

National Tracking Poll

Project: 2603148
 N Size: 15029 Adults
 Margin of Error: ± 1%
 March 17-22, 2026

Topline Report

Question	Response	Frequency	Percentage
GNIdem1 <i>If the election for U.S. Congress in your district was held today, which one of the following candidates are you most likely to vote for?</i>	Democratic candidate	7012	47%
	Republican candidate	6296	42%
	Don't Know / No Opinion	1720	11%
GNIdem2_1 <i>In the past 12 months, how often have you done each of the following? — Watched sports on TV or a streaming device</i>	Never	2679	18%
	Once or twice	1989	13%
	A few times	3121	21%
	Monthly or more often	2237	15%
	Weekly or more often	5003	33%
GNIdem2_2 <i>In the past 12 months, how often have you done each of the following? — Placed a bet at a state-licensed sportsbook (in-person or app)</i>	Never	10926	73%
	Once or twice	1237	8%
	A few times	1325	9%
	Monthly or more often	752	5%
	Weekly or more often	788	5%
GNIdem2_3 <i>In the past 12 months, how often have you done each of the following? — Played daily fantasy sports</i>	Never	11045	73%
	Once or twice	1214	8%
	A few times	1297	9%
	Monthly or more often	755	5%
	Weekly or more often	718	5%
GNIdem2_4 <i>In the past 12 months, how often have you done each of the following? — Purchased or traded contracts on a prediction market (e.g., Kalshi, Polymarket)</i>	Never	12509	83%
	Once or twice	843	6%
	A few times	847	6%
	Monthly or more often	510	3%
	Weekly or more often	320	2%

Question	Response	Frequency	Percentage
GNIIdem2_5	<i>In the past 12 months, how often have you done each of the following? — Played the lottery or scratch tickets</i>		
	Never	4454	30%
	Once or twice	3173	21%
	A few times	4039	27%
	Monthly or more often	1866	12%
	Weekly or more often	1497	10%
GNIIdem2_6	<i>In the past 12 months, how often have you done each of the following? — Visited a casino (in-person or online)</i>		
	Never	7315	49%
	Once or twice	3340	22%
	A few times	2670	18%
	Monthly or more often	1086	7%
	Weekly or more often	619	4%
GNIIdem2_7	<i>In the past 12 months, how often have you done each of the following? — Traded stocks, ETFs, or other financial instruments</i>		
	Never	9791	65%
	Once or twice	1652	11%
	A few times	1876	12%
	Monthly or more often	1086	7%
	Weekly or more often	623	4%
GNI1	<i>When a prediction market uses the term "invest" to describe buying a contract tied to the outcome of a sporting event – like a football or basketball game – how would you classify that activity?</i>		
	Gambling	10464	70%
	Investing	2826	19%
	Not sure	1739	12%
GNI2	<i>When you hear that a prediction market allows you to invest in - and potentially earn or lose money – based on who wins a sports event, do you consider that gambling?</i>		
	Yes	12107	81%
	No	1590	11%
	Not sure	1332	9%

Question	Response	Frequency	Percentage
GNI3	<i>Prediction market platforms often describe their products using investment terminology such as 'contracts,' 'portfolios,' or 'markets.' To what extent do you agree or disagree that consumers could misunderstand these products as investments rather than gambling?</i>		
	Strongly agree	5542	37%
	Somewhat agree	5654	38%
	Somewhat disagree	1300	9%
	Strongly disagree	741	5%
	Don't know / No opinion	1791	12%
GNI4	<i>Do you believe describing sports bets as 'event contracts,' 'swaps' or 'futures' makes it more difficult for consumers, particularly younger ones, to recognize the financial risks involved?</i>		
	Yes	10938	73%
	No	2000	13%
	Not sure	2091	14%
GNI5	<i>Compared with placing a sports bet at a state-regulated sportsbook, do you think buying or selling a prediction market sports event contract is:</i>		
	More risky	4115	27%
	About the same	8435	56%
	Less risky	693	5%
	Not sure	1786	12%
GNI6_1	<i>How confident are you in each of the following regarding prediction market platforms? — That they offer consumer protections similar to state-licensed sportsbooks</i>		
	Not at all confident	3613	24%
	Not too confident	3646	24%
	Somewhat confident	3390	23%
	Very confident	1661	11%
	Don't know / No opinion	2719	18%
GNI6_2	<i>How confident are you in each of the following regarding prediction market platforms? — That they are able and willing to stop insider trading on their platforms</i>		
	Not at all confident	3794	25%
	Not too confident	3629	24%
	Somewhat confident	3074	20%
	Very confident	1654	11%
	Don't know / No opinion	2878	19%

Question	Response	Frequency	Percentage
GNI7	<i>How concerned are you that individuals with inside knowledge about an event's outcome will profit at the expense of the public on prediction markets?</i>		
	Very concerned	5166	34%
	Somewhat concerned	5454	36%
	Not too concerned	2192	15%
	Not at all concerned	563	4%
	Don't know / No opinion	1655	11%
GNI8	<i>State-licensed sportsbooks are required to pay state gaming taxes and licensing fees. Do you agree or disagree that prediction market platforms that offer sports events contracts should pay the same taxes and fees?</i>		
	Strongly agree	7405	49%
	Somewhat agree	4419	29%
	Somewhat disagree	923	6%
	Strongly disagree	320	2%
	Don't know / No opinion	1962	13%
GNI9_1	<i>How much do you agree or disagree with the following statements about prediction markets? — Prediction market platforms should comply with state gaming regulations, including age restrictions, tax structures, and problem gambling requirements.</i>		
	Strongly agree	8357	56%
	Somewhat agree	3747	25%
	Somewhat disagree	989	7%
	Strongly disagree	324	2%
	Don't know / No opinion	1612	11%
GNI9_2	<i>How much do you agree or disagree with the following statements about prediction markets? — Prediction markets should be required to follow the same state gaming regulations as licensed sportsbooks</i>		
	Strongly agree	8407	56%
	Somewhat agree	3705	25%
	Somewhat disagree	993	7%
	Strongly disagree	354	2%
	Don't know / No opinion	1570	10%
GNI10	<i>Licensed sportsbooks are required to provide access to problem gambling resources. Do you think prediction markets offering sports event contracts should face the same requirements?</i>		
	Yes	11850	79%
	No	1327	9%
	Not sure	1852	12%

Question	Response	Frequency	Percentage
GNI11	<i>Do you think the CFTC is well equipped to regulate sports betting products?</i>		
	Yes	4321	29%
	No	5182	34%
	Not sure	5526	37%
GNI12	<i>How concerned are you that prediction market platforms that allow teenagers to bet on sports could increase gambling-related harm among young adults compared to sportsbooks that require users to be 21?</i>		
	Very concerned	6821	45%
	Somewhat concerned	4871	32%
	Not too concerned	1531	10%
	Not at all concerned	495	3%
	Don't know / No opinion	1310	9%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for respondents with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	15029	100%
xdemGender	Gender: Male	7068	47%
	Gender: Female	7927	53%
	N	14995	
age	Age: 18-34	3870	26%
	Age: 35-44	2308	15%
	Age: 45-64	5110	34%
	Age: 65+	3741	25%
	N	15029	
demAgeGeneration	GenZers: 1997-2012	2660	18%
	Millennials: 1981-1996	3846	26%
	GenXers: 1965-1980	4073	27%
	Baby Boomers: 1946-1964	4224	28%
	N	14802	
xpid3	PID: Dem (no lean)	5729	38%
	PID: Ind (no lean)	3545	24%
	PID: Rep (no lean)	5754	38%
	N	15029	
xpidGender	PID/Gender: Dem Men	2458	16%
	PID/Gender: Dem Women	3253	22%
	PID/Gender: Ind Men	1704	11%
	PID/Gender: Ind Women	1830	12%
	PID/Gender: Rep Men	2906	19%
	PID/Gender: Rep Women	2844	19%
	N	14995	
xdemIdeo3	Ideo: Liberal (1-3)	4664	31%
	Ideo: Moderate (4)	4429	29%
	Ideo: Conservative (5-7)	5288	35%
	N	14381	
xeduc3	Educ: < College	9074	60%
	Educ: Bachelors degree	3770	25%
	Educ: Post-grad	2185	15%
	N	15029	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3_us	Income: Under 50k	5934	39%
	Income: 50k-100k	5417	36%
	Income: 100k+	3678	24%
	N	15029	
xdemWhite	Ethnicity: White	11552	77%
xdemHispBin	Ethnicity: Hispanic	1671	11%
demBlackBin	Ethnicity: Black	1995	13%
demRaceOther	Ethnicity: Other	1482	10%
xdemUsr	Community: Urban	3754	25%
	Community: Suburban	7458	50%
	Community: Rural	3817	25%
	N	15029	
xdemEmploy	Employ: Private Sector	5497	37%
	Employ: Government	1121	7%
	Employ: Self-Employed	1332	9%
	Employ: Homemaker	763	5%
	Employ: Student	361	2%
	Employ: Retired	3808	25%
	Employ: Unemployed	1380	9%
	Employ: Other	768	5%
	N	15029	
xsubVote24O	2024 Vote: Kamala Harris	6647	44%
	2024 Vote: Donald Trump	6701	45%
	2024 Vote: Other	413	3%
	2024 Vote: Didn't Vote	1268	8%
	N	15029	
xsubVote22O	2022 House Vote: Democrat	6138	41%
	2022 House Vote: Republican	5859	39%
	2022 House Vote: Someone else	378	3%
	2022 House Vote: Didnt Vote	2654	18%
	N	15029	
xreg4	4-Region: Northeast	2654	18%
	4-Region: Midwest	3343	22%
	4-Region: South	5608	37%
	4-Region: West	3423	23%
	N	15029	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

