

# PUBLIC PERCEPTIONS: ONLINE SOCIAL GAMING IN CA

---

*Quantitative Findings*  
*July 2025*



Social Gaming  
Leadership  
Alliance

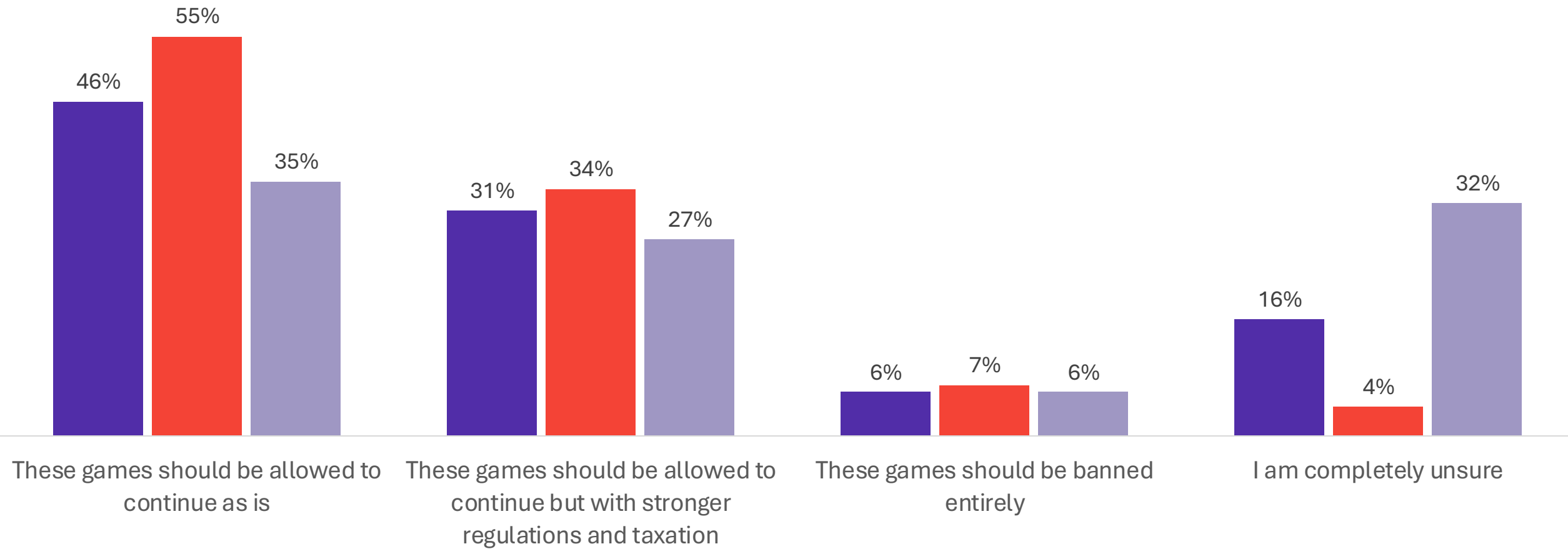
SEVEN  
LETTER  
INSIGHT

# MAJORITY BELIEVE GAMES SHOULD CONTINUE OPERATING.

The percentage rises to 89% among California players.

Online social games with sweepstakes promotions are games where users can win prizes without making in-game purchases. Which of the following comes closest to your view regarding online social games with sweepstakes promotions?

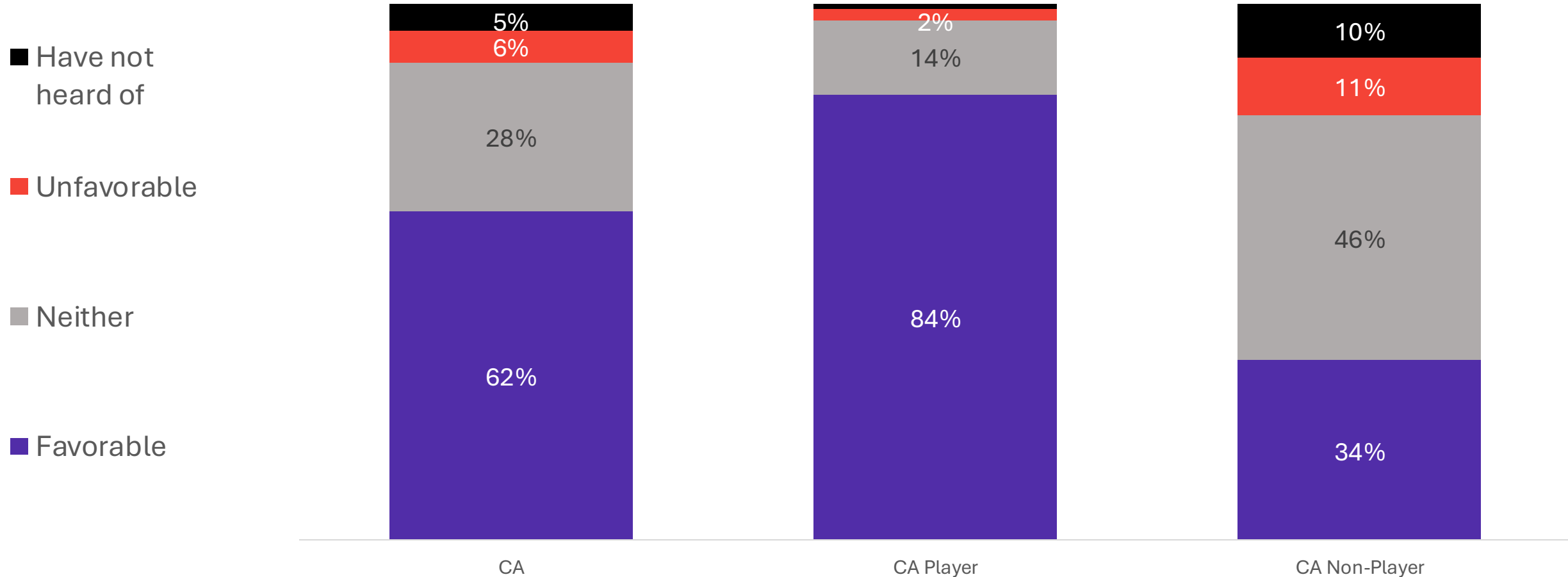
■ CA ■ CA Player ■ CA Non-Player



# MOST HAVE FAVORABLE OPINION OF ONLINE SOCIAL GAMES.

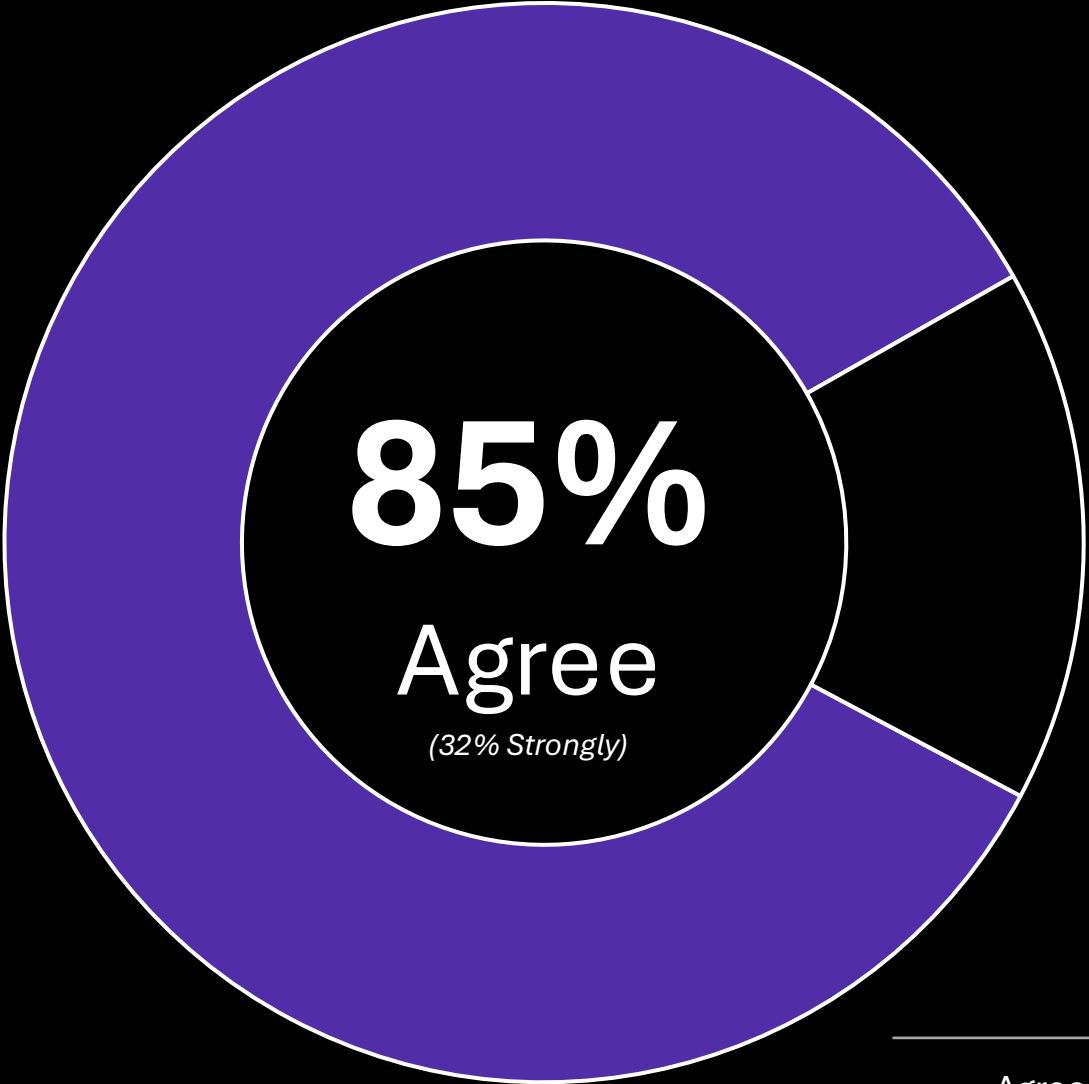
*Just under half of CA non-players have no opinion about online social games.*

*What is your opinion of online social games or games where users can win prizes without making in-game purchases like Candy Crush or Fortnite?*



WE SHOULD MODERNIZE OUR LAWS.

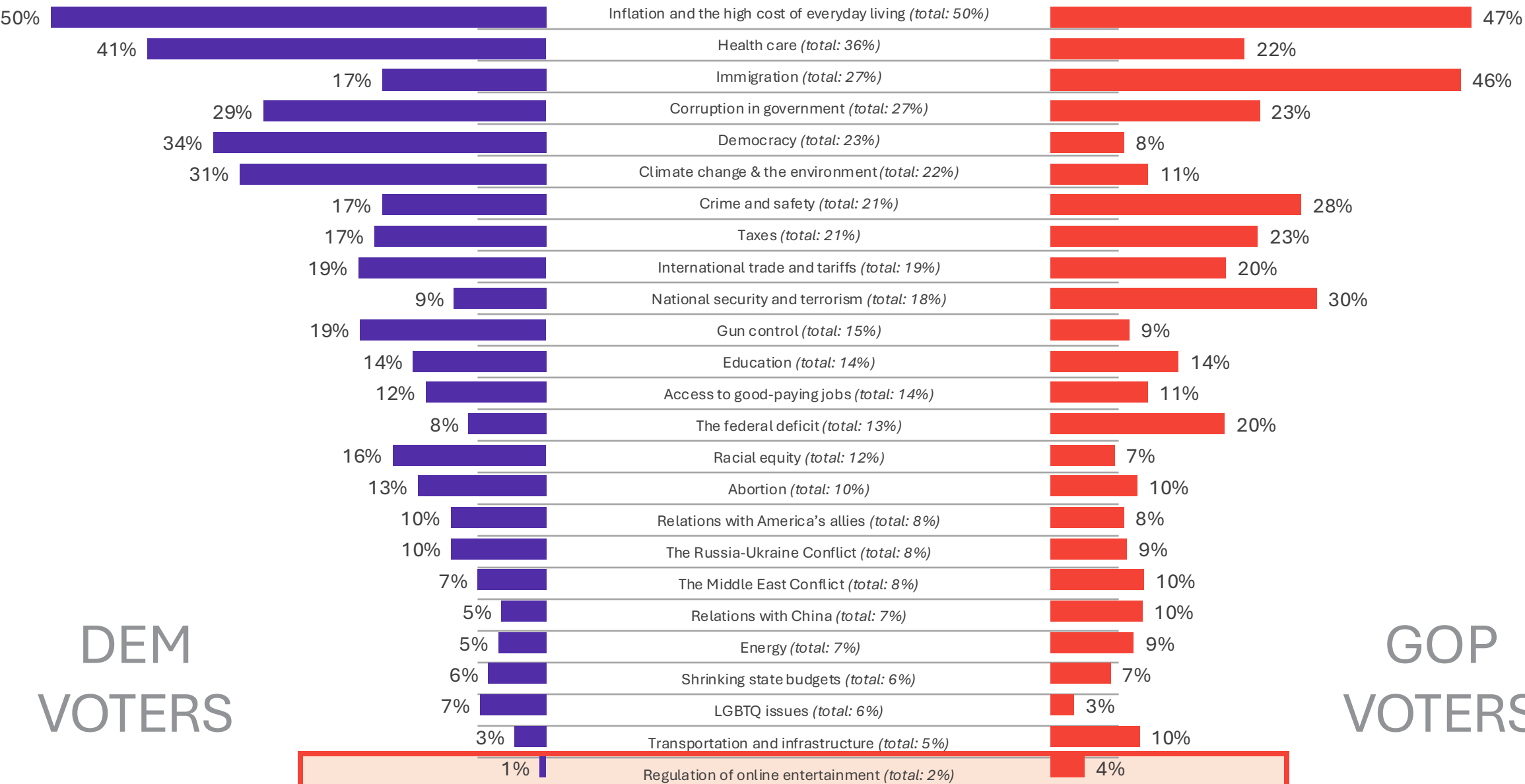
We should modernize and update our laws to regulate and tax online social gaming to provide more money for state budgets.



	CA Player	CA Non-Player
Agree	88%	81%

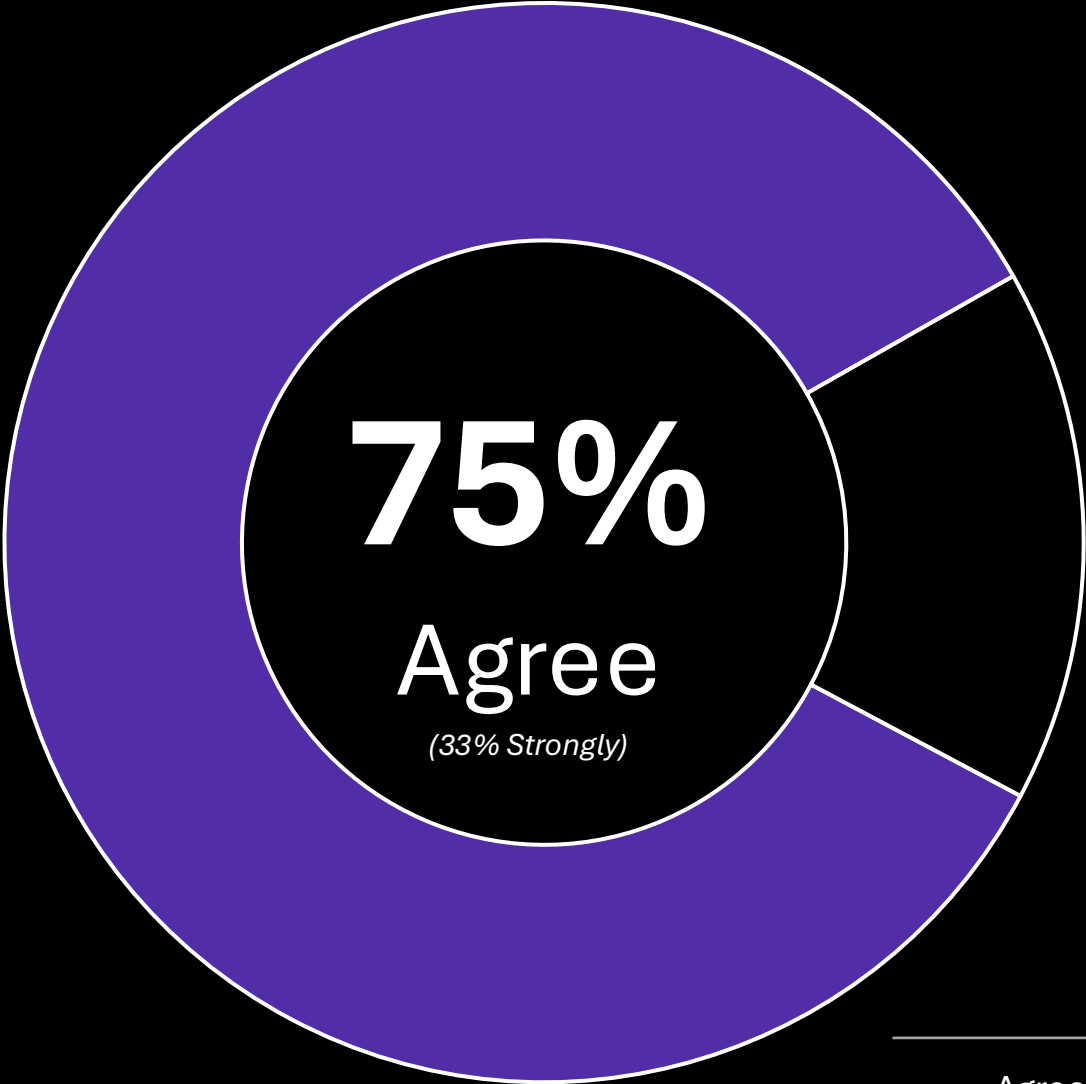
# REGULATING ONLINE ENTERTAINMENT IS NOT A PRIORITY.

Over the next two years, which of the following issues do you think is most important for the President and Congress to address?  
(Top 4 choices combined)



THE GOVERNMENT SHOULDN'T TAKE AWAY GAMES THAT I ENJOY.

The government  
shouldn't have the  
right to take away  
games that I enjoy.

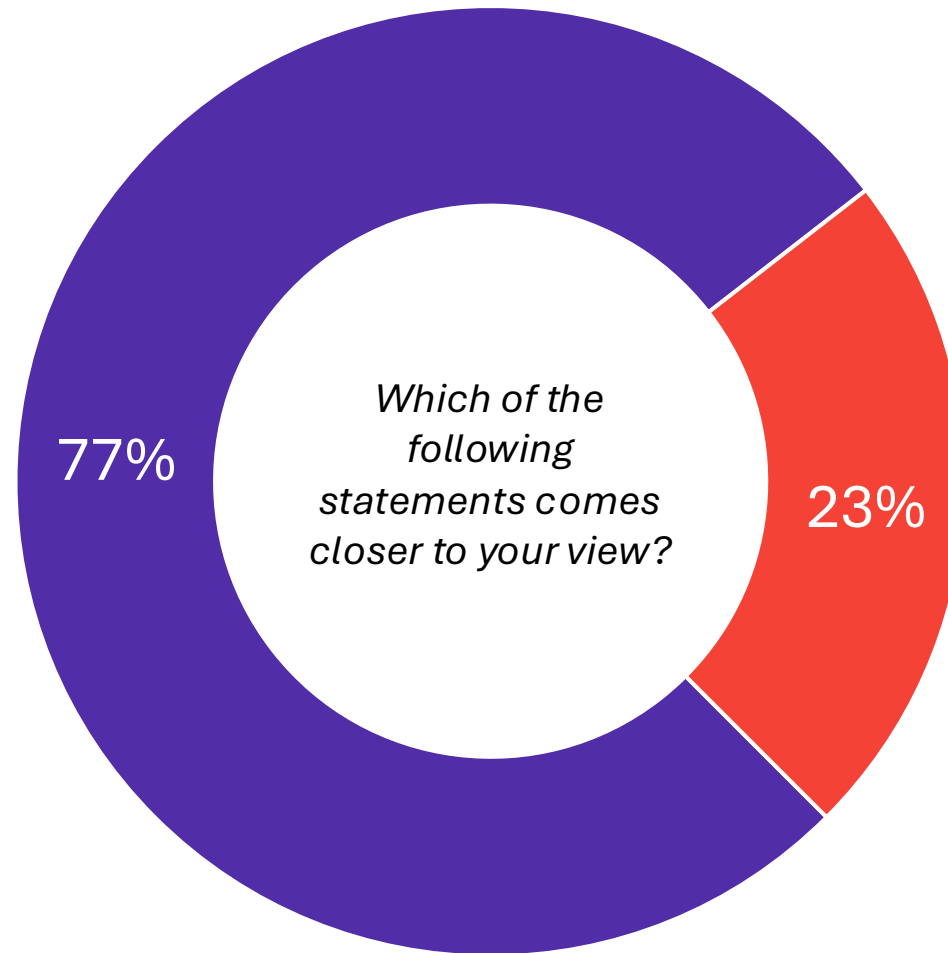


	CA Player	CA Non- Player
Agree	82%	67%

# PARTNER WITH TRIBES SO THAT EVERYONE BENEFITS.

---

**Online social gaming  
should partner with tribal  
nations so that online  
social gaming benefits  
everyone**



**Online social gaming should  
be banned to prevent it from  
undermining tribal gaming  
revenues that support tribal  
communities**

# METHODOLOGY

---



# QUANTITATIVE: NATIONAL VOTER SAMPLE BREAKDOWN: N=2100

(N=1000 National voters aware of online social games | N=800 CA National voters aware of online social games | N=300 National opinion elite | Fielded 7.26.2025 to 7.30.2025 | M.o.E +/- 2.14%)

