

BESPOKE SURVEYS

Gambling, Vol 12

1250+ Respondents Per Quarter

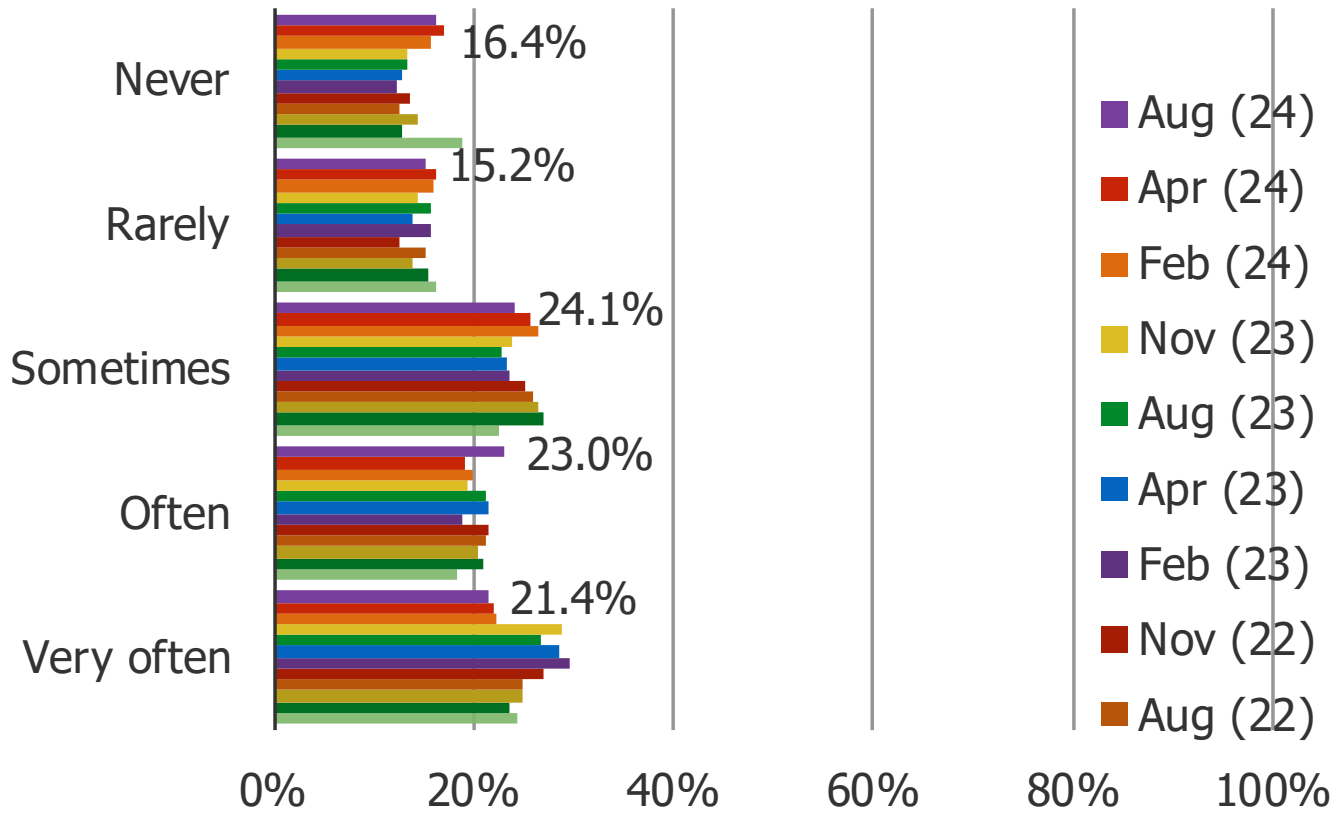
August 2024

Gambling

GAMBLING

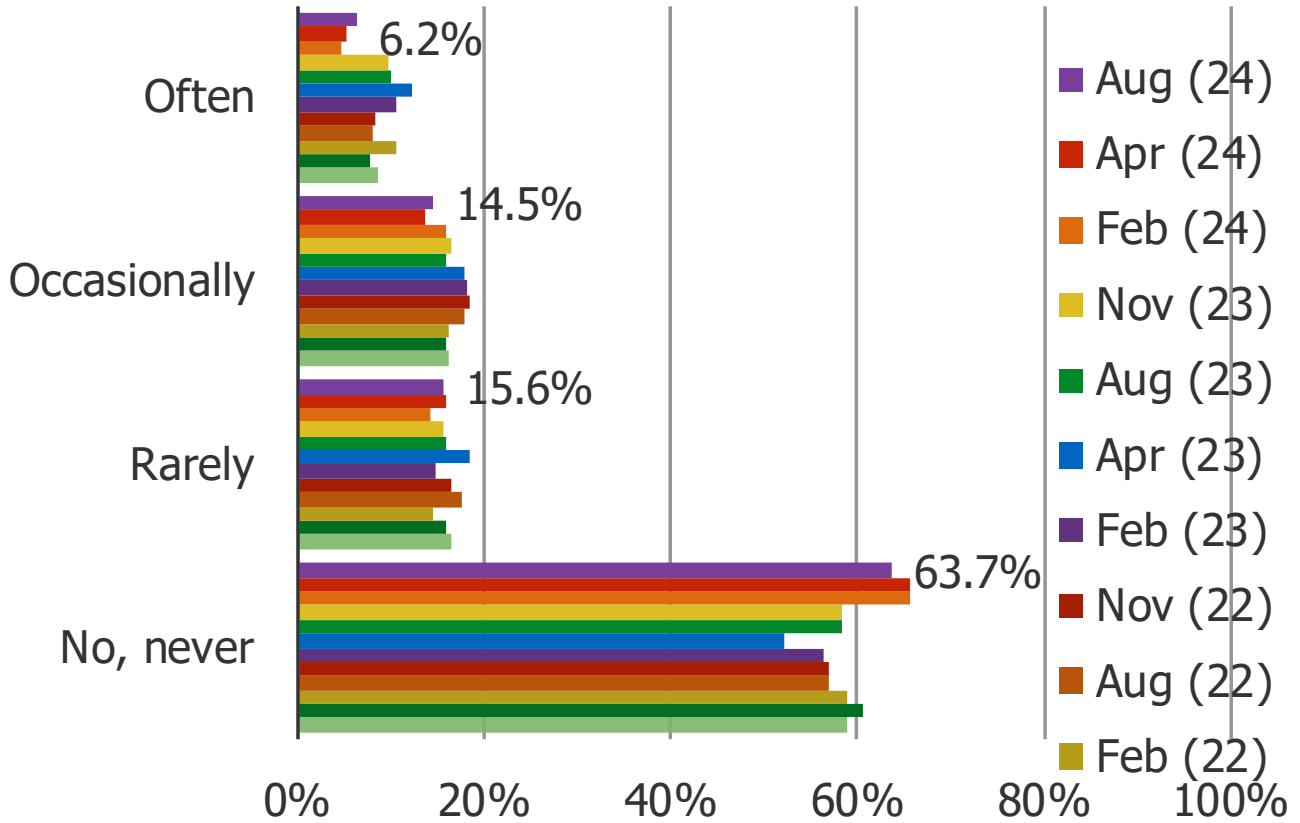
HOW OFTEN DO YOU WATCH SPORTS?

Posed to all respondents.



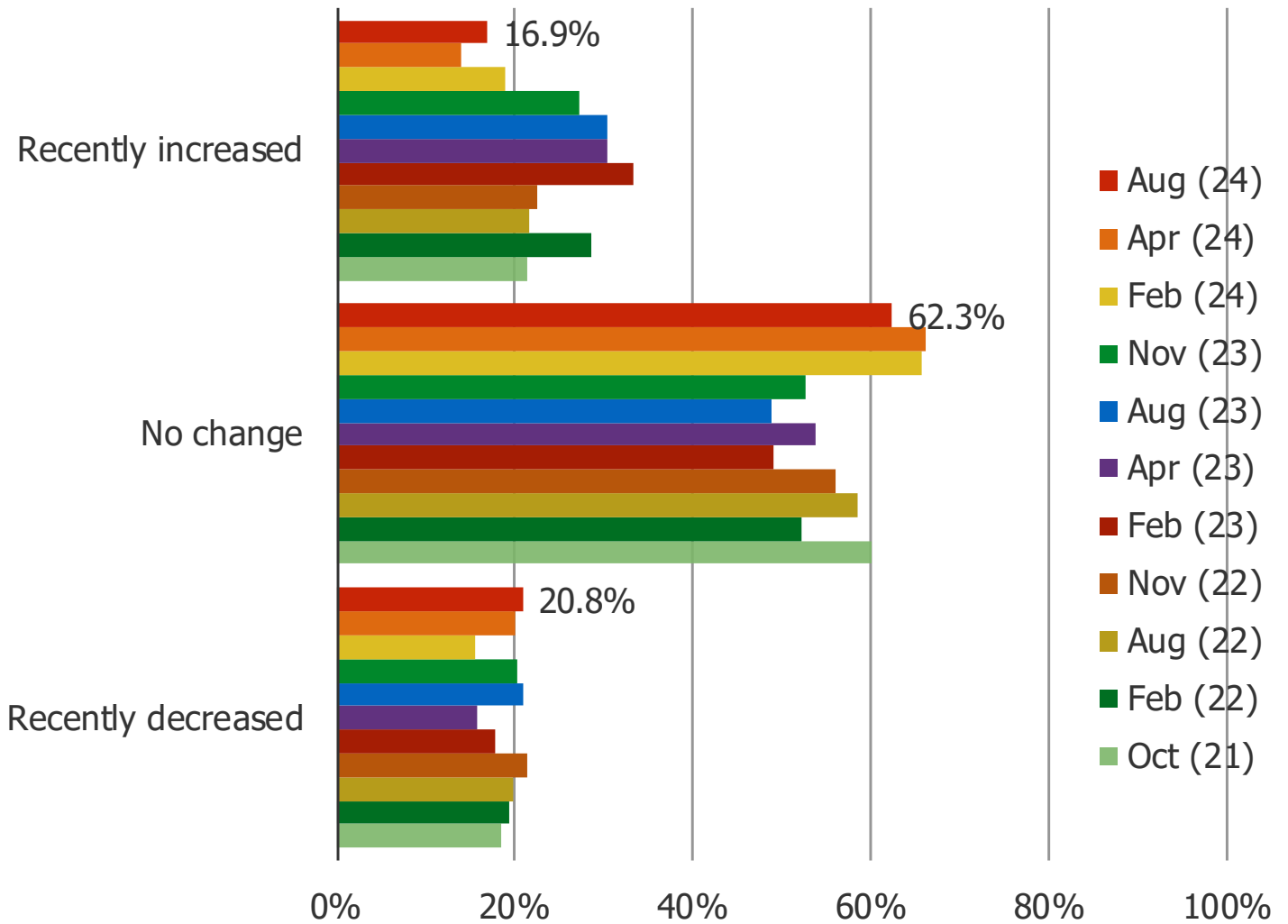
DO YOU EVER GAMBLE ON SPORTS?

Posed to all respondents.



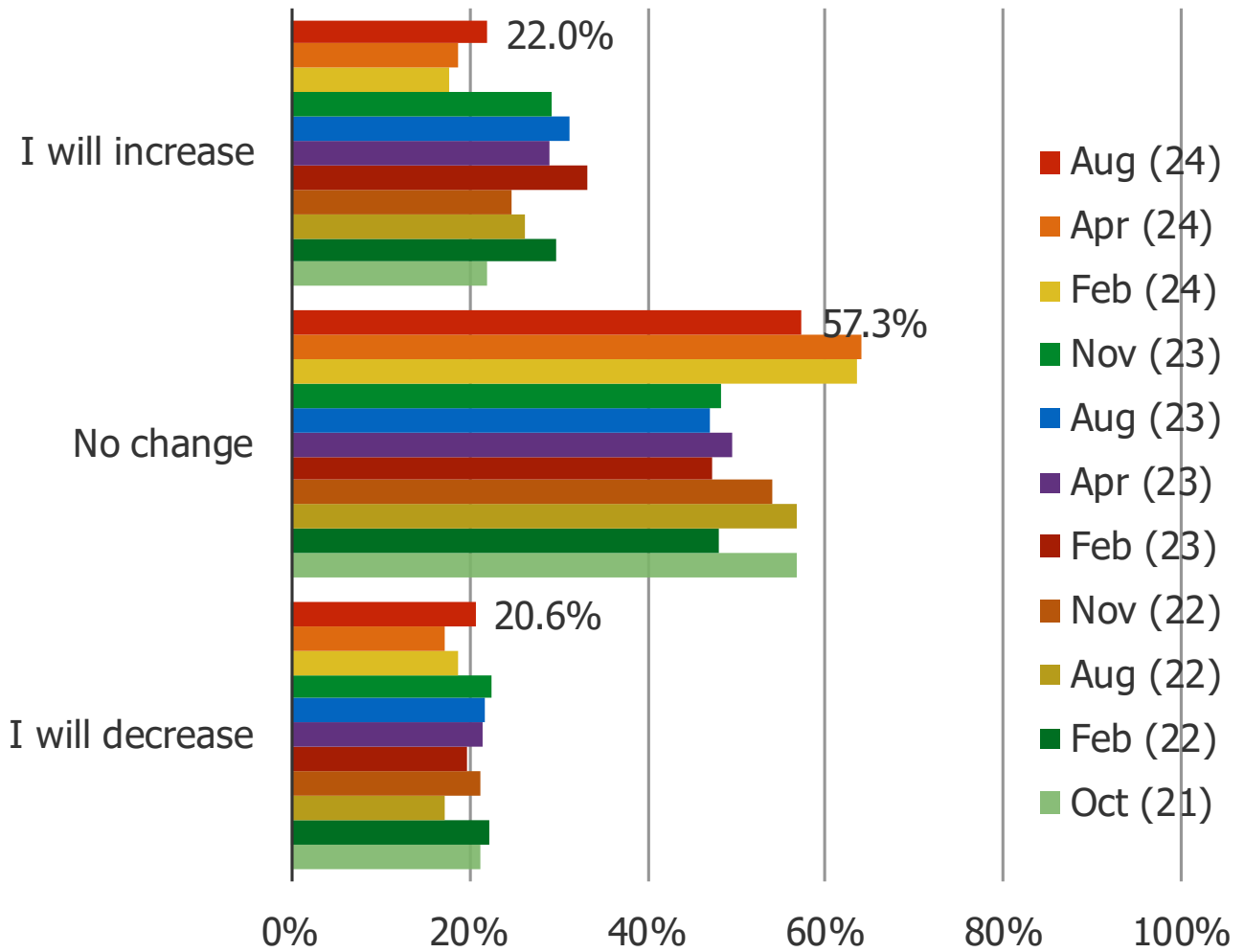
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU GAMBLE ON SPORTS?

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



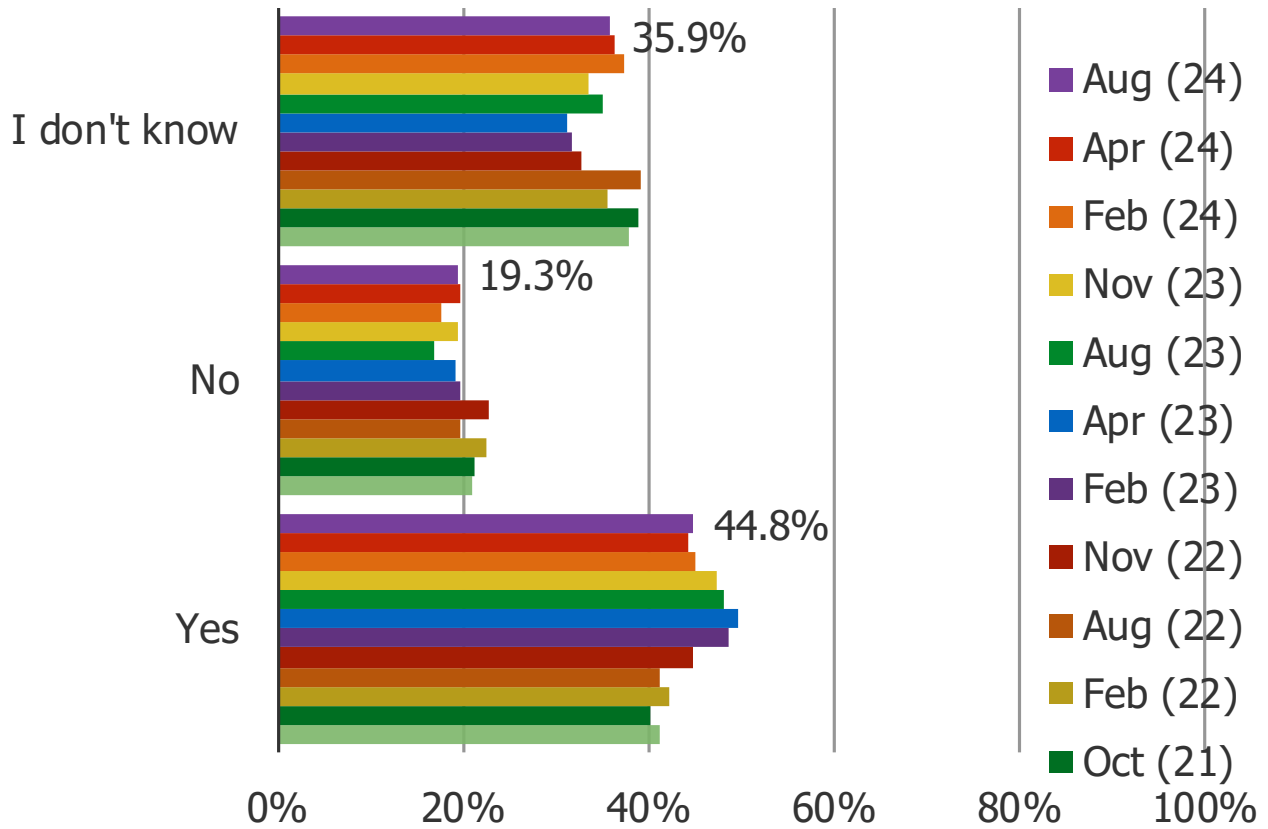
GOING FORWARD, DO YOU EXPECT THAT YOU WILL INCREASE OR DECREASE HOW OFTEN YOU GAMBLE ON SPORTS?

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



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

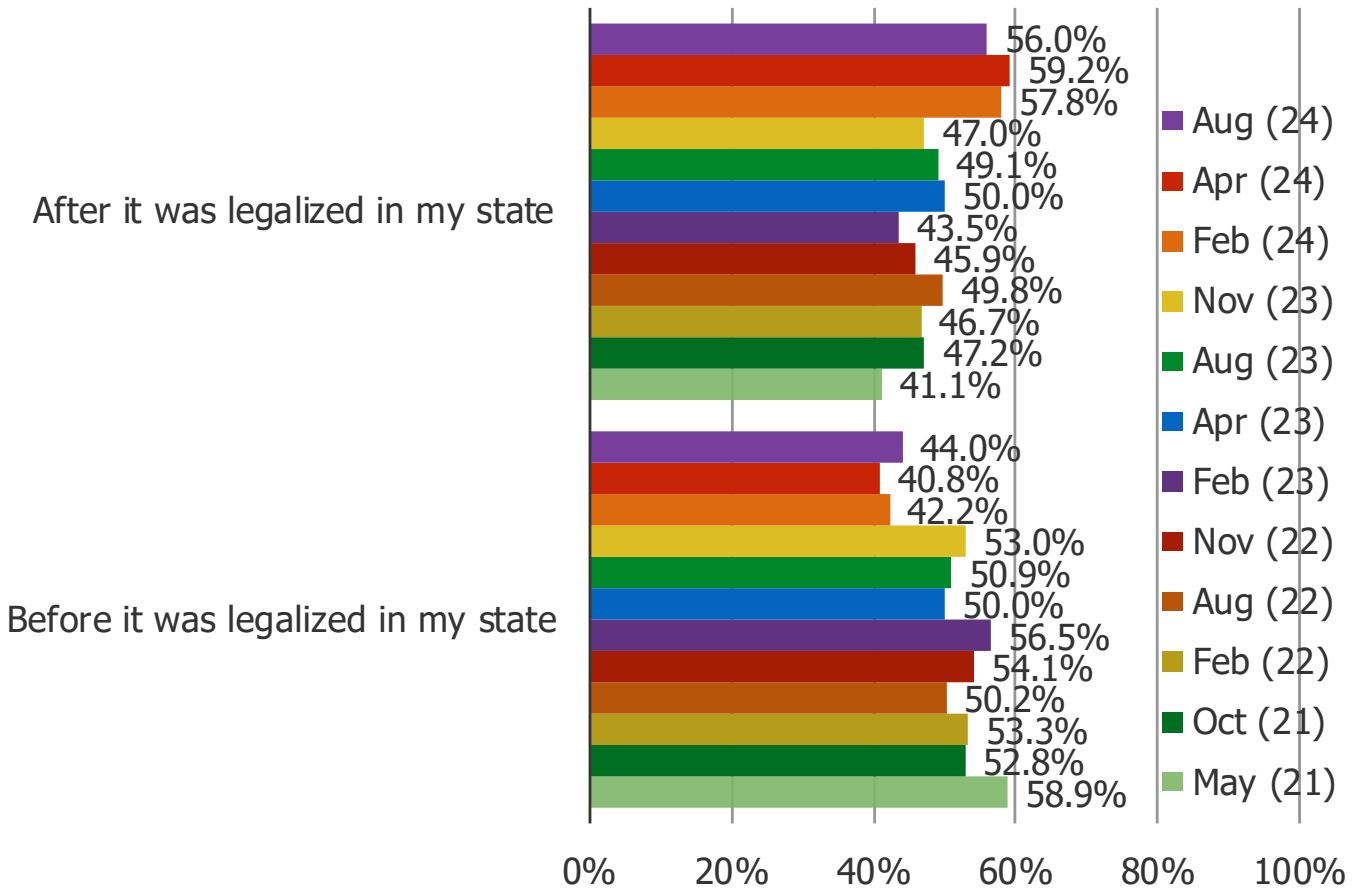
Posed to all respondents.



Gambling

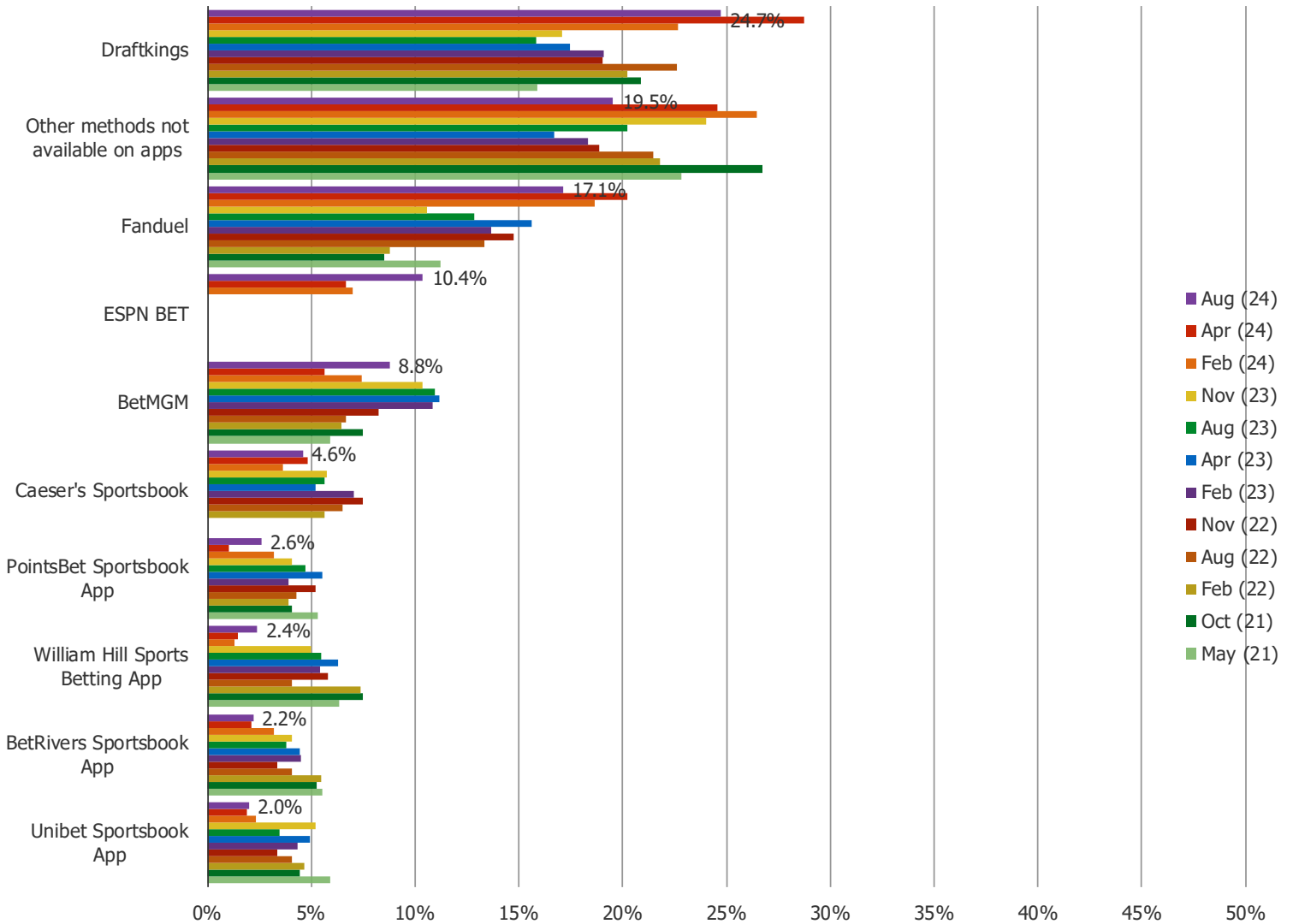
WHEN DID YOU START GAMBLING ON SPORTS?

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



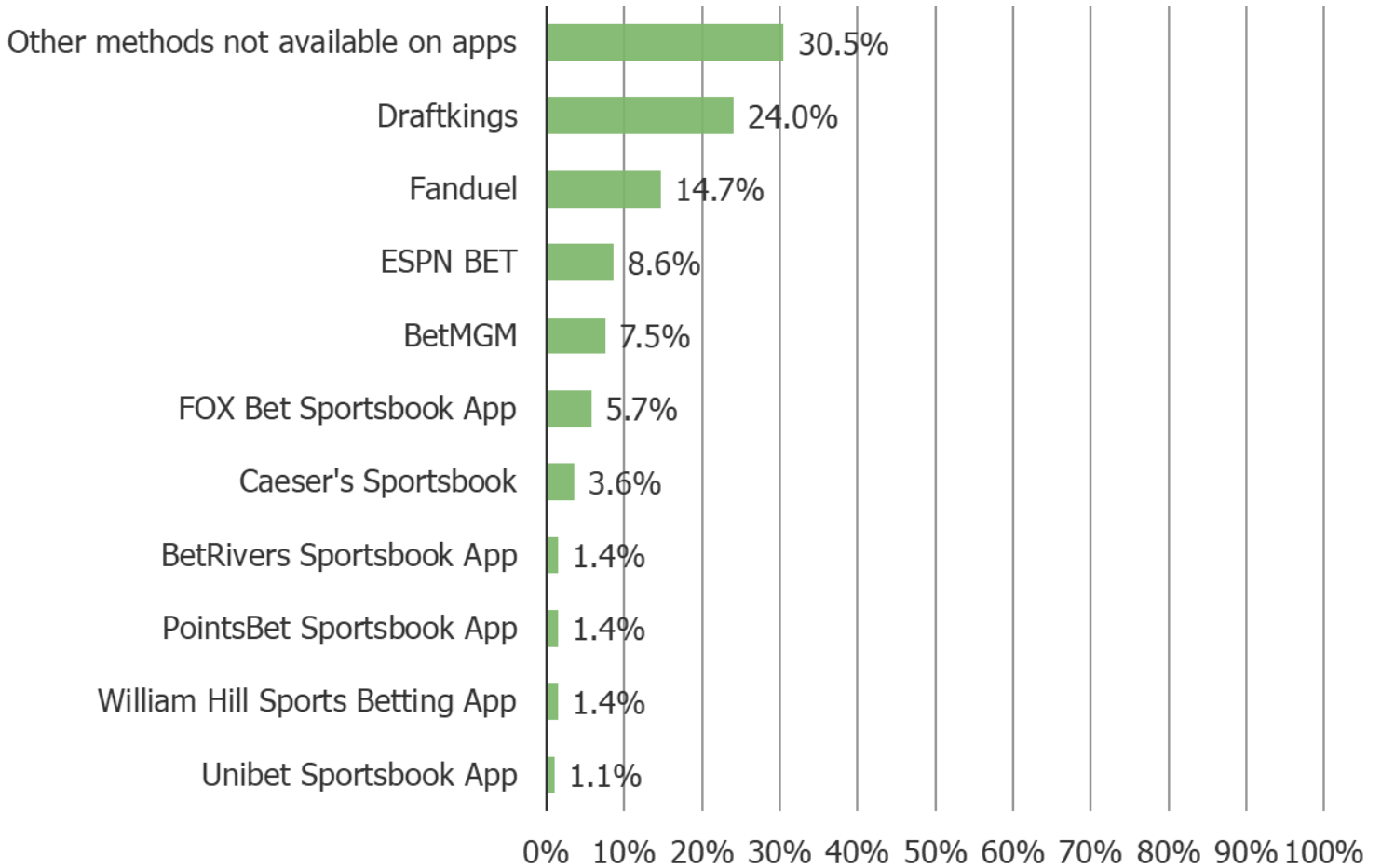
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

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



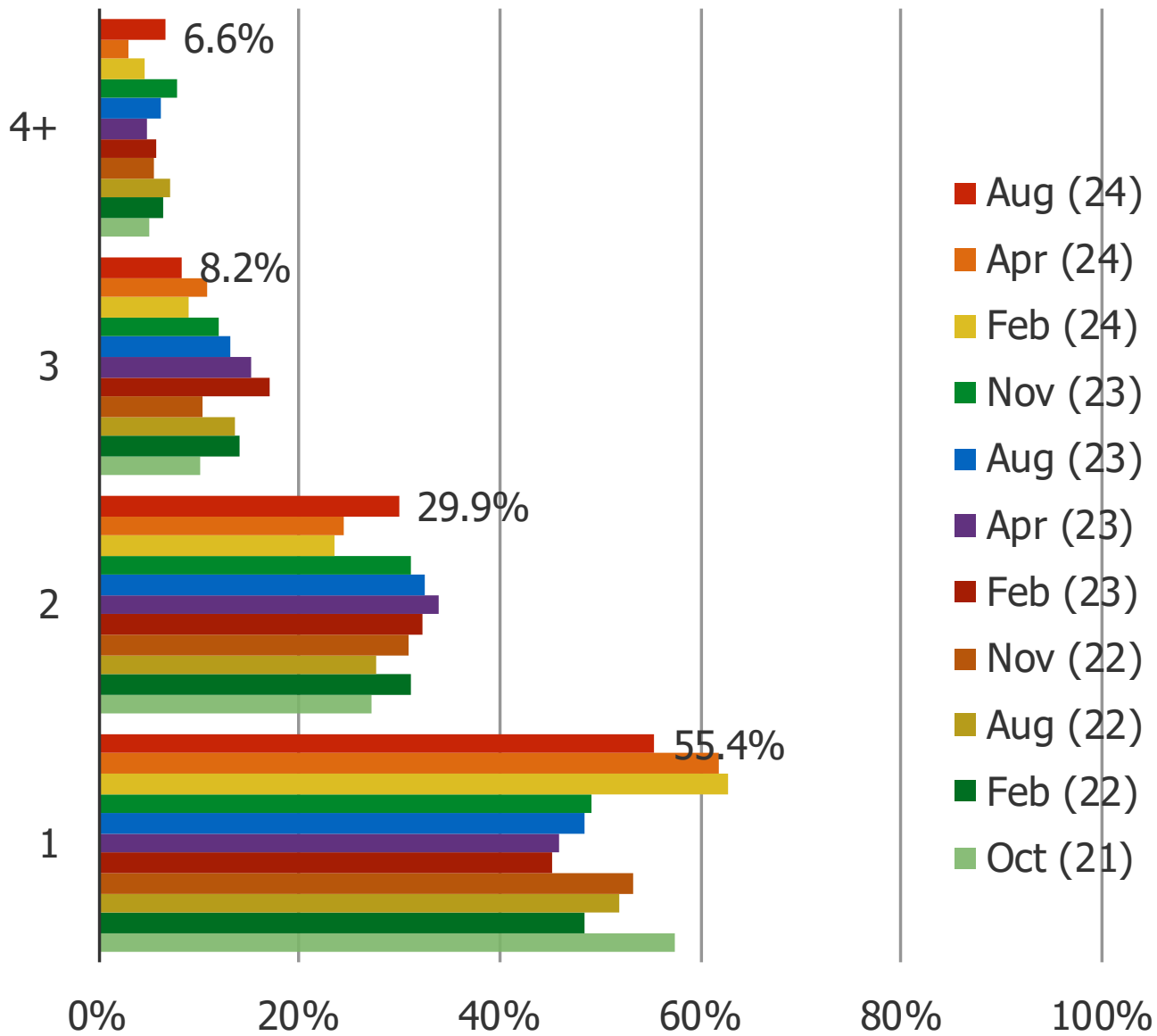
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

Posed to all respondents who gamble on sports more often than never and only use one app to gamble on sports.



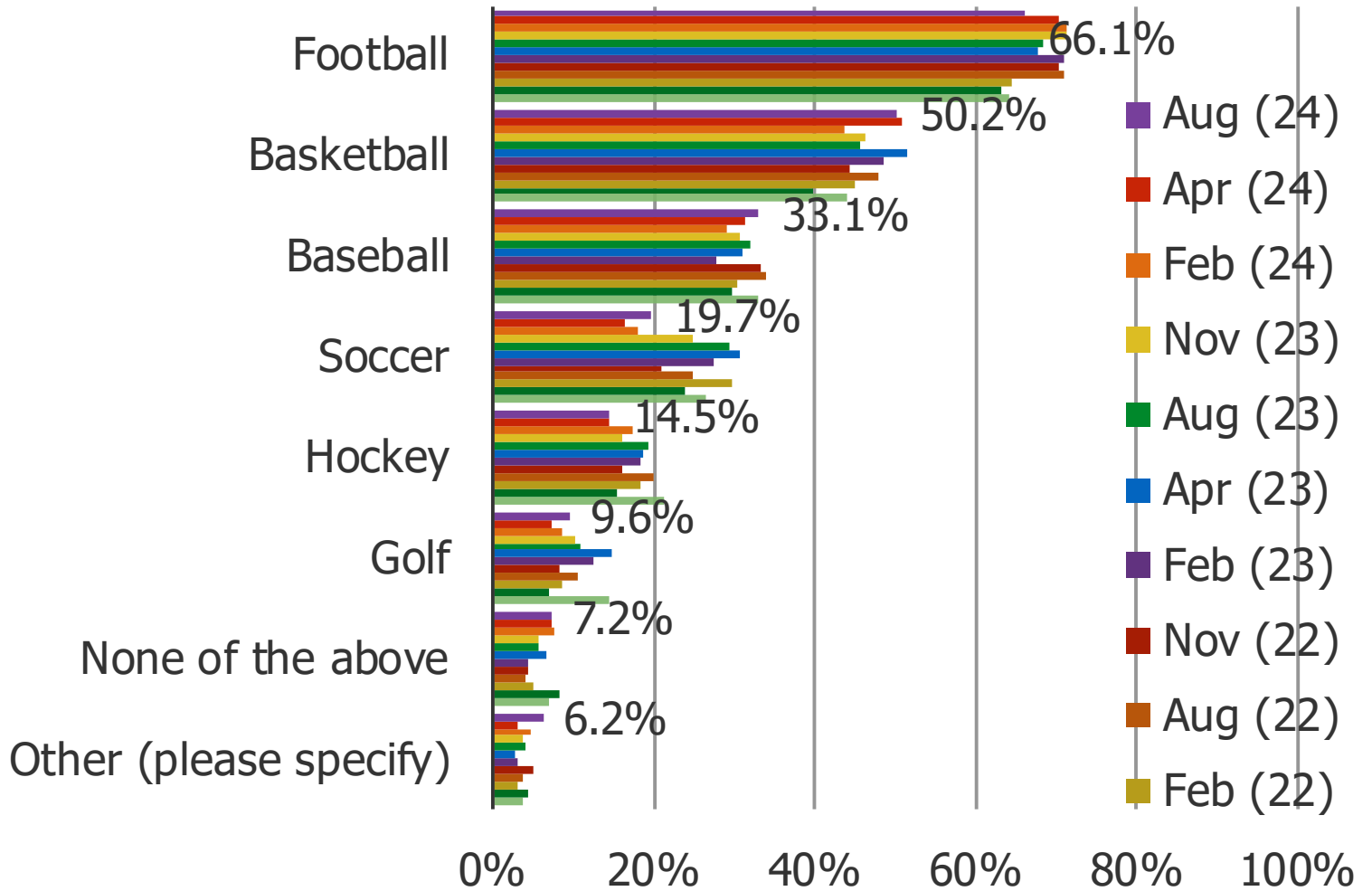
HOW MANY SPORTS GAMBLING APPS DO YOU USE?

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



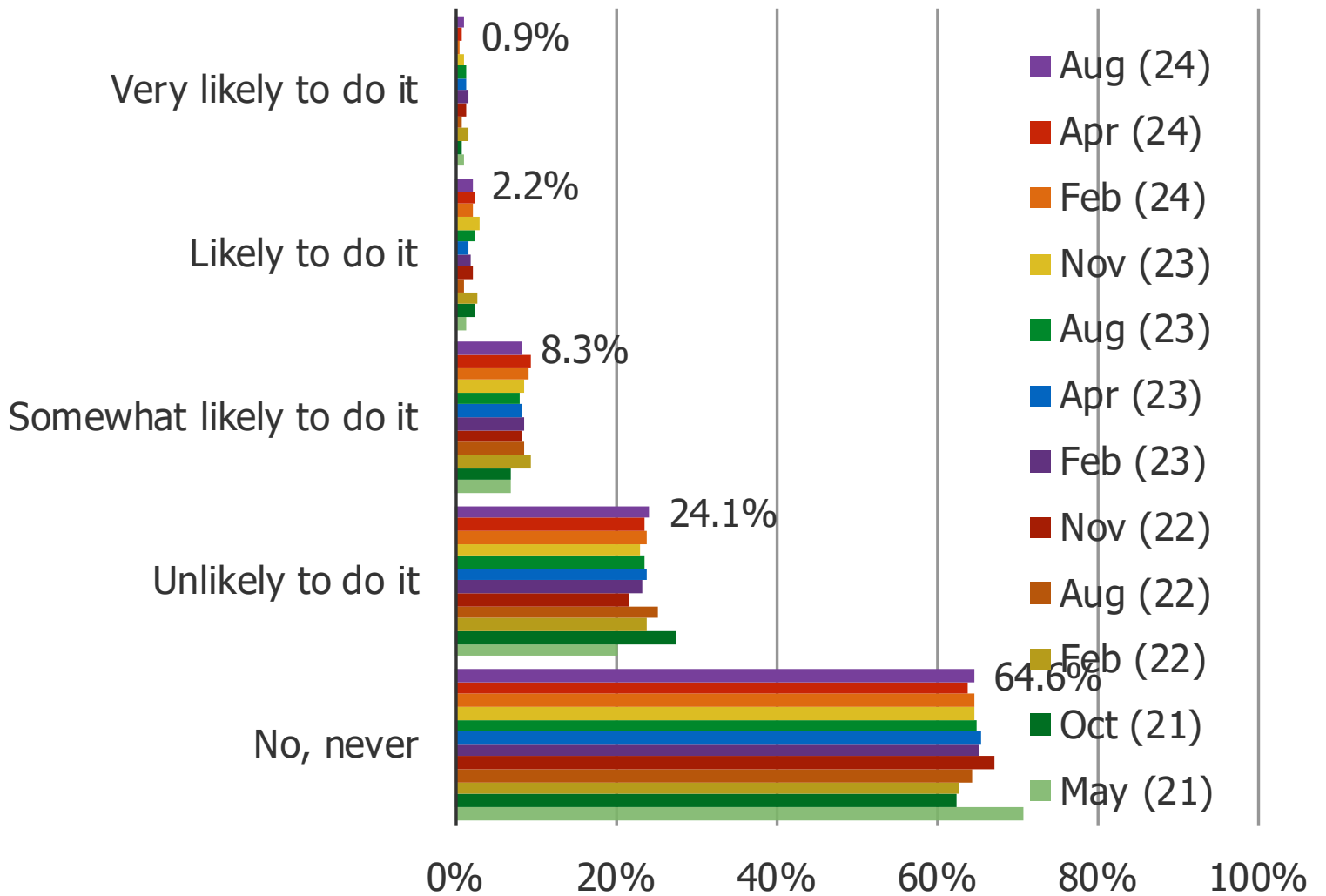
WHAT SPORTS DO YOU GAMBLE ON? (SELECT ALL THAT APPLY)

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



WOULD YOU CONSIDER GAMBLING ON SPORTS IN THE FUTURE?

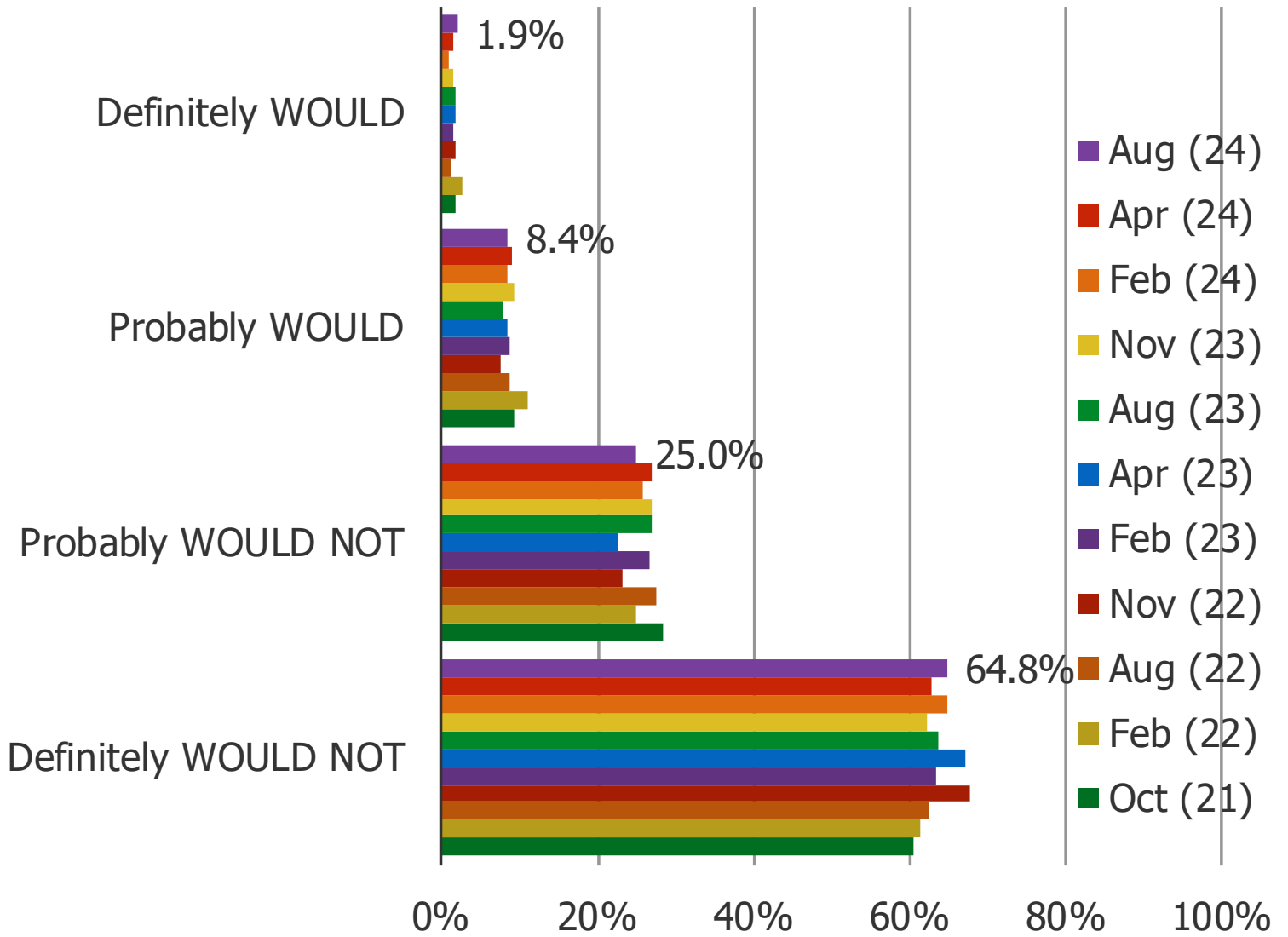
Posed to all respondents who do not currently gamble on sports.



Gambling

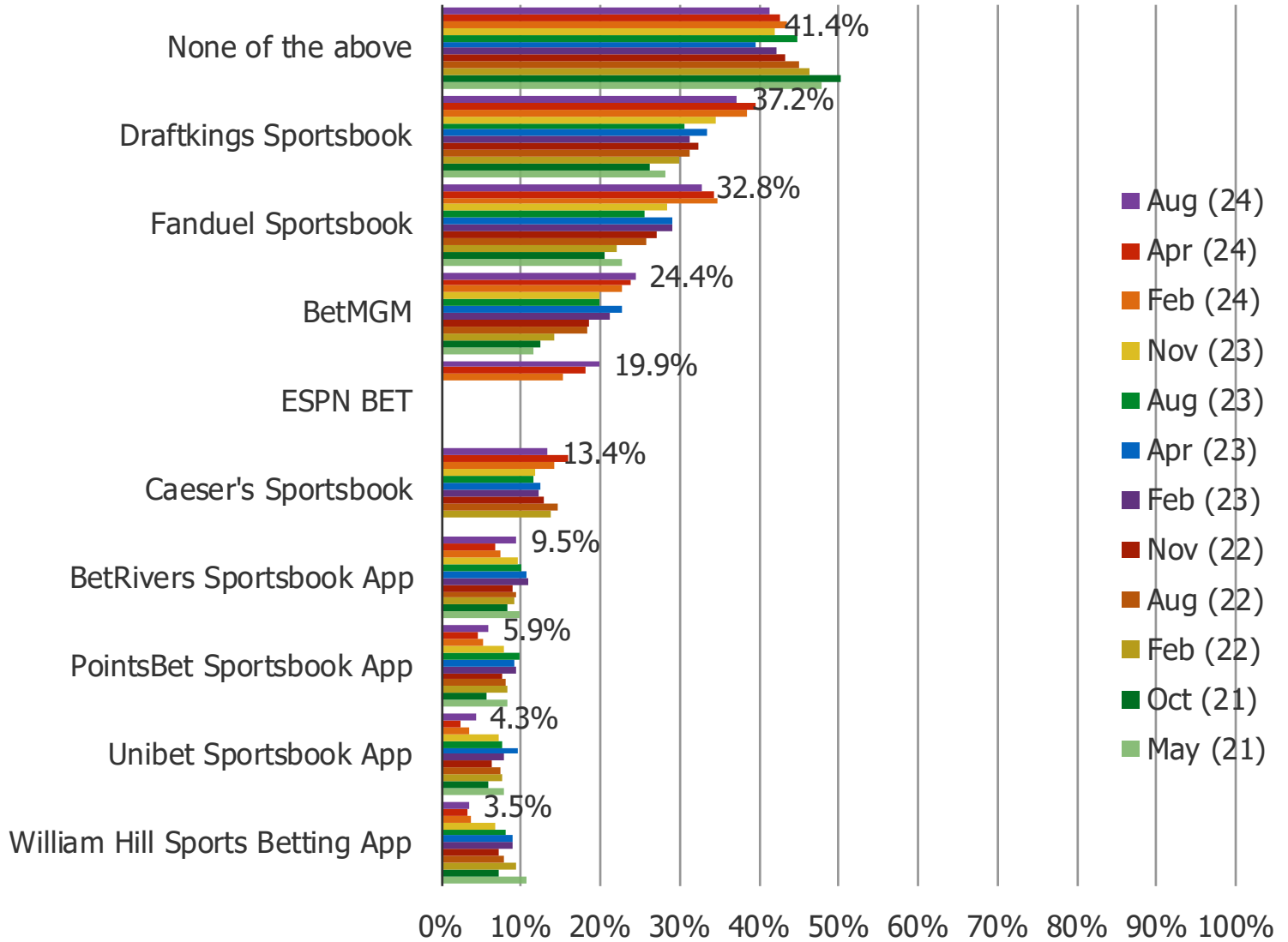
IF SPORTS GAMBLING BECAME LEGAL IN YOUR STATE, WOULD YOU BE INTERESTED IN GAMBLING ON SPORTS?

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.



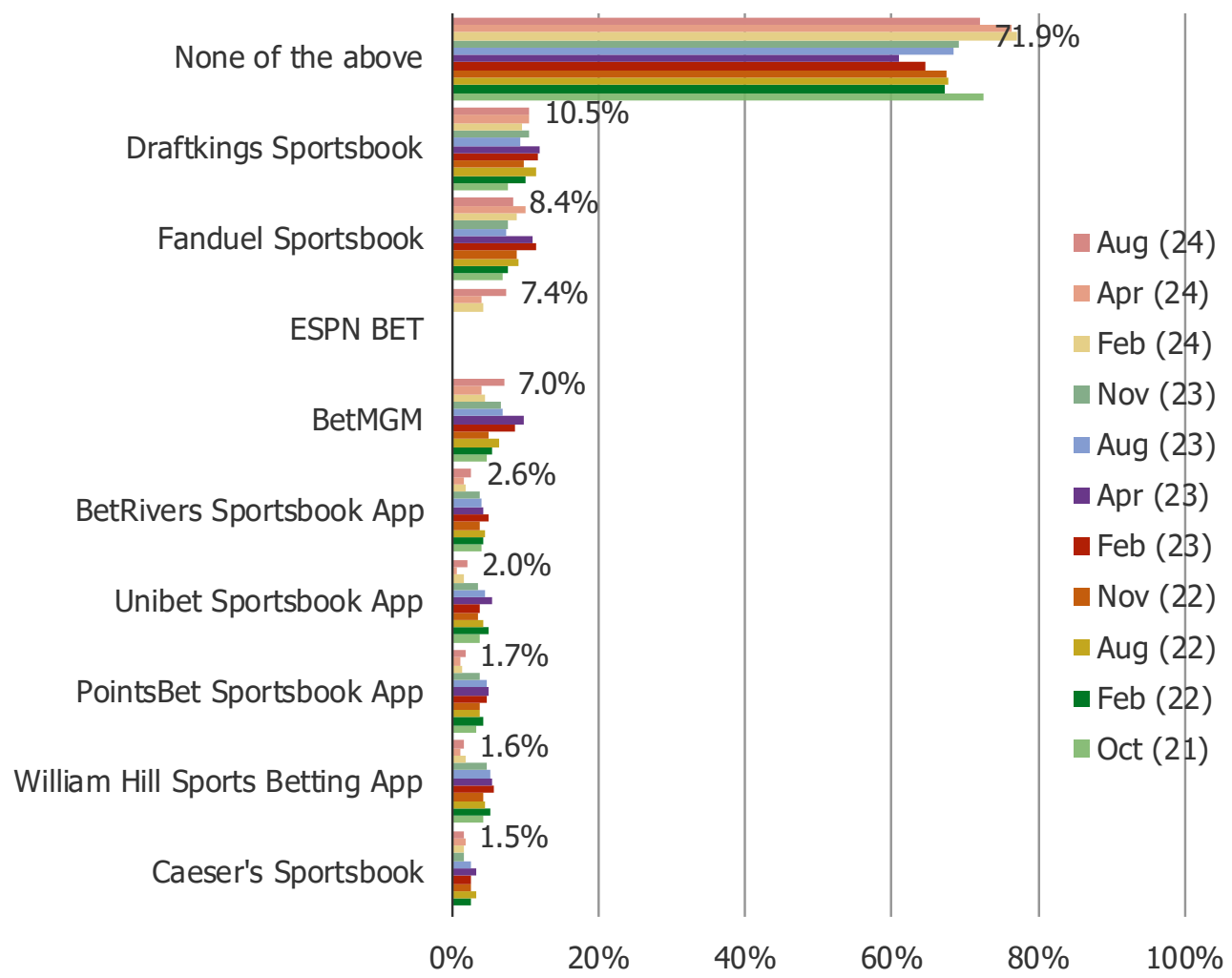
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING SITES/APPS?

Posed to all respondents.



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

Posed to all respondents.



Cross-over between downloaded apps...

Also uses...

Has Downloaded	Draftkings Sportsbook	Fanduel Sportsbook	BetMGM	William Hill Sports Betting App	PointsBet Sportsbook App	Unibet Sportsbook App	BetRivers Sportsbook App	ESPN BET	Caesar's Sportsbook	N=
Draftkings Sportsbook		33.8%	24.8%	2.8%	4.8%	4.8%	8.3%	15.9%	7.6%	145
Fanduel Sportsbook	42.2%		19.8%	5.2%	6.9%	6.0%	11.2%	21.6%	8.6%	116
BetMGM	37.1%	23.7%		6.2%	9.3%	9.3%	12.4%	30.9%	11.3%	97
William Hill Sports Betting App	18.2%	27.3%	27.8%		13.6%	22.7%	13.6%	22.7%	9.1%	22
PointsBet Sportsbook App	30.4%	34.8%	39.1%	13.0%		34.8%	34.8%	26.1%	17.4%	23
Unibet Sportsbook App	25.9%	25.9%	33.3%	18.5%	29.6%		25.9%	33.3%	11.1%	27
BetRivers Sportsbook App	33.3%	36.1%	33.3%	8.3%	22.2%	19.4%		38.9%	19.4%	36
ESPN BET	22.6%	24.5%	29.4%	4.9%	5.9%	8.8%	13.7%		9.8%	102
Caesar's Sportsbook	52.4%	47.6%	52.4%	9.5%	19.1%	14.3%	33.3%	47.6%		21

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

Posed to all respondents.

