



To: Interested Parties  
From: The Parkside Group, LLC  
McLaughlin & Associates  
Date: April 24, 2017  
Re: Fantasy Sports Survey Findings

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At the request of the Texas Fantasy Sports Alliance, we conducted a poll to survey attitudes of Texas voters about online fantasy sports and pending legislation in Austin to clarify the legality of these contests. Key findings of this survey include:

**By A 7-1 Margin, Texans Want Online Fantasy Sports Legal & Regulated, Not Banned In Texas.**

When offered two choices: should adults be allowed to participate in online fantasy sports sites, with those sites regulated to protect consumers, or should it be illegal for adults to participate in online fantasy sports sites, 81.3% of Texas voters support making online fantasy sports sites legal and regulated in the state, compared to 11.7% who believe that it should be illegal for adults to participate in those sites. More than 70% of every income, party, geography, ethnicity, age, and gender group support adults in Texas being able to participate in online fantasy sports sites. Strongly supportive groups include Republican Primary voters (81.1% support), Evangelical Christians (78.9% support), Independent Men (87.9% support), West Texas (85.0% support), Tarrant County (89.5% support), Republican Men (86.2% support), and those with household incomes greater than \$100,000 per year (89.5% support).

**Texans Support Sensible Regulation of Online Fantasy Sports**

By a nearly than 3-1 margin, Texans support efforts in the Texas Legislature to regulate online fantasy sports (69.1% favor/23.2% oppose). A majority of every income, party, geography, ethnicity, age, and gender group supports regulating online fantasy sports.

Legislative efforts were strongly supported by Evangelical Christians (66.2% support) and Republican Primary voters (69% support). Specific proposals supported by Texans include:

- Require online fantasy sports companies to implement online security to protect participants' financial information and ensure confidentiality — 89.0% support
- Require online fantasy sports companies to keep customer funds secure — 86.2% support
- Require online fantasy sports companies to implement standards to ensure participants are over the age of 18 and meet other eligibility requirements — 85.4% support
- Limiting fantasy sports contests to professional sports only and prohibiting fantasy sports contests on college, high school, or amateur sports — 61.6% support

### **Many Fantasy Sports Players Will Hold Lawmakers Accountable For Their Votes**

Among those voters who have played online fantasy sports 42% would be less likely to vote for a state legislator who wants to make it illegal to participate in online fantasy sports contests in Texas, while just 6.1% said it would make them more likely to vote for someone (the remainder of those who have played online fantasy sports either had no opinion or said that it would have no effect on their vote). Among Texans who do not play fantasy sports, nearly 64% said that a legislator's position would have no effect on their vote, 22.4% said that they would be less likely to support a legislator who wanted to make fantasy sports illegal in Texas and 10.8% would be more likely to support such a legislator. According to industry estimates, out of the approximately 19.3 Million Texans over the age of 18, there are approximately 4.5 Million adults who have played fantasy sports, of whom more than 1.2 Million have been matched to the voter file through predictive modeling conducted by WPA Intelligence.

### **A note about methodology**

The poll was conducted in English and Spanish from April 17-20, 2017 among 1,000 Texas voters, with an additional oversample of Republican Primary voters. Half of all responses were received from voters over landlines and half were done on cell phones. At the 95% confidence level, the overall margin of error in the overall survey is 3.1%. For the sample of 742 Republican Primary voters, the margin of error is 3.6% at the 95% confidence level. Among Republican Primary voters, 52% of the interviews were conducted over landlines and 48% on cell phones. The margin of error is higher among sub-groups. This survey was drawn from a sample of Texas registered voters.

### **About The Parkside Group**

The Parkside Group has been providing electoral, corporate, and advocacy clients with public relations, public affairs, government relations, campaign management, quantitative research and advertising services for more than 15 years. We have played a key role in the election of more than 100 public officials and provide survey research services to corporations, trade associations, advocacy groups, party committees, and candidates.

### **About McLaughlin & Associates**

McLaughlin & Associates is a national survey research and strategic services company whose personnel have played a key role in assisting successful organizations in the United States, Canada, Europe, Asia and Latin America. We specialize in public opinion research, media planning and buying services, and strategic consulting services.