More than 1 in 3 Americans believe in Yeti, according to new national survey!

•In a national survey conducted in February 2021, over 38% of American adults agreed that Yeti, also known as Bigfoot, "actually or probably exists".
•Younger Americans scored highest for belief in Yeti, with over 44% of respondents aged 18 – 29 agreeing that Yeti "actually or probably exists".
•Kansas ranks as the highest State for belief in Yeti sightings, with 70% of respondents from the State agreeing that many or some Yeti sightings are genuine.
•The findings follow a survey of 1,056 American adults commissioned by Caesars Slots – the free online and mobile game – to coincide with their new Pet Yeti Prize

A national survey has shown that over 1 in 3 American adults believe in the mysterious creature Yeti, also called Bigfoot or the Abominable Snowman.

The survey was commissioned by Playtika's free online and mobile game Caesars Slots to coincide with their new*Pet Yeti Prize* feature, which gives players the chance to own and grow their own virtual pet Yeti.

Key survey findings

- *Belief in Yeti by age and State*

Over 38% of American adults surveyed agreed that Yeti, also known as Bigfoot, "actually or probably exists".

Younger Americans scored highest for belief in Yeti, with over 44% of respondents aged 18 – 29 agreeing that Yeti "actually or probably exists".

In contrast, older Americans were most skeptical about Yeti. 32% of over-60s agreed that Yeti "actually or probably exists", but 42% of over-60s felt that "Yeti probably does not exist" and 26% of over-60s indicated that "Yeti is an utter hoax".

Kansas ranks as the highest State for belief in Yeti sightings, with 70% of respondents from the State agreeing that "many or some Yeti sightings are genuine". Mississippi and Montana were the two other States with the highest belief in Yeti sightings, with over 65% of respondents from both states agreeing that "many or some Yeti sightings are genuine".

- *Fear of coming across Yeti*

Over 43% of all respondents said they would not do*any* of the following activities in an area where there have been multiple recent Yeti sightings – hike alone (either in the day or after dark), camp alone, sleep alone in a RV or even drive alone through the area.

- *Demand for more Yeti research*

Over 40% of people also said they think there should be cameras installed in areas with the highest rates of Yeti sightings, as well as 30% of respondents saying that these areas should be preserved as protected wilderness areas.

Yetis are too cute to be hunted!

Given the widespread fear of camping, hiking and even driving alone in areas where there have been recent Yeti sightings, there is evidently widespread fear about this mysterious creature.

There was even some support in the survey for the idea of Yeti hunting: respondents were asked to respond to Rep. Justin Humphrey of Oklahoma's proposal to introduce an official Yeti/Bigfoot hunting season in the State, which would require hunters to purchase a license. Over 28% of respondents agreed that Yeti hunting was a fun idea!

In contrast to fears about the Yeti, Caesar's Slots has introduced a cute and friendly Yeti pet in their game, which players can nurture and grow. According to the survey, over 35% of American adults would like to have a virtual pet Yeti. It's hoped that the Pet Yeti on Caesars Slots will help change the scary image that is often associated with Yeti in the wild!

Yair Melamed, General Manager at Caesars said: *"Across America, there is a great deal of conversation about the Yeti, and even a proposal to introduce a Yeti Hunting season in Oklahoma!*

We wanted to find out what people actually think about this mysterious creature and were amazed to hear from so many Yeti believers! No one knows whether Yeti is real or not, but we want to show that Yetis don't have to be scary. We have created a cute and friendly virtual Yeti and we hope our players enjoy having a Yeti as a pet and watching it grow and mature!"

The baby Pet Yeti as it appears in Caesars Slots

Players can get their own virtual Pet Yeti here –

- Web Players: https://www.caesarsgames.com
- Android Players: https://pras.playtika.com/download/caesarsselect
- iOS Players: http://apple.co/3cQcNlD

Additional assets available online: Photos (1)

https://stage.mediaroom.com/playtika/2021-02-26-More-than-1-in-3-Americans-believe-in-Yeti,-according-to-new-national-survey