



Sacred Heart
UNIVERSITY



Poll of U.S. Sports Gamblers on Impact of Betting Scandals



Report of Findings

November 11, 2025

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Sacred Heart
UNIVERSITY



Our Story

Sacred Heart University and GreatBlue Research partner to research salient issues facing the United States. This collaboration combines the academic excellence of a top-rated private University and the research design, analysis and reporting expertise of GreatBlue Research.

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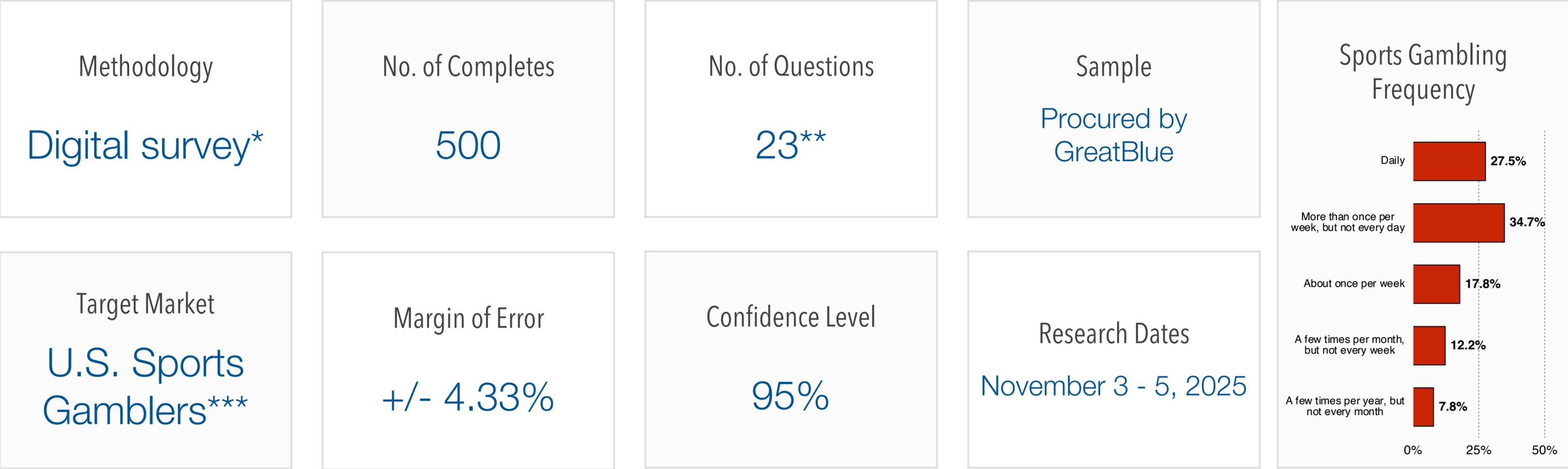


Areas of Investigation

Sacred Heart University leveraged a quantitative research approach to address the following areas of investigation:

- Awareness and reactions to recent NBA and college betting scandals
- Impact on trust in the integrity of professional sports
- Changes in betting behavior and shifts to other sports
- Concern that gambling corruption is more widespread
- Perceptions of sports betting advertising and industry responsibility
- Views on accountability and support for stronger oversight
- Demographic profile of respondents

Research Methodology | Snapshot



* 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 including screening and demographic questions; not all respondents will answer all questions based on skip patterns and other instrument bias.
*** Respondents had to confirm that they had placed a wager or bet on a sporting event at least once in the past year.
The final sample was weighted according to age, gender, and education. Demographic weighting targets were originally derived from and based on the U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates as well as the Sacred Heart University National Poll on Perceptions of Sports Gambling released on March 25, 2025

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71.5%

would still purchase
at an increased
price point

8.9%

5.4%

2.8%

0.0%

Negative Impact

Boomers

Study of the Impact of Betting Scandals on U.S. Sports Gamblers

Executive Summary

This report provides an in-depth analysis of the attitudes and perceptions of U.S. sports gamblers regarding recent gambling scandals, accountability, and integrity across professional and collegiate sports. The following represent the key themes and insights:

- ❖ **High Awareness and Trust Impact:** Four-in-five U.S. sports gamblers (80.7%) were aware of the recent NBA gambling investigations and a similar share (79.1%) said the reports have impacted their trust in the integrity of NBA games, with 38.2% saying the investigations have impacted their trust “a lot.”
- ❖ **Polarized Behavioral Impact:** The scandal has divided the betting community as 35.7% said it makes them less likely to bet on NBA games, while 29.0% said it makes them more likely, and 34.6% reported no change. Older gamblers (55 or older: 52.7%) are more likely to reduce betting on the NBA than younger gamblers (18-34: 33.2%).
- ❖ **Shifts in Betting Preferences:** Among those less likely to bet on the NBA, 45.1% plan to shift toward other major professional leagues, especially the NFL (81.0%), while 27.7% intend to reduce sports betting overall. Younger gamblers (18-34) show higher interest in college sports (19.7%), indicating that some may redirect betting activity toward collegiate athletics.
- ❖ **Accountability and Oversight:** Nearly half (46.8%) believe players and coaches should be held most accountable for gambling violations, while smaller shares point to leagues (20.0%) or sportsbooks (13.4%). Support for stronger regulation was overwhelming - 84.0% favor stricter oversight, including 44.4% who “strongly support.” Gamblers ages 55 or older tend to emphasize personal accountability for players and coaches (60.2%), while gamblers ages 18-34 (17.8%) are more likely to want to see betting platforms held accountable.
- ❖ **Broader Integrity Concerns:** Three-quarters (75.1%) believe gambling corruption extends beyond the NBA, and a similar share (75.6%) said recent NCAA student-athlete scandals have made them question the integrity of college athletics.
- ❖ **Advertising and Ethical Perceptions:** Nearly seven-in-ten (68.3%) gamblers expressed concern that sports betting advertising may encourage risky or unethical behavior, including 30.3% who are “very concerned.” Concern is somewhat higher among older gamblers, (72.0%), men (70.2%), and college-educated (73.7%) gamblers.

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Negative Impact

Boomers

No Impact

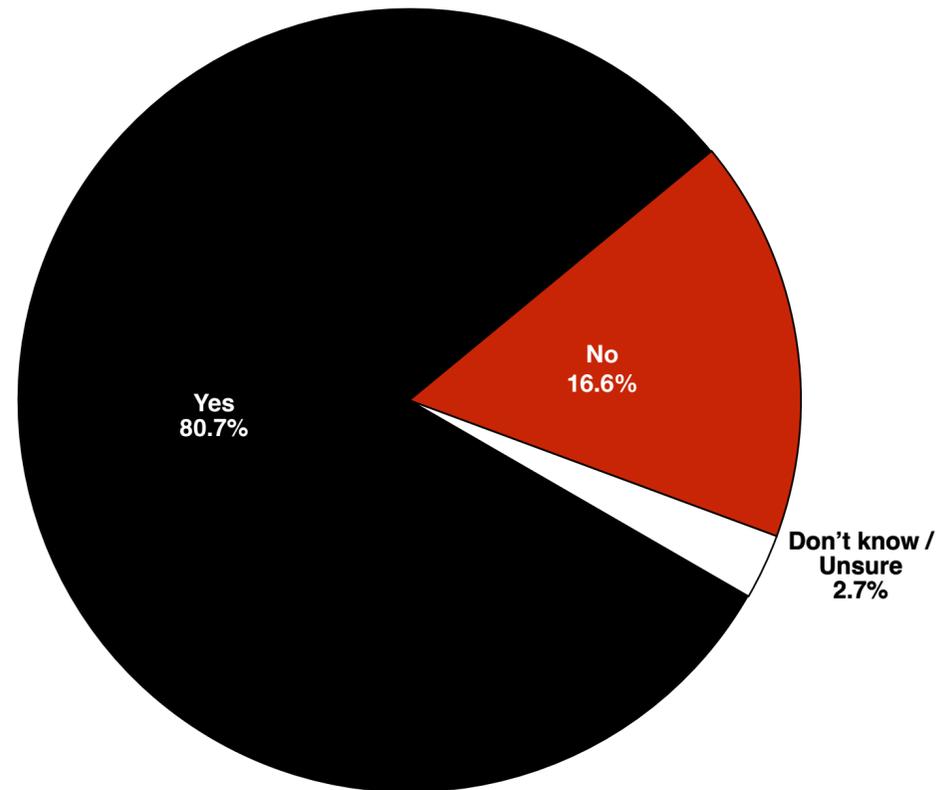
Positive Impact

NBA Gambling Investigations | Awareness and Trust Impact

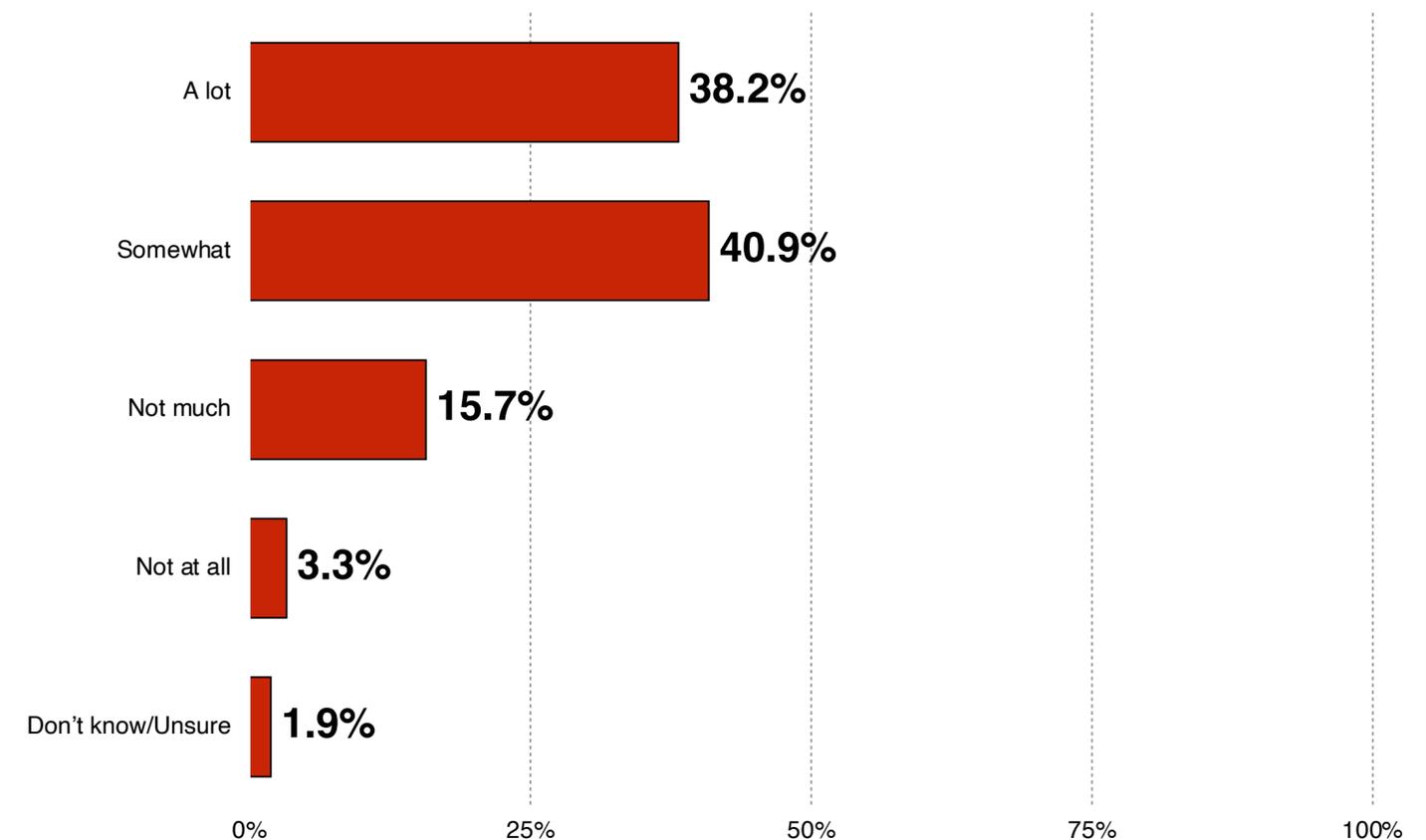
Four-in-five U.S. sports gamblers (80.7%) were aware of recent reports involving NBA players and coaches under investigation for gambling violations at the time of the survey. In addition, nearly four-in-five (79.1%) said these reports have impacted their trust in the integrity of NBA games, including 38.2% who said "a lot."

- ❖ Awareness was slightly higher among men (85.5%) than women (71.4%), and men were also more likely to report an impact on their trust in NBA games (81.5% vs. 74.7%).
- ❖ College-educated gamblers (84.0%) were more aware of the investigations than those without a college degree (78.7%), while awareness was generally consistent across age cohorts (18-34: 79.9%, 35-54: 81.4%, 55+: 80.6%).

Awareness of Recent Reports into Investigation of NBA Players/Coaches for Gambling Violations



Impact of Recent Scandal on Trust in the Integrity of NBA Games



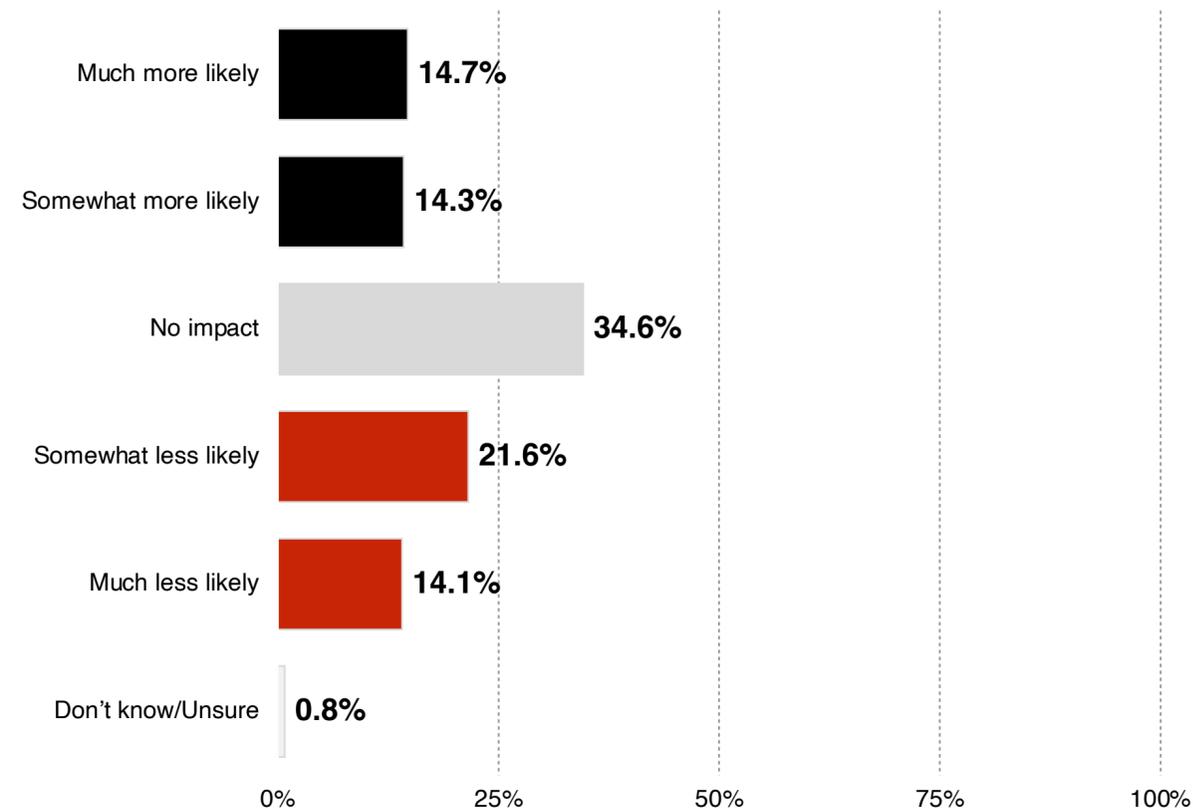
N=500
Q: Have you seen, read, or heard anything about the recent reports involving NBA players and coaches being investigated for gambling violations?
Q: How much does this situation impact your trust in the integrity of NBA games?

NBA Gambling Investigations | Impact on Betting Behavior

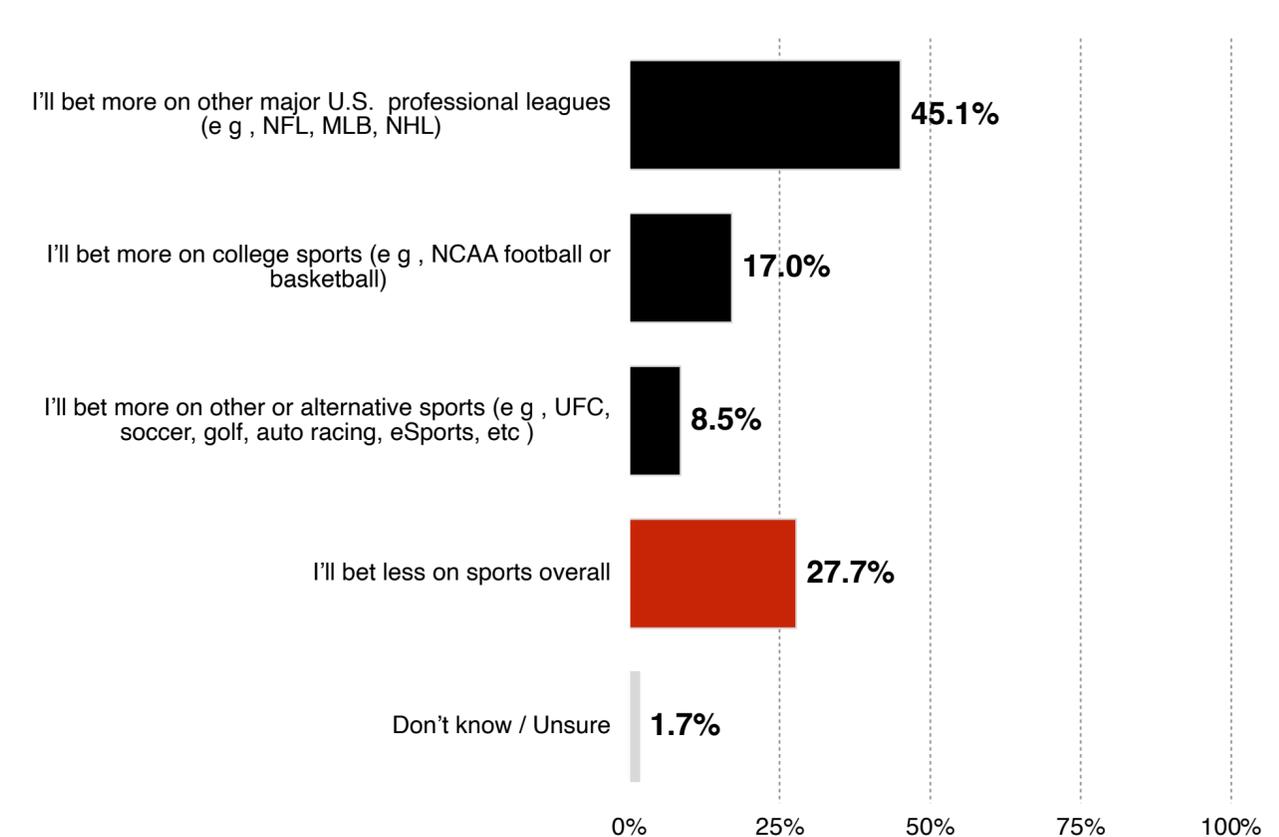
Over one-third of U.S. sports gamblers (35.7%) said the NBA scandal makes them less likely to bet on NBA games, while a similar share (29.0%) said it makes them more likely to bet while one-in-three (34.6%) report no impact; suggesting the controversy has polarized the betting audience. Among those less likely to wager on NBA games, nearly half (45.1%) plan to shift bets to other major U.S. leagues such as the NFL, MLB, or NHL, while more than one-quarter (27.7%) said they will bet less on sports overall.

- ❖ The likelihood of reducing betting in response to the NBA investigations increased notably with age. Over half (52.7%) of gamblers ages 55 or older said they are now less likely to bet on the NBA, compared with 33.2% of those 18-34 and 29.9% of those 35-54.
- ❖ Gender differences also emerged as men (38.8%) are more likely than women (29.7%) to report cutting back on NBA betting.
- ❖ Across all age groups, similar shares of gamblers plan to shift wagers to other major professional leagues - 46.5% among ages 18-34, 46.6% among 35-54, and 40.8% among 55 or older. However, gamblers age 18-34 are nearly twice as likely to bet more on college sports (19.7%) compared to those 55 or older (10.2%).

Effect of Recent Scandal on Likelihood to Bet on NBA Games



Reactions Among Bettors Less Likely to Wager on NBA Games (n=177)



Q: Does the recent scandal make you more or less likely to place bets on NBA games? (N=500)

Q: If you are less likely to bet on NBA games, which of the following best describes your reaction? (N=177)

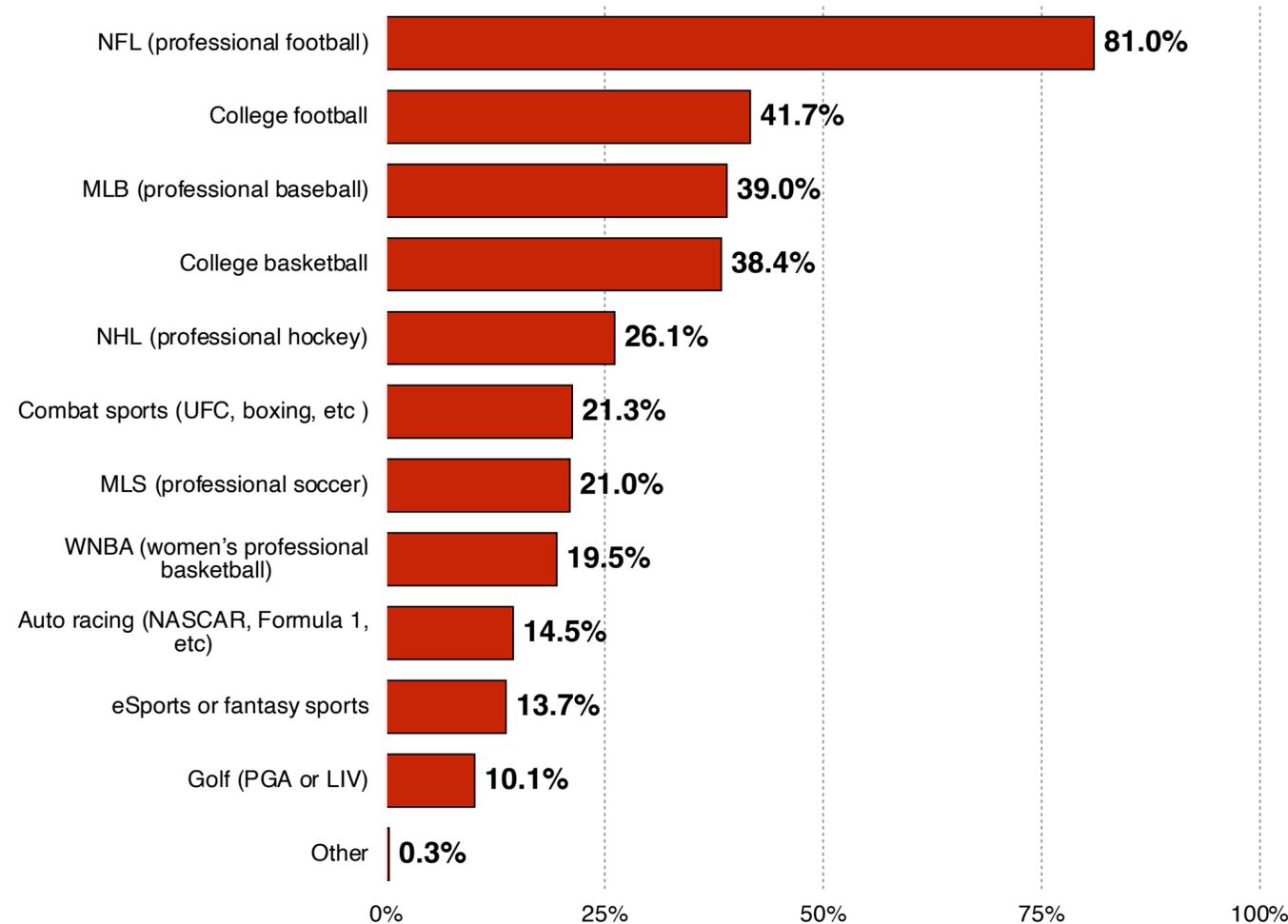


NBA Gambling Investigations | Shift in Betting Spend

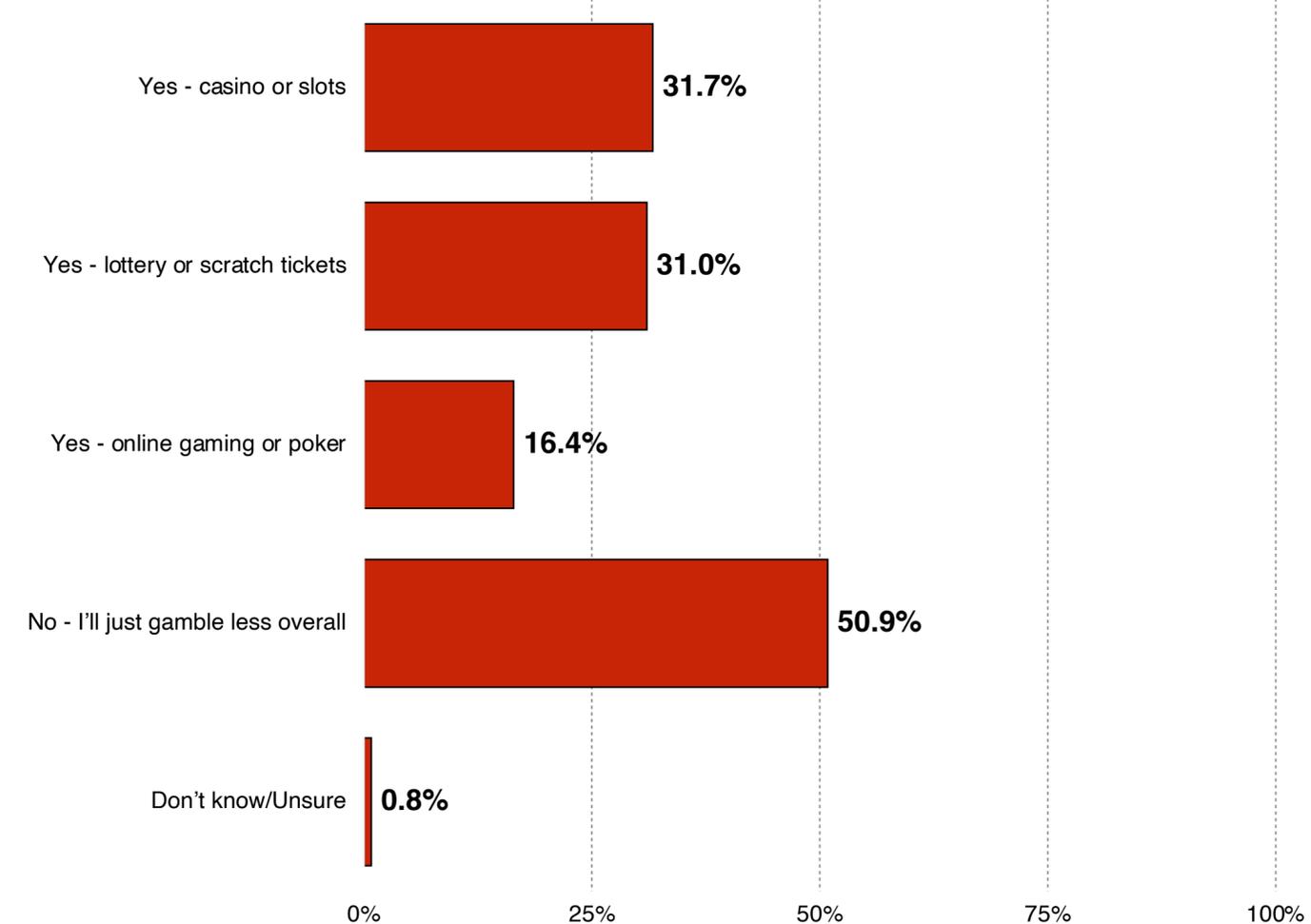
Among U.S. gamblers who said they are less likely to wager on NBA games but plan to bet on other sports (n=124), the NFL dominates as the top alternative, with 81.0% saying they are likely to bet on professional football instead. Approximately two-fifths also expect to shift toward college football (41.7%), MLB (39.0%), and college basketball (38.4%), suggesting both major pro leagues and collegiate sports could benefit from reduced NBA betting.

By contrast, among those who said they are less likely to bet on sports overall (n=49), half (50.9%) plan to simply gamble less altogether, rather than substitute with other forms of gambling. Approximately one-in-three mention casino or slots (31.7%) or lottery and scratch tickets (31.0%), while 16.4% said they might turn to online gaming or poker.

Preferred Sports and Leagues to Bet On Instead of the NBA (n=124)



Potential Shift to Casinos, Lottery, or Online Gaming (n=49)



Q: Which specific sports or leagues are you most likely to bet on instead of the NBA? (Select all that apply) (N=124)

Q: If you are less likely to bet on sports overall, do you think you'll gamble more in other ways? (N=49)



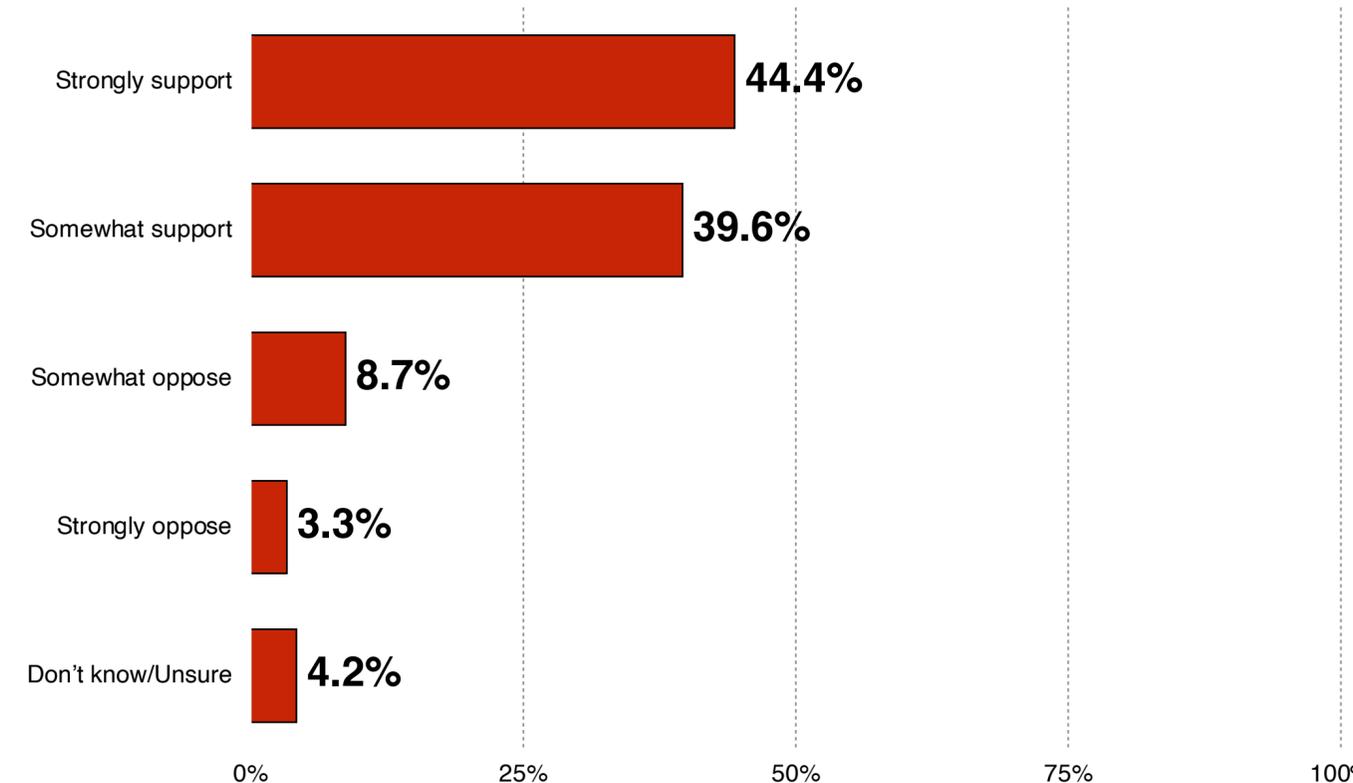
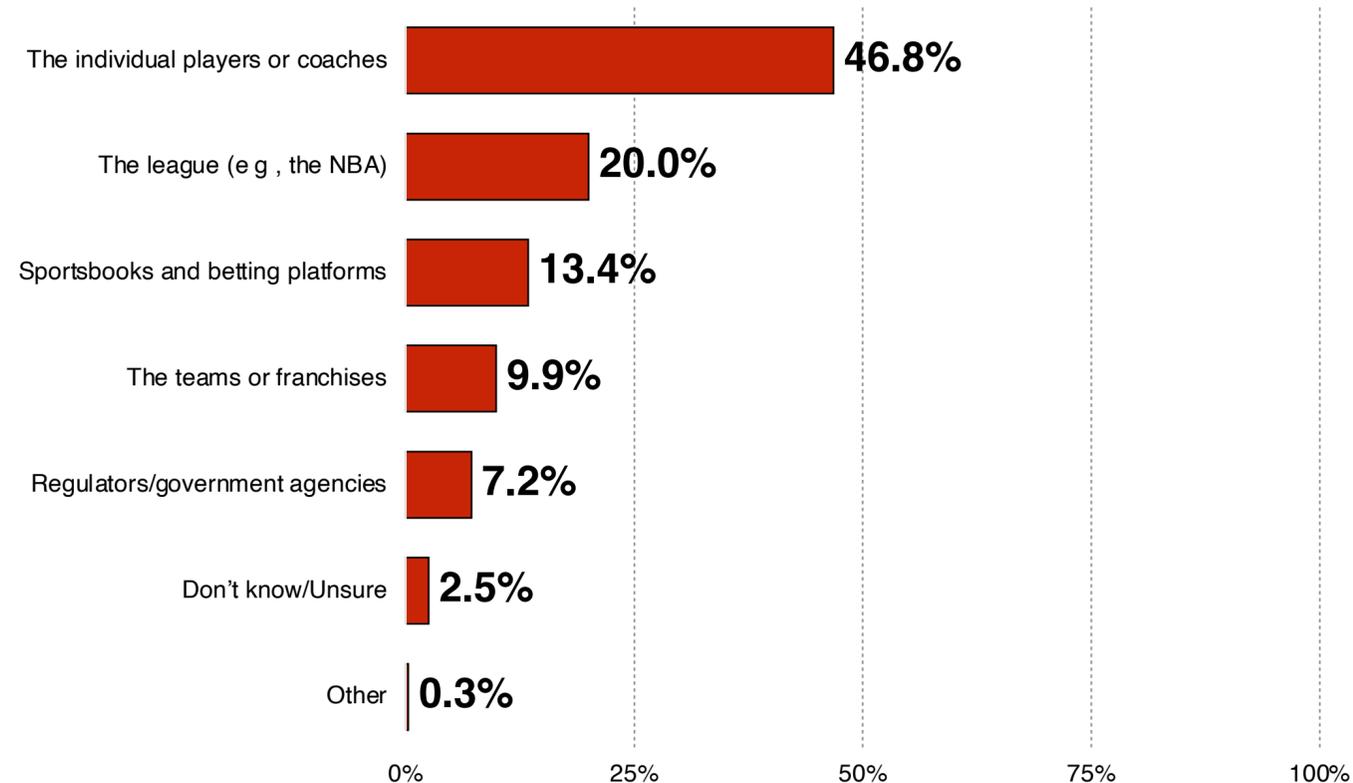
Perceptions | Accountability for Sports Gambling Violations

Nearly half of U.S. sports gamblers (46.8%) believe individual players and coaches should be held most accountable for gambling violations, while smaller shares point to the leagues (20.0%) or sportsbooks and betting platforms (13.4%). Despite this, there is broad public support for tougher oversight as more than eight-in-ten (84.0%) gamblers said they support stricter gambling enforcement in professional sports, including 44.4% who “strongly support” such measures.

- ❖ Older gamblers are more likely to hold individual players and coaches accountable for gambling violations - 60.2% among those 55 or older, compared with 46.1% of ages 35-54 and 42.3% of ages 18-34. In contrast, younger gamblers (18-34) are more likely to want to see sportsbooks and betting platforms held accountable (17.8%), compared to only 2.2% of those 55 or older.
- ❖ Support for increased regulation and oversight remains high across all subgroups but is strongest among men (88.3%) and college-educated gamblers (88.7%), compared with 75.4% of women and 80.8% of non-college educated gamblers.

Perceived Accountability for Gambling Violations in Sports

Support for Stricter Oversight and Enforcement in Professional Sports



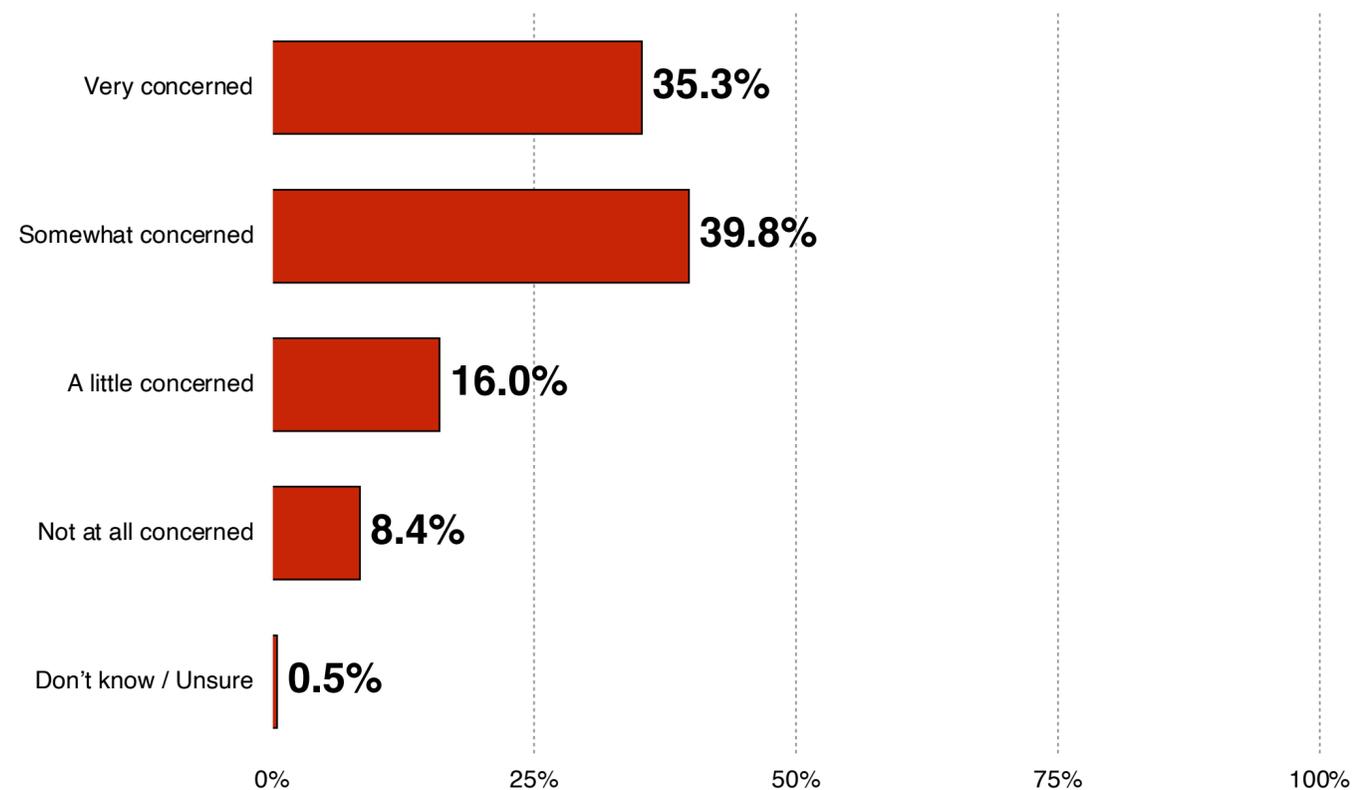
N=500
 Q: Who do you believe should be held most accountable when players or coaches violate gambling rules?
 Q: Do you support or oppose stricter gambling oversight and enforcement in professional sports as a result of this situation?

Perceptions | Prevalence of the Issue Across Sports & NCAA

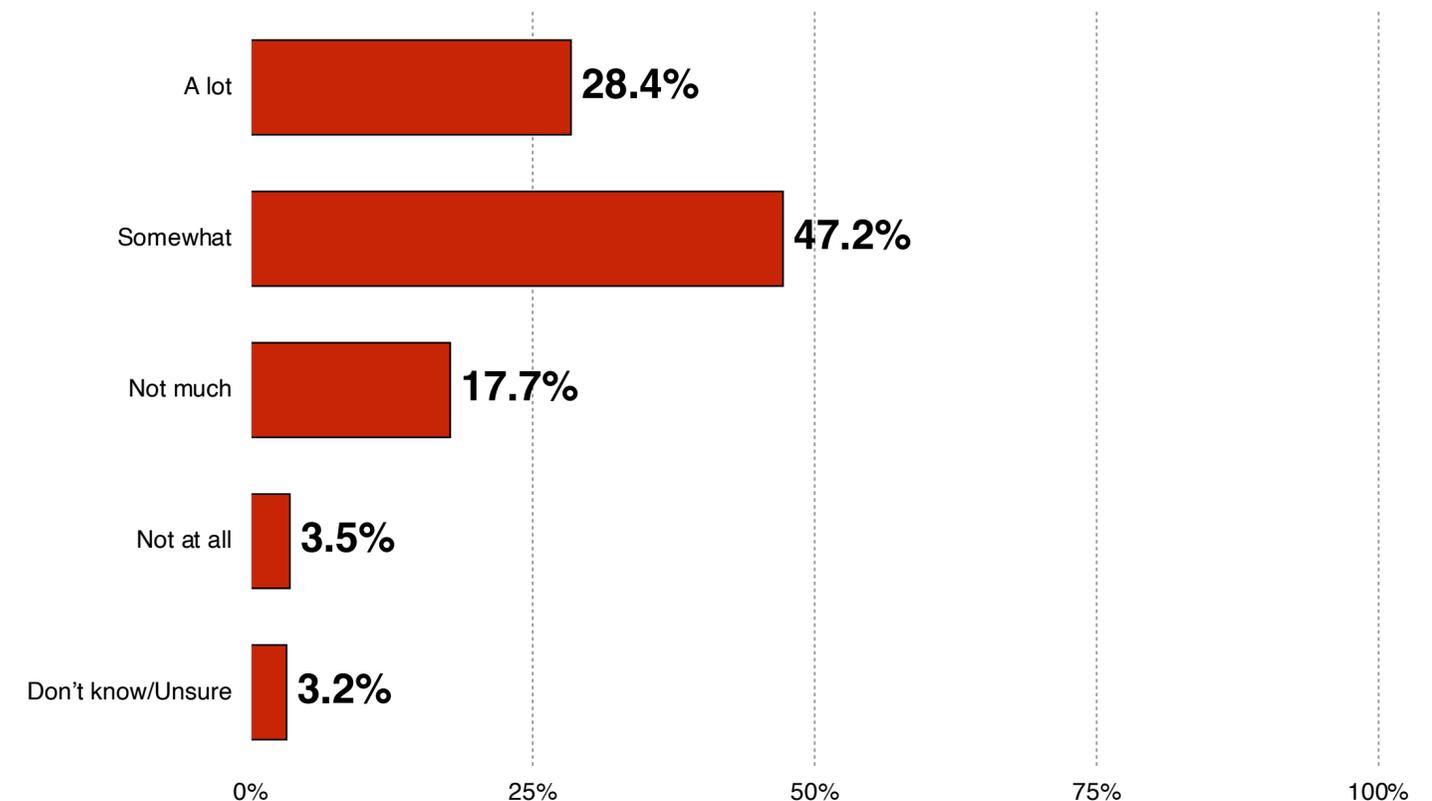
Concerns over gambling integrity extended beyond the NBA as three-quarters of U.S. gamblers (75.1%) said they are at least somewhat concerned that corruption is more widespread across sports, including 35.3% who are “very concerned.” This extends to college athletics as well. After the NCAA delayed a rule change that would have allowed college athletes and staff to bet on professional sports (following several gambling-related violations), 75.6% of respondents said the news has made them question the integrity of college athletics overall, including 28.4% who said “a lot.”

- ❖ Concerns over the widespread implications of integrity issues and gambling scandals across sports spans all demographic groups but is highest among 18-34 (78.9%) and 55 or older gamblers (79.6%), as well as college-educated gamblers (80.3%). Those ages 35-54 (69.4%) and non-college gamblers (71.9%) express slightly lower concern, though majorities in every segment remain worried.
- ❖ Skepticism in the integrity of college sports was highest among older gamblers (80.6% of those 55 or older) and college-educated respondents (80.4%), while gamblers age 18-34 (72.4%) and non-college gamblers (72.5%) express slightly lower, but still high, concern levels.

Concern That Sports Gambling Corruption Extends Beyond the NBA



Extent to Which Recent NCAA Student-Athlete Scandals Undermine Confidence in College Sports



N=500
 Q: How concerned are you that sports gambling corruption is more widespread than just the current NBA scandal?
 Q: Recently, the NCAA delayed a rule change that would have allowed college athletes and staff to bet on professional sports, following other reports of gambling violations among student-athletes. How much does this make you question the integrity of college athletics overall?

Perceptions | Impact of Advertising on Risky/Unethical Betting

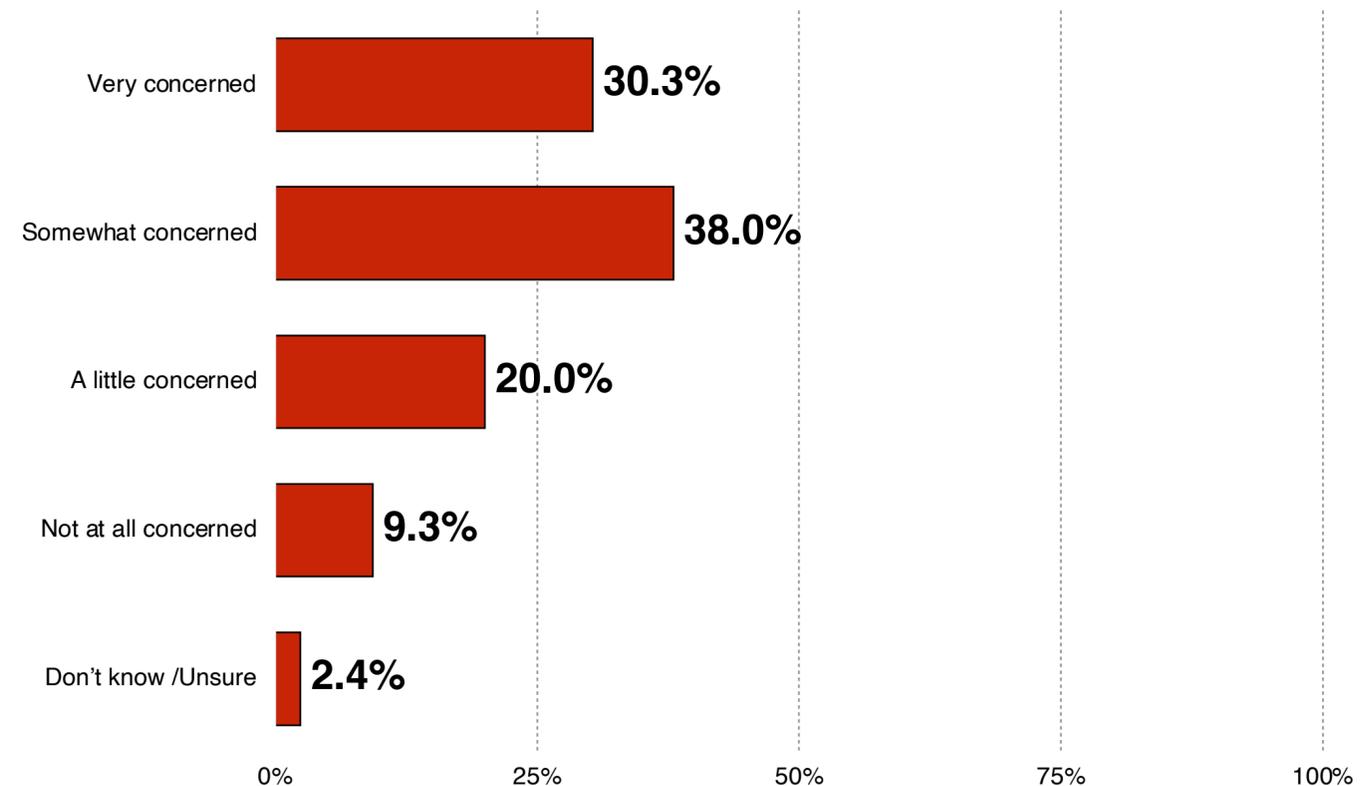


Concern about sports betting advertising is widespread. Nearly seven-in-ten gamblers (68.3%) say they are at least somewhat concerned that the current level of advertising may encourage risky or unethical betting behavior, including 30.3% who are “very concerned.”

Only 9.3% report being “not at all concerned,” suggesting that many gamblers view the industry’s advertising environment as a factor that could influence betting behavior.

- ❖ Concerns are slightly higher among older gamblers (72.0% of those 55 or older), as well as among men (70.2%) and college-educated respondents (73.7%).
- ❖ Lower but still majority levels of concern are observed among women (64.6%), non-college respondents (64.9%), and those ages 35-54 (64.4%).

Concern That Advertising is Encouraging Risky/Unethical Betting Behavior

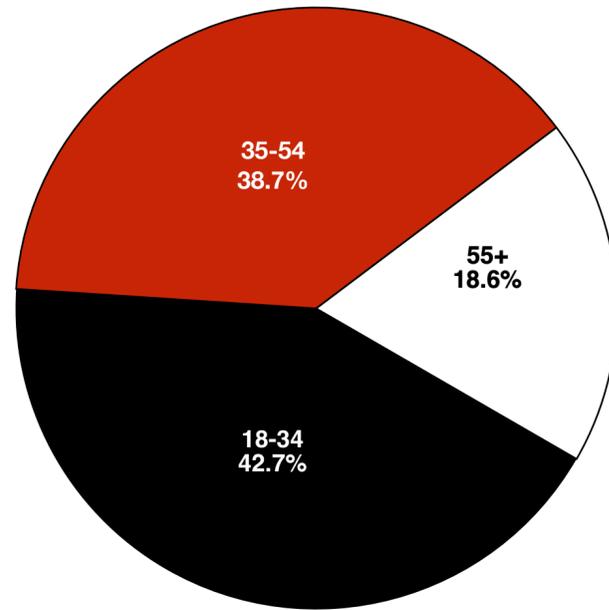


N=500
Q: In light of the recent gambling scandals in professional and college sports, how concerned are you that advertising for sports gambling is encouraging risky or unethical betting behavior?

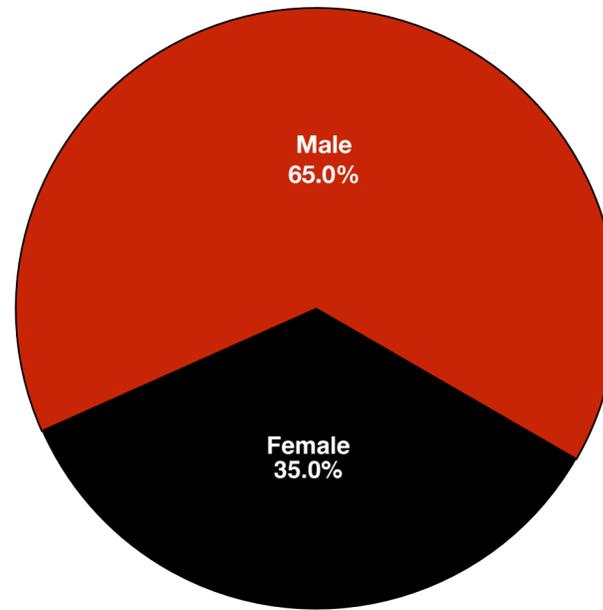
Demographics | Brief Respondent Profile



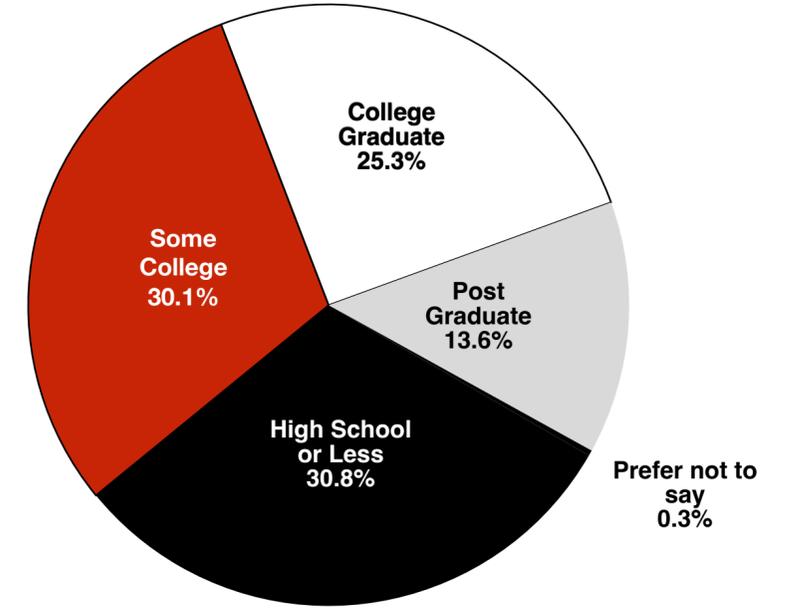
Age



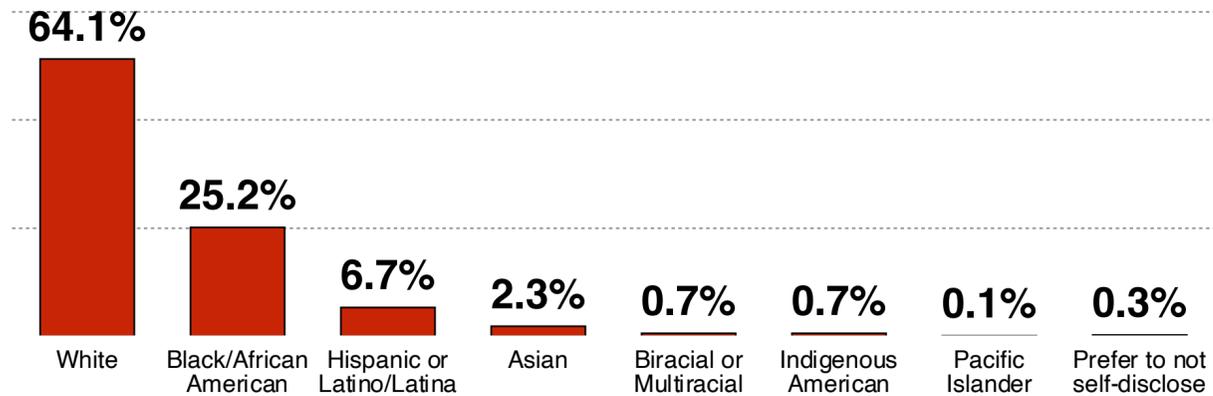
Gender



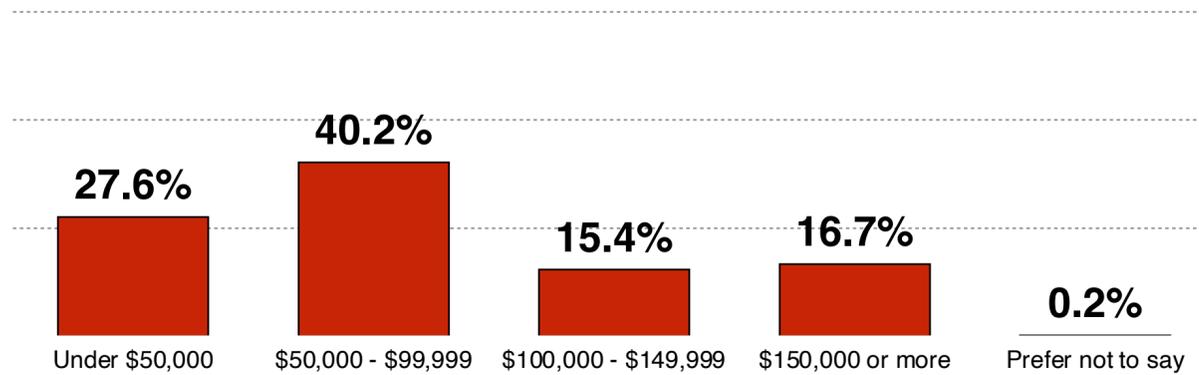
Education



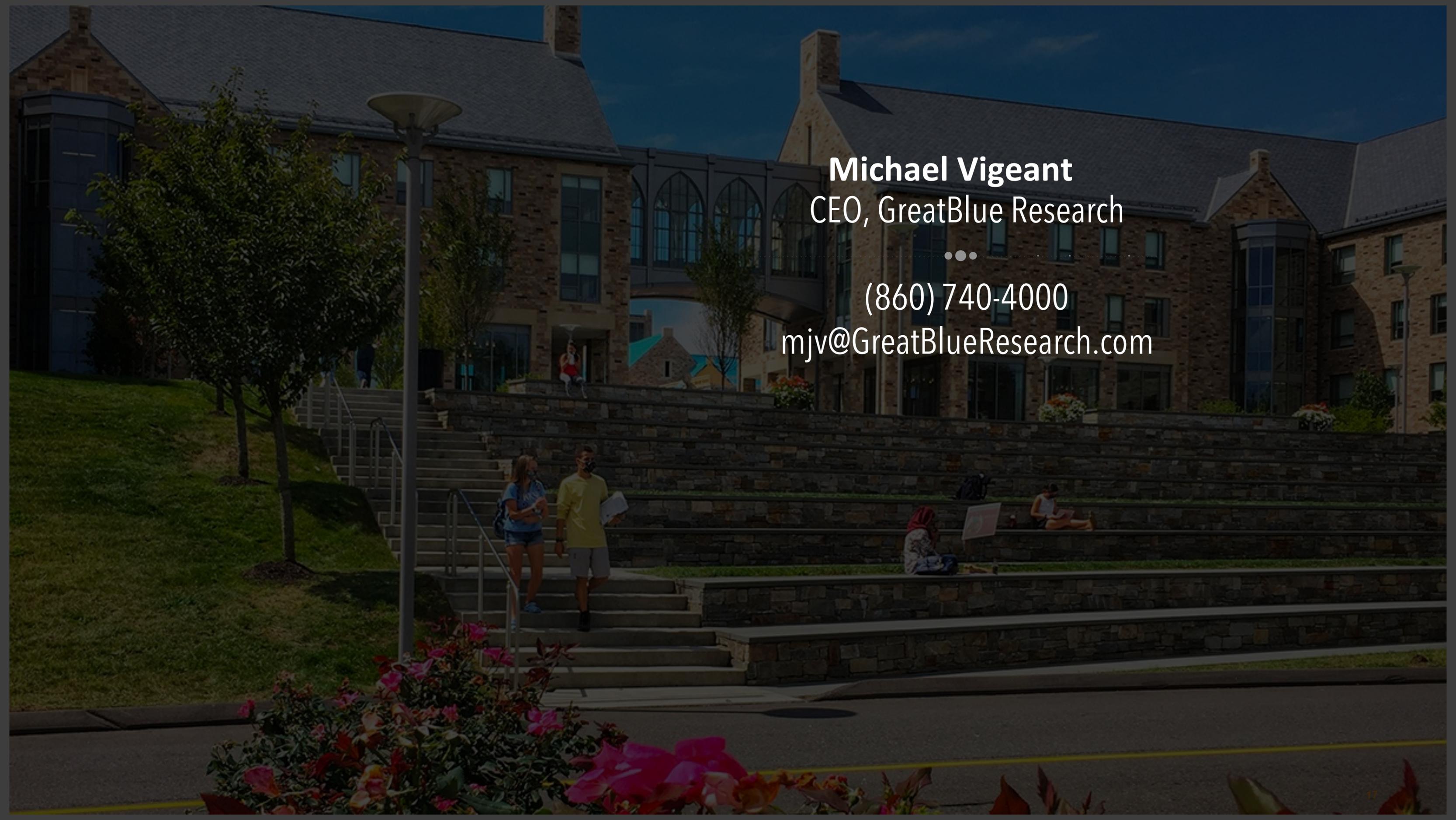
Ethnicity



Income



N=500
 Q: Which of the following categories best describes your age?
 Q: Which of the following genders do you most closely identify with?
 Q: What is the highest grade of school you have completed?
 Q: Do you identify as:
 Q: Which of the following categories best describes your total family income before taxes?



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