



Sacred Heart
UNIVERSITY



National Poll on Perceptions of Sports Gambling



Report of Findings

February 13, 2026

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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:

- Overall public perceptions of sports gambling
- Perceived societal impact (positive vs. negative effects)
- Social acceptability and normalization trends
- Public appetite for expansion or restriction of access
- Perceived industry responsibility and state oversight
- Fairness and transparency of online betting platforms
- Concerns about corruption, match-fixing, and competitive integrity
- Impact of gambling partnerships on trust in injury reports and officiating
- Support for advertising restrictions during live sporting events
- Public support for regulating or banning prop bets
- Trust in specific professional and collegiate sports leagues
- Personal financial, relational, and well-being impacts
- Influence and frequency of sports gambling advertising
- Behavioral shifts in sports consumption due to betting
- Attitudes toward gambling in college athletics

Research Methodology | Snapshot

Methodology Digital survey*	No. of Completes 1,500	No. of Questions 59**	Sample Procured by GreatBlue
Target Market National***	Margin of Error +/- 2.43%	Confidence Level 95%	Research Dates February 2-5, 2026

* 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. In addition, this survey includes 16 questions tracked consistently across waves, allowing for reliable trend analysis and year-over-year comparisons.

*** 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.

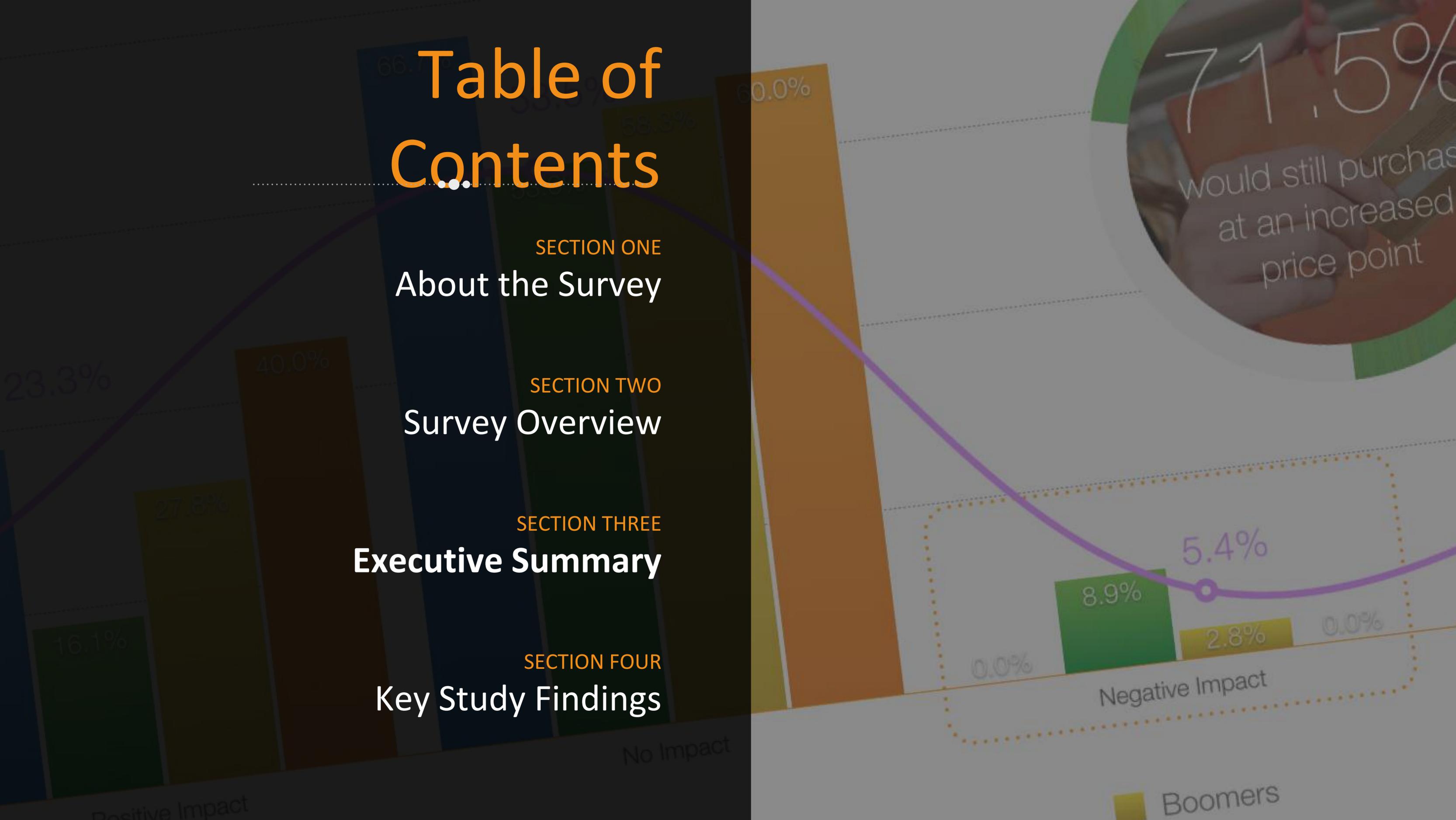
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Study of Sports Gambling Perceptions Nationwide | Executive Summary

This report provides an in-depth analysis of the views held by nationwide respondents on topics related to sports gambling. The following are the key themes and insights:

- ❖ **Perceptions, Legality & Trust** - Positive perceptions increased to 53.2% (vs. 50.8% in 2025), and “very negative” views declined to 13.9% (vs. 19.0%). However, respondents still report a net negative societal impact (-7.3%). Nearly three-quarters (74.6%) believe sports gambling is becoming more socially acceptable. A majority support legalization nationwide (54.1%) and believe the industry behaves responsibly in states where it operates (53.0%). Just over half (52.2%) say platforms are fair and transparent at least “most of the time,” though concern about corruption or match-fixing rose to 66.1% (up from 61.1% in 2025).
- ❖ **Integrity, Advertising & Restrictions** - Skepticism toward gambling’s influence persists: 38.9% say partnerships have made them skeptical of injury reports or officiating, 48.0% believe gambling has changed league decision-making, and 59.3% believe it creates incentives that could compromise competitive integrity. Public support for guardrails remains strong, with 58.0% supporting restrictions on live-event advertising and 68.9% favoring at least some limits on prop betting. Nearly half (48.8%) say gambling ads appear too frequently during sports broadcasts.
- ❖ **College Athletics & Youth Impact** - Concern is particularly elevated in college sports. A majority (56.9%) believe gambling affects the integrity of college basketball, 63.2% are concerned that college athletes may be pressured by gambling activity, and 51.2% believe college students face higher risk for problematic gambling behavior. Additionally, 62.0% express concern that gambling advertising is impacting young viewers, and 46.0% are concerned about advertising volume during major events like the Super Bowl or March Madness.
- ❖ **Participation, Impact & Engagement** - Past-year betting participation remains steady at 36.4% (37.0% in 2025), and 37.3% plan to place a bet in the next 12 months. Among bettors, 59.2% participate weekly or more often. While most Americans report no personal financial (75.6%) or well-being impact (69.6%), 20.7% report relationship tension related to gambling and 30.6% know someone negatively affected. Among bettors, key motivations include winning money (68.4%) and entertainment (62.7%), and gambling meaningfully shapes fan behavior; 70.4% watch games solely due to wagers and 66.1% feel more invested in individual plays or players. Beyond sports, 25.4% report betting on non-sports events, and 27.4% say promotions influenced them to open a new gambling account.

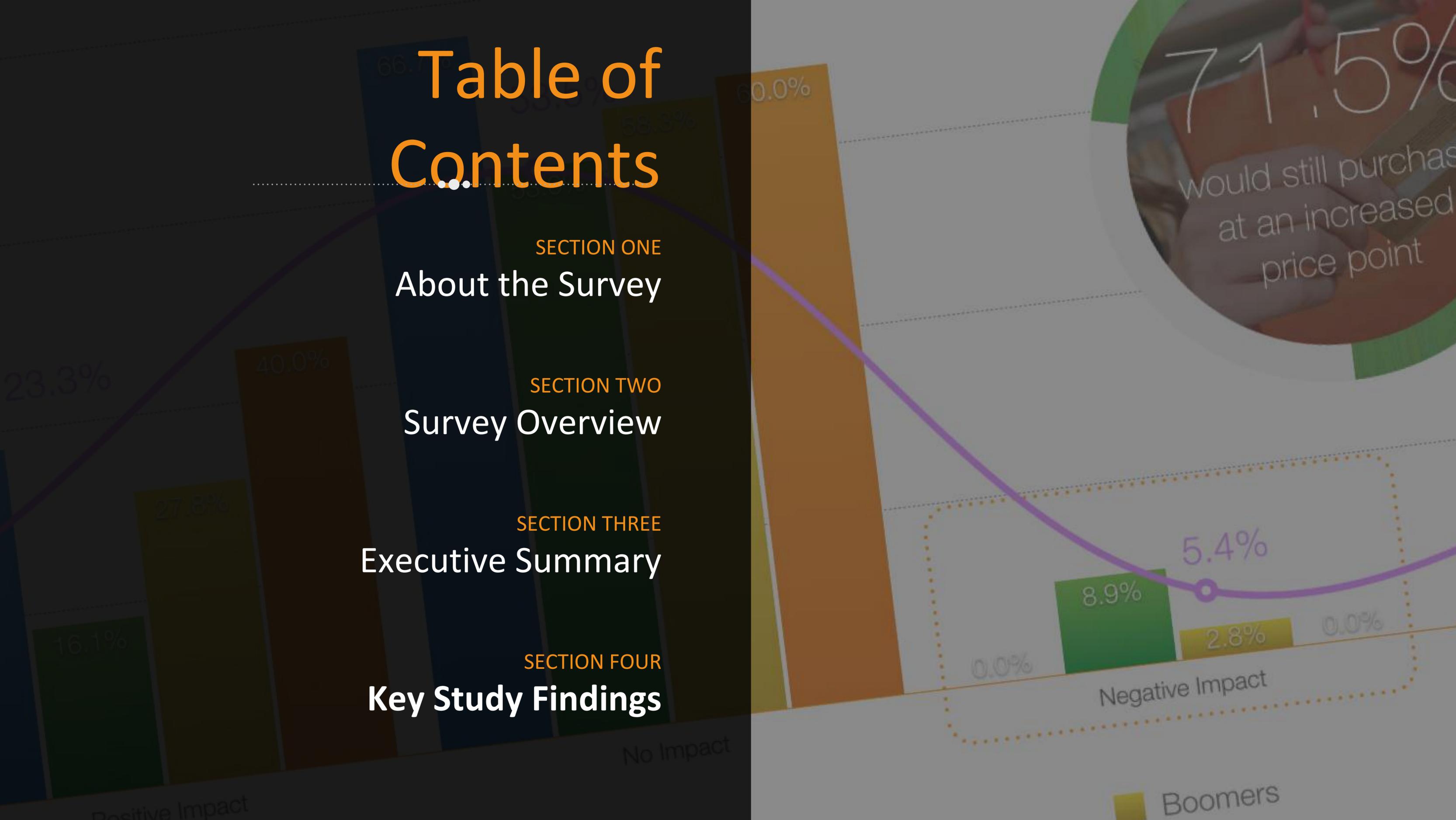
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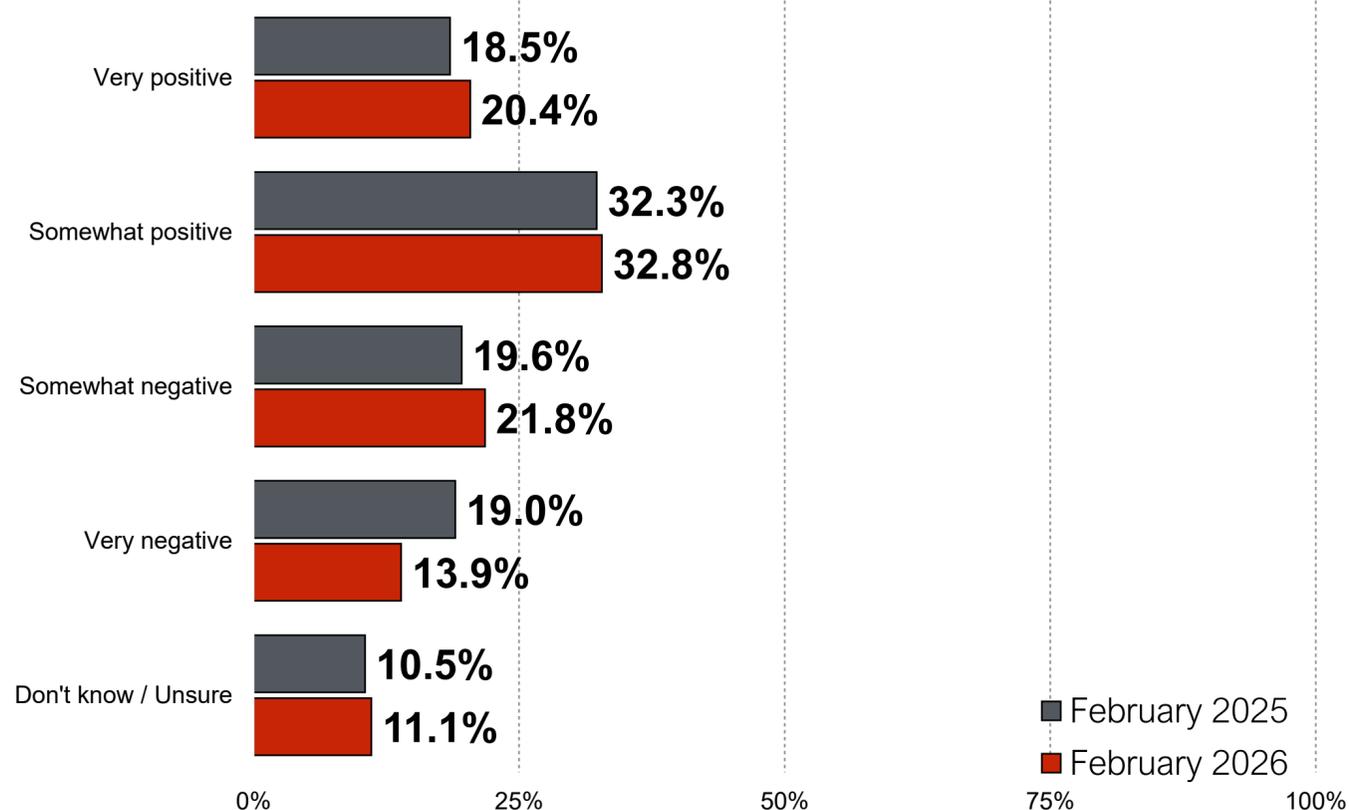


Overall Attitudes | Perception of Sports Gambling

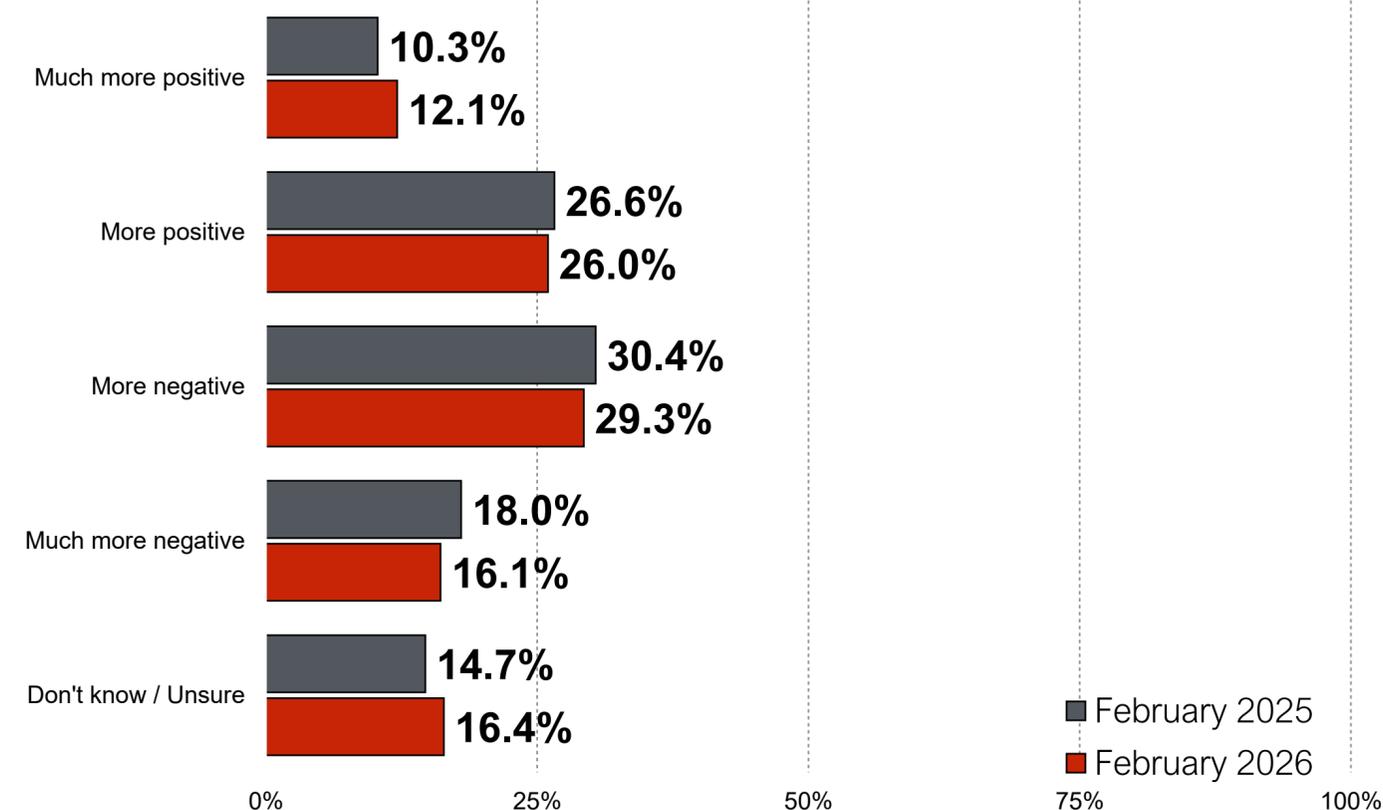
In 2026, overall positive perceptions of sports gambling remain increased slightly compared to a year ago (53.2% total "positive" or Top 2 Box vs. 50.8% in 2025). In addition, fewer had a "very negative" perception year-over-year (19.0% in 2025 to 13.9% in 2026). However, in general, U.S. respondents continue to say sports gambling tends to have a more net negative effect on society than positive (-11.5% in 2025 vs. -7.3% in 2026).

- ❖ Age:
 - ❖ Positive perceptions (Top 2 Box) are highest among 18–34 (64.3%) and lowest among 55+ (37.6%).
 - ❖ Perceptions of the negative societal impact of gambling is strongest among 55+ (54.1% "more negative") compared to 43.5% among 18–34.
- ❖ Region:
 - ❖ Positive perceptions are highest in the South (58.2%) and lowest in the West (48.2%). In addition, the Midwest shows the highest combined negative perception (40.8%).
- ❖ Gender:
 - ❖ Positive perceptions of sports gambling are higher among men (60.1%) than women (46.7%).

Overall Perception of Sports Gambling



Net Effect of Sports Gambling on Society



N=1,500 (2025 and 2026)
 Q: What are your overall perceptions of sports gambling?
 Q: Do you think sports gambling has more positive or negative effects on society, overall?

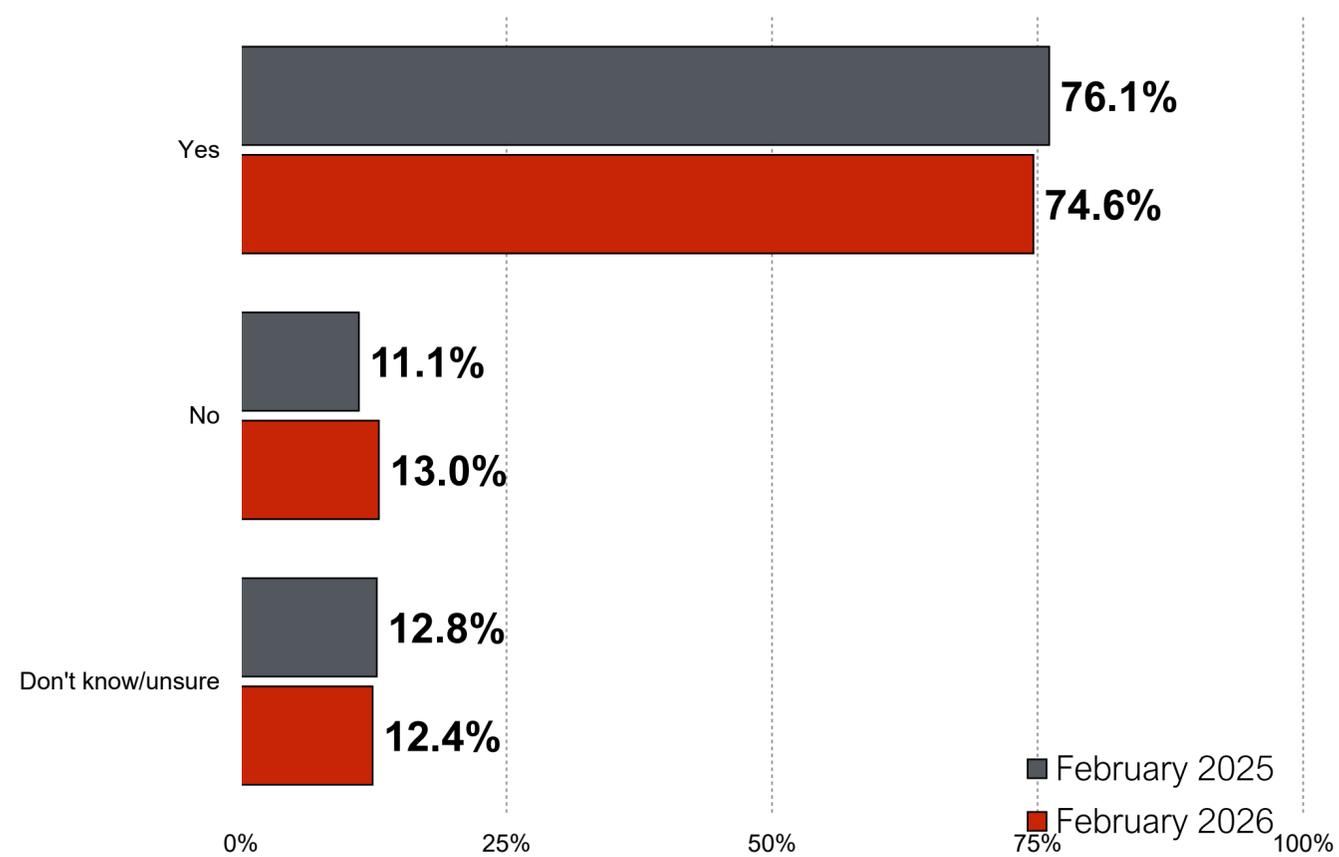


Overall Attitudes | Social Acceptance & Accessibility

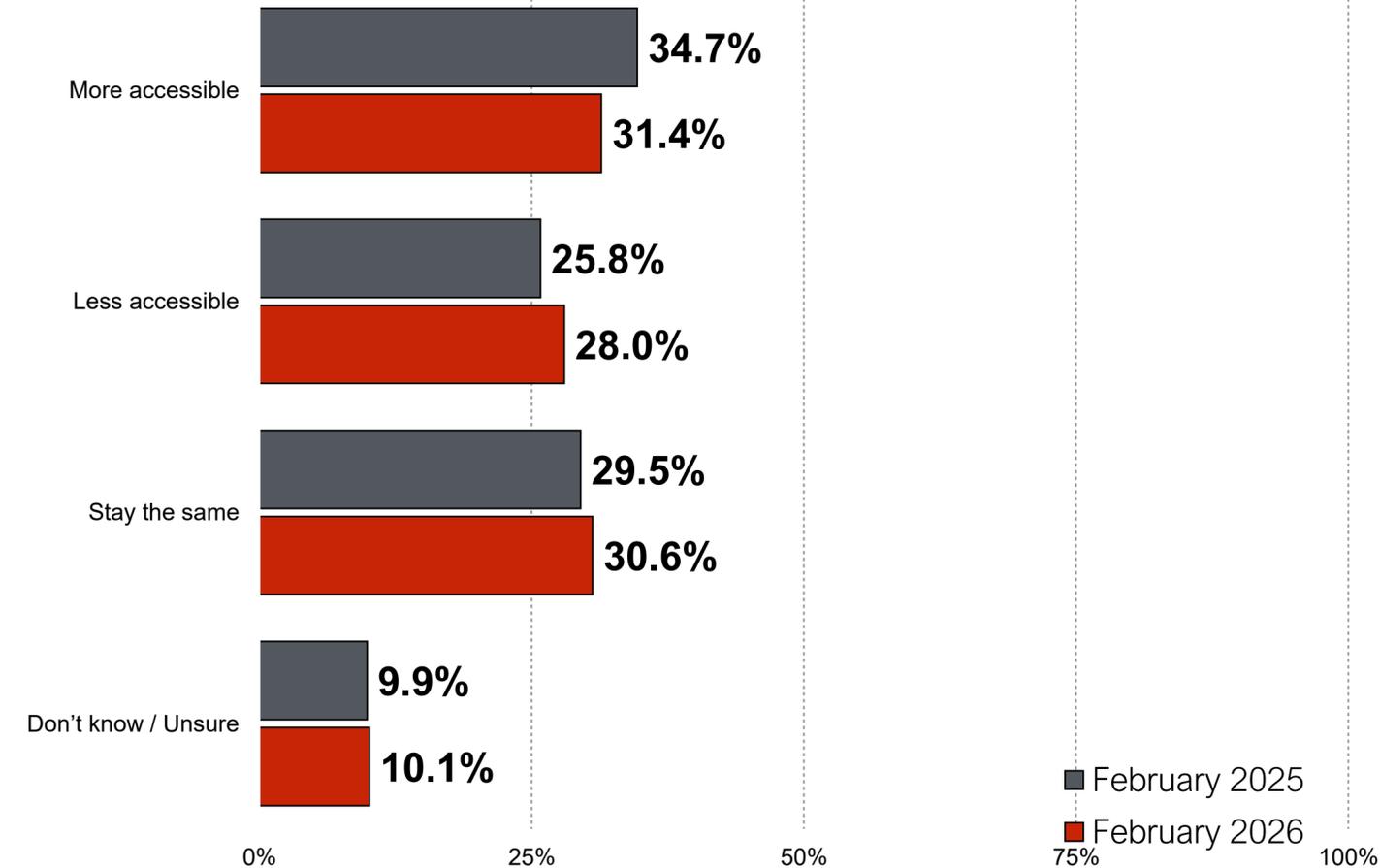
In 2026, a majority of respondents continue to believe sports gambling is becoming more socially acceptable (74.6% vs. 76.1% in 2025). However, views on accessibility are more divided. While 30.6% say access should stay the same, 28.0% believe it should be less accessible and 31.4% say it should be more accessible. Notably, the share saying it should be more accessible decreased slightly from 34.7% in 2025 to 31.4% in 2026.

- ❖ Age:
 - ❖ 35–54 are most likely to say gambling is becoming socially acceptable (78.7%), compared to 70.5% among 55+.
 - ❖ Support for making gambling more accessible is highest among 18–34 (39.0%) and lowest among 55+ (19.9%).
- ❖ Gender:
 - ❖ Men are more likely to say gambling is becoming socially acceptable (81.8%), compared to 68.4% of women.
 - ❖ 35.4% of men think sports gambling should be more accessible, higher than women (27.6%).

Perceived Social Acceptance of Sports Gambling



Preferred Level of Accessibility of Sports Gambling



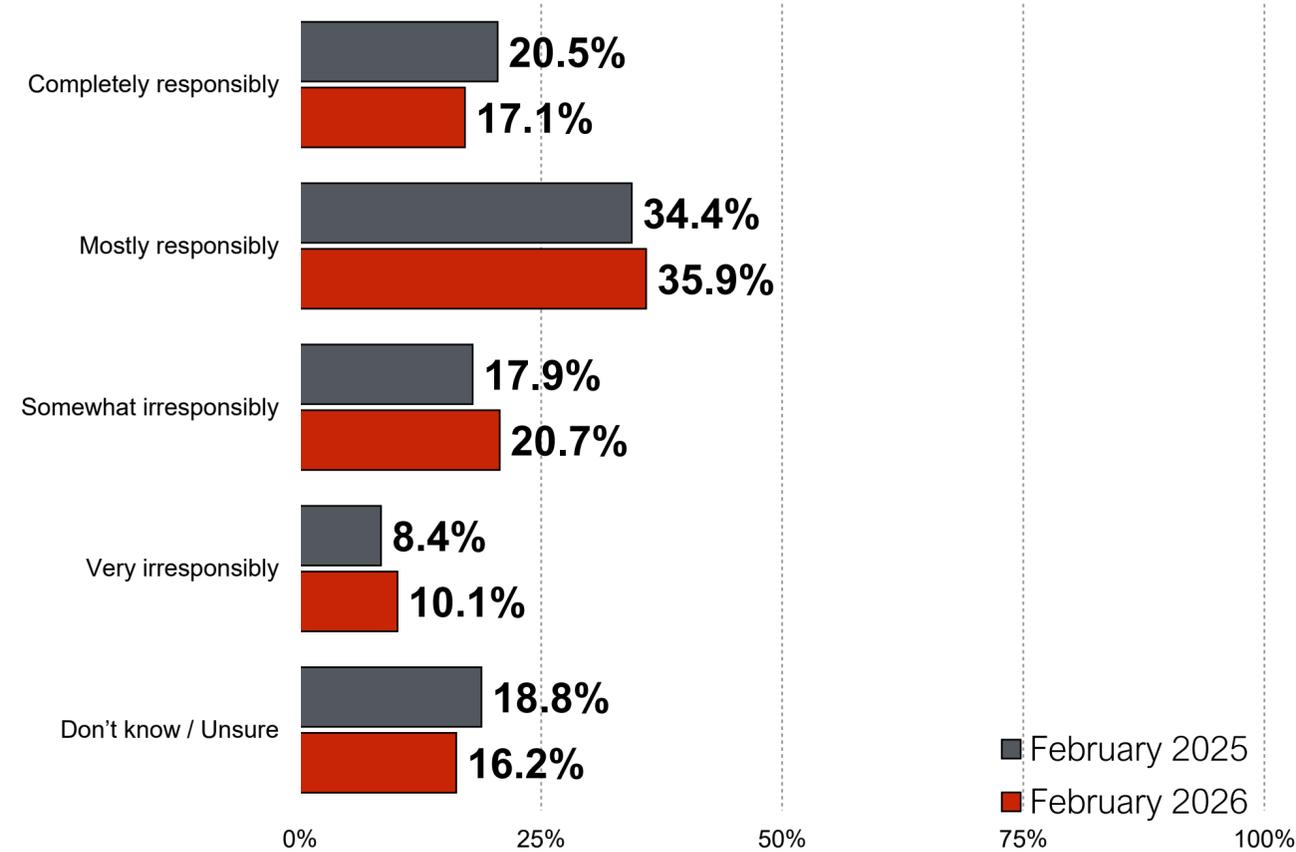
N=1,500 (2025 and 2026)
 Q: Do you believe sports gambling is becoming more socially acceptable?
 Q: Should sports gambling be more widely accessible, less accessible, or stay the same?

Overall Attitudes | State Responsibility & Acceptance

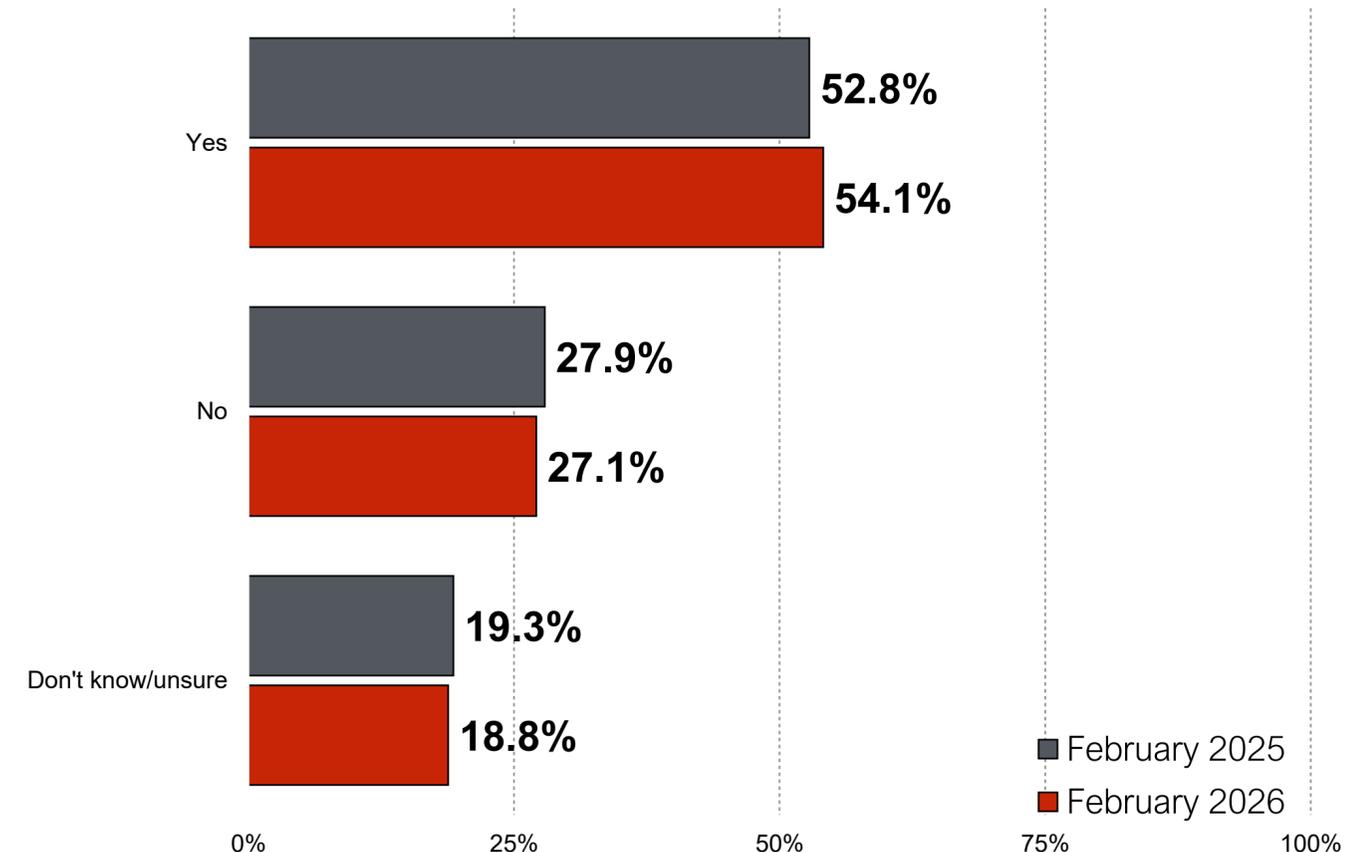
Perceived industry responsibility remain mixed in 2026. 53.0% believe the sports gambling industry behaves responsibly in the states where it operates (Top 2 Box), compared to 54.9% in 2025. Meanwhile, in 2026, 30.8% believe it behaves irresponsibly (Bottom 2 Box). On legalization, 54.1% believe sports gambling should be legal in all states across the U.S., compared to 27.1% who oppose nationwide legalization. Support for nationwide legality increased slightly year-over-year (52.8% in 2025).

- ❖ Age:
 - ❖ Belief that the industry behaves responsibly is highest among 35–54 (57.2%) and lowest among 55+ (46.5%).
 - ❖ Support for nationwide legalization declines with age (18–34: 59.5%; 35-54: 60.3%; 55+: 44.4%).
- ❖ Region:
 - ❖ Perceived industry responsibility is strongest in the Northeast (54.1%) and South (55.2%). Further, support for nationwide legalization is also strongest in the Northeast (55.3%) and South (57.1%).
- ❖ Gender:
 - ❖ 61.6% of men think sports gambling should be legal nationwide, compared to 47.3% of women.

Perceived Responsibility of Sports Gambling In State



Belief that Sports Gambling Should be Legal Nationwide



N=1,500 (2025 and 2026)

Q: Do you think the sports gambling industry behaves responsibly in the states where it operates?

Q: Do you believe sports gambling should be legal in all states across the U.S.?

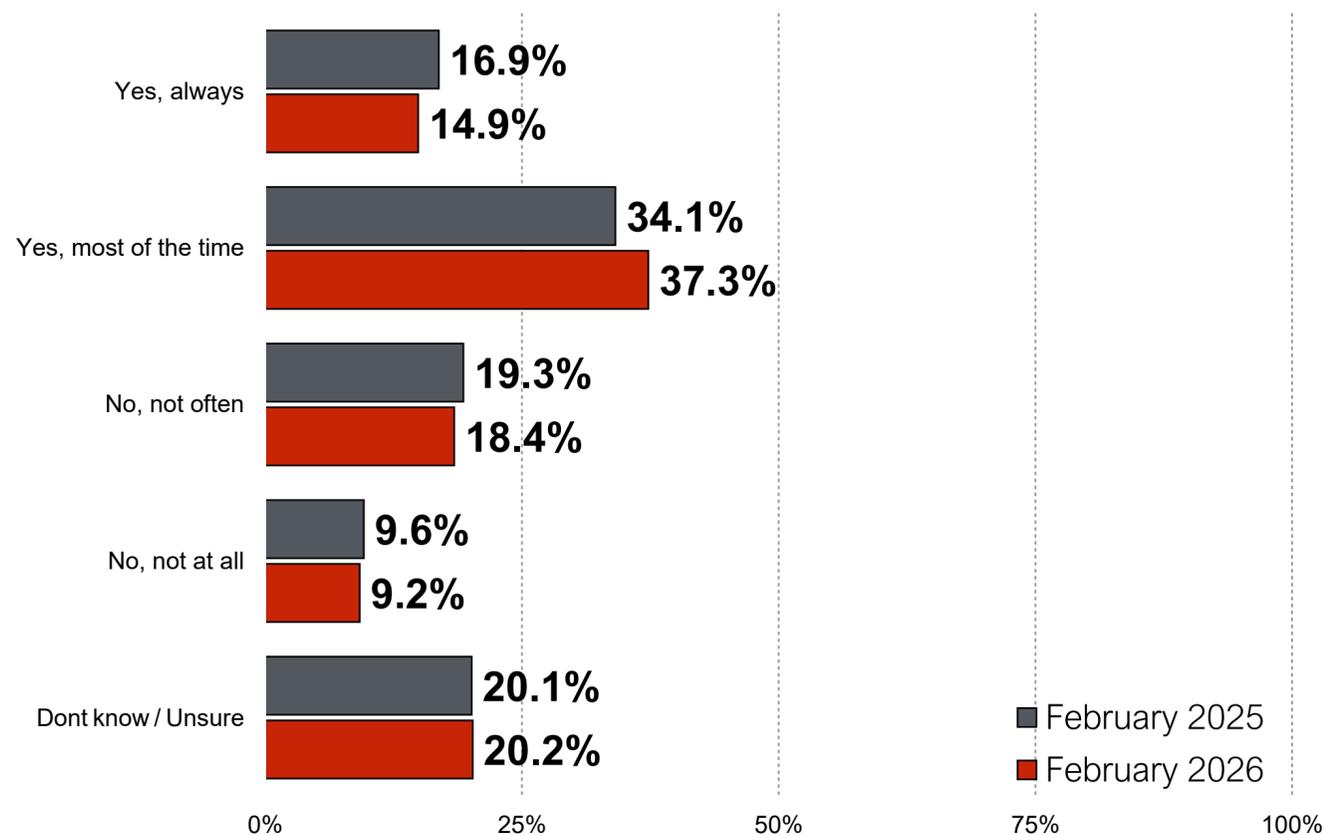


Perceptions | Regulation and Fairness

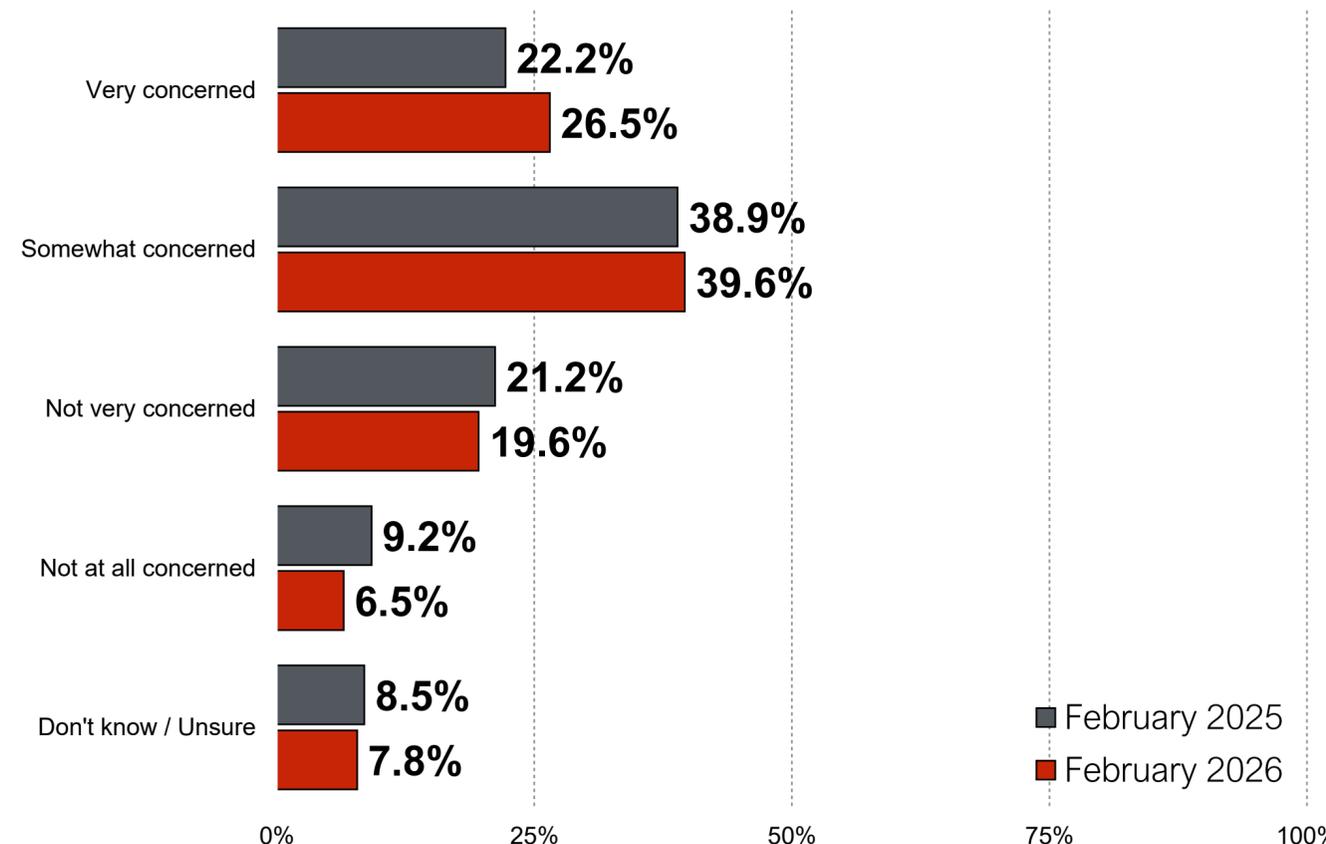
In 2026, 52.2% of respondents believe online sports gambling platforms are fair and transparent with their odds and payouts at least “most of the time,” compared to 27.6% who say they are not. However, there was a shift in sentiment compared to 2025, with fewer saying these platforms are “always” fair and transparent, while more said only “most of the time”. Concern about corruption remains notable, as well, with 66.1% saying they are “very” or “somewhat concerned” about the potential for corruption or match-fixing in sports due to gambling, which is up from 61.1% in 2025.

- ❖ Age:
 - ❖ 18–34 are most likely to believe platforms are fair and transparent (60.2% at least “most of the time”).
 - ❖ Concern about corruption rises among the older age cohort (18–34: 64.1%; 35-54: 61.9%; 55+: 71.2%).
- ❖ Region:
 - ❖ Concern about corruption is lower in the Northeast (62.6%) compared to the Midwest (67.2%), South (66.8%), and West (66.6%).

Perception of Payout Fairness & Transparency



Concern of Potential Corruption in Sports due to Gambling



N=1,500 (2025 and 2026)

Q: Do you believe the online sports gambling platforms and bookmakers are fair and transparent with their odds and payouts?

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

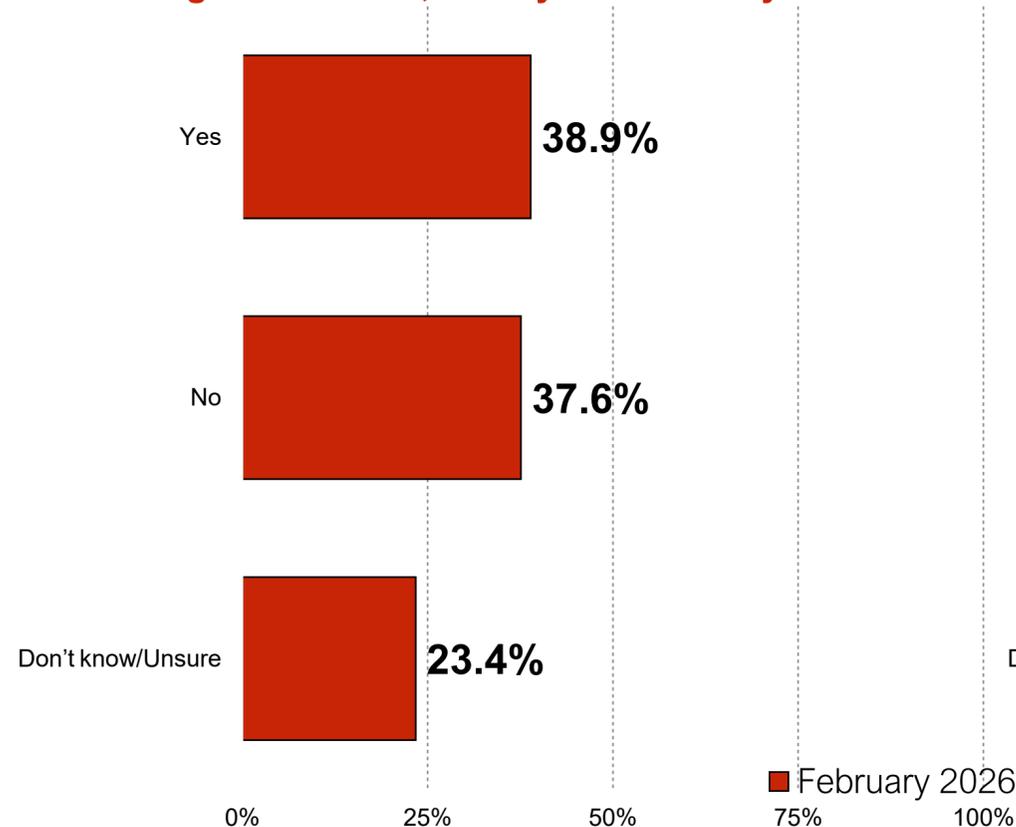


Perceptions | Regulation and Fairness

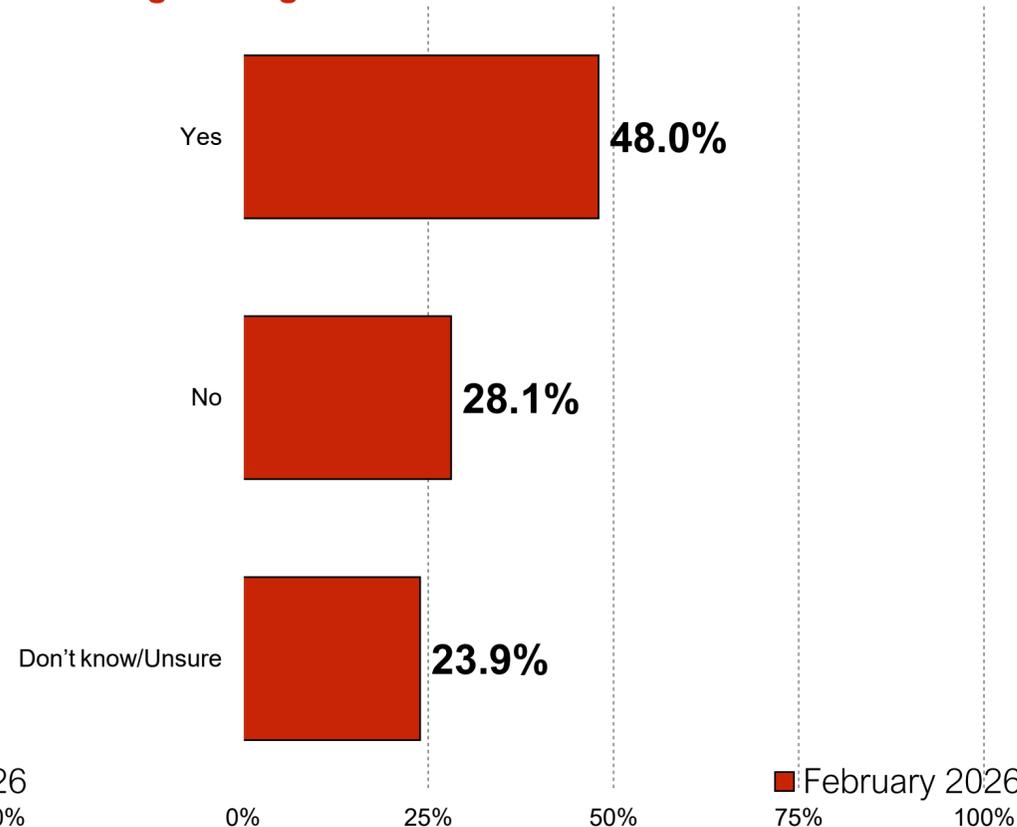
In 2026, 38.9% of U.S. respondents say gambling partnerships have made them skeptical of injury reports, officiating discussions, or player availability coverage. Further, nearly half (48.0%) believe sports gambling has changed how leagues make decisions regarding scheduling, rules, and officiating. Additionally, more than half (59.3%) believe sports gambling creates incentives that could compromise competitive integrity.

- ❖ Age:
 - ❖ Belief that gambling creates incentives that compromise integrity increases with age (18–34: 53.2%; 35-54: 59.6%; 55+: 63.6%).
 - ❖ Belief that gambling has impacted league-wide decision-making decreases with age (18–34: 56.6%; 35-54: 51.4%; 55+: 38.4%).
- ❖ Region:
 - ❖ Belief that gambling has changed league-wide decision-making is higher in the Midwest (51.5%) and South (49.6%) compared to the Northeast (46.7%) and West (43.2%).
- ❖ Gender:
 - ❖ Men are also more likely to believe gambling creates incentives that compromise integrity (65.1%), compared to 53.9% of women.

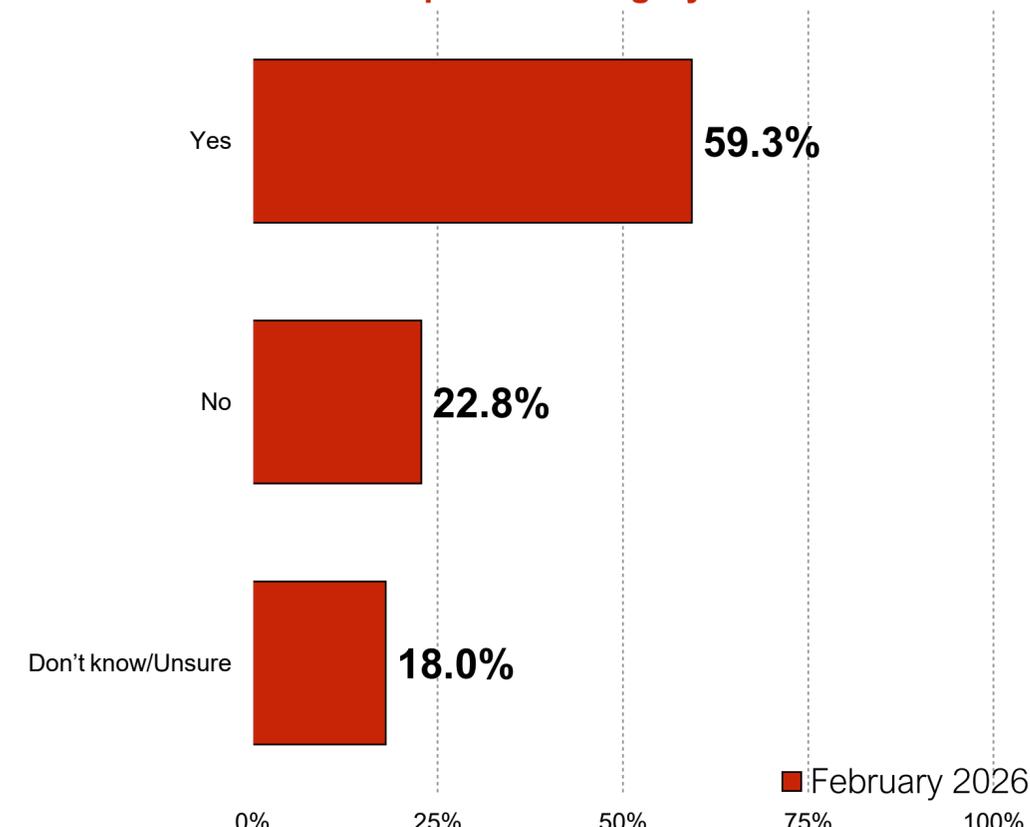
Skepticism of Injury Reports, Officiating Discussions, or Player Availability



Belief that Sports Gambling has Changed League Decisions



Belief that Sports Gambling Creates Incentives that Compromise Integrity



N=1,500
 Q: Have gambling partnerships made you skeptical of injury reports, officiating discussions, or player availability coverage?
 Q: Do you believe sports gambling creates incentives that could compromise competitive integrity?
 Q: Do you believe sports gambling has changed how leagues make decisions regarding scheduling, rules, and officiating?



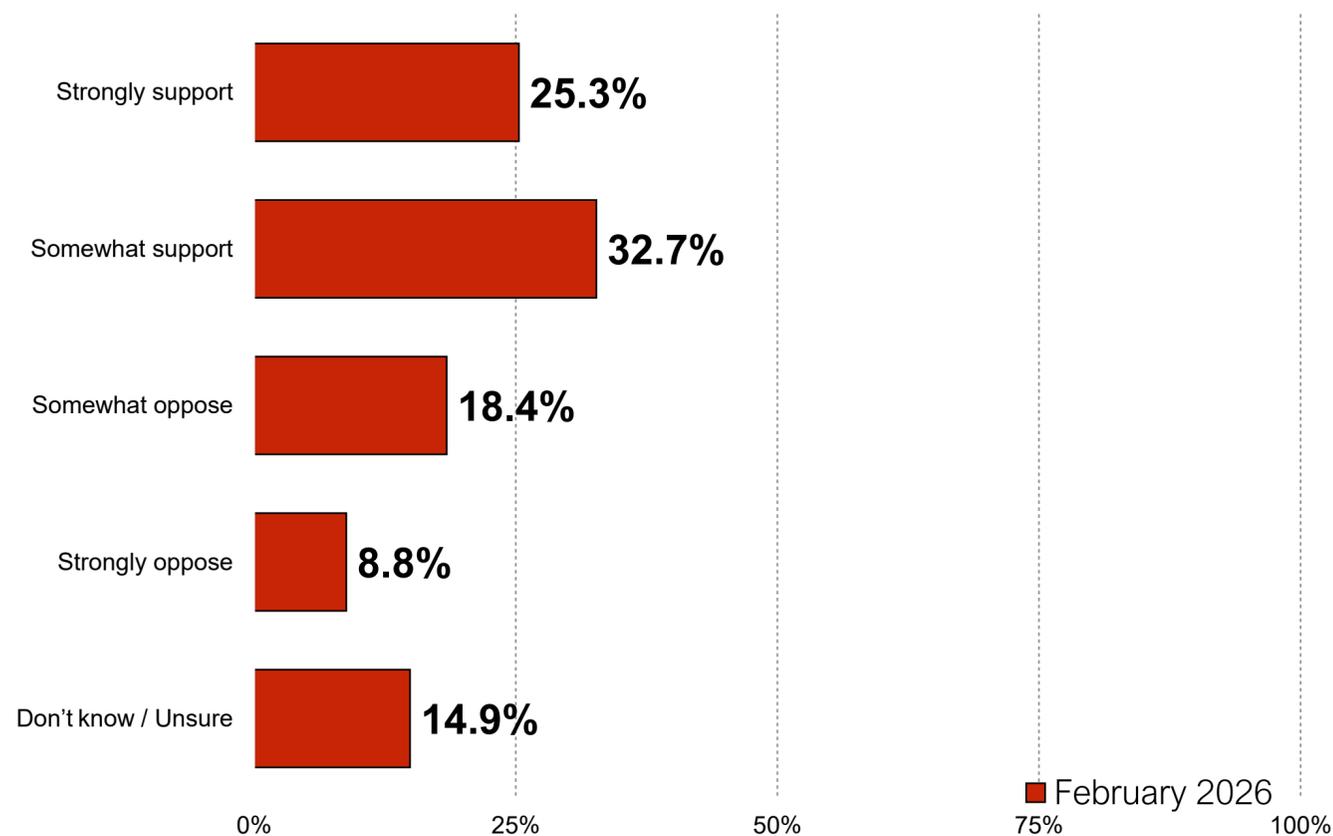
Perceptions | Sentiment on Restrictions

Public sentiment continues to lean toward some level of restrictions for various aspects of sports gambling and the related advertisements. In 2026, 58.0% support restricting sports betting advertising during live sporting events - either in-stadium or during broadcasts (Top 2 Box), compared to 27.2% who oppose restrictions (Bottom 2 Box).

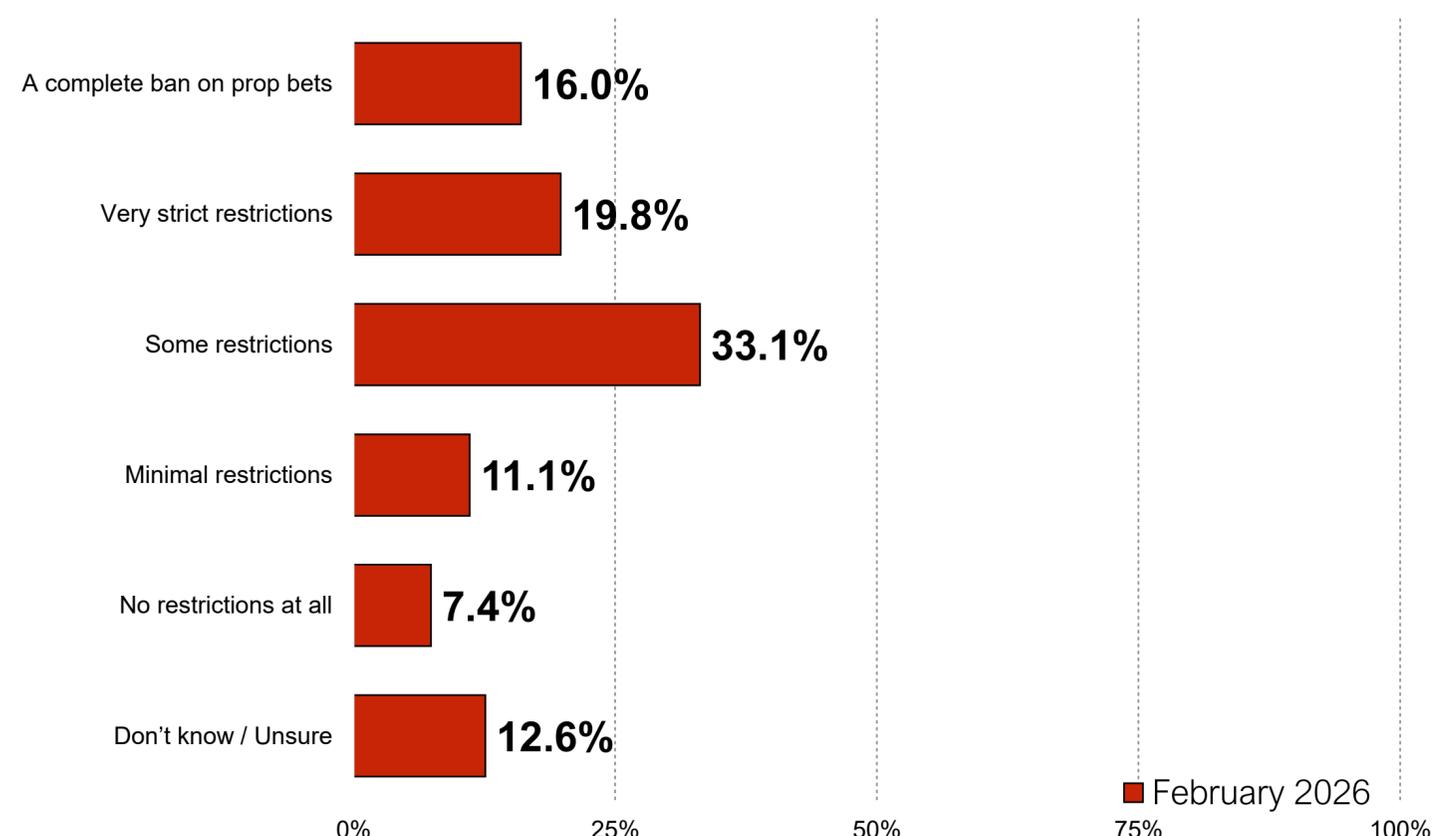
Regarding prop bets, 68.9% support strict at least “some” restrictions up to a “complete ban,” while nearly one-in-five U.S. respondents (18.5%) favor “minimal” to “no restrictions” on prop bets.

- ❖ Age:
 - ❖ Support for restricting sports betting advertising during live events (Top 2 Box) is highest among 35–54 (60.2%) and lowest among 55+ (54.2%).
 - ❖ Support for a complete ban on prop bets increases with age, highest among 55+ (20.5%) and lowest among among 18–34 (12.3%).
- ❖ Region:
 - ❖ Support for restricting advertising (Top 2 Box) is relatively consistent across regions, though slightly highest in the Northeast (60.6%) and Midwest (58.6%) compared to the West (53.5%).
 - ❖ Support for a complete ban on prop bets is highest in the Midwest (17.9%) and West (17.4%), compared to 12.7% in the Northeast.

Support for Restrictions on In-Game Advertising



Support for Restrictions on Prop Betting



N=1,500
 Q: Do you support or oppose restricting sports betting advertising during live sporting events (both in-stadium advertising and during the broadcast)?
 Q: Which best describes the level of restrictions you would support on prop bets (e.g., bets on specific player performances or in-game events, such as a player's points or rebounds, or the outcome of a specific play)?

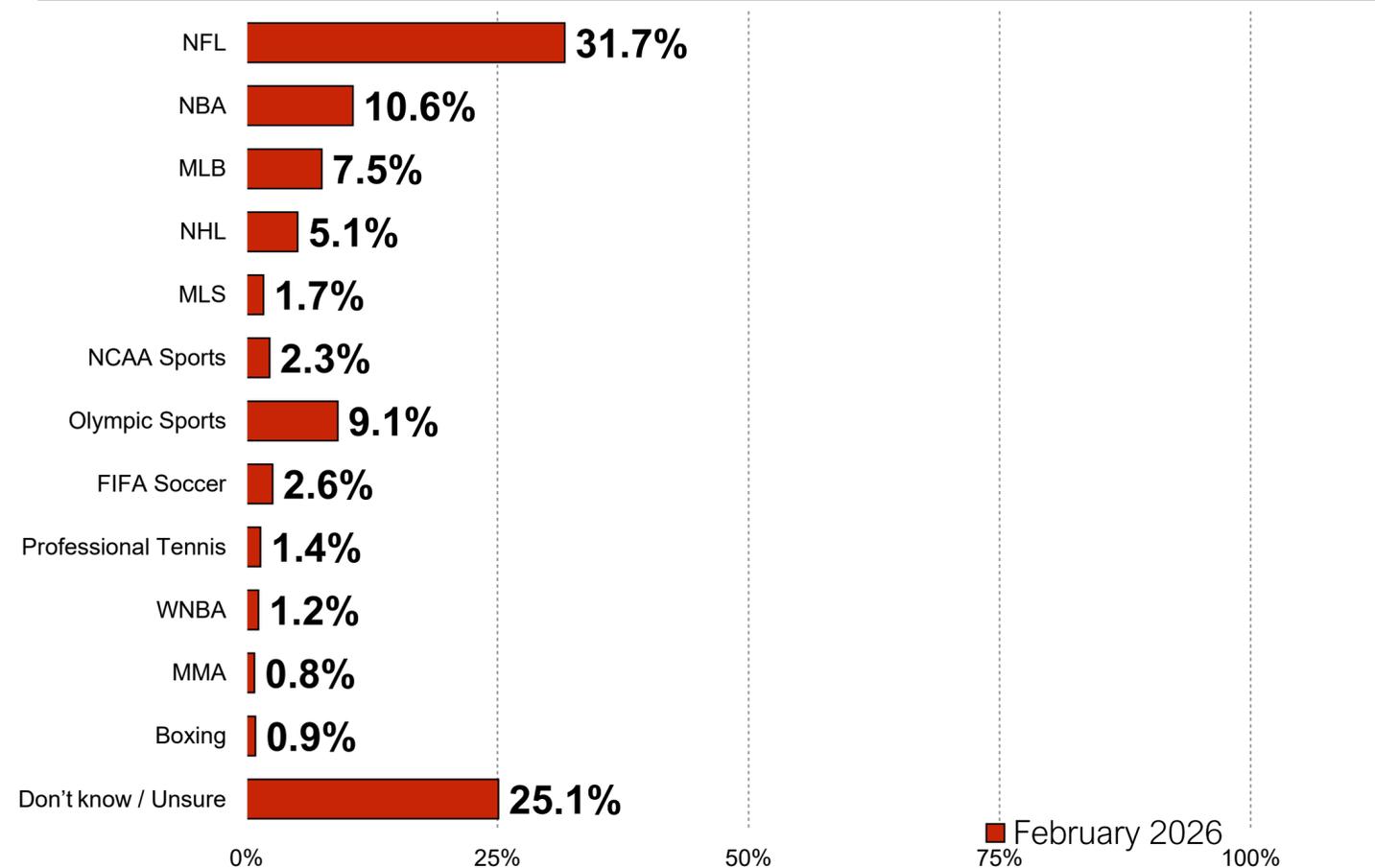


Perceptions | Sentiment on Restrictions

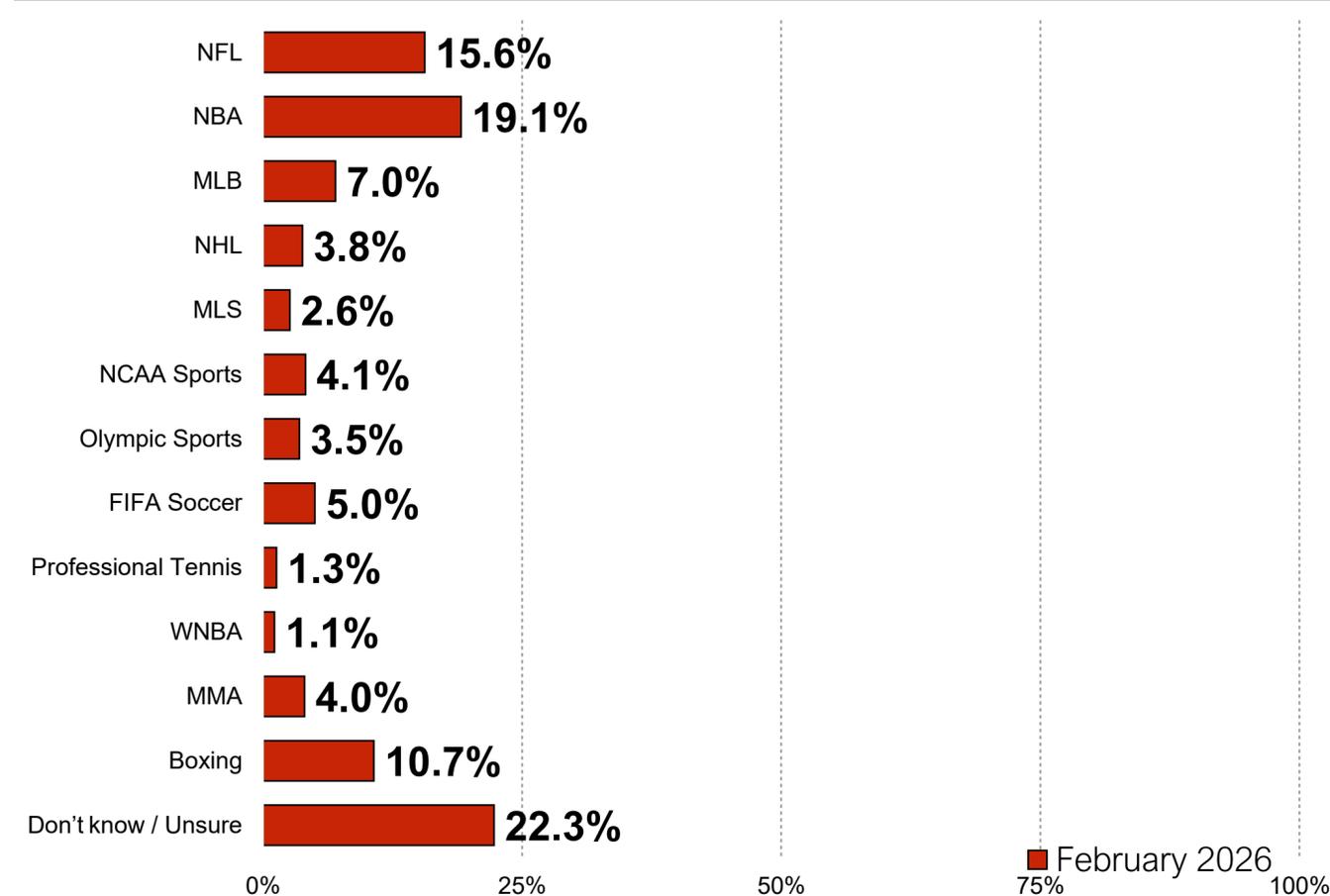
Trust in major sports leagues' ability to protect competitive integrity varies meaningfully. In 2026, the most trusted league is the NFL (31.7%), followed by the NBA (10.6%), and the Olympic Games (9.1%). However, the NBA is also cited most frequently as the least trusted to protect the integrity of its games (19.1%) followed by the NFL (15.6%). As two of the most visible sports in the U.S. today, data indicate opinions are more divided on the NBA and NFL compared to other leagues with less popularity.

- ❖ Age:
 - ❖ Citing the NFL as the most trusted league is highest among 35–54 (36.2%) and lowest among 55+ (27.6%).
 - ❖ Selection of the NBA as most trusted declines sharply with age, highest among 18–34 (21.3%) and lowest among 55+ (2.6%).
- ❖ Region:
 - ❖ Citing the the NFL as most trusted is highest in the South (34.4%) and lowest in the West (28.3%).
 - ❖ Selection of the NBA as least trusted is highest in the Northeast (23.0%) and lowest in the West (14.4%).

Most Trusted Leagues



Least Trusted Leagues



N=1,500

Q: Which, of the following, sports leagues do you trust the most to protect the integrity of their games? Select only one

Q: Which, of the following, sports leagues do you trust the least to protect the integrity of their games? Select only one

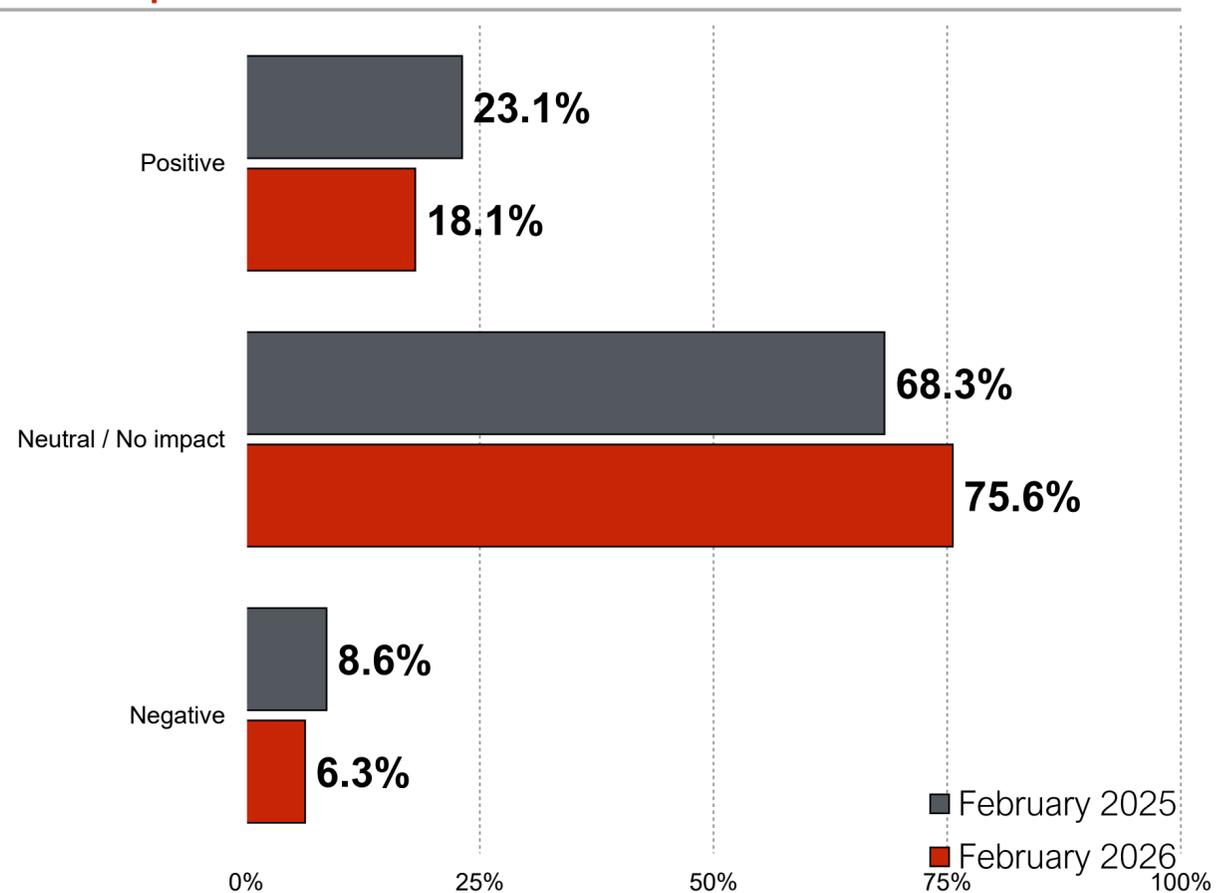


Impacts | Personal Financial & Overall Wellbeing

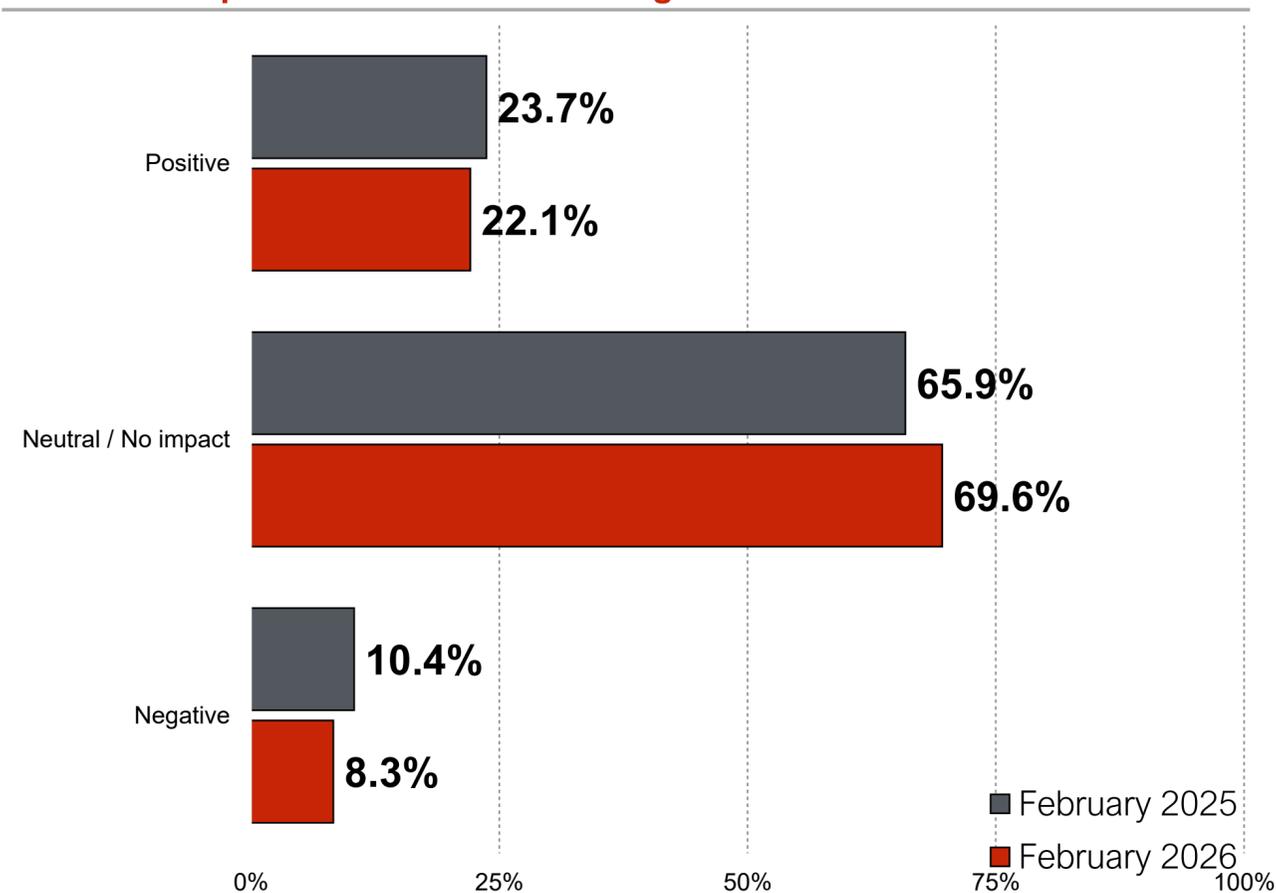
Most respondents continue report no personal financial impact from sports gambling in 2026 (75.6% vs. 68.3% in 2025), while fewer report a positive financial year-over-year (18.1% vs 23.1%). Similarly, over two-thirds (69.6%) suggest sports gambling had no impact, overall, on their personal well-being, which is up slightly from 2025 (65.9%).

- ❖ Age:
 - ❖ Positive financial impact is highest among 18–34 (30.8%) and declines sharply with age, lowest among 55+ (4.8%).
 - ❖ Similarly, positive impact on overall well-being is highest among 18–34 (35.0%) and lowest among 55+ (9.0%).
- ❖ Region:
 - ❖ Positive financial impact is highest in the South (20.8%) and lowest in the West (15.6%) and Midwest (15.2%).
 - ❖ Positive impact on overall well-being is highest in the West (24.7%) and lowest in the Midwest (16.7%).
- ❖ Gender:
 - ❖ Positive impact on overall well-being is higher among men (25.3%) than women (19.0%).

Perceived Impact on Financial Situation



Perceived Impact on Personal Wellbeing



N=1,500 (2025 and 2026)

Q: How has sports gambling impacted your financial situation, if at all?

Q: Again, regardless of whether or not you have personally engaged with sports gambling in the past, how would you describe the overall impact, if any, of sports gambling on your well-being?

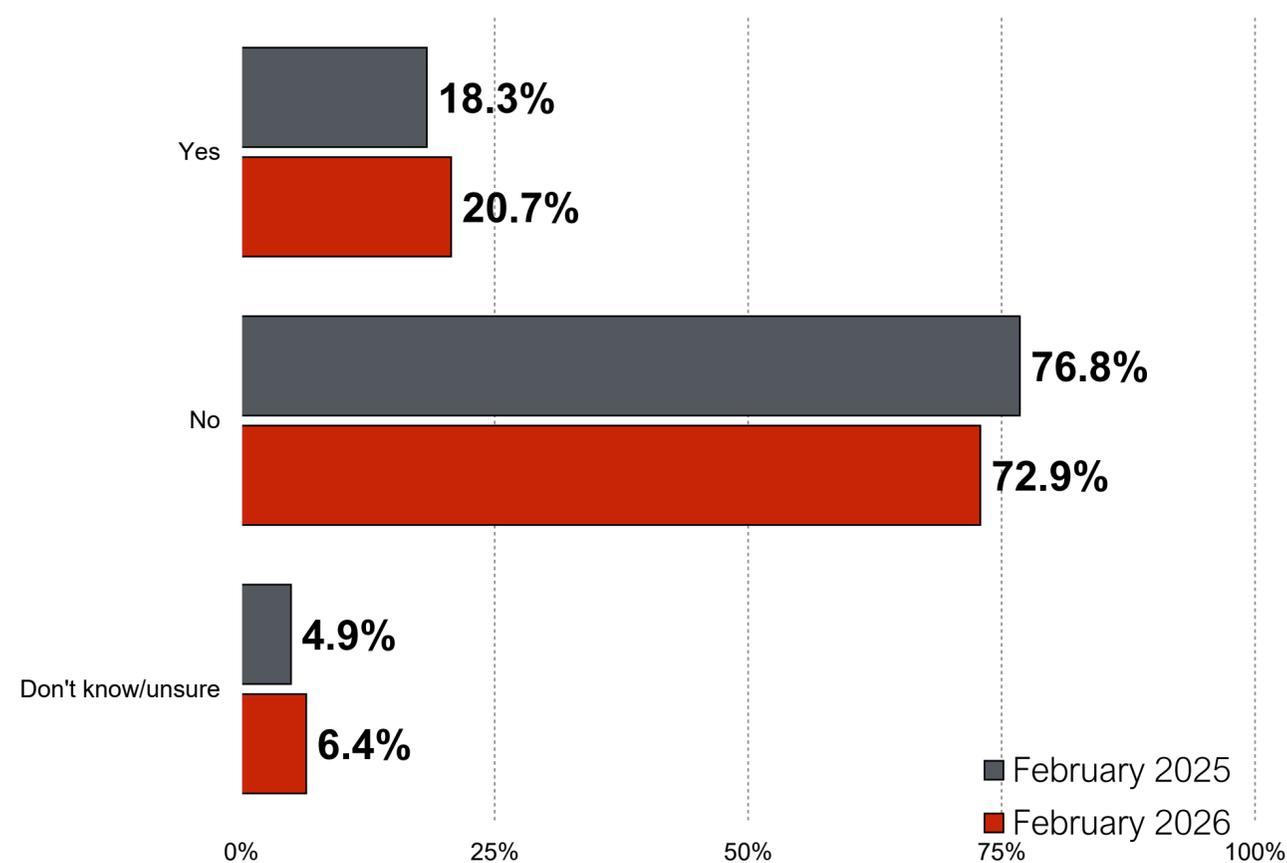


Impacts | Tension in Relationships & Wellbeing of Others

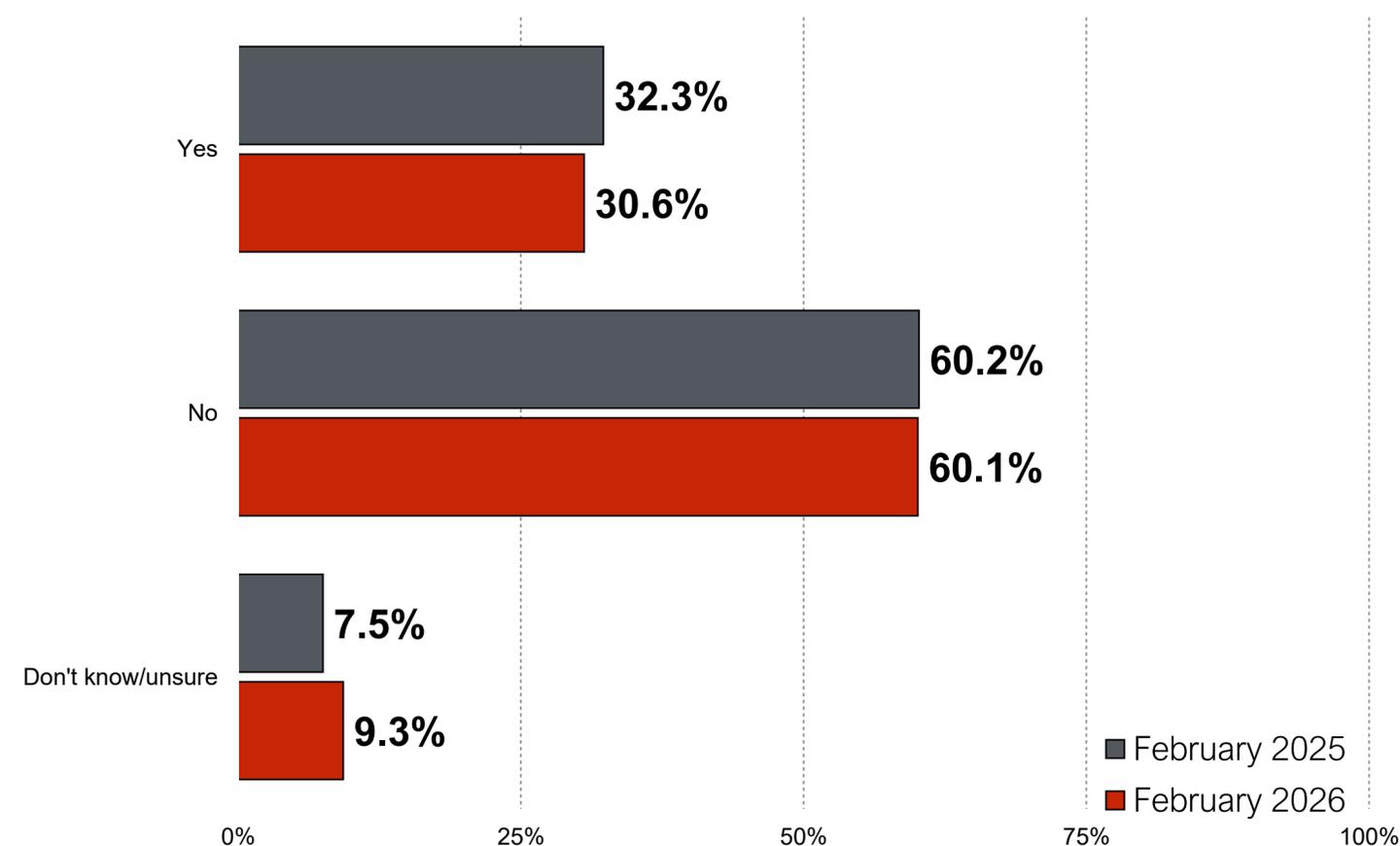
In 2026, 20.7% say sports gambling has caused tension in their personal relationships, compared to 72.9% who say it has not. Additionally, fewer than one-third (30.6%) report knowing someone whose well-being has been negatively impacted by sports gambling, which is down very slightly from 32.3% in 2025.

- ❖ Age:
 - ❖ Reporting that sports gambling has caused tension in personal relationships is highest among 18–34 (36.6%) and lowest among 55+ (8.3%).
 - ❖ Knowing someone whose well-being has been negatively impacted is highest among 18–34 (44.1%) and declines with age (35-54: 33.7%; 55+: 17.3%).
- ❖ Region:
 - ❖ Reporting relationship tension is relatively consistent across regions, but slightly higher in the Northeast (22.0%) and lower in the Midwest (19.1%).
 - ❖ Knowing someone negatively impacted is highest in the South (32.3%) and lowest in the Midwest (27.8%).
- ❖ Gender:
 - ❖ Men are more likely to know someone whose well-being has been negatively impacted than women (32.6% vs 28.6%).

Effect on Personal Relationships



Knowledge of Others Being Negatively Impacted



N=1,500 (2025 and 2026)

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?

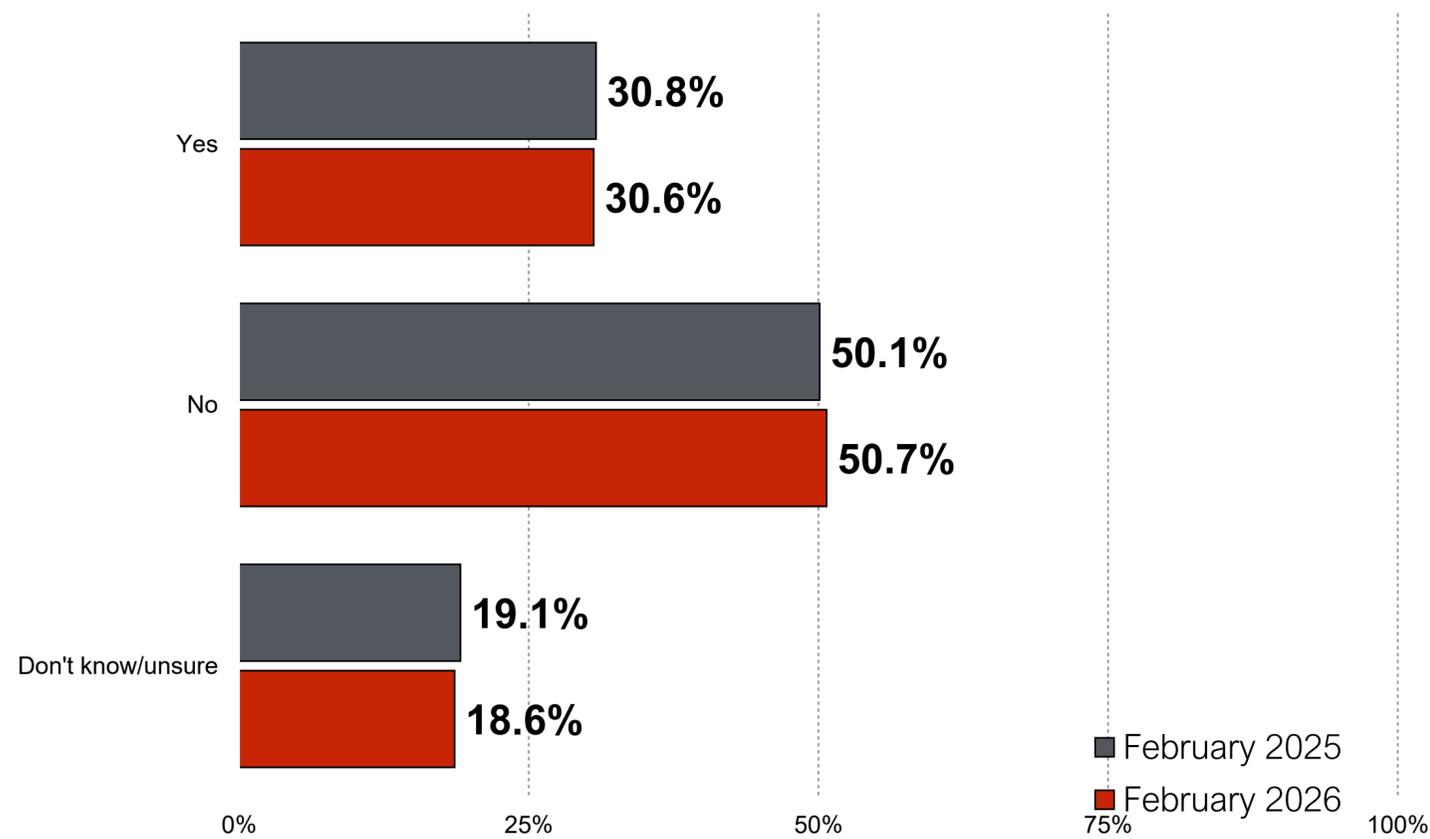


In the Media | Sports Gambling, Media Partnerships, and Ads

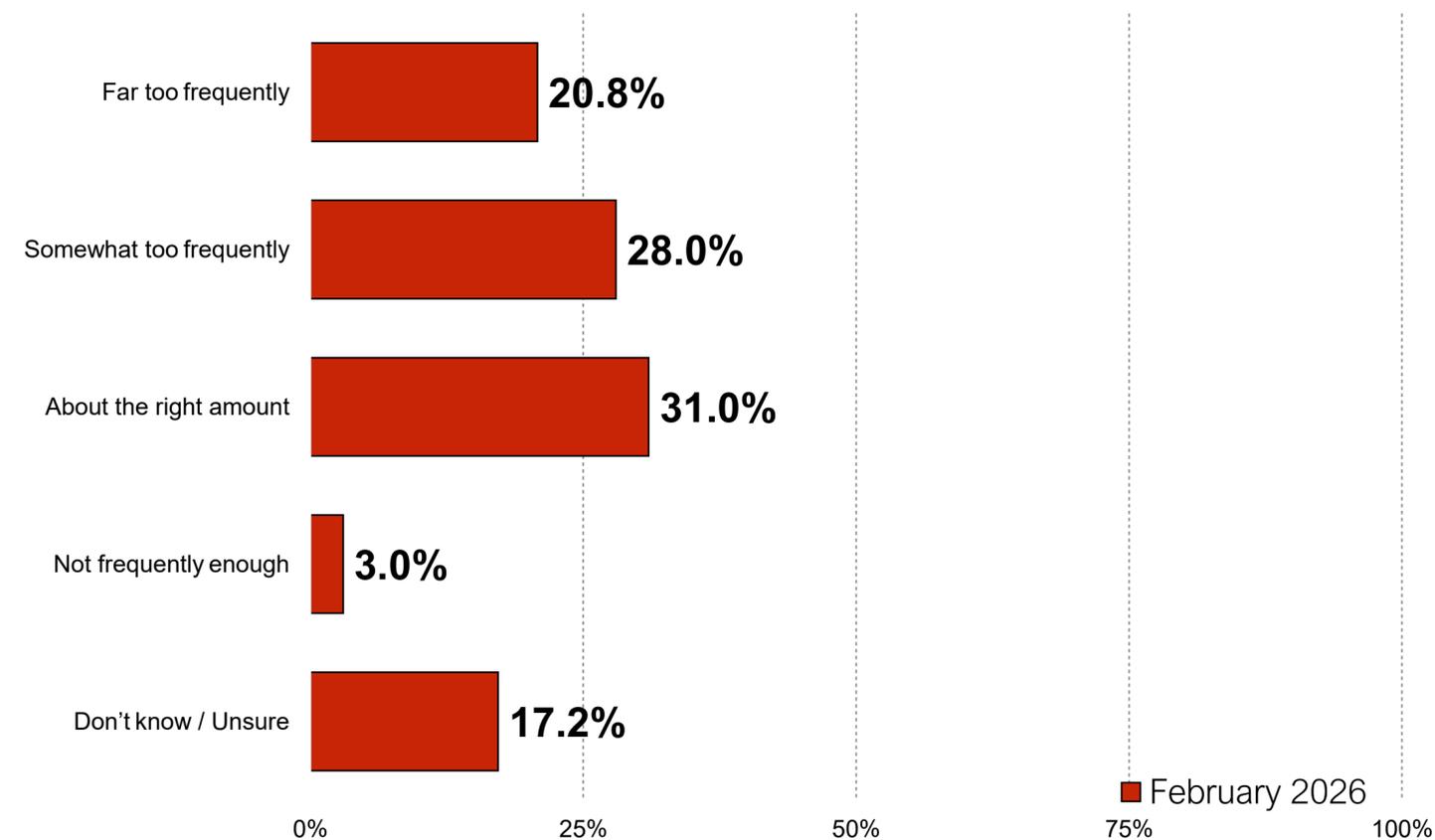
In 2026, 30.6% say sports leagues should partner more with gambling platforms, which is entirely consistent year-over-year with 2025 (30.8%). When asked about the frequency of advertising related to sports gambling, nearly half (48.8%) say sports betting advertisements appear “far too” or “somewhat too” frequently during sports broadcasts, compared to 34.0% who say the amount is about right or not frequent enough.

- ❖ Age:
 - ❖ Support for sports leagues partnering more with gambling platforms is highest among 18–34 (43.6%) and declines with age, lowest among 55+ (14.3%).
 - ❖ However, belief that sports betting ads appear “far too” or “somewhat too” frequently is also highest among 18–34 (52.7%) compared to 45.6% among 35–54 and 48.4% of 55+.
- ❖ Region:
 - ❖ Opposition to gambling and sport league partnerships is strongest in the Midwest (54.5%) and Northeast (53.1%).
 - ❖ Belief that ads appear too frequently (Top 2 Box) is also highest in the Midwest (53.5%) and Northeast (50.4%), compared to 47.6% in the South and 45.0% in the West.
- ❖ Gender:
 - ❖ Interestingly, men are more likely to believe that sports betting ads appear “far too” or “somewhat too” frequently than women (55.3% vs 42.6%).

Belief that Sports Leagues Should Partner with Gambling Platforms



Frequency of Sports Betting Ads During Sports Broadcasts



N=1,500 (2025 and 2026)
 Q: Should sports leagues partner more with gambling platforms to promote their events?
 Q: In your opinion, how often do sports betting advertisements appear during sports broadcasts?

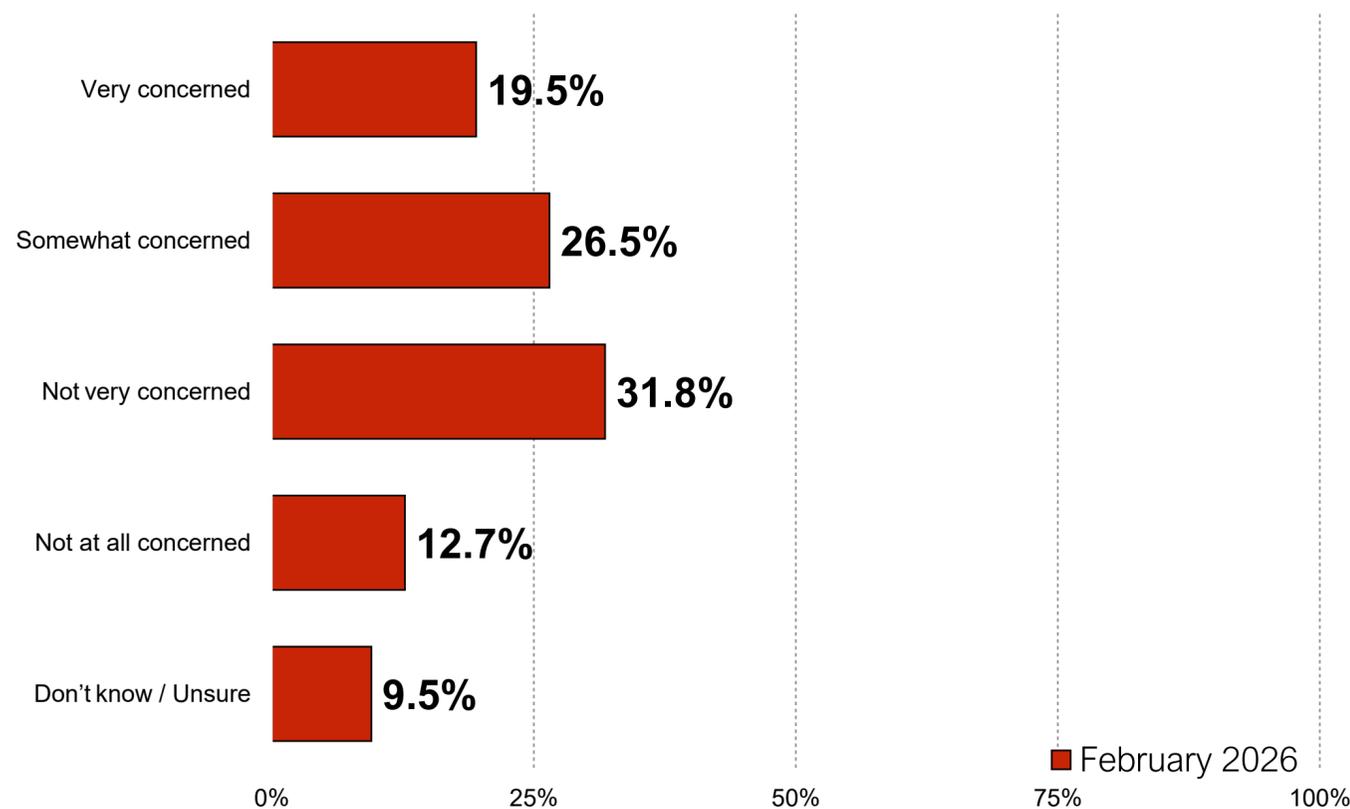


In the Media | Targeted Advertisement Concerns

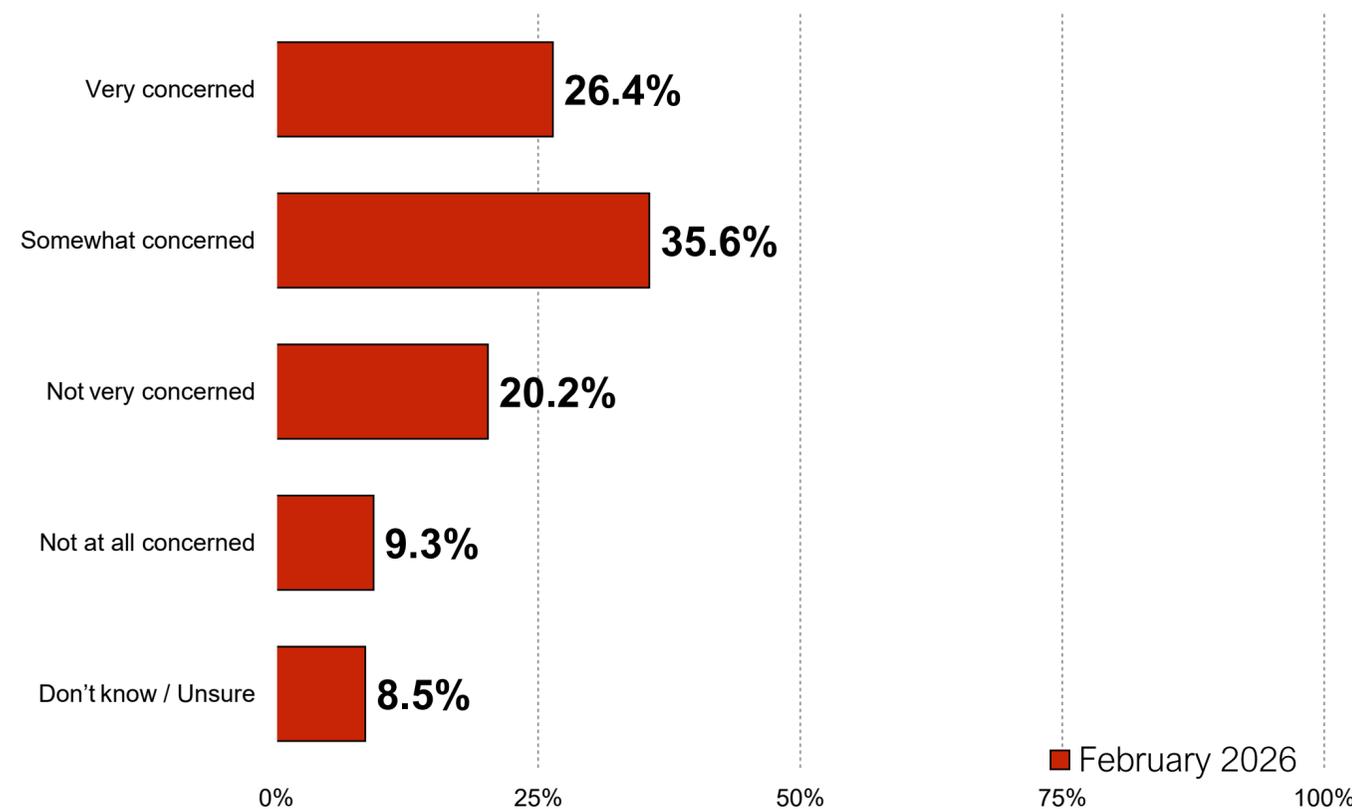
Advertising concerns remain elevated particularly around major sporting events and those that could impact younger viewers. In 2026, 46.0% say they are “very” or “somewhat concerned” about the volume of sports gambling advertising during the Super Bowl or March Madness broadcasts and over three-fifths (62.0%) say they are “concerned” that sports gambling advertising is impacting young viewers (Top 2 Box).

- ❖ Age:
 - ❖ Concern about advertising volume during the Super Bowl or March Madness is highest among 18–34 (50.6%) compared to 43.5% of 35-54 and 44.6% of 55+.
 - ❖ Concern that gambling advertising is impacting young viewers is highest among 55+ (67.2%), compared to 57.1% of 35-54 and 60.5% of 18–34.
- ❖ Region:
 - ❖ Concern about youth impact (Top 2 Box) is highest in the South (61.2%) and Northeast (63.0%) and lowest in the West (59.9%), with relatively modest regional variation.
- ❖ Gender:
 - ❖ Men and women have relatively consistent levels of concern over sports gambling advertising impacting young viewers in 2026 (63.4% and 61.0%, respectively).

Concern over Volume of Sport Gambling Ads During Super Bowl or March Madness



Concern over Sports Gambling Ads Impacting Young Viewers



N=1,500

Q: How concerned are you about the volume of sports gambling advertising during the Super Bowl or March Madness broadcasts

Q: How concerned are you that sports gambling advertising is, specifically, impacting young viewers?

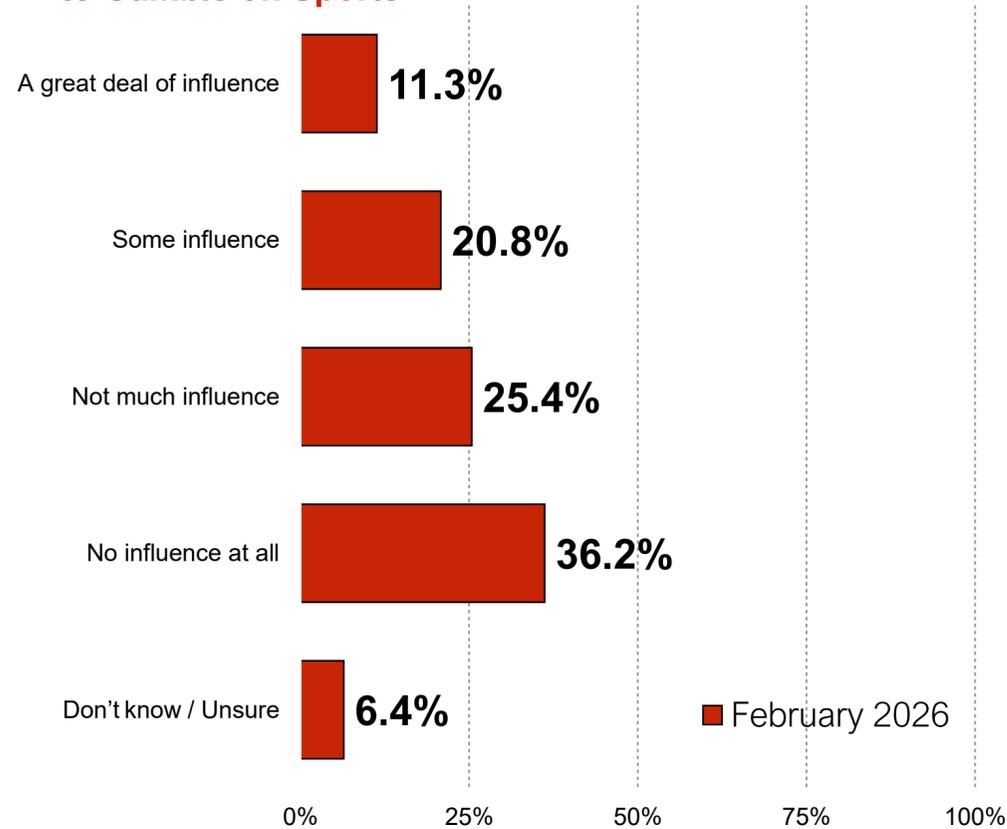


In the Media | Behavioral Impacts

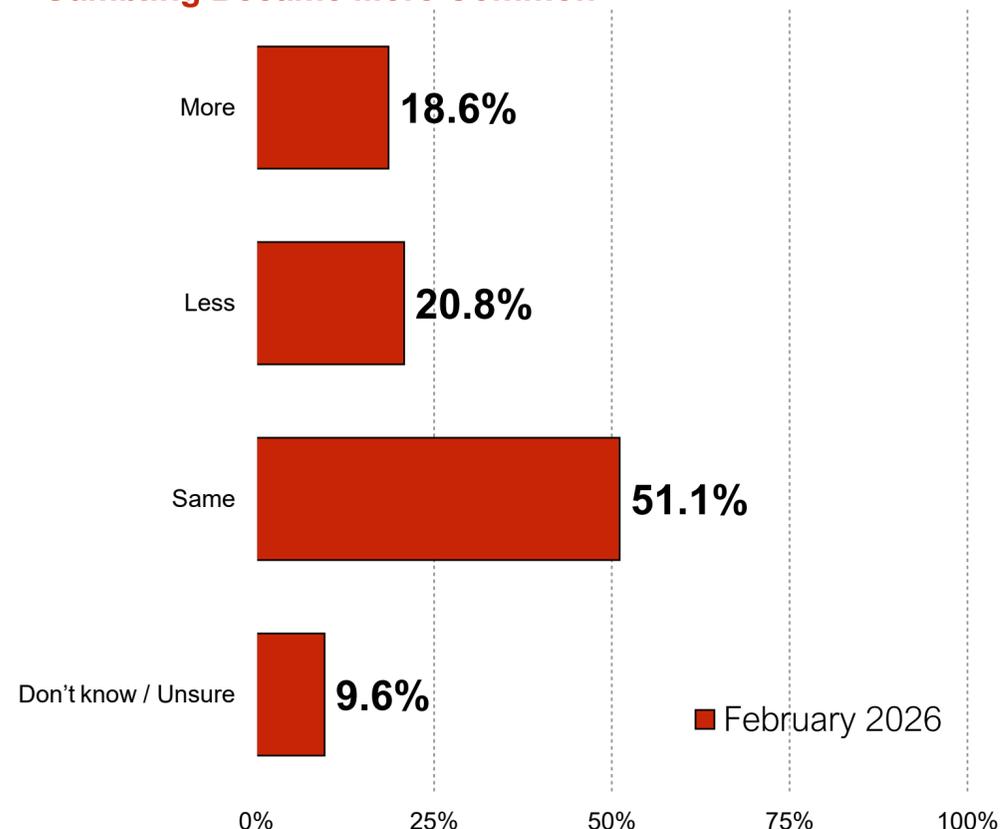
In 2026, almost one-in-three U.S. respondents (32.1%) say sports betting advertising has at least “some” influence on their likelihood of gambling, while 61.6% say it has little or no influence. Regarding enjoyment of sports, approximately half (51.1%) say that gambling becoming more common as had no impact on their enjoyment levels, while one-in-five did indicate they enjoy sports less (20.8%). In terms of consumption, over three-fifths say gambling has not changed how they consume sports content in 2026, which is on par with 2025 (62.3% vs. 64.2%).

- ❖ Age:
 - ❖ Advertising influence shows a strong generational divide. Reporting “a great deal” or “some” influence is highest among 18–34 (47.5%) and lowest among 55+ (15.9%).
 - ❖ Saying they enjoy sports “more” since gambling became common is higher among 18–34 (26.7%) and 35-54 (24.1%), while lower among 55+ (7.4%).
- ❖ Region:
 - ❖ Reporting advertising has at least “some” influence is highest in the South (36.0%) and Northeast (34.1%) and lowest in the Midwest (28.7%) and West (27.4%).
 - ❖ Reporting gambling has changed how they consume sports is highest in the Northeast (31.7%) and lowest in the Midwest (26.5%).

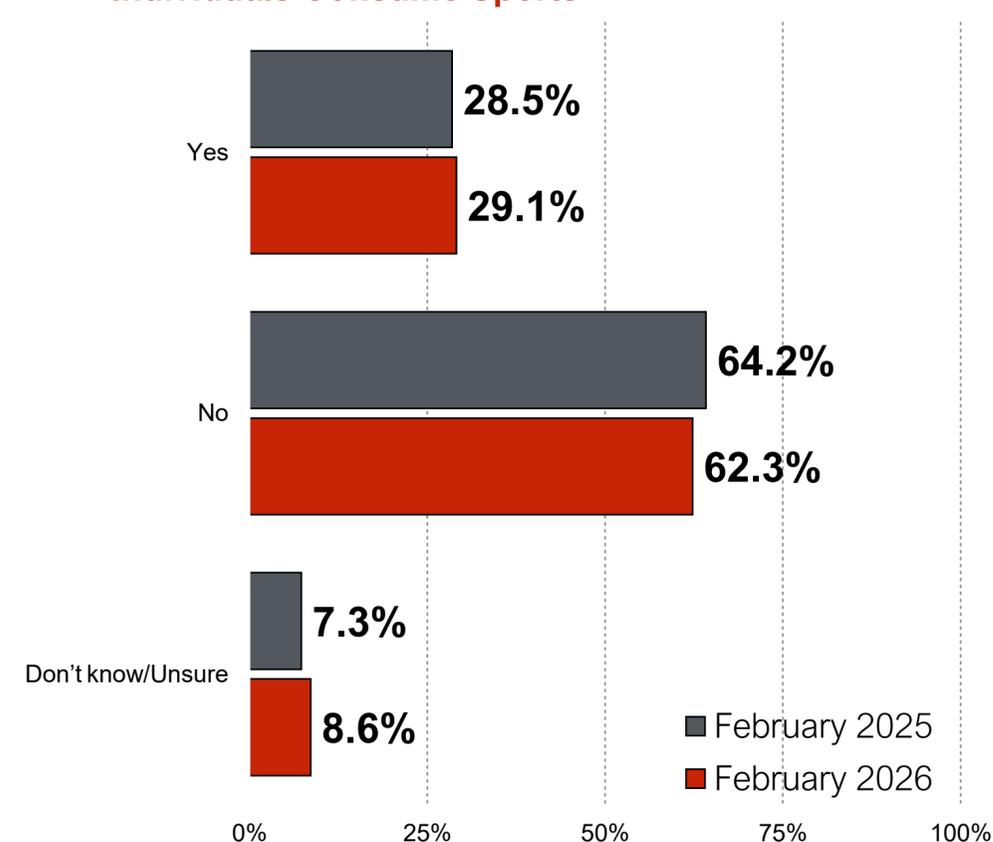
Influence of Ads on an Individuals Likelihood to Gamble on Sports



Enjoying Sports More or Less Since Sports Gambling Became More Common



Has Gambling Impacted How Much Individuals Consume Sports



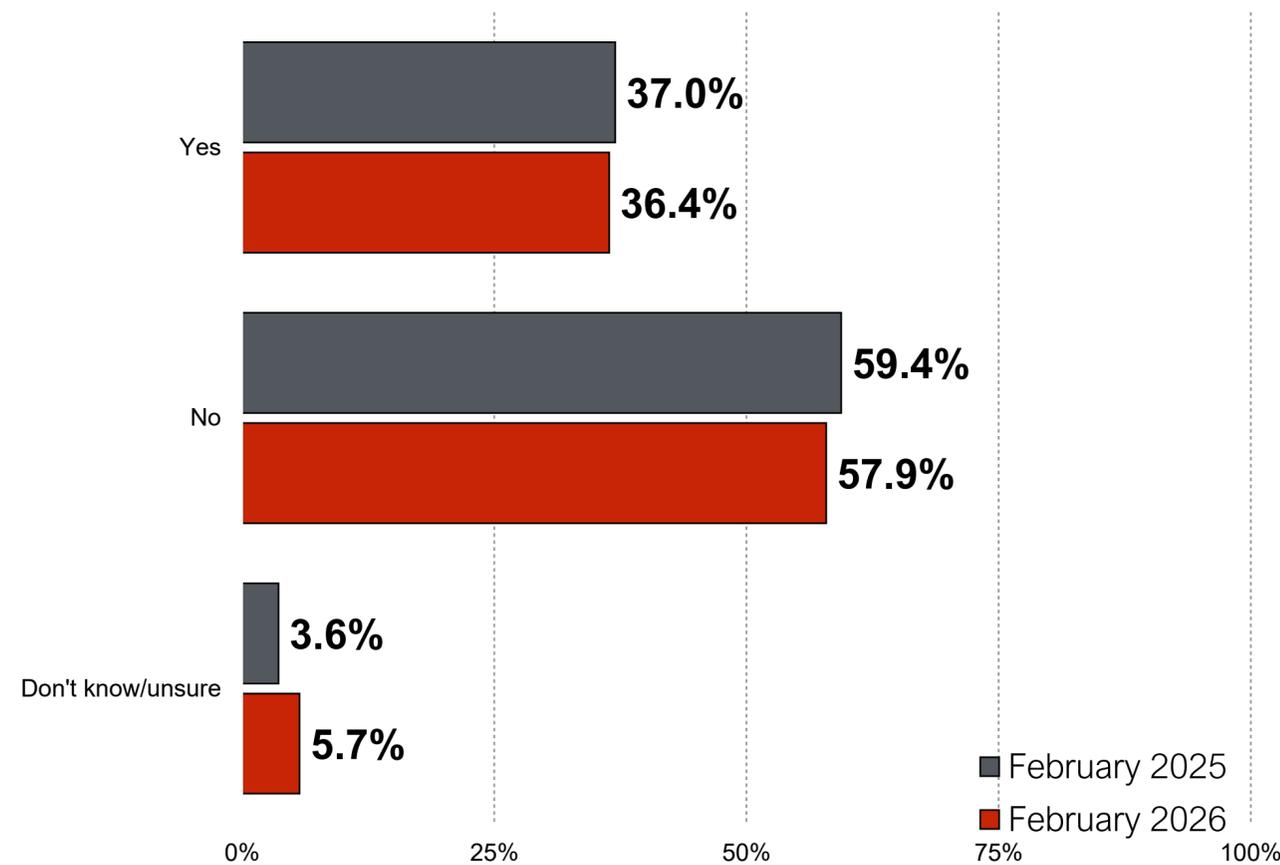
N=1,500
 Q: How much influence does sports betting advertising have on your likelihood of gambling?
 Q: Do you enjoy sports more, less, or the same since sports gambling became more common?
 Q: Has sports gambling changed how you consume sports content (e.g., watching games, following stats)?

Awareness & Habits | Personal Experience with Sports Gambling

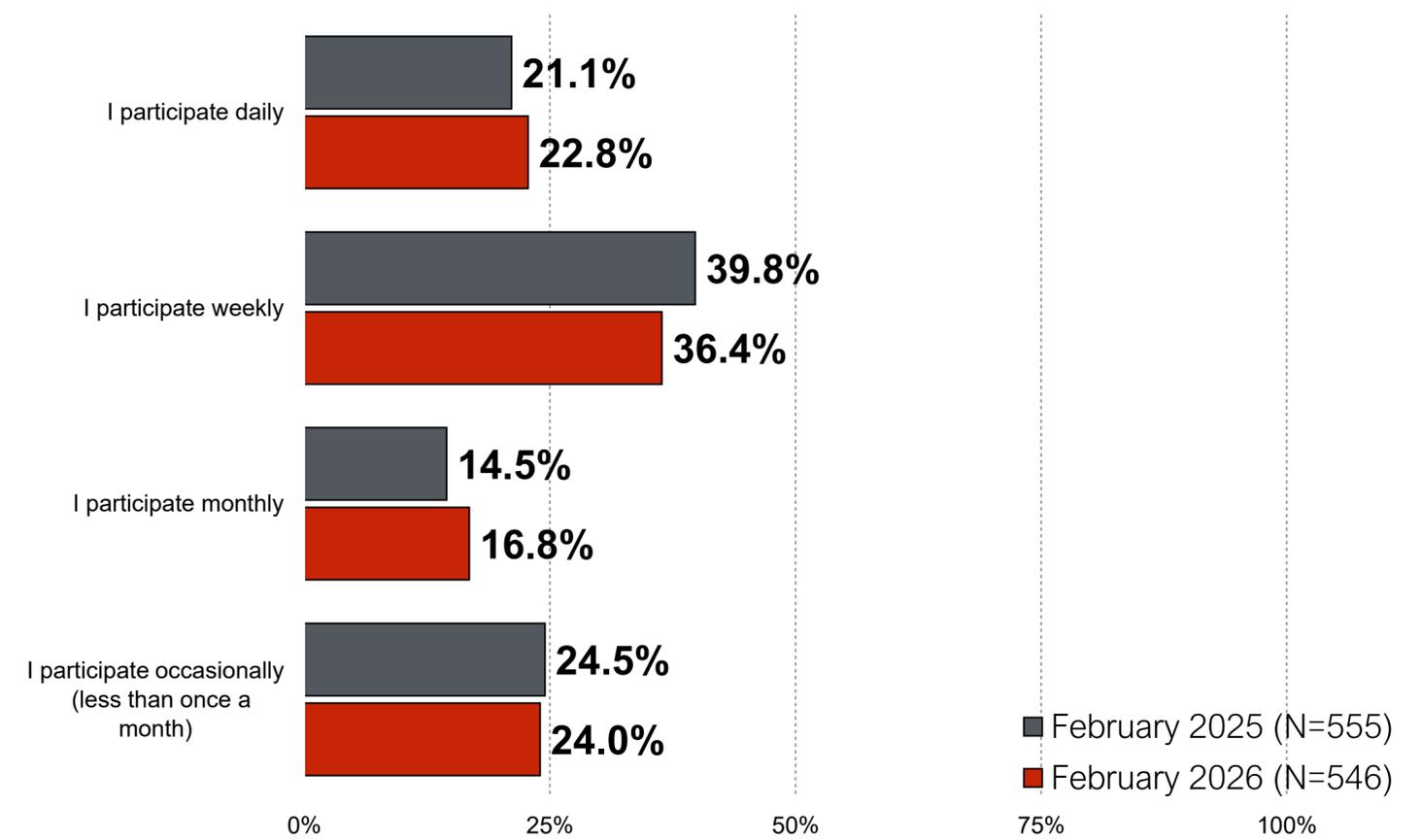
In 2026, 36.4% report placing a bet on a sporting event in the past 12 months, which is entirely consistent with 2025 (37.0%). Among those who placed a bet (*n*=546), 59.2% report participating “weekly” or more often, which is also on par with 2025 (60.9%). There were minor shifts in sports gambling participation year-over-year, however, with fewer participating weekly (-3.4 percentage points), and slightly more participating only monthly (+2.3 percentage points).

- ❖ Age:
 - ❖ Past-year sports betting participation is higher among 18–34 (49.8%) and 35-54 (44.7%), while the lowest among 55+ (18.9%). Further, daily participation is highest among 18–34 (27.5%) and lowest among 55+ (6.6%).
- ❖ Region:
 - ❖ Past-year participation is highest in the Northeast (44.3%) and lowest in the Midwest (33.3%). In addition, weekly participation is highest in the Northeast (45.4%) compared to 27.9% in the West, while daily participation is higher in the West (26.2%).
- ❖ Gender:
 - ❖ 29.0% of women have placed a sports bet in the last 12 months, compared to 44.3% of men.

Placed a Bet on a Sporting Event in the Last 12 months



Frequency of Participation in Sports Gambling



N=1,500 (2025 and 2026), N=555 (2025) or 546 (2026)

Q: In the past 12 months, have you placed a bet on a sporting event (e.g., betting on the outcome of a game, player props, season totals, in-game/live betting, futures)?

Q: How often do you personally participate in sports gambling by actually placing bets on a game, contest, outcome, etc. (not just looking at odds or discussing favorites/underdogs, etc.)?

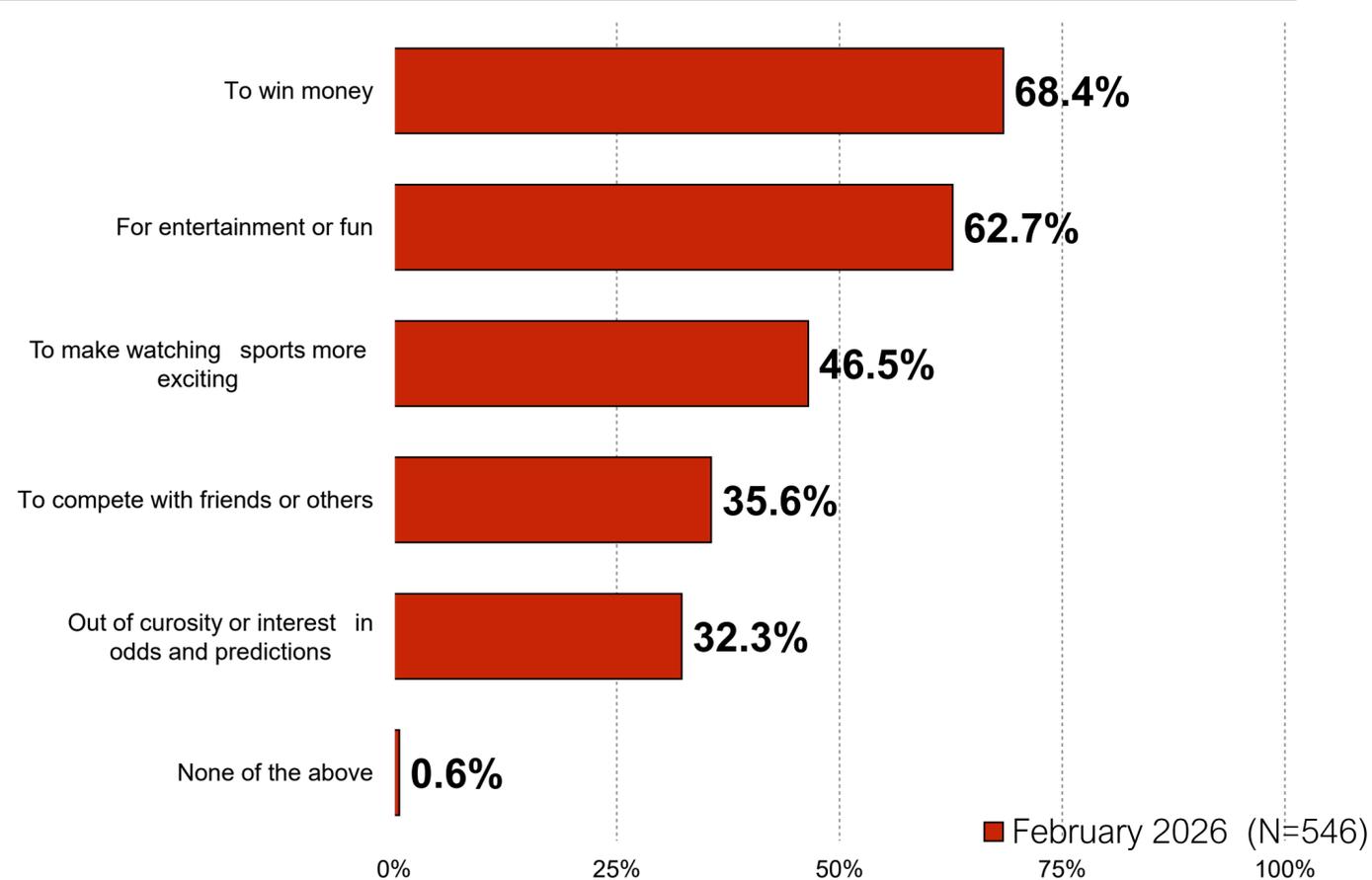


Awareness & Habits | Motivations and Common Platforms

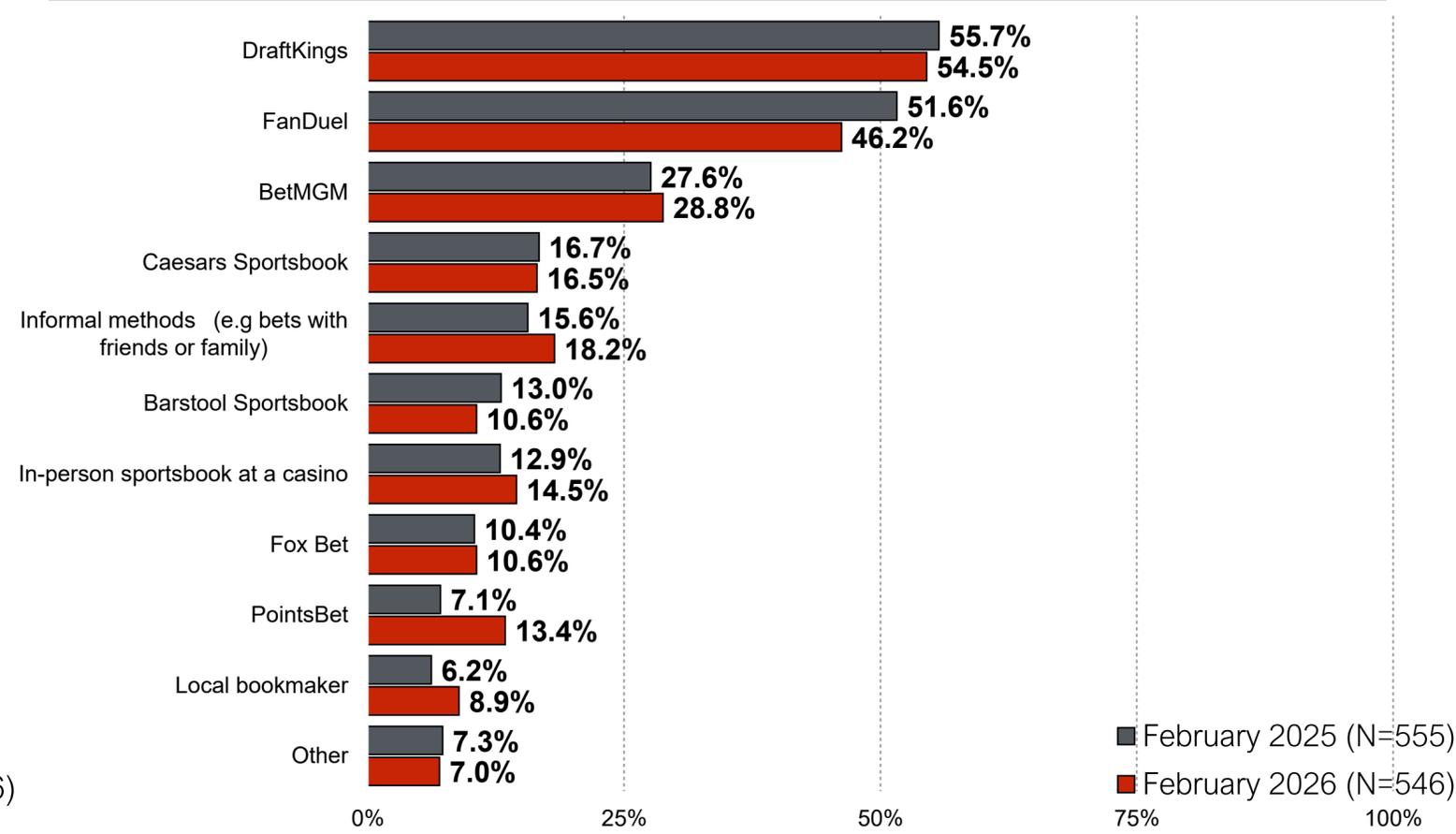
Among bettors, the most commonly cited motivations include winning money (68.4%), for entertainment or fun (62.7%), and making watching sports more exciting (46.5%). In terms of platforms used, DraftKings (54.5%), FanDuel (46.2%), and BetMGM (28.8%) remain the most commonly reported in 2026, with rank order remaining primarily consistent with 2025. There was a slightly uptick in utilize of PointsBet (13.4% in 2026 vs. 7.1% in 2025), offsetting a slight decline in usage of DraftKings (-1.2 percentage points) and FanDuel (-5.4 percentage points).

- ❖ Age:
 - ❖ Winning money is the top motivation across all age groups but is highest among 18–34 (70.2%) compared to 65.2% among 55+. Conversely, entertainment/fun as a motivator increases with age, highest among 55+ (67.4%) compared to 56.5% among 18–34.
 - ❖ DraftKings usage is highest among 35–54 (60.5%). PointsBet usage shows a pronounced age divide, highest among 18–34 (21.3%) and nearly absent among 55+ (0.6%).
- ❖ Region:
 - ❖ Winning money as a motivation is highest in the Northeast (73.5%) and lowest in the West (62.5%), while curiosity-driven betting is highest in the South (34.8%) and Midwest (33.9%), compared to 27.4% in the Northeast.

Motivations When Placing Sports Bets



Platforms Utilized



N=555 (2025) or 546 (2026)

Q: What motivates you to place bets on sports or events? (Select all that apply)

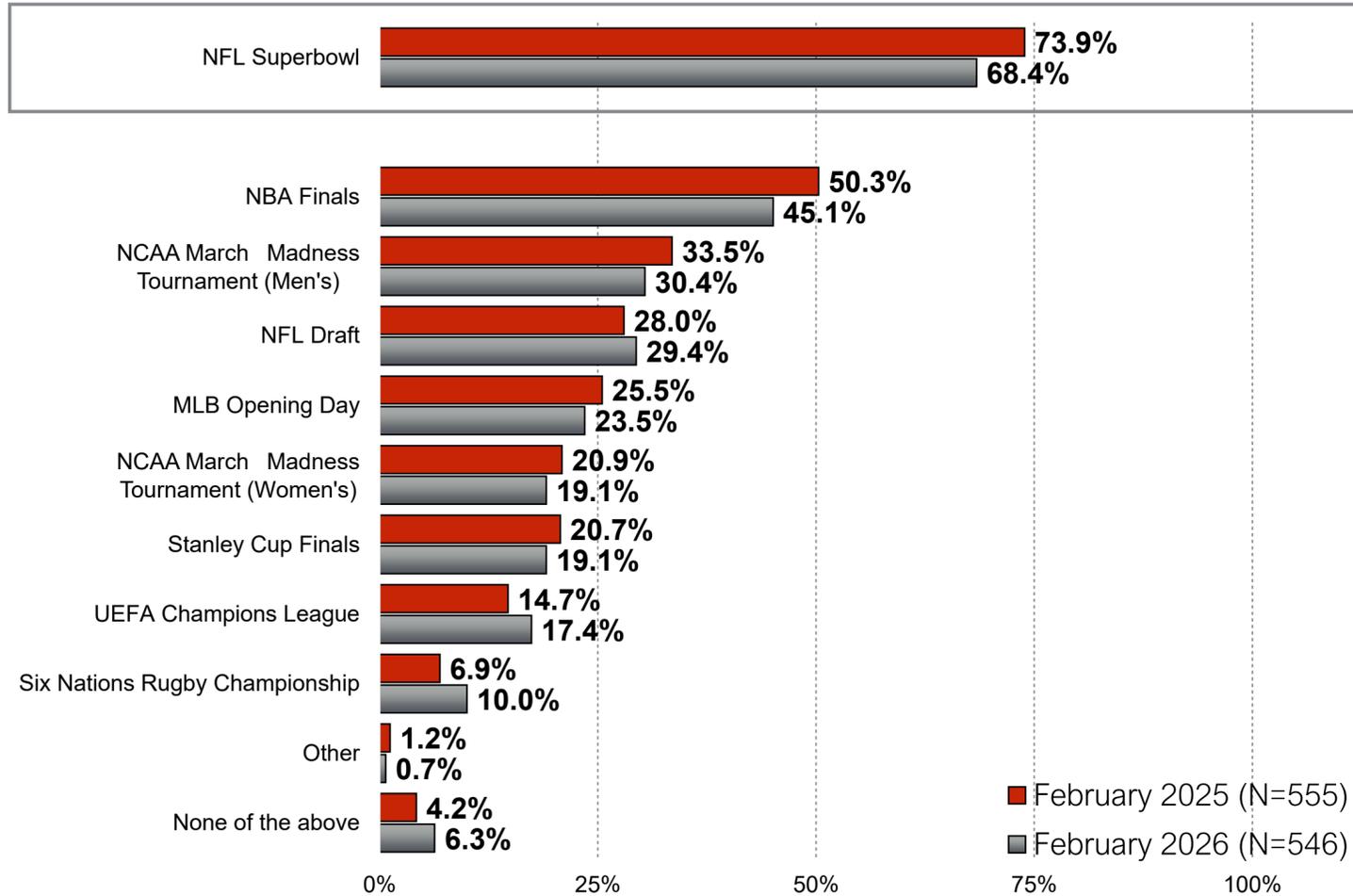
Q: Which platforms or methods do you most commonly use to place sports bets? (Select all that apply)

Awareness & Habits | Type of Sports Events Typically Bet On

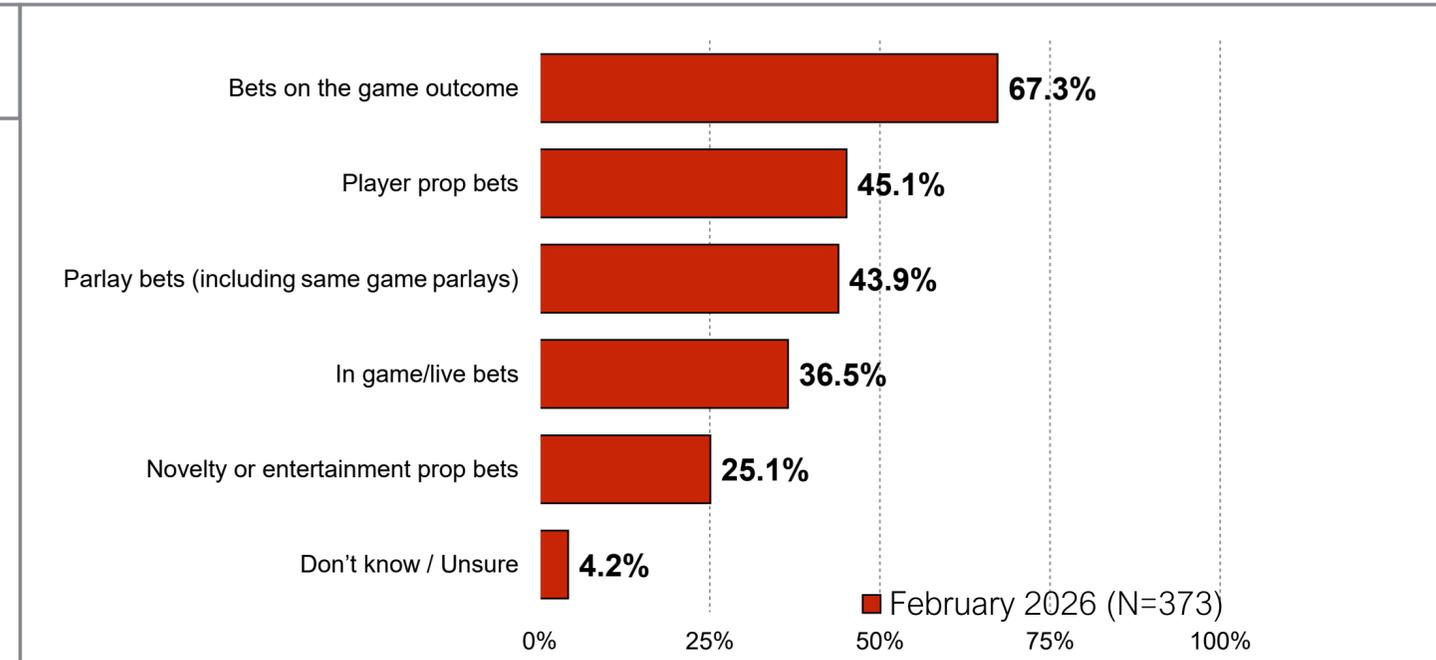
Looking ahead, the most commonly cited upcoming events for betting include the Super Bowl (68.4%), which occurred directly after the fielding of this poll, followed by the NBA Finals (45.1%) and the men’s March Madness Tournament (30.4%). For the Super Bowl, specifically, two-thirds (67.3%) plan to place bets on the game outcome, while over two-fifths plan to place player prop bets (45.1%) and/or parlay bets (43.9%).

- ❖ Age:
 - ❖ Planned betting on the NFL Super Bowl is highest among 35–54 (72.7%) and 55+ (72.0%), compared to 62.3% among 18–34. Planned betting on the NCAA Men’s March Madness Tournament also increases with age; highest among 55+ (37.7%) compared to 26.8% among 18–34.
- ❖ Region:
 - ❖ Super Bowl betting intent is highest in the Midwest (72.0%) and lowest in the West (64.4%). Similarly, NCAA Men’s March Madness betting intent is highest in the Midwest (38.6%) and lowest in the West (21.0%).

Specific Events for Future Sports Gambling



Specific Super Bowl Bets



N=555 (2025) or 546 (2026), N=373

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

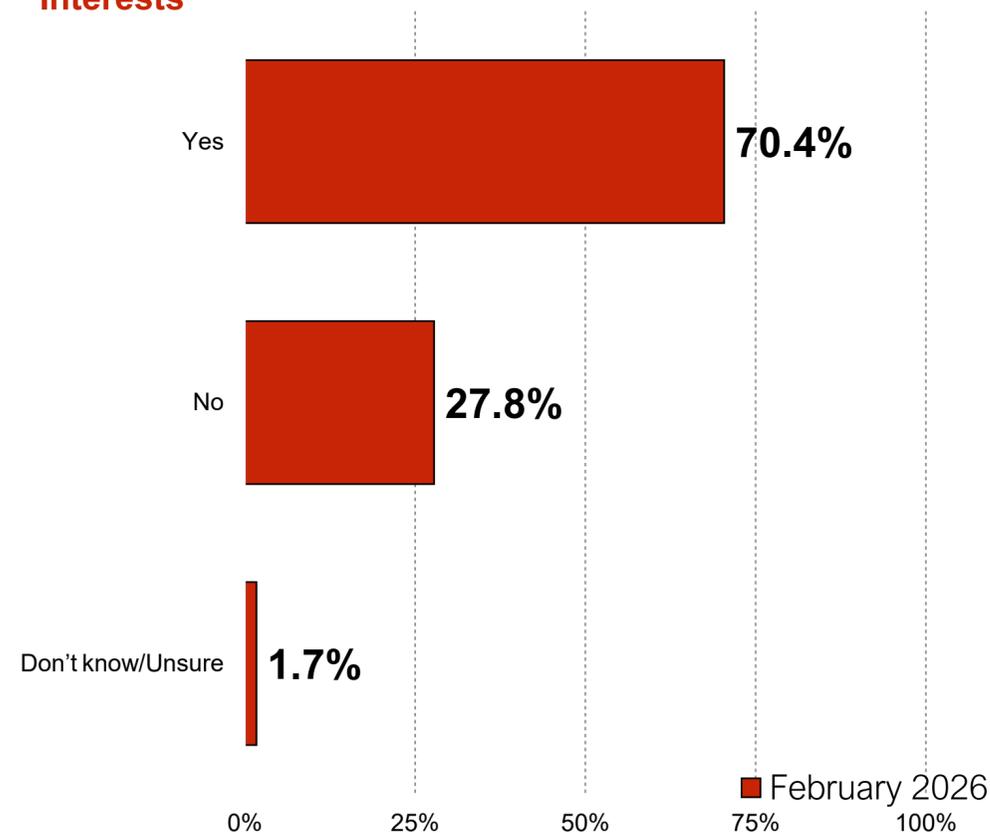
Q: For the upcoming Super Bowl, which of the following bet types do you plan to place? (Select all that apply)

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

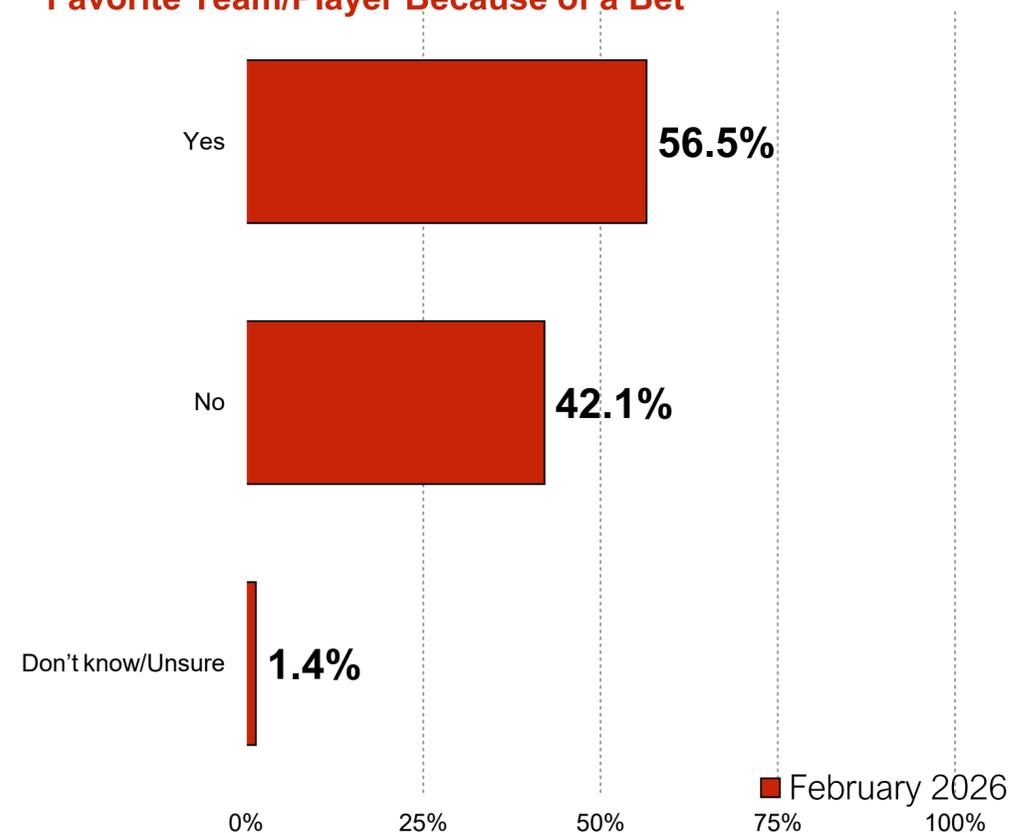
Among bettors, 70.4% say they watch games solely because of bets they have placed. Additionally, 56.5% say they have rooted against their favorite team or player due to a bet, and two-thirds (66.1%) say they feel more emotionally invested in individual plays or players rather than overall game outcomes.

- ❖ Age:
 - ❖ Watching games solely because of bets placed is highest among 35–54 (74.2%) and 18–34 (70.3%), compared to 63.2% among 55+. Feeling more emotionally invested in individual plays or players (rather than overall game outcomes) is also highest among 18–34 (74.0%) and lowest among 55+ (46.2%).
 - ❖ Saying they have rooted against their favorite team or player because of a bet declines sharply with age (18–34: 64.7%; 35-54: 59.3%; 55+: 33.6%).
- ❖ Region:
 - ❖ Watching games solely due to bets is highest in the Northeast (76.9%) and Midwest (75.0%), and lowest in the South (66.5%).
- ❖ Gender:
 - ❖ 58.3% of female bettors have rooted against their favorite team or player because of a bet they placed, which is slightly higher than male bettors (55.5%). In addition, 66.8% of women have felt more emotionally invested because of a bet, compared to 65.4% of men.

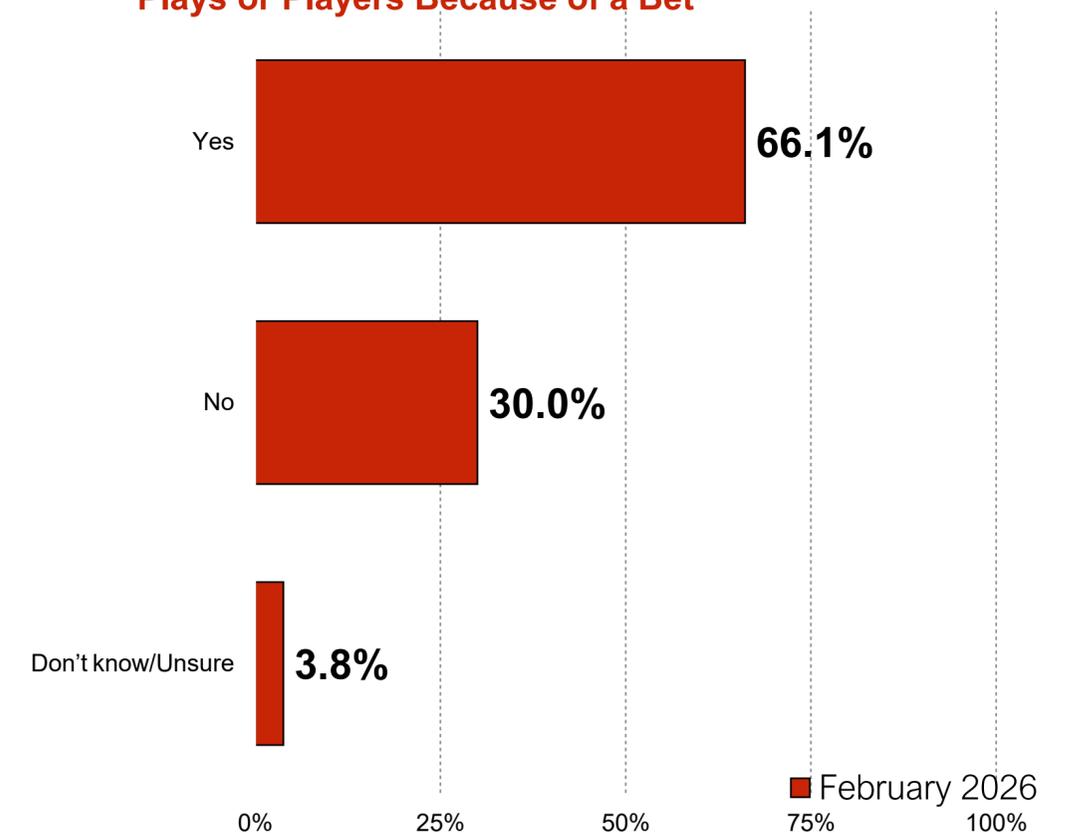
Watch Games Solely for Betting/Wagering Interests



Rooting Against an Individual's Favorite Team/Player Because of a Bet



More Emotionally Invested in Individual Plays or Players Because of a Bet



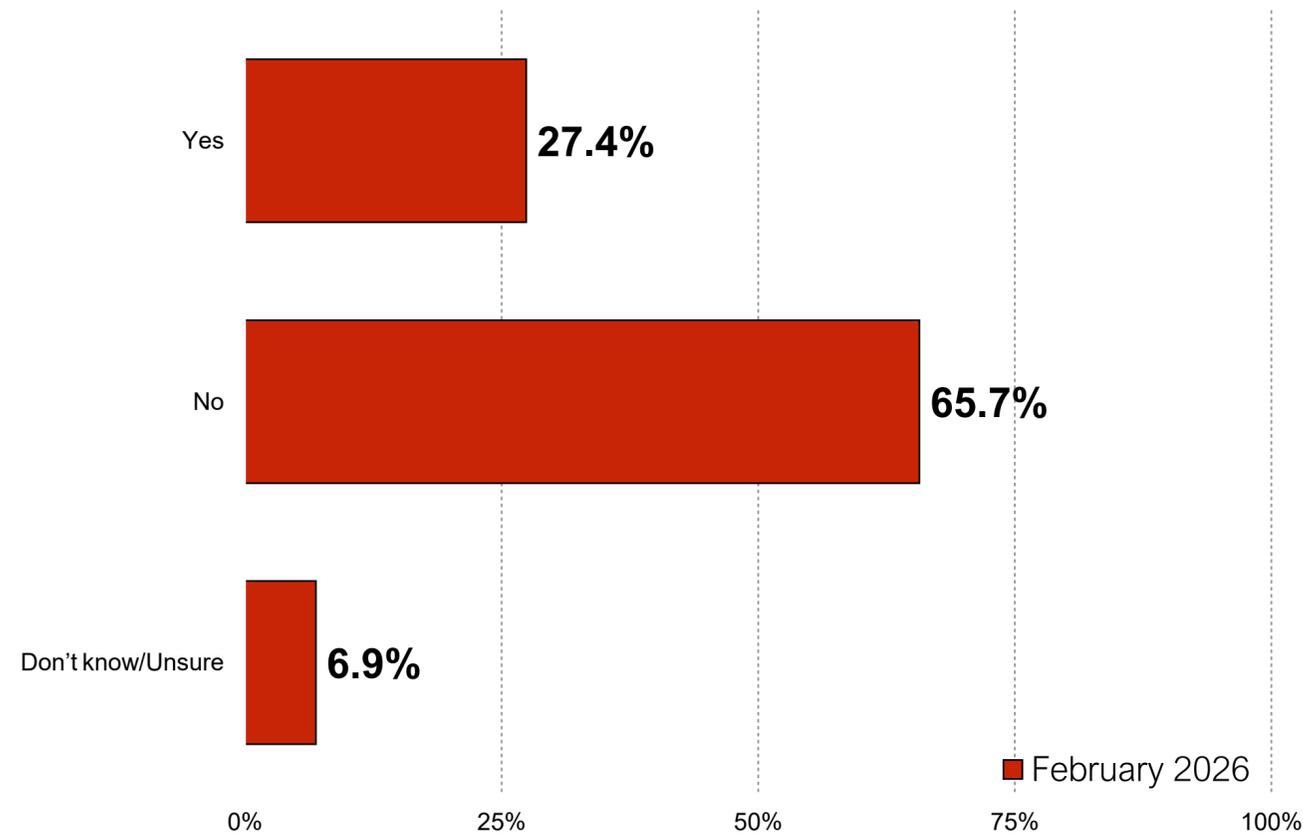
N=546
 Q: Do you watch games in which you have no other rooting interest other than bets/wagers that you've placed?
 Q: Have you ever found yourself rooting against your favorite team or player because of a bet you placed?
 Q: Do you feel more emotionally invested in individual play or players rather than the outcome of games because of a bet you placed?

Awareness & Habits | Promotion Impact and Future Betting

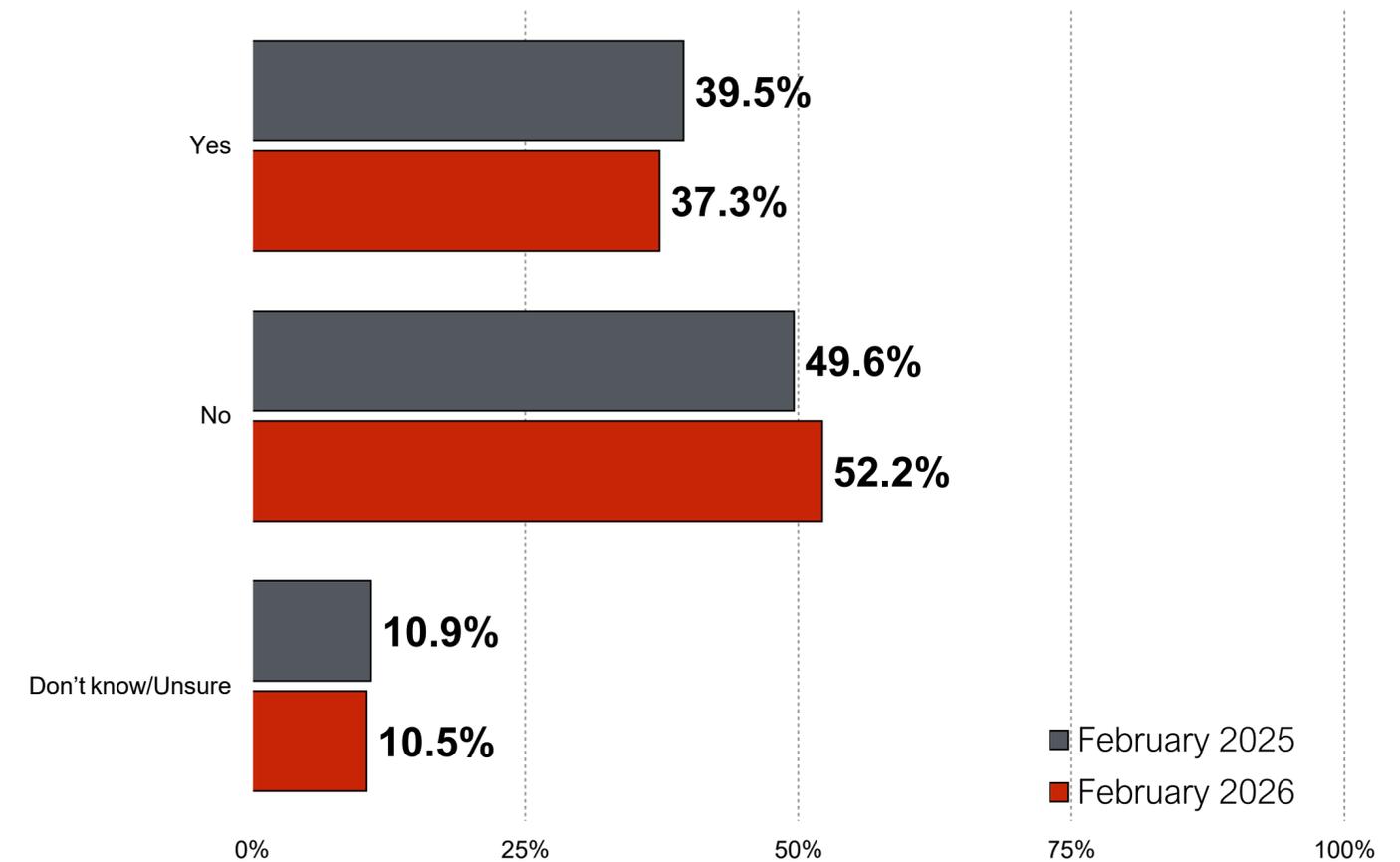
Overall, slightly more than one-quarter of U.S. respondents (27.4%) said that sports betting promotions influenced them to open a new gambling account. In addition, in 2026, slightly fewer say they plan to place a sports bet in the next 12 months (37.3% vs. 39.5% in 2025), while slightly more say they do not plan to place such a bet (52.2% vs. 49.6% in 2025).

- ❖ Age:
 - ❖ Saying sports betting promotions have influenced opening a new gambling account declines sharply with age, highest among 18–34 (42.3%) and lowest among 55+ (9.9%).
 - ❖ Planned betting in the next 12 months is highest among 18–34 (50.2%), then decreases with age (35-44: 45.3%; 55+: 20.1%).
- ❖ Region:
 - ❖ Planned betting is highest in the Northeast (42.0%) and lower in the West (34.9%), Midwest (35.7%), and South (37.7%).
- ❖ Gender:
 - ❖ A third of men (33.3%) say sports betting promotions have influenced opening a new gambling account, compared to approximately one-in-five women (21.8%).
 - ❖ 30.3% of women plan to place a bet/wager on sports in the next 12 months, compared to nearly half of men (44.7%).

Influence of Sports Betting Promotions on Likelihood to Open a New Gambling Account



Likelihood to Place a Sports Bet Over the Next 12 Months



N=1,500 (2025 and 2026)

Q: Have sports betting promotions (e.g., "riskfree bets," bonus bets) ever influenced you to open a new gambling account?

Q: In the next 12 months, do you plan to place a bet on a sporting event (e.g., betting on the outcome of a game, player props, season totals, in-game/live betting, futures)?

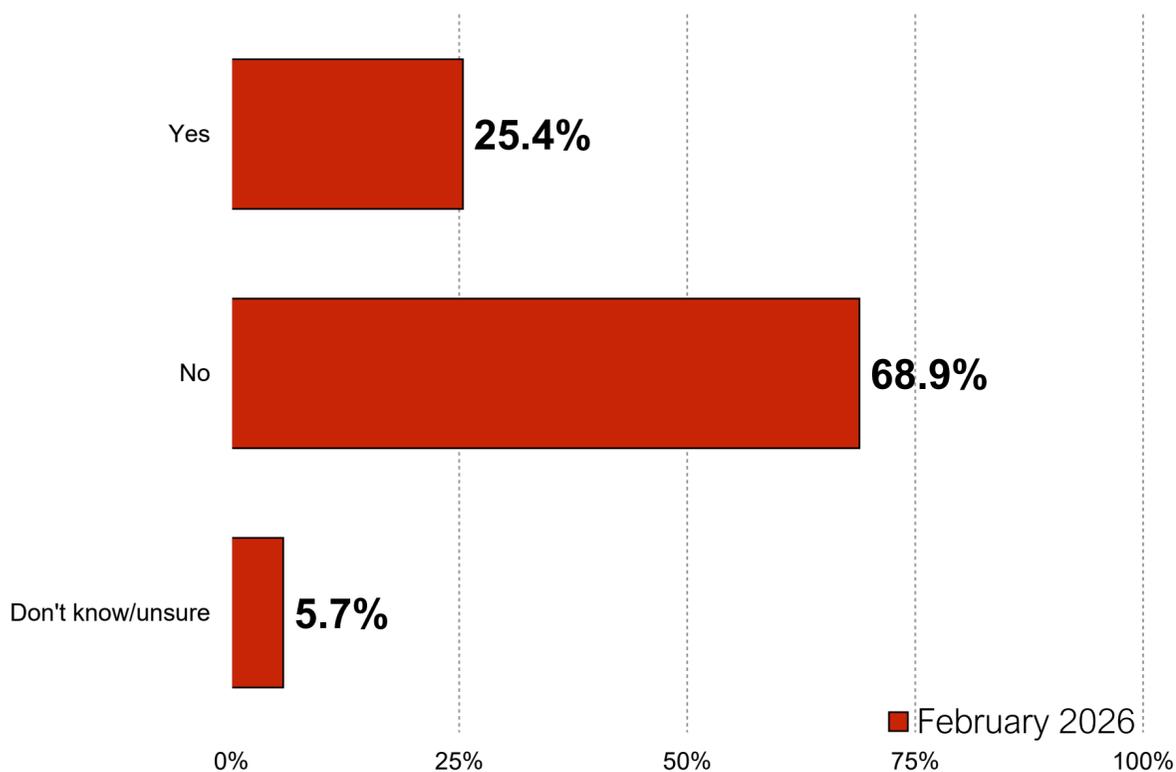


Awareness & Habits | Betting on Other Prediction Markets

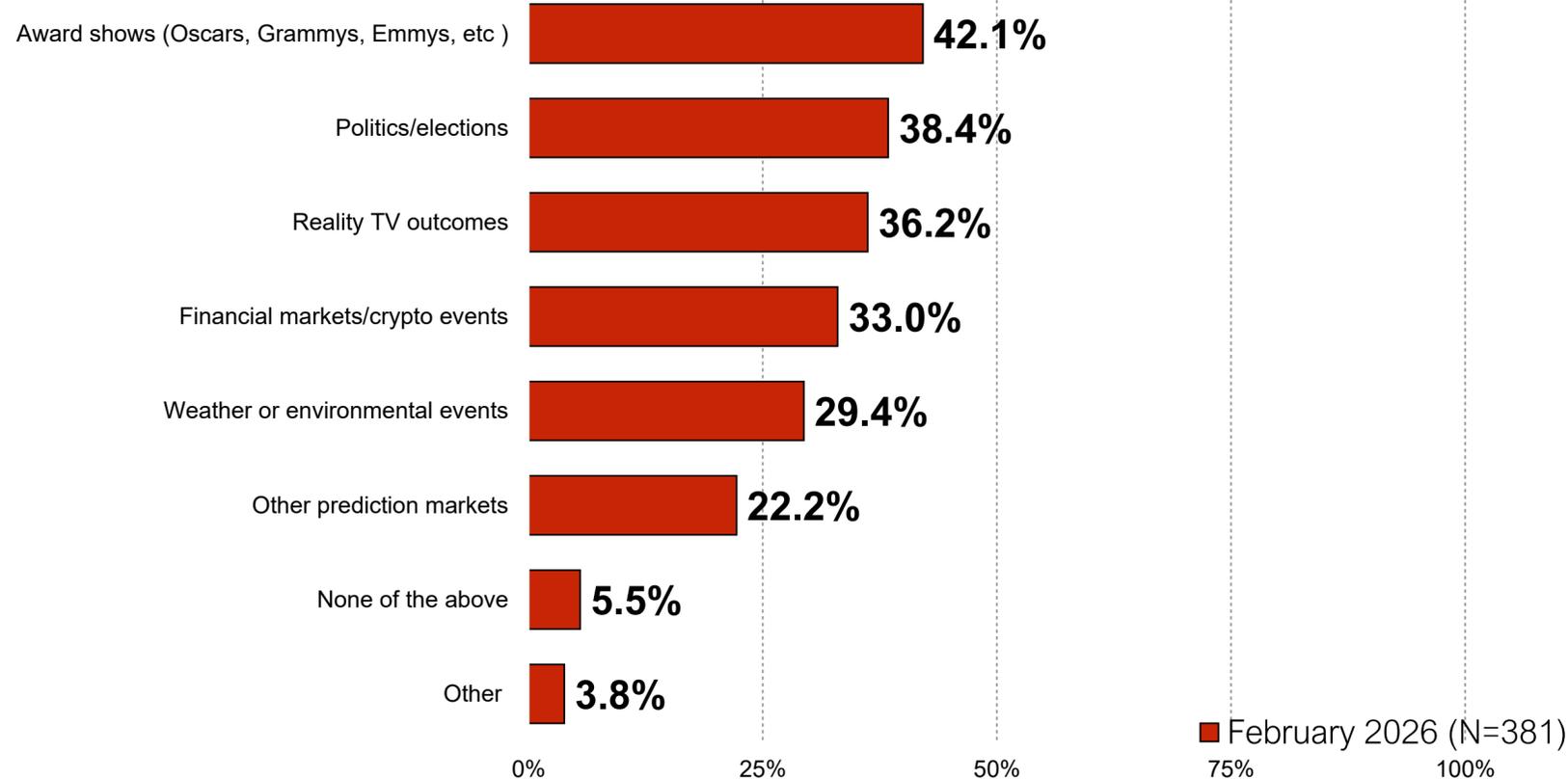
In 2026, one-quarter (25.4%) report having placed a bet on something other than sports. Among those who have (*n=381*), the most common categories include award shows (42.1%), politics (38.4%) and reality TV outcomes (36.2%).

- ❖ Age:
 - ❖ Having ever placed a bet on something other than sports declines sharply with age; highest among 18–34 (40.5%), while lower among 35-54 (28.0%) and 55+ (11.5%).
 - ❖ Among non-sports bettors, award shows are most common among 18–34 (47.4%), while betting on politics/elections increases with age, highest among 55+ (46.4%).
- ❖ Region:
 - ❖ Having ever placed a non-sports bet is relatively consistent across regions, yet slightly higher in the South (26.9%) and slightly lower in the West (22.2%). Further, betting on politics/elections is highest in the Northeast (42.9%) and South (41.5%), and lowest in the West (30.1%).
- ❖ Gender:
 - ❖ Over one-quarter of men placed a non-sports bet in the past (27.9%), slightly higher than 22.9% of women. Women were more likely to wager on awards shows (43.3%) and reality TV (40.6%), while men were more likely to wager on politics/elections (44.8%) and finance/crypto (36.4%).

Betting on Non-Sports Prediction Markets



Types of Non-Sports Category Bets Placed



N=1,500 or N=381
 Q: Have you ever placed a bet on something other than sports (e.g., politics, award shows, cryptocurrency events, entertainment outcomes)?
 Q: Which non-sports categories have you bet on? (Select all that apply)

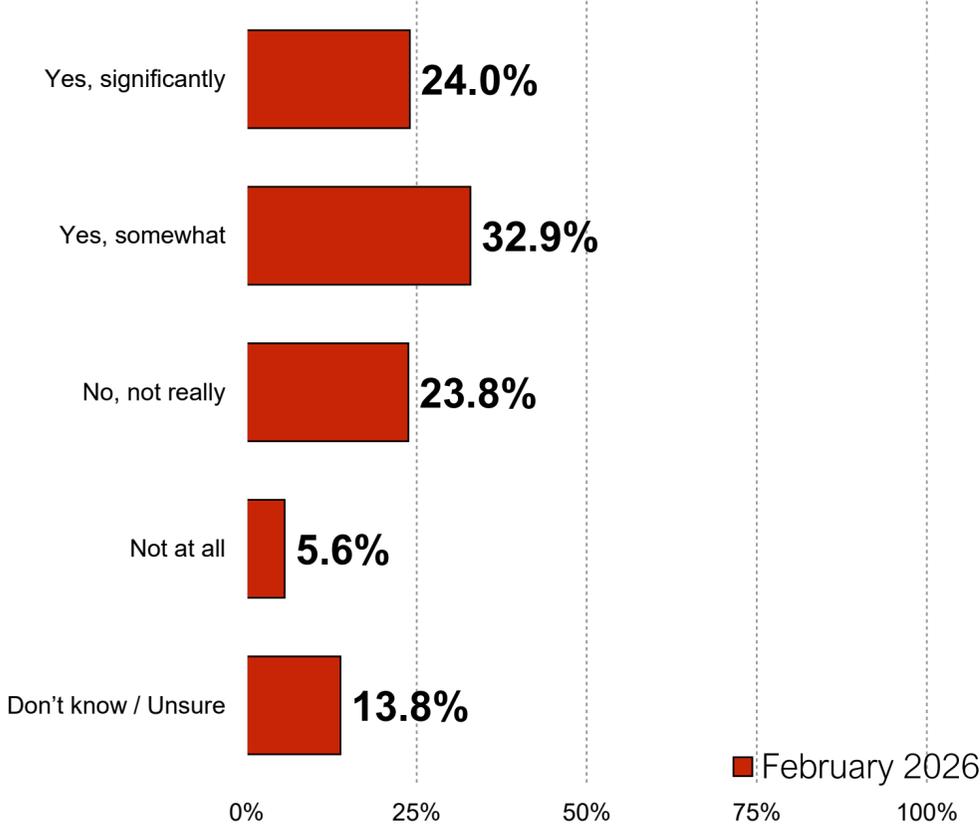
College Sports | Unique Impacts of Gambling on Collegiate Sports



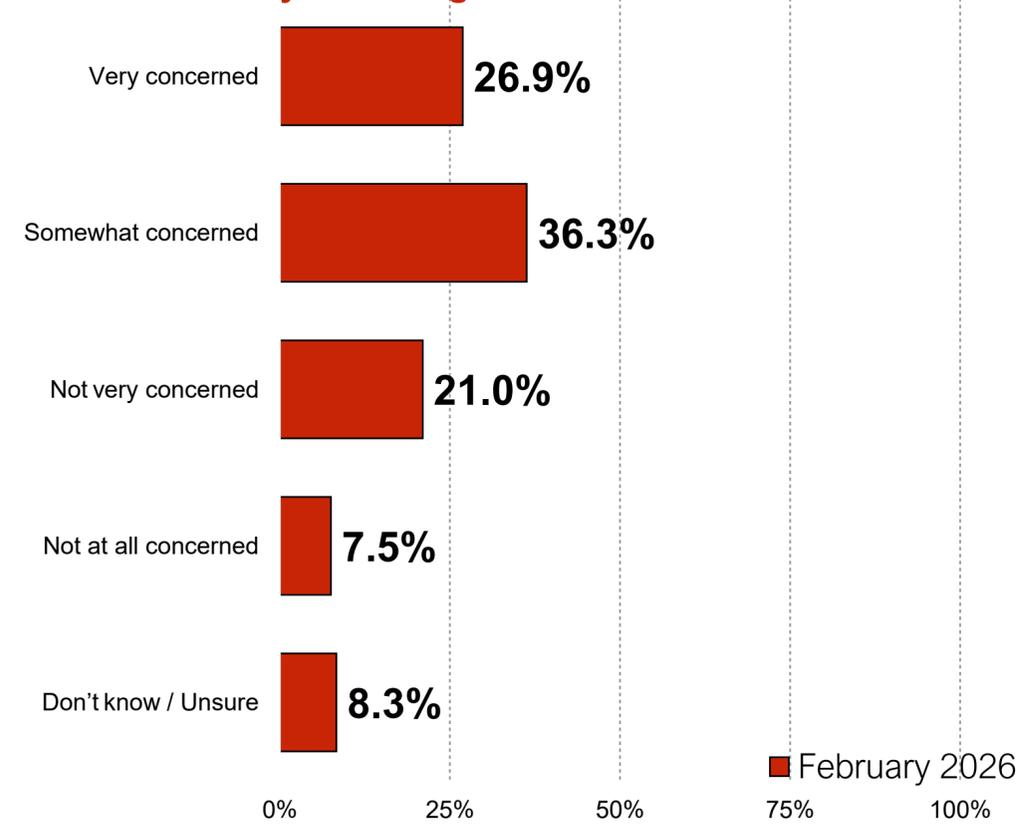
In 2026, a majority of respondents believe sports gambling affects the integrity of college basketball, with 56.9% saying it does so either “significantly” or “somewhat.” Concern about college athletes being pressured by gambling activity is also notable. In 2026, 63.2% say they are at least “somewhat concerned” about the pressure these athletes are facing as it relates to gambling and 51.2% believe college students are at higher risk of problematic gambling behavior compared to the general population.

- ❖ Age:
 - ❖ Concern that college athletes may be pressured by gambling activity (Top 2 Box) is highest among 55+ (69.0%) compared to 59.4% of 35-54 and 60.0% of 18–34.
 - ❖ Belief that college students are at higher risk for problematic gambling is highest among 55+ (55.4%) compared to 48.6% among 35–54 and 49.0% among 18–34.
- ❖ Region:
 - ❖ Belief that gambling affects the integrity of college basketball (Top 2 Box) is highest in the Northeast (59.2%) and South (59.1%), and lowest in the West (49.2%).
- ❖ Gender:
 - ❖ 68.1% of men have concern that college athletes may be pressured by gambling activity, compared to 58.8% of women.

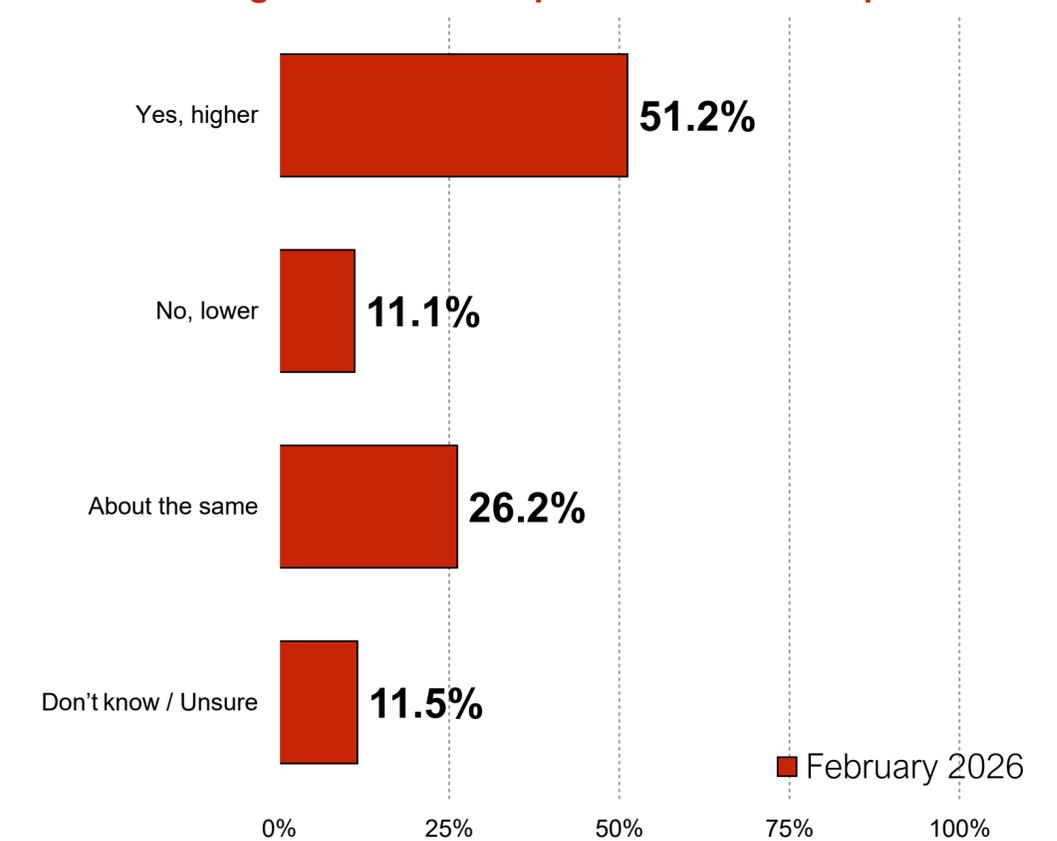
Sports Gambling Impact on Integrity of College Basketball



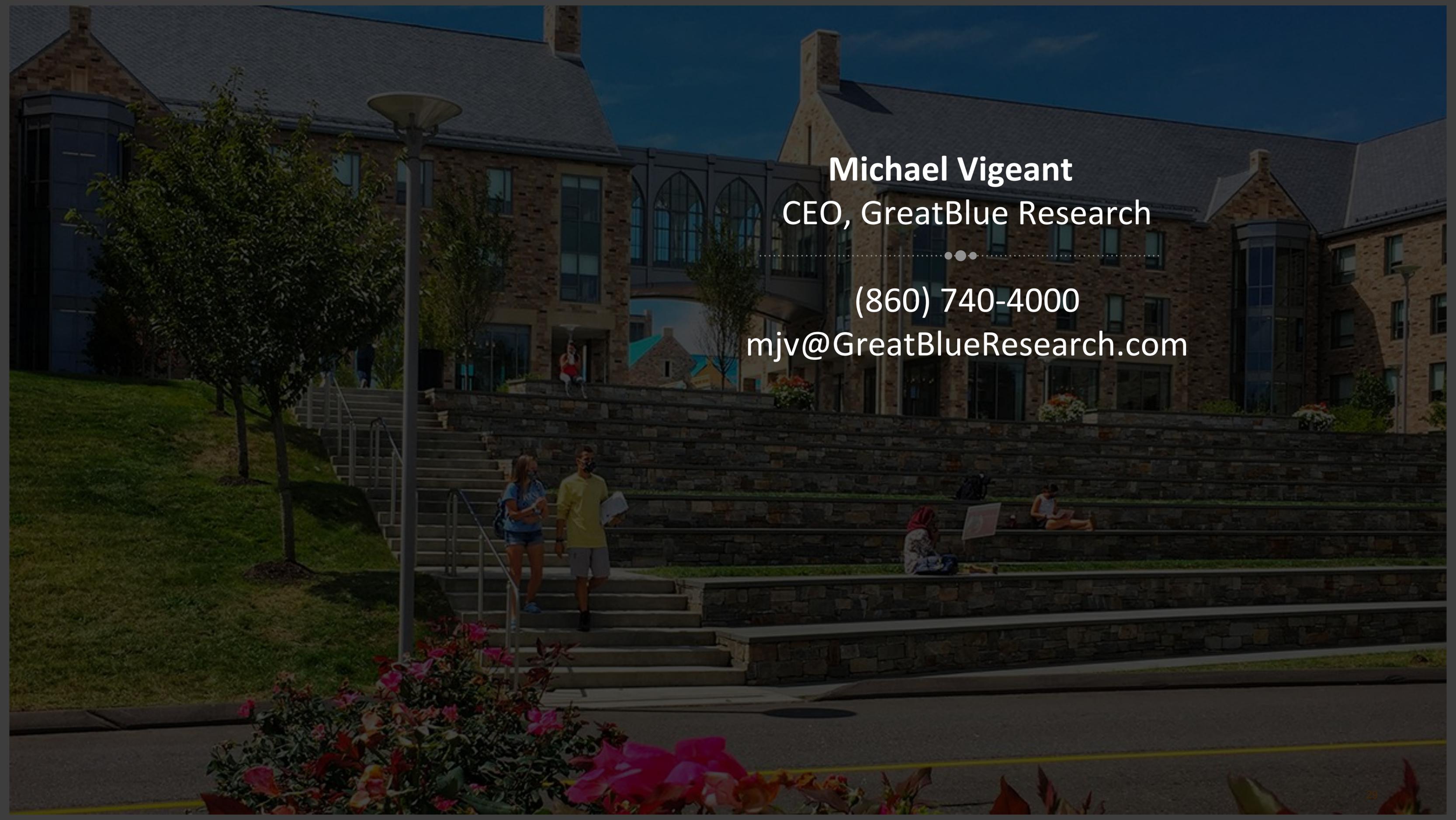
Concern Over College Athletes Being Pressured by Gambling



Perceived Risk Level For Problematic Gambling Among College Students Compared to General Population



N=1,500
 Q: Do you think sports gambling affects the integrity of college basketball?
 Q: How concerned are you that college athletes may be pressured by gambling activity surrounding their games?
 Q: Do you think college students, in general, are at higher or lower risk for problematic gambling behavior compared to the general population?



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