

SEPTEMBER 2025

# Responsible Gaming: Awareness & Perceived Effectiveness



# ::: Responsible Gaming Tools & Strategies Successfully Reaching Gamblers



## NEAR UNIVERSAL RG TOOL AWARENESS

84% of past year gamblers are aware of at least one responsible gaming tool.



## GAMBLERS SEE MOST RESPONSIBLE GAMING TOOLS AS EFFECTIVE

Most RG tools, including employee training, wager or deposit limits and reality checks are seen as effective by more than 75% of gamblers who are aware of them.



## MOST GAMBLERS STICK TO THEIR BUDGETS

Depending on the vertical (casino, sports betting, iGaming), between 56-80% of players set a budget before playing, and 78-90% “always” or “usually” stick to it.

# 84%

**OF GAMBLERS ARE AWARE OF AT LEAST  
ONE RESPONSIBLE GAMING TOOL**

## **Three-in-Four Past Year Gamblers See Many Responsible Gaming Tools as Effective:**

- ◆ **91%** Credit Restrictions
- ◆ **84%** Deposit Limits
- ◆ **83%** Employee Training
- ◆ **82%** Wager Limits
- ◆ **80%** Self-Exclusion Programs
- ◆ **75%** Reality Checks
- ◆ **74%** Time Limits

Base: Among past year gamblers aware of each policy  
Based on what you know about the responsible gaming tools, policies or initiatives that you  
are aware of, how effective do you think each of them are in general?

# ::: Most Players Successfully Set and Stick to Gaming Budgets



## **PHYSICAL CASINOS**

80% of casino gamblers ‘always’ or ‘usually’ set a budget before gambling at a casino and 90% of them ‘always’ or ‘usually’ stick to it.



## **SPORTS BETTING**

60% of sports bettors ‘always’ or ‘usually’ set a budget before gambling at a casino and 85% of them ‘always’ or ‘usually’ stick to it.



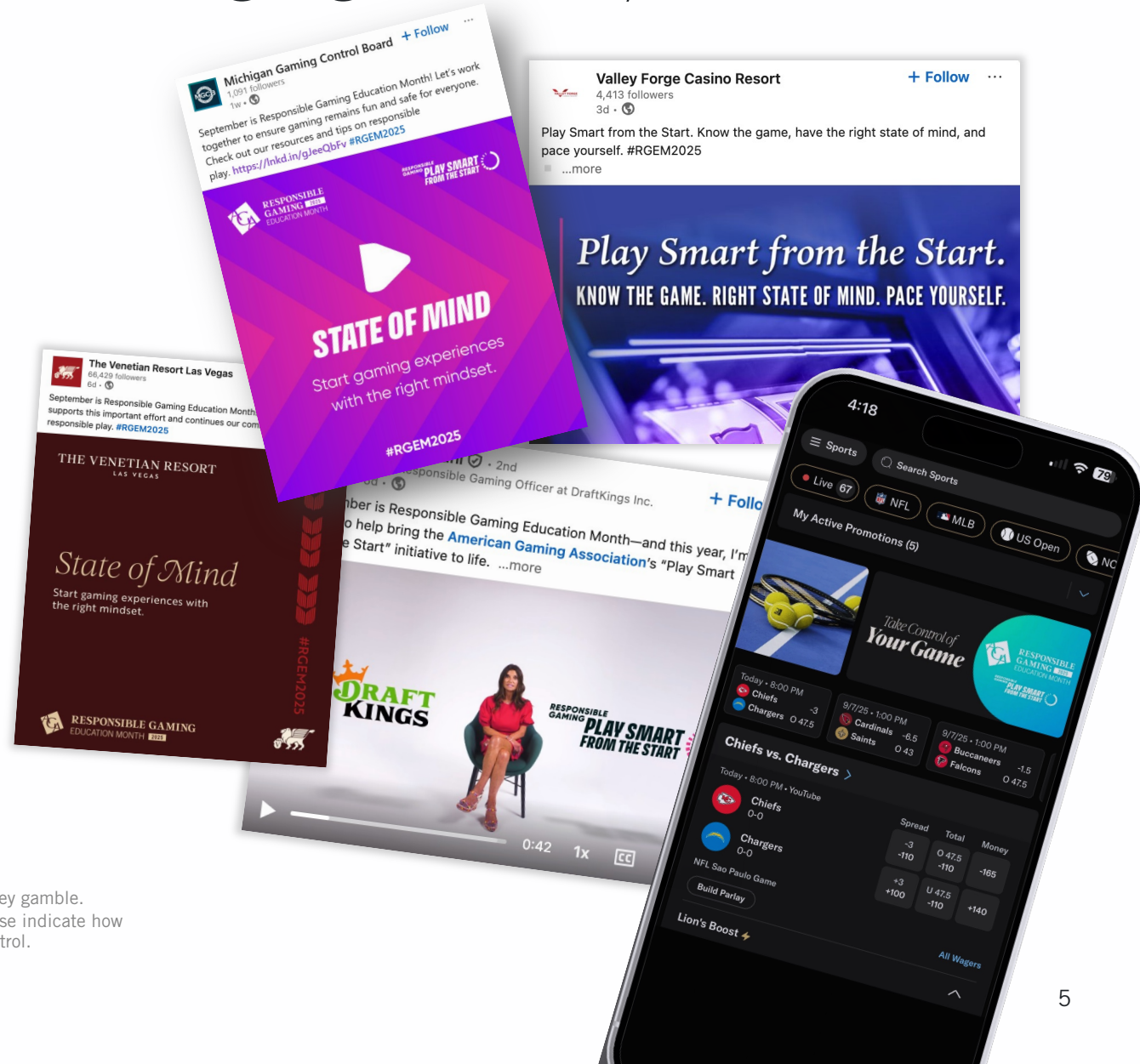
## **ONLINE CASINOS**

56% of online casino players ‘always’ or ‘usually’ set a budget before gambling at a casino and 78% of them ‘always’ or ‘usually’ stick to it.

# ::: Play Smart From the Start Messaging Fills Key Consumer Need

- **87%** of Past Year Gamblers say it is important for the gaming industry to promote and encourage responsible gaming among its customers.
- **85%** of Past Year Gamblers have a favorable impression of the messaging around *Play Smart from the Start*.
- **70-73%** of Americans believe each of the pillars of *Play Smart from the Start* – Know the Game You’re Playing, Always Act Intentionally, and Bring the Right State of Mind – are effective in helping players gamble responsibly and stay informed and in control.

Base: Among total US respondents  
 What is your initial impression of the message this Play Smart from the Start campaign is trying to convey?  
 The *Play Smart from the Start* campaign encourages players to keep a handful of healthy habits in mind when they gamble.  
 Below, you can read a description of each of these responsible gaming practices. After you read each one, please indicate how effective you think the message is in terms of helping players gamble responsibly and stay informed and in control.



# ::: Survey Methodology

## METHODOLOGY

- YouGov, on behalf of the AGA conducted an online survey of 2,010 U.S. respondents between July 29 – August 6, 2025.
  - All adults are age 21+, registered voters.
  - Data was weighted to be representative of the general population.
  - Sample sourced from YouGov Panel.
  - Margin of error is +/- 2% and greater among subgroups.

