E. SPORTS BETTING AND FANTASY SPORTS

GAMBLING ATTITUDES AND BEHAVIORS: A 2018 SURVEY OF ADULT IOWANS

Report 5 of 7

Prepared for
Iowa Department of Public Health
Iowa Gambling Treatment Program

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SPORTS BETTING AND FANTASY SPORTS[1]

EXECUTIVE SUMMARY

GAMBLING ATTITUDES AND BEHAVIORS: A 2018 SURVEY OF ADULT IOWANS

Prepared for the Iowa Department of Public Health, Iowa Gambling Treatment Program by the Center for Social and Behavioral Research, University of Northern Iowa

May 2018

BACKGROUND & METHODOLOGY

The 2018 Survey of Public Gambling Attitudes and Behaviors Toward Gambling was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) and funded by the Iowa Gambling Treatment Program (IGTP) at the Iowa Department of Public Health (IDPH).

The 2018 Survey of Public Attitudes and Behaviors Toward Gambling used dual-frame (land and cell) random digit dial (DF-RRD) telephone sampling methodology. A total of 1,761 interviews (190 landline and 1,571 cell phone) were completed from September 12, 2018, to January 16, 2019. Similar studies were conducted in 2011, 2013 and 2015.

The primary purpose of this study was to collect data from adult Iowans to assess types and frequency of gambling activities, prevalence of problem gambling, and awareness and opinions of publicly-funded gambling treatment services.

The 2018 data have been weighted in order to obtain point estimates to allow population generalization of non-institutionalized adults in Iowa (weighting variables included age, ethnicity, race, education, place and telephone status).

KEY FINDINGS

About 1 in 20 adult Iowans (6%) bet on sports in the past 12 months. A similar percentage of adults played fantasy sports (5%) in the past 12 months. Finally, less than 1% played daily fantasy sports in the past 12 months.

Sports bettors (SB) and fantasy sports (FS) players had similar demographic characteristics. They were more likely to be male (88%), younger (18-34 years: 45%), employed (90%), and with higher income ($75,000 or more: 52%) than the state adult population.

When combined (SB and FS), about 9% of adult Iowans either bet on sports or played fantasy sports. In this combined group, 44% only bet on sports, 37% played only fantasy sports, and 19% bet on sports and played fantasy sports.

The vast majority of SB and FS players (99%) were also engaged in other types of gambling behaviors. About 8 in 10 also gambled in casinos during the past 12 months, 79% purchased lottery tickets in the past 12 months, and 88% participated in other gambling activities other than SB or FS, such as office pools or internet gambling.

Among SB and FS players, 23% were classified as at-risk gamblers. This is higher than at-risk gamblers in the adult state population, which is estimated at 14%.

[1] This is the fifth report of a series (seven in total) produced from the 2018 Survey of Public Gambling Attitudes and Behaviors Toward Gambling.

TABLE OF CONTENTS

Sports Betting and Fantasy Sports 3
Executive Summary 3
Background & Methodology 3
Key Findings 3
SECTION E. Sports Betting and Fantasy Sports 5
Sports Betting (SB) 5
Fantasy Sports (FS) 5
Daily Fantasy Sports (DFS) 6
Sports Bettors, Fantasy Sports & Demographic Characteristics 7
Sport Betting, Fantasy Sports (SB & FS) and Gambling Behaviors 8
Sport Betting, Fantasy Sports (SB & FS) and At-risk Gamblers 10

SECTION E. Sports Betting and Fantasy Sports

This section will focus on sports betting and fantasy sports among adult Iowans. Those who engaged in these behaviors were asked if they have bet or wagered money on the outcomes of games.

In this study, "fantasy sports" (FS) was defined as games in which people can draft professional league players onto teams that compete in online leagues, where scoring points is determined by the actual performance of those players. Some examples include fantasy football, baseball, basketball, golf, etc.

Also, "Daily Fantasy Sports" (DFS) was defined as a subset of Fantasy Sports that is concluded in a very short time period, usually in a single day of competition as opposed to the seasonal competition.

SPORTS BETTING (SB)

About 1 in 20 adult Iowans (6%) have bet or wagered on sports - professional, college, and amateur games or events - in the past 12 months. And about 16% have bet on sports in the past.

5.9% Pop. Est.: 135,945	Bet on sports in the past 12 months
15.5% Pop. Est.: 358,809	Bet on sports in the past (ever)

FANTASY SPORTS (FS)

About 1 in 20 adult Iowans (5%) have participated in fantasy sports (FS) in the past 12 months. About 10% have played fantasy sports in the past. These estimates do not include daily fantasy sports (DFS).

5.1% Pop. Est.: 118,209	Played fantasy sports in the past 12 months
10.0% Pop. Est.: 231,048	Played fantasy sports in the past (ever)

DAILY FANTASY SPORTS (DFS)

Less than 1% of adult Iowans have ever bet on daily fantasy sports in the past. Only a third of those who ever bet on DFS, also bet on DFS games such as DraftKings or FanDuel in the past 12 months.

0.3% Pop. Est.: 7,276	Bet on daily fantasy sports in the past 12 months
0.9% Pop. Est.: 20,847	Bet on daily fantasy sports in the past (ever)

Among the study participants, all DFS players were also FS players. In the following sections, these two groups will be combined as fantasy sports only.

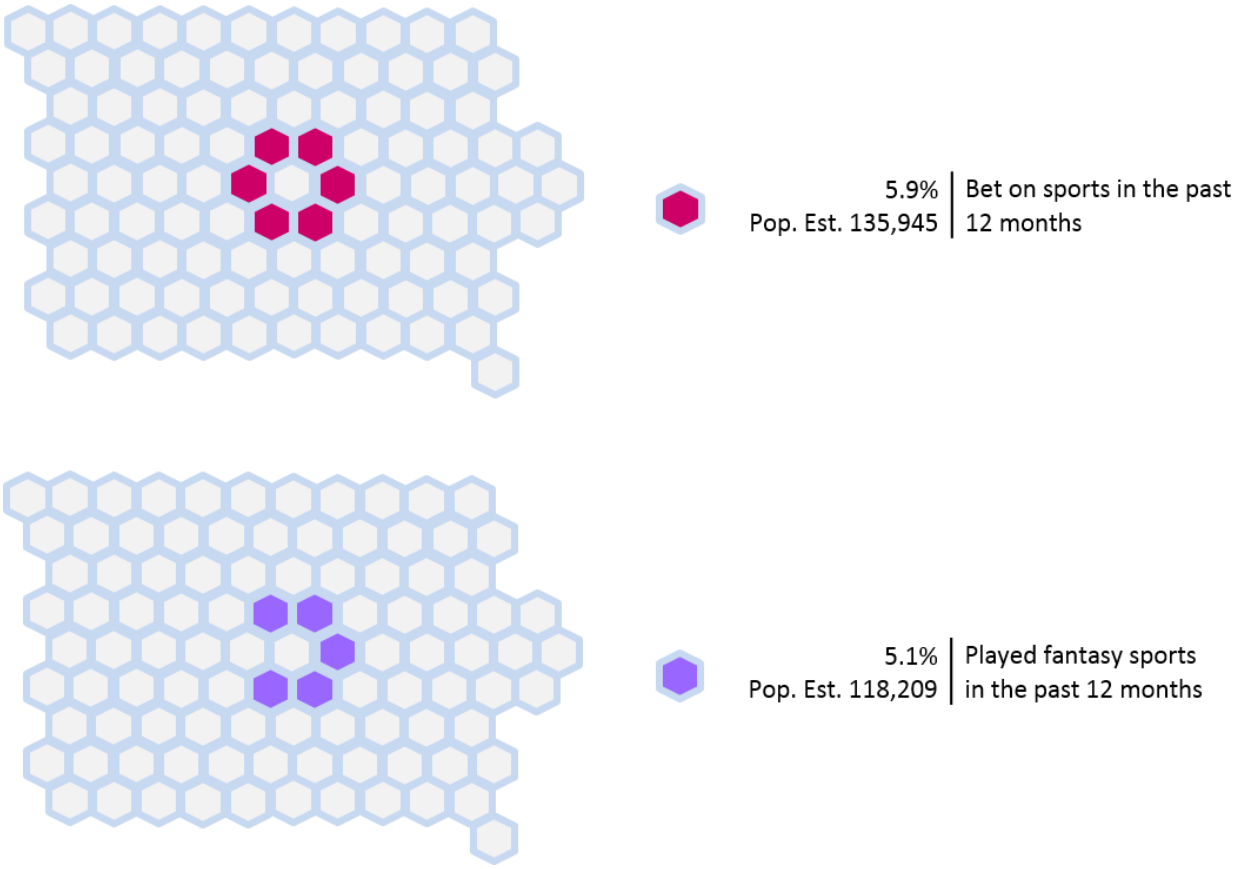

Figure E-1. Sports betting and fantasy sports in the past 12 months

SPORTS BETTORS, FANTASY SPORTS & DEMOGRAPHIC CHARACTERISTICS

Sports bettors (SB) and fantasy sports (FS) players had similar demographic characteristics. They were more likely to be male, younger (18-34 years), employed, with higher incomes ($75,000 or more), or live in a city of 150,000 people or more than the state adult population (see Table E-1).

Table E-1. Demographic characteristics of SB and FS players in the past 12 months

	SB %	FS %	State %
Gender*			
Male	74	88	48
Female	26	12	52
Children in the household			
Yes	39	50	35
No	61	50	65
Age group*			
18-34 years	40	45	30
35-49 years	28	31	24
55-64 years	23	21	25
65 years or older	9	4	21
Hispanic or Latino	12	4	6
Race			
White	79	90	89
Other	21	10	11
Employment status*			
Employed	84	90	65
Not currently employed	16	10	35
Marital status			
Married or cohabitating	51	53	56
Divorced, separated, never married, widowed	49	47	44
Education			
High school graduate or less	37	34	36
College 1 year to 3 years	26	37	34
College 4 years or more	37	29	30
Household income*			
Less than $25,000	17	8	23
$25,000 - $49,999	13	14	21
$50,000 - $74,999	19	26	20
$75,000 or more	51	52	36

Table E-1. (Continues) Demographic characteristics of SB and FS players in the past 12 months

	SB %	FS %	State %
Place of residence*			
On a farm or rural setting/small town	47	42	45
Large town (5000-25,000 people)	23	14	19
City (25,000-150,000 people)	17	33	30
In a city of 150,000 or more	14	12	7

About 1 in 10 adult Iowans (9%) participated on SB and FS. Although the demographic characteristics between SB and FS players showed similaties, they are are not a single group (see Figure E-2).

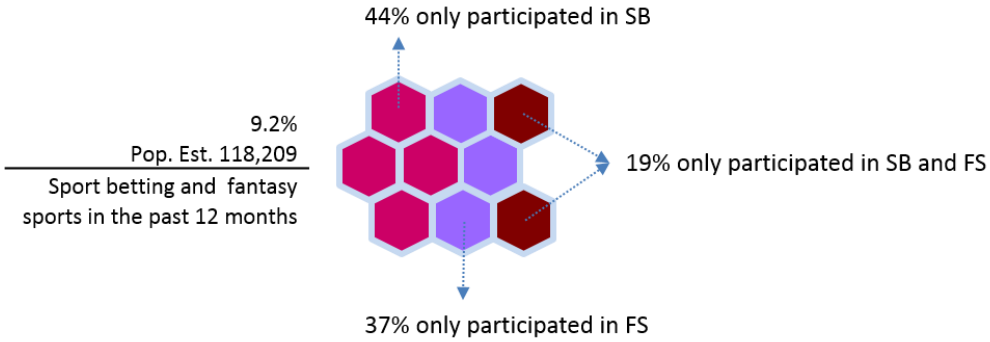

Figure E-2. Sports betting and fantasy sports in the past 12 months

SPORTS BETTING, FANTASY SPORTS (SB & FS) AND GAMBLING BEHAVIORS

- 59% engaged in casino gambling such as slot machines or cards
- 79% engaged in lottery games such as Powerball or scratch tickets
- 88% engaged in other types of gambling such as office pools or internet gambling (other than SB betting and DFS)

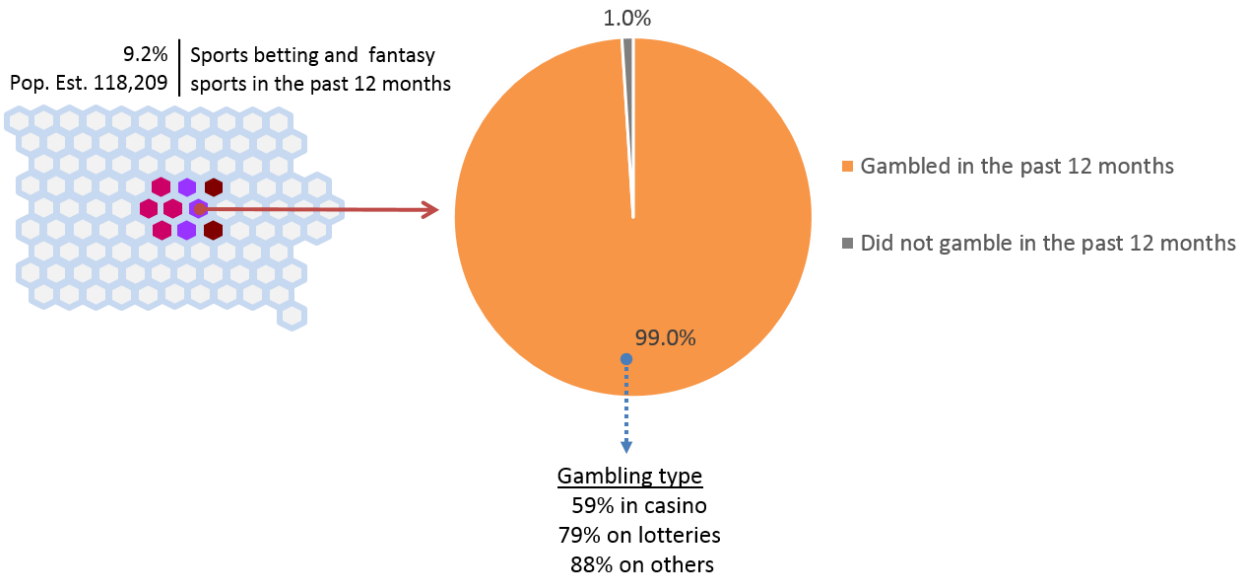

Figure E-3. SB & FS players and their gambling behaviors in the past 12 months

SPORTS BETTING, FANTASY SPORTS (SB & FS) AND AT-RISK GAMBLERS

Among those who bet on sports or played fantasy sports, about 1 in 4 (23%) were also classified as at-risk gamblers. This is significantly higher than at-risk gamblers in the adult state population, estimated in 14%.

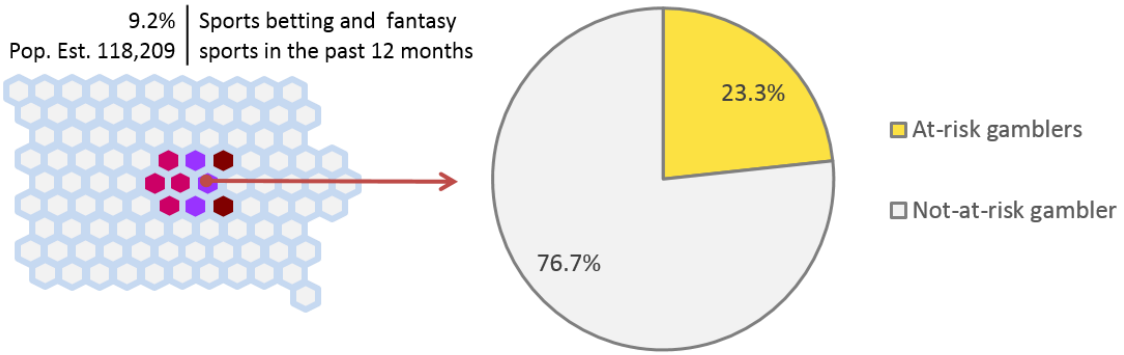

Figure E-4. SB & FS players and at-risk gamblers in the past 12 months

SB AND FS LEGALIZATION AND INTENTION TO BET OR WAGER

Intention to bet or wager in sports betting if the Iowa Legislature passes the law was also assessed. Those participants who bet or wager on sports or participated in the fantasy sports were significantly more likely to report that they agree or strongly agree that they will engage in sport betting or wagering activities in the future if the Iowa Legislature passes the law (See Figure E-5).

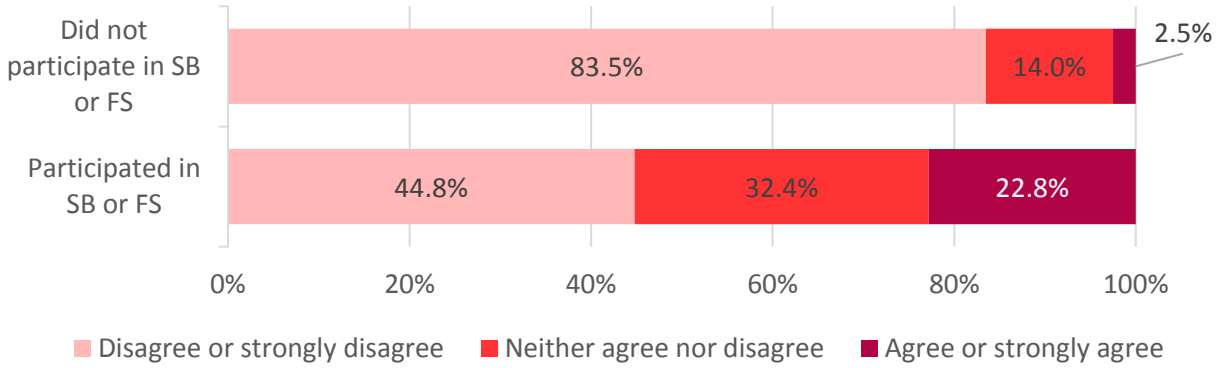

Figure E-5. Level of agreement to bet or wager on sports if the law passes

Similarily, those participants who bet or wager on sports or participated in fantasy sports were significantly more likely than were others to report that they agree or strongly agree that they will engage in daily fantasy spots if the Iowa Legislature passes the law (See Figure E-6).

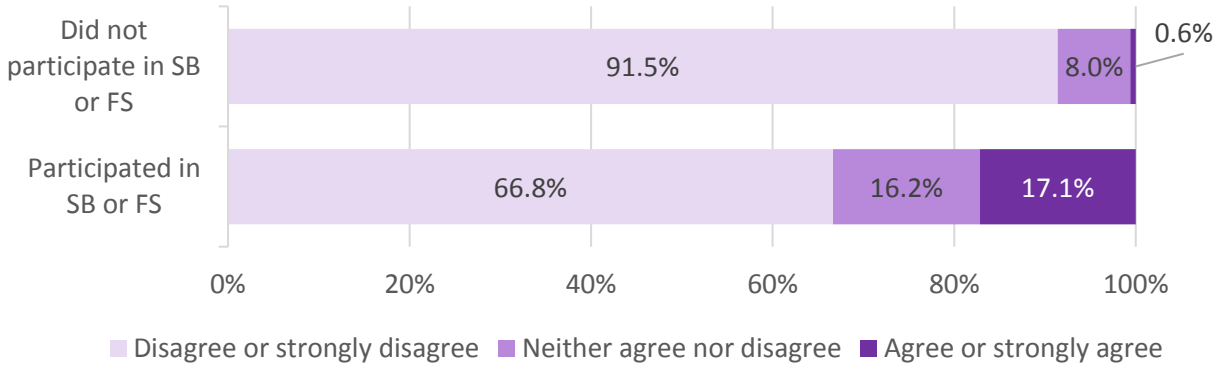

Figure E-5. Level of agreement to bet or wager in daily fantasy sports if the law passes