



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 sports fans***: 719
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 sports fans: +/-3.9 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

NOTE: *** = sports fans are defined as respondents who select Yes for any response at Q3

Annotated Questionnaire:

1. Did you personally play any of the following sports at any point in 2022?

Total Yes Summary

	Total (N=1,035)	Fans (N=719)	Official Sports Bettors (N=81**)
Cornhole	20	25	34
Bowling	19	23	33
Swimming	18	21	27
Cycling	15	17	25
Basketball	10	13	16
Golf	9	12	16
Volleyball	6	7	11
Soccer	6	7	12
Tennis	5	7	8
Baseball/Softball	5	7	17
Pickleball	4	6	6
Contact sports (i.e., boxing, football, hockey, MMA, wrestling)	4	5	9
Esports	4	4	9
Track and Field	4	5	7
Motor Racing	2	2	1
Gymnastics	1	2	-

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





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1. Did you personally play any of the following sports at any point in 2022? (Continued)

a. Baseball/Softball

	Total	Fans	Official Sports Bettors
Yes	5	7	17
No	95	92	82
Skipped	1	1	1

b. Basketball

	Total	Fans	Official Sports Bettors
Yes	10	13	16
No	90	86	81
Skipped	1	1	3

c. Bowling

	Total	Fans	Official Sports Bettors
Yes	19	23	33
No	80	77	66
Skipped	1	1	1

d. Contact sports (i.e., boxing, football, hockey, MMA, wrestling)

	Total	Fans	Official Sports Bettors
Yes	4	5	9
No	95	94	90
Skipped	1	1	2

e. Cornhole

	Total	Fans	Official Sports Bettors
Yes	20	25	34
No	79	74	66
Skipped	1	1	-

f. Cycling

	Total	Fans	Official Sports Bettors
Yes	15	17	25
No	84	82	74
Skipped	1	1	1





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1. Did you personally play any of the following sports at any point in 2022? *(Continued)*

g. Golf

	Total	Fans	Official Sports Bettors
Yes	9	12	16
No	90	87	81
Skipped	1	1	2

h. Gymnastics

	Total	Fans	Official Sports Bettors
Yes	1	2	-
No	98	97	98
Skipped	1	1	2

i. Motor Racing

	Total	Fans	Official Sports Bettors
Yes	2	2	1
No	98	97	97
Skipped	1	1	2

j. Pickleball

	Total	Fans	Official Sports Bettors
Yes	4	6	6
No	95	93	93
Skipped	1	1	2

k. Esports

	Total	Fans	Official Sports Bettors
Yes	4	4	9
No	96	96	89
Skipped	1	1	2



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1. Did you personally play any of the following sports at any point in 2022? (Continued)

i. Soccer

	Total	Fans	Official Sports Bettors
Yes	6	7	12
No	94	92	88
Skipped	1	1	-

m. Swimming

	Total	Fans	Official Sports Bettors
Yes	18	21	27
No	81	78	72
Skipped	1	*	1

n. Tennis

	Total	Fans	Official Sports Bettors
Yes	5	7	8
No	94	93	91
Skipped	*	*	1

o. Track and Field

	Total	Fans	Official Sports Bettors
Yes	4	5	7
No	96	94	92
Skipped	1	1	1

p. Volleyball

	Total	Fans	Official Sports Bettors
Yes	6	7	11
No	93	92	89
Skipped	1	1	-





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

Total Yes Summary

	Total	Fans	Official Sports Bettors
Go to a live sporting event in person	29	38	67
Watch an esports event, either through streaming or in-person	13	16	40
Make a casual bet on a live sporting event with friends/family	11	15	59
Participate in a free fantasy sports league	10	12	56
Placed an official bet on a live sporting event, online or on an app	8	9	95
Participate in a paid fantasy sports league	6	8	47
Make a casual bet on an esports event with friends/family	5	6	39
Placed an official bet on a live sporting event, in person	4	4	49
Placed an official bet on an esports event (online or in person)	3	3	43

a. Go to a live sporting event in person

	Total	Fans	Official Sports Bettors
Yes	29	38	67
No	70	61	31
Skipped	1	*	2

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

	Total	Fans	Official Sports Bettors
Yes	13	16	40
No	86	84	60
Skipped	*	-	-

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

	Total	Fans	Official Sports Bettors
Yes	11	15	59
No	88	85	39
Skipped	1	*	2



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

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

	Total	Fans	Official Sports Bettors
Yes	5	6	39
No	94	94	61
Skipped	*	*	-

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

	Total	Fans	Official Sports Bettors
Yes	8	9	95
No	92	90	5
Skipped	*	*	-

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

	Total	Fans	Official Sports Bettors
Yes	4	4	49
No	95	96	51
Skipped	1	*	-

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

	Total	Fans	Official Sports Bettors
Yes	3	3	43
No	96	97	57
Skipped	*	-	-

h. Participate in a free fantasy sports league

	Total	Fans	Official Sports Bettors
Yes	10	12	56
No	89	87	44
Skipped	1	1	-

i. Participate in a paid fantasy sports league

	Total	Fans	Official Sports Bettors
Yes	6	8	47
No	93	92	53
Skipped	*	*	-





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3. Do you consider yourself to be a fan of the following sports?

Total Yes Summary

	Total	Fans	Official Sports Bettors
Professional football (NFL)	44	64	65
Baseball	31	46	46
College football (NCAA)	29	43	45
Professional basketball (NBA)	24	34	42
College basketball (NCAA)	23	34	35
Hockey	18	26	22
Soccer	17	24	25
Motor racing	13	19	22
Boxing	12	18	27
Tennis	12	18	10
Golf	11	17	23
Mixed Martial Arts (MMA)	10	15	17
Pickleball	4	5	4

a. Baseball

	Total	Fans	Official Sports Bettors
Yes	31	46	46
No	68	54	54
Skipped	*	*	-

b. College Basketball (NCAA)

	Total	Fans	Official Sports Bettors
Yes	23	34	35
No	76	65	65
Skipped	1	1	-

c. Professional Basketball (NBA)

	Total	Fans	Official Sports Bettors
Yes	24	34	42
No	76	66	58
Skipped	*	-	-

d. Boxing

	Total	Fans	Official Sports Bettors
Yes	12	18	27
No	87	82	73
Skipped	1	*	-





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3. Do you consider yourself to be a fan of the following sports? (Continued)

e. College Football (NCAA)

	Total	Fans	Official Sports Bettors
Yes	29	43	45
No	70	57	53
Skipped	*	-	2

f. Professional Football (NFL)

	Total	Fans	Official Sports Bettors
Yes	44	64	65
No	56	36	35
Skipped	*	-	-

g. Hockey

	Total	Fans	Official Sports Bettors
Yes	18	26	22
No	82	74	78
Skipped	*	-	-

h. Mixed Martial Arts (MMA)

	Total	Fans	Official Sports Bettors
Yes	10	15	17
No	89	84	83
Skipped	*	*	-

i. Pickleball

	Total	Fans	Official Sports Bettors
Yes	4	5	4
No	96	94	96
Skipped	1	*	-

j. Soccer

	Total	Fans	Official Sports Bettors
Yes	17	24	25
No	83	75	75
Skipped	1	*	-





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3. Do you consider yourself to be a fan of the following sports? *(Continued)*

k. Tennis

	Total	Fans	Official Sports Bettors
Yes	12	18	10
No	87	82	90
Skipped	1	*	-

l. Motor racing

	Total	Fans	Official Sports Bettors
Yes	13	19	22
No	86	81	77
Skipped	1	*	2

m. Golf

	Total	Fans	Official Sports Bettors
Yes	11	17	23
No	88	83	75
Skipped	1	1	1



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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?

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

- 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	-



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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)*

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	-

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	-

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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)*

- 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

- 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	-

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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>	<i>73</i>
<i>2-3 times a month/Weekly/Multiple times per week or more (net)</i>	<i>20</i>

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

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)	Fans (N=643)
It's a waste of money	52	50
I don't know enough about sports to gamble on them	31	27
I don't believe in gambling on sports	23	23
I don't have the money	20	21
I don't believe in gambling of any kind	19	18
I don't know enough about gambling	17	18
I don't know where, or how, to gamble on sports	12	11
It's illegal in my state	5	6
Other	7	6
Refused	1	*

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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	Fans	Official Sports Bettors
Player safety/injuries	47	49	46
Whether or not to allow transgender athletes the ability to compete	22	23	19
Gender inequalities in pay, coverage, and opportunities	20	21	15
Issues of sexual harassment or sexual assault	15	14	18
Whether or not to compensate college athletes	13	16	18
Professional athlete compensation	12	13	9
Sports betting leading to "game fixing" or "points shaving"	11	14	13
Decline in live viewership	11	12	14
Human rights issues/Sportswashing	7	7	7
Whether or not to allow sports betting	4	5	4
How to integrate technological advancements/AI	3	4	6
Other	9	7	7
Refused	6	4	5

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

Total Support Summary

	Total	Fans	Official Sports Bettors
Requiring sports franchises to disclose more information about player injuries	59	63	67
Allowing college athletes to be paid money for sports-related business ventures using their name, image and likeness (NIL)	54	59	66
Banning tackle football for children prior to high school	53	53	48
Eliminating cannabis testing in professional or high-level sports leagues	38	40	57
Allowing <u>online or app-based</u> sports betting in your state	34	43	78
Allowing <u>in-person</u> sports betting in your state	34	41	66
Using AI-powered systems in sports, such as robot umpires or soccer's video assistant referee (VAR)	30	36	49
Eliminating performance-enhancing drug (PED) testing in professional or high-level sports leagues	21	22	22

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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	Fans	Official Sports Bettors
Strongly support	12	16	46
Somewhat support	22	26	20
Somewhat oppose	13	14	11
Strongly oppose	15	15	8
Don't know	36	30	15
Skipped	1	*	-
<i>Support (net)</i>	<i>34</i>	<i>41</i>	<i>66</i>
<i>Oppose (net)</i>	<i>29</i>	<i>29</i>	<i>19</i>

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

	Total	Fans	Official Sports Bettors
Strongly support	13	17	57
Somewhat support	21	26	21
Somewhat oppose	14	14	7
Strongly oppose	17	16	5
Don't know	35	27	11
Skipped	1	*	-
<i>Support (net)</i>	<i>34</i>	<i>43</i>	<i>78</i>
<i>Oppose (net)</i>	<i>30</i>	<i>30</i>	<i>12</i>

c. Eliminating cannabis testing in professional or high-level sports leagues

	Total	Fans	Official Sports Bettors
Strongly support	20	21	34
Somewhat support	18	19	23
Somewhat oppose	15	17	13
Strongly oppose	23	24	21
Don't know	24	19	9
Skipped	1	*	-
<i>Support (net)</i>	<i>38</i>	<i>40</i>	<i>57</i>
<i>Oppose (net)</i>	<i>37</i>	<i>41</i>	<i>33</i>

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

d. Eliminating performance-enhancing drug (PED) testing in professional or high-level sports leagues

	Total	Fans	Official Sports Bettors
Strongly support	16	17	19
Somewhat support	5	5	3
Somewhat oppose	13	15	17
Strongly oppose	48	52	54
Don't know	17	11	7
Skipped	1	*	-
<i>Support (net)</i>	<i>21</i>	<i>22</i>	<i>22</i>
<i>Oppose (net)</i>	<i>61</i>	<i>67</i>	<i>71</i>

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

	Total	Fans	Official Sports Bettors
Strongly support	30	32	39
Somewhat support	29	31	27
Somewhat oppose	11	13	20
Strongly oppose	4	3	3
Don't know	26	21	9
Skipped	1	1	2
<i>Support (net)</i>	<i>59</i>	<i>63</i>	<i>67</i>
<i>Oppose (net)</i>	<i>14</i>	<i>16</i>	<i>23</i>

f. Banning tackle football for children prior to high school

	Total	Fans	Official Sports Bettors
Strongly support	28	26	22
Somewhat support	25	27	25
Somewhat oppose	15	18	19
Strongly oppose	10	11	22
Don't know	21	17	11
Skipped	1	*	-
<i>Support (net)</i>	<i>53</i>	<i>53</i>	<i>48</i>
<i>Oppose (net)</i>	<i>25</i>	<i>30</i>	<i>41</i>

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

g. Using AI-powered systems in sports, such as robot umpires or soccer's video assistant referee (VAR)

	Total	Fans	Official Sports Bettors
Strongly support	10	12	21
Somewhat support	20	24	28
Somewhat oppose	15	17	12
Strongly oppose	23	24	23
Don't know	31	23	16
Skipped	1	*	-
<i>Support (net)</i>	<i>30</i>	<i>36</i>	<i>49</i>
<i>Oppose (net)</i>	<i>38</i>	<i>41</i>	<i>35</i>

h. Allowing college athletes to be paid money for sports-related business ventures using their name, image and likeness (NIL)

	Total	Fans	Official Sports Bettors
Strongly support	26	27	33
Somewhat support	28	32	32
Somewhat oppose	10	12	6
Strongly oppose	12	12	17
Don't know	24	17	11
Skipped	1	*	-
<i>Support (net)</i>	<i>54</i>	<i>59</i>	<i>66</i>
<i>Oppose (net)</i>	<i>22</i>	<i>24</i>	<i>23</i>

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

Total Agree Summary

	Total	Fans	Official Sports Bettors
Female athletes should be paid the same as male athletes in professional sports	60	59	49
[Ask if parent] Football injuries make me less likely to allow my child(ren) to play tackle football	59 (N=204)	61 (N=140)	NA (N=23 ^{***})
Colleges should offer resources and guidance to athletes navigating business ventures through NIL	54	60	67
College sports are now just about making money	52	54	59
[Asked if not parent] Football injuries make me think parents should not allow their children to play tackle football	49 (N=813)	48 (N=566)	41 (N=56 ^{**})
Governments often use sports to improve their reputations and/or distract from human rights abuses	48	52	54
I would like to see more coverage of women's sports	42	47	41
I am a fan of a sports team because I grew up with my family being fans of that team	40	53	59
Sports betting lessens the integrity of the game	37	39	25
Maintaining tradition in sports is more important than modernizing and keeping with the times	35	38	36
Sports betting is a way to get people more engaged in sports	33	38	69
I am a fan of individual players more than teams	24	28	37
I would like to see men and women compete against each other in sports	22	23	33
[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 ^{**})	21 (N=71 ^{**})	18 (N=81 ^{**})

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

^{***}Base size too low (N<30) to report data

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

a. **[Asked if parent]** Football injuries make me less likely to allow my child(ren) to play tackle football

	Total (N=204)	Fans (N=140)	Official Sports Bettors (N=23^{***})
Strongly agree	37	39	NA
Somewhat agree	22	21	NA
Somewhat disagree	14	15	NA
Strongly disagree	10	12	NA
Don't know	17	12	NA
Skipped	*	-	NA
<i>Agree (net)</i>	<i>59</i>	<i>61</i>	<i>NA</i>
<i>Disagree (net)</i>	<i>24</i>	<i>27</i>	<i>NA</i>

^{***}Base size too low (N<30) to report data

b. **[Asked if not parent]** Football injuries make me think parents should not allow their children to play tackle football

	Total (N=813)	Fans (N=566)	Official Sports Bettors (N=56^{**})
Strongly agree	20	18	16
Somewhat agree	29	30	25
Somewhat disagree	19	22	25
Strongly disagree	13	13	25
Don't know	19	15	7
Skipped	1	1	2
<i>Agree (net)</i>	<i>49</i>	<i>48</i>	<i>41</i>
<i>Disagree (net)</i>	<i>31</i>	<i>36</i>	<i>50</i>

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

c. College sports are now just about making money

	Total	Fans	Official Sports Bettors
Strongly agree	22	22	30
Somewhat agree	30	33	29
Somewhat disagree	16	20	21
Strongly disagree	6	6	7
Don't know	26	20	13
Skipped	1	*	-
<i>Agree (net)</i>	<i>52</i>	<i>54</i>	<i>59</i>
<i>Disagree (net)</i>	<i>22</i>	<i>25</i>	<i>28</i>

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

d. Maintaining tradition in sports is more important than modernizing and keeping with the times

	Total	Fans	Official Sports Bettors
Strongly agree	12	12	14
Somewhat agree	23	26	22
Somewhat disagree	24	28	33
Strongly disagree	14	13	16
Don't know	25	20	13
Skipped	1	1	2
<i>Agree (net)</i>	35	38	36
<i>Disagree (net)</i>	39	41	49

e. Governments often use sports to improve their reputations and/or distract from human rights abuses

	Total	Fans	Official Sports Bettors
Strongly agree	18	16	16
Somewhat agree	31	35	38
Somewhat disagree	9	11	9
Strongly disagree	8	8	14
Don't know	34	29	22
Skipped	1	1	2
<i>Agree (net)</i>	48	52	54
<i>Disagree (net)</i>	17	18	22

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

	Total	Fans	Official Sports Bettors
Strongly agree	6	6	23
Somewhat agree	27	32	45
Somewhat disagree	19	22	8
Strongly disagree	21	20	11
Don't know	26	20	12
Skipped	1	1	-
<i>Agree (net)</i>	33	38	69
<i>Disagree (net)</i>	40	42	19

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

g. Sports betting lessens the integrity of the game

	Total	Fans	Official Sports Bettors
Strongly agree	14	14	4
Somewhat agree	23	25	21
Somewhat disagree	20	23	32
Strongly disagree	11	11	27
Don't know	32	27	16
Skipped	1	*	-
<i>Agree (net)</i>	<i>37</i>	<i>39</i>	<i>25</i>
<i>Disagree (net)</i>	<i>30</i>	<i>34</i>	<i>59</i>

h. Female athletes should be paid the same as male athletes in professional sports

	Total	Fans	Official Sports Bettors
Strongly agree	39	36	35
Somewhat agree	21	23	14
Somewhat disagree	13	16	11
Strongly disagree	11	11	29
Don't know	16	13	11
Skipped	1	*	-
<i>Agree (net)</i>	<i>60</i>	<i>59</i>	<i>49</i>
<i>Disagree (net)</i>	<i>24</i>	<i>27</i>	<i>40</i>

i. Colleges should offer resources and guidance to athletes navigating business ventures through NIL

	Total	Fans	Official Sports Bettors
Strongly agree	26	29	38
Somewhat agree	28	31	28
Somewhat disagree	7	7	10
Strongly disagree	5	4	3
Don't know	34	28	20
Skipped	1	1	-
<i>Agree (net)</i>	<i>54</i>	<i>60</i>	<i>67</i>
<i>Disagree (net)</i>	<i>12</i>	<i>12</i>	<i>13</i>

TOPLINE & METHODOLOGY

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**)	Fans (n=71**)	Official Sports Bettors (N=81**)
Strongly agree	11	11	11
Somewhat agree	8	9	8
Somewhat disagree	19	21	19
Strongly disagree	41	41	41
Don't know	19	15	19
Skipped	2	2	2
<i>Agree (net)</i>	<i>18</i>	<i>21</i>	<i>18</i>
<i>Disagree (net)</i>	<i>61</i>	<i>62</i>	<i>61</i>

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

- k. I would like to see more coverage of women's sports

	Total	Fans	Official Sports Bettors
Strongly agree	16	17	24
Somewhat agree	27	30	17
Somewhat disagree	16	19	25
Strongly disagree	10	10	19
Don't know	31	24	16
Skipped	1	*	-
<i>Agree (net)</i>	<i>42</i>	<i>47</i>	<i>41</i>
<i>Disagree (net)</i>	<i>26</i>	<i>28</i>	<i>43</i>

- l. I would like to see men and women compete against each other in sports

	Total	Fans	Official Sports Bettors
Strongly agree	6	6	10
Somewhat agree	16	17	23
Somewhat disagree	22	25	17
Strongly disagree	34	35	36
Don't know	22	17	14
Skipped	1	*	1
<i>Agree (net)</i>	<i>22</i>	<i>23</i>	<i>33</i>
<i>Disagree (net)</i>	<i>56</i>	<i>60</i>	<i>52</i>



TOPLINE & METHODOLOGY

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

m. I am a fan of a sports team because I grew up with my family being fans of that team

	Total	Fans	Official Sports Bettors
Strongly agree	14	19	21
Somewhat agree	26	34	38
Somewhat disagree	14	15	9
Strongly disagree	29	21	24
Don't know	16	11	7
Skipped	1	1	2
<i>Agree (net)</i>	<i>40</i>	<i>53</i>	<i>59</i>
<i>Disagree (net)</i>	<i>43</i>	<i>36</i>	<i>32</i>

n. I am a fan of individual players more than teams

	Total	Fans	Official Sports Bettors
Strongly agree	5	7	9
Somewhat agree	19	21	28
Somewhat disagree	32	40	29
Strongly disagree	20	18	24
Don't know	24	14	10
Skipped	1	*	-
<i>Agree (net)</i>	<i>24</i>	<i>28</i>	<i>37</i>
<i>Disagree (net)</i>	<i>51</i>	<i>58</i>	<i>53</i>

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	Fans	Official Sports Bettors
People should be able to gamble on sports and spend their money how they want	59	63	79
Sports betting is wrong because it promotes activities that can lead to addiction	37	35	19
Skipped	4	2	2

	Total	Fans	Official Sports Bettors
Players' medical privacy should always be protected, even if it results in less transparency on making sports bets	70	70	64
Sports bettors deserve more transparency from sports leagues about player injuries and health	26	27	36
Skipped	4	3	-



TOPLINE & METHODOLOGY

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. (Continued)

	Total	Fans	Official Sports Bettors
Professional sports leagues should prioritize player safety and wellbeing	87	88	84
Professional sports leagues should prioritize the entertainment of fans	10	11	16
Skipped	3	2	-

	Total	Fans	Official Sports Bettors
Live sports games should continue when medical emergencies occur, once the field is clear and the athlete has been taken care of	52	55	60
Live sports games should be canceled when medical emergencies occur	44	43	37
Skipped	4	2	3

	Total	Fans	Official Sports Bettors
Allowing college athletes to earn money off their name, image and likeness (NIL) has a positive impact on college athletics by ensuring players are fairly compensated	57	58	63
Allowing college athletes to earn money off their name, image and likeness (NIL) is bad for college athletics because it gives certain schools a competitive advantage	39	40	37
Skipped	4	2	-



TOPLINE & METHODOLOGY

11. In the past year, did you watch the following sporting events?

Total Yes Summary

	Total	Fans	Official Sports Bettors
Super Bowl LVI	52	69	82
2022 Beijing Winter Olympics	36	46	41
College Football playoffs	30	43	57
World Series	30	42	58
2022 World Cup	29	37	50
March Madness	25	35	50
NBA finals	20	28	49
The Masters tournament	14	19	26
Wimbledon	12	17	13
Stanley Cup Final	11	16	22

a. Super Bowl LVI

	Total	Fans	Official Sports Bettors
Yes, on live TV	43	59	71
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	6	8	16
Yes, via clips/highlights afterwards	5	7	10
Yes, in person	*	*	-
No, I did not watch	48	31	18
Skipped	1	*	-
Yes (net)	52	69	82

b. College Football Playoffs

	Total	Fans	Official Sports Bettors
Yes, on live TV	22	31	41
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	6	8	14
Yes, via clips/highlights afterwards	6	8	12
Yes, in person	1	1	-
No, I did not watch	69	57	43
Skipped	1	*	-
Yes (net)	30	43	57



TOPLINE & METHODOLOGY

11. In the past year, did you watch the following sporting events? (Continued)

c. 2022 World Cup

	Total	Fans	Official Sports Bettors
Yes, on live TV	20	27	31
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	6	8	12
Yes, via clips/highlights afterwards	9	12	18
Yes, in person	*	*	-
No, I did not watch	70	62	50
Skipped	1	*	-
Yes (net)	29	37	50

d. 2022 Beijing Winter Olympics

	Total	Fans	Official Sports Bettors
Yes, on live TV	24	31	27
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	7	9	7
Yes, via clips/highlights afterwards	13	16	13
Yes, in person	*	*	-
No, I did not watch	63	54	59
Skipped	1	*	-
Yes (net)	36	46	41

e. NBA Finals

	Total	Fans	Official Sports Bettors
Yes, on live TV	14	19	38
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	4	5	15
Yes, via clips/highlights afterwards	6	8	11
Yes, in person	*	*	-
No, I did not watch	79	71	51
Skipped	1	*	-
Yes (net)	20	28	49



TOPLINE & METHODOLOGY

11. In the past year, did you watch the following sporting events? (Continued)

f. March Madness

	Total	Fans	Official Sports Bettors
Yes, on live TV	17	25	34
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	5	7	13
Yes, via clips/highlights afterwards	7	10	16
Yes, in person	*	*	-
No, I did not watch	75	65	50
Skipped	1	*	-
Yes (net)	25	35	50

g. World Series

	Total	Fans	Official Sports Bettors
Yes, on live TV	21	30	45
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	4	6	10
Yes, via clips/highlights afterwards	7	10	13
Yes, in person	*	*	-
No, I did not watch	69	58	42
Skipped	1	1	-
Yes (net)	30	42	58

h. Stanley Cup Final

	Total	Fans	Official Sports Bettors
Yes, on live TV	7	10	12
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	2	2	2
Yes, via clips/highlights afterwards	4	6	9
Yes, in person	1	*	2
No, I did not watch	88	84	78
Skipped	1	*	-
Yes (net)	11	16	22



TOPLINE & METHODOLOGY

11. In the past year, did you watch the following sporting events? (Continued)

i. The Masters Tournament

	Total	Fans	Official Sports Bettors
Yes, on live TV	10	13	16
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	1	1	2
Yes, via clips/highlights afterwards	4	5	10
Yes, in person	*	*	2
No, I did not watch	85	81	73
Skipped	1	*	2
Yes (net)	14	19	26

j. Wimbledon

	Total	Fans	Official Sports Bettors
Yes, on live TV	8	11	8
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	2	2	-
Yes, via clips/highlights afterwards	4	6	5
Yes, in person	-	-	-
No, I did not watch	87	82	85
Skipped	1	1	2
Yes (net)	12	17	13

12. In the past year, did you watch an entire game/match for the following sports/leagues?

Yes Summary

	Total	Fans	Official Sports Bettors
National Football League (NFL)	45	62	69
NCAA Football (College Football)	30	42	48
Major League Baseball (MLB)	27	38	47
NCAA Basketball (College Basketball)	20	28	35
National Basketball Association (NBA)	18	25	33
Soccer (i.e., MLS, EPL, Bundesliga, etc.)	15	21	37
National Hockey League (NHL)	12	16	16
Horse racing	11	14	28
Tennis	9	13	11
Boxing	9	12	32
Motor Racing/F1/NASCAR	9	12	14
UFC/MMA	8	11	19
Golf (i.e., PGA Tour, LIV Golf Tour)	7	10	14
United States Football League (USFL)	5	7	14
Canadian Football League (CFL)	2	2	6



TOPLINE & METHODOLOGY

12. In the past year, did you watch an entire game/match for the following sports/leagues?
(Continued)

a. National Football League (NFL)

	Total	Fans	Official Sports Bettors
Yes	45	62	69
No	54	37	30
Skipped	1	*	2

b. National Basketball Association (NBA)

	Total	Fans	Official Sports Bettors
Yes	18	25	33
No	81	74	67
Skipped	1	*	-

c. Major League Baseball (MLB)

	Total	Fans	Official Sports Bettors
Yes	27	38	47
No	72	62	53
Skipped	1	*	-

d. National Hockey League (NHL)

	Total	Fans	Official Sports Bettors
Yes	12	16	16
No	87	83	83
Skipped	1	*	2

e. NCAA Football (College Football)

	Total	Fans	Official Sports Bettors
Yes	30	42	48
No	69	58	52
Skipped	1	*	-

f. NCAA Basketball (College Basketball)

	Total	Fans	Official Sports Bettors
Yes	20	28	35
No	79	71	63
Skipped	1	*	2



TOPLINE & METHODOLOGY

12. In the past year, did you watch an entire game/match for the following sports/leagues?
(Continued)

g. United States Football League (USFL)

	Total	Fans	Official Sports Bettors
Yes	5	7	14
No	94	92	84
Skipped	1	1	2

h. Canadian Football League (CFL)

	Total	Fans	Official Sports Bettors
Yes	2	2	6
No	98	98	94
Skipped	1	*	-

i. Tennis

	Total	Fans	Official Sports Bettors
Yes	9	13	11
No	90	87	88
Skipped	1	1	1

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

	Total	Fans	Official Sports Bettors
Yes	7	10	14
No	92	89	86
Skipped	1	1	-

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

	Total	Fans	Official Sports Bettors
Yes	15	21	37
No	84	79	63
Skipped	1	1	-

l. UFC/MMA

	Total	Fans	Official Sports Bettors
Yes	8	11	19
No	91	89	81
Skipped	1	1	-



TOPLINE & METHODOLOGY

12. In the past year, did you watch an entire game/match for the following sports/leagues?
(Continued)

m. Boxing

	Total	Fans	Official Sports Bettors
Yes	9	12	32
No	90	88	68
Skipped	1	*	-

n. Motor Racing/F1/NASCAR

	Total	Fans	Official Sports Bettors
Yes	9	12	14
No	91	88	86
Skipped	*	*	-

o. Horse racing

	Total	Fans	Official Sports Bettors
Yes	11	14	28
No	89	86	72
Skipped	*	*	-



TOPLINE & METHODOLOGY

13. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How often did you watch an entire game/match last year?

Total At Least Multiple Times Per Month Summary

	Total	Fans	Official Sports Bettors
National Football League (NFL)	60 (N=486)	63 (N=461)	70 (N=60**)
NCAA Football (College Football)	57 (N=339)	58 (N=327)	64 (N=44**)
Motor racing/F1/NASCAR	47 (N=97**)	49 (N=91**)	NA (N=13***)
Major League Baseball (MLB)	42 (N=300)	43 (N=285)	53 (N=40**)
NCAA Basketball (College Basketball)	42 (N=233)	44 (N=223)	62 (N=35**)
Golf (i.e., PGA Tour, LIV Golf Tour)	41 (N=83**)	43 (N=79**)	NA (N=13***)
National Basketball Association (NBA)	40 (N=189)	41 (N=181)	NA (N=27***)
National Hockey League (NHL)	39 (N=131)	39 (N=126)	NA (N=15***)
United States Football League (USFL)	31 (N=52**)	31 (N=48**)	NA (N=11***)
Soccer (i.e., MLS, EPL, Bundesliga, etc.)	28 (N=162)	28 (N=151)	18 (N=30**)
Boxing	21 (N=86**)	21 (N=76**)	NA (N=22***)
Tennis	17 (N=99**)	16 (N=93**)	NA (N=10***)
UFC/MMA	14 (N=80**)	16 (N=71**)	NA (N=13***)
Horse racing	11 (N=121)	10 (N=108)	NA (N=23***)
Canadian Football League (CFL)	NA (N=17***)	NA (N=14***)	NA (N=4***)

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

***Base size too low (N<30) to report data

TOPLINE & METHODOLOGY

13. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How often did you watch an entire game/match last year? (Continued)

a. National Football League (NFL)

	Total (N=486)	Fans (N=461)	Official Sports Bettors (N=60**)
Just once	9	7	10
A few times	25	24	19
Once a month	5	5	1
2-3 times a month	15	15	16
Weekly	33	35	38
Multiple times per week or more	12	12	16
Skipped	*	*	-
<i>At most once per month (net)</i>	39	36	30
<i>At least multiple times per month (net)</i>	60	63	70

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

b. National Basketball Association (NBA)

	Total (N=189)	Fans (N=181)	Official Sports Bettors (N=27***)
Just once	14	12	NA
A few times	39	40	NA
Once a month	6	6	NA
2-3 times a month	15	14	NA
Weekly	12	12	NA
Multiple times per week or more	14	14	NA
Skipped	1	1	NA
<i>At most once per month (net)</i>	59	58	NA
<i>At least multiple times per month (net)</i>	40	41	NA

***Base size too low (N<30) to report data

c. Major League Baseball (MLB)

	Total (N=300)	Fans (N=285)	Official Sports Bettors (N=40**)
Just once	11	9	8
A few times	37	37	34
Once a month	9	9	5
2-3 times a month	12	12	11
Weekly	10	11	23
Multiple times per week or more	20	21	18
Skipped	1	1	-
<i>At most once per month (net)</i>	57	55	47
<i>At least multiple times per month (net)</i>	42	43	53

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

TOPLINE & METHODOLOGY

13. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How often did you watch an entire game/match last year? (Continued)

d. National Hockey League (NHL)

	Total (N=131)	Fans (N=126)	Official Sports Bettors (N=15***)
Just once	15	13	NA
A few times	38	38	NA
Once a month	9	10	NA
2-3 times a month	21	21	NA
Weekly	8	8	NA
Multiple times per week or more	10	10	NA
Skipped	-	-	NA
<i>At most once per month (net)</i>	<i>61</i>	<i>61</i>	<i>NA</i>
<i>At least multiple times per month (net)</i>	<i>39</i>	<i>39</i>	<i>NA</i>

***Base size too low (N<30) to report data

e. NCAA Football (College Football)

	Total (N=339)	Fans (N=327)	Official Sports Bettors (N=44**)
Just once	10	9	9
A few times	27	27	12
Once a month	5	5	8
2-3 times a month	19	19	24
Weekly	27	28	26
Multiple times per week or more	10	11	14
Skipped	1	1	5
<i>At most once per month (net)</i>	<i>42</i>	<i>41</i>	<i>30</i>
<i>At least multiple times per month (net)</i>	<i>57</i>	<i>58</i>	<i>64</i>

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

f. NCAA Basketball (College Basketball)

	Total (N=233)	Fans (N=223)	Official Sports Bettors (N=35**)
Just once	8	6	-
A few times	42	43	33
Once a month	7	6	5
2-3 times a month	16	16	25
Weekly	13	14	20
Multiple times per week or more	14	14	17
Skipped	-	-	-
<i>At most once per month (net)</i>	<i>58</i>	<i>56</i>	<i>38</i>
<i>At least multiple times per month (net)</i>	<i>42</i>	<i>44</i>	<i>62</i>

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

TOPLINE & METHODOLOGY

13. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How often did you watch an entire game/match last year? (Continued)

g. United States Football League (USFL)

	Total (N=52 ^{**})	Fans (N=48 ^{**})	Official Sports Bettors (N=11 ^{***})
Just once	22	22	NA
A few times	34	34	NA
Once a month	13	13	NA
2-3 times a month	9	10	NA
Weekly	16	13	NA
Multiple times per week or more	6	7	NA
Skipped	-	-	NA
<i>At most once per month (net)</i>	<i>69</i>	<i>69</i>	<i>NA</i>
<i>At least multiple times per month (net)</i>	<i>31</i>	<i>31</i>	<i>NA</i>

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

^{***}Base size too low (N<30) to report data

h. Canadian Football League (CFL)

	Total (N=17 ^{***})	Fans (N=14 ^{***})	Official Sports Bettors (N=4 ^{***})
Just once	NA	NA	NA
A few times	NA	NA	NA
Once a month	NA	NA	NA
2-3 times a month	NA	NA	NA
Weekly	NA	NA	NA
Multiple times per week or more	NA	NA	NA
Skipped	NA	NA	NA
<i>At most once per month (net)</i>	<i>NA</i>	<i>NA</i>	<i>NA</i>
<i>At least multiple times per month (net)</i>	<i>NA</i>	<i>NA</i>	<i>NA</i>

^{***}Base size too low (N<30) to report data

TOPLINE & METHODOLOGY

13. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How often did you watch an entire game/match last year? (Continued)

i. Tennis

	Total (N=99**)	Fans (N=93**)	Official Sports Bettors (N=10***)
Just once	15	13	NA
A few times	60	63	NA
Once a month	6	5	NA
2-3 times a month	8	6	NA
Weekly	2	2	NA
Multiple times per week or more	8	8	NA
Skipped	2	2	NA
<i>At most once per month (net)</i>	<i>81</i>	<i>82</i>	<i>NA</i>
<i>At least multiple times per month (net)</i>	<i>17</i>	<i>16</i>	<i>NA</i>

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

***Base size too low (N<30) to report data

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

	Total (N=83**)	Fans (N=79**)	Official Sports Bettors (N=13***)
Just once	12	10	NA
A few times	39	41	NA
Once a month	9	7	NA
2-3 times a month	23	24	NA
Weekly	14	14	NA
Multiple times per week or more	4	4	NA
Skipped	-	-	NA
<i>At most once per month (net)</i>	<i>59</i>	<i>57</i>	<i>NA</i>
<i>At least multiple times per month (net)</i>	<i>41</i>	<i>43</i>	<i>NA</i>

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

***Base size too low (N<30) to report data

TOPLINE & METHODOLOGY

13. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How often did you watch an entire game/match last year? (Continued)

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

	Total (N=162)	Fans (N=151)	Official Sports Bettors (N=30**)
Just once	17	15	27
A few times	45	46	40
Once a month	10	10	15
2-3 times a month	11	10	5
Weekly	8	9	9
Multiple times per week or more	8	9	5
Skipped	1	1	-
<i>At most once per month (net)</i>	<i>71</i>	<i>70</i>	<i>82</i>
<i>At least multiple times per month (net)</i>	<i>28</i>	<i>28</i>	<i>18</i>

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

l. UFC/MMA

	Total (N=80**)	Fans (N=71**)	Official Sports Bettors (N=13***)
Just once	14	11	NA
A few times	53	56	NA
Once a month	19	18	NA
2-3 times a month	13	15	NA
Weekly	-	-	NA
Multiple times per week or more	1	1	NA
Skipped	-	-	NA
<i>At most once per month (net)</i>	<i>86</i>	<i>84</i>	<i>NA</i>
<i>At least multiple times per month (net)</i>	<i>14</i>	<i>16</i>	<i>NA</i>

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

***Base size too low (N<30) to report data

TOPLINE & METHODOLOGY

13. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How often did you watch an entire game/match last year? (Continued)

m. Boxing

	Total (N=86**)	Fans (N=76**)	Official Sports Bettors (N=22***)
Just once	16	14	NA
A few times	54	55	NA
Once a month	8	9	NA
2-3 times a month	14	15	NA
Weekly	6	5	NA
Multiple times per week or more	1	1	NA
Skipped	1	1	NA
<i>At most once per month (net)</i>	<i>78</i>	<i>78</i>	<i>NA</i>
<i>At least multiple times per month (net)</i>	<i>21</i>	<i>21</i>	<i>NA</i>

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

***Base size too low (N<30) to report data

n. Motor Racing/F1/NASCAR

	Total (N=97**)	Fans (N=91**)	Official Sports Bettors (N=13***)
Just once	10	11	NA
A few times	33	30	NA
Once a month	10	10	NA
2-3 times a month	15	17	NA
Weekly	28	29	NA
Multiple times per week or more	4	3	NA
Skipped	-	-	NA
<i>At most once per month (net)</i>	<i>53</i>	<i>51</i>	<i>NA</i>
<i>At least multiple times per month (net)</i>	<i>47</i>	<i>49</i>	<i>NA</i>

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

***Base size too low (N<30) to report data

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13. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How often did you watch an entire game/match last year? (Continued)

o. Horse racing

	Total (N=121)	Fans (N=108)	Official Sports Bettors (N=23***)
Just once	35	33	NA
A few times	48	51	NA
Once a month	6	6	NA
2-3 times a month	6	5	NA
Weekly	3	2	NA
Multiple times per week or more	2	3	NA
Skipped	-	-	NA
<i>At most once per month (net)</i>	<i>89</i>	<i>90</i>	<i>NA</i>
<i>At least multiple times per month (net)</i>	<i>11</i>	<i>10</i>	<i>NA</i>

***Base size too low (N<30) to report data

14. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How did you watch an entire game for each sport/league last year?

a. National Football League (NFL)

	Total (N=486)	Fans (N=461)	Official Sports Bettors (N=60**)
Live TV	84	84	83
Recorded TV (e.g., DVR, VCR)	6	6	9
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	20	21	25
In person	5	5	4
Other	*	-	3
Skipped	*	*	-

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

b. National Basketball Association (NBA)

	Total (N=189)	Fans (N=181)	Official Sports Bettors (N=27***)
Live TV	75	76	NA
Recorded TV (e.g., DVR, VCR)	7	7	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	23	23	NA
In person	11	10	NA
Other	-	-	NA
Skipped	1	1	NA

***Base size too low (N<30) to report data



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14. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How did you watch an entire game for each sport/league last year? (Continued)

c. Major League Baseball (MLB)

	Total (N=300)	Fans (N=285)	Official Sports Bettors (N=40**)
Live TV	77	78	73
Recorded TV (e.g., DVR, VCR)	5	5	-
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	19	20	26
In person	19	19	19
Other	1	1	-
Skipped	1	1	3

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

d. National Hockey League (NHL)

	Total (N=131)	Fans (N=126)	Official Sports Bettors (N=15***)
Live TV	73	75	NA
Recorded TV (e.g., DVR, VCR)	8	8	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	26	24	NA
In person	20	21	NA
Other	-	-	NA
Skipped	-	-	NA

***Base size too low (N<30) to report data

e. NCAA Football (College Football)

	Total (N=339)	Fans (N=327)	Official Sports Bettors (N=44**)
Live TV	79	79	74
Recorded TV (e.g., DVR, VCR)	9	8	6
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	24	25	33
In person	11	12	11
Other	1	1	-
Skipped	*	*	-

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



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14. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How did you watch an entire game for each sport/league last year?

f. NCAA Basketball (College Basketball)

	Total (N=233)	Fans (N=223)	Official Sports Bettors (N=35**)
Live TV	75	77	85
Recorded TV (e.g., DVR, VCR)	7	6	3
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	25	26	28
In person	9	8	5
Other	1	1	-
Skipped	-	-	-

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

g. United States Football League (USFL)

	Total (N=52**)	Fans (N=48**)	Official Sports Bettors (N=11***)
Live TV	71	73	NA
Recorded TV (e.g., DVR, VCR)	6	5	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	21	23	NA
In person	5	2	NA
Other	2	3	NA
Skipped	-	-	NA

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

***Base size too low (N<30) to report data

h. Canadian Football League (CFL)

	Total (N=17***)	Fans (N=14***)	Official Sports Bettors (N=4***)
Live TV	NA	NA	NA
Recorded TV (e.g., DVR, VCR)	NA	NA	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	NA	NA	NA
In person	NA	NA	NA
Other	NA	NA	NA
Skipped	NA	NA	NA

***Base size too low (N<30) to report data



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14. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How did you watch an entire game for each sport/league last year?

i. Tennis

	Total (N=99**)	Fans (N=93**)	Official Sports Bettors (N=10***)
Live TV	83	84	NA
Recorded TV (e.g., DVR, VCR)	4	2	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	17	17	NA
In person	2	3	NA
Other	1	1	NA
Skipped	1	1	NA

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

***Base size too low (N<30) to report data

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

	Total (N=83**)	Fans (N=79**)	Official Sports Bettors (N=13***)
Live TV	83	86	NA
Recorded TV (e.g., DVR, VCR)	8	6	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	13	13	NA
In person	3	3	NA
Other	2	2	NA
Skipped	1	1	NA

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

***Base size too low (N<30) to report data

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

	Total (N=162)	Fans (N=151)	Official Sports Bettors (N=30**)
Live TV	80	80	70
Recorded TV (e.g., DVR, VCR)	8	9	-
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	27	29	32
In person	10	10	3
Other	-	-	-
Skipped	-	-	-

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



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14. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How did you watch an entire game for each sport/league last year?

I. UFC/MMA

	Total (N=80 ^{**})	Fans (N=71 ^{**})	Official Sports Bettors (N=13 ^{***})
Live TV	48	49	NA
Recorded TV (e.g., DVR, VCR)	11	11	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	57	58	NA
In person	1	1	NA
Other	-	-	NA
Skipped	-	-	NA

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

^{***}Base size too low (N<30) to report data

m. Boxing

	Total (N=86 ^{**})	Fans (N=76 ^{**})	Official Sports Bettors (N=22 ^{***})
Live TV	69	72	NA
Recorded TV (e.g., DVR, VCR)	3	3	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	33	33	NA
In person	1	-	NA
Other	2	1	NA
Skipped	2	2	NA

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

^{***}Base size too low (N<30) to report data

n. Motor Racing/F1/NASCAR

	Total (N=97 ^{**})	Fans (N=91 ^{**})	Official Sports Bettors (N=13 ^{***})
Live TV	75	78	NA
Recorded TV (e.g., DVR, VCR)	11	12	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	24	23	NA
In person	5	6	NA
Other	-	-	NA
Skipped	2	2	NA

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

^{***}Base size too low (N<30) to report data





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14. [Asked if watched an entire game/match in the past year] You previously indicated that you watched an entire game/match for the following sports/leagues in the past year. How did you watch an entire game for each sport/league last year?

o. Horse racing

	Total (N=121)	Fans (N=108)	Official Sports Bettors (N=23 ^{***})
Live TV	80	86	NA
Recorded TV (e.g., DVR, VCR)	7	5	NA
Streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	12	13	NA
In person	8	4	NA
Other	-	-	NA
Skipped	1	-	NA

^{***}Base size too low (N<30) to report data



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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 719 sports fans and 81 official sports bettors. Due to the low base size (N<100) for official sports bettors, 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 sports fans, the margin of sampling error is plus or minus 3.9 percentage points at the 95% confidence level, and the design effect was 1.12. 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

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

