

BESPOKE SURVEYS

## Gambling, Vol 14

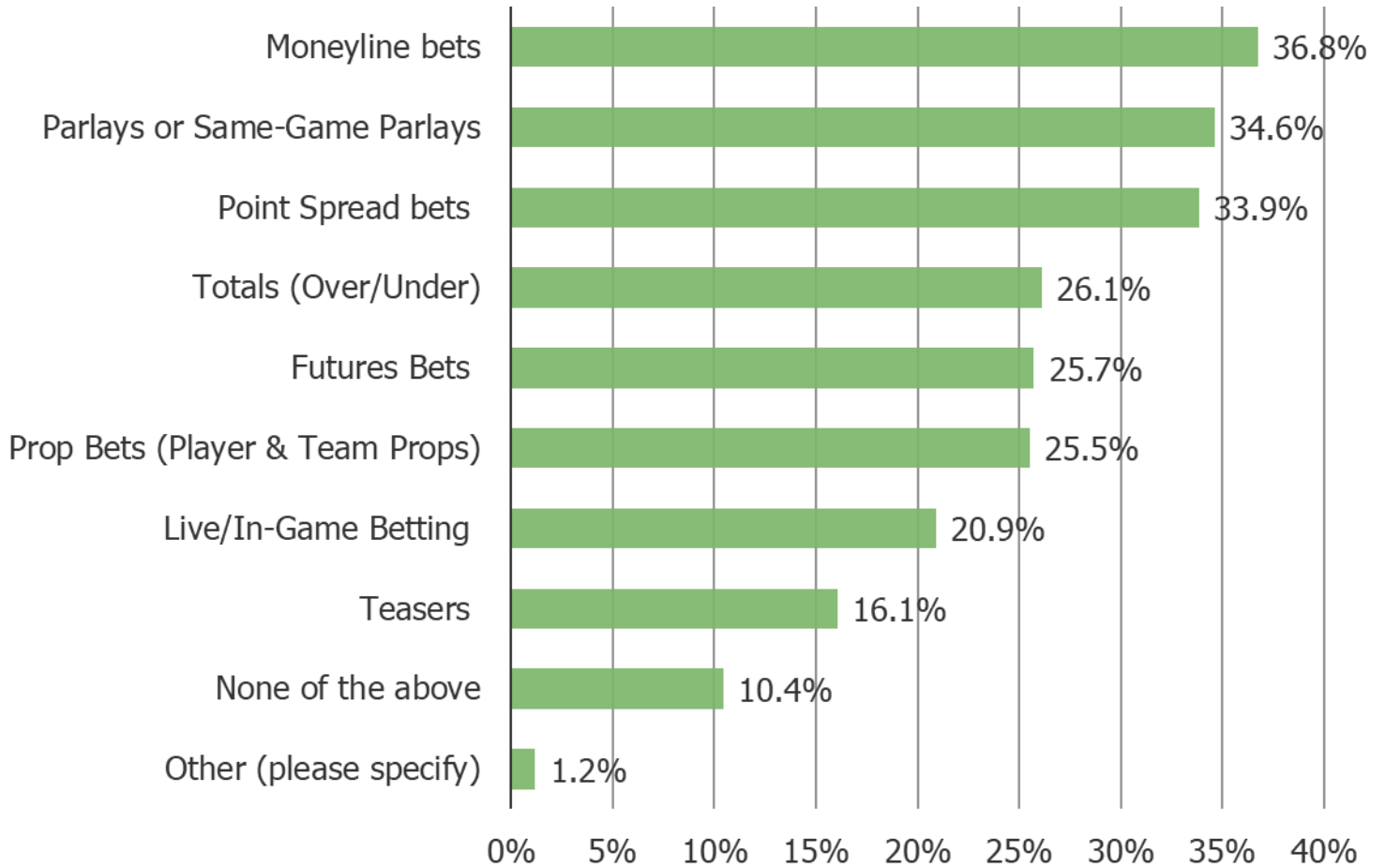
1250+ Respondents Per Quarter

# Gambling

## NEW QUESTIONS

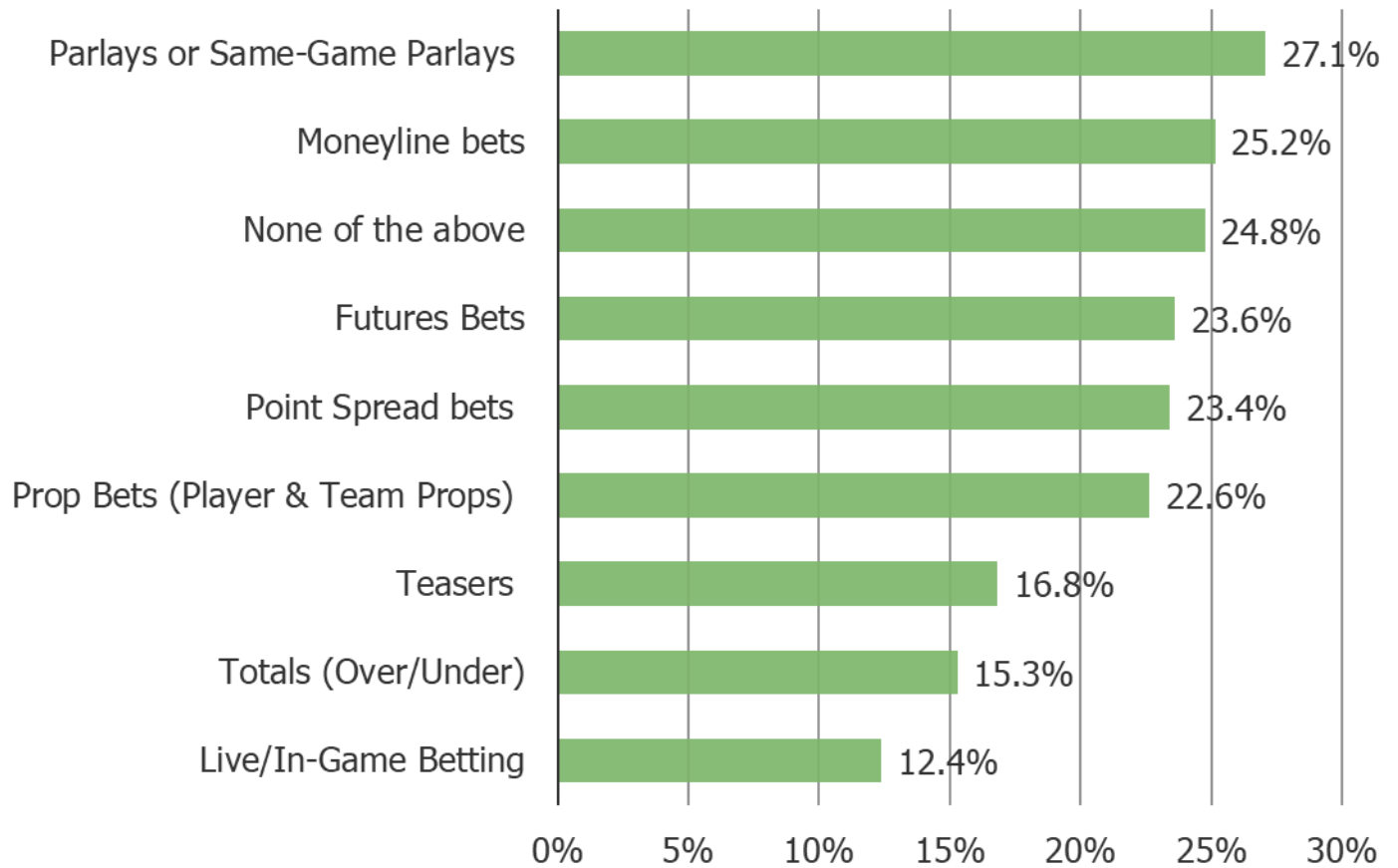
WHICH OF THE FOLLOWING TYPES OF BETS DO YOU TYPICALLY MAKE? SELECT ALL THAT APPLY

Posed to all respondents who gamble more often than never.



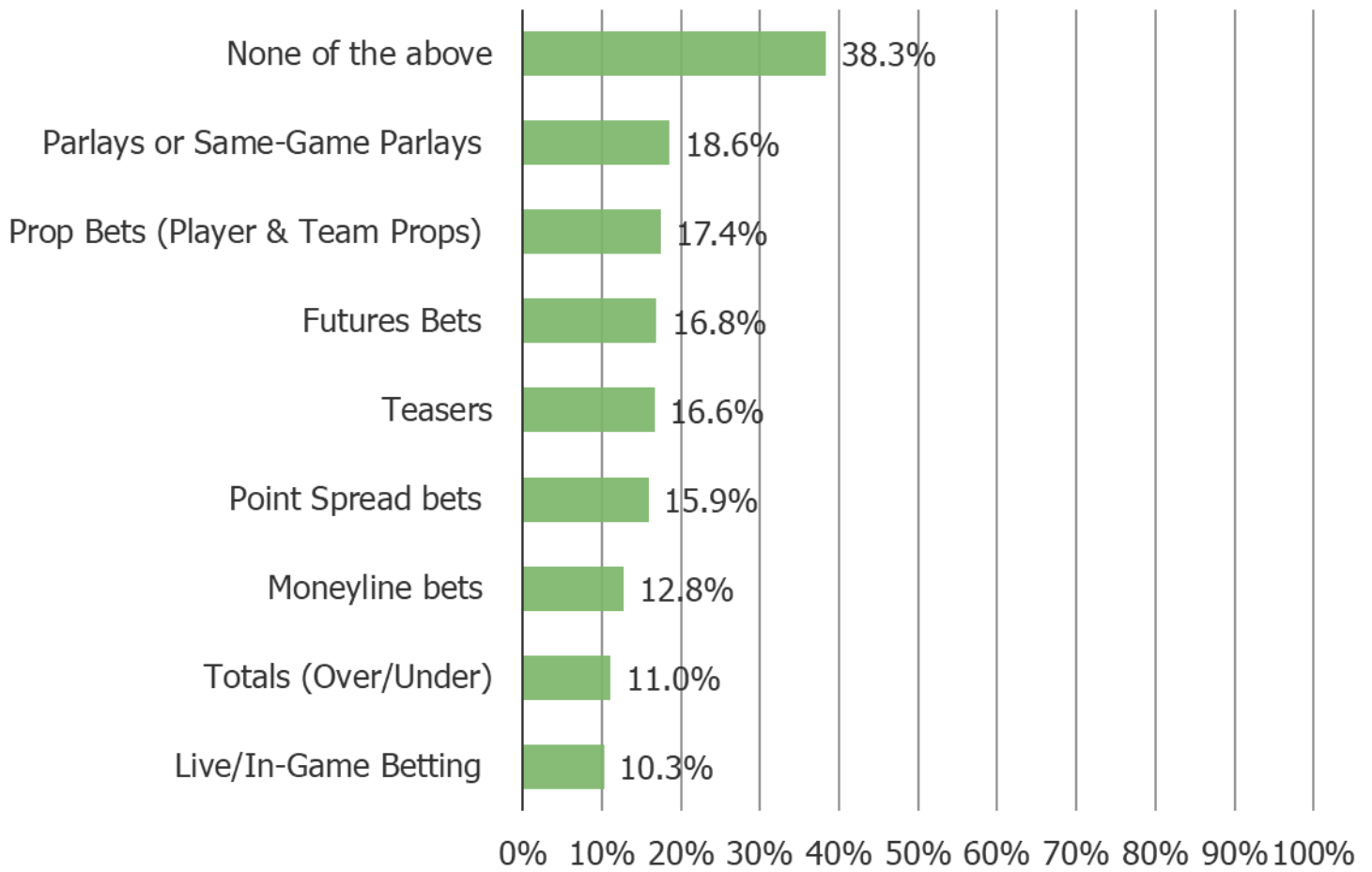
WHICH OF THE FOLLOWING TYPES OF BETS DO YOU EXPECT TO INCREASE YOUR USAGE OF GOING FORWARD?

Posed to all respondents who gamble more often than never.



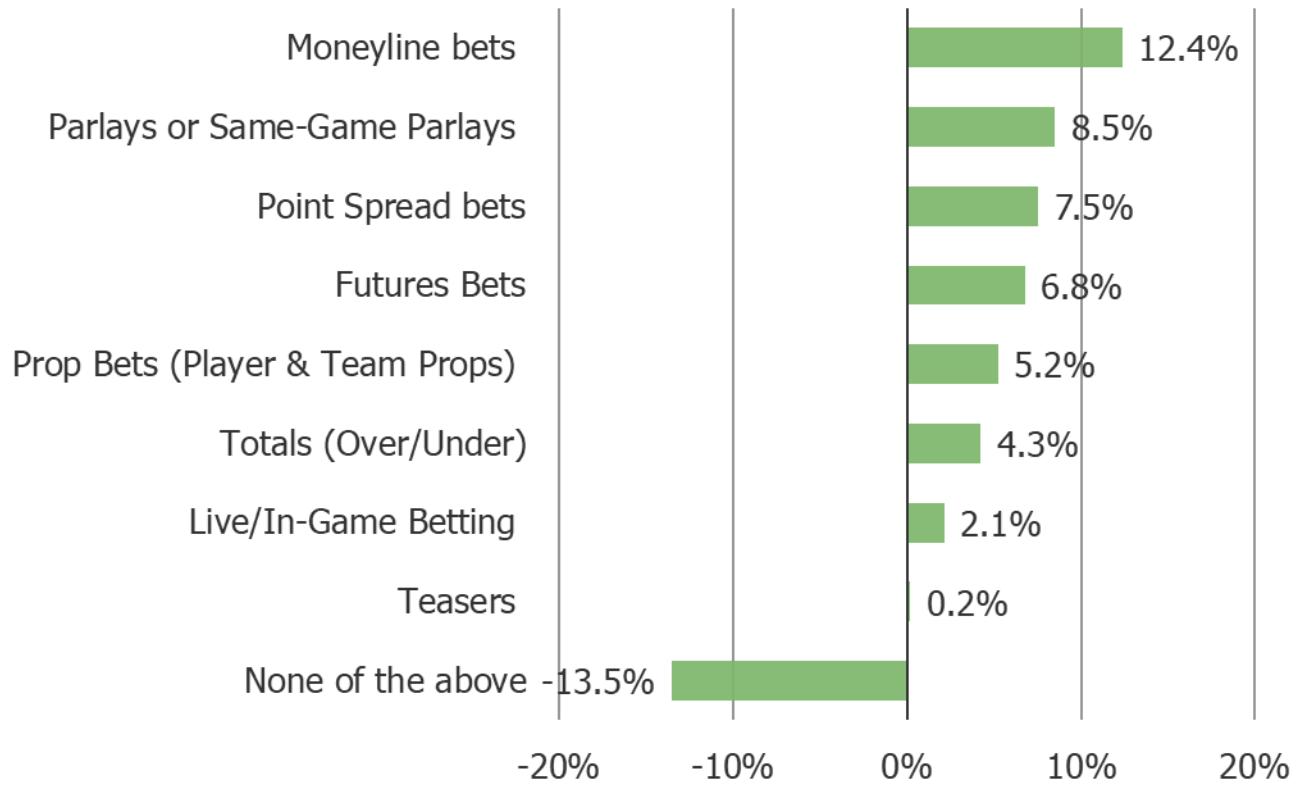
WHICH OF THE FOLLOWING TYPES OF BETS DO YOU EXPECT TO DECREASE YOUR USAGE OF GOING FORWARD?

Posed to all respondents who gamble more often than never.



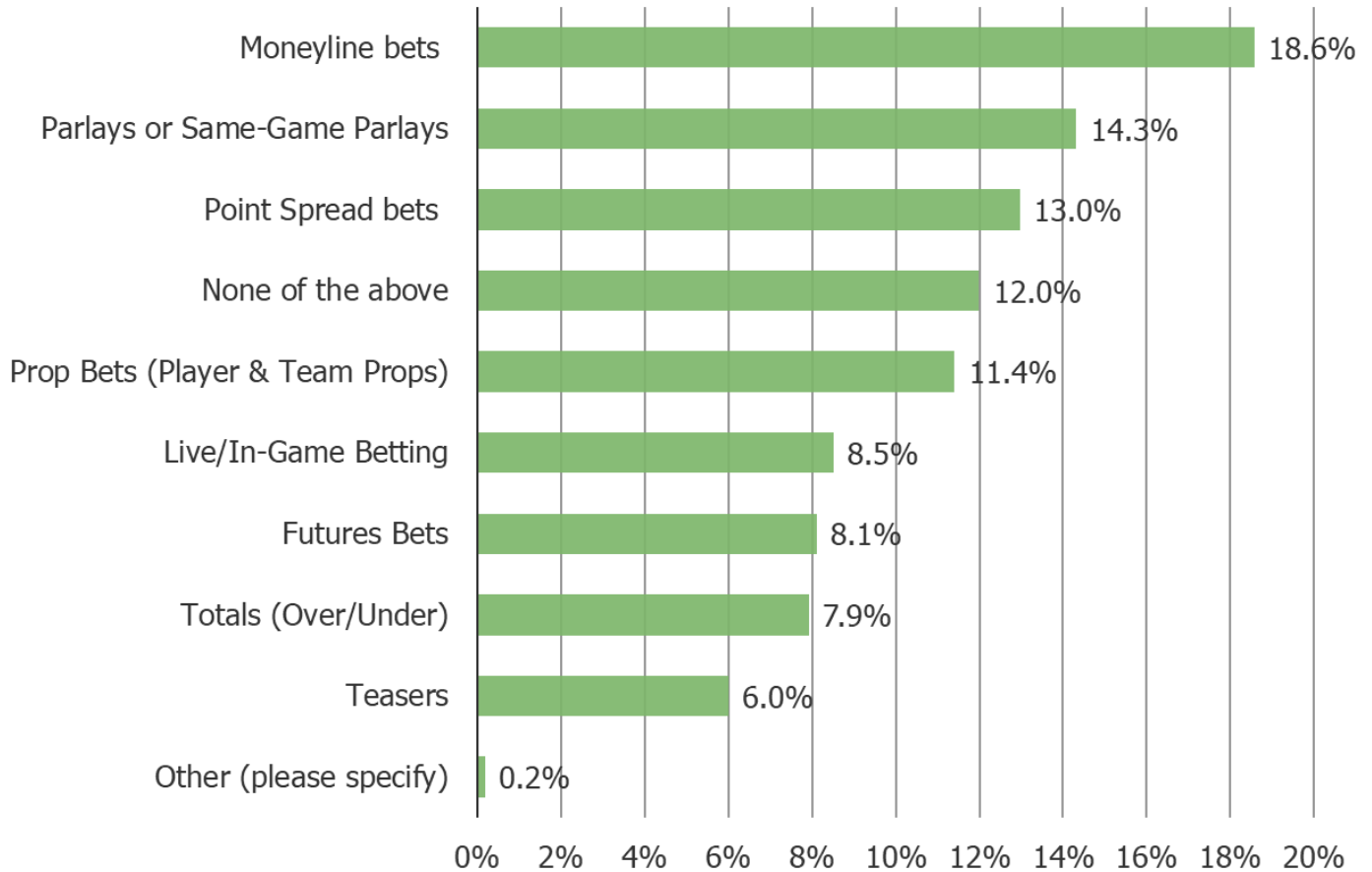
TYPES GAMBLERS EXPECT TO INCREASE USAGE OF, MINUS TYPES GAMBLERS EXPECT TO DECREASE USAGE OF...

Posed to all respondents who gamble more often than never.



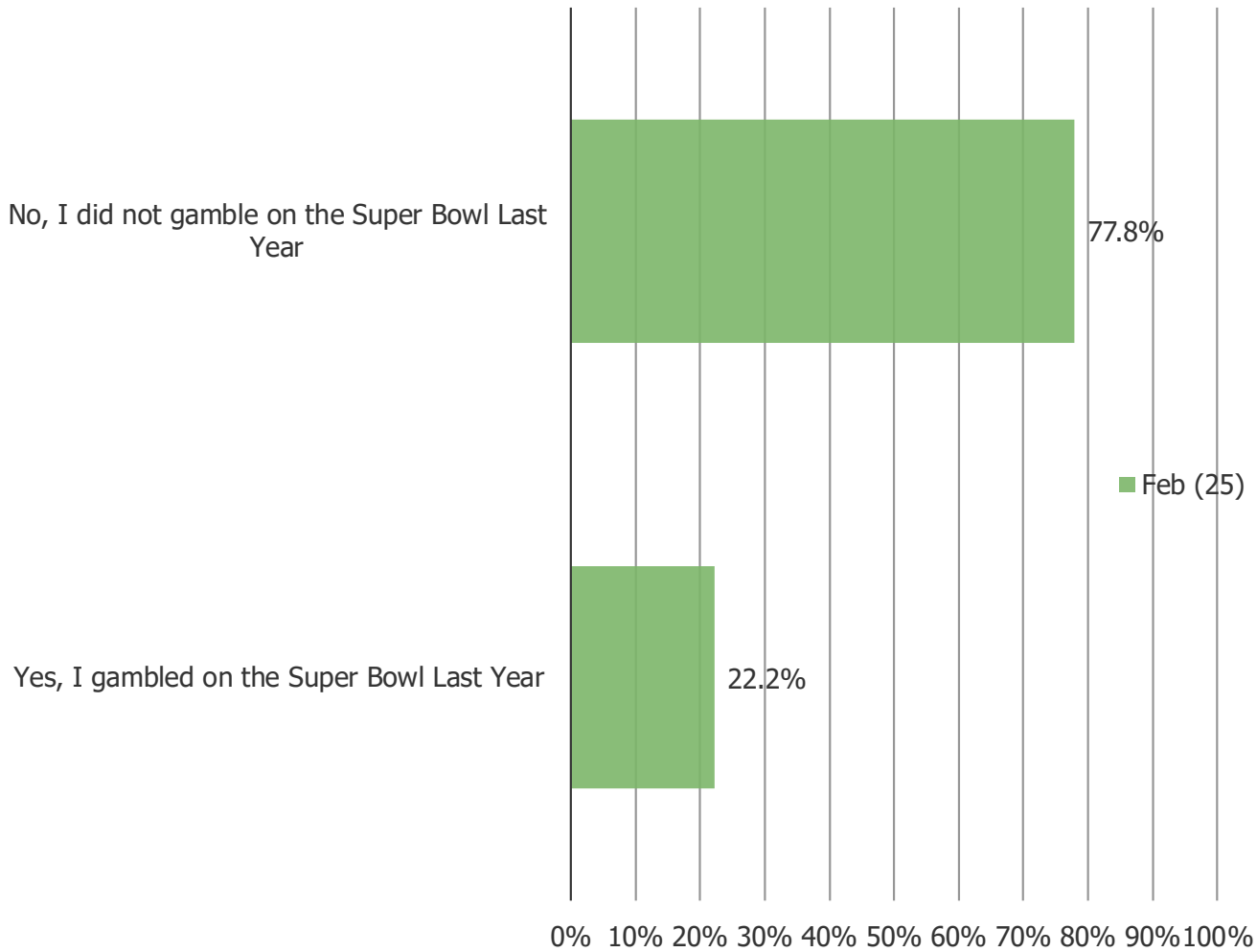
IF YOU COULD ONLY CHOOSE ONE TYPE OF BET TO BE ABLE TO MAKE, WHICH WOULD YOU PICK?

Posed to all respondents who gamble more often than never.



DID YOU GAMBLE OR PLACE BETS ON THE SUPER BOWL LAST YEAR? NOT INCLUDING SUPER BOWL BOX POOLS.

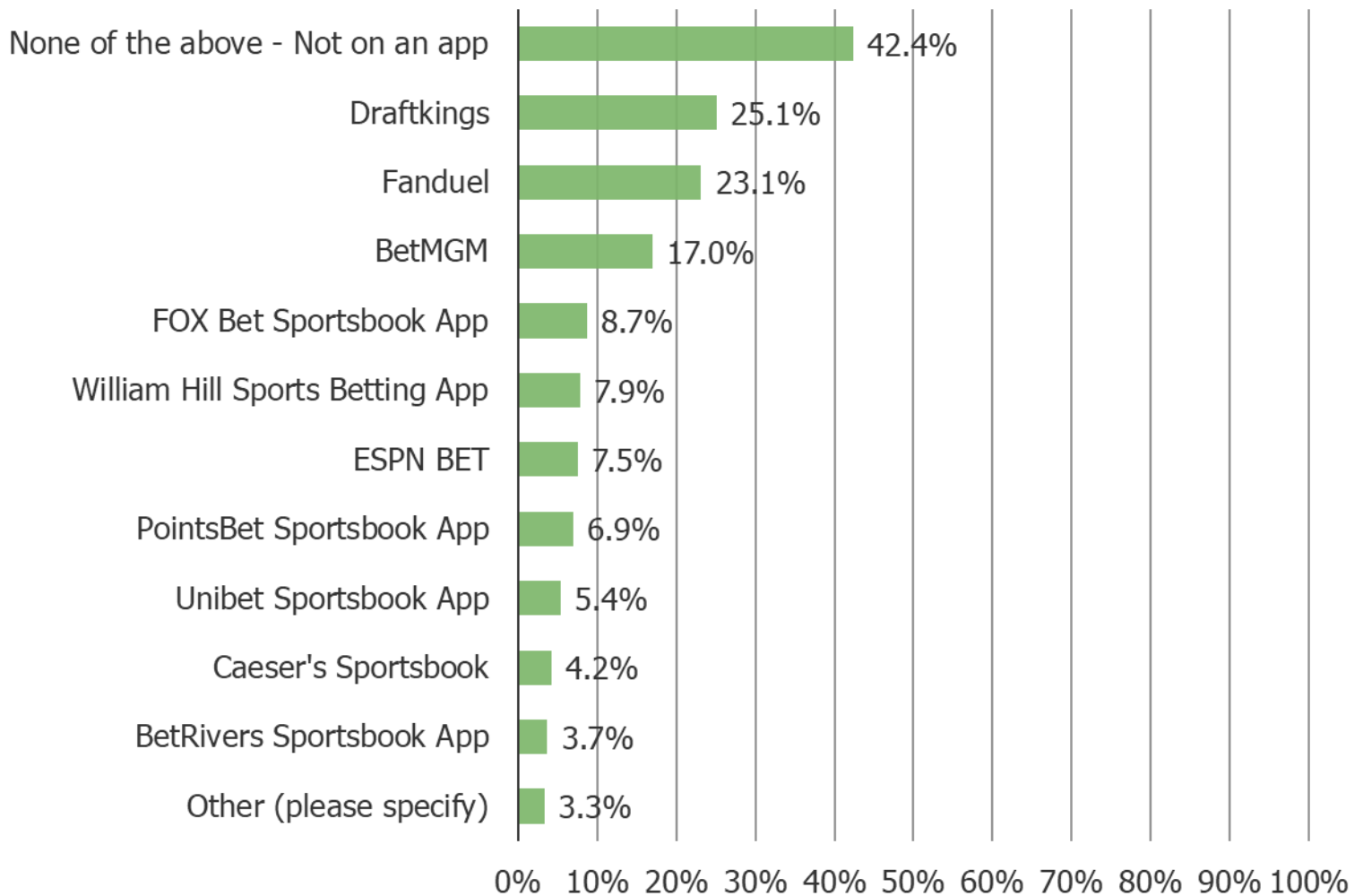
Posed to all respondents.





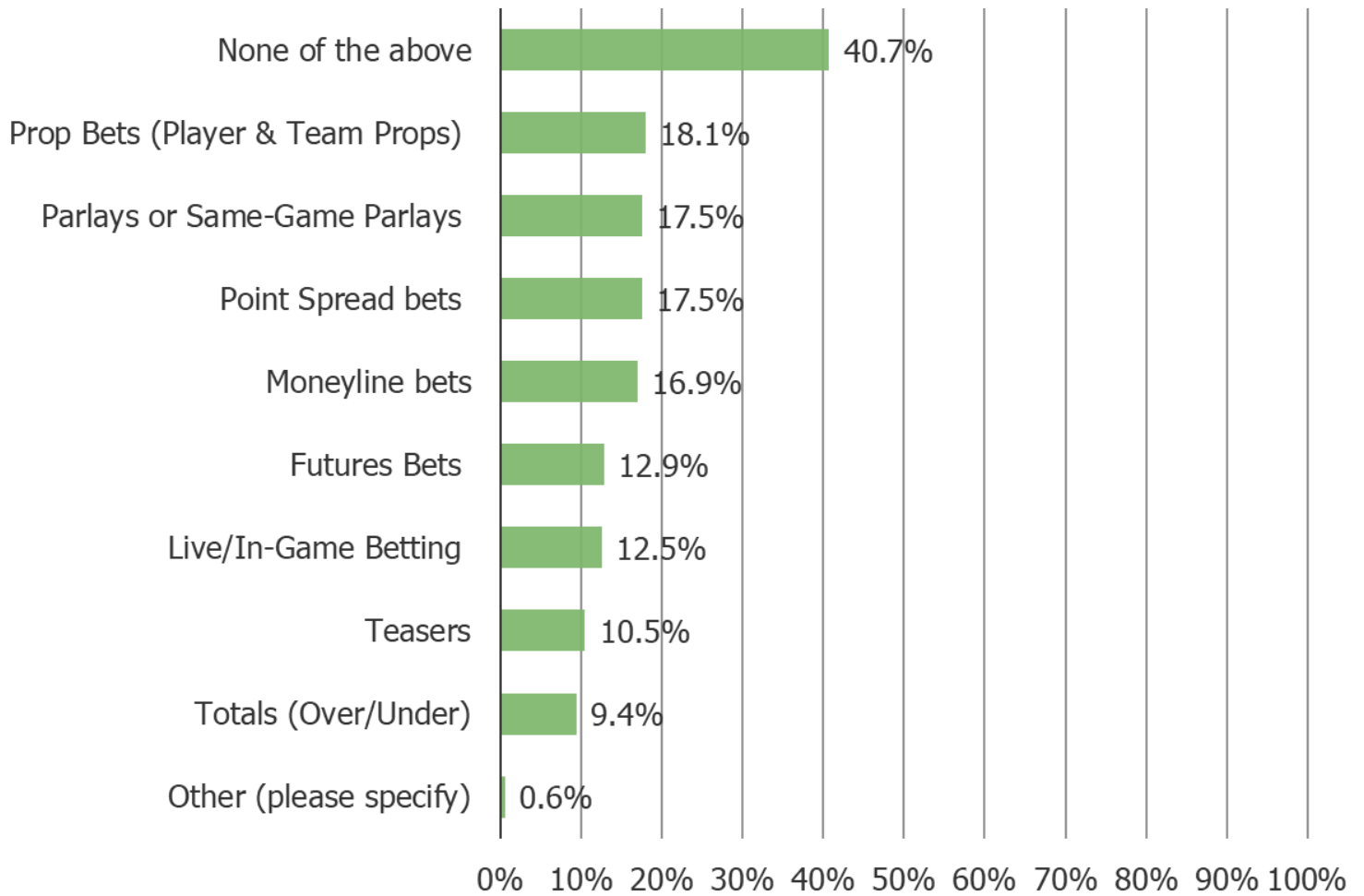
WHICH APPS DID YOU USE TO GAMBLE ON THE SUPER BOWL LAST YEAR? SELECT ALL THAT APPLY

Posed to all respondents who gamble more often than never.



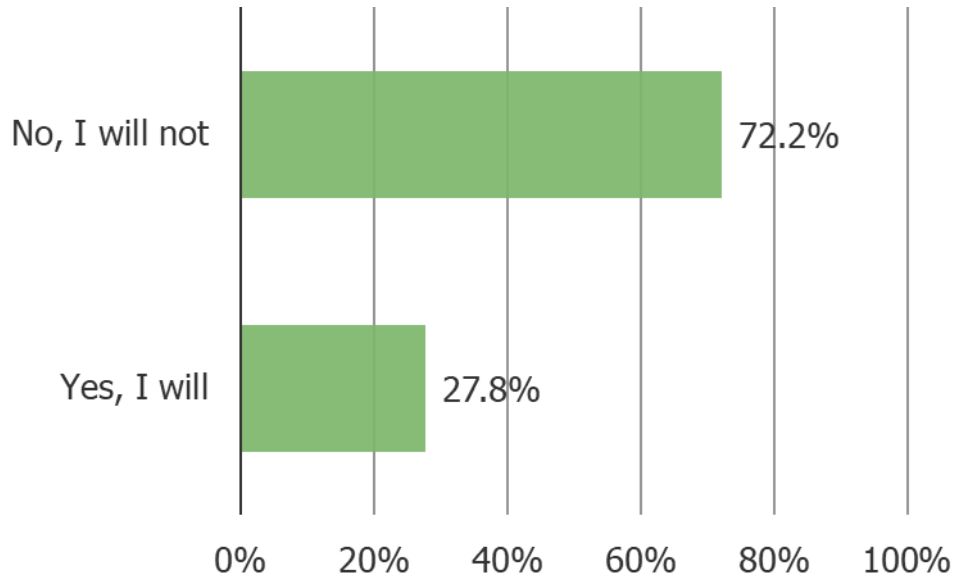
WHICH TYPES OF BETS DID YOU PLACE ON THE SUPER BOWL LAST YEAR? SELECT ALL THAT APPLY

Posed to all respondents who placed bets on last year's Super Bowl.

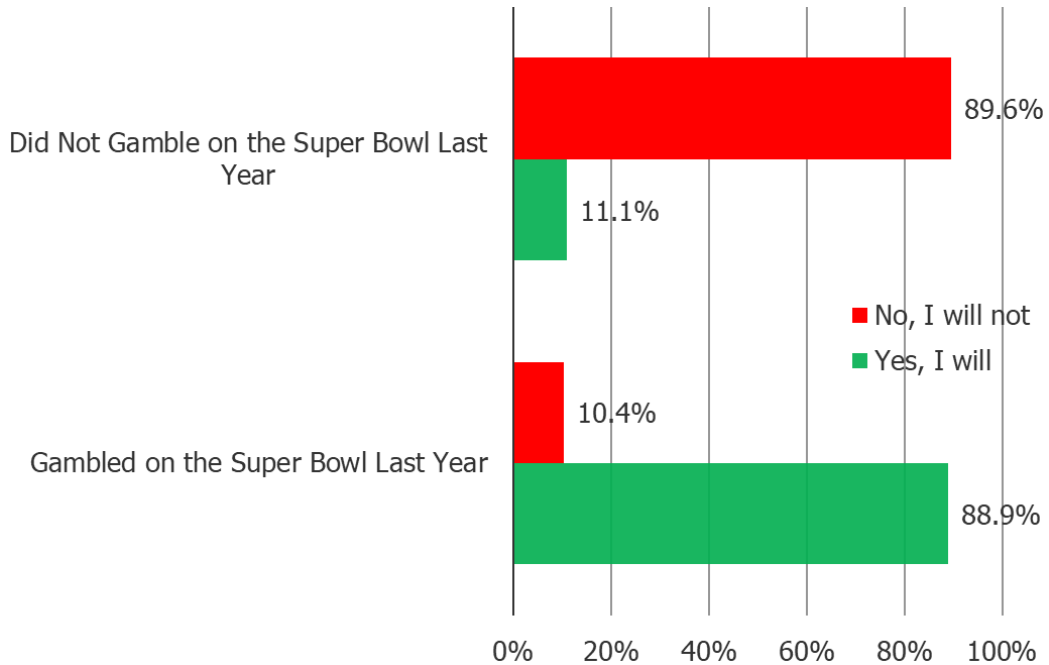


WILL YOU GAMBLE OR PLACE BETS ON THE SUPER BOWL THIS YEAR?

Posed to all respondents.

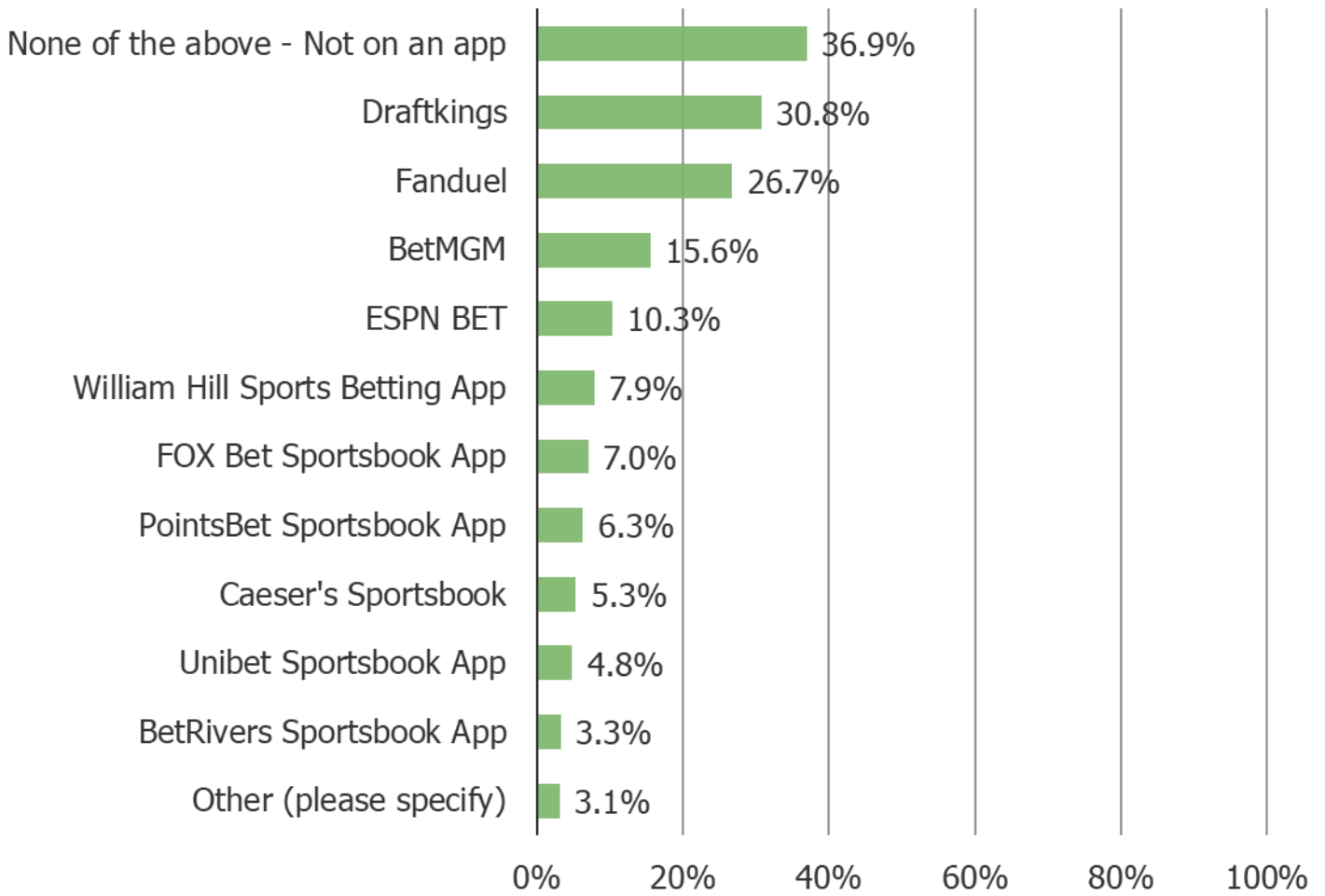


Cross-tabbed by whether they gambled on the Super Bowl last year, or not



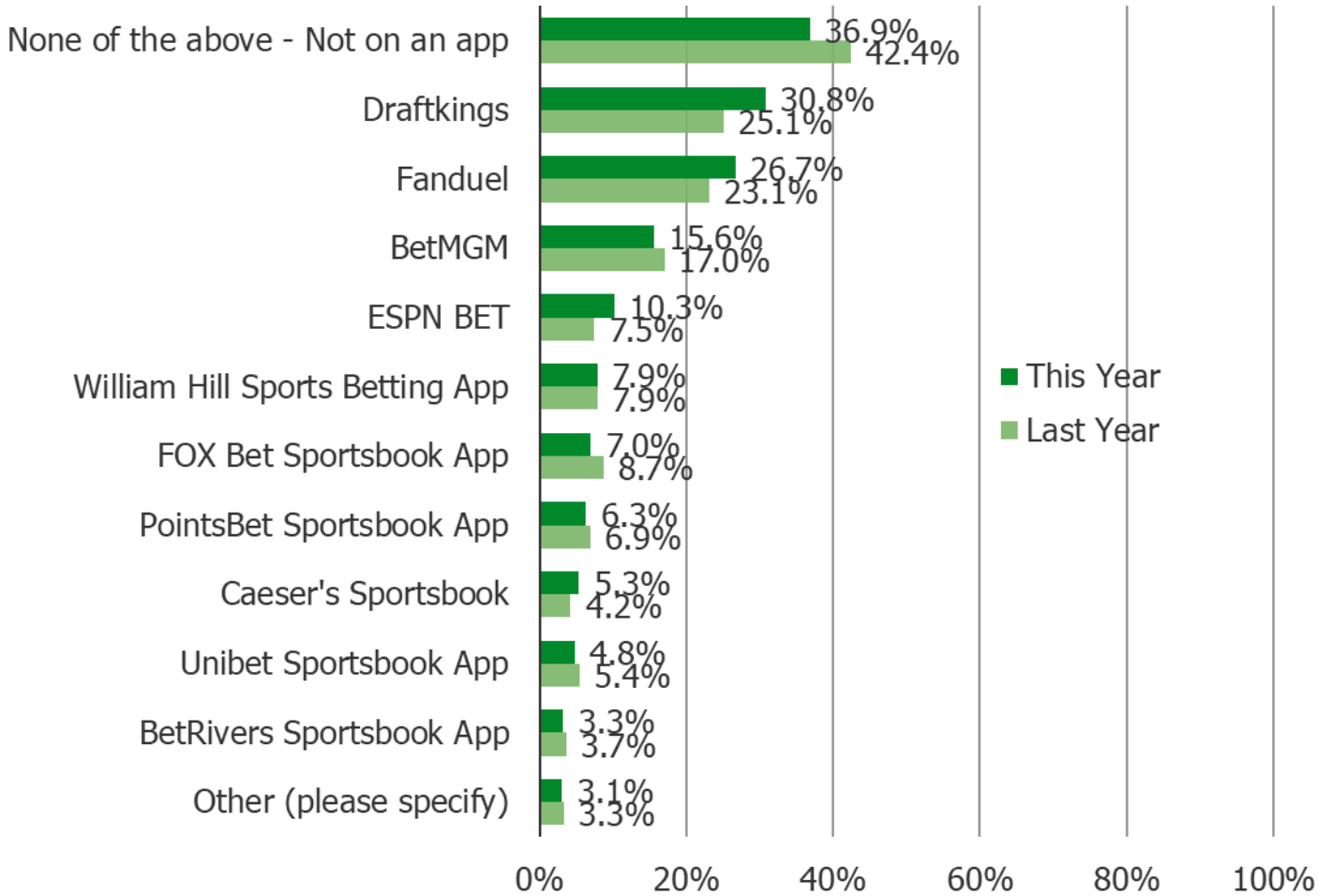
WHICH APPS WILL YOU USE TO GAMBLE ON THE SUPER BOWL THIS YEAR? SELECT ALL THAT APPLY

Posed to all respondents who will gamble on this year's Super Bowl.



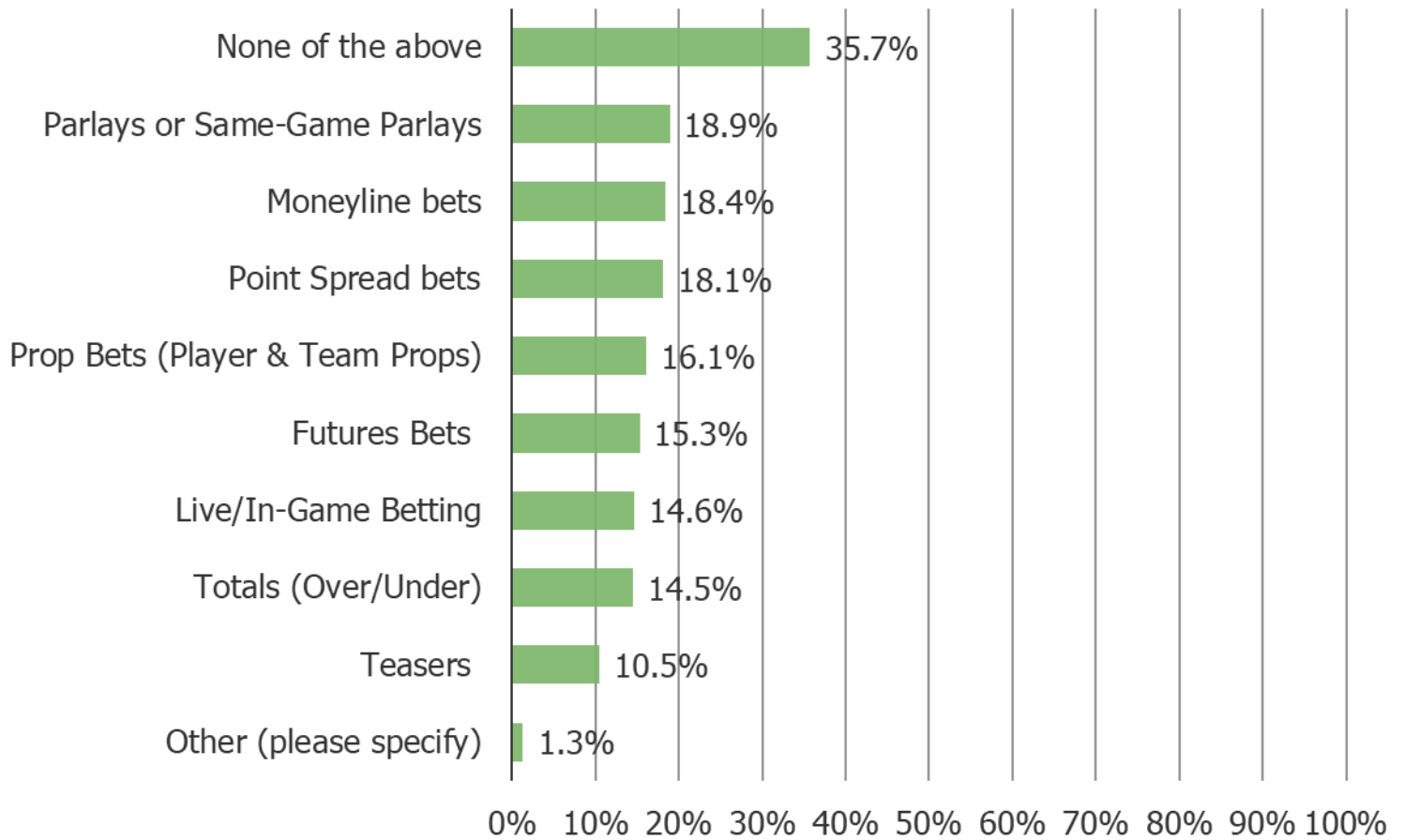
APPS THEY PLAN TO USE THIS YEAR, MINUS APPS THEY SAID THEY USED LAST YEAR...

Posed to respondents who gambled on the super bowl last year (light green) and respondents who said they will gamble on the super bowl this year (dark green).



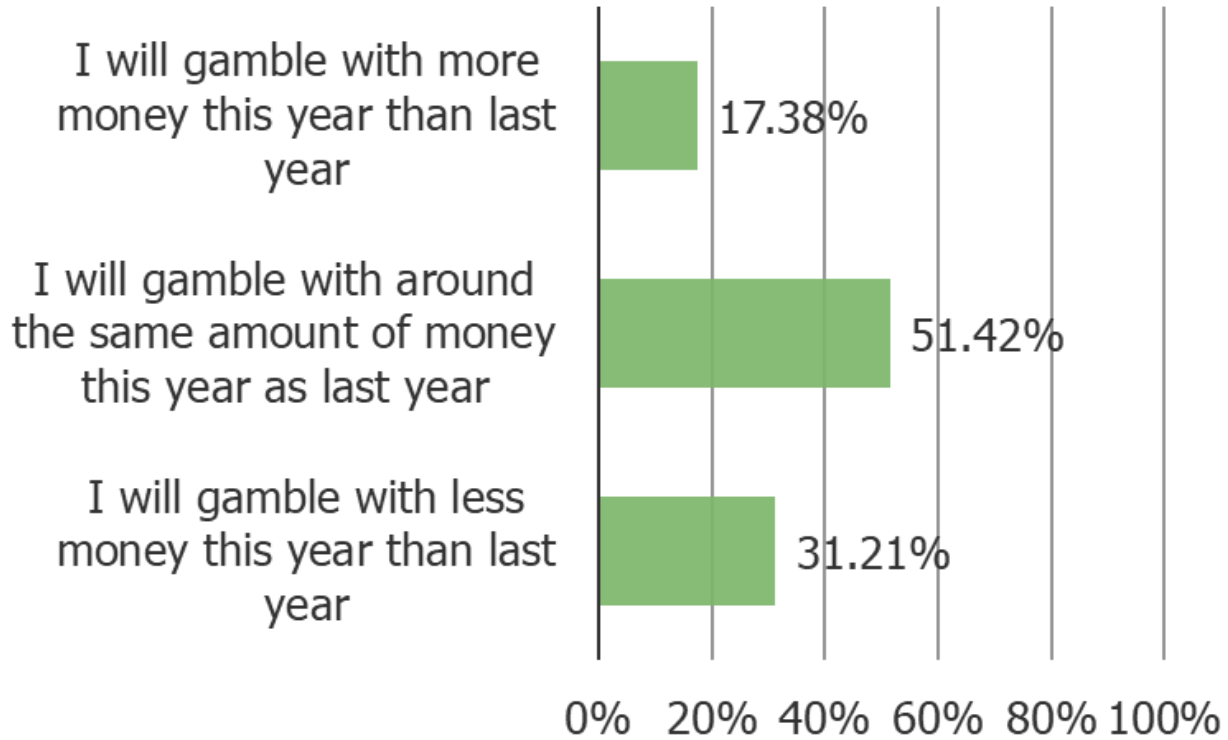
WHICH TYPES OF BETS WILL YOU PLACE ON THE SUPER BOWL THIS YEAR? SELECT ALL THAT APPLY

Posed to all respondents who will gamble on this year's Super Bowl.



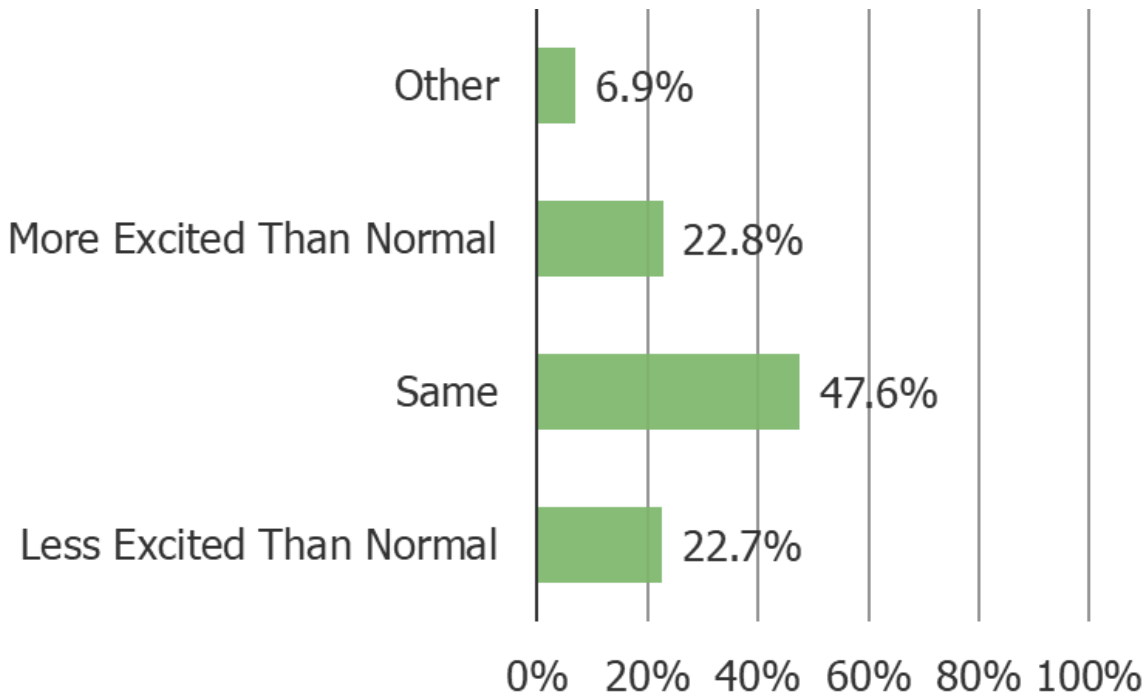
WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

Posed to all respondents who said they gambled on the Super Bowl last year AND will gamble on this year's Super Bowl (N = 282).



PLEASE DESCRIBE YOUR EXCITEMENT FOR THE SUPER BOWL MATCHUP THIS YEAR (KANSAS CITY CHIEFS VS. PHILADELPHIA EAGLES) COMPARED TO PRIOR SUPER BOWLS?

Posed to all respondents.



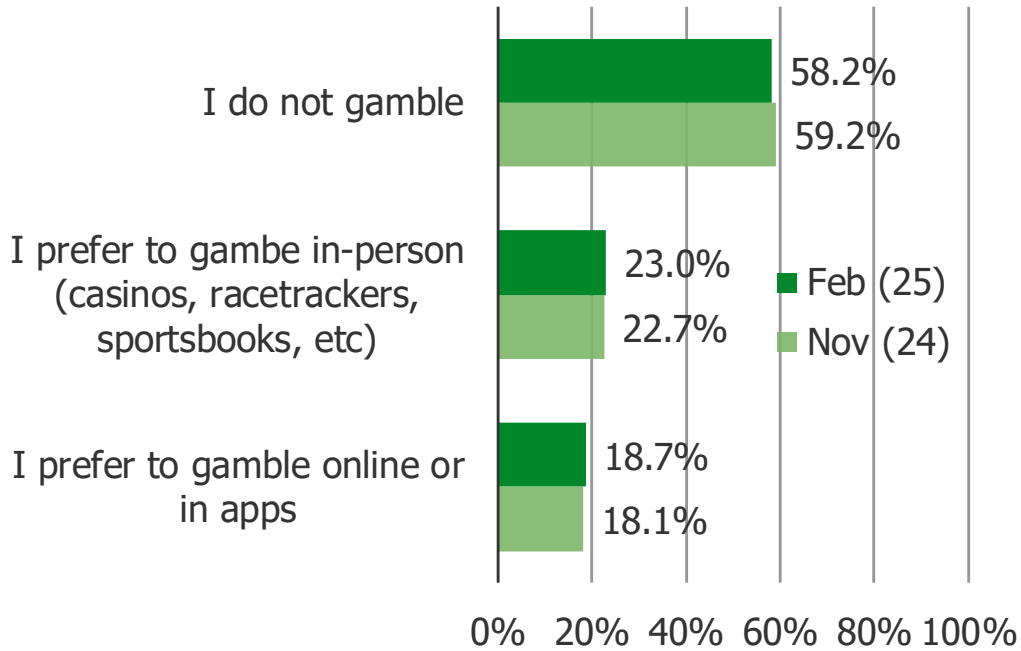


# Gambling

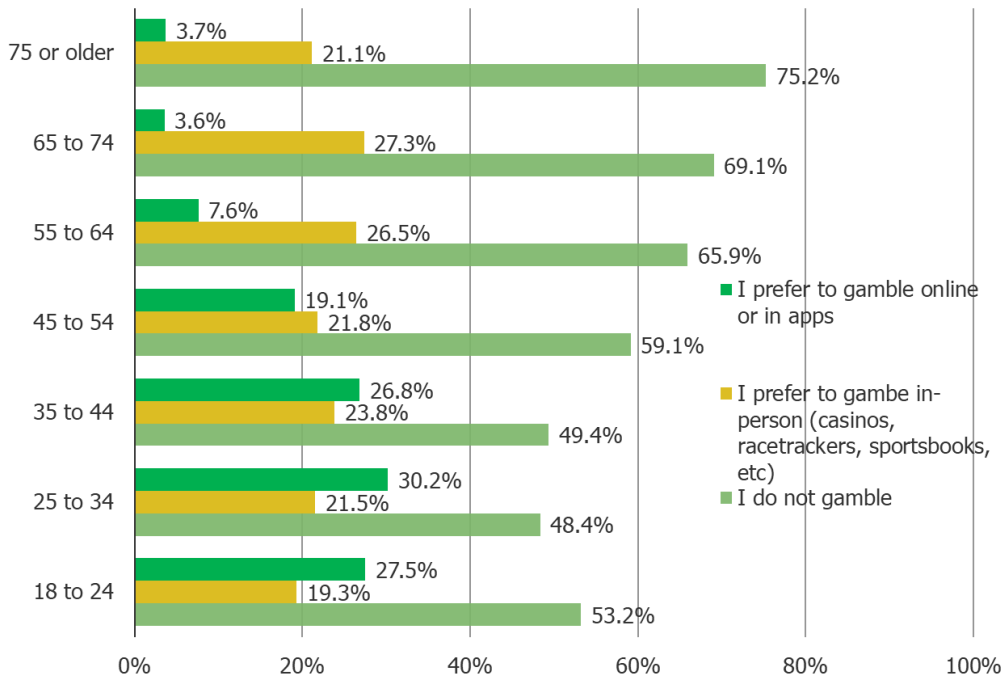
## GAMBLING

WHICH OF THE FOLLOWING BEST DESCRIBES YOU...

Posed to all respondents.

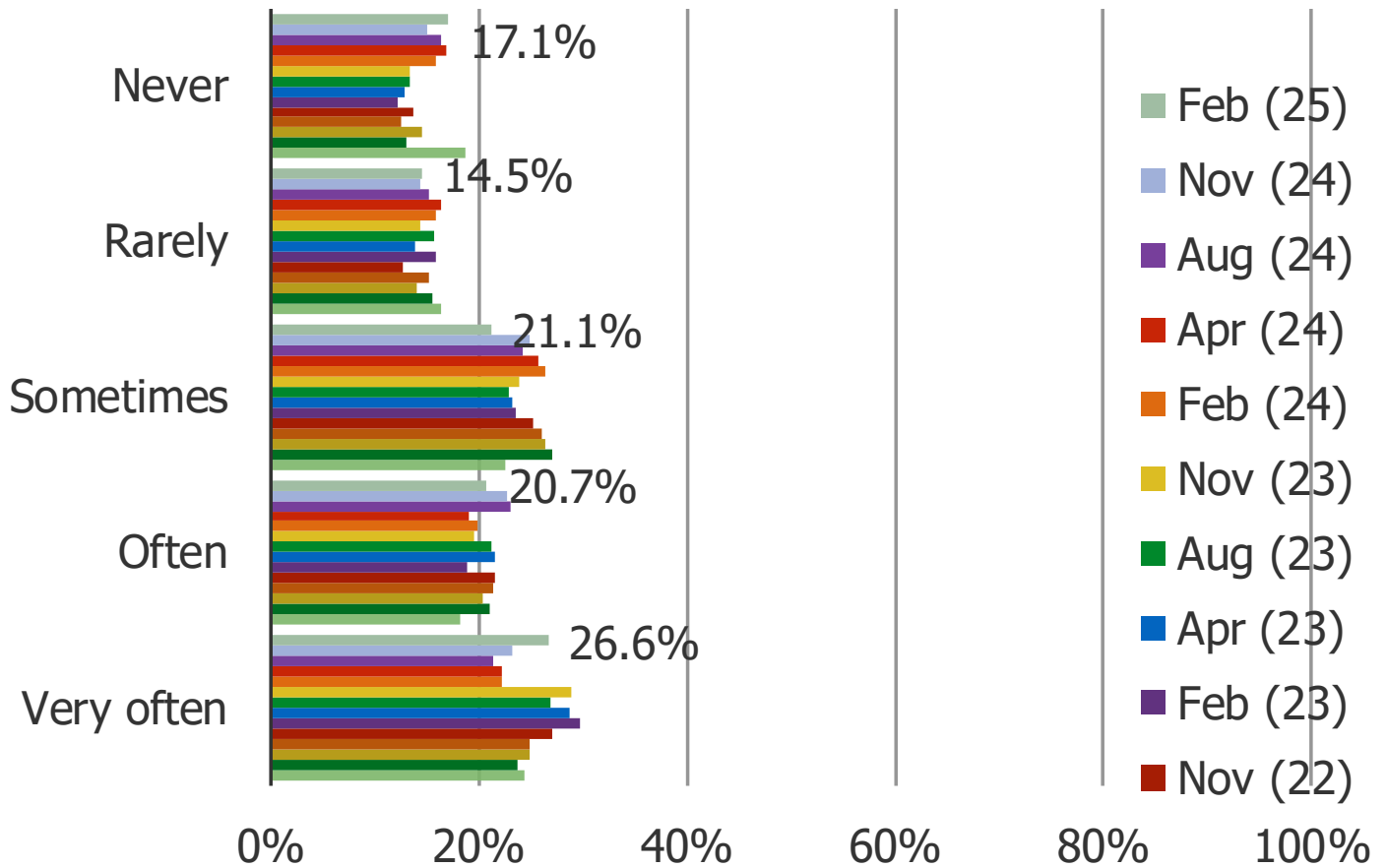


Age breakdowns of respondents who selected each of the following in the chart above...



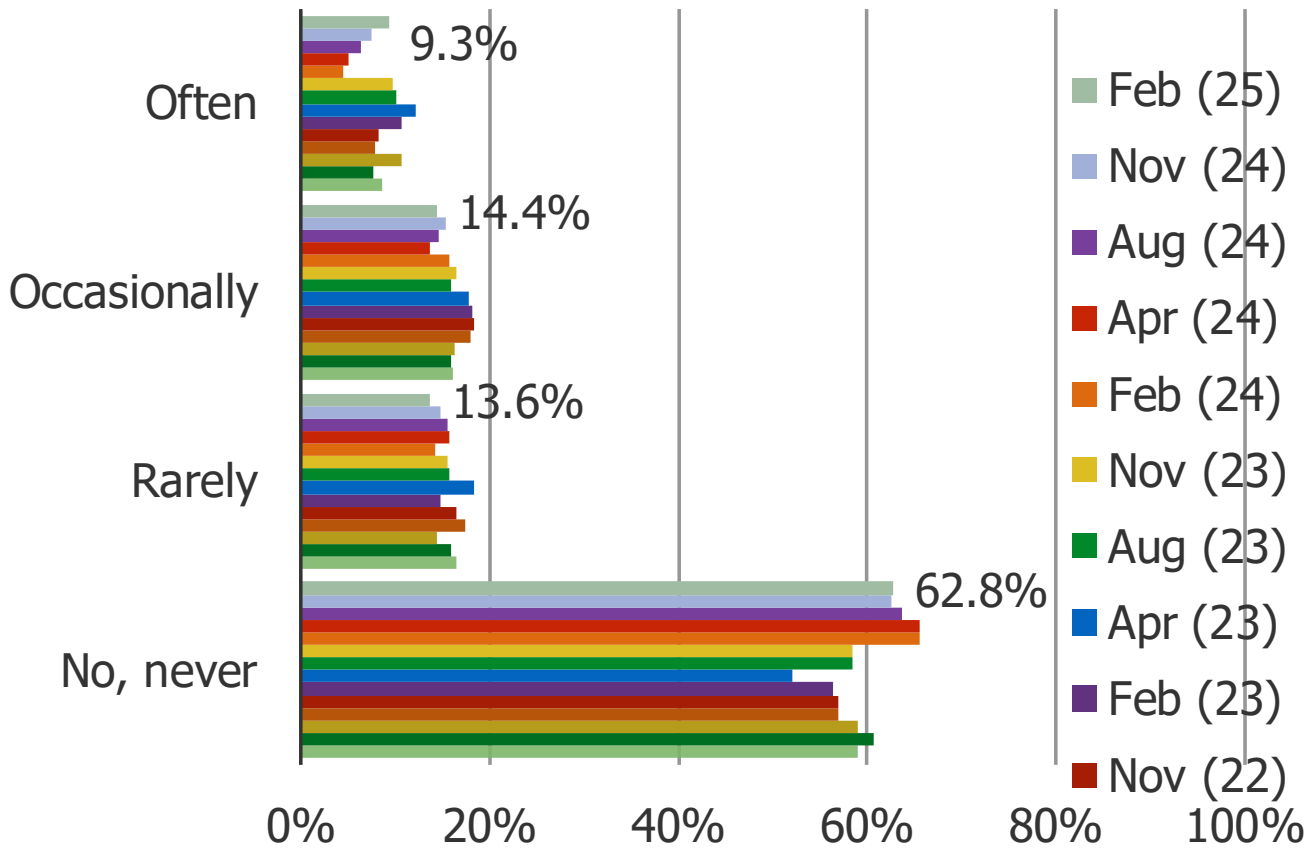
HOW OFTEN DO YOU WATCH SPORTS?

Posed to all respondents.



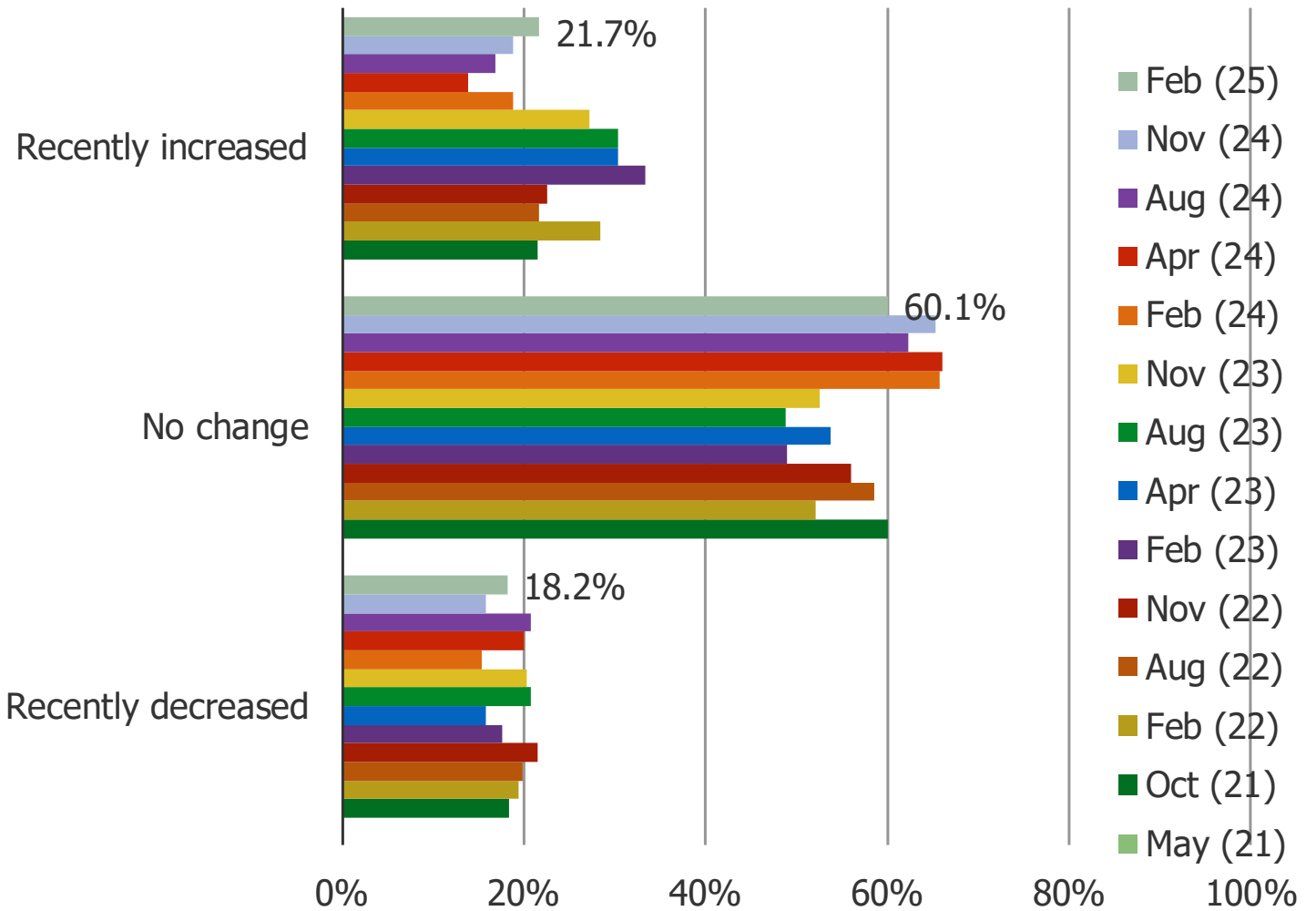
DO YOU EVER GAMBLE ON SPORTS?

Posed to all respondents.



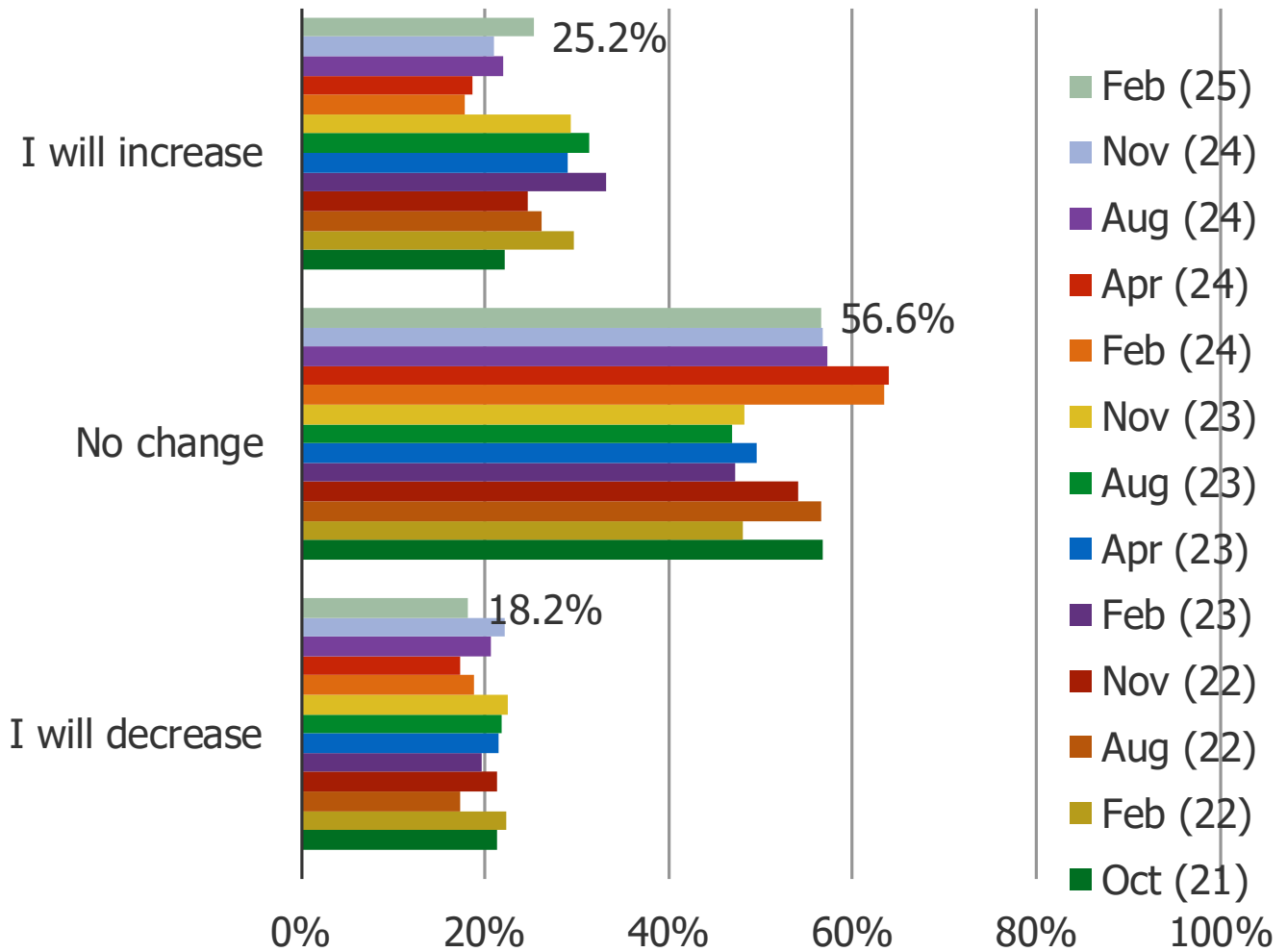
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU GAMBLE ON SPORTS?

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



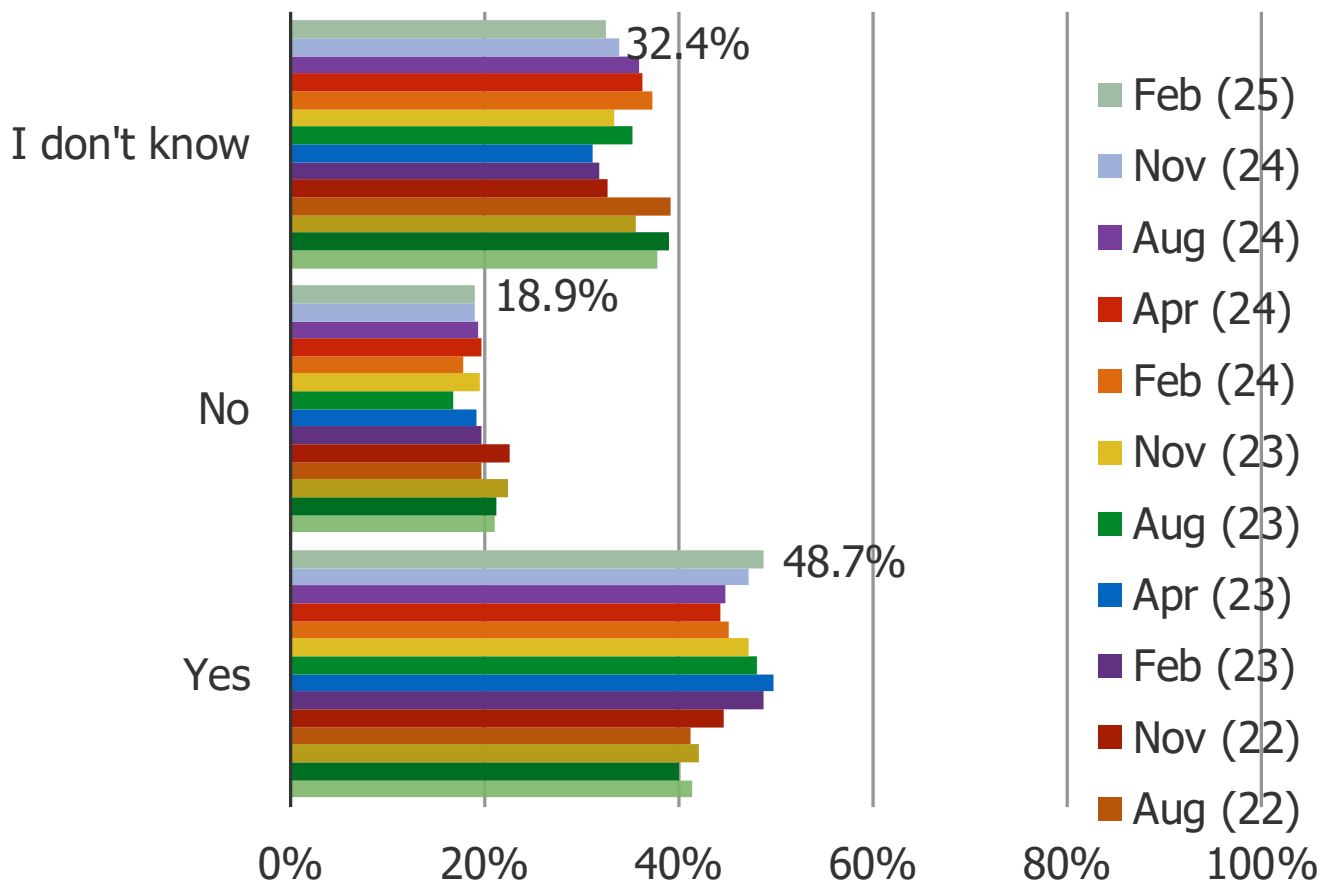
GOING FORWARD, DO YOU EXPECT THAT YOU WILL INCREASE OR DECREASE HOW OFTEN YOU GAMBLE ON SPORTS?

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



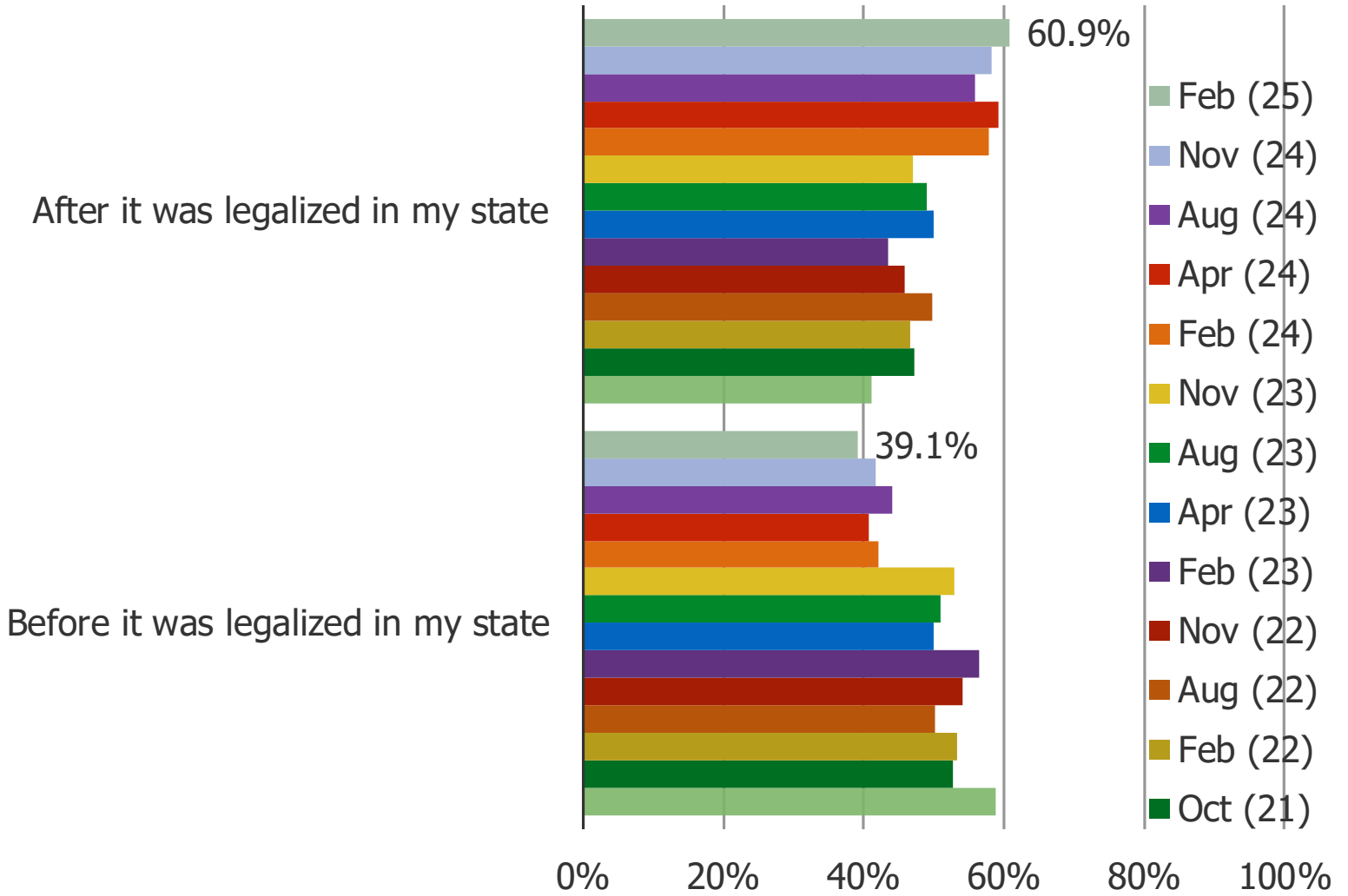
IS GAMBLING ON SPORTS LEGAL IN THE STATE THAT YOU LIVE IN?

Posed to all respondents.



WHEN DID YOU START GAMBLING ON SPORTS?

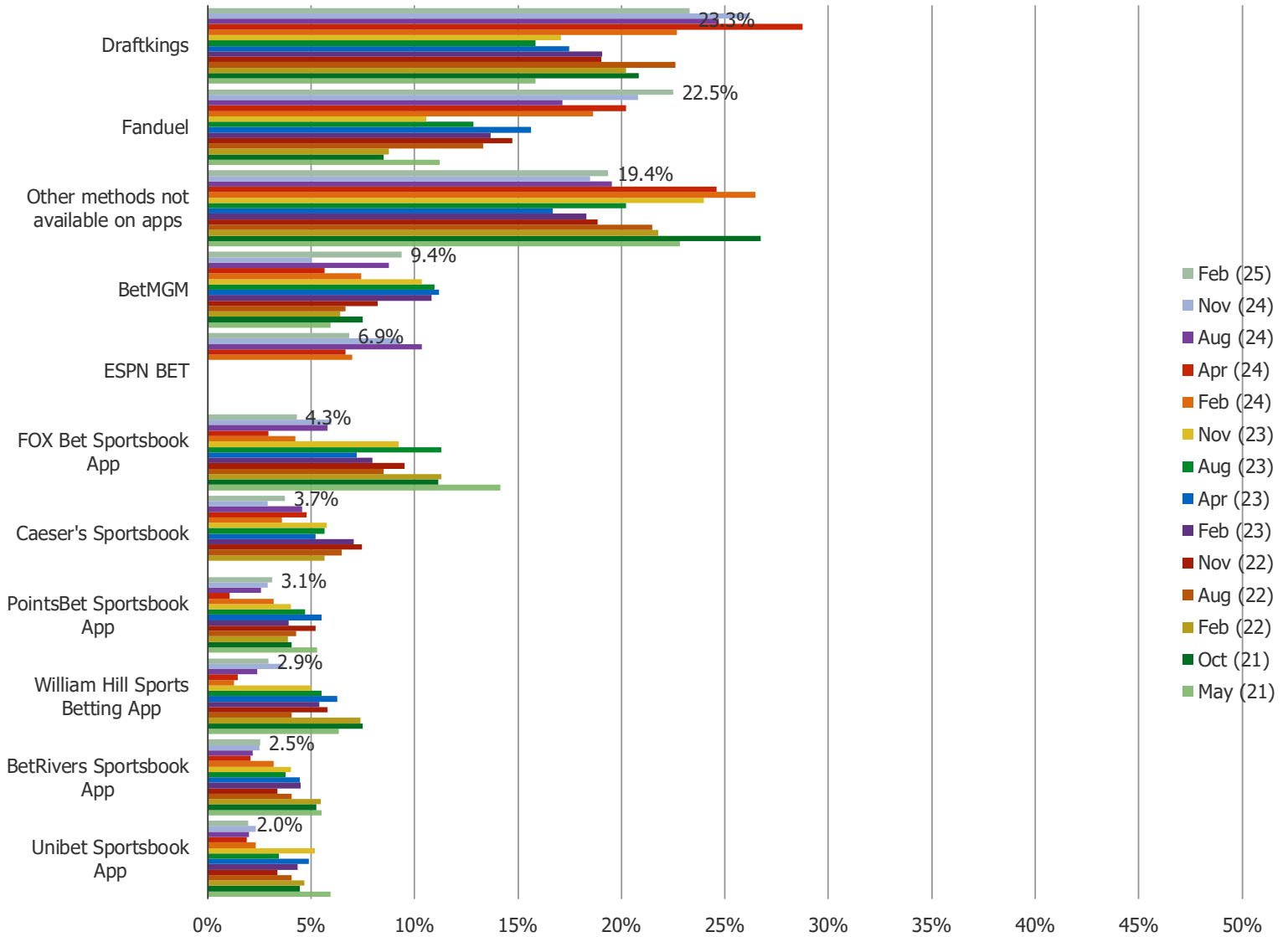
Posed to all respondents who gamble on sports more often than never.





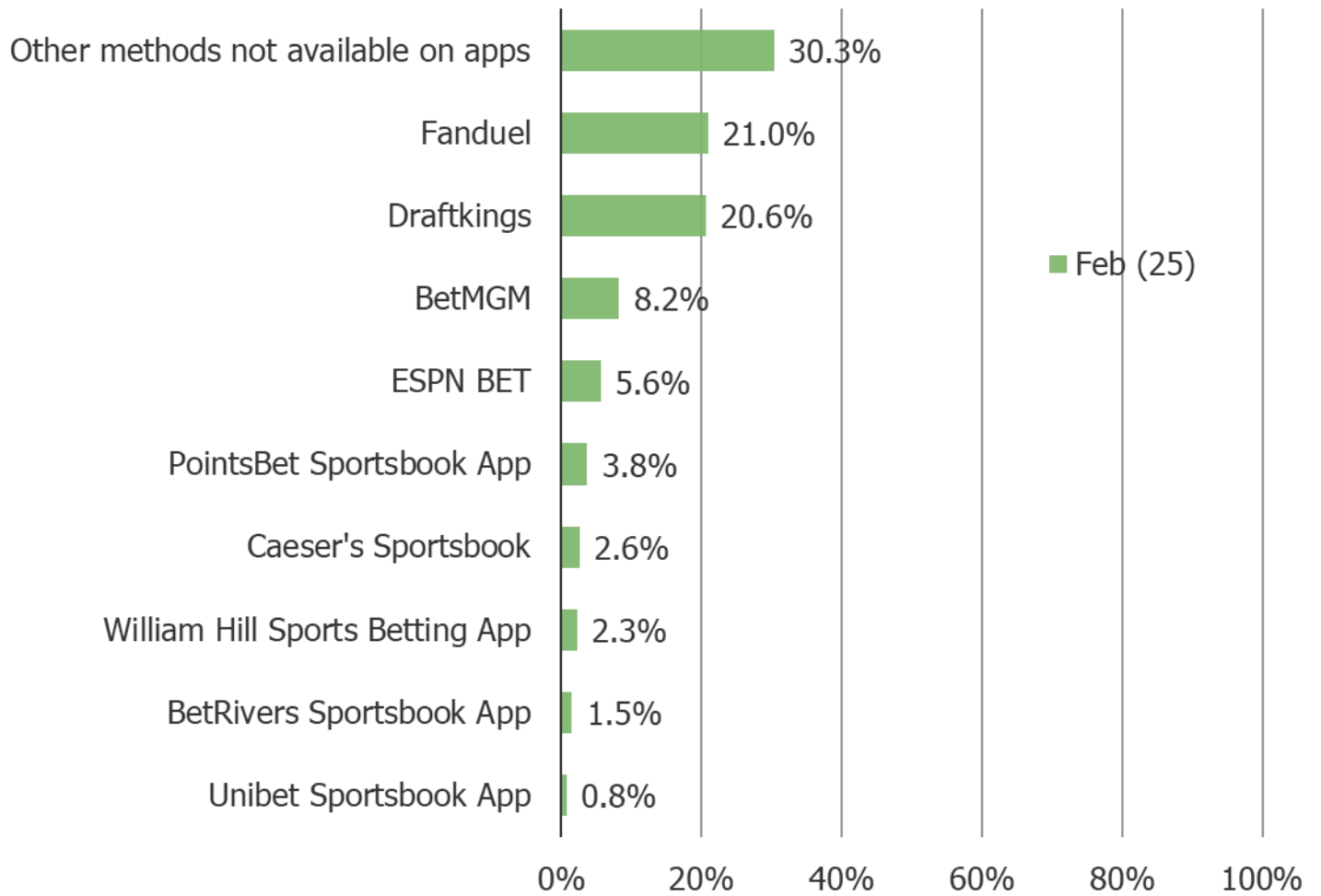
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

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



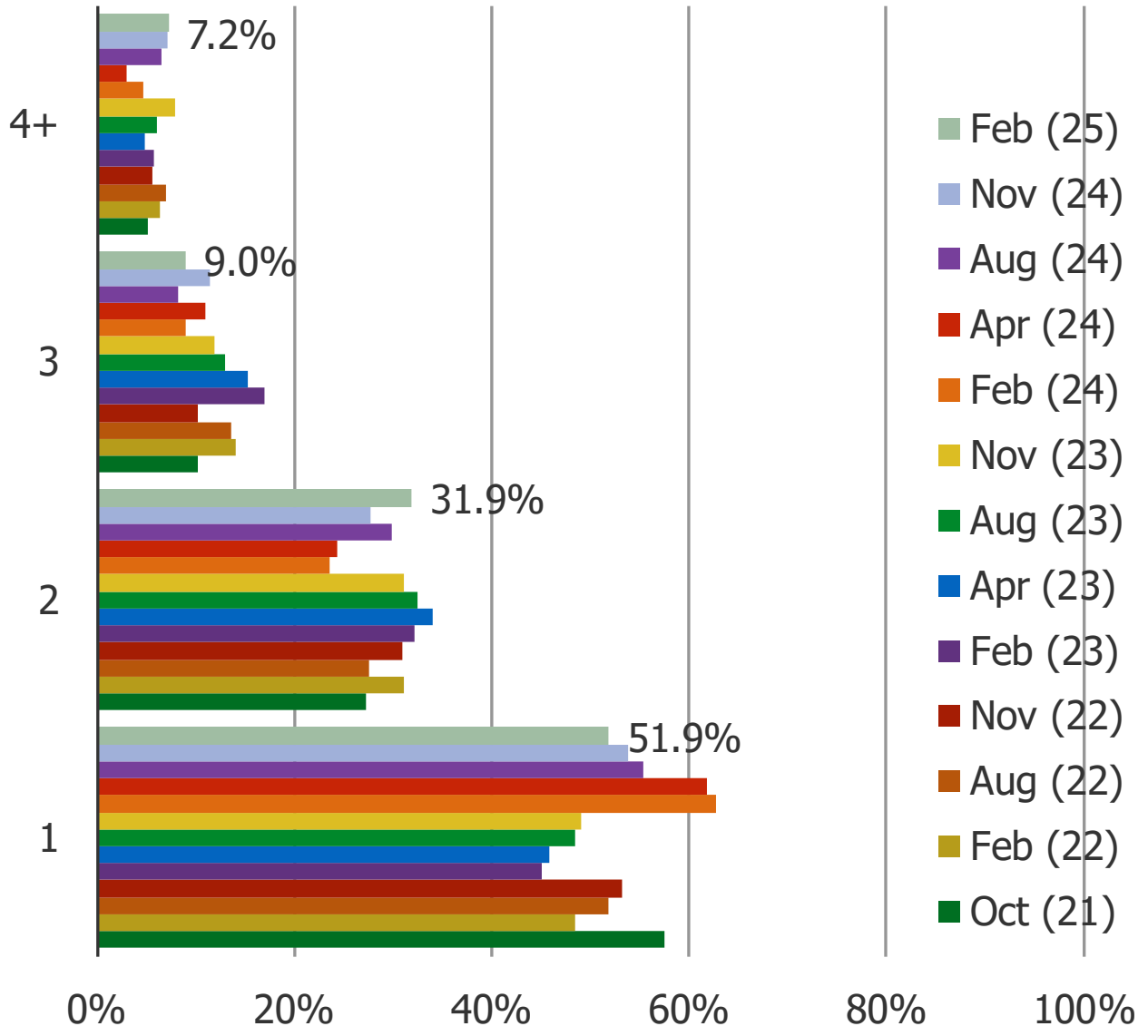
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

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



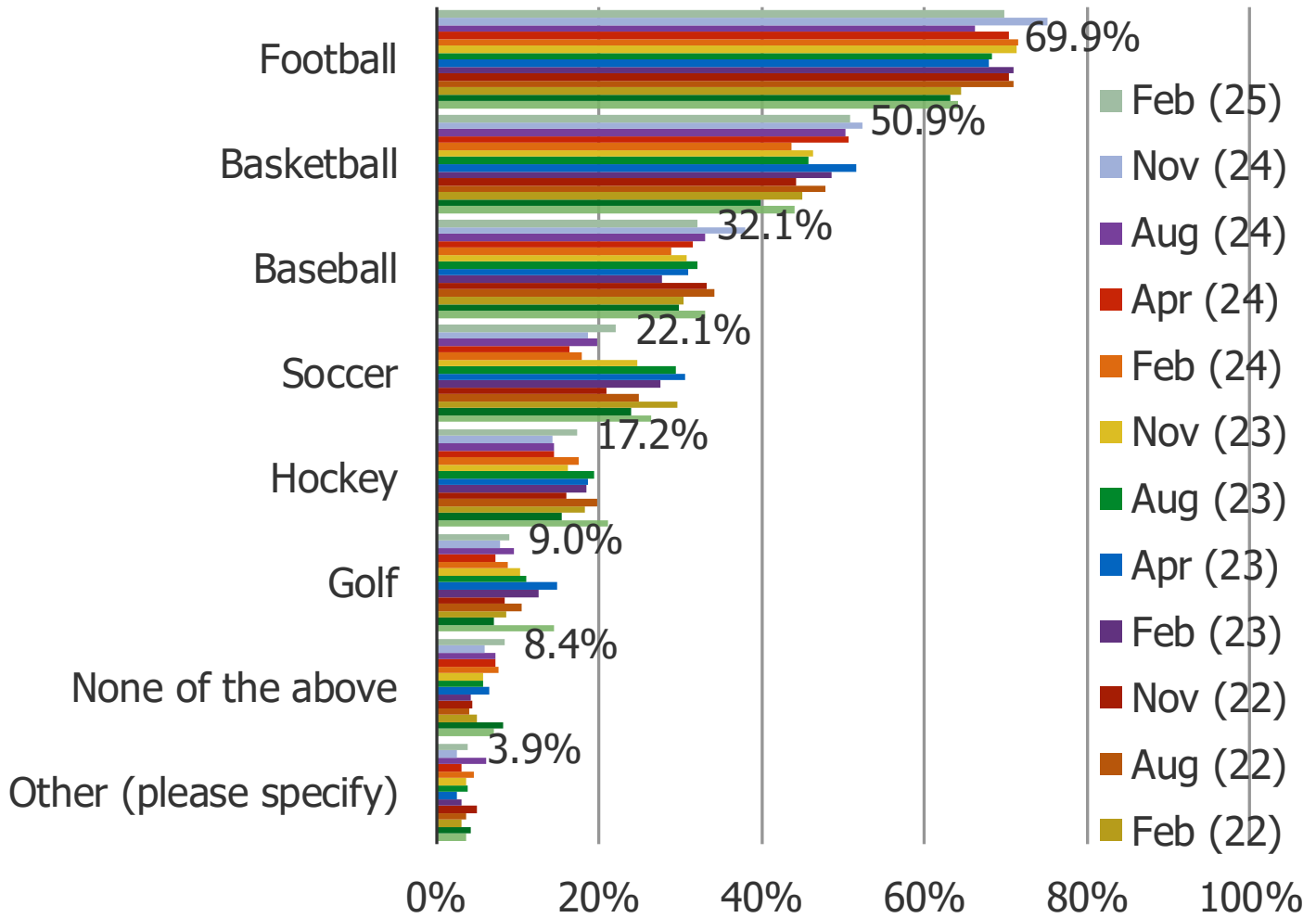
HOW MANY SPORTS GAMBLING APPS DO YOU USE?

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



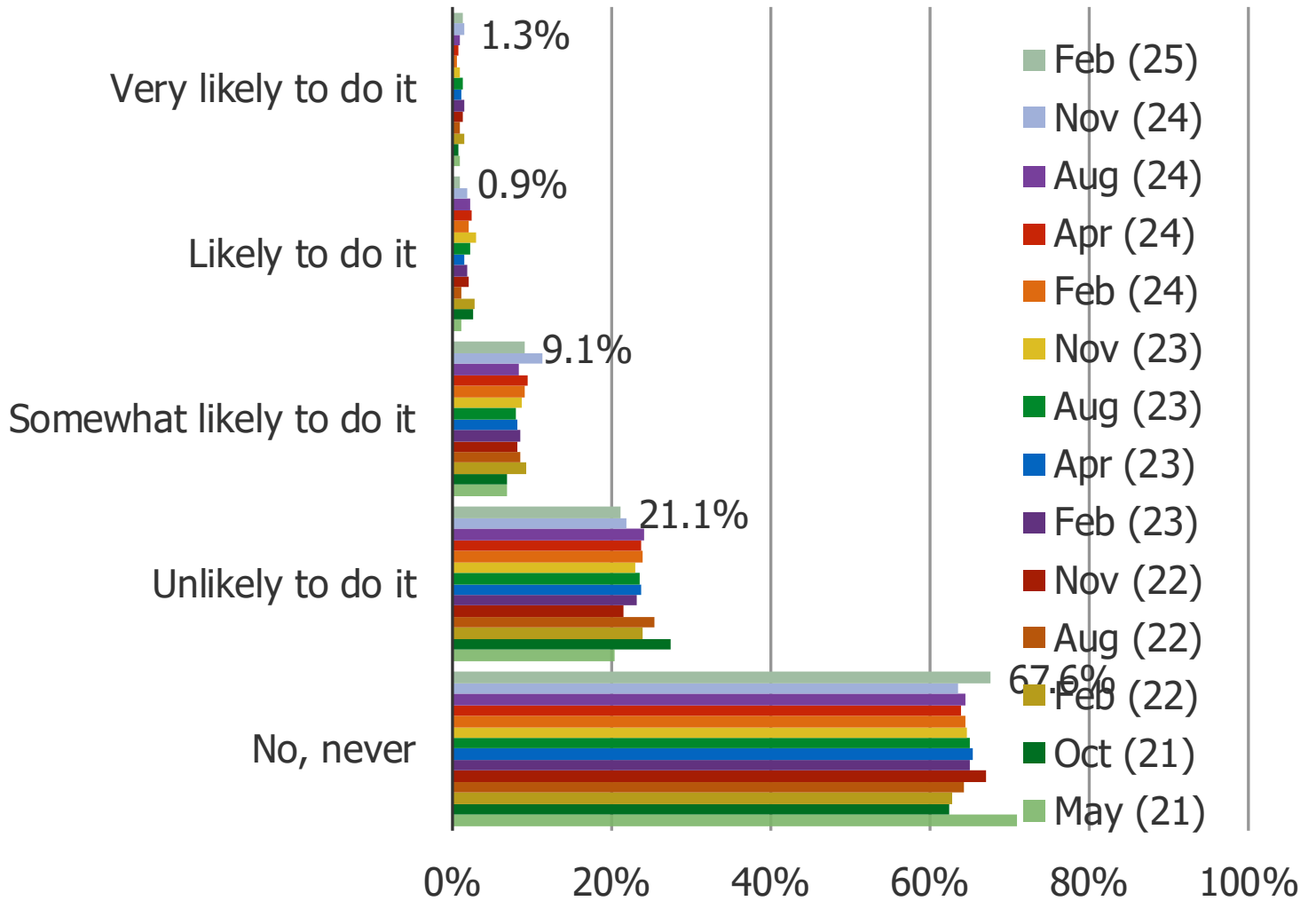
WHAT SPORTS DO YOU GAMBLE ON? (SELECT ALL THAT APPLY)

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



WOULD YOU CONSIDER GAMBLING ON SPORTS IN THE FUTURE?

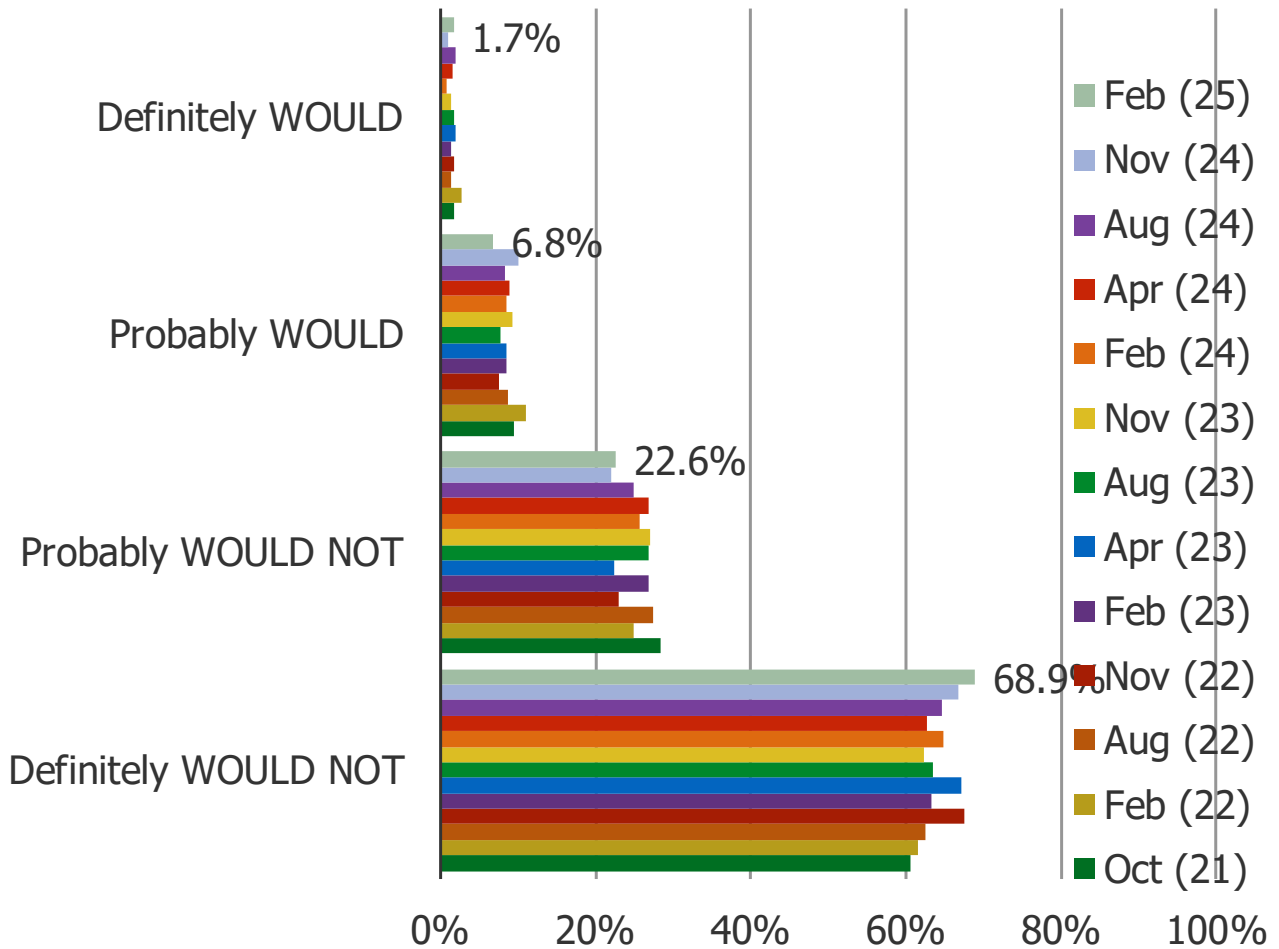
Posed to all respondents who do not currently gamble on sports.



Gambling

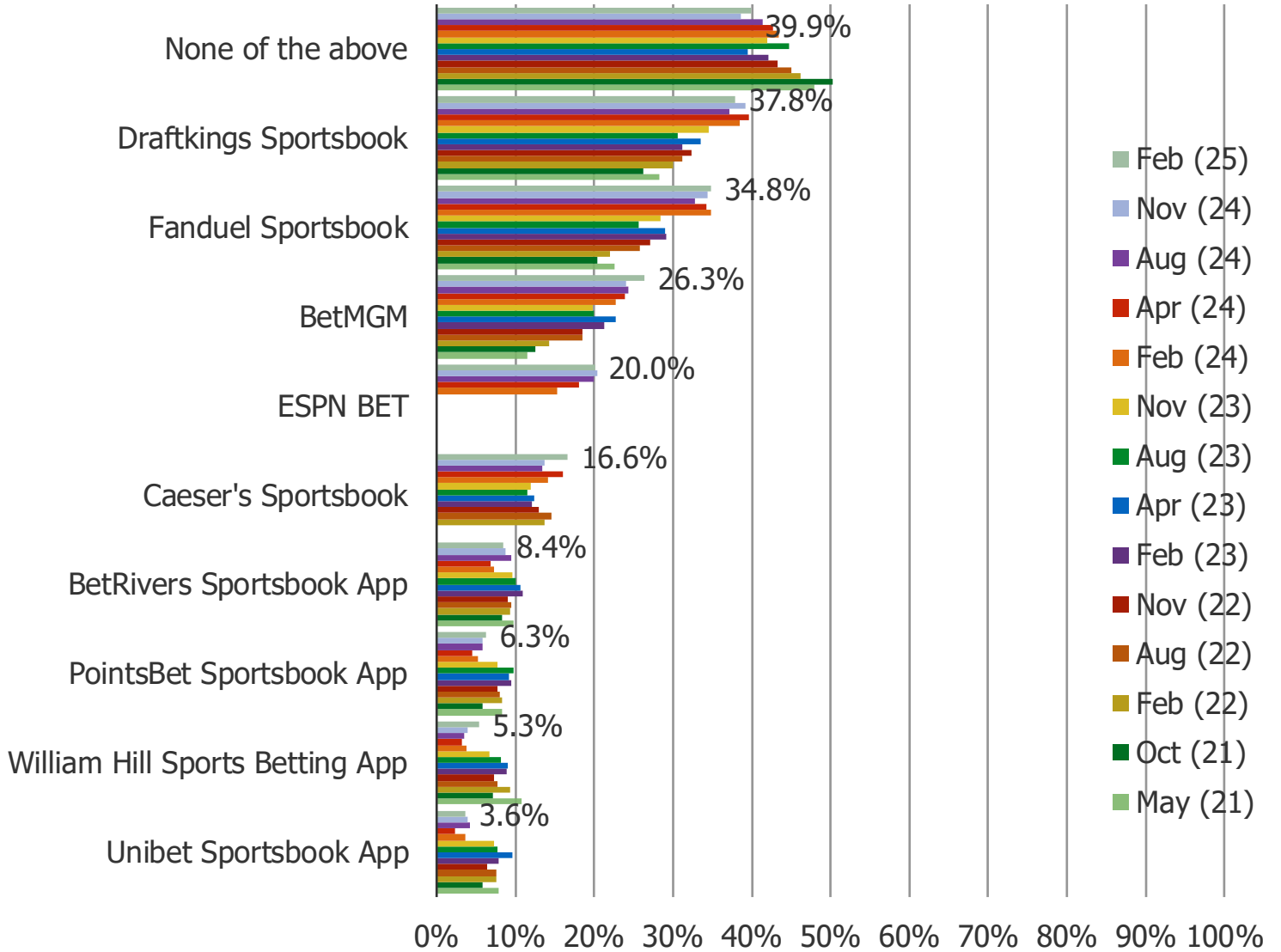
IF SPORTS GAMBLING BECAME LEGAL IN YOUR STATE, WOULD YOU BE INTERESTED IN GAMBLING ON SPORTS?

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.



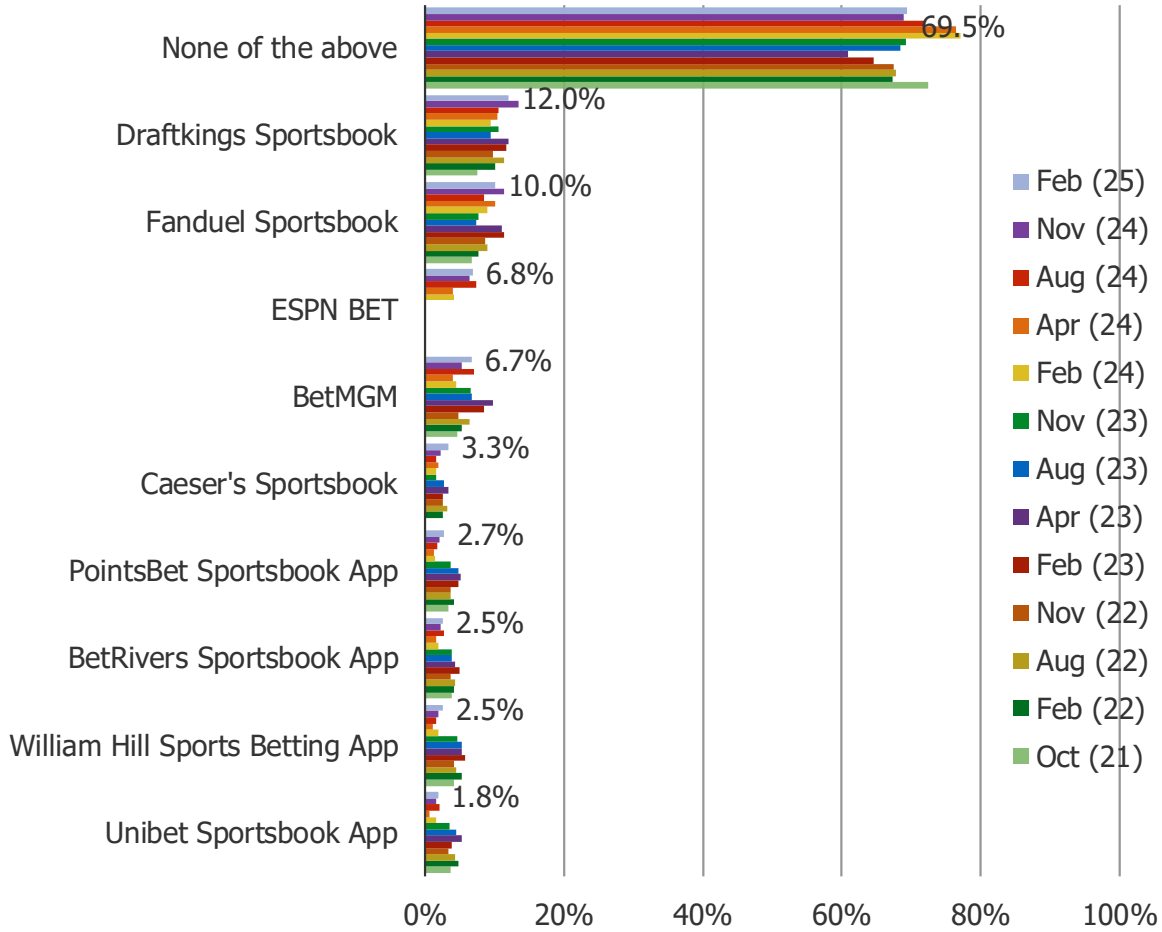
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING SITES/APPS?

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           |                       | 36.3%              | 22.6%  | 6.6%                            | 7.7%                     | 5.4%                  | 9.5%                     | 14.9%    | 13.7%               | 168 |
| Fanduel Sportsbook              | 43.9%                 |                    | 25.2%  | 7.9%                            | 6.5%                     | 7.9%                  | 8.6%                     | 20.1%    | 16.6%               | 139 |
| BetMGM                          | 41.3%                 | 38.0%              |        | 8.7%                            | 15.2%                    | 9.8%                  | 8.7%                     | 32.6%    | 25.0%               | 92  |
| William Hill Sports Betting App | 32.4%                 | 32.4%              | 23.5%  |                                 | 14.7%                    | 23.5%                 | 26.5%                    | 29.4%    | 20.6%               | 34  |
| PointsBet Sportsbook App        | 35.1%                 | 24.3%              | 37.8%  | 13.5%                           |                          | 24.3%                 | 32.4%                    | 24.3%    | 27.0%               | 37  |
| Unibet Sportsbook App           | 36.0%                 | 44.0%              | 36.0%  | 32.0%                           | 36.0%                    |                       | 40.0%                    | 48.0%    | 32.0%               | 25  |
| BetRivers Sportsbook App        | 45.7%                 | 34.3%              | 22.9%  | 25.7%                           | 34.3%                    | 28.6%                 |                          | 37.1%    | 25.7%               | 35  |
| ESPN BET                        | 26.6%                 | 29.8%              | 31.9%  | 10.6%                           | 9.6%                     | 12.8%                 | 13.8%                    |          | 21.3%               | 94  |
| Caesar's Sportsbook             | 51.1%                 | 51.1%              | 51.1%  | 15.6%                           | 22.2%                    | 17.8%                 | 20.0%                    | 44.4%    |                     | 45  |



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

Posed to all respondents.

