

A background image of Dallas Cowboys players in white jerseys with blue numbers and helmets, engaged in a game. The image is slightly blurred and has a dark overlay to make the text stand out.

TEXAS

ONLINE FANTASY SPORTS PUBLIC OPINION SURVEY

PRESENTED BY

PARKSIDE
THE PARKSIDE GROUP

■ McLaughlin & Associates

PRESENTATION CONTENT

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A brief introduction to The Parkside Group and McLaughlin & Associates.

METHODOLOGY

The poll was conducted by The Parkside Group and McLaughlin & Associates. The survey was fielded 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.

POLLING:

Have you ever played Fantasy Sports?

STATEWIDE

BREAKDOWN	YES	NO	DK/REF
OVERALL	16.4%	82.6%	1%
DALLAS-FT. WORTH	20.7%	79%	0.3%
HOUSTON	15.2%	83.6%	1.2%
AUSTIN/WACO/BRYAN	16.7%	82.5%	0.8%
SA/S. EL. PASO	12.2%	85.6%	2.2%
WEST TX MARKETS	18.8%	81.2%	0%
EAST TX MARKETS	10%	88.6%	1.4%
EVANGELICAL	13.2%	85.9%	0.8%
NON-EVANGELICAL	21.3%	77.8%	1%
REPUBLICAN	18.2%	80.8%	1%
DEMOCRAT	15.3%	83%	1.7%
INDEPENDENT	14%	85.7	0.3%

BREAKDOWN	YES	NO	DK/REF
MALE	26.2%	73.4%	0.4%
FEMALE	7.7%	90.8%	1.5%
UNDER 45	25.6%	74%	0.5%
OVER 45	9.1%	89.4%	1.4%
UNDER \$100K	12.5%	86.1%	1.3%
OVER \$100K	28%	71.6%	0.4%

POLLING:

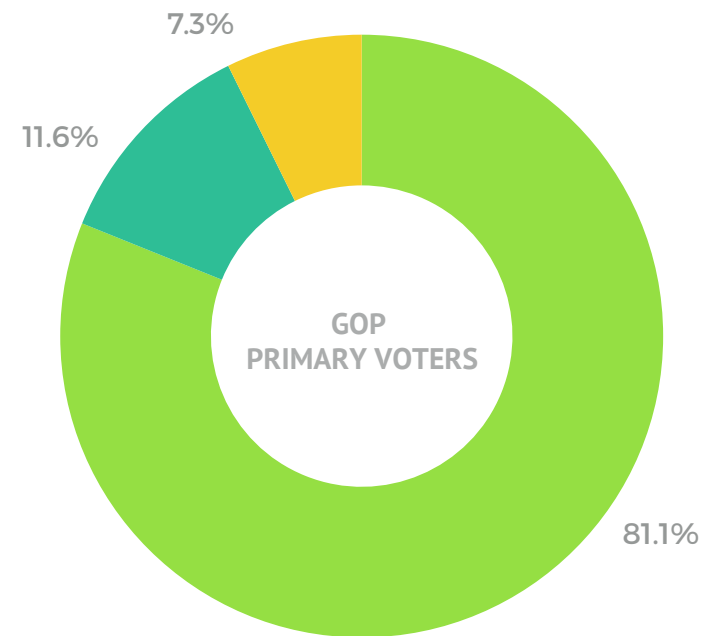
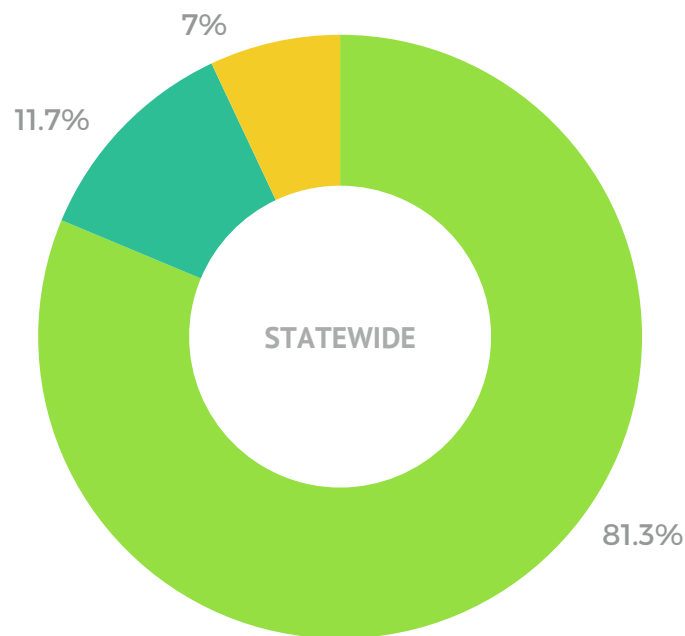
Have you ever played Fantasy Sports?

GOP PRIMARY VOTERS

BREAKDOWN	YES	NO	DK/REF
OVERALL	15.4%	83.8%	0.8%
DALLAS-FT. WORTH	21.8%	77.7%	0.5%
HOUSTON	12.2%	86.1%	1.7%
AUSTIN/WACO/ BRYAN	12.3%	87.7%	0%
SA/S. EL. PASO	8.5%	90.7%	0.8%
WEST TX MARKETS	19.3%	80.7%	0%
EAST TX MARKETS	11.8%	86.3%	1.9%
EVANGELICAL	13%	86.2%	0.9%
NON-EVANGELICAL	19%	80.3%	0.7%

BREAKDOWN	YES	NO	DK/REF
MALE	26.3%	73.4%	0.3%
FEMALE	4.3%	94.3%	1.4%
UNDER 45	25.8%	73.4%	0.8%
OVER 45	9.8%	89.4%	0.8%
UNDER \$100K	11.8%	87.4%	0.8%
OVER \$100K	25.2%	74.3%	0.5%

POLLING: Adults should be allowed to participate in online fantasy sports (or) It should be illegal for adults to participate in online fantasy sports?



LEGAL/REGULATE

ILLEGAL

DK/RF

POLLING: Adults should be allowed to participate in online fantasy sports (or) It should be illegal for adults to participate in online fantasy sports?

STATEWIDE

BREAKDOWN	LEGAL	ILLEGAL	DK/REF
OVERALL	81.3%	11.7%	7.0%
DALLAS-FT. WORTH	84.7%	11.0%	4.3%
HOUSTON	81.2%	11.6%	7.2%
AUSTIN/WACO/ BRYAN	83.3%	5.8%	10.9%
SA/S. EL. PASO	77.2%	16.1%	6.7%
WEST TX MARKETS	85.0%	5.0%	10.0%
EAST TX MARKETS	70.0%	21.4%	8.6%
EVANGELICAL	78.9%	13.5%	7.6%
NON-EVANGELICAL	87.4%	8.2%	4.3%
REPUBLICAN	81.3%	11.1%	7.6%
DEMOCRAT	78.6%	14.3%	7.1%
INDEPENDENT	86.7%	9.0%	4.3%

BREAKDOWN	LEGAL	ILLEGAL	DK/REF
MALE	85.1%	10.4%	4.5%
FEMALE	77.9%	12.8%	9.3%
UNDER 45	89.2%	7.1%	3.7%
OVER 45	75.6%	14.9%	9.5%
UNDER \$100K	80.8%	13.7%	5.5%
OVER \$100K	89.5%	7.8%	2.7%

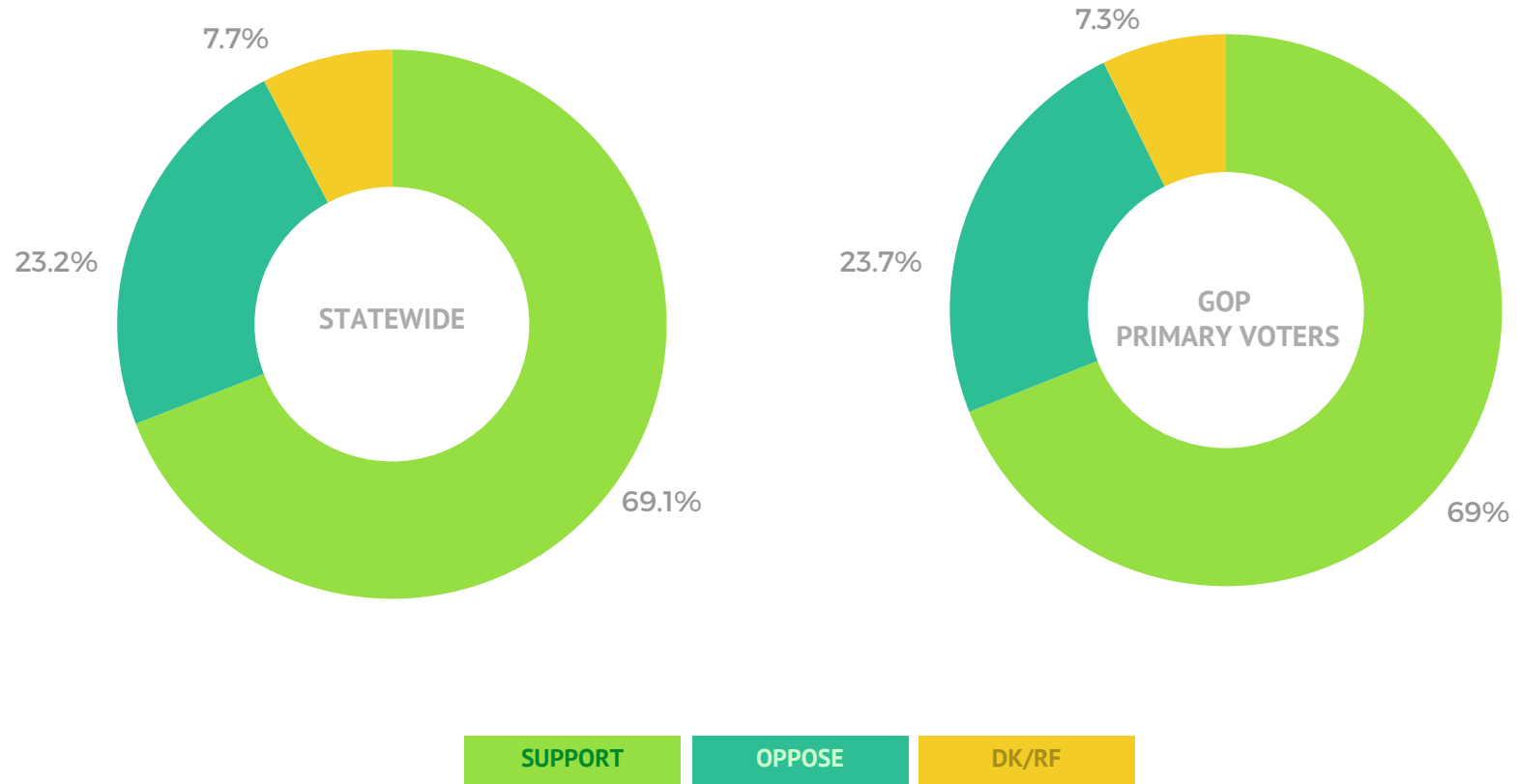
POLLING: Adults should be allowed to participate in online fantasy sports (or) It should be illegal for adults to participate in online fantasy sports?

GOP PRIMARY VOTERS

BREAKDOWN	LEGAL	ILLEGAL	DK/REF
OVERALL	81.1%	11.6%	7.3%
DALLAS-FT. WORTH	80.3%	13.1%	6.6%
HOUSTON	83.3%	9.4%	7.2%
AUSTIN/WACO/ BRYAN	82.7%	8.6%	8.6%
SA/S. EL. PASO	82.2%	14.4%	3.4%
WEST TX MARKETS	79.5%	9.6%	10.8%
EAST TX MARKETS	74.5%	13.7%	11.8%
EVANGELICAL	79.3%	11.8%	8.9%
NON-EVANGELICAL	85.9%	9.9%	4.2%

BREAKDOWN	LEGAL	ILLEGAL	DK/REF
MALE	84.9%	10.5%	4.6%
FEMALE	77.3%	12.7%	10.0%
UNDER 45	90.3%	5.6%	4.0%
OVER 45	76.7%	14.3%	9.0%
UNDER \$100K	80.6%	12.9%	6.5%
OVER \$100K	87.2%	9.6%	3.2%

POLLING: Do you Favor or Oppose regulating online fantasy sports?



POLLING: Do you Favor or Oppose regulating online fantasy sports?

STATEWIDE

BREAKDOWN	FAVOR	OPPOSE	DK/REF
OVERALL	69.1%	23.2%	7.7%
DALLAS-FT. WORTH	66.3%	24%	24%
HOUSTON	68.4%	24.4%	24.4%
AUSTIN/WACO/ BRYAN	73.3%	20%	20%
SA/S. EL. PASO	71.1%	23.3%	23.3%
WEST TX MARKETS	72.5%	22.5%	22.5%
EAST TX MARKETS	67.1%	21.4%	21.4%
EVANGELICAL	66.2%	25.1%	8.6%
NON-EVANGELICAL	72.9%	21.3%	5.8%
REPUBLICAN	70%	23.4%	6.6%
DEMOCRAT	70.4%	21.1%	8.5%
INDEPENDENT	68.5%	24.4%	7.1%

BREAKDOWN	FAVOR	OPPOSE	DK/REF
MALE	67.7%	25.5%	6.8%
FEMALE	70.4%	21.1%	8.5%
UNDER 45	65.9%	27.2%	6.9%
OVER 45	71.9%	20.1%	8.1%
UNDER \$100K	70.6%	22%	7.4%
OVER \$100K	71.6%	23.7%	4.7%

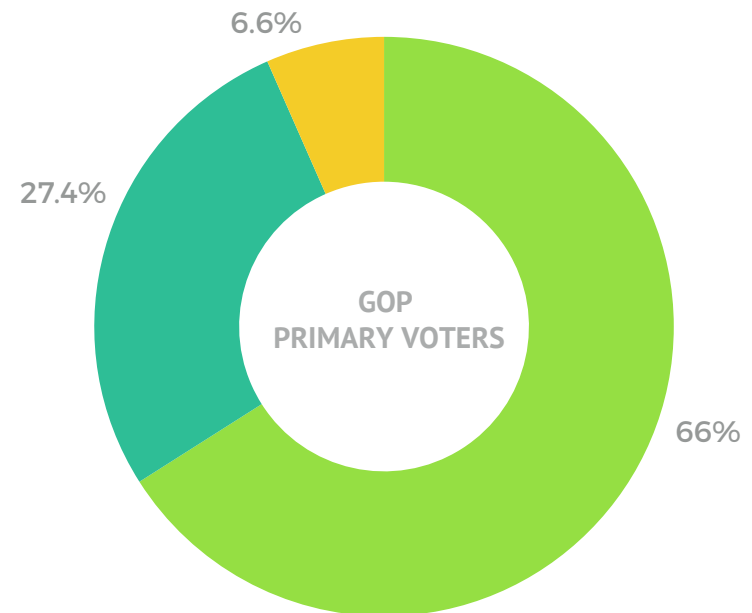
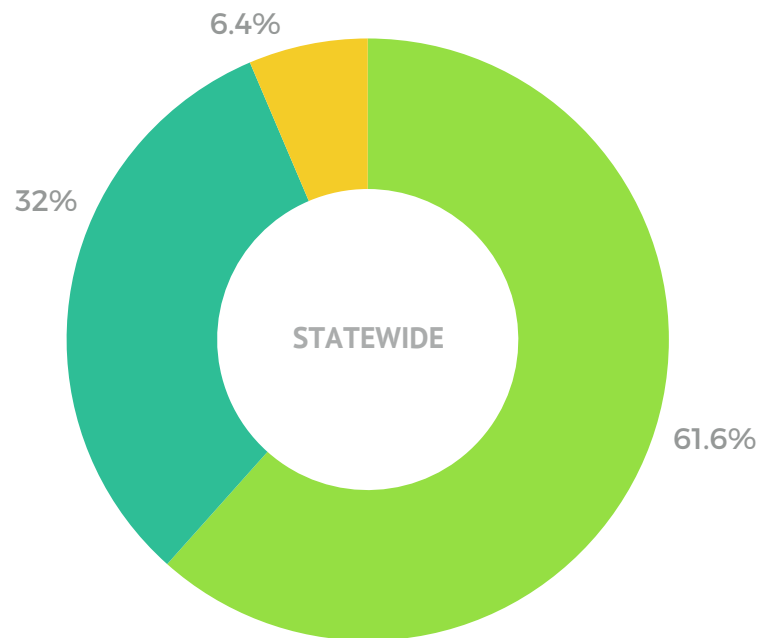
POLLING: Do you Favor or Oppose regulating online fantasy sports?

GOP PRIMARY VOTERS

BREAKDOWN	FAVOR	OPPOSE	DK/REF
OVERALL	69%	23.7%	7.3%
DALLAS-FT. WORTH	64.6%	27.5%	7.9%
HOUSTON	74.4%	20%	5.6%
AUSTIN/WACO/ BRYAN	63%	25.9%	11.1%
SA/S. EL. PASO	78.8%	16.1%	5.1%
WEST TX MARKETS	73.5%	22.9%	3.6%
EAST TX MARKETS	49%	35.3%	15.7%
EVANGELICAL	65.1%	26.5%	8.4%
NON-EVANGELICAL	73.2%	21.8%	4.9%

BREAKDOWN	FAVOR	OPPOSE	DK/REF
MALE	67.7%	25.3%	7%
FEMALE	70.3%	22.2%	7.5%
UNDER 45	61.7%	31.5%	6.9%
OVER 45	72.8%	19.8%	7.4%
UNDER \$100K	69.4%	22.6%	8.1%
OVER \$100K	72.9%	23.9%	3.2%

POLLING: Do you support requiring online fantasy sports be limited to professional sports only?



SUPPORT OPPOSE DK/RF

POLLING: Do you support requiring online fantasy sports be limited to professional sports only?

STATEWIDE

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
OVERALL	61.6%	32%	6.4%
DALLAS-FT. WORTH	63%	30.7%	6.3%
HOUSTON	56.4%	36%	7.6%
AUSTIN/WACO/BRYAN	60%	32.5%	7.5%
SA/S. EL. PASO	68.3%	28.9%	2.8%
WEST TX MARKETS	61.2%	30%	8.8%
EAST TX MARKETS	60%	32.9%	7.1%
EVANGELICAL	61.9%	29.5%	8.6%
NON-EVANGELICAL	59.4%	36.2%	4.3%
REPUBLICAN	67.4%	26.3%	6.3%
DEMOCRAT	56.8%	36.4%	6.8%
INDEPENDENT	59.5%	35.8%	4.7%

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
MALE	60%	35.3%	4.7%
FEMALE	63%	29.1%	7.9%
UNDER 45	55.5%	38.7%	5.8%
OVER 45	65.9%	27.1%	7%
UNDER \$100K	61.9%	33%	5.1%
OVER \$100K	65.5%	30.4%	4.7%

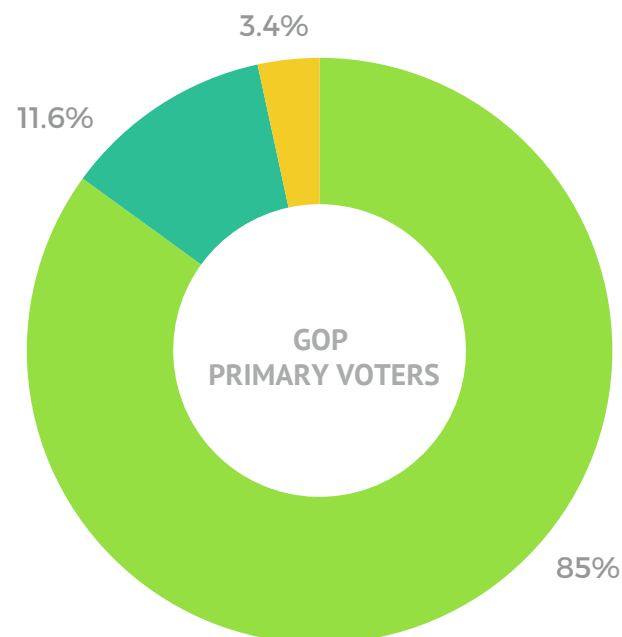
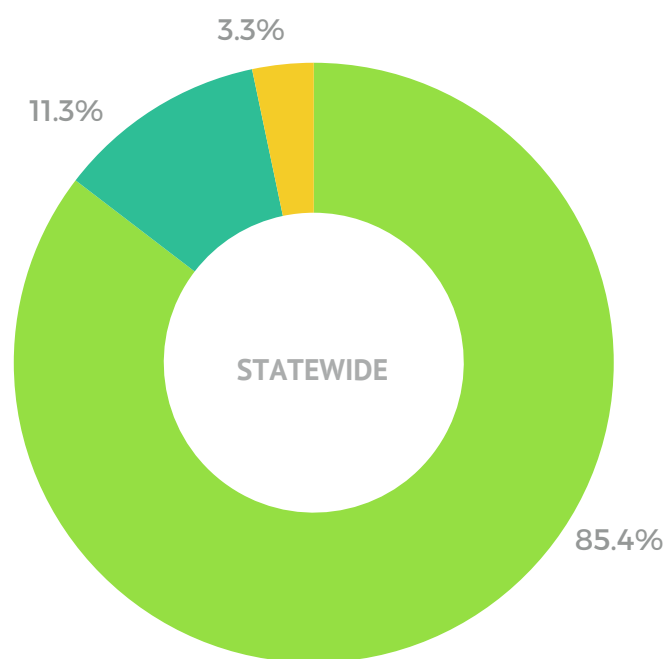
POLLING: Do you support requiring online fantasy sports be limited to professional sports only?

GOP PRIMARY VOTERS

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
OVERALL	66.0%	27.4%	6.6%
DALLAS-FT. WORTH	62.9%	30.1%	7.0%
HOUSTON	63.3%	28.3%	8.4%
AUSTIN/WACO/BRYAN	66.7%	28.4%	4.9%
SA/S. EL. PASO	75.4%	20.3%	4.3%
WEST TX MARKETS	66.3%	26.5%	7.2%
EAST TX MARKETS	66.7%	27.5%	5.8%
EVANGELICAL	65.4%	25.4%	9.2%
NON-EVANGELICAL	70.4%	26.8%	2.8%

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
MALE	63.2%	31.2%	5.6%
FEMALE	68.9%	23.5%	7.6%
UNDER 45	58.5%	36.3%	5.2%
OVER 45	69.7%	23.1%	7.2%
UNDER \$100K	68.5%	26.1%	5.4%
OVER \$100K	66.5%	27.5%	6.0%

POLLING: Do you support implementing security standards to ensure participants are over the age of 18 and meet other eligibility requirements?



POLLING: Do you support implementing security standards to ensure participants are over the age of 18 and meet other eligibility requirements?

STATEWIDE

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
OVERALL	85.4%	11.3%	3.3%
DALLAS-FT. WORTH	86.3%	11.3%	2.4%
HOUSTON	82.4%	14.4%	3.2%
AUSTIN/WACO/ BRYAN	88.3%	8.3%	3.4%
SA/S. EL. PASO	85%	10.6%	4.4%
WEST TX MARKETS	88.8%	10%	1.2%
EAST TX MARKETS	84.3%	8.6%	7.1%
EVANGELICAL	85.1%	11.6%	3.2%
NON-EVANGELICAL	86.0%	12.1%	1.9%
REPUBLICAN	86.6%	10.5%	2.9%
DEMOCRAT	85%	10.9%	4.1%
INDEPENDENT	86.4%	12.2%	1.4%

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
MALE	84.7%	12.8%	2.5%
FEMALE	86%	10%	4%
UNDER 45	85.7%	12%	2.3%
OVER 45	85.1%	10.9%	3.9%
UNDER \$100K	87.3%	10.1%	2.7%
OVER \$100K	88.3%	10.1%	1.6%

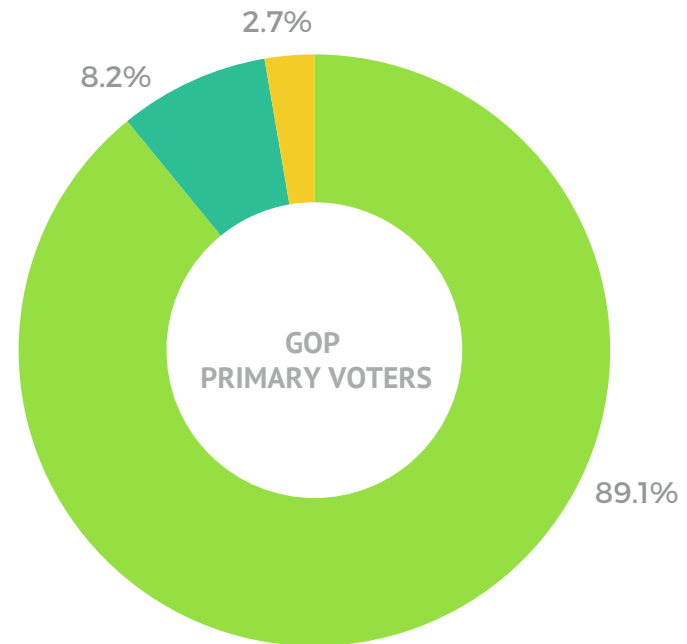
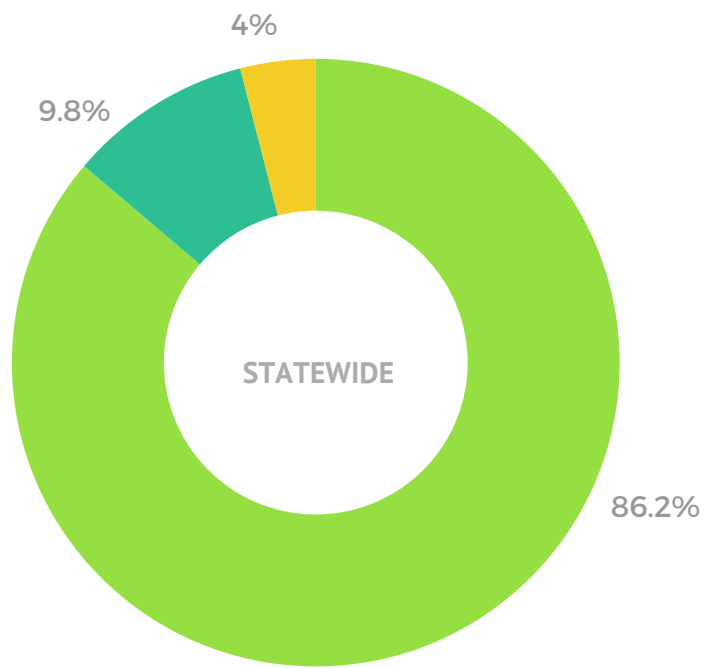
POLLING: Do you support implementing security standards to ensure participants are over the age of 18 and meet other eligibility requirements?

— GOP PRIMARY VOTERS —

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
OVERALL	85.0%	11.6%	3.4%
DALLAS-FT. WORTH	83.8%	14.0%	2.2%
HOUSTON	86.1%	11.7%	2.2%
AUSTIN/WACO/ BRYAN	84.0%	12.3%	3.7%
SA/S. EL. PASO	89.0%	5.9%	5.1%
WEST TX MARKETS	85.5%	12.0%	2.5%
EAST TX MARKETS	78.4%	11.8%	9.8%
EVANGELICAL	83.6%	13.0%	3.5%
NON-EVANGELICAL	88.0%	10.6%	1.4%

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
MALE	83.3%	14.0%	2.7%
FEMALE	86.8%	9.2%	4.0%
UNDER 45	83.1%	14.9%	2.0%
OVER 45	86.1%	10.9%	3.9%
UNDER \$100K	87.4%	9.9%	2.7%
OVER \$100K	86.2%	11.5%	2.3%

POLLING: Do you support requiring online fantasy sports to keep customer funds secure?



POLLING: Do you support requiring online fantasy sports to keep customer funds secure?

STATEWIDE

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
OVERALL	86.2%	75.8%	4.0%
DALLAS-FT. WORTH	87.0%	8.3%	4.7%
HOUSTON	87.2%	10.0%	2.8%
AUSTIN/WACO/ BRYAN	84.2%	9.2%	6.6%
SA/S. EL. PASO	83.9%	12.8%	3.3%
WEST TX MARKETS	88.8%	7.5%	3.7%
EAST TX MARKETS	85.7%	11.4%	2.9%
EVANGELICAL	84.3%	11.9%	3.8%
NON-EVANGELICAL	88.9%	7.7%	3.4%
REPUBLICAN	88.9%	8.4%	2.7%
DEMOCRAT	83.0%	10.9%	6.1%
INDEPENDENT	87.5%	10.0%	2.5%

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
MALE	86.6%	10.0%	3.4%
FEMALE	85.8%	9.6%	4.6%
UNDER 45	90.6%	7.1%	2.3%
OVER 45	83.3%	11.8%	4.8%
UNDER \$100K	87.3%	9.9%	2.8%
OVER \$100K	92.6%	4.3%	3.1%

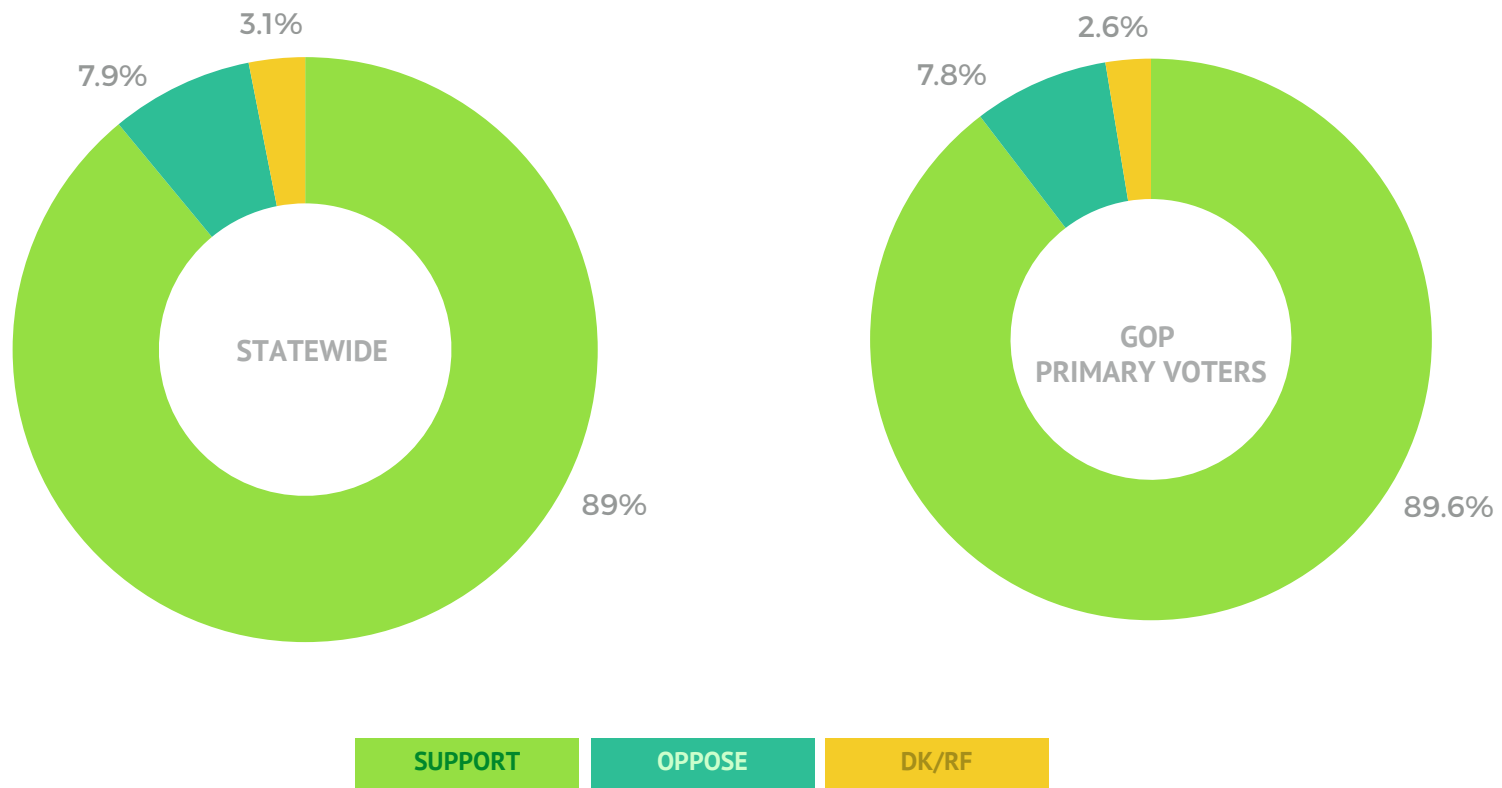
POLLING: Do you support requiring online fantasy sports to keep customer funds secure?

GOP PRIMARY VOTERS

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
OVERALL	89.1%	8.2%	2.7%
DALLAS-FT. WORTH	89.5%	7.9%	2.6%
HOUSTON	92.2%	6.7%	1.1%
AUSTIN/WACO/ BRYAN	82.7%	12.3%	5.0%
SA/S. EL. PASO	90.7%	7.6%	1.7%
WEST TX MARKETS	89.2%	7.2%	3.6%
EAST TX MARKETS	82.4%	11.8%	5.8%
EVANGELICAL	86.2%	10.1%	3.7%
NON-EVANGELICAL	91.5%	7.0%	1.4%

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
MALE	88.4%	8.6%	3.0%
FEMALE	89.7%	7.8%	2.5%
UNDER 45	91.5%	6.9%	1.6%
OVER 45	87.9%	9.0%	3.1%
UNDER \$100K	90.9%	7.8%	1.3%
OVER \$100K	92.2%	5.0%	2.8%

POLLING: Do you support implementing online security to protect participants' financial information and ensure confidentiality?



POLLING: Do you support implementing online security to protect participants' financial information and ensure confidentiality?

STATEWIDE

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
OVERALL	89.0%	7.9%	3.1%
DALLAS-FT. WORTH	89.0%	6.3%	4.7%
HOUSTON	87.2%	11.2%	1.6%
AUSTIN/WACO/ BRYAN	87.5%	7.5%	5.0%
SA/S. EL. PASO	90.0%	7.8%	2.2%
WEST TX MARKETS	92.5%	6.2%	1.3%
EAST TX MARKETS	91.4%	5.7%	2.9%
EVANGELICAL	86.8%	9.2%	4.1%
NON-EVANGELICAL	91.3%	6.3%	2.4%
REPUBLICAN	90.3%	8.2%	1.5%
DEMOCRAT	86.1%	9.2%	4.7%
INDEPENDENT	92.1%	5.7%	2.2%

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
MALE	90.0%	7.2%	2.8%
FEMALE	88.1%	8.5%	3.4%
UNDER 45	92.4%	5.3%	2.3%
OVER 45	86.6%	9.9%	3.6%
UNDER \$100K	88.2%	8.7%	3.0%
OVER \$100K	94.9%	3.9%	1.2%

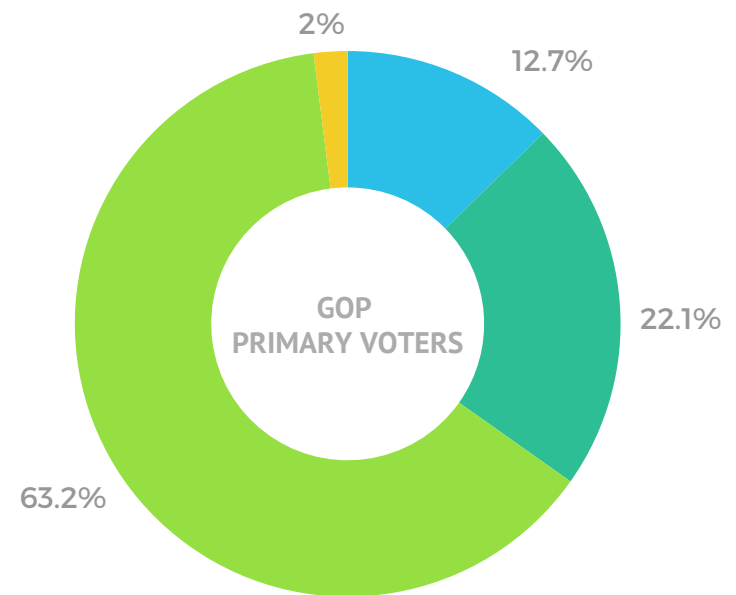
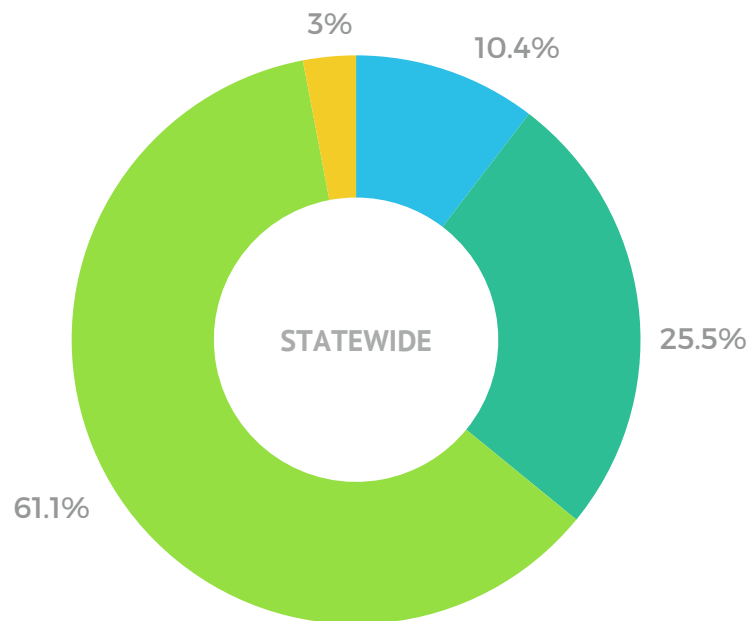
POLLING: Do you support implementing online security to protect participants' financial information and ensure confidentiality?

— GOP PRIMARY VOTERS —

BREAKDOWN	SUPPORT	OPPOSE	DK/REF
OVERALL	89.6%	7.8%	2.6%
DALLAS-FT. WORTH	88.6%	7.9%	3.5%
HOUSTON	90.0%	8.9%	1.1%
AUSTIN/WACO/ BRYAN	85.2%	11.1%	3.7%
SA/S. EL. PASO	94.1%	4.2%	1.7%
WEST TX MARKETS	92.8%	6.0%	1.2%
EAST TX MARKETS	84.3%	9.8%	5.9%
EVANGELICAL	87.3%	8.9%	3.7%
NON-EVANGELICAL	93.0%	6.3%	0.7%

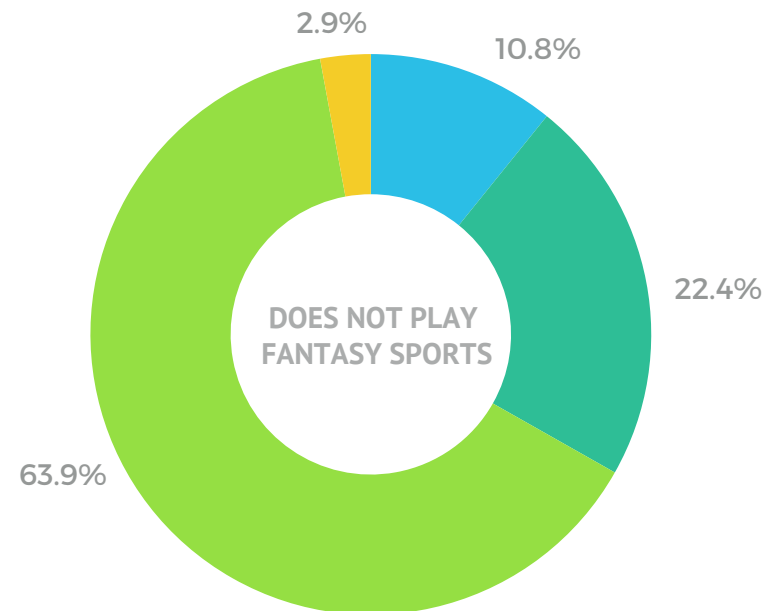
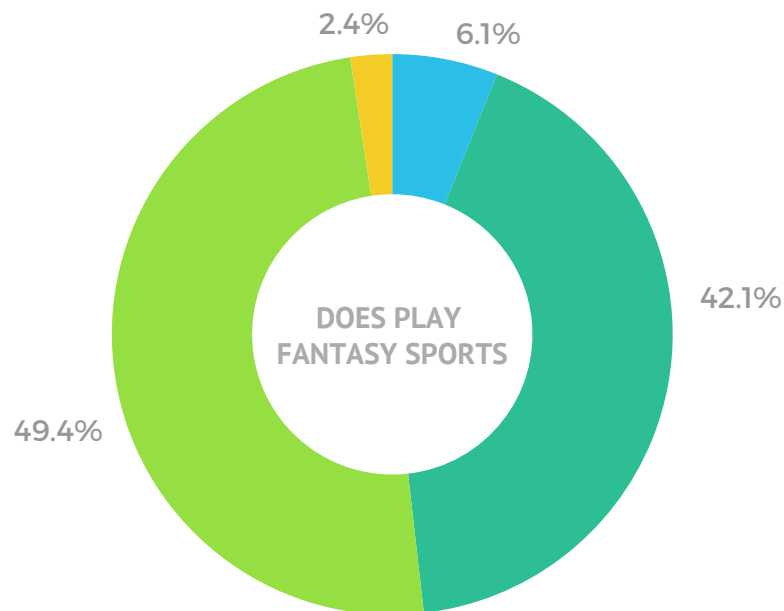
BREAKDOWN	SUPPORT	OPPOSE	DK/REF
MALE	89.5%	8.1%	2.4%
FEMALE	89.7%	7.6%	2.7%
UNDER 45	92.3%	6.0%	1.6%
OVER 45	88.5%	8.6%	2.9%
UNDER \$100K	90.3%	7.5%	2.2%
OVER \$100K	92.7%	6.0%	1.4%

POLLING: How would it affect your vote if your state rep. or state senator wanted to make it illegal to participate in online fantasy sports contests?



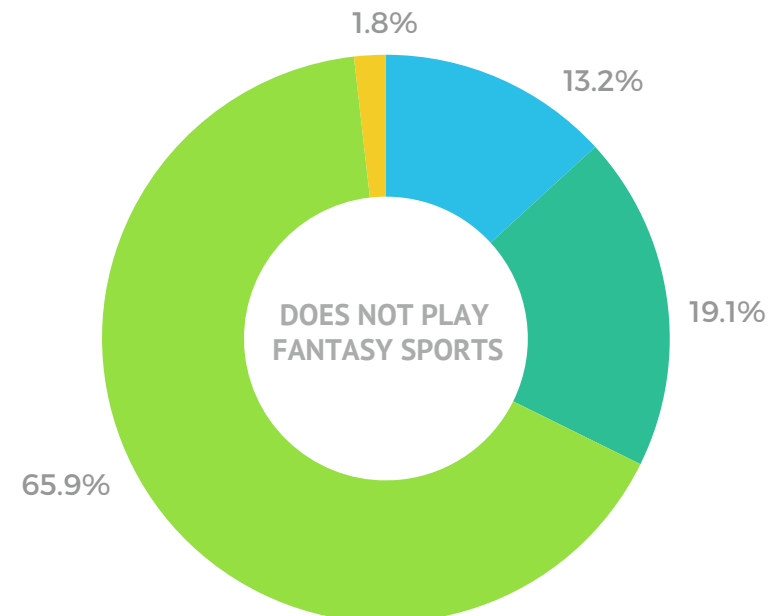
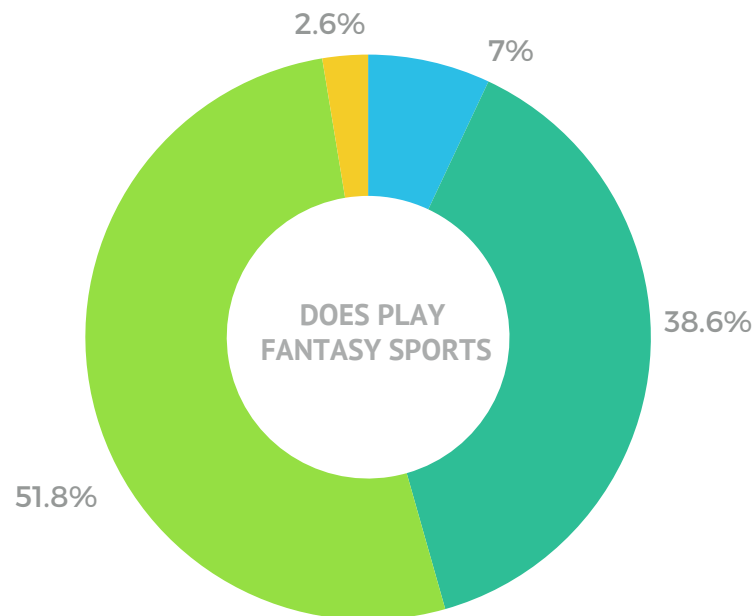
POLLING: How would it affect your vote if your state rep. or state senator wanted to make it illegal to participate in online fantasy sports contests?

STATEWIDE



POLLING: How would it affect your vote if your state rep. or state senator wanted to make it illegal to participate in online fantasy sports contests?

— GOP PRIMARY VOTERS —



POLLING: How would it affect your vote if your state rep/state senator wanted to make it illegal to participate in online fantasy sports contests?

STATEWIDE

BREAKDOWN	MORE LIKELY	LESS LIKELY	NO EFFECT	DK/REF
OVERALL	10.4%	25.5%	61.1%	3.0%
DALLAS-FT. WORTH	11.0%	26.0%	59.3%	3.7%
HOUSTON	8.4%	26.4%	64.4%	0.8%
AUSTIN/WACO/ BRYAN	5.0%	26.7%	64.2%	4.1%
SA/S. EL. PASO	14.4%	23.3%	59.4%	2.9%
WEST TX MARKETS	10.0%	21.2%	61.2%	7.6%
EAST TX MARKETS	14.3%	28.6%	55.7%	1.4%
EVANGELICAL	11.6%	22.4%	64.1%	1.9%
NON-EVANGELICAL	8.2%	30.0%	58.5%	3.4%
PLAYS DFS	6.1%	42.1%	49.4%	2.4%
DOES NOT PLAY DFS	10.8%	22.4%	63.9%	2.9%

BREAKDOWN	MORE LIKELY	LESS LIKELY	NO EFFECT	DK/REF
MALE	10.0%	29.4%	59.1%	1.5%
FEMALE	10.8%	22.1%	62.8%	4.3%
UNDER 45	6.2%	29.5%	61.8%	2.3%
OVER 45	13.4%	21.9%	61.1%	3.6%
UNDER \$100K	11.6%	23.7%	61.9%	2.8%
OVER \$100K	6.6%	31.5%	60.3%	1.6%
REPUBLICAN	13.4%	24.7%	59.5%	2.4%
DEMOCRAT	7.5%	29.6%	59.2%	3.7%
INDEPENDENT	8.6%	21.1%	68.8%	1.5%

POLLING: How would it affect your vote if your state rep/state senator wanted to make it illegal to participate in online fantasy sports contests?

GOP PRIMARY VOTERS

BREAKDOWN	MORE LIKELY	LESS LIKELY	NO EFFECT	DK/REF
OVERALL	12.7%	22.1%	63.2%	2.0%
DALLAS-FT. WORTH	12.2%	26.2%	60.3%	1.3%
HOUSTON	13.3%	22.8%	63.3%	0.6%
AUSTIN/WACO/BRYAN	9.9%	22.2%	65.4%	2.5%
SA/S. EL. PASO	13.6%	14.4%	70.3%	1.7%
WEST TX MARKETS	12%	16.9%	66.3%	4.8%
EAST TX MARKETS	15.7%	27.5%	51%	5.8%
EVANGELICAL	12.4%	19.6%	66.3%	1.7%
NON-EVANGELICAL	11.3%	28.9%	57.7%	2.1%
PLAYS DFS	7.0%	38.6%	51.8%	2.6%
DOES NOT PLAY DFS	13.2%	19.1%	65.9%	1.8%

BREAKDOWN	MORE LIKELY	LESS LIKELY	NO EFFECT	DK/REF
MALE	11.8%	29.3%	57.3%	1.6%
FEMALE	13.5%	14.9%	69.2%	2.4%
UNDER 45	8.9%	31.9%	58.8%	0.4%
OVER 45	14.5%	17.2%	65.4%	2.9%
UNDER \$100K	14.8%	19.9%	63.2%	2.2%
OVER \$100K	10.1%	28.9%	59.2%	1.8%

RESULTS SUMMARY

- More than 81% of Texas voters (and 81% of Republican Primary voters) believe that adults should be able to play fantasy sports online, compared to fewer than 12% of Texas voters who believe that adults should not be able to play fantasy sports online.
- By a better than a 40-point margin (69.1 - 23.2), Texas voters want the legislature to regulate fantasy sports in the state.
 - More than 85% of voters also overwhelmingly support individual provisions of the proposed Texas legislation. All findings are generally consistent between voters overall and Republican Primary voters.
- More than 42% of Texans who have played fantasy sports say that they would be less likely to vote to re-elect a state legislator who wanted to make it illegal to participate in fantasy sports, vs. just 6.1% of fantasy sports players who would be more likely to vote for such a legislator. 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.

ABOUT US

PARKSIDE 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.

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.