



Who Bets?

Betting behavior across sport, monetary, and social lines.

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FANALYZE

Agenda

01

Current Overview

02

Research Objectives

03

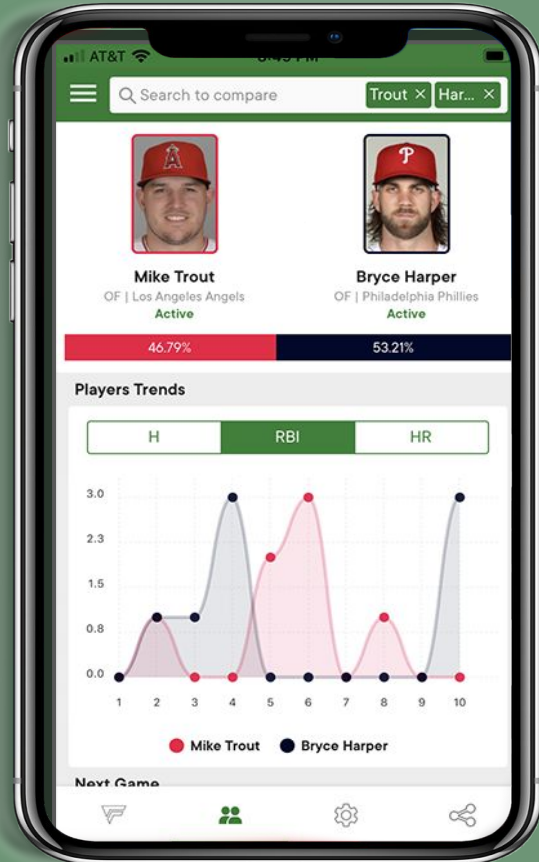
Methodology

04

Roadmap



Current Overview

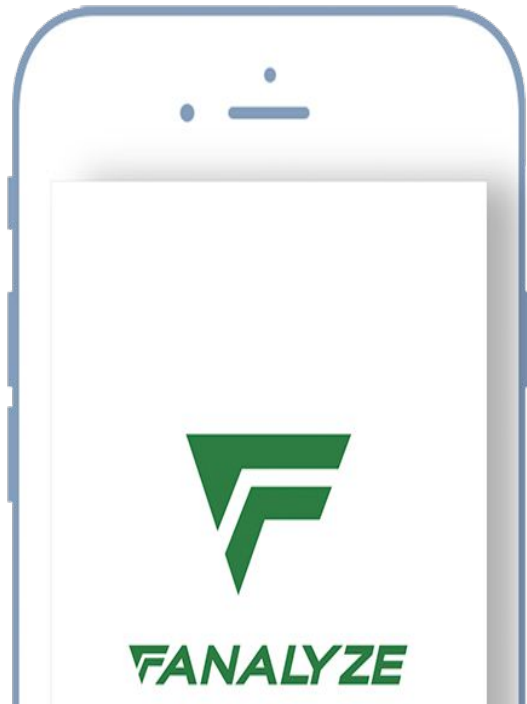


Within the last few years the number of states that have legalized sports betting has increased

More than 20 states have legalized sports betting and in the last year the total handle in the US was around \$21.5 billion

1 in 7 US adults (21+) reported having placed a sports bet within the last year

Research Objectives



01 Why do people bet?

Which sports, how often, how much, what platform

02 How do people bet & do they use data?

At what level do bettors use data, what do they use, does it impact confidence level, betting frequency, win %

03 What do bettors want?

Are there tools a heavy bettor wants? Specific data, confidence level, technology? Would they use smart speakers, other high tech?





Methodology



Recruitment

Word of Mouth



Participants

~50 participants, multiple levels of betting



Methodology

Surveys, Qualtrics
Qualitative, in-depth interviews



Research Timeline

01

Project Pitch

Team presents services and offers proposal

02

Recruitment

Selection of participants

03

Survey

Via Qualtrics

04

Interview

Qualitative In-Depth

05

Analysis

Team analyzes research

06

Report

Findings presented



THANK YOU!

Questions?

Feel free to reach out to the research team at anytime.

Requests?

Touch base with us or email us to set up a meeting.

Contact Us!

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