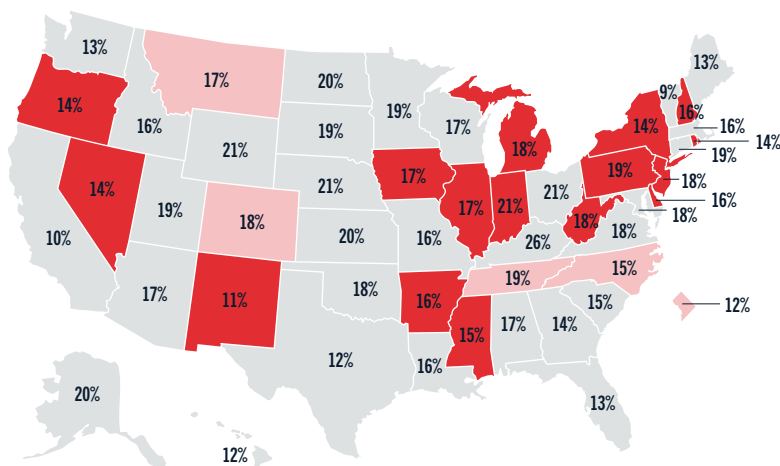


39 MILLION AMERICANS PLAN TO WAGER ON MARCH MADNESS THIS YEAR

Betting by State

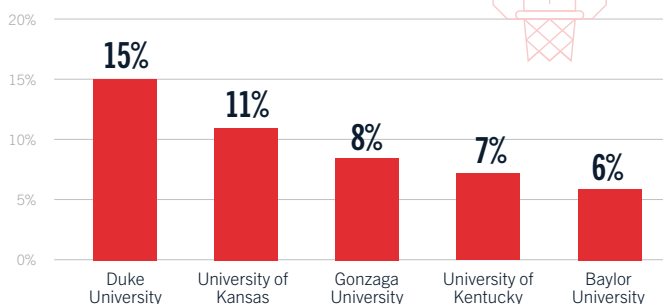
% of Residents Who Plan to Make a Bracket or Place a Bet on March Madness

■ Legalized Sports Betting
 ■ Sports Betting Legalized, but Not Yet Active



Who do Bettors Favor to Win the NCAA Tournament?

The Top 5



METHODOLOGY: This poll was conducted between February 25-March 1, 2020 among a national sample of 11,001 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 1 percentage points.

15% of Americans

Plan to Bet on March Madness



38%
Will Place a Bet Online



22%
Will Place a Bet In-Person at a Sportsbook



14%
Will use a Bookie

“ March Madness offers some of the most exciting days in sports for both fans and bettors. As Americans look to wager on this year’s tournament, it’s essential that they have the tools and information they need to bet responsibly and through legal channels. The gaming industry is committed to working with sports leagues and teams to encourage fans to Have A Game Plan™ when they wager. ”



BILL MILLER
AGA President and CEO

HAVE A GAME PLAN™

Bet responsibly.

HaveAGamePlan.org

