**Identify the target users of the system**

In order to first identify our target users, we need to overview the idea of our project as a whole. It is a sports betting aid which uses previous sport data to create complex predictions for future sport(football) events/matches and can stand as a guide for the ‘better’. This will enable them to get a better idea of the odds based on historical data and influence their prediction. Now with this information, we can directly start researching facts about the ages of players on online casinos and sports betting. One of the things that we quickly established is that the demographic for a stereotypical gambler is on the younger side aged 18-35, which we will break down and develop a further understanding of why this is. Younger people are more likely to engage in risky gambling behavior for many reasons:

1. Young people are more susceptible to the illusion that they have a control over outcomes which in turn leads them to believe that even if they lose they can still ‘win big’
2. Social Media. This is one of the biggest factors influencing gambling as well known persons are paid by gambling companies to promote the product and, although illegal, often fix the outcome of games such as roulette or blackjack to create the false idea that winning is easy.
3. Younger people are often risk takers, they take impulsive actions in hopes of a good outcome but may also be influence by peers and family.

However, this is just general gambling, if we look further into gambling related to sporting events we can see that the highest share of adults that participate in weekly sports betting in the United States was actually people between the ages of 35 to 44 as shown by the study S. Lock.

<https://www.statista.com/statistics/1105293/sport-gambling-interest-age/>

From this we can identify that our target users will be between the age range of 18 - 44 through combining two aspects of the gambling industry.