
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

March 28, 2023



Lottery Sales Update – February

- Overall unadjusted sales for February of 2023 were **up \$88.5 million** from February 2022.

Figures for the month of February 2023

- Estimated February 2023 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.
 - Due in part to an \$88.5 million increase in sales for the month and a \$23.9 million decrease in Instant Ticket grand prizes paid during the month (\$14.1 million in February 2023 compared to \$38.0 million in February 2022):
 - Estimated net profit for February 2023 was \$94.3 million compared to \$70.8 million in February 2022, resulting in an **estimated \$23.5 million increase in net profit.**
 - Estimated prize payout for February 2023 was 74.72 percent, compared to 76.26 percent in February 2022.

Figures for Fiscal Year 2023

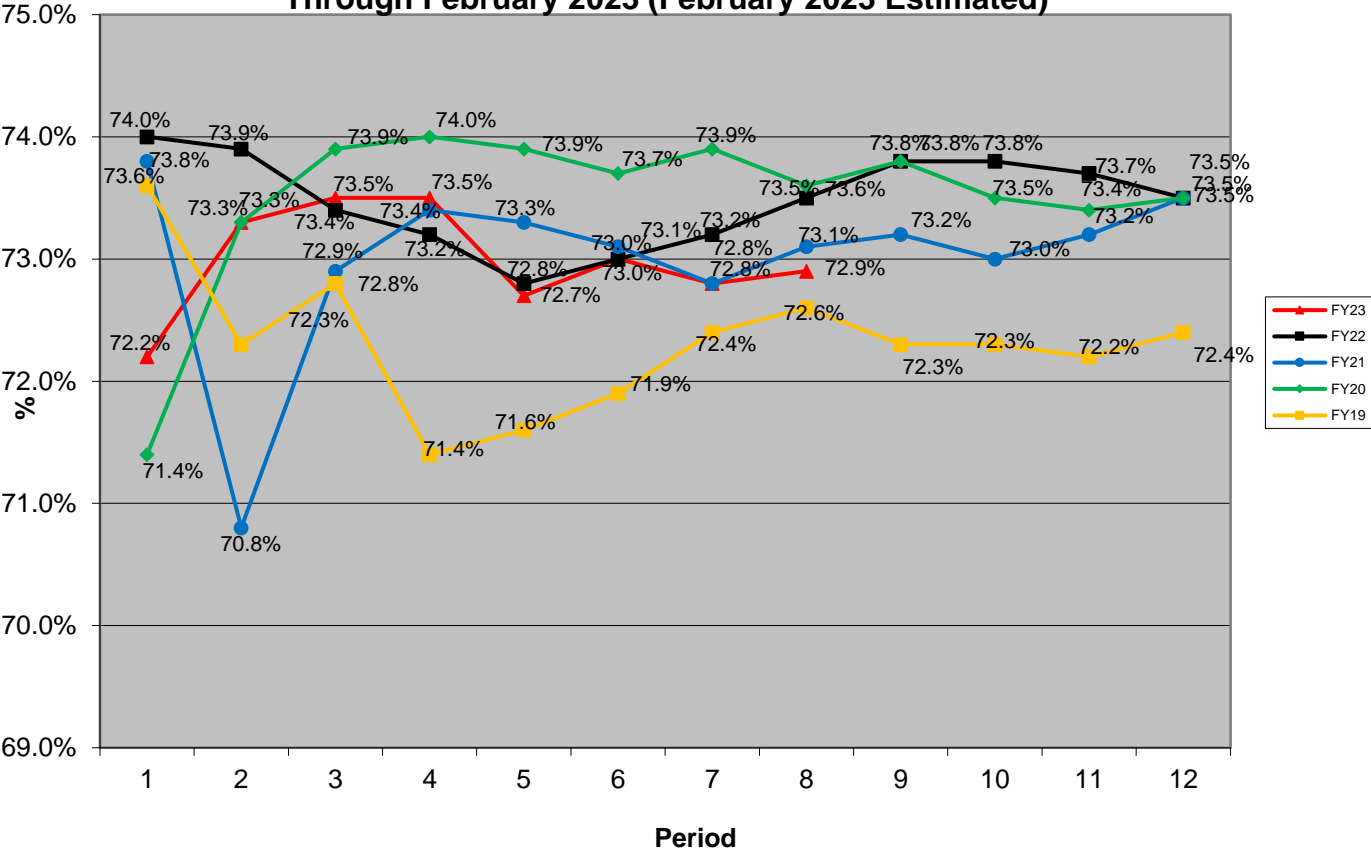
- Our estimated FY23 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Due in part to a combined \$125.4 million increase in Mega Millions and Powerball sales, and a \$33.3 million decrease in Instant Ticket grand prizes paid in the first eight months of FY23 (\$192.1 million in FY23 compared to \$225.4 million in FY22):
 - Our estimated year-to-date net profit for the first eight months of FY23 is \$808.5 million compared to \$767.6 million for the first eight months of FY22. After adding a 1-day average net profit figure of \$3.3 million due to a shift in the calendar, the adjusted year-over-year change for the first eight months of FY23 vs. the first eight months of FY22 is an **estimated \$44.2 million increase in net profit.**
 - Our estimated year-to-date prize payout for the first eight months of FY23 is 72.85 percent, compared to 73.53 percent for the first eight months of FY22.

February 2023 sales breakdown

- **Instant Ticket** sales were **up \$82.3 million**, **Powerball** sales were **up \$3.3 million** (high jackpot of \$754.6 million compared to \$185.3 million), **Mega Millions** sales were **up \$1.3 million** (high jackpot of \$145 million compared to \$87 million in February 2022), and **Lucky for Life** sales were **up \$91,836**. **Wheel of Luck** sales were **\$4.0 million**, **up \$3.6 million** over last February's **All or Nothing** sales.
- Compared to February of 2022, **Keno** sales were **down \$784,775**, **Numbers Game** sales were **down \$754,080**, **Megabucks Doubler** sales were **down \$319,343** (high jackpot of \$3.9 million compared to \$8.1 million in February 2022), and **Mass Cash** sales were **down \$69,897**.

Prize Payout, 5-Year Comparison

5 Year Comparison
Prize Payout as a % of Sales
Through February 2023 (February 2023 Estimated)



February Sales

MSLC Gross Sales Results

FEbruary FY23 vs. FY22 Unadjusted Non Fiscal Year

(\$ millions)

Through March 4, 2023

	FY23	% of Total	FY22	% of Total	\$ Change	% Change
Instant Tickets	\$363.8	70.9%	\$281.5	66.3%	\$82.3	29.2%
Numbers Game	\$26.3	5.1%	\$27.0	6.4%	-\$0.8	-2.8%
Mass Cash	\$6.4	1.3%	\$6.5	1.5%	-\$0.1	-1.1%
Megabucks Doubler	\$1.3	0.3%	\$1.6	0.4%	-\$0.3	-19.7%
Mega Millions	\$5.5	1.1%	\$4.3	1.0%	\$1.3	29.3%
Powerball	\$9.0	1.8%	\$5.7	1.3%	\$3.3	58.6%
Lucky for Life	\$3.5	0.7%	\$3.4	0.8%	\$0.1	2.7%
Keno	\$93.4	18.2%	\$94.2	22.2%	-\$0.8	-0.8%
All or Nothing	\$0.0	0.0%	\$0.6	0.1%	-\$0.6	-100.0%
Wheel of Luck	\$4.0	0.8%	\$0.0	0.0%	\$4.0	100.0%
Total	\$513.3	100.0%	\$424.8	100.0%	\$88.5	20.8%

Instant Tickets	\$363.8	70.9%	\$281.5	66.3%	\$82.3	29.2%
Draw Games	\$52.0	10.1%	\$48.5	11.4%	\$3.5	7.3%
Monitor Games	\$97.4	19.0%	\$94.8	22.3%	\$2.6	2.8%
Total	\$513.3	100.0%	\$424.8	100.0%	\$88.5	20.8%

Unadjusted

Month 2/5/23-3/4/23
4 weeks
28 days

Month 2/6/22-3/5/22
4 weeks
28 days

FY 2023 vs. FY 2022 Sales

MSLC Gross Sales Results								
YEAR-TO-DATE FY23 vs. FY22 Unadjusted Non Fiscal Year								
(\$ millions)								
Through March 4, 2023								
		FY23	% of Total		FY22	% of Total	\$ Change	% Change
Instant Tickets		\$2,671.4	64.8%		\$2,677.7	66.7%	-\$6.3	-0.2%
Numbers Game		\$234.9	5.7%		\$247.9	6.2%	-\$13.0	-5.3%
Mass Cash		\$58.0	1.4%		\$60.1	1.5%	-\$2.1	-3.4%
Megabucks Doubler		\$13.6	0.3%		\$12.7	0.3%	\$0.9	6.7%
Mega Millions		\$133.8	3.2%		\$54.5	1.4%	\$79.3	145.5%
Powerball		\$142.0	3.4%		\$95.8	2.4%	\$46.1	48.1%
Lucky for Life		\$30.9	0.7%		\$29.5	0.7%	\$1.4	4.6%
Keno		\$825.1	20.0%		\$828.5	20.7%	-\$3.4	-0.4%
All or Nothing		\$3.5	0.1%		\$5.0	0.1%	-\$1.5	-29.5%
Wheel of Luck		\$8.3	0.2%		\$0.0	0.0%	\$8.3	100.0%
Total		\$4,121.5	100.0%		\$4,011.7	100.0%	\$109.8	2.7%
Instant Tickets		\$2,671.4	64.8%		\$2,677.7	66.7%	-\$6.3	-0.2%
Draw Games		\$613.2	14.9%		\$500.6	12.5%	\$112.5	22.5%
Monitor Games		\$836.9	20.3%		\$833.4	20.8%	\$3.5	0.4%
Total		\$4,121.5	100.0%		\$4,011.7	100.0%	\$109.8	2.7%
Unadjusted	Year	6/26/22-3/4/23		Year	6/27/21-3/5/22			
		36 weeks			36 weeks			
		252 days			252 days			

Billion Dollar Extravaganza

Sales Update

Week 1: \$19,294,900 (5 days)

Week 2: \$33,268,350

Week 3: \$33,275,600

Week 4: \$33,037,000

*Week 5: \$35,480,850

Week 6: \$31,428,100

Week 7: \$30,958,550

TOTAL: \$216,743,350

*Total instant ticket sales of \$98,883,659 set an all-time single-week record (surpassing \$97,880,275 for week ending 1/1/2022)

Six consecutive weeks of total instant sales over \$90 million (only three other weeks over \$90 million in Mass Lottery history)

Prizes Won

Over 1.1 million winning tickets, totaling over \$170 million in prizes, including two \$1 million prizes

Second Chance Drawing Update

First of 10 drawings was conducted March 13

- 15 \$50,000 prize winners
- Over 838,000 tickets entered

Second drawing projected for mid-April



Billion Dollar Extravaganza Social Media Campaign

Extending the movie premiere theme of our TV advertising, we created a sequence of videos for social media following the journey of our own megastar, Billion Dollar Extravaganza, and its quest for a coveted "Scratchie Award." The five-day social media campaign was scheduled around the Academy Awards.



All videos are available at <https://www.youtube.com/massstatelotteryt>

Social Media

Analytics

Facebook: 819,400 accounts reached (2% increase from previous 28-day period), 165 new followers in the last 28 days

Instagram: 792,000 accounts reached, with 781,000 being non-followers; 211 new followers in the last 28 days

St. Patrick's Day content promoting "Lucky" games (animated)



MASTATELOTTERY Posts

Winner Alert!

KENO
BONUS

Wednesday, March 8, 2023

\$200,000

Anchor Pub & Grille
20 Cabot St
Beverly

View insights Boost post

Liked by smartins_nb and 64 others

mastatolottery Another six-figure Keno Bonus winner! Ticket purchased at Anchor Pub & Grille in #Beverly. To learn more about how Keno Bonus

Jackpot Awareness (animated)



April Instant Ticket Launch

Lucky Roll

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



Monopoly 50X

Price Point: \$5
Top Prize: \$1,000,000
Quantity: 8,064,000
(two-sided)



\$4,000,000 Diamonds

Price Point: \$10
Top Prize: \$4,000,000
Quantity: 16,128,000



\$10,000,000 Premier Cash

Price Point: \$20
Top Prize: \$10,000,000
Quantity: 15,120,000



\$50,000 Joker's Wild

Price Point: \$2
Top Prize: \$50,000
Quantity: 7,056,000



April Instant Ticket Launch – POS

Spring Winnings Are in the Air!

UP TO \$419,256,885 IN PRIZES! **UP TO 13,956,258 WINNERS!**

Scratch My Back! **6 MORE CHANCES TO WIN!**

MONOPOLY 50X WIN UP TO \$1,000,000

\$4,000,000 DIAMONDS WIN UP TO \$10,000,000

\$10,000,000 PREMIER CASH WIN UP TO \$10,000,000

\$50,000 Joker's Wild WIN UP TO \$50,000

Lucky Roll WIN UP TO \$10,000

The State of Winning THE LOTTERY

MONOPOLY TM, © & © 1934, 2023 Hasbro. Must be 18 or older to play. Problem Gambling Helpline: 1-800-327-5550. Please recycle your Lottery tickets.

The State of Winning THE LOTTERY

PLAY TODAY! **WIN UP TO \$1,000,000!**

6 MORE CHANCES TO WIN!

MONOPOLY 50X WIN UP TO \$1,000,000

Scratch My Back! **6 MORE CHANCES TO WIN!**

BONUS! SCRATCH THE BACK FOR MORE CHANCES TO WIN!

WIN UP TO 18 TIMES!

WIN UP TO \$1,000,000 **SCRATCH 2 CASH**

MONOPOLY TM, © & © 1934, 2023 Hasbro. Must be 18 or older to play. Problem Gambling Helpline: 1-800-327-5550. Please recycle your Lottery tickets.



The Wheel of Luck vs. All or Nothing Sales Comparison



First 10 Weeks of Sales
\$10.76 million



Entire FY 2022 Sales
\$7.27 million

Keno 2X Bonus Promotion

From March 14 through April 3, an additional multiplier of 2X has been 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.

Additional 2X Bonus promos are scheduled for April 10-16 and May 8-15.



First \$1 Million Prize Winner in Mass Lottery Keno History



Ticket sold in Pittsfield wins first \$1 million Keno prize in Mass Lottery history!

A Keno ticket sold in Pittsfield for a game that took place Wednesday, March 22 won the first \$1 million prize in the history of the game, which was introduced in 1993.

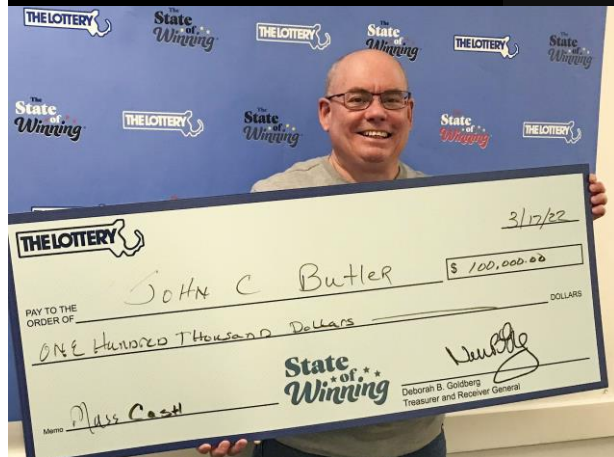
In addition to the \$1 million prize, one \$500,000 prize and four \$100,000 prizes were won in the same game.

The winning numbers for this game included every number from 1 through 13.

Each of the six, six-figure prizes won were on tickets that played a consecutive string of numbers starting with 1.

Awareness for Prizes Nearing Expiration

WBZ CBS NEWS BOSTON Man finds \$100,000 winning lottery ticket days before it expired, thanks to wife's reminder



BOSTON - A West Roxbury man is lucky in love - and the lottery.

John Butler claimed a \$100,000 Mass Cash prize just 11 days before it would have expired, the Massachusetts State Lottery said.

"I'm one lucky son of a gun," John Butler told WBZ.

He had bought the ticket nearly a year ago before a trip to Florida and put it in a drawer where it stayed forgotten for months. Fortunately, his wife Jean mentioned that she saw a news story about an unclaimed Mass Cash prize.

"We were just days away from losing \$100,000," Jean Butler said. "That's crazy."

This is the fourth time since November of 2019 that a six-figure prize has been claimed after the Lottery alerted the public that the prize was nearing expiration.

<i>Claim Date</i>	<i>Prize</i>	<i>Game</i>	<i>Days before Expiration</i>
3/6/2023	\$100,000	Mass Cash	11
8/18/2021	\$500,000	Powerball	1
2/24/2020	\$100,000	Mass Cash	2
11/5/2019	\$100,000	Mass Cash	4

March is Problem Gambling Awareness Month

Mass Lottery participation includes:

- Providing Mass DPH's Office of Problem Gambling Services with radio inventory (approximately 800 spots) valued at over \$124,000. The spots are airing on stations across the Commonwealth.
- Messaging on customer facing displays at agent locations
- 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 VIP Club members and retailers (over 58,000 unique opens)
- Email to Lottery employees
- Banner and story on employee intranet site
- Draw game ticket messaging
- Social media posts



March is Problem Gambling Awareness Month

< MASTATELOTTERY Posts



The MA Problem Gambling Helpline
800-327-5050
GamblingHelplineMA.org

PROBLEM GAMBLING AWARENESS MONTH

→ AWARENESS + ACTION 

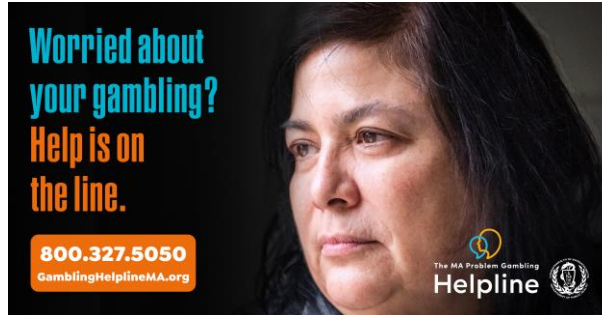
View insights Boost post

6 likes

mastatelottery March is Problem Gambling Awareness Month
Awareness + Action... more




mastatelottery As part of Problem Gambling Awareness Month, we are visiting each of our claim centers to promote awareness of available resources in MA. Today we are in Dorchester! For more info about #PGAM, visit <https://www.masslottery.com/about/news/problem-gambling-awareness-month-3-2023>



Worried about your gambling?
Help is on the line.

800.327.5050
GamblingHelplineMA.org

The MA Problem Gambling Helpline 

mastatelottery



Worried about your gambling?
Help is on the line.

800.327.5050
GamblingHelplineMA.org

The MA Problem Gambling Helpline 

View insights Boost post

5 likes

mastatelottery It's Problem Gambling Awareness Month. What is gambling? When does it cross the line from pastime to problem? Learn to... more

March 13

The Numbers Game Advertising Campaign



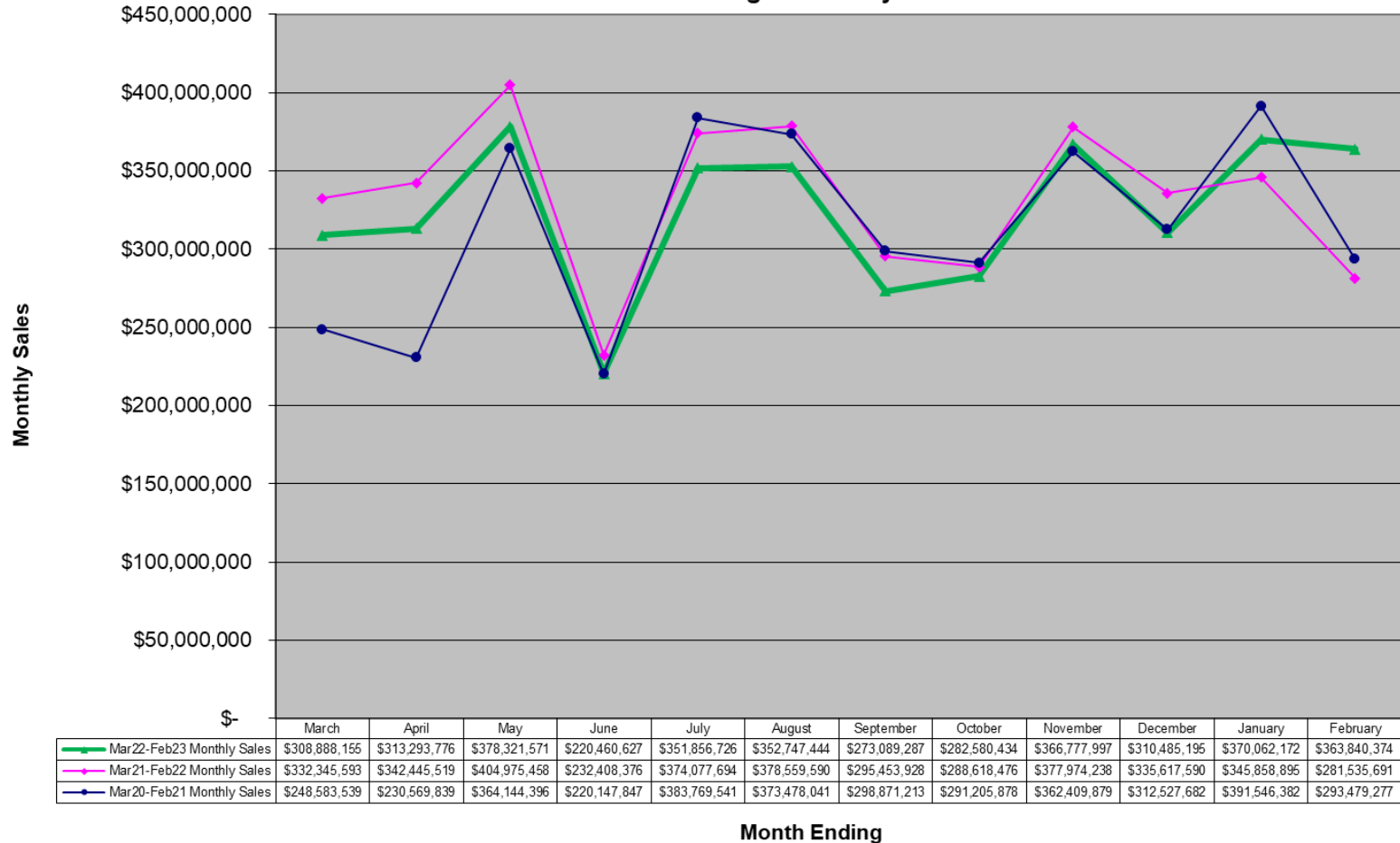
The Numbers Game Merchandise



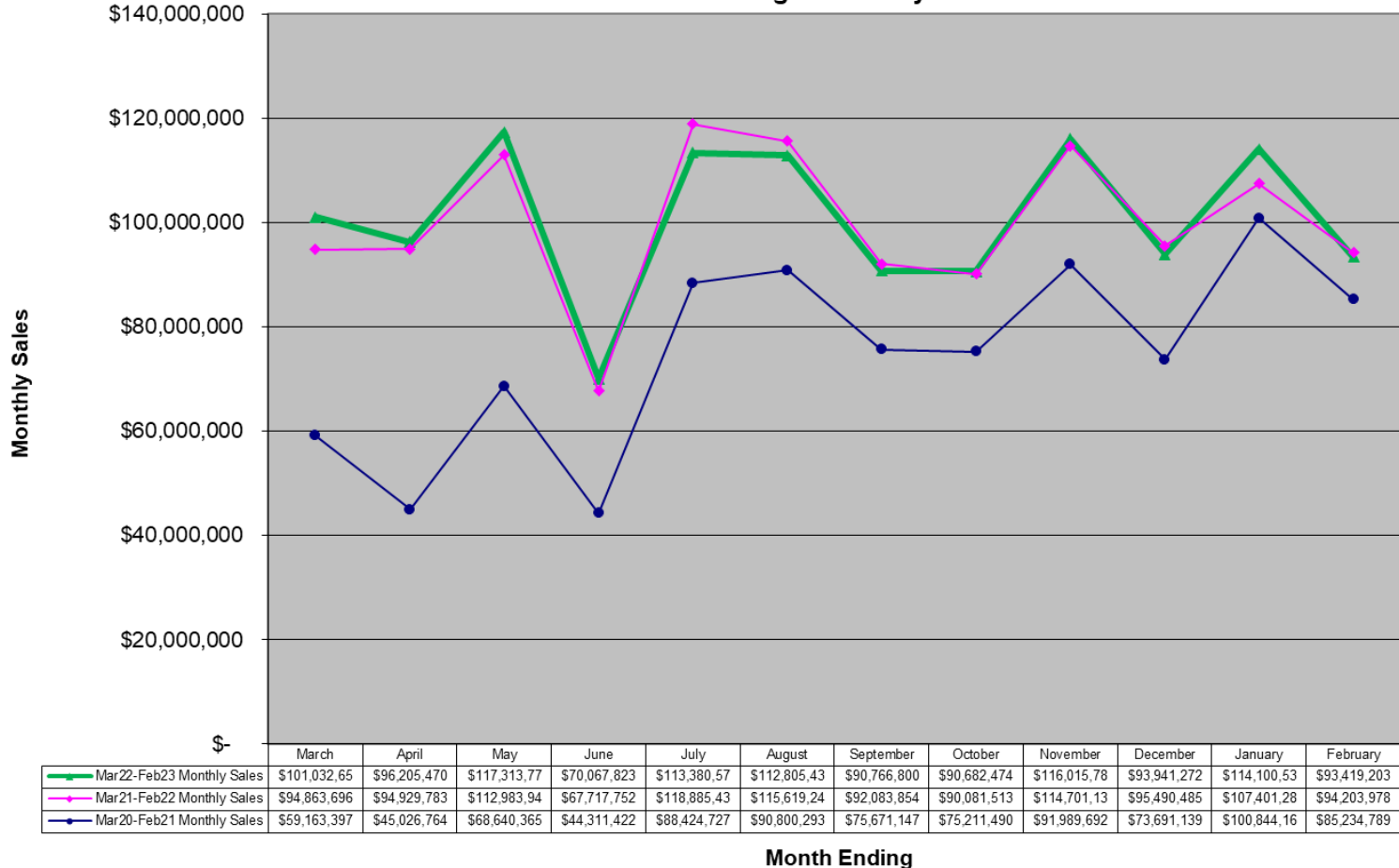
The Numbers Game Merchandise



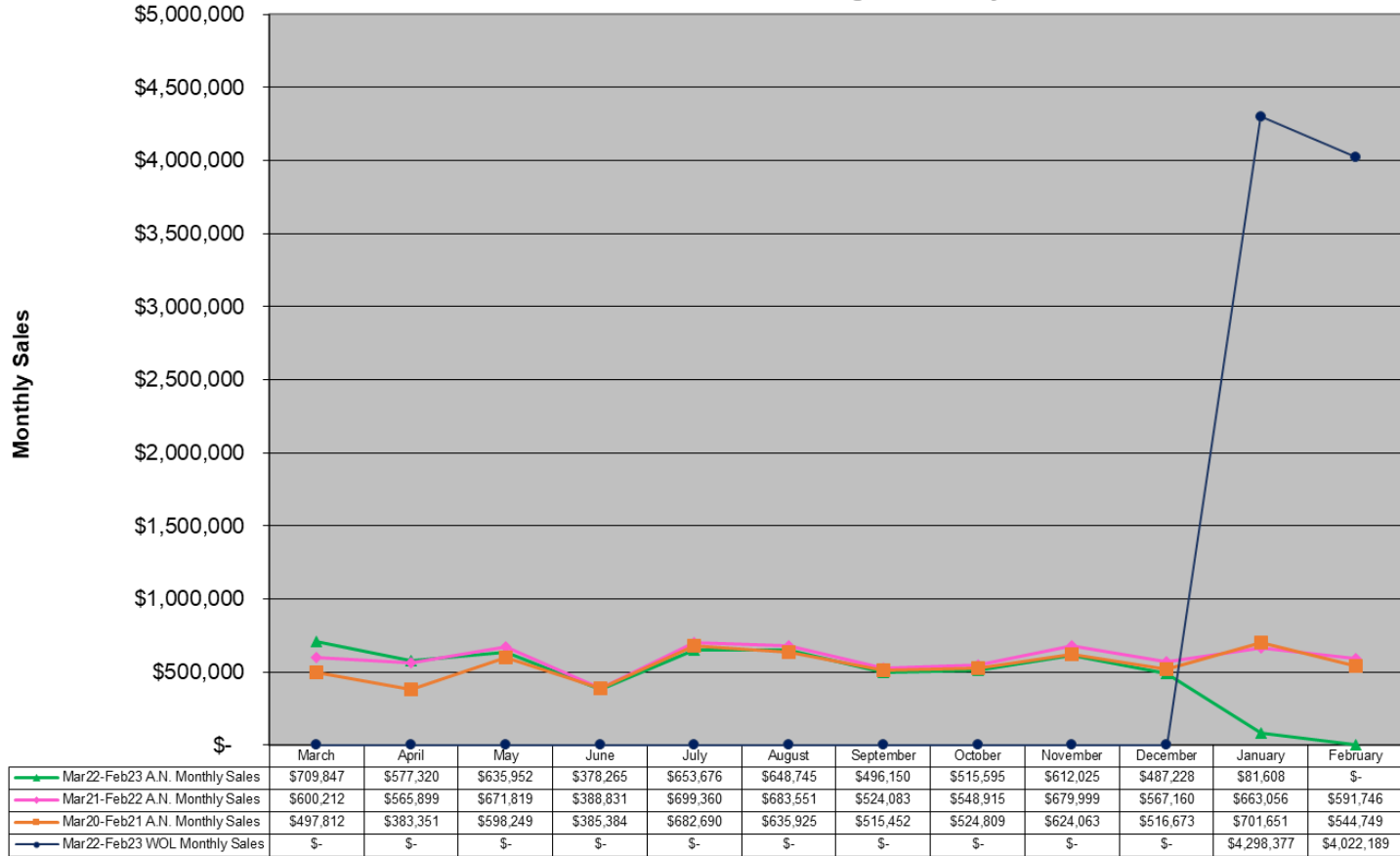
Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023



Keno Game Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023

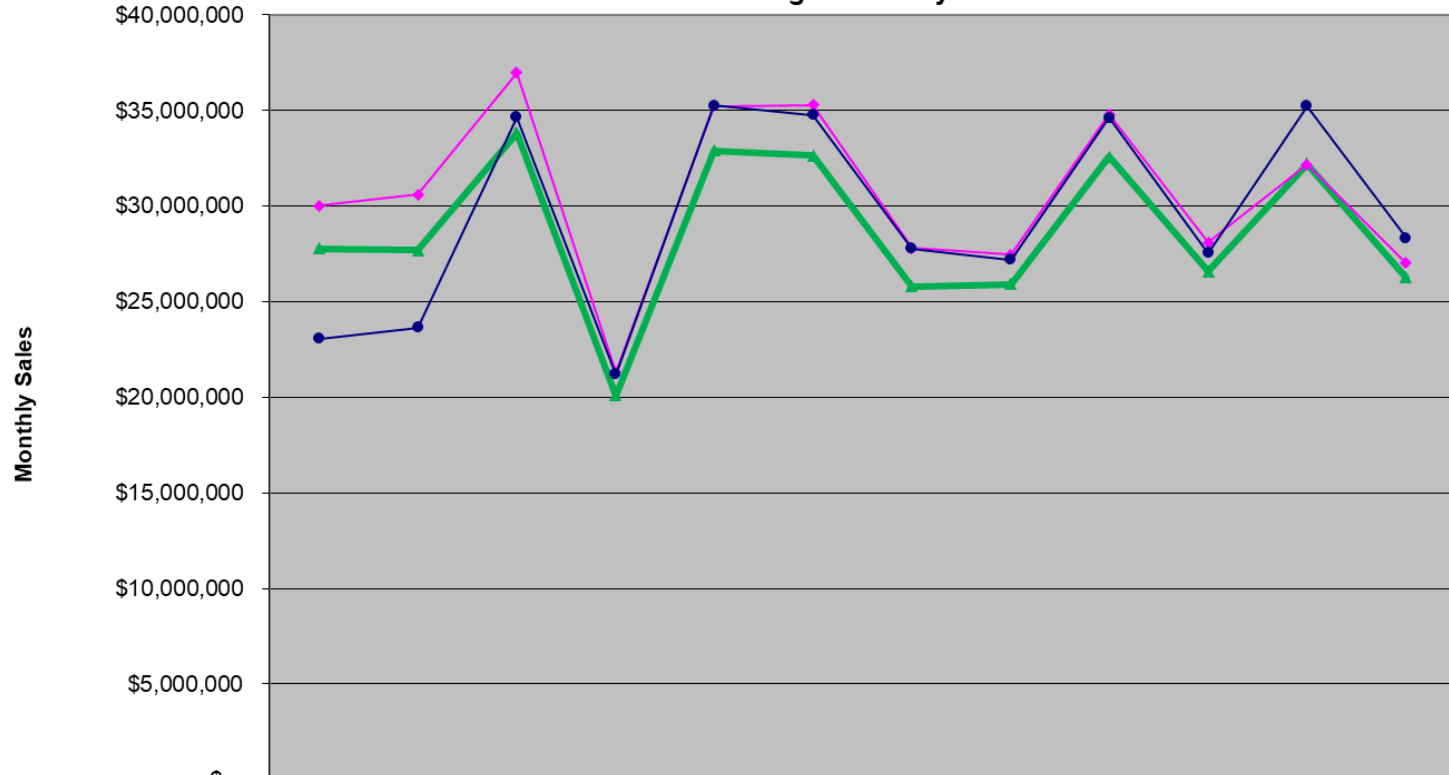


Wheel of Luck and All or Nothing Games Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023



Month Ending

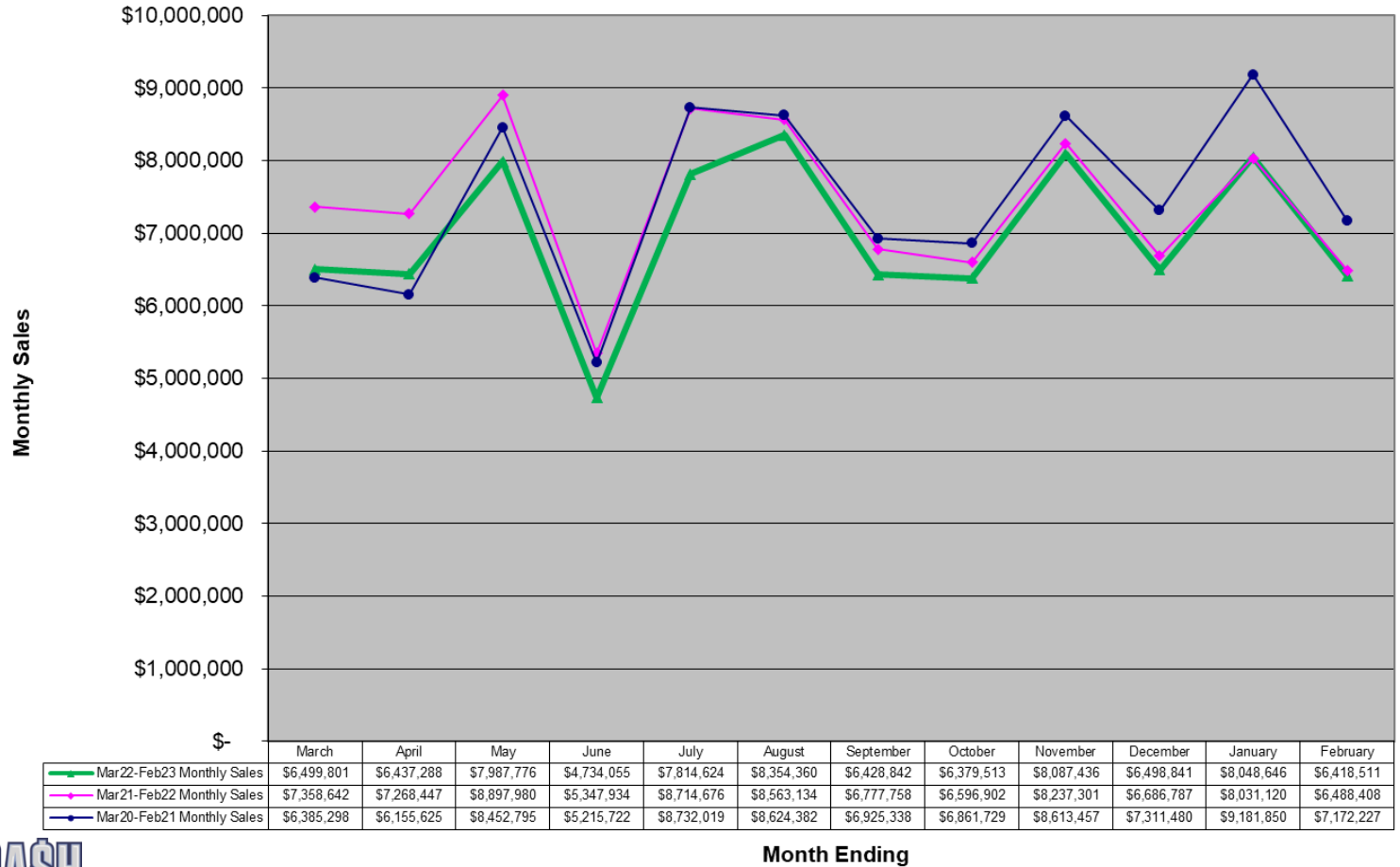
Numbers Game Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023



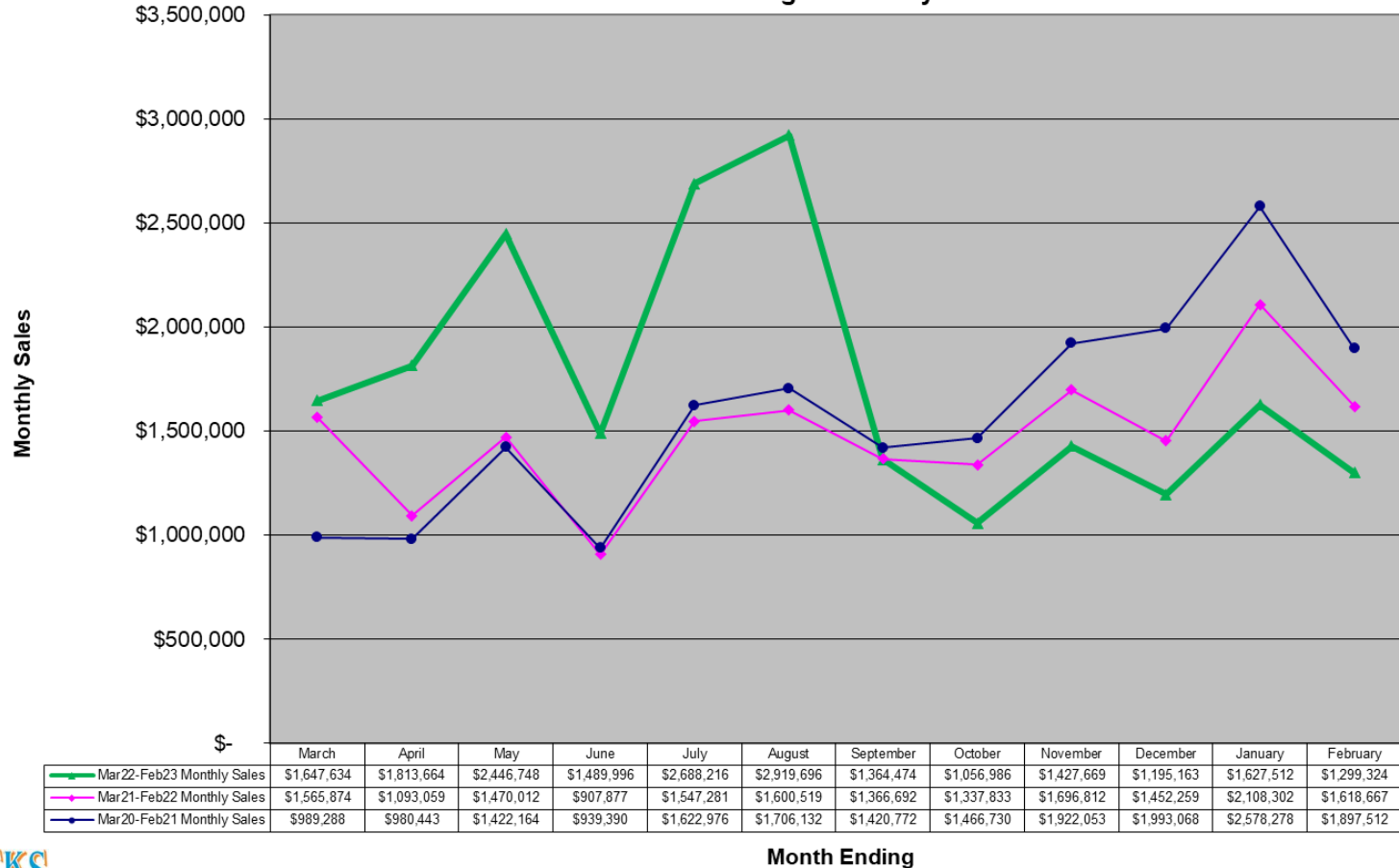
	March	April	May	June	July	August	September	October	November	December	January	February
Mar22-Feb23 Monthly Sales	\$27,787,225	\$27,698,027	\$33,844,665	\$20,086,588	\$32,905,143	\$32,640,333	\$25,794,497	\$25,910,593	\$32,580,330	\$26,604,403	\$32,195,982	\$26,270,202
Mar21-Feb22 Monthly Sales	\$30,020,884	\$30,619,290	\$36,979,166	\$21,317,215	\$35,247,526	\$35,305,958	\$27,802,993	\$27,469,257	\$34,796,925	\$28,098,350	\$32,194,586	\$27,024,282
Mar20-Feb21 Monthly Sales	\$23,078,082	\$23,635,018	\$34,651,690	\$21,204,783	\$35,270,263	\$34,782,985	\$27,788,929	\$27,205,031	\$34,624,401	\$27,565,367	\$35,232,643	\$28,346,544

Month Ending

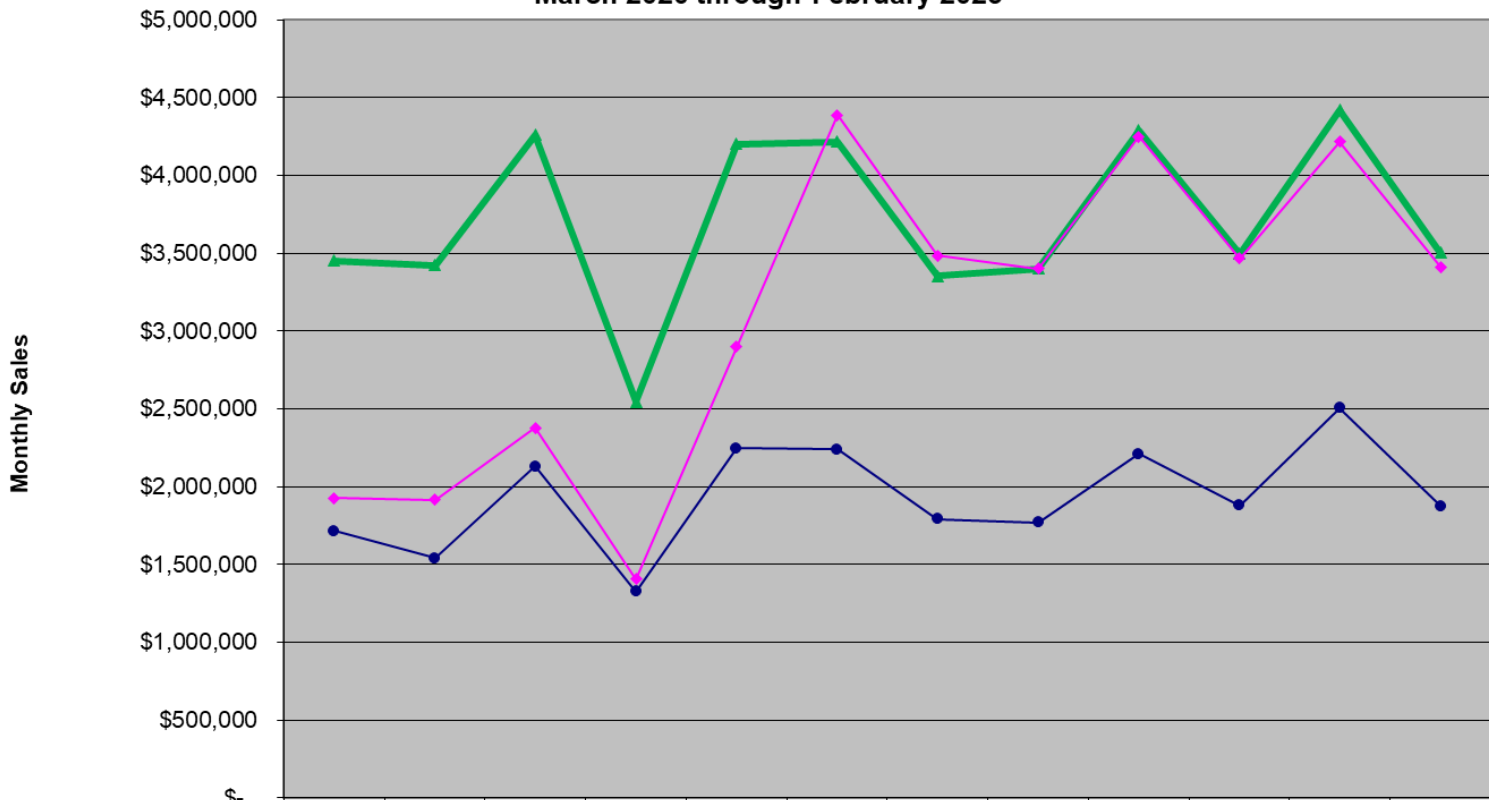
Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023



Megabucks Doubler Game Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023



Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023

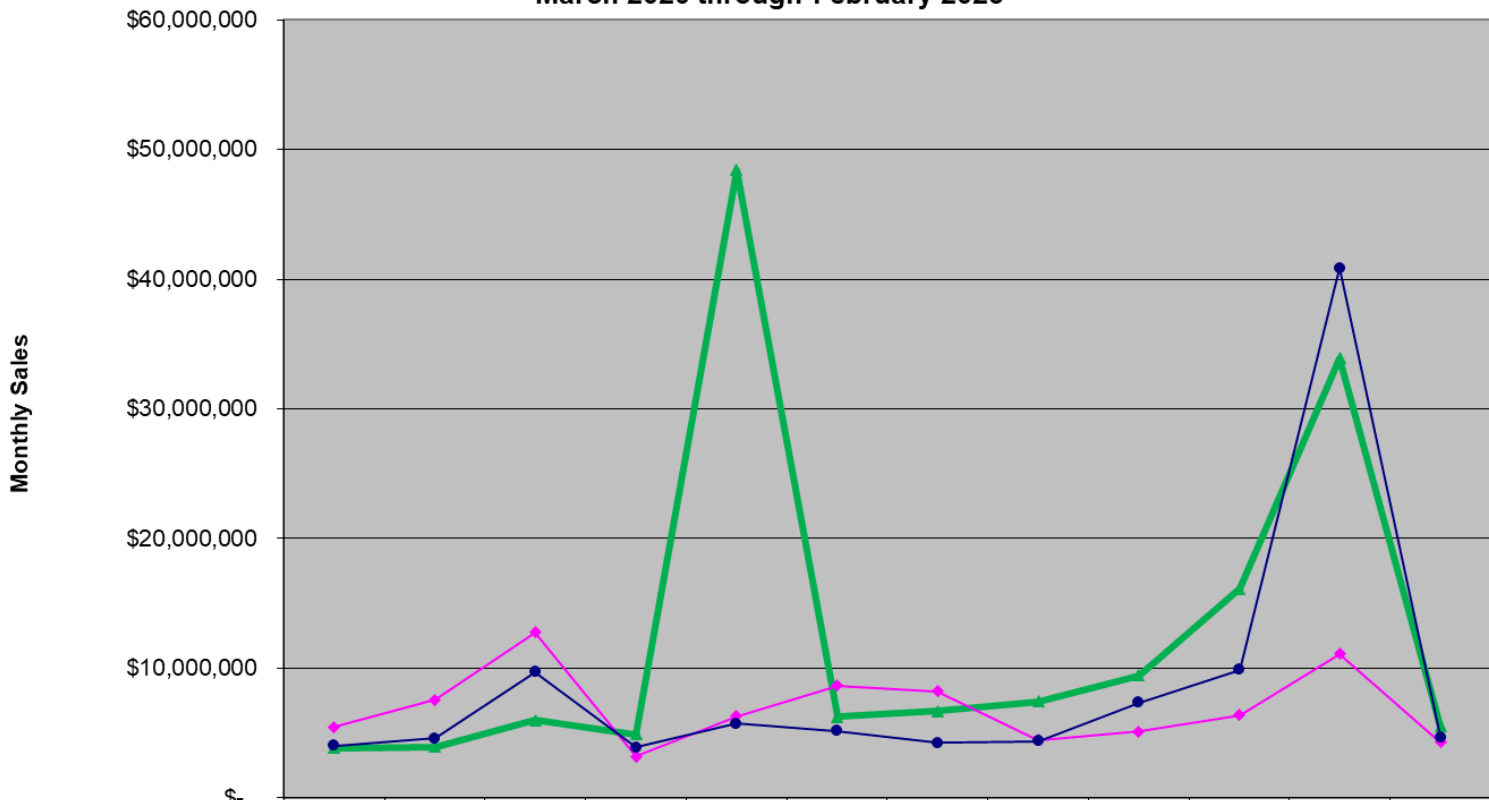


	March	April	May	June	July	August	September	October	November	December	January	February
Mar22-Feb23 Monthly Sales	\$3,452,016	\$3,422,886	\$4,260,418	\$2,545,390	\$4,200,428	\$4,216,014	\$3,354,730	\$3,399,396	\$4,287,294	\$3,494,558	\$4,421,384	\$3,504,312
Mar21-Feb22 Monthly Sales	\$1,926,472	\$1,917,024	\$2,379,430	\$1,405,296	\$2,899,258	\$4,387,578	\$3,484,200	\$3,402,176	\$4,247,890	\$3,464,816	\$4,214,480	\$3,412,476
Mar20-Feb21 Monthly Sales	\$1,717,116	\$1,541,540	\$2,132,198	\$1,324,320	\$2,248,312	\$2,241,262	\$1,793,654	\$1,769,952	\$2,211,058	\$1,879,006	\$2,503,584	\$1,875,194

Month Ending



Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023

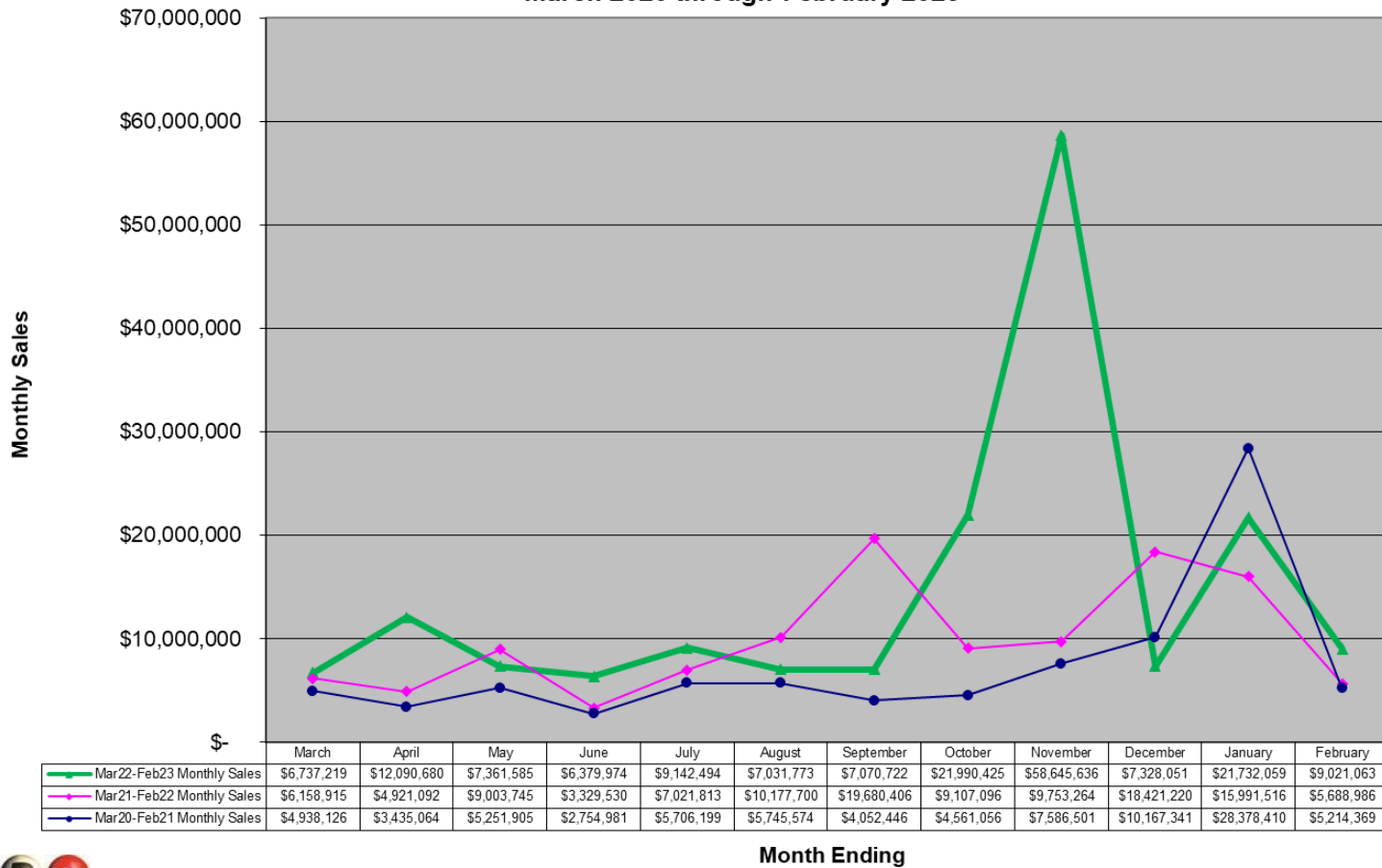


	March	April	May	June	July	August	September	October	November	December	January	February
Mar22-Feb23 Monthly Sales	\$3,854,332	\$3,933,908	\$5,993,689	\$4,889,493	\$48,412,963	\$6,271,723	\$6,702,853	\$7,437,365	\$9,451,412	\$16,111,330	\$33,895,923	\$5,533,817
Mar21-Feb22 Monthly Sales	\$5,481,180	\$7,562,598	\$12,784,127	\$3,181,964	\$6,289,357	\$8,663,659	\$8,241,962	\$4,455,287	\$5,108,738	\$6,378,372	\$11,085,870	\$4,278,778
Mar20-Feb21 Monthly Sales	\$4,024,637	\$4,613,915	\$9,688,645	\$3,914,477	\$5,738,853	\$5,163,275	\$4,253,145	\$4,375,535	\$7,362,715	\$9,870,122	\$40,846,111	\$4,700,796

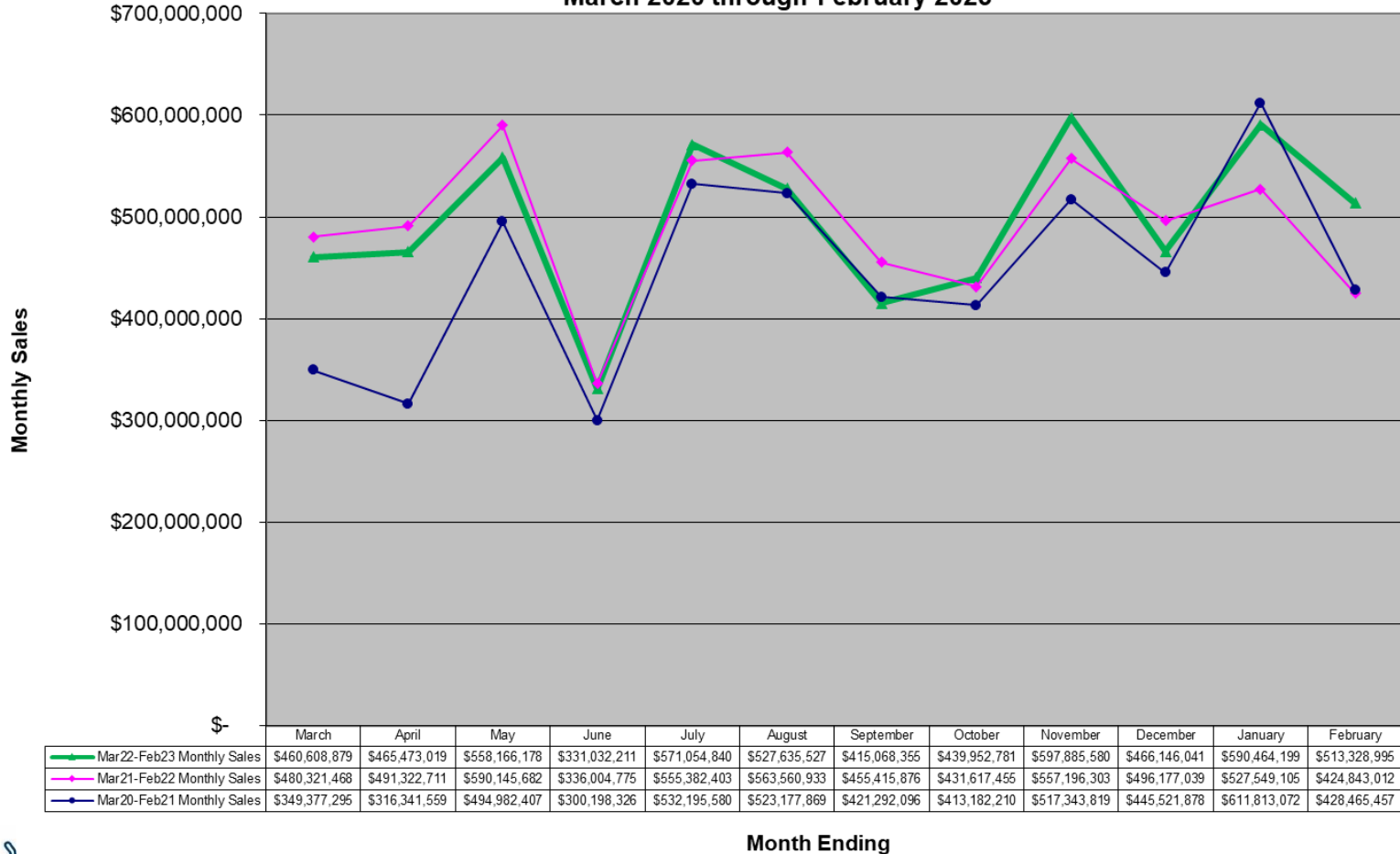


Month Ending

Powerball Game Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023



All Games Monthly Sales Unadjusted Non Fiscal Year March 2020 through February 2023



Monthly Net Profit March 2020 through February 2023 (Estimated Figure for February 2023)

