Betbot.ai – Survey Data Summarization

*Based on **32 survey responses** collected on May 13, 2025, from experienced sports bettors (ages 18–50) in the United States and Canada who watch sports daily and weekly.*
Participants were carefully screened from a pool of 200,000 to 860 qualified users.

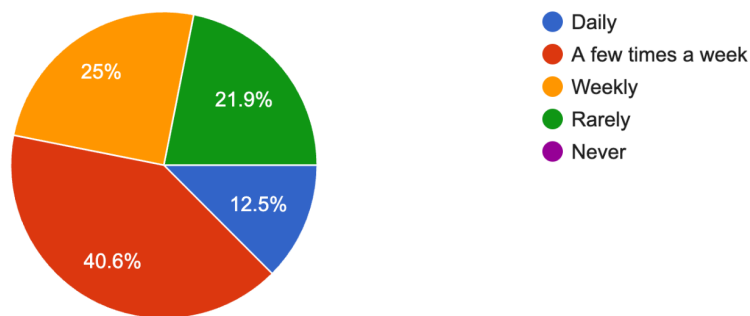| Metric	Key numbers	Pattern spotted
Betting frequency	• A few times a week – 13 (40.6 %) • Weekly – 8 (25 %) • Rarely – 7 (21.9 %) • Daily – 4 (12.5 %)	2 in 3 respondents place at least one bet every week; 1 in 8 bets daily.
Sports bet on	Football 30 (93.8 %) ▸ Basketball 29 (90.6 %) ▸ Baseball 20 (62.5 %) ▸ Hockey 14 (43.8 %) ▸ Soccer 10 (31.2 %) ▸ UFC/MMA 7 (21.9 %) ▸ Tennis 5 (15.6 %)	Football and basketball dominate; long-tail sports make up ≤ 1⁄3 of the sample.
Preferred bet type	**Moneylines 8 (25 %) = Parlays 8 (25 %) > Spreads 7 (21.9 %) = Player Props 7 (21.9 %) > Totals 2 (6.2 %)**	Moneylines & parlays are equally popular; totals are niche.
Decision weighting (1–10)	• Sports-stat weight: **mean 6.44** • Personal knowledge weight: **mean 6.22**	Bettors value stats and personal insight almost equally.
Information relied on	**Player stats 16 (50 %)** ➡ Odds/lines 8 (25 %) ➡ Team form 6 (18.8 %) ➡ Match-up history 3 (9.4 %) ➡ Injury reports 1 (3.1 %)	Half the sample explicitly names player stats as the #1 input.

Need for second opinion	**Yes 19 (59.4 %)** · Maybe 7 (21.9 %) · No 6 (18.8 %)	4 in 5 are open to a back-up viewpoint before betting.
Pick presentation preference	**Both picks + explanations 21 (65.6 %)** · Explanations only 7 (21.9 %) · Picks only 4 (12.5 %)	Clear majority want to see **both** the pick **and** the reasoning.
Interest in lower-risk alternates	**Yes 13 (40.6 %) · Maybe 13 (40.6 %)** · No 6 (18.8 %)	81 % are receptive to a **"safer option"** toggle.
Trust triggers (open-text themes)	**Track record/history 11 (34 %)** · Stats/data quality 7 (22 %) · Expert/reputable source 5 (16 %) · Explanation/why 4 (12 %)	Proven results and hard data outweigh brand/expert reputation.
Biggest research frustrations	High-frequency keywords: *stats (4) · find (4) · info (3) · data (3) · time (3) · many platforms (2) · unreliable (2)*	Pain centres on scattered or unreliable data and the time it takes to gather it.

Aggregate insights

1. **Concentrated interests** – ~90 % of activity is in football and basketball; optimise early models for those sports.

2. **High research burden** – "Too many platforms" & time complaints dominate; consolidating data is a clear value add.

3. **Evidence-seeking mindset** – 65.6 % want both picks *and* rationales; 59.4 % actively seek a second opinion.

4. **Risk-flexible audience** – Only 18.8 % reject safer alternates outright; a risk slider is likely to be used.

5. **Trust is earned through numbers** – Historical win rate and transparent stats matter more than brand or hype.
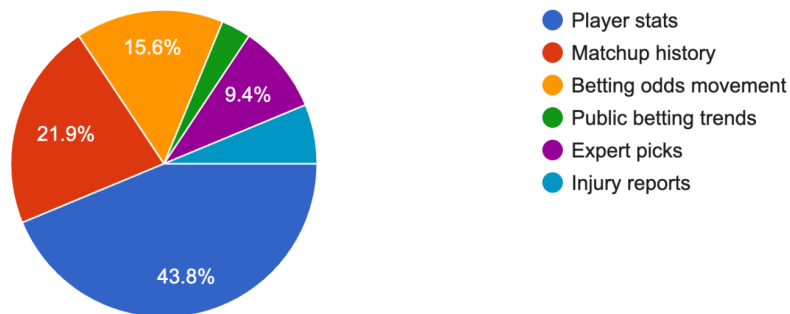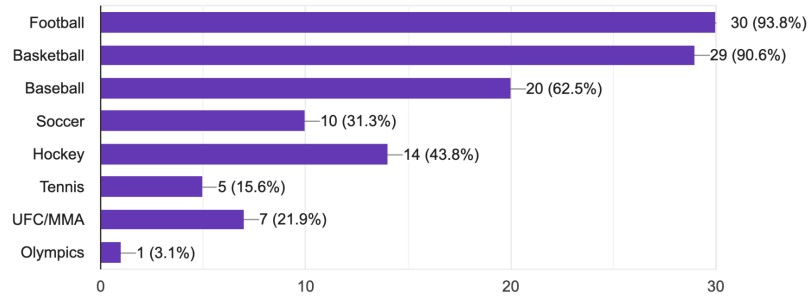
How often do you bet on sports?

32 responses

- Daily
- A few times a week
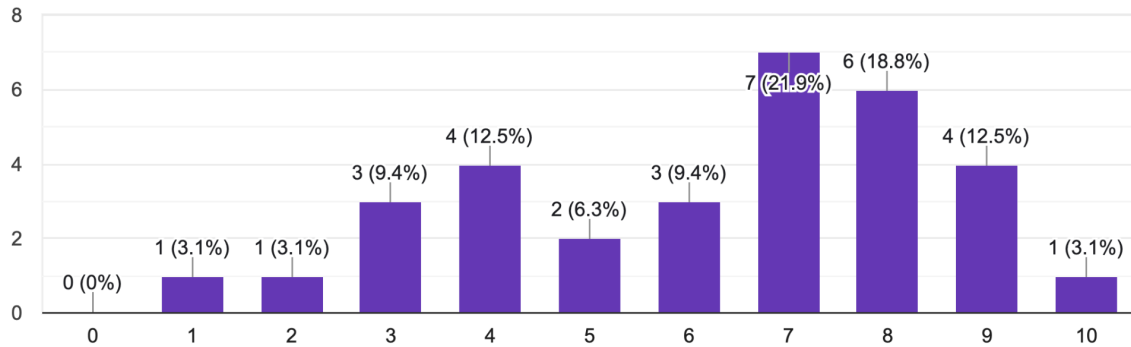- Weekly
- Rarely
- Never

25%
21.9%
12.5%
40.6%

Do you prefer seeing:

32 responses

- Player stats
- Matchup history
- Betting odds movement
- Public betting trends
- Expert picks
- Injury reports

15.6%
9.4%
21.9%
43.8%

On what sports do you bet?

32 responses

Sport	Count (Percentage)
Football	30 (93.8%)
Basketball	29 (90.6%)
Baseball	20 (62.5%)
Soccer	10 (31.3%)
Hockey	14 (43.8%)
Tennis	5 (15.6%)
UFC/MMA	7 (21.9%)
Olympics	1 (3.1%)

What % of your bet decision is based on personal knowledge of the sport/game/team?

32 responses

Value	Count (Percentage)
0	0 (0%)
1	1 (3.1%)
2	1 (3.1%)
3	3 (9.4%)
4	4 (12.5%)
5	2 (6.3%)
6	3 (9.4%)
7	7 (21.9%)
8	6 (18.8%)
9	4 (12.5%)
10	1 (3.1%)

What % of your bet decision is based on sports statistics?

32 responses

Value	Count (Percentage)
0	0 (0%)
1	0 (0%)
2	0 (0%)
3	4 (12.5%)
4	3 (9.4%)
5	2 (6.3%)
6	6 (18.8%)
7	4 (12.5%)
8	10 (31.3%)
9	2 (6.3%)
10	1 (3.1%)
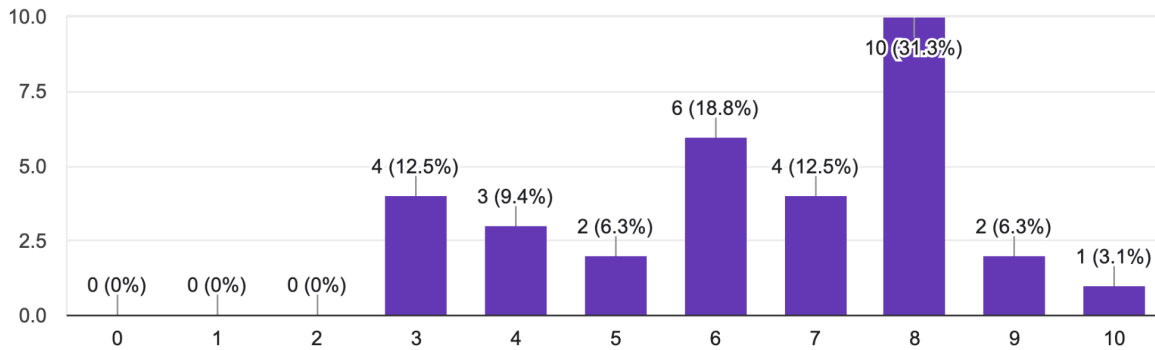
Would you like to receive alternate picks with lower risk?
32 responses

- Yes
- No
- Maybe

40.6%
18.8%
40.6%
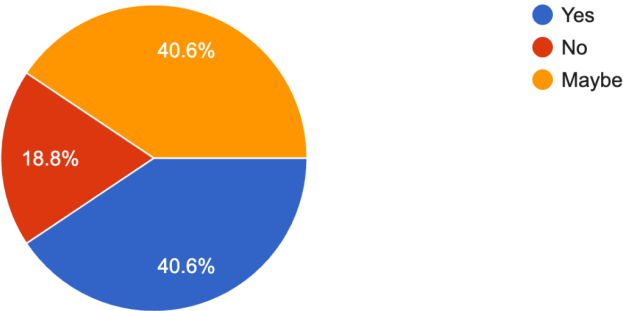
Do you ever wish you had a second opinion before placing a bet?
32 responses

- Yes
- No
- Maybe

18.8%
21.9%
59.4%
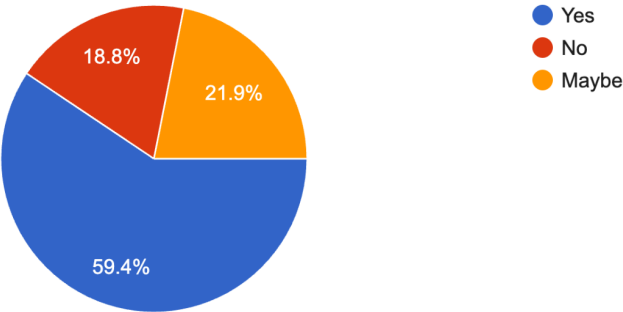
Would you be more confident if the app explained why a certain pick was suggested?
32 responses

- Yes
- No
- Maybe

9.4%
21.9%
68.8%
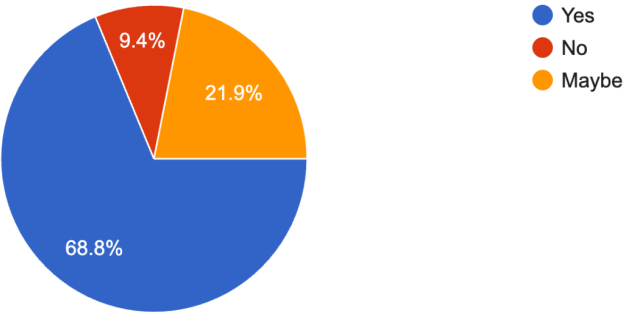
Do you prefer betting on:

32 responses

- Moneylines
- Spreads
- Totals (Over/Under)
- Parlays
- Player Props
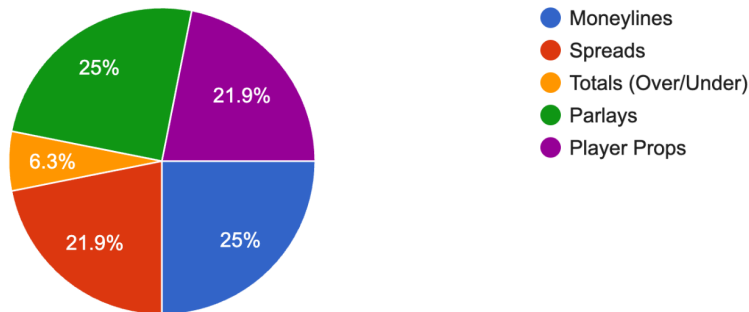
Some selected quotes from users:

What's your go-to routine before placing a bet?

- I check a couple of my favorite sports betting touts then go through a process of putting together my favorite parlays.
- I check for profit boost and place my bets at multiple sites
- Say a prayer, and hope that this is day that I win something big. I normally bet on large parlays that pay a big amount, my unit size is typically less than $100 dollars a bet. I only bet for fun and rely a lot of vibes and intuition... it's a losing strategy, but I've won some big amounts.

What information do you rely on to make your picks?

- The matchup, matchup history, lineups, stats
- Personal knowledge and ESPN
- Trends from Covers.com
- Mainly, I have an app on my phone that tracks the stats of certain players/teams that I bet on. I am also apart of multiple forums and chat groups that discuss best bets for the day.
- Last 5 games/matches. Who is hottest and best defense.
- Stats, trends, and current odds

How do you usually decide what to bet on?

- Usually the sports I enjoy watching the most dependent whats going on the day i'm Interested in betting.
- the sports i am interested in and that i have knowledge about
- VSIN experts
- I usually look for a bet that has odds I think are wrongly placed
- I start by reviewing current fixtures and focusing on sports and teams I follow closely. I analyze recent team form, head-to-head history, player availability, and any relevant news. I then compare odds across multiple platforms to spot value bets.

What helps you feel most confident before placing a bet?

- A fundamentally good bet. Betting on the home team
- If a really good team is going against a inferior team
- If I have a gut feeling about a player and past statistics reinforces that gut feeling I will feel way more confident placing a bet.
- gut feeling
- Seeing edge percentages
- Access to up-to-date stats, expert insights, and betting trends. I feel most confident when my own analysis aligns with external expert opinions.
- Seeing a pattern of teams winning certain games or playing a certain way. I also like to see players hitting certain stats consistently

How do you typically prepare or research before betting?

- I research for maybe 20 minutes tops. I am more of a volume bettor so I make many bets on multiple sports
- Gathering info from last 10 games
- I usually start by checking recent team or player form, injury news, and head-to-head records. I use platforms like ESPN, Flashscore, and betting forums to gather insights.
- using the linemate app on my phone

What's something that would make your decision-making faster?

- it does not need to be "faster", moving too fast leads to errors of judgement and mistakes
- If past performances were able to be filtered to what you wanted to look at being very detailed and making choosing player very fast and effective.
- I always take my time
- Have a one stop dashboard that provided injury news, proj and sim results
- Having that information in the betting app itself

What helps you trust a bet recommendation the most?

- A long write up with the pros and cons of each team.
- Proven record of wins
- the expert picks
- If it has data or reason to back it up. Very clearly understandable as well
- The experts agreement and the sharp money trends
- If person recommending has good percentage and they are transparent about loses
- It's coming from an "expert"
- proof of good win ratios

What's one thing that would instantly increase your confidence in a pick?

- Good odds on a good team
- If its a team Im really familiar with!
- Finding out a team or fighter is injured or playing with a weak "hand" so to speak.
- If I saw the betting movement swing the same way.
- Hearing sudden news that changes how the game will play out (such as an injury/suspension)
- Tip from insider
- Seeing a line move a lot after placing a bet
- A paragraph lengths rundown on why they believe that the team/player will win with stats and recent trends to back it up
- If I had maybe a quiz/question space for what others thought

- If there is a trend

What's your biggest frustration with betting research?

- Not having accurate lineups.
- The amount of time it takes
- Unreliable data
- I feel like betting research is sometimes bland and not fun to do when you have to handle it all yourself.
- indecisive overabundance of unneccessary statistics
- Injuries to key players, or key players sitting
- Not explaning well enough why bets are recommended
- Having to jump between multiple platforms just to gather reliable data — stats on one site, injury reports on another, odds elsewhere, and trends buried in forums.

If you could build your perfect betting-research assistant robot, what would it do for you?

- Up to date information on injuries, starting players.
- Gather stats and info find trends and advise bets
- Find me recent scores of games
- Everything I do and more. It would auto suggest bets and things I have missed that I would possibly want to bet on. It would also show things like prior stats and explain properly why something may be good or bad.
- Alert me when a minimum of 70% of my trusted experts are in on the same line
- find the best bets for the best odds in all the games being played
- It would pull together live stats, expert opinions, public betting trends, and real-time odds into one dashboard.

What do you think is the most important thing to remember when placing a bet?

- Bankroll management.
- To not go all in and follow a budget.
- Not to bet too much money
- That money lines are what they are for a reason so don't ignore them or remove them from the equation because of your instinct.

- Stick to your rules… Like only spending 8% of my bankroll on any specific bet
- Set limits and don't cross them!
- Always bet with logic, not emotion. Stick to a strategy, manage your bankroll, and understand that even good bets lose sometimes.

Email list for those who are interested in seeing the end product (or for user testing):

com