

National Omnibus Survey

Top Lines

August 30, 2023



Methodology

American Strategies and Statara designed and administered this multi-modal survey. Data were collected through a randomly selected online non-probability panel sample provided by Dynata Research and Qualtrics links delivered via MMS. The survey reached 1,121 adults, age 18 or older. The survey was conducted August 15-30, 2023.

Sixty-five percent of respondents were reached through the non-probability panel sample and thirty five percent via MMS message. Quotas were assigned to reflect the demographic distribution adults age 18 and older in the United States. The overall margin of error is +/- 2.9%. 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	1,025	100.0%
Yes	148	14.4%
No	877	85.6%

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	876	100.0%
I do not like to gamble	626	71.5%
I like to gamble, but don't feel comfortable betting online	199	22.7%
Online betting platforms are not legal, or I am not sure if they are, in the state where I live	51	5.8%

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	51	100.0%
Yes, definitely	7	13.7%
Yes, probably	18	35.3%
No, I would not use them even if they were legal	26	51.0%