

BESPOKE SURVEYS

Gambling, Vol 4

1000+ US Consumers

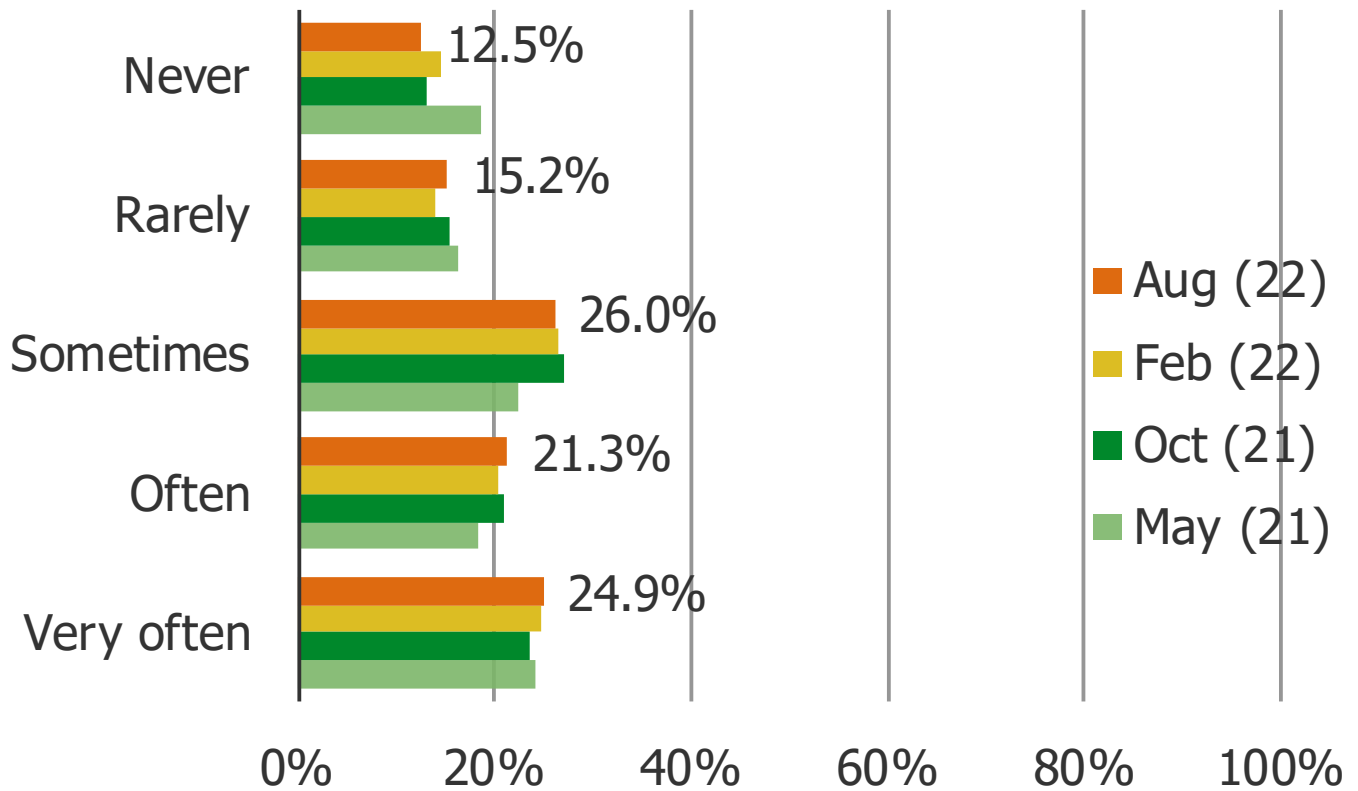
August 2022

Gambling

GAMBLING

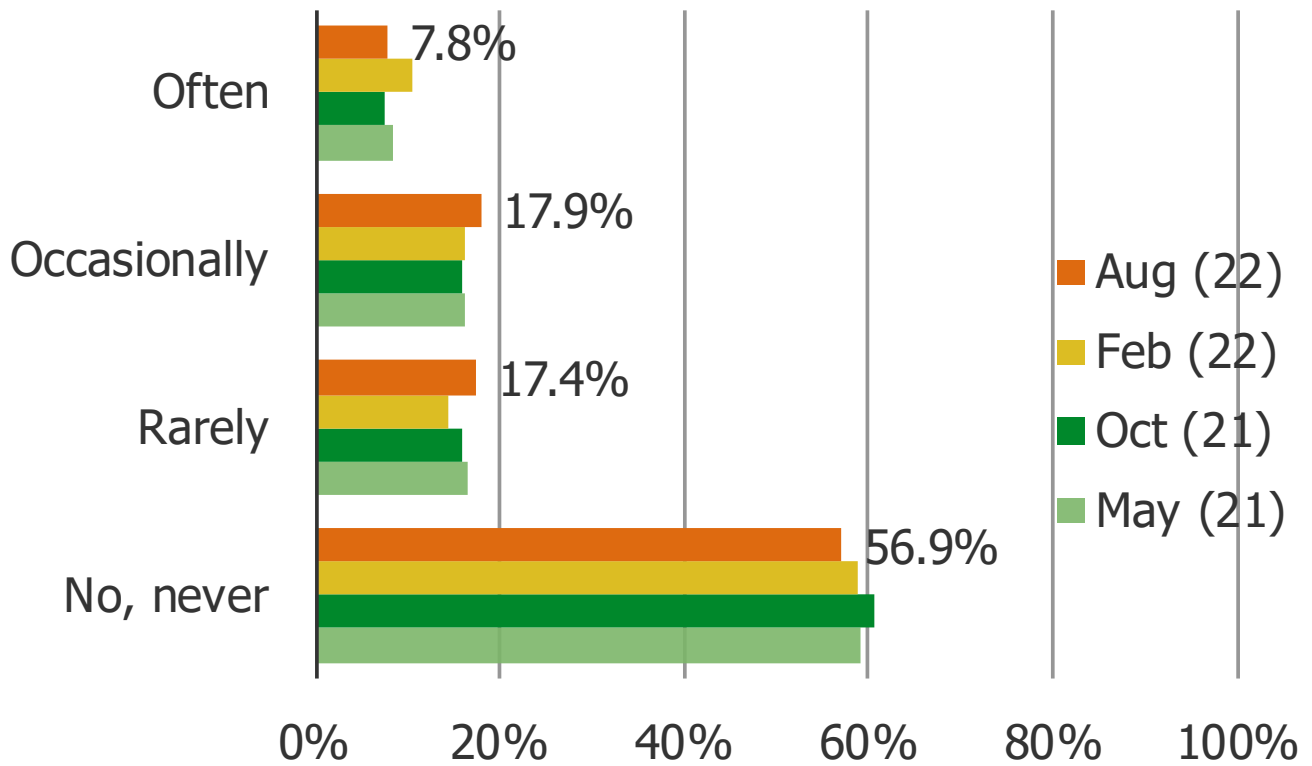
HOW OFTEN DO YOU WATCH SPORTS?

Posed to all respondents.



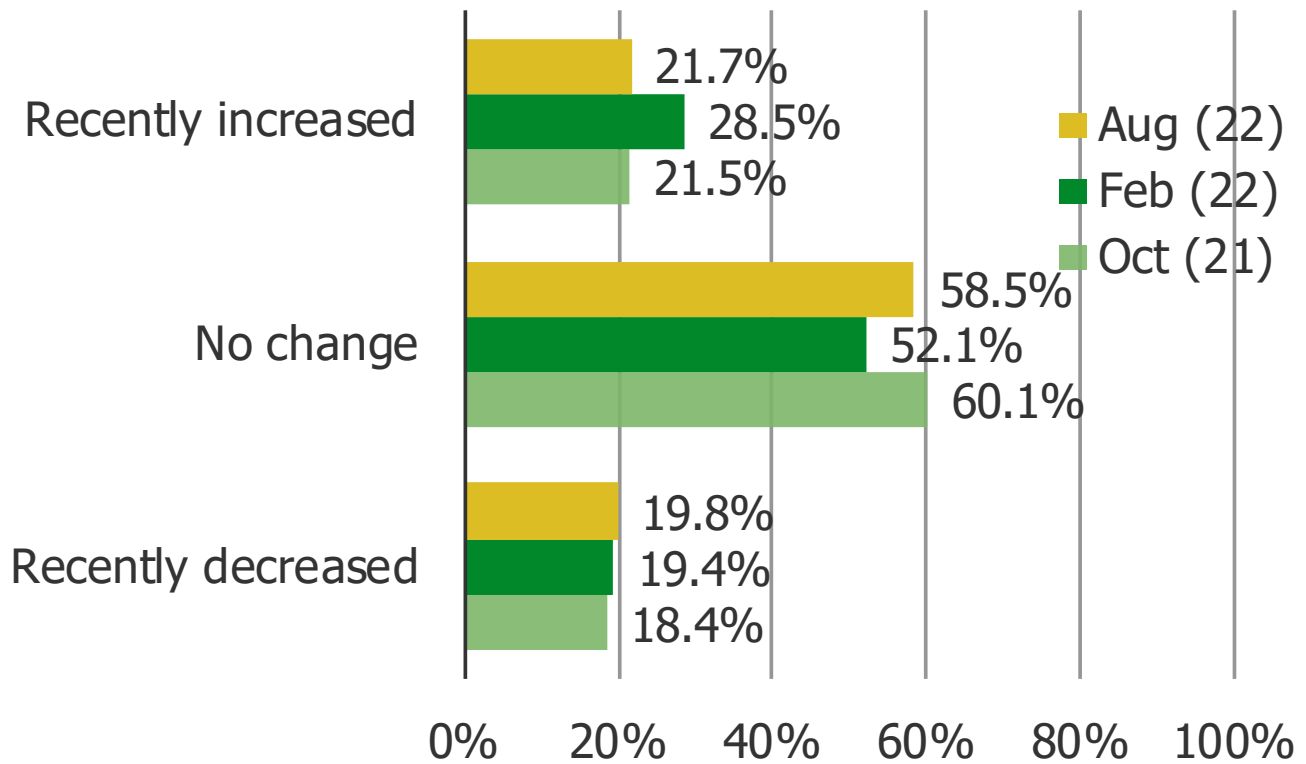
DO YOU EVER GAMBLE ON SPORTS?

Posed to all respondents.



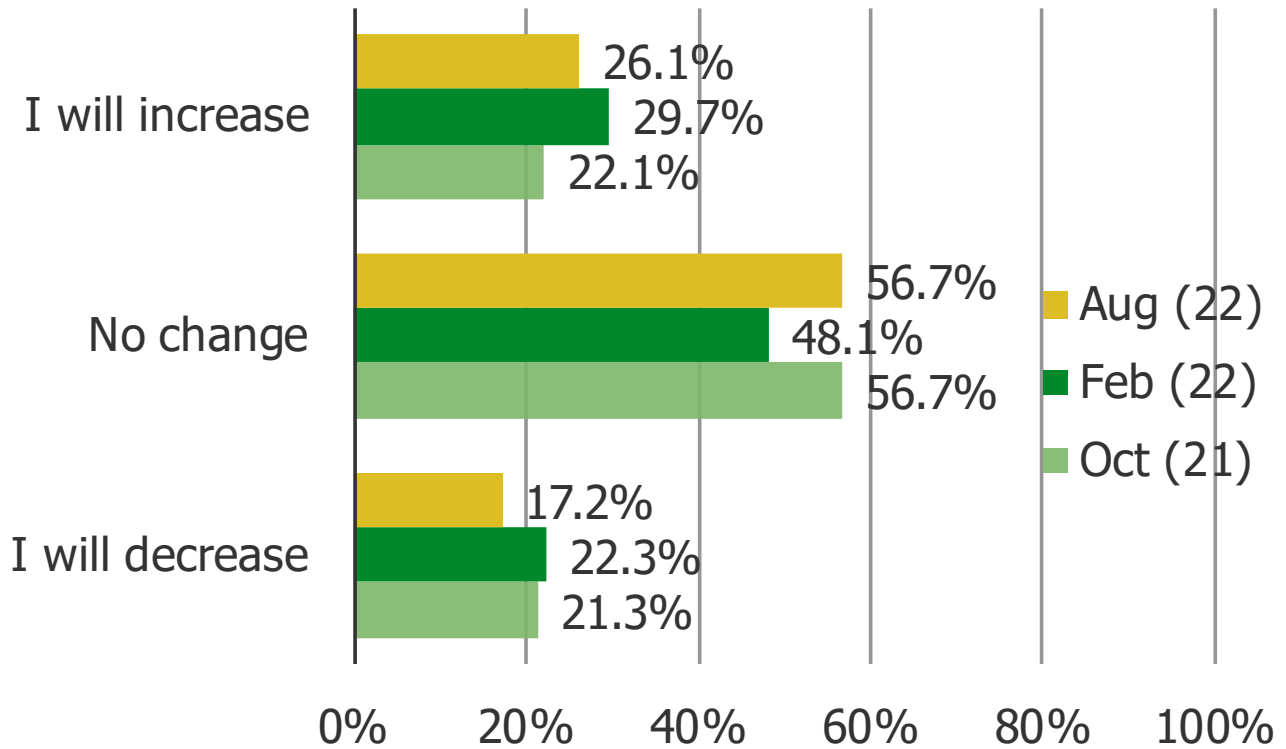
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU GAMBLE ON SPORTS?

Posed to all respondents who gamble on sports more often than never.



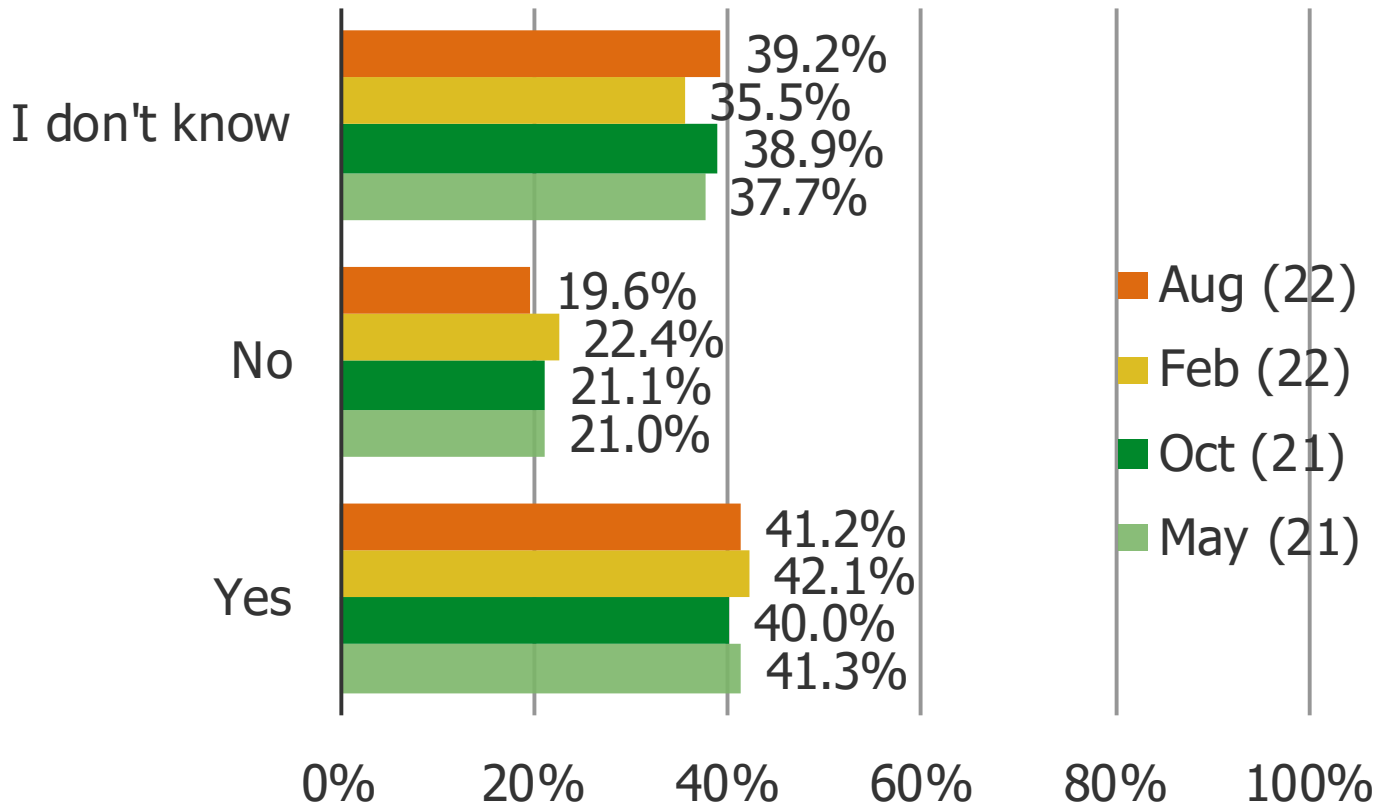
GOING FORWARD, DO YOU EXPECT THAT YOU WILL INCREASE OR DECREASE HOW OFTEN YOU GAMBLE ON SPORTS?

Posed to all respondents who gamble on sports more often than never.



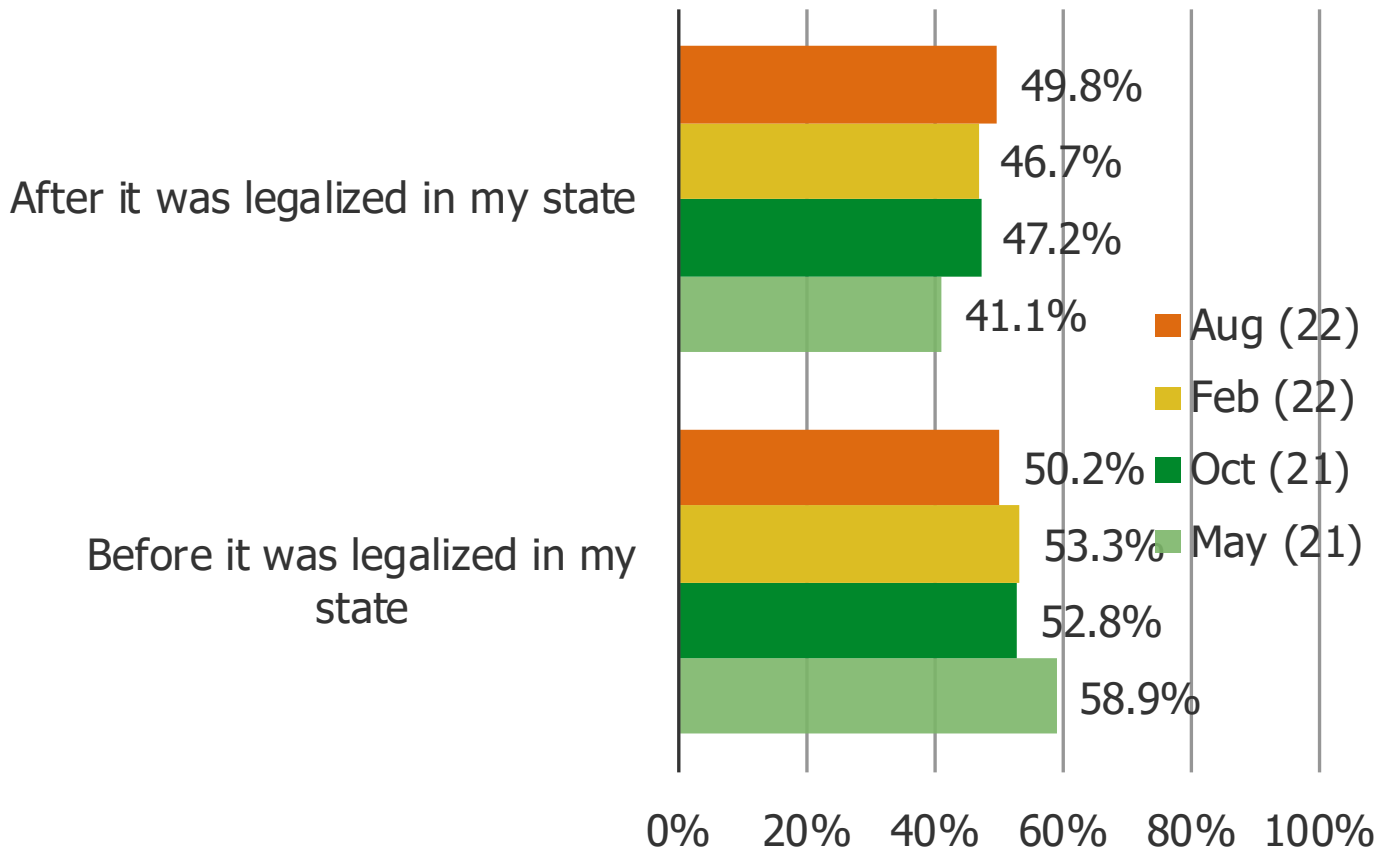
IS GAMBLING ON SPORTS LEGAL IN THE STATE THAT YOU LIVE IN?

Posed to all respondents.



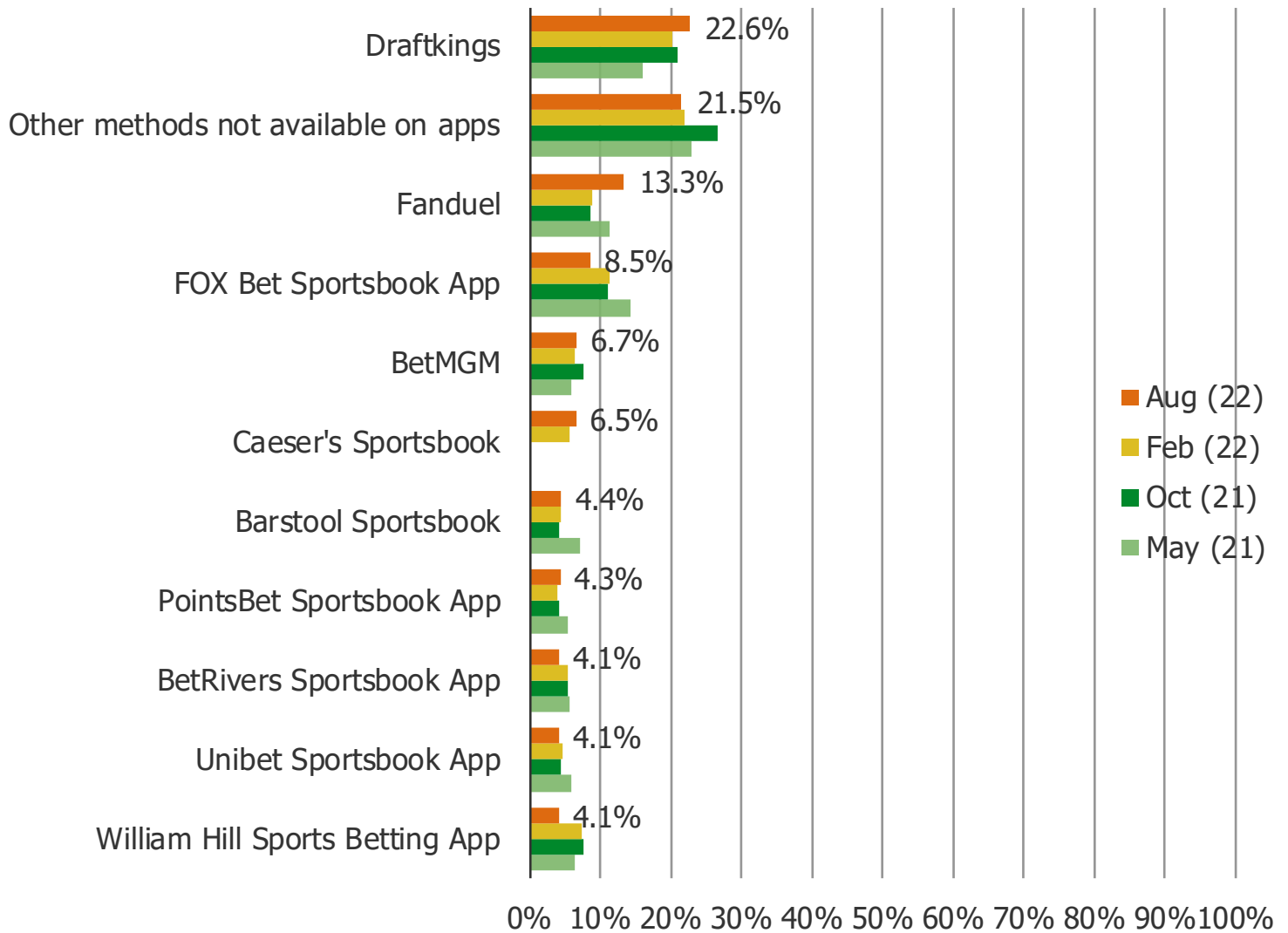
WHEN DID YOU START GAMBLING ON SPORTS?

Posed to all respondents who gamble on sports more often than never.



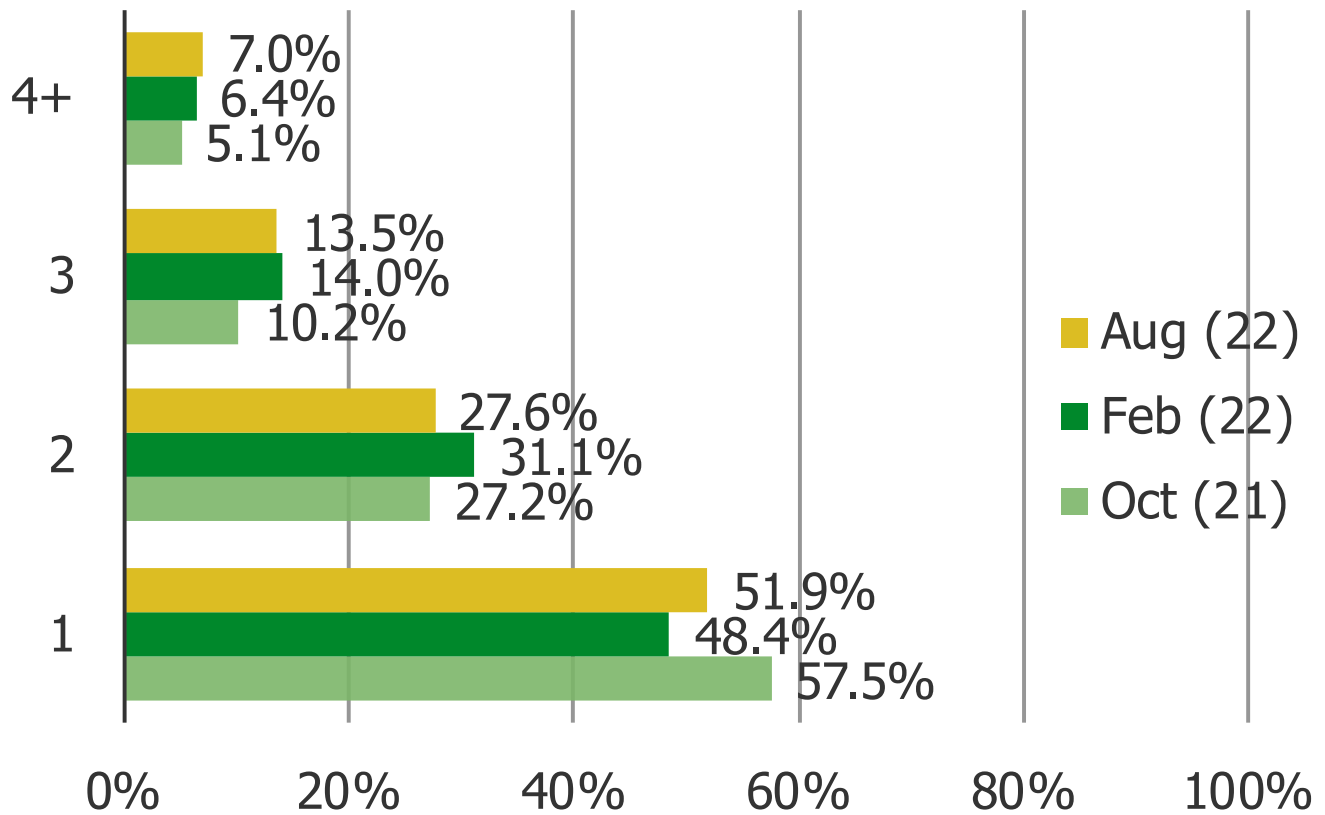
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

Posed to all respondents who gamble on sports more often than never.



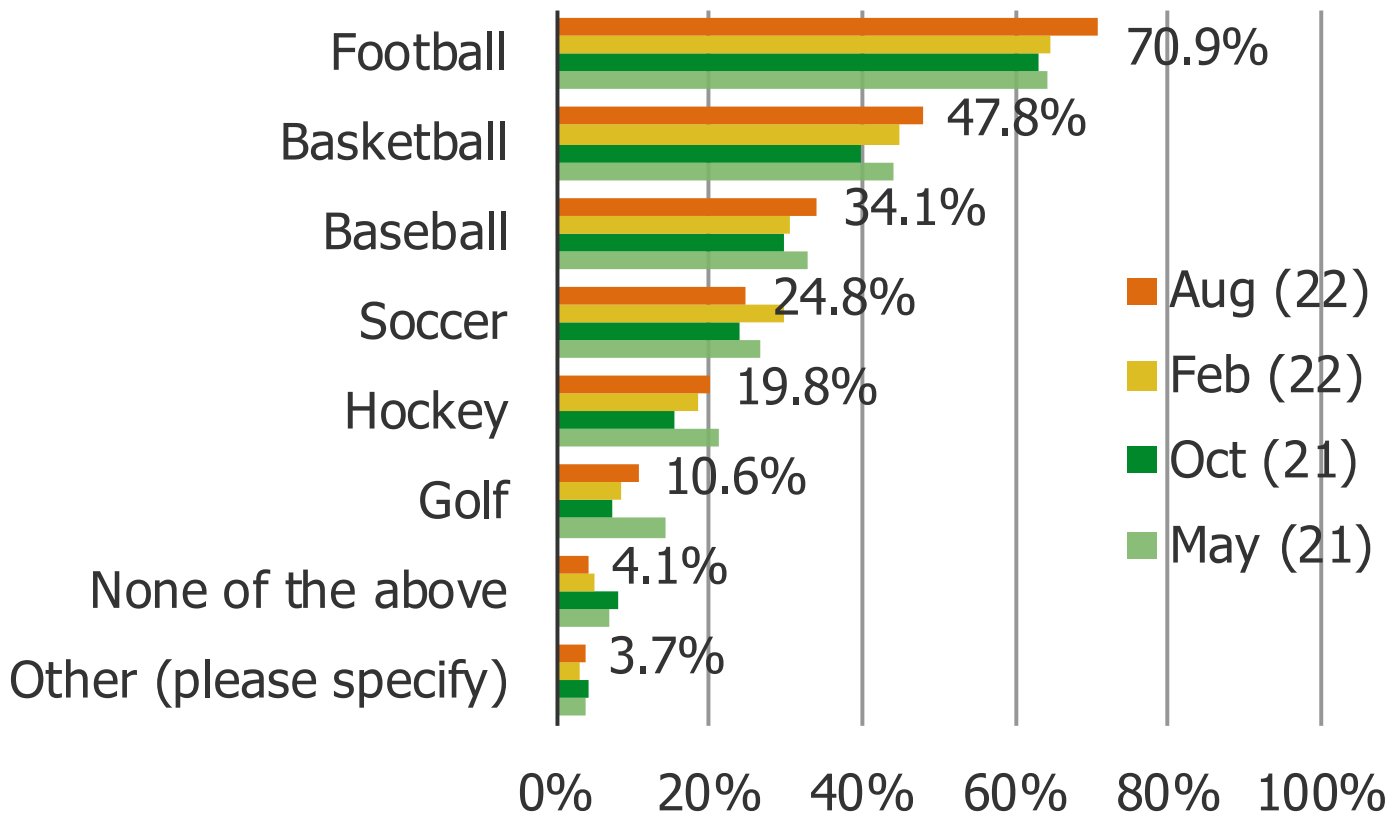
HOW MANY SPORTS GAMBLING APPS DO YOU USE?

Posed to all respondents who gamble on sports more often than never.



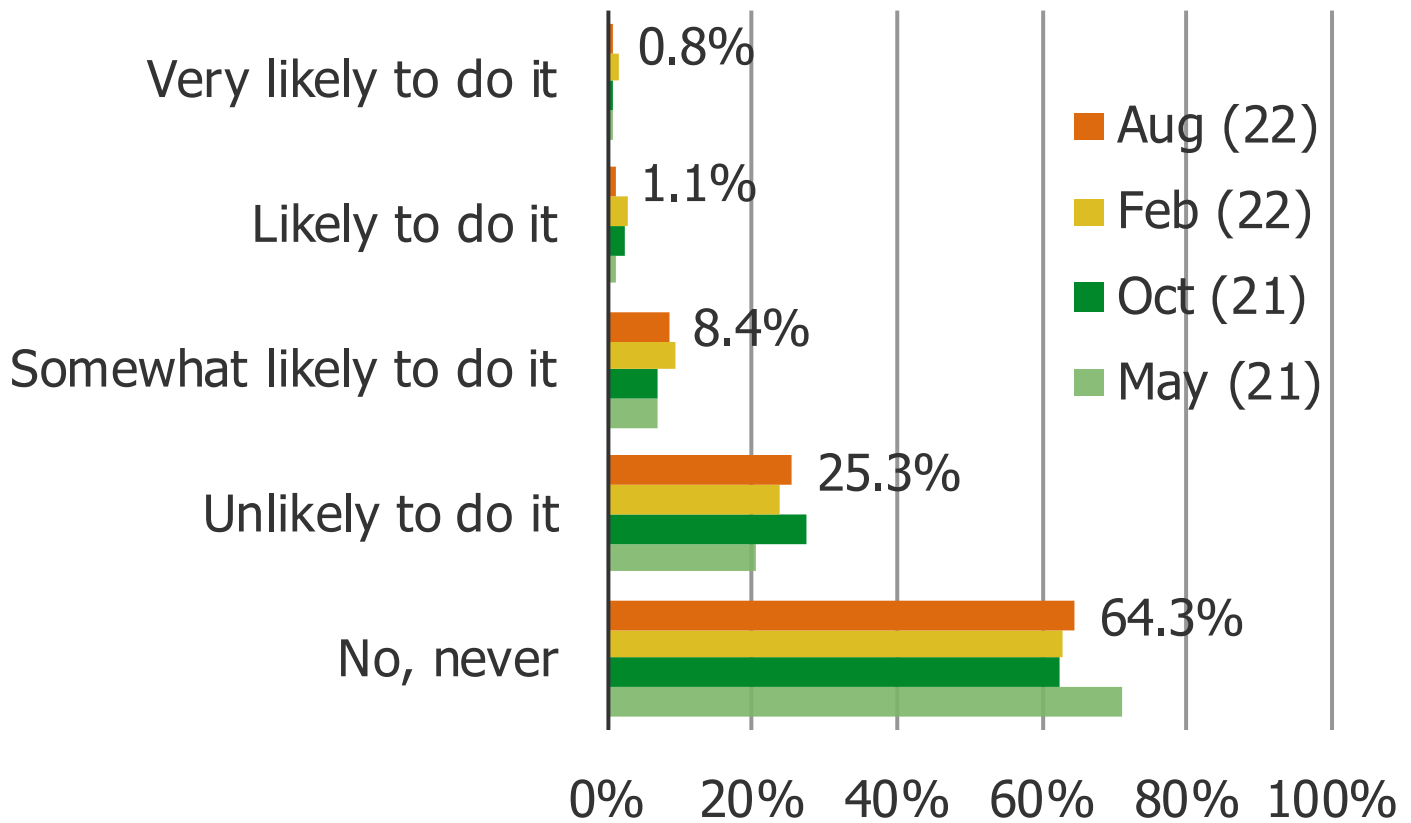
WHAT SPORTS DO YOU GAMBLE ON? (SELECT ALL THAT APPLY)

Posed to all respondents who gamble on sports more often than never.



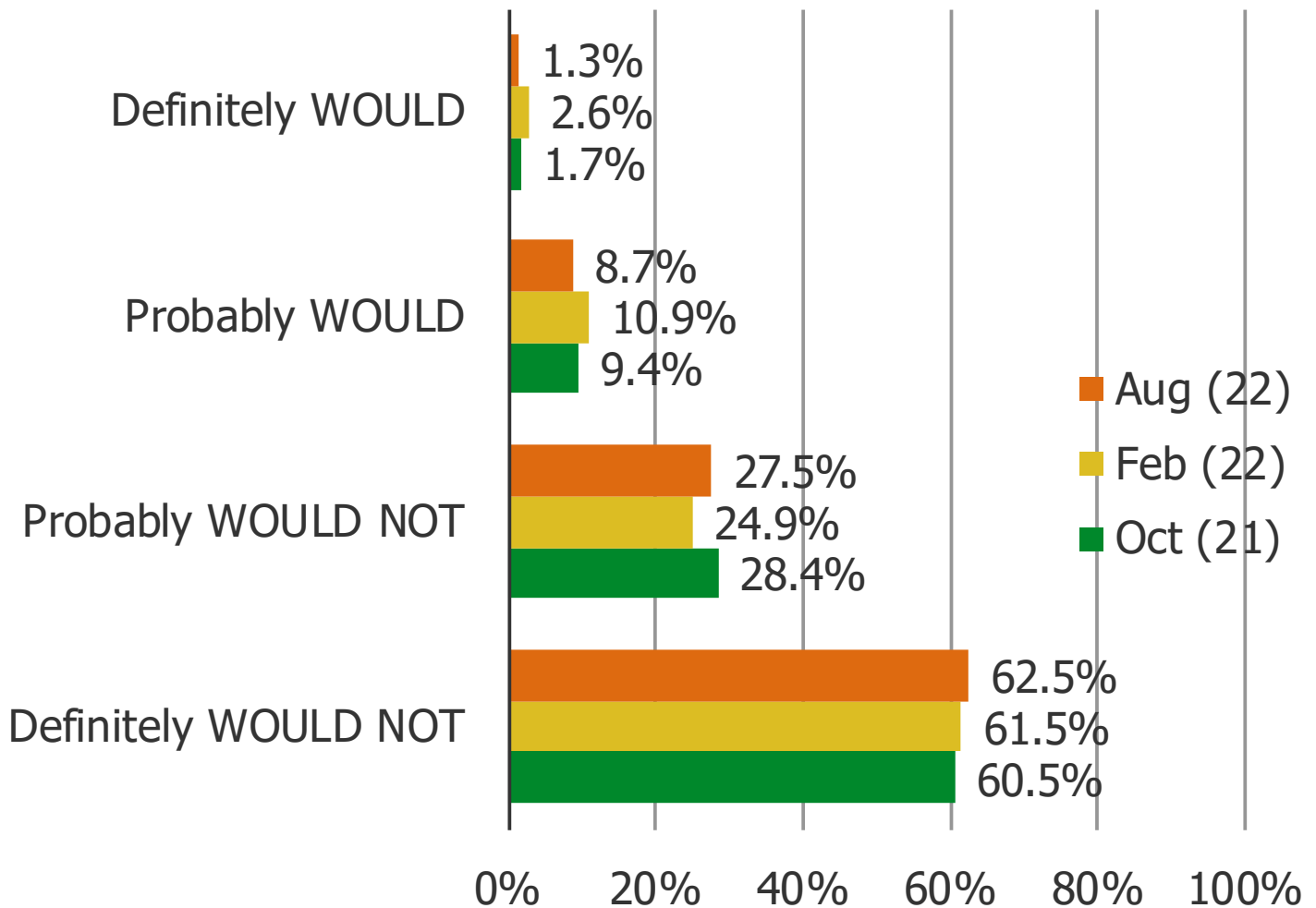
WOULD YOU CONSIDER GAMBLING ON SPORTS IN THE FUTURE?

Posed to all respondents who do not currently gamble on sports.



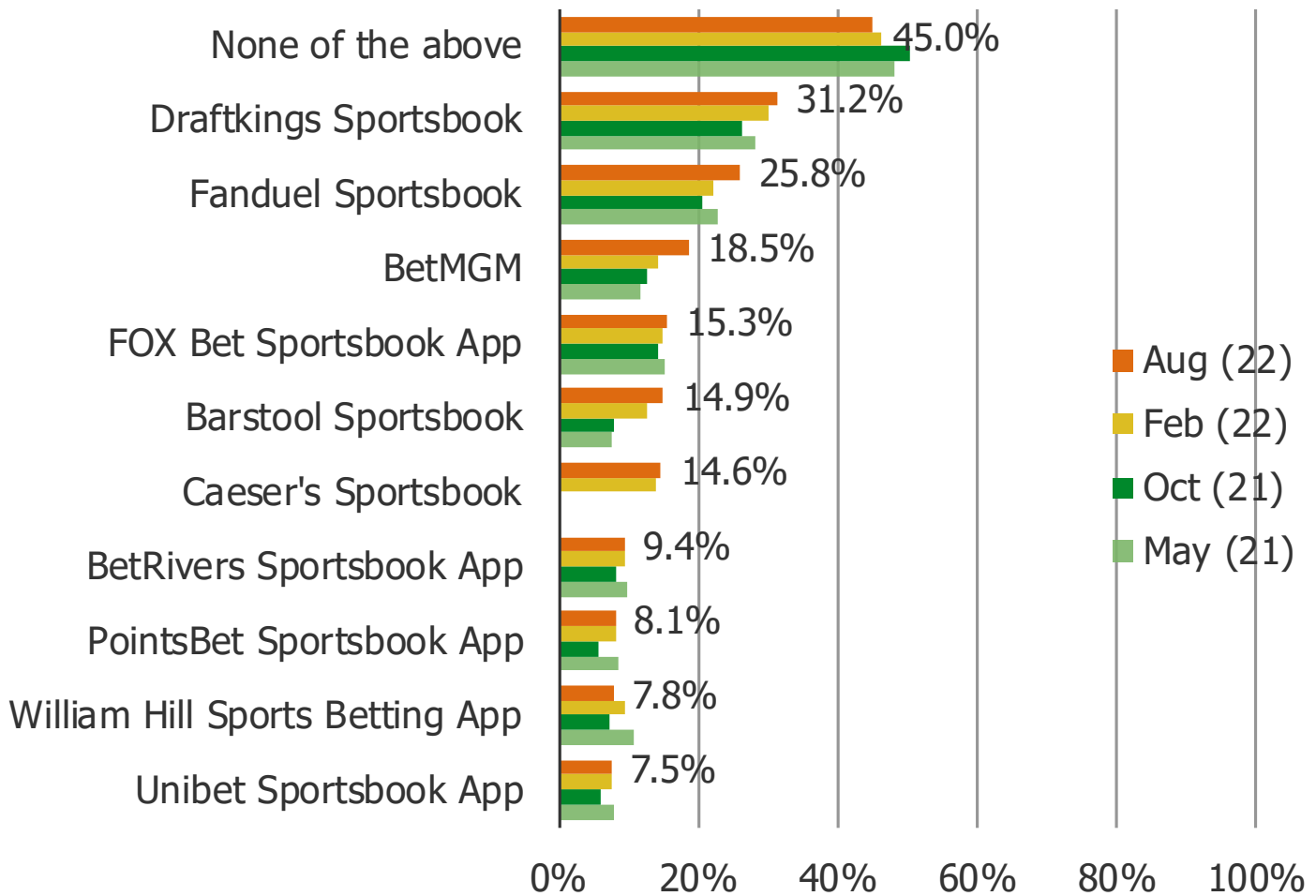
IF SPORTS GAMBLING BECAME LEGAL IN YOUR STATE, WOULD YOU BE INTERESTED IN GAMBLING ON SPORTS?

Posed to respondents who either said sports gambling is not legal in their state or they don't know if sports gambling is legal in their state.



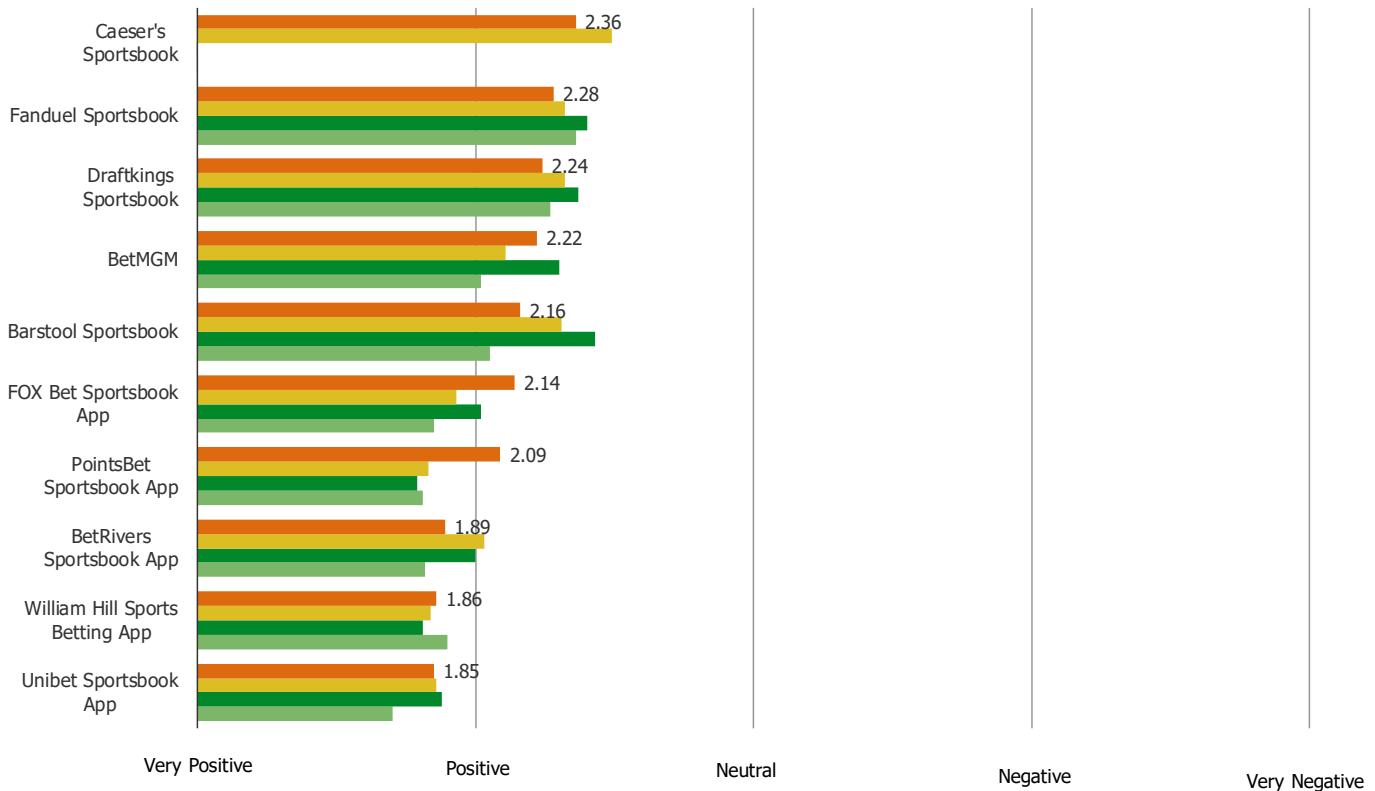
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING SITES/APPS?

Posed to all respondents.



WHAT IS YOUR OPINION OF THE FOLLOWING?

Posed to respondents who are familiar with each of the following..

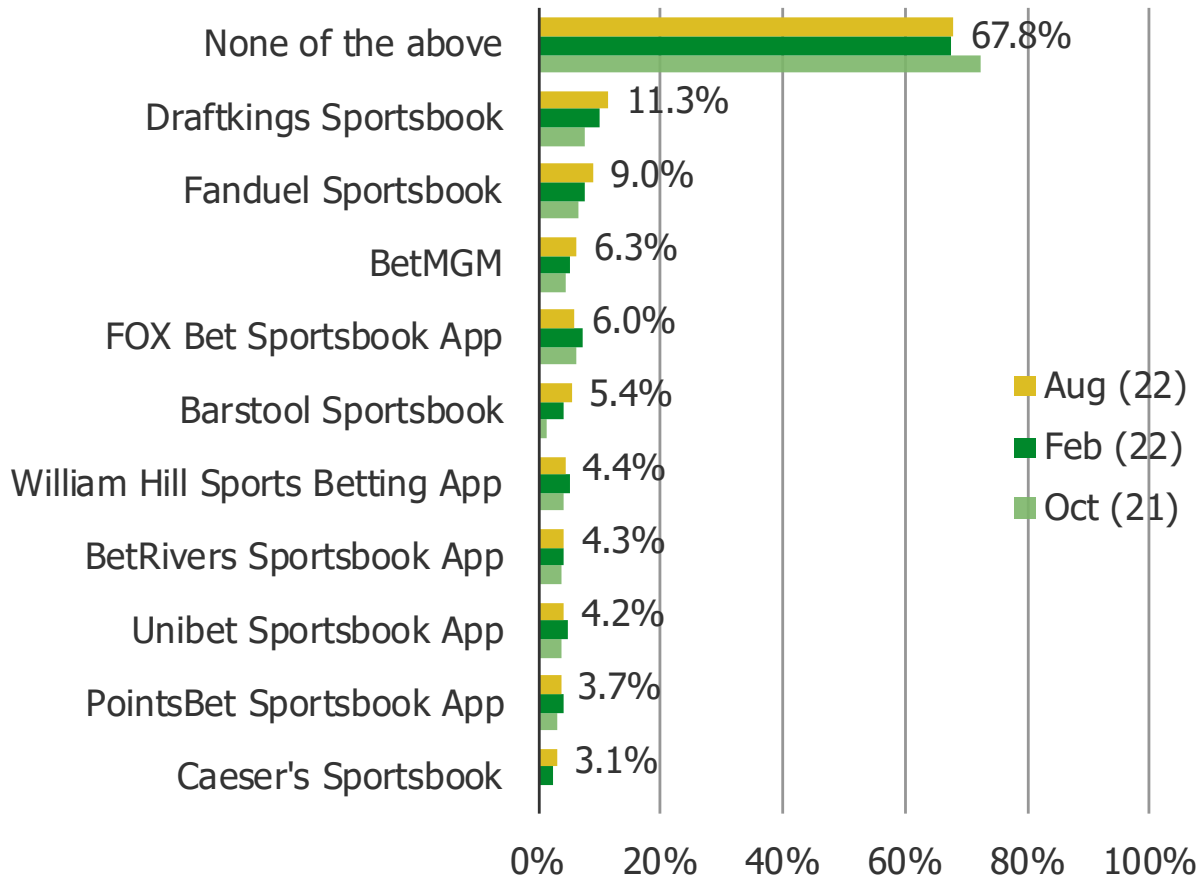


←
More Positive

	N=
Draftkings Sportsbook	390
Fanduel Sportsbook	323
BetMGM	231
William Hill Sports Betting App	97
FOX Bet Sportsbook App	192
PointsBet Sportsbook App	101
Unibet Sportsbook App	94
BetRivers Sportsbook App	118
Barstool Sportsbook	187
Caesar's Sportsbook	183

DO YOU HAVE ANY OF THE FOLLOWING DOWNLOADED ON YOUR PHONE?

Posed to all respondents.



Filtered Audience: Has Downloaded On Phone	Also Has Downloaded on Phone...										N =
	Draftkings Sportsbook	Fanduel Sportsbook	BetMGM	William Hill Sports Betting	FOX Bet Sportsbook App	PointsBet Sportsbook App	Unibet Sportsbook App	BetRivers Sportsbook App	Barstool Sportsbook	Caeser's Sportsbook	
Draftkings Sportsbook		27.07%	18.78%	9.67%	13.26%	8.84%	10.22%	9.39%	11.88%	7.46%	362
Fanduel Sportsbook	33.56%		18.84%	13.01%	15.41%	14.73%	12.67%	14.38%	13.36%	8.90%	292
BetMGM	33.66%	27.23%		16.83%	23.76%	14.85%	19.31%	16.83%	13.86%	11.39%	202
William Hill Sports Betting App	20.35%	22.09%	19.77%		23.84%	19.77%	22.09%	19.19%	19.19%	8.72%	172
FOX Bet Sportsbook App	19.51%	18.29%	19.51%	16.67%		13.82%	15.45%	15.45%	11.38%	7.32%	246
PointsBet Sportsbook App	23.19%	31.16%	21.74%	24.64%	24.64%		23.19%	21.01%	18.84%	7.25%	138
Unibet Sportsbook App	23.27%	23.27%	24.53%	23.90%	23.90%	20.13%		25.79%	16.98%	8.81%	159
BetRivers Sportsbook App	22.08%	27.27%	22.08%	21.43%	24.68%	18.83%	26.62%		12.34%	7.79%	154
Barstool Sportsbook	31.85%	28.89%	20.74%	24.44%	20.74%	19.26%	20.00%	14.07%		12.59%	135
Caeser's Sportsbook	38.57%	37.14%	32.86%	21.43%	25.71%	14.29%	20.00%	17.14%	24.29%		70

HAVE YOU EVER PLACED A BET ON ANY OF THE FOLLOWING APPS? (SELECT ALL THAT APPLY)

Posed to all respondents.

