

[Live Webinar]

Changing Behaviors in Illinois Sports Betting

TUESDAY, MARCH 24, 2026, AT 1 P.M. (EST)

On July 1, 2025, Illinois implemented a new tax on sports betting, collecting either 25 or 50 cents per bet. In response, casinos and sports betting apps introduced changes such as raising minimum wager amounts and adding per-bet fees. Sportsbook patrons also began adjusting their betting behaviors. In this webinar, we will use the Spectrumtrix Data Service to analyze how Illinois sports bettor behavior has changed. Has the new tax affected the overall growth of sports betting in Illinois compared to neighboring states that did not change their gaming taxes? Are bettors showing new preferences in when and how they place their wagers?

Dr. Geoff Atkinson
MSA, Inc.



Guest Panelist



Matt Roob
Spectrum Gaming



Webinar Agenda

01

Introduction

02

Effects on Illinois Tax Revenue

03

Effects on Illinois Sportsbooks

04

Effects on Illinois Sports Bettors

05

The Advantages of Spectrumetrix

Spectrumetrix Illinois Sports Betting Webinar

MSA is pleased to host this webinar on tax rates and changing behavior on Illinois sports betting

Dr. Geoff Atkinson from MSA is joined as by Matt Roob from Spectrum Gaming as a guest participant on the webinar

This webinar, and the points of view in it are from Dr. Atkinson and MSA, and do not necessarily reflect the views of Spectrum Gaming, or Mr. Roob



01 Different States Have Different Tax Rates on Gaming

If a state sets the tax rate very low, then casinos have the best chance to prosper but the state collects very little revenue.

If a state sets the tax rate very high, then few casinos will want to operate in that state, and the state still collects very little revenue.

Somewhere in the middle is the perfect tax rate where everyone is happy. I don't actually know what that is, but we can learn something from studying historical cases where a state has changed its tax rate.

01 An Example from Illinois

Starting on July 1, 2025, Illinois changed the tax structure on sports betting, instituting a 25 or 50 cent charge on each individual bet. This replaced a sliding scale of between 20% and 40%.

Three important questions:

1. How did this affect IL tax revenue?
2. How did this affect IL sportsbook revenues?
3. How did this change the behavior of IL sports bettors?

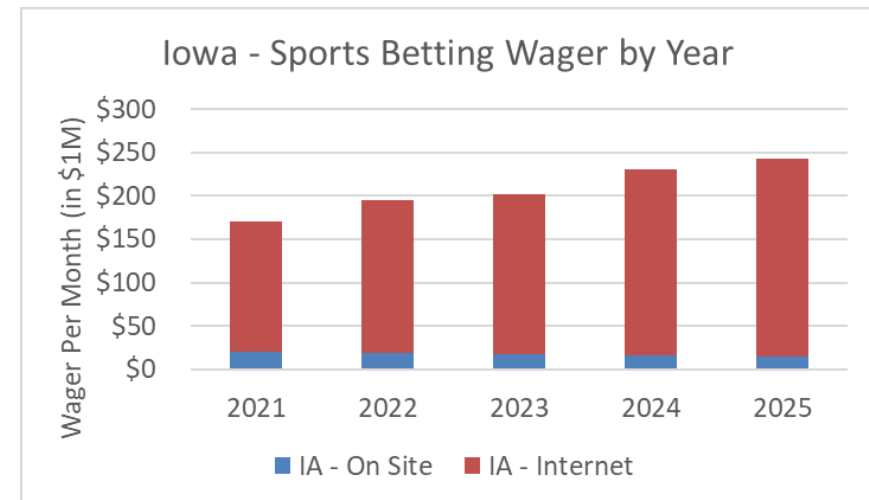
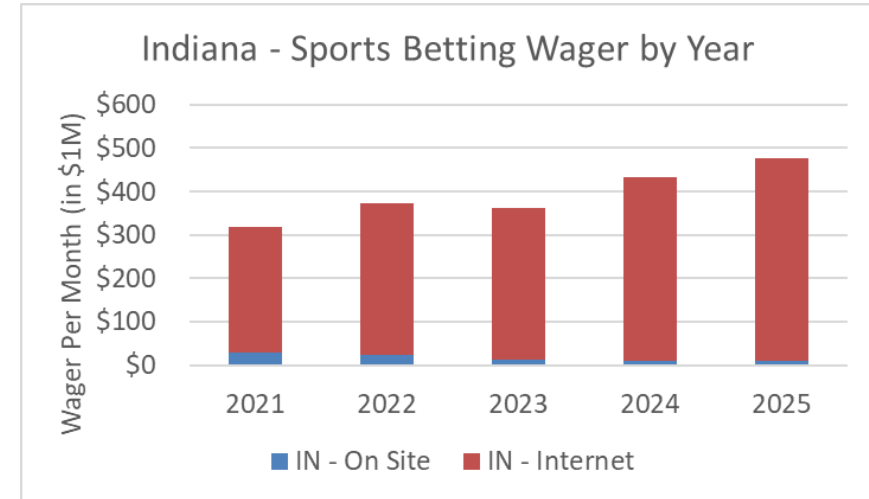
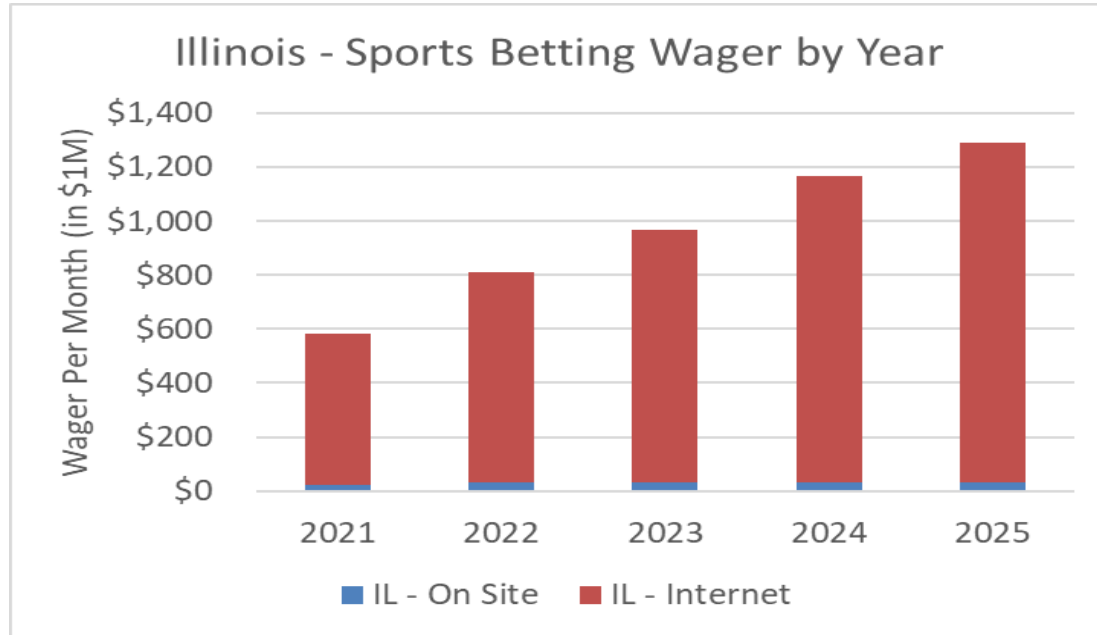
We can compare against neighboring states of Indiana and Iowa, who made no changes to their sports betting taxes.

02 Increased Tax Revenue

Did Illinois actually collect more taxes after they implemented the new tax?

Lawmakers report that, in the first six months of fiscal year 2026, revenues increased from \$40 million to \$62.2 million.

03 Sports Betting Grows Steadily in all Three States



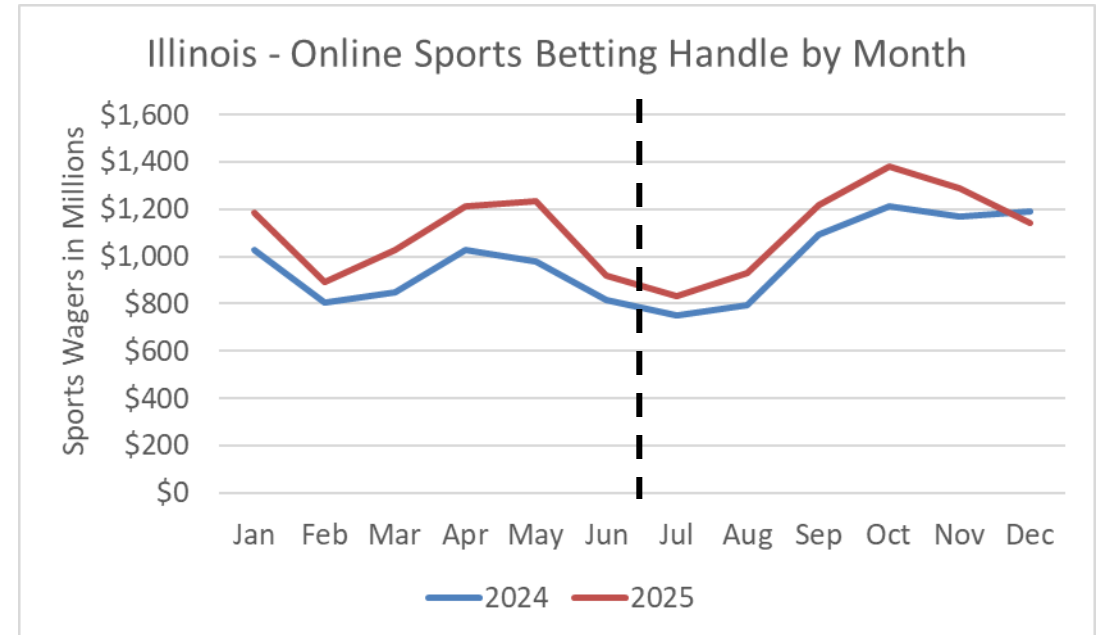
In all three states, sports betting wager increases steadily through 2021 – 25, mostly driven by online sports betting.



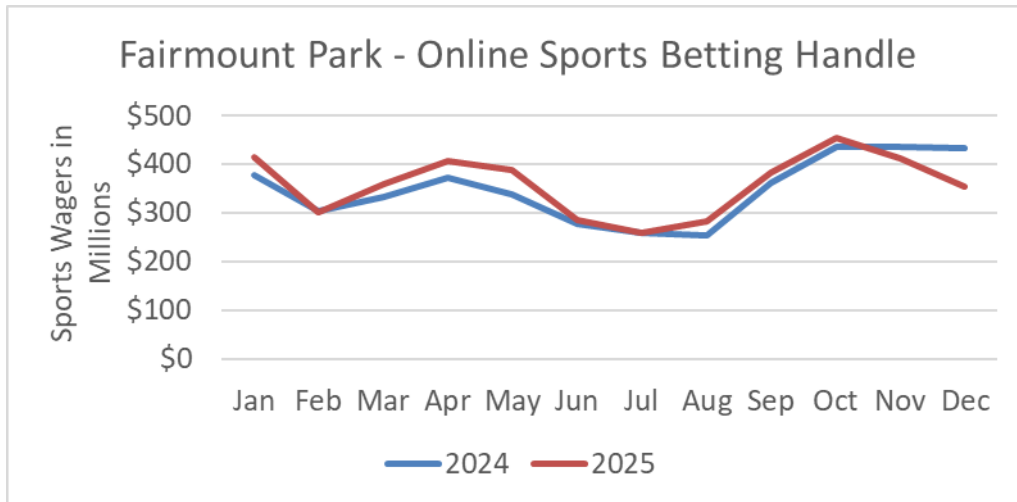
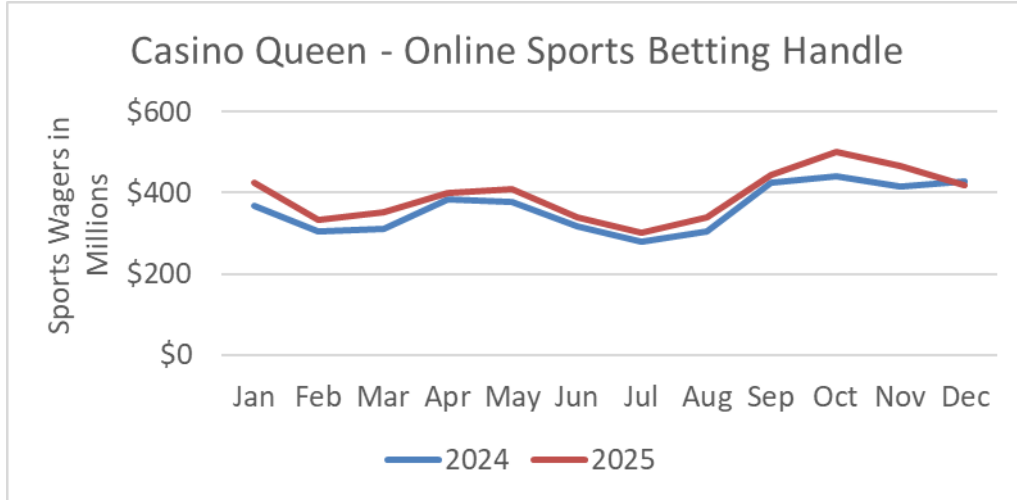
03 Illinois Online Sports Wagering

Looking at a monthly level, sports book wagering has significant seasonal variation.

2025 sports wagering follows the same patterns as 2024 sports wagering, with no obvious disruption around the time of the new tax rate.



03 Individual Sportsbook Online Wagering



Looking at individual sportsbooks, Casino Queen (DraftKings) and Fairmount Park (FanDuel) account for over half the online sports wagering in Illinois.

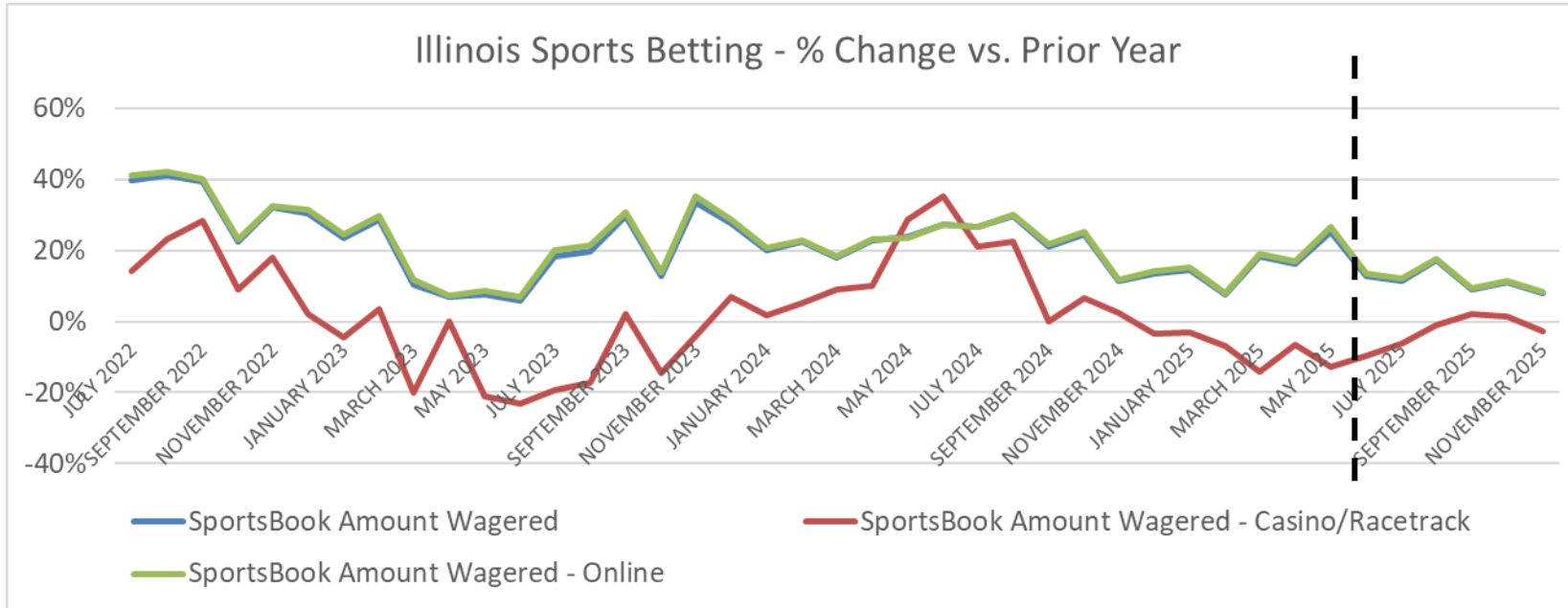
Both sportsbooks show a similar pattern in 2025 compared to 2024, but with slightly slower growth than the state as a whole:

Illinois: + 13.1%

Casino Queen: + 8.7%

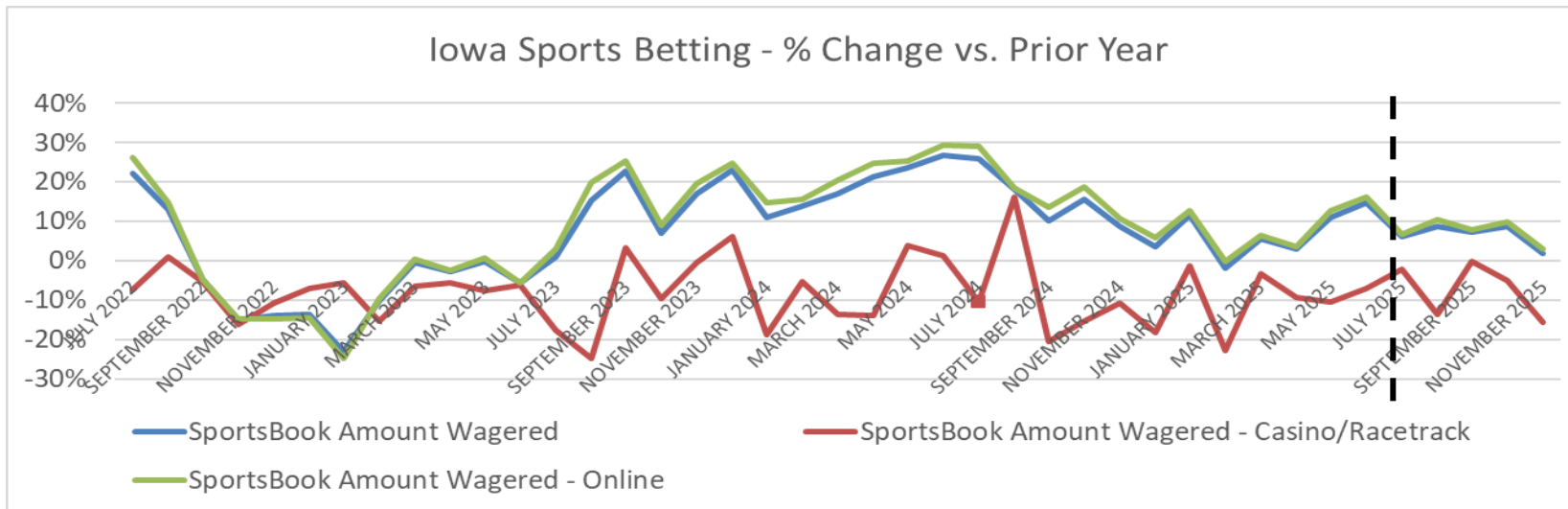
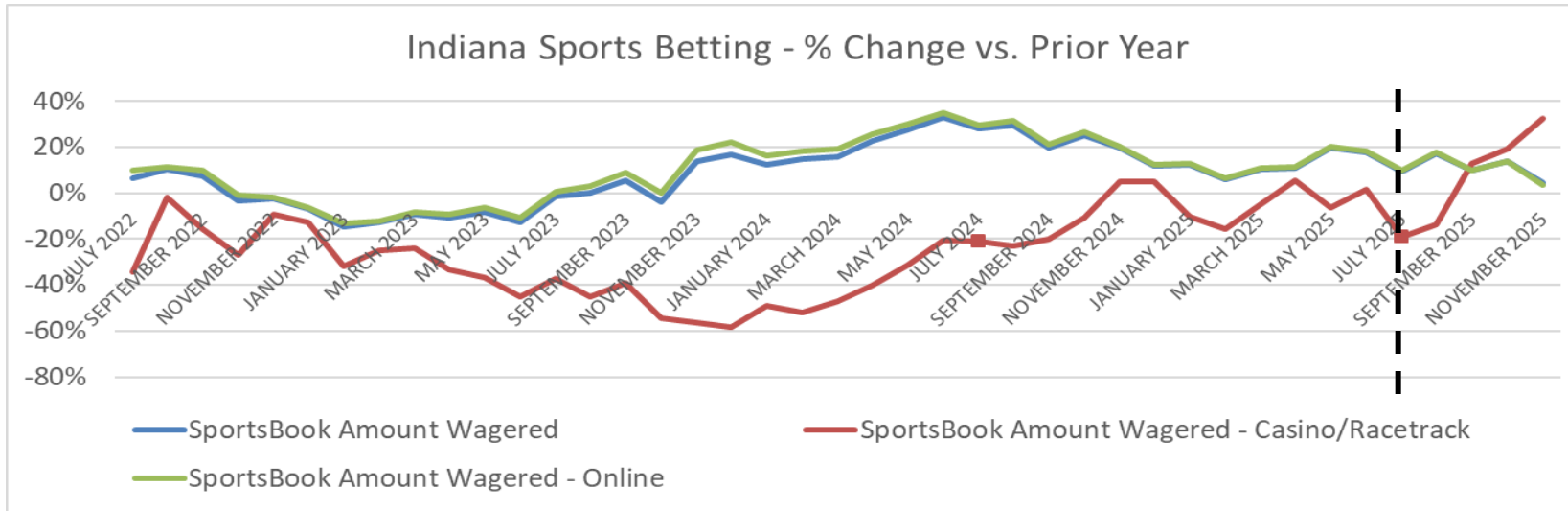
Fairmount Park: + 2.8%

03 Changing Rate of Growth in Illinois?



The new tax code doesn't seem to have stalled growth in the Illinois sports betting market. At worst, the growth is slightly slower than in previous years and the neighboring states show a similar trend.

03 Changing Rate of Growth in Neighboring States

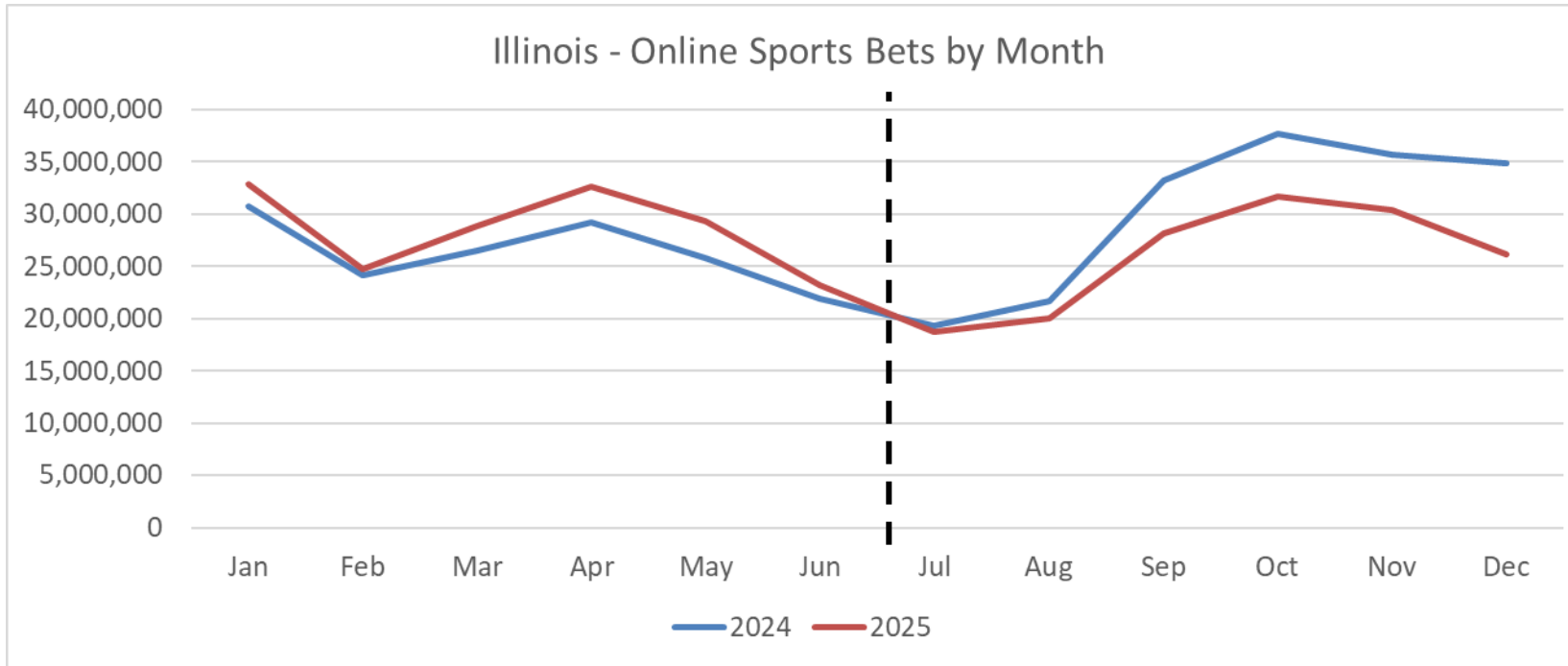


04 What Actually Changed in Bettor Behavior?

Even if the total amount of dollars spent on sports wagering remains similar to prior years, we can still identify some changes in bettor behavior:

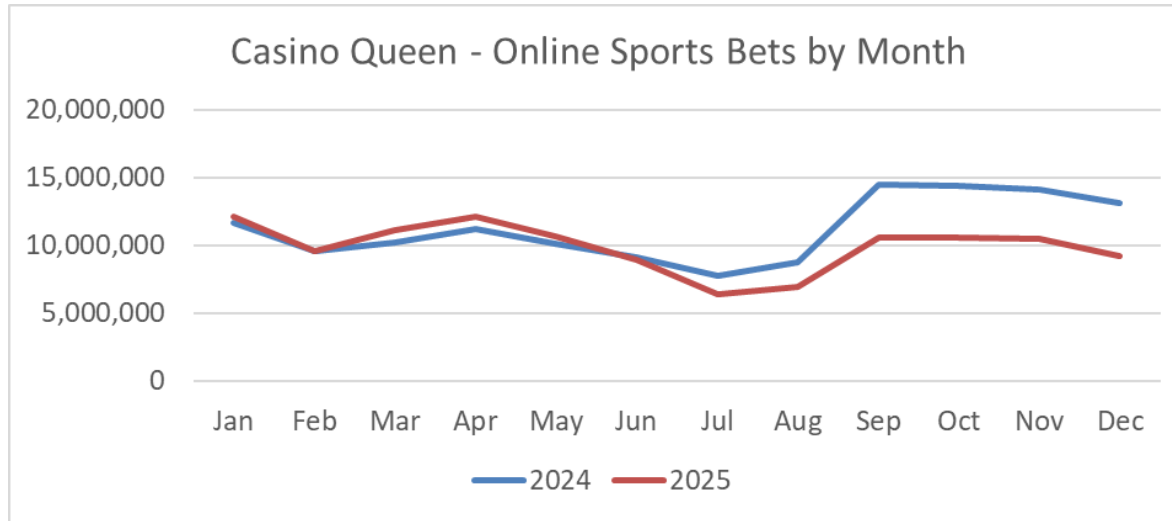
1. If there is a charge for each individual bet, we might expect bettors to place fewer bets with a higher average handle per bet. Illinois records the number of sports bets each month, so we can track those numbers before and after the tax change.
2. One way of placing fewer bets might be to make more parlay bets instead of betting on individual games.

04 Fewer Total Bets under the New Tax Code



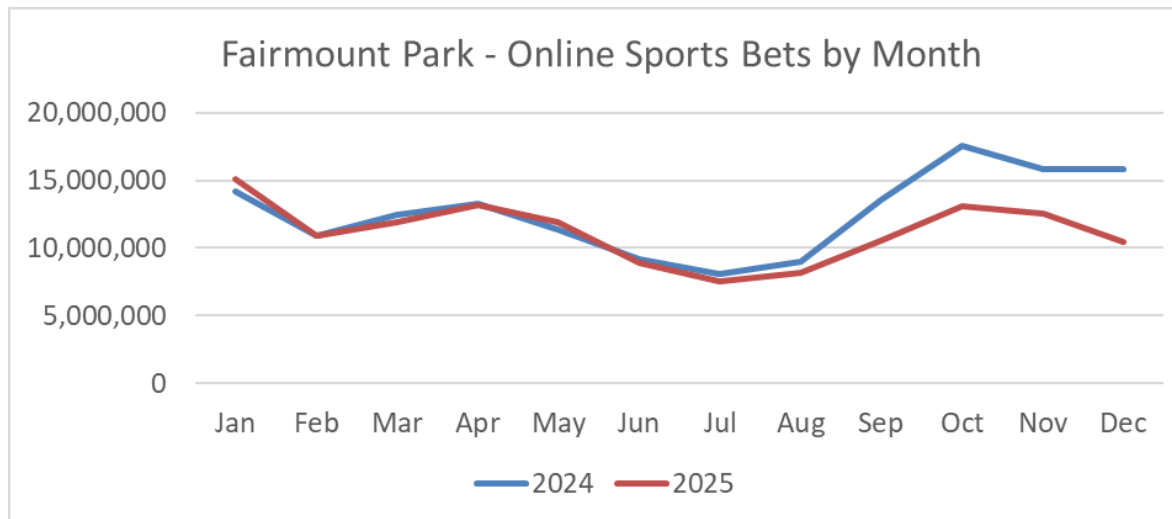
There is a clear shift after the tax change, July 1st. Through the first half of the year, the bet counts in 2025 closely follow the pattern from 2024. In the second half of the year there is a significant drop of about 5 million bets per month.

04 Fewer Total Bets at Individual Sportsbooks

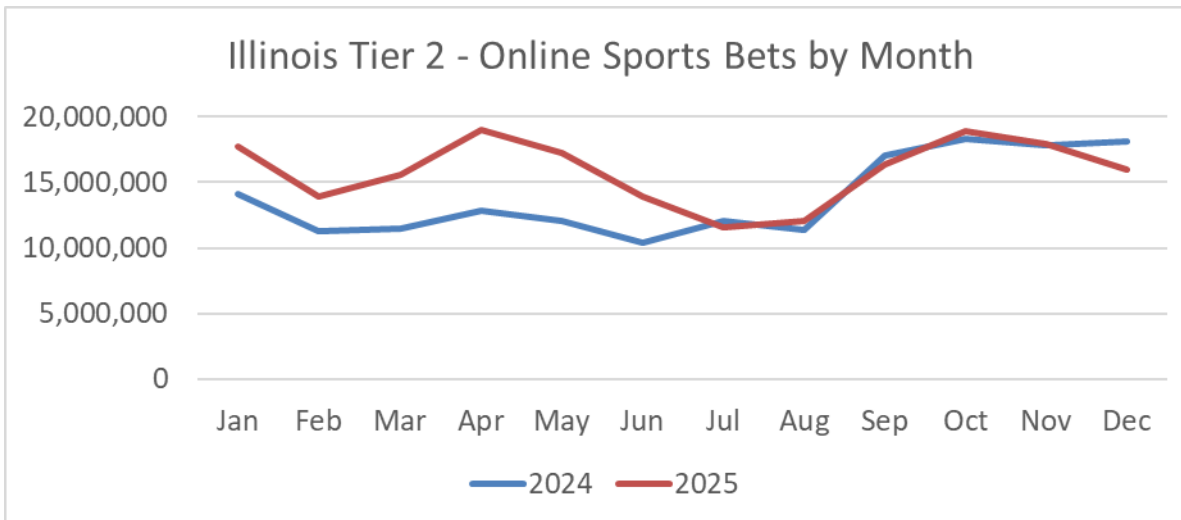
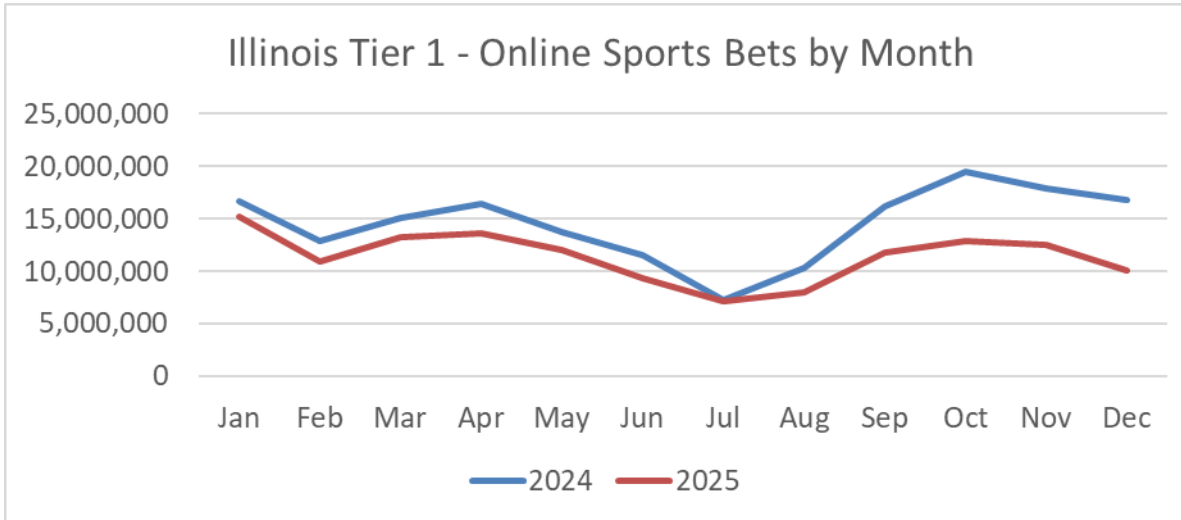


The trend of fewer bets placed during the second half of 2025 is consistent across sportsbooks.

Casino Queen and Fairmount Park show the greatest decreases since they process the largest number of bets.



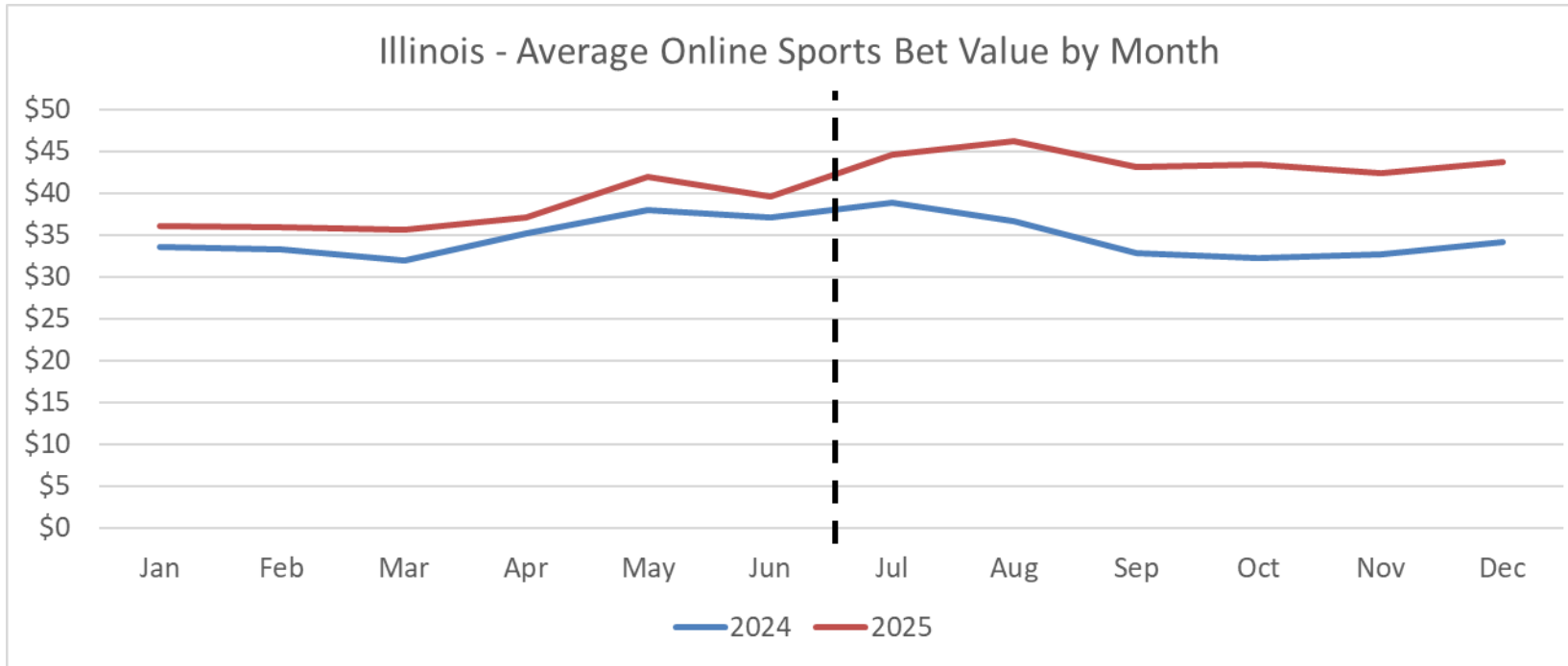
04 Fewer Total Bets by Betting Tier



Illinois divides its sports bets into Tier 1 (depends on game's final outcome) and Tier 2 (prop bets).

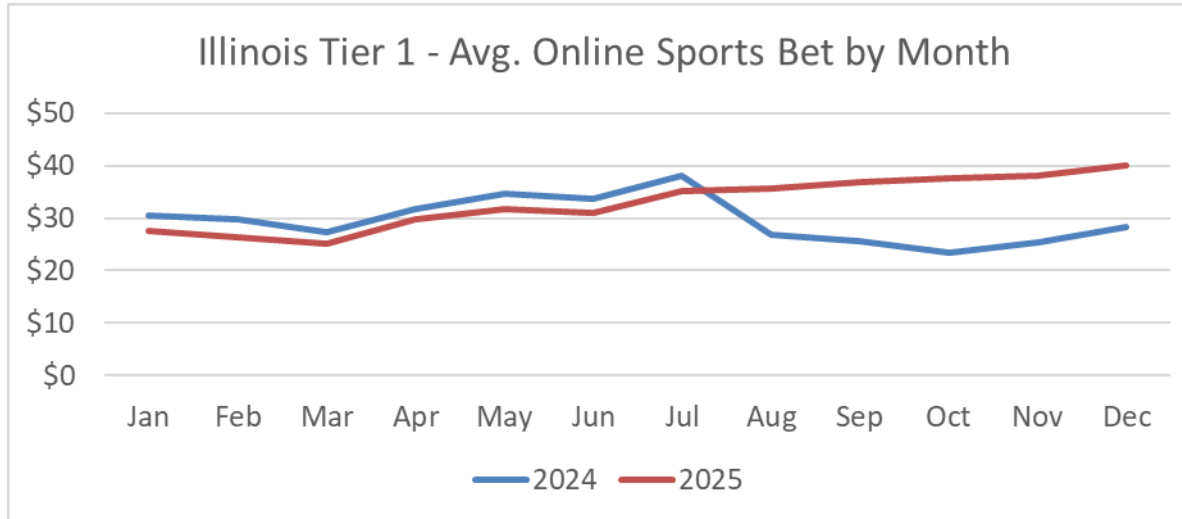
Tier 1 bets show the same decrease in number of bets as the overall totals for all sports betting. The effect on Tier 2 is slightly different. Through June 2025, Tier 2 bets were on pace to surpass their 2024 totals by a significant margin, but after July 1st, the counts are almost the same comparing against the same month from the prior year.

04 Higher Average Bets under the New Tax Code



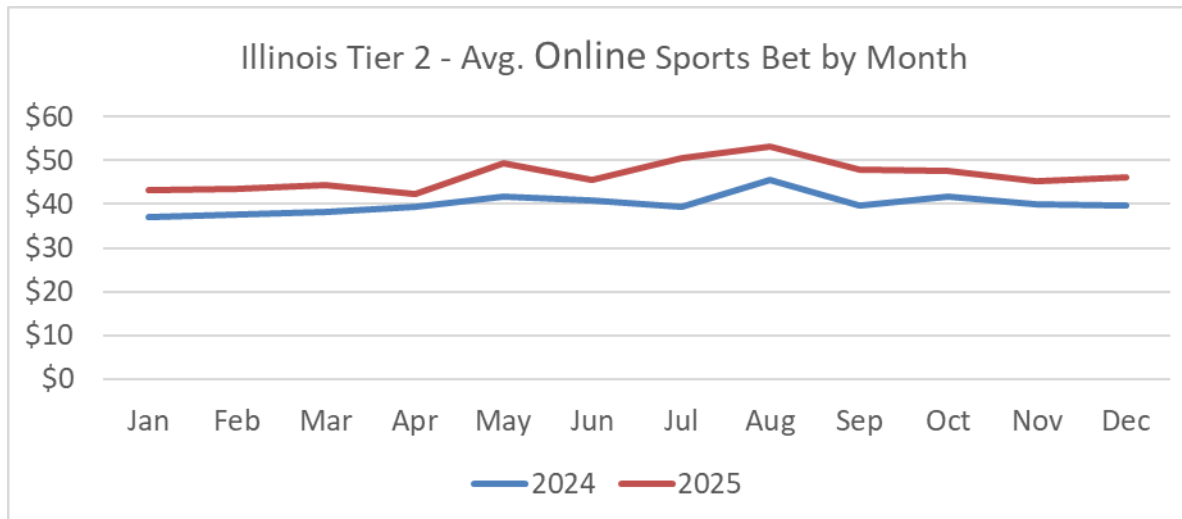
As expected, if the total amount wagered stayed level, but the number of bets decreased, the average value of an Illinois sports bet increased significantly in the second half of 2025.

04 Higher Average Bets by Betting Tier



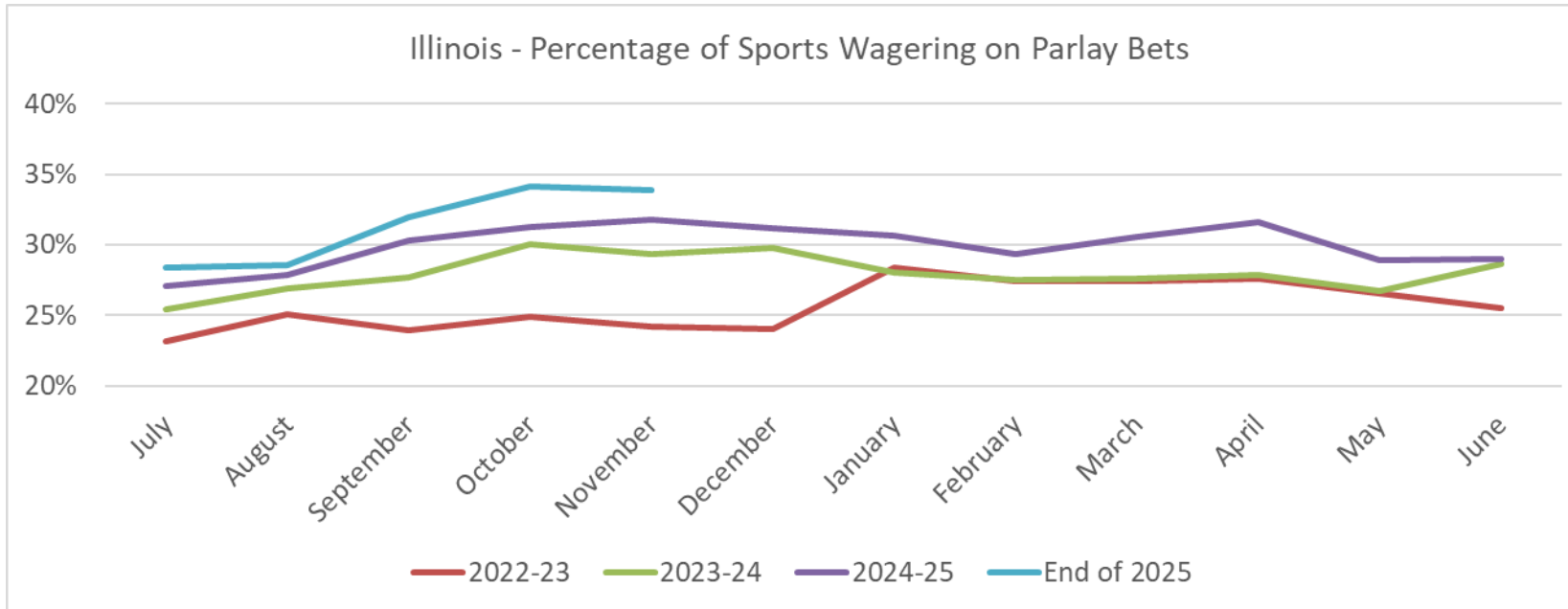
The shift in Tier 1 bets closely follows the overall trend in sports betting – higher average bets after July 1, 2025.

The behavior in Tier 2 bets is different. The average bet was higher throughout all of 2025 compared to the same month in 2024.



Tier 2 bets were, on average, higher than Tier 1 bets across this entire two-year period.

04 An Increase in Parlay Bets



One strategy for placing fewer bets is to make parlay bets rather than betting on multiple individual events. There is some evidence that Illinois sports better wagered more on parlays in the second half of 2025, but there's also a trend that parlay bets were increasing for several years leading up to that point.

04 Conclusions

How did the new taxes affect each aspect of IL sports betting?

- ◆ The state collected more tax revenue (up about 50% in six months).
- ◆ Sportsbooks saw a modest growth in handle.
 - ◆ The largest sportsbooks saw slower growth compared to the state average.
- ◆ Sports bettors changed their behavior to make fewer bets with higher average value.
 - ◆ Tier 1 and Tier 2 bets were affected differently.
 - ◆ Slight increase in parlay bets (but following a pre-existing trend).

05 Spectrumetrix Supports these Analyses

You have plenty of data about your own property or market. Drawing on the data available through Spectrumetrix allows you to:

- ◆ Track regional trends
- ◆ Track national trends
- ◆ Study similar markets
- ◆ Study historical markets

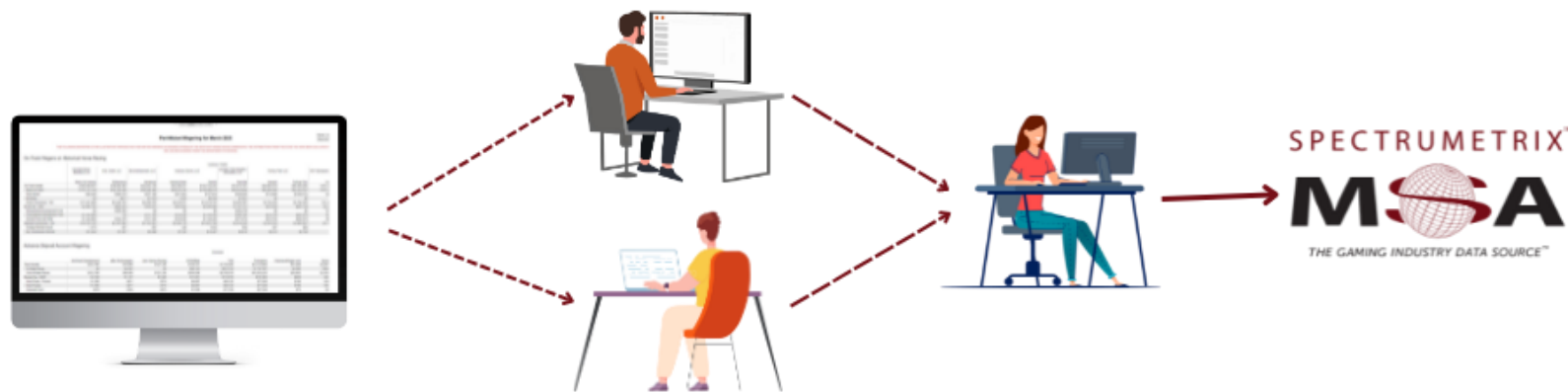


05 Advantages to using Spectrumetrix

- ◆ Over 18 years of data is available for analysis
- ◆ Archived reports are available from 2008 on
- ◆ All data is available in one place
- ◆ Regional reports delivered as soon as the last jurisdiction reports
- ◆ Superior data accuracy
- ◆ Always up to date as the gaming landscape changes
 - ◆ Never miss a casino's first month of data!
- ◆ Data organized in an intuitive way
 - ◆ Just open a report and analyze!

05 Spectrumetrix Data Collection

- ◆ Spectrumetrix employs a double-blind data entry method
 - ◆ Two data entry personnel enter the same data into the system separately.
 - ◆ If the data matches, it is deemed correct and moved into the Spectrumetrix database
 - ◆ If the data doesn't match, a manager is notified and that person compares the entries, checks the raw data and selects the correct value
 - ◆ Leveraging this approach, since MSA took over data collection in Jan 2012, there has never been an incorrect value published in Spectrumetrix.



05 Spectrumetrix Monthly Reports



SPECTRUMETRIX™ US Sports Betting Revenue Analysis Handle Per Capita

NOVEMBER 2025 Sports Betting Handle Per Capita (USD Per 1,000 people)	Month (CY)	Month (PY)	% pt. var.	
Illinois				
Argosy (Alton)	\$243	\$432	(43.7%)	↓
Bally's Quad Cities	\$14	\$20	(28.2%)	↓
Casino Queen (E. St. Louis)	\$46,349	\$42,037	10.3%	↑
Fairmount Park	\$37,621	\$40,433	(7.0%)	↓
Grand Victoria (Elgin)	\$5,482	\$5,193	5.6%	↑
Hard Rock Casino Rockford	\$2,967	\$3,155	(5.9%)	↓
Harrah's (Metropolis)				
Hawthorne Race Course	\$10,402	\$9,575	8.6%	↑
Hollywood (Aurora)	\$6,140	\$4,339	41.5%	↑
Hollywood (Joliet)	\$192	\$95	101.9%	↑

Geographic areas:

- ◆ Atlantic City
- ◆ Mid-Atlantic
- ◆ East Coast
- ◆ Mid-America
- ◆ Entire US


Types of gaming:

- ◆ Sports Betting
- ◆ I-Gaming



05 Spectrumetrix State Summaries

State summaries give quicker updates from individual states.

	SPECTRUMETRIX™ State Summary Illinois													
	Total GGR			Slot Win				Table Win				SportsBook Win		
	December 2025	December 2025	Chg vs. LM	Chg vs. LY	December 2025	Daily WPU	Chg vs. LM	Chg vs. LY	December 2025	Daily WPU	Chg vs. LM	Chg vs. LY	December 2025	Chg vs. LM
Argosy (Alton)	\$3,010,880	-5%	10%	\$2,532,259	\$157	0.5%	-1%	\$191,584	\$687	-18%	8%	\$287,037	-30%	72715%
Bally's Casino Chicago	\$9,940,669	18%	-3%	\$5,934,292	\$290	4%	-4%	\$4,006,377	\$2,308	47%	-3%	\$0		
Bally's Quad Cities	\$5,413,501	9%	3%	\$5,045,290	\$207	8%	2%	\$336,046	\$638	41%	19%	\$32,165	-7%	
Casino Queen (E. St. Louis)	\$61,931,563	0.4%	50%	\$5,027,561	\$192	-6%	-8%	\$427,786	\$476	-79%	-84%	\$56,476,215	4%	71%
Fairmount Park	\$61,070,182	-11%	46%	\$1,858,976	\$226	11%		\$0	\$0			\$59,211,205	-11%	42%
Golden Nugget Danville	\$3,497,016	5%	1%	\$2,980,555	\$202	6%	2%	\$516,461	\$1,190	-2%	-7%	\$0		
Grand Victoria (Elgin)	\$17,579,668	2%	21%	\$10,093,391	\$432	8%	10%	\$2,618,601	\$1,797	-8%	2%	\$4,867,676	-3%	72%
Hard Rock Casino Rockford	\$15,327,254	0.4%	13%	\$10,740,491	\$264	10%	4%	\$1,100,950	\$710	-27%	-39%	\$3,485,812	-13%	139%
Harrah's (Joliet)	\$9,276,131	10%	-7%	\$7,894,540	\$336	8%	-9%	\$1,381,591	\$1,938	29%	4%	\$0		
Harrah's (Metropolis)	\$4,946,060	4%	-5%	\$3,919,619	\$211	4%	-7%	\$1,026,441	\$1,577	6%	7%	\$0		-100%
Hawthorne Race Course	\$13,081,836	-6%	39%	\$0	\$0			\$0	\$0			\$13,081,836	-6%	39%
Hollywood (Aurora)	\$11,657,508	8%	3%	\$6,557,783	\$250	4%	-4%	\$1,432,595	\$1,127	-16%	-17%	\$3,667,130	29%	32%
Hollywood (Joliet)	\$11,581,765	4%	51%	\$9,427,930	\$303	5%	44%	\$1,684,378	\$2,012	-16%	73%	\$469,457	265%	239%

05 Report Portal Analytical Tool

- ◆ Over 60 different measures including the following (where reported):
 - ◆ Slots – wager, win, promo credits, number of machines
 - ◆ Table games and poker – wager, win, number of tables
 - ◆ Sports betting – wager, win, online vs. retail, breakdown by sport
 - ◆ Internet gaming – wager and win
- ◆ Group properties by state, market, operator, or your own criteria
- ◆ Look at historical data by month, quarter, or year
 - ◆ Data back to 2005

05 Report Portal Analytical Tool

A sample from the Report Portal Tool showing different time periods, and different measures.

Year - Month	+ Illinois				Casino Queen (E. St. Louis)			
	SportsBook Amount Wagered	SportsBook Amount Wagered - Casino/Racetrack	SportsBook Amount Wagered - Internet	SportsBook Amount Wagered - Parlay Cards	SportsBook Amount Wagered	SportsBook Amount Wagered - Casino/Racetrack	SportsBook Amount Wagered - Internet	SportsBook Amount Wagered - Parlay Cards
[-] All	59,945,127,626	1,871,422,536	58,073,712,587	16,284,153,649	20,779,249,354	326,426,040	20,452,830,855	5,537,260,362
[+] 2020	1,882,613,000	83,567,049	1,799,053,493	323,485,230	615,266,518	8,250,554	607,023,506	124,175,914
[+] 2021	7,021,763,065	296,043,916	6,725,719,149	1,516,613,982	2,558,728,511	43,839,495	2,514,889,015	594,039,377
[+] 2022	9,751,205,068	388,958,722	9,362,246,346	2,249,227,205	3,010,759,176	61,595,231	2,949,163,944	738,723,877
[+] 2023	11,620,576,691	355,107,254	11,265,469,392	3,253,174,482	3,985,218,851	69,398,869	3,915,819,982	1,067,667,162
[-] 2024	14,016,684,941	386,603,447	13,630,081,494	4,082,002,300	5,118,752,465	76,126,745	5,042,625,720	1,362,053,922
JANUARY 2024	1,286,243,926	37,370,044	1,248,873,883	361,050,638	451,025,175	6,154,713	444,870,462	119,851,041
FEBRUARY 2024	1,070,625,059	29,441,103	1,041,183,956	294,446,201	394,732,115	5,303,460	389,428,654	99,551,544
MARCH 2024	1,264,532,904	38,139,152	1,226,393,752	349,564,730	469,620,284	8,121,556	461,498,728	118,500,673
APRIL 2024	1,103,531,944	31,828,339	1,071,703,605	307,376,848	405,556,127	5,911,306	399,644,821	101,614,365
MAY 2024	1,016,698,918	30,996,392	985,702,525	271,825,348	386,371,912	6,376,846	379,995,066	90,443,926
JUNE 2024	847,966,974	24,417,982	823,548,992	242,899,029	325,031,046	4,990,511	320,040,535	84,662,342
JULY 2024	773,703,869	19,806,102	753,897,766	209,696,519	283,451,016	4,039,881	279,411,135	69,562,417
AUGUST 2024	877,957,911	25,133,929	852,823,982	244,599,696	334,775,278	6,363,602	328,411,676	81,667,911

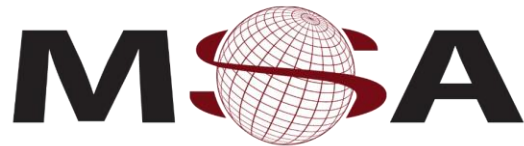


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