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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.

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



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

Full Report: http://gaming.unlv.edu/reports/NV_sportsbetting.pdf