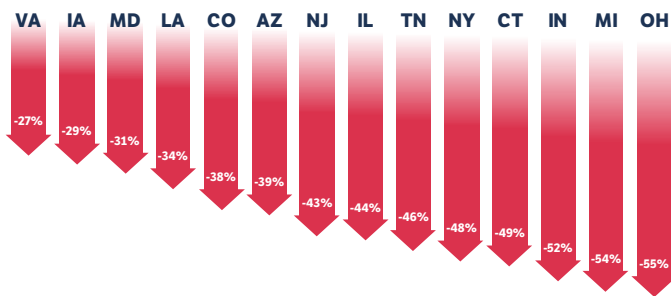


# LEGALIZING ONLINE SPORTS BETTING SHRINKS THE EXISTING ILLEGAL MARKET!

States across the country that have given their residents safe and legal mobile sports betting options have seen **consistent and meaningful decreases in Google searches for unregulated online sportsbooks such as Bovada.**

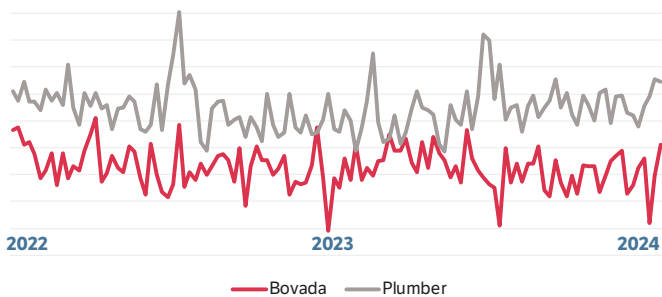
What does this mean in specific states? Here, you can see clearly how the **demand for Bovada shrunk significantly almost immediately** upon legal sports betting launching in Ohio.

**% Change in Searches for 'Bovada' in the Full Year After Sports Betting Legalization**



How about when you compare states with legal online sports betting to states without it? The following two graphs compare Google searches for 'Bovada,' the leading illegal offshore sportsbook, with searches for 'Plumber' in states with legal online sports betting options and those without. The word "plumber" was chosen as a comparison point due to the relative consistency of searches for it across states and across time periods. The specific states analyzed are Louisiana and Tennessee (legal sports betting) vs. Alabama and Mississippi (no legal sports betting), chosen due to their demographic and cultural similarities. As is clear in the graphs, **residents of states with no legal sports betting options are significantly more likely to seek out dangerous illegal operators.**

**Google Searches for 'Bovada' Trail Searches for 'plumber' in States with Legal Online Sports Betting**



**Google Searches for 'Bovada' Significantly Outpace Searches for 'plumber' in States without Legal Online Sports Betting**

