

NEVADA SPORTS BETTING TOTALS: 1984-2017

WIN, DROP, AND WIN PERCENTAGES FOR ALL NEVADA LOCATIONS

CENTER FOR GAMING RESEARCH, January 2018

Executive Summary

With a long history of legal sports betting, Nevada is as good test case for the long-term viability of sports betting as is available in the United States. The following data was extracted from Nevada Gaming Control Board Gaming Revenue Reports from 1984 to the most recent calendar year. Taken together, it provides historical benchmarks for current operations, as well as a glimpse into the evolving role of sports betting in Nevada gaming.

Contents

Sports Betting Win, 1984-2017.....	2
Sports Betting Win by Sport (Total Amount), 1989-2017.....	3
Sports Betting Win By Sport (Percentage), 1989-2017.....	4
Win Percentage By Sport, 1992-2017.....	5
Drop by Sport, 1992-2017	6
Historical Benchmarks	7

Definitions

Units: Total number of sports betting locations active during the calendar year

Win Amount: Cash-in minus payoffs; the amount the sports books kept for the calendar year

% Change: Percentage change in win from the previous year

Win%: Win percentage, or win as a percentage of drop, AKA hold percentage, the percentage of money wagered that the casino kept

Drop: Estimated total amount bet by bettors during the calendar year, derived by dividing the Win by the Win Percentage

Total Gaming Win: Total amount won by casinos on all games and devices during the calendar year

% Total: Sports betting win as a percentage of total casino win

Win/Unit: Average win per unit for the calendar year

All dollar amounts in tables are in thousands of dollars; add "000" for true total

Sports Betting Win, 1984-2017

	Units	Win Amount	%Change	Win%	Drop	Total Gaming Win	%Total	Win/Unit
1984	51	20,899	-	2.34%	894,564	3,092,980	0.68%	409.78
1985	56	21,485	2.80%	2.52%	851,786	3,309,372	0.65%	383.66
1986	59	34,921	62.54%	3.23 %	1,081,161	3,492,474	1.00%	591.88
1987	67	29,054	-16.80%	1.55%	1,875,400	3,949,427	0.74%	433.64
1988	66	42,023	44.64%	3.19%	1,318,052	4,429,023	0.95%	636.71
1989	71	45,776	8.93%	3.35%	1,366,448	4,750,716	0.96%	644.73
1990	90	48,839	6.69%	2.92%	1,671,479	5,480,664	0.89%	542.66
1991	104	52,300	7.09%	2.80%	1,867,857	5,579,128	0.94%	502.88
1992	114	50,602	-3.25%	2.81%	1,800,783	5,864,228	0.86%	443.88
1993	112	75,035	48.28%	3.74%	2,006,283	6,247,508	1.20%	669.96
1994	112	122,450	63.19%	5.73%	2,136,998	7,007,586	1.75%	1,093.30
1995	119	79,415	-35.14%	3.27%	2,428,593	7,368,580	1.08%	667.35
1996	133	76,486	-3.69%	3.08%	2,483,312	7,426,192	1.03%	575.08
1997	136	89,718	17.30%	3.69%	2,431,382	7,801,920	1.15%	659.69
1998	146	77,375	-13.76%	3.41%	2,269,062	8,064,970	0.96%	529.97
1999	156	109,192	41.12%	4.42%	2,470,407	9,021,570	1.21%	699.95
2000	165	123,836	13.41%	5.33%	2,323,377	9,602,586	1.29%	750.52
2001	162	118,077	-4.65%	5.78%	2,042,855	9,468,559	1.25%	728.87
2002	149	110,383	-6.52%	5.70%	1,936,544	9,447,660	1.17%	740.83
2003	150	122,630	11.10%	6.58%	1,863,678	9,625,304	1.27%	817.53
2004	159	112,504	-8.26%	5.39%	2,087,273	10,562,247	1.07%	707.57
2005	164	126,176	12.15%	5.59%	2,257,174	11,649,040	1.08%	769.37
2006	168	191,538	51.80%	7.89%	2,427,605	12,622,044	1.52%	1,140.11
2007	169	168,363	-12.10%	6.49%	2,594,191	12,849,137	1.31%	996.23
2008	177	136,441	-18.96%	5.29%	2,579,225	11,599,124	1.18%	770.85
2009	185	136,380	-0.04%	5.31%	2,568,362	10,392,675	1.31%	737.19
2010	183	151,096	10.79%	5.47%	2,762,267	10,404,731	1.45%	825.66
2011	183	140,731	-6.86%	4.89%	2,877,935	10,700,994	1.32%	769.02
2012	182	170,062	20.84%	4.93%	3,449,533	10,860,715	1.57%	934.41
2013	186	202,838	19.27%	5.60%	3,622,107	11,142,915	1.82%	1,090.53
2014	190	227,045	11.93%	5.82%	3,901,117	11,018,688	2.06%	1,194.97
2015	196	231,787	2.09%	5.47%	4,237,422	11,114,081	2.09%	1,182.59
2016	192	219,174	-5.44%	4.86%	4,509,753	11,257,147	1.95%	1,141.53
2017	192	248,777	13.51%	5.11%	4,868,434	11,571,114	2.15%	1,295.71

Sports Betting Win by Sport (Total Amount), 1989-2017

	Football	Basketball	Baseball	Parlay	Other	Total
1984	-	-	-	-	-	20,899
1985	-	-	-	-	-	21,485
1986	-	-	-	-	-	34,921
1987	-	-	-	-	-	29,054
1988	-	-	-	-	-	42,023
1989	19,042	6,485	6,616	9,865	3,769	45,776
1990	16,905	6,611	10,281	11,694	3,339	48,839
1991	17,584	15,827	5,000	10,455	3,432	52,300
1992	19,793	10,396	7,800	9,939	2,674	50,602
1993	30,683	17,266	9,391	17,073	620	75,035
1994	63,507	19,290	10,071	25,554	4,028	122,450
1995	32,550	18,352	4,584	19,855	3,774	79,415
1996	27,599	19,333	10,099	21,594	-2,139	76,486
1997	32,174	14,152	14,494	19,924	6,833	89,718
1998	28,852	21,305	4,684	15,841	6,399	77,375
1999	49,700	27,526	4,273	19,739	7,300	109,192
2000	49,276	27,285	19,353	20,942	6,643	123,836
2001	46,444	29,550	17,348	18,689	6,045	118,077
2002	40,334	30,348	11,062	21,796	6,884	110,383
2003	48,831	34,046	12,124	21,070	6,558	122,630
2004	46,712	30,445	9,084	19,943	6,320	112,504
2005	40,366	38,356	26,127	15,628	5,700	126,176
2006	91,139	46,191	22,145	21,087	10,977	191,538
2007	73,532	37,452	25,382	20,283	11,792	168,363
2008	39,278	43,484	23,595	20,263	9,822	136,441
2009	48,665	38,248	21,402	19,210	8,854	136,380
2010	56,428	39,362	22,627	18,997	13,684	151,096
2011	44,279	48,818	19,642	17,600	10,391	140,731
2012	68,456	47,880	30,106	13,573	10,045	170,062
2013	80,815	59,186	29,079	19,967	13,789	202,838
2014	113,732	54,239	21,294	21,281	16,500	227,045
2015	82,546	72,976	39,392	15,983	20,890	231,787
2016	91,243	66,632	32,204	10,412	18,648	219,174
2017	76,896	87,431	36,815	15,177	32,325	248,777

Sports Betting Win By Sport (Percentage), 1989-2017

	Football	Basketball	Baseball	Parlay	Other
1989	41.60%	14.17%	14.45%	21.55%	8.23%
1990	34.61%	13.54%	21.05%	23.94%	6.84%
1991	33.62%	30.26%	9.56%	19.99%	6.56%
1992	39.12%	20.54%	15.41%	19.64%	5.28%
1993	40.89%	23.01%	12.52%	22.75%	0.83%
1994	51.86%	15.75%	8.22%	20.87%	3.29%
1995	40.99%	23.11%	5.77%	25.00%	4.75%
1996	36.08%	25.28%	13.20%	28.23%	-2.80%
1997	35.86%	15.77%	16.16%	22.21%	7.62%
1998	37.29%	27.53%	6.05%	20.47%	8.27%
1999	45.52%	25.21%	3.91%	18.08%	6.69%
2000	39.79%	22.03%	15.63%	16.91%	5.36%
2001	39.33%	25.03%	14.69%	15.83%	5.12%
2002	36.54%	27.49%	10.02%	19.75%	6.24%
2003	39.82%	27.76%	9.89%	17.18%	5.35%
2004	41.52%	27.06%	8.07%	17.73%	5.62%
2005	31.99%	30.40%	20.71%	12.39%	4.52%
2006	47.58%	24.12%	11.56%	11.01%	5.73%
2007	43.67%	22.24%	15.08%	12.05%	7.00%
2008	28.79%	31.87%	17.29%	14.85%	7.20%
2009	35.68%	28.05%	15.69%	14.09%	6.49%
2010	37.35%	26.05%	14.98%	12.57%	9.06%
2011	31.46%	34.69%	13.96%	12.51%	7.38%
2012	40.25%	28.15%	17.70%	7.98%	5.91%
2013	39.84%	29.18%	14.34%	9.84%	6.80%
2014	50.09%	23.89%	9.38%	9.37%	7.27%
2015	35.61%	31.48%	16.99%	6.90%	9.01%
2016	41.63%	30.40%	14.69%	4.75%	8.51%
2017	30.91%	35.14%	14.80%	6.10%	12.99%

This is the percent of total sports betting win represented by each category.

Win Percentage By Sport, 1992-2017

	Football	Basketball	Baseball	Parlay	Other	Total
1992	2.69	2.04	1.80	17.26	4.15	2.81
1993	3.55	3.14	2.06	25.59	0.86	3.74
1994	6.25	3.19	2.70	37.69	5.42	5.73
1995	3.13	2.70	0.86	27.93	3.93	3.27
1996	2.76	2.84	1.66	27.57	-1.87	3.08
1997	3.39	2.22	2.56	29.79	5.17	3.69
1998	3.15	3.82	0.78	23.20	4.76	3.41
1999	5.07	4.51	0.63	31.08	5.64	4.42
2000	5.39	4.27	3.41	32.07	4.82	5.33
2001	5.76	5.21	3.50	32.22	5.36	5.78
2002	4.69	5.91	2.86	32.81	6.29	5.70
2003	5.91	6.96	3.20	32.93	6.15	6.58
2004	4.82	5.60	2.13	33.27	7.28	5.39
2005	3.84	6.62	5.63	24.86	5.69	5.59
2006	8.02	7.27	4.84	30.89	8.37	7.89
2007	6.25	5.45	4.80	29.56	8.80	6.49
2008	3.50	5.89	4.52	31.36	7.47	5.29
2009	4.45	4.76	4.38	32.57	6.98	5.31
2010	4.76	4.74	4.28	33.50	8.63	5.47
2011	3.30	6.62	3.52	28.10	5.79	4.89
2012	4.37	4.91	4.34	23.33	6.37	4.93
2013	4.98	5.62	4.27	34.63	6.73	5.60
2014	6.50	4.89	2.95	36.83	6.18	5.82
2015	4.86	5.83	4.39	29.56	6.27	5.47
2016	5.39	4.75	3.08	17.28	6.07	4.86
2017	4.38	5.9	3.23	24.12	7.56	5.11

This is the percent of total amount bet that casino won in each category

Drop by Sport, 1992-2017

	Football	Basketball	Baseball	Parlay	Other	Total
1992	735,799	509,608	433,333	57,584	64,434	1,800,783
1993	864,310	549,873	455,874	66,717	72,093	2,006,283
1994	1,016,112	604,702	373,000	67,800	74,317	2,136,998
1995	1,039,936	679,704	533,023	71,088	96,031	2,428,593
1996	999,964	680,739	608,373	78,324	114,385	2,483,312
1997	949,086	637,477	566,172	66,882	132,166	2,431,382
1998	915,937	557,723	600,513	68,280	134,433	2,269,062
1999	980,276	610,333	678,254	63,510	129,433	2,470,407
2000	914,212	638,993	567,537	65,301	137,822	2,323,377
2001	806,319	567,179	495,657	58,004	112,780	2,042,855
2002	860,000	513,503	386,783	66,431	109,444	1,936,544
2003	826,244	489,167	378,875	63,984	106,634	1,863,678
2004	969,129	543,661	426,479	59,943	86,813	2,087,273
2005	1,051,198	579,396	464,067	62,864	100,176	2,257,174
2006	1,136,397	635,365	457,541	68,265	131,147	2,427,605
2007	1,176,512	687,193	528,792	68,616	134,000	2,594,191
2008	1,122,229	738,268	522,013	64,614	131,486	2,579,225
2009	1,093,596	803,529	488,630	58,981	126,848	2,568,362
2010	1,185,462	830,422	528,668	56,707	158,563	2,762,267
2011	1,341,788	737,432	558,011	62,633	179,465	2,877,935
2012	1,566,499	975,153	693,687	58,178	157,692	3,449,533
2013	1,622,791	1,053,132	681,007	57,658	204,889	3,622,107
2014	1,749,723	1,109,182	721,831	57,782	266,990	3,901,117
2015	1,698,477	1,251,732	897,312	54,070	333,174	4,237,422
2016	1,692,820	1,402,779	1,045,584	60,255	307,216	4,509,753
2017	1,755,616	1,481,881	1,139,783	62,923	427,579	4,868,434

This is the total amount bet in each sport.

Historical Benchmarks

Total amount bet on sports in Nevada since 1984: **\$81,862,418,000** (\$81.9 billion)

Total amount won by Nevada sports books since 1984: **\$3,913,408,000** (\$3.9 billion)

Total amount bet on football in Nevada since 1992: **\$30,070,430,000** (\$30.1 billion)

Total amount won on football bets since 1989: **\$1,477,361,000** (\$1.5 billion)

Total amount bet on basketball in Nevada since 1992: **\$19,868,123,000** (\$19.0 billion)

Total amount won on basketball bets since 1989: **\$1,008,472** (\$1.0 billion)

Total amount bet on baseball in Nevada since 1992: **\$15,230,801,000** (\$15.2 billion)

Total amount won on baseball bets since 1989: **\$506,074,000** (\$506.0 million)

Total amount bet on parlay bets in Nevada since 1992: **\$1,647,396,000** (\$1.6 billion)

Total amount won on parlay bets since 1989: **\$513,434,000** (\$513.4 million)

Total amount bet on “other” in Nevada since 1992: **\$4,030,008,000** (\$4.0 billion)

Total amount won on “other” bets since 1989: **\$255,896,000** (\$55.0 million)

Overall casino win percentage on sports betting since 1984: **5.52%**

Average casino win percentage on football since 1992: **4.91%**

Average casino win percentage on basketball since 1992: **5.08%**

Average casino win percentage on baseball since 1992: **3.32%**

Average casino win percentage on parlays since 1992: **31.17%**

Average casino win percentage on “other” since 1992: **6.35%**

Preferred citation:

David G. Schwartz. *Nevada Sports Betting Totals: 1984-2017*. Las Vegas: Center for Gaming Research, University Libraries, University of Nevada Las Vegas, 2018.

Questions? Contact: Dr. David G. Schwartz, Director, Center for Gaming Research
phone (702) 895-2242 | dgs@unlv.nevada.edu