

USA & CANADA OVERVIEW



USA Main Consumer View 136 Million

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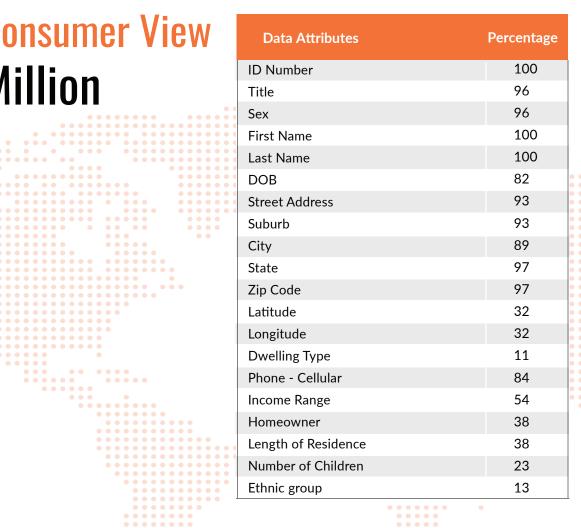
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Data Attributes	Percentage
Financial - Occupation	19
Financial - Credit Card	11
Financial - Gold or Platinum Credit Card	3
Financial - Amex	7
Financial - Credit Rating	22
Financial - Investment General	14
Financial - Investment Stock Securities	9
Financial - Amex Gold	2
Financial - Mastercard Gold Premium	2
Financial - Mastercard Regular	5
Financial - Visa Gold Premium	2
Financial - Visa Regular	4
Financial - Crypto	1
Financial - Mortgage	14
Financial - Refinance	17
Financial - Auto Insurance	13
Financial - Health Insurance	6
Financial - Cable TV	13
Financial - Food Delivery Apps	18
Financial - Ride Share Apps	15

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USA Main Consumer View 136 Million





USA **Crypto Investors** 6.1 Million

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pto investors	Data Attributes	Percentage	Data Attribute
Million	ID	100	Crypto holding
IVIIIIIUII	Title	87	Signed up to tra
	First_Name	100	Hold Bitcoin
	Last_Name	100	Hold Ethereum
	Date_OF_Birth_YYYYMMDD	73	Hold Shiba Inu
	Email_Address	96	Hold Dodgecoi
	Cell Phone	41	Hold Alt Coins
	Address1	89	Hold NFTs
	Suburb	96	Interested in IC
	Zip code	98	Have multiple of
	Country	100	Regularly read
	Hold Crypto Investments	96	Regularly visit i
0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Crypto holdings 500-2,500	6	Buy crypto with
	Crypto holdings 25,000-50,000	14	Buy crypto witl
• • • • • • • • • • •	Crypto holdings 50,000-100,000	11	
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Data Attributes	Percentage
Crypto holdings 100,000+	7
Signed up to trading tools or subscriptions	18
Hold Bitcoin	66
Hold Ethereum	69
Hold Shiba Inu	22
Hold Dodgecoin	12
Hold Alt Coins	44
Hold NFTs	14
Interested in ICO's	16
Have multiple crypto accounts	62
Regularly read industry blogs	21
Regularly visit industry news sites	19
Buy crypto with credit card	86
Buy crypto with credit card	38

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USA SHARES FX

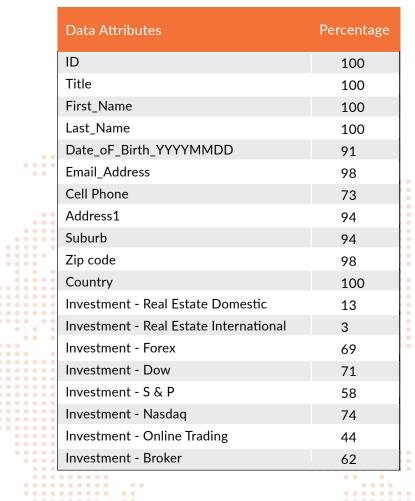
8 Million Consumers

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USA Regular **Gamblers** 16 Million

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4	Data Attributes	Percentage
ular	ID	100
ulai	Title	100
blers	First_Name	100
เมเษาง	Last_Name	100
N A : 11: a -a	Date_OF_Birth_YYYYMMDD	96
Million	Email_Address	93
• • • • • •	Cell Phone	86
	Address1	94
	Suburb	94
	Zip code	94
	State	94
	Gambling Online - Sports	93
	Gambling Online - Basketball NBA	29
	Gambling Online - Basketball College	18
• • • • • • • • • • • • • • • • • • • •	Gambling Online - MBL	51
	Gambling Online - NFL	82
	Gambling Online - Football College	28
• • • • •	Gambling Online - MBL	69
	Gambling Online - Motor	8
• • • • • • • • • • • • • • • • • • • •	Gambling Online - Soccor	6
	Gambling Online - Hockey	37
	Gambling Online - VIP	6
0 0 0 0 0 0	Gambling Online - Single Account	17
0 0 0 0 0	Gambling Online - Multiple Account	59
• • • • •	Gambling Online - International	9
0 0 0 0 0	Gambling Casino - Slots	9

Data Attributes	Percentage
Gambling Casino - Sports	12
Gambling Casino - Tables	22
Gambling Casino - VIP	14
Gambling Casino - Vegas	19
Gambling Casino - Reno	7
Gambling Casino - AC	4
Gambling Casino - Other	21

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USA **Frequent Travelers** 7.1 Million

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Data Attributes	Percentage
ID	100
Title	100
First_Name	100
Last_Name	100
Date_OF_Birth_YYYYMMDD	93
Email_Address	96
Cell Phone	82
Address1	96
Suburb	96
Zip code	96
State	98
Travel - Domestic Air	58
Travel - Domestic Rail	13
Travel - Domestic Bus	8
Travel - International Air	39
Travel - International Cruise	12
Travel - Frequent Flyer	44
Travel - Frequent Flyer Silver	18
Travel - Frequent Flyer Gold	11
Travel - Hotel Rewards	14
Travel - Air BNB	52
Travel - Online Booking	76
Travel - Travel Agent	22



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CANADA 18 MILLION







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SOME OF OUR CLIENTS

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