

## Plurality oppose allowing prediction markets in Canada, as most believe betting on politics should be banned

*Canadian users of prediction markets are nearly all also sports bettors*

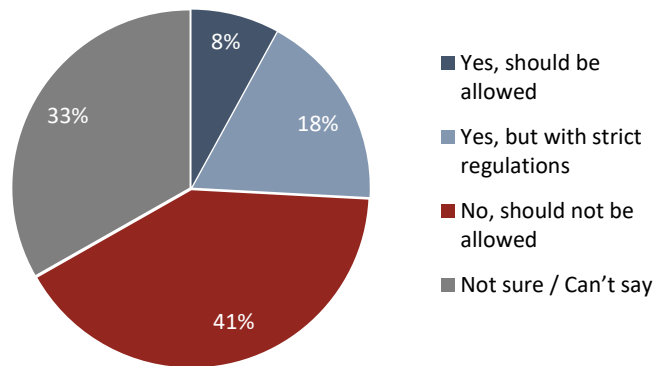
**May 27, 2026** – The landscape for prediction markets in Canada, once barren, is slowly filling with options despite the tighter regulatory environment compared to the United States, where controversies on bets placed on the Iran war have drawn attention to this new form of gambling.

According to new data from the non-profit Angus Reid Institute, more Canadians oppose than support Canada throwing open the door to prediction markets at home. Two-in-five (41%) believe they shouldn't be allowed. One-quarter (26%) support Canada allowing prediction markets, but most (18%) in that group would only do so with strict regulations.

Canada's rules are certainly stricter than the United States; contracts must have a minimum 30-day timeline and wagering on the outcome of political events such as elections is banned. Canadians would go further: most would ban betting on economic indicators such as inflation or interest rates (54%), corporate outcomes such as earnings targets (53%), international news events (55%), and public health events (64%). During the Iran war, both Kalshi and Polymarket came under fire for markets related to the conflict. More than two-thirds of Canadians would ban wagering on the deaths of public figures (68%) and the number of casualties in wars (70%).

Personally, fewer than one-in-20 Canadians have placed wagers at prediction markets. Of those, nearly all are also sports bettors. Interest among the general public is also low. Fewer than one-in-12 (7%) say they are interested in wagering on a prediction market in the future.

**Do you think prediction markets should be allowed to operate in Canada, or not?**  
(All respondents, n=1,803)



### **METHODOLOGY:**

The Angus Reid Institute conducted an online survey from May 7-11, 2026, among a randomized sample of 1,803 Canadian adults. Respondents are drawn from the [Angus Reid Forum](#), a large-scale online panel developed to include Canadian residents in each of the 343 federal ridings in Canada and representative of the Canadian population by age, gender, family income, ethnic status and education. The sample was weighted to be representative of adults nationwide according to region, gender, age, household income, and education, based on the Canadian census. For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 2 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by ARI. Detailed tables are found at the end of this release.

*For more information on our polling methods, [click here](#).*

### **CONTACT:**

**Shachi Kurl, President:** 604.908.1693 [shachi.kurl@angusreid.org](mailto:shachi.kurl@angusreid.org) @shachikurl  
**Dave Korzinski, Research Director:** 250.899.0821 [dave.korzinski@angusreid.org](mailto:dave.korzinski@angusreid.org)

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## More Key Findings:

- One-third (35%) of Canadians say prediction markets are “mostly a form of gambling”. Fewer than one-in-20 (3%) believe they are instead a “useful way to understand likely future outcomes and public opinion”. One-in-six (15%) believe prediction markets are a mix of those two descriptions.
- Men under 35 are the most likely demographic to report knowledge about prediction markets (30% know a lot) and more likely to have wagered on them in the past (11%). Comparatively, fewer than one-in-10 (8%) Canadians know a lot about prediction markets and fewer than one-in-20 (4%) have placed a bet on them in the past.

## About ARI

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research foundation established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

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### Part One: Awareness and experience

The rapid expansion of online gambling in North America has brought wagering on sports and other events to the phones and computers of millions. Prior to 2018, it was illegal across the United States; it only became legal in Canada in 2021. It has since grown to be a [more than \\$100 billion industry](#) in the two countries.

**Related: [Risky bet? Canadians mindful of sports betting’s revenue potential, but 28% worry a bettor they know is addicted](#)**

As the barriers to sports betting were torn down by legislators, it also opened a new frontier in wagering on real-life events outside of sports. The advent of so-called “prediction markets”, where users can wager on not only sports, but political, economic, international and cultural events date back to the pandemic. The two most well-known prediction markets – Polymarket and Kalshi – were founded in 2020 and 2021

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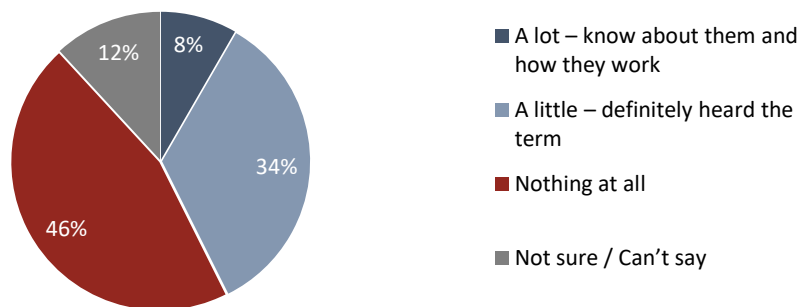
respectively. Both allow for bets on events from celebrity deaths to elections and wars, although both are still primarily used for sports betting.

Prediction markets have become increasingly controversial in recent months after several users have been caught using proprietary – and in some cases, classified – knowledge to enrich themselves with trades on the platforms. A U.S. Army soldier was charged in April after using insider knowledge to place bets on the eventual military operation to capture Venezuelan President Nicolas Maduro in one high profile example of what some believe is rampant insider trading on these platforms.

### **Knowledge of prediction markets is low among Canadians**

Fewer than one-in-ten (8%) Canadians report deep knowledge of prediction markets. One-third (34%) say they have heard of them. The largest group – more than two-in-five (46%) – say they know nothing at all about these burgeoning markets:

**Before today, how much, if anything, had you heard about “prediction markets,” where people can buy and sell contracts based on whether future events will happen?  
(All respondents, n=1,803)**



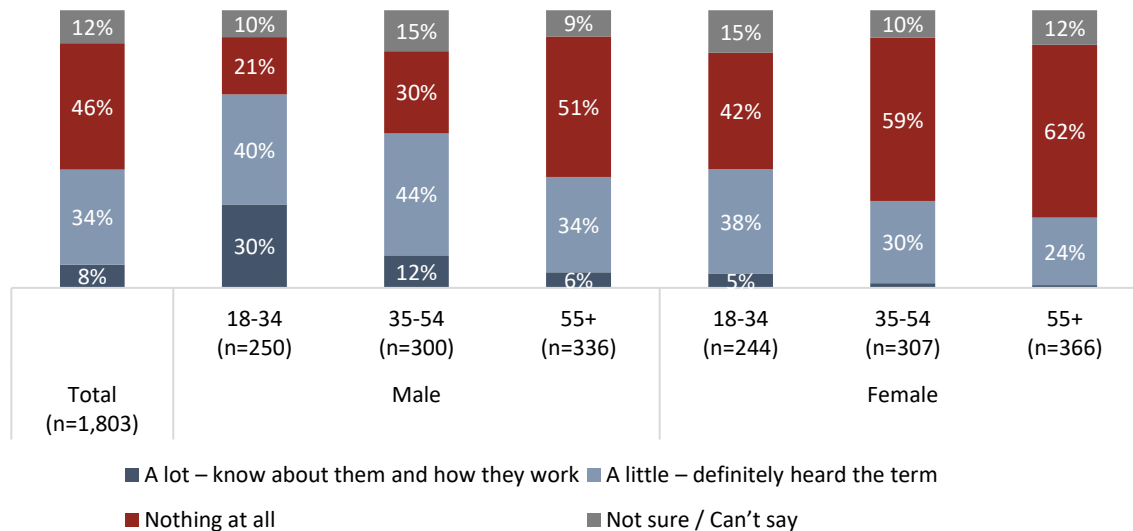
### **Young men more likely than others to report knowledge**

The knowledge of prediction markets appears to be concentrated among men under 35. Three-in-ten (30%) in that age group say they know a lot about prediction markets. There are also the fewest in that demographic (21%) who say they know nothing at all about them. Women and older Canadians are less likely to say they know of prediction markets:

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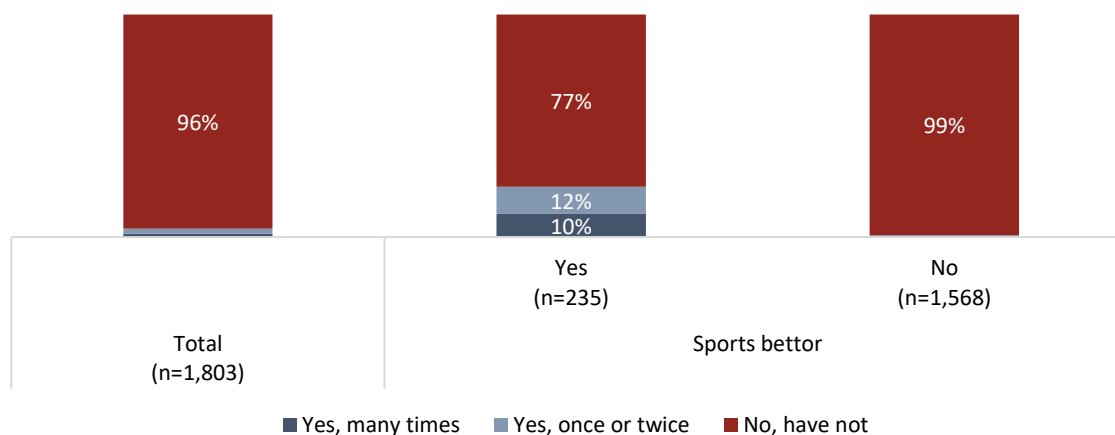
**Before today, how much, if anything, had you heard about "prediction markets" ... ?**



**Nearly all those who use prediction markets are also sports bettors**

Canadians who have experience using prediction markets are almost universally sports bettors. One-in-five (22%) of those who regularly or previously bet on sports say they have also dabbled in prediction markets. Comparatively, only one per cent of Canadians who have never bet on sports have wagered on a prediction market:

**Have you ever used a prediction market platform to place a bet or trade on the outcome of an event?**



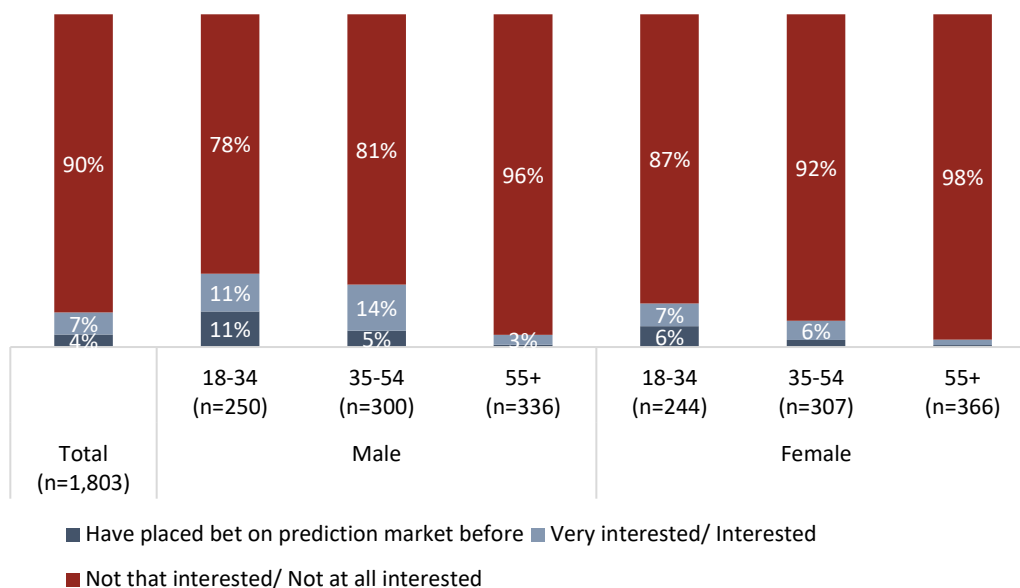
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**Men under 35 most likely to be interested in wagering on prediction markets**

Interest in placing bets on prediction markets is low among Canadians in general. Nine-in-ten (90%) describe themselves as not that or not at all interested in doing so in the future. Men under 55 are the most likely both to have used prediction markets in the past, and if not, most likely to try it in the future:

**Interest in prediction markets plus those who have used prediction markets in the past by age and gender**



**Part Two: Perceptions and reactions**

**More oppose than support allowing prediction markets in Canada**

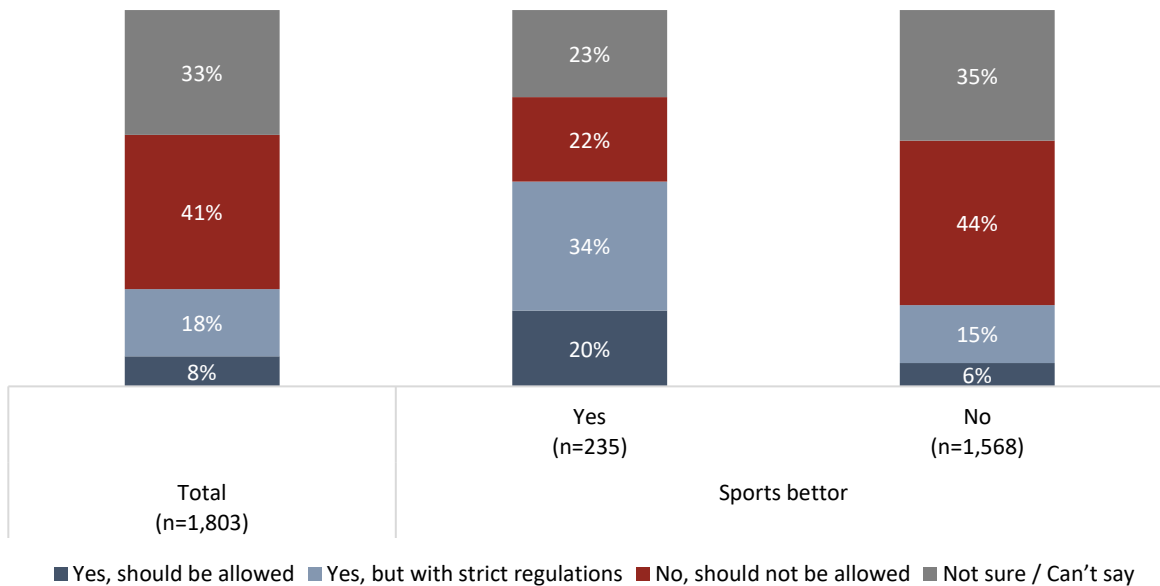
The current legal environment for prediction markets is [complicated](#). Binary event contracts – whether something happens, or not – are allowed [according to RBC](#) but must have a minimum 30-day contract and trading on political events or elections is banned. However, that hasn't stopped [Polymarket and other betting sites](#) offering odds on Canadian political events. In 2025, Ontario became the only province [to specifically ban Polymarket](#). There are currently prediction markets offered by [Interactive Brokers Canada](#), while [reportedly both Wealthsimple and Questtrade](#) are preparing to launch platforms of their own.

Two-in-five (41%) Canadians oppose allowing prediction markets to operate in Canada, outnumbering the one-quarter (26%) who would support them. A majority (54%) of past sports bettors – the current user base of prediction markets in Canada – support allowing markets like Kalshi and Polymarket, albeit most who support would also place “strict restrictions” on them (34%). Opposition outweighs support among non-sports bettors by two-to-one (44% to 21%):

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**Do you think prediction markets should be allowed to operate in Canada, or not?  
(All respondents, n=1,803)**



**Majorities believe betting on politics, economics, health and death should be banned**

In May, some of the trending markets on sites such as Kalshi and Polymarket included users wagering on whether or not there would be a hantavirus pandemic, whether U.K. Prime Minister Keir Starmer would resign this year, and the future price of West Texas Intermediate. If it were up to a majority of Canadians, betting on these markets would not be allowed. Two-thirds (64%) say wagering on public health events such as a pandemic should be banned, a majority (54%) say the same of wagering on economic events, and 56 per cent would disallow betting on elections.

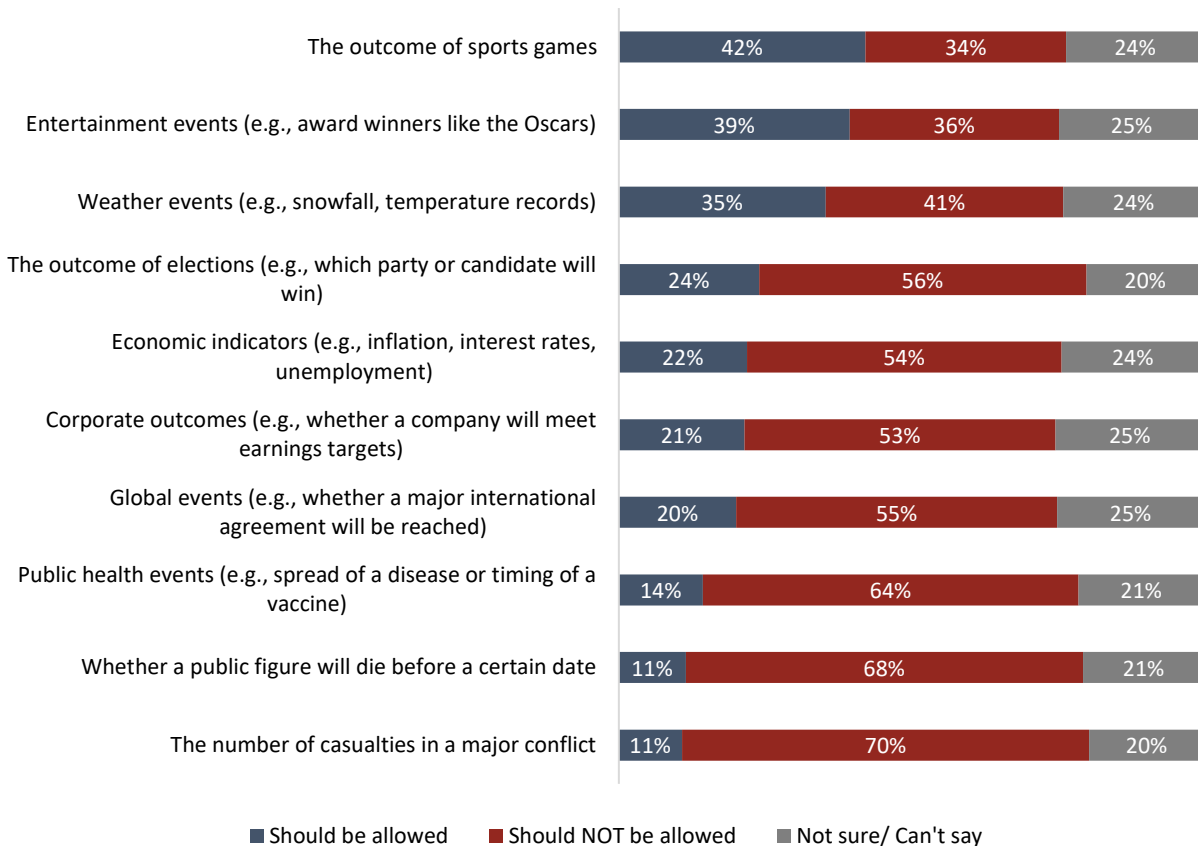
Prediction market platform Kalshi promoted a market on whether or not Ayatollah Ali Khamenei would be “out” as Supreme Leader in the lead-up to the conflict in Iran, then cancelled and refunded users after Khamenei died in a U.S.-Israeli airstrike, saying the company “does not offer markets that settle on death”. Seven-in-ten (68%) believe wagering on the death of public figures should be banned; a similar number (70%) say the same of betting on the number of casualties in an armed conflict.

Canadians are split as to whether prediction markets should be allowed to take wagers on sports or entertainment events, both which are currently offered by many existing gambling platforms:

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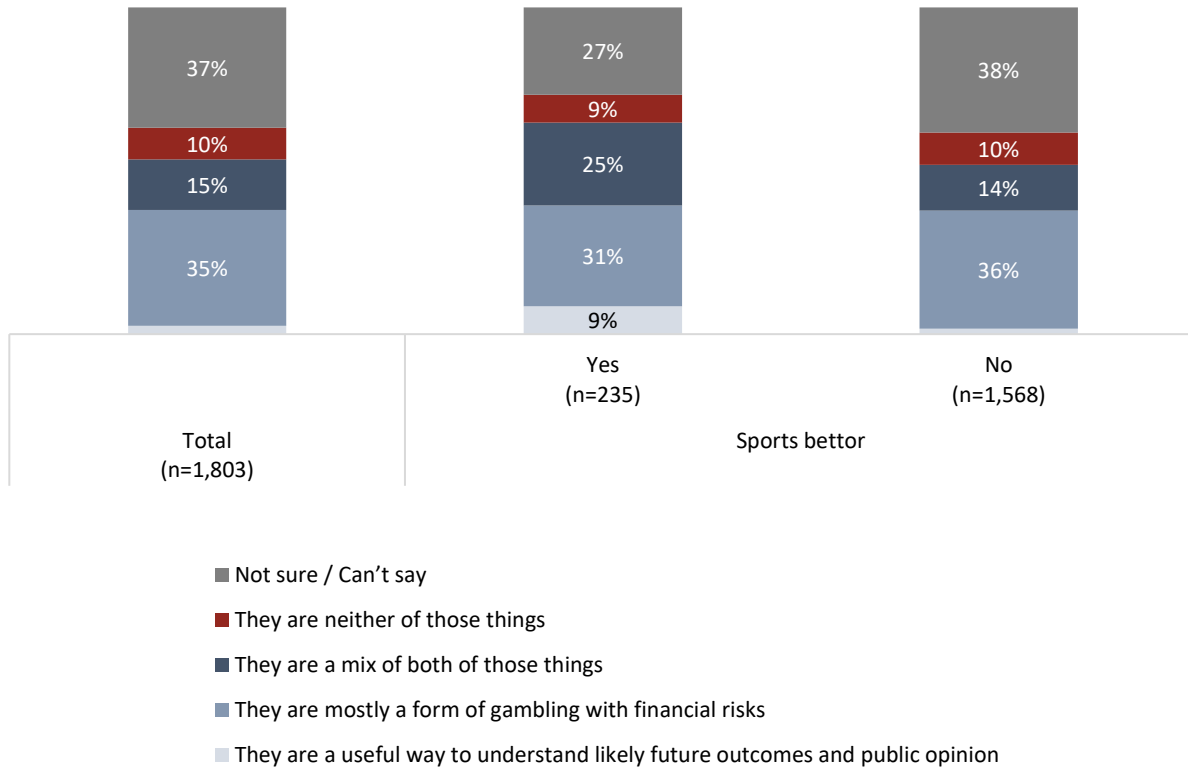
**Which of the following do you think should be allowed on prediction markets, if any?  
(All respondents, n=1,803)**



**Half believe prediction markets are a form of gambling**

In general, Canadians lean towards believing prediction markets are a form of gambling (35%) than a “useful way to understand likely future outcomes” (3%). One-in-six (15%) describe them as a mix of both:

Which of the following comes closest to your view of prediction markets?



*For detailed results by age, gender, region, education, and other demographics, click here.*