

GALLUP NEWS SERVICE
GALLUP POLL SOCIAL SERIES:
CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937614
GAL 074
Princeton Job #: 26-07-007

July 1-19, 2026

Results are based on telephone interviews conducted July 1-19, 2026, with a random sample of –1,200—adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of –701—adults who drink alcoholic beverages, the maximum margin of sampling error is ± 5 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 80% cell phone respondents and 20% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, party identification, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Party identification targets are based on the average of the three most recent Gallup polls. Population density targets are based on the 2020 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

Q.69-71 ARE BASED ON COMBINED SAMPLES FROM JUNE 1-15 AND JULY 1-19 POLLS; THE RESULTS ARE BASED ON 2,201 NATIONAL ADULTS; ±3 PCT PTS

Thinking now about gambling,

69. Please tell me whether or not you have done any of the following things in the past 12 months. First, how about [ITEMS READ IN ORDER]?

SUMMARY TABLE: GAMBLING ACTIVITIES

2026 Jun 1-Jul 19
(sorted by “yes”)

	Yes
	%
Bought a state lottery ticket	31
Visited a casino / Gambled in person at a casino ^	14
Bet on a professional sports event such as baseball, basketball, or football	7
Participated in an office pool on the World Series, Super Bowl or other game	7
Played a video poker machine	5
Bet on a <u>college</u> sports event such as basketball or football	4
Gambled for money on the Internet	4
Played fantasy sports games for money	4
Played bingo for money	3
Placed a bet on a future non-athletic event in an online prediction market	2
Bet on a horse race	2
Bet on a boxing match	2
Done any other kind of gambling not mentioned here	4

^ Each wording was asked of a half sample; the results of the two samples were combined because the wording did not make a difference in how respondents answered.

Q.69 (GAMBLING) CONTINUED

FULL RESULTS AND TRENDS:

A. Played bingo for money

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	3	97	*
2016 Jun 14-23	6	94	*
2007 Dec 6-9	7	93	*
2003 Dec 11-14	5	95	--
1999 Apr 30-May 23	11	89	--
1996 Jun 27-30	9	91	--
1992 Nov 20-22	9	91	--
1989 Apr 4-9	13	87	--
1963 Jan 11-16 ^ †	16	84	--
1950 May 4-9 ^	11	89	--

^ WORDING: Play bingo

† WORDING: During the past 12 months, did you, yourself, happen to do any of these?

C. Gambled in person at a casino

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19 ^	14	86	--
2016 Jun 14-23	26	74	*
2007 Dec 6-9	24	76	--
2003 Dec 11-14	30	70	*
1996 Jun 27-30	27	73	*
1992 Nov 20-22	21	79	--
1989 Apr 4-9	20	80	--

^ June data involved a wording experiment with half the sample being asked the historical wording "visited a casino" and half being asked "gambled in person at a casino." The results were similar (14% and 12%, respectively) and the data from both wordings are combined. Asked of a half sample

Q.69 (GAMBLING) CONTINUED**D. Bet on a horse race**

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	2	98	--
2016 Jun 14-23	6	94	--
2007 Dec 6-9	5	95	*
2003 Dec 11-14	4	96	*
1996 Jun 27-30	6	94	*
1992 Nov 20-22	12	88	--
1990 Feb 15-18	9	91	*

E. Bought a state lottery ticket

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	31	69	*
2016 Jun 14-23	49	51	--
2007 Dec 6-9	46	54	--
2003 Dec 11-14	49	51	*
1999 Apr 30-May 23	57	43	--
1996 Jun 27-30	57	43	--
1992 Nov 20-22	56	44	--
1989 Apr 4-9	54	46	--

F. Bet on a professional sports event such as baseball, basketball, or football

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	7	93	--
2016 Jun 14-23	10	90	--
2007 Dec 6-9	7	93	*
2003 Dec 11-14	10	90	*
1999 Apr 30-May 23	13	87	--
1996 Jun 27-30	10	90	--
1992 Nov 20-22	12	88	--
1990 Feb 15-18	21	79	--
1989 Apr 4-9	22	78	--

Q.69 (GAMBLING) CONTINUED**G. Bet on a college sports event such as basketball or football**

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	4	96	--
2016 Jun 14-23	5	95	*
2007 Dec 6-9	4	96	*
2003 Dec 11-14	6	94	*
1999 Apr 30-May 23	9	91	--
1996 Jun 27-30	7	93	--
1992 Nov 20-22	6	94	--
1990 Feb 15-18	11	89	--
1989 Apr 4-9	14	86	--

H. Bet on a boxing match

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	2	98	--
2016 Jun 14-23	3	98	--
2007 Dec 6-9	3	97	--
2003 Dec 11-14	2	98	*
1996 Jun 27-30	3	97	*
1992 Nov 20-22	6	94	--
1990 Feb 15-18	5	95	--
1989 Apr 4-9	8	92	--

I. Participated in an office pool on the World Series, Superbowl or other game

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	7	93	--
2016 Jun 14-23	15	85	*
2007 Dec 6-9	14	96	*
2003 Dec 11-14	15	85	*
1999 Apr 30-May 23	25	75	--
1996 Jun 27-30	23	77	--
1992 Nov 20-22	22	78	--

Q.69 (GAMBLING) CONTINUED**J. Gambled for money on the Internet**

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	4	96	*
2016 Jun 14-23	3	98	--
2007 Dec 6-9	2	98	--
2003 Dec 11-14	1	99	*
1999 Apr 30-May 23	*	100	--
1996 Jun 27-30	1	99	--

K. Played a video poker machine

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	5	94	*
2016 Jun 14-23	9	91	--
2007 Dec 6-9	12	88	--
2003 Dec 11-14	14	86	*
1999 Apr 30-May 23	20	80	--
1996 Jun 27-30	17	83	--
1992 Nov 20-22 ¹	11	89	--

L. Placed a bet on a future non-athletic event in an online prediction market

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	2	98	*

M. Played fantasy sports games for money

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	4	96	*

N. Done any other kind of gambling not mentioned here

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	4	96	*
2016 Jun 14-23	9	91	--
2007 Dec 6-9	9	91	*
2003 Dec 11-14	13	87	*
1996 Jun 27-30	10	90	*

Q.69 (GAMBLING) CONTINUED

NET: GAMBLING ACTIVITY

	<u>Gambled</u>	<u>Did not gamble</u>	<u>No opinion</u>
Yes to any of 13 gambling activities			
2026 Jun 1-Jul 19	45	55	--
Yes to any of 11 gambling activities (excludes online prediction markets and fantasy sports)			
2026 Jun 1-Jul 19	44	56	--
2016 Jun 14-23	64	36	*
2007 Dec 6-9	63	37	--
2003 Dec 11-14	66	34	*

70. Do you sometimes gamble more than you think you should?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
National adults			
2026 Jun 1-Jul 19	3	97	--
2016 Jun 14-23	7	93	--
2007 Dec 6-9	4	96	*
2003 Dec 11-14	6	94	*
Gambled in past 12 months			
2026 Jun 1-Jul 19	7	93	--
2016 Jun 14-23	10	90	*
2007 Dec 6-9	6	94	*
2003 Dec 11-14	8	92	--

For comparison: Based on adults who have ever participated in legal gambling

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2007 Dec 6-9	4	96	*
2003 Dec 11-14	10	90	--
1999 Apr 30-May 23	11	88	1
1996 Jun 27-30	7	93	*
1992 Nov 20-22	9	91	-
1989 Apr 4-9	10	90	-

71. Has gambling ever been a source of problems within your family?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2026 Jun 1-Jul 19	9	91	*
2016 Jun 14-23	7	94	--
2007 Dec 6-9	6	94	*
2003 Dec 11-14	6	94	*
1999 Apr 30-May 23	9	91	*
1996 Jun 27-30	5	95	*
1992 Nov 20-22	5	94	1
1989 Apr 4-9	4	96	*

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29AQN69ACOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Played bingo for money BY Total + Gender + Race I + Age + Education + Party I.D. + Household

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	3%	2%	4%	3%	3%	3%	3%	3%	2%	3%	4%	4%	2%	3%	4%	3%	3%
No	97%	98%	95%	97%	97%	97%	96%	97%	98%	97%	96%	96%	97%	97%	96%	97%	97%
(DK)/(Refused)	0%	0%	0%	-	1%	0%	1%	-	-	0%	1%	-	0%	-	-	-	-

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29BCQN69CCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Visited a Casino/Gambled in Person at a Casino BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	14%	15%	13%	16%	11%	11%	16%	14%	15%	16%	12%	18%	13%	12%	11%	12%	20%
No	86%	84%	87%	84%	89%	88%	84%	86%	85%	84%	88%	82%	87%	88%	89%	88%	80%
(DK)/Refused	0%	0%	0%	0%	-	0%	0%	-	0%	0%	-	-	0%	0%	0%	-	0%

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29DQN69DCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Bet on a horse race BY Total + Gender + Race I + Age + Education + Party I.D. + Household

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	2%	2%	2%	3%	1%	2%	1%	3%	3%	2%	1%	3%	2%	2%	2%	2%	3%
No	98%	97%	98%	97%	99%	98%	99%	97%	97%	98%	99%	97%	98%	98%	98%	98%	97%
(DK)/(Refused)	0%	0%	-	-	-	0%	-	-	-	0%	-	-	-	-	-	-	-

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29EQN69ECOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Bought a state lottery ticket BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	31%	33%	29%	33%	27%	21%	30%	39%	29%	34%	31%	34%	31%	29%	29%	34%	33%
No	69%	67%	71%	66%	73%	79%	70%	61%	70%	66%	69%	66%	69%	70%	71%	66%	67%
(DK)/(Refused)	0%	0%	0%	0%	-	0%	0%	-	0%	0%	-	0%	0%	-	-	-	0%

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29FQN69FCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Bet on a professional sports event such as baseball, basketball, or football BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	7%	11%	4%	7%	8%	12%	7%	4%	8%	7%	6%	8%	8%	7%	8%	7%	9%
No	93%	89%	96%	93%	92%	88%	93%	96%	92%	93%	94%	92%	92%	93%	92%	93%	91%
(DK)/(Refused)	0%	0%	-	-	-	0%	-	-	-	0%	-	-	-	-	-	-	-

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29GQN69GCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Bet on a college sports event such as basketball or football BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	4%	5%	2%	4%	4%	5%	4%	3%	4%	3%	4%	5%	4%	4%	5%	3%	6%
No	96%	95%	97%	96%	96%	95%	95%	97%	95%	97%	96%	94%	96%	96%	95%	97%	94%
(DK)/(Refused)	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	-	1%	0%	-	0%	-	0%

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29HQN69HCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Bet on a boxing match BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	2%	3%	1%	2%	2%	3%	3%	0%	2%	2%	2%	2%	2%	2%	3%	2%	2%
No	98%	97%	99%	98%	98%	96%	97%	100%	98%	98%	98%	98%	98%	98%	97%	98%	98%
(DK)/(Refused)	0%	0%	-	-	-	0%	-	-	-	0%	-	-	-	-	-	-	-

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29IQN69ICOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Participated in an office pool on the World Series, Super Bowl or other game BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	7%	9%	5%	8%	6%	3%	9%	9%	9%	8%	5%	9%	6%	8%	5%	7%	10%
No	93%	91%	95%	92%	94%	97%	91%	91%	91%	92%	95%	91%	94%	92%	95%	93%	90%
(DK)/(Refused)	0%	0%	-	0%	0%	0%	0%	0%	-	0%	0%	-	0%	-	-	0%	0%

GALLUP POLL SOCIAL SURVEY

July 2026

Public Release Data

QN29JQN69JCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Gambled for money on the Internet BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	4%	6%	2%	5%	3%	8%	4%	2%	4%	6%	3%	5%	5%	3%	4%	4%	5%
No	96%	94%	98%	95%	97%	92%	96%	98%	96%	94%	97%	95%	95%	97%	96%	96%	95%
(DK)/(Refused)	0%	0%	-	0%	-	0%	0%	-	-	0%	0%	-	0%	-	-	-	0%

GALLUP POLL SOCIAL SURVEY

July 2026

Public Release Data

QN29KQN69KCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Played a video poker machine BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	5%	6%	4%	5%	5%	4%	7%	6%	4%	7%	6%	8%	5%	4%	5%	5%	5%
No	94%	93%	95%	94%	95%	96%	93%	94%	96%	93%	94%	92%	95%	96%	95%	95%	94%
(DK)/(Refused)	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	-	-	-	0%

GALLUP POLL SOCIAL SURVEY

July 2026

Public Release Data

QN29LQN69LCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Placed a bet on a future non-athletic event in an online prediction market BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	2%	3%	0%	2%	1%	4%	1%	0%	2%	2%	1%	2%	2%	1%	2%	2%	1%
No	98%	97%	100%	98%	99%	96%	98%	100%	98%	98%	99%	98%	98%	99%	98%	98%	98%
(DK)/(Refused)	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	-	-	-	0%

GALLUP POLL SOCIAL SURVEY

July 2026

Public Release Data

QN29MQN69MCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Played fantasy sports games for money BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	4%	6%	1%	3%	4%	7%	4%	2%	5%	4%	3%	4%	3%	4%	2%	4%	6%
No	96%	94%	99%	96%	96%	93%	96%	98%	95%	96%	97%	96%	97%	96%	98%	96%	94%
(DK)/(Refused)	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	-	-	-	0%

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29NQ69NCOMBINED: Please tell me whether or not you have done any of the following things in the past 12 months. Done any other kind of gambling not mentioned here BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	4%	6%	2%	4%	4%	5%	5%	3%	3%	5%	5%	5%	4%	3%	5%	3%	4%
No	96%	94%	98%	96%	96%	95%	95%	97%	96%	95%	95%	95%	96%	97%	95%	97%	96%
(DK)/(Refused)	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	-	-	0%	0%

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN29QN69NET: Consumption (Net) BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	45%	49%	40%	48%	38%	38%	46%	48%	45%	48%	41%	50%	42%	44%	40%	45%	54%
No	55%	51%	59%	52%	61%	62%	54%	52%	55%	52%	58%	50%	57%	56%	60%	55%	46%
No answer	0%	0%	0%	-	1%	0%	1%	-	-	0%	1%	-	0%	-	-	-	-

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN30QN70COMBINED: Do you sometimes gamble more than you think you should? BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	3%	4%	2%	3%	3%	3%	3%	3%	2%	3%	4%	5%	3%	2%	2%	3%	4%
No	97%	96%	98%	97%	97%	97%	97%	97%	98%	97%	96%	95%	97%	98%	98%	97%	96%

GALLUP POLL SOCIAL SURVEY
July 2026
Public Release Data

QN31QN71COMBINED: Has gambling ever been a source of problems within your family? BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Yes	9%	8%	9%	8%	10%	9%	11%	7%	6%	11%	10%	7%	8%	10%	13%	7%	8%
No	91%	92%	90%	92%	89%	90%	89%	93%	94%	89%	89%	93%	91%	89%	87%	93%	91%
(DK)/(Refused)	0%	0%	0%	0%	0%	1%	-	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%