





Who?	Analytical Mindset 	Excitement Competitor 	Entertainment Seekers 	Chilled regulars 
Demographics	54% male 46% female	52% male 48% female	58% female 43% male	72% female 28% male
Attitudes and behaviours	<ul style="list-style-type: none"> - Competitive - Planner - Independent - Knowledge-linked sports entertainment 	<ul style="list-style-type: none"> - Extreme personality - Self-competitive - Independent 	<ul style="list-style-type: none"> - Relaxed - Non-competitive - No strong brand relationships 	<ul style="list-style-type: none"> - Non-competitive - Laid-back - Social - Experience-linked sports entertainment
Motivation	Money, Winning	Thrill, Winning	Fun, Entertainment, Thrill	Entertainment
Needs	Complex features, Flexible, Stats	High Risk, Simple, Stats	Quick, Players, Fantasy	Simple, Teams, Content
Preferred gambling	Simple, Sports content, Easy-to-navigate	Simple, New lottery product, Skill Games	Simple, Premium games, Skill games	Easy-to-navigate, Simple, Sports content
Spending	High Spending	High Spending	Middle Spending	Low Spending
% gambled in the last week	100%	98%	70%	45%