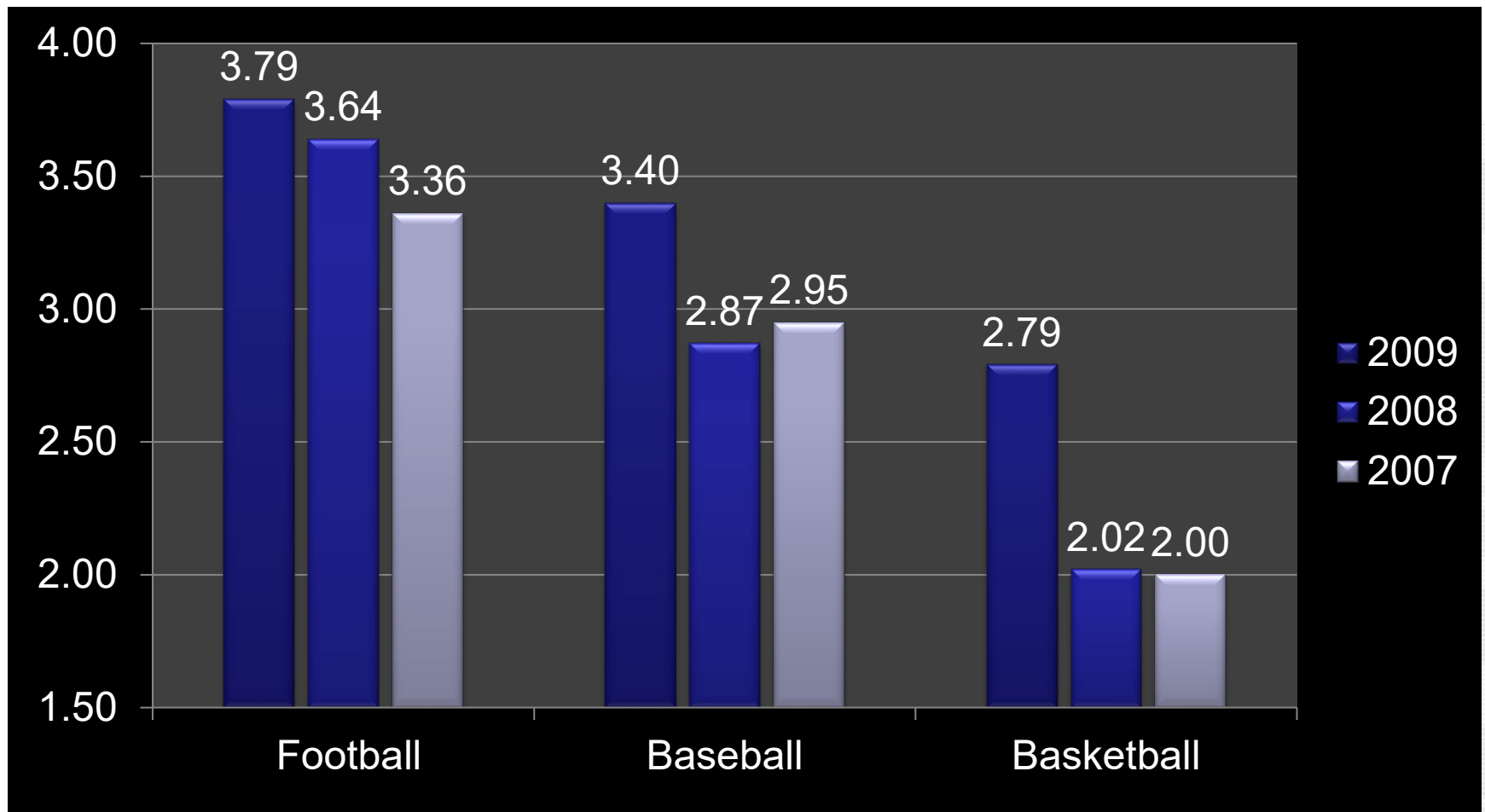


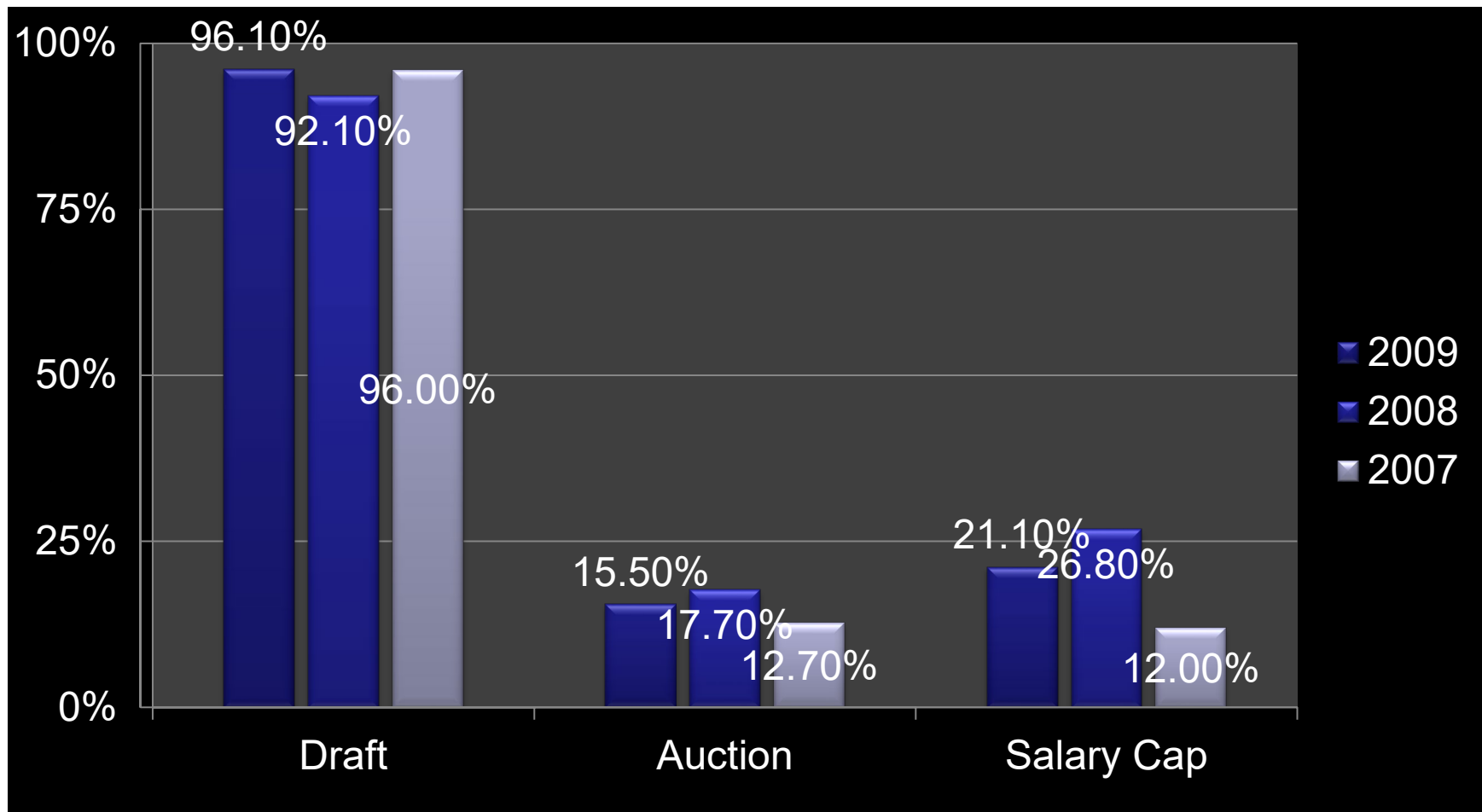
League Play Behavior

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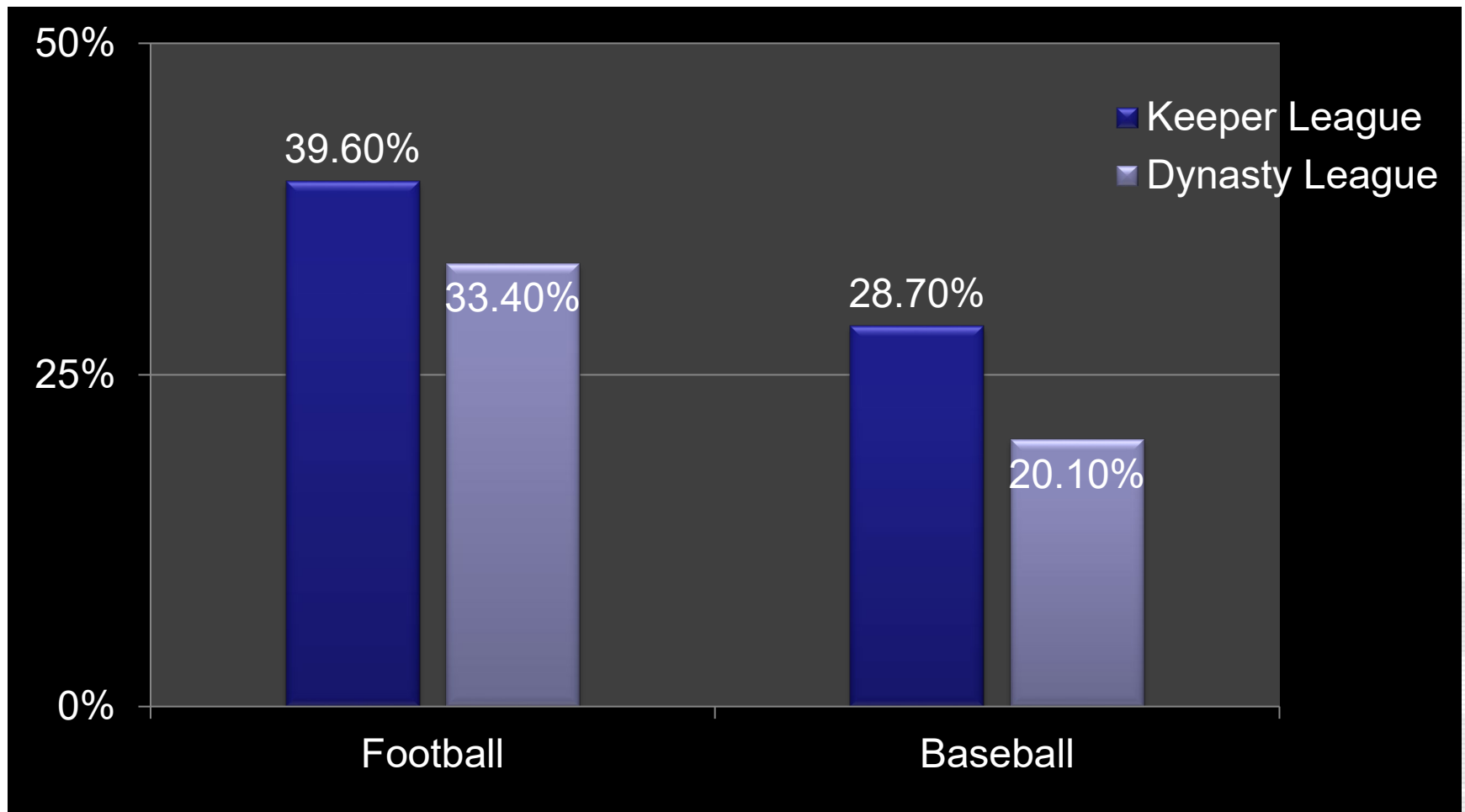
Total Teams Owned



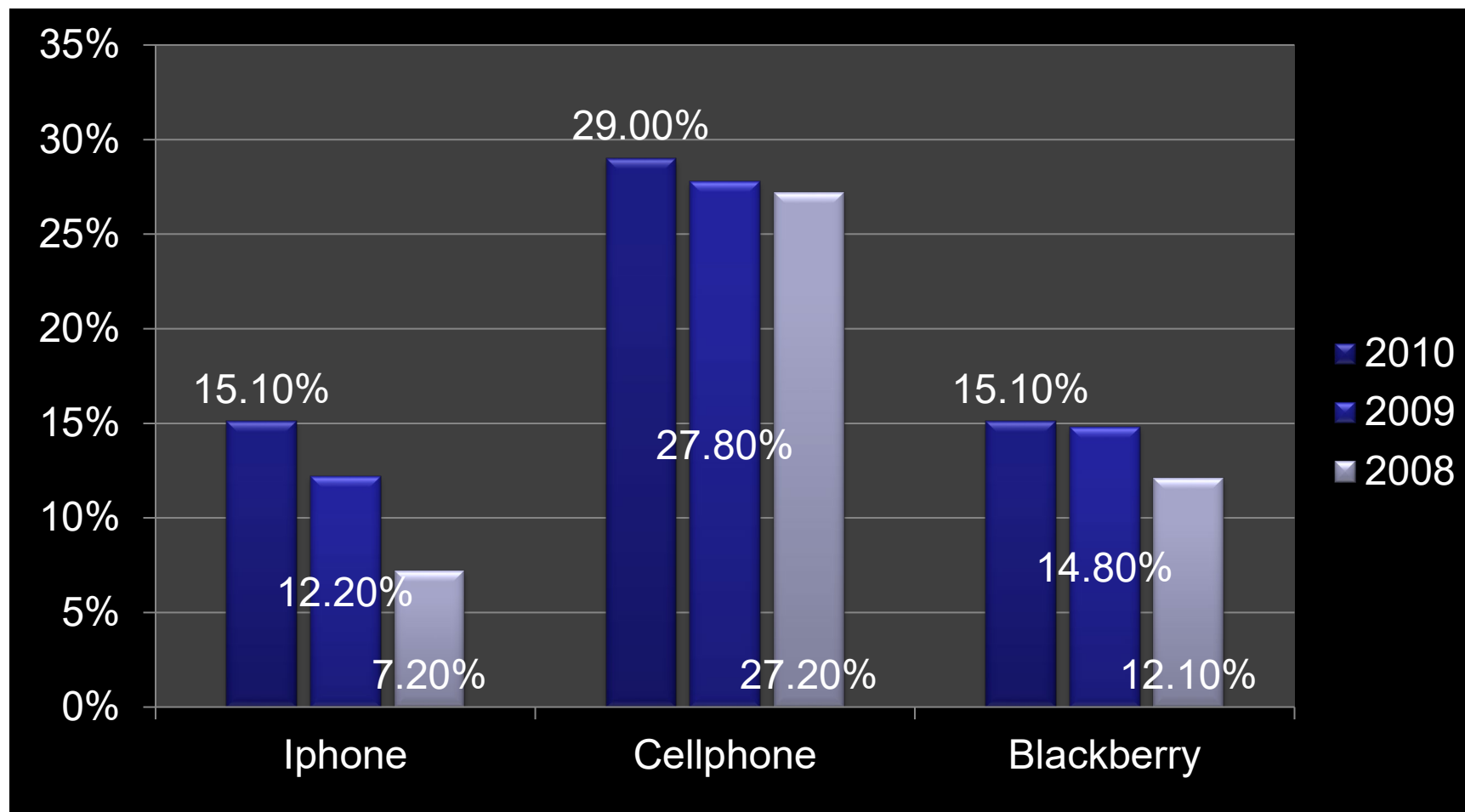
Selection Preference- Football



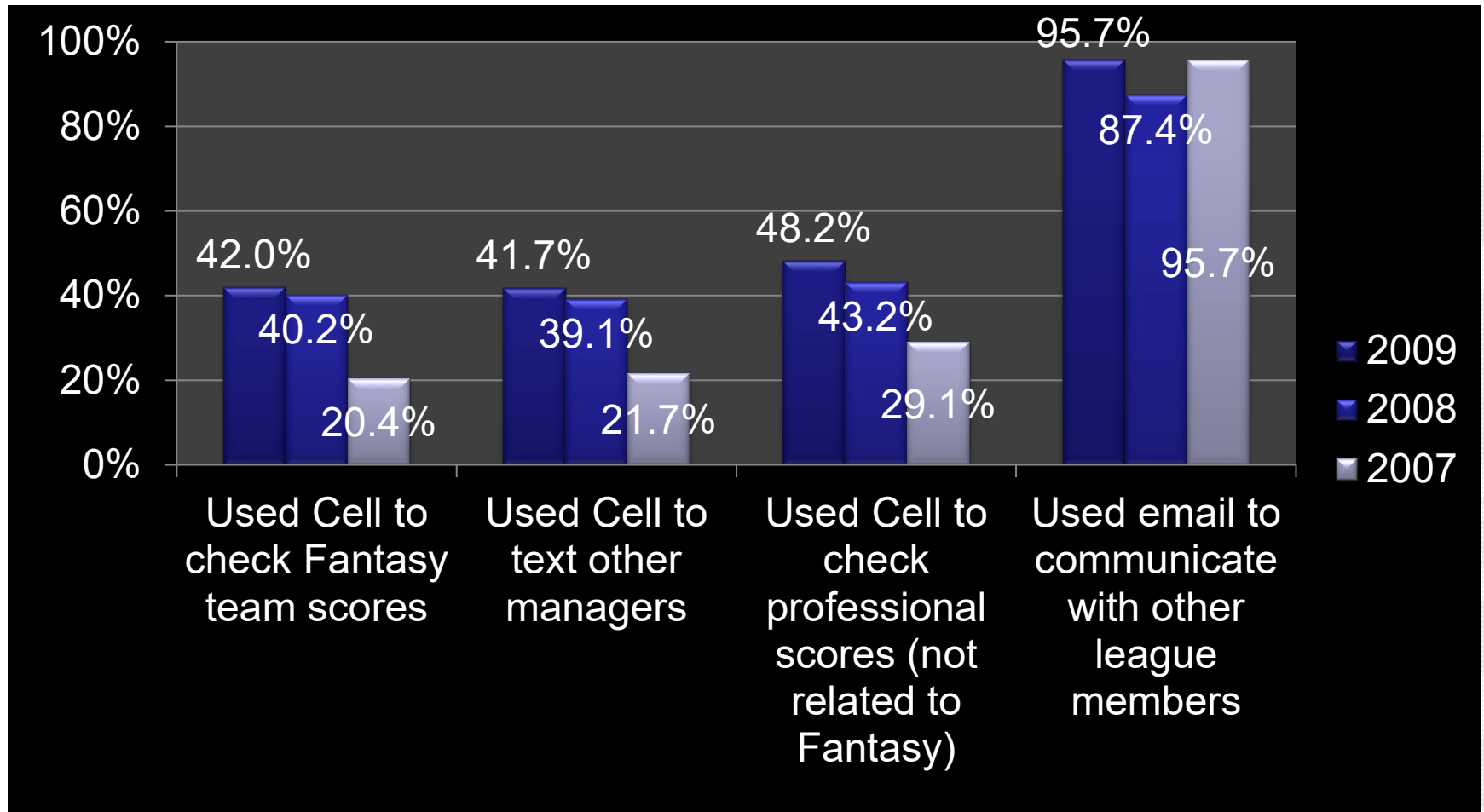
Fantasy Football Players...



Technology Use



Fantasy Football Consumer



2009

I purposefully chose a Kicker from a team that had a strong defense during my initial player selections.

12.4%

I purposefully chose a Kicker from a team that played their home games in a Dome during my initial player selections (Minnesota, New Orleans, etc.)

37.1%

I purposefully chose during my initial player selections a quarterback-receiver combination for my team.

25.1%

I purposefully chose at least one player from my favorite NFL team.

28.2%

0%

10%

20%

30%

40%