

092322 - HOD FLASH (24 HOUR)

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Report Settings

Respondents: Qualified Only
Additional Filter: None
Table Set: All
Percentage Base: Total Answering
Stat Test Levels: 95 / 90 (z-test)
Stat Test Groups: None
Date Range: (09/23/22 - 11/18/22)

Segment Definitions

Total (ALL) n=1022

Weighting

Total nweight.q092322_24_hourprop.val q092322_24_hourprop

QS4Q1: [res transfer_3]Which of the following types of gambling or betting do you engage in? Please select all that apply.

	Total
Total	N=1022
Total (Unweighted)	N=1022
Lottery (e.g., Powerball, Lotto)	40%
Scratch cards	38%
Slot machines	32%
Bingo	21%
Card games (e.g., poker, blackjack)	20%
Sports (e.g., football, boxing, soccer)	17%
Casino table games (e.g., roulette, craps, baccarat)	15%
Horse racing	9%
Office pools	8%
Dice-based games (e.g., craps, hazard)	7%
Greyhound racing	3%
Other	1%
None - I do not gamble or make bets	31%
Decline to answer	1%

Table Base: U.S. RESPONDENTS

QS4Q2: How often do you bet or gamble on each of the following?

Sports (e.g., football, boxing, soccer)

	Total
Total	N=175
Total (Unweighted)	N=165
At least once a week	71%
Several times a day	11%
Once a day	9%
Several times a week	28%
Once a week	23%
At least once a day	20%
Several times a day	11%
Once a day	9%
Several times a month	13%
Once a month or less often	16%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Horse racing

	Total
Total	N=90 *
Total (Unweighted)	N=92 *
At least once a week	29%
Several times a day	6%
Once a day	3%
Several times a week	11%
Once a week	9%
At least once a day	9%
Several times a day	6%
Once a day	3%
Several times a month	20%
Once a month or less often	50%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Greyhound racing

	Total
Total	N=31 *
Total (Unweighted)	N=35 *
At least once a week	73%
Several times a day	16%
Once a day	14%
Several times a week	19%
Once a week	24%
At least once a day	30%
Several times a day	16%
Once a day	14%
Several times a month	12%
Once a month or less often	14%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Lottery (e.g., Powerball, Lotto)

	Total
Total	N=408
Total (Unweighted)	N=397
At least once a week	48%
Several times a day	3%
Once a day	7%
Several times a week	19%
Once a week	20%
At least once a day	10%
Several times a day	3%
Once a day	7%
Several times a month	16%
Once a month or less often	36%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Scratch cards

	Total
Total	N=384
Total (Unweighted)	N=382
At least once a week	49%
Several times a day	7%
Once a day	5%
Several times a week	18%
Once a week	19%
At least once a day	13%
Several times a day	7%
Once a day	5%
Several times a month	16%
Once a month or less often	34%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Card games (e.g., poker, blackjack)

	Total
Total	N=209
Total (Unweighted)	N=185
At least once a week	48%
Several times a day	11%
Once a day	8%
Several times a week	16%
Once a week	12%
At least once a day	19%
Several times a day	11%
Once a day	8%
Several times a month	14%
Once a month or less often	39%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Dice-based games (e.g., craps, hazard)

	Total
Total	N=67 *
Total (Unweighted)	N=67 *
At least once a week	46%
Several times a day	6%
Once a day	10%
Several times a week	16%
Once a week	14%
At least once a day	16%
Several times a day	6%
Once a day	10%
Several times a month	18%
Once a month or less often	36%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Slot machines

	Total
Total	N=322
Total (Unweighted)	N=314
At least once a week	31%
Several times a day	7%
Once a day	7%
Several times a week	10%
Once a week	7%
At least once a day	15%
Several times a day	7%
Once a day	7%
Several times a month	16%
Once a month or less often	53%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Casino table games (e.g., roulette, craps, baccarat)

	Total
Total	N=151
Total (Unweighted)	N=140
At least once a week	41%
Several times a day	8%
Once a day	11%
Several times a week	15%
Once a week	7%
At least once a day	18%
Several times a day	8%
Once a day	11%
Several times a month	18%
Once a month or less often	41%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Bingo

	Total
Total	N=211
Total (Unweighted)	N=198
At least once a week	50%
Several times a day	17%
Once a day	8%
Several times a week	15%
Once a week	10%
At least once a day	25%
Several times a day	17%
Once a day	8%
Several times a month	14%
Once a month or less often	36%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Office pools

	Total
Total	N=85 *
Total (Unweighted)	N=88 *
At least once a week	27%
Several times a day	4%
Once a day	4%
Several times a week	1%
Once a week	18%
At least once a day	8%
Several times a day	4%
Once a day	4%
Several times a month	16%
Once a month or less often	57%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q2: How often do you bet or gamble on each of the following?

Other

	Total
Total	N=8 **
Total (Unweighted)	N=6 **
At least once a week	54%
Several times a day	28%
Once a day	14%
Several times a week	0%
Once a week	12%
At least once a day	42%
Several times a day	28%
Once a day	14%
Several times a month	0%
Once a month or less often	46%

Table Base: GAMBLES ON THE LISTED SPORT

QS4Q3: When did you first start betting on sports (e.g., football, boxing, soccer)?

	Total
Total	N=175
Total (Unweighted)	N=165
Started within the last year (Net)	38%
Within the last 1-3 months	14%
Within the last 4-6 months	10%
Within the last 7-9 months	7%
Within the last 10-12 months	7%
1-2 years ago	15%
3-4 years ago	17%
5 or more years ago	30%

Table Base: SPORTS BETTERS

QS4Q4: Which of the following are reasons why you started betting on sports? Please select all that apply.

	Total
Total	N=175
Total (Unweighted)	N=165
To make money	49%
To make watching a game more exciting	43%
My friends were doing it.	42%
My coworkers were doing it.	30%
To compete against other people	26%
To support my favorite team(s)	26%
I saw a TV ad.	26%
My family members were doing it.	22%
I saw an online ad.	20%
It became legal in my state.	20%
I like being part of a group.	18%
I wanted to fit in.	14%
Other	2%

Table Base: SPORTS BETTERS

QS4Q7: Which types of sports have you ever bet on? Please select all that apply.

	Total
Total	N=175
Total (Unweighted)	N=165
American Football	77%
Basketball	64%
Baseball	46%
Soccer	36%
Boxing	34%
Golf	20%
Motor Sports (e.g. Formula 1, NASCAR)	18%
Hockey	17%
Tennis	14%
Mixed martial arts	10%
Cycling	7%
Table tennis	6%
Cricket	5%
Rugby	4%
Other	2%

Table Base: SPORTS BETTERS

QS4Q6: How much do you agree or disagree with each of the following statements?

Official sports betting (i.e., placing a bet on the outcome of a sporting event using a licensed online or in-person sportsbook) should be legal everywhere in the United States.

	Total
Total	N=1022
Total (Unweighted)	N=1022
Agree (Net)	63%
Strongly agree	24%
Somewhat agree	38%
Disagree (Net)	37%
Somewhat disagree	22%
Strongly disagree	15%

Table Base: U.S. RESPONDENTS

QS4Q6: How much do you agree or disagree with each of the following statements?

Sports organizations (e.g., teams, leagues) should not partner with sports betting companies.

	Total
Total	N=1022
Total (Unweighted)	N=1022
Agree (Net)	71%
Strongly agree	37%
Somewhat agree	34%
Disagree (Net)	29%
Somewhat disagree	19%
Strongly disagree	10%

Table Base: U.S. RESPONDENTS

QS4Q6: How much do you agree or disagree with each of the following statements?

Overall, I have a positive opinion of sports betting.

	Total
Total	N=1022
Total (Unweighted)	N=1022
Agree (Net)	54%
Strongly agree	18%
Somewhat agree	36%
Disagree (Net)	46%
Somewhat disagree	29%
Strongly disagree	17%

Table Base: U.S. RESPONDENTS

QS4Q6: How much do you agree or disagree with each of the following statements?

Sports betting should not be widely promoted (e.g., on TV, on the internet, through celebrity sponsorships).

	Total
Total	N=1022
Total (Unweighted)	N=1022
Agree (Net)	58%
Strongly agree	20%
Somewhat agree	38%
Disagree (Net)	42%
Somewhat disagree	29%
Strongly disagree	13%

Table Base: U.S. RESPONDENTS

QS4Q6: How much do you agree or disagree with each of the following statements?

I enjoy watching sports more when I am betting on the outcome of a game.

	Total
Total	N=175
Total (Unweighted)	N=165
Agree (Net)	88%
Strongly agree	46%
Somewhat agree	42%
Disagree (Net)	12%
Somewhat disagree	6%
Strongly disagree	6%

Table Base: U.S. RESPONDENTS

QS4Q6: How much do you agree or disagree with each of the following statements?

Sports betting is a less risky form of gambling because I have better odds of winning.

	Total
Total	N=175
Total (Unweighted)	N=165
Agree (Net)	68%
Strongly agree	25%
Somewhat agree	44%
Disagree (Net)	32%
Somewhat disagree	22%
Strongly disagree	9%

Table Base: U.S. RESPONDENTS

QS4Q6: How much do you agree or disagree with each of the following statements?

Sports betting has more to do with skill than luck.

	Total
Total	N=175
Total (Unweighted)	N=165
Agree (Net)	67%
Strongly agree	31%
Somewhat agree	36%
Disagree (Net)	33%
Somewhat disagree	26%
Strongly disagree	7%

Table Base: U.S. RESPONDENTS

QS4Q6: How much do you agree or disagree with each of the following statements?

My family and friends approve of my sports betting.

	Total
Total	N=175
Total (Unweighted)	N=165
Agree (Net)	82%
Strongly agree	33%
Somewhat agree	49%
Disagree (Net)	18%
Somewhat disagree	13%
Strongly disagree	6%

Table Base: U.S. RESPONDENTS