



All the Ways Players Pay

Exploring bettors' behavior and payment preferences for online sports betting



What do online sports bettors want?

Love the game, payment speed, variety, and security

33%



of players want to know the **rules of the game** and be well informed about the sporting event they are betting on



Need for Speed

42%



of players want an **instant payout** of winnings from sportsbooks

Current online bettors **PREFER debit cards** followed by digital wallets



42%

debit cards



38%

digital wallets



82%

of online bettors say **positive payment experience** determines if they will continue playing with a sportsbook

32%



of players who haven't bet or considered betting in the past 6 months say **fraud concern** is stopping them



Security is the top factor for active bettors or those considering betting

47%



say they would **cancel a deposit** if they believed the transaction wasn't secure

Privacy is a critical factor for players when choosing a sportsbook



81%



prefer payment **methods like cash** to avoid sharing personal financial details

Favorite devices for betting

92%

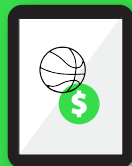
Smartphones

26%

Desktops, tablets, iPads

21%

Laptops



Top three most important things players demand from sportsbooks



35%

Enhanced odds and promotions



34%

Personalized offers and bonuses



33%

Loyalty programs