

Statewide Public Opinion on Mobile Sports Betting and iGaming in Mississippi



January 2026



The Bradley Research Group, LLC
An Applied Research and Decision Analytics Firm

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EXECUTIVE SUMMARY

The purpose of this formal inquiry was to understand opinions on mobile sports betting and iGaming from Mississippi residents in 2026. A digital poll was taken from a random sample of Mississippians who were registered to vote and were 21 years of age or older. The poll was taken the first two weeks of January 2026. The total sample size was $n = 720$. The overall response rate was 17.1%. Of note, additional analysis confirmed that the results were not affected by nonresponse bias. For appropriate context, please refer to the data collection instrument in the Appendix of this document.

Mobile Sports Betting: Opinion and Legalization Support

- General opinion is negative: 46.7% “very unfavorable” (mean score 2.27 on a 5-point favorable to unfavorable scale).
- Legalization baseline: 34.4% support vs. 62.1% oppose.
- After added definitional information, support drops to 25.4% and opposition rises to 74.2%.
- Intensity: Among baseline opponents, 73.8% feel strongly (vs. supporters where 45.9% feel strongly).
- After added information, intensity remains high: among opponents, 79.2% strongly oppose.

iGaming: Opinion and Legalization Support

- General opinion is negative: 48.1% “very unfavorable” (mean score 2.11).
- Legalization baseline: 24.7% support vs. 74.1% oppose.
- After added definitional information, support drops to 19.2% and opposition rises to 80.8%.
- Intensity: Among opponents after added info, 86.1% strongly oppose.

Subgroup Patterns: Congressional Districts and Gender (high level)

- Differences exist across congressional districts, but opposition is the majority position in every district for both mobile sports betting and iGaming, both before and after added definitional information.
- By gender, differences in headline support are modest; however, opposition remains dominant and often more intense than support.

Congressional District (CD 1 - 186, CD 2 - 129, CD 3 - 192, CD 4 - 213)

Table 1 Q1: What is your opinion of mobile sports betting? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Very favorable	10.8%	17.7%	9.3%	4.6%	11.3%
Somewhat favorable	13.3%	9.7%	14.0%	25.0%	7.0%
No opinion	14.6%	9.7%	14.0%	10.7%	22.5%
Somewhat unfavorable	14.6%	14.5%	23.3%	13.8%	9.9%
Very unfavorable	46.7%	48.4%	39.5%	45.9%	49.3%
Mean score*	2.27	2.34	2.30	2.29	2.21

*On a 5-point Likert-Type Scale from Very favorable = 5 to Very unfavorable = 1

Table 2 Q2: Would you support or oppose the legalization of mobile sports betting in Mississippi? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Support	34.4%	37.1%	39.5%	37.2%	31.0%
Oppose	62.1%	59.7%	58.1%	62.8%	64.8%
Don't know	2.5%	3.2%	2.3%	0.0%	4.2%

Table 3 Q3: If you answered "Support" in Q2, how strongly do you feel about your answer? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Strongly	45.9%	65.2%	41.2%	32.9%	40.9%
Somewhat strongly	51.8%	34.8%	52.9%	67.1%	54.5%
Don't know	2.3%	0.0%	5.9%	0.0%	4.5%

Table 4 Q3:If you answered "Oppose" in Q2, how strongly do you feel about your answer? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Strongly	73.8%	75.7%	60.0%	70.7%	82.6%
Somewhat strongly	26.2%	24.3%	40.0%	29.3%	17.4%
Don't know	0.0%	0.0%	0.0%	0.0%	0.0%

Table 5 Q4: With the added information above, would you support or oppose the legalization of mobile sports betting in Mississippi? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Support	25.4%	29.0%	25.6%	27.6%	21.1%
Oppose	74.2%	71.0%	74.4%	70.9%	78.9%
Don't know	0.4%	0.0%	0.0%	1.5%	0.0%

Table 6 Q5:If you answered "Support" in Q4, how strongly do you feel about your answer? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Strongly	57.4%	83.3%	36.4%	44.4%	53.3%
Somewhat strongly	39.3%	16.7%	63.6%	50.0%	40.0%
Don't know	3.3%	0.0%	0.0%	5.6%	6.7%

Table 7 Q5:If you answered "Oppose" in Q4, how strongly do you feel about your answer? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Strongly	79.2%	88.6%	71.9%	73.4%	80.4%
Somewhat strongly	20.2%	11.4%	25.0%	26.6%	19.6%
Don't know	0.6%	0.0%	3.1%	0.0%	0.0%

Table 8 Q6: What is your opinion of iGaming? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Very favorable	10.0%	16.4%	9.3%	6.1%	9.9%
Somewhat favorable	7.1%	1.6%	7.0%	13.8%	5.6%
No opinion	15.1%	16.4%	14.0%	10.7%	18.3%
Somewhat unfavorable	19.7%	16.4%	25.6%	20.4%	18.3%
Very unfavorable	48.1%	49.2%	44.2%	49.0%	47.9%
Mean score*	2.11	2.20	2.12	2.08	2.11

*On a 5-point Likert-Type Scale from Very favorable = 5 to Very unfavorable = 1

Table 9 Q7: Would you support or oppose the legalization of iGaming in Mississippi? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Support	24.7%	25.8%	25.6%	23.3%	25.4%
Oppose	74.1%	74.2%	72.1%	75.1%	73.2%
Don't know	1.3%	0.0%	2.3%	1.6%	1.4%

Table 10 Q8: If you answered "Support" in Q7, how strongly do you feel about your answer? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Strongly	49.2%	56.3%	54.5%	33.3%	50.0%
Somewhat strongly	50.8%	43.7%	45.5%	66.7%	50.0%
Don't know	0.0%	0.0%	0.0%	0.0%	0.0%

Table 11 Q8: If you answered "Oppose" in Q7, how strongly do you feel about your answer? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Strongly	68.9%	69.6%	64.5%	66.2%	73.1%
Somewhat strongly	30.5%	30.4%	35.5%	33.8%	25.0%
Don't know	0.6%	0.0%	0.0%	0.0%	1.9%

Table 12 Q9: With the added information above, would you support or oppose the legalization of iGaming in Mississippi? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Support	19.2%	19.4%	23.3%	16.8%	19.7%
Oppose	80.8%	80.6%	76.7%	83.2%	80.3%
Don't know	0.0%	0.0%	0.0%	0.0%	0.0%

Table 13 Q10: If you answered "Support" in Q9, how strongly do you feel about your answer? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Strongly	60.9%	83.3%	30.0%	63.6%	64.3%
Somewhat strongly	39.1%	16.7%	70.0%	36.4%	35.7%
Don't know	0.0%	0.0%	0.0%	0.0%	0.0%

Table 14 Q10: If you answered "Oppose" in Q9, how strongly do you feel about your answer? Overall and by Congressional District					
Response	Overall	CD 1	CD 2	CD 3	CD 4
Strongly	86.1%	94.0%	81.8%	83.4%	84.2%
Somewhat strongly	13.4%	6.0%	18.2%	16.6%	14.0%
Don't know	0.5%	0.0%	0.0%	0.0%	1.8%

Gender (Male - 380, Female - 340)

Table 15 Q1: What is your opinion of mobile sports betting? Overall and by Gender			
Response	Overall	Male	Female
Very favorable	10.8%	11.3%	10.3%
Somewhat favorable	13.3%	13.4%	13.2%
No opinion	14.6%	13.4%	15.9%
Somewhat unfavorable	14.6%	15.8%	13.2%
Very unfavorable	46.7%	46.1%	47.4%
Mean score*	2.27	2.28	2.26

*On a 5-point Likert-Type Scale from Very favorable = 5 to Very unfavorable = 1

Table 16 Q2: Would you support or oppose the legalization of mobile sports betting in Mississippi? Overall and by Gender			
Response	Overall	Male	Female
Support	34.4%	34.5%	36.5%
Oppose	62.1%	62.6%	61.5%
Don't know	2.5%	2.9%	2.1%

Table 17 Q3: If you answered "Support" in Q2, how strongly do you feel about your answer? Overall and by Gender			
Response	Overall	Male	Female
Strongly	45.9%	51.9%	39.5%
Somewhat strongly	51.8%	46.6%	57.3%
Don't know	2.3%	1.5%	3.2%

Table 18 Q3:If you answered "Oppose" in Q2, how strongly do you feel about your answer? Overall and by Gender			
Response	Overall	Male	Female
Strongly	79.2%	68.5%	79.9%
Somewhat strongly	20.2%	31.5%	20.1%
Don't know	0.6%	0.0%	0.0%

Table 19 Q4: With the added information above, would you support or oppose the legalization of mobile sports betting in Mississippi? Overall and by Gender			
Response	Overall	Male	Female
Support	25.4%	25.5%	25.3%
Oppose	74.2%	73.7%	74.7%
Don't know	0.4%	0.8%	0.0%

Table 20 Q5:If you answered "Support" in Q4, how strongly do you feel about your answer? Overall and by Gender			
Response	Overall	Male	Female
Strongly	57.4%	60.8%	53.5%
Somewhat strongly	39.3%	38.1%	40.7%
Don't know	3.3%	1.0%	5.8%

Table 21 Q5:If you answered "Oppose" in Q4, how strongly do you feel about your answer? Overall and by Gender			
Response	Overall	Male	Female
Strongly	79.2%	77.1%	81.5%
Somewhat strongly	20.2%	21.8%	18.5%
Don't know	0.6%	1.1%	0.0%

Table 22 Q6: What is your opinion of iGaming? Overall and by Gender			
Response	Overall	Male	Female
Very favorable	10.0%	9.0%	11.2%
Somewhat favorable	7.1%	7.2%	7.1%
No opinion	15.1%	14.9%	15.3%
Somewhat unfavorable	19.7%	22.5%	16.5%
Very unfavorable	48.1%	46.4%	50.0%
Mean score*	2.11	2.10	2.13

*On a 5-point Likert-Type Scale from Very favorable = 5 to Very unfavorable = 1

Table 23 Q7: Would you support or oppose the legalization of iGaming in Mississippi? Overall and by Gender			
Response	Overall	Male	Female
Support	24.7%	22.3%	27.4%
Oppose	74.1%	75.3%	72.6%
Don't know	1.3%	2.4%	0.0%

Table 24 Q8: If you answered "Support" in Q7, how strongly do you feel about your answer? Overall and by Gender			
Response	Overall	Male	Female
Strongly	49.2%	46.4%	51.6%
Somewhat strongly	50.8%	53.6%	48.4%
Don't know	0.0%	0.0%	0.0%

Table 25 Q8: If you answered "Oppose" in Q7, how strongly do you feel about your answer? Overall and by Gender			
Response	Overall	Male	Female
Strongly	68.9%	66.5%	71.7%
Somewhat strongly	30.5%	32.7%	27.9%
Don't know	0.6%	0.7%	0.4%

Table 26 Q9: With the added information above, would you support or oppose the legalization of iGaming in Mississippi? Overall and by Gender			
Response	Overall	Male	Female
Support	19.2%	15.8%	22.9%
Oppose	80.8%	84.2%	77.1%
Don't know	0.0%	0.0%	0.0%

Table 27 Q10: If you answered "Support" in Q9, how strongly do you feel about your answer? Overall and by Gender			
Response	Overall	Male	Female
Strongly	60.9%	63.3%	59.0%
Somewhat strongly	39.1%	36.7%	41.0%
Don't know	0.0%	0.0%	0.0%

Table 28 Q10: If you answered "Oppose" in Q9, how strongly do you feel about your answer? Overall and by Gender			
Response	Overall	Male	Female
Strongly	86.1%	80.3%	93.1%
Somewhat strongly	13.4%	19.1%	6.5%
Don't know	0.5%	0.6%	0.4%

APPENDIX

Data Collection Instrument

Mobile Sports Betting and iGaming Digital Questionnaire

1. What is your opinion of **mobile sports betting**?

Very Favorable	Somewhat Favorable	No Opinion	Somewhat Unfavorable	Very Unfavorable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Would you support or oppose the legalization of **mobile sports betting** in Mississippi?

- ☐ Support
- ☐ Oppose
- ☐ Don't know

3. If you answered "Support" or "Oppose" above, how strongly do you feel about your answer?

- ☐ Strongly
- ☐ Somewhat strongly
- ☐ Don't know

For the purposes of this survey, "**mobile sports betting**" refers to placing wagers on sporting events using a smartphone, tablet, or other mobile device. This includes a wide range of bet types offered through licensed sportsbook apps, such as:

- **Pre-game wagers** (bets placed before a game begins)
- **Live or in-game betting** (bets placed while a game is in progress, with odds that change in real time)
- **Proposition or "prop" bets** (bets on specific outcomes within a game, such as individual player performance or game-related events)
- **Parlays and same-game parlays** (combined wagers that link multiple outcomes into a single bet)
- **Futures bets** (bets on outcomes that will be decided later in a season or tournament, such as league champions or award winners)

Mobile sports betting does not require visiting a casino or retail sportsbook. Instead, wagers are placed remotely through authorized mobile platforms regulated by the state.

4. With the added information above, would you support or oppose the legalization of **mobile sports betting** in Mississippi?

- ☐ Support
- ☐ Oppose
- ☐ Don't know

5. If you answered "Support" or "Oppose" above, how strongly do you feel about your answer?

- ☐ Strongly
- ☐ Somewhat strongly
- ☐ Don't know

6. What is your opinion of **iGaming**?

Very Favorable	Somewhat Favorable	No Opinion	Somewhat Unfavorable	Very Unfavorable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Would you support or oppose the legalization of online casino gambling, sometimes referred to as **iGaming** or **iGambling**, in Mississippi?

- ☐ Support
- ☐ Oppose
- ☐ Don't know

8. If you answered "Support" or "Oppose" above, how strongly do you feel about your answer?

- ☐ Strongly
- ☐ Somewhat strongly
- ☐ Don't know

For the purposes of this survey, "**iGaming**" (also referred to as online casino gambling or Internet gambling) refers to playing casino-style games on a smartphone, tablet, computer, or other internet-connected device. **iGaming would allow 24-hour gambling access to slot machines and casino table games from wherever you are on your phone or mobile devices.** These online platforms offer digital versions of games typically found in licensed casinos, such as:

- **Slot machines** (digital reels with various themes and payout structures)
- **Table games**, including **blackjack, roulette, craps, and baccarat**
- **Live-dealer games**, in which real dealers operate games streamed to players in real time
- **Video poker and other interactive casino games**

iGaming platforms allow players located within the state to participate remotely without visiting a physical casino. All activity would occur through state-regulated online systems that verify age, identity, and location. Like mobile sports betting, iGaming is not currently legal in Mississippi.

9. With the added information above, would you support or oppose the legalization of **iGaming** in Mississippi?

- ☐ Support
- ☐ Oppose
- ☐ Don't know

10. If you answered "Support" or "Oppose" above, how strongly do you feel about your answer?

- ☐ Strongly
- ☐ Somewhat strongly
- ☐ Don't know