



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

How Audio Can Supercharge Sports Betting

June 2025

METHODOLOGY

DATES OF FIELDING: May 19 - May 27, 2025

N=500 monthly radio/podcast listeners, active sports Bettors

Demos: Men/Women 21-54

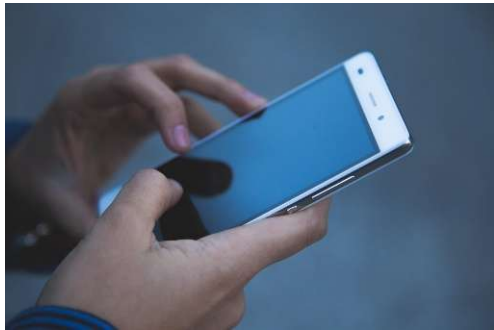
Ethnic: 68% White/Asian/Other, 23% Black, 8% Hispanic

Sports Bettors Are Engaged With Radio



- Daily and Big Money Bettors (>\$100) are **2x more likely to listen to the radio 3+ hours per day**
- More than 90% of Daily and Big Money Bettors report **listening to radio on the way home from work**
- Big Money Bettors are **88% more likely to find information on the radio helpful** for providing betting tips
- 82% of Bettors and 91% of Big Money Bettors say **hearing a radio/podcast host** talk about a game or player makes them **more likely to place a bet**

Radio Can Drive **Consideration** & **Activation** for Sports Bets



63% of male Bettors report missing a bet because they forgot the game was starting



96% of male Bettors think game reminders would be helpful



Nearly half of male big money Bettors (>\$100) place bets within two hours of an event

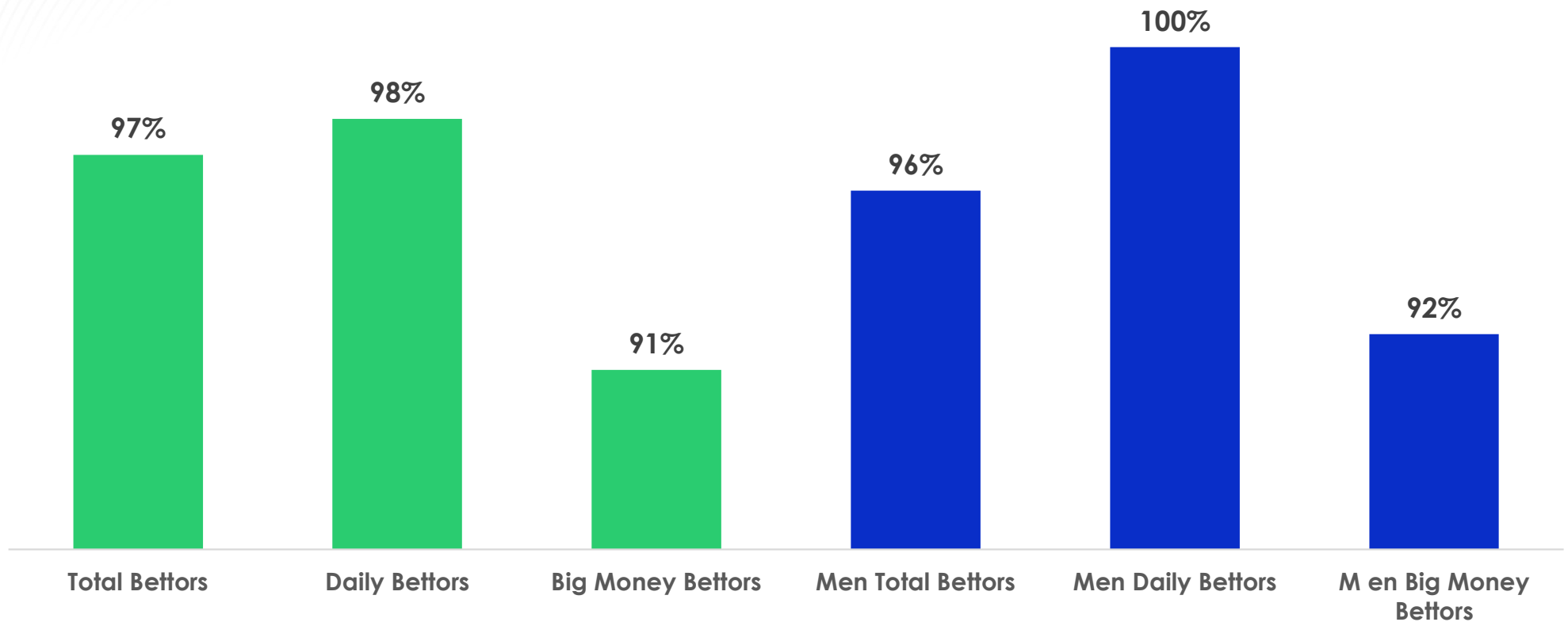
Appendix



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Sports Bettors Would Like to Hear Gametime Reminders & Info

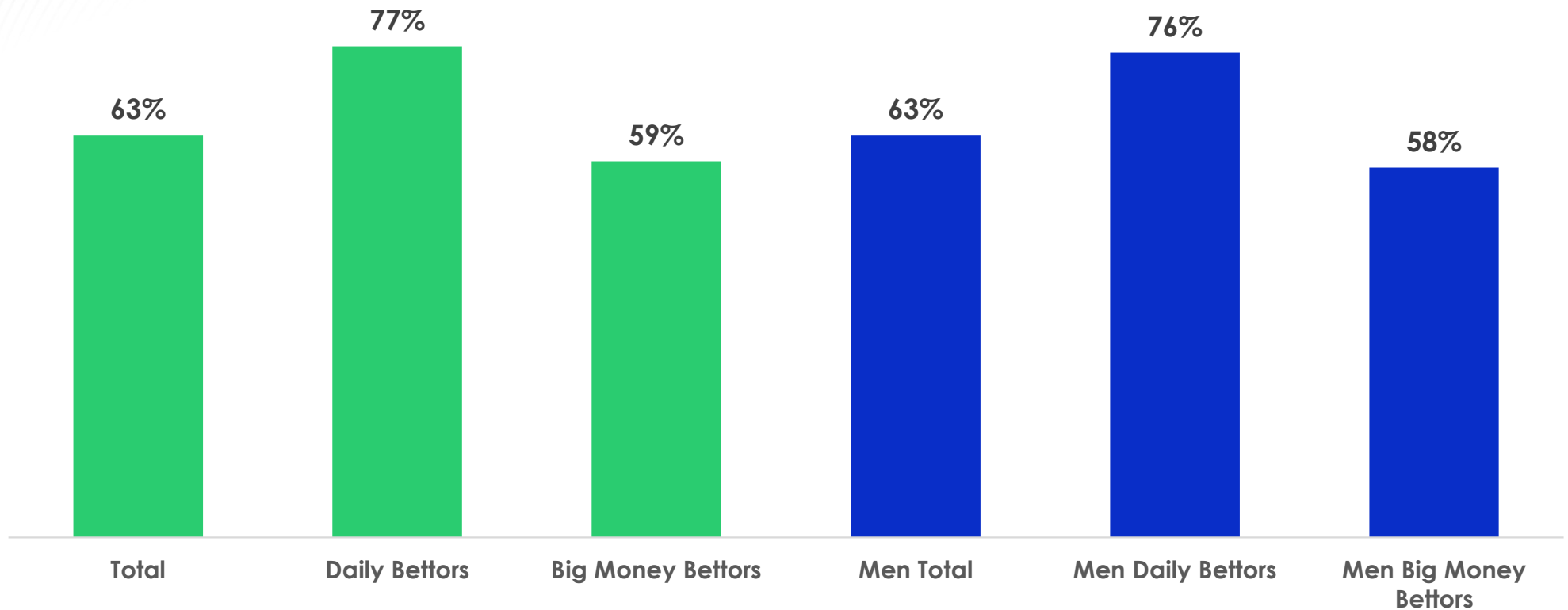
(Strongly/Somewhat Agree)



Source: Critical Mass Insights May 2025 N=500 respondents Q: Would it be helpful to hear gametime reminders, including start times, injury reports and money lines before placing a bet?

Daily Bettors Are Most Impacted By Forgetting to Place a Bet

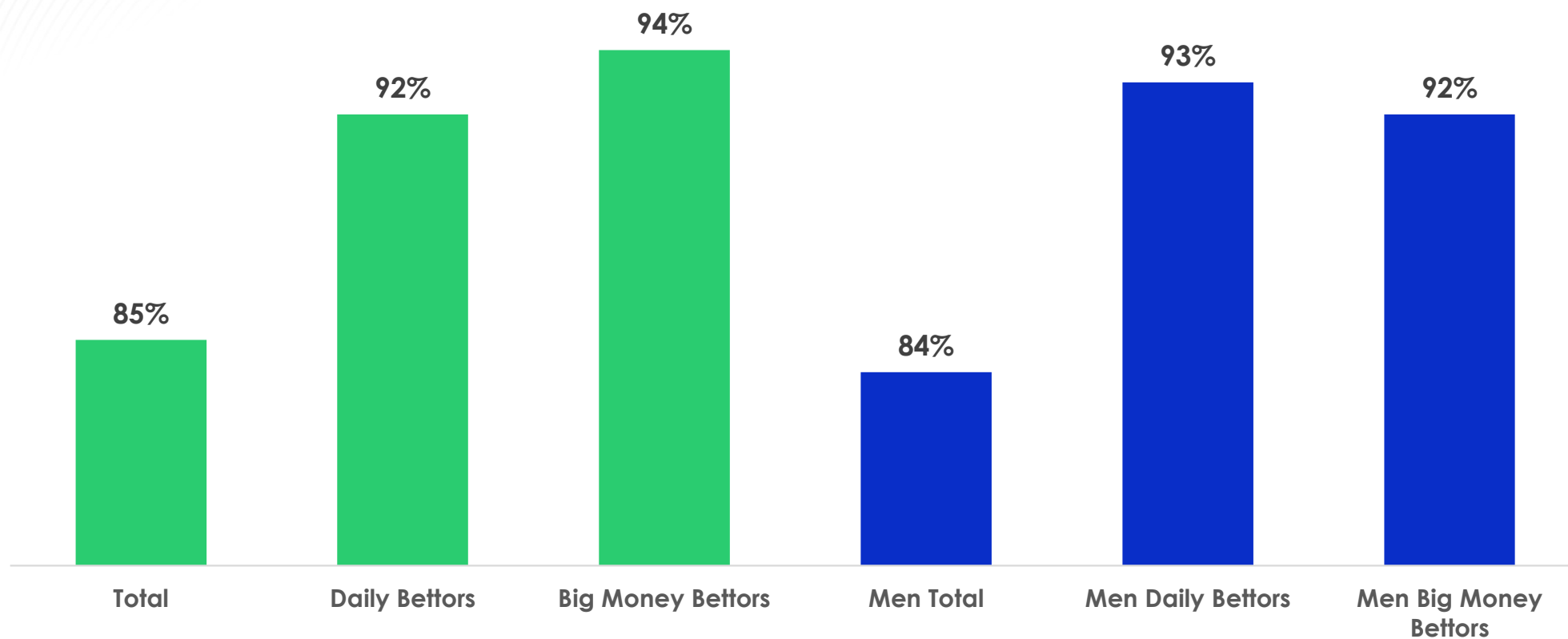
(Somewhat/Strongly Agree)



Source Critical Mass Insights May 2025 N=500 respondents Q: I often miss out on placing a bet because I forget the event is happening

Radio Listening Is A Habit Of Sports Bettors

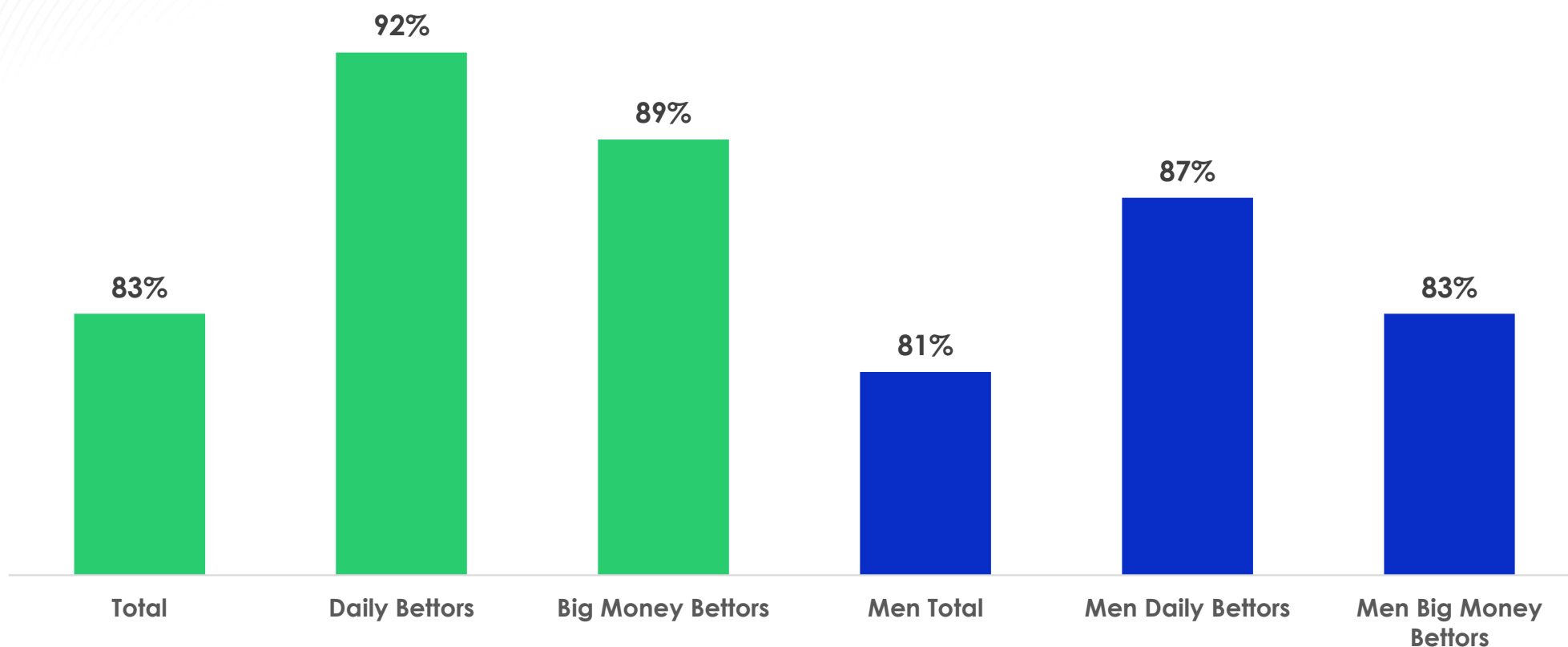
(Somewhat/Strongly Agree)



Source Critical Mass Insights May 2025 N=500 respondents Q: I usually listen to the radio on my way home from work

Radio & Podcast Hosts Make Me More Likely To Bet

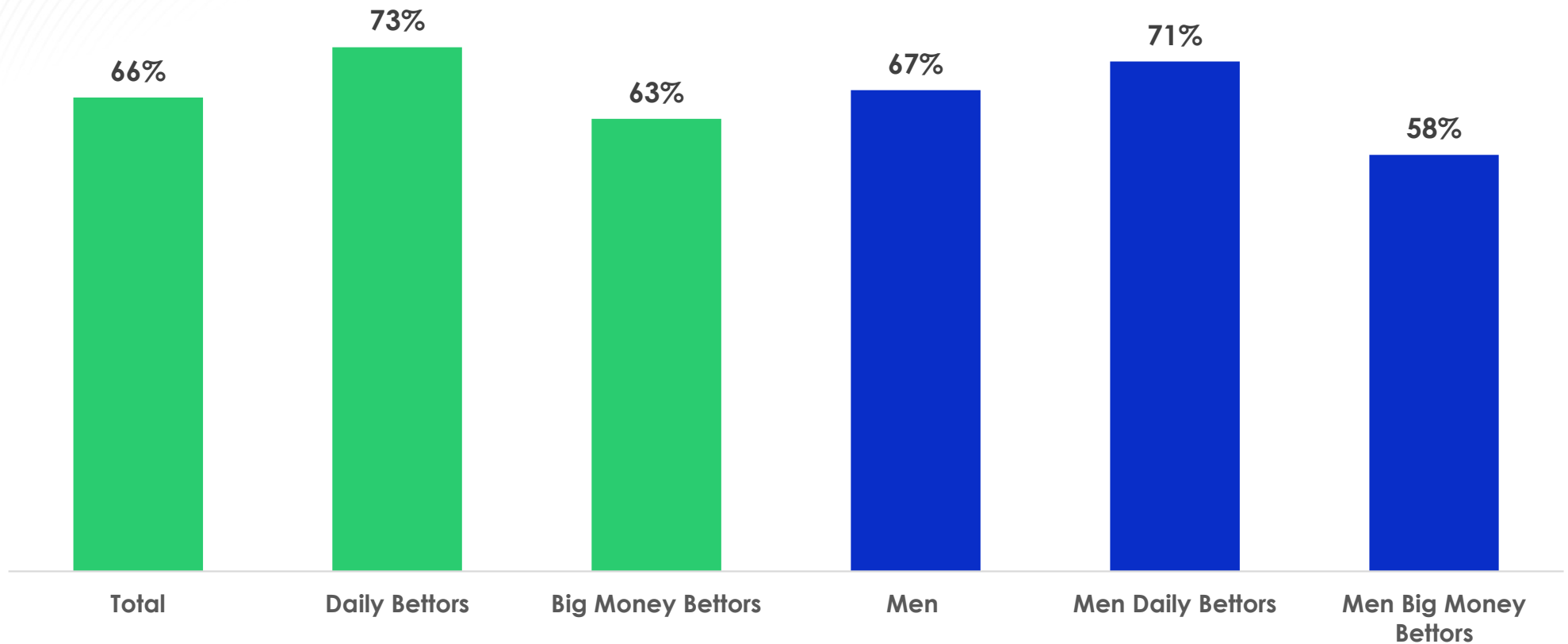
(Somewhat/Strongly Agree)



Source Critical Mass Insights May 2025 N=500 respondents Q: Hearing my favorite sports talk podcasts & radio hosts/shows talk about a particular game or player makes me more likely to place a bet

Sports Betting Happens Close to Gametime

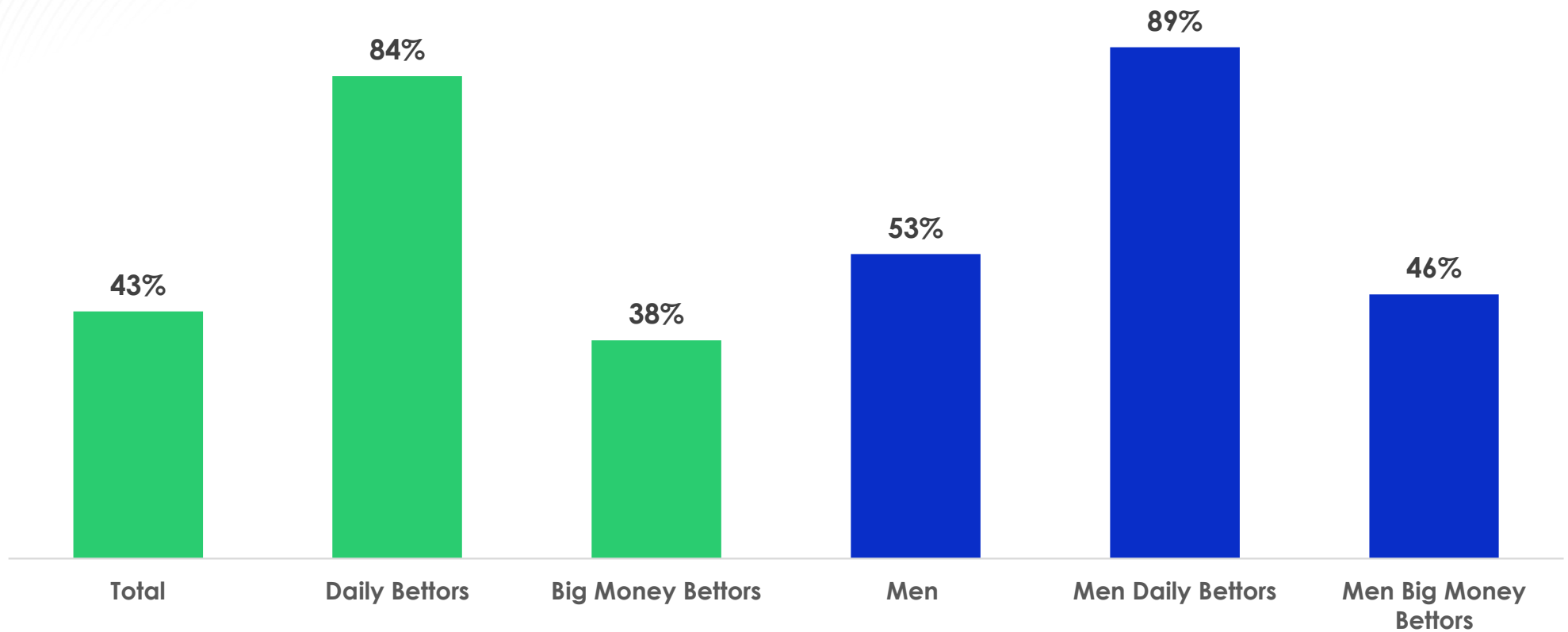
(Day of/With in Two Hours)



Source Critical Mass Insights May 2025 N=500 respondents Q: How far in advance of a sporting event do you decide to bet on it?

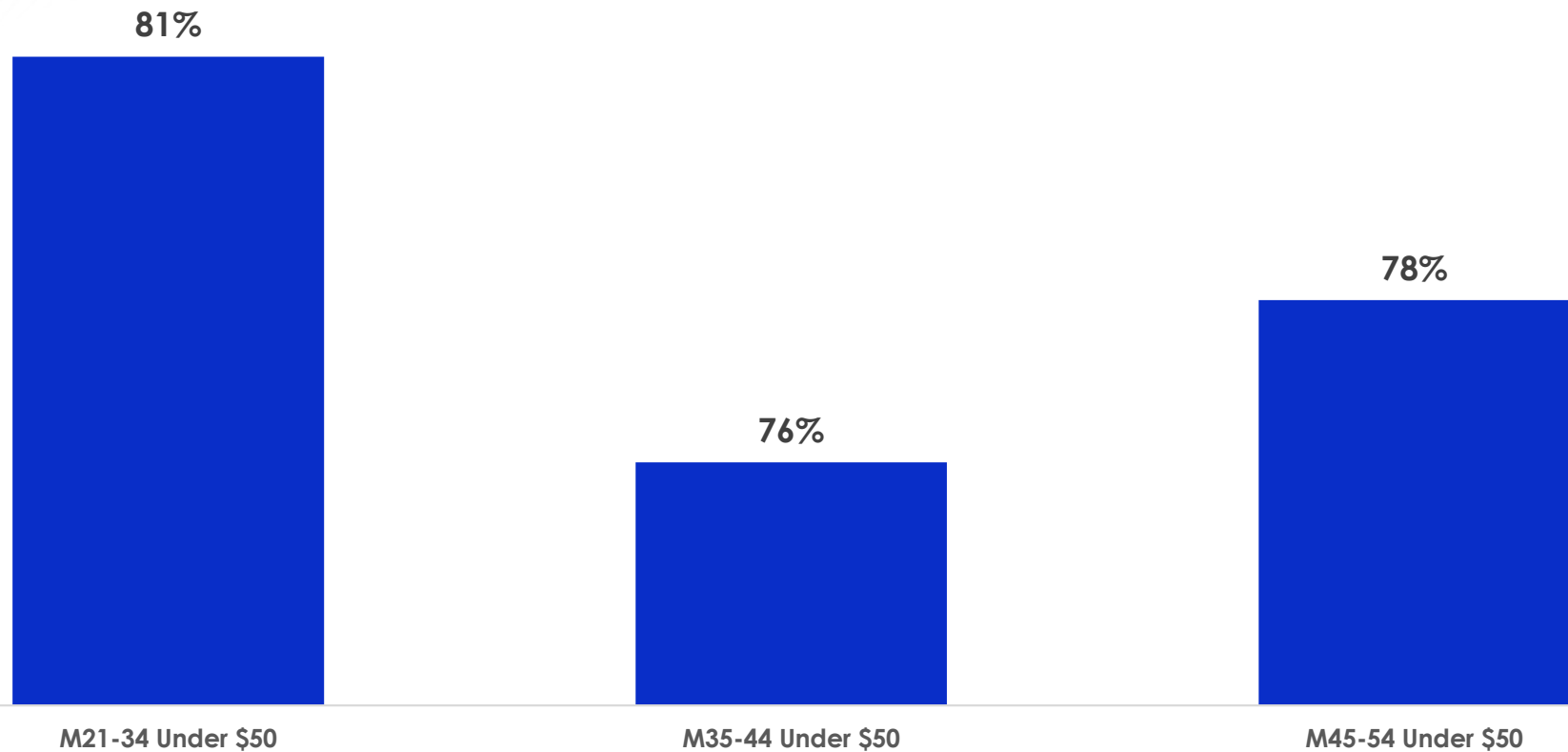
Daily Bettors Drive Activity

(Today/Past Week)



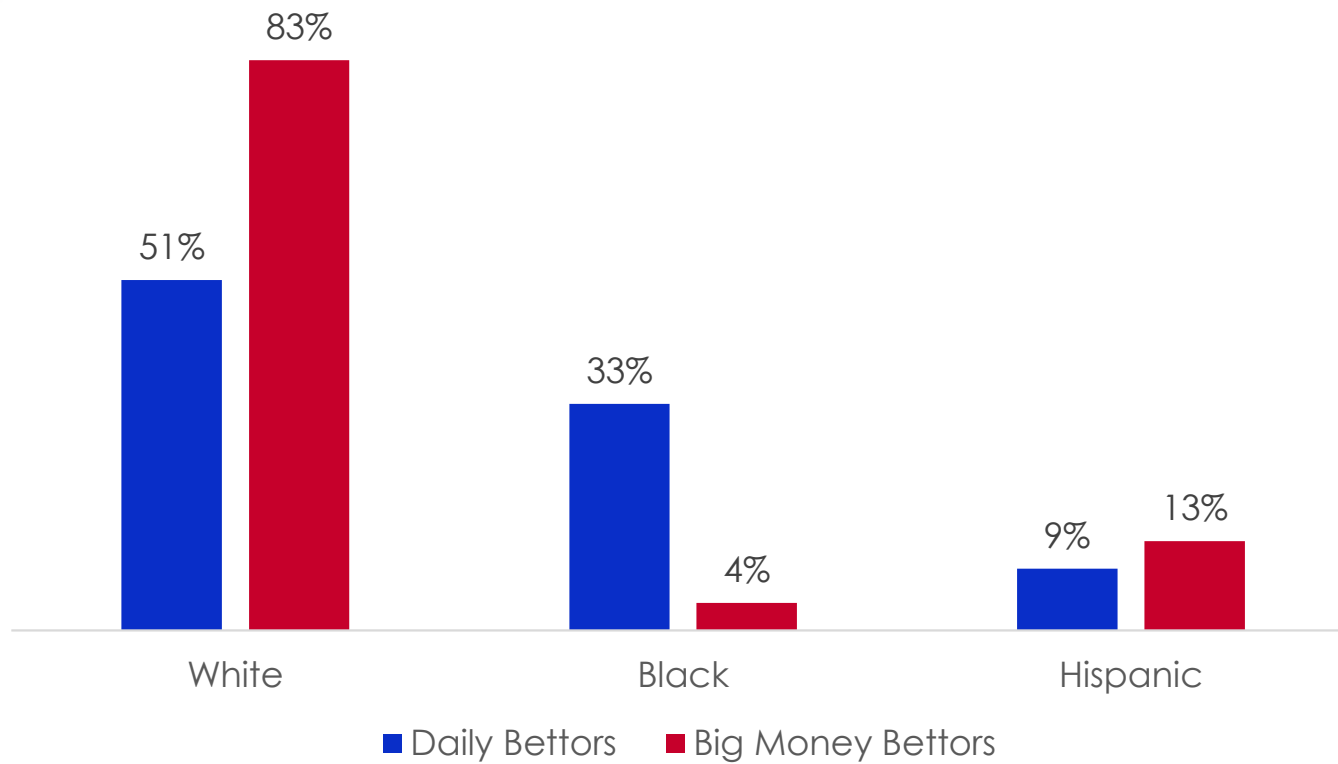
Source Critical Mass Insights May 2025 N=500 respondents Q: When was the last time you placed a bet on a sporting event?

Younger Men Place the Most Bets Under \$50



Source Critical Mass Insights May 2025 N=500 respondents Q: When you wager on sports, how much is your typical bet?

Ethnic/Origin Of Male Sports Bettors



THANKS FOR WORKING WITH



For additional insights and information, please contact:

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