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BESPOKE SURVEYS

Gambling, Vol 20

1250+ Respondents Per Quarter



August 2025

RECENTLY ADDED QUESTIONS

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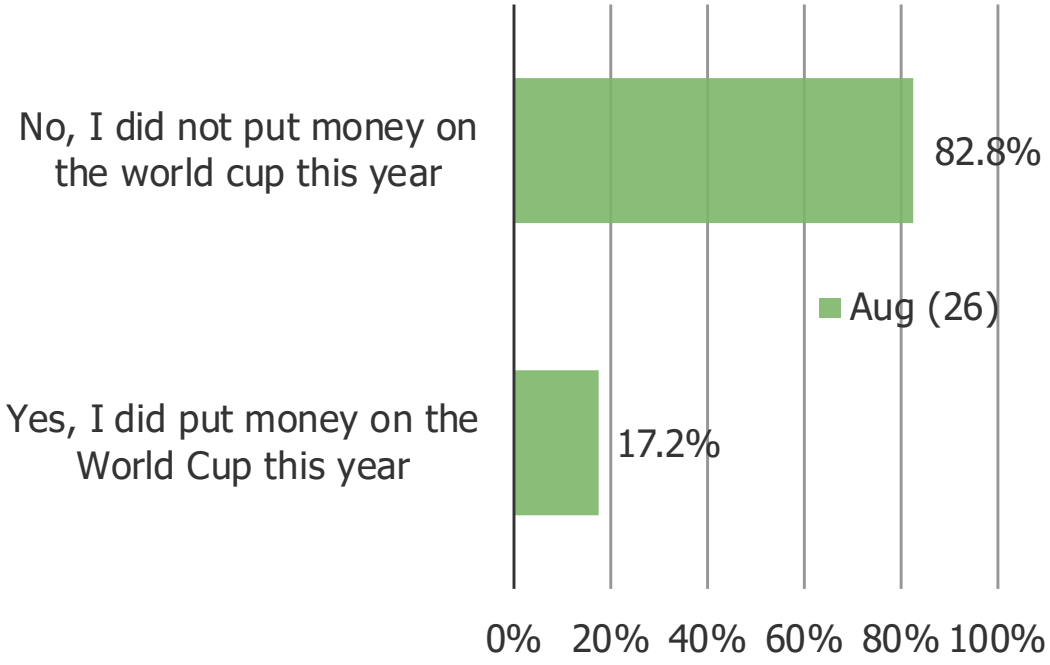
Gambling

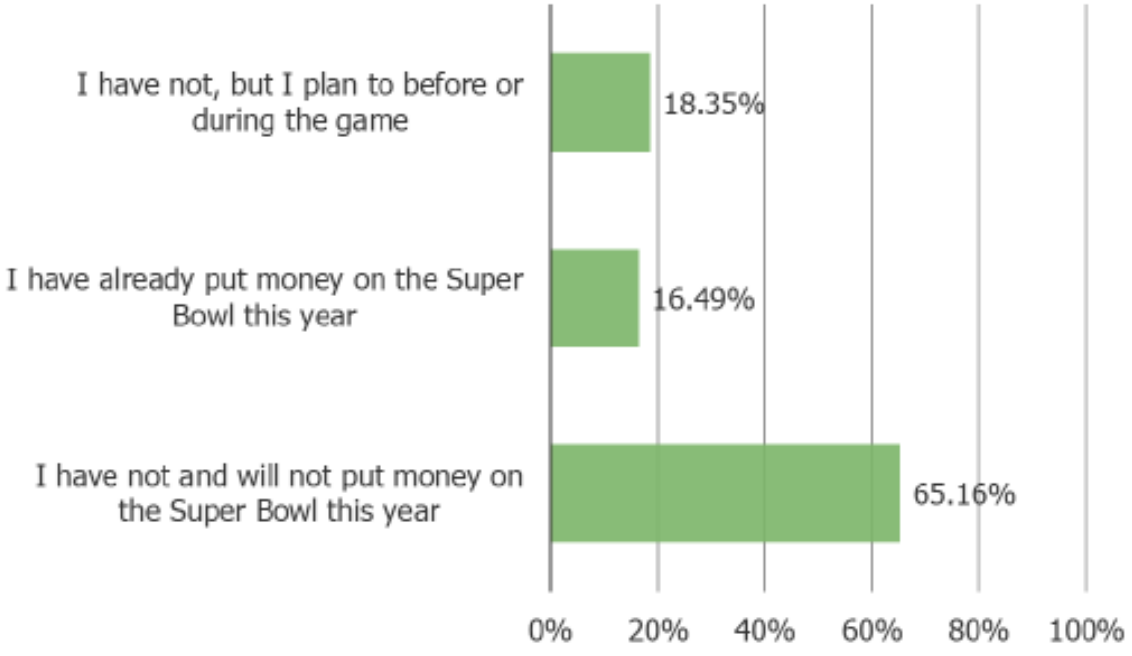
DID YOU PUT MONEY ON ANY WORLD CUP OUTCOMES THIS YEAR? (E.G., WHO WINS, TOTAL POINTS, OR A SPECIFIC PLAYER EVENT)?

Posed to all respondents.



Have you or will you put money on any Super Bowl outcomes this year? (e.g., who wins, total points, or a specific player event)?NOT including Super Bowl Box Pools

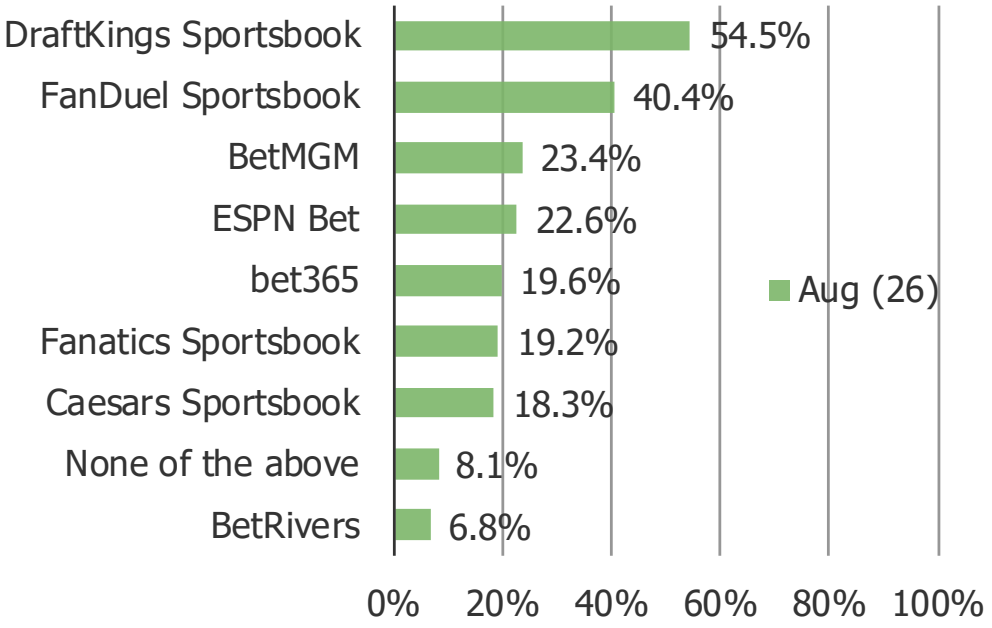
Posed to all respondents.



*Data for comparison from Feb 2026 survey.

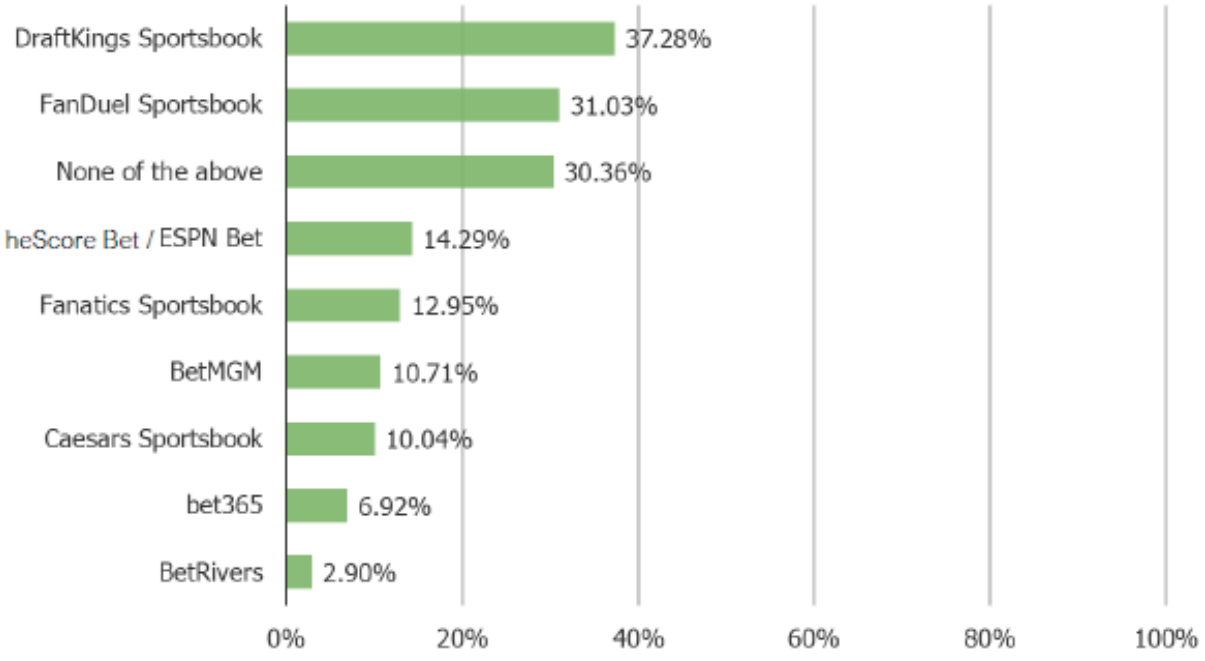
DID YOU USE ANY OF THE FOLLOWING APPS FOR THE WORLD CUP? SELECT ALL THAT APPLYTHESE USE STANDARD ODDS (E.G., -110, +200) AND ARE ONLY AVAILABLE IN LEGAL BETTING STATES.

Posed to all respondents who put money on the World Cup this year. (N=235)



Did you or will you use any of the following apps for the Super Bowl? Select ALL that apply
These use standard odds (e.g., -110, +200) and are only available in legal betting states.

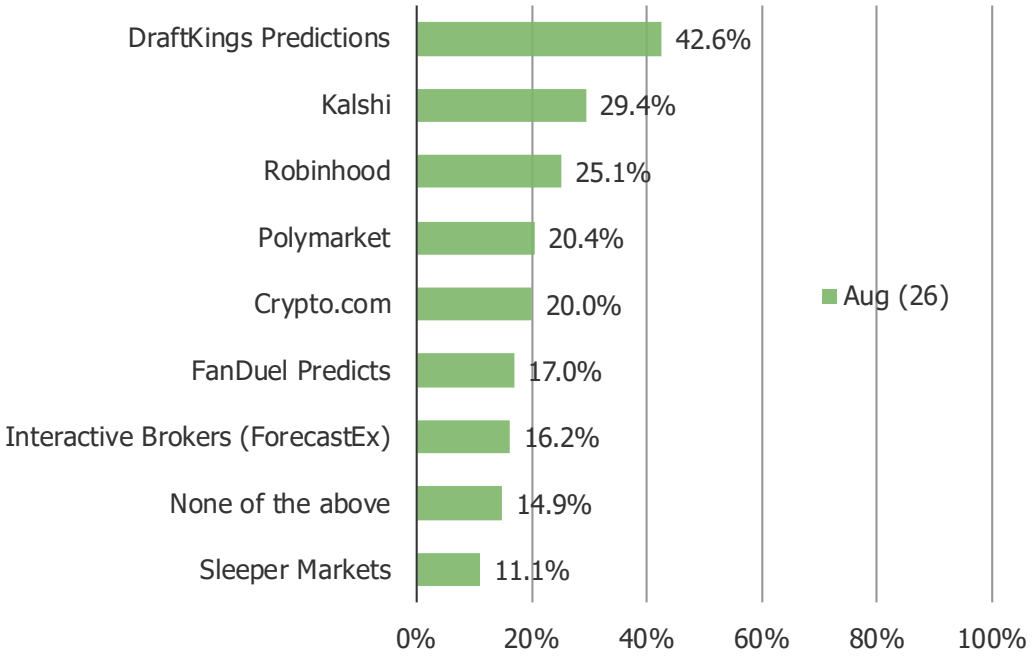
Posed to respondents who replied that they did or will put money on Super Bowl outcomes this year (N = 448).



*Data for comparison from Feb 2026 survey.

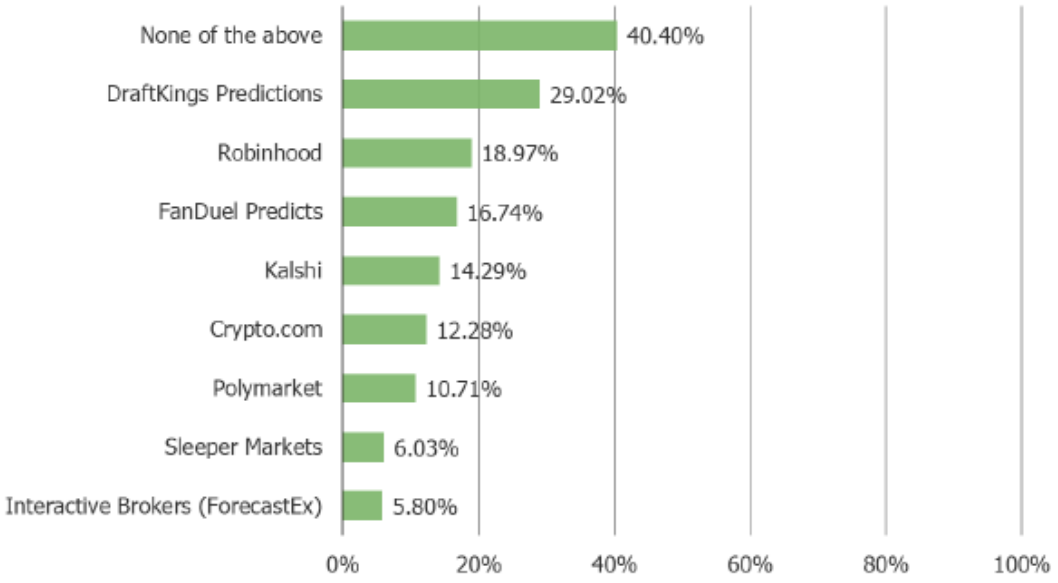
DID YOU USE ANY OF THE FOLLOWING APPS FOR THE WORLD CUP? SELECT ALL THAT APPLYTHESE USE SHARE PRICES (E.G., $0.55) AND ARE OFTEN AVAILABLE IN ALL STATES.

Posed to all respondents who put money on the World Cup this year. (N=235)



Did you or will you use any of the following apps for the Super Bowl? Select ALL that apply
These use share prices (e.g., $0.55) and are often available in all states.

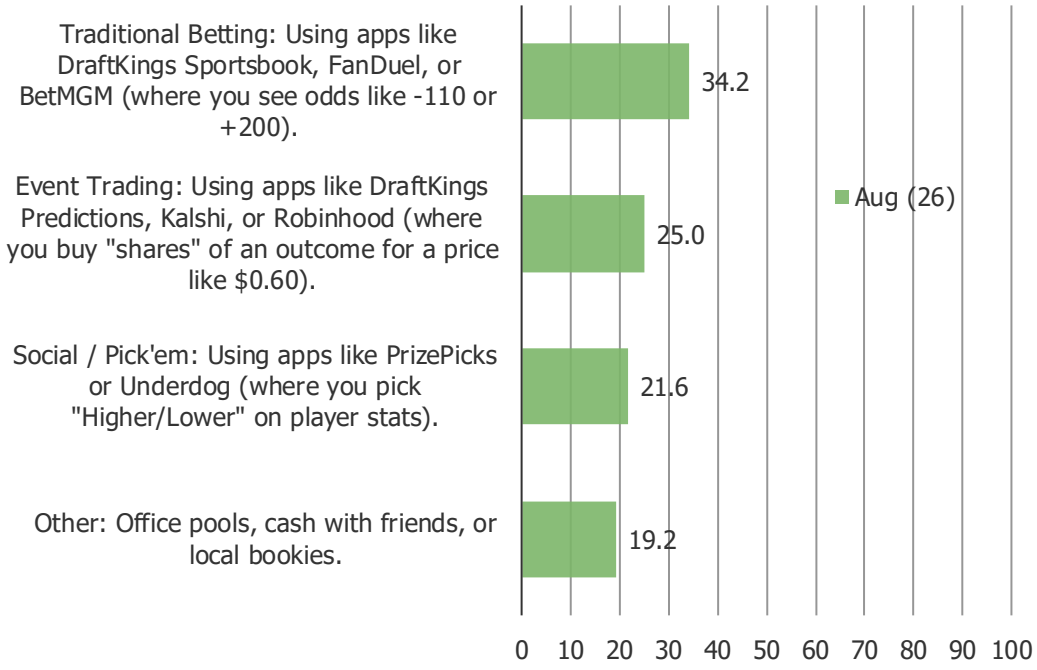
Posed to respondents who replied that they did or will put money on Super Bowl outcomes this year (N = 448).



*Data for comparison from Feb 2026 survey.

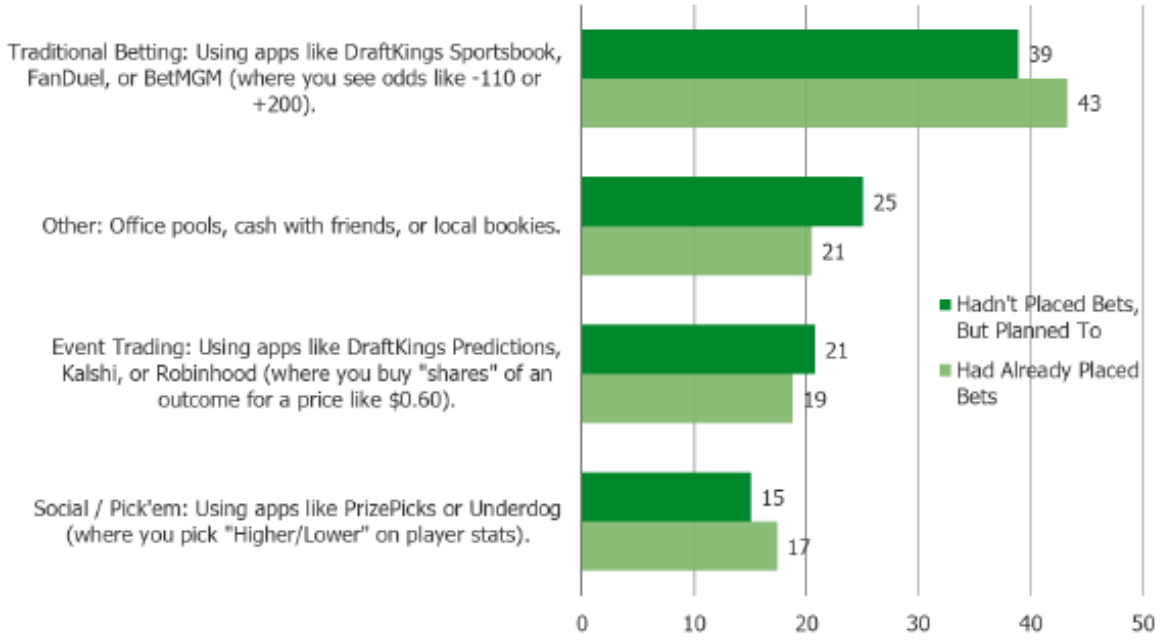
THINKING ABOUT THE MONEY YOU HAVE PUT ON THE WORLD CUP THIS YEAR, WHAT PERCENTAGE WILL BE ALLOCATED TO EACH OF THE FOLLOWING?

Posed to all respondents who put money on the World Cup this year. (N=234)



Thinking about the money you HAVE and WILL put on the Super Bowl THIS YEAR, what percentage will be allocated to each of the following?

Posed to all respondents.



*Data for comparison from Feb 2026 survey.

WHY DID YOU USE THE FOLLOWING INSTEAD OF PUTTING THAT MONEY THROUGH TRADITIONAL SPORTSBOOKS LIKE DRAFTKINGS, FANDUEL, ETC?

Posed to all respondents who put money on the World Cup this year. (N=200)

Table 1: Mainstream Betting & Event Contracts

Category	DraftKings Predictions	FanDuel Predicts	Kalshi
General Positive Preference ("I like it better")	25.3%	23.1%	25.4%
Novelty, Fun, & Trying Something Different	13.7%	12.8%	13.4%
Ease of Use & Convenience	14.7%	12.8%	7.5%
Better Odds, Value, or Payouts	8.4%	10.3%	6.0%
Platform Format (Trading, Markets, Crypto)	2.1%	5.1%	4.5%
More Betting Options & Variety	1.1%	0.0%	9.0%
Trust, Reliability, & Privacy	1.1%	0.0%	1.5%
Familiarity or Recommended	2.1%	0.0%	1.5%
Invalid / Unsure / Noise	27.4%	17.9%	28.4%
Other / Unclassified	4.2%	17.9%	3.0%

Table 2: Financial Brokerages & Prediction Markets

Category	Polymarket	Robinhood	Interactive
General Positive Preference ("I like it better")	25.5%	28.6%	16.7%
Novelty, Fun, & Trying Something Different	12.8%	10.7%	8.3%
Ease of Use & Convenience	4.3%	5.4%	11.1%
Better Odds, Value, or Payouts	2.1%	5.4%	5.6%
Platform Format (Trading, Markets, Crypto)	6.4%	5.4%	0.0%
More Betting Options & Variety	4.3%	1.8%	2.8%
Trust, Reliability, & Privacy	0.0%	7.1%	2.8%
Familiarity or Recommended	0.0%	0.0%	0.0%
Invalid / Unsure / Noise	31.9%	17.9%	30.6%
Other / Unclassified	12.8%	17.9%	22.2%

	N=
DraftKings Predictions	100
Kalshi	69
Polymarket	48
Sleeper Markets	26
Robinhood	59
Interactive Brokers (ForecastEx)	38
Crypto.com	47
FanDuel Predicts	40

WHY DID YOU USE THE FOLLOWING INSTEAD OF PUTTING THAT MONEY THROUGH TRADITIONAL SPORTSBOOKS LIKE DRAFTKINGS, FANDUEL, ETC?

Posed to all respondents who put money on the World Cup this year. (N=200)

Table 3: Crypto & DFS Alternatives

Category	Crypto.com	Sleeper Markets
General Positive Preference ("I like it better")	23.8%	16.7%
Novelty, Fun, & Trying Something Different	9.5%	4.2%
Ease of Use & Convenience	14.3%	16.7%
Better Odds, Value, or Payouts	7.1%	8.3%
Platform Format (Trading, Markets, Crypto)	4.8%	4.2%
More Betting Options & Variety	0.0%	0.0%
Trust, Reliability, & Privacy	7.1%	0.0%
Familiarity or Recommended	0.0%	0.0%
Invalid / Unsure / Noise	19.0%	45.8%
Other / Unclassified	14.3%	4.2%

	N=
DraftKings Predictions	100
Kalshi	69
Polymarket	48
Sleeper Markets	26
Robinhood	59
Interactive Brokers (ForecastEx)	38
Crypto.com	47
FanDuel Predicts	40

Why did you use the following instead of putting that money through traditional sportsbooks like Draftkings, Fanduel, etc?

Posed to respondents who use predictions markets for the Super Bowl... (N = 267)

Updated overall results

Base = 456 mentions (non-empty cells)

Reason category	% of mentions
Better / good / best (non-diagnostic)	15.8%
Unclear / don't know / none	10.1%
Better odds / payouts / value	9.9%
Easier / better chance to win	6.6%
Trust / safety / brand comfort	5.0%
Fun / novelty	5.0%
Convenience / already use app	2.0%
Explicitly avoid sportsbooks	1.5%
More / different markets	1.3%
Recommendation / social	1.1%
Crypto / tech framing	1.1%
Ability to trade / sell position	0.7%
Uncoded (no detectable reason string)	34.9%

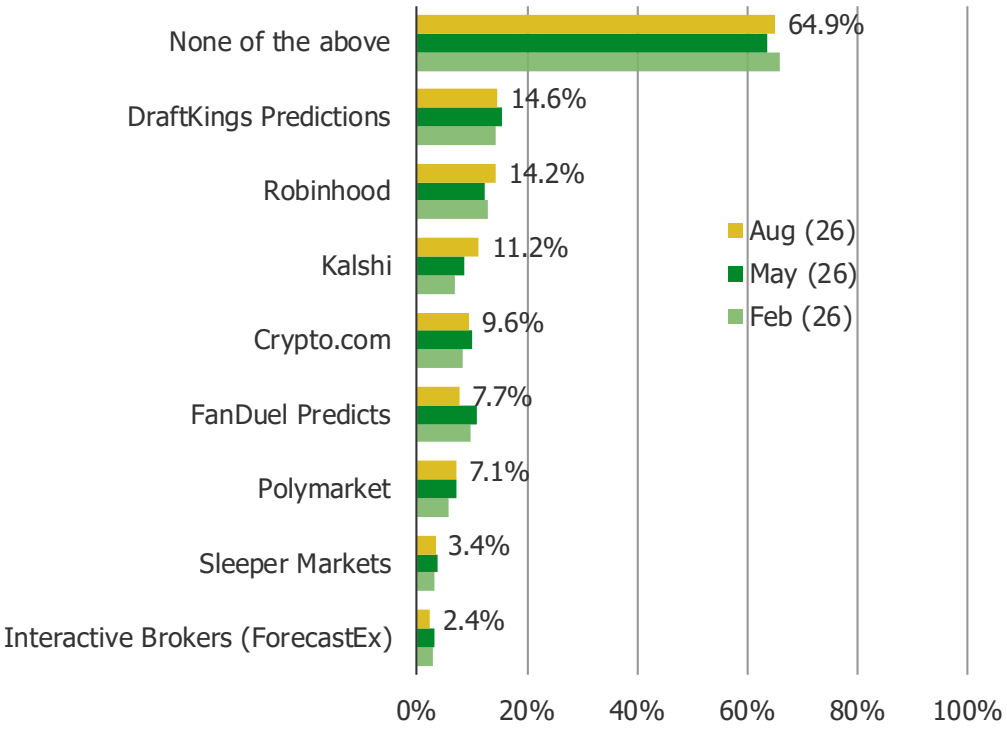
Among respondents who *can* articulate a **reason**, the hierarchy is very clear:

1. **Economic advantage** (odds, payouts, value)
2. **Perceived ease / win probability**
3. **Trust & comfort** (especially **brokerage-linked products**)
4. **Fun / novelty**
5. **Structural differences vs sportsbooks** (tradability, different markets)

*Data for comparison from Feb 2026 survey.

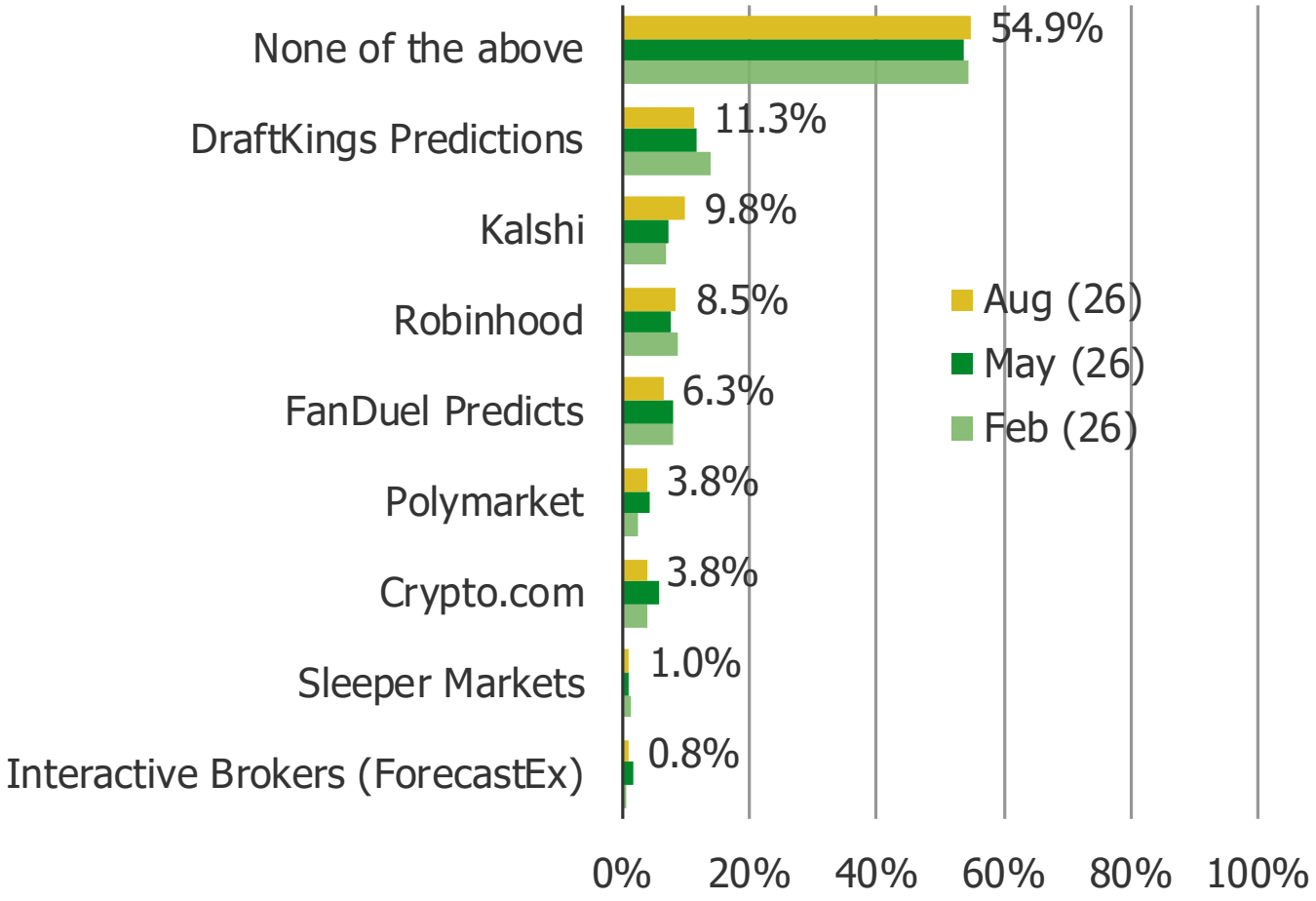
WHICH OF THE FOLLOWING HAVE YOU EVER USED? SELECT ALL THAT APPLY

Posed to all respondents.



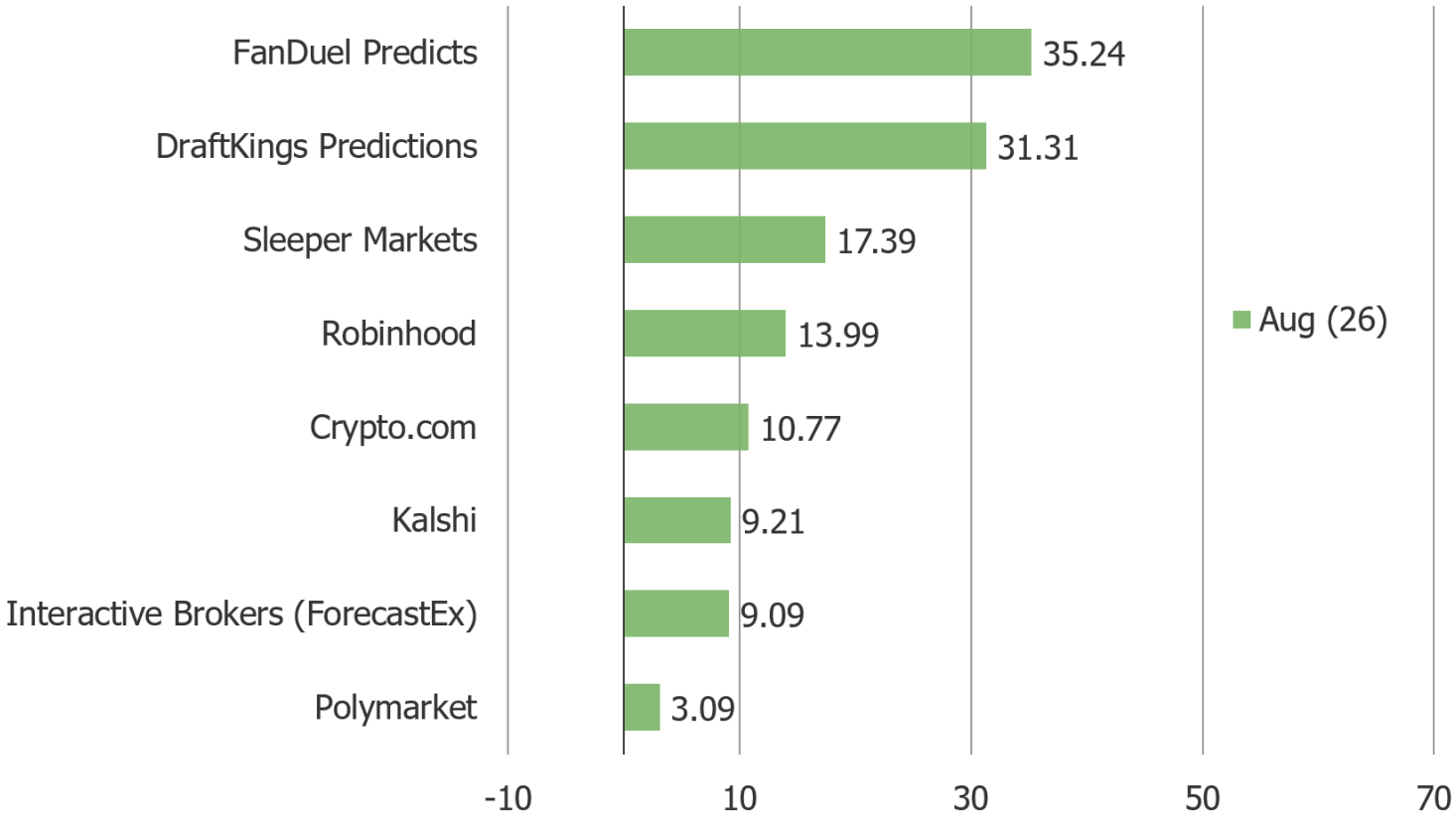
WHICH DO YOU THINK IS BEST OF THESE OPTIONS?

Posed to all respondents.



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

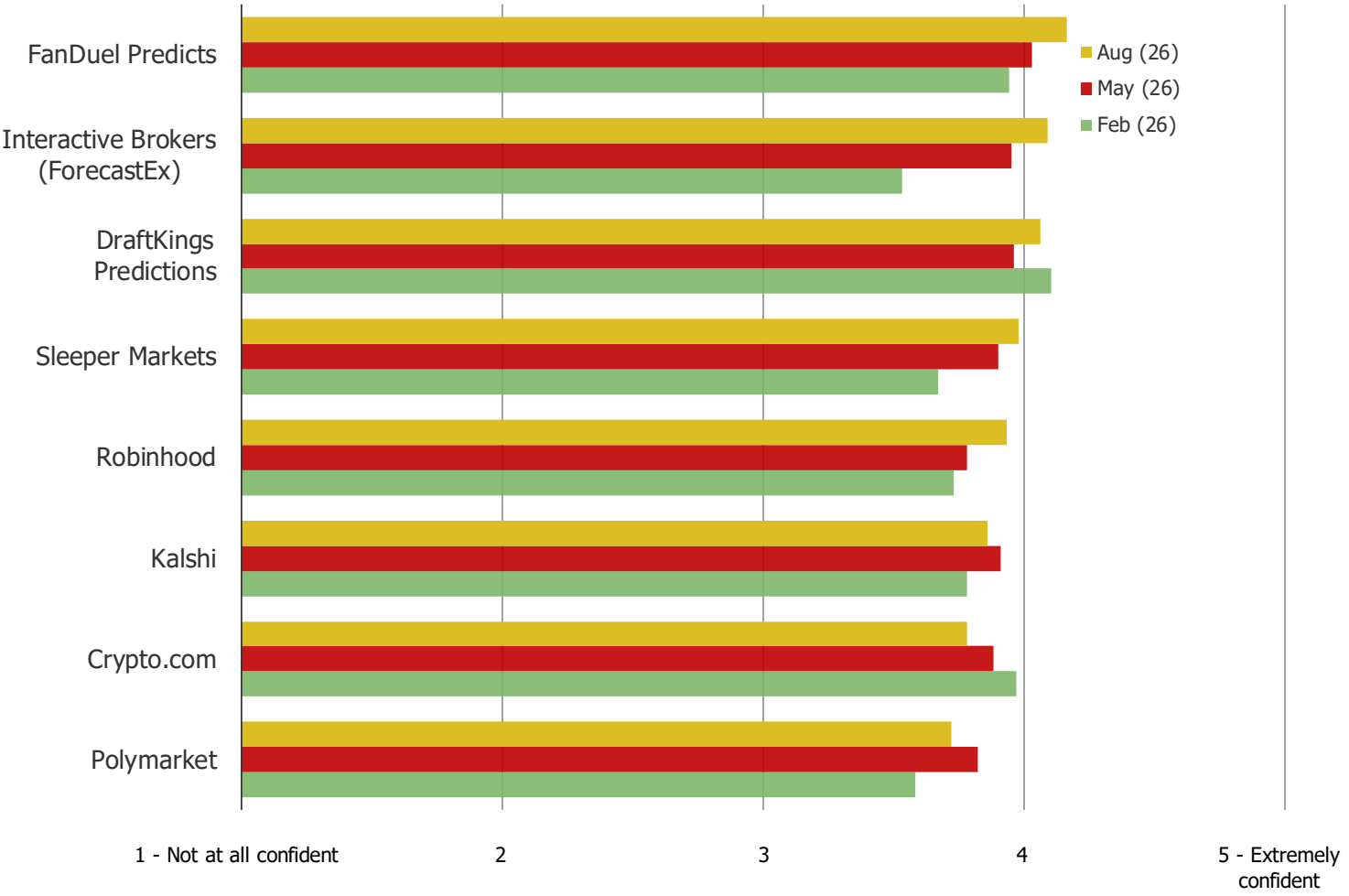
Posed to respondents who said they have used each of the following…



	N=
DraftKings Predictions	198
Kalshi	152
Polymarket	97
Sleeper Markets	46
Robinhood	193
Interactive Brokers (ForecastEx)	33
Crypto.com	130
FanDuel Predicts	105

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

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



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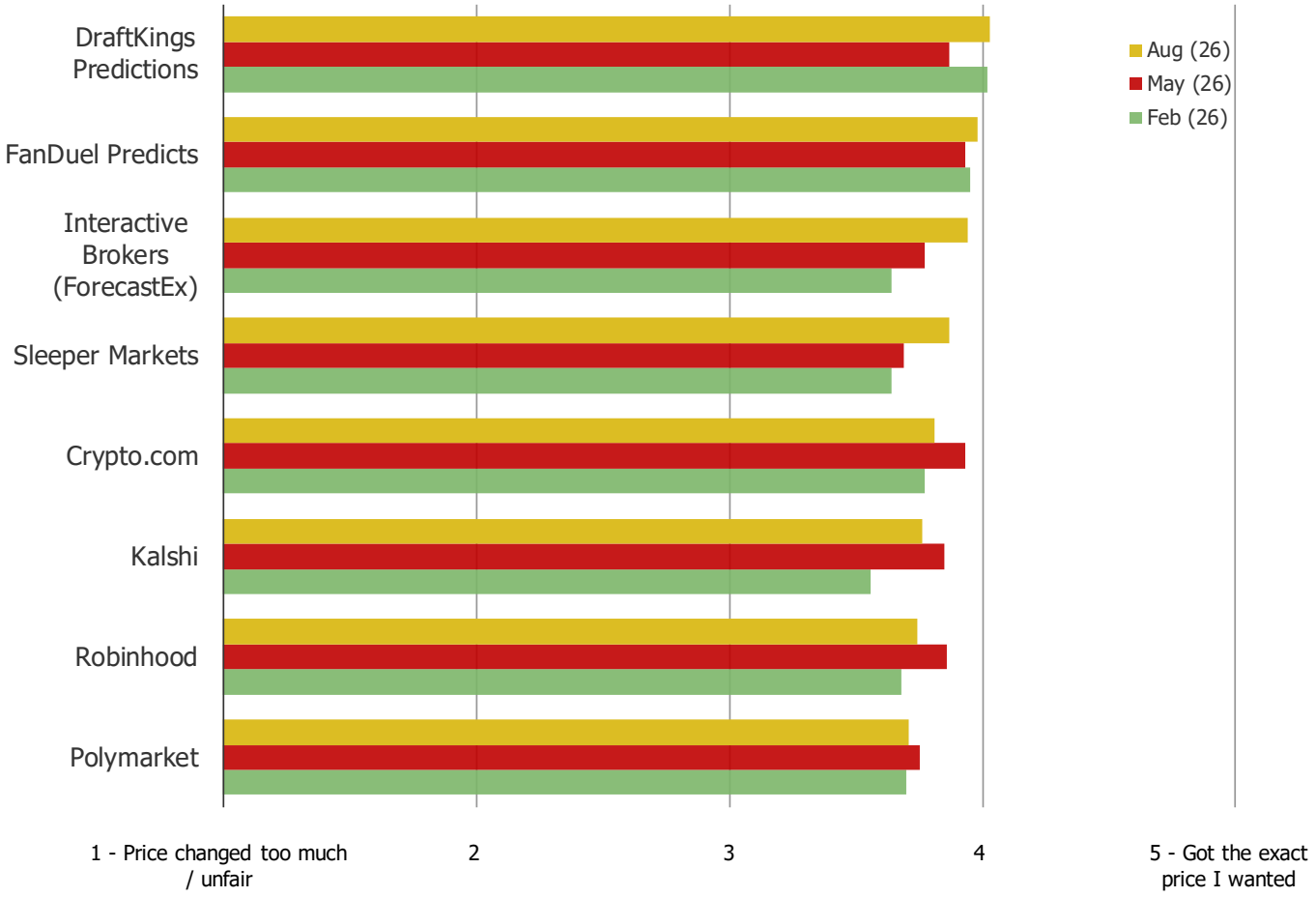
Polymarket	97
Sleeper Markets	46
Robinhood	193
Interactive Brokers (ForecastEx)	33
Crypto.com	130
FanDuel Predicts	105

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

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



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Kalshi	152
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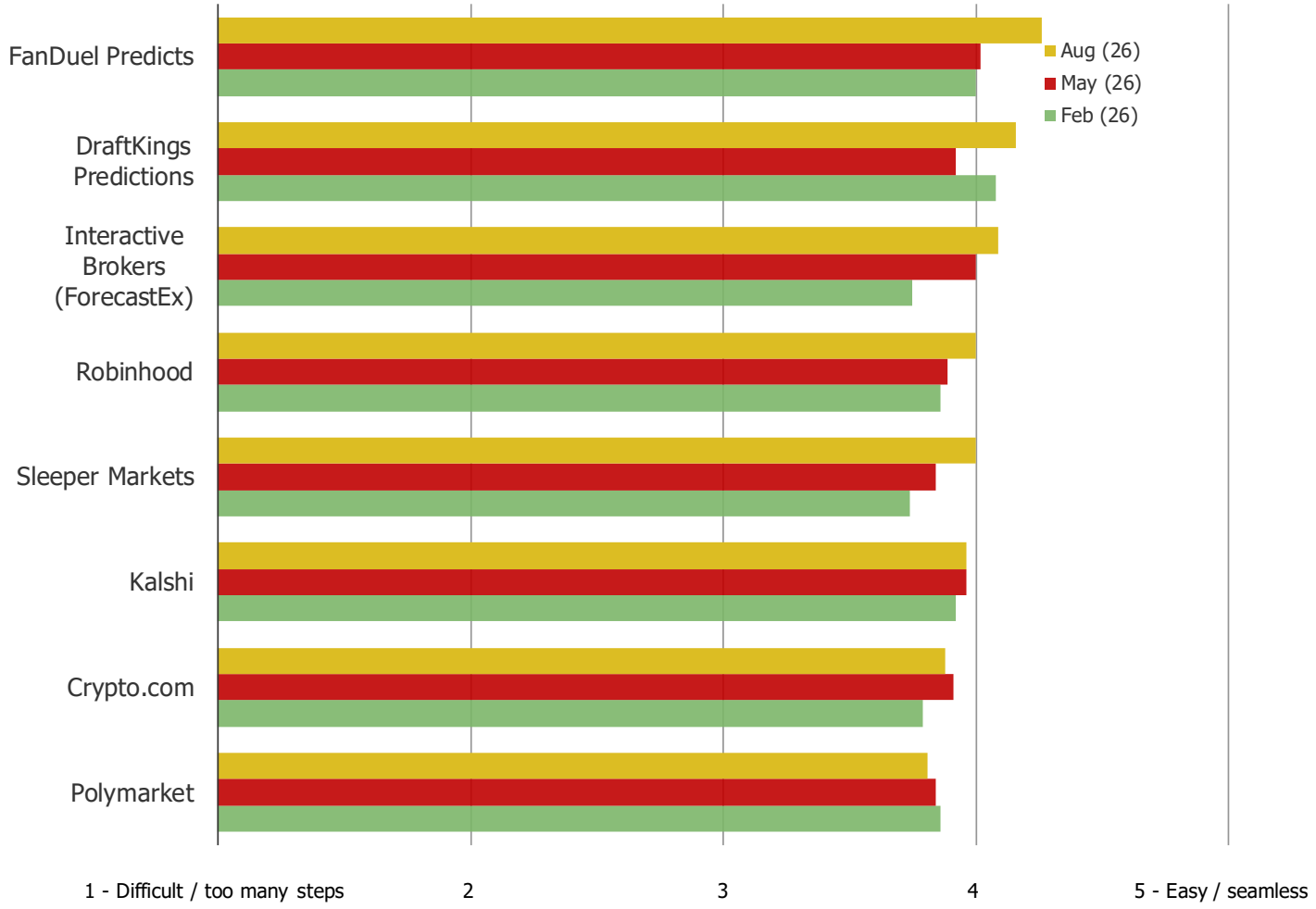
Sleeper Markets	46
Robinhood	193
Interactive Brokers (ForecastEx)	33
Crypto.com	130
FanDuel Predicts	105

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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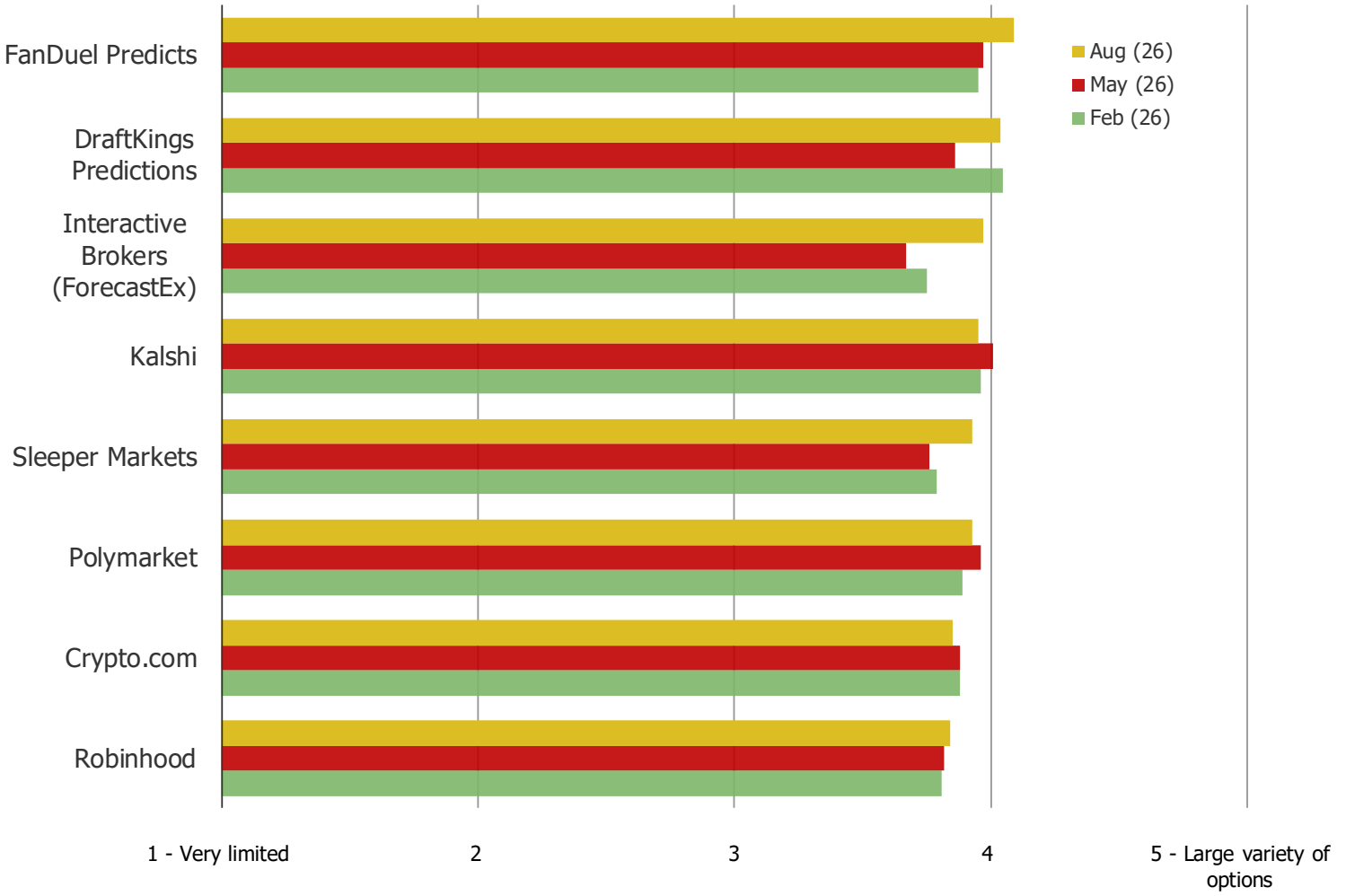
Polymarket	97
Sleeper Markets	46
Robinhood	193
Interactive Brokers (ForecastEx)	33
Crypto.com	130
FanDuel Predicts	105

HOW WOULD YOU RATE THE VARIETY OF DIFFERENT OUTCOMES AVAILABLE TO TRADE?

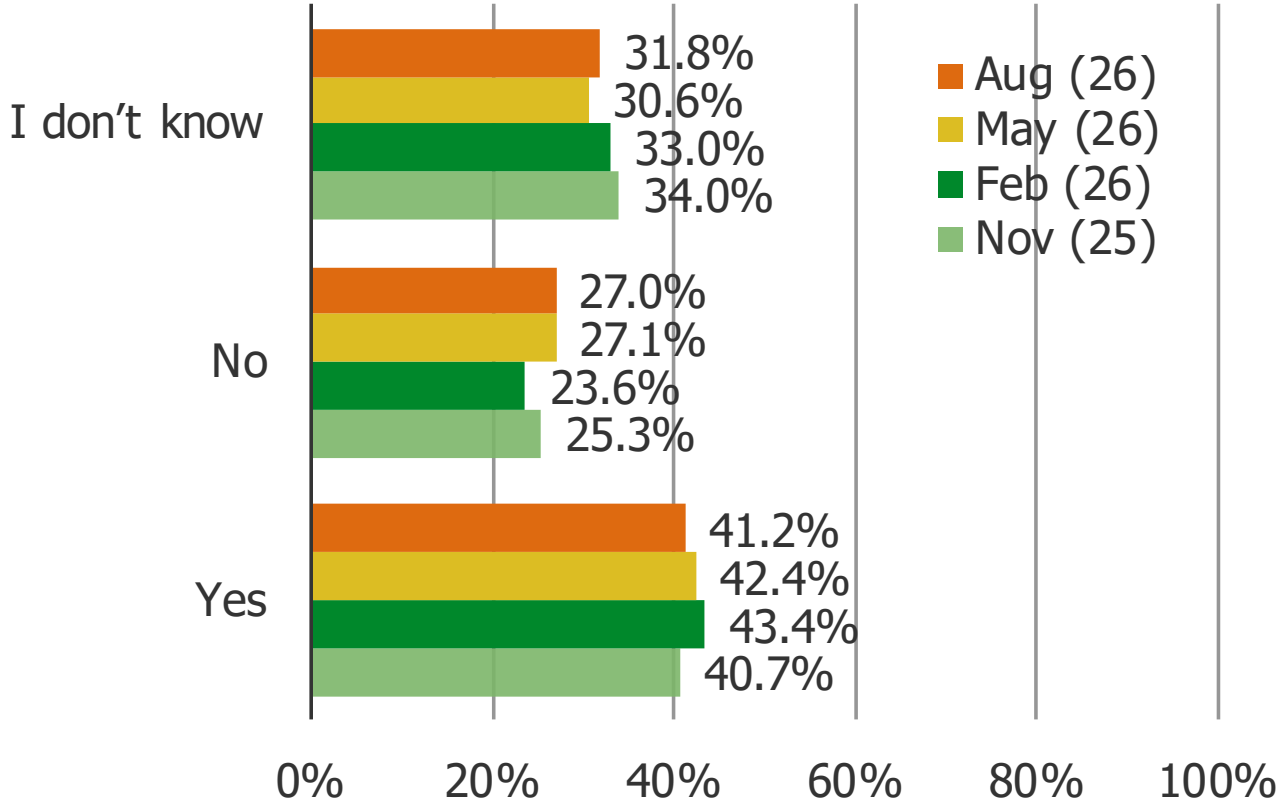
Posed to respondents who said they have used each of the following...



	N=
DraftKings Predictions	198
Kalshi	152
Polymarket	97
Sleeper Markets	46
Robinhood	193
Interactive Brokers (ForecastEx)	33
Crypto.com	130
FanDuel Predicts	105

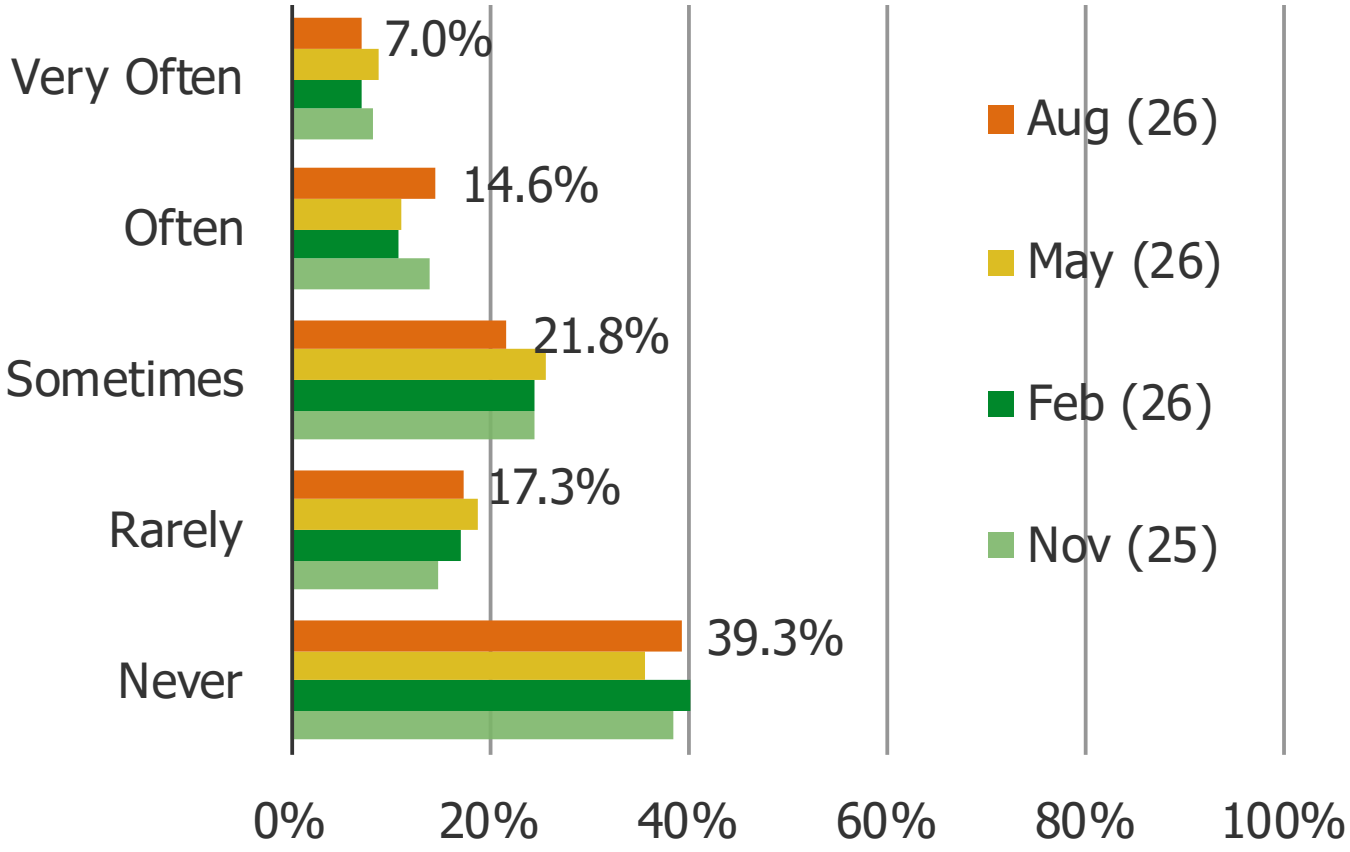
IS CASINO GAMBLING ONLINE (VIA POKER OR DIGITAL VERSIONS OF CASINO-STYLE GAMES SUCH AS SLOTS, BLACKJACK, POKER, OR ROULETTE, PLAYER VIA AN APP FOR REAL MONEY) LEGAL IN YOUR STATE?

Posed to all respondents.



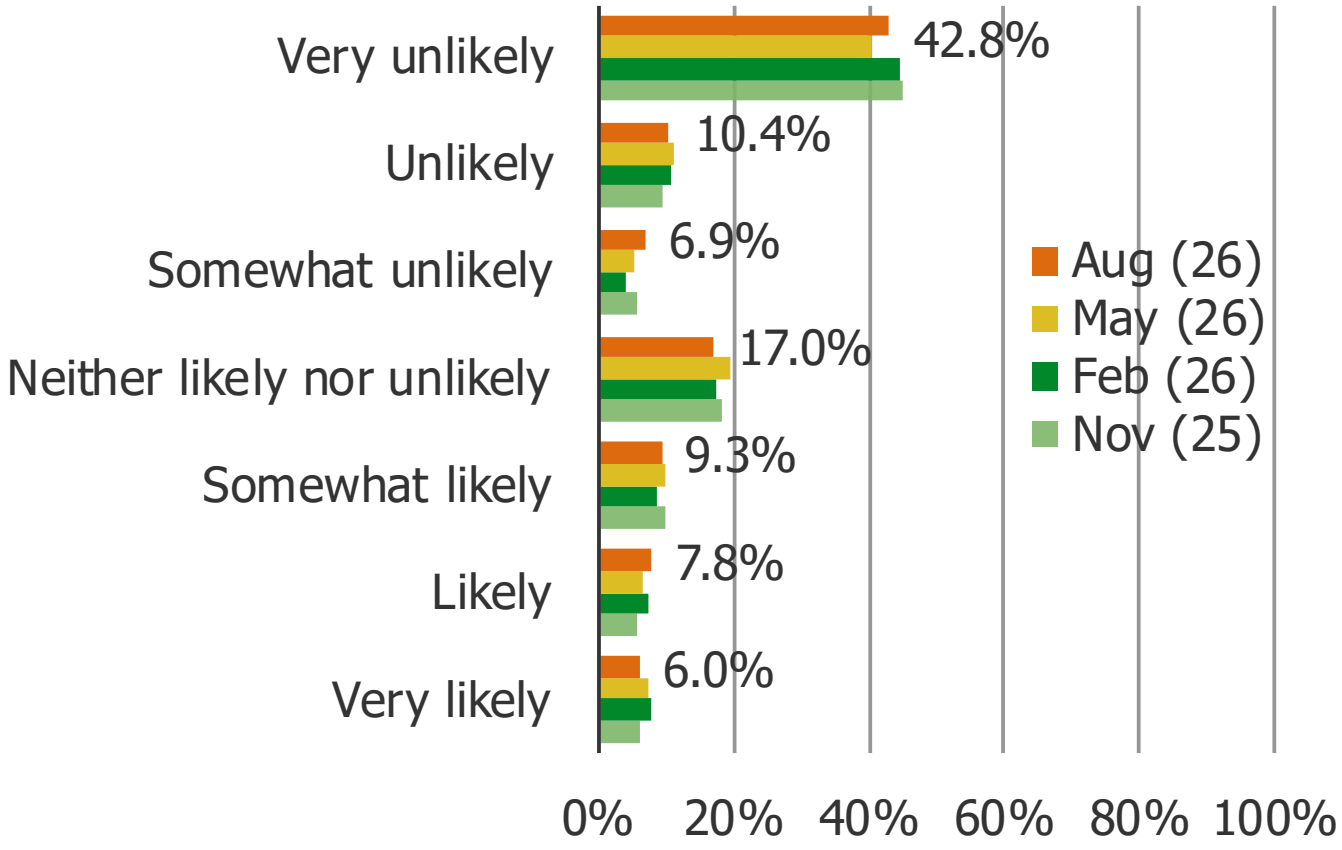
DO YOU PARTICIPATE IN CASINO GAMBLING ONLINE FOR REAL MONEY VIA EITHER POKER OR CASINO-STYLE GAMES? NOTE: NOT INCLUDING SPORTS GAMBLING.

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



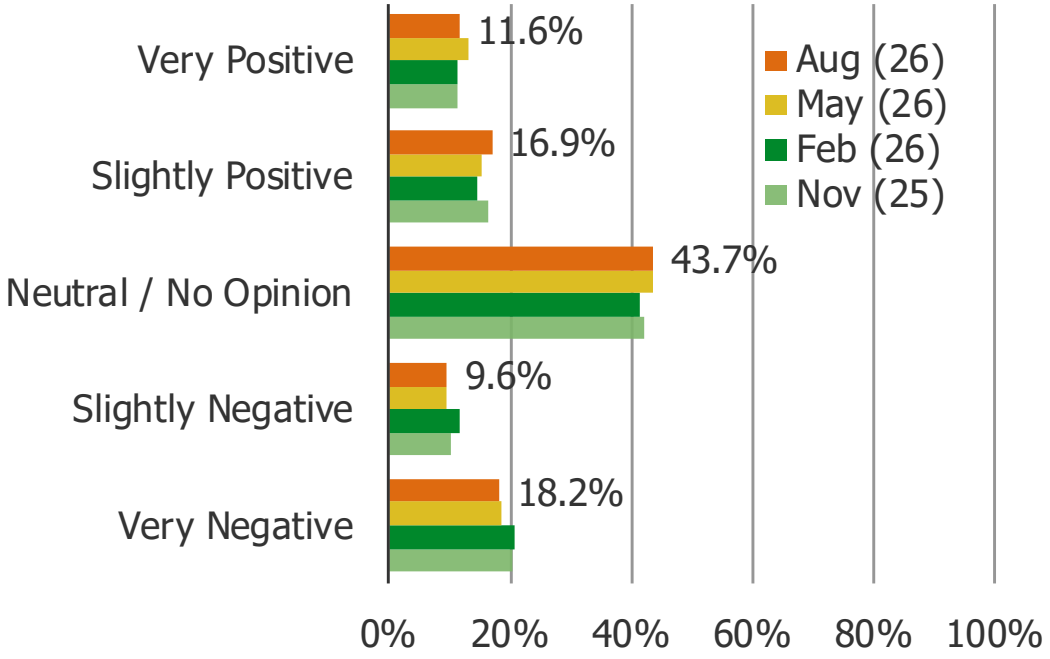
IF GAMBLING ONLINE ON THINGS LIKE POKER OR CASINO STYLE GAMES BECAME LEGAL IN YOUR STATE, HOW LIKELY WOULD YOU BE TO DO IT? NOE: NOT INCLUDING SPORTS GAMBLING

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



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

Posed to all respondents.



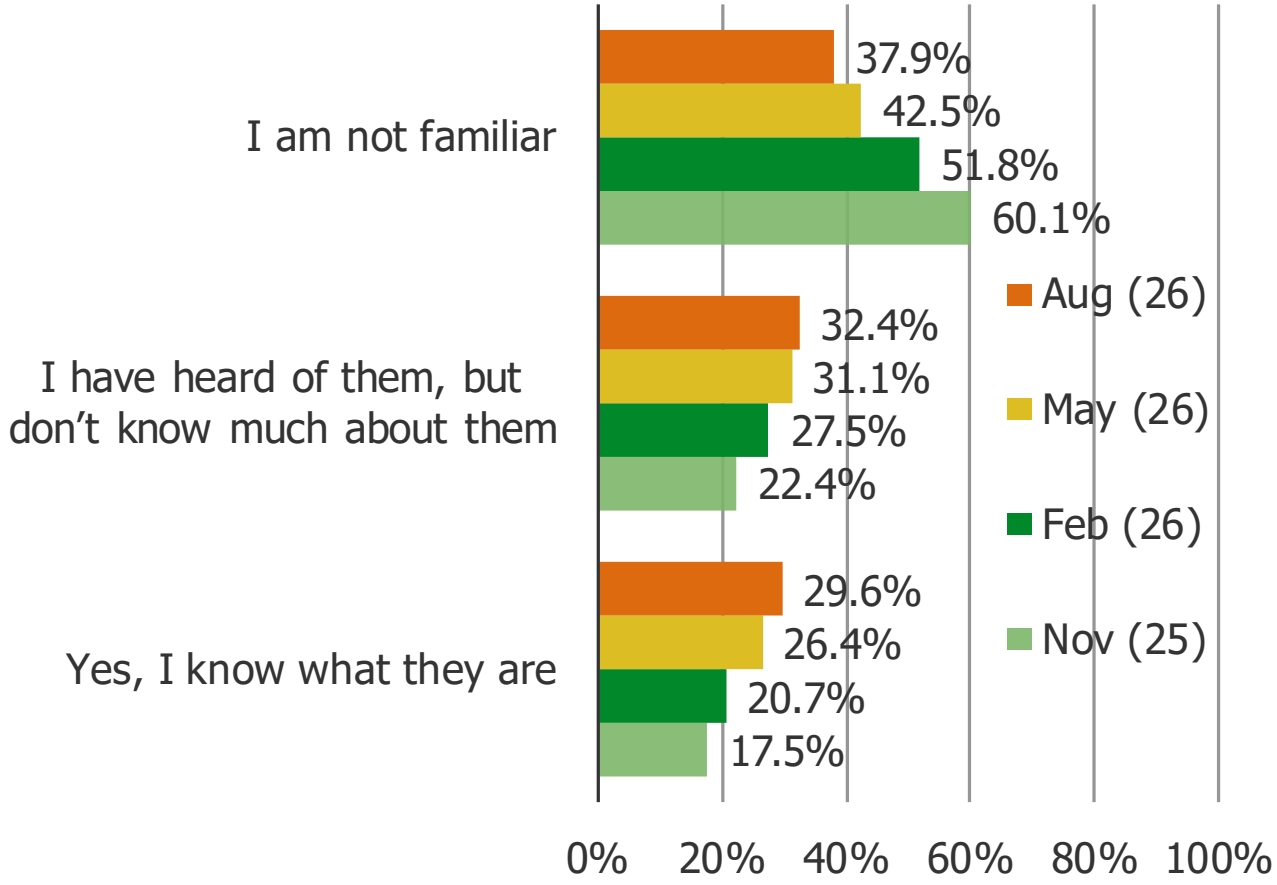
Optional Comments…

Category	% of Total Responses	Key Terms & Groupings Captured
Fun, Entertaining, & Positive	16.73%	Fun, entertaining, enjoy, exciting, pastime, "love it"
Addiction & Social Harm	15.18%	Addictive, habit, ruin, dangerous, compulsive, "families suffer"
Financial Loss, Waste of Money, or Bad Odds	14.79%	Waste, lose money, risky, foolish, "house always wins," bad odds
Other / Unclassified	14.01%	Ambiguous or unique responses that could not be mapped
No Interest / Non-Gambler	8.95%	"Not interested," "don't gamble," boring, "not for me"
Invalid / Unsure / Noise	8.95%	"Not sure," "I don't know," "no opinion," keyboard smashes
Lack of Trust, Scams, & Unfair Odds	8.95%	Rigged, scam, fraud, computer, algorithm, fake, unfair, steal
Neutral / Personal Choice	5.45%	"To each his own," "their choice," neutral, "up to them"
Prefers In-Person Casinos	3.11%	In person, "go to the casino," "real people," "offline venues"
Convenience & Accessibility	2.72%	Easy, convenient, home, accessible, fingertips, "anywhere"
Opportunity to Win Money	1.17%	Win money, rewards, extra money, earn

Category	Trend Direction	R^2	P-Value
No Interest / Non-Gambler	Up	0.6757	0.1780
Neutral / Personal Choice	Up	0.4329	0.3421
Fun, Entertaining, & Positive	Down	0.3966	0.3702
Addiction & Social Harm	Down	0.3257	0.4293
Lack of Trust, Scams, & Unfair Odds	Down	0.3200	0.4343
Other / Unclassified	Up	0.2823	0.4687
Convenience & Accessibility	Down	0.2795	0.4714
Invalid / Unsure / Noise	Down	0.2786	0.4722
Financial Loss, Waste of Money, or Bad Odds	Up	0.1236	0.6485
Opportunity to Win Money	Up	0.0667	0.7418
Prefers In-Person Casinos	Up	0.0060	0.9223

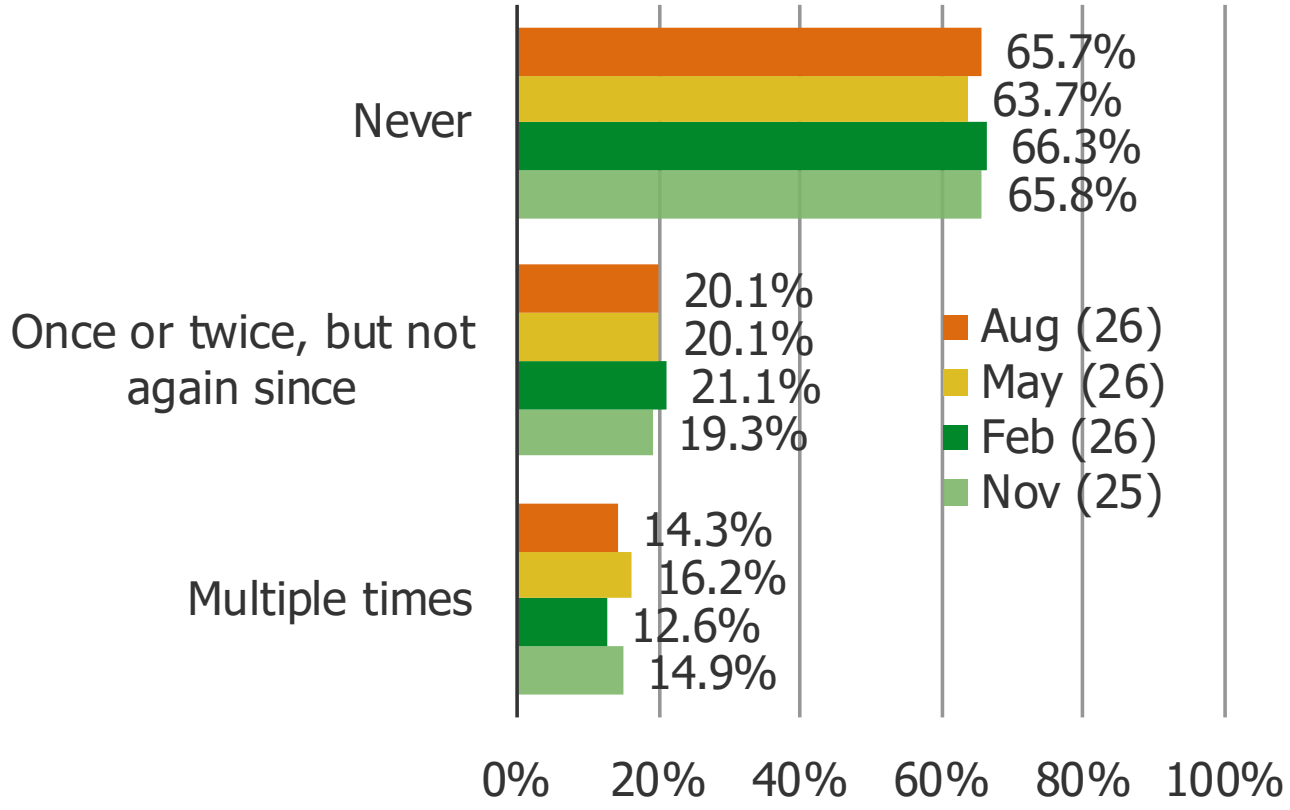
ARE YOU FAMILIAR WITH WHAT PREDICTION MARKETS ARE? IE, KALSHI, POLYMARKET, PREDICTIT, ETC.

Posed to all respondents.



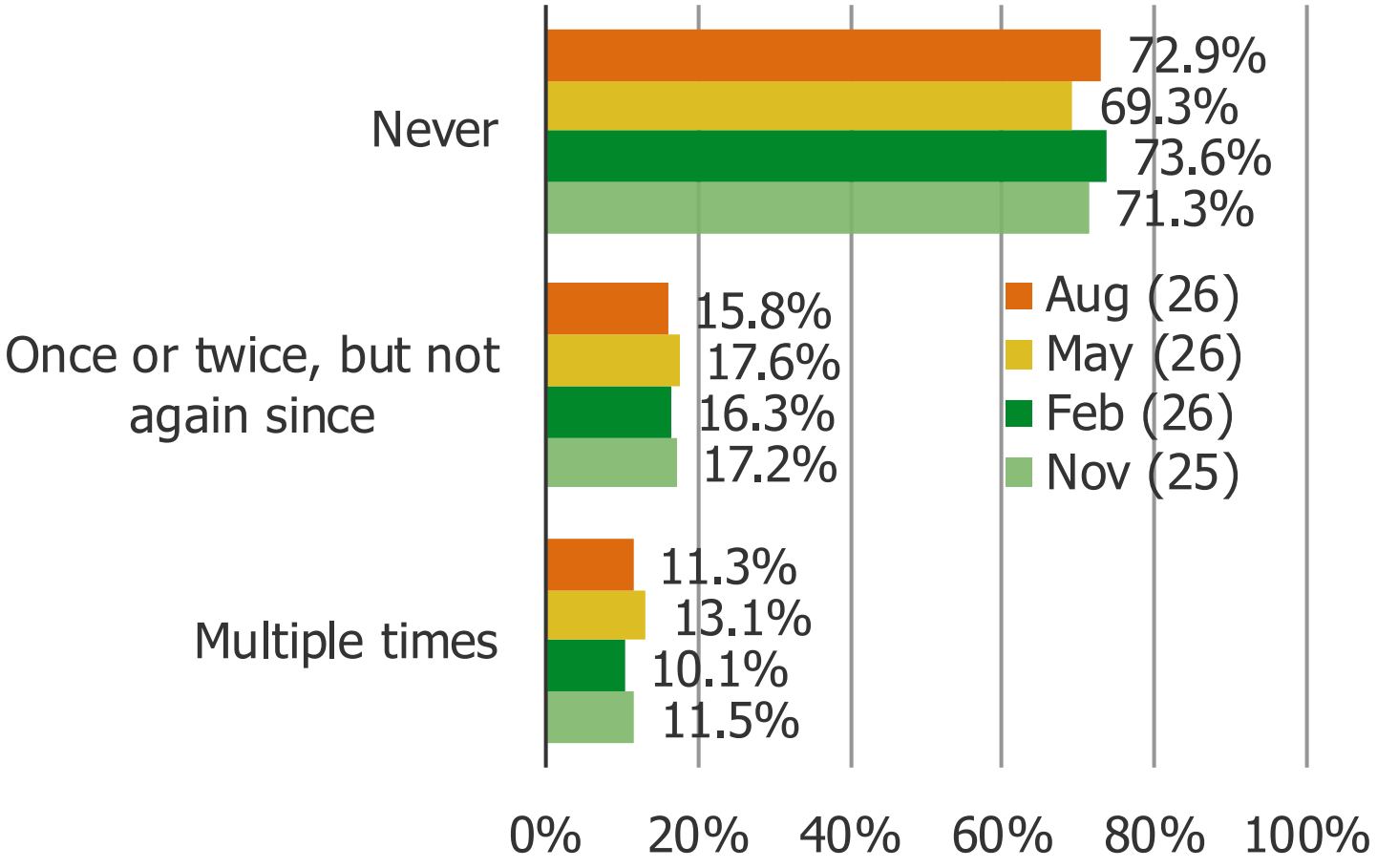
HAVE YOU EVER BROWSED OR LOOKED UP PREDICTION MARKETS INFORMATION OR ODDS WITHOUT PLACING A REAL-MONEY PREDICTION YOURSELF?

Posed to all respondents.



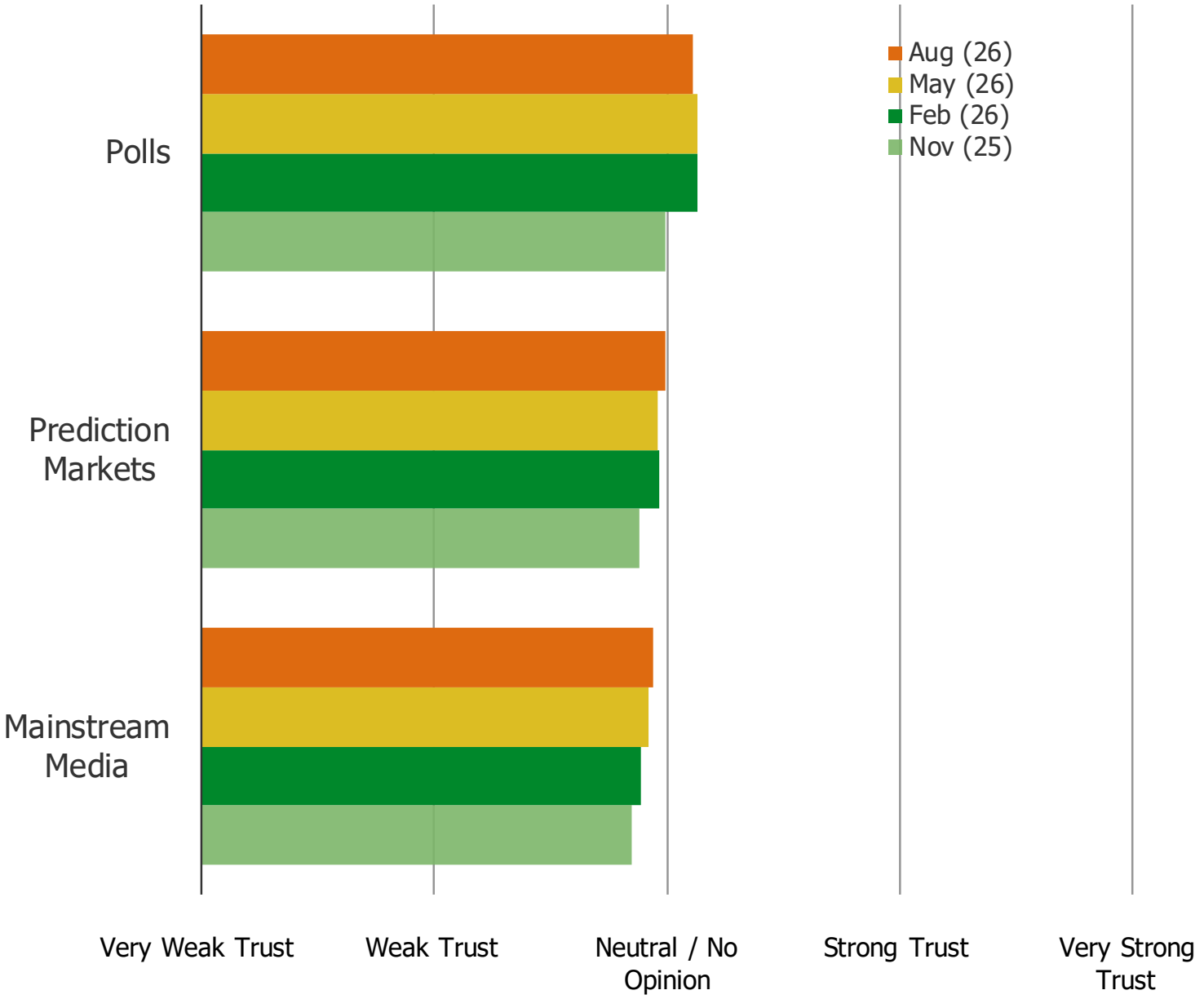
HAVE YOU EVER PLACED A REAL MONEY PREDICTION ON ANY PREDICTION MARKETS PLATFORMS? (IE, PREDICTIT, POLYMARKET, KALSHI, OR OTHERS)

Posed to all respondents.



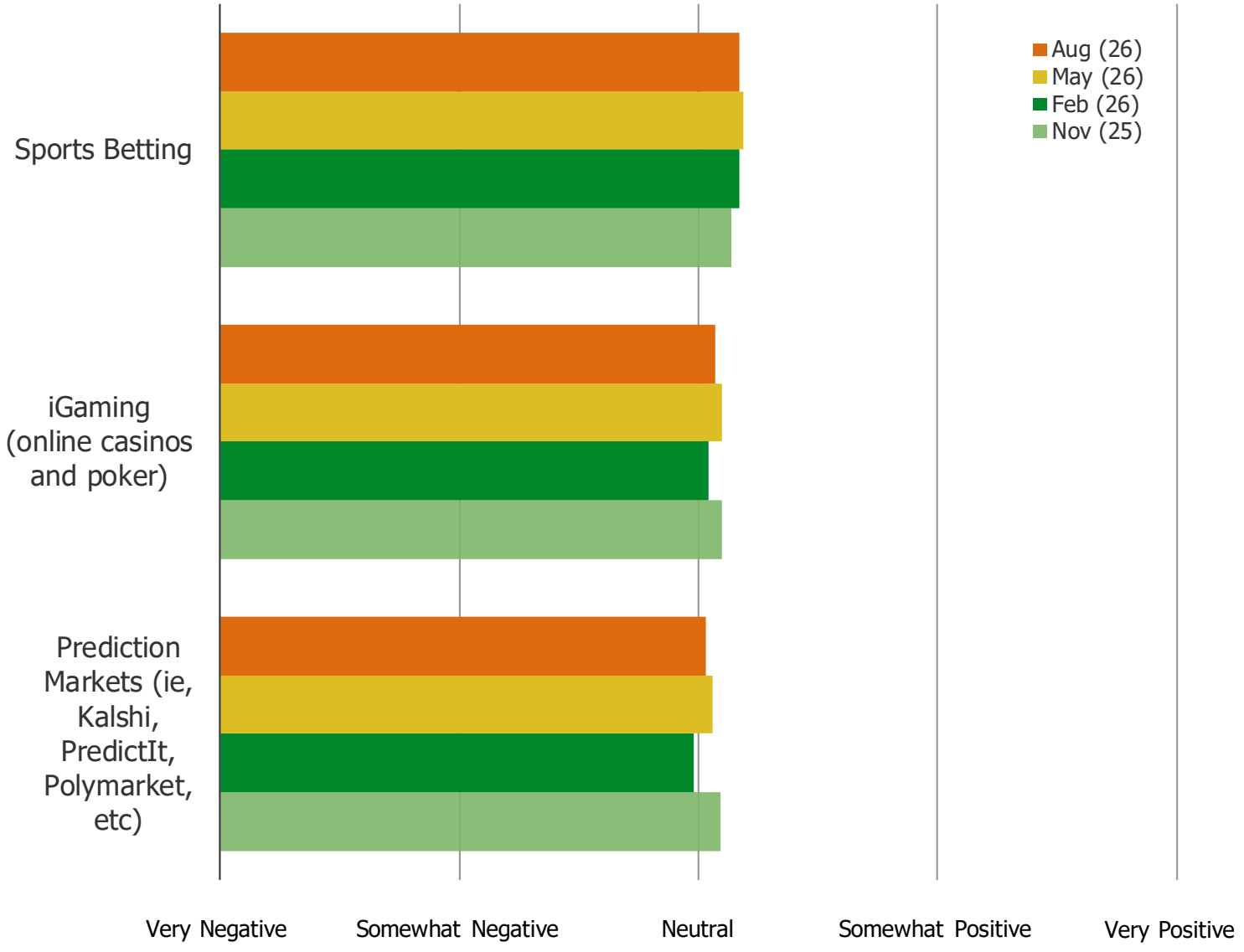
HOW MUCH TRUST DO YOU HAVE IN THE INFORMATION YOU GET FROM THE FOLLOWING:

Posed to all respondents.



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

Posed to all respondents.



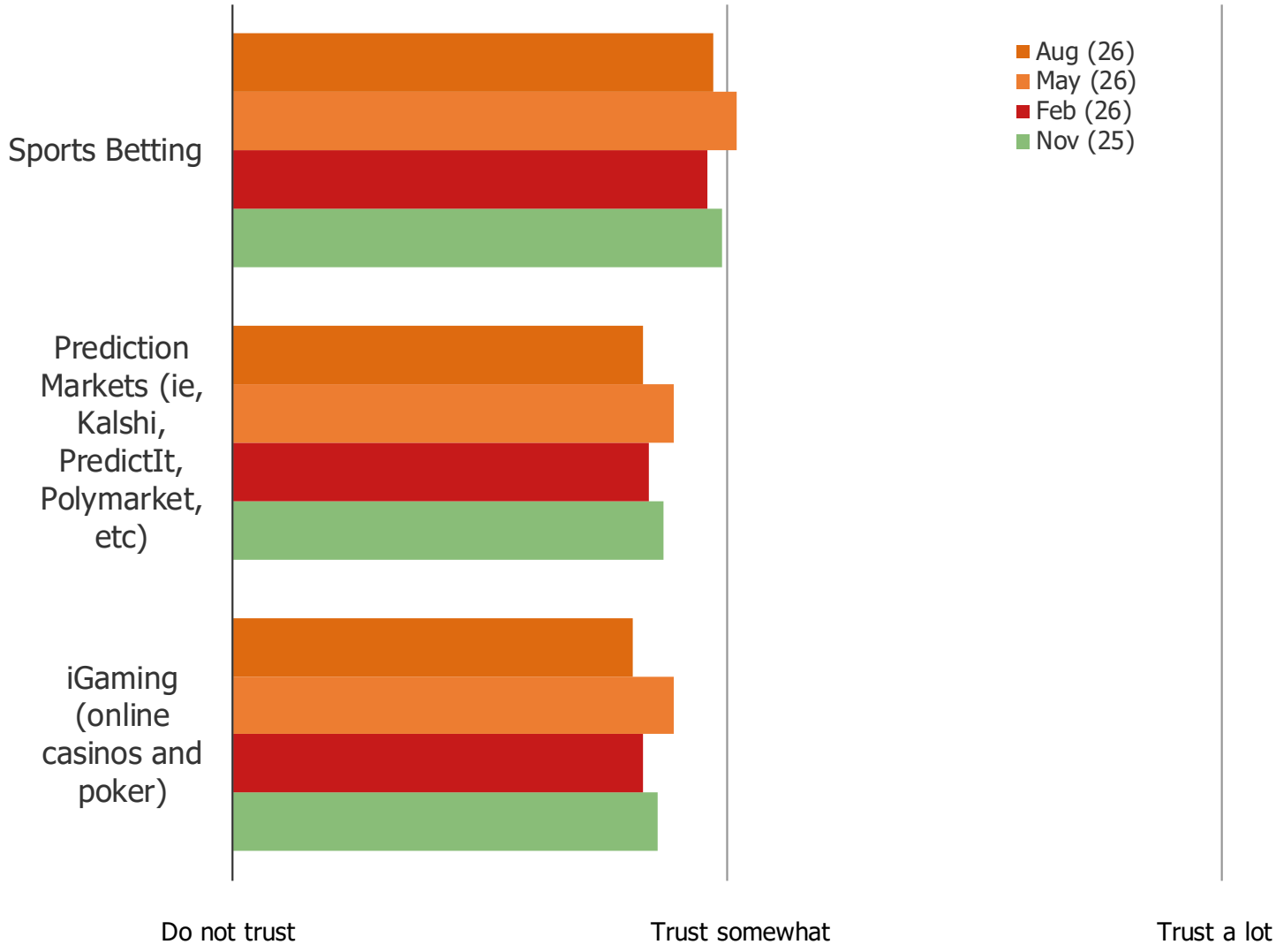
WHAT DO YOU THINK THE PRIMARY REASON IS WHY PEOPLE CHOOSE TO PARTICIPATE IN THE FOLLOWING?

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

Category	Sports Betting	iGaming (Casinos)	Prediction Ma
Financial Gain, Promotions & Payouts	**41.2%**	**35.6%**	**31.8%**
Entertainment, Thrill, & Fun	**18.5%**	**17.7%**	**9.8%**
Other / Unclassified	15.2%	18.3%	25.8%
Invalid / Unsure / Noise	12.8%	14.3%	**21.3%**
General Interest & Sports Fandom	5.8%	4.3%	4.5%
Addiction & Compulsion	2.4%	3.7%	1.9%
Convenience & Ease of Use	1.9%	**5.0%**	1.4%
Belief in Personal Skill, Knowledge, or Challenge	1.2%	0.7%	**2.7%**
Mentioned Specific Brand (Misunderstood Prompt)	0.6%	0.2%	0.5%
Social Connection & Competition	0.4%	0.2%	0.4%

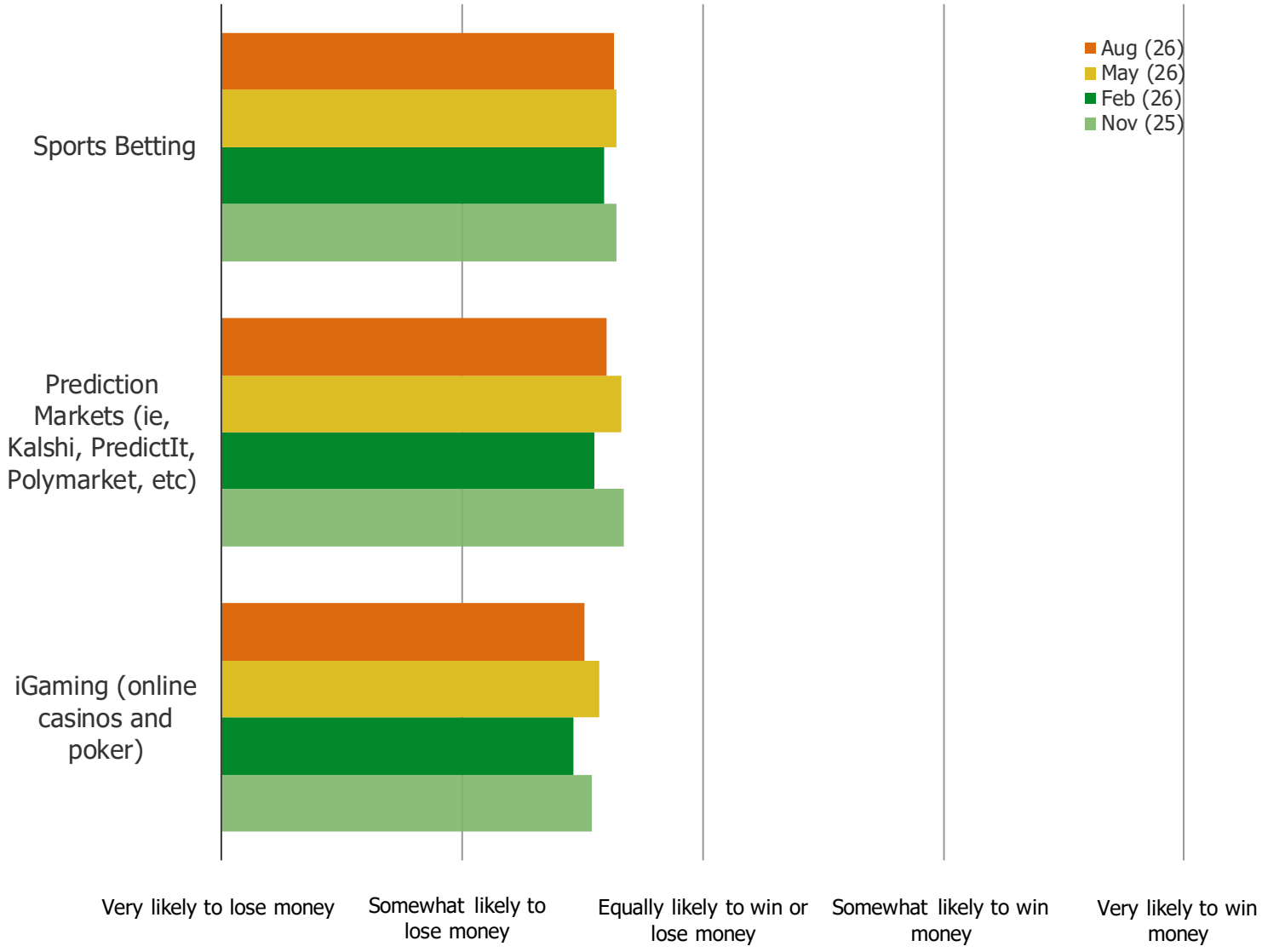
HOW MUCH DO YOU TRUST THAT EACH OF THE FOLLOWING IS RUN FAIRLY AND TRANSPARENTLY?

Posed to all respondents.



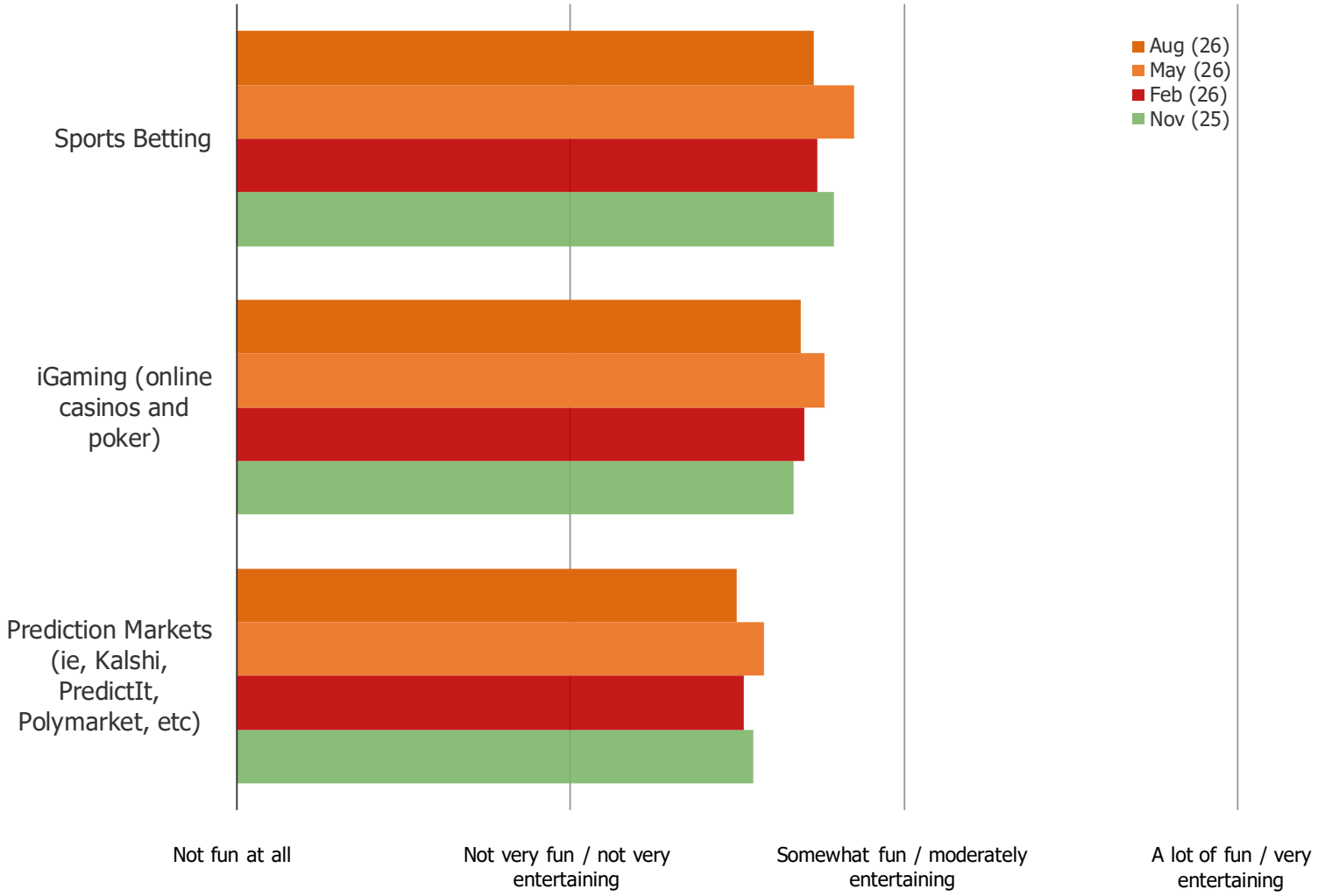
IF YOU WERE TO PARTICIPATE IN THE FOLLOWING GOING FORWARD, HOW LIKELY DO YOU THINK YOU WOULD BE TO MAKE MONEY VS. LOSING MONEY?

Posed to all respondents.



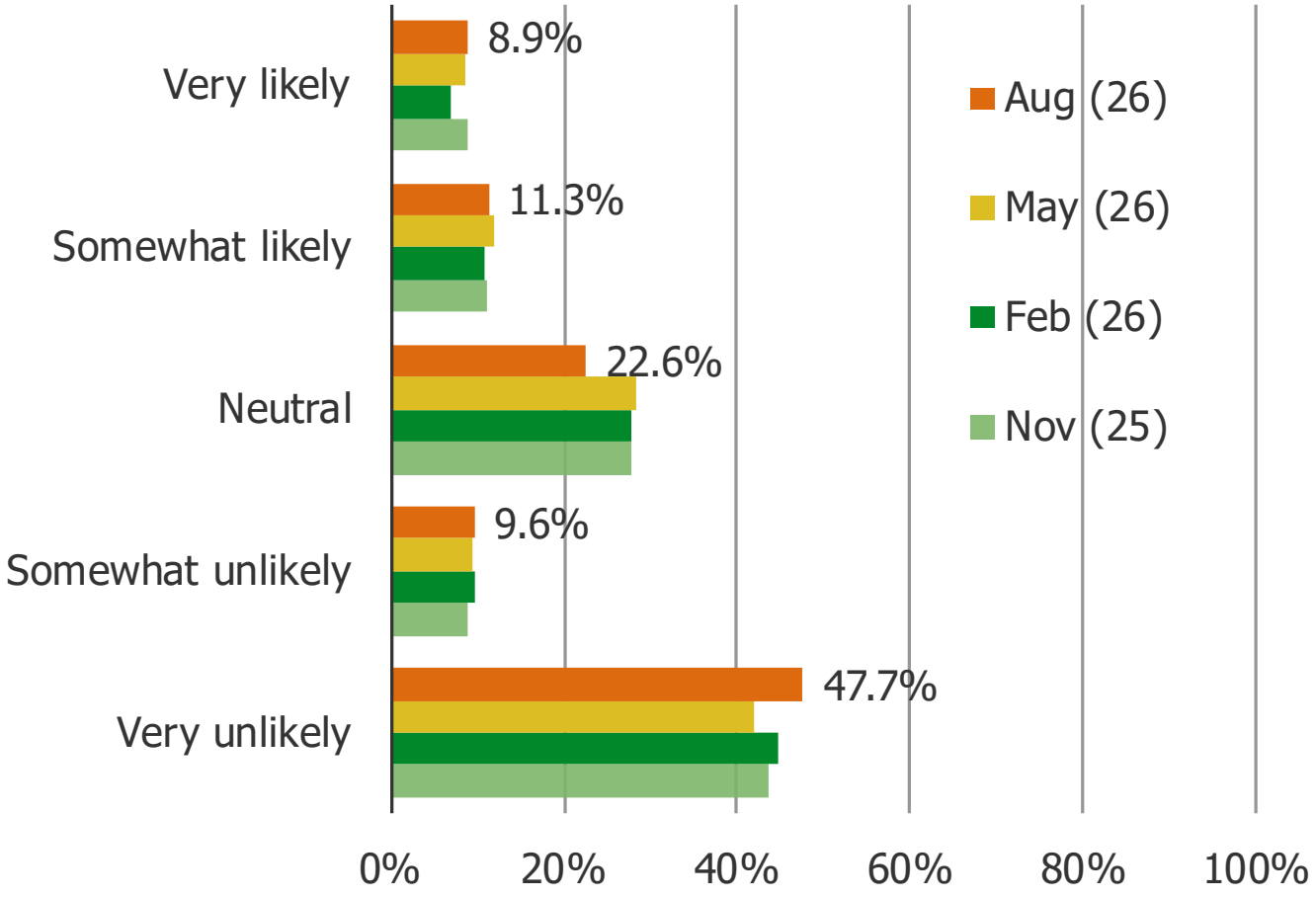
HOW MUCH FUN OR ENTERTAINMENT DO YOU THINK THERE IS IN PARTICIPATING IN EACH OF THE FOLLOWING?

Posed to all respondents.



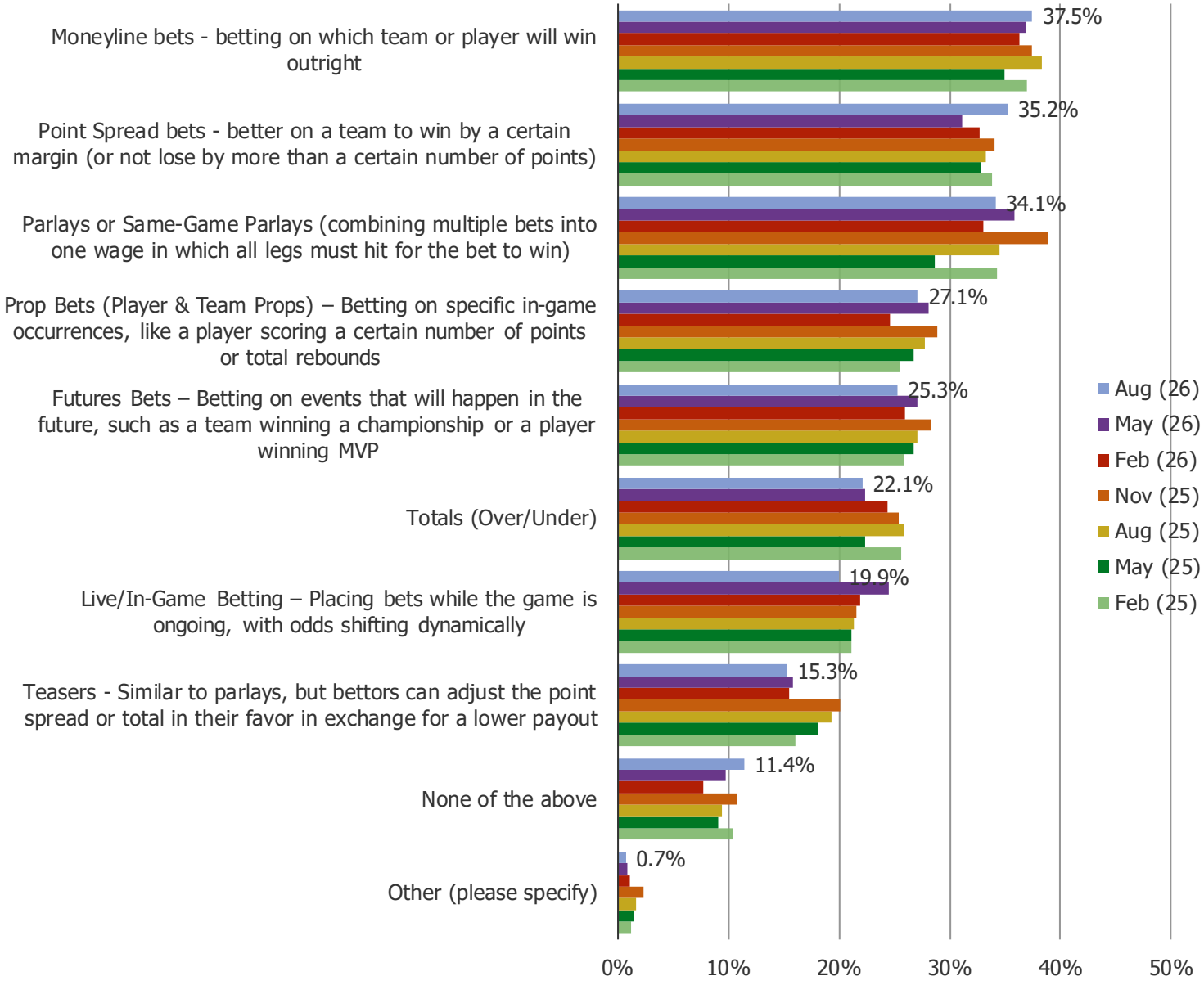
HOW LIKELY ARE YOU TO PLACE REAL MONEY PREDICTIONS ON PREDICTION MARKETS PLATFORMS IN THE FUTURE? IE, LIKE ON KALSHI, POLYMARKET, ETC

Posed to all respondents.



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

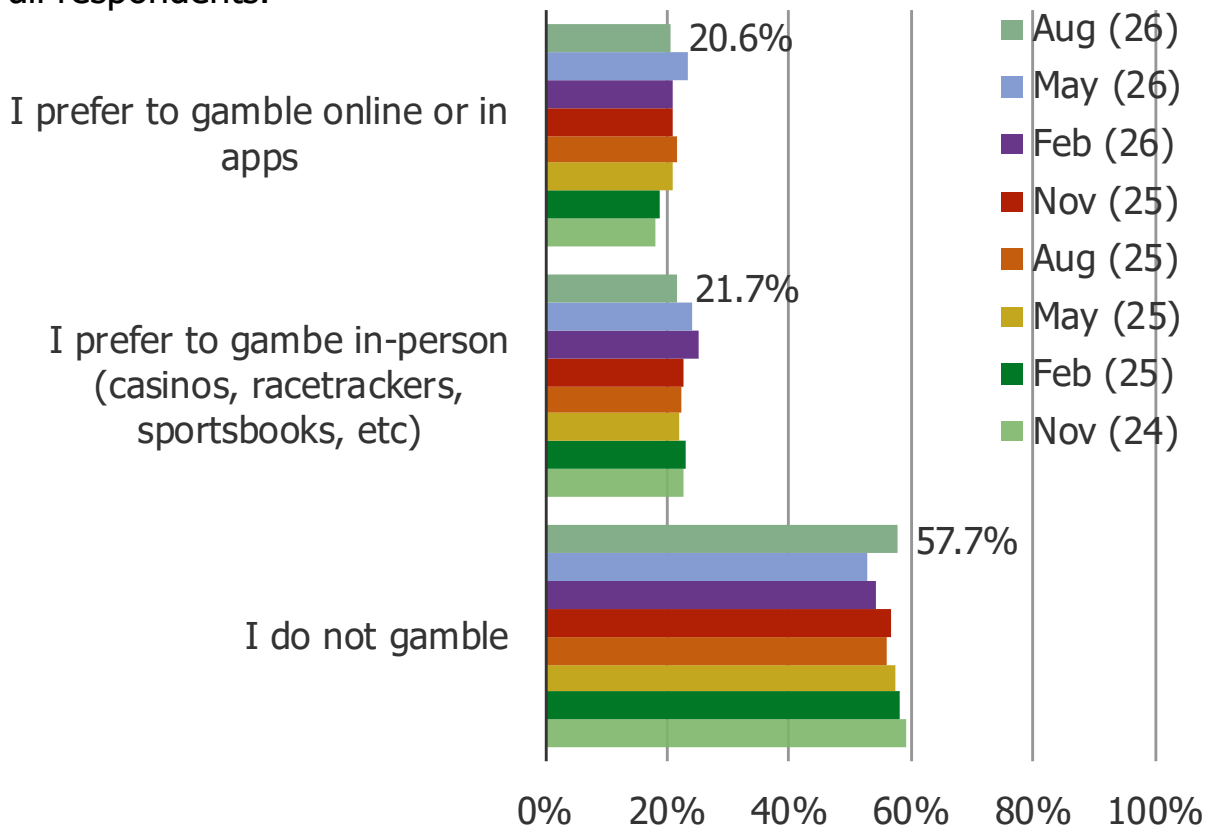
Posed to all respondents who gamble more often than never.



GAMBLING

WHICH OF THE FOLLOWING BEST DESCRIBES YOU…

Posed to all respondents.



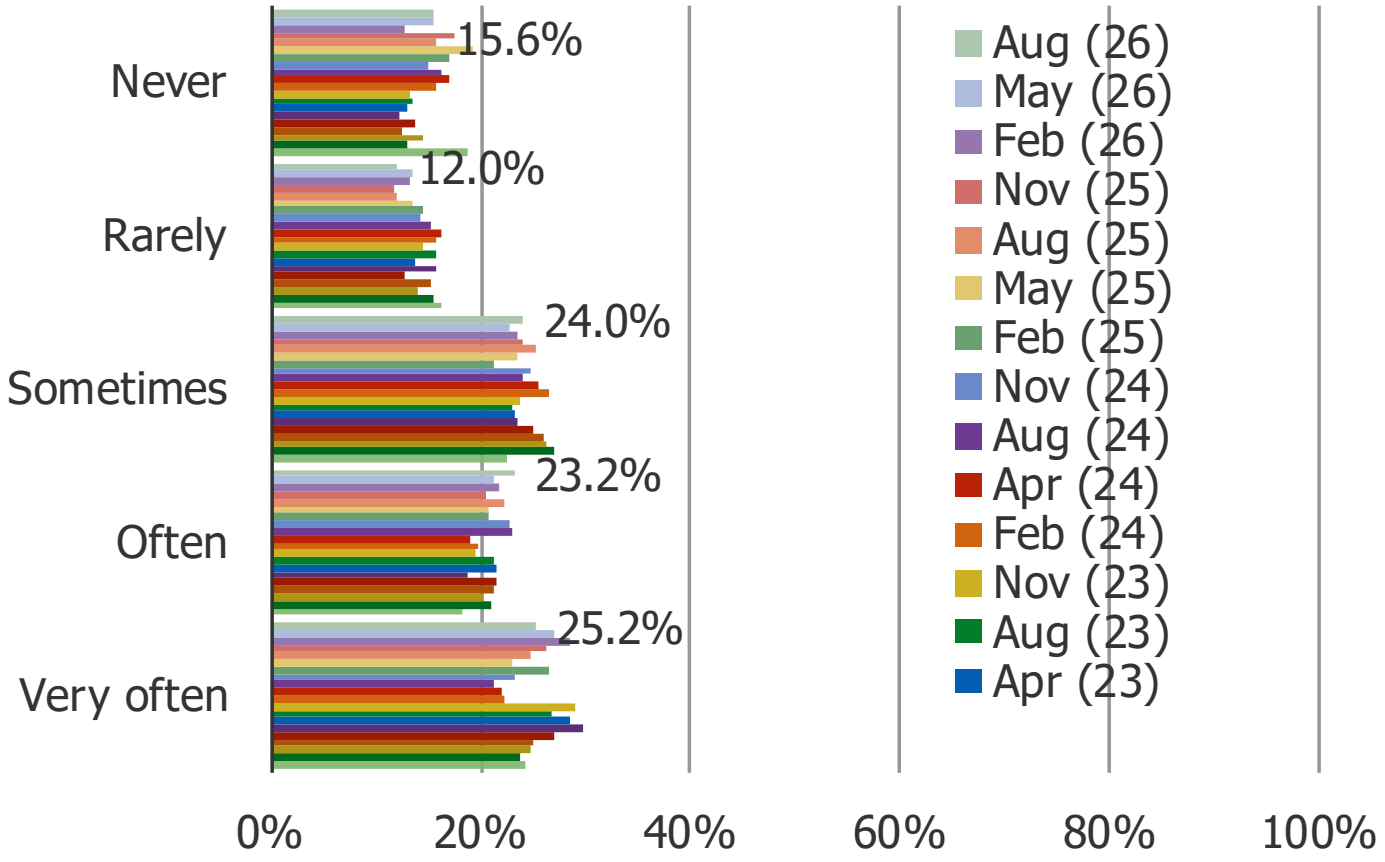
Optional Comments:

Category	% of Total Responses	Key Terms & Groupings Captured
Non-Gambler: Waste of Money, Risk & Addiction	22.80%	Waste, risk, "can't afford it," poor, addiction, bad habit, scam
General Positive / Entertainment	15.20%	Fun, enjoy, good, relaxing, "win big," bored, gratification
Other / Unclassified	13.60%	Ambiguous or unique responses that could not be mapped
Online Preference: Convenience, Ease of Use & Comfort	12.40%	Convenient, easy, fast, access, home, remote, comfortable, app
In-Person Preference: Atmosphere, Social & Excitement	11.20%	Atmosphere, environment, vibe, social, immersive, rush, "real people"
Non-Gambler: Occasional Lottery / Scratch-Offs	8.00%	Lottery, scratch tickets, lotto, Powerball
Non-Gambler: No Interest or Don't Gamble	7.60%	"No interest," dislike, "not for me," "don't gamble"
Invalid / Unsure / Noise	5.20%	"Not sure," "I don't know," "no opinion," keyboard smashes
Both / Mixed / General Experience	2.40%	"Both," accustomed to, tradition, experience
Online Preference: Variety & Better Odds	1.60%	Variety, odds, options

Category	Trend Direction	R^2	P-Value
Non-Gambler: No Interest or Don't Gamble	Down	0.8821	0.0608
Online Preference: Convenience, Ease of Use	Down	0.8589	0.0732
In-Person Preference: Atmosphere, Social	Down	0.8348	0.0863
Both / Mixed / General Experience	Up	0.7349	0.1428
Other / Unclassified	Up	0.3764	0.3865
Non-Gambler: Occasional Lottery / Scratch-Offs	Up	0.0989	0.6855
Non-Gambler: Waste of Money, Risk & Addiction	Down	0.0542	0.7672
Invalid / Unsure / Noise	Down	0.0496	0.7773
General Positive / Entertainment	Down	0.0441	0.7899
Online Preference: Variety & Better Odds	Down	0.0005	0.9772

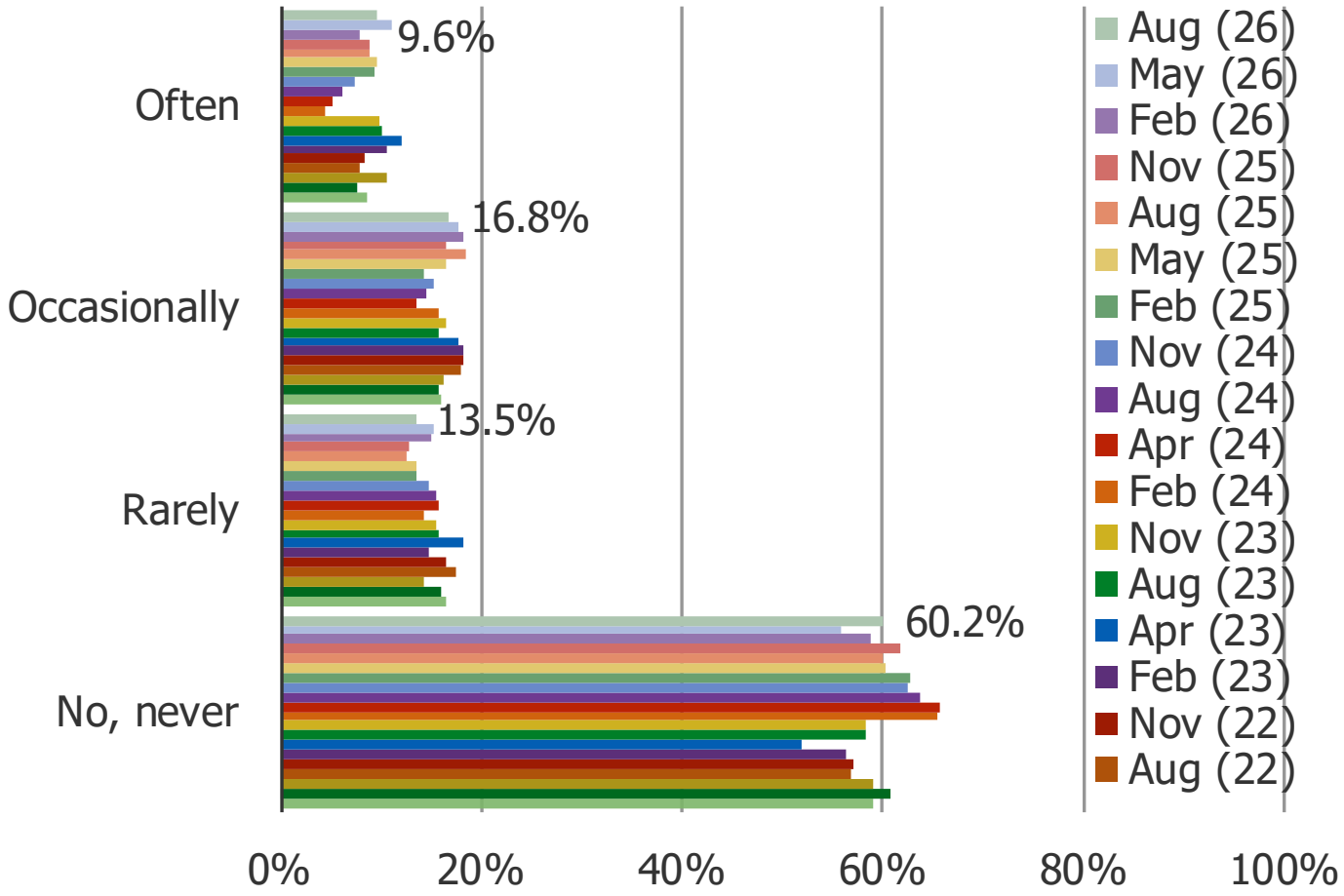
HOW OFTEN DO YOU WATCH SPORTS?

Posed to all respondents.



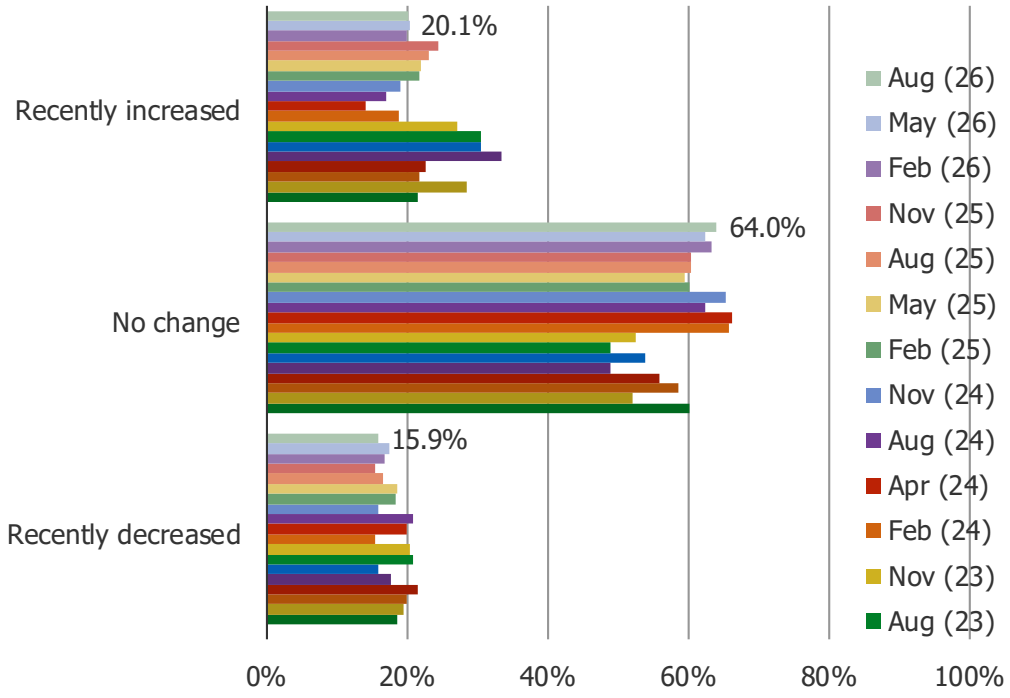
DO YOU EVER GAMBLE ON SPORTS?

Posed to all respondents.



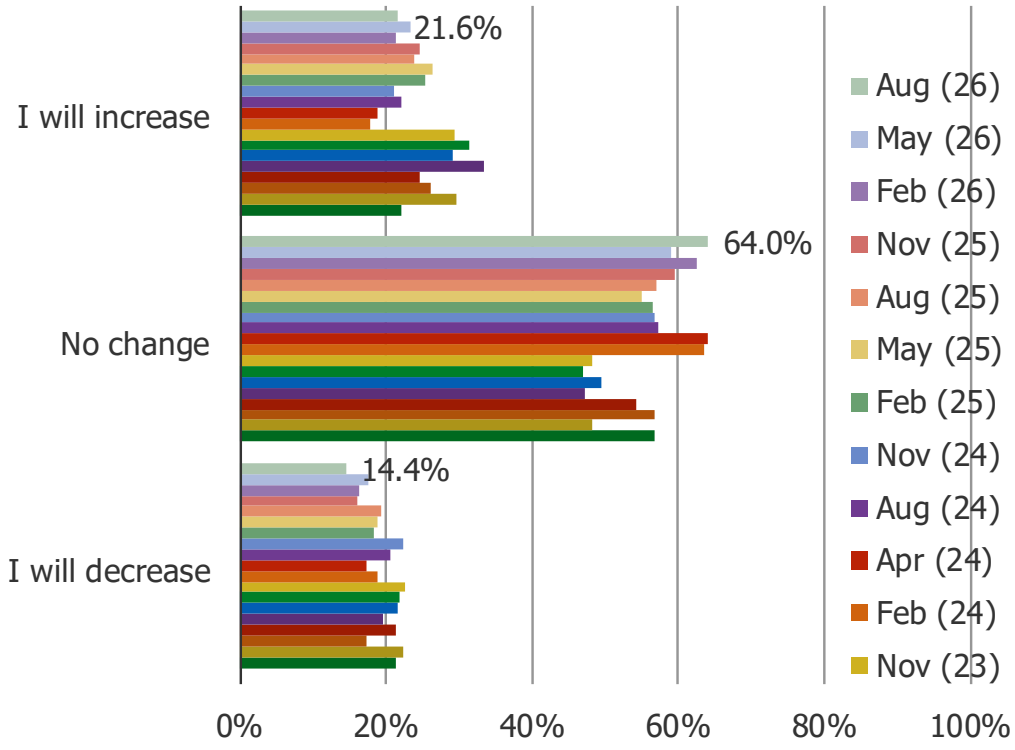
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU GAMBLE ON SPORTS?

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



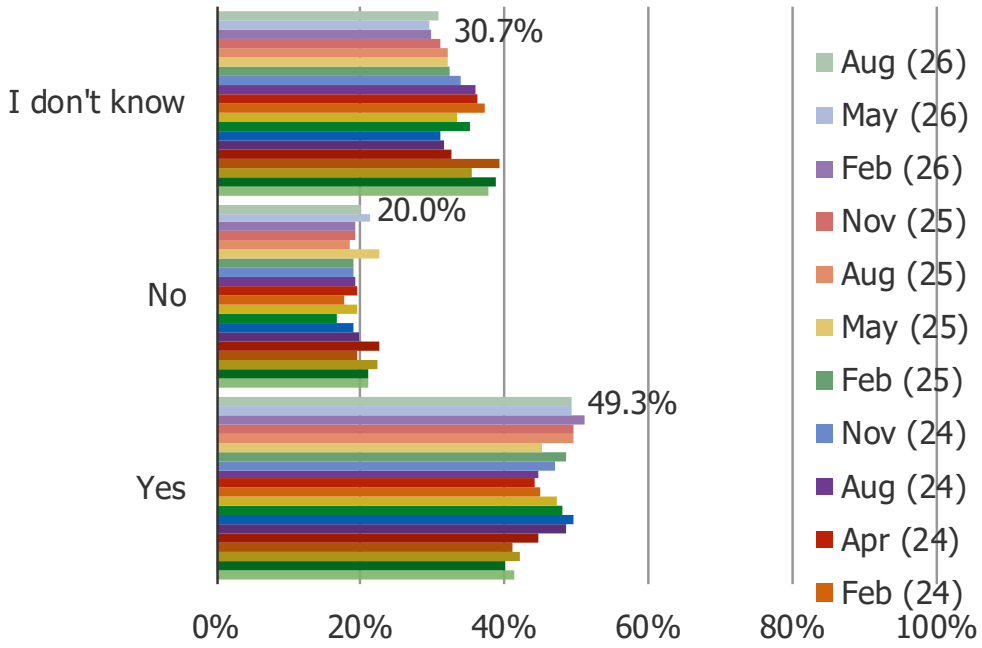
GOING FORWARD, DO YOU EXPECT THAT YOU WILL INCREASE OR DECREASE HOW OFTEN YOU GAMBLE ON SPORTS?

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



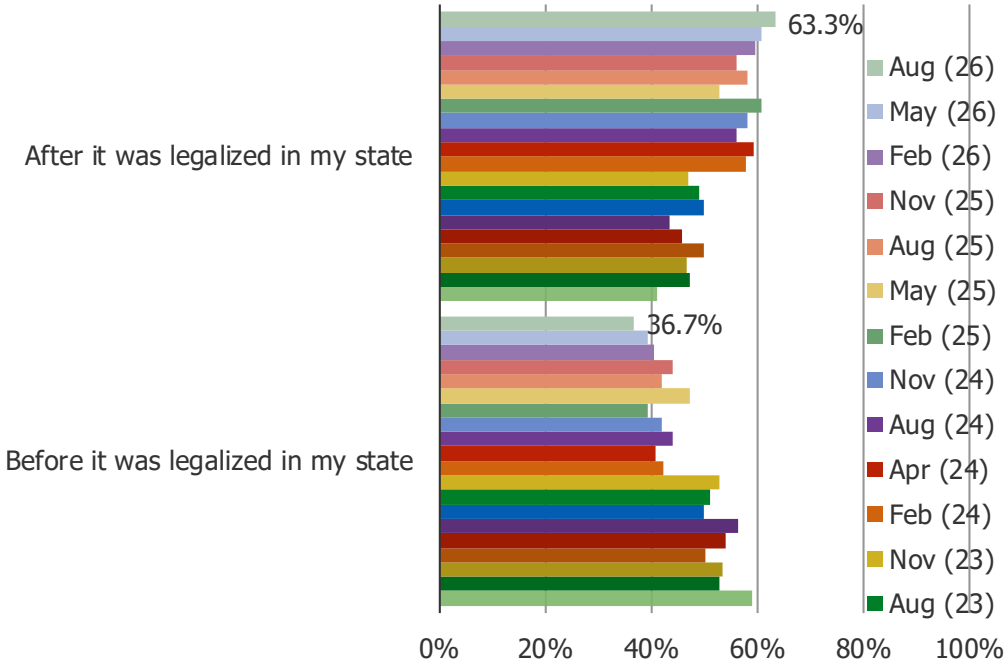
IS GAMBLING ON SPORTS LEGAL IN THE STATE THAT YOU LIVE IN?

Posed to all respondents.



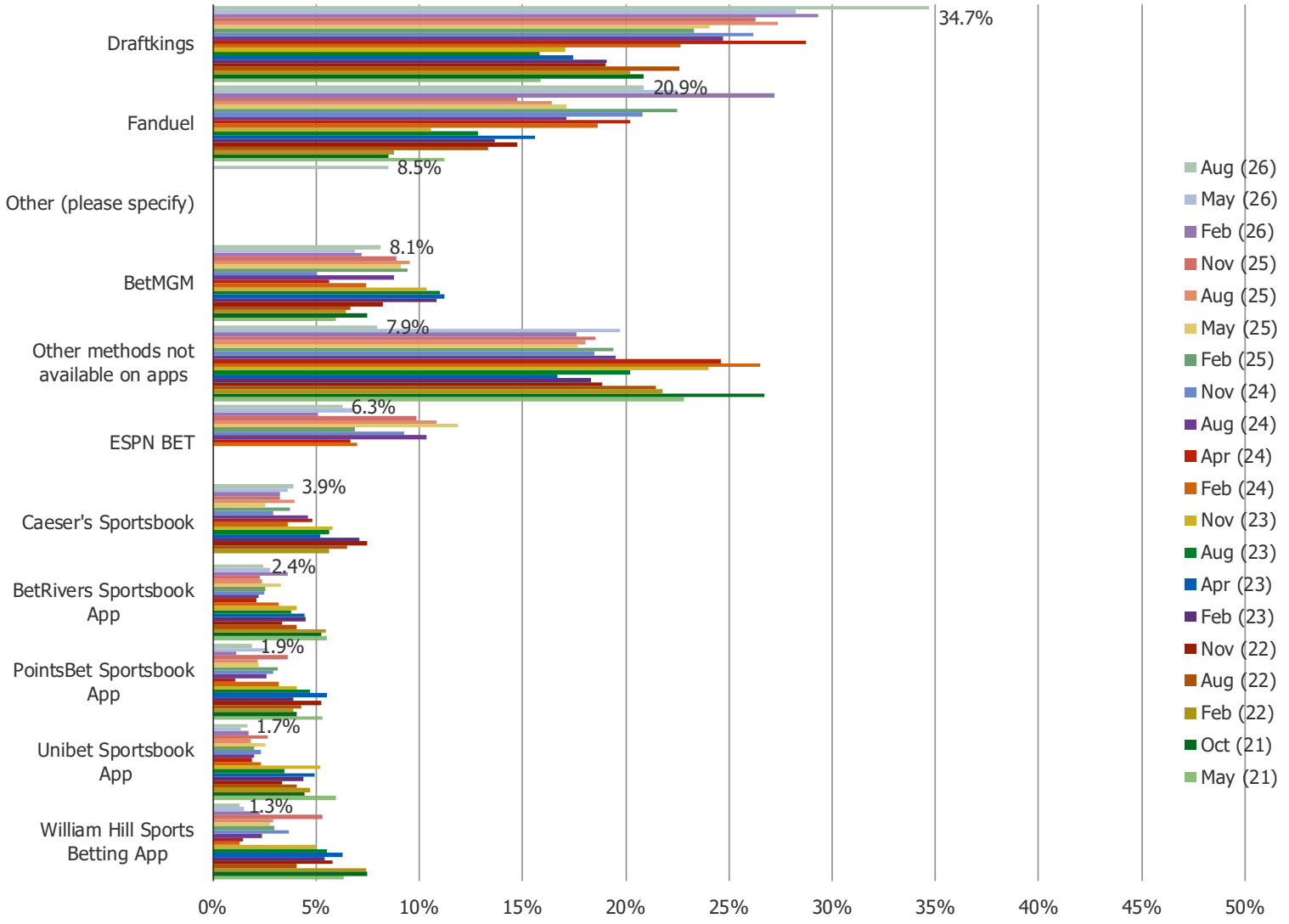
WHEN DID YOU START GAMBLING ON SPORTS?

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



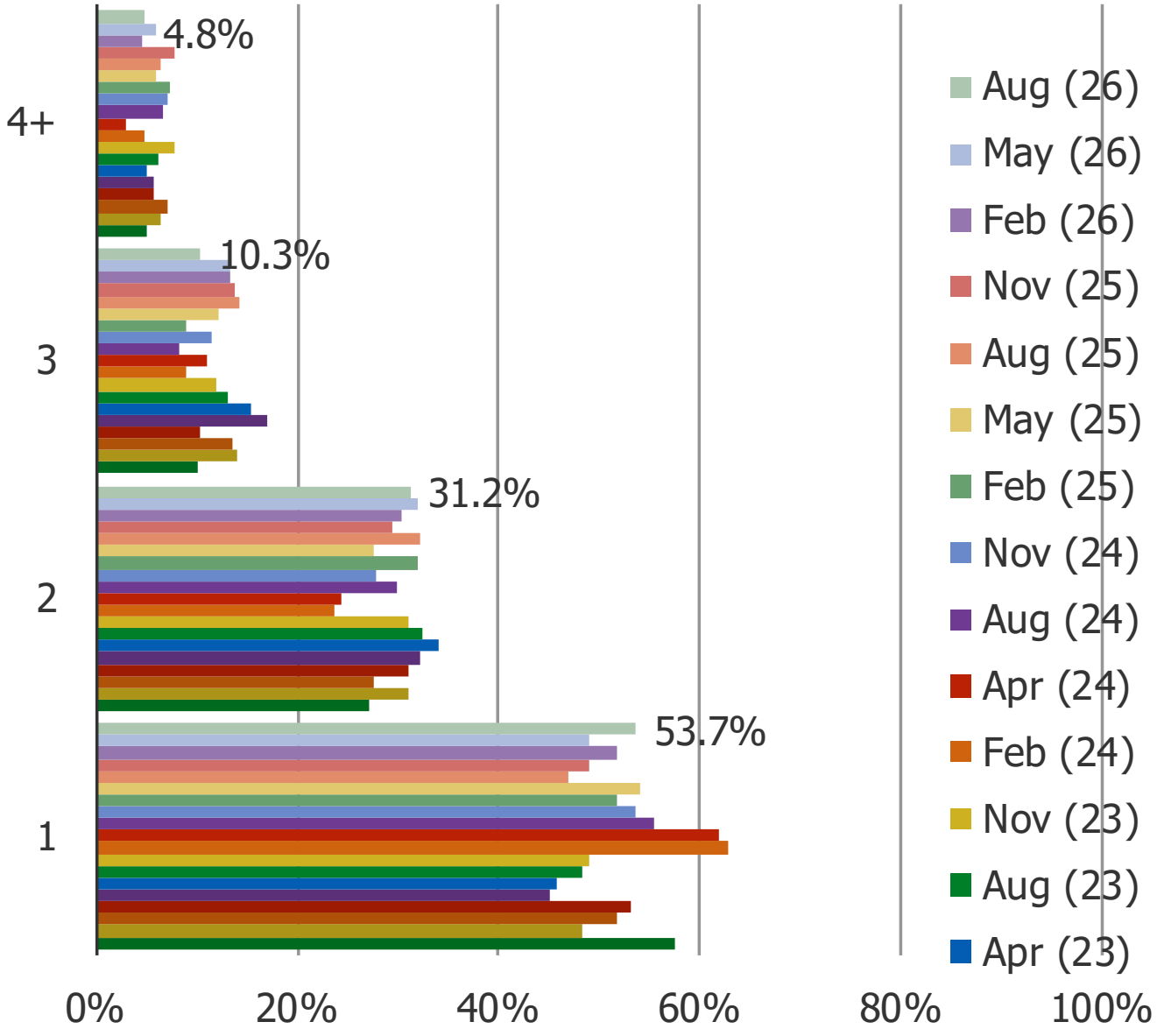
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

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



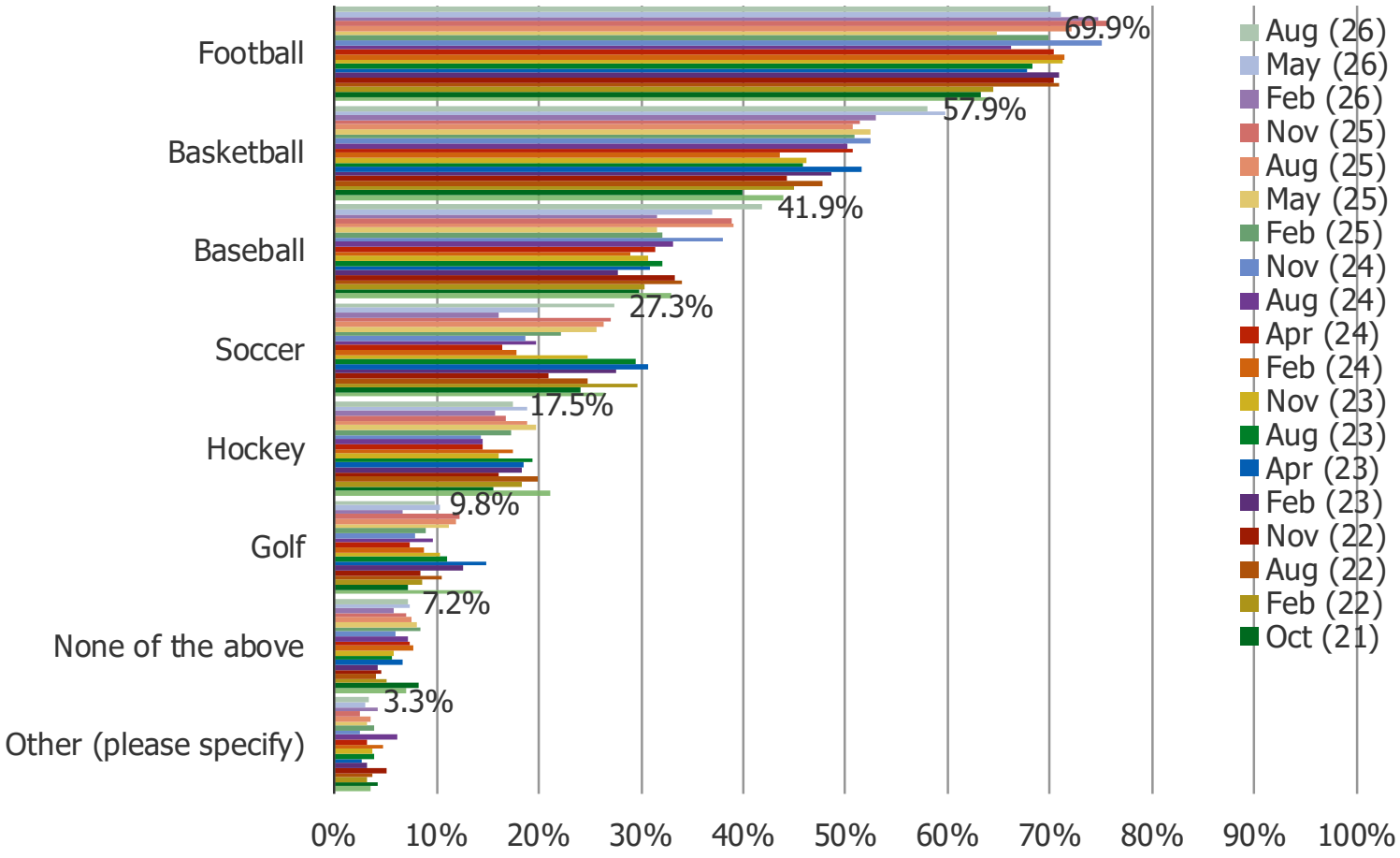
HOW MANY SPORTS GAMBLING APPS DO YOU USE?

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



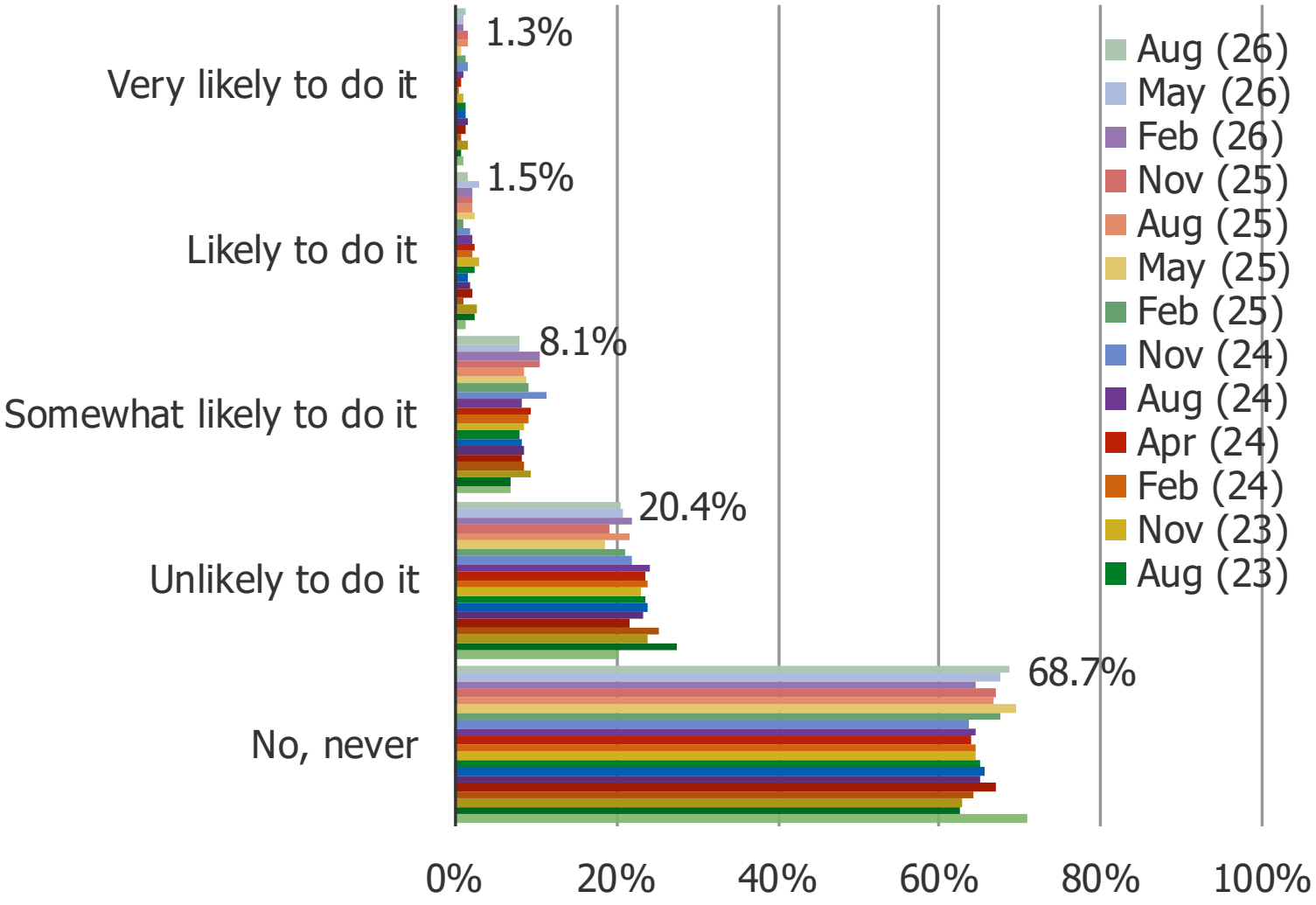
WHAT SPORTS DO YOU GAMBLE ON? (SELECT ALL THAT APPLY)

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



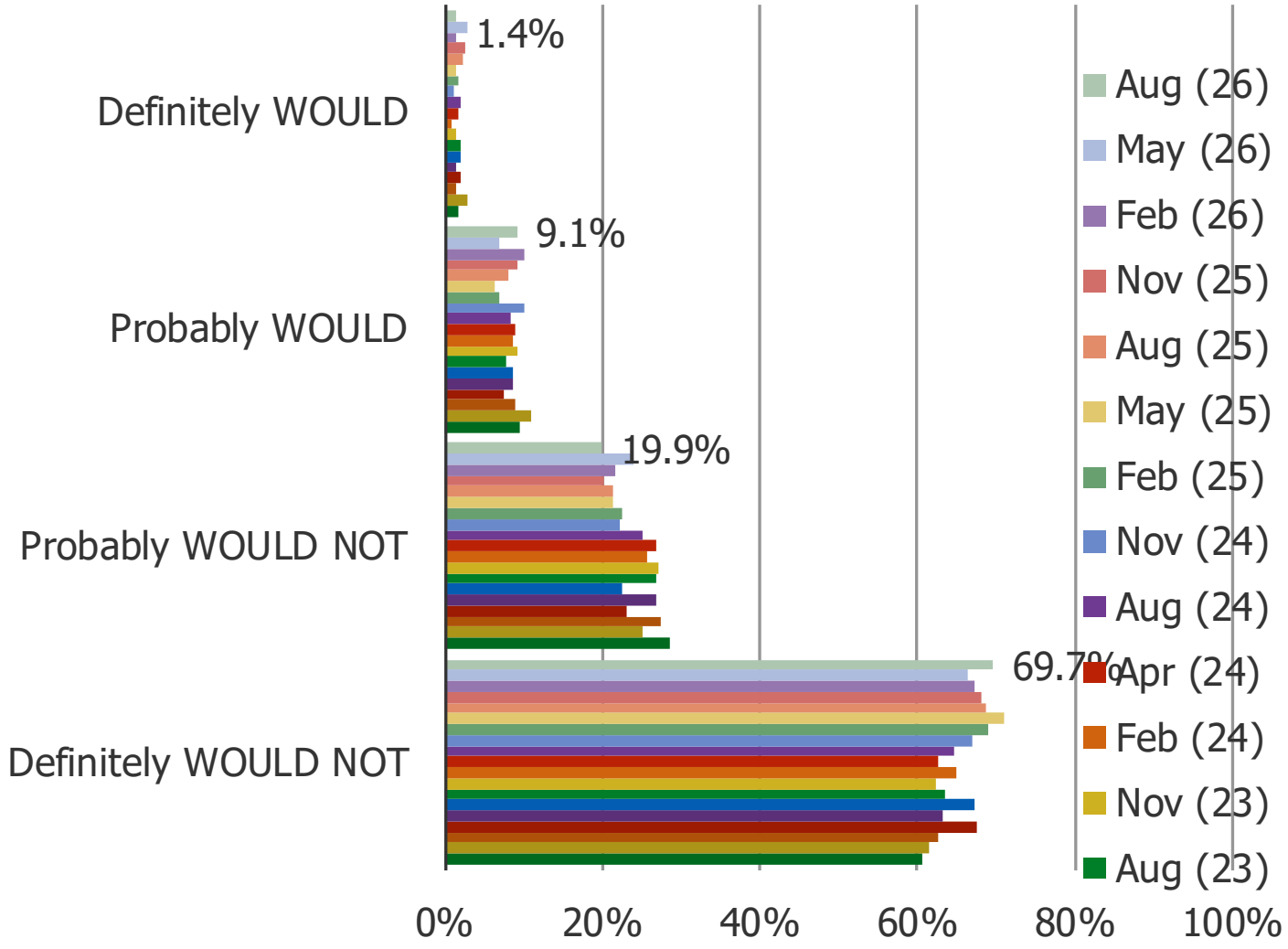
WOULD YOU CONSIDER GAMBLING ON SPORTS IN THE FUTURE?

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



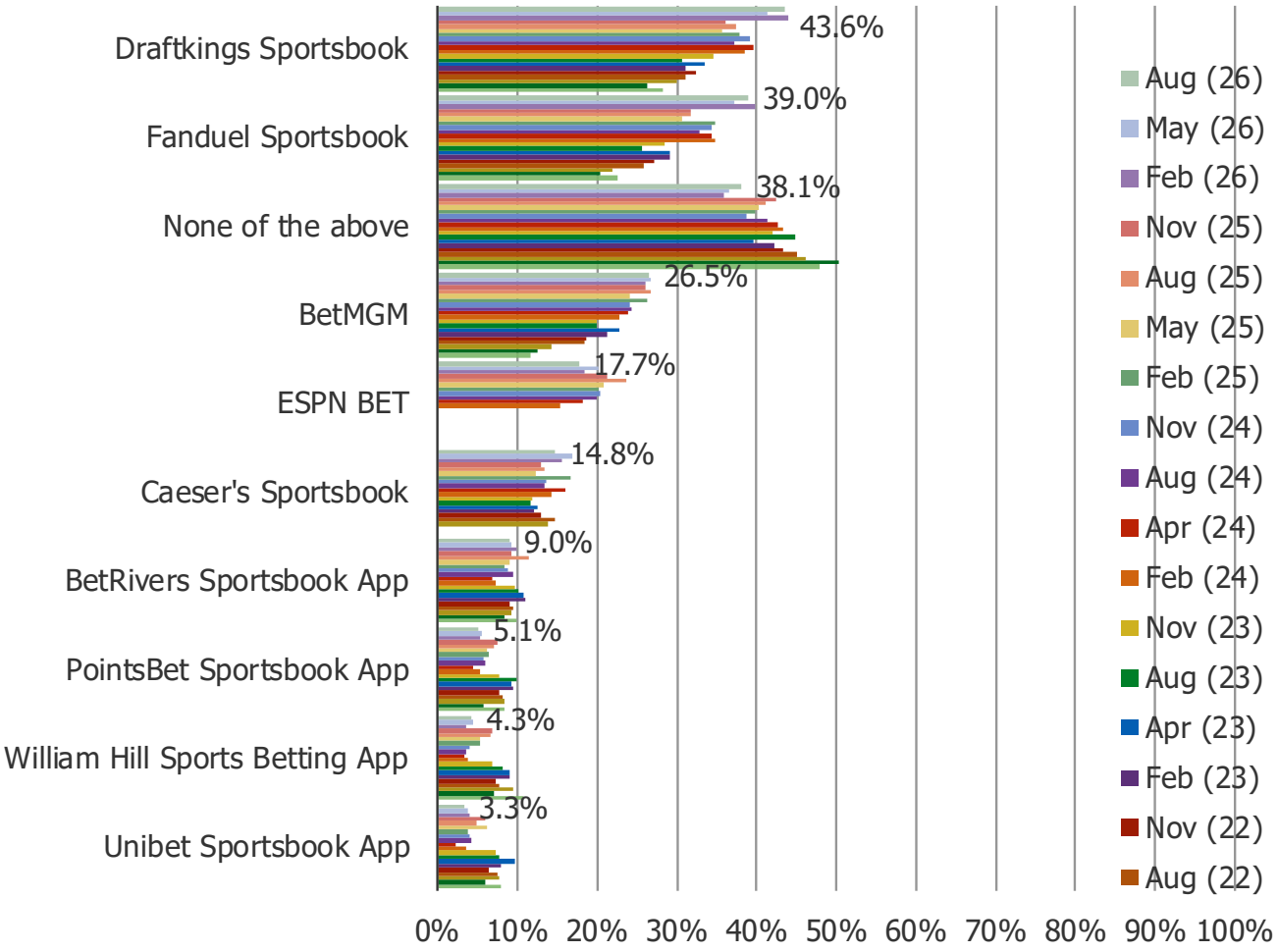
IF SPORTS GAMBLING BECAME LEGAL IN YOUR STATE, WOULD YOU BE INTERESTED IN GAMBLING ON SPORTS?

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.



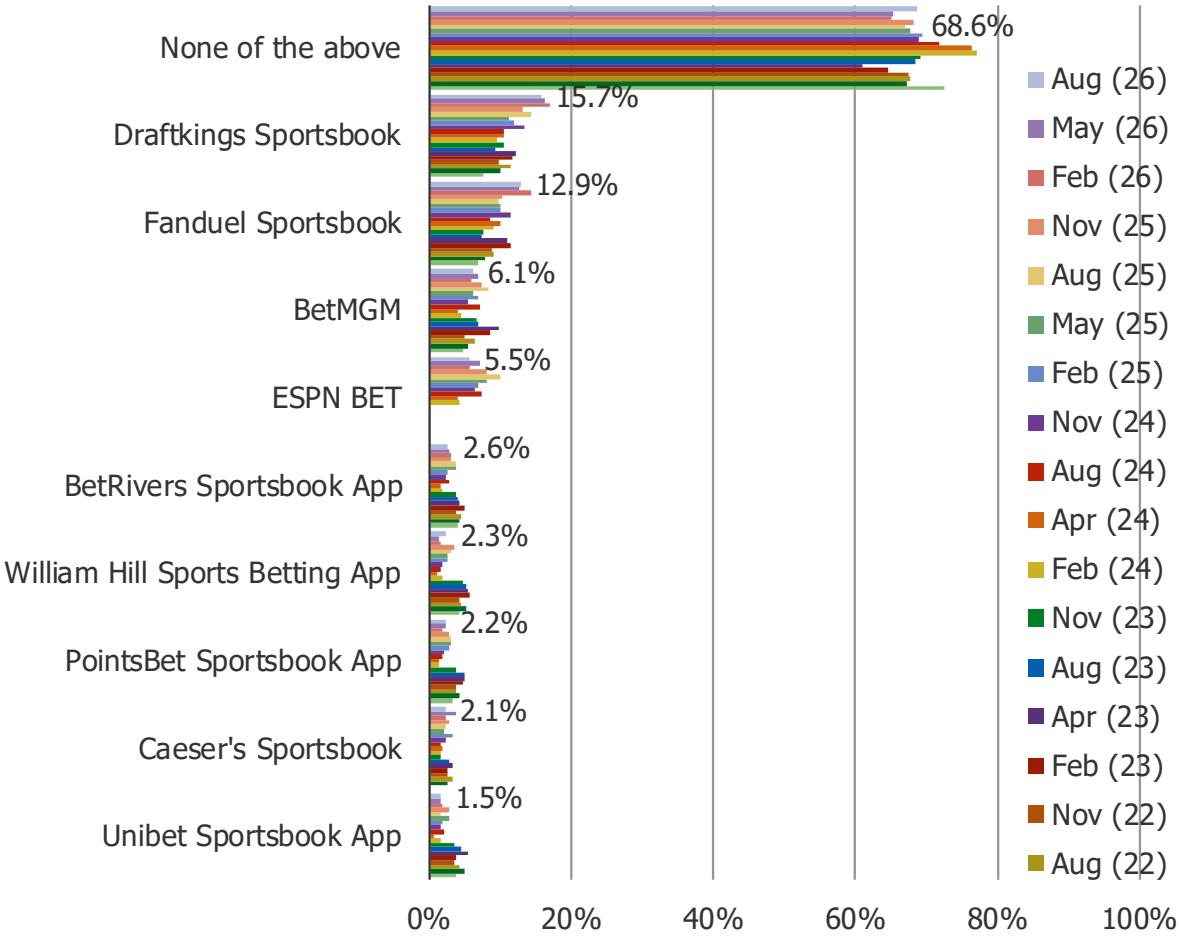
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING SITES/APPS?

Posed to all respondents.



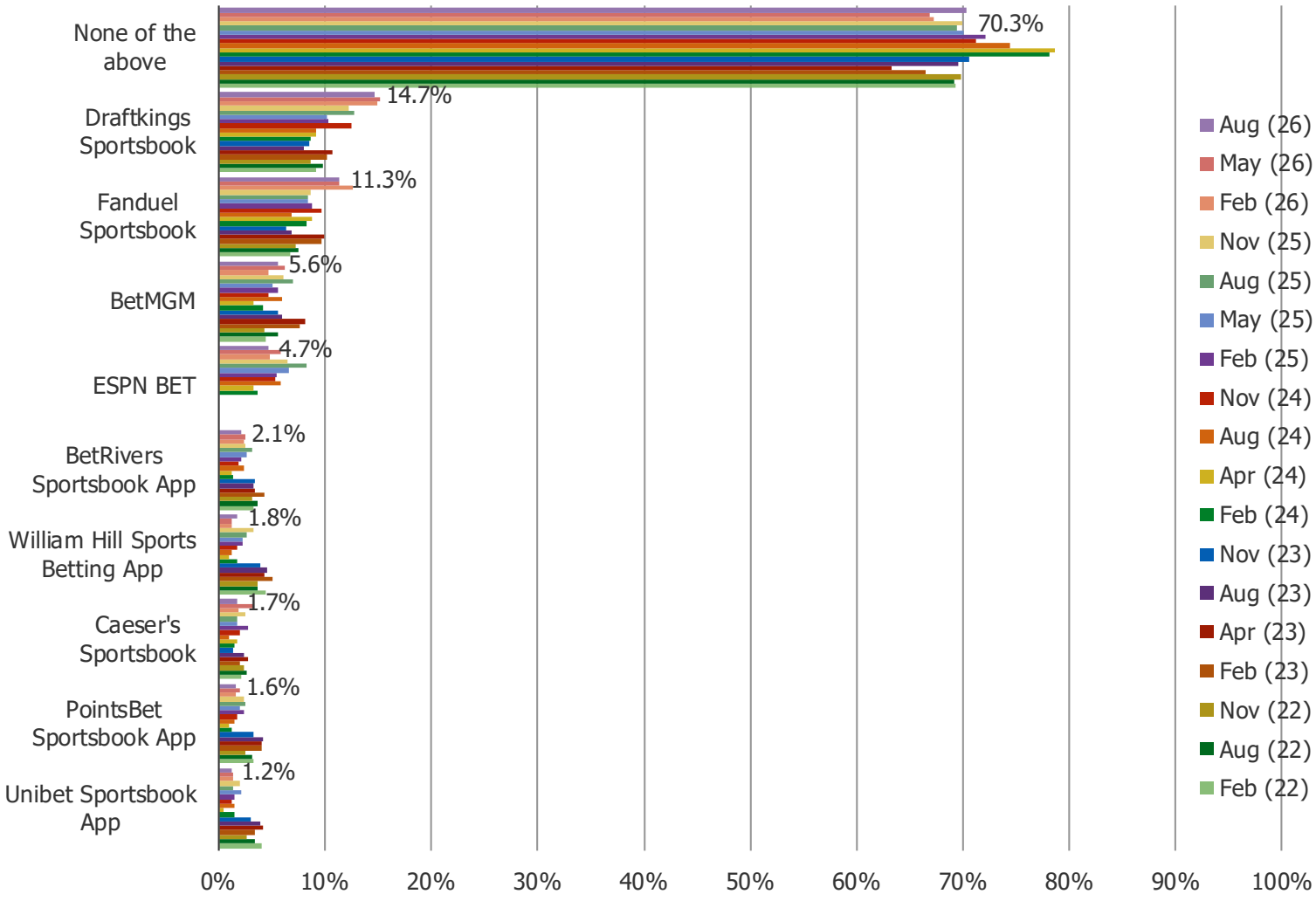
DO YOU HAVE ANY OF THE FOLLOWING DOWNLOADED ON YOUR PHONE?

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.

