
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

February 25, 2025



Lottery Sales Update – January

Figures for the month of January 2025

- Overall unadjusted sales for January of 2025 were **up \$10.5 million** from January 2024.
- Estimated January 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 \$22.0 million increase in Instant Ticket grand prizes claimed in January 2025 compared to January 2024 (\$41.0 million compared to \$19.0 million):
 - Estimated net profit for January 2025 was \$94.7 million compared to \$94.8 million in January 2024, resulting in an **estimated \$0.1 million decrease in net profit.**
 - Estimated prize payout for January 2025 was 76.11 percent, compared to 74.92 percent in January 2024.

Figures for Fiscal Year 2025

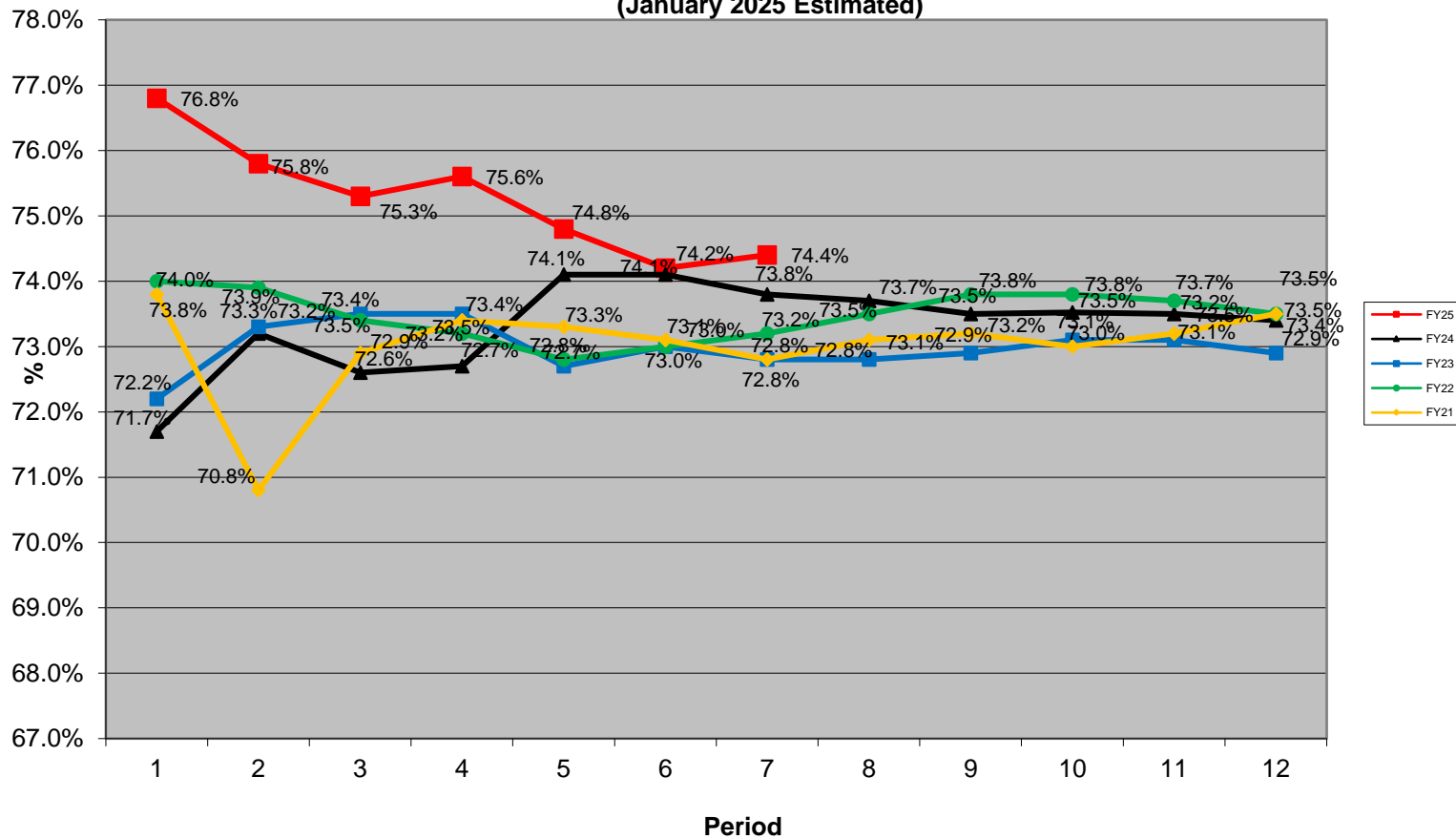
- Overall unadjusted sales for the first seven months of FY25 were **down \$67.7 million** from the first seven months of FY24.
- Our estimated FY25 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Due in part to an \$89.8 million decrease in sales of Powerball and a \$22.4 million decrease in Instant Ticket grand prizes claimed in the first seven months of FY25 compared to the first seven months of FY24 (\$194.4 million compared to \$216.8 million):
 - Our estimated year-to-date net profit for the first seven months of FY25 is \$636.3 million compared to \$683.0 million for the first seven 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 seven months of FY25 vs. the first seven months of FY24 is **an estimated \$40.8 million decrease in net profit.**
 - Our estimated year-to-date prize payout for the first seven months of FY25 is 74.44 percent, compared to 73.81 percent for the first seven months of FY24.

January 2025 sales breakdown

- Compared to January of 2024, **Instant Ticket** sales were **up \$7.5 million**, **Keno** sales were **up \$7.4 million**, **Megabucks** sales were **up \$392,192** (high jackpot of \$6.13 million compared to \$1.55 million in January 2024), **Lucky for Life** sales were **up \$160,454**, **Wheel of Luck** sales were **up \$102,906**, and **Mass Cash** sales were **up \$27,031**.
- Compared to January of 2024, **Mega Millions** sales were **down \$2.5 million** (high jackpot of \$113 million compared to \$311 million in January 2024), **Powerball** sales were **down \$1.9 million** (high jackpot of \$328.5 million compared to \$842.4 million in January 2024), and **Numbers Game** sales were **down \$648,085**.

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

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



January Sales

MSLC Gross Sales Results

JANUARY FY25 vs. FY24 Unadjusted Non Fiscal Year

(\$ millions)

Through February 1, 2025

	FY25	% of Total	FY24	% of Total	\$ Change	% Change
Instant Tickets	\$381.8	67.3%	\$374.3	67.2%	\$7.5	2.0%
Numbers Game	\$30.5	5.4%	\$31.1	5.6%	-\$0.6	-2.1%
Mass Cash	\$7.8	1.4%	\$7.8	1.4%	\$0.0	0.3%
Megabucks	\$2.8	0.5%	\$2.5	0.4%	\$0.4	16.0%
Mega Millions	\$5.6	1.0%	\$8.1	1.5%	-\$2.5	-30.6%
Powerball	\$9.1	1.6%	\$11.0	2.0%	-\$1.9	-17.6%
Lucky for Life	\$4.7	0.8%	\$4.5	0.8%	\$0.2	3.6%
Keno	\$122.8	21.6%	\$115.4	20.7%	\$7.4	6.4%
Wheel of Luck	\$2.0	0.4%	\$1.9	0.3%	\$0.1	5.4%
Holiday Raffle	\$0.0	0.0%	\$0.1	0.0%	-\$0.1	-100.0%
Total	\$567.2	100.0%	\$556.7	100.0%	\$10.5	1.9%
Instant Tickets	\$381.8	67.3%	\$374.3	67.2%	\$7.5	2.0%
Draw Games	\$60.6	10.7%	\$65.1	11.7%	-\$4.6	-7.0%
Monitor Games	\$124.8	22.0%	\$117.2	21.1%	\$7.5	6.4%
Total	\$567.2	100.0%	\$556.7	100.0%	\$10.5	1.9%
Unadjusted	Month	12/29/24-2/1/25	Month	12/31/23-2/3/24		
		5 weeks		5 weeks		
		35 days		35 days		

FY 2025 vs. FY 2024 Sales

MSLC Gross Sales Results

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

(\$ millions)

Through February 1, 2025

	FY25	% of Total	FY24	% of Total	\$ Change	% Change
Instant Tickets	\$2,355.0	66.6%	\$2,342.6	65.0%	\$12.3	0.5%
Numbers Game	\$192.0	5.4%	\$196.2	5.4%	-\$4.2	-2.1%
Mass Cash	\$48.5	1.4%	\$49.5	1.4%	-\$1.0	-2.0%
Megabucks	\$15.8	0.4%	\$14.0	0.4%	\$1.8	12.5%
Mega Millions	\$79.5	2.2%	\$92.0	2.6%	-\$12.4	-13.5%
Powerball	\$54.6	1.5%	\$144.4	4.0%	-\$89.8	-62.2%
Lucky for Life	\$28.7	0.8%	\$27.8	0.8%	\$1.0	3.5%
Keno	\$751.6	21.2%	\$722.9	20.1%	\$28.7	4.0%
All or Nothing	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%
Wheel of Luck	\$11.6	0.3%	\$11.9	0.3%	-\$0.3	-2.2%
Holiday Raffle	\$0.0	0.0%	\$3.8	0.1%	-\$3.8	-100.0%
Total	\$3,537.3	100.0%	\$3,605.1	100.0%	-\$67.7	-1.9%
Instant Tickets	\$2,355.0	66.6%	\$2,342.6	65.0%	\$12.3	0.5%
Draw Games	\$419.1	11.8%	\$527.6	14.6%	-\$108.5	-20.6%
Monitor Games	\$763.3	21.6%	\$734.8	20.4%	\$28.4	3.9%
Total	\$3,537.3	100.0%	\$3,605.1	100.0%	-\$67.7	-1.9%
Unadjusted	Year	6/30/24-2/1/25 31 weeks 217 days	Year	7/2/23-2/3/24 31 weeks 217 days		

Merry & Bright Scan to Enter Promotion Results



All non-winning 2024 Holiday tickets were eligible for entry into this promotion. Prizes ranged from \$500 to \$10,000. All “Early Bird” entries (10/15-11/08) were entered into an additional drawing for a chance to win \$100.

Total Prizes Awarded

\$75,000

Number of Tickets Entered

4,532,262

Method of Entry

Scanned: 4,329,915

Manual: 202,347

Holiday Promotion Comparison



	<u>2023-24</u>	<u>2024-25</u>
Tickets Entered	2,852,306	4,532,262* (59% increase)
(Scanned)	2,368,227	4,329,915
(Manual)	484,079	202,347
Unique Players	23,850	95,321* (300% increase)

**Most since we began similar holiday promotions in 2017*




8,604 new Mass Lottery Player Account registrations during 2024-25 promotion

Celtics TV Commercial



Megabucks Mania Promotion



MEGABUCKS
MANIA

**SCORE A FREE
MASS CASH QUIC PIC**
with a \$6 purchase of Megabucks on a single ticket.

**3.12
THROUGH
3.31**

THE LOTTERY

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

The graphic features a dark blue background. At the top, the words 'MEGABUCKS' are in red and 'MANIA' is in large blue letters. To the right is a decorative arc of red, white, and blue dots. Below this, the text 'SCORE A FREE MASS CASH QUIC PIC' is in white, followed by 'with a \$6 purchase of Megabucks on a single ticket.' in smaller white text. A large orange basketball is on the left. To its right, the dates '3.12 THROUGH 3.31' are in large blue letters. At the bottom left is 'THE LOTTERY' logo with a white outline of Massachusetts. At the bottom right is the text 'Must be 18 or older to play | Problem Gambling Helpline: 800-327-5050'.

Keno 2X Bonus Time Promotion



March 15-18
March 22-25
March 29-April 1
April 4-7

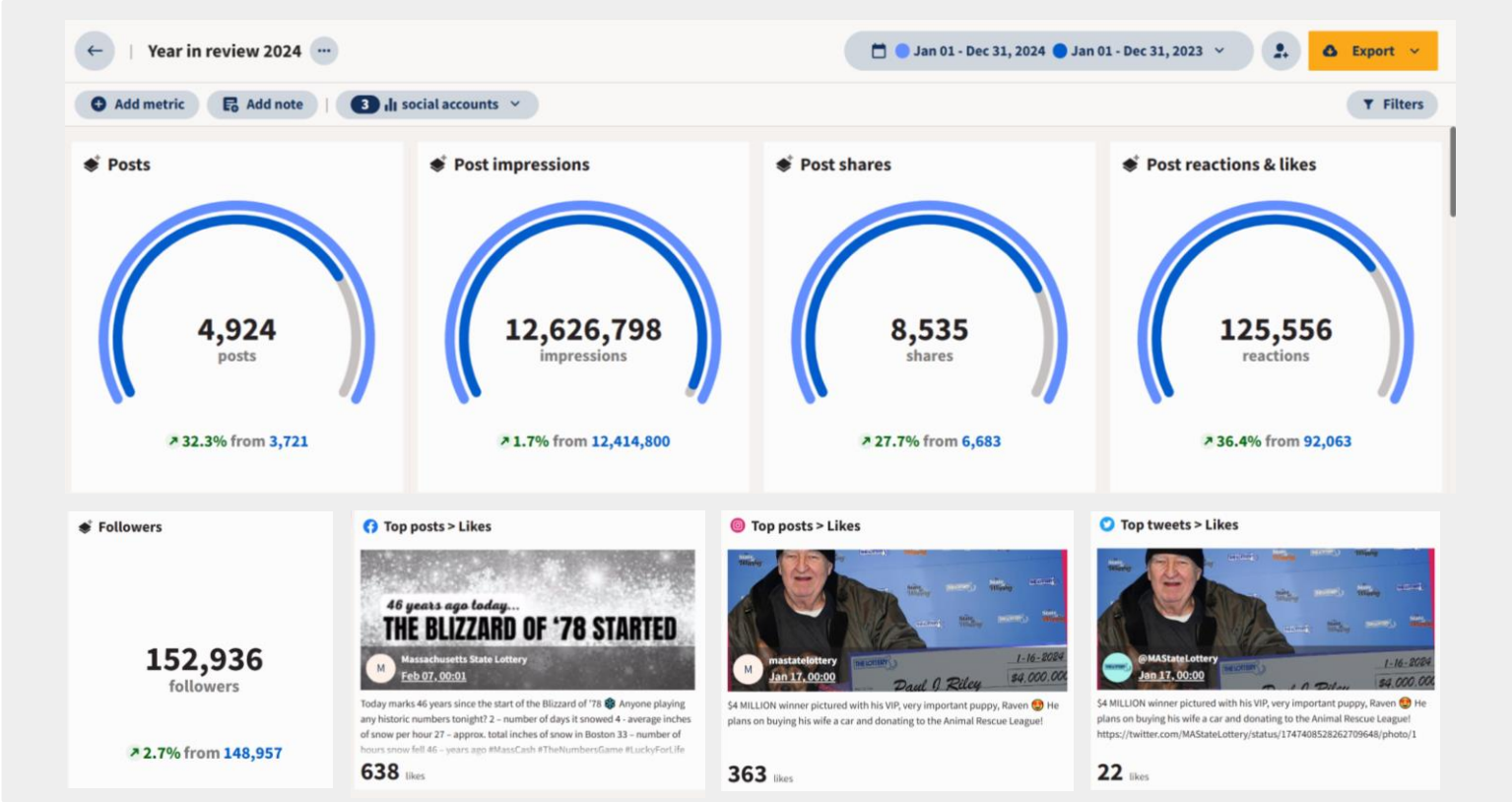
During this promotion, an additional multiplier of 2X will be added to Keno Bonus, resulting in more games having a Bonus multiplier.

Playing Keno Bonus doubles the price of a wager, while offering players the chance to multiply their prizes 2, 3, 4, 5 or 10 times.

When you play the Bonus and win a prize, the prize is multiplied by the value of the Bonus multiplier.

Social Media

2024 REVIEW – ORGANIC CONTENT



Mass Lottery/Boston Children's Hospital Blood Drives



In January, the Mass Lottery kicked off its third consecutive year of hosting blood drives to support the needs of patients from Boston Children's Hospital.

Braintree

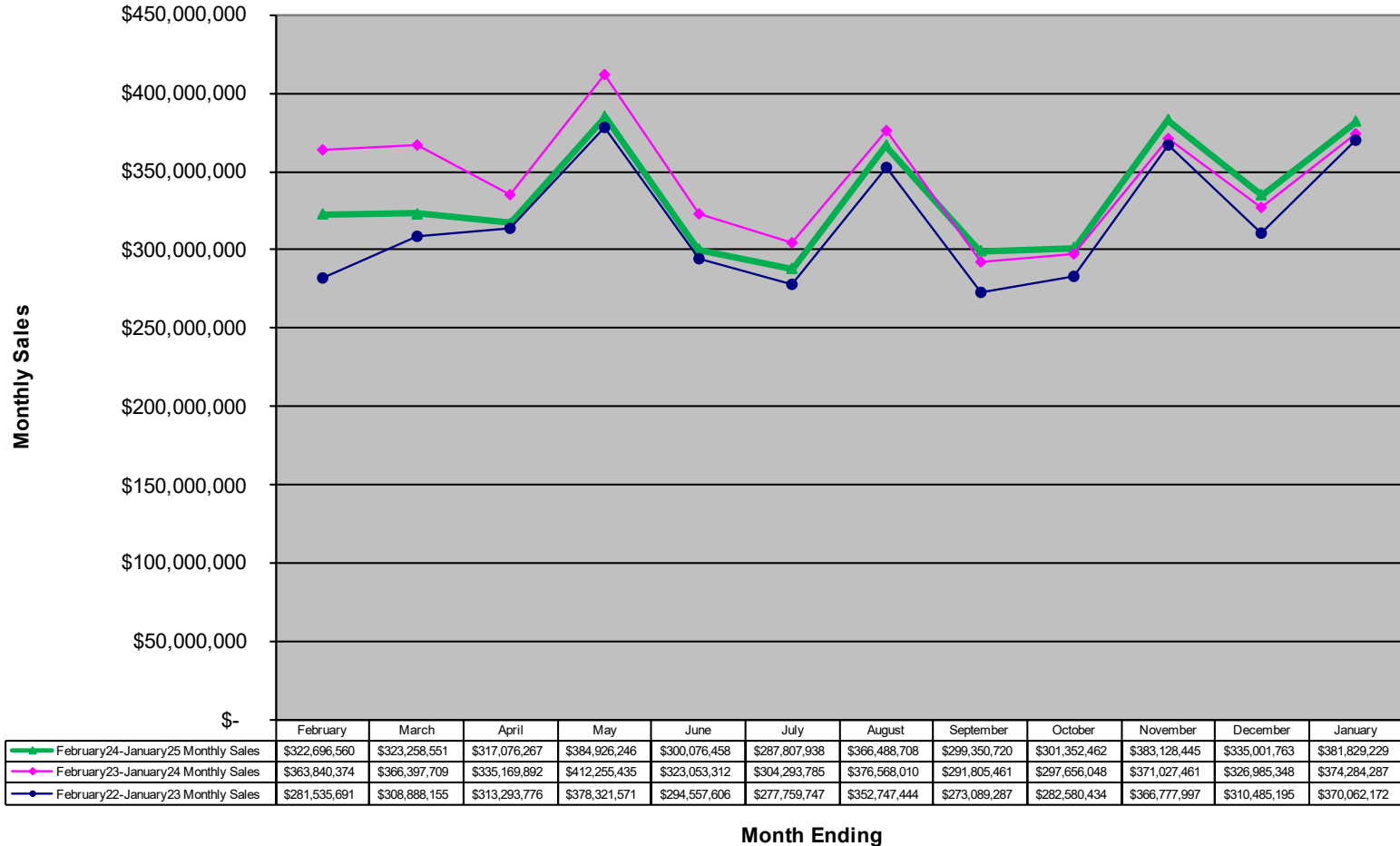
- Total Donors: 41

Dorchester

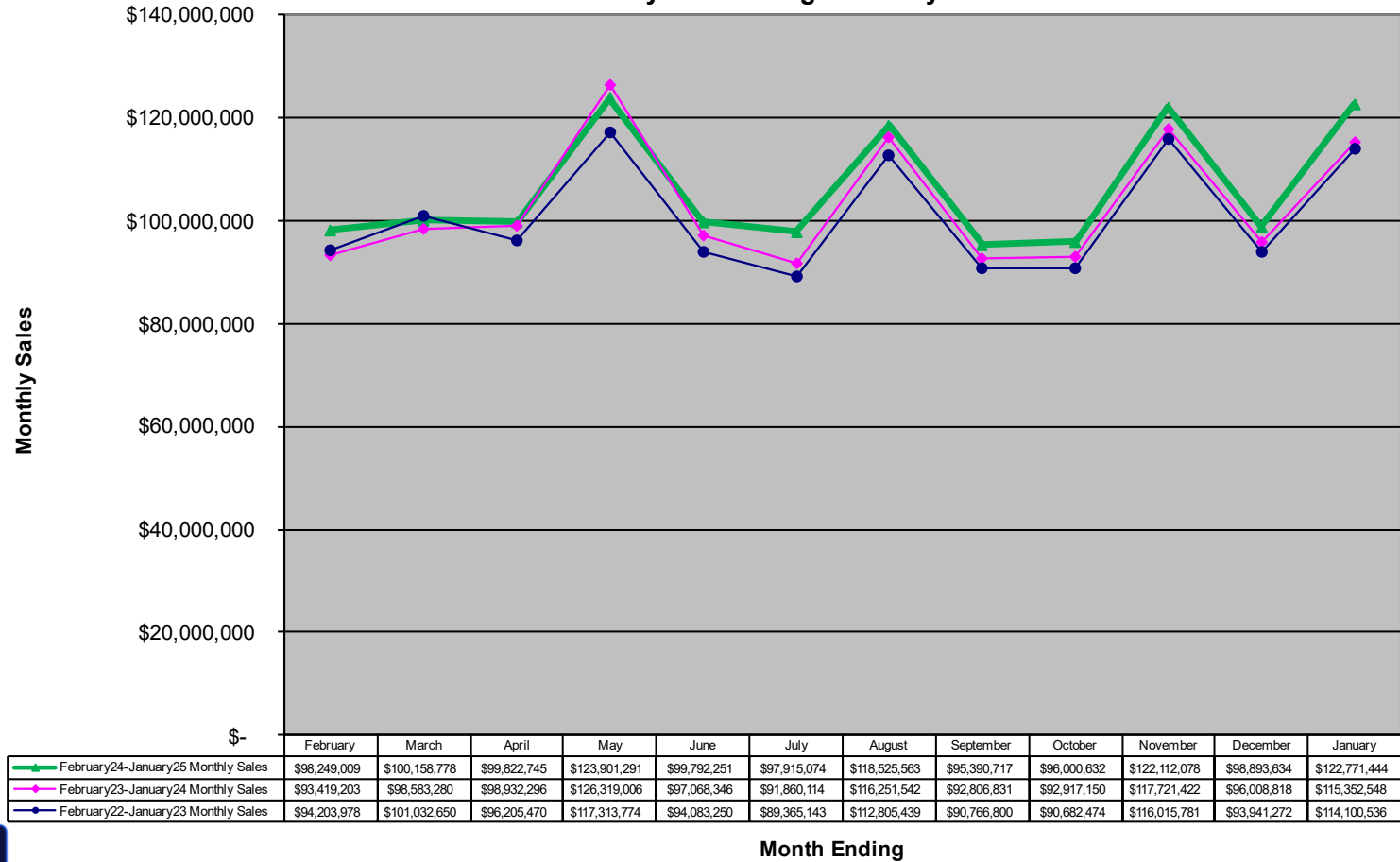
- Total Donors: 36

Both locations reached their donor goals and Boston Children's Hospital also met their blood donation amount goal.

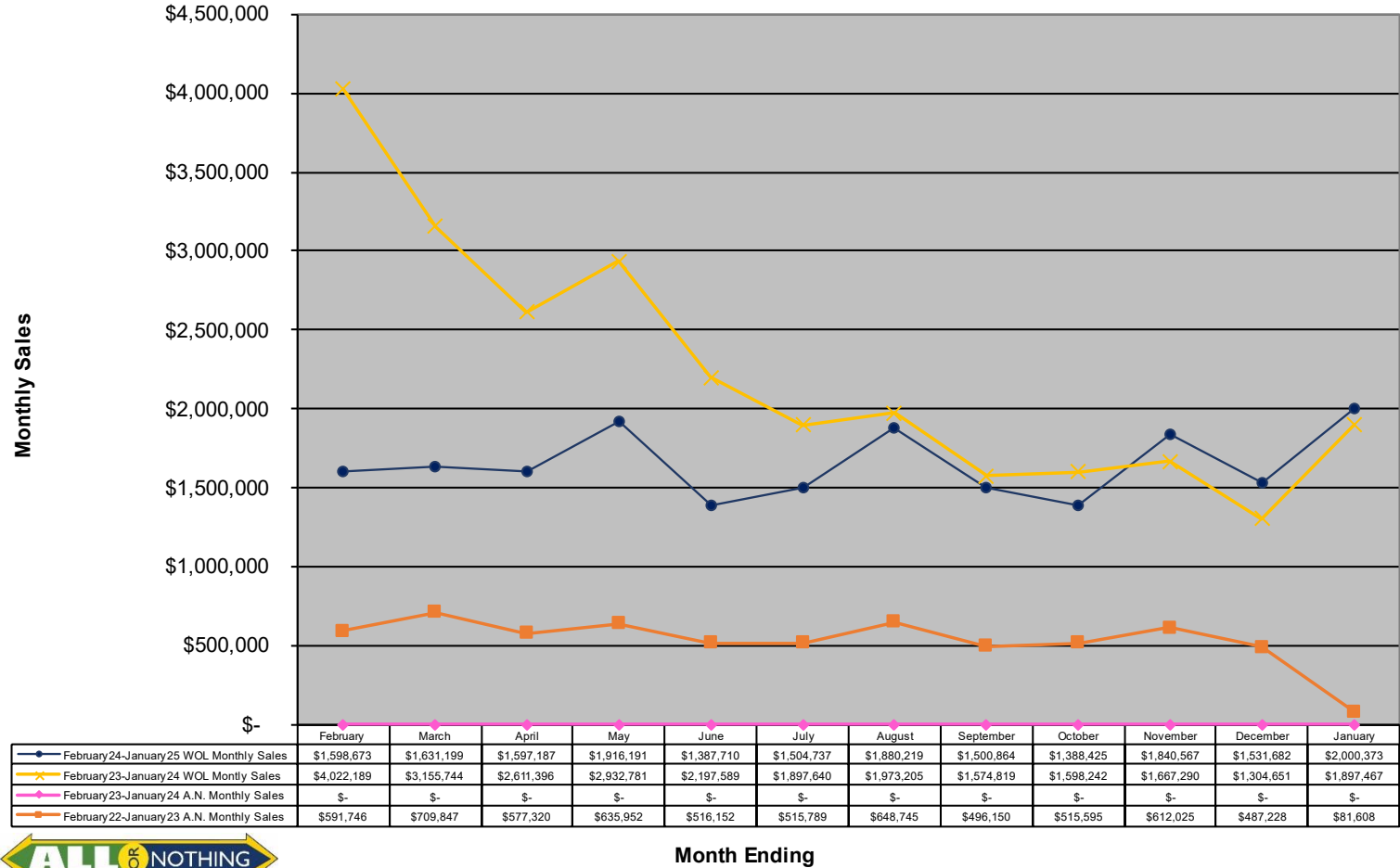
Instant Tickets Games Monthly Sales Unadjusted Non Fiscal Year February 2022 through January 2025



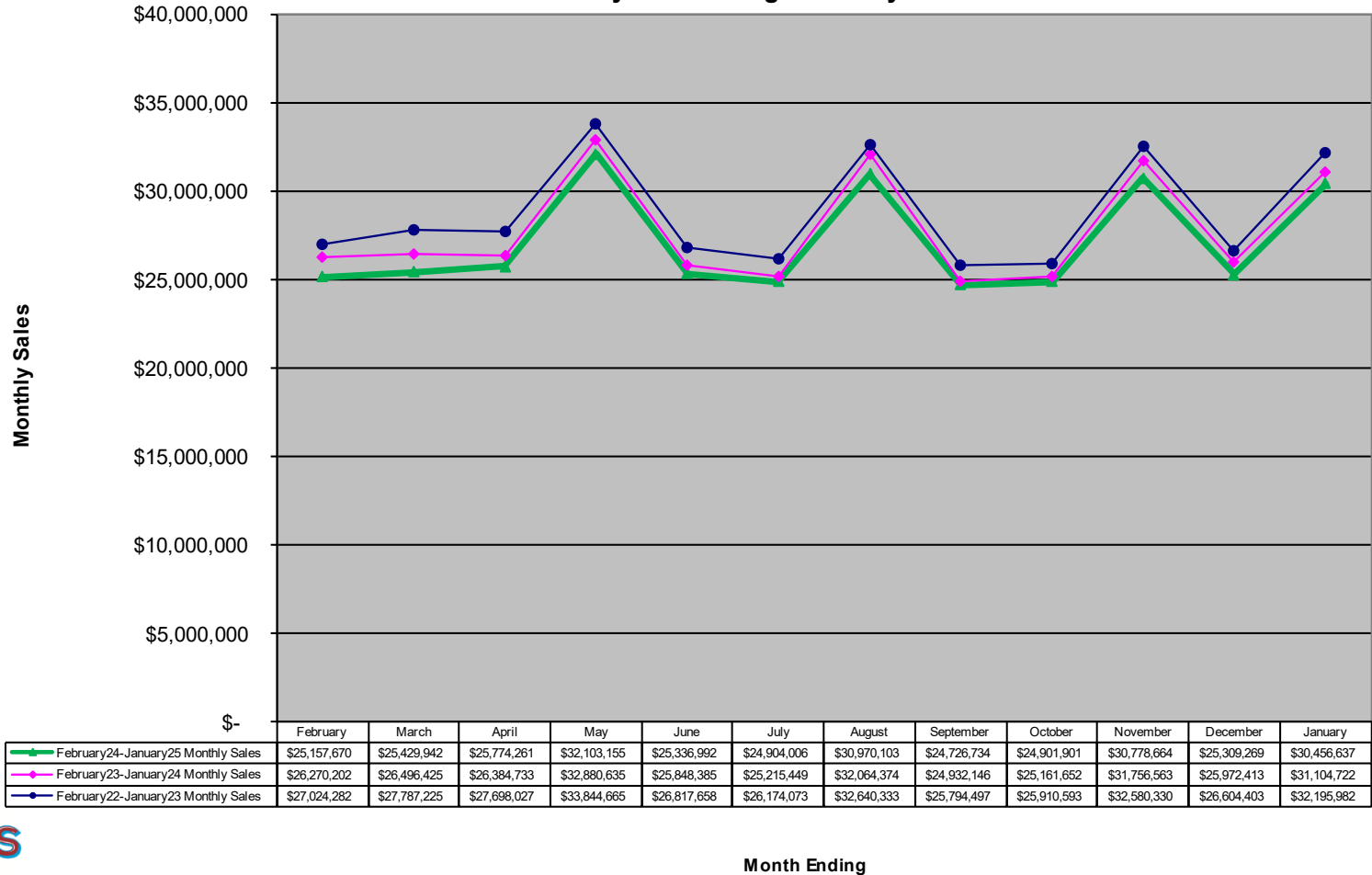
Keno Game Monthly Sales Unadjusted Non Fiscal Year February 2022 through January 2025



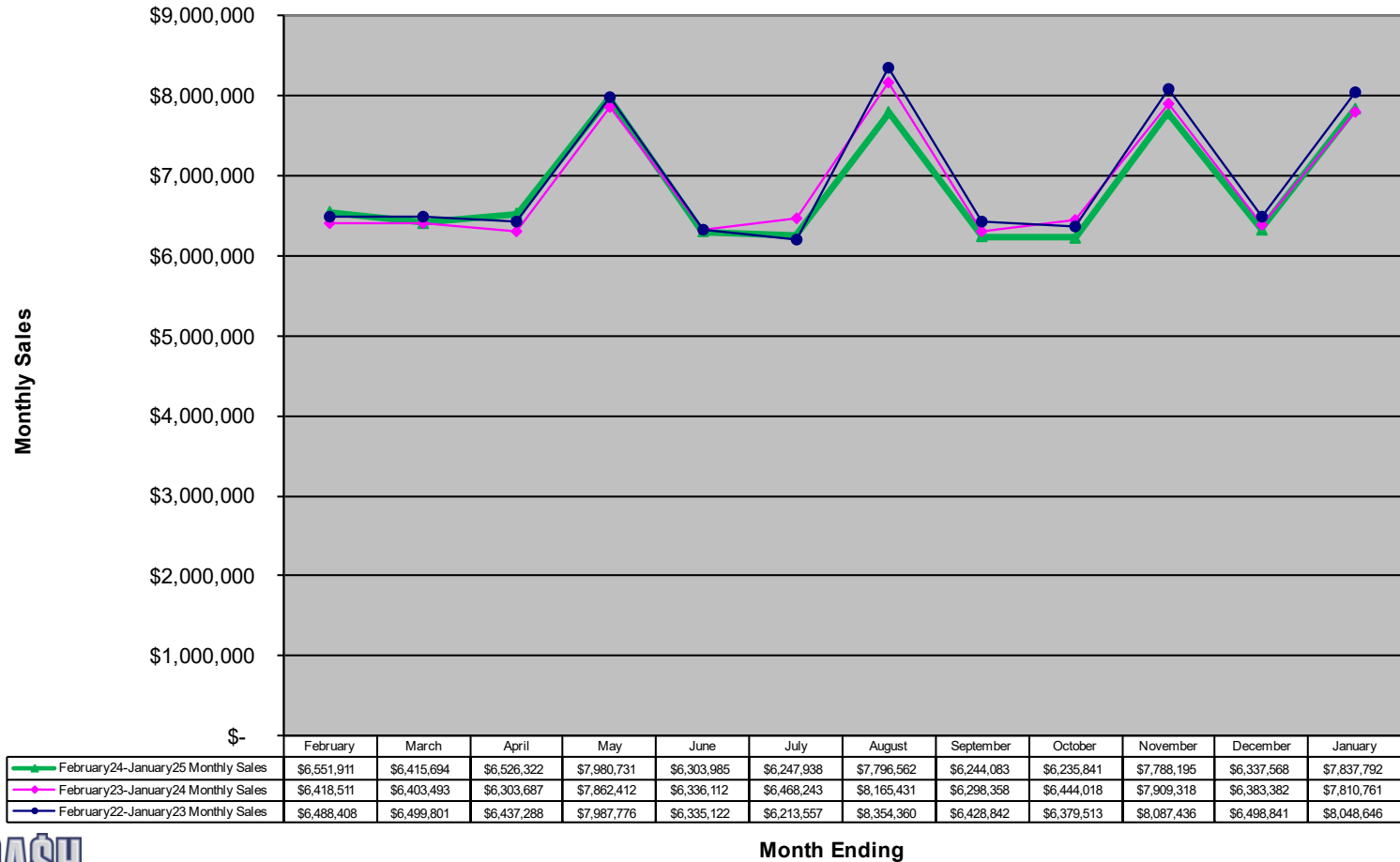
Wheel of Luck and All or Nothing Games Monthly Sales
Unadjusted Non Fiscal Year
February 2022 through January 2025



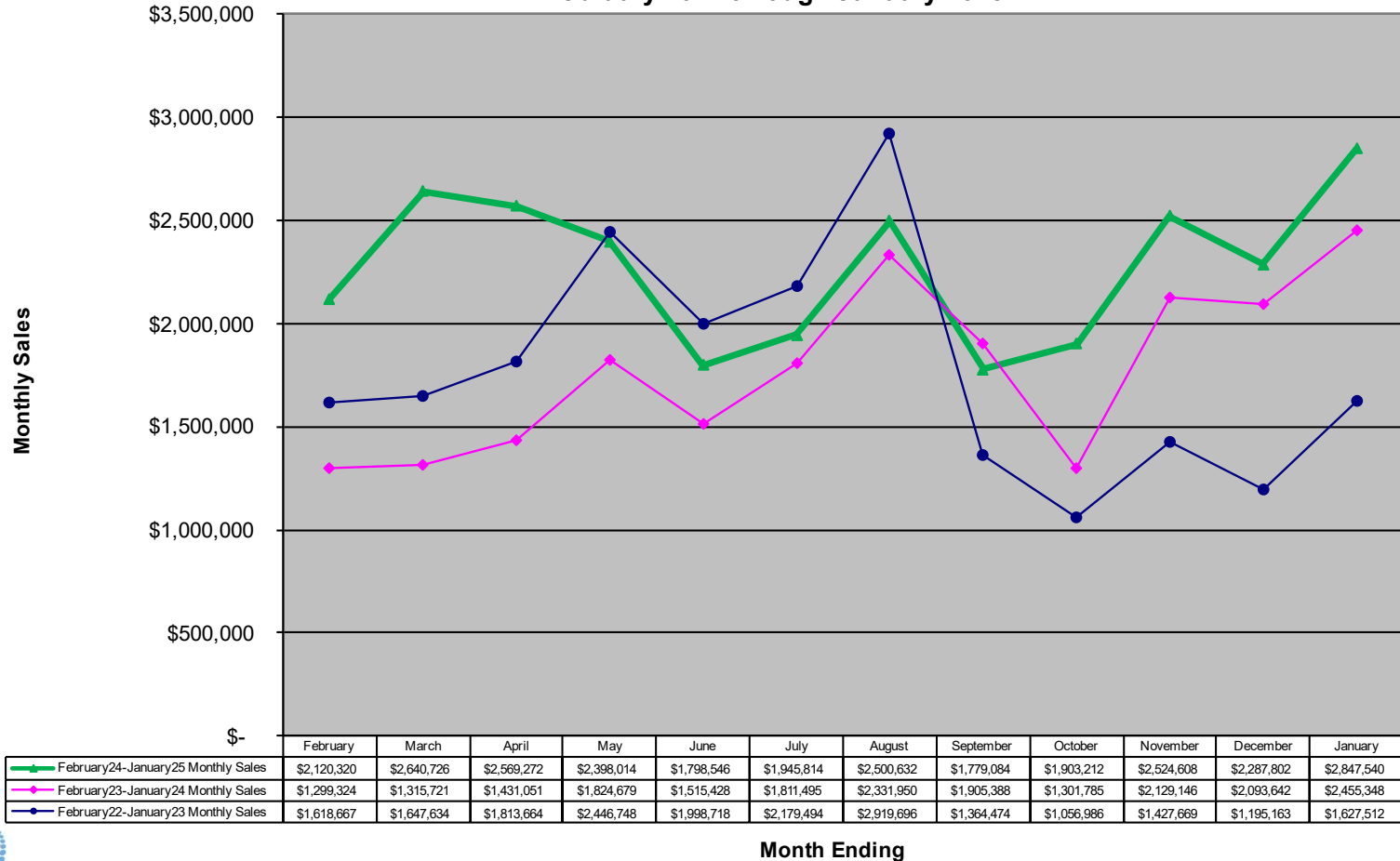
Numbers Game Monthly Sales Unadjusted Non Fiscal Year February 2022 through January 2025



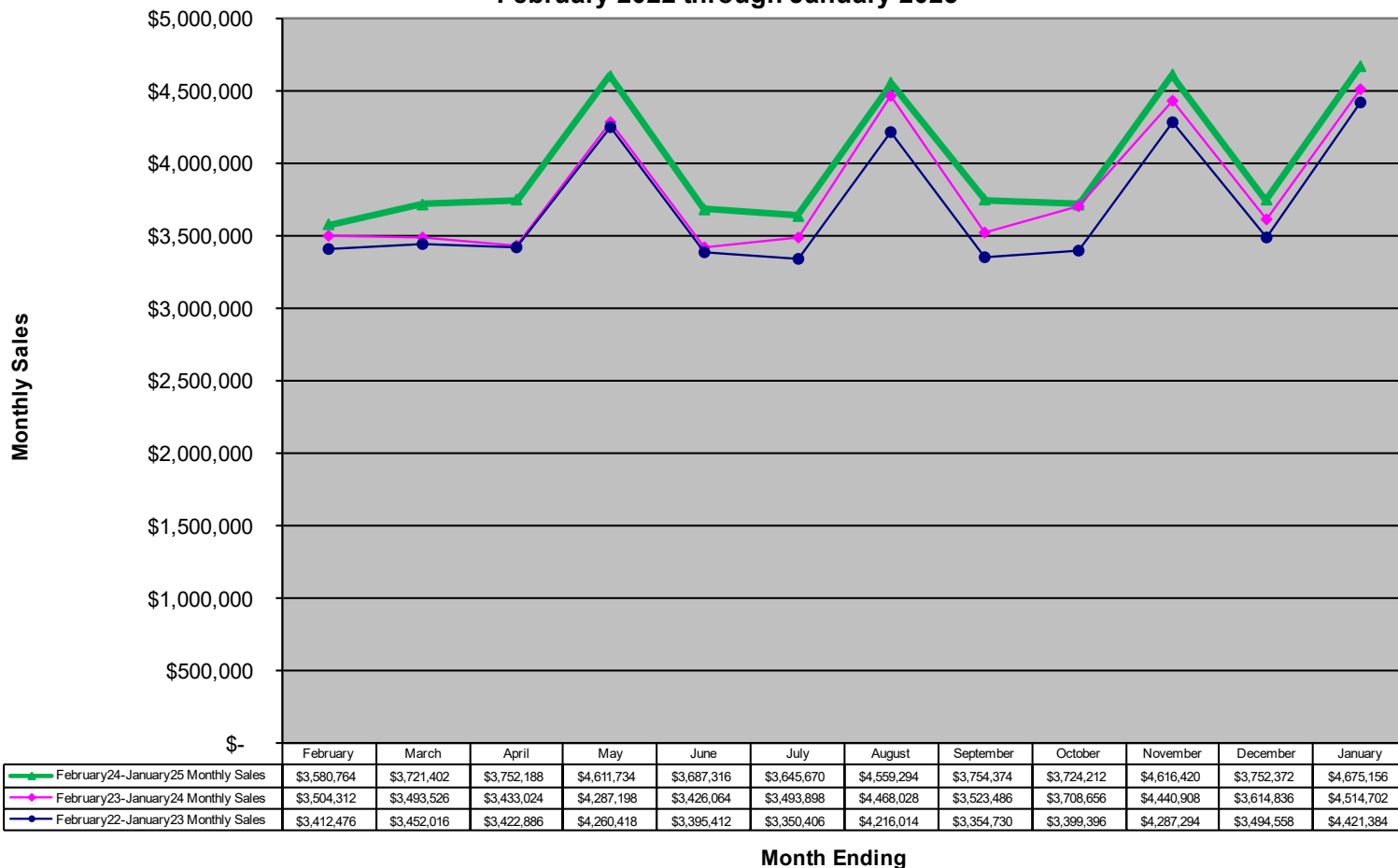
Mass Cash Game Monthly Sales **Unadjusted Non Fiscal Year** **February 2022 through January 2025**



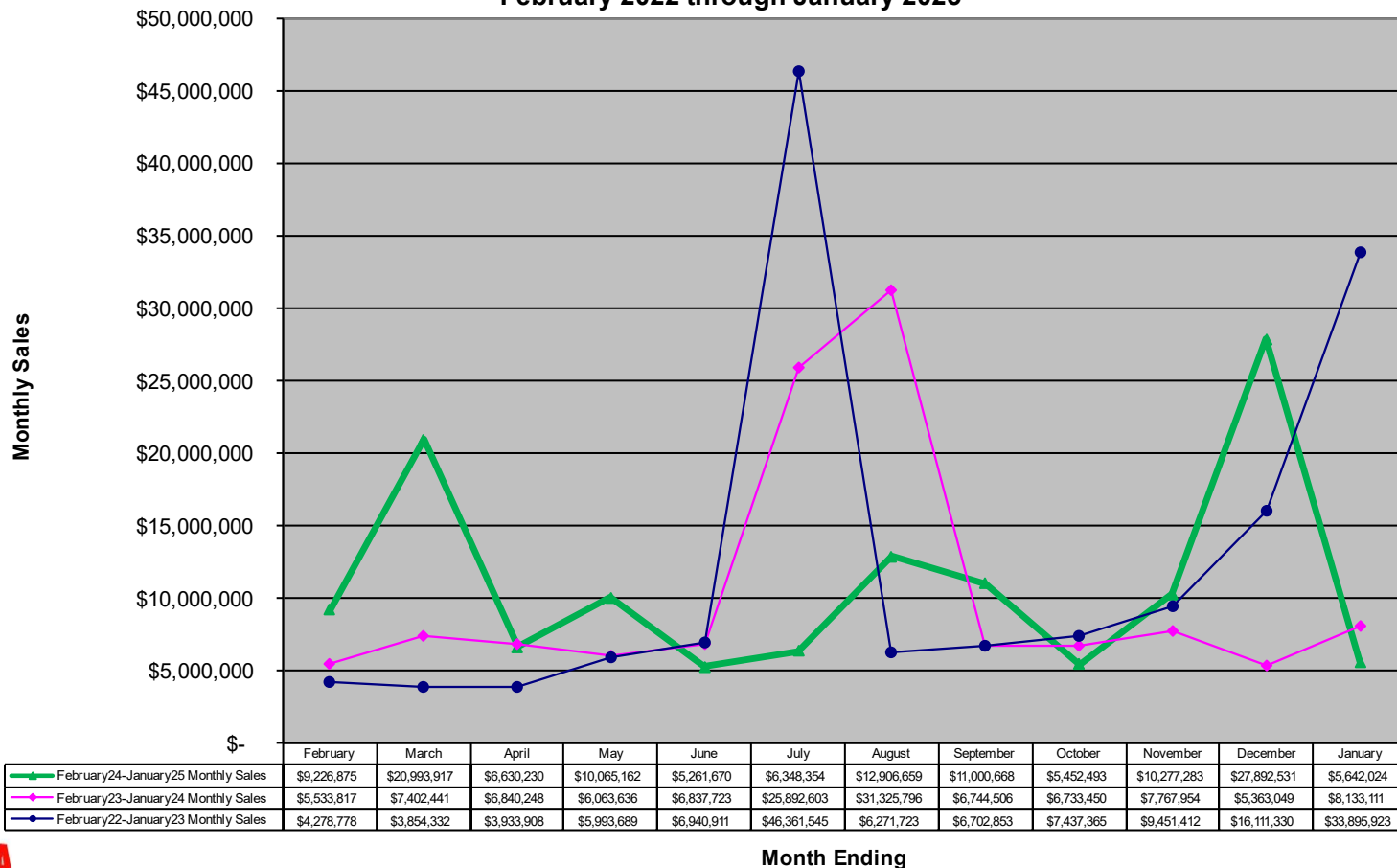
Megabucks Doubler Game Monthly Sales Unadjusted Non Fiscal Year February 2022 through January 2025



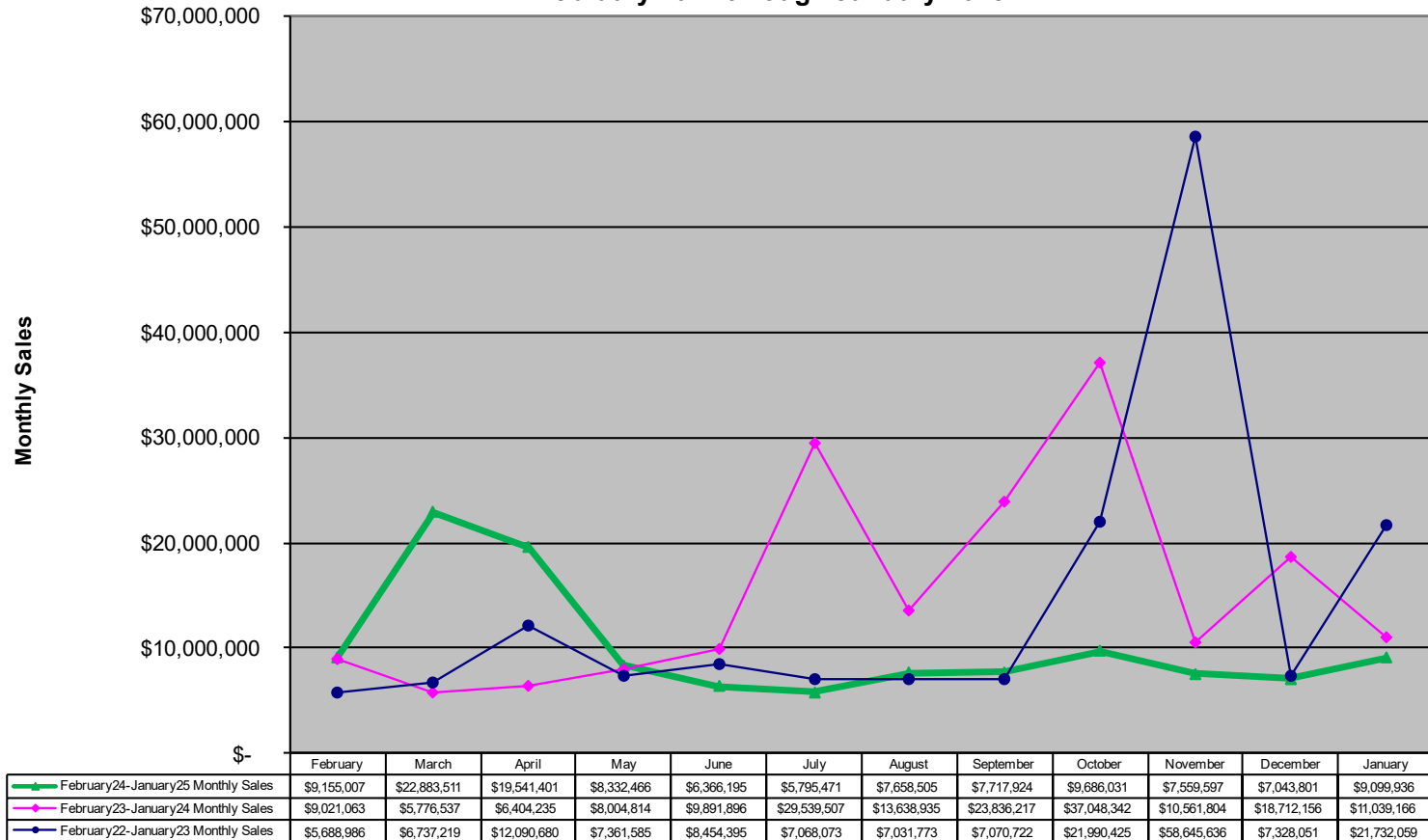
Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year February 2022 through January 2025



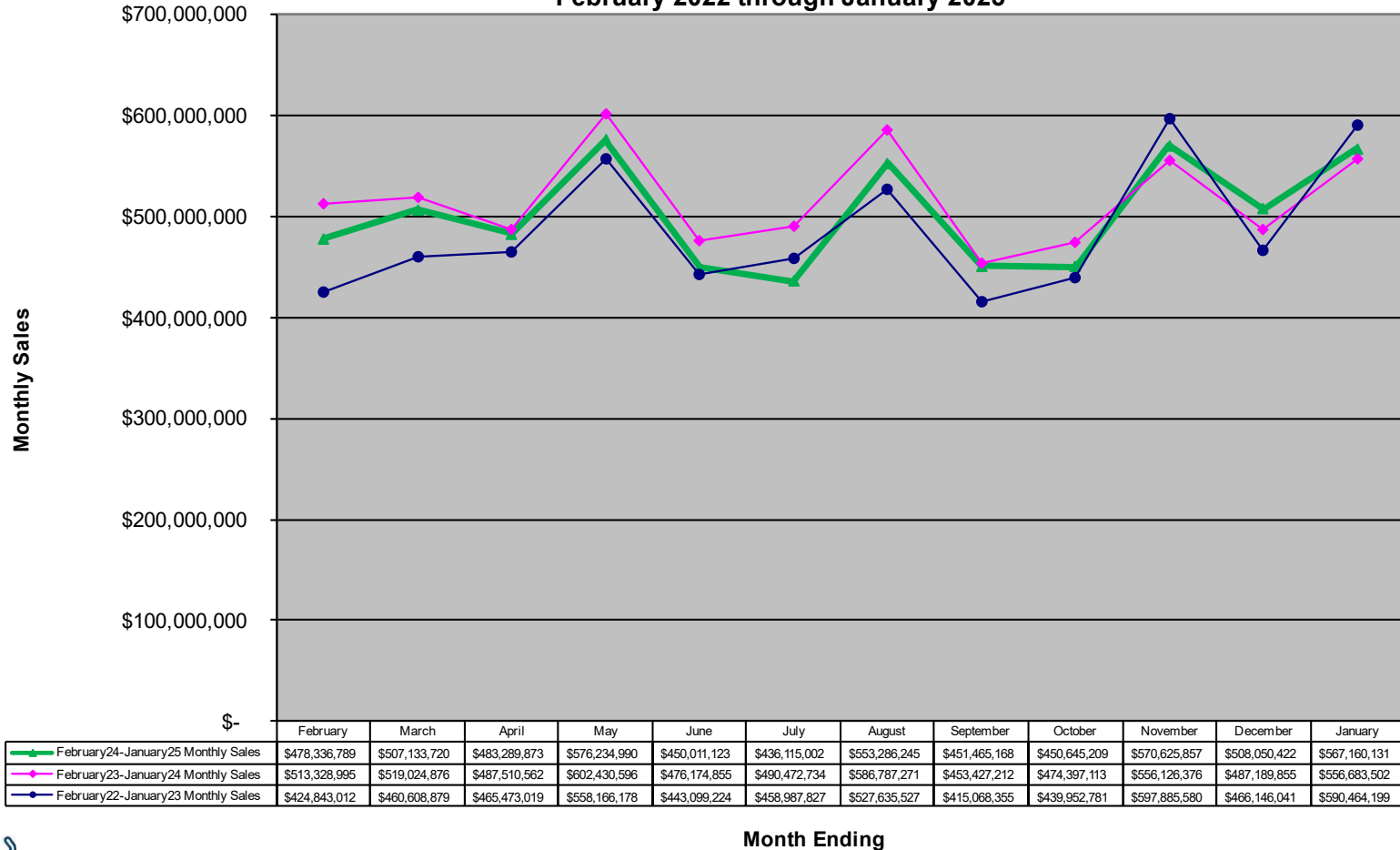
Mega Millions Game Monthly Sales **Unadjusted Non Fiscal Year** **February 2022 through January 2025**



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



All Game Monthly Sales Unadjusted Non Fiscal Year February 2022 through January 2025



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

