



Statewide Public Opinion on iGaming in Colorado

January 2026

EXECUTIVE SUMMARY

The purpose of this formal inquiry was to understand opinions on iGaming (online casino gambling) from Colorado residents in 2026. A survey was conducted of likely general election voters in Colorado. The poll was taken in January 2026. The total sample size was n = 801. Margin of error: +/- 3.45%.

Key Findings:

- **80% of Colorado voters oppose legalizing online casino gambling** - whether by ballot initiative or legislation. Opposition is broad, deep, and cuts across party lines.
- **58% initially opposed, rising to 80% when informed** - As voters learned about the economic and mental health harms associated with online casino gambling, opposition intensity increased significantly.
- **70% oppose allowing 18-year-olds to play lottery games online using credit cards** - The Colorado Lottery Commission's recent expansions face strong opposition.
- **88% agree that online gambling has the highest risk of creating gambling addiction** - Concerns reflect growing national warnings from problem-gambling advocates.
- **80% agree online gambling is a stealth tax that will hurt kids and poor people** - Voters recognize the disproportionate impact on vulnerable populations.
- **73% believe sports betting legalization has made problem gambling worse** - Nearly one-third of voters (31%) personally know someone with a gambling problem.
- **Majority would be less likely to vote for a candidate supporting iGaming** - 64% said they would be less likely to support such a candidate in 2026 elections.
- **44% purchased lottery tickets in the past year** - Despite gambling participation, voters strongly oppose expansion to online casino games.

iGaming Opposition: Initial to Informed

When first asked about iGaming, 23% of respondents were unfamiliar with the concept. Among those with an opinion, 58% opposed legalization. However, after receiving definitions and information about how iGaming operates, opposition surged to 80%, with strong opposition increasing from 42% to 60% of all voters.

Initial iGaming Support (Among All Respondents)

Response	Percentage
Strongly oppose	42%
Somewhat oppose	16%
Somewhat support	10%
Strongly support	5%
Unsure	4%
Unfamiliar	23%

Final Informed iGaming Support

Response	Percentage
Strongly oppose	60%
Somewhat oppose	18%
Somewhat support	10%
Strongly support	6%
Unsure	6%

Top Reasons for Opposing iGaming

Among voters who oppose iGaming legalization, addiction concerns and debt/financial issues are the dominant reasons, far outweighing other considerations.

Reason	Percentage
Addiction concerns	50%
Debt/financial issues	43%
Age and youth access concerns	30%
Exploitation of vulnerable populations	9%
Lack of regulation	8%

Colorado Lottery Commission Expansion

Colorado's Lottery Commission recently enacted rule changes that dramatically expanded the lottery. These changes allow anyone 18 or older to purchase lottery tickets, including instant scratch games that resemble slot machines, on the Internet 24 hours a day, and to charge the games to credit cards.

Opposition to Lottery Expansion

Response	Percentage
Strongly oppose	43%
Somewhat oppose	17%
Somewhat support	16%
Strongly support	13%
Unsure	11%

70% Oppose Allowing 18-Year-Olds to Play Online

An overwhelming majority of Colorado voters disagree with allowing those as young as 18 to play lottery games online, citing concerns about financial literacy and maturity.

Response	Percentage
Agree (18-year-olds should not be allowed)	70%
Disagree	30%

76% Support Prohibiting Credit Card Use

Response	Percentage
Agree (should not allow credit cards)	76%
Disagree	24%

60% Oppose Lottery Expansion After Full Information

Last year, Colorado's Lottery Commission enacted a rule change that dramatically expanded the lottery. This rule allows anyone 18 or older for the very first time to purchase lottery tickets, including instant scratch games that resemble slot machines, on the Internet 24 hours a day. For the very first time, the new rule would also allow Coloradans to purchase lottery tickets with credit cards.

After hearing this information:

Response	Percentage
Strongly oppose	43%
Somewhat oppose	17%
Somewhat support	16%
Strongly support	13%
Unsure	11%

60% oppose the lottery expansion (combined strongly and somewhat oppose)

Addiction and Community Harm Concerns

88% Agree Online Gambling Has Highest Addiction Risk

Public health advocates say that studies unequivocally prove that online gambling has the highest risk of creating life-changing gambling addiction. Colorado voters overwhelmingly agree.

Response	Percentage
Agree	88%
Disagree	12%

80% Agree Online Gambling is a Stealth Tax

This is an attempt by politicians to slowly introduce online gambling as a money grab. This is a stealth tax that will hurt kids, hurt the poor, and promote addiction.

Response	Percentage
Agree	80%
Disagree	20%

31% Know Someone with a Gambling Problem

Response	Percentage
Yes	31%
No	56%
Unsure	13%

Sports Betting Legalization Impact

In 2020, Colorado legalized sports betting. Since then, 73% of voters believe it has made problem gambling worse in the state.

Response	Percentage
Yes, made problem gambling worse	73%
No	8%
Unsure	20%

Electoral Impact of iGaming Position

A majority of Colorado voters said they would be less likely to vote for a candidate in the 2026 elections who supported legalizing iGaming.

Response	Percentage
Much less likely	45%
Somewhat less likely	19%
No impact	19%
Somewhat more likely	5%
Much more likely	3%
Unsure	10%

64% of voters would be less likely to support a candidate who supports iGaming legalization.

Recent Gambling Activity

Despite strong opposition to online casino gambling expansion, 44% of Colorado voters have purchased lottery tickets in the past 12 months. Far fewer have participated in other forms of gambling.

Activity	Percentage
Bought a lottery ticket	44%
Visited and gambled in mountain town casinos	18%
Participated in sports betting	9%
None of the above	48%

Top Performing Pro-iGaming Messages

Among messages tested that support iGaming legalization, the following two messages had the highest "More Likely" support scores, though both still generated more opposition than support.

1. Tax Revenue Increase (21% More Likely)

"iGaming would provide Colorado with millions of dollars in revenue to improve our schools, fix our deteriorating infrastructure, and help pay for healthcare without raising taxes."

Response	Percentage
Much more likely	7%
Somewhat more likely	13%
Somewhat less likely	11%
Much less likely	25%
Makes no difference	43%

Net Impact: 21% more likely to support, 36% less likely to support, 43% no difference

2. Responsible Protections (20% More Likely)

"Legalization would ensure strong ID checks, spending limits, self-exclusion tools, and other responsible protections that do not exist in the black market today."

Response	Percentage
Much more likely	6%
Somewhat more likely	15%
Somewhat less likely	11%
Much less likely	24%
Makes no difference	44%

Net Impact: 20% more likely to support, 35% less likely to support, 44% no difference

Key Insight: Even the strongest pro-iGaming messages failed to generate net positive support, with opposition consistently outweighing increased support by approximately 15 percentage points.

Methodology & Demographics

Fielded: January 20-22, 2026

Method: Mobile Text Responses and Live Interviews

Population & Sample: 801 Likely General Election Voters in Colorado

Margin of Error: +/- 3.45%

Weighting: Age, Gender, Education Level, Race, Registered Party, and Congressional District

Demographic	Distribution
Registered Party	
NP/Other	43%
Democrat	30%
Republican	28%
Age	
18-34	16%
35-44	17%
45-54	16%
55-64	18%
65+	33%
Education	
High School	24%
Some College	28%
College Graduate	29%
Graduate Degree	19%

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