



# Maryland iGaming Legalization

## Analysis of Survey Findings

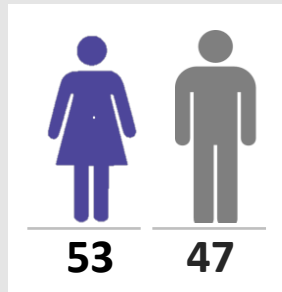
### October 2025

# Survey Methodology

- Lake Research Partners (LRP) 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.
- LRP designed and administered this survey via live phone interviews and text to online methodology. The survey reached 650 registered voters in Maryland. The survey was conducted September 15-18, 2025. The margin of error of this survey is +/-3.8% and larger for subgroups.
- Telephone numbers for the sample were generated from a file of registered voters. The data were weighted slightly by gender, age, race, region, education level and partisanship.
- In interpreting survey results, all sample surveys are subject to possible sampling error—that is, the results of a survey may differ from those that would be obtained if all registered voters were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a question. For example, if a response to a given question which all base respondents answered was 50%, we could be sure that in 95% of all samples of 650 drawn from the same universe of registered voters, the results would fall within plus or minus 3.8% of this percentage, or between 46.2% and 53.8%.

# The Profile of Maryland's Electorate

## GENDER



## EDUCATION

High School or Less	24	54
Post-H.S. / Some College	31	Non-college
College Graduate	24	
Post-Graduate	22	

## PARTY REGISTRATION

Democrat	51
Unaffiliated /Other	25
Republican	24

## RACE

White	55
Black	30
Latino	6
Asian/Pac. Islander	6

## AGE

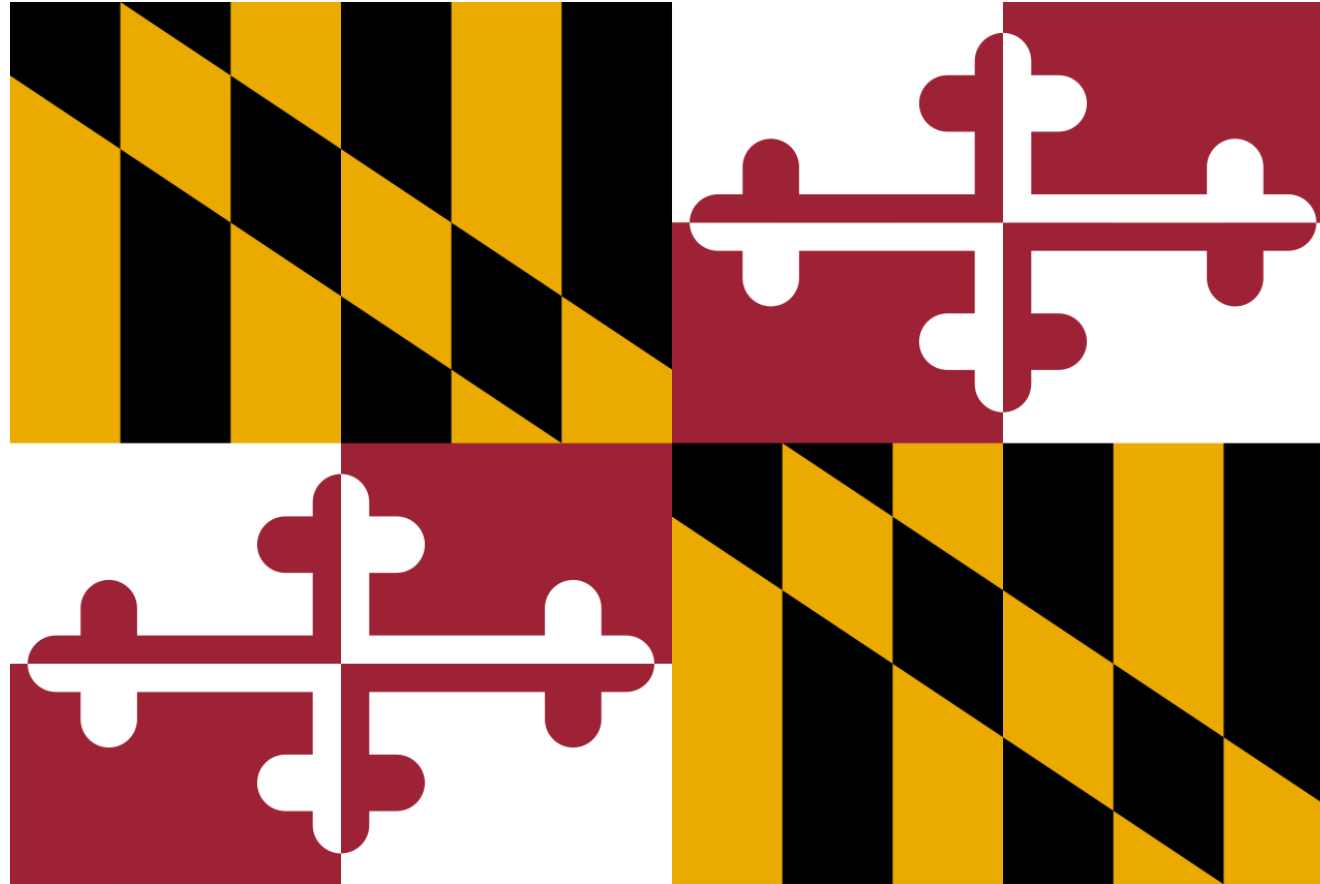
Under 30	18	
31-39	17	49
40-49	16	50
50-64	24	years+
65+	25	

## REGION

Western	4
Middle	28
Baltimore	23
Eastern Shore	8
Metro DC	31
Southern	6

## Strategic Conclusions and Suggestions

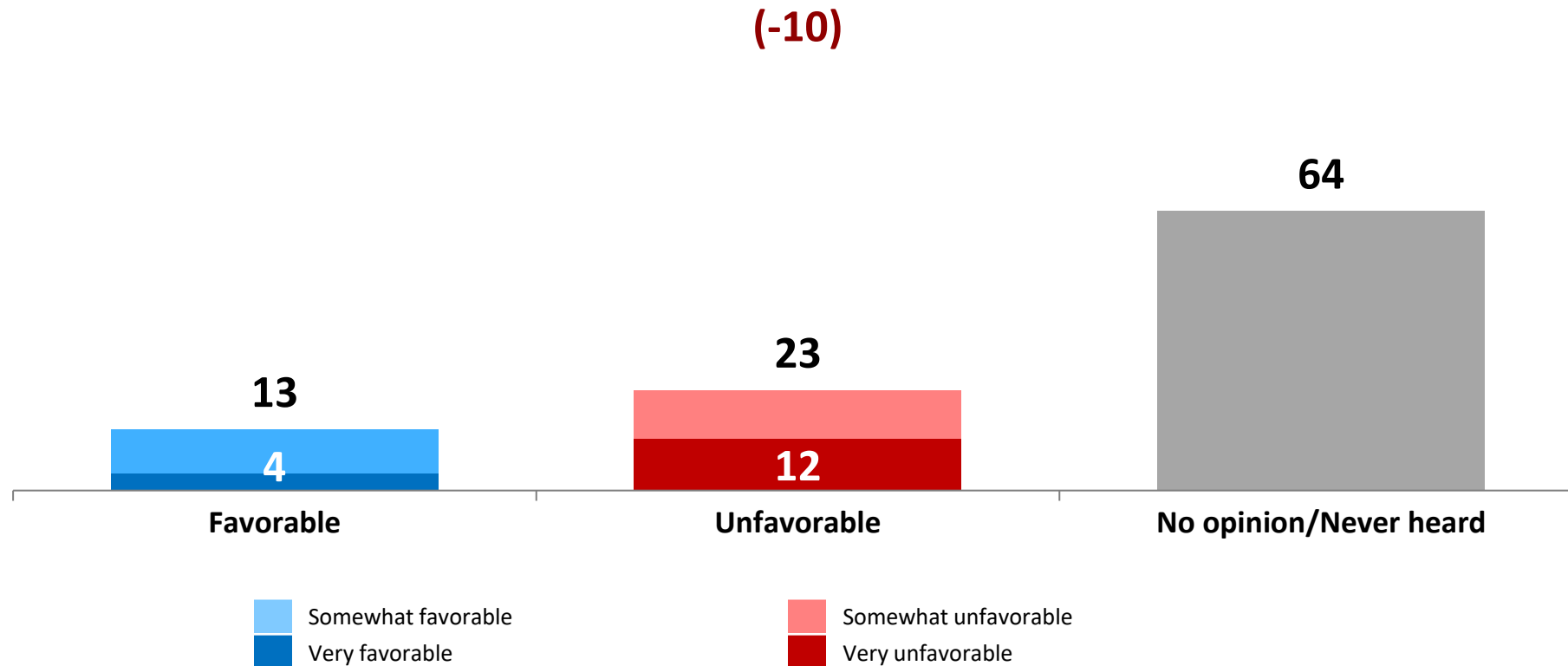
- **Opposition to the legalization of iGaming/iGambling in Maryland is thoroughly and consistently high, and cuts across all demographic breakdowns.** iGaming starts out as net unfavorable and solidifies into strong opposition once it is defined. Opposition to iGaming only increases as voters learn more about it.
- **Initially, a plurality of voters is unfamiliar with iGaming.** Of those voters who start out with an opinion of iGaming, negative impressions outweigh positive impressions by nearly two-to-one.
- **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 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 who oppose it strongly, compared to just 1-in-5 who support legalization.**
- **After voters learn more about what iGambling really means, including its risks and real-world consequences, opposition to its legalization increases even further, with more than 7-in-10 against legalization, including nearly two-thirds who strongly oppose legalization.**
- **At no point in the survey does support for the legalization of iGaming reach above 25%.**



## Perceptions of iGambling in Maryland

## iGaming Favorability

Initially, majorities of voters either do not know what iGaming is or do not know enough about it to have an opinion, though those who do know what it is tend to be unfavorable towards it.

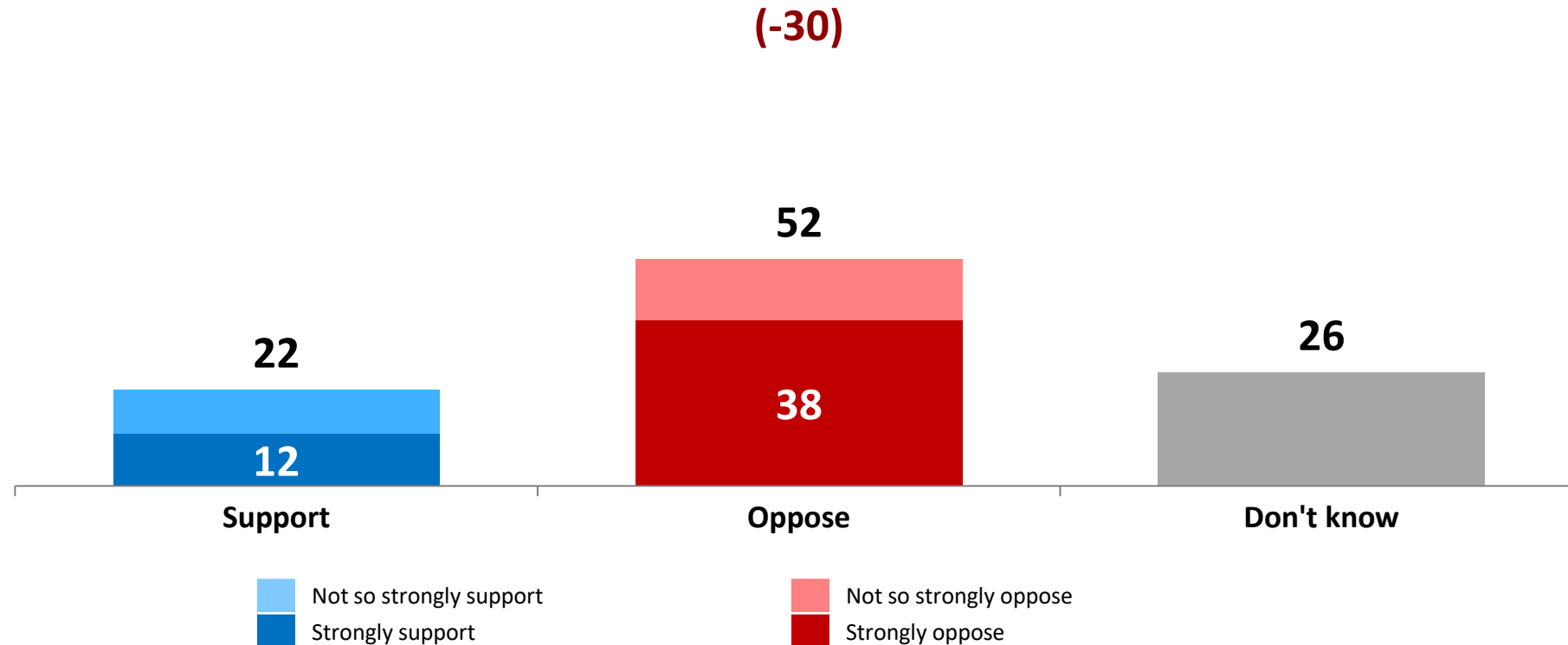


What is your opinion of iGaming—is it very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable? Or if you don't have an opinion of iGaming or have never heard of it, you can indicate that too.

ALL RESPONDENTS

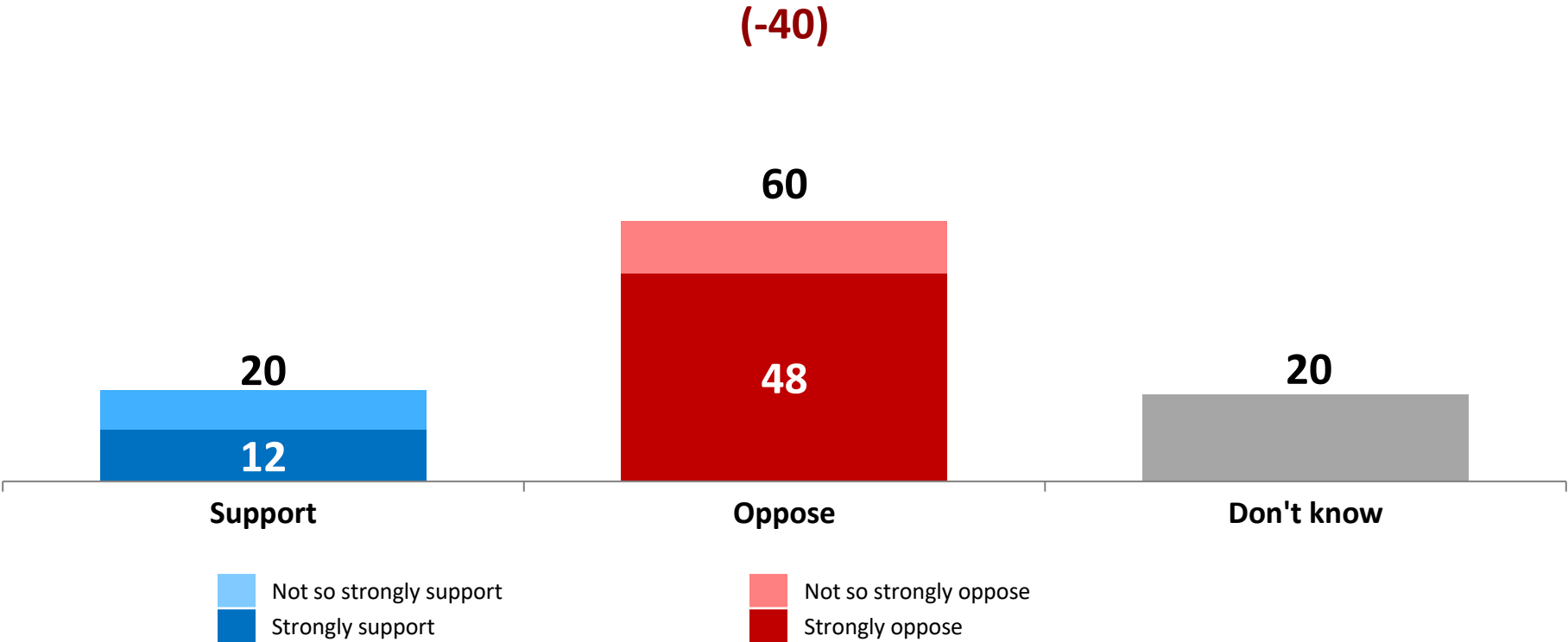
## Initial Opposition to Legalizing iGambling

A majority of voters opposes legalization of online casino gambling, also known as iGaming or iGambling, in Maryland. Support is minimal.



# Informed Support/ Opposition to Legalizing iGambling

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 who oppose it strongly.

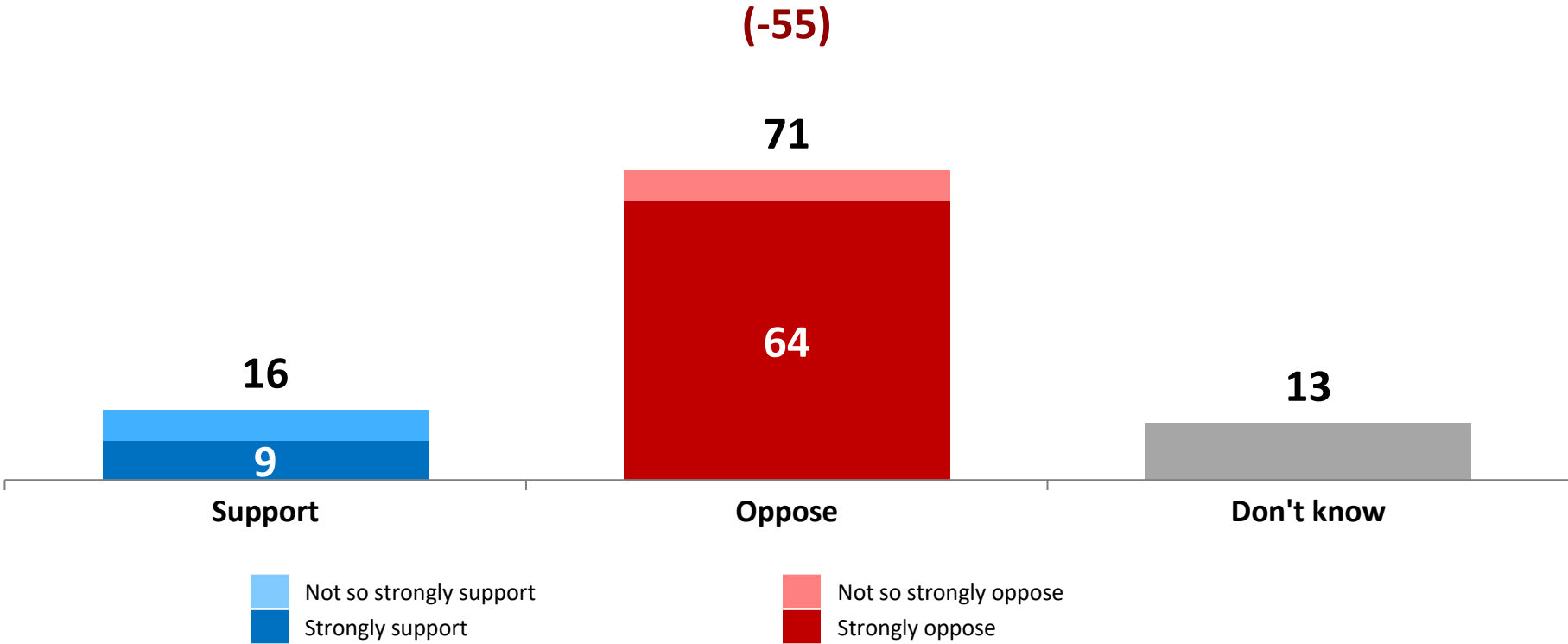


Below is a little more information about iGaming. Also known as “iGambling,” and “internet gambling,” iGaming would allow 24-hour gambling access to slot machines and casino table games from wherever you are on your phone or mobile devices. iGaming is currently not legal in Maryland, but there is an effort underway to legalize iGaming in the state. Sometimes over the course of a survey like this, people change their minds. Would you support or oppose the legalization of iGaming in Maryland? [FOLLOW-UP] And do you [support/oppose] it strongly or not so strongly



# Post-Messaging Support/ Opposition to Legalizing iGaming

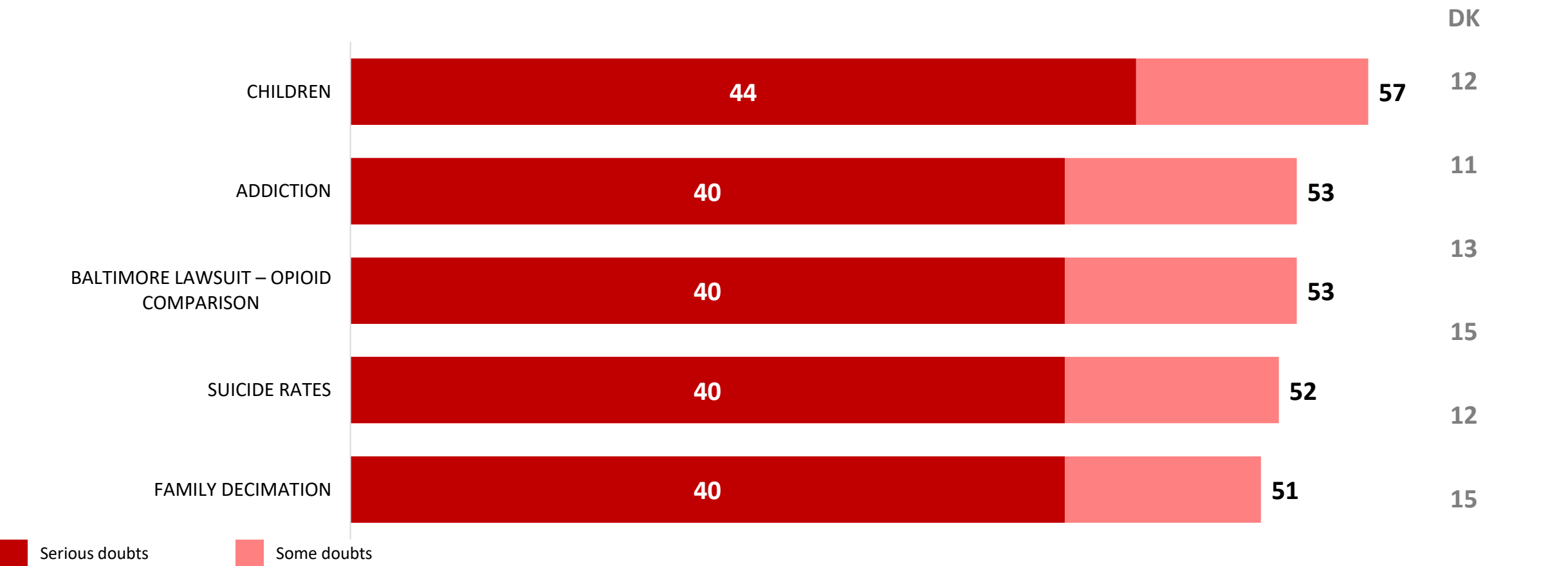
After voters learn more about what iGambling really means, including its risks and real-world consequences, opposition to its legalization increases even further. At this point, more than 7-in-10 voters oppose legalization, including nearly two-thirds who oppose it strongly.



One last time. Would you support or oppose the legalization of iGaming in Maryland? [FOLLOW-UP] And would you [support/oppose] it strongly or not so strongly?

# Message Statements on Legalizing iGaming

The top message against legalizing iGambling emphasizes the fact that online casino companies have been unable to stop teenagers and children from accessing iGambling on their and their parents’ phones. Other messages—including those featuring increased suicide rates, decimation of families, increased addiction rates, and iGambling corporations using the same deceptive targeting practices as drug/ opioid corporations—also generate intense concerns about legalization.



Now I am going to read you a series of statements from people who oppose legalizing iGaming in Maryland. For each statement, tell me if that raises SERIOUS doubts, SOME doubts, MINOR doubts, or NO REAL doubts in your mind about legalizing iGaming in Maryland. [RANDOMIZE LIST, REPEAT PROMPT IF NECESSARY]

ALL RESPONDENTS

Message Statements on Legalizing iGambling – Full text	(% serious doubts) % doubts
<b>[CHILDREN]</b> On-line casino companies have been unable to stop teenagers and children from accessing iGaming on their phones and their parents’ phones.	44 (57)
<b>[BALTIMORE LAWSUIT – OPIOID COMPARISON]</b> 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. Legalizing iGaming will increase gambling addiction.	40 (53)
<b>[ADDICTION]</b> Studies have shown that legalizing iGaming has led to addiction, often tearing families apart and costing states money to handle the addiction. In New Jersey, where iGaming was legalized, the social cost of addiction treatment is over 350 million a year.	40 (53)
<b>[SUICIDE RATES]</b> States that have legalized iGaming have seen an alarming increase in suicide rates because of the addiction and financial issues that come with legalization.	40 (52)
<b>[FAMILY DECIMATION]</b> Legalizing iGaming has decimated families in other states, including by leading to child neglect, bankruptcy, housing foreclosure and family debt.	40 (51)



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