
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

April 30, 2024



Lottery Sales Update – March

Figures for the month of March 2024

- Overall unadjusted sales for March of 2024 were **down \$11.9 million** from March 2023.
- Estimated March 2024 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.
 - Due primarily to a \$43.1 million decrease in Instant Ticket sales, a combined \$30.7 million increase in Mega Millions and Powerball sales, and a \$13.4 million decrease in prize payouts compared to March of 2023:
 - Estimated net profit for March 2024 was \$105.6 million compared to \$102.7 million in March 2023, resulting in **an estimated \$2.9 million increase in net profit.**
 - Estimated prize payout for March 2024 was 71.87 percent, compared to 72.75 percent in March 2023.

Figures for Fiscal Year 2024

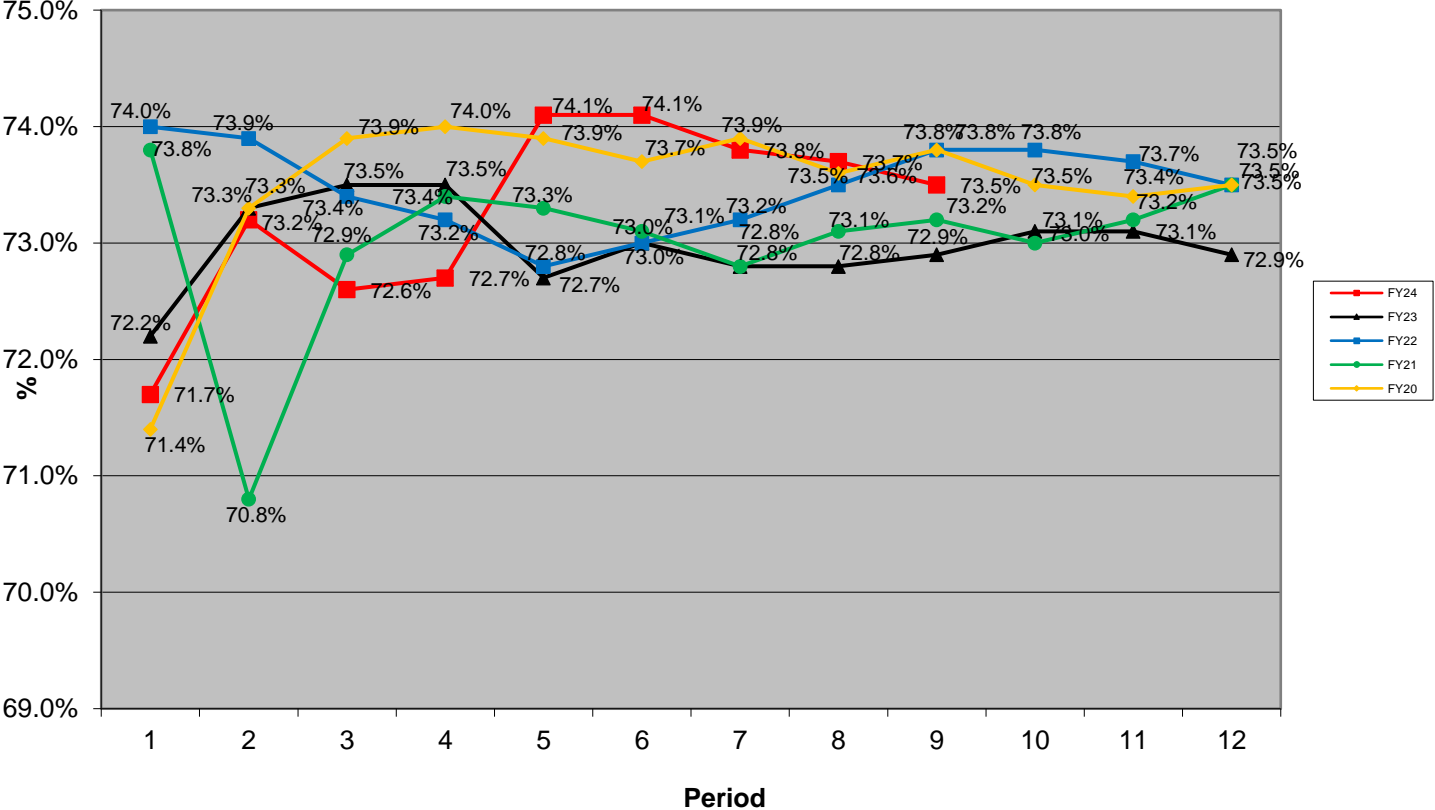
- Overall unadjusted sales for the first nine months of FY24 were **up \$71.2 million** from the first nine months of FY23.
- Our estimated FY24 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Due in part to a \$45.2 million increase in Instant Ticket grand prizes claimed in the first nine months of FY24 compared to the first nine months of FY23 (\$250.8 million vs. \$205.6 million):
 - Our estimated year-to-date net profit for the first nine months of FY24 is \$882.3 million compared to \$909.7 million for the first nine months of FY23. After adding a 1-day average net profit figure of \$3.2 million due to a shift in the calendar, the adjusted year-over-year change for the first nine months of FY24 vs. the first nine months of FY23 is **an estimated \$24.2 million decrease in net profit.**
 - Our estimated year-to-date prize payout for the first nine months of FY24 is 73.52 percent, compared to 72.88 percent for the first nine months of FY23.

March 2024 sales breakdown

- **Powerball** sales were **up \$17.1 million** (high jackpot of \$935 million vs. high jackpot of \$162.6 million), **Mega Millions** sales were **up \$13.6 million** (high jackpot of \$1.13 billion vs. \$355 million in March 2023), **Keno** sales were **up \$1.6 million**, **Megabucks Doubler** sales were **up \$1.3 million**, **Lucky for Life** sales were **up \$227,876**, and **Mass Cash** sales were **up \$12,201**.
- Compared to March of 2023, **Instant Ticket** sales were **down \$43.1 million**, **Wheel of Luck** sales were **down \$1.5 million**, and **Numbers Game** sales were **down \$1.1 million**.

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

5 Year Comparison
Prize Payout as a % of Sales
Through March 2024 (March 2024 Estimated)



March Sales

MSLC Gross Sales Results							
MARCH FY24 vs. FY23 Unadjusted Non Fiscal Year							
(\$ millions)							
Through March 30, 2024							
	FY24	% of Total	FY23	% of Total	\$ Change	% Change	
Instant Tickets	\$323.3	63.7%	\$366.4	70.6%	-\$43.1	-11.8%	
Numbers Game	\$25.4	5.0%	\$26.5	5.1%	-\$1.1	-4.0%	
Mass Cash	\$6.4	1.3%	\$6.4	1.2%	\$0.0	0.2%	
Megabucks	\$2.6	0.5%	\$1.3	0.3%	\$1.3	100.8%	
Mega Millions	\$21.0	4.1%	\$7.4	1.4%	\$13.6	183.6%	
Powerball	\$22.9	4.5%	\$5.8	1.1%	\$17.1	296.2%	
Lucky for Life	\$3.7	0.7%	\$3.5	0.7%	\$0.2	6.5%	
Keno	\$100.2	19.8%	\$98.6	19.0%	\$1.6	1.6%	
Wheel of Luck	\$1.6	0.3%	\$3.2	0.6%	-\$1.5	-48.3%	
Holiday Raffle	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	
Total	\$507.1	100.0%	\$519.0	100.0%	-\$11.9	-2.3%	
Instant Tickets	\$323.3	63.7%	\$366.4	70.6%	-\$43.1	-11.8%	
Draw Games	\$82.1	16.2%	\$50.9	9.8%	\$31.2	61.3%	
Monitor Games	\$101.8	20.1%	\$101.7	19.6%	\$0.1	0.1%	
Total	\$507.1	100.0%	\$519.0	100.0%	-\$11.9	-2.3%	
Unadjusted	Month	3/3/24-3/30/24	Month	3/5/23-4/1/23			
		4 weeks		4 weeks			
		28 days		28 days			

FY 2024 vs. FY 2023 Sales

MSLC Gross Sales Results

YEAR-TO-DATE FY24 vs. FY23 Unadjusted Non Fiscal Year

(\$ millions)

Through March 30, 2024

	FY24	% of Total	FY23	% of Total	\$ Change	% Change
Instant Tickets	\$3,070.9	65.2%	\$3,037.8	65.5%	\$33.1	1.1%
Numbers Game	\$253.3	5.4%	\$261.4	5.6%	-\$8.1	-3.1%
Mass Cash	\$64.1	1.4%	\$64.4	1.4%	-\$0.4	-0.6%
Megabucks	\$19.2	0.4%	\$14.9	0.3%	\$4.3	28.8%
Mega Millions	\$124.2	2.6%	\$141.2	3.0%	-\$17.0	-12.1%
Powerball	\$179.4	3.8%	\$147.7	3.2%	\$31.7	21.4%
Lucky for Life	\$35.9	0.8%	\$34.4	0.7%	\$1.6	4.5%
Keno	\$945.3	20.1%	\$923.7	19.9%	\$21.6	2.3%
All or Nothing	\$0.0	0.0%	\$3.5	0.1%	-\$3.5	-100.0%
Wheel of Luck	\$15.7	0.3%	\$11.5	0.2%	\$4.22	36.8%
Holiday Raffle	\$3.8	0.1%	\$0.0	0.0%	\$3.8	100.0%
Total	\$4,711.7	100.0%	\$4,640.6	100.0%	\$71.2	1.5%

Instant Tickets	\$3,070.9	65.2%	\$3,037.8	65.5%	\$33.1	1.1%
Draw Games	\$679.8	14.4%	\$664.1	14.3%	\$15.8	2.4%
Monitor Games	\$961.0	20.4%	\$938.7	20.2%	\$22.3	2.4%
Total	\$4,711.7	100.0%	\$4,640.6	100.0%	\$71.2	1.5%

Unadjusted	Year	6/25/23-3/30/24	Year	6/26/22-4/1/23
		40 weeks		40 weeks
		280 days		280 days

Keno Bonus Promotions Results



New promo concept: Including a 9X multiplier

- 16 percent sales increase compared to equivalent dates last year
- 14 percent sales increase compared to average of previous four weekends



Frequent promo: 2X multiplier only

- 2.6 percent sales increase compared to equivalent weekends last year with same promo



50th Anniversary of the First Instant Ticket Game (May 29)

The Instant Game

Price Point: \$2

Top Prize: \$50,000

Quantity: 4,032,000

Foil paper

- Celebrating the 50th Anniversary of the first Instant Ticket ever (exactly 50 years to the date)
- Win up to \$50,000 instantly
- \$50 Bonus box
- Four Second Chance Drawings
- One Final Bonus Drawing – Live Event



May 29, 2024
\$2 ticket

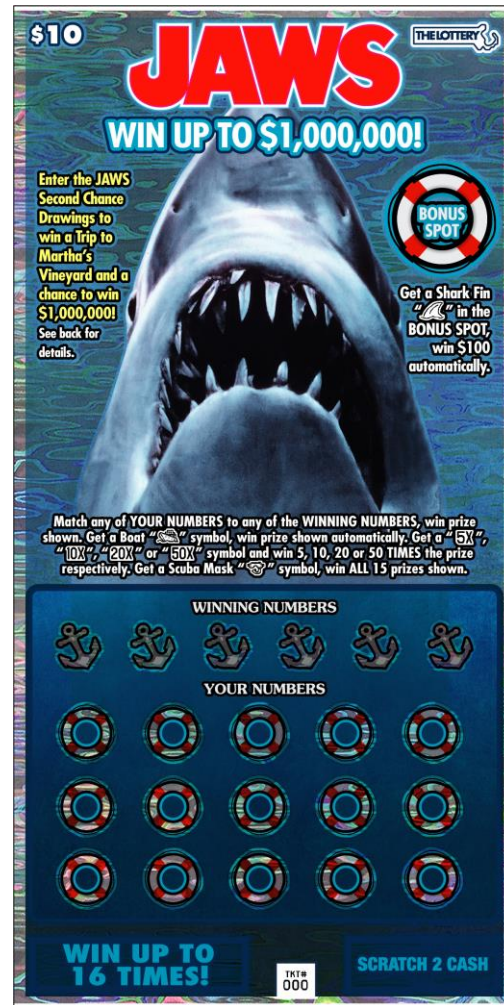


May 29, 1974
\$1 ticket



JAWS Instant Ticket Update

- Over 36% of inventory has been sold
- First of five Second Chance Drawings has been conducted – 6 trips to Martha's Vineyard awarded
- Entry deadline for Second Chance Drawing #2 is May 6
- Two \$1 million instant prizes have been claimed (tickets sold in Dorchester and Somerset)



Social Media – JAWS Launch



Video available at <https://www.youtube.com/watch?v=ZS9wKIG8HnM>

Boston/New England Regional Emmy® Award Nominations

The Lottery has been nominated for two
Boston/New England Regional Emmy® Awards:
Commercial (Dodgeball)
Editor – Short Form Content



This is the third straight year the Lottery has received multiple nominations. In 2022, the Lottery received its first Regional Emmy® Award.



*Content Production team leaders
Keith Macri and Geoff Filleti*

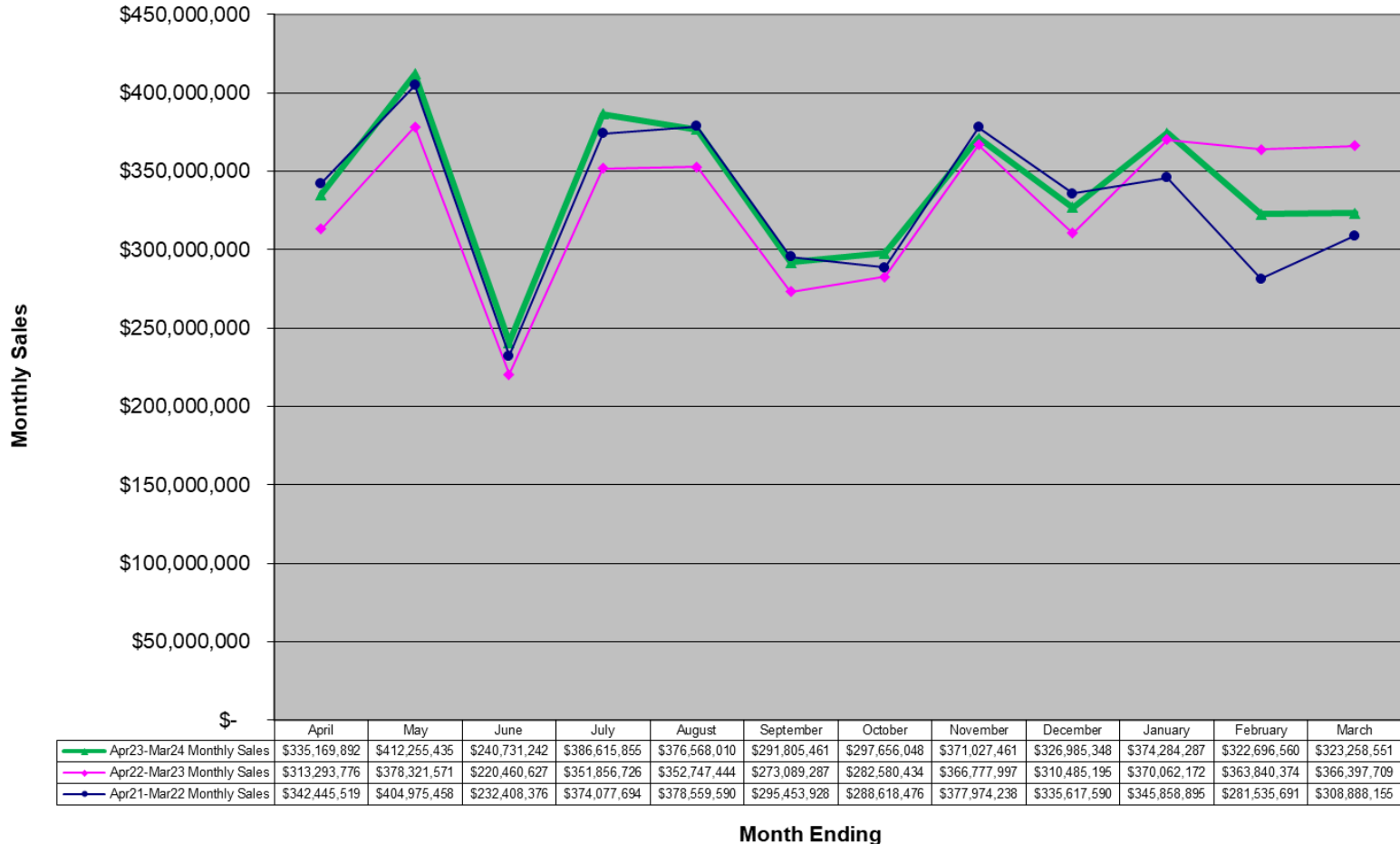
Environmental Impact of Mobile App

In celebration of Earth Day on April 22, here's a look at Mass Lottery app mobile cashing figures and how the app has made a measurable impact on the environment since the launch of this feature in September of 2021:

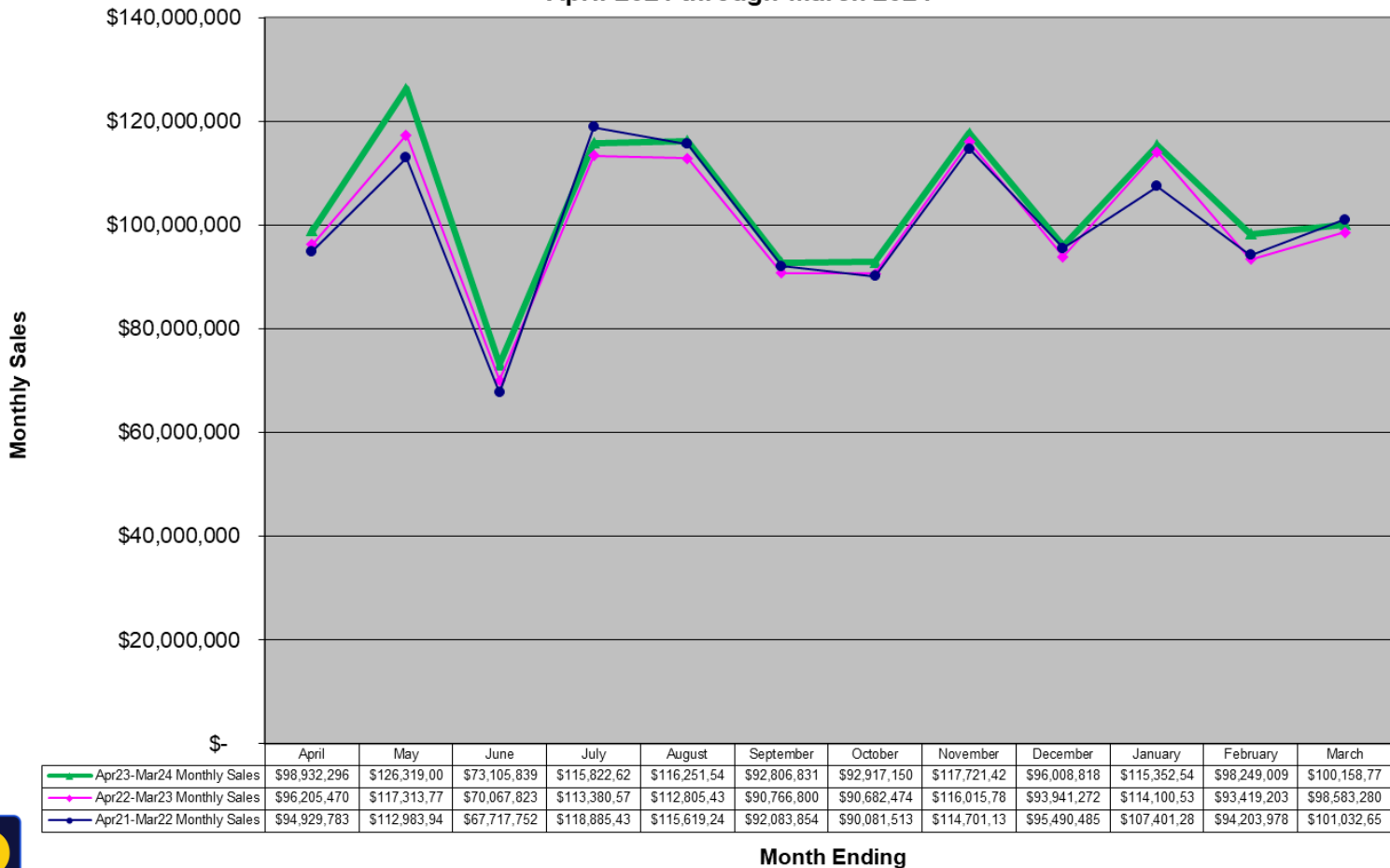
- Over 105,000 prize claims, totaling over \$140 million in prizes
- The elimination of vehicle trips to Lottery claim centers for these transactions has preserved an estimated 210,000 gallons of gas, resulting in an estimated carbon emissions reduction of over 4.1 million pounds
- Lottery winners have saved an estimated \$767,000 in gasoline costs
- Processing these claims electronically has also reduced the Lottery's production of paper checks
- Over 333,000 users have registered to use the mobile cashing and ticket scanning features



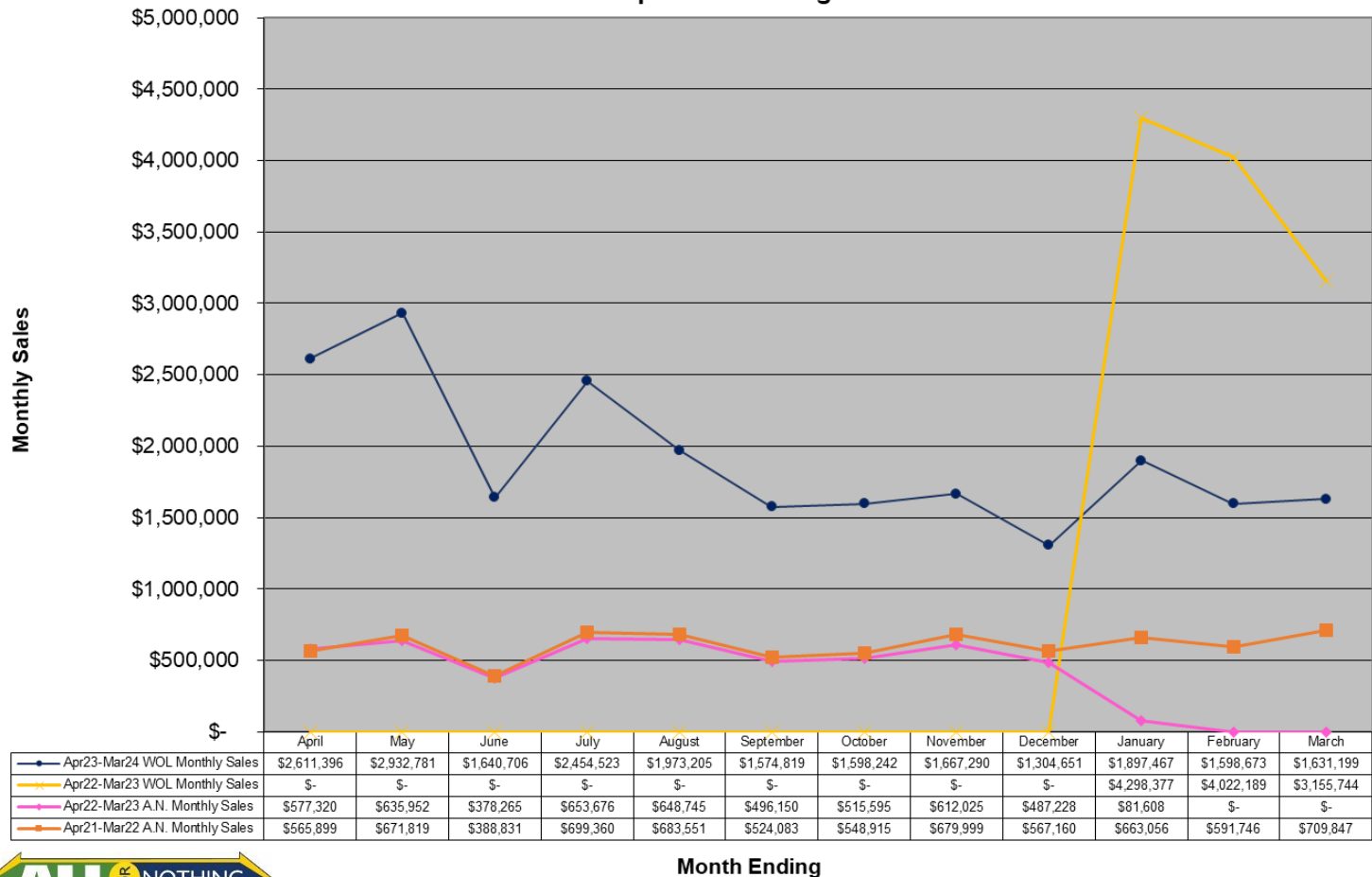
Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024



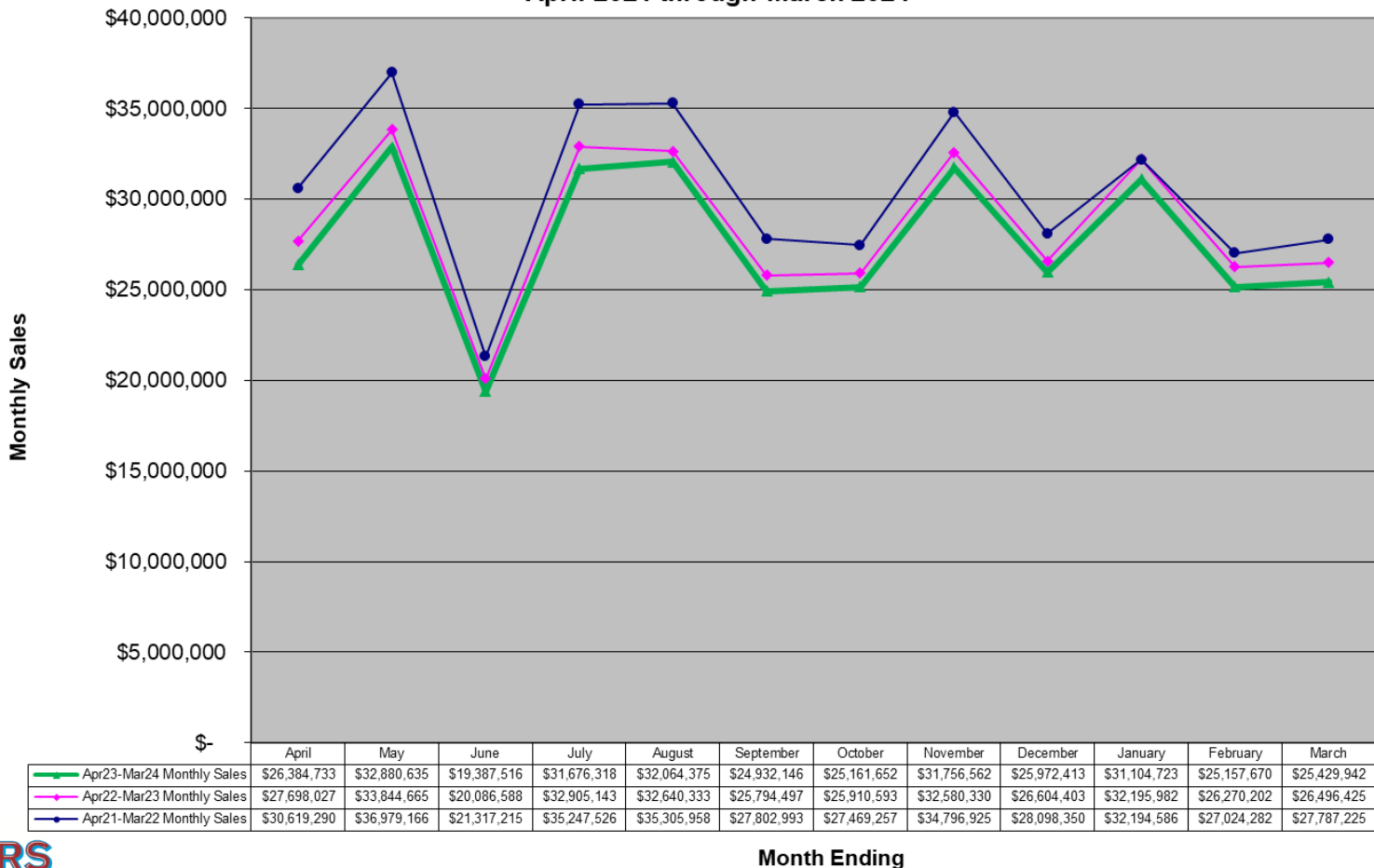
Keno Game Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024



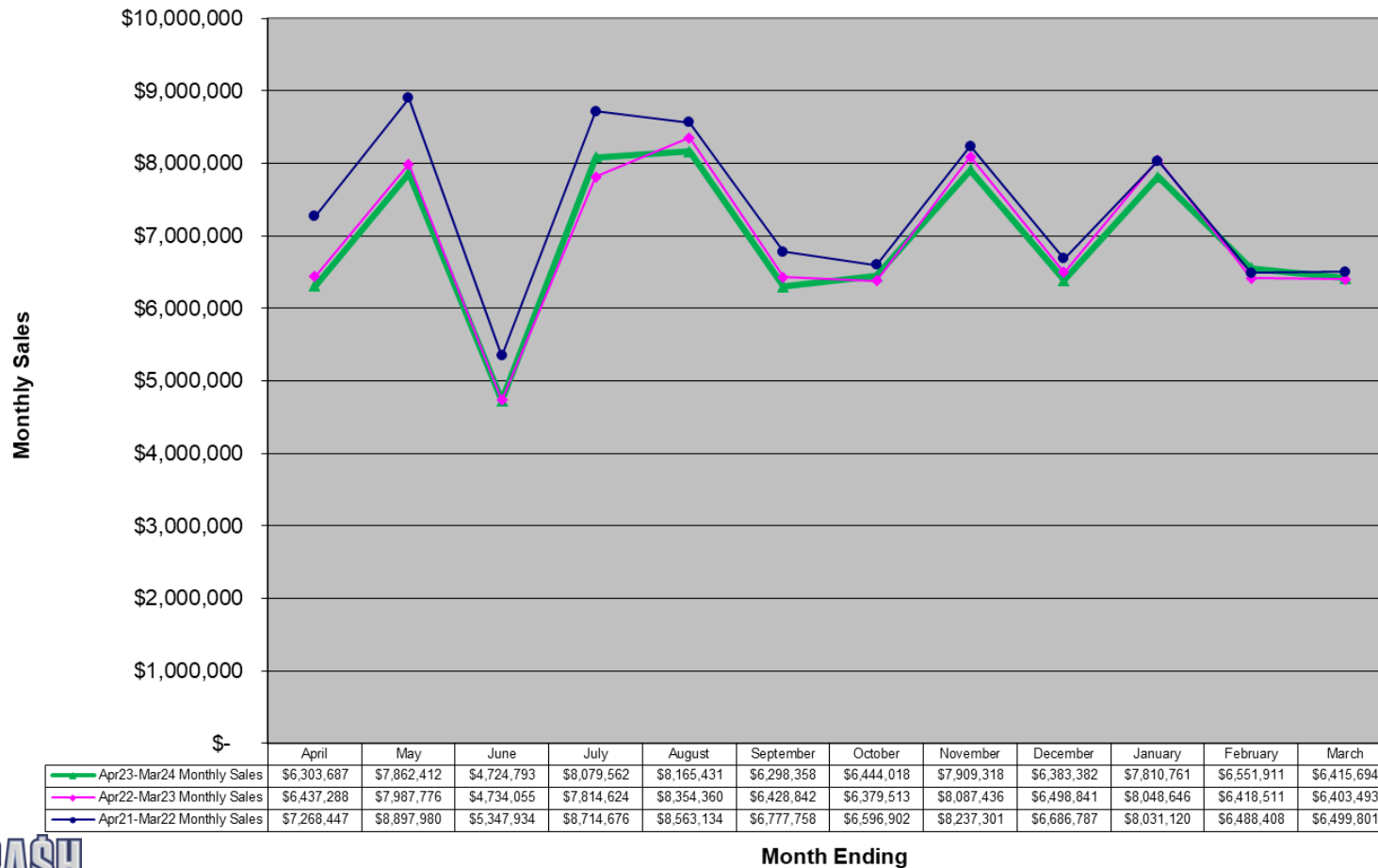
All or Nothing and Wheel of Luck Games Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024



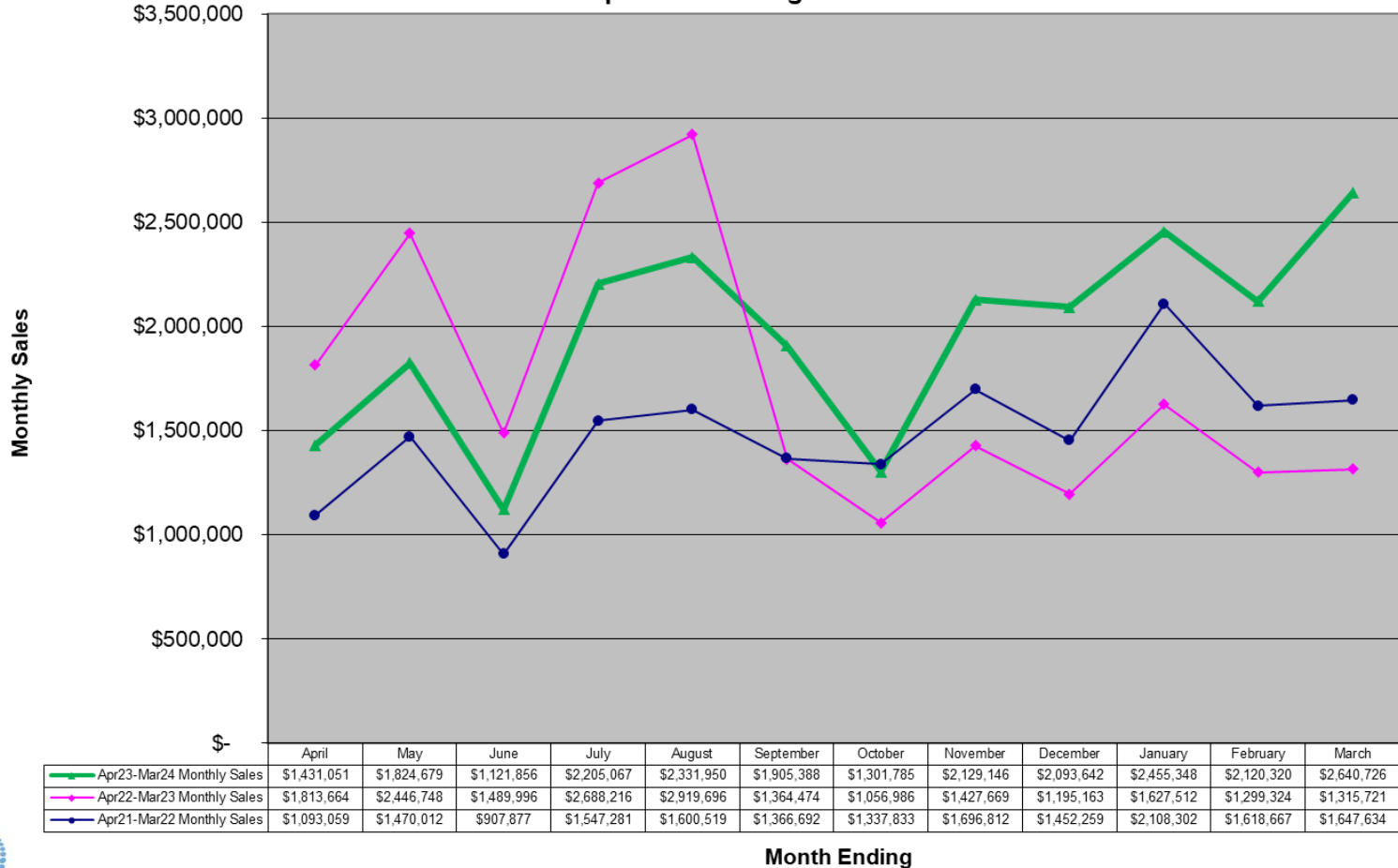
Numbers Game Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024



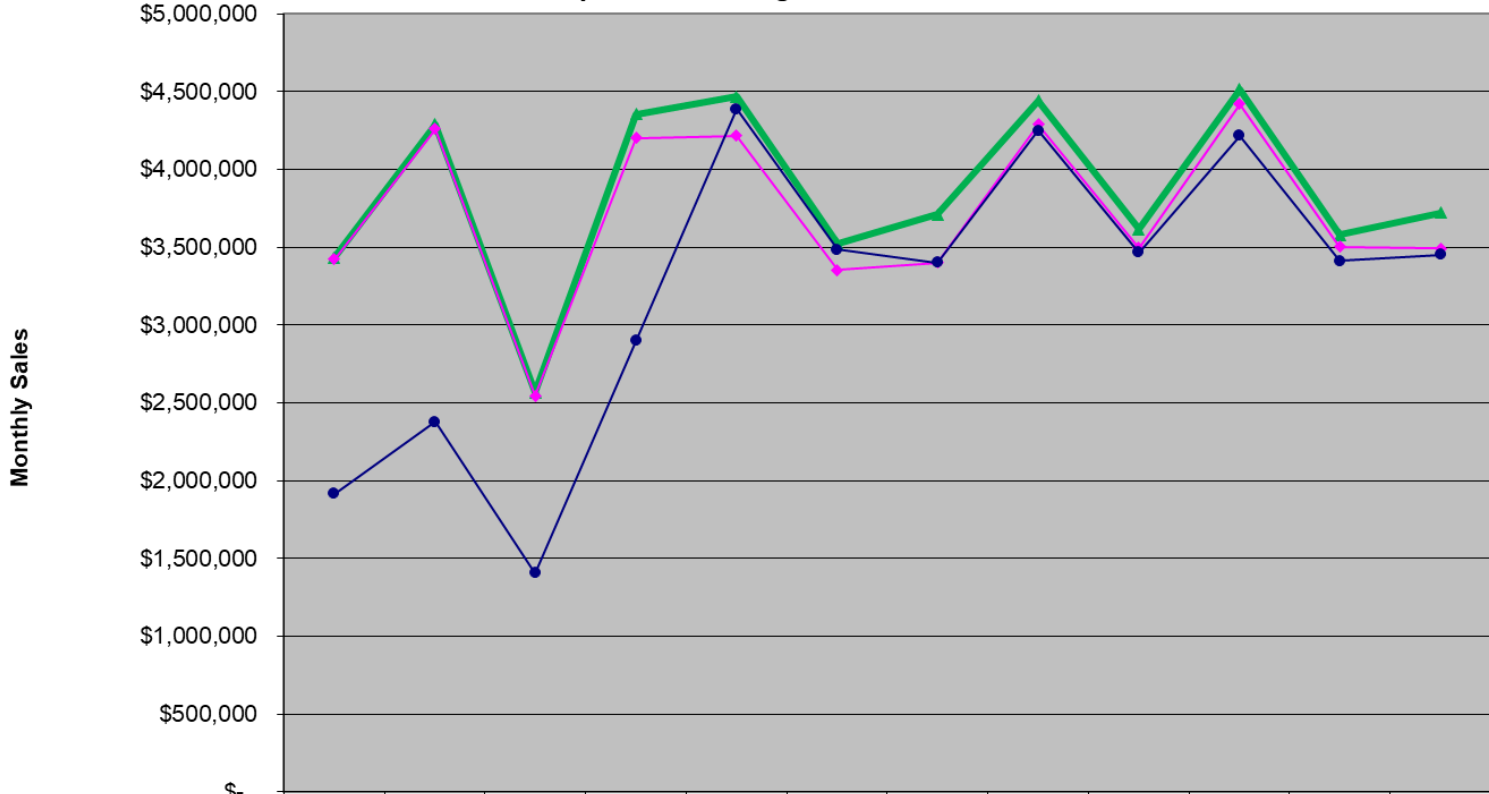
Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024



Megabucks Doubler Game Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024



Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024

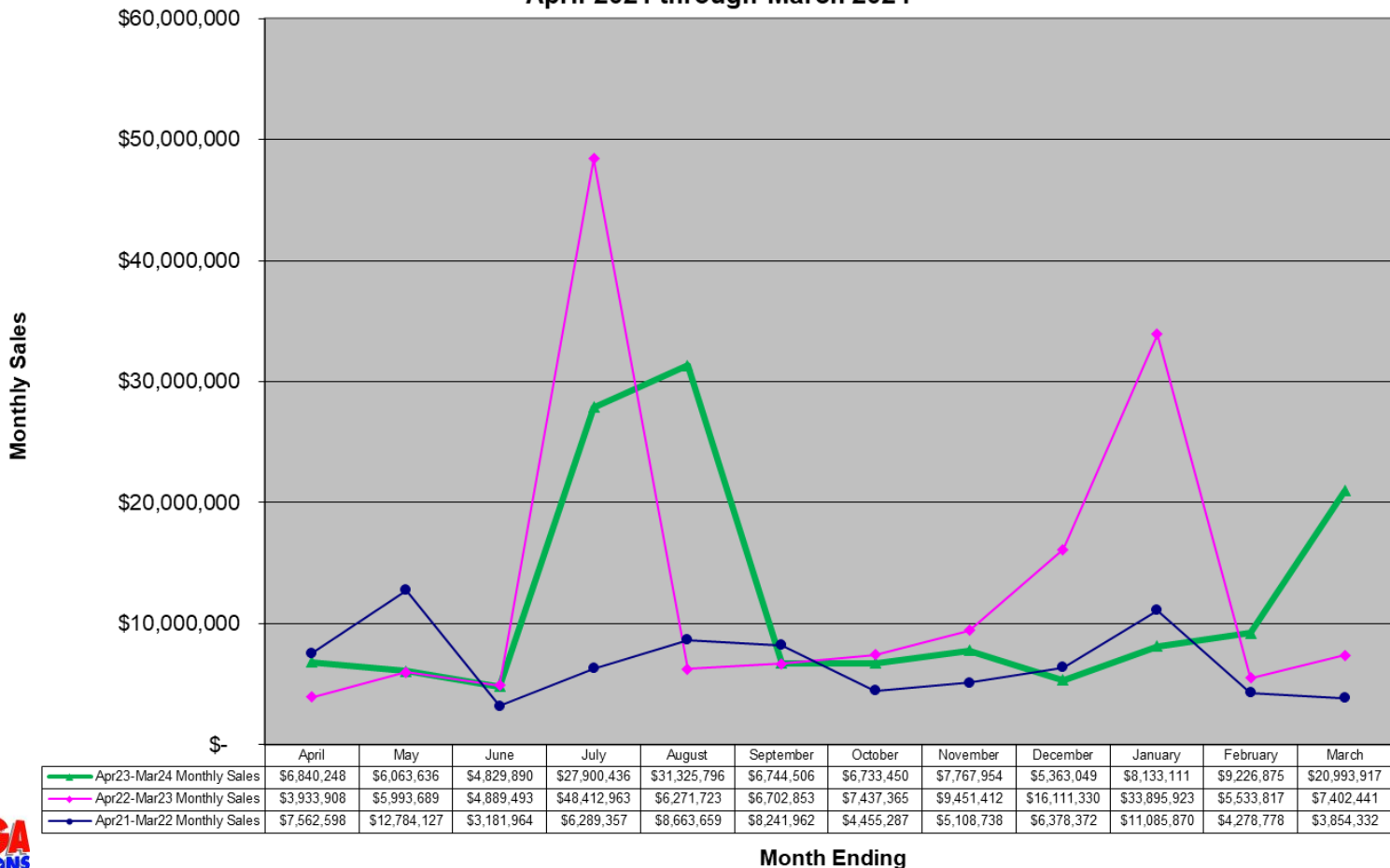


	April	May	June	July	August	September	October	November	December	January	February	March
Apr23-Mar24 Monthly Sales	\$3,433,024	\$4,287,198	\$2,565,656	\$4,354,306	\$4,468,028	\$3,523,486	\$3,708,656	\$4,440,908	\$3,614,836	\$4,514,702	\$3,580,764	\$3,721,402
Apr22-Mar23 Monthly Sales	\$3,422,886	\$4,260,418	\$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	\$3,493,526
Apr21-Mar22 Monthly Sales	\$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	\$3,452,016

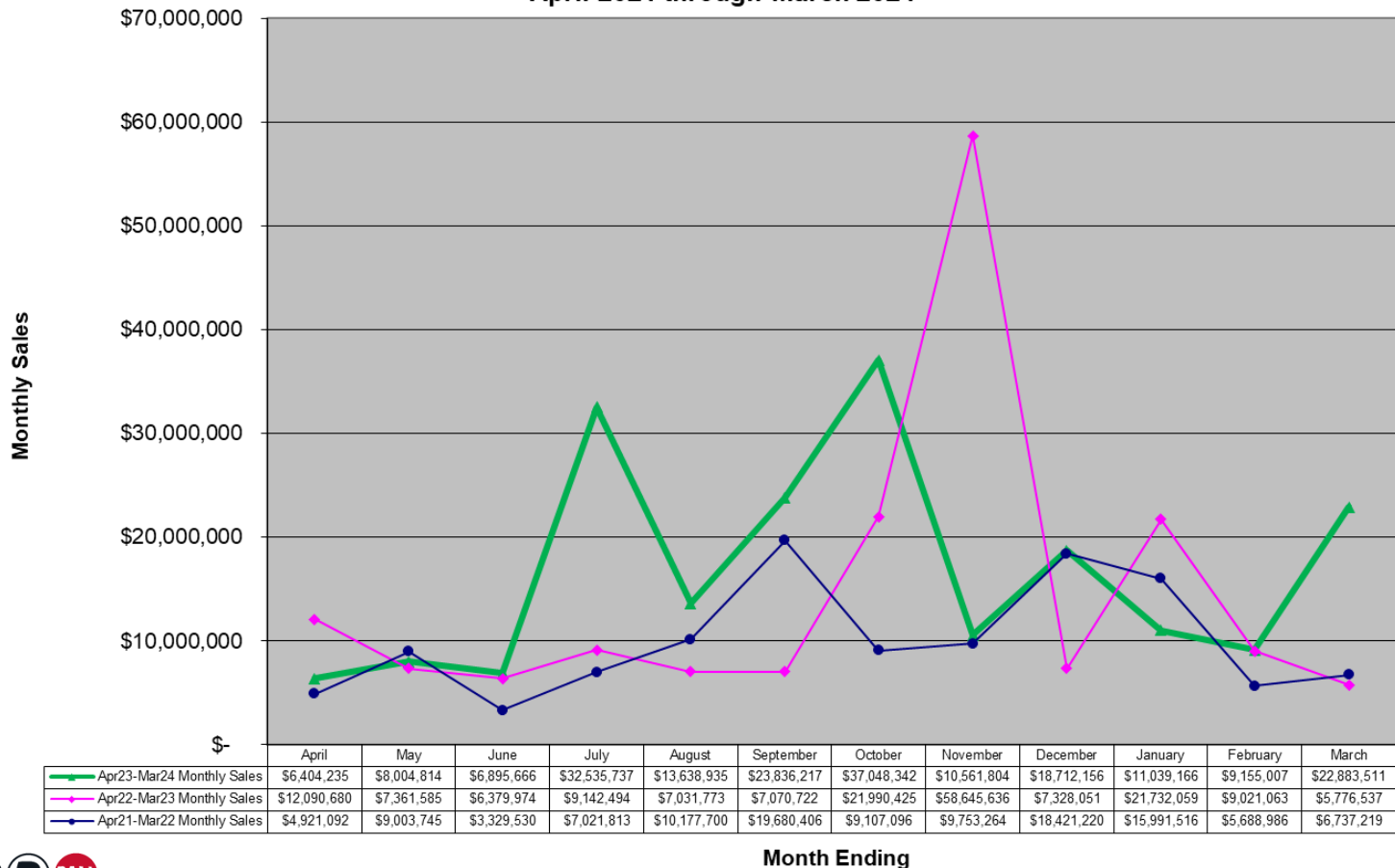
Month Ending



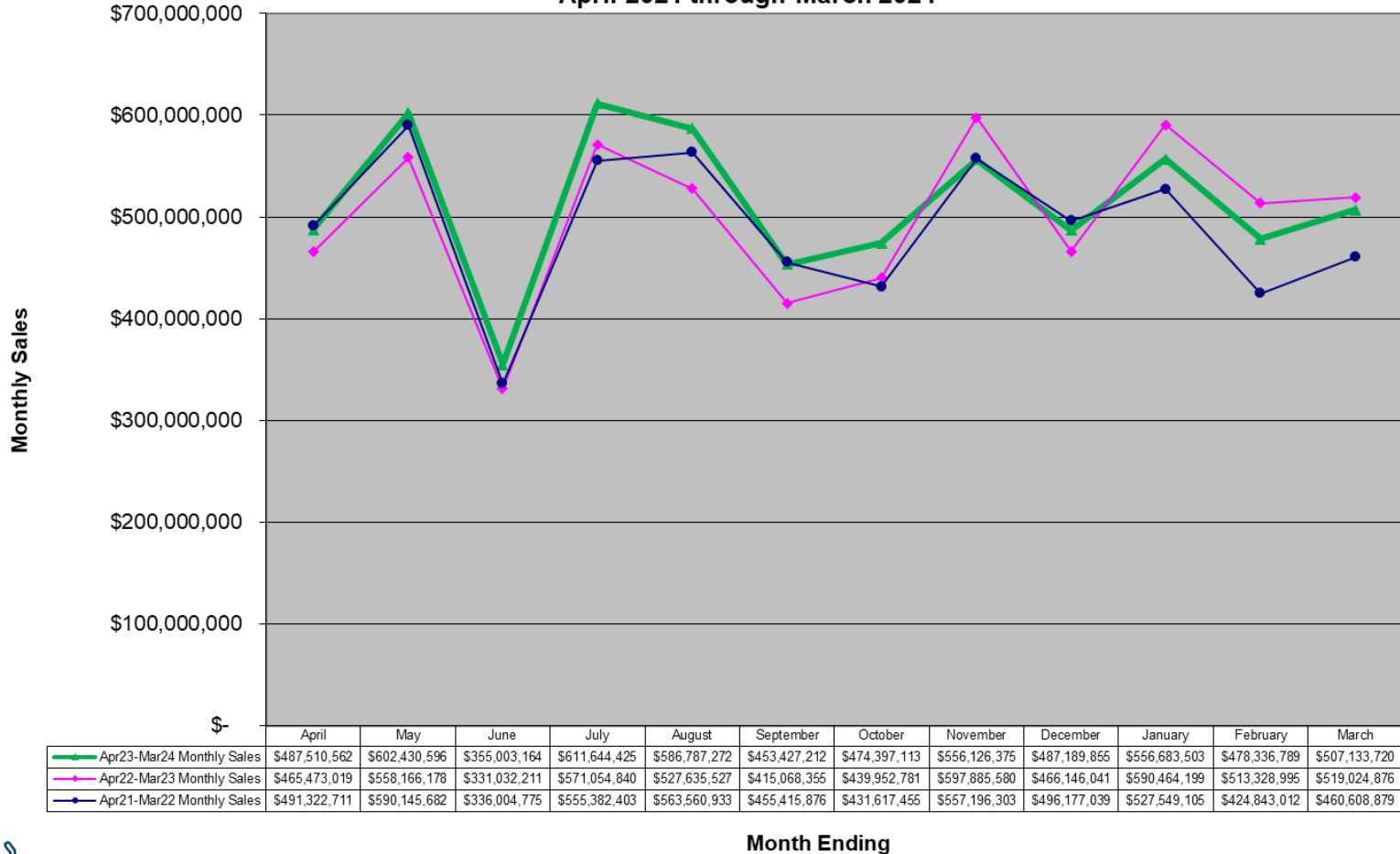
Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024



Powerball Game Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024



All Games Monthly Sales Unadjusted Non Fiscal Year April 2021 through March 2024



Monthly Net Profit April 2021 through March 2024 (Estimated Figure for March 2024)

