



TOPLINE & METHODOLOGY

Ipsos Sports Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: January 13–15, 2023
Number of interviews: 1,035
Number of official sports bettors: 81

Margin of error for all respondents: +/-3.2 percentage points at the 95% confidence level
Margin of error for official sports bettors: +/-11.7 percentage points at the 95% confidence level

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

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

Q1 held for future release

2. Did you participate in any of the following activities in 2022?

Total Yes Summary

	Total (N=1,035)	Official Sports Bettors (N=81**)
Go to a live sporting event in person	29	67
Watch an esports event, either through streaming or in-person	13	40
Make a casual bet on a live sporting event with friends/family	11	59
Participate in a free fantasy sports league	10	56
Placed an official bet on a live sporting event, online or on an app	8	95
Participate in a paid fantasy sports league	6	47
Make a casual bet on an esports event with friends/family	5	39
Placed an official bet on a live sporting event, in person	4	49
Placed an official bet on an esports event (online or in person)	3	43

**Low base size (N<100), interpret with caution

a. Go to a live sporting event in person

	Total	Official Sports Bettors
Yes	29	67
No	70	31
Skipped	1	2





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2. Did you participate in any of the following activities in 2022? (Continued)

b. Watch an esports event, either through streaming or in-person

	Total	Official Sports Bettors
Yes	13	40
No	86	60
Skipped	*	-

c. Make a casual bet on a live sporting event with friends/family

	Total	Official Sports Bettors
Yes	11	59
No	88	39
Skipped	1	2

d. Make a casual bet on an esports event with friends/family

	Total	Official Sports Bettors
Yes	5	39
No	94	61
Skipped	*	-

e. Placed an official bet on a live sporting event, online or on an app

	Total	Official Sports Bettors
Yes	8	95
No	92	5
Skipped	*	-

f. Placed an official bet on a live sporting event, in person

	Total	Official Sports Bettors
Yes	4	49
No	95	51
Skipped	1	-

g. Placed an official bet on an esports event (online or in person)

	Total	Official Sports Bettors
Yes	3	43
No	96	57
Skipped	*	-



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2. Did you participate in any of the following activities in 2022? (Continued)

h. Participate in a free fantasy sports league

	Total	Official Sports Bettors
Yes	10	56
No	89	44
Skipped	1	-

i. Participate in a paid fantasy sports league

	Total	Official Sports Bettors
Yes	6	47
No	93	53
Skipped	*	-

Q3 held for future release

4. **[Asked if placed an official bet on a live sporting event in 2022]** You previously indicated that you placed an official bet on a live sporting event in 2022, either online or in-person. Have you placed a bet on the following professional sports/leagues?

Total Yes Summary

	Official Sports Bettors (N=80**)
National Football League (NFL)	59
National Basketball Association (NBA)	34
NCAA Football (College Football)	30
NCAA Basketball (College Basketball)	28
Major League Baseball (MLB)	26
Horse racing	25
Motor racing/F1/NASCAR	14
Soccer (i.e., MLS, EPL, Bundesliga, etc.)	14
Golf (i.e., PGA Tour, LIV Golf Tour)	12
Boxing	11
United States Football League (USFL)	10
UFC/MMA	10
National Hockey League (NHL)	8
Canadian Football League (CFL)	7
Tennis	6

**Low base size (N<100), interpret with caution

a. National Football League (NFL)

	Official Sports Bettors (N=80**)
Yes	59
No	39
Skipped	2





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4. **[Asked if placed an official bet on a live sporting event in 2022]** You previously indicated that you placed an official bet on a live sporting event in 2022, either online or in-person. Have you placed a bet on the following professional sports/leagues? *(Continued)*

b. National Basketball Association (NBA)

	Official Sports Bettors (N=80**)
Yes	34
No	66
Skipped	-

c. Major League Baseball (MLB)

	Official Sports Bettors (N=80**)
Yes	26
No	74
Skipped	-

d. National Hockey League (NHL)

	Official Sports Bettors (N=80**)
Yes	8
No	92
Skipped	-

e. NCAA Football (College Football)

	Official Sports Bettors (N=80**)
Yes	30
No	70
Skipped	-

f. NCAA Basketball (College Basketball)

	Official Sports Bettors (N=80**)
Yes	28
No	72
Skipped	-

g. United States Football League (USFL)

	Official Sports Bettors (N=80**)
Yes	10
No	90
Skipped	-



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4. **[Asked if placed an official bet on a live sporting event in 2022]** You previously indicated that you placed an official bet on a live sporting event in 2022, either online or in-person. Have you placed a bet on the following professional sports/leagues? *(Continued)*

h. Canadian Football League (CFL)

	Official Sports Bettors (N=80**)
Yes	7
No	91
Skipped	2

i. Tennis

	Official Sports Bettors (N=80**)
Yes	6
No	94
Skipped	-

j. Golf (i.e., PGA Tour, LIV Golf Tour)

	Official Sports Bettors (N=80**)
Yes	12
No	86
Skipped	2

k. Soccer (i.e., MLS, EPL, Bundesliga, etc.)

	Official Sports Bettors (N=80**)
Yes	14
No	83
Skipped	3

l. UFC/MMA

	Official Sports Bettors (N=80**)
Yes	10
No	89
Skipped	2

m. Boxing

	Official Sports Bettors (N=80**)
Yes	11
No	87
Skipped	2

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4. **[Asked if placed an official bet on a live sporting event in 2022]** You previously indicated that you placed an official bet on a live sporting event in 2022, either online or in-person. Have you placed a bet on the following professional sports/leagues? *(Continued)*

n. Motor Racing/F1/NASCAR

	Official Sports Bettors (N=80 ^{**})
Yes	14
No	86
Skipped	-

o. Horse racing

	Official Sports Bettors (N=80 ^{**})
Yes	25
No	75
Skipped	-

5. **[Asked if placed an official bet on a live sporting event or esports event in 2022]** In the past year, how often have you placed official bets on live sporting and/or esports events?

	Official Sports Bettors (N=81 ^{**})
Just once	36
A few times a year	28
Once a month	9
2-3 times a month	7
Weekly	9
Multiple times per week or more	5
Skipped	7
<i>Just once/A few times a year/Once a month (net)</i>	73
<i>2-3 times a month/ Weekly/Multiple times per week or more (net)</i>	20

^{**}Low base size (N<100), interpret with caution

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6. **[Asked if did not place an official bet on a live sporting event or esports event in 2022]**
 You previously indicated that you did not place an official bet on a sporting event in 2022. Which of the following reasons best describes why you did not bet on sports? Select all that apply.

	Total (N=945)
It's a waste of money	52
I don't know enough about sports to gamble on them	31
I don't believe in gambling on sports	23
I don't have the money	20
I don't believe in gambling of any kind	19
I don't know enough about gambling	17
I don't know where, or how, to gamble on sports	12
It's illegal in my state	5
Other	7
Skipped	1

7. Which of the following do you think is the main issue facing the sports world at the moment? You may select up to three.

	Total	Official Sports Bettors
Player safety/injuries	47	46
Whether or not to allow transgender athletes the ability to compete	22	19
Gender inequalities in pay, coverage, and opportunities	20	15
Issues of sexual harassment or sexual assault	15	18
Whether or not to compensate college athletes	13	18
Professional athlete compensation	12	9
Sports betting leading to "game fixing" or "points shaving"	11	13
Decline in live viewership	11	14
Human rights issues/Sportswashing	7	7
Whether or not to allow sports betting	4	4
How to integrate technological advancements/AI	3	6
Other	9	7
Refused	6	5

8. To what extent do you support or oppose the following?

Total Support Summary

	Total	Official Sports Bettors
Requiring sports franchises to disclose more information about player injuries	59	67
Allowing <u>online or app-based</u> sports betting in your state	34	78
Allowing <u>in-person</u> sports betting in your state	34	66

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8. To what extent do you support or oppose the following? (*Continued*)

a. Allowing in-person sports betting in your state

	Total	Official Sports Bettors
Strongly support	12	46
Somewhat support	22	20
Somewhat oppose	13	11
Strongly oppose	15	8
Don't know	36	15
Skipped	1	-
<i>Support (net)</i>	<i>34</i>	<i>66</i>
<i>Oppose (net)</i>	<i>29</i>	<i>19</i>

b. Allowing online or app-based sports betting in your state

	Total	Official Sports Bettors
Strongly support	13	57
Somewhat support	21	21
Somewhat oppose	14	7
Strongly oppose	17	5
Don't know	35	11
Skipped	1	-
<i>Support (net)</i>	<i>34</i>	<i>78</i>
<i>Oppose (net)</i>	<i>30</i>	<i>12</i>

Q8c-d held for future release

e. Requiring sports franchises to disclose more information about player injuries

	Total	Official Sports Bettors
Strongly support	30	39
Somewhat support	29	27
Somewhat oppose	11	20
Strongly oppose	4	3
Don't know	26	9
Skipped	1	2
<i>Support (net)</i>	<i>59</i>	<i>67</i>
<i>Oppose (net)</i>	<i>14</i>	<i>23</i>

Q8f-h held for future release

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9. To what extent do you agree or disagree with the following statement:

Total Agree Summary

	Total	Official Sports Bettors
Sports betting lessens the integrity of the game	37	25
Sports betting is a way to get people more engaged in sports	33	69
[Asked if placed an official bet on a live sporting event in 2022] I care less about whether a certain sports team wins or loses than how much money I can make from sports betting	18 (N=81**)	18 (N=81**)

**Low base size (N<100), interpret with caution

Q9a-e held for future release

f. Sports betting is a way to get people more engaged in sports

	Total	Official Sports Bettors
Strongly agree	6	23
Somewhat agree	27	45
Somewhat disagree	19	8
Strongly disagree	21	11
Don't know	26	12
Skipped	1	-
<i>Agree (net)</i>	33	69
<i>Disagree (net)</i>	40	19

g. Sports betting lessens the integrity of the game

	Total	Official Sports Bettors
Strongly agree	14	4
Somewhat agree	23	21
Somewhat disagree	20	32
Strongly disagree	11	27
Don't know	32	16
Skipped	1	-
<i>Agree (net)</i>	37	25
<i>Disagree (net)</i>	30	59

Q9h-i held for future release



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9. To what extent do you agree or disagree with the following statement: *(Continued)*

- j. **[Asked if placed an official bet on a live sporting event in 2022]** I care less about whether a certain sports team wins or loses than how much money I can make from sports betting

	Total (N=81 ^{**})	Official Sports Bettors (N=81 ^{**})
Strongly agree	11	11
Somewhat agree	8	8
Somewhat disagree	19	19
Strongly disagree	41	41
Don't know	19	19
Skipped	2	2
<i>Agree (net)</i>	<i>18</i>	<i>18</i>
<i>Disagree (net)</i>	<i>61</i>	<i>61</i>

***Low base size (N<100), interpret with caution*

Q9k-I held for future release

10. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total	Official Sports Bettors
People should be able to gamble on sports and spend their money how they want	59	79
Sports betting is wrong because it promotes activities that can lead to addiction	37	19
Skipped	4	2

	Total	Official Sports Bettors
Players' medical privacy should always be protected, even if it results in less transparency on making sports bets	70	64
Sports bettors deserve more transparency from sports leagues about player injuries and health	26	36
Skipped	4	-

Q10 Pairs 3-5 held for future release

Q11-14 held for future release





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About the Study

This poll was conducted January 13-15, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,035 general population adults age 18 or older. The sample includes 81 official sports bettors. Since the official sports bettors have a low base size (N<100), interpret results with caution.

The margin of sampling error is plus or minus 3.2 percentage points for 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 1.12 for all respondents. For official sports bettors, the margin of sampling error is plus or minus 11.7 points at the 95% confidence level, and the design effect was 1.16. The margin of sampling error is higher and varies for results based on other 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.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- 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+)



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About Ipsos

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