

National Omnibus Survey

Top Lines

October 20, 2023



Methodology

American Strategies and Statara designed and administered this online survey. Data were collected through a randomly selected online non-probability panel sample provided by Dynata. The survey reached 1,003 adults, age 18 or older. The survey was conducted September 26 - October 1, 2023.

Quotas were assigned to reflect the demographic distribution adults age 18 and older in the United States.

The overall margin of error is +/- 3.1%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

GAMBLING

Variable Name: BET1

Question: Switching gears a bit and thinking about online gaming.

Have you ever placed a bet with an online sports betting or online casino platform, such as: Draft Kings, BetMGM, Fan Duel, or Caesar's?

	Count	Percent
Total Answering	873	100.0%
Yes	145	16.6%
No	728	83.4%

GAMBLING

Variable Name: BET2

Question: (IF NO in BET1) And what would you say is the biggest reason you have not placed a bet with an online sports betting or online casino platform, such as: Draft Kings, BetMGM, Fan Duel, or Caesar's?

	Count	Percent
Total Answering	728	100.0%
I do not like to gamble	473	65.0%
I like to gamble, but don't feel comfortable betting online	208	28.6%
Online betting platforms are not legal, or I am not sure if they are, in the state where I live	47	6.5%

GAMBLING

Variable Name: BET3

Question: (IF NOT LEGAL IN STATE IN BET2) And if online betting platforms were legal in the state where you live, would you use them to bet on a sports event or online casino?

	Count	Percent
Total Answering	47	100.0%
Yes, definitely	14	29.8%
Yes, probably	20	42.6%
No, I would not use them even if they were legal	13	27.7%