

BESPOKE SURVEYS

Gambling, Vol 15

1250+ Respondents Per Quarter

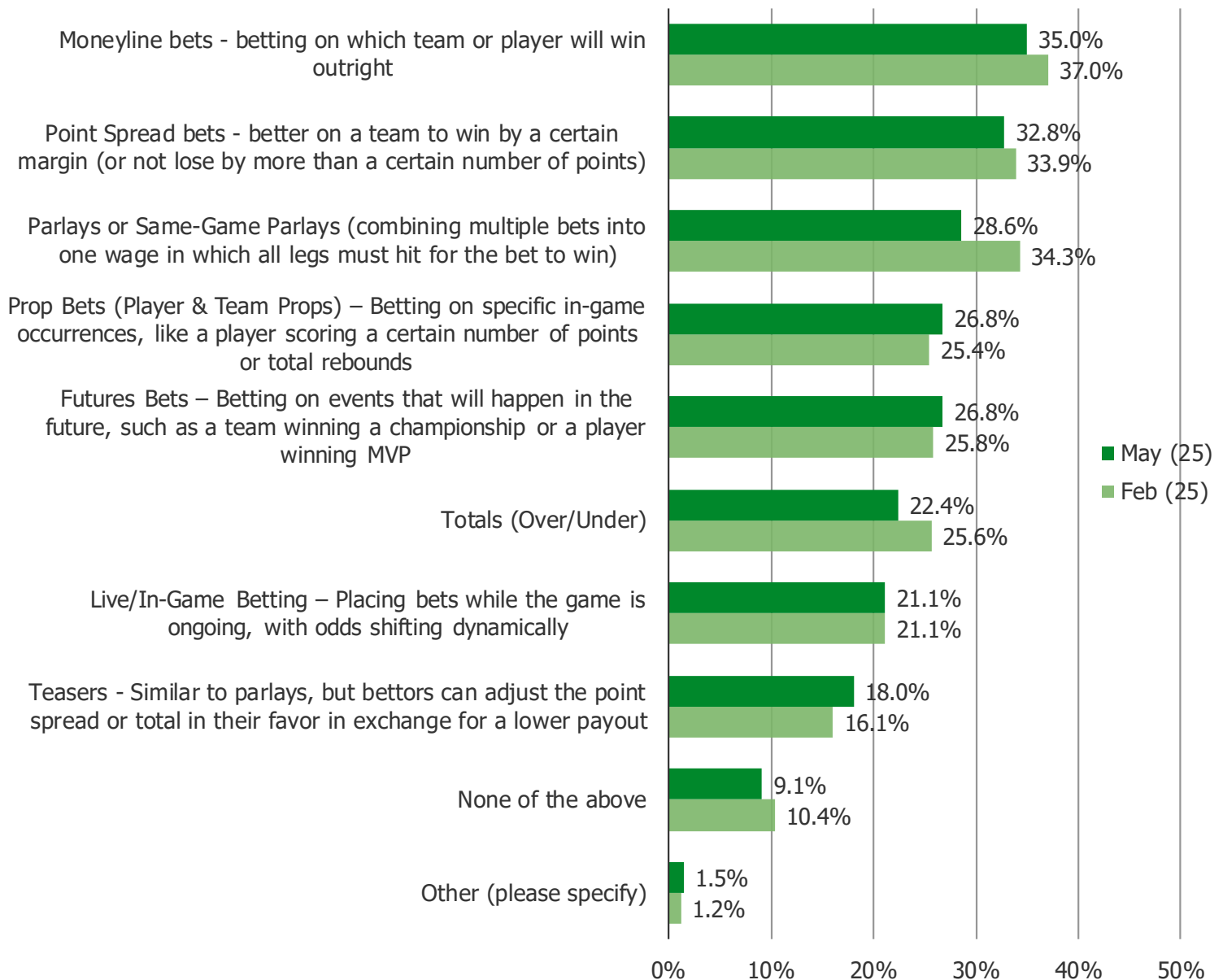
May 2025

Gambling

RECENTLY ADDED QUESTIONS

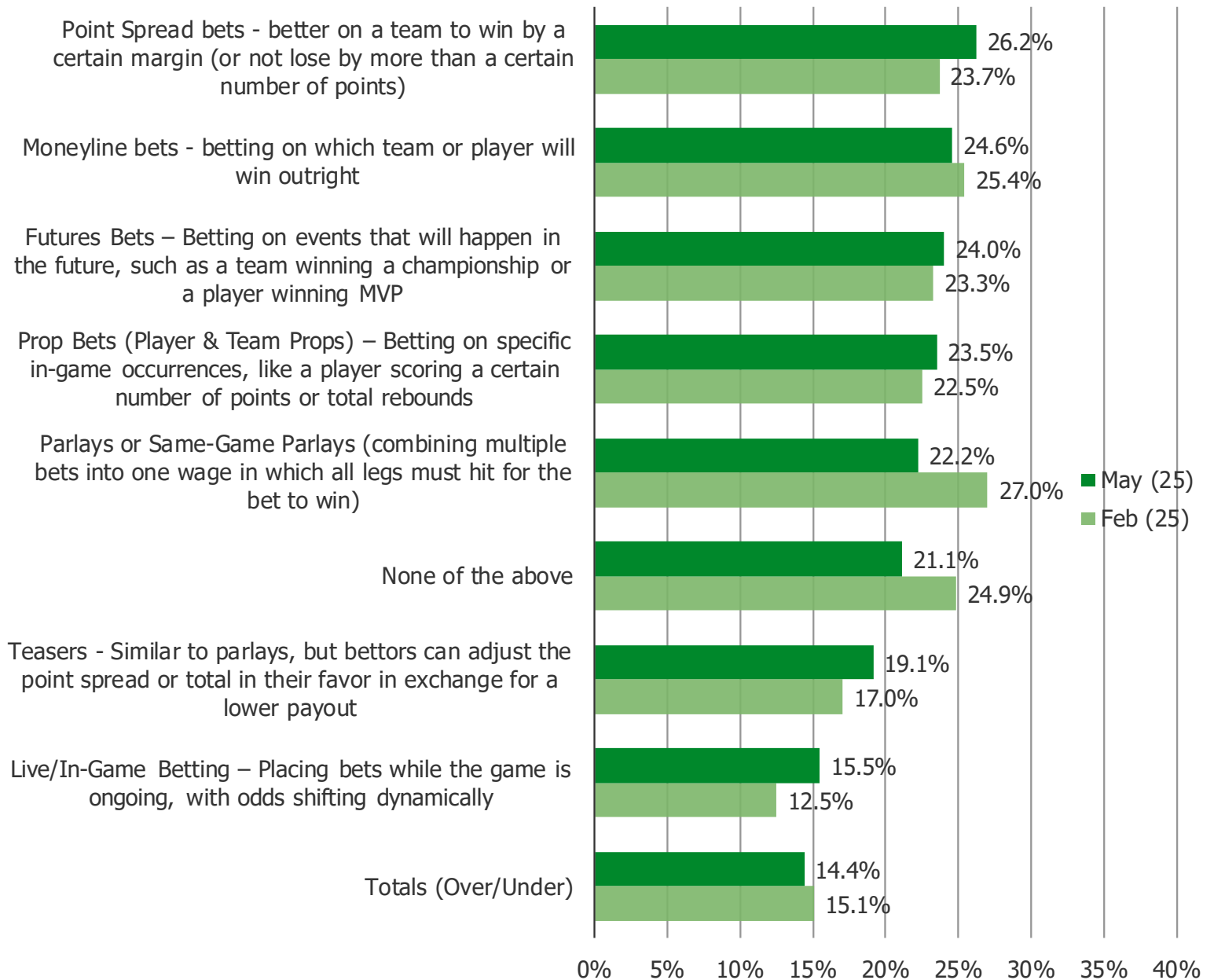
WHICH OF THE FOLLOWING TYPES OF BETS DO YOU TYPICALLY MAKE? SELECT ALL THAT APPLY

Posed to all respondents who gamble more often than never.



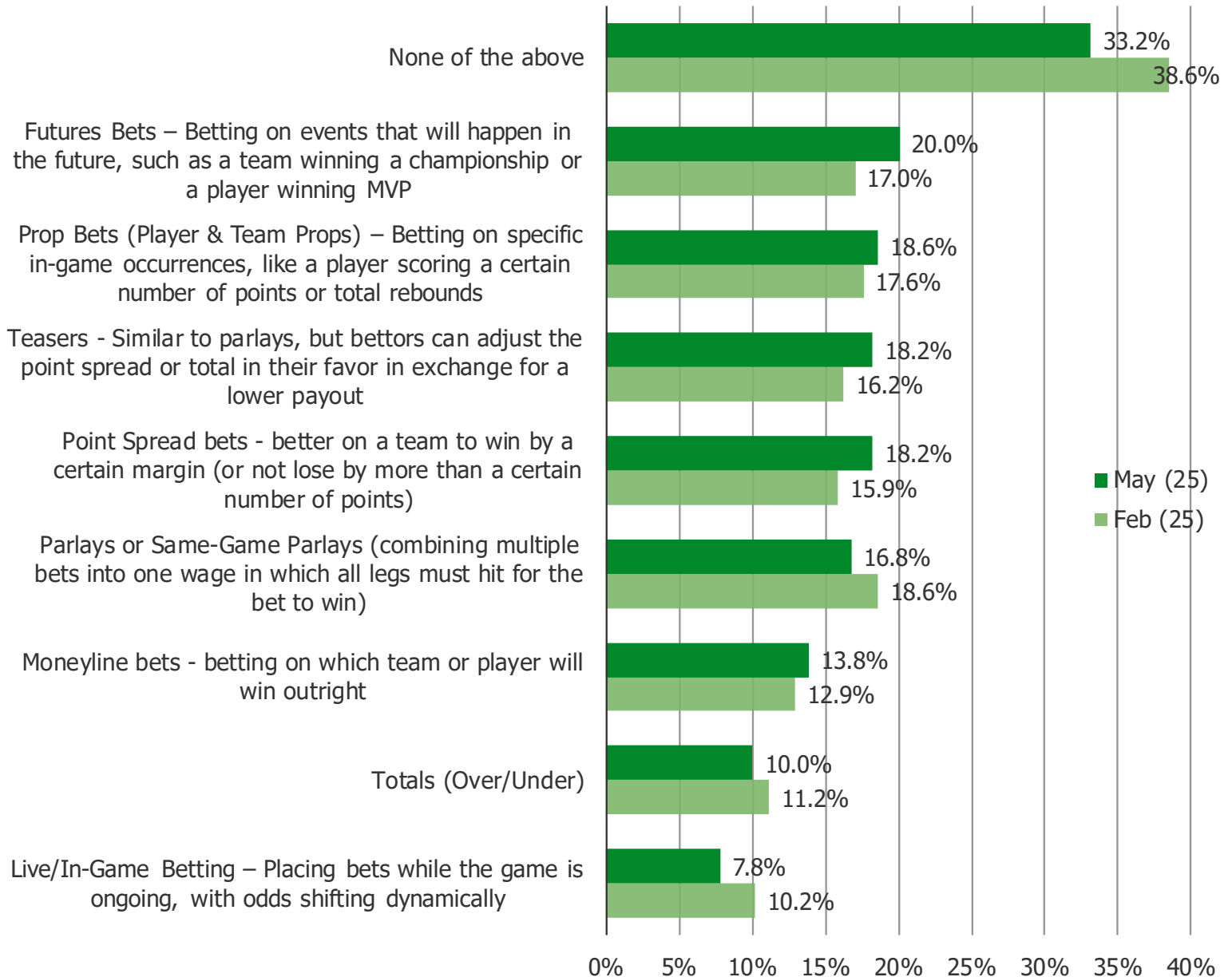
WHICH OF THE FOLLOWING TYPES OF BETS DO YOU EXPECT TO INCREASE YOUR USAGE OF GOING FORWARD?

Posed to all respondents who gamble more often than never.



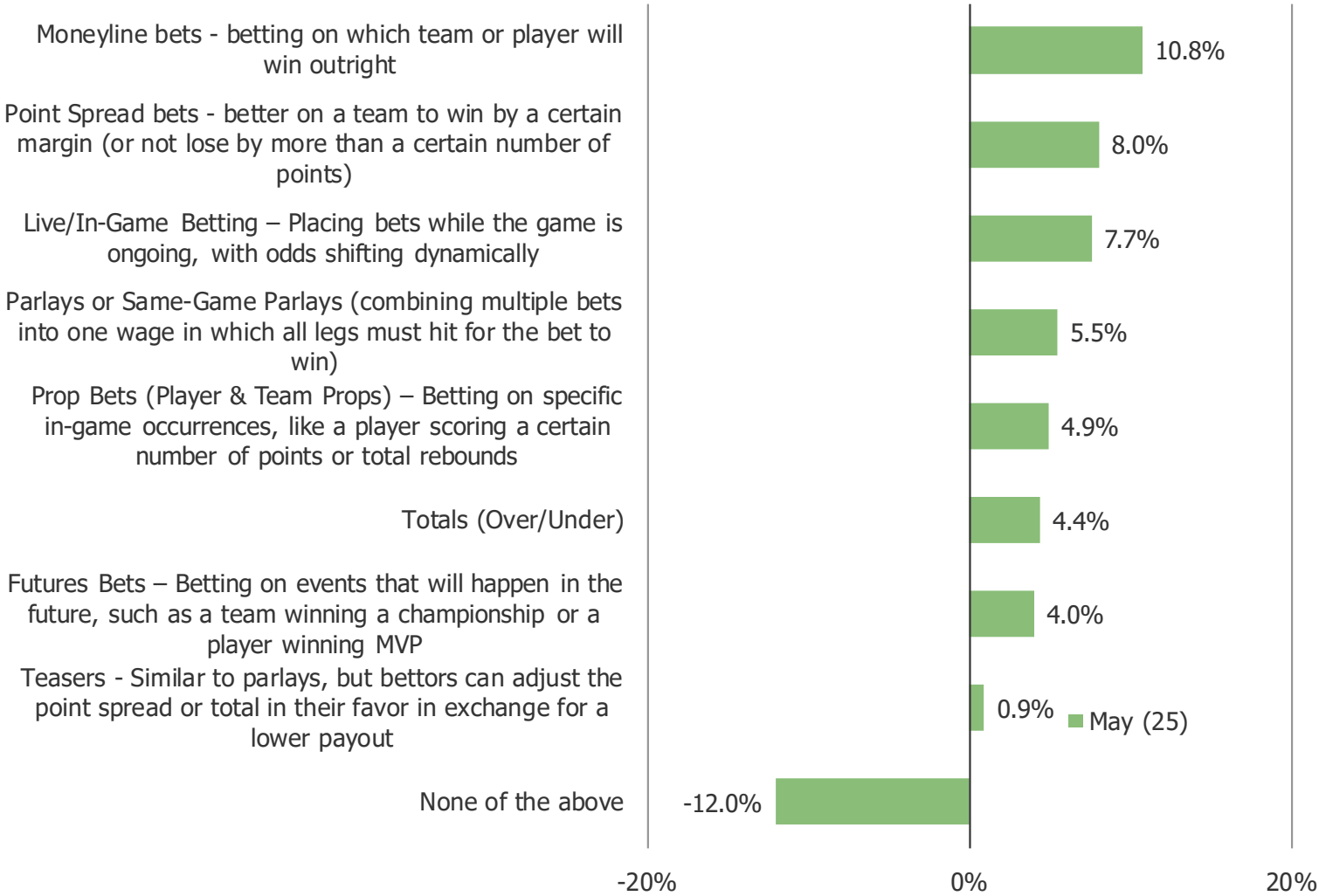
WHICH OF THE FOLLOWING TYPES OF BETS DO YOU EXPECT TO DECREASE YOUR USAGE OF GOING FORWARD?

Posed to all respondents who gamble more often than never.



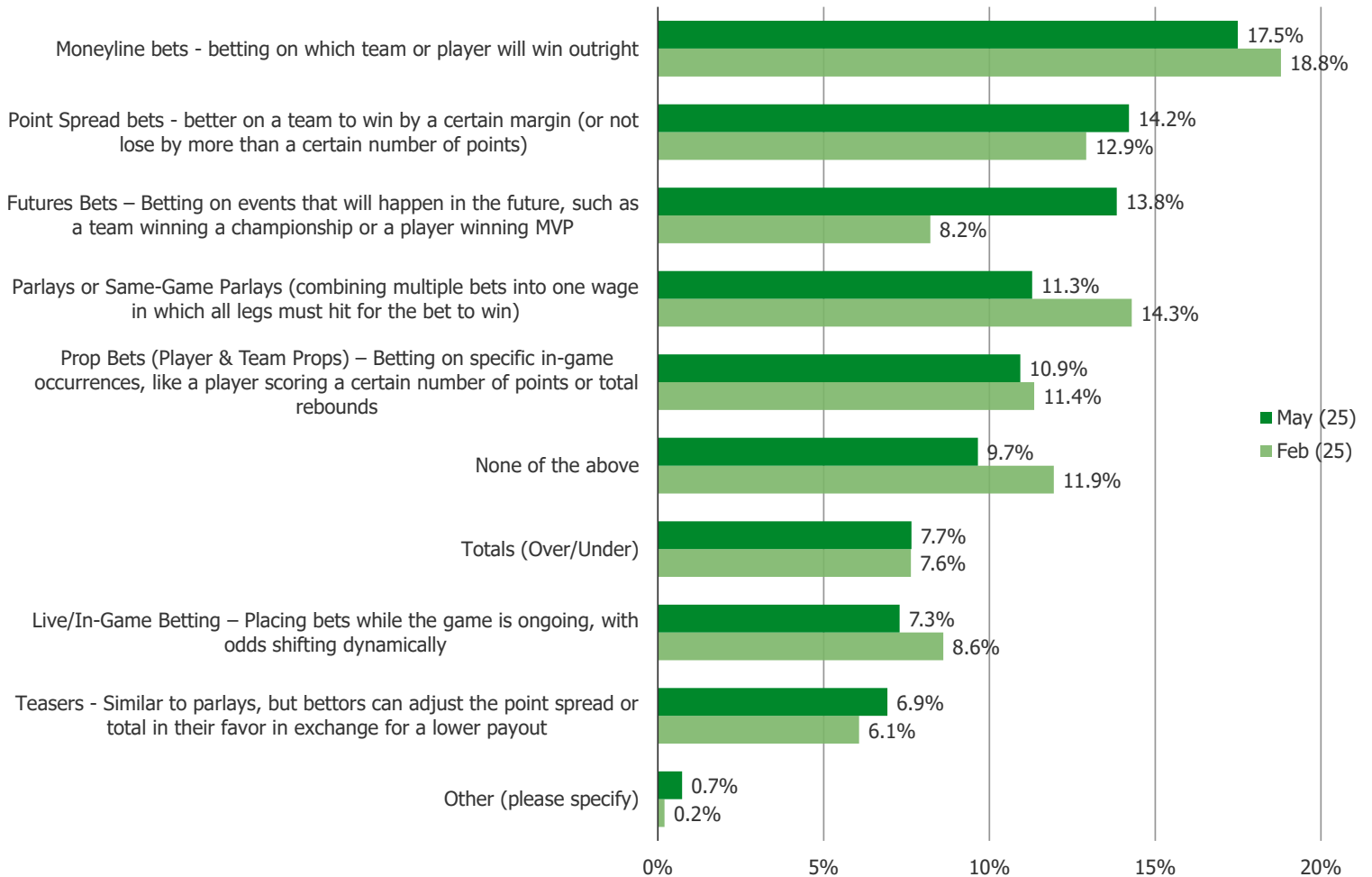
TYPES GAMBLERS EXPECT TO INCREASE USAGE OF, MINUS TYPES GAMBLERS EXPECT TO DECREASE USAGE OF...

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.

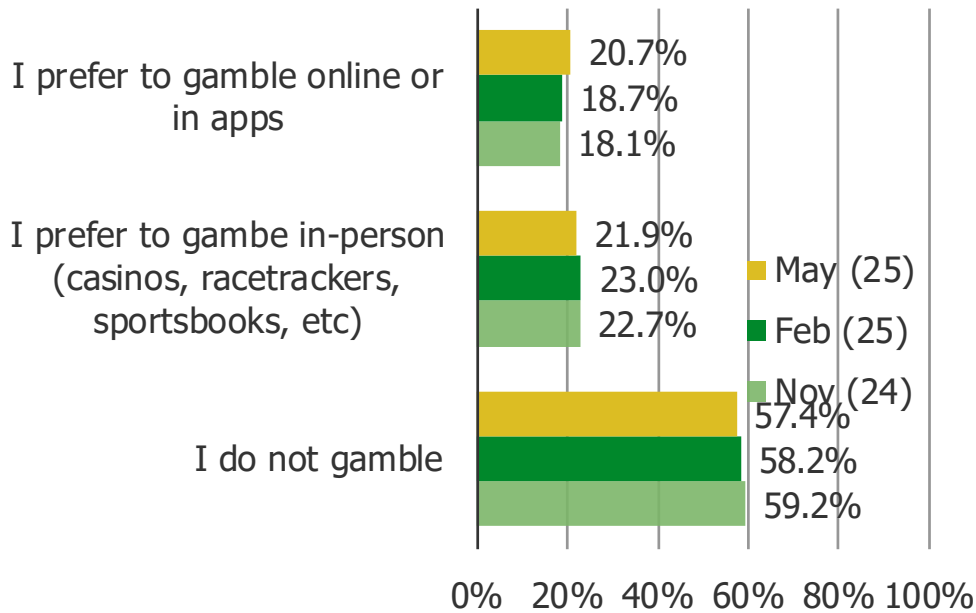


Gambling

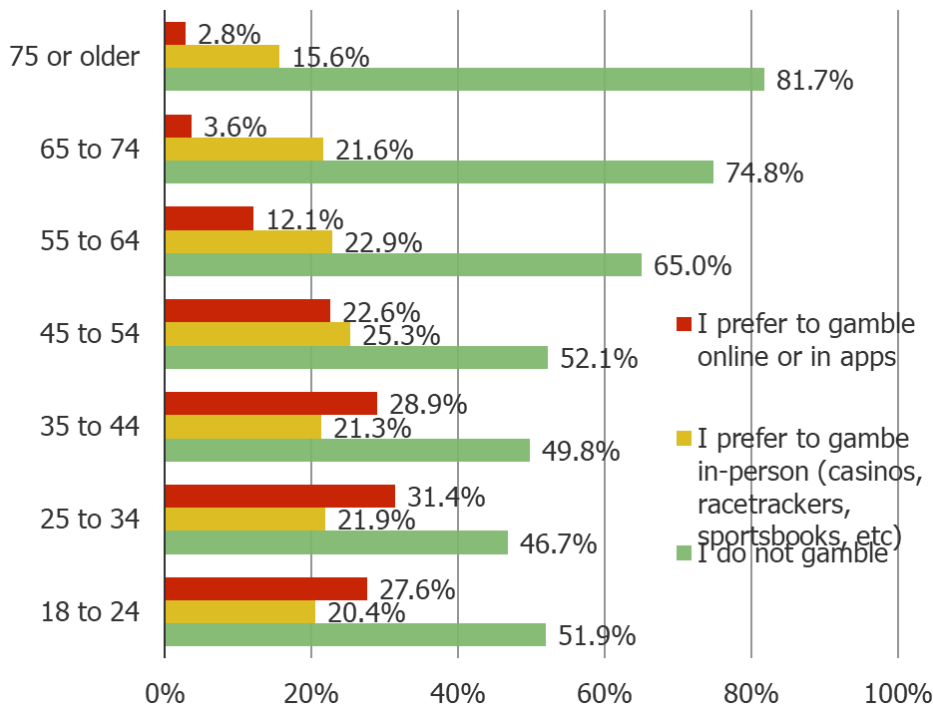
GAMBLING

WHICH OF THE FOLLOWING BEST DESCRIBES YOU...

Posed to all respondents.

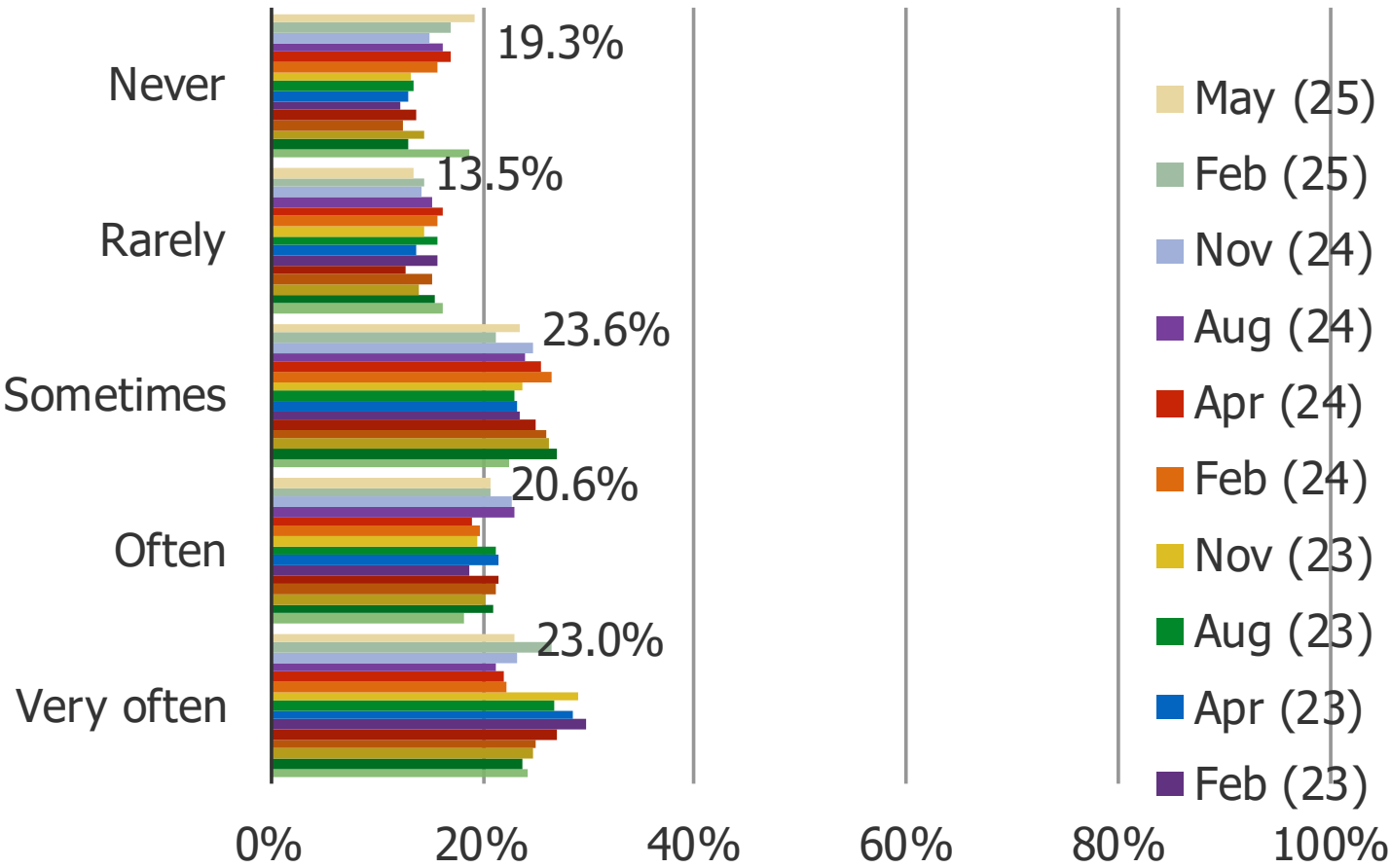


Age breakdowns of respondents who selected each of the following in the chart above...



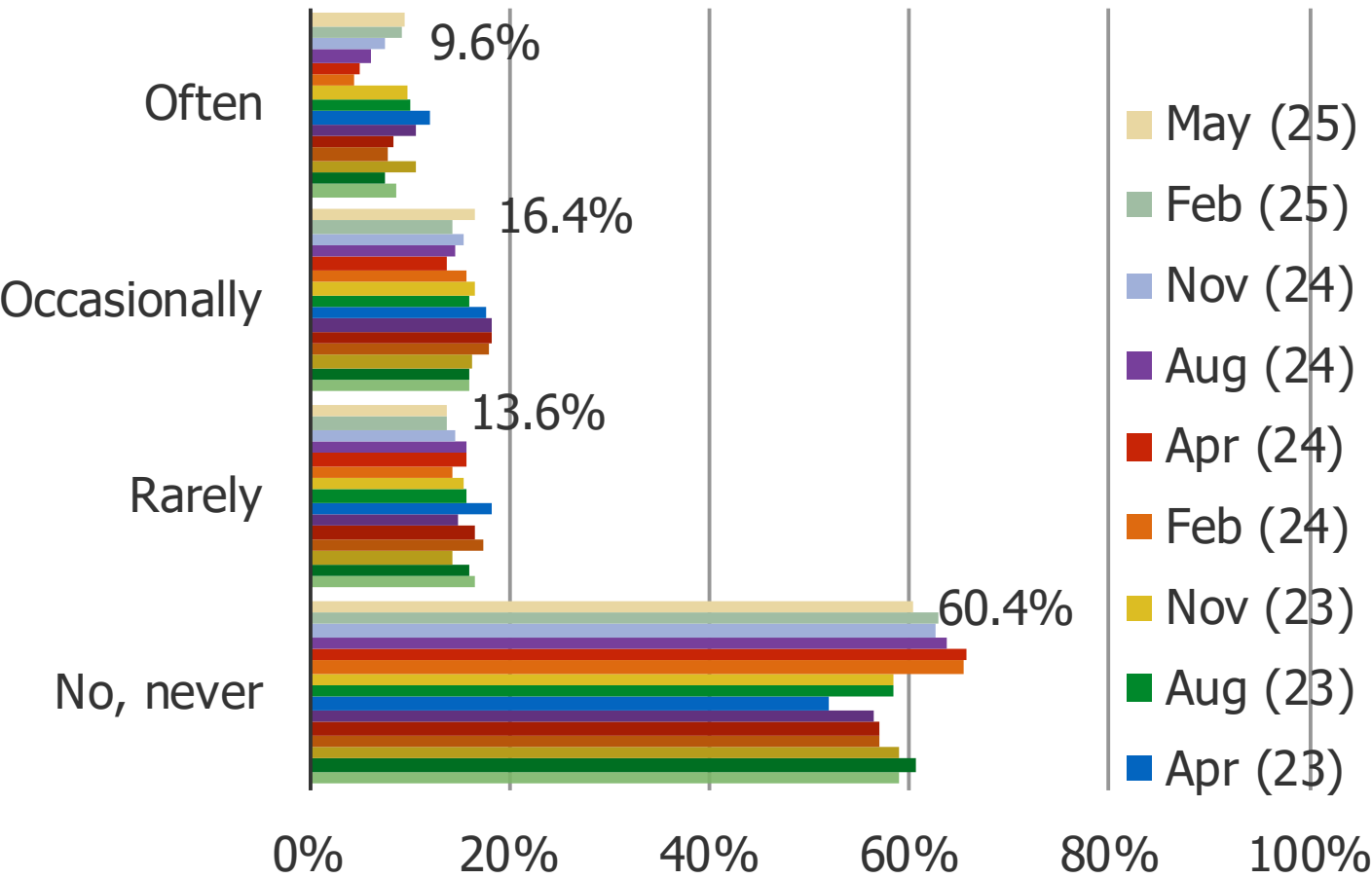
HOW OFTEN DO YOU WATCH SPORTS?

Posed to all respondents.



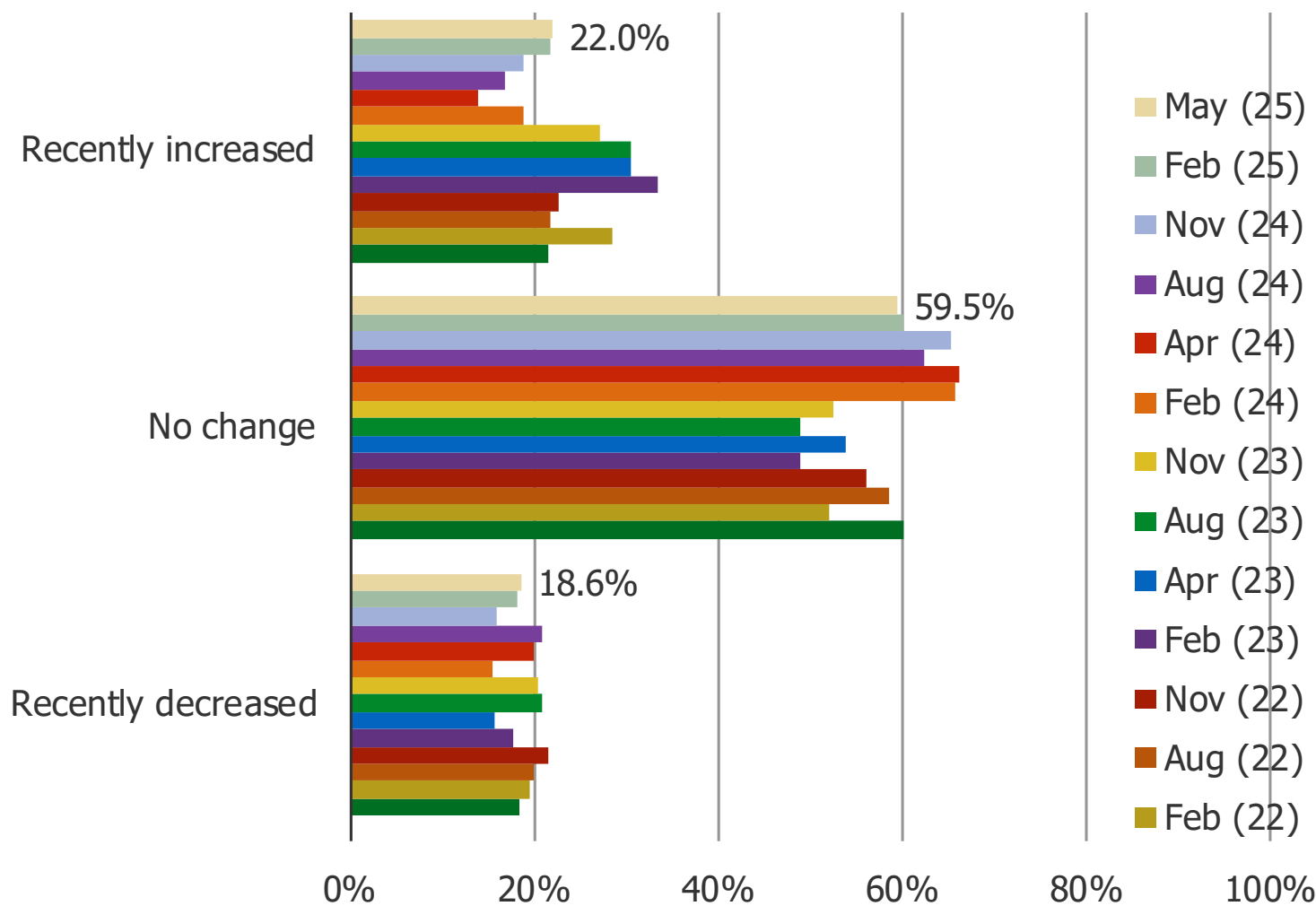
DO YOU EVER GAMBLE ON SPORTS?

Posed to all respondents.



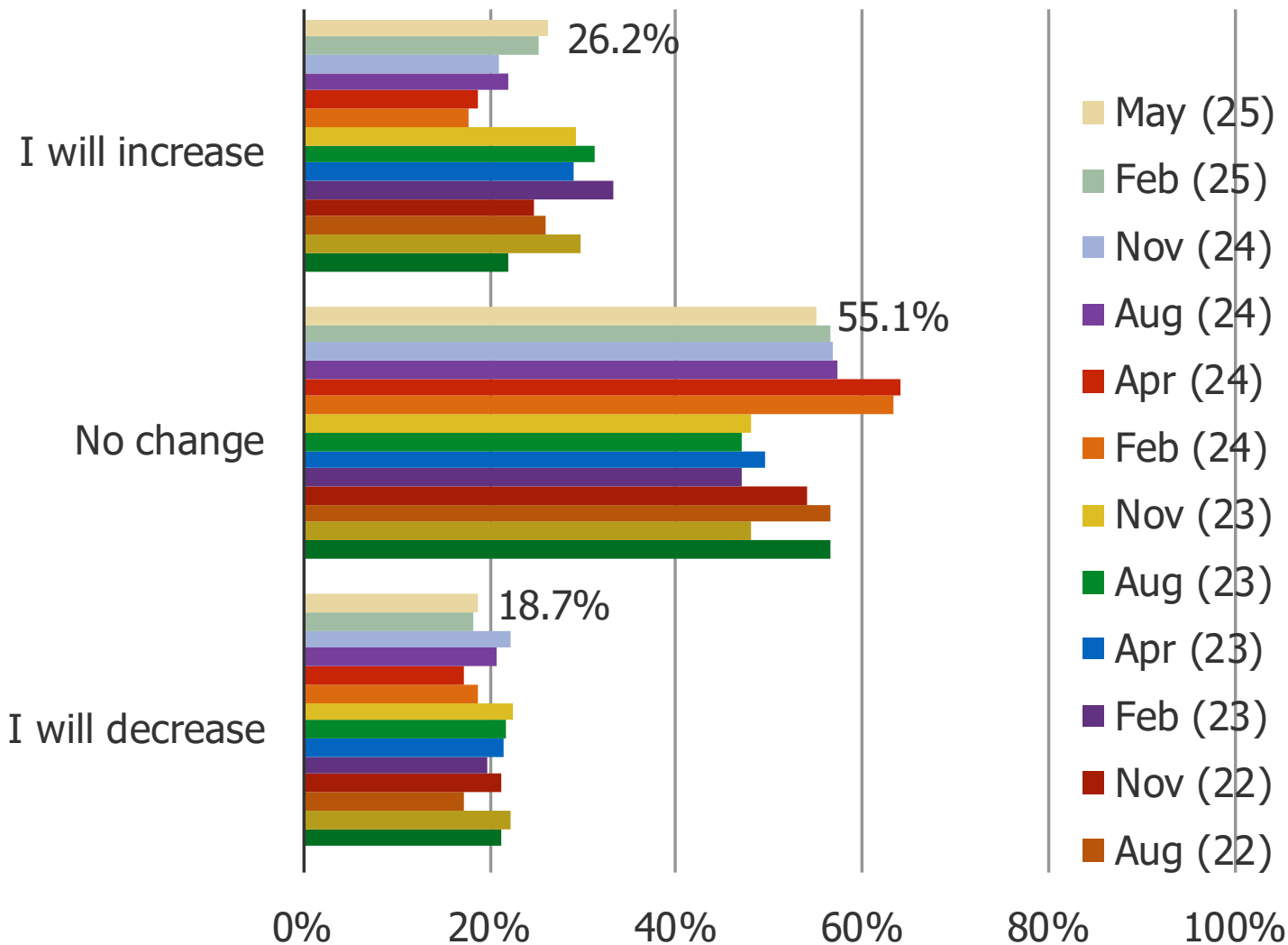
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU GAMBLE ON SPORTS?

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



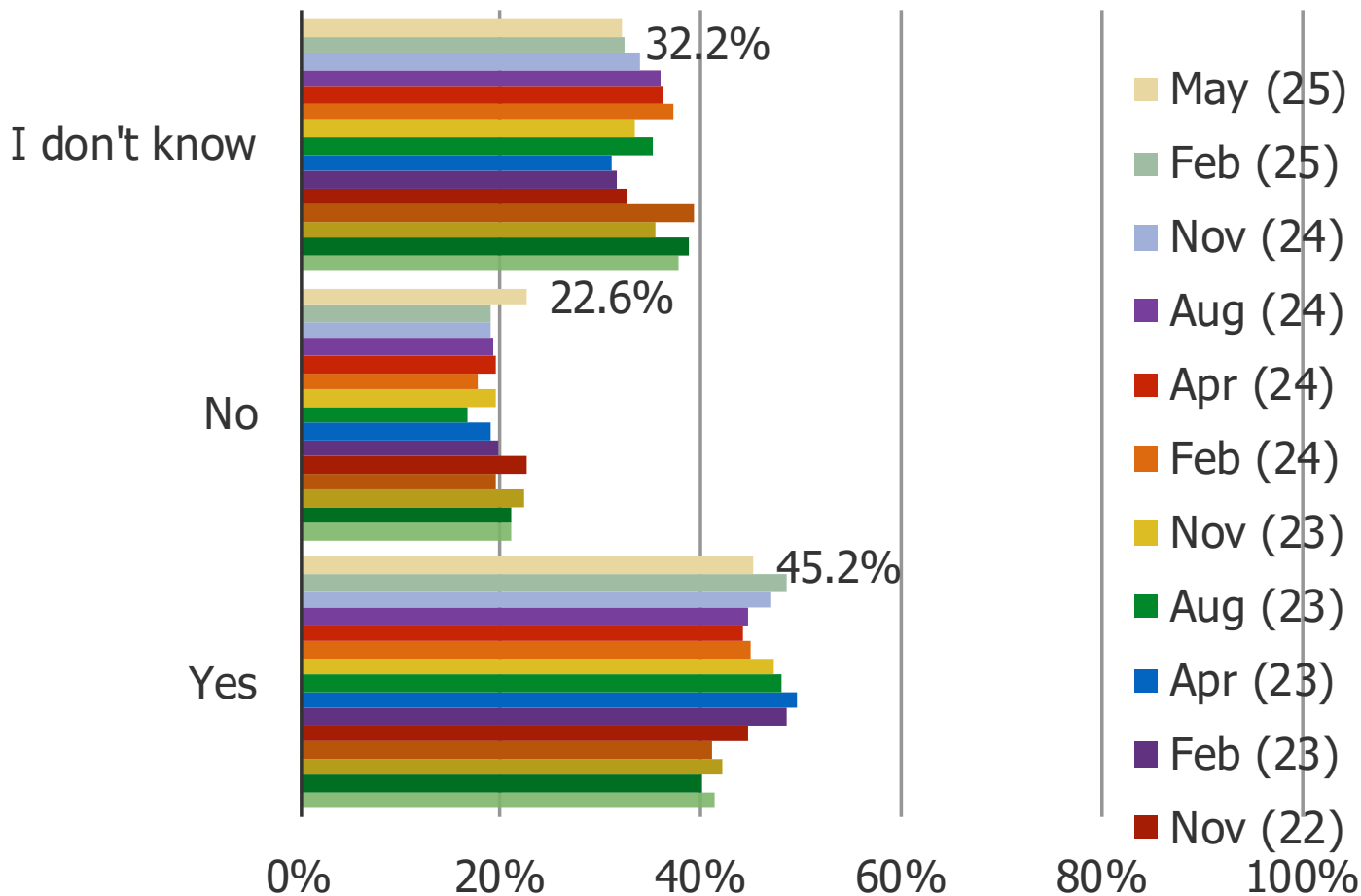
GOING FORWARD, DO YOU EXPECT THAT YOU WILL INCREASE OR DECREASE HOW OFTEN YOU GAMBLE ON SPORTS?

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



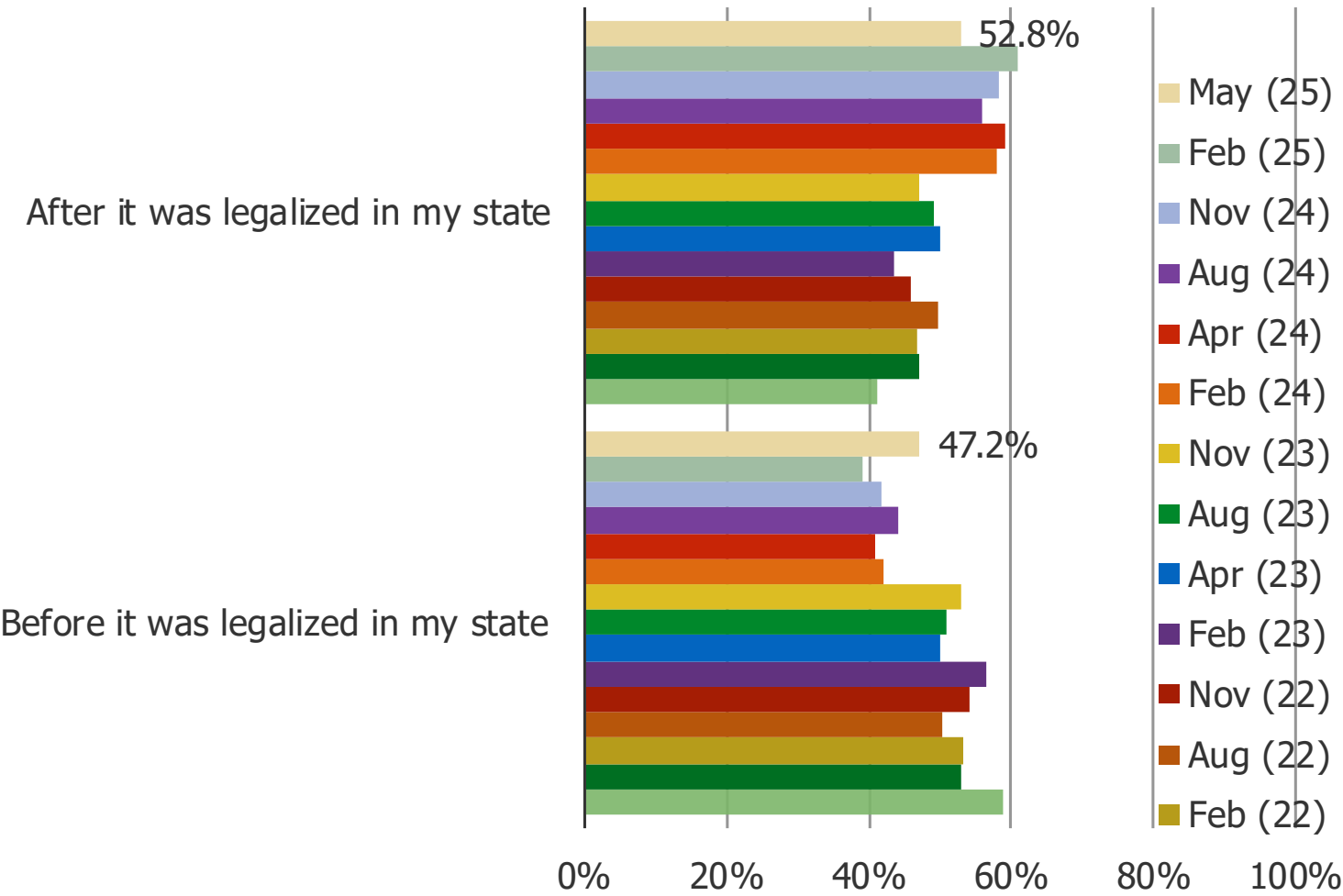
IS GAMBLING ON SPORTS LEGAL IN THE STATE THAT YOU LIVE IN?

Posed to all respondents.



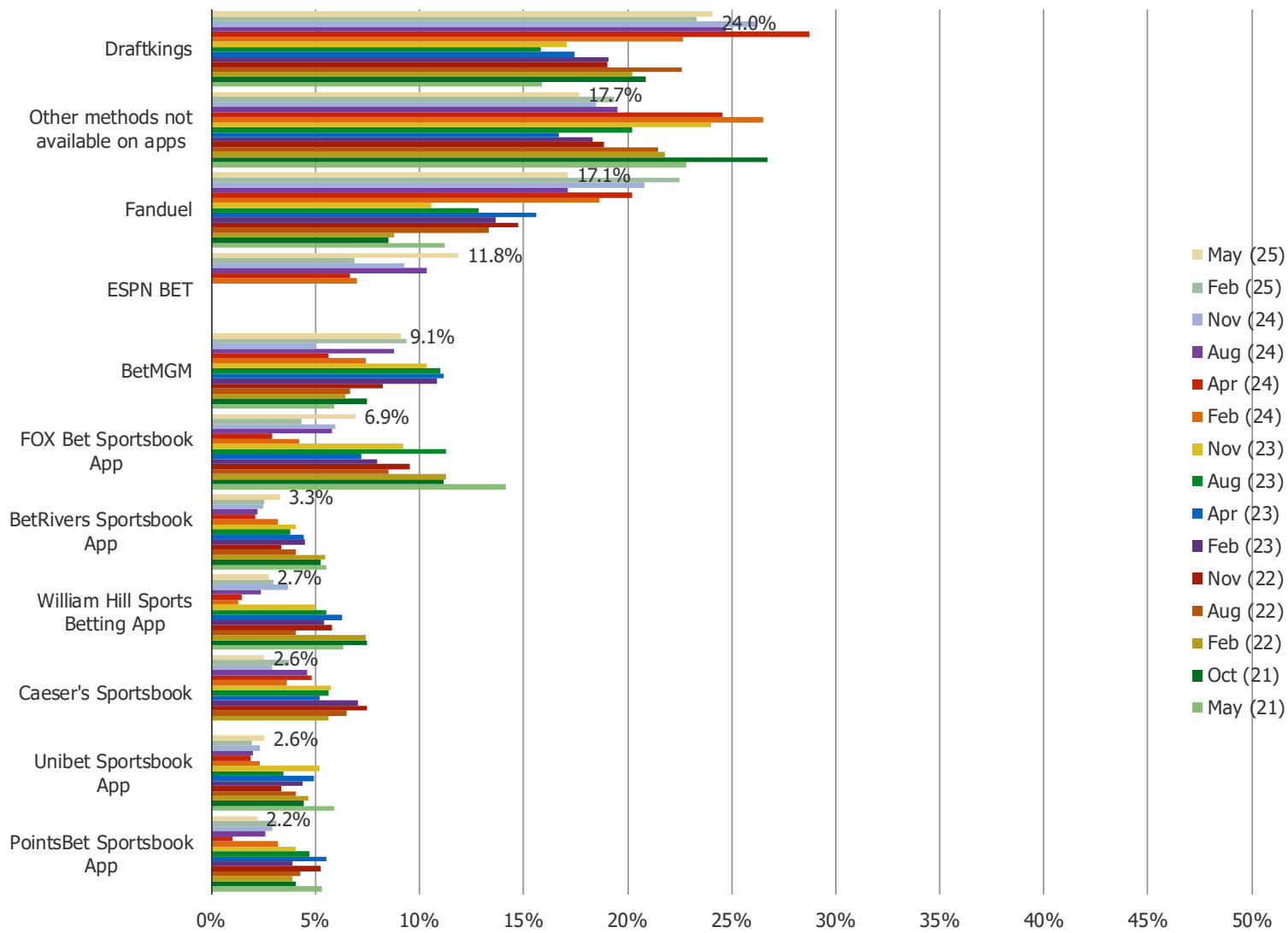
WHEN DID YOU START GAMBLING ON SPORTS?

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



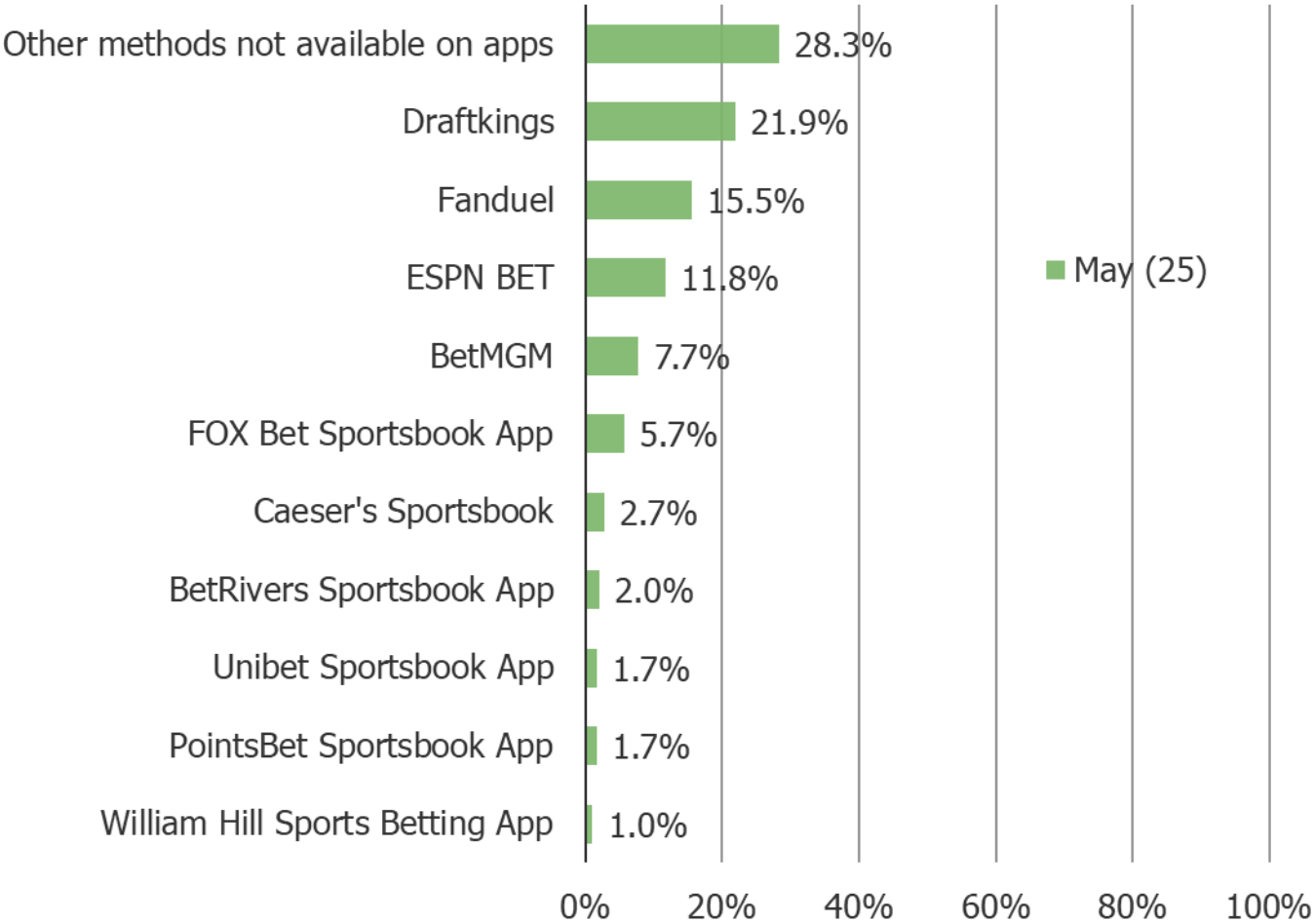
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

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



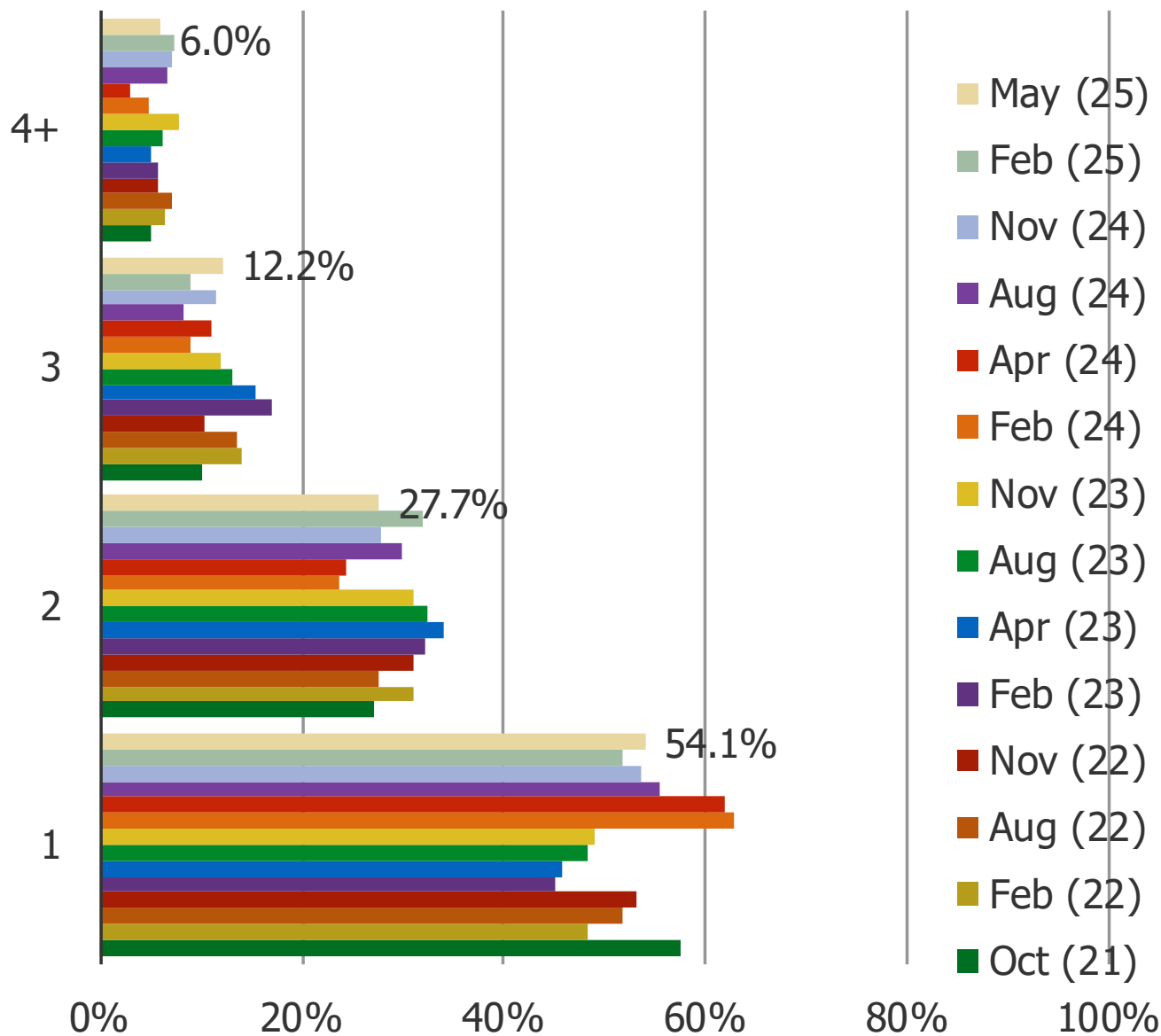
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

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



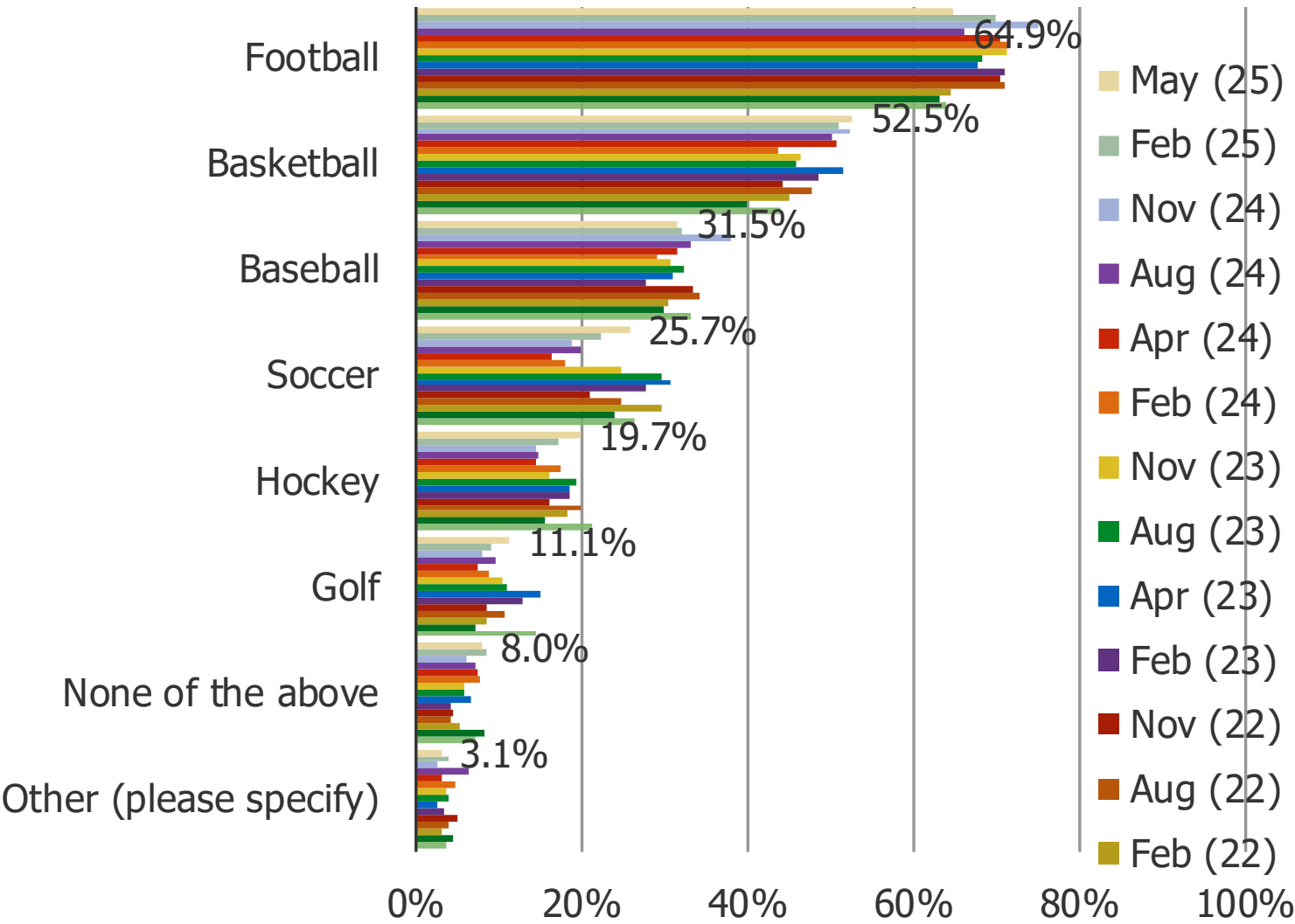
HOW MANY SPORTS GAMBLING APPS DO YOU USE?

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



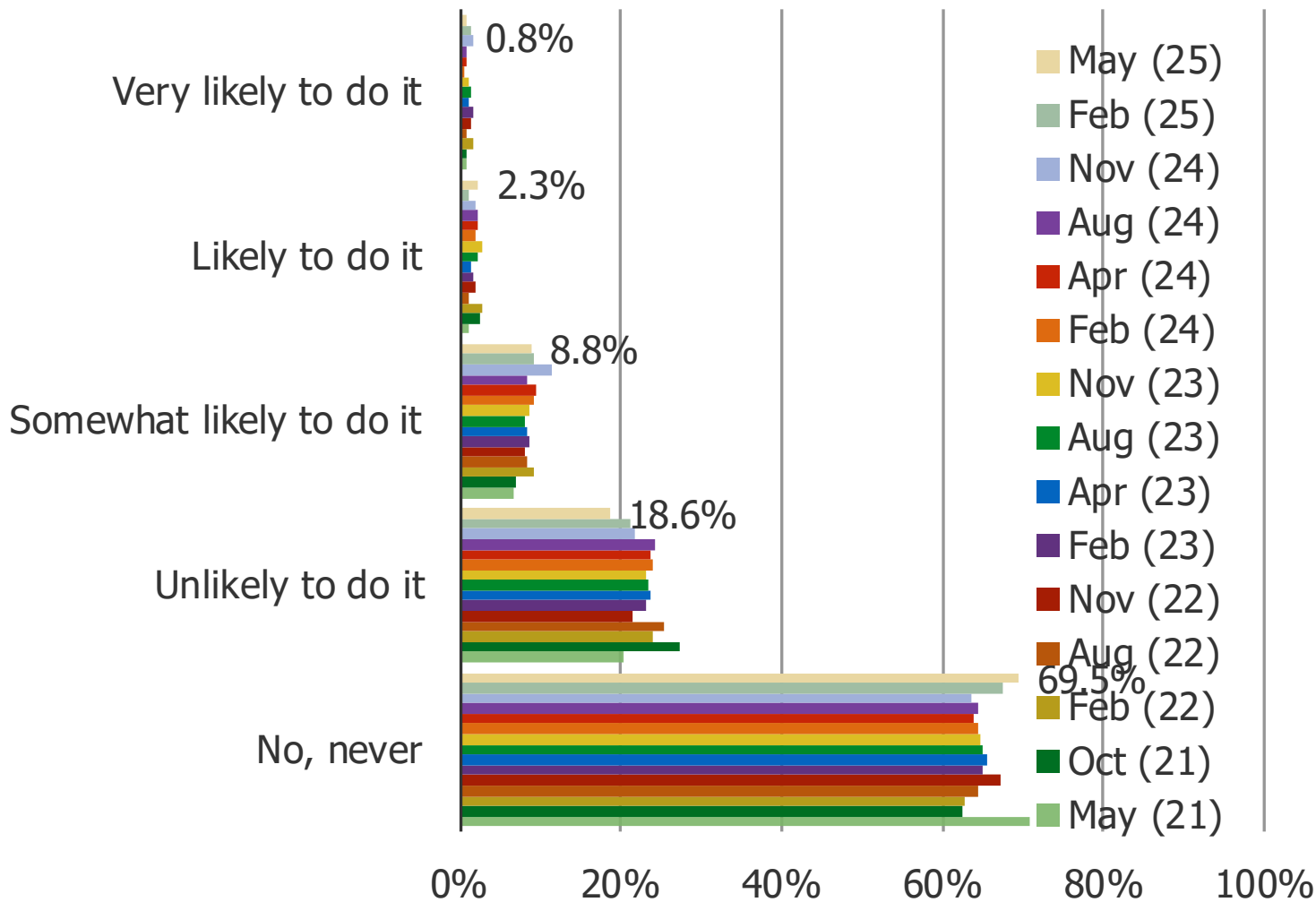
WHAT SPORTS DO YOU GAMBLE ON? (SELECT ALL THAT APPLY)

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



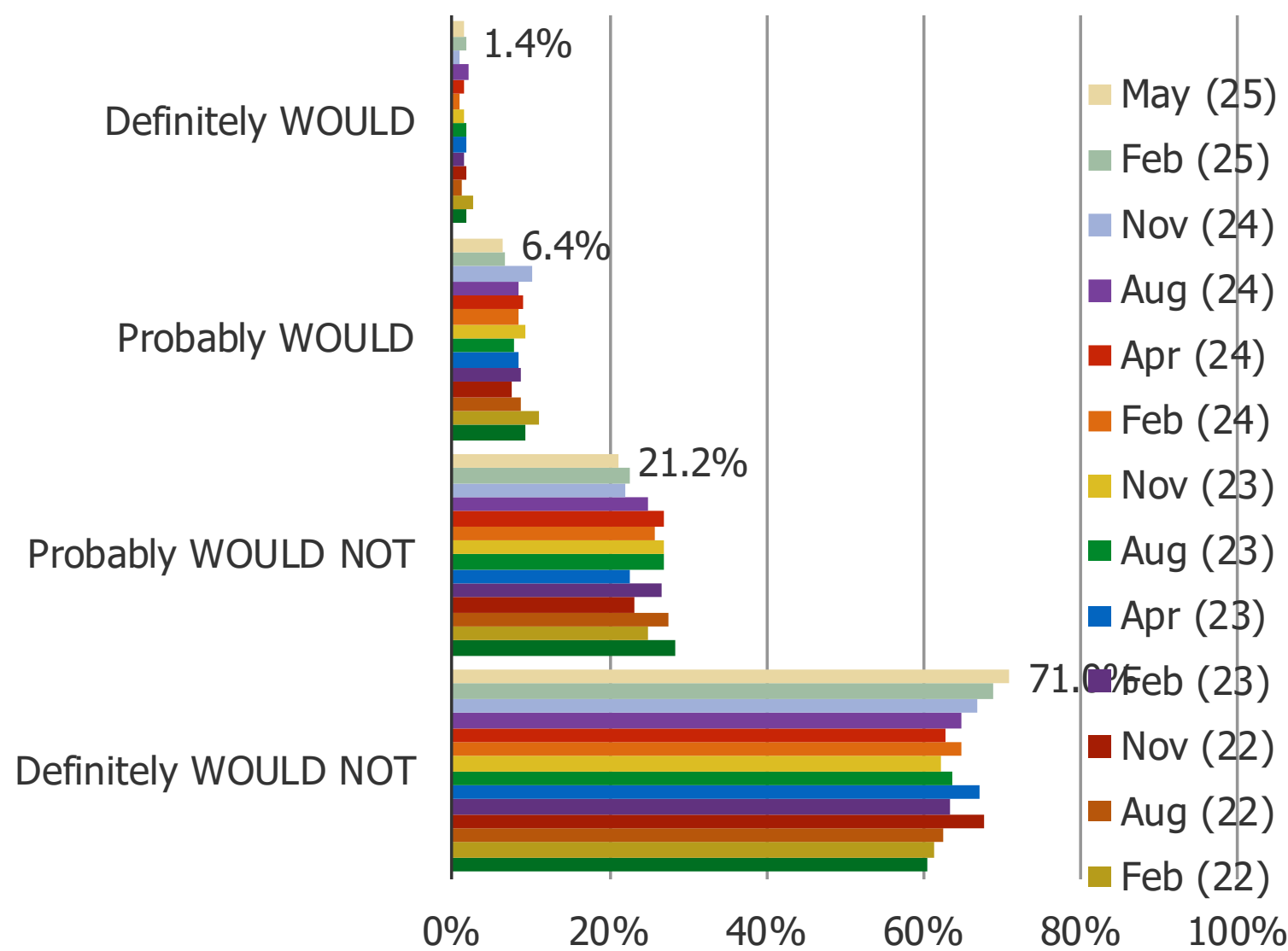
WOULD YOU CONSIDER GAMBLING ON SPORTS IN THE FUTURE?

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



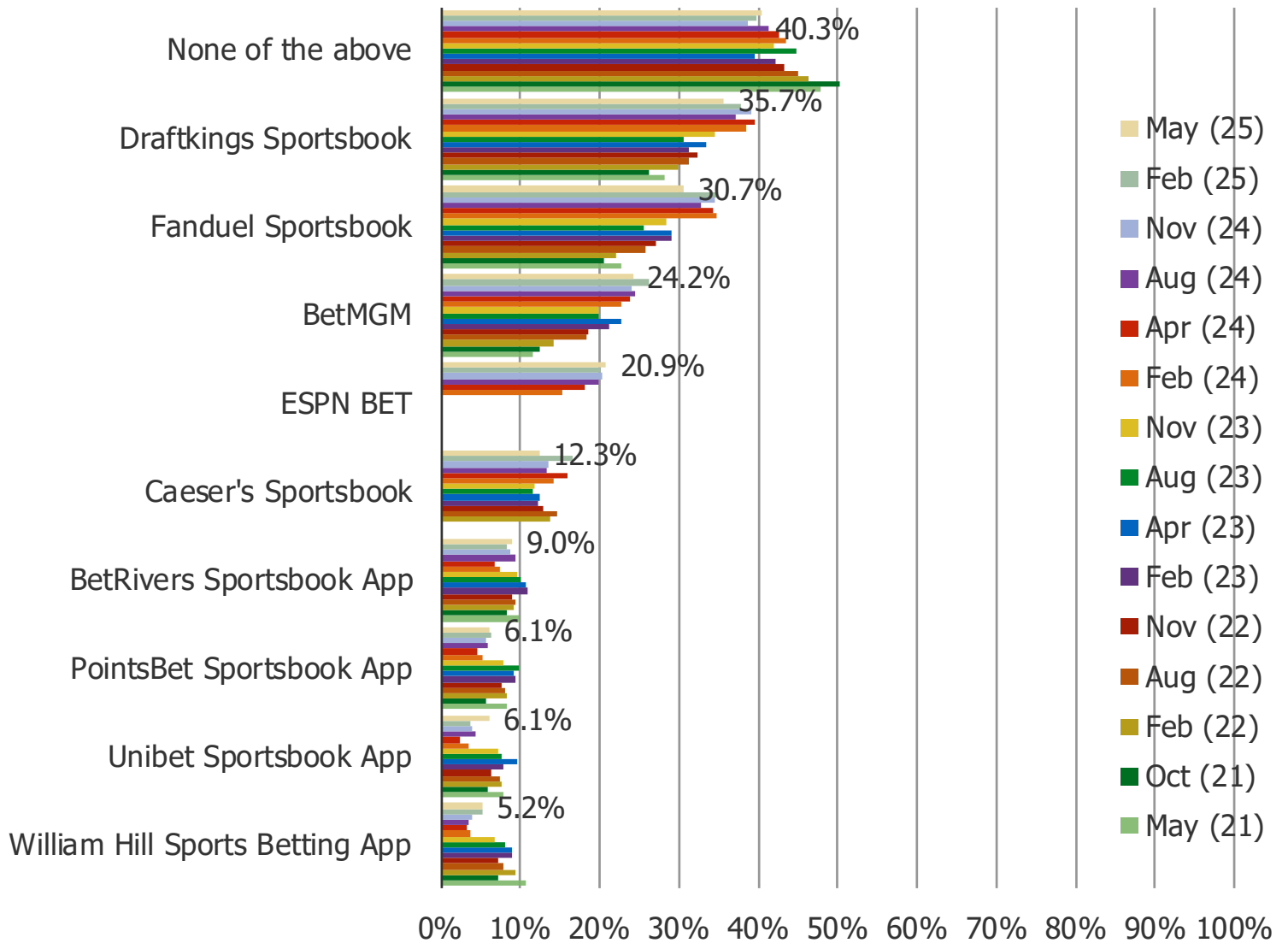
IF SPORTS GAMBLING BECAME LEGAL IN YOUR STATE, WOULD YOU BE INTERESTED IN GAMBLING ON SPORTS?

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.



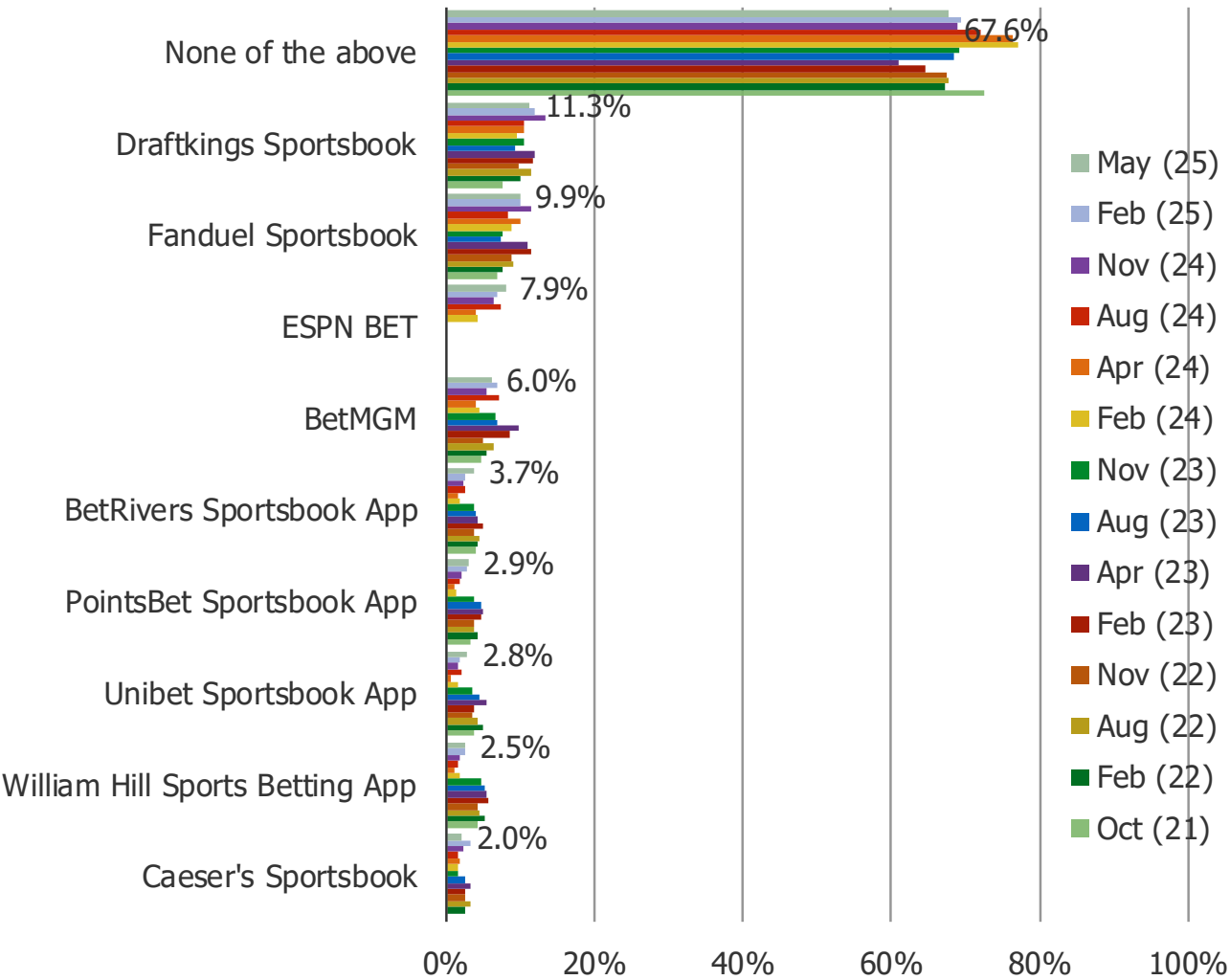
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING SITES/APPS?

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		34.0%	18.6%	5.1%	7.7%	7.7%	10.3%	17.3%	9.0%	156
Fanduel Sportsbook	38.7%		21.9%	5.8%	8.8%	10.2%	12.4%	16.8%	13.1%	137
BetMGM	34.9%	36.1%		10.8%	9.6%	8.4%	15.7%	33.7%	16.9%	83
William Hill Sports Betting App	23.5%	23.5%	26.5%		23.5%	23.5%	26.5%	29.4%	17.7%	34
PointsBet Sportsbook App	30.0%	30.0%	20.0%	20.0%		27.5%	30.0%	22.5%	15.0%	40
Unibet Sportsbook App	30.8%	35.9%	18.0%	20.5%	28.2%		35.9%	30.8%	12.8%	39
BetRivers Sportsbook App	31.4%	33.3%	25.5%	17.7%	23.5%	27.5%		29.4%	21.6%	51
ESPN BET	24.6%	20.9%	25.5%	9.1%	8.2%	10.9%	13.6%		10.9%	110
Caesar's Sportsbook	50.0%	64.3%	50.0%	21.4%	21.4%	17.9%	20.0%	42.9%		28

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

Posed to all respondents.

