



TOPLINE & METHODOLOGY

American Institute for Boys and Men Prediction Markets Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: February 27 – March 1, 2026
 Number of interviews: 2,363
 Oversample of men age 18-24, Number of interviews: 447

Margin of error: +/- 2.2 percentage points at the 95% confidence level for all respondents
 Margin of error: +/- 4.7 percentage points at the 95% confidence level for men age 18-24 respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire

- How familiar, if at all, are you with the following?

Total Familiar Summary

	Total (N=2,363)	18-24 Men (N=447)
The stock market	73%	64%
Cryptocurrency	42%	54%
Online sports betting platforms	35%	50%
Daily Fantasy Sports platforms	23%	33%
Prediction markets	21%	29%

- Online sports betting platforms

	Total	18-24 Men
Very familiar	8%	17%
Somewhat familiar	26%	33%
Have heard of, but that's it	58%	43%
Have not heard of this	6%	5%
Skipped	1%	2%
<i>Very/Somewhat Familiar (Net)</i>	35%	50%





TOPLINE & METHODOLOGY

1. How familiar, if at all, are you with the following? (Continued)

b. Daily Fantasy Sports platforms

	Total	18-24 Men
Very familiar	6%	11%
Somewhat familiar	17%	22%
Have heard of, but that's it	49%	41%
Have not heard of this	28%	23%
Skipped	1%	2%
<i>Very/Somewhat Familiar (Net)</i>	23%	33%

c. Prediction markets

	Total	18-24 Men
Very familiar	3%	7%
Somewhat familiar	18%	22%
Have heard of, but that's it	36%	36%
Have not heard of this	42%	33%
Skipped	1%	2%
<i>Very/Somewhat Familiar (Net)</i>	21%	29%

d. The stock market

	Total	18-24 Men
Very familiar	25%	19%
Somewhat familiar	48%	45%
Have heard of, but that's it	24%	30%
Have not heard of this	2%	3%
Skipped	1%	2%
<i>Very/Somewhat Familiar (Net)</i>	73%	64%

e. Cryptocurrency

	Total	18-24 Men
Very familiar	9%	14%
Somewhat familiar	33%	40%
Have heard of, but that's it	54%	38%
Have not heard of this	4%	5%
Skipped	1%	3%
<i>Very/Somewhat Familiar (Net)</i>	42%	54%





TOPLINE & METHODOLOGY

2. How financially risky, if at all, do you view the following activities?

Base: Item A was asked of all respondents. Items B-E were asked of those who selected “Very Familiar”, “Somewhat Familiar”, or “Have heard of, but that’s it” for each respective item in Q1. Base varies for each item.

Total Risky Summary

	Total	18-24 Men
Purchasing event contracts on prediction markets	91%	88%
Investing in cryptocurrency	91%	85%
Placing a sports bet	88%	85%
Investing in the stock market	76%	69%
Mobile banking	29%	27%

a. Mobile banking

	Total	18-24 Men
Very risky	5%	4%
Somewhat risky	24%	23%
Not too risky	46%	45%
Not at all risky	24%	25%
Skipped	1%	3%
<i>Risky (Net)</i>	<i>29%</i>	<i>27%</i>
<i>Not Risky (Net)</i>	<i>70%</i>	<i>71%</i>

b. Placing a sports bet

	Total (N=2,251)	18-24 Men (N=430)
Very risky	49%	42%
Somewhat risky	39%	43%
Not too risky	9%	10%
Not at all risky	2%	2%
Skipped	1%	3%
<i>Risky (Net)</i>	<i>88%</i>	<i>85%</i>
<i>Not Risky (Net)</i>	<i>11%</i>	<i>12%</i>





TOPLINE & METHODOLOGY

2. How financially risky, if at all, do you view the following activities? (Continued)

c. Purchasing event contracts on prediction markets

	Total (N=1,422)	18-24 Men (N=300)
Very risky	47%	37%
Somewhat risky	44%	50%
Not too risky	5%	7%
Not at all risky	1%	1%
Skipped	2%	4%
<i>Risky (Net)</i>	91%	88%
<i>Not Risky (Net)</i>	6%	8%

d. Investing in the stock market

	Total (N=2,317)	18-24 Men (N=433)
Very risky	12%	16%
Somewhat risky	64%	53%
Not too risky	21%	24%
Not at all risky	2%	4%
Skipped	1%	3%
<i>Risky (Net)</i>	76%	69%
<i>Not Risky (Net)</i>	23%	28%

e. Investing in cryptocurrency

	Total (N=2,270)	18-24 Men (N=424)
Very risky	52%	40%
Somewhat risky	39%	46%
Not too risky	6%	9%
Not at all risky	2%	2%
Skipped	1%	3%
<i>Risky (Net)</i>	91%	85%
<i>Not Risky (Net)</i>	7%	11%



TOPLINE & METHODOLOGY

[INFO SCREEN]

Prediction markets allow people to wager money on the outcome of real-world events. These events include politics (i.e., who will win an election), sports (i.e., who will win a game), and pop culture (i.e., how many copies an album will sell), among many others.

3. Which of the following platforms, if any, have you used over the past six months?

	Total	18-24 Men
DraftKings Sportsbook	6%	9%
FanDuel Sportsbook	5%	9%
PrizePicks	3%	9%
Kalshi	3%	7%
Underdog	2%	5%
Stake	2%	4%
Polymarket	1%	3%
Other sports betting platform	2%	2%
Other daily fantasy sports platform	*	*
Other prediction market	*	*
I don't use any of these platforms	85%	71%
Skipped	1%	3%

4. You indicated that you use prediction markets. Which of the following categories of event contract do you purchase?

Base: Selected Kalshi, Polymarket, or Other prediction market in Q3

	Total (N=96)*
Sports	48%
Politics	38%
Financial markets	36%
Pop culture	24%
Climate	19%
Mention markets (e.g., will a certain word or phrase be said during an event)	18%
Other	9%
Skipped	1%

**Caution: Low base size (n < 100)*



TOPLINE & METHODOLOGY

5. Which of the following is your top reason for using prediction markets?

Base: Selected Kalshi, Polymarket, or Other prediction market in Q3

	Total (N=96)*
For entertainment purposes	50%
To make money	41%
Something else	7%
Skipped	1%

**Caution: Low base size (n < 100)*

6. You indicated that you have not used a prediction market in the past six months. Which of the following best explains why you have not used them?

Base: Did not select Kalshi, Polymarket, or Other prediction market in Q3, and selected "Very Familiar", "Somewhat Familiar", or "Have heard of, but that's it" in Q1_c

	Total (N=1,312)	18-24 Men (N=259)
They are too risky	45%	54%
I did not know what platforms to use	14%	17%
They are too complicated to use	6%	7%
Something else	34%	21%
Skipped	1%	1%





TOPLINE & METHODOLOGY

7. Do you consider each of the following to be closer to gambling or closer to investing?

Closer to Gambling Summary

	Total	18-24 Men
Using slot machines	88%	79%
Wagers placed on sportsbooks	84%	73%
Entries placed on daily fantasy sports apps	82%	72%
Event contracts on prediction markets	61%	47%
Purchasing cryptocurrency	27%	19%
Buying individual stocks	5%	6%

Closer to Investing Summary

	Total	18-24 Men
Buying individual stocks	66%	64%
Purchasing cryptocurrency	29%	33%
Event contracts on prediction markets	8%	10%
Entries placed on daily fantasy sports apps	2%	4%
Using slot machines	2%	3%
Wagers placed on sportsbooks	1%	3%

a. Wagers placed on sportsbooks

	Total	18-24 Men
Closer to gambling	84%	73%
Closer to investing	1%	3%
A mix of both	6%	11%
Neither	7%	10%
Skipped	1%	4%

b. Entries placed on daily fantasy sports apps

	Total	18-24 Men
Closer to gambling	82%	72%
Closer to investing	2%	4%
A mix of both	7%	11%
Neither	8%	10%
Skipped	1%	3%

c. Event contracts on prediction markets

	Total	18-24 Men
Closer to gambling	61%	47%
Closer to investing	8%	10%
A mix of both	18%	25%
Neither	12%	14%
Skipped	2%	4%





TOPLINE & METHODOLOGY

7. Do you consider each of the following to be closer to gambling or closer to investing? (*Continued*)

d. Using slot machines

	Total	18-24 Men
Closer to gambling	88%	79%
Closer to investing	2%	3%
A mix of both	3%	6%
Neither	6%	8%
Skipped	1%	3%

e. Purchasing cryptocurrency

	Total	18-24 Men
Closer to gambling	27%	19%
Closer to investing	29%	33%
A mix of both	32%	35%
Neither	10%	10%
Skipped	2%	3%

f. Buying individual stocks

	Total	18-24 Men
Closer to gambling	5%	6%
Closer to investing	66%	64%
A mix of both	20%	19%
Neither	6%	8%
Skipped	1%	3%

8. Do you consider the following good for society, bad for society, or neither?

Good for Society Summary

	Total	18-24 Men
Investing in the stock market	52%	48%
Prediction markets	4%	7%
Gambling in general	3%	4%
Online sports betting	3%	4%

a. Gambling in general

	Total	18-24 Men
Good for society	3%	4%
Bad for society	49%	45%
Neither good nor bad for society	40%	37%
Don't know	7%	11%
Skipped	1%	3%





TOPLINE & METHODOLOGY

8. Do you consider the following good for society, bad for society, or neither? (*Continued*)

b. Prediction markets

	Total	18-24 Men
Good for society	4%	7%
Bad for society	38%	30%
Neither good nor bad for society	34%	36%
Don't know	22%	25%
Skipped	1%	3%

c. Online sports betting

	Total	18-24 Men
Good for society	3%	4%
Bad for society	52%	44%
Neither good nor bad for society	35%	38%
Don't know	9%	10%
Skipped	1%	3%

d. Investing in the stock market

	Total	18-24 Men
Good for society	52%	48%
Bad for society	5%	5%
Neither good nor bad for society	33%	31%
Don't know	8%	13%
Skipped	1%	3%





TOPLINE & METHODOLOGY

9. How confident are you in the ability of the following platforms to prevent people with inside information (i.e., non-public information) from unfairly profiting?

Total Confident Summary

	Total	18-24 Men
The stock market	30%	27%
Online sports betting platforms	13%	21%
Prediction markets	9%	14%

a. Prediction markets

	Total	18-24 Men
Very confident	2%	2%
Somewhat confident	7%	12%
Not too confident	22%	25%
Not at all confident	39%	29%
Don't know	28%	30%
Skipped	1%	3%
<i>Confident (Net)</i>	9%	14%
<i>Not Confident (Net)</i>	61%	53%

b. Online sports betting platforms

	Total	18-24 Men
Very confident	2%	4%
Somewhat confident	10%	17%
Not too confident	24%	25%
Not at all confident	39%	25%
Don't know	23%	26%
Skipped	2%	4%
<i>Confident (Net)</i>	13%	21%
<i>Not Confident (Net)</i>	63%	50%

c. The stock market

	Total	18-24 Men
Very confident	4%	5%
Somewhat confident	26%	21%
Not too confident	27%	27%
Not at all confident	25%	21%
Don't know	16%	22%
Skipped	1%	3%
<i>Confident (Net)</i>	30%	27%
<i>Not Confident (Net)</i>	52%	48%

TOPLINE & METHODOLOGY

10. Based on what you may know or feel, do you think the following approaches to regulating prediction markets are a good idea or a bad idea?

Good Idea Summary

	Total	18-24 Men
Regulated like online/sports gambling (e.g., age 21+, state-level rules)	59%	58%
Regulated like financial investing/trading (e.g., age 18+, federal-level rules)	52%	48%
Regulated under a brand new set of regulations just for prediction markets	37%	36%
Made illegal in the U.S.	25%	21%
No regulation at all	6%	9%

a. Regulated like online/sports gambling (e.g., age 21+, state-level rules)

	Total	18-24 Men
Good idea	59%	58%
Bad idea	9%	9%
Not sure	31%	29%
Skipped	1%	4%

b. Regulated like financial investing/trading (e.g., age 18+, federal-level rules)

	Total	18-24 Men
Good idea	52%	48%
Bad idea	11%	13%
Not sure	36%	35%
Skipped	1%	4%

c. Regulated under a brand new set of regulations just for prediction markets

	Total	18-24 Men
Good idea	37%	36%
Bad idea	9%	9%
Not sure	52%	51%
Skipped	2%	4%

d. No regulation at all

	Total	18-24 Men
Good idea	6%	9%
Bad idea	66%	60%
Not sure	27%	27%
Skipped	2%	4%



TOPLINE & METHODOLOGY

10. Based on what you may know or feel, do you think the following approaches to regulating prediction markets are a good idea or a bad idea? *(Continued)*

e. Made illegal in the U.S.

	Total	18-24 Men
Good idea	25%	21%
Bad idea	21%	28%
Not sure	52%	47%
Skipped	1%	4%





TOPLINE & METHODOLOGY

About the Study

This American Institute for Boys and Men poll was conducted February 27 – March 1, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,363 general population adults aged 18 or older. The poll includes an oversample of men ages 18-24, for a total of 447 interviews.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2025 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 2.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.14. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

For more information on this news release, please contact:

Mallory Newall
Vice President, US
Public Affairs
Mallory.Newall@ipsos.com





TOPLINE & METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00

