

American Gaming Association's Top Research on Sports Betting

It's been one year since the repeal of the Professional and Amateur Sports Protection Act (PASPA), the failed federal ban on sports betting. At the American Gaming Association (AGA), we've made it a priority to understand how the expansion of legal markets affects consumers, operators, governments, leagues and other stakeholders.



OUR RESEARCH FROM THE PAST YEAR SHOWS:

An **overwhelming majority** of Americans are supportive of legal sports betting and states' ability to self-regulate legal markets

- ◆ 63% of Americans support the repeal of PASPA
- ◆ Nearly 8 in 10 Americans support legalizing sports betting in their state
- ◆ 2-in-3 people think sports betting is best regulated by states and sovereign tribal governments

Sports bettors are a valuable, **diverse** audience who are hungry for legal options

- ◆ Core sports bettors skew younger, more affluent, more ethnically diverse and better educated than the general population
- ◆ 71% of Americans who currently bet with a bookie say they would shift some or all of their betting activity to a regulated market if they had access to a legal platform

Sports betting doesn't require integrity fees or data monopolies for leagues to profit, and consumers don't believe these policies are necessary to protect game integrity

- ◆ The four major sports leagues stand to earn a collective **\$4.2 billion** from widely available legal markets through increased fan engagement
- ◆ Fewer than **1-in-4** Americans are in favor of integrity fees paid to leagues

Americans love to bet on sports

- ◆ 47 million American adults said they would wager \$8.5 billion during **March Madness** through brackets and placing bets, according to our estimates
- ◆ 22.7 million Americans said they would bet \$6 billion on **Super Bowl LIII**
- ◆ Our research showed sports betting, if available online and reasonably taxed, could have an economic impact of **\$41.2 billion** annually

American sports betting is widespread but more awareness of new legal markets is necessary

- ◆ 39% of U.S. adults, about 100 million people, are current or potential sports bettors
- ◆ In states where casino sports betting is legal, only 56% are aware that it is

Consumers are **betting responsibly** and view gambling as a mainstream form of entertainment

- ◆ 9 in 10 casual bettors set a budget before they visit a casino
- ◆ 88% of American adults view gambling as an acceptable form of entertainment

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