optimove

Optimove Insights:

2024–2025 Consumer Report on NFL Wagering Intentions

August 2024

Insights

An in-depth analysis of betting behaviors, preferences, and trends among NFL bettors

www.optimove.com
info@optimove.com

Table of Contents

Executive Summary

The Optimove Insights 2024–2025 Consumer Report on NFL Wagering Intentions provides an in-depth analysis of the betting behaviors, preferences, and trends among NFL bettors. Key findings from the report include significant increases in betting frequency, confidence, and engagement, as well as insights into the motivations and habits of bettors.

Increased Betting Frequency:

- 71% of bettors placed bets on one or more games per week in the previous season, up from 63% in 2023.
- 43% of bettors wagered several times per week, an increase from 37% last year.
- 79% bet during the regular season, compared to 69% in 2023, with the Super Bowl being the second most popular event at 52%.

Betting Preferences and Trends:

- 68% of respondents prefer point spread bets, followed by over/under and moneyline bets at 62%.
- 85% of respondents make live bets during games, a significant rise from 61% last year.
- 84% of bettors plan to bet on games in the 2024–2025 season, compared to 70% who did so last year.

Sources and Influences:

- Primary sources for determining bets are sportsbooks or web apps (76%), social media (60%), and betting tipsters (51%).
- Top factors influencing bets include player performance (70%) and point spreads and odds (64%).

Success and Budget Management:

- 76% of respondents reported moderate or better success in NFL wagers.
- 90% manage a budget for betting, with the majority setting weekly or seasonal budgets.

Responsible Gambling:

- 97% of bettors are aware of responsible gambling resources, with 67% using these resources to set bet limits or address gambling issues.
- 66% of bettors admitted to wagering more than they could afford or wanted to lose, up from 45% in 2023.

Loyalty and Engagement:

- Brand loyalty remains low, with 68% of respondents using two or more betting sites per week, up from 54% in 2023.
- 42% of respondents cited promotions like free bets as the main reason for choosing a betting site.

Marketing and Communication:

- Marketing fatigue is less of an issue for NFL bettors, with only 22% preferring fewer messages from betting sites, down from 37% last year.
- 81% of bettors find messages personalized, and 83% feel their betting site experience is tailored to them.
- Preferred communication methods are email (49%) and text messages (23%).

Extracurricular Football Activities:

- 94% participate in betting pools or contests, 79% play fantasy football, and 74% regularly watch the NFL.
- 90% of bettors believe that betting enhances their enjoyment of the game, with 54% stating it significantly enhances their experience.

Preferred Timing for Promotions:

- The most preferred day for receiving betting messages and promotions is Monday (20%), followed by Friday and Saturday (17%), and Sunday (16%).

The findings highlight the dynamic nature of NFL betting, the importance of responsible gambling, and the need for sportsbooks to optimize their engagement and generosity programs to enhance player satisfaction and loyalty.

Methodology

The Optimove Insights 2024–2025 Consumer Report on NFL Wagering Intentions was based on queries of 356 U.S. citizens who bet on NFL football fielded in August 2024. Respondents were ages 21-plus, and household incomes were $75,000-plus.

Detailed Results

Of bettors on NFL games in the previous season, seventy-one percent (71%) bet on one or more games per week, compared with 63% in 2023. Forty-three percent (43%) bet several times per week, up from 37% last year.
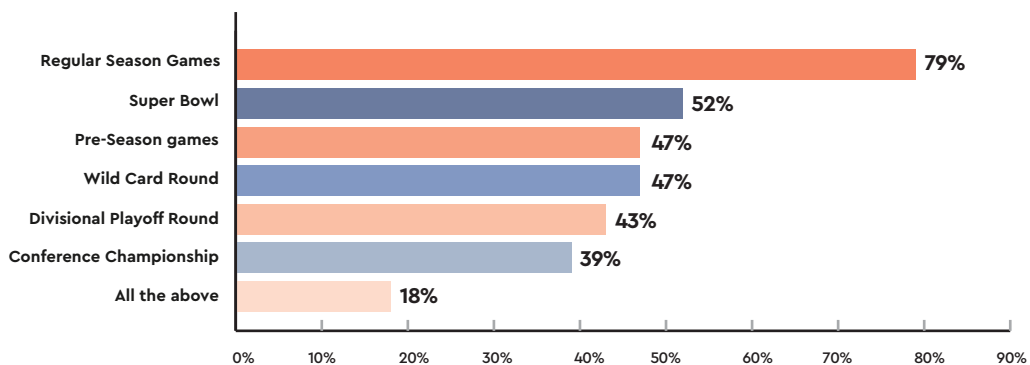
How frequently did you bet on NFL games during the previous season? (2023/2024)
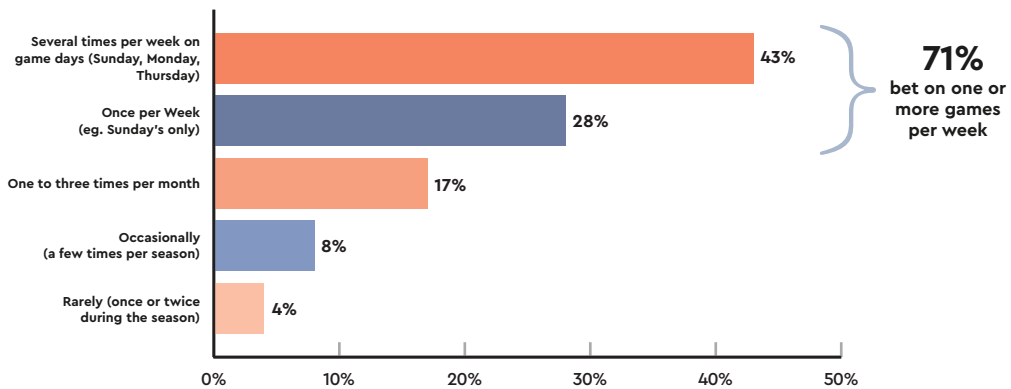
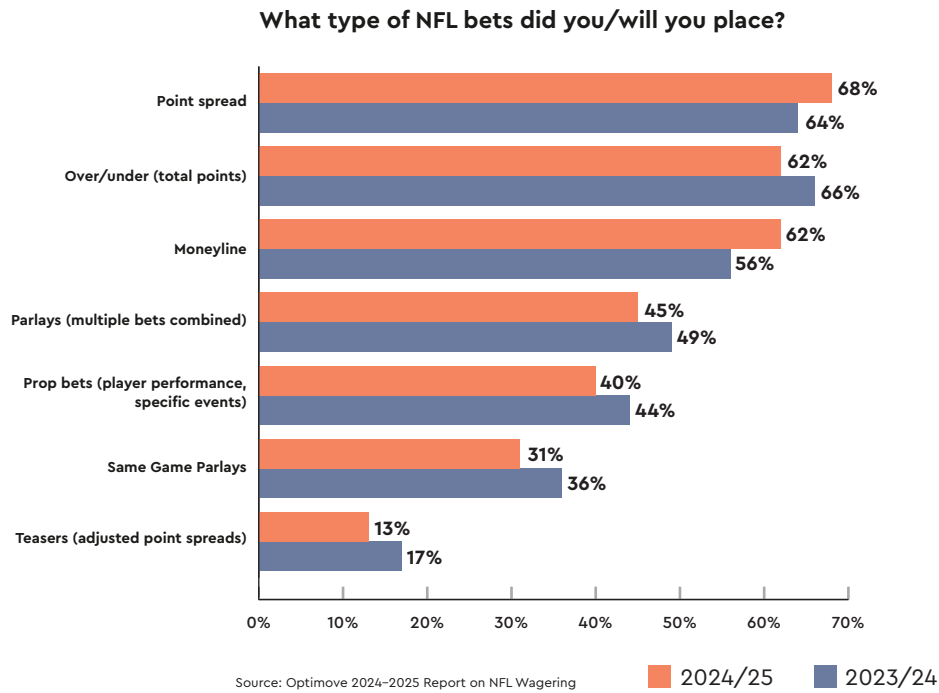
Source: Optimove 2024–2025 Report on NFL Wagering

Last year (2023), almost seven in ten (69%) bet during the regular season – it has risen to 79% in 2024. The second most popular bet is the Super Bowl chosen by 52% of respondents.

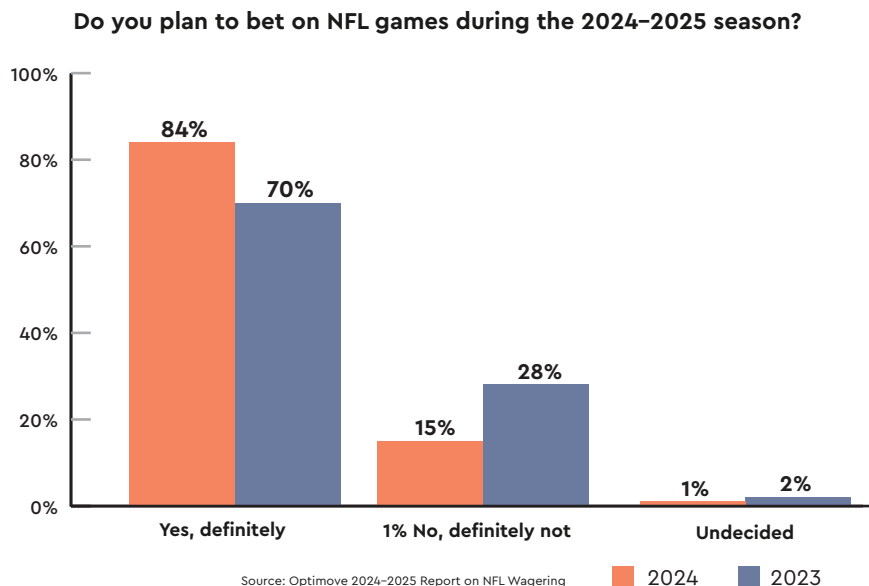**Which NFL games did you typically bet on last year 2023/24?**

Source: Optimove 2024–2025 Report on NFL Wagering

Consistent with last season, the top type of bet will be "point spread" selected by 68% of respondents, followed by "over/under" and "moneyline" at 62%.

What type of NFL bets did you/will you place?

Bet type	2024/25	2023/24
Point spread	68%	64%
Over/under (total points)	62%	66%
Moneyline	62%	56%
Parlays (multiple bets combined)	45%	49%
Prop bets (player performance, specific events)	40%	44%
Same Game Parlays	31%	36%
Teasers (adjusted point spreads)	13%	17%

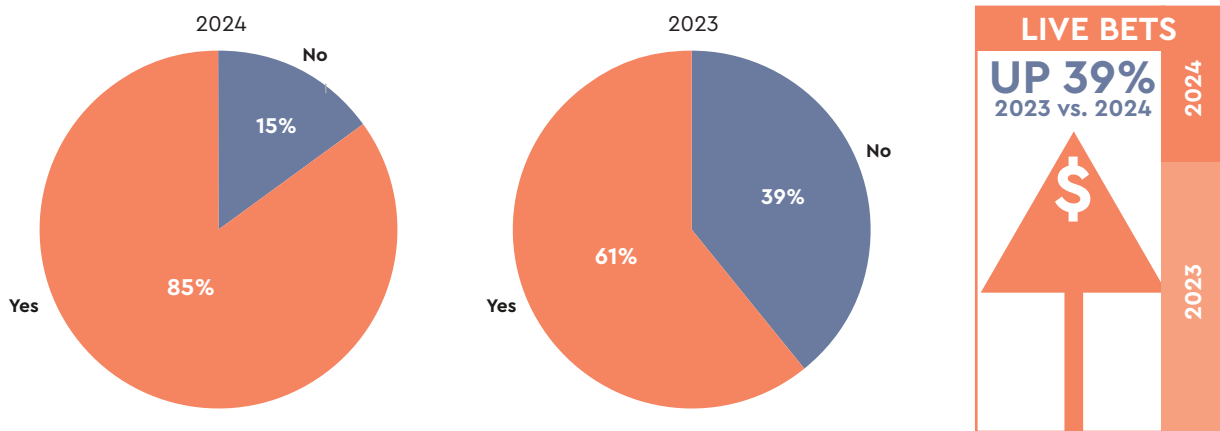Source: Optimove 2024–2025 Report on NFL Wagering

■ 2024/25 ■ 2023/24

Looking forward to the 2024–2025 season, eighty-four percent (84%) say they will "definitely" bet on games, this compares to 70% who said they will "definitely" bet on games for the 2023–24 season.

Do you plan to bet on NFL games during the 2024–2025 season?

	Yes, definitely	1% No, definitely not	Undecided
2024	84%	15%	1%
2023	70%	28%	2%

Source: Optimove 2024–2025 Report on NFL Wagering

■ 2024 ■ 2023

Of note is that 85% of respondents said that they make "live bets" during the game. This compares to 61% last year (a 39% increase). It underscores that sports bettors have a deeper understanding of betting platforms in 2024 versus 2023. It means that sports betting sites have multiple chances to engage betting fans after kickoff and before the final whistle.
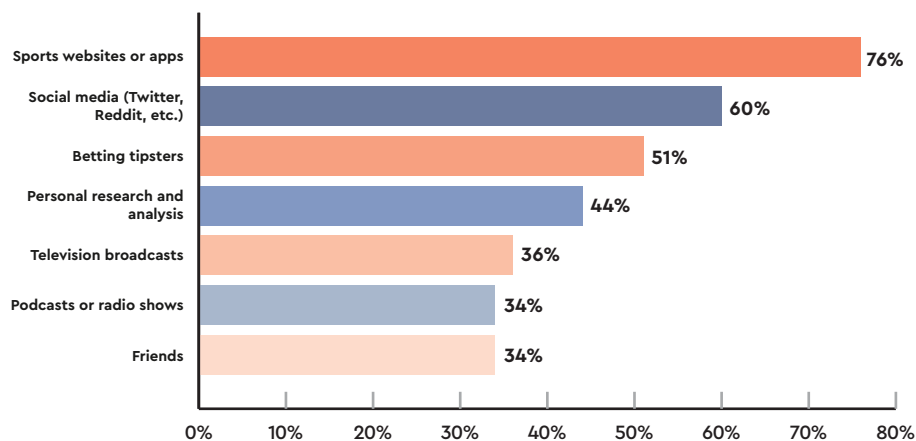
Do you typically place "Live Bets?"

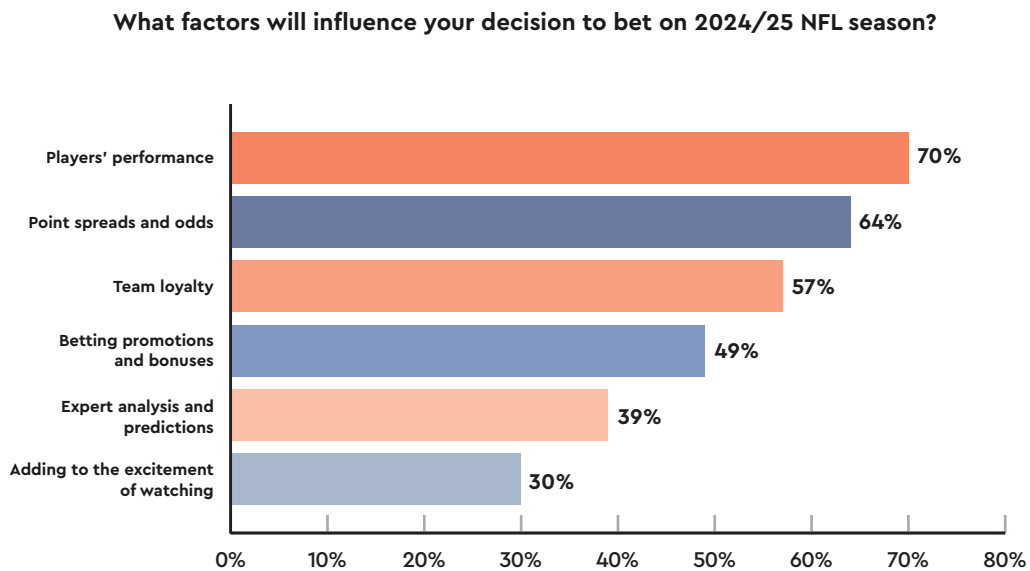Source: Optimove 2024–2025 Report on NFL Wagering

Primary sources used to determine bets before a game were sportsbooks or web apps chosen by 76% of respondents; followed by social media at 60%, and betting tipsters at 51%.

What are the primary sources you use to gather information before placing NFL bets?

Source: Optimove 2024–2025 Report on NFL Wagering

Top factors chosen by respondents that influence betting are as follows: player's performance 70%, and point spreads and odds at 64%.

What factors will influence your decision to bet on 2024/25 NFL season?

| Factor	Percentage
Players' performance	70%
Point spreads and odds	64%
Team loyalty	57%
Betting promotions and bonuses	49%
Expert analysis and predictions	39%
Adding to the excitement of watching	30%

Source: Optimove 2024–2025 Report on NFL Wagering

Success factor 2024: Seventy-six percent (76%) said that they have had moderate or better success in NFL wagers. The remaining 24% said they have fared at break even or worse – with just 7% saying they were unsuccessful.

This finding does not align with industry observations where it is reported that "rarely do professional sports bettors maintain a long-term winning percentage above 55 percent, and it's not uncommon for them to hover around 53 or 54 percent." This suggests that respondents' perceptions may lean towards a more optimistic outlook than the actual reality.

**How would you rate your overall success in NFL betting over the past year?**
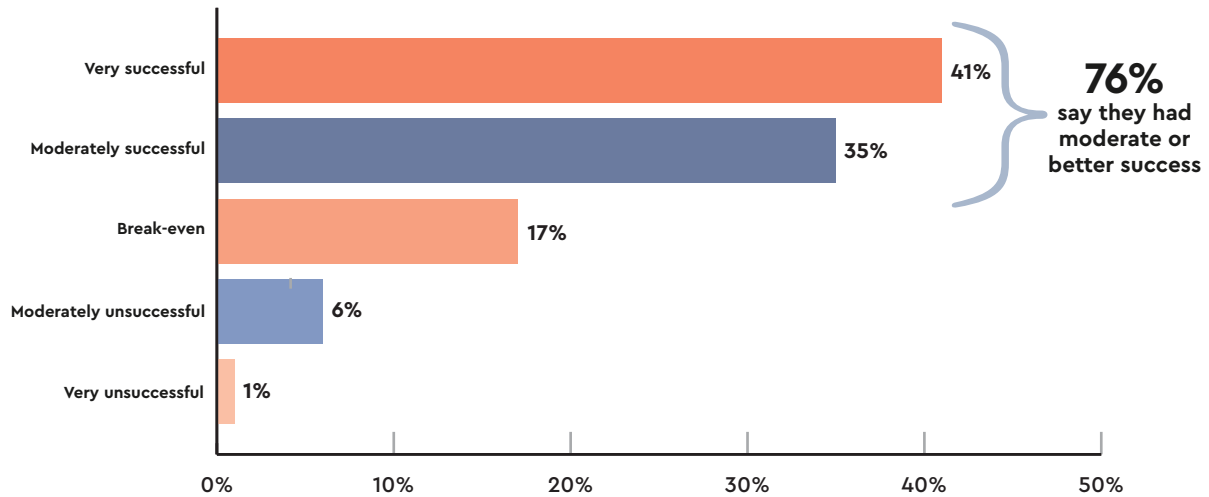
Source: Optimove 2024–2025 Report on NFL Wagering

Betting Intentions

Seventy-seven percent (77%) of respondents say they are most likely to bet on games during the regular season, followed by the Wild Card (50%) and Divisional playoffs (48%). The results make sense based the fact that the regular season and early playoff rounds have the greatest number of games. Of note is that just about one in four respondents will bet on Conference Championship and the Super Bowl.

What games are you most likely to bet on during the 2024/25 NFL season?
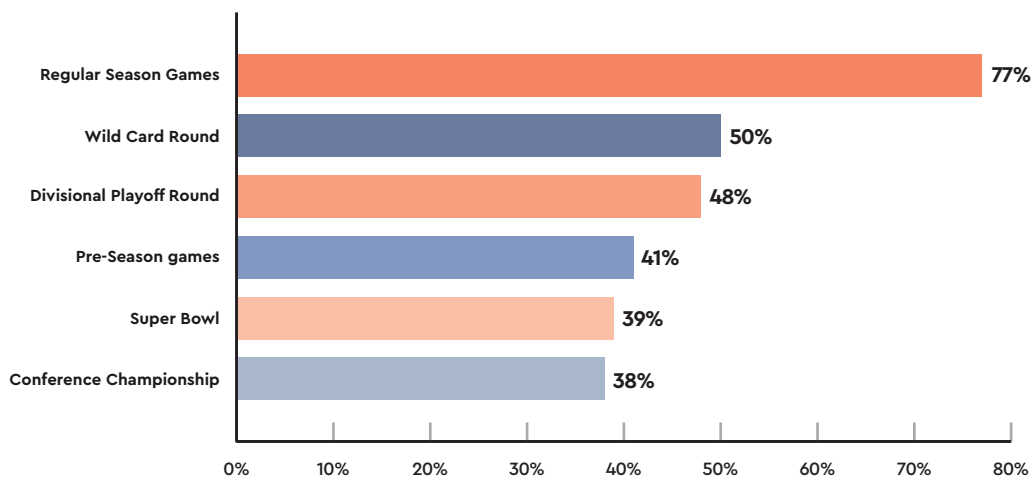
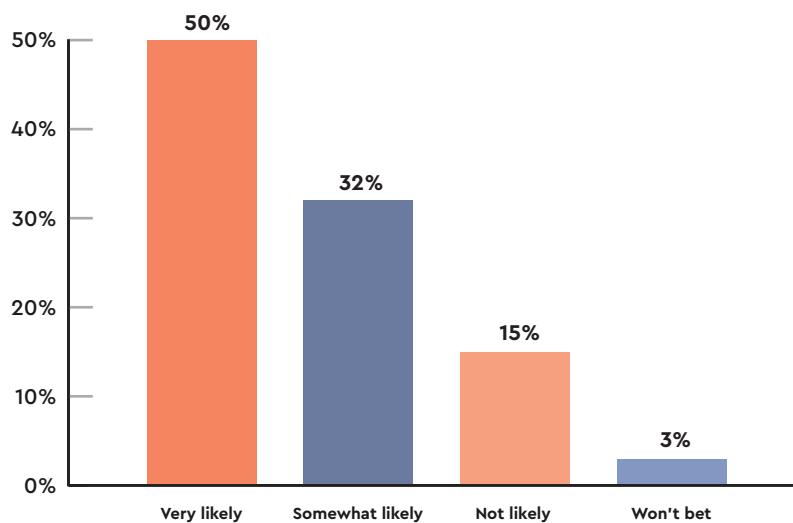Source: Optimove 2024–2025 Report on NFL Wagering

More than three quarters of NFL bettors (78%) are at least very likely to bet on their favorite team. And 50% are very likely to bet on a game not involving their favorite team.

How likely are you to bet on a 2024/25 NFL season game involving your favorite team?
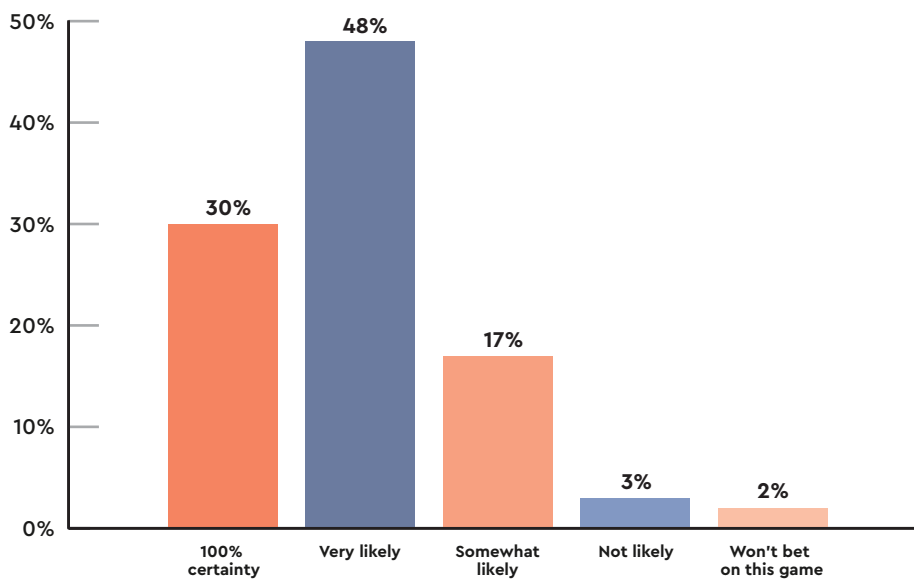
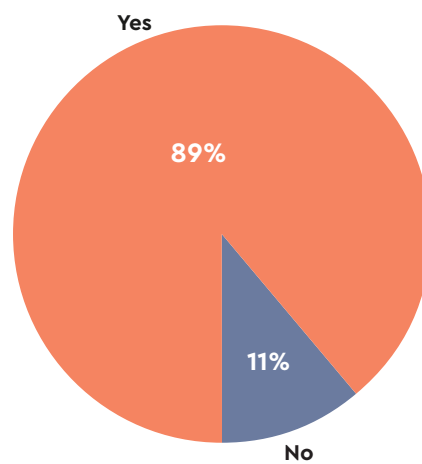Source: Optimove 2024–2025 Report on NFL Wagering

How likely are you to bet on a 2024/25 NFL season game NOT involving your favorite team?

Source: Optimove 2024–2025 Report on NFL Wagering

Despite only 39% of respondents initially stating they would bet on the Super Bowl among various game options, when asked directly, "Will you bet on the Super Bowl?" a significant 89% confirmed they will place a bet on the big game.

Will you place a bet on the 2024/25 Super Bowl regardless of participating teams?

Source: Optimove 2024–2025 Report on NFL Wagering

It is most likely that the 89% figure is more accurate. According to ESPN, for the 2024 Super Bowl, 68 million adults bet $23.1 billion; in 2023, 50.4 million adults bet $16 billion.

Further, Optimove data revealed that compared to the regular season, there were 119% more players (bettors) in the playoffs and 228% more for the Super Bowl. However, the average amount bet for the big games was less than the regular season. In fact, the average daily bet amount per player (bettor) on playoff games was 26% less than during regular season games. The average bet amount on Super Bowl game day was 50% (half) of the regular season.

NFL: Average # of Bettors vs. Average Bet Amount
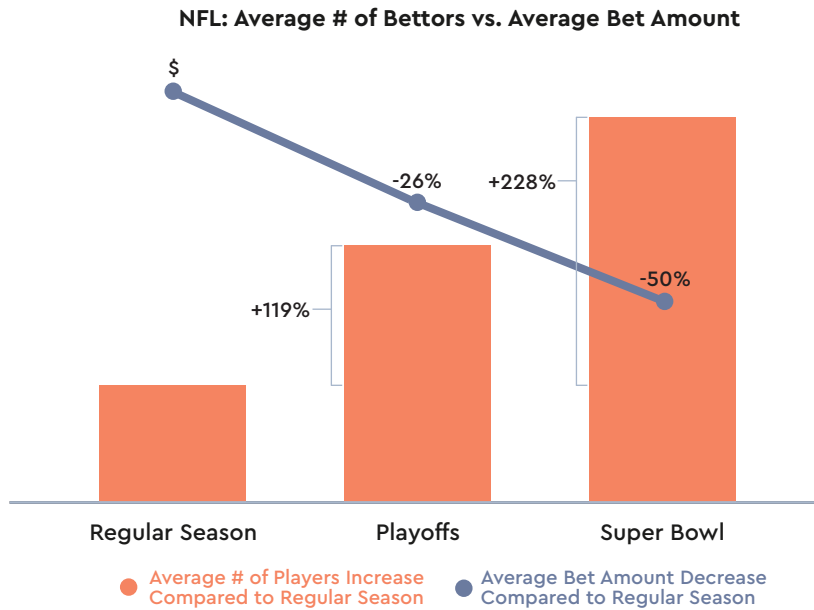
Source: Optimove Consolidated Sportsbook Player Data

In addition, nine in ten NFL bettors will bet after their team has been eliminated from contention.

Wager Amount

Almost three in ten NFL bettors (32%) wager from $11 to $50 on a single bet. At either extreme of a bell-shaped curve of wagers is $1 to $5 at 5% of NFL gamblers, and 5% who wager more than $500 on a single bet.

On average, how much do you typically wager on a single NFL bet?
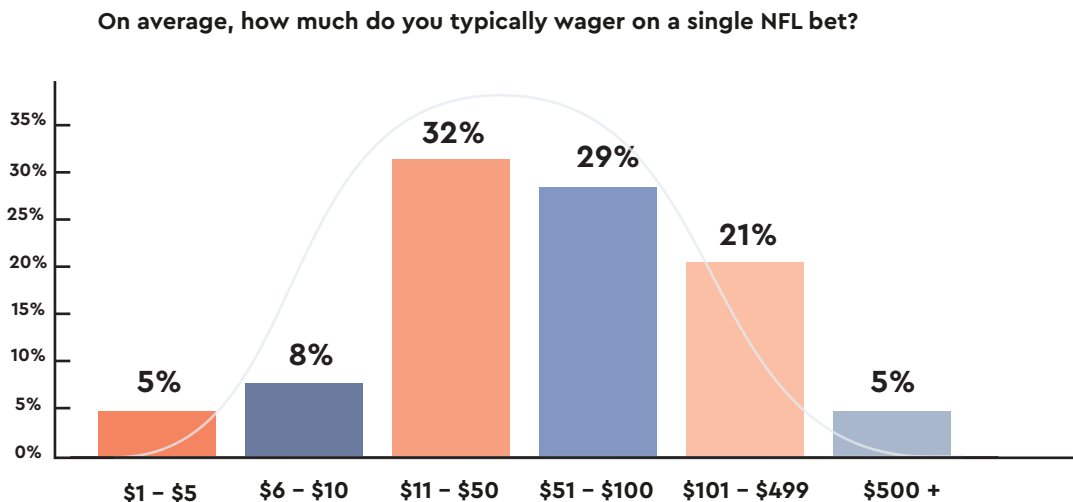
Source: Optimove 2024–2025 Report on NFL Wagering

Eighty-one percent (81%) of NFL bettors use a web app or online platform for betting – with a web app being by far the most popular method at 45% of respondents.
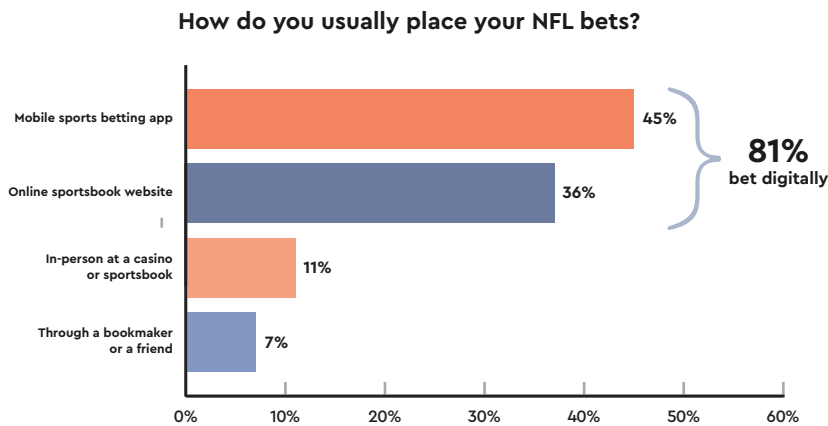
How do you usually place your NFL bets?

Method	Percentage
Mobile sports betting app	45%
Online sportsbook website	36%
In-person at a casino or sportsbook	11%
Through a bookmaker or a friend	7%

81% bet digitally

Source: Optimove 2024–2025 Report on NFL Wagering

Budget Management: Ninety percent (90%) manage a budget for betting on NFL games, with just 10% having no specific budget. The top method chosen by 41% of respondents is to set a budget each week, followed by set a budget for the season at 27%. Fifteen percent (15%) said they limit the total amount spent on bets for the season. Just 7% of respondents rely of their preferred sports betting site to manage their budget.

How do you manage your betting budget?

| Method	Percentage
Set a specific budget for each week	41%
Set a specific budget for the season	27%
Limit the total amount spent on bets for the season	15%
Use preferred sports betting site to help manage budget	7%
I don't have a specific budget	10%
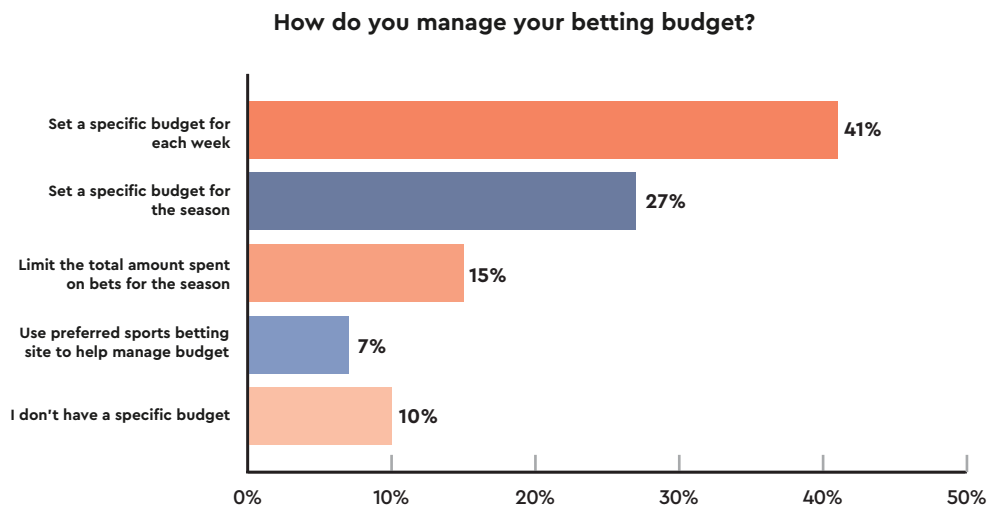
Source: Optimove 2024–2025 Report on NFL Wagering

Responsible gambling

Ninety-seven percent (97%) of gamblers are aware of resources for responsible gambling. Two thirds (67%) noted that they use these resources to set bet limits or to help in gambling related issues. Just three percent (3%) of bettors were unaware of these services.

Are you aware of resources for responsible gambling, such as setting betting limits or seeking help for gambling-related issues?
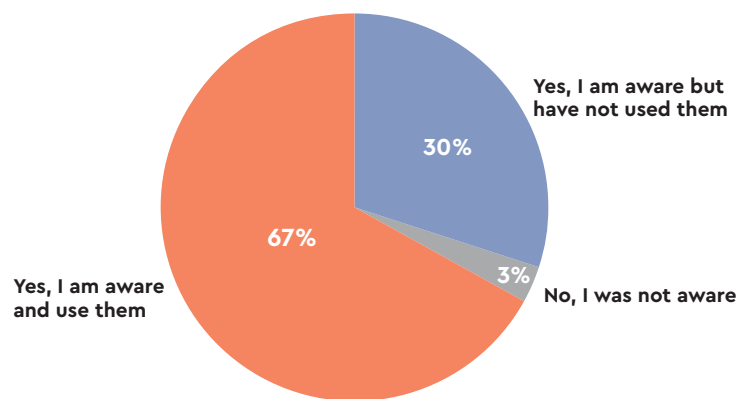
Source: Optimove 2024–2025 Report on NFL Wagering

Sixty-six percent (66%) of bettors on NFL games say they have wagered more than they could afford to lose or wanted to lose, up from 45% in 2023.

Have you ever wagered more than you could afford to lose, or more than you wanted to?
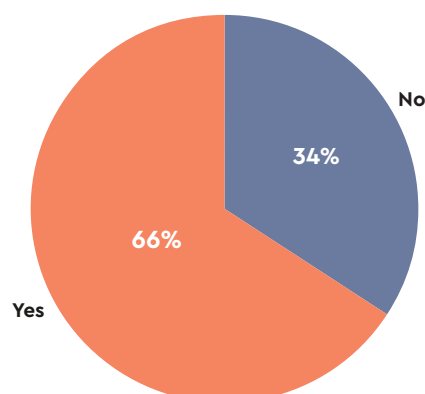
Source: Optimove 2024–2025 Report on NFL Wagering

According to the National Council on Problem Gambling (NCPG) Executive Director Keith Whyte, states have not been aggressive in setting protections for citizens. For sportsbooks, it may place and onus on them to help identify and help bettors gamble responsibly. And it appears that sportsbook operators have stepped up. Of respondents, ninety-four percent (94%) felt their sports betting site has good responsible gambling practices in place.

Do you feel your preferred sports betting site has good responsible gambling practices in place?
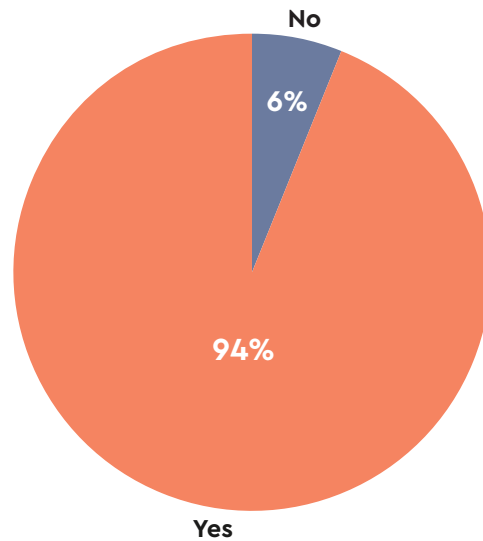
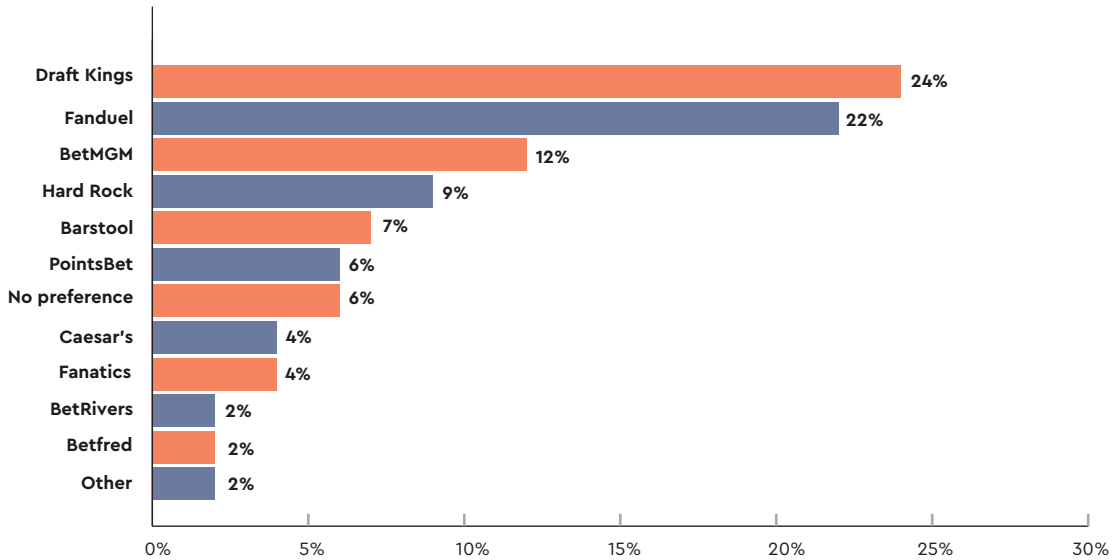Source: Optimove 2024–2025 Report on NFL Wagering

Low player loyalty means operators must optimize generosity programs
While Draft Kings (24%) and Fanduel (22%) were the top two branded name sites identified and preferred by NFL bettors, it must be noted that in 2023, our survey revealed that 23% of sports bettors said that they have no preference. It underscores that brand loyalty is fleeting in NFL sportsbooks.

Do you have a preferred betting site?

Site	Percentage
Draft Kings	24%
Fanduel	22%
BetMGM	12%
Hard Rock	9%
Barstool	7%
PointsBet	6%
No preference	6%
Caesar's	4%
Fanatics	4%
BetRivers	2%
Betfred	2%
Other	2%

Source: Optimove 2024–2025 Report on NFL Wagering

This is verified by the fact that 68% of respondents use two or more sites per week, up from 54% in 2023; with 19% using three or more in 2024. From 2023 to 2024 there has been a decrease in sports bettors just using one site from 46% to 32%.

How many betting sites do you use during a week?

One — 32%
Two — 49%
Three — 14%
Four or more — 5%

68% use two or more sites per week
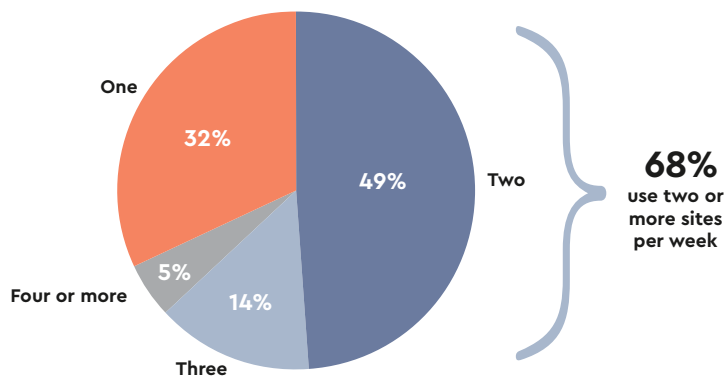
Source: Optimove 2024–2025 Report on NFL Wagering

The number one factor in a respondent using a betting site was promotions like free bets (42%), followed by ease of use of the app (36%).
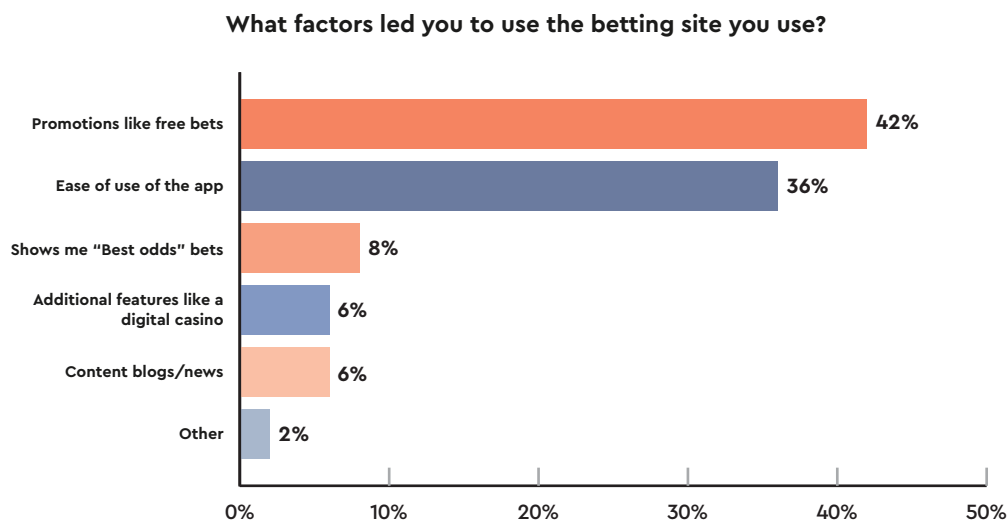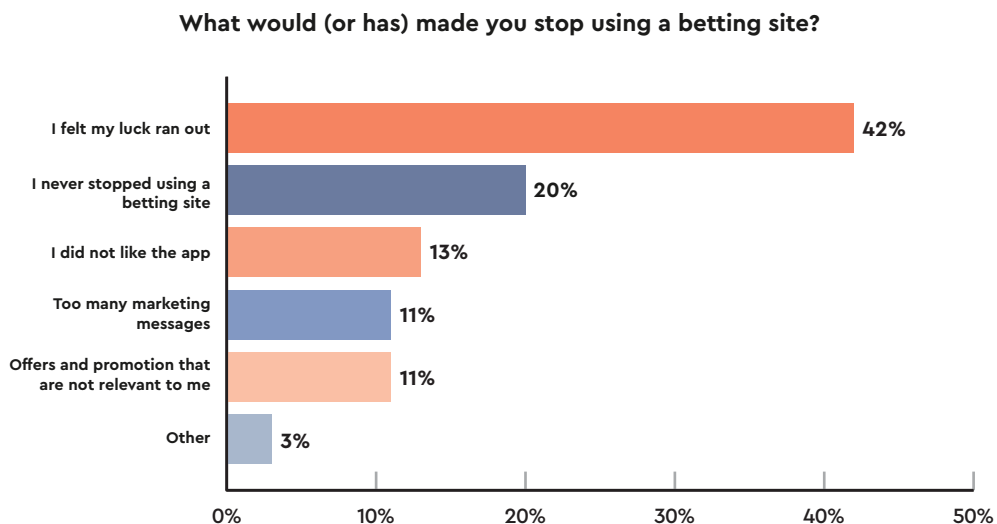
For sportsbooks operators, it means that they need to comprehensively manage their generosity programs. For more information, see our four-part series on Generosity in Marketing.

What factors led you to use the betting site you use?

Factor	Percentage
Promotions like free bets	42%
Ease of use of the app	36%
Shows me "Best odds" bets	8%
Additional features like a digital casino	6%
Content blogs/news	6%
Other	2%

Source: Optimove 2024–2025 Report on NFL Wagering

When respondents were asked what would make them stop using an app, the top reason was that they felt their luck ran out chosen by 42% of bettors.

What would (or has) made you stop using a betting site?

| Reason	Percentage
I felt my luck ran out	42%
I never stopped using a betting site	20%
I did not like the app	13%
Too many marketing messages	11%
Offers and promotion that are not relevant to me	11%
Other	3%

Source: Optimove 2024–2025 Report on NFL Wagering

Extracurricular Football Fun

Respondents overall make football part of their recreation fun. Ninety-four percent (94%) participate in betting pools or contests, almost eight in ten (79%) play fantasy football, and 74% regularly watch the NFL.

Have you ever participated in any NFL betting pools or contests with friends, family, or colleagues?
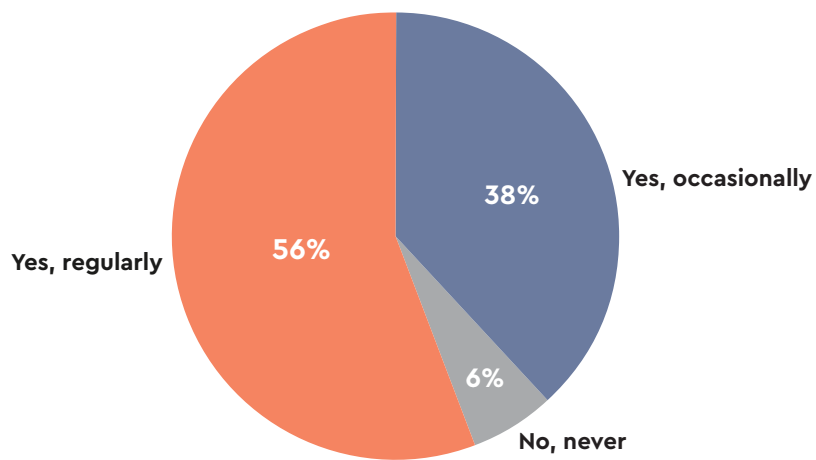
Source: Optimove 2024–2025 Report on NFL Wagering

Do you play fantasy football or daily fantasy football?
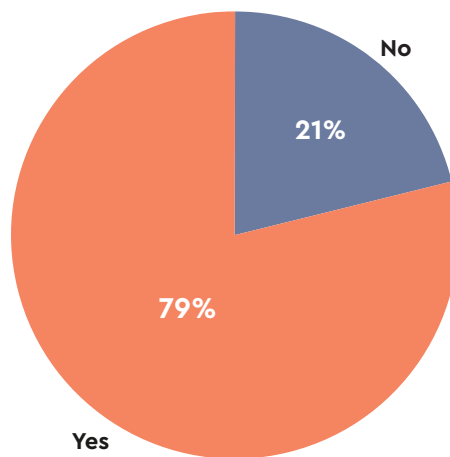
Source: Optimove 2024–2025 Report on NFL Wagering

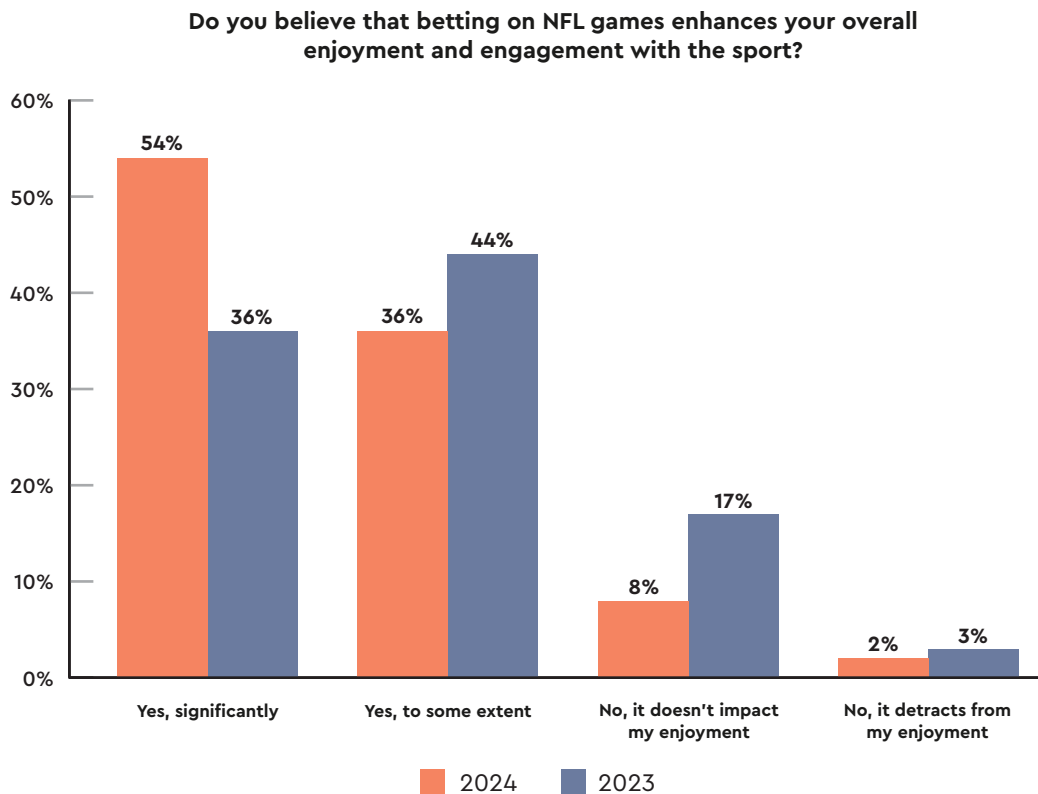Further, ninety percent (90%) of 2024 respondents say that betting enhances their enjoyment of the game, up from 80% in 2023. More than half (54%) said that betting significantly enhances their enjoyment.

Do you believe that betting on NFL games enhances your overall enjoyment and engagement with the sport?

Source: The Optimove 2023–2024 & 2024–2025 reports on NFL Wagering

Communication with Sports Betting Sites (Marketing Fatigue)

While marketing fatigue has been a persistent issue for consumers on retail and other shopping sites, it is much less of an issue with NFL bettors. Twenty-two percent (22%) of NFL bettors would prefer to receive fewer messages from their preferred sports betting sites with just 5% feeling they are bombarded by too many messages.

This is a change from last year when 37% preferred fewer messages and 15% felt bombarded.

**How do you feel about the frequency/number of marketing messages
you receive from your preferred sports betting sites?**

I would like to receive more; they are often helpful and fun	46%
I receive just the right amount	32%
I wish I could receive a few less, sometimes they are irritating	17%
I am bombarded by them and often ignore them	5%

22%
prefer to receive
fewer messages
(-15% from 2023)

0%   10%   20%   30%   40%   50%
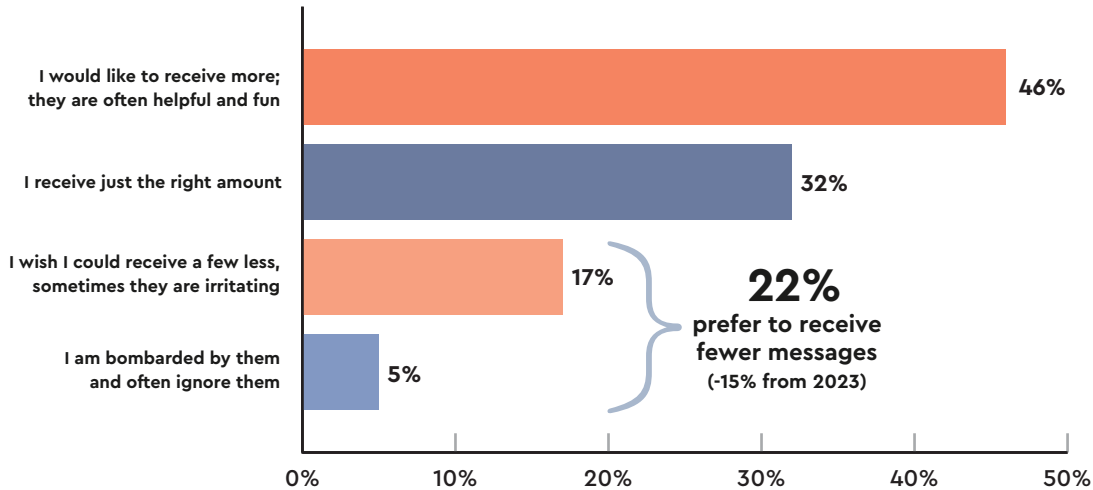
Source: Optimove 2024–2025 Report on NFL Wagering

Conversely, respondents from "The 2024 Optimove Insights Report on Marketing Fatigue: Consumer Perspectives," revealed that 81% of consumers unsubscribe from brands that inundate them with excessive communications, and 55% want fewer messages. These respondents were general shoppers engaging with consumer brands.
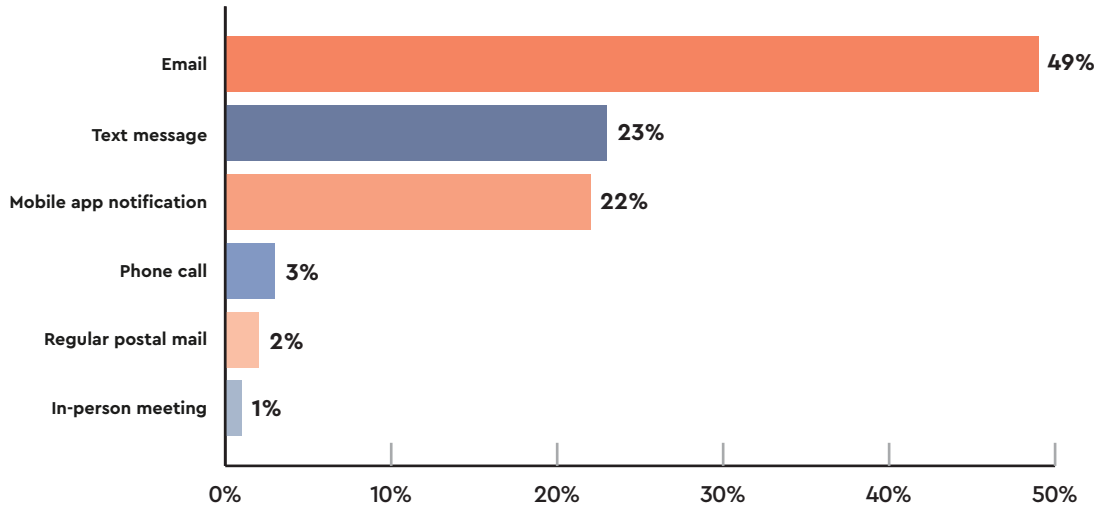
In fact, overall, NFL bettors felt that they receive pertinent messages from their sport sites, with 81% saying that messages are personalized, and 83% believe when they visit their favorite betting site the experience is personalized for them as well.

The top two preferred methods for communication are email at 49% and text message at 23% followed by mobile app at 22%.

81% say that messages are personalized

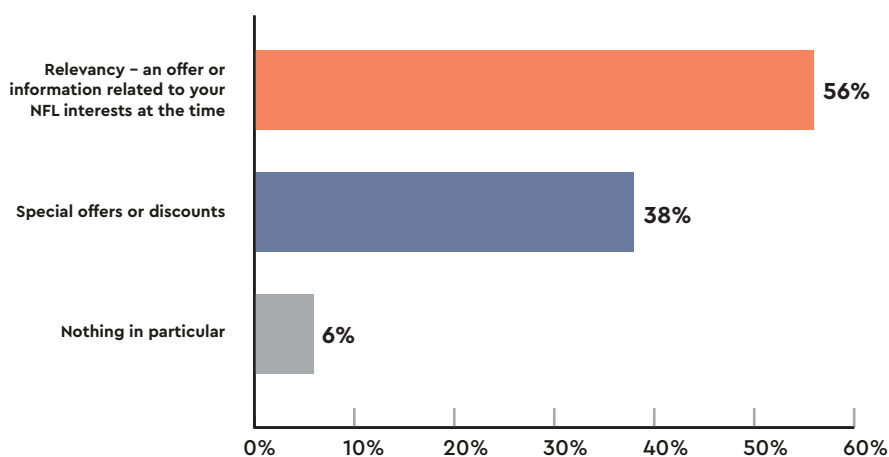*83% say that their betting sites are personalized*

What is your preferred method for a sports betting site to reach out to you?

Method	Percentage
Email	49%
Text message	23%
Mobile app notification	22%
Phone call	3%
Regular postal mail	2%
In-person meeting	1%

Source: Optimove 2024–2025 Report on NFL Wagering

Relevancy of offers related to the bettor's NFL interests at the time, chosen by 56% of respondents, is the top motivator to open a communication from sportsbooks.

What is the most important factor that would make you open a communication from a site that you have used for gaming?

| Factor	Percentage
Relevancy – an offer or information related to your NFL interests at the time	56%
Special offers or discounts	38%
Nothing in particular	6%

Source: Optimove 2024–2025 Report on NFL Wagering

As was true in 2023, NFL bettors are less likely to experience marketing fatigue and are much more open to messages from sports sites than a general shopping consumer.

Monday Preferred Day to Get Messages and Promotions

Monday is the top day that NFL gamblers prefer to get messages and promotions for bets with 20% wanting information that day, followed by Friday and Saturday (17%) and Sunday (16%).

What day of the week do you prefer to receive messages and promotions for NFL bets?
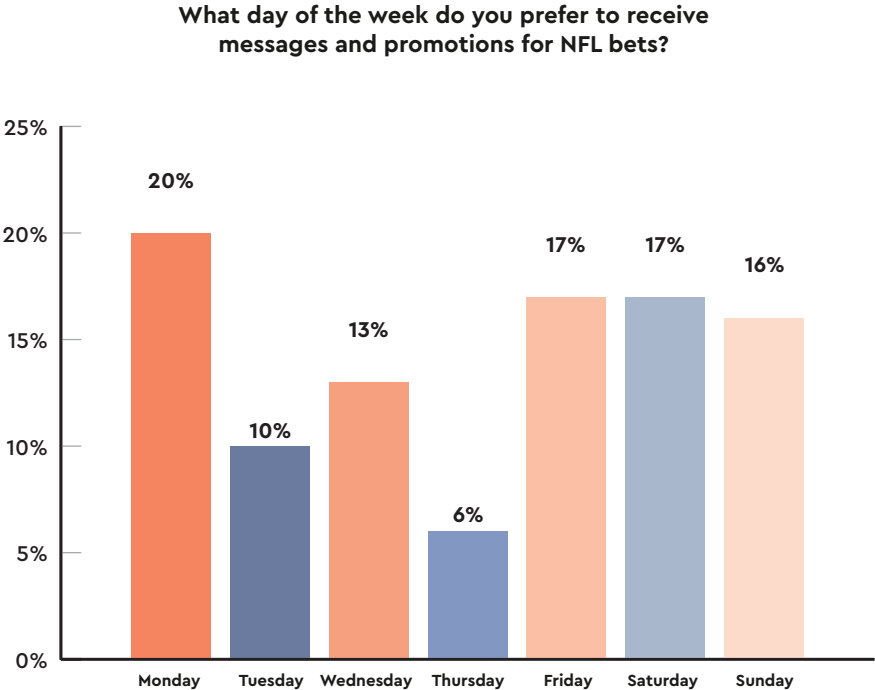
Source: Optimove 2024–2025 Report on NFL Wagering

Recommendations for Sportsbook Operators

Based on the insights from the Optimove Insights 2024–2025 Consumer Report on NFL Wagering Intentions, below are strategic recommendations for sportsbook operators to build brand loyalty and optimize player (bettor) lifetime value:

1. **Leverage Live Betting Opportunities:**
   - Capitalize on Live Bets: With 85% of bettors engaging in live betting, enhance in-play betting options to keep bettors engaged and increase opportunities for additional wagers.
   - Real-time Data and Updates: Offer real-time statistics and updates, coupled with interactive tools or AI-driven insights, to help bettors make informed decisions during live events.

2. **Enhance Gamification and Engagement Features:**
   - Implement AI-driven gamification strategies to engage bettors during live games. Offer personalized challenges, leaderboards, and rewards that update in real-time to keep bettors engaged throughout the game.

3. **Optimize Generosity Programs:**
   - Design comprehensive generosity programs that optimize free bets, bonuses, and exclusive offers. Regularly refresh promotional offers to keep them attractive but manage the program to keep valuable players and sift out players who are "bonus abusers."

4. **Focus on Personalization and Relevance:**
   - Utilize player data to offer personalized recommendations and tailored betting experiences. Develop segmentation strategies that target the spectrum of bettors (e.g., casual vs. frequent bettors) with customized offers and messages.

- Tailor offers and promotions to align with bettors' specific interests, such as favorite teams or preferred bet types, to increase engagement and conversion rates.

5. **Improve Responsible Gambling Measures:**

- Enhance visibility and accessibility of responsible gambling resources, ensuring that bettors are aware of and can easily access tools to manage their betting habits.

- Promote features that help bettors set limits and manage their budgets, with 67% of respondents already using these resources.

6. **Diversify Communication Channels:**

- Utilize a multi-channel communication strategy that includes email, text messages, and mobile app notifications. Ensure that these channels are effectively used for timely and relevant communication.

- Be aware of over-communication to prevent marketing fatigue, even as it is less of an issue for NFL bettors, but still a concern for 22% of them.

7. **Expand Multi Platform Accessibility:**

- Ensure a seamless experience across all platforms, including web, mobile apps, and in-person venues. Focus on optimizing user interfaces and experiences across devices.

- Invest in enhancing mobile app functionality and user experience, as apps are a significant channel for betting engagement.

8. **Focus on High-Impact Promotional Timing:**

- Time promotional messages strategically, with a focus on the most preferred days: Monday (20%), Friday, and Saturday (17%). This timing can help maximize engagement and conversion rates.

- Align promotional campaigns with key NFL events and betting peaks, such as the start of the season, playoffs, and Super Bowl.

9. **Promote Extra-Curricular Football Activities:**

- Engage bettors with additional football-related activities like fantasy leagues, betting pools, and contests. Offer incentives and rewards for participating in these activities to foster a sense of community and loyalty.

10. **Enhance User Experience with Intuitive Design:**

- Prioritize ease of use in the design of betting platforms, as 32% of users cite app usability as a significant factor in their choice of sportsbook. Ensure intuitive navigation and quick access to popular betting markets to reduce friction and improve satisfaction.

11. **Utilize Data-Driven Insights for Strategy:**

- Leverage analytics to understand bettor behavior and tailor marketing strategies accordingly. Identify patterns and preferences to refine product offerings and communications.
- Track the effectiveness of different promotions and betting options to optimize strategies for customer acquisition and retention.

12. **Monitor and Adapt to Market Trends:**

- Continuously analyze market trends and bettor behavior to adapt strategies accordingly. Use a customer data platform (CDP) to gather real-time feedback to understand bettor preferences and pain points, using this information to refine offerings and communication strategies.

By implementing these recommendations, sportsbook operators can enhance bettor engagement, build brand loyalty, and optimize the lifetime value of their players.

About Optimove

Optimove is the first Customer-Led Marketing Platform, and the #1 CRM Marketing Solution used by iGaming and Sports Betting operators.

Its solutions ensure that marketing always starts with the customer (player) instead of a campaign or product. Customer-led marketing has been proven to deliver brands an average increase of 33% in customer lifetime value.

Optimove's CRM Marketing Solution provides iGaming and Sports Betting operators with the ability to deploy personalized iGaming Experiences across channels, unified player data, AI-led multichannel orchestration, and statistically credible incrementality measurement for every promotion, campaign, and journey. For more information go to Optimove.com.

About Optimove Insights

Optimove Insights is the analytical and research arm of Optimove, dedicated to providing valuable industry insights and data-driven research to empower B2C businesses.