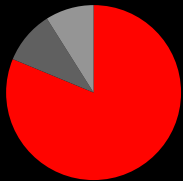




SOUTH DAKOTA SURVEY RESULTS

MORNING CONSULT

SOUTH DAKOTA VOTERS SAY THAT PREDICTION MARKETS ARE GAMBLING – NOT INVESTING



81%

Four-in-five South Dakota voters say that **placing bets on sporting events** through prediction markets is **gambling**.

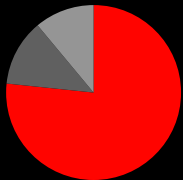
Democrats	82%
Independents	82%
Republicans	81%



70%

Seven-in-ten South Dakota voters are **concerned** about insider trading **at the expense of the public** on prediction markets.

Democrats	70%
Independents	70%
Republicans	70%



77%

Three-in-four SD voters are **concerned** that prediction markets will **increase gambling related harms for teenagers**

Democrats	77%
Independents	77%
Republicans	77%

SOUTH DAKOTA VOTERS SAY PREDICTION MARKETS SHOULD COMPLY WITH GAMBLING REGULATIONS

80%

Agree that prediction markets should be required to pay the same **state gaming taxes and license fees** as sportsbooks

78%

Agree that prediction markets should be required to provide access to **problem gambling resources**

82%

Agree that prediction markets should be required to follow the **same state gaming regulations** as licensed sportsbooks

The nationwide poll was conducted by Morning Consult on behalf of Gambling Is Not Investing, online, March 17-22, 2026, among a sample of 15,029 adults. State-level results are estimated by a multi-level regression and post-stratification (MRP) model weighted by age, race/ethnicity, gender, and educational attainment within each state. Results from the full survey have a margin of error of plus or minus 1 percentage points.