
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

July 29, 2025

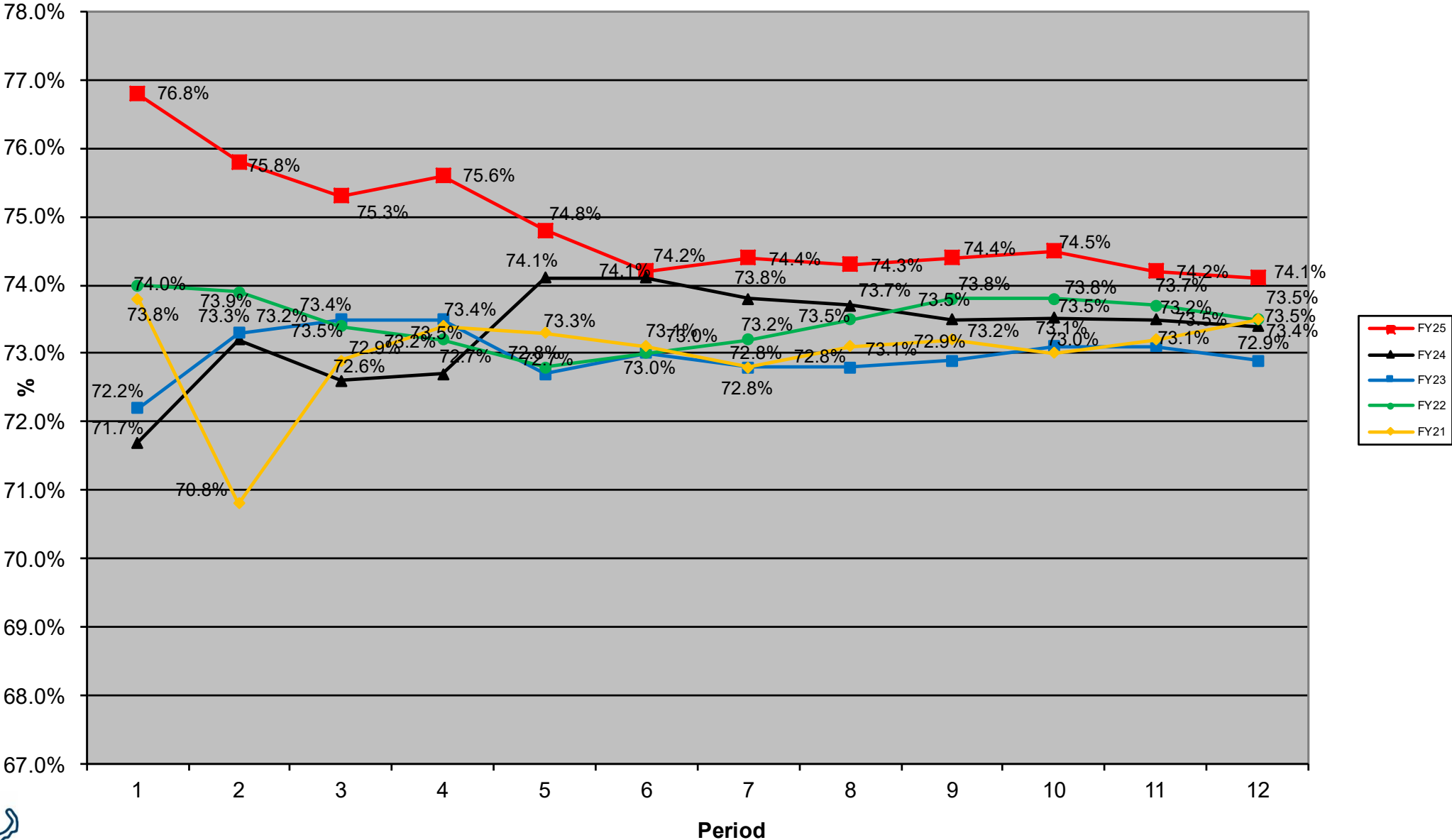


Fiscal Year 2025 – Summary

- The Lottery's 2025 fiscal year commenced July 1, 2024 and ended June 30, 2025 (includes one less day of activity compared to last fiscal year due to Leap Year in 2024). **Estimated revenues of \$5.962 billion** are approximately \$206.8 million lower than the record \$6.168 billion set in fiscal year 2024.
- We anticipate returning an estimated **\$1.065 billion in net profit** to the Commonwealth, exceeding our projected return of \$1.050 billion. The year-over-year change is **an estimated \$93.7 million decrease** compared to last year's fiscal year net profit of \$1.159 billion. This is the **fifth consecutive year** net profits have surpassed \$1 billion.
- Our **estimated prize payout is 74.07 percent**, compared to 73.37 percent for fiscal year 2024. This is the **highest prize payout percentage** in the Lottery's history.
- Retail agent commissions and bonuses are an estimated **\$340.7 million**.
- **Keno** posted record sales of an estimated **\$1.285 billion**.

Prize Payout Percentage, Fiscal Year-to-Date by Month

5 Year Comparison
Prize Payout as a % of Sales
Through June 2025 (June 2025 Estimated)



Lottery Sales Update – June (Unadjusted)

- Overall unadjusted sales for June of 2025 were **up \$3.4 million** from June 2024.

Figures for the month of June 2025

- Estimated June 2025 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.
- There was an \$8.8 million decrease in Instant Ticket grand prizes claimed for the month (\$19.2 million in June 2025 compared to \$28.0 million in June 2024).
- Estimated net profit for June 2025 was \$76.6 million compared to \$69.5 million in June 2024. After subtracting a 1-day average net profit figure of \$2.6 million due to a shift in the calendar that resulted in one more day being included in the net profit figure for June 2025, the adjusted change for June 2025 vs. June 2024 is an **estimated \$4.5 million increase in net profit**.
- Estimated prize payout for June 2025 was 72.11 percent, compared to 73.38 percent in June 2024.

June 2025 sales breakdown

- Compared to June of 2024, **Instant Ticket** sales were **up \$6.6 million** and **Mega Millions** sales were **up \$1.1 million** (high jackpot of \$348 million compared to \$560 million in June 2024).
- Compared to June of 2024, **Keno** sales were **down \$1.9 million**, **Powerball** sales were **down \$1.1 million** (high jackpot of \$163.1 million compared to \$222.6 million in June 2024), **Numbers Game** sales were **down \$903,869**, **Mass Cash** sales were **down \$199,457**, **Wheel of Luck** sales were **down \$130,676**, **Lucky for Life** sales were **down \$68,678**, and **Megabucks** sales were **down \$14,236** (high jackpot of \$2.3 million compared to \$1.25 million in June of 2024).

June Sales (Unadjusted)

MSLC Gross Sales Results									
JUNE FY25 vs. FY24 Unadjusted Non Fiscal Year									
(\$ millions)									
Through June 28, 2025									
		FY25	% of Total		FY24	% of Total		\$ Change	% Change
Instant Tickets		\$306.7	67.6%		\$300.1	66.7%		\$6.6	2.2%
Numbers Game		\$24.4	5.4%		\$25.3	5.6%		-\$0.9	-3.6%
Mass Cash		\$6.1	1.3%		\$6.3	1.4%		-\$0.2	-3.2%
Megabucks		\$1.8	0.4%		\$1.8	0.4%		\$0.0	-0.8%
Mega Millions		\$6.4	1.4%		\$5.3	1.2%		\$1.1	21.2%
Powerball		\$5.2	1.2%		\$6.4	1.4%		-\$1.1	-17.9%
Lucky for Life		\$3.6	0.8%		\$3.7	0.8%		-\$0.1	-1.9%
Keno		\$97.9	21.6%		\$99.8	22.2%		-\$1.9	-1.9%
Wheel of Luck		\$1.3	0.3%		\$1.4	0.3%		-\$0.1	-9.4%
Total		\$453.4	100.0%		\$450.0	100.0%		\$3.4	0.8%
Instant Tickets		\$306.7	67.6%		\$300.1	66.7%		\$6.6	2.2%
Draw Games		\$47.5	10.5%		\$48.8	10.8%		-\$1.2	-2.5%
Monitor Games		\$99.2	21.9%		\$101.2	22.5%		-\$2.0	-2.0%
Total		\$453.4	100.0%		\$450.0	100.0%		\$3.4	0.8%
Unadjusted	Month	6/1/25-6/28/25		Month	6/2/24-6/29/24				
		4 weeks			4 weeks				
		28 days			28 days				



FY 2025 vs. FY 2024 Sales (Unadjusted)

MSLC Gross Sales Results									
YEAR-TO-DATE FY25 vs. FY24 Unadjusted Non Fiscal Year									
(\$ millions)									
Through June 28, 2025									
		FY25	% of Total		FY24	% of Total		\$ Change	% Change
Instant Tickets		\$3,944.9	66.6%		\$3,990.7	65.4%		-\$45.8	-1.1%
Numbers Game		\$322.6	5.4%		\$330.0	5.4%		-\$7.4	-2.2%
Mass Cash		\$80.9	1.4%		\$83.3	1.4%		-\$2.4	-2.8%
Megabucks		\$24.9	0.4%		\$25.6	0.4%		-\$0.7	-2.7%
Mega Millions		\$107.9	1.8%		\$144.1	2.4%		-\$36.2	-25.1%
Powerball		\$90.0	1.5%		\$210.7	3.5%		-\$120.6	-57.3%
Lucky for Life		\$48.2	0.8%		\$47.1	0.8%		\$1.1	2.3%
Keno		\$1,283.2	21.7%		\$1,244.8	20.4%		\$38.3	3.1%
Wheel of Luck		\$18.5	0.3%		\$20.0	0.3%		-\$1.5	-7.5%
Holiday Raffle		\$0.0	0.0%		\$3.8	0.1%		-\$3.8	-100.0%
Total		\$5,921.1	100.0%		\$6,100.1	100.0%		-\$179.0	-2.9%
Instant Tickets		\$3,944.9	66.6%		\$3,990.7	65.4%		-\$45.8	-1.1%
Draw Games		\$674.5	11.4%		\$844.5	13.8%		-\$170.0	-20.1%
Monitor Games		\$1,301.7	22.0%		\$1,264.9	20.7%		\$36.8	2.9%
Total		\$5,921.1	100.0%		\$6,100.1	100.0%		-\$179.0	-2.9%
Unadjusted		Year	6/30/24-6/28/25		Year	7/2/23-6/29/24			
			52 weeks			52 weeks			
			366 days			366 days			



Summer Words Promotion 7/17 – 8/20



July 17 – August 20

Daily summer-themed keywords are printed on all draw and monitor game tickets for players to enter on the Lottery's website for a chance to win cash prizes. Each day is a new opportunity to enter, and every week over the course of the promotion will have a new set of winners.

First Period Entries (July 17 - 23): 52,167

Summer Cash Bash Worcester on August 28

The promotion culminates with the Summer Cash Bash event at the Lottery's Regional Office in Worcester on Thursday, August 28.

Five winners from the Summer Words promotion will be selected to spin the giant wheel at the event for a chance to win up to \$100,000 (with a minimum prize of \$10,000). Other attendees will have the chance to be selected for Cash Drop, where they could win up to \$1,000. Attendees could also win door prizes.

August 12 Instant Ticket Launch

\$10,000 BONUS PLAY

Price Point: \$1
Top Prize: \$10,000
Quantity: 8,064,000



\$100,000 TWO FOR THE MONEY

Price Point: \$2
Top Prize: \$100,000
Quantity: 11,088,000



\$1,000,000 BIG MONEY

Price Point: \$5
Top Prize: \$1,000,000
Quantity: 12,096,000



August 12 Instant Ticket Launch

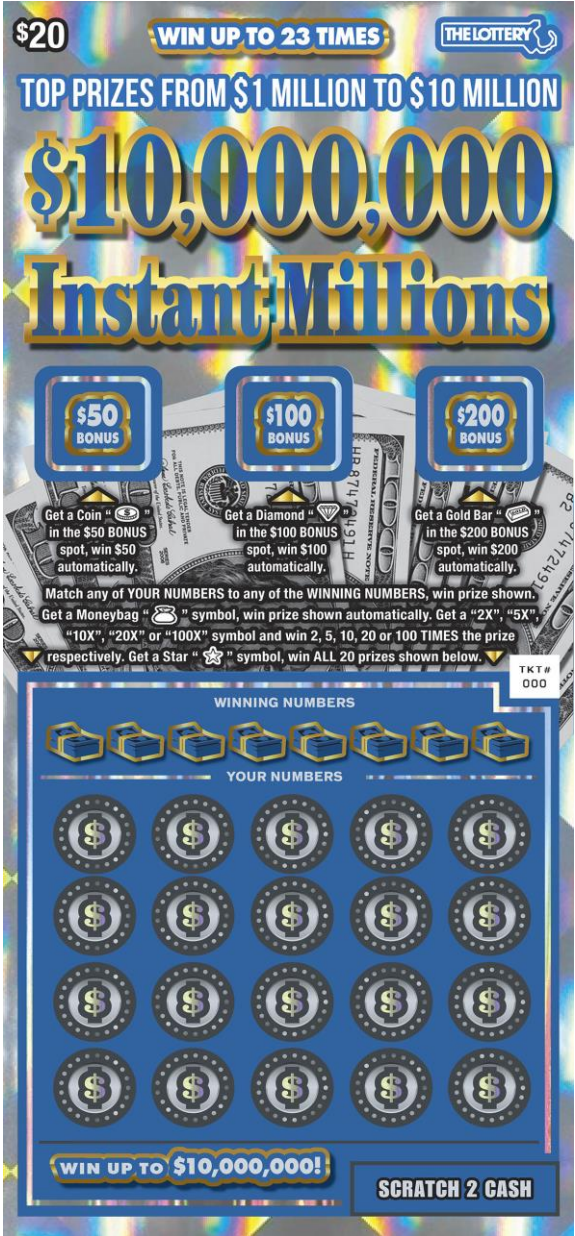


\$100,000 MAX WINNINGS

Price Point: \$10

Top Prize: \$100,000

Quantity: 10,080,000



\$10,000,000

INSTANT MILLIONS

Price Point: \$20

Top Prize: \$10,000,000

Quantity: 10,080,000



August 12 Instant Ticket Launch – POS

MAXIMUM WINNINGS

\$100,000 Max Winnings
WIN UP TO 18 TIMES

\$10,000,000 Instant Millions
WIN UP TO 23 TIMES

\$1,000,000 BIG MONEY
WIN UP TO 12 TIMES

\$100,000 TWO FOR THE MONEY
WIN UP TO \$100,000

\$10,000 BONUS PLAY
WIN UP TO 7 TIMES

OVER \$311,000,000 IN TOTAL PRIZES
OVER 11,700,000 TOTAL WINNERS

Must be 18 or older to play
Please recycle your Lottery tickets
Problem Gambling Helpline: 800-327-5050

THE LOTTERY

8.5" x 11" Poster

MAXIMUM WINNINGS

\$100,000 Max Winnings
WIN UP TO 18 TIMES

\$10,000,000 Instant Millions
WIN UP TO 23 TIMES

\$1,000,000 BIG MONEY
WIN UP TO 12 TIMES

\$100,000 TWO FOR THE MONEY
WIN UP TO \$100,000

Best Chance to Win \$100,000 on a MA Lottery \$10 Ticket

Top Prizes from \$1,000,000 to \$10,000,000

Must be 18 or older to play
Please recycle your Lottery tickets
Problem Gambling Helpline: 800-327-5050

THE LOTTERY

5" Decal



August 12 Instant Ticket Launch – CFD Animation



August 12 Instant Ticket Launch – :30 Commercial



OVER \$311,000,000
IN TOTAL PRIZES!



Must be 18 or older to play
Problem Gambling Helpline: 800-327-5050

MAX
WINNINGS



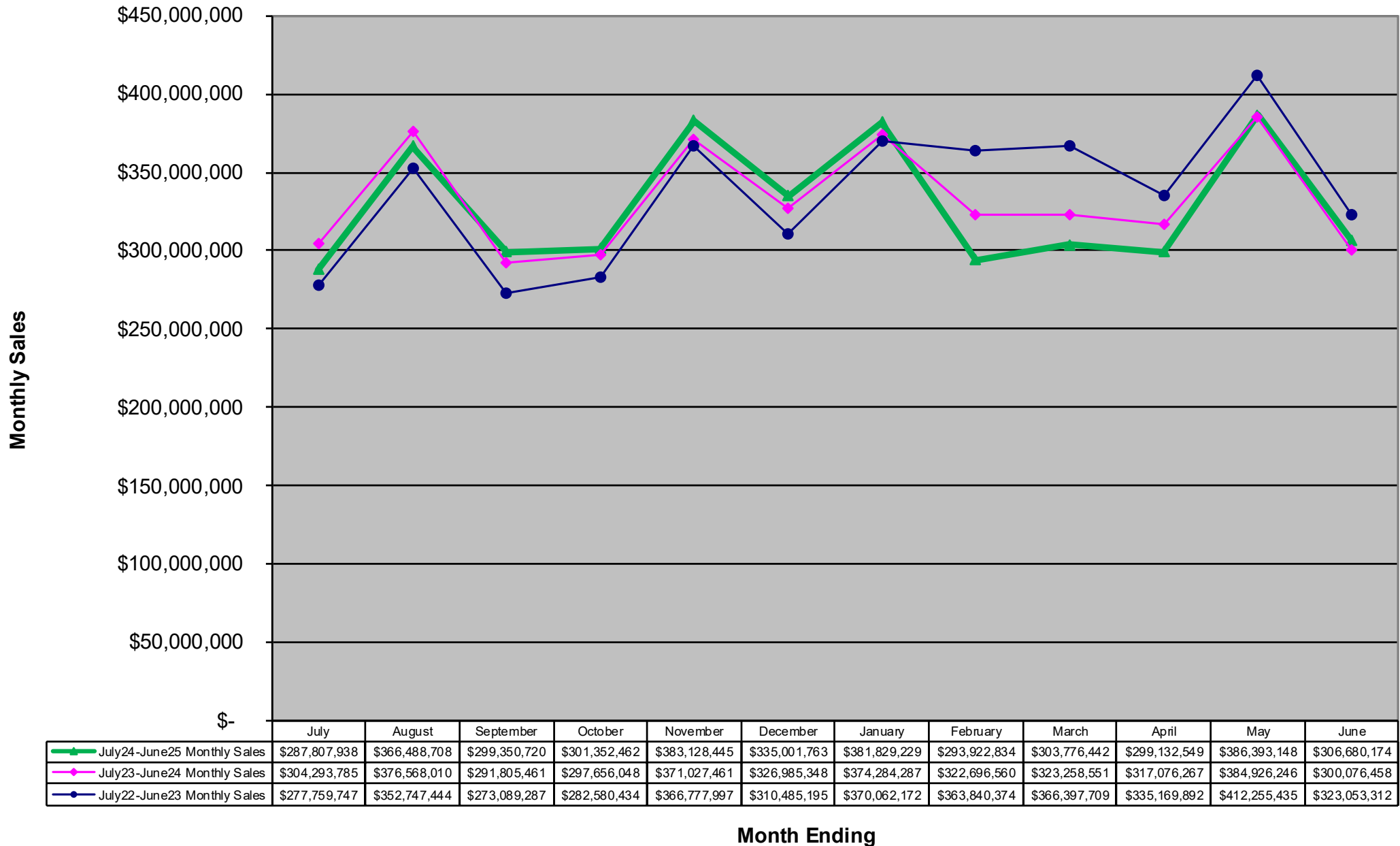
August 12 Instant Ticket Launch – Social Media Video



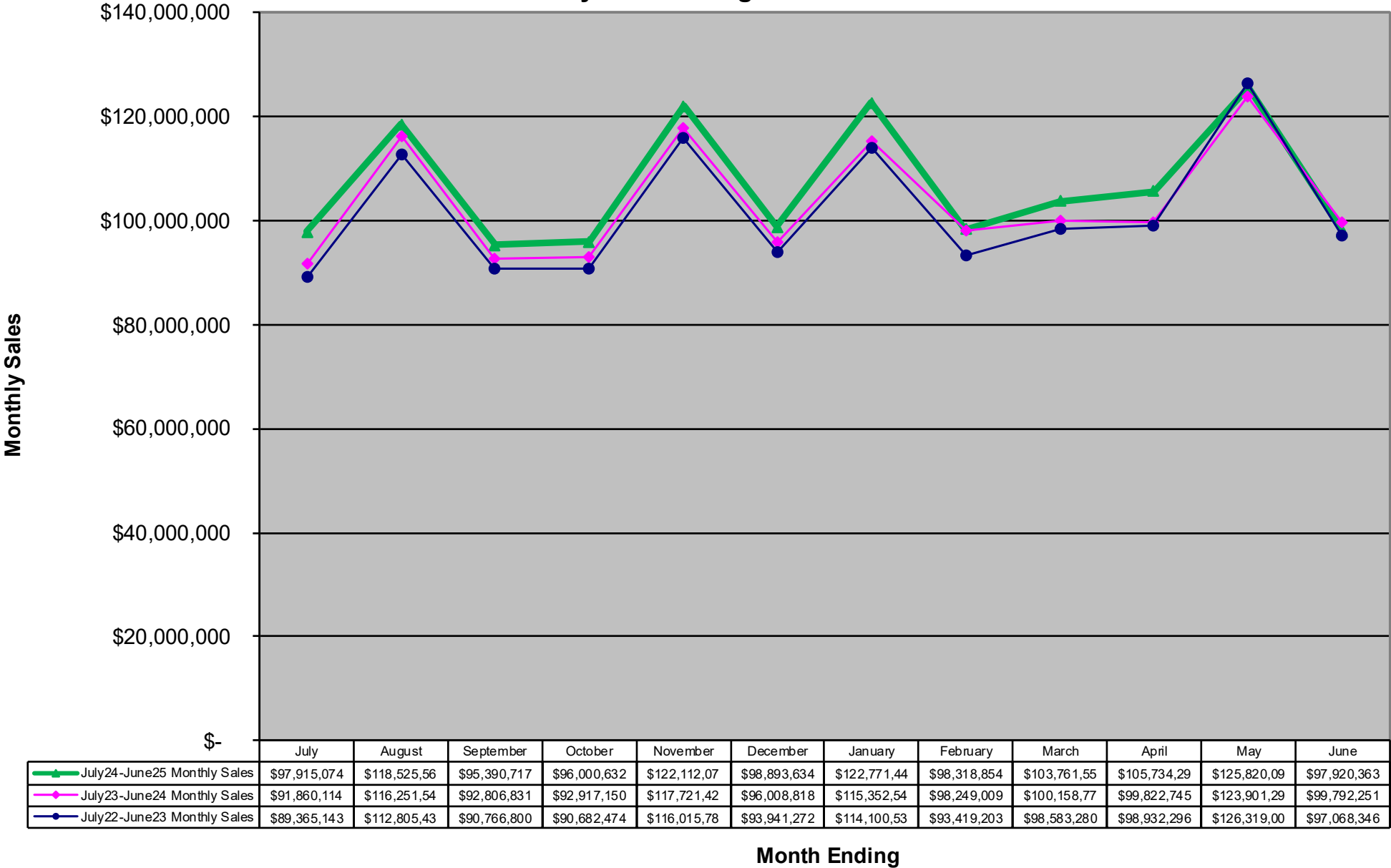
Instant Ticket Games Monthly Sales

Unadjusted Non Fiscal Year

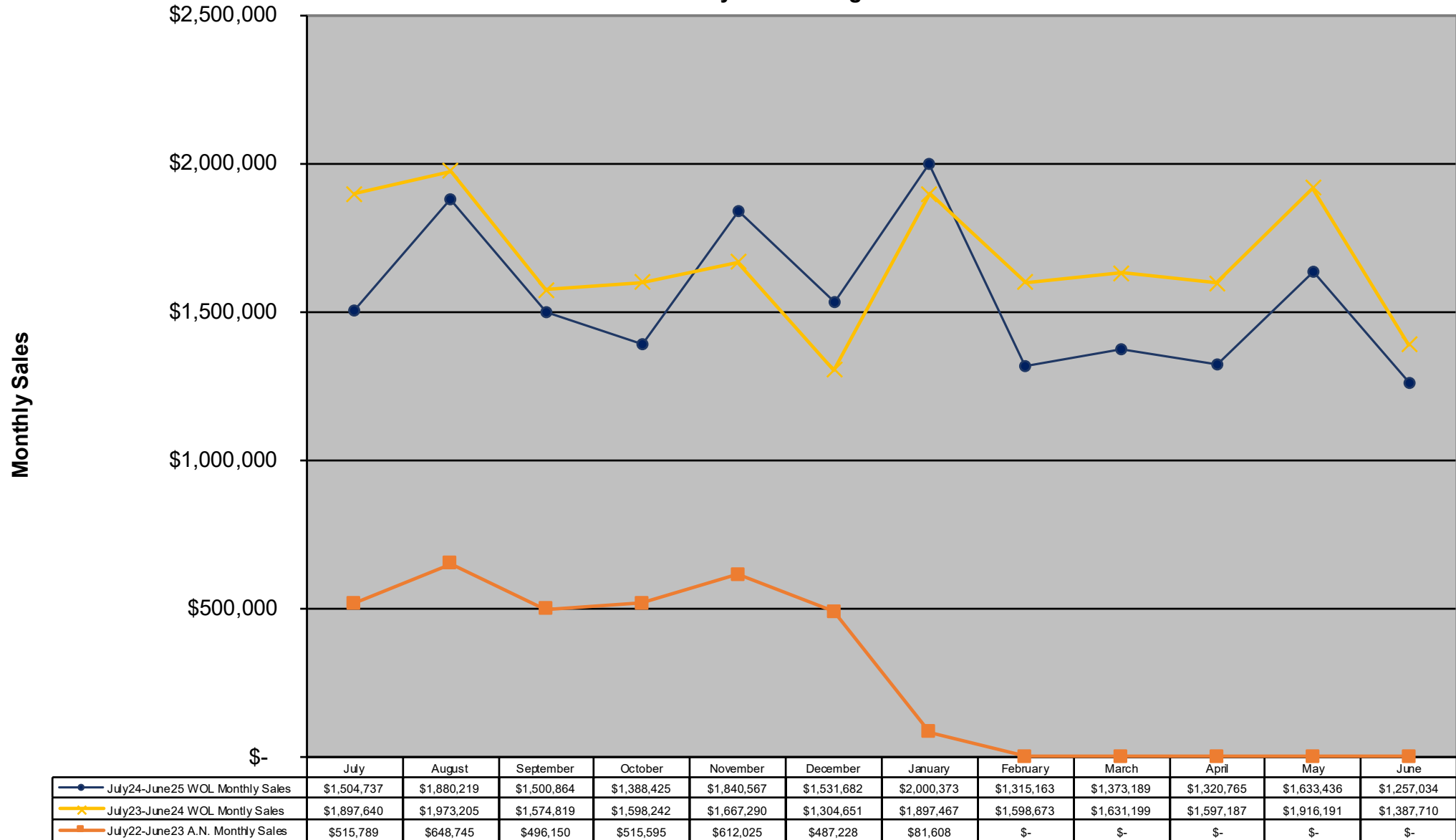
July 2022 through June 2025



Keno Game Monthly Sales
Unadjusted Non Fiscal Year
July 2022 through June 2025

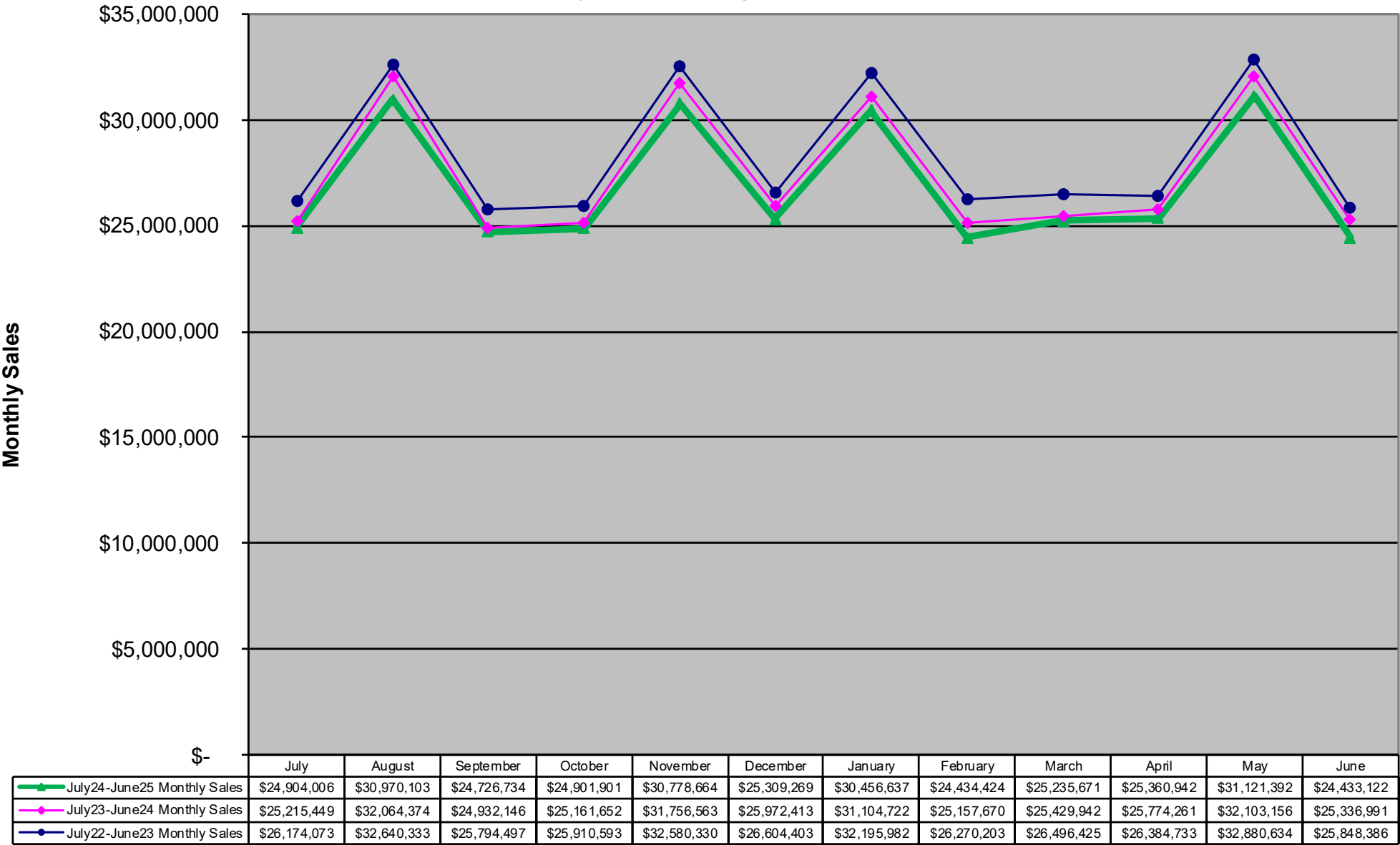


**Wheel of Luck and All or Nothing Games Monthly Sales
Unadjusted Non Fiscal Year
July 2022 through June 2025**

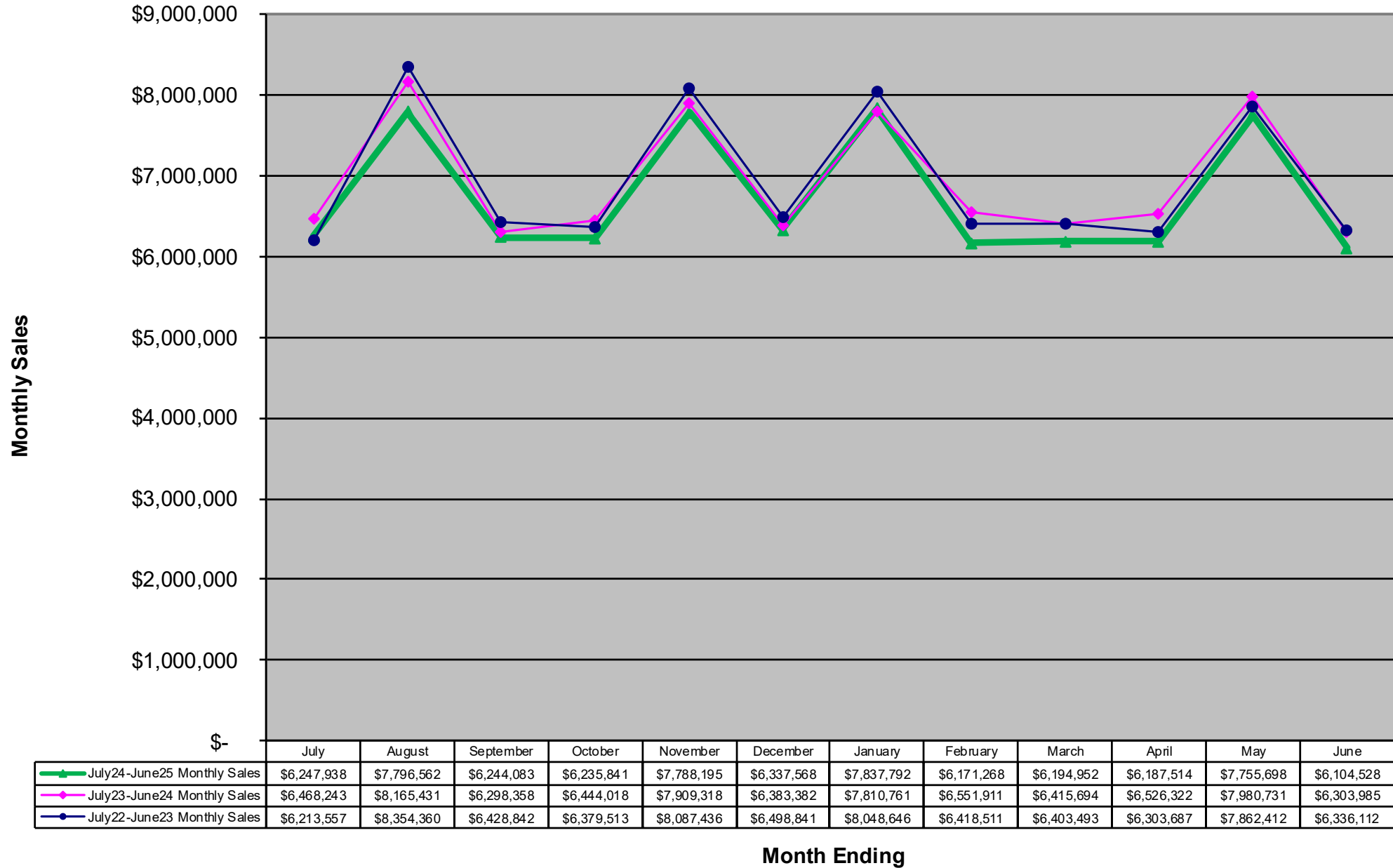


Month Ending

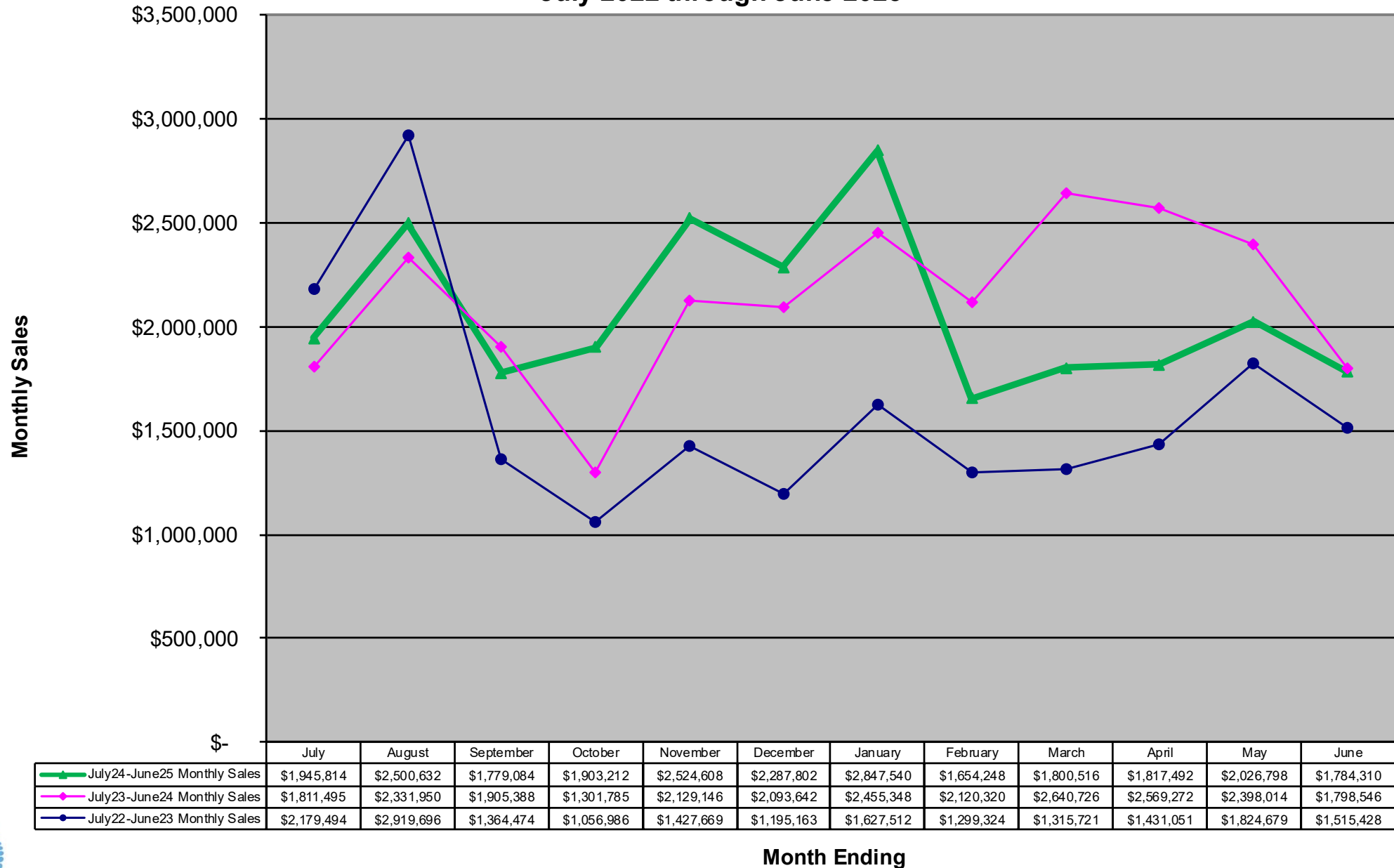
Numbers Game Monthly Sales
Unadjusted Non Fiscal Year
July 2022 through June 2025



Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year July 2022 through June 2025

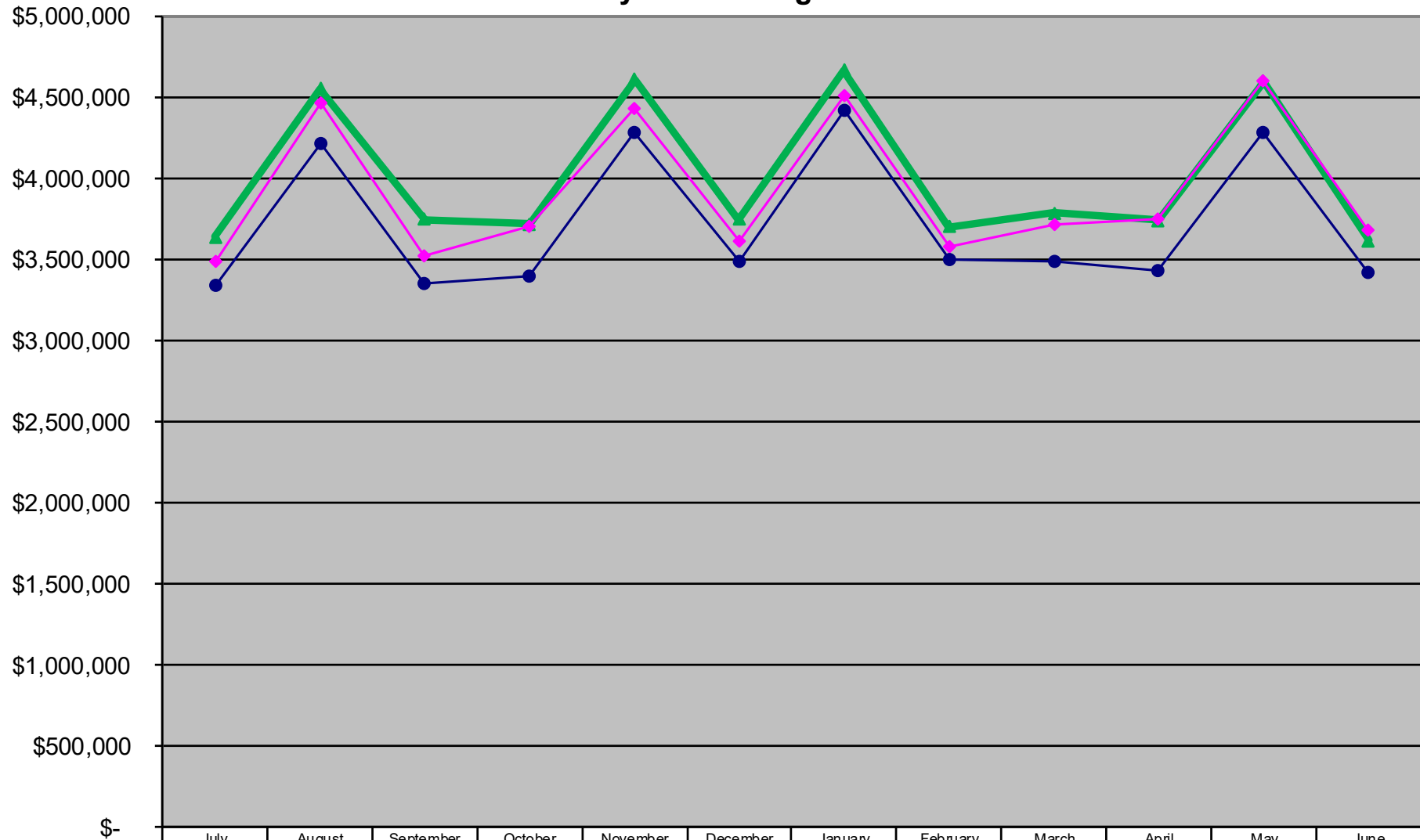


Megabucks Game Monthly Sales Unadjusted Non Fiscal Year July 2022 through June 2025



Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year July 2022 through June 2025

Monthly Sales

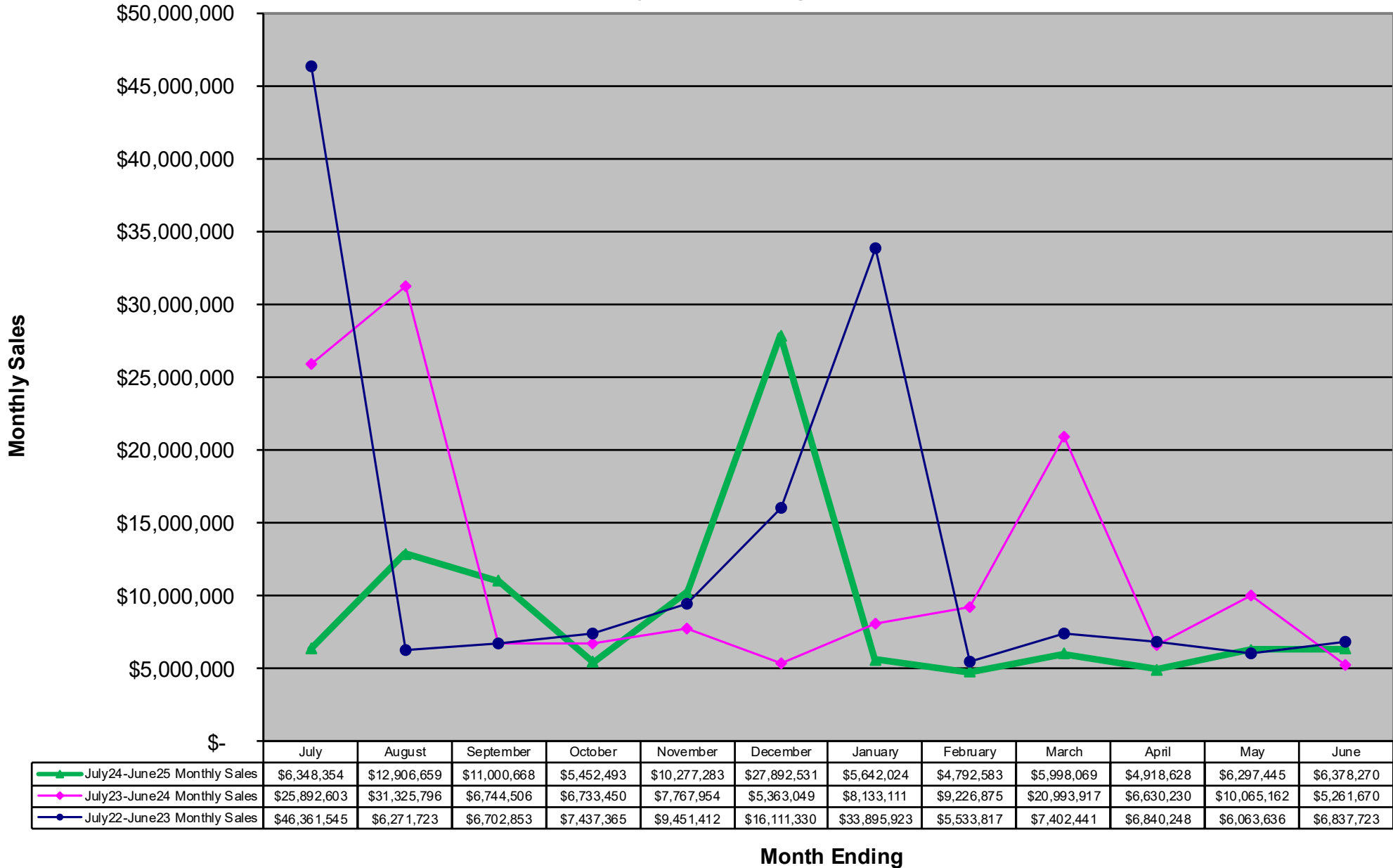


	July	August	September	October	November	December	January	February	March	April	May	June
July 24-June 25 Monthly Sales	\$3,645,670	\$4,559,294	\$3,754,374	\$3,724,212	\$4,616,420	\$3,752,372	\$4,675,156	\$3,706,922	\$3,788,702	\$3,748,100	\$4,602,318	\$3,618,638
July 23-June 24 Monthly Sales	\$3,493,898	\$4,468,028	\$3,523,486	\$3,708,656	\$4,440,908	\$3,614,836	\$4,514,702	\$3,580,764	\$3,721,402	\$3,752,188	\$4,611,734	\$3,687,316
July 22-June 23 Monthly Sales	\$3,350,406	\$4,216,014	\$3,354,730	\$3,399,396	\$4,287,294	\$3,494,558	\$4,421,384	\$3,504,312	\$3,493,526	\$3,433,024	\$4,287,198	\$3,426,064

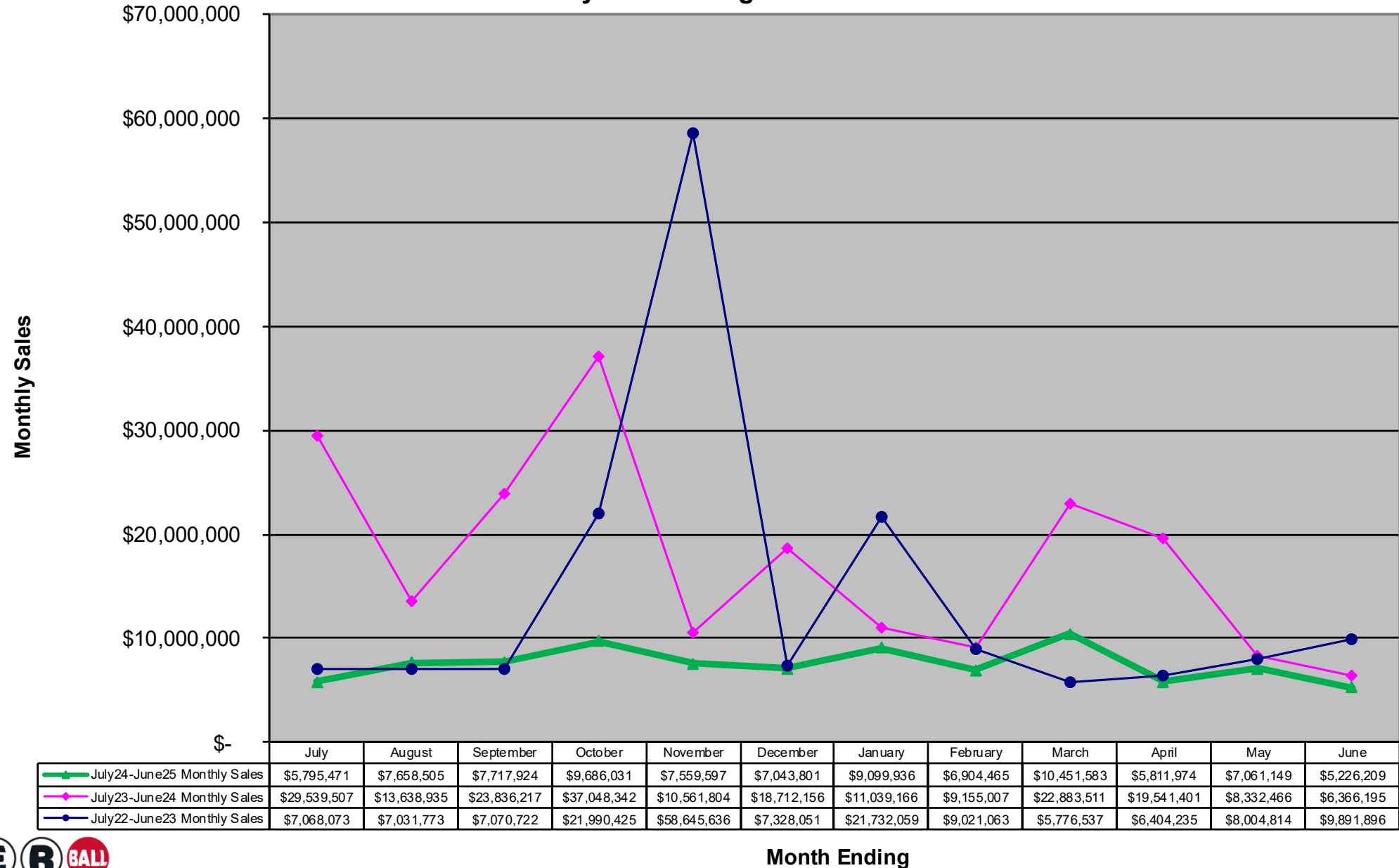
Month Ending



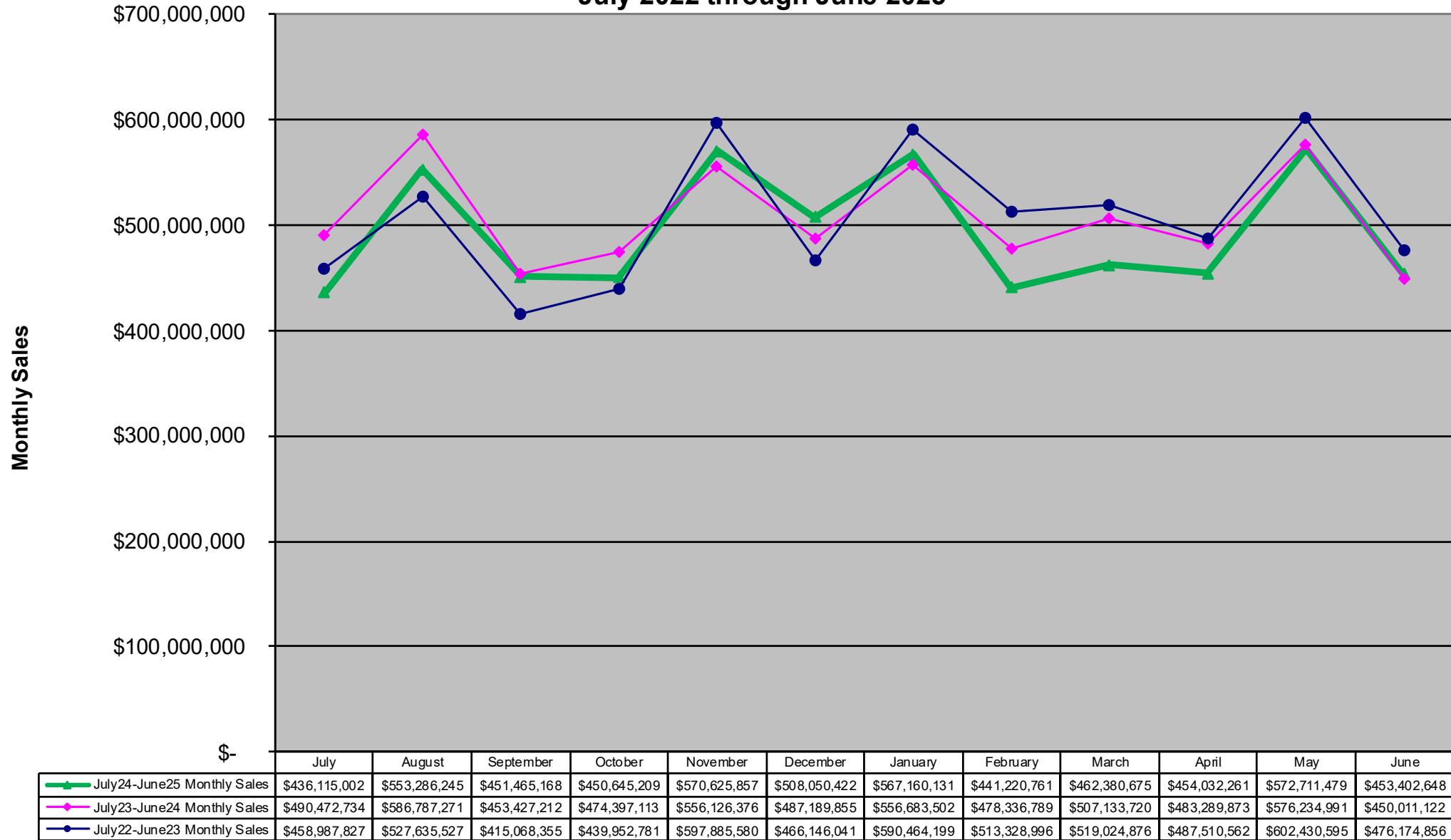
Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year July 2022 through June 2025



Powerball Game Monthly Sales Unadjusted Non Fiscal Year July 2022 through June 2025



All Games Monthly Sales Unadjusted Non Fiscal Year July 2022 through June 2025



Monthly Net Profit

June 2022 through May 2025

(Estimated Figure for May 2025)

