Project Objectives

Identify

- General perception and awareness around sports betting in the US
- Identify the sentiment and attitudes of the general public towards sports betting and understand the cultural change, social change, and acceptance of sports betting
- The driving forces behind the acceptance of sports betting

Discover

- Overall sentiment and perceptions of sports betting among general population and sports fans/spectators
- Key takeaways that explain the current environment around sports betting
Setting the Stage

Identify the general awareness of sports betting and sources of information
Most Americans have heard at least a little about sports betting

- Awareness of sports betting is highest in the Atlantic region and lowest in the Pacific region
  - Atlantic: 54% Great Deal/Moderate Amount
  - Western: 49%
  - Great Lakes: 46%
  - Southern: 43%
  - Plains: 41%
  - Pacific: 38%

Q) How much have you seen or heard regarding sports betting in the United States? (n=2400)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Those most aware tend to be younger men with higher incomes

- Except for the regional differences, awareness of sports betting follows similar trends as interest in sports in general.

- High (great deal/moderate amount) awareness by Race/Ethnicity:
  - Hispanic/Latino: 51%
  - African American: 46%
  - White, non-Hispanic: 44%
  - Asian: 41%

Q) How much have you seen or heard regarding sports betting in the United States? (n=2400)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Many people have learned about sports betting through television or word of mouth.

### Awareness of sports betting

- A great deal: 12%
- A moderate amount: 19%
- Some: 26%
- A little: 23%
- Nothing at all: 19%

### Source of information

- Sports programs on Television: 42%
- Friends and family: 37%
- Social media such as Facebook or Twitter: 35%
- Radio: 23%
- Other online sources: 22%
- Streaming services, like Hulu or YouTube: 22%
- Non-sports programs on Television: 21%
- Newspapers: 12%
- Somewhere else: 4%

Q) How much have you seen or heard regarding sports betting in the United States? (n=2400)
Q) From which of the following places have you heard or learned about sports betting? Select all that apply. (n=2105 respondents who had heard at least a little about sports betting)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Sources of sports betting news differ by age

Source of Information by Age

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>18-34</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports programs on Television</td>
<td>33%</td>
<td>43%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>24%</td>
<td>50%</td>
</tr>
<tr>
<td>Social media such as Facebook or Twitter</td>
<td>14%</td>
<td>49%</td>
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<tr>
<td>Radio</td>
<td>22%</td>
<td></td>
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<tr>
<td>Other online sources</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>Streaming services, like Hulu or YouTube</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Non-sports programs on Television</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Newspapers</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Somewhere else</td>
<td>3%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Q) From which of the following places have you heard or learned about sports betting? Select all that apply. (n=2105)
Subgroup: 18-34 (n=648), 65+ (n=427)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
People who have heard the most about sports betting use Television as a media source while people who have heard less heard from friends and family.

**Source of Information by Awareness of Sports Betting**

- **Sports programs on Television**: 56%
- **Friends and family**: 41%
- **Social media such as Facebook or Twitter**: 46%
- **Radio**: 30%
- **Other online sources**: 26%
- **Streaming services, like Hulu or YouTube**: 31%
- **Non-sports programs on Television**: 26%
- **Newspapers**: 15%
- **Somewhere else**: 6%

Q) How much have you seen or heard regarding sports betting in the United States? (n=2400)
Q) From which of the following places have you heard or learned about sports betting? Select all that apply.

**Subgroup**:
- A great deal/A moderate amount (n=1080)
- A little/Nothing at all (n=465)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
44% of respondents have seen sports betting advertisements

Demographics that are more likely to have seen advertisements:
- Atlantic region (57%)
- Males (55%)
- Ages 35-44 (51%)
- Western region (51%)
- African Americans (47%)

Demographics that are less likely to have seen advertisements:
- Females (51%)
- Pacific region (56%)
- Asians (53%)
- High school or less (48%)

Q) Recently, have you seen advertisements on television or elsewhere promoting specific sports betting platforms? (n=2400)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Current status of sports betting in the US

Legal Sports Betting in the U.S.

- Legal online wagering
- Legal physical sportsbooks
- Pending
- Not legal
- In limbo

Date Accessed: 1/24/2022
Regions where sports betting is legal report seeing advertisements more frequently

Q) Recently, have you seen advertisements on television or elsewhere promoting specific sports betting platforms?
Subgroup: Southern (n=569), Pacific (n=391), Western (n=192), Plains (n=389), Atlantic (n=475), Great Lakes (n=384)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Seeing an ad slightly increases Americans’ likelihood to bet

Recently, have you seen advertisements on television or elsewhere promoting specific sports betting platforms?

- Yes: 44%
- No: 43%
- Unsure: 13%

Net: +0%†

Impact of Ad on Likelihood to Bet

- Less likely to bet
- No effect/Unsure
- More likely to bet

22%
70%
8%

Q) Recently, have you seen advertisements on television or elsewhere promoting specific sports betting platforms? (n=2400)
Q) Has seeing advertisements promoting sports betting platforms impacted your likelihood to bet on sports? (n=1044)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Identify

Identify the sentiment and attitudes of the general public towards sports betting and understand the cultural change, social change, and acceptance of sports betting.
Americans generally favor sports betting, but many are ambivalent.

Demographics that are more in favor of sports betting:
- Males (54%)
- Ages 35-54 (54%)
- Atlantic region (49%)
- Hispanic/Latinos (49%)

Demographics that are more oppose:
- Males aged 65+ (31%)
- Postgraduates (21%)
- Conservatives (21%)

Q) As you may know, recently, the United States Supreme Court allowed states to legalize sports betting. Regardless of whether you personally would participate in sports betting, do you favor or oppose allowing adults in the United States to bet on sporting events? (n=2400)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
**Persona: Supporters of Sports Betting**

**Opinion of Sports Betting**

- **Strongly favor**: 19%
- **Somewhat favor**: 25%
- **Neither favor nor oppose**: 37%
- **Somewhat oppose**: 8%
- **Strongly oppose**: 8%
- **Unsure**: 4%

- Male: (59%)
- Ages 35-54: (40%)
- HHI $50k+: (66%)
- Often attend sporting events in-person: (32%)
- Often watch sports on broadcast TV: (72%)
- Not racially/ethnically different to U.S. as a whole

Gamble on things other than sports at least once per year: (57%)
Bet on sports at least once per month: (38%)

N=1,052 respondents who strongly/somewhat favor sports betting
Persona: Wait and See

Opinion of Sports Betting

- **Strongly favor**: 19%
- **Somewhat favor**: 25%
- **Neither favor nor oppose**: 37%
- **Somewhat oppose**: 8%
- **Strongly Oppose**: 8%
- **Unsure**: 4%

**Female (63%)**

**HHI less than $50k (46%)**

**Not racially/ethnically different to U.S. as a whole**

**Do not attend sporting events in-person often (52%) or at all (35%)**

**GridView**

**Never gamble on things other than sports (50%)**

**Never bet on sports (79%)**

**Do not watch sports on broadcast TV often (27%) or at all (31%)**

N=975 respondents who neither favor nor oppose or are unsure regarding sports betting
Persona: Opponents of Sports Betting

Opinion of Sports Betting

- Strongly favor: 19%
- Somewhat favor: 25%
- Neither favor nor oppose: 37%
- Somewhat oppose: 8%
- Strongly oppose: 8%
- Unsure: 4%

- Live in rural area (26%)
- Ages 55+ (58%)
- White, non-Hispanic (68%)
- Conservative (40%)
- Do not watch sports on broadcast TV often (30%) or at all (26%)
- Do not attend sporting events in-person often (53%) or at all (33%)
- Never bet on sports (88%)
- Never gamble on things other than sports (64%)

N=373 respondents who strongly/somewhat oppose sports betting
Few people say their minds have changed on sports betting

- Demographics that favor sports betting now and in the past:
  - Males (52%)
  - Ages 35-54 (52%)
  - Urban residents (48%)
  - Hispanic/Latinos (47%)

- Demographics that oppose sports betting now and in the past:
  - Males ages 65+ (36%)
  - Conservatives (23%)
  - Asians (22%)

Q) As sports betting has become more prevalent, have your opinions on the subject changed? (n=2400)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Most Americans do not bet on sports

- Despite a plurality of the public having heard a great deal or moderate amount of sports betting (45%) and favor allowing US adults to bet on sports (44%), relatively few adults bet on sports on a regular basis.

- 50% of those in favor of sports betting bet on sports less often than once per year or don’t bet at all.

Q) How often do you bet on sporting events, if at all? (n=2400)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Q) How often do you bet on sporting events, if at all? (n=357 Frequent Bettors)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Sports Betting Frequency

- Monthly: 15%
- Less than Monthly: 23%
- I never bet on sporting events: 62%

**Persona: Casual Bettors (Once a month/once per year/Less often)**

- Male (55%)
- Ages 35-54 (39%)
- HHI $50k+ (65%)
- Do not often attend sporting events in-person (66%)
- Often watch sports on broadcast TV (71%)
- Will gamble on others, but only once a year or less (63%)
- Favorable of NFL (77%), MLB (72%), NCAA (61%), and NBA (60%)
- Not racially/ethnically different to U.S. as a whole

Q) How often do you bet on sporting events, if at all? (n=563 Casual Bettors)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Q) How often do you bet on sporting events, if at all? (n=1,480 Non-Bettors)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Most feel that states should be given an option whether to legalize sports betting

- Demographics that are more in support of legalizing in all states:
  - Males (27%)
  - Ages 35-44 (29%)
  - Hispanic/Latinos (24%)
  - Plains region (24%)

- Demographics that are more in support of prohibiting in all states:
  - Ages 55+ (15%)
  - Postgraduates (15%)
  - Conservatives (14%)

Q) As you may know, some states have legalized sports betting, while some states have not. Which of the following statements comes closest to your opinion, even if none are exactly correct? (n=2400)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Perceptions of state autonomy on sports betting by region and age

<table>
<thead>
<tr>
<th>Region</th>
<th>All should legalize</th>
<th>All should prohibit</th>
<th>States should decide for themselves</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern</td>
<td>20%</td>
<td>11%</td>
<td>55%</td>
<td>14%</td>
</tr>
<tr>
<td>Pacific</td>
<td>16%</td>
<td>10%</td>
<td>53%</td>
<td>21%</td>
</tr>
<tr>
<td>Western</td>
<td>18%</td>
<td>9%</td>
<td>61%</td>
<td>12%</td>
</tr>
<tr>
<td>Plains</td>
<td>24%</td>
<td>13%</td>
<td>50%</td>
<td>13%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>23%</td>
<td>10%</td>
<td>48%</td>
<td>19%</td>
</tr>
<tr>
<td>Great Lakes</td>
<td>23%</td>
<td>10%</td>
<td>50%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Q) As you may know, some states have legalized sports betting, while some states have not. Which of the following statements comes closest to your opinion, even if none are exactly correct?

Subgroup: Southern (n=569), Pacific (n=391), Western (n=192), Plains (n=389), Atlantic (n=475), Great Lakes (n=384)
18-34 (n=715), 35-44 (n=394), 45-54 (n=384), 55-64 (n=398), 65+ (n=509)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Refresher: Current status of sports betting in the US

Legal Sports Betting in the U.S.

Date Accessed: 1/24/2022
Whether a person lives in a state where sports betting is legal does not affect their opinion on whether all states should legalize sports betting.

Q) As you may know, some states have legalized sports betting, while some states have not. Which of the following statements comes closest to your opinion, even if none are exactly correct?

Subgroup: Legal Online (n=855), Legal Physical (n=306), Pending (n=154), Not Legal (n=928), In limbo (n=157)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Many Americans will bet less if only allowed to do so in person

- Demographics with higher shares that would bet more:
  - Plain region (23%)
  - Ages 35-44 (24%)
  - Hispanic/Latinos (25%)
  - African Americans (24%)

- Demographics with higher shares that would bet less:
  - Ages 18-34 (38%)
  - Postgraduates or higher (35%)

Q) If sports betting could only be done in-person, instead of mobile apps or websites, would you bet on sports more or less often? (n=920 respondents who have bet on sporting events)

- Bet More: 18%
- Same Amount: 31%
- Bet Less: 16%
- Unsure: 35%

Net: -14%†

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Despite the rise of mobile sports betting, many bettors still bet in person

- Pacific, Western and Great Lakes regions use in-person betting the most
- More than half of respondents aged 18-44 use mobile apps when betting on sports, and over two thirds of bettors over 65 do it in person

**Preferred Sports Betting Methods**

- Mobile app(s): 40%
- Website: 37%
- In-person: 49%
- Other: 3%

Q) What methods do you use to bet on sporting events? Select all that apply. (n=920 respondents who have bet on sporting events)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
White bettors prefer in-person betting, African Americans preferred using mobile apps, and Asians were most likely to bet via websites.

**Preferred Sports Betting Methods by Age, Gender and HHI**

Q) What methods do you use to bet on sporting events? Select all that apply.

Subgroup: 18-54 (n=698), 55+ (n=222), White, Non-Hispanic (n=567), Hispanic/Latino+ (n=184), Black or African American (n=100), Asian (n=49), Less than $50k (n=286), $50k-$100k (n=517), More than $100k (n=117)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Identify

Identify the driving forces behind sports betting acceptance
Recent increases in the legalization of sports betting largely have not affected the public’s opinion or viewing habits of sports.

**Sports Betting's Effect on Opinion of Sports**
- More favorably: 13%
- Less favorably: 8%
- No effect/Unsure: 79%

**Sports Betting's Effect on Viewing Habits of Sports**
- I watch more: 12%
- I watch less: 4%
- No effect/Unsure: 74%
- I do not and will not watch sports: 10%

Q) How has this rule change which allows adults in some states to bet on sporting events affected your opinion of sports, in general?
Q) How has this rule change which allows adults in some states to bet on sporting events affected your viewing habits of sports, in general? (n=2400)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Sports betting is a boost among younger Americans, a drawback among older Americans.

- Regardless of age, most Americans’ opinions and viewing habits of sports remain unaffected by sports betting.
- However, the changes that do exist tend to be positive for younger Americans and negative for older Americans.

Q) How has this rule change which allows adults in some states to bet on sporting events affected your opinion of sports, in general?
Q) How has this rule change which allows adults in some states to bet on sporting events affected your viewing habits of sports, in general?

Subgroup: 18-54 (n=1493), 55+ (n=907)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Sports betting makes sports more attractive to Hispanics and African Americans

- When it comes to sports betting, White/non-Hispanic respondents’ attitudes are largely unaffected
- Sports betting has slightly improved the opinions of non-white respondents regarding sports and has influenced them to watch more

Change of Opinion and Watching Behavior by Ethnicities

Q) How has this rule change which allows adults in some states to bet on sporting events affected your opinion of sports, in general?
Q) How has this rule change which allows adults in some states to bet on sporting events affected your viewing habits of sports, in general?

Subgroup: White, Non-Hispanic (n=1510), Hispanic/Latino+ (n=394), Black or African American (n=293), Asian (n=144)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Most Americans lean towards supporting policies aimed at curbing gambling addiction

- Demographics that are more likely to say yes:
  - Postgraduates higher (50%)
  - Liberals (49%)
  - Atlantic region (47%)
  - Ages 65+ (48%)
  - HHI $50k - $100k (46%)

- Demographics that are more likely to say no:
  - High School/GED or Less (19%)
  - Conservatives (19%)

Q) Do you feel any measures should be put into place to prevent and or treat compulsive sports betting?

(n=2400)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Older Americans are more likely to believe measures should be implemented to combat compulsive sports betting. Lower income Americans are more likely to be on the fence.

Do you feel any measures should be put into place to prevent/and or treat compulsive sports betting?

Q) Do you feel any measures should be put into place to prevent/and or treat compulsive sports betting?

Subgroup: 18-54 (n=1493), 55+ (n=907), White, Non-Hispanic (n=1510), Hispanic/Latino+ (n=394), Black or African American (n=293), Asian (n=144), Less than $50k (n=952), $50k-$100k (n=1218), More than $100k (n=230)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Of the potential measures to combat compulsive sports betting, betting limits and treatment programs are the most popular.

Do you feel any measures should be put into place to prevent/and or treat compulsive sports betting?

- Yes: 43%
- Maybe: 27%
- No: 15%

Preventative Measures

1. Limits placed on betting amounts imposed by sports betting platforms: 25%
2. Treatment programs provided for problem sports gamblers paid for by the sports betting industry: 23%
3. Responsible betting campaigns paid for by the sports betting industry: 20%
4. Putting in place an independent government body authorized to audit, investigate, and regulate the sports betting industry to protect public health: 16%
5. Using data collected from sports betting platforms to identify, investigate, and intervene with gamblers engaging in potentially problematic behavior: 16%

Q) Do you feel any measures should be put into place to prevent/and or treat compulsive sports betting? (n=2400)
Q) Which of the measures would be of most interest to you? (n=2039 respondents who said yes or maybe to the above question)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
African Americans and Asians are more likely to support an independent authority to regulate the sporting industry.

Preventative Measures by Ethnicity

Q) Do you feel any measures should be put into place to prevent and/or treat compulsive sports betting? (n=2400)
Q) Which of the following types of measures would be of most interest to you? (n=2039 respondents who said yes or maybe to the above question)

Subgroup: White, Non-Hispanic (n=1279), Hispanic/Latino (n=333), Black or African American (n=251), Asian (n=124)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Many Americans have not heard news regarding potential harms of betting

Demographics that are more likely to have heard a great deal/moderate amount:
- Ages 35-44 (25%)
- Hispanic/Latinos (23%)
- Atlantic region (22%)
- Postgraduates or higher (22%)

Demographics that are more likely to have heard a little/none at all:
- Ages 65+ (75%)
- High School/GED or Less (71%)
- Females (69%)
- Pacific region (69%)

Q) How many times do you recall seeing any messaging concerning the potential harms of sports betting? (n=2400)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
More than half of Americans think sports betting won’t influence existing behaviors

- Demographics that think it’s an opportunity for everyone:
  - Ages 35-44 (25%)
  - Postgraduates or higher (23%)
  - Hispanic/Latinos (23%)

- Demographics that think it won’t influence existing behavior:
  - Ages 65+ (58%)
  - Pacific region (57%)

- Demographics that are concerned about the effect on lower-income individuals:
  - Ages 55+ (35%)
  - Asians (35%)

Q) Which statement most closely matches your feelings regarding individual responsibilities around sports betting? (n=2400)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Concern for lower-income individuals was most often found in Seniors, African Americans, Asians, and respondents with high school education or higher.

**Perception of Sports Betting by Demographics**

<table>
<thead>
<tr>
<th>Age</th>
<th>Ethnicities</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-54</td>
<td>White, non-Hispanic</td>
<td>HS or less</td>
</tr>
<tr>
<td>55+</td>
<td>Hispanic/Latino</td>
<td>Some College/Trade School</td>
</tr>
<tr>
<td></td>
<td>African American</td>
<td>College Grad</td>
</tr>
<tr>
<td></td>
<td>Asian</td>
<td>Post Grad</td>
</tr>
</tbody>
</table>

Q) Which statement most closely matches your feelings regarding individual responsibilities around sports betting?

Subgroup: 18-54 (n=1493), 55+ (n=907), White, Non-Hispanic (n=1510), Hispanic/Latino+ (n=394), Black or African American (n=293), Asian (n=144), HS or less (n=424), Some college/Trade School (n=783), College Grad (n=785), Post Grad (n=408)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Lower-income and middle-income Americans are concerned about the risk to lower-income individuals.

Concerns Regarding Problem Gambling Habits by HHI

- I am concerned that the ease of sports betting may make lower income individuals susceptible to problem gambling habits.

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Concerned Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>25k or less</td>
<td>27%</td>
</tr>
<tr>
<td>26k to 49k</td>
<td>31%</td>
</tr>
<tr>
<td>50k to 99k</td>
<td>31%</td>
</tr>
<tr>
<td>100k to 149k</td>
<td>27%</td>
</tr>
<tr>
<td>150k to 249k</td>
<td>25%</td>
</tr>
<tr>
<td>249k or more</td>
<td>26%</td>
</tr>
</tbody>
</table>

Q) Which statement most closely matches your feelings regarding individual responsibilities around sports betting?
Subgroup: $25k or less (n=390), $26k to $49k (n=561), $50k to $99k (n=851), $100k to $149k (n=367), $150k to $249k (n=173), More than $250k (n=57)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Most respondents believe they gamble within their limits

- Demographics that are more likely never to gamble outside their limits:
  - Ages 65+ (89%)
  - Rural residents (82%)
  - Southern region (79%)
  - Females (78%)
  - White, Non-Hispanics (77%)

Q) Have you ever placed bets in dollar amounts that are greater than what you are comfortable losing? (n=2400)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
People who make larger bets tend to think they are riskier

Expenditure on Sports Betting

Q) How much money in total have you bet on sports in the last year? Select all that apply. (n=458 Less than $100, n=277 $100 - $500, n=142 $500 - $1,000, n=71 $1,000 - $5,000, n=22 $5,000 - $10,000, n=6 More than $10,000)

Q) Have you ever placed bets in dollar amounts that are greater than what you are comfortable losing? (n=920 respondents who have bet on sporting events)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Frequent bettors are more likely to make riskier bets

Frequency of Risky Bets by Frequency of Bets

- **Always**
  - Total: 4%
  - Frequent Bettors: 10%
  - Casual Bettors: 3%
  - Non-Bettors: 6%
- **Frequently**
  - Total: 9%
  - Frequent Bettors: 20%
  - Casual Bettors: 14%
  - Non-Bettors: 10%
- **Sometimes**
  - Total: 13%
  - Frequent Bettors: 24%
  - Casual Bettors: 24%
  - Non-Bettors: 91%
- **Rarely**
  - Total: 73%
  - Frequent Bettors: 22%
  - Casual Bettors: 58%
- **Never**
  - Total: 25%
  - Frequent Bettors: 25%

Q) Have you ever placed bets in dollar amounts that are greater than what you are comfortable losing?
Q) How often do you bet on sporting events, if at all?

Subgroup: Total (n=2400), Frequent bettors (n=357), Casual bettors (n=563), Non-Bettors (n=1480)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Tax income from sports bets turns about one fifth of respondents to support sports betting

- Demographics made more favorable:
  - People who already favored sports betting (33%)
  - Ages 35-44 (30%)
  - Males (24%)
  - Urban residents (26%)

- Demographics made less favorable:
  - People who already opposed sports betting (16%)
  - Ages 18-34 (16%)
  - Hispanic/Latinos (18%)

- 67% of those who already opposed sports betting said the message had no effect

Q) Many states use tax that individuals win while sports betting as another source of tax income. Does knowing this make you view sports betting more or less favorable? (n=2400)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Discover

Discover the effect of sports betting amongst fans of sports/spectators
Being a part of a sports fan base matters more than the fan base itself when it comes to support for sports betting.

Q) As you may know, recently, the United States Supreme Court allowed states to legalize sports betting. Regardless of whether you personally would participate in sports betting, do you favor or oppose allowing adults in the United States to bet on sporting events?

Subgroup: Total (n=2400), Broadcast Television Total Often (n=1,337), In-person Total Often (n=515), NFL Fans (n=1547), MLB Fans (n=1401), NBA Fans (n=1236), NCAA Fans (n=1173)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
There is not a meaningful difference between sports fan bases when it comes to the effects of sports betting on opinion of sports.

**Sports Betting's Effect on Opinion of Sports**

- **I view sports more favorably**
- **I view sports less favorably**
- **No Effect**

<table>
<thead>
<tr>
<th>Viewing Platform</th>
<th>NFL Fans</th>
<th>MLB Fans</th>
<th>NBA Fans</th>
<th>NCAA Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>67%</td>
<td>68%</td>
<td>67%</td>
<td>67%</td>
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<tr>
<td>Broadcast Television</td>
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<td>I attend sports in-person</td>
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<td>MLB Fans</td>
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<tr>
<td>NCAA Fans</td>
<td>67%</td>
<td>19%</td>
<td>7%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Q) How has this rule change which allows adults in some states to bet on sporting events affected your opinion of sports, in general?

Subgroup: Total (n=2400), Broadcast Television Total Often (n=1,337), In-person Total Often (n=515), NFL Fans (n=1547), MLB Fans (n=1401), NBA Fans (n=1236), NCAA Fans (n=1173)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Sports betting has caused small but significant bumps in sports viewership across multiple fan bases.

**Sports Betting's Effect on Viewing Habits of Sports**

- **I watch sports more**
- **I watch sports less**
- **I will watch the same amount of sports**

**Viewing Platform**

- **Broadcast Television**
  - **Total**: 63%
  - **NFL Fans**: 71%
  - **MLB Fans**: 69%
  - **NBA Fans**: 68%
  - **NCAA Fans**: 69%

- **I attend sports in-person**
  - **Total**: 70%
  - **NFL Fans**: 59%
  - **MLB Fans**: 69%
  - **NBA Fans**: 68%
  - **NCAA Fans**: 69%

- **In-person**: 59%

**Fan Base**

- **NFL Fans**: 17%
- **MLB Fans**: 16%
- **NBA Fans**: 18%
- **NCAA Fans**: 19%

**Q)** How has this rule change which allows adults in some states to bet on sporting events affected your viewing habits of sports, in general?

Subgroup: Total (n=2400), Broadcast Television Total Often (n=1,337), In-person Total Often (n=515), NFL Fans (n=1547), MLB Fans (n=1401), NBA Fans (n=1236), NCAA Fans (n=1173)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Frequent sports viewers are more likely to make larger bets than the average American.

**Betting Amounts by Sports Viewing Platform**

- Total
- Broadcast Television
- I attend sports in-person

Q) How much money in total have you bet on sports in the last year? Select all that apply.

Subgroup: Total (n=2400), Broadcast Television Total Often (n=1,337), In-person Total Often (n=515)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Members of fan bases (regardless of sport) are more likely to make larger bets than the average American.

**Betting Amounts by Fan Base**

- **Total**
- **NFL Fans**
- **MLB Fans**
- **NBA Fans**
- **NCAA Fans**

Q) How much money in total have you bet on sports in the last year? Select all that apply.

Subgroup: Total (n=920 respondents who bet on sports), NFL Fans (n=761 respondents who bet on sports), MLB Fans (n=691 respondents who bet on sports), NBA Fans (n=564 respondents who bet on sports), NCAA Fans (n=625 respondents who bet on sports)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.
Members of fan bases (regardless of sport) are more likely to make larger bets than the average American.
When it comes to the perceived effect of sports betting on sports as a whole, most respondents are ambivalent to the effects sports betting may have. However, the small share of respondents who perceive an effect see an overwhelmingly positive one – they watch sports more often and view them more favorably. There is little awareness or concern about the negative effects of sports betting, but some willingness for preventative measures.

Key Takeaways

Despite the fact that many Americans have heard about sports betting, have seen an ad for a sports betting platform, and have a favorable opinion of sports betting, only a fraction of the public regularly gamble on sporting events. Those who gamble tend to be younger Hispanic men and often gamble on things other than sports. Older women tend to be the least positive on the concept of sports betting. The most common source of sports betting information tends to be television and word of mouth, but varies widely by age – with older Americans favoring traditional sources and younger Americans favoring more tech-intensive sources.
Thank You
Appendix
Methodology
Sample Summary – United States General Population

This national survey was conducted by OH Predictive Insights between January 13th – January 19th, 2022 from a nationwide general population (18+ year old) sample. The sample size was 2,400 completed surveys, with a MoE of ± 2.0%. All respondents were given the option to take the survey in English or Spanish; 30 opted to take the survey in Spanish, while 2,370 chose English. The sample demographics accurately reflected the target population’s age, gender, region and ethnicity according to population statistics derived from recent US Census data for US adults. This survey was conducted via opt-in online panel. The survey included both regional and racial/ethnic oversamples, with a minimum of 300 respondents coming from each of the 6 regions defined in the survey and a minimum of 200 respondents each of Hispanic/Latinos, African Americans, and Asians.

*Numbers may not total 100%, due to rounding.

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<tr>
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Research Methodology – Regional

-n=1800 nationally, 300 per region
## Research Methodology - Regional Sample Summaries

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