



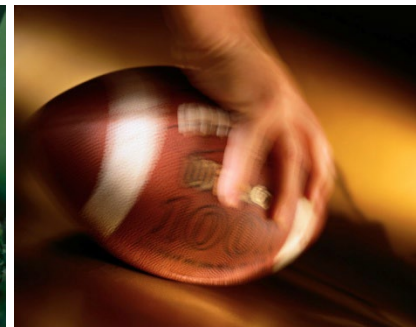
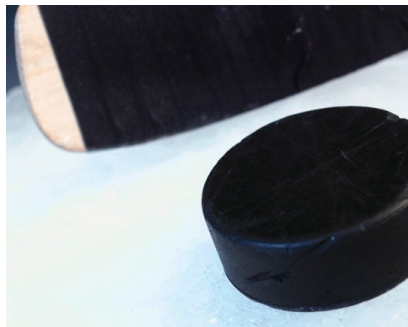
Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists



Fantasy Sports Study

June 2009



The Sample and Methodology

- The FSTA commissioned Ipsos to conduct a four part series of research in 2009.
 - Phase 1 – Ipsos surveyed 1,210 Americans and 1,225 Canadians aged 12+ and asked if they play Fantasy Sports. This determined the incidence of fantasy sports play for 2009. Data for this phase was collected using the US and Canadian Online Omnibus research studies May 12 to May 15.
 - Phase 2 – Ipsos surveyed 643 “Current Fantasy Sports Players” to assess their current play habits. Data for this phase was collected using the US Online Omnibus research studies May 18 to June 1.
 - The margin of error on 643 respondents is +/-3.86%.
 - Phase 3 – Ipsos surveyed 546 “Never Fantasy Sports Players” to assess their reasons for not having ever played. Data for this phase was collected using the US Online Omnibus research studies May 18 to May 25.
 - These respondents **HAD TO BE SPORTS FANS**. So the most accurate way to describe this group is that they are sports fans who have never made the jump into playing fantasy sports.
 - The margin of error on 546 respondents is +/-4.19%.
 - Phase 4 – Ipsos surveyed 463 “Quitter Fantasy Sports Players” to assess their reasons for quitting. These are people who “used to play fantasy sports but have not participated in the past 12 months”. Data for this phase was collected using the US Online Omnibus research studies May 18 to June 17.
 - The margin of error on 463 respondents is +/-4.55%.

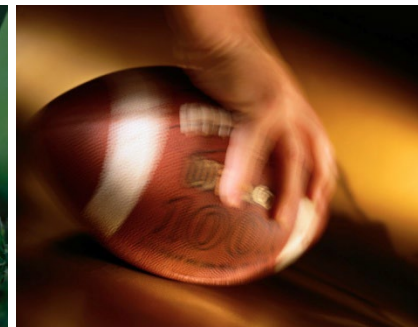
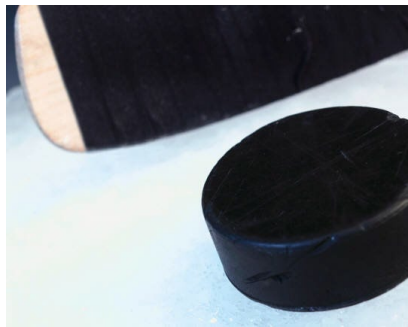


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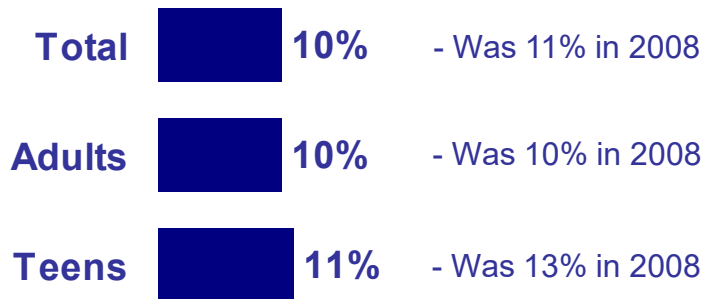
Part One Research – Incidence of North American Play



How Many People are Playing Fantasy Sports?

Q1. Please select the responses below that best describe your participation level in Fantasy Sports since May of 2008.

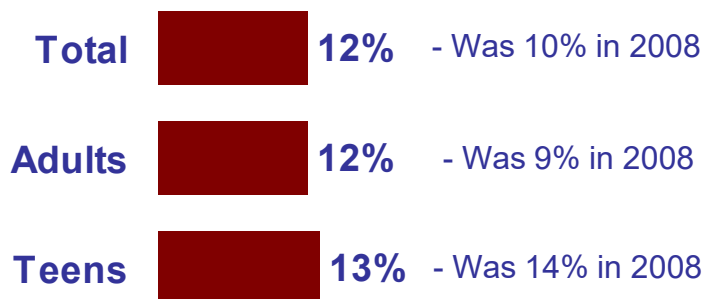
% saying they played fantasy sports in past 12 months



- So the big question is - How is this different from last year?

- The simple answer is...it isn't.

- Statistically speaking, the amount of North Americans playing fantasy sports in 2009 is comparable to those playing in 2008.



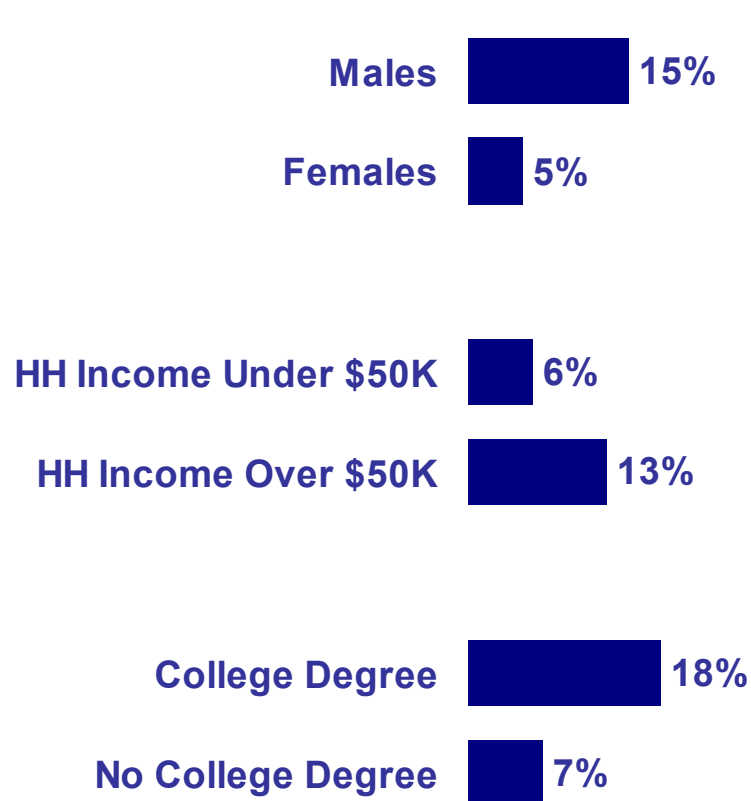
Base: All US and Canadian respondents aged 12+ (Teens defined as aged 12-17)

Fantasy Sports Player Profile - USA

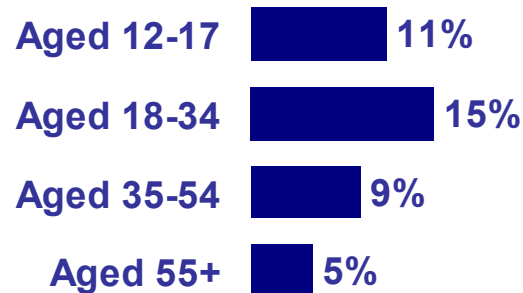
Q1. Please select the responses below that best describe your participation level in Fantasy Sports since May of 2008.



% Current Player



- In the United States, 15% of males aged 12+ are playing fantasy sports.
- Mirroring past research, fantasy sports players are better educated and well-to-do than the general population. One in five (18%) of those with a 4 year college degree play fantasy sports and 13% of higher income Americans play.



Base: All US respondents aged 12+ (Teens defined as aged 12-17)

Fantasy Sports Player Profile - Canada

Q1. Please select the responses below that best describe your participation level in Fantasy Sports since May of 2008.



% Current Player

Males



20%

- In Canada, 20% of males aged 12+ are playing fantasy sports.

Females



4%

- One in five Canadians between the ages of 18-34 are playing fantasy sports.

- The gender gap is more pronounced in Canada (5:1 ratio vs. 3:1 ratio in the US).

College Degree



18%

Aged 12-17



13%

Aged 18-34



20%

Aged 35-54



11%

Aged 55+



7%

No College Degree



11%

Base: All Canadian respondents aged 12+ (Teens defined as aged 12-17)

BIG Question: Are Women Really Approximately 15-20% of the Fantasy Sports Market?

YES!

- Thanks in large part to Fantasy Football, women make up a relatively large percentage of overall fantasy sports players, as high as 20%. This has consistently shown up in the Ipsos research for years.

AND....

NO!

- While they may be playing, 2008 research showed that on all combined spending categories they are out spent by males at a 4:1 ratio. In some categories, they are outspent by males as much as 10:1.
- This means that while women are playing fantasy sports, overall, they have far less than a 20% impact on the market. Financially speaking, men make up 90%+ of the Fantasy sports market.

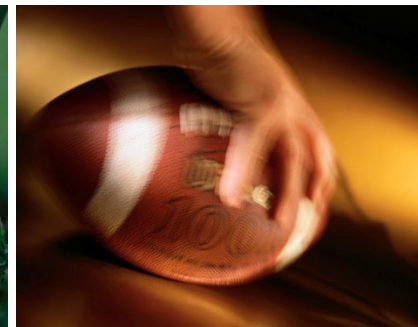
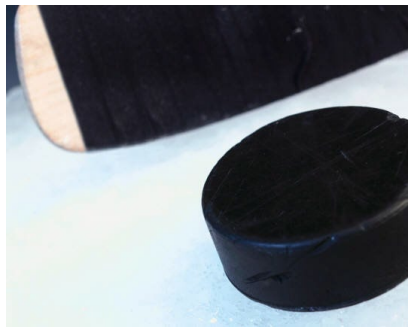


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2009 CURRENT Player Research



Current Players - Fantasy Sports Played in the Past 12 Months

Q1. Please select the responses below that best describe your participation level in Fantasy Sports since May of 2008.



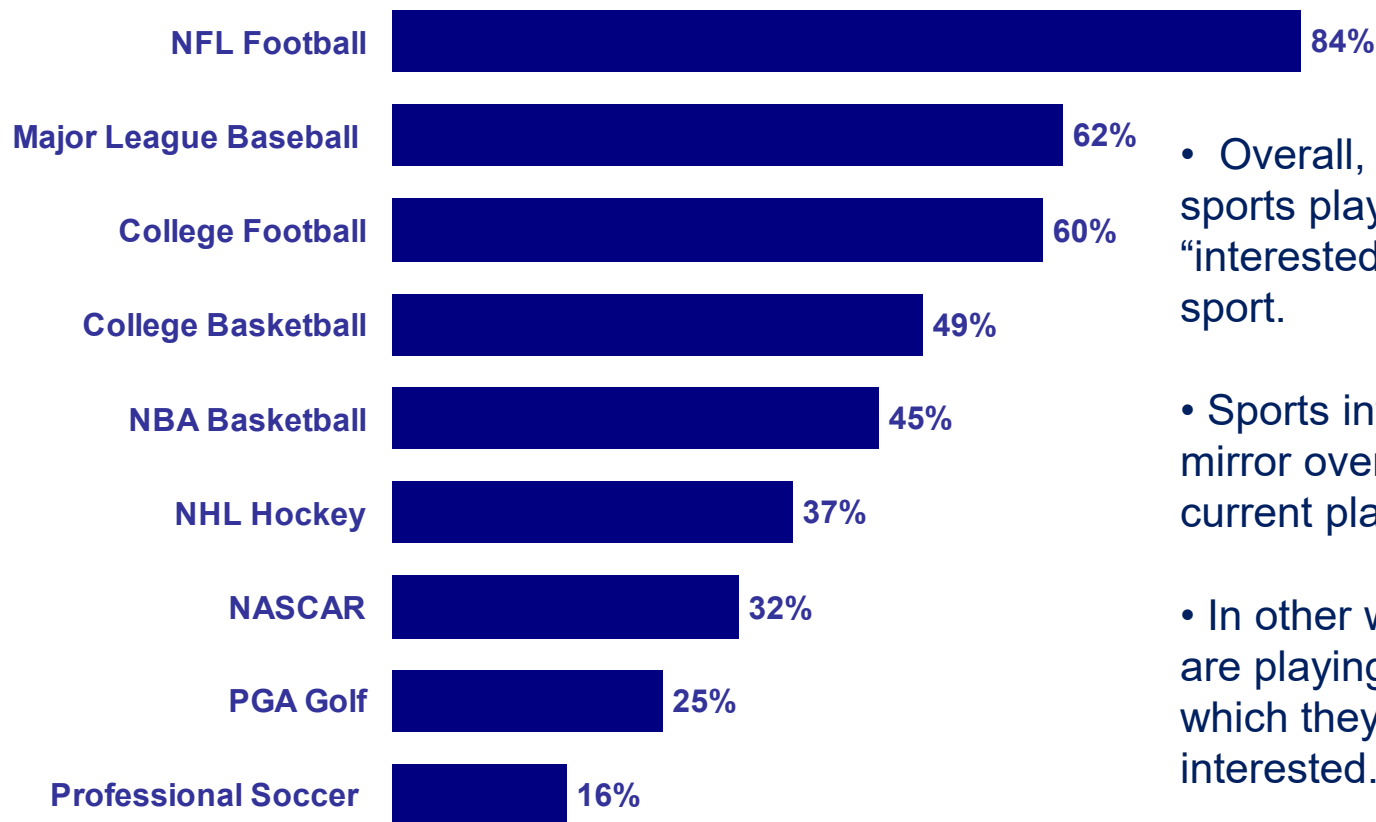
• Caution: Do not read too much into any downward trends here. Statistically speaking, nothing changed in play between 2008 and 2009.

Base: Current US Fantasy Players n=643

Current Players – Fan Overall Sports Interest

Q2. Now, thinking about your interest in sports as a general fan. For each of the following sports, please rate how interested you are in these sports using a scale from 1 to 7 with 1 meaning you are not at all interested and 7 meaning you are extremely interested in these sports.

Rated Interest a 5-6-7 “Interested”



- Overall, 98% of fantasy sports players are “interested” in at least one sport.

- Sports interest tends to mirror overall play among current players.

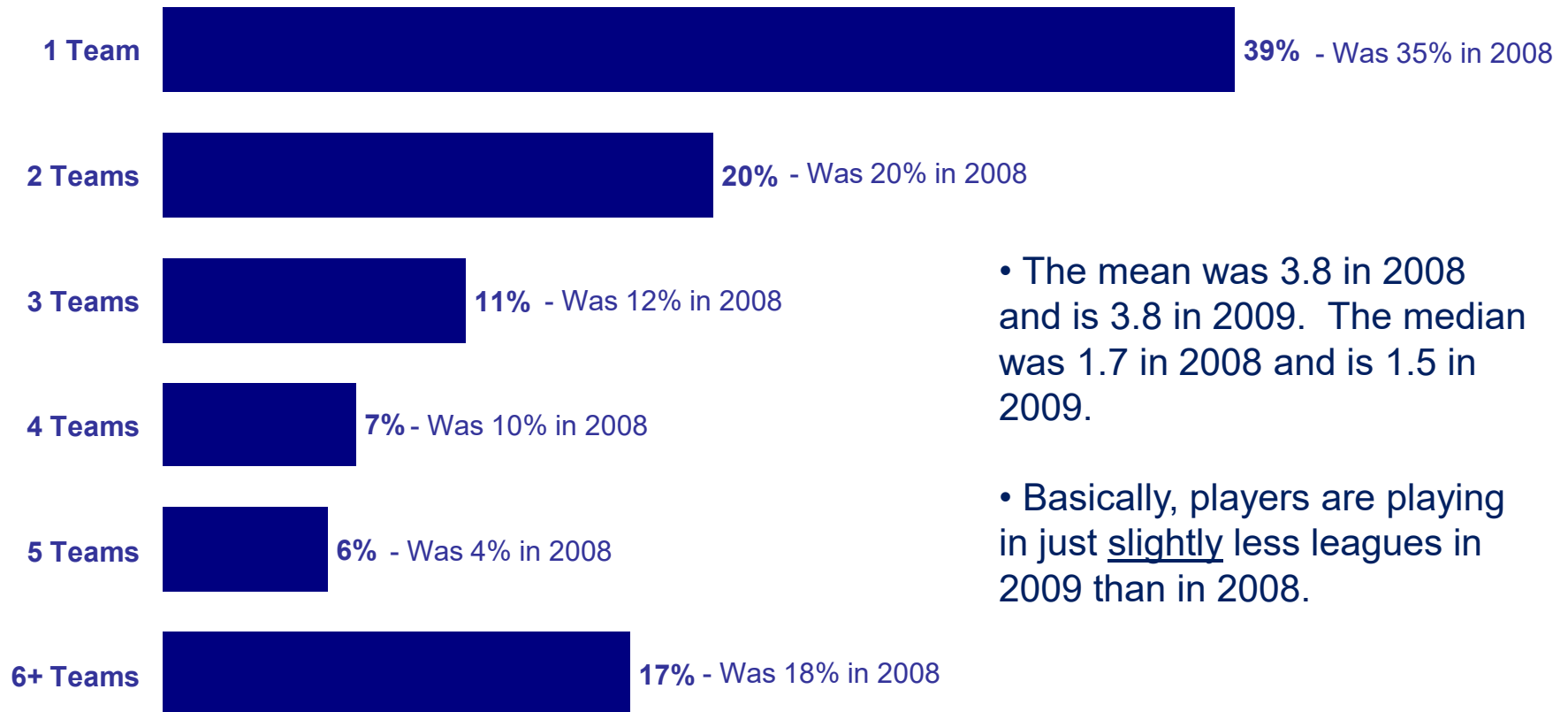
- In other words, players are playing the games in which they are most interested.

Base: Current US Fantasy Players n=643

Current Players - Number of Fantasy Sports Teams Owned

Q2B. Thinking about the last 12 months (since May of 2008) can you enter the number of Fantasy Sports teams you 'owned'? Please put the number in the box next to each sport for this past year.

– TOTAL TEAMS* –

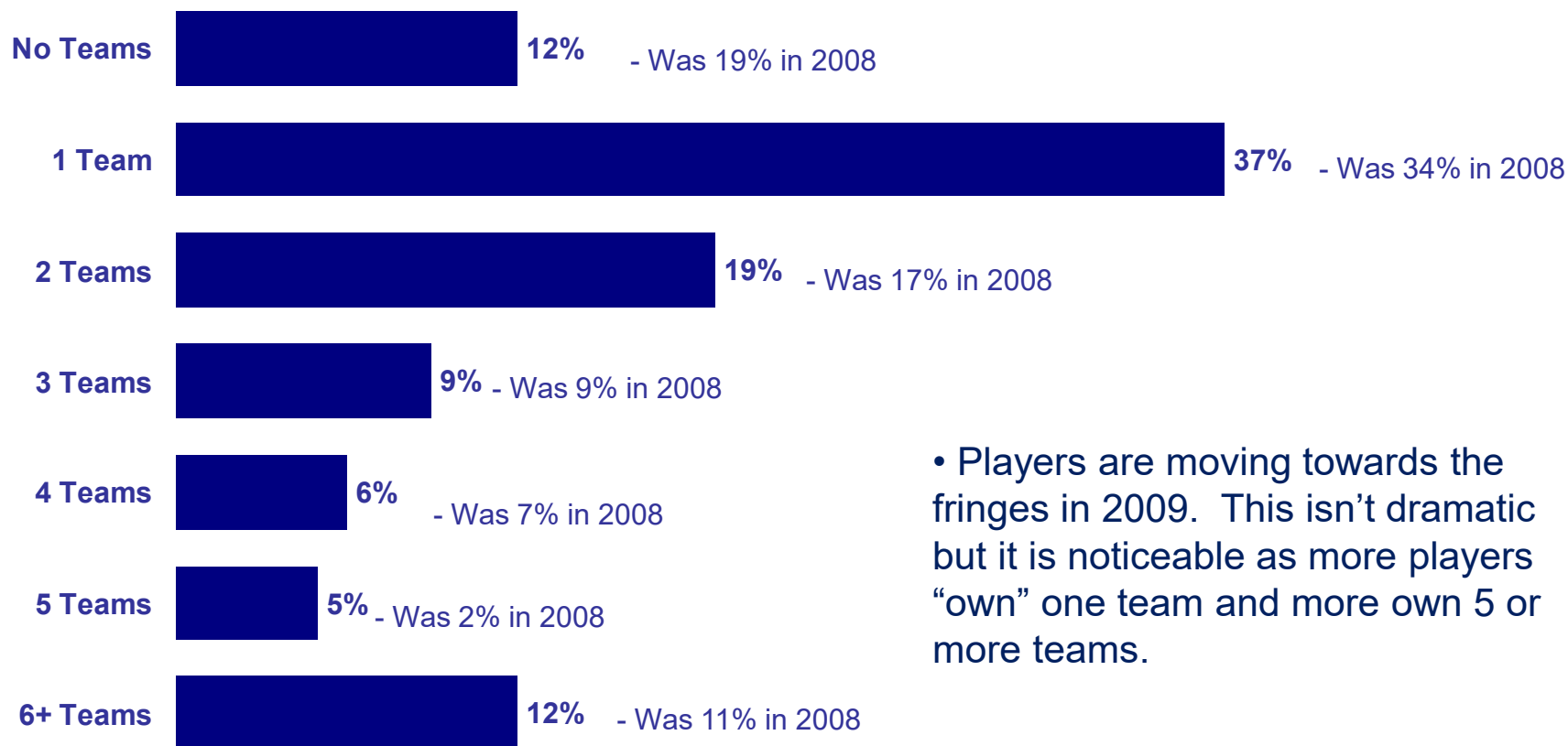


Base: Current US Fantasy Players n=643

Number of Traditional Fantasy Sports Teams Owned

Q2C. In this question, we want you to break up your fantasy play into two types of play, Traditional Leagues that are set up by friends, family, or co-workers and have a commissioner that is a person you know/Pay-to-play contests, usually run on web sites where you compete against many people for prizes from the web side company.

- TRADITIONAL LEAGUES*-



• Players are moving towards the fringes in 2009. This isn't dramatic but it is noticeable as more players "own" one team and more own 5 or more teams.

* **Traditional leagues** that are set up by friends, family, or co-workers and have a commissioner that is a person you know (likely the person who set up the league).

Base: Current US Fantasy Players n=643

Number of Pay to Play Fantasy Sports Teams Owned

Q2C. In this question, we want you to break up your fantasy play into two types of play, Traditional Leagues that are set up by friends, family, or co-workers and have a commissioner that is a person you know/Pay-to-play contests, usually run on web sites where you compete against many people for prizes from the web side company.

- PAY TO PLAY LEAGUES* -



• Any shift towards traditional play has come at the expense of pay to play in 2009. Simply put, more people seem to be shifting their play from pay to play to traditional leagues.

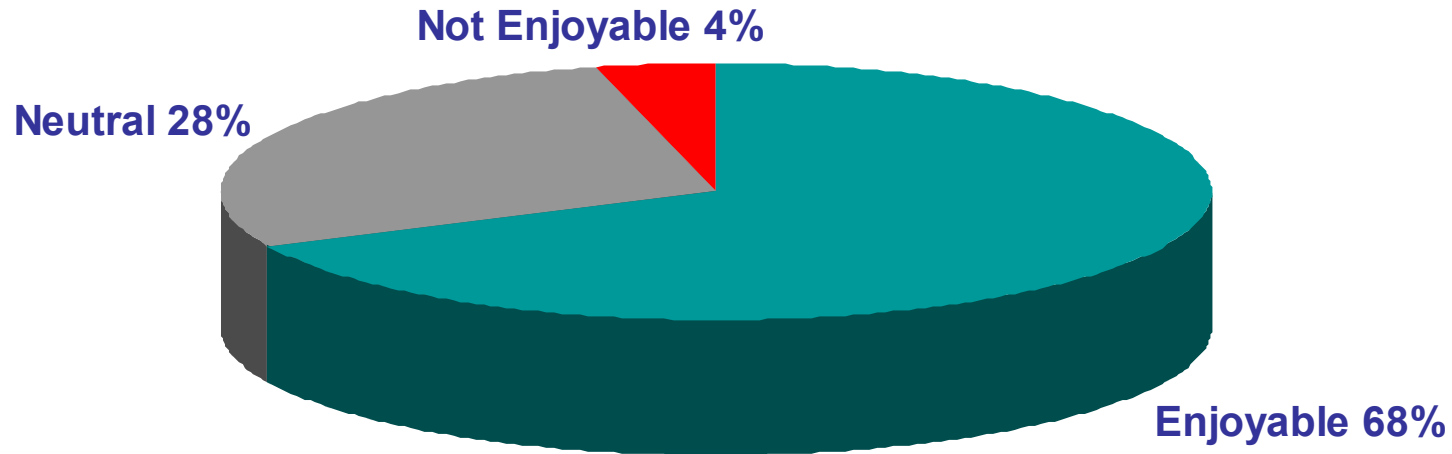
• Just a guess, but this could be economy driven more than anything.

* **Pay-to-play contests**, usually run on web sites where you compete against many other people for prizes from the web site company.

Base: Current US Fantasy Players n=643

Current Players – Fantasy Sports Enjoyable?

Q4. When you play/played Fantasy Sports, how much do you enjoy it. On a scale of 1 to 10 where 1 is do not like Fantasy Sports at all and 10 is like it very much, how much do you like Fantasy Sports?

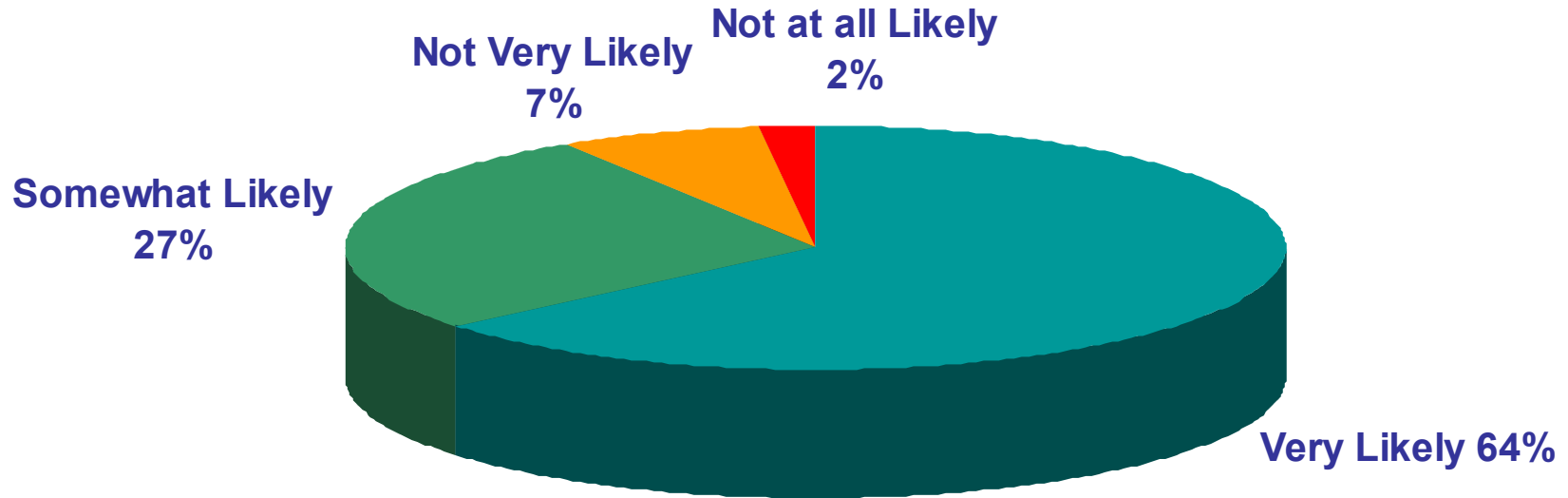


- THE GOOD NEWS – Fantasy sports players find fantasy sports to be enjoyable. Only one in 25 current fantasy sports players say playing is not enjoyable.

Base: Current US Fantasy Players n=643

Current Player Retention

Q7. How likely are you to play Fantasy Sports again in the future?



- THE REALLY GOOD NEWS – The fact that current fantasy players find play enjoyable translates into 91% saying they are likely to play again in the future.

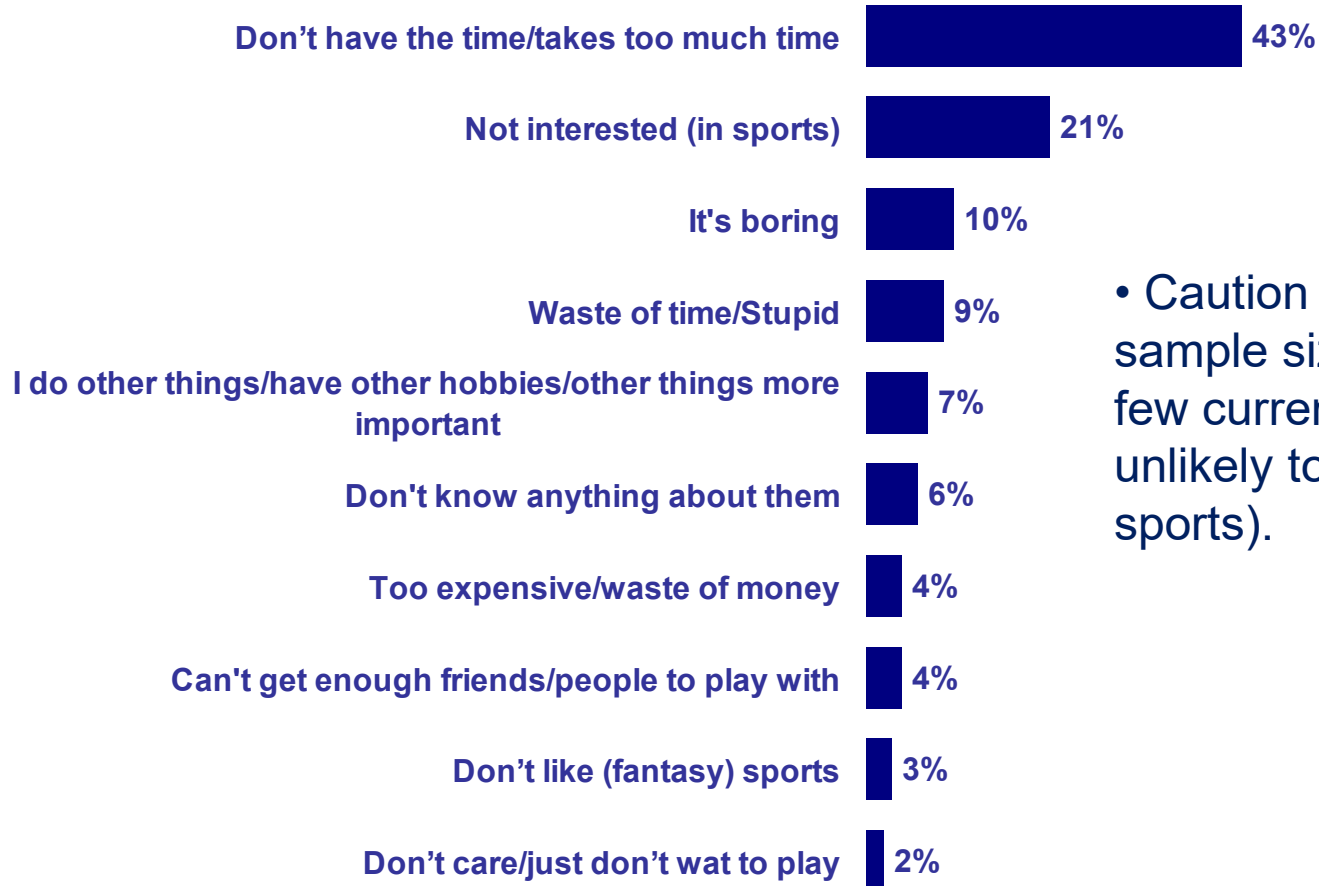
- 96% of fantasy baseball players will likely play again. 94% of fantasy football players will play again. “Only” 87% of fantasy racing players are likely to play again.

- One interesting fact is that players who play in traditional leagues only are significantly more likely than those who play in pay to play leagues only to say they will likely play again (91% vs. 79%). 99% of those who play in both traditional and pay to play are likely to play again.

Base: Current US Fantasy Players n=643

Why Won't You Likely Play Again?

Q8. Why do you say you are unlikely to play Fantasy Sports in the future?

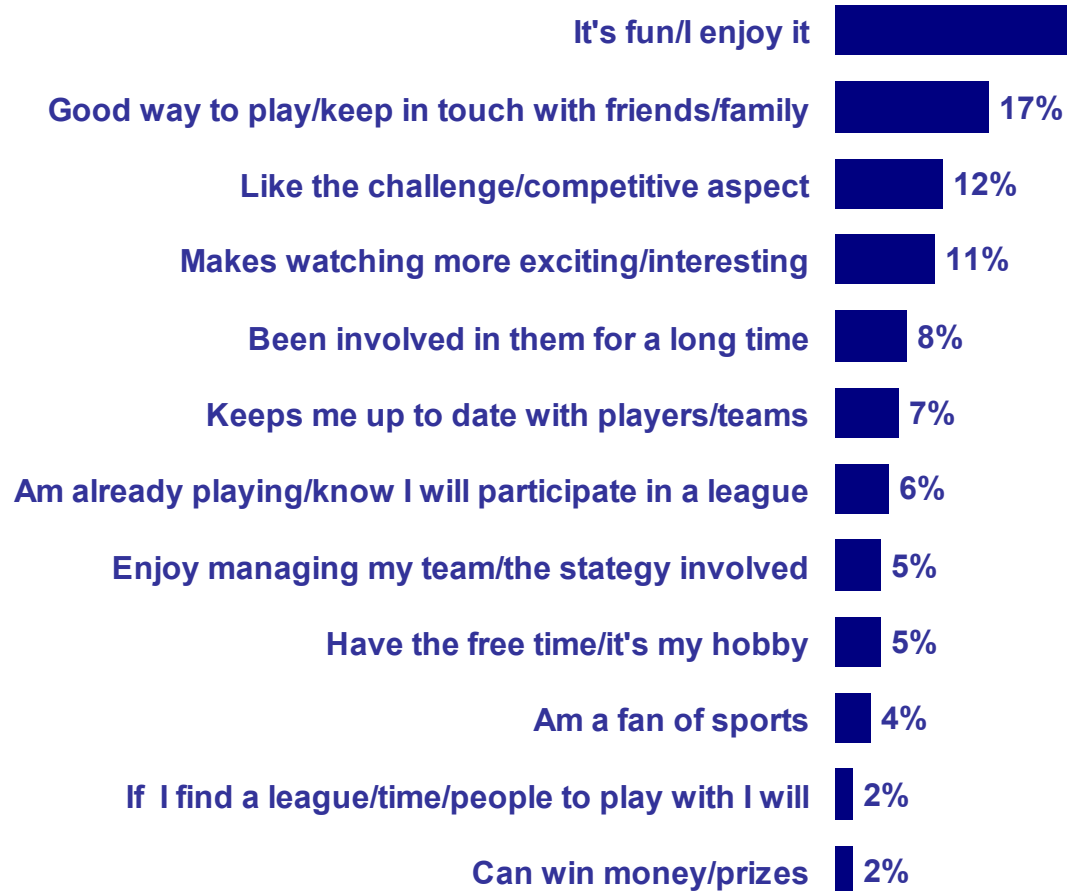


• Caution – Extremely small sample size (because very few current players are unlikely to quit fantasy sports).

Base: Current US Fantasy Players who will NOT likely play fantasy sports in the future n=64

Why Will You Likely Play Again?

Q8. Why do you say you are likely to play Fantasy Sports in the future?



- The simple answer is “We like it!”

- One in six point to the staying in touch aspect of fantasy sports.

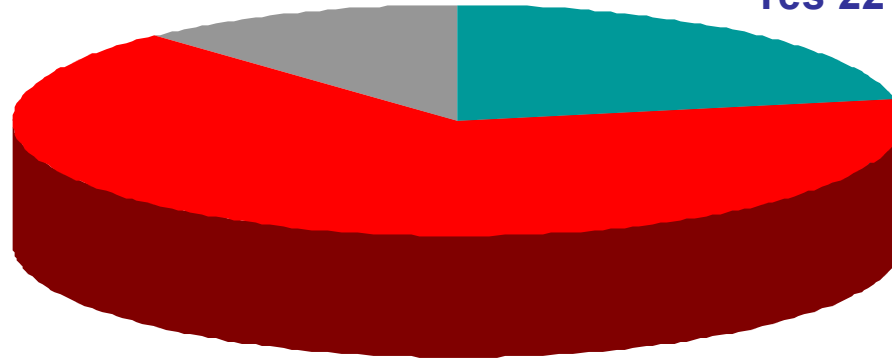
Base: Current US Fantasy Players who will likely play fantasy sports in the future n=582

Economy Impact on Current Fantasy Sports Players

Q9. Has the economy impacted the amount you play Fantasy Sports?

Not yet, but likely
will soon 12%

Yes 22%



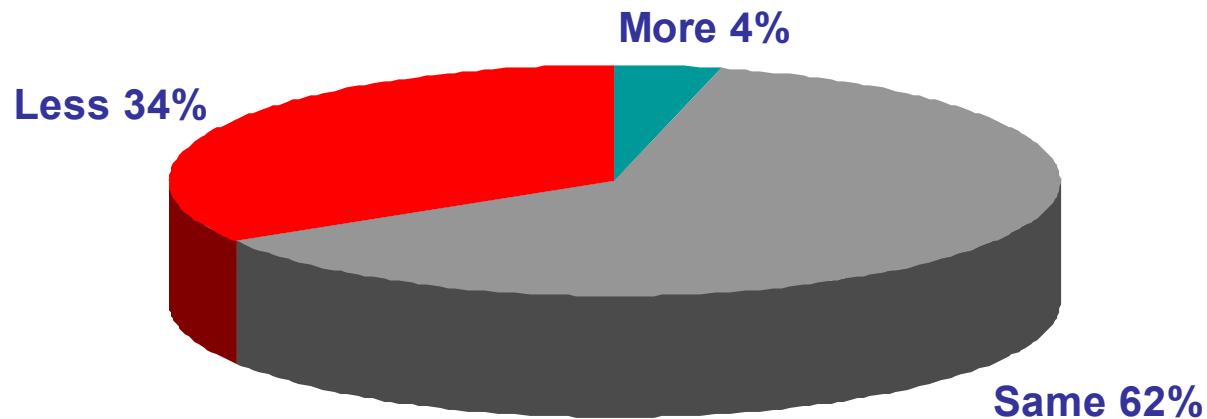
No 66%

- One in three (34%) say the economy has impacted the amount they play fantasy sports, or will soon.
 - Most likely to say the economy has had an impact (or will soon) are:
 - Women - 31% yes, 9% likely soon
 - HH with under \$50k in earnings – 28% yes, 14% likely soon
 - Players with children – 27% yes, 13% likely soon
 - Pay to Play players – 28% yes, 14% likely soon
 - Most resistant to the economy are:
 - Those making more than \$50k per year - 19% yes, 11% likely soon
 - Those with a college degree – 20% yes, 8% likely soon
 - Fantasy Football players – 17% yes, 11% likely soon

Base: Current US Fantasy Players n=643

Economy Impact on Pay to Play

Q10. Thinking of the future, will changes in the economy cause you to alter any of the following? - I will play in Pay-to-play Fantasy Sports contests...

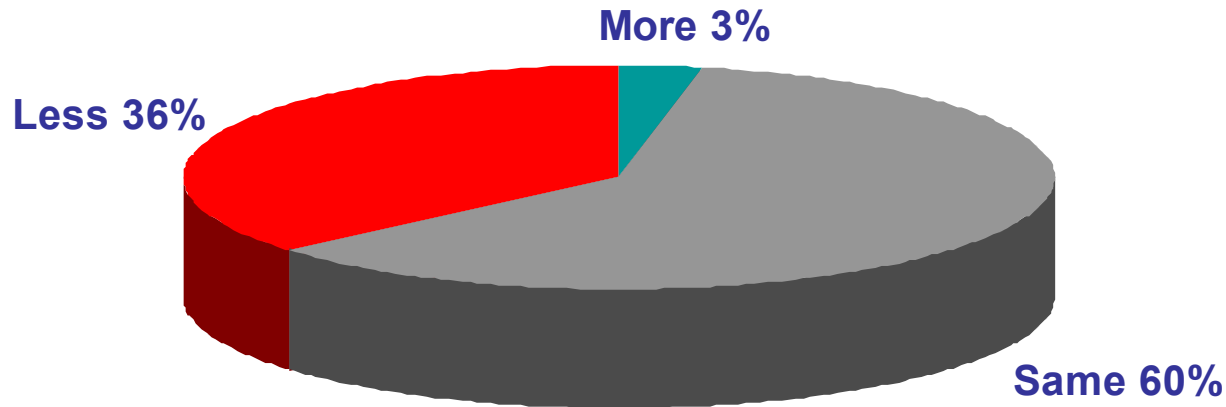


- About a third say they are going to play less pay to play in 2009 than in the past. This is consistent across all demographic groups.

Base: Current US Fantasy Players n=643

Economy Impact on Leagues with Entry Fees

Q10. The amount of leagues with an entry fee I am going to play in will be...

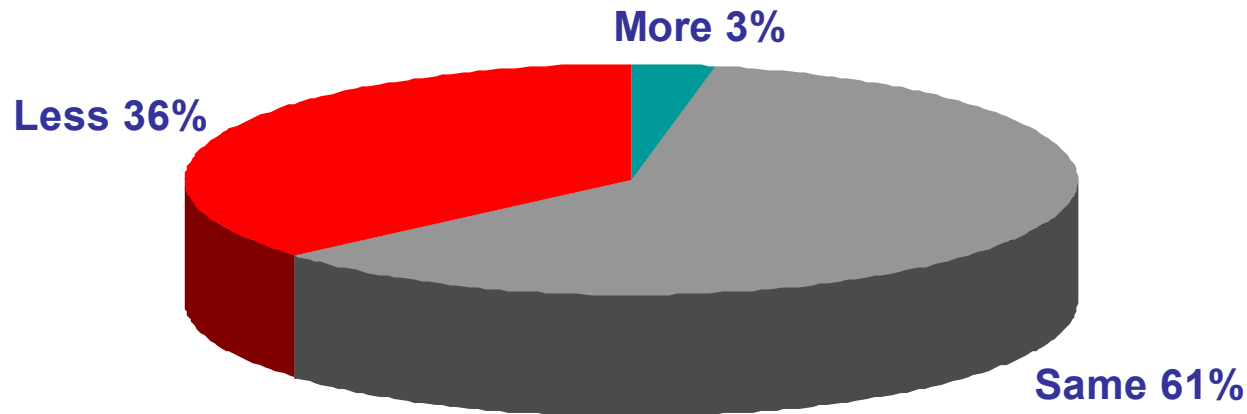


- About a third say they are going to play in less leagues with a fee in 2009 than in the past.
 - Most likely to say they will play in less leagues with an entry fee:
 - Women – 50%
 - HH under \$50k per year – 41%
 - People in the southern United States – 41%
 - Unemployed – 49%
 - Fantasy Racing players – 44%

Base: Current US Fantasy Players n=643

Economy Impact on the Entry Fee Players are Willing to Pay

Q10. The entry fee amount I am willing to pay will be...

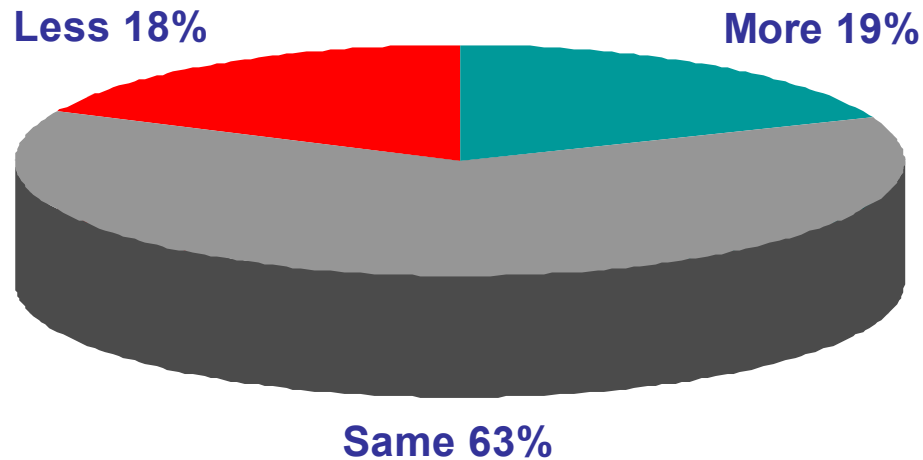


- About a third say they are going to pay less in entry fees than in the past.
 - Most likely to say they will play in less leagues with an entry fee:
 - Women – 50%
 - HH under \$50k per year – 42%
 - People in the southern United States – 42%
 - Unemployed – 49%
 - Fantasy Racing players – 41%

Base: Current US Fantasy Players n=643

Economy Impact on Free League Participation

Q10. The amount of FREE leagues I am going to play in will be...



- This shows that, especially this time of year, people are looking to pare back leagues and even with free leagues, they say they will play in somewhat fewer leagues this year.
 - This is pretty consistent across demographics.
- Note: This is an “intent question” so we expect that more than intent, past behavior will likely shape the amount of leagues, free or otherwise, in which they participate.

Base: Current US Fantasy Players n=643

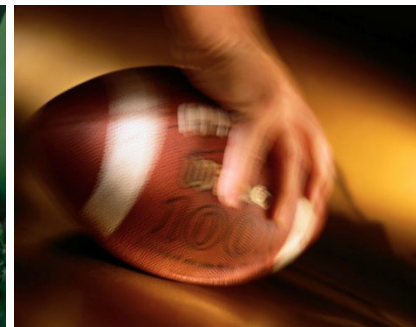
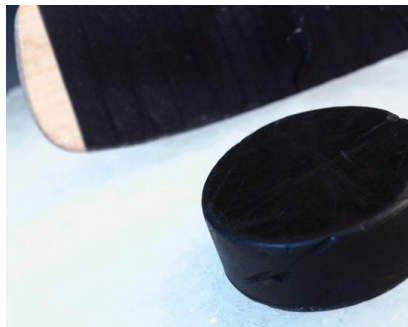


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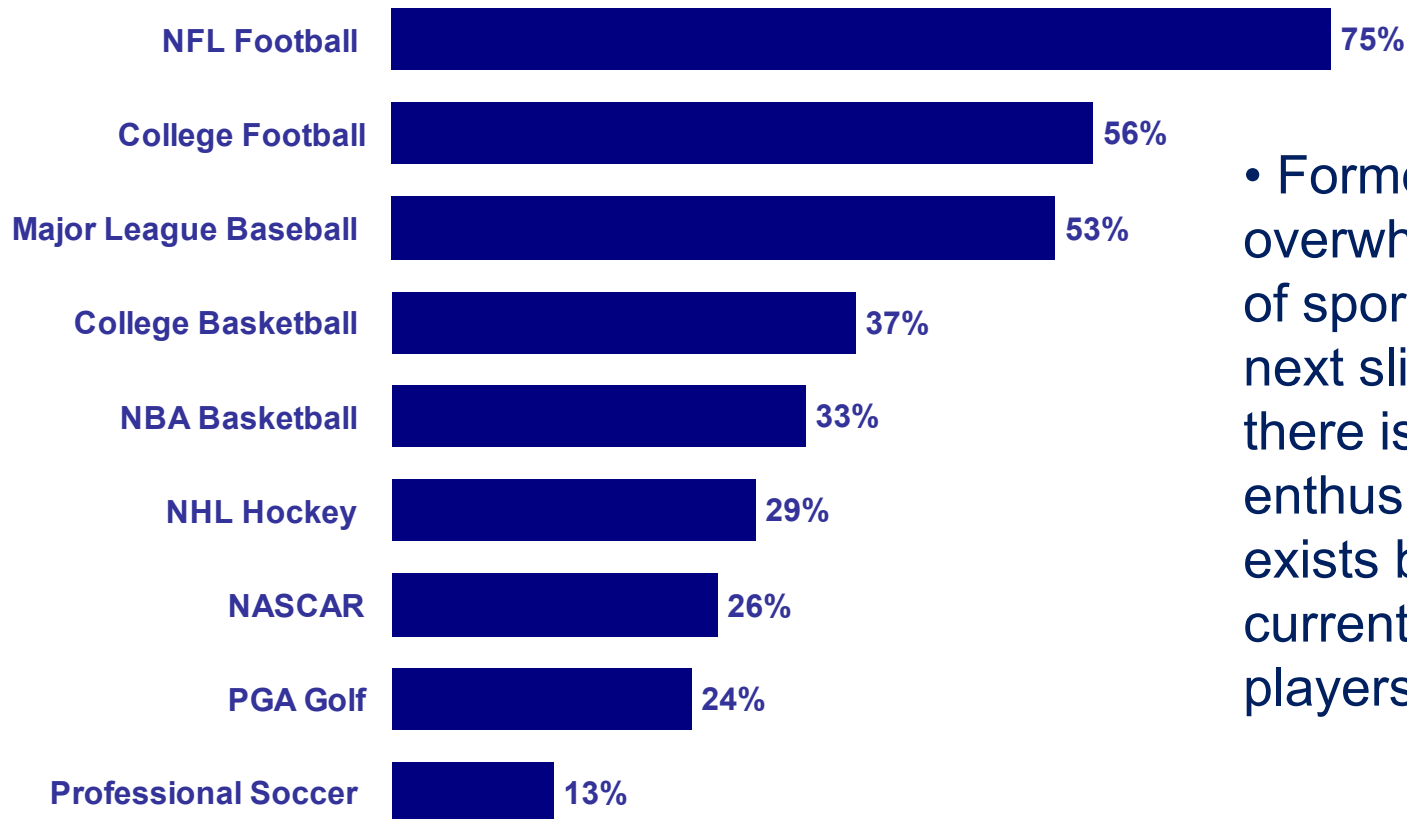


2009 Former Player Research



Former Player Overall Sports Interest

Q2. Now, thinking about your interest in sports as a general fan. For each of the following sports, please rate how interested you are in these sports using a scale from 1 to 7 with 1 meaning you are not at all interested and 7 meaning you are extremely interested in these sports.



- Former players are overwhelmingly fans of sports but as the next slide shows, there is an enthusiasm gap that exists between current and former players.

Base: Former US Fantasy Players n=463

The Interest Gap

Q2. Now, thinking about your interest in sports as a general fan. For each of the following sports, please rate how interested you are in these sports using a scale from 1 to 7 with 1 meaning you are not at all interested and 7 meaning you are extremely interested in these sports.

	Current Players	Former Players	Gap
NFL Football	84%	75%	9
Major League Baseball	62%	53%	9
NASCAR	32%	26%	6
NBA Basketball	45%	33%	12
College Football	60%	56%	4
College Basketball	49%	37%	12
PGA Golf	25%	24%	1
NHL Hockey	37%	29%	8
Professional Soccer	16%	13%	3

- To steal the title of a recent book and movie, “He’s just not that into you”.
- Former players show a consistent lagging interest in sports overall. This is a long way of saying they don’t dislike fantasy sports really, they are just not as into sports overall and therefore less likely to enjoy fantasy sports.

Base: Former US Fantasy Players n=463

Top Reason I Quit!

Q5. People stop playing Fantasy Sports for lots of reasons. Now, thinking about your personal reasons for quitting carefully, please rank the top 5 reasons you stopped participating in Fantasy Sports. - Ranked 1st Summary



- The interest gap comes into play in the reasons people quit fantasy sports.

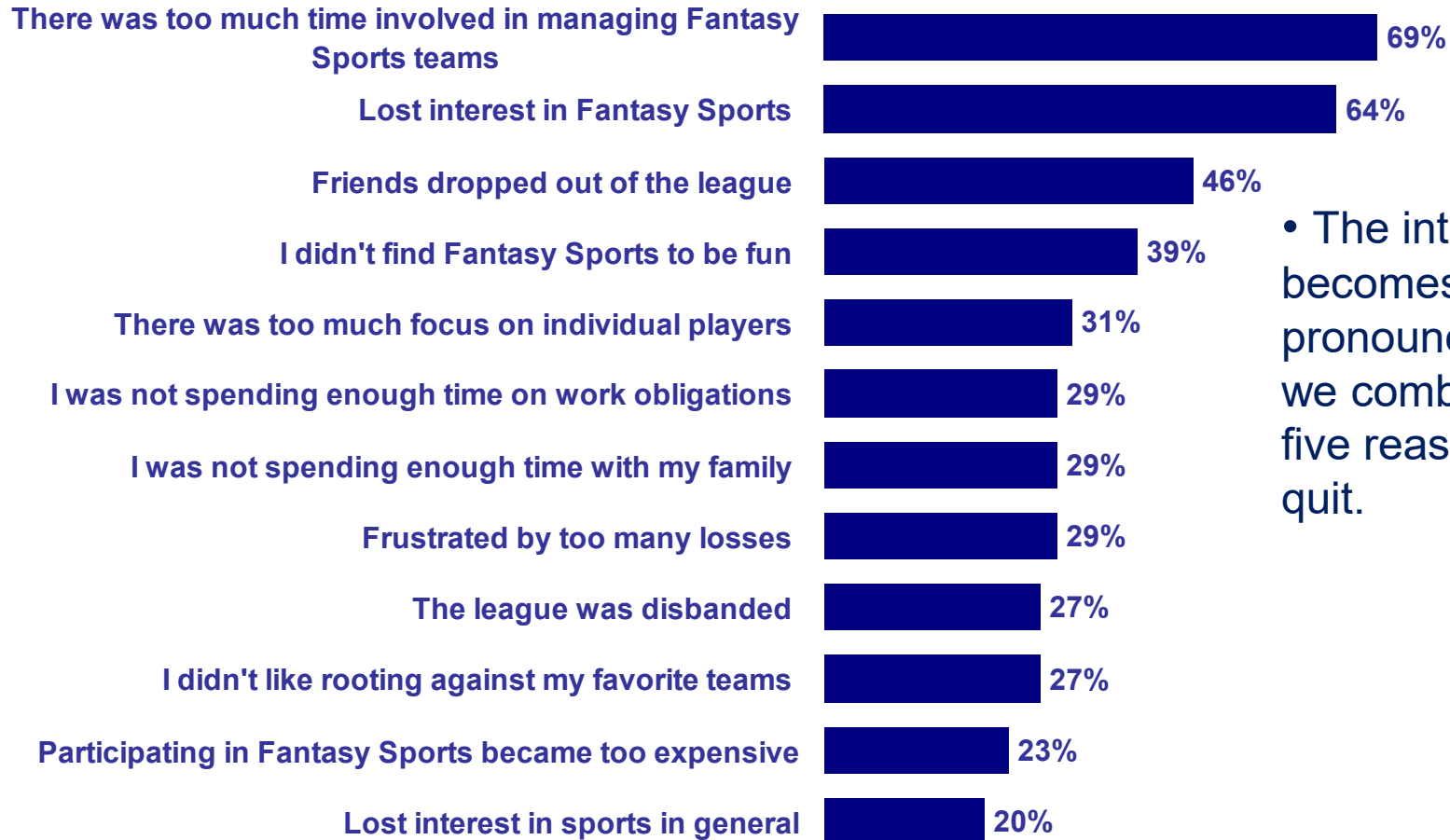
- The top two reasons make up 42% of the top reasons people quit playing. They are time and interest related.

Base: Former US Fantasy Players n=463

Top FIVE Reasons I Quit – Combined

Q5. People stop playing Fantasy Sports for lots of reasons. Now, thinking about your personal reasons for quitting carefully, please rank the top 5 reasons you stopped participating in Fantasy Sports.

– Top 5 Rank Summary –

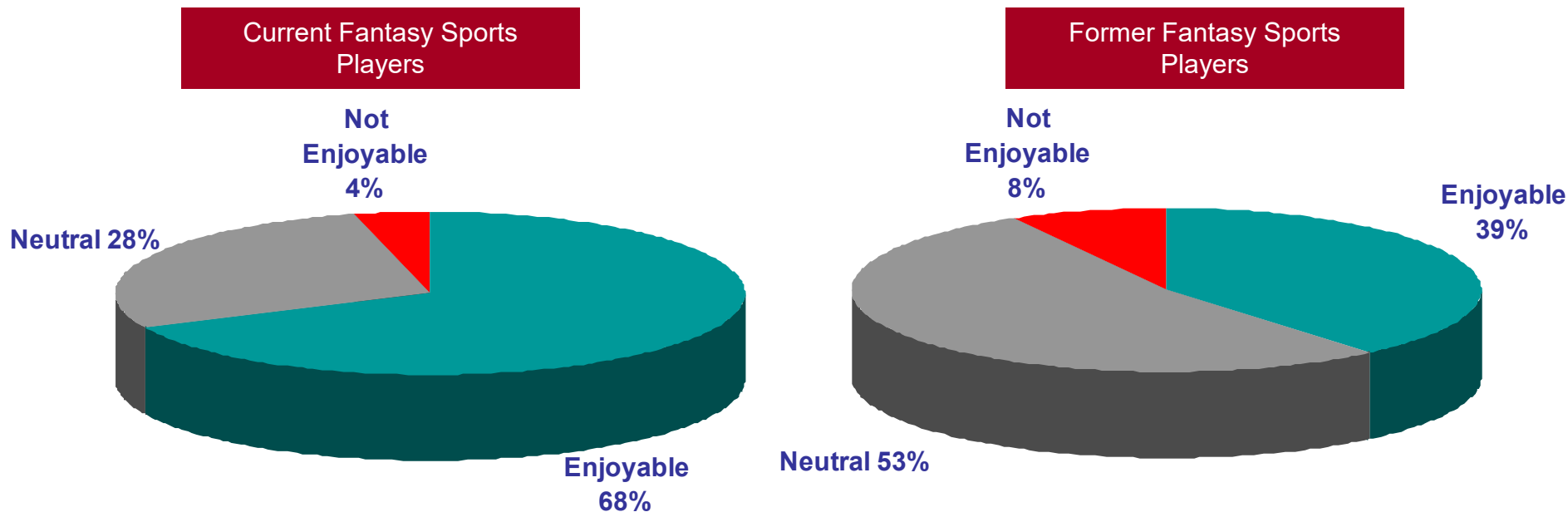


• The interest gap becomes even more pronounced when we combine the top five reasons people quit.

Base: Former US Fantasy Players n=463

Former Fantasy Sports Players – Fantasy Sports Enjoyable?

Q4. When you played Fantasy Sports, how much do you enjoy it. On a scale of 1 to 10 where 1 is do not like Fantasy Sports at all and 10 is like it very much, how much do you like Fantasy Sports?

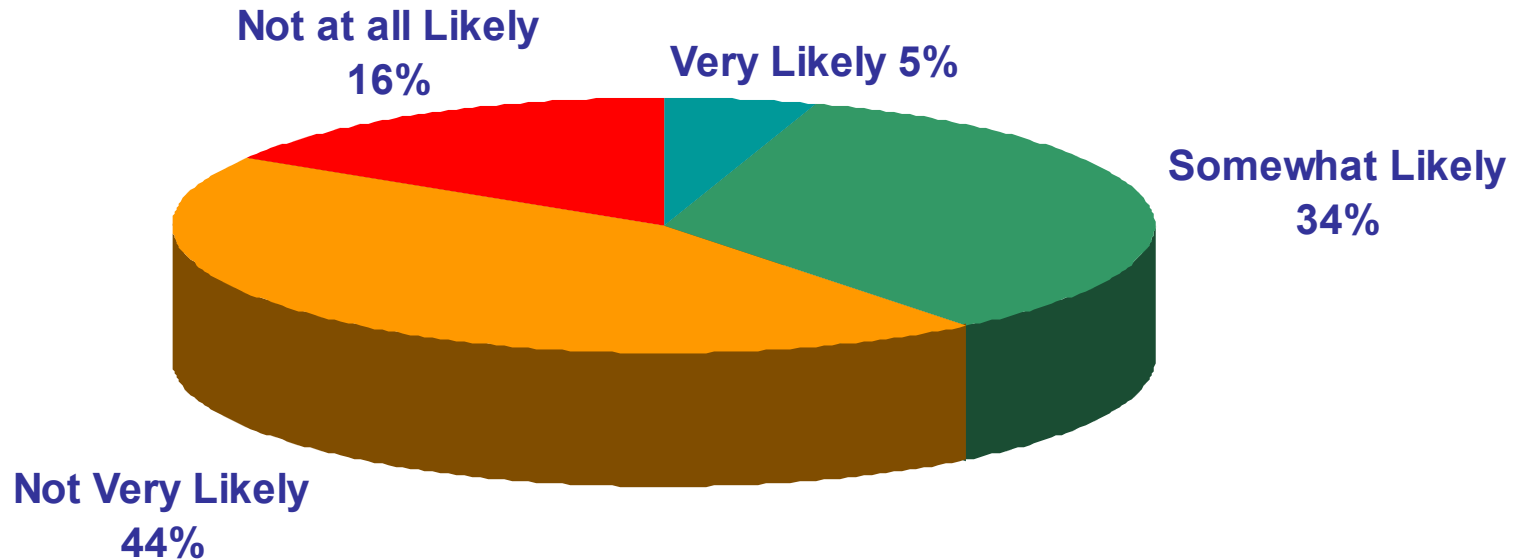


- When we examine whether former and current players enjoy fantasy sports we see quite a gap.
 - Still four in ten former players found fantasy sports to be enjoyable and more than nine in ten were at least “neutral” towards fantasy sports. This suggests these people are not 100% lost forever.

Base: Former US Fantasy Players n=463

Likelihood for Former Players to Play Again

Q7. How likely are you to play fantasy sports again in the future?

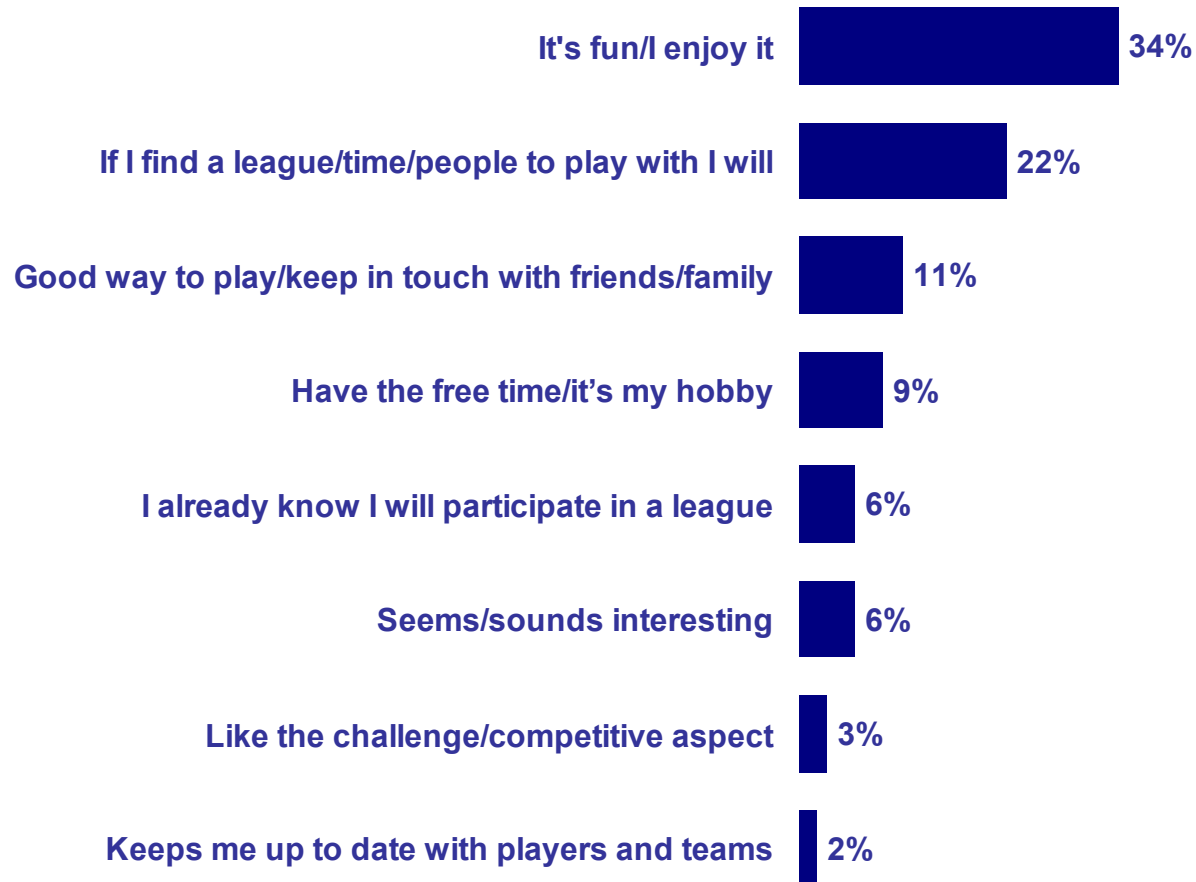


- Four in ten say they are likely to play again in the future.
 - Most likely to say they will play again are:
 - 18-34 year olds (46%)
 - Full Time Employees (43%)
 - Fantasy Footballers (47%)
 - People who “like” fantasy sports (68%)

Base: Former US Fantasy Players n=463

Why Will You Likely Play Again?

Q8. Why do you say you are likely to play again in the future?

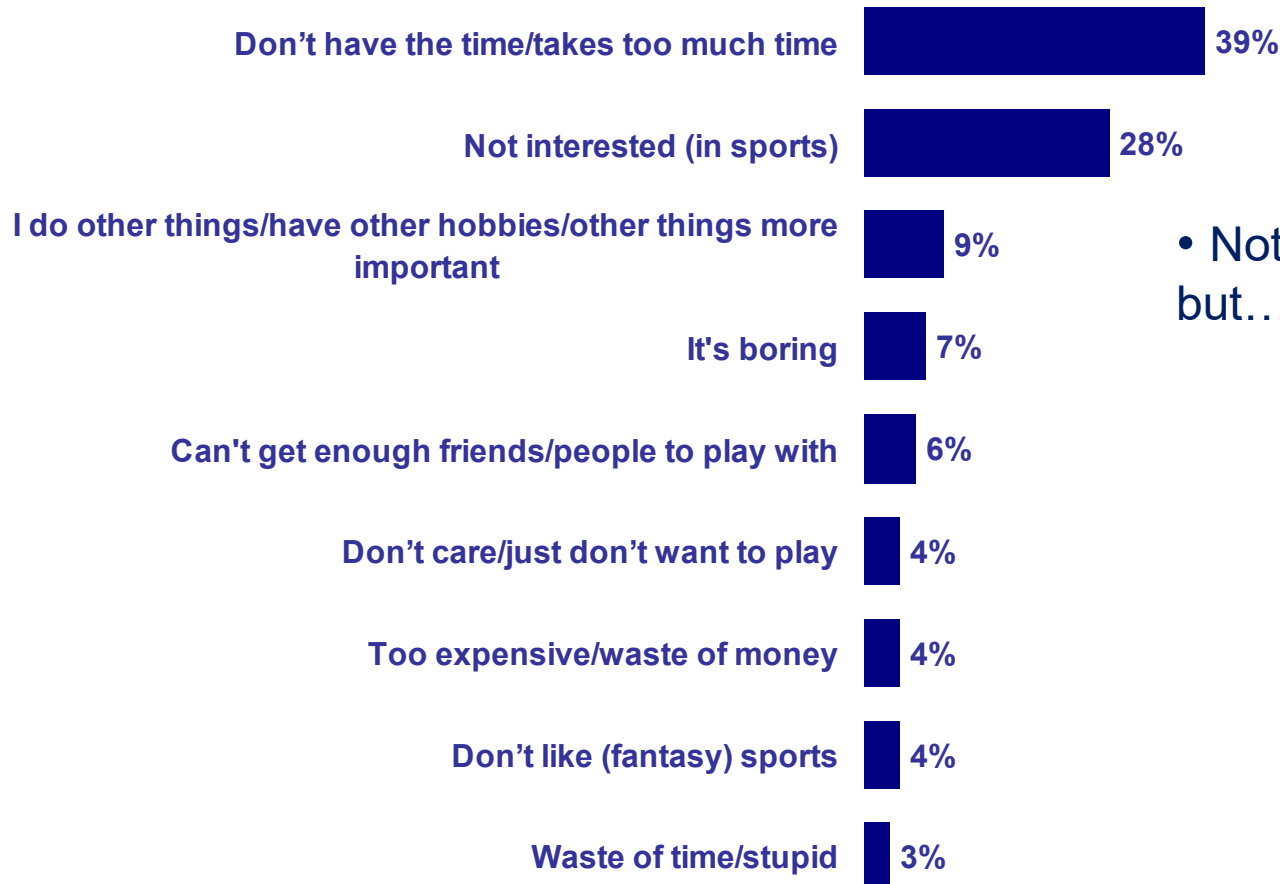


- They will play because they like it but also if they can find a league or time.

Base: Former US Fantasy Players who will likely play fantasy sports in the future n=184

Why Won't You Likely Play Again?

Q7. Why won't you likely play again in the future?



• Not to beat a dead horse but...Time and Interest!

Base: Former US Fantasy Players who will NOT likely play fantasy sports in the future n=279

How Do We Win the “Quitters” Back?

- So how do we best win back lapsed players?
 - Just looking at the former players who stated a likelihood to play again, a few trends emerge:
 - 68% said that there was too much time involved in playing fantasy sports.
 - Among those who said they were likely to play again, significantly fewer said they had lost interest in fantasy sports vs. their unlikely to play counterparts (49% vs. 73%)
 - Significantly fewer said they didn’t find fantasy sports to be fun (20% vs. 52%)
 - They were significantly more likely than their unlikely counterparts to cite “not spending enough time with family (38% vs. 23%) and “not spending enough time on work” (38% vs. 23%).
- **TIME. TIME. TIME!** It is all about time with former players who are likely to play again.

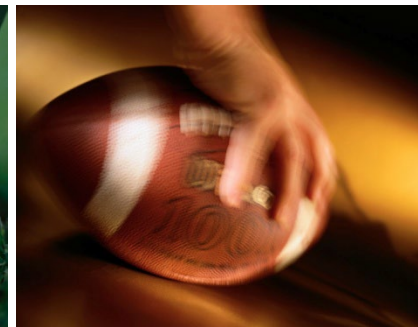
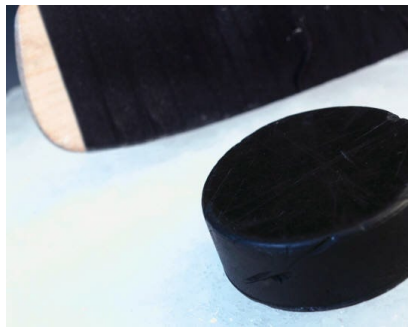


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2009 Never Player Research



Top Reasons I Never Play

6. People don't play Fantasy Sports for lots of reasons. Now, thinking about your personal reasons for not playing carefully, please rank the top 5 reasons you don't participate in Fantasy Sports - Ranked 1st
Summary



- Females are the most likely to say fantasy sports isn't interesting (30%).
- People in the Northeast are most likely to say fantasy sports doesn't seem that fun (17%)
- Full time employees are most likely to cite time (15%).

Base: Sports Fans Who Have Never Played Fantasy Sports n=546

Top FIVE Reasons I Never Play - Combined

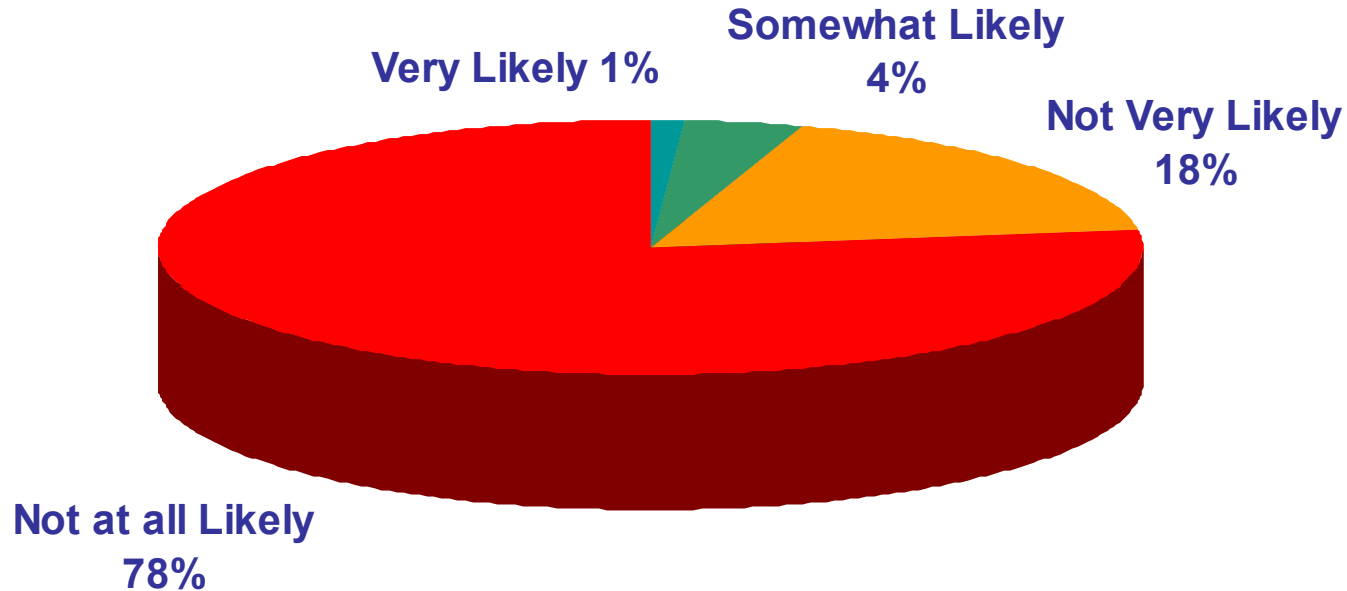
6. People don't play Fantasy Sports for lots of reasons. Now, thinking about your personal reasons for not playing carefully, please rank the top 5 reasons you don't participate in Fantasy Sports - Ranked 1-2-3-4-5 Summary



Base: Sports Fans Who Have Never Played Fantasy Sports n=546

Likelihood for Never Players to Ever Play

Q7. How likely are you to play fantasy sports again in the future? Would you say you are...?

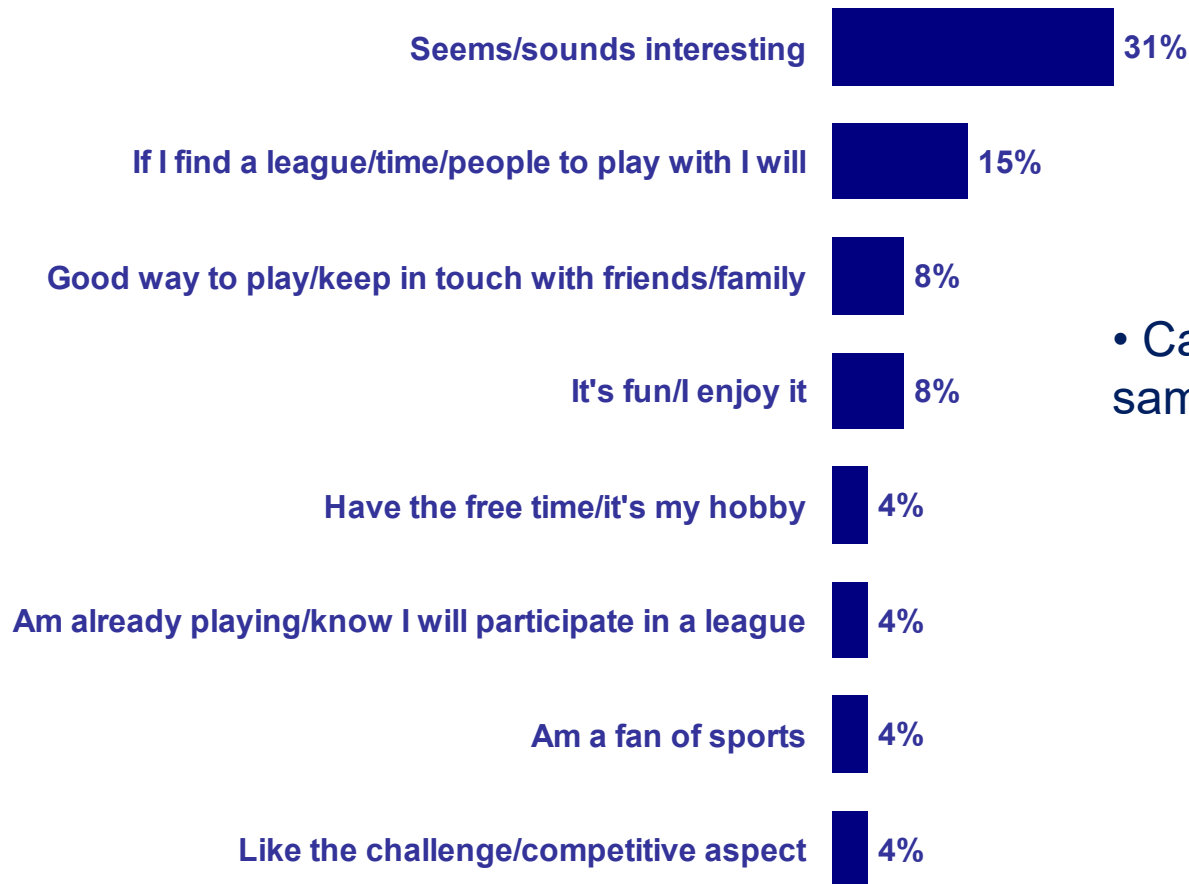


- As would be expected, we have a very low likelihood of future play among non players.
- That said, our best chance for turning non players into players comes among non players who are:
 - 18-34 years old (9%)
 - People with children in the HH (8%)
 - The unemployed (10%)
 - People of a race other than white (12%)

Base: Sports Fans Who Have Never Played Fantasy Sports n=546

Why Will You Likely Play?

Q8. Why do you say you are likely to play fantasy sports in the future?

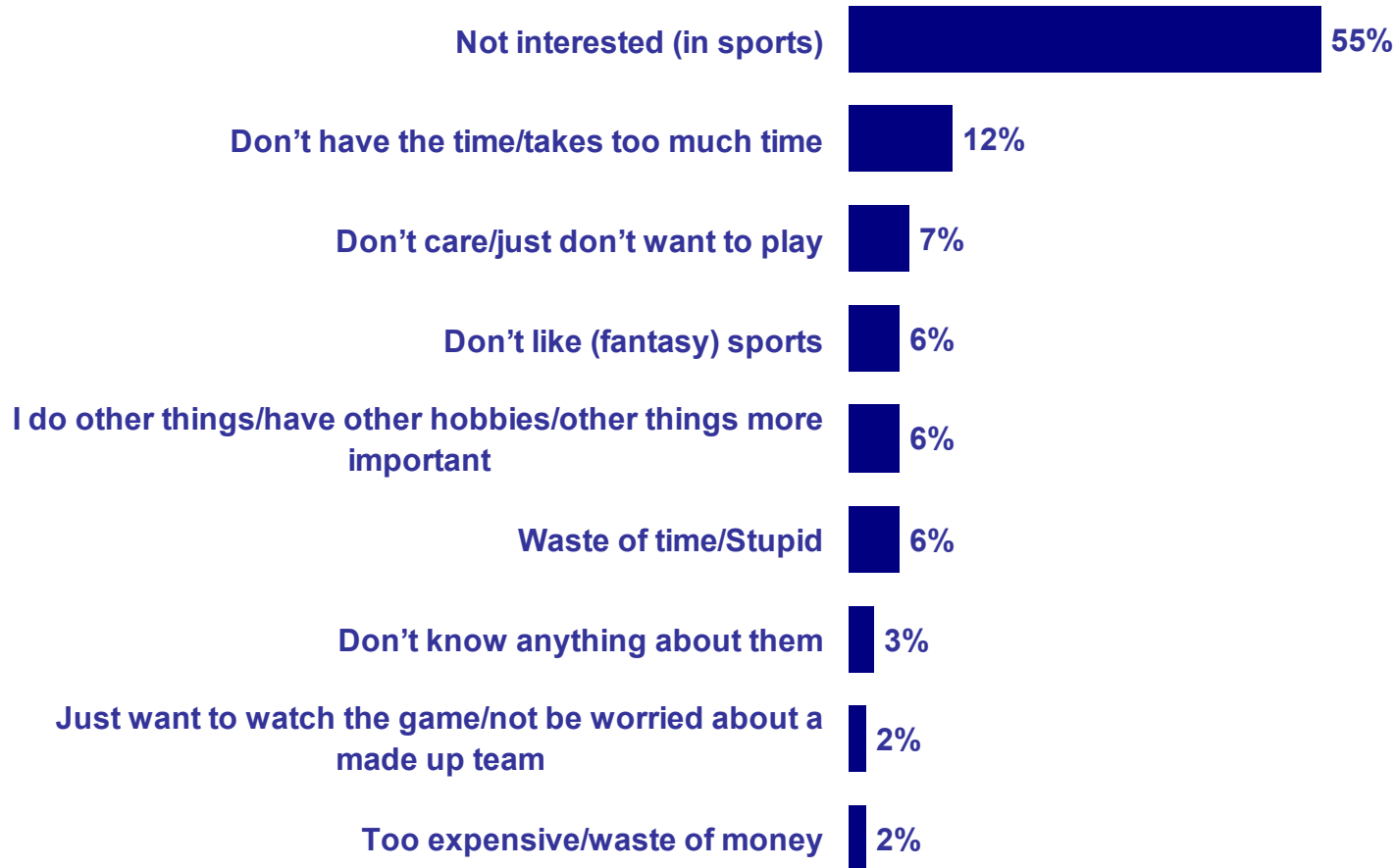


• Caution – Extremely small sample size.

Base: Never players who will likely play in the future (n=26)

Why Won't You Likely Play Fantasy Sports?

Q8. Why do you say you are unlikely to play fantasy sports in the future?



Base: Never players who will likely NOT play in the future (n=520)



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