Stanford

Sports Betting Study: Survey 1

Setup

We are setting up the survey.

We will be ready in about 10 seconds.

You must complete this survey on a computer, not a mobile device.

Reload the survey on your computer using the Chrome browser, **click the back button,** and you may continue.

If you are seeing this message while taking the survey on a computer, click the back button.

If you believe there is an error, please email us at stanfordgamblingstudy@gmail.com.

You must complete this survey using the Chrome browser.

This is because our syncing procedure uses a browser extension to track your bets.

Reload the survey in Chrome, click the back button, and you may continue.

If you are seeing this message while taking the survey in the Chrome browser, click the back button.

To download Chrome, click here.

If you believe there is an error, please email us at stanfordgamblingstudy@gmail.com.

Active Use

We'll start by guiding you through a brief procedure to **refresh your synced account data.**

Or, if you haven't synced yet, now is your chance to get set up!

Before we get started, we need to understand a bit more about your sportsbook accounts.

- In the intake survey, you told us that you used these accounts: ${e://Field/intake_apps}
- You've already synced these accounts: ${e://Field/synced_apps}
- The remaining unsynced accounts are: **${e://Field/missing_apps}**

Please indicate the status of each unsynced account below. The survey will work best if you sync all the accounts that you use regularly for sportsbook betting!

	I use this account regularly for sportsbook betting. I have already synced it or I will attempt to sync it now.	I use this account regularly for sportsbook betting. I have already tried to sync it, but I encountered technical difficulties.	I do not use this account regularly for sportsbook betting
FanDuel	○	○	○
ESPN	○	○	○
Caesar	○	○	○
DraftKings	○	○	○
Bet MGM	○	○	○
Hard Rock	○	○	○

You need to sync at least one of the following accounts to participate in the study. Which one(s) are you going to sync?

If you don't use any of these accounts for sportsbook betting, you're not eligible for the study.

Please indicate the status of each account below.

	I use this account regularly for sportsbook betting. I have already synced it or I will attempt to sync it now.	I use this account regularly for sportsbook betting. I have already tried to sync it, but I encountered technical difficulties.	I do not use this account regularly for sportsbook betting
FanDuel	○	○	○
ESPN	○	○	○
Caesar	○	○	○
DraftKings	○	○	○

	I use this account regularly for sportsbook betting. I have already synced it or I will attempt to sync it now.	I use this account regularly for sportsbook betting. I have already tried to sync it, but I encountered technical difficulties.	I do not use this account regularly for sportsbook betting
Bet MGM	○	○	○
Hard Rock	○	○	○

You must successfully sync at least one of those accounts to proceed. Go back to adjust your answers.

OC

We'll now ask some questions about **wins and losses from betting.**

Consider the following hypothetical scenario.

Someone is going to flip a coin 100 times. The coin comes up heads half the time, and tails the other half.

Suppose that **you must bet $1 on each coin toss**, by calling "heads" or "tails."

You get **fair odds** on these bets. If you choose correctly, you double your money and end up with $2. If you choose incorrectly, you lose your dollar and end up with $0.

In total, you wager $100, since you bet $1 on each coin toss. **On average, how much money would you gain or lose overall from these wagers?** Use the interface below to answer.

Your fair wagers on 100 coin tosses

I would... | Gain money on average | Break even | Lose money on average |

That's not right. In this hypothetical situation, you'd get half of your bets right on average. This means you'd neither gain nor lose money.

Use the back button to adjust your answer.

That's right!

On average, you neither gain nor lose money. That's because:

- It's **impossible to predict the outcome** of the coin toss.
- You're getting **fair odds** -- you have a 50% chance to double or lose your money on each bet.
  - There are lots of terms for this concept. Another way to say it is: there was no "house edge," "vig," or "juice" on these hypothetical bets.

As you know, on both of these points, **sports betting is different from betting on coin tosses.**

- Outcomes of sports contests aren't random -- you can try to pick the winners and losers!
- You play with the odds given by the sportsbook.

In the next question, we will use a similar interface to ask about sports bets.

When **other people** place bets at mobile sportsbooks, how much do you predict they gain or lose on average? We again ask for your answer in terms of **gains or losses per $100 wagered.**

To understand, you should think about a hypothetical scenario like the last question. A typical sportsbook user is given $100 to bet. He can only wager that $100 -- he can't re-invest his winnings or deposit more money. What do you expect to happen?

There is a right answer to this question. We used data provided by the American Gaming Association to learn the true average results per $100 wagered for mobile sports bettors in the United States in 2023.

It's in your best interest to think carefully about your answer. That's because this question is eligible for an **accuracy bonus.** At the end of the last survey, we'll select one eligible question at random and use your answer to determine your accuracy bonus. **You'll be paid more if the chosen answer is closer to the truth!**

Others' wagers at mobile sportsbooks

Others... | Gain money on average | | Break even | | Lose money on average |
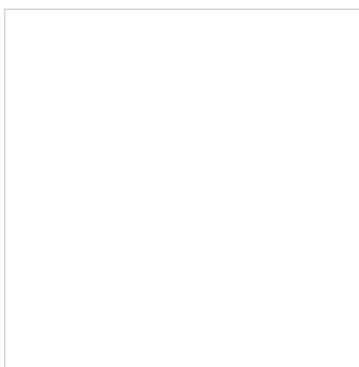
Now, think about yourself.

In 2024 so far, how much did **you** gain or lose for every $100 that you wagered on ${e://Field/main_app}?

Just like in the last part, **there is a right answer to this question,** and you might be paid an accuracy bonus that depends on how close you are to the truth.

So, to clarify what we mean: this question is about how much you gained or lost **from all the wagers that you placed.**

- It doesn't matter whether you were wagering based on new deposits, bonus bets, or re-invested wagers.
- It doesn't matter whether you waited until the bet ended or if you "cashed out" instead.
- It doesn't matter whether you bet on your phone or the computer.

There are many ways to use sportsbooks, but this question is very simple: you gain on average if you get back more than you wager, and you lose on average if you get back less than you wager.

Your past sports bets on ${e://Field/main_app}

In 2024, I... | Gained money on average | | Broke even | | Lost money on average |

We've removed the infographic because we didn't think it'd be helpful for this question
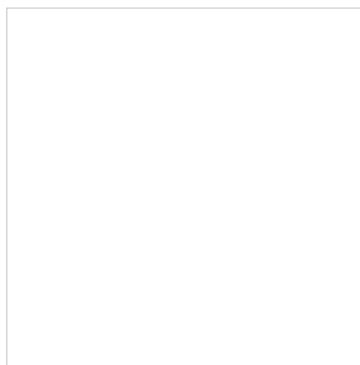
Finally, let's think about the **future.** How much do **you** expect to gain or lose for every $100 that you wager on ${e://Field/main_app} over the next **thirty days?**

As before, it may help to think about this with a hypothetical. You're given $100 to bet on sports at ${e://Field/main_app}. You can only wager that $100 -- you can't re-invest your winnings or deposit more money. What

do you expect to happen?

Your future sports bets on ${e://Field/main_app}

I will... | Gain money on average | | Break even | | Lose money on average |

This question is also eligible for an accuracy bonus. We'll determine the truth based on your betting activity between now and Survey 3. So answer carefully!

You predicted that you'll ${e://Field/EWSign_sports_self} $${e://Field/abs_EW_sports_self} for every $100 that you wager, on average.

There are no wrong answers. But do recognize that the sportsbooks would have to be taking a huge cut of every bet for the average net winnings to be consistently this low.

Was your response a mistake? You can use the back arrow to adjust your answers if you want.

You predicted that you'll ${e://Field/EWSign_sports_self} $${e://Field/abs_EW_sports_self} for every $100 that you wager, on average.

There are no wrong answers. But for context, if you were truly winning this much, sports betting would be a much better investment than any stock market trading strategy we've heard of.

Was your response a mistake? You can use the back arrow to adjust your answers if you want.

Info Treat

You said that in 2024, you ${e://Field/EWSign_sports_self_past} $${e://Field/abs_EW_sports_self_past} for every $100 that you wager, on average. **Let's compare that prediction to how you actually did.**

We looked at all the bets you placed on ${e://Field/main_app}, from your phone or your computer, from Jan 1, 2024 through April 8, 2024 (this Monday night).

We computed **your actual net winnings per $100 wagered** in that period. We're going to show you that number.

Are you ready to see the results?

○ Yes, I'm ready.

You said
you **${e://Field/EWSign_sports_self_past} $${e://Field/abs_EW_sports_self_past}** for every $100 that you wagered.

In fact, you **${e://Field/true_nw_sign_2024} $${e://Field/true_nw_abs_2024}** for every $100 that you wagered.

This calculation used data from ${e://Field/num_bets_2024} bets on ${e://Field/main_app} in 2024.

How close was your answer to the truth?

You said
you **${e://Field/EWSign_sports_self_past} $${e://Field/abs_EW_sports_self_past}** for every $100 that you wagered.

In fact, you **${e://Field/true_nw_sign_2024} $${e://Field/true_nw_abs_2024}** for every $100 that you wagered.

This calculation used data from ${e://Field/num_bets_yr} bets on ${e://Field/main_app} in 2024.

When we asked about the future, **you predicted you'd ${e://Field/EWSign_sports_self} $${e://Field/abs_EW_sports_self} for every $100 that you wager** on average going forward.

Does knowing this information make you want to change your prediction?

○ No, I'll stick with my prediction that I'll ${e://Field/EWSign_sports_self} $${e://Field/abs_EW_sports_self} for every $100 that I wager.

○ Yes, I'd like to change my prediction

You said
you **${e://Field/EWSign_sports_self_past} $${e://Field/abs_EW_sports_self_past}** for every $100 that you wagered.

In fact, you **${e://Field/true_nw_sign_2024} $${e://Field/true_nw_abs_2024}** for every $100 that you wagered.

This calculation used data from ${e://Field/num_bets_yr} bets on ${e://Field/main_app} in 2024.

You'll now revise your prediction. How much do you expect to gain or lose for every $100 that you wager on ${e://Field/main_app} over the next thirty days?

As before, you can think about this with a hypothetical. You're given $100 to bet on sports at ${e://Field/main_app}. You can only wager that $100 -- you can't re-invest your winnings or deposit more money. What do you expect to happen?

Your future sports bets on ${e://Field/main_app}

I will... [Gain money on average]   [Break even]   [Lose money on average]

This question is also eligible for an accuracy bonus. We'll determine the truth based on your betting activity between now and Survey 3. So answer carefully!

You predicted that you'll ${e://Field/EWSign_sports_self_rev}$ $${e://Field/abs_EW_sports_self_rev}$ for every \$100 that you wager, on average.

There are no wrong answers, but that number seems pretty low to us. The sportsbooks would have to be taking a huge cut of every bet for your net winnings to be consistently this low.

Was your response a mistake? You can use the back arrow to adjust your answers if you want.

You predicted that you'll ${e://Field/EWSign_sports_self_rev}$ $${e://Field/abs_EW_sports_self_rev}$ for every \$100 that you wager, on average.

There are no wrong answers, but that number seems pretty high to us. For context, if you were truly winning this much, sports betting would be a much better investment than any stock market trading strategy we've heard of.

Was your response a mistake? You can use the back arrow to adjust your answers if you want.

Intro

To refresh your accounts, click the "Manage Sportsbook Accounts" button, and then select "refresh all accounts" at the bottom of the pop-up window. Depending on how your apps are set up, you may have to input two-factor authentication.

Warning: If you try to refresh the same account more than once in a minute, an error will occur in the refresh process. So if a refresh is failing, you should **wait a minute or two before you try again.**

You will see a green check mark next to each account that has been successfully refreshed. You can proceed when all check marks are green.

Account Status

We ask you to attempt syncing and refreshing for all of your primary accounts. However, **we recognize that technical difficulties happen, so you might have to remove accounts from the list above to proceed**. If you want to remove an account that...

- ... you can't sync at all (has an "[X]" on the list): Click the "back" button in the survey and indicate that you're facing technical difficulties.
- ... you can't refresh (has a "[-]" on the list): First, unsync the account completely in the SharpSports portal. Then, click the "back" button in the survey and indicate that you're facing technical difficulties.

Solving common issues

- **Be patient.** After you've clicked the refresh button, it can take up to a minute for our system to process the new data.
  - *If you see a persistent spinning icon with no other error messages, try again in 15 minutes. If it doesn't work twice, email Matt.*
- Be ready to submit any two-factor authentication codes that are sent to your phone.
- Make sure ui.sharpsports.io is whitelisted for any ad blockers and turn off popup blockers.
- The SharpSports browser extension must be active, or else the refresh will fail.
- Your accounts must not be paused, or else the refresh will fail.
  - *You will see a warning under paused accounts that prompts you to unpause them.*
- If you're syncing a new account, make sure that:
  - You're logging in with the state where you created the account.
  - You have your username and password ready to sign in.

Please email Matt at mbrown35@stanford.edu if you are stuck! We can help you fix the problem in most cases, especially if you take screenshots of the issue.

Given the accounts you've synced and the sportsbooks that we're researching, the rest of study will focus on your activity on **${e://Field/main_app}.**

We will use data from these accounts to give you personalized insights about your betting activity.

If you regularly use any other sportsbook accounts, we invite you to click the "back" button and sync them. **This is your last chance:** once you click "next," you won't be able to add other accounts!

In our data, we see that you did not not wager any money on ${e://Field/main_app} sportsbook between March 10 and April 8. Remember, casino games and daily fantasy sports don't count.

If you have placed sportsbook bets on one of the following apps between March 10 and April 8, then you can go back, sync that account, and continue:

- Fanduel

- DraftKings
- ESPN
- HardRock
- BetMGM
- Caesars

Otherwise, you won't be able to complete the rest of the study.

Great! Now we can get started.

Introduction

The goal of this study is to learn about how people like you use mobile sportsbooks. We are neutral researchers, and we don't have a view about whether gambling is good or bad.

Today, we will ask several questions about how you use sportsbooks. We may also ask you to take a simple action on your sportsbook accounts. **You should be ready to access your sportsbook accounts while taking this survey, either on this computer or with a mobile device that you keep next to you while you take the survey.**

The survey is expected to take around 25 minutes of your time. It might take longer if you use many sportsbooks. The other two surveys in the study, which you'll take in May and June, will be shorter than this one. Your responses are very helpful for our research -- thank you in advance!

Upon completion of this survey, we will email you a $${e://Field/study_1_payment} electronic gift card. Upon completion of the third survey (in June), we will email you $${e://Field/study_3_payment}, plus any extra bonuses you've earned.

You may pause or close the survey at any point - your responses will be saved and you can finish later, as long as you finish within 48 hours.

For this particular study, it is especially important to gather high-quality data. Do you promise to carefully give your best answers to each question on our survey?

○ I will not provide my best answers.

○ Yes, I'm happy to help! I will provide my best answers.

○ I can't promise either way.

What percent of your mobile sportsbook betting occurs on **${e://Field/main_app}?** Give your best estimate.

```
        0        10      20      30      40      50      60      70      80      90      100
```

Percent of mobile ○
sportsbook betting from
${e://Field/main_app}

Predicting Future Wagers

The next set of questions is about **how much you bet on sports** with ${e://Field/main_app}.

What types of sporting events have you bet on **in the last 30 days?**

What types of sporting events, if any, are you likely to bet on in the **next 30 days**?

Overall, in the next thirty days, do you think you will wager more or less than you've been wagering recently?

○ I will wager **more** in the next thirty days than I've been wagering recently
○ I will wager **less** in the next thirty days than I've been wagering recently
○ I will wager **about the same** amount in the next thirty days as I've been wagering recently

We looked at **your betting history in ${e://Field/main_app} over the last 30 days** (March 10 to April 8).

On average, you wagered **$${e://Field/fmt_handle_wk_30} per week** on those accounts.

You did that by placing ${e://Field/num_bets_wk_30} bets per week with an average wager
of $${e://Field/fmt_avg_size_30} per bet.

Looking back to the rest of 2024, on average you wagered $${e://Field/fmt_handle_wk_2024} per week.

We looked at **your betting history in ${e://Field/main_app} over the last 30 days** (March 10 to April 8).

On average, you wagered **$${e://Field/fmt_handle_wk_30} per week** on those accounts.

You did that by placing ${e://Field/num_bets_wk_30} bets per week with an average wager of $${e://Field/fmt_avg_size_30} per bet.

Looking back to the rest of 2024, from January 1 to April 8 you wagered $${e://Field/fmt_handle_wk_2024} per week.

Now that you have that information, we can get specific about your prediction.

Over the next 30 days, how much do you predict you will wager on ${e://Field/main_app}?

Answer carefully, since this question is eligible for an accuracy bonus.

You said you expected to wager less in the future compared to recent weeks.

But your prediction implies that you expect to wager more in the future than you've been wagering recently (you've averaged $${e://Field/fmt_handle_wk_30}).

Is this a mistake? You can use the back button to adjust your answers.

You said you expected to wager more in the future compared to recent weeks.

But your prediction implies that you expect to wager less in the future than you've been wagering recently (you've averaged $${e://Field/fmt_handle_wk_30}).

Is this a mistake? You can use the back button to adjust your answers.

Saving results…

Commitment WTP

Great. Before we move on, let's recap your betting activity on ${e://Field/main_app}.

- Over the past thirty days, you wagered $${e://Field/fmt_handle_wk_30} per week.
- Over the next thirty days, you predict that you will wager $${e://Field/fmt_pred_wager} per week.

You could also think about your betting activity in terms of **average daily betting.**

- Over the past thirty days, you wagered **$${e://Field/fmt_handle_day_30} per day.**
- Over the next thirty days, you predict that you will wager **$${e://Field/fmt_pred_wager_day} per day.**

Take a second to make sure you understand what betting activity in terms of wagers per day means. We'll be talking about average daily betting in the coming pages!

○ I understand my betting activity in units of wagers per day. I'm ready to move on to the next section!

The Bet Less Bonus

In this part of the survey, we'll introduce the **Bet Less Bonus.** You may have the opportunity to **earn money by betting less on sports over the next 30 days**!

If you are selected for the Bet Less Bonus, you will receive a **$${e://Field/WVB_rate_per_ten_less} payment for every $10 that you reduce your average daily betting**, up to a maximum bonus of $${e://Field/WVB_max}.

You'll only get paid if you wager **less than $${e://Field/fmt_WVB_benchmark} per day,** which is slightly more than how much you've been wagering recently.

For example:

- If you wagered $${e://Field/fmt_WVB_benchmark} or more per day over the next 30 days, you'd receive $0 (since you didn't reduce your betting).
- If you wagered $${e://Field/WVB_ex2a} per day over the next 30 days, you'd receive $${e://Field/WVB_ex2b}.
- If you did not place any bets on ${e://Field/main_app} in the next thirty days, you would receive $${e://Field/WVB_max}.

We're interested in **how much the Bet Less Bonus would reduce your betting on the specified apps.**

Remember:

- If you are selected for the Bet Less Bonus, you will receive a **$$\{e://Field/WVB_rate_per_ten_less\} payment for every $10 that you reduce your average daily betting**, up to a maximum bonus of $$\{e://Field/WVB_max\}. You'll only get paid if you bet **less than $$\{e://Field/fmt_WVB_benchmark\} per day.**
- Without the Bet Less Bonus, you predicted that you would wager **$$\{e://Field/pred_wager_day\}** per day over the next thirty days.

If you're selected for the Bet Less Bonus, how much do you predict you would reduce your betting over the next thirty days?

I would wager $ [_____] per day over the next thirty days if selected for the Bet Less Bonus.

This means I would earn a Bet Less Bonus of [_____] dollars.

Now we'd like to learn whether you would prefer to earn money through the Bet Less Bonus or to earn a fixed payment. In either case, we'd pay you the money on a gift card that you'll receive after completing the final survey.

This first question is just hypothetical. Please tell us whether you would prefer **Option A** (a fixed payment of $$\{e://Field/WVB_pred_amount\}) or **Option B** (the Bet Less Bonus).

How might you decide?

You told us that if you are selected for Bet Less Bonus, you expect to wager $$\{e://Field/WVB_pred_wager\}. Thus, you **expect that you would earn a Bet Less Bonus of $$\{e://Field/WVB_pred_amount\}.**

- You might prefer $$\{e://Field/WVB_pred_amount\} instead of the Bet Less Bonus if you don't want any pressure to bet less.
- You might prefer the Bet Less Bonus instead of $$\{e://Field/WVB_pred_amount\} if you want to give yourself extra incentive to bet less.

Which do you prefer?

	Option A	Option B	
$$\{e://Field/WVB_pred_amount\} fixed payment	○	○	Bet Less Bonus

Now, we'd like to see how large or small the fixed payment would have to be to make you change your choice.

To do that, you'll answer a fun new type of question! Here's how it works.

The table below has eight rows. In **each row**, we'd like you to select which option you prefer: Option A or Option B.

- Option B is the same in each row: the Bet Less Bonus
- Option A is a fixed payment that starts out large in the first row, and gets worse as we go down.

You'll probably want to choose Option A at the top and Option B at the bottom. The main thing to decide is where you want to switch from Option A to Option B.

Last week, a computer randomly selected one participant to receive what they choose in the questions below, and also randomly selected one of the rows to be "the question that counts." If you were randomly selected, you will be paid based on what you choose in that row. So you should **answer carefully!**

As a reminder, if you're selected for the Bet Less Bonus, you would receive a **$$\{e://Field/WVB_rate_per_ten_less\} payment for every $10 that you reduce your average daily betting** over the next thirty days, up to a maximum bonus of $$\{e://Field/WVB_max\}. Based on your own predictions, you expect that you would earn a Bet Less Bonus of $$\{e://Field/WVB_pred_amount\}.

	Option A	Option B	
Fixed payment of $$\{e://Field/WVB_MPL_p4\}	○	○	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_p3\}	○	○	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_p2\}	○	○	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_p1\}	○	○	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_0\}	○	○	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_m1\}	○	○	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_m2\}	○	○	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_m3\}	○	○	Bet Less Bonus

You chose Option B: Bet Less Bonus over Option A: Fixed payment of $$\{e://Field/WVB_MPL_p4\} in the first row.

Is that a mistake? You can use the back button to adjust your answers.

You switched between Option A and Option B more than once.

Is this a mistake? You can use the back button to adjust your answers

You never switched, choosing option A in every row.

Is this a mistake? You can use the back button to adjust your answers

Your answers on the rows of the multiple price list don't line up with how you answered the initial hypothetical question.

On the next screen, we'll explain what this means, and give you a chance to adjust your answer if you want.

In the previous question, you chose Option A, a fixed payment, over Option B, the Bet Less Bonus, until the fixed payment was reduced from $$\{e://Field/MPL\_min\_val\_pref\_a\}$ to $$\{e://Field/MPL_max_val_pref_b\}$.

In other words, you value the Bet Less Bonus at somewhere between $$\{e://Field/MPL\_min\_val\_pref\_a\}$ and $$\{e://Field/MPL_max_val_pref_b\}$.

In the previous question, you chose the Bet Less Bonus over all fixed payments we showed you, up to $$\{e://Field/MPL_max_val_pref_b\}$.

In other words, you value the Bet Less Bonus at more than $$\{e://Field/MPL_max_val_pref_b\}$.

In the previous question, you never switched or switched between Option A and Option B more than once. We recommend that you click "No, I'd like to go back and adjust my answer one last time."

Remember, Option A is pretty good at the top and pretty bad at the bottom, and gets progressively worse as you go down the rows. Thus, you'll want to choose Option A at the top and Option B at the bottom and switch exactly once.

Does that sound right to you?

○ Yes

○ No, I'd like to go back and adjust my answer one last time.

MPL Revision

This is your **last chance** to revise the our answer. Once you hit the "next" button, there's no going back. Here are the instructions again.

The table below has eight rows. In **each row**, we'd like you to select which option you prefer: Option A or Option B.

- Option B is the same in each row: the Bet Less Bonus
- Option A is a fixed payment that starts out large in the first row, and gets worse as we go down.

You'll probably want to choose Option A at the top and Option B at the bottom. The main thing to decide is where you want to switch from Option A to Option B.

Last week, a computer randomly selected one participant to receive what they choose in the questions below, and also randomly selected one of the rows to be "the question that counts." If you were randomly selected, you will be paid based on what you choose in that row. So you should **answer carefully!**

As a reminder, if you're selected for the Bet Less Bonus, you would receive a **$${e://Field/WVB_rate_per_ten_less} payment for every $10 that you reduce your average daily betting** over the next thirty days, up to a maximum bonus of $${e://Field/WVB_max}. Based on your own predictions, you expect that you would earn a Bet Less Bonus of $${e://Field/WVB_pred_amount}.

	Option A	Option B	
Fixed payment of $${e://Field/WVB_MPL_p4}	○	○	Bet Less Bonus
Fixed payment of $${e://Field/WVB_MPL_p3}	○	○	Bet Less Bonus
Fixed payment of $${e://Field/WVB_MPL_p2}	○	○	Bet Less Bonus

Fixed payment of $$\{e://Field/WVB_MPL_p1\}	O	O	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_0\}	O	O	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_m1\}	O	O	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_m2\}	O	O	Bet Less Bonus
Fixed payment of $$\{e://Field/WVB_MPL_m3\}	O	O	Bet Less Bonus

MPL Result

At what fixed payment would you have been **equally happy** to receive the fixed payment or the Bet Less Bonus? (Please enter a number larger than 0.)

[   ]

What were the factors you considered when deciding how much you value the Bet Less Bonus in the previous questions?

[   ]

Please select the statement that best describes your thinking when trading off the Bet Less Bonus against the fixed payment.

O My only consideration was to maximize the amount of money I could expect to earn.

O I wanted to give myself an incentive to wager less over the next thirty days, even though it might result in a smaller payment.

O I didn't want any pressure to wager less, so I avoided the Bet Less Bonus.

O Other

[   ]

Before you took the survey, the computer randomly selected which participants could receive the Bet Less Bonus, whether your answers in that table would count, and which row would be "the row that counts."

Are you ready to see the results?

Remember, regardless of the outcome, you will receive at least $$\${e://Field/total_base_remaining_payment}$ more for participating in the study, plus your accuracy bonus and potentially some other bonus opportunities!

○ Yes, show me the results

You were not randomly selected to receive the Bet Less Bonus.

However, you will still receive at least $\${e://Field/total\_base\_remaining\_payment}$ total for participating in the study, plus other bonuses such as the accuracy bonus!

Congratulations! You were randomly selected to receive the **Bet Less Bonus.**

This means that over the 30-day period from April 9 to May 8, we'll be paying you to bet less on study apps.

Specifically, **you will receive $$\${e://Field/WVB\_rate\_per\_ten\_less} payment for every $10 that you reduce your average daily betting**, up to a maximum bonus of $$\${e://Field/WVB_max}$. You'll only get paid if you bet **less than $$\${e://Field/fmt_WVB_benchmark} per day.**

Over the next 30 days, we'll send you two text messages a week to remind you that the Bet Less Bonus is active.

Congratulations! The computer randomly selected you to have one of your choices count!

We'll follow up via email with details about which choice was selected, and whether you're going to receive the Bet Less Bonus.

Stated Prefs

Some people say they wager too much on sports and would ideally wager less. Other people are happy with their sports betting or would ideally wager more.

How do you feel about your own sports betting in a typical week?

○ I am betting on sports too much.

○ I am betting on sports the right amount.

○ I am betting on sports too little.

Let's get more specific. **Ideally,** in the next 30 days, **how much would you wager PER WEEK on ${e://Field/main_app}?**

For reference:

- **For the next 30 days,** you predicted that you would wager **$${e://Field/pred_wager}** per week.
- **In the last 30 days,** you wagered **$${e://Field/fmt_handle_wk_30}** per week.

Ideally, I would wager

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Saving responses…

Limits

Wager Limits

Many sports betting apps allow users to set **wager limits.** A wager limit lets you set a cap on the amount you bet.

As an example, if you set a weekly wager limit of $${e://Field/ideal_wager_next30}, your account will not allow you to wager more than $${e://Field/ideal_wager_next30} in a given week.

If you reach your weekly wager limit and decide you want to bet more, the app usually won't let you change it right away. If you try, they will make wait some period of time (either 24 hours or a week) to make sure that you really want to bet more.

How interested are you in setting in-app wager limits?

○ Very interested

○ Moderately interested

○ Slightly interested

○ Not at all interested

Have you ever heard about or used in-app sports betting limits before?

○ I have used limits on sports betting apps.

○ I have heard about in-app limits, but never used them.

○ I have never heard of nor used any in-app limit tools before.

For this study, you are required to choose a weekly wager limit for your ${e://Field/main_app} ${e://Field/account_or_accounts}.

If you don't want to limit your betting, that's fine! In that case, you can set very high limits, like $9,999,999. Then you wouldn't be restricting your betting at all. The only requirement is: you must **type some number into the weekly limit box** for each of your synced accounts.

We'll give you **video instructions** about exactly how to do that in couple of pages.

We're going to check your synced ${e://Field/main_app} ${e://Field/account_or_accounts} at the end of the survey to make sure you set the required limits.

You will only receive your final payment if you follow all study procedures.

Just to confirm: what are you required to do in your ${e://Field/account_or_accounts}?

○ I must set ${e://Field/limit_or_limits} to reduce my sports betting.

○ I must type some number into the weekly limit box for each of my accounts. I can decide whether I want to set a limit that reduces my sports betting or not.

○ I am not required to set any limits.

That's not right.

You **do** have to choose a number to type into the weekly limit box for each account, but you **don't** have to limit your betting if you don't want to.

That's because you always have the option of setting a very high limit, like $9,999,999. If you do that, it's essentially the same as having no limits at all.

That's not right.

You are required to choose a weekly wager limit for each of your synced accounts.

Click the back button to adjust your answer.

That's right.

The only requirement is that you choose some weekly wager limit for each of your accounts. It can be a high limit, a low limit, or anywhere in between.

Choosing the weekly limit for your ${e://Field/account_or_accounts}

What weekly wager limit are you going to set for each account?

Next, we'll provide video tutorials that show you how to do this!

For reference, you told us earlier that in upcoming weeks, you'd ideally wager a total of $${e://Field/ideal_wager_next30} per week on ${e://Field/main_app}.

We'll now help you actually implement these weekly limits with video tutorials.

First, though: recognize that **every app implements their limits slightly differently.**

- Some apps don't let you exceed your limit in a calendar week, while others don't let you exceed your limit in any seven-day periods.
- For some apps, limits also apply to mobile casino betting on the platform. For others, this is not a factor.

If this sort of thing matters to you, we encourage you to pay attention to each app's explanation of their limit functionality while you set your limits. We'll flag it for you if there's something particularly strange about one of your apps!

DK_instructions

DraftKings Limit Instructions

Proceed only once you have set a weekly wager limit!

Reminder: You planned to set a weekly wager limit of **$${e://Field/DraftKings_limit_stated_1}**

We include video guides below. You can use the mobile app or the website.

Email Matt at mbrown35@stanford.edu if you are having problems.

Mobile App Guide

DraftKings Mobile Limits

Website Guide (log in at DraftKings Sportsbook)
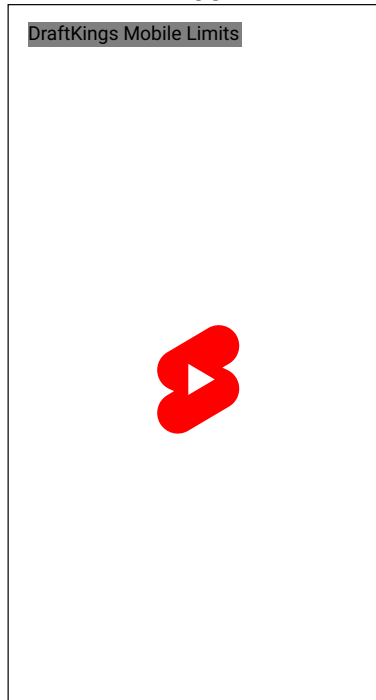
DraftKings Desktop Limits

Proceed only once you have set a weekly wager limit!

Reminder: You planned to set a weekly wager limit of **$${e://Field/DraftKings_limit_stated_1}**

Please verify that you have set a weekly wager limit on DraftKings.

○ I've set a limit.

○ I had trouble setting a limit.

On the previous screen, you said you had trouble setting a limit. What problem did you have?

○ I prefer not to set a limit.

○ I could not log into my account.

○ I could not find the limit screen on the app.

○ Other

What weekly wager limit did you set in DraftKings?

FD_instructions

FanDuel Limit Instructions

Proceed only once you have set a weekly wager limit!

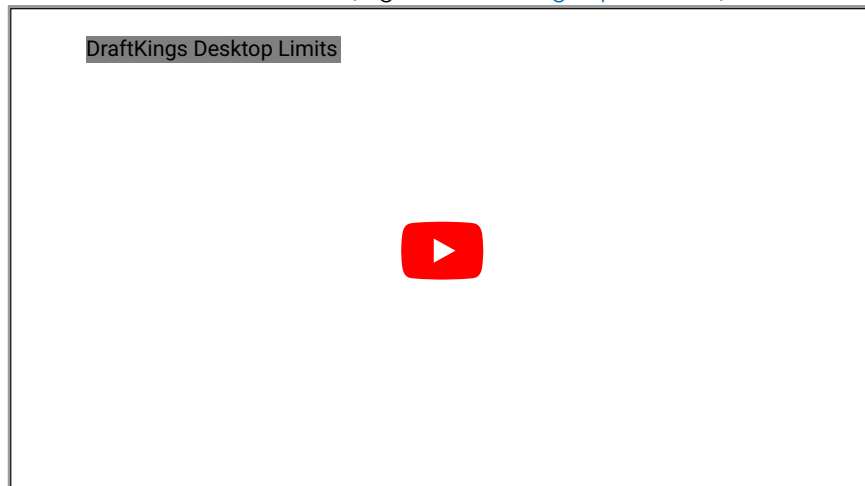**Reminder:** You planned to set a weekly wager limit of **$${e://Field/Fanduel_limit_stated_1}**

We include video guides below. You can use the mobile app or the website.

Email Matt at mbrown35@stanford.edu if you are having problems.

Mobile App Guide

FanDuel Mobile Limits

Website Guide (log in at [FanDuel Sportsbook](#))

Fanduel Desktop Limit

Proceed only once you have set a weekly wager limit!

Reminder: You planned to set a weekly wager limit of **$${e://Field/Fanduel_limit_stated_1}**

Please verify that you have set a weekly wager limit on Fanduel.

◯ I've set a limit.

◯ I had trouble setting a limit.

On the previous screen, you said you had trouble setting a weekly wager limit. What problems did you have?

○ I prefer not to set a limit.

○ I could not log into my account.

○ I could not find the limit screen on the app.

○ Other

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What weekly wager limit did you set on Fanduel?

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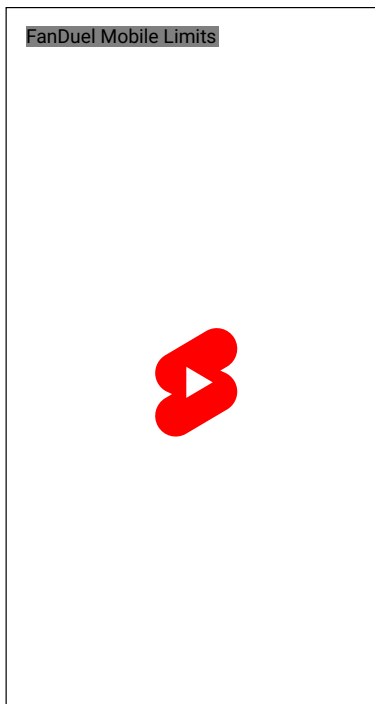
HR_instructions

HardRock Limit Instructions

Proceed only once you have set a weekly wager limit!

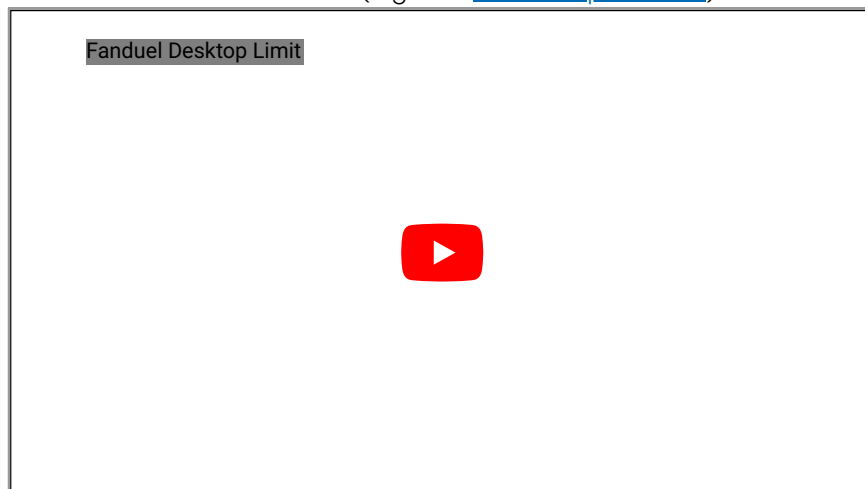**Reminder:** You planned to set a weekly wager limit of **$${e://Field/HardRock_limit_stated_1}**

We include video guides below. You can use the mobile app or the website.

Email Matt at mbrown35@stanford.edu if you are having problems.

Mobile App Guide

HardRock Mobile Limits

Website Guide (log in at [HardRock Sportsbook](#))

HardRock Desktop Limit

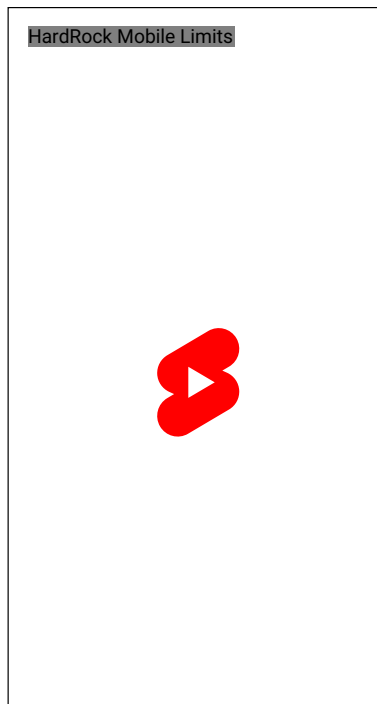*Proceed only once you have set a weekly wager limit!*

Reminder: You planned to set a weekly wager limit of **$${e://Field/HardRock_limit_stated_1}**

Please verify that you have set a weekly wager limit on Hard Rock Bet.

○ I've set a limit.

○ I had trouble setting a limit.

On the previous screen, you said you had trouble setting a weekly wager limit. What problems did you have?

○ I prefer not to set a limit.

○ I could not log into my account.

○ I could not find the limit screen on the app.

○ Other

[text box]

What weekly wager limit did you set on Hard Rock Bet?

[text box]

MGM_instructions

Bet MGM Limit Instructions

Warning: Bet MGM implements its limits inconsistently. Make sure you understand before you proceed!

- Bet MGM does not have anything called "wager limits" on its website. Instead, **we ask you to set a weeky "spending limit."**
- In some states, the Bet MGM spending limit is exactly the same as a wager limit.
  - In these states, if you limit yourself to spending $$\{e://Field/BetMGM_limit_stated_1\} per week, you can't wager more than that in a week.
- In other states, the Bet MGM spending limit only applies to losses.
  - In these states, if you limit yourself to spending $$\{e://Field/BetMGM_limit_stated_1\} per week, you can't lose more than that in a week.
- Bet MGM explains how the spending limit works in your state when you try to set a spending limit.

We recommend that you **pay special attention to the explanation of how the spending limit works** for Bet MGM!

○ I understand. I'll make sure I understand Bet MGM's spending limit in my state before I set it.

Bet MGM Limit Instructions

Proceed only once you have set a weekly spending limit!

Reminder: You planned to set a weekly wager limit of **$$\{e://Field/BetMGM_limit_stated_1\}.**
In some states, Bet MGM's spending limit is a wager limit. In other states, it limits your losses.
You should read the instructions in your app!

We include video guides below. You can use the mobile app or the website.

Email Matt at mbrown35@stanford.edu if you are having problems.

Mobile App Guide

MGM Mobile Limits

Website Guide (log in at betmgm.com)

MGM Desktop Limits

Proceed only once you have set a weekly spending limit!

Reminder: You planned to set a weekly wager limit of **$$\{e://Field/BetMGM_limit_stated_1\}**
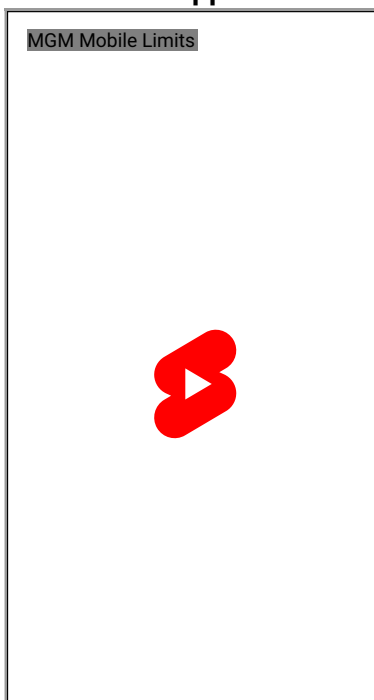
In some states, Bet MGM's spending limit is a wager limit. In other states, it limits your losses.
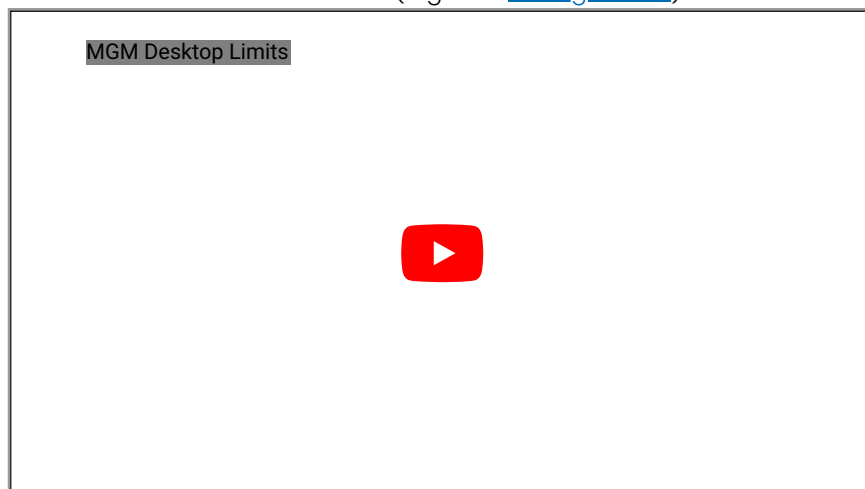
You should read the instructions in your app!

Please verify that you have set a weekly spending limit on Bet MGM.

⭕ I've set a limit.

○ I had trouble setting a limit.

On the previous screen, you said you had trouble setting a weekly spending limit. What problems did you have?

○ I prefer not to set a limit.

○ I could not log into my account.

○ I could not find the limit screen on the app.

○ Other

What weekly spending limit did you set on Bet MGM?

Caesars_instructions

Caesars Limit Instructions

Proceed only once you have set a monthly spending limit!

Reminder: You planned to set a weekly wager limit of **$$\{e://Field/Caesar_limit_stated_1\}**
Caesars calls its limit a spending limit, but it works exactly the same as a wager limit.

We include video guides below. You can use the mobile app or the website.

Email Matt at mbrown35@stanford.edu if you are having problems.

Mobile App Guide

Caesars Mobile Limits

Website Guide (log in at [Caesars Sportsbook](#))

Caesars Desktop Limit

Proceed only once you have set a monthly spending limit!

Reminder: You planned to set a monthly wager limit of **$${e://Field/Caesar_limit_stated_1}**
Caesars calls its limit a spending limit, but it works exactly the same as a wager limit.

Please verify that you have set a weekly spending limit on Caesars.

○ I've set a limit.

○ I had trouble setting a limit.

On the previous screen, you said you had trouble setting a weekly spending limit. What problems did you have?

○ I prefer not to set a limit.

○ I could not log into my account.

○ I could not find the limit screen on the app.

○ Other

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What monthly wager limit did you set on Caesars?

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ESPN_instructions

ESPN BET Limit Instructions
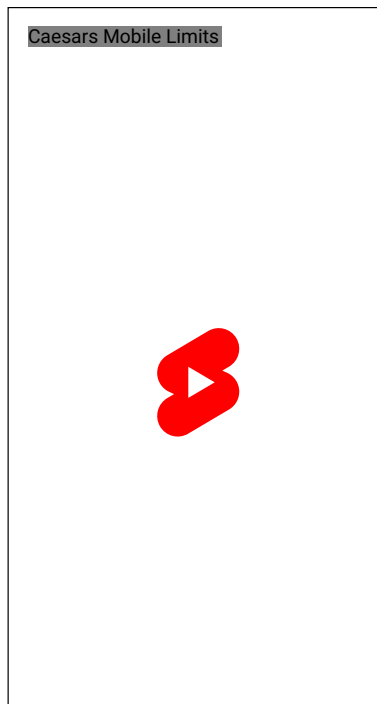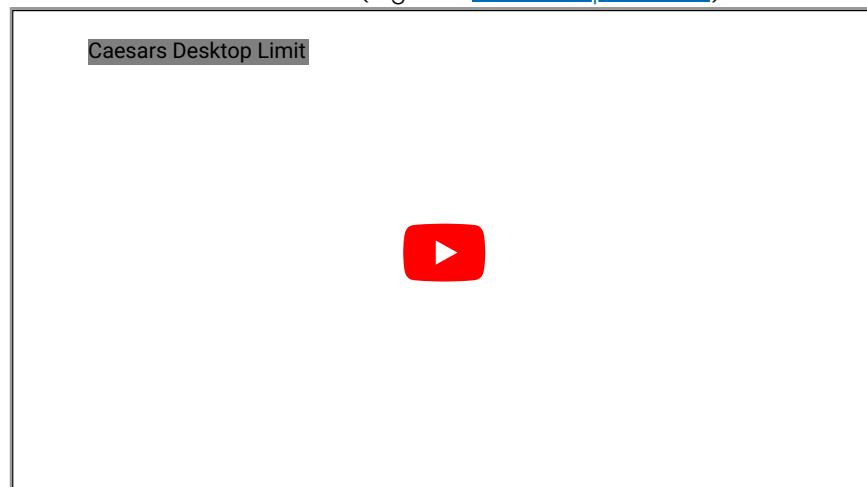
Proceed only once you have set a weekly spending limit!

Reminder: You planned to set a weekly wager limit of **$${e://Field/ESPN_limit_stated_1}**
ESPN calls its limit a spending limit, but it works exactly the same as a wager limit.

We include video guides below. You can use the mobile app or the website.

Email Matt at mbrown35@stanford.edu if you are having problems.

Mobile App Guide

ESPN Mobile Limits

Website Guide (log in at ESPNBET.com)

ESPN Desktop Limit

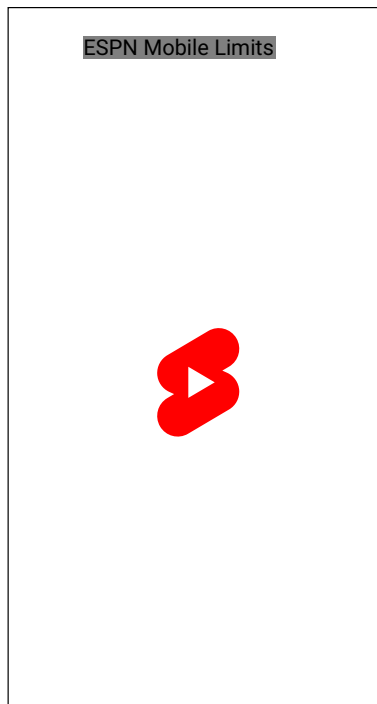Proceed only once you have set a weekly spending limit!

Reminder: You planned to set a weekly wager limit of **$$\{e://Field/ESPN_limit_stated_1\}**
ESPN calls its limit a spending limit, but it works exactly the same as a wager limit.

Please verify that you have set a weekly spending limit on ESPN BET.

○ I've set a limit.

○ I had trouble setting a limit.

On the previous screen, you said you had trouble setting a weekly spending limit. What problems did you have?

○ I prefer not to set a limit.

○ I could not log into my account.

○ I could not find the limit screen on the app.

○ Other

What weekly spending limit did you set on ESPN BET?

Limit_reasons

That's the last required limit!

What were the factors you considered when choosing the limits?

Please select the statement that best describes your thinking when choosing the weekly wager limit.

○ I wanted to get closer to my ideal wager volume, so I set a strict limit.

○ I wanted to reduce my betting, but I didn't know exactly how much I'd want to bet, so I set a high limit to give myself flexibility.

○ I didn't want to limit my betting at all, so I set a high limit.

○ I decided to set other kinds of limits in the app, so I didn't worry about the weekly wager limit too much.

○ Other

Survey Qs

Thank you for that! We really appreciate your effort and attention.

The hardest part is done! We just have some more questions about how you think about betting, and some demographic questions.

To what extent do you think sports betting makes your life better or worse?

Makes life worse					Neutral				Makes life better
−5	−4	−3	−2	−1	0	1	2	3	4	5

Considering **all types of gambling** (not just sports betting), please indicate how often you have experienced the following consequences **in the past 12 months:**

	Never	Sometimes	Most of the Time	Almost Always
Have you felt that you might have a problem with gambling?	○	○	○	○
When you gambled, did you go back another day to try to win back the money you had lost?	○	○	○	○
Have you needed to gamble with larger amounts of money to get the same feeling of excitement?	○	○	○	○
Have you borrowed money or sold anything to get money to gamble?	○	○	○	○
Have you bet more than you could really afford to lose?	○	○	○	○

Considering **all types of gambling** (not just sports betting), please indicate how often you have experienced the following consequences **in the past 12 months:**

	Never	Sometimes	Most of the Time	Almost Always
Have people criticized your betting or told you that you had a gambling problem, **regardless of whether or not you thought it was true?**	○	○	○	○

	Never	Sometimes	Most of the Time	Almost Always
Has gambling ever caused you any health problems, including stress or anxiety?	○	○	○	○
Has your gambling caused any financial problems for you or your household?	○	○	○	○
Have you felt guilty about the way you gamble or what happens when you gamble?	○	○	○	○

Over the past 30 days, how much money did you wager **per week** using methods other than your synced accounts? Provide your best estimate.

For reference, **you wagered $${e://Field/fmt_handle_wk_30} per week on ${e://Field/main_app}** in the last 30 days.

Mobile sports betting on platforms **other than ${e://Field/main_app}**	$ 0
In-person casino games	$ 0
Other sports contests on mobile platforms (for example, daily fantasy sports)	$ 0
Unofficial in-person betting activities	$ 0
In-person sportsbooks	$ 0
Lottery tickets (for example, Powerball, Mega Millions, scratch offs, or daily numbers games)	$ 0
Non-sports betting on mobile platforms (for example, mobile casino betting or online poker)	$ 0
Total	$ 0

Demographics

Thank you! There are now only the demographic questions left.

What is your race/ethnicity? Select all that apply.

☐ American Indian or Alaska Native
☐ Asian or Pacific Islander
☐ Black or African American
☐ Hispanic or Latino/a
☐ White
☐ Other

What is your age (in years)?

[   ]

What is your gender?

○ Male
○ Female
○ Other

In what zip code do you currently live?

[   ]

What is the highest level of schooling that you have completed?

○ Less than a high school diploma
○ High school diploma or equivalent (for example: GED)
○ Some college but no degree
○ Associate's degree
○ Bachelor's degree
○ Graduate degree (for example: MA, MBA, JD, PhD)

What was your **household income before taxes** in 2023? Please include only employment income (wages, salary, bonuses, tips, and any income from your own businesses).
Do NOT include winnings or losses from sports betting as income!

○ 0 to $9,999
○ $10,000 to $19,999
○ $20,000 to $29,999
○ $30,000 to $39,999
○ $40,000 to $49,999
○ $50,000 to $59,999
○ $60,000 to $74,999

○ $75,000 to $99,999

○ $100,000 to $124,999

○ $125,000 to $149,999

○ $150,000 to $200,000

○ $200,000 to $300,000

○ $300,000 and up

Conclusion

And one last thing. Earlier in the survey, we told you about the Bet Less Bonus. Were you randomly selected to receive the Bet Less Bonus?

○ No, I was not randomly selected to receive the Bet Less Bonus

○ Yes, I was randomly selected to receive the Bet Less Bonus.

That's right. You were not selected for the Bet Less Bonus.

That's right.

Since you were selected for the Bet Less Bonus, you will receive a **$$\{e://Field/WVB_rate_per_ten_less} payment for every $10 that you reduce your average daily betting**, up to a maximum bonus of $$\{e://Field/WVB_max}. You'll only get paid if you bet **less than $$\{e://Field/fmt_WVB_benchmark} per day.**

Over the next 30 days, we'll send you two text messages a week to remind you that the Bet Less Bonus is active.

That's not right. You can use the "back" button to adjust your answers

Make sure to click the next arrow to submit your survey responses.

That's all for Survey 1! You'll receive your first payment via email within 48 hours.

We will contact you again in about 30 days to complete the second survey. Just like with this survey, we'll send you email and text reminders that the survey is coming.

If you have any questions about the study, your payments, or SharpSports, please reach out to Matt at mbrown35@stanford.edu. We typically reply within 24 hours.

Let us know if you have any other feedback, especially if you found parts of this survey confusing.

If you are concerned that you or a loved one may have a gambling problem, here are some resources.

- Visit the website of the National Council on Problem Gambling
- Call a hotline dedicated to helping people with gambling problems
  - National hotline: 1-800-GAMBLER
  - Many states have their own hotlines: see state-specific hotlines here
  - Begin an online chat session here

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