

Alberta Online Gambling Market Forecast: Data Pack

README. v1.0, published 9 July 2026. The machine-readable companion to the Alberta Online Gambling Market Forecast report. Four CSV files: open them directly or rebuild the report's charts from them. All figures nominal CAD. Every forward number is a modelled estimate, built before the market opened on 13 July 2026.

UNITS AND CONVENTIONS

- All dollar figures are nominal Canadian dollars. GGR is gross gaming revenue (wagers minus player winnings).
- "period" is the forecast year: Year 1 runs 13 July 2026 to 12 July 2027 (2026/27); Year 10 runs to mid-2036 (2035/36).
- Every value is copied from the forecast model published in the report (methodology in section 5, results in sections 7 to 9). This pack only reshapes the model output; it invents nothing.
- Every forward number is a modelled estimate, and no forecast is presented as a measured fact.

ALBERTA-FORECAST-BASE-DRIVERS.CSV

The full base-case driver build, Years 1 to 10. One row per year.

COLUMN	MEANING
year	Forecast year, 1 to 10
period	Fiscal-year label (2026/27 to 2035/36)
adults_18plus_millions	Alberta adult population aged 18+
participation_pct	Share of adults who gamble online (regulated plus grey)
online_gamblers_millions	Adults multiplied by participation
channelization_pct	Share of online gamblers on regulated sites
regulated_players_millions	Online gamblers multiplied by channelization
ggr_per_player_cad	Regulated GGR per regulated player
regulated_ggr_cad_millions	Base-case regulated online GGR (the product of the four drivers)

ALBERTA-FORECAST-SCENARIOS.CSV

Bear, base and bull GGR paths, plus the cumulative base total.

COLUMN	MEANING
year, period	As above
bear_ggr_cad_millions	Bear - case GGR
base_ggr_cad_millions	Base - case GGR
bull_ggr_cad_millions	Bull - case GGR
base_cumulative_ggr_cad_millions	Running sum of base GGR (about \$10.9B by Year 10)

Scenario weighting used in the report: base 50%, bear 25%, bull 25%, giving a probability-weighted Year-10 GGR of about \$1.54B.

ALBERTA-FORECAST-GOVERNMENT-REVENUE.CSV

Government revenue against the province's own budget.

COLUMN	MEANING
year, period	As above
base_ggr_cad_millions	Base - case GGR (the tax base, before the net - revenue question below)
gov_revenue_central_cad_millions	Central estimate, about 20% of GGR
gov_revenue_low_15pct_cad_millions	Lower bound, 15% (net - revenue basis, heavy early promotion)
gov_revenue_high_22pct_cad_millions	Upper bound, 22% (near - gross basis)
alberta_budget_agency_revenue_cad_millions	Alberta Budget 2026 published figure (only 2026/27 and 2028/29 are published)

Open question: whether the government's 20% applies to GGR or to net revenue after promotional credits. The 15% to 22% range brackets that uncertainty. The model matches the budget in the partial first year and runs about 58% above it by 2028/29, which the report reads as budget conservatism (Ontario beat its five-year forecast within two years).

ALBERTA-FORECAST-PRODUCT-AND-HANDLE.CSV

Product mix and derived handle at Years 1, 5 and 10 (the model publishes these three checkpoints).

COLUMN	MEANING
year	1, 5 or 10

COLUMN	MEANING
casino_pct, sports_pct, poker_pct	Share of GGR by product
casino_ggr_cad_millions (and sports, poker)	GGR by product
total_handle_cad_billions	Total amount wagered (GGR divided by segment hold)
blended_hold_pct	Blended hold across products

SOURCING AND CITATION

All model inputs trace to regulators, official statistics, legislation and company filings, including iGaming Ontario, AGLC, Statistics Canada, the Alberta Budget 2026 Fiscal Plan, and the New Jersey, Michigan and Pennsylvania regulators. The full tiered source list is in the report's Appendix B, methodology notes and limitations in Appendix C, and the assumption behind each driver in section 6. If you use these figures, please credit iGaming.com and note that all forward numbers are modelled estimates.

Alberta Online Gambling Market Forecast data pack. v1.0, published 9 July 2026. Questions, corrections and data requests: press@igaming.com.