

## Majority of Marylanders Oppose Online Casino Gambling: Opposition Surges as Awareness Rises

New Statewide Poll Finds 71% Oppose Legalizing iGambling After Learning About Its Risks

Oct. 14, 2025 — A new <u>statewide survey</u> shows that a clear majority of Maryland voters oppose legalizing online casino gambling, with opposition increasing sharply as residents learn more about how it works and its potential impacts. By the end of the <u>survey</u>, 71% of Marylanders said they oppose iGambling, citing concerns about addiction, youth access and community costs.

The poll, commissioned by the National Association Against iGaming (NAAiG) and conducted by Lake Research Partners, found resistance deepening as voters learned more about iGambling. Initially, 52% opposed legalization. After learning iGambling would allow continuous, 24/7 casino access on smartphones, opposition rose to 60%, with 48% strongly opposed. And once voters heard arguments about addiction, youth access and social harm, opposition soared to 71%, with nearly two-thirds (64%) strongly opposed.

"These results show that once Marylanders understand what iGambling really is, they strongly reject it," said Jason Gumer, NAAiG Board Member and Executive Vice President & General Counsel at Monarch Casino & Resort, Inc. "Policymakers should take note: voters are deeply concerned about the risks to children, families and communities."

Notably, nearly half of Maryland voters (49%) said that they had never even heard of iGambling until it was defined for them. Once they understood that iGambling meant online casino gambling would be available around the clock on mobile devices, opposition increased significantly.

## **Key Findings from the Survey**

The <u>survey</u> of 650 registered Maryland voters, conducted **September 15–18, 2025**, highlights broad and deep resistance to iGambling:



- 71% oppose legalizing iGambling after learning about its risks, with nearly **two-thirds** strongly opposed.
- 60% oppose iGambling when told it enables 24/7 casino access on mobile devices.
- 57% are concerned that iGambling platforms have failed to prevent teenagers and children from gambling online.
- 53% worry that large gambling operators could exploit vulnerable people for profit. The city of Baltimore is currently suing sports betting operators Draft Kings and Fan Duel for deceptive targeting of vulnerable populations.
- In **New Jersey**, where iGambling is legal, social costs associated with iGambling (such as problem gambling treatment costs, welfare, homelessness and criminal justice costs) are reportedly estimated at \$350 million annually.

For more information about NAAiG or to access the organization's latest impact research, visit www.naaig.org. Toplines available upon request.

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## **About NAAiG**

The National Association Against iGaming (NAAiG) is dedicated to protecting communities from the risks of online gambling by advocating for responsible, in-person gaming. NAAiG works to preserve local jobs, ensure gaming integrity and promote economic reinvestment in local communities. Through advocacy, education and policy initiatives, the organization fights the expansion of iGambling, opposes predatory digital gaming practices, supports consumer protections and increasing law enforcement tools against illegal online gambling websites, and collaborates with policymakers to uphold transparency and responsible gaming laws.

## **About Lake Research Partners**

<u>Lake Research Partners</u> is a national public opinion and political strategy 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 groups, labor unions, non-profits, government agencies, companies, foundations and progressive parties across the world.