

Over 40 Million People in North America Play Fantasy Sports – Highest Number of Players Observed So Far

Incidence of players remains consistent in the U.S., but grows in Canada

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Minneapolis, MN – A new study conducted by Ipsos Public Affairs on behalf of the Fantasy Trade Sports Association estimates that 14 percent of the U.S. population aged 12 and over and 19 percent of the Canadian population of the same age play fantasy sports. Based on the 2013 population estimates from the U.S. Census Bureau and Statistics Canada, this represents over 40.5 million fantasy sports players across North America; the highest number of players recorded in the five years the study has been conducted.

The last time that this research was conducted in both the U.S. and Canada, among teens (aged 12-17) and adults (18 and over), was in 2012. Since then, the number of fantasy sports players has increased by over five million. Incidence of play in the U.S. remains consistent (13% in 2012 vs. 14% in 2014); growing with population; while in Canada, it increased by seven percentage points over the past two years (12% in 2012 vs. 19% in 2014).

Player Demographics

In the U.S. fantasy sports players tend to skew male, millennials and more educated than non-players:



- Gender: 22% of men play fantasy sports (representing 27.9 million players) vs. just 6% of women (representing 8 million players).
- Age: 23% of millennials (18-34), or over 16 million, play fantasy sports vs. 14% of those 12 or older overall.
- Education: 19% of college graduates play fantasy sports vs. 9% of those without a college degree.

In Canada, players also skew male, but their age skew tends to be broader than in the U.S.:

- Gender: 27% of men (4 million) play fantasy sports vs. 12% of women (1.8 million).
- Age: 30% of teens (12-17), or over 600 thousand; and 27% of millennials (18-34), or over 2 million, play fantasy sports vs. 15% of those over 35 (3 million).

These are some of the findings of an Ipsos poll conducted on behalf of the Fantasy Sports Trade Association from May 14-19, 2014. For the survey, representative randomly selected samples of 1,209 U.S. teens and adults and 1,300 Canadian teens and adults from Ipsos' online panel were interviewed online. With a sample of this size, the results are considered accurate to within ± 2.7 percentage points, 19 times out of 20, of what they would have been had the entire U.S. and Canadian populations aged 12 and older been polled. The margin of error will be larger within sub-groupings of the survey population. The data was collected in a manner which ensures that the sample's age, gender and region composition reflects that of the actual U.S and Canada populations



according to Census information. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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