8 facts about Nevada Sports Betting

With decades of monitored performance, Nevada sports books provide an excellent window into the business of legal American sports wagering.

1. **5.5%**
   - Average hold of Nevada sports books since 1984. Out of every dollar bet, they keep just over 5¢.

2. **$4.9 billion**
   - Total amount customers bet in Nevada sports books in 2017.

3. **$249 million**
   - Amount Nevada sports books won from customers in 2017.

4. **82.3%**
   - Percentage increase in Nevada sports book revenue since 2008.

5. **39%**
   - Historic percentage of Nevada sports book revenue from football.

6. **4.4%**
   - 2017 football hold percentage for Nevada sports books. Historically, the most popular sport to bet on.

7. **$1.3 million**
   - Average annual income for each of Nevada’s 192 sports books in 2017.

8. **2.2%**
   - Sports betting’s portion of Nevada’s total gaming win. This is a historic high.

Information derived from data reported to the Nevada Gaming Control Board for all sports betting facilities in the state.


UNLV Center for Gaming Research infographic series