

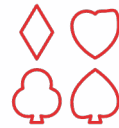
SEPTEMBER 2025

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# Sports Events Contracts: Public Opinion Landscape



Voters  
overwhelmingly  
recognize sports  
events contracts as  
bets that should be  
regulated like any  
other sports bet.



85% say sports events contracts are gambling, not a financial instrument.



More than eight-in-ten voters want sports events contracts regulated like other forms of sports betting and believe they should only be offered by state-licensed sportsbooks.



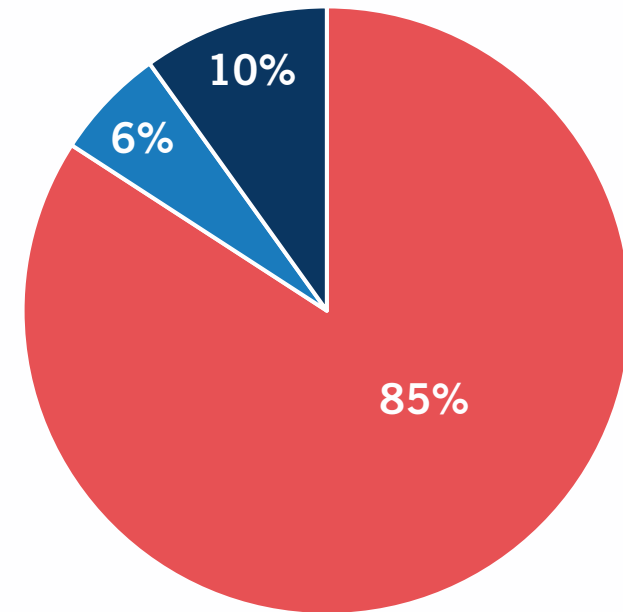
70% believe that platforms offering sports events contracts are exploiting loopholes to act as unlicensed sportsbooks.

# ::: Nearly All Americans Recognize Sports Events Contracts as Gambling, Not a Financial Instrument

## What are prediction markets most like?

Thinking specifically about sports related prediction contracts now. Imagine a scenario where you pay 50 cents to buy a contract that the New York Yankees will win tonight's game. If the Yankees win, you'll be paid \$1, if they lose you would lose your 50 cents and have nothing. Would you consider this specific type of sports prediction market to be:

- A form of gambling, like sports betting
- A financial instrument, like options or commodity futures
- Not sure

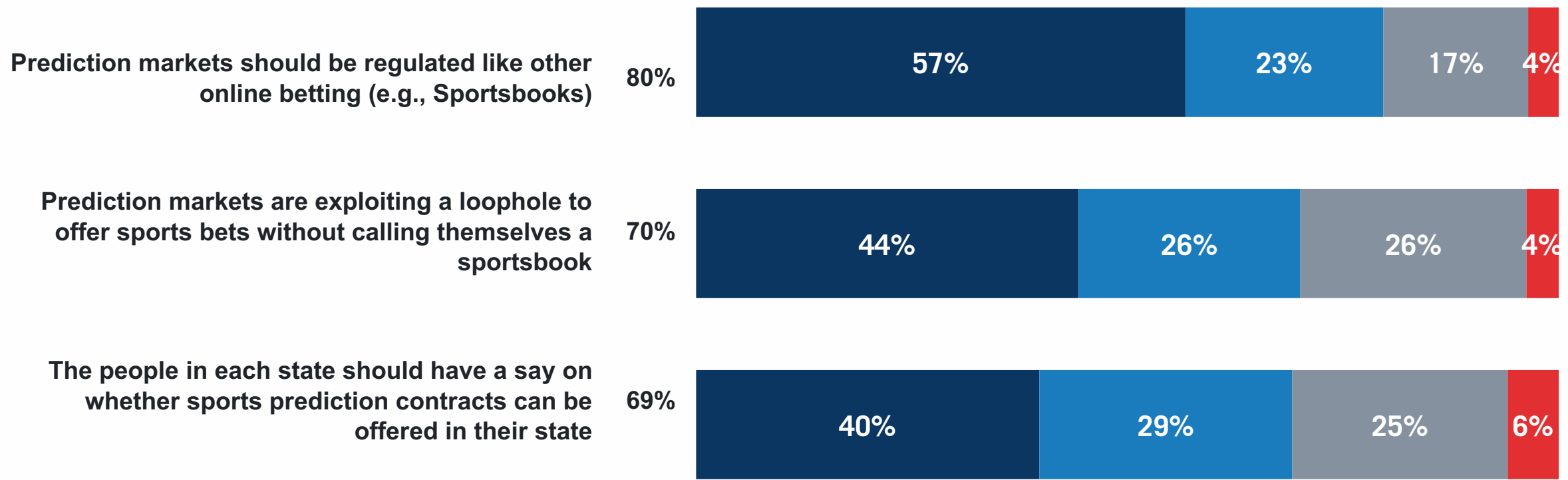


Base: Among total (2,025)

# ::: Americans: Sports Events Contracts Should be Regulated Like Sportsbooks & Platforms are Exploiting a Loophole

## Prediction Market Sentiments

% Net Agree      % Agree Strongly      % Agree Somewhat      % Neither      % Net Disagree



Base: Among total (2,025)  
How much do you agree or disagree with each of the following statements when it comes to prediction markets?

# ::: Limited Support for Federal Regulation of Sports Betting

## Should sports events contract sites be licensed as sportsbooks?

No, they should be licensed as a sports book if they want to offer these kinds of contracts

Yes, they should be allowed to offer contracts on sporting events without being licensed as a sports book

Again, thinking about the sports-related contract described earlier, do you believe that prediction market companies should be allowed to offer these kinds of contracts without being licensed as sportsbooks in the states where they are offering them?



*69% of sports bettors also believe platforms offering sports events contracts should be licensed as sportsbooks.*

## Who should regulate prediction markets?

Do you believe sports-related predictions contracts like the one described previously are best regulated by state and tribal gaming regulators, or by the federal Commodity Futures Trading Commission?

State and tribal gaming regulators

CFTC

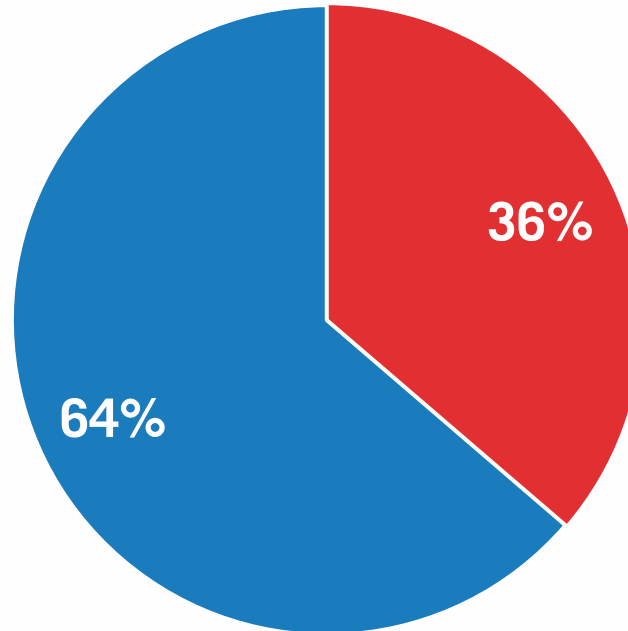


Base: Among total (2,025)

# ::: Americans Believe Gaming Operators Have A Responsibility to Help Consumers Gamble Responsibly

**Which statement below most closely aligns with your views on gambling?**

People are adults, but regulators and companies that offer gambling products have a responsibility to make sure that there are tools available to bettors to help them gamble responsibly.



People are adults, and they're allowed to spend their money however they want to and if they "lose their shirt," that's on them.

Base: Among total (2,025)



# Survey Methodology

## Methodology

- ♦ YouGov, on behalf of the AGA conducted an online survey of 2,025 U.S. respondents between August 1-8, 2025.
  - ♦ All adults are age 18+, registered voters
  - ♦ Data was weighted to be representative of US registered voters
  - ♦ Sample sourced from YouGov Panel
  - ♦ Margin of error is +/- 2% and greater among subgroups



# Contact

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