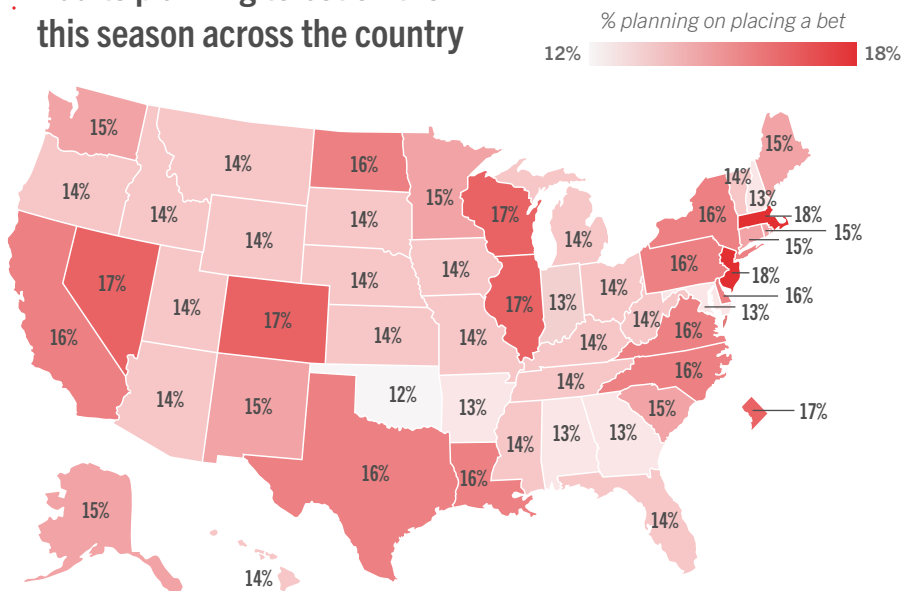
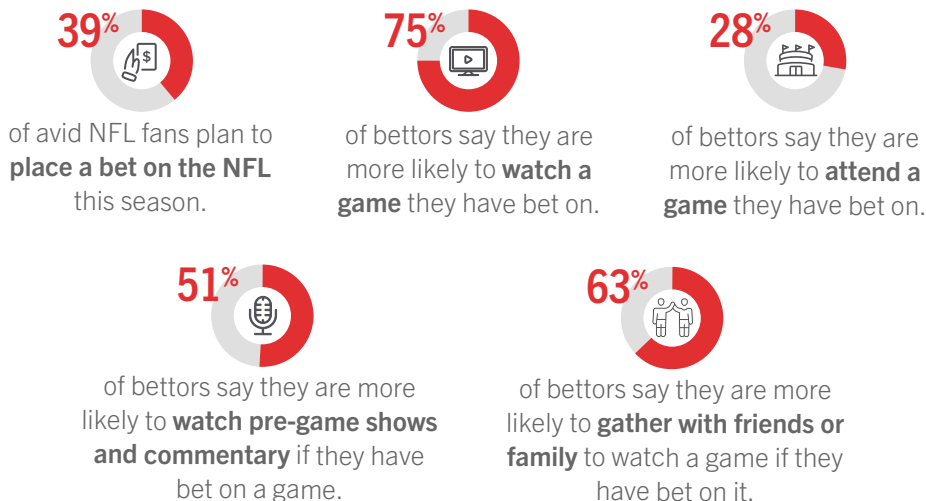


AMERICANS EMBRACE SPORTS BETTING FOR NFL'S CENTENNIAL SEASON

Adults planning to bet on the NFL this season across the country



Betting Increases NFL Engagement



METHODOLOGY: Morning Consult conducted this poll online between August 7-12, 2019 among a national sample of 11,001 American adults. 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 +/- 1%.

38 MILLION

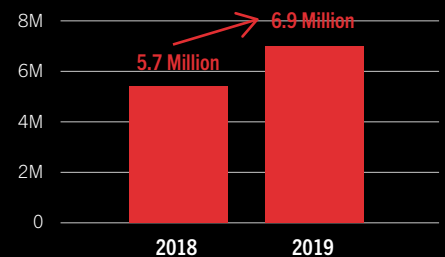
American adults say they will bet this NFL season.

Growth in Legal Betting



1 in 4 [24%]

Americans say they would be likely to bet on the NFL if it was legal and convenient in their state.



1.2 MILLION

more Americans will place their bet legally this year than last year (6.9 million v. 5.7 million).

“During this centennial NFL season, more Americans than ever before can wager on football in safe, well-regulated environments. Sports betting clearly impacts fans’ enthusiasm for engaging with the NFL. As the legal market grows, it is imperative for gaming and adjacent industries to focus on implementing and promoting legal sports betting responsibly to protect consumers and ensure the viability of legal markets to the continued detriment of illegal operators.”



BILL MILLER
AGA's president and
chief executive officer