



# Fantasy Football App Research

September 1, 2021



# The research goals.

- Understand fantasy football app user preferences.
- Find out what drives consumers to choose a given Fantasy Football app.
- Learn what the user experience is like using the fantasy football app.

# Methodology overview.

- MFour used Surveys On The Go® (SOTG).
- Smartphone usage data was used to identify fantasy football app users, leaving the app.
- Then, a survey was sent to ask for feedback.

# Time frame.

- Research from 8/25/21 to 8/31/21.

# Sample.

- 18-45 years of age.
- n=100.
- Natural fallout for all other demos.

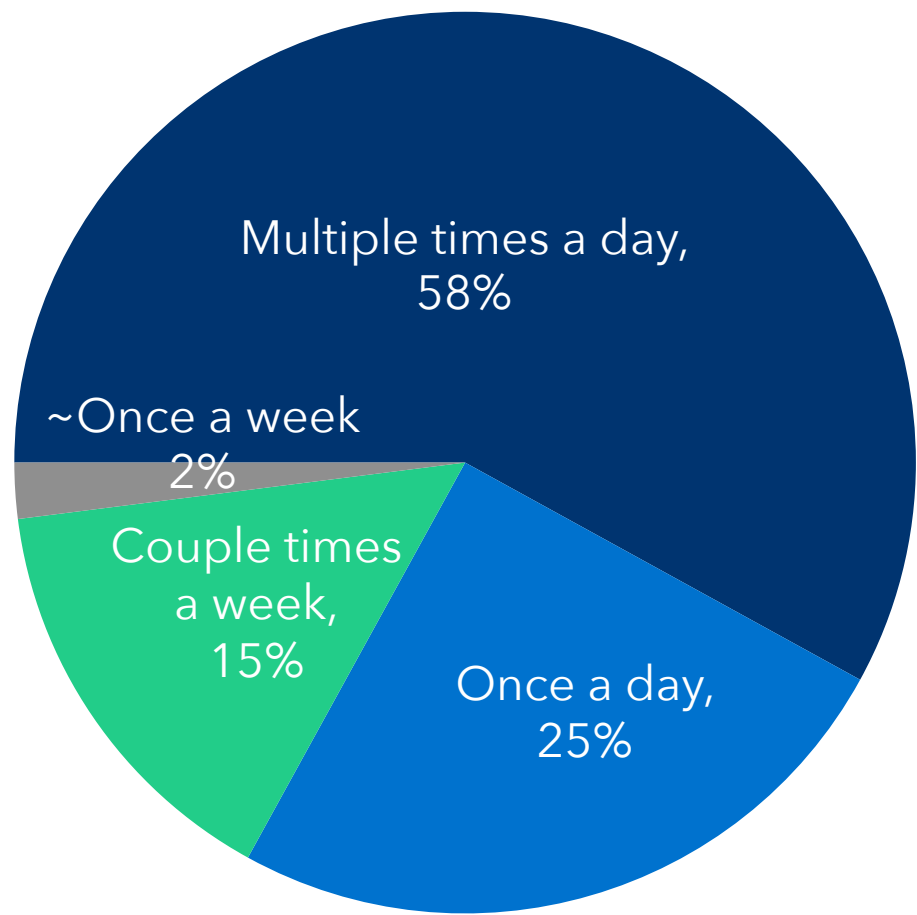


# Fans use these apps often to compete.

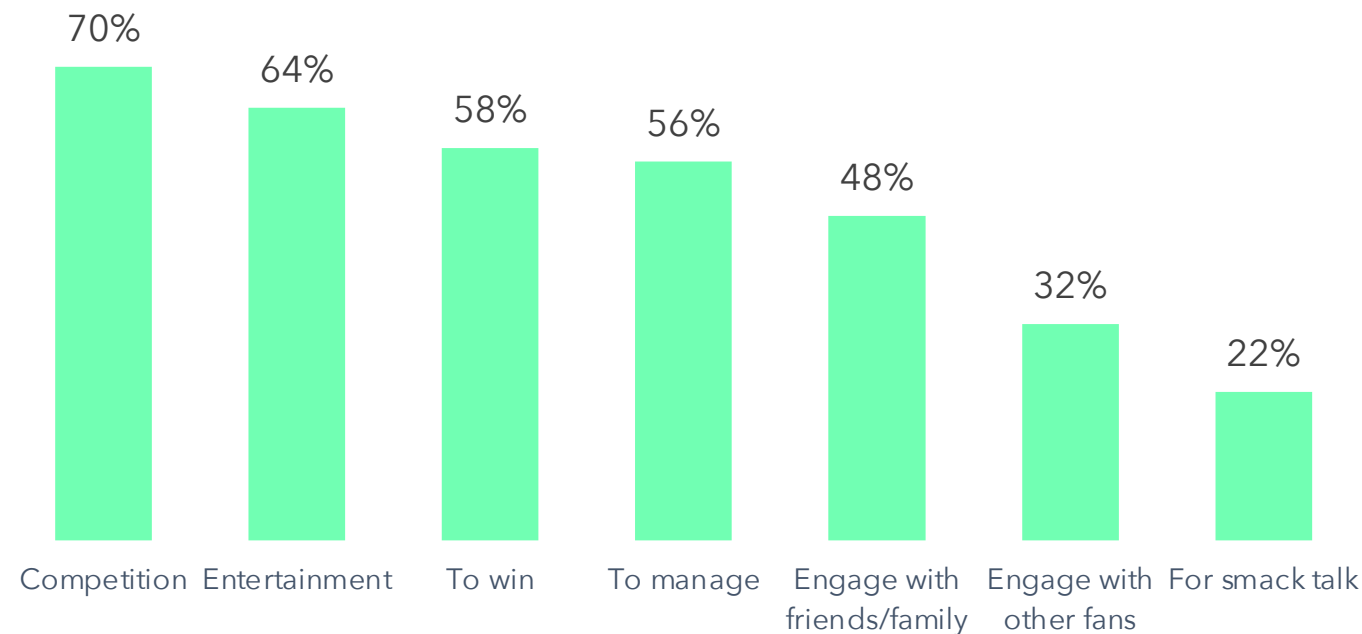


How often do you visit the app during the season?

In general, how are you using the app?



Base: 100 fantasy football app users, exiting the app.



Base: 100 fantasy football app users, exiting the app.

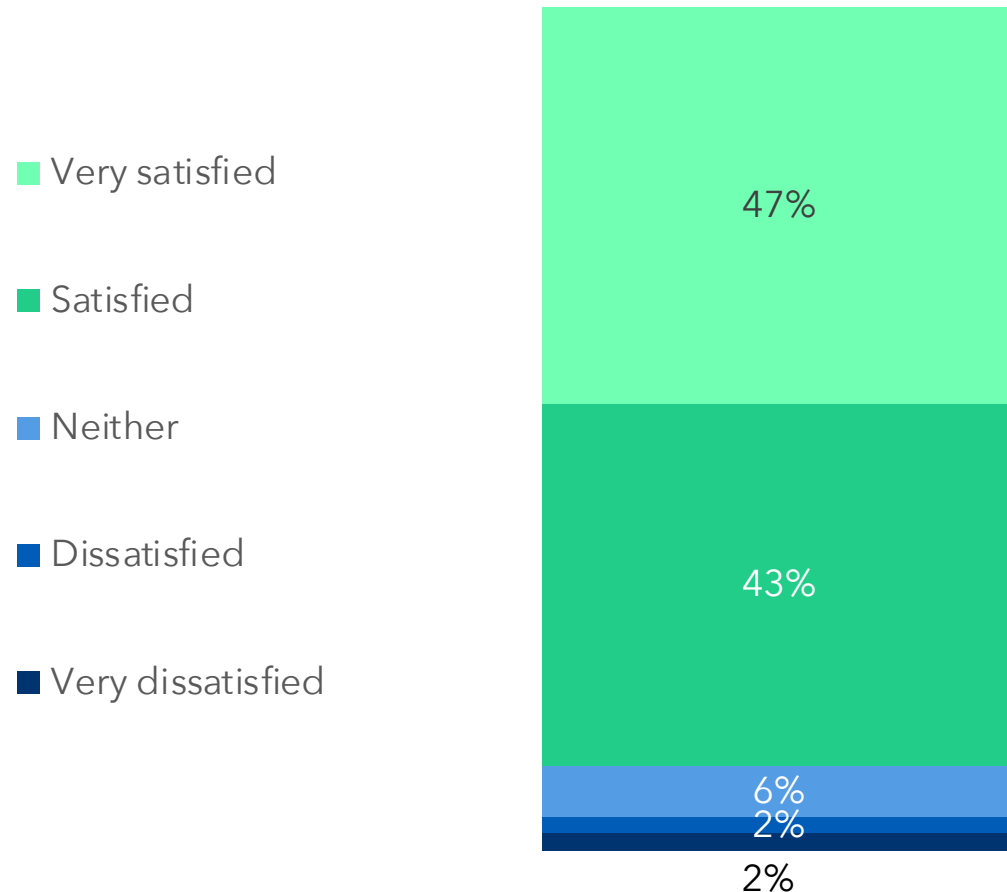
# Fantasy football apps have high satisfaction.



How satisfied were you with the app experience today?

## Why'd you use the app today?

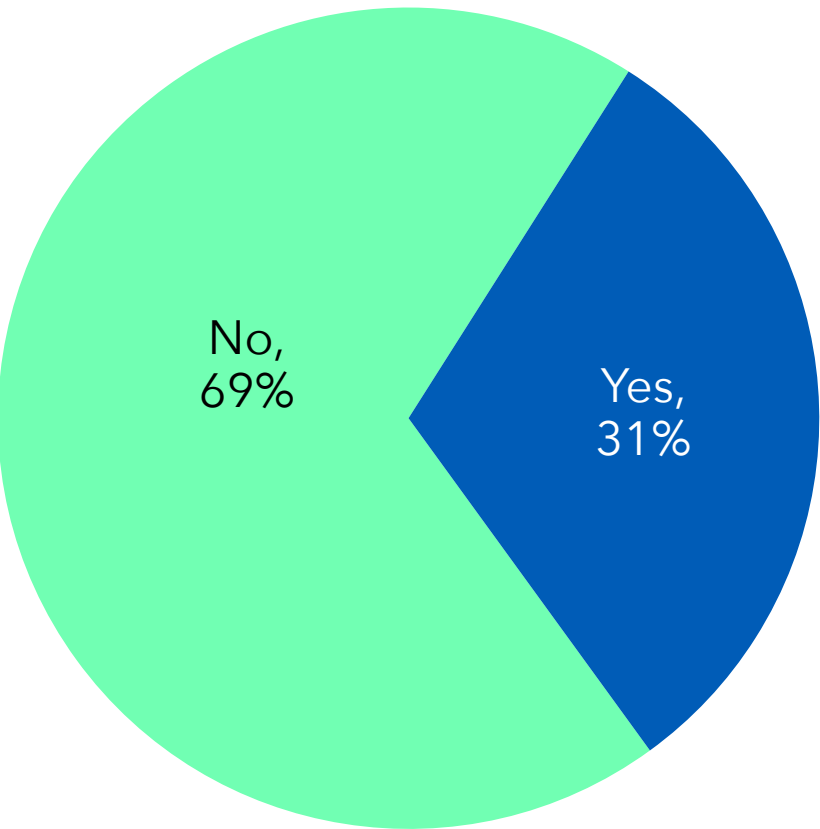
- 54% were researching players.
- 47% read the news.
- 44% looked at projections.
- 41% managed their roster.
- 22% drafted their team or got news.



# Ads on these apps are noticed + seen as relevant.



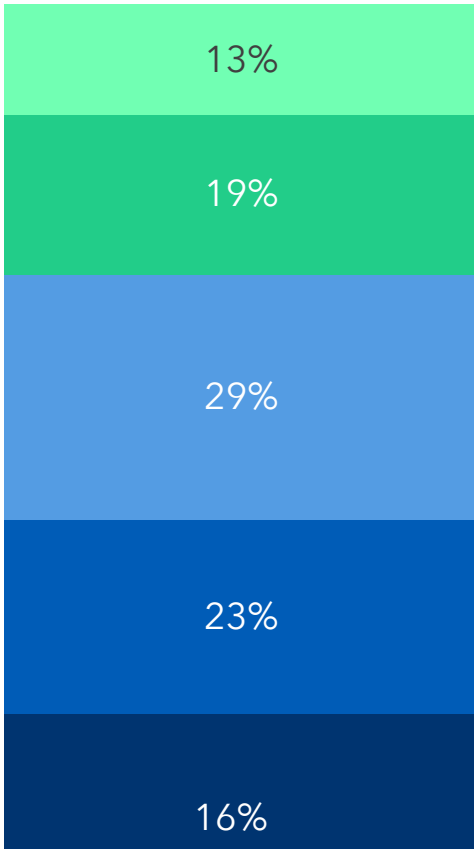
Did you notice any ads while on the app?



Base: 100 fantasy football app users, exiting the app.

How relevant were the ads you saw on the app?

- Very relevant
- Moderately relevant
- Somewhat relevant
- Slightly relevant
- Not relevant

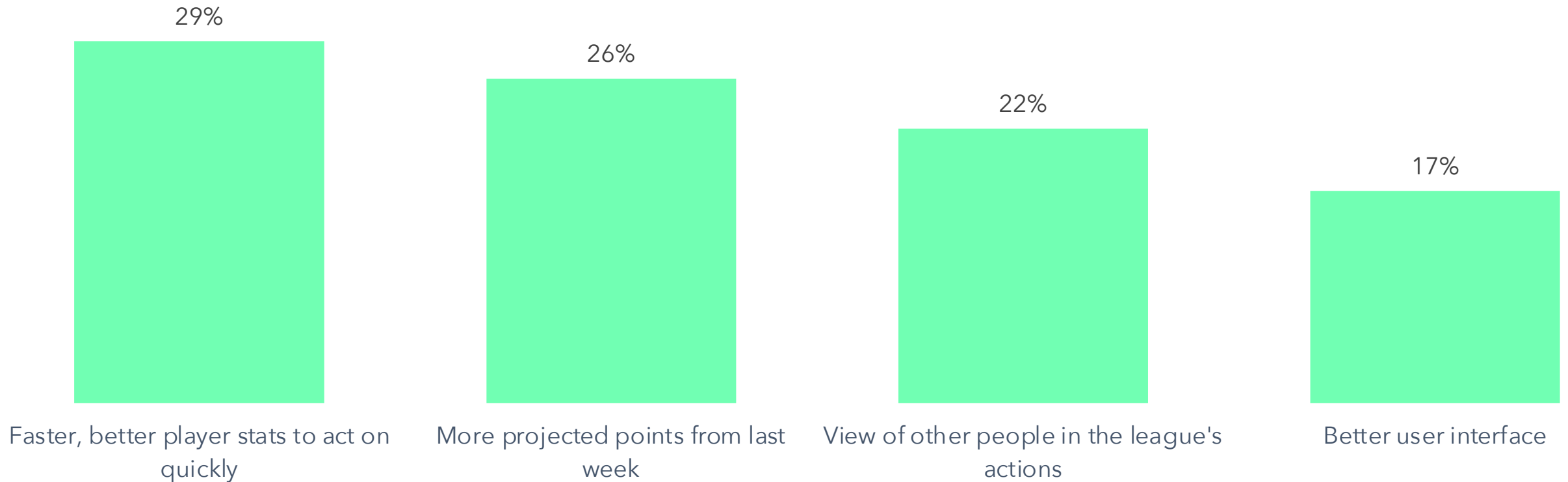


Base: 31 fantasy football app users, exiting the app.

# Users want better, faster football stats to act on.



If you could recommend one change to the app, what would it be?.





# ESPN is #1 for winning, smack talk + engagement.



Which of the following Fantasy Football apps is best in each activity?

For the competition.

For the thrill of winning.

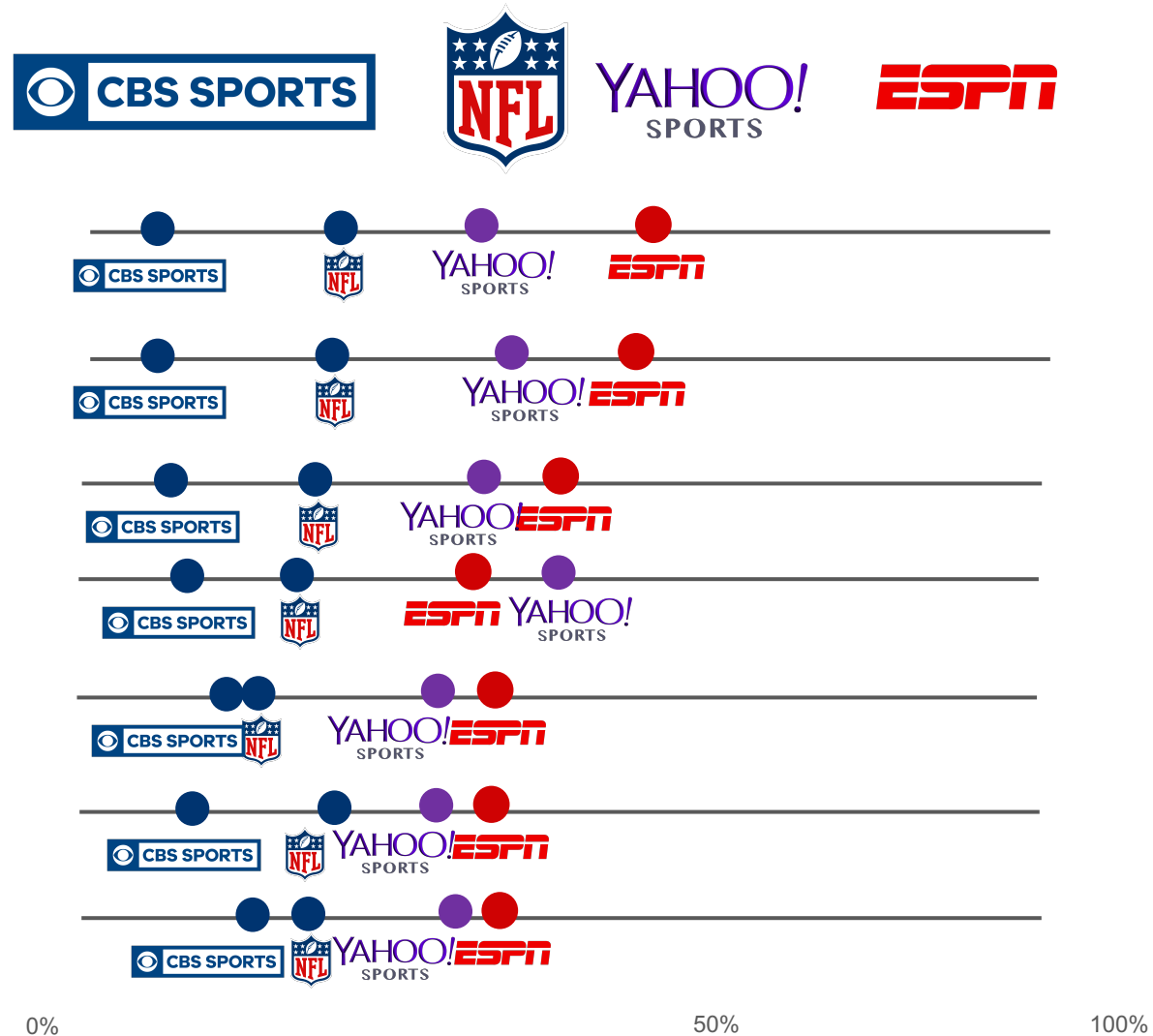
For the smack talk.

To engage with friends/family.

To entertain myself and others.

To own and manage a team.

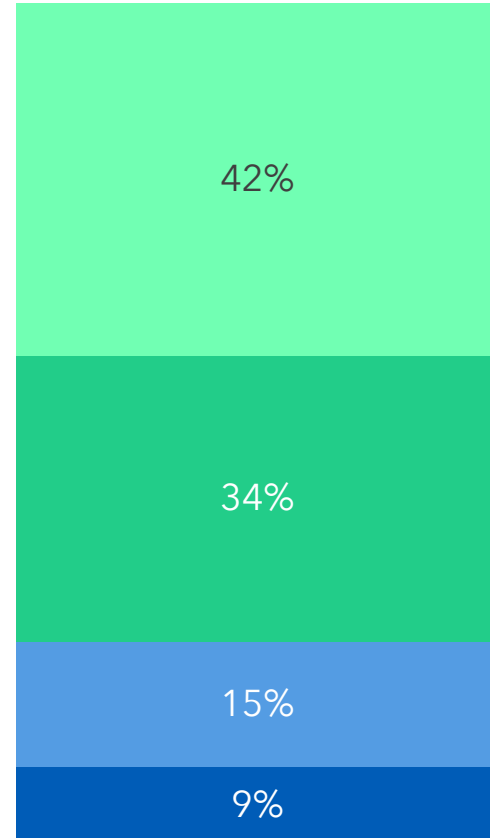
To interact with sports fans.



# ESPN is the best app overall, here's why.



Which app is best overall?



## Why?

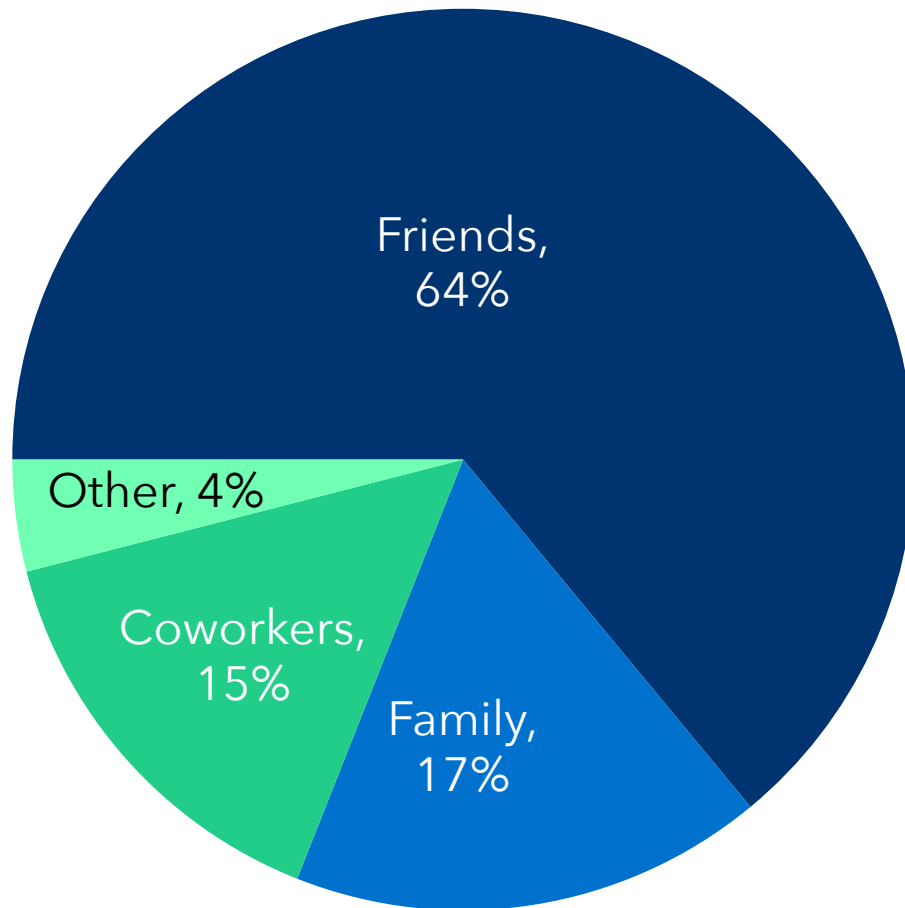
- 52% say it has the latest news + stats.
- 48% say it has the best stats, projections.
- 44% say it lets you join existing leagues.
- 43% say it's for the weekly news + videos.
- 41% say it has a huge online news presence.



# Friends are frequent, but trading is not.



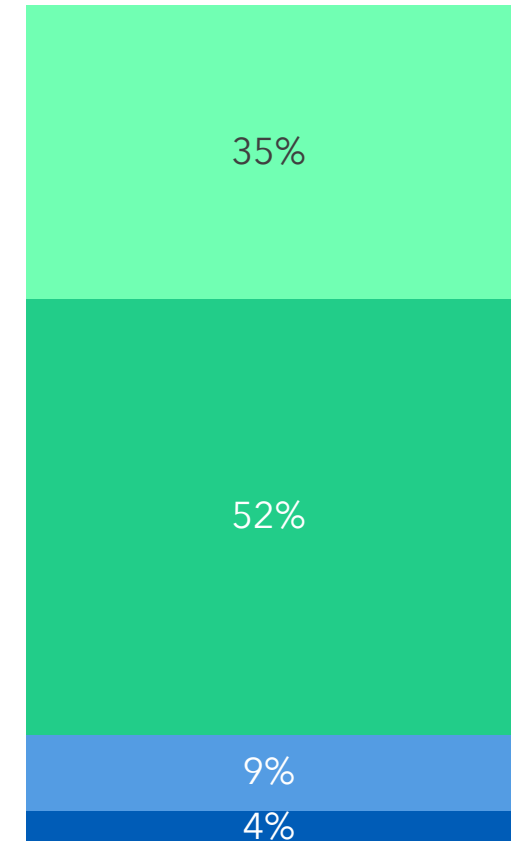
Who do you play with in a league?



Base: 100 fantasy football app users, exiting the app.

How often do you make trades in a week?

- Not at all often
- Somewhat often
- Very often
- Extremely often



Base: 100 fantasy football app users, exiting the app.



# About MFour.



MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.







# App + Web.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

As they exit your app or site, consumers are instantly pushed your survey. It's all done via Surveys On The Go®— giving you these Point of Emotion® insights.





**Choose better market research.**