



THE  
**MELLMAN**  
Group RESEARCH  
BASED  
STRATEGY

**To: AGA**  
**From: The Mellman Group**  
**Re: Executive Summary of Our Recent Super Bowl Polling**  
**Date: February 2, 2016**

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*This analysis represents the findings of a survey of 800 registered voters who plan to watch the Super Bowl. The survey was conducted using a registration-based sample including cell phones and landlines. Interviews were conducted January 25-28, 2016. The margin of error for each question is +/-3.5% at a 95% level of confidence. The margin of error is higher for sub-groups.*

Our just-completed survey of voters who plan to watch the Super Bowl reveals they support allowing individual states to determine whether to legalize sports betting within their own borders.

Super Bowl viewers support the change because they recognize that illegal sports gambling is already happening and if it were legal, it would be regulated, taxed, and safer for consumers, benefitting American companies, American workers, and American taxpayers.

Based on the attitudes of Super Bowl viewers, the NFL should support this position: their most fervent fans support changing current sports betting law, their most important demographics support change, and their most important growth demographics support change. Moreover, those who bet on a game are more likely to tune in, more likely to engage with the teams, players and sport, and more likely to enjoy watching the game.

Most don't think changing sports betting law will threaten the integrity of the game. Indeed, 65% believe transparent, regulated sports betting will either strengthen the integrity of games or have no impact on game outcomes.

## SUPER BOWL VIEWERS STRONGLY FAVOR LETTING STATES DECIDE WHETHER TO ALLOW SPORTS BETTING OR NOT

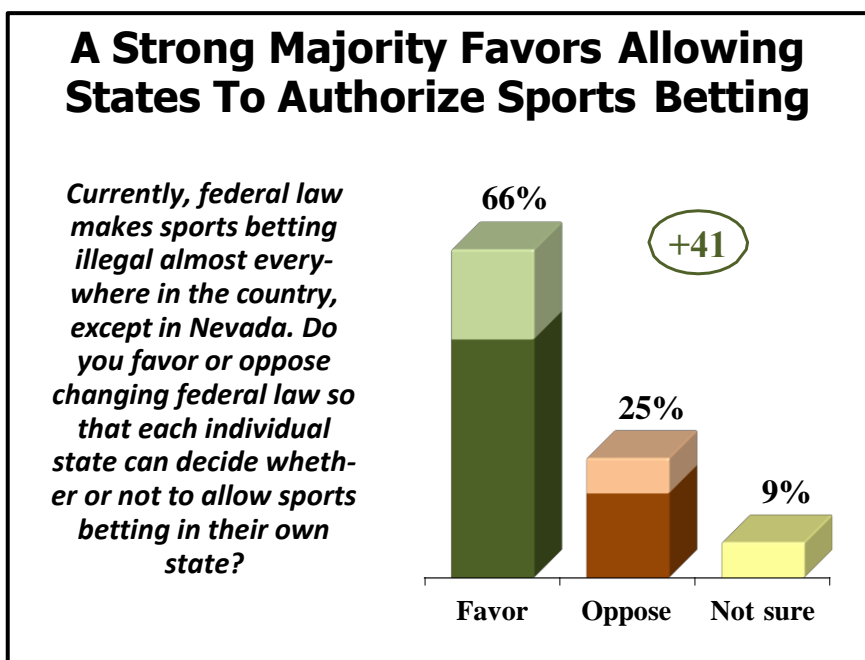
Two-thirds (66%) favor changing federal law to enable each individual state to decide whether or not to allow sports betting in their own state. Only 25% oppose. Intensity favors supporters: nearly a majority of Super Bowl viewers (48%) “strongly” support change, almost three times the number who “strongly” oppose change (17%).

Support for changing current sports betting law is also broad. Sixty-eight percent (68%) of weekly NFL viewers join 68% of occasional viewers and 61% of those who rarely watch football in supporting a change to current law.

Not only is there support for change among those who have placed a sports bet in the last year (78%), but even a majority of those who didn’t place a bet (58%) favor the change (only 30% oppose it). Support also crosses party lines with 67% of Democrats joining 67% of independents, and 65% of Republicans – solid, and rare, bipartisan support for changing current law.

Three-in-four men between the ages of 18-49, the NFL’s most coveted demographic, are the most supportive of the change (75%). Yet 67% of women 18-49 also support changing existing law. While older individuals are less supportive than younger ones, there is still considerable support among older viewers (55% of older women, 62% older men). Even those who attend religious services weekly support changing existing law by 22 points (56% favor, 34% oppose).

Few fans oppose legalizing sports betting nationally and most want states to be able to decide the question of legalization. Only 22% would legalize sports betting nationally, but even fewer would oppose the legalization of sports betting nationally (17%). Most (58%) believe that each state should be empowered to decide whether or not sports betting should be legal within its borders.



**BETTING ON SPORTS INCREASES VIEWERSHIP AND AUDIENCE ENJOYMENT – PROVIDING AN OPPORTUNITY FOR THE NFL TO ENGAGE OCCASIONAL VIEWERS**

Those who placed a bet in the past indicate that it increased their viewership (86% say they are more likely to watch that game if they bet on it), engaged them in the sport (74% say they follow teams and players more closely if they place a bet) and made the game more fun and enjoyable to watch (75% agree).

The positive impact sports betting has on the NFL's popularity, fan base and ratings is not inconsequential. Overall, 41% have placed a sports bet of some kind in the past year. Those most likely to have placed a bet on sports are those who watch the NFL every week (50%), men under 50 (53%) and those in the Northeast (52%) – three core target groups and geographies for the NFL.

The impact of sports betting also helps improve viewership and fan experience for the Super Bowl. One-in-four viewers (27%) say they plan on placing a bet on the Super Bowl. This isn't limited to regular NFL fans. Indeed, a number of those who watch the NFL only occasionally (29%) plan to place a bet on the Super Bowl, as do one in ten (13%) of those people who don't watch any football except the Super Bowl.

Sports betting frequency actually increases with income. Nearly half (49%) of those who made over \$100,000 last year placed a sports bet, 10 points higher than the percentage of those with incomes under \$60,000 (39%).

Indeed, most believe legal, regulated sports betting would strengthen integrity of the game or have no impact. Sixty-five percent (65%) believe legal, regulated betting on sporting events would either have no effect on game outcomes (34%) or strengthen the integrity of games because of stronger law enforcement and monitoring of betting activity (31%).