OCTOBER 2026

American Attitudes Towards Gaming

PUBLIC PERCEPTIONS OF THE GAMING INDUSTRY & GAMBLING HABITS AMONG U.S. ADULTS



AMERICAN GAMING ASSOCIATION®

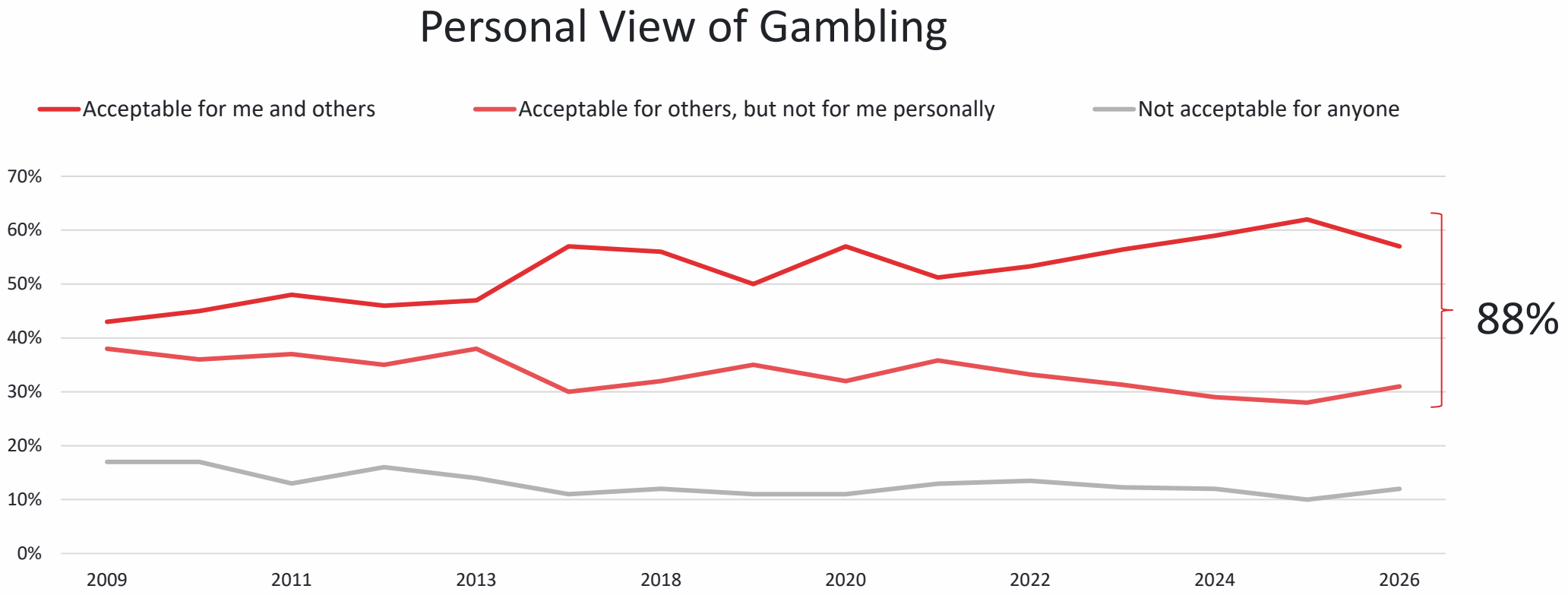
Americans…

01 Continue to embrace legal gaming, with 88% saying gambling is acceptable entertainment and a majority (52%) gambling in the past year.

02 Remain avid casino visitors, with 113 million adults visiting a casino in the past year and most crediting the industry with boosting local economies.

03 Overwhelmingly reject sports betting on federally regulated “prediction markets,” with 82% saying these products should be regulated as gambling products and 75% believing they are fundamentally sportsbooks.

9-in-10 View Gambling as Acceptable Entertainment

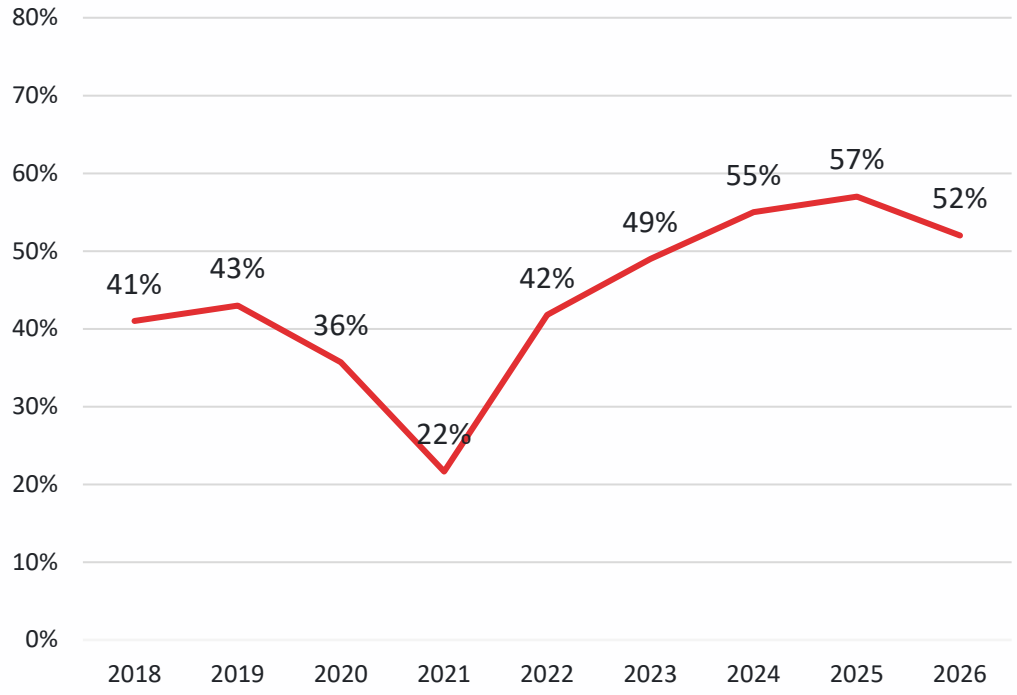


Base: Among Americans (n=2,268)
What are your own personal views of gambling? Would you say casino gambling is…?
The "Don't know" response option was removed after the 2019 survey.

Majority of Americans Gambled in the Past Year

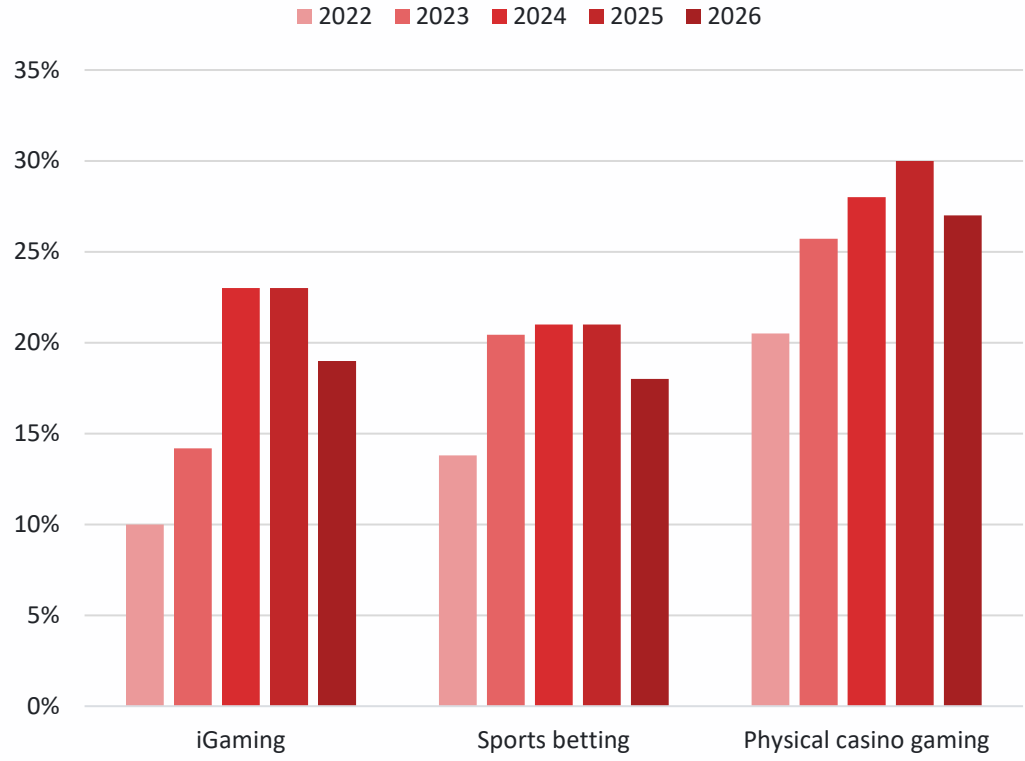
Past-Year Gambling Participation

Across all game types (casino, sports betting, iGaming, lottery, pari-mutuel, VLT)



Past-Year Gambling Participation by Vertical

by gaming type



Base: Among Americans (n=2,268)
Have you participated in any form of gambling at all during the past 12 months, whether at a casino or racetrack, at a sportsbook, a lottery location, at a bar, tavern, truck stop or any other non-casino location, or over the Internet?
Below is a list of several types of gambling. After each one, please indicate if you have participated in that particular form of gambling in the last 12 months.

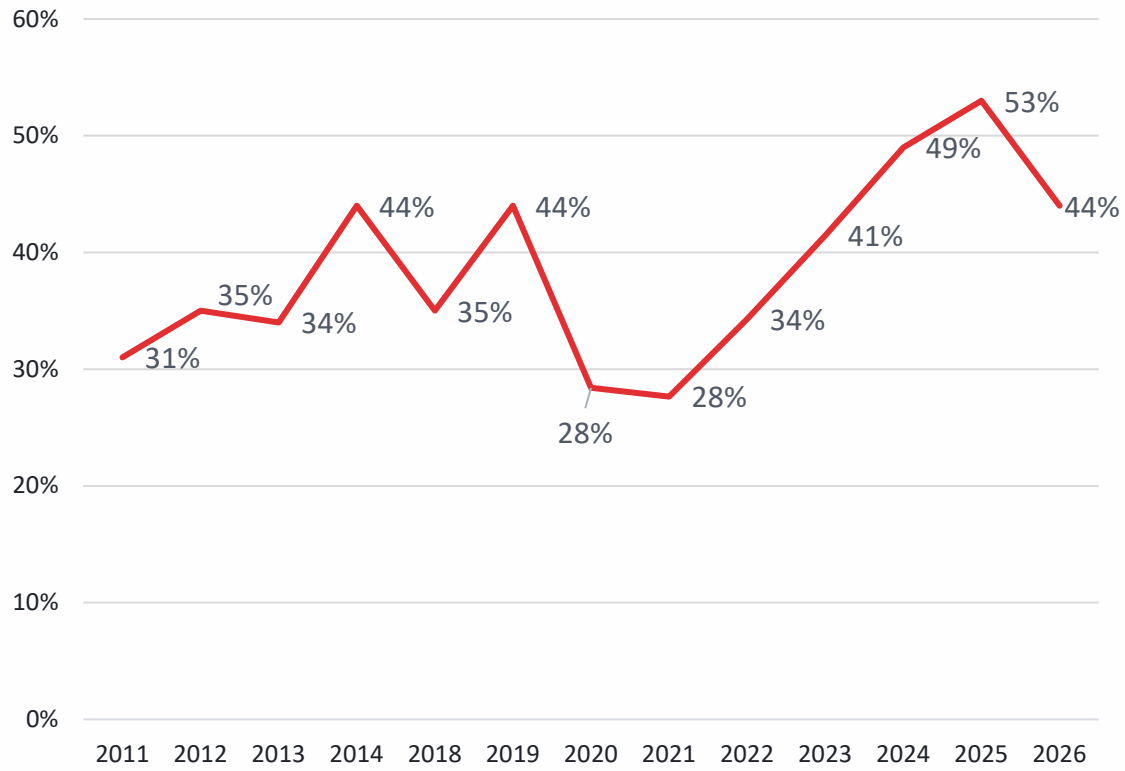
15 Year Trends in Casino Visitation

113M

Past-year casino visitors

Past-Year Casino Visitation

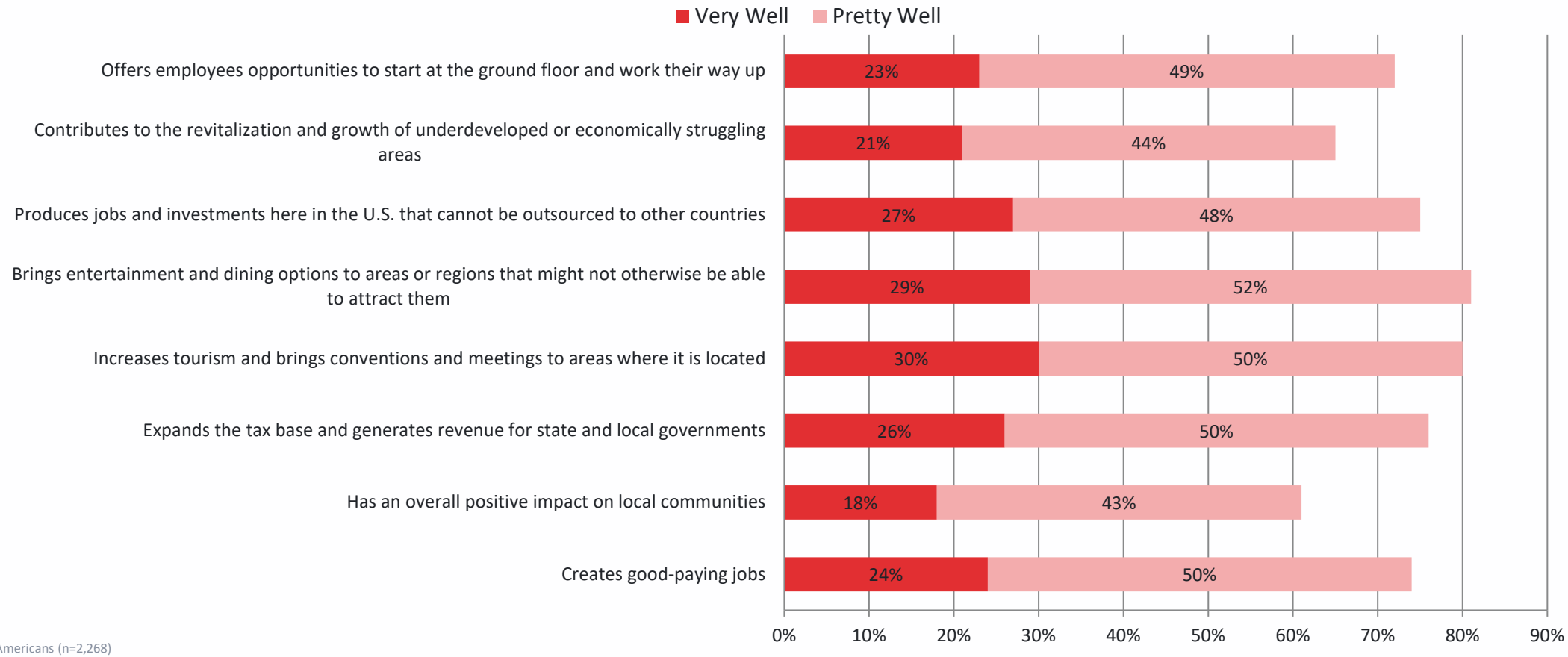
To Gamble or For Other Reasons



Base: Among Americans (n=2,268)
Have you visited a casino in the last 12 months - whether it was to gamble or for some other reason?
The "Don't know" response option was removed after the 2019 survey.

Gaming's Positive Economic Impact

How Well Does Each Statement Describe the Casino Gaming Industry?



Base: Among Americans (n=2,268)

The following phrases describe the impacts some people argue the casino gaming industry brings to state and local economies across the country. For each one, please indicate how well you think it describes the casino gaming industry.

85%

OF GAMBLERS HAVE SEEN A RESPONSIBLE GAMING MESSAGE IN THE PAST YEAR

2026

Responsible Gaming Message Exposure

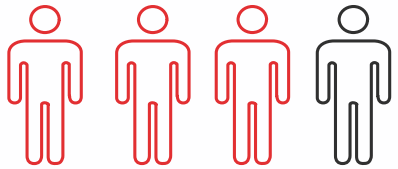
Where have you seen or heard information about responsible gaming in the past 12 months?

	% of Past-Year Gamblers
Online/social media	42%
Radio or television ads	36%
Casino or sportsbook websites or apps	36%
Signs/posters in a casino area	30%
Outdoor signs/billboards	25%
On slot machines/video poker screens	21%
Brochures in casinos	21%
Emails or direct mail pieces	19%
On a sports betting kiosk	19%
Other	2%
I have not seen or heard any information about responsible gaming	**15%**

Base: Past-Year Gamblers (n=1,117)
Where have you seen or heard information about responsible gaming in the past 12 months?

Prediction Markets

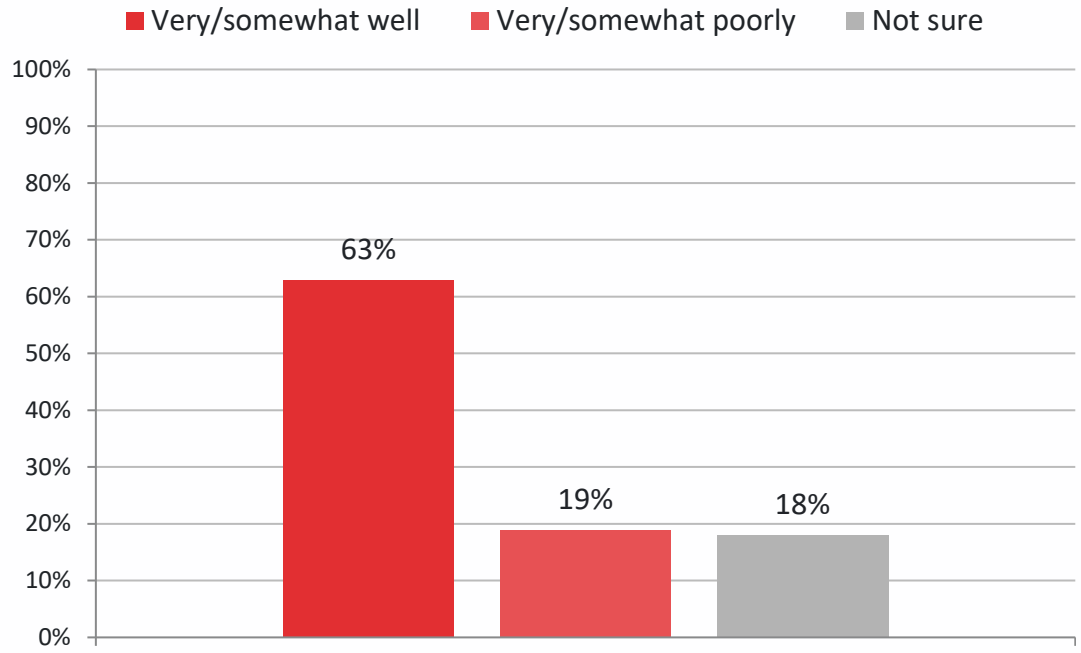
3-in-4



SAY BETTING ON A PREDICTION MARKET IS FUNDAMENTALLY THE SAME AS BETTING AT A SPORTSBOOK

2026

How Well Have State & Tribal Regulators Handled the Growth of Sports Betting?

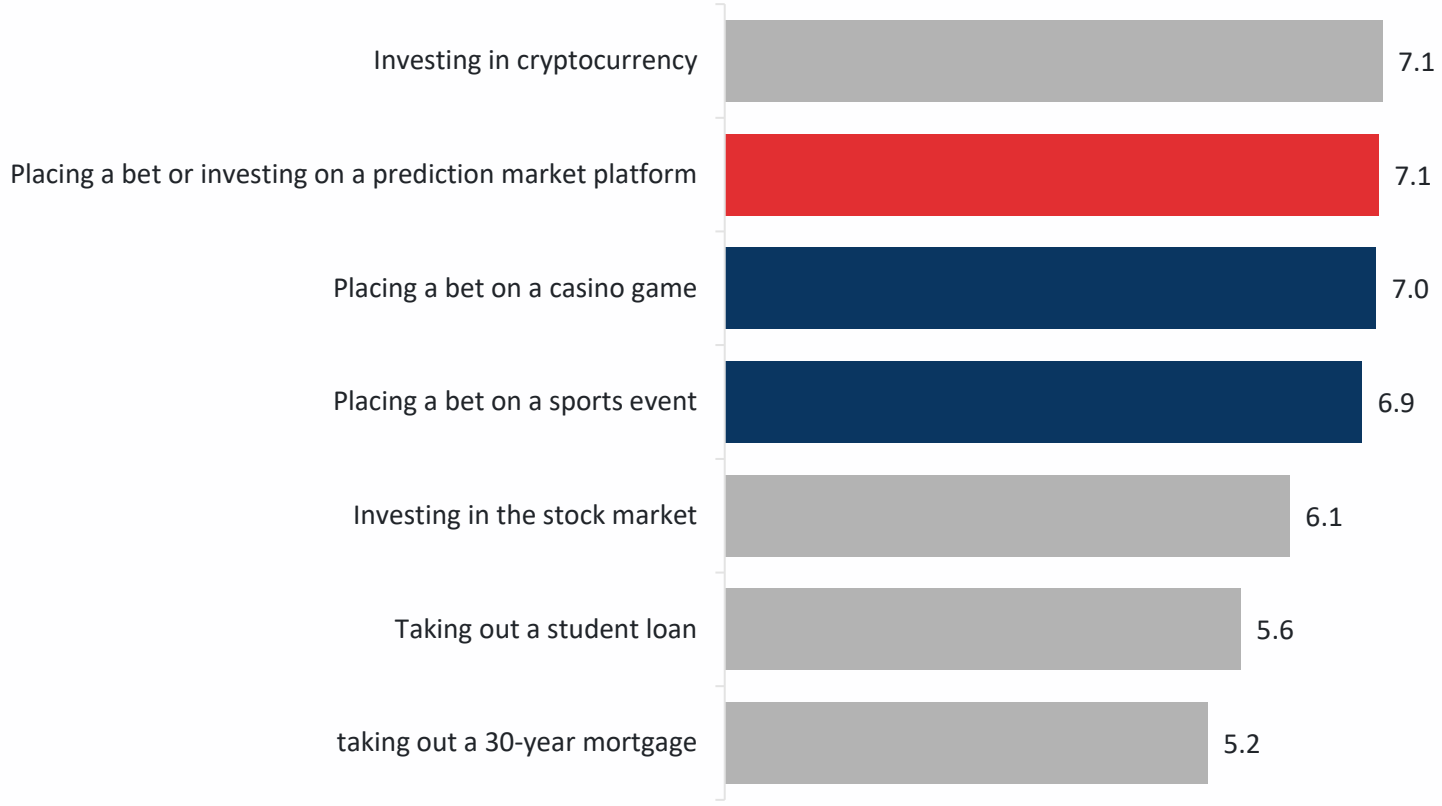


Base: Among Americans (n=2,268)
Since the 2018 Supreme Court ruling, many states have moved to legalize sports betting and today it is legal in nearly 40 states. How well do you think state and tribal regulators have handled the growth of sports betting?

Below are some statements related to sports betting on prediction markets. For each, please indicate the degree to which you agree or disagree with that opinion. - Sports betting on a prediction market is fundamentally the same product as betting at a sportsbook.

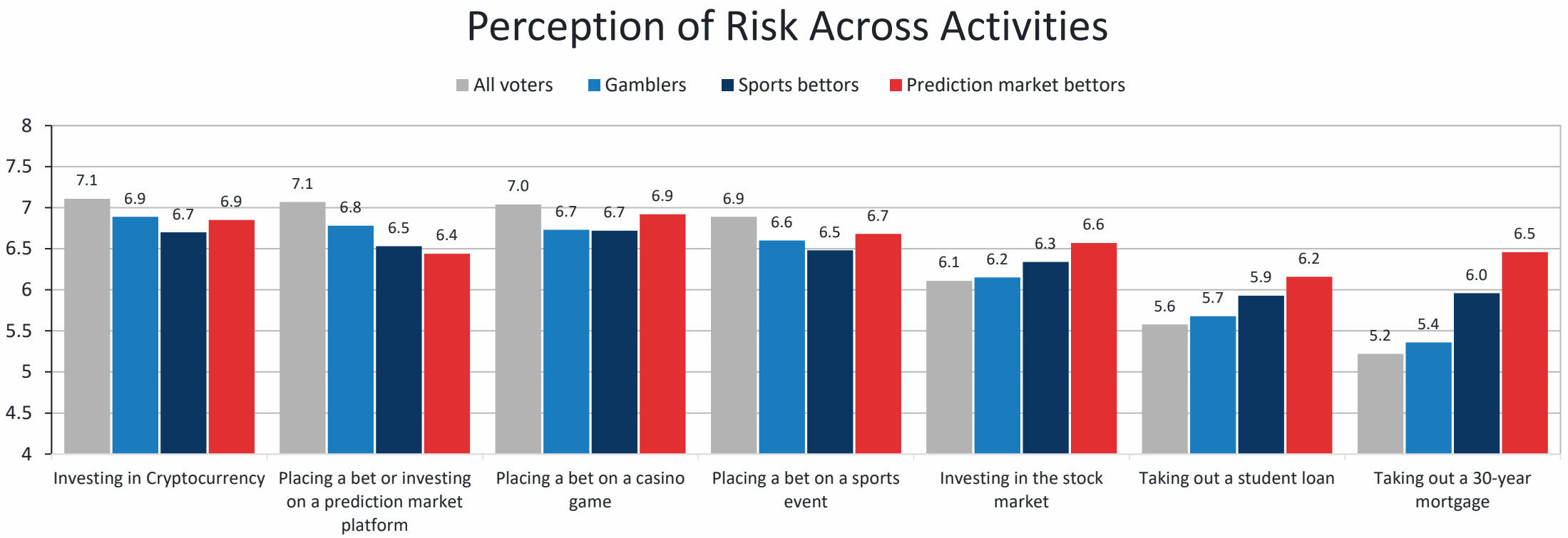
Prediction Market Risk Seen as Similar to Betting, Not Investing

Americans see “prediction market” betting as financially risky as casino and sports betting, and far riskier than a stock or a mortgage.



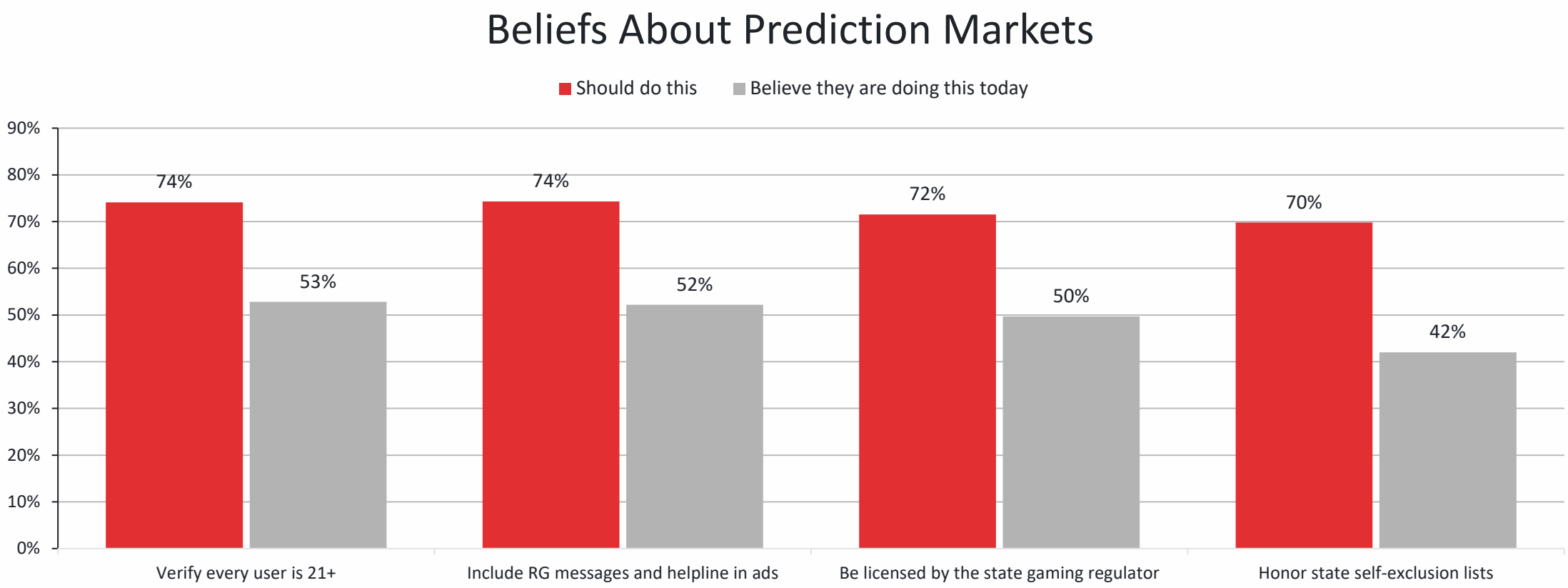
Base: Among Americans (n=2,268)
In your opinion, how financially risky are the following activities? Please rank each on a scale from 1 to 10, where 1 means “Not at all risky” and 10 means “Very risky”

Risks of Marketing Betting as Investing: Prediction Market Users See Prediction Markets Bets as No Riskier Than a Mortgage



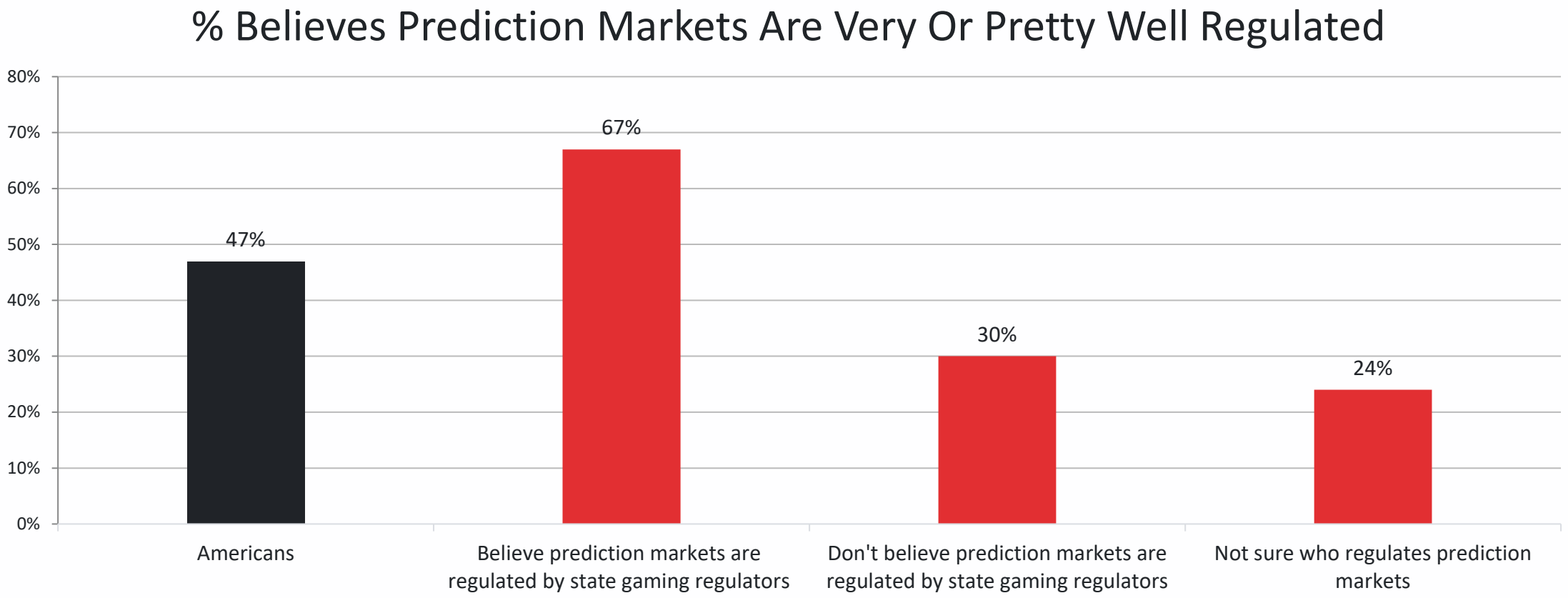
Base: Among Americans (n=2,268); Gamblers (n=1,177); Sports Bettors (n=409); Prediction Market Bettors (n=140)
In your opinion, how financially risky are the following activities? Please rank each on a scale from 1 to 10, where 1 means "Not at all risky" and 10 means "Very risky"

Americans: Prediction Markets Should Match Licensing Requirements & Consumer Protections of Sportsbooks



Base: Among Americans (n=2,268)
Regardless of what prediction markets are doing, we'd like to know what you think prediction markets should be doing. Do you think prediction markets should do the following? If you aren't sure, please select "not sure."
Regardless of what you think the rules around prediction markets should be, we'd like to know what you think prediction markets are doing today. As far as you know, are prediction markets currently doing the following? If you aren't sure, please select "not sure."

Prediction Markets Benefit From Widespread Misconception They Are Already Regulated as Gaming



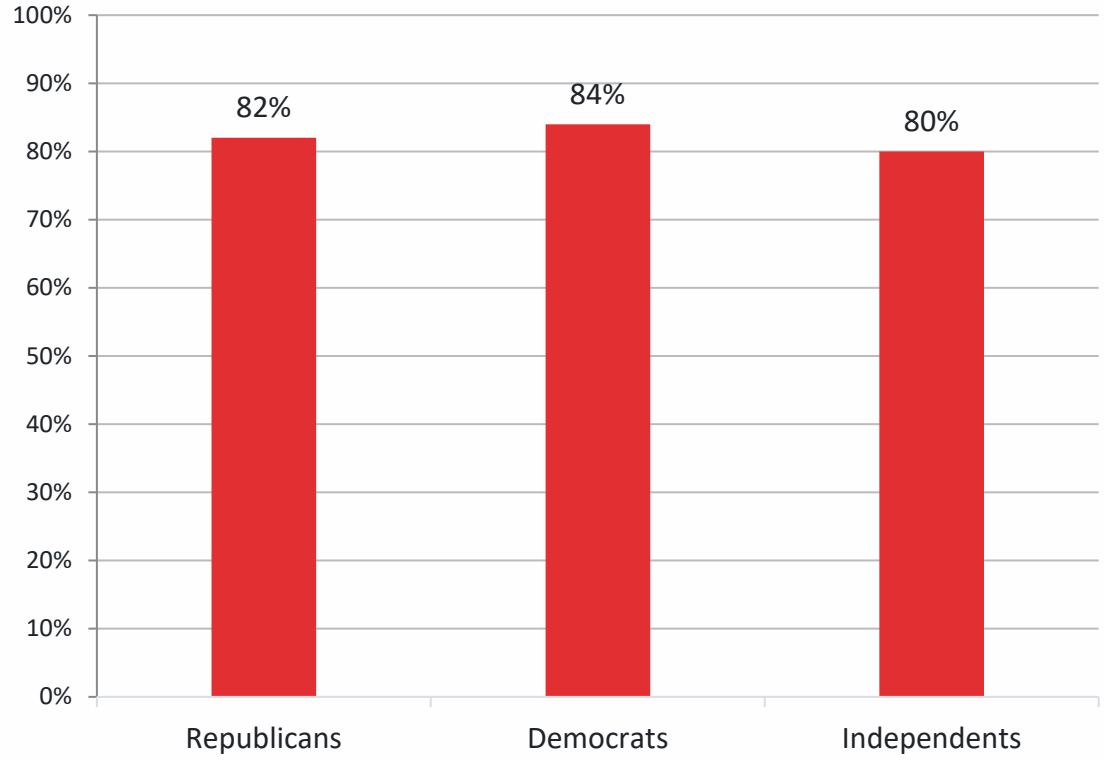
Base: Among Americans (n=2,268)
Below is a list of phrases which people use to describe different industries. For each word or phrase, indicate how well you think it describes each of the industries below – very well, pretty well, not too well or not well at all.

82%

SAY PREDICTION MARKETS SHOULD BE REGULATED LIKE GAMBLING PRODUCTS, NOT FINANCIAL PRODUCTS

2026

Bipartisan Agreement That Prediction Markets Should be Regulated like Gambling Products



Base: Among Americans (n=2,268)
In your opinion, should prediction markets be regulated as gambling products like sports bets, or financial products like swaps or futures contracts?

Survey Methodology

SAMPLE DEFINITIONS

- Americans (n=2,268): Nationally representative sample of registered voters aged 21+*
- Past-year casino visitors (n=922): Visited a casino in the last 12 months to gamble or for some other reason
- Past-year gamblers (n=1,117): Participated in any form of gambling at all during the past 12 months, whether at a casino or racetrack, at a sportsbook, a lottery location, at a bar, tavern or truck stop, or over the internet
    - Physical casino players (n=621): Participated in physical casino gaming in the last 12 months
    - Sports bettors (n=409): Participated in sports betting online, at a physical sportsbook, or with a bookie in the last 12 months
    - iGamers (n=439): Participated in real-money casino gaming over the internet in the last 12 months

Mode: Online Survey

Dates in the Field: September 2–18, 2026

Margin of Error: +/- 2% at 95% confidence level. Higher for subgroups