

Bespoke Market Intelligence

Super Bowl Gambling Quick Reaction Survey

February 2022

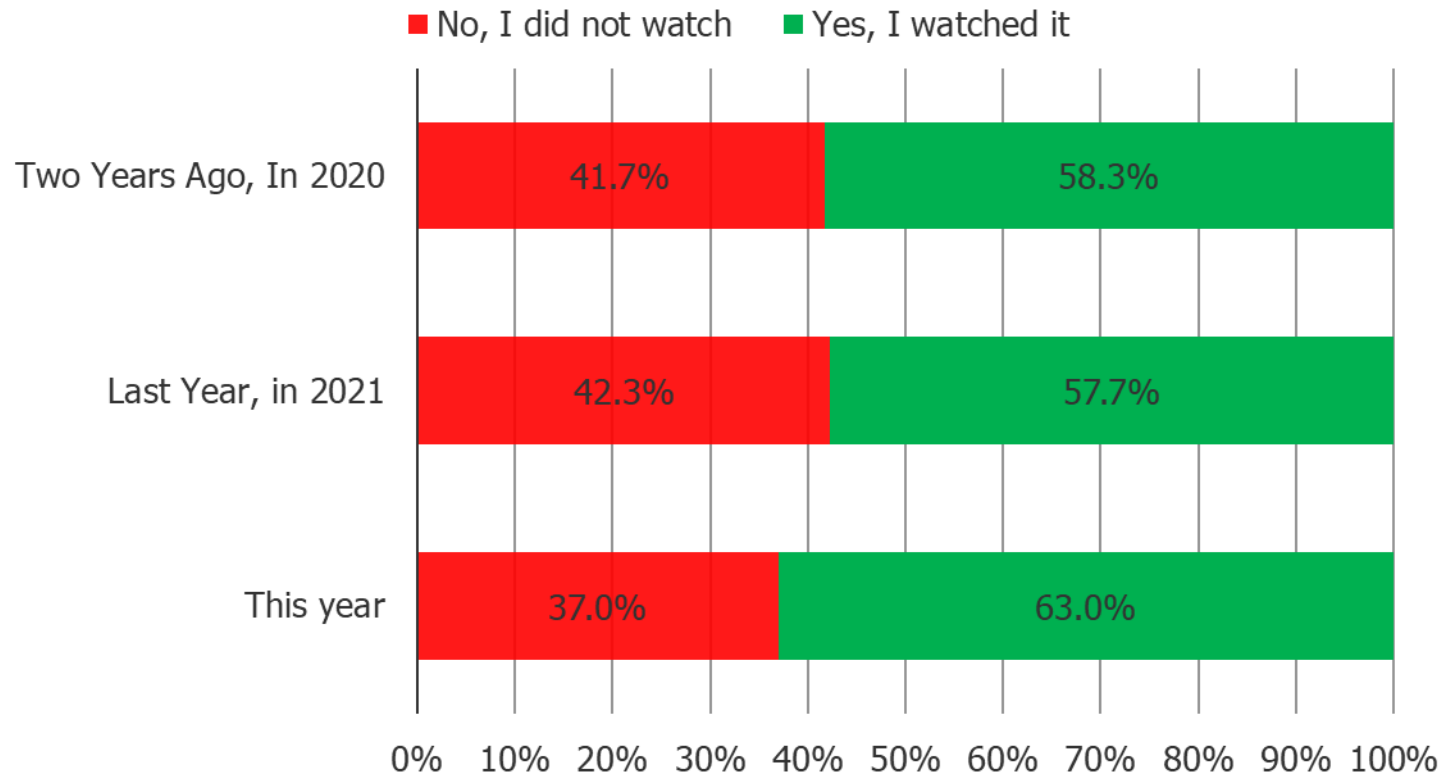
Survey of 1,250 US Consumers Balanced to Census

Fielded During the Week Following The Super Bowl

Super Bowl Betting – Quick Reaction Survey

Did you watch the Super Bowl?

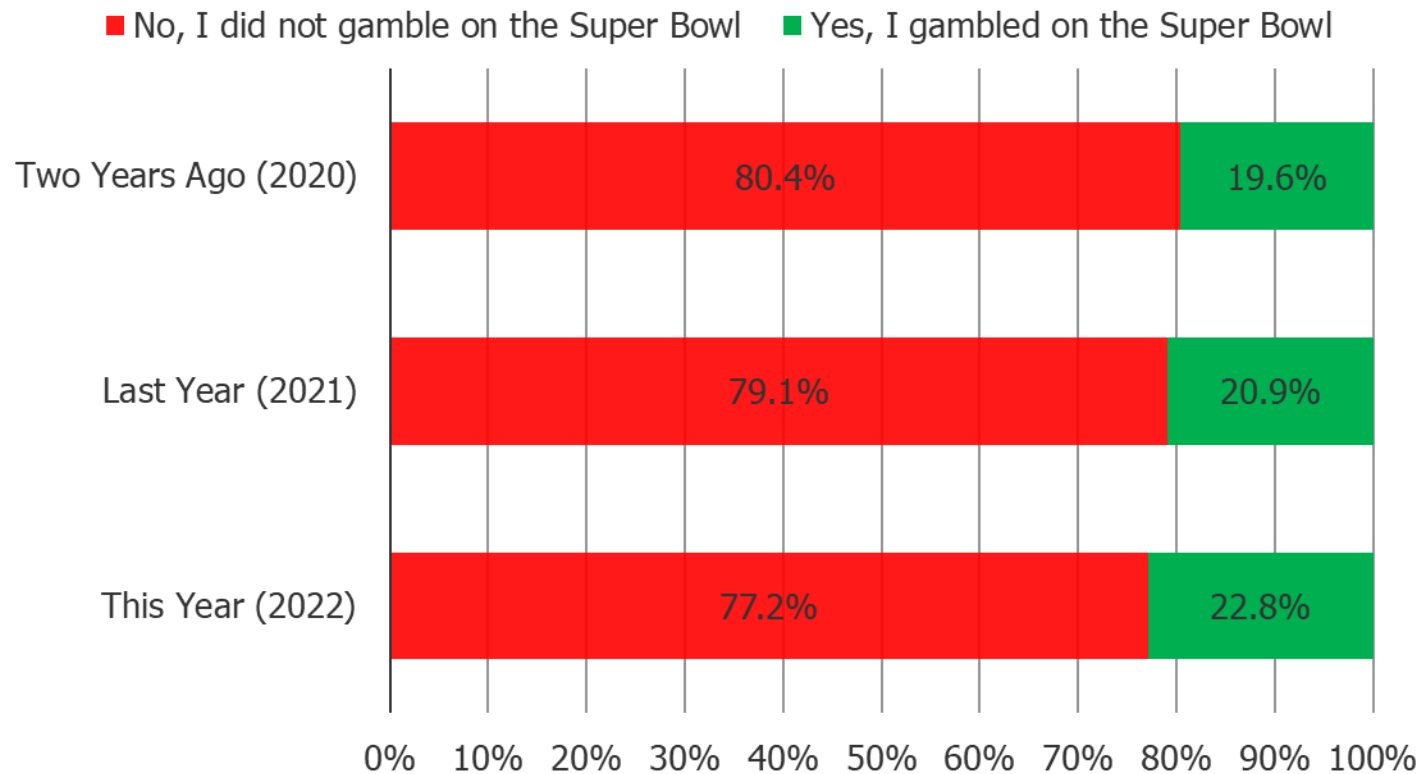
Posed to all respondents (N = 1252)



Super Bowl Betting – Quick Reaction Survey

Did you gamble on the Super Bowl... (NOT INCLUDING BOX POOLS where you buy squares and get numbers)?

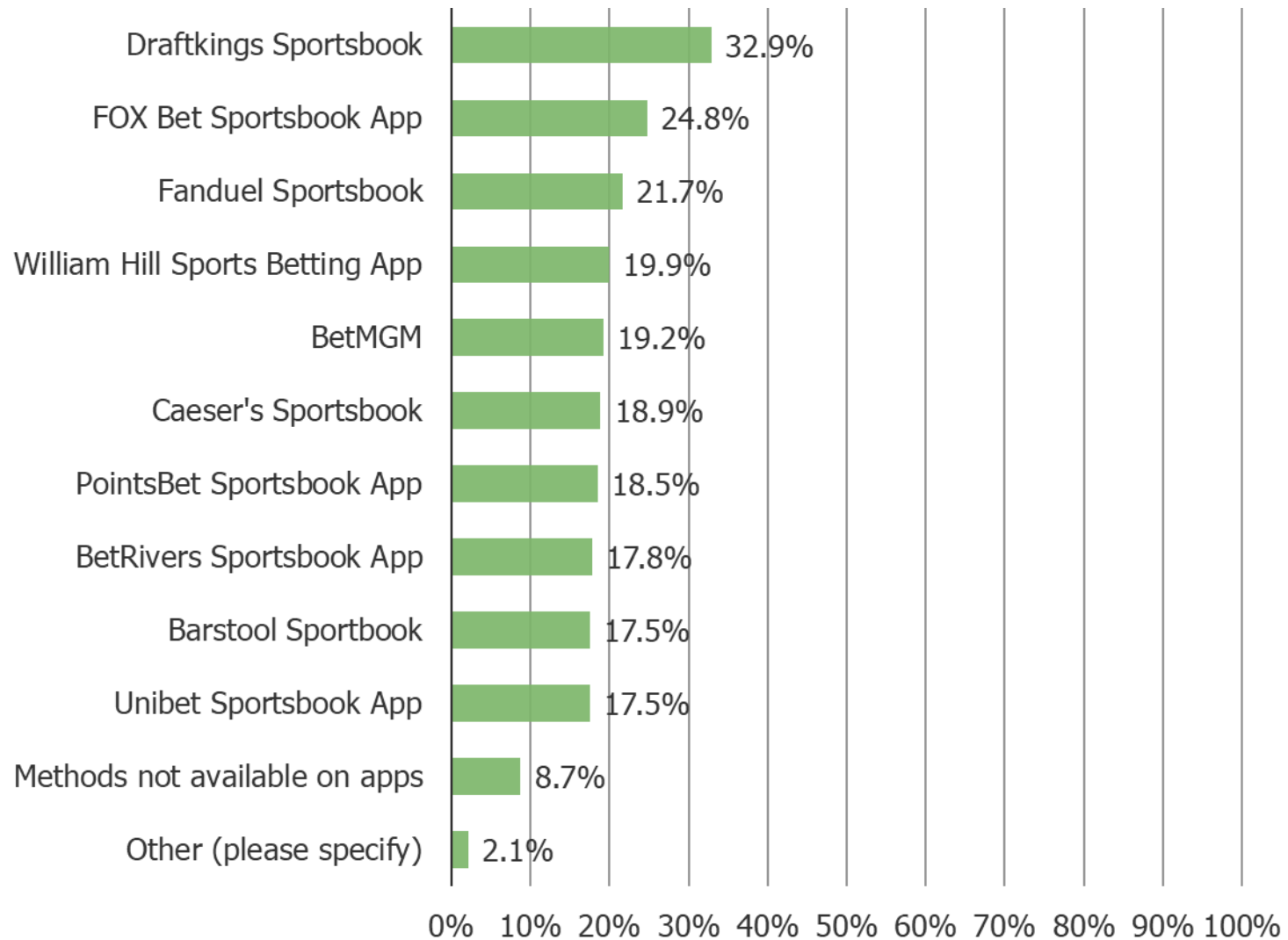
Posed to all respondents (N = 1252)



Super Bowl Betting – Quick Reaction Survey

Did you use any of the following platforms to bet on the Super Bowl? (Select ALL platforms that you used THIS YEAR to bet on the Super Bowl)

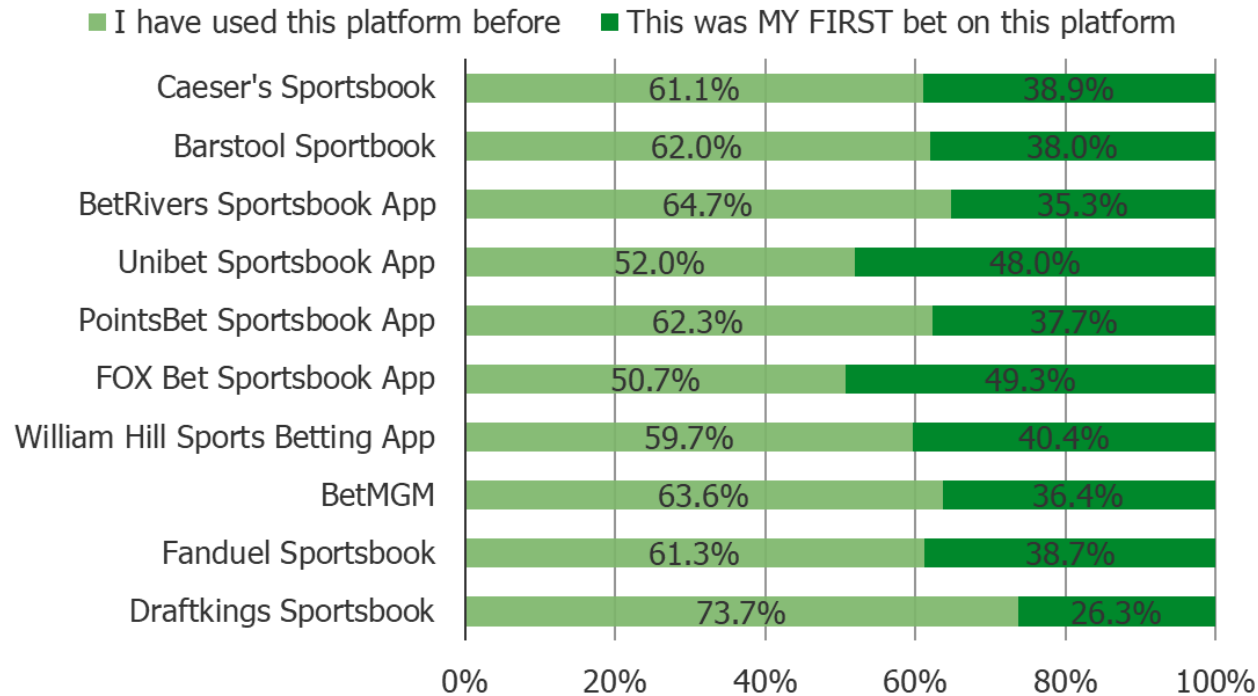
Posed to respondents who said they bet on the Super Bowl this year (N = 286)



Super Bowl Betting – Quick Reaction Survey

Was this your first time placing a bet on this platform, or have you placed bets on this platform before?

Posed to respondents who said they used each of the following to place bets on the Super Bowl this year.

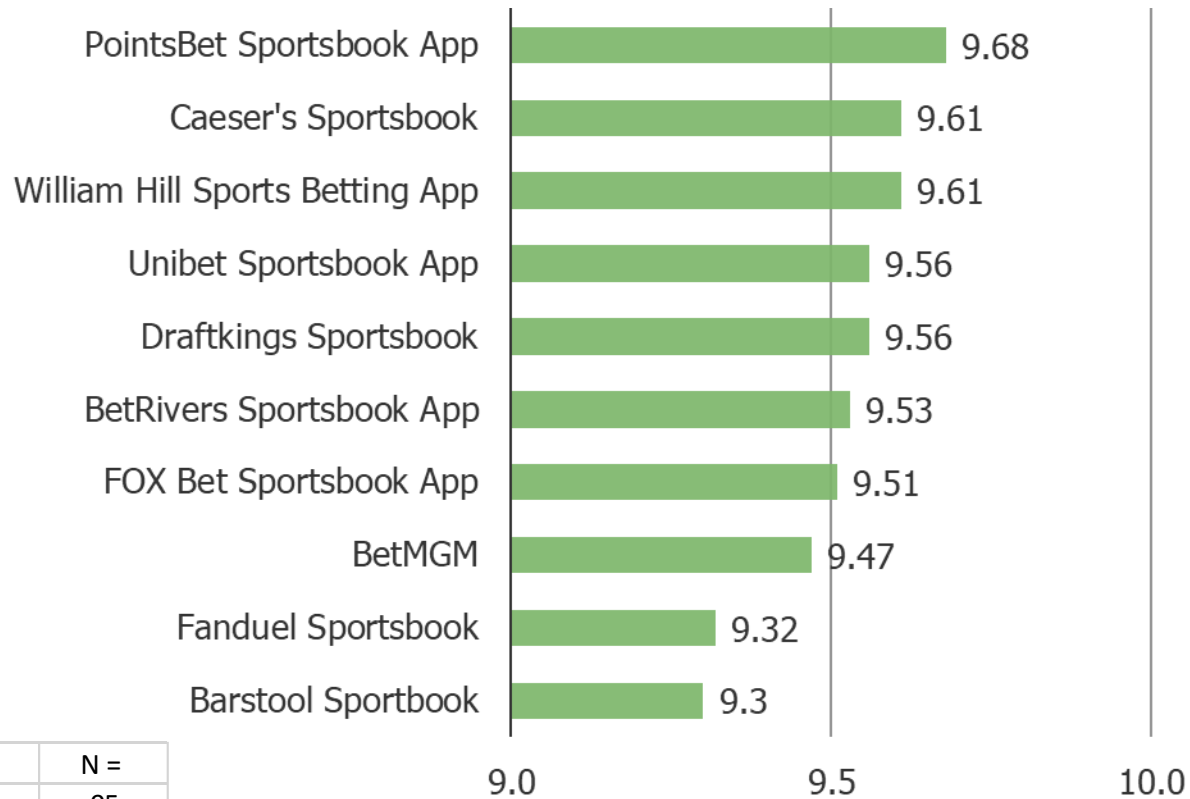


	N =
Draftkings Sportsbook	95
Fanduel Sportsbook	62
BetMGM	55
William Hill Sports Betting App	57
FOX Bet Sportsbook App	71
PointsBet Sportsbook App	53
Unibet Sportsbook App	50
BetRivers Sportsbook App	51
Barstool Sportbook	50
Caesar's Sportsbook	54

Super Bowl Betting – Quick Reaction Survey

How satisfied were you with the experience of using this app to bet on the Super Bowl?

Posed to respondents who said they used each of the following to place bets on the Super Bowl this year.



Weighted Average Guide:

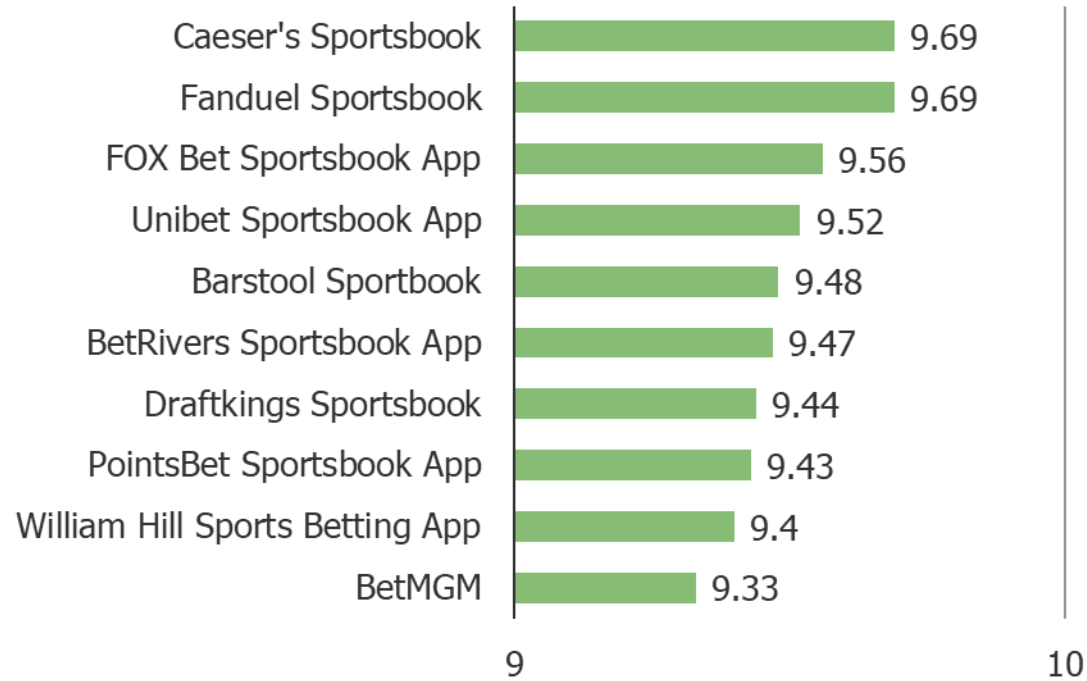
1 = Not at all satisfied through 11 = Very Satisfied

	N =
Draftkings Sportsbook	95
Fanduel Sportsbook	62
BetMGM	55
William Hill Sports Betting App	57
FOX Bet Sportsbook App	71
PointsBet Sportsbook App	53
Unibet Sportsbook App	50
BetRivers Sportsbook App	51
Barstool Sportbook	50
Caeser's Sportsbook	54

Super Bowl Betting – Quick Reaction Survey

How would you rate how easy/difficult the app was to use?

Posed to respondents who said they used each of the following to place bets on the Super Bowl this year.



	N =
Draftkings Sportsbook	95
Fanduel Sportsbook	62
BetMGM	55
William Hill Sports Betting App	57
FOX Bet Sportsbook App	71
PointsBet Sportsbook App	53
Unibet Sportsbook App	50
BetRivers Sportsbook App	51
Barstool Sportbook	50
Caeser's Sportsbook	54

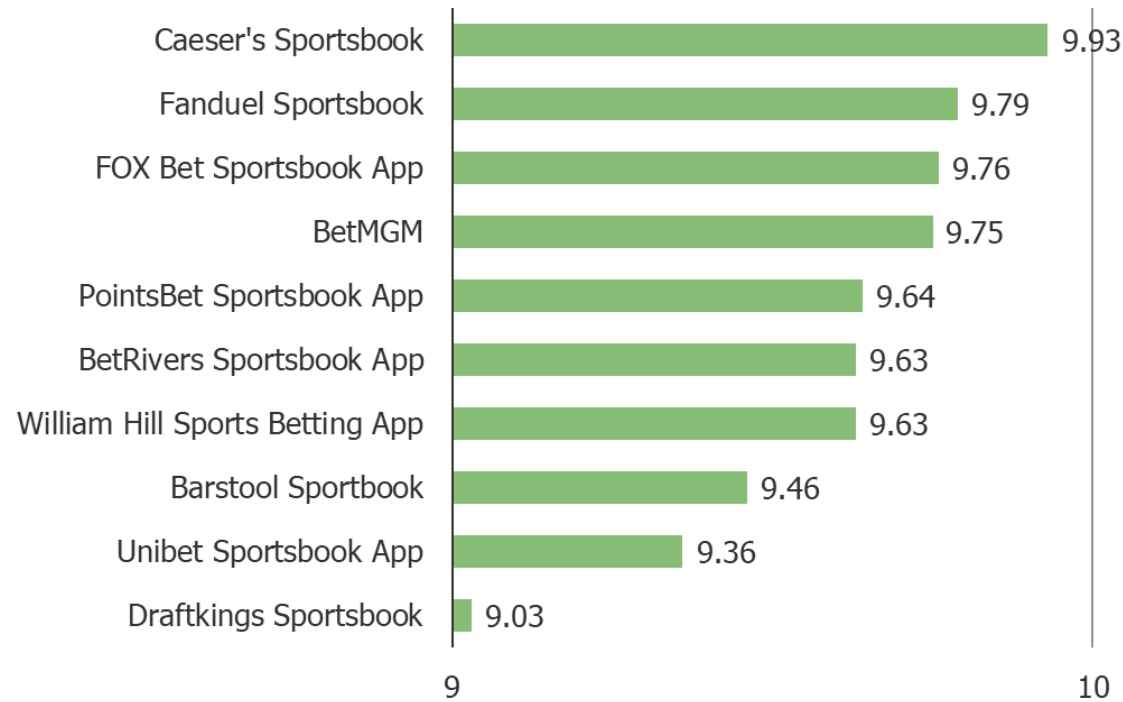
Weighted Average Guide:

1 = Very Difficult 11 = Very Easy

Super Bowl Betting – Quick Reaction Survey

How would you rate the promos, odds boosts, and bonuses available on the following for the Super Bowl?

Posed to respondents who said they used each of the following to place bets on the Super Bowl this year.



	N =
Draftkings Sportsbook	95
Fanduel Sportsbook	62
BetMGM	55
William Hill Sports Betting App	57
FOX Bet Sportsbook App	71
PointsBet Sportsbook App	53
Unibet Sportsbook App	50
BetRivers Sportsbook App	51
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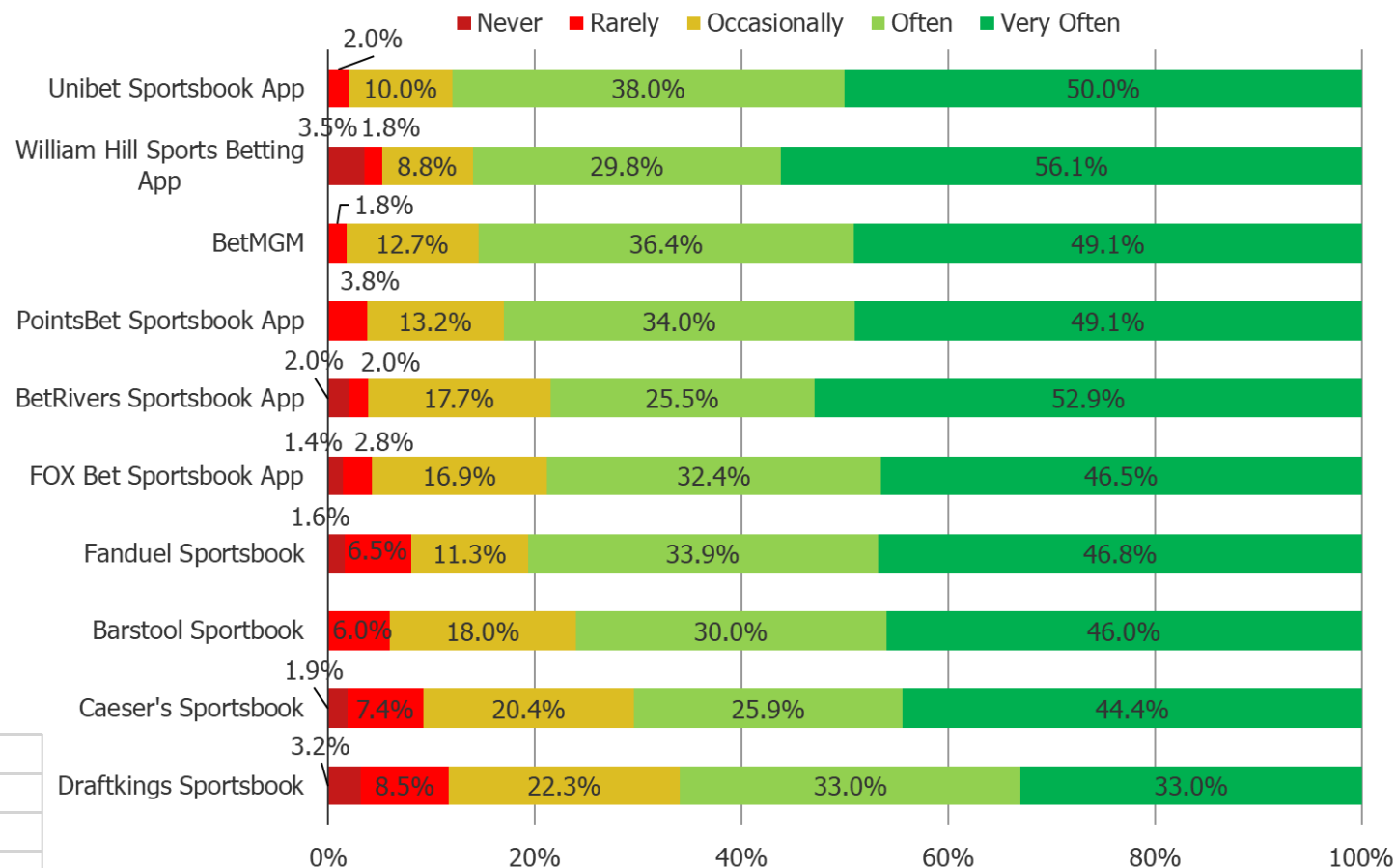
Weighted Average Guide:

1 = Very Bad 11 = Very Good

Super Bowl Betting – Quick Reaction Survey

How often will you place bets on the following platforms going forward between now and the Super Bowl next year?

Posed to respondents who said they used each of the following to place bets on the Super Bowl this year.



	N =
Draftkings Sportsbook	95
Fanduel Sportsbook	62
BetMGM	55
William Hill Sports Betting App	57
FOX Bet Sportsbook App	71
PointsBet Sportsbook App	53
Unibet Sportsbook App	50
BetRivers Sportsbook App	51
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