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# National Poll on Perceptions of Sports Gambling



Report of Findings

February 27, 2025

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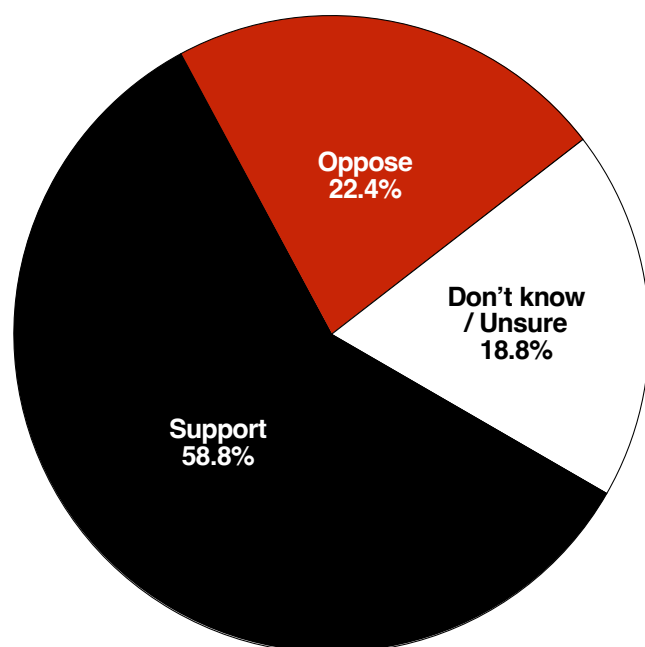
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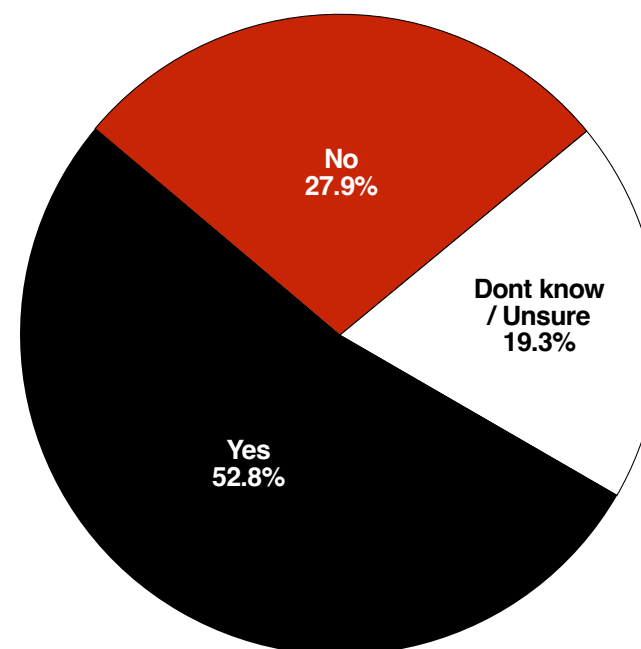


## Overall Attitudes | Advocacy for Legalization

### Support or Opposition for the Legalization of Sports Gambling In State



### Belief that Sports Gambling Should be Legal Nationwide

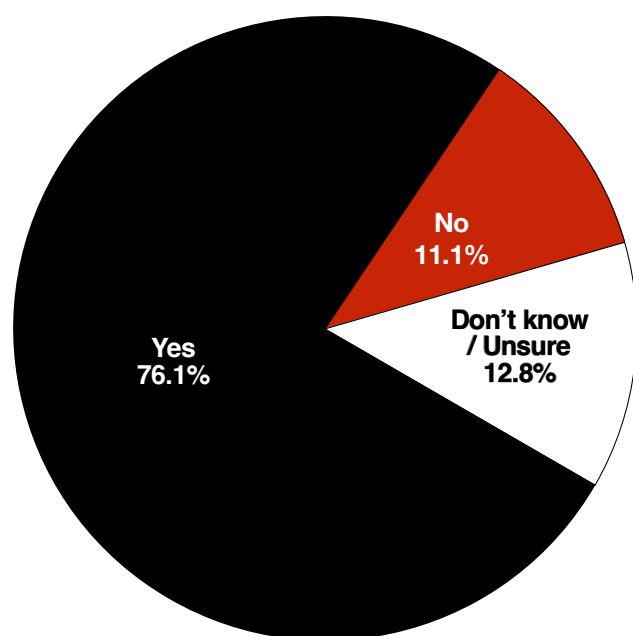


N=1,500  
Q: Do you support or oppose the legalization of sports gambling in your state? Would you say...  
Q: Do you believe sports gambling should be legal in all states across the U.S.?

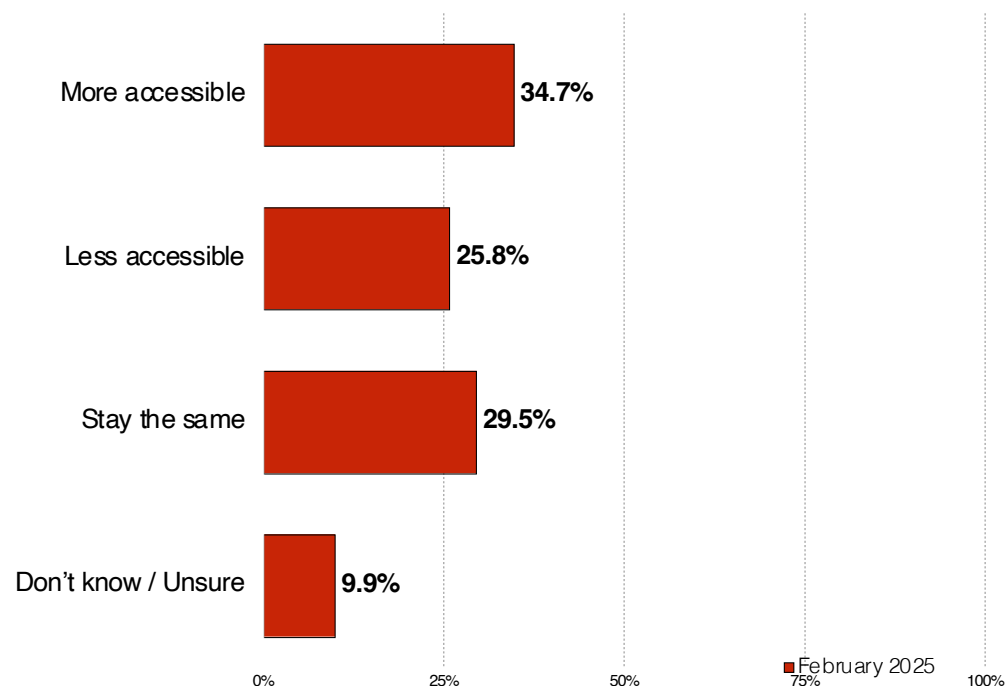


## Overall Attitudes | Social Acceptance & Accessibility

### Perceived Social Acceptance of Sports Gambling



### Preferred Level of Accessibility of Sports Gambling



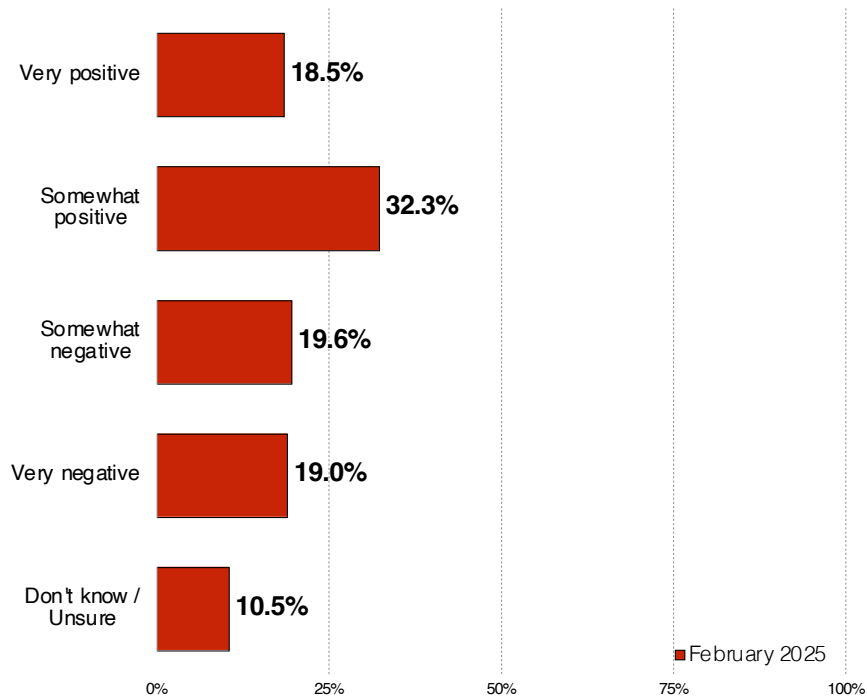
N=1,500  
Q: Do you believe sports gambling is becoming more socially acceptable?  
Q: Should sports gambling be more widely accessible, less accessible, or stay the same?

# Overall Attitudes | Perception of Sports Gambling

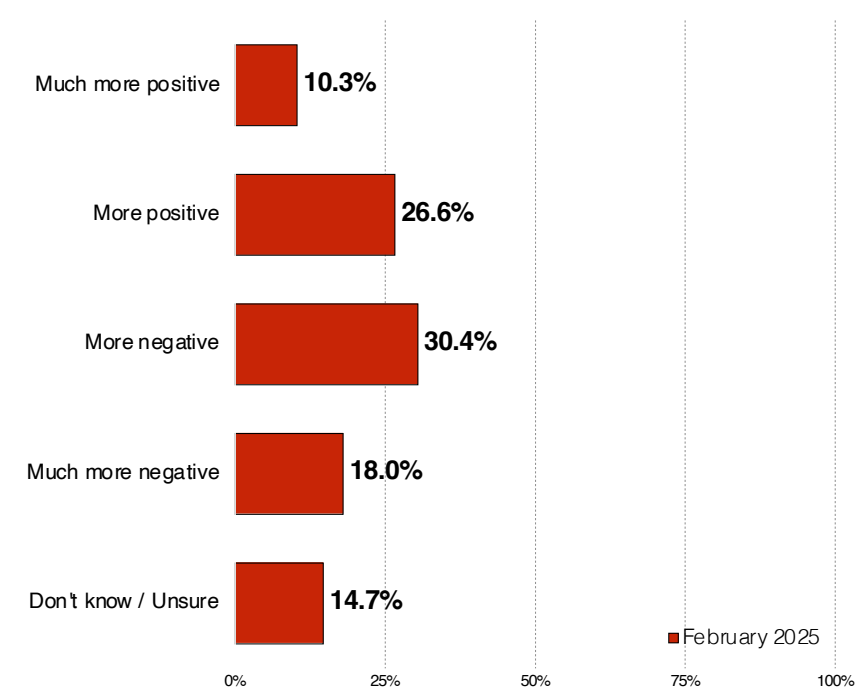


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## Overall Perception of Sports Gambling



## Net Effect of Sports Gambling on Society

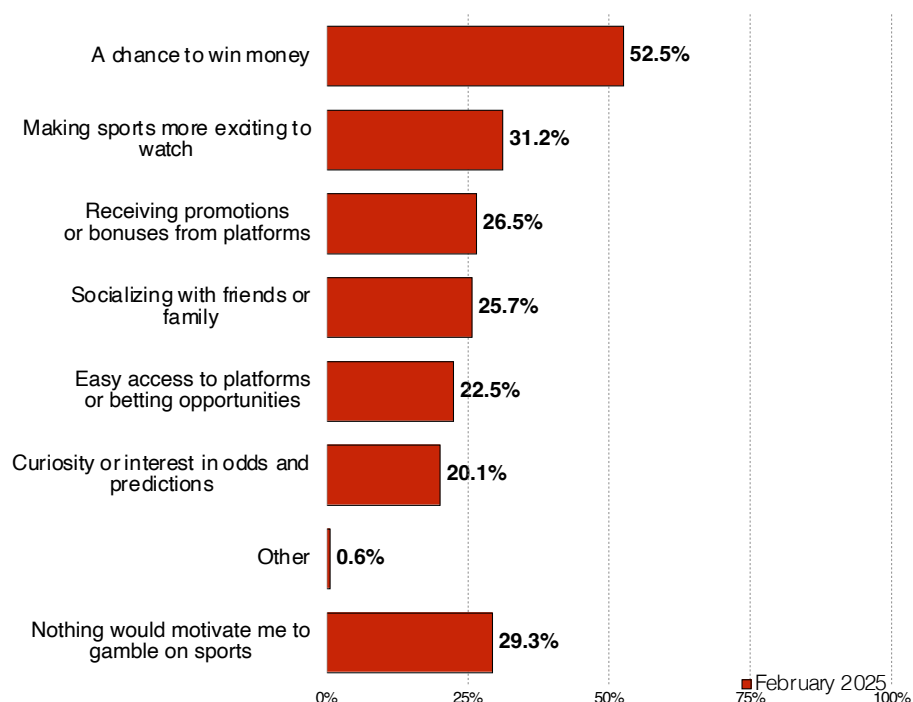


N=1,500  
Q: What are your overall perceptions of sports gambling?  
Q: Do you think sports gambling has more positive or negative effects on society, overall?

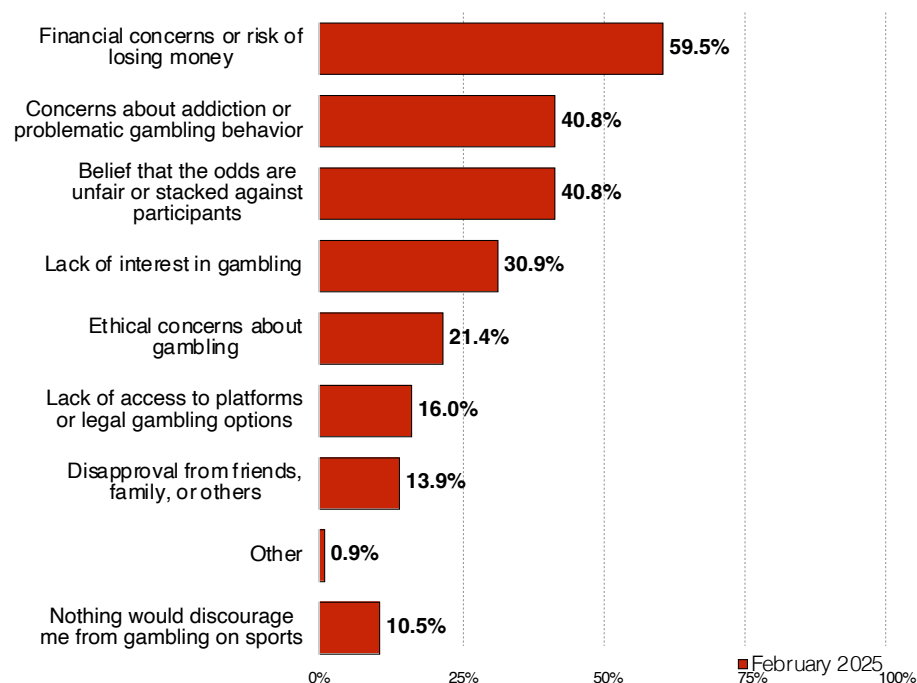


# Drivers and Barriers | Motivations and Engagement

## Motivating Factors to Sports Gamble More Frequently



## Discouraging Factors to Sports Gamble More Frequently



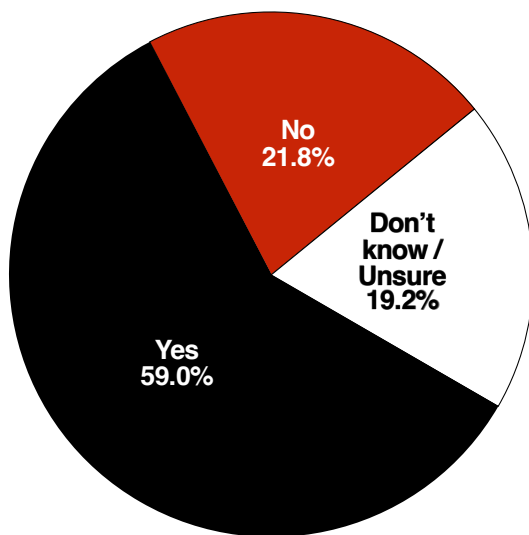
N=1,500  
Q: What are the top three factors that would motivate you to gamble on sports or to gamble on sports more frequently? (Select up to three responses)  
Q: What are the top three factors that would discourage you from gambling on sports or gambling on sports more frequently? (Select up to three responses)

## Drivers and Barriers | Effect of Sports Gambling on Fan Behavior

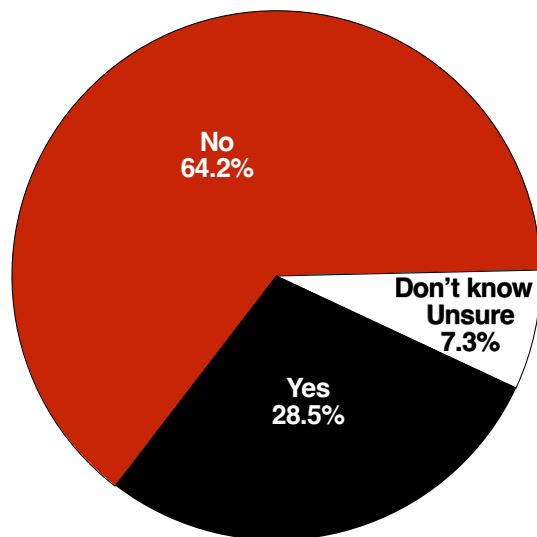


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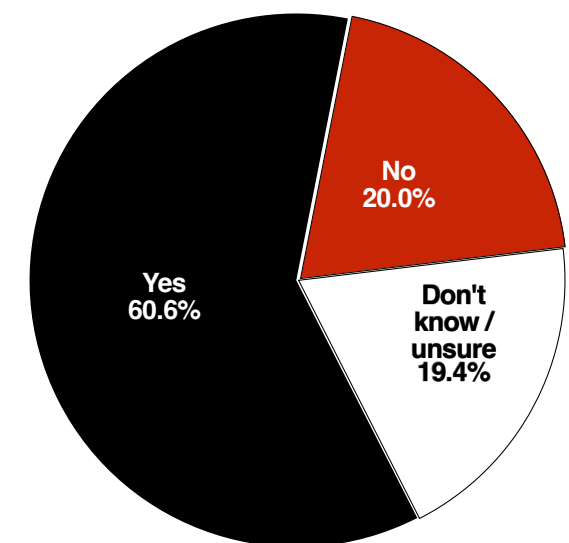
### Has Sports Gambling Made Sports More Engaging?



### Has Sports Gambling Changed How You Consume Sports Content?



### Belief that Sports Gambling Attracts New Fans



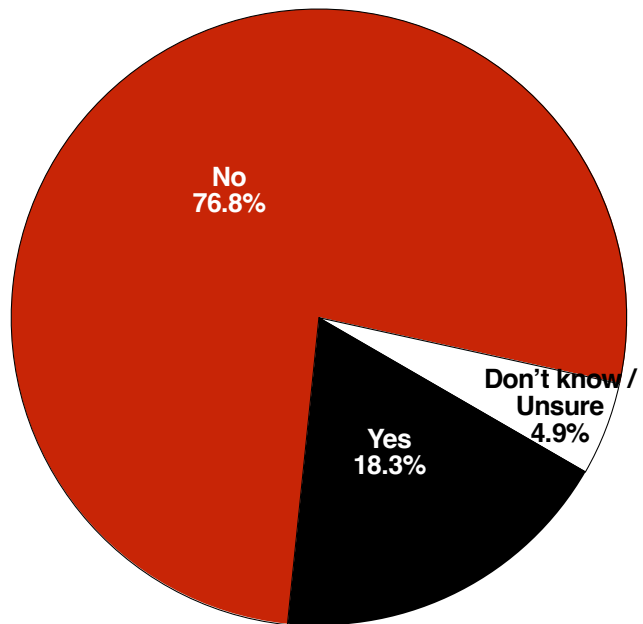
N=1,500  
Q: Do you think sports gambling has made sporting events more engaging for fans?  
Q: Has sports gambling changed how you consume sports content (e.g., watching games, following stats)?  
Q: Do you think sports gambling attracts new fans to sports?

# Drivers and Barriers | Effects on Interpersonal Relationships

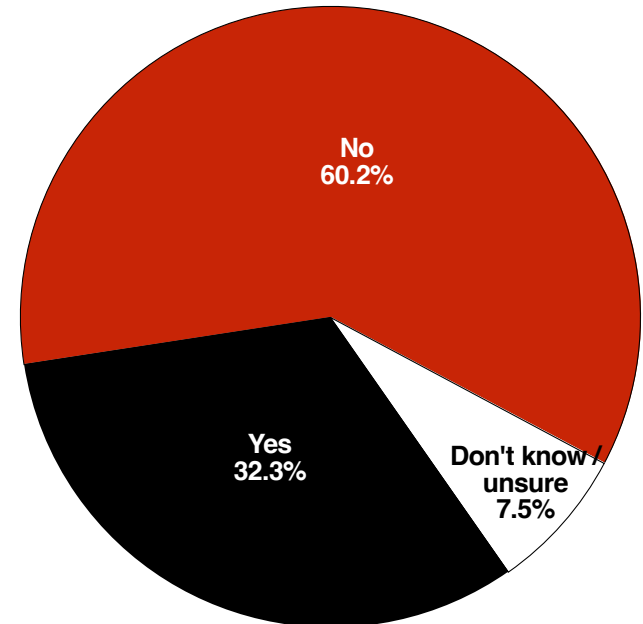


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## Effect on Personal Relationships



## Knowledge of Others Being Negatively Impacted



N=1,500

Q: Regardless of whether or not you have personally engaged with sports gambling in the past, has sports gambling ever caused tension in your personal relationships?

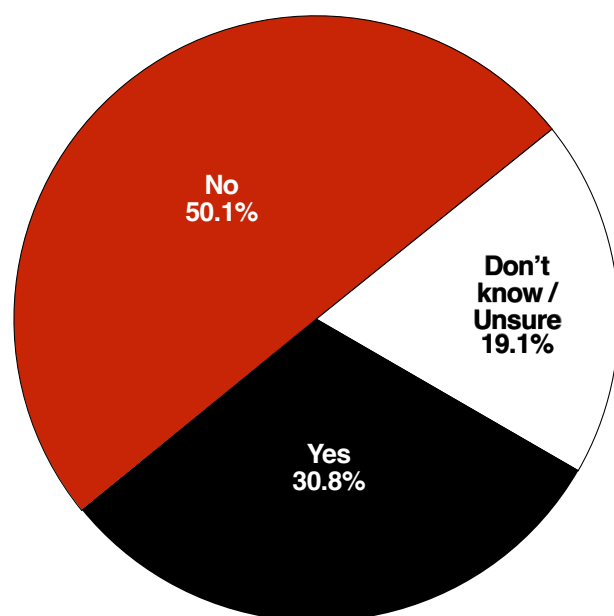
Q: Do you know anyone personally (e.g., friends, family, or acquaintances) whose well-being has been negatively impacted by sports gambling?



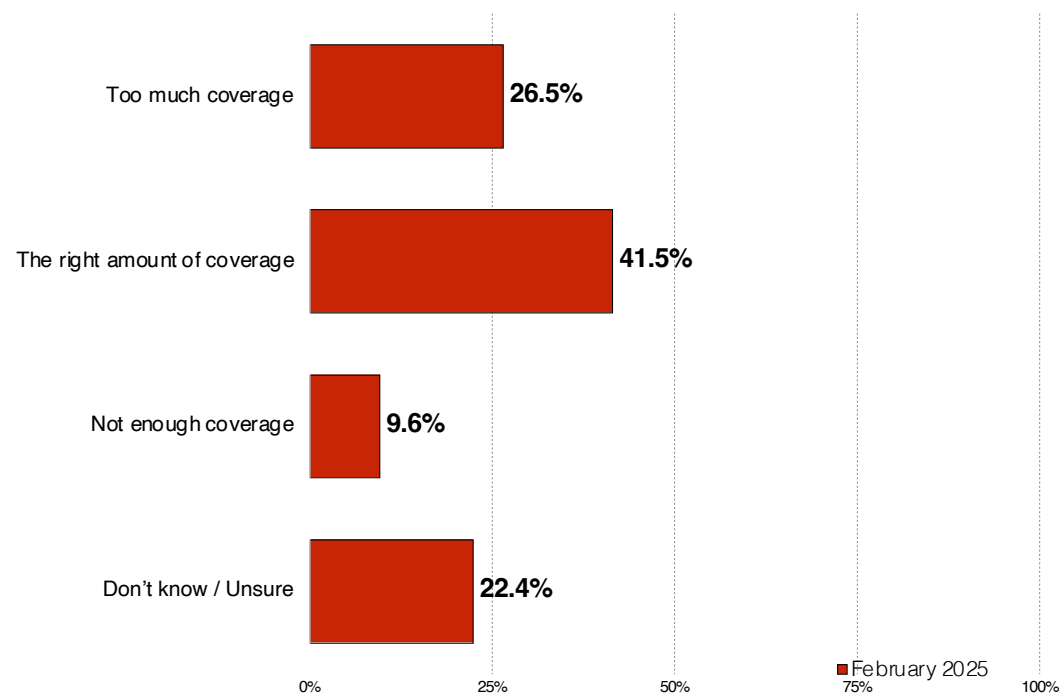


## Media | Sports Leagues & Media Partnerships

### Belief that Sports Leagues Should Partner with Gambling Platforms



### Frequency of Sports Gambling Media Coverage

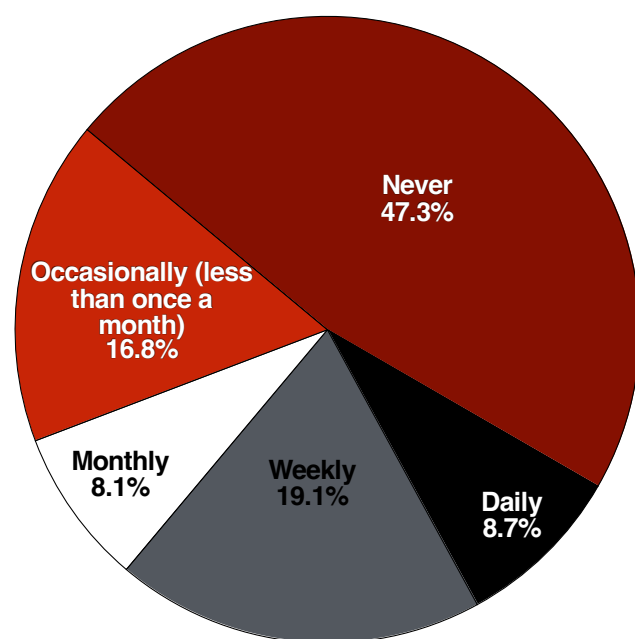


N=1,500  
Q: Should sports leagues partner more with gambling platforms to promote their events?  
Q: How do you feel about the amount of coverage sports media currently allocates to gambling?

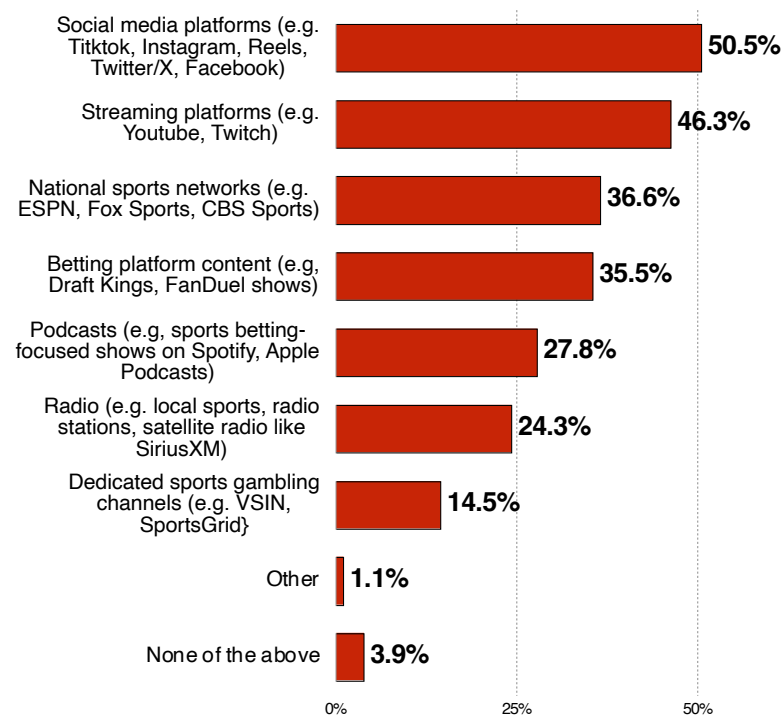


# Impact | Sports Gambling Media Consumption

## Frequency of Sports Gambling Media Consumption



## Format of Sports Gambling Media Consumption



None of the above 3.9%

February 2025 (N=790)

N=1,500, 790  
Q: How often do you watch or listen to shows about sports gambling?  
Q: Where do you typically watch or listen to shows about sports gambling? (Select all that apply) (N=790)

# Age Differences in Sports Gambling Perceptions



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❖ **Legalization Support:** Younger respondents show stronger support for sports gambling **legalization**:

- ❖ 65.1% of ages 18-34
- ❖ 62.4% of ages 35-54
- ❖ 35.1% of those 55+

❖ **Perception of Sports Gambling:** Younger respondents generally have a “**positive**” perception of sports gambling

- ❖ 62.9% of ages 18-34
- ❖ 58.9% of ages 35-54
- ❖ 34.6% of those 55+

❖ **Accessibility:** Younger respondents believe sports gambling should be “**more accessible**”

- ❖ 45.7% of ages 18-34
- ❖ 43.6% of ages 35-54
- ❖ 18.7% of those 55+

# Age Differences in Sports Gambling Perceptions



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❖ **Impact on Relationships:** Younger respondents are more likely to know someone **negatively impacted** by sports gambling

❖ 38.2% of ages 18-34

❖ 33.7% of ages 35-54

❖ 26.6% of those 55+

❖ **Engagement & Media Consumption:** Younger respondents are more likely to say sports gambling has **changed how they consume** sports content

❖ 46.1% of ages 18-34

❖ 33.5% of ages 35-54

❖ 10.7% of those 55+

❖ **Engagement & Media Consumption:** Younger respondents are more likely to say they consume sports gambling media **at least weekly**

❖ 47.4% of ages 18-34

❖ 32.1% of ages 35-54

❖ 8.9% of those 55+

❖ **Likelihood to Bet:** Younger respondents are **more likely to bet** in the next year:

❖ 55.9% of ages 18-34

❖ 47.0% of ages 35-54

❖ 20.5% of those 55+

# Gender Differences in Sports Gambling Perceptions



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❖ **Legalization Support:** Males are more supportive of **nationwide legalization** than females

❖ Men 60.5%

❖ Women 45.6%

❖ **Perception of Sports Gambling:** Males view sports gambling more **“positively”** than females

❖ Men 60.5%

❖ Women 41.9%

❖ **Accessibility:** Men believe sports gambling should be **“more accessible,”** compared to women.

❖ Men 41.2%

❖ Women 28.7%



## Gender Differences in Sports Gambling Perceptions

❖ **Impact on Relationships:** Males report slightly more **personal relationship tension** due to sports gambling than females

❖ Men 21.9%

❖ Women 15.0%

❖ **Impact on Relationships:** Both genders report **knowing someone negatively impacted** at similar rates

❖ Men 34.8%

❖ Women 30.2%

❖ **Engagement & Media Consumption:**

❖ 52.5% of females believe sports gambling has **increased fan engagement**.

❖ 56.2% of females say it **attracts new fans**.

❖ 44.2% of females consume sports gambling media at least **occasionally**

❖ **Likelihood to Bet:** More men plan to bet on sports **in the next year** than women

❖ Men 50.7%

❖ Women 28.5%



## Regional Differences in Sports Gambling Perceptions

- ❖ **Legalization Support:** 55.3% of respondents in the Northeast—where sports gambling is **already legal** in every state—believe it should be **expanded nationwide**
- ❖ **Social Acceptance:** A strong majority of respondents say sports gambling has become **more socially acceptable**
  - ❖ 78.8% in the Northeast
  - ❖ 74.7% in the Midwest
  - ❖ 75.0% in the South
  - ❖ 77.0% in the West
- ❖ **Perception of Sports Gambling:** a small majority of respondents in the Northeast have an overall **“positive”** perception of sports gambling, slightly higher than the national average
  - ❖ 52.9% in the Northeast
  - ❖ 49.8% in the Midwest
  - ❖ 51.6% in the South
  - ❖ 48.6% in the West

# Regional Differences in Sports Gambling Perceptions



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❖ **Impact on Relationships:** Slightly fewer respondents in the Northeast know someone **negatively impacted** by sports gambling compared to those in the South and West , despite the South and West still having states where sports gambling is banned

❖ Northeast 31.4%

❖ South 33.9%

❖ West 33.7%

❖ **Engagement & Media Consumption:** Less than 1/3 of respondents in the Northeast consume sports gambling media at least **weekly**

❖ Northeast 28.2%

❖ South 30.0%

❖ Midwest 26.9%

❖ West 24.9%

❖ **Likelihood to Bet:** Northeastern respondents are more likely to **bet in the next year** than those in other regions

❖ Northeast 45.1%

❖ South 39.5%

❖ Midwest 41.9%

❖ West 33.2%

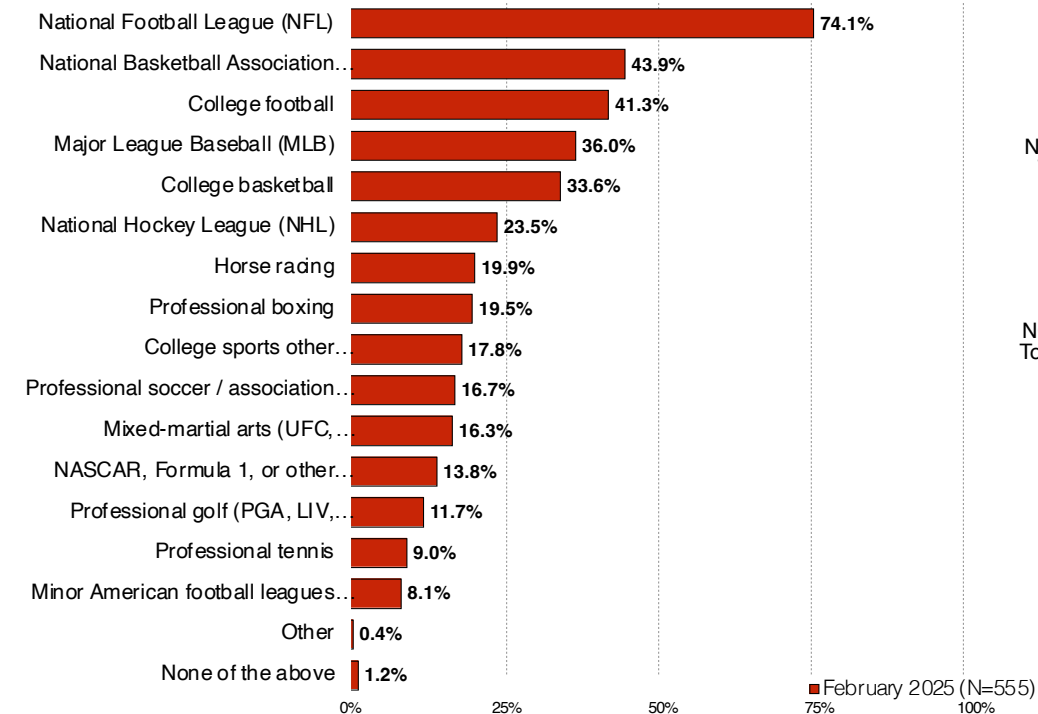


# Awareness & Habits | Type of Sports & Events Typically Bet On

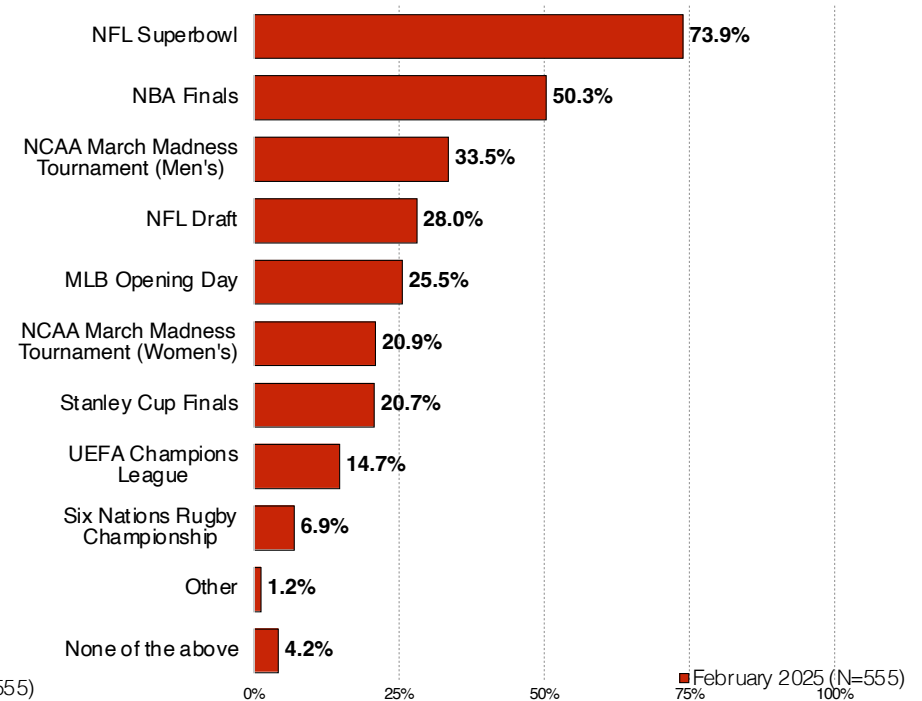


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## Sports Typically Wagered On



## Specific Events for Future Sports Gambling



N=555

Q: What types of sports or events do you typically bet on? (Select all that apply)

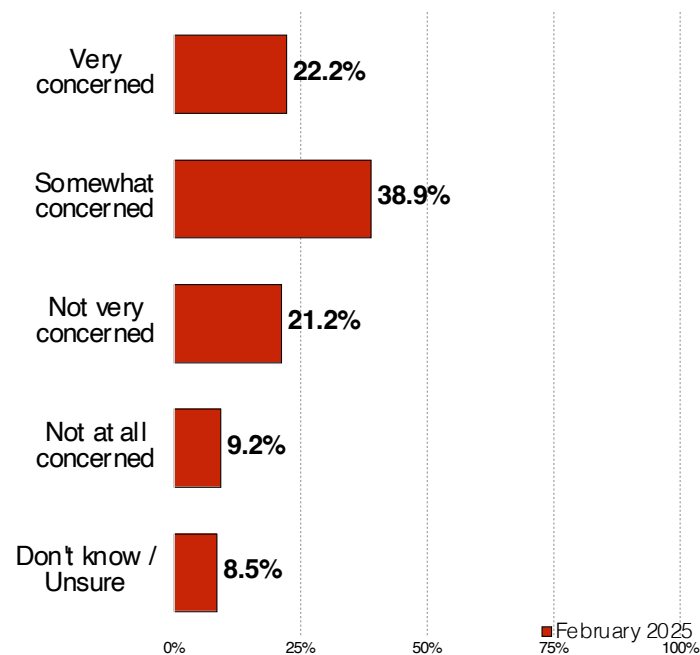
Q: What specific events do you plan to bet on in the near future? (Select all that apply)

# Awareness and Habits | Influence on Sports Gambling Views



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## Concern of Potential Corruption in Sports due to Gambling



N=1,500

Q: How concerned are you about the potential for corruption or match-fixing in sports due to gambling?

Q: Which of the following influences, if any, shape your views on sports gambling? (Select all that apply)

## Research Methodology | Snapshot

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|                                |                              |                          |  |
|--------------------------------|------------------------------|--------------------------|--|
| Methodology<br>Digital survey* | No. of Completes<br>1,500    | No. of Questions<br>60** | Sample<br>Procured by<br>GreatBlue                 |
| Target Market<br>National***   | Margin of Error<br>+/- 2.43% | Confidence Level<br>95%  | Research Dates<br>January 29 - February<br>3, 2025 |

\* Data quality personnel, in addition to computer-aided interviewing platforms, ensure the integrity of the data is accurate.

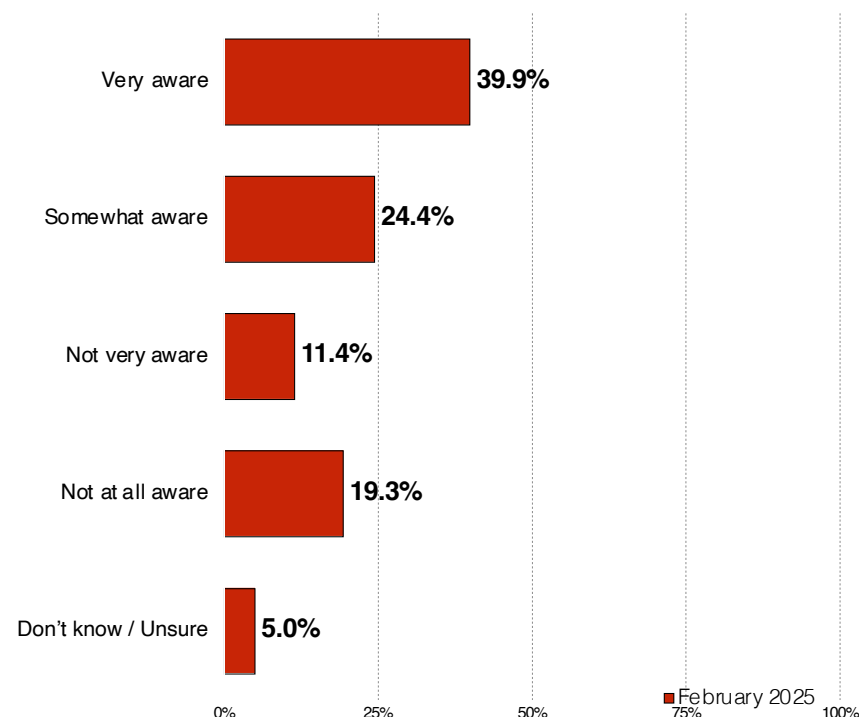
\*\* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

\*\*\* The final sample was weighted according to age, gender, and US Census Region. Demographic weighting targets were originally derived from and based on the U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates.

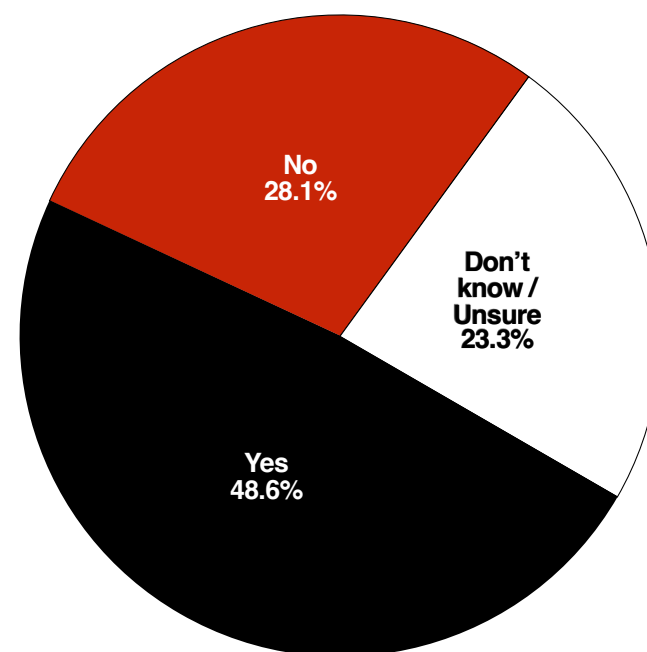


## Impacts | Player Bans Due to Sports Gambling

### Awareness of MLB's Ban of Pete Rose Due to Gambling on Games



### Should MLB Lift Pete Rose Ban Now that Gambling is Legal



N= 1,500

Q: MLB's all-time hits leader, Pete Rose, was banned from MLB due to gambling on games and has not been allowed into the Hall of Fame. Prior to this survey, how aware were you of Pete Rose's ban? Would you say...

Q: Now that sports gambling is legal in many states, do you think MLB should lift its ban on Pete Rose and allow him to be considered for the Hall of Fame?