
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

March 25, 2025



Lottery Sales Update – February

Figures for the month of February 2025

- Overall unadjusted sales for February of 2025 were **down \$37.1 million** from February 2024.
- Estimated February 2025 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.
 - Due in part to a **\$28.8 million decrease** in Instant Ticket sales in February 2025 compared to February 2024:
 - Estimated net profit for February 2025 was \$84.7 million compared to \$101.9 million in February 2024, resulting in an **estimated \$17.2 million decrease in net profit.**
 - Estimated prize payout for February 2025 was 73.61 percent, compared to 71.36 percent in February 2024.

Figures for Fiscal Year 2025

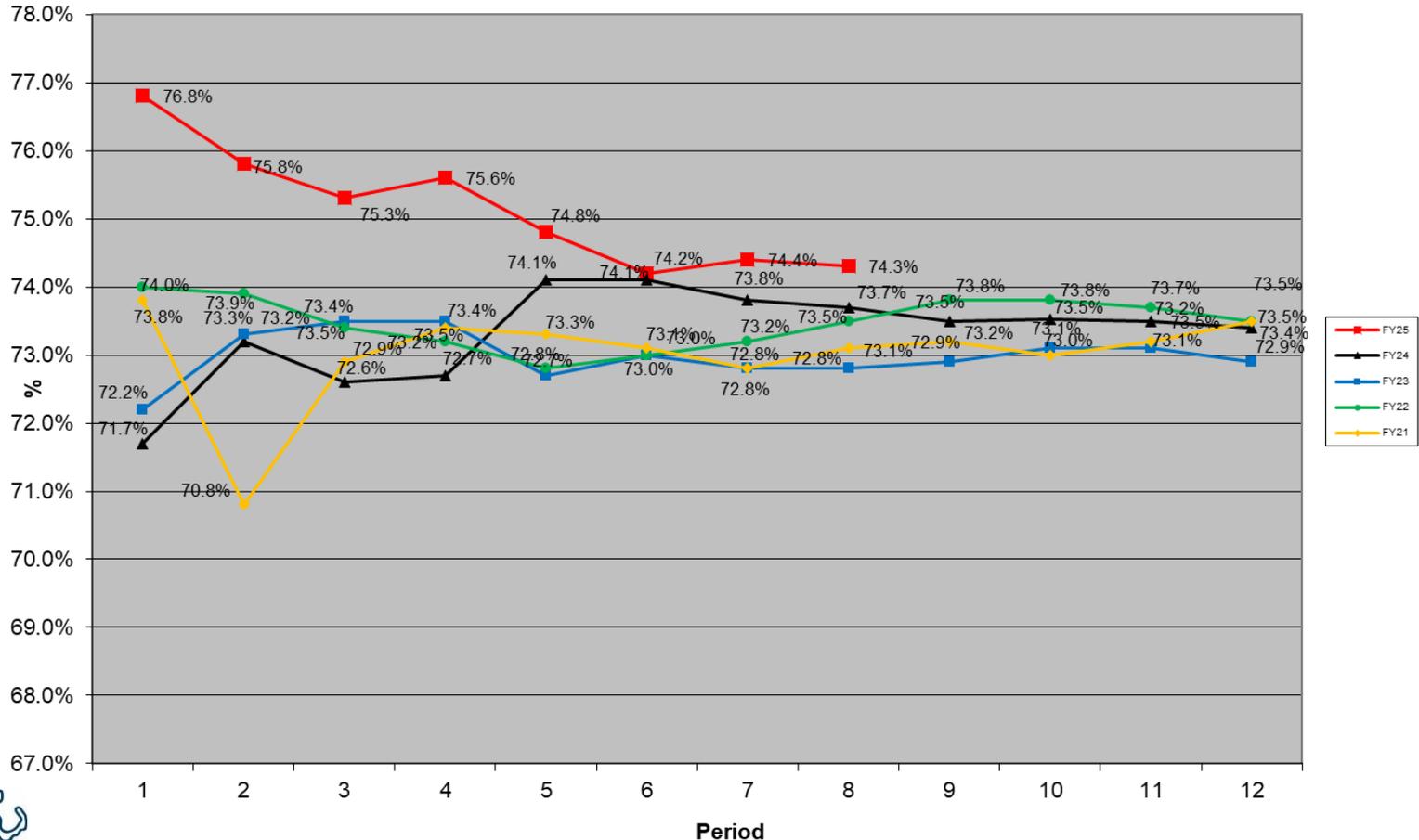
- Overall unadjusted sales for the first eight months of FY25 were **down \$104.9 million** from the first eight months of FY24.
- Our estimated FY25 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Due in part to an \$92.1 million decrease in sales of Powerball and a \$17.4 million decrease in Instant Ticket grand prizes claimed in the first eight months of FY25 compared to the first eight months of FY24 (\$211.4 million compared to \$228.8 million):
 - Our estimated year-to-date net profit for the first eight months of FY25 is \$724.9 million compared to \$778.3 million for the first eight months of FY24. After adding a 2-day average net profit figure of \$5.9 million due to a shift in the calendar, the adjusted year-over-year change for the first eight months of FY25 vs. the first eight months of FY24 is an **estimated \$47.5 million decrease in net profit.**
 - Our estimated year-to-date prize payout for the first eight months of FY25 is 74.25 percent, compared to 73.69 percent for the first eight months of FY24.

February 2025 sales breakdown

- Compared to February of 2024, **Lucky for Life** sales were **up \$126,158** and **Keno** sales were **up \$69,845.**
- Compared to February of 2024, **Instant Ticket** sales were **down \$28.8 million**, **Mega Millions** sales were **down \$4.4 million** (high jackpot of \$197 million compared to \$563 million in February 2024), **Powerball** sales were **down \$2.3 million** (high jackpot of \$248 million compared to \$412 million in February 2024), **Numbers Game** sales were **down \$723,246**, **Megabucks** sales were **down \$466,072** (high jackpot of \$770,000 compared to \$2.6 million in February 2024), **Mass Cash** sales were **down \$380,643**, and **Wheel of Luck** sales were **down \$283,510.**

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

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



February Sales

MSLC Gross Sales Results							
FEBRUARY FY25 vs. FY24 Unadjusted Non Fiscal Year							
(\$ millions)							
Through March 1, 2025							
		FY25	% of Total	FY24	% of Total	\$ Change	% Change
Instant Tickets		\$293.9	66.6%	\$322.7	67.5%	-\$28.8	-8.9%
Numbers Game		\$24.4	5.5%	\$25.2	5.3%	-\$0.7	-2.9%
Mass Cash		\$6.2	1.4%	\$6.6	1.4%	-\$0.4	-5.8%
Megabucks		\$1.7	0.4%	\$2.1	0.4%	-\$0.5	-22.0%
Mega Millions		\$4.8	1.1%	\$9.2	1.9%	-\$4.4	-48.1%
Powerball		\$6.9	1.6%	\$9.2	1.9%	-\$2.3	-24.6%
Lucky for Life		\$3.7	0.8%	\$3.6	0.7%	\$0.1	3.5%
Keno		\$98.3	22.3%	\$98.2	20.5%	\$0.1	0.1%
Wheel of Luck		\$1.3	0.3%	\$1.6	0.3%	-\$0.3	-17.7%
Total		\$441.2	100.0%	\$478.3	100.0%	-\$37.1	-7.8%
Instant Tickets		\$293.9	66.6%	\$322.7	67.5%	-\$28.8	-8.9%
Draw Games		\$47.7	10.8%	\$55.8	11.7%	-\$8.1	-14.6%
Monitor Games		\$99.6	22.6%	\$99.8	20.9%	-\$0.2	-0.2%
Total		\$441.2	100.0%	\$478.3	100.0%	-\$37.1	-7.8%
Unadjusted	Month	2/2/25-3/1/25		Month	2/4/24-3/2/24		
		4 weeks			4 weeks		
		28 days			28 days		

FY 2025 vs. FY 2024 Sales

MSLC Gross Sales Results

YEAR-TO-DATE FY25 vs. FY24 Unadjusted Non Fiscal Year

(\$ millions)

Through March 1, 2025

	FY25	% of Total	FY24	% of Total	\$ Change	% Change
Instant Tickets	\$2,648.9	66.6%	\$2,665.3	65.3%	-\$16.4	-0.6%
Numbers Game	\$216.5	5.4%	\$221.4	5.4%	-\$4.9	-2.2%
Mass Cash	\$54.7	1.4%	\$56.0	1.4%	-\$1.4	-2.4%
Megabucks	\$17.4	0.4%	\$16.1	0.4%	\$1.3	8.0%
Mega Millions	\$84.3	2.1%	\$101.2	2.5%	-\$16.9	-16.7%
Powerball	\$61.5	1.5%	\$153.5	3.8%	-\$92.1	-60.0%
Lucky for Life	\$32.4	0.8%	\$31.3	0.8%	\$1.1	3.5%
Keno	\$849.9	21.4%	\$821.2	20.1%	\$28.8	3.5%
Wheel of Luck	\$13.0	0.3%	\$13.5	0.3%	-\$0.5	-4.1%
Holiday Raffle	\$0.0	0.0%	\$3.8	0.1%	-\$3.8	-100.0%
Total	\$3,978.6	100.0%	\$4,083.4	100.0%	-\$104.9	-2.6%

Instant Tickets	\$2,648.9	66.6%	\$2,665.3	65.3%	-\$16.4	-0.6%
Draw Games	\$466.8	11.7%	\$583.4	14.3%	-\$116.6	-20.0%
Monitor Games	\$862.9	21.7%	\$834.7	20.4%	\$28.2	3.4%
Total	\$3,978.6	100.0%	\$4,083.4	100.0%	-\$104.9	-2.6%

Unadjusted

Year

6/30/24-3/1/25

35 weeks

245 days

Year

7/2/23-3/2/24

35 weeks

245 days

Mega Millions Changes in April

Friday, April 4

The final drawing with the current format.

Tuesday, April 8

The first drawing with the new enhancements.

Reduced amount of Mega Ball numbers to choose from in the game: 25 to 24.

NEW TICKET COST: \$5



New Enhancements

- Improved odds to win the jackpot
- Bigger, more frequent jackpots
- Larger starting, faster growing jackpots
- A built-in multiplier on every play, automatically improving every non-jackpot win by 2X, 3X, 4X, 5X or 10X – up to \$10 million for matching the five white balls
- No breakeven prizes, meaning when a player wins, they'll always win more than the cost of the ticket (minimum prize is \$10)



April 15 Instant Ticket Launch

\$100,000 DOUBLE MATCH

Price Point: \$2
 Top Prize: \$100,000
 Quantity: 8,064,000



TRIPLE 777

Price Point: \$5
 Top Prize: \$1,000,000
 Quantity: 15,120,000



\$4,000,000 CASH KING DOUBLER

Price Point: \$10
 Top Prize: \$4,000,000
 Quantity: 15,120,000



April 15 Instant Ticket Launch

\$15,000,000 COLOSSAL MILLIONS

Price Point: \$30
 Top Prize: \$15,000,000
 Quantity: 15,120,000

\$30 5 SECOND CHANCE DRAWINGS THE LOTTERY

\$15,000,000 COLOSSAL MILLIONS

FANTASTIC CHANCE TO WIN \$500
 OVER 175 \$100,000 PRIZES
WIN UP TO \$15,000,000!

EST. ODDS OF WINNING 1 IN 2.78

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Get a "2X" symbol and win 2, 5, 10, 20 or 200 TIMES the prize respectively. Get a Star symbol, win ALL 35 prizes shown.

WINNING NUMBERS

YOUR NUMBERS

BONUS CHANCES: Scratch the 5 spots below. Find a Gold Bar symbol and win the prize shown.

BONUS

WIN UP TO 35 TIMES SCRATCH 2 CASH

\$30 5 SECOND CHANCE DRAWINGS THE LOTTERY

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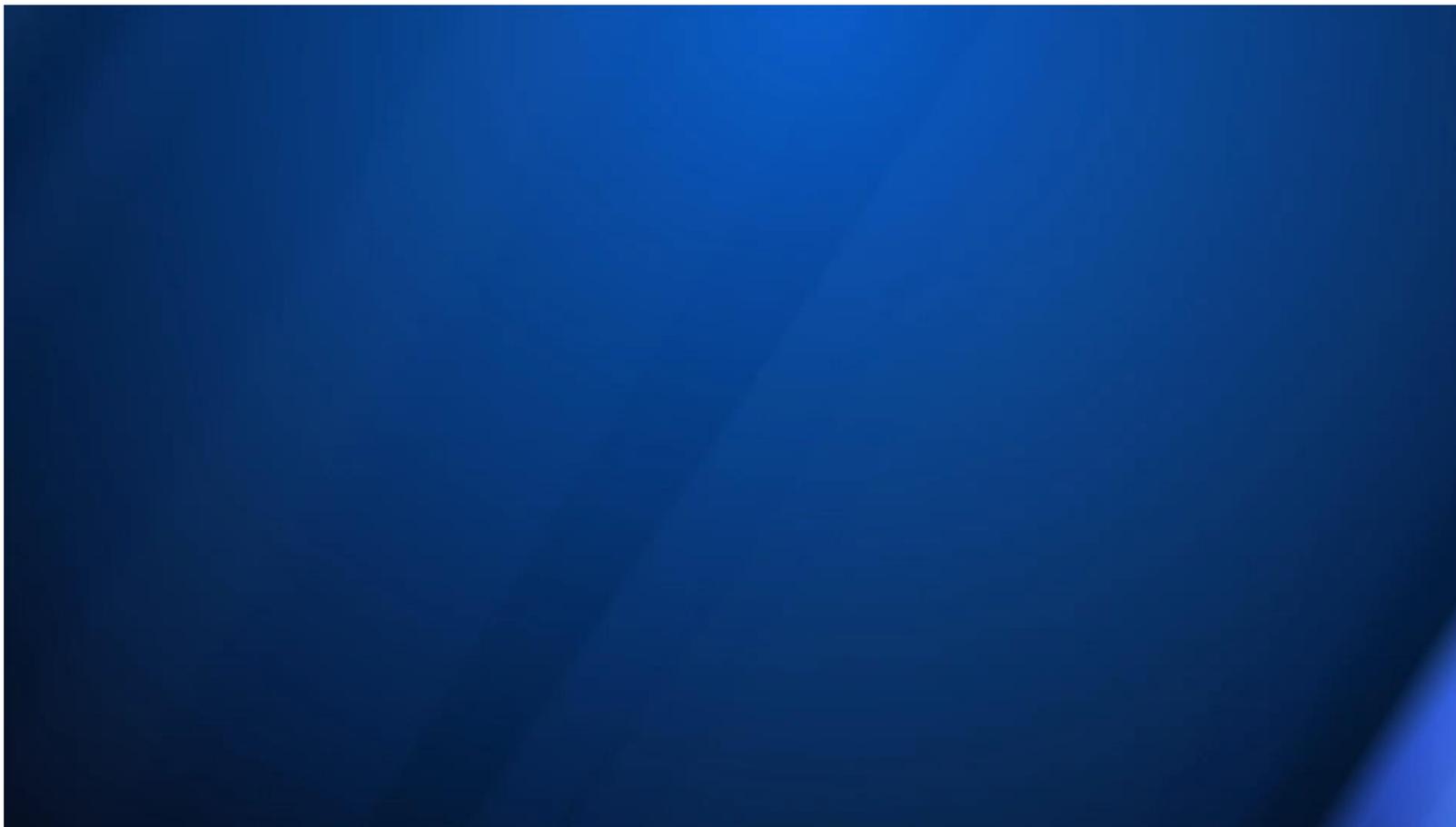
April 15 Instant Ticket Launch :10 Animation



\$100,000 Double Match Instant Ticket :15 Social Video



\$15,000,000 Colossal Millions Instant Ticket :30 Commercial



Partnership with New England Free Jacks

The Lottery began its partnership with Major League Rugby's New England Free Jacks to celebrate extraordinary members of the community.

The *Impact Free Jack* award will recognize 16 individuals during the 2025 season who have made significant, positive impacts on their communities.

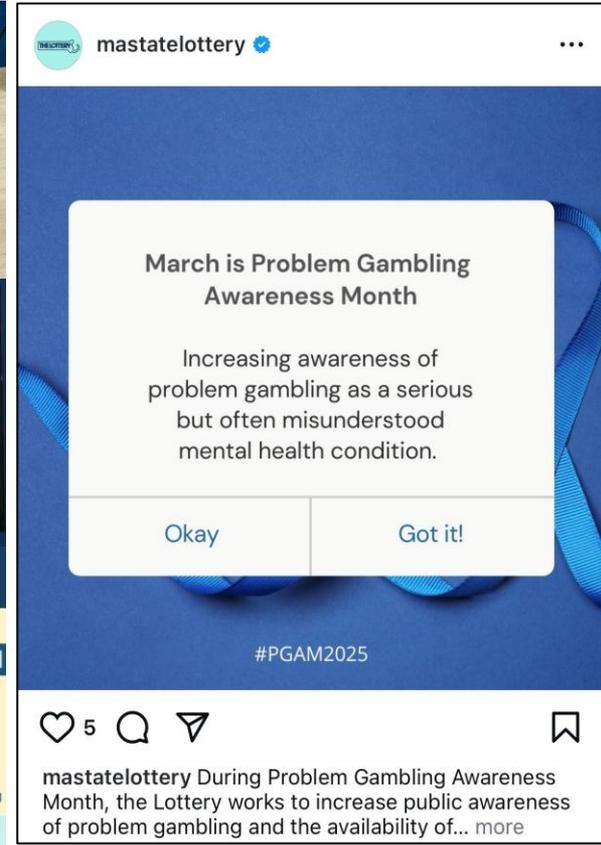
Honorees are recognized at each of the eight regular season home matches during the 2025 season. On Saturday, March 15, the Lottery held its first tabling event at a Free Jacks game and the first pair of recipients were honored.



March is Problem Gambling Awareness Month

Mass Lottery participation includes:

- Messaging on customer facing displays at agent locations
- Training for customer-facing employees with Massachusetts Council on Gaming and Health
- Banner on homepage of Lottery website linking to related press release
- Keno and Wheel of Luck monitor displays
- Signage in Customer Service areas of Dorchester headquarters and regional offices
- Tabling at headquarters and regional offices
- Emails to players and retailers
- Required training video for Lottery employees
- Draw game ticket messaging
- Social media posts



DPH's New Screening Service

Take the Massachusetts
**Gambling Health
Screener**

[GamblingHelplineMA.org](https://www.GamblingHelplineMA.org)

  **LET'S GET REAL
ABOUT GAMBLING**

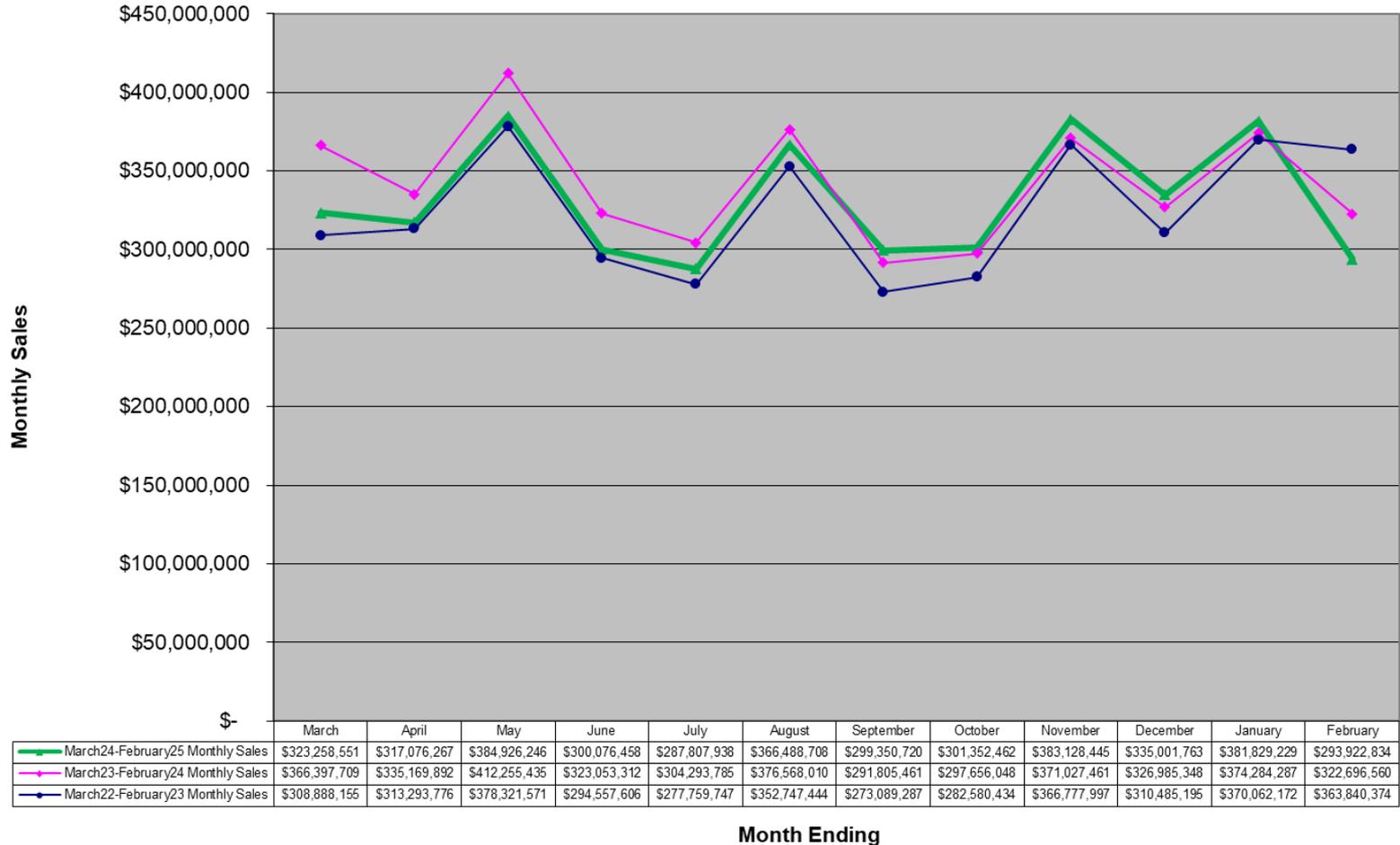
The Lottery is helping promote DPH's Office of Problem Gambling Services new screening service with:

- PSA radio inventory (over 400 spots valued at over \$113,000)
- Digital assets will be displayed on customer facing terminals, lottery kiosks, Keno and Wheel of Luck monitors

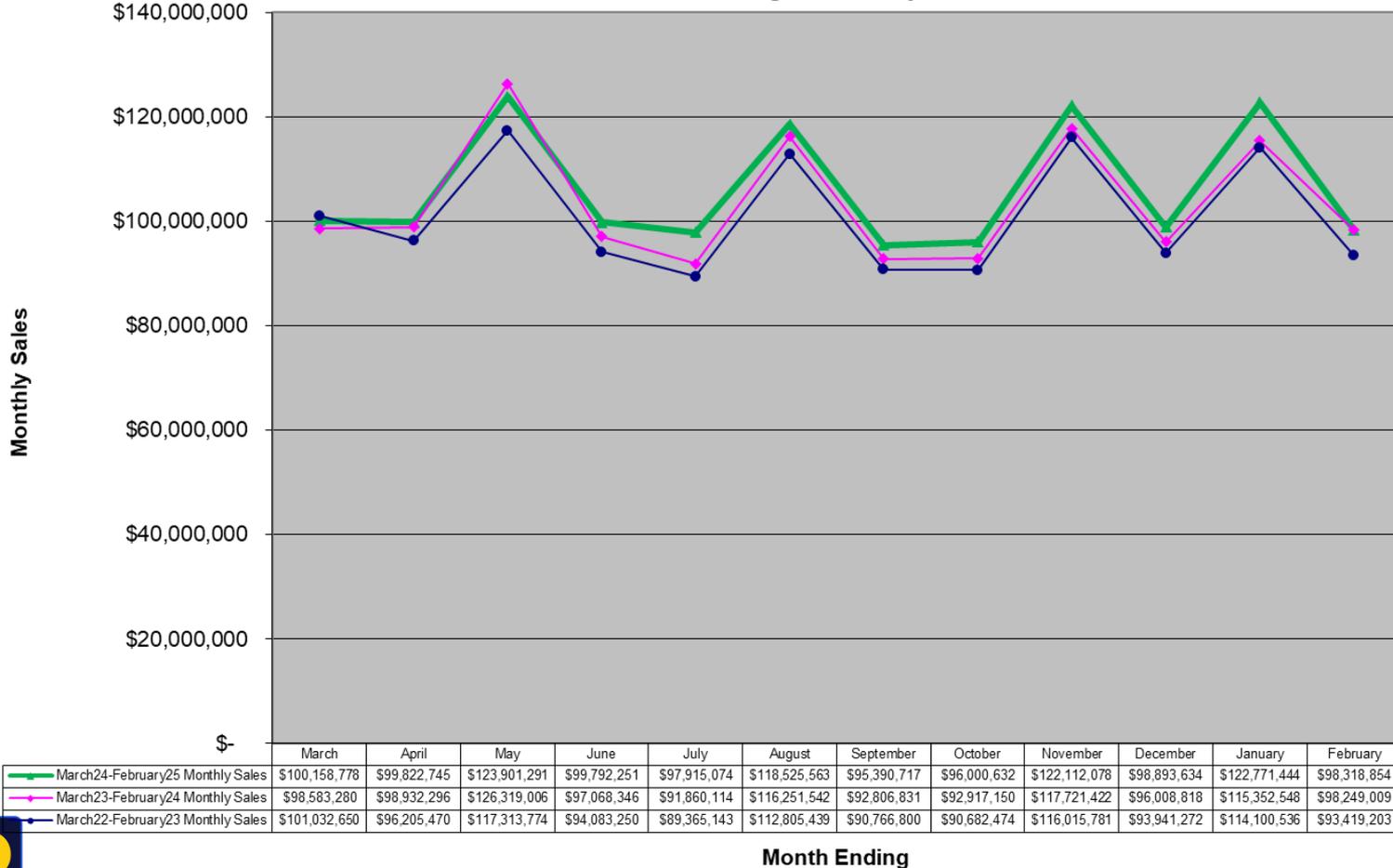
:30 Spot



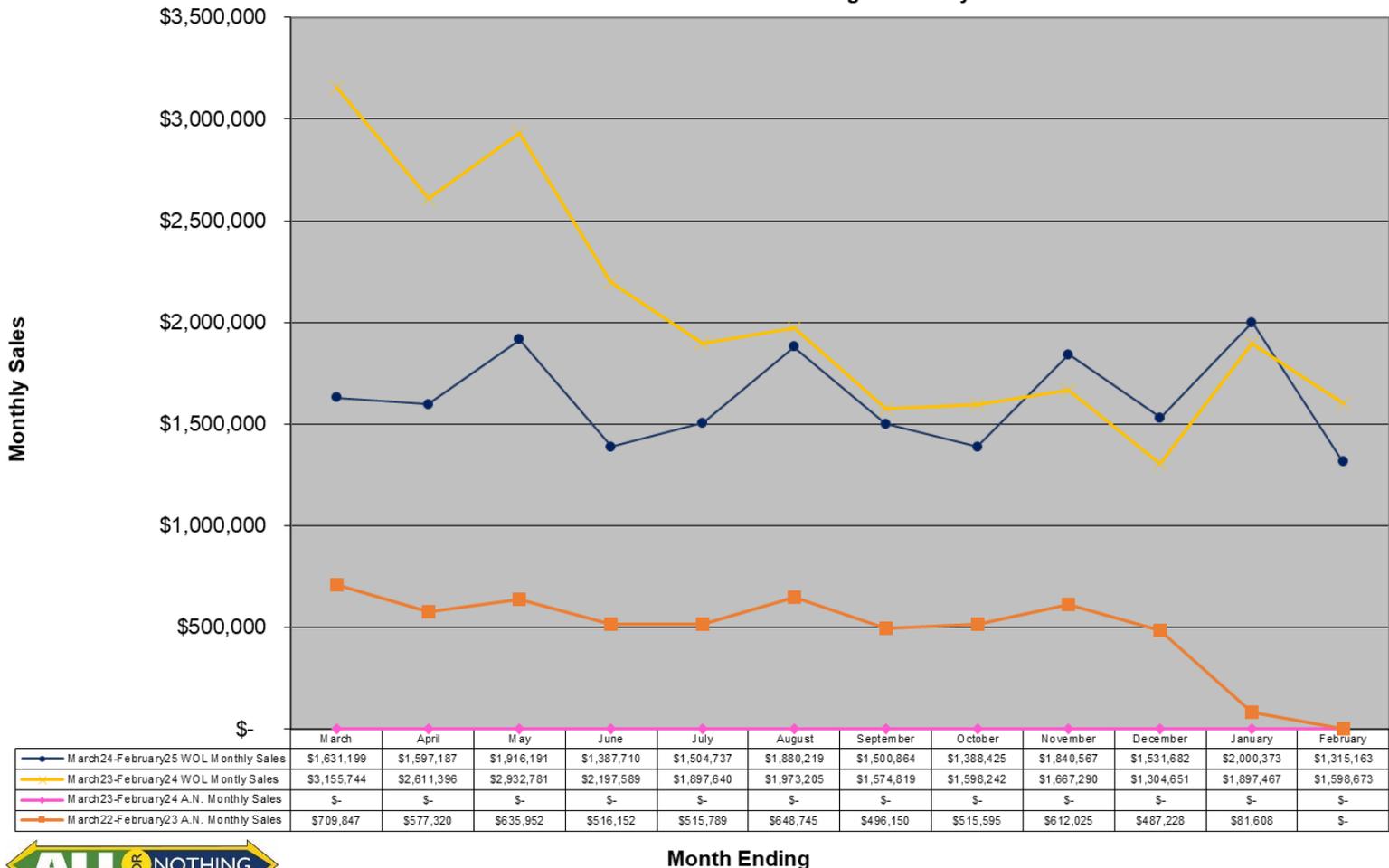
Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025



Keno Game Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025

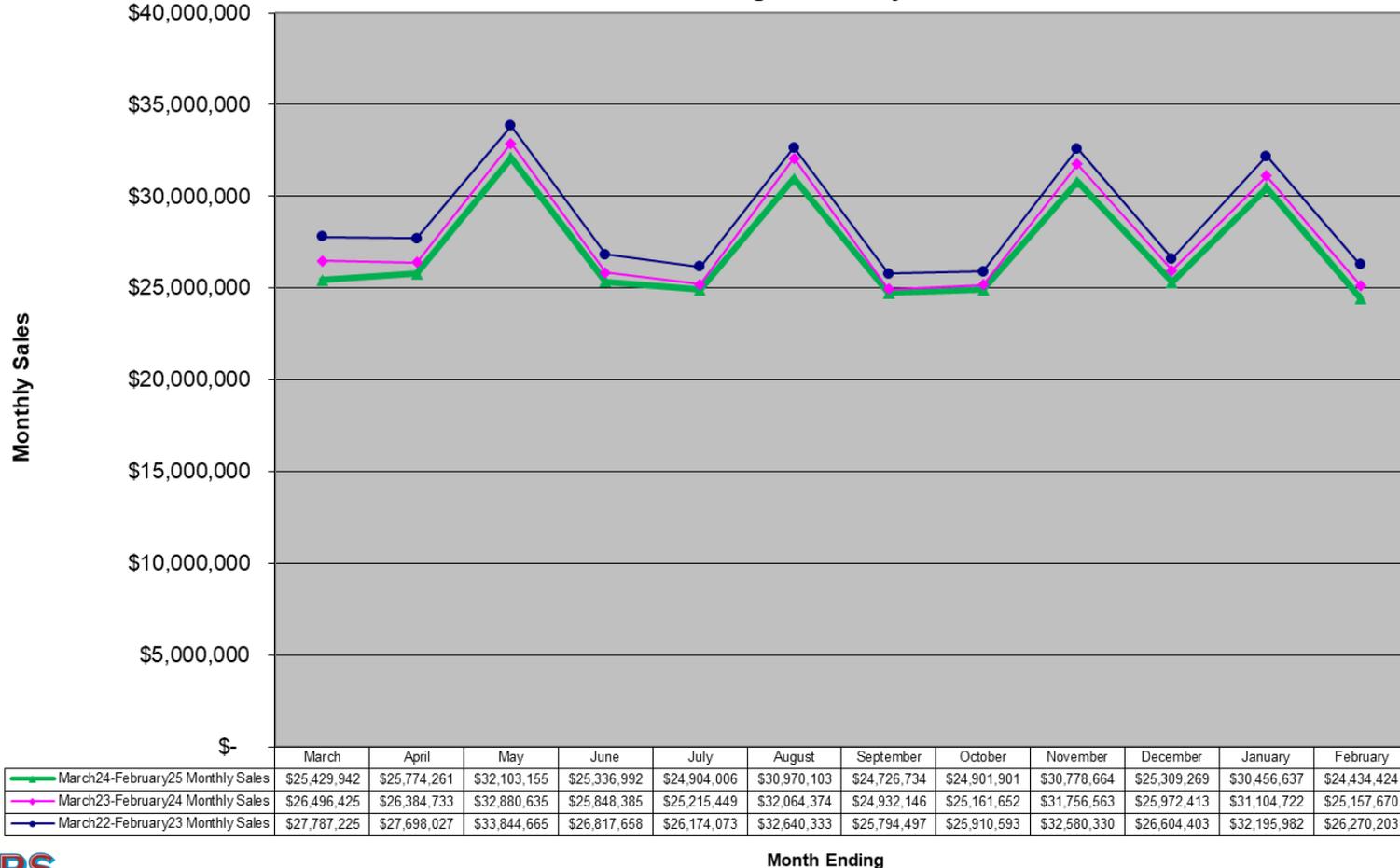


Wheel of Luck and All or Nothing Games Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025

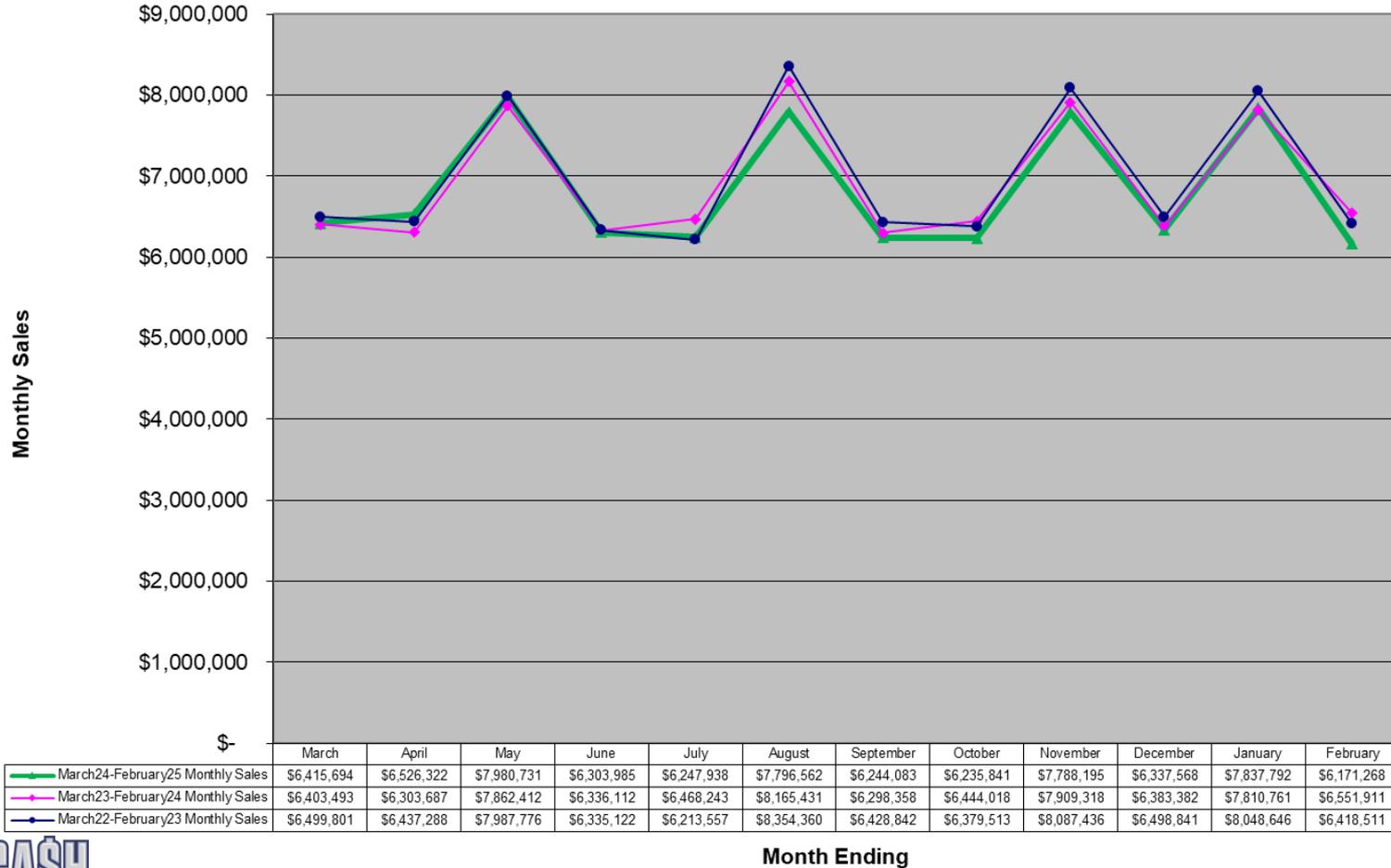


Month Ending

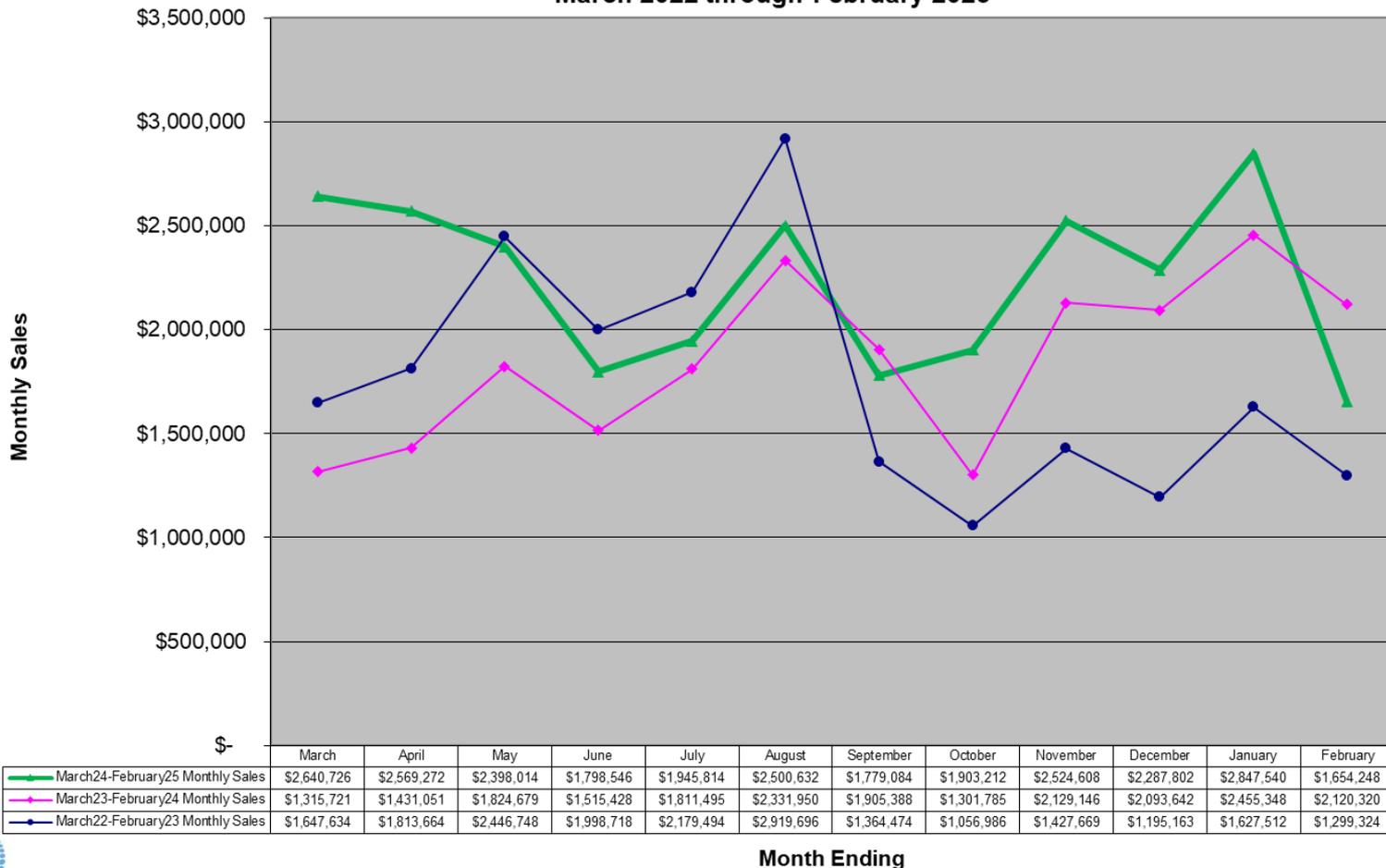
Numbers Game Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025



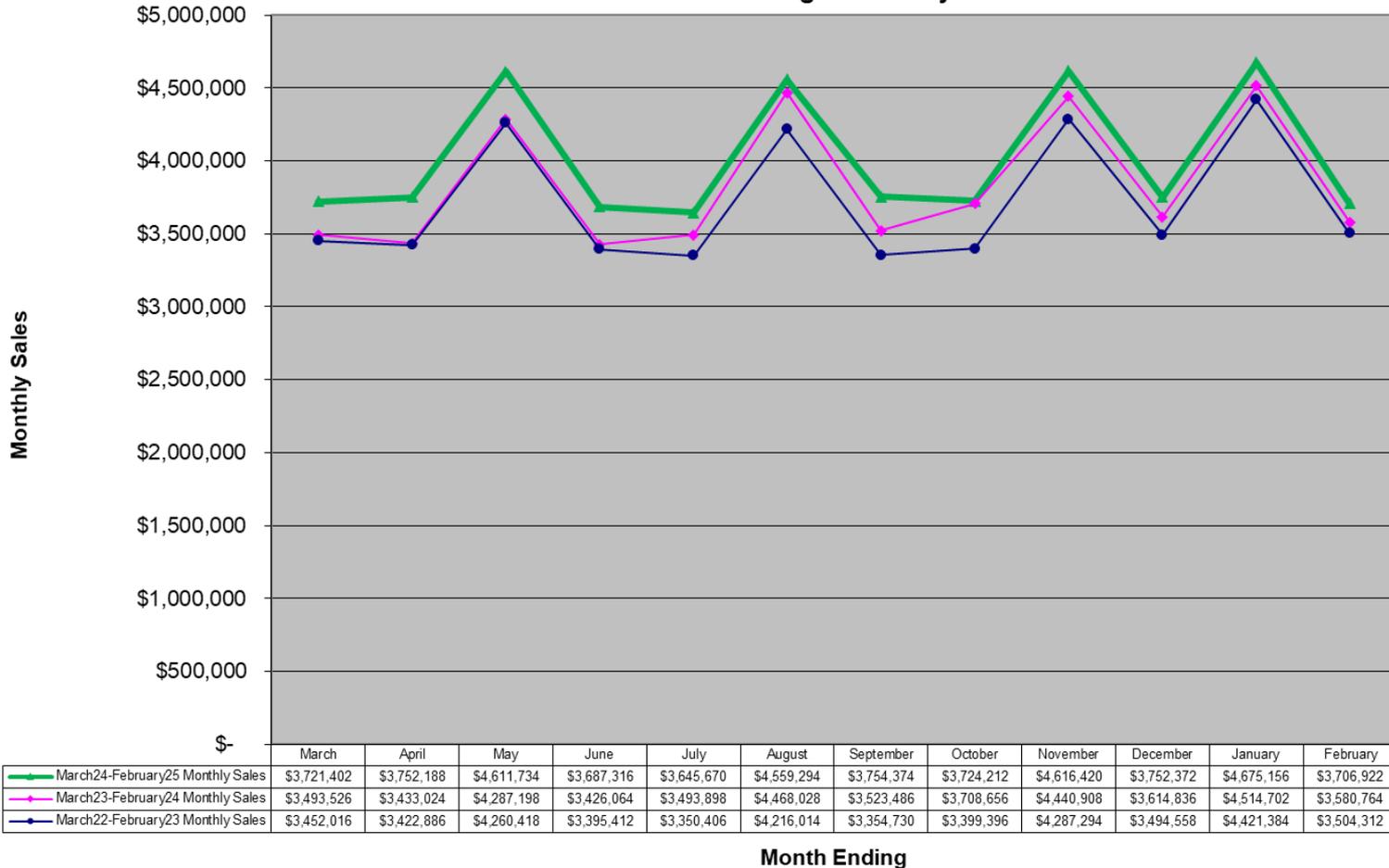
Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025



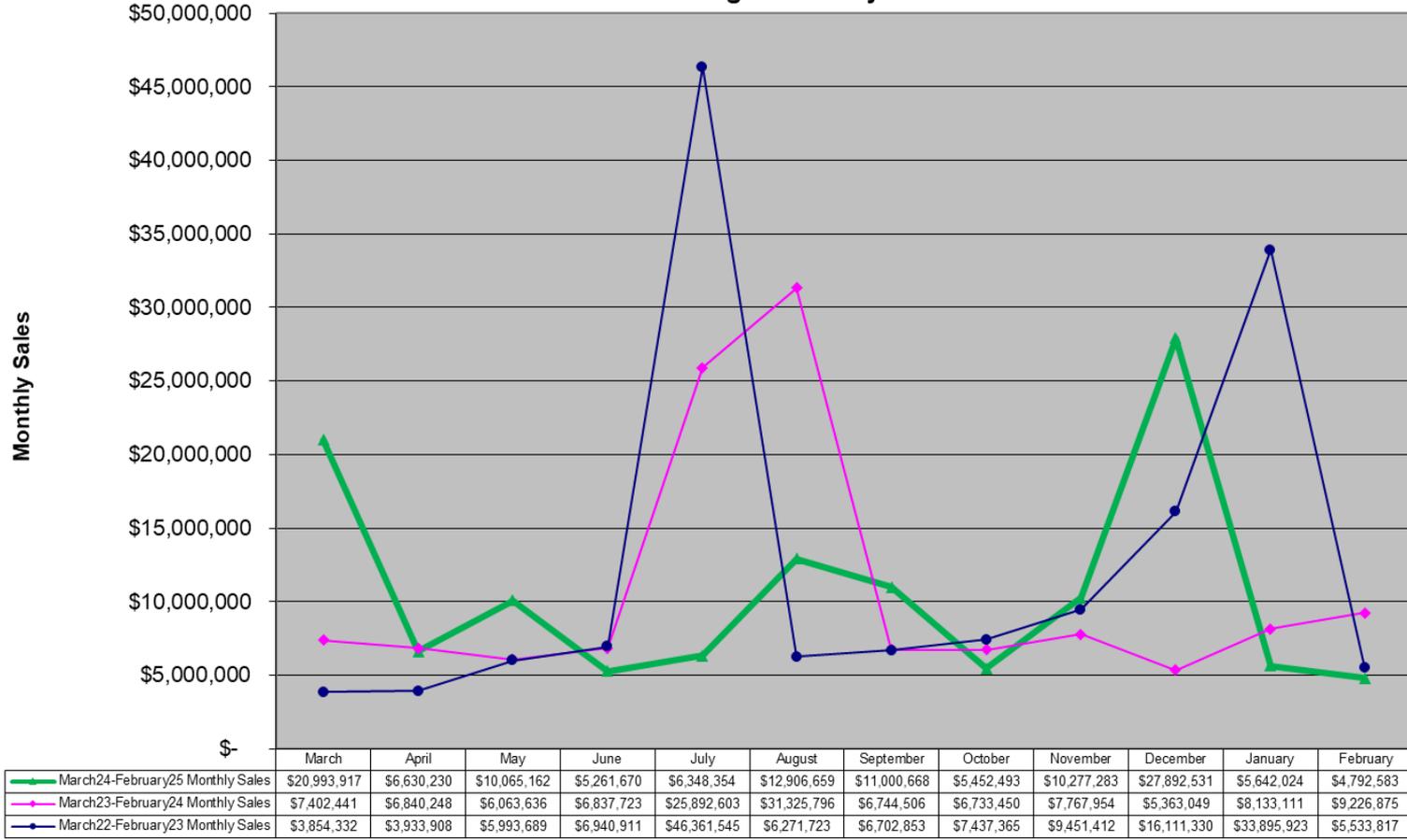
Megabucks Doubler Game Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025



Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025



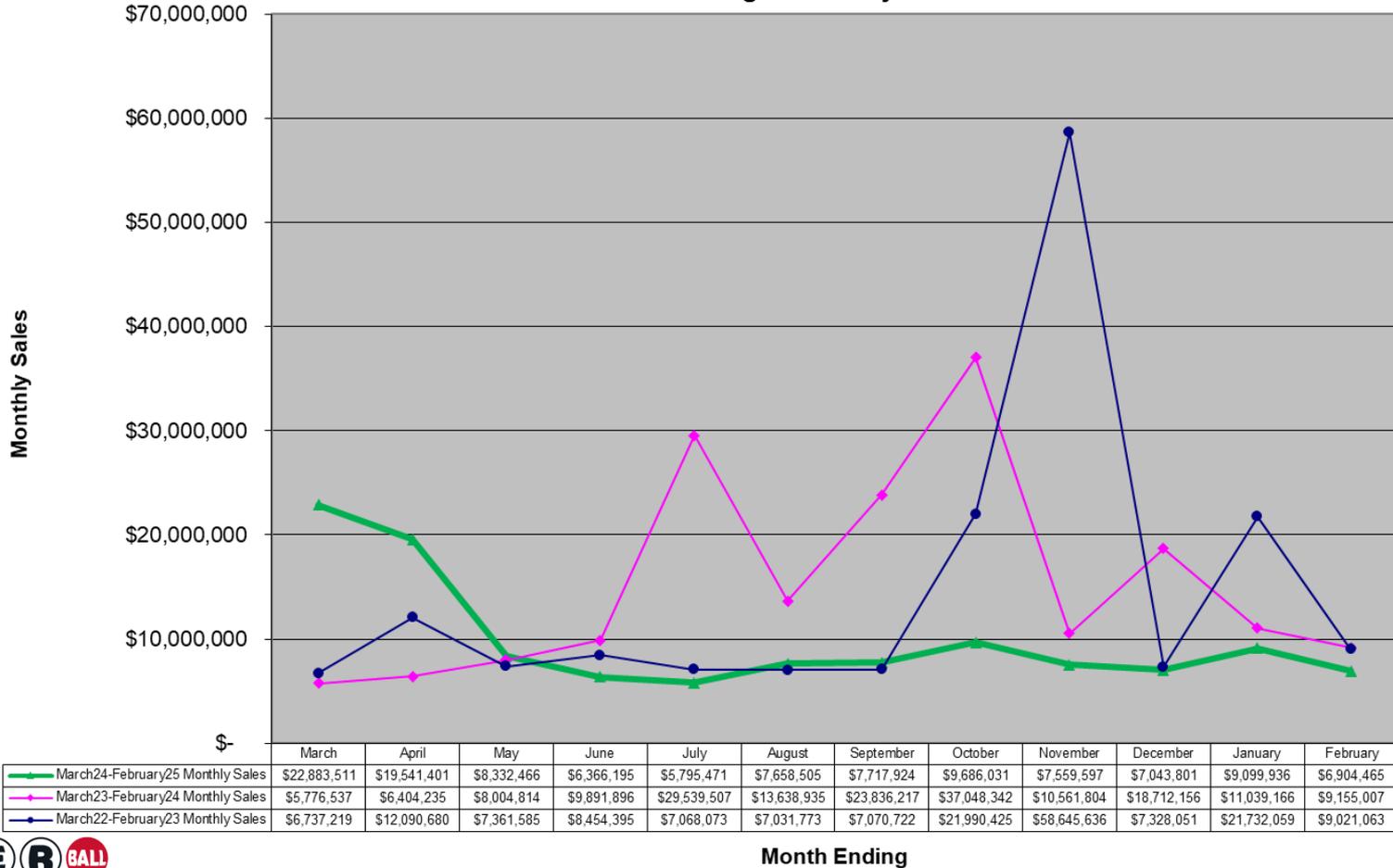
Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025



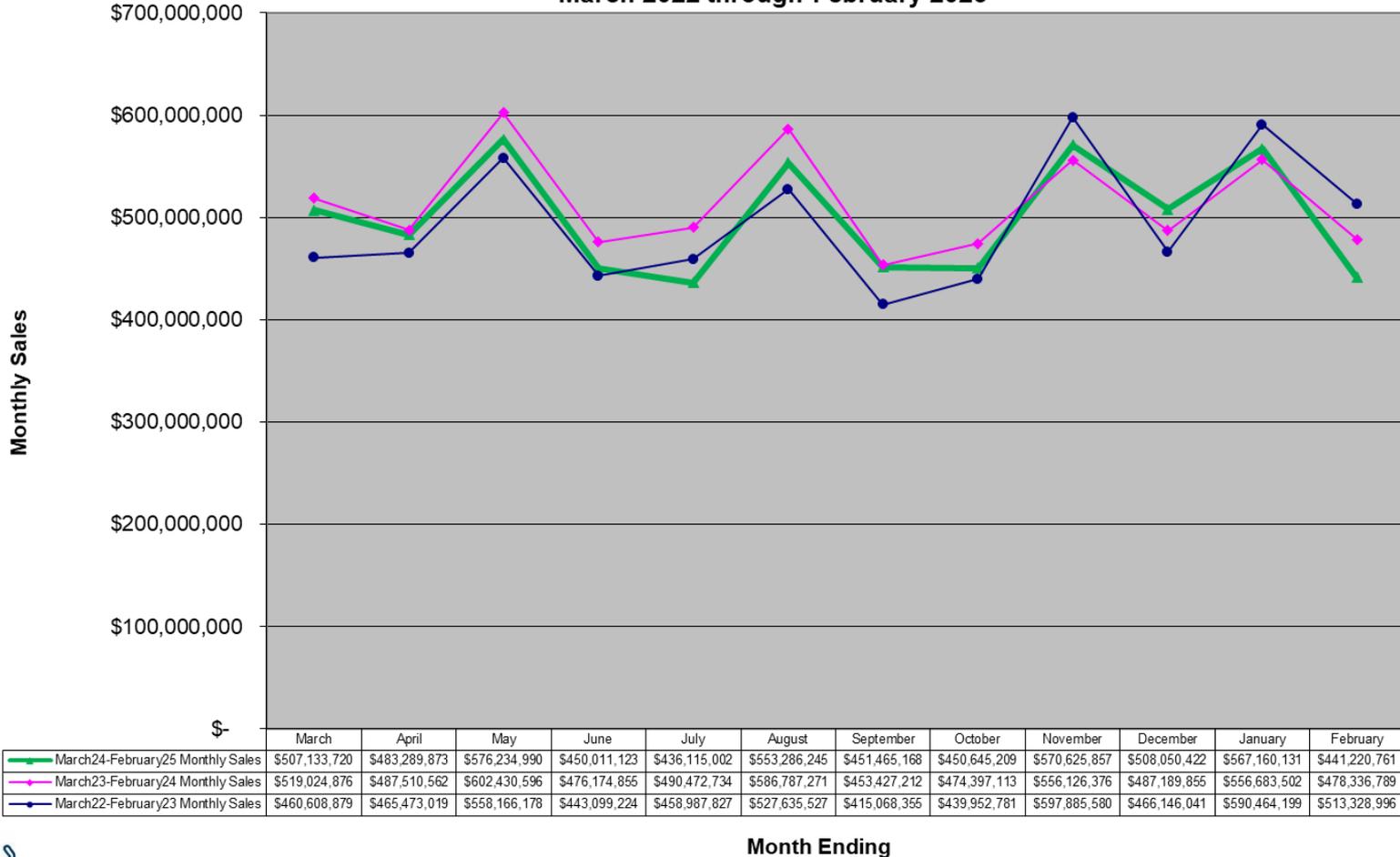
Month Ending



Powerball Game Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025



All Games Monthly Sales Unadjusted Non Fiscal Year March 2022 through February 2025



Monthly Net Profit March 2022 through February 2025 (Estimated Figure for February 2025)

