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BESPOKE SURVEYS

Gambling, Vol 22

1250+ Respondents Per Quarter



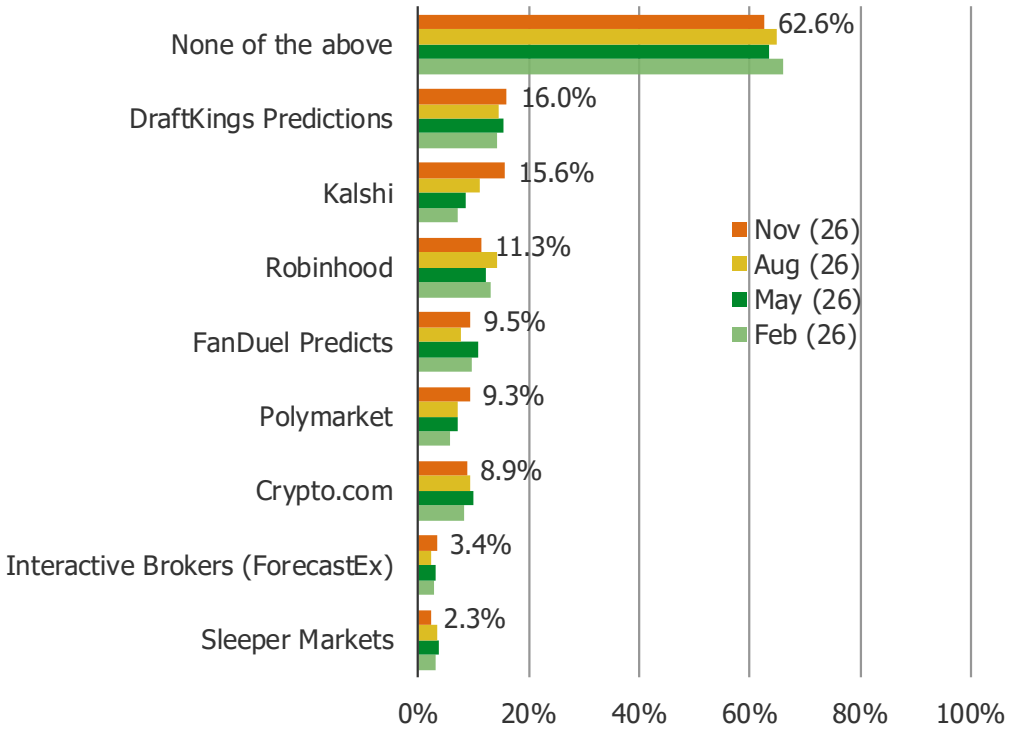
November 2026

RECENTLY ADDED QUESTIONS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

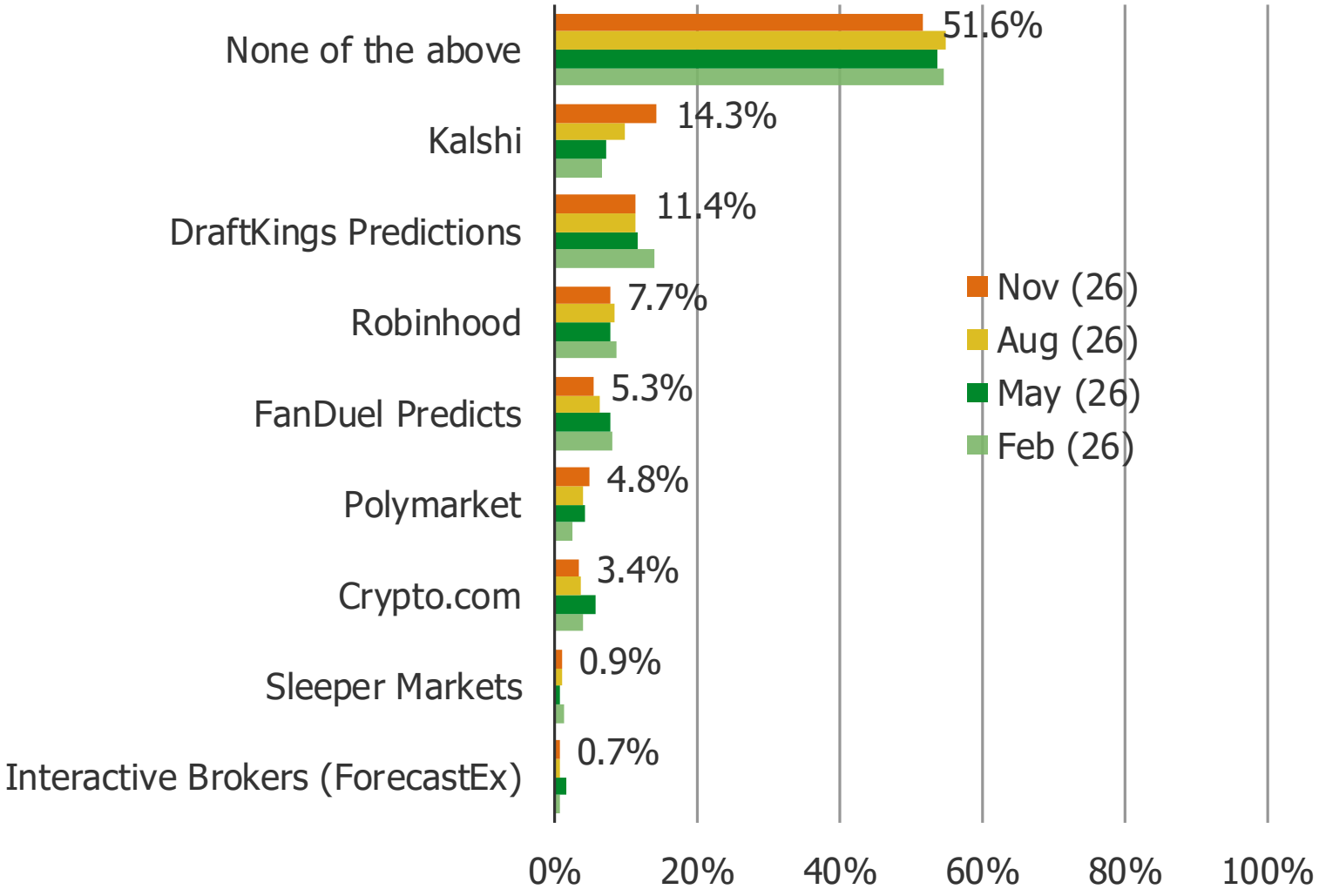
WHICH OF THE FOLLOWING HAVE YOU EVER USED? SELECT ALL THAT APPLY

Posed to all respondents.



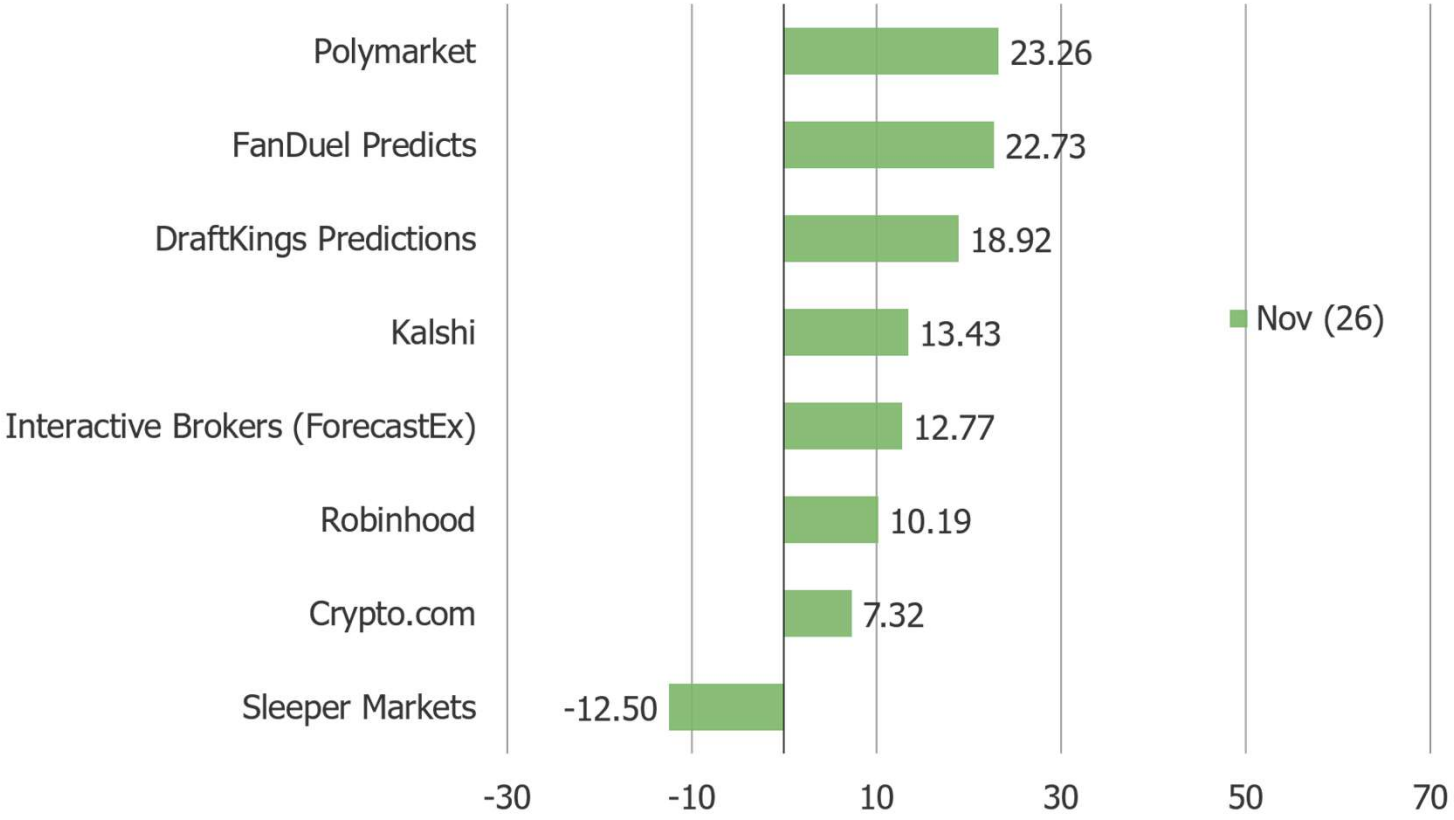
WHICH DO YOU THINK IS BEST OF THESE OPTIONS?

Posed to all respondents.



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

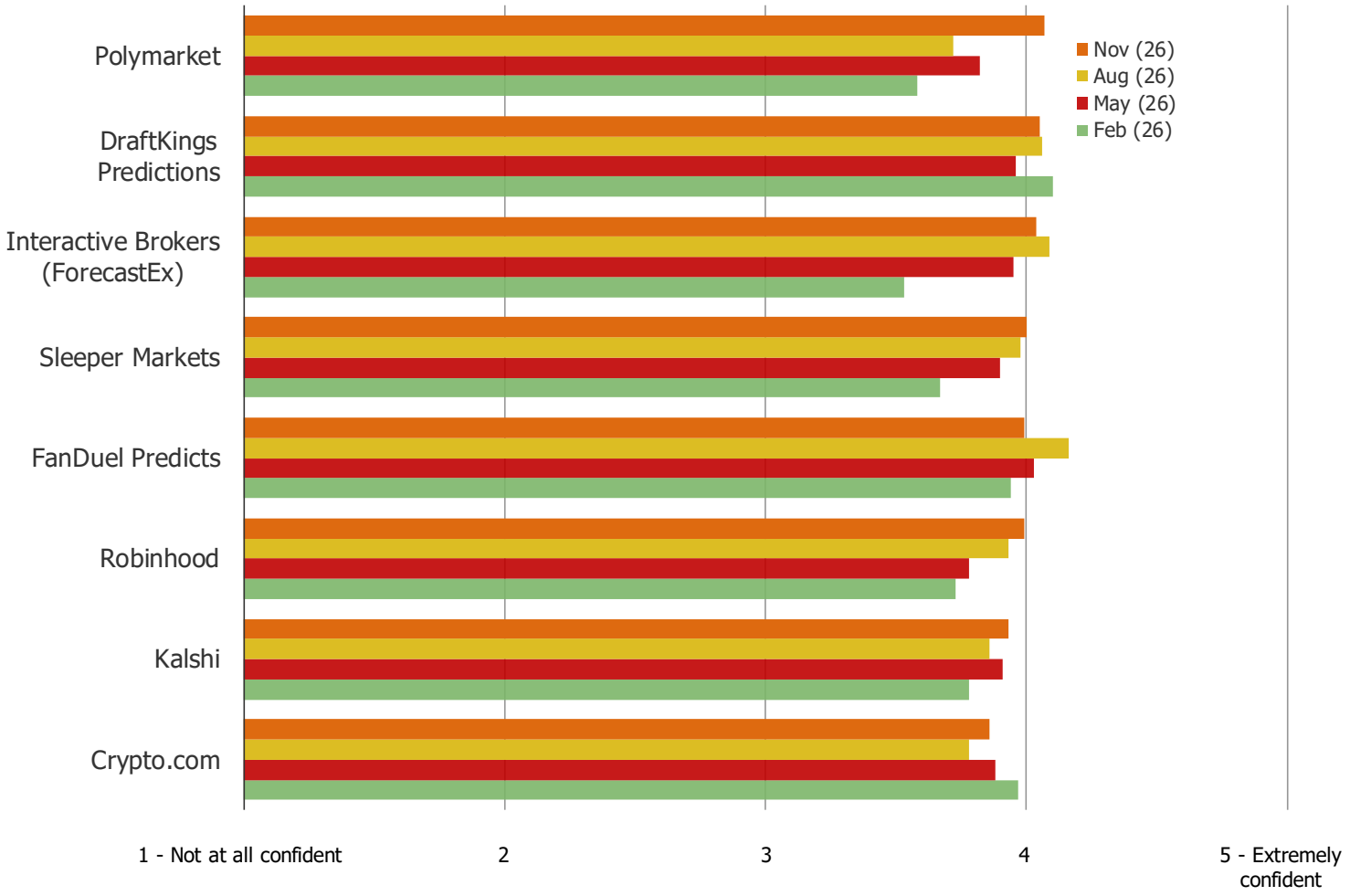
Posed to respondents who said they have used each of the following…



	N=
DraftKings Predictions	222
Kalshi	216
Polymarket	129
Sleeper Markets	32
Robinhood	157
Interactive Brokers (ForecastEx)	47
Crypto.com	123
FanDuel Predicts	132

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

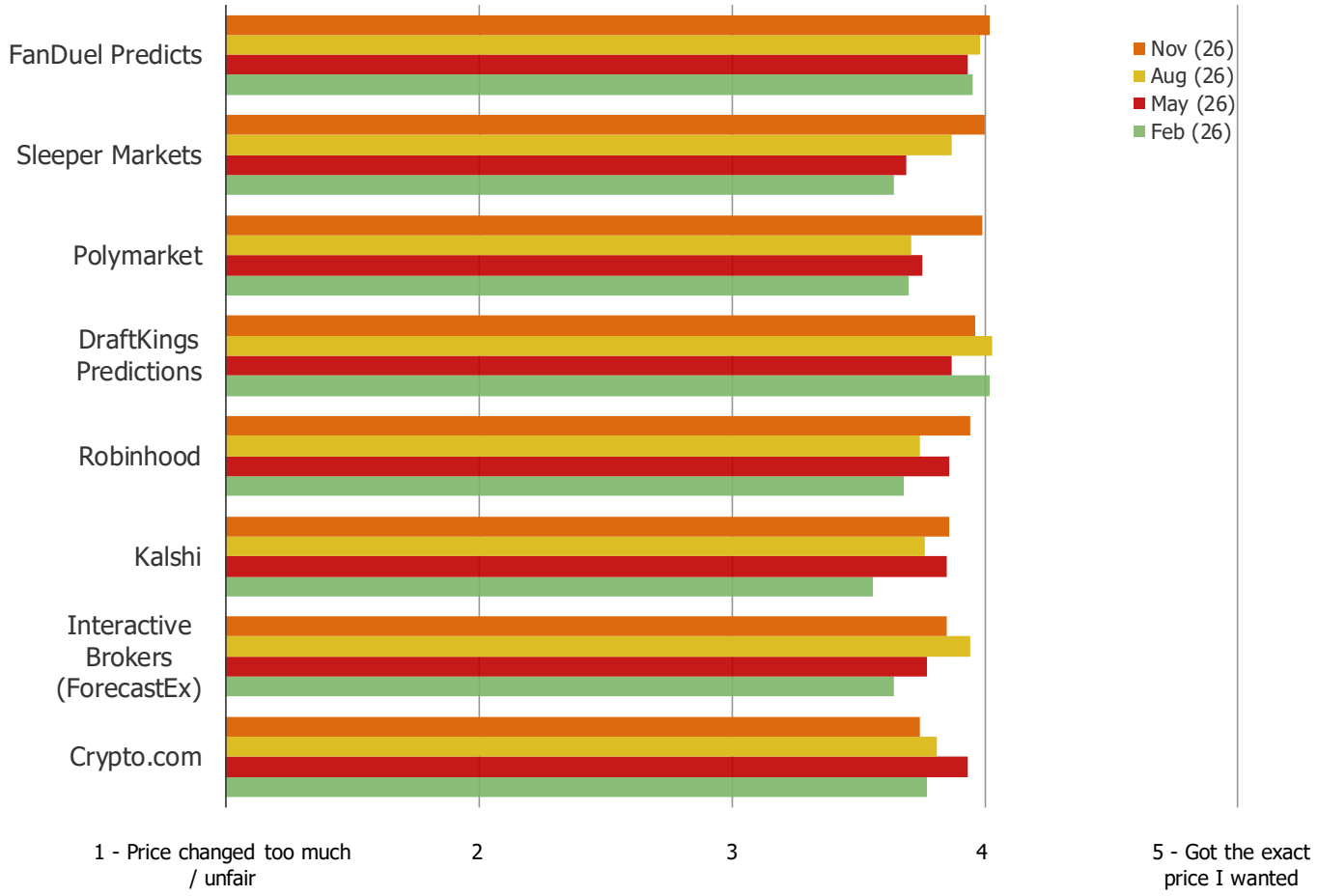
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HOW SATISFIED WERE YOU WITH THE 'FAIRNESS' OF THE PRICE YOU RECEIVED WHEN YOU TRIED TO BUY OR SELL QUICKLY?

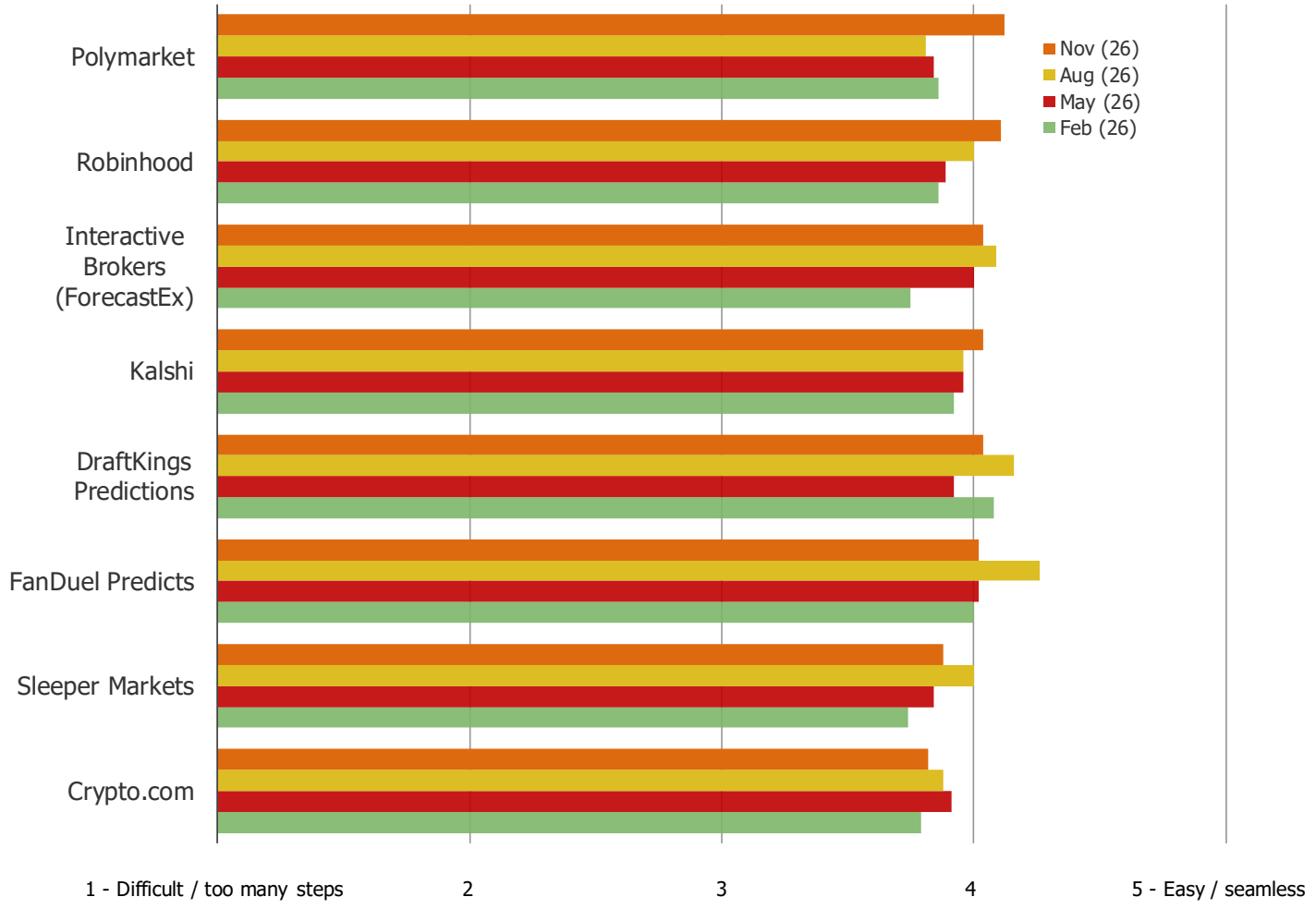
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HOW EASY WAS IT TO SET UP YOUR ACCOUNT AND MOVE MONEY IN TO START TRADING?

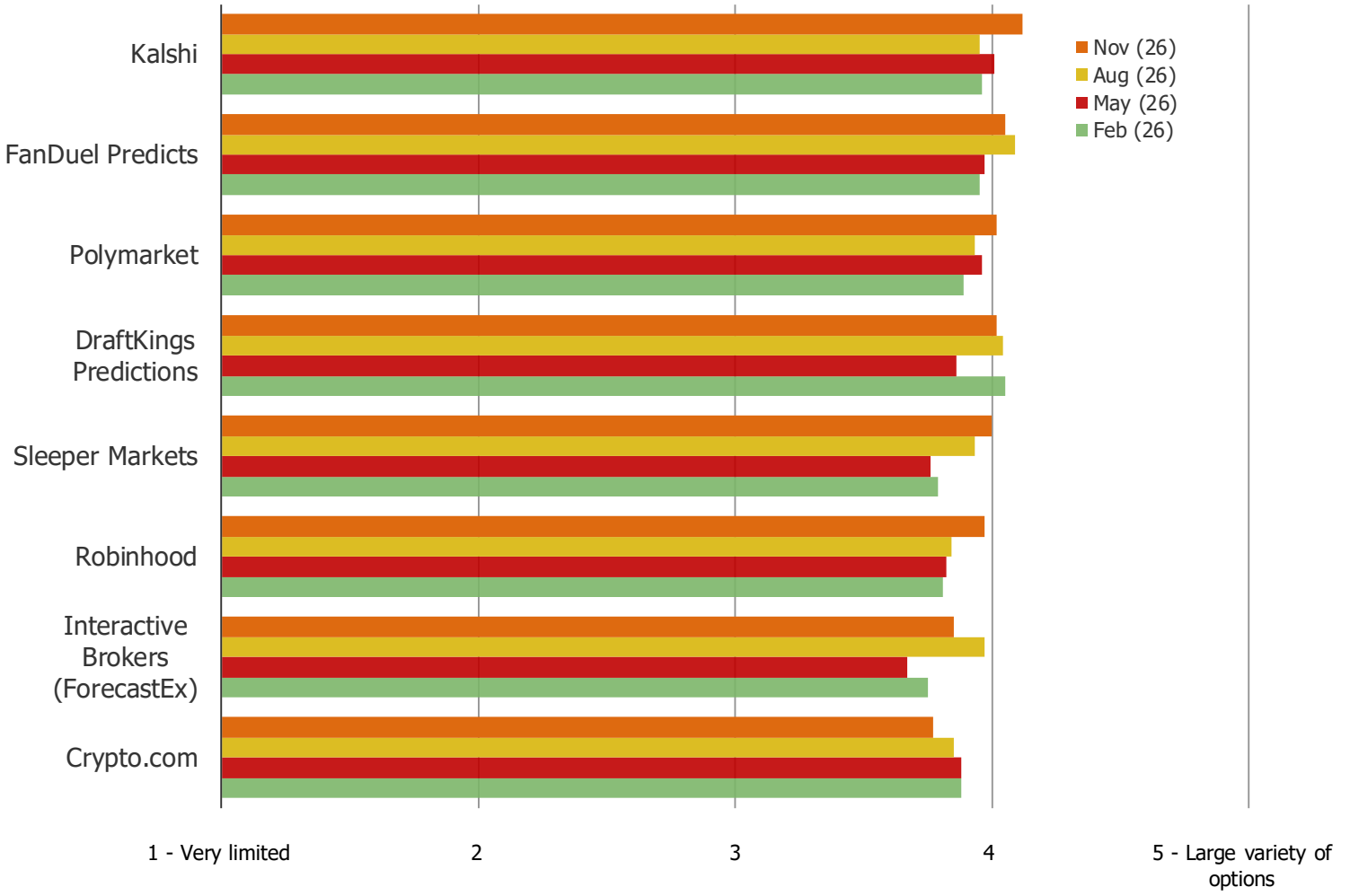
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Crypto.com	123
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HOW WOULD YOU RATE THE VARIETY OF DIFFERENT OUTCOMES AVAILABLE TO TRADE?

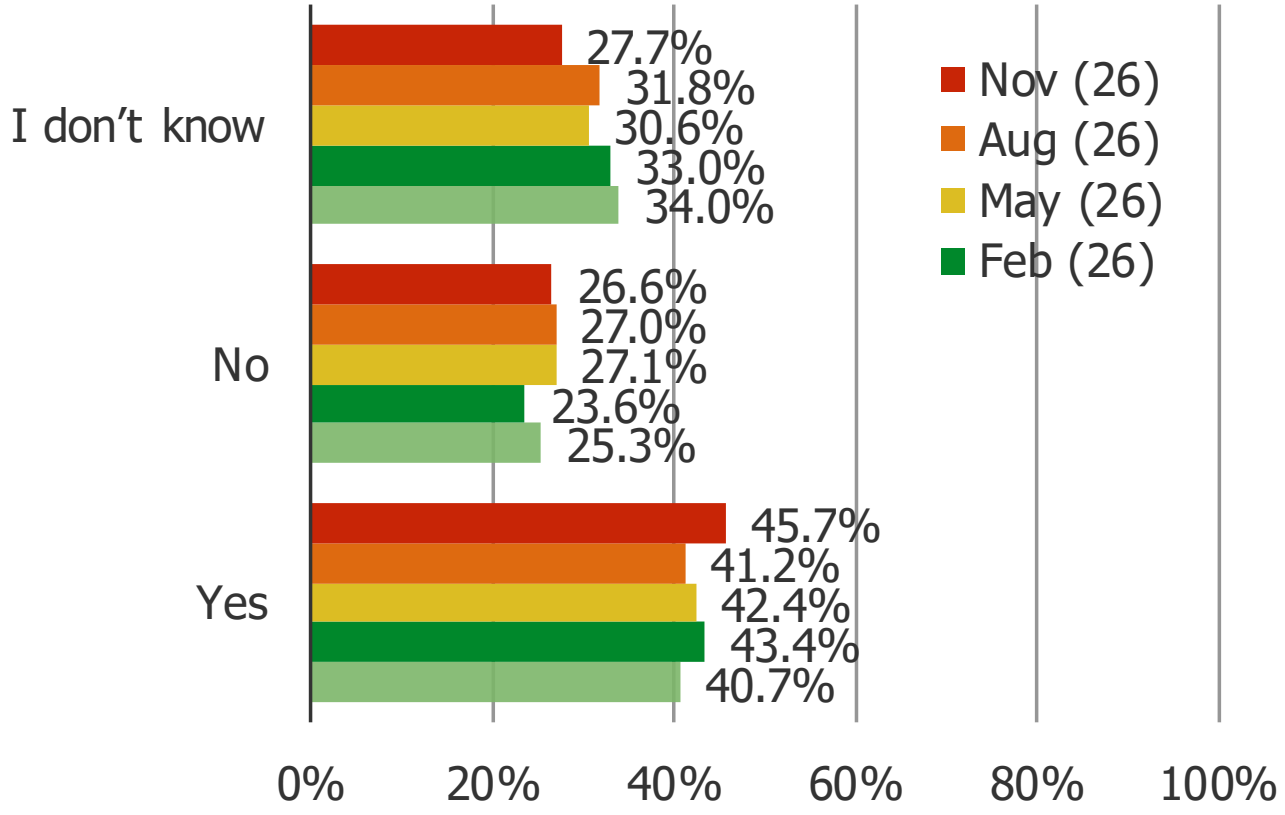
Posed to respondents who said they have used each of the following…



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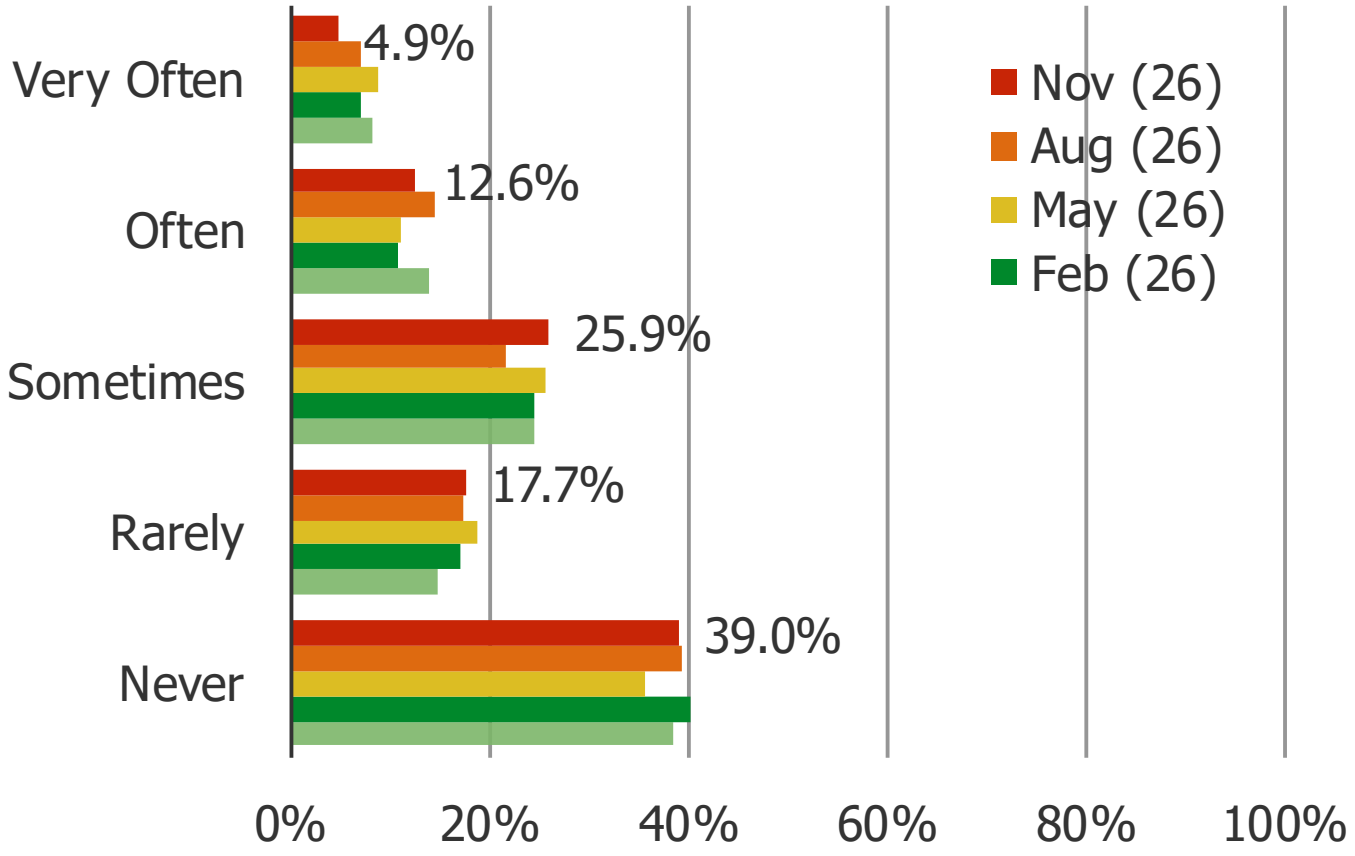
IS CASINO GAMBLING ONLINE (VIA POKER OR DIGITAL VERSIONS OF CASINO-STYLE GAMES SUCH AS SLOTS, BLACKJACK, POKER, OR ROULETTE, PLAYER VIA AN APP FOR REAL MONEY) LEGAL IN YOUR STATE?

Posed to all respondents.



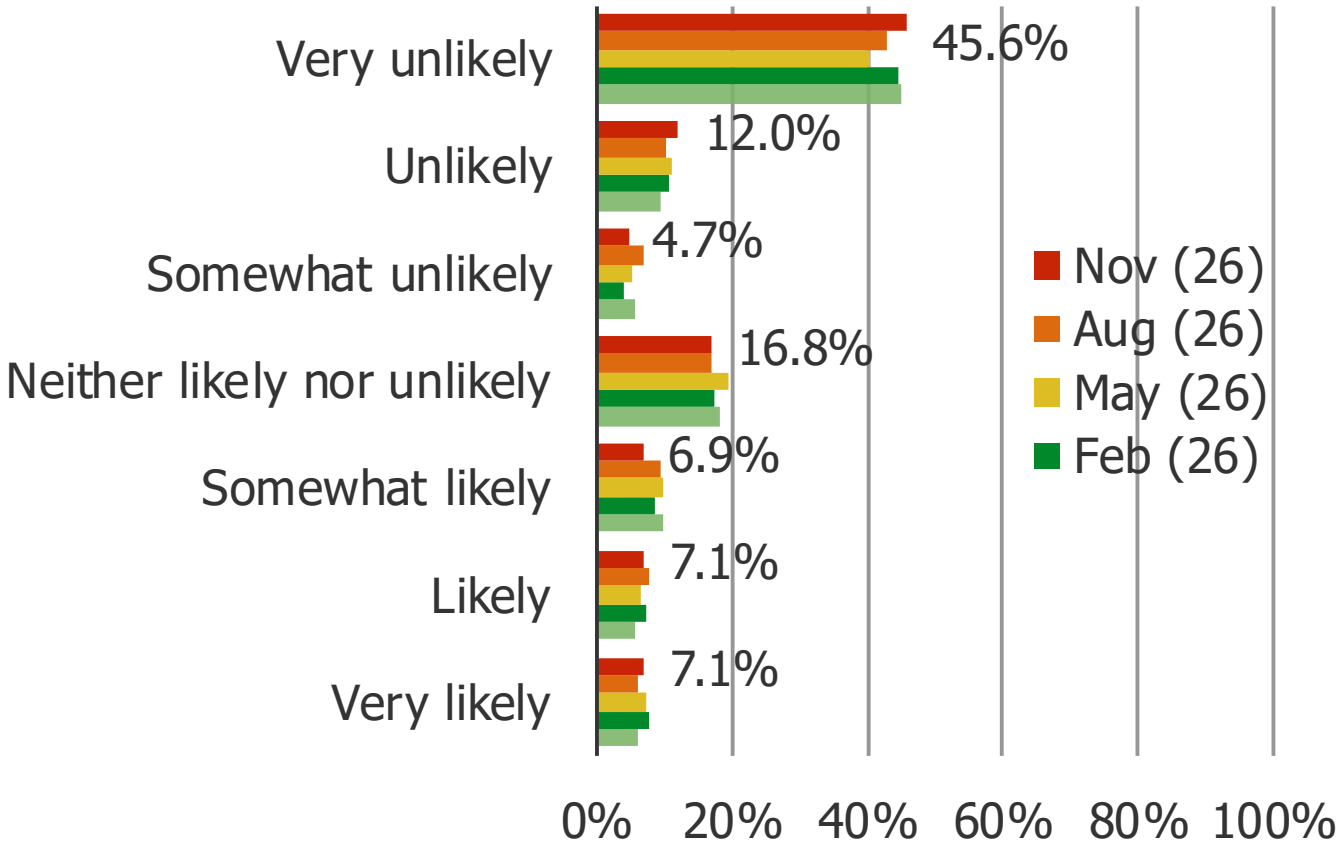
DO YOU PARTICIPATE IN CASINO GAMBLING ONLINE FOR REAL MONEY VIA EITHER POKER OR CASINO-STYLE GAMES? NOTE: NOT INCLUDING SPORTS GAMBLING.

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



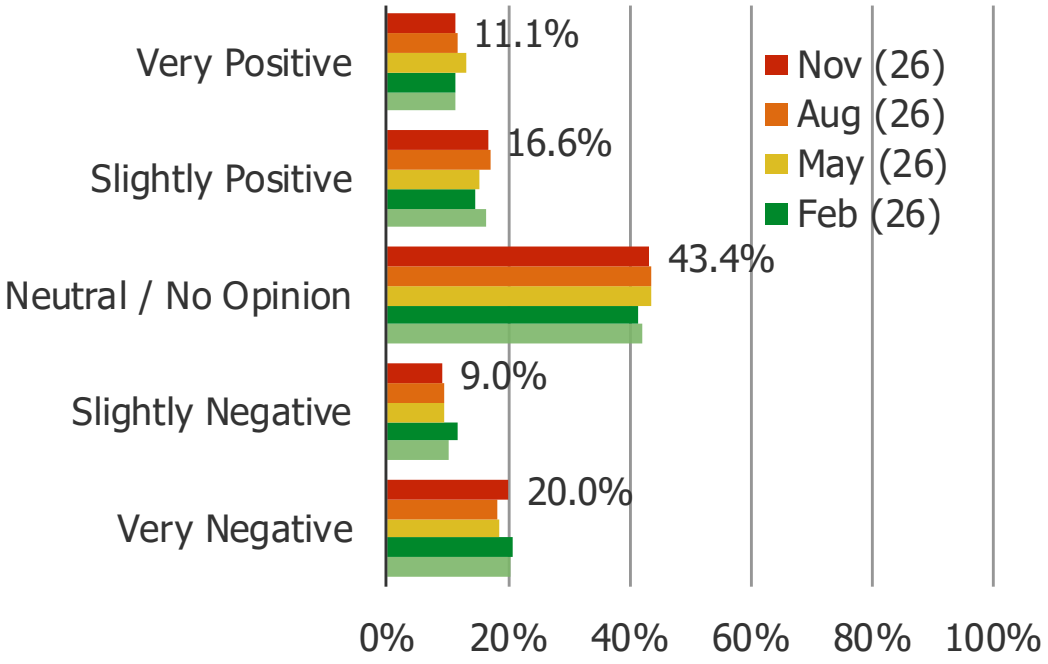
IF GAMBLING ONLINE ON THINGS LIKE POKER OR CASINO STYLE GAMES BECAME LEGAL IN YOUR STATE, HOW LIKELY WOULD YOU BE TO DO IT? NOE: NOT INCLUDING SPORTS GAMBLING

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



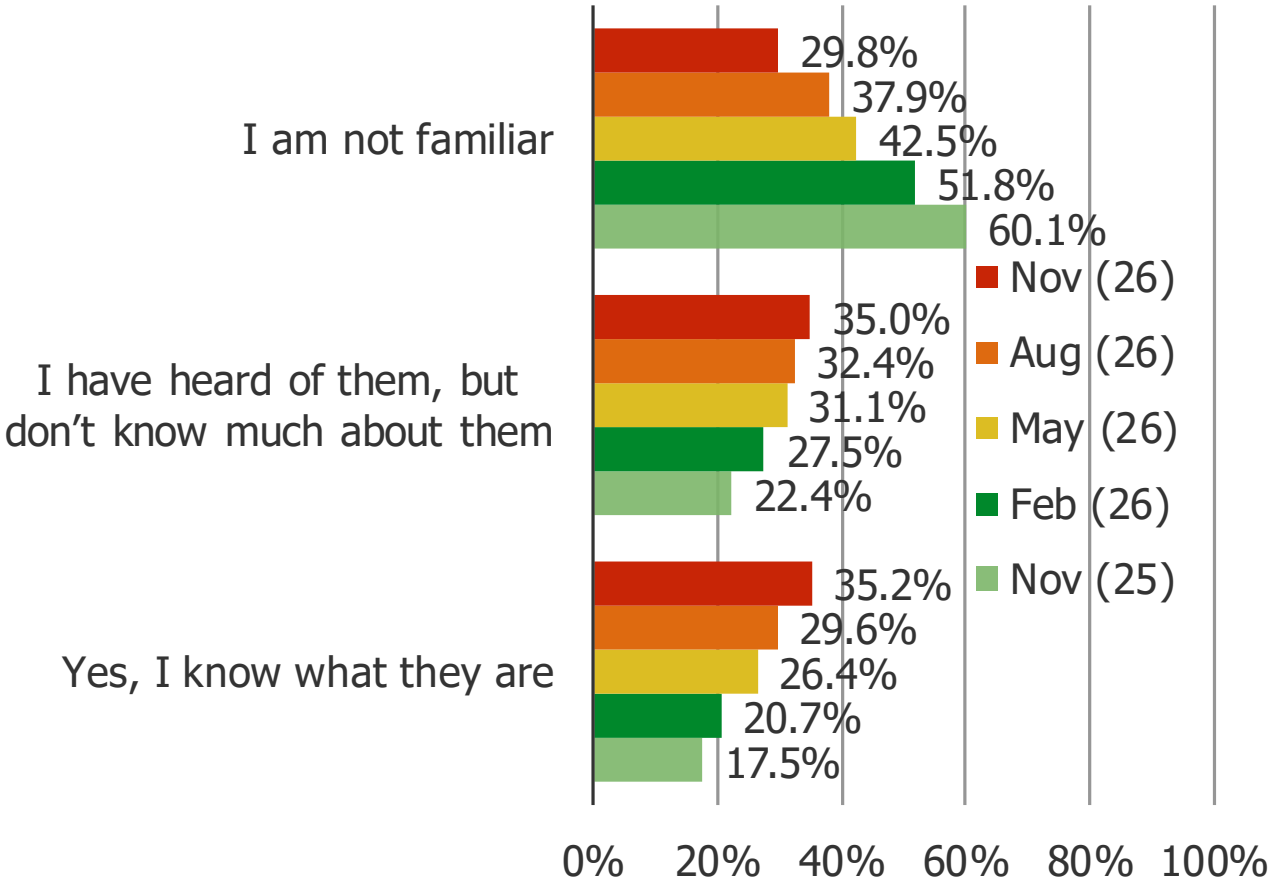
WHAT IS YOUR OPINION OF ONLINE CASINO GAMBLING (POKER OR CASINO STYLE GAMES)?

Posed to all respondents.



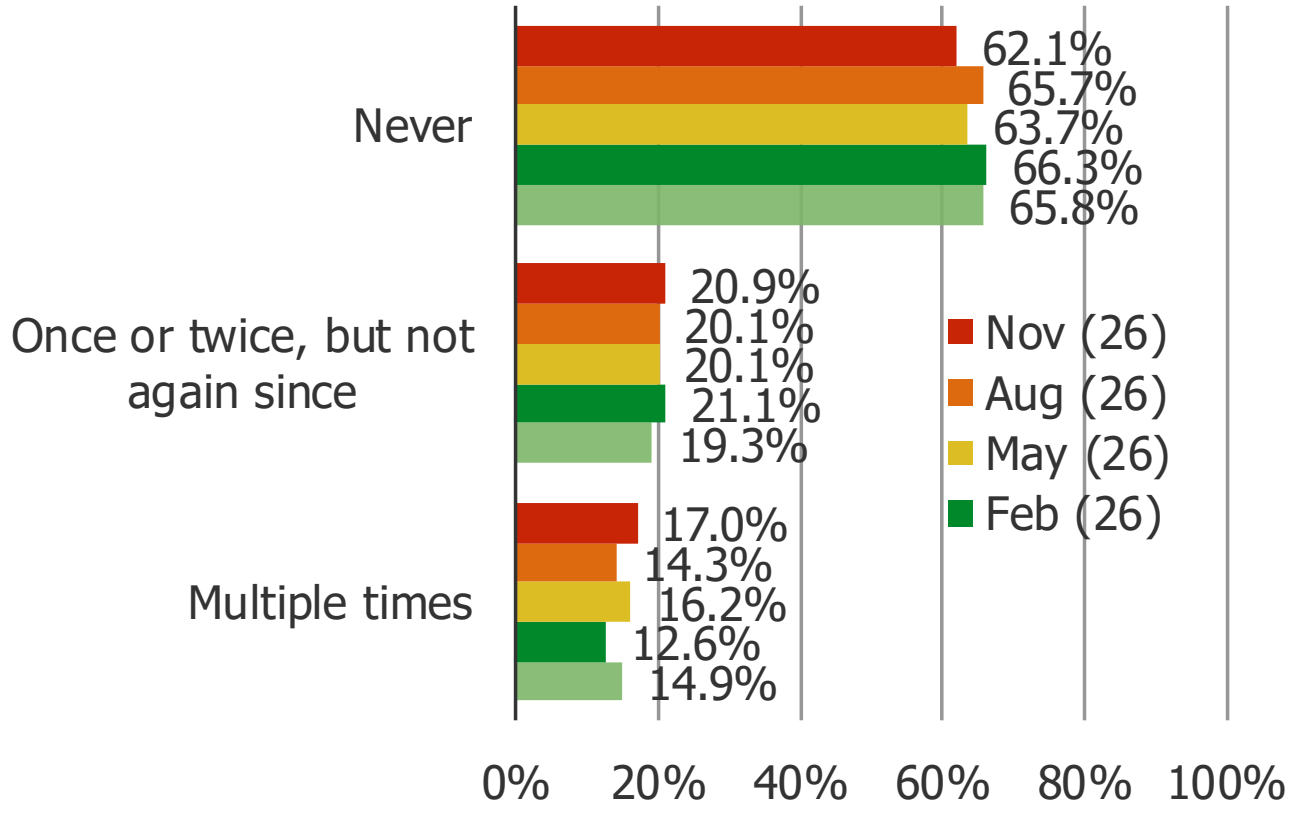
ARE YOU FAMILIAR WITH WHAT PREDICTION MARKETS ARE? IE, KALSHI, POLYMARKET, PREDICTIT, ETC.

Posed to all respondents.



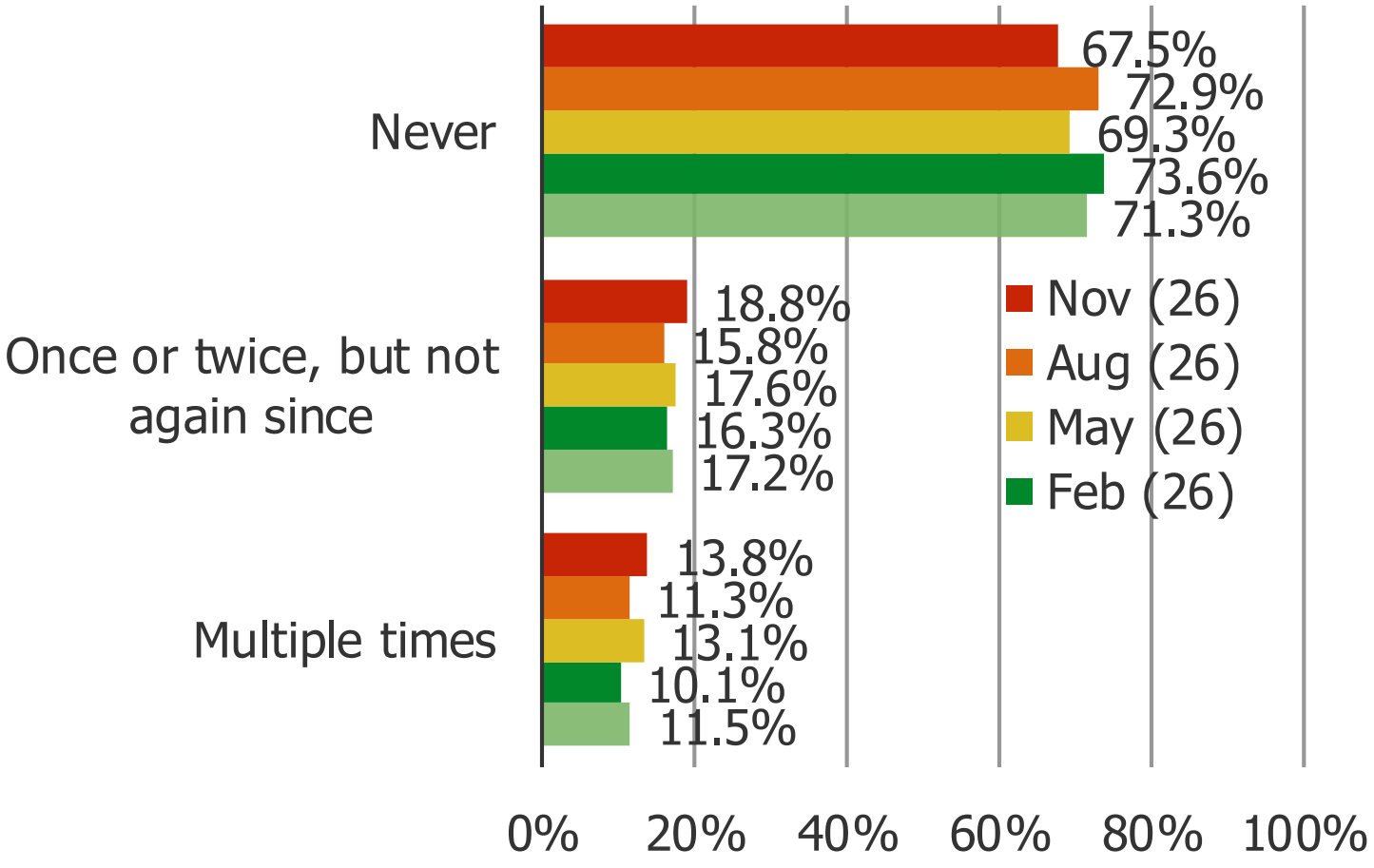
HAVE YOU EVER BROWSED OR LOOKED UP PREDICTION MARKETS INFORMATION OR ODDS WITHOUT PLACING A REAL-MONEY PREDICTION YOURSELF?

Posed to all respondents.



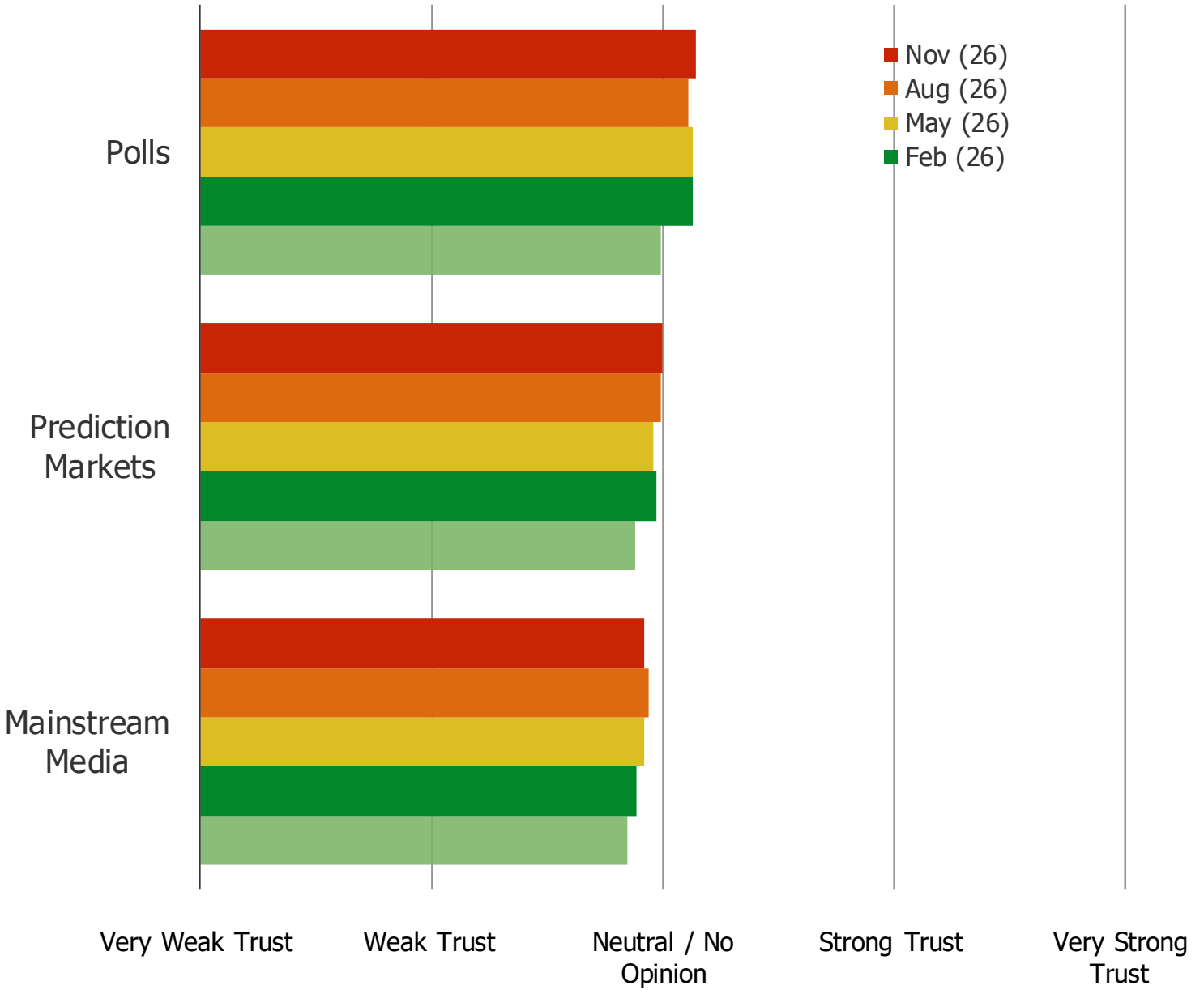
HAVE YOU EVER PLACED A REAL MONEY PREDICTION ON ANY PREDICTION MARKETS PLATFORMS? (IE, PREDICTIT, POLYMARKET, KALSHI, OR OTHERS)

Posed to all respondents.



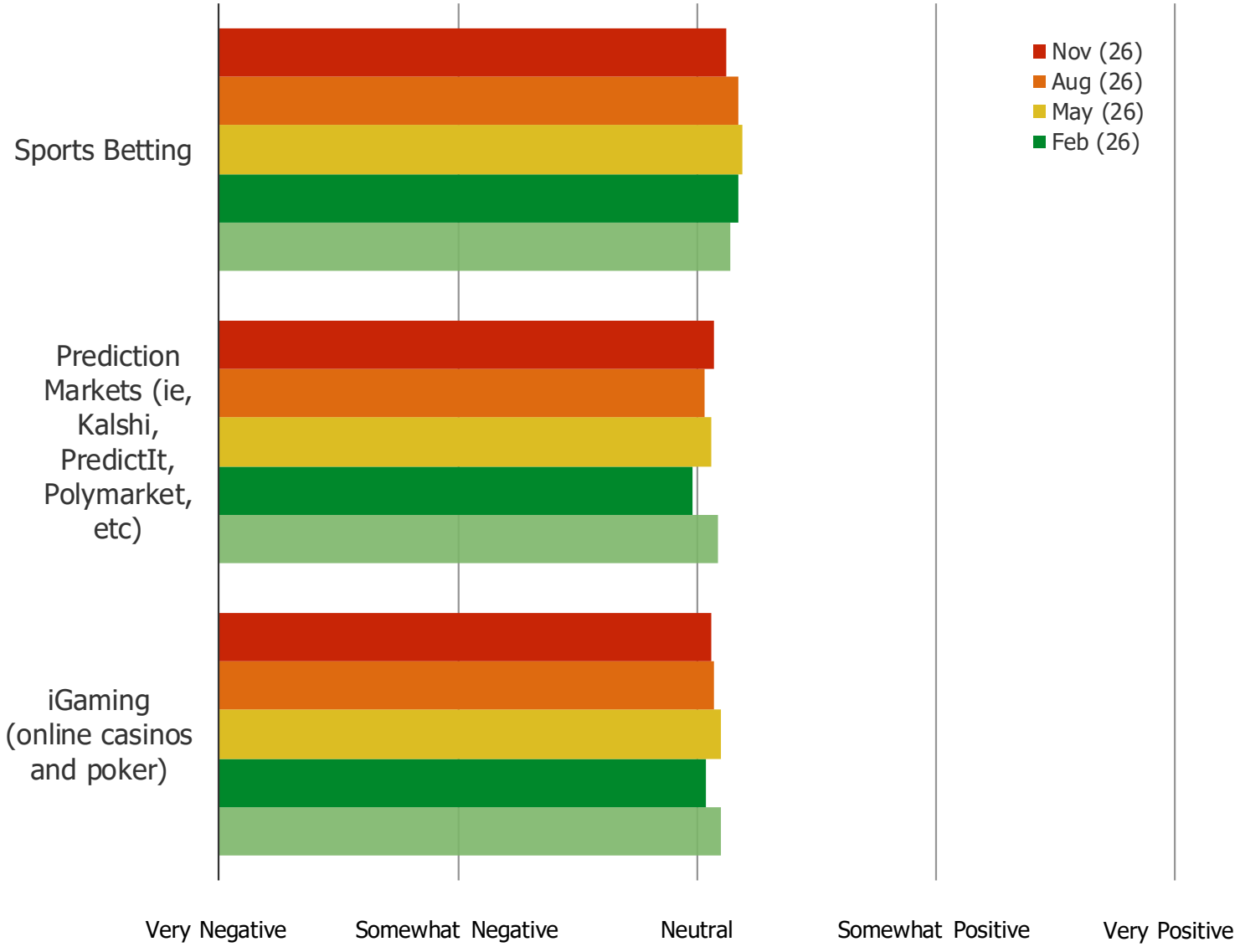
HOW MUCH TRUST DO YOU HAVE IN THE INFORMATION YOU GET FROM THE FOLLOWING:

Posed to all respondents.



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

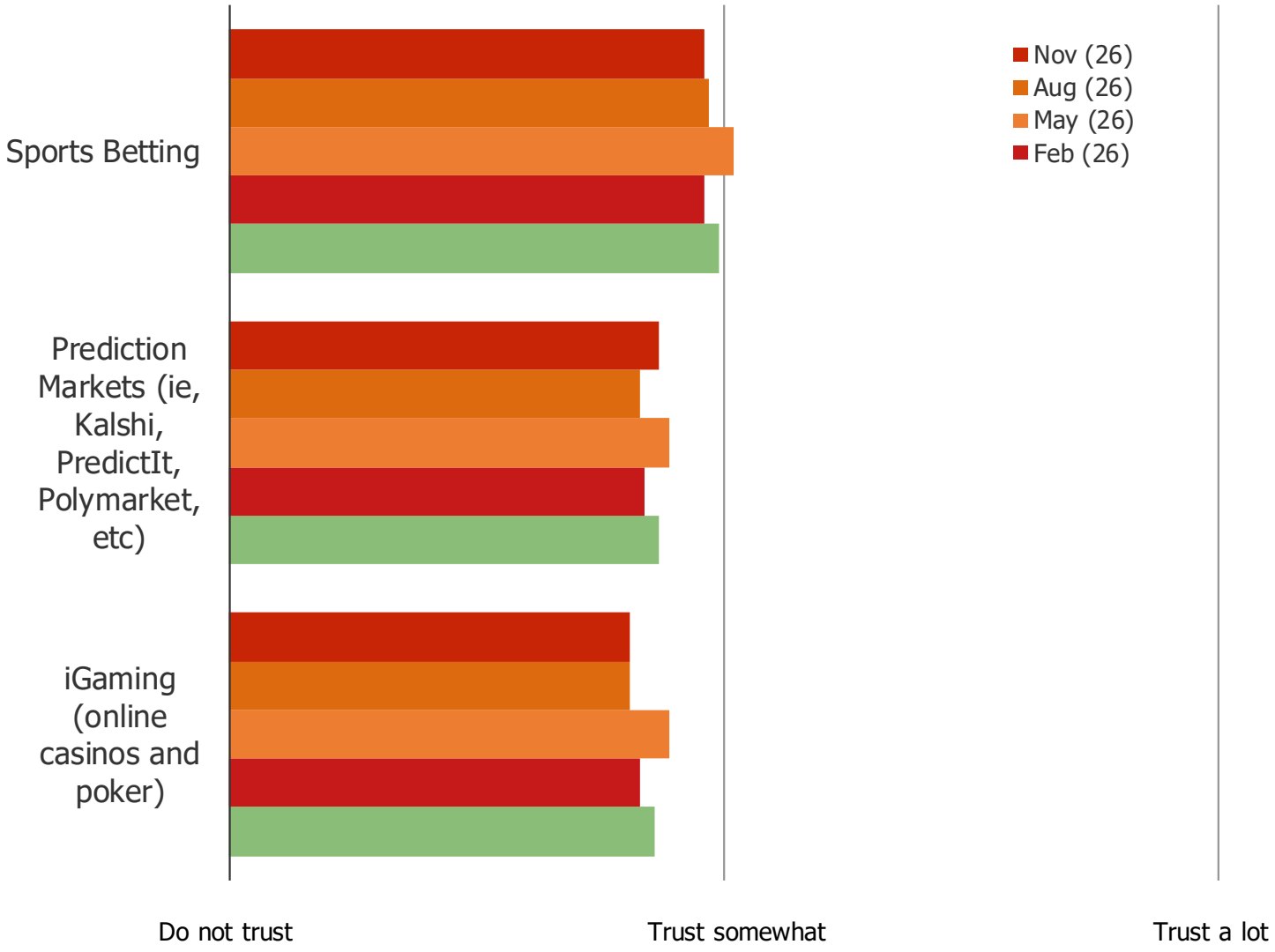
Posed to all respondents.



Tickers: DKNG, FLUT, Kalshi, Polymarket

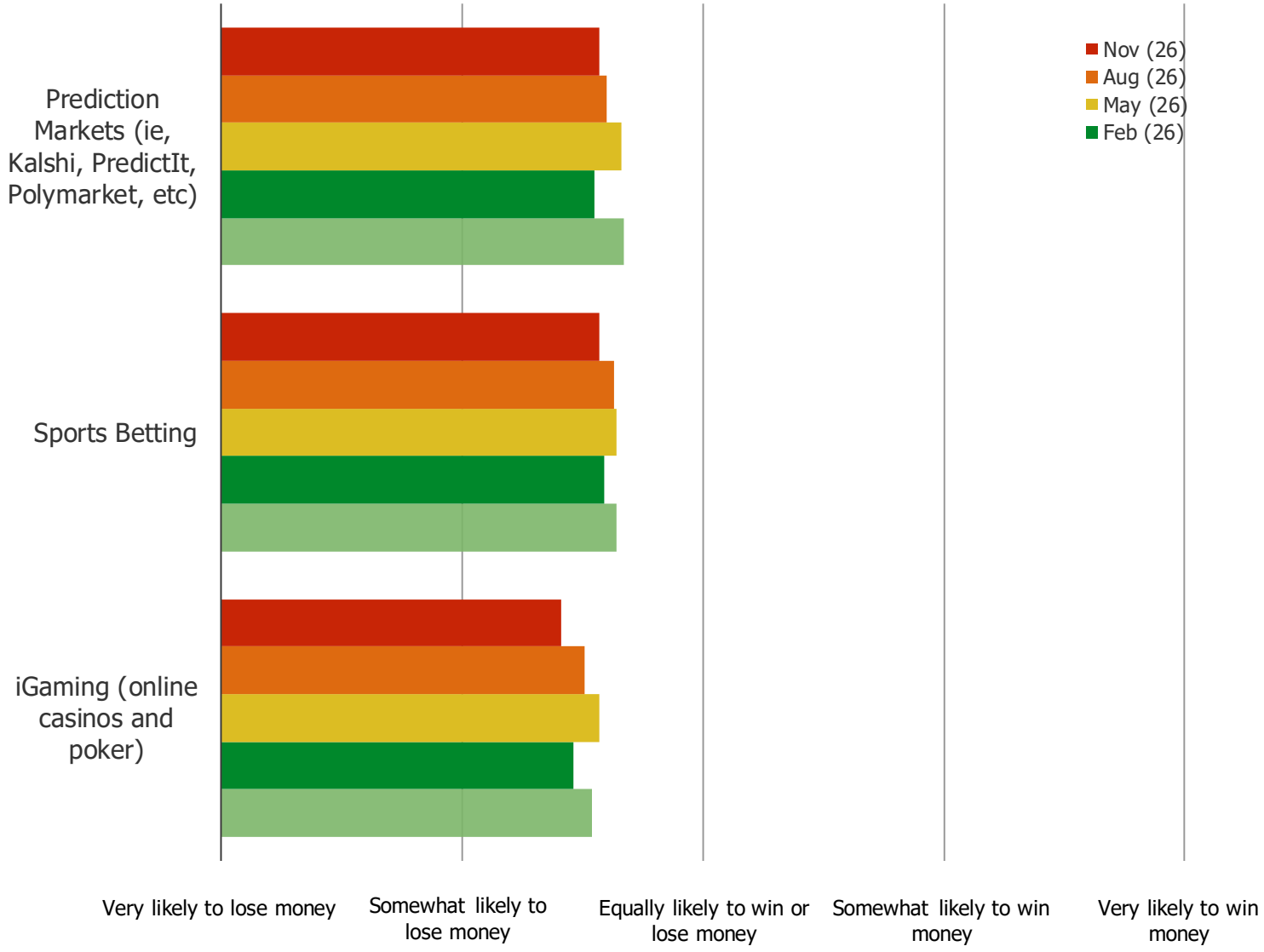
HOW MUCH DO YOU TRUST THAT EACH OF THE FOLLOWING IS RUN FAIRLY AND TRANSPARENTLY?

Posed to all respondents.



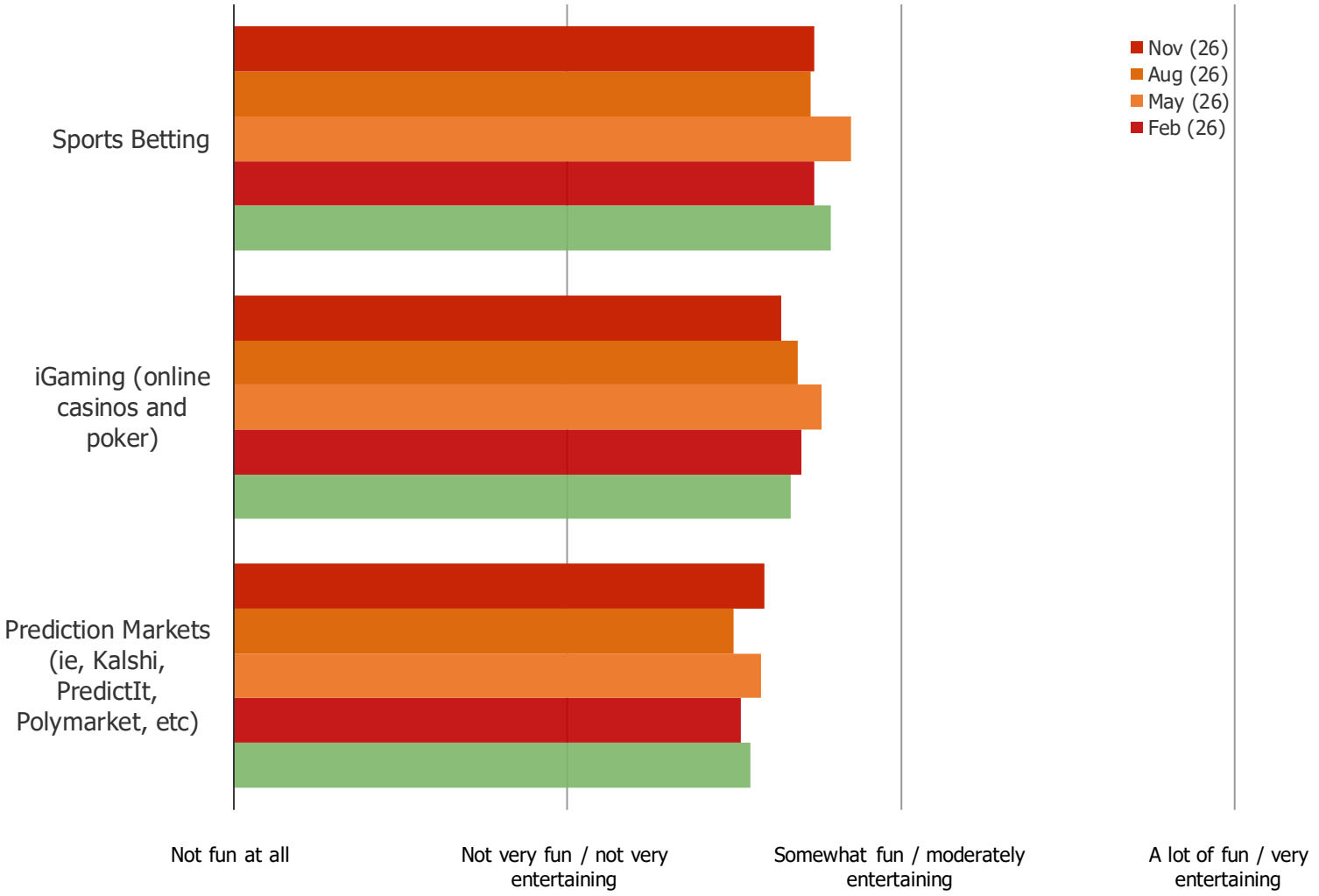
IF YOU WERE TO PARTICIPATE IN THE FOLLOWING GOING FORWARD, HOW LIKELY DO YOU THINK YOU WOULD BE TO MAKE MONEY VS. LOSING MONEY?

Posed to all respondents.



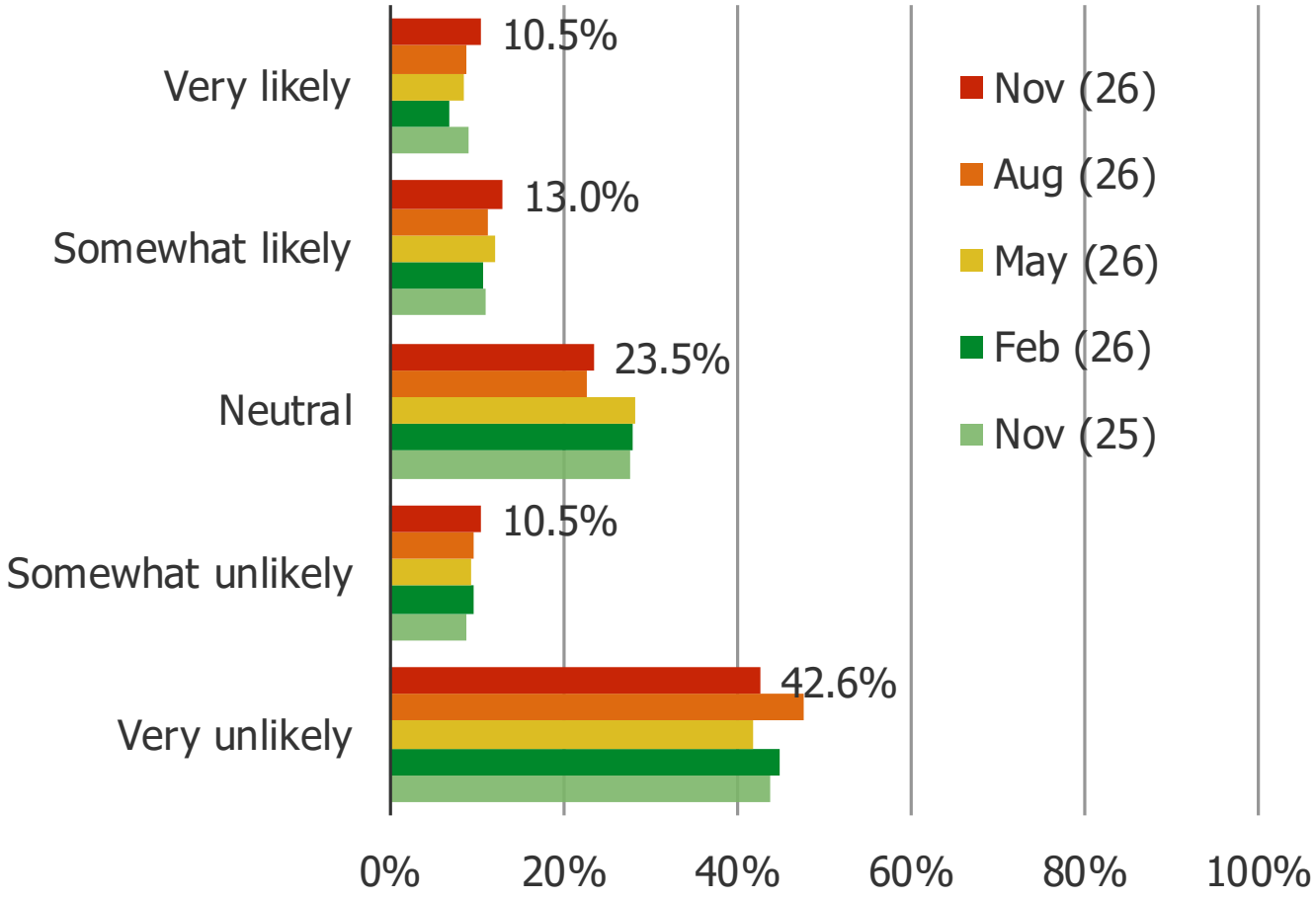
HOW MUCH FUN OR ENTERTAINMENT DO YOU THINK THERE IS IN PARTICIPATING IN EACH OF THE FOLLOWING?

Posed to all respondents.



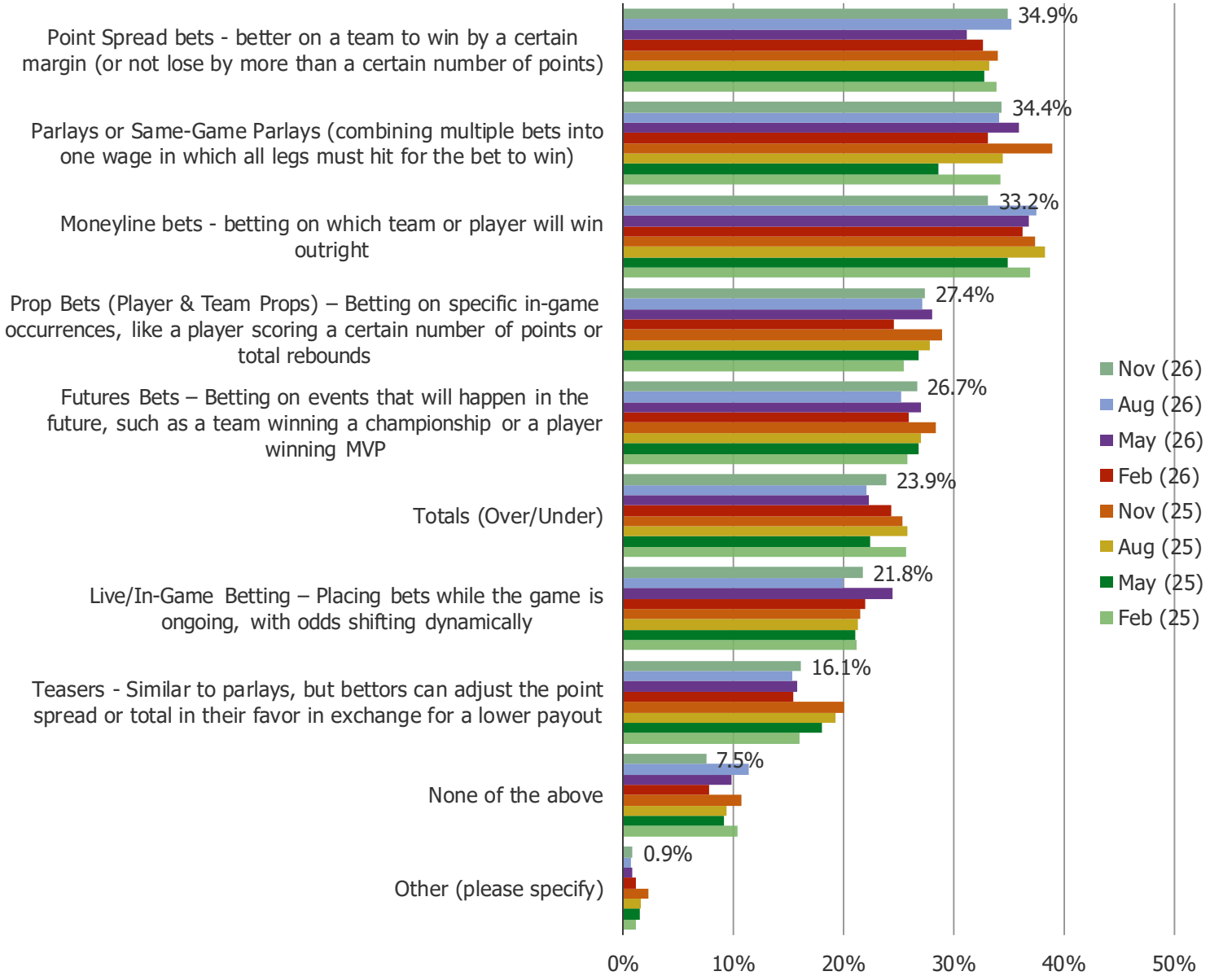
HOW LIKELY ARE YOU TO PLACE REAL MONEY PREDICTIONS ON PREDICTION MARKETS PLATFORMS IN THE FUTURE? IE, LIKE ON KALSHI, POLYMARKET, ETC

Posed to all respondents.



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

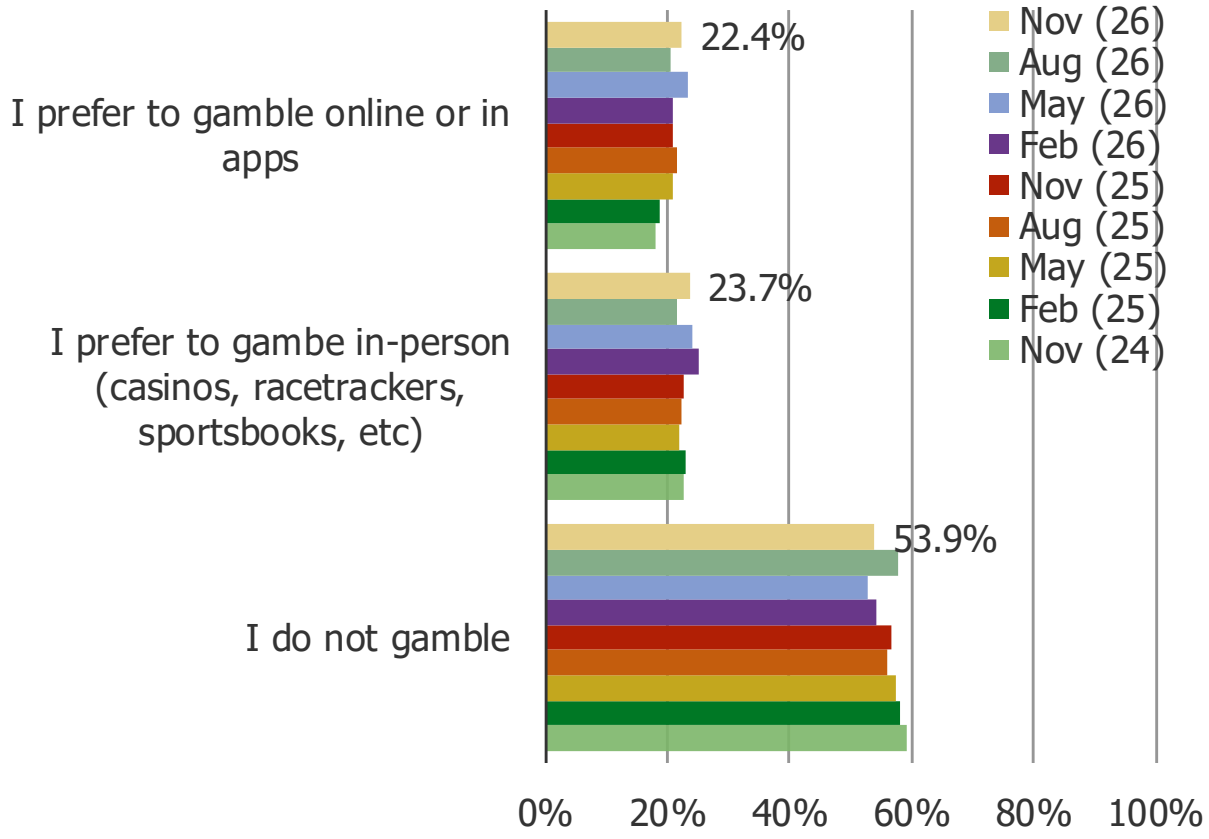
Posed to all respondents who gamble more often than never.



GAMBLING

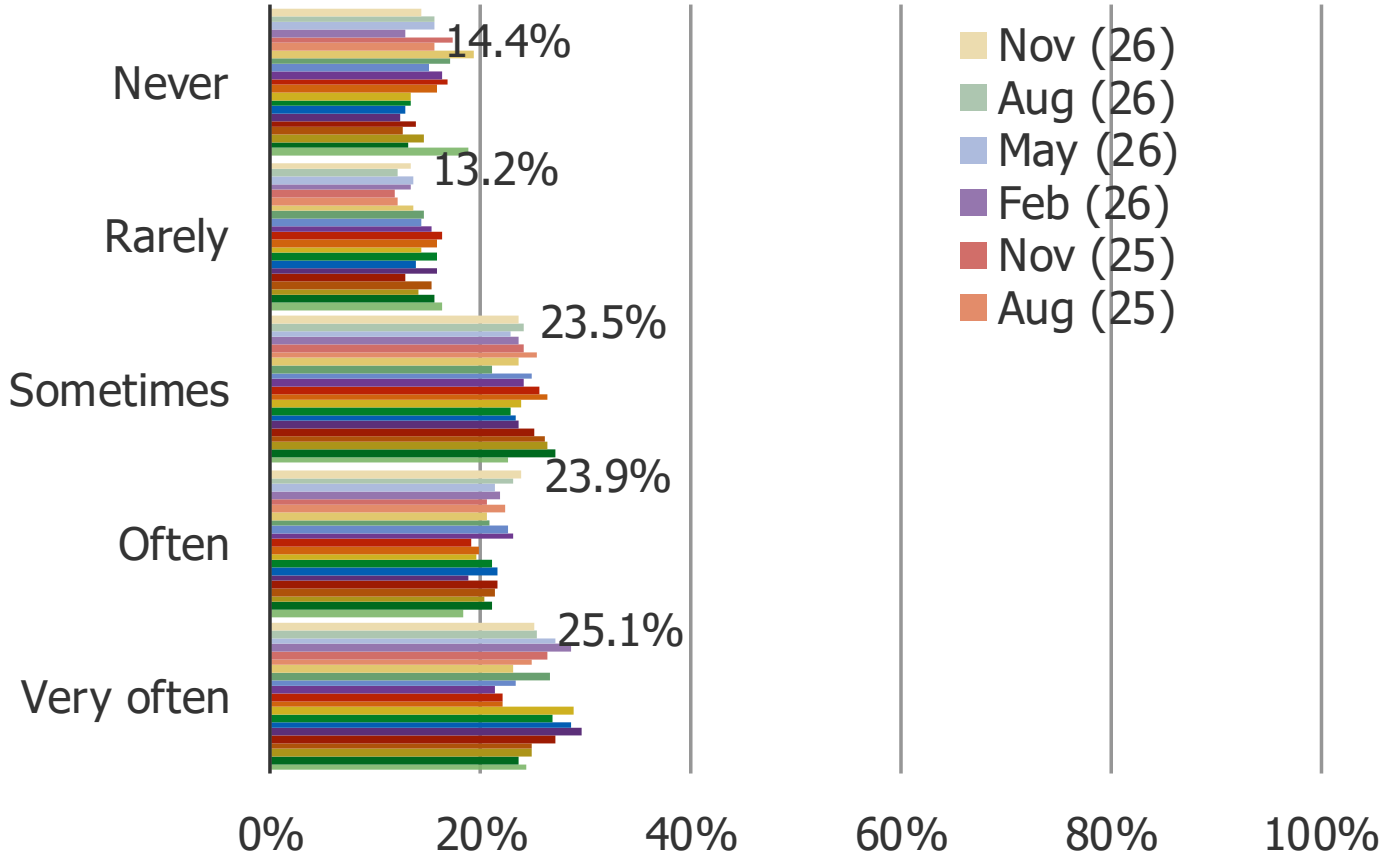
WHICH OF THE FOLLOWING BEST DESCRIBES YOU…

Posed to all respondents.



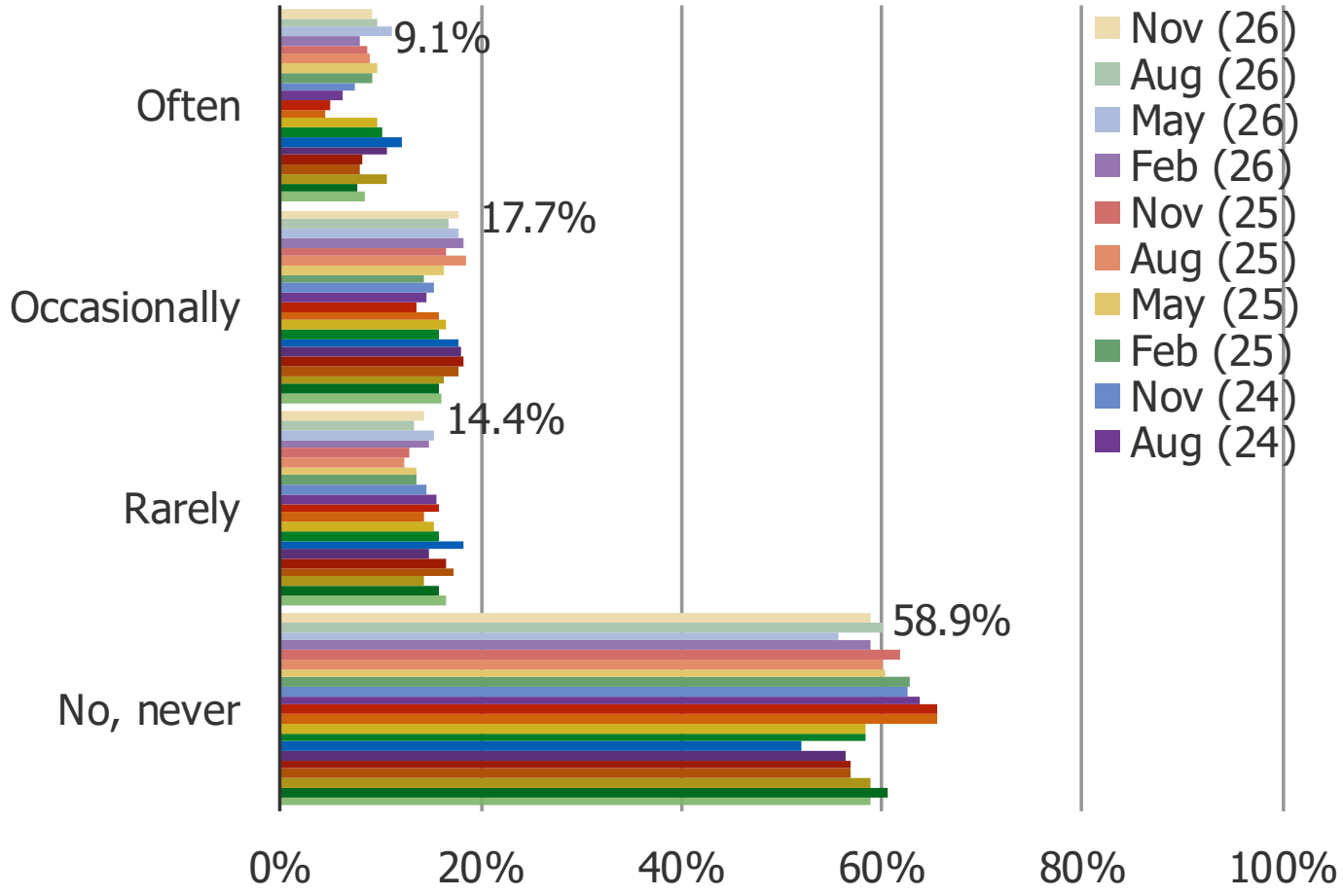
HOW OFTEN DO YOU WATCH SPORTS?

Posed to all respondents.



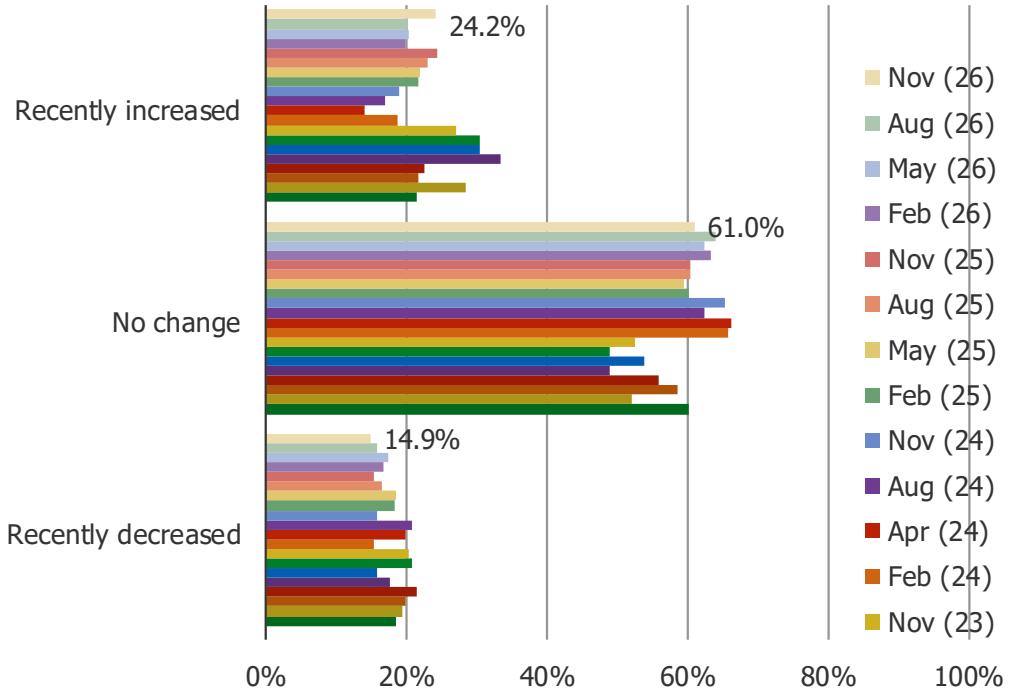
DO YOU EVER GAMBLE ON SPORTS?

Posed to all respondents.



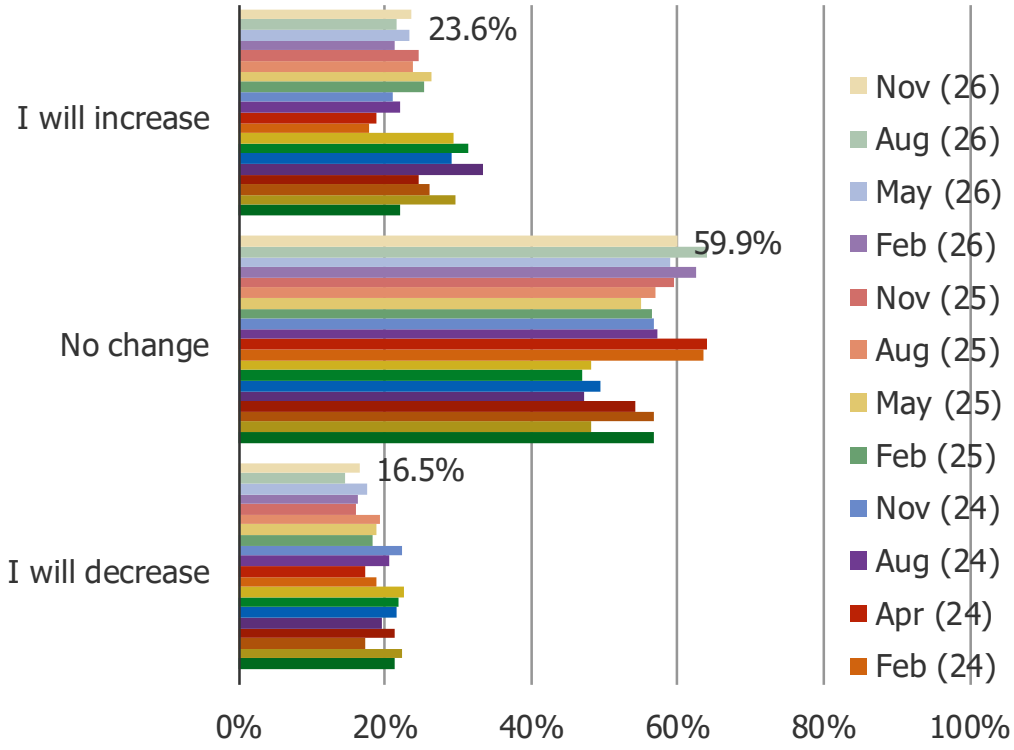
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU GAMBLE ON SPORTS?

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



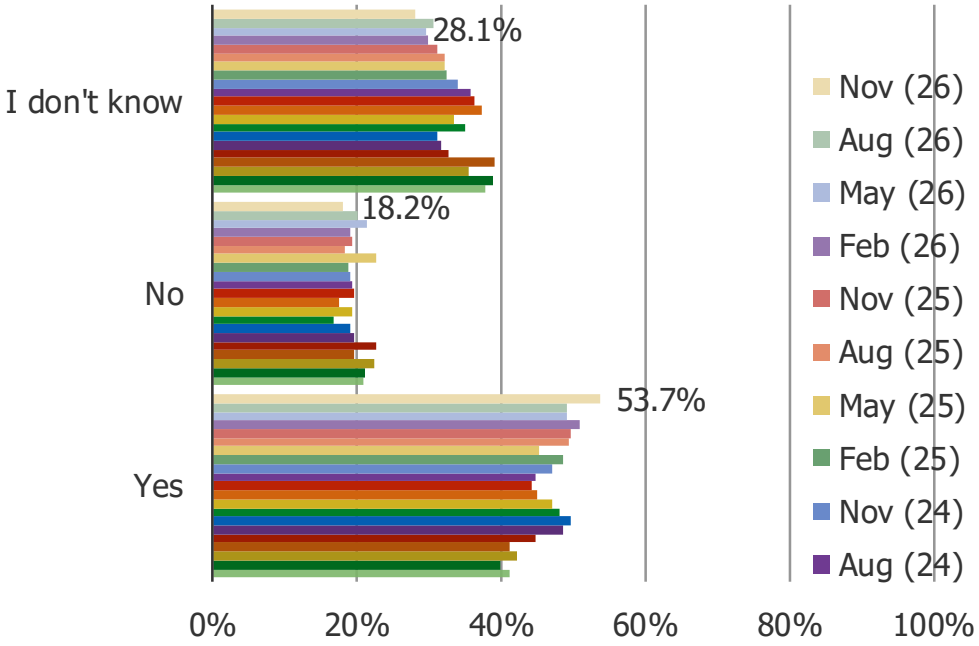
GOING FORWARD, DO YOU EXPECT THAT YOU WILL INCREASE OR DECREASE HOW OFTEN YOU GAMBLE ON SPORTS?

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



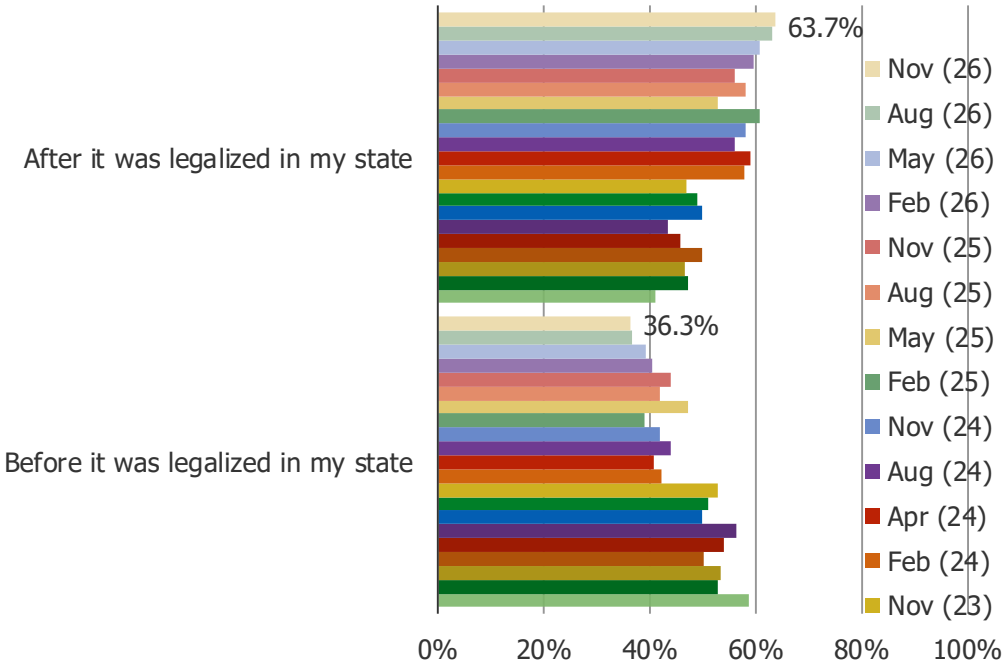
IS GAMBLING ON SPORTS LEGAL IN THE STATE THAT YOU LIVE IN?

Posed to all respondents.



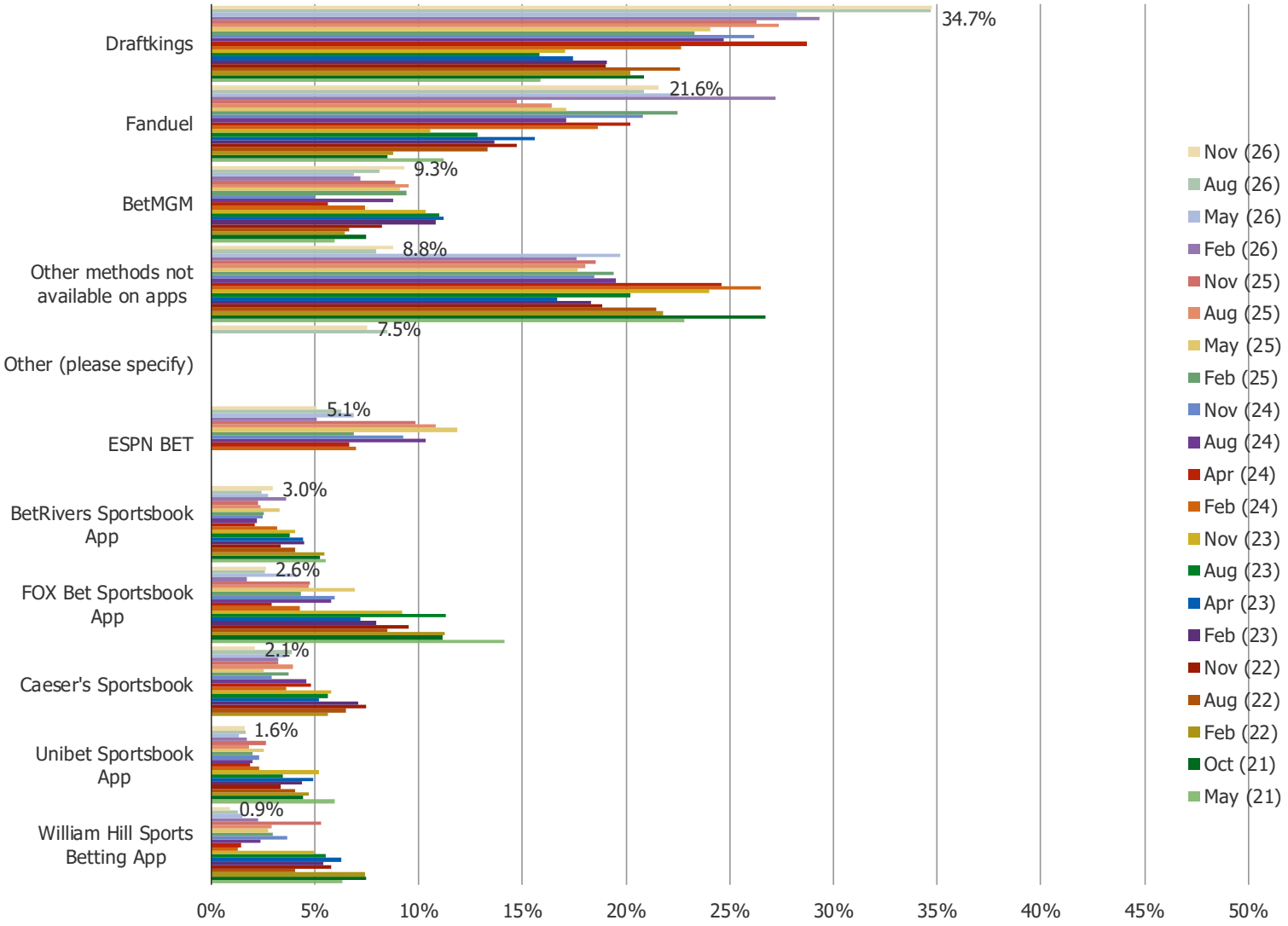
WHEN DID YOU START GAMBLING ON SPORTS?

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



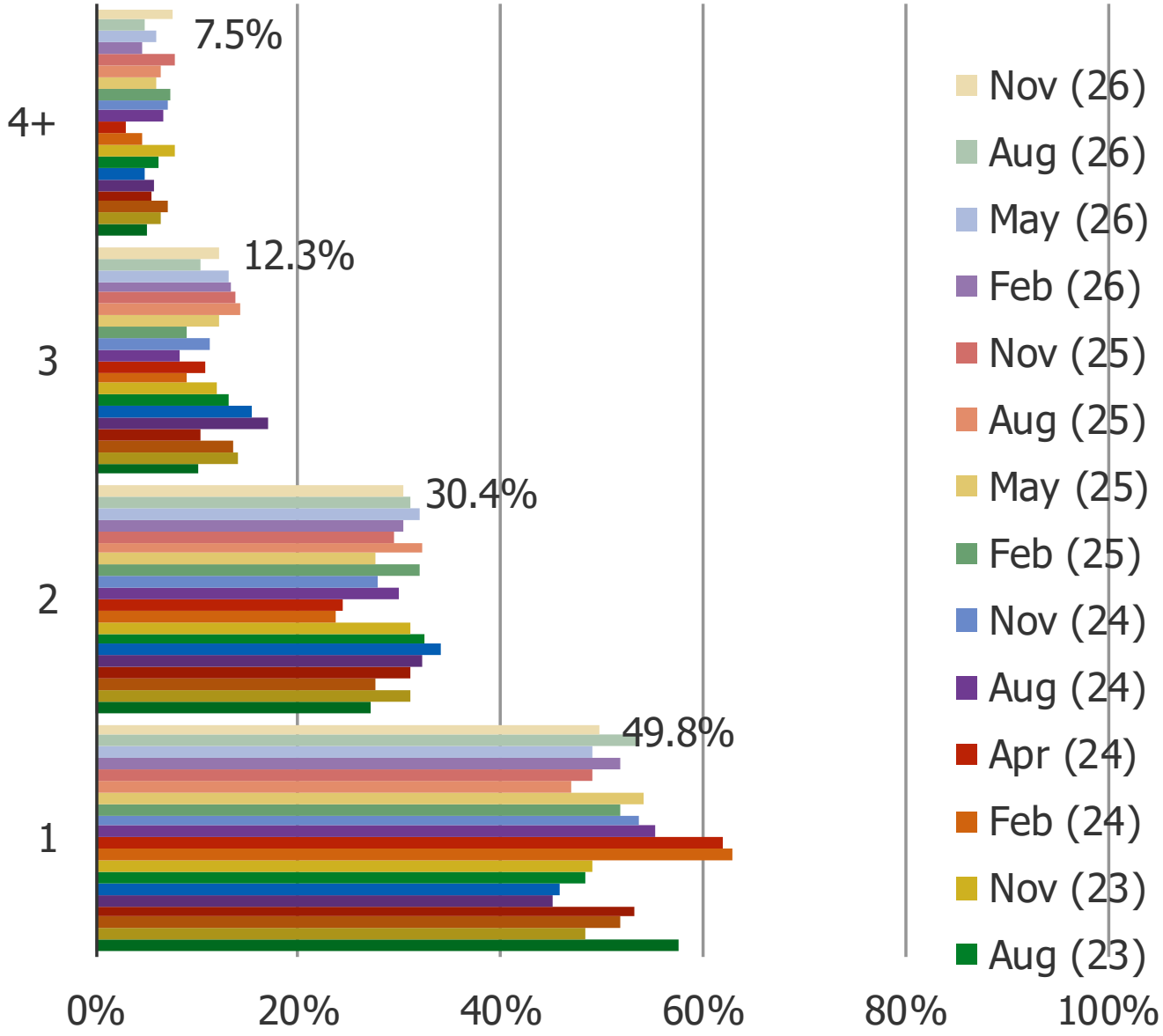
WHICH IS YOUR PREFERENCE FOR GAMBLING ON SPORTS?

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



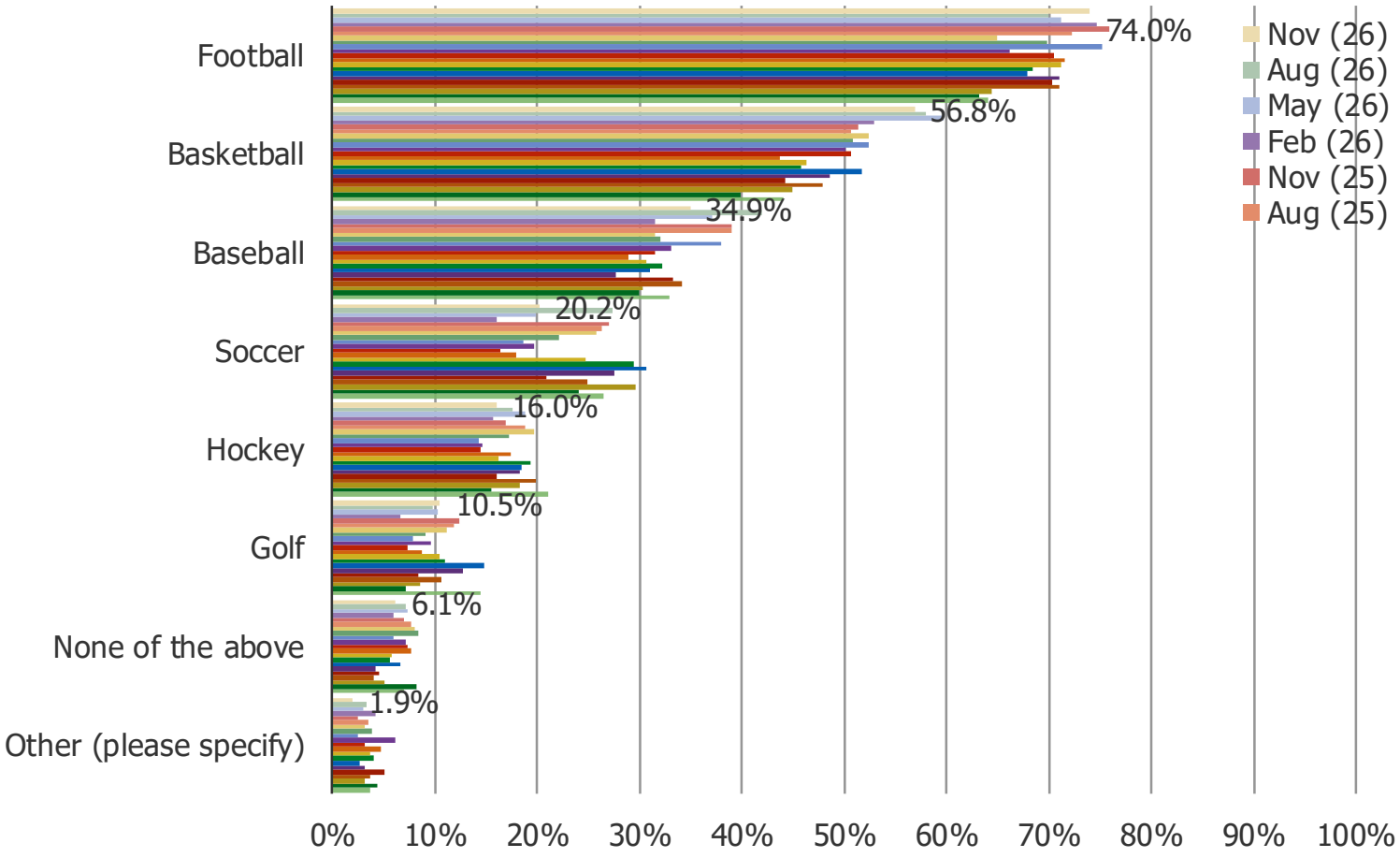
HOW MANY SPORTS GAMBLING APPS DO YOU USE?

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



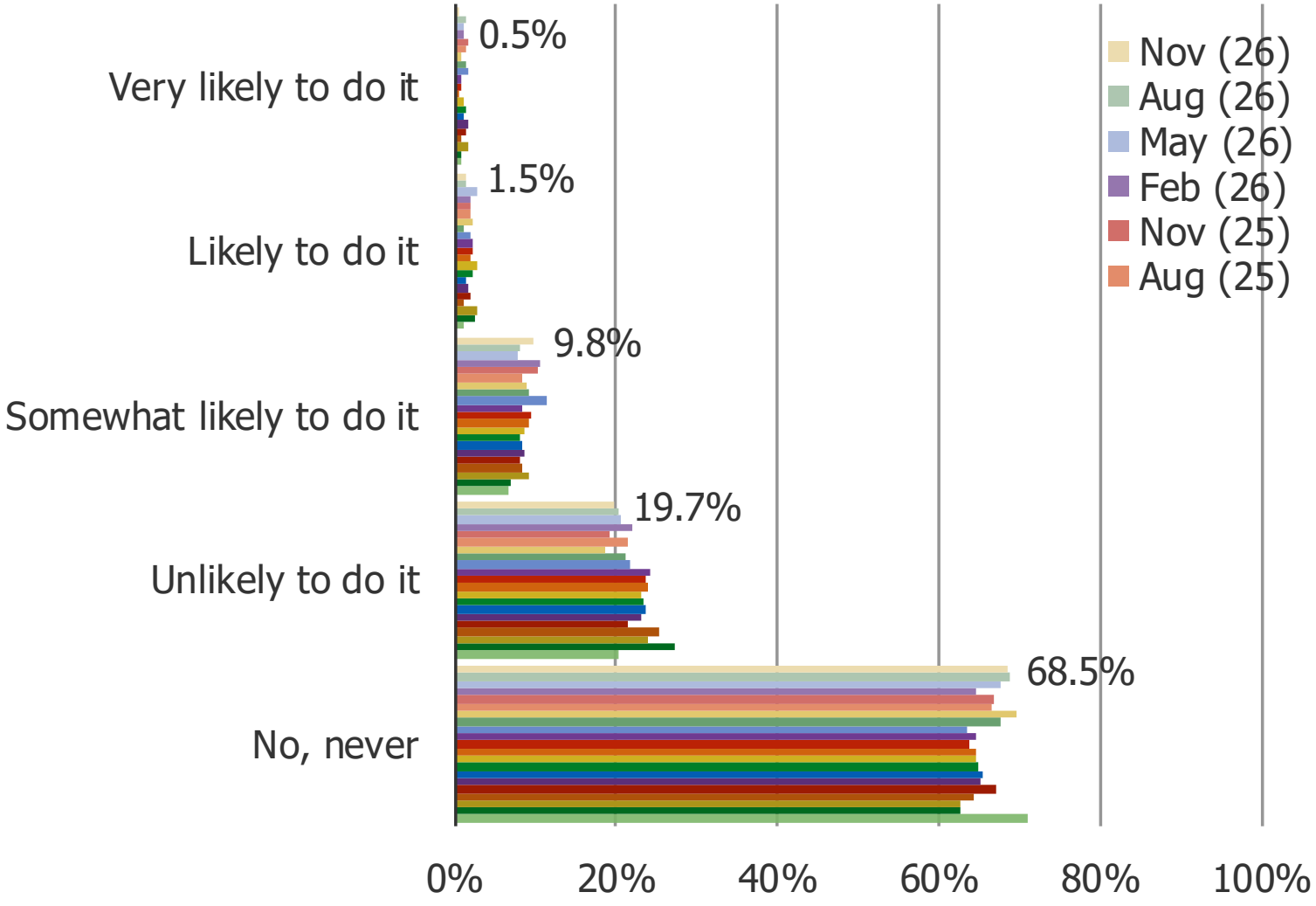
WHAT SPORTS DO YOU GAMBLE ON? (SELECT ALL THAT APPLY)

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



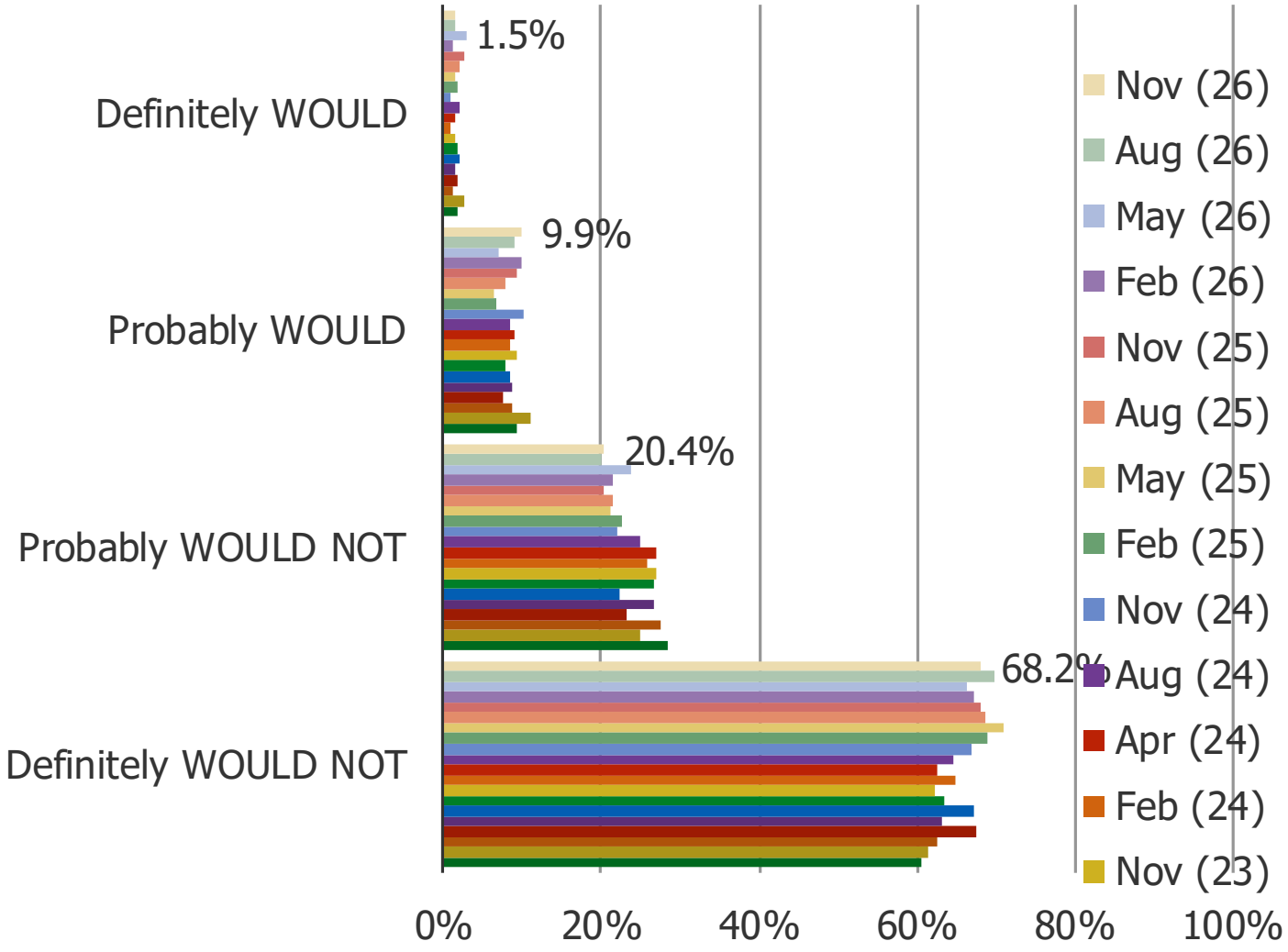
WOULD YOU CONSIDER GAMBLING ON SPORTS IN THE FUTURE?

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



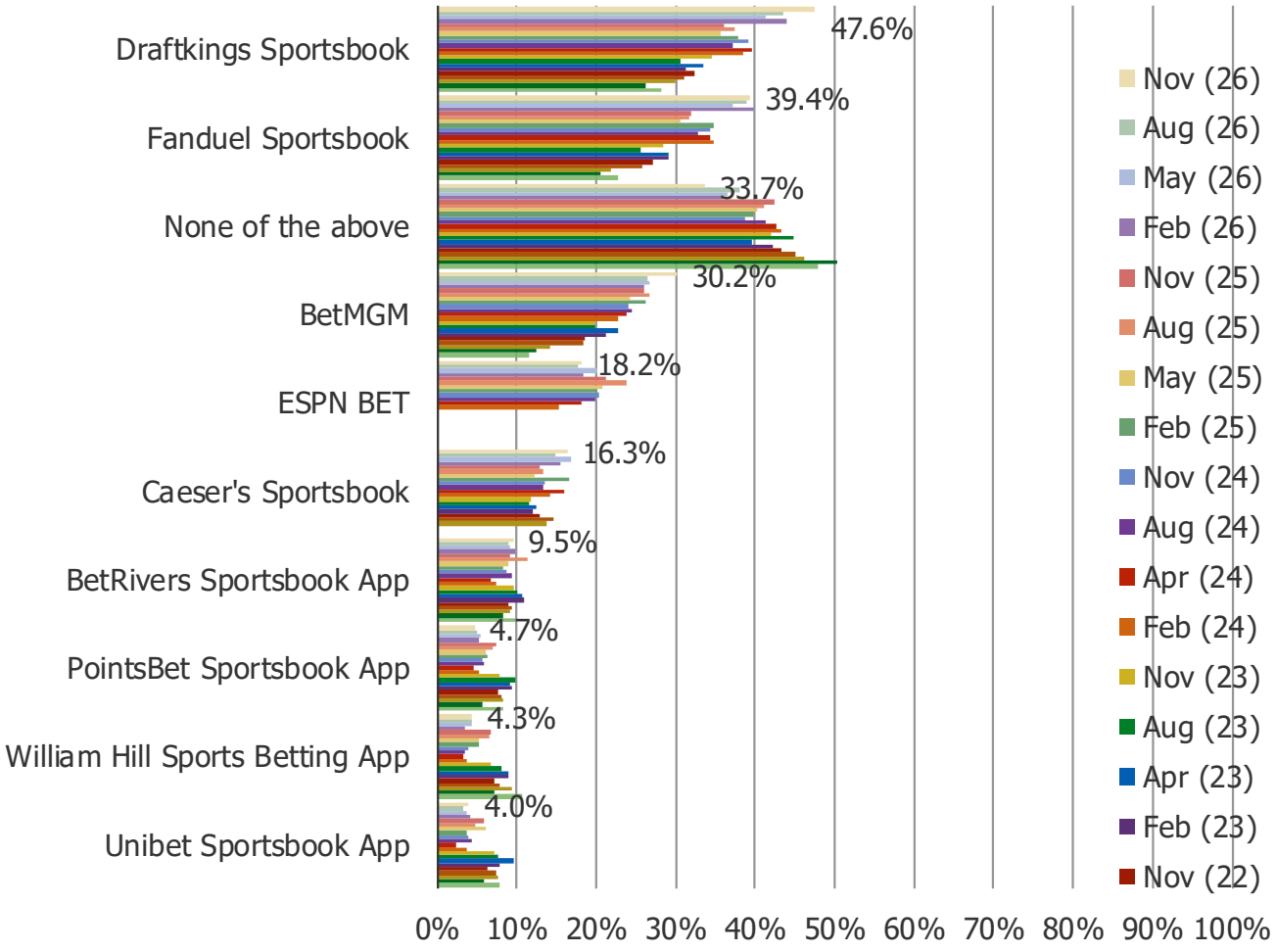
IF SPORTS GAMBLING BECAME LEGAL IN YOUR STATE, WOULD YOU BE INTERESTED IN GAMBLING ON SPORTS?

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.



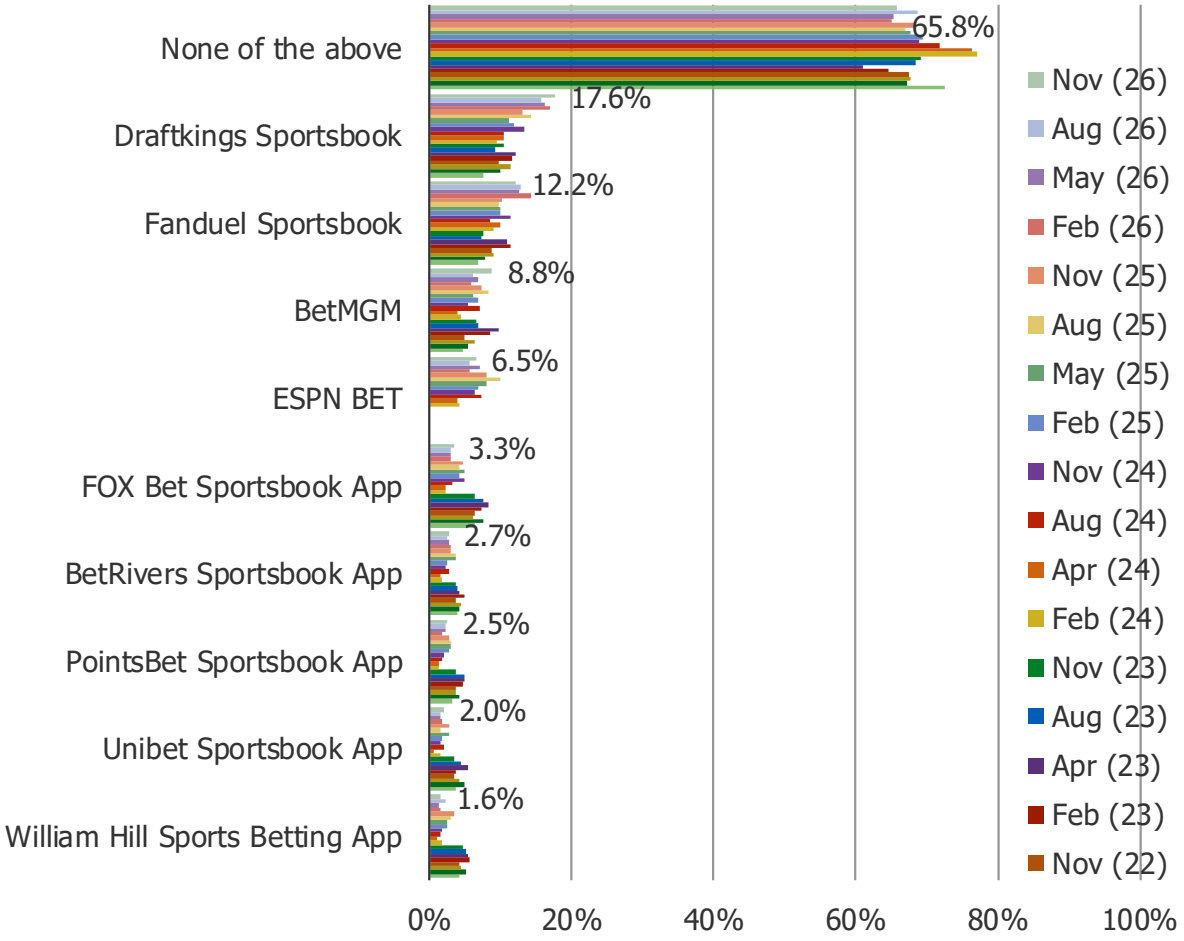
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING SITES/APPS?

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.

