

navigator*

Monday, April 20th

Prediction Markets



Credit: Shutterstock/PJ McDonnell

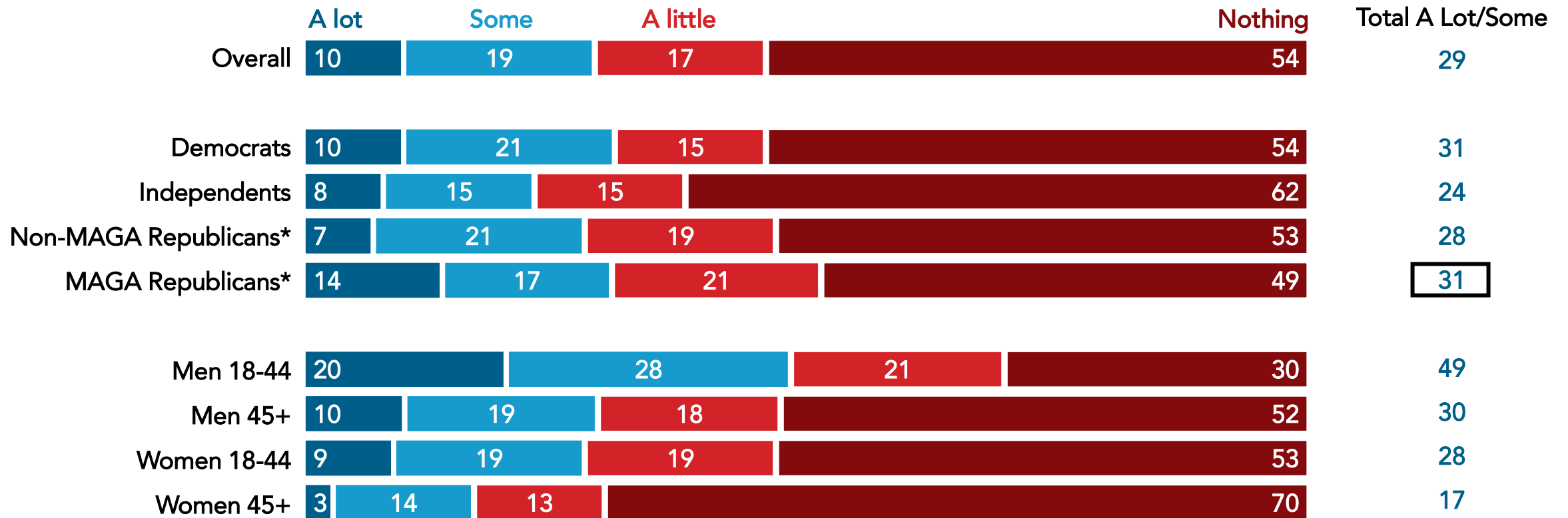
Key Takeaways:

- Americans are not hearing much about prediction markets, and fewer than one in five say they frequently or sometimes place bets on prediction markets. Younger men engage with prediction markets the most.
- While many are unsure, a majority of Americans say prediction markets should be legal, with a plurality saying there should be stronger regulation and oversight of them.
- Americans support a ban on using inside information to place prediction market bets on government actions like war or laws.

Few Are Hearing Much About Prediction Markets

Younger men (49% hearing “a lot” or “some”) are hearing the most about prediction markets.

How much have you seen, read, or heard recently about prediction markets, such as Kalshi or Polymarket?

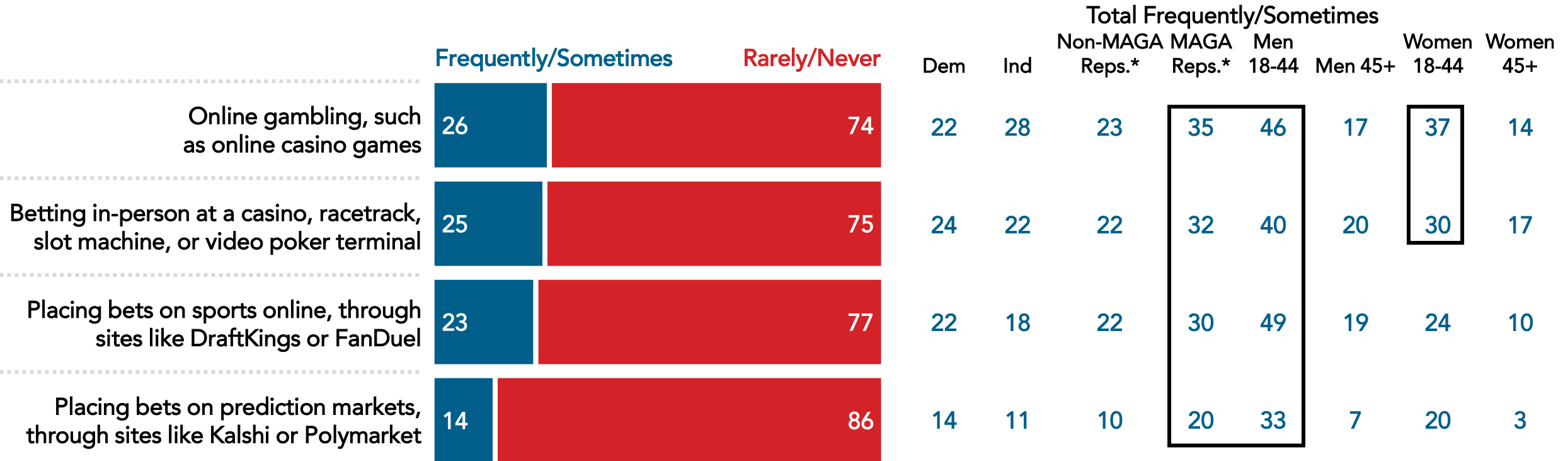


*“MAGA Republicans” are Republicans who identify as “a supporter of the MAGA movement” on a separate question, while “non-MAGA Republicans” are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide survey of 1,000 registered voters conducted April 2-April 6, 2026. For more info, visit navigatorresearch.org.

Fewer Than One in Five Report Frequently/Sometimes Betting on Prediction Markets; Young Men, MAGA Most Likely

Younger women lag behind younger men in terms of betting, though there is still a clear age divide within women.

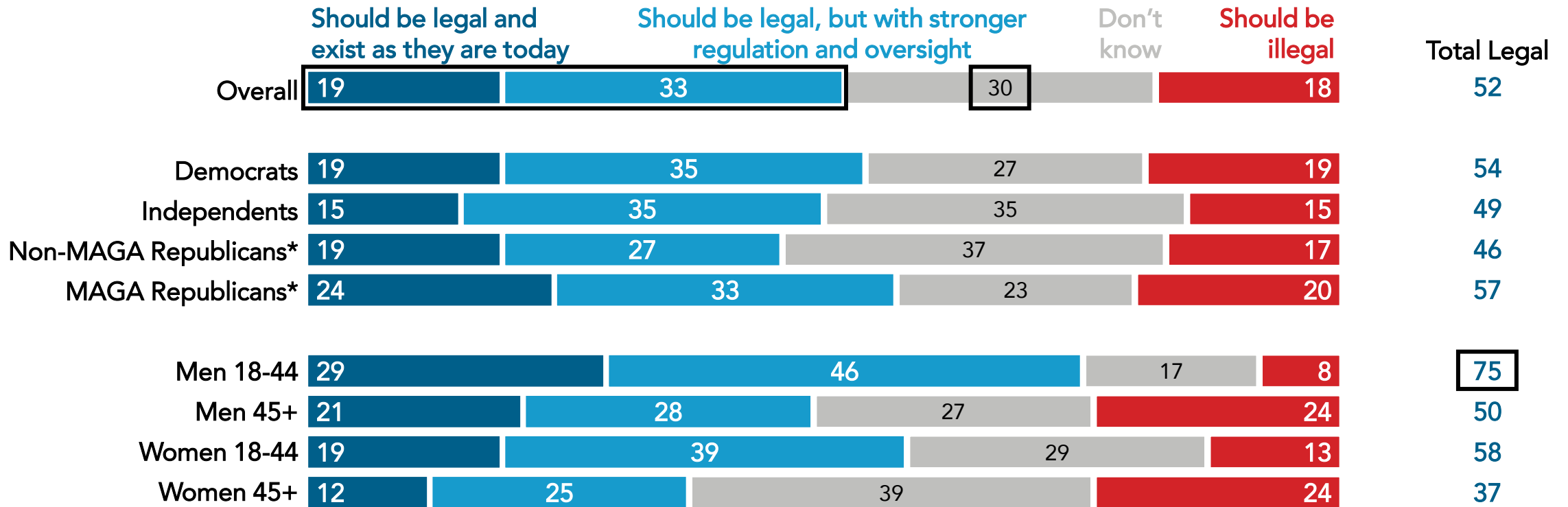
Below is a list of activities. Please indicate how frequently you have engaged in each one.



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Majorities Say Prediction Markets Should Be Legal, With A Plurality Pro-Stronger Regulations; Many Are Also Unsure

As you may know, prediction markets are platforms where participants bet money based on the outcome of future events such as sports, elections, economic indicators, and other issues. Which of the following do you think should be the approach the federal government in Washington should take towards prediction markets?

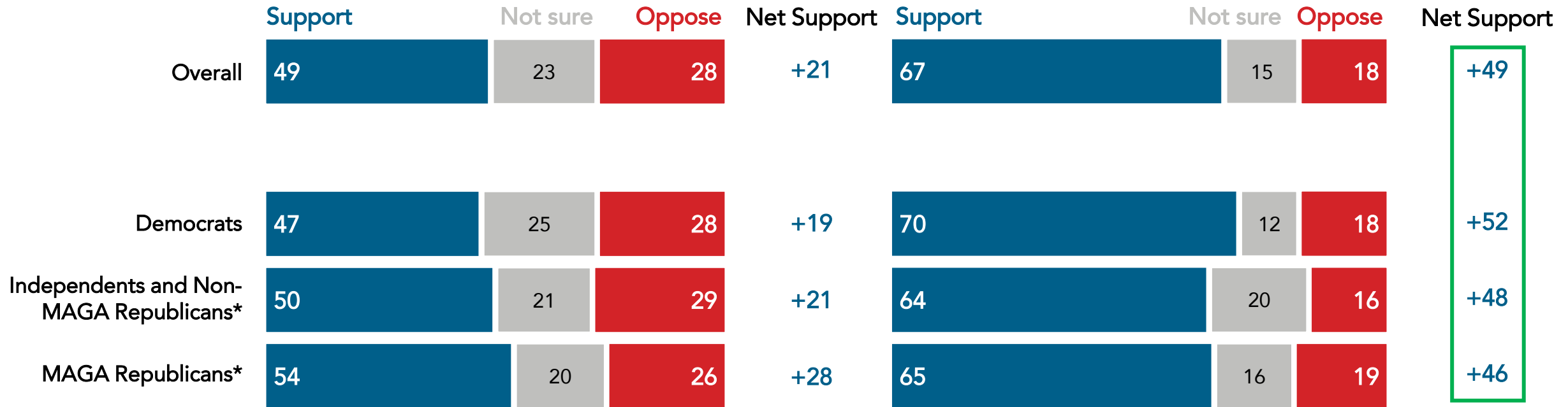


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Americans Support Banning the Use of Inside Information to Place Prediction Market Bets on Government Actions Like War

(Split Sample) There is a proposal in Congress to ban anyone from using prediction markets to bet on government actions like war, laws, and other actions. Do you support or oppose banning anyone from using prediction markets to bet on government actions like war, laws, and other actions?

(Split Sample) There is a proposal to ban those with insider information – so elected officials, their staff, and others with insider information – from using prediction markets to bet on government actions like war, laws, and other actions. Do you support or oppose banning those with insider information from using prediction markets to bet on government actions like wars, laws, and other actions?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from April 2-April 6, 2026. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

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