

South Dakota Statewide Data

Prepared for the Senate Taxation Committee – February 6, 2026

The data in this report reflects geolocation transactions and users for GeoComply's sportsbook customers. Geolocation checks occur at multiple points in the customer journey, including account registration, login, and bet placement.

This information is intended to be representative of market activity but should not be interpreted as a comprehensive view of the entire market.

GeoComply[®]

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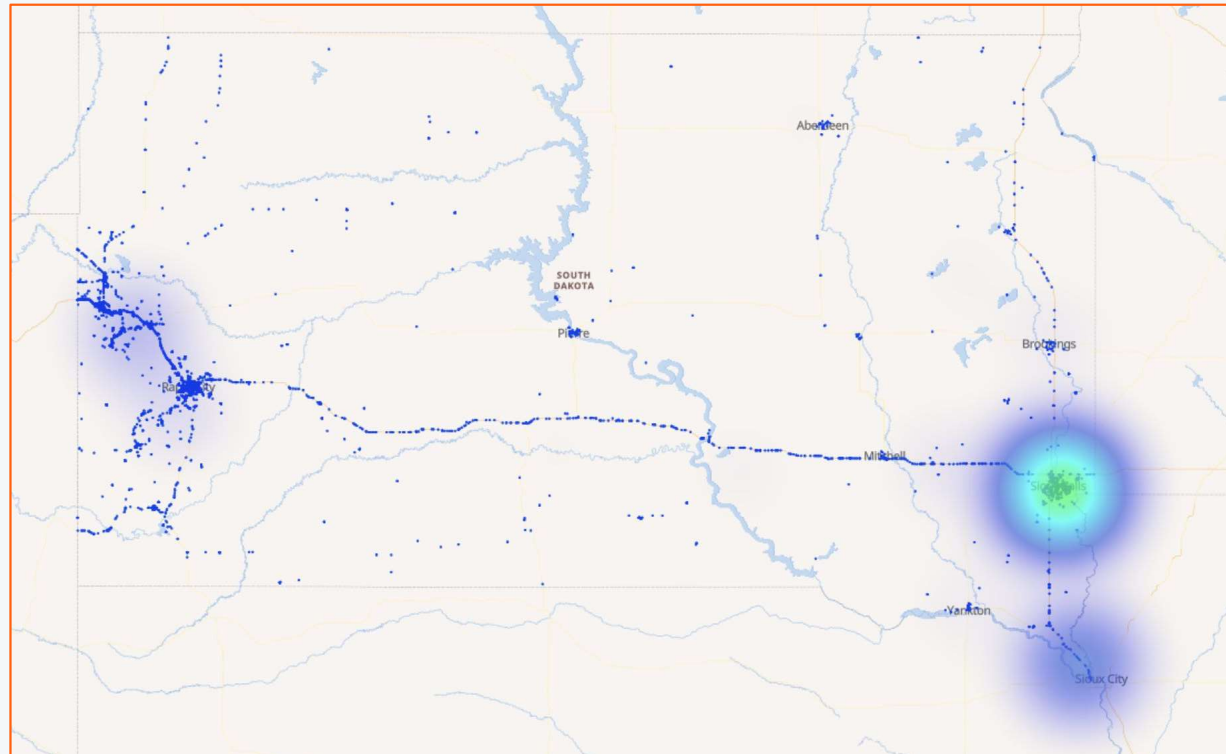


South Dakota Demand for Mobile Sports Wagering

January 1, 2025 - December 31, 2025

In 2025, GeoComply processed **1.6M** geolocation checks from South Dakota, successfully preventing attempts to wager on mobile sportsbooks authorized in other states.

GeoComply identified approximately **55k** mobile sports betting player accounts in South Dakota.



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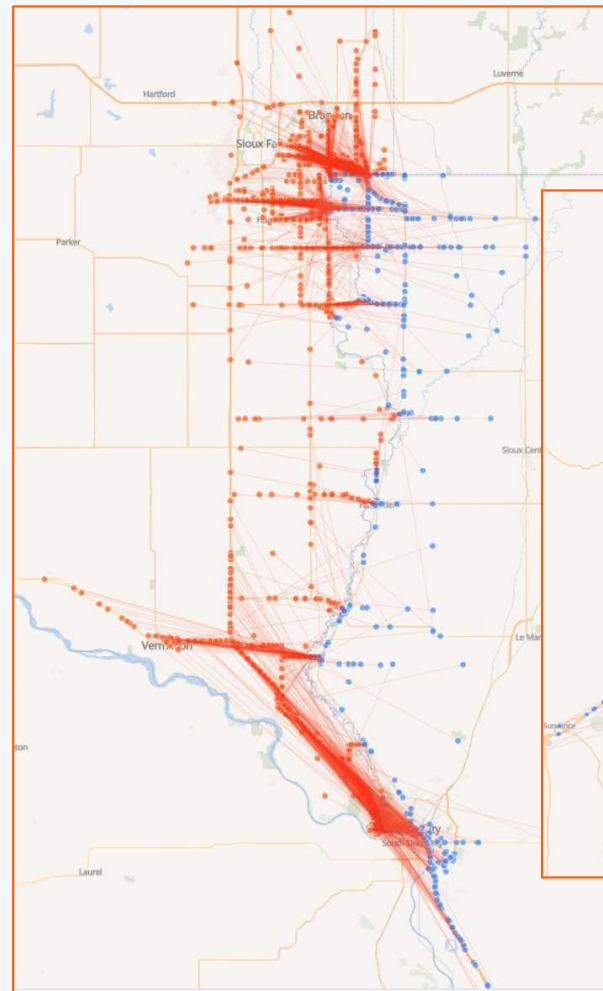
South Dakotans Leaving the State to Bet Legally

September 1, 2025 - January 26, 2026

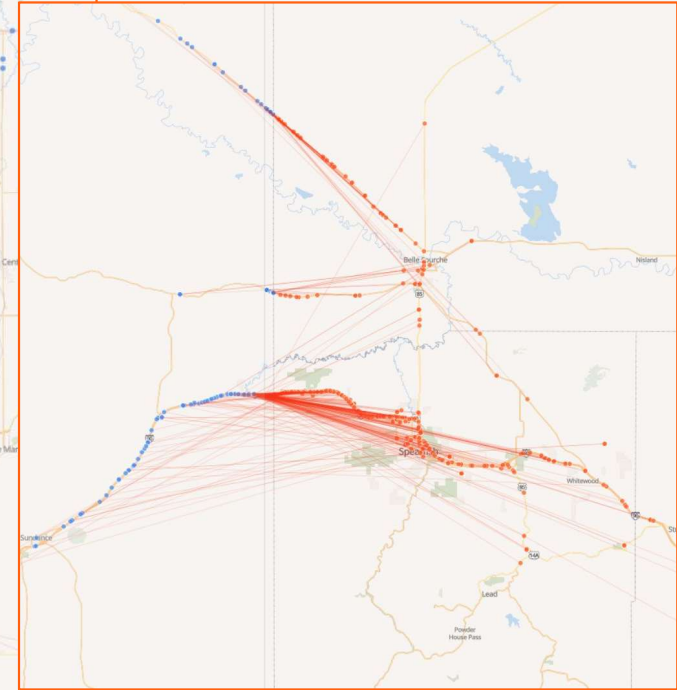
6.9k border crossings to neighboring states since the start of the 2025 NFL season.

93% of all border crossings went from South Dakota to Iowa.

Red lines connect the same player accounts geolocated first in SD (orange dot) and subsequently in IA (blue dot).



Sioux Falls and Sioux City / Iowa border

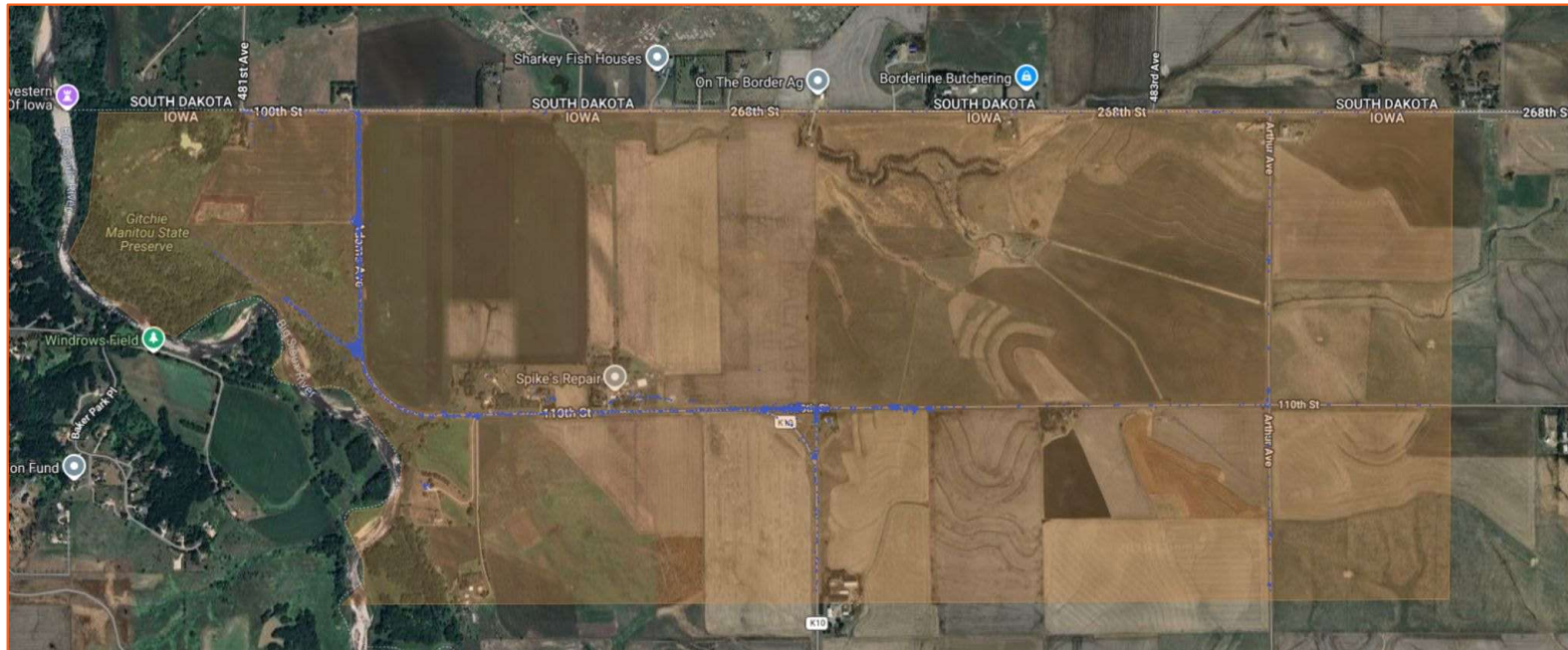


Spearfish / Wyoming border

SD / IA Border – Near Grand Falls Casino & Golf Resort

September 1st, 2025 - January 26th, 2026

- GeoComply processed **103k** geolocation checks within 2 km of the SD/IA border, near the Grand Falls Casino & Golf Resort.
- GeoComply identified approximately **430** mobile sports betting user accounts.



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Questions?

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