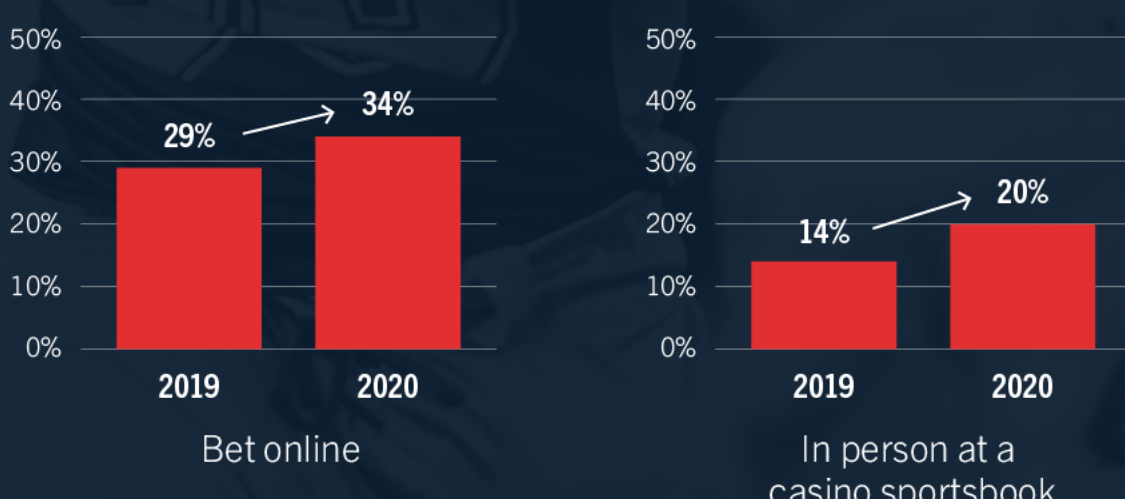


BETTING ON THE 2020 NFL SEASON

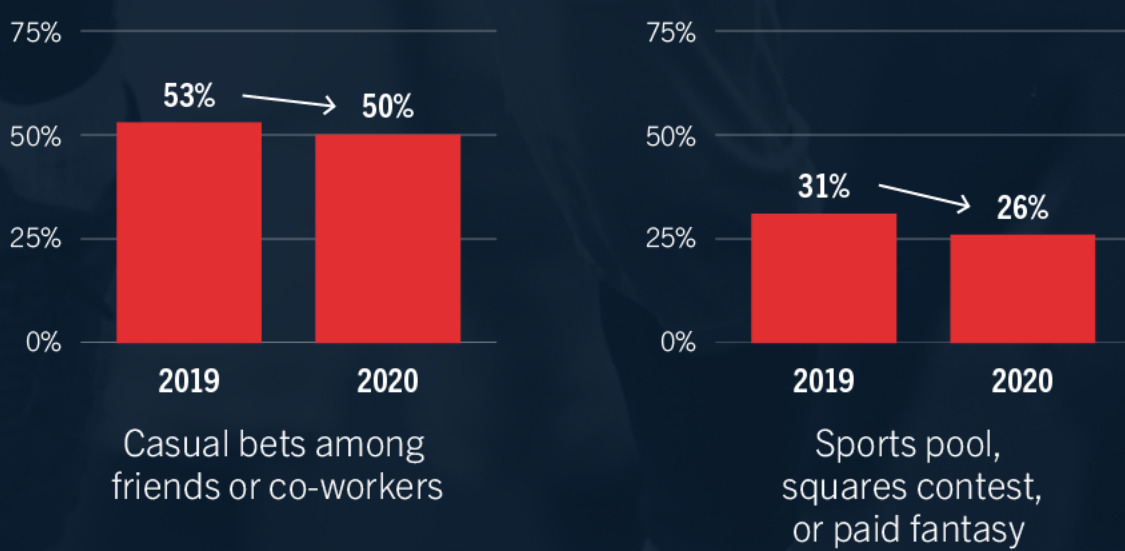
33 MILLION

American adults plan to bet on the NFL this year.

More bettors plan to use online and physical sportsbooks to place their NFL bets this year.



However, casual betting and participation in sports pool, squares, or paid fantasy contests are expected to decline this year.



Betting drives interest in the NFL in a year where many say they are less excited about the upcoming season.

Although **42%** of Americans overall say they are less excited about the upcoming NFL season, bettors are more likely than others to say they are more excited about the 2020 season.

% more excited about this NFL season than previous seasons



Expected Bettors



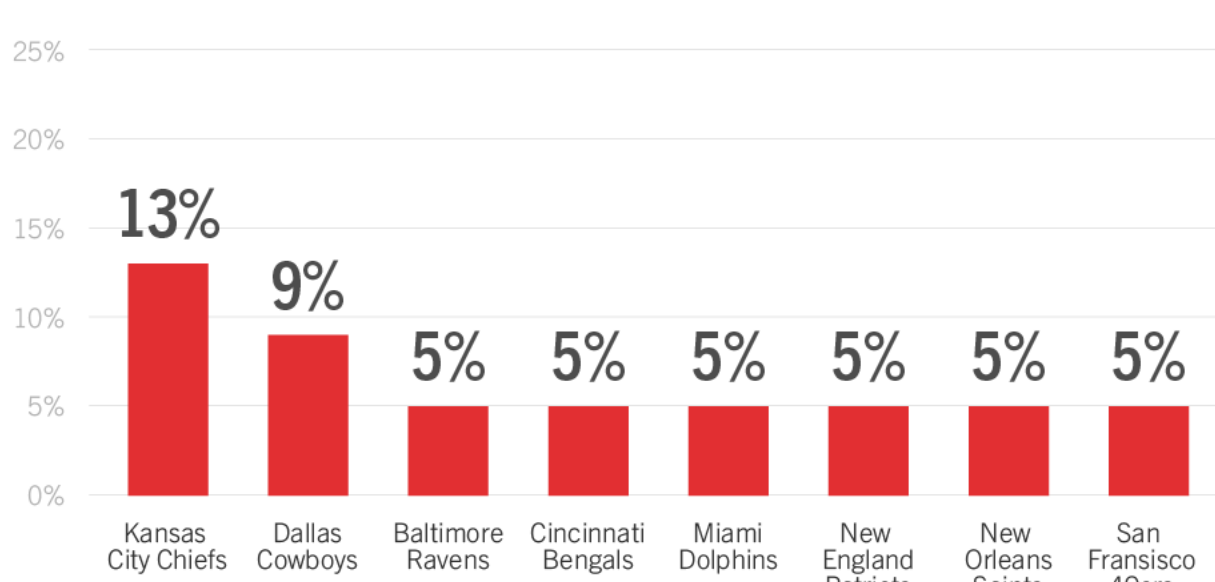
NFL Fans



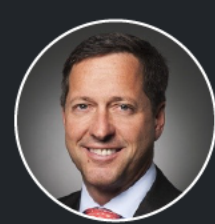
U.S. Adults

The Kansas City Chiefs are favored to win the Super Bowl by 13% of expected bettors.

If they had \$50 to bet on the Super Bowl champion, bettors are most likely to bet on:



“ The NFL traditionally drives a significant amount of action from sports bettors, and this year appears to be no different. While we’ve known for a long time that bettors are more engaged fans—particularly when it comes to football—continuing to drive them to the legal market is essential for protecting consumers and the integrity of the games they wager on. ”



BILL MILLER
AGA's president and chief executive officer

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HaveAGamePlan.org