

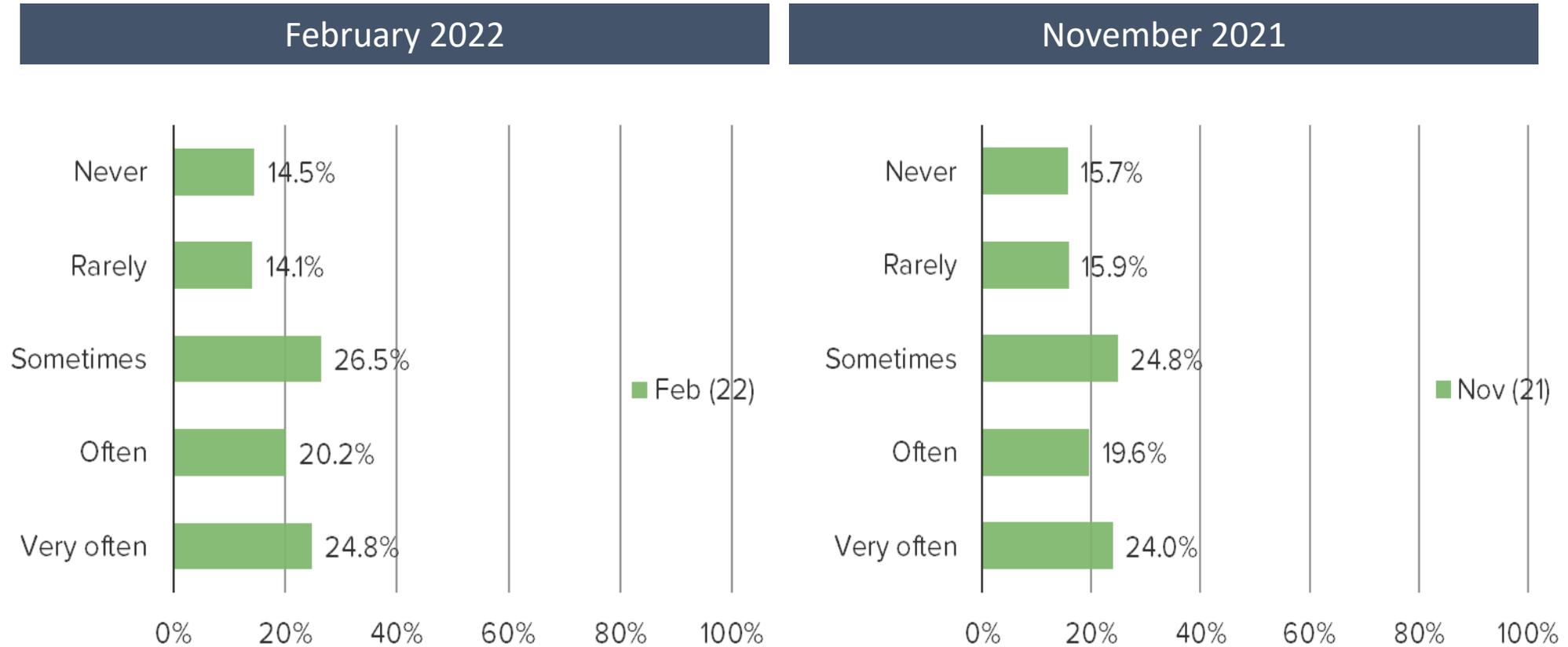
Bespoke Intel

Online Gambling Consumer Survey (Vol 2)

February 2022

How often do you watch sports?

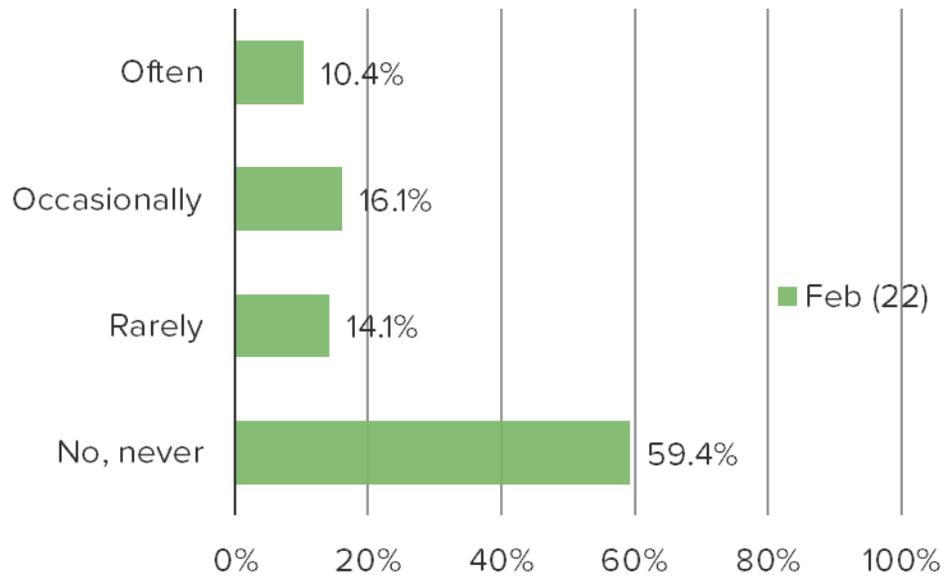
Posed to all respondents.



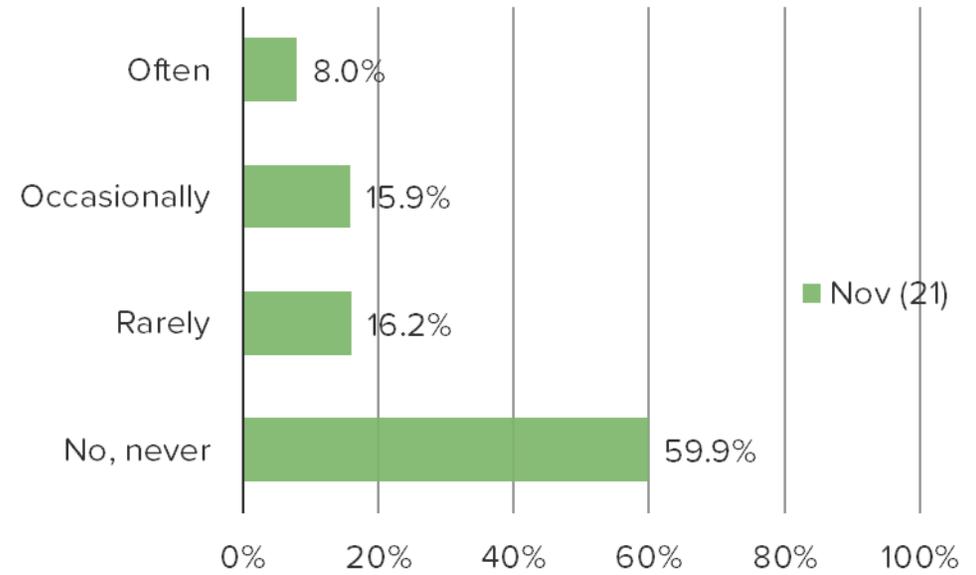
Do you ever gamble on sports?

Posed to all respondents.

February 2022



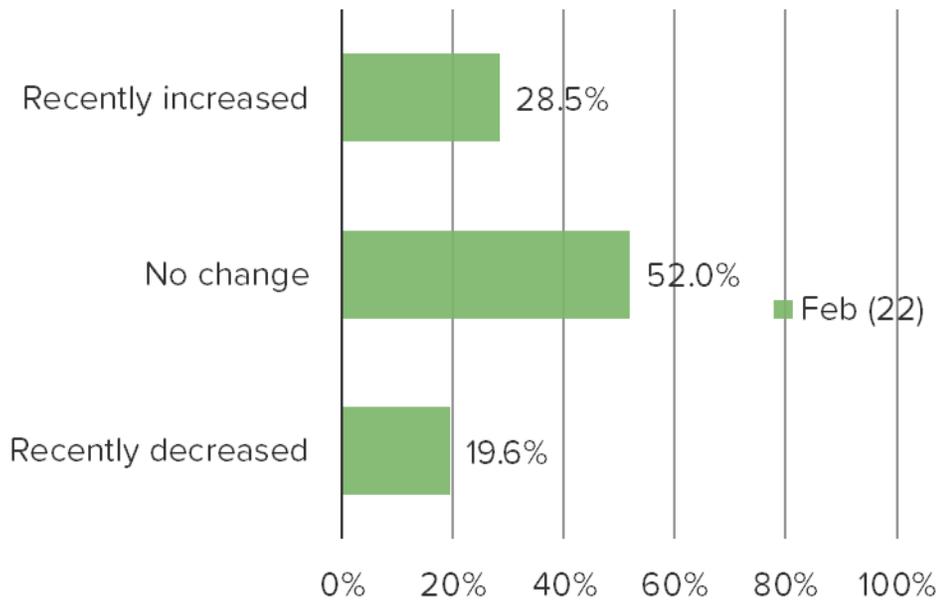
November 2021



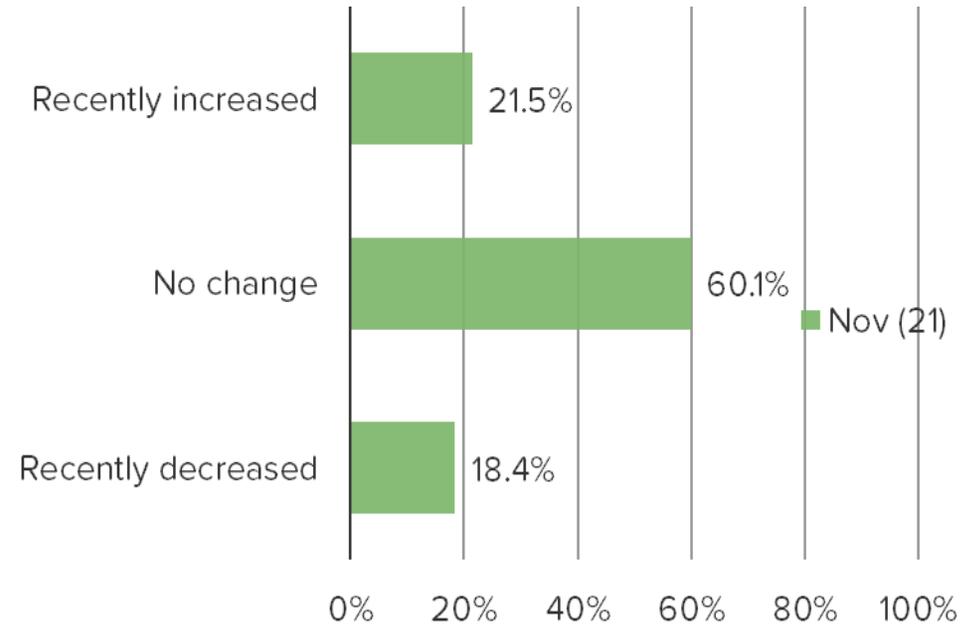
Have you recently changed how often you gamble on sports?

Posed to all respondents who gamble on sports.

February 2022



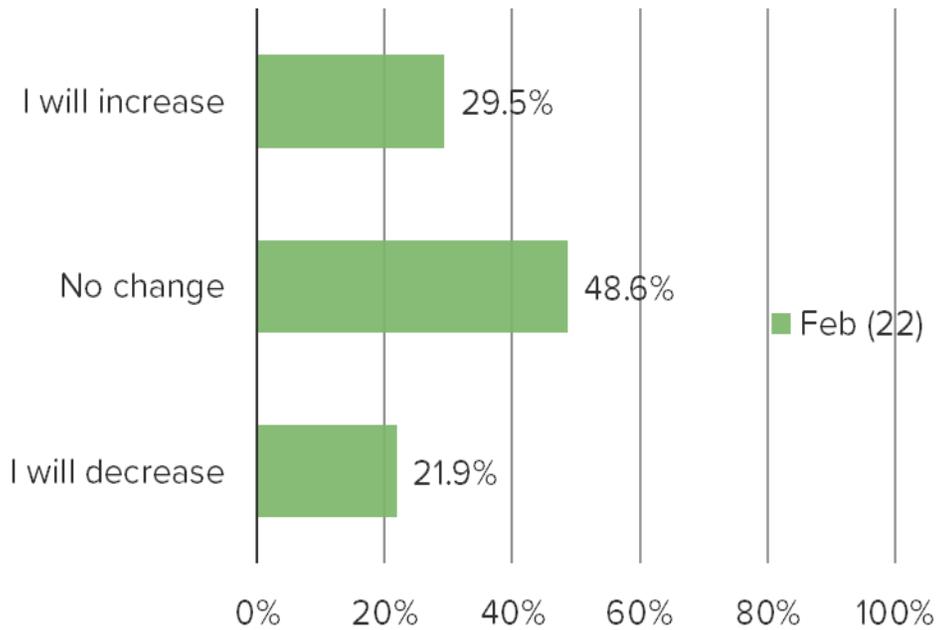
November 2021



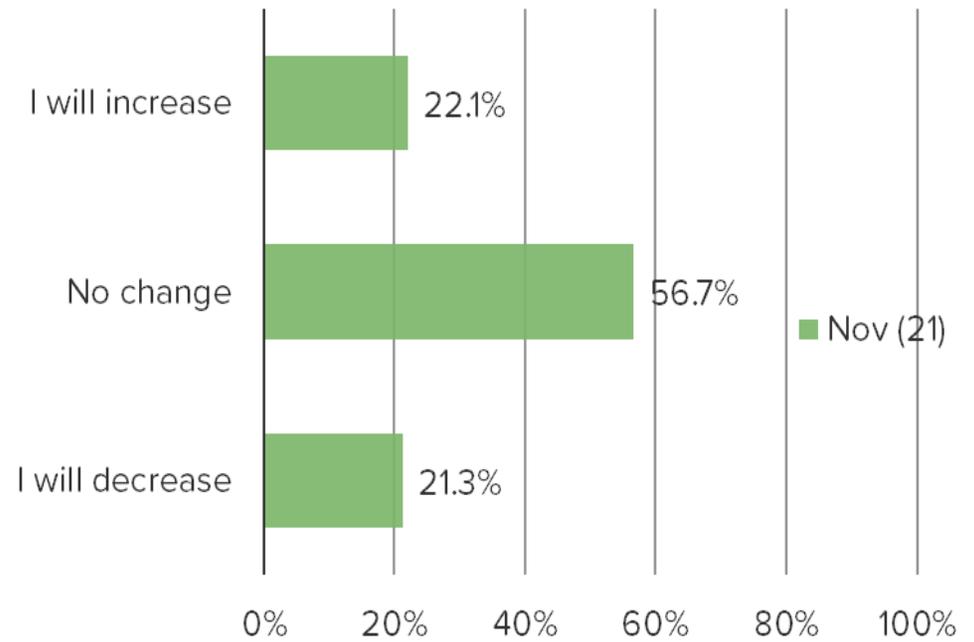
Going forward, do you expect that you will increase or decrease how often you gamble on sports?

Posed to all respondents who gamble on sports.

February 2022



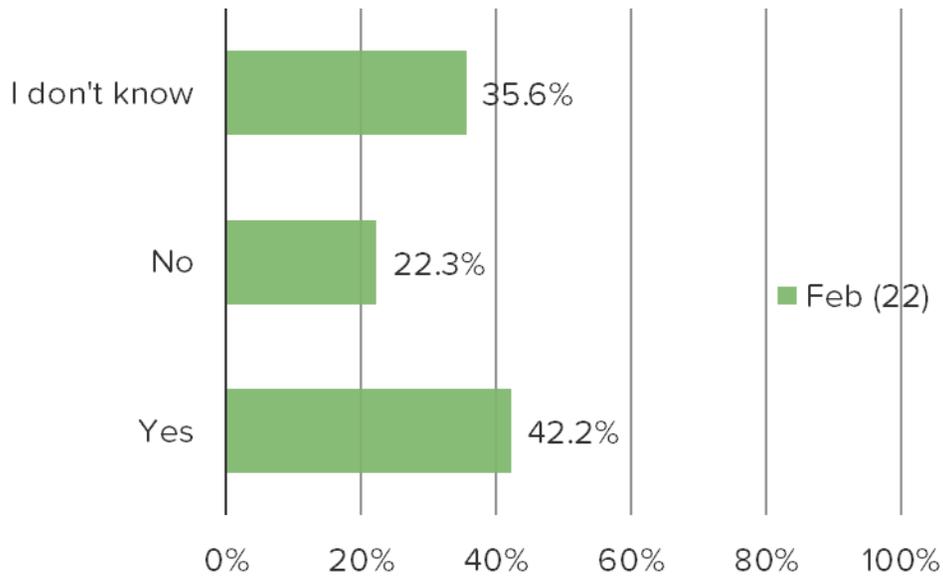
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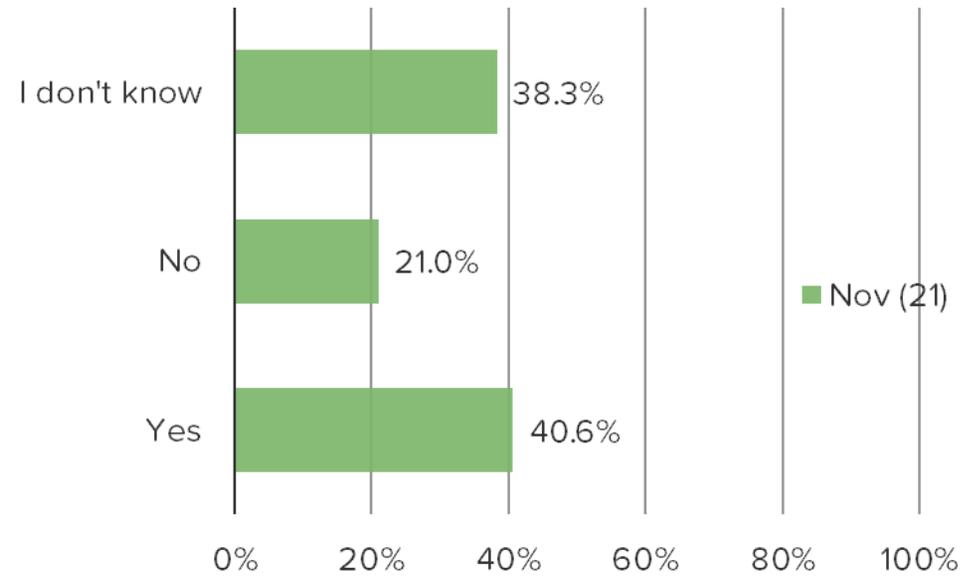
Is gambling on sports legal in the state that you live in?

Posed to all respondents.

February 2022



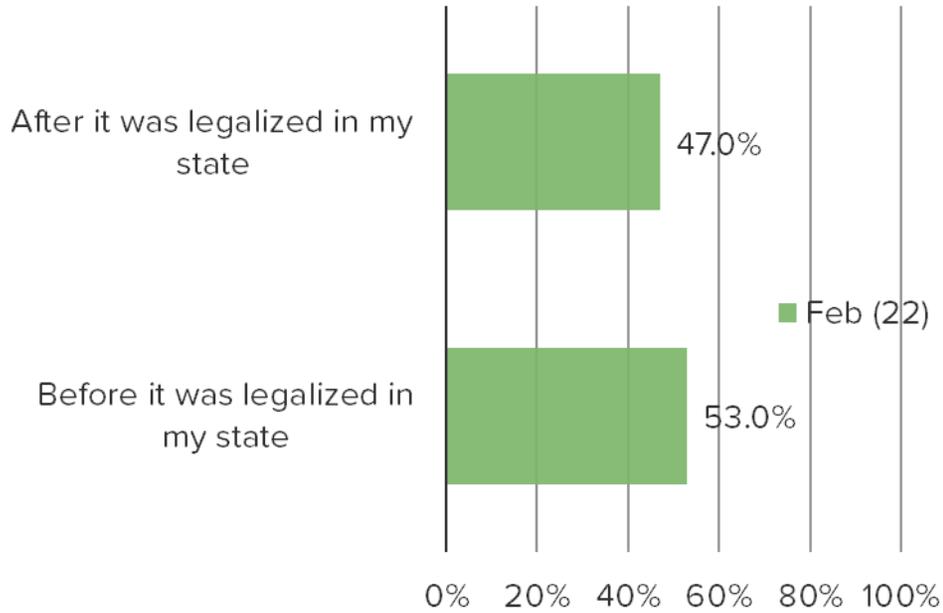
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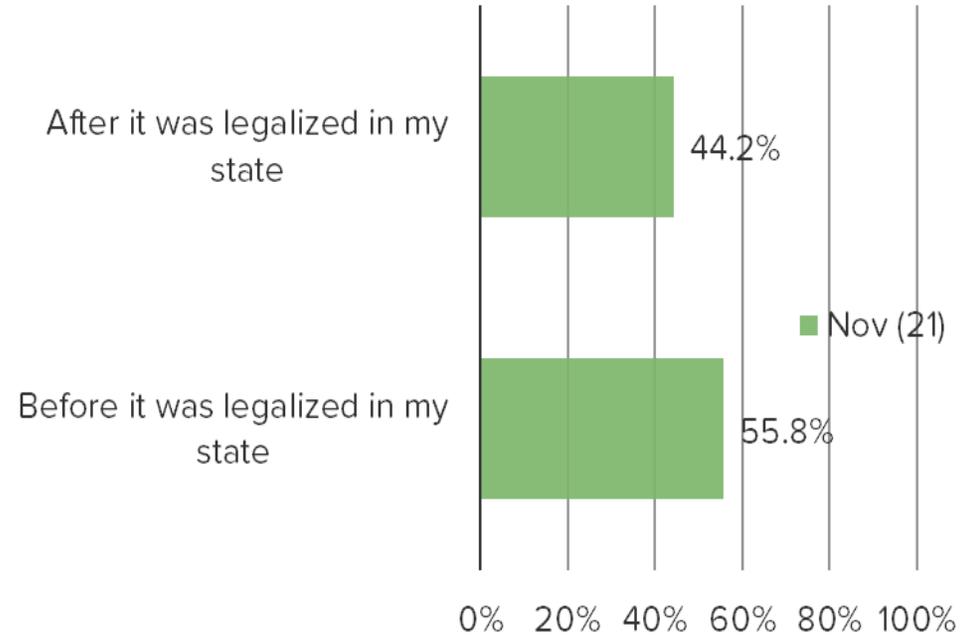
When did you start gambling on sports?

Posed to all respondents who gamble on sports.

February 2022



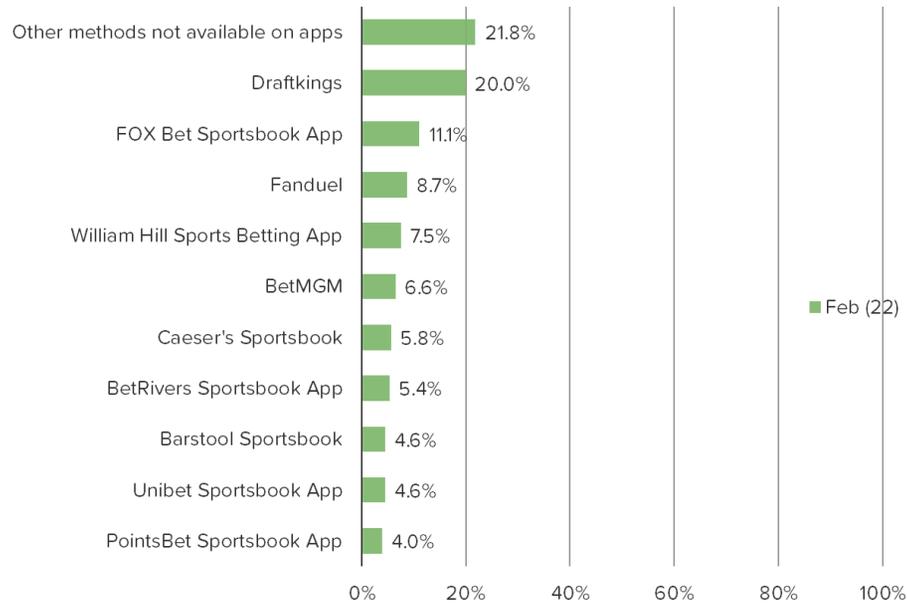
November 2021



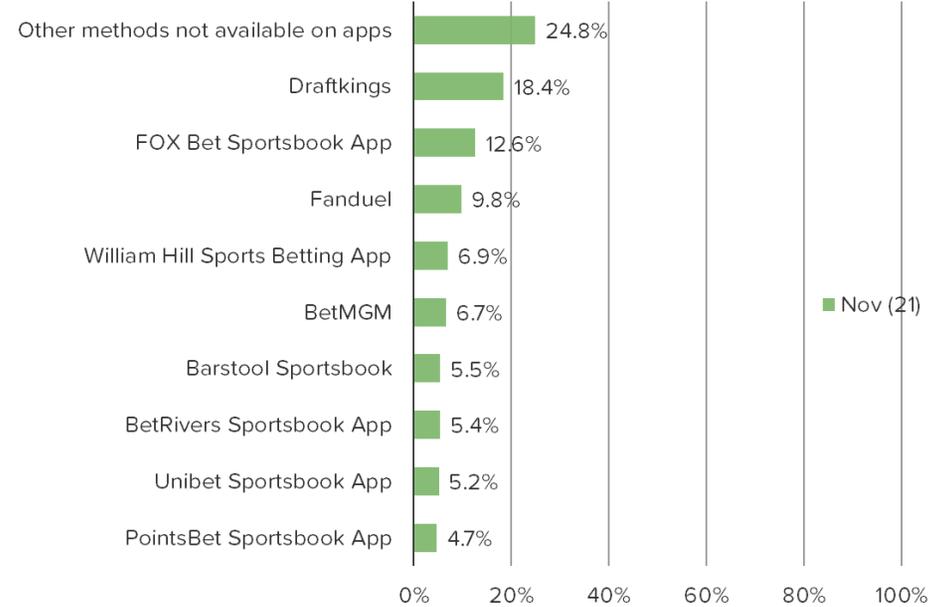
Which is your preference for gambling on sports?

Posed to all respondents who gamble on sports.

February 2022

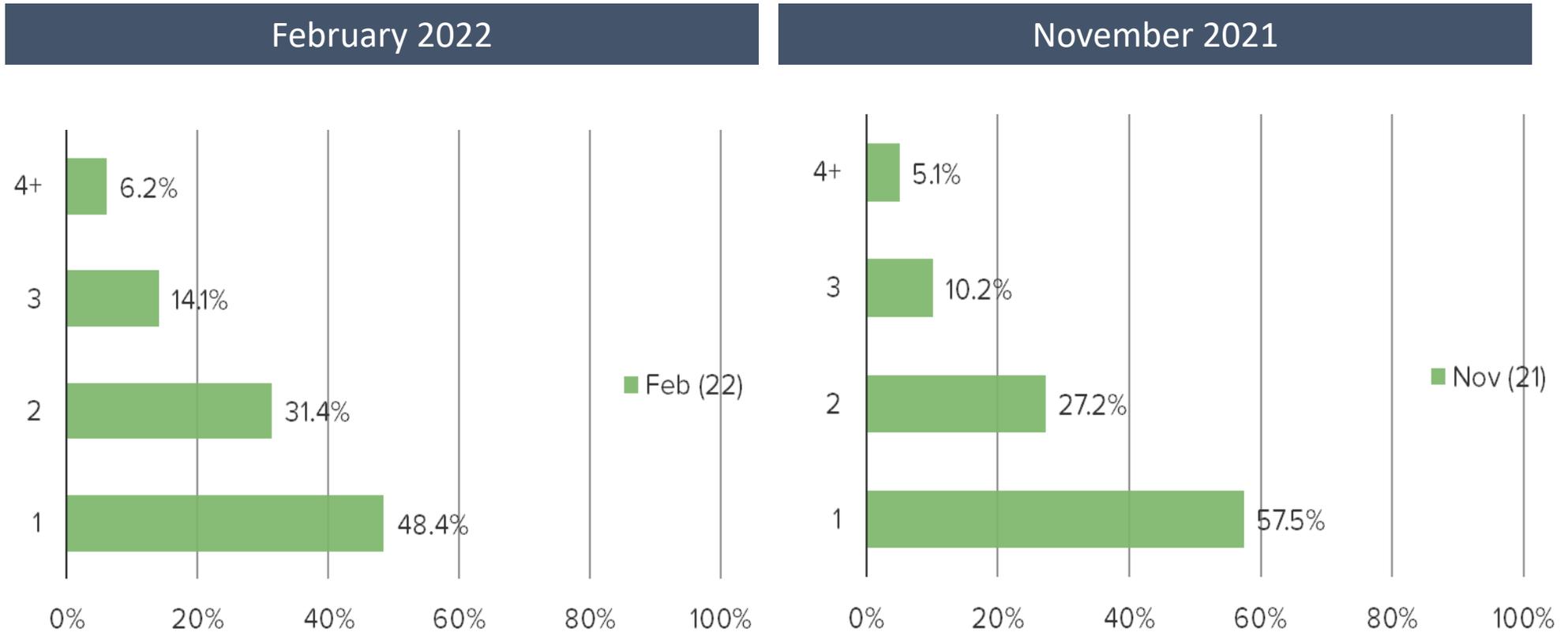


November 2021



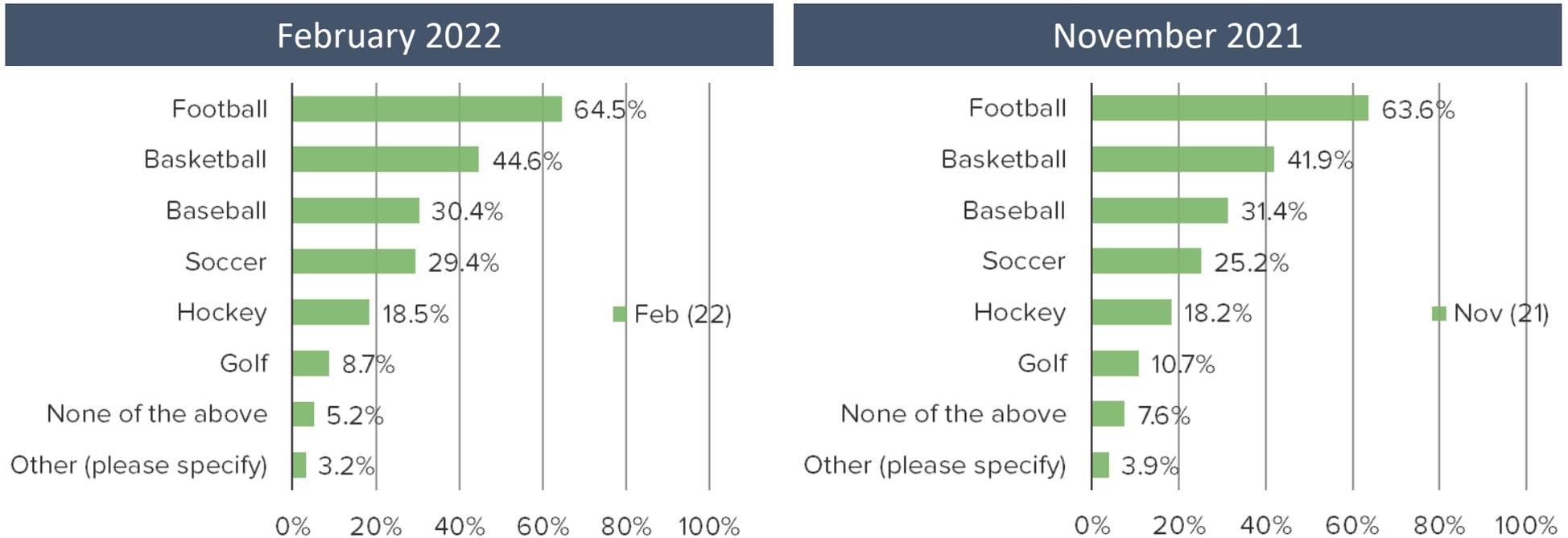
How many sports gambling apps do you use?

Posed to all respondents who gamble on sports.



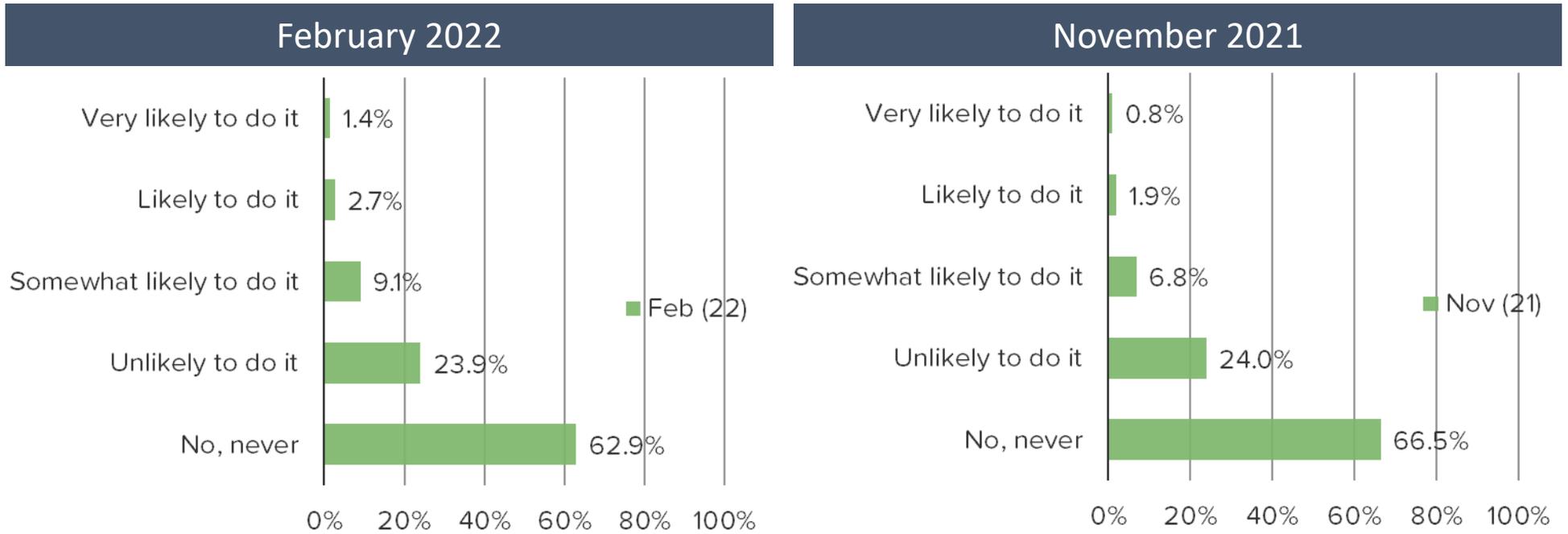
What sports do you gamble on? (Select ALL that apply)

Posed to all respondents who gamble on sports.



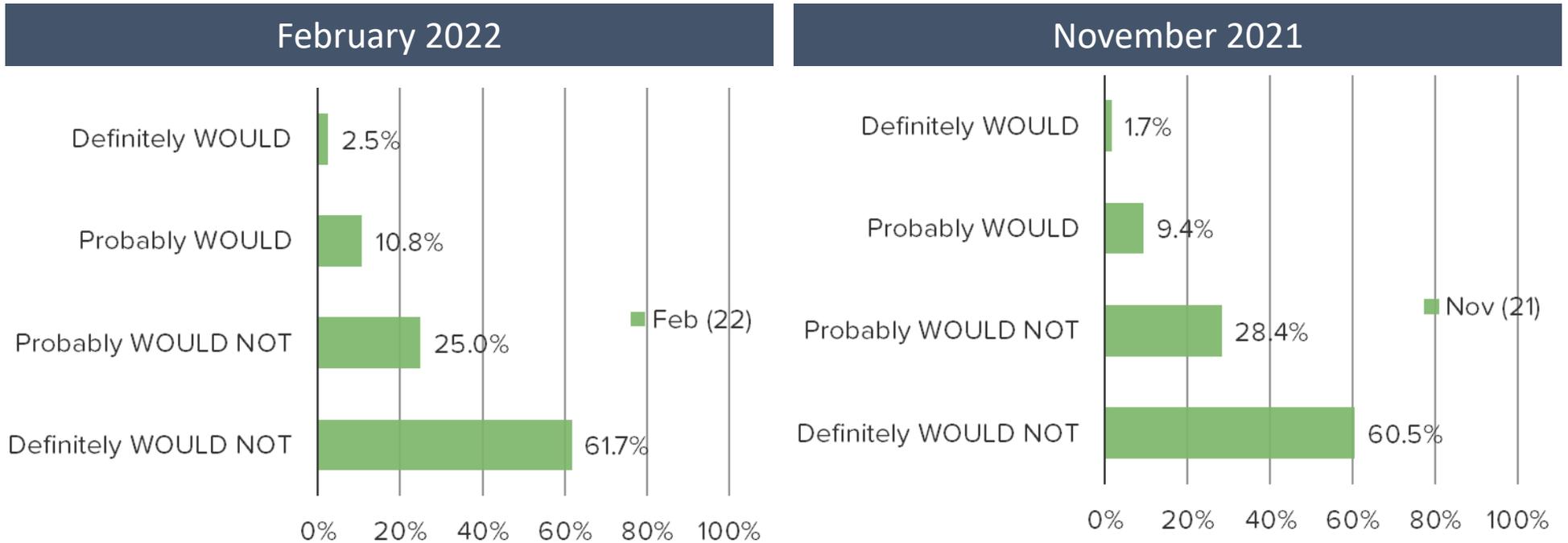
Would you consider gambling on sports in the future?

Posed to all respondents who do not gamble on sports.



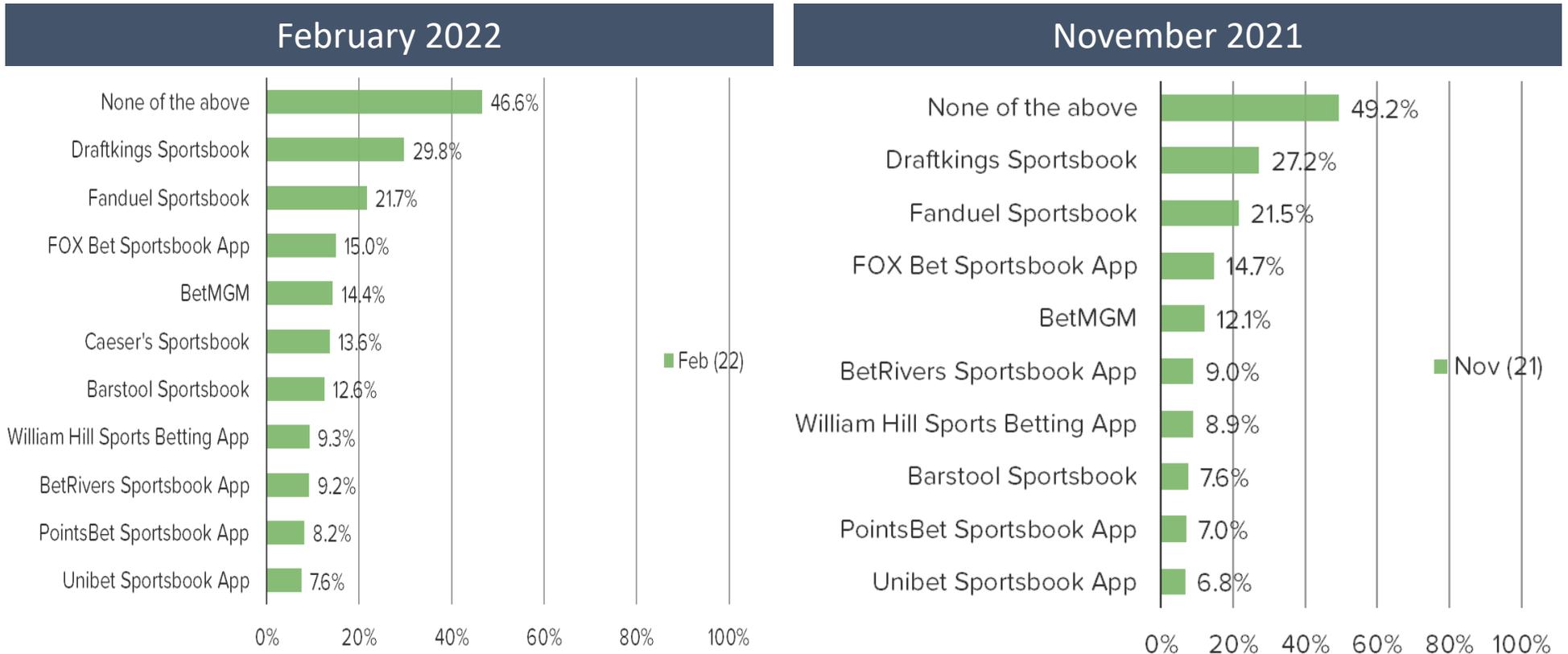
If sports gambling became legal in your state, would you be interested in gambling on sports?

Posed to respondents who said they do not gamble on sports AND live in states in which sports gambling isn't legal (to their knowledge).



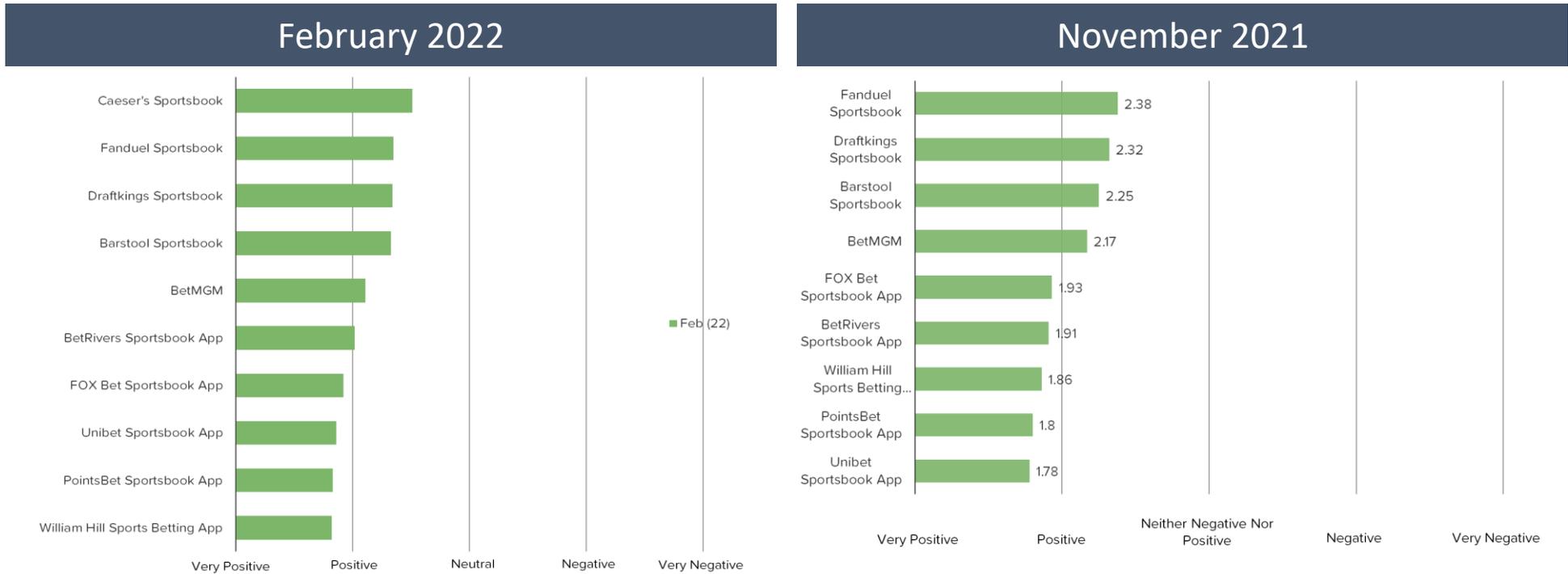
Are you familiar with any of the following sites/apps?

Posed to all respondents.



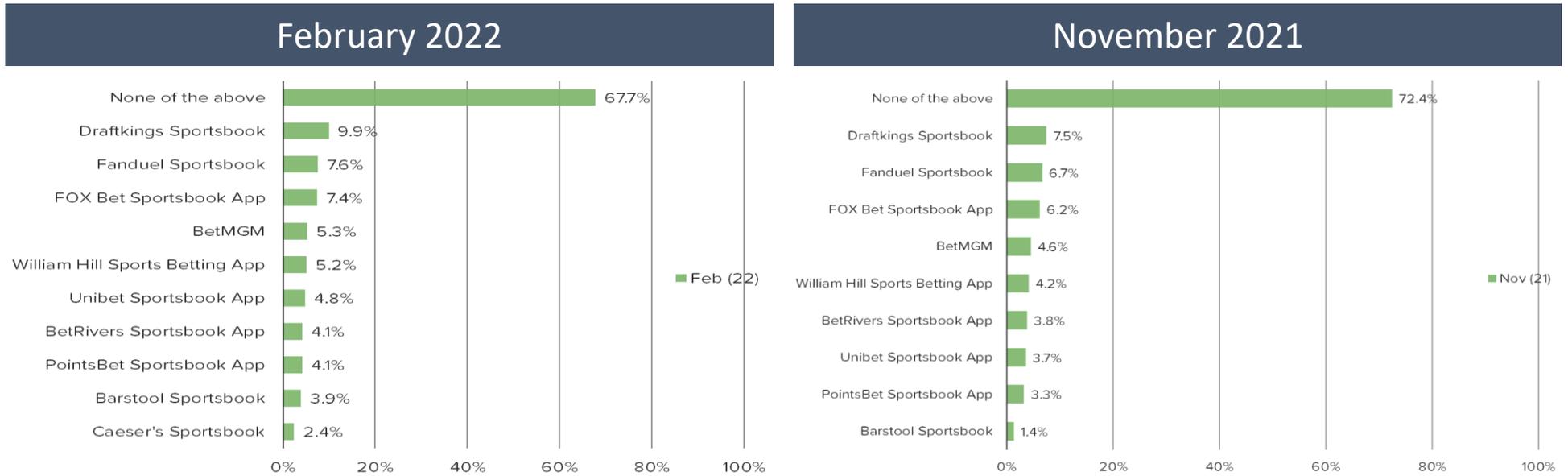
What is your opinion of the following?

Posed to all respondents who are familiar with the below.



Do you have any of the following downloaded on your phone?

Posed to all respondents.



User Crossover (Feb 2022 Breakout).

	Draftkings Sportsbook	Fanduel Sportsbook	BetMGM	William Hill Sports Betting App	FOX Bet Sportsbook App	PointsBet Sportsbook App	Unibet Sportsbook App	BetRivers Sportsbook App	Barstool Sportsbook	Caeser's Sportsbook
Draftkings Sportsbook		23.8%	17.5%	7.1%	13.5%	9.5%	11.9%	7.1%	11.9%	8.7%
Fanduel Sportsbook	31.3%		22.9%	15.6%	19.8%	20.8%	17.7%	14.6%	15.6%	9.4%
BetMGM	33.3%	33.3%		13.6%	25.8%	22.7%	18.2%	9.1%	18.2%	13.6%
William Hill Sports Betting App	13.9%	23.1%	13.9%		33.9%	18.5%	20.0%	15.4%	21.5%	10.8%
FOX Bet Sportsbook App	18.3%	20.4%	18.3%	23.7%		16.1%	15.1%	14.0%	9.7%	9.7%
PointsBet Sportsbook App	23.5%	39.2%	29.4%	23.5%	29.4%		15.7%	11.8%	17.7%	9.8%
Unibet Sportsbook App	25.0%	28.3%	20.0%	21.7%	23.3%	13.3%		26.7%	18.3%	11.7%
BetRivers Sportsbook App	17.3%	26.9%	11.5%	19.2%	25.0%	11.5%	30.8%		7.7%	3.9%
Barstool Sportsbook	30.0%	30.0%	24.0%	28.0%	18.0%	18.0%	22.0%	8.0%		12.0%
Caeser's Sportsbook	35.5%	29.0%	29.0%	22.6%	29.0%	16.1%	22.6%	6.5%	19.4%	

Have you ever placed a bet on any of the following apps? (Select ALL that apply)

Posed to all respondents.

