

KS&R

Rise of the **Digital Gamblers**

Insights into the U.S. Online Sports
Betting Landscape



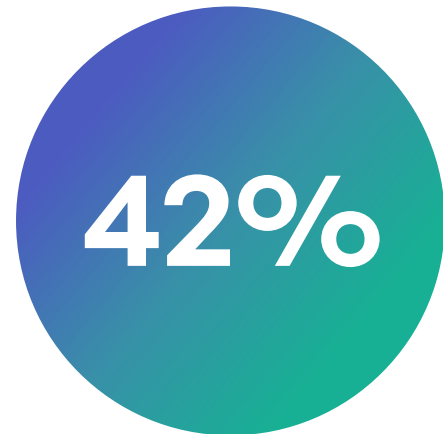
With the online sports betting sector booming in the U.S., KS&R's Entertainment Landscape tracker delves deep to uncover the demographics, preferences, and behaviors defining this burgeoning market. From generational preferences to popular platforms, our findings reveal the pulse of the online betting scene.

GenXers are also in the mix, making up 28% of the online sports betting community. Of these online bettors, 44% are occasional players (engaging at least once a month), while 38% are regulars, placing bets at least weekly.

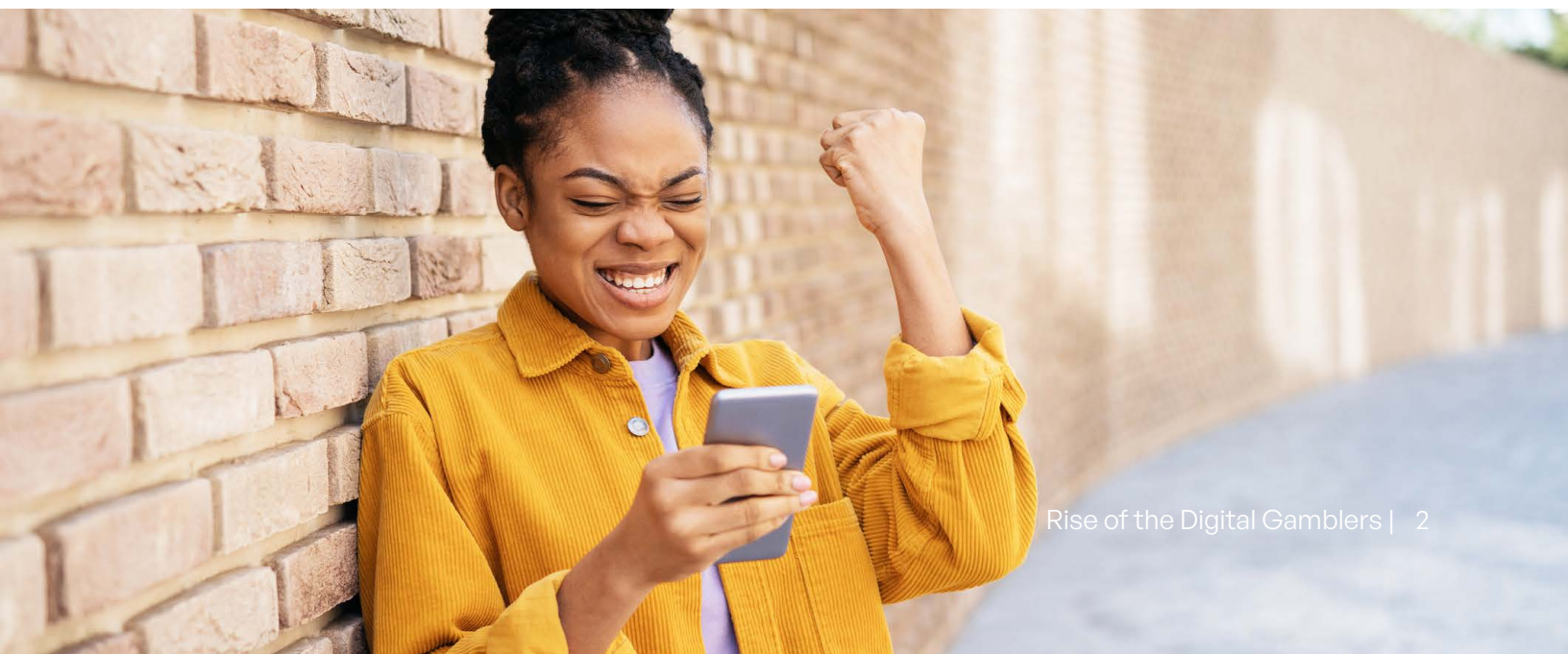
Bettor's Profile

Demographics of the Modern Bettor

Online sports betting predominantly attracts male participants, with a whopping 75% of the digital betting demographic being male. Breaking it down by age, Millennials are the driving force behind this trend, accounting for 42% of online sports bettors.



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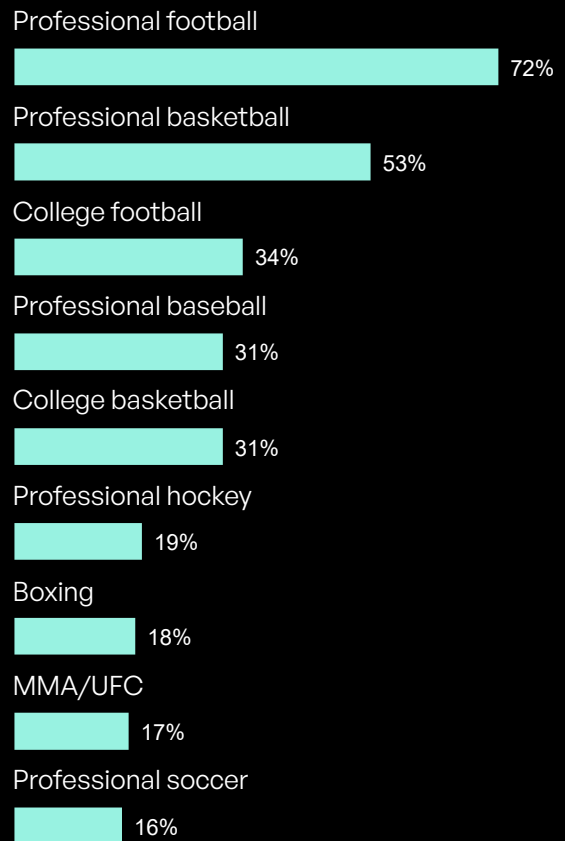


The Betting Arena

Popular Sports & Generational Preferences

Pro Football might be the reigning king of online sports betting, but generational nuances exist. Older GenZ (aged 18-25) exhibit a pronounced inclination towards Pro Basketball, with 66% placing their bets there. This enthusiasm is contrasted by GenXers and Boomers at 48% and 35%, respectively. Additionally, Older GenZ & Millennials demonstrate a unique betting pattern, being twice as likely to bet on MMA/ UFC and soccer compared to older bettors.

Top Sports Bet On



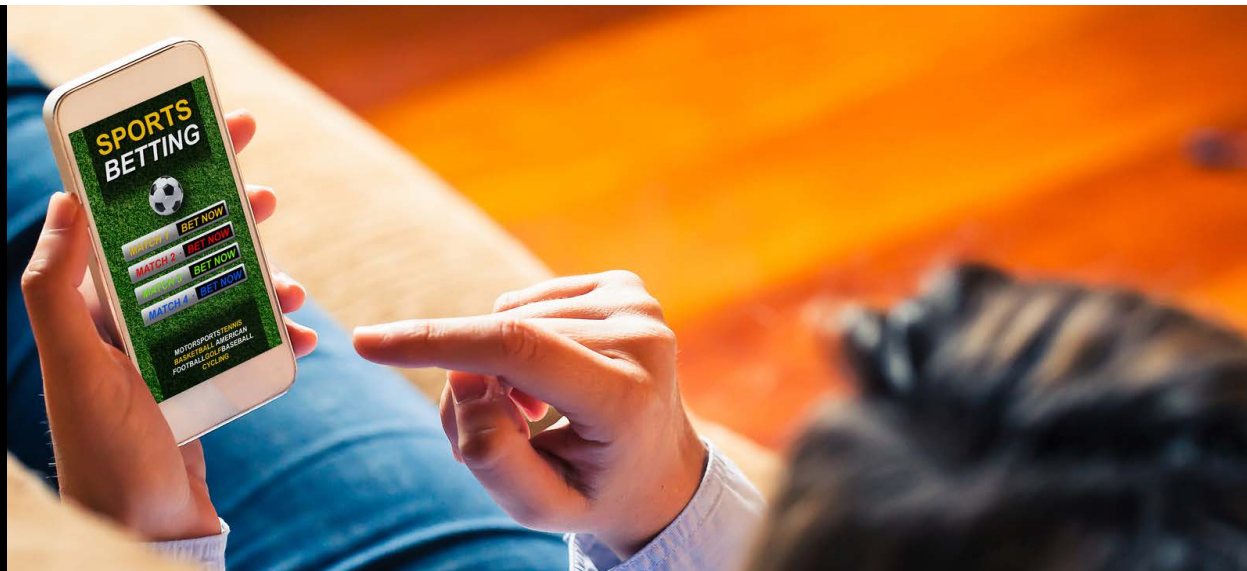
Digital Platforms

Where Bets Come to Life

When it comes to platform usage, FanDuel and DraftKings are leading the charge. The majority of online sports bettors exhibit a diverse betting habit, oscillating between DraftKings & FanDuel. Interestingly, by age, FanDuel is the hot favorite among Older GenZ, while DraftKings takes the crown with Millennials. GenXers and Boomers present a balanced usage pattern for these two platforms.



- 61% DraftKings
- 59% FanDuel
- 30% BetMGM
- 19% Caesars Sportsbook
- 10% Fox Bet
- 10% PointsBet



However, when it comes to sheer preference, 'Ease of use' stands out as the key factor for both platforms. Yet, DraftKings has an edge with its 'Incentives/Promotions', a feature more bettors associate with it than with FanDuel.

The Wallet Factor

Impact on Other Spending Habits

Contrary to popular belief, 89% of bettors claim that online sports betting has not encroached upon their expenditure on other activities. Among these sports betting enthusiasts, a staggering two-thirds also indulge in the lottery. However, only a slight ripple is observed with 15% admitting to reduced lottery spending due to online sports betting. For half of these individuals, this trend seems seasonal.



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Future Bets

The Evolving Interest in Online Sports Betting

Surveying those yet to dive into the world of online sports betting, 38% of males and an impressive 43% of Millennials and 39% of Older GenZ expressed their likelihood to join the bandwagon if laws in their state permitted. Expectedly, this enthusiasm wanes among females and the older demographic, especially Boomers.

However, barriers remain. For many, the aversion to gambling and a disinterest in sports are deterrents. For others, constraints like limited disposable income, potential addiction, and security concerns about online platforms hold them back.



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Navigating Tomorrow

Opportunities & Challenge for Online Sports Betting

The trajectory of online sports betting in the U.S. is unmistakably upward. As states continue to liberalize their gambling regulations, the industry stands on the brink of a golden era. With Millennials — a tech-savvy and adventurous demographic — leading the charge, digital platforms have the potential to harness this interest, innovating to cater to this audience's unique preferences.

Success in this realm isn't just about capitalizing on current trends. It's about anticipating future shifts in behavior and ensuring long-term engagement. As our data suggests, there's a tangible enthusiasm among those yet to explore online sports betting. Platforms that can demystify the process, offer clear education about responsible gambling, and provide robust security measures will be in prime position to capture this emergent audience.

Yet, challenges are on the horizon. As the industry expands, it must grapple with concerns regarding gambling addictions, potential overspending, and ensuring transparent and fair play. With 20% expressing concerns about the ease of becoming addicted, the onus will be on operators to instate safeguards and partner with organizations promoting responsible gambling.

Moreover, as the lines blur between sports betting, traditional casino games, and even esports, the industry will need to remain nimble, adapting to a landscape that's continually evolving. Partnerships might emerge as a powerful tool, with sports leagues, and even broadcasters looking to get a piece of the pie.

In essence, the radiant promise of the online sports betting industry is evident, driven by technological advances, changing societal norms, and an expanding legal framework. However, its enduring success will be determined by how effectively it navigates the challenges ahead, fostering a culture of responsible and inclusive gaming.





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