

A Wilson football with "Wilson" and "GIS" embossed on it, resting on a grass field.

FANTASY FOOTBALL SURVEY

Polling Presentation

AUGUST 2022

Key Findings

1. A Verizon and Morning Consult survey found **90%** of fantasy football fans say having a reliable internet connection during a draft is vital to their success in fantasy football.
2. **82% of fantasy football fans say they participate in fantasy football activities while out and about** at least somewhat often.
3. One in three fantasy football players have missed out on a trade or made the incorrect pick **due to a poor wireless connection**.
4. When not at their own home, fantasy football players most commonly handle their fantasy team business **at work, at friends' homes, and at bars/restaurants**. No matter how or where they are engaging with fantasy football, most fans are doing so on a smartphone.
5. **99% of fantasy football fans say player reliability is important to them when making a draft pick**. Respondents cite Tom Brady, Aaron Rogers, and Patrick Mahomes as their most reliable players of 2021. In 2022, they expect these same players to remain reliable fantasy picks.

Methodology: This poll was conducted between **July 29 – August 1, 2022** among a sample of 1,010 US fantasy football fans. The interviews were conducted online and the data were weighted to approximate a target sample of US fantasy football fans based on gender, educational attainment, age, race/ethnicity, and region. Results from the full survey have a margin of error of +/- 3 percentage points.

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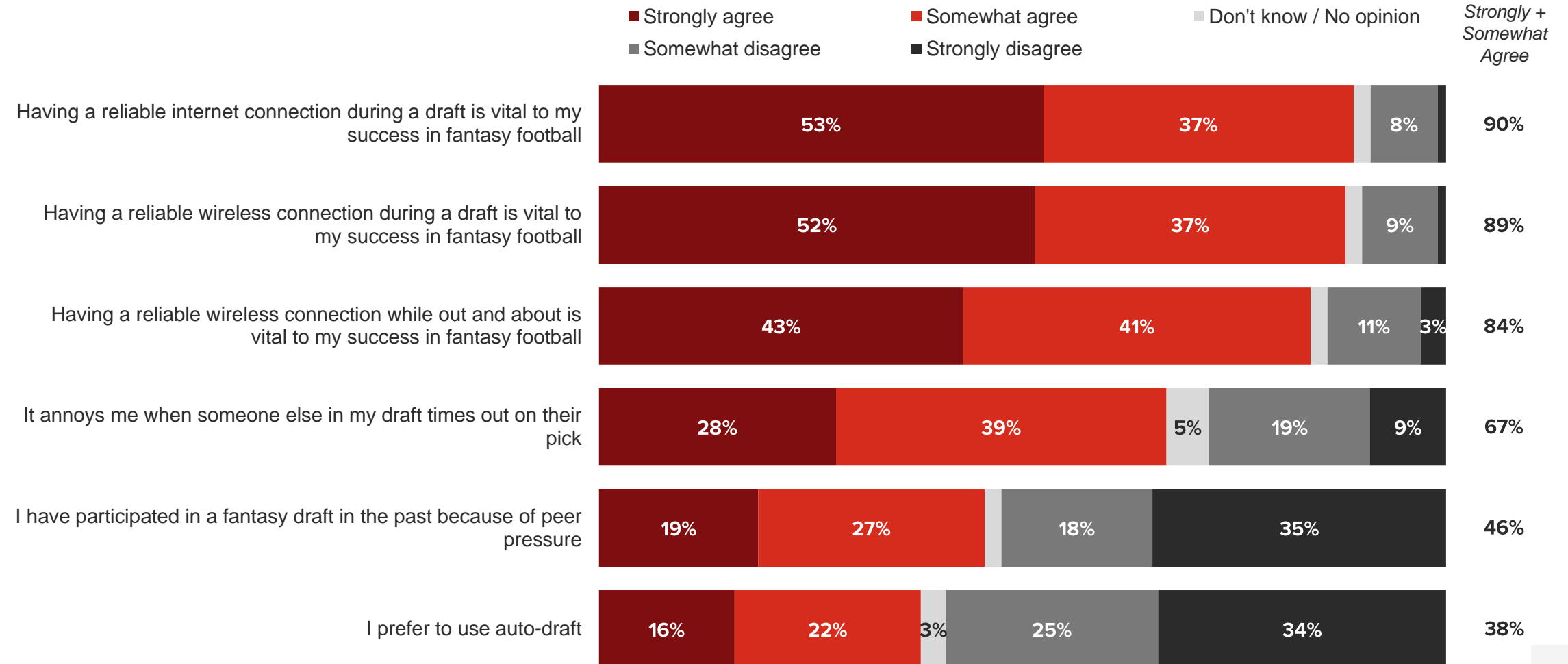
FANTASY FOOTBALL

SPORTS BETTING

FANTASY FOOTBALL

Fantasy football players overwhelmingly say that having a reliable wireless connection during a draft (89%) and while out and about (84%) are vital to their success in fantasy football.

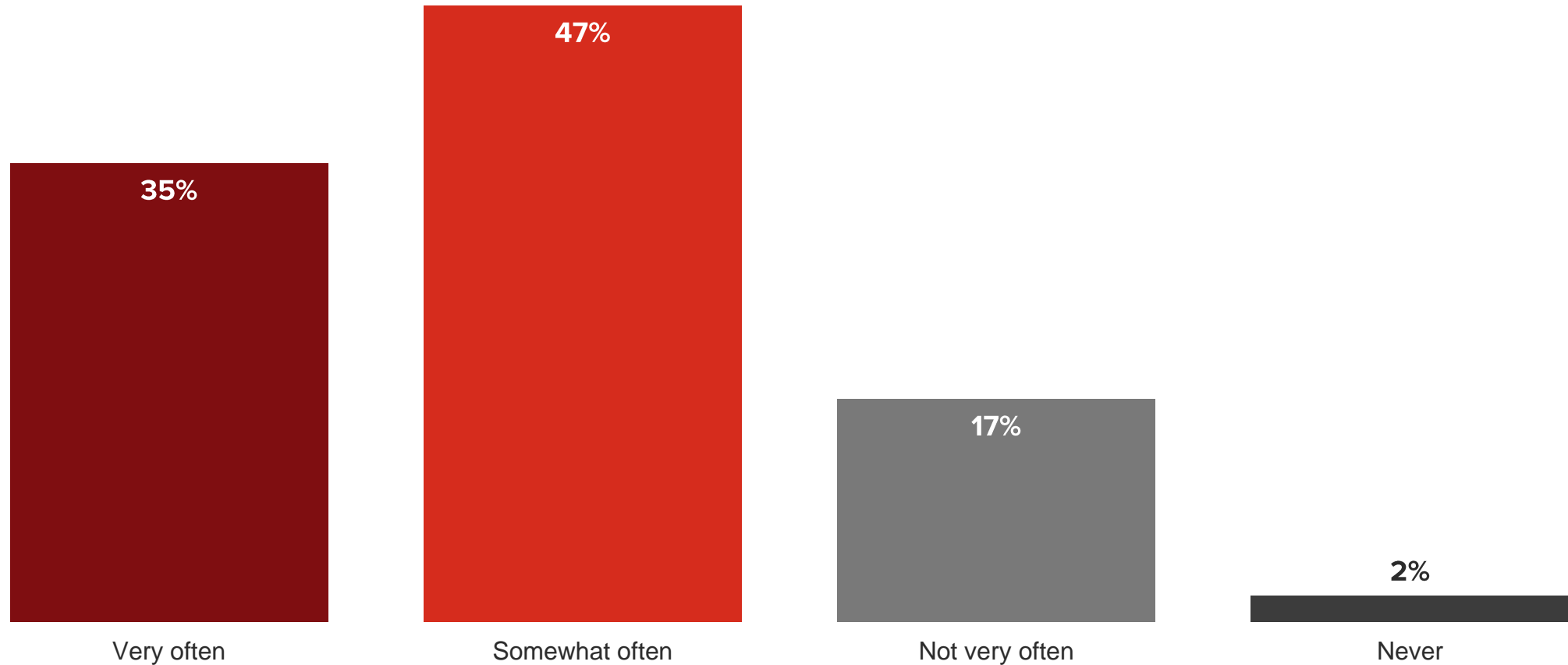
How much do you agree or disagree with the following statements?



FANTASY FOOTBALL

More than 8 in 10 fantasy football fans (82%) say they very or somewhat often do fantasy football-related activities while out and about.

How often do you do fantasy football-related activities while out and about (i.e., not at home or at work)?



FANTASY FOOTBALL

About two in five fantasy football fans (39%) say there is a special penalty for the lowest-ranking team in their league. More than one-third (35%) say there are people in their league who don't host the draft because of poor connectivity at their home.

Do any of the following statements apply to you? – % *Yes, this applies to me*



FANTASY FOOTBALL

Common penalties for the lowest-ranking team in a fantasy league are a cash penalty, having to sit out a game or remove a player, and having to provide food or drink for rest of the league.

You mentioned there's a special penalty for the lowest-ranking team in your fantasy league. What is that penalty?

CASH PENALTY

A bet of 5 dollars each penalty

They have to add \$5 to the tip jar

5-dollar penalty

A cash fee

\$10 fee

REDUCED PLAY

No play next game

Not being able to play

No participating in the next 2 games

In not being able to play

Can't be in the championship

FOOD/DRINK

Having to buy dinner for everyone

A dinner for the members of the league

To pay \$100 extra and purchase dinner at the year end

Buying food for everyone

There is a unwritten penalty that the person with the lowest rank has to buy everyone a beer.

ROSTER CHANGES

Lose a player that you wanted

You lose a player

Losing someone on your team

Might not pick players again

Player releases

FANTASY FOOTBALL

When they're not at home, fantasy football players are most likely to participate in fantasy football-related activities at a friend's home, at work, and at a bar or other venue.

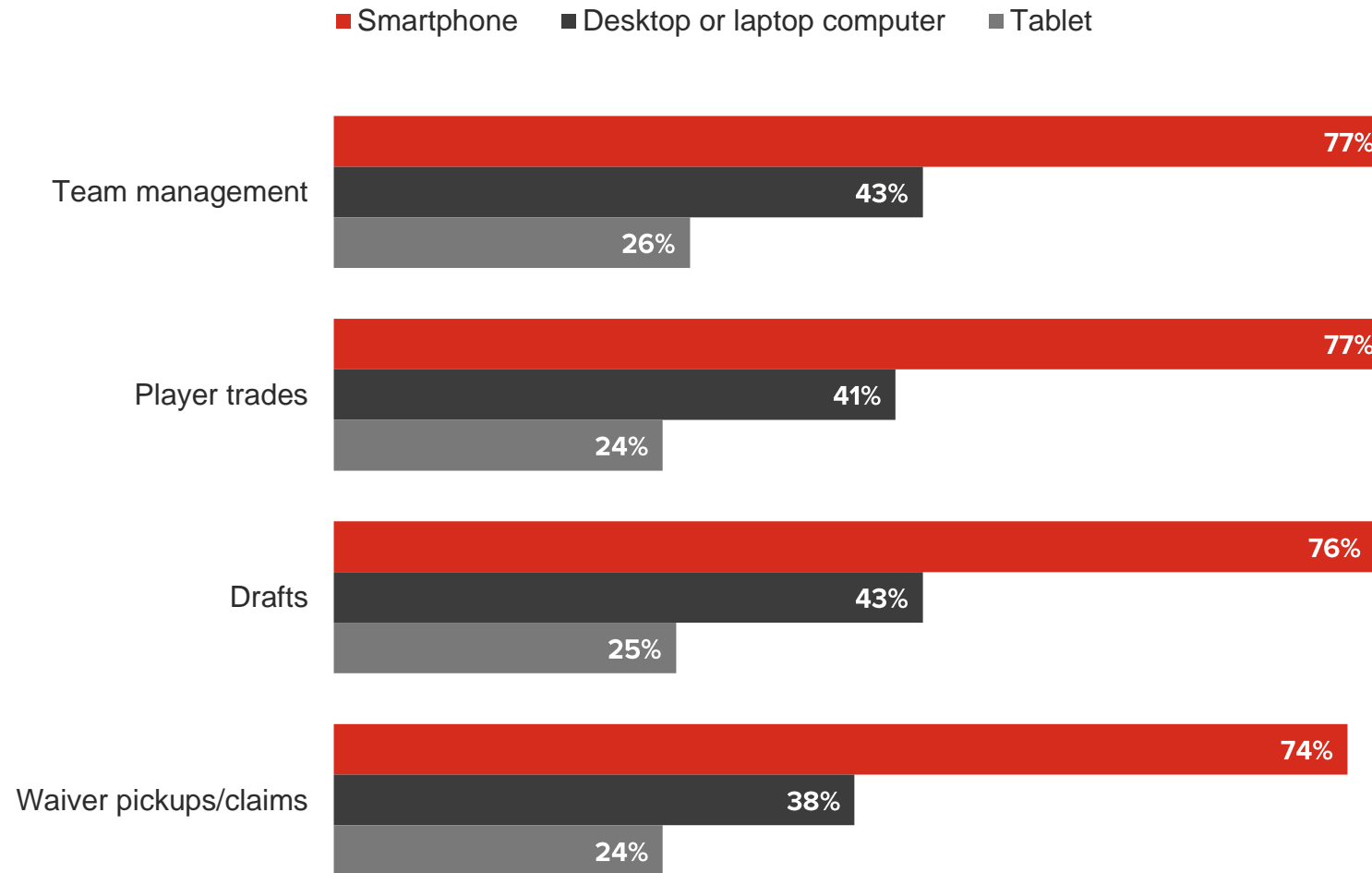
Where do you usually do each of the following fantasy football-related activities? Select all that apply.

	In my home	At a friend's home	At work	At a bar or other venue	While in transit	At a stadium
Look up player statistics	84%	31%	31%	24%	23%	15%
Watch football games	84%	45%	16%	39%	16%	22%
Update my roster	83%	28%	31%	21%	21%	15%
Check my team's performance	82%	32%	34%	26%	24%	17%
Make trades	81%	27%	28%	22%	19%	13%
Check league scores	80%	34%	33%	27%	26%	16%
Participate in a draft	78%	34%	22%	23%	14%	11%

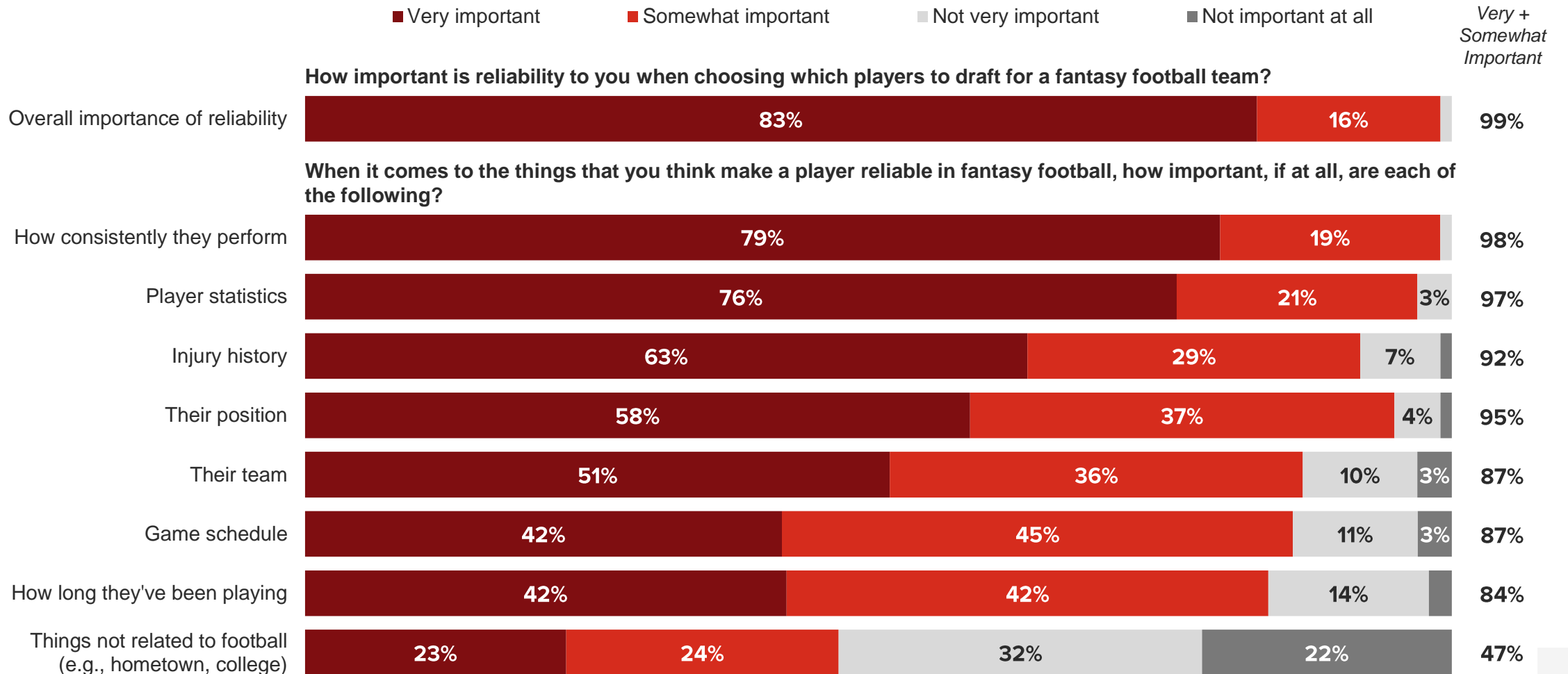
FANTASY FOOTBALL

No matter how or where they engage with fantasy football, fantasy football players are most likely to use smartphones to do so – by a wide margin.

What devices do you typically use to participate in each of the following fantasy football activities? Select all that apply.



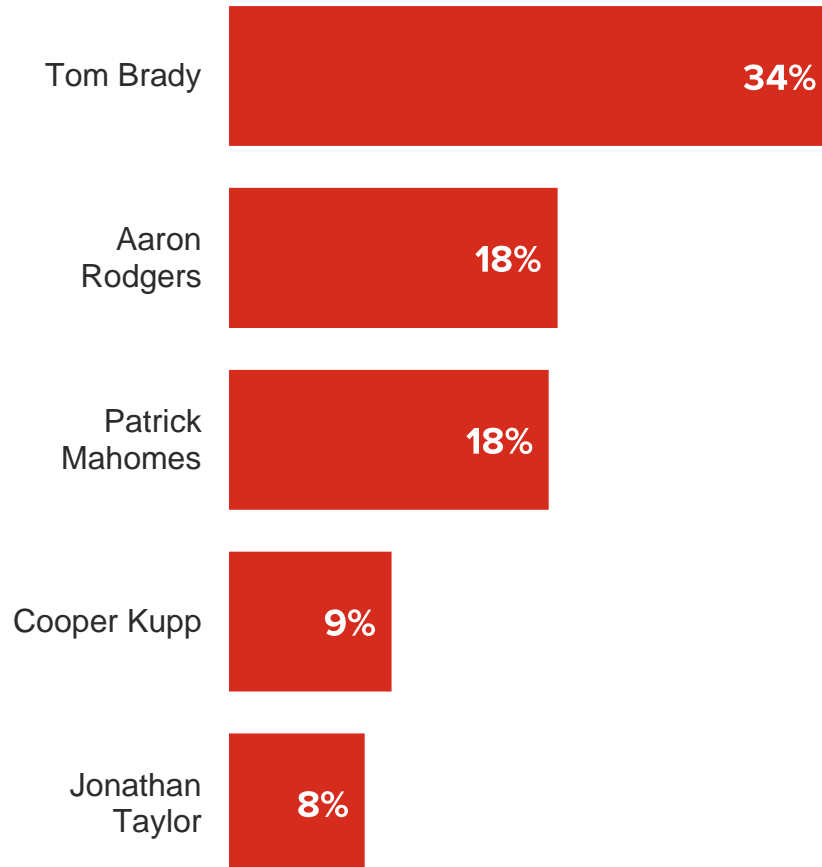
Nearly all fantasy football fans (99%) say player reliability is very or somewhat important to them when making draft picks. When it comes to what makes a player reliable, consistent performance and player statistics are viewed as most important.



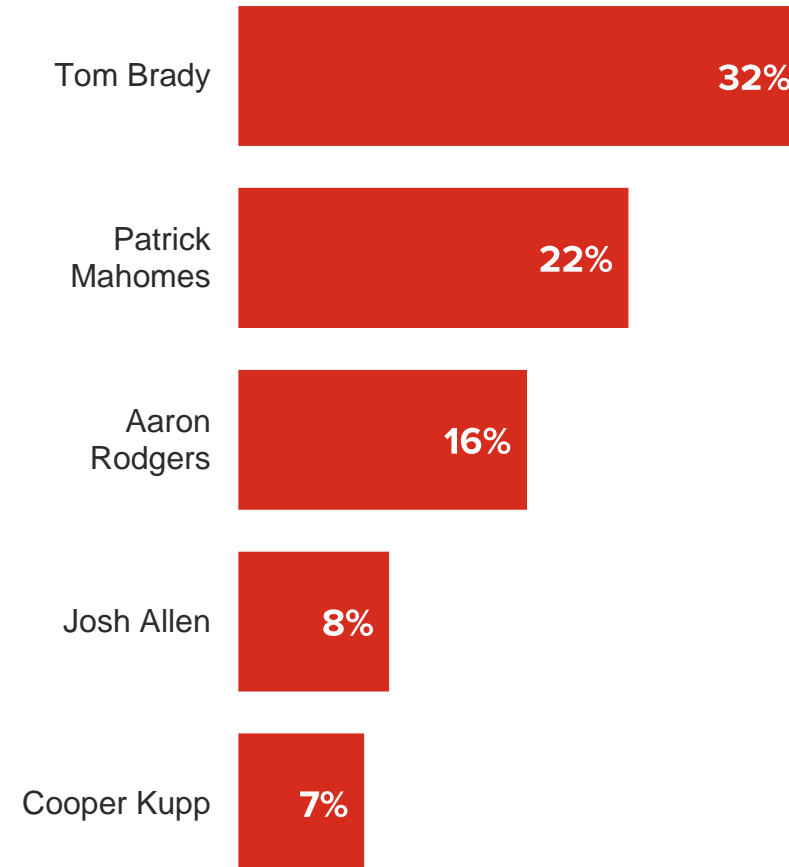
FANTASY FOOTBALL

When asked an open-ended question about the most reliable players in 2021 and 2022, fantasy football fans named Tom Brady, Aaron Rodgers, and Patrick Mahomes. In 2022, fans are more optimistic about Mahomes than Rodgers.

Thinking about last year's fantasy football season, who do you think were the three most reliable players in the 2021 NFL season? – **Showing quantified open-ended data**



Thinking about this year's upcoming fantasy football season, who do you expect to be the three most reliable players in the 2022 NFL season? – **Showing quantified open-ended data**



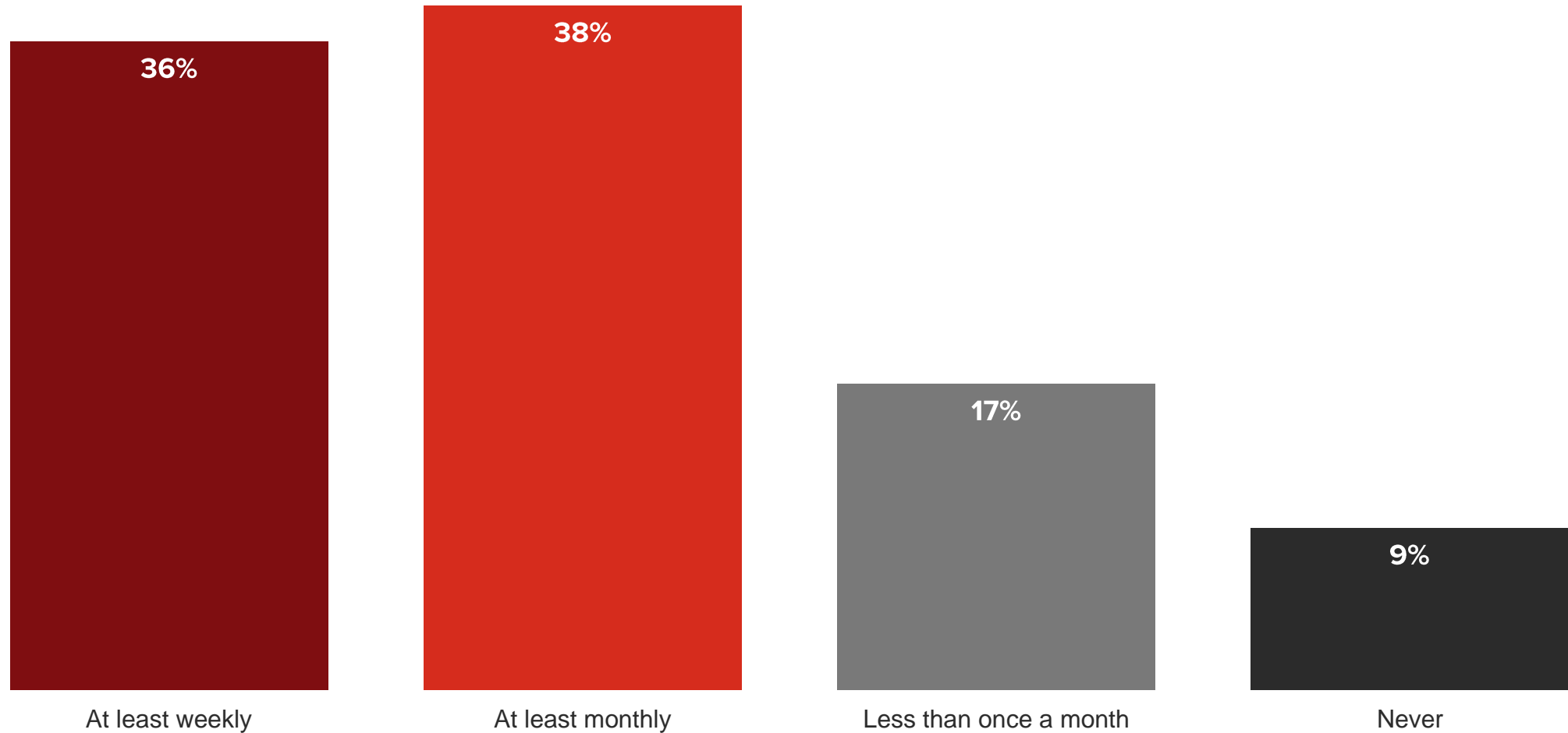
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FANTASY FOOTBALL

SPORTS BETTING

About three-quarters of fantasy football fans say they place wagers on sports at least monthly.

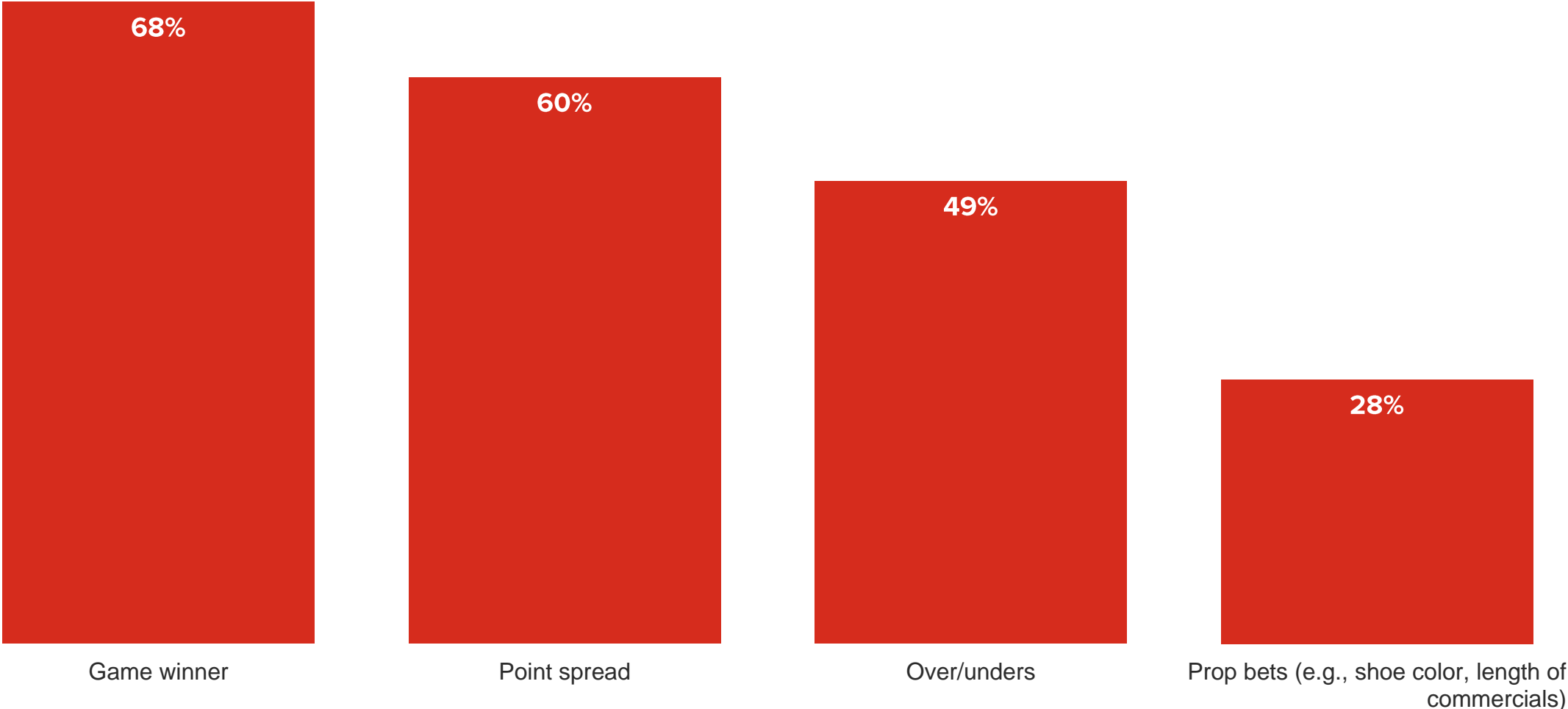
How often do you place any sort of monetary wager on sports (e.g., sports betting, prop bets)?



SPORTS BETTING

When they bet on sports, most fantasy football fans say they bet on the game winner or the point spread.

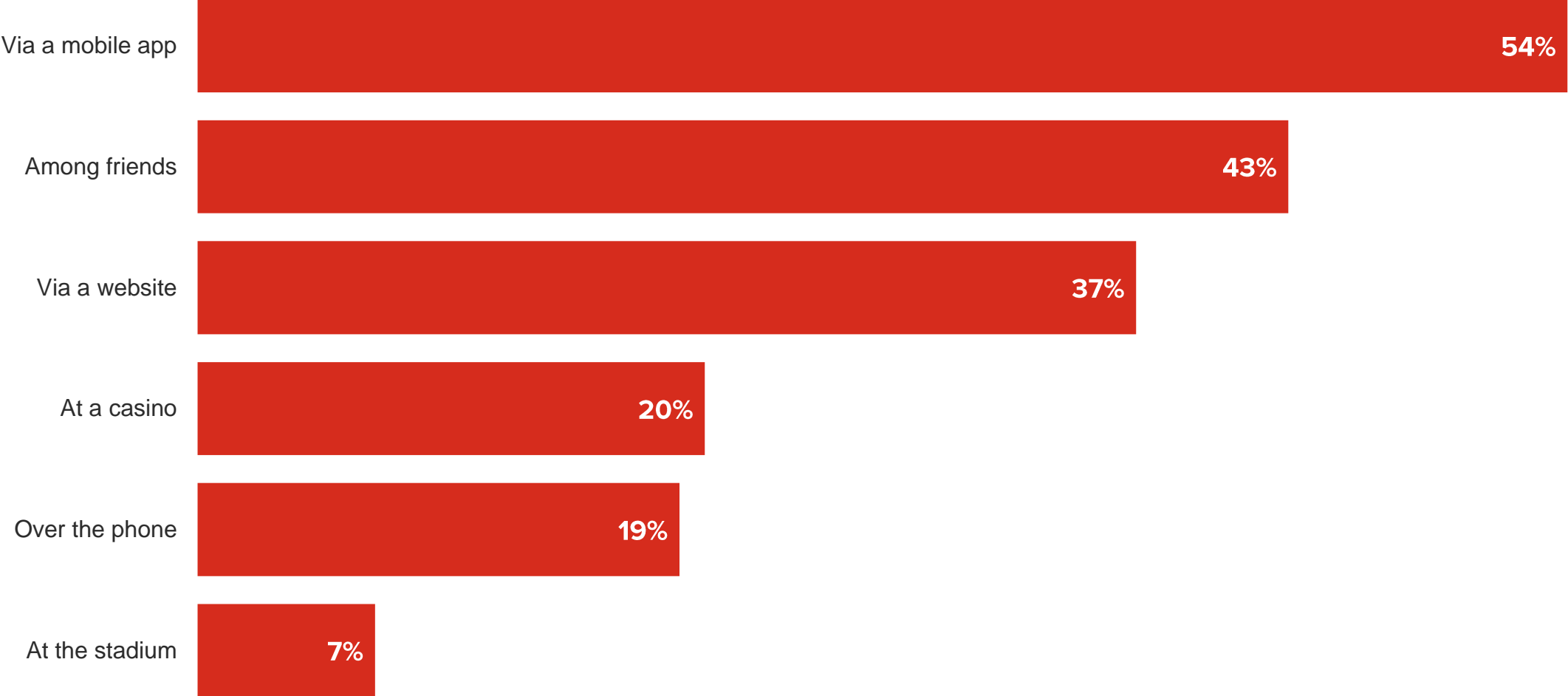
When you bet on sports, what types of bets do you usually make? Select all that apply.



SPORTS BETTING

More than half of fantasy football fans who participate in sports betting say they do so via a mobile app.

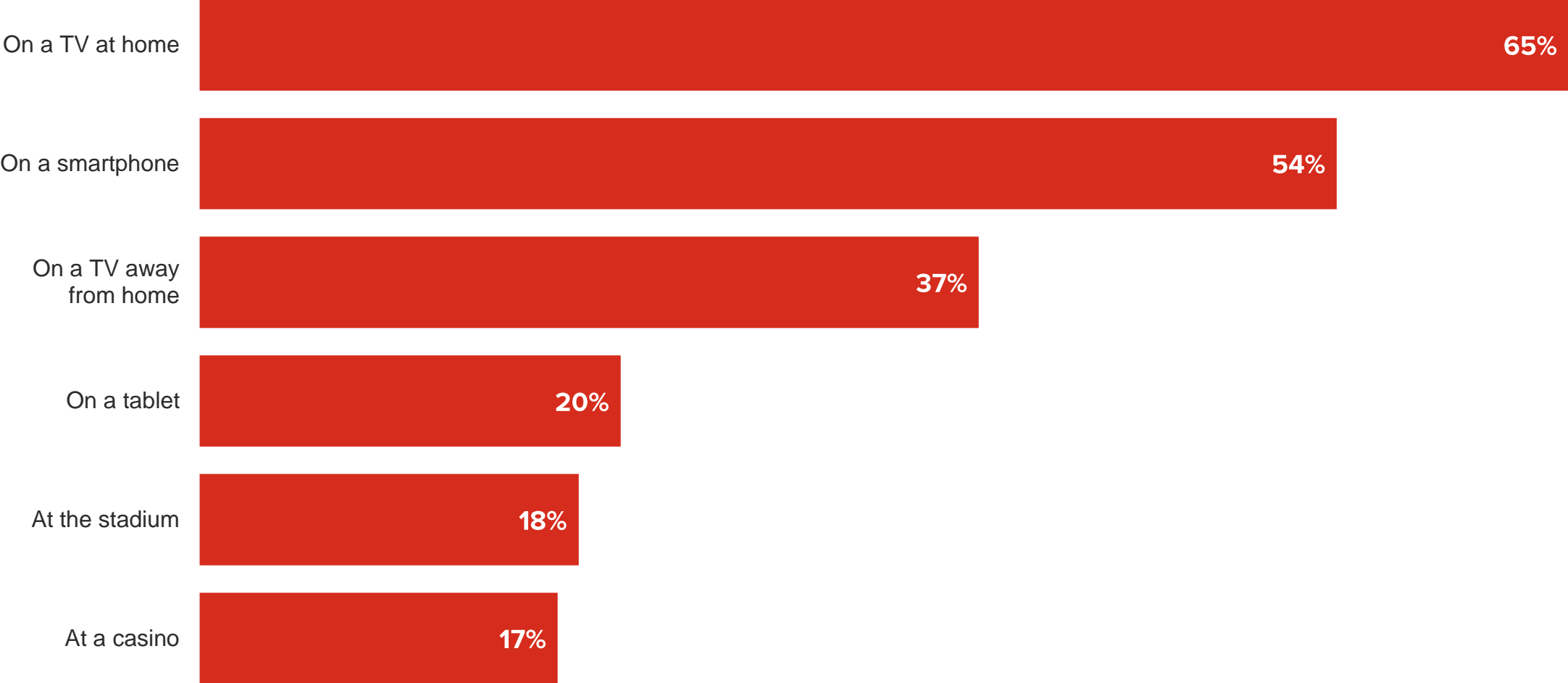
How do you usually participate in sports betting? Select all that apply.



SPORTS BETTING

When they've bet on a game, 2 in 3 fantasy football fans say they watch it on a TV at home, while more than half say they watch on their smartphone.

How do you usually watch the games you place bets on? Select all that apply.



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