

TO Interested parties
FROM Beacon Research
DATE February 19th, 2026
SUBJECT Key findings from statewide survey of Massachusetts voters

A new statewide survey of 1,000 Massachusetts voters, conducted by Beacon Research, shows a majority support for legalizing and regulating iGaming in the state. The survey was conducted January 22–28, 2026. Full methodological details are provided at the end of this document.

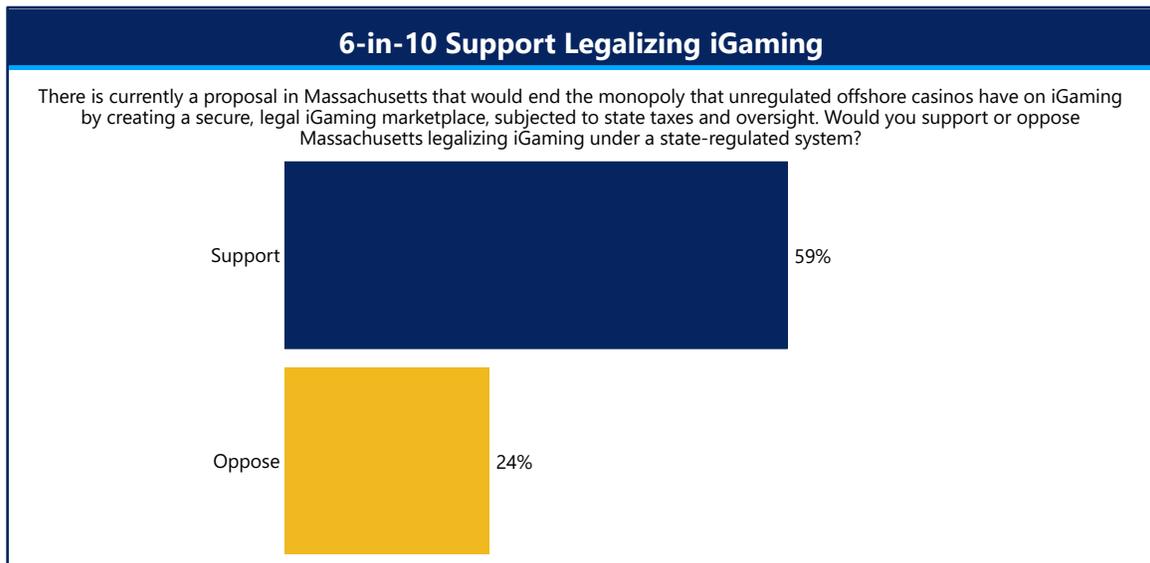
KEY FINDINGS

Voters See a Legal, Regulated iGaming Marketplace as a More Responsible Alternative to the Status Quo

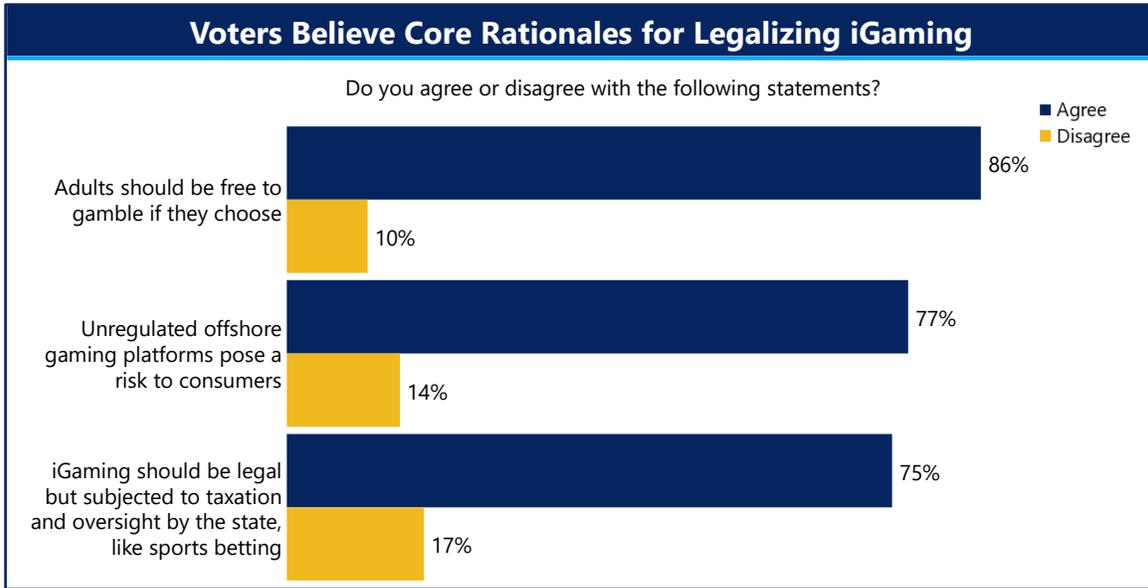
Massachusetts voters view unregulated online casinos as posing real risks to consumers and children, and by a wide margin (59% support – 24% oppose) support a legal, regulated iGaming to mitigate those risks, while providing useful tax revenue. Voters believe the decision to gamble or not should be left up to adults themselves and recognize that a legal, regulated system offers more safeguards and accountability than the unregulated market.

There is Bipartisan Support for Legalizing iGaming

Support is bipartisan, with 58% of Democrats, 56% of independents, and 69% of Republicans backing the proposal.

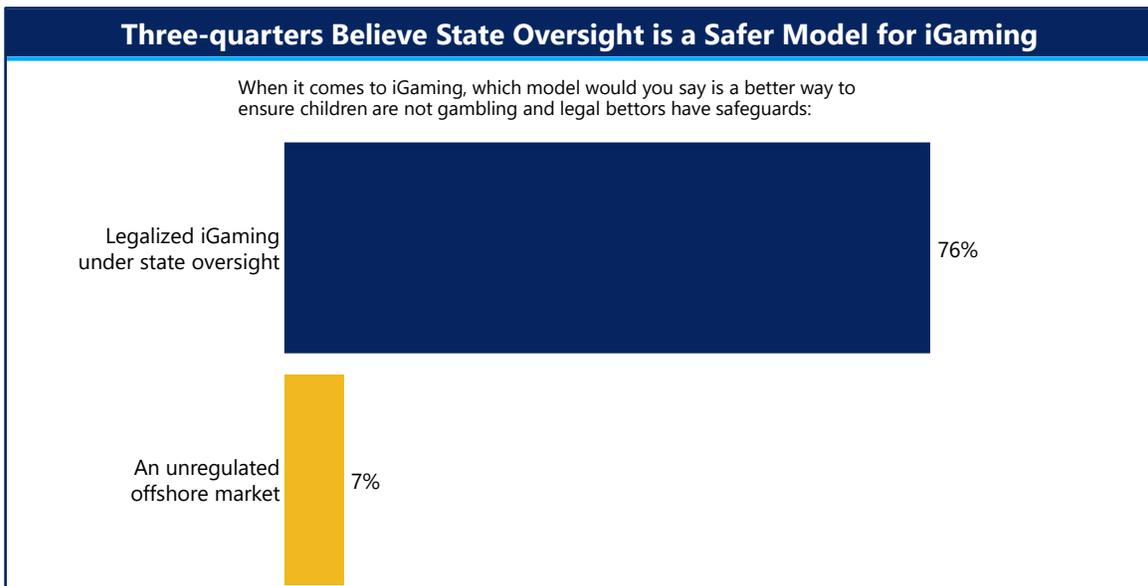


This level of support for a legal iGaming market is underpinned by clear anti-prohibition logic: nearly all voters share the view that adults should be free to gamble if they choose (86% agree). Furthermore, three-quarters of the electorate agree that unregulated offshore gaming poses a risk to consumers (77%), and iGaming should be subjected to taxation and oversight, like legal sports betting (75%).



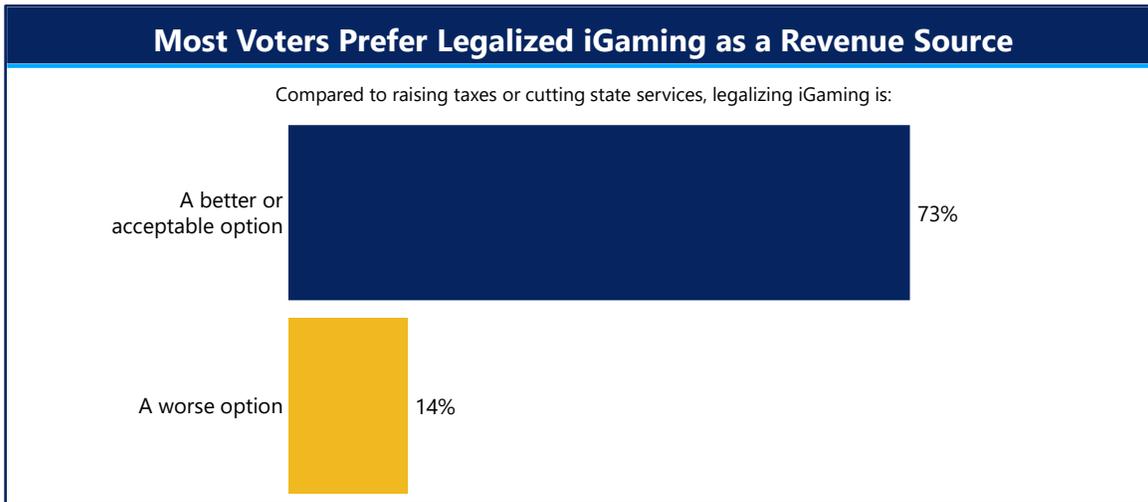
Voters Have Serious Concerns About Unregulated Online Casinos

Most voters (73%) are concerned about the risks unregulated online casinos pose to consumers. Specifically, large majorities are concerned about insecure financial data for consumers (85%), the lack of age verification (83%), and that offshore operators can fail to pay out winnings (84%). As such, over three-quarters of the electorate (76%) believe legalized iGaming under state oversight is a better way to prevent children from gambling and provide safeguards for bettors than the current offshore market.



Most Would Rather See Tax Revenue from Legalized iGaming Rather than Higher Taxes or Cuts to State Services

Voters also see fiscal reasons for a legal, regulated iGaming system: information about projected tax revenue makes many voters (56%) more supportive of the proposal. Compared to raising taxes or cutting state services, 73% of voters see legalizing iGaming as a better or acceptable option.



METHODOLOGY

This poll of 1,000 Massachusetts voters was conducted between the dates of January 22-28, 2026. All respondents were randomly selected from an online panel and were screened to be active registered voters in Massachusetts. Slight weights were applied to account for known and estimated demographics of the electorate. The survey has a credibility interval of $\pm 3.5\%$ at the 95% confidence level.

