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IMMEDIATE RELEASE

Colorado Division of Gaming Anticipates Significant Betting Activity Ahead of Super Bowl LVIII

Lakewood - Feb. 9, 2024 - Super Bowl Sunday has historically been the biggest betting day of the year, and data tracked by the Colorado Division of Gaming, part of the Colorado Department of Revenue (CDOR), anticipates this Sunday's game will be no different. Specifically given that sports betting figures from December represented the largest handle and taxes since sports betting was legalized in Colorado in May 2020. Betting on the NFL is the second most popular sport wagered on in Colorado, behind the NBA.

“While the majority of bettors gambling can do so responsibly, it’s important to remember that problem gambling can be an issue for some,” says Christopher Schroder, Colorado Division of Gaming Director. “We’ve recently hired a Responsible Gaming Manager to assist operators with their responsible gaming plans, and Colorado maintains a self-exclusion list for individuals to be removed from gaming activities in the state for one, three or five years. These efforts are vital to protect the integrity of gaming in Colorado and get help to those who need it.”

Colorado bettors should remember that while they can bet on certain outcomes of the game, bets purely based on chance are prohibited by Colorado statute. For example, bets on the coin flip or the color of the Gatorade poured on the winning coach are not permitted.

Here are Super Bowl betting figures from 2023 and 2022:

- 2023 Figures:
 - Total handle: \$37,961,228 (7% decrease over 2023)
 - Online wagers: \$36,313,016
 - Retail wagers: \$1,648,212
 - Game Day Bets: \$23,993,086
 - Future Bets (place before game day): \$13,966,086
 - Win percentage: 9.62%
- 2022 Figures:
 - Total handle: \$41,026,795 (31% increase over 2021)
 - Online wagers: \$39,801,727
 - Retail wagers: \$1,460,253
 - Game Day Bets: \$21,513,472
 - Future Bets (placed before game day): \$16,791,822

- Win percentage:10.87%.

The Division of Gaming will release the figures from Super Bowl LVIII after the game.

Call or text 1-800-Gambler if you or anyone you know has a gambling problem.

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The Colorado Department of Revenue's Division of Gaming ensures honesty and integrity in the Colorado gaming industry. The Colorado Department of Revenue works to be a trusted partner to every Coloradan to help them navigate the complexities of government so they can thrive.