



BY THE SUPER BOWL LVII NUMBERS

50.4 MILLION AMERICAN ADULTS

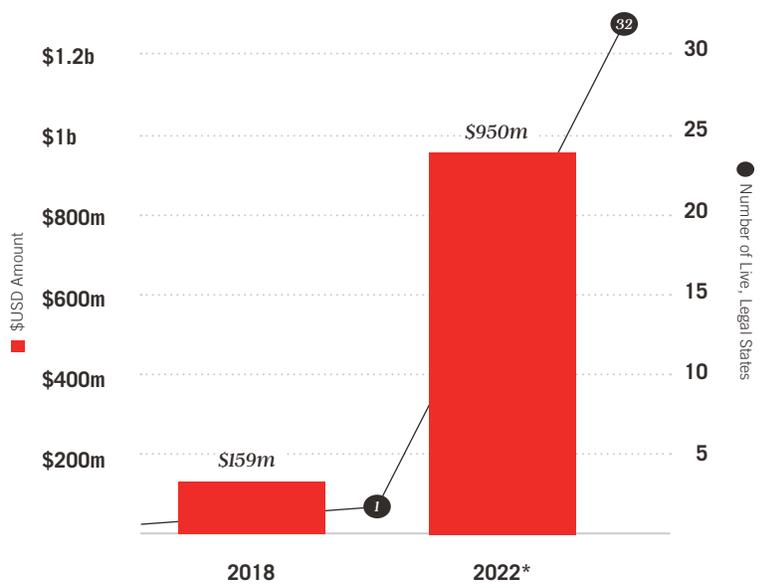
plan to bet **\$16B** on Super Bowl LVII.

44% will bet on the Philadelphia Eagles

44% will bet on the Kansas City Chiefs

28% OF SUPER BOWL VIEWERS PLAN TO WAGER

Super Bowl Legal Handle Growth



*AGA estimate based on state reporting of commercial sports book Super Bowl betting by state regulatory agencies.

38% will bet online

34% will bet casually among friends

26% will participate in a pool/square contest

18% will bet in person at a sportsbook

13% will bet with a bookie

Methodology

Morning Consult conducted the online survey on behalf of the AGA between Jan.31 – Feb. 1, 2023, among a national sample of 2,199 adults. The data were weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment and region. The margin of error is +/-2 percent and greater among subgroups. Bettors include those who expect to place a bet online, with a bookie, with a casino sportsbook, in a pool or squares contest, or casually with family or friends.

