

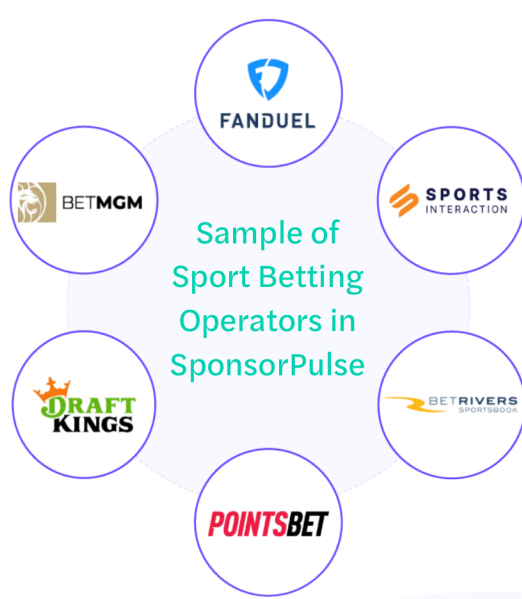
UNDERSTANDING SPORT BETTORS IN CANADA



Sport Bettors in Canada



We're over a year into the legalization of single-game wagering, how is sport betting gaining momentum among Canadians?



How many Canadians engage in sports betting?



8% or ~1.8MM Canadians above the legal betting age have placed a sports bet in the past 3 months

Where are They with a call out to Ontario being the targets?

Geographically speaking, **Ontario** represents the largest opportunity by volume of sport bettors



	Ontario	West	Quebec	Atlantic
% of Sport Bettors in Past 3 Months	9%	8%	6%	7%
Estimated Population of Sport Bettors	808K	588K	310k	103k

Who are They

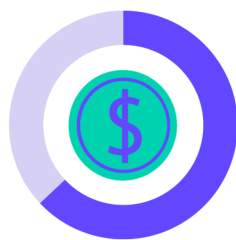
Canadian sport bettors are predominantly **male** and **under the age of 45 years old**



73% are males



73% are under the age of 45 years old



63% have a household income >\$70k



42% have kids in the household

Top Properties to Reach Sport Bettors

More than 2-in-3 Canadian sports bettors engage with the biggest sports leagues in the country, often with weekly frequency. Sports bettors actively engage with entertainment & causal properties which can provide additional opportunity for breakthrough.

Top Sports Properties By Engagement

	82%
	77%
	75%
	75%
	75%

Top Sports Properties By Intensity

	69%
	60%
	60%
	59%
	58%

Top Entertainment Properties By Engagement

	63%
	63%
	62%
	60%
	60%

Top Causal Properties to drive favorability

Food banks & food security	58%
Recycling	56%
Cancer research and support	53%
Salvation Army	53%
Canadian Red Cross	53%