

CANADIAN GAMING MONITOR

The landscape of betting and gambling in Canada is changing.

Are you ready?



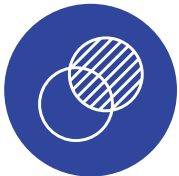
CGM
SYNDICATED



LAND-BASED TO ONLINE

Gamblers embraced online as a way to stay engaged through the pandemic.

- Who's playing in each of these verticals?
- Where and how do they overlap?
- How are players spreading their money across different platforms?
- Will these behaviours remain?



BLURRING THE LINES

Half of all online gamblers play casino games; only a fifth bet on sports.

- How will these betting activities change over time?
- What are the triggers that will encourage trial?



YOUR SHARE OF THE ACTION

Gamblers use four different sites or apps on average.

- How do Canadians rate and rank gaming sites?
- Who are the brand leaders and what are their strengths?
- How do Canadians choose which one to put their money on?

Canadians gambling online

30%



Half of them play weekly (or more often)

Quarterly Insights

The most comprehensive gaming market study in Canada.

Covering offline and online betting, we answer every marketer's burning questions, from total audience size to player perceptions, brand image, and competitive positioning.

Insights released quarterly.

SUBSCRIBE NOW!

for a chance to add your custom questions.

THE VOICE OF THE MARKET

Under the data and trends are real people. Their stories add meaning and shed light on the future of online betting. Examples of what we heard about choosing a site or app:

'I joined sites that offered me an incentive first and foremost such as a betting bonus or free chips to play.'

Jeffrey, Manitoba

'I made a comparison between different gaming sites and decided to stay with the app that is easier to use.'

Tom, Alberta

'I saw ads for OLG first and with them being government connected, it felt safer than an overseas place that could go under.'

Phil, Ontario

'I decided based on legitimate and trustworthiness of the site, based on reviews and other sources to confirm the validity of the site.'

Patricia, BC

POINTS OF INTEREST

Quarterly Tracking

- Size of the industry, online and offline
- Competitive online market share-of-wallet
- Brand strengths, drivers of player choice
- Gambler profiles and needs assessment
- Generation and gender matters



Includes Online Gamblers Boost

Quarterly boost providing ~1,000 online gamblers for detailed analysis.

Quantitative Survey

tracking key metrics quarterly. National sample of 2,000 gen-pop per quarter plus sample boost of online gamblers.

Qualitative Community

Access pre-screened online gamblers for custom deep dives (extra cost depending on scope).

Annual Cost: \$75,000 CAD

20% discount for prelaunch subscribers.

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