

To: Interested Parties
From: Amanda Iovino, Co-Founder
Subject: iGaming Deeply Unpopular with Indiana Voters
Date: October 29, 2025

Pantheon Insight conducted a survey on behalf of the National Association Against iGaming (NAAiG) in Indiana among 502 registered voters. The findings show that most Indiana voters don't know what iGaming is, but once they do, they're firmly against it. The idea of turning every phone into a 24-hour casino sparks broad, bipartisan opposition across age, gender, and party lines.

Indiana Voters Largely Unsure of What iGaming Is, But Once Defined, iGaming is Deeply Unpopular

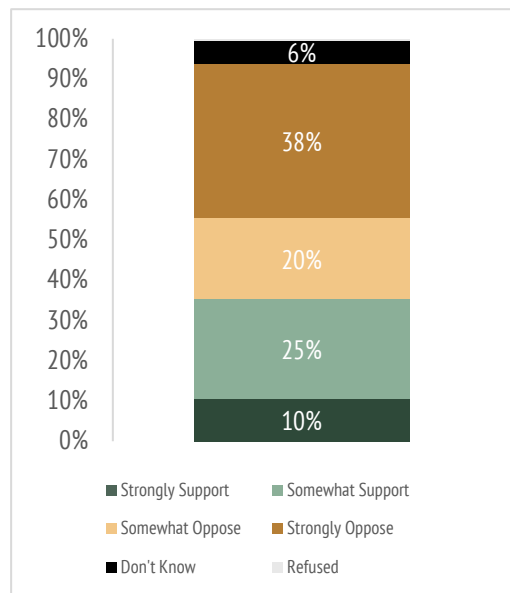
When asked if they support or oppose legalizing iGaming in Indiana, or are unsure what it is, 65% of Indiana voters report that they are not sure. More of the remaining voters who are aware of the term oppose legalizing iGaming than support it (19% to 15%).

The term was then defined for voters: *"As you may know, legalizing iGaming, also known as iGambling, would allow 24-hour gambling access to slot machines and casino table games from wherever you are on your phone or mobile devices."*

After hearing this, 58% of Hoosier voters oppose legalizing iGaming, compared to 35% who support legalization. A wide swath of Hoosiers oppose legalization including:

- 69% of seniors,
- 60% of voters 18-34,
- 66% of college educated voters,
- 63% of women,
- 59% of self-described conservatives; and
- 57% of Independent voters

Indeed, more voters "strongly oppose" iGaming upon hearing the definition than support in total, showcasing the intensity of negativity toward the idea of legalizing mobile gambling in the state.



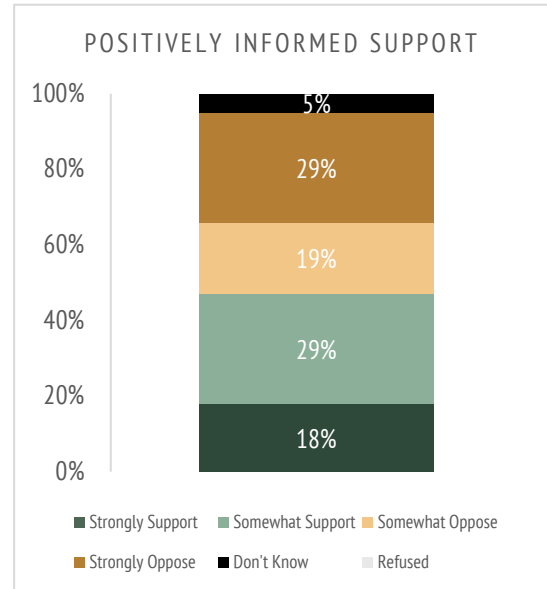
Voters who live in counties with brick-and-mortar casinos are opposed to iGaming before and after the definition: 64% of voters in these counties are unfamiliar with the term iGaming, 14% support legalization while 21% oppose. After being provided with the definition, 59% oppose legalization compared to 37% who support it.

Even After Voters Are Read Messages in Support of iGaming, a Plurality Oppose it

In order to provide voters with balanced information, respondents were provided with three statements in support of iGaming:

- *Legalizing iGaming will provide Indiana with millions of dollars in revenue that can be used to improve education, rebuild our infrastructure, or help pay for Medicaid.*
- *Legalizing iGaming will make sure people who want to gamble are using vetted, fair games that are regulated by the state, providing a secure platform for users.*
- *Many Hoosiers are already using foreign, black market iGaming sites. By legalizing iGaming in Indiana, we can give Hoosiers tools to protect them from addiction and let them play safely at the same time.*

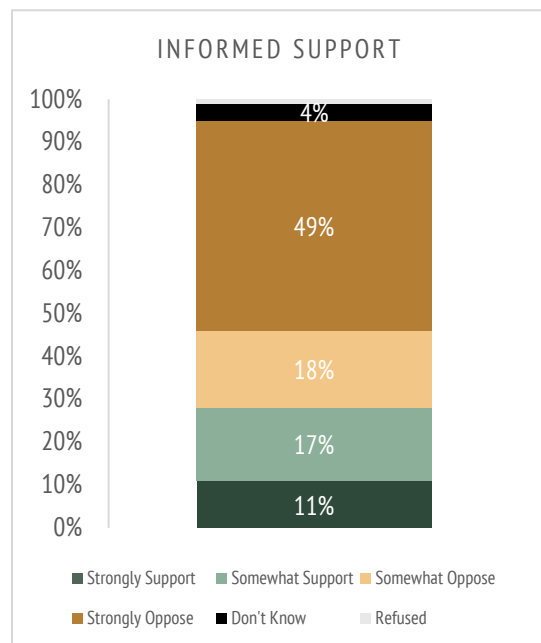
Even after the messages reflecting the arguments from proponents of iGaming, a plurality of Hoosiers remain opposed to legalizing the practice: 46% support, 48% oppose. The intensity of feeling remains on the side of the opposition, with 29% “strongly” opposing compared to 18% “strongly” supporting legalization.



Seniors remain strongly opposed, with 56% in opposition to legalization, and among non-Gamblers (73% of registered voters in Indiana), 56% oppose the legalization of iGaming despite hearing the supportive messages.

Voters in counties with casinos remain opposed to legalization despite these messages, with 45% supporting, but 51% remaining opposed to legalization.

Once Shown the Realities of iGaming, More Than Two Thirds Oppose iGaming



Respondents were then presented with the realities of iGaming, including the negative economic and mental health impacts of legalizing iGaming which have been felt in other states. Following these messages, more than two-thirds of Hoosier voters oppose legalizing iGaming: 28% support legalizing while 67% oppose.

Nearly half (49%) “strongly oppose” legalization following this messaging sequence.

The largest levels of opposition come from key demographics around the state:

- 82% of seniors
- 72% of women
- 72% of those with at least a college degree
- 68% of Republicans
- 70% of Democrats
- 70% of married voters



Even self-described gamblers are divided at 47% following both messaging sequences. Voters in counties with casinos are opposed by more than 2:1 (31% support, 66% oppose).

Conclusion

Even after hearing arguments from supporters about state revenue, safety, and regulation, Hoosiers remain skeptical and largely opposed to legalizing iGaming. Once voters are informed of the potential downsides, opposition hardens even further, with nearly half saying they “strongly oppose” legalization. The depth and breadth of this opposition span demographics, including seniors, women, and even regular gamblers. These findings suggest that attempts to expand gambling through mobile platforms face steep, durable resistance in Indiana.

Methodology

Pantheon Insight conducted a survey on behalf of the National Association Against I-Gaming. The survey was conducted October 19-21, 2025, among n=502 registered Indiana voters. Interviews were conducted using a multi-mode approach: live calls to landlines and cell phones, as well as SMS-to-online. The sample was weighted on age, gender, education, geography, and party affiliation. The data has a margin of error of ± 4.4 percentage points.

About Pantheon Insight

Pantheon Insight is a public opinion research and data strategy firm founded by AAPC Pollster of the Year Amanda Iovino and Ken Nunnenkamp. We specialize in high-quality polling, message testing, and actionable analysis for political campaigns, advocacy groups, and corporate clients. With decades of combined experience on the front lines of competitive campaigns, we bridge the gap between data and strategy—helping our clients win with clarity and confidence.