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?

- Multiple times a day, 58%
- Once a day, 25%
- Couple times a week, 15%
- ~Once a week, 2%

In general, how are you using the app?

- Competition: 70%
- Entertainment: 64%
- To win: 58%
- To manage: 56%
- Engage with friends/family: 48%
- Engage with other fans: 32%
- For smack talk: 22%

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.

Base: 100 fantasy football app users, exiting the app.
Ads on these apps are noticed + seen as relevant.

Did you notice any ads while on the app?

- Yes, 31%
- No, 69%

How relevant were the ads you saw on the app?

- Very relevant: 13%
- Moderately relevant: 19%
- Somewhat relevant: 29%
- Slightly relevant: 23%
- Not relevant: 16%

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

- Faster, better player stats to act on quickly: 29%
- More projected points from last week: 26%
- View of other people in the league's actions: 22%
- Better user interface: 17%

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

Base: 100 fantasy football app users, exiting the app.
Friends are frequent, but trading is not.

Who do you play with in a league?

- Friends, 64%
- Family, 17%
- Coworkers, 15%
- Other, 4%

How often do you make trades in a week?

- Extremely often: 52%
- Very often: 9%
- Somewhat often: 35%
- Not at all often: 4%

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.
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.