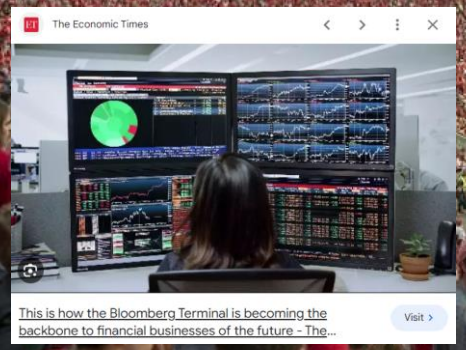
USA –P21+ Planning to BET on NCAA FOOTBALL – 5 Sites/Apps might Use!

Complete Demographic & Media Use Profiles

NCAA FOOTBALL

Complete Demographic, Psychographic, and Total Media Usage Profiles of P21+ who Plan to BET on NCAA Football in the next 12mos and say they might use DRAFTKINGS, FANDUEL, BETMGM, CAESARS, or POINTSBET as of April 2024!

BETMGM · CAESARS SPORTSBOOK · DRAFTKINGS · FANDUEL · POINTSBET



P21+

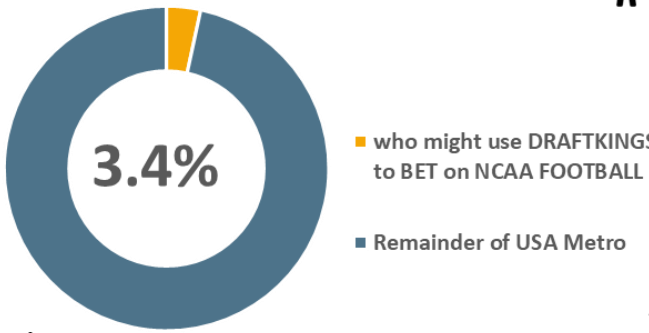
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB

3.4% or 8,424,003 of USA Adults 21 or older might use DRAFTKINGS to BET on NCAA FOOTBALL.
Typical Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL are 44.2 years old (12.4% younger than average) and have a $123,202 (36.9% higher than average) annual household income.

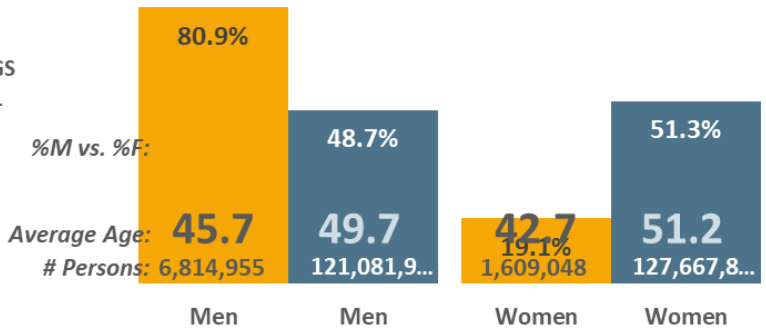
Percent of Market: Adults 21 or older



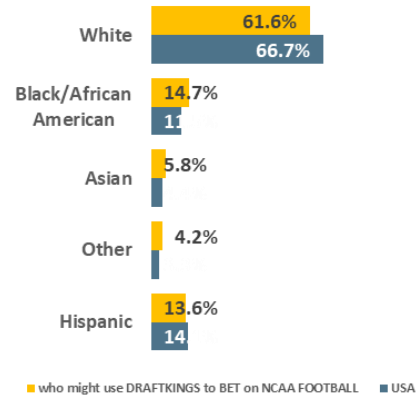
Total Persons:



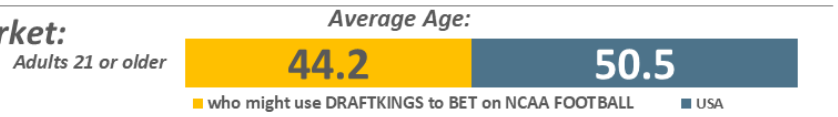
Gender of Target vs. Market: Adults 21 or older

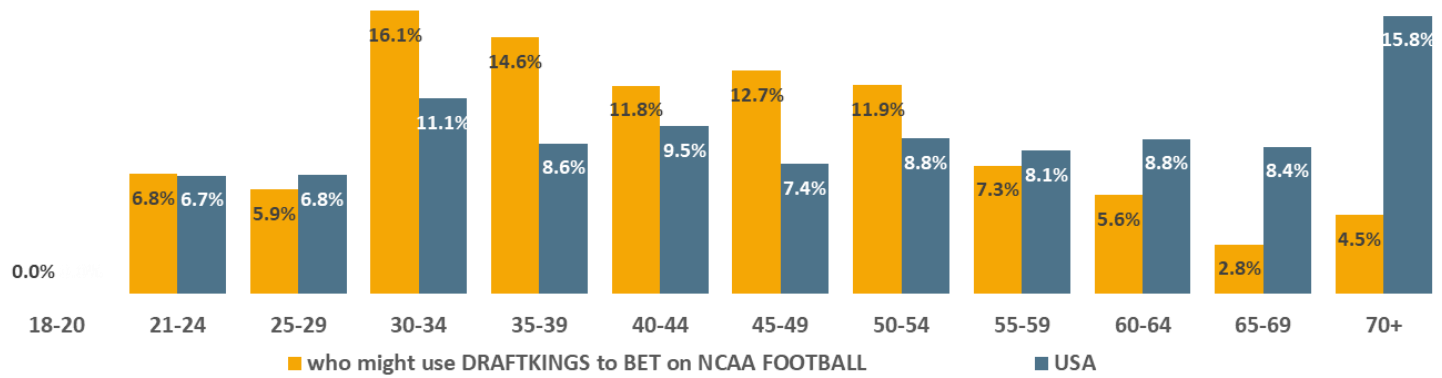


Ethnicity of Target vs. Market:

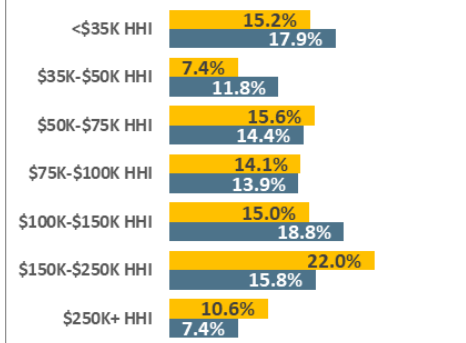


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI:



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

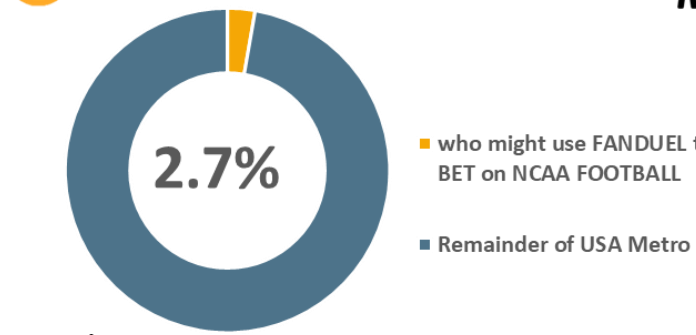
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

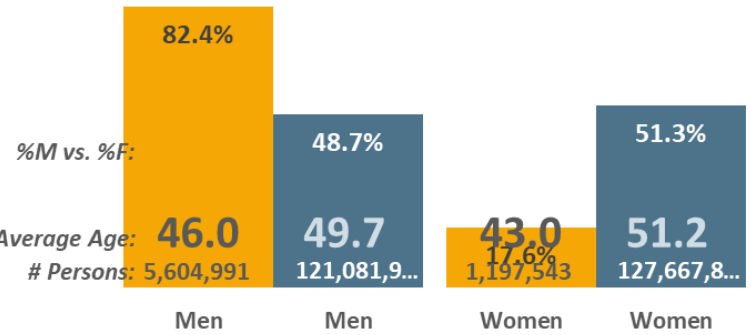
2.7% or 6,802,534 of USA Adults 21 or older might use FANDUEL to BET on NCAA FOOTBALL.
Typical Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL are 44.5 years old (11.8% younger than average) and have a $125,238 (39.1% higher than average) annual household income.

Percent of Market: Adults 21 or older

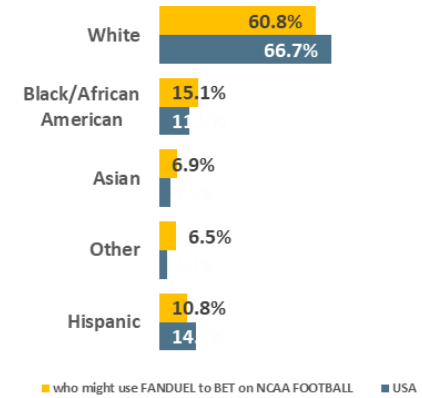


Total Persons:
6,802,534 | 241,947,238

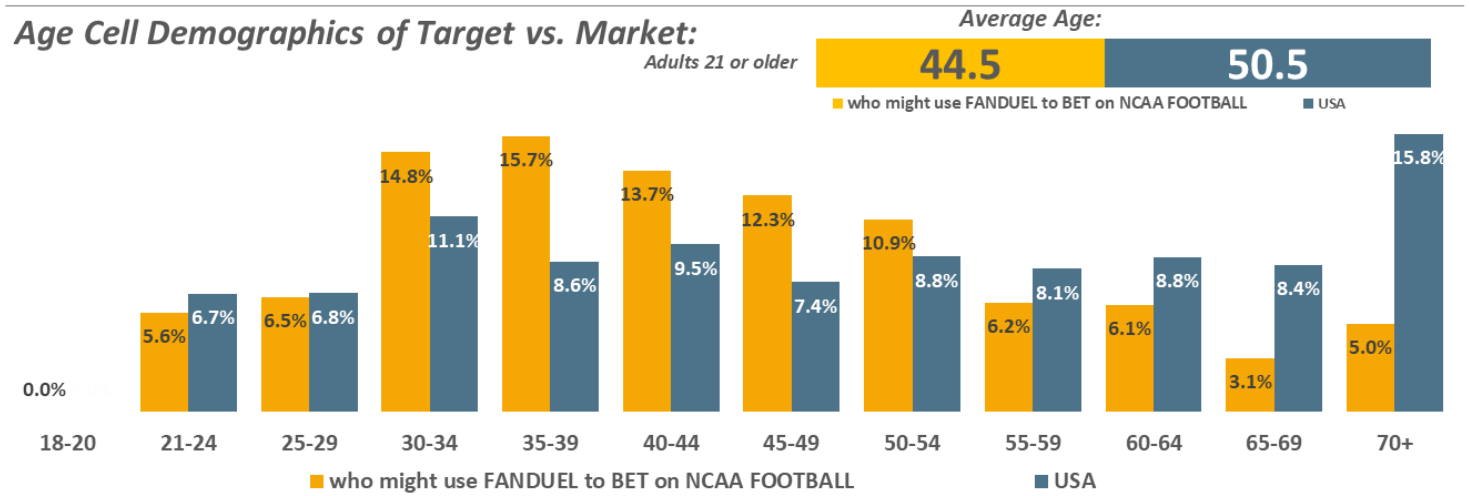
Gender of Target vs. Market: Adults 21 or older



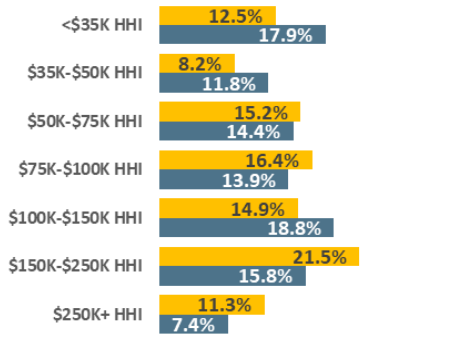
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $125,238 | $90,019

USA | USA Projection | Scarborough R1 2024: Feb23-Apr24 | Qual Intab | 1,049

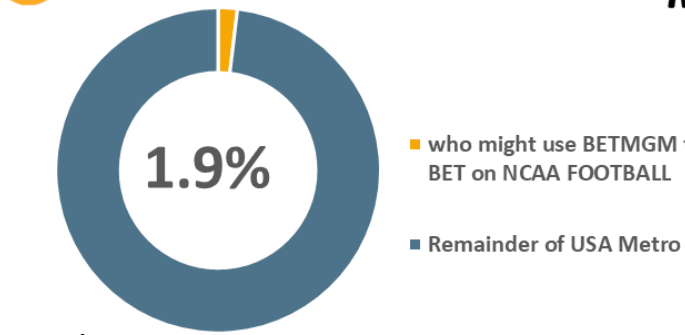
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USA Jan23-Feb24 | USA Projection | Qual Intab | 22,851

[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

1.9% or 4,728,135 of USA Adults 21 or older might use BETMGM to BET on NCAA FOOTBALL.
Typical Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL are 42.8 years old (15.1% younger than average) and have a $111,643 (24.% higher than average) annual household income.

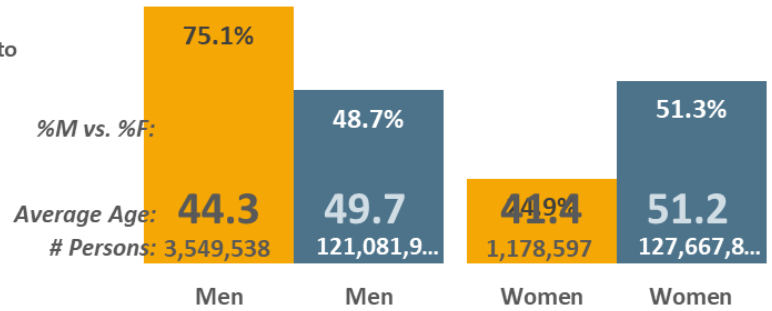
Percent of Market: Adults 21 or older



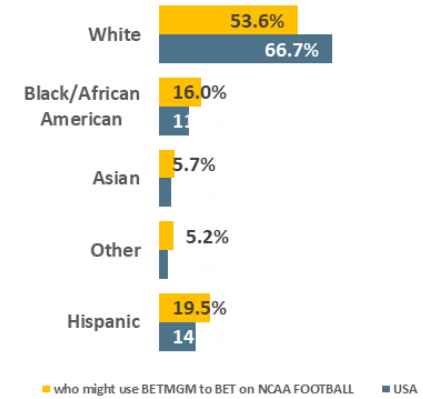
Total Persons:



Gender of Target vs. Market: Adults 21 or older



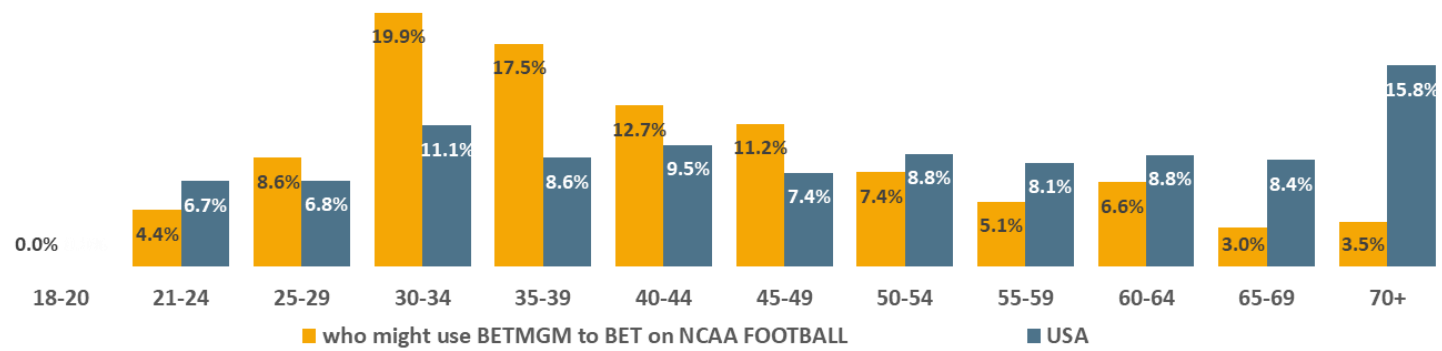
Ethnicity of Target vs. Market:



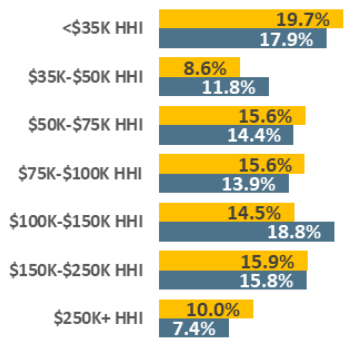
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



Avg HHI:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

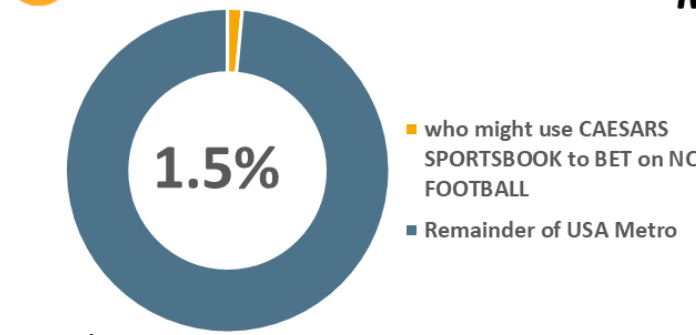
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USA Jan23-Feb24 USA Projection Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

1.5% or 3,644,399 of USA Adults 21 or older might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL. Typical Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL are 45.8 years old (9.3% younger than average) and have a $129,597 (44.4% higher than average) annual household income.

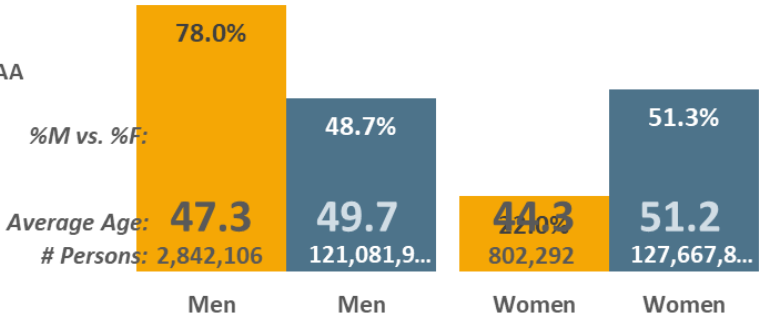
Percent of Market: Adults 21 or older



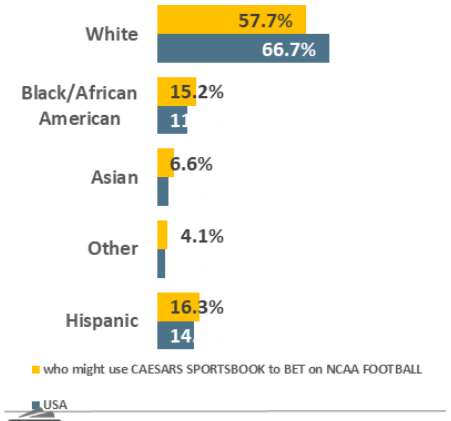
Total Persons:



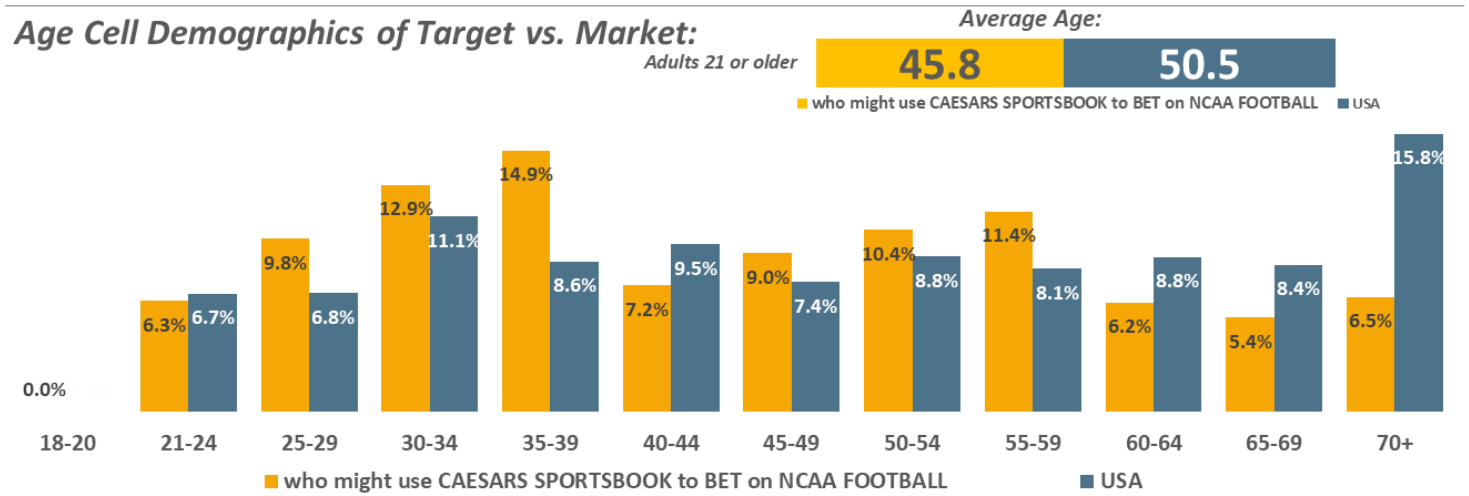
Gender of Target vs. Market: Adults 21 or older



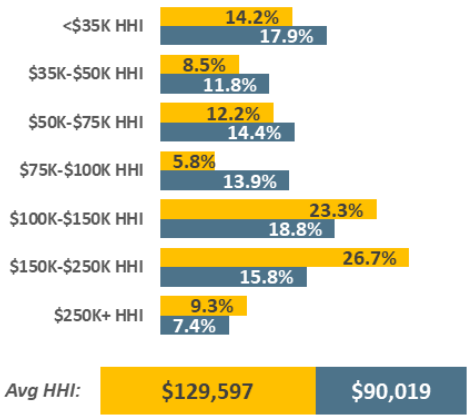
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $129,597 | $90,019

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

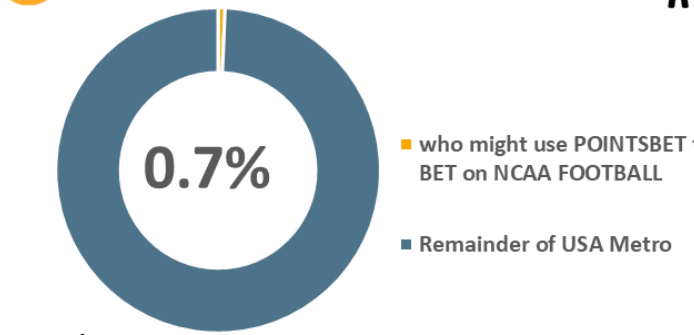
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USA Jan23-Feb24 USA Projection Qual Intab 22,851

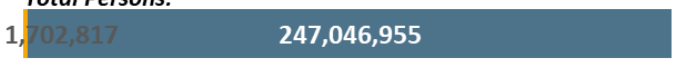
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

.7% or 1,702,817 of USA Adults 21 or older might use POINTSBET to BET on NCAA FOOTBALL.
Typical Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL are 39.4 years old (21.9% younger than average) and have a $92,371 (2.6% higher than average) annual household income.

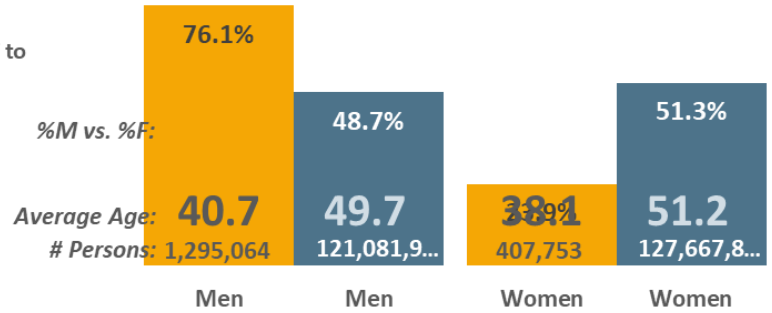
Percent of Market: Adults 21 or older



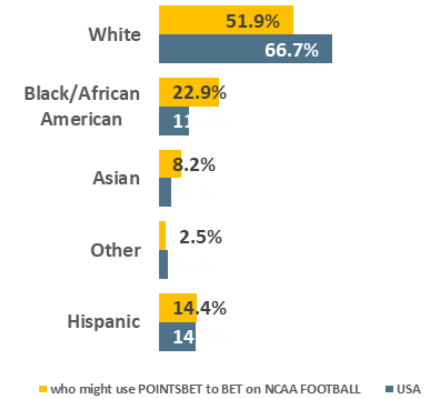
Total Persons:



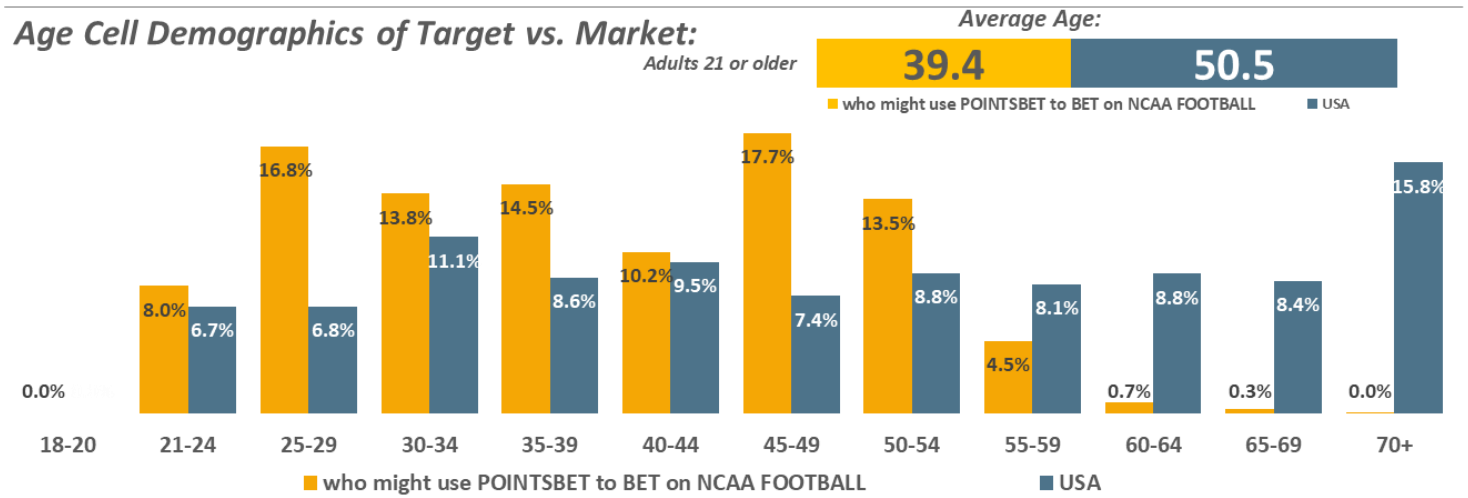
Gender of Target vs. Market: Adults 21 or older



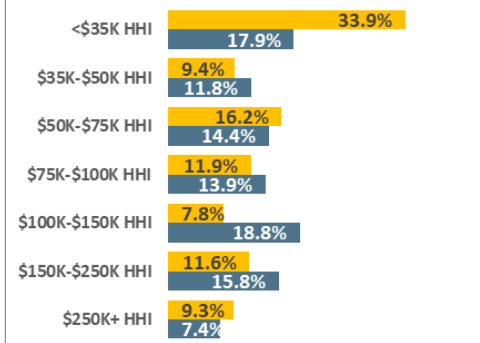
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $92,371 | $90,019

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

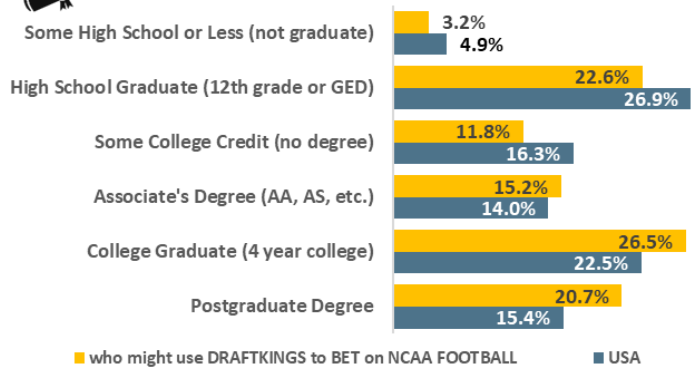
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

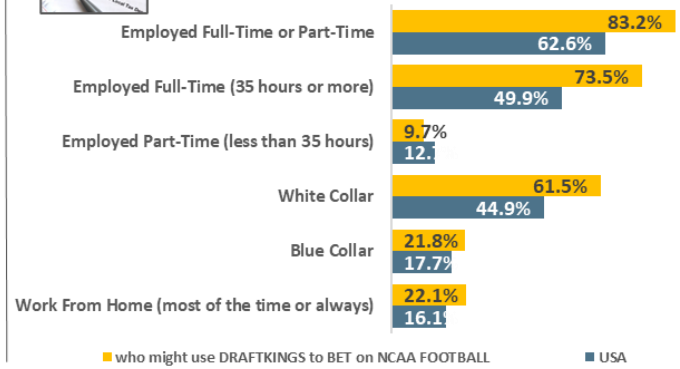
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

3.4% or 8,424,003 of USA Adults 21 or older might use DRAFTKINGS to BET on NCAA FOOTBALL.
Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL are 24.6% more likely to be a college graduate, 47.4% more likely to work full-time, 19.2% more likely to be married, 69.1% more likely to be a parent of 1 or more children under 18.

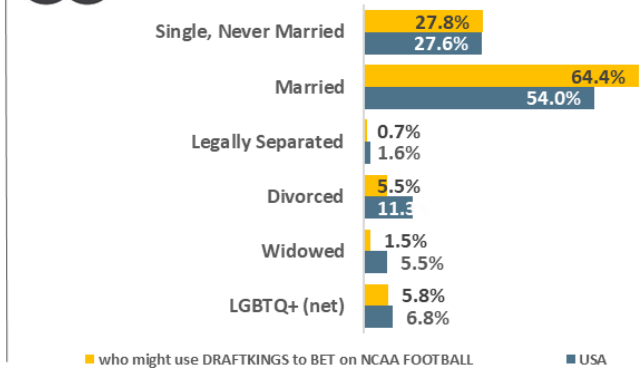
Education Levels: Adults 21 or older



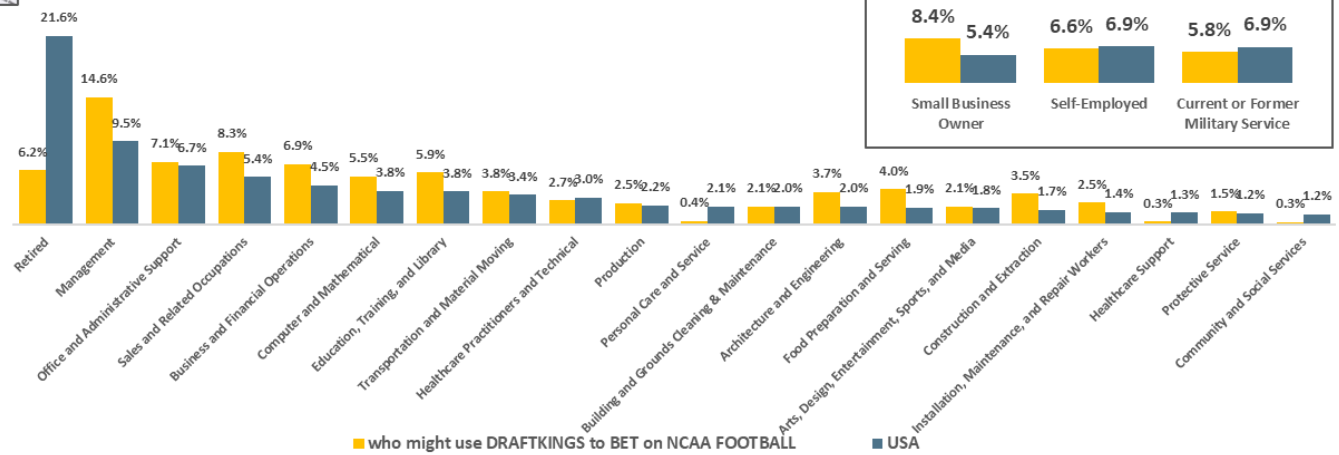
Employment: Adults 21 or older



Marital Status: Adults 21 or older

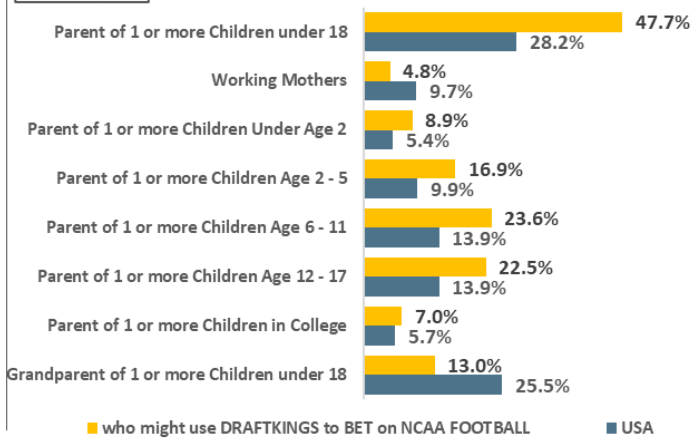


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

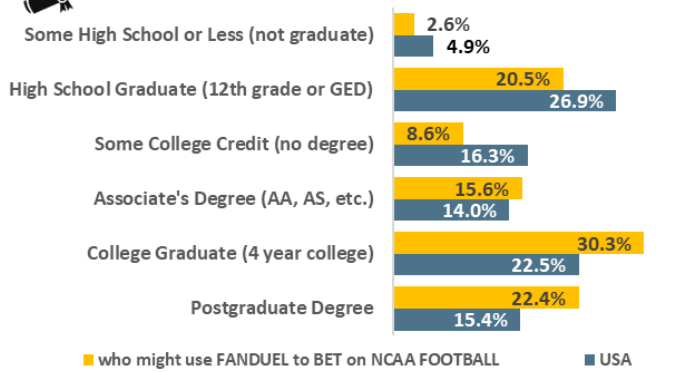
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

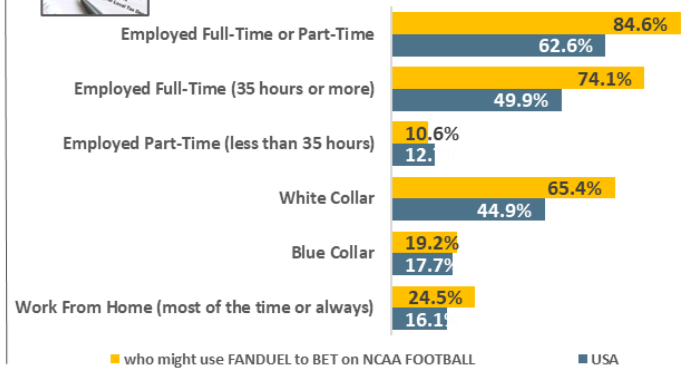
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

2.7% or 6,802,534 of USA Adults 21 or older might use FANDUEL to BET on NCAA FOOTBALL.
Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL are 39.3% more likely to be a college graduate, 48.5% more likely to work full-time, 19.8% more likely to be married, 73.8% more likely to be a parent of 1 or more children under 18.

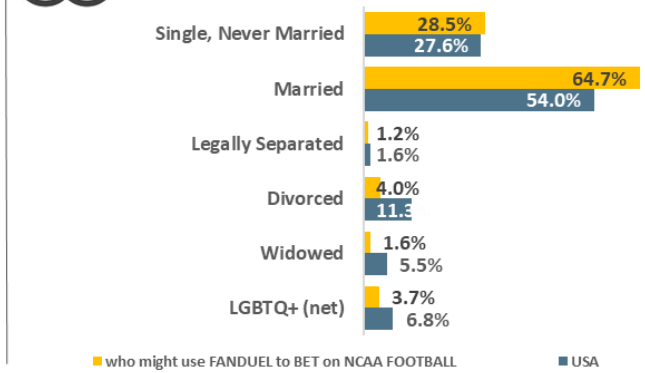
Education Levels: Adults 21 or older



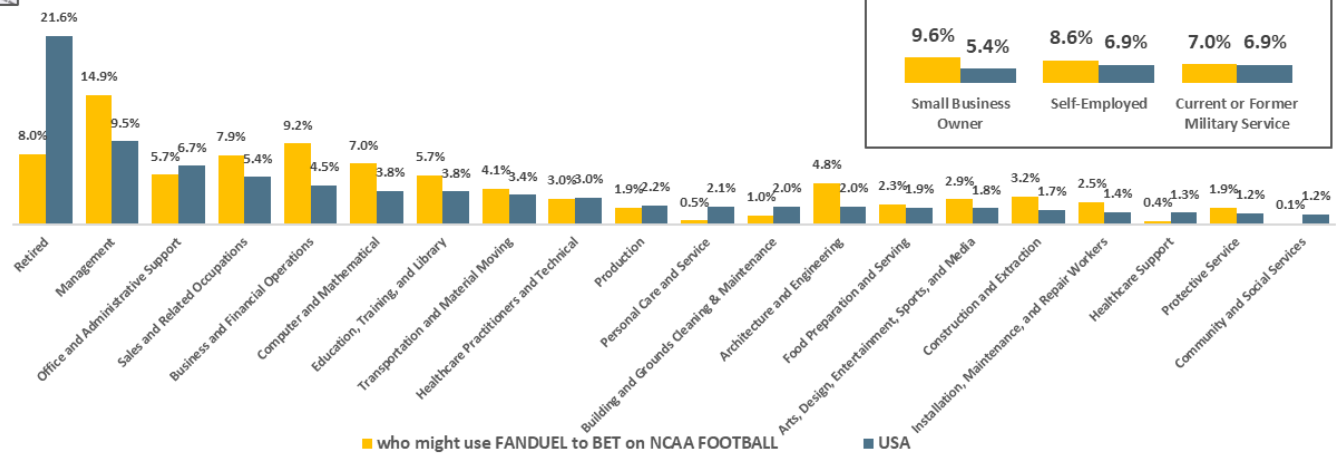
Employment: Adults 21 or older



Marital Status: Adults 21 or older

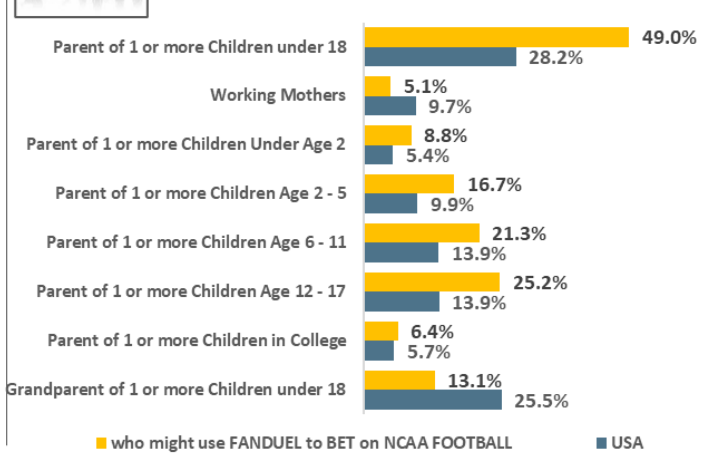


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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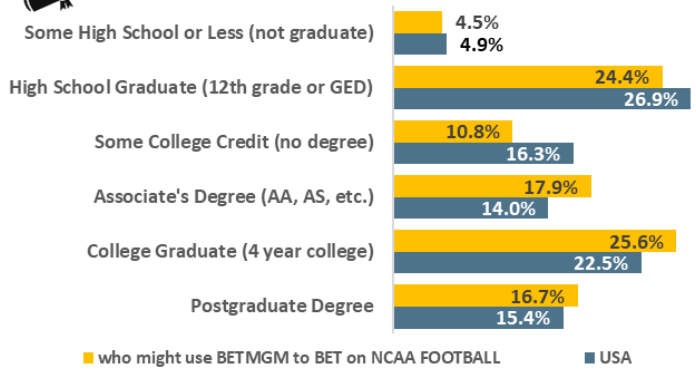
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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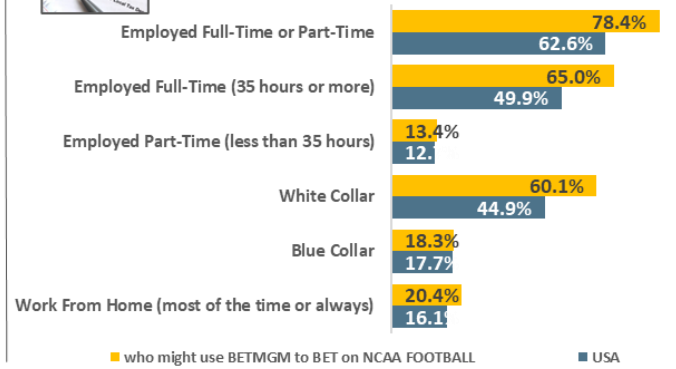
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

1.9% or 4,728,135 of USA Adults 21 or older might use BETMGM to BET on NCAA FOOTBALL.
Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL are 11.8% more likely to be a college graduate, 30.4% more likely to work full-time, 25.1% more likely to be married, 89.5% more likely to be a parent of 1 or more children under 18.

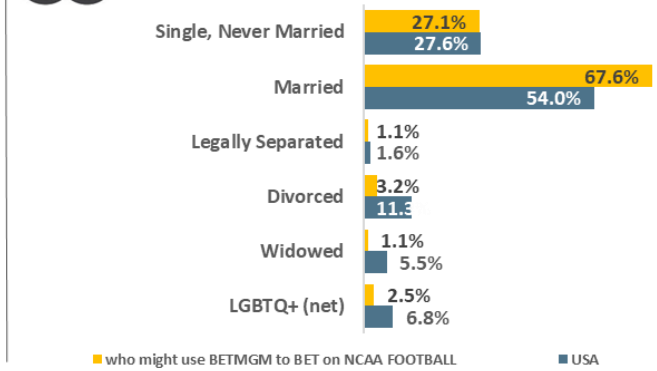
Education Levels: Adults 21 or older



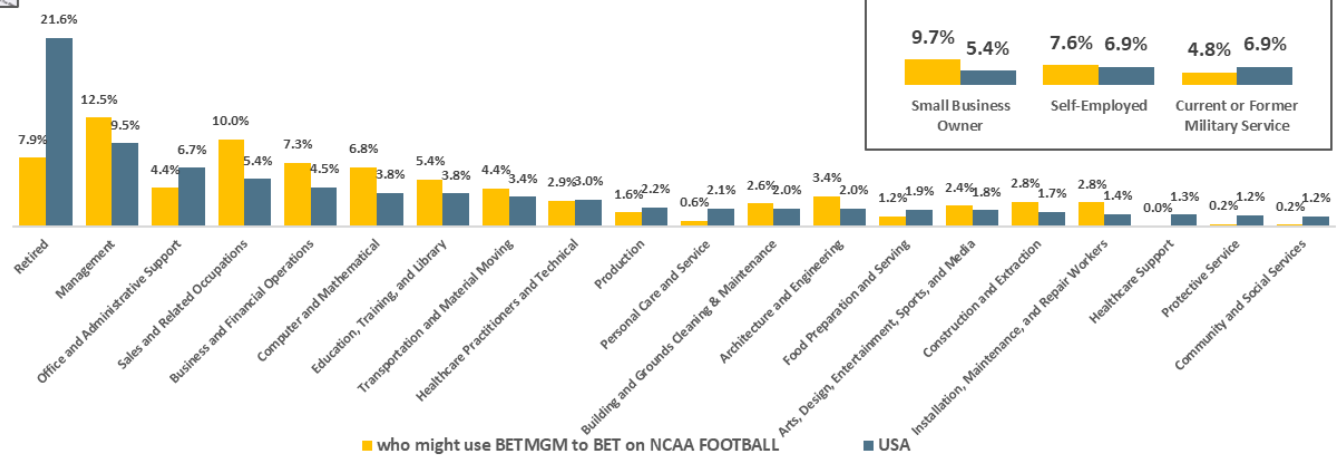
Employment: Adults 21 or older



Marital Status: Adults 21 or older

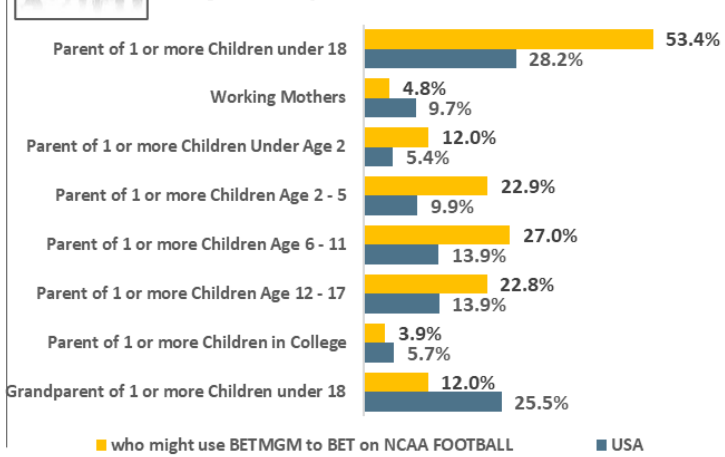


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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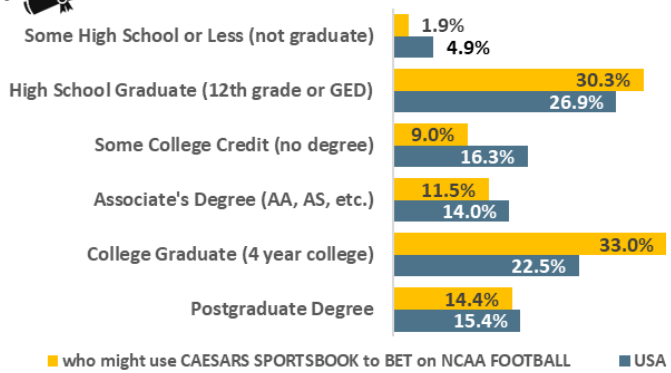
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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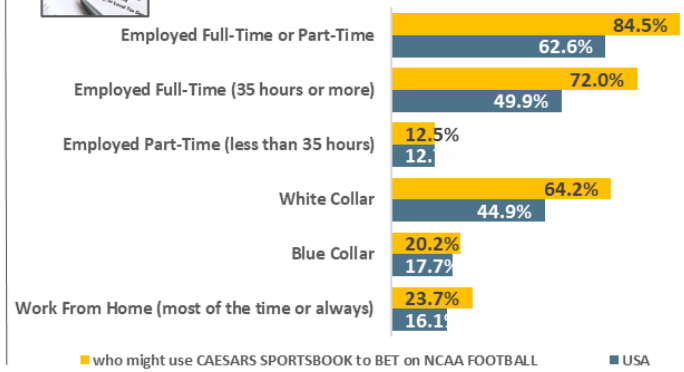
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

1.5% or 3,644,399 of USA Adults 21 or older might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL. Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL are 25.5% more likely to be a college graduate, 44.4% more likely to work full-time, 17.3% more likely to be married, 15.1% more likely to be a parent of 1 or more children under 1

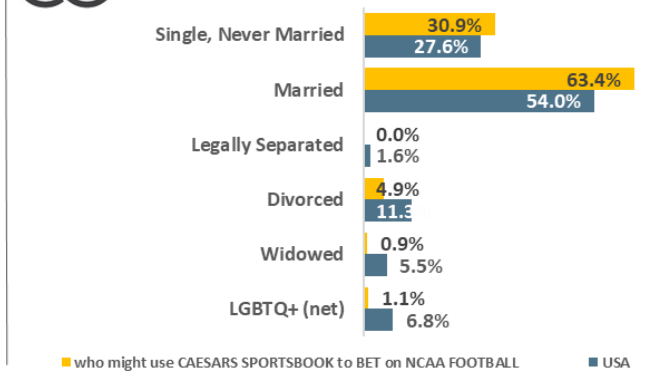
Education Levels: Adults 21 or older



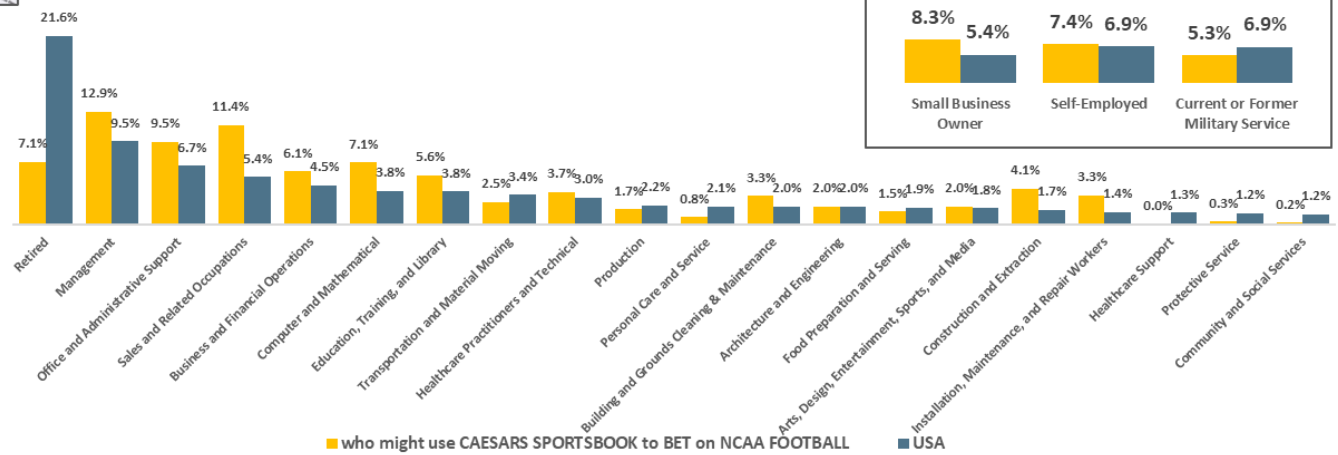
Employment: Adults 21 or older



Marital Status: Adults 21 or older

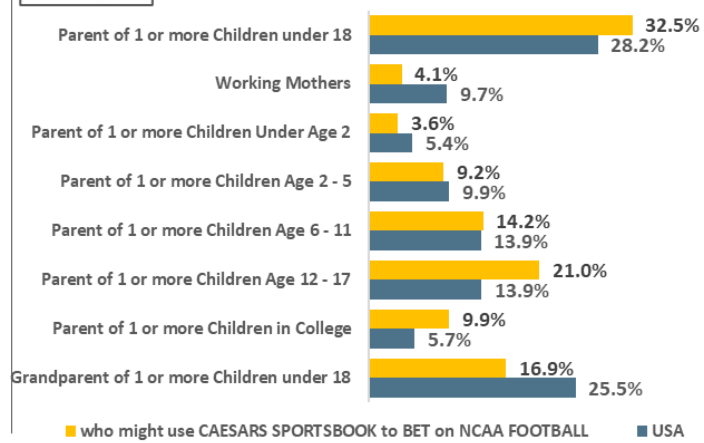


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

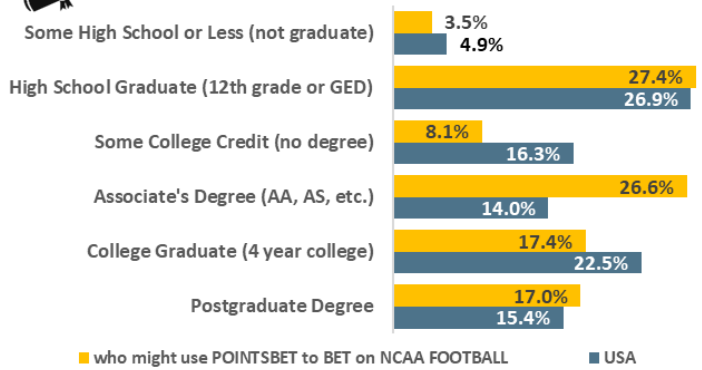
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

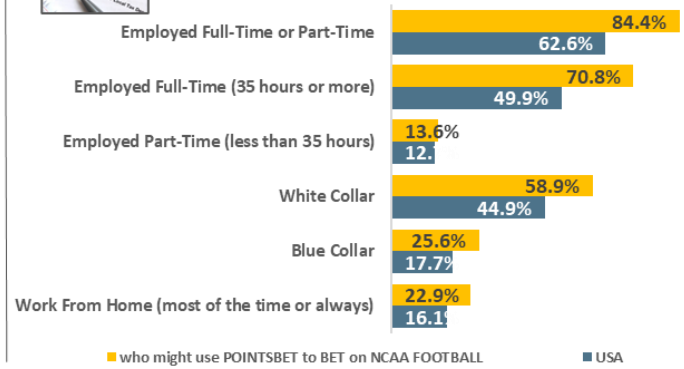
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

.7% or 1,702,817 of USA Adults 21 or older might use POINTSBET to BET on NCAA FOOTBALL.
Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL are 9.1% less likely to be a college graduate, 41.9% more likely to work full-time, 20.9% more likely to be married, 98.5% more likely to be a parent of 1 or more children under 18.

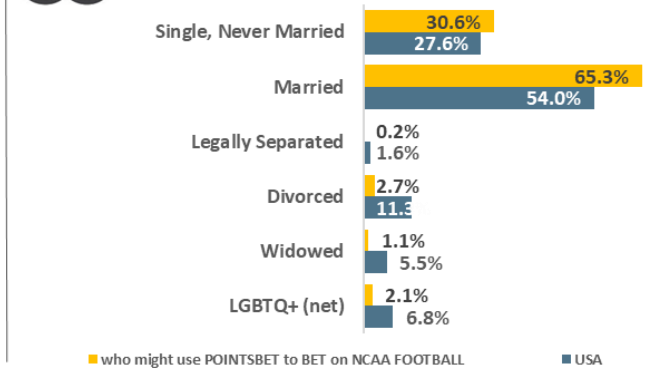
Education Levels: Adults 21 or older



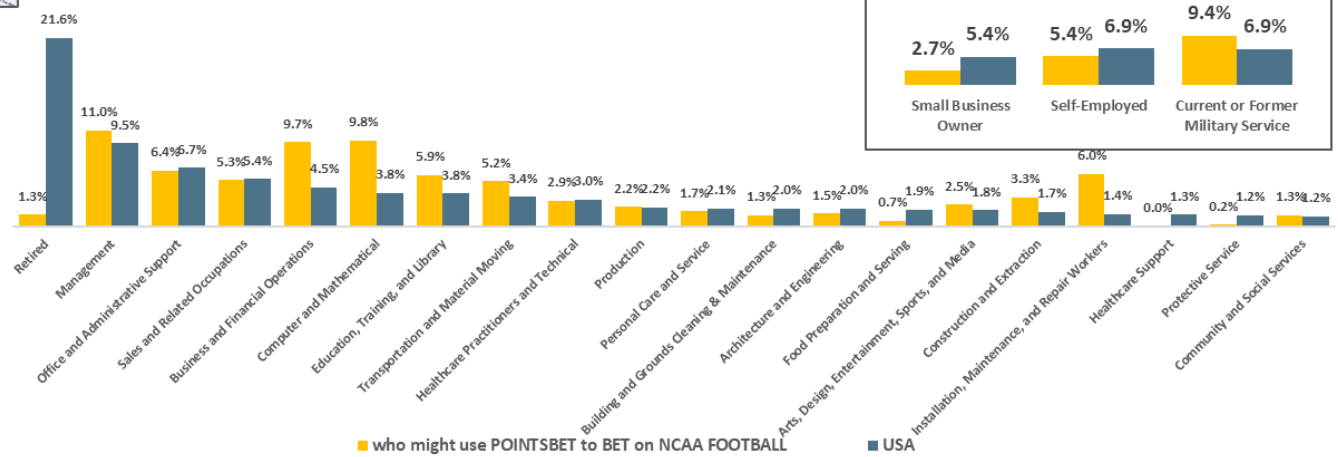
Employment: Adults 21 or older



Marital Status: Adults 21 or older

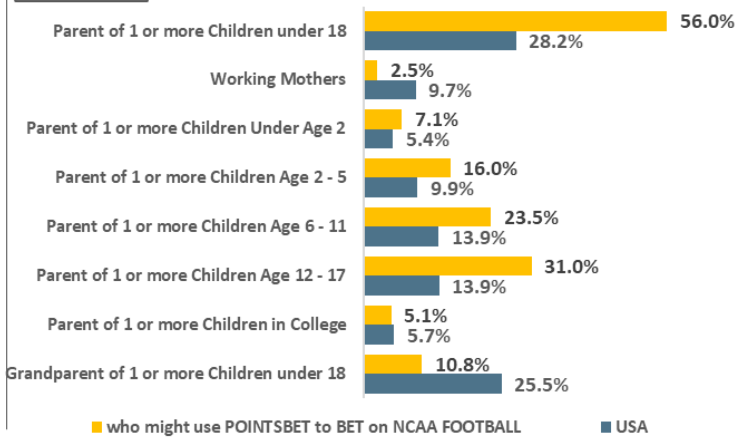


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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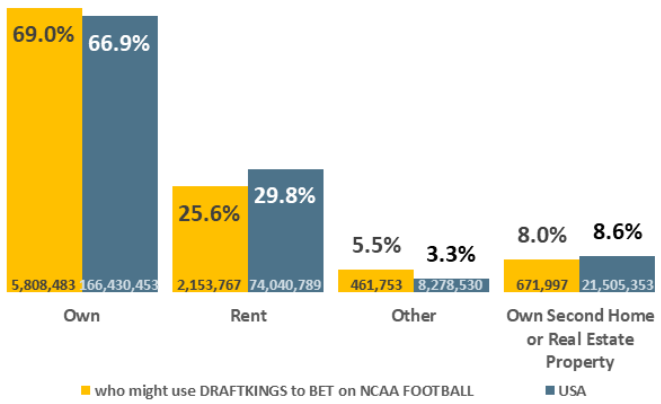
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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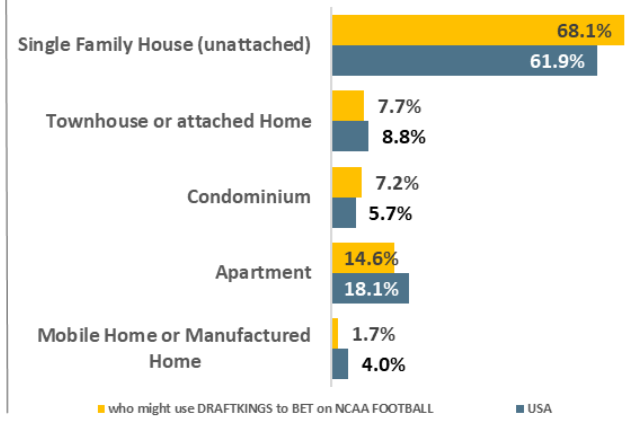
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

3.4% or 8,424,003 of USA Adults 21 or older might use DRAFTKINGS to BET on NCAA FOOTBALL.
Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL are 3.1% more likely to own their home, 20.5% more likely to own a higher valued home, 10.% more likely to have a single-family home, 1.7% more likely to have a dog.

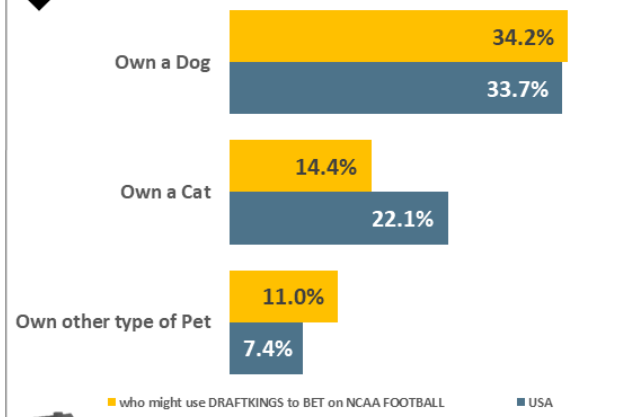
Own/Rent/Other: Adults 21 or older



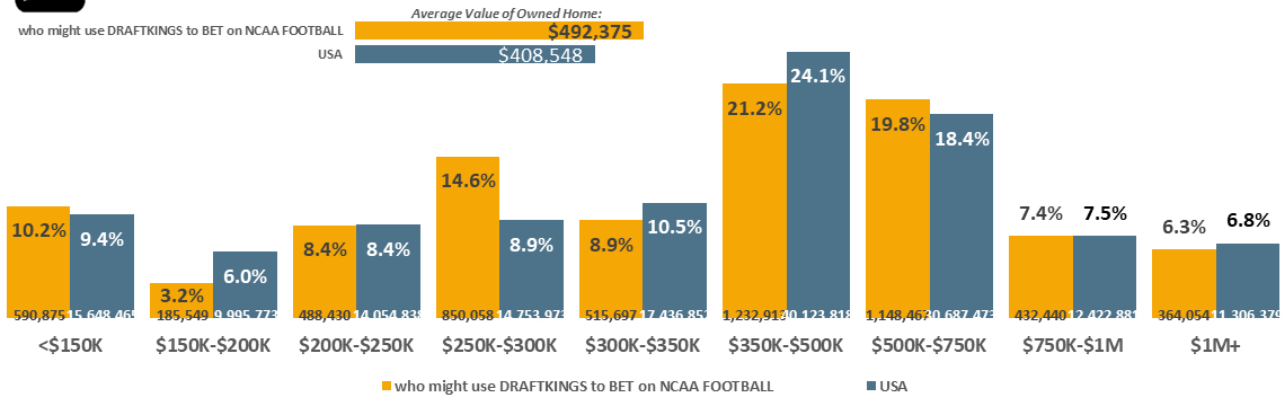
Type of Home: Adults 21 or older



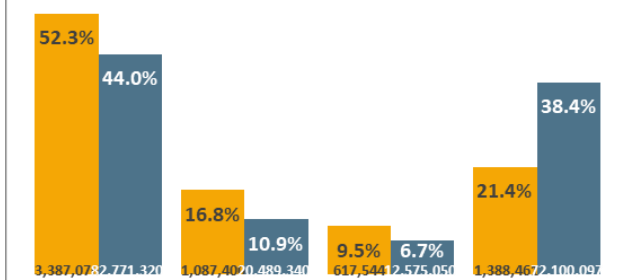
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

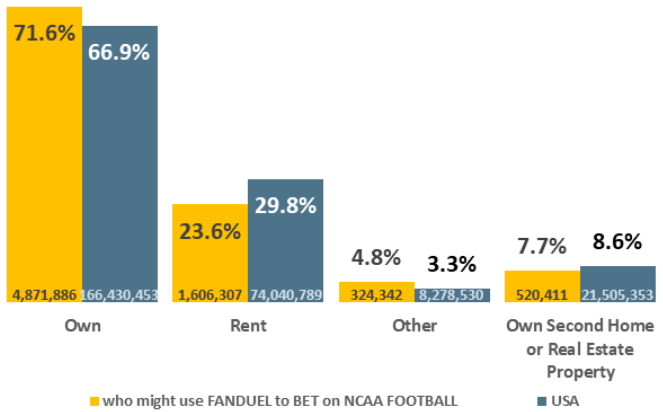
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

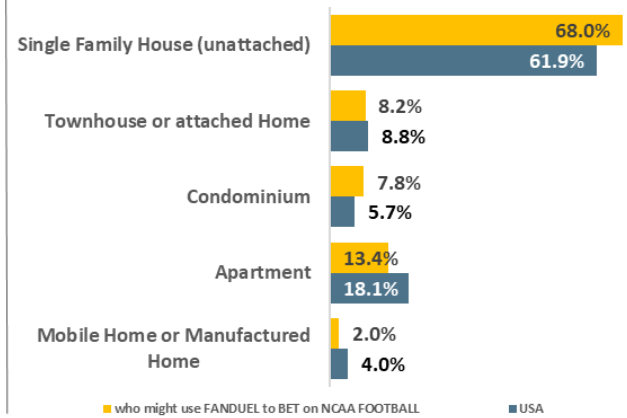
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

2.7% or 6,802,534 of USA Adults 21 or older might use FANDUEL to BET on NCAA FOOTBALL.
Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL are 7.% more likely to own their home, 27.3% more likely to own a higher valued home, 9.8% more likely to have a single-family home, 9.9% more likely to have a dog.

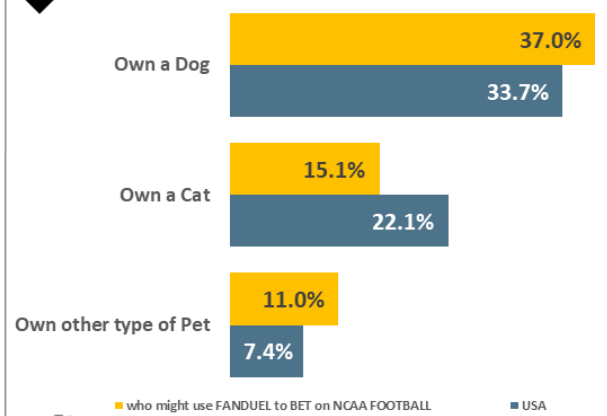
Own/Rent/Other: Adults 21 or older



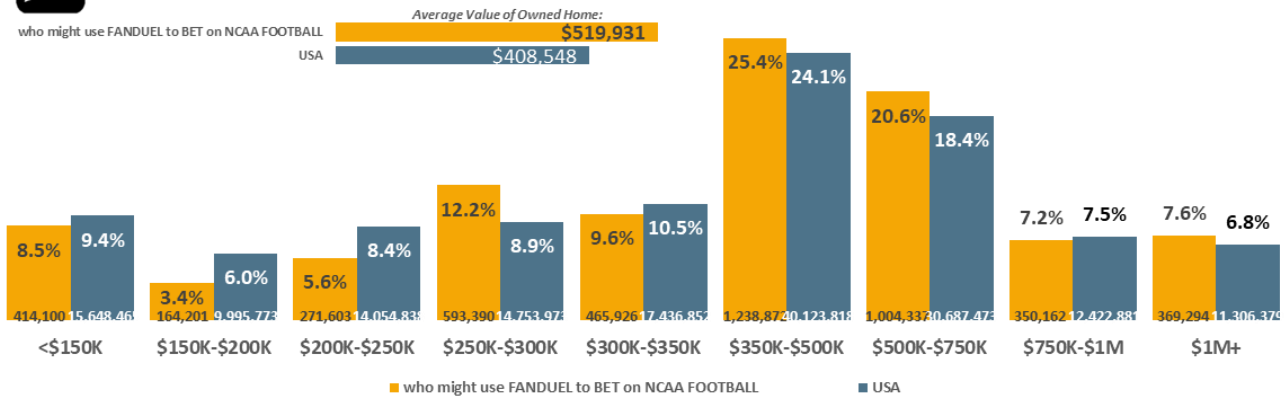
Type of Home: Adults 21 or older



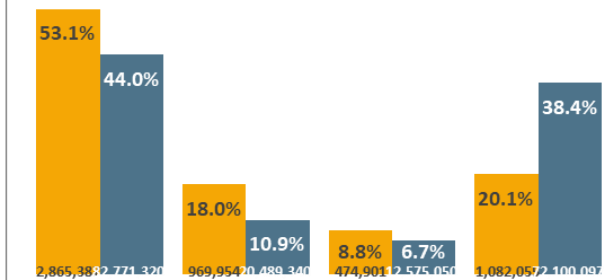
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

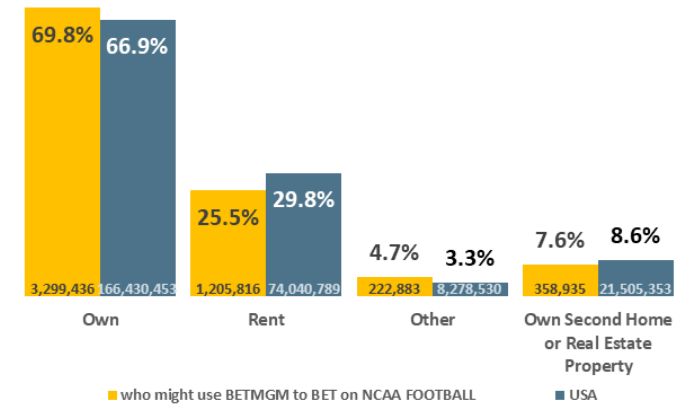
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

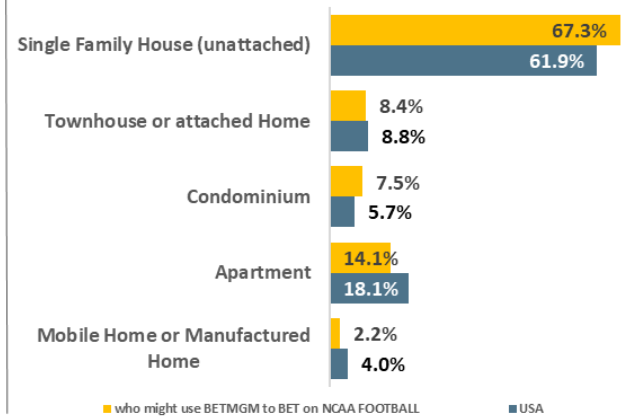
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

1.9% or 4,728,135 of USA Adults 21 or older might use BETMGM to BET on NCAA FOOTBALL.
Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL are 4.3% more likely to own their home, 16.5% more likely to own a higher valued home, 8.7% more likely to have a single-family home, 14.% more likely to have a dog.

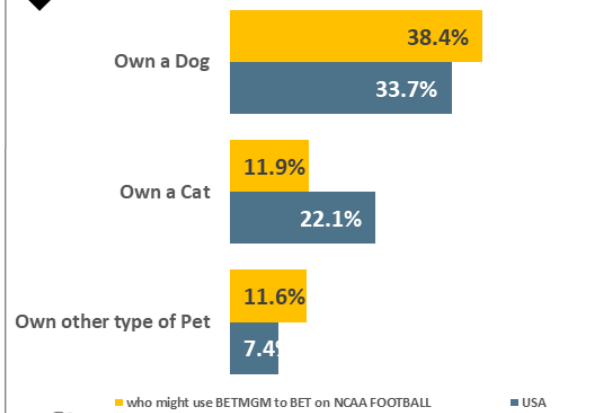
Own/Rent/Other: Adults 21 or older



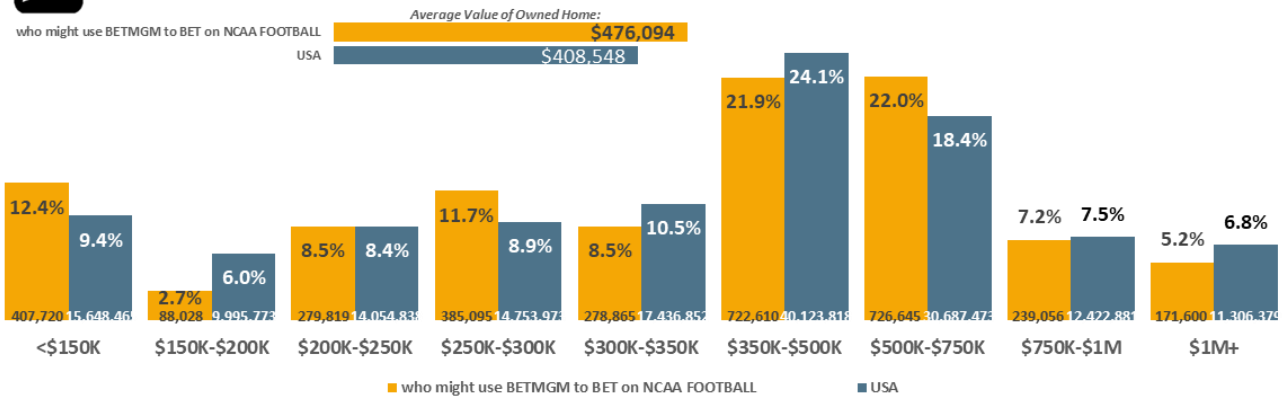
Type of Home: Adults 21 or older



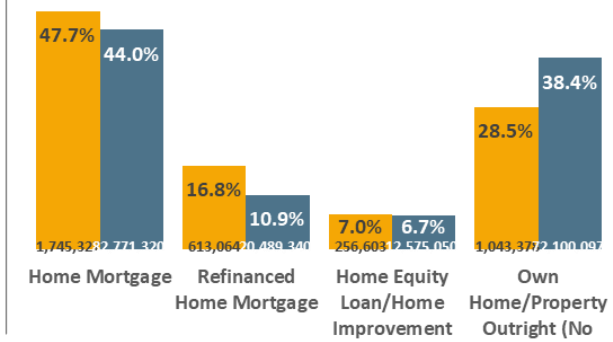
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

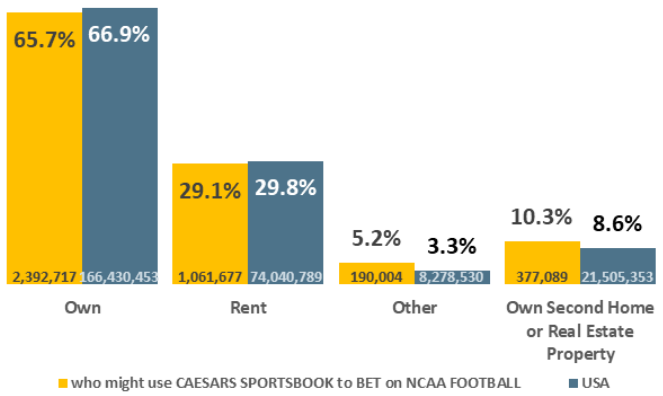
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

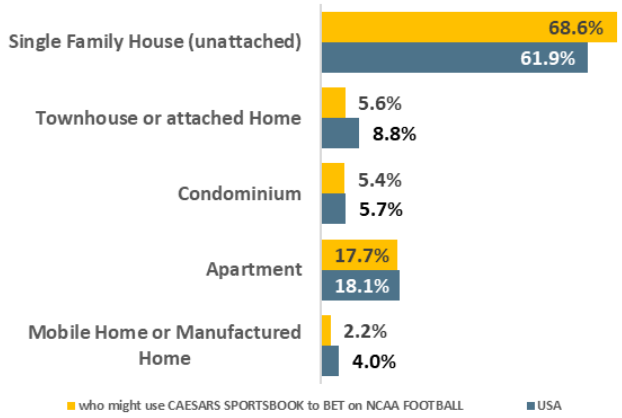
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

1.5% or 3,644,399 of USA Adults 21 or older might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL. Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL are 1.9% less likely to own their home, 34.% more likely to own a higher valued home, 10.8% more likely to have a single-family home, 10.1% more likely to have a dog.

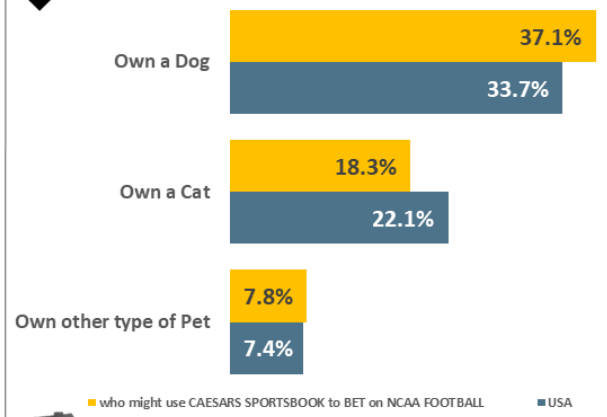
Own/Rent/Other: Adults 21 or older



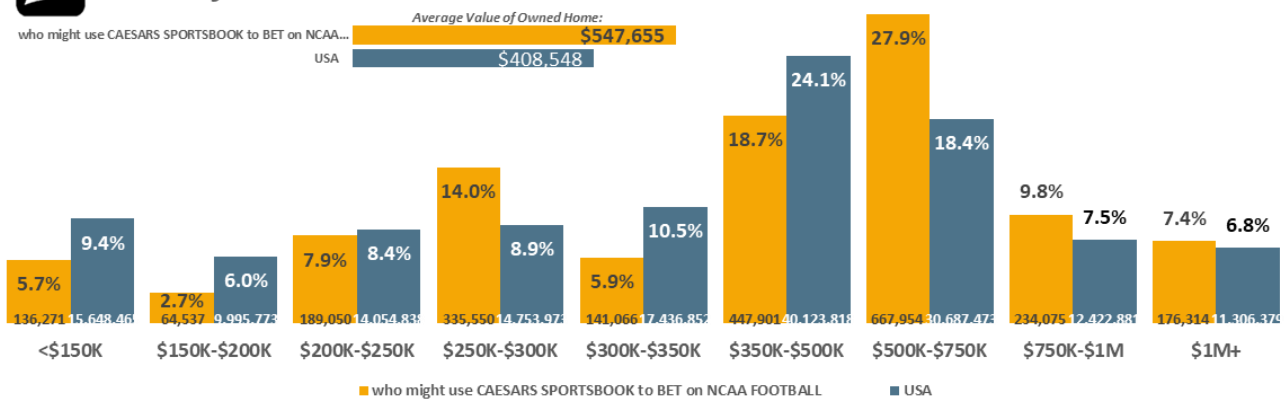
Type of Home: Adults 21 or older



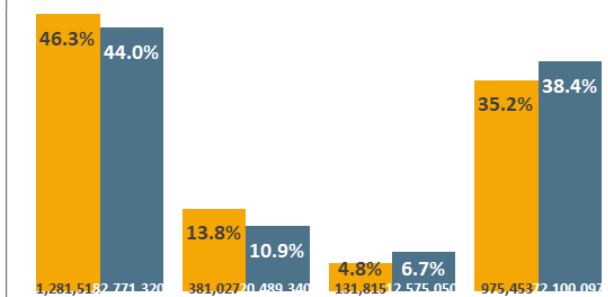
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

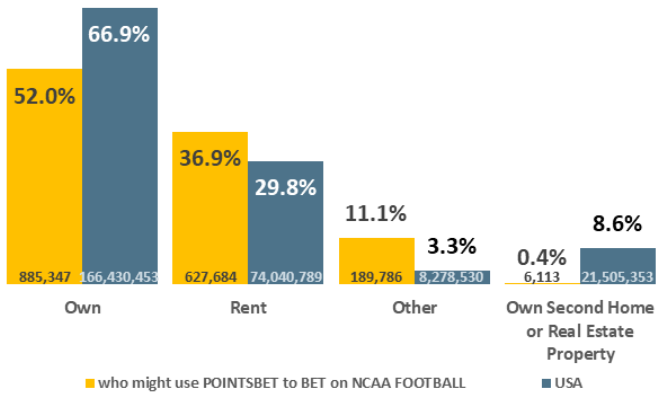
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

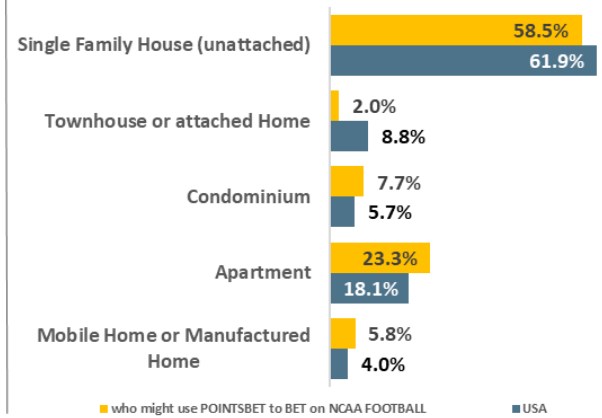
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.7% or 1,702,817 of USA Adults 21 or older might use POINTSBET to BET on NCAA FOOTBALL.
Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL are 22.3% less likely to own their home, 36.2% more likely to own a higher valued home, 5.6% less likely to have a single-family home, 29.4% more likely to have a dog.

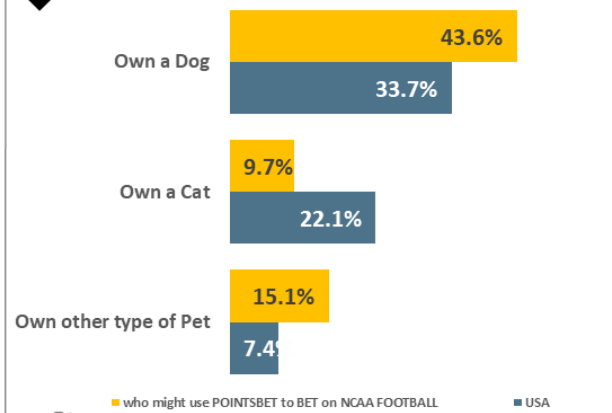
Own/Rent/Other: Adults 21 or older



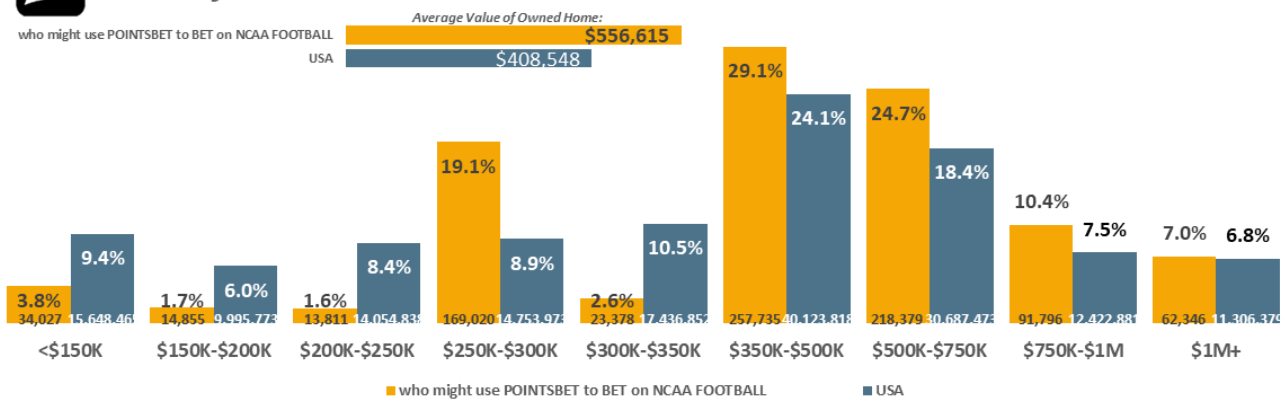
Type of Home: Adults 21 or older



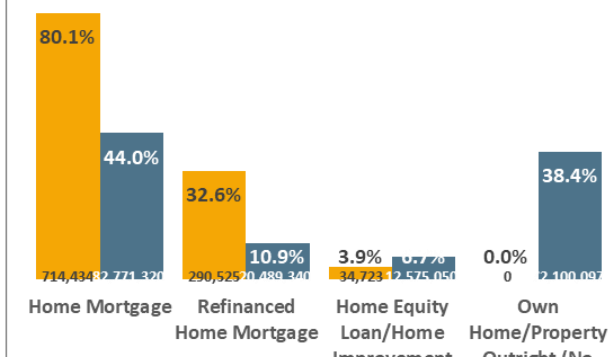
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

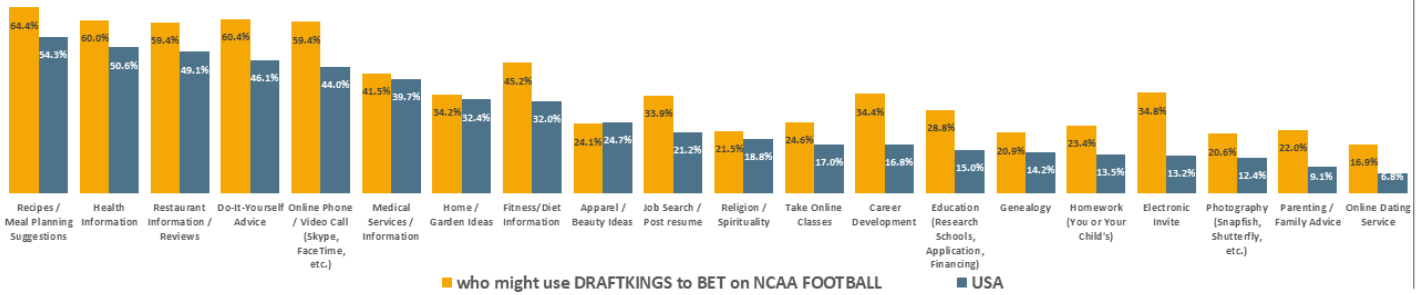
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

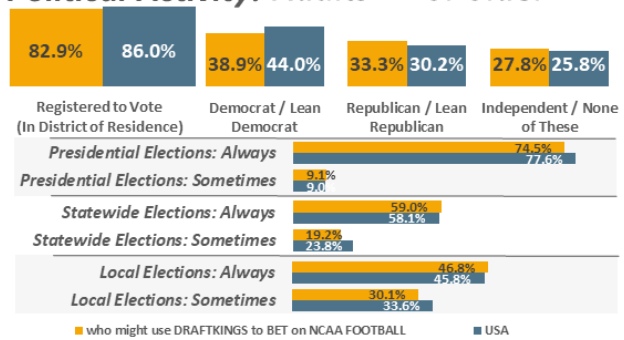
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

3.4% or 8,424,003 of USA Adults 21 or older might use DRAFTKINGS to BET on NCAA FOOTBALL.
Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL are 31.2% more likely to look up D-I-Y advice online, 2.% more likely to always vote in local elections, 12.3% less likely to belong to a gym, 19.1% more likely to fly domestic past yr.

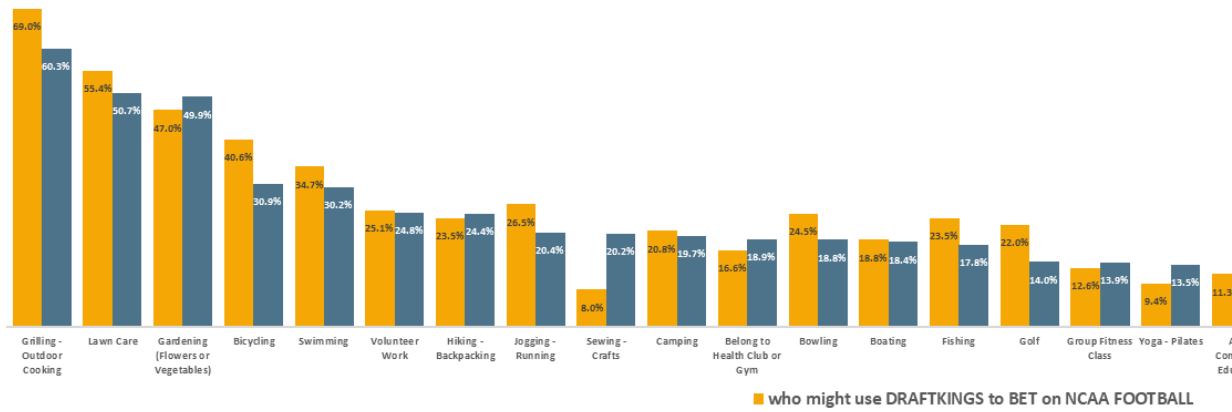
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



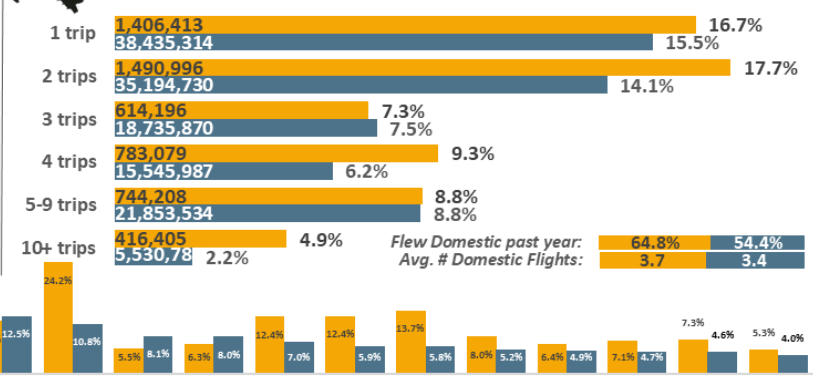
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

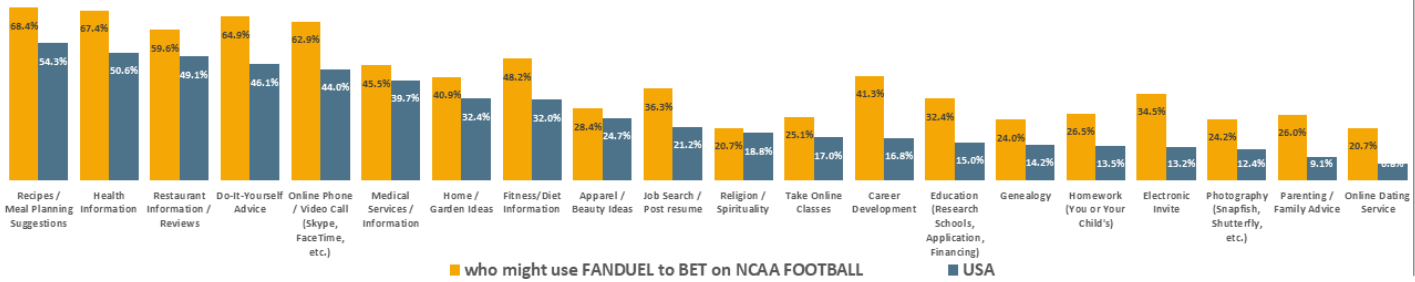
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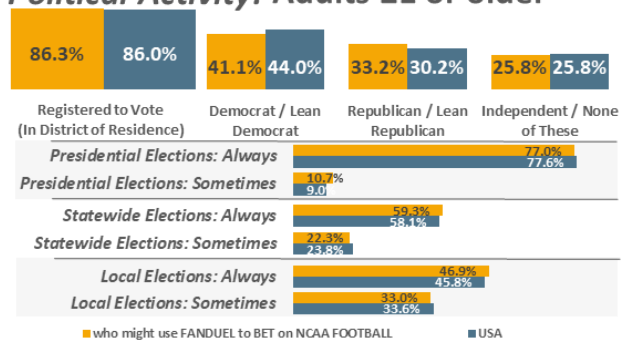
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2.7% or 6,802,534 of USA Adults 21 or older might use FANDUEL to BET on NCAA FOOTBALL.
Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL are 40.8% more likely to look up D-I-Y advice online, 2.4% more likely to always vote in local elections, 8.% less likely to belong to a gym, 23.9% more likely to fly domestic past yr.

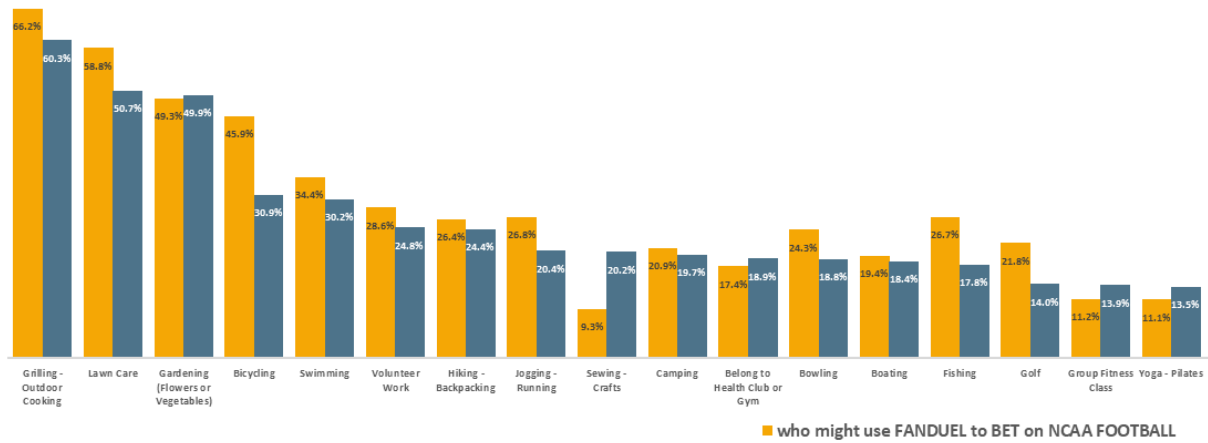
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



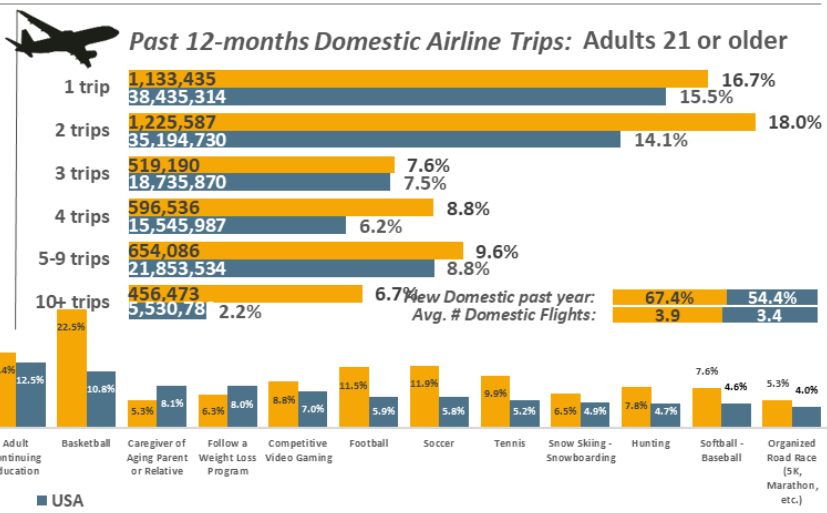
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

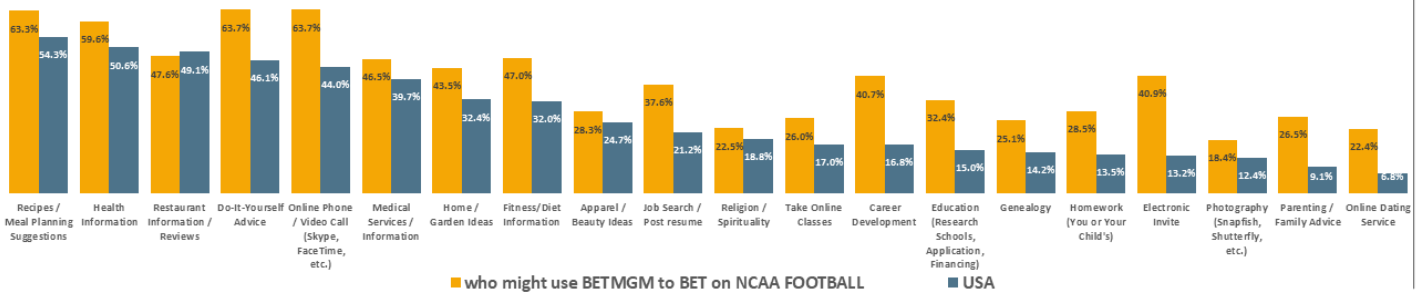
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USA Jan23-Feb24 USA Projection Qual Intab 22,851

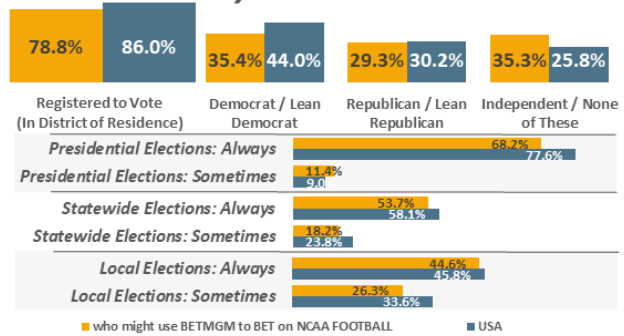
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

1.9% or 4,728,135 of USA Adults 21 or older might use BETMGM to BET on NCAA FOOTBALL.
Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL are 38.1% more likely to look up D-I-Y advice online, 2.6% less likely to always vote in local elections, 12.% less likely to belong to a gym, 19.1% more likely to fly domestic past yr.

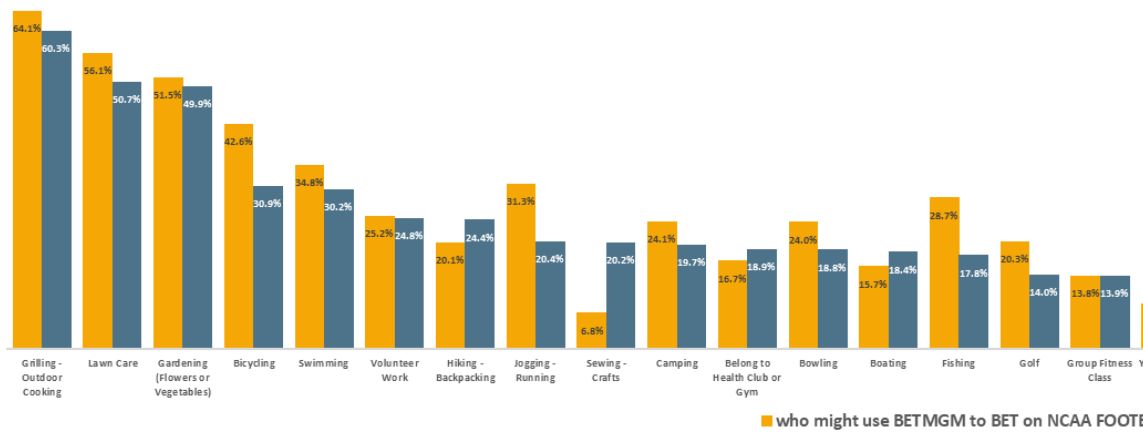
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



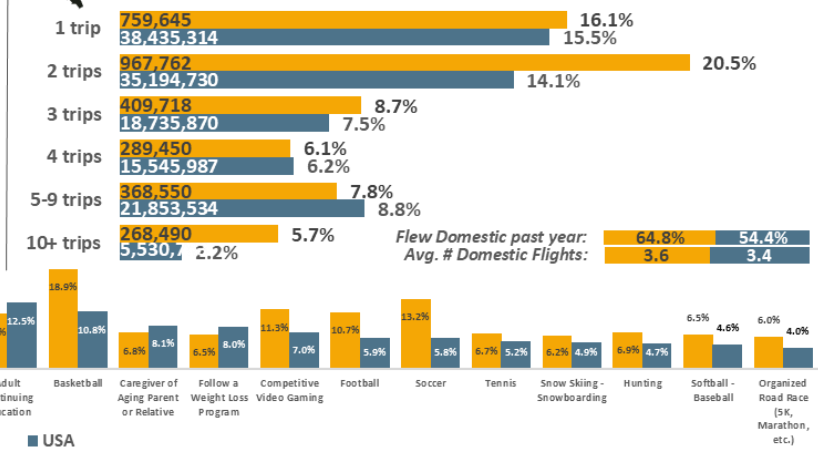
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

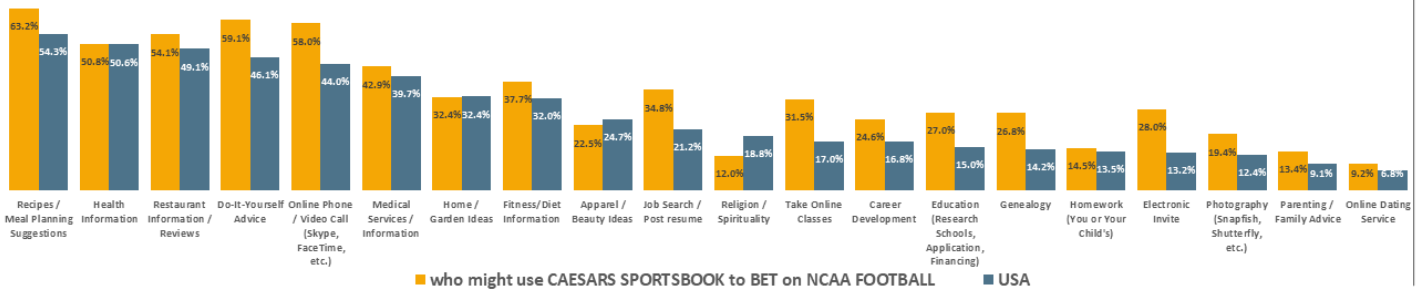
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USA Jan23-Feb24 USA Projection Qual Intab 22,851

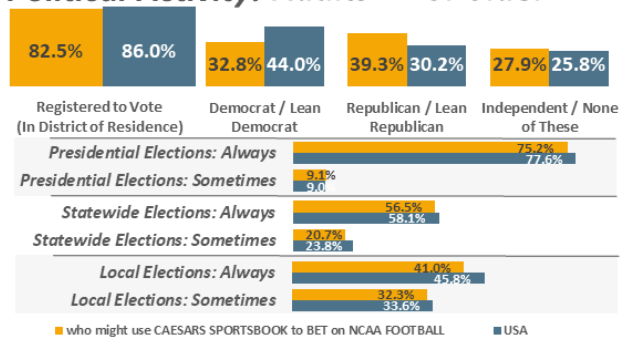
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

1.5% or 3,644,399 of USA Adults 21 or older might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL. Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL are 28.3% more likely to look up D-I-Y advice online, 10.5% less likely to always vote in local elections, 6.% less likely to belong to a gym, 21.8% more likely to fly domestic pa

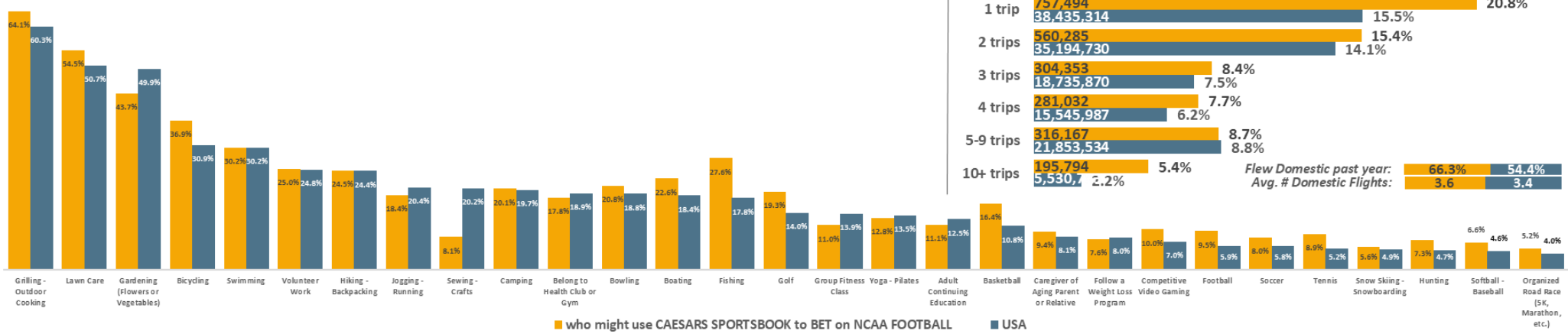
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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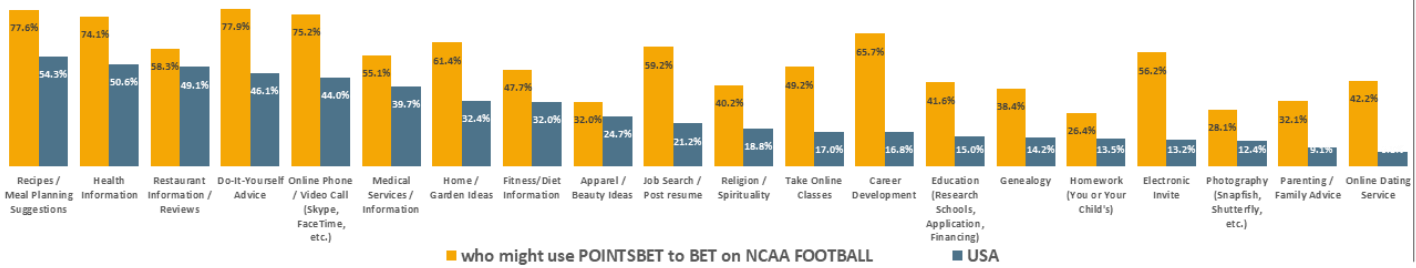
USA Jan23-Feb24 USA Projection Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

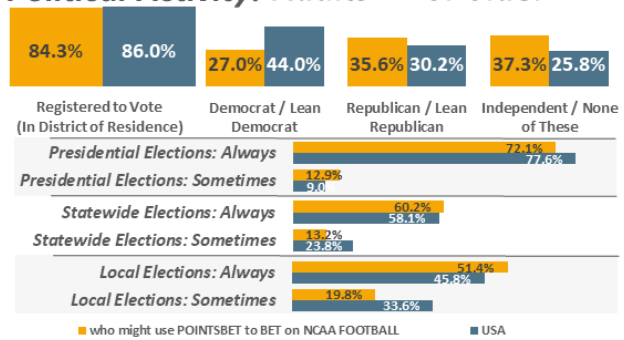
NCAA FOOTBALL POINTSBET

.7% or 1,702,817 of USA Adults 21 or older might use POINTSBET to BET on NCAA FOOTBALL.
Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL are 69.2% more likely to look up D-I-Y advice online, 12.1% more likely to always vote in local elections, 21.5% less likely to belong to a gym, 32.% more likely to fly domestic past yr.

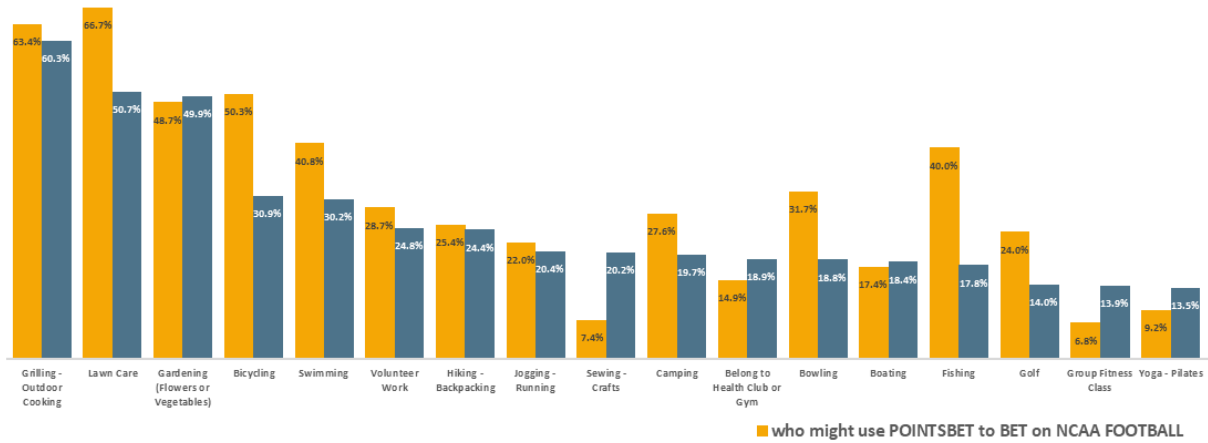
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



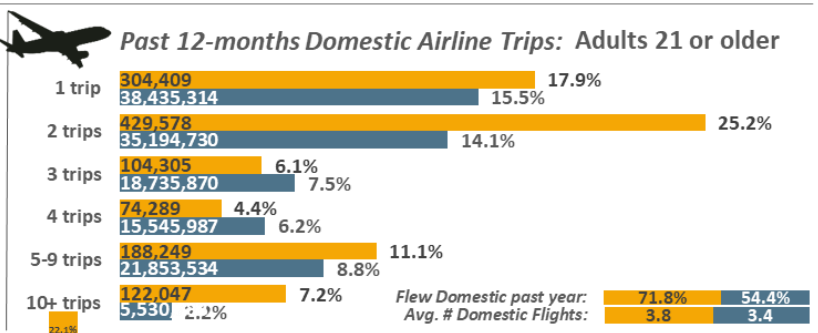
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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USA Jan23-Feb24 USA Projection Qual Intab 22,851

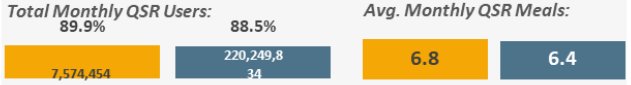
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

3.4% or 8,424,003 of USA Adults 21 or older might use DRAFTKINGS to BET on NCAA FOOTBALL.
Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL are 1.6% more likely to use QSRs past mo., 10.% more likely to use Sit-Down Restaurants past mo., 2.4% more likely to use Casinos past yr., 35.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

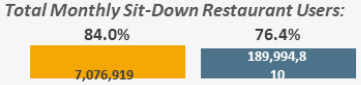


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

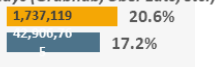


Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

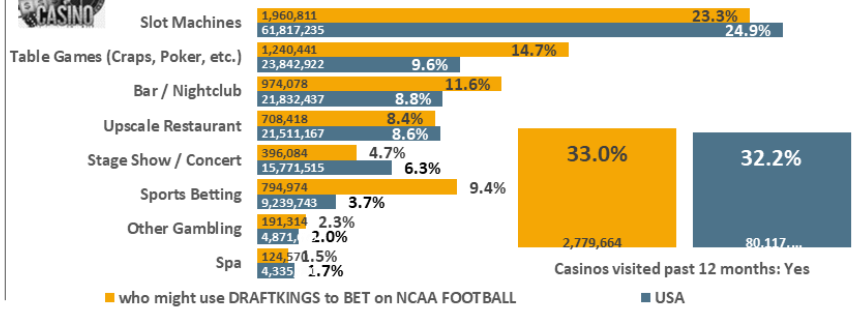


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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USA Jan23-Feb24 USA Projection Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

NCAA FOOTBALL FANDUEL

2.7% or 6,802,534 of USA Adults 21 or older might use FANDUEL to BET on NCAA FOOTBALL.
Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL are 1.3% more likely to use QSRs past mo., 8.3% more likely to use Sit-Down Restaurants past mo., 1.3% more likely to use Casinos past yr., 30.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 89.7% 6,098,531 | 88.5% 220,249,834

Avg. Monthly QSR Meals: 6.5 | 6.4

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 82.7% 5,627,843 | 76.4% 189,994,810

Avg. Monthly Sit-Down Restaurant Meals: 4.0 | 4.0

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who might use FANDUEL to BET on NCAA FOOTBALL 1,221,535 18.0%

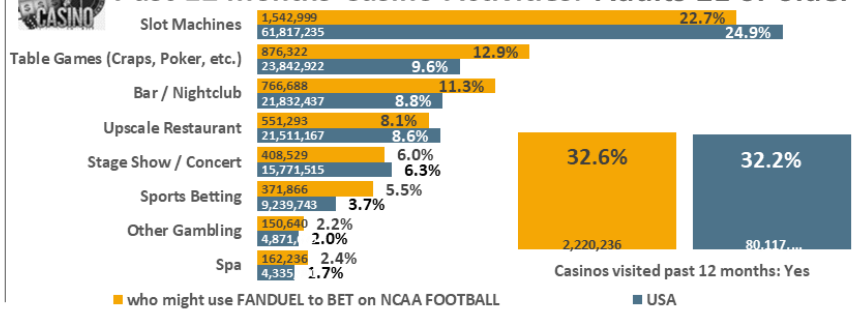
USA 17.2%

Drank Past 30-days: Adults 21 or older



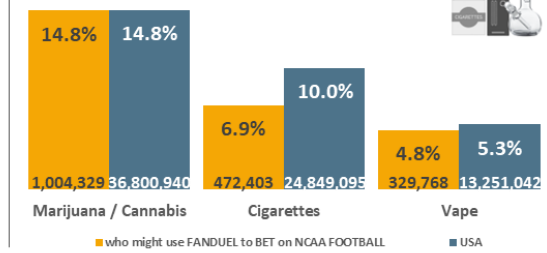
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

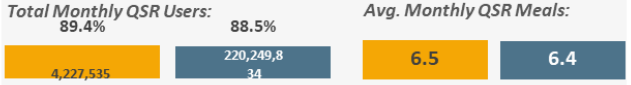
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

1.9% or 4,728,135 of USA Adults 21 or older might use BETMGM to BET on NCAA FOOTBALL.
Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL are 1.% more likely to use QSRs past mo., 8.5% more likely to use Sit-Down Restaurants past mo., 1.% more likely to use Casinos past yr., 37.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



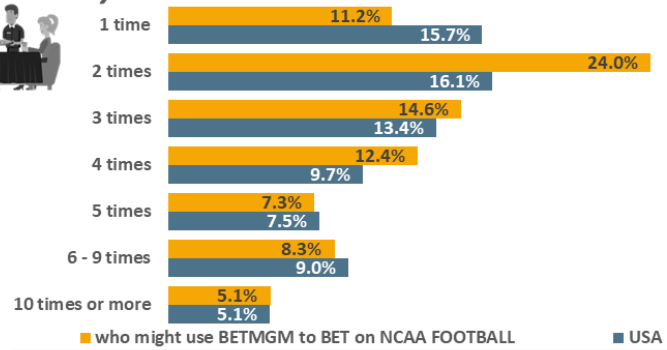
Total Monthly QSR Users:



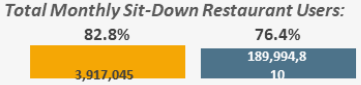
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 21 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

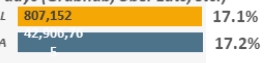


Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

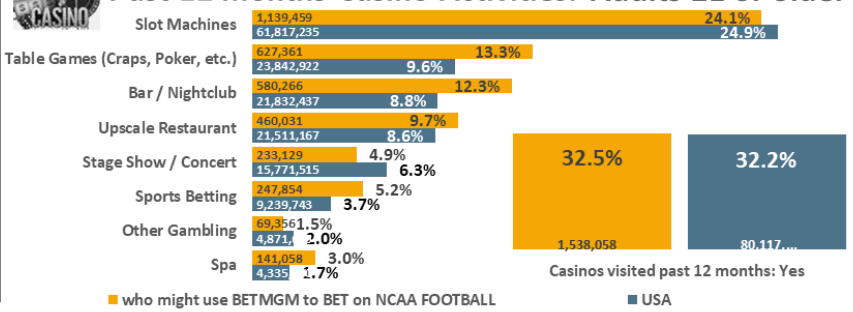


Drank Past 30-days: Adults 21 or older





Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

1.5% or 3,644,399 of USA Adults 21 or older might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL. Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL are 1.% less likely to use QSRs past mo., 15.1% more likely to use Sit-Down Restaurants past mo., 16.1% more likely to use Casinos past yr., 22.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 87.7% 3,195,559 | 88.5% 220,249,834

Avg. Monthly QSR Meals: 7.4 | 6.4

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 87.9% 3,202,926 | 76.4% 189,994,810

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 4.0

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who might use CAESARS SPORTSBOOK to BET on NCAA... 663,515 18.2%

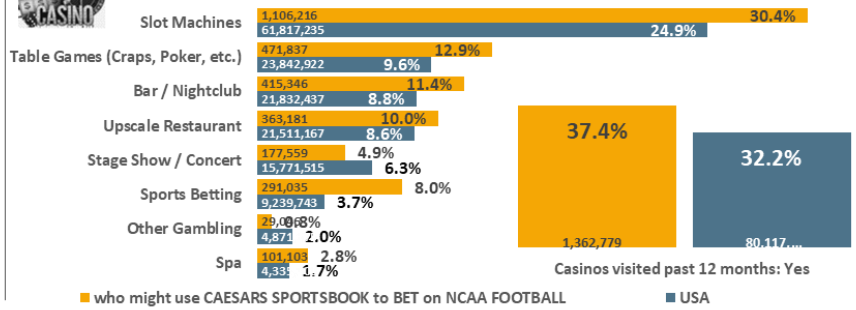
USA 17.2%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

NCAA FOOTBALL POINTSBET

.7% or 1,702,817 of USA Adults 21 or older might use POINTSBET to BET on NCAA FOOTBALL.
Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL are .1% less likely to use QSRs past mo., 15.6% more likely to use Sit-Down Restaurants past mo., 11.% less likely to use Casinos past yr., 10.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older

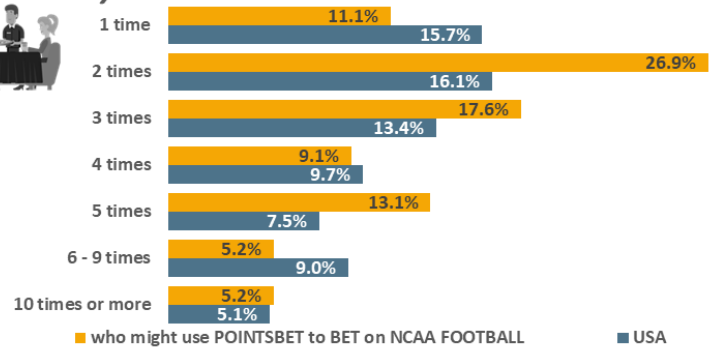


Total Monthly QSR Users:
88.5% 1,506,352
88.5% 220,249,834

Avg. Monthly QSR Meals:
7.1 6.4

Past 30-days Sit-Down Restaurant Users: Adults 21 or older





Total Monthly Sit-Down Restaurant Users:
88.3% 1,503,077
76.4% 189,994,810

Avg. Monthly Sit-Down Restaurant Meals:
3.8 4.0

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



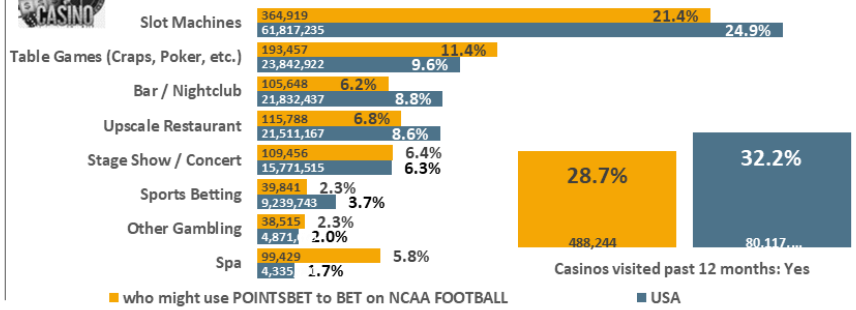
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who might use POINTSBET to BET on NCAA FOOTBALL 288,568 16.9%
USA 17.2%

Drank Past 30-days: Adults 21 or older



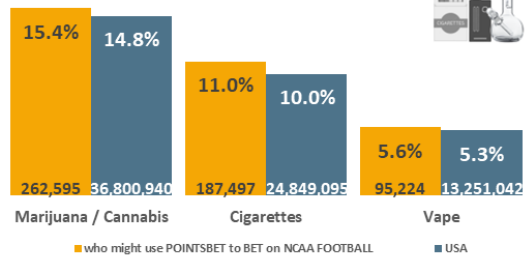
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

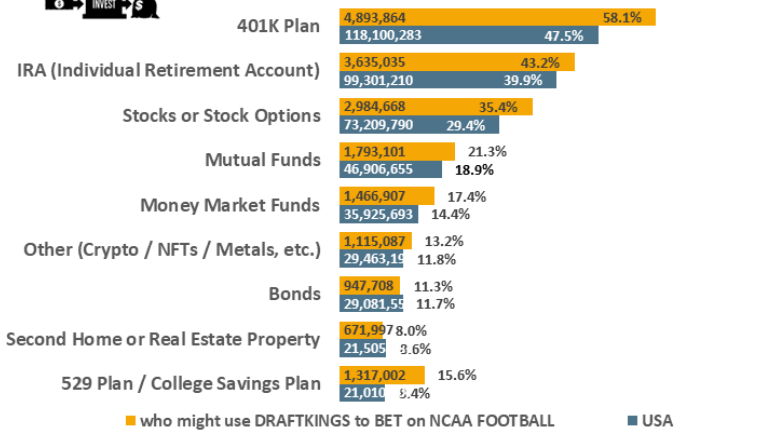
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USA Jan23-Feb24 USA Projection Qual Intab 22,851

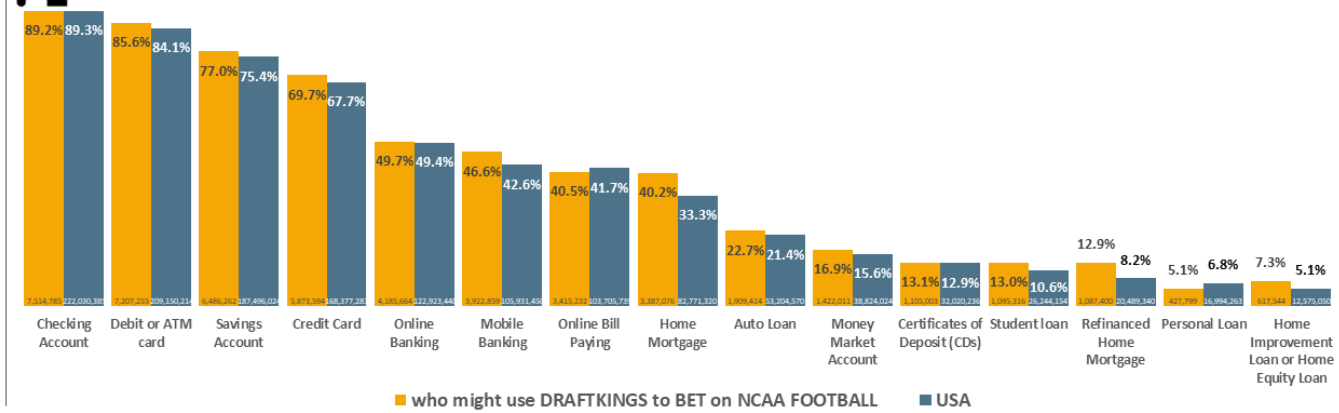
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

3.4% or 8,424,003 of USA Adults 21 or older might use DRAFTKINGS to BET on NCAA FOOTBALL.
Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL are 22.4% more likely to have a 401K, 6.% more likely to have an Auto Loan, 39.9% more likely to Invest/Trade Stocks Online, 6.% less likely to pay with their Debit Card.

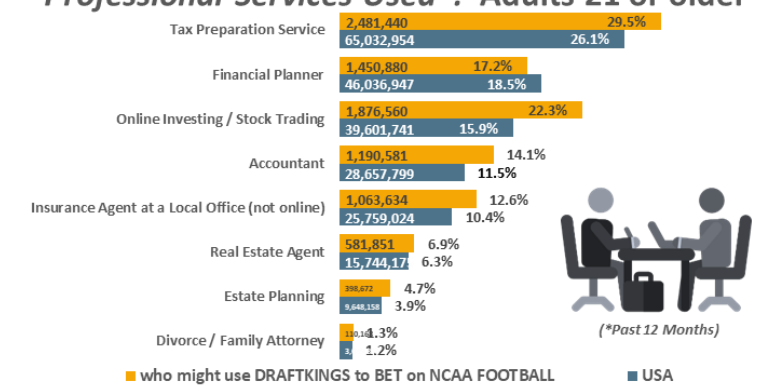
Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

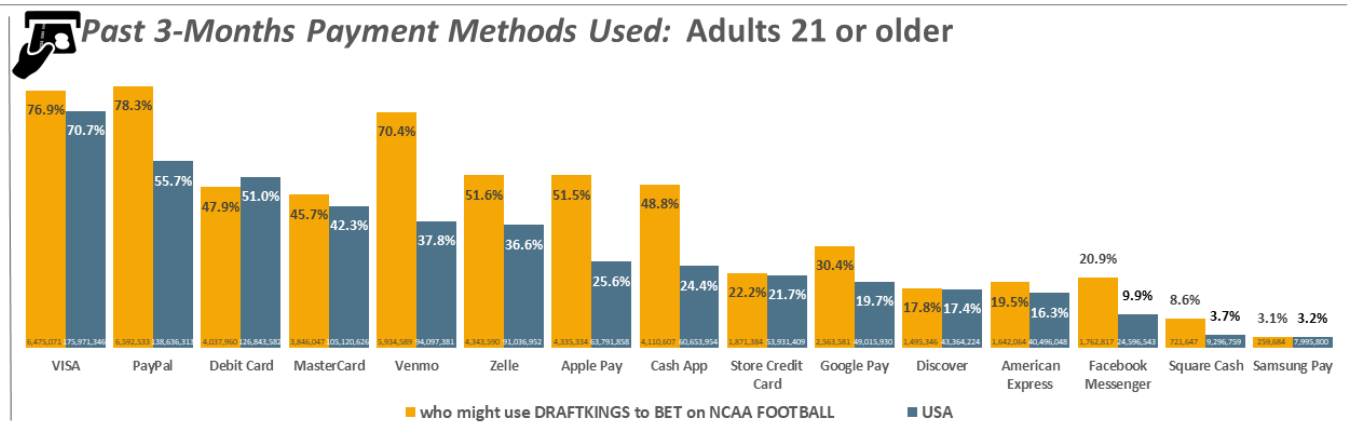


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

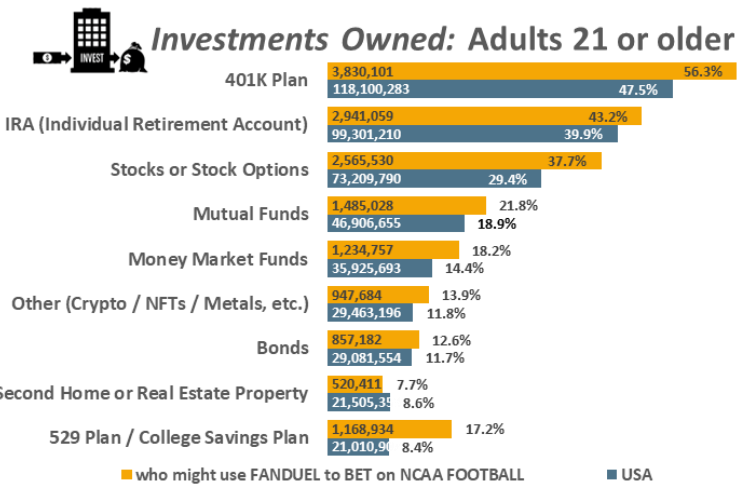
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USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

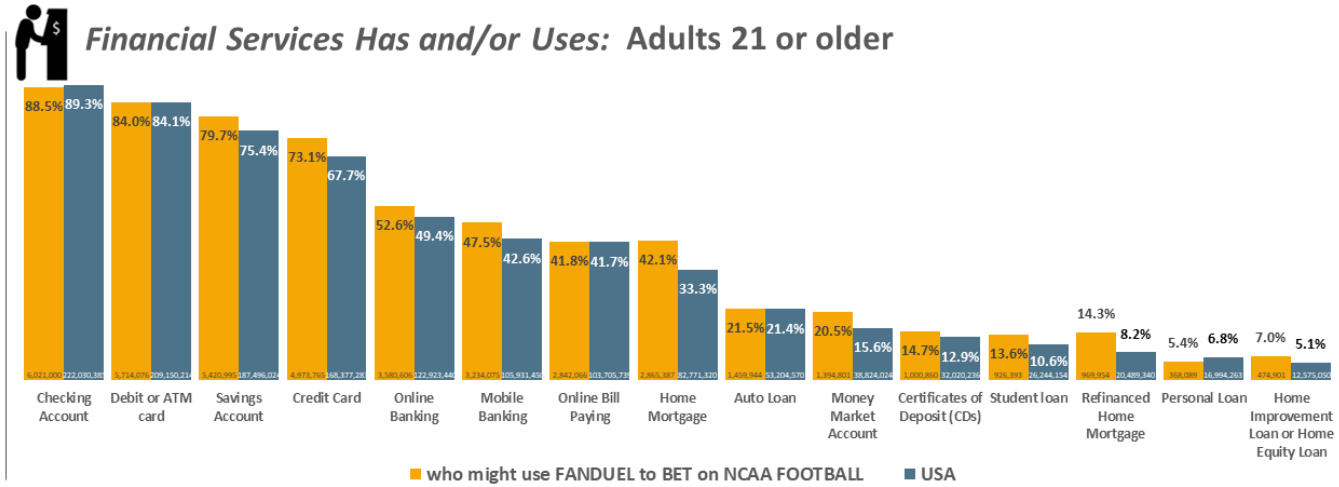
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

2.7% or 6,802,534 of USA Adults 21 or older might use FANDUEL to BET on NCAA FOOTBALL.
Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL are 18.6% more likely to have a 401K, .3% more likely to have an Auto Loan, 58.1% more likely to Invest/Trade Stocks Online, 8.2% less likely to pay with their Debit Card.

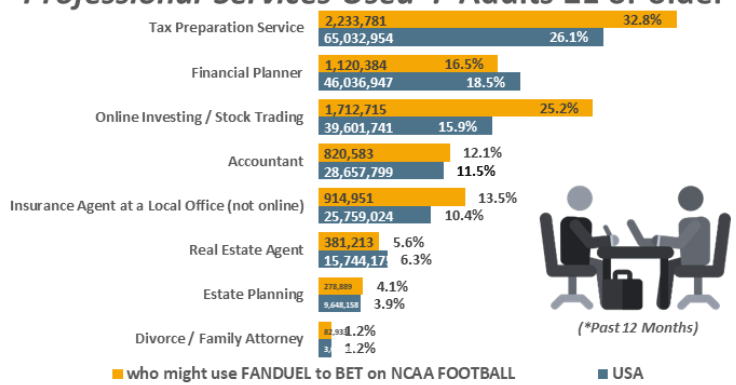
Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

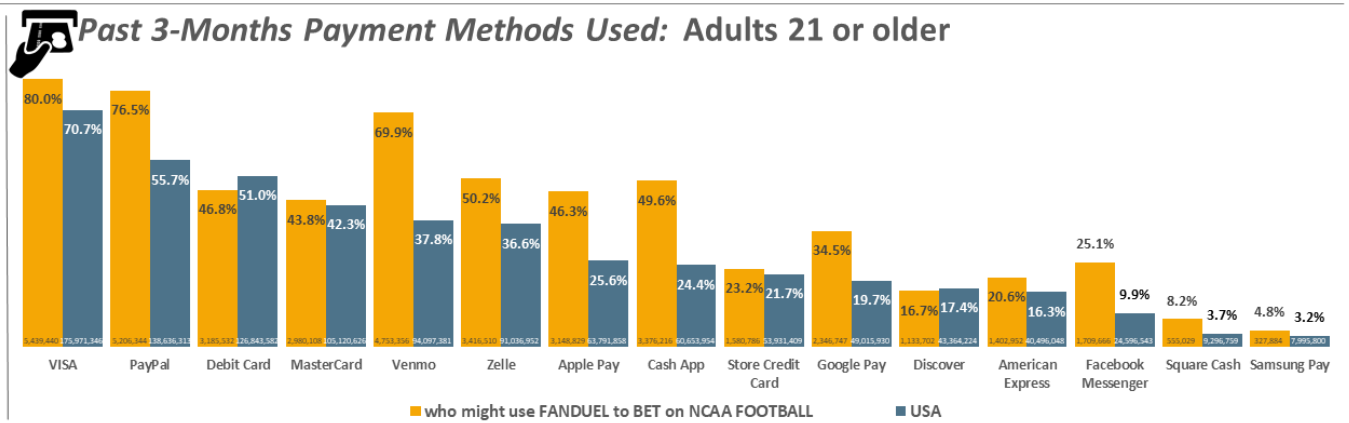


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

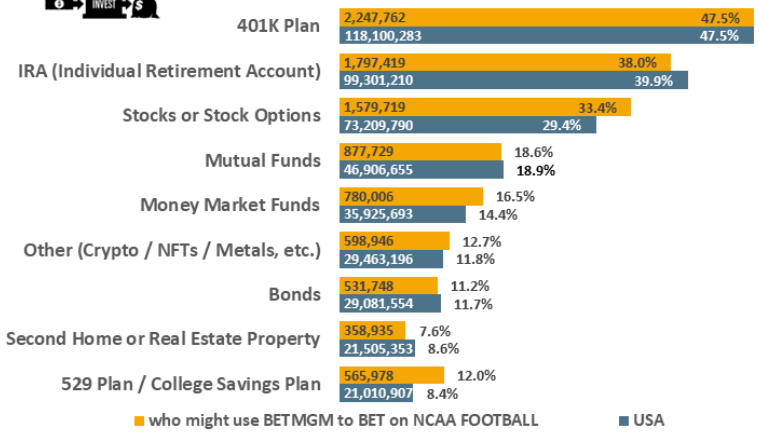
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USA Jan23-Feb24 USA Projection Qual Intab 22,851

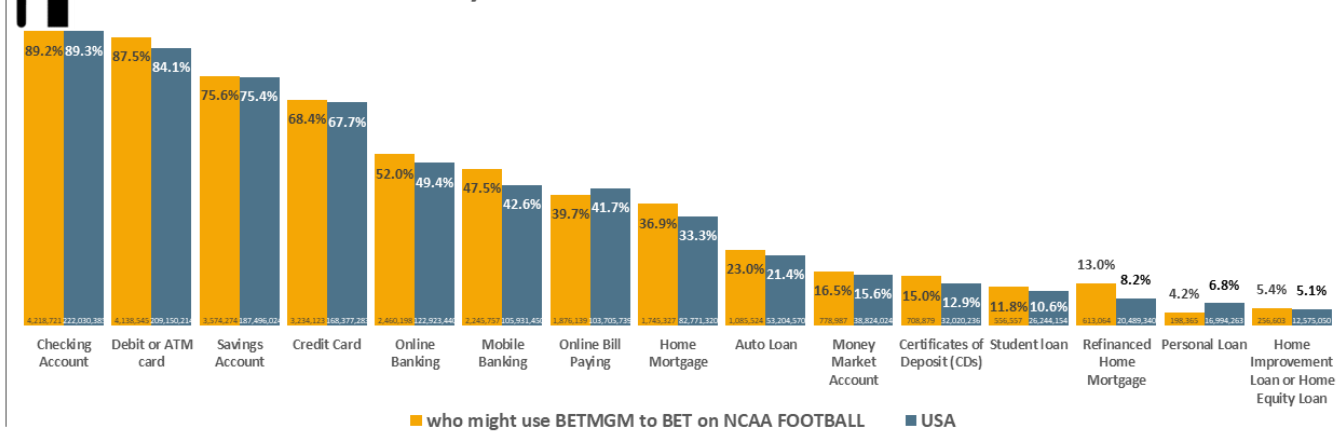
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

1.9% or 4,728,135 of USA Adults 21 or older might use BETMGM to BET on NCAA FOOTBALL.
Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL are .1% more likely to have a 401K, 7.3% more likely to have an Auto Loan, 56.% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.

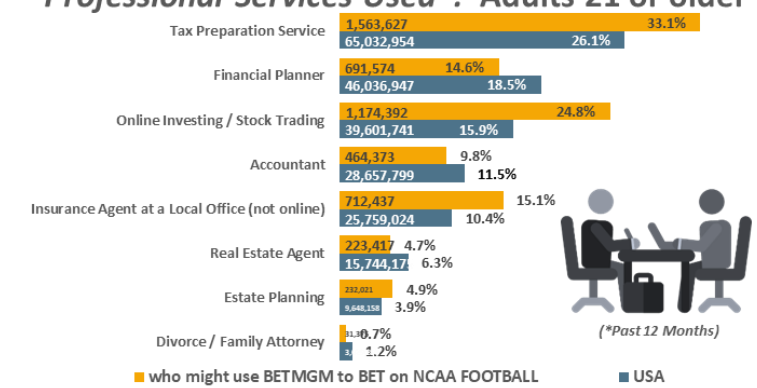
Investments Owned: Adults 21 or older



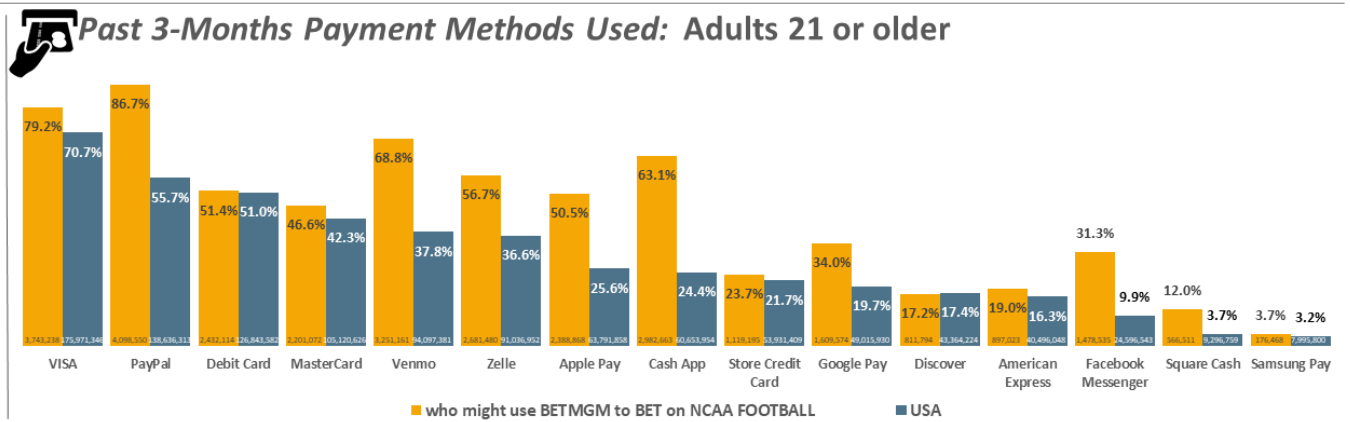
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

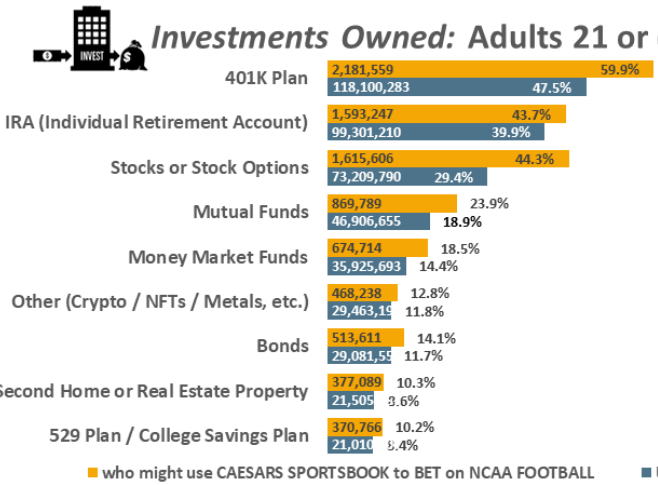
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USA Jan23-Feb24 USA Projection Qual Intab 22,851

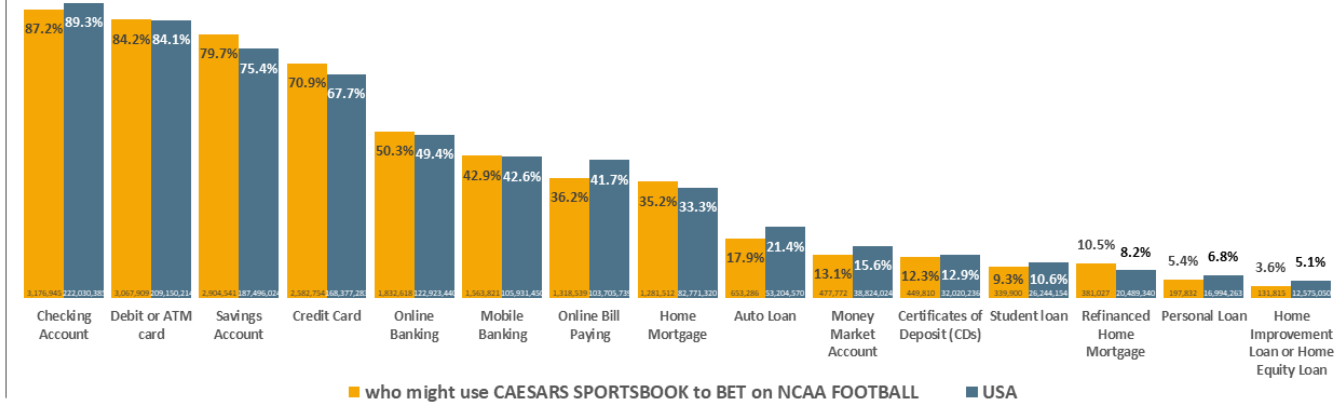
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

1.5% or 3,644,399 of USA Adults 21 or older might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL. Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL are 26.1% more likely to have a 401K, 16.2% less likely to have an Auto Loan, 65.6% more likely to Invest/Trade Stocks Online, .4% less likely to pay with their Debit Card.

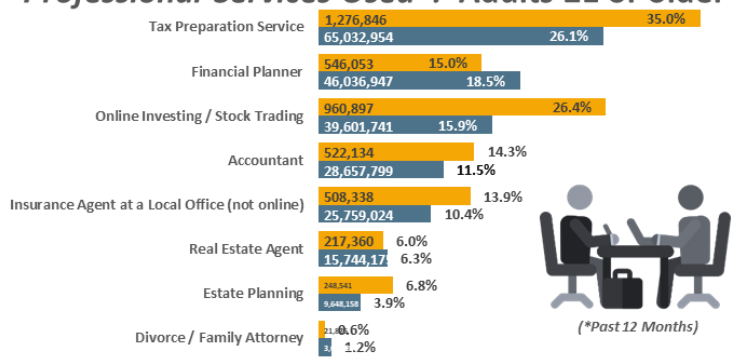
Investments Owned: Adults 21 or older



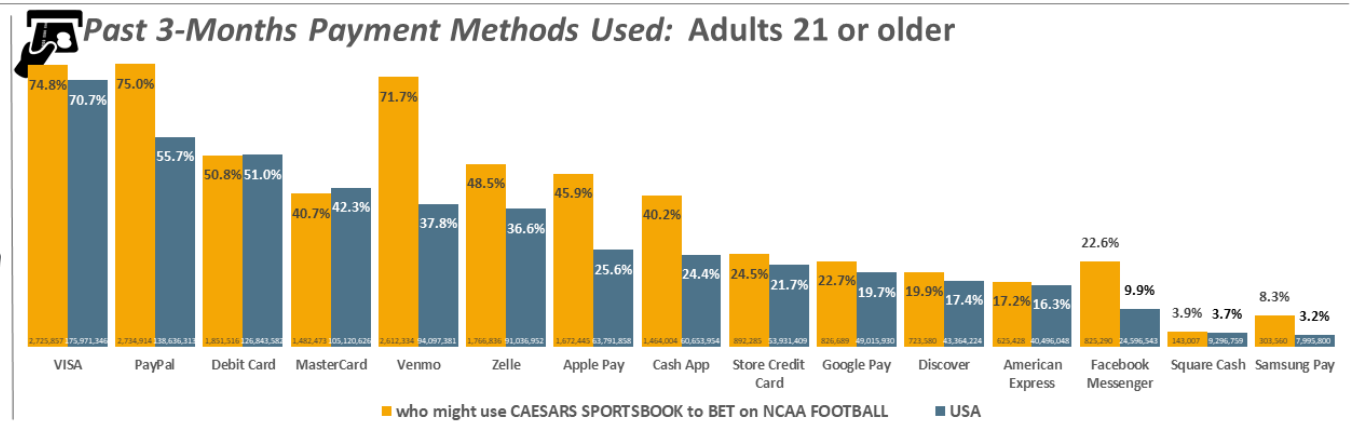
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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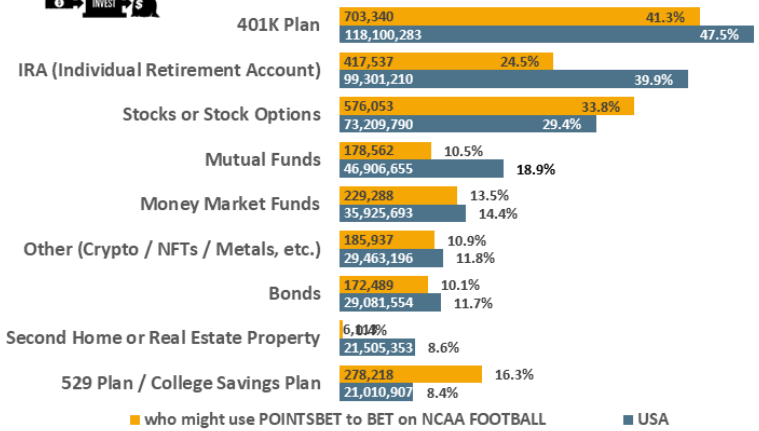
USA Jan23-Feb24 USA Projection Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

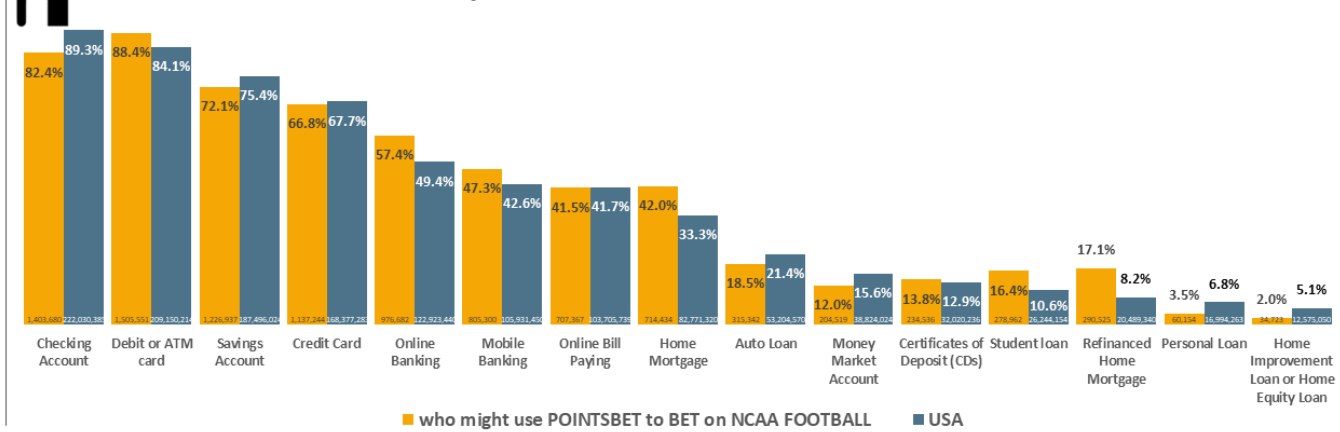
NCAA FOOTBALL POINTSBET

.7% or 1,702,817 of USA Adults 21 or older might use POINTSBET to BET on NCAA FOOTBALL.
Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL are 13.% less likely to have a 401K, 13.4% less likely to have an Auto Loan, 33.2% more likely to Invest/Trade Stocks Online, 15.9% more likely to pay with their Debit Card.

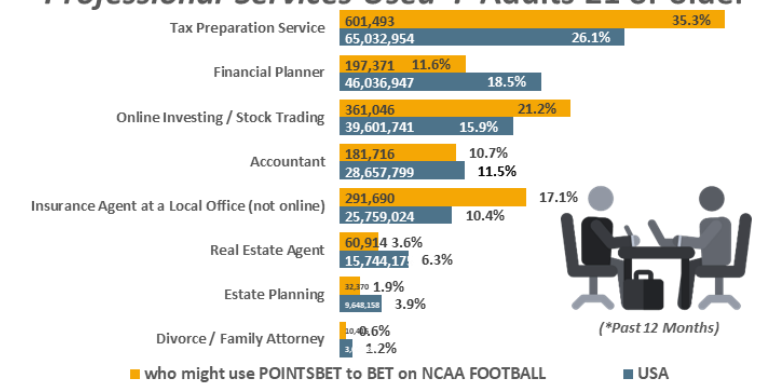
Investments Owned: Adults 21 or older



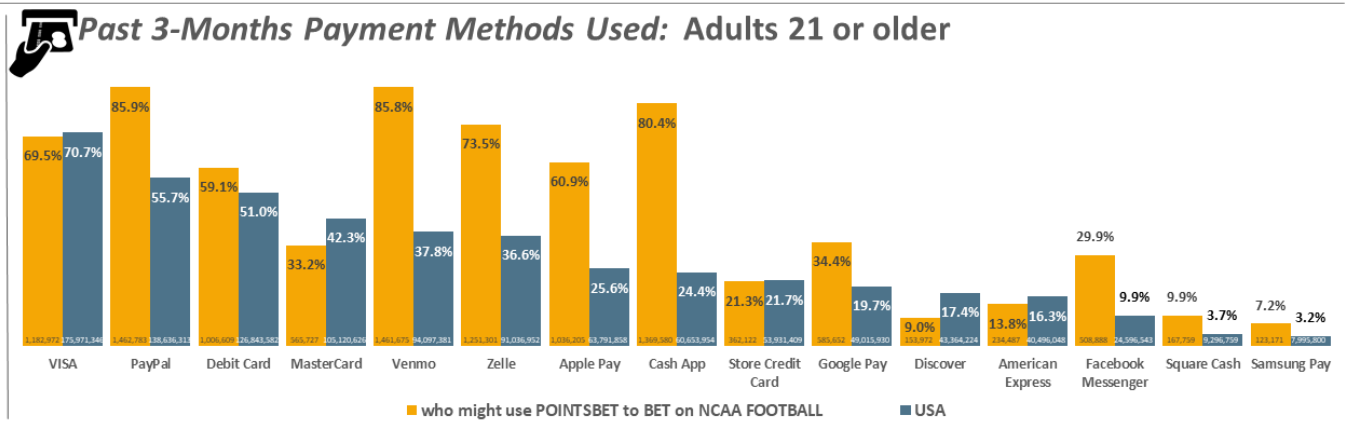
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

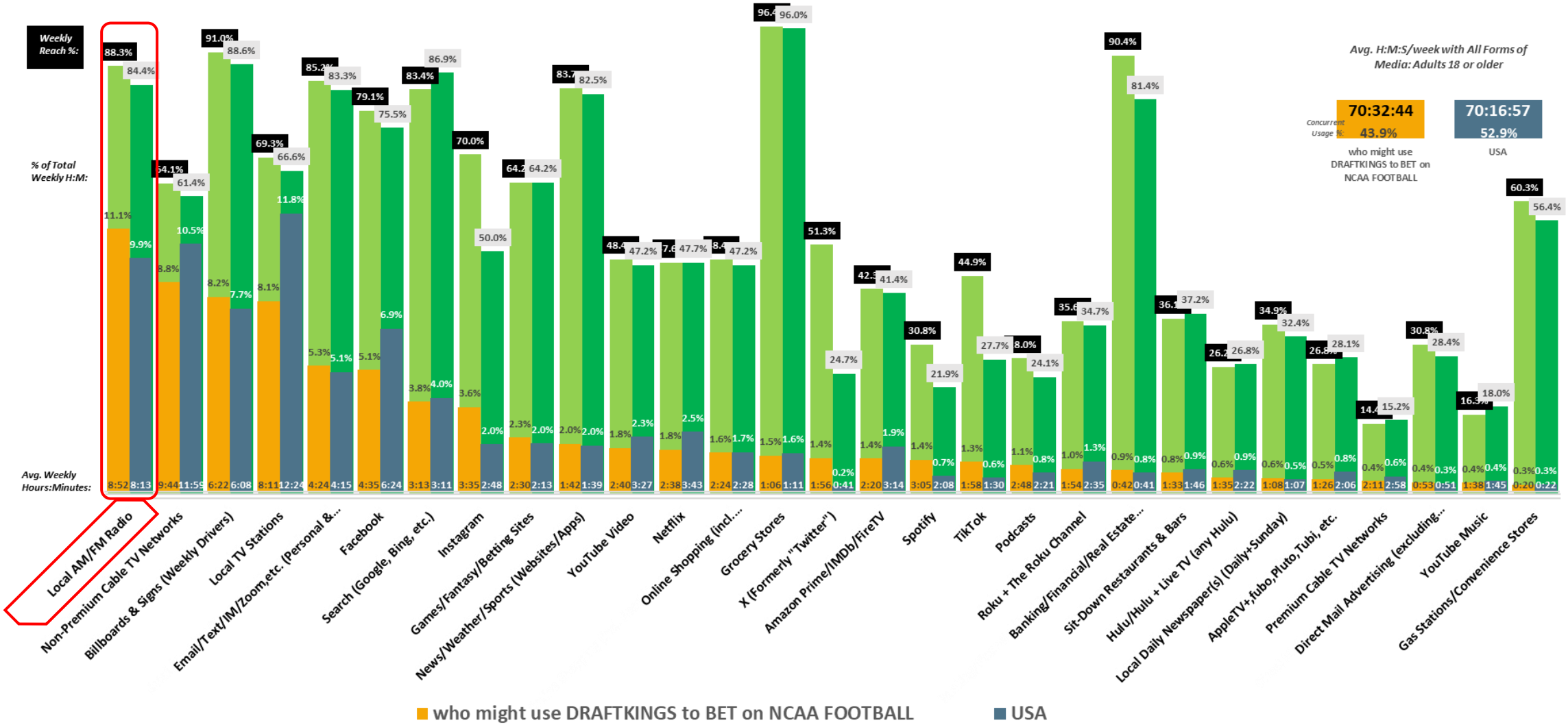
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USA Jan23-Feb24 USA Projection Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL spend an average of 2 days, 22 hours, 32 minutes and 44 seconds each week with All Forms of Media.

88.3% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049 USA Jan23-Feb24 USA Projection Qual Intab 22,851

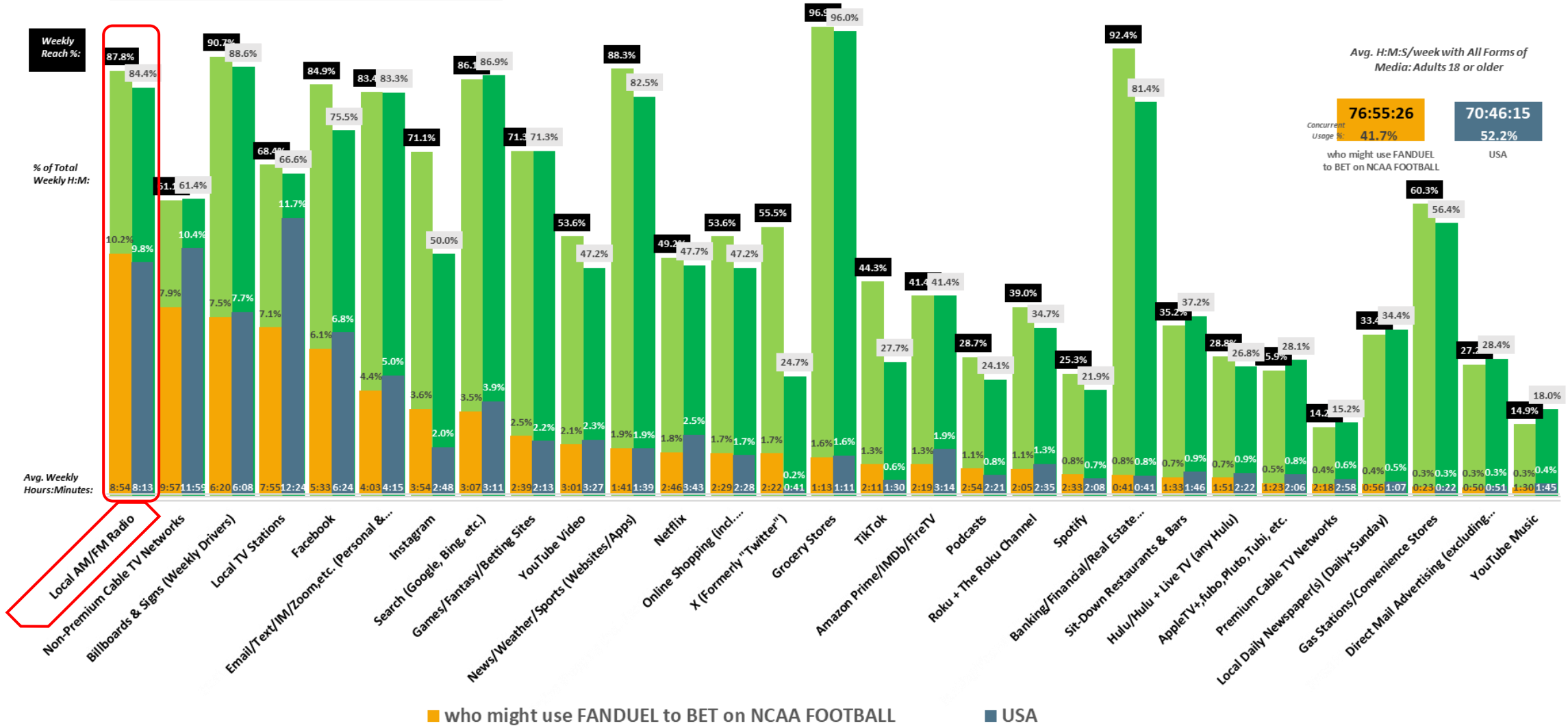
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL spend an average of 3 days, 4 hours, 55 minutes and 26 seconds each week with All Forms of Media.

87.8% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049 USA Jan23-Feb24 USA Projection Qual Intab 22,851

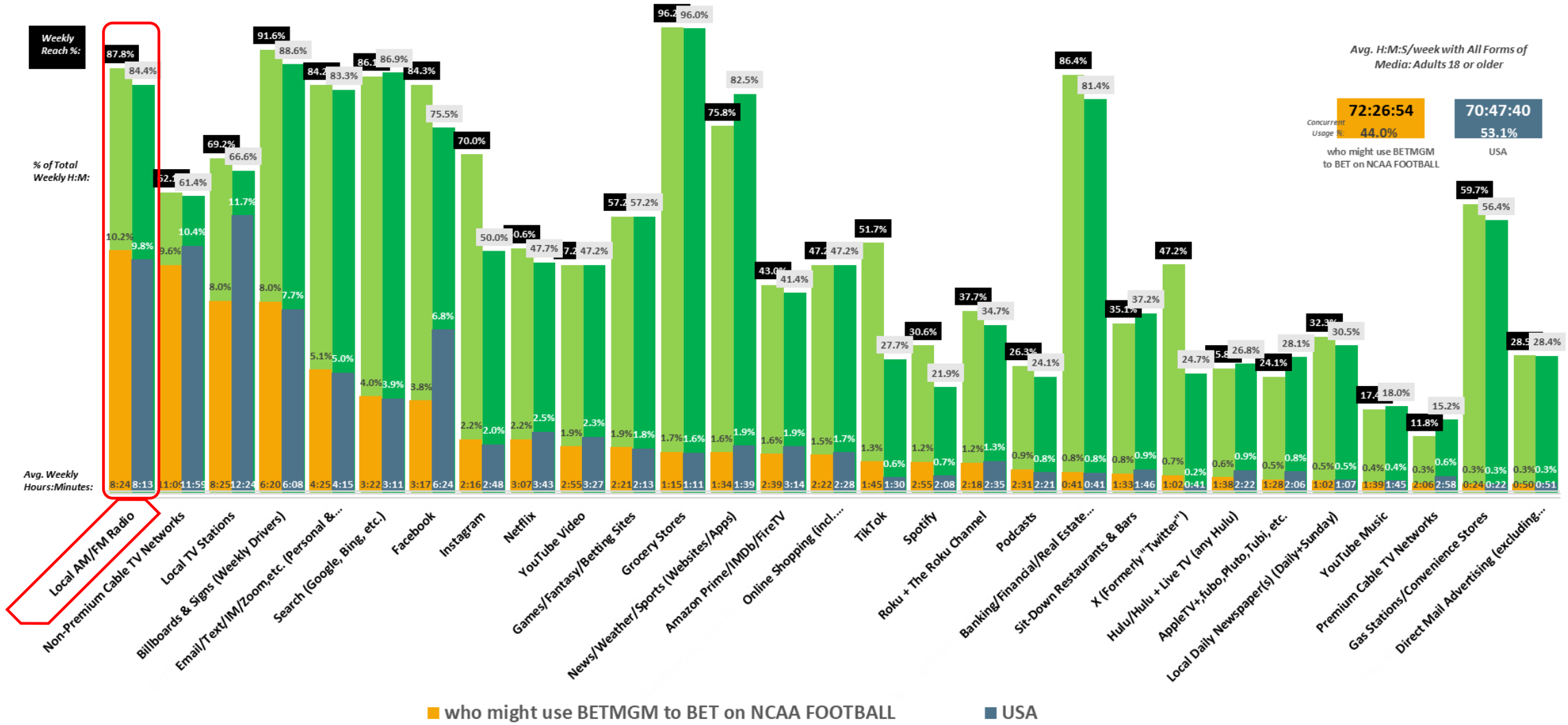
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL spend an average of 3 days, 0 hours, 26 minutes and 54 seconds each week with All Forms of Media.

87.8% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL spend an avg. of 8 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049 USA Jan23-Feb24 USA Projection Qual Intab 22,851

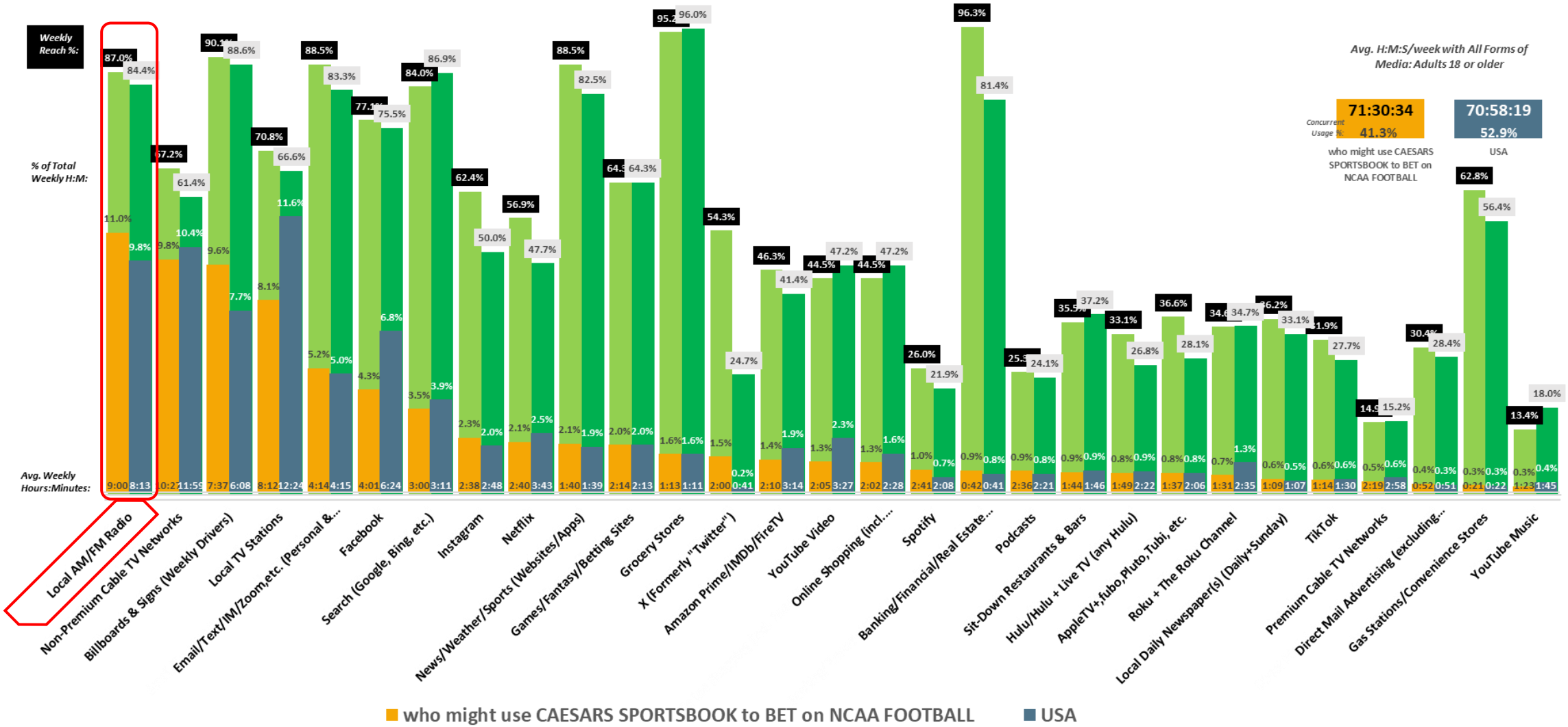
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL spend an average of 2 days, 23 hours, 30 minutes and 34 seconds each week with All Forms of Media.

87.% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL spend an avg. of 9 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



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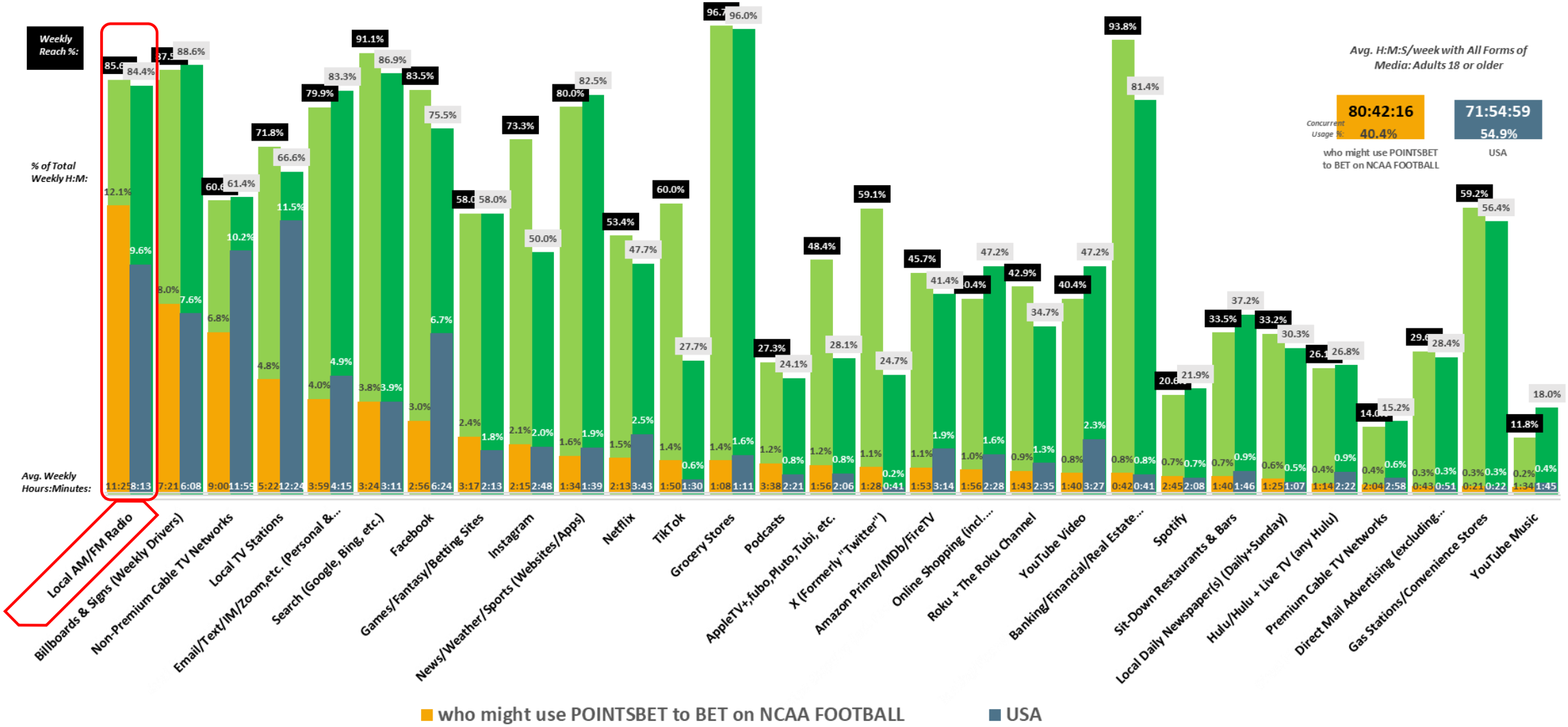
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

POINTSBET NCAA FOOTBALL

Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL spend an average of 3 days, 8 hours, 42 minutes and 16 seconds each week with All Forms of Media.

85.6% of Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL spend an avg. of 11 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 12.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049 USA Jan23-Feb24 USA Projection Qual Intab 22,851

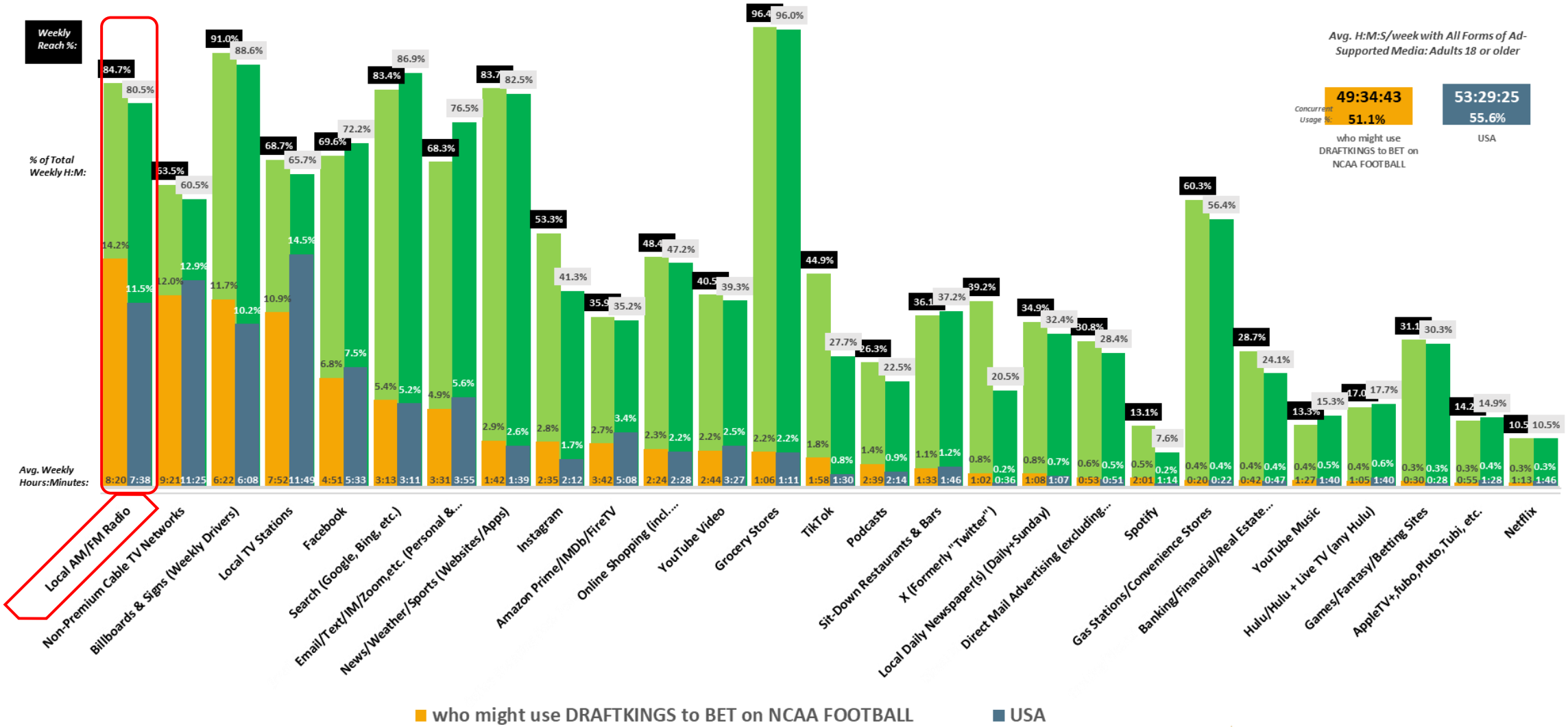
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL spend an average of 2 days, 1 hours, 34 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

84.7% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL spend an avg. of 8 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049 USA Jan23-Feb24 USA Projection Qual Intab 22,851

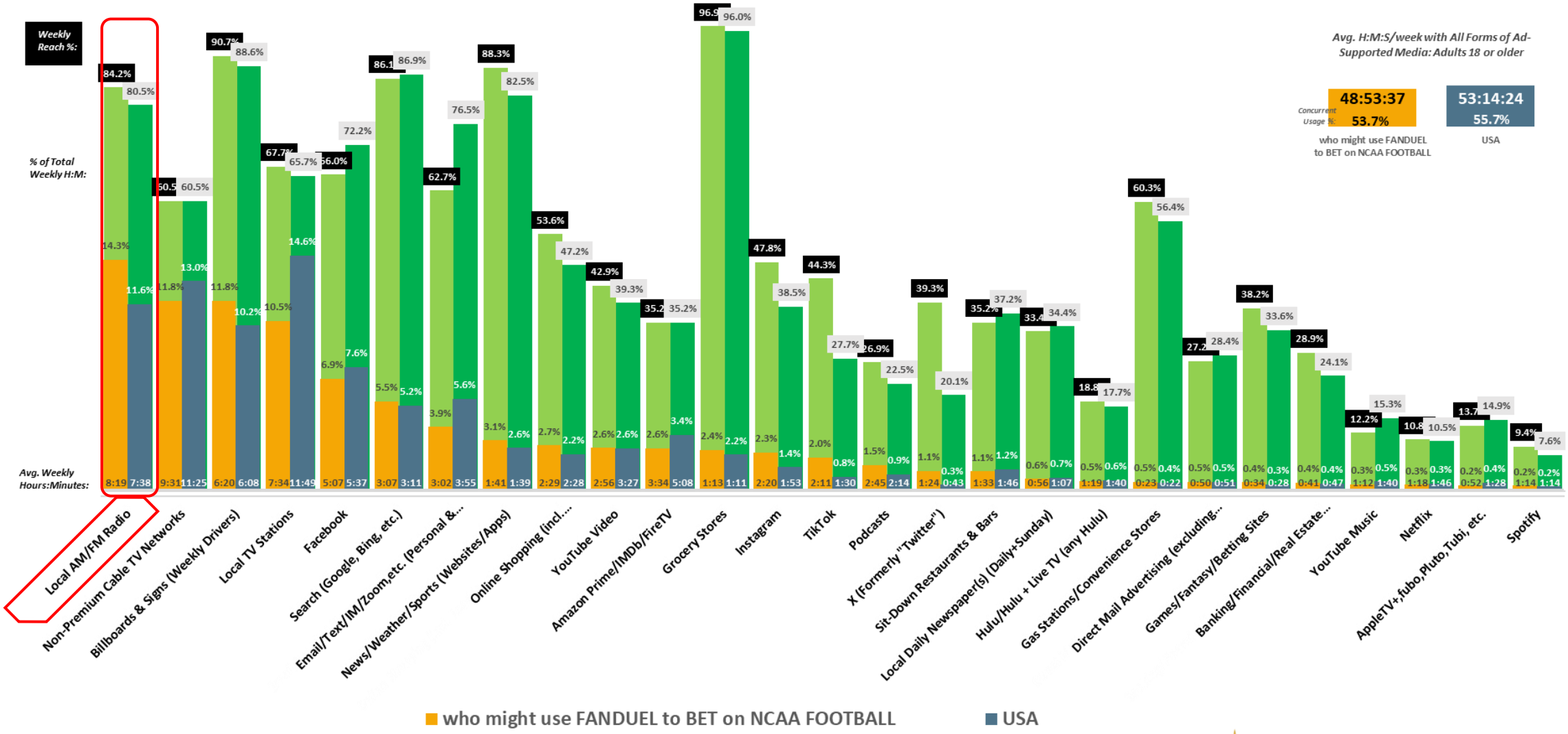
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL spend an average of 2 days, 0 hours, 53 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

84.2% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049 USA Jan23-Feb24 USA Projection Qual Intab 22,851

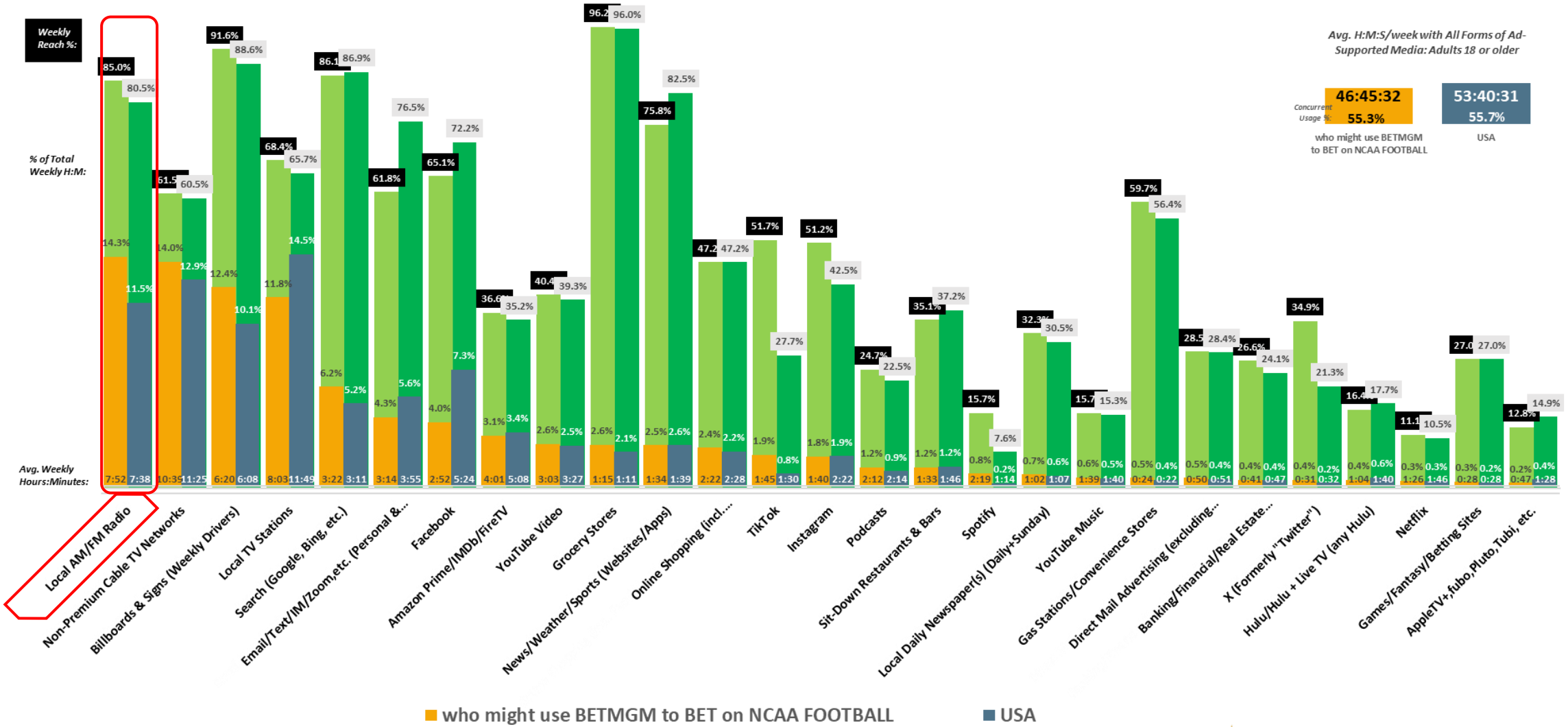
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL spend an average of 1 days, 22 hours, 45 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

85.% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049 USA Jan23-Feb24 USA Projection Qual Intab 22,851

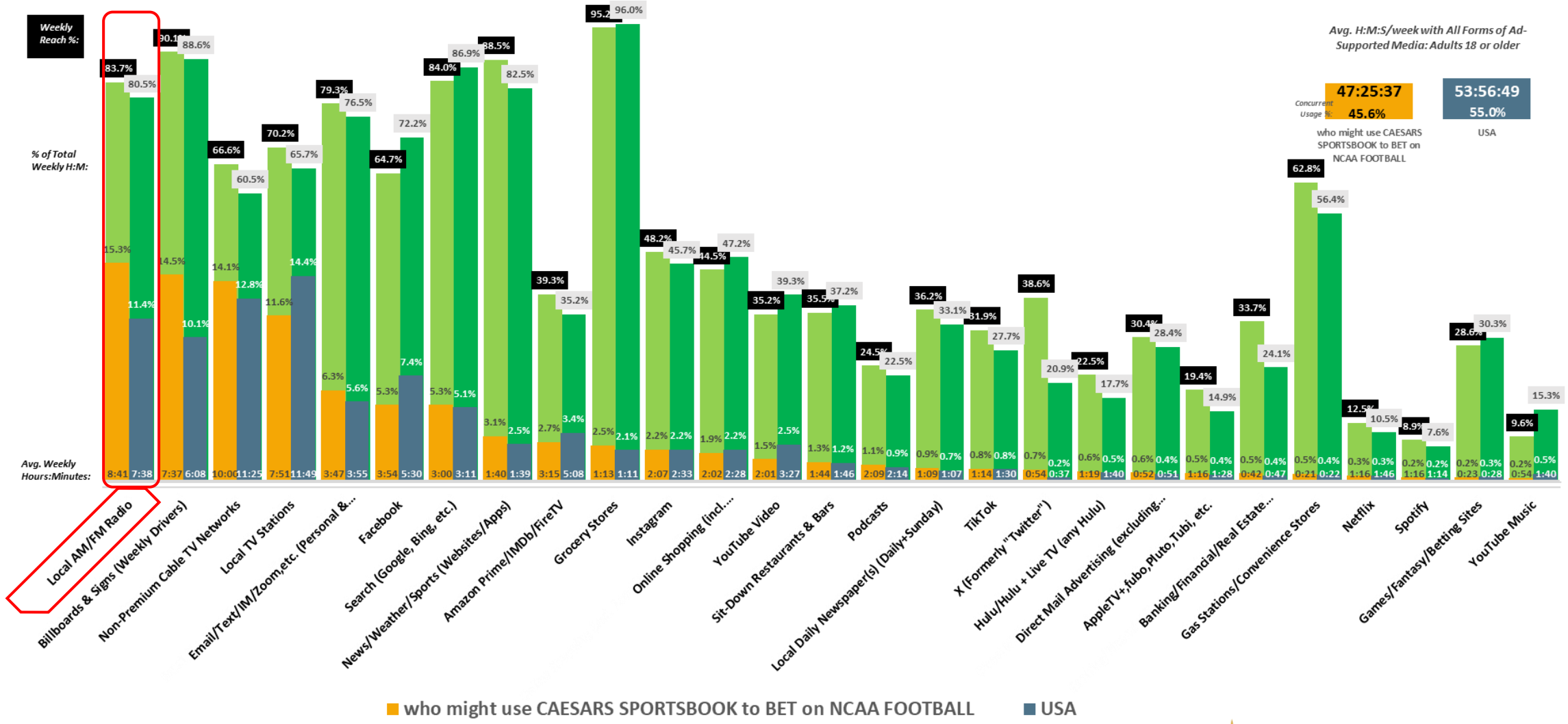
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL spend an average of 1 days, 23 hours, 25 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

83.7% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL spend an avg. of 8 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.3% of total time spent with all forms of Ad-Supported Media

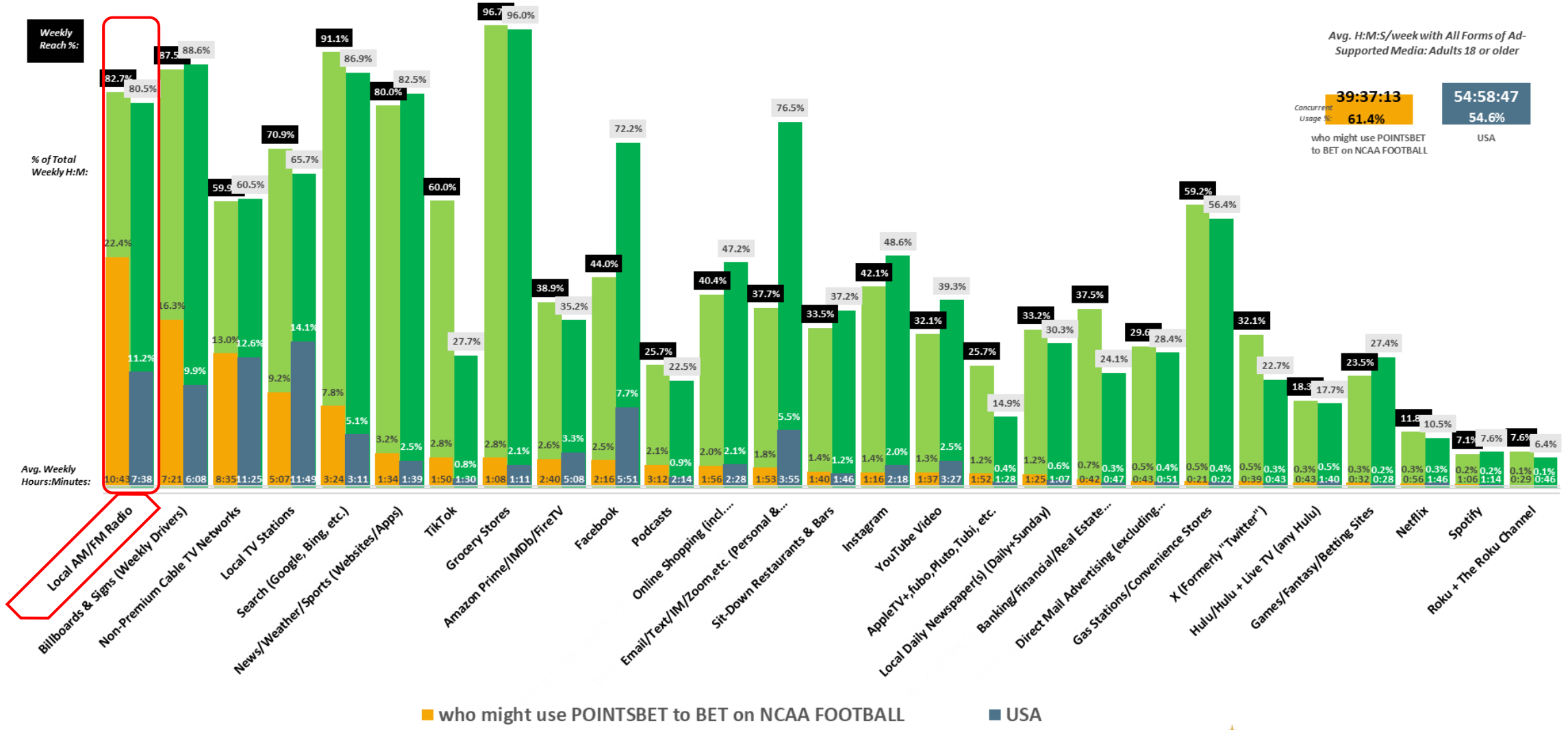


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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049 USA Jan23-Feb24 USA Projection Qual Intab 22,851

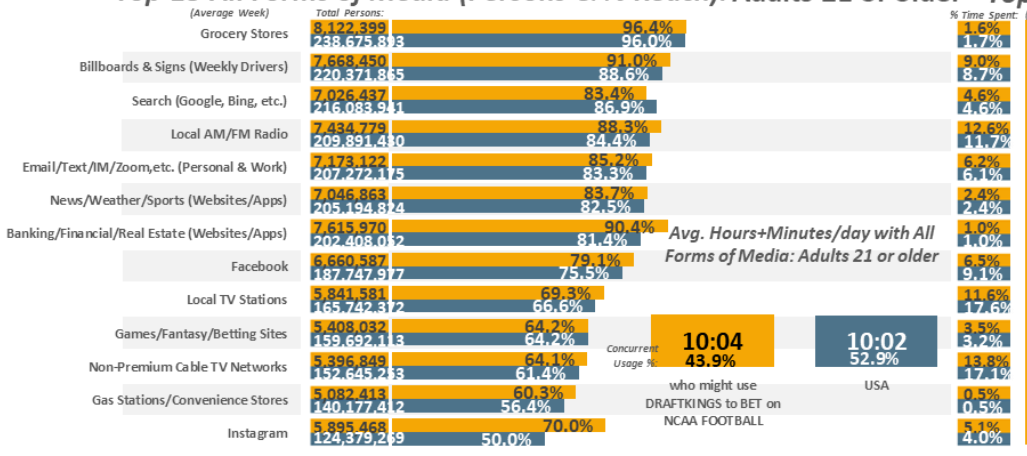
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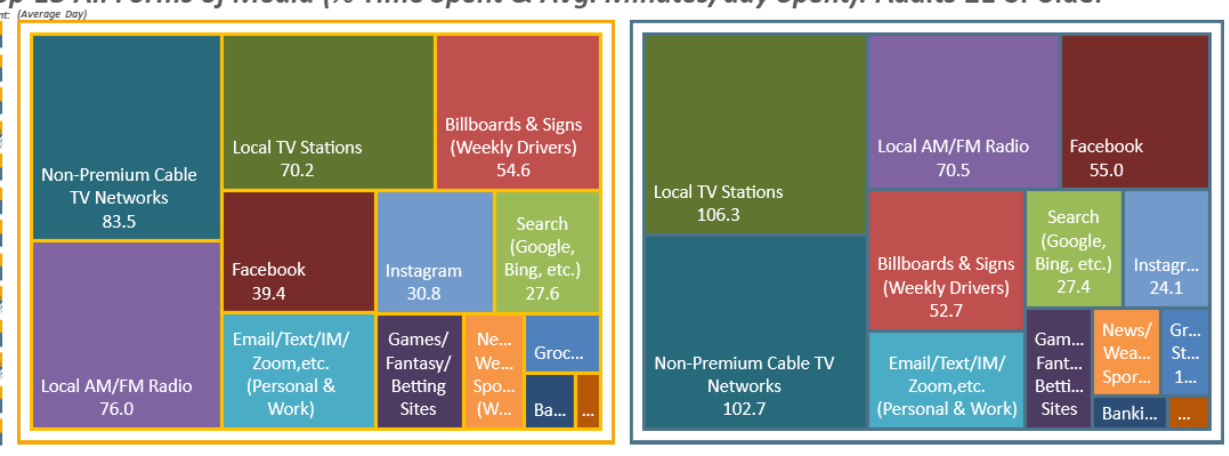
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 71.5 minutes/day. *(Local Radio delivers 14.2% of Time with Ad-Supported Media.)*

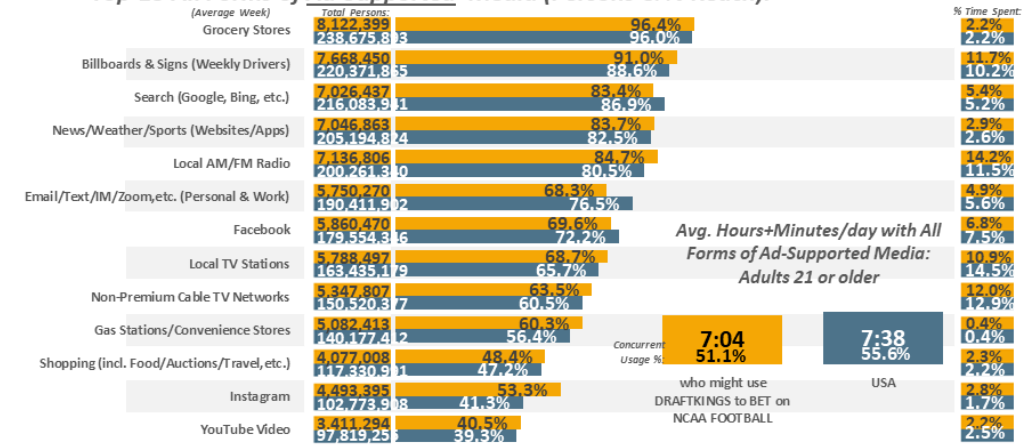
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



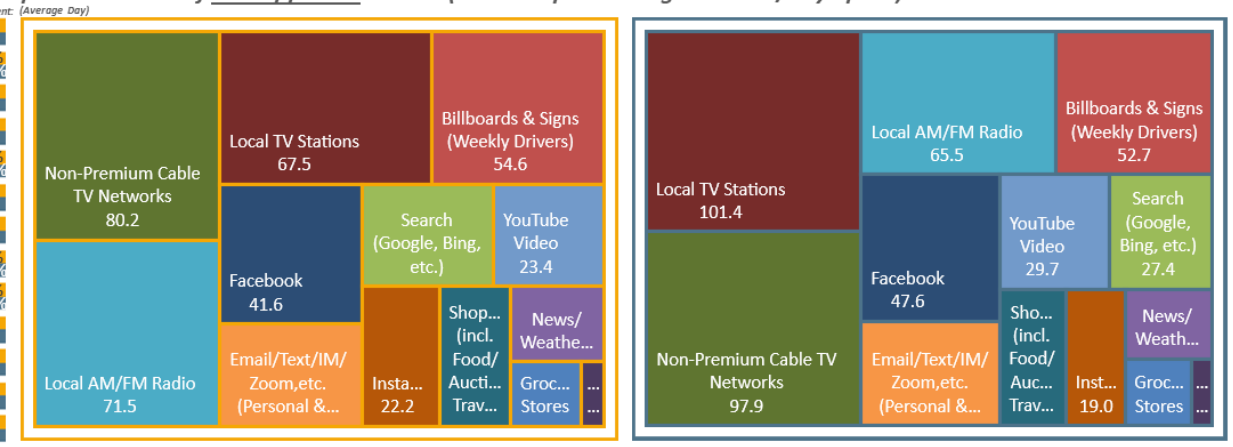
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

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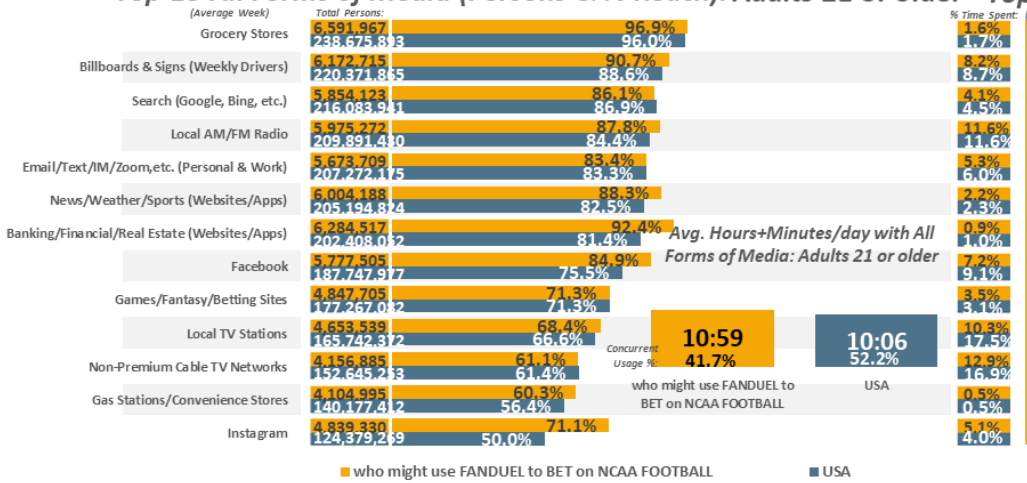
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

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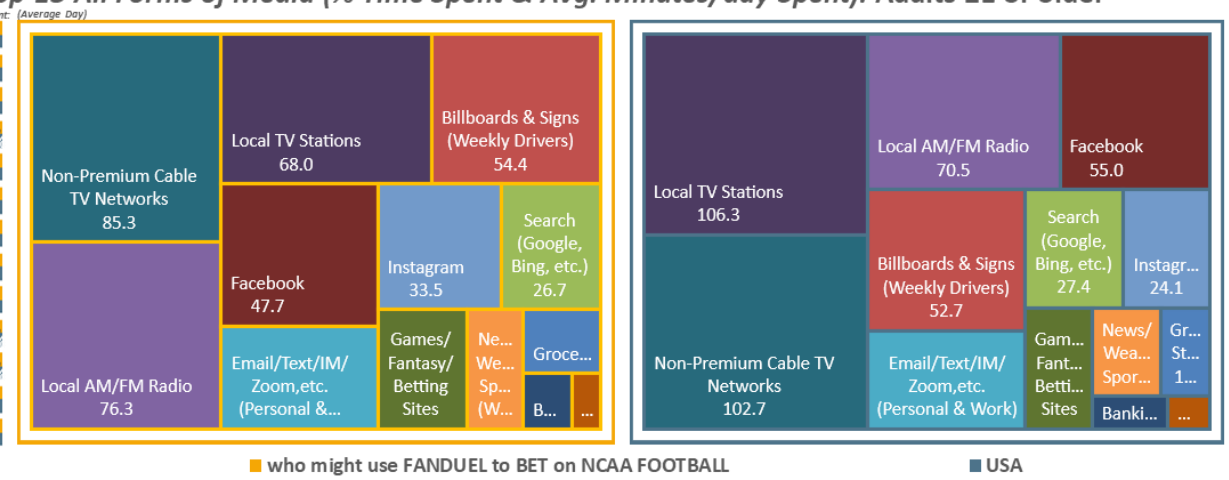
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 71.3 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

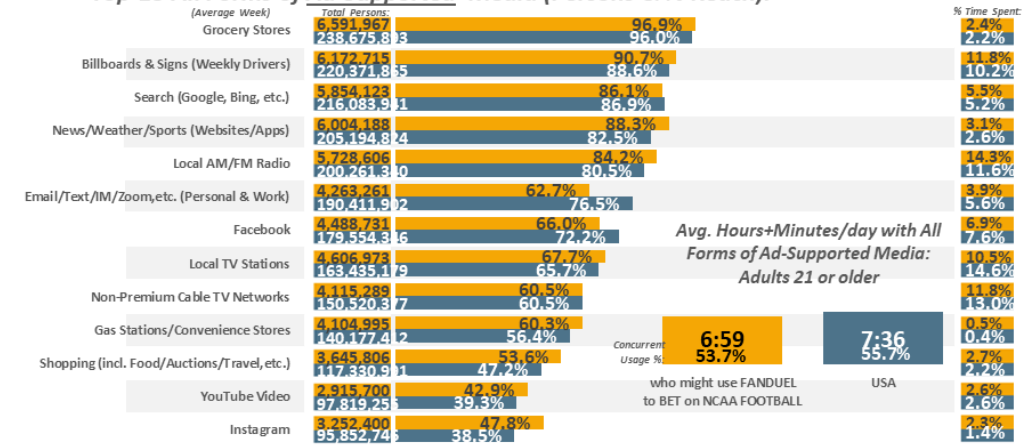
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



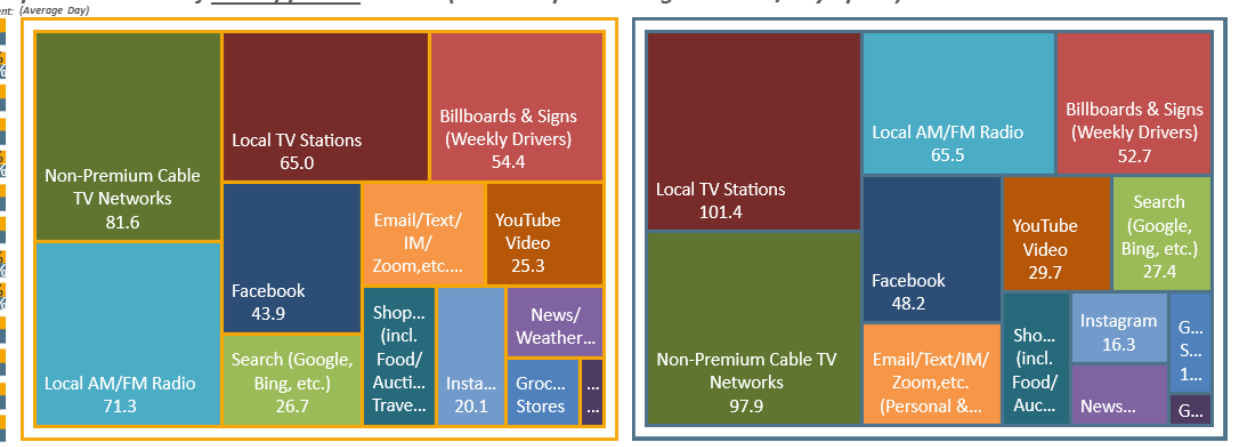
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

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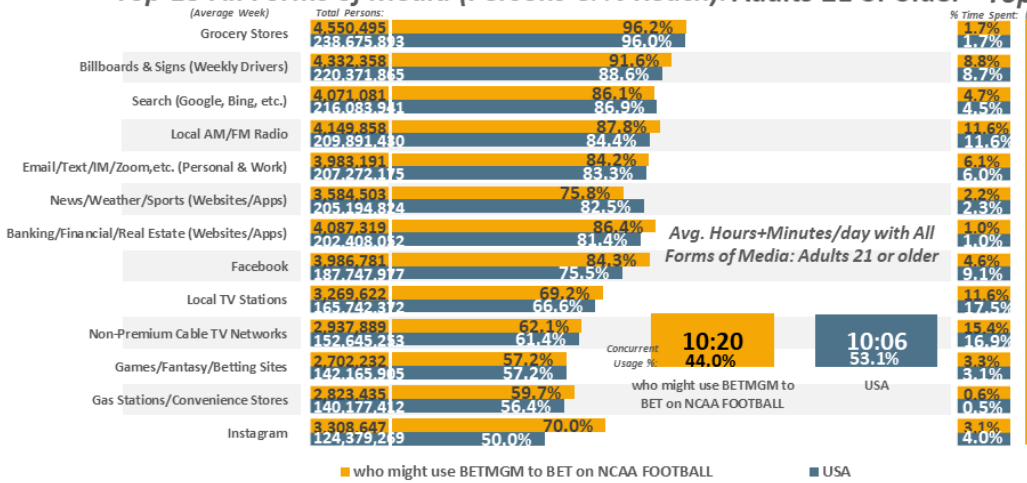
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

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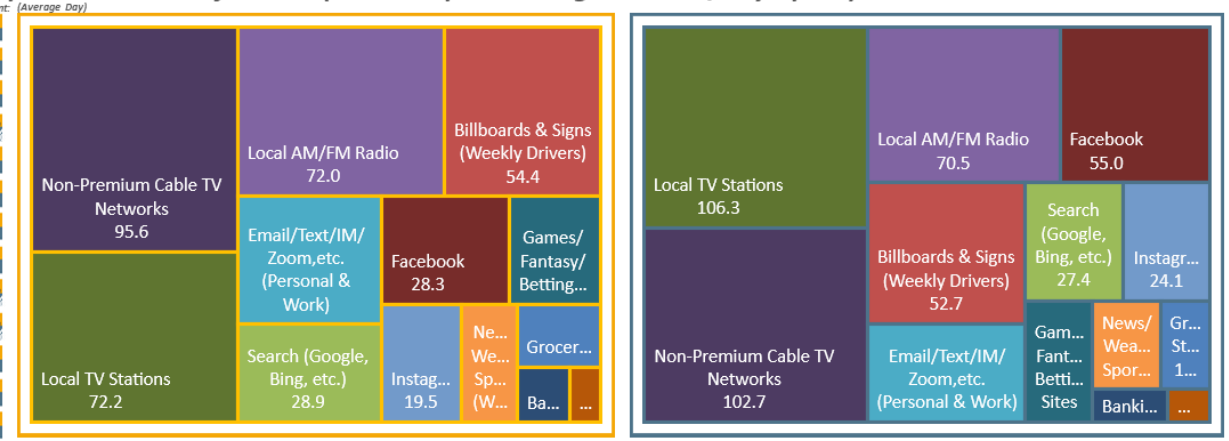
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL spend an average of 6 hours and 40 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

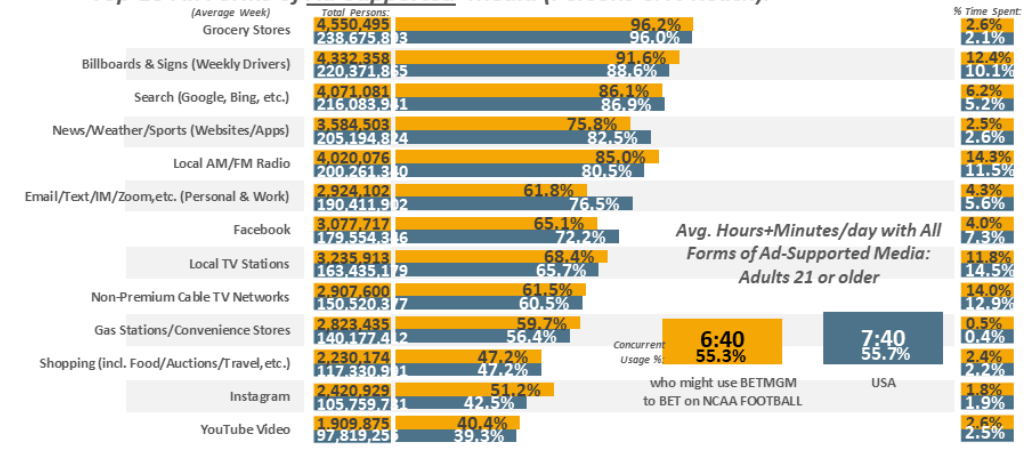
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



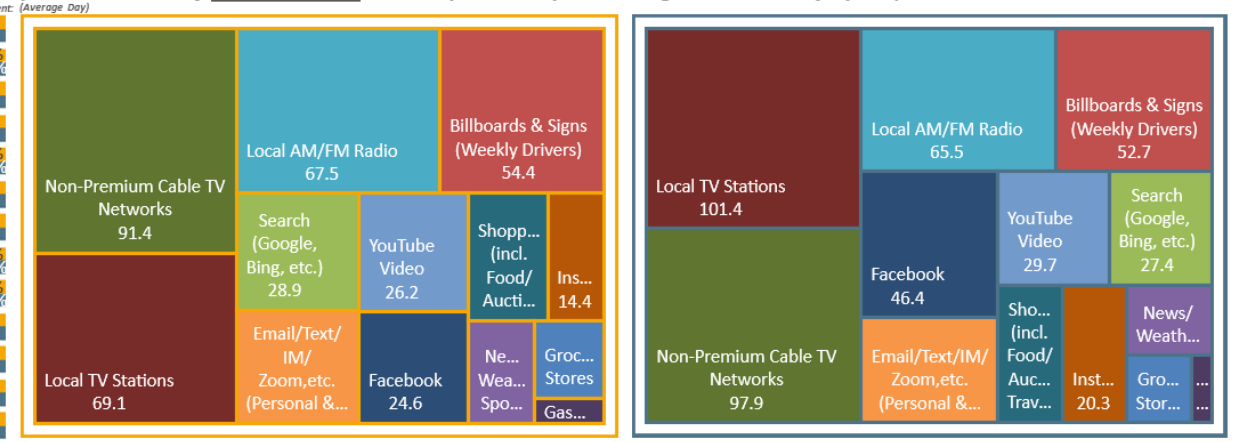
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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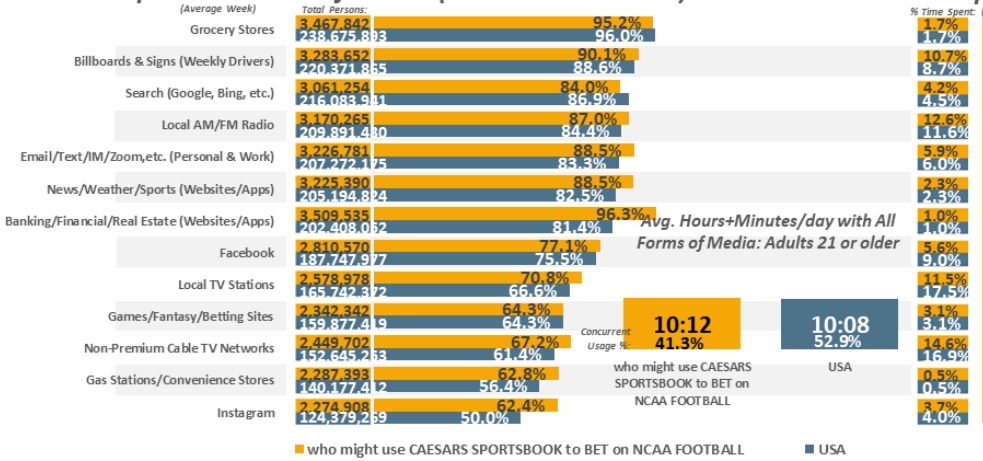
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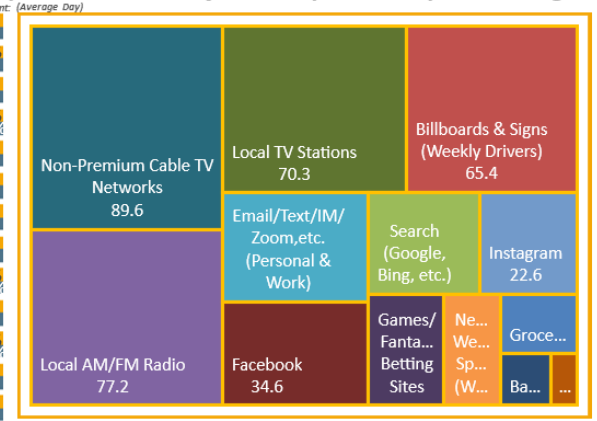
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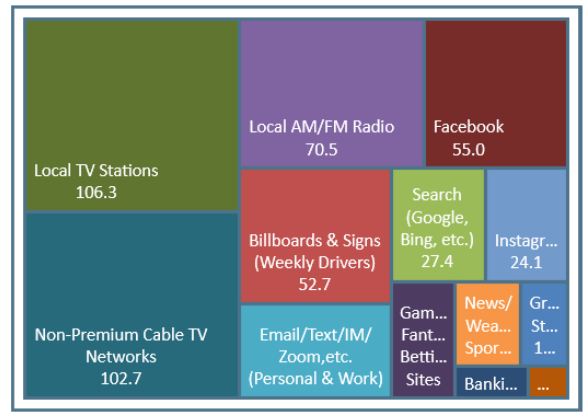
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL spend an average of 6 hours and 46 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 74.4 minutes/day. *(Local Radio delivers 15.3% of Time with Ad-Supported Media.)*

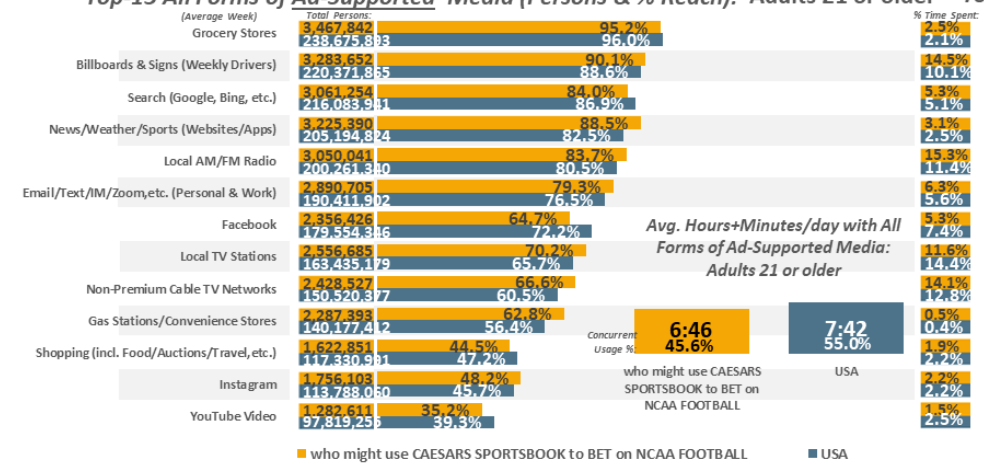
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

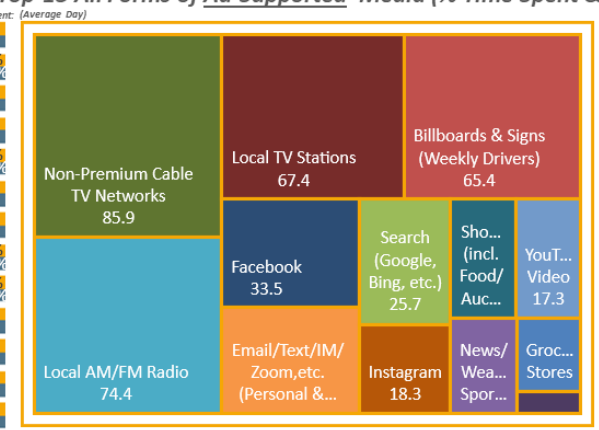


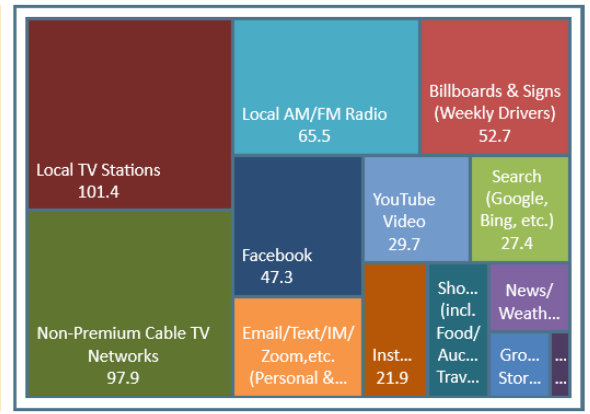




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older







USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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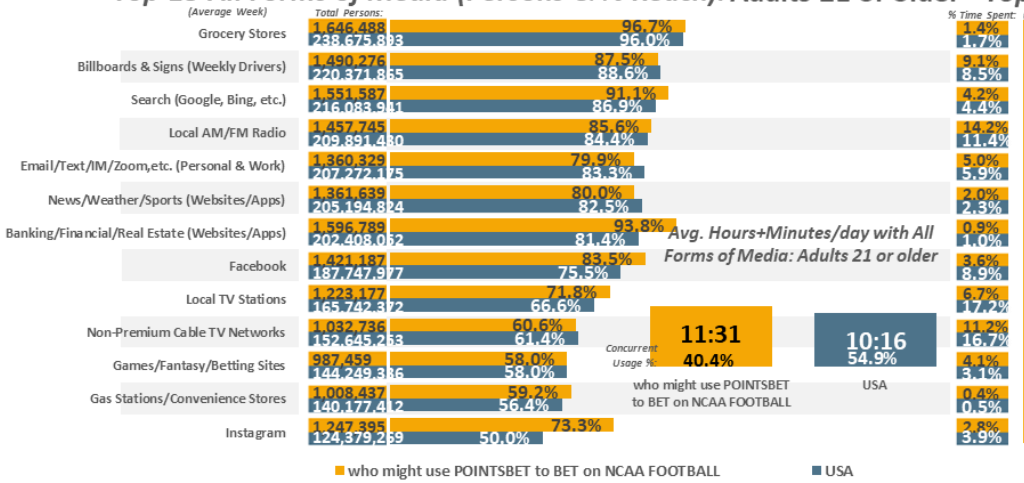
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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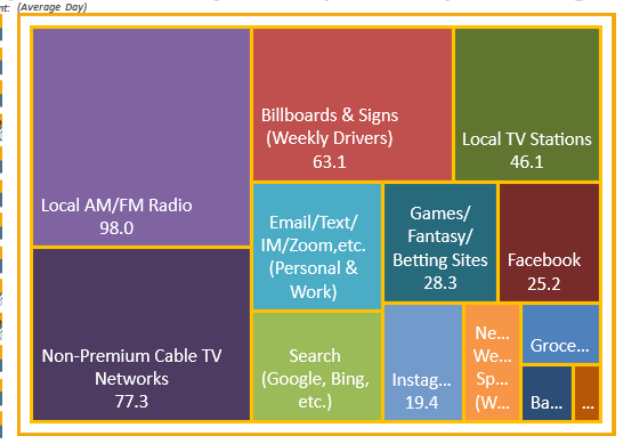
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

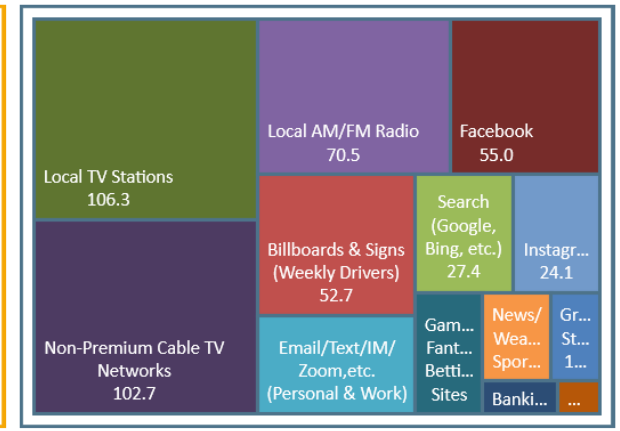
Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL spend an average of 5 hours and 39 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 91.9 minutes/day. *(Local Radio delivers 22.4% of Time with Ad-Supported Media.)*

Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

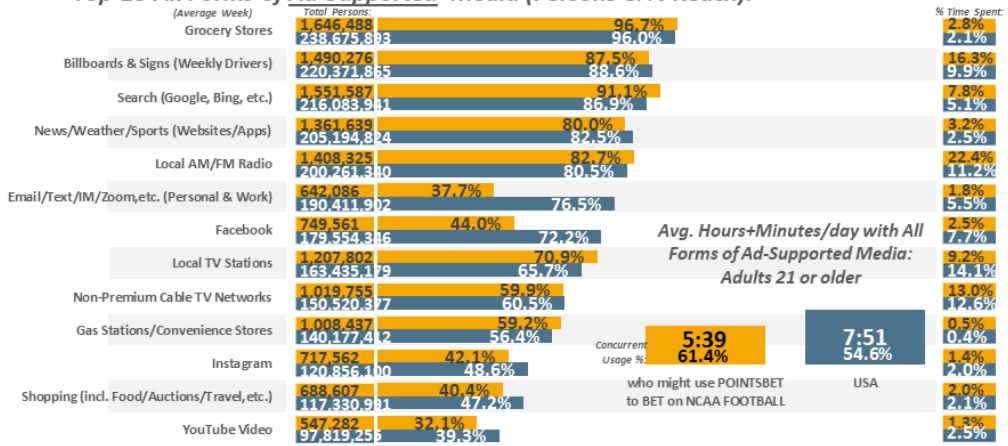


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

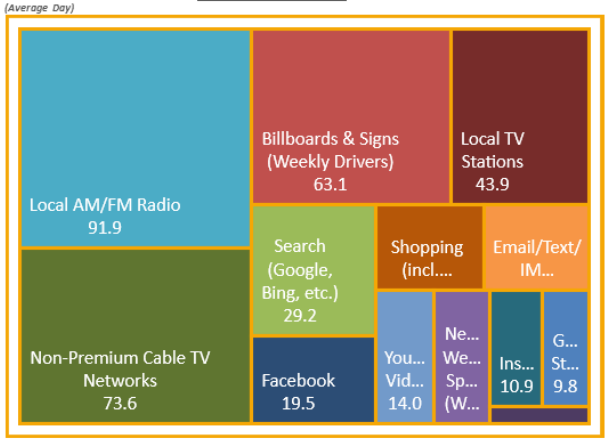


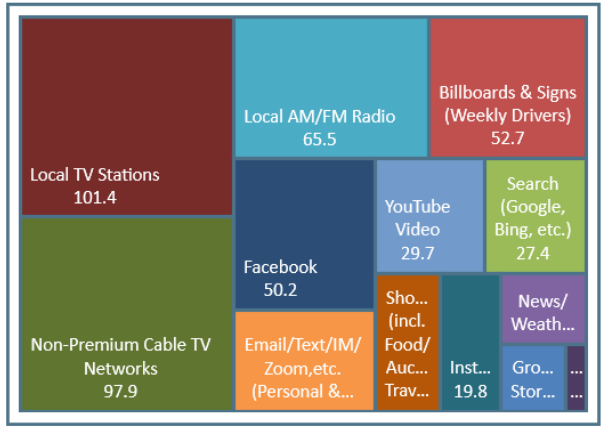


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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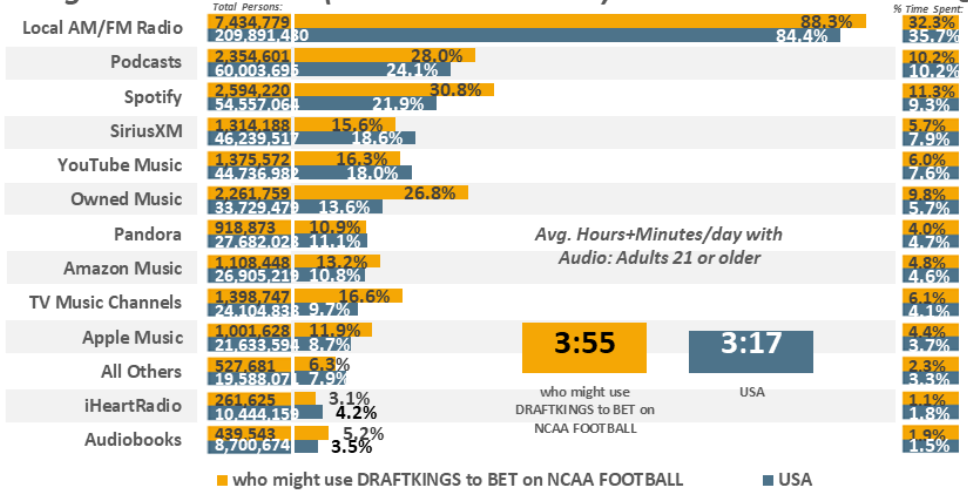
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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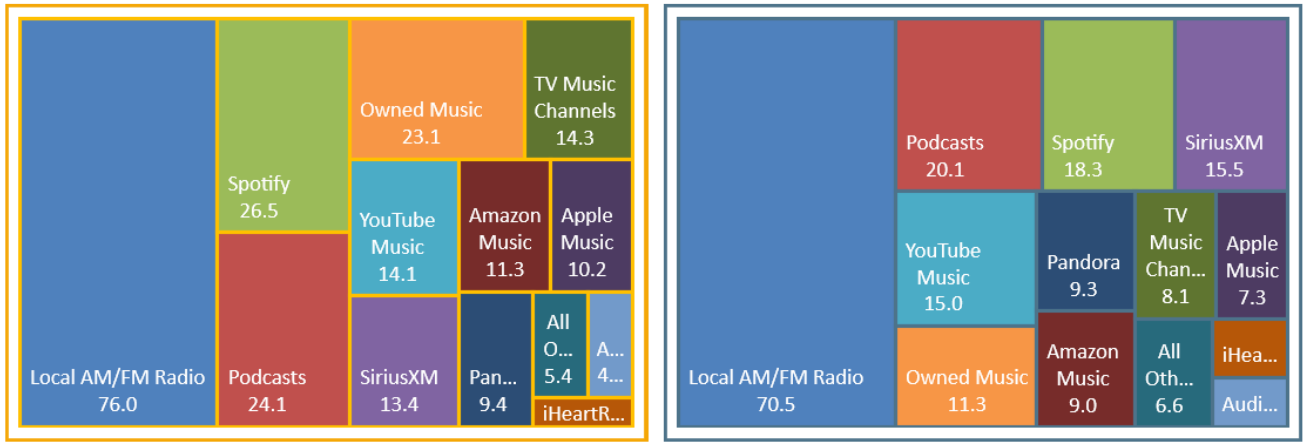
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

7,136,806 or 84.7% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

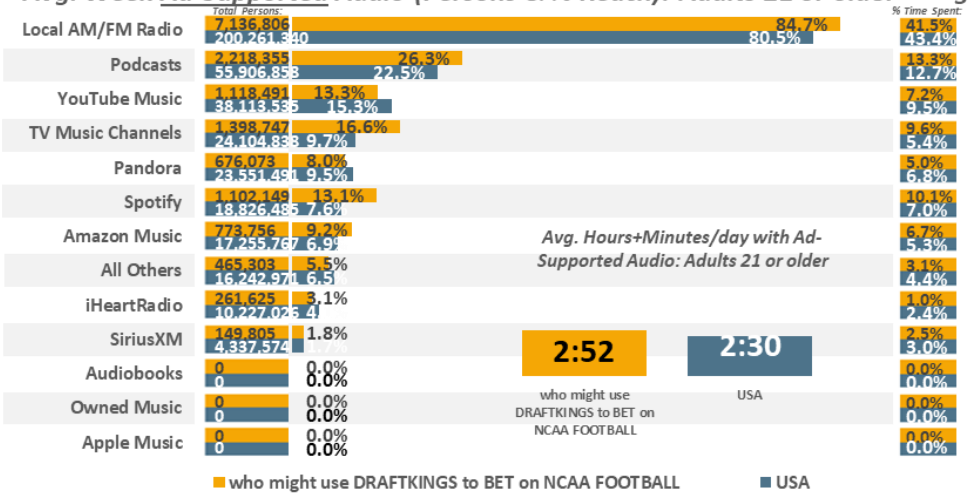
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



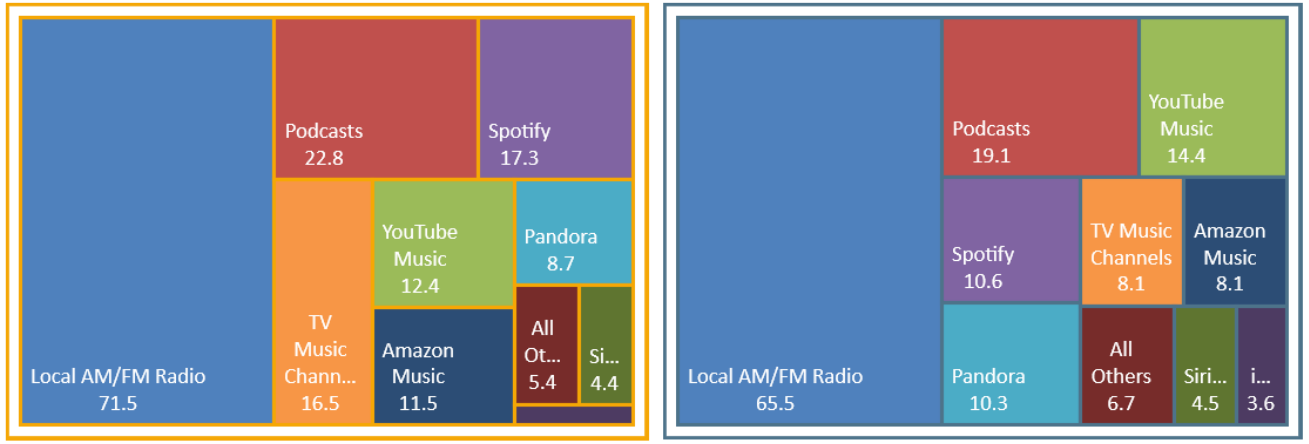
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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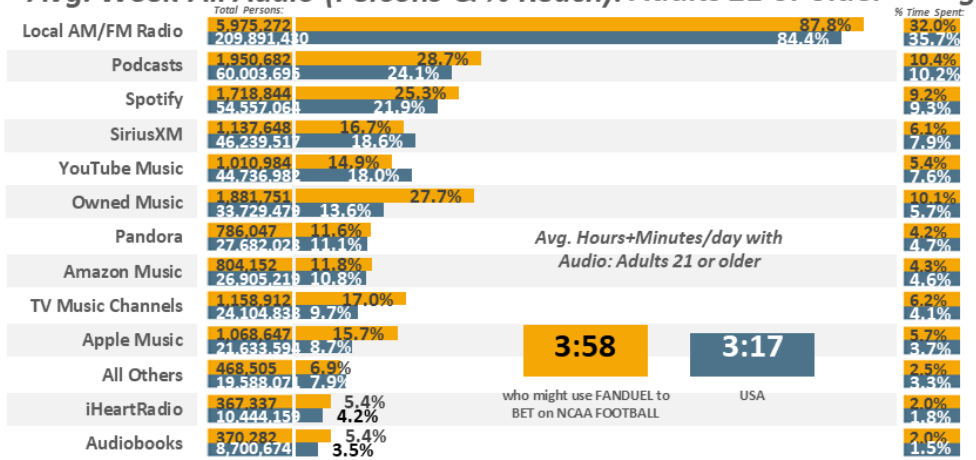
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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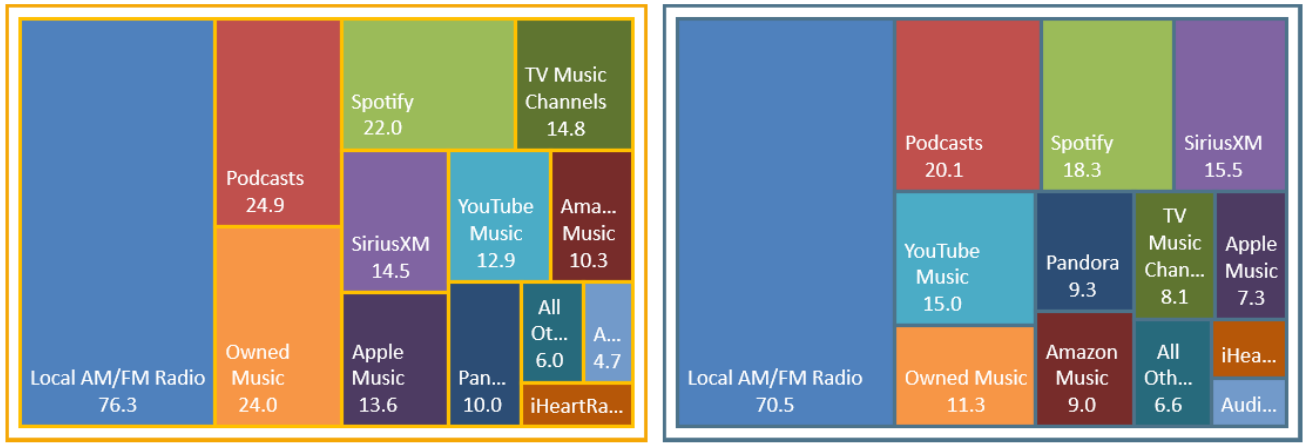
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

5,728,606 or 84.2% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

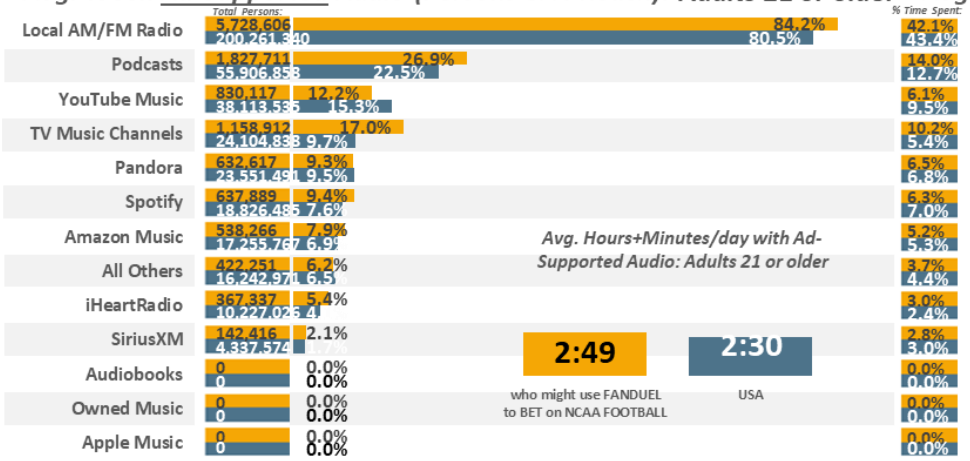
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



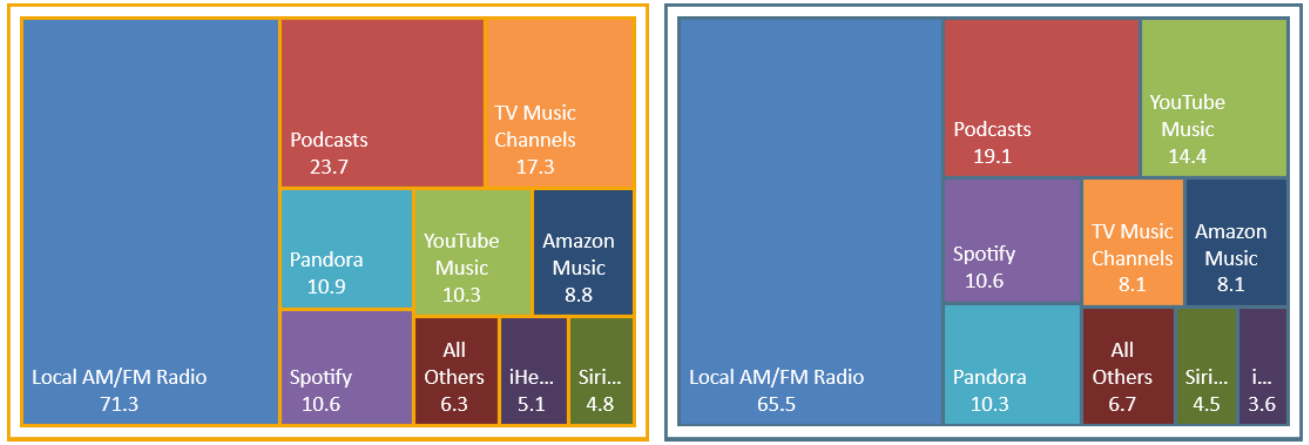
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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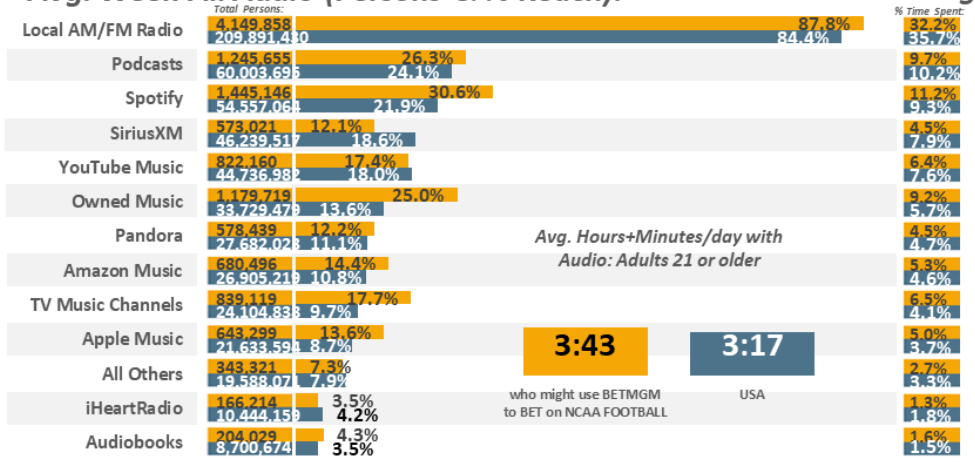
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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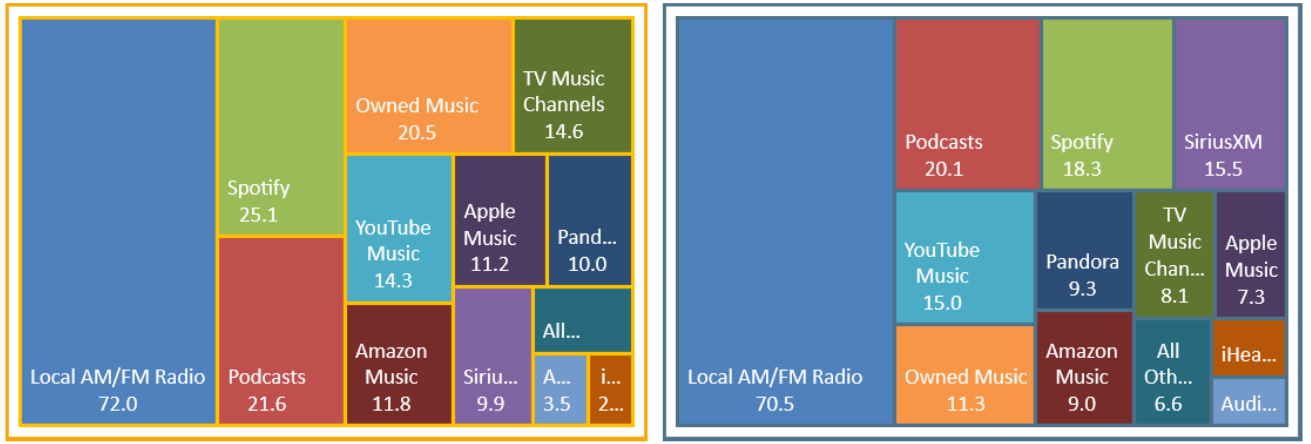
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4,020,076 or 85.% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

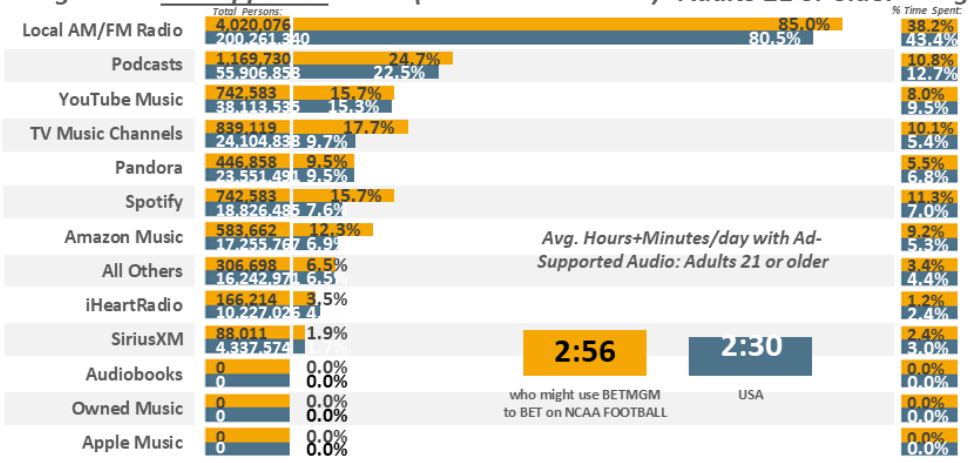
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



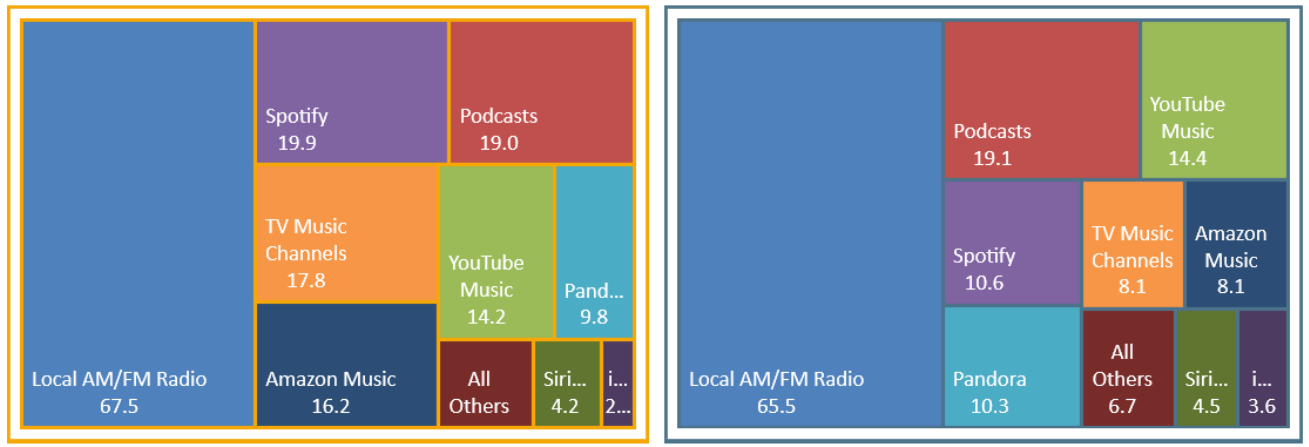
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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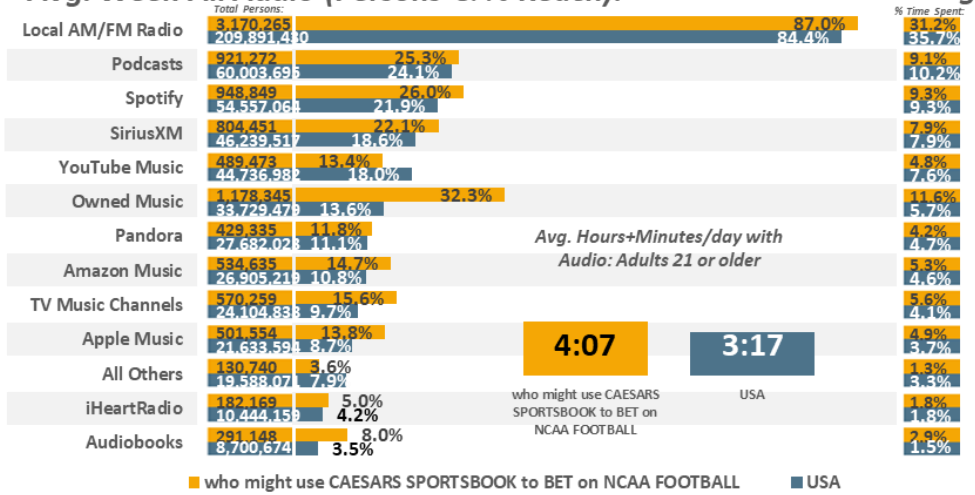
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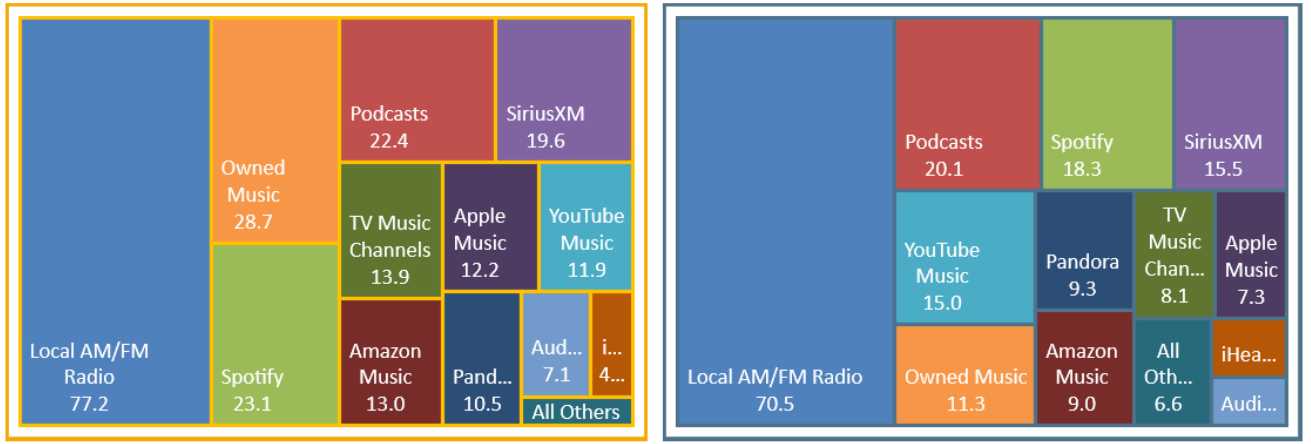
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

3,050,041 or 83.7% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 74.4 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.

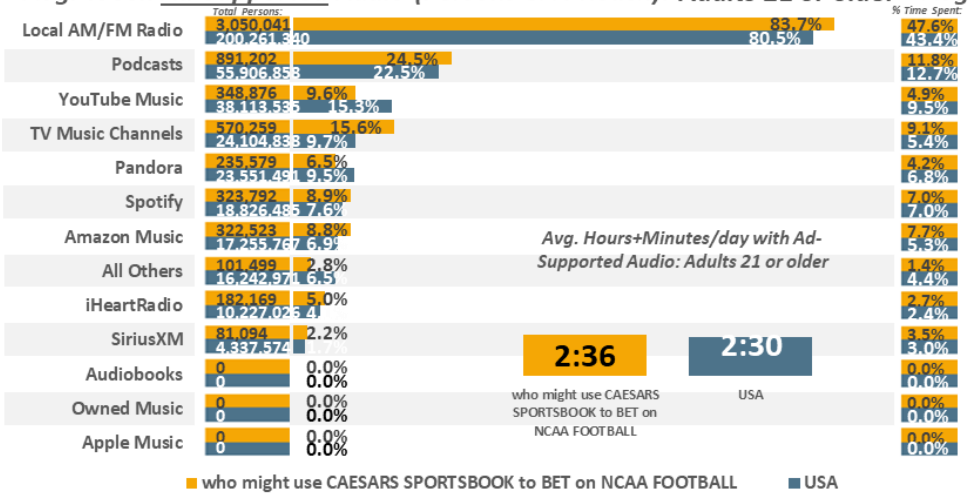
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



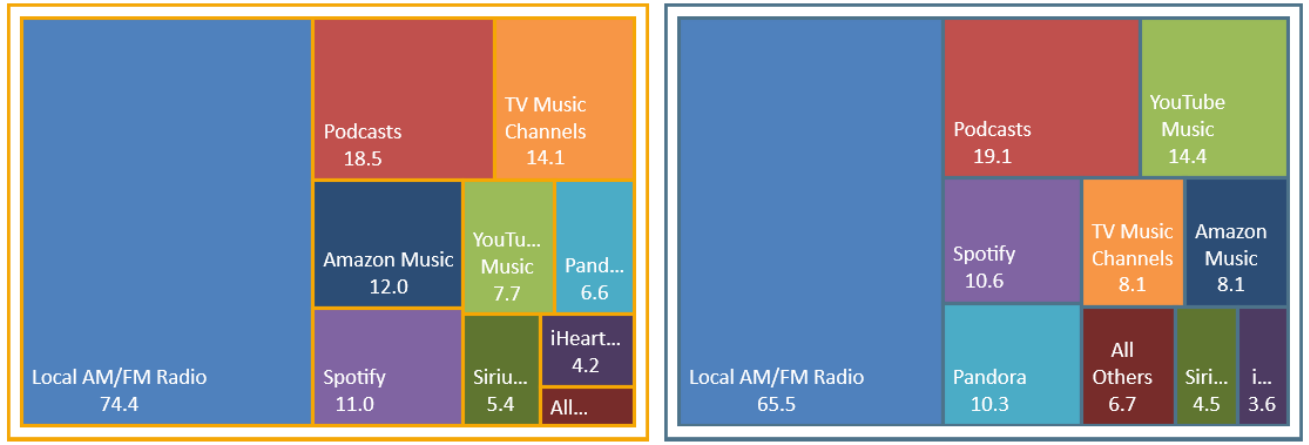
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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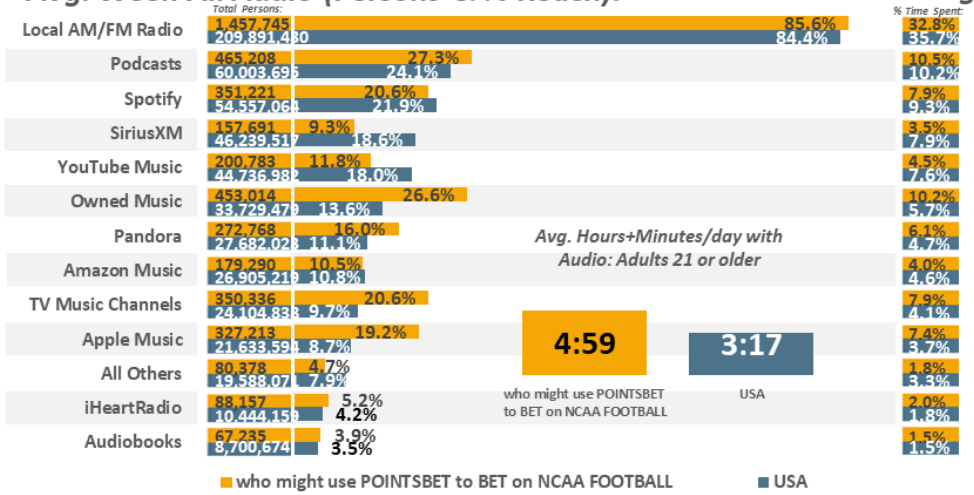
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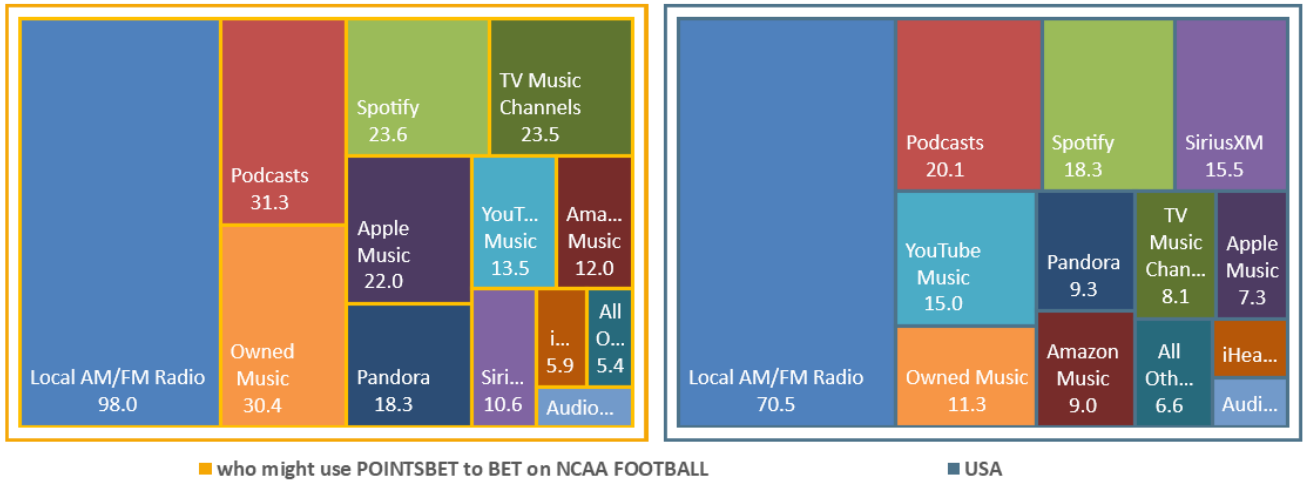
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

1,408,325 or 82.7% of Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 91.9 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

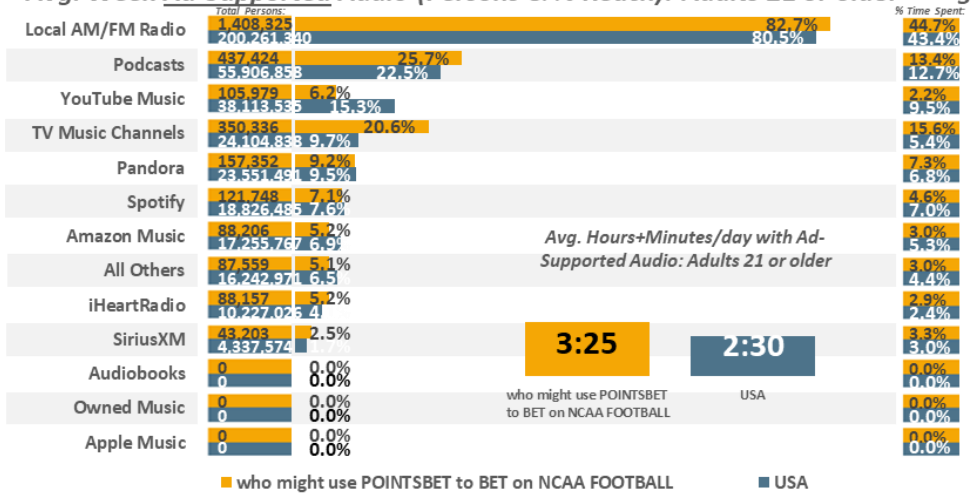
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



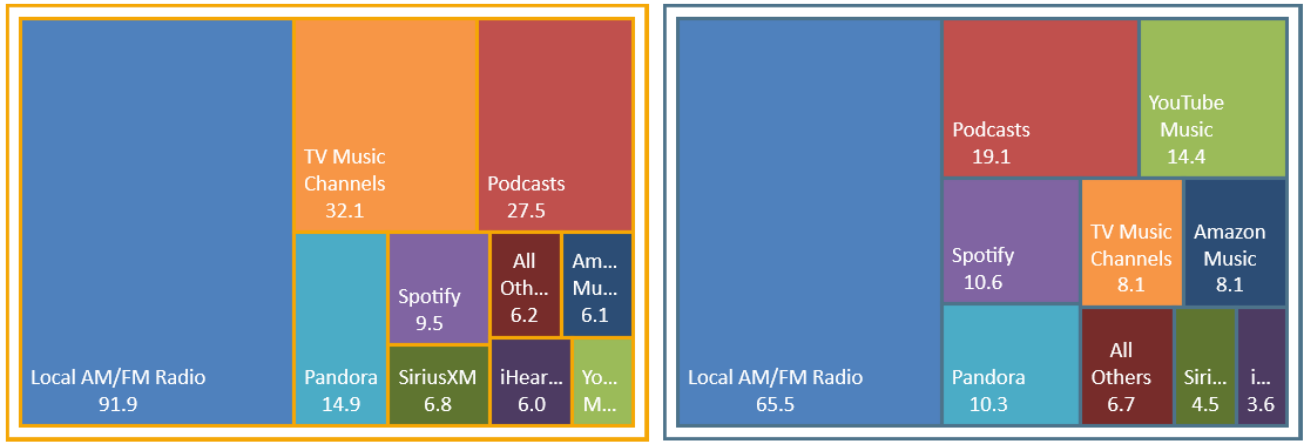
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

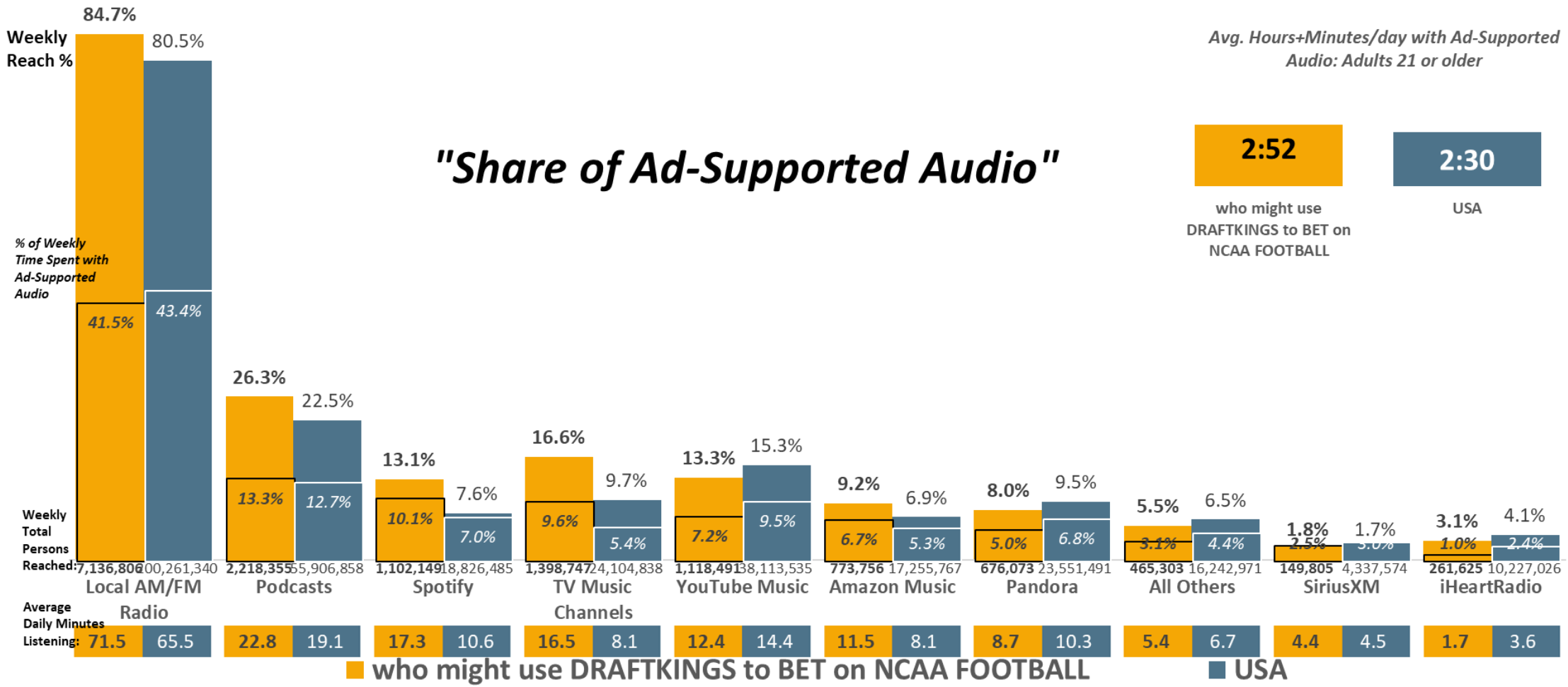
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

7,136,806 or 84.7% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

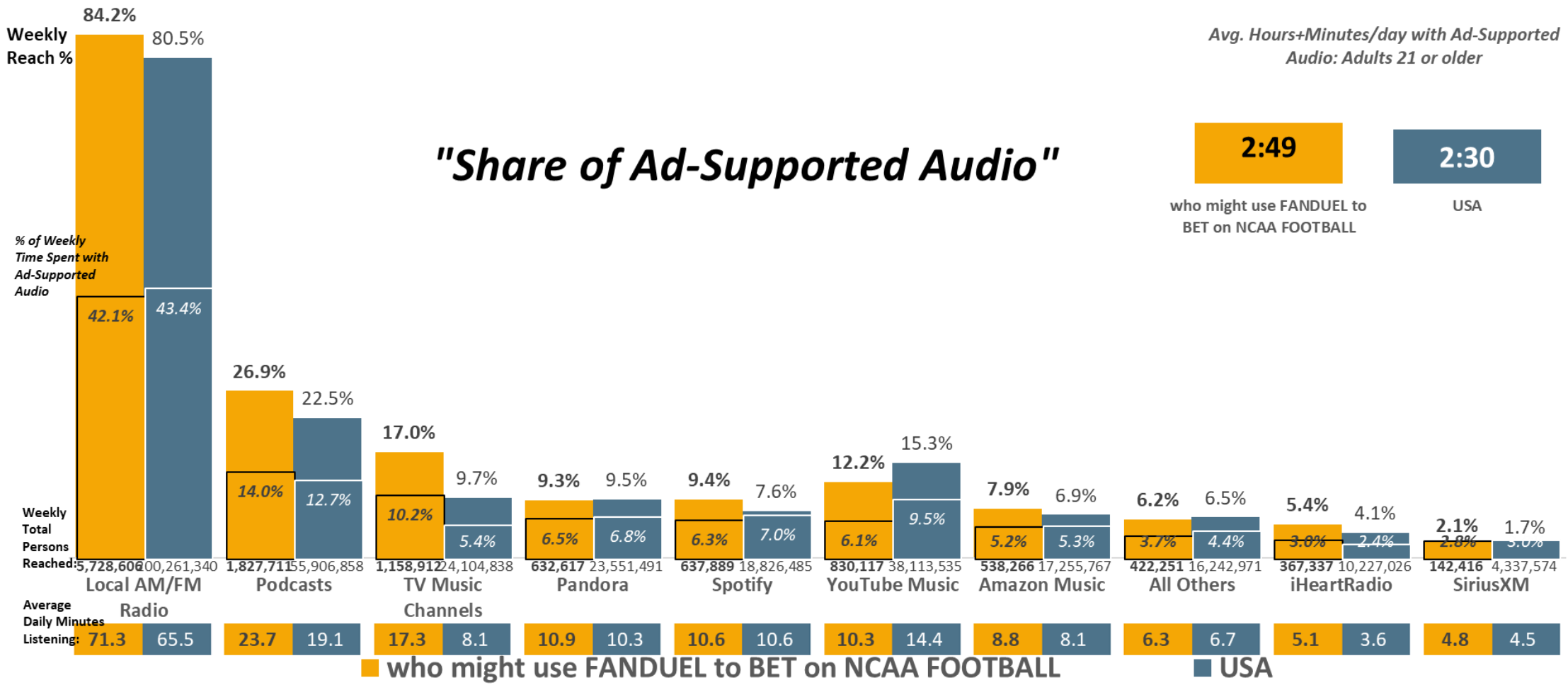
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

5,728,606 or 84.2% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



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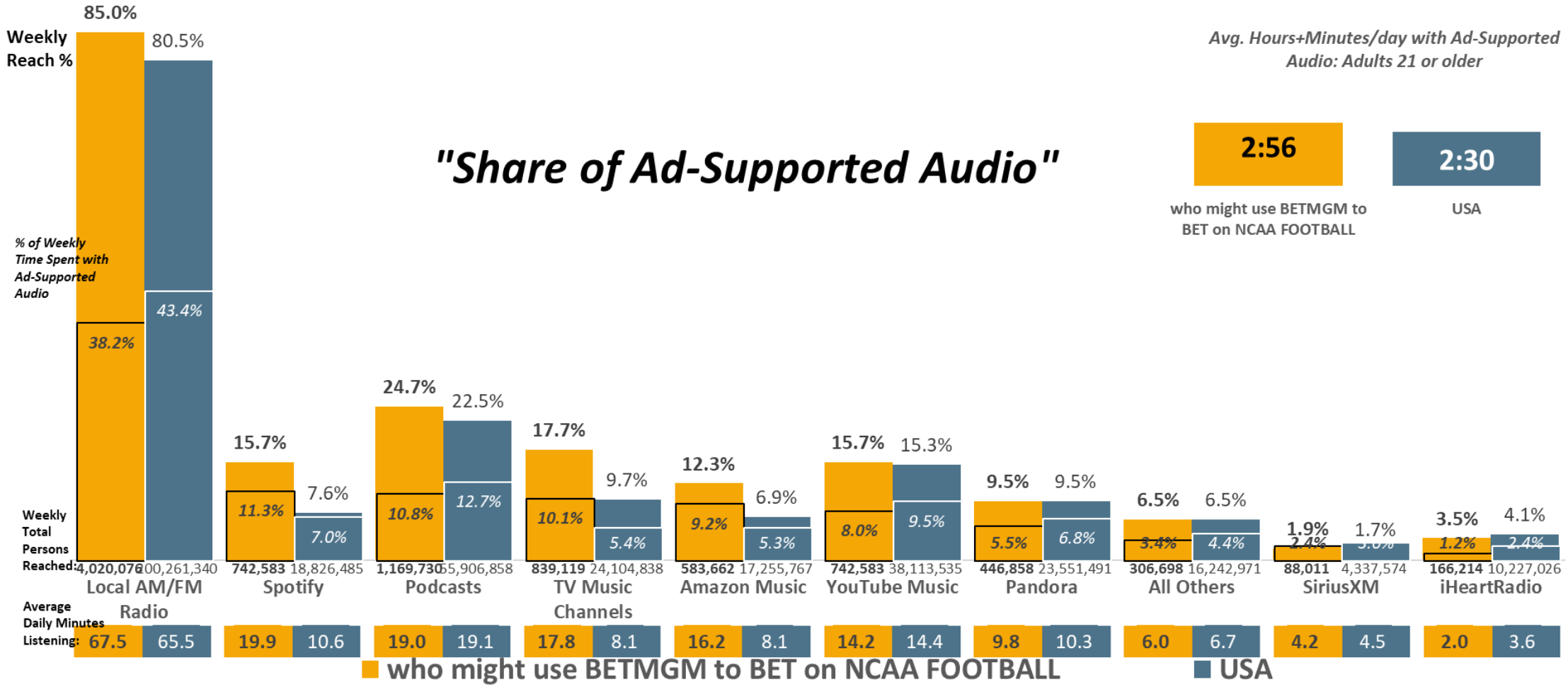
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

4,020,076 or 85.% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



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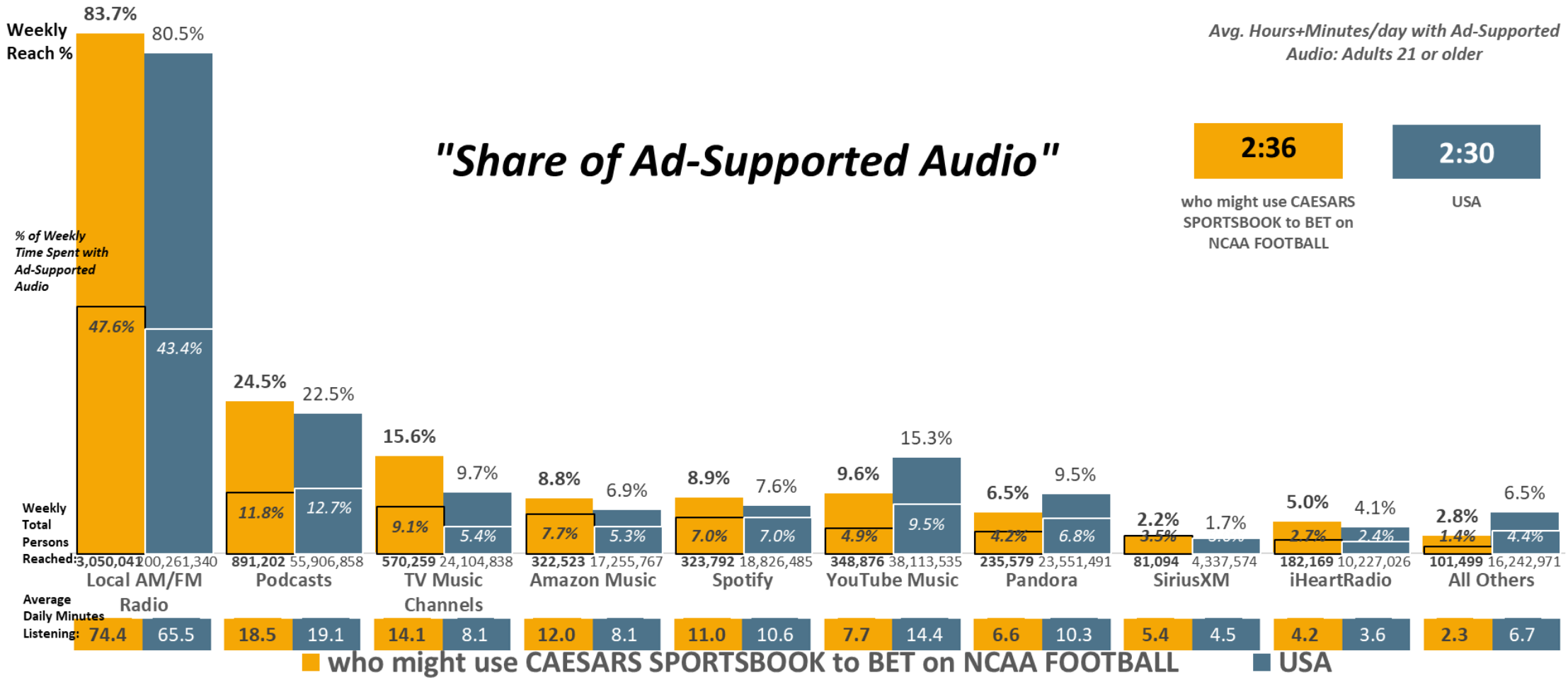
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

3,050,041 or 83.7% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 74.4 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.



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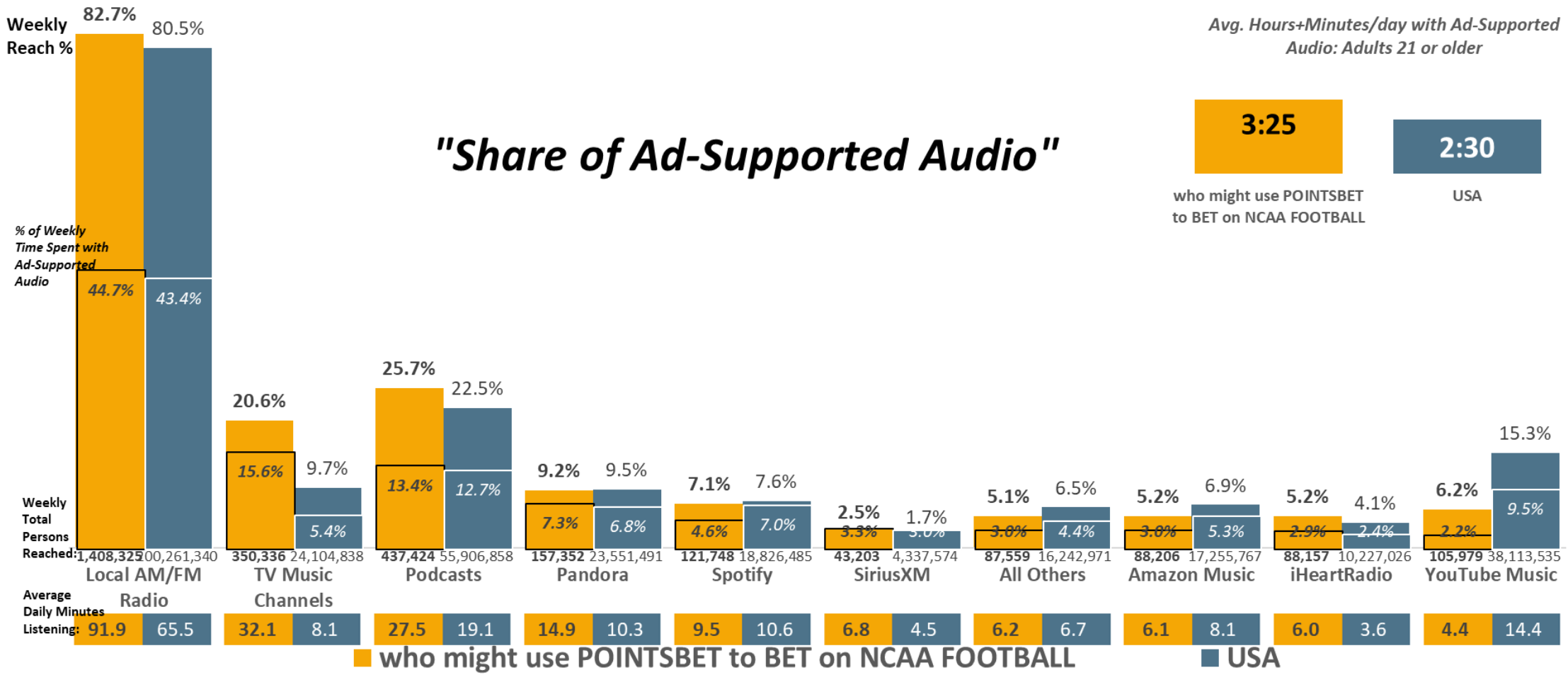
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

1,408,325 or 82.7% of Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio for an average of 91.9 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



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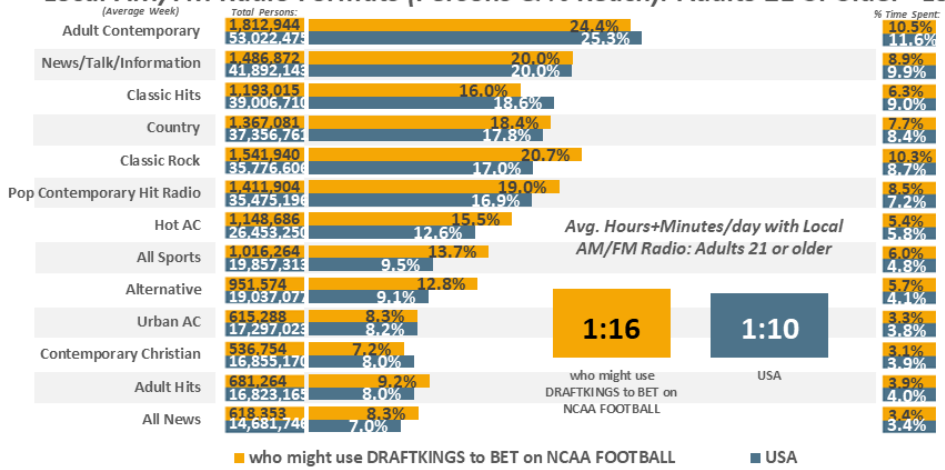
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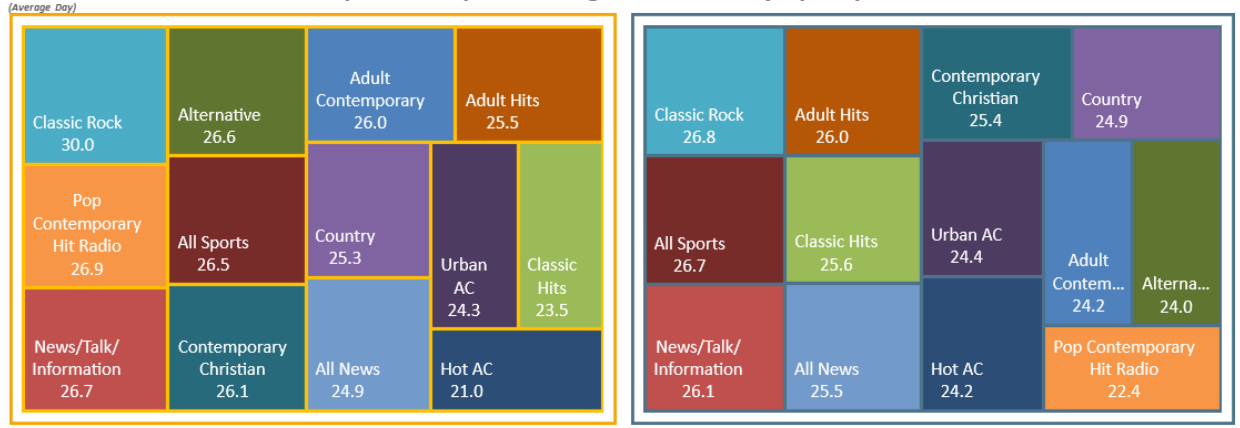
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

7,136,806 or 84.7% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits.

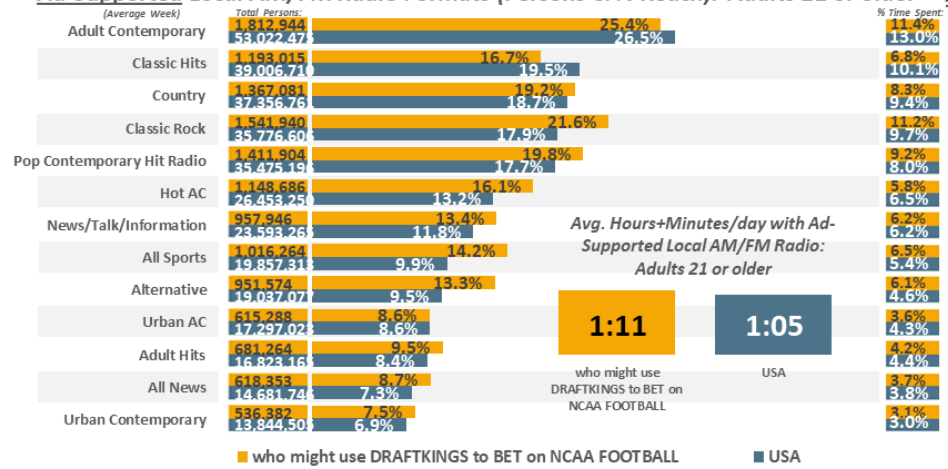
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



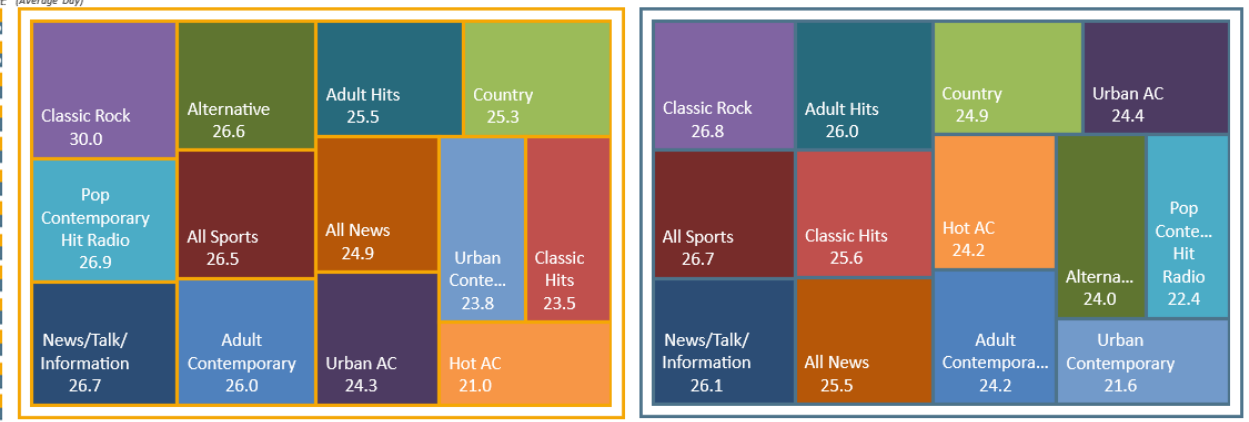
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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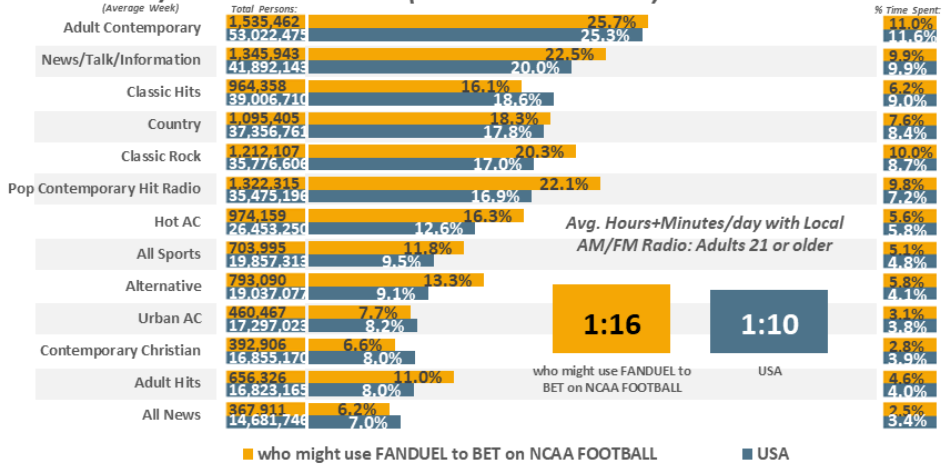
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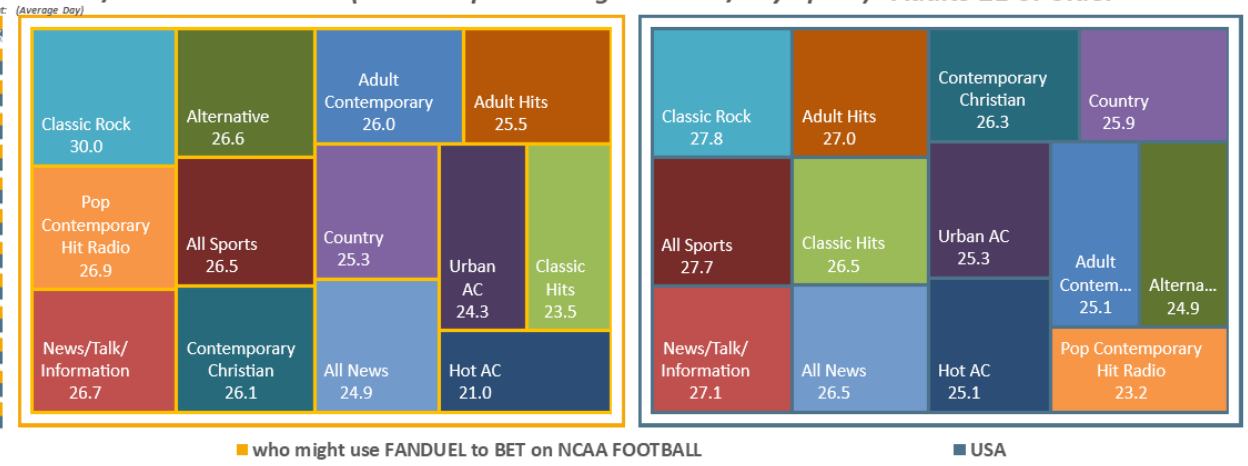
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

5,728,606 or 84.2% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Country, and Hot AC.

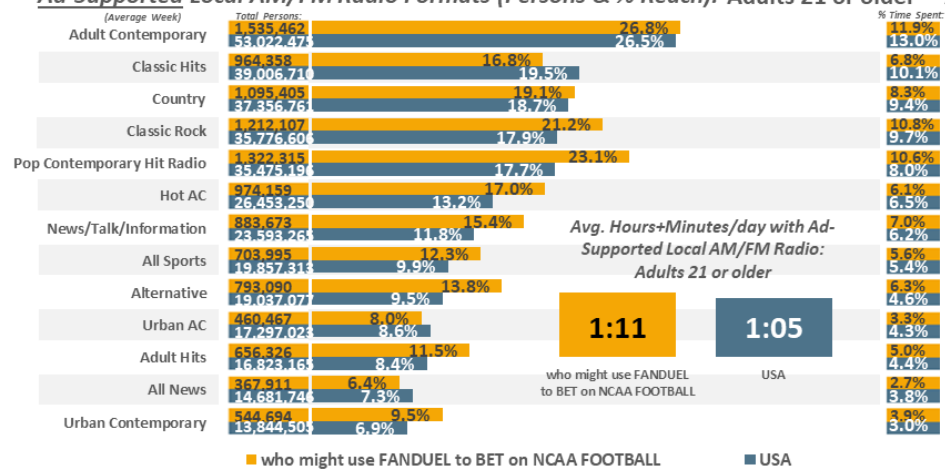
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



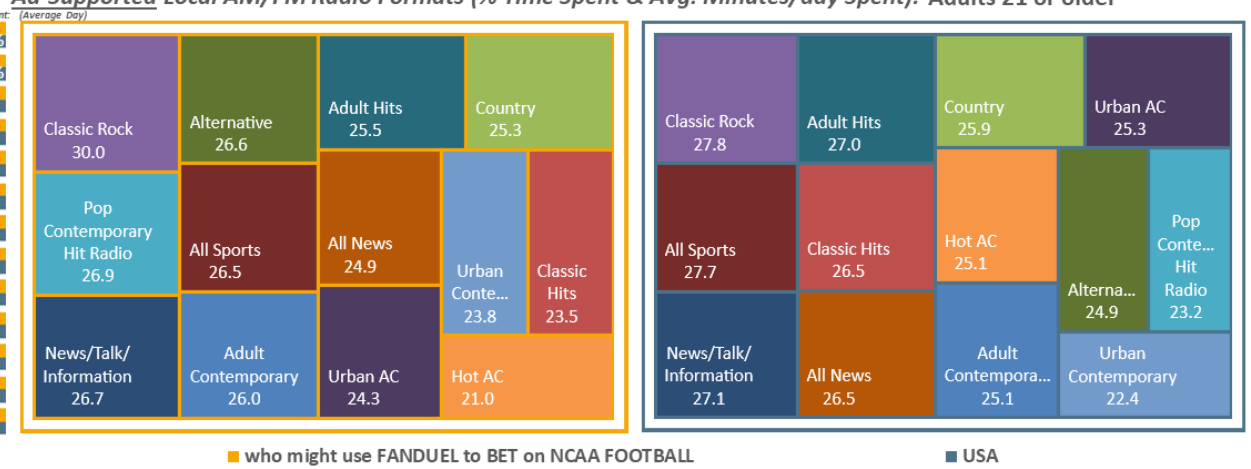
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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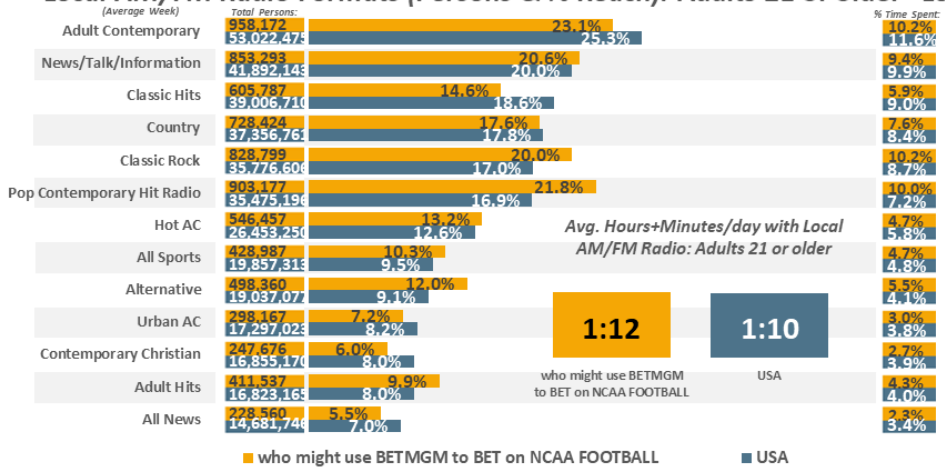
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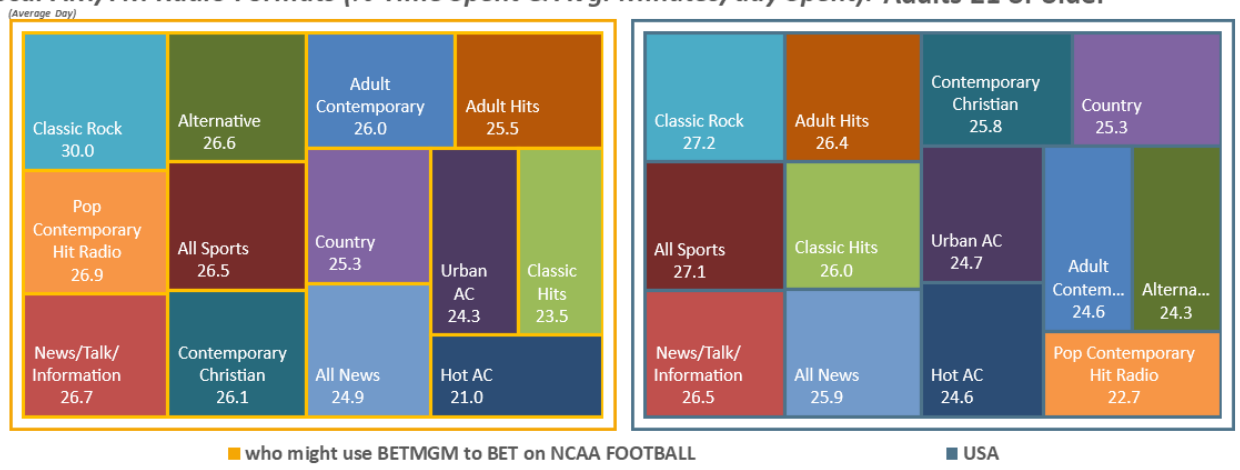
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4,020,076 or 85.% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Country, and Classic Hits.

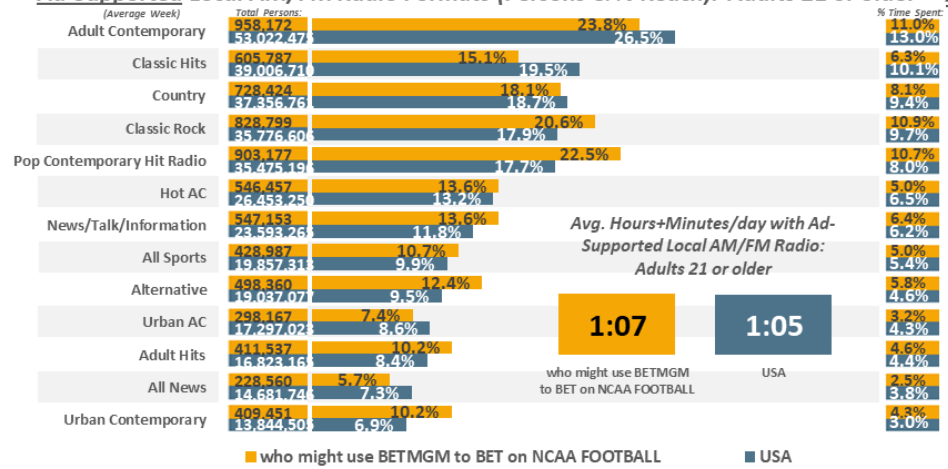
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



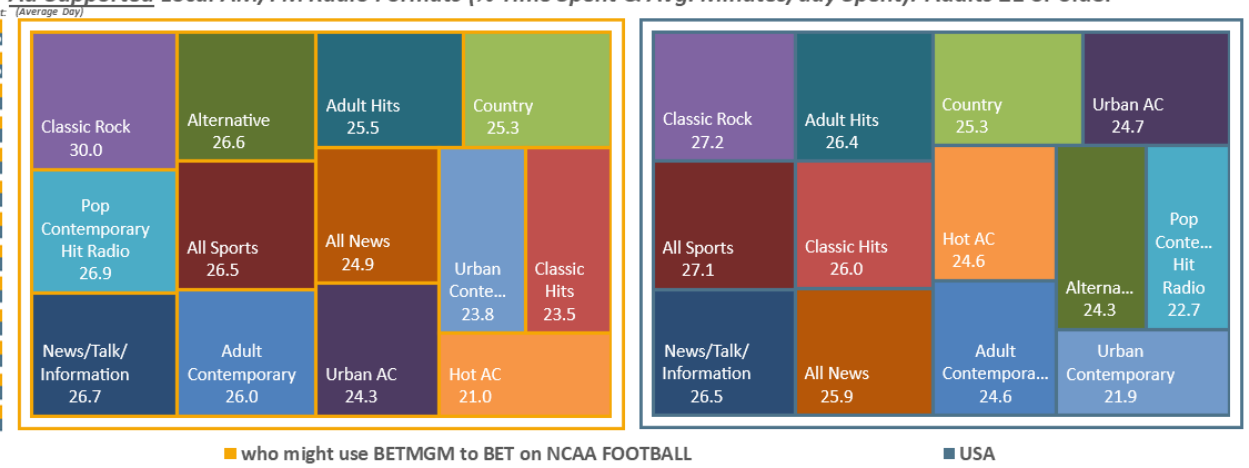
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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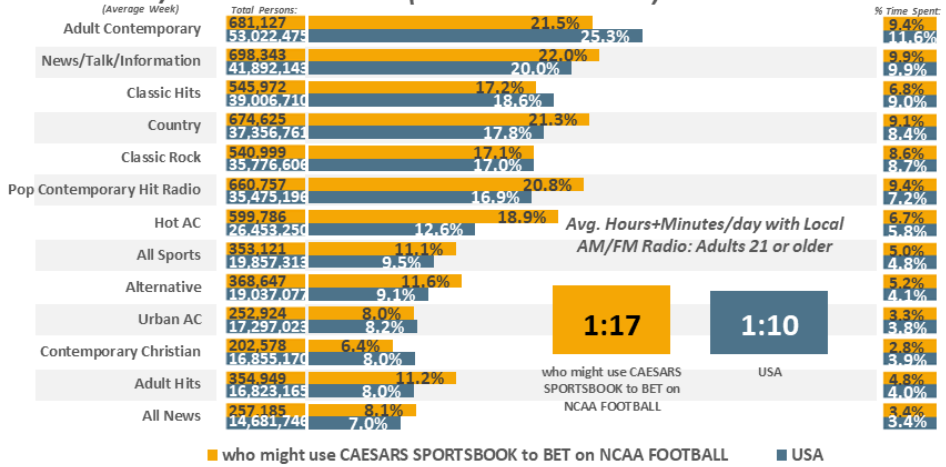
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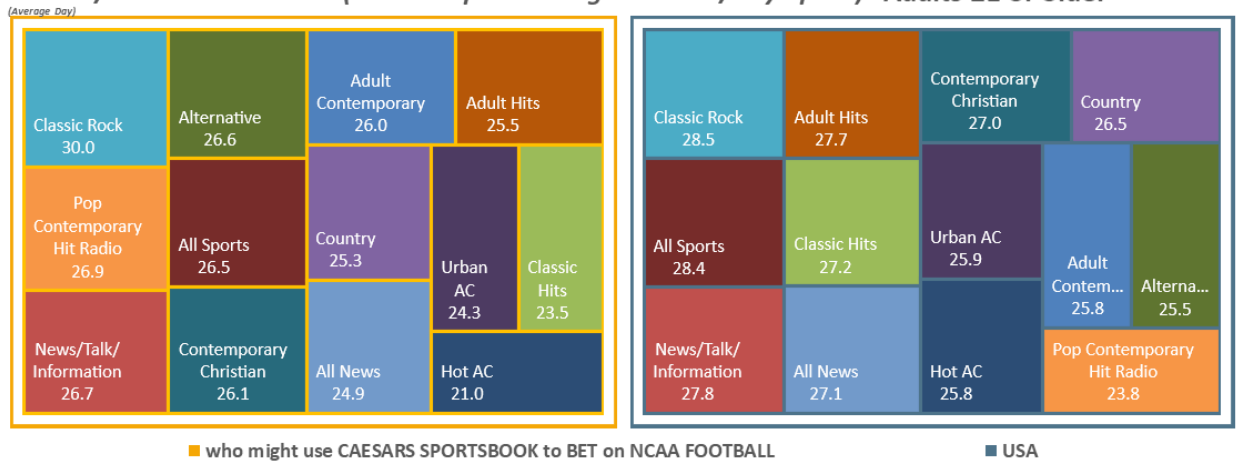
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

3,050,041 or 83.7% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Hot AC, and News/Talk/Information.

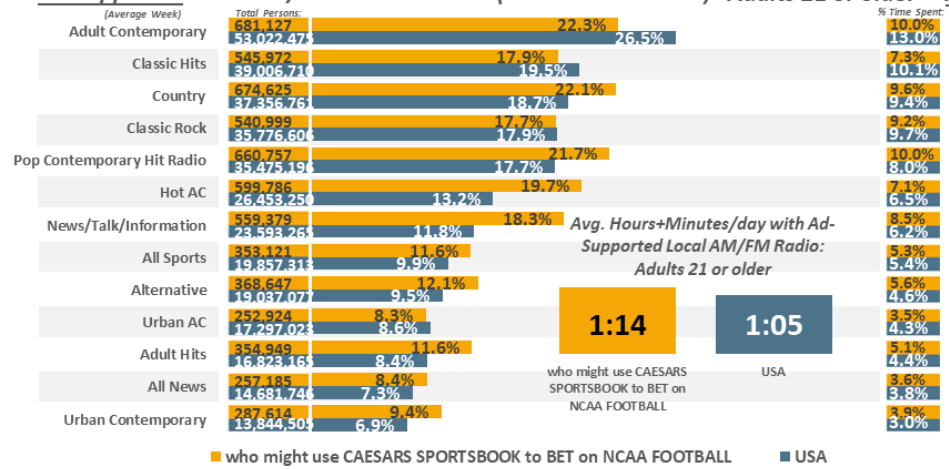
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



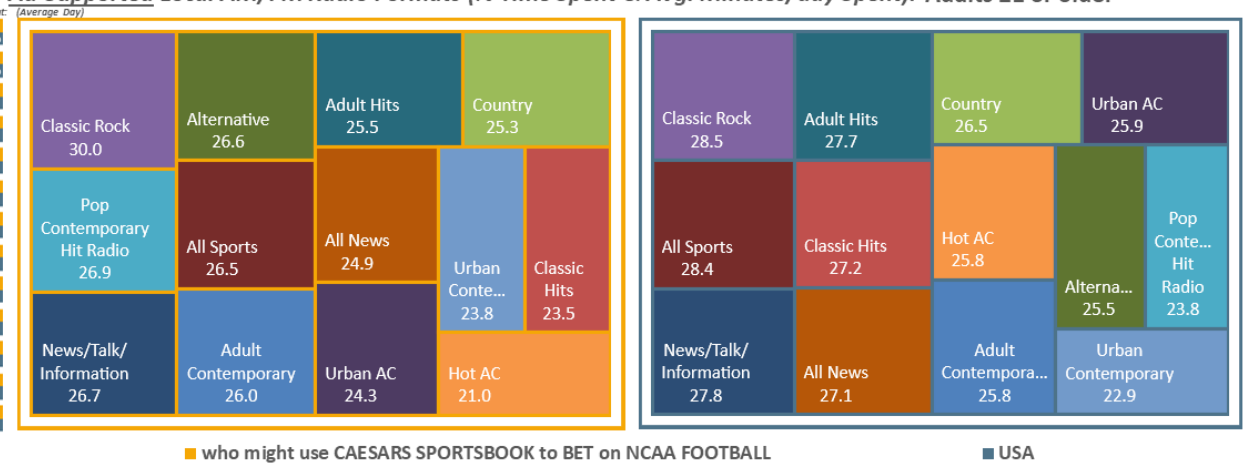
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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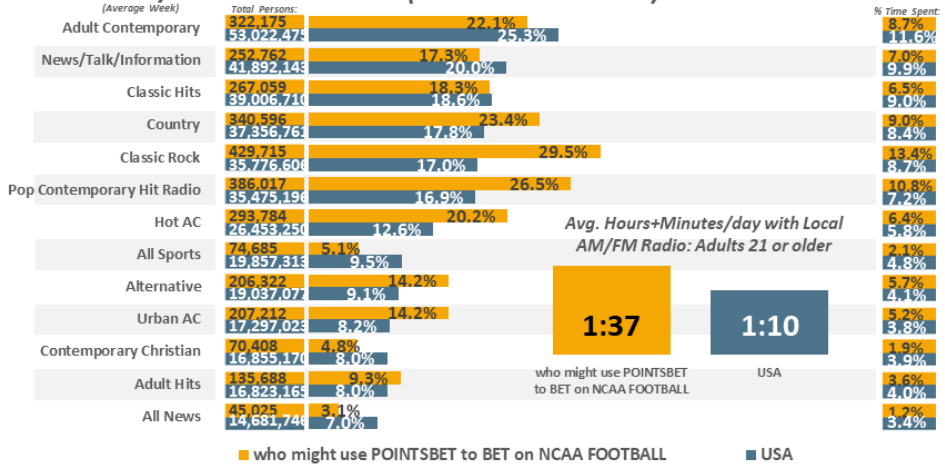
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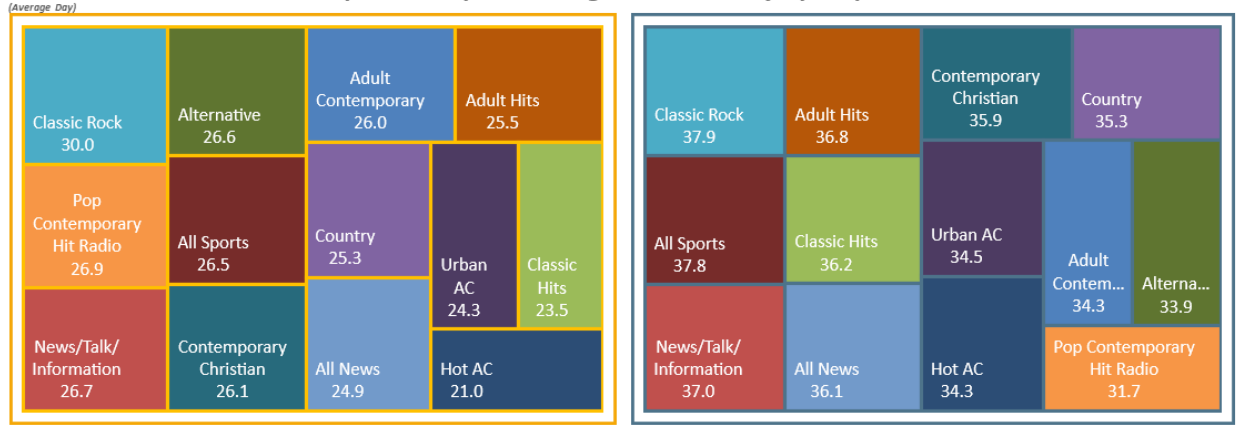
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1,408,325 or 82.7% of Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Pop Contemporary Hit Radio, Country, Adult Contemporary, and Hot AC.

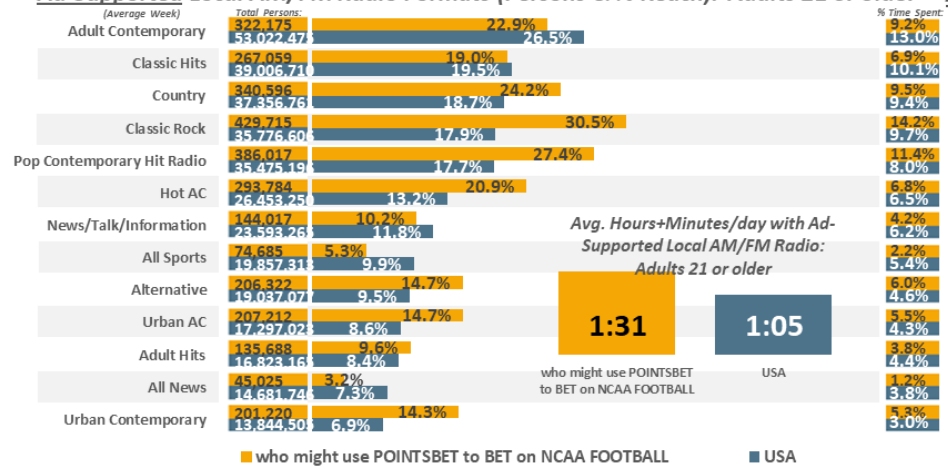
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



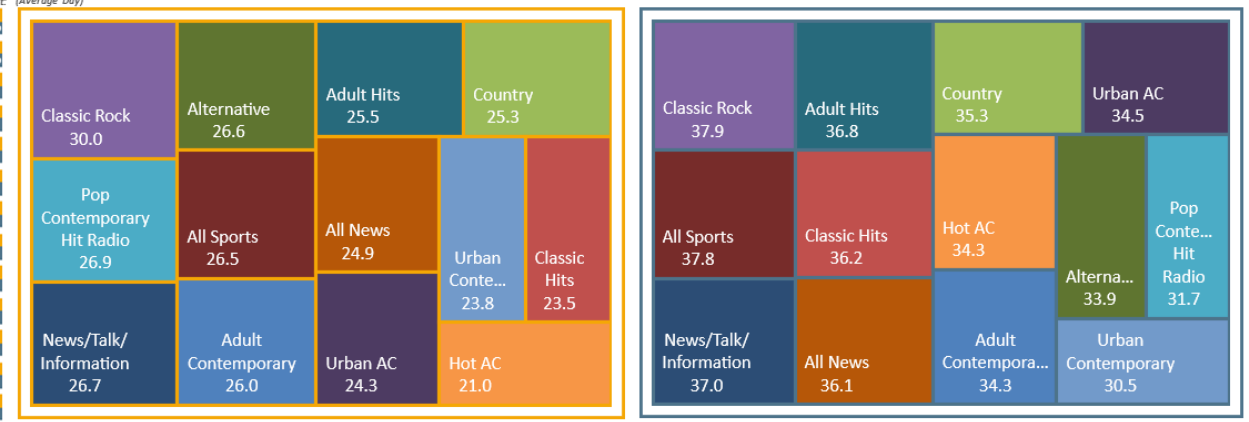
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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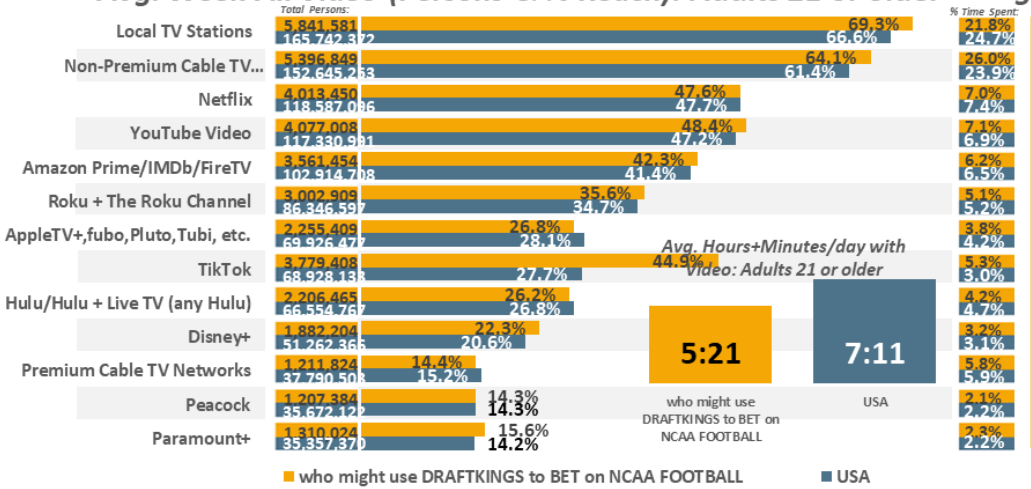
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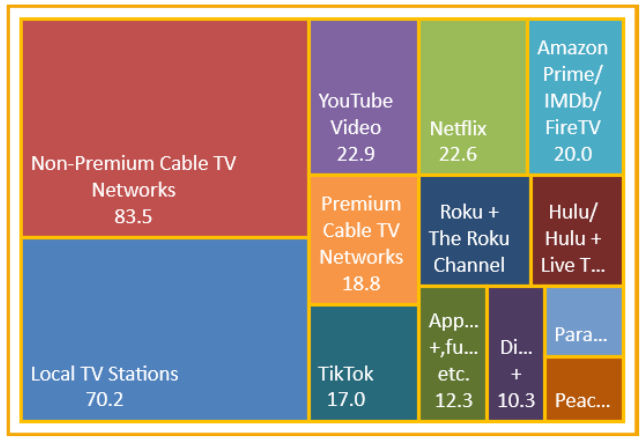
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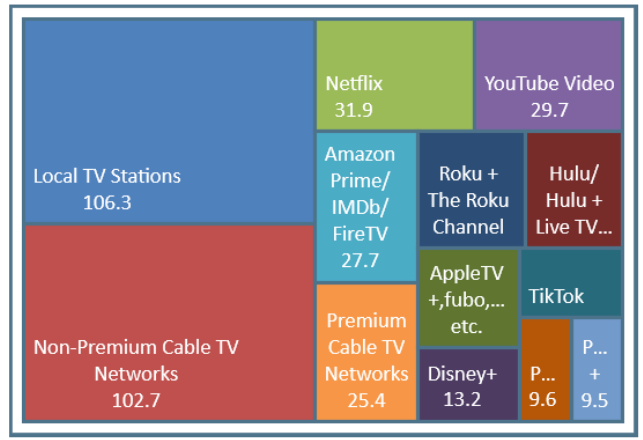
5,788,497 or 68.7% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

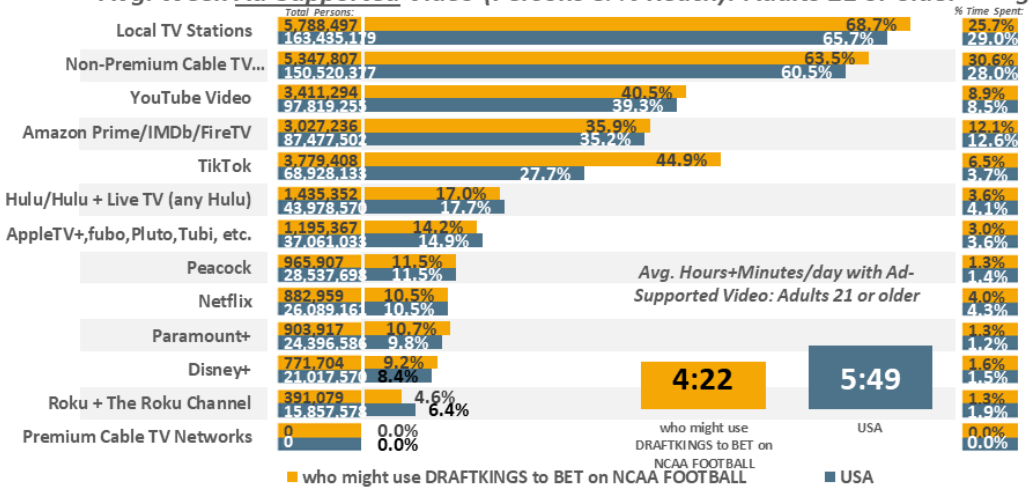


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

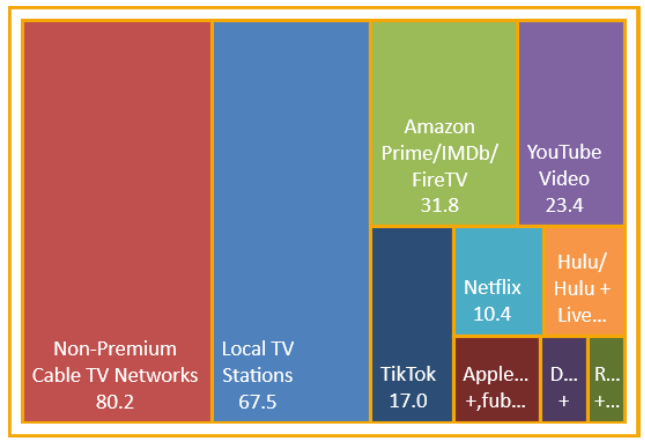


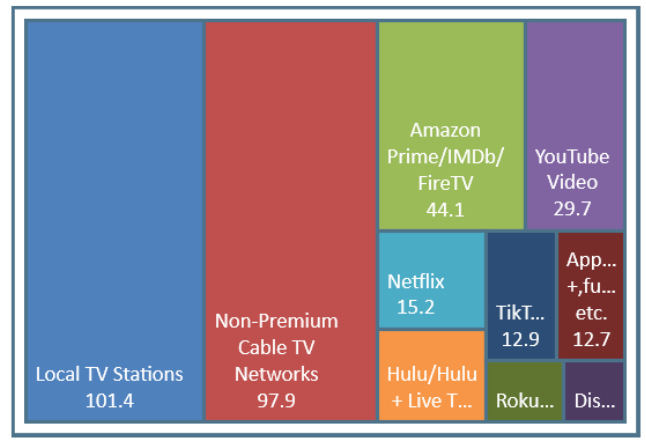


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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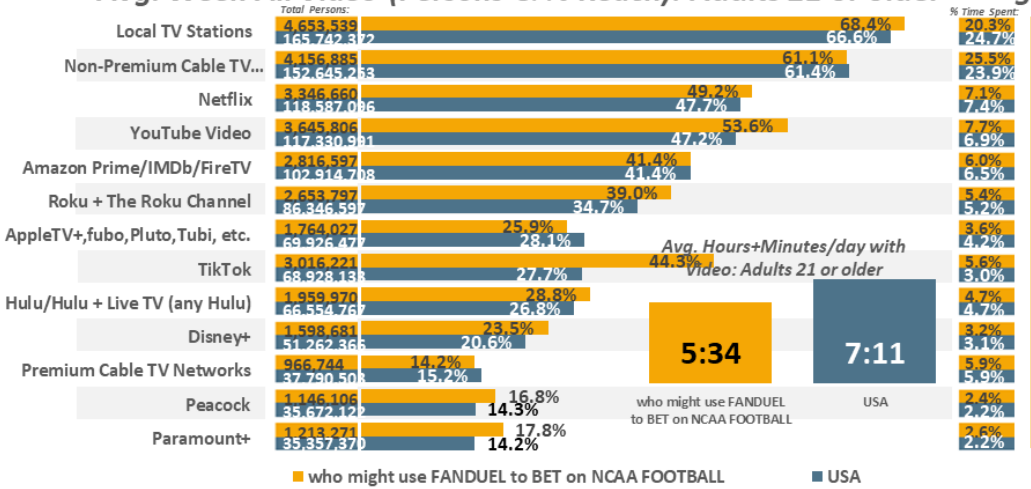
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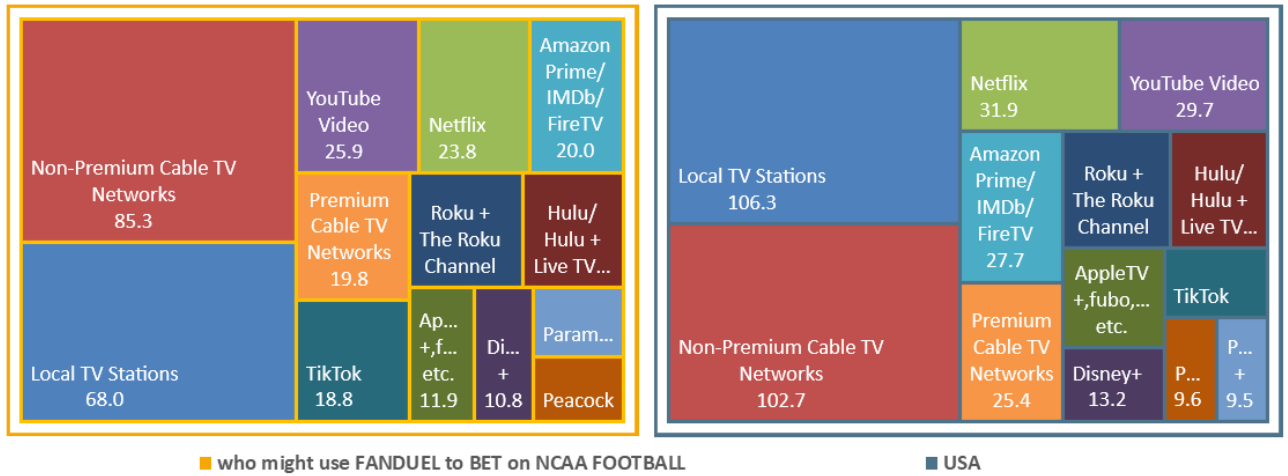
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

4,606,973 or 67.7% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL watch Ad-Supported Local TV Stations for an average of 65. minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

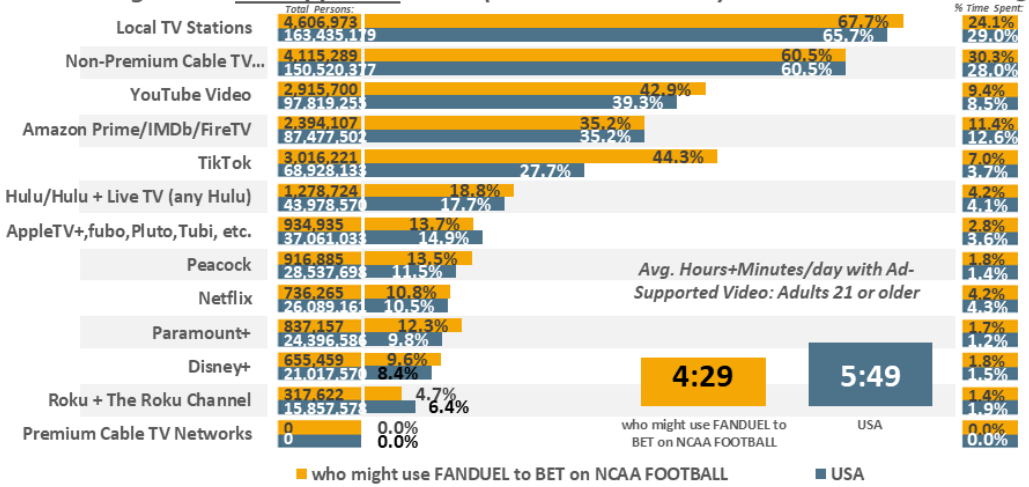
Avg. Week All Video (Persons & % Reach): Adults 21 or older



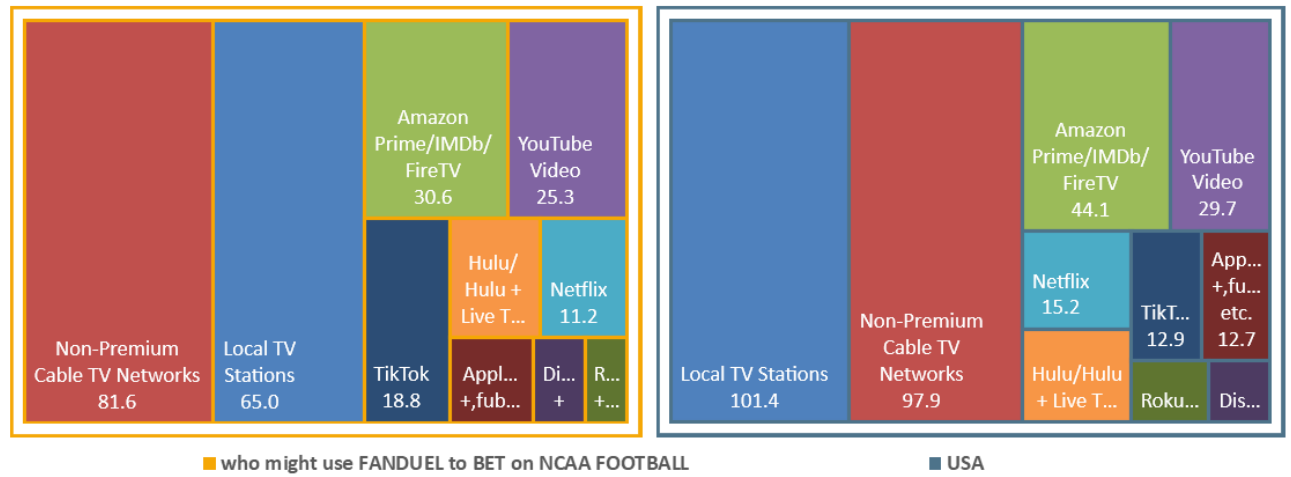
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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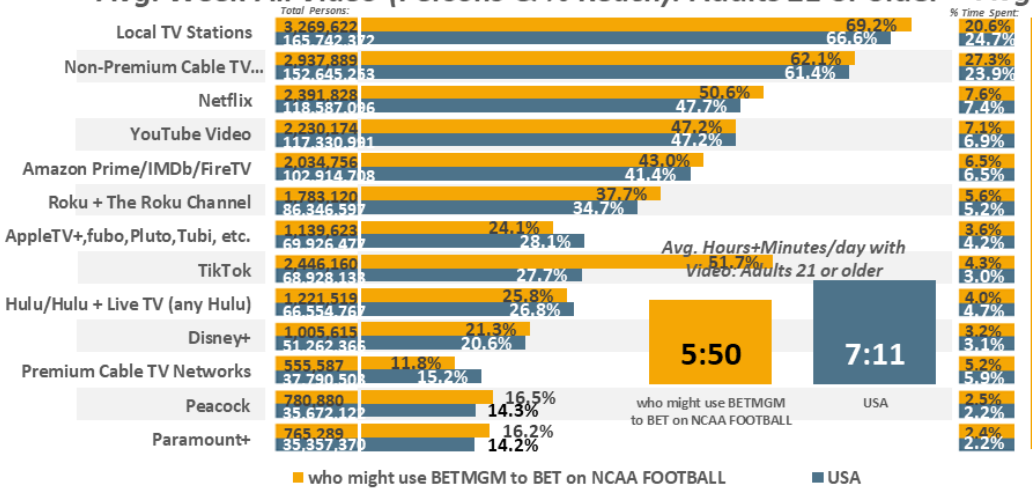
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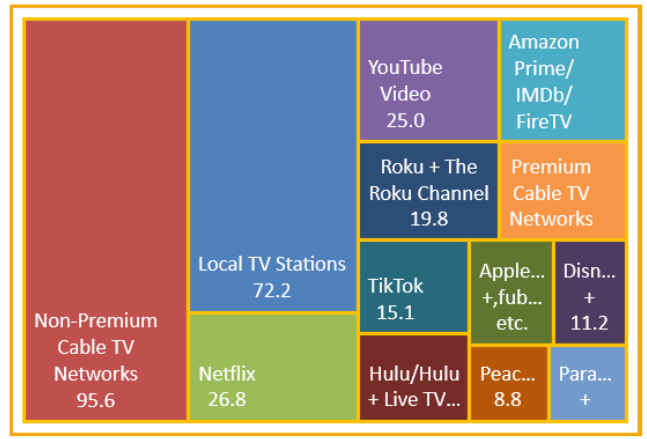
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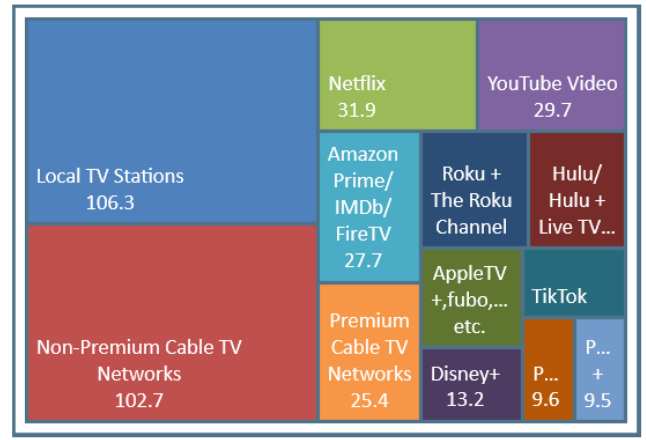
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Avg. Week All Video (Persons & % Reach): Adults 21 or older

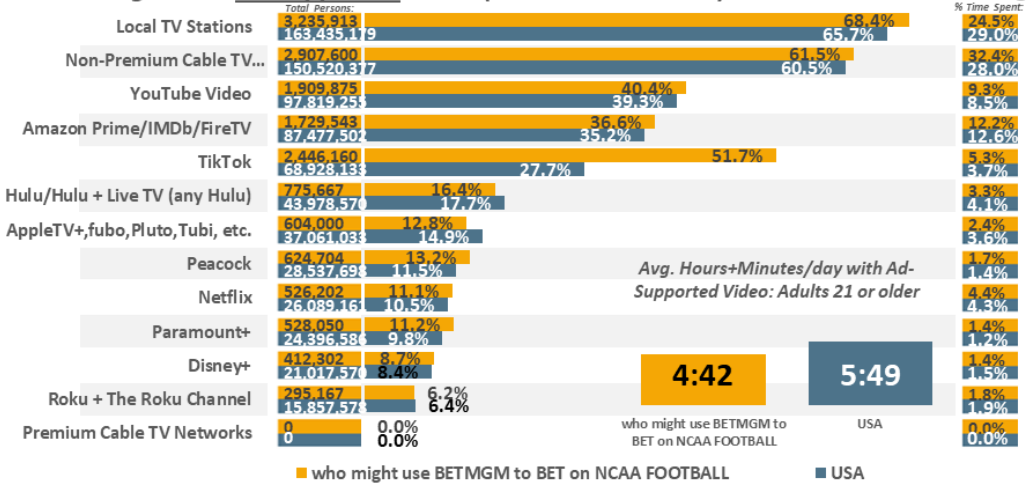


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

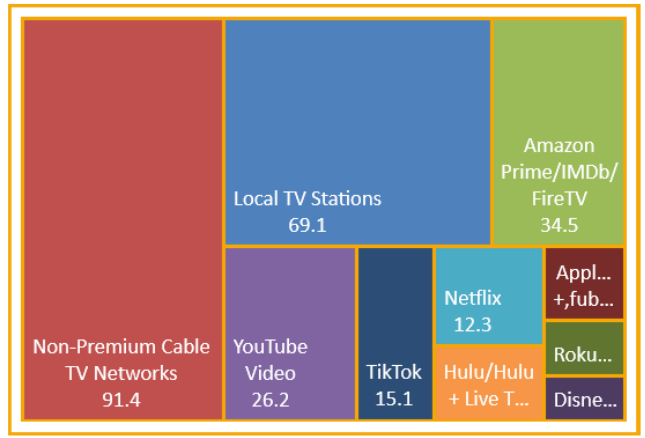


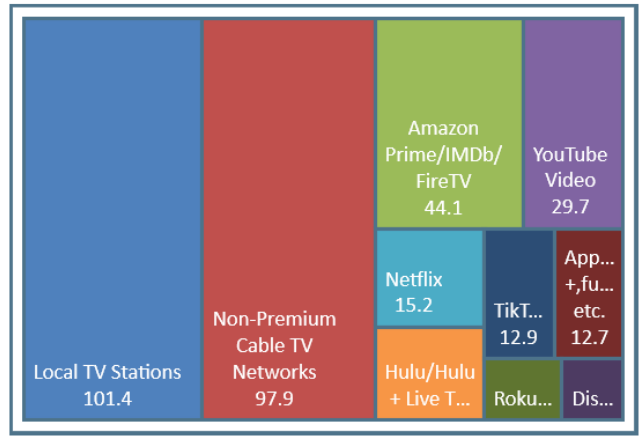


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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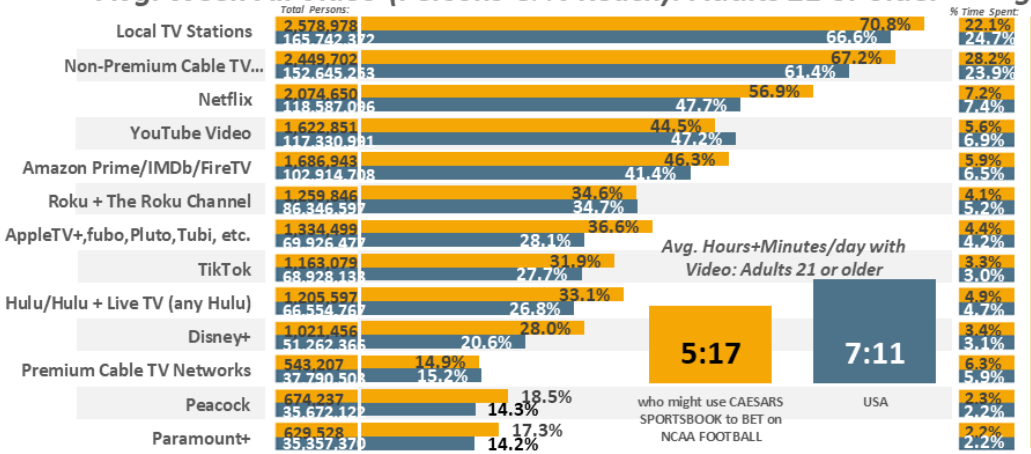
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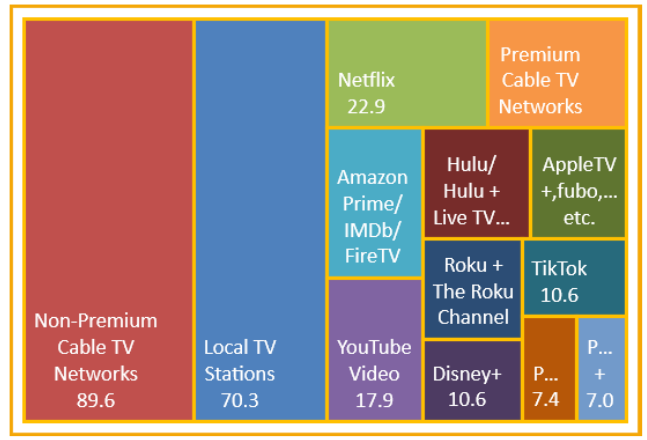
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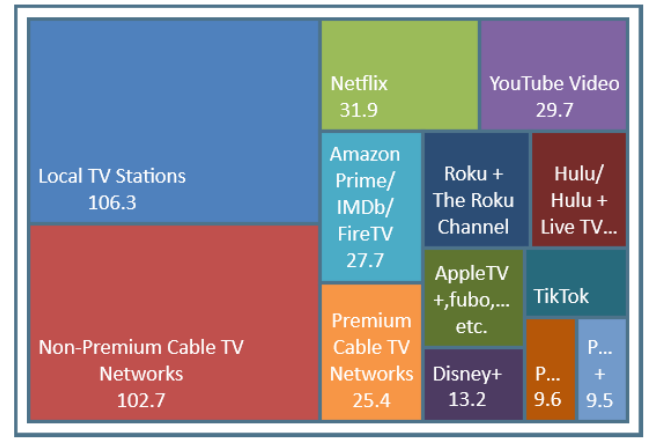
2,556,685 or 70.2% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL watch Ad-Supported Local TV Stations for an average of 67.4 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

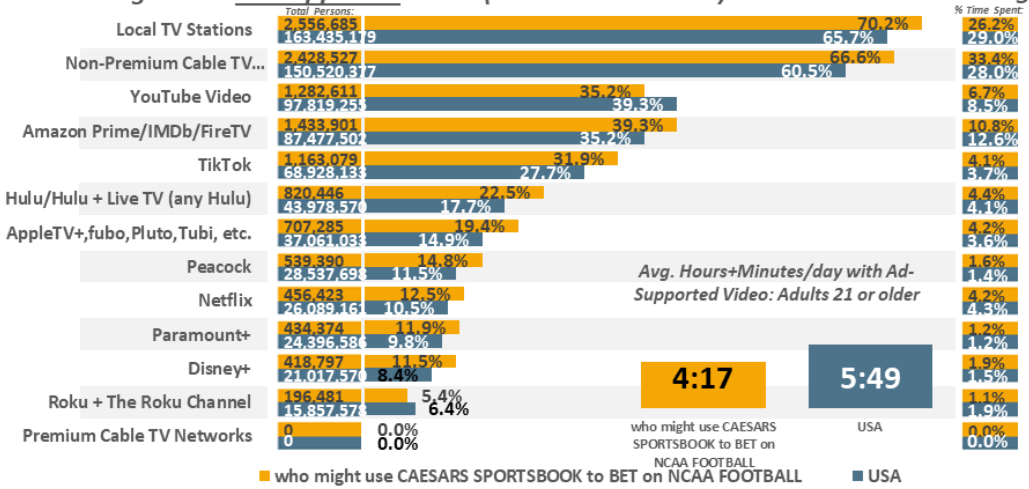


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

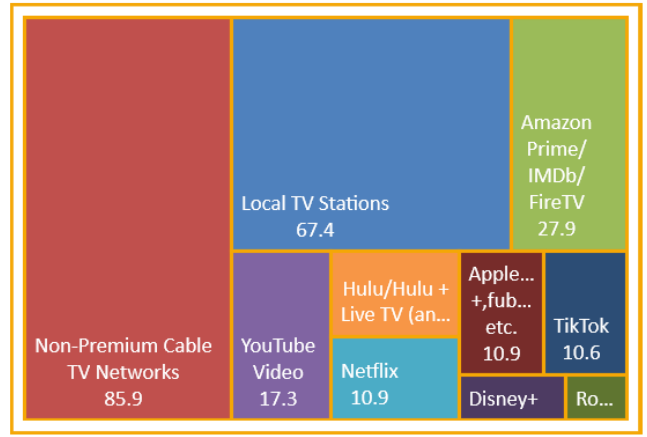


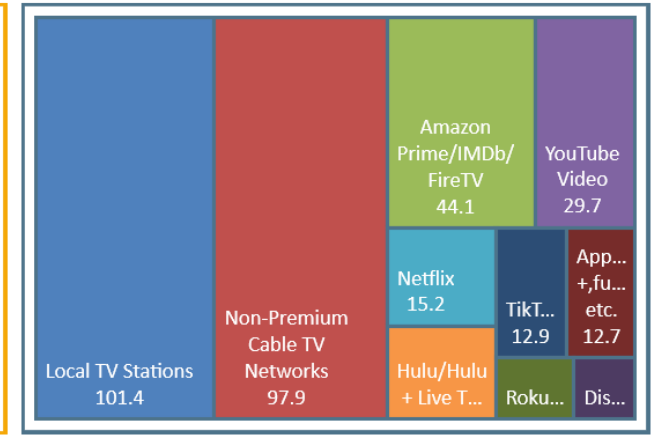


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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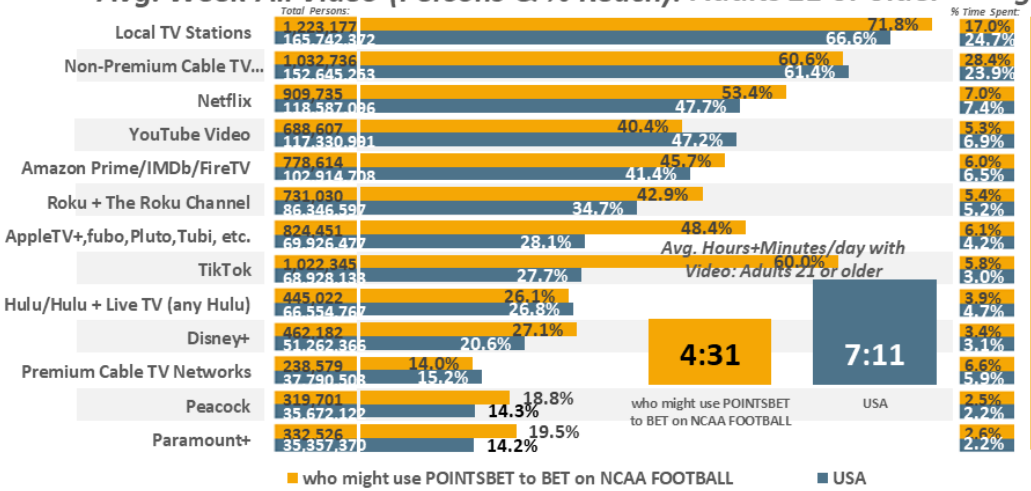
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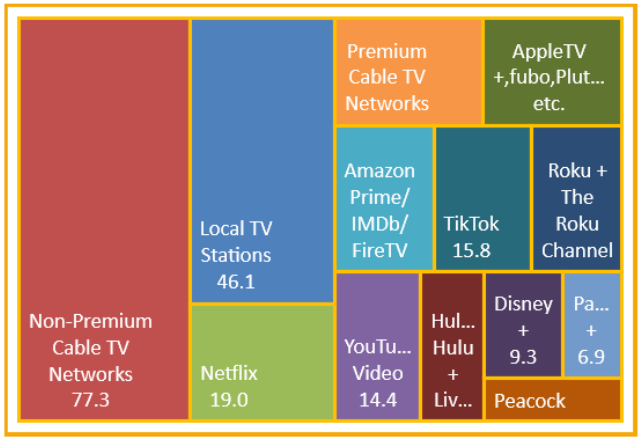
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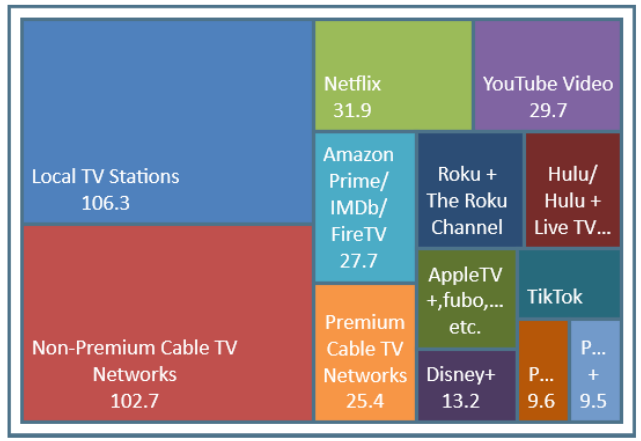
1,207,802 or 70.9% of Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL watch Ad-Supported Local TV Stations for an average of 43.9 minutes every day representing 20.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older



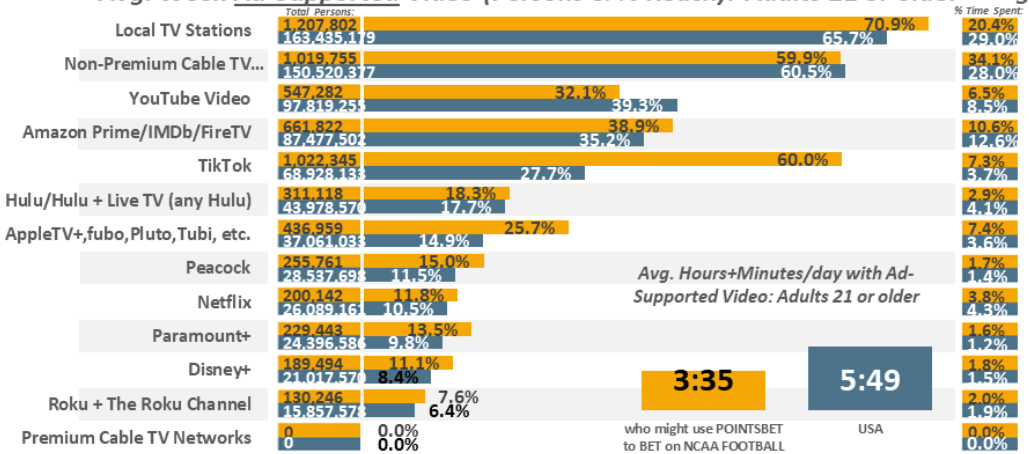


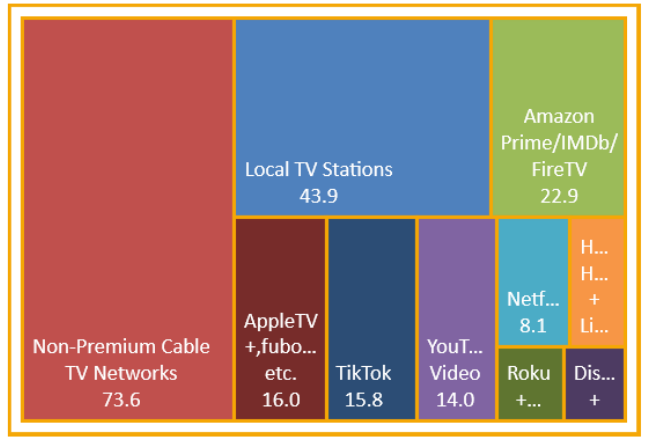
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



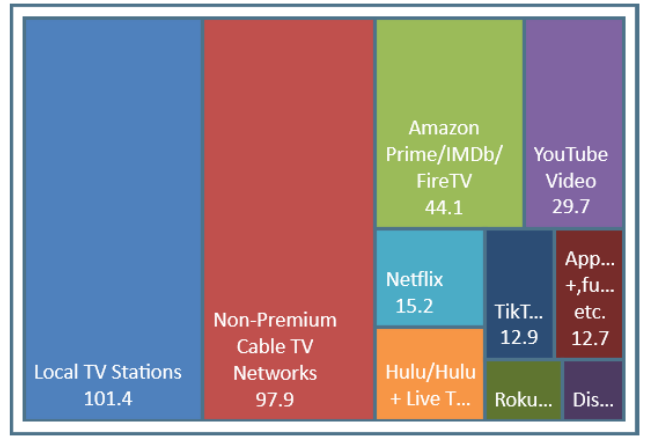
who might use POINTSBET to BET on NCAA FOOTBALL ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older





Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



who might use POINTSBET to BET on NCAA FOOTBALL ■ USA

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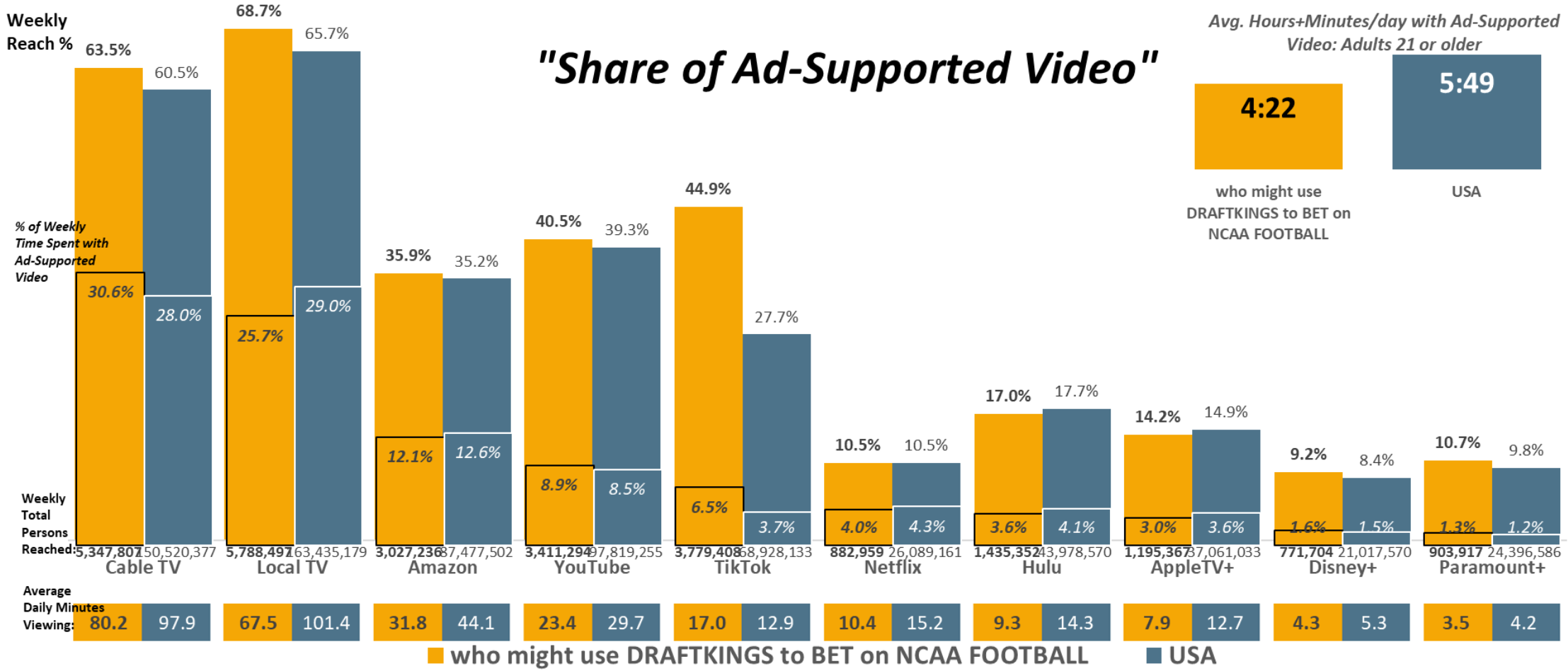
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

5,788,497 or 68.7% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.



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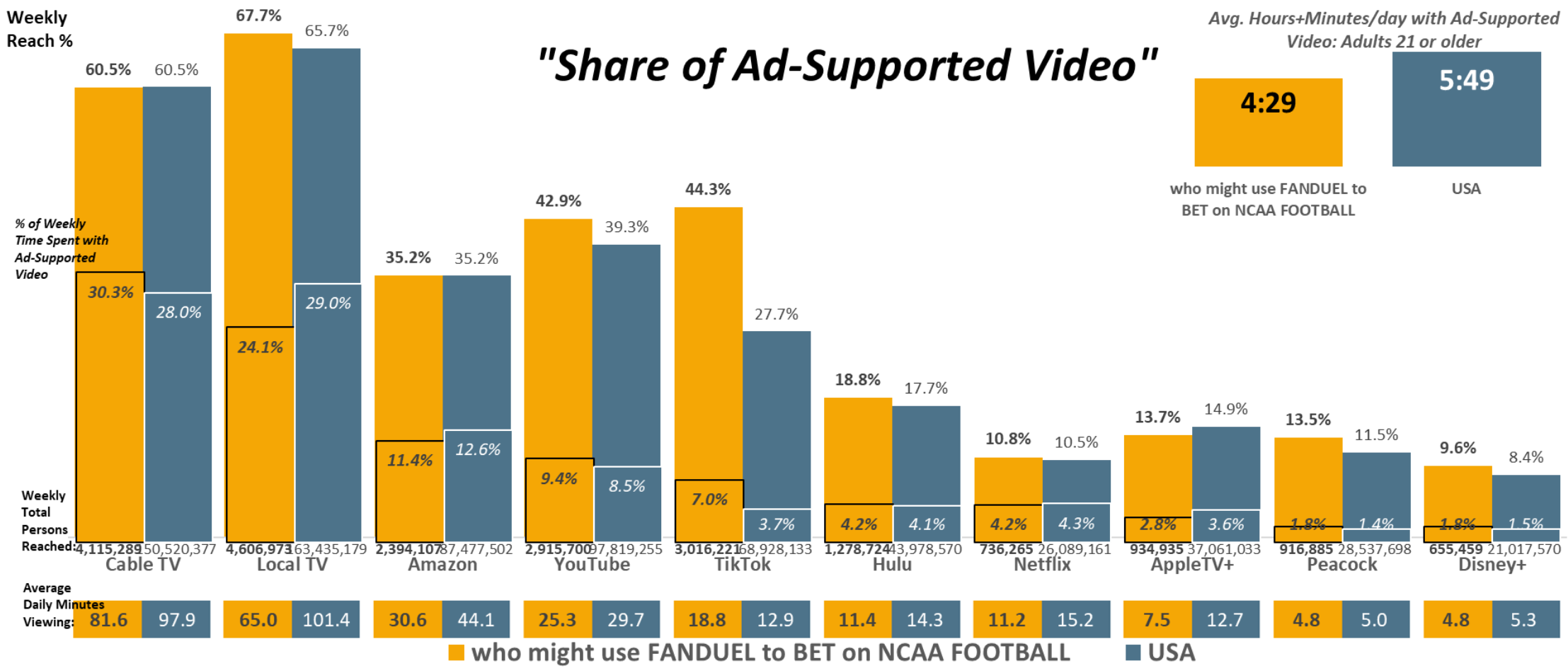
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4,606,973 or 67.7% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL watch Ad-Supported Local TV Stations for an average of 65. minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.



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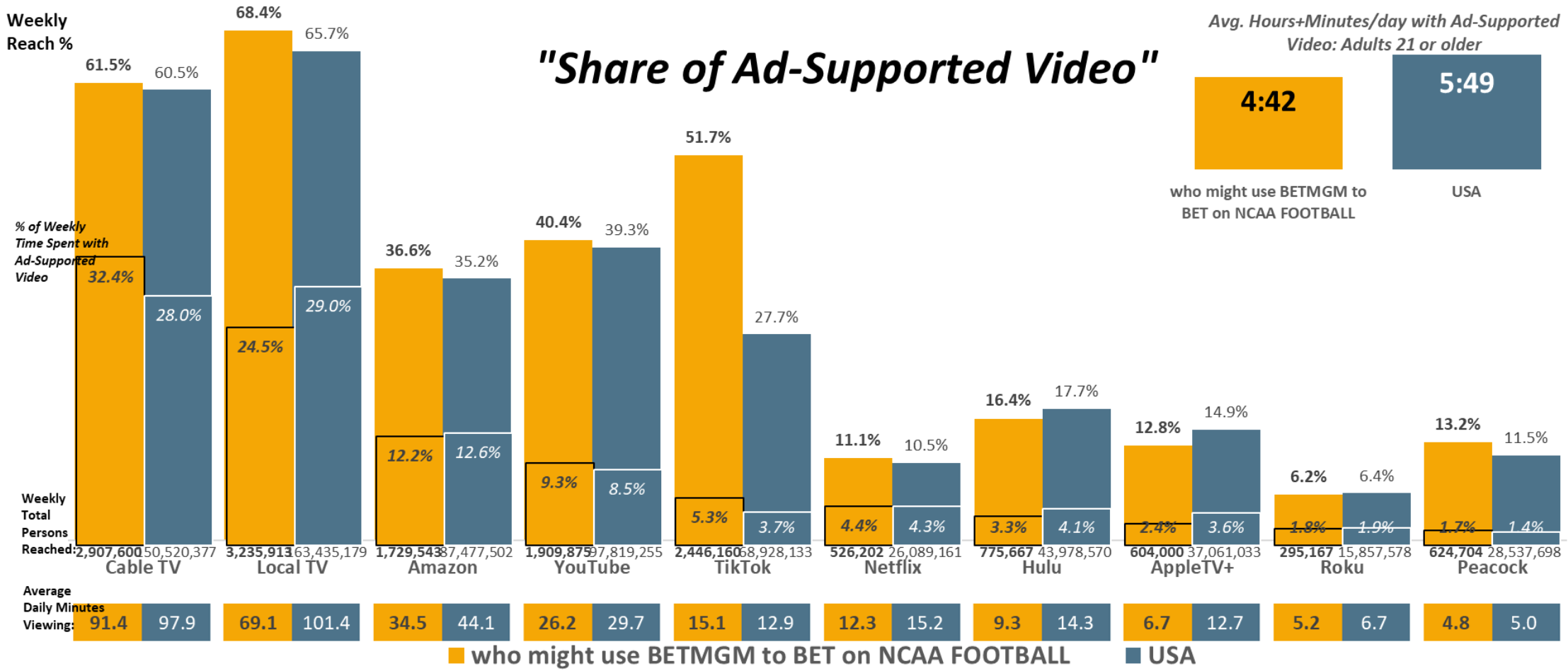
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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

3,235,913 or 68.4% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL watch Ad-Supported Local TV Stations for an average of 69.1 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.



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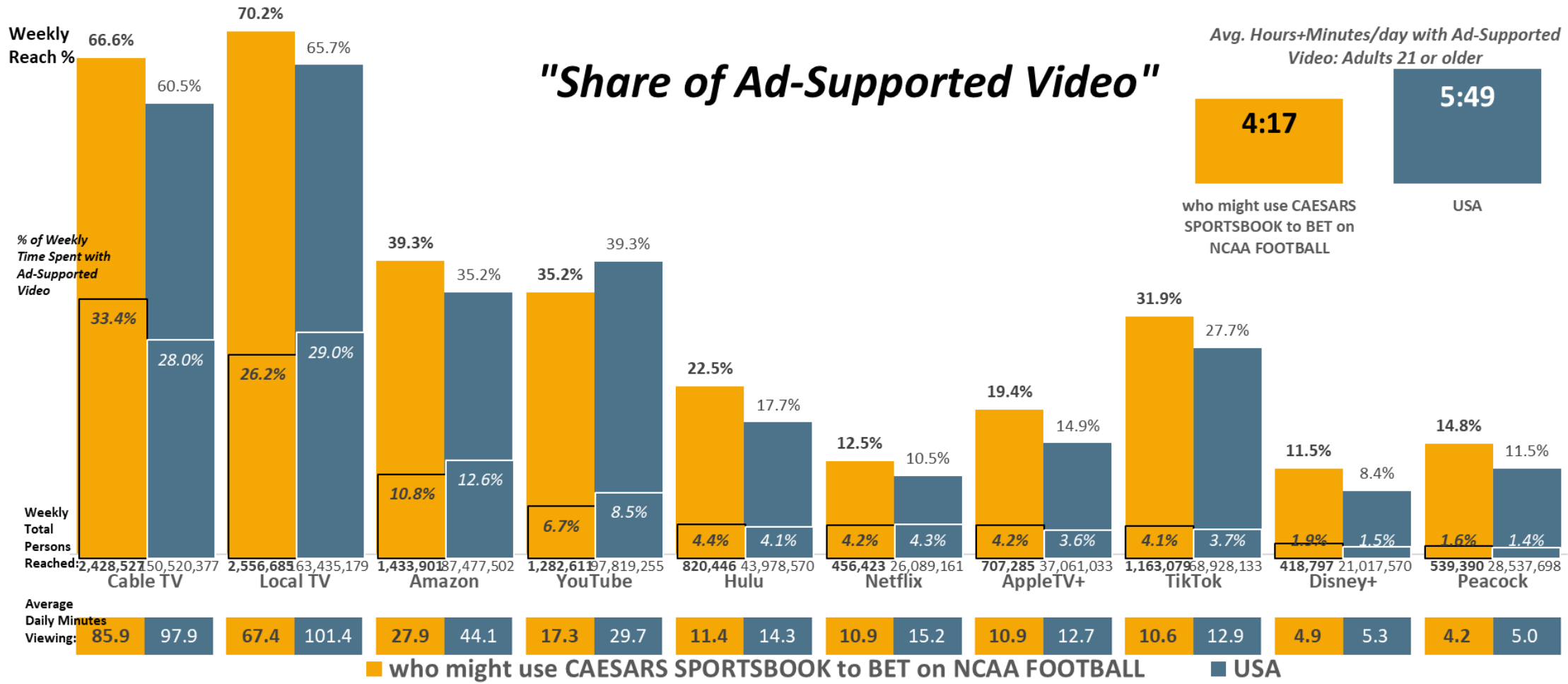
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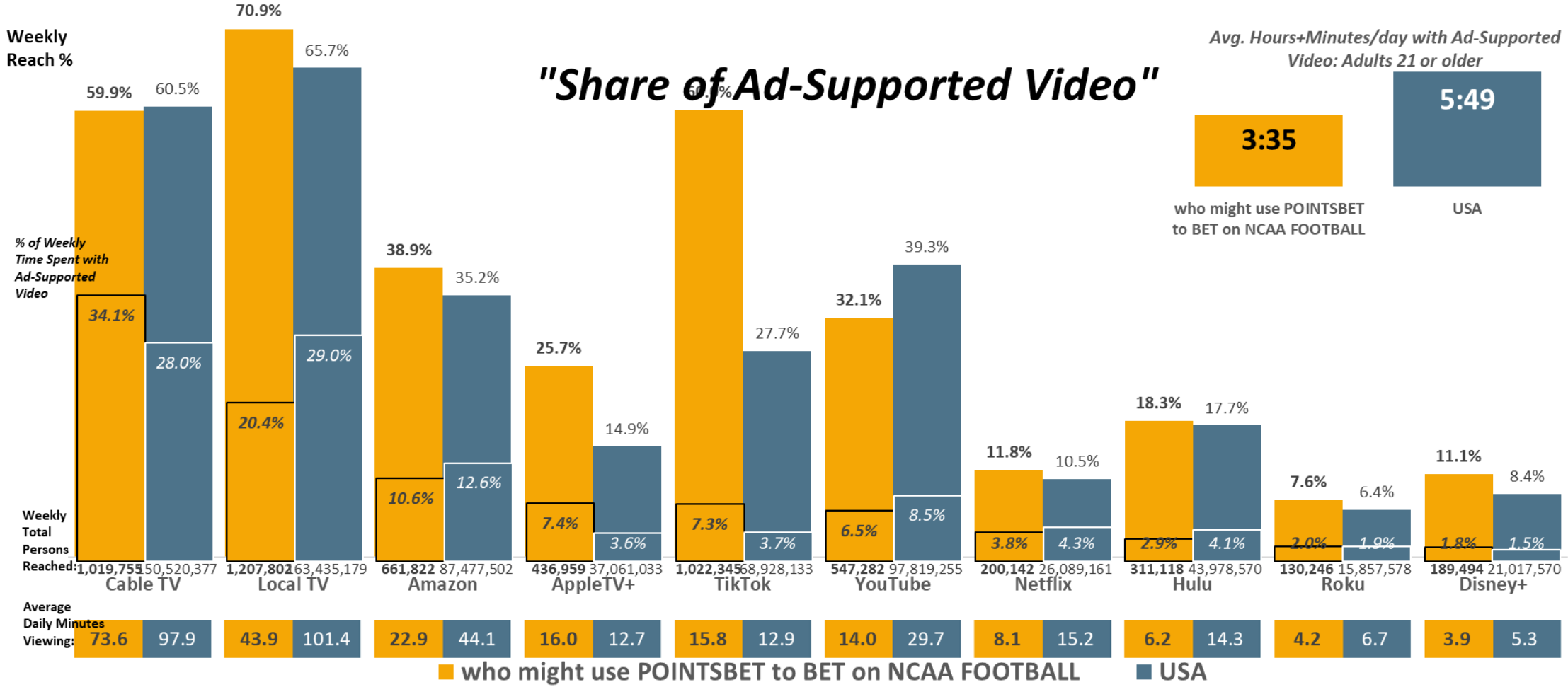
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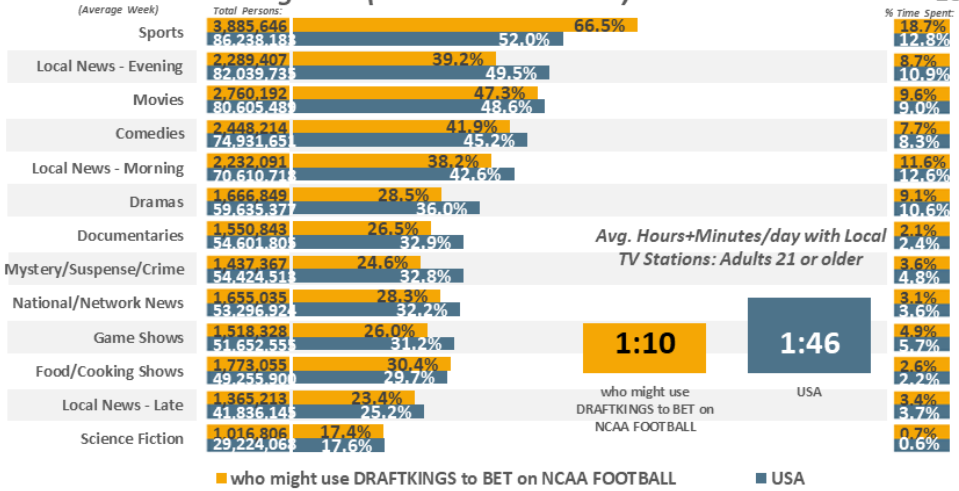
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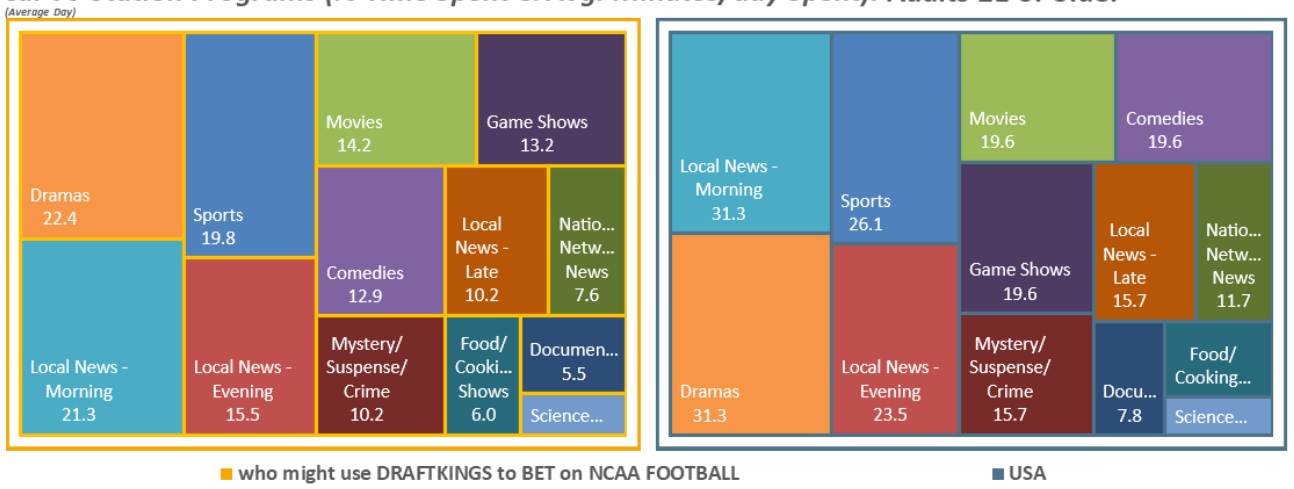
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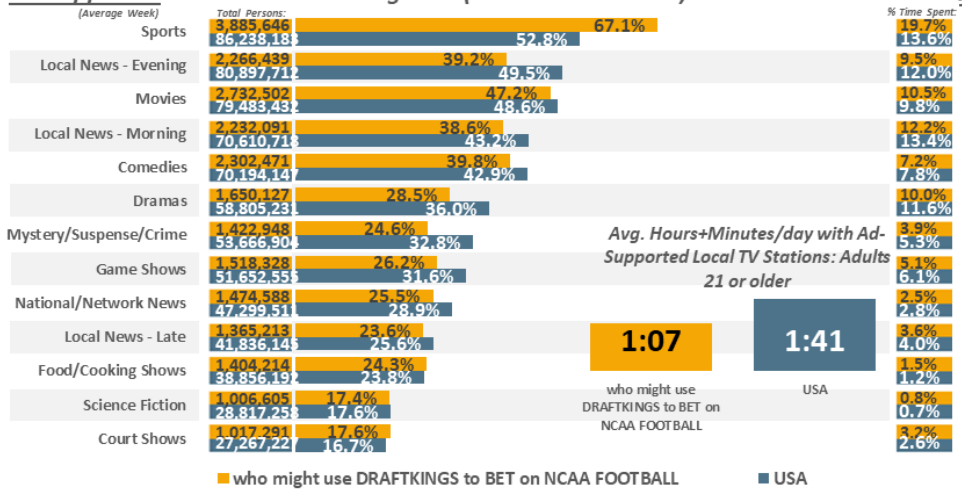
Local TV Station Programs (Persons & % Reach): Adults 21 or older



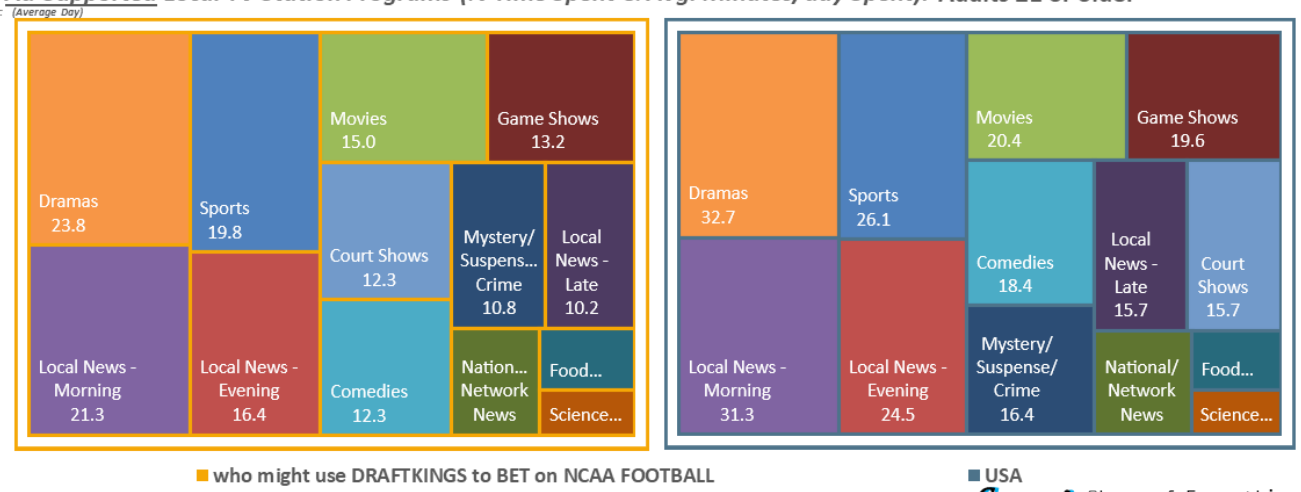
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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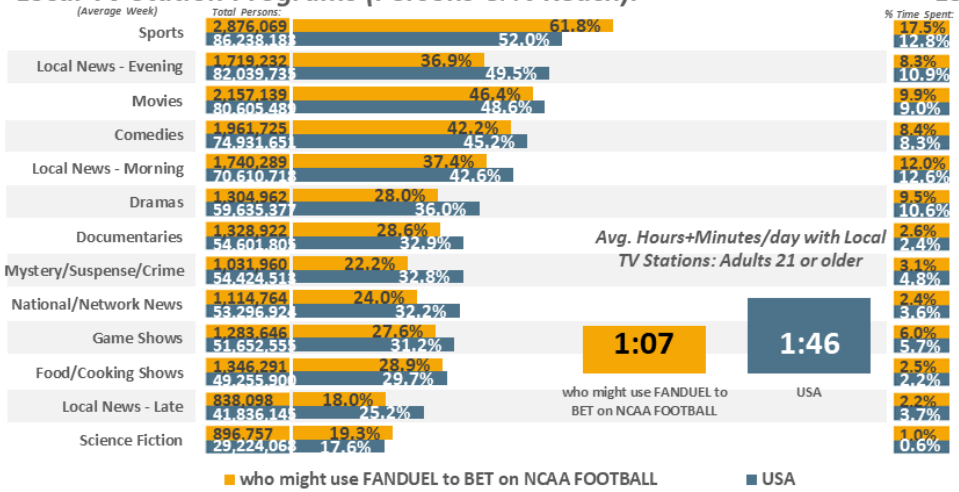
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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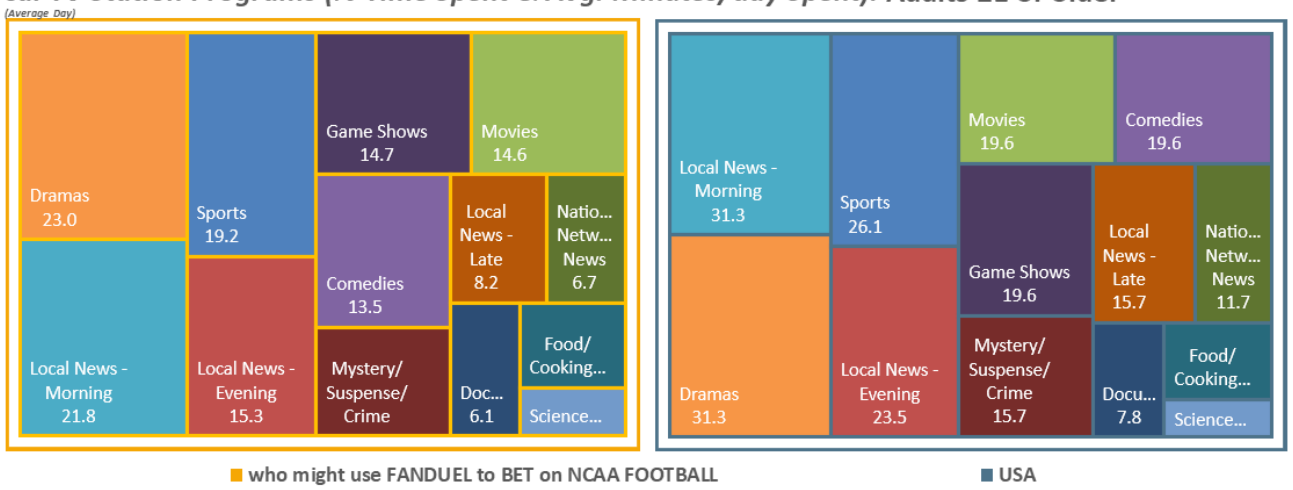
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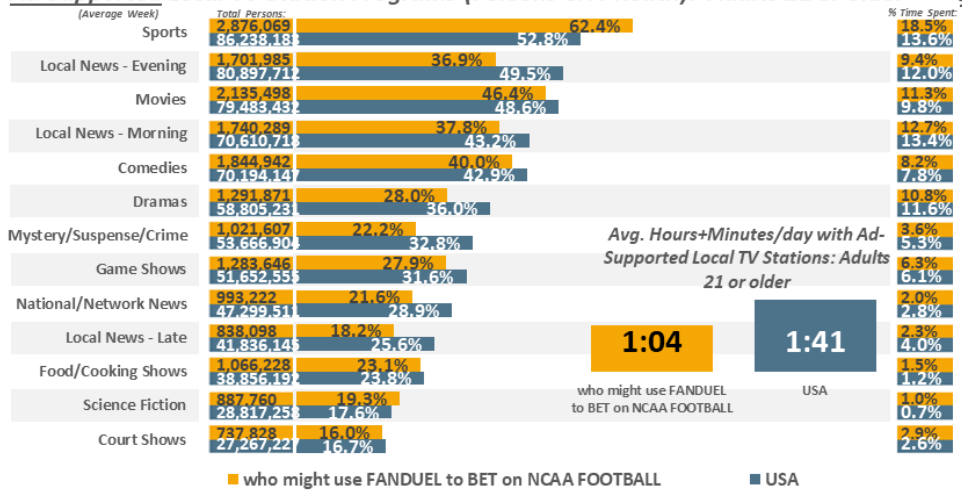
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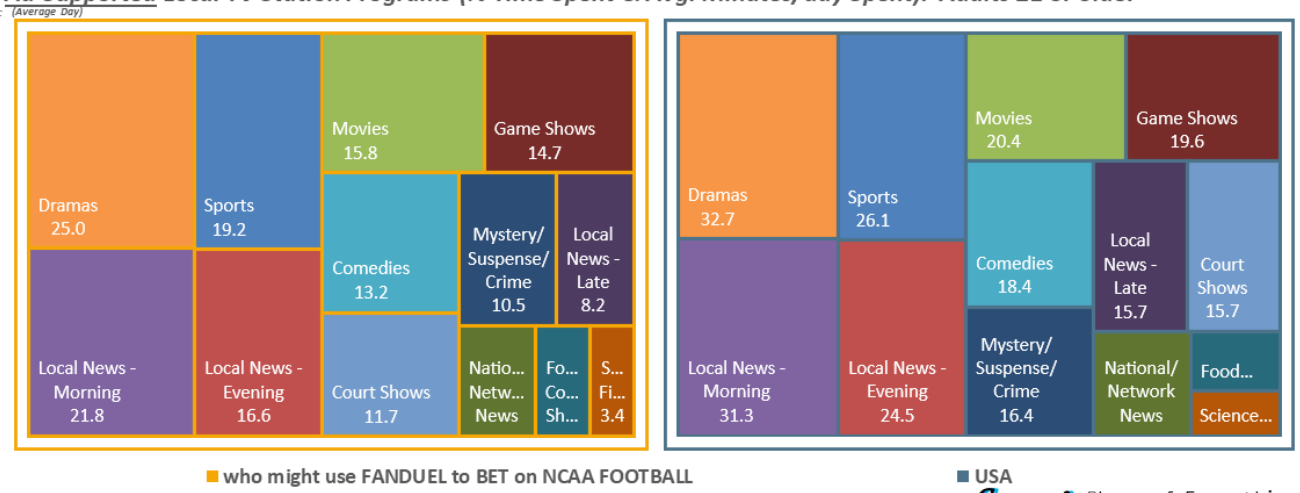
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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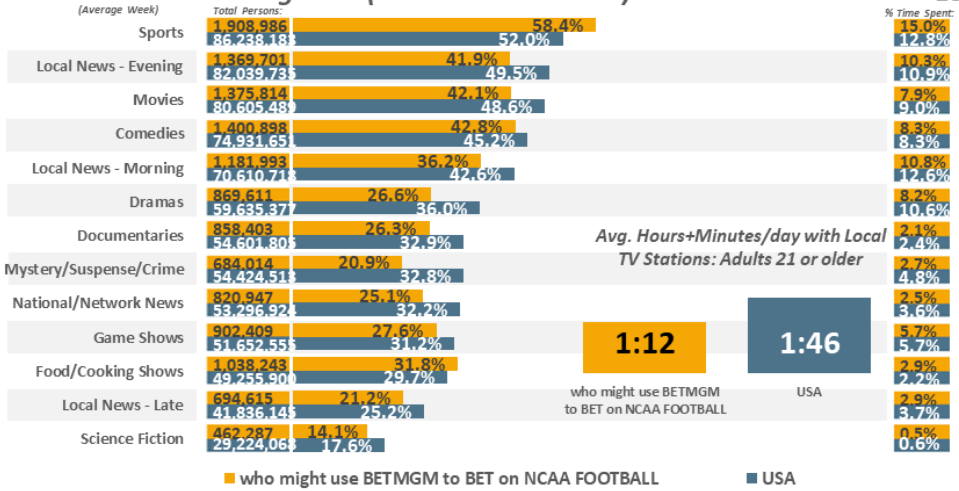
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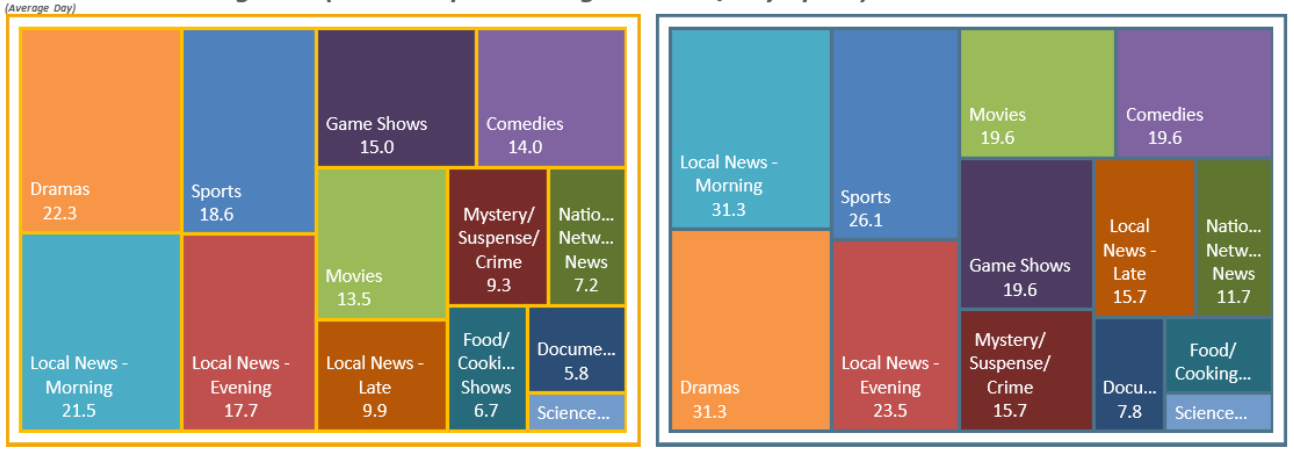
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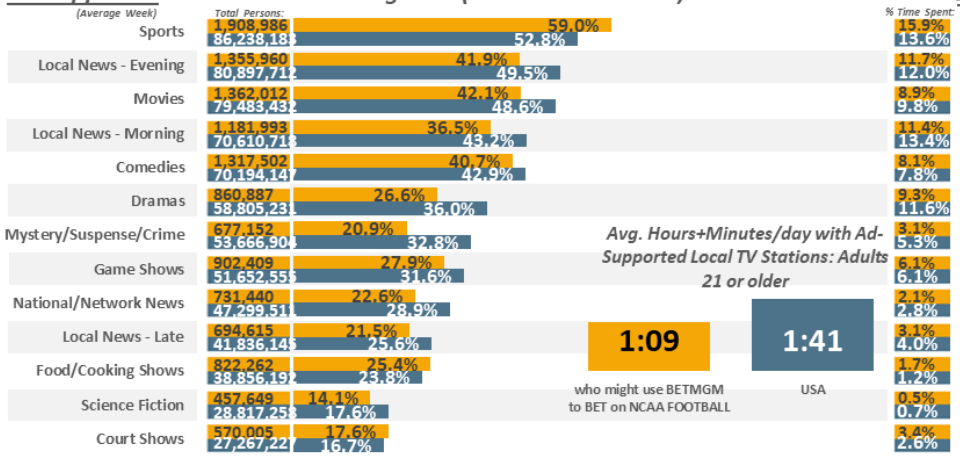
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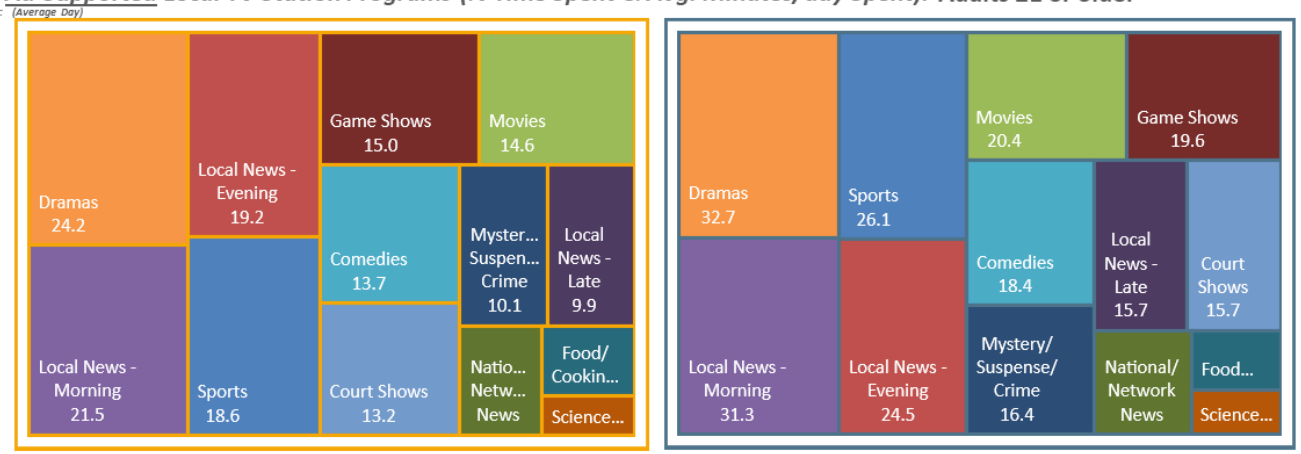
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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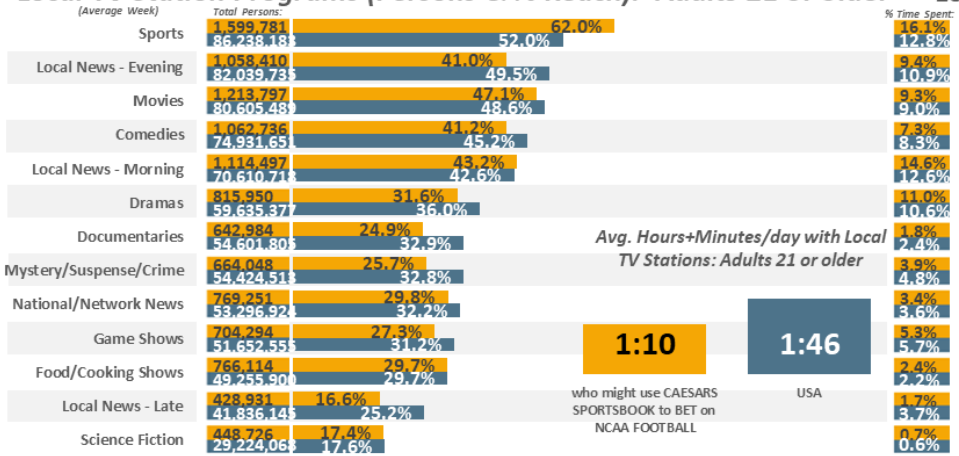
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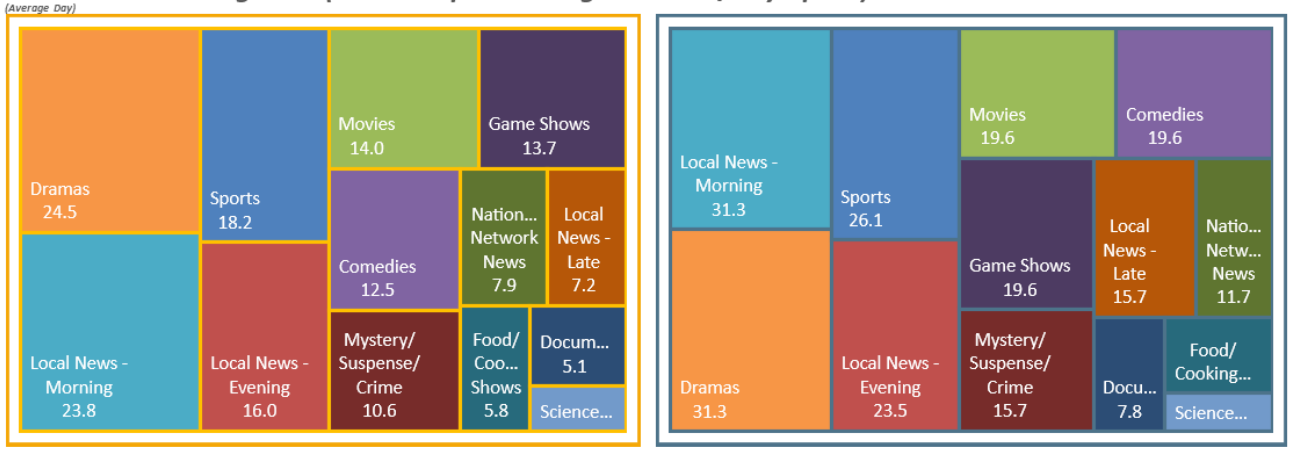
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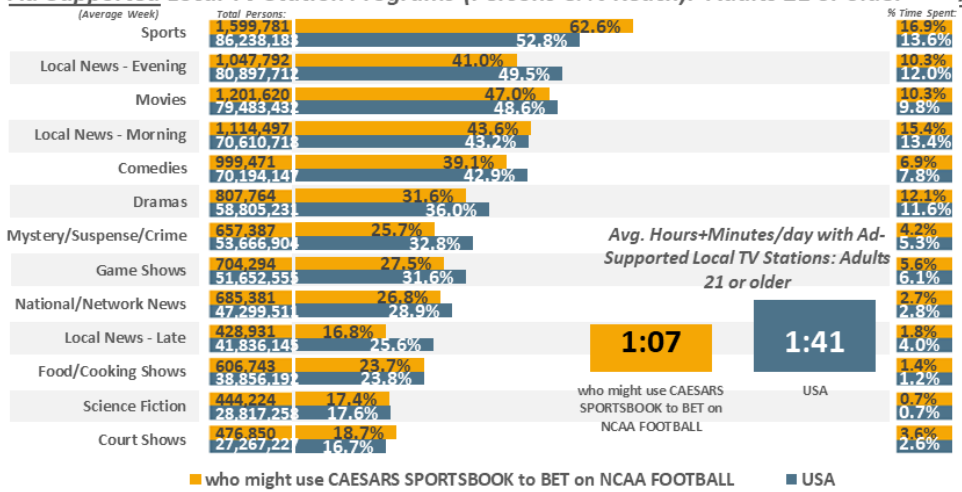
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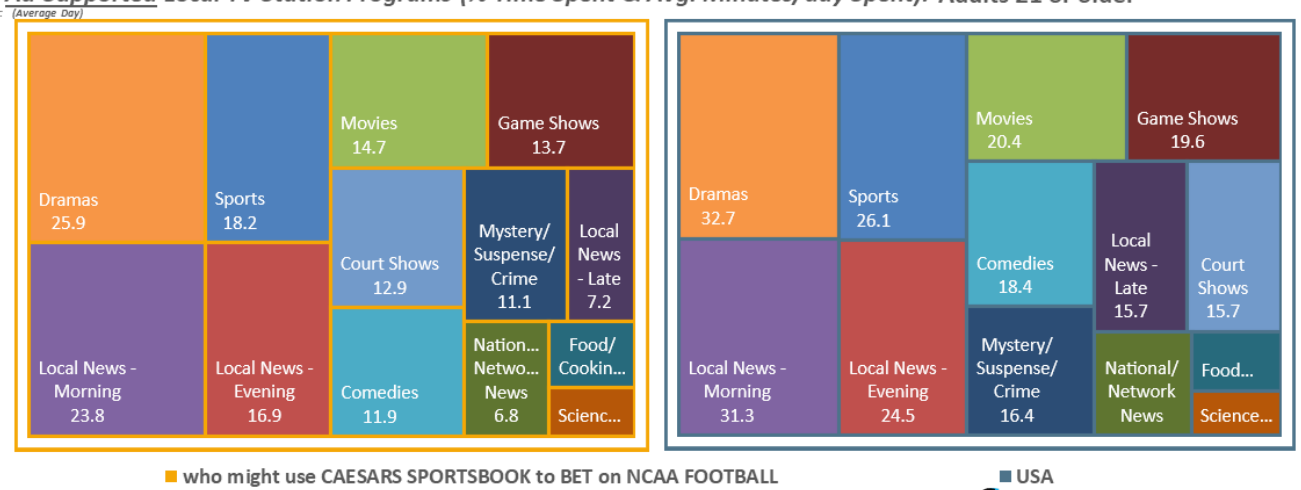
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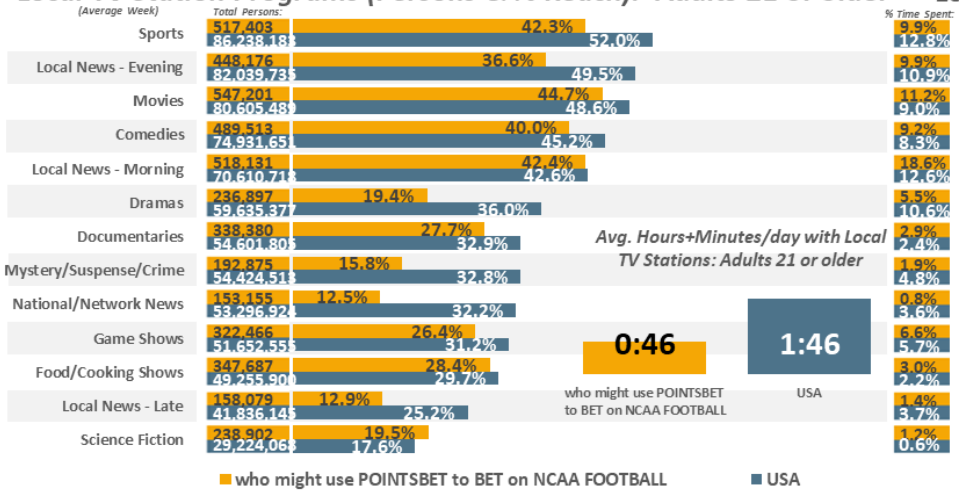
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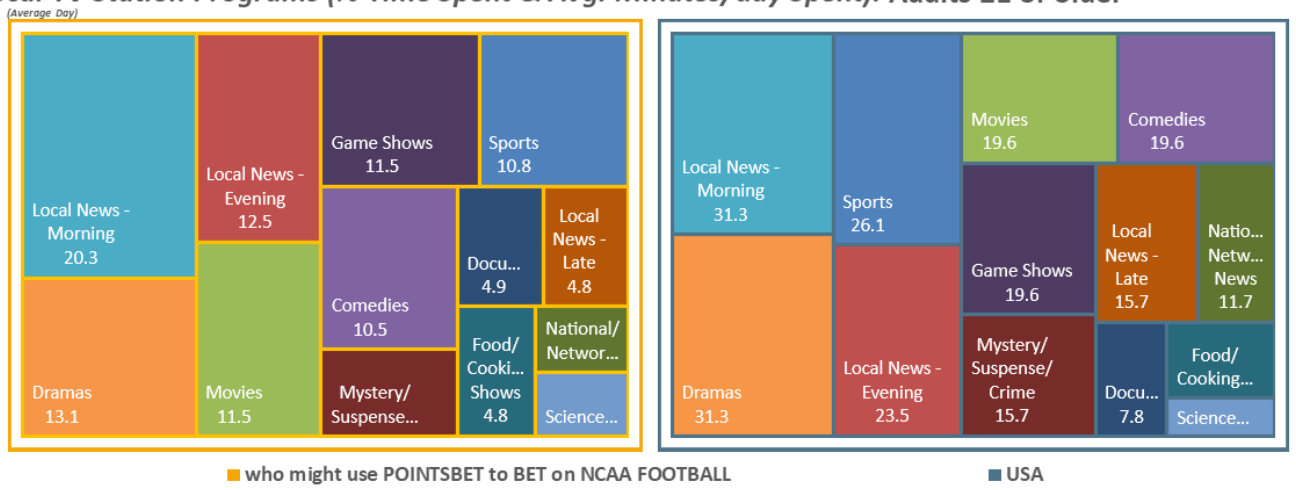
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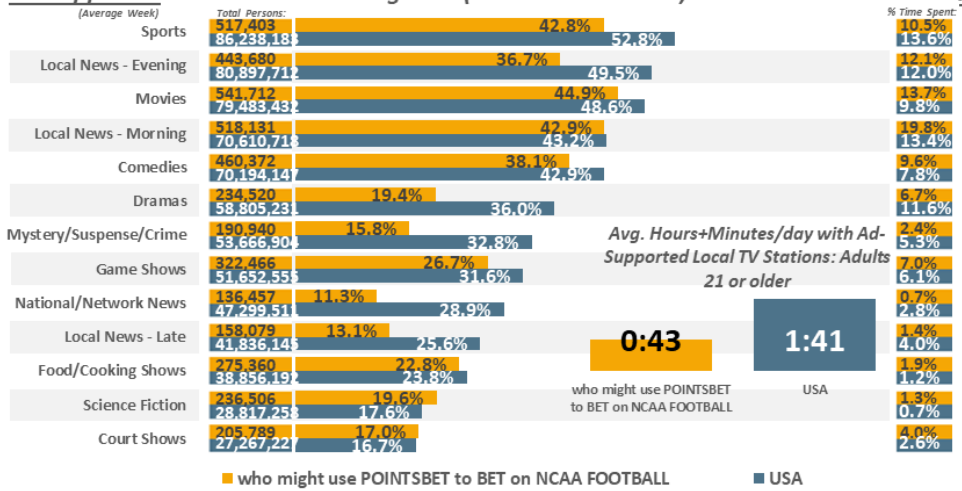
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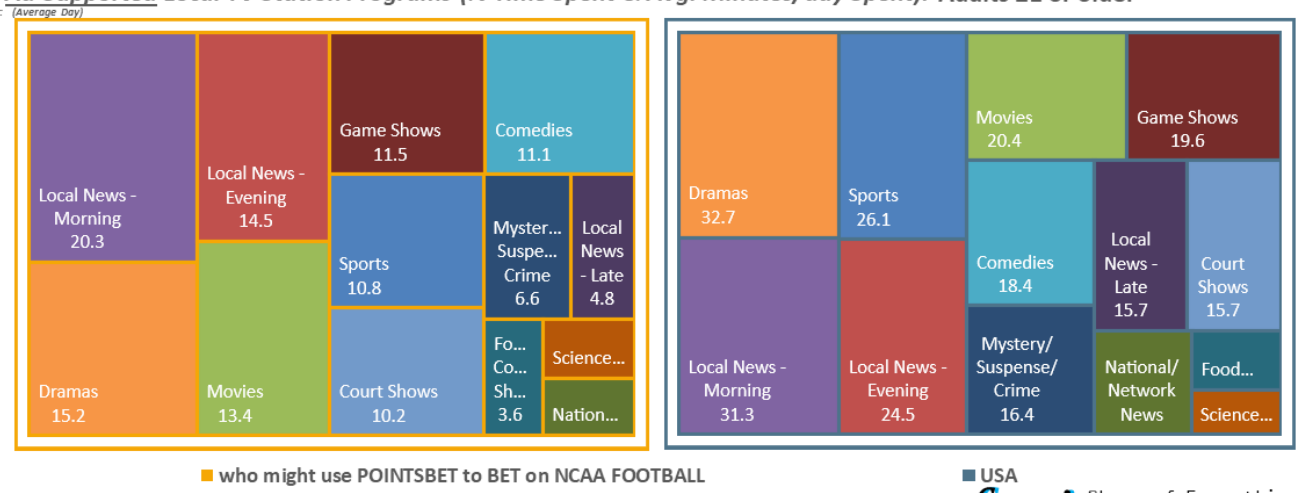
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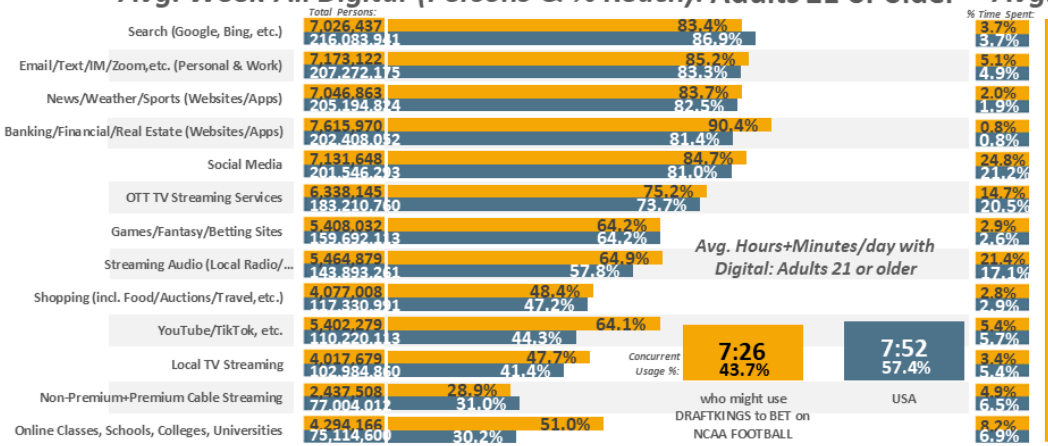
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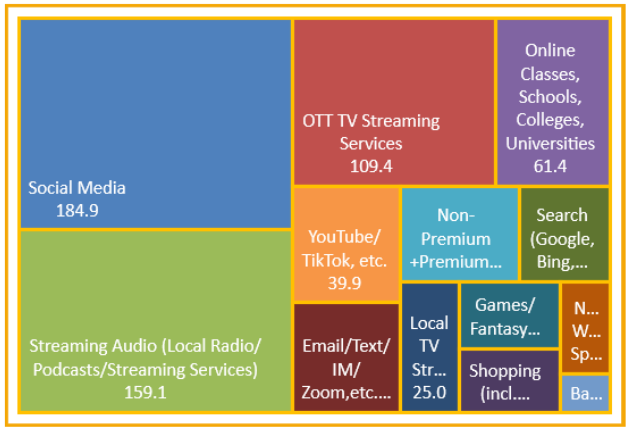
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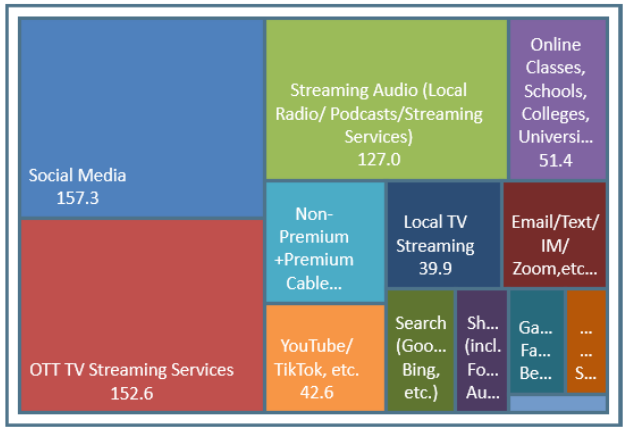
5,860,470 or 69.6% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

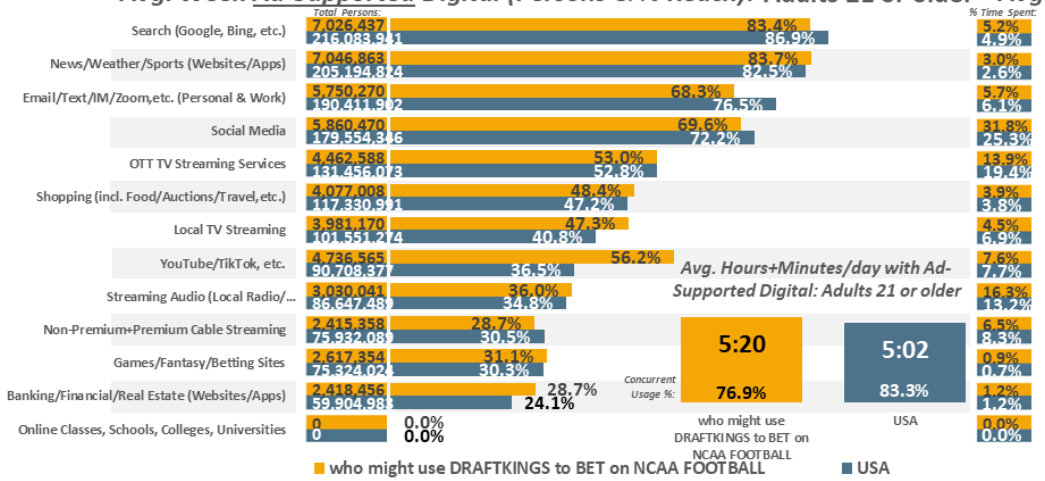


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

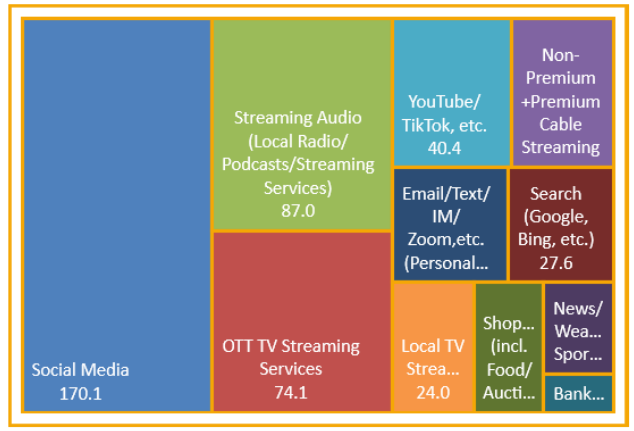


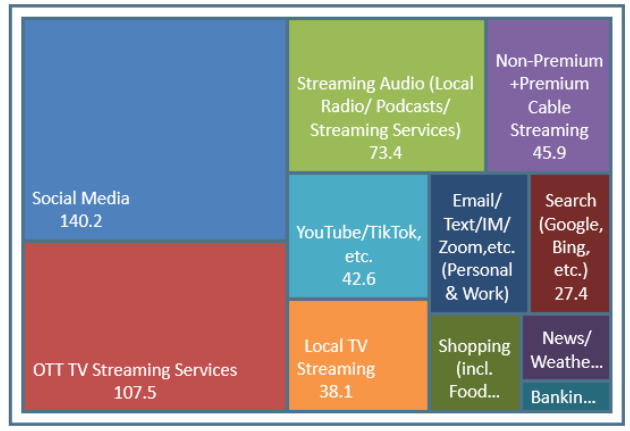


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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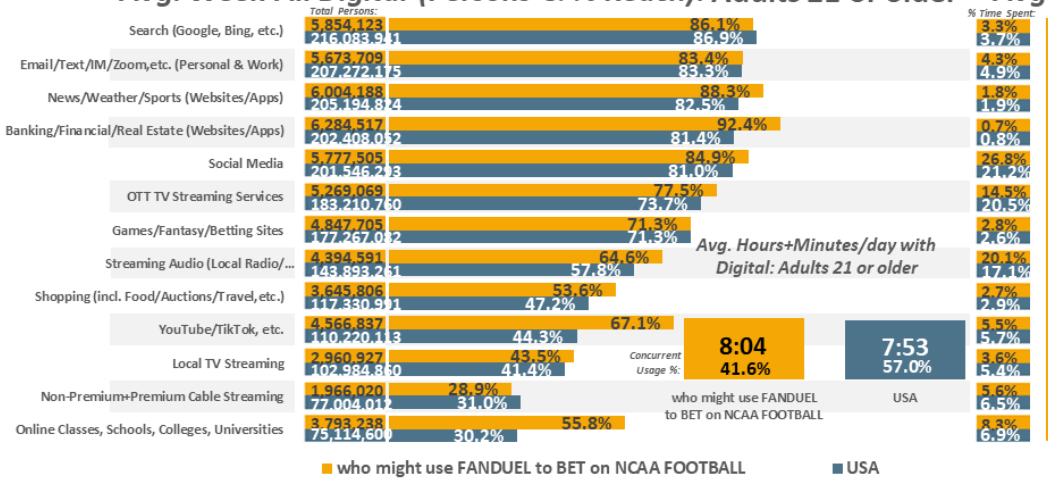
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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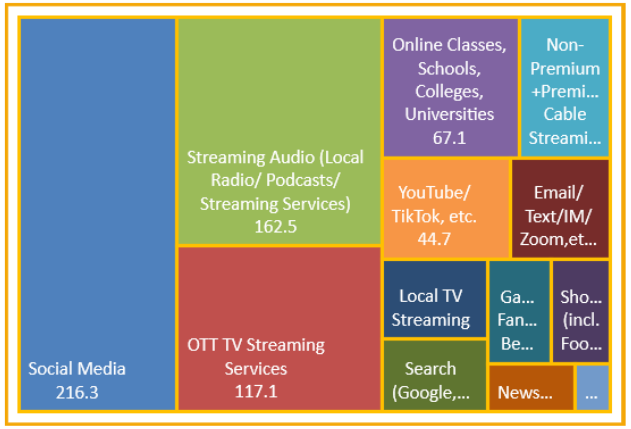
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

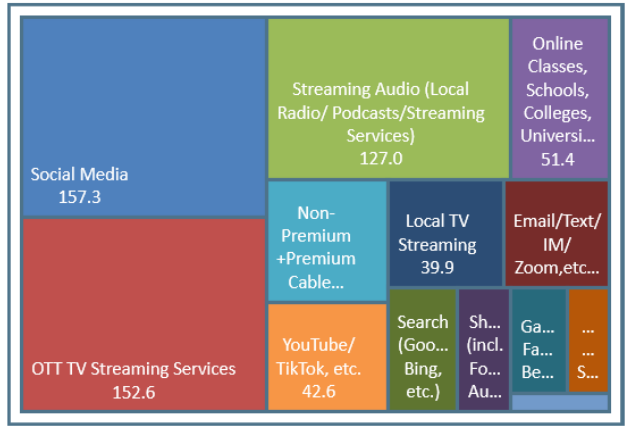
4,488,731 or 66.% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL use Ad-Supported Social Media for an average of 199. minutes every day representing 34.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

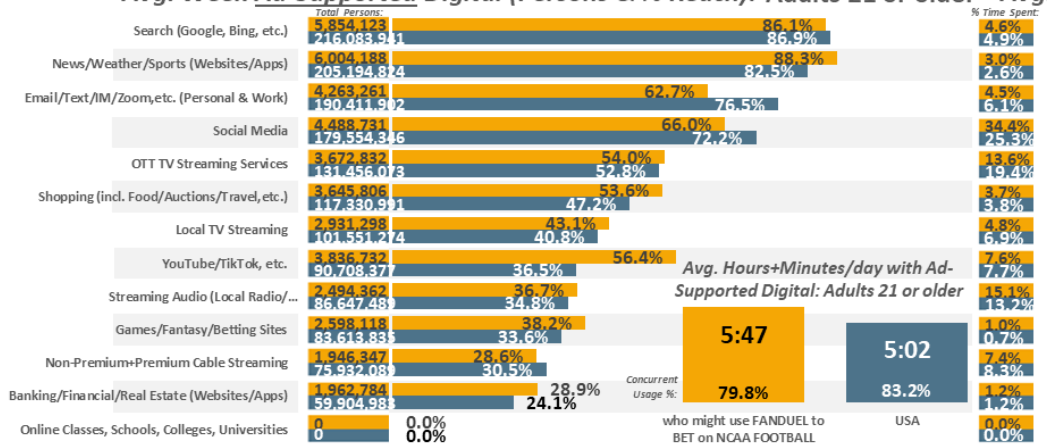


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

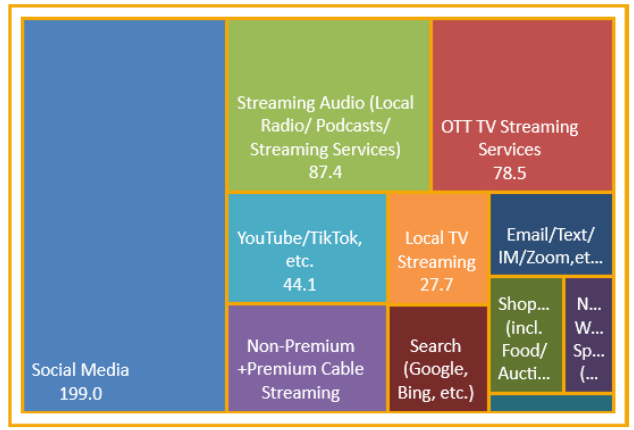


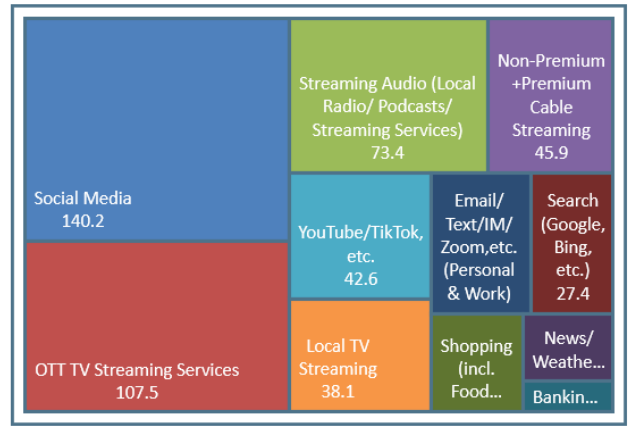


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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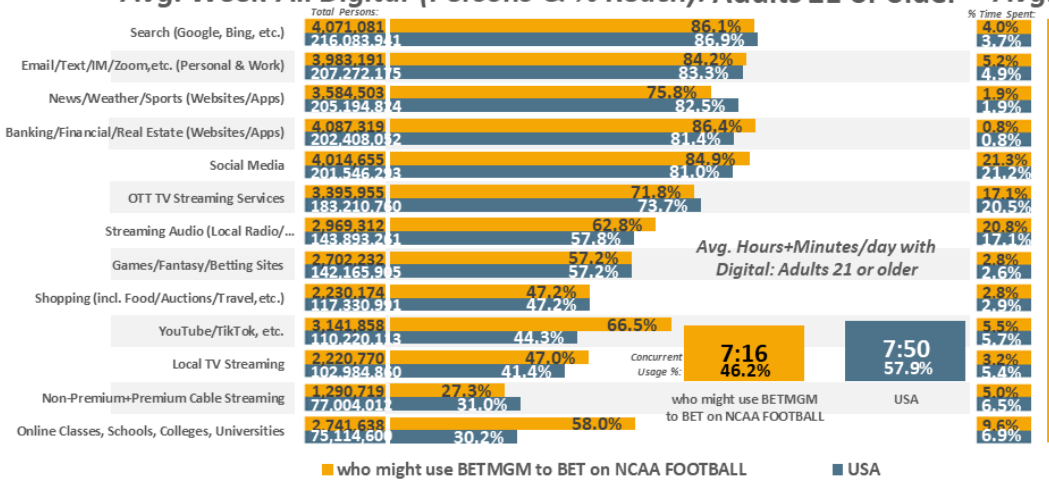
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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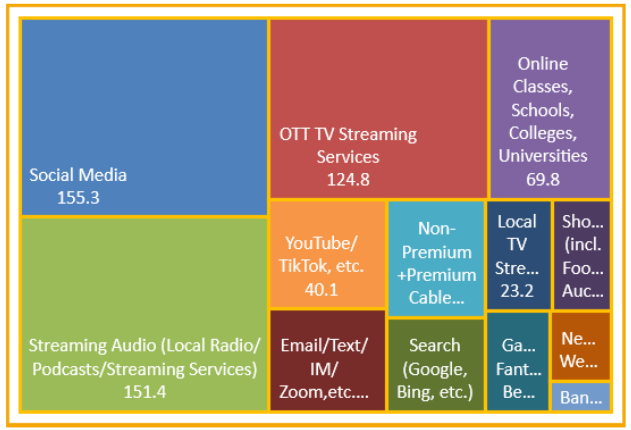
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

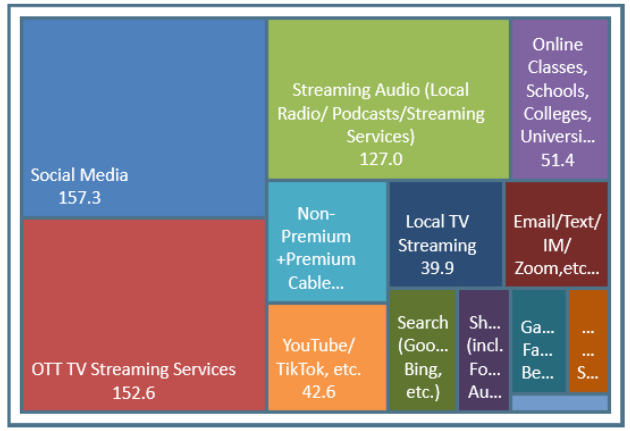
3,077,717 or 65.1% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

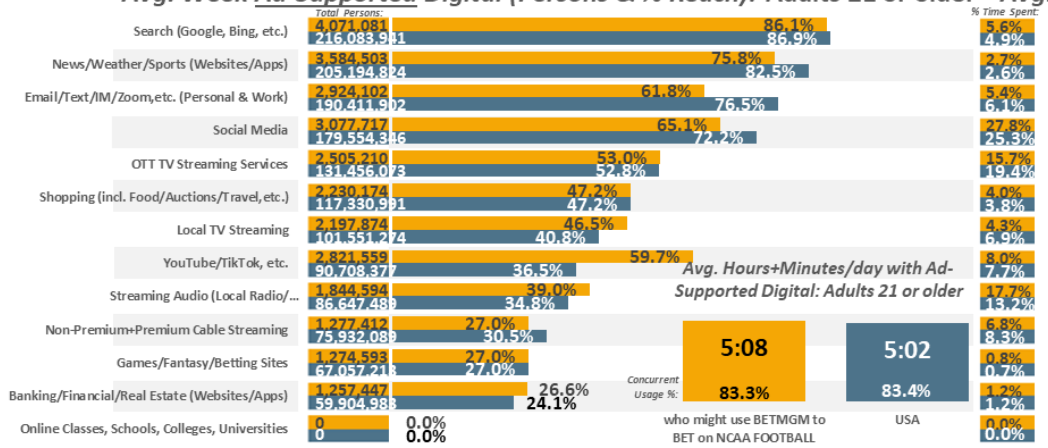


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

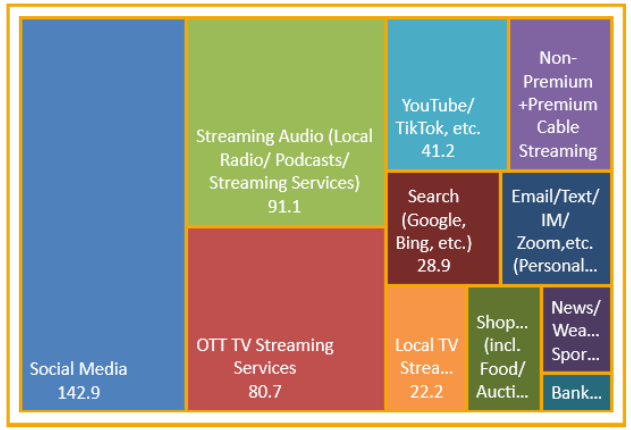


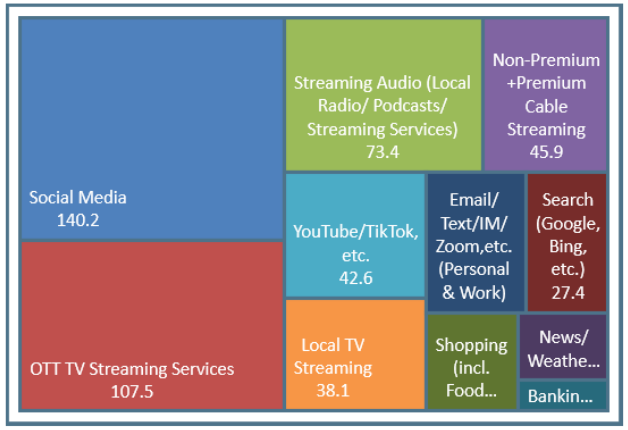


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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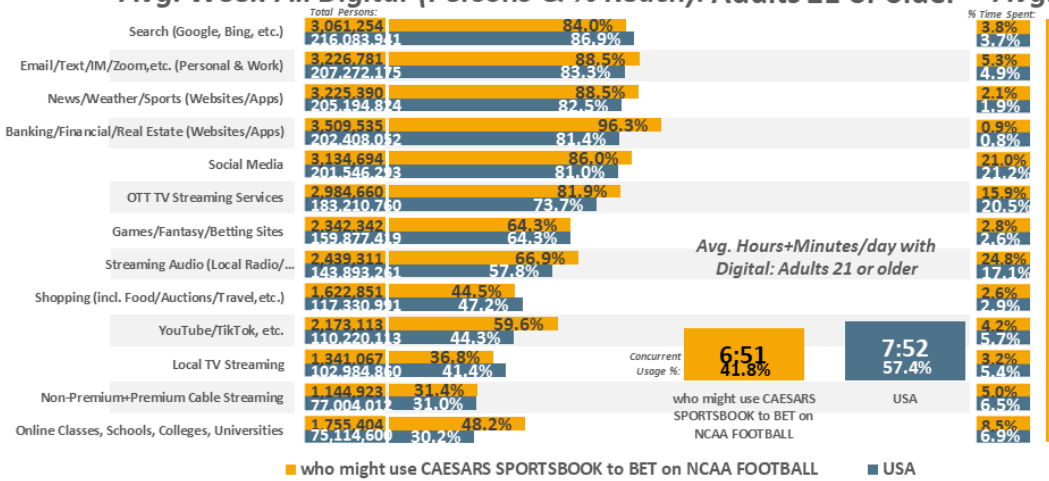
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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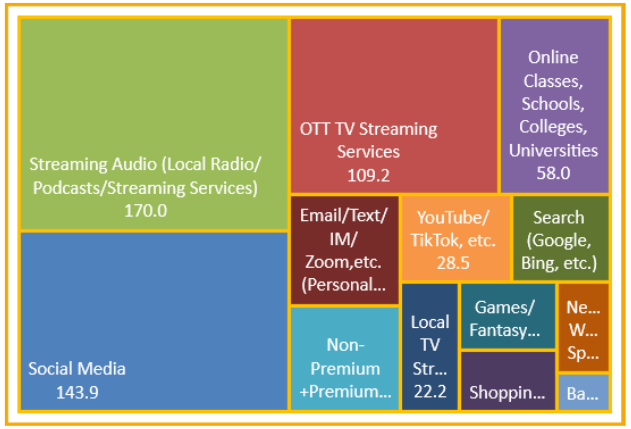
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

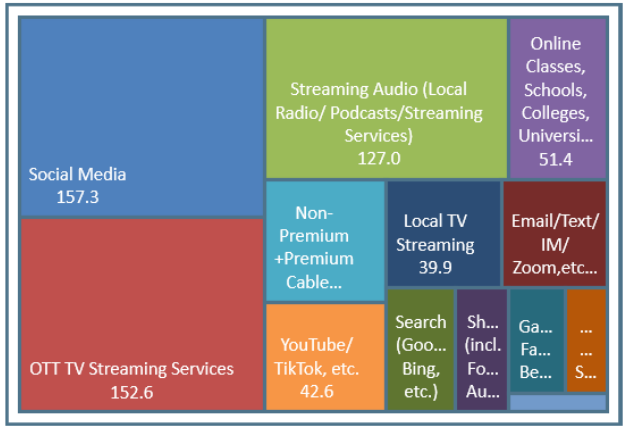
2,356,426 or 64.7% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL use Ad-Supported Social Media for an average of 132.4 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

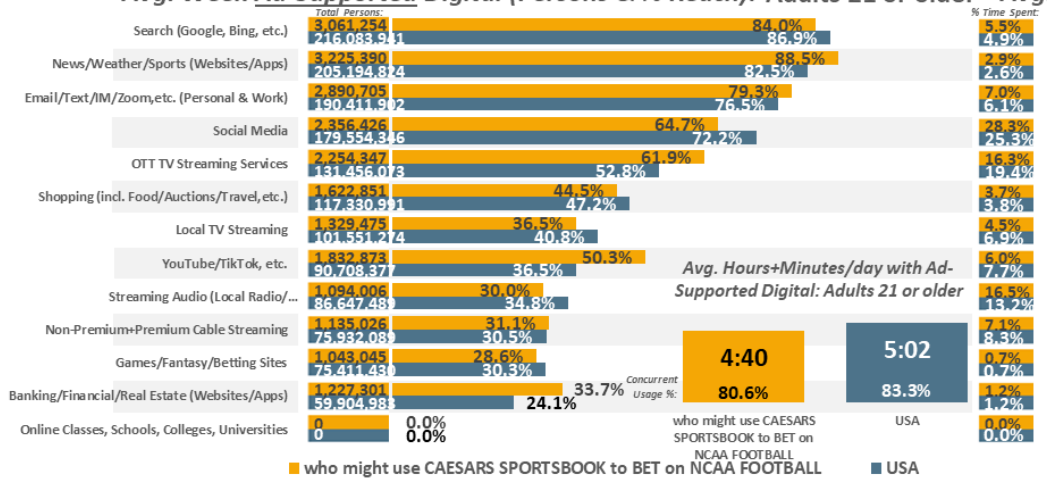


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

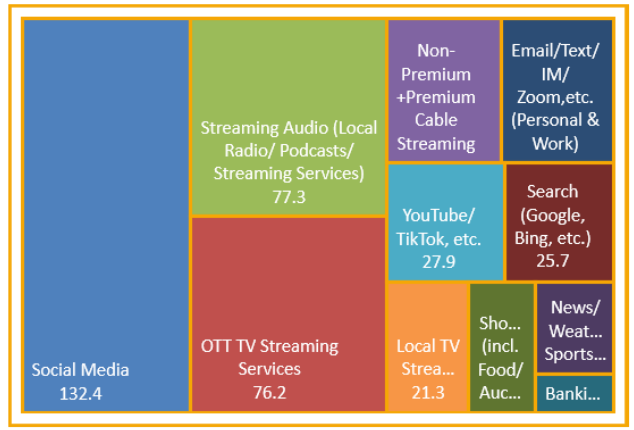


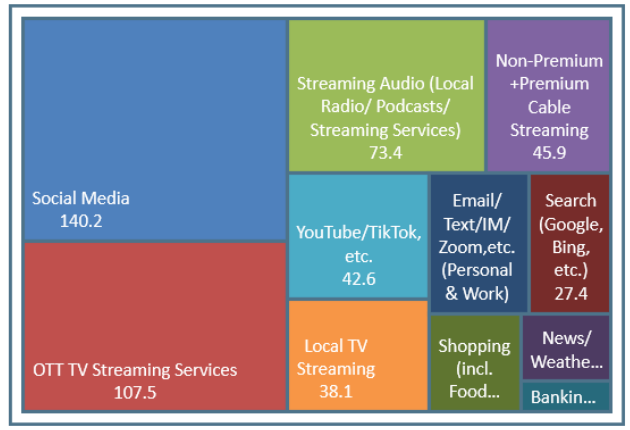


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

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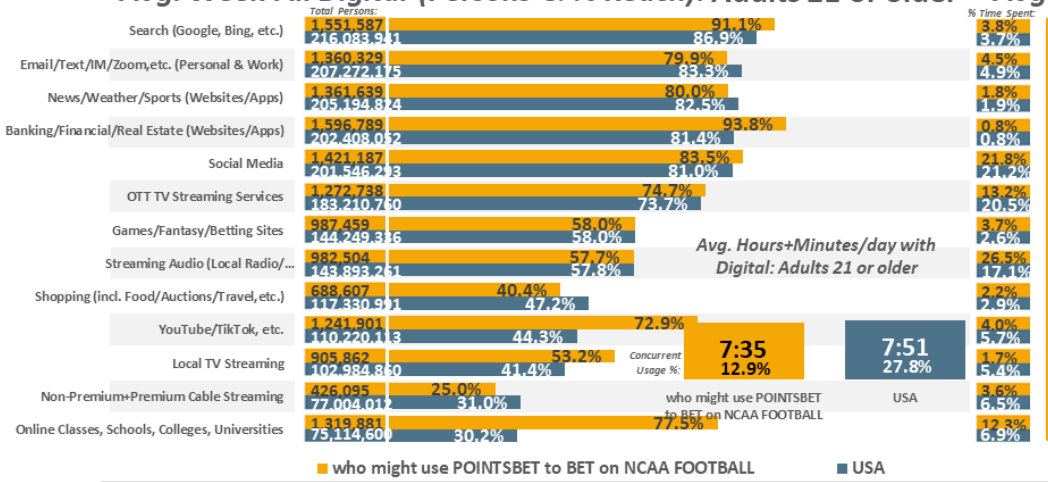
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

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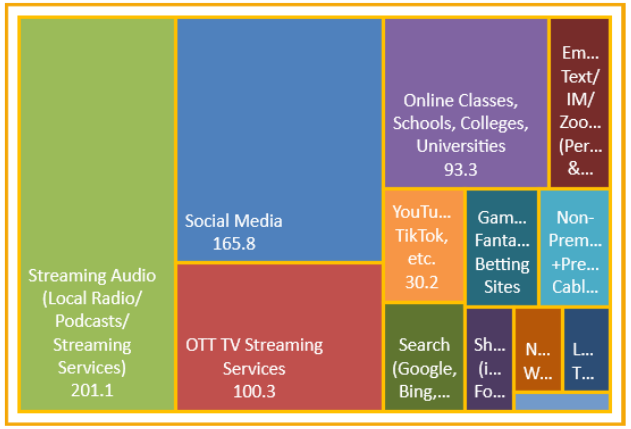
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

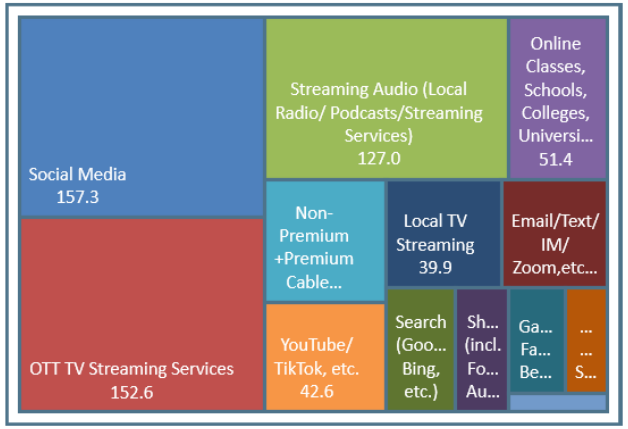
749,561 or 44.7% of Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL use Ad-Supported Social Media for an average of 87.4 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

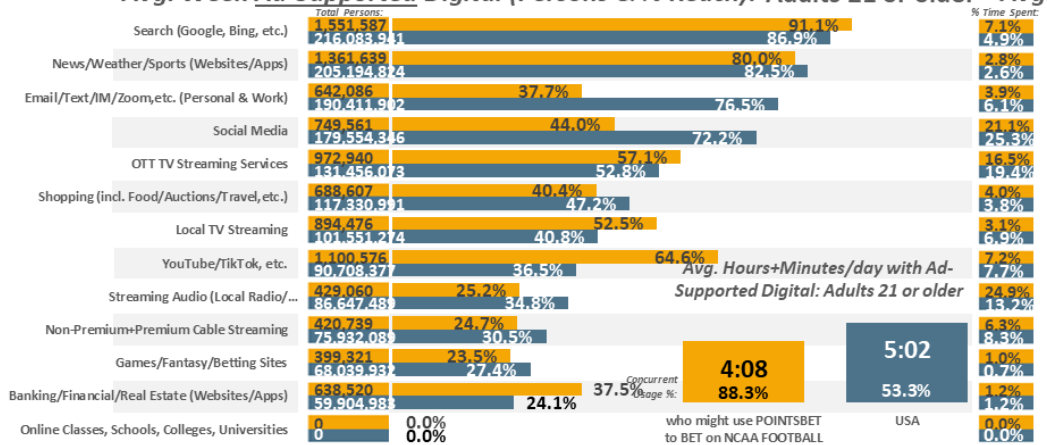


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

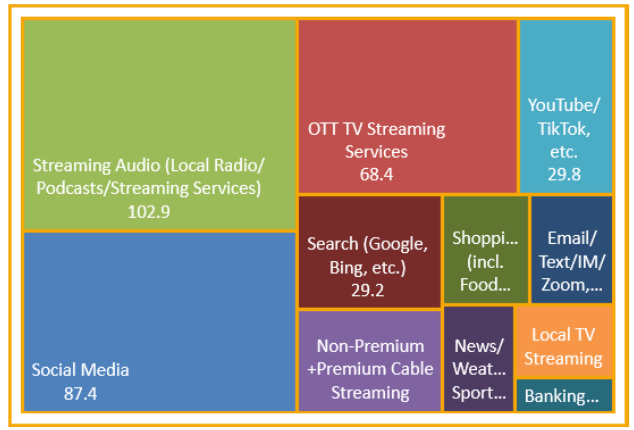


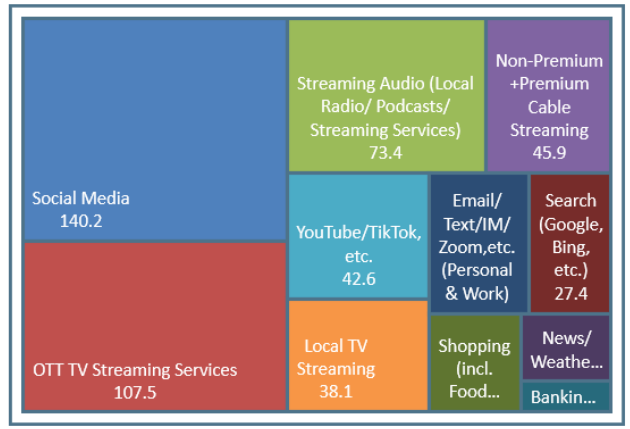


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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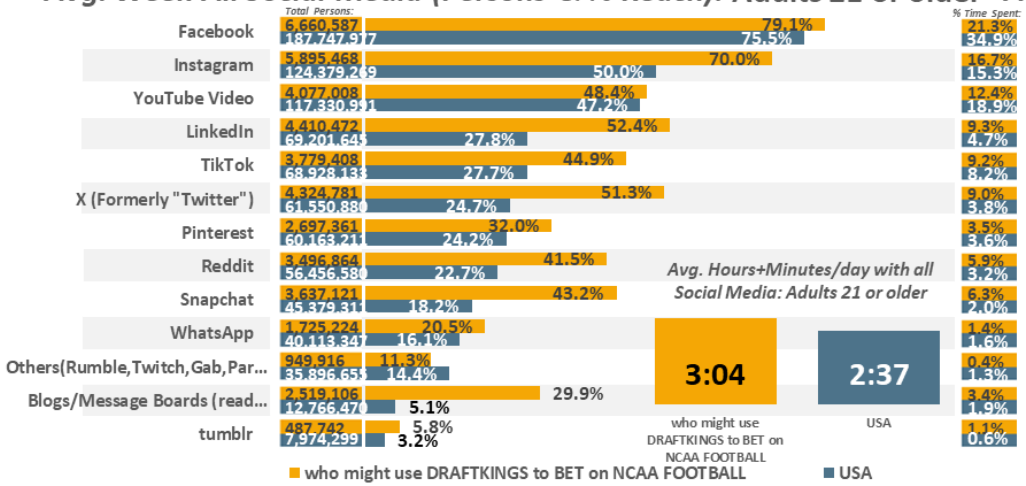
USA Jan23-Feb24 USA Projection Qual Intab 22,851

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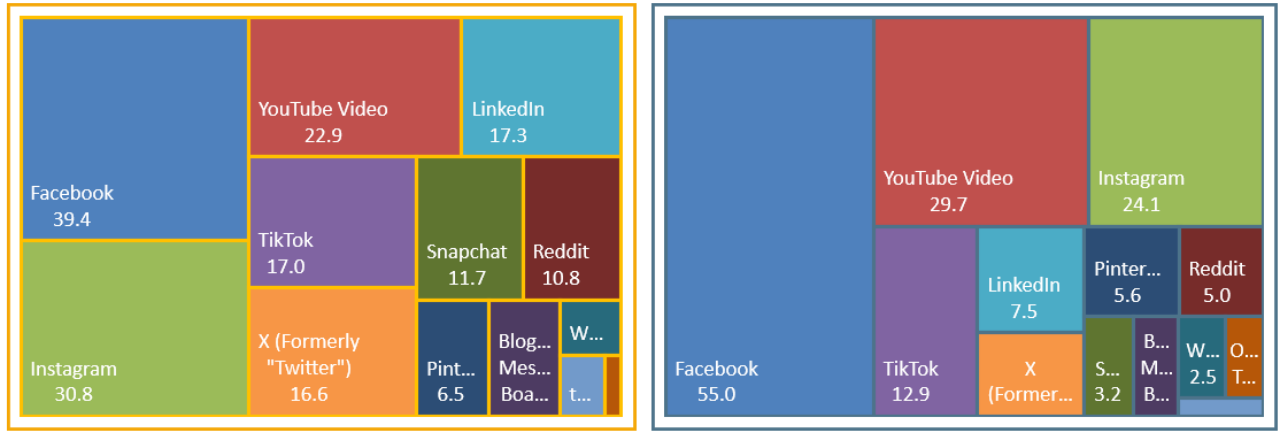
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

5,860,470 or 69.6% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL use Ad-Supported Facebook for an average of 41.6 minutes every day representing 27.4% of all time spent daily with Ad-Supported Social Media.

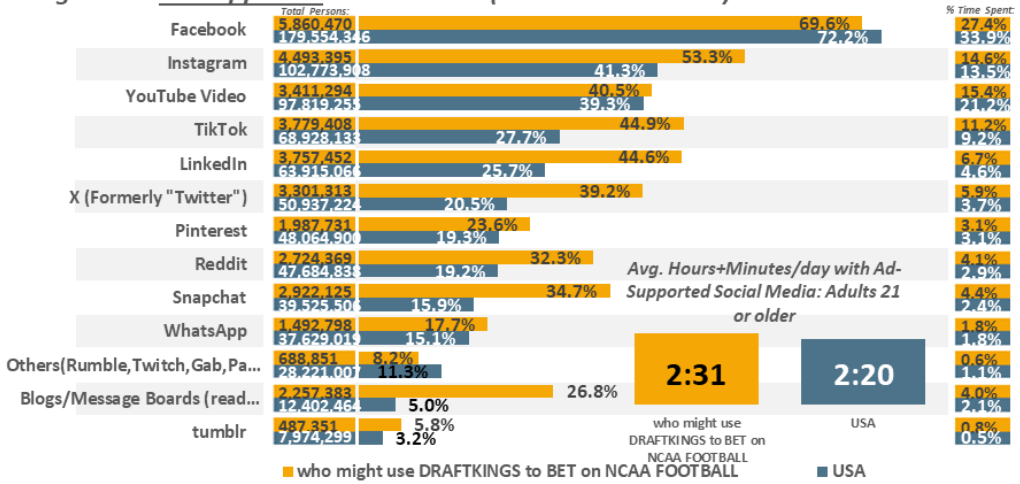
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



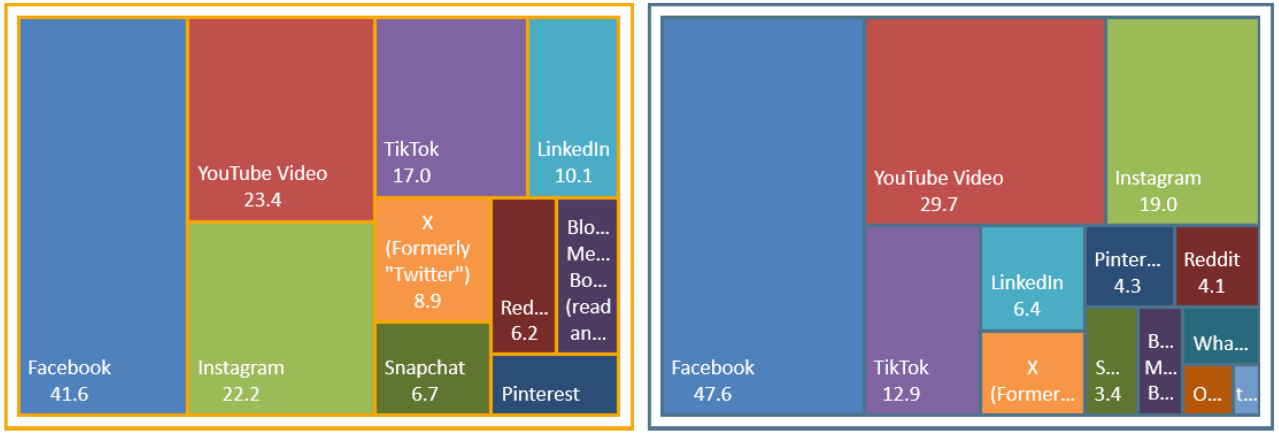
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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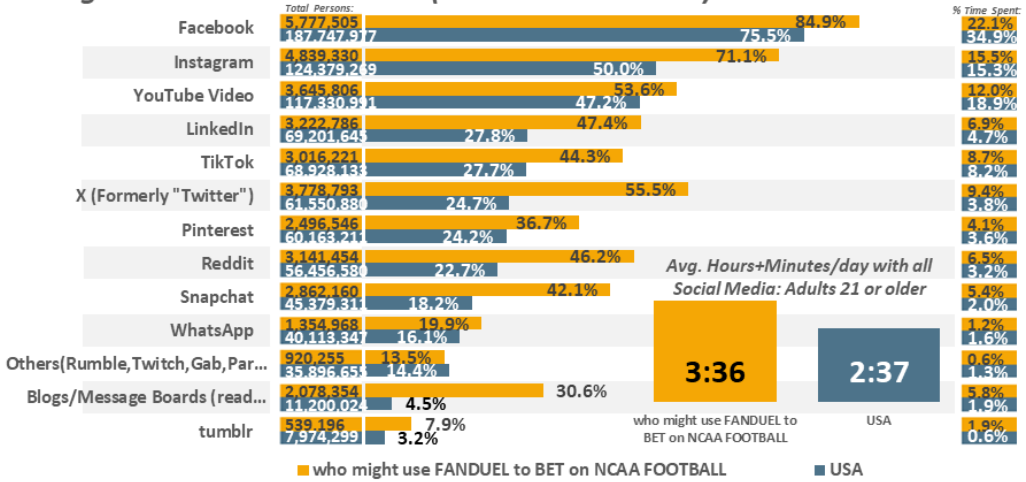
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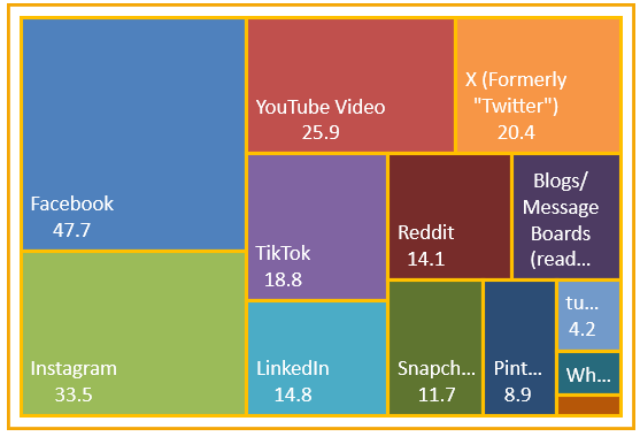
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

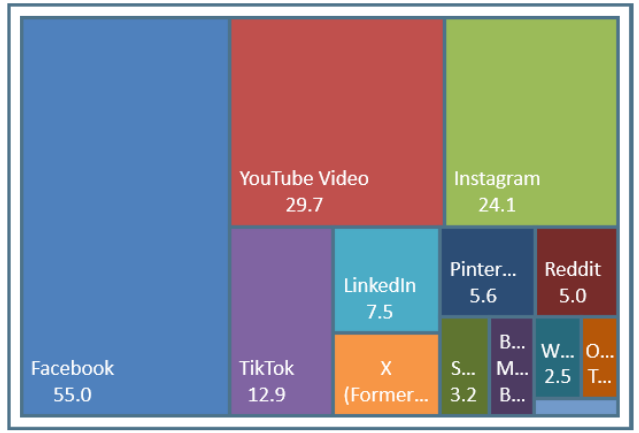
4,488,731 or 66.4% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL use Ad-Supported Facebook for an average of 43.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older

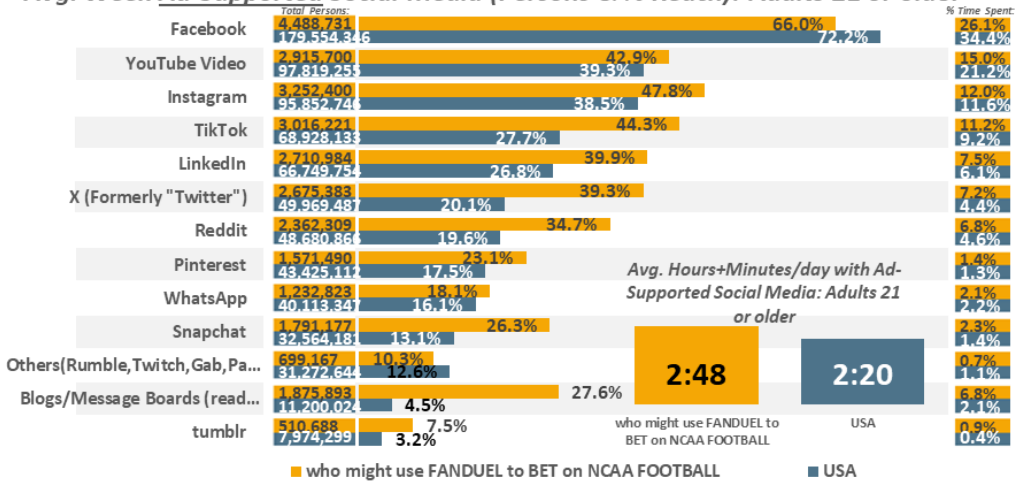


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

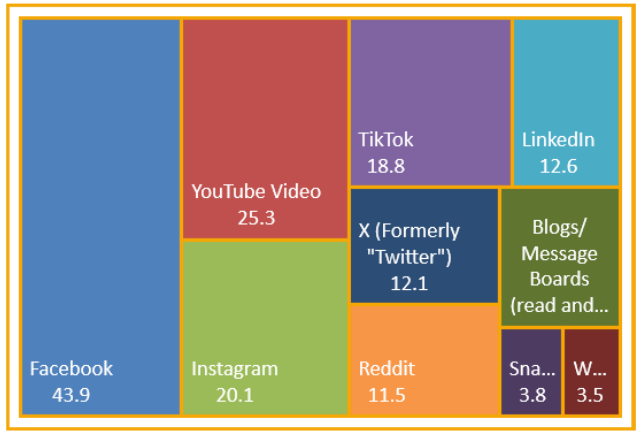


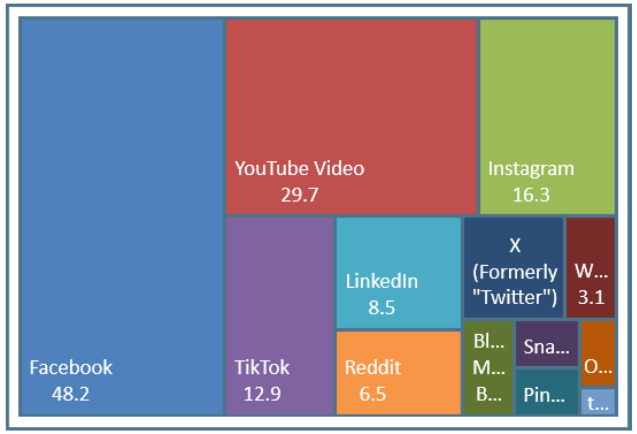


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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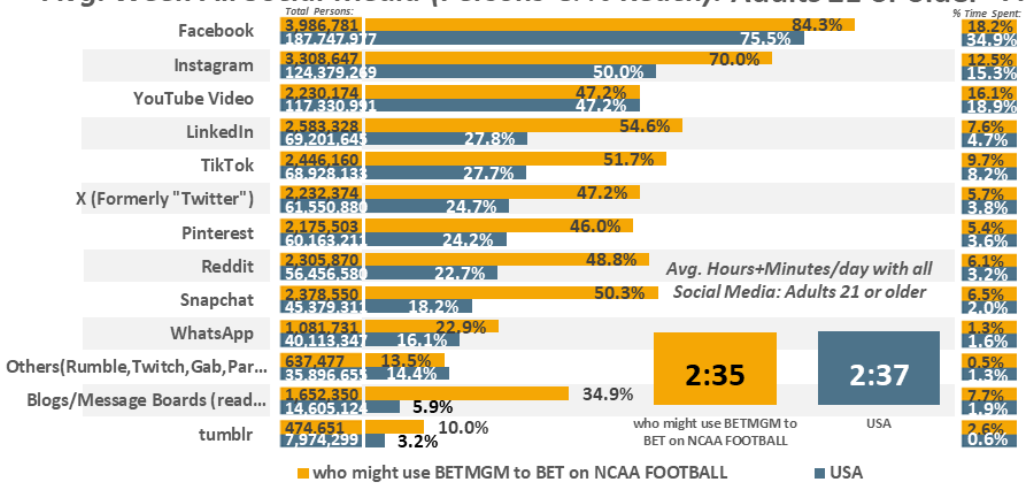
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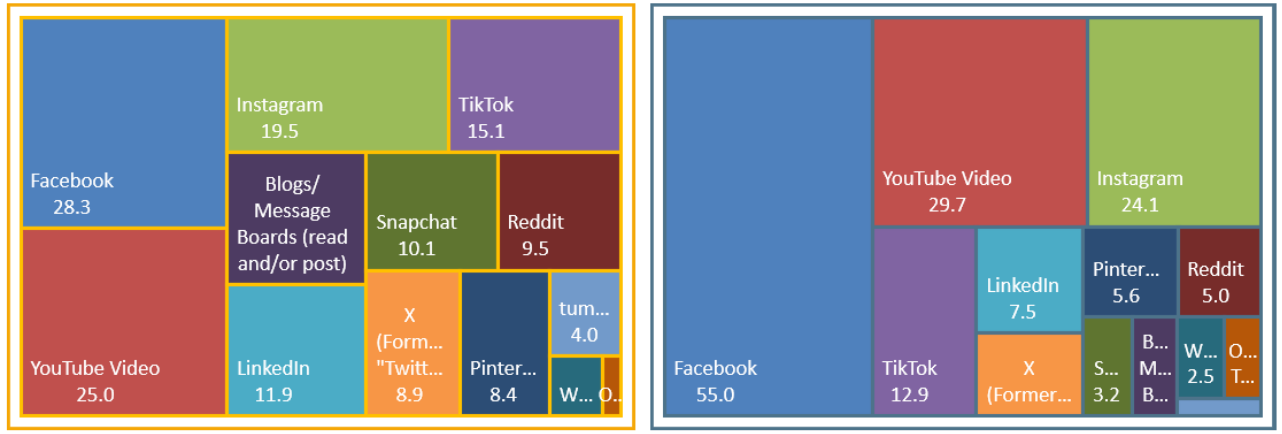
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

1,909,875 or 40.4% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL use Ad-Supported YouTube Video for an average of 26.2 minutes every day representing 22.% of all time spent daily with Ad-Supported Social Media.

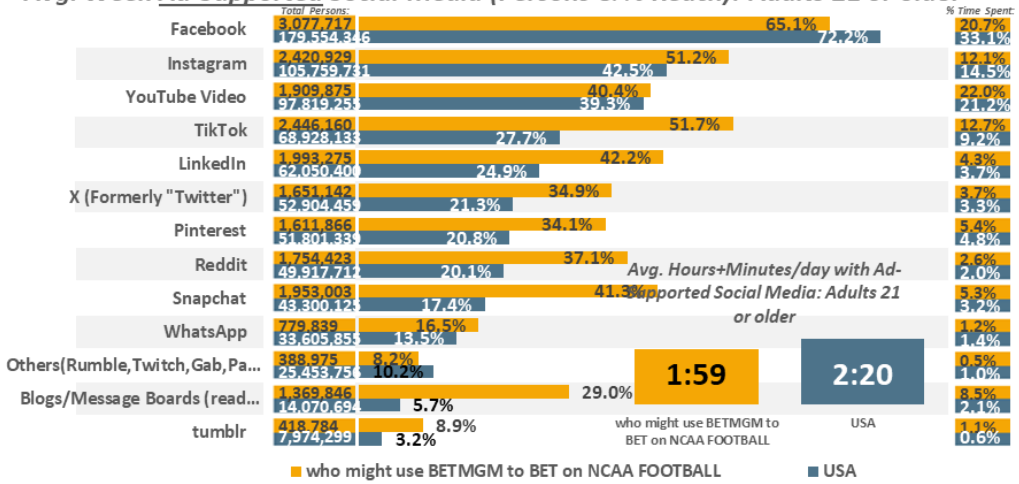
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



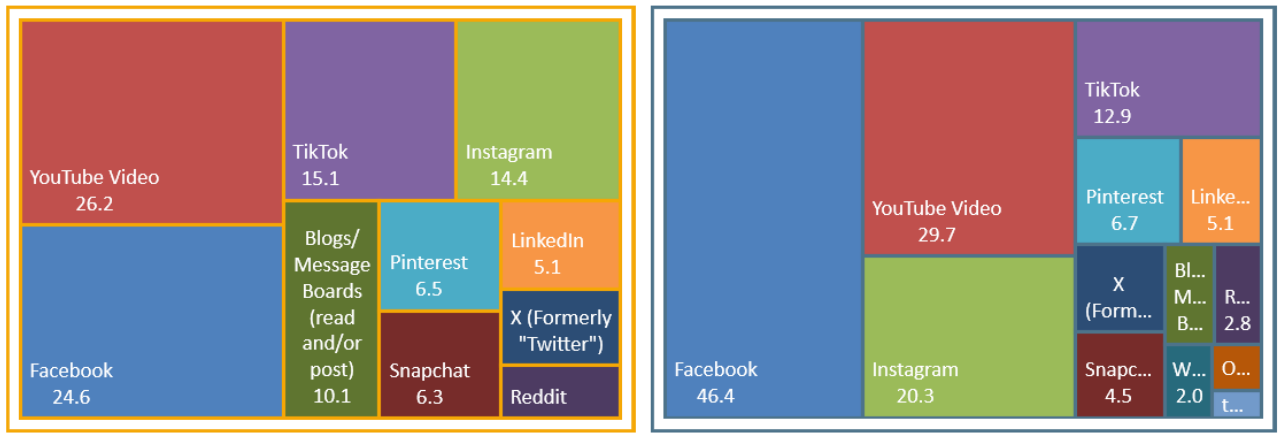
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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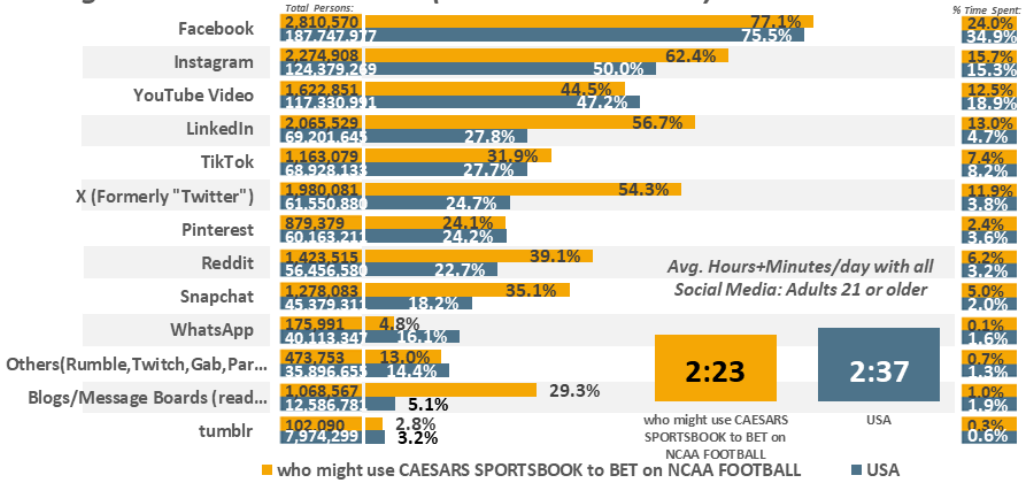
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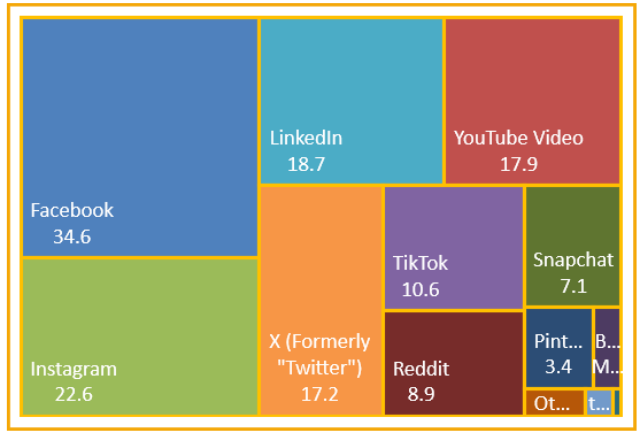
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

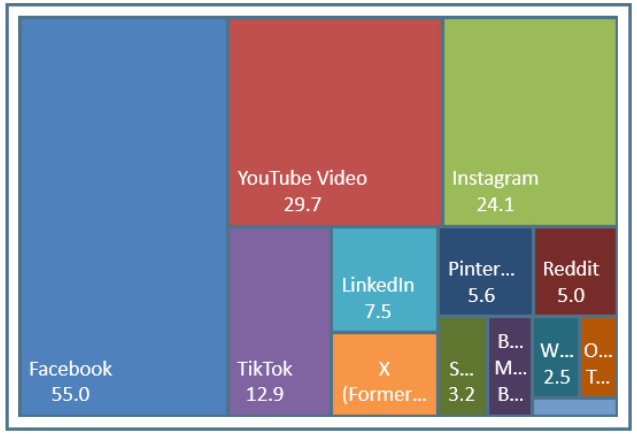
2,356,426 or 64.7% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL use Ad-Supported Facebook for an average of 33.5 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older

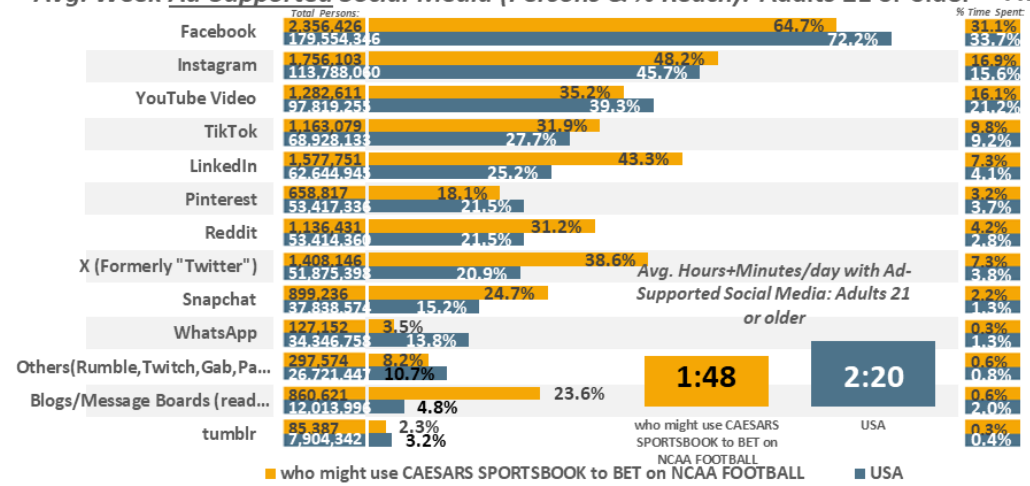


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

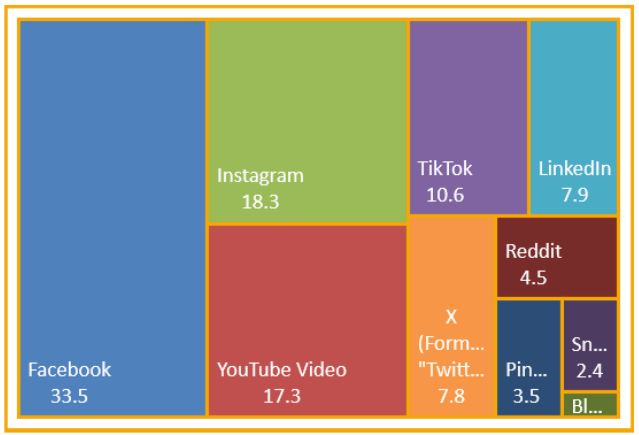


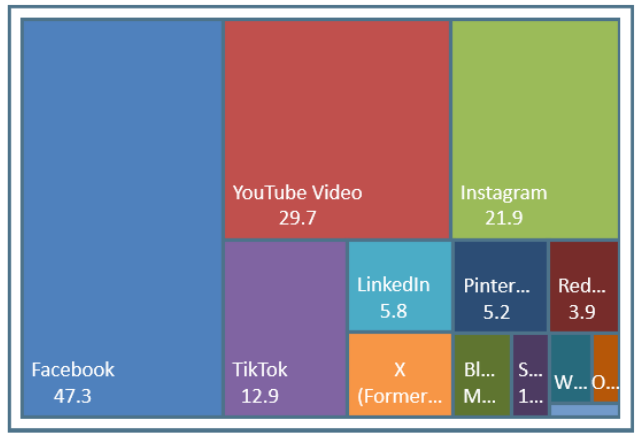


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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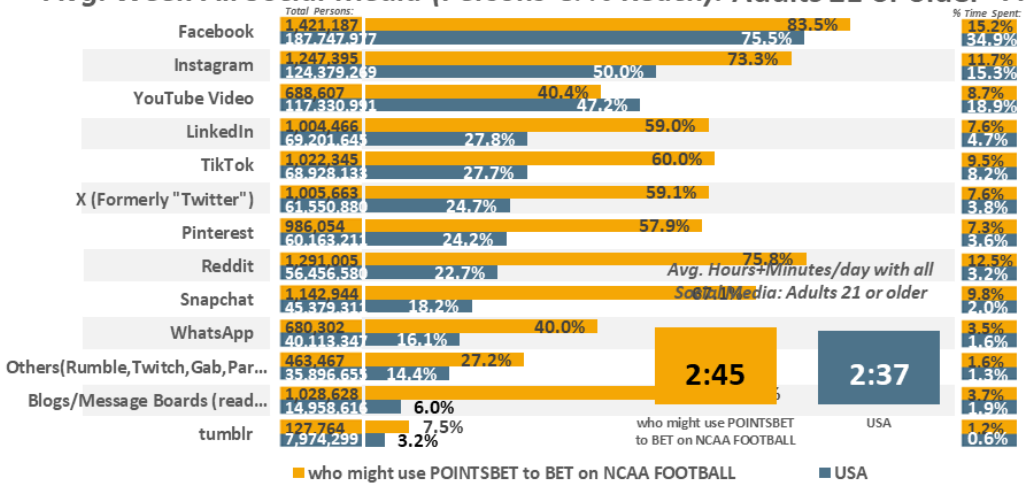
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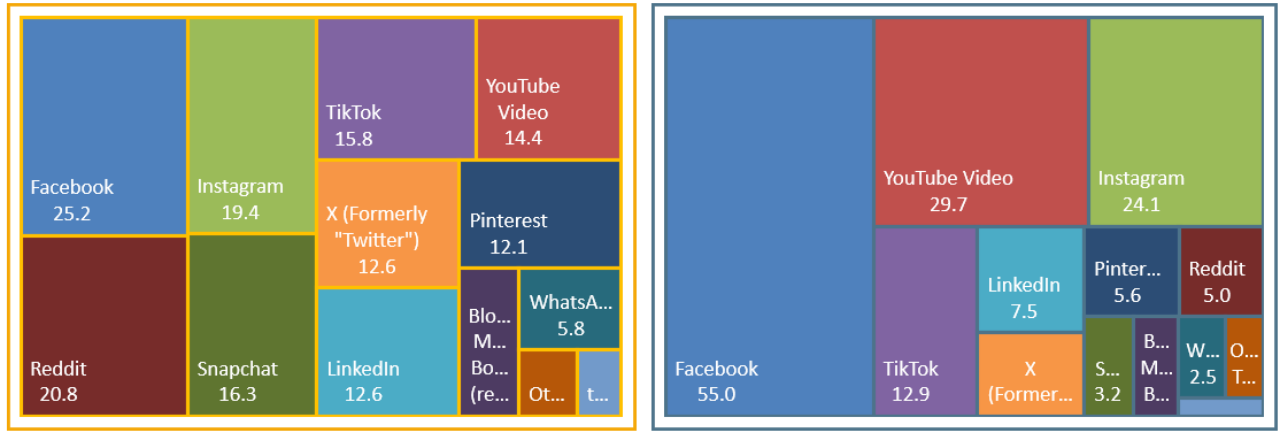
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

749,561 or 44.% of Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL use Ad-Supported Facebook for an average of 19.5 minutes every day representing 22.3% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older

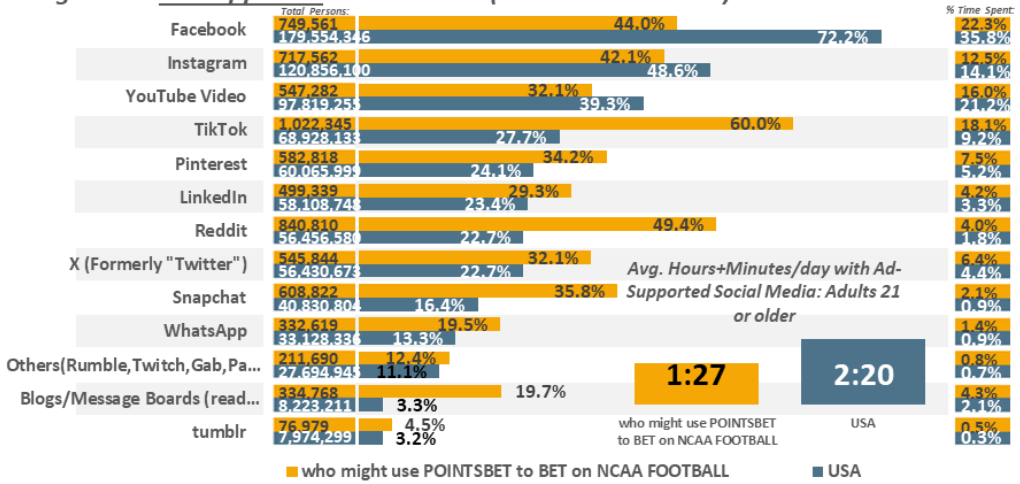


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

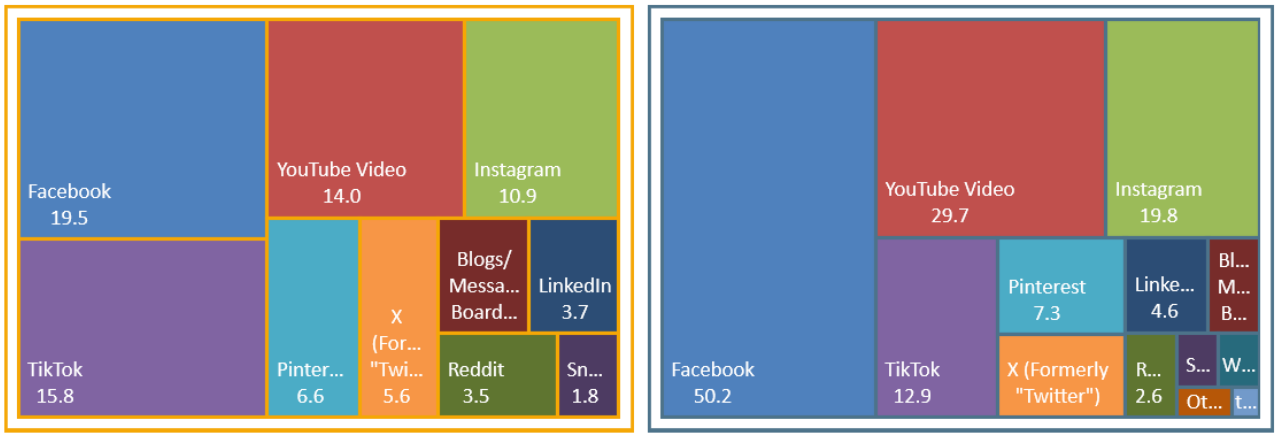


who might use POINTSBET to BET on NCAA FOOTBALL ■ USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



who might use POINTSBET to BET on NCAA FOOTBALL ■ USA

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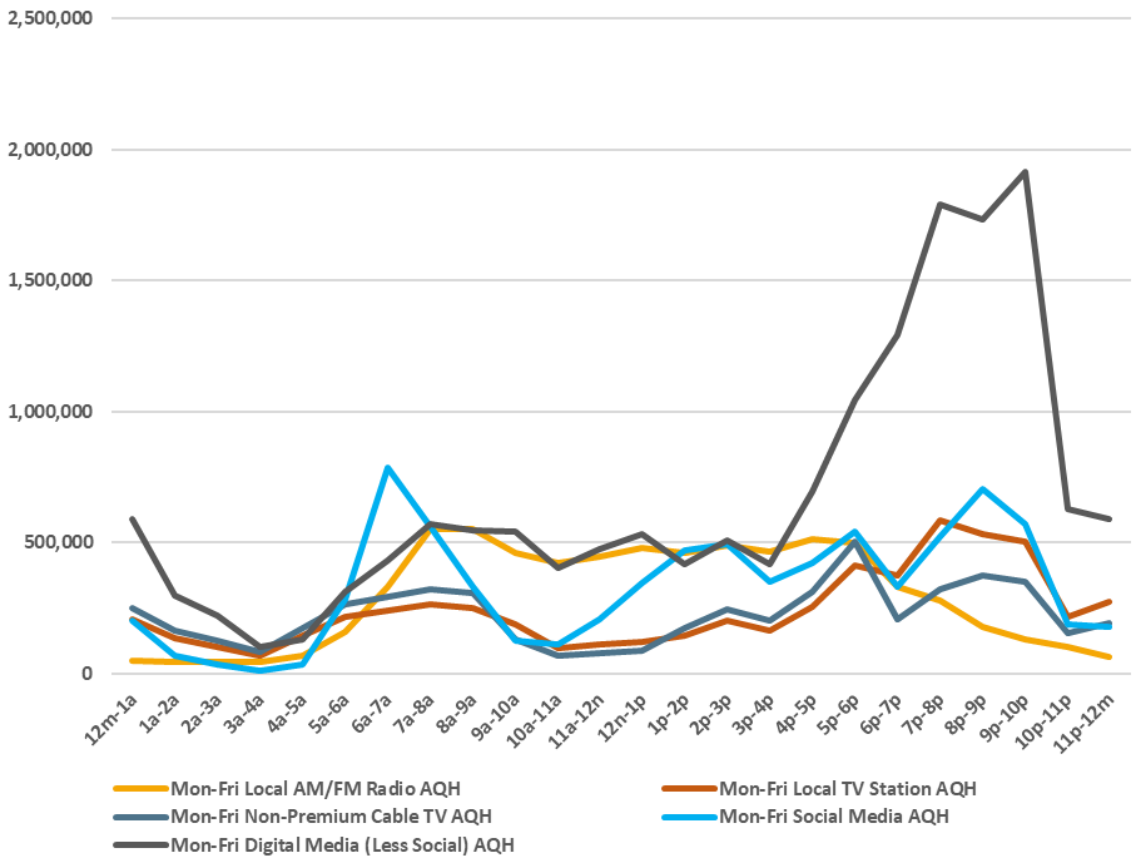
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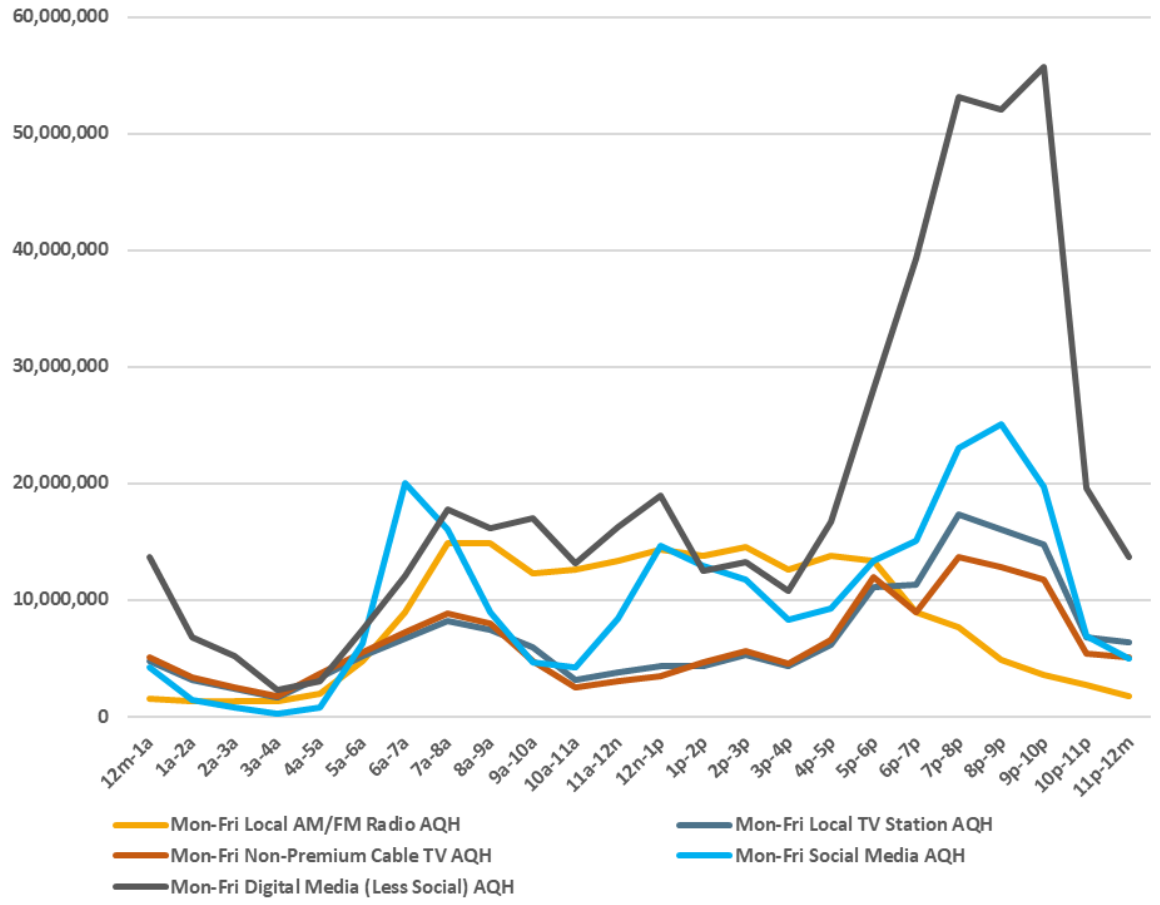
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 604,964; Local Radio: 460,515; Social Media: 389,560; Non-Prem. Cable: 223,611; Local TV: 216,488 reaching Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOT

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 21 or older



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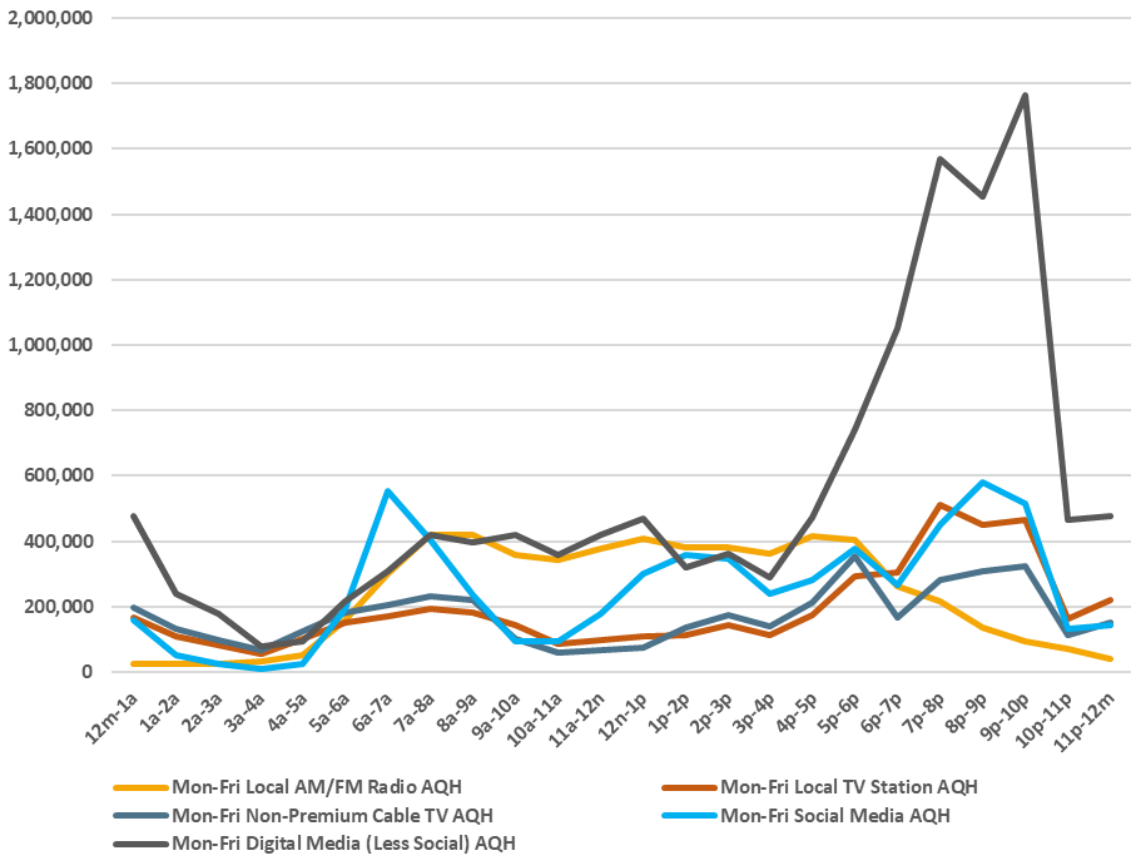
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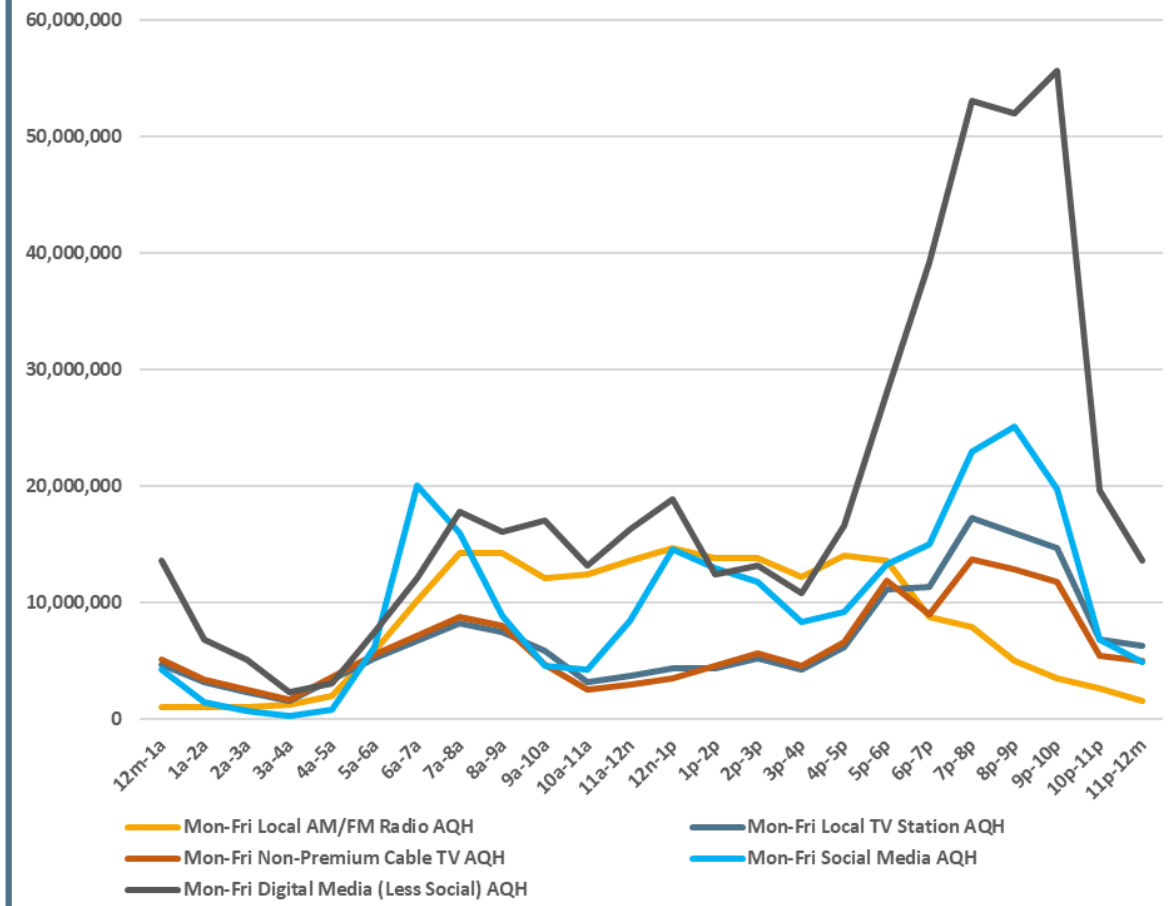
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 463,607; Local Radio: 372,202; Social Media: 286,771; Non-Prem. Cable: 164,424; Local TV: 163,888 reaching Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBAL

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 21 or older



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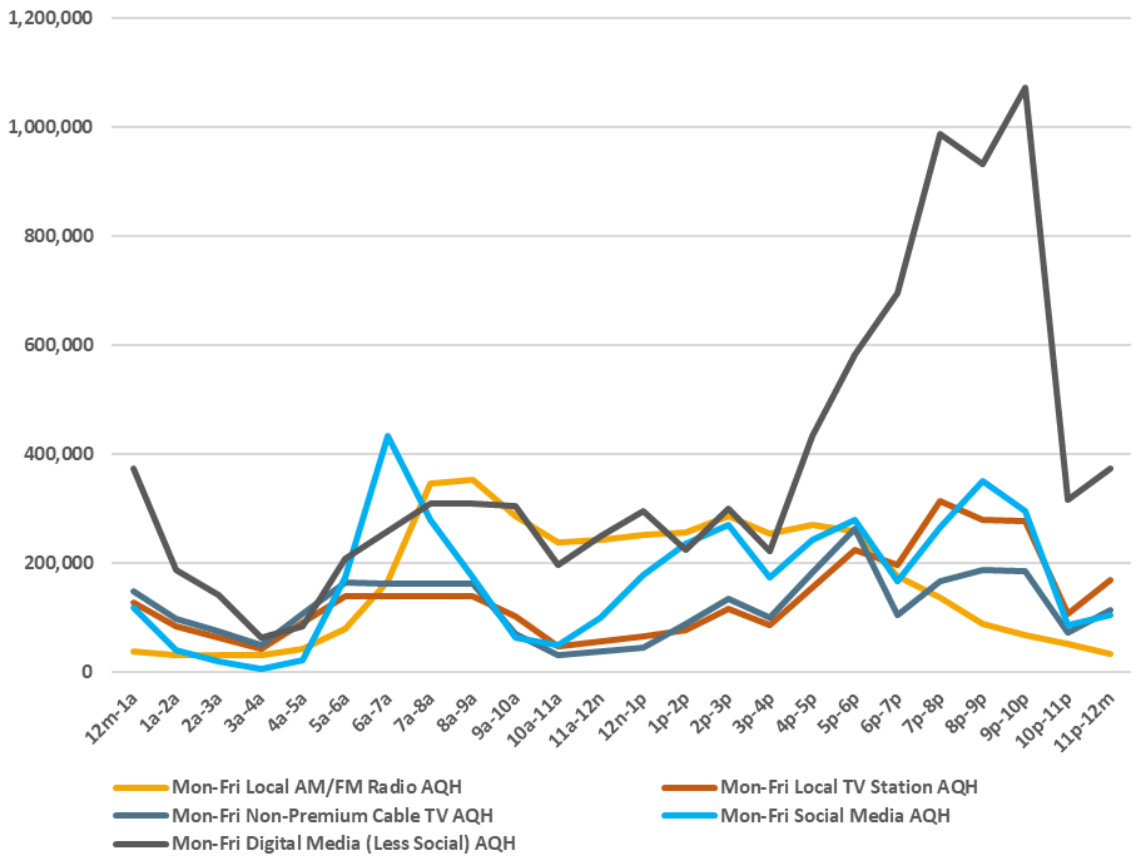
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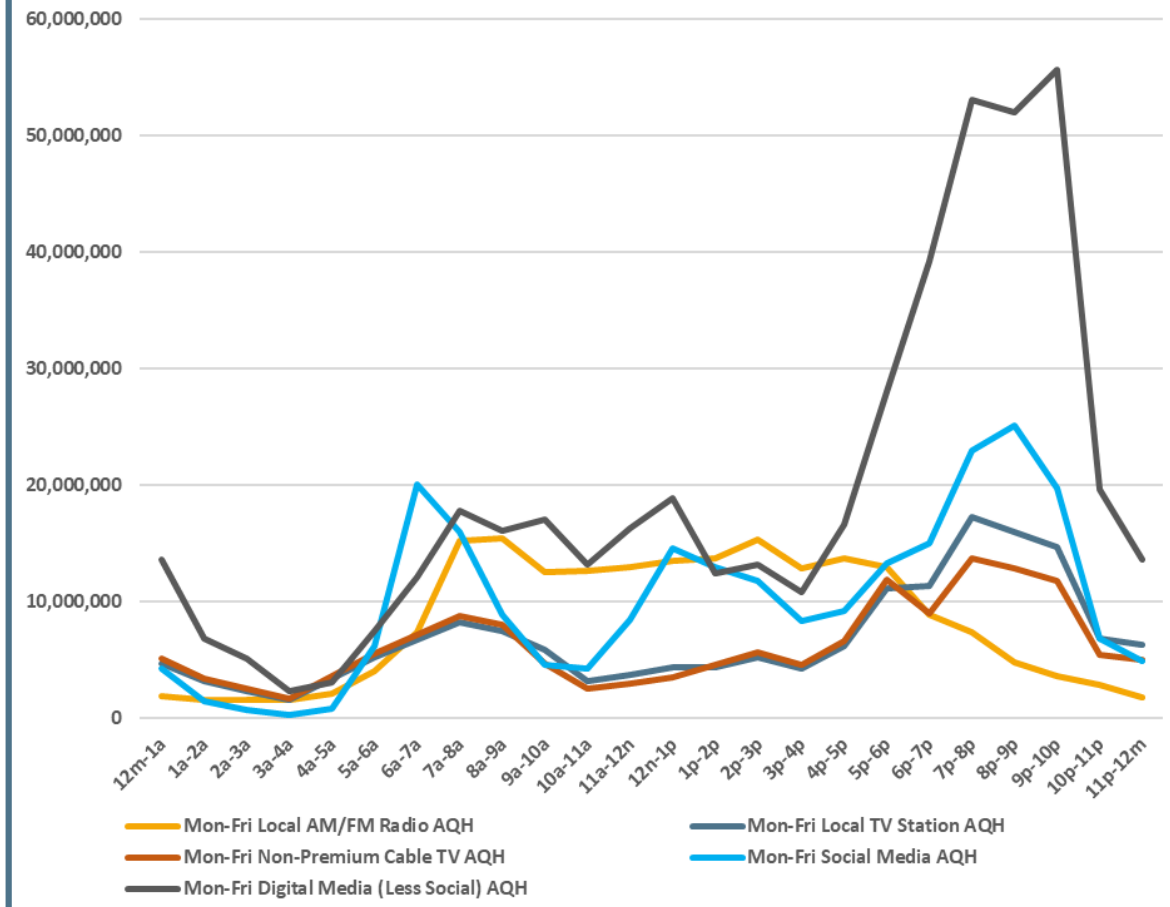
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 337,246; Local Radio: 260,593; Social Media: 203,349; Local TV: 118,746; Non-Prem. Cable: 118,728 reaching Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 21 or older



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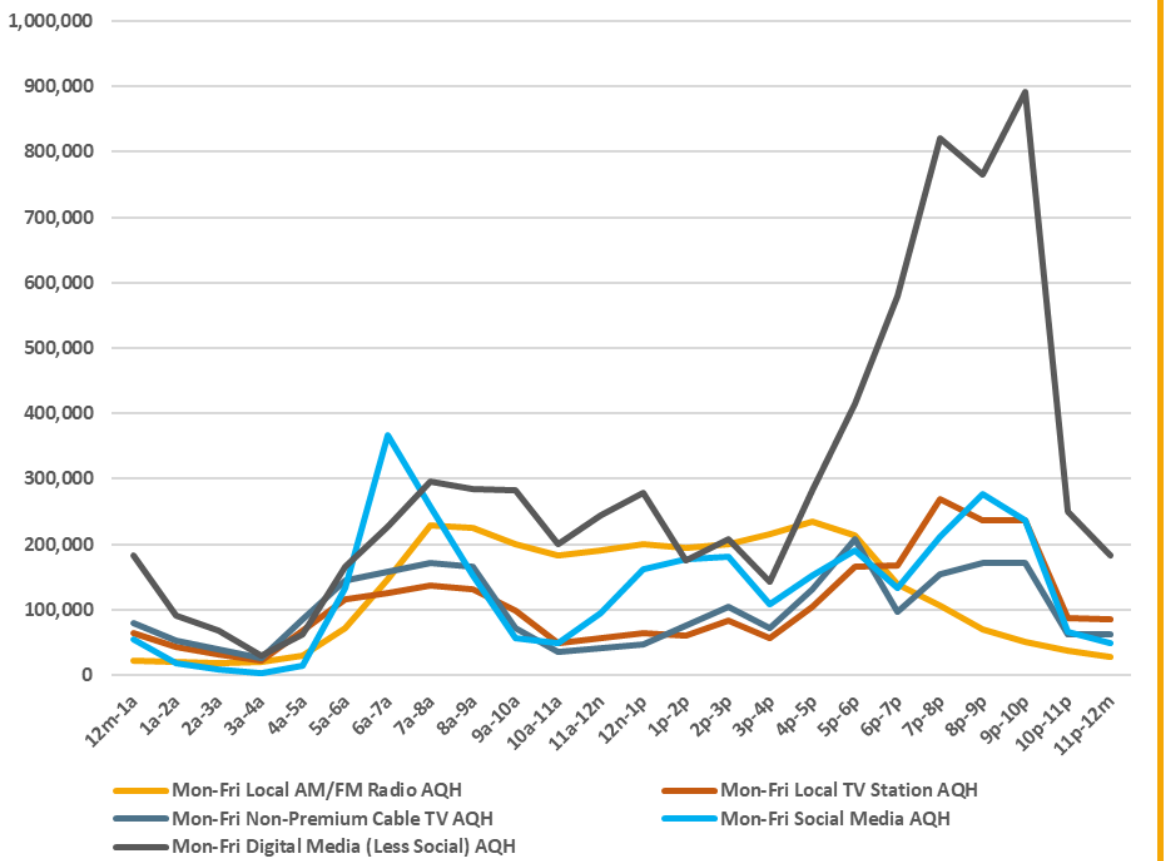
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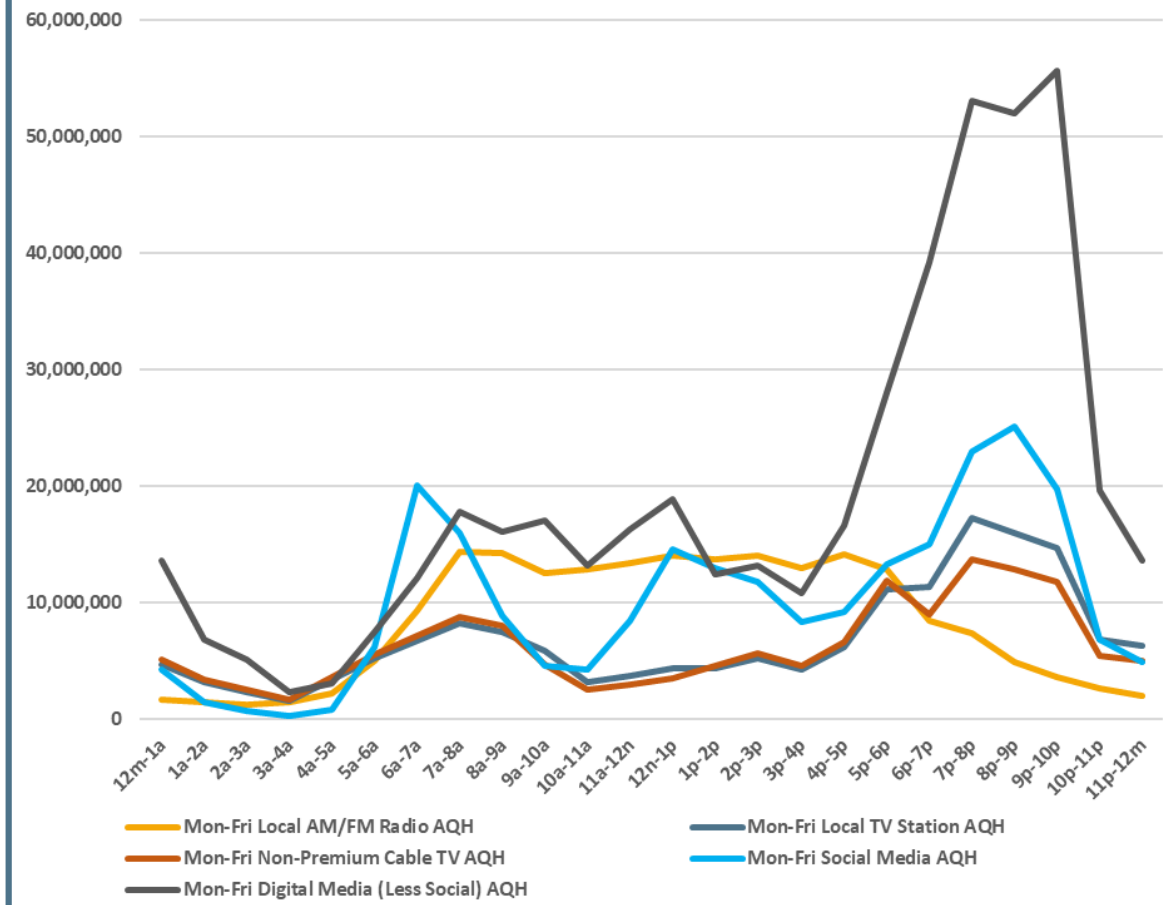
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 278,302; Local Radio: 197,873; Social Media: 160,105; Non-Prem. Cable: 105,960; Local TV: 100,049 reaching Adults 21 or older who might use CAESARS SPORTSBOOK to BET on N

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 21 or older



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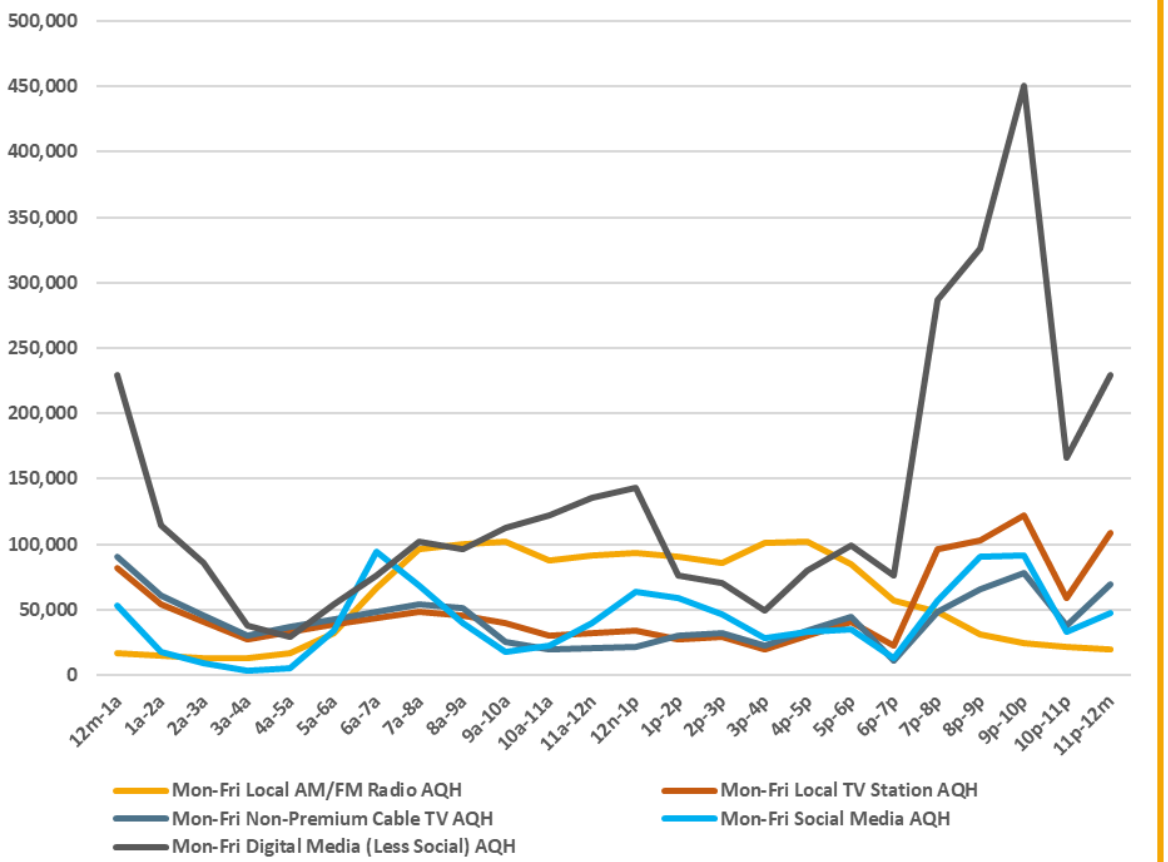
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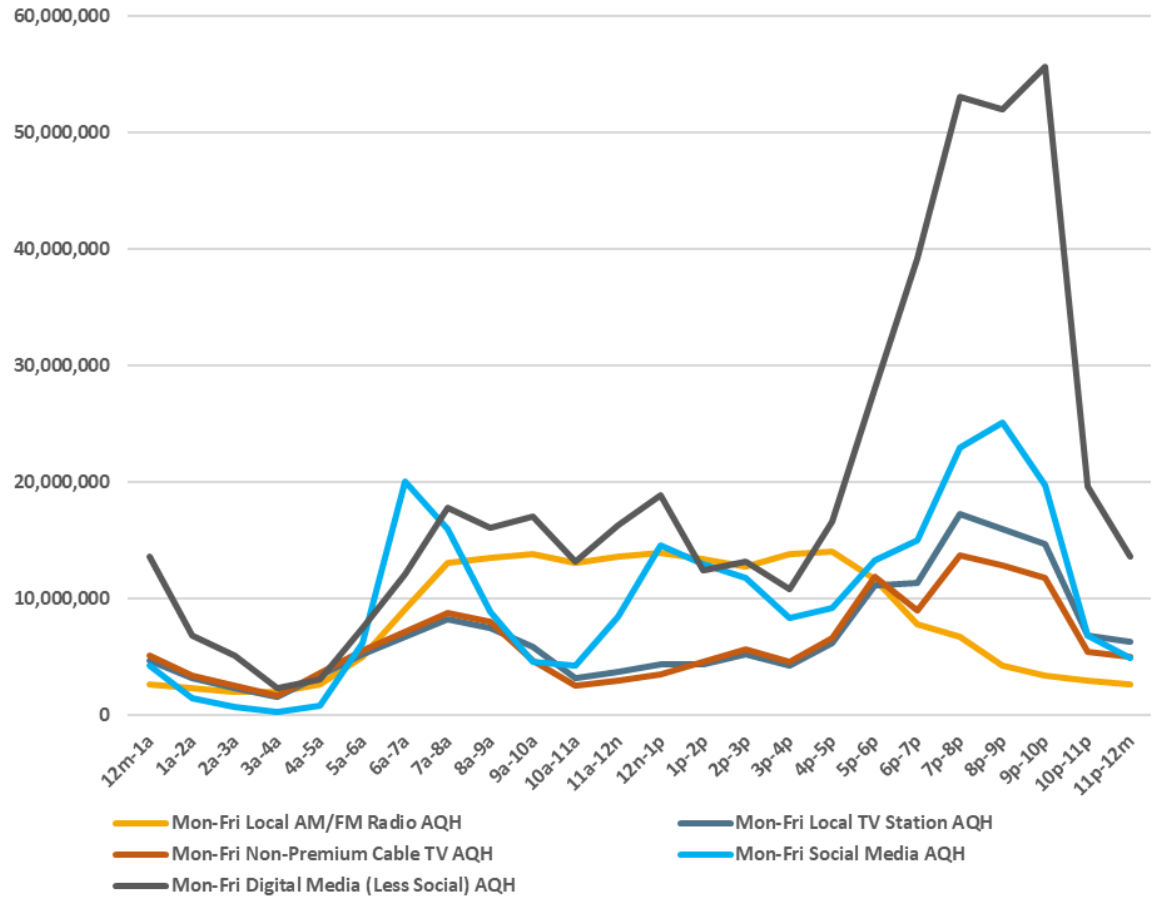
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 95,286; Local Radio: 88,993; Social Media: 43,258; Local TV: 34,067; Non-Prem. Cable: 31,846 reaching Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 21 or older



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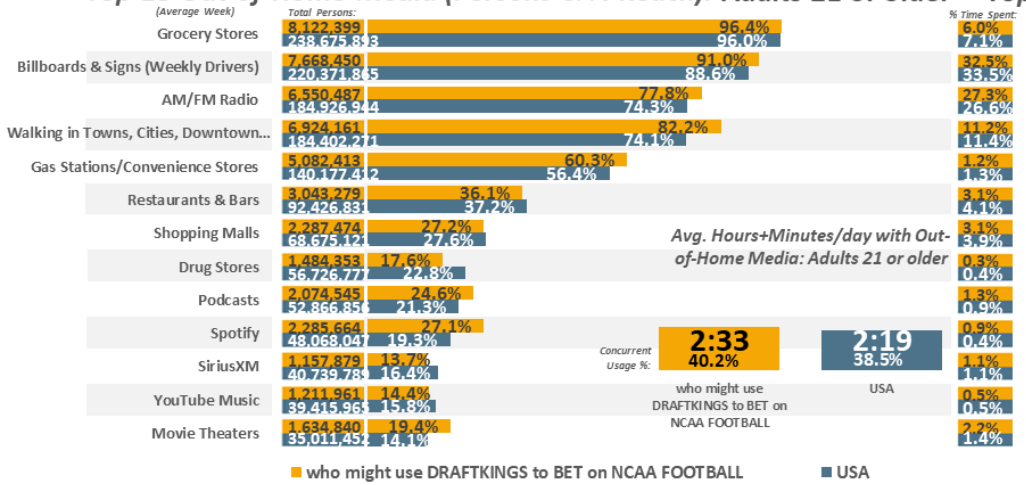
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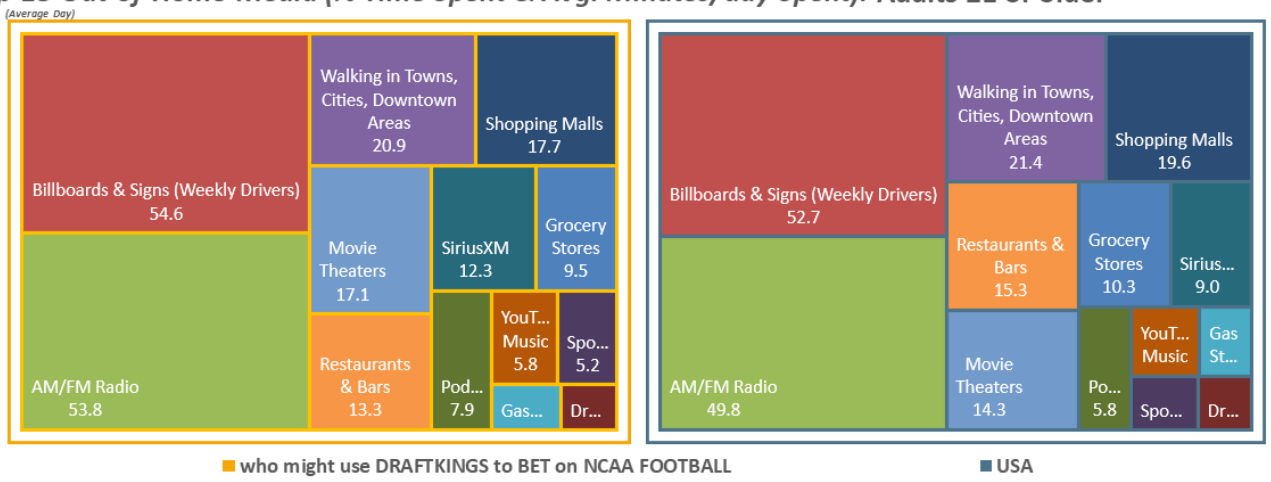
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

7,668,450 or 91.% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 74.6% Listen to Local Radio Stations Out-of-Home for an average of 50.5 minutes/day.

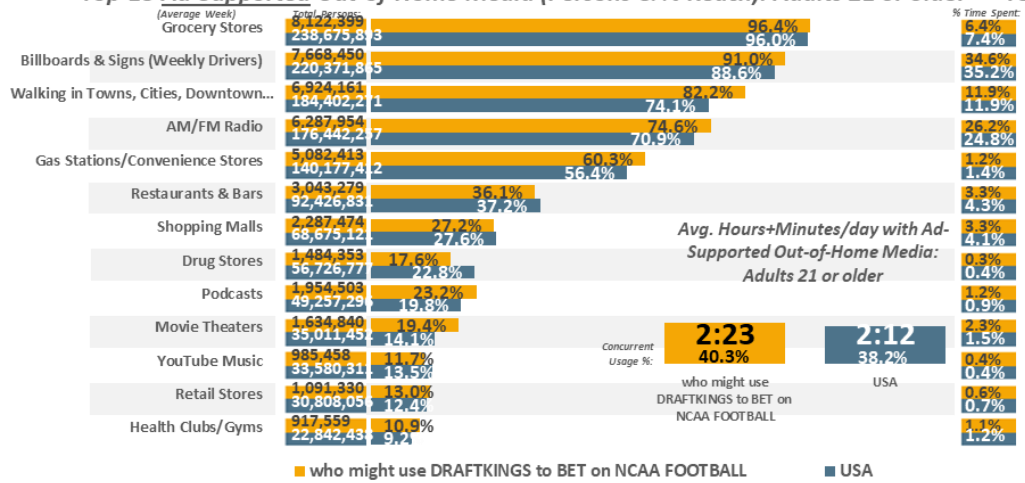
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



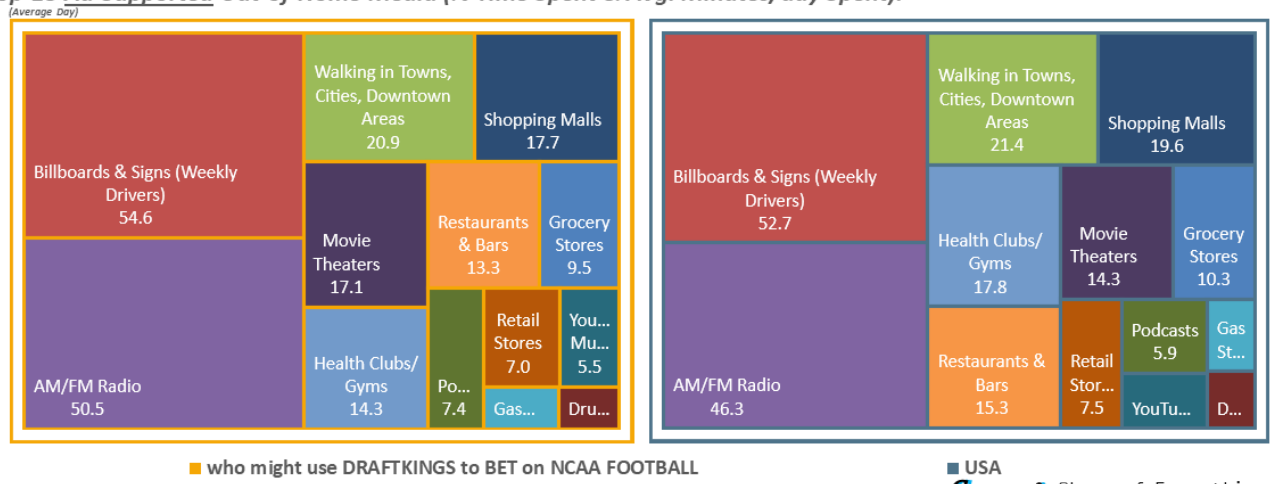
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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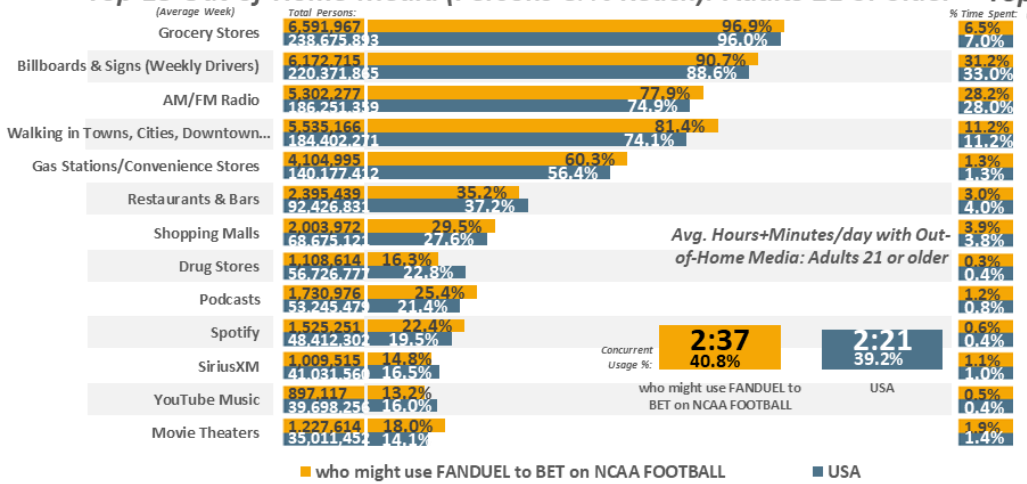
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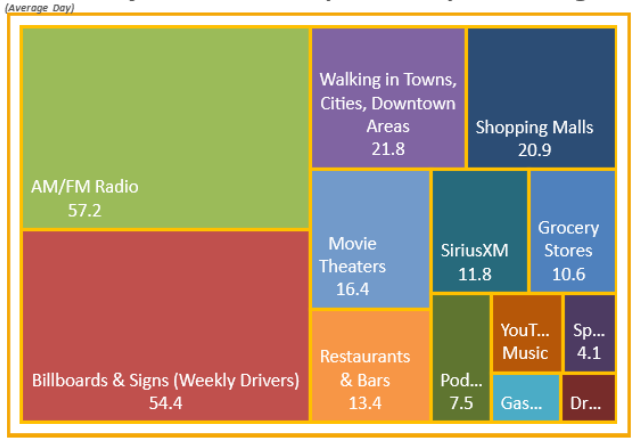
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

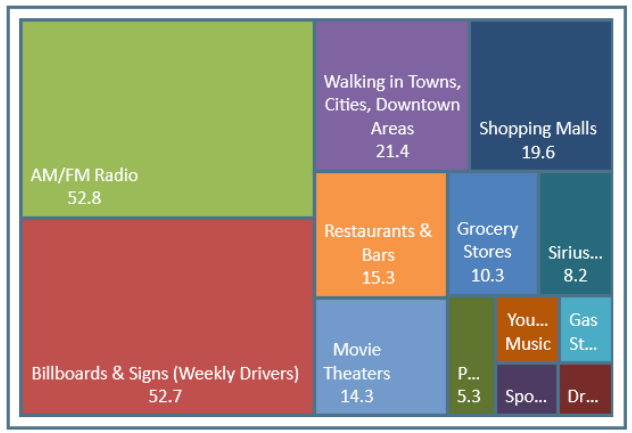
6,172,715 or 90.7% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 53.5 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older

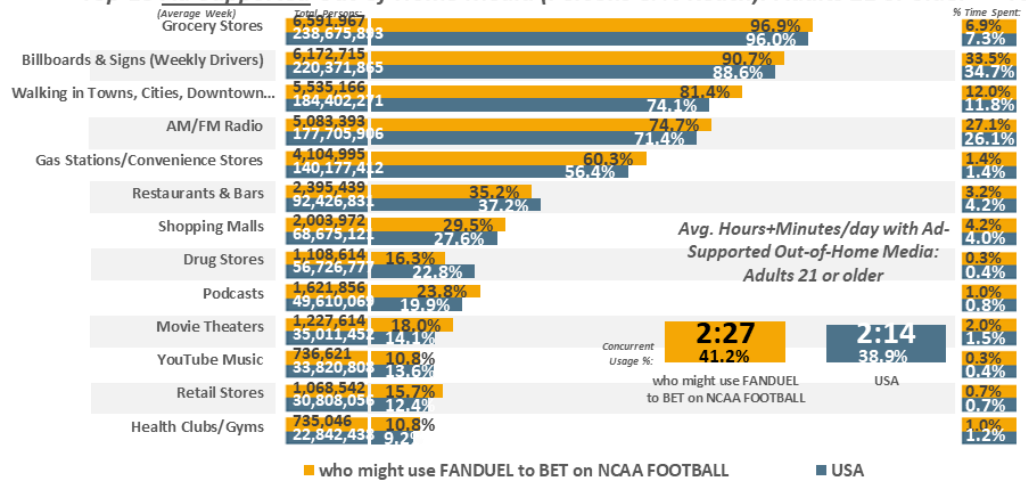


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

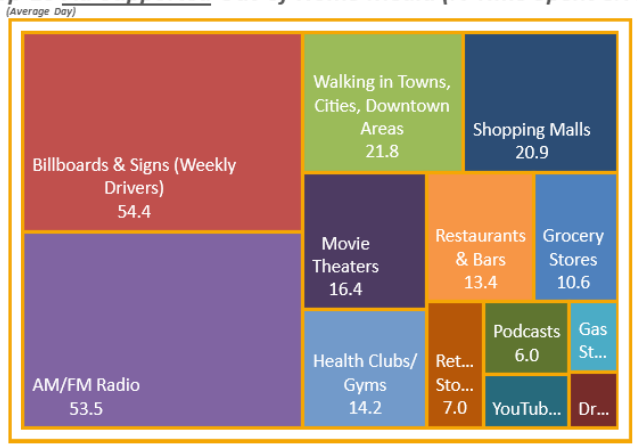


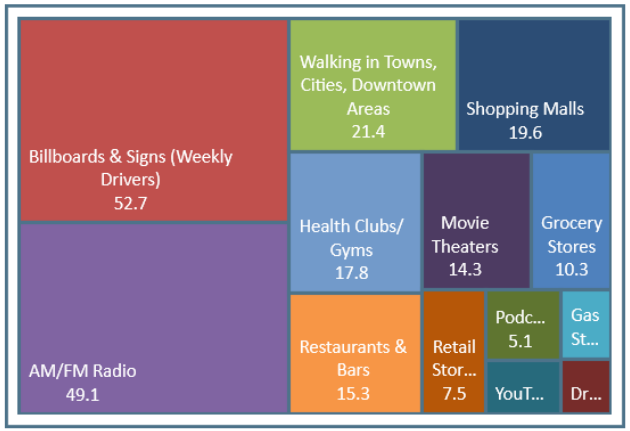


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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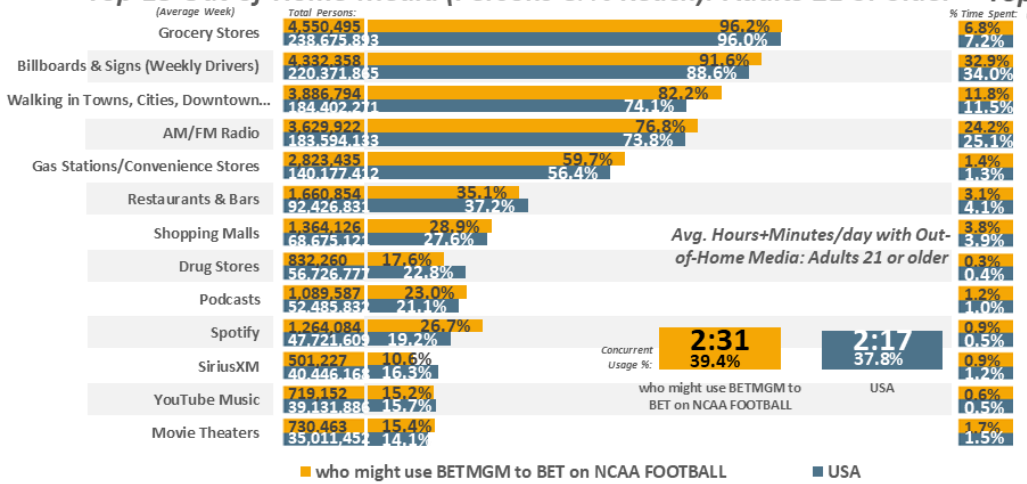
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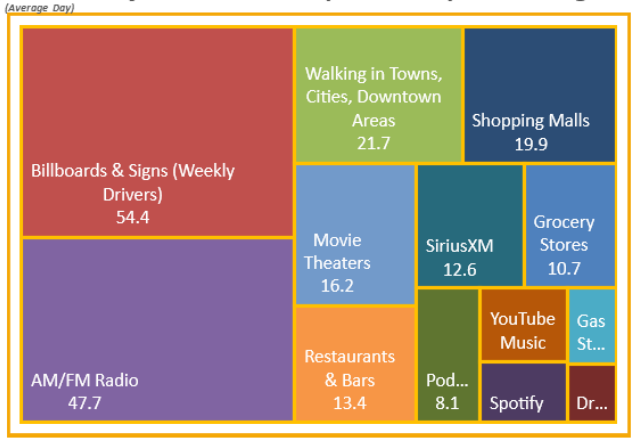
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

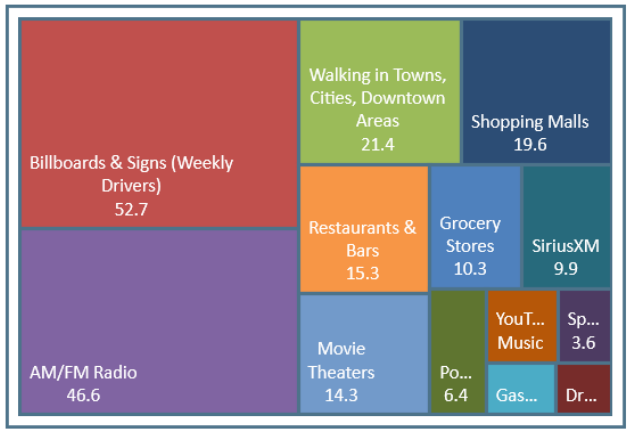
4,332,358 or 91.6% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 74.4% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older

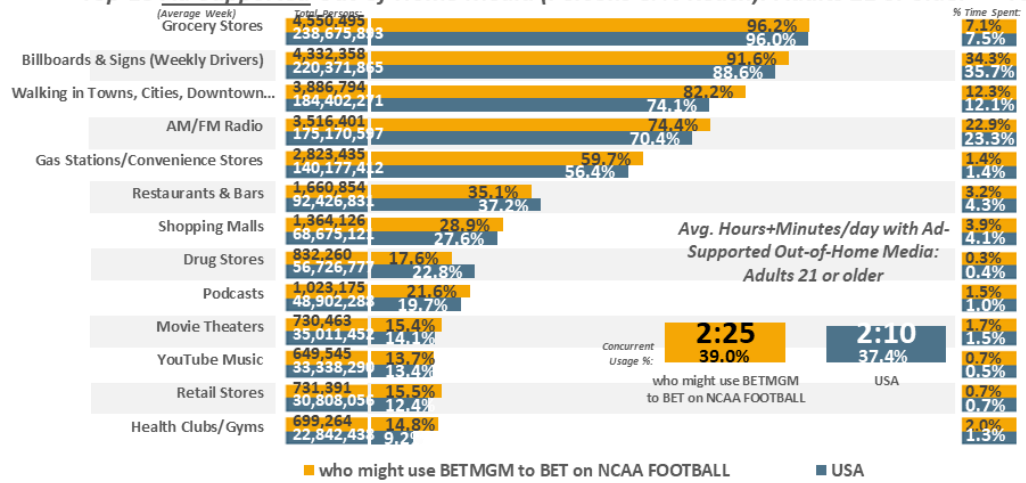


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

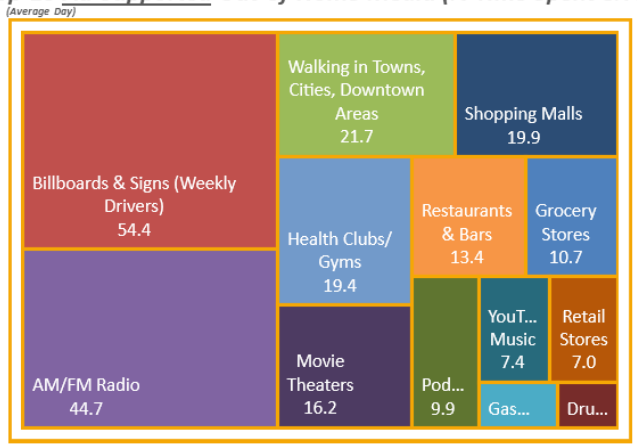


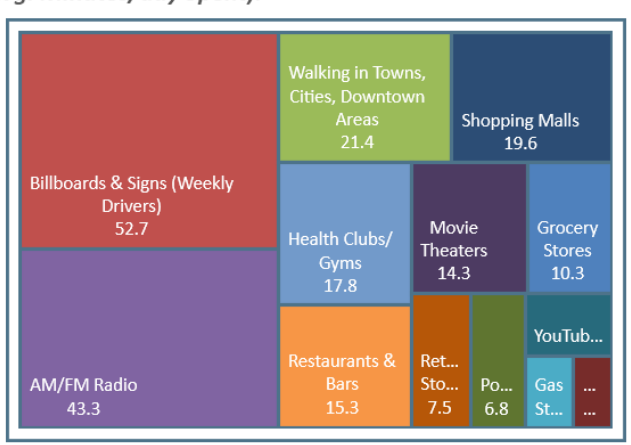


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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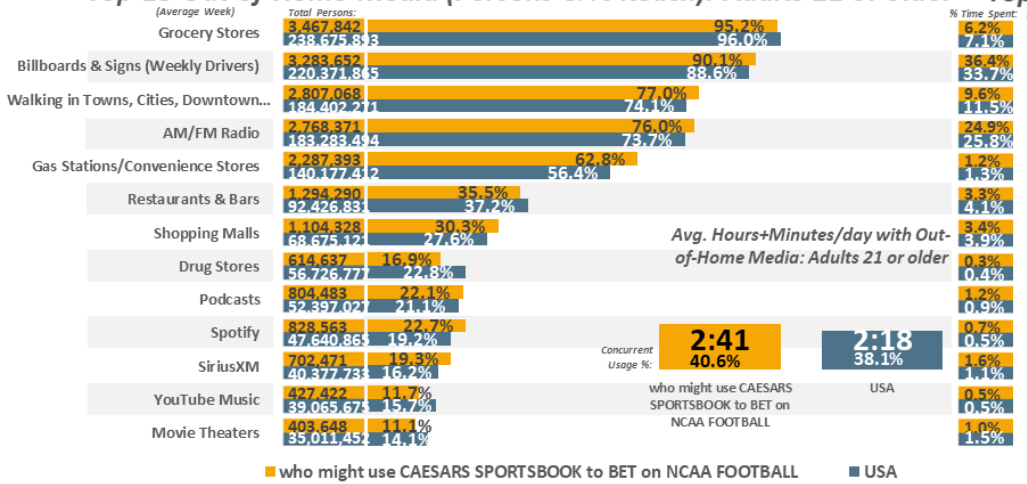
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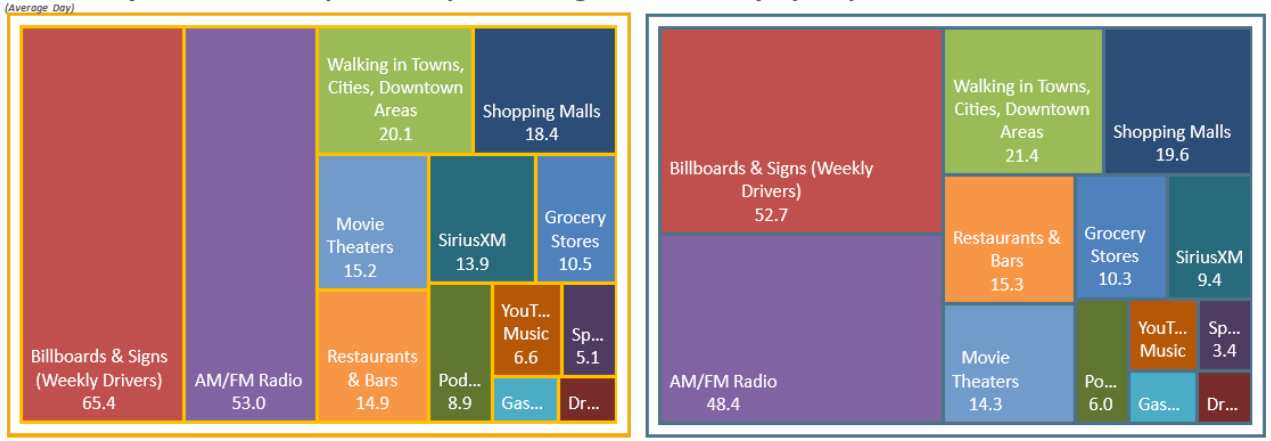
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

3,283,652 or 90.1% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL spend an average of 65.4 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 51.1 minute

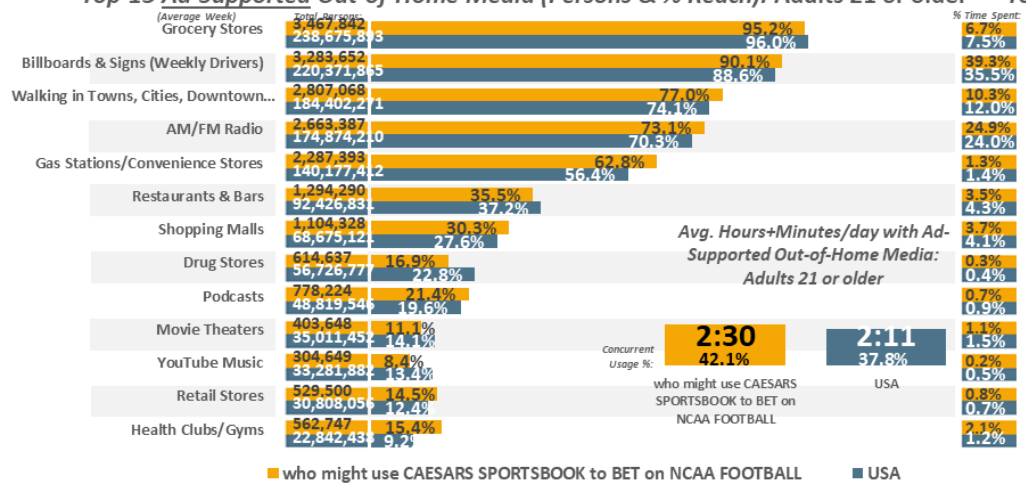
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



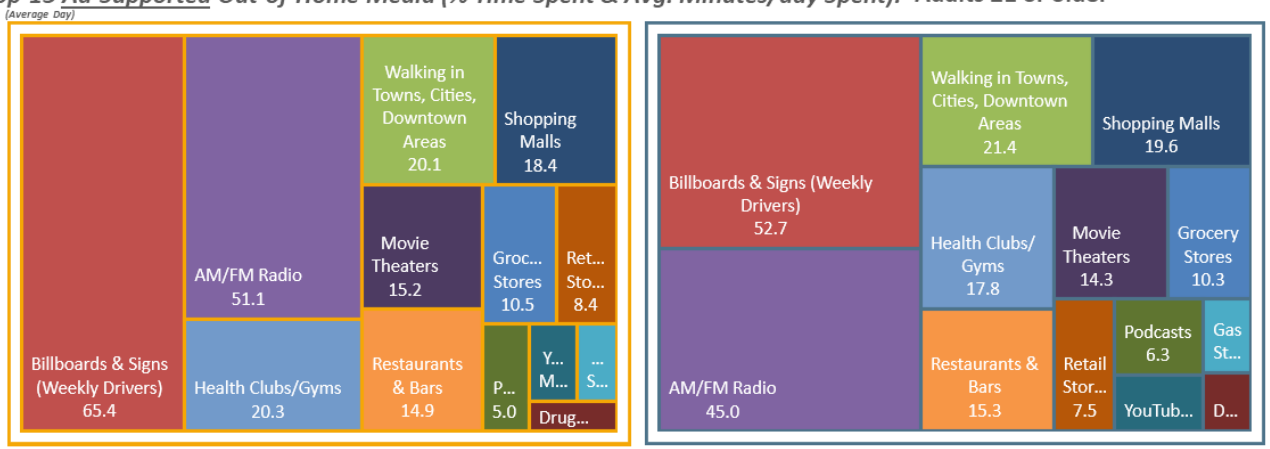
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

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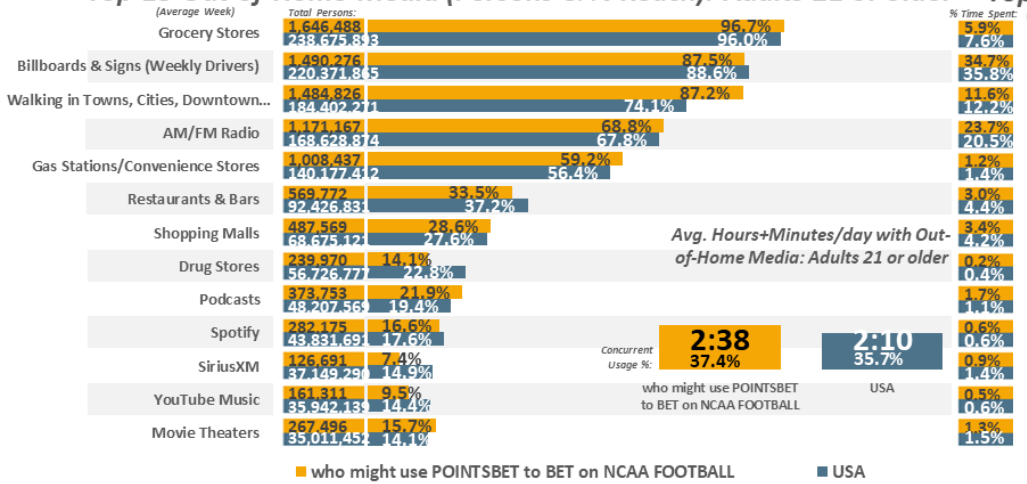
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

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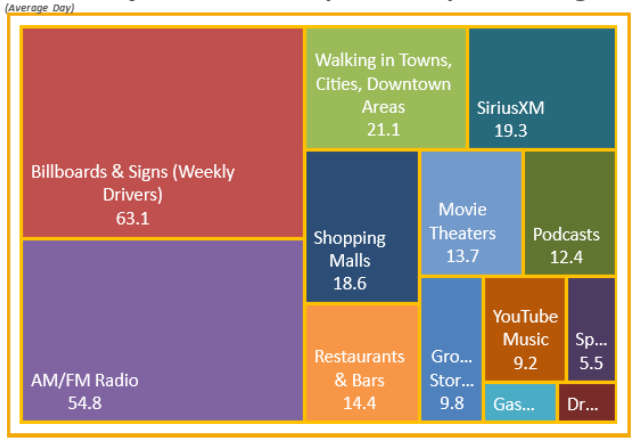
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

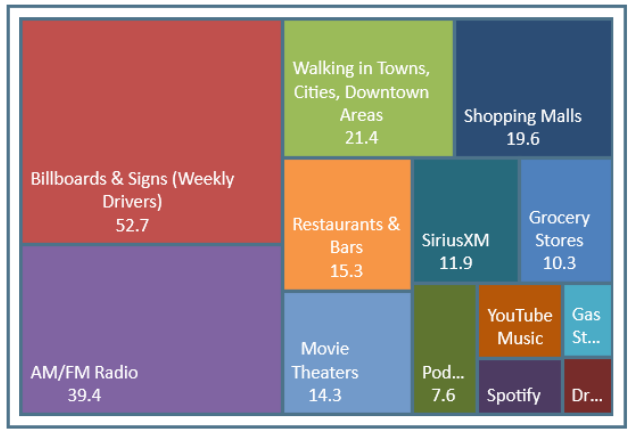
1,490,276 or 87.5% of Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL spend an average of 63.1 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 51.4 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



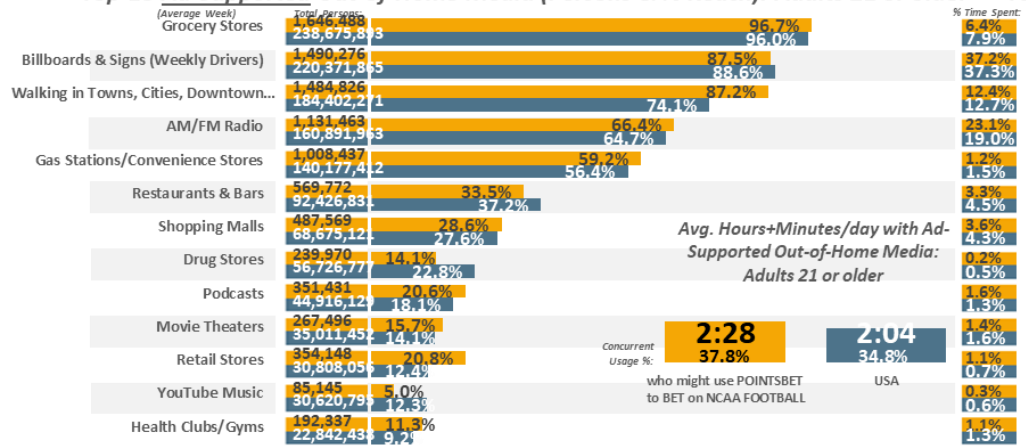
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



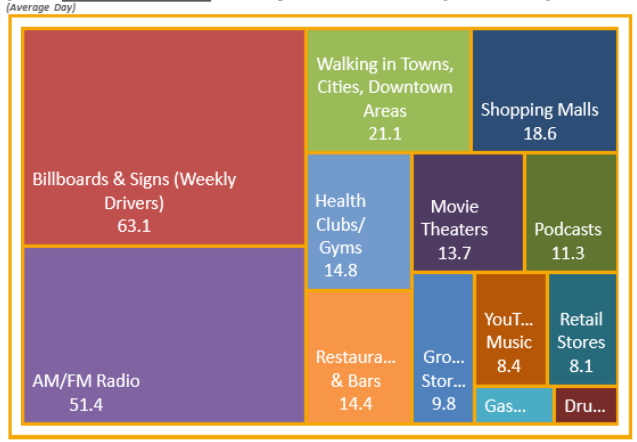


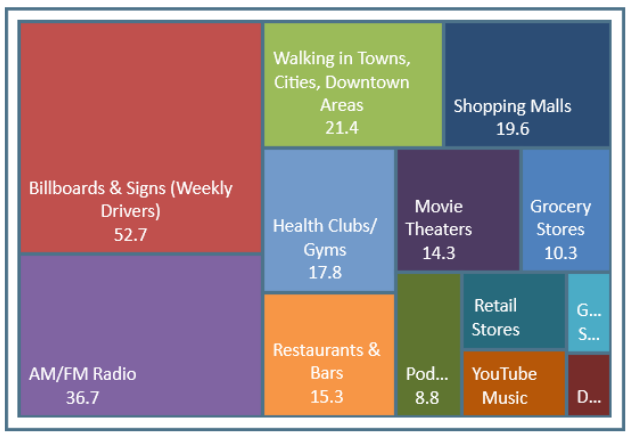
who might use POINTSBET to BET on NCAA FOOTBALL ■ USA

Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





who might use POINTSBET to BET on NCAA FOOTBALL ■ USA

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

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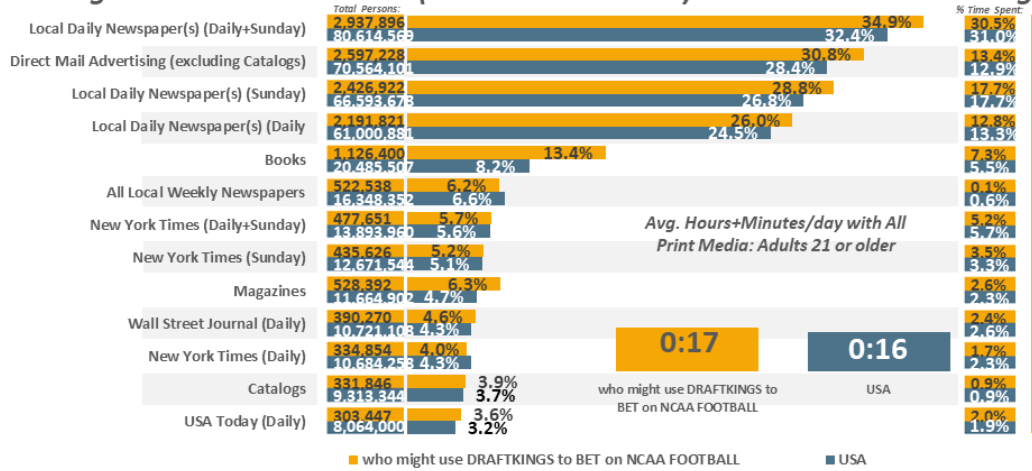
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

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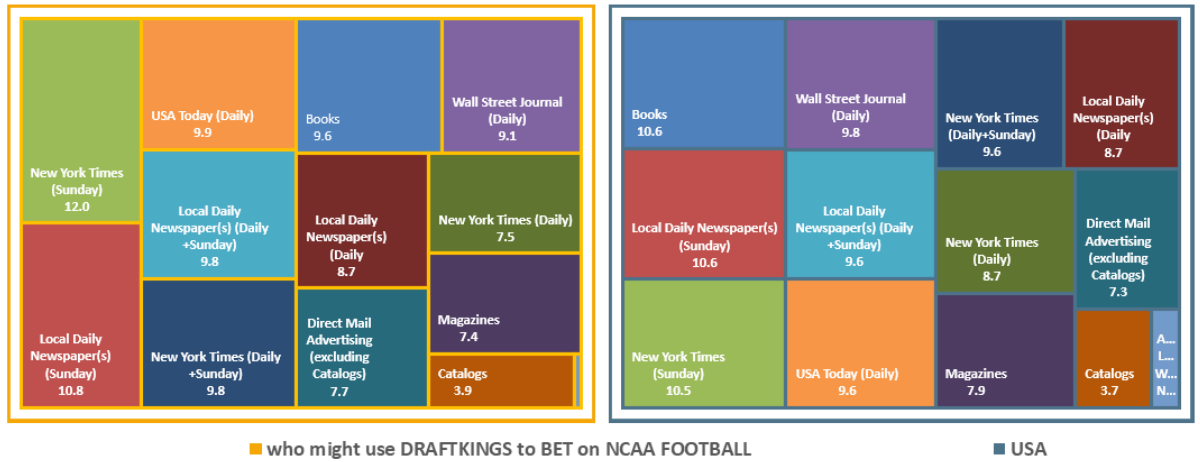
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook

2,937,896 or 34.9% of Adults 21 or older who might use DRAFTKINGS to BET on NCAA FOOTBALL read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

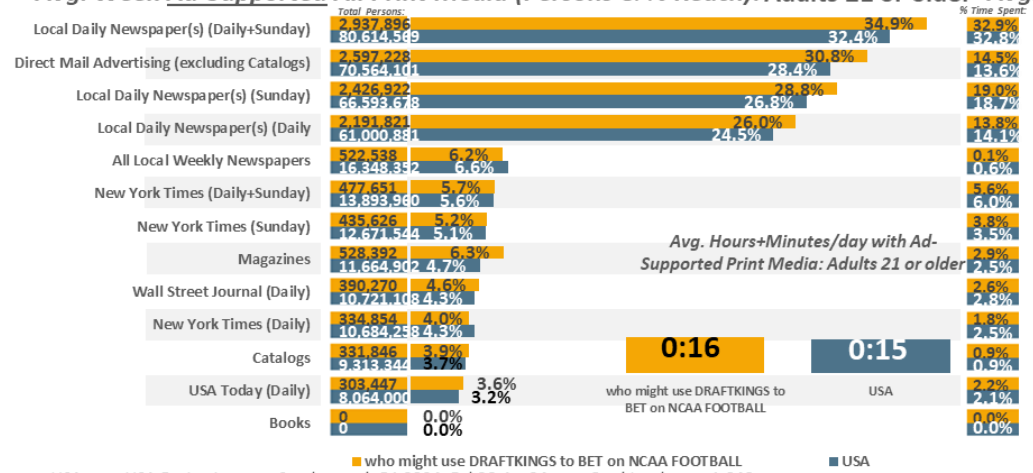
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



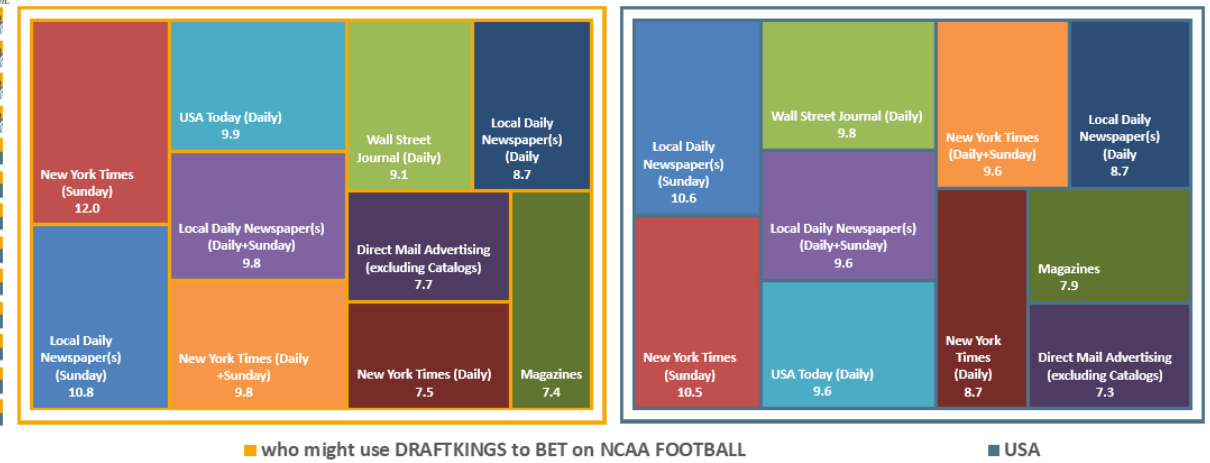
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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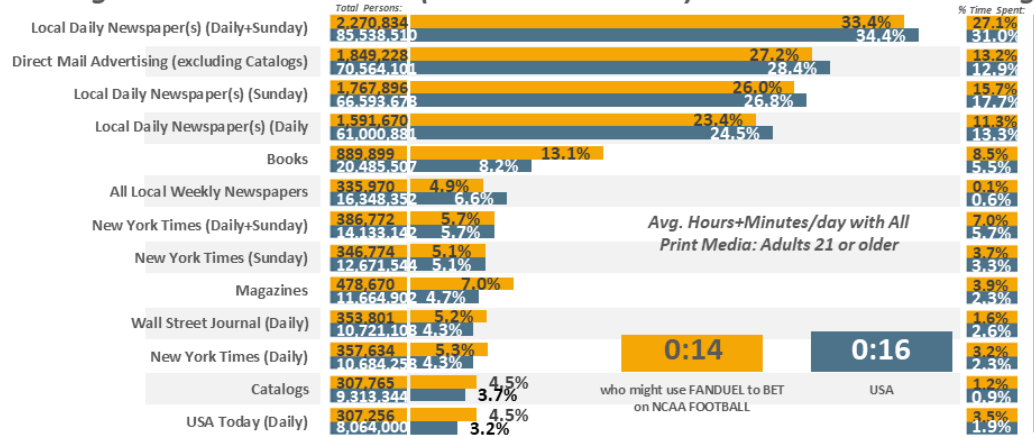
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

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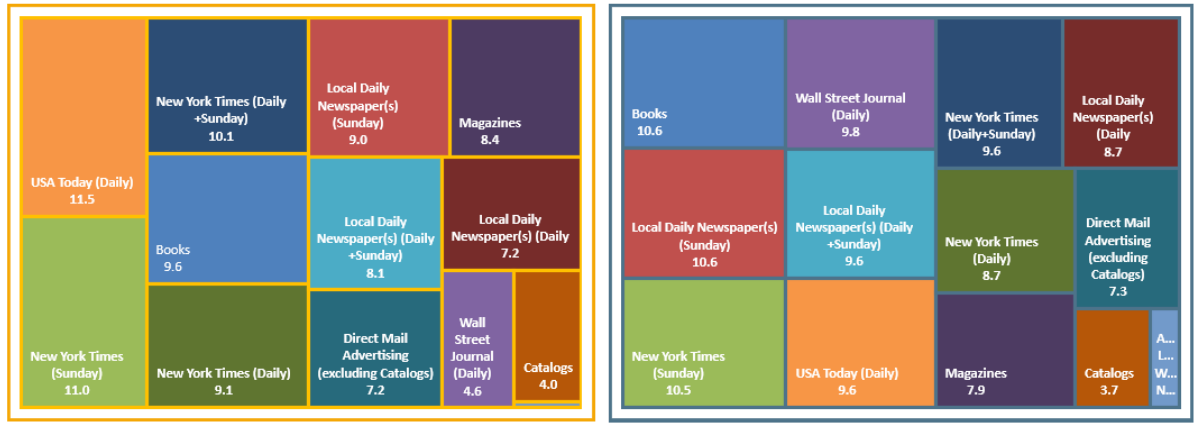
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: DraftKings Sportsbook

2,270,834 or 33.4% of Adults 21 or older who might use FANDUEL to BET on NCAA FOOTBALL read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

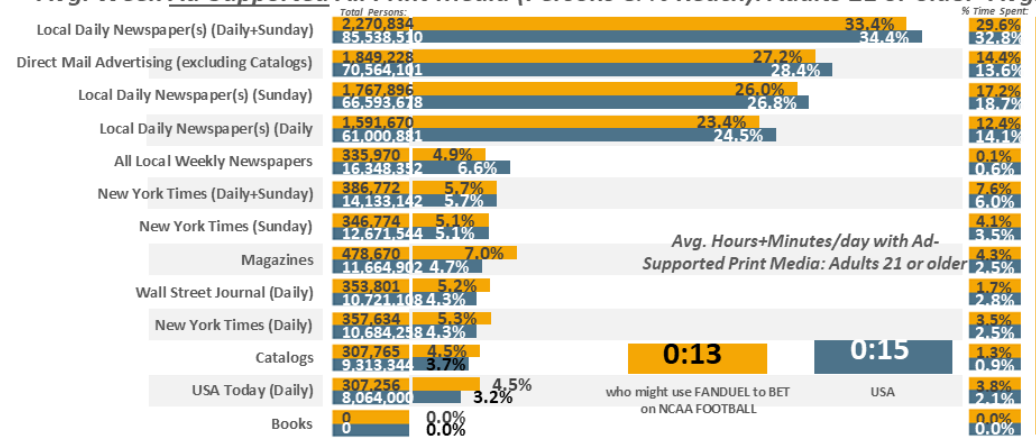
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



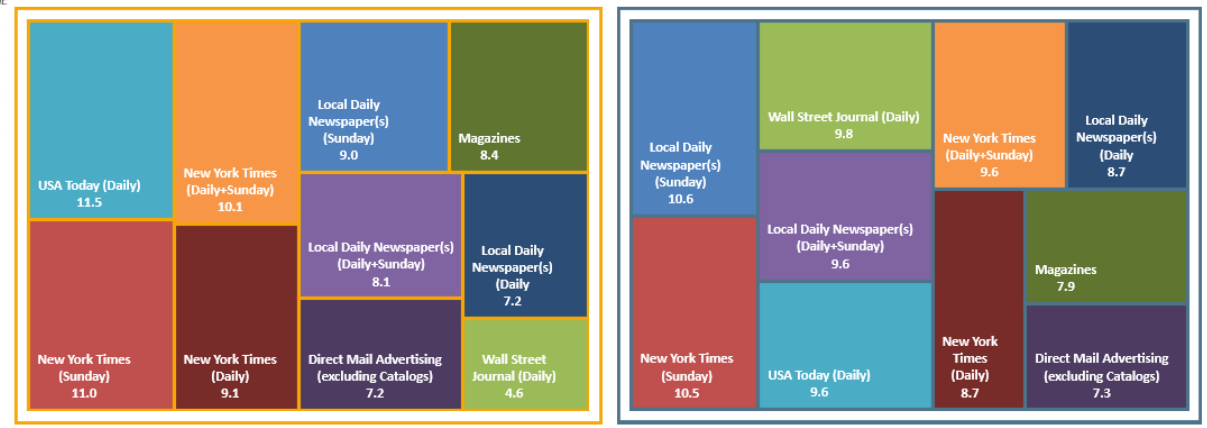
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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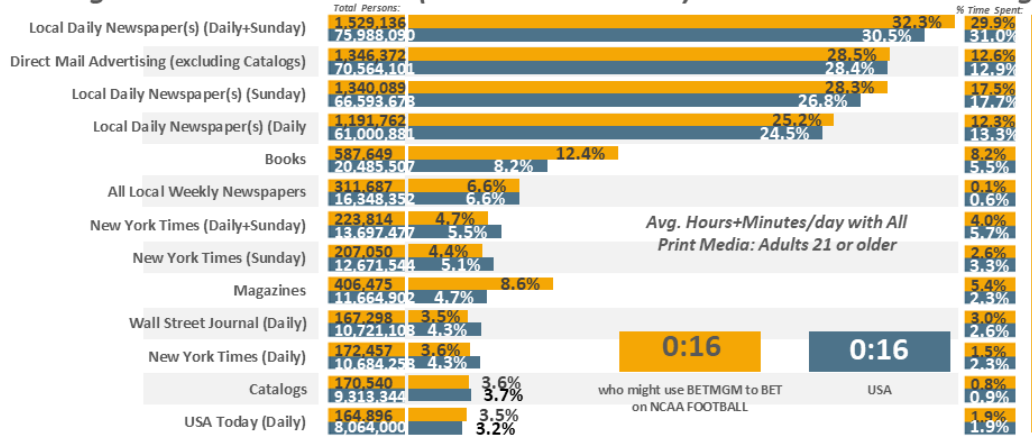
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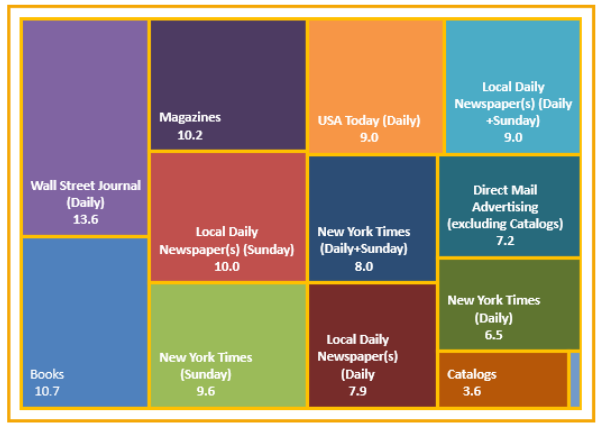
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: FanDuel Sportsbook

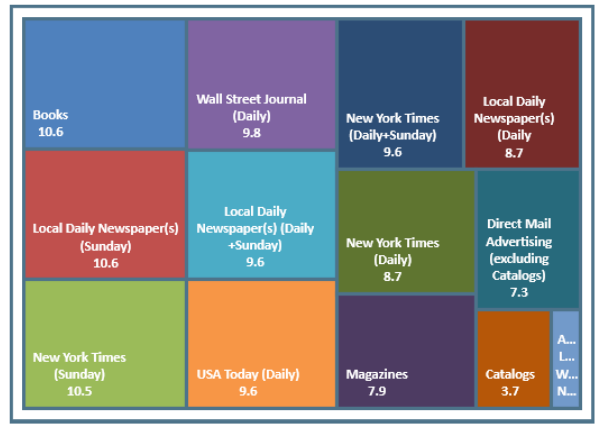
1,529,136 or 32.3% of Adults 21 or older who might use BETMGM to BET on NCAA FOOTBALL read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 32.6% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

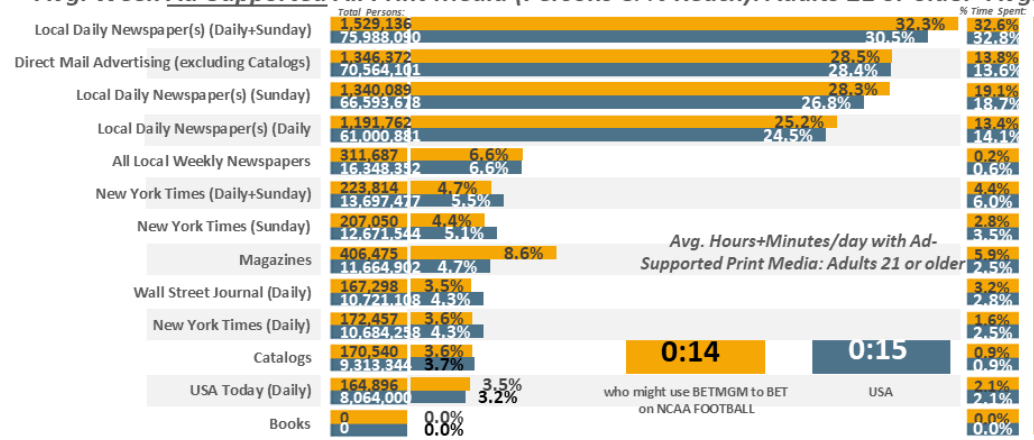


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

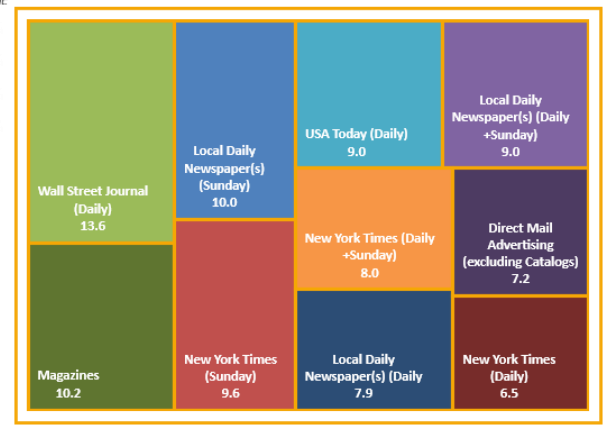


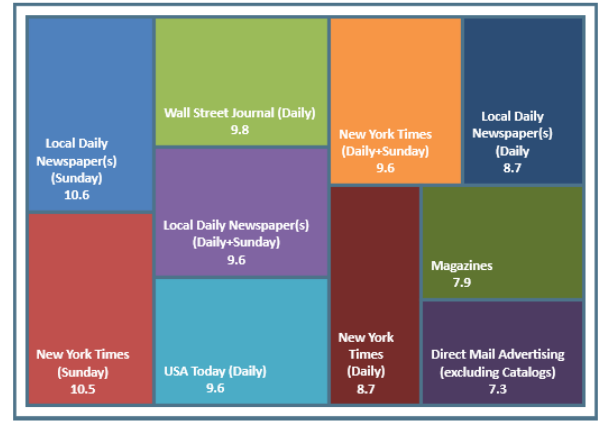


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,049

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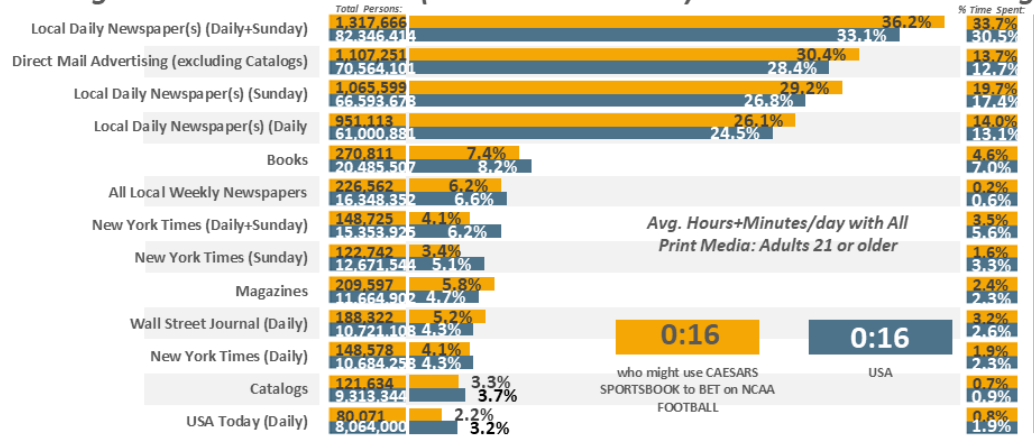
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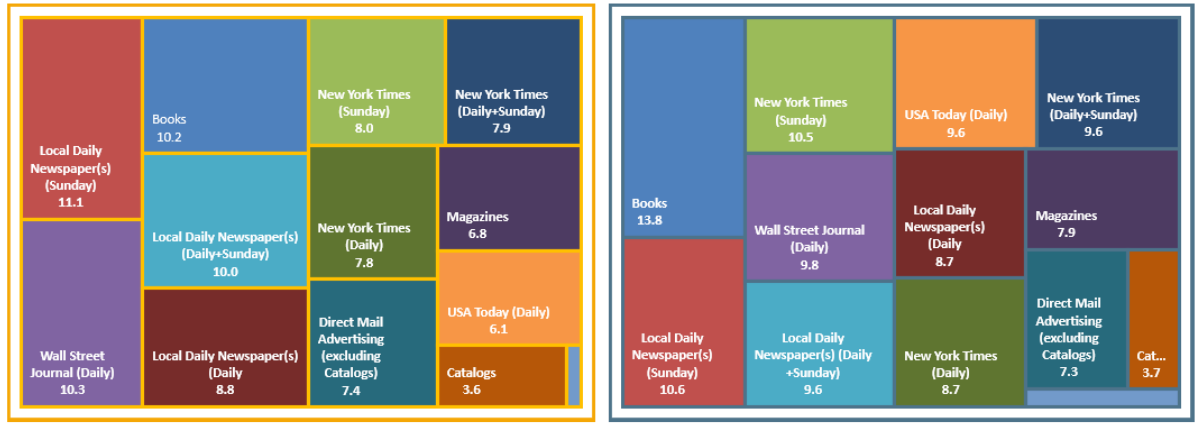
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: BetMGM Sportsbook

1,317,666 or 36.2% of Adults 21 or older who might use CAESARS SPORTSBOOK to BET on NCAA FOOTBALL read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 35.3% of all time spent daily with All forms of Print Medi

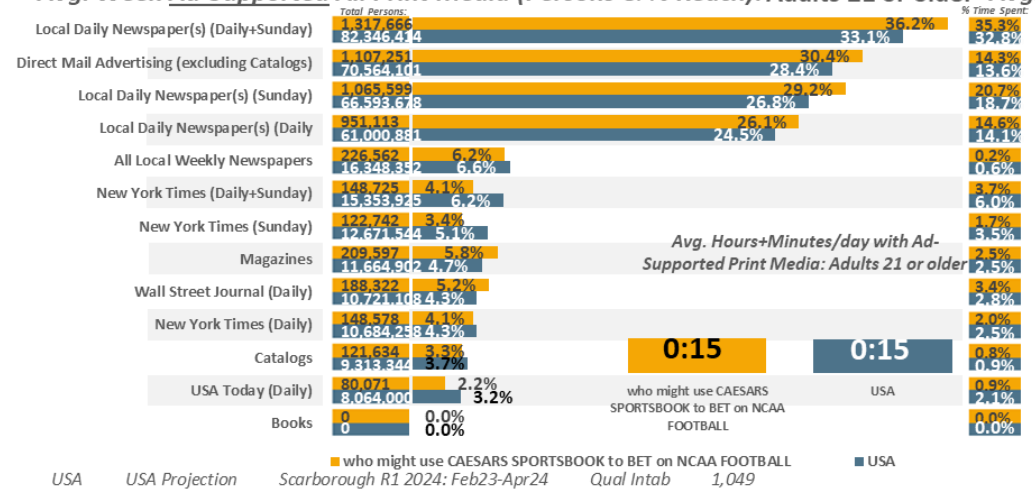
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,049*

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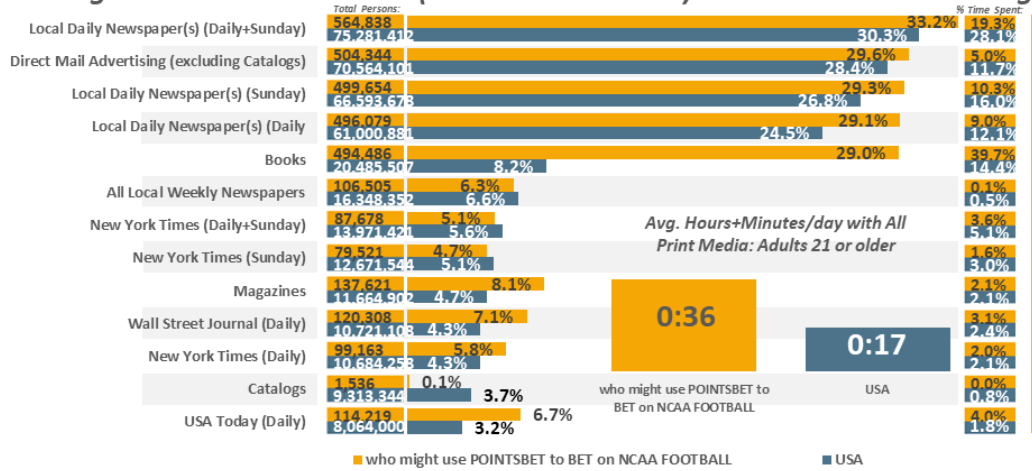
USA Jan23-Feb24 *USA Projection* *Qual Intab* *22,851*

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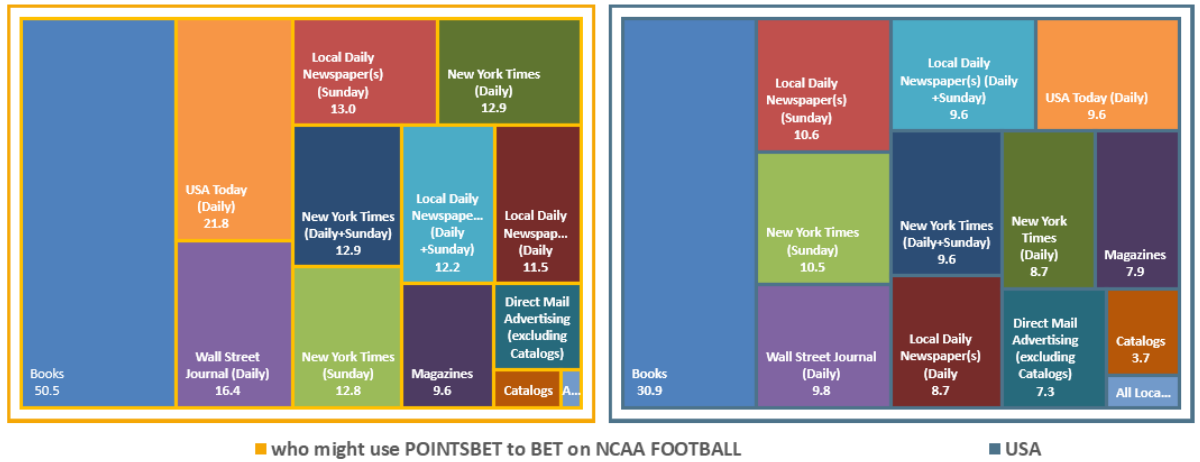
[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: Caesars Sportsbook

564,838 or 33.2% of Adults 21 or older who might use POINTSBET to BET on NCAA FOOTBALL read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.2 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

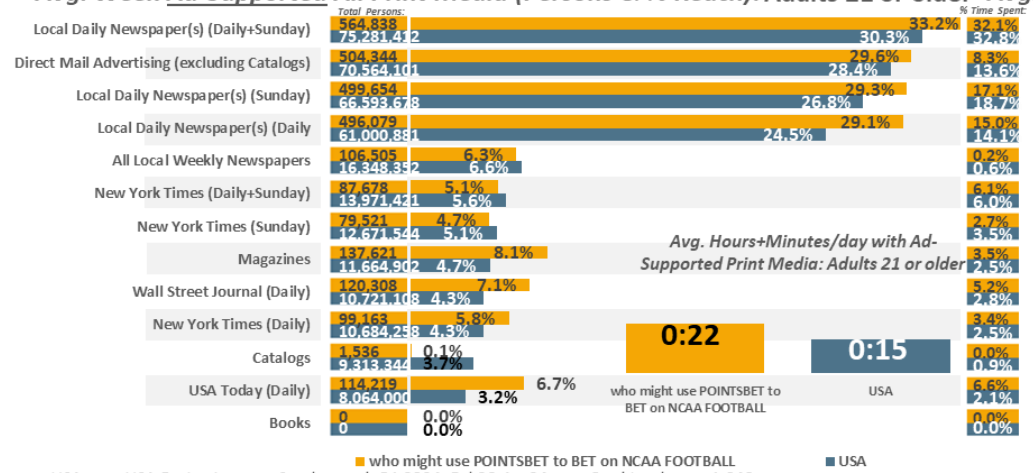
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



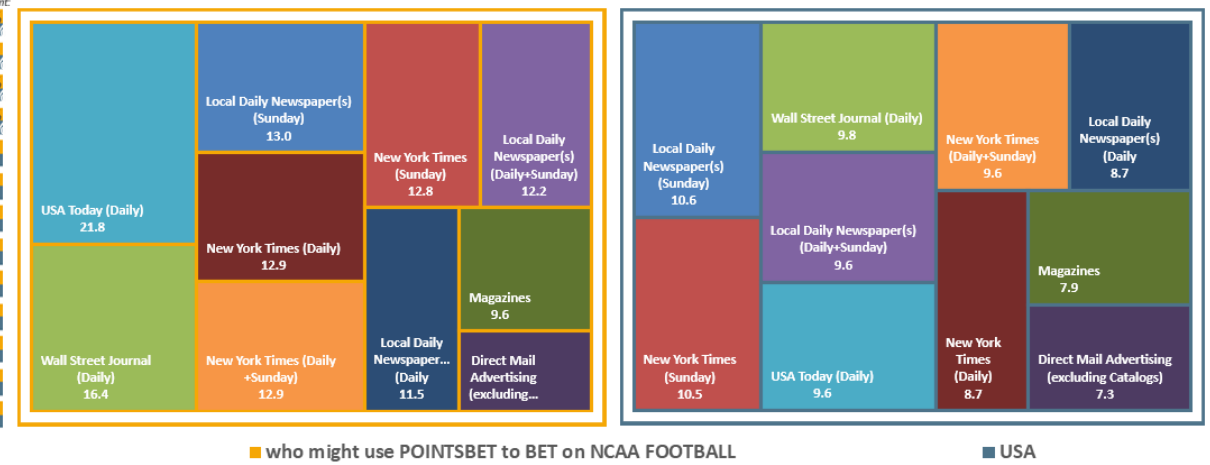
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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[(Age summaries: Adults 21 or older AND Sports betting - sports plan to bet on next 12 months: NCAA football)] AND... Sports betting - websites/apps might use: PointsBet Sportsbook