

## TIG'S SURVEY ANSWERS KEY SPORTS BETTING QUESTIONS

As the gaming industry continues to look for new and innovative opportunities to grow revenues and customer engagement, potential legalized sports wagering in the United States has generated the most buzz. After a season of cautious optimism that these floodgates would open, The Innovation Group is excited by [the SCOTUS' decision to strike down PASPA, a federal anti sports gambling law](#), thus offering states the green light to allow sports betting.

On the heels of releasing our [Sports Betting Playbook](#), The Innovation Group produced a targeted, consumer-focused survey on sports betting which we previewed at ICE 2018. Data from this survey informed operators, state governments, tribes, and lotteries on how consumers may respond to the myriad of sports betting options that could follow the resolution of Murphy v. NCAA.

Here are some of our findings:

- **41% of adults responded that they would make at least one wager per year** ...in a legalized/regulated environment. State averages ranged from 36% - 45%, and we polled in 7 of the 40 states most likely to introduce sports wagering legislation.
- **Nearly half of potential sports bettors are female.** Average incomes were around \$70k, and average age was 40-45. This is a younger and more male demographic than casinos at large, but it also suggests an upside in developing an experience that appeals to a female audience.
- **Databases present a huge advantage.** 90% of potential sports bettors visit casinos at a combined rate of 12 visits per year. So, casinos with large databases already know their target audience and have mechanisms in place to communicate with potential customers.
- **Sports wagering enhances the experience of watching sports.** 65% of those who would wager on sports would want the ability to do so *at the stadium*, suggesting that those who wager on sports do so because it increases their enjoyment of watching the event.
- **Once every two weeks**, the estimated median number of annual sports wagers placed is 30 – more than one bet every two weeks.

The Innovation Group has already used its survey results to develop detailed segment-level insights and market sizing for several U.S. markets. We can work with you to provide feasibility and sizing for your market, financial forecasts, economic impact analysis, legislative support, and strategic planning. Contact us today to find out how The Innovation Group's services can help you better prepare for legalized sports betting in your jurisdiction.

Please contact us for more information:

**Michael Soll**  
President  
The Innovation Group  
[msoll@theinnovationgroup.com](mailto:msoll@theinnovationgroup.com)

**Brian Wyman**  
Principal  
Innovation Analytics  
[bwyman@theinnovationgroup.com](mailto:bwyman@theinnovationgroup.com)

**Christopher Irwin**  
Director, Native American & Interactive  
Services  
The Innovation Group  
[cirwin@theinnovationgroup.com](mailto:cirwin@theinnovationgroup.com)