

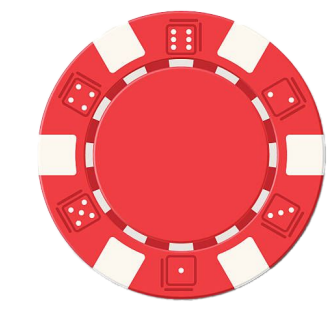
Sports Betting Behavior Among College-Aged Males



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

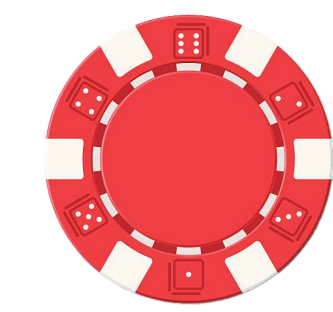
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Abstract



Sports is known to bring out the competitive side of people, and offers various forms of engagement for a variety of audiences. Of these engagement methods, sports-betting has shown itself to be a popular medium for monetarily motivated team-player interaction. Sports betting is prominent among young men for both popular and less popular sports, and has the potential to increase the acclaim of growing teams and organizations. The XFL, which relaunched in 2023, has been slowly gaining traction within fan bases around the United States. The Vegas Vipers are an XFL team with a particularly high potential for sports betting opportunities. Their unique location in the city of Las Vegas combined with the city's bustling professional sports scene are unique advantages for this team. As such, this research sets out to explore the different factors that affect the betting propensity of the demographic most likely to engage in sports betting: young men ages 18-25. This social science research utilized multiple methods, both quantitative and qualitative, in order to collect this information. Individual in-depth interviews, focus group discussions, and a quantitative survey were used to gather data related to a variety of constructs. Our research suggests that young men who engage in gameline or moneyline sports betting for the NFL are very unlikely to engage in sports betting for the XFL, and that comfortability within one's financial situation has little to no impact on the regularity of their betting habits. It is our professional recommendation that the XFL should integrate sports betting opportunities into its marketing materials, increase promotional efforts aimed towards increasing in-person attendance, and partner with sports betting platforms such as FanDuel and BetMGM in order to increase engagement among college-aged young men.

Research Questions

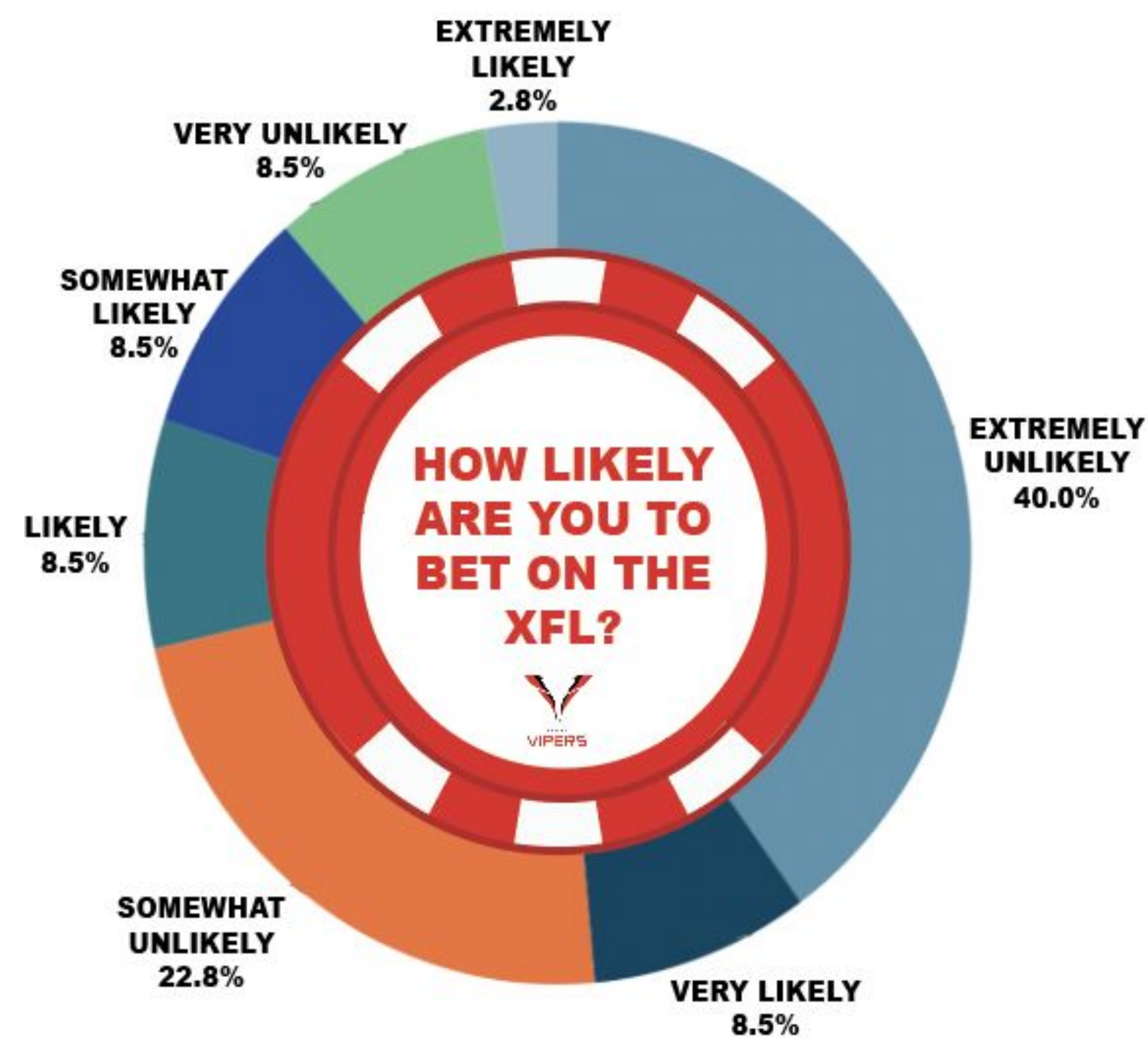


RQ1: What is the likelihood that the college-environment sports betting population (young men ages 18-23) that already engage in NFL sports-betting will engage in gameline and/or moneyline betting for XFL Vipers?

Hypothesis: Young men ages 18-23 who already participate in NFL betting are more likely to participate in sports-betting for the XFL Vipers.

RQ2: What is the relationship between comfortability with one's financial situation and propensity to sports bet among the college-age sports betting population (young men ages 18-23)?

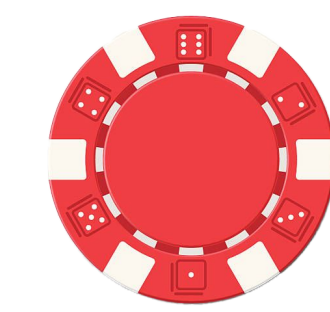
Hypothesis: Moderate to high comfortability with one's financial situation leads to an increased propensity to bet among the college-aged sports betting population.



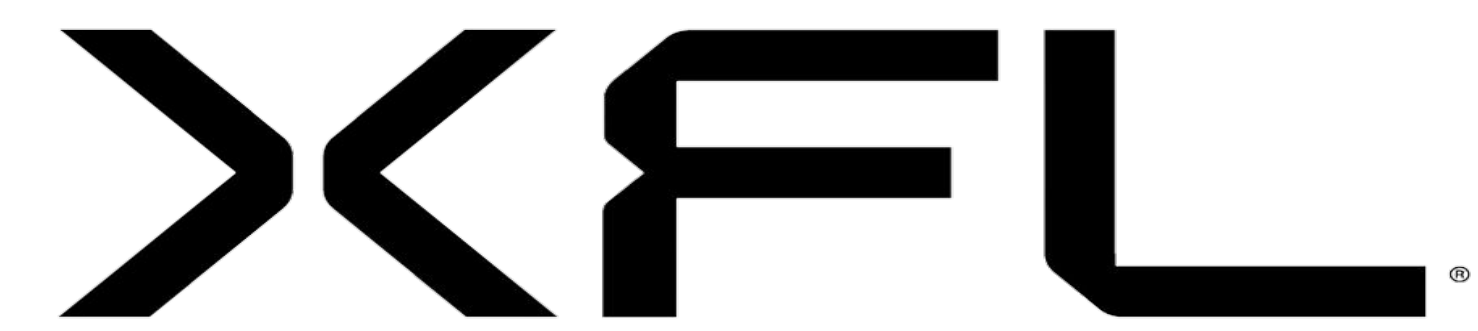
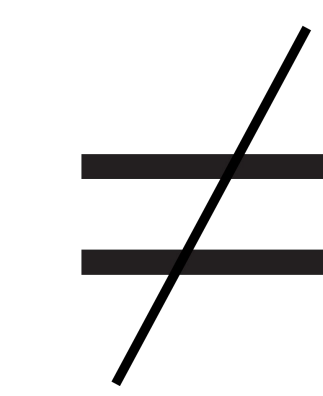
Professional Recommendations

1. Increase promotional activity aimed towards boosting in-person attendance; tickets giveaways, lotteries for game-day seats.
2. Increase marketing outreach among this target demographic, focus specifically on league sports betting opportunities.
3. Pair with sports betting platforms like FanDuel or BetMGM.
4. League partners, in particular alcohol manufacturers, should be encouraged to partner with sports betting platforms and offer in-game promotions.
5. Promote social media in-game promotions as well.

Quantitative

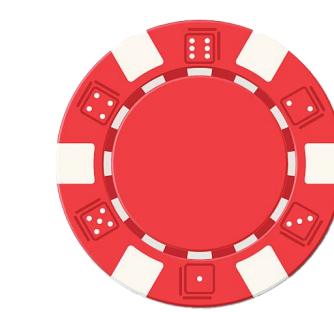


The focus of our group's quantitative research was to gauge the likelihood that respondents would bet on the XFL in the future given that they've bet on the NFL in the past. Respondents were asked to choose a number on a scale of 1 to 7, 7 being extremely likely, that best described the likelihood would bet on the XFL in the future. Out of n = 35 respondents from a total population of N = 45, 14 reported a 1, indicating they were extremely unlikely to bet on the XFL in the future.



The data did not support our hypothesis that men ages 18-23 who engage in sports betting for the NFL would be more likely to engage in betting for the XFL.

Qualitative



The focus of our group's qualitative research was not only to measure what factors affect the betting propensity of the target demographic, but also what factors would persuade or dissuade the group to place bets on the XFL. Through individual interviews, focus group testing, and a survey, we found that young men are more likely to bet when they are in what they described as their "ideal environment." This environment involved access to and indulgence in alcohol and/or drugs, a high concentration of their peers and legal access to betting modems such as sportsbooks or casino games. The chart below demonstrates how the respondents' propensity to bet is influenced when under the influence of alcohol or drugs.

On a scale of 1-7, 7 being extremely likely, how likely is alcohol to affect your propensity to bet?

