

**Bespoke Intel**

---

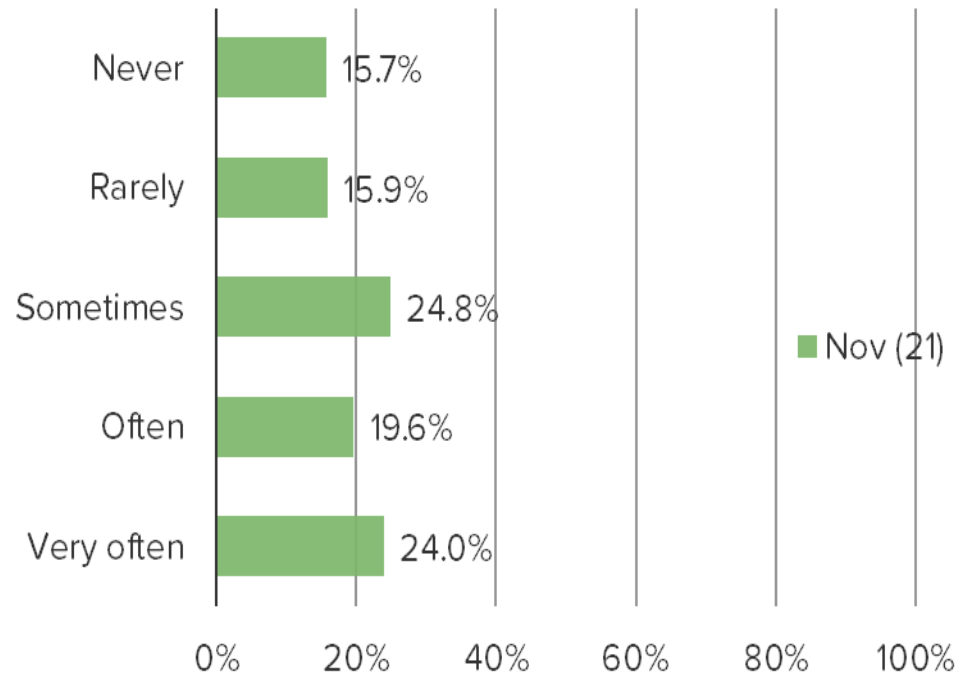
# **Online Gambling Consumer Survey**

---

**November 2021**

### How often do you watch sports?

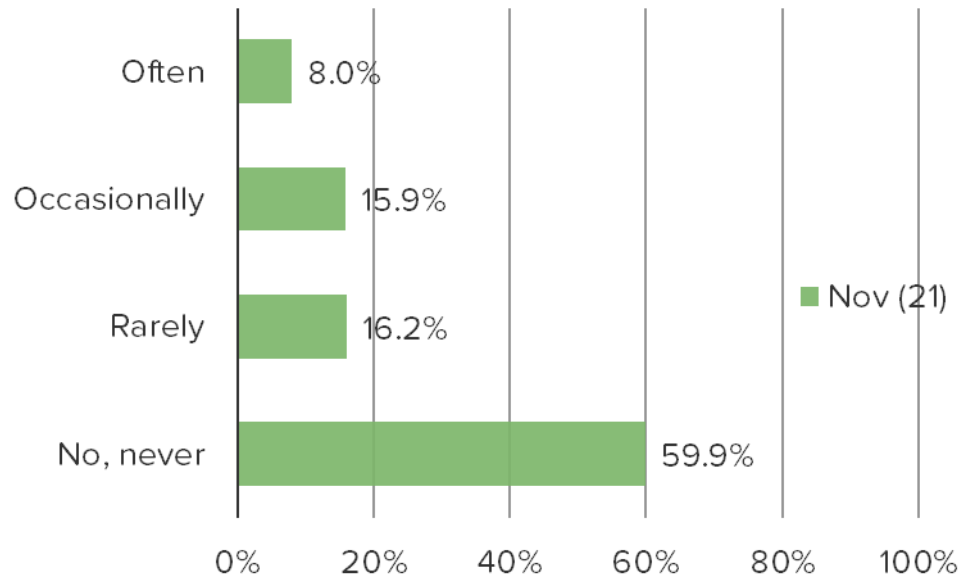
Posed to all respondents.



N = 2405

### Do you ever gamble on sports?

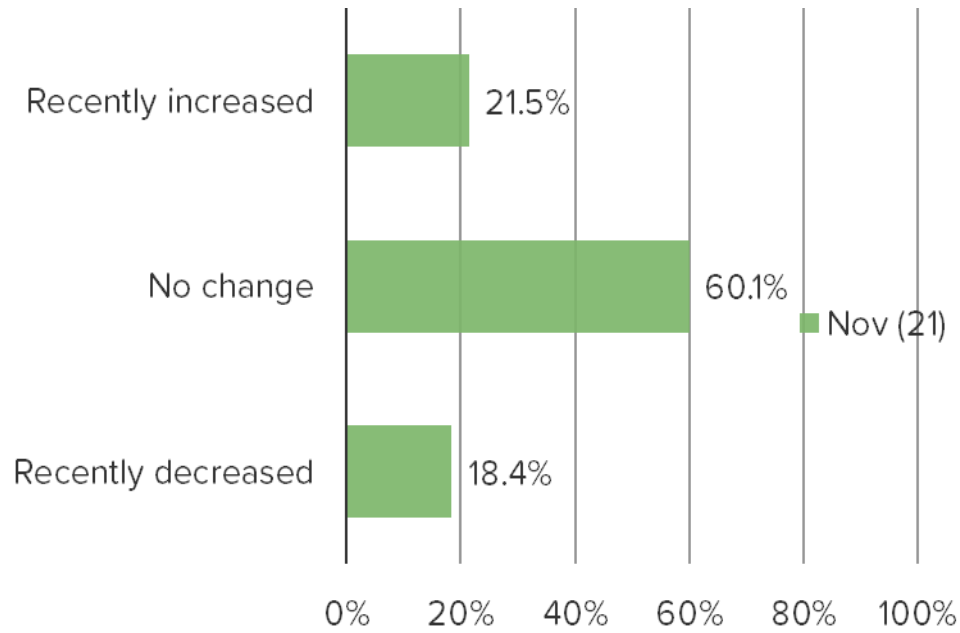
Posed to all respondents.



N = 2405

### Have you recently changed how often you gamble on sports?

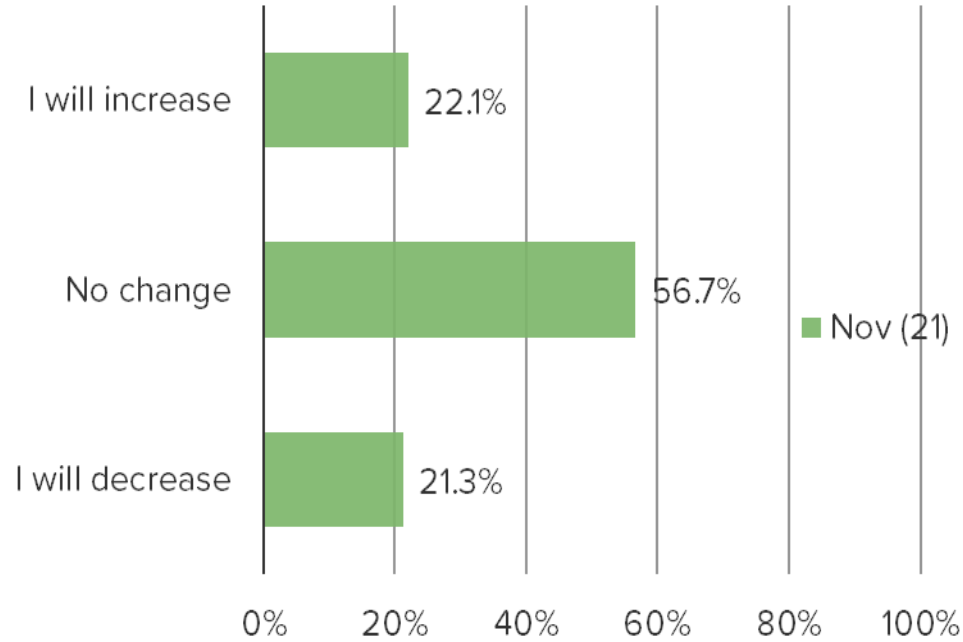
Posed to all respondents.



N = 494

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

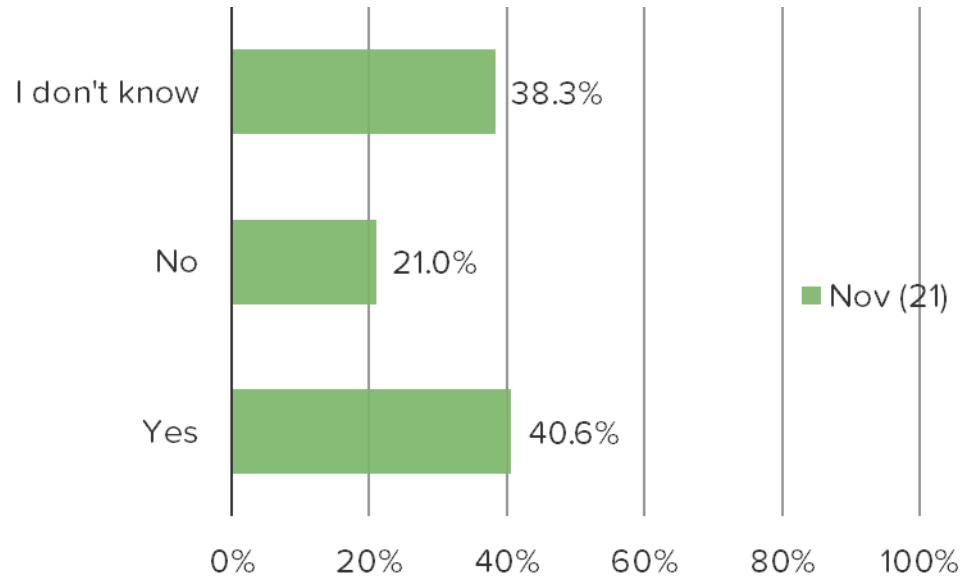
Posed to all respondents.



N = 494

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

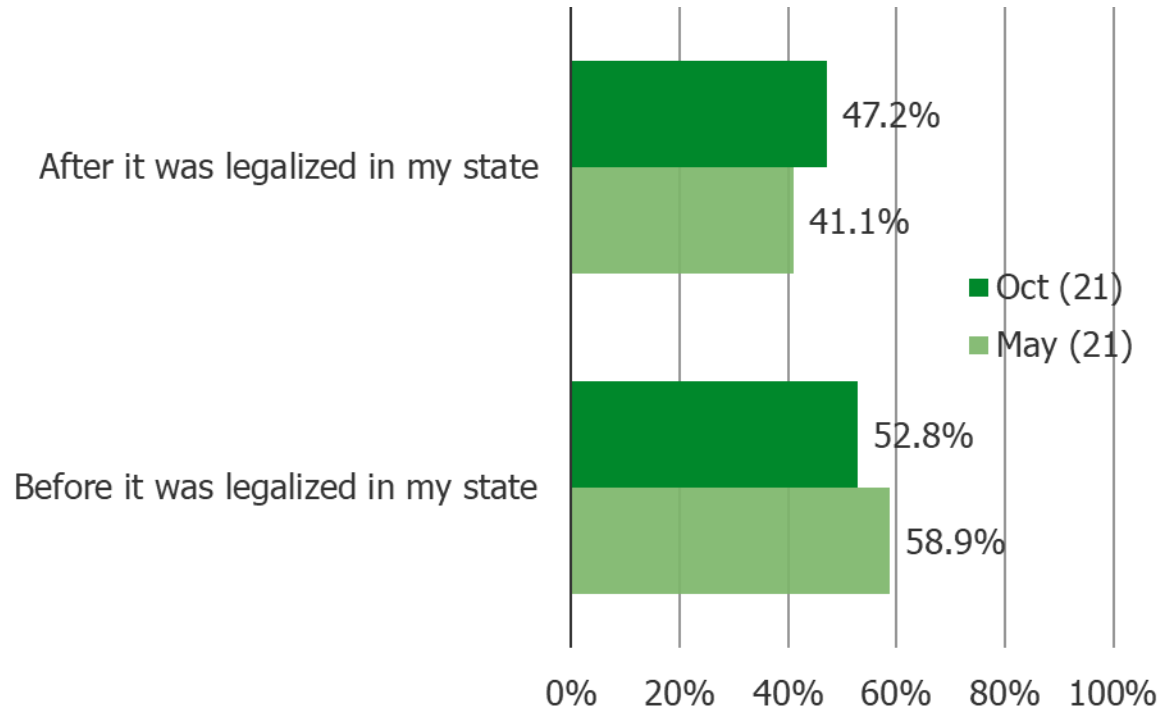
Posed to all respondents.



N = 2405

### When did you start gambling on sports?

Posed to all respondents.

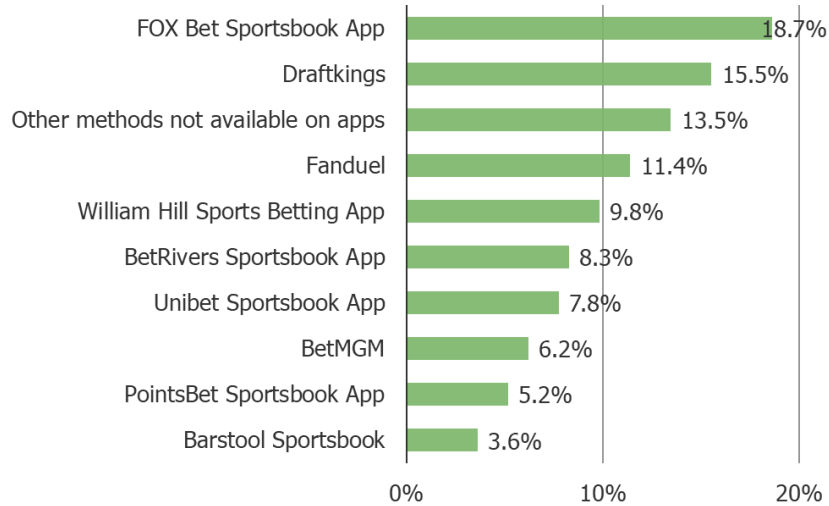


N = 494

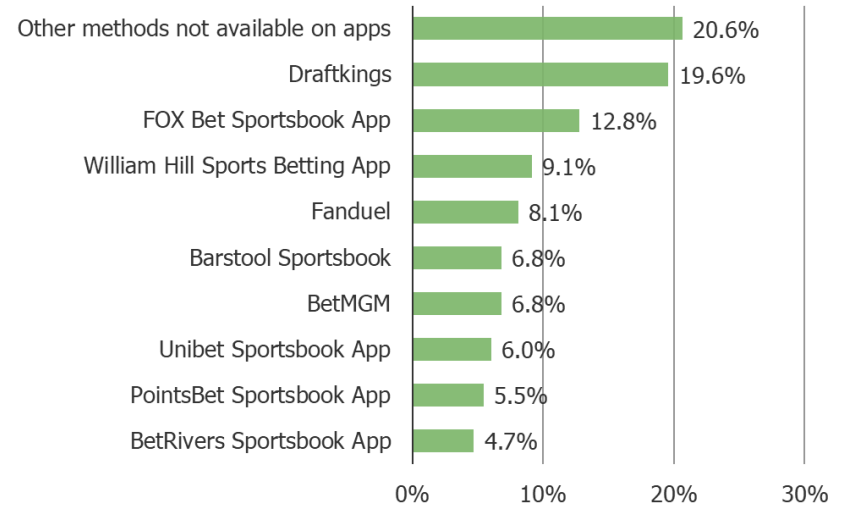
### Which is your preference for gambling on sports?

Posed to respondents who gamble on sports.

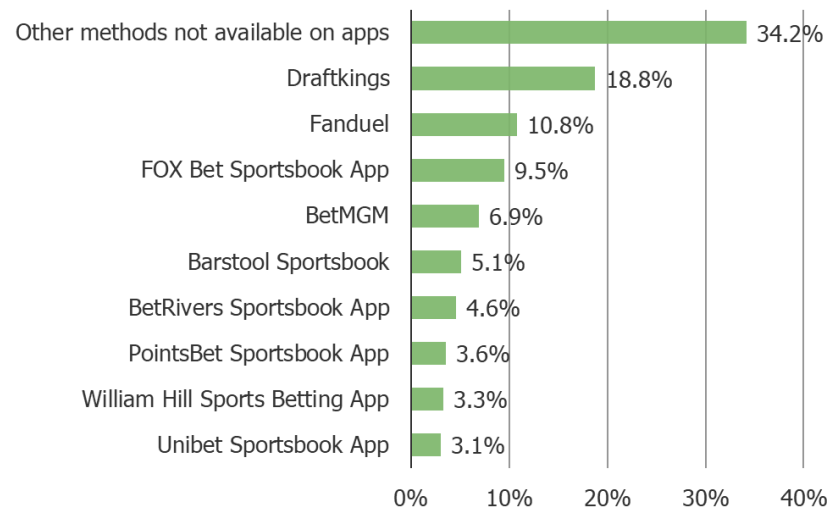
#### Gambles on Sports Often (N =193)



#### Gambles on Sports Occasionally (N = 383)



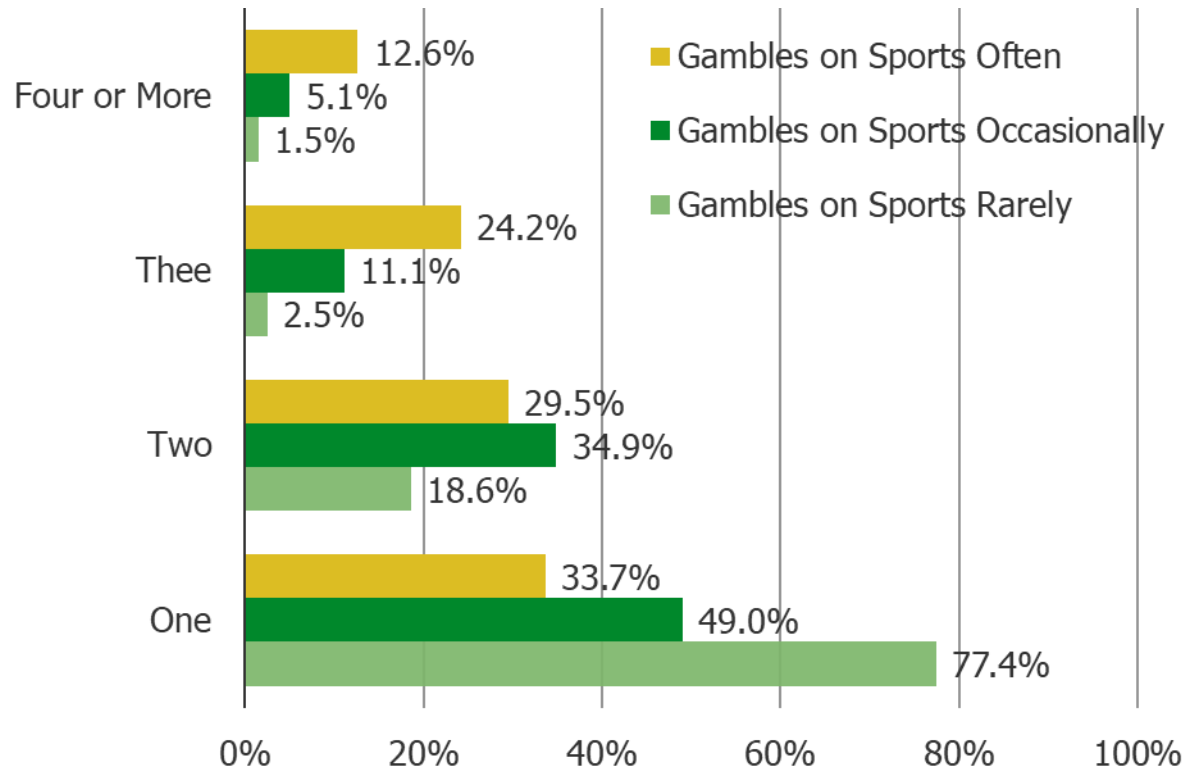
#### Gambles of Sports Rarely (N = 389)





## How many sports gambling apps do you use?

Posed to all respondents.

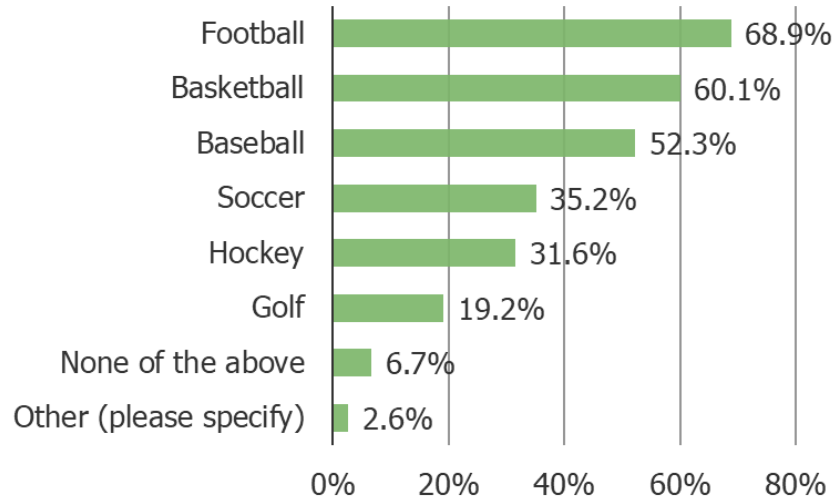


Gambles on Sports Often: 95  
 Gambles on Sports Occasionally: 198  
 Gambles on Sports Regularly: 199

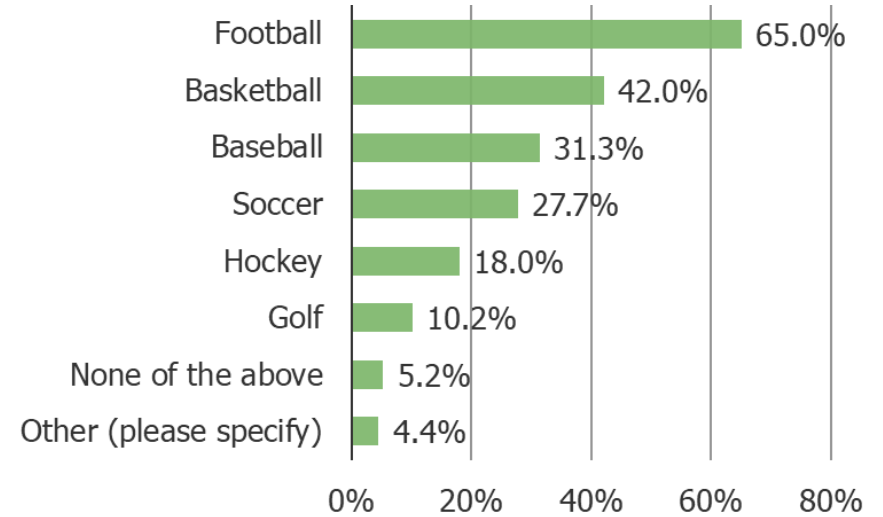
### What sports do you gamble on? (Select ALL that apply)

Posed to all respondents.

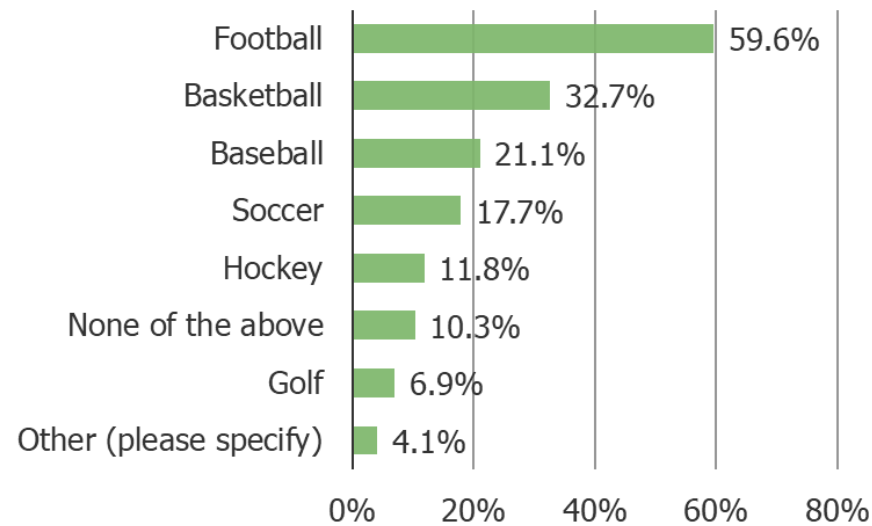
#### Gambles on Sports Often (N =193)



#### Gambles on Sports Occasionally (N = 383)

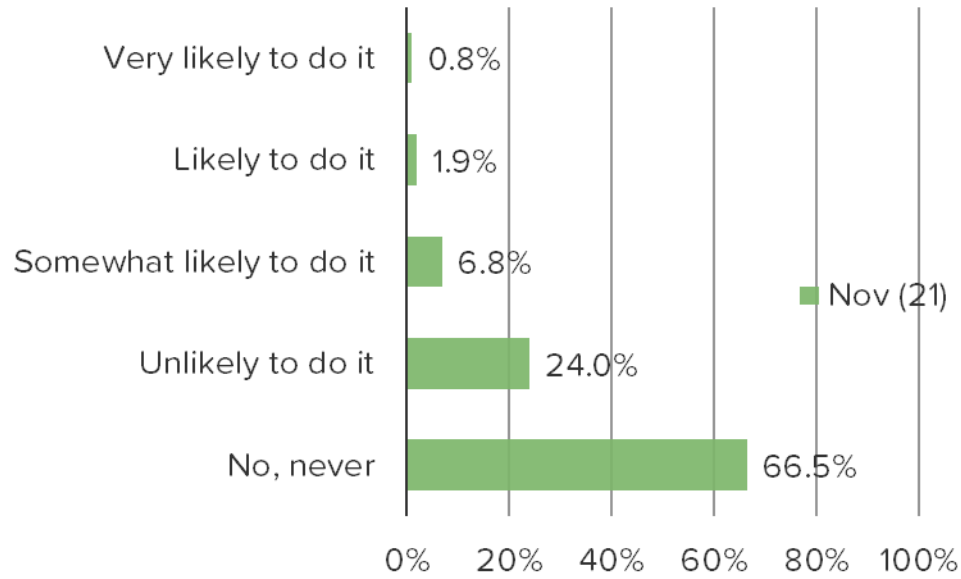


#### Gambles of Sports Rarely (N = 389)



### Would you consider gambling on sports in the future?

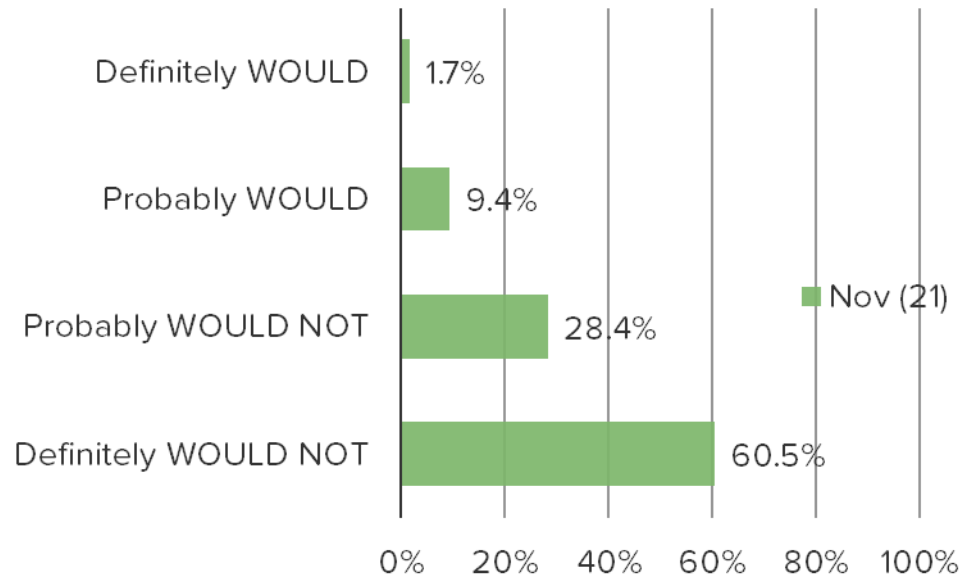
Posed to respondents who said they do not gamble on sports.



N = 1440

**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).

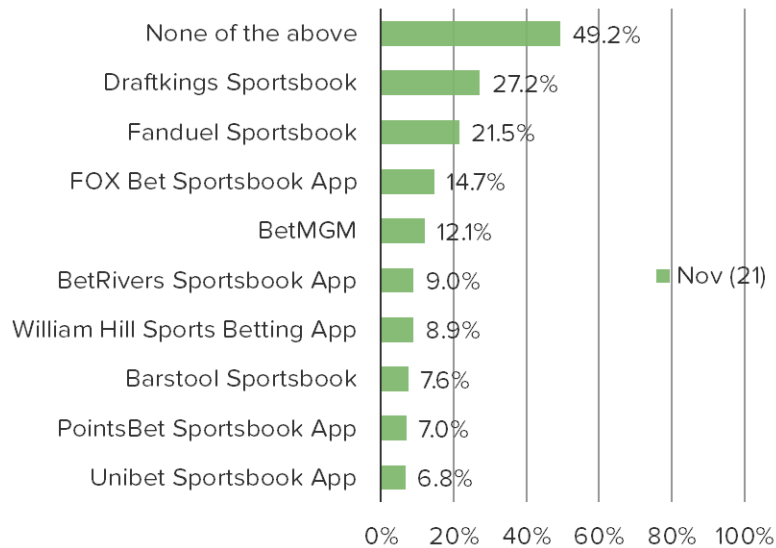


N = 532

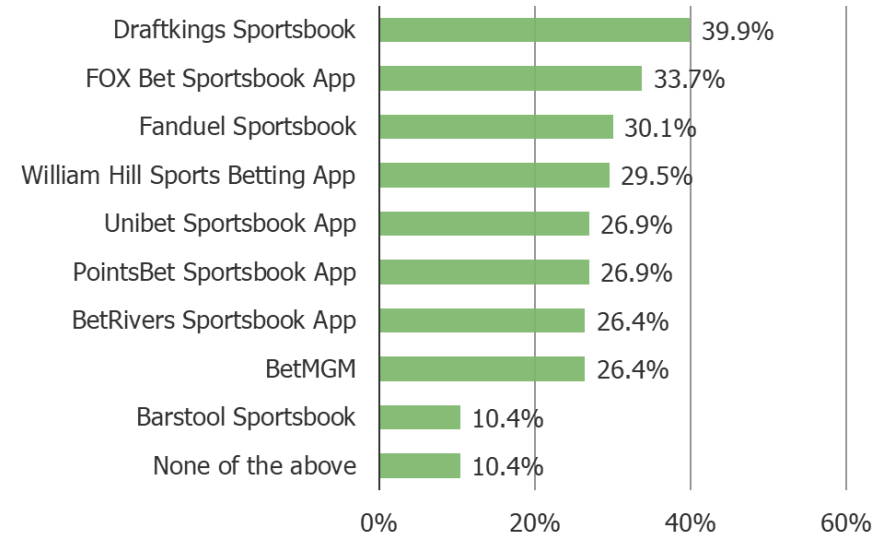
### Are you familiar with any of the following sites/apps?

Posed to all respondents.

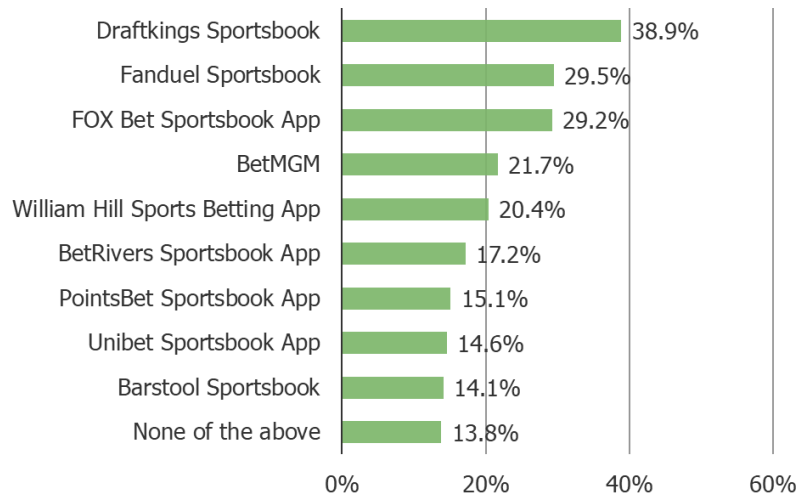
#### All Respondents



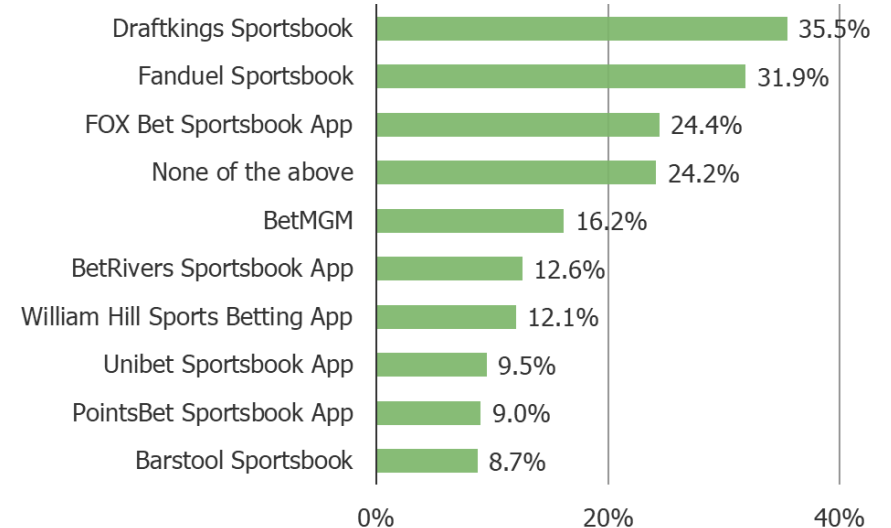
#### Gambles on Sports Often



#### Gambles of Sports Occasionally

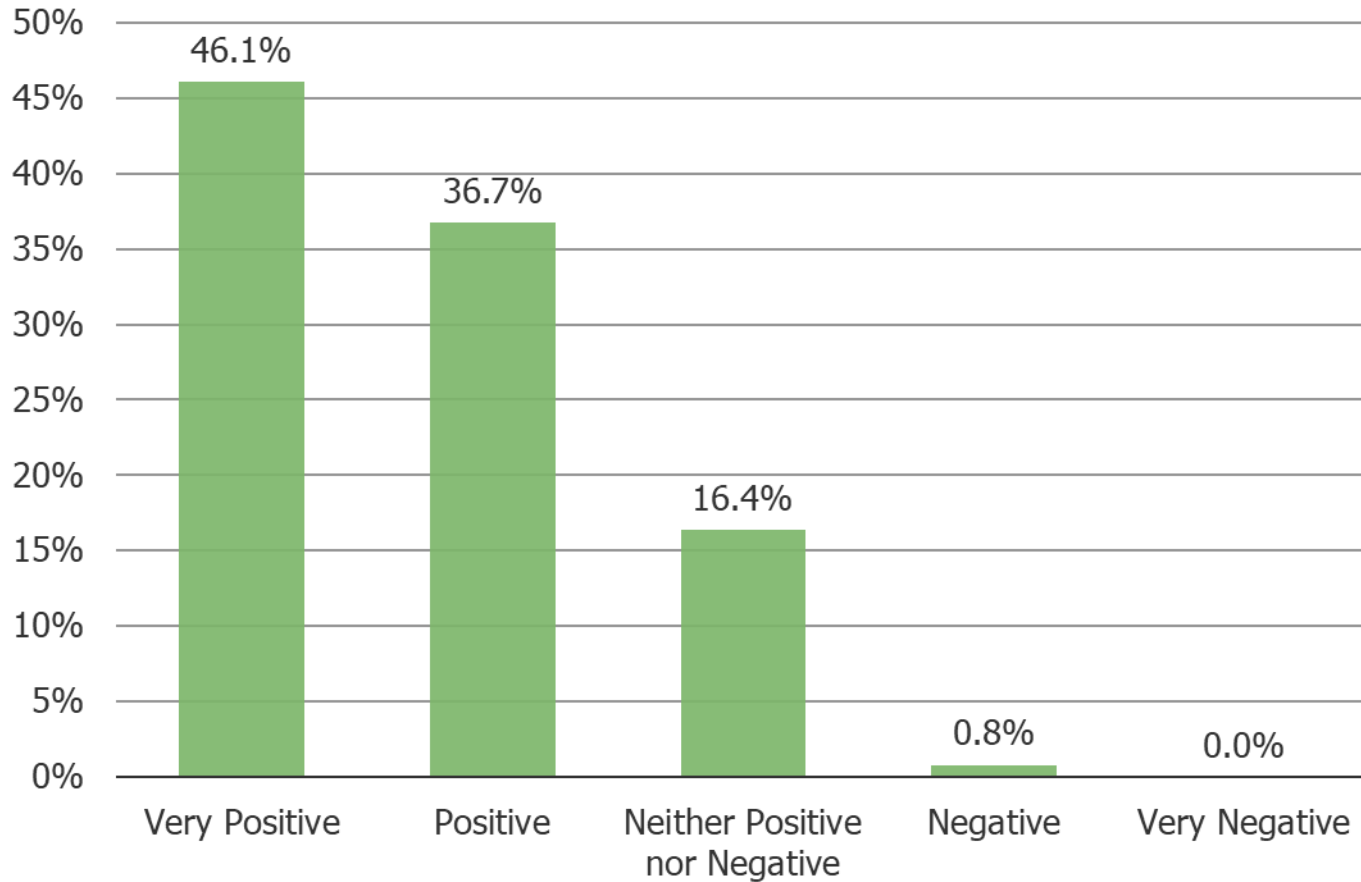


#### Gambles of Sports Rarely



### What is your opinion of DraftKings?

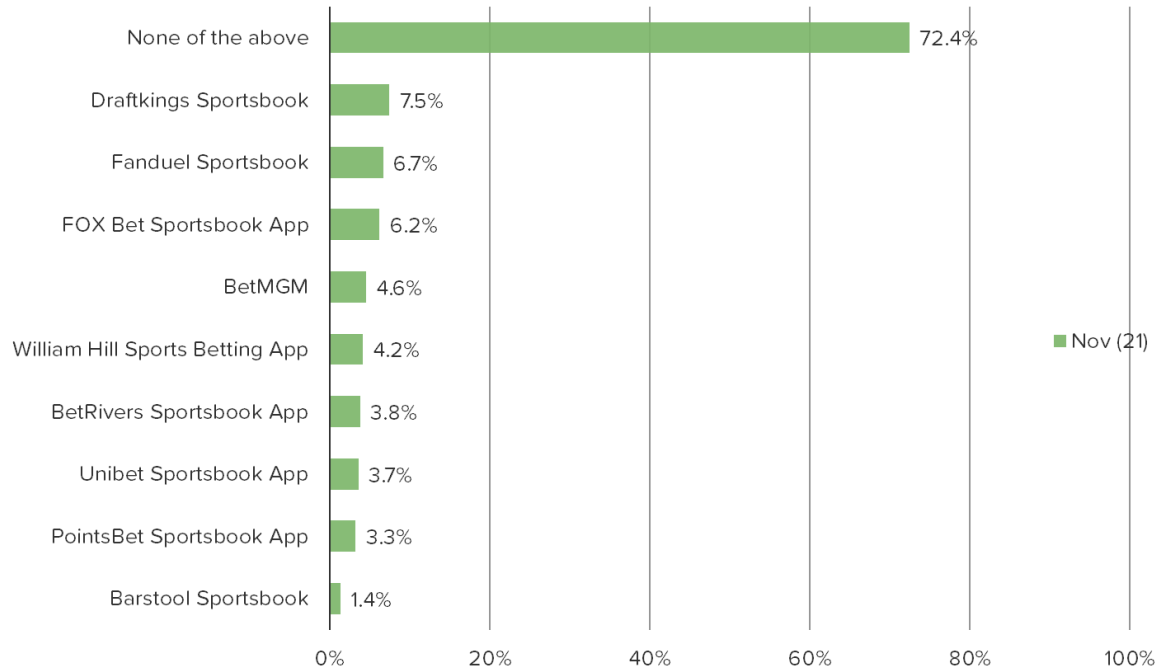
Posed to sports gamblers who said DraftKings is their preference for gambling on sports.



N = 128

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

Posed to all respondents.



### User Crossover.

Also Has Downloaded	Draftkings Sportsbook	Fanduel Sportsbook	BetMGM	William Hill Sports Betting	FOX Bet Sportsbook App	PointsBet Sportsbook App	Unibet Sportsbook App	BetRivers Sportsbook App	Barstool Sportsbook
N =	94	84	57	52	78	41	46	48	17
Draftkings Sportsbook		23.8%	31.6%	21.2%	18.0%	22.0%	19.6%	20.8%	35.3%
Fanduel Sportsbook	21.3%		15.8%	15.4%	12.8%	19.5%	15.2%	18.8%	23.5%
BetMGM	19.2%	10.7%		21.2%	21.8%	19.5%	23.9%	20.8%	23.5%
William Hill Sports Betting App	11.7%	9.5%	19.3%		10.3%	19.5%	26.1%	14.6%	35.3%
FOX Bet Sportsbook App	14.9%	11.9%	29.8%	15.4%		19.5%	23.9%	18.8%	29.4%
PointsBet Sportsbook App	9.6%	9.5%	14.0%	15.4%	10.3%		21.7%	18.8%	23.5%
Unibet Sportsbook App	9.6%	8.3%	19.3%	23.1%	14.1%	24.4%		25.0%	35.3%
BetRivers Sportsbook App	10.6%	10.7%	17.5%	13.5%	11.5%	22.0%	26.1%		17.7%
Barstool Sportsbook	6.4%	4.8%	7.0%	11.5%	6.4%	9.8%	13.0%	6.3%	