

Sports betting in the U.S.A.

Among an audience of sports fans



INTEREST IN BETTING

Interest in sports betting is substantial, across both legal and non-legal states



9 in 10 sports fans **support** legalization of sports betting



9 in 10 are **interested in** placing a bet on at least one sport/tournament



46% of sports fans are more likely to **place a sports bet** than they were a year ago

AWARENESS OF BETTING

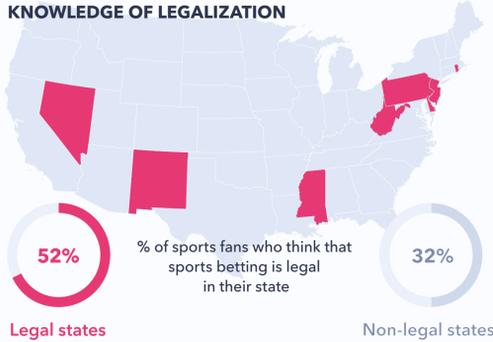
U.S. sports fans are excited about betting, but there's a knowledge gap

71% are **aware that the Supreme Court overturned PASPA*** 12 months ago - but 10% are unsure

88% say they **have an understanding of betting terminology**, but there's some confusion around specific terms

*The Professional and Amateur Sports Protection Act of 1992 effectively outlawed sports betting nationwide, excluding a few states.

KNOWLEDGE OF LEGALIZATION



FAMILIARITY WITH BETTING TERMS
% of sports fans who can correctly identify the following terms

PARLAY
46%

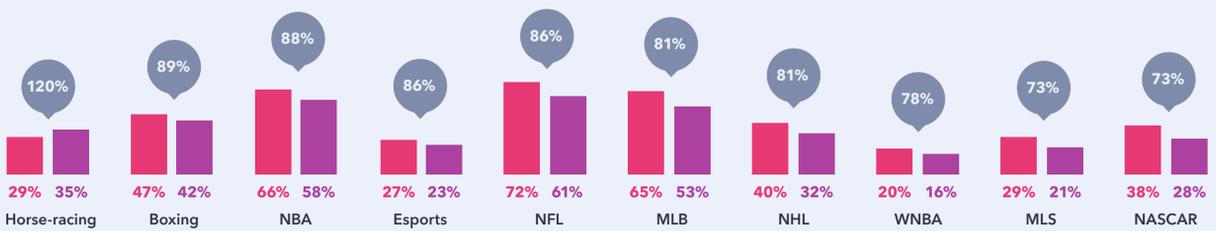
HALF BET
34%

HOW SPORTS FANS VIEW BETTING

SPORTS WITH MOST BETTING INTEREST

% of sports fans who...

● Are interested in the sport ● Would make a bet on the sport ● Ratio



Over half of sports fans are **interested in placing bets on the NFL, NBA and MLB**

57% of sports fans are more likely to **bet on sports than casino games**

PERCEIVED BENEFITS OF LEGALIZED BETTING

% of sports fans who say legalized sports betting will have the following benefits



ATTITUDES TO BETTING INTEGRATION

% of sports fans who would be...

- OK with **gambling operators having an on-site presence** in stadiums/arenas - 79%
- OK with **betting being mentioned during game broadcasts** - 78%
- Interested in **gambling being integrated into the live viewing experience** of some sports events - 67%

REASONS TO BET

% of sports fans who would be more likely to bet on sports based on the following



Over a third would place a bet if it was easier to do so

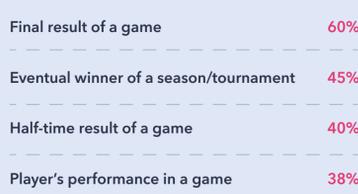
HOW BETTING CAN BOOST SPORTS VIEWING

% of sports fans who would be more likely to do the following if they had a bet on the final outcome



MOST POPULAR TYPES OF BET

% of sports fans who would place a bet on the following



86% would make a bet while watching a game, if they had the chance

Two-thirds would be interested in having betting integrated with a live experience of sports events

PLAYER-SPECIFIC BETTING

% of sports fans who would make a player-specific bet in the following sports



47% would make a bet on Kevin Durant's performance - making him the most popular NBA player we tracked

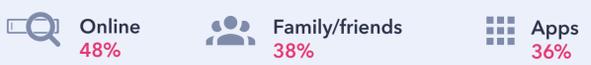
HOW DATA CAN INFORM BETTING

Sports fans educate themselves about betting through online sources - but offline sources are more influential for individual bets

83% think it would be important/essential to use data/research in their betting decisions

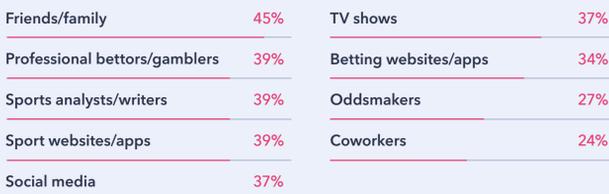
RESEARCH TOOLS

% of sports fans who have researched ways to bet through the following channels



BETTING INFLUENCERS

% of sports fans who say the following would influence their betting decisions



PLACES TO BET

% of sports fans who would consider placing a bet in the following places

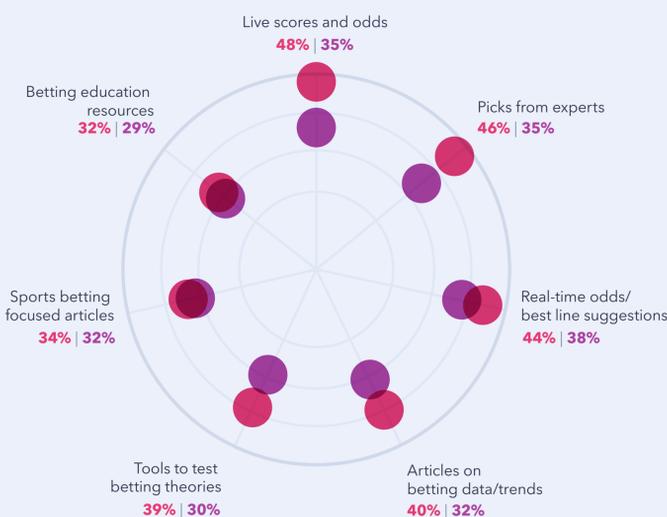


44% would place a bet while following the action on a betting app

INTEREST IN BETTING RESOURCES

% of sports fans who would...

● Read/consume ● Pay for



COMFORT WITH PAYING ON MOBILE

% who have the following levels of comfort with...

