

To: *Interested Parties*

From: Daniel Gotoff, McCauley Pugh, and Ronan Ferrentino, *Lake Research Partners*

Re: Recent Survey Results on Opposition to Legalizing iGambling in Maryland

Date: October 14th, 2025

This memo overviews key topline findings from a survey that Lake Research Partners designed and administered, using live phone interviews and text-to-online methodology, to 650 Registered Voters in Maryland. The survey was conducted from September 15-18, 2025. The margin of error for the full sample is +/-3.8% and larger for subgroups and split sampled questions.

Lake Research Partners is a national public opinion and political strategy research firm founded in 1995, and the most consistently accurate—and consistently progressive—Democratic research firm in the country. Our principals are leading information and political campaign strategists, serving as tacticians and senior advisors to a wide range of advocacy groups, labor unions, non-profits, government agencies, companies, and foundations, as well as dozens of elected officials at all levels of the electoral process and progressive parties across the world.

Majority Opposition to iGambling Expands as Voters Learn More about It

- **Opposition to the legalization of iGaming/iGambling in Maryland is thoroughly and consistently high, and cuts across all demographic breakdowns (Race, Gender, Region, and Party Affiliation).** iGaming starts out as net unfavorable and solidifies into strong opposition once it is defined. Opposition to iGaming only increases as voters learn more about it.
- **Initially, a plurality of voters is unfamiliar with iGaming, with 49% saying they have never heard of it and 15% saying they have no opinion.** Of those voters who start out with an opinion of iGaming, negative impressions outweigh positive impressions by nearly two-to-one (23% unfavorable vs. 13% favorable).
- **When voters are asked if they would support or oppose the legalization of online casino gambling—sometimes referred to as iGaming or iGambling—in Maryland, 52% say they would oppose it** (38% strongly oppose) and just 22% say they would support it (12% strongly support). Twenty-six percent are unsure.
- **When voters hear a fuller definition of iGaming—specifically, that it is internet gambling and would allow 24-hour gambling access to slot machines and casino table games from wherever you are on your phone or mobile devices—opposition to legalization shoots up to sixty percent,** including nearly half (48%) who oppose it strongly, compared to just 20% who support legalization (12% strong strongly). Just 12% of voters are unsure.
- **After voters learn more about what iGambling really means, including its risks and real-world consequences, opposition to its legalization increases even further, with 71% against (64% strongly), 16% in support (9% strongly), and 13% unsure.**
- **At no point in the survey does support for the legalization of iGaming reach above 25%.**

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- **Additional message statements about iGambling raise doubts about legalization for majorities of voters.**
 - The top message emphasizes the fact that online casino companies have been unable to stop teenagers and children from accessing iGambling on their and their parents' phones. Fifty-seven percent of voters have doubts about legalizing iGambling when they hear this statement, including 44% who have serious doubts.
 - Another potent message statement details how Baltimore City is currently suing corporate sports betting operators, Draft Kings and Fan Duel, for deceptive and unfair targeting of vulnerable gamblers—in much the same way pharmaceutical corporations targeted vulnerable populations and fueled the opioid crisis—and asserts that legalizing iGambling will increase addiction. Fifty-three percent of voters have doubts about legalizing iGambling when they hear this statement, including 40% who have serious doubts.
 - A third convincing line of argument emphasizes studies that have shown that legalizing iGambling has led to addiction, often tearing families apart and costing states money to handle the addiction., and that in New Jersey, where iGambling was legalized, the social cost of addiction treatment is over \$350 million a year. A 53% majority of voters has doubts about legalizing iGambling after hearing this statement, including 40% who have serious doubts.

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