
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

May 27, 2025



Lottery Sales Update – April

Figures for the month of April 2025

- Overall unadjusted sales for April of 2025 were **down \$29.3 million** from April 2024.
- Estimated April 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 **\$17.9 million decrease** in Instant Ticket sales and a **\$13.7 million decrease** in Powerball sales in April 2025 compared to April 2024:
 - Estimated net profit for April 2025 was \$74.1 million compared to \$82.6 million in April 2024, resulting in **an estimated \$8.5 million decrease in net profit.**
 - Estimated prize payout for April 2025 was 76.20 percent, compared to 74.64 percent in April 2024.

Figures for Fiscal Year 2025

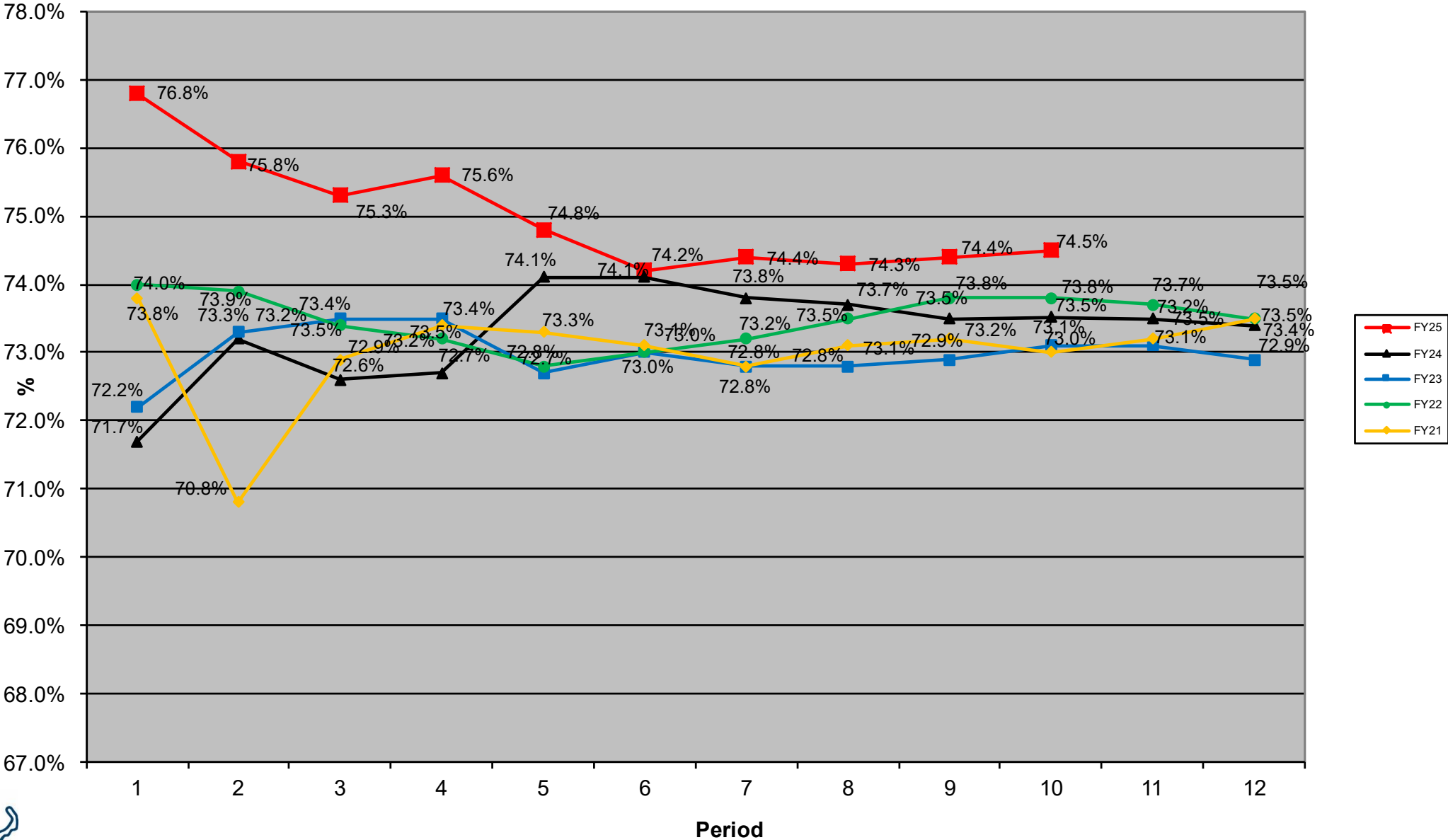
- Overall unadjusted sales for the first ten months of FY25 were **down \$178.9 million** from the first ten months of FY24.
- Our estimated FY25 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Due in part to a **\$118.2 million decrease** in sales of Powerball and a **\$53.9 million decrease** in Instant Ticket sales in the first ten months of FY25 compared to the first ten months of FY24:
 - Our estimated year-to-date net profit for the first ten months of FY25 is \$876.5 million compared to \$970.6 million for the first ten months of FY24. After adding a 2-day average net profit figure of \$5.8 million due to a shift in the calendar, the adjusted year-over-year change for the first ten months of FY25 vs. the first ten months of FY24 is **an estimated \$88.3 million decrease in net profit.**
 - Our estimated year-to-date prize payout for the first ten months of FY25 is 74.47 percent, compared to 73.52 percent for the first ten months of FY24.

April 2025 sales breakdown

- Compared to April of 2024, Keno sales were up **\$5.9 million**.
- Compared to April of 2024, **Instant Ticket** sales were **down \$17.9 million**, **Powerball** sales were **down \$13.7 million** (high jackpot of \$167.3 million compared to \$1.32 billion in April 2024), **Mega Millions** sales were **down \$1.7 million** (high jackpot of \$112 million compared to \$257 million in April 2024), **Megabucks** sales were **down \$751,780** (high jackpot of \$1.97 million compared to \$5.3 million in April 2024), **Numbers Game** sales were **down \$413,319**, **Mass Cash** sales were **down \$338,808**, **Wheel of Luck** sales were **down \$276,422**, and **Lucky for Life** sales were **down \$4,088**.

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

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



April Sales

| MSLC Gross Sales Results | | | | | | | | | |
|--|-------|-----------------|------------|-------|-----------------|------------|--|-----------|----------|
| APRIL FY25 vs. FY24 Unadjusted Non Fiscal Year | | | | | | | | | |
| (\$ millions) | | | | | | | | | |
| Through April 26, 2025 | | | | | | | | | |
| | | FY25 | % of Total | | FY24 | % of Total | | \$ Change | % Change |
| Instant Tickets | | \$299.1 | 65.9% | | \$317.1 | 65.6% | | -\$17.9 | -5.7% |
| Numbers Game | | \$25.4 | 5.6% | | \$25.8 | 5.3% | | -\$0.4 | -1.6% |
| Mass Cash | | \$6.2 | 1.4% | | \$6.5 | 1.4% | | -\$0.3 | -5.2% |
| Megabucks | | \$1.8 | 0.4% | | \$2.6 | 0.5% | | -\$0.8 | -29.3% |
| Mega Millions | | \$4.9 | 1.1% | | \$6.6 | 1.4% | | -\$1.7 | -25.8% |
| Powerball | | \$5.8 | 1.3% | | \$19.5 | 4.0% | | -\$13.7 | -70.3% |
| Lucky for Life | | \$3.7 | 0.8% | | \$3.8 | 0.8% | | \$0.0 | -0.1% |
| Keno | | \$105.7 | 23.3% | | \$99.8 | 20.7% | | \$5.9 | 5.9% |
| Wheel of Luck | | \$1.3 | 0.3% | | \$1.6 | 0.3% | | -\$0.3 | -17.3% |
| Total | | \$454.0 | 100.0% | | \$483.3 | 100.0% | | -\$29.3 | -6.1% |
| | | | | | | | | | |
| Instant Tickets | | \$299.1 | 65.9% | | \$317.1 | 65.6% | | -\$17.9 | -5.7% |
| Draw Games | | \$47.8 | 10.5% | | \$64.8 | 13.4% | | -\$17.0 | -26.2% |
| Monitor Games | | \$107.1 | 23.6% | | \$101.4 | 21.0% | | \$5.6 | 5.6% |
| Total | | \$454.0 | 100.0% | | \$483.3 | 100.0% | | -\$29.3 | -6.1% |
| | | | | | | | | | |
| Unadjusted | Month | 3/30/25-4/26/25 | | Month | 3/31/24-4/27/24 | | | | |
| | | 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 April 26, 2025 | | | | | | | | | |
| | | FY25 | % of Total | | FY24 | % of Total | | \$ Change | % Change |
| Instant Tickets | | \$3,251.8 | 66.4% | | \$3,305.7 | 65.2% | | -\$53.9 | -1.6% |
| Numbers Game | | \$267.1 | 5.5% | | \$272.6 | 5.4% | | -\$5.5 | -2.0% |
| Mass Cash | | \$67.0 | 1.4% | | \$69.0 | 1.4% | | -\$1.9 | -2.8% |
| Megabucks | | \$21.1 | 0.4% | | \$21.4 | 0.4% | | -\$0.3 | -1.4% |
| Mega Millions | | \$95.2 | 1.9% | | \$128.8 | 2.5% | | -\$33.6 | -26.1% |
| Powerball | | \$77.7 | 1.6% | | \$196.0 | 3.9% | | -\$118.2 | -60.3% |
| Lucky for Life | | \$40.0 | 0.8% | | \$38.8 | 0.8% | | \$1.2 | 3.0% |
| Keno | | \$1,059.4 | 21.6% | | \$1,021.1 | 20.1% | | \$38.3 | 3.7% |
| Wheel of Luck | | \$15.7 | 0.3% | | \$16.7 | 0.3% | | -\$1.1 | -6.5% |
| Holiday Raffle | | \$0.0 | 0.0% | | \$3.8 | 0.1% | | -\$3.8 | -100.0% |
| Total | | \$4,895.0 | 100.0% | | \$5,073.8 | 100.0% | | -\$178.9 | -3.5% |
| | | | | | | | | | |
| Instant Tickets | | \$3,251.8 | 66.4% | | \$3,305.7 | 65.2% | | -\$53.9 | -1.6% |
| Draw Games | | \$568.1 | 11.6% | | \$730.3 | 14.4% | | -\$162.2 | -22.2% |
| Monitor Games | | \$1,075.1 | 22.0% | | \$1,037.9 | 20.5% | | \$37.2 | 3.6% |
| Total | | \$4,895.0 | 100.0% | | \$5,073.8 | 100.0% | | -\$178.9 | -3.5% |
| | | | | | | | | | |
| Unadjusted | Year | 6/30/24-4/26/25 | | Year | 7/2/23-4/27/24 | | | | |
| | | 43 weeks | | | 43 weeks | | | | |
| | | 301 days | | | 301 days | | | | |

June 10 Instant Ticket Launch

10X

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



20X

Price Point: \$2
Top Prize: \$100,000
Quantity: 10,080,000



50X

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



100X

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



200X

Price Point: \$20
Top Prize: \$10,000,000
Quantity: 12,096,000



June 10 Instant Ticket Launch – POS



8.5" x 11" Poster



5" Decal



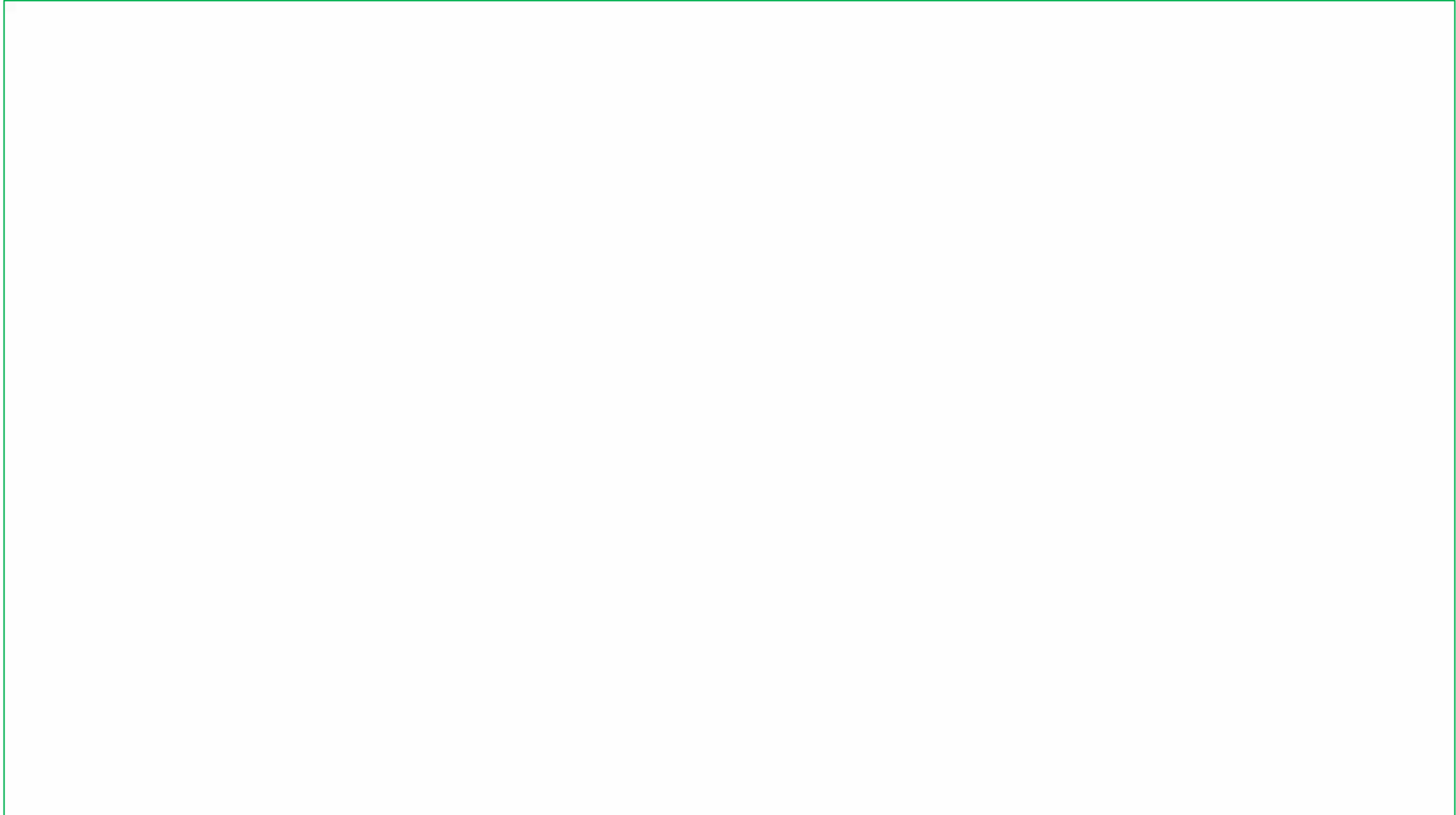
8" x 4" Topper



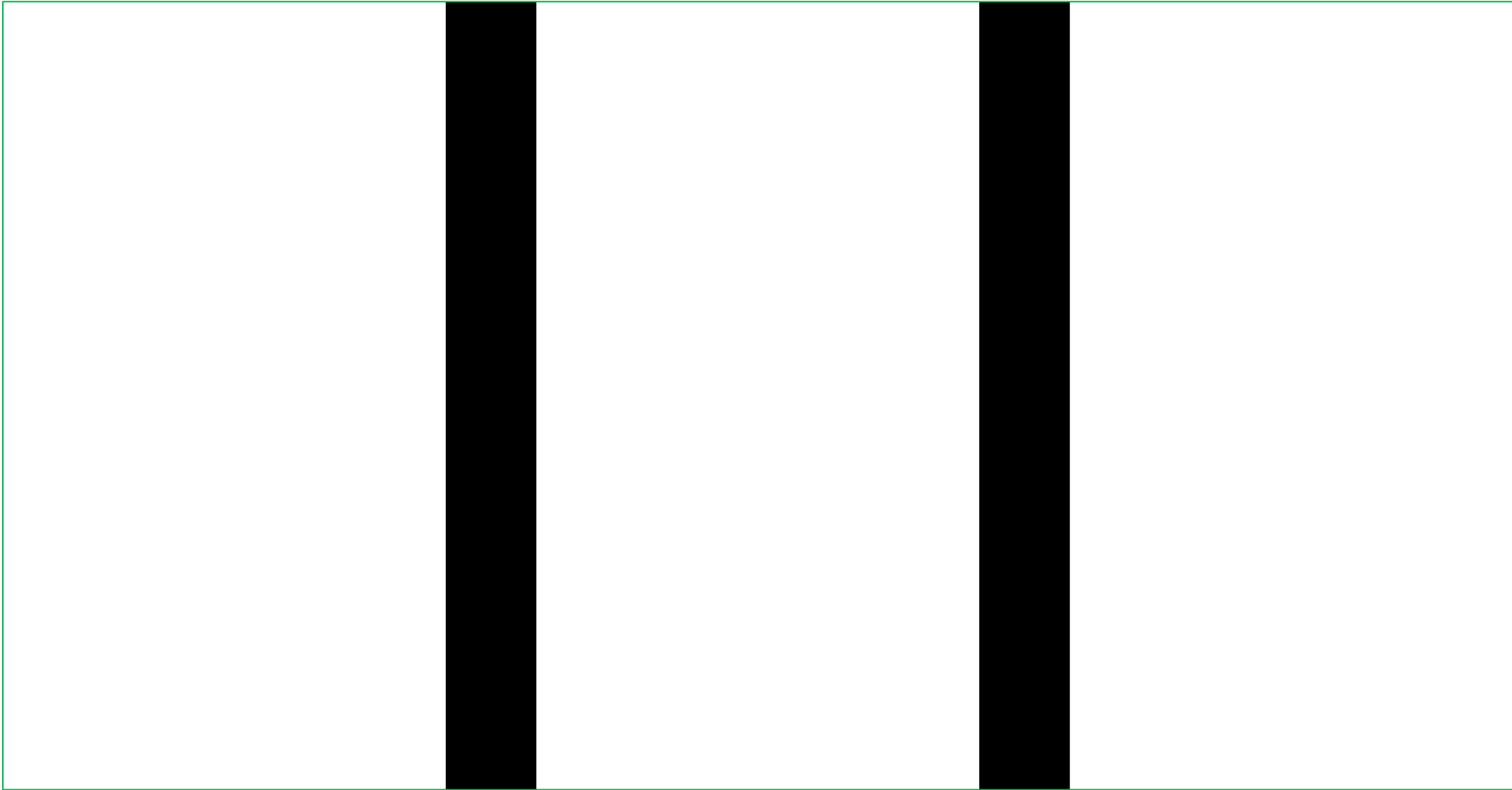
June 10 Instant Ticket Launch – Paid Advertising

Television, High Impact Display, Radio, OOH, YouTube & Paid Social (Facebook/Instagram)

Flight dates: 6/10-6/30



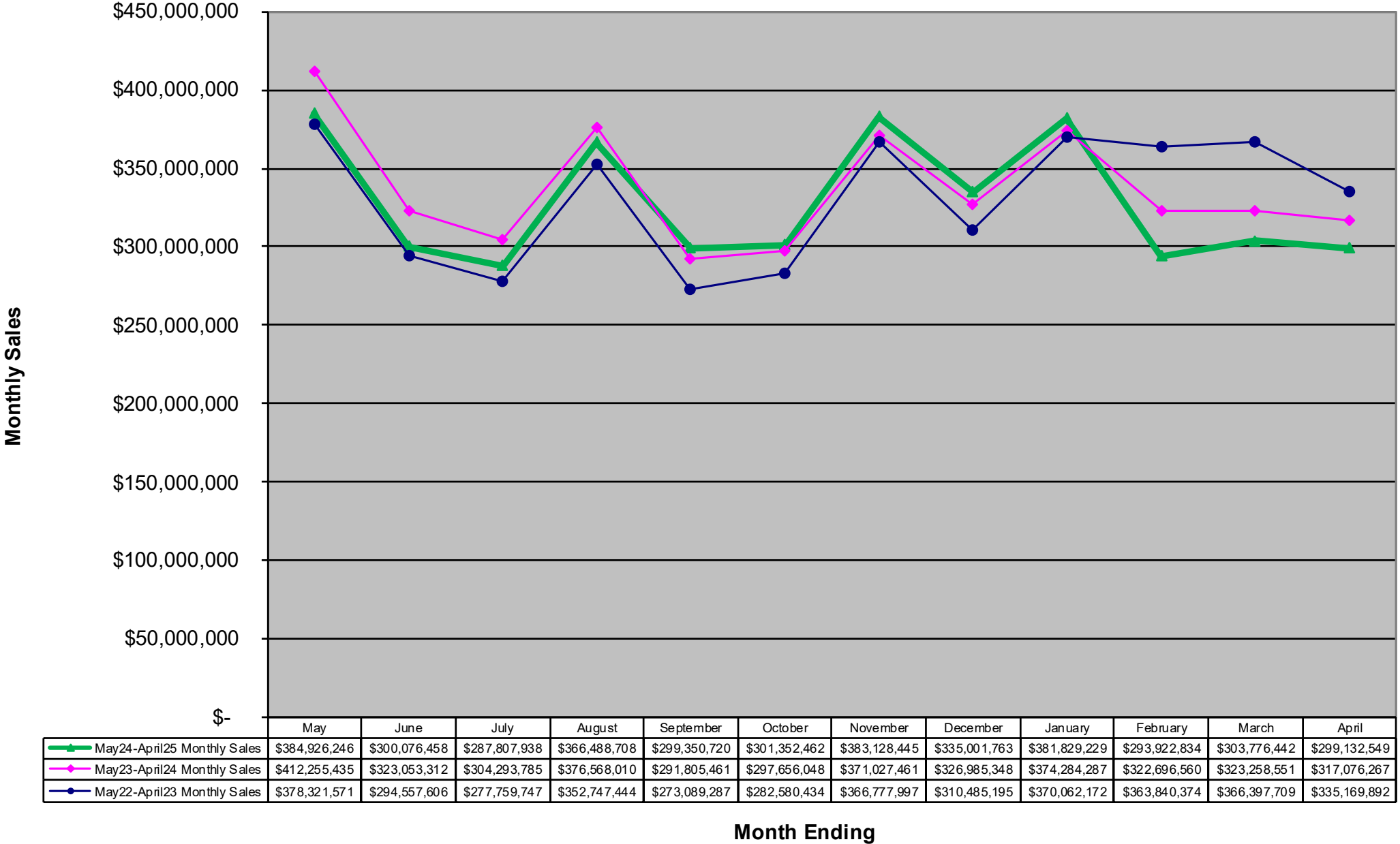
June 10 Instant Ticket Launch – MBTA Out of Home



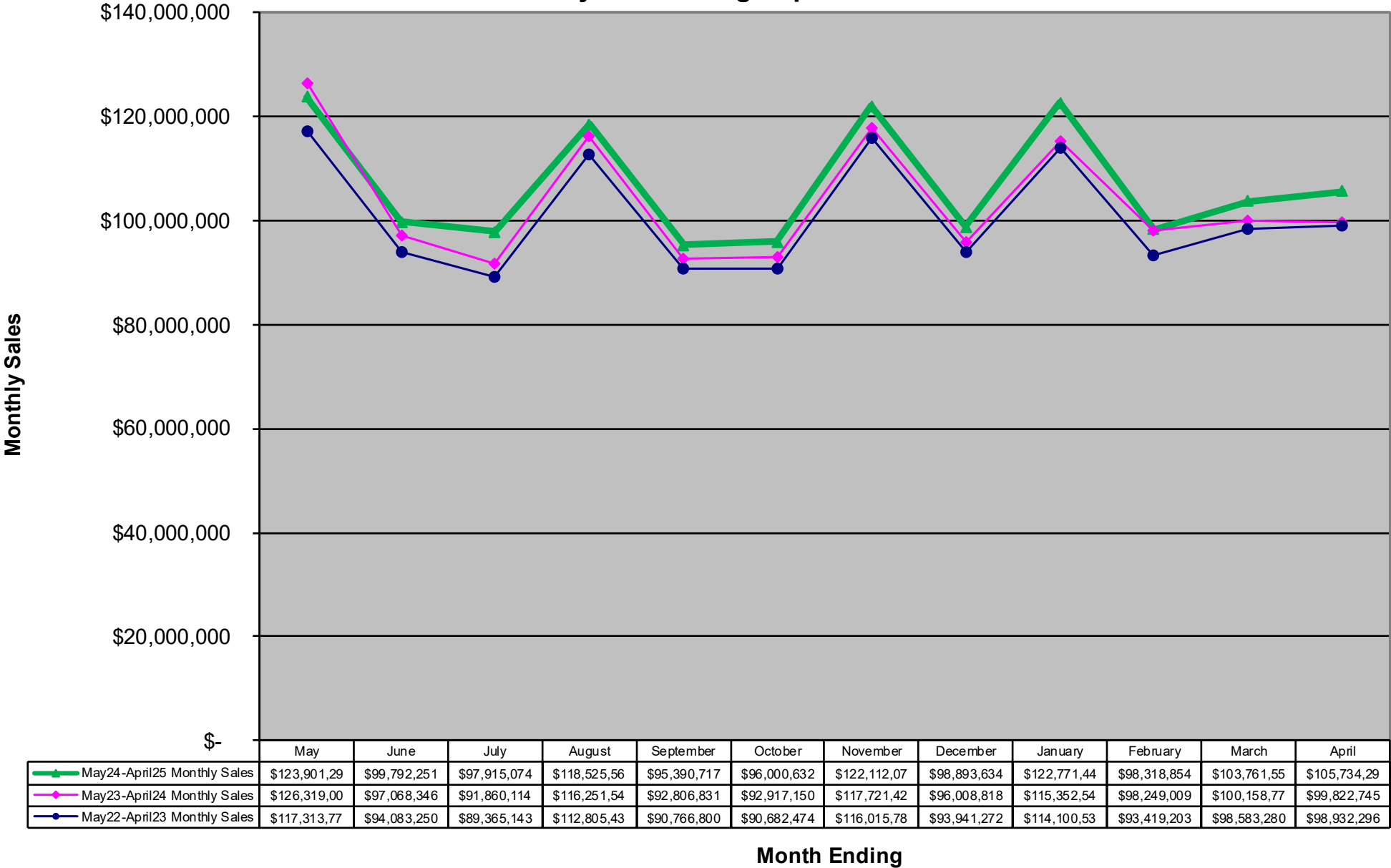
MBTA boards triptych



Instant Ticket Games Monthly Sales
Unadjusted Non Fiscal Year
May 2022 through April 2025

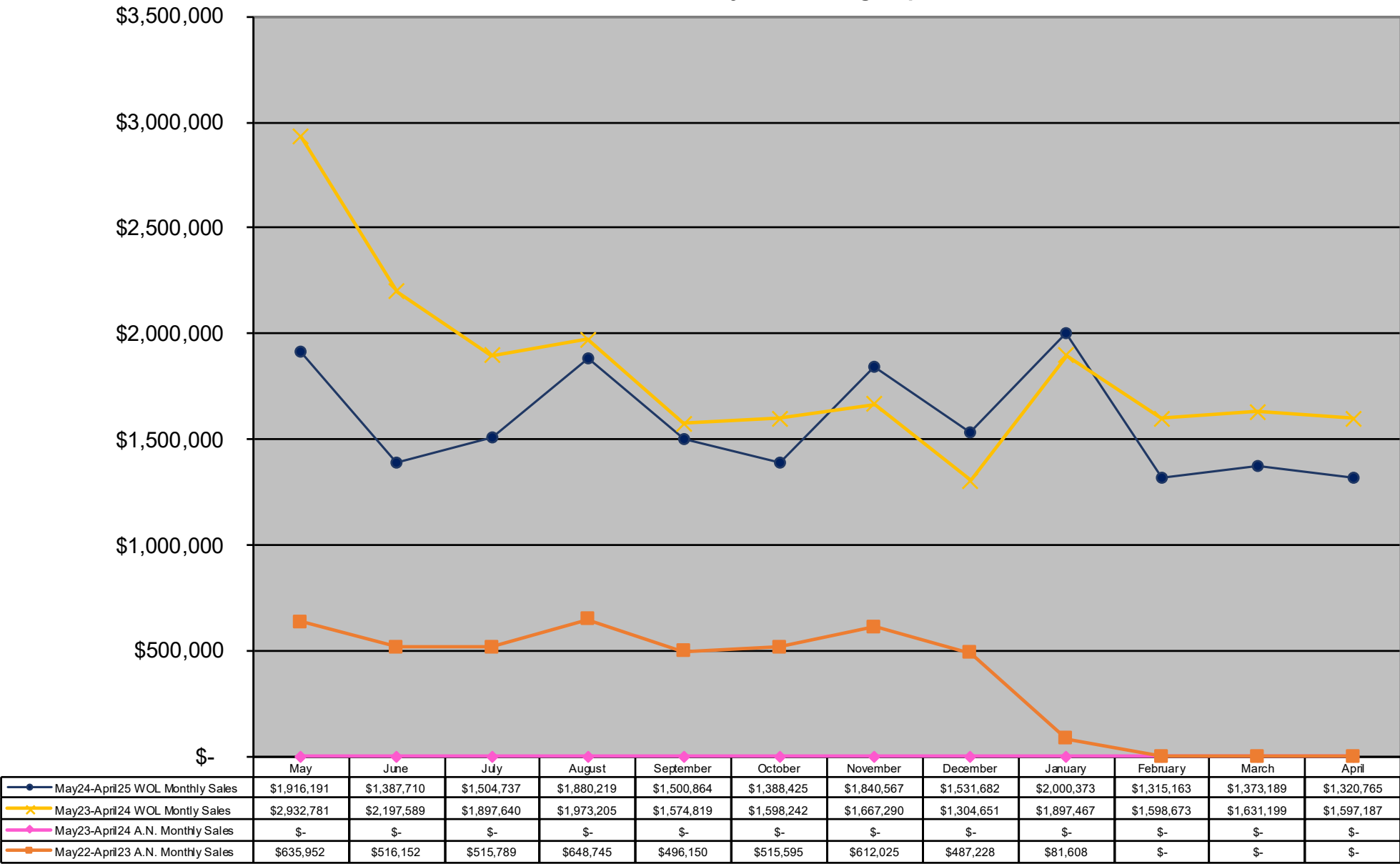


Keno Game Monthly Sales
Unadjusted Non Fiscal Year
May 2022 through April 2025



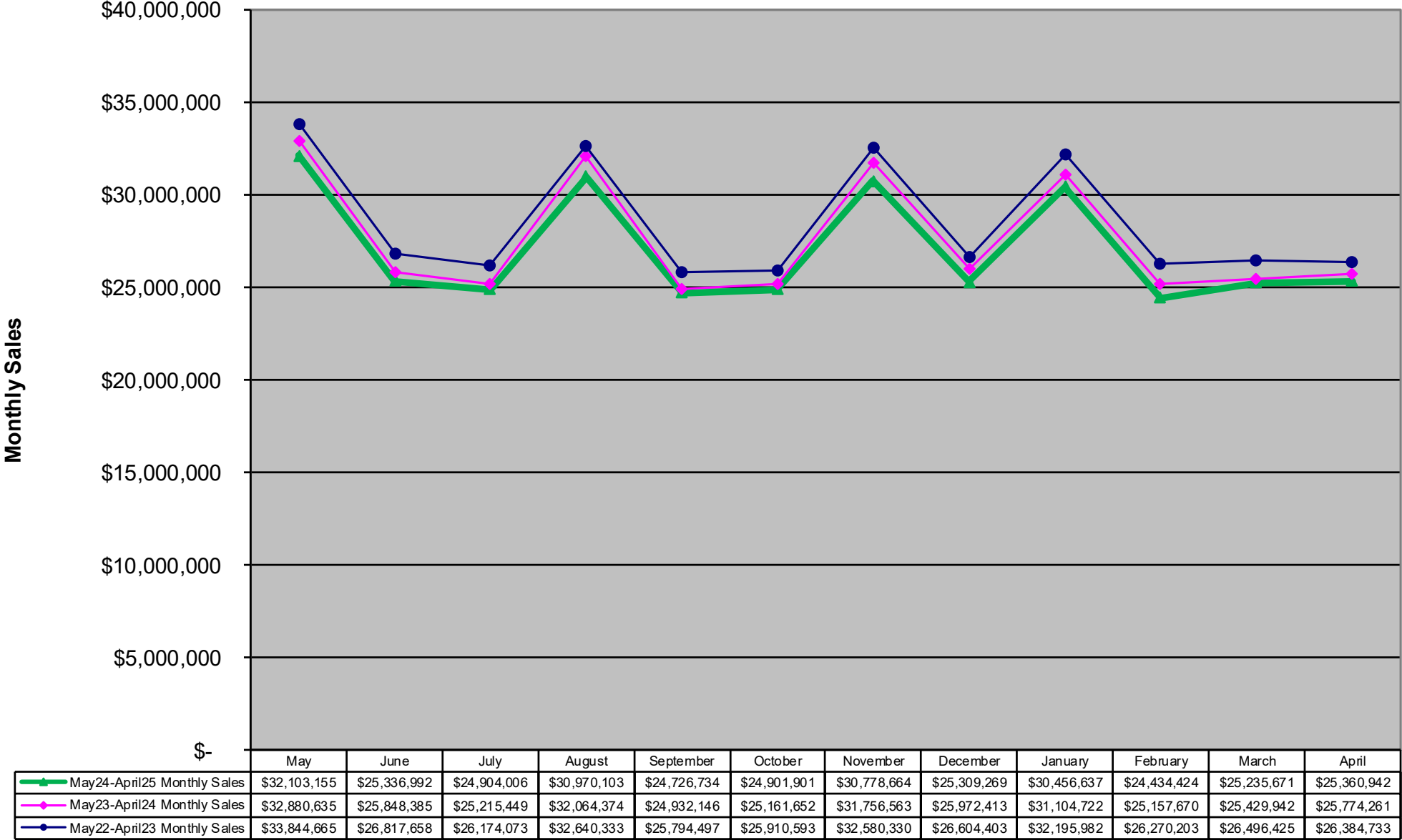
Wheel of Luck and All or Nothing Games Monthly Sales
Unadjusted Non Fiscal Year
May 2022 through April 2025

Monthly Sales

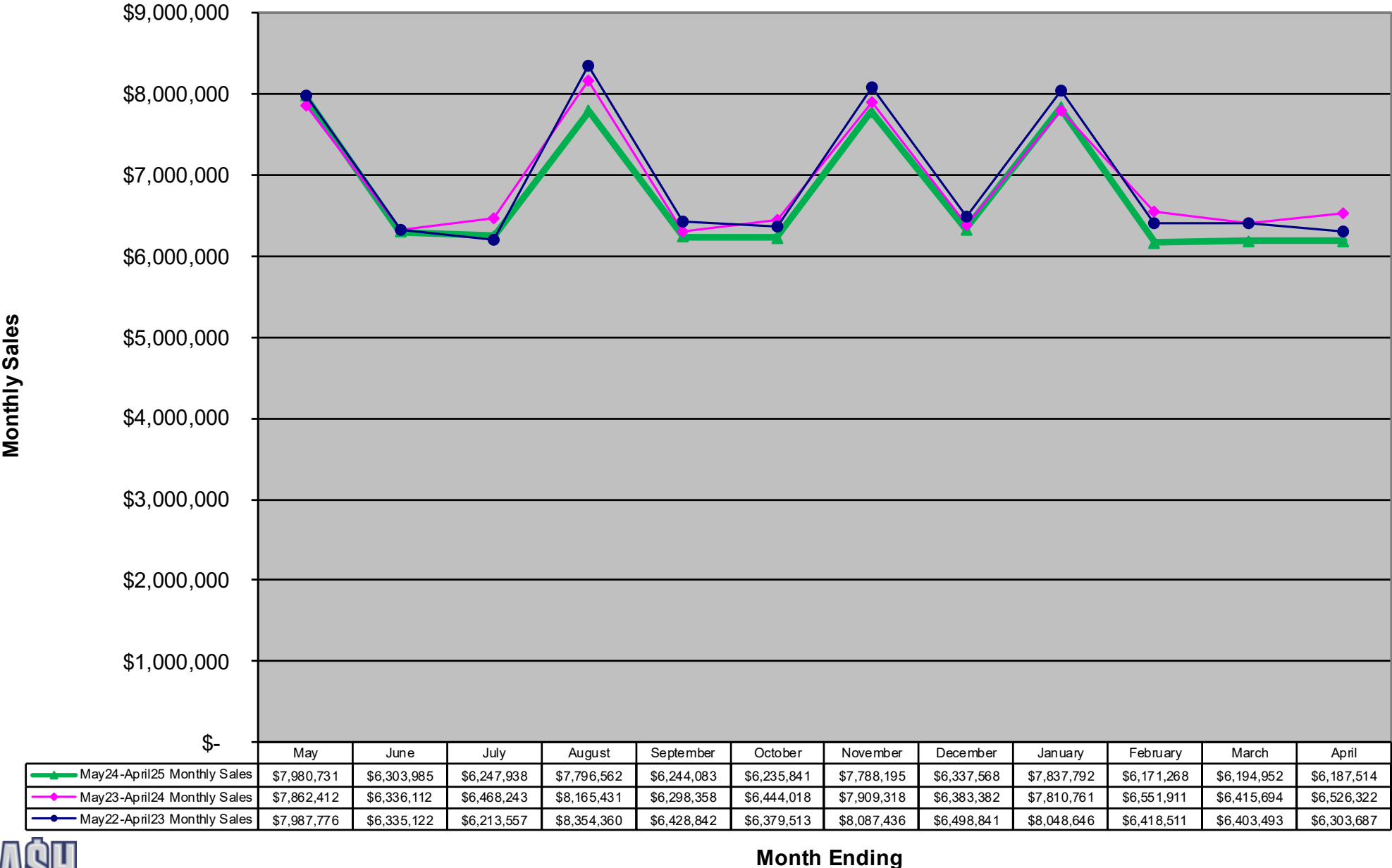


Month Ending

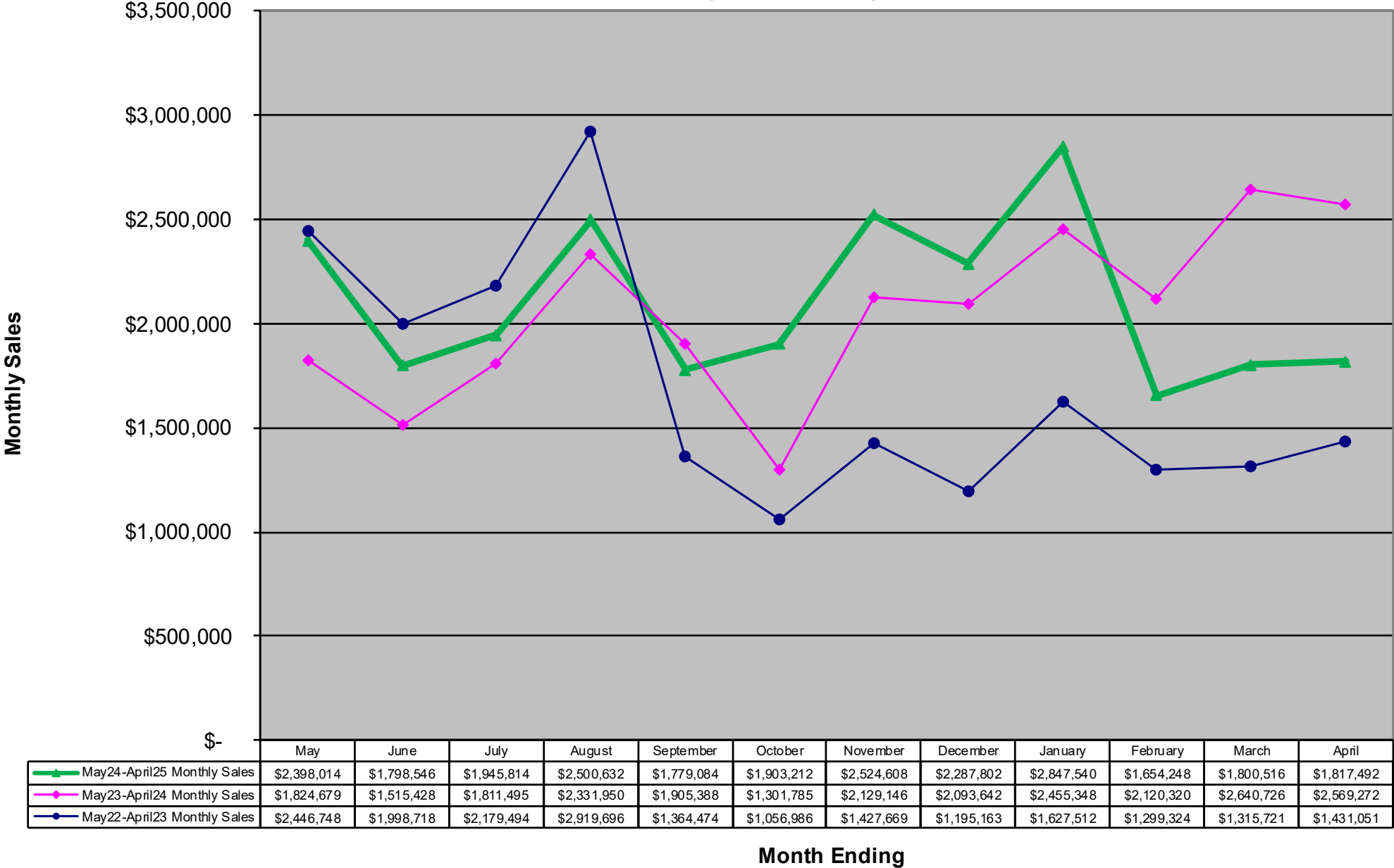
Numbers Game Monthly Sales
Unadjusted Non Fiscal Year
May 2022 through April 2025



Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year May 2022 through April 2025

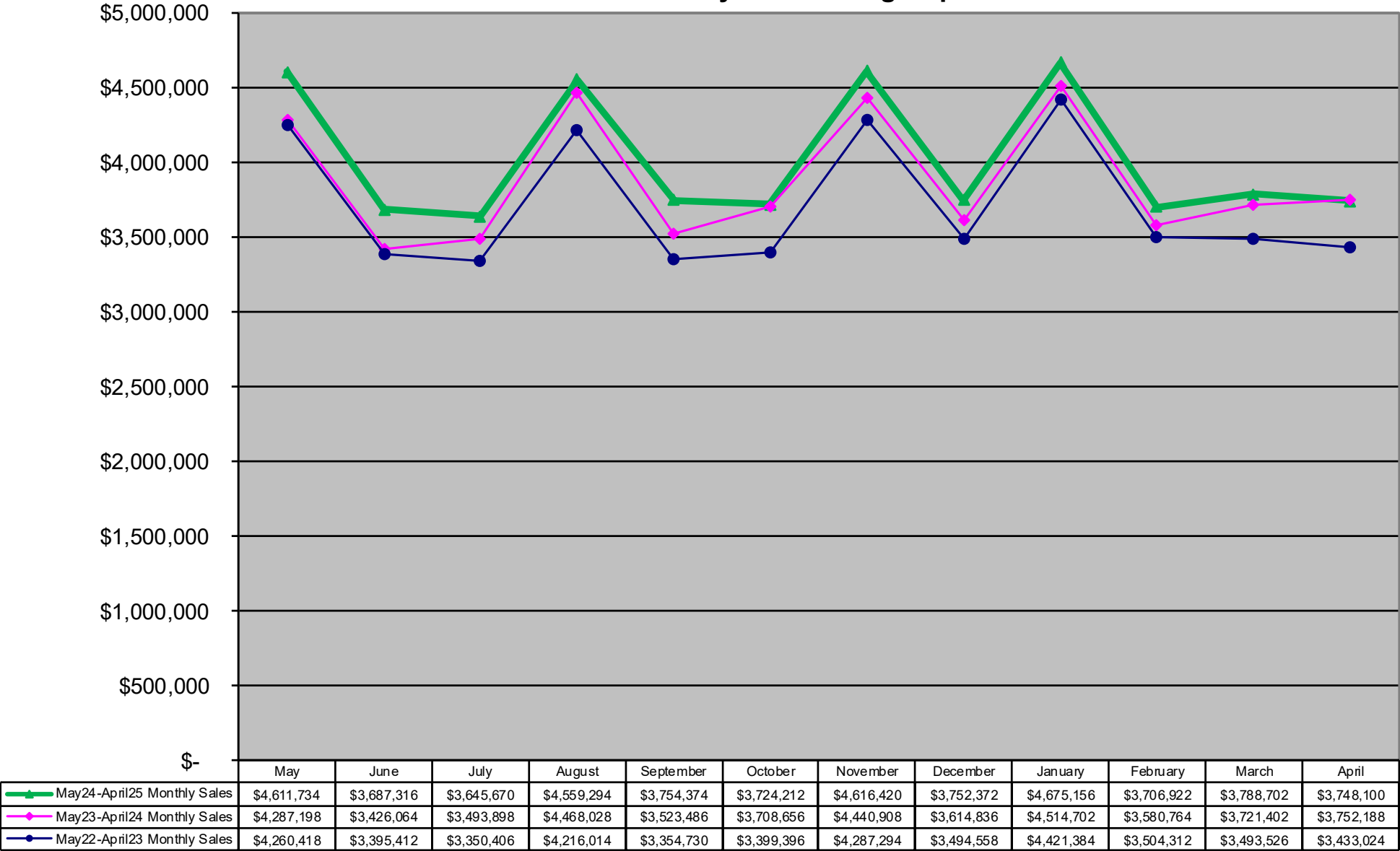


Megabucks Game Monthly Sales
Unadjusted Non Fiscal Year
May 2022 through April 2025



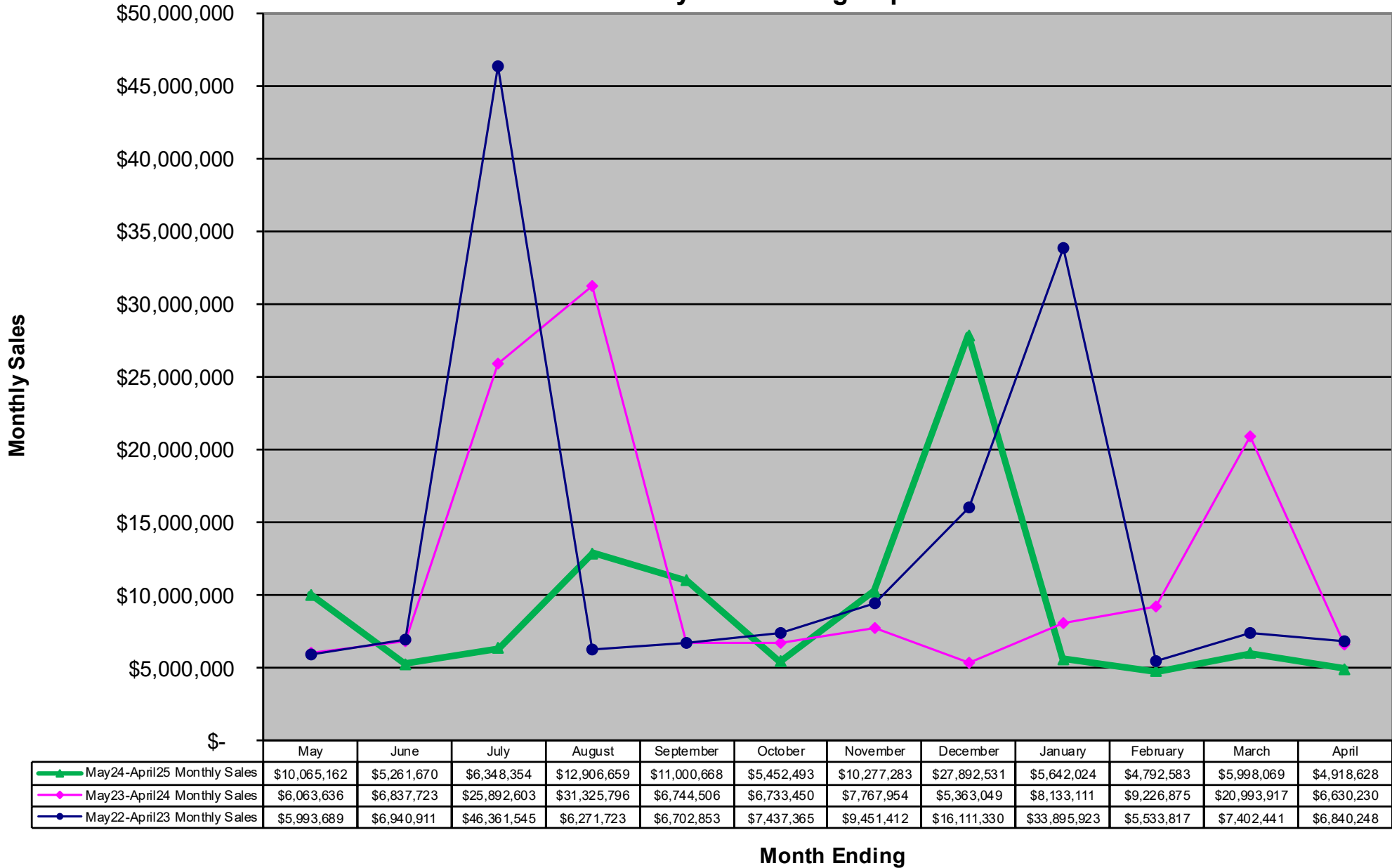
Lucky for Life Game Monthly Sales
Unadjusted Non Fiscal Year
May 2022 through April 2025

Monthly Sales

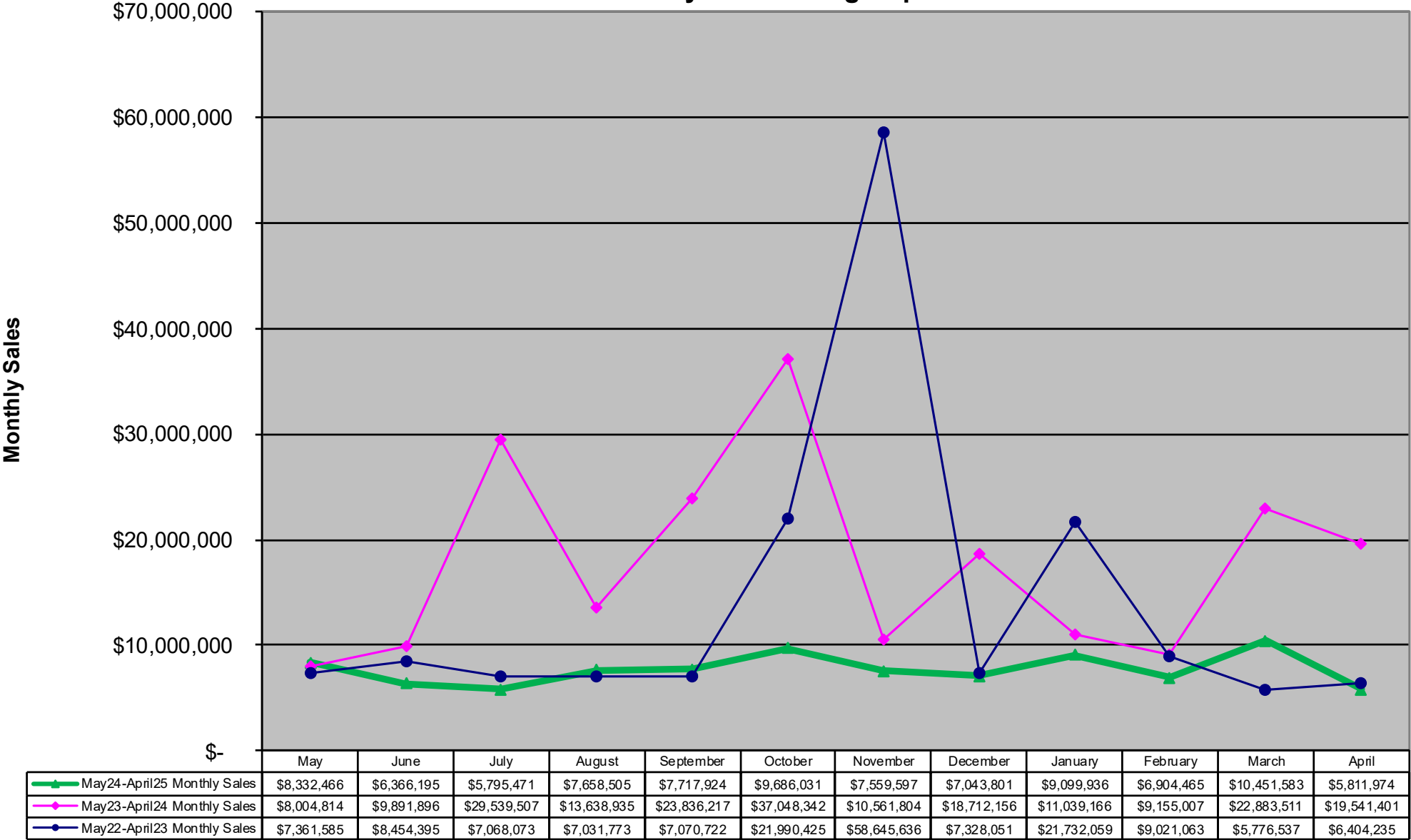


Month Ending

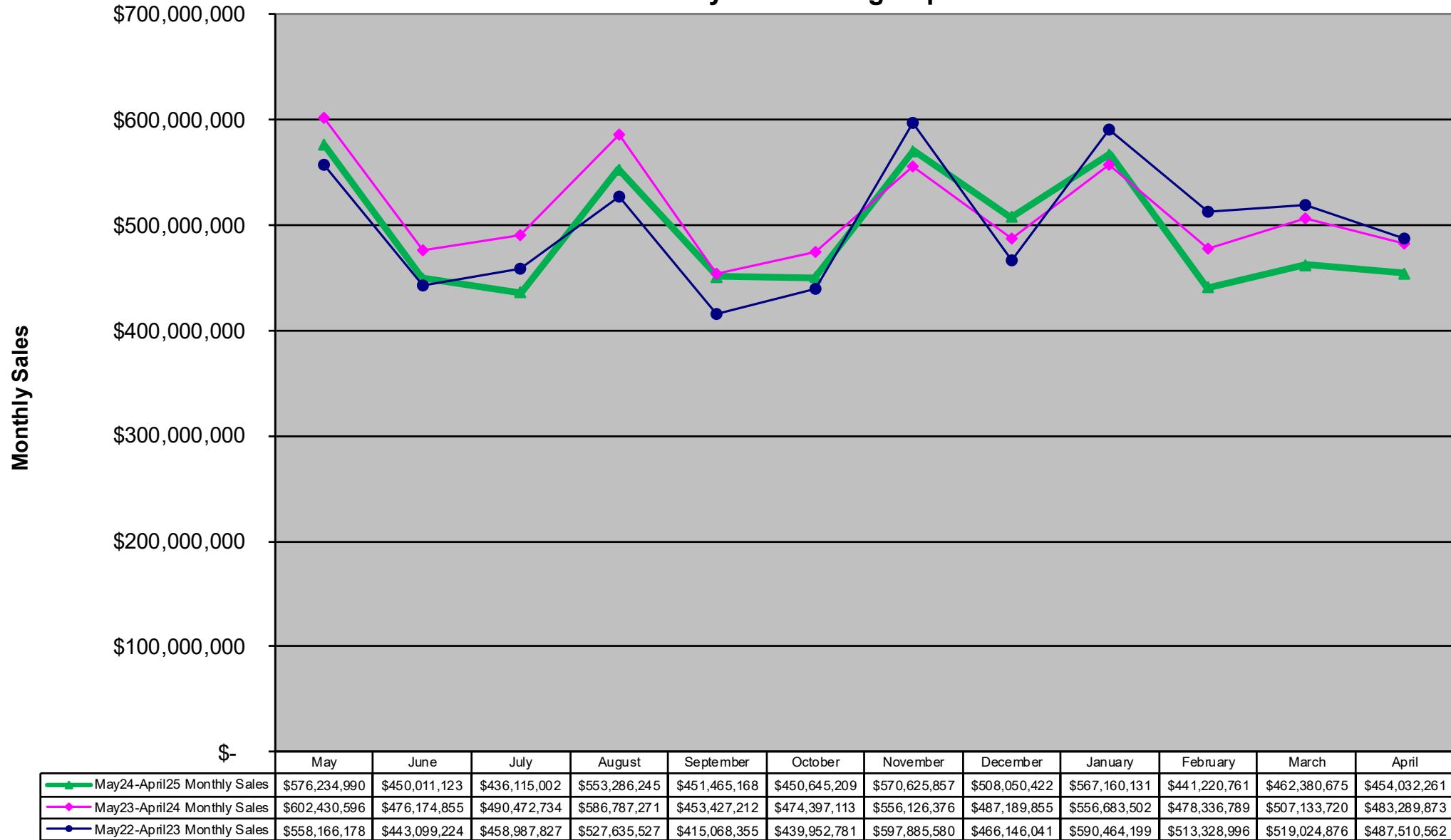
Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year May 2022 through April 2025



Powerball Game Monthly Sales
Unadjusted Non Fiscal Year
May 2022 through April 2025



All Games Monthly Sales Unadjusted Non Fiscal Year May 2022 through April 2025



Monthly Net Profit May 2022 through April 2025 (Estimated Figure for April 2025)

