



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists



Fantasy Sports Players Consumer Usage Study



Nobody's Unpredictable

Introduction

Background and Objectives

- The Fantasy Sports Association (FSA) has for some time been interested in taking the next step in understanding the players of fantasy sports. While the overall market size in North America is understood (between 22 and 27 million Americans and over 3 million Canadians aged 12+ play fantasy sports)* not enough is known about consumer behaviors of fantasy sports players.
- Part of being able to market Fantasy Sports sites and services as great places to advertise, was by conducting research to understand if fantasy sports players are consumers of key products more than the general sports fan or the overall general population.
- In order to understand these differences, since 2008 The Fantasy Sports Association has commissioned Ipsos, a leading research with extensive experience research the fantasy sports market, to survey Fantasy Sports Players, Sports Fans, and the General Population on their usage of a broad spectrum of products and services. In 2009 the FSA is expanding this research to an additional 10 product and service categories.
- To start monitoring the rising popularity of Fantasy Sports beyond North America, the FSA had Ipsos assess the number and the profile of Fantasy Sports players in the United Kingdom.

* Source: May 2009 Ipsos study for the FSTA

U.S. Fantasy Sports Players' Consumer Usage

- Two separate but identical surveys were conducted for the U.S. Fantasy Sports Players' Consumer Usage portion of the research, and the data was merged to compare and contrast the three groups (General Population, Sports Fans and Fantasy Sports Players).
- First, using the Ipsos proprietary panel, Ipsos identified **1,103 Fantasy Sports Players** and interviewed them on their usage of products and services.
- Second, a survey was run across the General Population to understand their usage numbers; **3,034 members of the General Population** were interviewed.
- Third, the general population survey included a battery of questions pertaining to the level of fan interest in sports. Those rating any of the sports as a 6 or 7, on a 7 point scale, were defined as Sports Fans; **1,807 respondents qualified as Sports Fans**.
- All interviews were conducted online between July 21 and August 17, 2009.

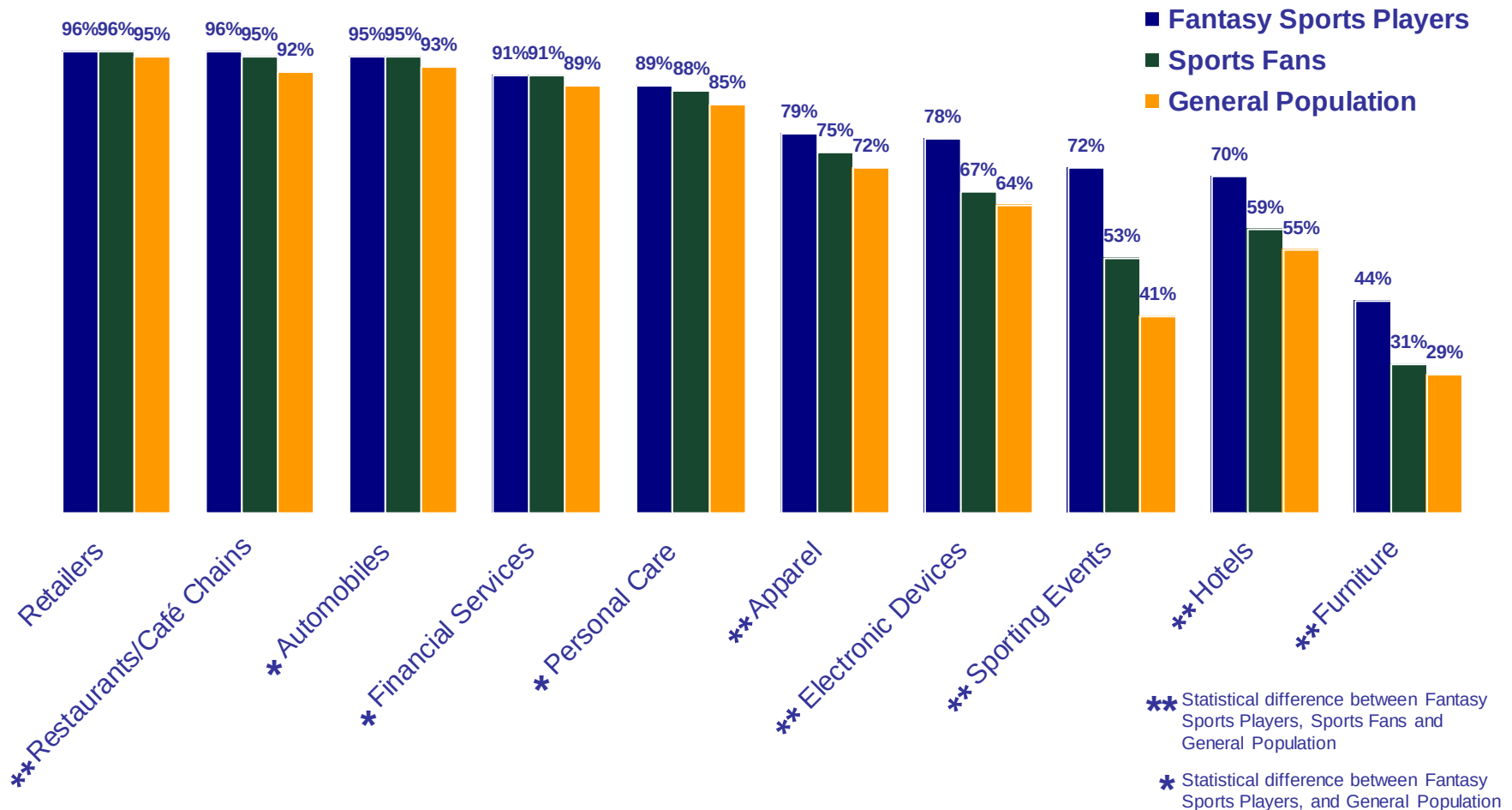
Number and Profile of Fantasy Sports Players in the United Kingdom

- In order to measure the incidence of Fantasy Sports Players among the British public, profile them and estimate their number, Ipsos conducted a national online omnibus survey of the general population aged 16 – 64 with a sample of **1,031 respondents** from Ipsos' proprietary panel.
- All interviews were conducted between July 31 and August 4, 2009.

U.S. Fantasy Sports Players' Consumer Usage in 10 New Categories

Key Findings

- Fantasy Sports Players consume significantly more than the General Population in nine out of 10 new categories researched in 2009, and more than Sports Fans in six out of these 10 categories.
- The gap in the consumption patterns with electronic devices, hotels, furniture, and attendance to sporting events is particularly notable.



Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Gap Analysis – General Population vs. Fantasy Sports Players)

- Out of 23 categories measured since 2008, those with a larger penetration gap between the General Population and Fantasy Sports Fans are: beer, sporting events, hotels, alcohol, game consoles and furniture.

Category (Rank-ordered by penetration among Fantasy Sports Fans (FSPs))	Penetration Among FSPs	Penetration among General Population	Difference (percentage points)	Index (% among FSPs / % among Gen. Pop.)
TV Viewing	99%	98%	1	1.01
Retailers	98%	95%	3	1.03
Restaurant/Café Chains	98%	92%	6	1.07
Computer Ownership	97%	96%	1	1.01
Cable/Satellite Ownership	95%	90%	5	1.06
Automobiles	95%	93%	2	1.02
Soft Drinks	94%	89%	5	1.06
Cell-phone Usage	93%	88%	5	1.06
Fast Food	92%	86%	6	1.07
Financial Services	91%	89%	2	1.02
Athletic Shoe Ownership	90%	77%	13	1.17
Personal Care	89%	85%	4	1.05
Apparel	83%	72%	11	1.15
Credit Card Usage	81%	72%	9	1.13
Electronic Devices	78%	64%	14	1.22
Beer	73%	47%	26	1.55
Sporting Events	72%	41%	31	1.76
Hotels	70%	50%	20	1.40
Alcohol	68%	48%	20	1.42
Sports Magazine Readership	63%	48%	15	1.31
Game Console Ownership	58%	40%	18	1.45
Air Travel	52%	42%	10	1.24
Furniture	44%	29%	15	1.52

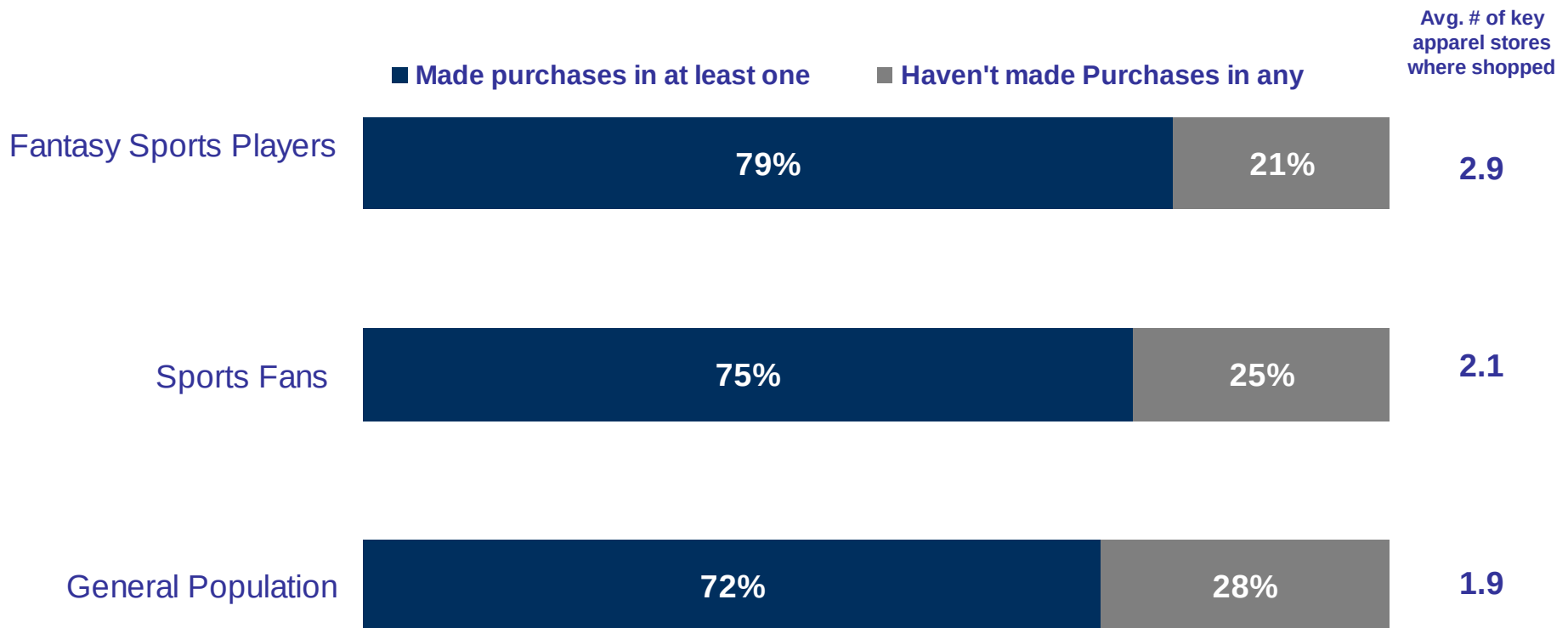
Base: Fantasy Sports Players n=1,103; General Population n=3,034

Apparel

Shopped at in the past 30 days

Apparel – Overall Comparison

- Over eight in 10 FSPs have shopped at key apparel stores in the past 30 days.
- Category usage among Fantasy Sports Players is significantly higher than it is among Sports Fans and the General Population
- On average, Fantasy Sports Players have shopped at 2.9 apparel stores in the past month, compared to 2.1 for Sports Fans and 1.9 for the General Public.

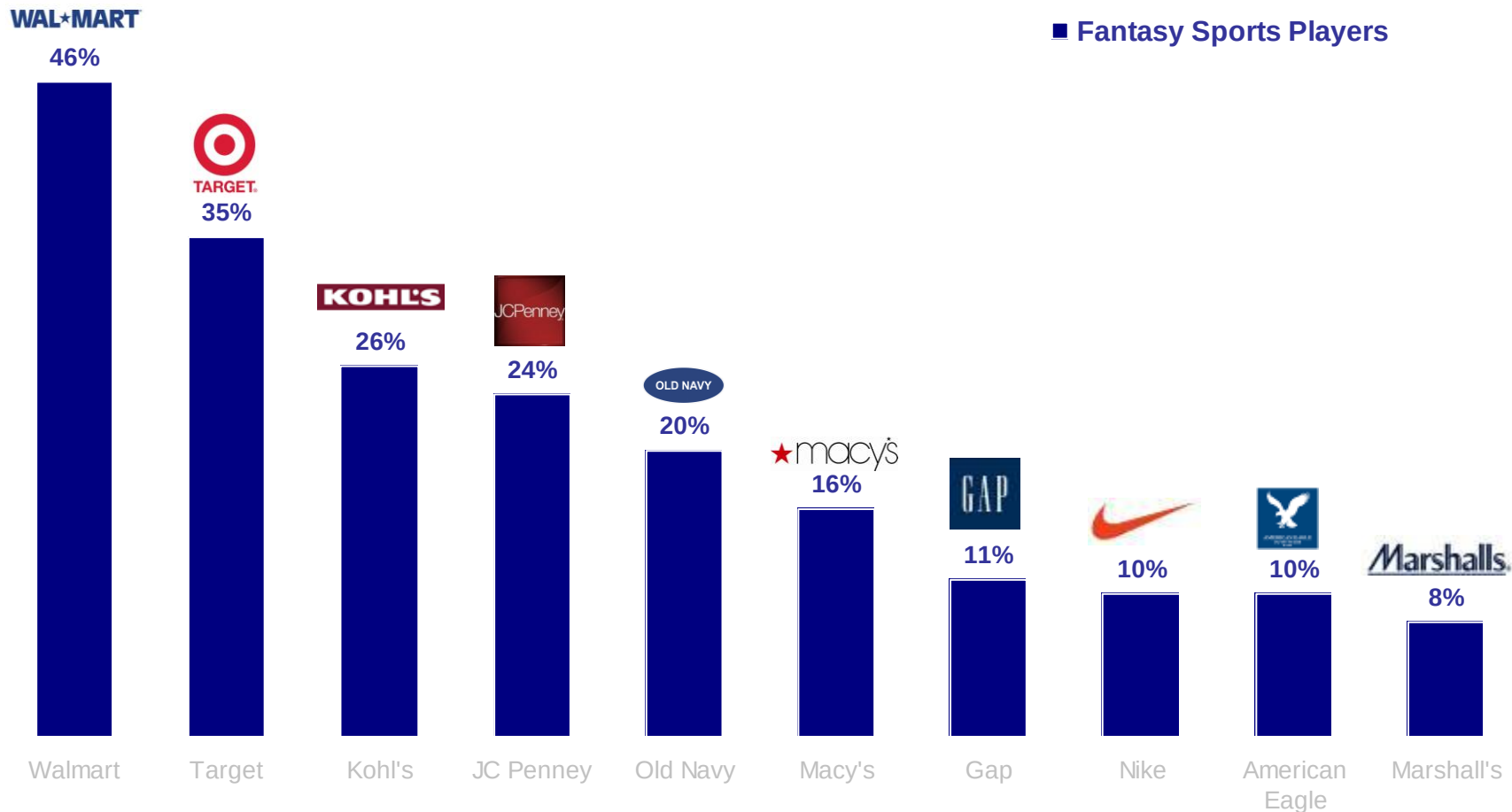


Q. At which of the following apparel stores have you shopped - either online or at stores - in the past 30 days?

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Apparel – Main Retailers In Which FS Players Make Purchases (top 10)

- Close to one in two Fantasy Sports Players (46%) have purchased apparel at Wal-Mart in the past month.
- Over one in three have purchased apparel at Target (35%); and about one in four at Kohl's (26%) and JCPenney (24%).

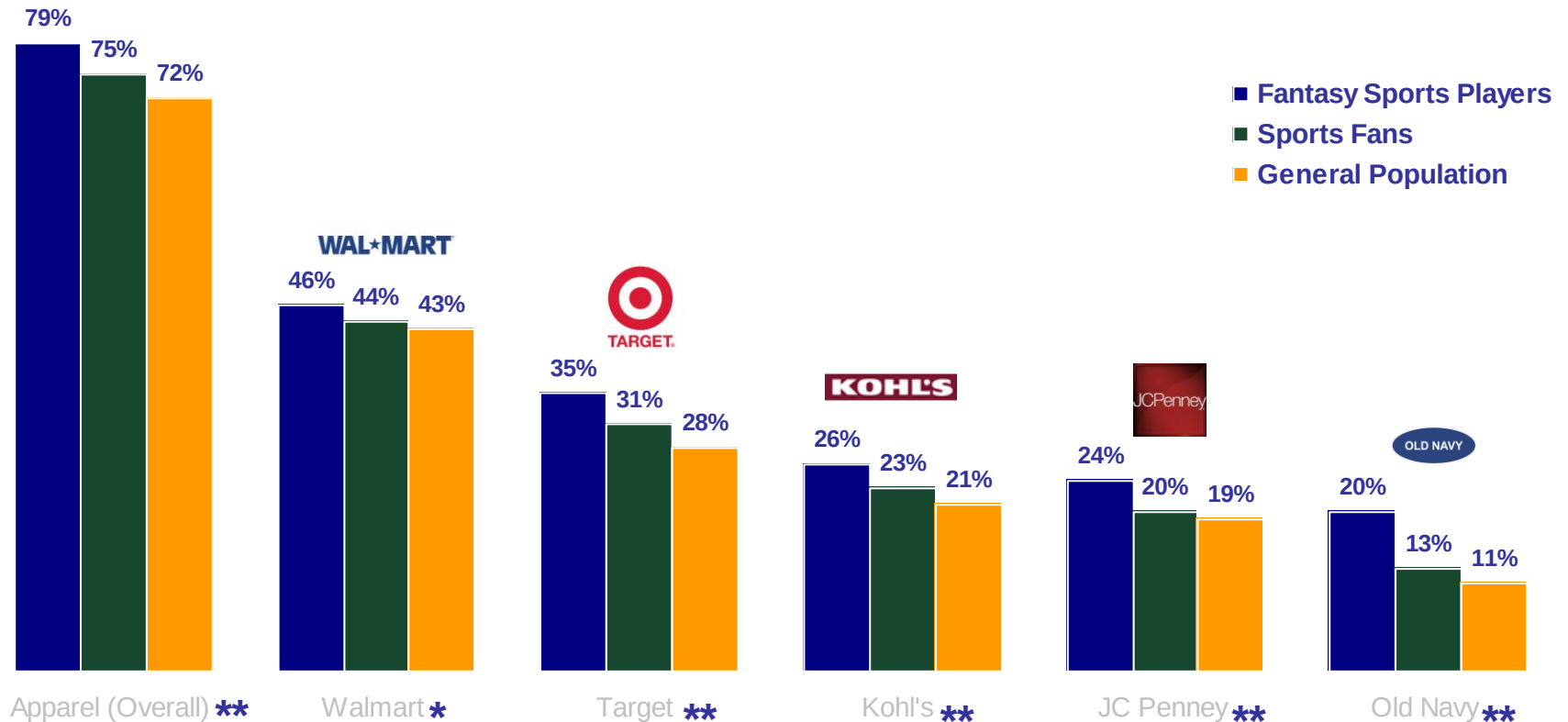


Q. At which of the following apparel stores have you shopped - either online or at stores - in the past 30 days?

Base: Fantasy Sports Players n=1,103

Apparel – Significant Difference Comparison (Top 5)

- Fantasy Sports Players purchase apparel at Target, Kohl's, JCPenney and Old Navy significantly more than do Sports Fans or the General Population.
- They also shop for apparel at Wal-Mart significantly more than the general population.



- ** Statistical difference between Fantasy Sports Players, Sports Fans and General Population
- * Statistical difference between Fantasy Sports Players, and General Population

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Leading Apparel Stores where Fantasy Sports Players Purchase – Demographic Differences (Top 5)

- Over half of all female FSPs (55%) have shopped for apparel at Wal-Mart in the past month.
- A larger proportion of female FSPs (50%) than male FSPs (31%) purchase apparel at Target.

FANTASY Sports Players	WAL*MART	TARGET	KOHL'S	JCPenney	OLD NAVY
Males	44%	31%	24%	23%	17%
Females	55%	50%	35%	29%	29%
18 – 34	44%	39%	28%	24%	28%
35 – 54	50%	28%	24%	22%	11%
55+	47%	33%	26%	29%	7%
<\$50K	49%	27%	20%	21%	21%
\$50K>	45%	39%	30%	25%	19%
Northeast	42%	31%	25%	23%	18%
Midwest	44%	34%	31%	23%	19%
South	55%	37%	29%	30%	22%
West	41%	38%	18%	17%	17%

Q. At which of the following apparel stores have you shopped - either online or at stores - in the past 30 days?

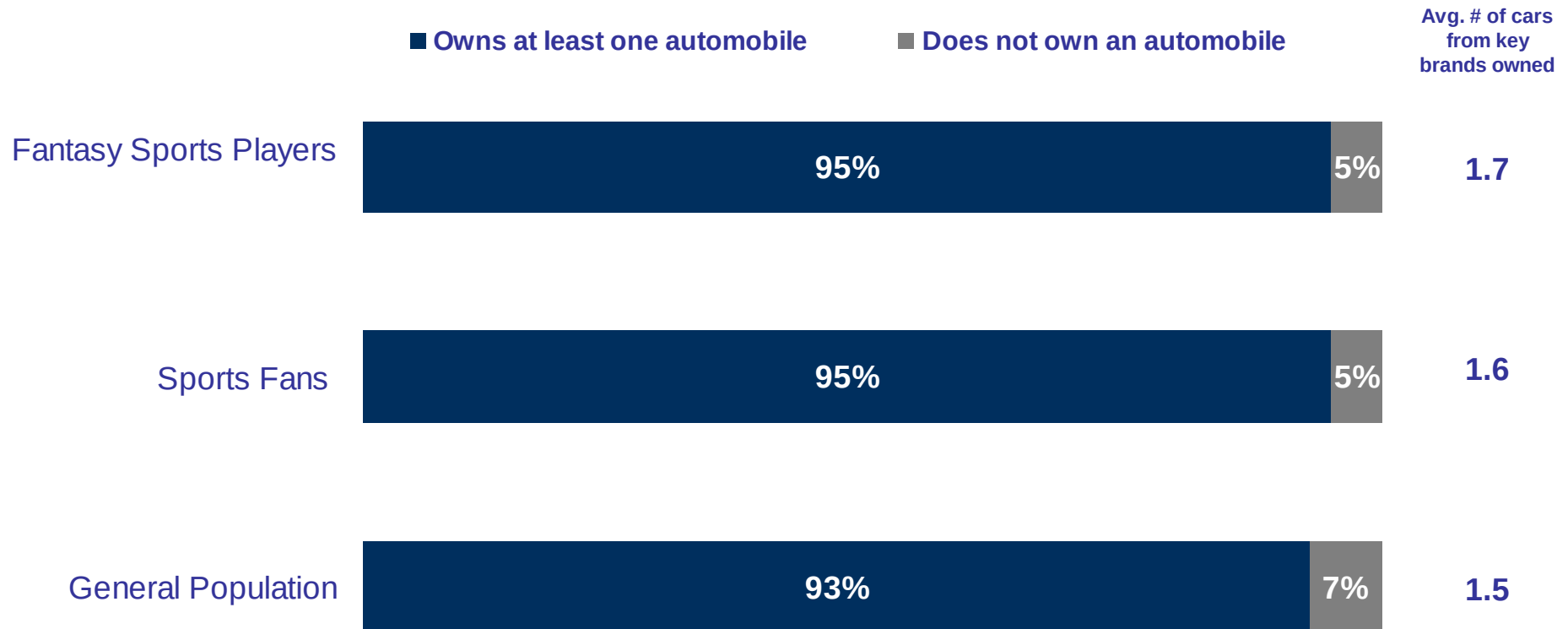
Base: Fantasy Sports Players n=1,103

Automobiles

Currently owned

Automobiles – Overall Comparison

- Close to all FSPs own at least one car.
- Automobiles is one of the two categories surveyed for which usage among Fantasy Sports Players is not significantly higher than it is among the General Population.



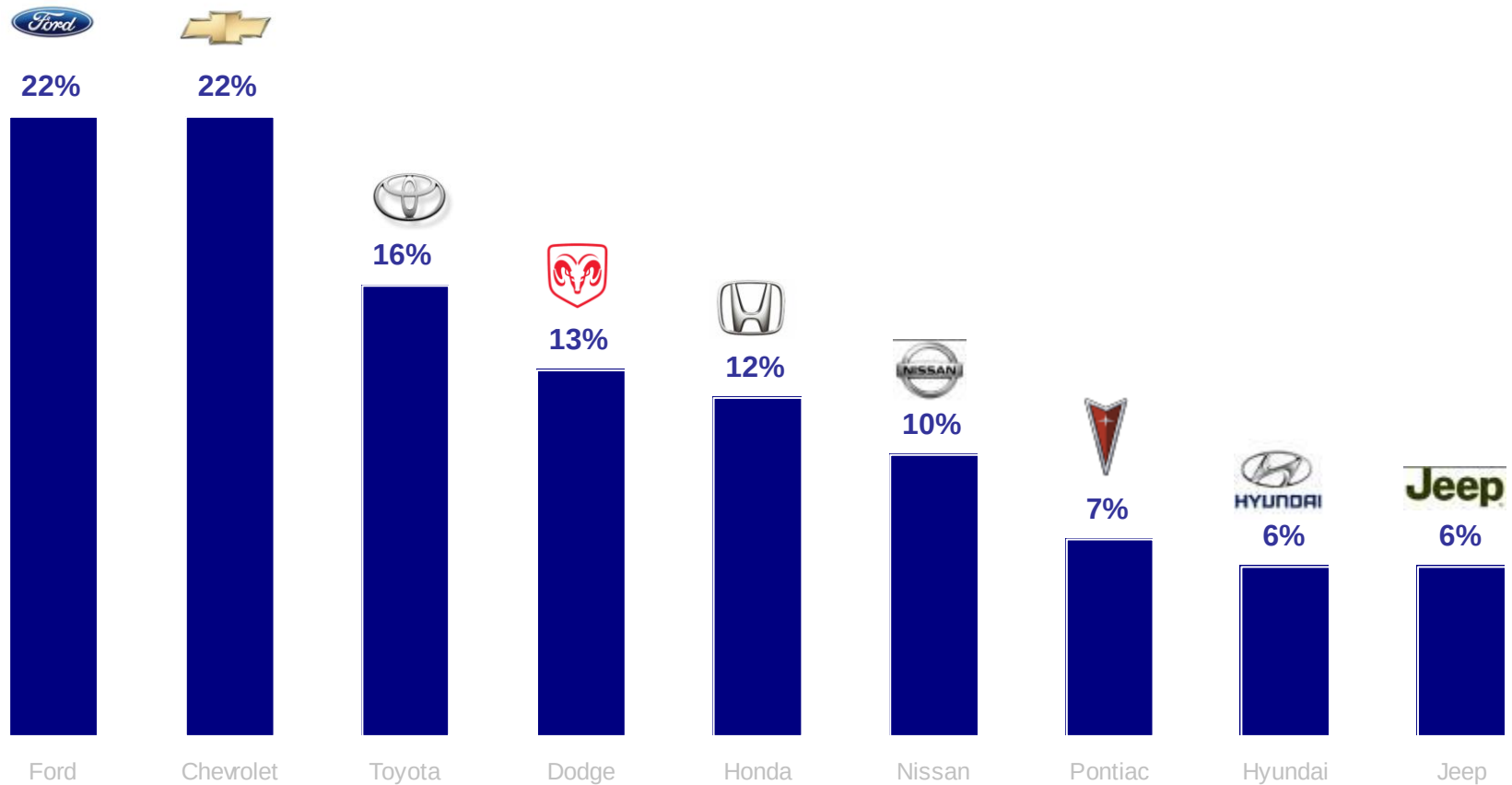
Q. Which of the following Automobile Makes do you currently own?

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Automobiles – Main Automobiles Owned by FS Players (top 9)

- Two in ten FSPs (22%) own a Ford or Chevy.
- Over one in ten own a Toyota (16%), Dodge (13%), Honda (12%), or Nissan (10%).

■ Fantasy Sports Players

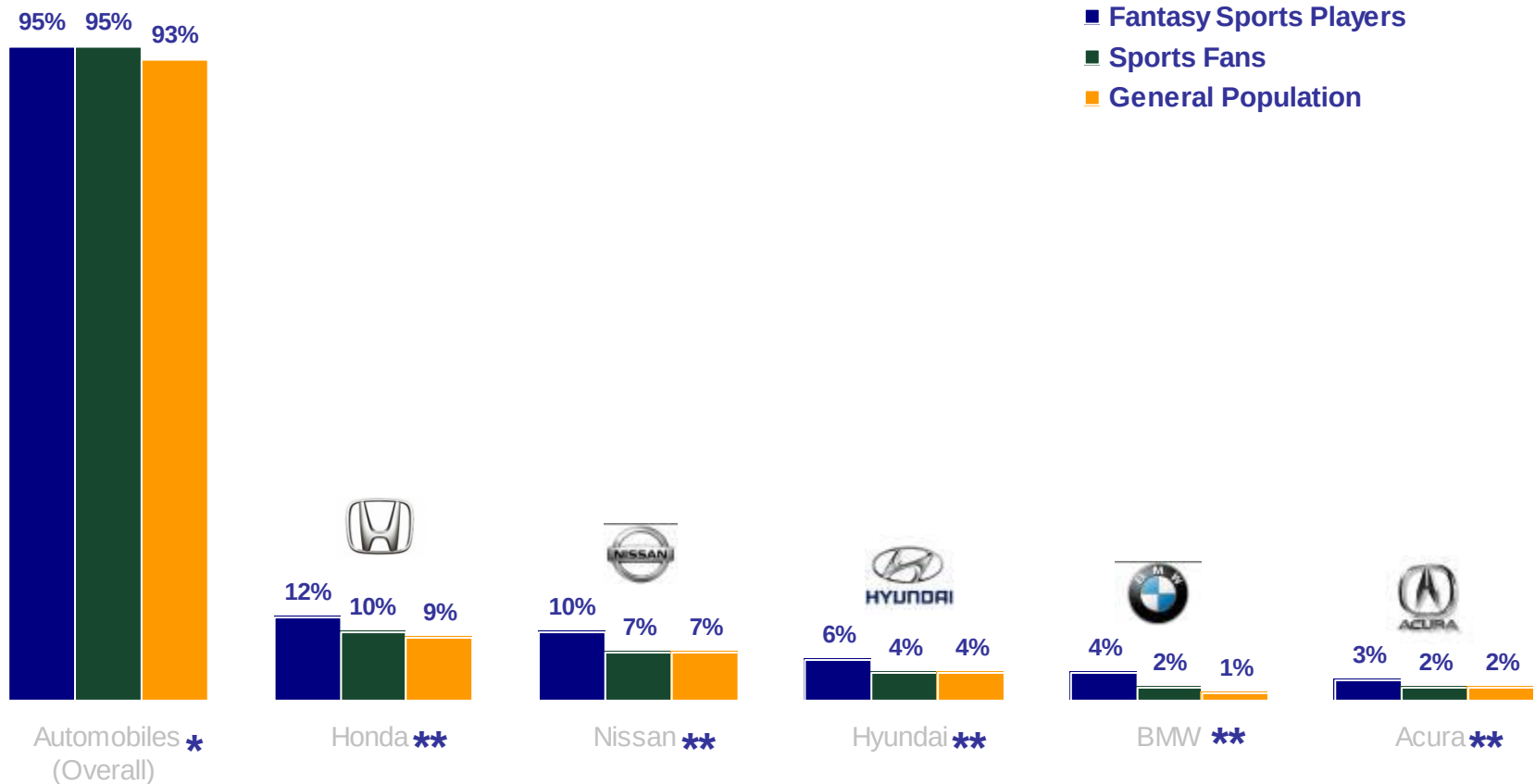


Q. Which of the following Automobile Makes do you currently own?

Base: Fantasy Sports Players n=1,103

Automobiles – Significant Difference Comparison (Top 4)

- FSPs are more likely to own automobiles from brands such as Honda, Nissan, Hyundai, BMW or Acura than Sports Fans or the General Population.



****** Statistical difference between Fantasy Sports Players, Sports Fans and General Population

***** Statistical difference between Fantasy Sports Players, and General Population

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Leading Automobile Brands Owned by Fantasy Sports Players – Demographic Differences (Top 5)

- Fantasy Sports Players in the Midwest (31%) are more likely to own a Chevrolet than FSPs in the South (21%), Northeast (20%) or West (16%).
- Those with a household income over \$50,000 are more likely to drive a Honda than those with a household income under \$50,000 (14% vs. 8%, respectively).

FANTASY Sports Players					
Males	23%	23%	16%	13%	12%
Females	19%	20%	15%	14%	14%
18 – 34	21%	21%	16%	11%	15%
35 – 54	27%	23%	15%	15%	8%
55+	19%	29%	15%	14%	13%
<\$50K	20%	20%	13%	14%	8%
\$50K>	24%	24%	17%	12%	14%
Northeast	16%	20%	16%	10%	11%
Midwest	26%	31%	12%	14%	8%
South	25%	21%	17%	15%	14%
West	21%	16%	18%	12%	15%

Q. Which of the following Automobile Makes do you currently own?

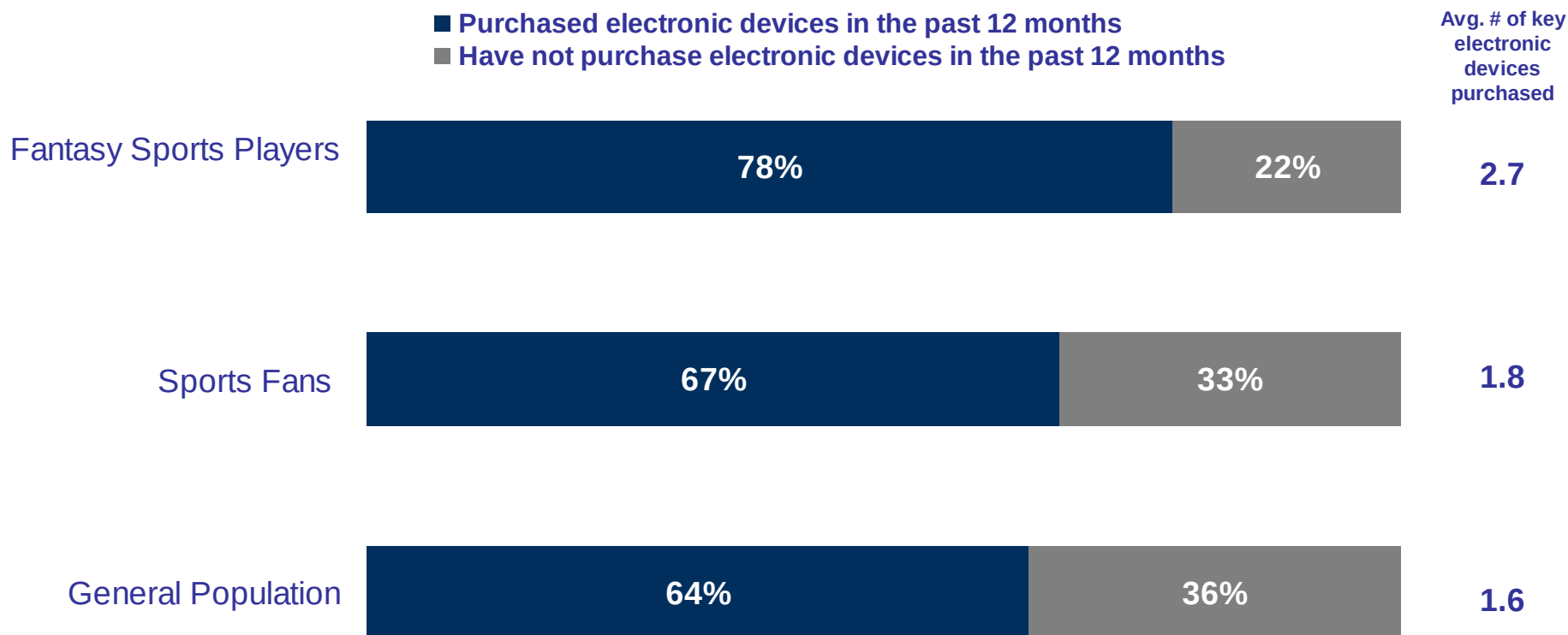
Base: Fantasy Sports Players n=1,103

Electronic Devices

Purchased at in the past 12 months

Electronic Devices – Overall Comparison

- Close to eight in 10 FSPs have purchased an electronic device in the past year.
- Category usage among Fantasy Sports Players is significantly higher than it is among Sports Fans and the General Population
- On average, Fantasy Sports Players have purchased 2.7 electronic devices in the past year, compared to 1.8 for Sports Fans and 1.6 for the General Public.



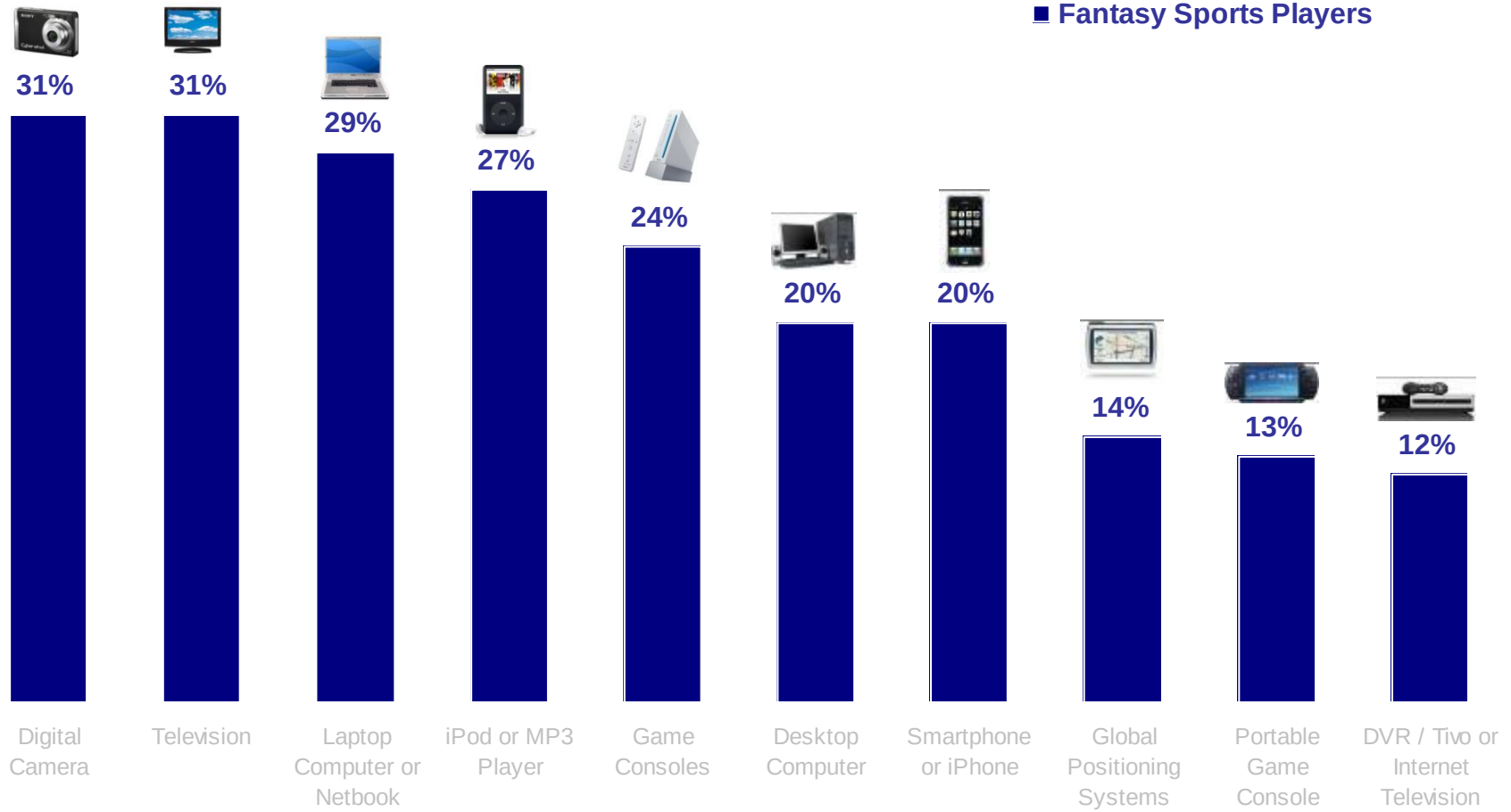
Q. Which of the following electronic devices have you purchased in the past 12 Months?

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Electronic Devices – Main Devices Purchased Recently by FS Players (top 10)

- Close to one in three FSPs purchased a digital camera (31%), a Television (31%) or a Laptop computer (29%) in the past year.
- Around one in four have purchased an iPod/MP3 player (27%) or a game console in the past year (24%).

■ Fantasy Sports Players

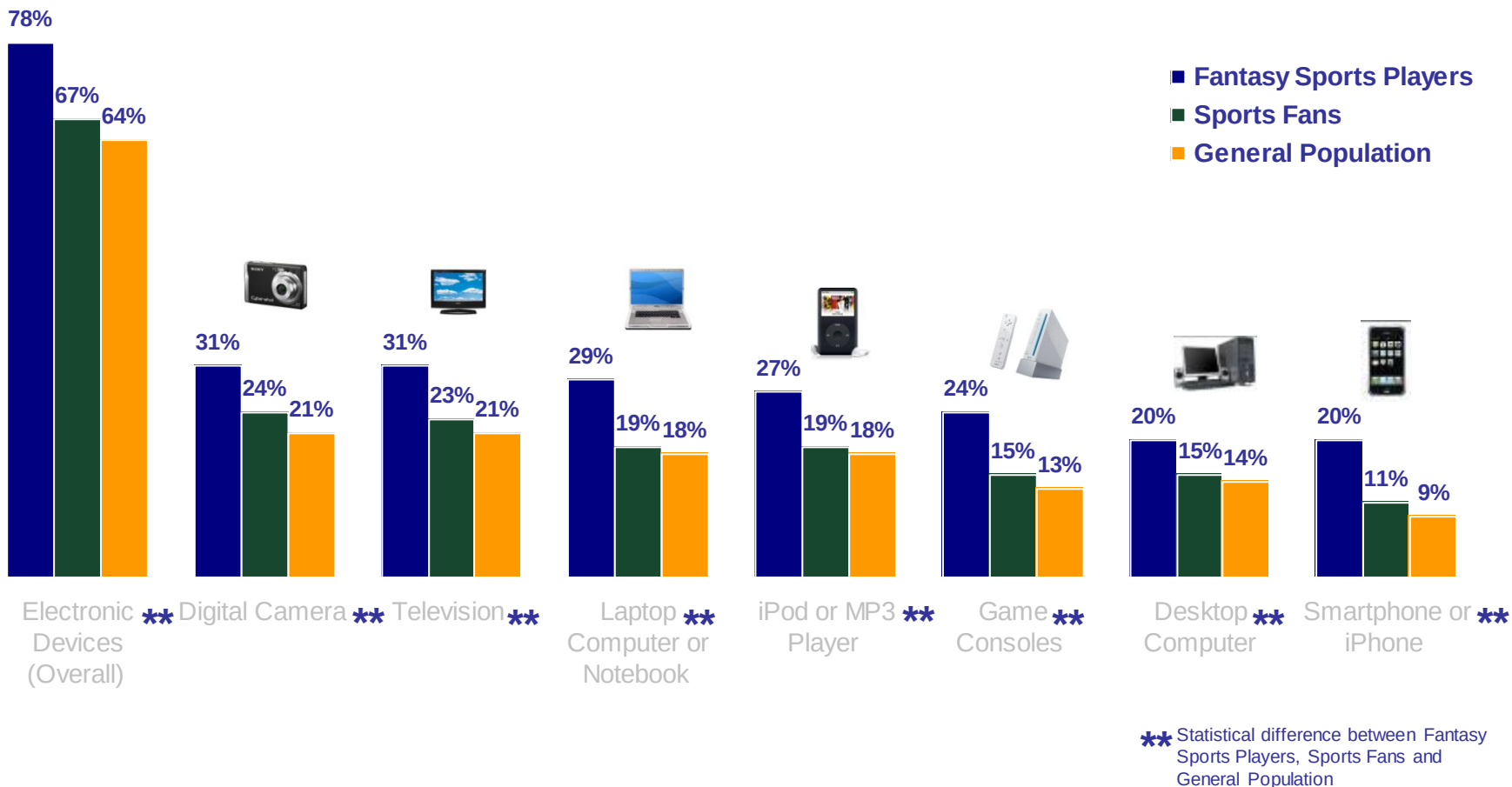


Q. Which of the following electronic devices have you purchased in the past 12 Months?

Base: Fantasy Sports Players n=1,103

Electronic Devices – Significant Difference Comparison (Top 7)

- Fantasy Sports Players have purchased key electronic devices such as digital cameras, televisions, laptops, iPods/MP3 players, game consoles, desktops or smart phones/iPhones in the past year significantly more than Sports Fans or the General Population.



Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Main Electronic Devices Purchased by Fantasy Sports Players – Demographic Differences (Top 5)

- Overall younger players (18-34) are more likely to purchase key electronic devices than FSPs over 35.
- A larger proportion of Female FSPs purchased digital cameras, laptop computers and iPods/MP3 players in the past 12 months than male players.

FANTASY Sports Players					
Males	30%	32%	28%	25%	24%
Females	37%	30%	33%	34%	25%
18 – 34	35%	32%	33%	34%	31%
35 – 54	27%	30%	24%	21%	19%
55+	23%	29%	22%	11%	10%
<\$50K	28%	26%	26%	25%	24%
\$50K>	33%	35%	30%	28%	25%
Northeast	27%	33%	24%	23%	23%
Midwest	28%	32%	25%	28%	26%
South	34%	33%	35%	28%	22%
West	36%	27%	30%	28%	26%

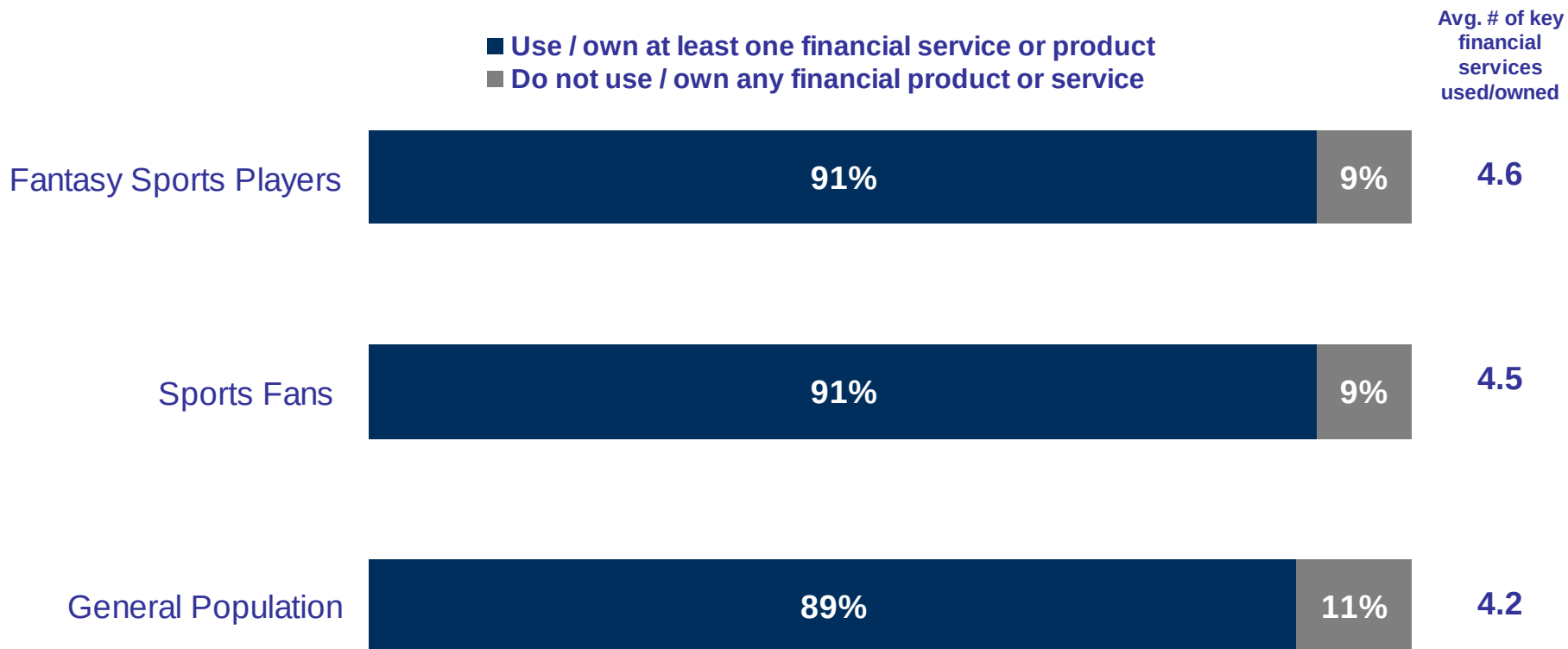
Q. Which of the following electronic devices have you purchased in the past 12 Months?

Financial Services

Currently use or own

Financial Services – Overall Comparison

- Nine in 10 FSPs currently use or own financial services or products.
- Category usage among Fantasy Sports Players is similar to Sports Fans and the General Population
- On average, Fantasy Sports Players use or own 4.6 financial services or products, compared to 4.5 for Sports Fans and 4.2 for the General Public.

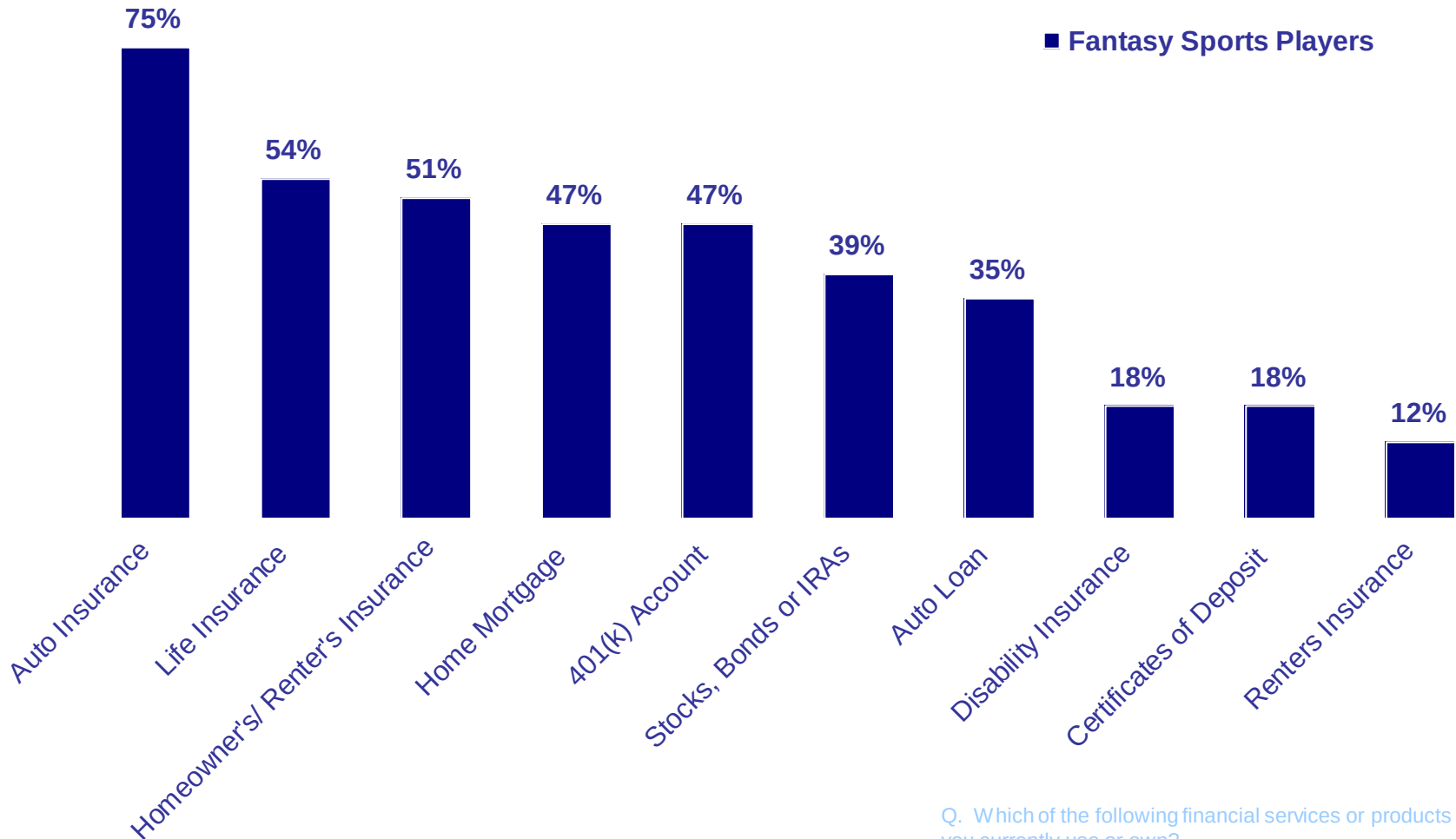


Q. Which of the following financial services or products do you currently use or own?

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Financial Services – Used/Owned by FS Players (top 10)

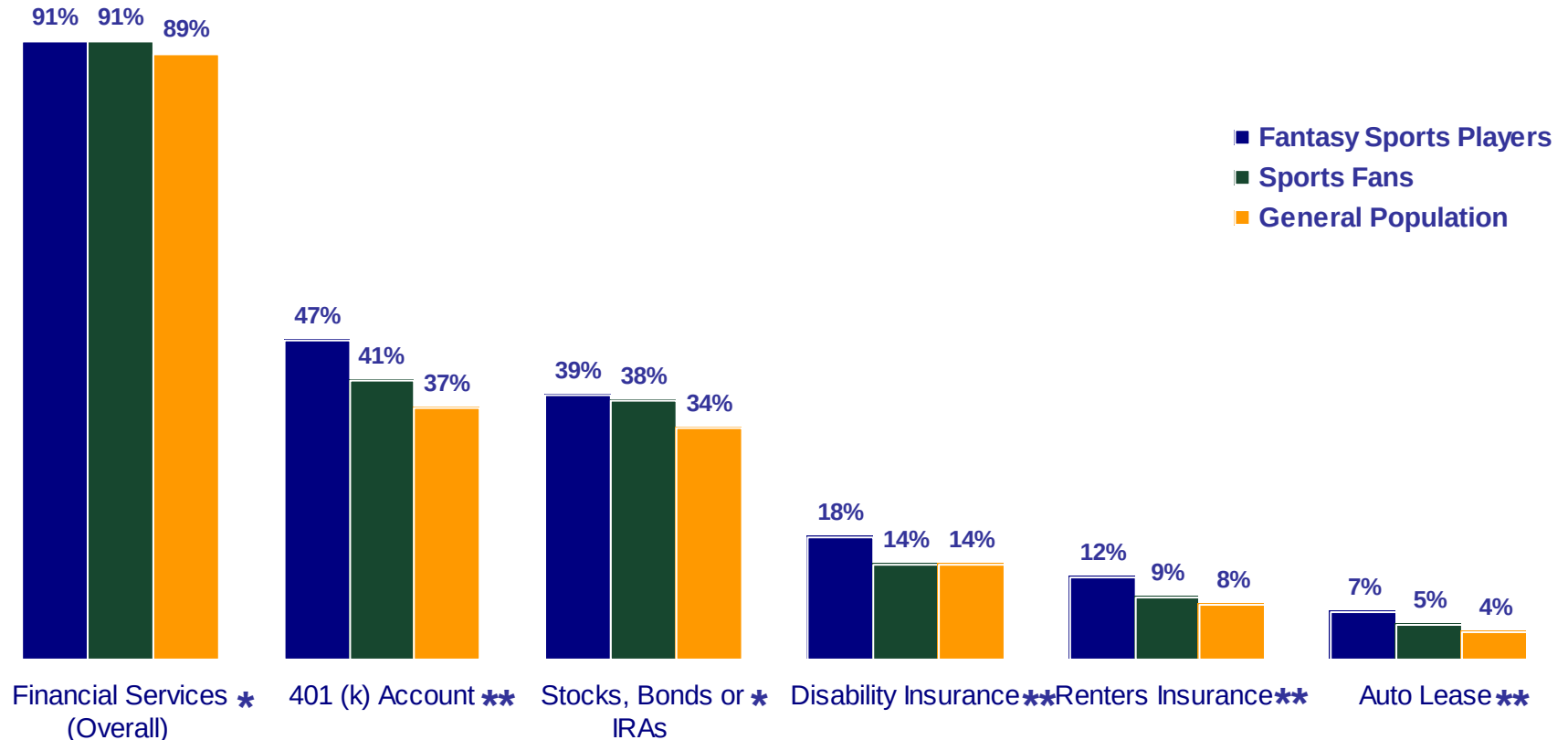
- Three quarters of Fantasy Sports Players have auto insurance (75%), over half have life insurance (54%) and homeowner's/renter's insurance (51%).



Base: Fantasy Sports Players n=1,103

Financial Services – Significant Difference Comparison (Top 5)

- While the overall usage of financial services or products of Fantasy Sports Players is similar to Sports Fans and the General Population, some specific products like 401(k) accounts, disability insurance, renter's insurance and auto leases are higher among FSPs than the other two populations.



****** Statistical difference between Fantasy Sports Players, Sports Fans and General Population

***** Statistical difference between Fantasy Sports Players, and General Population

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Main Financial Services Used/Owned by Fantasy Sports Players – Demographic Differences (Top 5)

- Overall older (aged 35+) Fantasy Sports Players are more likely than younger players (18-34) to have a or use financial products or services.
- FSPs with a household income over \$50,000 are twice as likely as those with a lower income to have homeowner's/renter's insurance, a home mortgage and a 401(k) account.

FANTASY Sports Players	Auto Insurance	Life Insurance	Homeowner's /Renter's Insurance	Home Mortgage	401(k) Account
Males	76%	55%	51%	46%	47%
Females	72%	52%	54%	50%	45%
18 – 34	68%	46%	41%	38%	43%
35 – 54	82%	61%	64%	58%	54%
55+	87%	73%	64%	52%	41%
<\$50K	63%	34%	28%	25%	26%
\$50K>	82%	65%	64%	59%	58%
Northeast	68%	57%	49%	46%	45%
Midwest	77%	57%	57%	50%	52%
South	80%	56%	52%	50%	48%
West	71%	43%	46%	39%	40%

Q. Which of the following financial services or products do you currently use or own?

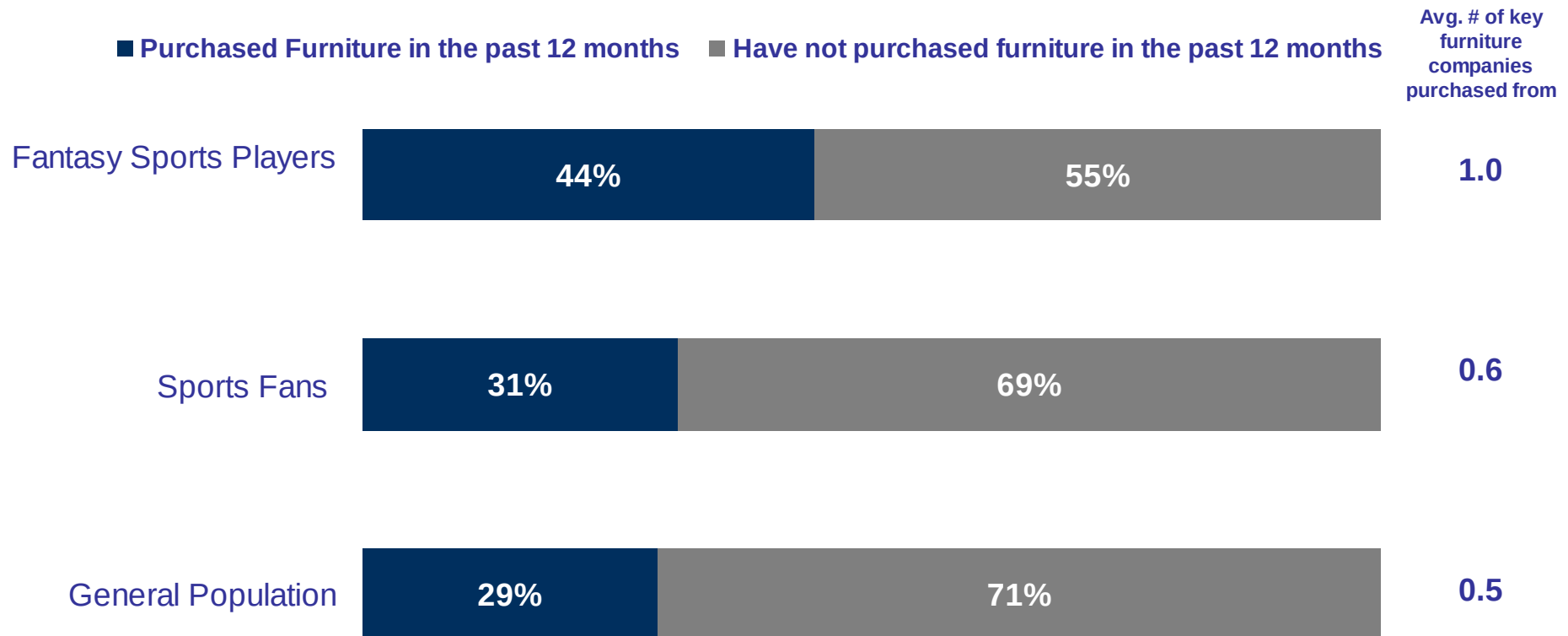
Base: Fantasy Sports Players n=1,103

Furniture

Purchased in the past 12 months

Furniture – Overall Comparison

- Over four in 10 Fantasy Sports Players have purchased furniture from a main furniture company in the past 12 months.
- Category usage among Fantasy Sports Players is significantly higher than it is among Sports Fans and the General Population



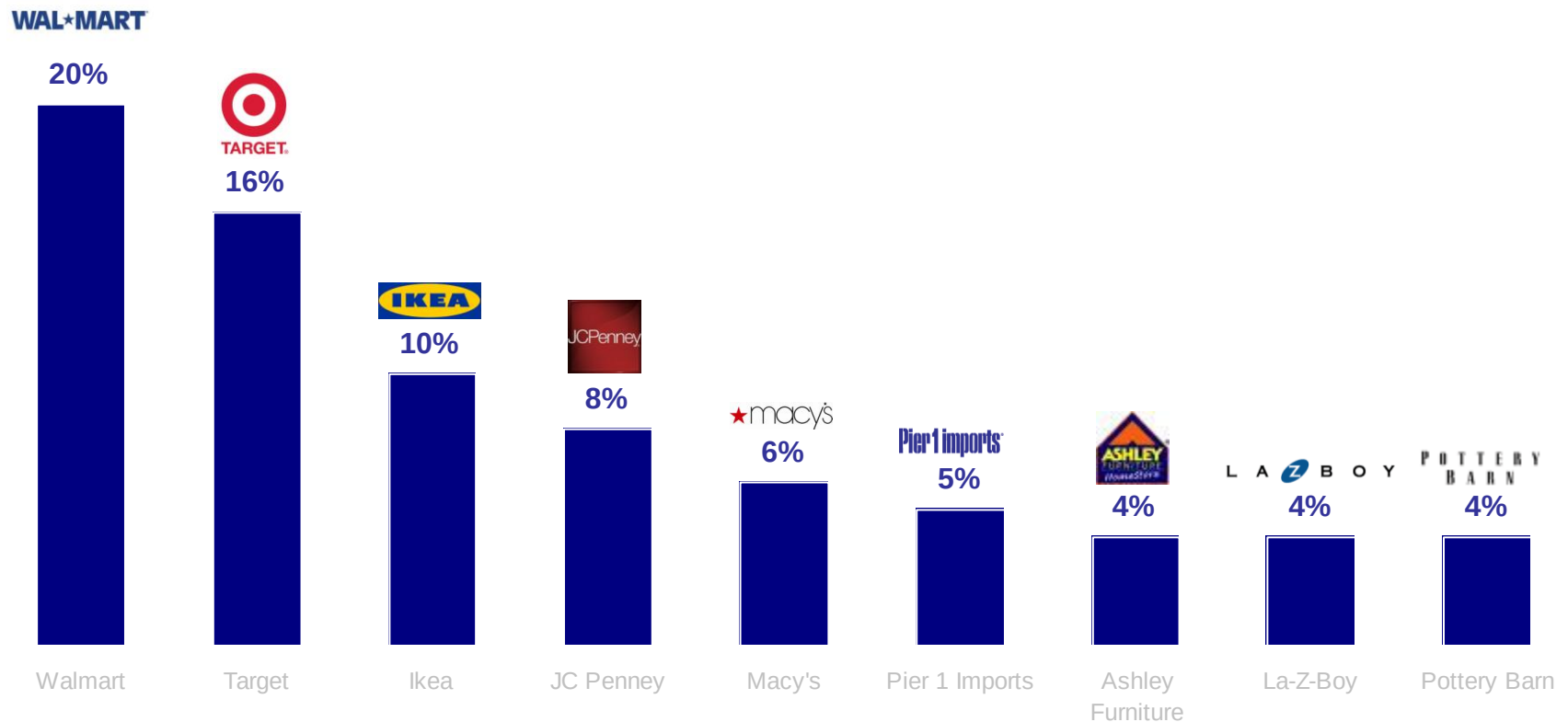
Q. From which of the following companies have you personally purchased furniture in the past 12 Months?

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Leading Furniture Companies from which Fantasy Sports Players Purchased – Demographic Differences (Top 5)

- One in five FSPs have purchased furniture from Wal-Mart (20%) in the past 12 month; one in six have purchased furniture from Target (16%) and one in 10 from Ikea (10%).

■ Fantasy Sports Players

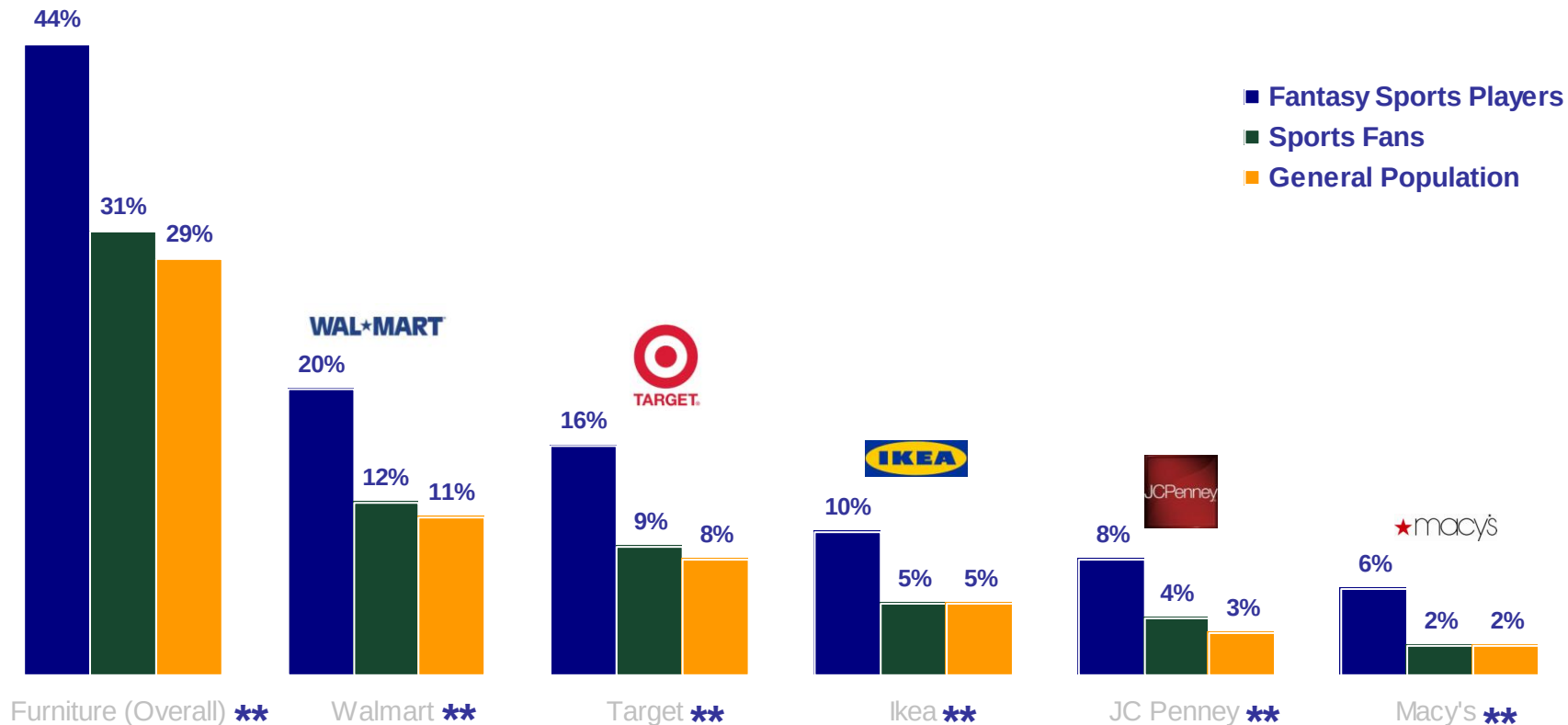


Q. From which of the following companies have you personally purchased furniture in the past 12 Months?

Base: Fantasy Sports Players n=1,103

Furniture – Significant Difference Comparison (Top 5)

- Fantasy Sports Players purchased furniture from Wal-Mart, Target, Ikea, JCPenney and Macys in the past year significantly more than Sports Fans or the General Population.



** Statistical difference between Fantasy Sports Players, Sports Fans and General Population

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Furniture – Demographic Differences (Top 5)

- Younger (18-34) FSPs are more likely to purchase furniture than older players.
- Female players are more likely to purchase furniture from Target or Pier1 Imports than male players.

FANTASY Sports Players	WAL*MART	 TARGET				Pier1 imports
Males	19%	14%	10%	7%	5%	4%
Females	24%	22%	12%	9%	8%	10%
18 – 34	25%	21%	15%	10%	8%	7%
35 – 54	16%	9%	4%	4%	4%	3%
55+	12%	10%	5%	5%	1%	2%
<\$50K	24%	13%	9%	8%	5%	4%
\$50K>	19%	18%	11%	8%	7%	5%
Northeast	16%	15%	12%	9%	7%	7%
Midwest	16%	14%	9%	8%	4%	4%
South	27%	16%	8%	6%	6%	5%
West	20%	21%	13%	8%	7%	4%

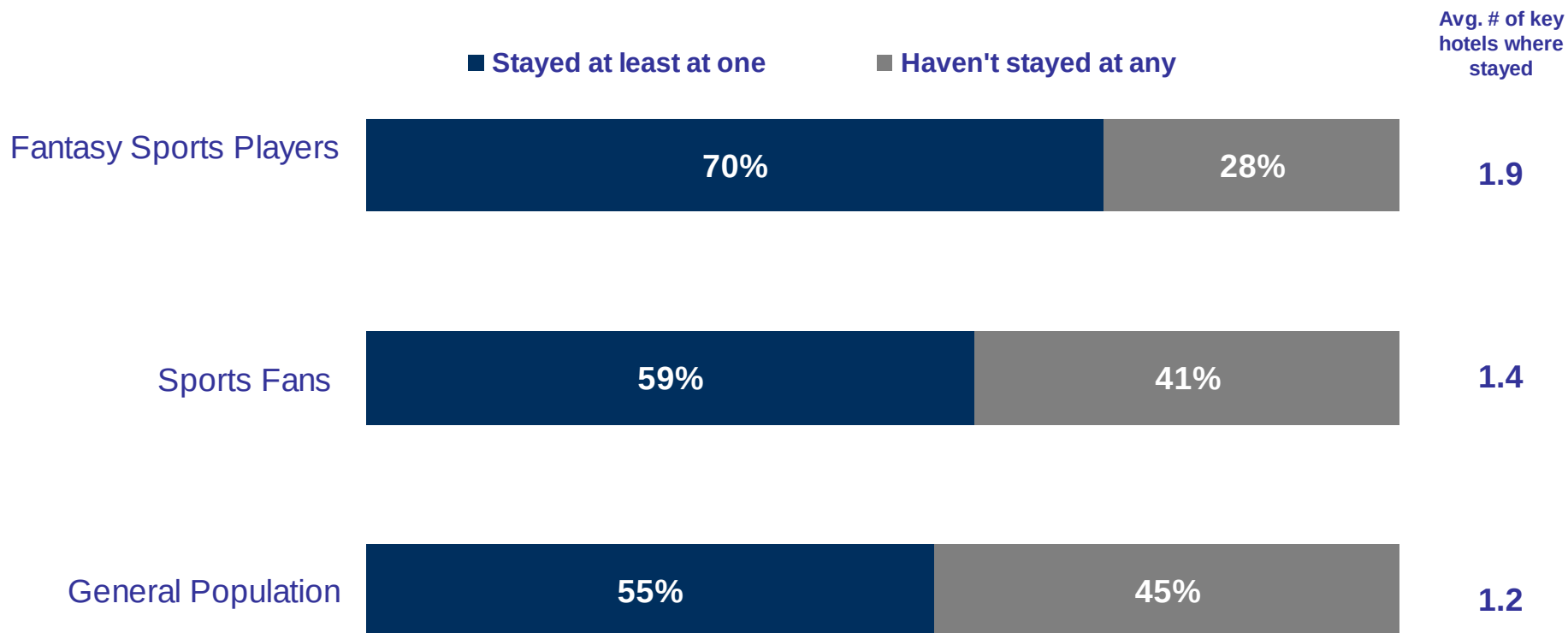
Q. From which of the following companies have you personally purchased furniture in the past 12 Months?

Hotels

Stayed at in the past 12 months

Hotels – Overall Comparison

- Seven in 10 FSPs have stayed in a hotel in the past year.
- Category usage among Fantasy Sports Players is significantly higher than it is among Sports Fans and the General Population
- On average, FSPs have stayed in 1.9 major hotels in the past year, compared to 1.4 for Sports Fans and 1.2 for the General Public.

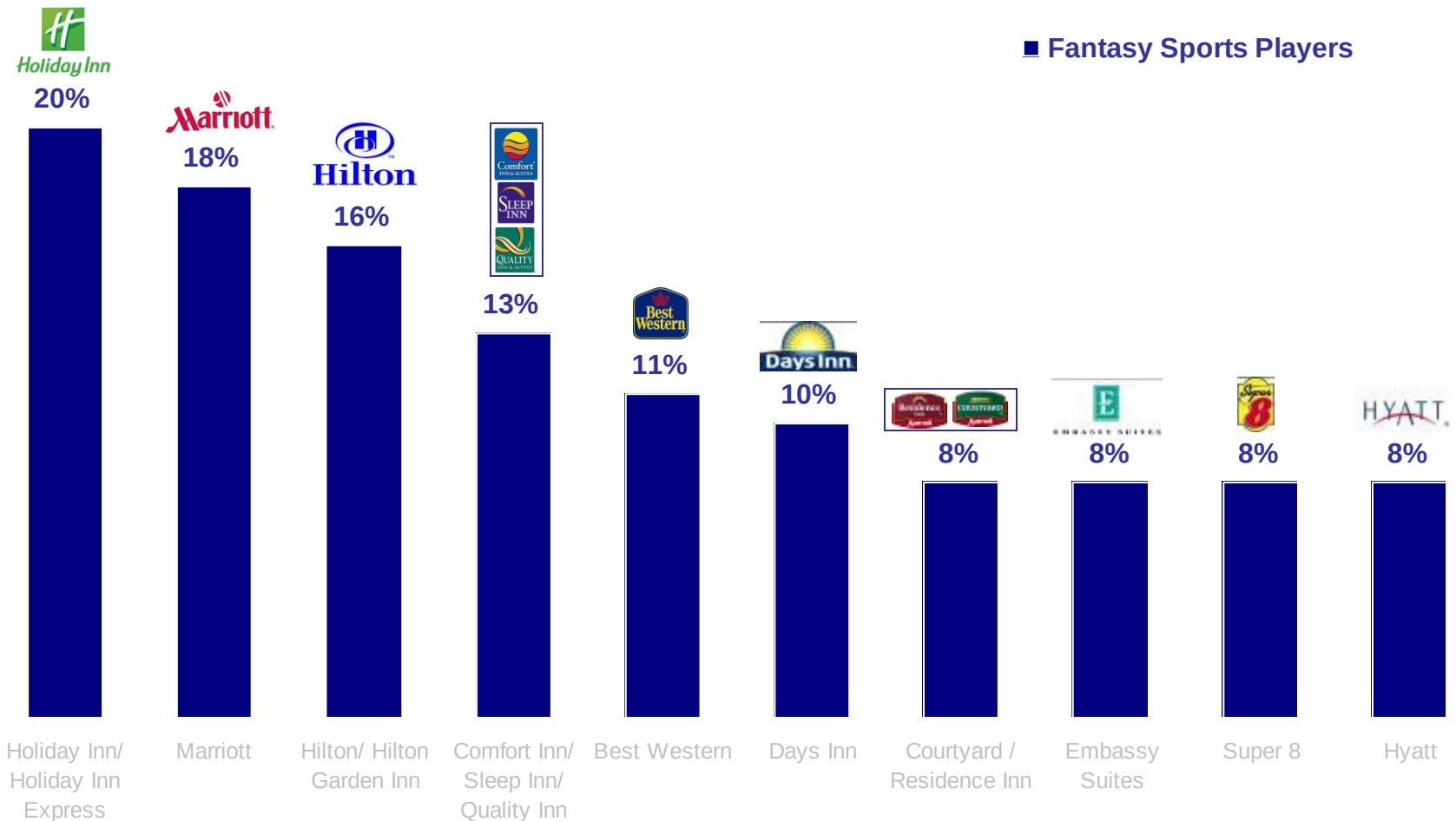


Q. In which of the following Hotels have you personally stayed in over the course of the past 12 months?

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Hotels – Main Hotels Where FS Players Stay (top 10)

- One in five FSPs (20%) have stayed at a Holiday Inn/Holiday Inn Express in the past year.
- Over one in six have stayed at a Marriott (18%) and Hilton/Hilton Garden Inn (16%).

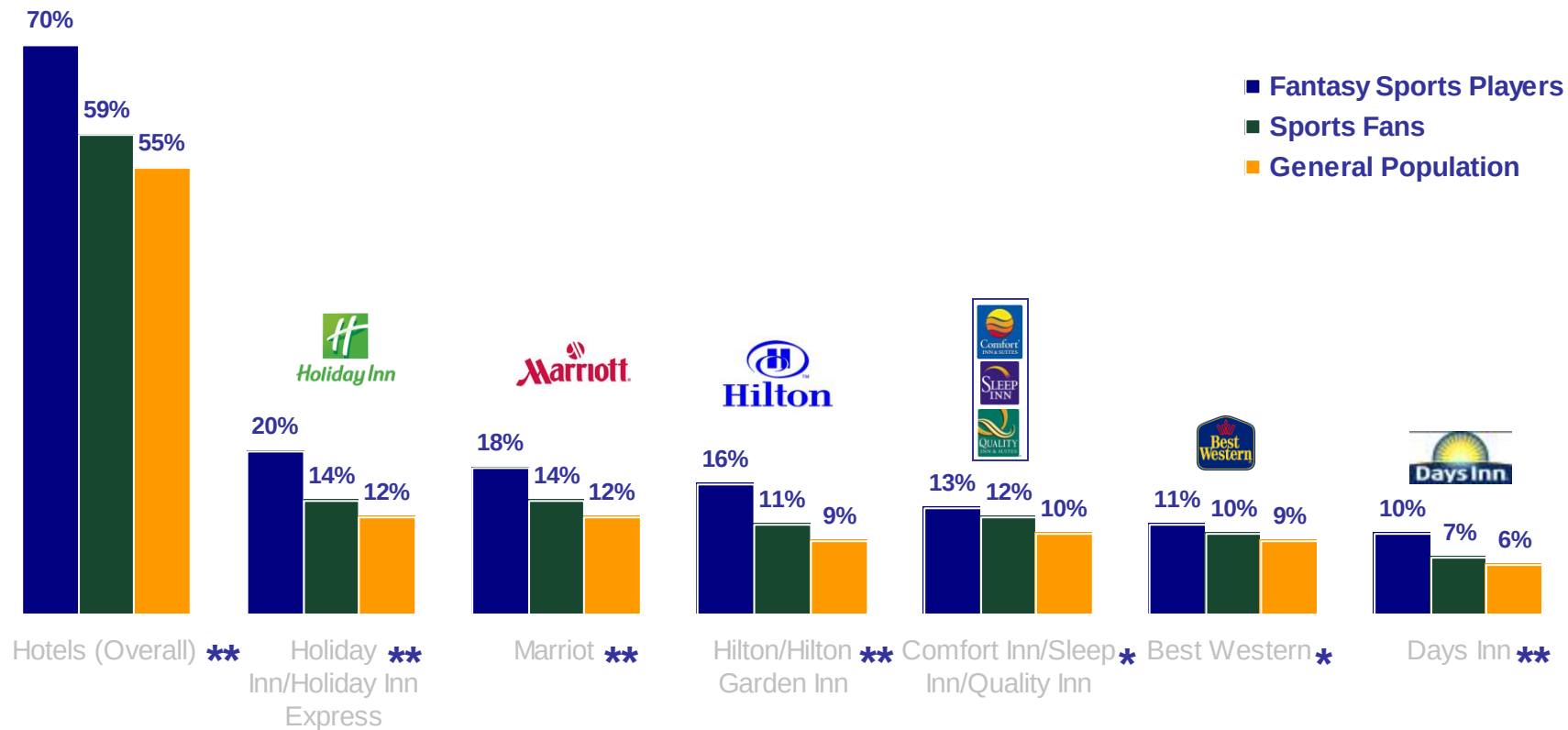


Q. In which of the following Hotels have you personally stayed in over the course of the past 12 months?

Base: Fantasy Sports Players n=1,103

Hotels – Significant Difference Comparison (Top 6)

- In the past year, FSPs stayed at Holiday Inn, Marriott, Hilton and Days Inn significantly more than Sports Fans or the General Population.



** Statistical difference between Fantasy Sports Players, Sports Fans and General Population

* Statistical difference between Fantasy Sports Players, and General Population

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Leading Hotels where Fantasy Sports Players Stay – Demographic Differences (Top 5)

- While both male and female FSPs are likely to stay at Holiday Inn, female players are more likely to stay at higher-end hotels such as Marriott or Hilton than male players.

FANTASY Sports Players					
Males	20%	16%	14%	13%	10%
Females	19%	22%	21%	12%	14%
18 – 34	21%	21%	18%	12%	11%
35 – 54	17%	14%	14%	14%	10%
55+	17%	12%	12%	14%	14%
<\$50K	14%	12%	8%	8%	9%
\$50K>	23%	21%	20%	16%	12%
Northeast	17%	20%	15%	10%	8%
Midwest	21%	14%	18%	14%	12%
South	22%	18%	15%	16%	12%
West	16%	18%	15%	9%	12%

Q. In which of the following Hotels have you personally stayed in over the course of the past 12 months?

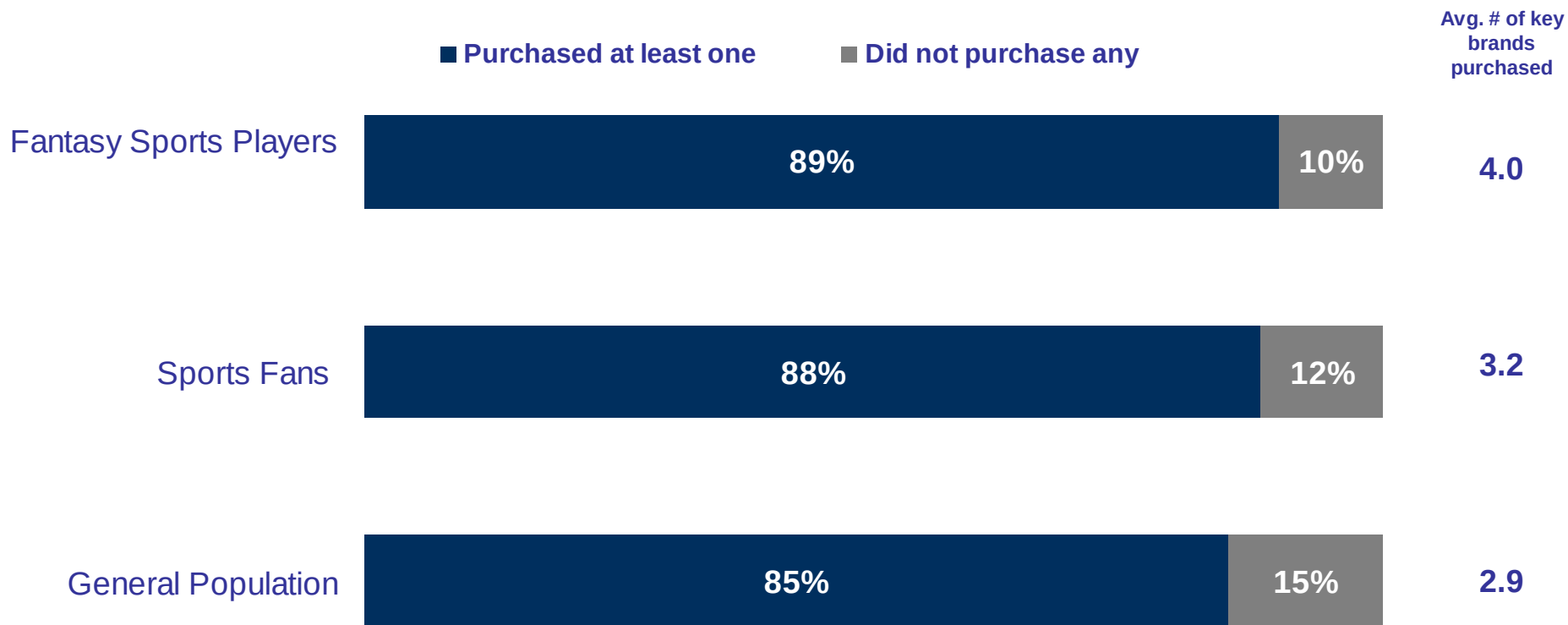
Base: Fantasy Sports Players n=1,103

Personal Care Products

Purchased in the past 30 days

Personal Care Products – Overall Comparison

- Close to nine in 10 Fantasy Sports Players have purchased at least one personal care product in the past 30 days.
- Category usage among Fantasy Sports Players is significantly higher than it is among the General Population.
- On average, Fantasy Sports Players have purchased 4.0 key personal care brands in the past month, compared to 3.2 for Sports Fans and 2.9 for the General Public.



Q. Which of the following brands of personal care products have you personally purchased for yourself the past 30 days?

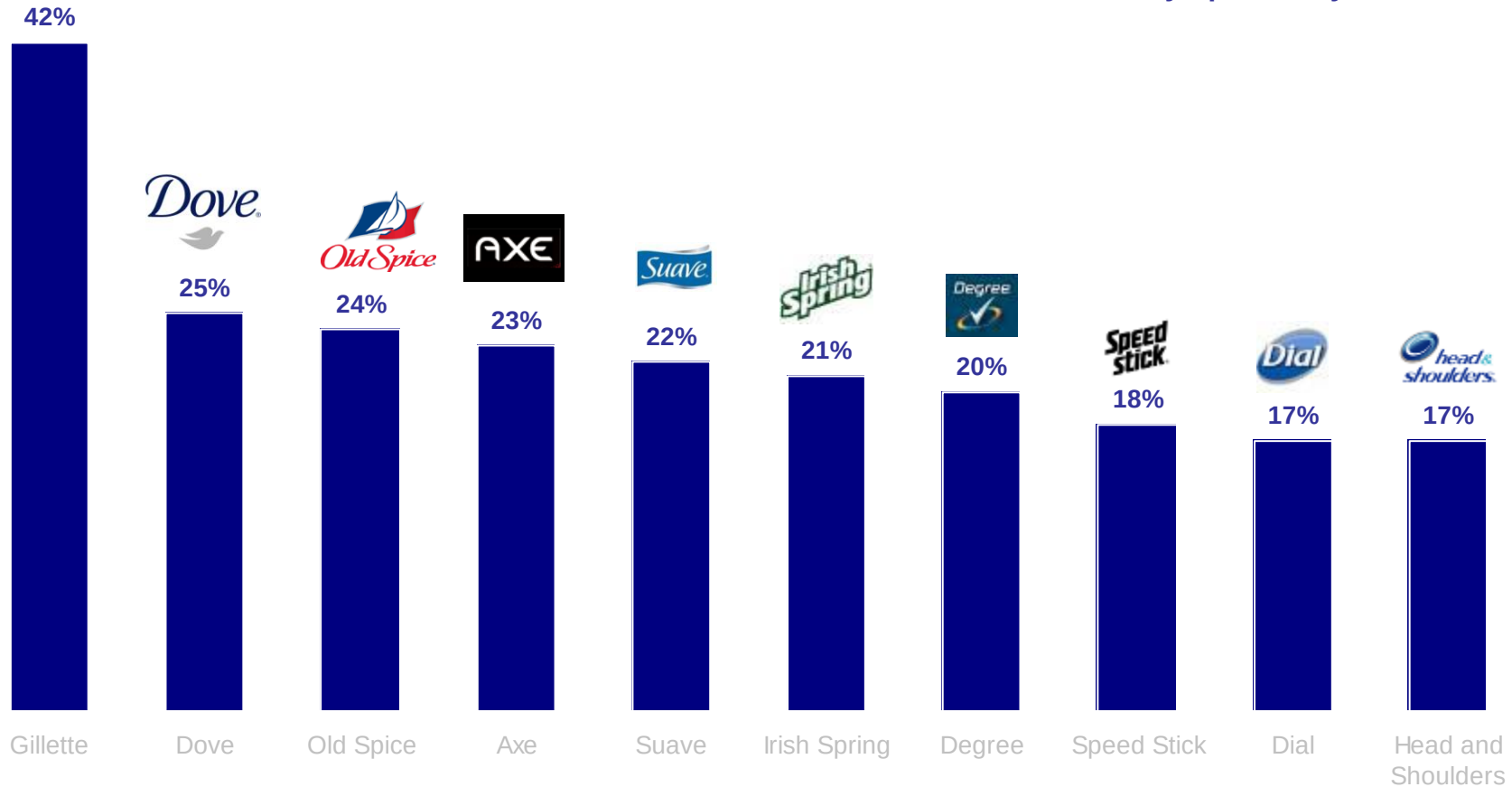
Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Personal Care Products – Main Brands Purchased by FS Players (top 10)

- Over four in 10 fantasy Sports Players have purchased a Gillette product in the past month.
- At least two in 10 each have purchase Dove, Old Spice, Axe, Suave, Irish Spring and Degree.

Gillette®

■ Fantasy Sports Players

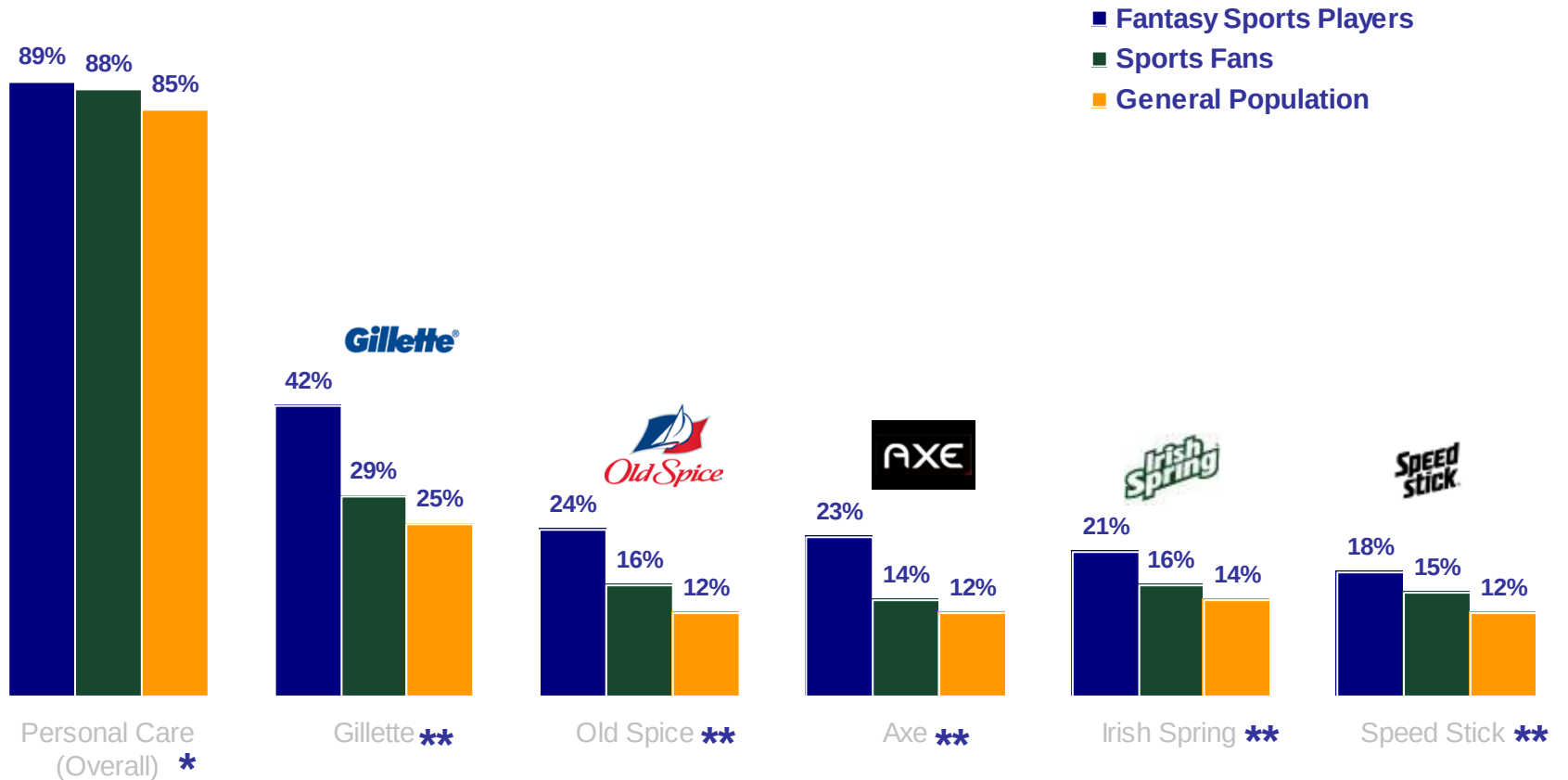


Q. Which of the following brands of personal care products have you personally purchased for yourself the past 30 days?

Base: Fantasy Sports Players n=1,103

Personal Care Products – Significant Difference Comparison (Top 5)

- Fantasy Sports Players purchase Gillette, Old Spice, Axe, Irish Spring and Speed Stick products significantly more than do Sports Fans or the General Population.



** Statistical difference between Fantasy Sports Players, Sports Fans and General Population

* Statistical difference between Fantasy Sports Players, and General Population

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Purchase of Leading Personal Care Product Brands by Fantasy Sports Players – Demographic Differences (Top 5)

- Four in 10 male (44%) and three in 10 female (32%) FS Players have purchased a Gillette product in the past 30 days.
- At least one in four male FS Players purchased an Axe (26%) or Old Spice (27%) product, while at least four in 10 female FS players purchased a Suave (41%) or Dove (51%) product in the past 30 days.

FANTASY Sports Players					
Males	44%	19%	27%	26%	17%
Females	32%	51%	11%	11%	41%
18 – 34	44%	30%	26%	28%	21%
35 – 54	41%	18%	20%	17%	24%
55+	38%	24%	24%	13%	21%
<\$50K	40%	24%	23%	25%	23%
\$50K>	43%	26%	24%	22%	22%
Northeast	42%	28%	23%	22%	21%
Midwest	40%	18%	27%	20%	21%
South	46%	27%	25%	27%	26%
West	38%	29%	19%	21%	18%

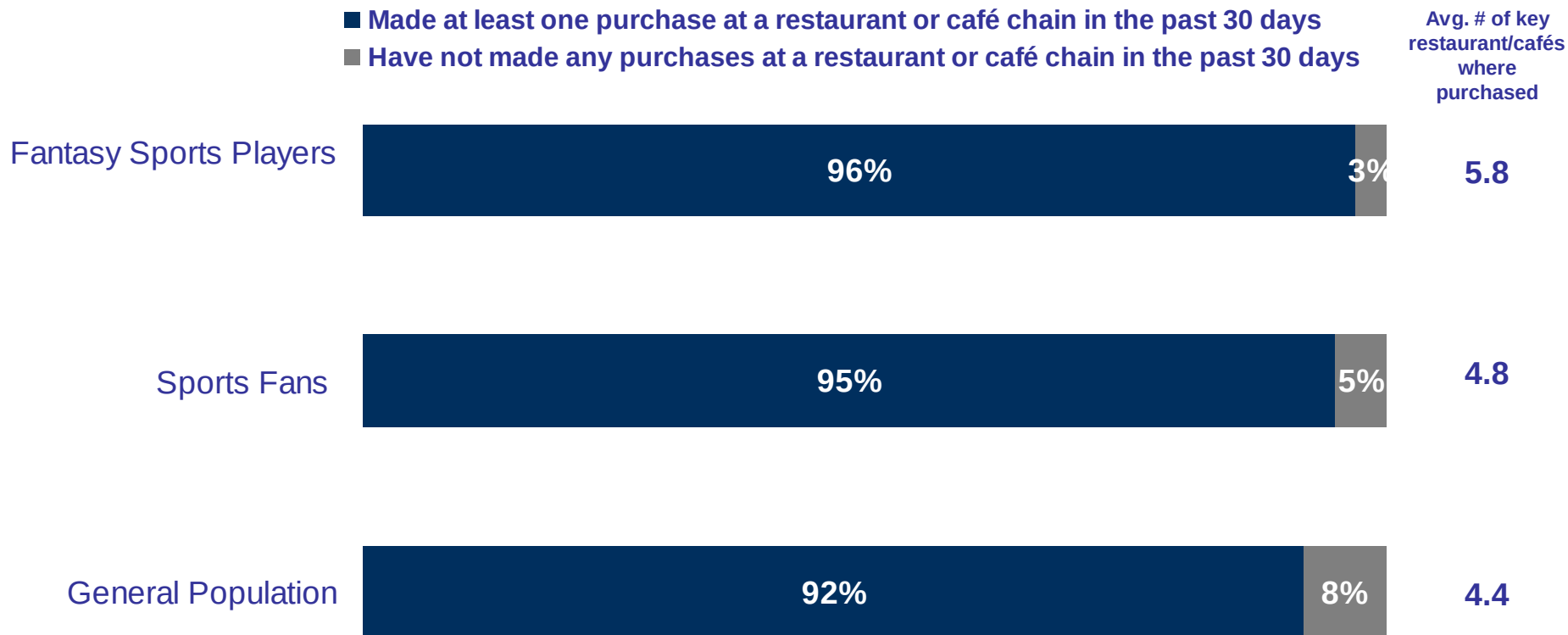
Q. Which of the following brands of personal care products have you personally purchased for yourself the past 30 days?

Restaurant and Café Chains

Made a purchase in the past30 days

Restaurant and Café Chains – Overall Comparison

- Virtually all Fantasy Sports Players have made purchases at a key restaurant or café in the past 30 days.
- Category usage among Fantasy Sports Players is significantly higher than it is among Sports Fans and the General Population
- On average, Fantasy Sports Players have purchased at 5.8 restaurant or café chains in the past month, compared to 4.8 for Sports Fans and 4.4 for the General Public.

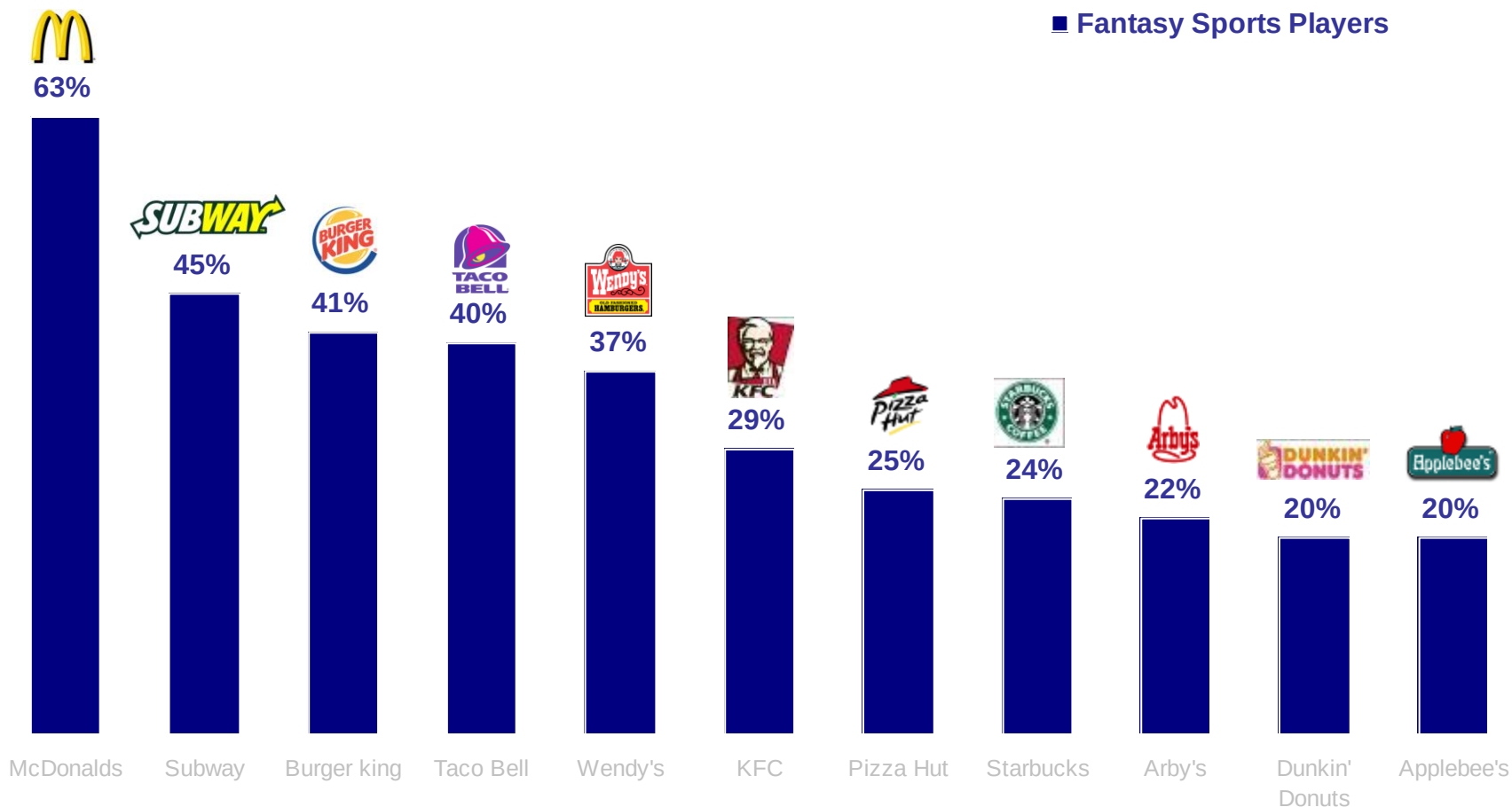


Q. 13. From which of the following restaurant and café chains have you made at least one purchase whether to eat in, take-out or for delivery in the past 30 days?

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Restaurant and Café Chains – Main Chains In Which FS Players Recently Made Purchases (top 11)

- Close to two thirds of Fantasy Sports Players (63%) have made a purchase at McDonald's in the past month.
- Over four in 10 have made a purchase at Subway (45%), Burger King (41%), and Taco Bell (40%).

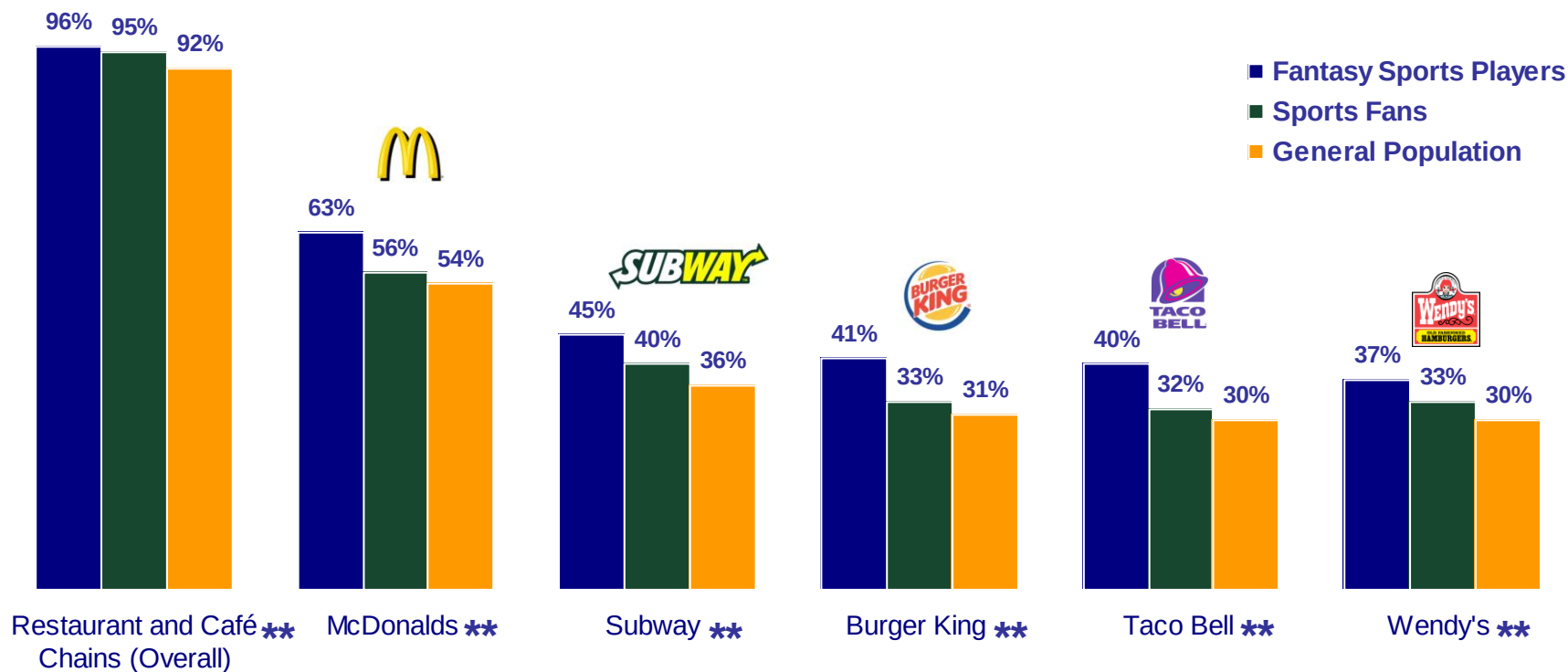


Q. 13. From which of the following restaurant and café chains have you made at least one purchase whether to eat in, take-out or for delivery in the past 30 days?

Base: Fantasy Sports Players n=1,103

Leading Restaurant/Café Chains where Fantasy Sports Players Purchase – Demographic Differences (Top 5)

- Fantasy Sports Players have made a purchase at McDonald's, Subway, Burger King, Taco Bell and Wendy's in the past month significantly more than Sports Fans or the General Population



Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Restaurant and Café Chains – Demographic Differences (Top 5)

- Female players are more likely to have made a purchase at McDonald's than male players (69% vs. 62%, respectively).
- Players in the Northeast (34%) are less likely to have made a purchase at Subway than players in the Midwest (51%), West (49%) or South (45%).

FANTASY Sports Players					
Males	62%	44%	42%	41%	36%
Females	69%	49%	40%	39%	40%
18 – 34	64%	48%	43%	45%	38%
35 – 54	63%	42%	43%	37%	36%
55+	59%	41%	29%	31%	31%
<\$50K	62%	42%	44%	41%	34%
\$50K>	64%	46%	40%	40%	38%
Northeast	61%	34%	44%	25%	38%
Midwest	69%	51%	43%	46%	38%
South	64%	45%	40%	43%	42%
West	58%	49%	37%	46%	25%

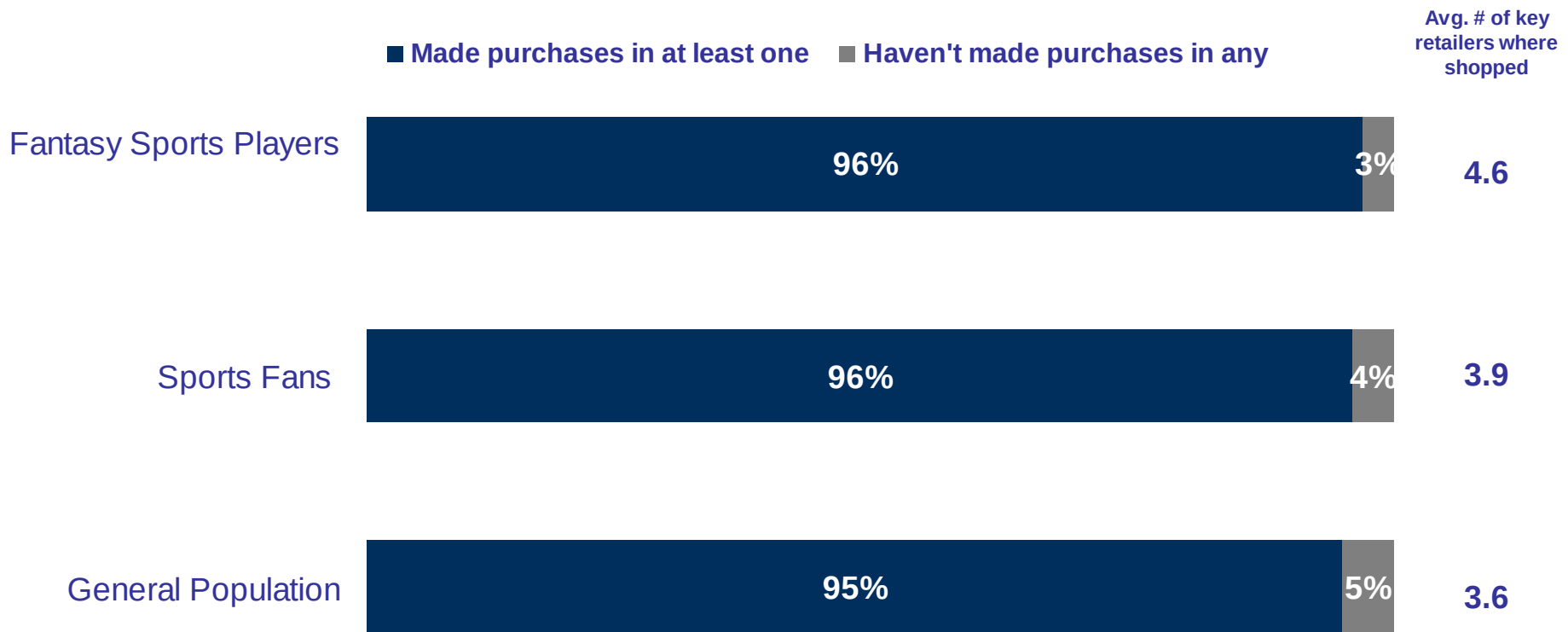
Q. 13. From which of the following restaurant and café chains have you made at least one purchase whether to eat in, take-out or for delivery in the past 30 days?

Retailers

Shopped at in the past 30 days

Retailers – Overall Comparison

- Virtually all Fantasy Sports Players have shopped in key retailers in the past 30 days.
- Category usage among Fantasy Sports Players is significantly higher than it is among Sports Fans and the General Population
- On average, Fantasy Sports Players have purchased at 4.6 retailers in the past month, compared to 3.9 for Sports Fans and 3.6 for the General Public.

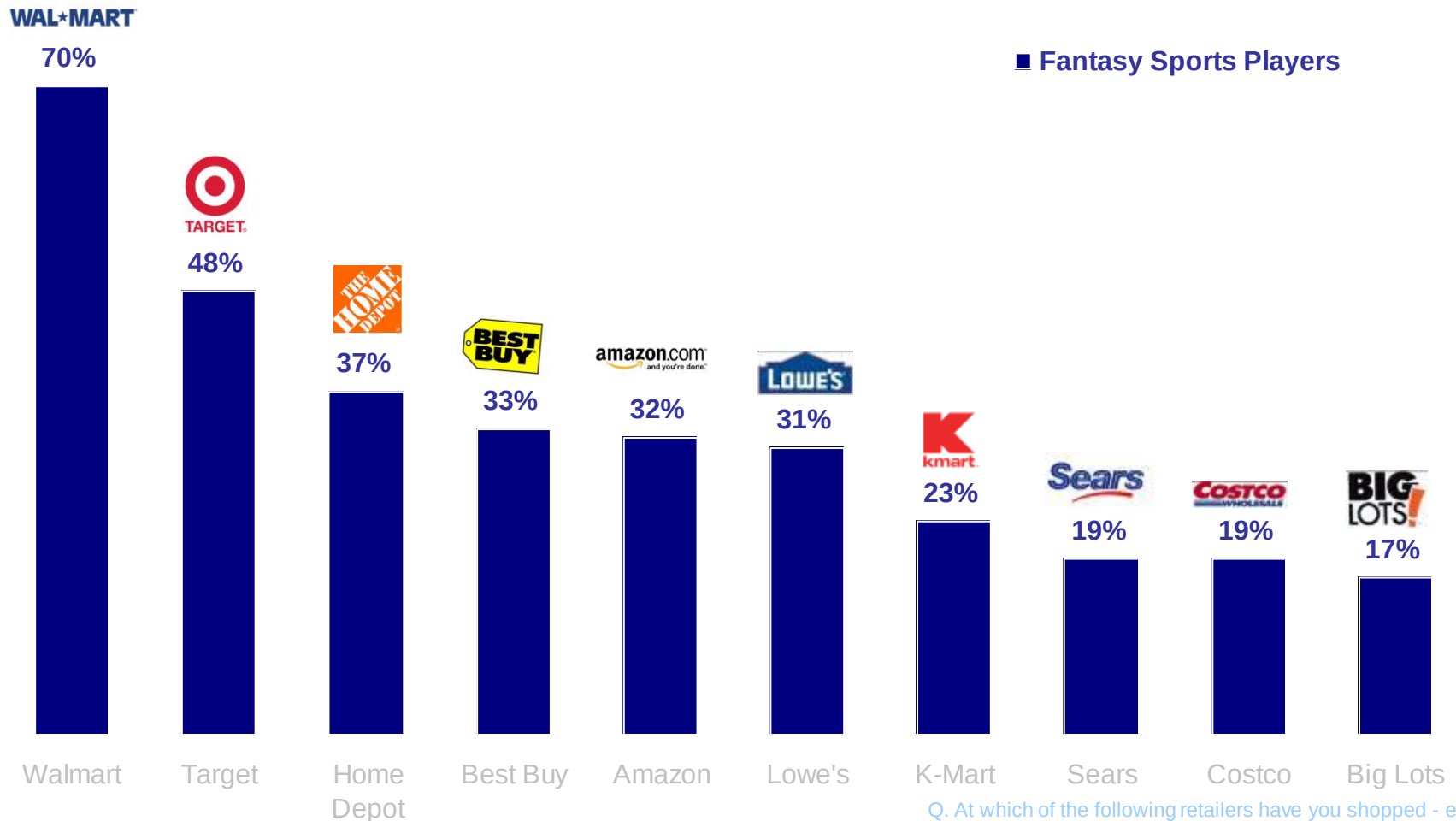


Q. At which of the following retailers have you shopped - either online or at stores - in the past 30 days?

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Retailers – Main Retailers In Which FS Players Make Purchases (top 10)

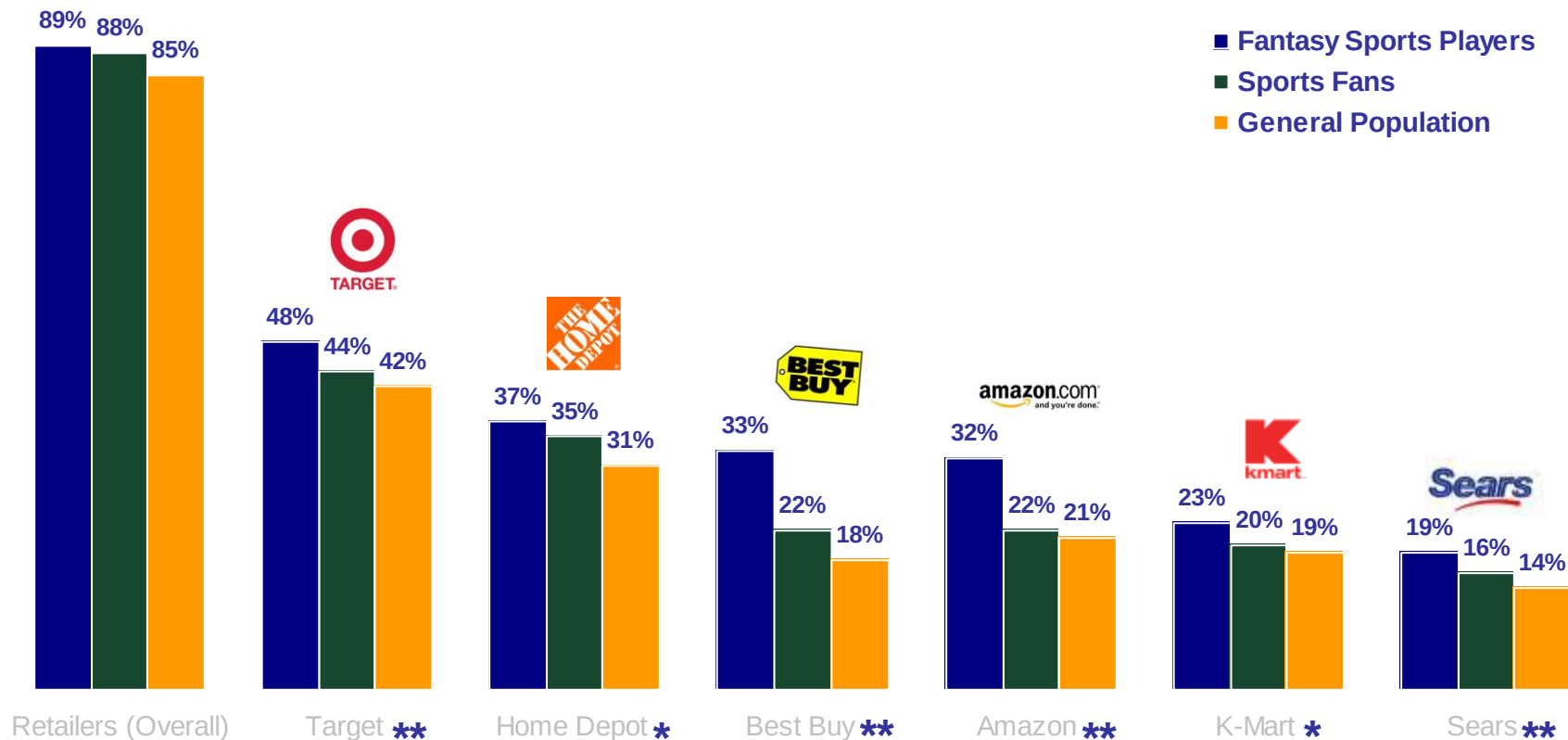
- Over seven in 10 Fantasy Sports Players (70%) have shopped at Wal-Mart in the past month.
- Close to half have shopped at Target (48%); and over three in 10 at Home Depot (37%), Best Buy (33%), Amazon (32%) and Lowe's (31%).



Base: Fantasy Sports Players n=1,103

Retailers – Significant Difference Comparison (Top 6)

- Fantasy Sports Players shop at Target, Best Buy, Amazon and Sears significantly more than do Sports Fans or the General Population.
- They also shop significantly more than the general population at Home Depot and K-Mart.



Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Leading Retailers where Fantasy Sports Players Purchase – Demographic Differences (Top 5)

- A larger proportion of female FS Players than male players shop at Wal-Mart and Target; while male players are more likely to shop at Home Depot and Best buy than their female counterparts.
- Over eight in 10 FS players from the Southern region (81%) shopped at Wal-Mart in the past 30 days.

FANTASY Sports Players	WAL*MART	 TARGET	 THE HOME DEPOT	 BEST BUY	 amazon.com™ and you're done.™
Males	68%	45%	39%	34%	32%
Females	78%	63%	31%	30%	32%
18 – 34	68%	53%	30%	38%	36%
35 – 54	75%	42%	45%	28%	27%
55+	69%	45%	48%	25%	28%
<\$50K	76%	39%	30%	26%	26%
\$50K>	67%	53%	41%	37%	35%
Northeast	61%	43%	40%	32%	35%
Midwest	69%	52%	32%	35%	32%
South	81%	48%	39%	34%	31%
West	65%	51%	38%	31%	32%

Q. At which of the following retailers have you shopped - either online or at stores - in the past 30 days?

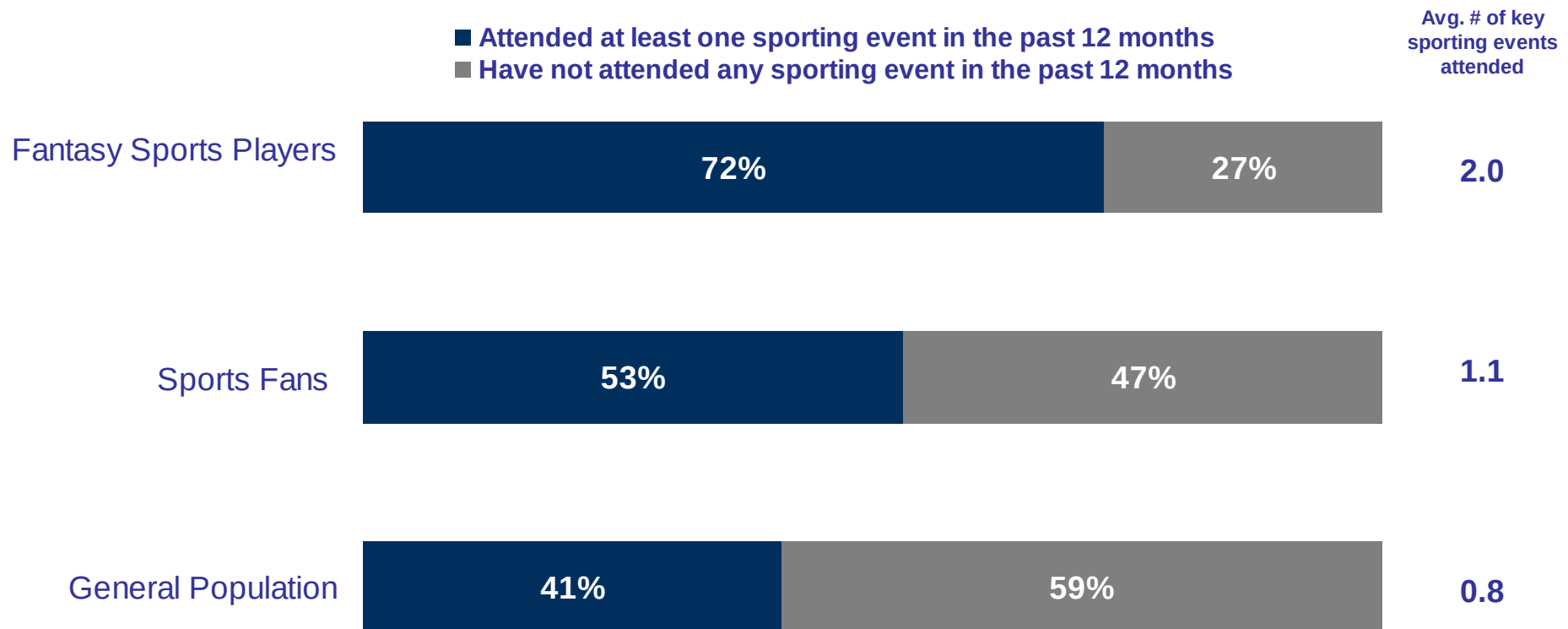
Base: Fantasy Sports Players n=1,103

Sporting Events

Attended in the past 12 months

Sporting Events – Overall Comparison

- Over seven in 10 Fantasy Sports Players have attended a sporting even in the past year.
- Fantasy Sports Players are significantly more likely to attend sporting events than Sports Fans and the General Population
- On average, Fantasy Sports Players attended 2.0 types of sporting events in the past year; in comparison, Sports Fans attended 1.1 and the General Population 0.8.

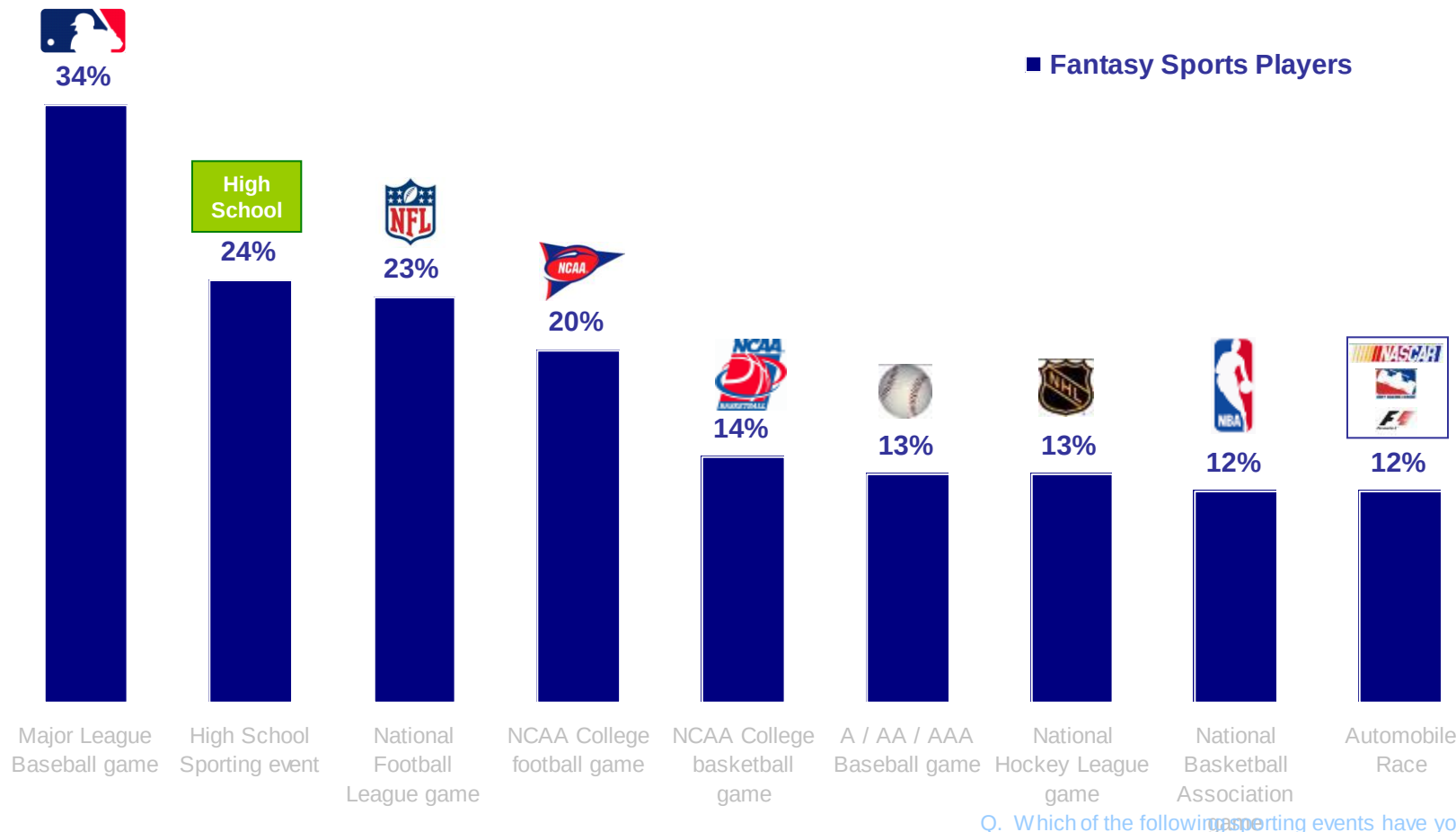


Q. Which of the following sporting events have you attended in the past 12 months?

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Sporting Events – Main Sporting Events FS Players Have Recently Attended (top 9)

- One third of FSPs attended an MLB (34%) game in the past year; close to one quarter attended a High School sporting event (24%) and an NFL Game (23%).
- Seasonality, the number of games in a season, and the ticket prices may impact the high level of attendance to MLB games compared to other sports.

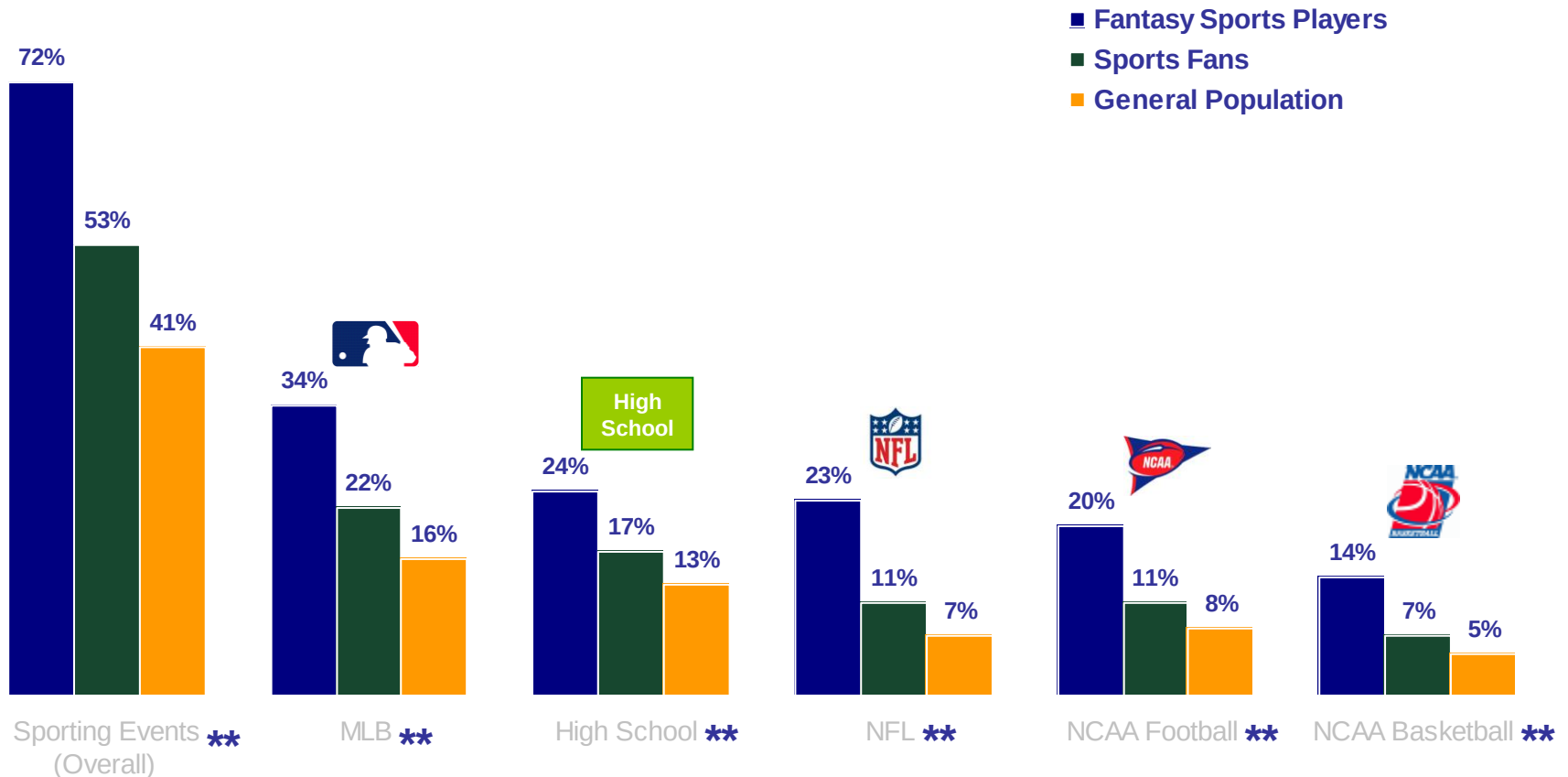


Q. Which of the following sporting events have you attended in the past 12 months?

Base: Fantasy Sports Players n=1,103

Sporting Events – Significant Difference Comparison (Top 5)

- Fantasy Sports Players have attended sporting events from MLB, High School, NFL, NCAA Football and NCAA Basketball in the past year significantly more than Sports Fans or the General Population.



** Statistical difference between Fantasy Sports Players, Sports Fans and General Population

Base: Fantasy Sports Players n=1,103; Sports Fans n=1,827; General Population n=3,034

Main Sporting Events Fantasy Sports Players Attend – Demographic Differences (Top 5)

- Overall, male FSPs attend more sporting events than female players; this is also the case among players with a household income over \$50,000 than those with lower incomes.

FANTASY Sports Players					
Males	36%	24%	25%	21%	15%
Females	27%	24%	15%	16%	9%
18 – 34	37%	25%	26%	25%	18%
35 – 54	29%	24%	21%	13%	8%
55+	32%	21%	13%	16%	10%
<\$50K	24%	21%	17%	15%	9%
\$50K>	39%	26%	26%	23%	16%
Northeast	39%	20%	24%	15%	11%
Midwest	40%	34%	23%	20%	18%
South	27%	23%	28%	26%	13%
West	30%	17%	13%	16%	11%

Q. Which of the following sporting events have you attended in the past 12 months?

Type of Fantasy Sports Played vs. Sporting Events Attended

- Fantasy Sports Player who play MLB, College Football and Basketball, Auto racing and NHL, are significantly more likely to attend sporting events from the types of leagues they play than are FSPs in general, Sports Fans or the General Population.

Type of Fantasy Sport Played

Type of Sporting Event Attended

	Gen. Pop	Sports Fans	Fantasy Sports Players							
	16%	22%	34%	37%	54%	36%	34%	36%	29%	38%
High School	13%	17%	24%	25%	30%	31%	35%	34%	29%	29%
	7%	11%	23%	28%	24%	27%	28%	30%	18%	28%
	8%	11%	20%	21%	23%	24%	40%	38%	20%	22%
	5%	7%	14%	14%	18%	19%	29%	28%	13%	19%
	4%	6%	13%	13%	17%	16%	16%	17%	12%	38%
	4%	6%	12%	10%	11%	11%	22%	21%	32%	15%
	4%	6%	12%	12%	15%	26%	20%	28%	10%	14%

Q. Which of the following sporting events have you attended in the past 12 months?



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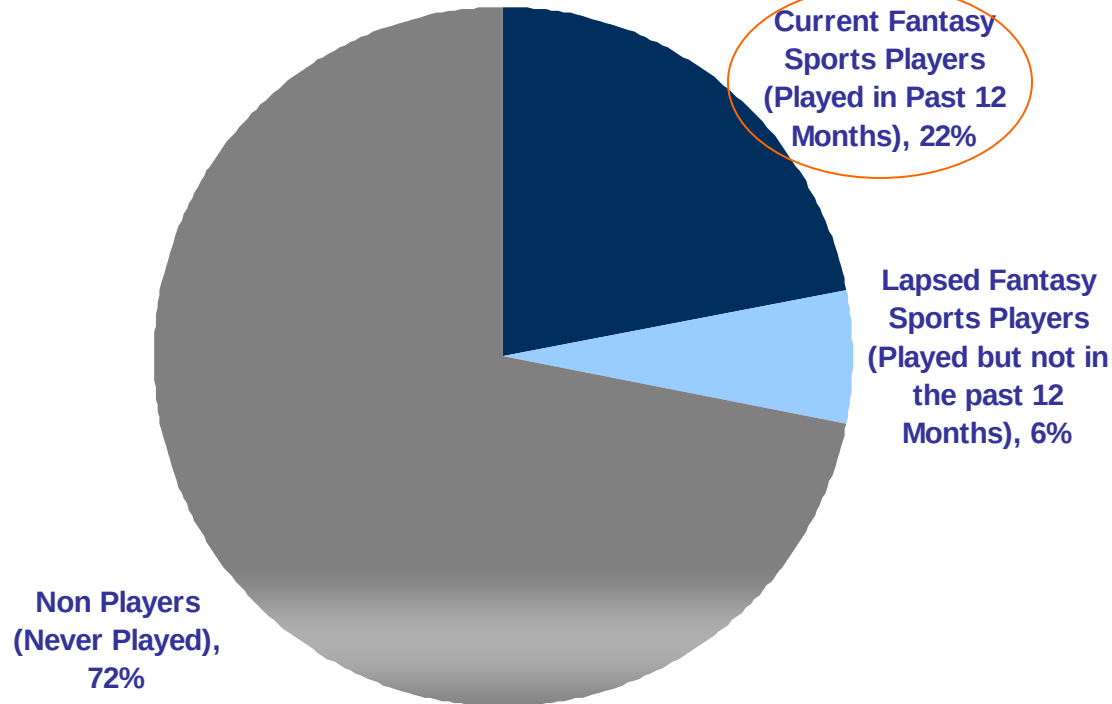


Number and Profile of Fantasy Sports Players in the United Kingdom



Number of Fantasy Sports players in the UK

- 22% of the survey respondents played Fantasy Sports in the past 12 months; the number of British Fantasy Sports Players aged 16-64 is estimated to range between 5.5 and 7.5 million*.



*Projection calculations based on following data:

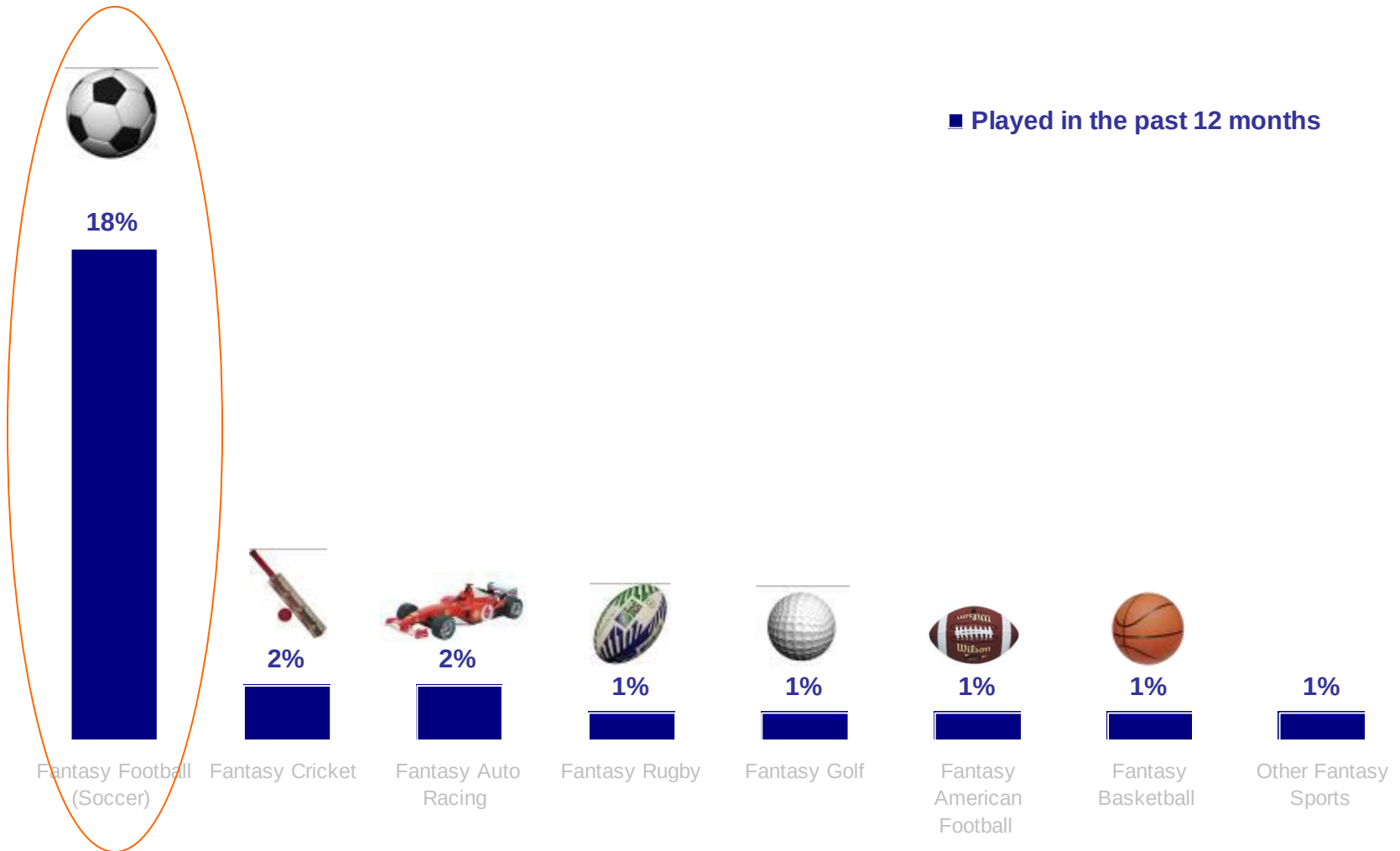
- Total UK population aged 16-64: 39,686,900 (Source: Office for National Statistics, 2007)
- Proportion of UK population aged 16-64 who are online: 75% (Source: Eurostat, 2007)
- Estimated total UK online population aged 16-64 : 29.8 million
- Penetration range: 19%-25% to account for margin of error of +/- 3 percentage points around incidence of 22% as measured in the survey

Q. Please select the responses below that best describe your participation in Fantasy Sports in the last year, i.e., since July 2008.

Q. At any point before July of 2008, did you play fantasy sports, where you select a team of professional athletes or teams to earn points based on their competition performance?

Type of Fantasy Sports Played in the UK

- 18% of all British survey respondents – representing over 8 in 10 Fantasy Sports Players -- play fantasy soccer.



Q. Please select the responses below that best describe your participation in Fantasy Sports in the last year, i.e., since July 2008.

Base: (UK) General population aged 16 – 64 n=1,033

Demographic Characteristics of Fantasy Sports Players in the UK

- Fantasy sports players in UK skew male, younger, more affluent and slightly more educated than the general population.
- They are also more likely to be employed than the general population aged 16-64.

	(UK) General Population (16-64)	(UK) Fantasy Sports Players
Males	48%	70%
Females	52%	30%
16 – 34	39%	48%
35 – 54	43%	43%
55 – 64	18%	9%
Employed	66%	71%
Not Employed/Retired	28%	20%
Student	7%	9%
Univ. Degree/Prof. Qual.	54%	58%
No Univ. Degree/Prof. Qual.	46%	43%
Married/Partnered	54%	55%
Single/Div'd/Wid'd/Sep'd	46%	46%
HH Income <£35K	70%	60%
HH Income £35K+	30%	40%
North/Scotland	35%	35%
Midlands/Wales	21%	24%
South incl. London	44%	41%

Q. Which of the following sporting events have you attended in the past 12 months?



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APPENDIX

Results from study conducted in 2008



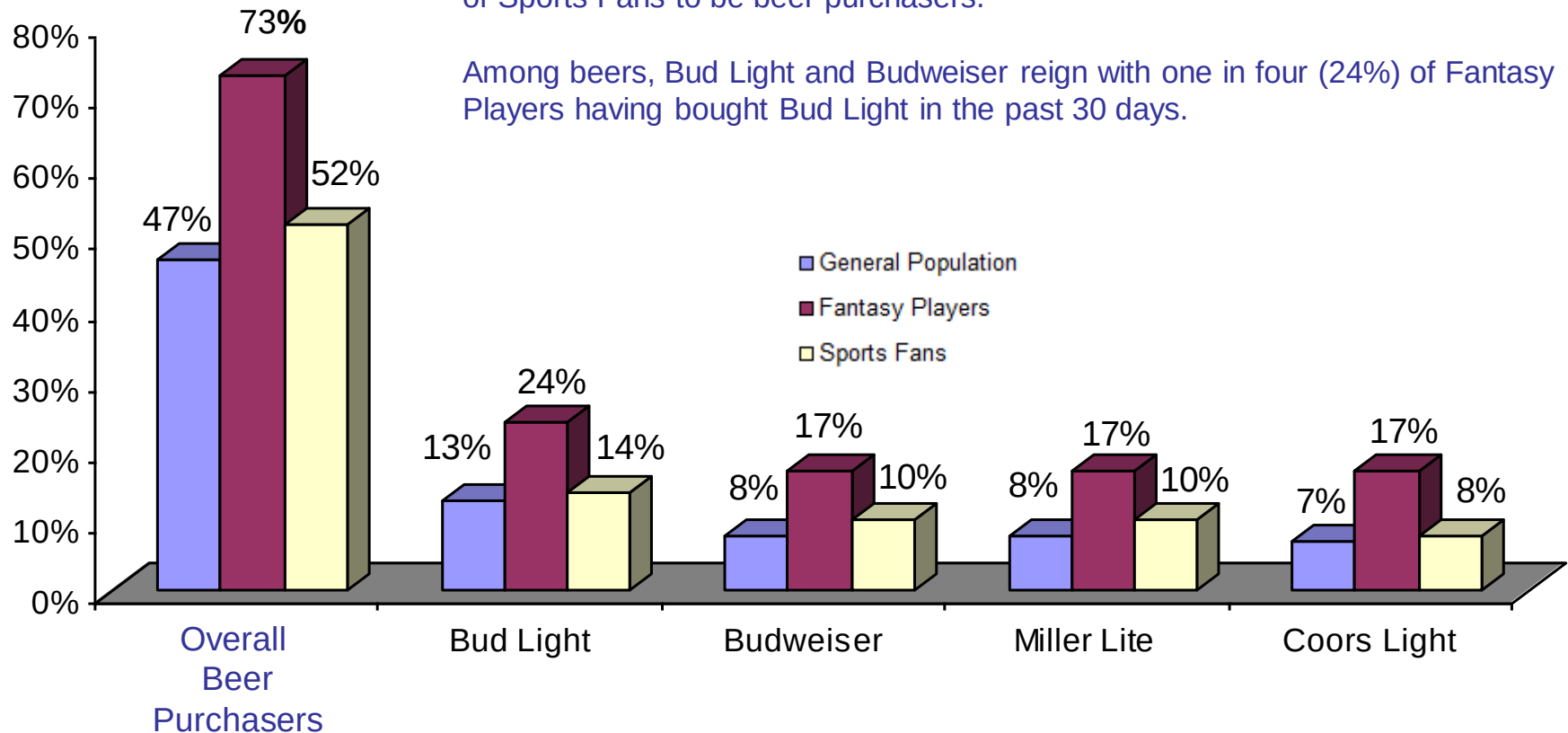
Beer Consumption

General Population, Fantasy Sports Players, Sports Fans – Beer Purchasers

2. Which of the following types or brands of beers have you personally purchased for yourself or someone else in the past 30 days?

Fantasy Sports Players are significantly more likely than the General Population or Sports Fans to be beer purchasers.

Among beers, Bud Light and Budweiser reign with one in four (24%) of Fantasy Players having bought Bud Light in the past 30 days.



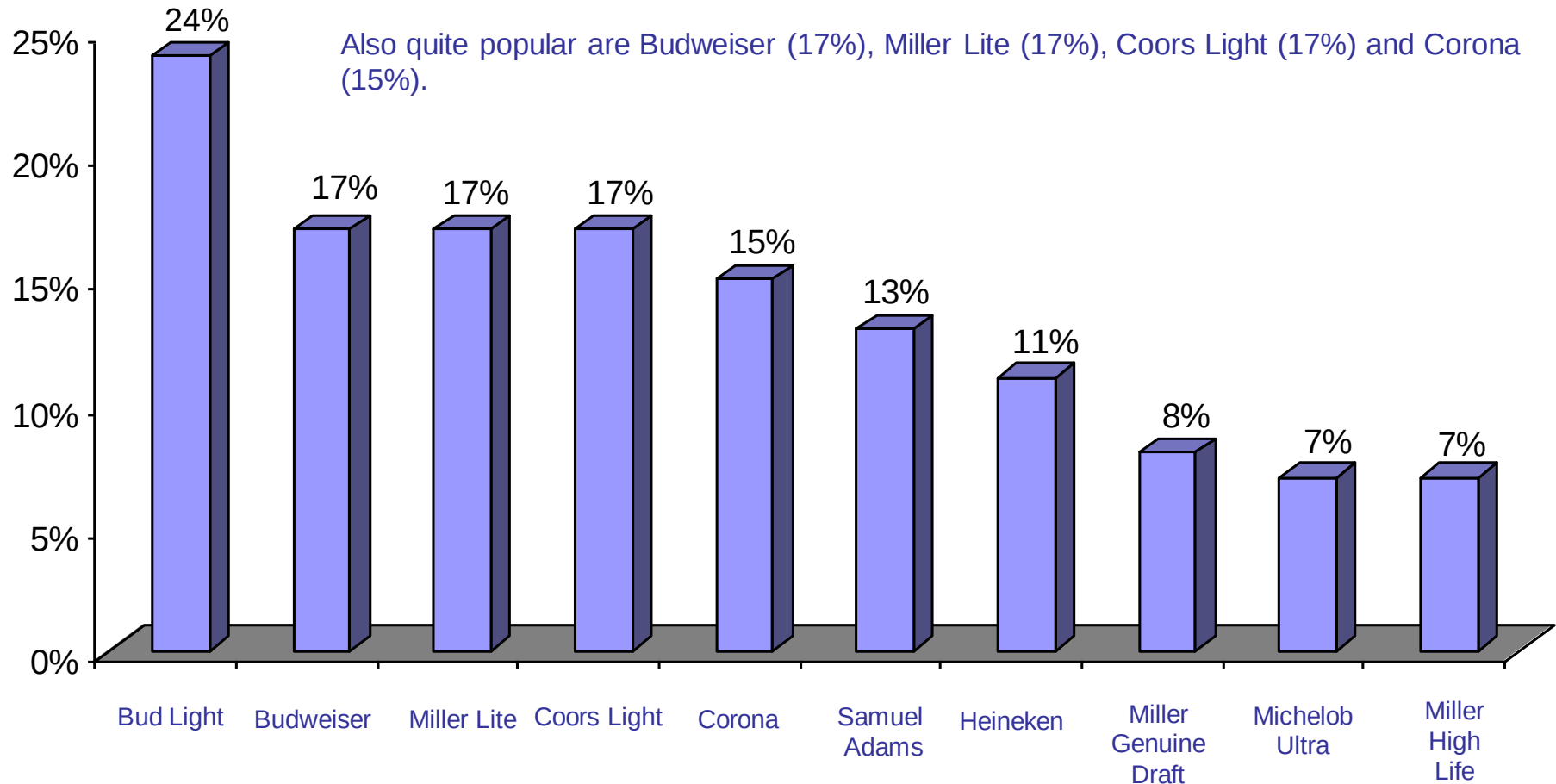
Only those aged 21+ were asked this question - General Population n=930, Fantasy Sports Players n=1,191, Sports Fans n=673

Bud Light is the Beer of Choice for Fantasy Sports Players

2. Which of the following types or brands of beers have you personally purchased for yourself or someone else in the past 30 days?

Bud Light is the drink of choice among Fantasy Sports Players (24%).

Also quite popular are Budweiser (17%), Miller Lite (17%), Coors Light (17%) and Corona (15%).



Only those aged 21+ were asked this question - Fantasy Sports Players n=1,191

Fantasy Sports Players Demographics

– Beer Purchasers

2. Which of the following types or brands of beers have you personally purchased for yourself or someone else in the past 30 days?

	Bud Light	Budweiser	Miller Lite	Coors Light	Corona
Males	23%	17%	17%	17%	14%
Females	28%	18%	18%	15%	17%
21-34	28%	21%	24%	19%	22%
35-54	23%	15%	11%	16%	14%
55+	22%	15%	19%	15%	8%
<\$50K	21%	19%	14%	13%	12%
\$50K>	27%	15%	19%	19%	17%
Northeast	22%	21%	15%	25%	18%
Midwest	25%	15%	22%	15%	12%
South	29%	16%	15%	14%	14%
West	17%	17%	13%	16%	19%

Three in ten (28%) female Fantasy Sports Players have consumed Bud Light in the past 30 days.

Three in ten (28%) 21-34 year old Fantasy Sports Players have consumed Bud Light.

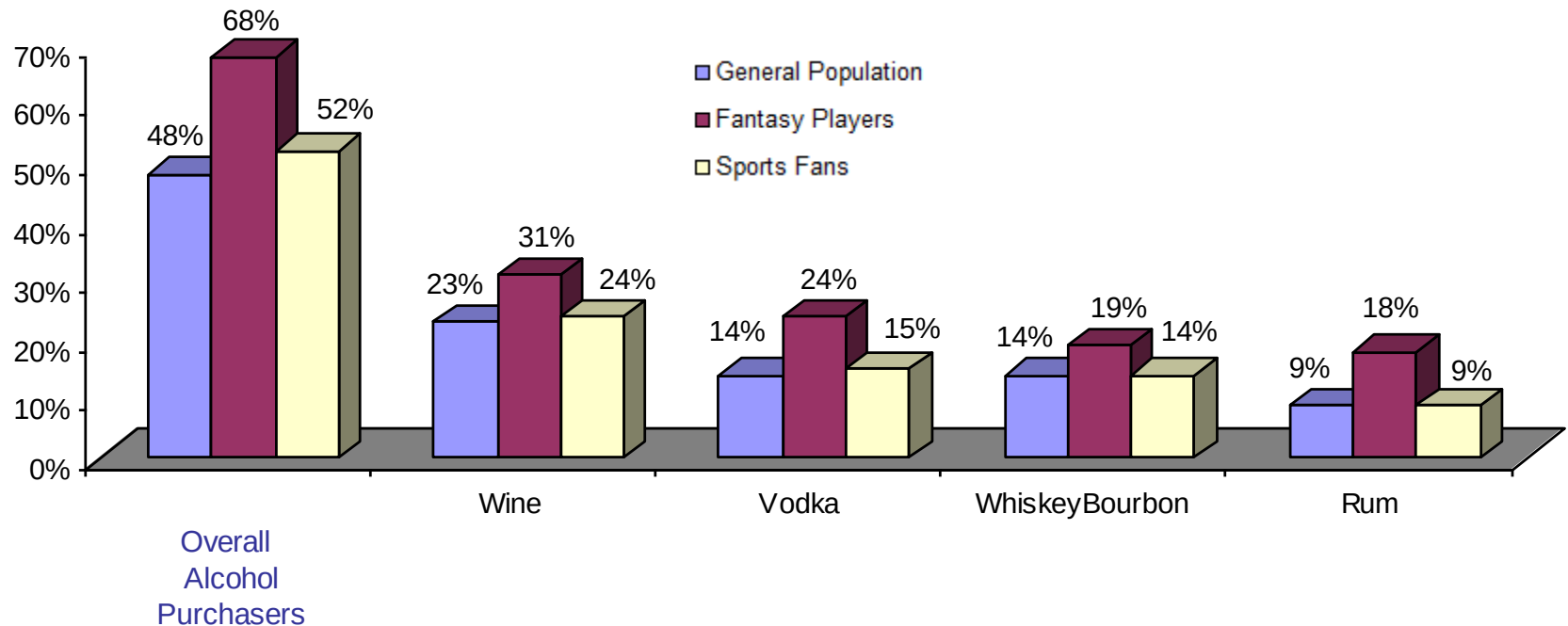
One in four (24%) 21-34 year olds have consumed Miller Lite in the past 30 days.

Bud Light is most popular among southern Fantasy Sports Players as 29% have drank the beverage in the past 30 days.

Wine Consumption

3. Which of the following types of alcohol have you personally purchased for yourself or someone in your household in the past 30 days?

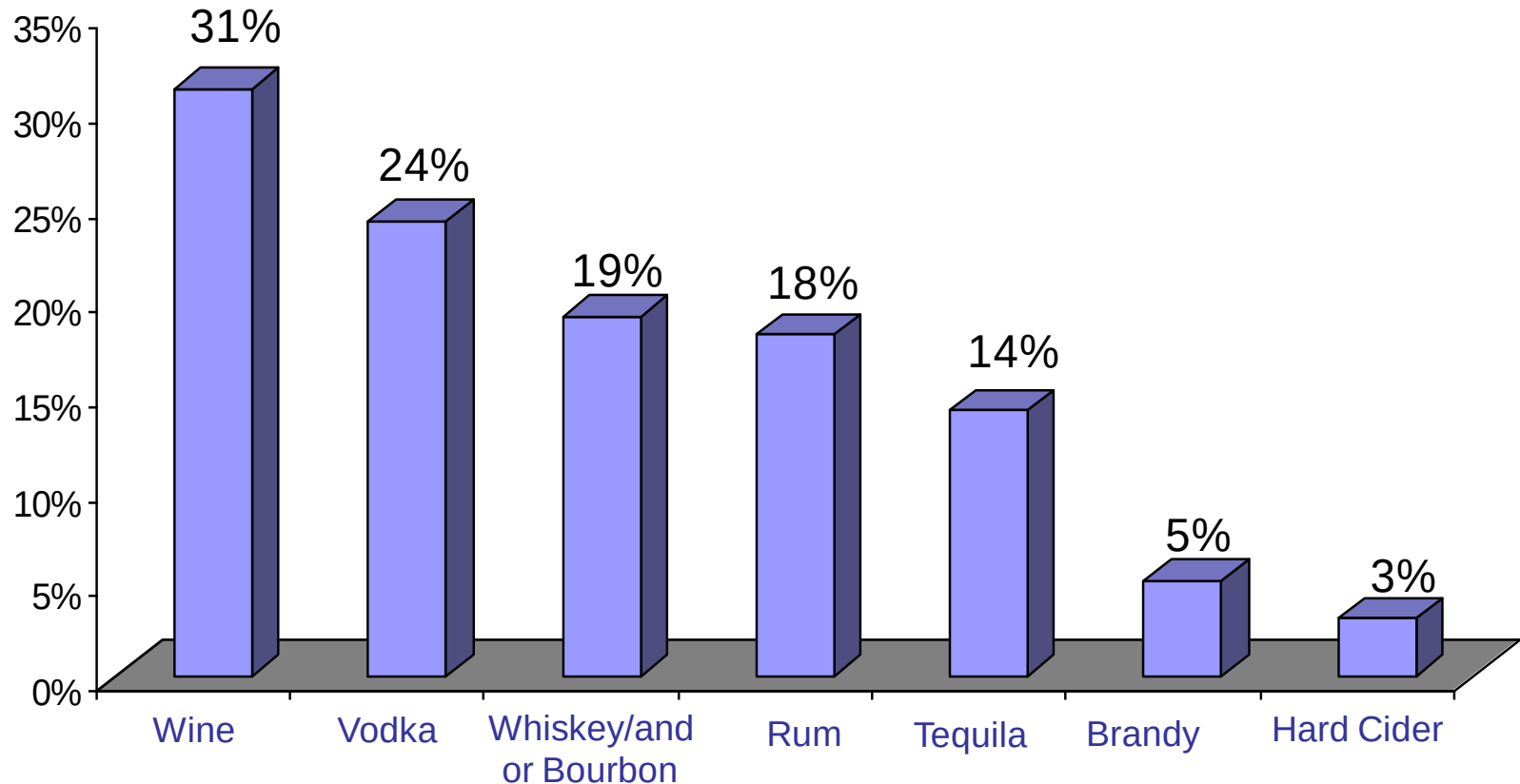
Like beer, Fantasy Sports Players also are high consumers of non-beer alcoholic beverages. Two thirds (68%) say they have consumed non-beer alcoholic beverages in the past thirty days, significantly higher than the General Population (48%) or overall Sports Fans (52%).



Nearly a third of Fantasy Sports Players have purchased wine in the past month

3. Which of the following types of alcohol have you personally purchased for yourself or someone in your household in the past 30 days?

Fantasy Players prefer wine. One in three (31%) have purchased wine in the past 30 days. Vodka, whiskey, and rum are also purchased by about one in five Fantasy Sports Players.



Only those aged 21+ were asked this question - Fantasy Sports Players n=1,191

Fantasy Sports Players Demographics – Alcohol Purchasers

3. Which of the following types of alcohol have you personally purchased for yourself or someone in your household in the past 30 days?

	Wine	Vodka	Whiskey/ Bourbon	Rum	Tequila
Males	29%	22%	19%	17%	13%
Females	40%	31%	16%	25%	20%
21-34	33%	35%	21%	26%	19%
35-54	28%	20%	15%	16%	13%
55+	34%	20%	21%	12%	10%
<\$50K	21%	21%	17%	18%	13%
\$50K>	38%	27%	20%	19%	15%
Northeast	37%	24%	17%	20%	10%
Midwest	29%	24%	18%	14%	13%
South	29%	25%	22%	23%	16%
West	30%	24%	15%	16%	17%

Four in ten (40%) female Fantasy Sports players drink wine.

More than one in three (35%) 21-34 year old Fantasy Sports Players drink vodka.

More than one in five (22%) southern Fantasy Sports players drink Whiskey/ bourbon.

One in four (26%) 21-34 year old fantasy Sports players drink rum.

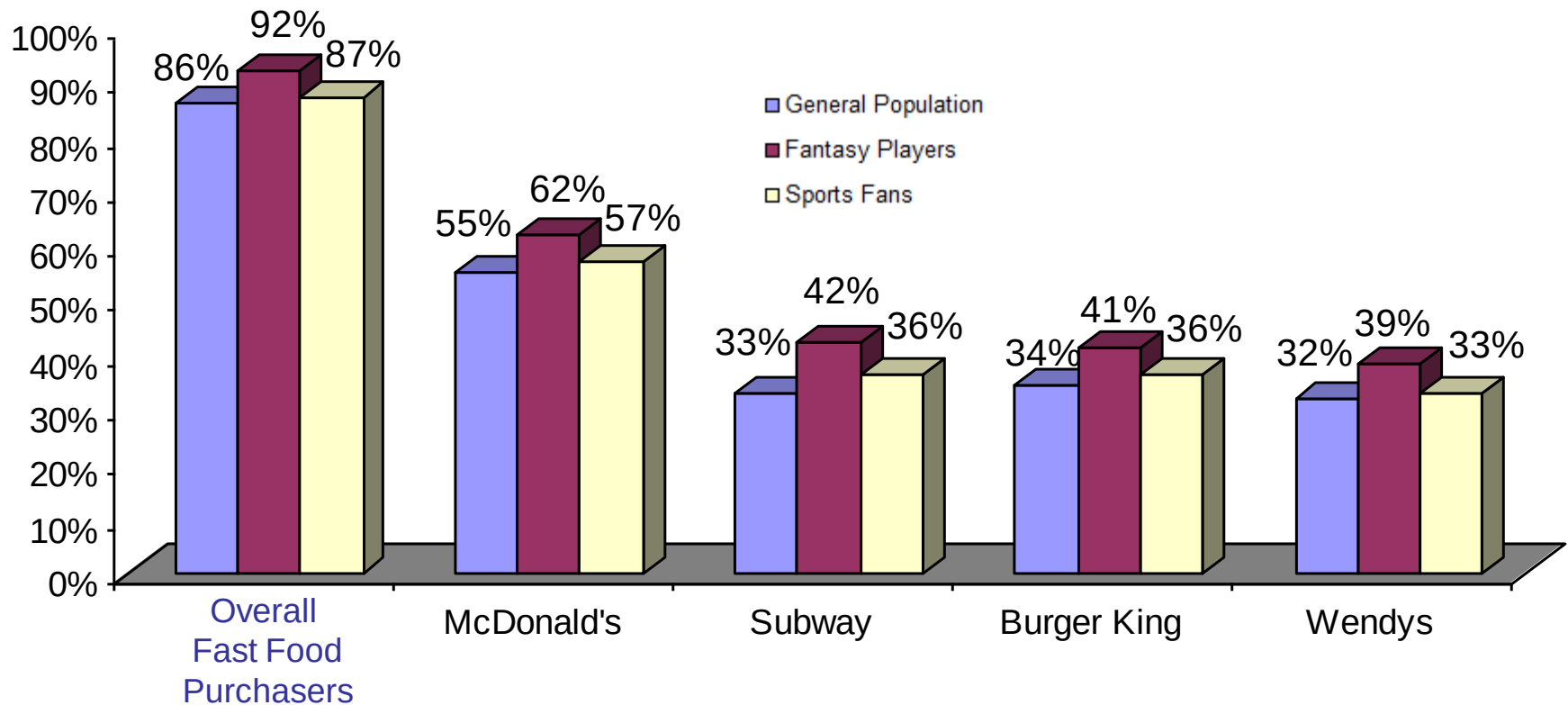
Tequila is popular among one in five (20%) female Fantasy Sports Players.

Fast Food

General Population, Fantasy Sports Players, Sports Fans – Fast Food Purchasers

4. Which of the following types or brands of Fast Food or Quick Service restaurants have you personally purchased for yourself or someone in your household in the past 30 days?

While not as large a difference as alcohol and beer, Fantasy Sports Players are significantly more likely than the general population and sports fans to eat at fast food restaurants.

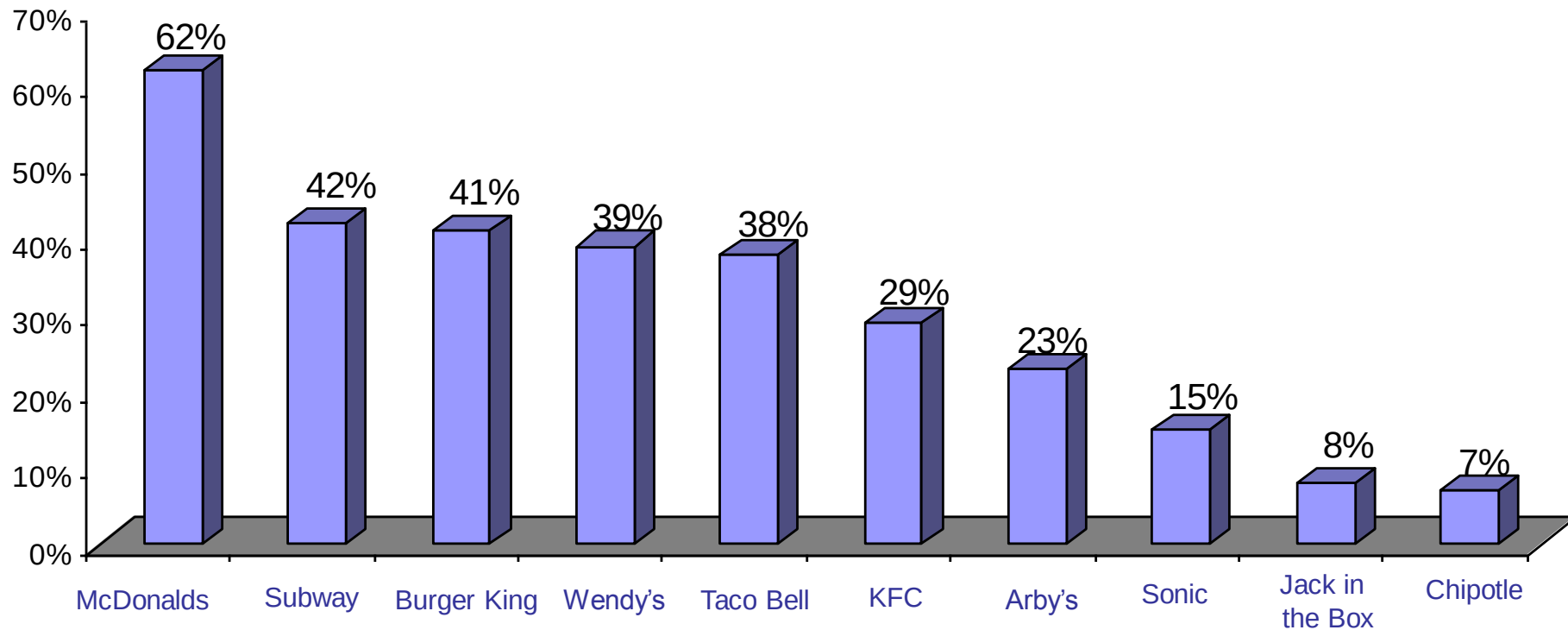


McDonalds Leads as the Fast Food choice for Fantasy Sports Players

4. Which of the following types or brands of Fast Food or Quick Service restaurants have you personally purchased for yourself or someone in your household in the past 30 days?

By a large margin, McDonald's rules among Fantasy Sports Players.

Four in ten also eat at Subway, Burger King, Wendy's, and Taco Bell on a monthly basis.



Fantasy Sports Players Demographics

– Fast Food Purchasers

4. Which of the following types or brands of Fast Food or Quick Service restaurants have you personally purchased for yourself or someone in your household in the past 30 days?

	McDonald's	Subway	Burger King	Taco Bell	Wendy's
Males	60%	40%	40%	38%	36%
Females	67%	49%	44%	44%	48%
18-34	65%	46%	45%	42%	49%
35-54	64%	42%	42%	41%	39%
55+	53%	37%	34%	34%	23%
<\$50K	59%	39%	40%	35%	36%
\$50K>	64%	45%	42%	43%	40%
Northeast	62%	39%	43%	40%	27%
Midwest	65%	43%	42%	39%	44%
South	62%	44%	40%	42%	37%
West	53%	41%	38%	35%	46%

Female Fantasy Sports Players love McDonald's as two in three eat at the quick service establishment.

Subway is also very popular among female Fantasy Sports Players.

Half of 18-34 year old Fantasy Players are Burger King fans (45%).

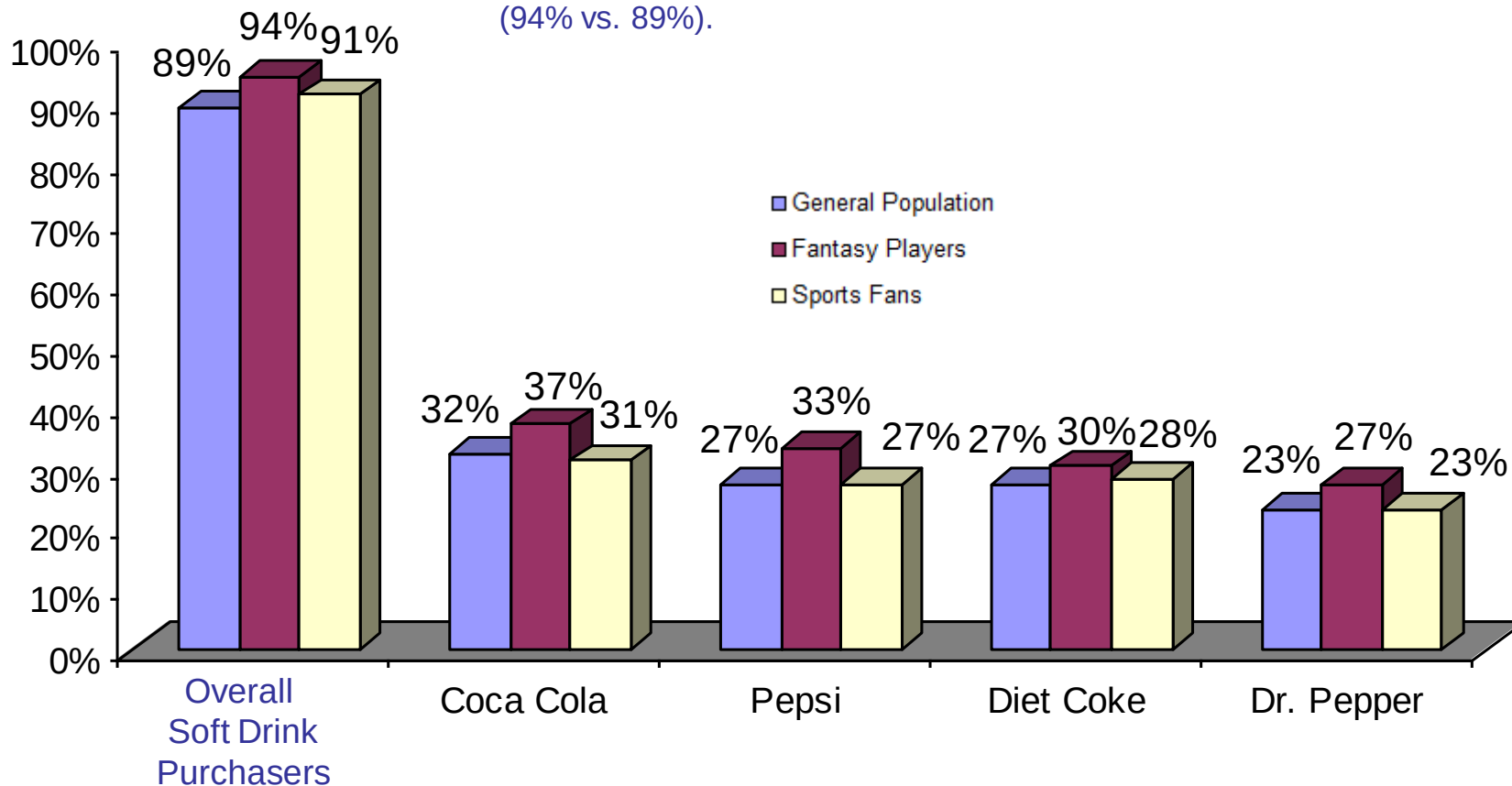
More than four in ten (43%) higher income Fantasy Sports players consume Taco Bell monthly or more often.

Soft Drink Consumption

General Population, Fantasy Sports Players, Sports Fans – Soft Drink Purchasers

5. Which of the following types or brands of Soft Drinks have you personally purchased for yourself or someone else in the past 30 days?

Much like other products, Fantasy Sports Players are high purchasers of Soft Drinks, buying them significantly more often than the general population (94% vs. 89%).

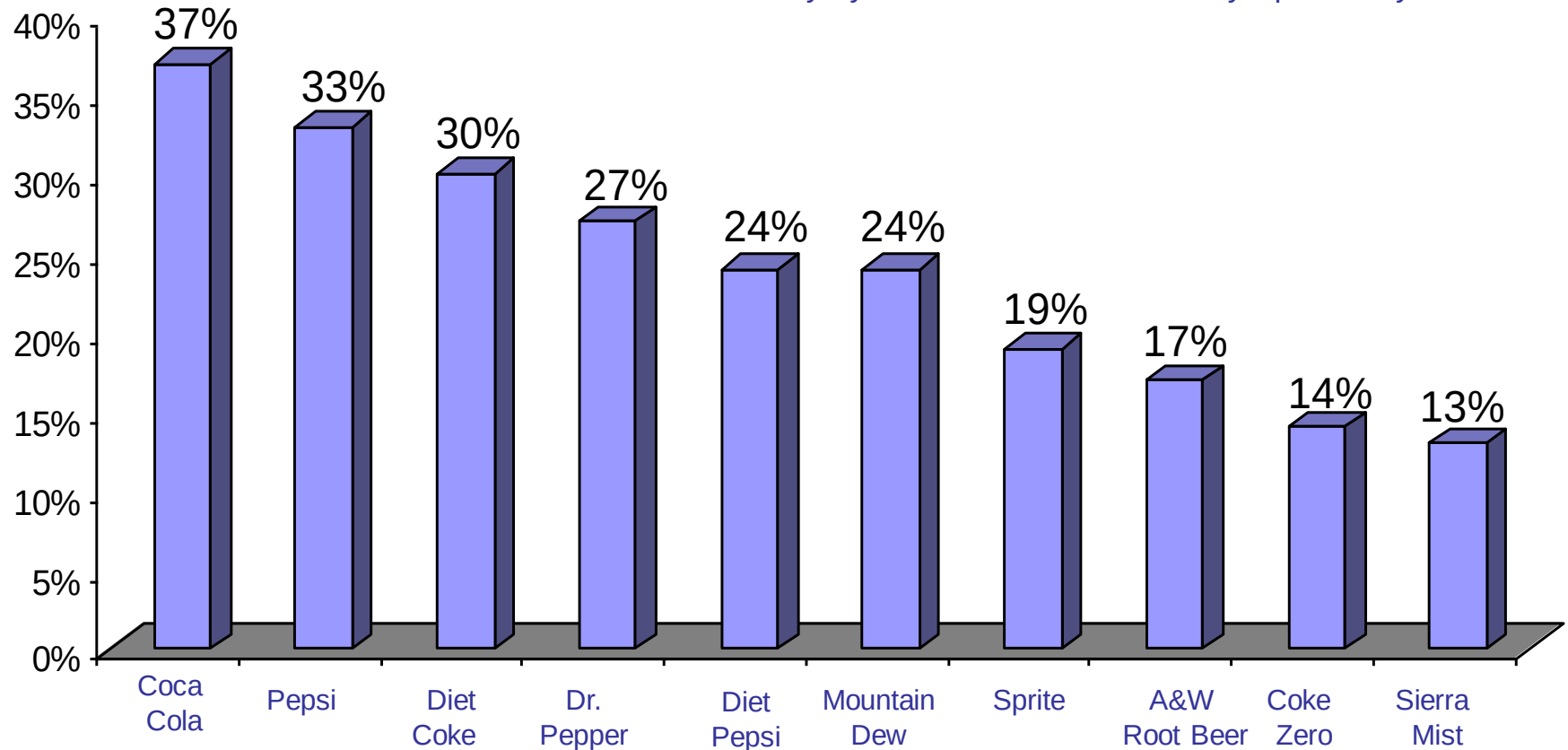


Nearly 40% of Fantasy Sports Players Purchase Coca Cola

5. Which of the following types or brands of Soft Drinks have you personally purchased for yourself or someone else in the past 30 days?

Coca-Cola and Pepsi are significantly more popular among Fantasy Sports Players than the General Population.

Seven of the sodas tested were consumed at least monthly by at least one in five Fantasy Sports Players!



Fantasy Sports Players Demographics

– Soft Drink Purchasers

5 .Which of the following types or brands of Soft Drinks have you personally purchased for yourself or someone else in the past 30 days?

	Coca Cola	Pepsi	Diet Coke	Dr Pepper	Diet Pepsi
Males	36%	31%	30%	26%	24%
Females	41%	39%	30%	32%	25%
18-34	39%	36%	26%	31%	19%
35-54	39%	31%	31%	27%	25%
55+	30%	31%	34%	21%	29%
<\$50K	36%	36%	21%	26%	19%
\$50K>	37%	30%	36%	27%	28%
Northeast	32%	35%	33%	20%	31%
Midwest	33%	36%	29%	24%	26%
South	43%	29%	29%	34%	18%
West	39%	27%	26%	30%	21%

Female Fantasy Sports Players are big Coca-Cola drinkers (41%).

One-third of those earning under \$50k per year drink Pepsi.

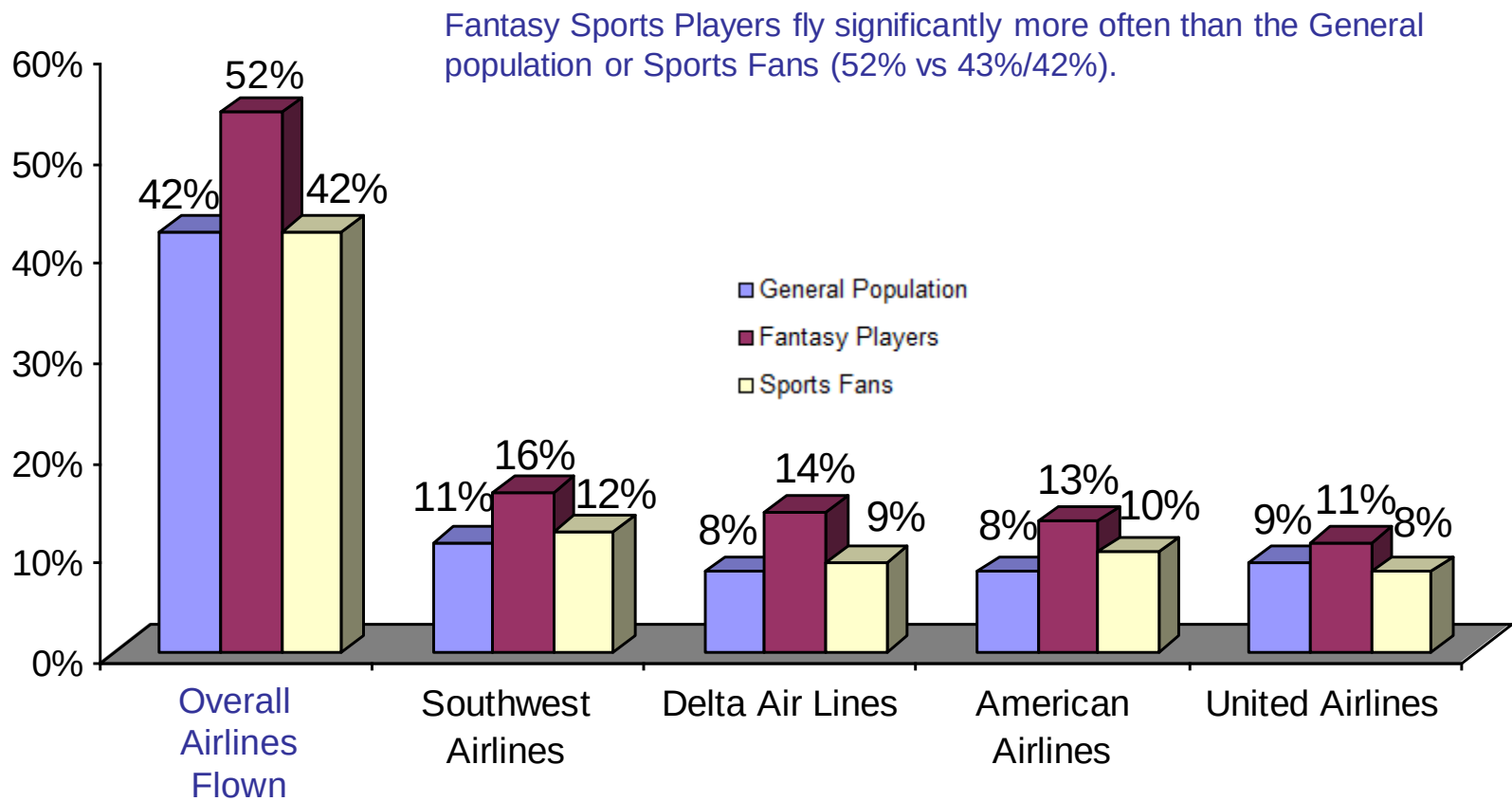
One-third (33%) of Northeastern Fantasy Players drink Diet Coke. Diet Pepsi is also popular in the Northeast (31%).

Southern Fantasy Sports Players are Dr. Pepper fans (34%).

Air Travel

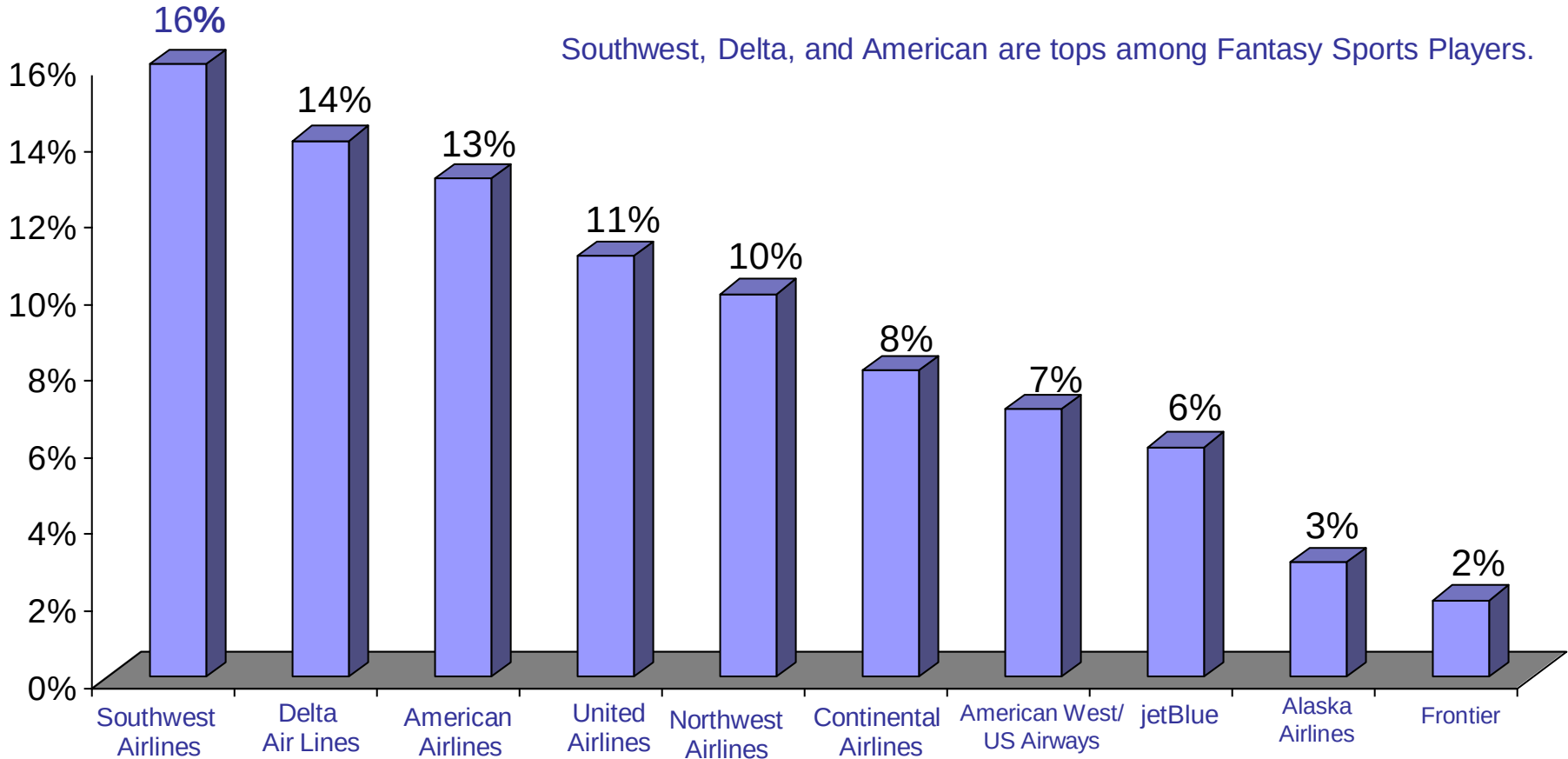
General Population, Fantasy Sports Players, Sports Fans – Airlines Flown

6. Which of the following Airlines have you personally flown in the past 12 months?



Southwest Airlines is an Often Traveled Airline for Fantasy Sports Players

6 .Which of the following Airlines have you personally flown in the past 12 months?



Fantasy Sports Players Demographics – Airlines Flown

6 . Which of the following Airlines have you personally flown in the past 12 months?

	Southwest Airlines	Delta Airlines	American Airlines	United Airlines	Northwest Airlines
Males	15%	14%	12%	10%	10%
Females	18%	15%	14%	13%	11%
18-34	18%	15%	17%	13%	13%
35-54	14%	13%	10%	10%	8%
55+	16%	15%	11%	8%	10%
<\$50K	12%	7%	8%	7%	7%
\$50K>	18%	20%	17%	13%	12%
Northeast	14%	14%	11%	8%	6%
Midwest	12%	11%	13%	7%	18%
South	15%	17%	15%	11%	7%
West	27%	17%	11%	21%	6%

One in five (18%) higher income Fantasy Sports Players have flown Southwest in the past year. This is also true of Delta Airlines.

18-34 year old Fantasy Sports Players are heavier travelers of American Airlines.

Western Fantasy Sports Players use United often (21%).

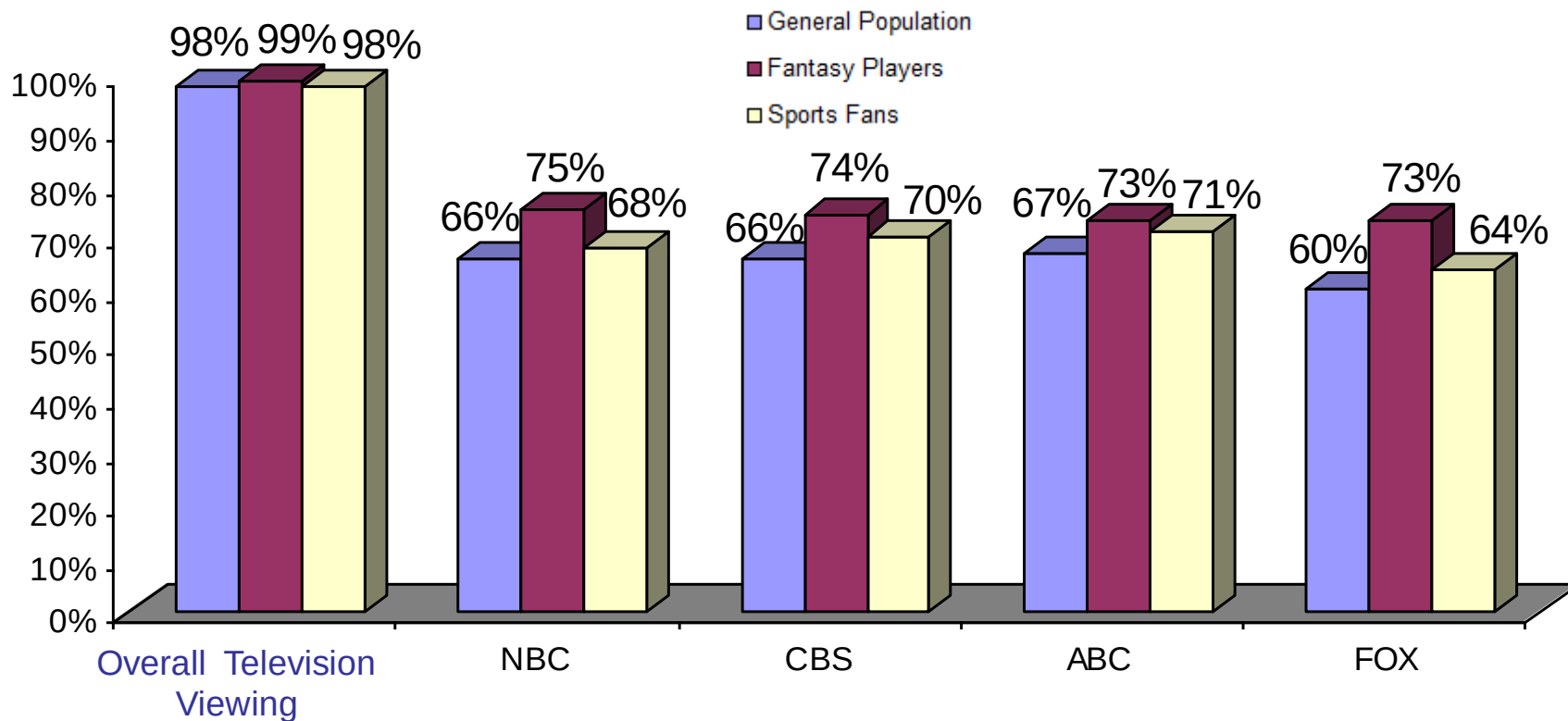
Nearly two in ten (18%) Midwestern Fantasy Sports Players have flown Northwest recently.

Media Consumption

General Population, Fantasy Sports Players, Sports Fans – Television Channels Watched

7. Which of the following Television channels do you watch at least once per week?

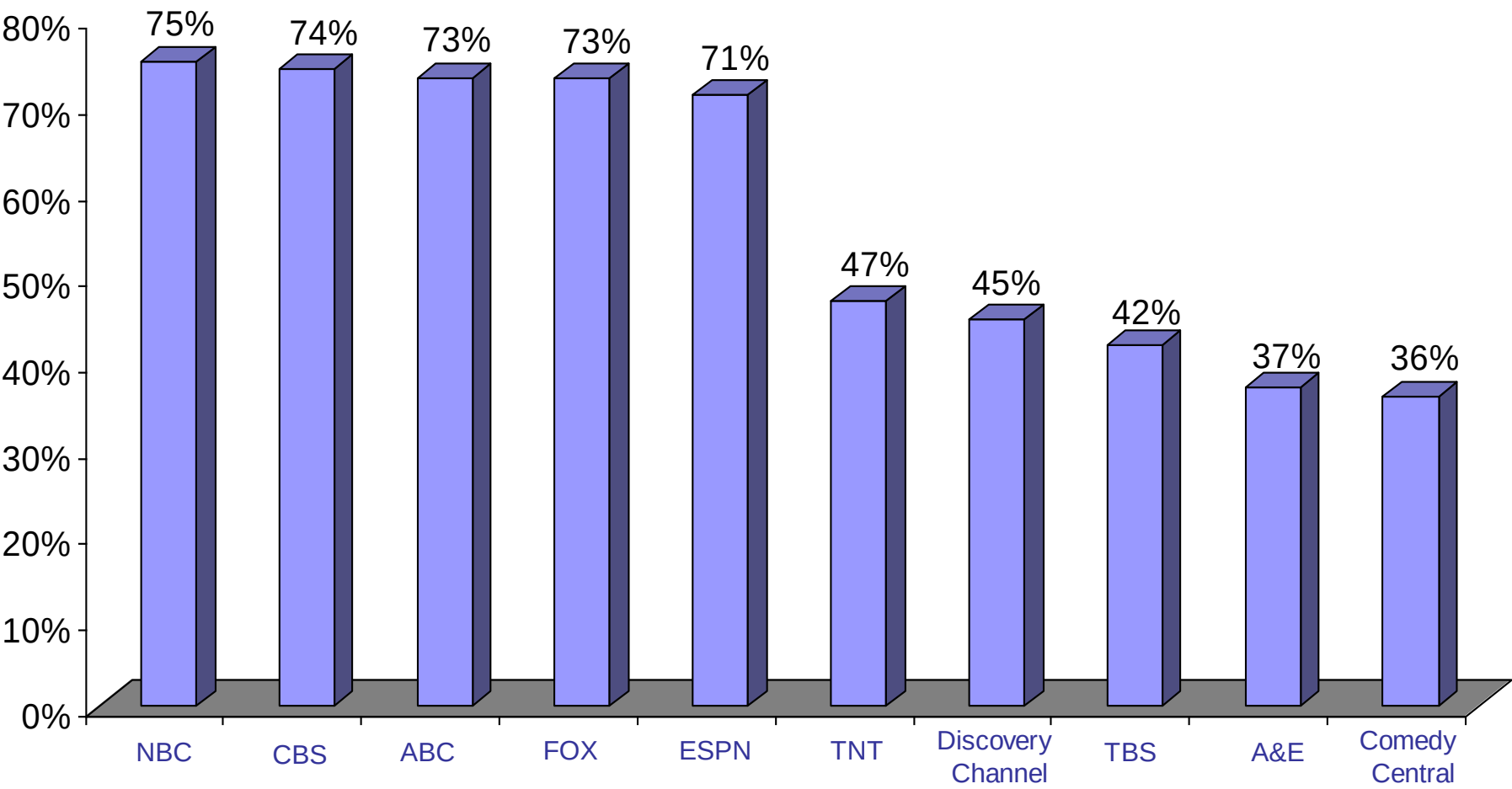
While Fantasy Sports Players are no more likely than overall Sports Fans or the General Population to watch TV, they are more likely to watch the major networks.



Three out of four Fantasy Sports Players Watch NBC

7. Which of the following Television channels do you watch at least once per week?

Along with the four major networks, ESPN is watched by seven in ten (71%) Fantasy Sports Players.



Fantasy Sports Players Demographics

– Television Channels Watched

7 .Which of the following Television channels do you watch at least once per week?

	NBC	CBS	ABC	FOX	ESPN
Males	74%	73%	71%	73%	76%
Females	79%	76%	79%	76%	48%
18-34	68%	61%	65%	72%	64%
35-54	78%	79%	76%	75%	71%
55+	80%	81%	78%	73%	79%
<\$50K	72%	71%	71%	76%	66%
\$50K>	77%	76%	74%	71%	74%
Northeast	78%	73%	72%	70%	74%
Midwest	75%	72%	73%	75%	68%
South	77%	78%	77%	76%	72%
West	65%	70%	66%	70%	69%

Eight in ten (80%) Fantasy Sports Players age 55+ watch NBC. This group also watches CBS at a high rate (81%).

Female Fantasy Sports Players are fans of ABC (79%).

Three in four (76%) Southern Fantasy Players watch FOX.

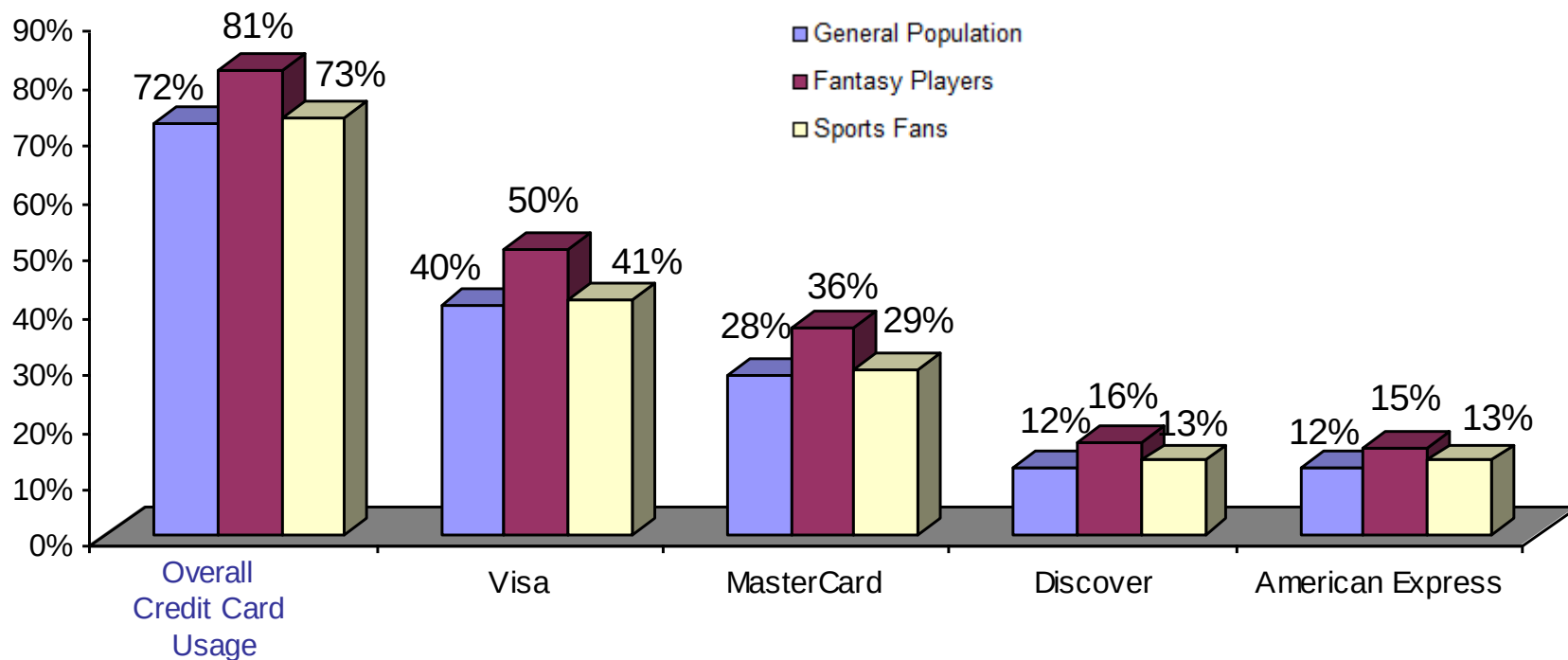
Male Fantasy Sports Players are significantly more likely than female Fantasy Players to watch ESPN.

Credit Cards

General Population, Fantasy Sports Players, Sports Fans – Credit Cards Used

8. Which of the following Credit Cards do you use at least once per month?

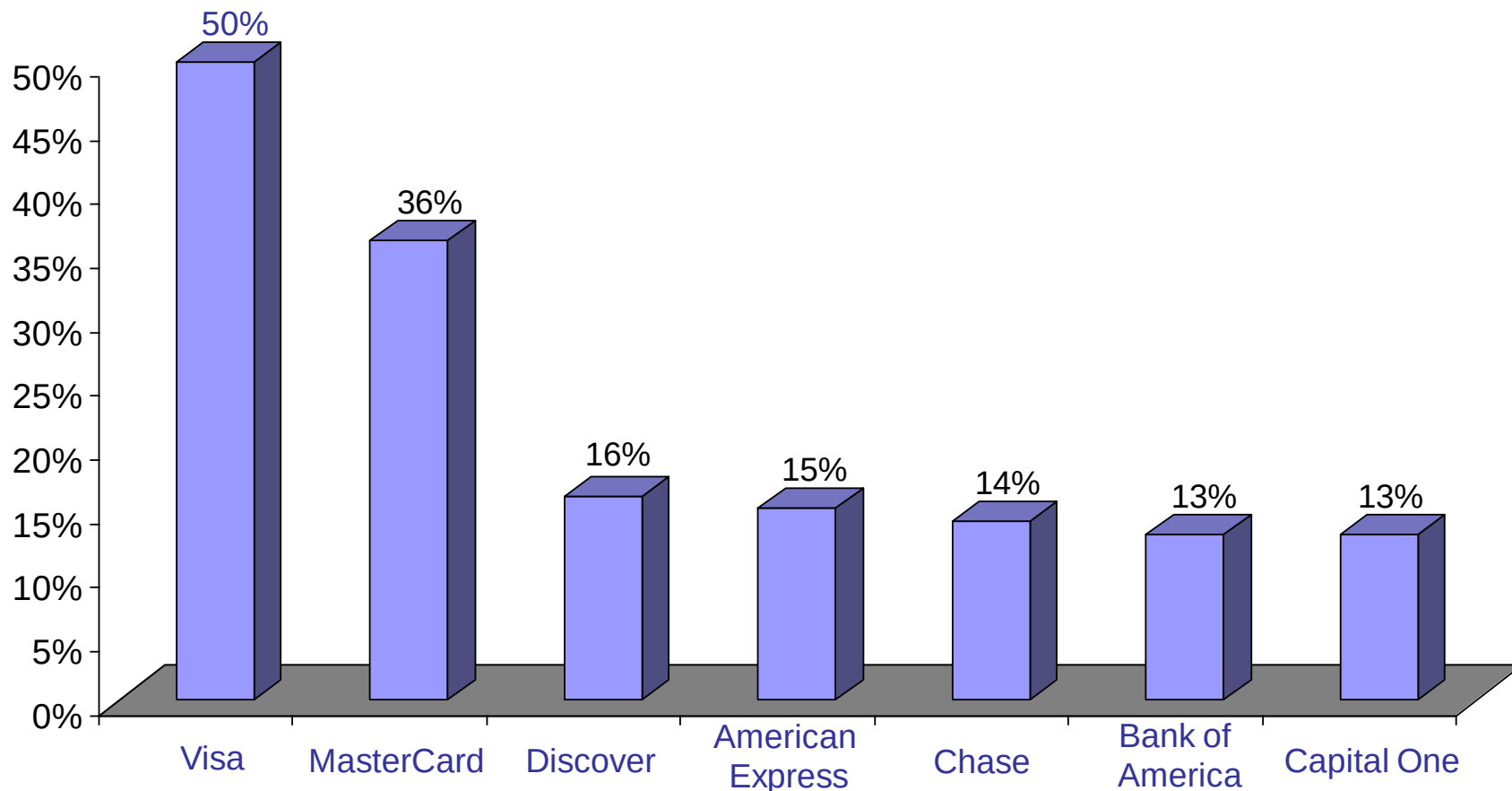
Fantasy Sports Players use credit cards more often than Sports Fans or the General Population. This is especially true with Visa and MasterCard.



Over half of Fantasy Sports Player use a Visa Card at least once per month

8. Which of the following Credit Cards do you use at least once per month?

Half of Fantasy Players use Visa at least monthly. Additionally, one in three (36%) use MasterCard.



Fantasy Sports Players Demographics – Credit Cards Used

8. Which of the following Credit Cards do you use at least once per month?

	Visa	Master Card	Discover	American Express	Chase
Males	49%	36%	16%	16%	14%
Females	56%	35%	17%	12%	14%
18-34	52%	33%	15%	12%	15%
35-54	47%	37%	15%	12%	12%
55+	53%	37%	21%	24%	15%
<\$50K	43%	24%	13%	8%	10%
\$50K>	56%	44%	19%	20%	16%
Northeast	51%	41%	16%	22%	16%
Midwest	50%	34%	18%	8%	14%
South	46%	35%	15%	16%	13%
West	59%	33%	17%	19%	11%

Six in ten (59%) western Fantasy Sports Players use Visa at least monthly.

Four in ten (41%) northeastern Fantasy Sports Players are MasterCard users. This group is also a heavy user of American Express (28%) and Chase (16%).

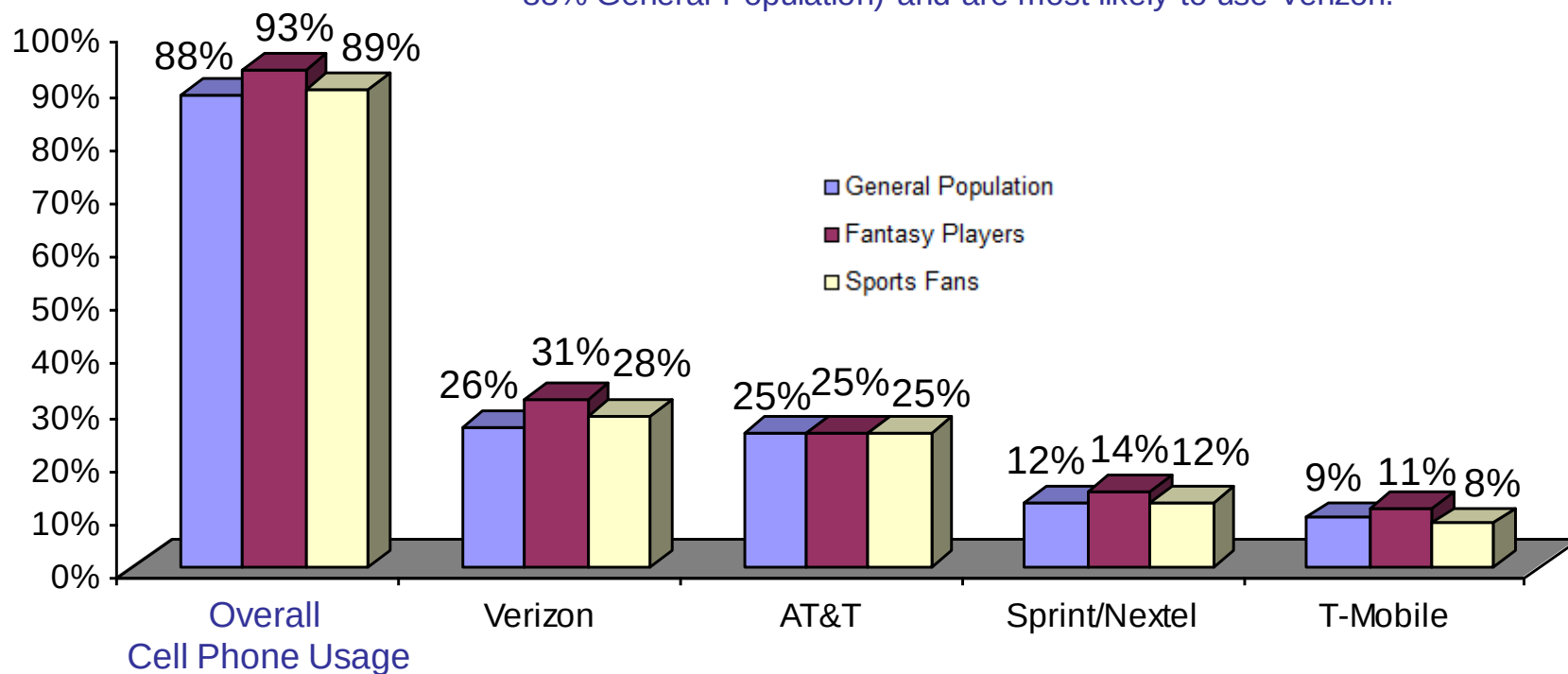
Cell-Phone Usage

General Population, Fantasy Sports Players, Sports Fans – Cell Phone Provider

9. What company provides your cell phone service?

It is important to note that this study was conducted online where cell phone usership is higher than if this had been a phone study.

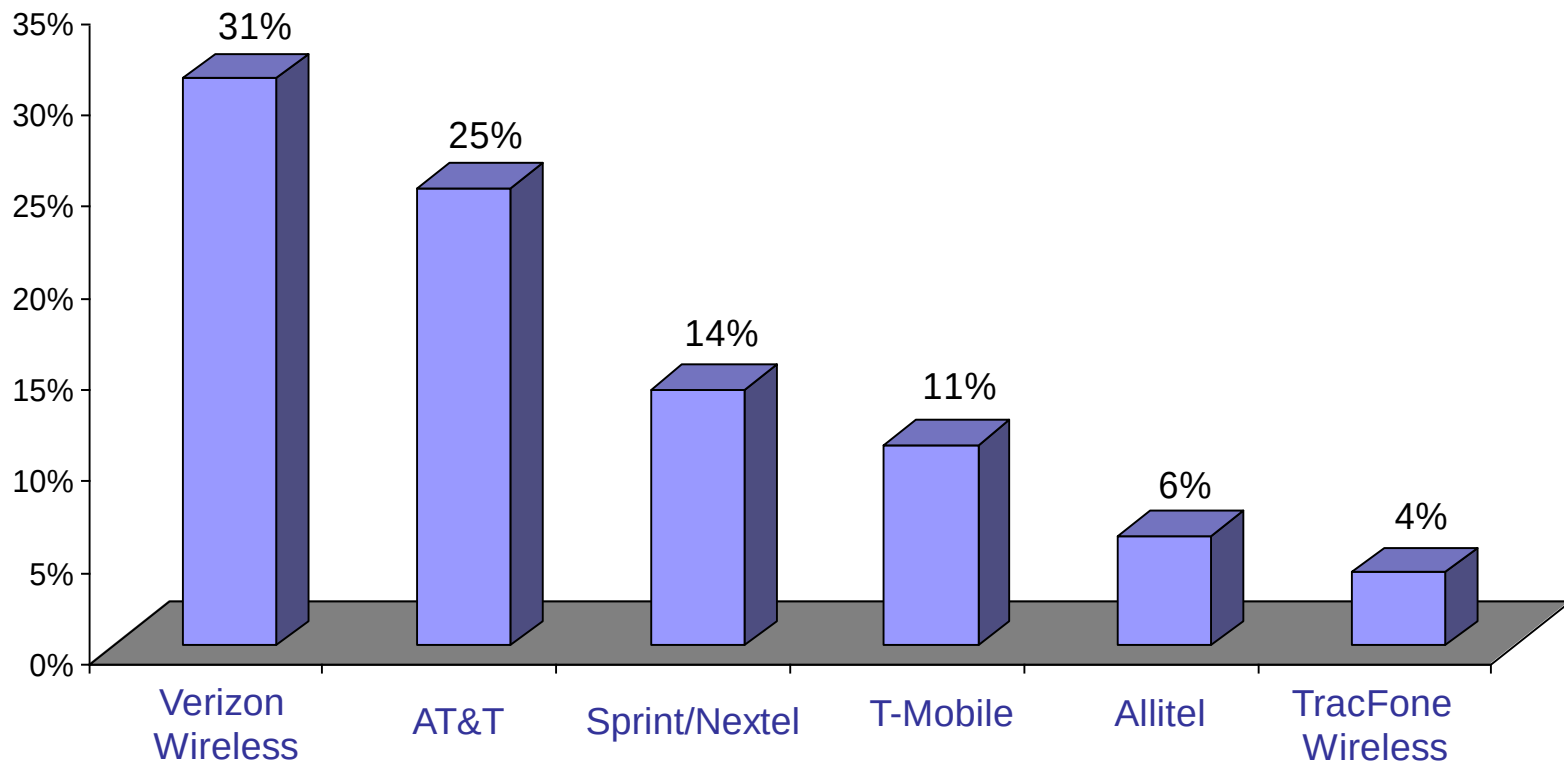
Still, Fantasy Players are slightly more likely to use cell phones (93% vs 88% General Population) and are most likely to use Verizon.



Nearly a Third of Fantasy Sports Players Use Verizon Wireless as Cell Phone Provider

9. What company provides your cell phone service?

Verizon and AT&T are most popular among Fantasy Sports Players as they are among the General Population.



Fantasy Sports Players Demographics

– Cell Phone Provider

9 .What company provides your cell phone service?

	Verizon	AT&T	Sprint/ Nextel	T-Mobile	Alltel
Males	32%	24%	14%	11%	6%
Females	29%	27%	14%	14%	7%
18-34	37%	25%	14%	15%	7%
35-54	28%	24%	14%	11%	7%
55+	28%	25%	13%	7%	5%
<\$50K	23%	24%	13%	12%	7%
\$50K>	37%	25%	14%	11%	6%
Northeast	43%	22%	13%	11%	2%
Midwest	27%	20%	16%	10%	8%
South	22%	33%	14%	10%	9%
West	38%	23%	9%	17%	6%

Over four in ten (43%) northeast Fantasy Sports Players are Verizon subscribers.

Southern Fantasy Sports Players are most likely to be AT&T subscribers (33%).

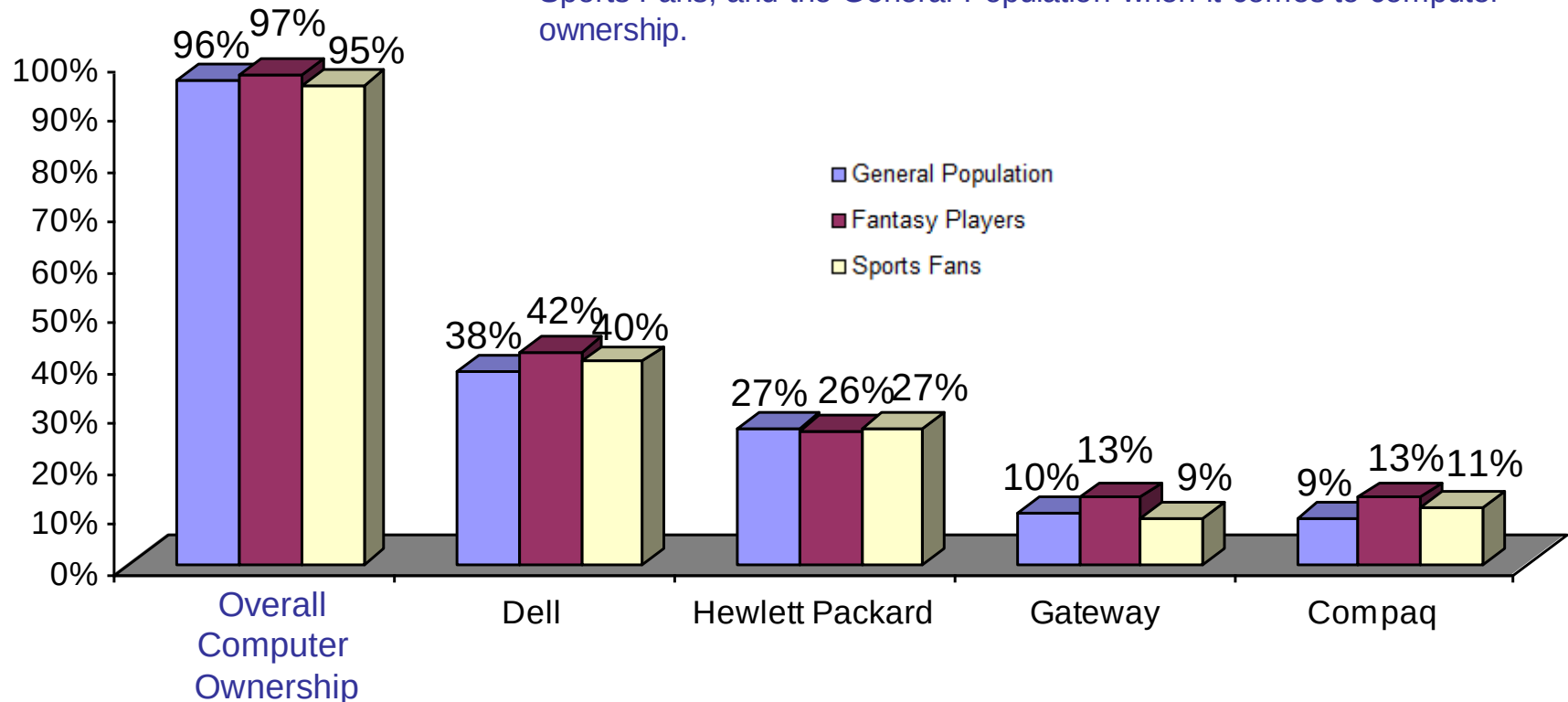
Computer Ownership

General Population, Fantasy Sports Players, Sports Fans – Computer Owned

10. What brands of laptops or desktop computers do you personally own?

It is important to note that this study was conducted online where computer ownership is higher than if this had been a phone study.

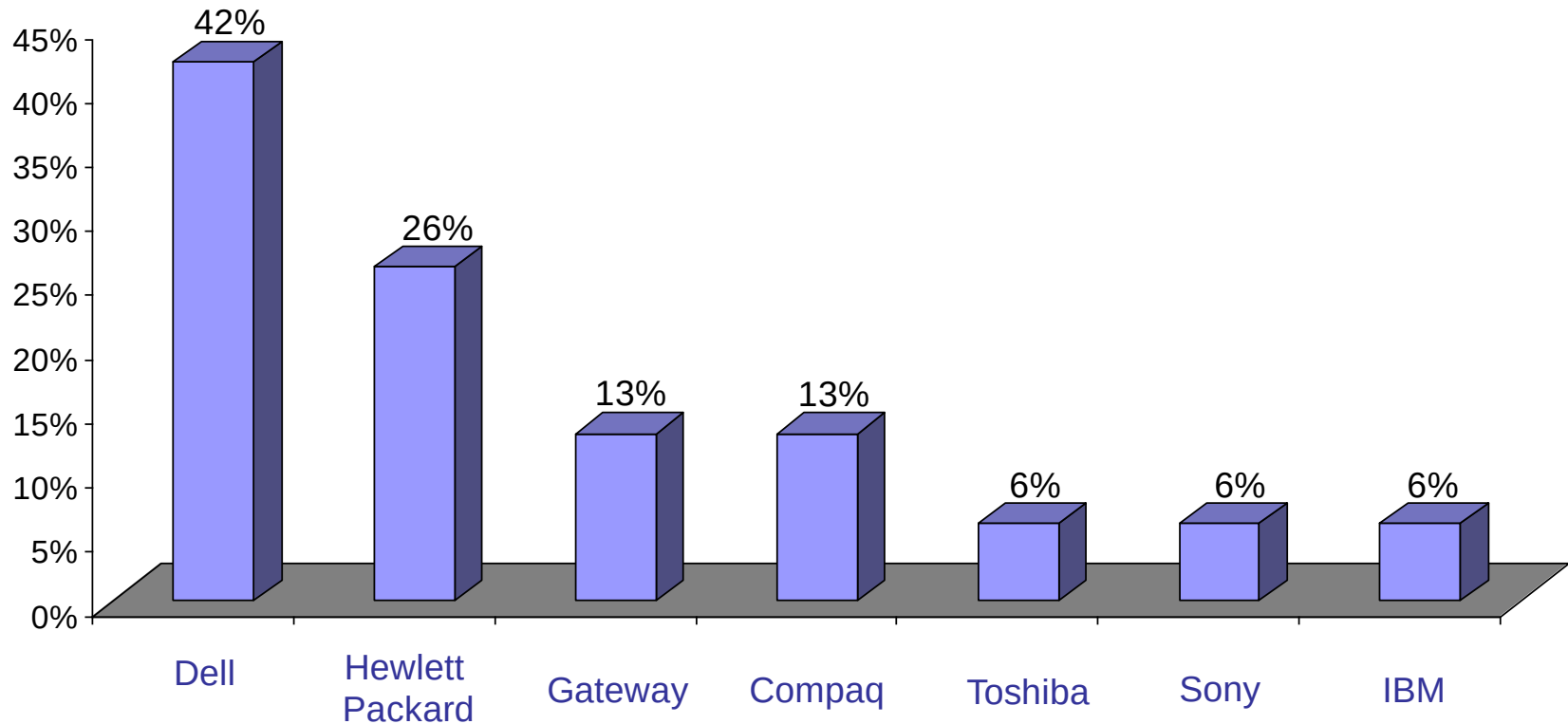
There is no real statistical difference between Fantasy Sports Players, Sports Fans, and the General Population when it comes to computer ownership.



Over 40% of Fantasy Sports Players own a Dell

10. What brands of laptops or desktop computers do you personally own?

Dell is the clear winner among Fantasy Sports Players.



Fantasy Sports Players Demographics – Computer Owned

10 .What brands of laptops or desktop computers do you personally own?

	Dell	Hewlett Packard	Gateway	Compaq	Toshiba
Males	41%	25%	13%	12%	5%
Females	43%	27%	14%	14%	9%
18-34	41%	26%	12%	14%	8%
35-54	43%	27%	16%	13%	6%
55+	41%	23%	11%	10%	5%
<\$50K	34%	23%	15%	17%	6%
\$50K>	47%	28%	12%	10%	6%
Northeast	46%	22%	10%	12%	5%
Midwest	39%	28%	14%	12%	5%
South	43%	24%	14%	14%	7%
West	40%	28%	16%	13%	7%

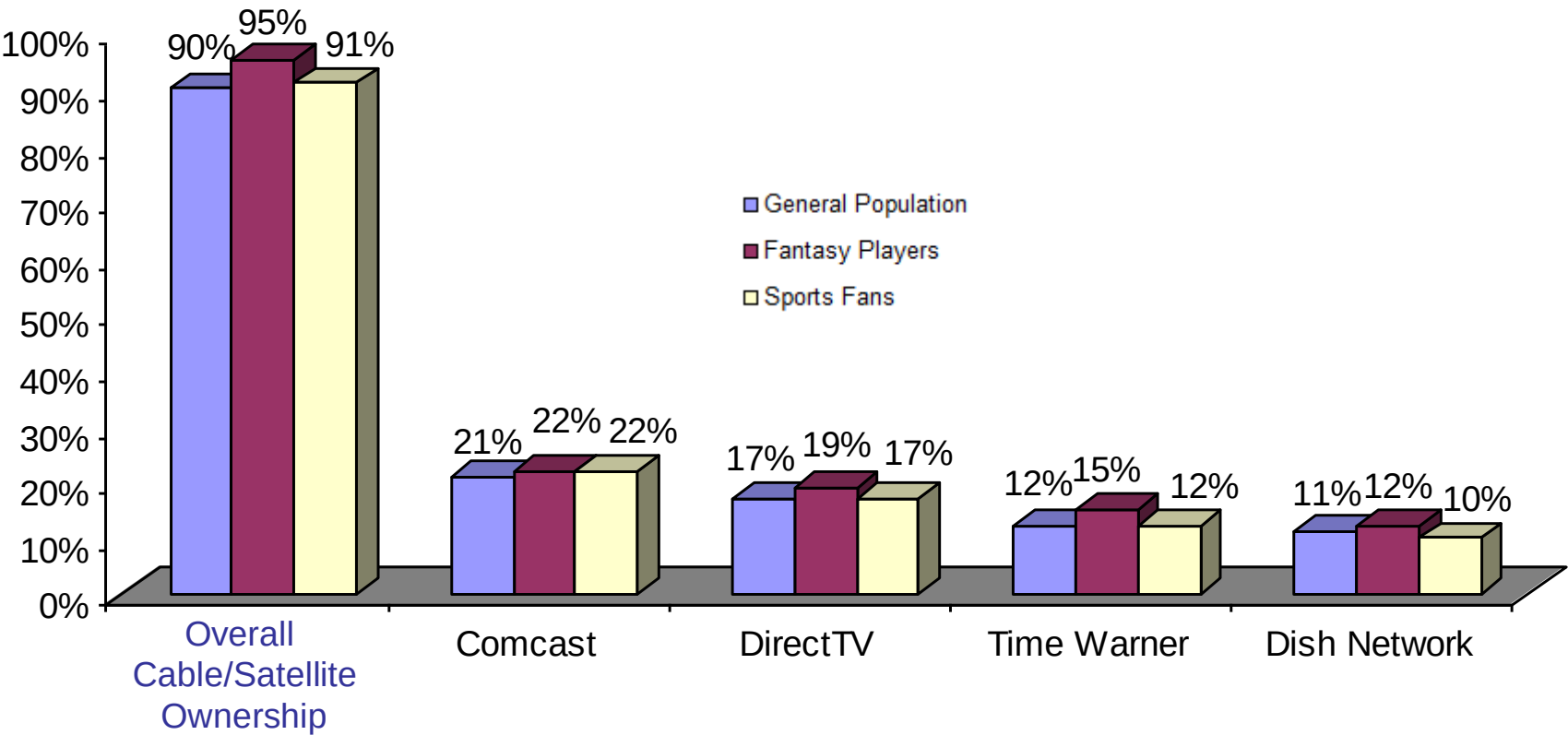
Dell is the winner across all demographic groups.

Cable/Satellite Television

General Population, Fantasy Sports Players, Sports Fans – Cable or Satellite Service

11 .What company provides you with cable or satellite television service?

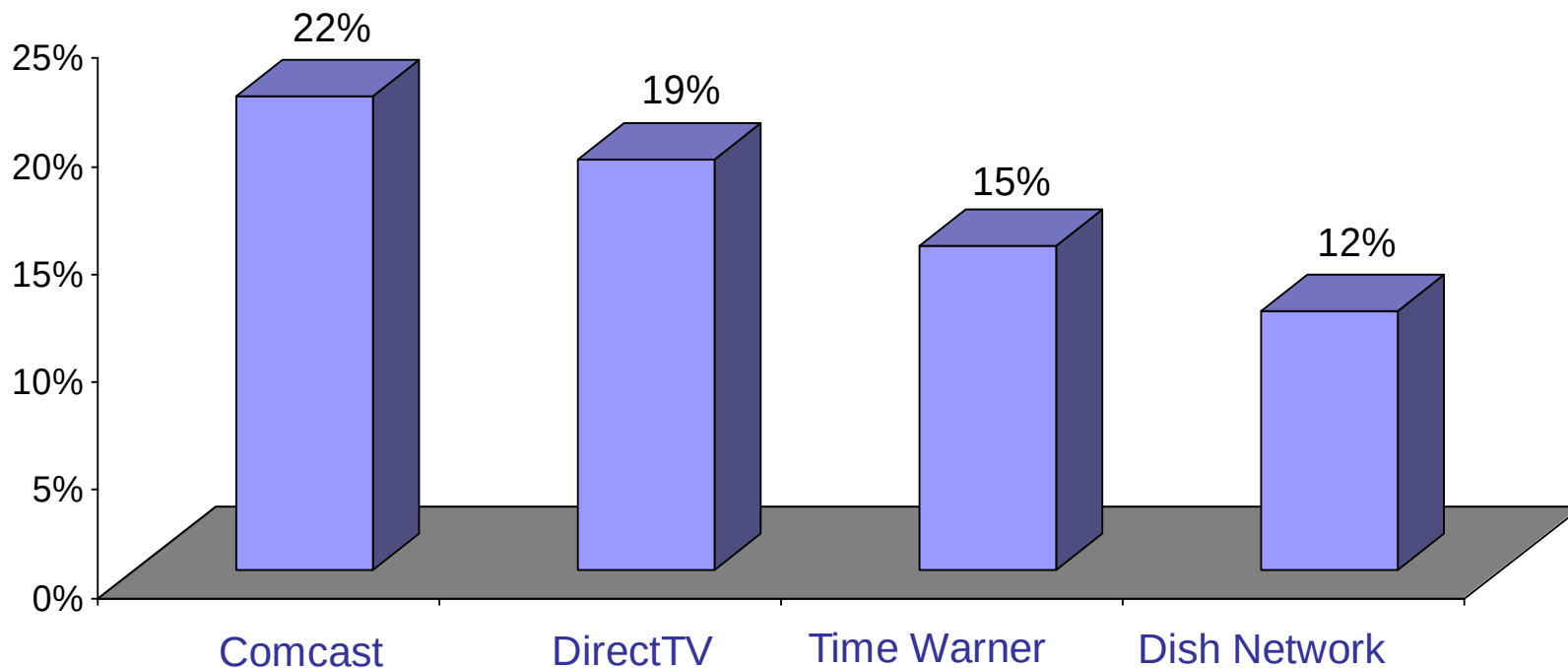
Fantasy Sports Players are slightly more likely than their General Population counterparts to subscribe to Premium Television providers.



Comcast is the leading cable or satellite service for Fantasy Sports Players

11 . What company provides you with cable or satellite television service?

Comcast and DIRECTV are the largest providers among Fantasy Sports Fans.



Fantasy Sports Players Demographics – Cable or Satellite Service

11 .What company provides you with cable or satellite television service?

	Comcast	DIRECTV	Time Warner	Dish Network	Charter Comm.
Males	23%	18%	16%	11%	7%
Females	19%	23%	12%	15%	5%
18-34	23%	17%	18%	13%	7%
35-54	20%	20%	13%	11%	7%
55+	25%	18%	15%	11%	7%
<\$50K	20%	17%	16%	12%	8%
\$50K>	24%	20%	15%	12%	6%
Northeast	30%	15%	25%	7%	1%
Midwest	19%	17%	15%	13%	12%
South	21%	20%	11%	12%	6%
West	21%	26%	9%	17%	5%

Comcast is tops in the Northeast among Fantasy Players (30%).

DirectTV is the provider for one in four (26%) western Fantasy Sports Players.

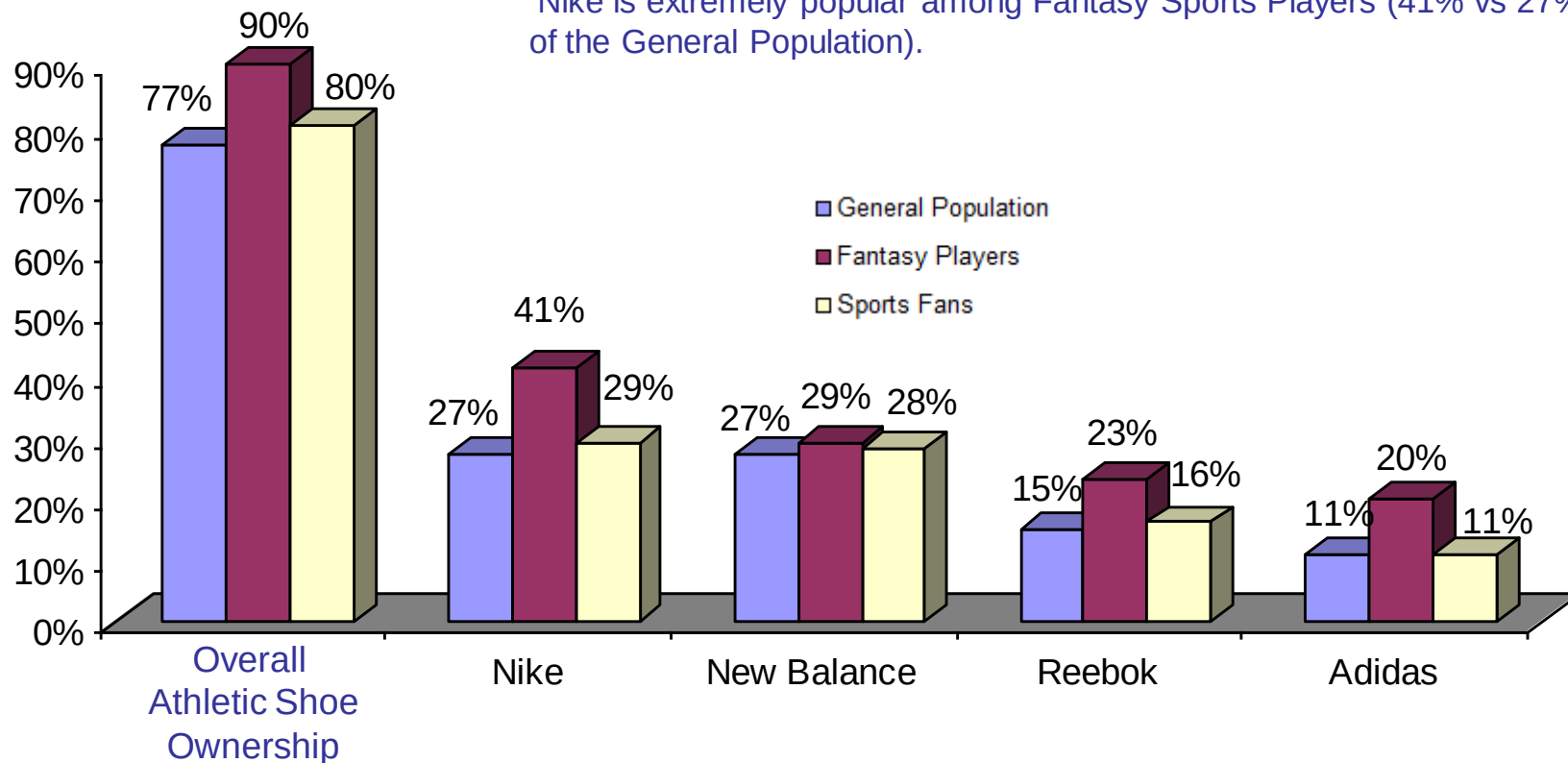
Athletic Shoes

General Population, Fantasy Sports Players, Sports Fans – Athletic Shoes Owned

12. What brands of athletic shoes do you personally own?

Fantasy Sports Players are significantly more likely than Sports Fans or the General Population to own athletic shoes.

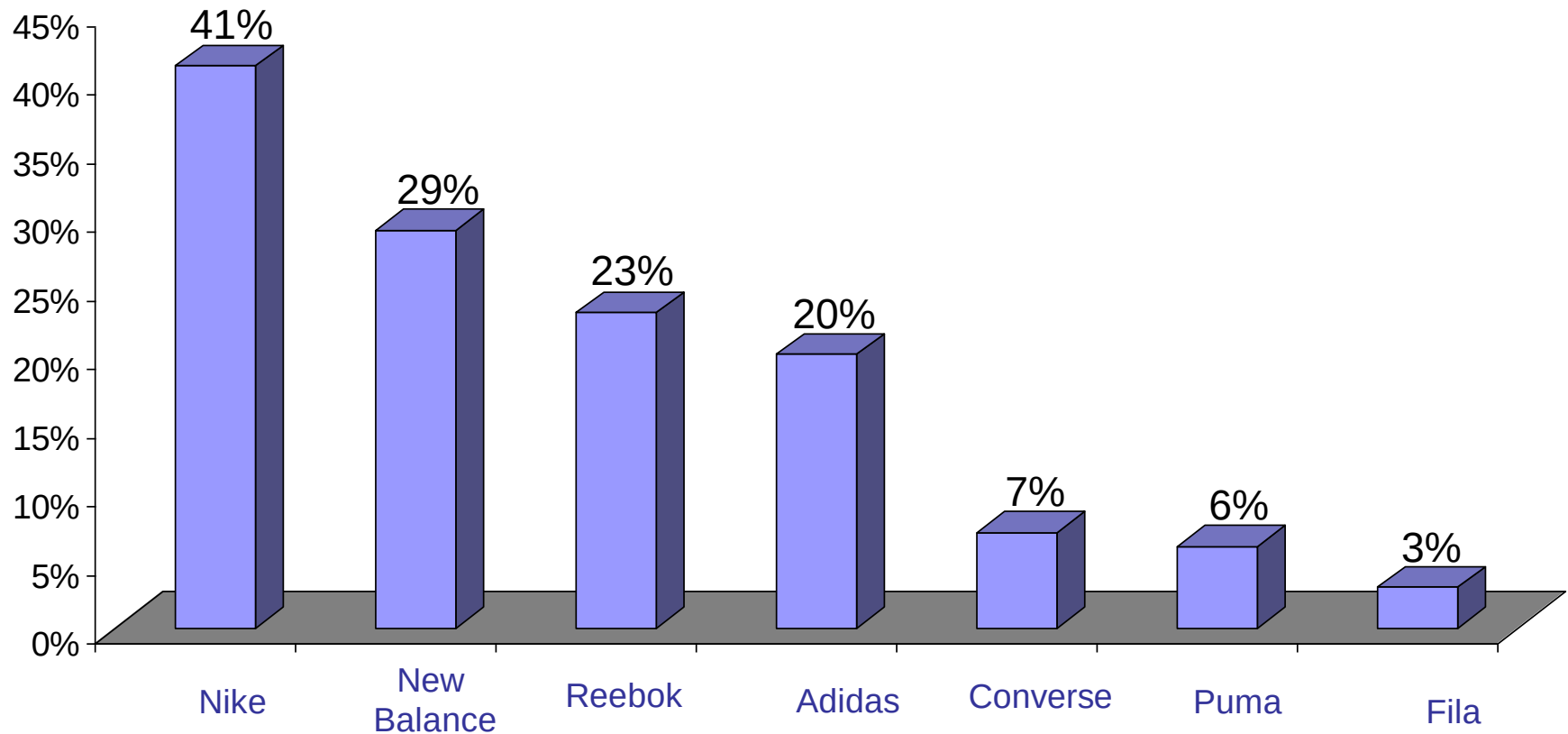
Nike is extremely popular among Fantasy Sports Players (41% vs 27% of the General Population).



Nike is the Most Popular Athletic Shoe Brand Among Fantasy Sports Players

12. What brands of athletic shoes do you personally own?

Nike is king while New Balance Reebok, and Adidas also have a strong following among Fantasy Sports Players.



Fantasy Sports Players Demographics

– Athletic Shoes Owned

12 .What brands of athletic shoes do you personally own?

	Nike	New Balance	Reebok	Adidas	Converse
Males	40%	29%	22%	20%	7%
Females	45%	32%	27%	21%	7%
18-34	53%	26%	20%	31%	10%
35-54	37%	31%	24%	16%	6%
55+	32%	32%	23%	13%	5%
<\$50K	37%	25%	20%	20%	7%
\$50K>	44%	32%	25%	21%	6%
Northeast	39%	35%	26%	23%	6%
Midwest	43%	24%	21%	19%	5%
South	40%	32%	25%	19%	7%
West	42%	27%	18%	24%	12%

More than half (53%) of 18-34 year old Fantasy Players own Nike athletic shoes!

New Balance is popular among female Fantasy Sports Players (32%).

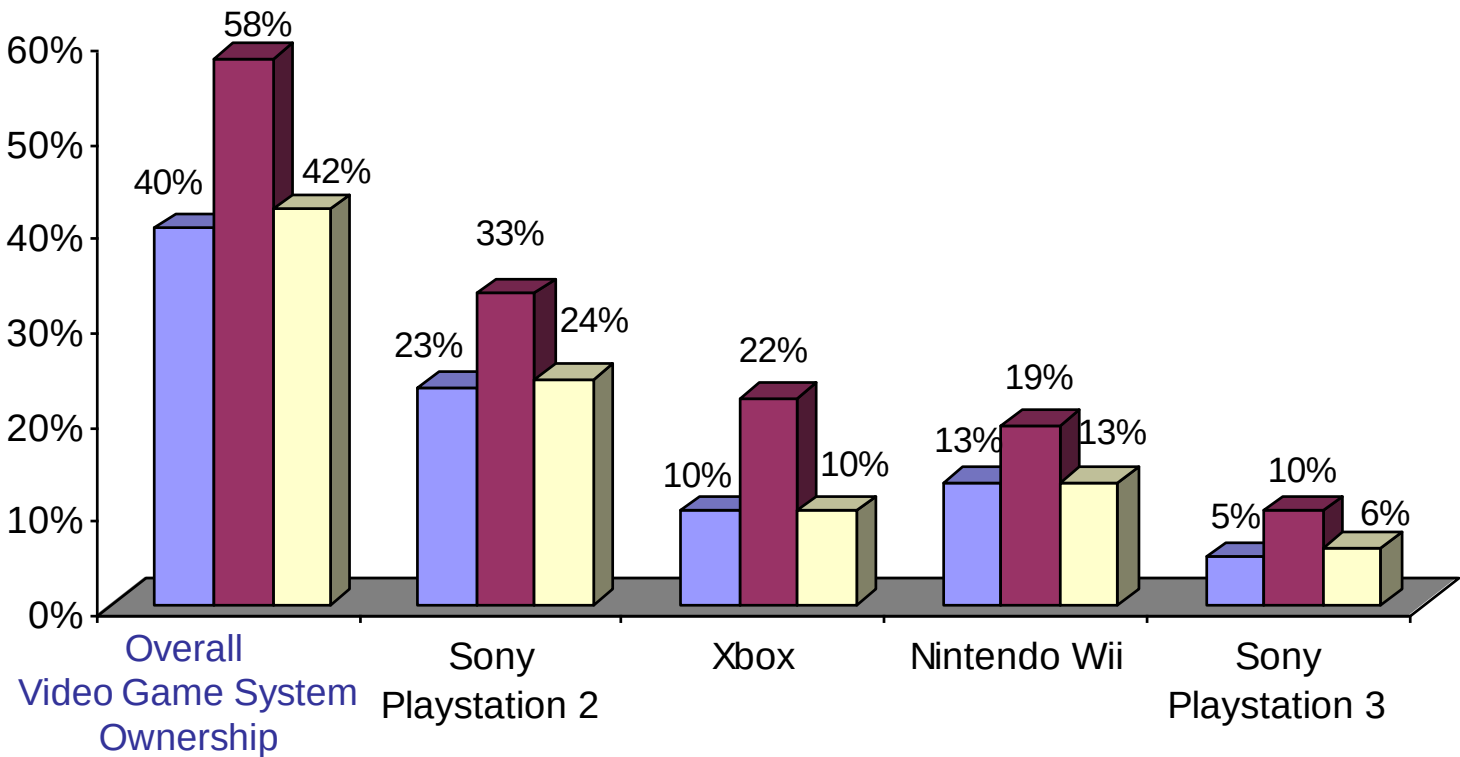
Game Consoles

General Population, Fantasy Sports Players, Sports Fans – Video Game Systems Owned

13. Which of the following video game systems do you own?

Fantasy Sports Players are significantly more likely to own a video game system than the General Population or Sports Fans.

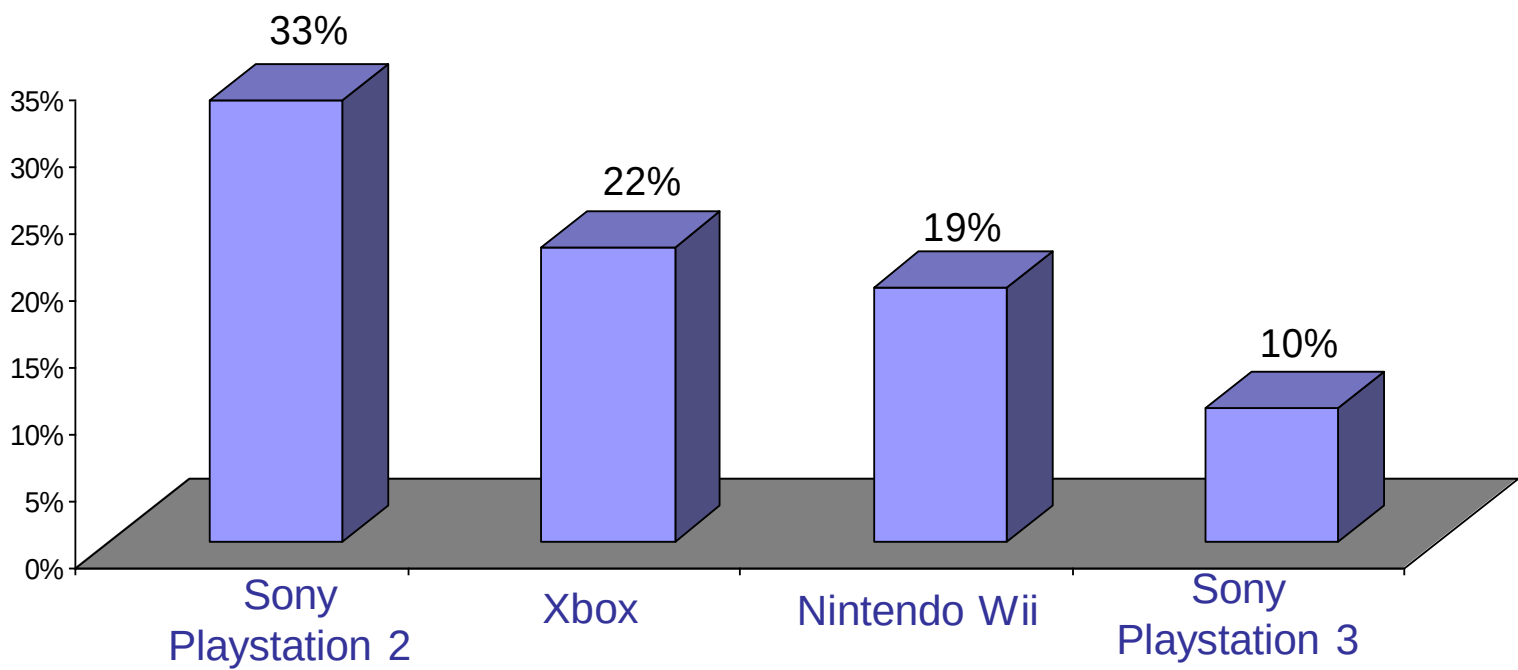
This is true across the four main video game consoles.



Over a Third of Fantasy Sports Players Own a Sony Playstation 2

13. Which of the following video game systems do you own?

One out of every three (33%) Fantasy Sports Players owns a Sony Playstation 2.



Fantasy Sports Players Demographics

– Video Game Systems Owned

13. Which of the following video game systems do you own?

	Sony Playstation 2	Xbox	Nintendo Wii	Sony Playstation 3
Males	31%	21%	17%	10%
Females	39%	27%	27%	10%
18-34	47%	35%	27%	17%
35-54	35%	21%	19%	8%
55+	10%	5%	6%	3%
<\$50K	36%	19%	15%	10%
\$50K>	31%	24%	21%	10%
Northeast	31%	23%	21%	14%
Midwest	33%	19%	20%	10%
South	37%	23%	14%	7%
West	29%	25%	20%	10%

High game console ownership is primarily driven by the fact that many Fantasy Players are in the 18-34 year old demographic.

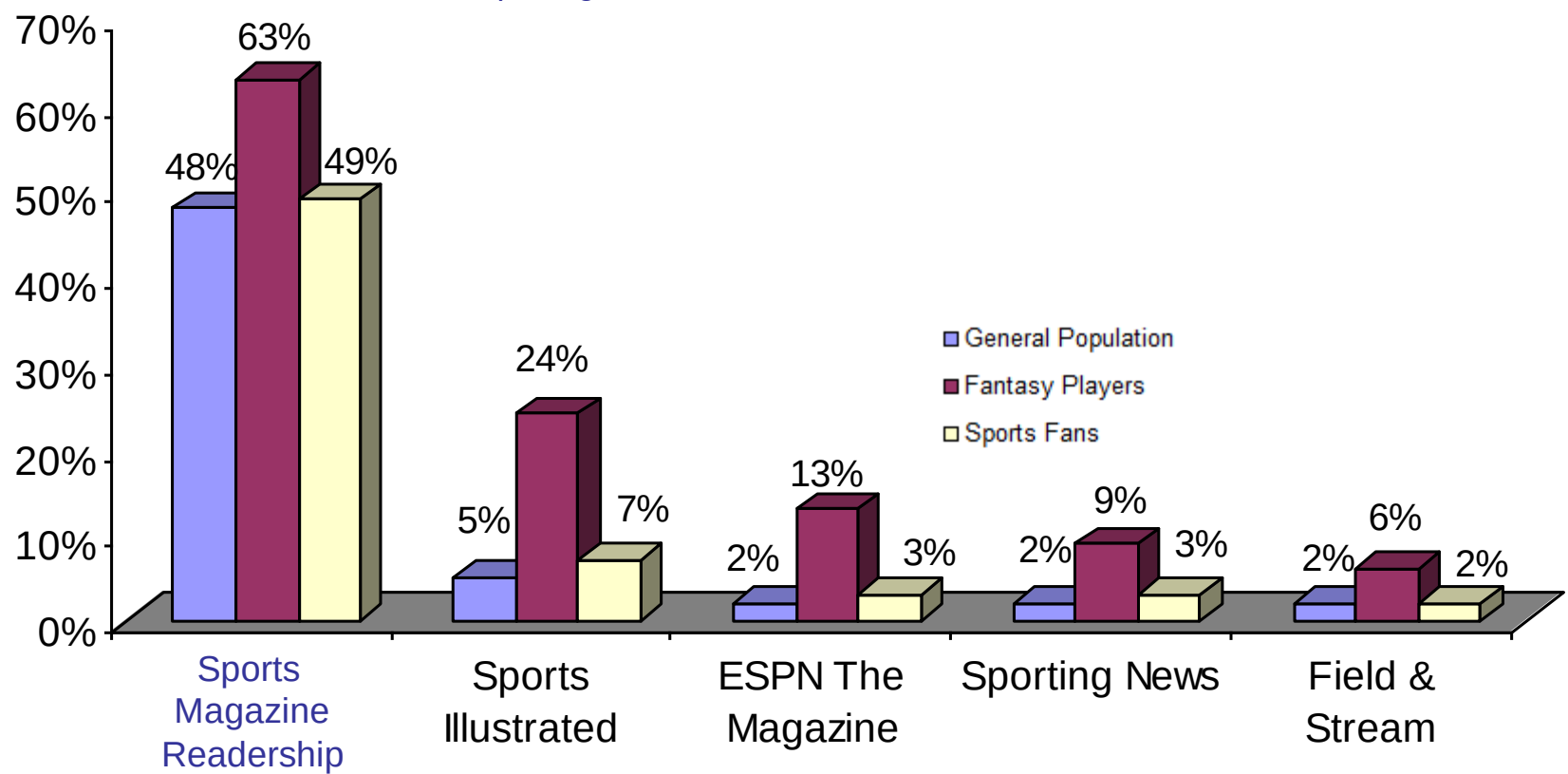
Sport Magazines

General Population, Fantasy Sports Players, Sports Fans – Magazine Readership

14. Which of the following Magazines do you subscribe to or read at least monthly?

Fantasy Sports Players are more likely to read sports magazines than average Sports Fans (63% vs. 49%).

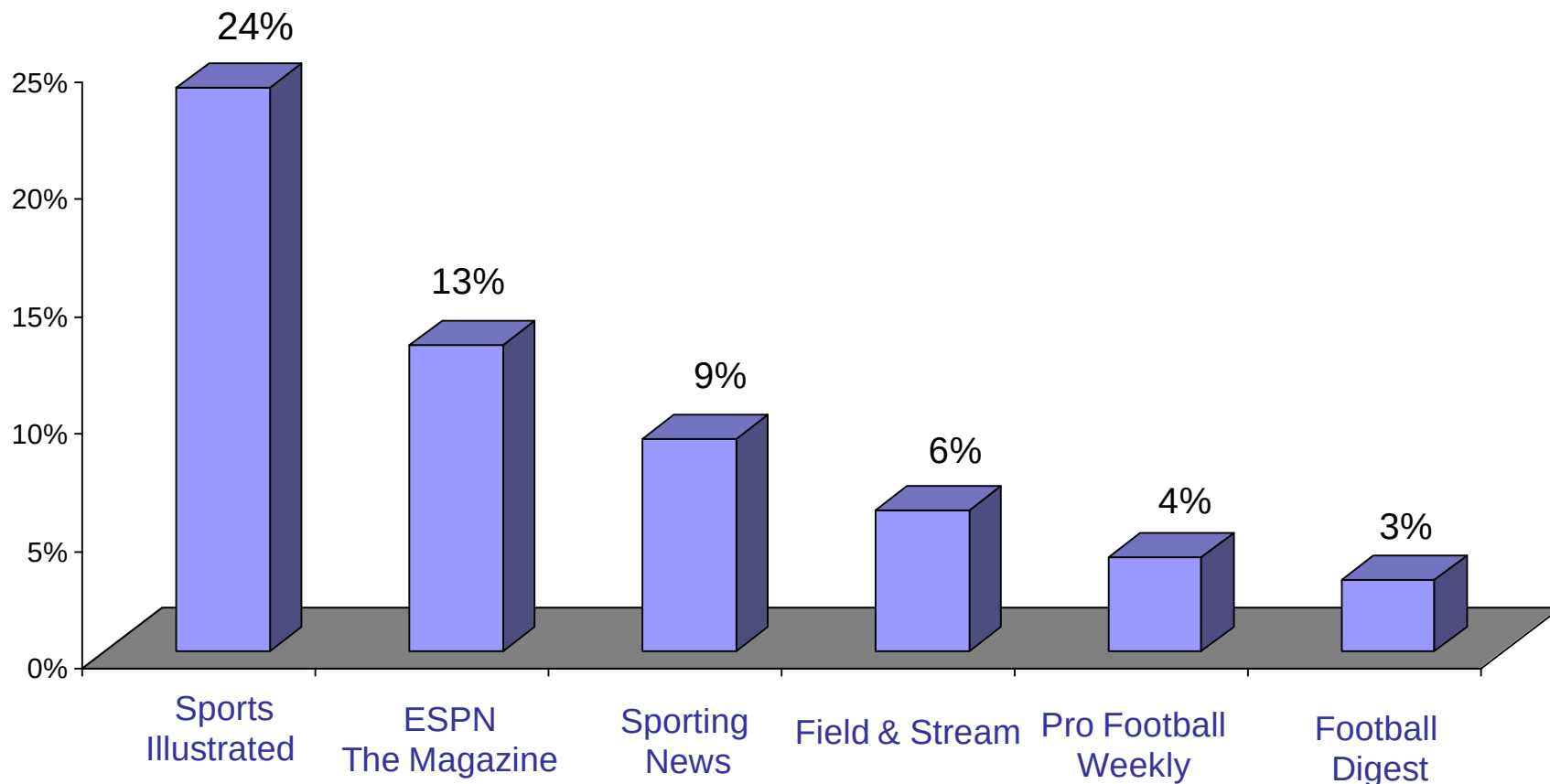
This is statistically significant for Sports Illustrated, ESPN The Magazine, Sporting News and Field and Stream.



Nearly 1 in 4 Fantasy Sports Players Subscribe or read Sports Illustrated

14. Which of the following Magazines do you subscribe to or read at least monthly?

Fantasy Sports Players consume sports information at a high rate.



Fantasy Sports Players Demographics

– Magazine Readership

14 . Which of the following Magazines do you subscribe to or read at least monthly?

Demos	Sports Illustrated	ESPN The Magazine	Sporting News	Field & Stream	Pro Football Weekly
Males	24%	13%	10%	6%	4%
Females	22%	10%	5%	6%	2%
18-34	29%	19%	9%	8%	6%
35-54	22%	11%	10%	5%	3%
55+	22%	6%	7%	4%	2%
<\$50K	20%	11%	10%	6%	4%
\$50K>	26%	13%	8%	5%	4%
Northeast	29%	14%	10%	5%	4%
Midwest	21%	10%	8%	6%	3%
South	22%	12%	9%	7%	3%
West	27%	17%	9%	4%	6%

Three in ten 18-34 year old Fantasy Sports Players read Sports Illustrated and two in ten (19%) are ESPN readers.