

BESPOKE SURVEYS

Gambling, Vol 19

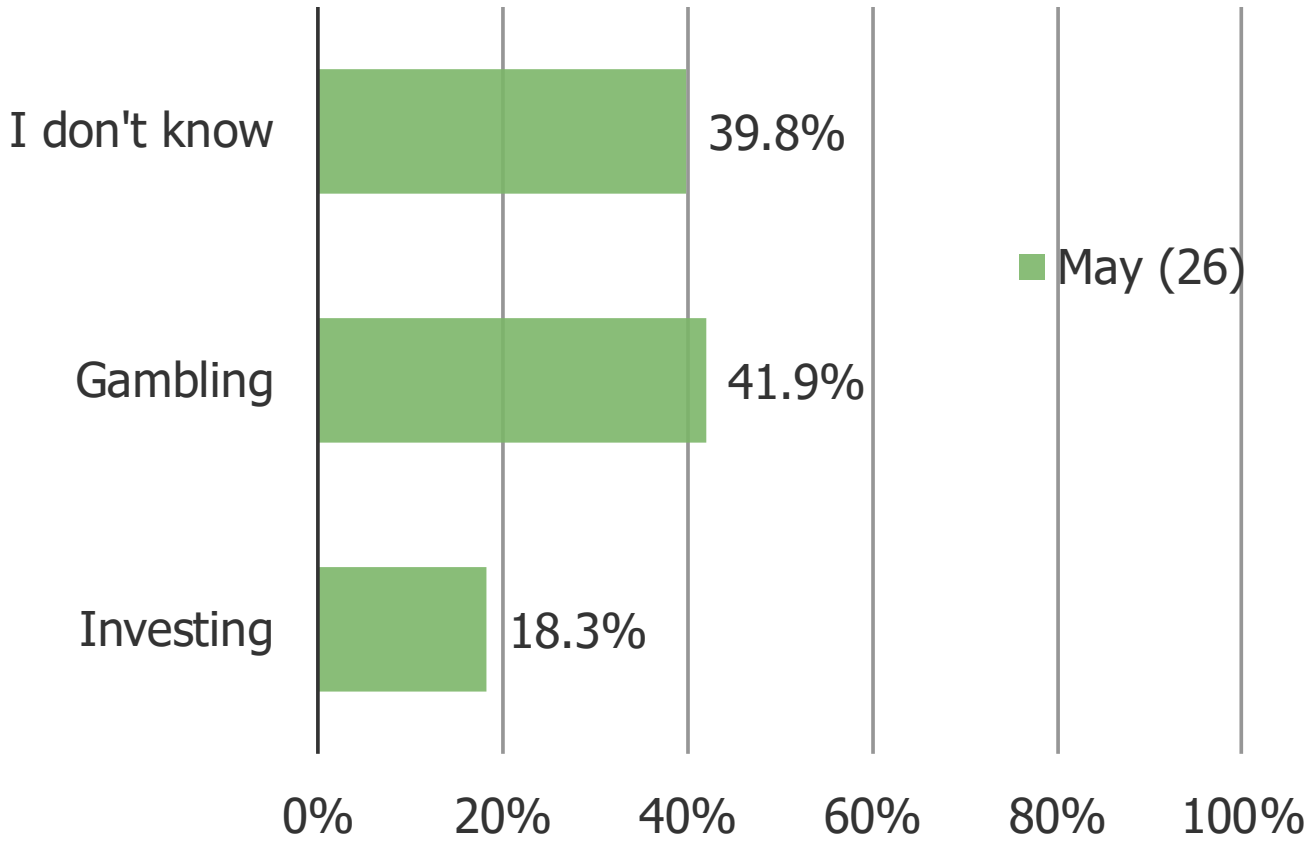
1250+ Respondents Per Quarter

Gambling

NEW QUESTIONS

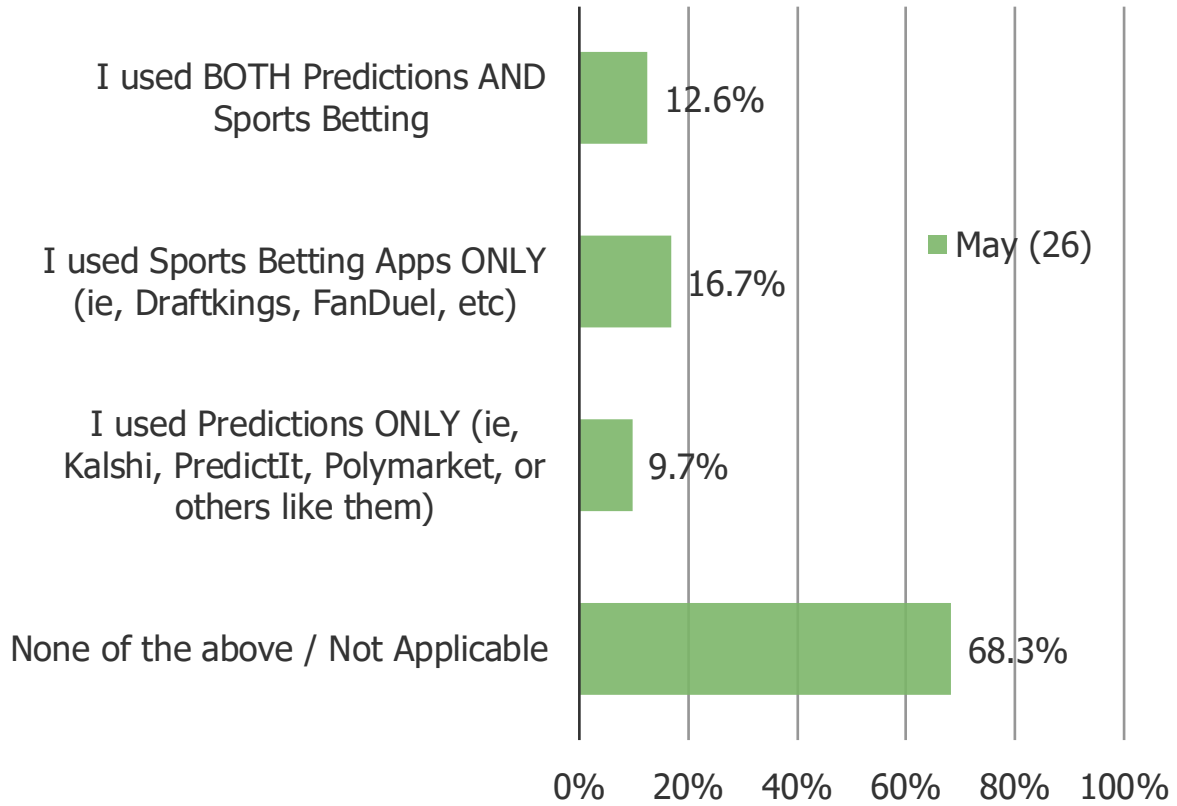
What do you consider Prediction Markets (ie, Kalshi, PredictIt, Polymarket, etc) to be?

Posed to all respondents.



Did you use any of the following during March Madness (NCAA basketball tournament) to place bets or predictions this year?

Posed to all respondents.

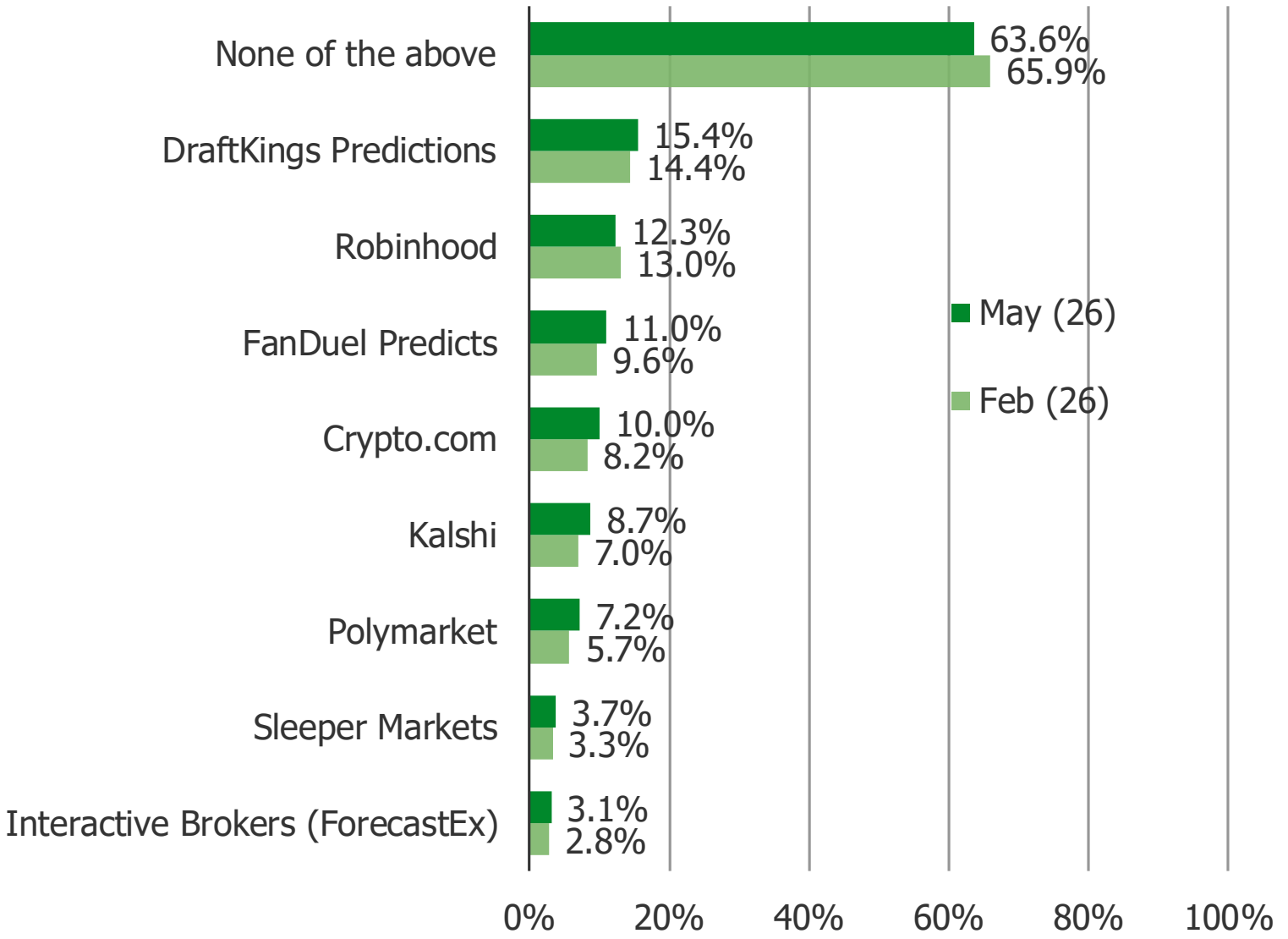


Gambling

RECENTLY ADDED QUESTIONS

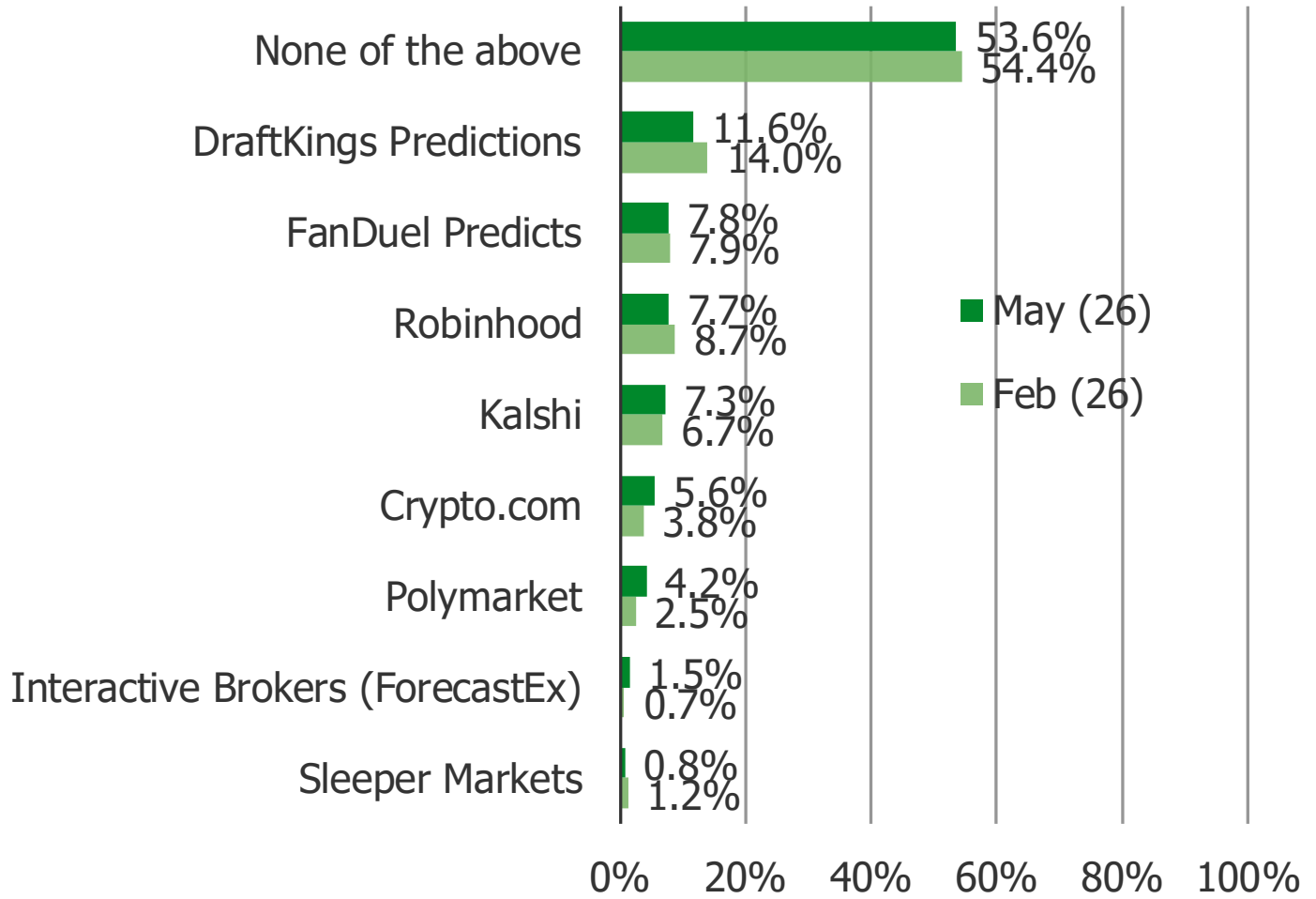
WHICH OF THE FOLLOWING HAVE YOU EVER USED? SELECT ALL THAT APPLY

Posed to all respondents.



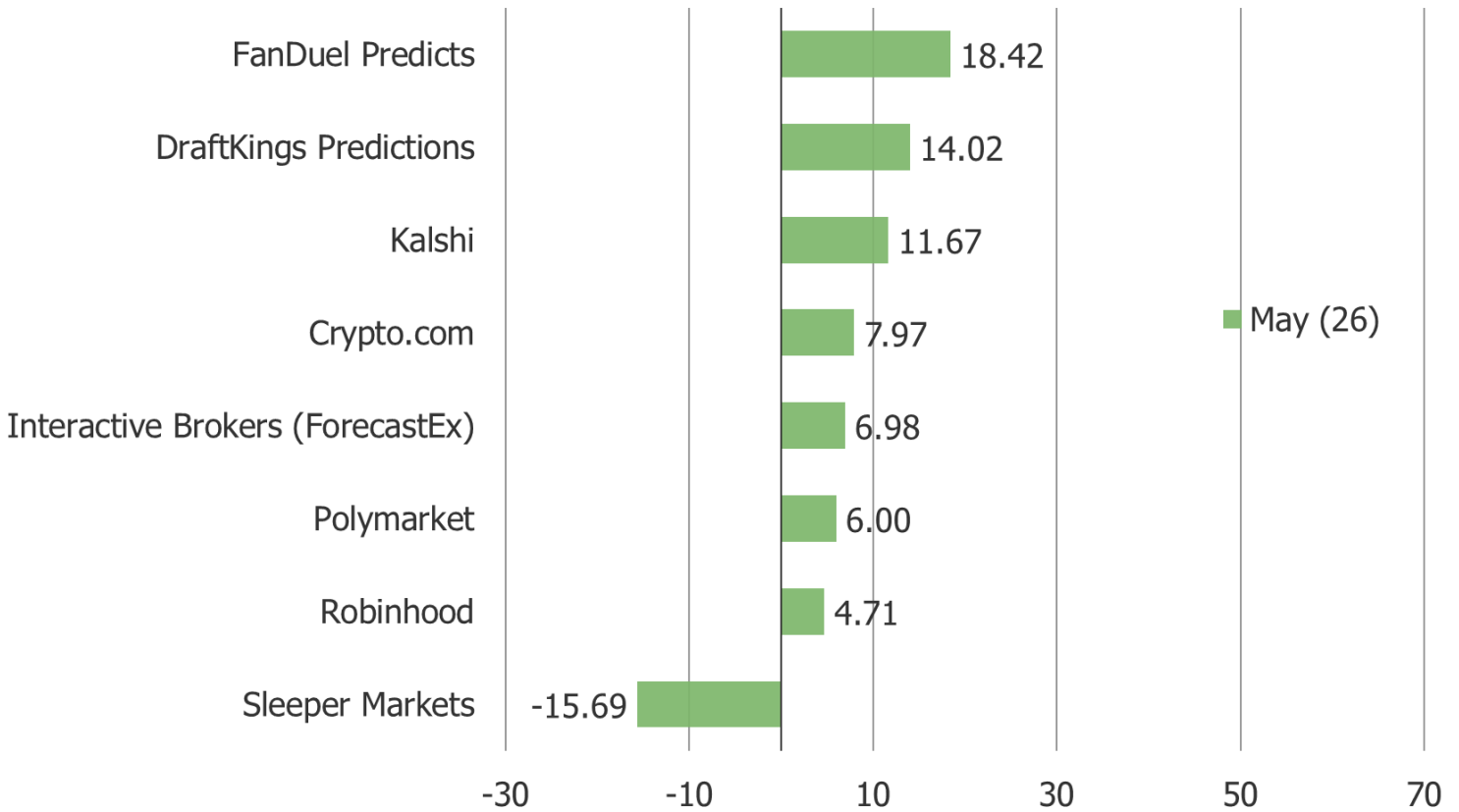
WHICH DO YOU THINK IS BEST OF THESE OPTIONS?

Posed to all respondents.



HOW LIKELY ARE YOU TO RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE?

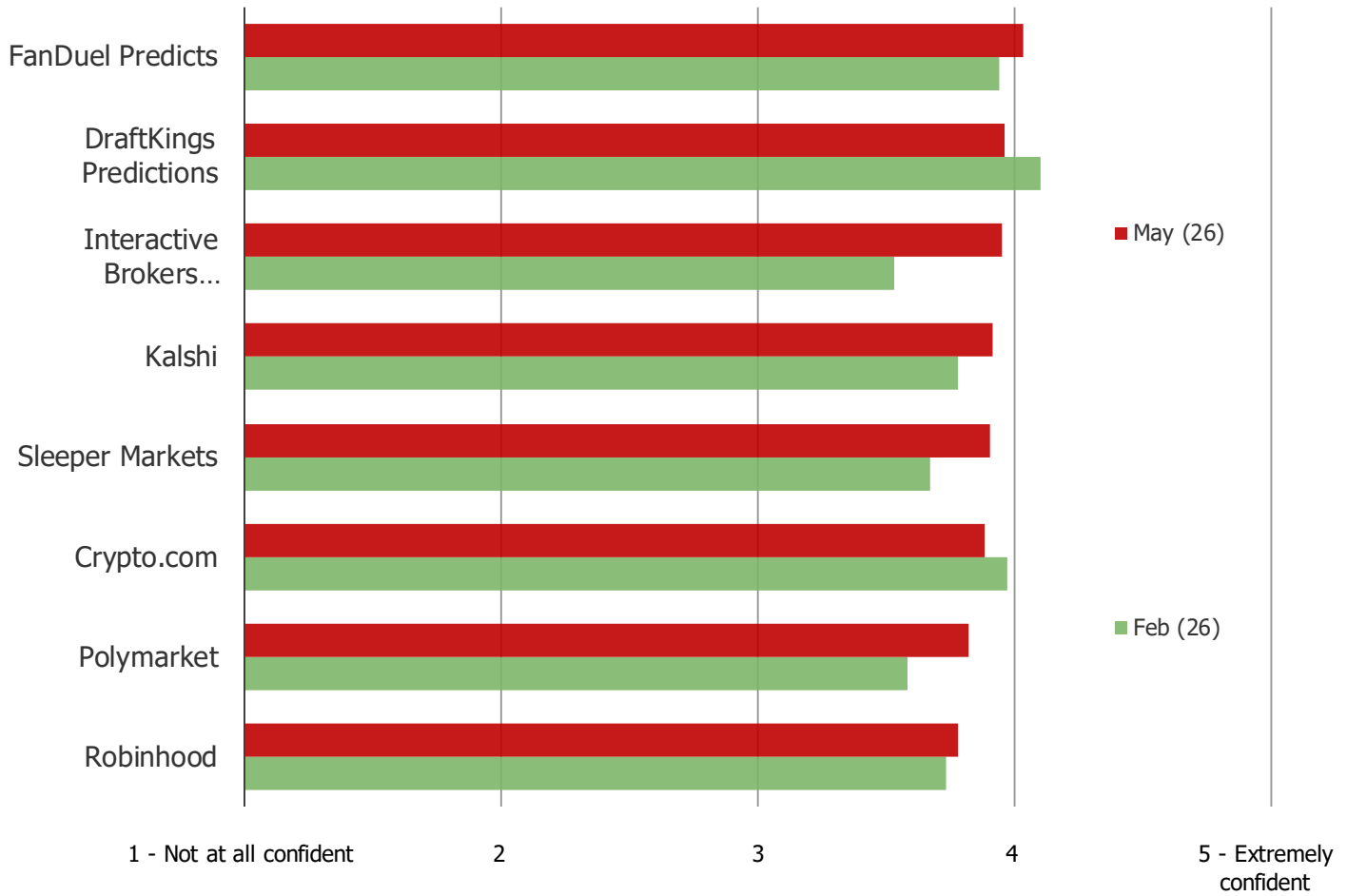
Posed to respondents who said they have used each of the following...



	N=
DraftKings Predictions	214
Kalshi	120
Polymarket	100
Sleeper Markets	51
Robinhood	170
Interactive Brokers (ForecastEx)	43
Crypto.com	138
FanDuel Predicts	152

HOW CONFIDENT DO YOU FEEL THAT YOUR FUNDS AND PERSONAL INFORMATION ARE PROTECTED BY U.S. FEDERAL LAWS ON THIS APP?

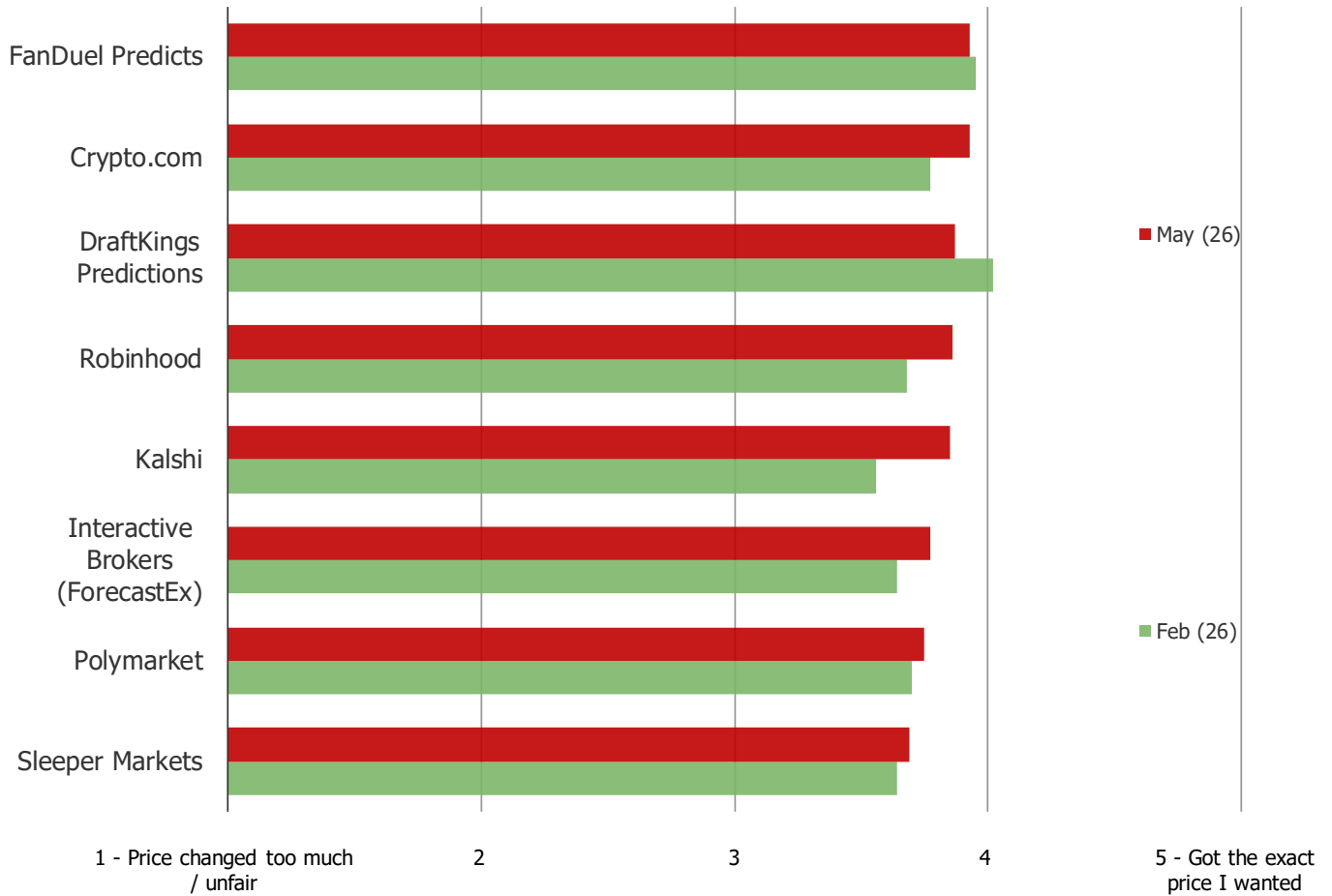
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Robinhood	170
Interactive Brokers (ForecastEx)	43
Crypto.com	138
FanDuel Predicts	152

HOW SATISFIED WERE YOU WITH THE 'FAIRNESS' OF THE PRICE YOU RECEIVED WHEN YOU TRIED TO BUY OR SELL QUICKLY?

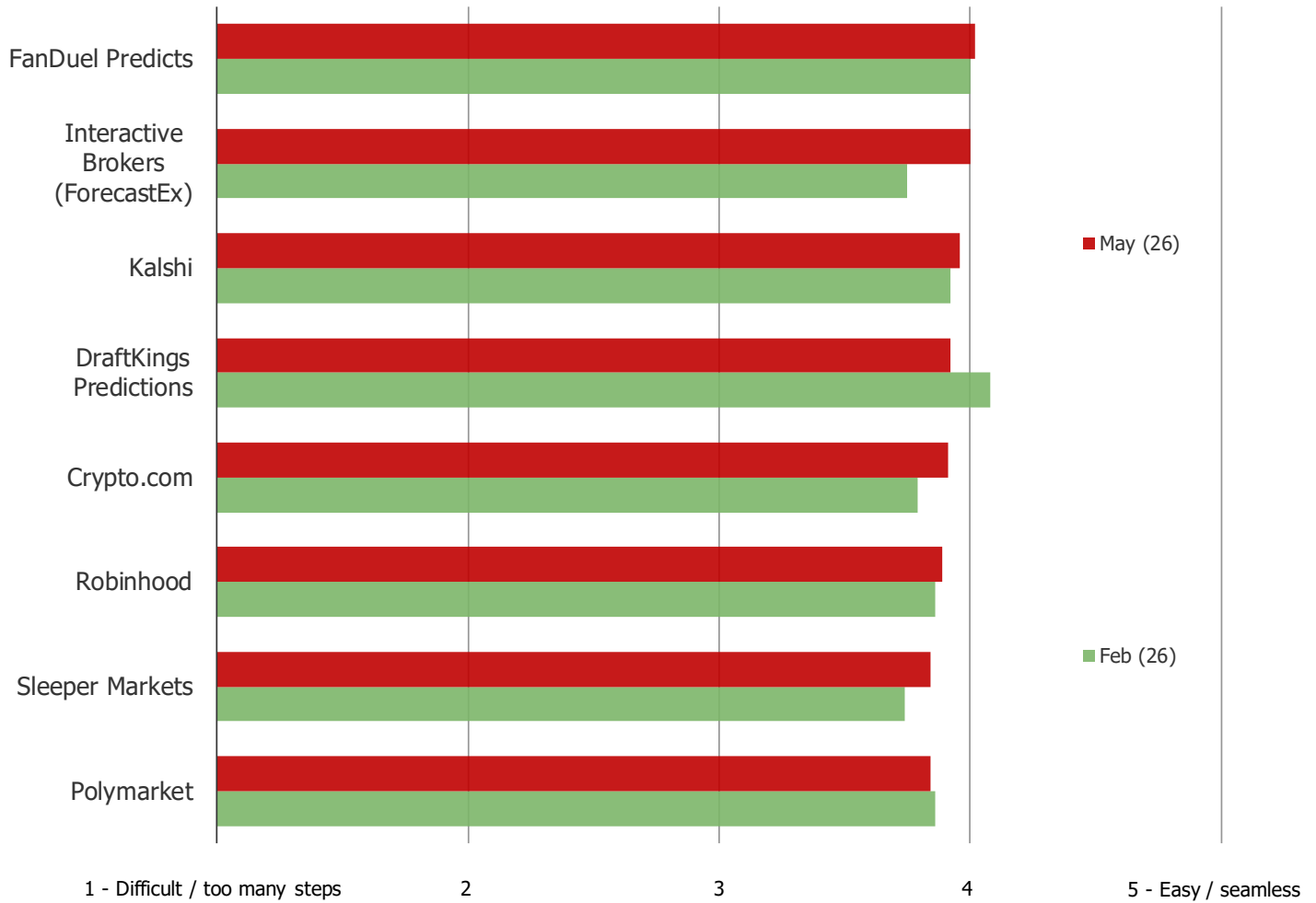
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Robinhood	170
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FanDuel Predicts	152

HOW EASY WAS IT TO SET UP YOUR ACCOUNT AND MOVE MONEY IN TO START TRADING?

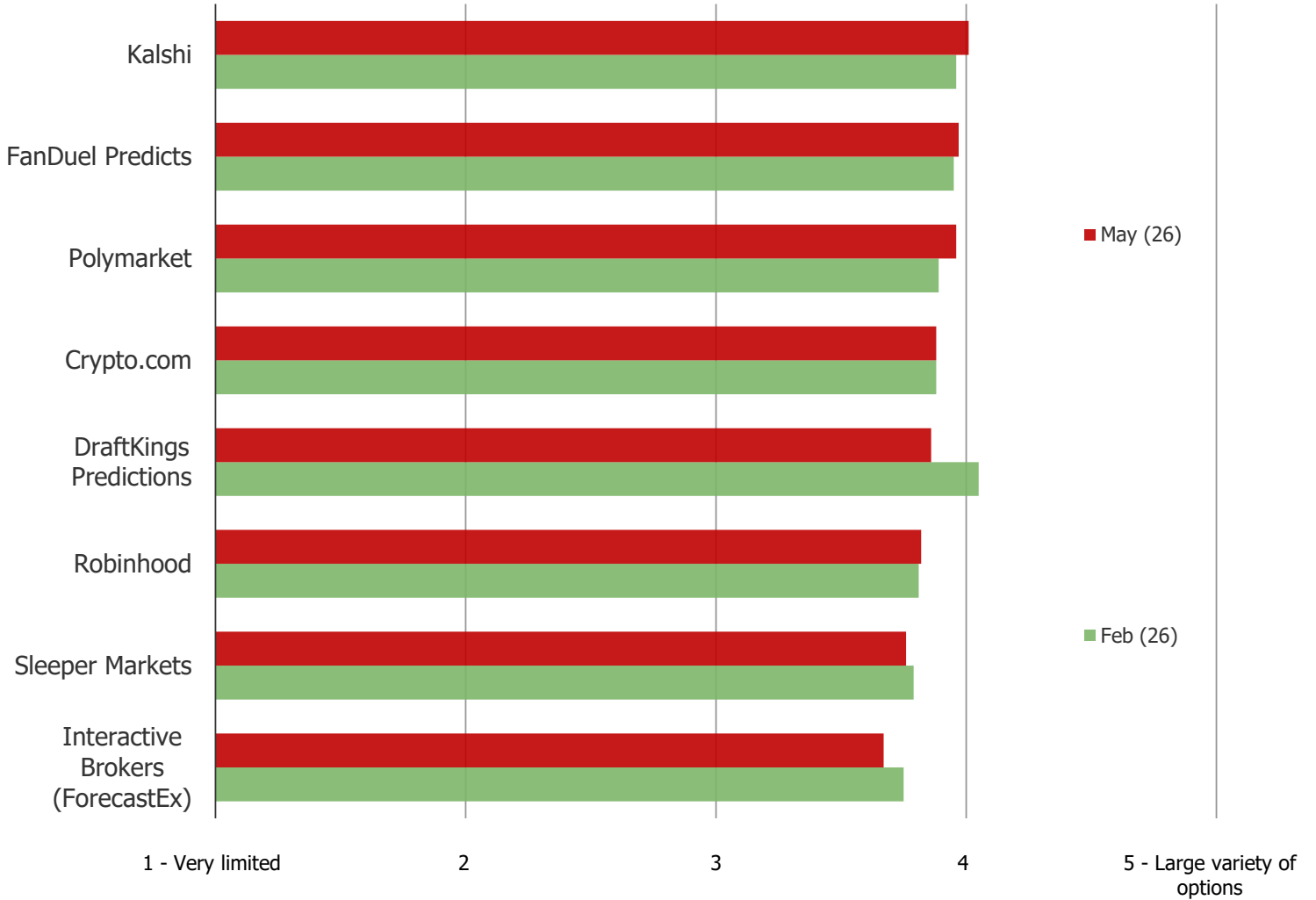
Posed to respondents who said they have used each of the following...



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Interactive Brokers (ForecastEx)	43
Crypto.com	138
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HOW WOULD YOU RATE THE VARIETY OF DIFFERENT OUTCOMES AVAILABLE TO TRADE?

Posed to respondents who said they have used each of the following...

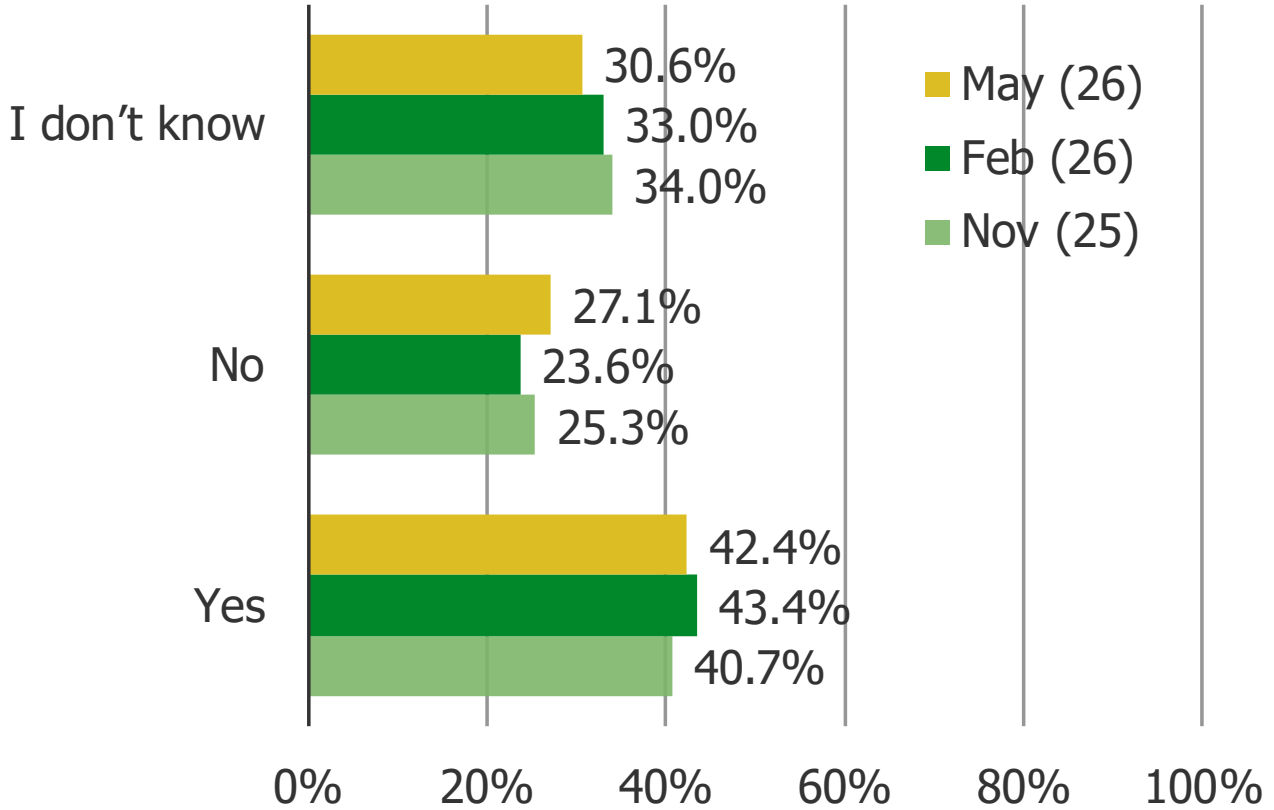


	N=
DraftKings Predictions	214
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Gambling

IS CASINO GAMBLING ONLINE (VIA POKER OR DIGITAL VERSIONS OF CASINO-STYLE GAMES SUCH AS SLOTS, BLACKJACK, POKER, OR ROULETTE, PLAYER VIA AN APP FOR REAL MONEY) LEGAL IN YOUR STATE?

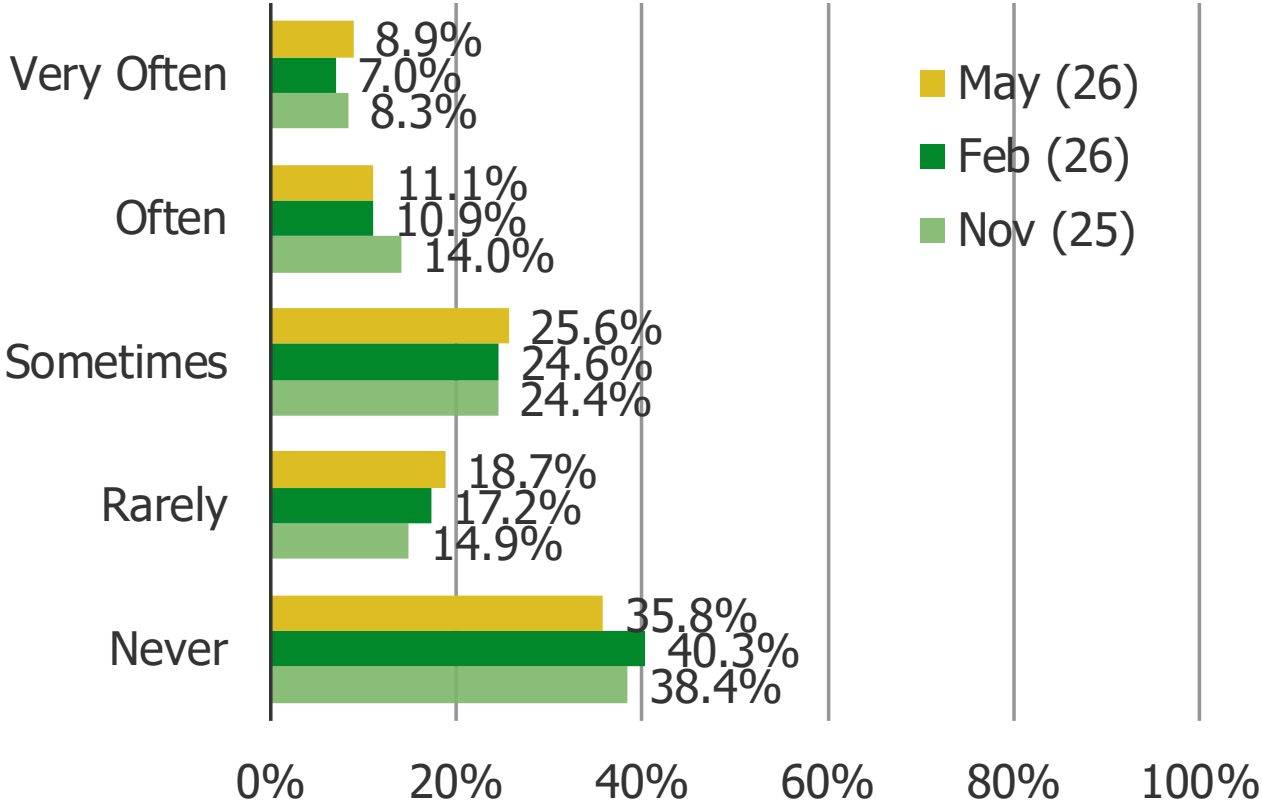
Posed to all respondents.



Gambling

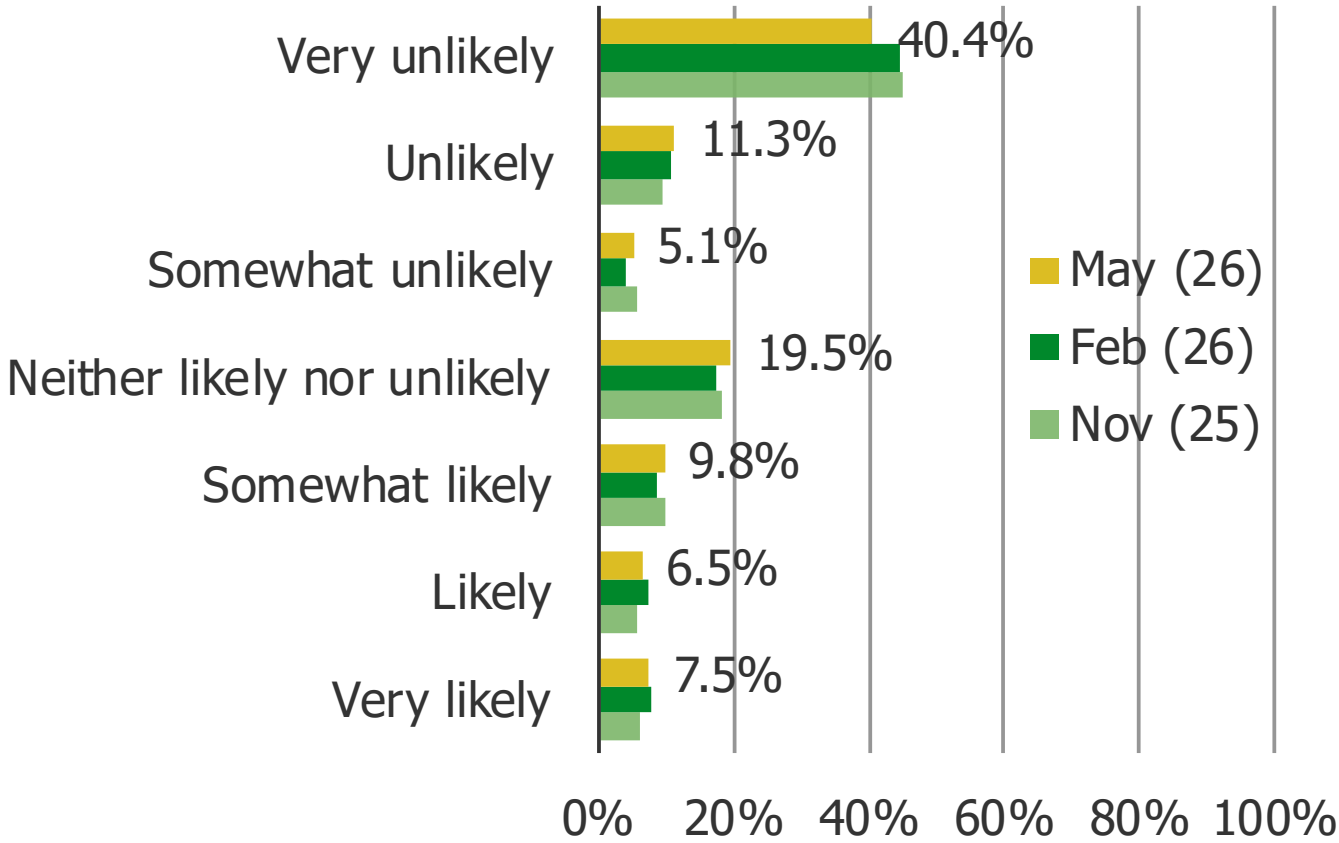
DO YOU PARTICIPATE IN CASINO GAMBLING ONLINE FOR REAL MONEY VIA EITHER POKER OR CASINO-STYLE GAMES? NOTE: NOT INCLUDING SPORTS GAMBLING.

Posed to all respondents who indicated that casino gambling online is legal in their state.



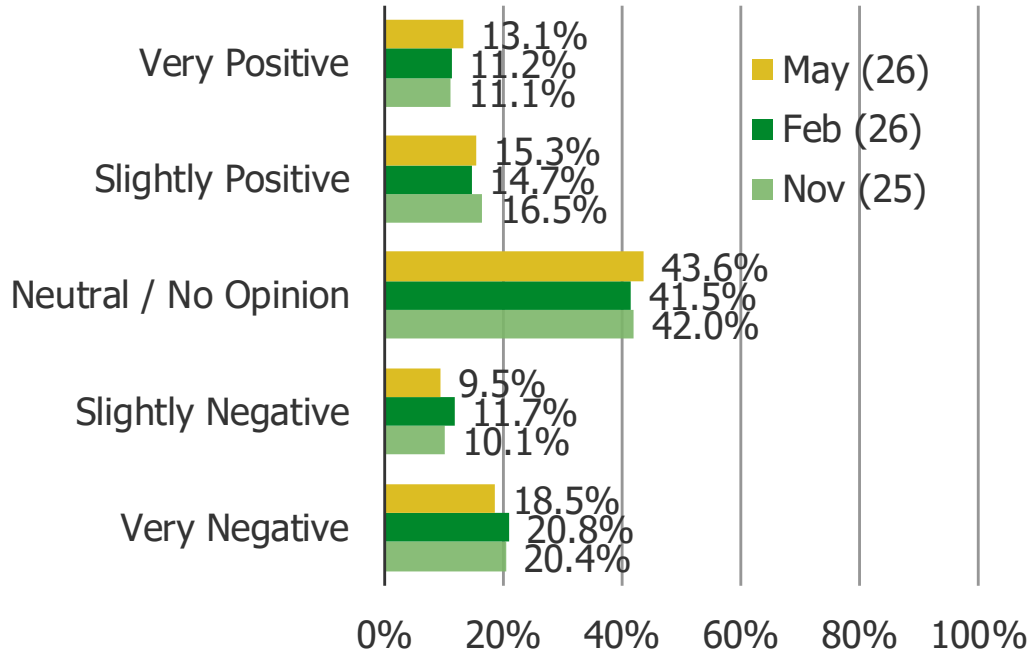
IF GAMBLING ONLINE ON THINGS LIKE POKER OR CASINO STYLE GAMES BECAME LEGAL IN YOUR STATE, HOW LIKELY WOULD YOU BE TO DO IT? NOE: NOT INCLUDING SPORTS GAMBLING

Posed to all respondents who indicated that casino gambling online is NOT legal in their state.



WHAT IS YOUR OPINION OF ONLINE CASINO GAMBLING (POKER OR CASINO STYLE GAMES)?

Posed to all respondents.



Optional Comments...

Quantification of Categories:

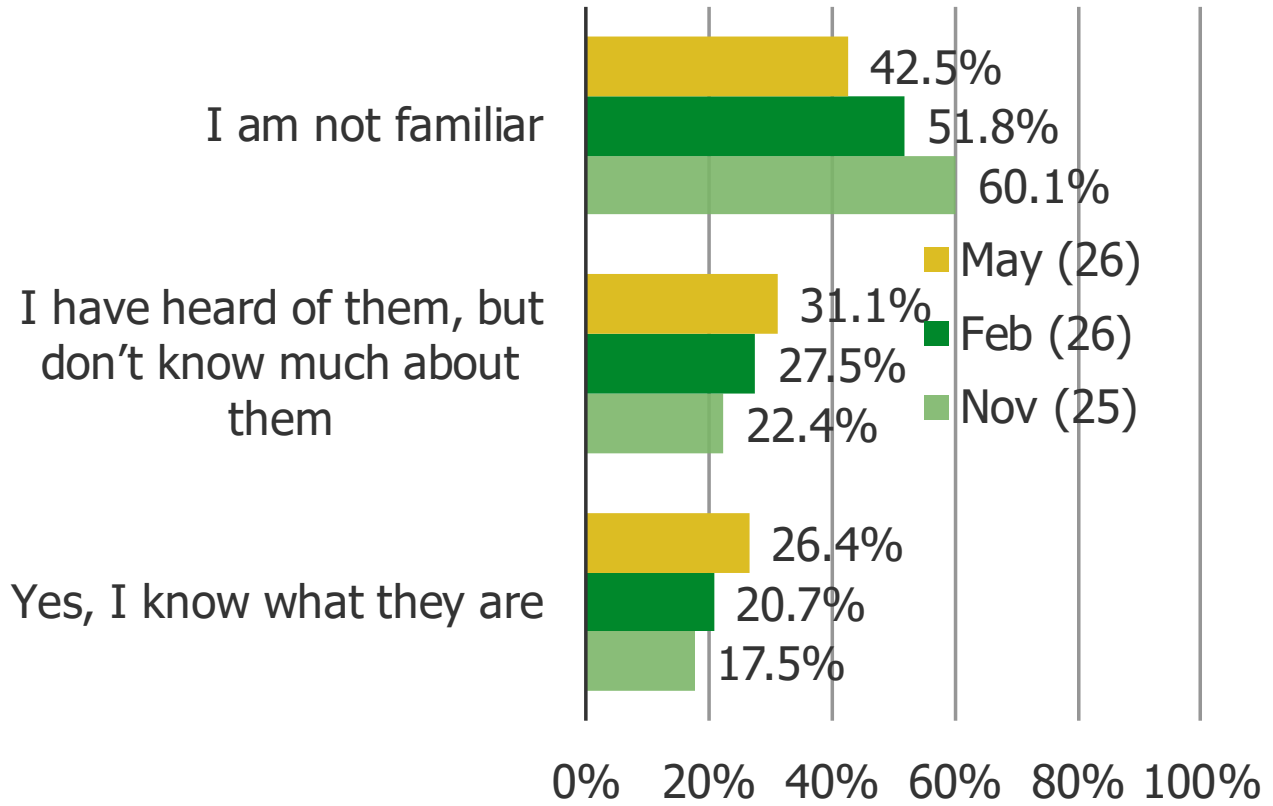
Category	Percentage	Count
Other / Unclassified (highly brief or ambiguous)	26.20%	49
Financial Loss / Waste of Money	13.90%	26
Addiction / Social Harm Concerns	13.37%	25
Fairness / Trust / Rigged / Security Concerns	10.16%	19
Entertainment / Fun / Social	9.63%	18
Personal Disinterest / Non-User	9.09%	17
Generic Positive / Helpful	4.81%	9
Preference for In-Person / Physical Casinos	3.74%	7
Convenience / Accessibility	3.21%	6
Individual Freedom / Right to Choose	2.14%	4

Regression Results (Sorted by Significance):

Category	R ²	P-Value	Trend
Preference for In-Person / Physical Casinos	1.00	0.0106*	Increasing
Entertainment / Fun / Social	0.98	0.0821	Decreasing
Personal Disinterest / Non-User	0.82	0.2812	Increasing
Generic Positive / Helpful	0.78	0.3116	Decreasing
Addiction / Social Harm Concerns	0.72	0.3554	Decreasing
Financial Loss / Waste of Money	0.39	0.5697	Decreasing

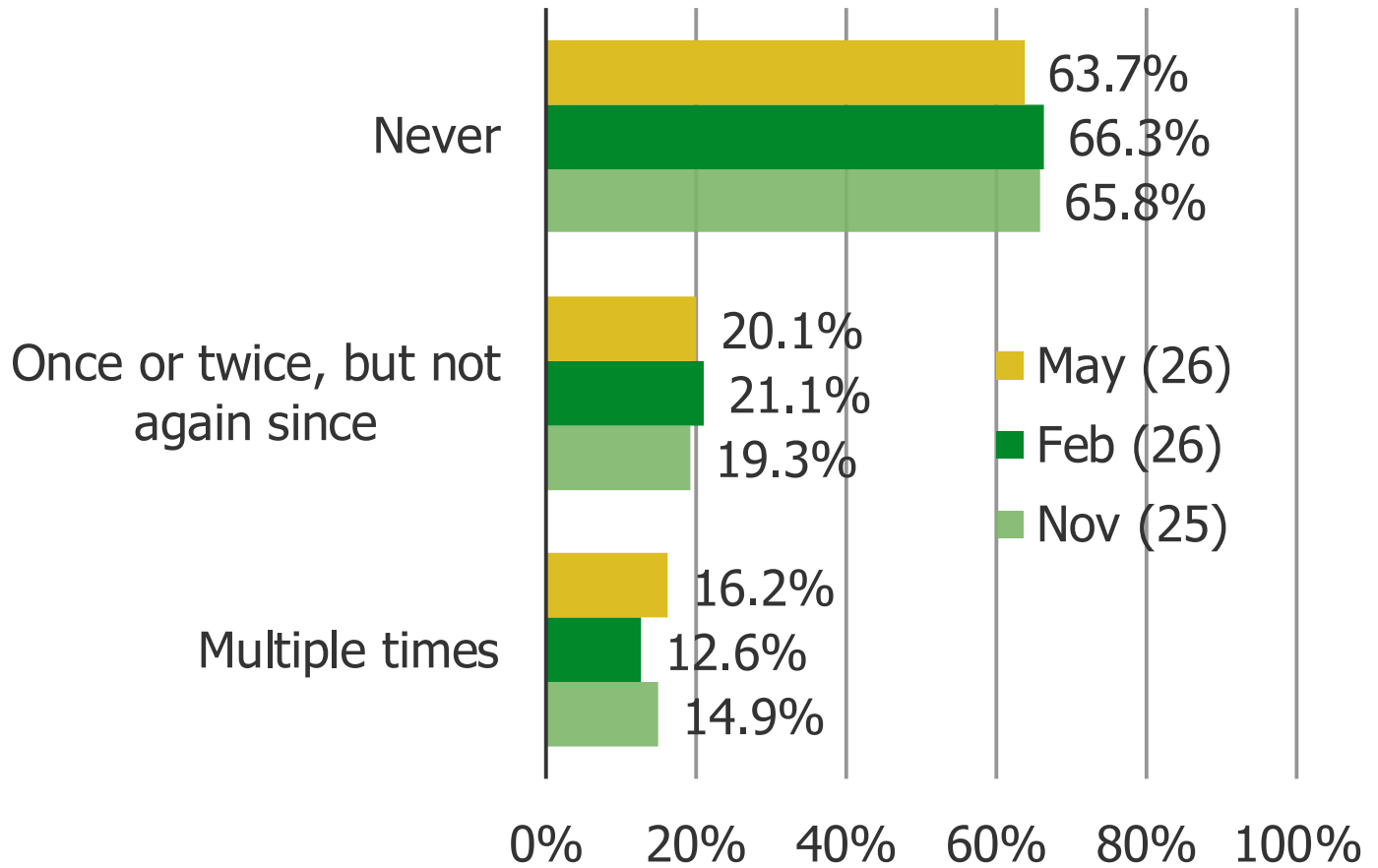
ARE YOU FAMILIAR WITH WHAT PREDICTION MARKETS ARE? IE, KALSHI, POLYMARKET, PREDICTIT, ETC.

Posed to all respondents.



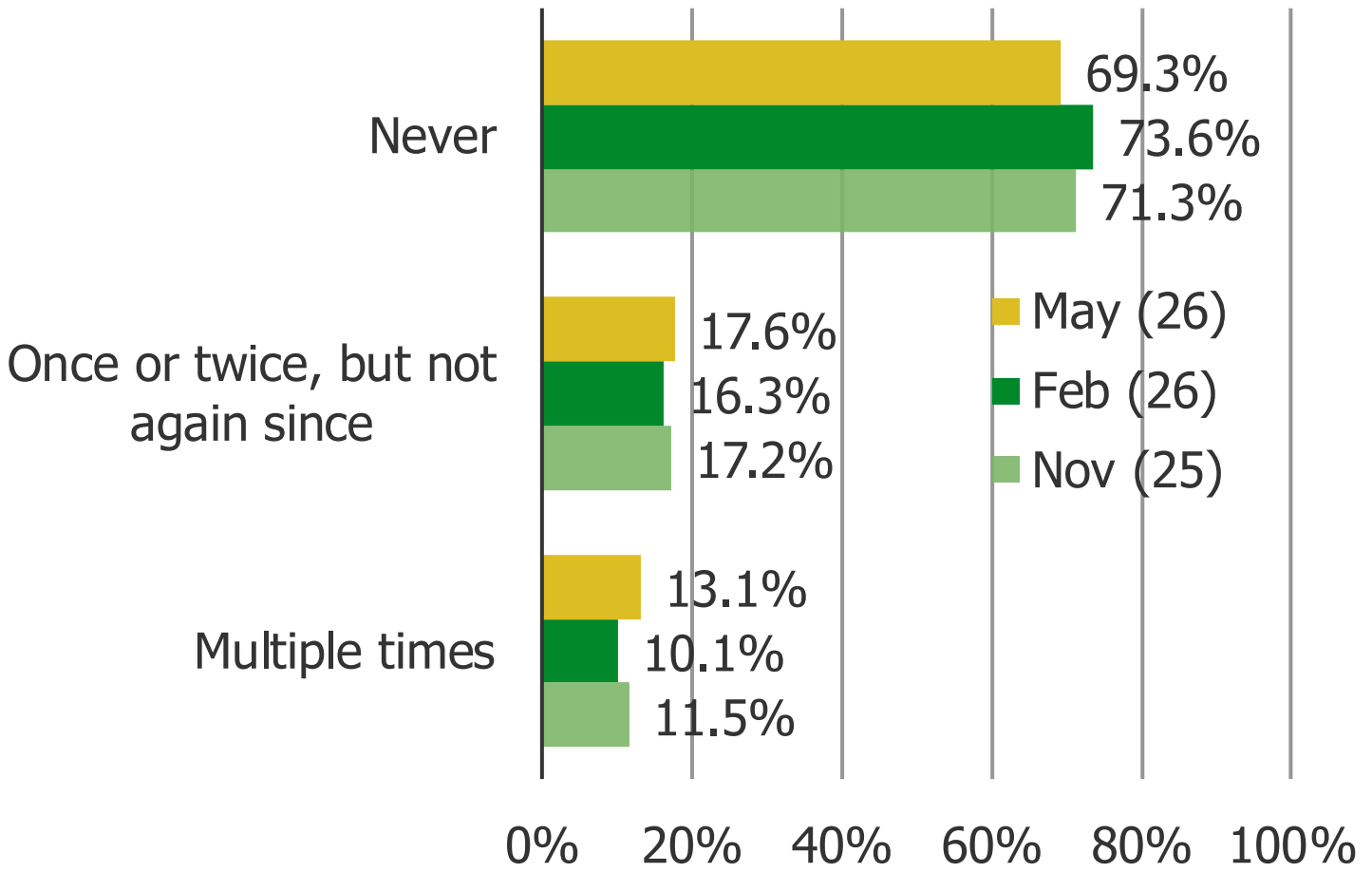
HAVE YOU EVER BROWSED OR LOOKED UP PREDICTION MARKETS INFORMATION OR ODDS WITHOUT PLACING A REAL-MONEY PREDICTION YOURSELF?

Posed to all respondents.



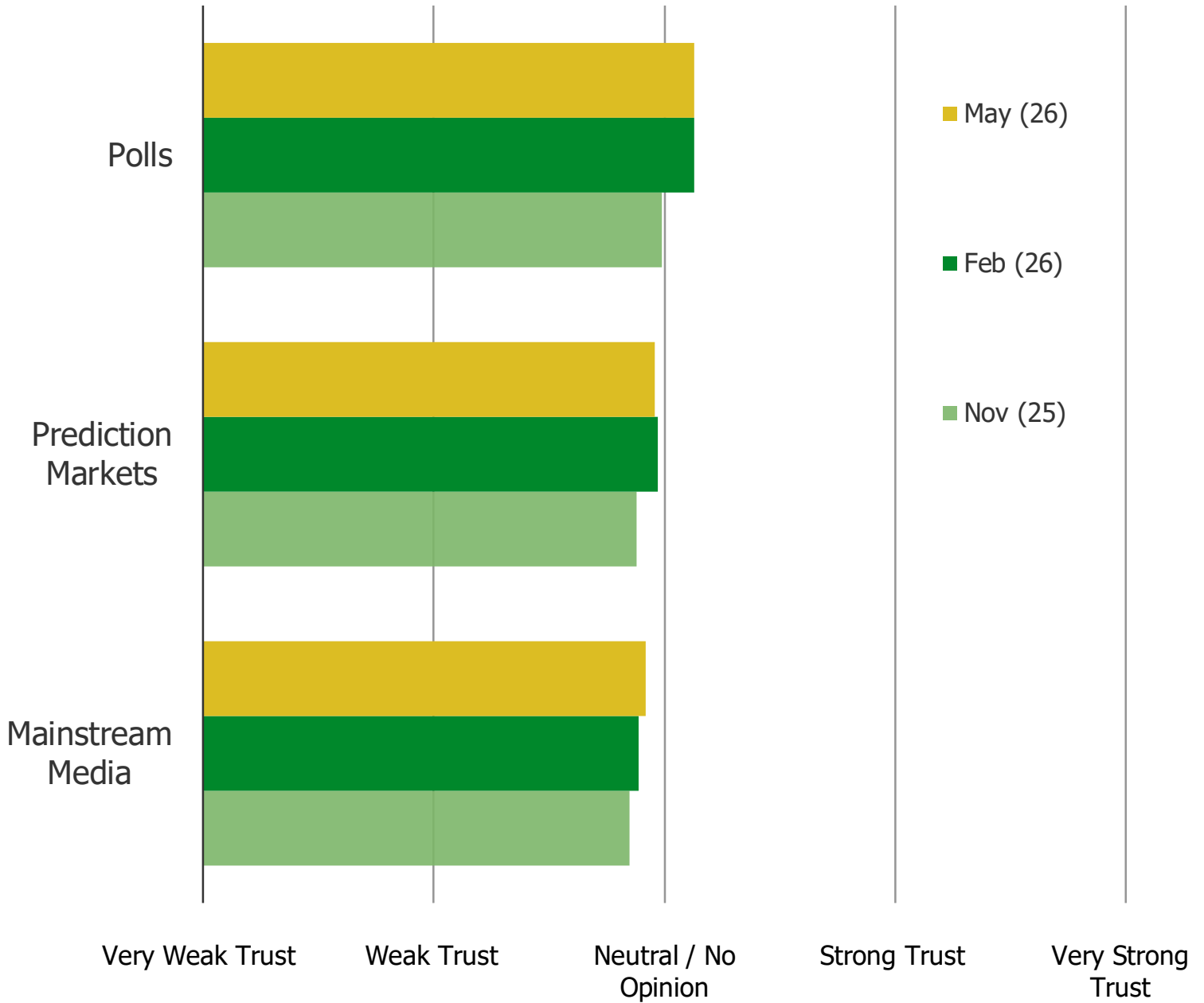
HAVE YOU EVER PLACED A REAL MONEY PREDICTION ON ANY PREDICTION MARKETS PLATFORMS? (IE, PREDICTIT, POLYMARKET, KALSHI, OR OTHERS)

Posed to all respondents.



HOW MUCH TRUST DO YOU HAVE IN THE INFORMATION YOU GET FROM THE FOLLOWING:

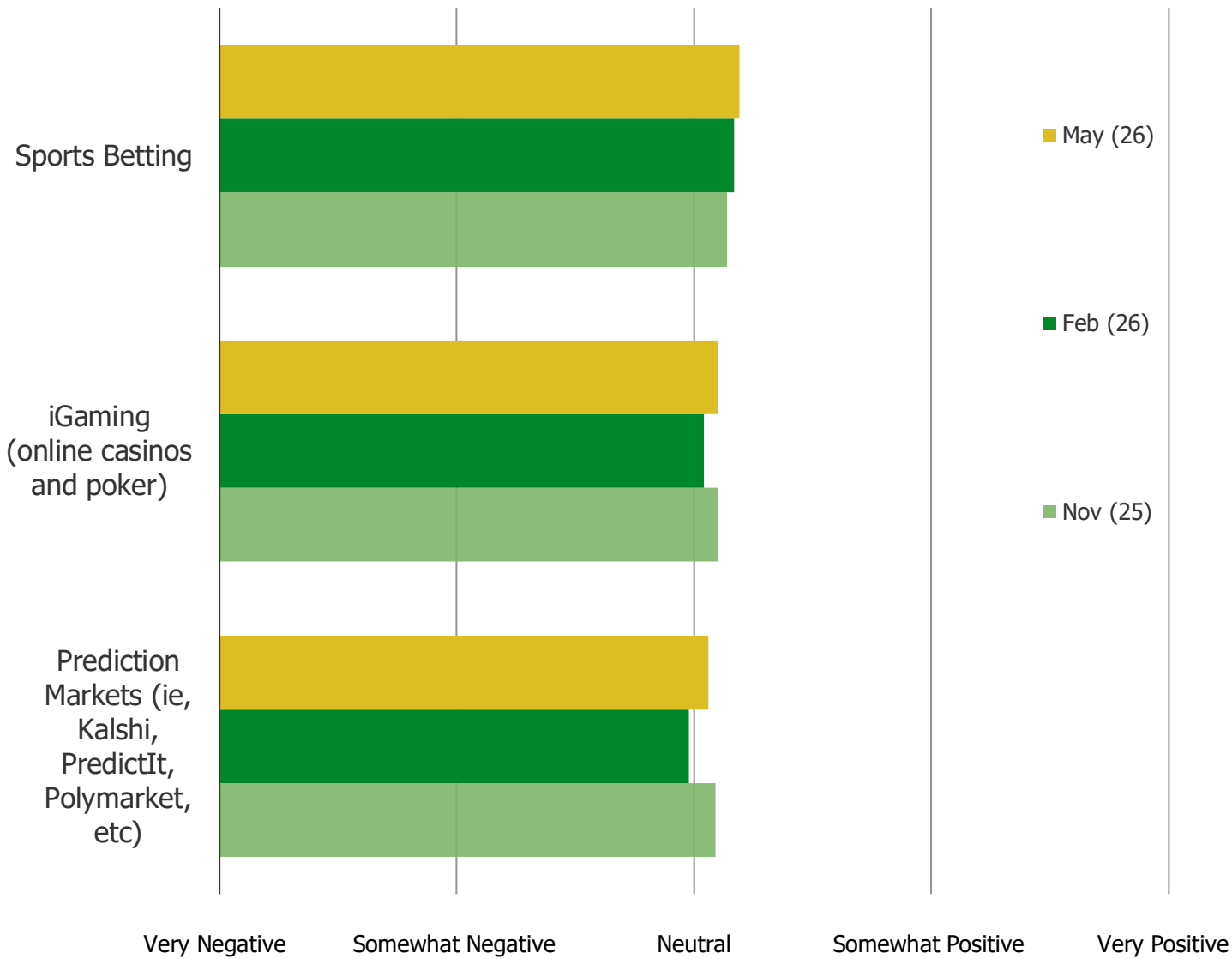
Posed to all respondents.



Gambling

FOR EACH OF THE FOLLOWING, HOW WOULD YOU DESCRIBE YOUR OPINION OF IT OVERALL.

Posed to all respondents.



WHAT DO YOU THINK THE PRIMARY REASON IS WHY PEOPLE CHOOSE TO PARTICIPATE IN THE FOLLOWING?

Posed to all respondents who are aware of each of the following...

Category	Sports Betting	iGaming	Prediction Markets
Financial Gain / Winning Money	42.39%	36.24%	33.36%
Other / Unclassified	25.47%	29.76%	39.69%
Entertainment / Fun / Thrill	18.60%	16.02%	8.49%
Blank / Unknown / None	8.51%	9.29%	13.73%
Addiction / Compulsion	2.74%	4.31%	2.11%
Convenience / Accessibility	1.50%	3.93%	0.90%
Knowledge / Skill / Prediction	0.44%	0.32%	1.45%
Social / Community	0.34%	0.14%	0.27%

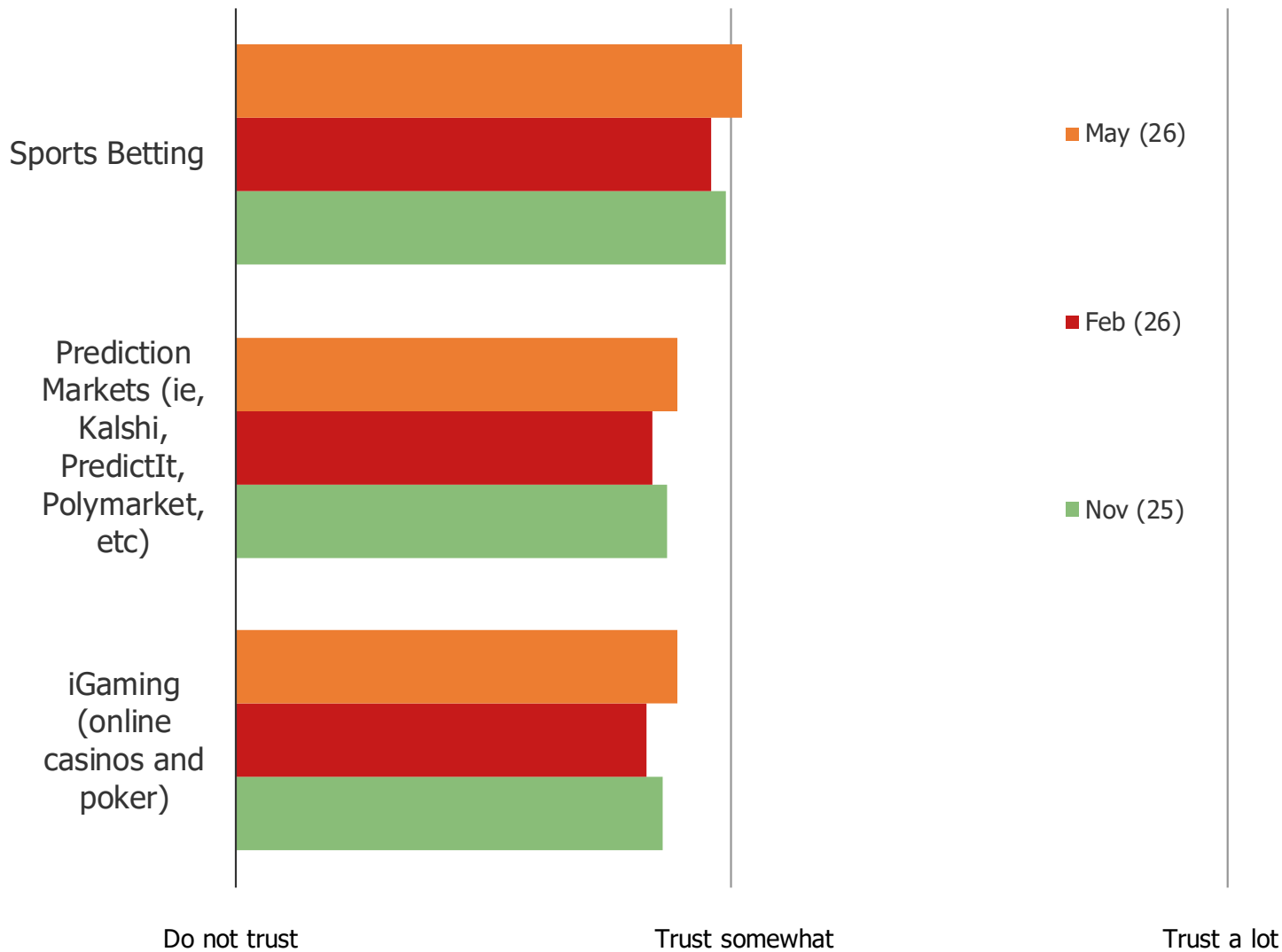
WHAT DO YOU THINK THE PRIMARY REASON IS WHY PEOPLE CHOOSE TO PARTICIPATE IN THE FOLLOWING?

Posed to all respondents who are aware of each of the following...

Vertical	Category	Trend	Note
Sports Betting	Financial Gain	Increasing	Directional rise in money-motivated betting (\$R^2=0.82\$).
iGaming	Addiction	Decreasing	Small directional drop in perceived addiction as a primary driver (\$R^2=0.35\$).
Prediction Markets	Convenience	Increasing	Significant rise in citations for platform ease-of-use (\$R^2=0.96, P=0.12\$).
All	Social / Community	Increasing	Though small in volume, social/friend-based motivation is rising in all 3 areas.

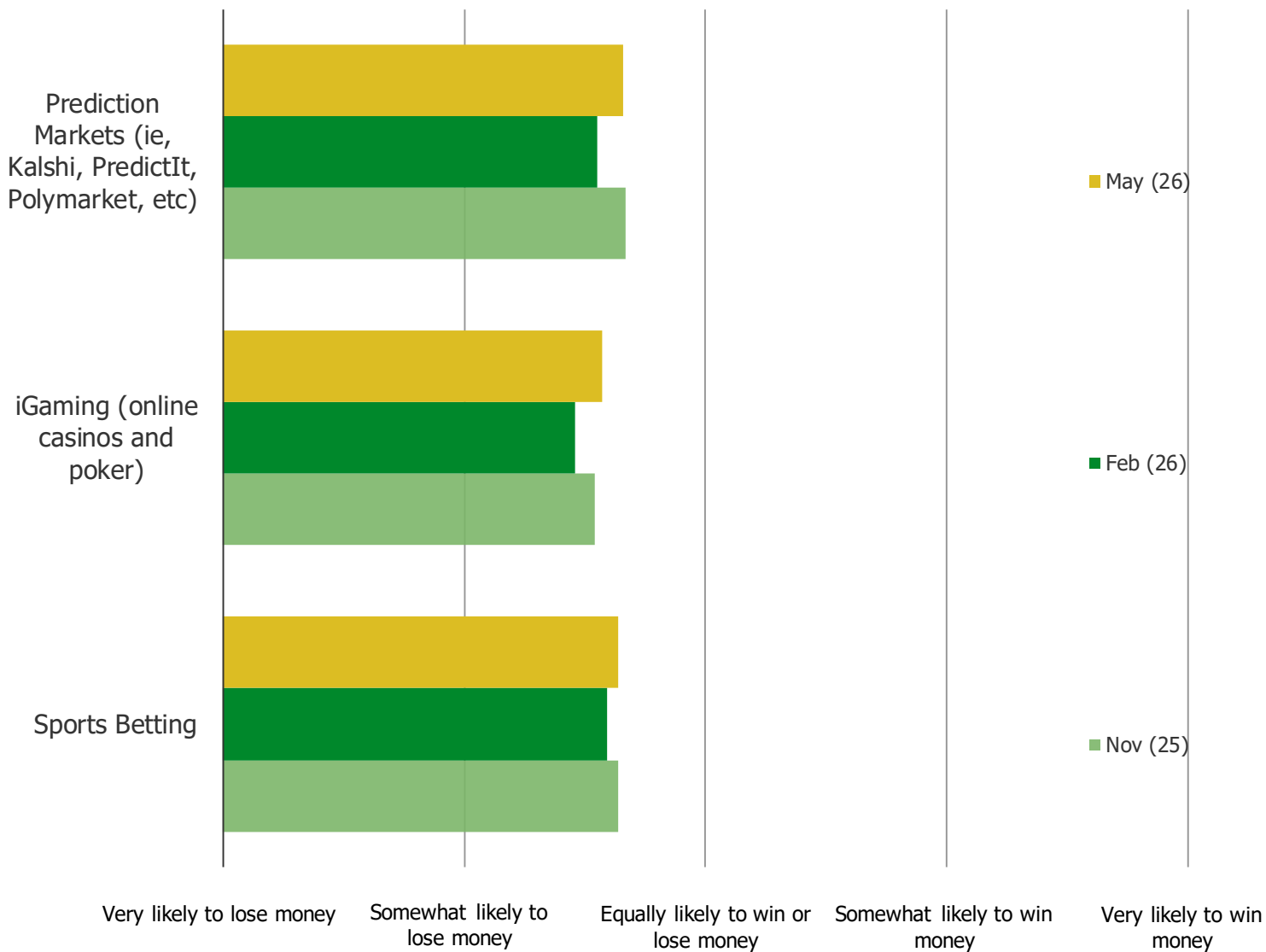
HOW MUCH DO YOU TRUST THAT EACH OF THE FOLLOWING IS RUN FAIRLY AND TRANSPARENTLY?

Posed to all respondents.



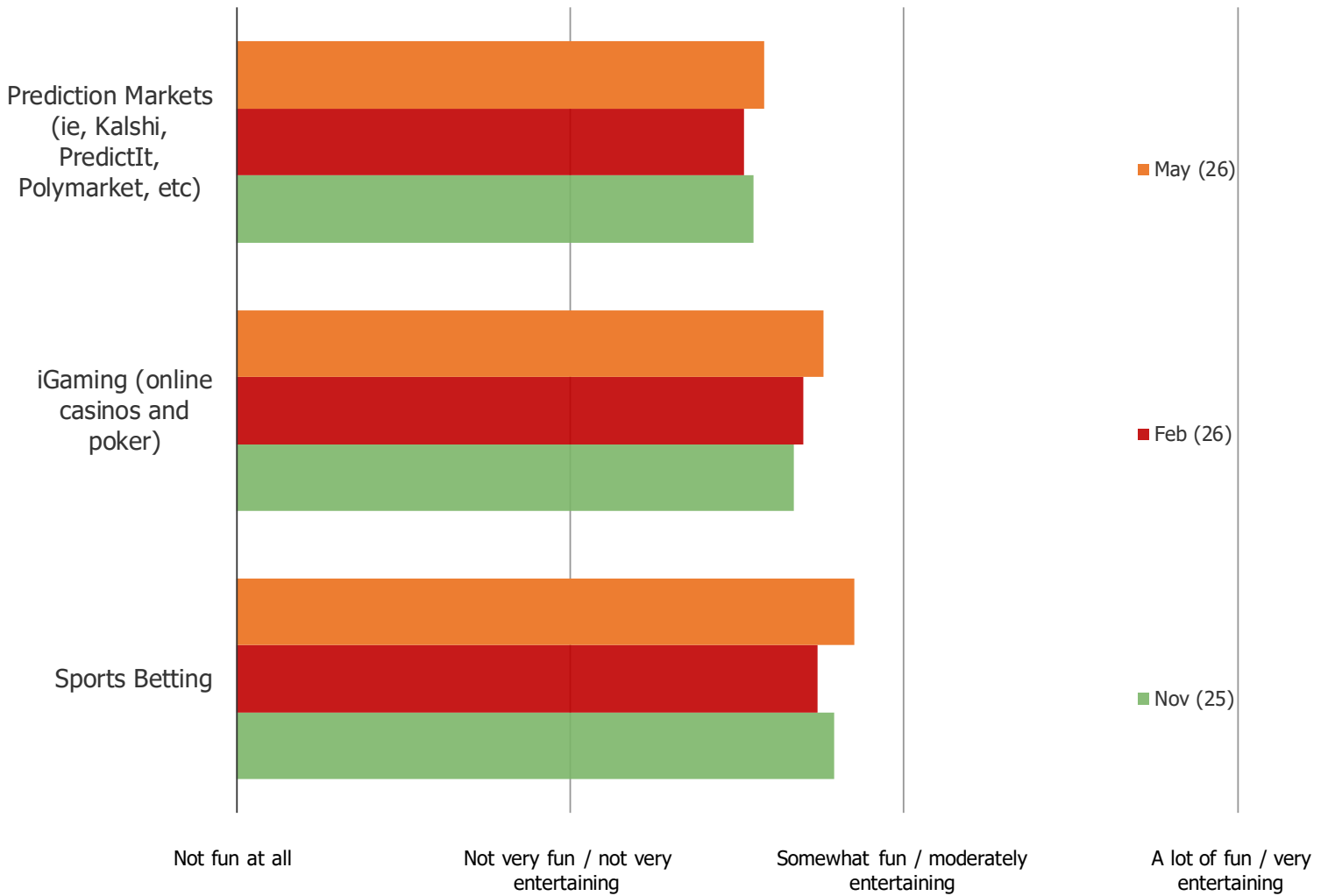
IF YOU WERE TO PARTICIPATE IN THE FOLLOWING GOING FORWARD, HOW LIKELY DO YOU THINK YOU WOULD BE TO MAKE MONEY VS. LOSING MONEY?

Posed to all respondents.



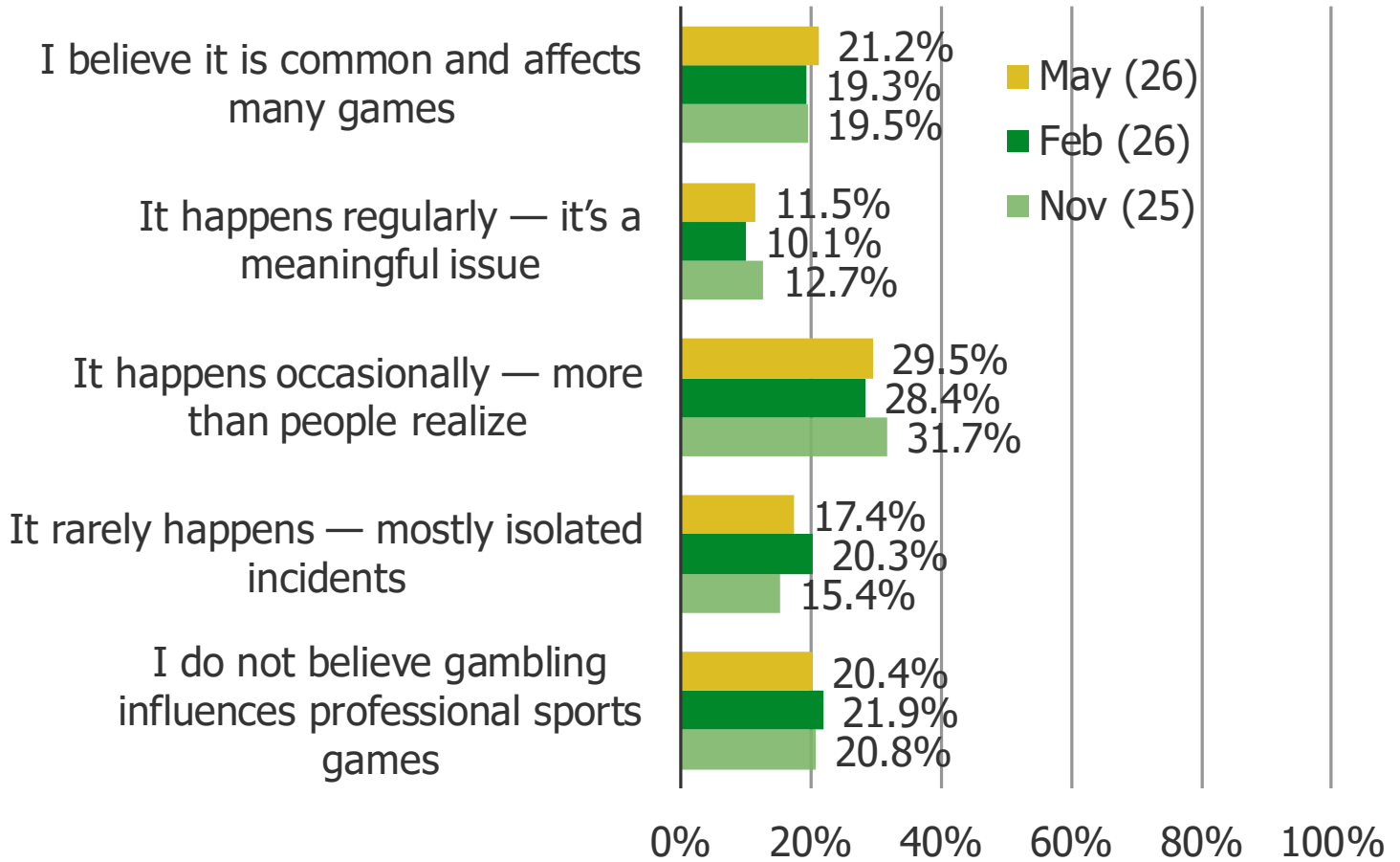
HOW MUCH FUN OR ENTERTAINMENT DO YOU THINK THERE IS IN PARTICIPATING IN EACH OF THE FOLLOWING?

Posed to all respondents.



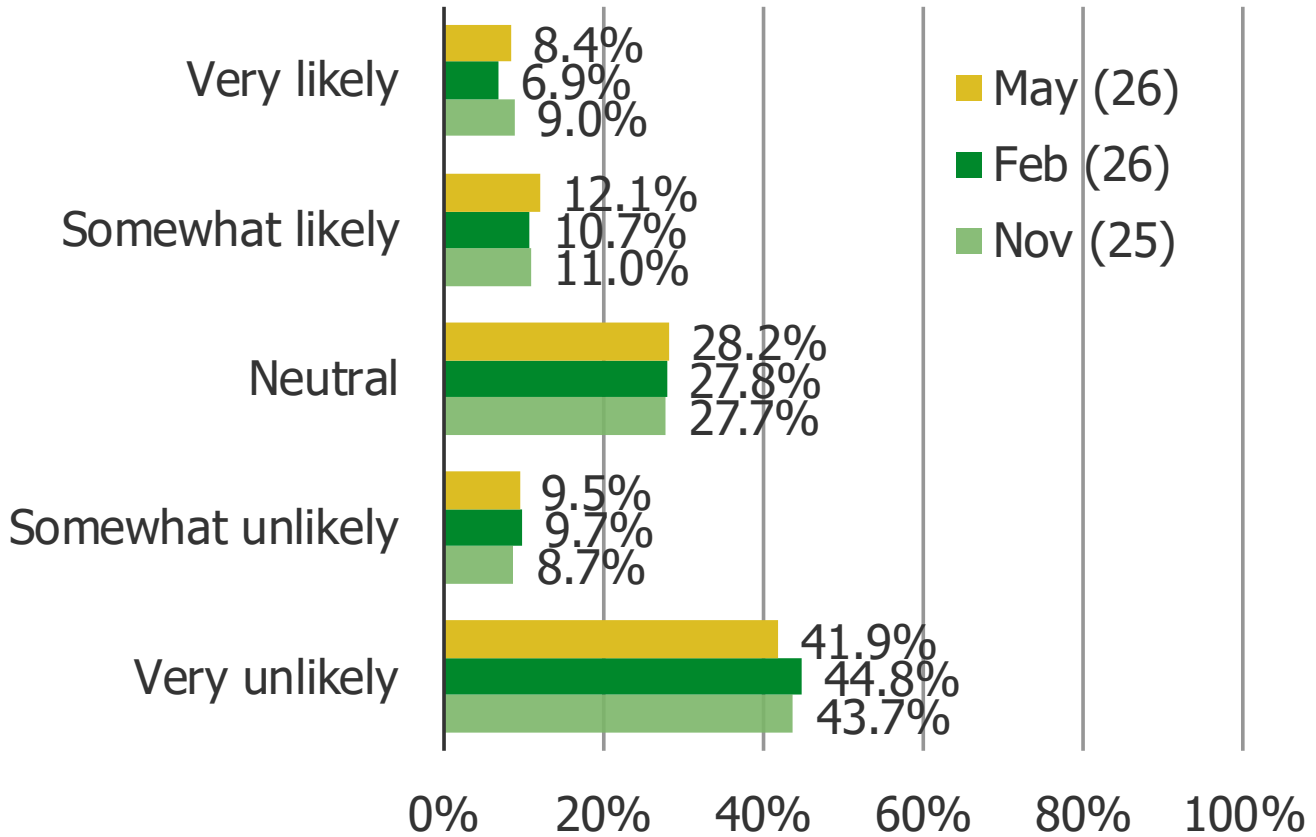
TO WHAT EXTENT DO YOU BELIEVE PROFESSIONAL SPORTS GAMES ARE INFLUENCED BY GAMBLING?

Posed to all respondents.



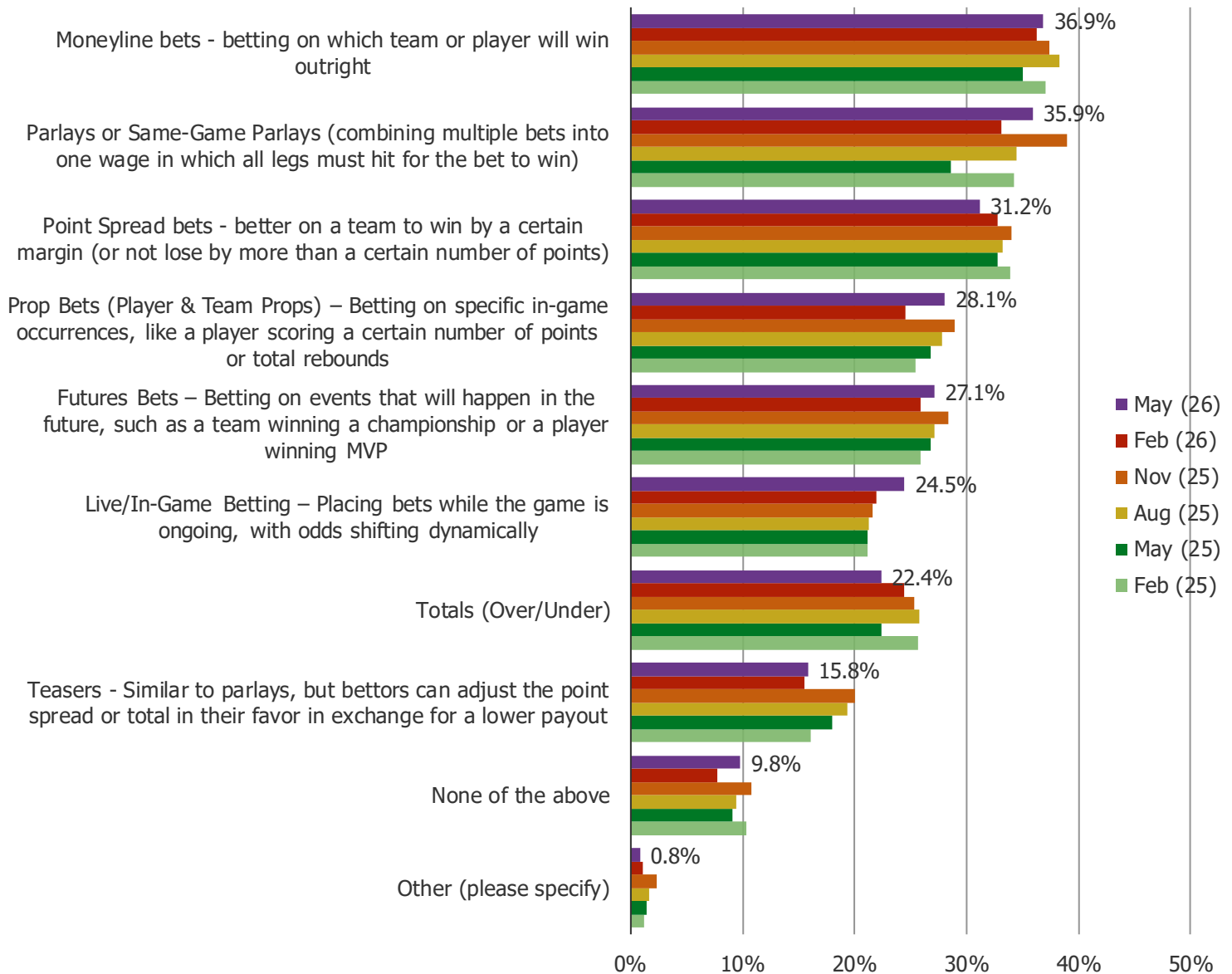
HOW LIKELY ARE YOU TO PLACE REAL MONEY PREDICTIONS ON PREDICTION MARKETS PLATFORMS IN THE FUTURE? IE, LIKE ON KALSHI, POLYMARKET, ETC

Posed to all respondents.



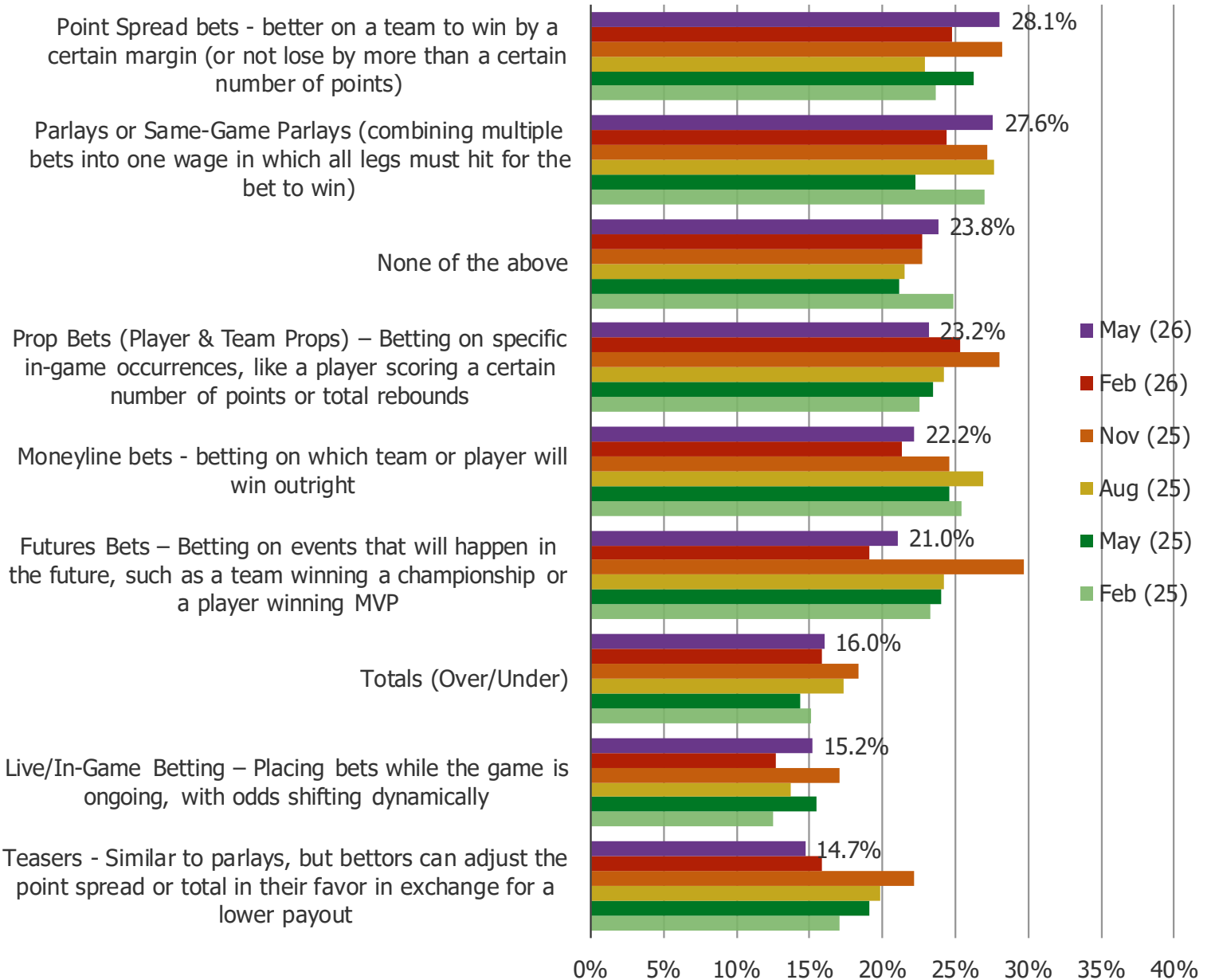
WHICH OF THE FOLLOWING TYPES OF BETS DO YOU TYPICALLY MAKE? SELECT ALL THAT APPLY

Posed to all respondents who gamble more often than never.



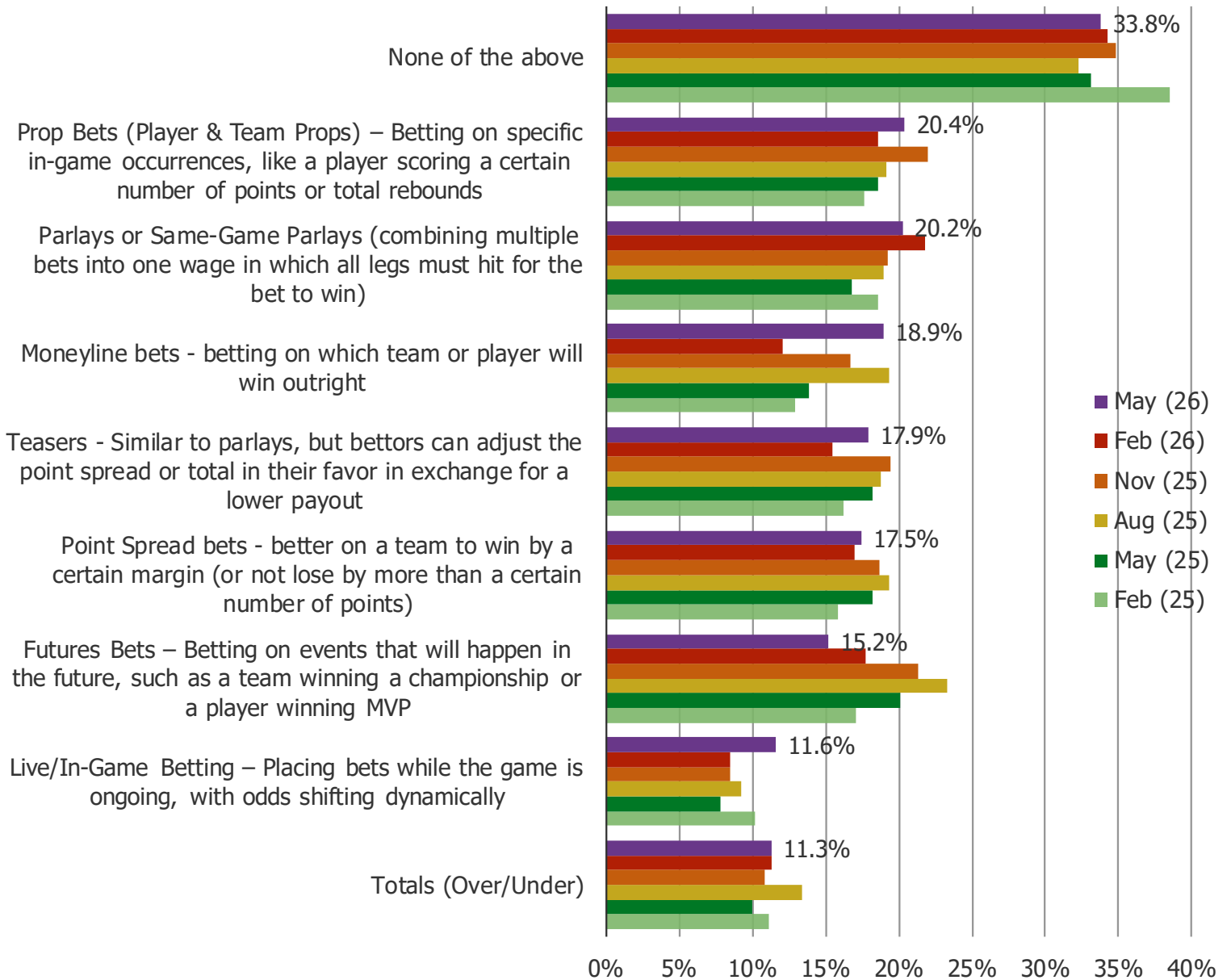
WHICH OF THE FOLLOWING TYPES OF BETS DO YOU EXPECT TO INCREASE YOUR USAGE OF GOING FORWARD?

Posed to all respondents who gamble more often than never.



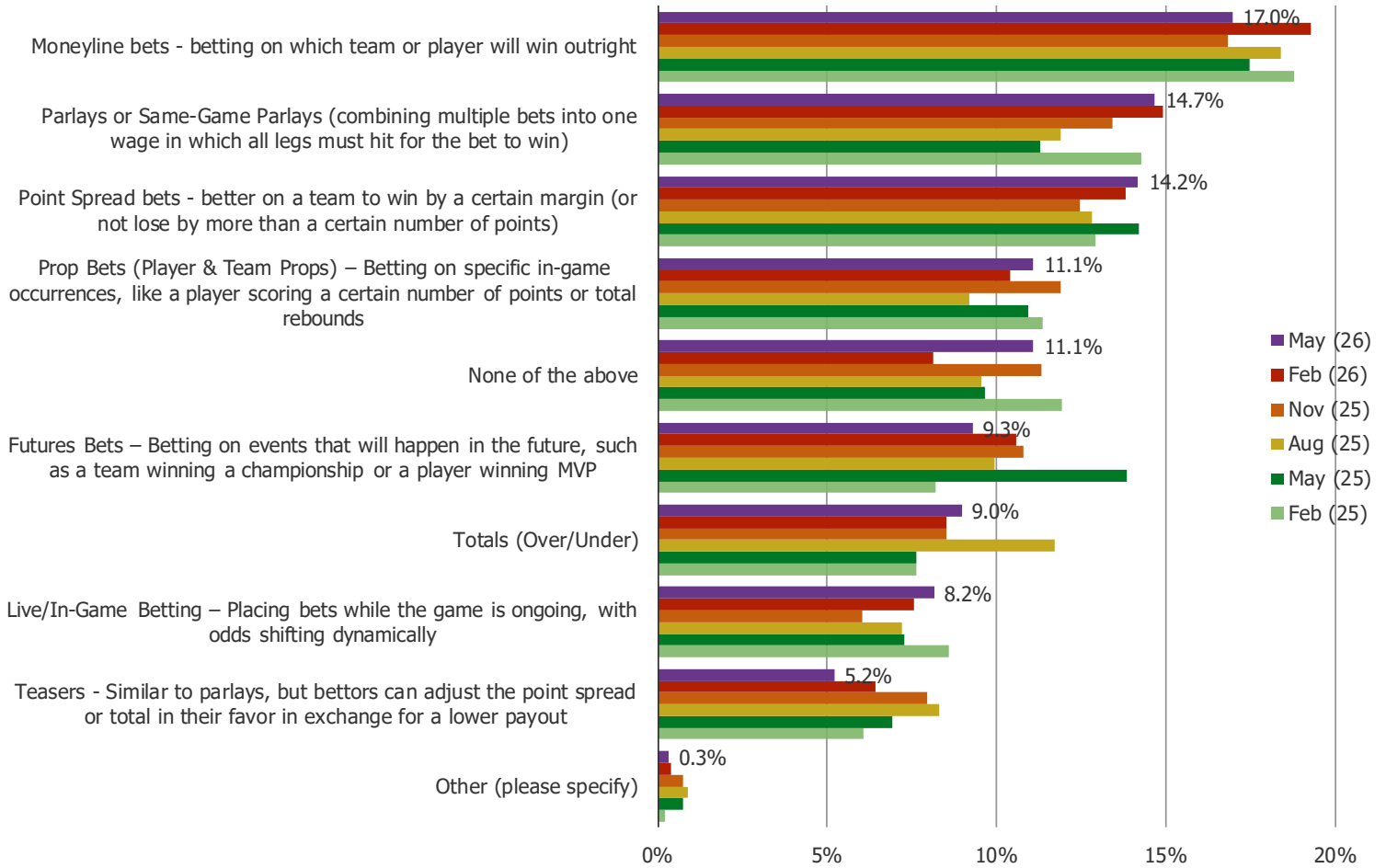
WHICH OF THE FOLLOWING TYPES OF BETS DO YOU EXPECT TO DECREASE YOUR USAGE OF GOING FORWARD?

Posed to all respondents who gamble more often than never.



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

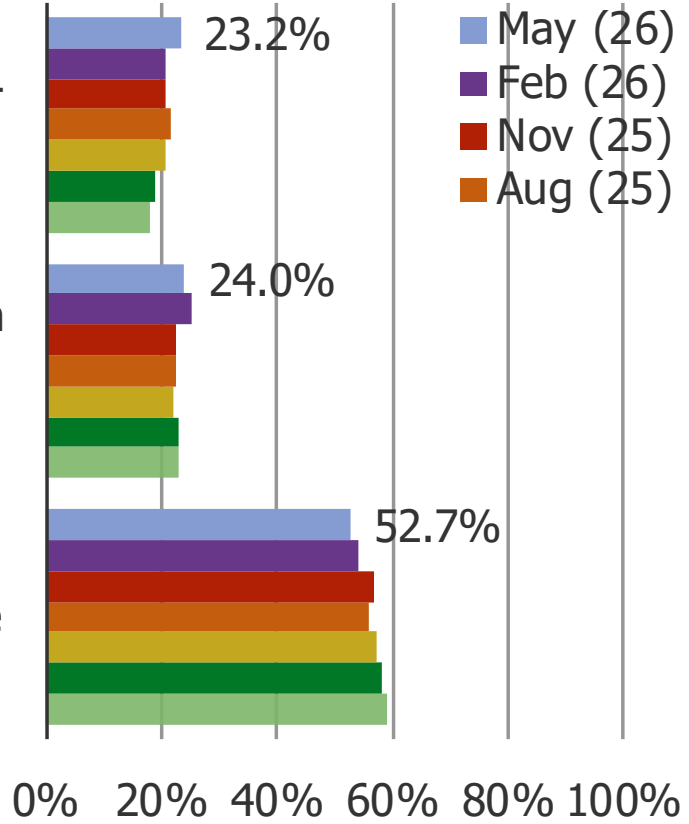
WHICH OF THE FOLLOWING BEST DESCRIBES YOU...

Posed to all respondents.

I prefer to gamble online or in apps

I prefer to gamble in-person (casinos, racetrackers, sportsbooks, etc)

I do not gamble



Optional Comments:

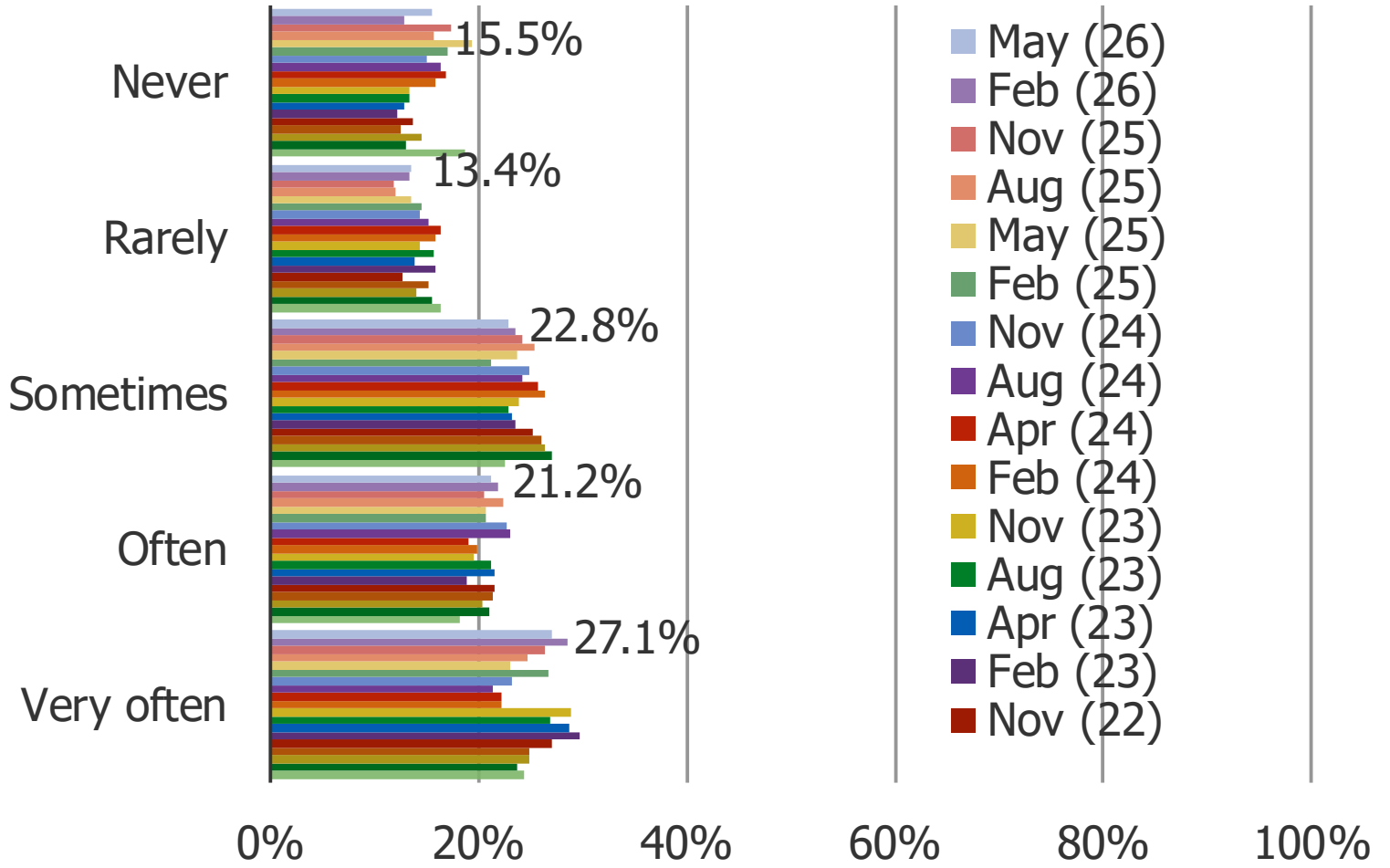
Category	Percentage	Count
Other / Unclassified (includes lottery specific or brief mentions)	50.00%	95
Financial Loss / Waste of Money	18.42%	35
Social / Atmosphere / Interaction (In-Person)	14.21%	27
Convenience / Accessibility (Online)	10.00%	19
Addiction / Social Harm / Risk Concerns	3.68%	7
Personal Disinterest / Moral / Religious	2.11%	4
Trust / Security / Fairness Concerns	1.05%	2
Blank / Unsure / Nothing	0.53%	1

Regression Results (Sorted by Significance):

Category	R ²	P-Value	Trend
Personal Disinterest / Moral / Religious	1.00	0.0067*	Decreasing
Financial Loss / Waste of Money	0.98	0.0994	Increasing
Blank / Unsure / Nothing	0.75	0.3333	Decreasing
Social / Atmosphere / Interaction	0.55	0.4653	Increasing
Trust / Security / Fairness Concerns	0.44	0.5369	Decreasing
Convenience / Accessibility (Online)	0.36	0.5874	Decreasing
Addiction / Social Harm / Risk Concerns	0.25	0.6667	Increasing

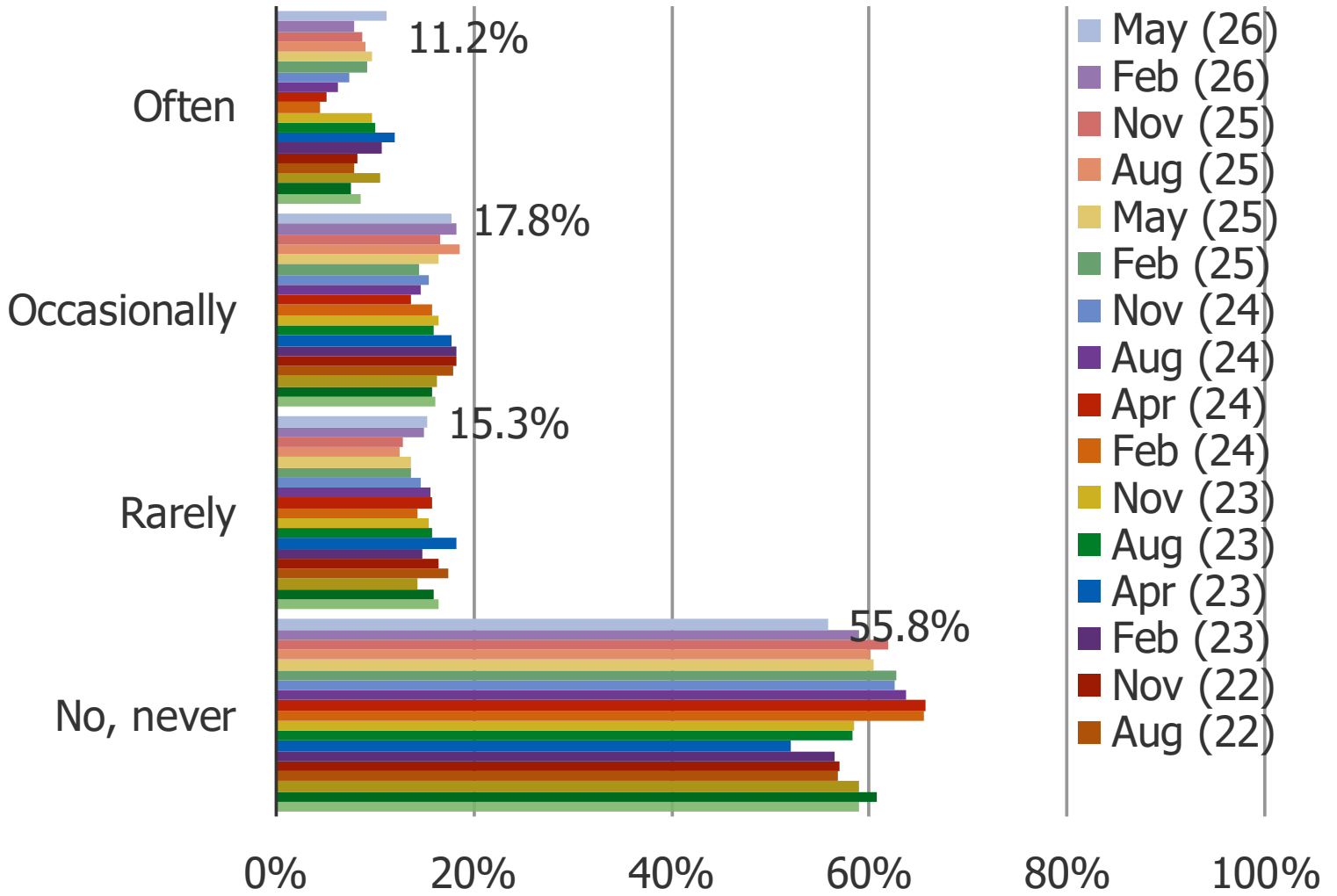
HOW OFTEN DO YOU WATCH SPORTS?

Posed to all respondents.



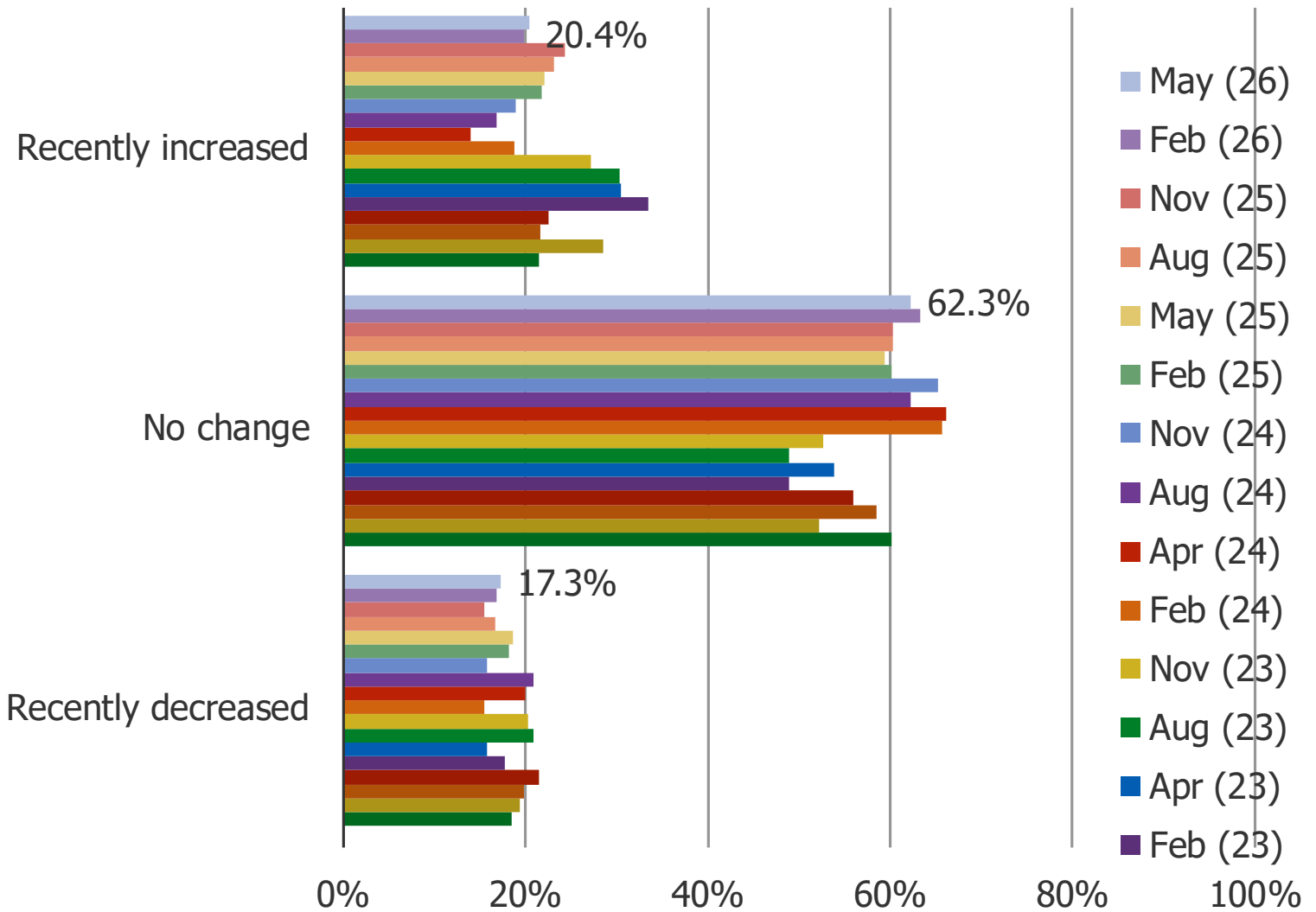
DO YOU EVER GAMBLE ON SPORTS?

Posed to all respondents.



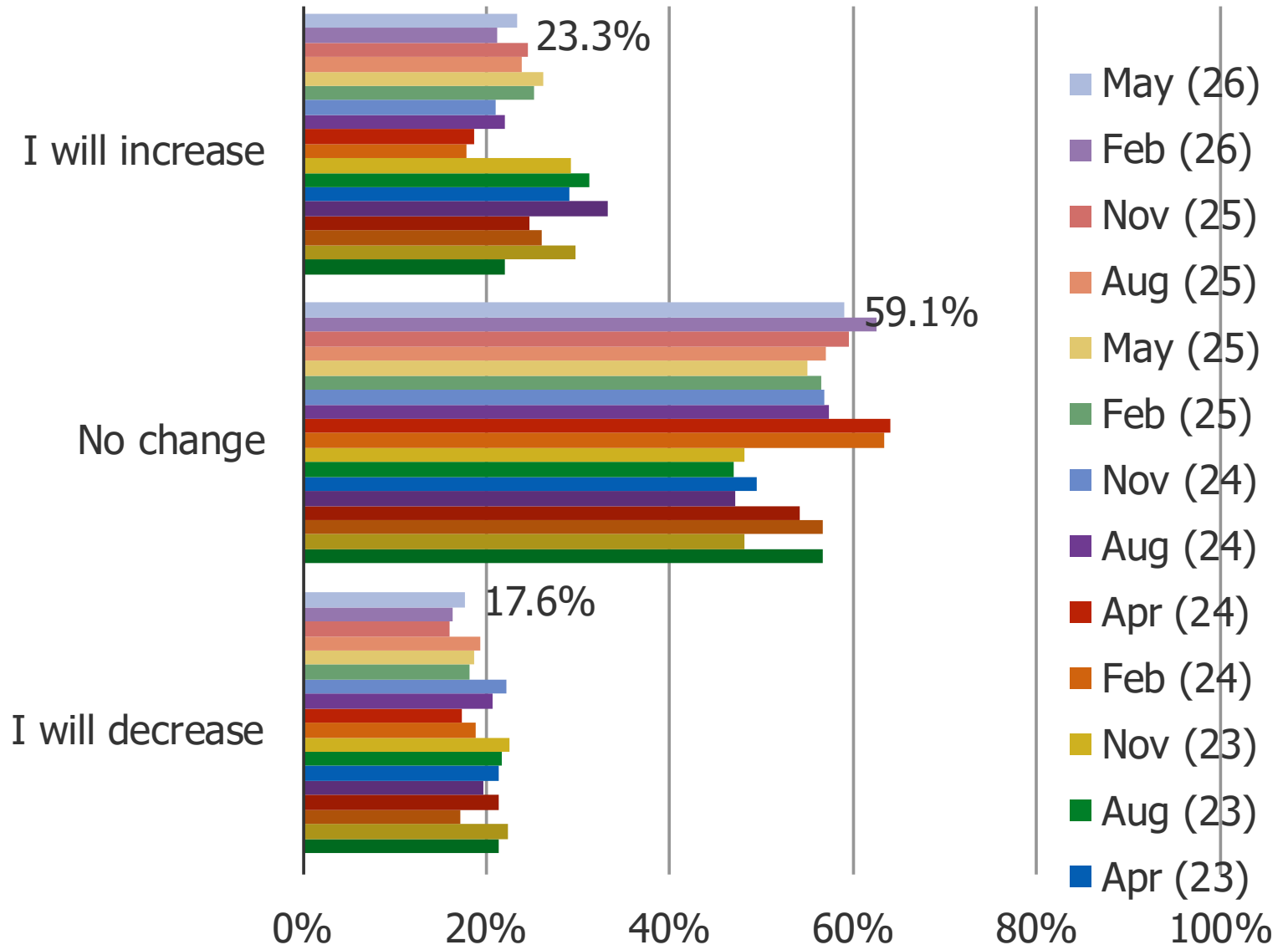
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU GAMBLE ON SPORTS?

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



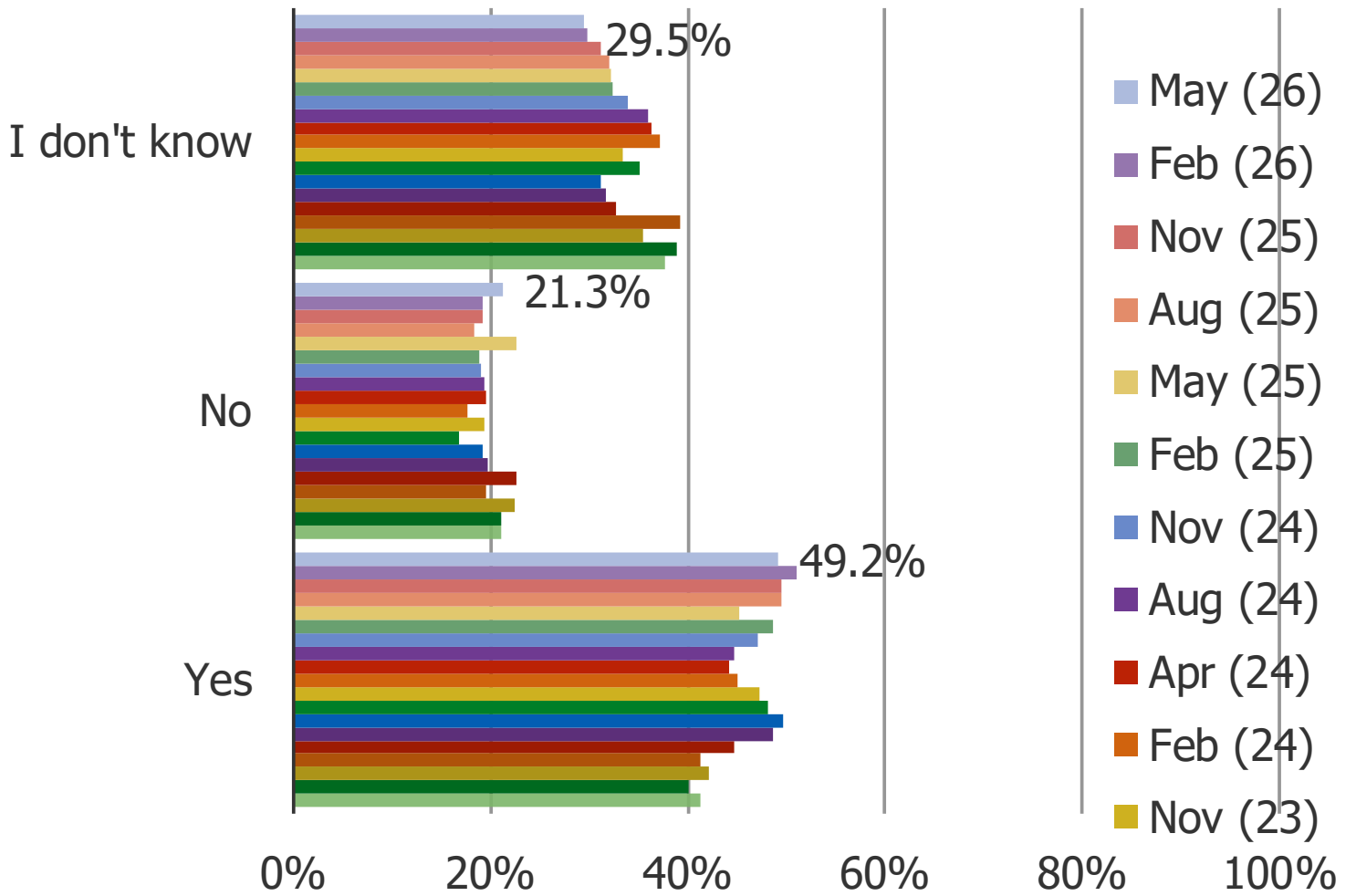
GOING FORWARD, DO YOU EXPECT THAT YOU WILL INCREASE OR DECREASE HOW OFTEN YOU GAMBLE ON SPORTS?

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



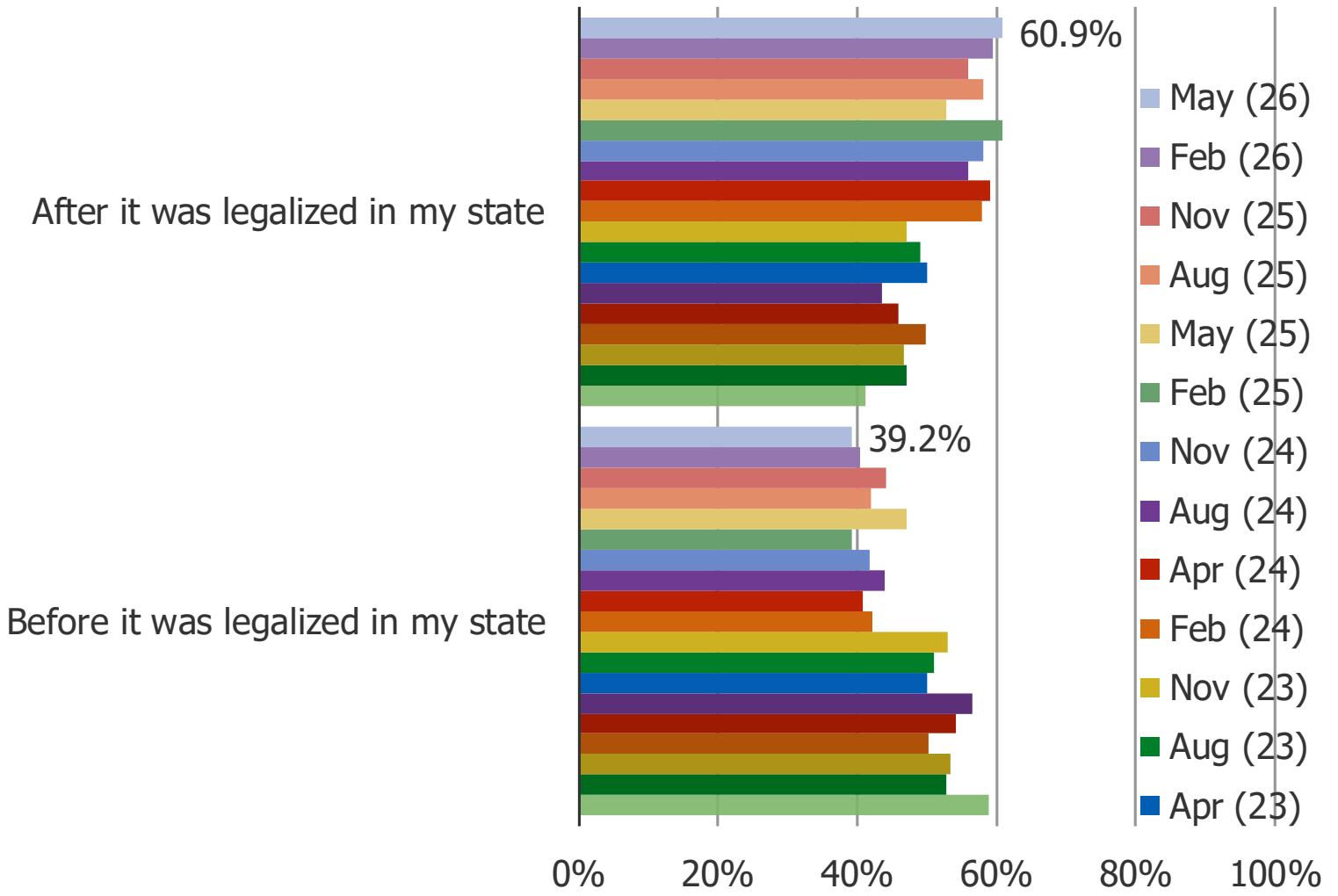
IS GAMBLING ON SPORTS LEGAL IN THE STATE THAT YOU LIVE IN?

Posed to all respondents.



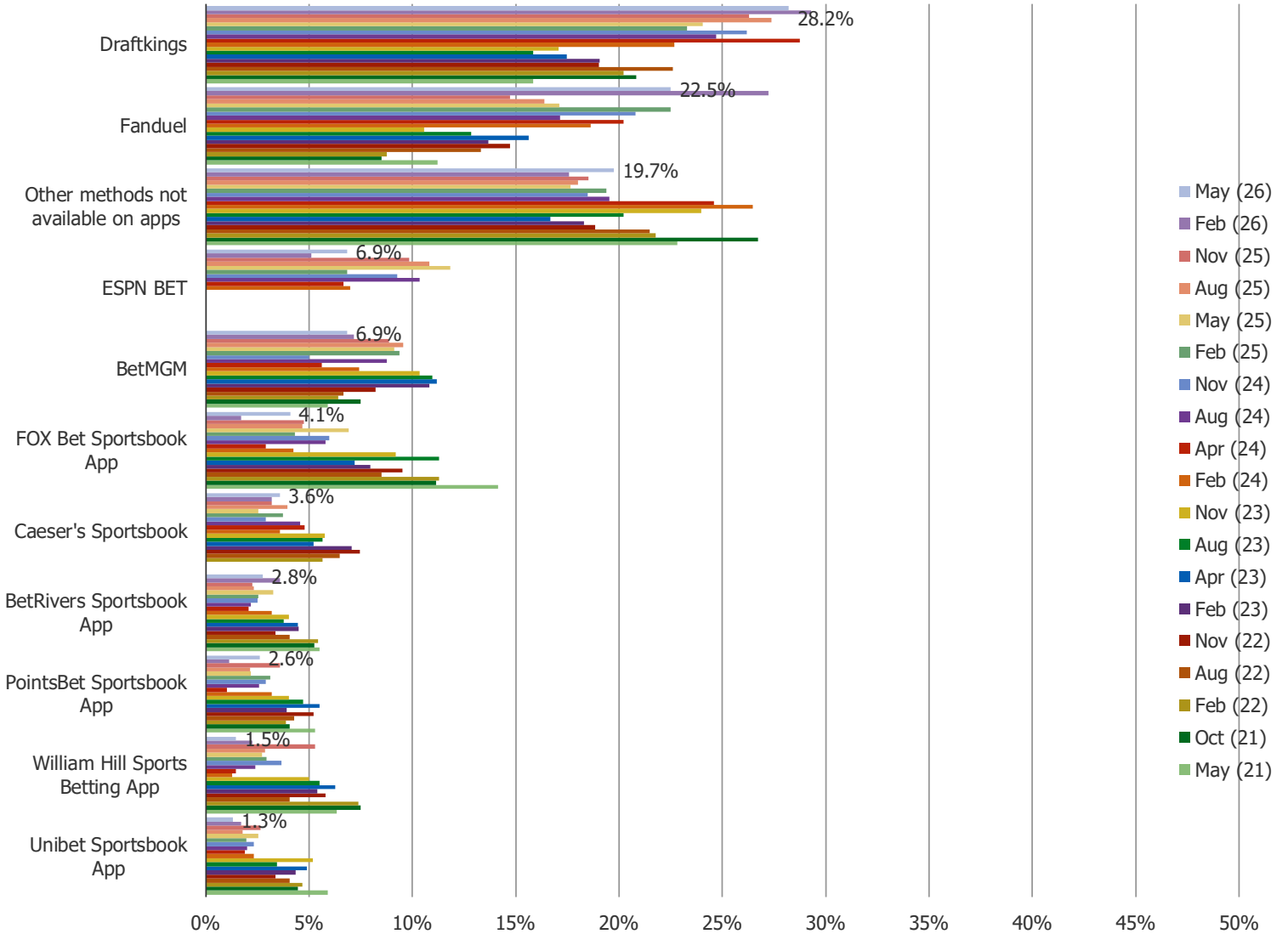
WHEN DID YOU START GAMBLING ON SPORTS?

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



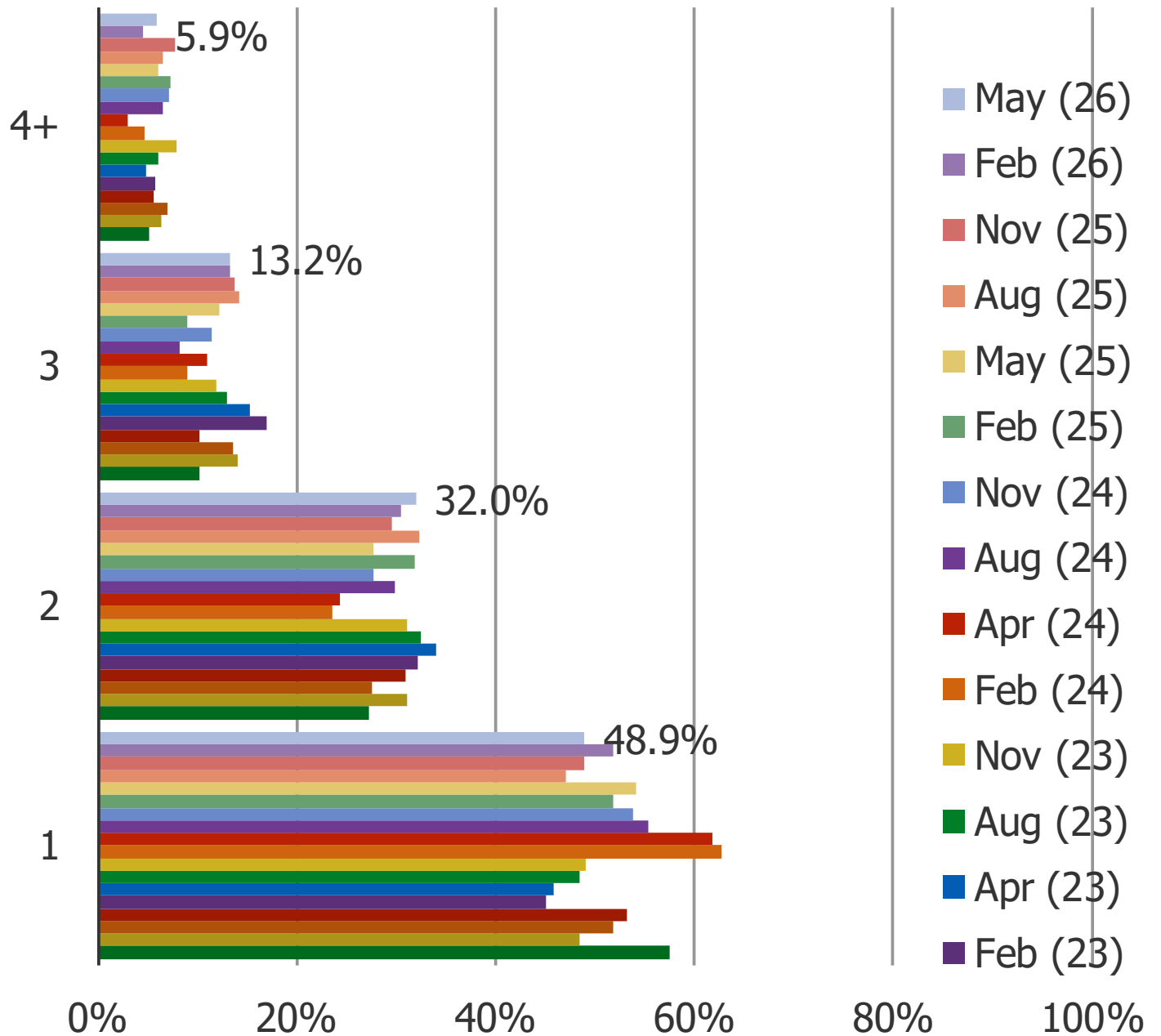
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

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



HOW MANY SPORTS GAMBLING APPS DO YOU USE?

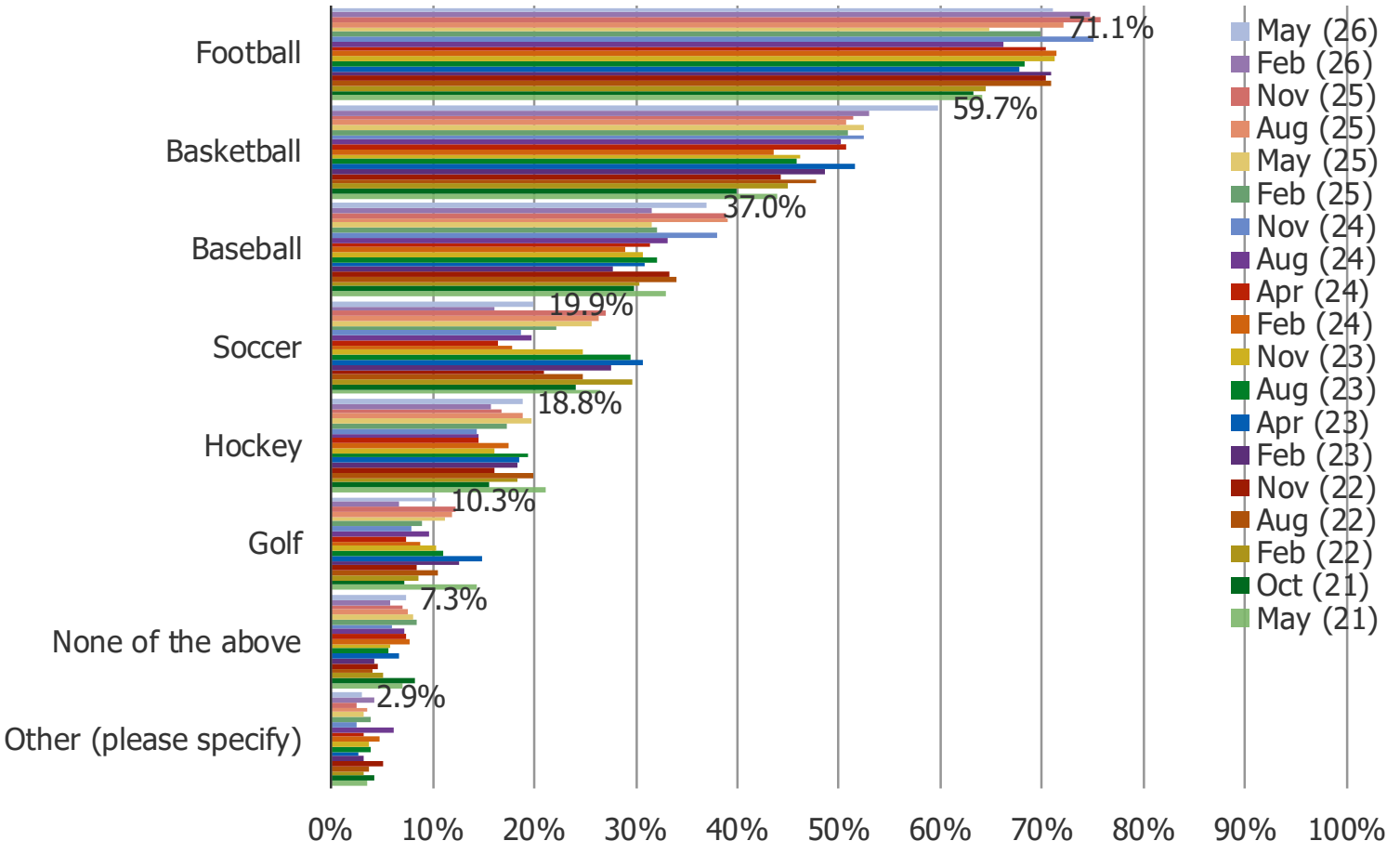
Posed to all respondents who gamble on sports more often than never.



Gambling

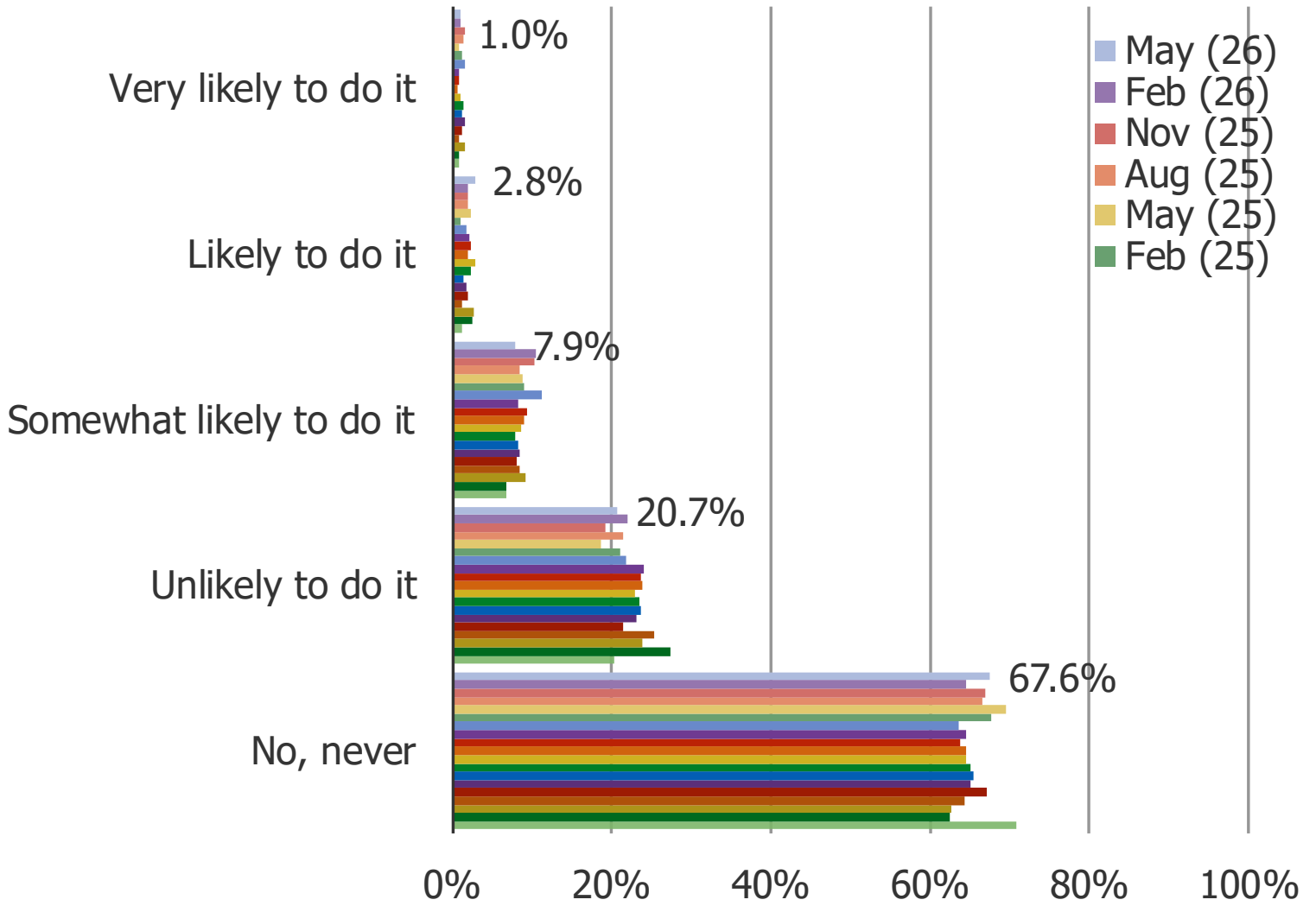
WHAT SPORTS DO YOU GAMBLE ON? (SELECT ALL THAT APPLY)

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



WOULD YOU CONSIDER GAMBLING ON SPORTS IN THE FUTURE?

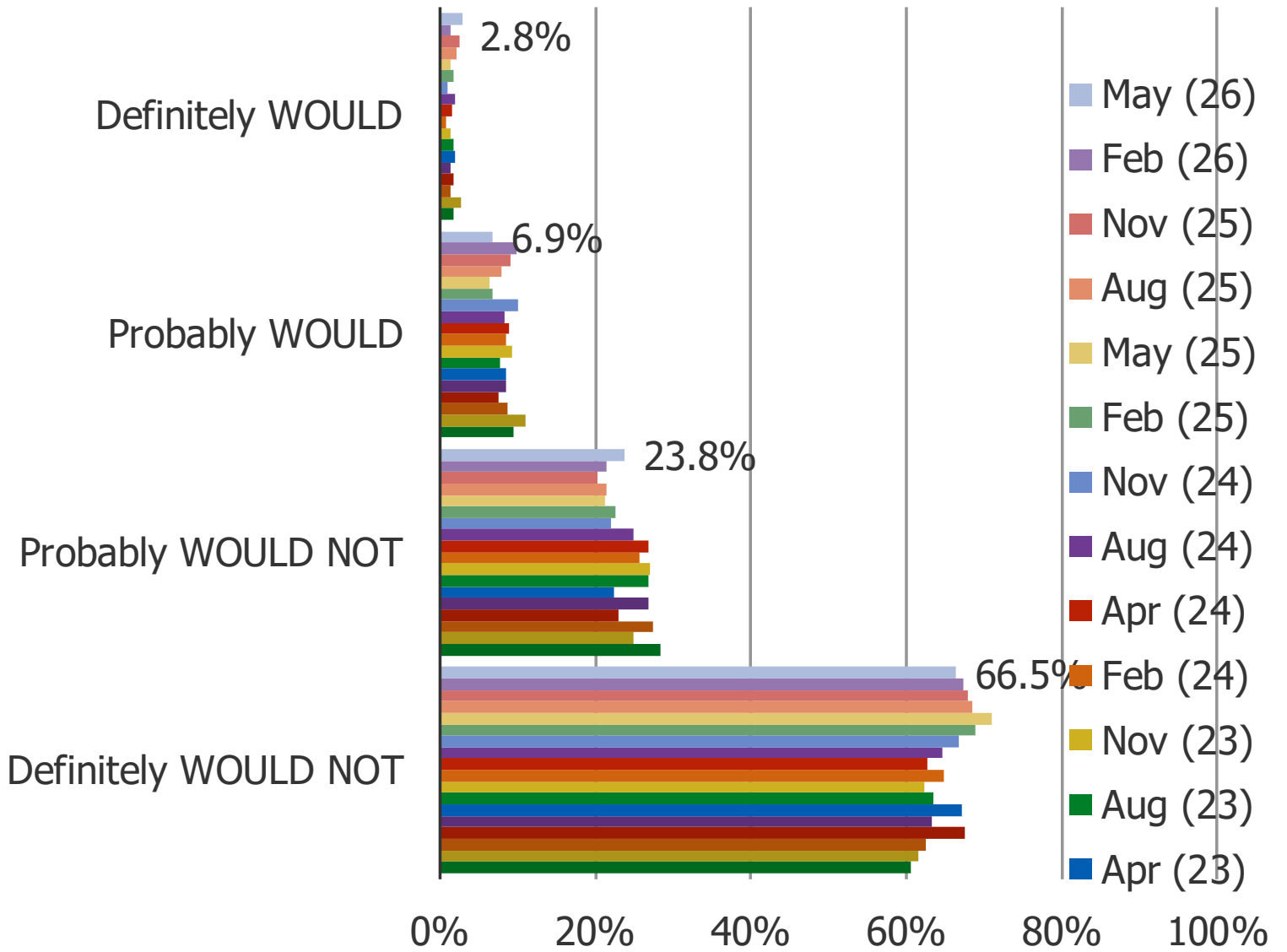
Posed to all respondents who do not currently gamble on sports.



Gambling

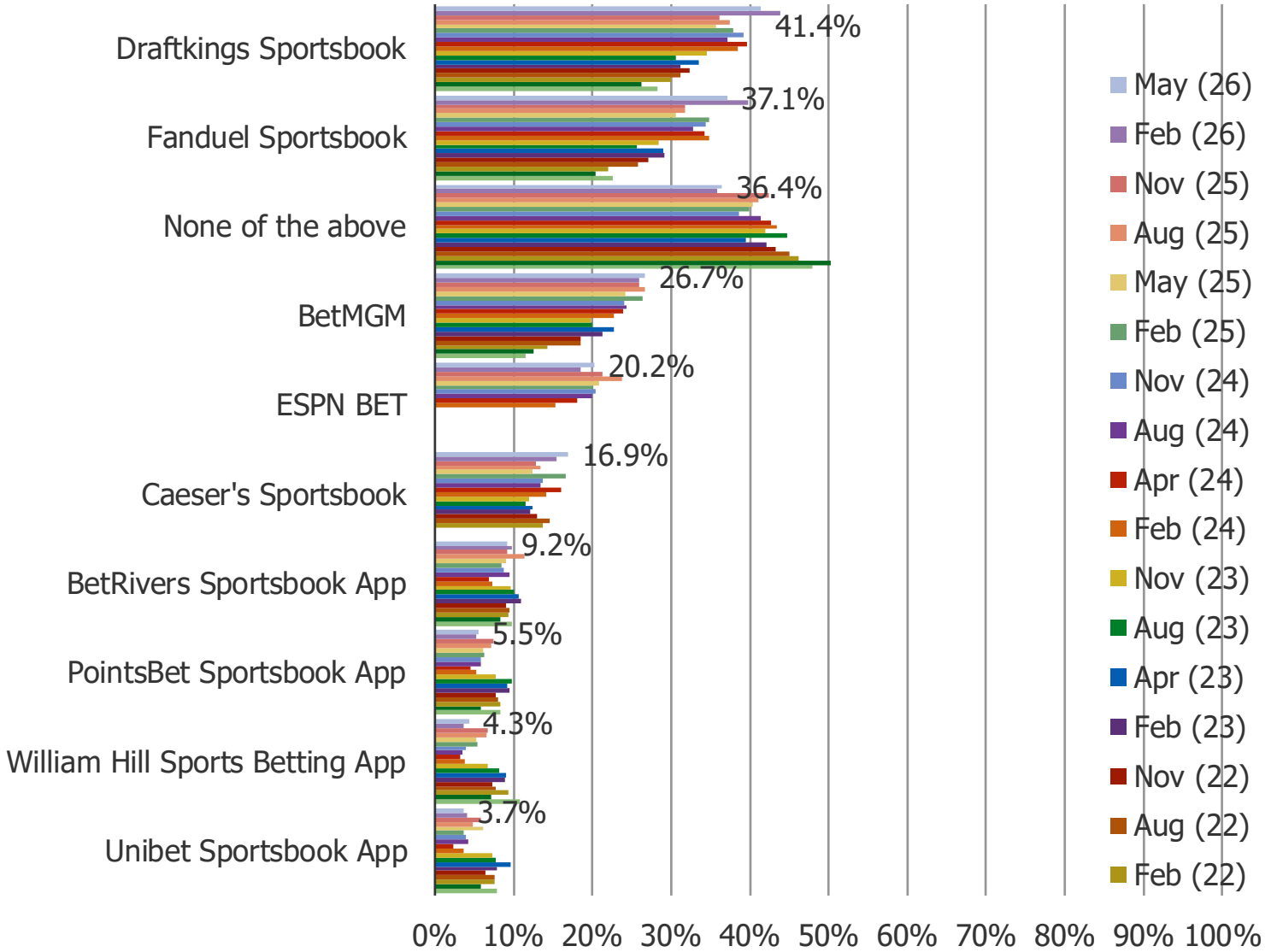
IF SPORTS GAMBLING BECAME LEGAL IN YOUR STATE, WOULD YOU BE INTERESTED IN GAMBLING ON SPORTS?

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.



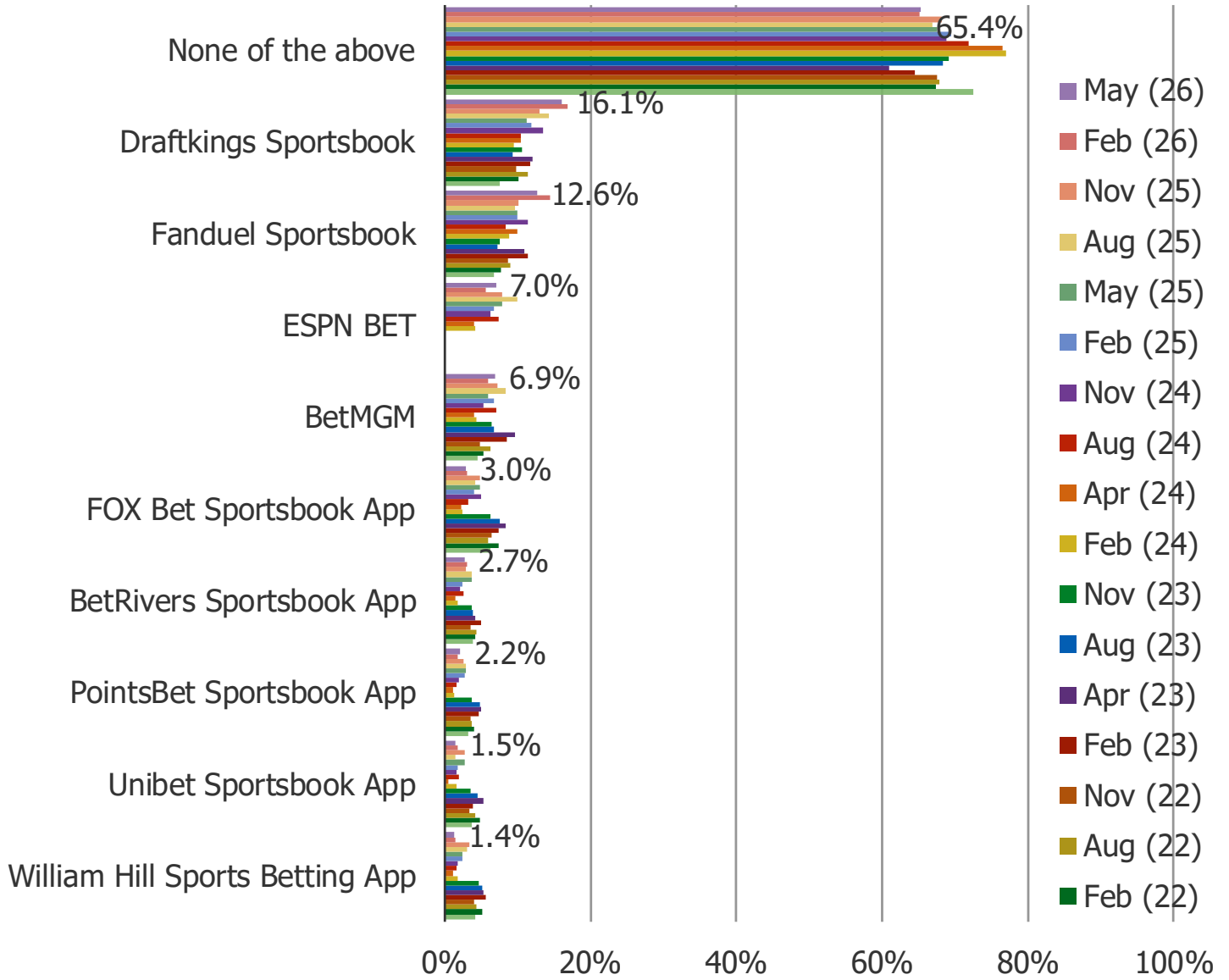
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING SITES/APPS?

Posed to all respondents.



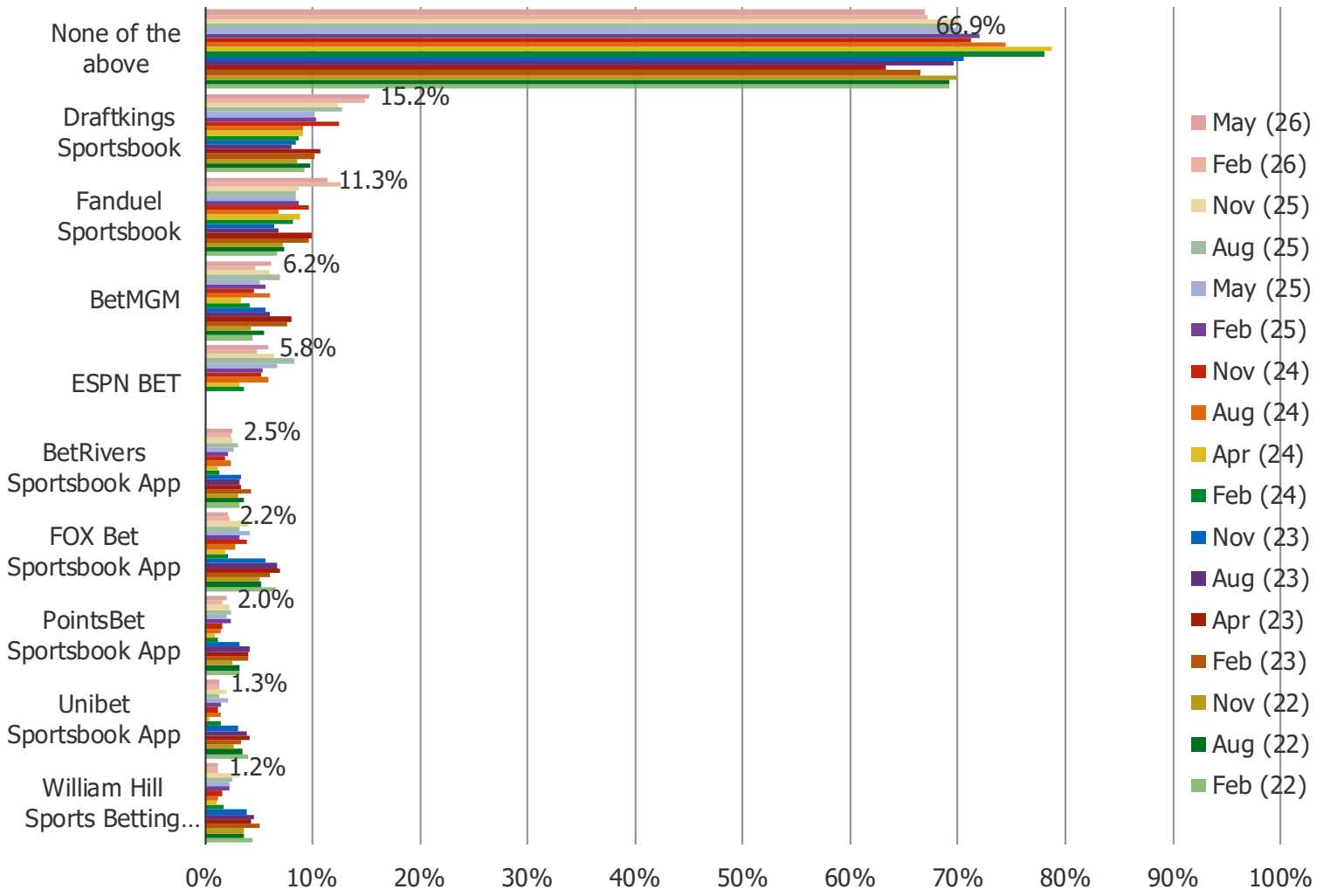
DO YOU HAVE ANY OF THE FOLLOWING DOWNLOADED ON YOUR PHONE?

Posed to all respondents.



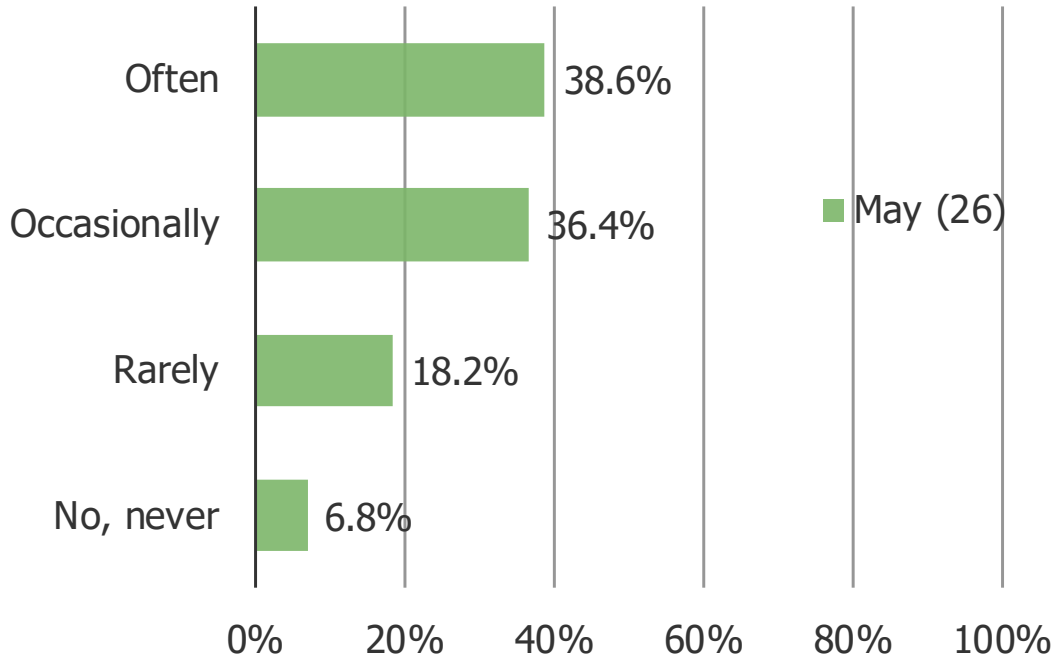
HAVE YOU EVER PLACED A BET ON ANY OF THE FOLLOWING APPS? (SELECT ALL THAT APPLY)

Posed to all respondents.



PREDICTION MARKETS PARTICIPANTS: DO YOU EVER GAMBLE ON SPORTS?

Posed to respondents who said they have used prediction markets and also separately said they have used either Kalshi or Polymarket.



SPORTS GAMBLERS (ON APPS IN STATES IN WHICH IT IS LEGAL): HAVE YOU EVER PLACED A REAL MONEY PREDICTION ON ANY PREDICTION MARKETS PLATFORMS (EXAMPLES PROVIDED)

Posed to respondents who said they have used prediction markets and also separately said they have used either Kalshi or Polymarket.

