

January 6 - 11, 2025

3047 United States Residents

MOE +/- 1.9%

Q24. Now, turning to a separate topic in sports... How often would you say have you seen an advertisement for an online sportsbook, that is, an online sports betting service including but not limited to DraftKings, Caesars, FanDuel, BetMGM and so on?																									
	Total		Fanship Category				Gender		Age				Region				Ethnicity					Education			
	2025	2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Very often	29%	24%	60%	31%	20%	10%	36%	22%	36%	33%	25%	19%	34%	28%	29%	27%	25%	38%	34%	27%	37%	28%	30%		
Somewhat often	29%	30%	31%	38%	30%	16%	32%	27%	31%	27%	28%	32%	29%	29%	29%	29%	29%	33%	32%	32%	21%	28%	32%		
Not very often	19%	21%	7%	20%	25%	23%	16%	22%	17%	19%	21%	21%	15%	19%	19%	21%	21%	16%	17%	22%	11%	19%	20%		
Never	19%	18%	1%	10%	20%	46%	13%	25%	14%	15%	22%	27%	15%	21%	20%	20%	22%	10%	16%	17%	24%	21%	15%		
Don't Know/Refused	3%	6%	1%	1%	5%	7%	3%	4%	2%	2%	5%	5%	3%	4%	2%	3%	3%	3%	2%	3%	7%	4%	2%		
Q25. Do you have an account with one of these online sportsbooks?																									
	Total		Fanship Category				Gender		Age				Region				Ethnicity					Education			
	2025	2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	22%	19%	67%	23%	6%	2%	30%	15%	35%	34%	10%	4%	27%	22%	22%	19%	16%	33%	38%	27%	21%	21%	25%		
No	76%	79%	32%	75%	94%	97%	69%	83%	63%	65%	89%	96%	72%	77%	77%	79%	83%	66%	61%	70%	77%	78%	74%		
Don't Know/Refused	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	1%		
Q26. [If Q25 = No or DK] While you may not have an active account, have you ever opened an account with one of these online sportsbooks?																									
	Total		Fanship Category				Gender		Age				Region				Ethnicity					Education			
	2025		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	7%		22%	10%	4%	1%	8%	5%	10%	10%	4%	3%	8%	6%	6%	7%	5%	11%	11%	9%	5%	6%	8%		
No	91%		75%	88%	93%	98%	91%	92%	86%	88%	94%	96%	90%	92%	92%	90%	94%	85%	85%	88%	91%	92%	91%		
Don't Know/Refused	2%		3%	2%	3%	1%	1%	3%	4%	2%	2%	1%	2%	2%	2%	3%	1%	4%	4%	3%	4%	2%	2%		
Q25 - Q26. Computed Account Status																									
	Total		Fanship Category				Gender		Age				Region				Ethnicity					Education			
	2025		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Have an Account (Q25 = Yes)	22%		67%	23%	6%	2%	30%	15%	35%	34%	10%	4%	27%	22%	22%	19%	16%	33%	38%	27%	21%	21%	25%		
Had an account (Q26 = Yes)	5%		7%	8%	4%	1%	6%	4%	7%	7%	4%	3%	6%	5%	5%	6%	4%	7%	7%	6%	4%	5%	6%		
No account (Both Q25 AND Q26 = No or DK)	72%		26%	69%	90%	97%	64%	80%	58%	59%	86%	93%	67%	73%	73%	75%	80%	59%	55%	67%	75%	74%	70%		
Q27. (Of those with an account) [Do/Did] you have at least one app on your smartphone to access your online sportsbook account?																									
	Total		Fanship Category				Gender		Age				Region				Ethnicity					Education			
	2025	2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	87%	91%	96%	78%	68%	74%	90%	81%	89%	89%	76%	73%	90%	86%	87%	86%	86%	89%	90%	86%	76%	85%	90%		
No	13%	8%	4%	21%	29%	26%	10%	18%	11%	11%	23%	20%	10%	14%	13%	14%	14%	11%	10%	14%	19%	15%	9%		
Don't Know/Refused	0%	1%	0%	1%	3%	0%	0%	1%	0%	0%	1%	7%	1%	1%	0%	0%	1%	0%	0%	0%	5%	1%	0%		

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Q28. (Of those with an account) When did you first create an account with an online sportsbook?																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Within the past year	33%	35%	32%	32%	41%	36%	31%	38%	38%	33%	28%	12%	28%	37%	33%	33%	31%	33%	37%	23%	46%	35%	29%		
More than a year ago but less than two years ago	34%	35%	34%	36%	24%	40%	34%	35%	36%	33%	38%	25%	36%	34%	32%	33%	34%	34%	37%	29%	23%	35%	32%		
More than two years ago	31%	29%	33%	30%	28%	21%	35%	24%	26%	33%	31%	64%	35%	28%	33%	32%	33%	32%	26%	43%	26%	28%	37%		
Don't Know/Refused	1%	1%	1%	2%	6%	3%	1%	3%	1%	2%	3%	0%	1%	2%	2%	1%	1%	1%	6%	5%	1%	2%			
Q29. (Of those with an account) How many online sportsbooks (i.e, different services, such as with both DraftKings AND Caesars, etc.) [do/did] you have an account with?																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Just one	40%	37%	30%	47%	67%	51%	37%	46%	34%	39%	51%	73%	35%	41%	41%	43%	44%	36%	35%	38%	44%	39%	41%		
2	34%	35%	39%	32%	14%	30%	36%	31%	38%	36%	25%	10%	39%	35%	30%	31%	31%	38%	38%	31%	27%	35%	33%		
3	15%	21%	17%	14%	5%	16%	16%	13%	16%	15%	12%	12%	14%	12%	15%	19%	15%	11%	16%	21%	10%	15%	15%		
4 or more	10%	7%	13%	7%	5%	0%	11%	8%	12%	9%	7%	5%	12%	10%	12%	6%	7%	14%	11%	8%	15%	10%	10%		
Don't Know/Refused	1%	0%	0%	1%	8%	3%	1%	3%	1%	1%	5%	0%	0%	2%	2%	1%	2%	0%	1%	2%	5%	1%	2%		
Q30. (Of those with an account) How often [do/did] you check an online sportsbook to see the odds on a bet, or to investigate possible bets?																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
More than 2 times a day	19%	24%	30%	8%	4%	0%	22%	16%	24%	18%	12%	10%	16%	22%	18%	20%	13%	31%	22%	22%	19%	21%	16%		
Once or twice each day	25%	24%	32%	22%	6%	4%	28%	20%	30%	23%	21%	16%	28%	25%	21%	28%	25%	20%	30%	32%	15%	23%	31%		
A couple of times a week	30%	30%	28%	37%	20%	7%	30%	30%	27%	33%	23%	50%	32%	28%	31%	30%	33%	26%	26%	31%	36%	29%	32%		
Once in a while	18%	20%	9%	23%	46%	45%	16%	22%	14%	21%	29%	14%	21%	17%	25%	12%	21%	17%	18%	12%	9%	20%	16%		
Never	6%	3%	0%	8%	21%	44%	3%	10%	4%	6%	13%	10%	3%	8%	4%	7%	8%	5%	3%	2%	12%	7%	4%		
Don't Know/Refused	1%	0%	1%	1%	4%	0%	1%	1%	2%	0%	3%	0%	0%	1%	1%	2%	1%	1%	1%	2%	8%	1%	1%		
Q31. (Of those with an account) Have you ever placed a bet on a sporting event through an online sportsbook?																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	83%	88%	93%	78%	55%	59%	87%	77%	86%	82%	72%	88%	91%	79%	84%	83%	86%	84%	81%	83%	71%	80%	88%		
No	16%	11%	7%	21%	45%	41%	13%	22%	14%	17%	28%	9%	8%	21%	15%	16%	13%	16%	19%	16%	29%	19%	11%		
Don't Know/Refused	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	3%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%		

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Q32. [If Q31 = Yes] (Of those with an account AND who have placed a bet) How often [do/did] you place a bet on a sporting event using an online sportsbook?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
3 or more times a week	21%	24%	28%	13%	6%	6%	26%	12%	24%	20%	19%	12%	25%	20%	20%	20%	16%	28%	22%	30%	28%	21%	21%		
Once or twice a week	33%	35%	39%	28%	13%	0%	34%	31%	35%	36%	24%	19%	41%	33%	28%	30%	34%	37%	28%	38%	24%	31%	36%		
A few times every month but less than once a week	24%	20%	19%	33%	24%	11%	22%	27%	25%	21%	21%	37%	19%	26%	25%	25%	23%	19%	30%	17%	30%	25%	22%		
Once in a while	21%	20%	13%	26%	55%	82%	18%	28%	16%	23%	36%	33%	15%	21%	26%	25%	26%	15%	20%	15%	19%	22%	20%		
Don't Know/Refused	1%	0%	1%	0%	3%	0%	0%	2%	1%	0%	0%	0%	1%	1%	0%	1%	1%	2%	0%	0%	0%	1%	0%		
Q33. (Of those with an account AND who have placed a bet) Thinking about the bets you've made on online sportsbooks, would you say that you [win/won] more than you [lose/lost], [lose/lost] more than you [win/won], or that you usually [break/broke] even?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Win more than lose	30%	36%	36%	23%	11%	26%	33%	25%	33%	29%	17%	25%	32%	31%	23%	32%	30%	28%	31%	28%	36%	24%	39%		
Lose more than win	37%	30%	33%	42%	56%	36%	36%	38%	38%	36%	47%	23%	38%	36%	38%	37%	36%	45%	34%	36%	39%	41%	31%		
Usually break even	33%	33%	31%	35%	30%	38%	30%	37%	29%	34%	36%	46%	29%	32%	39%	31%	34%	27%	35%	36%	25%	35%	29%		
Don't Know/Refused	1%	1%	0%	1%	3%	0%	1%	0%	0%	0%	0%	5%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%		
Q34. (Of those with an account AND who have placed a bet) What is the largest total amount of money you have ever won in a day using an online sportsbook?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
No more than \$50	21%	20%	15%	23%	56%	56%	18%	27%	14%	24%	27%	43%	19%	19%	27%	18%	24%	19%	15%	17%	26%	23%	17%		
\$50.00 - \$99.99	22%	18%	22%	24%	19%	30%	20%	26%	24%	20%	27%	17%	22%	23%	22%	22%	23%	24%	24%	14%	13%	25%	18%		
\$100.00 - \$199.99	21%	20%	21%	22%	13%	0%	20%	21%	24%	16%	20%	25%	19%	21%	20%	22%	21%	20%	19%	25%	16%	21%	20%		
\$200.00 - \$499.99	18%	21%	21%	15%	6%	9%	19%	16%	19%	19%	9%	12%	17%	21%	14%	17%	16%	15%	20%	21%	29%	14%	24%		
\$500.00 - \$999.99	9%	12%	10%	7%	2%	0%	10%	6%	9%	10%	4%	3%	13%	7%	6%	9%	7%	10%	9%	13%	4%	8%	10%		
\$1000.00 or more	10%	8%	11%	9%	1%	0%	13%	3%	10%	11%	11%	0%	9%	9%	10%	11%	7%	10%	13%	10%	11%	10%	9%		
Don't Know/Refused	1%	1%	0%	0%	2%	5%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%		
Q35. (Of those with an account AND who have placed a bet) Have you ever placed a bet against your favorite team using an online sportsbook?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	59%	56%	64%	55%	42%	16%	61%	54%	67%	55%	40%	43%	56%	61%	52%	65%	57%	59%	64%	56%	46%	55%	66%		
No	40%	42%	36%	43%	53%	54%	38%	43%	32%	43%	60%	50%	44%	38%	45%	34%	41%	41%	36%	41%	46%	44%	34%		
Don't Know/Refused	2%	1%	0%	2%	6%	30%	1%	3%	1%	2%	0%	6%	1%	1%	3%	1%	2%	1%	0%	3%	8%	2%	1%		

Q36. (Of those with an account AND who have placed a bet) Have you ever participated in a promotion on an online sportsbook in which you were awarded money for your participation or perhaps guaranteed that your losses would be reimbursed? Example: ``Bet \$10, Get \$100 in Bonus Bets if Your Team Wins``																										
		Fanship Category					Gender		Age				Region				Ethnicity					Education				
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Yes	77%	79%	84%	70%	58%	60%	79%	73%	83%	77%	74%	41%	76%	83%	75%	72%	73%	82%	81%	72%	89%	77%	77%			
No	20%	19%	15%	26%	37%	30%	19%	23%	16%	21%	20%	50%	22%	16%	21%	25%	24%	18%	17%	26%	4%	20%	21%			
Don't Know/Refused	2%	2%	1%	4%	5%	10%	2%	4%	1%	3%	5%	9%	2%	1%	5%	3%	3%	1%	3%	1%	8%	3%	1%			
Of the following, please indicate whether or not any of the following reasons describe why you [bet/betted] using online sportsbooks: [ROTATE Q37 - Q44]																										
Q37. (Of those with an account AND who have placed a bet) Placing bets on my favorite teams and players [is/was] fun and exciting.																										
		Fanship Category					Gender		Age				Region				Ethnicity					Education				
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Yes	95%	93%	98%	94%	83%	54%	96%	92%	95%	97%	93%	80%	96%	95%	93%	94%	94%	96%	95%	98%	94%	95%	95%			
No	5%	6%	2%	5%	15%	40%	3%	7%	4%	2%	5%	20%	3%	4%	5%	6%	5%	3%	5%	2%	6%	4%	5%			
Don't Know/Refused	1%	1%	0%	1%	2%	6%	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%	0%	0%	1%	0%			
Q38. (Of those with an account AND who have placed a bet) Placing bets [makes/made] me more interested in watching the games live.																										
		Fanship Category					Gender		Age				Region				Ethnicity					Education				
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Yes	88%	85%	92%	84%	64%	70%	90%	83%	87%	90%	85%	81%	87%	90%	81%	90%	88%	87%	86%	93%	88%	87%	88%			
No	12%	14%	7%	16%	33%	30%	9%	16%	12%	9%	15%	16%	13%	9%	16%	10%	11%	12%	13%	5%	12%	12%	11%			
Don't Know/Refused	1%	1%	1%	0%	3%	0%	1%	1%	1%	0%	0%	3%	0%	1%	2%	0%	1%	1%	1%	1%	0%	1%	1%			
Q39. (Of those with an account AND who have placed a bet) I [like/liked] to talk to my friends and family about my bets.																										
		Fanship Category					Gender		Age				Region				Ethnicity					Education				
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Yes	77%	75%	86%	71%	41%	21%	77%	78%	82%	78%	71%	48%	76%	82%	70%	78%	73%	82%	81%	85%	65%	78%	76%			
No	22%	24%	13%	28%	59%	73%	23%	21%	18%	22%	29%	47%	23%	18%	28%	22%	26%	17%	19%	15%	35%	21%	24%			
Don't Know/Refused	1%	1%	0%	1%	0%	6%	1%	0%	0%	1%	0%	5%	1%	0%	2%	0%	1%	1%	1%	0%	0%	1%	1%			
Q40. (Of those with an account AND who have placed a bet) I [like/liked] to bet small amounts on parlays, futures or other bets that pay a lot more than you bet if you win.																										
		Fanship Category					Gender		Age				Region				Ethnicity					Education				
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Yes	83%	83%	88%	78%	73%	62%	84%	82%	85%	88%	78%	53%	83%	87%	80%	81%	79%	87%	88%	92%	75%	84%	82%			
No	15%	14%	11%	21%	22%	38%	14%	18%	14%	11%	21%	47%	16%	12%	18%	18%	21%	10%	11%	7%	21%	14%	17%			
Don't Know/Refused	1%	3%	1%	1%	4%	0%	2%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	3%	1%	1%	3%	2%	1%			

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Q41. (Of those with an account AND who have placed a bet) I [like/liked] to participate in prop bets, or bets made on small events that don't affect the outcome of a game, such as a player making a certain number of shots / passes or who will score first, for example.

	Total 2025	Fanship Category					Gender		Age				Region				Ethnicity					Education	
		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	73%	82%	62%	46%	51%	74%	71%	74%	79%	59%	47%	74%	74%	64%	78%	68%	75%	76%	87%	75%	73%	73%	
No	25%	17%	34%	45%	43%	24%	27%	24%	18%	35%	51%	25%	23%	32%	19%	30%	20%	22%	10%	21%	24%	25%	
Don't Know/Refused	3%	1%	4%	9%	6%	3%	3%	2%	3%	6%	2%	1%	3%	4%	2%	2%	4%	2%	3%	4%	3%	2%	

Q42. (Of those with an account AND who have placed a bet) I [think/thought] I [can/could] make money by placing bets.

	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education	
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	86%	80%	90%	81%	76%	70%	88%	82%	90%	86%	73%	66%	85%	88%	85%	83%	78%	94%	92%	88%	93%	88%	82%
No	12%	18%	9%	16%	19%	30%	10%	16%	9%	11%	22%	31%	12%	10%	13%	16%	20%	5%	6%	10%	4%	10%	15%
Don't Know/Refused	2%	2%	1%	3%	5%	0%	2%	1%	1%	2%	5%	3%	3%	2%	1%	2%	3%	1%	1%	2%	4%	2%	3%

Q43. (Of those with an account AND who have placed a bet) I signed up for an account because of a promotion, the money was free.

	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education	
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	74%	71%	75%	71%	72%	67%	73%	75%	75%	73%	72%	67%	75%	76%	72%	69%	73%	67%	77%	77%	75%	74%	73%
No	25%	28%	24%	27%	25%	33%	26%	24%	24%	26%	28%	25%	24%	22%	26%	31%	25%	31%	22%	23%	25%	25%	25%
Don't Know/Refused	1%	0%	1%	2%	3%	0%	2%	1%	1%	1%	0%	8%	1%	2%	2%	0%	1%	2%	1%	0%	0%	1%	2%

Q44. (Of those with an account AND who have placed a bet) I [like/liked] to research statistics on players and teams ahead of the games so I [have/had] more information with which to make more successful bets.

	Total 2025	Fanship Category					Gender		Age				Region				Ethnicity					Education	
		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	84%	92%	81%	42%	41%	87%	80%	84%	88%	79%	70%	84%	85%	81%	87%	80%	87%	89%	91%	82%	83%	87%	
No	14%	8%	17%	53%	59%	12%	18%	14%	12%	21%	25%	14%	14%	17%	13%	19%	11%	9%	9%	18%	15%	13%	
Don't Know/Refused	1%	0%	3%	5%	0%	1%	2%	2%	1%	0%	5%	2%	1%	2%	0%	1%	1%	2%	0%	0%	2%	0%	

Q45. (Of those with an account AND who have placed a bet) How often [do/did] you deposit money into your online sportsbook account?

	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education	
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
I deposited money when I started and have never deposited again	16%	16%	14%	15%	28%	63%	15%	18%	16%	12%	19%	32%	14%	14%	17%	20%	19%	12%	16%	11%	10%	14%	19%
Only once in a while	39%	43%	35%	44%	50%	37%	39%	39%	35%	41%	49%	48%	41%	38%	36%	40%	42%	31%	40%	36%	30%	38%	40%
About monthly	22%	22%	24%	22%	16%	0%	22%	22%	25%	22%	17%	13%	19%	24%	23%	23%	22%	20%	22%	27%	28%	23%	21%
Weekly or even more often	22%	18%	27%	17%	6%	0%	23%	19%	24%	24%	15%	3%	26%	23%	22%	16%	16%	34%	21%	26%	33%	23%	19%
Don't Know/Refused	1%	1%	0%	2%	0%	0%	1%	1%	1%	1%	0%	5%	1%	1%	1%	0%	1%	2%	1%	0%	0%	1%	1%

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Q46. (Of those with an account AND who have placed a bet) [Do/Did] you use features on online sports betting apps designed to help users bet responsibly, such as by placing deposit limits, daily time limits, 'cool-off' periods and so on?																									
	Fanship Category						Gender		Age				Region				Ethnicity					Education			
	Total 2025		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	50%		60%	41%	21%	6%	51%	49%	57%	51%	37%	17%	46%	53%	42%	58%	50%	45%	58%	50%	37%	46%	57%		
No	49%		39%	57%	76%	94%	48%	50%	42%	48%	63%	80%	53%	46%	57%	41%	49%	54%	42%	50%	55%	53%	42%		
Don't Know/Refused	1%		0%	1%	3%	0%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	0%	0%	8%	1%	1%		
Q47. (Of those with an account AND who have placed a bet) Which of the following [is/was] closest to how you [withdraw/withdrew] winnings from your account?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
If I win \$500 or more I take the money out	23%	24%	30%	16%	8%	0%	28%	14%	25%	25%	19%	5%	21%	25%	19%	26%	21%	28%	23%	24%	26%	20%	29%		
If I win \$100 or more I take the money out	50%	47%	49%	52%	54%	37%	48%	56%	52%	50%	43%	51%	55%	52%	49%	45%	49%	49%	50%	54%	63%	52%	47%		
I usually leave my winnings in the account in order to make more bets	20%	24%	18%	23%	25%	19%	20%	20%	18%	20%	28%	25%	17%	17%	26%	24%	22%	16%	22%	19%	8%	21%	19%		
I've never withdrawn money from my account	5%	5%	2%	7%	11%	44%	3%	9%	3%	4%	10%	20%	5%	6%	4%	6%	6%	5%	4%	3%	3%	6%	4%		
Don't Know/Refused	1%	1%	1%	1%	3%	0%	1%	1%	1%	1%	0%	0%	2%	1%	2%	0%	1%	2%	1%	0%	0%	1%	0%		
Q48. (Of those with an account AND who have placed a bet) Have you ever "Chased" a bet, that is, bet an increased amount in hopes of getting your money back from a previous bet where you lost?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	52%	53%	58%	48%	21%	25%	57%	41%	58%	54%	38%	15%	55%	52%	41%	58%	47%	55%	58%	61%	37%	52%	51%		
No	47%	47%	40%	51%	79%	75%	41%	58%	41%	44%	62%	85%	45%	45%	58%	41%	51%	44%	41%	39%	58%	47%	47%		
Don't Know/Refused	1%	1%	2%	1%	0%	0%	2%	1%	1%	2%	0%	0%	0%	2%	1%	1%	2%	1%	1%	0%	4%	1%	2%		
Q49. (Of those with an account AND who have placed a bet) Have you ever bet a total of \$100 or more in one day using an online sportsbook?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	56%	59%	65%	47%	30%	17%	63%	43%	56%	62%	48%	29%	59%	54%	45%	67%	54%	47%	60%	78%	50%	51%	63%		
No	44%	41%	35%	53%	70%	83%	37%	57%	44%	38%	52%	71%	41%	45%	55%	33%	46%	53%	39%	22%	50%	48%	37%		
Don't Know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%		

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Q50. (Of those with an account AND who have placed a bet) Have you ever bet a total of \$500 or more in one day using an online sportsbook?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	24%	24%	29%	19%	7%	0%	28%	15%	25%	26%	20%	3%	27%	23%	14%	31%	21%	19%	34%	25%	15%	19%	31%		
No	76%	76%	70%	81%	93%	100%	72%	84%	74%	74%	80%	97%	73%	77%	85%	68%	79%	81%	66%	75%	85%	81%	68%		
Don't Know/Refused	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	1%		
Q51. (Of those with an account AND who have placed a bet) Has anyone ever expressed concern to you about your usage of online sportsbooks?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	23%	22%	27%	18%	5%	0%	24%	18%	29%	20%	14%	3%	21%	21%	19%	30%	22%	16%	31%	19%	12%	20%	27%		
No	77%	78%	72%	81%	95%	100%	75%	82%	71%	80%	86%	97%	78%	79%	81%	70%	78%	83%	68%	81%	88%	80%	72%		
Don't Know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%		
Q52. (Of those with an account AND who have placed a bet) Have you ever lied to someone about the extent of how much you bet using online sportsbooks?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	20%	19%	25%	17%	2%	6%	22%	18%	23%	21%	14%	8%	18%	21%	18%	25%	21%	15%	27%	13%	11%	18%	24%		
No	79%	80%	75%	82%	98%	94%	78%	82%	77%	79%	85%	92%	82%	78%	81%	75%	79%	83%	73%	87%	89%	81%	76%		
Don't Know/Refused	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%	1%	0%		
Q53. (Of those with an account AND who have placed a bet) Have you ever felt that you bet more than you should on an online sportsbook?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	37%	38%	43%	33%	19%	6%	40%	32%	43%	37%	27%	13%	33%	37%	31%	48%	33%	29%	52%	40%	20%	36%	40%		
No	62%	62%	57%	67%	81%	94%	60%	68%	57%	63%	73%	84%	67%	63%	68%	52%	66%	71%	48%	60%	80%	64%	60%		
Don't Know/Refused	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%		
Q54. (Of those with an account AND who have placed a bet) Have you ever felt bad or ashamed after losing a bet on an online sportsbook?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	37%	37%	40%	34%	26%	18%	39%	33%	40%	39%	28%	12%	34%	39%	34%	39%	34%	36%	44%	34%	36%	36%	39%		
No	63%	63%	59%	65%	72%	82%	60%	67%	59%	61%	72%	85%	66%	60%	66%	60%	65%	64%	56%	66%	64%	63%	61%		
Don't Know/Refused	0%	0%	0%	0%	3%	0%	1%	0%	0%	0%	0%	3%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%		

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Q55. (Of those with an account AND who have placed a bet) Have you ever lost an amount of money in a bet that meant you would have trouble meeting your financial obligations?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	20%	18%	21%	22%	10%	0%	23%	15%	26%	18%	11%	5%	18%	20%	17%	27%	19%	19%	27%	15%	8%	20%	21%		
No	79%	82%	79%	77%	90%	100%	76%	85%	74%	81%	89%	95%	81%	80%	82%	73%	81%	80%	72%	85%	92%	80%	78%		
Don't Know/Refused	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%		
Q56. (Of those with an account AND who have placed a bet) Have you ever called a problem gambling Helpline or sought any other help to control or stop problem gambling behaviors?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	9%	9%	11%	8%	3%	0%	10%	8%	12%	8%	6%	3%	14%	7%	10%	9%	10%	6%	13%	0%	12%	6%	15%		
No	90%	89%	88%	91%	93%	100%	89%	91%	87%	91%	93%	97%	85%	93%	89%	91%	89%	93%	86%	100%	88%	93%	85%		
Don't Know/Refused	1%	1%	1%	1%	4%	0%	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%	0%	2%	1%	0%	0%	1%	1%		
Q57. Do you know anyone that has or has had a problem with online sports betting?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Yes	16%	15%	33%	20%	11%	4%	19%	14%	26%	19%	11%	6%	19%	16%	15%	17%	14%	17%	26%	17%	12%	16%	18%		
No	81%	82%	66%	76%	85%	93%	78%	83%	71%	78%	86%	90%	78%	80%	83%	81%	83%	79%	72%	80%	82%	81%	79%		
Don't Know/Refused	3%	3%	1%	3%	4%	3%	3%	3%	3%	2%	3%	4%	4%	3%	2%	3%	3%	4%	2%	3%	6%	3%	3%		
Now, for each of the following items, please indicate whether you believe it is good for sports or bad for sports. [ROTATE Q72 - Q82]																									
Q73. Caesars, DraftKings and FanDuel being the official sports-betting partners of the NFL.																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	41%	40%	74%	45%	32%	17%	41%	41%	58%	55%	26%	16%	45%	42%	39%	37%	32%	58%	59%	49%	35%	43%	37%		
Bad for sports	29%	29%	17%	31%	33%	31%	34%	24%	20%	18%	38%	44%	27%	28%	29%	31%	34%	18%	19%	21%	26%	25%	36%		
Don't Know/Refused	31%	31%	9%	25%	35%	52%	25%	35%	22%	27%	36%	39%	28%	30%	32%	32%	34%	24%	22%	30%	39%	32%	27%		
Q77. Sports commentators offering remarks on sports gambling and potential bets during live games.																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	26%		52%	27%	20%	12%	28%	25%	43%	37%	13%	7%	30%	27%	23%	27%	19%	37%	43%	34%	30%	28%	23%		
Bad for sports	53%		38%	56%	62%	52%	55%	51%	37%	43%	64%	74%	46%	52%	56%	57%	59%	42%	41%	46%	48%	49%	61%		
Don't Know/Refused	21%		10%	17%	18%	36%	16%	24%	20%	20%	23%	19%	23%	22%	21%	16%	21%	21%	16%	21%	22%	23%	16%		

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Q78. AI-powered predictions on the outcomes of sporting events being made available to fans during live games.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	28%		53%	29%	19%	15%	30%	26%	39%	36%	19%	13%	31%	31%	22%	26%	22%	35%	42%	38%	26%	28%	28%		
Bad for sports	47%		33%	50%	55%	47%	48%	47%	41%	38%	54%	59%	43%	45%	48%	53%	51%	41%	38%	44%	51%	46%	50%		
Don't Know/Refused	25%		14%	20%	26%	39%	22%	28%	21%	26%	27%	29%	26%	24%	30%	21%	28%	24%	19%	18%	23%	26%	22%		

Please indicate whether you agree or disagree with the following statements about online sports betting: [ROTATE Q87 - Q99]

Q87. Online sports betting is a great form of entertainment that allows fans to gamble responsibly on sports.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	17%	16%	40%	16%	10%	8%	20%	15%	26%	26%	10%	5%	19%	18%	19%	15%	12%	31%	25%	17%	24%	19%	13%		
Somewhat agree	32%	32%	39%	38%	30%	18%	32%	31%	36%	36%	27%	25%	32%	33%	30%	32%	29%	37%	38%	37%	27%	32%	30%		
Total Agree	49%	48%	79%	54%	40%	26%	52%	46%	62%	62%	37%	30%	51%	51%	49%	47%	41%	68%	63%	54%	51%	51%	43%		
Somewhat disagree	19%	20%	11%	22%	22%	17%	18%	19%	17%	14%	19%	25%	20%	17%	19%	20%	20%	12%	17%	18%	17%	18%	21%		
Strongly disagree	19%	20%	7%	16%	23%	31%	19%	20%	12%	13%	27%	29%	19%	18%	21%	21%	24%	10%	12%	16%	18%	17%	24%		
Total Disagree	38%	40%	18%	38%	45%	48%	37%	39%	29%	27%	46%	54%	39%	35%	40%	41%	44%	22%	29%	34%	35%	35%	45%		
Don't Know/Refused	13%	13%	3%	8%	15%	25%	10%	15%	10%	11%	16%	16%	11%	14%	12%	13%	15%	10%	9%	11%	14%	14%	11%		

Q88. Online sports betting will end up creating compulsive gamblers that will cause pain to them and their families.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	28%	28%	22%	26%	31%	34%	28%	29%	25%	23%	33%	34%	27%	27%	27%	31%	30%	25%	25%	28%	32%	27%	31%		
Somewhat agree	37%	37%	37%	42%	37%	30%	38%	36%	36%	34%	38%	41%	37%	36%	38%	38%	39%	32%	38%	31%	32%	37%	38%		
Total Agree	65%	65%	59%	68%	68%	64%	66%	65%	61%	57%	71%	75%	64%	63%	65%	69%	69%	57%	63%	59%	64%	64%	69%		
Somewhat disagree	14%	15%	20%	15%	13%	9%	15%	13%	17%	18%	11%	8%	15%	14%	15%	13%	13%	16%	15%	18%	11%	14%	14%		
Strongly disagree	8%	8%	16%	7%	7%	5%	9%	8%	10%	13%	5%	3%	9%	9%	7%	6%	6%	12%	13%	11%	7%	9%	6%		
Total Disagree	22%	23%	36%	22%	20%	14%	24%	21%	27%	31%	16%	11%	24%	23%	22%	19%	19%	28%	28%	29%	18%	23%	20%		
Don't Know/Refused	13%	12%	5%	10%	12%	22%	11%	14%	12%	12%	13%	14%	12%	13%	13%	12%	12%	15%	10%	12%	19%	13%	11%		

Q89. Online sportsbooks are doing a good job of monitoring and responding to the dangers of compulsive gambling.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	12%	10%	29%	11%	7%	6%	14%	11%	18%	18%	8%	4%	14%	14%	10%	11%	8%	23%	17%	14%	17%	14%	10%		
Somewhat agree	22%	22%	33%	27%	18%	10%	23%	20%	29%	27%	17%	12%	26%	23%	19%	19%	18%	26%	34%	28%	16%	23%	20%		
Total Agree	34%	32%	62%	38%	25%	16%	37%	31%	47%	45%	25%	16%	40%	37%	29%	30%	26%	49%	51%	42%	33%	37%	30%		
Somewhat disagree	17%	18%	15%	21%	19%	13%	18%	17%	18%	18%	15%	19%	14%	15%	21%	20%	18%	10%	17%	21%	18%	17%	18%		
Strongly disagree	18%	17%	13%	17%	21%	22%	19%	17%	15%	13%	22%	24%	18%	15%	20%	21%	21%	11%	12%	18%	17%	16%	24%		
Total Disagree	35%	35%	28%	38%	40%	35%	37%	34%	33%	31%	37%	43%	32%	30%	41%	41%	39%	21%	29%	39%	35%	33%	42%		
Don't Know/Refused	30%	32%	11%	23%	35%	50%	25%	35%	20%	25%	38%	42%	28%	33%	30%	29%	34%	31%	20%	19%	32%	31%	29%		

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Q90. If you have a system to control your betting, online sports betting is not dangerous.																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	16%	15%	35%	15%	11%	6%	18%	14%	22%	22%	10%	5%	18%	17%	15%	13%	12%	27%	21%	14%	15%	16%	14%		
Somewhat agree	30%	32%	40%	34%	28%	18%	30%	30%	39%	34%	21%	22%	31%	31%	28%	29%	26%	35%	36%	43%	27%	30%	30%		
Total Agree	46%	47%	75%	49%	39%	24%	48%	44%	61%	56%	31%	27%	49%	48%	43%	42%	38%	62%	57%	57%	42%	46%	44%		
Somewhat disagree	19%	21%	12%	25%	20%	18%	21%	18%	17%	16%	23%	22%	19%	18%	21%	21%	21%	12%	18%	17%	22%	19%	20%		
Strongly disagree	20%	18%	9%	16%	24%	28%	19%	20%	10%	15%	26%	31%	19%	19%	22%	20%	23%	16%	12%	13%	22%	19%	21%		
Total Disagree	39%	39%	21%	41%	44%	46%	40%	38%	27%	31%	49%	53%	38%	37%	43%	41%	44%	28%	30%	30%	44%	38%	41%		
Don't Know/Refused	15%	14%	4%	10%	17%	29%	12%	19%	11%	12%	20%	21%	14%	16%	14%	17%	18%	11%	11%	13%	15%	16%	15%		
Q91. Any smartphone app that lets people drain their bank accounts in one evening is a bad idea.																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	58%	55%	44%	54%	65%	67%	55%	61%	45%	48%	68%	76%	58%	58%	57%	59%	64%	49%	46%	47%	59%	57%	60%		
Somewhat agree	20%	24%	27%	25%	17%	12%	21%	20%	27%	25%	15%	12%	17%	21%	19%	22%	18%	24%	27%	25%	15%	20%	22%		
Total Agree	78%	79%	71%	79%	82%	79%	76%	81%	72%	73%	83%	88%	75%	79%	76%	81%	82%	73%	73%	72%	74%	77%	82%		
Somewhat disagree	8%	8%	15%	8%	6%	3%	9%	6%	11%	11%	4%	3%	9%	8%	8%	6%	6%	10%	12%	10%	11%	8%	8%		
Strongly disagree	6%	6%	10%	6%	5%	5%	8%	5%	9%	8%	5%	3%	7%	6%	7%	5%	5%	9%	9%	9%	4%	7%	5%		
Total Disagree	14%	14%	25%	14%	11%	8%	17%	11%	20%	19%	9%	6%	16%	14%	15%	11%	11%	19%	21%	19%	15%	15%	13%		
Don't Know/Refused	8%	7%	4%	6%	7%	13%	7%	8%	8%	8%	8%	6%	9%	7%	8%	8%	7%	8%	6%	10%	12%	9%	6%		
Q92. I like how now during games or pregame shows, they discuss not only the betting odds but offer tips on betting as well.																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	14%	14%	32%	12%	9%	5%	14%	13%	21%	19%	7%	3%	15%	14%	12%	13%	9%	24%	23%	15%	14%	15%	11%		
Somewhat agree	24%	26%	36%	30%	20%	10%	26%	22%	35%	30%	17%	11%	26%	27%	22%	20%	20%	32%	34%	28%	23%	26%	20%		
Total Agree	38%	40%	68%	42%	29%	15%	40%	35%	56%	49%	24%	14%	41%	41%	34%	33%	29%	56%	57%	43%	37%	41%	31%		
Somewhat disagree	16%	16%	15%	18%	18%	11%	17%	15%	14%	15%	16%	19%	16%	15%	16%	16%	17%	11%	14%	25%	9%	15%	18%		
Strongly disagree	28%	23%	13%	27%	35%	33%	30%	26%	15%	18%	35%	48%	26%	25%	31%	31%	35%	16%	14%	16%	30%	24%	36%		
Total Disagree	44%	39%	28%	45%	53%	44%	47%	41%	29%	33%	51%	67%	42%	40%	47%	47%	52%	27%	28%	41%	39%	39%	54%		
Don't Know/Refused	19%	21%	4%	13%	17%	40%	13%	24%	15%	18%	25%	18%	17%	20%	18%	19%	20%	17%	16%	16%	24%	21%	15%		

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Q93. I don't think online sportsbooks should be allowed to advertise during sporting events on TV.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	24%	23%	16%	25%	25%	30%	26%	23%	15%	18%	30%	38%	22%	24%	23%	28%	29%	15%	15%	18%	29%	22%	30%		
Somewhat agree	22%	21%	22%	24%	26%	17%	23%	22%	21%	19%	24%	26%	23%	22%	22%	23%	23%	18%	23%	26%	17%	22%	24%		
Total Agree	46%	44%	38%	49%	51%	47%	49%	45%	36%	37%	54%	64%	45%	46%	45%	51%	52%	33%	38%	44%	46%	44%	54%		
Somewhat disagree	21%	22%	24%	24%	20%	14%	21%	20%	26%	24%	17%	13%	22%	20%	21%	21%	19%	22%	25%	23%	16%	21%	19%		
Strongly disagree	17%	17%	32%	17%	12%	9%	18%	16%	22%	24%	11%	8%	18%	18%	17%	15%	12%	30%	23%	19%	17%	18%	15%		
Total Disagree	38%	39%	56%	41%	32%	23%	39%	36%	48%	48%	28%	21%	40%	38%	38%	36%	31%	52%	48%	42%	33%	39%	34%		
Don't Know/Refused	16%	17%	5%	10%	17%	31%	12%	19%	15%	15%	18%	15%	15%	17%	16%	14%	16%	15%	14%	15%	20%	17%	13%		
Q94. Online sports betting will corrupt organized sports.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	20%	19%	14%	19%	23%	24%	22%	19%	15%	15%	25%	28%	18%	21%	17%	24%	23%	13%	15%	19%	27%	18%	25%		
Somewhat agree	28%	28%	25%	29%	30%	26%	30%	26%	27%	23%	28%	33%	29%	27%	30%	28%	29%	23%	29%	29%	25%	27%	30%		
Total Agree	48%	47%	39%	48%	53%	50%	52%	45%	42%	38%	53%	61%	47%	48%	47%	52%	52%	36%	44%	48%	52%	45%	55%		
Somewhat disagree	20%	22%	28%	24%	19%	11%	20%	20%	24%	24%	17%	15%	22%	21%	19%	18%	19%	20%	26%	19%	15%	21%	19%		
Strongly disagree	15%	14%	28%	16%	11%	9%	16%	15%	19%	23%	10%	6%	15%	15%	17%	14%	12%	26%	17%	18%	15%	17%	12%		
Total Disagree	35%	36%	56%	40%	30%	20%	36%	35%	43%	47%	27%	21%	37%	36%	36%	32%	31%	46%	43%	37%	30%	38%	31%		
Don't Know/Refused	16%	17%	5%	12%	17%	30%	11%	21%	14%	15%	19%	18%	16%	16%	17%	16%	17%	18%	13%	15%	18%	17%	14%		
Q95. Online sports betting on college sports including prop bets open individual college student athletes to potentially harmful public pressures.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	26%		24%	27%	26%	28%	28%	25%	22%	21%	29%	35%	23%	27%	25%	30%	29%	23%	20%	21%	28%	23%	33%		
Somewhat agree	34%		36%	37%	37%	25%	35%	32%	35%	33%	32%	35%	36%	33%	34%	34%	33%	31%	34%	40%	34%	33%	35%		
Total Agree	60%		60%	64%	63%	53%	63%	57%	57%	54%	61%	70%	59%	60%	59%	64%	62%	54%	54%	61%	62%	56%	68%		
Somewhat disagree	14%		20%	16%	12%	6%	14%	13%	18%	17%	12%	6%	15%	14%	14%	12%	11%	18%	21%	12%	6%	15%	11%		
Strongly disagree	7%		12%	7%	4%	5%	8%	6%	9%	9%	5%	4%	6%	7%	7%	6%	6%	10%	8%	11%	7%	8%	4%		
Total Disagree	21%		32%	23%	16%	11%	22%	19%	27%	26%	17%	10%	21%	21%	21%	18%	17%	28%	29%	23%	13%	23%	15%		
Don't Know/Refused	19%		7%	13%	21%	36%	14%	24%	16%	19%	23%	21%	20%	20%	20%	18%	21%	17%	17%	16%	24%	21%	16%		
Q96. The tax revenue generated by online sports betting benefits taxpayers.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	13%	12%	25%	13%	8%	7%	15%	10%	15%	17%	11%	6%	12%	13%	12%	14%	10%	16%	17%	17%	19%	13%	12%		
Somewhat agree	26%	25%	39%	31%	22%	15%	30%	23%	31%	28%	22%	24%	28%	27%	25%	26%	26%	20%	33%	34%	22%	25%	31%		
Total Agree	39%	37%	64%	44%	30%	22%	45%	33%	46%	45%	33%	30%	40%	40%	37%	40%	36%	36%	50%	51%	41%	38%	43%		
Somewhat disagree	15%	16%	16%	14%	17%	11%	15%	14%	17%	15%	12%	14%	16%	14%	15%	15%	14%	13%	17%	16%	12%	14%	15%		
Strongly disagree	18%	16%	10%	17%	20%	22%	18%	17%	11%	15%	24%	23%	17%	17%	16%	19%	19%	16%	15%	12%	19%	17%	19%		
Total Disagree	33%	32%	26%	31%	37%	33%	33%	31%	28%	30%	36%	37%	33%	31%	31%	34%	33%	29%	32%	28%	31%	31%	34%		
Don't Know/Refused	29%	31%	11%	25%	33%	44%	22%	35%	26%	26%	32%	33%	28%	30%	30%	26%	31%	35%	17%	21%	28%	31%	23%		

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Q97. Online sports betting should be legal in all 50 states.																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	25%	24%	48%	24%	16%	15%	29%	21%	31%	35%	19%	10%	25%	26%	26%	21%	20%	37%	35%	24%	24%	27%	20%		
Somewhat agree	25%	25%	27%	30%	25%	17%	26%	24%	28%	26%	23%	23%	30%	24%	23%	26%	24%	23%	31%	24%	20%	24%	27%		
Total Agree	50%	49%	75%	54%	41%	32%	55%	45%	59%	61%	42%	33%	55%	50%	49%	47%	44%	60%	66%	48%	44%	51%	47%		
Somewhat disagree	14%	13%	9%	16%	16%	12%	12%	15%	16%	10%	13%	15%	11%	13%	14%	17%	13%	10%	13%	24%	16%	13%	15%		
Strongly disagree	20%	21%	12%	17%	22%	27%	19%	20%	13%	15%	24%	28%	18%	20%	21%	19%	23%	15%	11%	15%	22%	18%	23%		
Total Disagree	34%	34%	21%	33%	38%	39%	31%	35%	29%	25%	37%	43%	29%	33%	35%	36%	36%	25%	24%	39%	38%	31%	38%		
Don't Know/Refused	17%	18%	5%	12%	20%	30%	14%	20%	12%	14%	20%	24%	16%	18%	16%	17%	20%	15%	10%	13%	18%	17%	16%		

Q98. Online sports betting should be illegal in all 50 states.																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	18%	16%	15%	16%	18%	23%	18%	18%	14%	15%	23%	23%	18%	18%	18%	19%	20%	15%	14%	13%	22%	18%	19%		
Somewhat agree	13%	13%	13%	15%	14%	12%	14%	13%	15%	10%	14%	14%	17%	13%	13%	13%	13%	10%	16%	18%	9%	13%	15%		
Total Agree	31%	29%	28%	31%	32%	35%	32%	31%	29%	25%	37%	37%	35%	31%	31%	32%	33%	25%	30%	31%	31%	31%	34%		
Somewhat disagree	19%	22%	16%	23%	22%	14%	19%	20%	20%	17%	20%	19%	19%	18%	20%	21%	20%	15%	18%	23%	18%	18%	22%		
Strongly disagree	33%	32%	51%	36%	28%	21%	38%	29%	38%	44%	24%	24%	32%	34%	33%	33%	29%	45%	42%	29%	32%	35%	30%		
Total Disagree	52%	54%	67%	59%	50%	35%	57%	49%	58%	61%	44%	43%	51%	52%	53%	54%	49%	60%	60%	52%	50%	53%	52%		
Don't Know/Refused	16%	17%	6%	10%	18%	30%	12%	19%	13%	13%	19%	20%	15%	17%	16%	14%	17%	15%	10%	17%	20%	17%	14%		

Q99. The federal government should aggressively regulate online sports betting to specifically protect customers from compulsive gambling.																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	29%	29%	32%	27%	28%	31%	29%	29%	27%	23%	32%	35%	31%	28%	26%	33%	30%	27%	28%	32%	28%	28%	32%		
Somewhat agree	29%	32%	31%	33%	30%	22%	29%	29%	29%	32%	28%	27%	30%	28%	29%	30%	30%	28%	29%	31%	25%	29%	31%		
Total Agree	58%	61%	63%	60%	58%	53%	58%	58%	56%	55%	60%	62%	61%	56%	55%	63%	60%	55%	57%	63%	53%	57%	63%		
Somewhat disagree	14%	14%	16%	17%	13%	10%	16%	13%	17%	16%	11%	12%	13%	15%	16%	12%	14%	14%	16%	15%	15%	14%	15%		
Strongly disagree	14%	13%	17%	13%	14%	11%	15%	12%	13%	16%	13%	12%	14%	13%	16%	12%	13%	14%	16%	11%	14%	14%	12%		
Total Disagree	28%	27%	33%	30%	27%	21%	31%	25%	30%	32%	24%	24%	27%	28%	32%	24%	27%	28%	32%	26%	29%	28%	27%		
Don't Know/Refused	14%	13%	5%	10%	15%	26%	10%	17%	13%	13%	16%	14%	13%	16%	13%	12%	14%	18%	11%	11%	18%	15%	11%		

Q100. The SAFE BET Act is a bill recently introduced in Congress to establish federal regulations for online sportsbooks, such as DraftKings, Caesars, FanDuel, BetMGM and so on. If passed, the bill would prohibit ads for sportsbooks during live events, require sportsbooks to place limits on the deposits bettors can make using their services, and ban the usage of AI by sportsbooks to track users' gambling habits and offer promotions, among several other measures. Would you be in favor of or opposed to this bill becoming federal law?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
In favor of	63%		66%	66%	65%	55%	65%	62%	60%	59%	63%	71%	65%	62%	62%	64%	66%	59%	60%	65%	53%	60%	71%		
Opposed to	16%		25%	18%	13%	9%	18%	14%	20%	20%	14%	9%	14%	17%	17%	16%	13%	20%	23%	19%	19%	18%	13%		
Don't know / Refused	21%		9%	16%	21%	36%	17%	24%	20%	21%	23%	20%	21%	21%	19%	21%	21%	21%	17%	16%	28%	23%	16%		

Nature of the Sample	
United States Residents	
Fanship Category	
Avid	20%
Involved	32%
Casual	24%
Nonfan	24%
Gender	
Male	49%
Female	51%
Age	
18-34	29%
35-49	26%
50-64	21%
65+	24%
Region	
Northeast	18%
South	38%
Midwest	21%
West	24%
Ethnicity	
White	61%
African-American / Black	12%
Hispanic/Latino	16%
Asian	6%
Other	6%
Education	
No degree	68%
Bachelors'+	32%

The American Sports Fanship Survey conducted by the Siena College Research Institute in partnership with St. Bonaventure University's Jandoli School of Communication was conducted January 6 - 11, 2025, among 3047 United States residents drawn from a proprietary online panel (Lucid). Data was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. It has an overall margin of error of +/- 1.9 percentage points including the design effects resulting from weighting.

The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices.

For more information, call Dr. Donald Levy at (518) 783-2901. For survey crosstabs: www.Siena.edu/SCRI/SNY.