

# Sports Betting Activities Survey

## April 2023

### Key Findings

Commissioned By



Conducted By

**Opinion  Diagnostics**

# Respondent Scope

To participate in this survey, respondents must have been between the ages of 18 and 22, and must have lived in the United States. 3,527 responses were received from individuals collectively residing in all 50 states and the District of Columbia. An important subpopulation of interest is those who are pursuing higher educational degrees; 1,702 responses were received from individuals collectively studying at institutions located in all 50 states and the District of Columbia.

# Survey Methodology

This survey was fielded from April 18 to April 25, 2023. Potential respondents were solicited from the participant pool of a national online panel using stratified random sampling. Respondents were limited to those who provided a date of birth indicating a contemporaneous age between 18 and 22 years old, inclusive. Responses were screened for quality assurance using automated systems to eliminate unreliable, insincere, or falsified data. Respondents were compensated for full completion of all survey questions. Results were weighted using a sum-of-the-parts iterative proportional fitting process to first match the known gender, ethnicity, and educational attainment attributes of 18-22-year-old adults within each of the four U.S. Census designated regions, and then to give each region its correct relative weight. The weighting model was created using data sourced from the U.S. Census Bureau American Community Survey 2021 public use microdata. The sample size is  $n=3,527$  individuals, and the survey has a credibility interval of  $\pm 1.6\%$ .

# About Opinion Diagnostics

Opinion Diagnostics is a market research, polling, and data analytics firm located in Boston, Massachusetts. The principal investigator for this study was Brian Wynne. For more information, please visit [OpinionDiagnostics.com](https://www.OpinionDiagnostics.com).

# Survey Results

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## Sports Betting Activities

*Have you ever taken part in any of the following sports betting activities? Please check all that apply.*

- Placed a bet on a sports event or league using a mobile app or website **27.5%**
- Played daily fantasy sports on a mobile app or website with money awarded to you if you perform well **24.5%**
- Participated in a betting pool on the results of a sports event or league with money awarded to you if you perform well **18.4%**
- Participated in a season-long fantasy sports league with money awarded to you if you perform well **18.3%**
- Placed a bet on a sports event or league with a bookmaker (bookie), including bookmakers who are friends, family, or acquaintances **16.0%**
- Placed a bet on a sports event or league at a casino or in-person sportsbook **14.3%**
- Placed a bet at a racetrack **12.5%**
- Placed a bet on a sports event or league using an online sportsbook located outside the United States **12.2%**
- None of the above **42.1%**

- ★ 58% of respondents have participated in at least one sports betting activity
- ★ 37% have taken part in two-or-more betting activities, 24% in three-or-more, and 11% in four-or-more
- ★ The likelihood of engaging in betting activities, the amount wagered, and the amount lost increases as educational attainment level increases, although this could be attributable to other factors such as an increase in age
- ★ White or Caucasian respondents are the least likely to engage in betting activities at 54%, Asian respondents at 55%, Hispanic or Latino respondents at 63%, and Black or African American respondents at 68%
- ★ Two-thirds of men have engaged in sports betting activities, as have 51% of women
- ★ Respondents living in areas where betting is legal versus those in areas where betting is illegal report taking part in each sports betting activity at nearly the same rate

## Betting Frequency

*(Asked only to those engaging in sports betting activities) How often would you say you take part in sports betting activities like those listed above?*

- Once a year or less frequently **21.9%**
- A few times a year **35.7%**
- Monthly **15.2%**
- A few times a month **13.3%**
- A few times a week **9.9%**
- Daily **4.0%**

- ★ Most bettors are infrequent, with 22% betting once a year or less and 36% betting a few times a year
- ★ 14% bet a few times a week or more
- ★ 33% of men bet a few times a month or more frequently compared to 20% of women

# Survey Results (Cont.)

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## Typical Wager Amounts

*(Asked only to those engaging in sports betting activities) How much money do you typically wager each time you engage in sports betting activities?*

- Less than \$1 **3.1%**
- Between \$1 and \$10 **27.5%**
- Between \$10 and \$20 **29.9%**
- Between \$20 and \$50 **22.3%**
- Between \$50 and \$100 **12.7%**
- Greater than \$100 **4.5%**

- ★ The most prevalent per bet amount is between \$10 and \$20, and 79% of typical bets are between \$1 and \$50
- ★ Black or African American respondents are a notable outlier in engaging in a higher level of betting, with 10% typically betting more than \$100 compared to 5% of the general population

## Largest Wager Loss in a Single Day

*(Asked only to those engaging in sports betting activities) In a single day, what is the largest amount of money you have lost engaging in sports betting activities?*

- Less than \$10 **14.7%**
- Between \$10 and \$50 **32.5%**
- Between \$50 and \$100 **24.5%**
- Between \$100 and \$300 **16.7%**
- Between \$300 and \$500 **5.9%**
- Between \$500 and \$1,000 **3.6%**
- Greater than \$1,000 **2.2%**

- ★ The most prevalent amount lost in a single day is between \$10 and \$50, and 71% of bettors report a highest daily loss of between \$1 and \$100
- ★ Black or African American respondents are a notable outlier, with 10% reporting they have a highest daily loss of more than \$500 compared to 6% of the general population

# Survey Results (Cont.)

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## Aggregation of Risky Behaviors

Respondents were grouped by whether they had undertaken the following risky behaviors:

- Betting either a few times a week or daily
- Betting \$50 or more in a typical wager, and/or
- Losing more than \$500 betting on sports in a single day

- ★ The goal of this grouping was to build a profile of the highest risk group of gamblers
- ★ 16% of all 18–22-year-olds had engaged in at least one of these risky behaviors
- ★ Majorities of these higher risk gamblers are engaging in three or more betting activities, and more than half are using mobile apps to bet as well as playing daily fantasy sports
- ★ Higher risk gamblers use a broader variety of bet types, and bet on a larger number of sports, leagues, and events, than their peers
- ★ 70% of these bettors strongly or somewhat agree that they could win a lot of money if they consistently gambled
- ★ These higher risk gamblers report higher ad recall than their lower risk peers, and about 80% of higher risk gamblers say the ads they have seen make them more likely to gamble
- ★ Respondents from the Northeast and South, as well as Black or African American respondents are overrepresented among higher-risk gamblers

## Motive

*(Asked only to those engaging in sports betting activities) Which of the following best describes how you engage in sports betting activities?*

- Place bets primarily to win money **59.2%**
  - Place bets primarily on teams or athletes that you are personally a fan of **40.8%**
- ★ Those that wager more money in a typical bet and that report the highest one-day losses also report the highest rates of “win money” motivation at 70% and 79% respectively

# Survey Results (Cont.)

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## Success Belief

*(Asked to all survey respondents) Do you agree or disagree with the following statement: "If I were to frequently engage in sports betting activities, I could consistently make a lot of money."*

- Strongly agree **11.0%**
- Somewhat agree **25.7%**
- Neither agree nor disagree **26.4%**
- Somewhat disagree **17.2%**
- Strongly disagree **14.9%**
- Unsure **4.8%**

- ★ While a narrow plurality agrees with the statement that they could consistently make a lot of money by frequently engaging in sports betting, there is massive variability among different respondent groups
- ★ 50% of bettors believe agree they could make a lot of money, while 20% disagree
- ★ Conversely, 19% of non-bettors agree, while 48% disagree
- ★ 57% of Black or African American respondents agree, while 15% disagree

## Sports Viewership

*(Asked only to those engaging in sports betting activities) How often would you say you watch live sports games or events on either TV, online, or in-person?*

- Once a year or less frequently **7.0%**
- A few times a year **21.4%**
- Monthly **19.6%**
- A few times a month **18.6%**
- A few times a week **24.3%**
- Daily **9.1%**

- ★ 41% of male bettors watch live sports at least a few times a week, compared to only 24% of female bettors
- ★ There is a positive correlation between sports betting frequency and sports viewership frequency. For example, whereas only 9% of bettors watch live sports daily, 46% of those that bet every day watch live sports every day

# Survey Results (Cont.)

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## Effect of Sports Betting on Viewership

*(Asked only to those engaging in sports betting activities) Does placing a bet on a sports game or event make you more likely or less likely to watch that game or event live? Or does it have no effect?*

- Much more likely **44.1%**
- Somewhat more likely **33.6%**
- Somewhat less likely **9.9%**
- Much less likely **3.5%**
- No effect **8.9%**

- ★ Every demographic category report that they are more likely to watch a sports event live if they have placed a bet related to that event
- ★ In virtually every demographic category, a plurality of bettors say they are “much more likely” to watch sports events live if they have placed a bet

## Bet Types

*(Asked only to those who had placed a bet on a sports event or league on a mobile app, website, in-person sports book, casino, or online sportsbook located outside of the United States) Which of the following types of bets have you placed? Please check all that apply.*

- Live in-game **60.8%**
- Money line **44.3%**
- Over/under **40.4%**
- Parlays **38.3%**
- Point spread **36.3%**
- Futures **24.0%**
- Props **18.4%**
- Other **0.8%**
- Not sure **4.2%**

- ★ 18–22-year-old bettors have more experience placing live-in game bets than any other type of bet
- ★ An important population of live in-game bettors are women, with 64% of female bettors having placed this type of bet. Women place live in-game bets at a relatively higher rate than men, and are comparatively less likely to engage in traditional forms of betting

# Survey Results (Cont.)

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## Sports and Leagues

*(Asked only to those engaging in sports betting activities) When you engage in sports betting activities, which of the following leagues or sports have you bet on? Please check all that apply.*

- National Football League (NFL) **56.6%**
- National Basketball Association (NBA) or Women's NBA (WNBA) **38.5%**
- College basketball **31.6%**
- College football **29.9%**
- Professional boxing **25.9%**
- Major League Baseball (MLB) **24.5%**
- Horse racing **19.4%**
- Mixed-martial arts (UFC, Bellator, etc.) **17.8%**
- Professional soccer / association football (European Leagues, MLS, NWSL, etc.) **16.9%**
- National Hockey League (NHL) **15.0%**
- NASCAR, Formula 1, or other automobile racing **13.7%**
- College sports other than football and basketball **12.8%**
- Minor American football leagues (XFL, USFL, etc.) **8.5%**
- Professional golf (PGA, LIV, LPGA, etc.) **7.4%**
- Professional tennis **6.7%**
- Other **0.6%**

- ★ Most bettors bet on multiple sports, with 76% betting on two or more sports and 21% betting on five or more sports
- ★ Current students, White or Caucasian respondents, and those from the South and Midwest are more likely than average to bet on college football
- ★ Black or African American respondents, those in the Midwest, and men are more likely than average to bet on college basketball



# Survey Results (Cont.)

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## Betting on Sports Events in the Past Six Months

*(Asked only to those engaging in sports betting activities) Did you engage in sports betting activities related to any of these major sports events that took place over the past six months? Please check all that apply.*

- NFL Super Bowl **61.1%**
- NCAA Basketball Tournament **29.5%**
- FIFA World Cup **28.4%**
- College Football National Championship **22.9%**
- MLB World Series **19.9%**
- Daytona 500 **12.3%**
- World Baseball Classic **11.3%**
- The Masters **10.1%**
- MLS Cup **8.1%**
- None of the above **11.5%**

- ★ The Super Bowl was the most bet-on event of the past six months by far, followed by March Madness, the World Cup, and the college football national championship
- ★ While individuals were not asked to identify the specific method they used to bet on the NCAA tournament, the crosstabulation on “betting pools” indicates that this survey captured the activities of those that compiled NCAA tournament brackets
- ★ Asian and Black or African American respondents were more likely to bet on the NCAA basketball tournament (35% and 39% respectively) and/or the college football championship (30% and 27% respectively) than the general population
- ★ Virtually every demographic subgroup bet on the NCAA basketball tournament at a higher rate than they bet on the college football championship
- ★ 53% of bettors had bet on two-or-more of the nine events that this survey specifically asked about

# Survey Results (Cont.)

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## Betting on Sports Events in the Next Six Months

*(Asked only to those engaging in sports betting activities) Do you plan to engage in sports betting activities related to any of these major sports events that will take place over the next six months? Please check all that apply.*

- NBA Finals **59.5%**
- MLB World Series **31.4%**
- NHL Stanley Cup Finals **19.7%**
- A professional golf major championship **11.9%**
- A professional tennis major championship **11.2%**
- None of the above **21.3%**

- ★ Respondents were less enthusiastic about betting on the events happening in the next six months as compared to the past six months, with the notable exception of the NBA Finals which 59% of respondents plan to bet on
- ★ Nearly as many respondents said they would be betting on the NBA finals as said that they had bet on the Superbowl
- ★ Black or African American respondents (75%) and men (66%) are among the groups most likely to bet on the NBA finals

## Advertisements

*(Asked to all survey respondents) Have you recently seen or heard advertisements encouraging you to engage in sports betting activities at a casino, sportsbook, or by using a mobile app or website?*

- Yes **56.3%**
- No **35.0%**
- Unsure **8.6%**

- ★ The current national blitz of sports betting advertising is pervasive among every demographic group, with a greater share of each group having seen advertising than having not
- ★ While ad recall is slightly decreased among those under the age of 21, and among those that live in locations where sports betting is illegal, a majority of each of these groups have still seen advertising
- ★ It is not possible to definitively say whether increased rates of advertisement recall are caused by a higher volume of advertisements or a higher effectiveness of advertising for certain populations. That said, advertisement recall is higher than average among those with higher education attainment, individuals pursuing bachelor's degrees, individuals living on or commuting to college campuses, those living in the Northeast, and men

# Survey Results (Cont.)

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## Advertisement Betting Effect

*(Asked to respondents who had seen advertising) Have the advertisements you have seen or heard made you more likely or less likely to engage in sports betting activities? Or have they had no effect?*

- Much more likely **14.5%**
- Somewhat more likely **38.3%**
- Somewhat less likely **14.7%**
- Much less likely **4.9%**
- No effect **27.5%**

- ★ Among those that recall seeing advertising, ads are broadly effective, with majorities or large pluralities of each demographic group reporting they are more likely to bet after seeing advertising
- ★ While Black or African American respondents recall seeing advertisements at a similar rate to respondents of other ethnicities, the advertisements have an outsized effect on increasing betting likelihood with this group, with 65% saying they are more likely to bet after seeing ads
- ★ While a narrow plurality of non-bettors recall seeing advertisements, the advertisements do not seem to be effective at converting this group to bettors, as 68% report the advertisements either have no effect or make them less likely to bet

## Gender

*(Asked to all survey respondents) Do you describe yourself as male, female, or in some other way?*

- Male **49.9%**
- Female **47.7%**
- Some other way **2.3%**

- ★ While men are still more likely to engage in every type of sports betting activities than women, 18–22-year-old women now represent an important betting population, with a 51% majority of women having taken part in betting activities and 25% of women engaging in betting activities at least monthly

# Survey Results (Cont.)

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## Race or Ethnicity

(Asked to all survey respondents) Which of the following best describes your race or ethnicity?

- White or Caucasian **51.2%**
- Black or African American **13.6%**
- Hispanic or Latino **13.6%**
- Asian **12.0%**
- American Indian or Alaskan Native **4.1%**
- Native Hawaiian or Other Pacific Islander **2.3%**
- Other **3.2%**

- ★ There is a concerning thread about Black or African American respondents' attitudes about sports betting activities. Black or African American respondents are more likely to engage in betting activities, bet at a higher frequency, wager, and lose larger amounts of money, and are more confident in their ability to consistently win money via sports betting activities
- ★ While Black or African American respondents do not recall seeing advertising at a higher rate than other ethnic groups, they report the ads being much more effective at increasing their likelihood of betting on sports

## Educational Attainment

(Asked to all survey respondents) What is the highest level of education you have already completed so far?

- Attended high school but have not graduated **13.4%**
- A high school degree or equivalent **37.5%**
- Attended some college, but have not earned a degree yet **39.2%**
- Earned an Associate's degree **4.3%**
- Earned a Bachelor's degree **4.6%**
- Earned a Master's degree, Doctoral degree, or professional degree beyond a Bachelor's degree **1.0%**

- ★ While relatively few 18–22-year-olds have already earned a degree, the 10% that have already earned an associate's, bachelor's, or master's degree participate in betting activities at a 75% rate and wager and lose more money
- ★ It's difficult to attribute this to educational attainment, as opposed to other related factors such as increased age, concurrent gambling legality, and potentially higher income

# Survey Results (Cont.)

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## Educational Pursuit and Collegiate Residential Status

*(Asked to all survey respondents) Are you currently a student working towards completion of an educational degree?*

- Yes **61.7%**
- No **38.3%**

*(Asked to those pursuing a degree) What degree are you working towards completing?*

- High School Degree or equivalent **15.9%**
- Associate's degree **27.0%**
- Bachelor's degree **47.9%**
- Master's degree, Doctoral degree, or professional degree beyond a Bachelor's degree **9.3%**

*(Asked to those pursuing a collegiate degree) Which of the following describes your residential status at the institution at which you are completing a degree?*

- You live on-campus at the institution from which you are completing a degree **33.4%**
- You commute to the institution from which you are completing a degree **44.9%**
- The institution has a physical campus, but you are completing your degree online **16.0%**
- You are completing a degree from an institution that does not have a physical campus **5.8%**

- ★ 60% of respondents pursuing degrees engage in betting activities, compared to 54% of those who are not pursuing a degree, but there is significant deviation in the frequency or amounts they wager
- ★ While those pursuing associate's and master's degrees bet at a rate that is 8-10% higher than the general population, those pursuing a bachelor's degree are not significantly different from the general population of 18–22-year-olds
- ★ 67% of individuals that live on a college campus while pursuing a degree are bettors, and they also tend to bet at a higher frequency. However, those on campus tend to wager smaller amounts and suffer smaller losses than their peers
- ★ It's unclear if college campuses are being specifically targeted for advertisements by sports betting platform providers, but 63% of students on-campus recall seeing betting ads, a higher rate than the general population, and higher than those that commute to campus or attend virtually

# Survey Results (Cont.)

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## Betting on own University's Teams and/or with a Bookmaker who is a Fellow Student

*(Asked only to those who are engaging in sports betting activities and who are pursuing a collegiate degree)*

*Have you ever placed a bet on a collegiate sports team that represents the institution you currently attend or are earning a degree from?*

- Yes **41.2%**
- No **58.8%**

*(Asked only to those who are engaging in sports betting activities and who are pursuing a collegiate degree)*

*Have you ever placed a bet with a local bookmaker who is a fellow student at the institution you currently attend or are earning a degree from?*

- Yes **34.7%**
- No **65.3%**

- ★ Individuals that have bet on their own university's team or with a bookmaker who is a fellow student have a notably higher confidence in their only betting ability, with 61% and 63% respectively agreeing they could win a lot of money by consistently betting
- ★ However, these individuals are also more motivated than the general population by betting on teams they are a personally fans of, as opposed to primarily trying to win money

# Survey Results (Cont.)

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## Age & Geographic Location

- Respondents provided their date of birth, from which their age at the time of the survey was determined
  - Respondents provided their home zip code, from which their state of residence was determined
  - Respondents pursuing educational degrees were also asked to provide the state that the institution they are attending is located within
  - Using this information, respondents' activities were evaluated in the context of whether they lived in a location where sports gambling was legal, and whether they were of age to gamble in that location. Where respondents listed two different states for residence and educational institution, they were evaluated in the context of the location with the more permissive gambling laws
- ★ When combining age and geographic legality together, 71% of survey respondents are too young to gamble either at home or at school, or reside in a location where sports betting is illegal altogether
  - ★ Despite this, a 56% majority of that subgroup is engaging in betting activities. And 15% of that subgroup are engaging in sports betting activities a few times a month or more frequently
  - ★ These activities are not necessarily illegal or improper; these responses are disclaimed by the fact that 18-22-year-olds can travel to a location where gaming is legal, and that some forms of sports betting activities (i.e., DFS) have more permissive age restrictions in many geographic locations
  - ★ 18–20-year-olds are less confident in the success they would have betting than their older peers
  - ★ Betting is pervasive across all geographic regions of the country, and betting behavior in terms of frequencies and amounts wagered across all regions is generally similar
  - ★ The Northeast has the largest proportion of bettors with 61%, while the West has the lowest proportion at 54%
  - ★ There are regional variations in the sports, leagues, and events bet on. For example, those in the South are most likely to bet on college football and the Daytona 500, those in the Northeast are most likely to bet on the NHL, and those in the West are most likely to bet on professional soccer