

Siena Poll Conducted by the Siena Research Institute
February 16 - 27, 2026
3084 United States Residents
Credibility Interval +/- 1.9%

Q2-Q10 Computed Fanship Category																										
	Total 2026	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age				Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Avid	25%	20%	19%	21%	100%	0%	0%	0%	37%	12%	47%	34%	39%	14%	8%	28%	25%	17%	29%	23%	29%	37%	17%	15%	19%	38%
Involved	30%	32%	26%	26%	0%	100%	0%	0%	33%	27%	30%	30%	29%	29%	30%	29%	29%	28%	31%	28%	32%	31%	35%	36%	30%	29%
Casual	22%	24%	27%	26%	0%	0%	100%	0%	16%	28%	13%	20%	17%	25%	27%	19%	22%	28%	18%	23%	23%	18%	23%	20%	24%	17%
Nonfan	24%	24%	28%	27%	0%	0%	0%	100%	14%	33%	10%	17%	15%	31%	35%	23%	23%	27%	22%	27%	16%	14%	26%	29%	27%	16%

Q28. Now, turning to a separate topic in sports... How often would you say have you seen an advertisement for an online sportsbook, that is, an online sports betting service including but not limited to DraftKings, Caesars, FanDuel, BetMGM and so on?																										
	Total 2026	Total 2025	Total 2024		Fanship Category				Gender		Age				Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Very often	29%	29%	24%		56%	30%	20%	9%	38%	21%	41%	34%	37%	23%	21%	34%	28%	31%	25%	30%	34%	28%	17%	23%	27%	34%
Somewhat often	32%	29%	30%		35%	41%	33%	17%	35%	29%	40%	39%	34%	30%	22%	33%	30%	33%	33%	30%	29%	39%	34%	37%	31%	33%
Not very often	17%	19%	21%		7%	18%	24%	21%	14%	21%	11%	14%	15%	20%	22%	16%	18%	17%	18%	17%	18%	17%	22%	16%	18%	16%
Never	17%	19%	18%		2%	8%	19%	42%	10%	24%	7%	12%	10%	21%	29%	14%	19%	14%	19%	18%	15%	14%	22%	15%	20%	12%
Don't know / Refused	4%	3%	6%		1%	2%	4%	10%	3%	6%	1%	1%	4%	6%	7%	3%	4%	5%	4%	4%	4%	2%	5%	10%	4%	4%

Q29. Do you have an account with one of these online sportsbooks?																										
	Total 2026	Total 2025	Total 2024		Fanship Category				Gender		Age				Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	27%	22%	19%		71%	25%	10%	2%	39%	16%	52%	38%	46%	16%	4%	34%	28%	23%	26%	25%	38%	39%	16%	22%	23%	38%
No	71%	76%	79%		29%	73%	89%	97%	60%	83%	47%	60%	54%	83%	95%	65%	72%	76%	72%	75%	61%	60%	82%	77%	76%	61%
Don't know / Refused	1%	1%	2%		0%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%

Q30. [If Q29 = No or DK] While you may not have an active account, have you ever opened an account with one of these online sportsbooks?																										
	Total 2026	Total 2025			Fanship Category				Gender		Age				Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	8%	7%			23%	11%	7%	2%	10%	6%	15%	13%	13%	6%	2%	6%	8%	7%	10%	6%	14%	14%	3%	7%	8%	8%
No	90%	91%			74%	86%	90%	97%	87%	91%	81%	83%	84%	92%	97%	91%	90%	90%	87%	91%	84%	81%	94%	91%	89%	90%
Don't know / Refused	2%	2%			3%	3%	3%	1%	3%	2%	4%	4%	3%	2%	1%	3%	1%	3%	3%	2%	2%	4%	3%	2%	3%	2%

Q29-Q30. Computed Account Status																										
	Total 2026	Total 2025			Fanship Category				Gender		Age				Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Have an Account(Q29 = Yes)	27%	22%			71%	25%	10%	2%	39%	16%	52%	38%	46%	16%	4%	34%	28%	23%	26%	25%	38%	39%	16%	22%	23%	38%
Had an account(Q30 = Yes)	6%	5%			7%	8%	6%	2%	6%	5%	7%	8%	7%	5%	2%	4%	6%	5%	8%	5%	9%	9%	2%	5%	6%	5%
No account(Both Q29 AND Q30 = No or DK)	67%	72%			23%	67%	84%	96%	54%	79%	41%	54%	48%	79%	93%	62%	66%	72%	66%	71%	54%	53%	82%	72%	71%	57%

Q31. (Of those with an account) [Do/Did] you have at least one app on your smartphone to access your online sportsbook account?																										
	Total 2026	Total 2025	Total 2024		Fanship Category				Gender		Age				Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	88%	87%	91%		94%	82%	74%	66%	89%	84%	92%	90%	90%	81%	63%	88%	87%	89%	87%	88%	89%	87%	94%	74%	84%	92%
No	12%	13%	8%		6%	16%	26%	34%	10%	14%	8%	9%	10%	18%	32%	11%	12%	11%	12%	11%	10%	12%	6%	19%	14%	7%
Don't know / Refused	1%	0%	1%		0%	2%	0%	0%	0%	2%	0%	0%	0%	1%	5%	0%	1%	0%	1%	0%	1%	0%	0%	7%	1%	0%

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Q32. (Of those with an account) When did you first create an account with an online sportsbook?																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Within the past year	33%	33%	35%	30%	32%	46%	42%	30%	38%	31%	36%	32%	29%	21%	35%	36%	27%	30%	33%	35%	29%	28%	39%	35%	29%	
More than a year ago but less than two years ago	35%	34%	35%	36%	37%	29%	24%	36%	33%	37%	38%	34%	35%	28%	31%	36%	32%	40%	32%	34%	42%	39%	44%	37%	33%	
More than two years ago	31%	31%	29%	34%	30%	20%	30%	33%	27%	31%	26%	34%	34%	45%	33%	27%	39%	29%	33%	29%	29%	30%	17%	27%	38%	
Don't know / Refused	1%	1%	1%	0%	1%	4%	4%	1%	1%	1%	1%	0%	1%	6%	1%	1%	2%	0%	1%	2%	0%	3%	0%	1%	0%	

Q33. (Of those with an account) How many online sportsbooks (i.e. different services, such as with both DraftKings AND Caesars, etc.) [do/did] you have an account with?																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Just one	34%	40%	37%	24%	42%	60%	71%	30%	43%	28%	32%	31%	42%	48%	34%	38%	34%	27%	35%	42%	28%	15%	31%	40%	25%	
2	35%	34%	35%	37%	40%	14%	29%	37%	33%	37%	37%	35%	34%	29%	37%	34%	35%	37%	35%	32%	40%	43%	34%	34%	38%	
3	19%	15%	21%	25%	13%	6%	0%	21%	13%	24%	20%	22%	9%	10%	19%	16%	16%	24%	17%	16%	23%	28%	19%	15%	24%	
4 or more	10%	10%	7%	14%	4%	9%	0%	11%	7%	11%	10%	10%	11%	7%	9%	11%	9%	11%	12%	8%	9%	11%	4%	9%	12%	
Don't know / Refused	2%	1%	0%	1%	1%	11%	0%	1%	3%	1%	1%	1%	4%	6%	1%	1%	6%	1%	1%	3%	0%	3%	12%	2%	1%	

Q34. (Of those with an account) How often [do/did] you check an online sportsbook to see the odds on a bet, or to investigate possible bets?																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
More than 2 times a day	19%	19%	24%	27%	10%	6%	2%	20%	16%	22%	20%	23%	12%	2%	18%	20%	20%	18%	19%	22%	18%	12%	11%	15%	25%	
Once or twice each day	28%	25%	24%	38%	19%	9%	0%	32%	20%	33%	32%	28%	21%	19%	29%	26%	24%	34%	27%	27%	36%	40%	8%	27%	30%	
A couple of times a week	28%	30%	30%	26%	38%	13%	16%	29%	25%	28%	26%	28%	32%	23%	30%	28%	24%	28%	29%	25%	28%	21%	16%	25%	32%	
Once in a while	19%	18%	20%	8%	30%	41%	32%	16%	25%	14%	16%	17%	26%	38%	16%	19%	22%	17%	18%	18%	14%	18%	53%	23%	11%	
Never	6%	6%	3%	2%	4%	30%	39%	3%	13%	3%	6%	5%	8%	18%	7%	7%	8%	3%	7%	7%	4%	3%	12%	9%	2%	
Don't know / Refused	0%	1%	0%	0%	0%	1%	11%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	6%	0%	1%	0%	

Q35. (Of those with an account) Have you ever placed a bet on a sporting event through an online sportsbook?																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	83%	83%	88%	92%	79%	55%	43%	88%	71%	89%	82%	87%	77%	69%	86%	80%	80%	86%	85%	78%	83%	87%	69%	77%	91%	
No	16%	16%	11%	7%	19%	42%	57%	11%	27%	10%	15%	12%	23%	31%	13%	18%	19%	13%	14%	21%	16%	13%	31%	21%	8%	
Don't know / Refused	1%	1%	1%	1%	2%	3%	0%	1%	2%	1%	3%	1%	0%	0%	1%	2%	1%	1%	2%	1%	1%	0%	0%	2%	1%	

Q36. [If Q35 = Yes] (Of those with an account AND who have placed a bet) How often [do/did] you place a bet on a sporting event using an online sportsbook?																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
3 or more times a week	23%	21%	24%	30%	11%	8%	0%	25%	17%	25%	23%	25%	19%	11%	23%	25%	20%	20%	24%	25%	20%	23%	5%	19%	28%	
Once or twice a week	39%	33%	35%	46%	32%	16%	0%	41%	35%	43%	41%	40%	34%	26%	46%	33%	34%	45%	37%	39%	47%	50%	25%	36%	43%	
A few times every month but less than once a week	20%	24%	20%	15%	30%	22%	28%	18%	24%	17%	20%	20%	22%	17%	14%	25%	20%	18%	19%	26%	16%	10%	41%	22%	17%	
Once in a while	18%	21%	20%	10%	25%	51%	61%	15%	23%	14%	16%	15%	24%	44%	16%	16%	23%	18%	19%	10%	17%	16%	29%	22%	11%	
Don't know / Refused	1%	1%	0%	0%	1%	3%	10%	1%	1%	1%	1%	0%	1%	2%	1%	0%	2%	0%	1%	0%	1%	0%	0%	1%	0%	

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Q37. (Of those with an account AND who have placed a bet) Thinking about the bets you've made on online sportsbooks, would you say that you [win/won] more than you [lose/lost], [lose/lost] more than you [win/won], or that you usually [break/broke] even?																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Win more than lose	39%	30%	36%	44%	34%	17%	19%	42%	33%	43%	39%	43%	34%	22%	38%	41%	36%	41%	42%	29%	40%	31%	45%	32%	48%	
Lose more than win	32%	37%	30%	29%	38%	45%	36%	33%	31%	32%	33%	29%	33%	56%	34%	29%	32%	37%	31%	35%	34%	39%	34%	37%	27%	
Usually break even	28%	33%	33%	27%	27%	36%	35%	24%	36%	24%	26%	27%	33%	21%	27%	30%	31%	22%	26%	36%	27%	30%	20%	30%	24%	
Don't know / Refused	1%	1%	1%	0%	1%	2%	10%	1%	0%	1%	1%	1%	0%	2%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%		
Q38. (Of those with an account AND who have placed a bet) What is the largest total amount of money you have ever won in a day using an online sportsbook?																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
No more than \$50	19%	21%	20%	13%	27%	45%	43%	15%	30%	14%	18%	17%	25%	40%	15%	18%	26%	21%	20%	19%	16%	14%	34%	27%	10%	
\$50.00 - \$99.99	21%	22%	18%	22%	22%	16%	0%	22%	19%	20%	21%	18%	28%	20%	25%	20%	15%	24%	19%	21%	28%	27%	17%	25%	16%	
\$100.00 - \$199.99	19%	21%	20%	20%	18%	16%	21%	19%	19%	20%	19%	22%	14%	17%	17%	26%	16%	14%	20%	22%	15%	22%	19%	16%	23%	
\$200.00 - \$499.99	19%	18%	21%	20%	20%	10%	18%	21%	16%	21%	21%	18%	20%	12%	18%	19%	18%	22%	20%	19%	20%	13%	16%	15%	25%	
\$500.00 - \$999.99	12%	9%	12%	15%	8%	2%	7%	13%	9%	14%	10%	16%	8%	7%	14%	10%	11%	14%	13%	8%	13%	9%	9%	9%	16%	
\$1000.00 or more	8%	10%	8%	10%	5%	4%	0%	9%	5%	10%	10%	8%	4%	4%	9%	8%	12%	5%	8%	12%	6%	15%	5%	6%	11%	
Don't know / Refused	1%	1%	1%	0%	1%	6%	10%	1%	1%	1%	1%	0%	1%	0%	2%	0%	2%	0%	1%	1%	1%	0%	0%	1%	0%	
Q39. (Of those with an account AND who have placed a bet) Have you ever placed a bet against your favorite team using an online sportsbook?																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	60%	59%	56%	68%	48%	32%	19%	61%	56%	64%	65%	58%	53%	42%	58%	60%	53%	65%	55%	63%	66%	73%	71%	57%	63%	
No	39%	40%	42%	31%	50%	62%	70%	38%	42%	36%	34%	41%	45%	51%	41%	38%	45%	35%	44%	35%	33%	27%	29%	41%	36%	
Don't know / Refused	1%	2%	1%	0%	2%	6%	11%	1%	2%	1%	1%	1%	1%	7%	1%	1%	1%	0%	1%	2%	1%	0%	0%	2%	0%	
Q40. (Of those with an account AND who have placed a bet) Have you ever participated in a promotion on an online sportsbook in which you were awarded money for your participation or perhaps guaranteed that your losses would be reimbursed? Example: `` Bet \$10, Get \$100 in Bonus Bets if Your Team Wins ``																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	80%	77%	79%	83%	77%	75%	65%	82%	76%	85%	82%	83%	74%	54%	79%	81%	80%	82%	78%	82%	87%	72%	78%	79%	83%	
No	17%	20%	19%	15%	21%	22%	35%	16%	23%	14%	16%	15%	24%	35%	20%	17%	16%	17%	19%	16%	11%	28%	22%	19%	16%	
Don't know / Refused	2%	2%	2%	2%	2%	3%	0%	2%	2%	1%	2%	2%	2%	11%	1%	2%	4%	1%	2%	2%	2%	0%	0%	3%	1%	
Of the following, please indicate whether or not any of the following reasons describe why you [bet/betted] using online sportsbooks: [ROTATE Q41 - Q48]																										
Q41. (Of those with an account AND who have placed a bet) Placing bets on my favorite teams and players [is/was] fun and exciting.																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	92%	95%	93%	95%	90%	86%	68%	92%	92%	92%	92%	92%	94%	95%	92%	91%	95%	92%	92%	96%	93%	92%	82%	91%	93%	
No	7%	5%	6%	5%	9%	11%	22%	7%	7%	7%	8%	7%	4%	5%	7%	8%	4%	7%	7%	4%	7%	8%	13%	7%	6%	
Don't know / Refused	1%	1%	1%	0%	2%	3%	10%	1%	2%	1%	0%	1%	2%	0%	2%	1%	1%	1%	1%	0%	1%	0%	5%	1%	1%	

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Q42. (Of those with an account AND who have placed a bet) Placing bets [makes/made] me more interested in watching the games live.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	89%	88%	85%	90%	88%	81%	57%	88%	89%	89%	90%	89%	86%	82%	88%	88%	88%	90%	89%	86%	89%	85%	88%	86%	91%	
No	10%	12%	14%	9%	10%	15%	43%	11%	9%	10%	10%	9%	11%	18%	10%	11%	11%	9%	10%	13%	9%	15%	7%	12%	8%	
Don't know / Refused	1%	1%	1%	1%	1%	4%	0%	1%	2%	1%	0%	2%	3%	0%	2%	1%	1%	1%	1%	1%	1%	0%	5%	1%	1%	

Q43. (Of those with an account AND who have placed a bet) I [like/liked] to talk to my friends and family about my bets.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	78%	77%	75%	85%	71%	63%	28%	78%	78%	80%	80%	80%	73%	70%	81%	79%	76%	77%	78%	77%	82%	67%	74%	74%	84%	
No	21%	22%	24%	15%	28%	37%	52%	21%	21%	20%	20%	20%	25%	30%	18%	20%	24%	23%	21%	23%	18%	33%	26%	25%	16%	
Don't know / Refused	1%	1%	1%	0%	1%	0%	20%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	

Q44. (Of those with an account AND who have placed a bet) I [like/liked] to bet small amounts on parlays, futures or other bets that pay a lot more than you bet if you win.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	83%	83%	83%	87%	80%	70%	35%	83%	82%	85%	87%	82%	77%	70%	83%	84%	79%	85%	81%	89%	88%	78%	67%	83%	83%	
No	14%	15%	14%	12%	16%	24%	44%	15%	13%	14%	11%	15%	19%	20%	15%	13%	16%	14%	17%	9%	10%	18%	20%	14%	15%	
Don't know / Refused	3%	1%	3%	1%	4%	6%	21%	2%	5%	2%	2%	3%	4%	10%	2%	3%	5%	2%	3%	2%	2%	4%	13%	3%	2%	

Q45. (Of those with an account AND who have placed a bet) I [like/liked] to participate in prop bets, or bets made on small events that don't affect the outcome of a game, such as a player making a certain number of shots / passes or who will score first, for example.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	75%	73%		83%	68%	48%	19%	77%	72%	79%	78%	77%	67%	53%	75%	76%	71%	78%	73%	83%	78%	78%	71%	70%	83%	
No	21%	25%		15%	26%	48%	70%	20%	23%	18%	19%	19%	29%	38%	24%	20%	25%	17%	24%	13%	17%	22%	23%	26%	15%	
Don't know / Refused	4%	3%		3%	6%	4%	11%	3%	6%	3%	3%	4%	4%	10%	1%	4%	3%	5%	3%	4%	6%	0%	6%	4%	3%	

Q46. (Of those with an account AND who have placed a bet) I [think/thought] I [can/could] make money by placing bets.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	85%	86%	80%	90%	80%	72%	57%	85%	85%	87%	87%	87%	79%	65%	83%	87%	84%	85%	84%	87%	87%	76%	86%	84%	87%	
No	11%	12%	18%	9%	13%	18%	43%	11%	10%	10%	9%	9%	18%	23%	13%	9%	11%	12%	12%	9%	10%	15%	7%	12%	10%	
Don't know / Refused	4%	2%	2%	2%	8%	10%	0%	3%	6%	3%	3%	4%	4%	12%	4%	4%	5%	3%	4%	4%	3%	9%	8%	5%	3%	

Q47. (Of those with an account AND who have placed a bet) I signed up for an account because of a promotion, the money was free.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	73%	74%	71%	74%	72%	80%	52%	73%	75%	73%	74%	72%	76%	69%	69%	75%	70%	77%	72%	66%	77%	78%	95%	75%	71%	
No	26%	25%	28%	26%	26%	19%	48%	27%	23%	26%	25%	27%	23%	28%	30%	24%	28%	23%	27%	34%	22%	22%	5%	24%	28%	
Don't know / Refused	1%	1%	0%	1%	2%	1%	0%	1%	2%	1%	1%	1%	1%	3%	1%	1%	3%	0%	2%	0%	1%	0%	0%	1%	1%	

Siena Poll Conducted by the Siena Research Institute
 February 16 - 27, 2026
 3084 United States Residents
 Credibility Interval +/- 1.9%

Q48. (Of those with an account AND who have placed a bet) I [like/liked] to research statistics on players and teams ahead of the games so I [have/had] more information with which to make more successful bets.																									
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education	
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	85%	84%		92%	80%	62%	9%	88%	79%	89%	85%	88%	83%	67%	85%	86%	80%	89%	83%	88%	91%	93%	78%	80%	92%
No	13%	14%		7%	18%	36%	91%	11%	19%	10%	14%	11%	17%	24%	15%	13%	18%	10%	16%	11%	8%	7%	16%	17%	8%
Don't know / Refused	1%	1%		1%	1%	3%	0%	1%	2%	1%	1%	1%	0%	9%	1%	1%	2%	2%	1%	1%	0%	6%	2%	0%	

Q49. (Of those with an account AND who have placed a bet) How often [do/did] you deposit money into your online sportsbook account?																									
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education	
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
I deposited money when I started and have never deposited again	16%	16%	16%	14%	19%	23%	43%	15%	18%	14%	14%	16%	21%	25%	15%	15%	16%	18%	14%	20%	18%	20%	10%	19%	13%
Only once in a while	39%	39%	43%	36%	47%	47%	26%	39%	41%	37%	40%	35%	45%	61%	41%	36%	42%	41%	40%	32%	43%	31%	52%	44%	34%
About monthly	20%	22%	22%	20%	21%	20%	10%	20%	20%	19%	18%	22%	22%	14%	14%	24%	18%	21%	20%	20%	18%	28%	22%	19%	22%
Weekly or even more often	24%	22%	18%	31%	12%	8%	10%	25%	19%	29%	27%	27%	10%	0%	30%	23%	23%	19%	25%	28%	19%	20%	11%	18%	31%
Don't know / Refused	1%	1%	1%	0%	1%	2%	11%	0%	2%	1%	1%	0%	2%	0%	1%	1%	1%	0%	1%	0%	1%	0%	6%	1%	1%

Q50. (Of those with an account AND who have placed a bet) [Do/Did] you use features on online sports betting apps designed to help users bet responsibly, such as by placing deposit limits, daily time limits, `cool-off` periods and so on?																									
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education	
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	59%	50%		68%	50%	20%	0%	60%	57%	63%	60%	64%	49%	22%	62%	59%	49%	62%	57%	63%	69%	33%	39%	51%	68%
No	39%	49%		31%	46%	77%	79%	39%	40%	36%	38%	34%	50%	76%	37%	38%	50%	36%	41%	36%	31%	59%	51%	46%	30%
Don't know / Refused	2%	1%		1%	3%	2%	21%	1%	3%	1%	2%	2%	1%	2%	1%	3%	1%	2%	2%	1%	0%	7%	10%	2%	2%

Q51. (Of those with an account AND who have placed a bet) Which of the following [is/was] closest to how you [withdraw/withdrew] winnings from your account?																									
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education	
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
If I win \$500 or more I take the money out	24%	23%	24%	28%	18%	7%	10%	24%	22%	24%	22%	27%	21%	24%	30%	21%	29%	19%	23%	29%	21%	28%	22%	21%	28%
If I win \$100 or more I take the money out	51%	50%	47%	49%	53%	58%	48%	51%	50%	51%	53%	49%	51%	41%	48%	51%	49%	54%	50%	47%	58%	39%	37%	52%	49%
I usually leave my winnings in the account in order to make more bets	21%	20%	24%	20%	23%	18%	42%	20%	23%	20%	21%	20%	22%	21%	19%	25%	15%	21%	21%	18%	19%	33%	33%	21%	21%
I've never withdrawn money from my account	4%	5%	5%	2%	6%	15%	0%	4%	5%	3%	4%	4%	5%	7%	3%	3%	7%	5%	5%	5%	1%	0%	8%	5%	2%
Don't know / Refused	1%	1%	1%	1%	1%	2%	0%	1%	0%	1%	1%	1%	1%	6%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%

Q52. (Of those with an account AND who have placed a bet) Have you ever `Chased` a bet, that is, bet an increased amount in hopes of getting your money back from a previous bet where you lost?																									
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education	
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	60%	52%	53%	66%	48%	54%	18%	65%	47%	68%	63%	64%	39%	55%	60%	57%	56%	66%	58%	58%	65%	78%	45%	55%	66%
No	39%	47%	47%	33%	50%	46%	71%	35%	51%	32%	36%	35%	59%	41%	39%	42%	43%	34%	41%	39%	35%	22%	55%	44%	34%
Don't know / Refused	1%	1%	1%	1%	1%	0%	11%	1%	2%	0%	1%	0%	3%	4%	1%	1%	1%	0%	1%	2%	0%	0%	0%	2%	0%

Siena Poll Conducted by the Siena Research Institute
 February 16 - 27, 2026
 3084 United States Residents
 Credibility Interval +/- 1.9%

Q53. (Of those with an account AND who have placed a bet) Have you ever bet a total of \$100 or more in one day using an online sportsbook?																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	63%	56%	59%	70%	55%	35%	27%	68%	49%	72%	66%	67%	47%	44%	67%	60%	57%	68%	59%	61%	72%	79%	58%	55%	73%	
No	37%	44%	41%	30%	44%	65%	73%	32%	50%	28%	34%	33%	52%	56%	33%	40%	42%	32%	40%	38%	28%	21%	42%	45%	27%	
Don't know / Refused	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	
Q54. (Of those with an account AND who have placed a bet) Have you ever bet a total of \$500 or more in one day using an online sportsbook?																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	28%	24%	24%	35%	19%	13%	0%	33%	18%	36%	33%	31%	15%	6%	31%	24%	22%	37%	25%	28%	38%	38%	16%	22%	37%	
No	71%	76%	76%	65%	80%	87%	100%	67%	82%	64%	67%	69%	85%	94%	69%	76%	78%	62%	75%	72%	61%	62%	84%	78%	63%	
Don't know / Refused	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	
Q55. (Of those with an account AND who have placed a bet) Has anyone ever expressed concern to you about your usage of online sportsbooks?																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	31%	23%	22%	37%	25%	7%	0%	33%	27%	36%	35%	35%	17%	5%	35%	27%	21%	41%	29%	35%	37%	33%	10%	23%	42%	
No	67%	77%	78%	61%	73%	90%	100%	65%	73%	62%	62%	64%	82%	92%	64%	71%	77%	58%	70%	64%	58%	67%	90%	75%	57%	
Don't know / Refused	2%	0%	0%	1%	2%	3%	0%	2%	0%	2%	3%	0%	1%	3%	1%	2%	3%	1%	1%	1%	5%	0%	0%	2%	1%	
Q56. (Of those with an account AND who have placed a bet) Have you ever lied to someone about the extent of how much you bet using online sportsbooks?																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	27%	20%	19%	32%	20%	9%	0%	30%	18%	33%	32%	27%	15%	12%	25%	27%	15%	36%	23%	24%	37%	43%	18%	23%	32%	
No	72%	79%	80%	67%	78%	91%	100%	69%	82%	67%	68%	72%	82%	85%	75%	73%	84%	62%	76%	75%	61%	57%	82%	77%	67%	
Don't know / Refused	1%	0%	1%	1%	2%	0%	0%	1%	0%	1%	0%	1%	3%	3%	1%	1%	1%	2%	1%	1%	2%	0%	0%	1%	1%	
Q57. (Of those with an account AND who have placed a bet) Have you ever felt that you bet more than you should on an online sportsbook?																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	42%	37%	38%	47%	36%	27%	7%	46%	32%	49%	49%	42%	25%	34%	40%	42%	34%	48%	39%	42%	47%	50%	43%	40%	44%	
No	57%	62%	62%	52%	63%	71%	93%	53%	68%	50%	50%	58%	73%	60%	60%	57%	64%	50%	60%	56%	52%	46%	57%	59%	55%	
Don't know / Refused	1%	0%	0%	1%	1%	2%	0%	2%	0%	1%	1%	1%	2%	6%	1%	1%	2%	1%	1%	2%	1%	4%	0%	2%	1%	
Q58. (Of those with an account AND who have placed a bet) Have you ever felt bad or ashamed after losing a bet on an online sportsbook?																										
	Total 2026	Total 2025	Total 2024	Fanship Category				Gender		Age					Region				Ethnicity					Education		
				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	43%	37%	37%	49%	34%	26%	0%	45%	39%	49%	49%	46%	26%	12%	45%	39%	34%	53%	38%	43%	54%	51%	41%	39%	48%	
No	57%	63%	63%	50%	65%	73%	100%	55%	61%	51%	51%	54%	74%	83%	53%	61%	65%	47%	61%	55%	46%	49%	59%	60%	52%	
Don't know / Refused	1%	0%	0%	0%	1%	2%	0%	1%	0%	0%	0%	1%	0%	6%	2%	0%	1%	0%	0%	2%	0%	0%	0%	1%	0%	

Siena Poll Conducted by the Siena Research Institute
February 16 - 27, 2026
3084 United States Residents
Credibility Interval +/- 1.9%

Q59. (Of those with an account AND who have placed a bet) Have you ever lost an amount of money in a bet that meant you would have trouble meeting your financial obligations?																									
	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Yes	26%	20%	18%	31%	19%	6%	0%	27%	20%	31%	33%	24%	11%	10%	24%	24%	17%	35%	21%	24%	37%	47%	16%	22%	30%
No	73%	79%	82%	68%	80%	93%	91%	72%	79%	68%	66%	75%	88%	90%	74%	76%	82%	64%	78%	72%	63%	53%	84%	77%	69%
Don't know / Refused	1%	0%	0%	1%	1%	1%	9%	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	4%	0%	0%	0%	2%	0%

Q60. (Of those with an account AND who have placed a bet) Have you ever called a problem gambling Helpline or sought any other help to control or stop problem gambling behaviors?																									
	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Yes	15%	9%	9%	20%	9%	0%	0%	18%	9%	20%	19%	16%	5%	0%	14%	14%	4%	24%	12%	10%	29%	6%	5%	11%	20%
No	85%	90%	89%	80%	91%	100%	100%	82%	91%	79%	81%	84%	94%	100%	85%	85%	96%	76%	87%	88%	71%	94%	95%	88%	80%
Don't know / Refused	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	2%	0%	0%	0%	1%	0%

Q61. Do you know anyone that has or has had a problem with online sports betting?																									
	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Yes	22%	16%	15%	40%	24%	15%	7%	28%	15%	35%	33%	26%	15%	8%	24%	20%	18%	26%	20%	23%	29%	26%	15%	19%	27%
No	74%	81%	82%	58%	71%	80%	88%	68%	79%	62%	62%	70%	81%	87%	70%	76%	78%	69%	76%	74%	65%	73%	74%	76%	69%
Don't know / Refused	5%	3%	3%	3%	5%	6%	5%	4%	5%	3%	5%	4%	5%	5%	6%	4%	4%	6%	4%	3%	5%	2%	11%	5%	4%

Q62. Have you ever placed a bet on a sporting event using an online event-based prediction market, such as Polymarket, Kalshi, Crypto.com, or Robinhood?																									
	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Yes	15%			42%	13%	3%	0%	23%	7%	33%	23%	28%	5%	1%	19%	14%	7%	20%	13%	17%	25%	14%	5%	9%	27%
No	84%			57%	86%	96%	100%	76%	92%	66%	76%	72%	95%	99%	81%	85%	92%	79%	86%	82%	73%	85%	95%	90%	72%
Don't know / Refused	1%			0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%

Now, for each of the following items, please indicate whether you believe it is good for sports or bad for sports. [ROTATE Q82 - Q92]

Q84. Caesars, DraftKings and FanDuel being the official sports-betting partners of the NFL																									
	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Good for sports	42%	41%	40%	71%	44%	32%	17%	46%	37%	58%	51%	59%	35%	16%	41%	45%	38%	41%	38%	54%	54%	23%	38%	40%	45%
Bad for sports	30%	29%	29%	22%	36%	34%	29%	34%	26%	27%	27%	20%	30%	47%	30%	28%	33%	31%	33%	21%	26%	37%	24%	29%	32%
Don't know / Refused	28%	31%	31%	7%	20%	34%	54%	19%	37%	15%	22%	21%	36%	37%	29%	27%	29%	28%	29%	25%	20%	40%	38%	31%	22%

Q85. The NFL working directly with online sports betting partners to limit or outright ban certain prop bets or other bets in determines to have corrosive effects on the reputation of the league and the safety of its players																									
	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Good for sports	52%			71%	56%	48%	31%	59%	46%	63%	59%	59%	45%	44%	55%	52%	48%	54%	52%	54%	54%	43%	50%	48%	61%
Bad for sports	20%			20%	22%	21%	17%	23%	18%	20%	19%	19%	21%	22%	17%	21%	22%	19%	20%	19%	23%	21%	16%	21%	18%
Don't know / Refused	28%			9%	22%	30%	52%	18%	37%	16%	22%	23%	34%	35%	28%	27%	30%	27%	28%	27%	23%	37%	34%	31%	20%

Siena Poll Conducted by the Siena Research Institute
 February 16 - 27, 2026
 3084 United States Residents
 Credibility Interval +/- 1.9%

Q88. Sports commentators offering remarks on sports gambling and potential bets during live games																												
			Fanship Category					Gender		Age					Region				Ethnicity					Education				
	Total 2026	Total 2025					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Good for sports	29%	26%					56%	30%	19%	9%	35%	23%	47%	41%	43%	18%	9%	31%	30%	25%	30%	26%	38%	38%	23%	24%	26%	37%
Bad for sports	48%	53%					36%	53%	56%	49%	49%	48%	40%	40%	38%	54%	65%	44%	48%	53%	48%	52%	38%	44%	49%	44%	49%	48%
Don't know / Refused	22%	21%					8%	17%	25%	43%	16%	29%	13%	19%	18%	27%	26%	25%	21%	23%	22%	22%	23%	18%	28%	31%	26%	16%

Q92. NCAA rule changes permitting college athletes and athletic department staff to place bets on professional sports																												
			Fanship Category					Gender		Age					Region				Ethnicity					Education				
	Total 2026	Total 2025					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Good for sports	28%						56%	27%	16%	10%	33%	23%	45%	40%	43%	16%	6%	29%	30%	22%	29%	24%	38%	37%	22%	29%	25%	34%
Bad for sports	51%						38%	59%	60%	48%	54%	49%	42%	40%	38%	59%	73%	47%	49%	59%	53%	56%	41%	43%	49%	46%	51%	52%
Don't know / Refused	21%						6%	14%	24%	42%	14%	28%	13%	20%	19%	25%	20%	25%	21%	19%	19%	20%	22%	20%	28%	24%	24%	14%

For the following issues in sports betting, please indicate whether you believe it is a very serious, somewhat serious, not very serious, not at all serious as an issue.

Q96. The participation of individuals as young as 18 years old in online sports betting																												
			Fanship Category					Gender		Age					Region				Ethnicity					Education				
	Total 2026	Total 2025					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Very serious	44%						45%	43%	44%	45%	41%	47%	38%	38%	40%	44%	58%	42%	45%	48%	41%	46%	46%	38%	48%	38%	42%	50%
Somewhat serious	30%						36%	33%	31%	19%	34%	27%	36%	31%	34%	27%	27%	33%	29%	27%	32%	31%	28%	33%	25%	25%	28%	34%
Total Serious	74%						81%	76%	75%	64%	75%	74%	73%	69%	74%	71%	85%	75%	74%	75%	73%	77%	74%	71%	73%	63%	70%	84%
Not very serious	12%						12%	15%	12%	10%	13%	12%	15%	17%	14%	11%	5%	13%	12%	10%	14%	11%	14%	14%	10%	19%	14%	9%
Not at all serious	5%						5%	4%	4%	7%	6%	4%	6%	7%	4%	5%	2%	4%	5%	5%	5%	4%	6%	7%	4%	6%	3%	
Total Not Serious	17%						17%	19%	16%	16%	19%	16%	21%	24%	18%	16%	7%	17%	17%	15%	19%	15%	20%	21%	14%	25%	20%	12%
Don't Know/Refused	9%						2%	5%	9%	20%	7%	10%	5%	7%	7%	12%	8%	8%	9%	9%	8%	9%	5%	8%	13%	12%	11%	5%

Q97. An alleged scheme between various coaches and athletes in the NBA to share insider information with bettors in order to manipulate the outcomes of bets																												
			Fanship Category					Gender		Age					Region				Ethnicity					Education				
	Total 2026	Total 2025					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Very serious	63%						63%	66%	65%	59%	65%	62%	59%	56%	60%	67%	73%	64%	64%	62%	63%	66%	58%	53%	60%	76%	61%	68%
Somewhat serious	22%						29%	22%	20%	15%	23%	20%	29%	27%	26%	17%	15%	23%	19%	23%	24%	21%	23%	28%	21%	11%	21%	24%
Total Serious	85%						92%	88%	85%	74%	88%	82%	88%	83%	86%	84%	88%	87%	83%	85%	87%	87%	81%	81%	81%	87%	82%	92%
Not very serious	4%						4%	6%	4%	3%	5%	4%	6%	6%	5%	4%	2%	4%	5%	4%	4%	4%	6%	7%	4%	3%	5%	3%
Not at all serious	2%						2%	1%	2%	3%	1%	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%	1%	4%	3%	2%	3%	2%	1%
Total Not Serious	6%						7%	7%	6%	6%	6%	6%	7%	8%	7%	3%	5%	7%	6%	6%	5%	5%	10%	10%	6%	6%	7%	4%
Don't Know/Refused	8%						1%	4%	9%	20%	5%	11%	5%	8%	6%	9%	9%	8%	9%	9%	7%	8%	9%	8%	12%	8%	10%	4%

Siena Poll Conducted by the Siena Research Institute
February 16 - 27, 2026
3084 United States Residents
Credibility Interval +/- 1.9%

Please indicate whether you agree or disagree with the following statements about online sports betting: [ROTATE Q98 - Q111]

Q98. Online sports betting is a great form of entertainment that allows fans to gamble responsibly on sports.

	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Strongly agree	18%	17%	16%	41%	15%	9%	6%	22%	13%	28%	24%	25%	14%	5%	19%	21%	14%	14%	16%	28%	21%	11%	19%	17%	20%
Somewhat agree	31%	32%	32%	39%	39%	28%	18%	35%	28%	39%	33%	41%	28%	20%	34%	29%	31%	33%	29%	35%	37%	30%	38%	31%	32%
Total Agree	49%	49%	48%	80%	53%	37%	24%	57%	41%	67%	57%	66%	42%	25%	53%	50%	45%	47%	45%	63%	58%	41%	57%	48%	52%
Somewhat disagree	18%	19%	20%	11%	20%	23%	16%	16%	20%	14%	19%	13%	17%	23%	17%	17%	18%	19%	19%	14%	16%	25%	8%	17%	19%
Strongly disagree	20%	19%	20%	7%	20%	25%	31%	18%	23%	12%	14%	11%	25%	35%	20%	20%	24%	19%	24%	12%	16%	17%	15%	20%	21%
Total Disagree	38%	38%	40%	18%	39%	49%	48%	34%	43%	27%	33%	24%	42%	58%	37%	37%	42%	38%	43%	26%	32%	42%	23%	37%	40%
Don't know / Refused	13%	13%	13%	2%	7%	15%	29%	9%	17%	6%	10%	9%	16%	18%	11%	12%	13%	15%	13%	11%	17%	20%	15%	9%	

Q99. Online sports betting will end up creating compulsive gamblers that will cause pain to them and their families.

	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Strongly agree	34%	28%	28%	30%	33%	35%	39%	35%	34%	33%	33%	28%	34%	44%	31%	34%	37%	34%	36%	28%	35%	35%	20%	34%	34%
Somewhat agree	36%	37%	37%	38%	38%	38%	29%	36%	35%	37%	38%	35%	33%	37%	35%	35%	34%	39%	35%	35%	35%	38%	44%	35%	39%
Total Agree	70%	65%	65%	68%	71%	73%	68%	71%	69%	70%	71%	63%	67%	81%	66%	69%	71%	73%	71%	63%	70%	73%	64%	69%	73%
Somewhat disagree	12%	14%	15%	16%	15%	10%	5%	12%	11%	14%	13%	18%	10%	5%	14%	11%	12%	10%	12%	13%	12%	8%	10%	11%	13%
Strongly disagree	6%	8%	8%	11%	6%	4%	5%	7%	6%	8%	7%	8%	7%	3%	6%	7%	5%	6%	6%	8%	7%	7%	10%	6%	6%
Total Disagree	18%	22%	23%	27%	20%	14%	10%	19%	17%	22%	20%	26%	17%	8%	20%	18%	17%	16%	18%	21%	19%	15%	20%	17%	19%
Don't know / Refused	12%	13%	12%	5%	9%	13%	22%	10%	14%	8%	9%	11%	17%	11%	14%	12%	12%	11%	11%	16%	10%	11%	16%	14%	8%

Q100. Online sportsbooks are doing a good job of monitoring and responding to the dangers of compulsive gambling.

	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Strongly agree	14%	12%	10%	30%	11%	6%	6%	15%	12%	20%	16%	20%	11%	5%	15%	14%	13%	12%	12%	20%	19%	8%	11%	12%	16%
Somewhat agree	23%	22%	22%	37%	28%	18%	8%	27%	19%	34%	29%	31%	19%	11%	23%	25%	20%	23%	21%	30%	30%	16%	22%	22%	25%
Total Agree	37%	34%	32%	67%	39%	24%	14%	42%	31%	53%	45%	51%	30%	16%	38%	39%	33%	35%	33%	50%	49%	24%	33%	34%	41%
Somewhat disagree	16%	17%	18%	15%	21%	18%	10%	17%	16%	16%	18%	15%	15%	16%	17%	15%	16%	18%	17%	12%	18%	15%	15%	16%	16%
Strongly disagree	18%	18%	17%	11%	17%	19%	24%	19%	16%	15%	17%	11%	19%	26%	15%	17%	21%	18%	20%	11%	12%	18%	16%	17%	19%
Total Disagree	34%	35%	35%	26%	38%	37%	34%	36%	32%	31%	35%	26%	34%	42%	32%	32%	37%	36%	37%	23%	30%	33%	31%	33%	35%
Don't know / Refused	29%	30%	32%	7%	23%	39%	52%	21%	37%	16%	20%	23%	37%	42%	29%	29%	31%	29%	30%	26%	21%	42%	36%	32%	23%

Q101. If you have a system to control your betting, online sports betting is not dangerous.

	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Strongly agree	17%	16%	15%	35%	15%	9%	7%	21%	13%	26%	23%	23%	12%	5%	19%	18%	13%	15%	15%	22%	19%	10%	22%	16%	19%
Somewhat agree	29%	30%	32%	39%	32%	25%	20%	32%	27%	38%	37%	37%	24%	17%	30%	27%	27%	34%	27%	29%	39%	33%	28%	28%	32%
Total Agree	46%	46%	47%	75%	47%	34%	26%	53%	40%	64%	60%	60%	36%	22%	49%	45%	40%	49%	42%	51%	58%	43%	50%	44%	51%
Somewhat disagree	20%	19%	21%	14%	22%	26%	17%	19%	20%	17%	18%	18%	21%	23%	19%	20%	20%	19%	20%	20%	16%	21%	18%	20%	19%
Strongly disagree	20%	20%	18%	8%	19%	25%	30%	17%	24%	13%	14%	13%	26%	33%	17%	21%	26%	17%	23%	15%	15%	19%	13%	21%	20%
Total Disagree	40%	39%	39%	22%	41%	51%	47%	36%	44%	30%	32%	31%	47%	56%	36%	41%	46%	36%	43%	35%	31%	40%	31%	41%	39%
Don't know / Refused	14%	15%	14%	3%	11%	15%	26%	11%	17%	6%	9%	9%	18%	22%	14%	13%	13%	14%	14%	14%	10%	17%	19%	15%	10%

Siena Poll Conducted by the Siena Research Institute
February 16 - 27, 2026
3084 United States Residents
Credibility Interval +/- 1.9%

Q102. Any smartphone app that lets people drain their bank accounts in one evening is a bad idea.																											
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education			
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	58%	58%	55%	44%	58%	64%	65%	52%	63%	45%	46%	48%	63%	78%	58%	57%	64%	52%	61%	51%	49%	55%	51%	57%	59%		
Somewhat agree	23%	20%	24%	32%	22%	21%	15%	27%	18%	31%	30%	27%	19%	12%	25%	21%	17%	28%	21%	23%	28%	24%	26%	21%	25%		
Total Agree	81%	78%	79%	77%	79%	85%	80%	79%	81%	77%	76%	75%	82%	90%	83%	78%	81%	80%	82%	74%	77%	79%	77%	78%	84%		
Somewhat disagree	8%	8%	8%	11%	10%	6%	4%	9%	6%	12%	12%	10%	5%	2%	5%	8%	8%	8%	7%	10%	10%	5%	7%	8%	7%		
Strongly disagree	5%	6%	6%	9%	6%	3%	3%	6%	4%	7%	6%	8%	5%	2%	5%	6%	4%	5%	5%	10%	6%	5%	3%	5%	5%		
Total Disagree	13%	14%	14%	20%	16%	9%	7%	15%	10%	19%	18%	18%	10%	4%	10%	14%	12%	13%	12%	20%	16%	10%	13%	12%			
Don't know / Refused	7%	8%	7%	3%	5%	7%	13%	5%	8%	5%	6%	7%	8%	6%	6%	7%	7%	7%	6%	6%	7%	11%	13%	8%	3%		

Q103. I like how now during games or pregame shows, they discuss not only the betting odds but offer tips on betting as well.																											
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education			
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	15%	14%	14%	32%	13%	8%	4%	17%	12%	22%	20%	22%	10%	3%	16%	17%	12%	12%	13%	21%	19%	6%	14%	13%	18%		
Somewhat agree	24%	24%	26%	39%	27%	19%	9%	29%	19%	36%	31%	33%	19%	9%	25%	22%	21%	29%	20%	32%	34%	23%	25%	23%	25%		
Total Agree	39%	38%	40%	71%	40%	27%	14%	46%	31%	58%	51%	55%	29%	12%	41%	39%	33%	41%	33%	53%	53%	29%	39%	36%	43%		
Somewhat disagree	16%	16%	16%	13%	19%	19%	12%	16%	16%	15%	16%	14%	15%	19%	16%	15%	17%	15%	16%	15%	16%	17%	12%	16%	15%		
Strongly disagree	27%	28%	23%	12%	29%	34%	34%	26%	28%	17%	18%	15%	31%	49%	23%	27%	32%	26%	32%	14%	16%	29%	25%	26%	30%		
Total Disagree	43%	44%	39%	25%	48%	54%	46%	42%	44%	32%	34%	29%	46%	68%	39%	42%	49%	41%	48%	29%	32%	46%	37%	42%	45%		
Don't know / Refused	18%	19%	21%	4%	13%	19%	40%	12%	25%	10%	15%	15%	25%	20%	20%	18%	18%	18%	18%	19%	15%	25%	23%	22%	11%		

Q104. I don't think online sportsbooks should be allowed to advertise during sporting events on TV.																											
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education			
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	29%	24%	23%	23%	27%	32%	33%	28%	29%	24%	24%	21%	30%	43%	28%	29%	30%	27%	32%	23%	24%	26%	17%	27%	32%		
Somewhat agree	24%	22%	21%	27%	28%	23%	17%	27%	22%	28%	24%	26%	23%	24%	23%	24%	25%	25%	23%	23%	29%	22%	26%	23%	26%		
Total Agree	53%	46%	44%	50%	55%	55%	50%	55%	51%	51%	48%	47%	53%	67%	51%	53%	55%	52%	55%	46%	53%	48%	43%	50%	58%		
Somewhat disagree	19%	21%	22%	22%	24%	17%	10%	19%	18%	23%	23%	23%	17%	11%	20%	18%	16%	22%	18%	20%	20%	18%	21%	19%	19%		
Strongly disagree	14%	17%	17%	24%	13%	9%	9%	15%	12%	18%	16%	18%	13%	6%	14%	15%	14%	11%	12%	19%	14%	11%	22%	14%	14%		
Total Disagree	33%	38%	39%	46%	37%	26%	19%	34%	30%	41%	39%	41%	30%	17%	34%	33%	33%	30%	39%	34%	29%	43%	33%	33%			
Don't know / Refused	15%	16%	17%	4%	8%	19%	31%	11%	19%	8%	13%	11%	18%	17%	14%	14%	15%	15%	15%	15%	12%	24%	15%	17%	10%		

Q105. Online sports betting will corrupt organized sports.																											
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education			
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+		
Strongly agree	26%	20%	19%	21%	25%	28%	29%	27%	24%	24%	24%	20%	25%	34%	22%	26%	29%	25%	27%	22%	23%	33%	21%	24%	29%		
Somewhat agree	30%	28%	28%	31%	35%	32%	22%	31%	30%	30%	33%	27%	30%	32%	31%	30%	28%	33%	31%	26%	36%	29%	22%	29%	33%		
Total Agree	56%	48%	47%	52%	60%	60%	51%	58%	54%	55%	57%	47%	55%	66%	53%	56%	57%	58%	58%	48%	59%	62%	43%	53%	62%		
Somewhat disagree	17%	20%	22%	22%	20%	17%	9%	18%	16%	21%	19%	23%	16%	10%	19%	17%	17%	16%	17%	21%	18%	14%	13%	17%	18%		
Strongly disagree	12%	15%	14%	22%	11%	7%	7%	13%	10%	16%	13%	17%	12%	5%	13%	13%	9%	11%	11%	16%	11%	9%	17%	12%	12%		
Total Disagree	29%	35%	36%	44%	31%	23%	16%	31%	26%	37%	32%	40%	28%	15%	32%	30%	26%	27%	28%	37%	29%	23%	30%	29%	30%		
Don't know / Refused	15%	16%	17%	4%	9%	16%	32%	10%	19%	8%	11%	13%	18%	19%	15%	14%	16%	15%	14%	16%	12%	16%	28%	18%	9%		

Siena Poll Conducted by the Siena Research Institute
 February 16 - 27, 2026
 3084 United States Residents
 Credibility Interval +/- 1.9%

Q106. Online sports betting on college sports including prop bets open individual college student athletes to potentially harmful public pressures.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Strongly agree	30%	26%		30%	28%	32%	29%	32%	27%	28%	26%	27%	28%	40%	28%	31%	30%	28%	31%	28%	25%	31%	25%	26%	37%	
Somewhat agree	36%	34%		43%	41%	34%	23%	38%	34%	38%	36%	36%	36%	34%	38%	34%	34%	38%	36%	34%	40%	29%	34%	35%	38%	
Total Agree	66%	60%		72%	70%	66%	52%	70%	61%	67%	62%	63%	64%	74%	66%	65%	64%	66%	67%	62%	65%	29%	59%	61%	75%	
Somewhat disagree	10%	14%		13%	14%	9%	5%	12%	9%	15%	14%	15%	8%	3%	11%	10%	10%	12%	10%	13%	14%	10%	5%	11%	9%	
Strongly disagree	6%	7%		10%	4%	3%	5%	6%	6%	7%	8%	7%	5%	2%	6%	5%	6%	6%	5%	8%	8%	6%	5%	6%	6%	
Total Disagree	16%	21%		23%	18%	12%	10%	18%	15%	22%	22%	22%	13%	5%	17%	15%	16%	18%	15%	21%	22%	16%	10%	17%	15%	
Don't know / Refused	19%	19%		5%	12%	22%	38%	13%	24%	12%	16%	16%	23%	21%	17%	20%	20%	17%	19%	17%	13%	23%	31%	22%	10%	

Q107. The tax revenue generated by online sports betting benefits taxpayers.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Strongly agree	14%	13%	12%	25%	12%	8%	10%	16%	11%	18%	14%	19%	14%	7%	16%	14%	13%	11%	13%	17%	15%	8%	16%	13%	16%	
Somewhat agree	26%	26%	25%	41%	30%	22%	10%	32%	20%	37%	31%	33%	21%	16%	28%	23%	25%	30%	26%	24%	35%	18%	17%	23%	33%	
Total Agree	40%	39%	37%	66%	41%	30%	19%	48%	31%	55%	45%	52%	35%	23%	44%	37%	38%	41%	39%	41%	50%	26%	33%	36%	49%	
Somewhat disagree	15%	15%	16%	14%	18%	16%	12%	16%	14%	15%	17%	14%	13%	15%	14%	15%	16%	16%	15%	14%	15%	18%	21%	15%	14%	
Strongly disagree	15%	18%	16%	10%	15%	17%	20%	15%	16%	12%	12%	11%	18%	21%	13%	17%	17%	13%	16%	15%	13%	15%	15%	16%	14%	
Total Disagree	30%	33%	32%	24%	33%	33%	32%	31%	30%	27%	29%	25%	31%	36%	27%	32%	33%	29%	31%	29%	28%	33%	36%	31%	28%	
Don't know / Refused	30%	29%	31%	10%	26%	37%	49%	22%	38%	18%	26%	22%	34%	41%	28%	31%	30%	30%	30%	31%	23%	41%	32%	33%	23%	

Q108. Online sports betting should be legal in all 50 states.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Strongly agree	25%	25%	24%	44%	23%	19%	12%	30%	20%	36%	31%	33%	20%	12%	25%	27%	25%	22%	23%	36%	27%	18%	29%	25%	24%	
Somewhat agree	25%	25%	25%	32%	28%	23%	16%	28%	22%	31%	27%	29%	26%	16%	29%	21%	24%	29%	24%	21%	33%	20%	25%	24%	27%	
Total Agree	50%	50%	49%	76%	51%	41%	29%	58%	42%	67%	58%	62%	46%	28%	54%	48%	49%	51%	47%	57%	60%	38%	54%	49%	51%	
Somewhat disagree	13%	14%	13%	10%	15%	17%	9%	12%	14%	12%	13%	13%	11%	13%	11%	13%	13%	12%	13%	11%	11%	16%	5%	12%	14%	
Strongly disagree	20%	20%	21%	11%	21%	21%	29%	18%	22%	14%	18%	12%	21%	32%	17%	23%	21%	18%	22%	16%	17%	20%	19%	20%	20%	
Total Disagree	33%	34%	34%	20%	35%	38%	38%	30%	36%	26%	31%	25%	32%	45%	28%	36%	34%	30%	35%	27%	28%	36%	24%	32%	34%	
Don't know / Refused	17%	17%	18%	3%	13%	21%	33%	12%	22%	7%	10%	13%	22%	27%	19%	16%	17%	19%	18%	16%	12%	28%	22%	19%	14%	

Q109. Online sports betting should be illegal in all 50 states.																										
	Total			Fanship Category				Gender		Age					Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Strongly agree	20%	18%	16%	14%	17%	19%	27%	19%	20%	16%	17%	16%	19%	28%	17%	21%	21%	17%	21%	17%	16%	19%	15%	19%	20%	
Somewhat agree	15%	13%	13%	20%	16%	14%	10%	16%	14%	18%	17%	14%	14%	14%	14%	15%	15%	16%	15%	18%	18%	16%	5%	14%	17%	
Total Agree	35%	31%	29%	35%	34%	33%	37%	35%	34%	34%	34%	30%	33%	42%	31%	36%	36%	33%	36%	35%	34%	35%	20%	33%	37%	
Somewhat disagree	20%	19%	22%	15%	24%	26%	13%	19%	20%	20%	21%	21%	19%	17%	22%	18%	16%	23%	20%	18%	20%	19%	22%	18%	22%	
Strongly disagree	30%	33%	32%	46%	32%	21%	19%	35%	25%	39%	34%	38%	28%	17%	31%	31%	29%	28%	28%	33%	35%	25%	35%	31%	27%	
Total Disagree	50%	52%	54%	62%	56%	47%	32%	54%	45%	59%	55%	59%	47%	34%	53%	49%	45%	51%	48%	51%	55%	44%	57%	49%	49%	
Don't know / Refused	16%	16%	17%	4%	11%	20%	30%	11%	21%	7%	10%	11%	20%	23%	15%	15%	18%	15%	16%	14%	11%	21%	23%	17%	13%	

Siena Poll Conducted by the Siena Research Institute
 February 16 - 27, 2026
 3084 United States Residents
 Credibility Interval +/- 1.9%

Q110. The federal government should aggressively regulate online sports betting to specifically protect customers from compulsive gambling.																										
				Fanship Category				Gender		Age					Region				Ethnicity					Education		
	Total 2026	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Strongly agree	35%	29%	29%	35%	34%	35%	35%	34%	35%	33%	32%	33%	33%	42%	35%	36%	34%	33%	36%	35%	31%	37%	25%	33%	39%	
Somewhat agree	32%	29%	32%	39%	33%	31%	22%	34%	29%	37%	34%	34%	29%	28%	33%	31%	31%	33%	31%	30%	36%	29%	27%	30%	36%	
Total Agree	67%	58%	61%	74%	67%	67%	57%	68%	64%	69%	66%	67%	62%	70%	68%	67%	65%	49%	67%	65%	67%	66%	52%	63%	75%	
Somewhat disagree	12%	14%	14%	12%	16%	11%	8%	13%	11%	14%	13%	14%	13%	8%	9%	13%	13%	12%	12%	13%	13%	12%	15%	13%	11%	
Strongly disagree	9%	14%	13%	10%	9%	8%	9%	10%	8%	10%	10%	9%	9%	7%	9%	9%	10%	8%	8%	11%	8%	8%	12%	10%	6%	
Total Disagree	21%	28%	27%	22%	25%	18%	17%	23%	19%	23%	23%	23%	22%	15%	18%	22%	23%	79%	20%	24%	21%	20%	27%	23%	17%	
Don't know / Refused	13%	14%	13%	3%	8%	15%	26%	9%	16%	7%	11%	9%	17%	15%	14%	12%	12%	13%	13%	11%	12%	15%	21%	15%	8%	

Q111. Event-based prediction markets, such as Polymarket, Kalshi, Crypto.com, or Robinhood, should be subject to the same state regulation which applies to other sports betting activities for as long as they allow users to profit predicting the outcomes of sporting events.																										
				Fanship Category				Gender		Age					Region				Ethnicity					Education		
	Total 2026	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Strongly agree	35%			40%	34%	34%	32%	37%	33%	32%	29%	33%	33%	48%	35%	35%	38%	32%	39%	30%	29%	26%	27%	32%	41%	
Somewhat agree	30%			40%	34%	29%	15%	35%	25%	41%	34%	38%	25%	19%	31%	27%	27%	35%	28%	30%	33%	36%	35%	28%	34%	
Total Agree	65%			79%	68%	63%	47%	72%	58%	73%	63%	71%	58%	67%	66%	62%	65%	82%	67%	60%	62%	62%	62%	60%	75%	
Somewhat disagree	7%			9%	8%	7%	5%	8%	7%	10%	11%	7%	6%	3%	6%	9%	5%	6%	6%	9%	13%	7%	3%	8%	5%	
Strongly disagree	5%			4%	4%	5%	7%	5%	5%	4%	5%	3%	7%	5%	3%	6%	5%	5%	5%	7%	5%	4%	6%	5%	4%	
Total Disagree	12%			13%	12%	12%	12%	13%	12%	14%	16%	10%	13%	8%	9%	15%	10%	87%	11%	16%	18%	11%	9%	13%	9%	
Don't know / Refused	23%			8%	20%	25%	41%	16%	30%	13%	21%	19%	29%	25%	25%	22%	25%	21%	23%	24%	20%	27%	30%	26%	16%	

Q112. The SAFE BET Act is a bill recently introduced in Congress to establish federal regulations for online sportsbooks, such as DraftKings, Caesars, FanDuel, BetMGM and so on. If passed, the bill would prohibit ads for sportsbooks during live events, require sportsbooks to place limits on the deposits bettors can make using their services, and ban the usage of AI by sportsbooks to track users' gambling habits and offer promotions, among several other measures. Would you be in favor of or opposed to this bill becoming federal law?																										
				Fanship Category				Gender		Age					Region				Ethnicity					Education		
	Total 2026	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
In favor of	64%	63%		71%	65%	63%	54%	67%	61%	66%	61%	62%	62%	71%	66%	63%	62%	64%	68%	59%	58%	58%	46%	59%	74%	
Opposed to	14%	16%		17%	14%	13%	11%	15%	13%	17%	17%	17%	12%	8%	12%	14%	14%	15%	11%	16%	21%	12%	22%	15%	11%	
Don't know / Refused	23%	21%		11%	22%	23%	34%	18%	27%	17%	22%	21%	26%	21%	23%	22%	24%	22%	21%	25%	20%	31%	32%	26%	15%	

Siena Poll Conducted by the Siena Research Institute
 February 16 - 27, 2026
 3084 United States Residents
 Credibility Interval +/- 1.9%

Nature of the Sample	
United States Residents	
Fanship Category	
Avid	25%
Involved	30%
Casual	22%
Nonfan	24%
Gender	
Male	49%
Female	51%
Male 18-49	31%
Age	
18-34	30%
35-49	25%
50-64	25%
65+	21%
Region	
Northeast	18%
South	38%
Midwest	21%
West	24%
Ethnicity	
White	63%
African-American/Black	11%
Hispanic/Latino	15%
Asian	5%
Other	6%
Education	
Less than Bachelors' Degree	69%
Bachelors' Degree or higher	31%

This American Sport Fanship Survey was conducted February 16 - 27, 2026 among 3084 responses drawn from a proprietary online panel (Lucid/Cint) of United States Residents.

Interviews conducted online are excluded from the sample and final analysis if they fail any data quality attention check question. Duplicate responses are identified by their response ID and removed from the sample. Three questions were asked of online respondents including a honey-pot question to catch bots and two questions ask the respondent to follow explicit directions. The proprietary panel also incorporates measures that “safeguard against automated bot attacks, deduplication issues, fraudulent VPN usage, and suspicious IP addresses”. Coding of open-ended responses was done by a single human coder.

Data was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. The probability of being included in any given online survey sample is unknown, very difficult to ascertain, or simply zero (non-internet users). Further, the nature of use of the internet is not uniform within the population, so this limits one's ability to calculate the likelihood of reaching a person through an online poll. Instead of a margin of error, we calculate the credibility interval. In this case, the poll has a credibility interval of plus or minus 1.9 percentage points. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.

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St. Bonaventure University's Jandoli School of Communication offers undergraduate and graduate degrees in sports media, journalism, communication and related fields. For more information or comments, please contact Aaron Chimbel at 716-375-2040.