

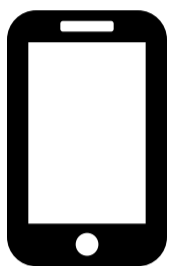
# CHICAGO TRIBUNE

media group

## Gambling Opportunities by the Numbers

ChicagoTribune.com is a digital destination for **4 million individuals** exhibiting an affinity for playing casino games.

What types of games are our visitors playing?



**46% of that  
4 million**

are reached on a  
mobile device

**3.7 million**

exhibit affinity  
for playing the  
lottery

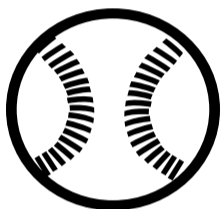


**54% of that  
4 million**

are reached on fixed  
web

**2.5 million**

exhibit affinity  
for playing video-  
game-based  
casino games



**4.4  
million**

exhibit affinity  
for fantasy sports  
leagues

What do our site visitors who play casino games look like?

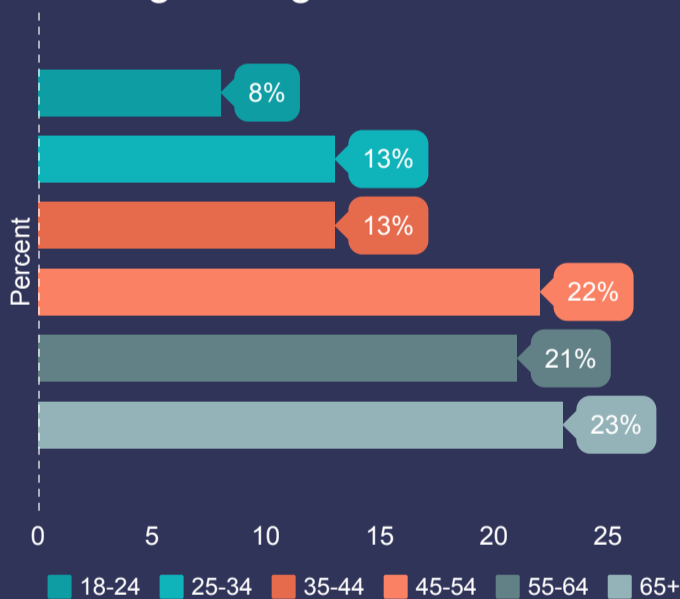
58% Male



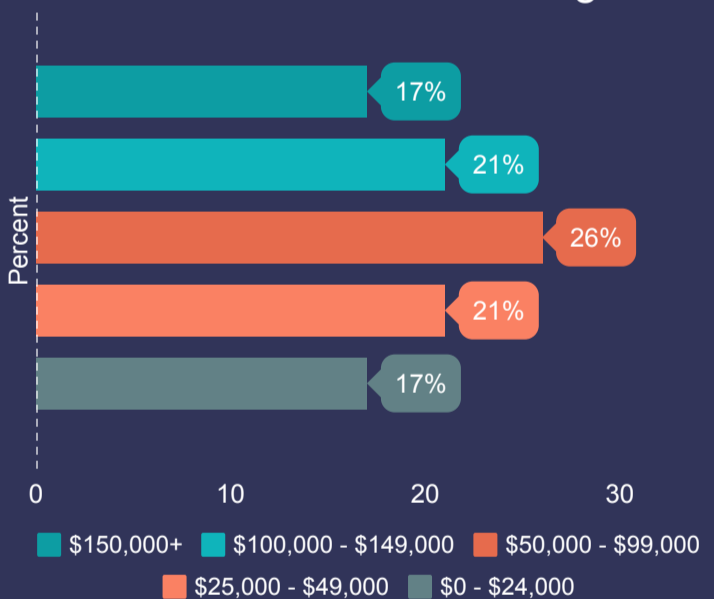
42% Female



Age Range of Individuals



Household Income Range



Where do our site visitors who play casino games travel to?



**1.8 million**

exhibit the  
affinity for  
traveling to  
casinos



**Las Vegas**

In the last year,  
700,723 have  
gambled in a  
Las Vegas  
casino



**Atlantic City**

In the last year,  
350,361 have  
gambled at an  
Atlantic City  
casino



**Indian  
Reservation**

In the last year,  
583,935 have  
gambled at an  
Indian  
reservation  
casino