
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

March 26, 2024



Lottery Sales Update – February

Figures for the month of February 2024

- Overall unadjusted sales for February of 2024 were **down \$35.0 million** from February 2023.
- Estimated February 2024 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.
 - Due primarily to a \$41.1 million decrease in Instant Ticket sales compared to February of 2023 (launch of our first \$50 ticket):
 - Estimated net profit for February 2024 was \$101.4 million compared to \$95.3 million in February 2023, resulting in **an estimated \$6.1 million increase in net profit.**
 - Estimated prize payout for February 2024 was 71.43 percent, compared to 74.58 percent in February 2023.

Figures for Fiscal Year 2024

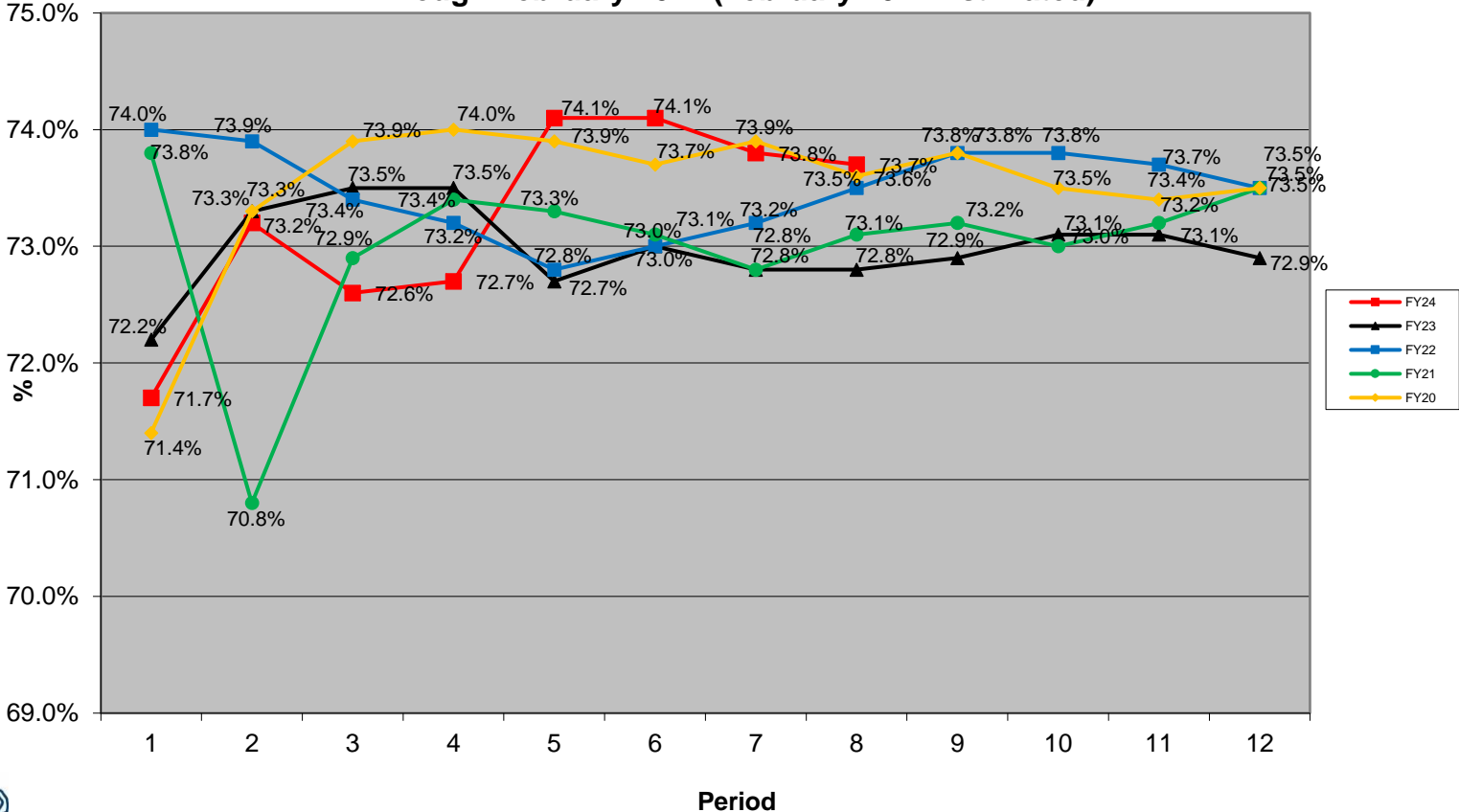
- Overall unadjusted sales for the first eight months of FY24 were **up \$83.1 million** from the first eight months of FY23.
- Our estimated FY24 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Due in part to a \$36.7 million increase in Instant Ticket grand prizes claimed in the first eight months of FY24 compared to the first eight months of FY23 (\$228.8 million vs. \$192.1 million):
 - Our estimated year-to-date net profit for the first eight months of FY24 is \$777.9 million compared to \$809.5 million for the first eight 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 eight months of FY24 vs. the first eight months of FY23 is **an estimated \$28.4 million decrease in net profit.**
 - Our estimated year-to-date prize payout for the first eight months of FY24 is 73.69 percent, compared to 72.83 percent for the first eight months of FY23.

February 2024 sales breakdown

- **Keno sales were up \$4.8 million, Mega Millions sales were up \$3.7 million** (high jackpot of \$563 million vs. \$145 million in February 2023), **Megabucks Doubler sales were up \$820,996** (addition of third weekly drawing and \$2 price point effective November 12, 2023), **Powerball sales were up \$133,944** (high jackpot of \$412 million on Feb. 28, 2024 vs. high jackpot of \$754.6 million on Feb. 6, 2023), **Mass Cash sales were up \$133,400**, and **Lucky for Life sales were up \$76,452.**
- Compared to February of 2023, **Instant Ticket sales were down \$41.1 million, Wheel of Luck sales were down \$2.4 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 February 2024 (February 2024 Estimated)



February Sales

MSLC Gross Sales Results

FEbruary FY24 vs. FY23 Unadjusted Non Fiscal Year

(\$ millions)

Through March 2, 2024

	FY24	% of Total	FY23	% of Total	\$ Change	% Change
Instant Tickets	\$322.7	67.5%	\$363.8	70.9%	-\$41.1	-11.3%
Numbers Game	\$25.2	5.3%	\$26.3	5.1%	-\$1.1	-4.2%
Mass Cash	\$6.6	1.4%	\$6.4	1.3%	\$0.1	2.1%
Megabucks	\$2.1	0.4%	\$1.3	0.3%	\$0.8	63.2%
Mega Millions	\$9.2	1.9%	\$5.5	1.1%	\$3.7	66.7%
Powerball	\$9.2	1.9%	\$9.0	1.8%	\$0.1	1.5%
Lucky for Life	\$3.6	0.7%	\$3.5	0.7%	\$0.1	2.2%
Keno	\$98.2	20.5%	\$93.4	18.2%	\$4.8	5.2%
Wheel of Luck	\$1.6	0.3%	\$4.0	0.8%	-\$2.4	-60.3%
Holiday Raffle	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%
Total	\$478.3	100.0%	\$513.3	100.0%	-\$35.0	-6.8%
Instant Tickets	\$322.7	67.5%	\$363.8	70.9%	-\$41.1	-11.3%
Draw Games	\$55.8	11.7%	\$52.0	10.1%	\$3.7	7.2%
Monitor Games	\$99.8	20.9%	\$97.4	19.0%	\$2.4	2.5%
Total	\$478.3	100.0%	\$513.3	100.0%	-\$35.0	-6.8%
Unadjusted	Month	2/4/24-3/2/24	Month	2/5/23-3/4/23		
		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 2, 2024							
	FY24	% of Total	FY23	% of Total	\$ Change	% Change	
Instant Tickets	\$2,747.6	65.3%	\$2,671.4	64.8%	\$76.2	2.9%	
Numbers Game	\$227.8	5.4%	\$234.9	5.7%	-\$7.1	-3.0%	
Mass Cash	\$57.6	1.4%	\$58.0	1.4%	-\$0.4	-0.7%	
Megabucks	\$16.5	0.4%	\$13.6	0.3%	\$3.0	21.8%	
Mega Millions	\$103.2	2.5%	\$133.8	3.2%	-\$30.6	-22.9%	
Powerball	\$156.5	3.7%	\$142.0	3.4%	\$14.6	10.3%	
Lucky for Life	\$32.2	0.8%	\$30.9	0.7%	\$1.3	4.3%	
Keno	\$845.1	20.1%	\$825.1	20.0%	\$20.0	2.4%	
All or Nothing	\$0.0	0.0%	\$3.5	0.1%	-\$3.5	-100.0%	
Wheel of Luck	\$14.1	0.3%	\$8.3	0.2%	\$5.75	69.1%	
Holiday Raffle	\$3.8	0.1%	\$0.0	0.0%	\$3.8	100.0%	
Total	\$4,204.6	100.0%	\$4,121.5	100.0%	\$83.1	2.0%	
Instant Tickets	\$2,747.6	65.3%	\$2,671.4	64.8%	\$76.2	2.9%	
Draw Games	\$597.8	14.2%	\$613.2	14.9%	-\$15.4	-2.5%	
Monitor Games	\$859.2	20.4%	\$836.9	20.3%	\$22.3	2.7%	
Total	\$4,204.6	100.0%	\$4,121.5	100.0%	\$83.1	2.0%	
Unadjusted	Year	6/25/23-3/2/24	Year	6/26/22-3/4/23			
		36 weeks		36 weeks			
		252 days		252 days			

JAWS Instant Ticket Launches Today!

First U.S. lottery to launch a JAWS instant ticket

Win up to \$1 million instantly

Second Chance Prizes:
Trips for two to Martha's Vineyard and a chance to win \$1,000,000



Launch events at
Headquarters,
Braintree, Lawrence,
West Springfield and
Worcester

West Springfield

JAWS Instant Ticket Launches Today!



West Springfield

Fishin' for Quic Pics

April 11 – May 12

Spend \$4 or more on any draw or monitor game ticket, and you could win a free Quic Pic ticket.

On average, a free Quic Pic will be awarded for every 4.5 tickets sold at \$4 or more.



Fishin'
for **Quic**
Pics

Fishin' for Quic Pics

April 11 – May 12

Spend \$4 or more on any draw or monitor game ticket, and you could win a free Quic Pic ticket.

On average, a free Quic Pic will be awarded for every 4.5 tickets sold at \$4 or more.



April 16 Instant Ticket Launch



\$100,000 Power Shot

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



\$1,000,000 Stacks of Cash

Price Point: \$5
 Top Prize: \$1,000,000
 Quantity: 12,096,000

\$4,000,000 Lion's Share

Price Point: \$10
 Top Prize: \$4,000,000
 Quantity: 12,096,000



April 16 Instant Ticket Launch – POS

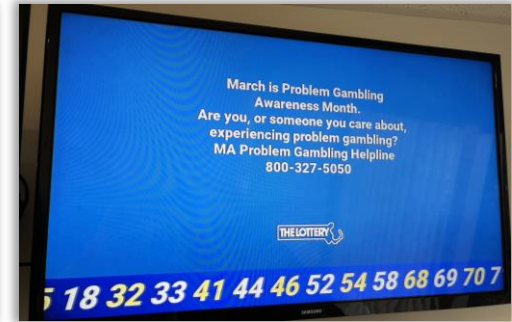
8.5" x 11" Poster



March is Problem Gambling Awareness Month

Mass Lottery participation includes:

- Providing Mass DPH's Office of Problem Gambling Services with radio inventory (over 1,600 spots) valued at over \$200,000. 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
- Required training video for Lottery employees
- Draw game ticket messaging
- Social media posts



Social Media

March is Problem Gambling Awareness Month



Massachusetts State Lottery

Posted by Hootsuite
Mar 1 · 🌐

The Mass Lottery is joining the Massachusetts Department of Health, lotteries and health agencies across the country, healthcare organizations and providers, and other interested groups in participating in Problem Gambling Awareness Month.

Learn more at <https://ow.ly/QR4U50QKbJG>.



Massachusetts State Lottery

Posted by Hootsuite
2d · 🌐

Ready to talk?

- I need help.
- My relative needs help.
- My friend needs help.

Get the help you need and deserve 📞
800-327-5050 📄 <https://gamblinghelpline.org>

The Mass Lottery is joining the Massachusetts Department of Health, lotteries and health agencies across the country, healthcare organizations and providers, and other interested groups in participating in Problem Gambling Awareness Month.
#PGAM Massachusetts Department of Public Health



Worried about your gambling?
Help is on the line.

800-327-5050



March 19



Massachusetts State Lottery

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36m · 🌐

As part of our Problem Gambling Awareness Month campaign, we are visiting Lottery claim centers and sharing local resources with visitors.

Learn more about problem gambling >
<https://gamblinghelpline.org>

#PGAM Massachusetts Department of Public Health



PROBLEM GAMBLING AWARENESS MONTH

→ EVERY STORY MATTERS



The MA Problem Gambling

Helpline

800-327-5050

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



March 22



Massachusetts State Lottery

Posted by Hootsuite
1d · 🌐

The Mass Lottery is joining the Massachusetts Department of Health, lotteries and health agencies across the country, healthcare organizations and providers, and other interested groups in participating in Problem Gambling Awareness Month.
#PGAM

Learn more > <https://gamblinghelpline.org/>
Massachusetts Department of Public Health



Worried about your gambling?
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March 24

March 1



Bruins Alumni Keno Commercial (:30)

As part of a partnership with the Boston Bruins Alumni Association, our production team conceived and created :30 and :15 TV spots that feature four Bruins alumni.



Bruins Alumni Keno Commercial (:15)

As part of a partnership with the Boston Bruins Alumni Association, our production team conceived and created :30 and :15 TV spots that feature four Bruins alumni.



**SOME NIGHTS
ARE LEGENDARY**

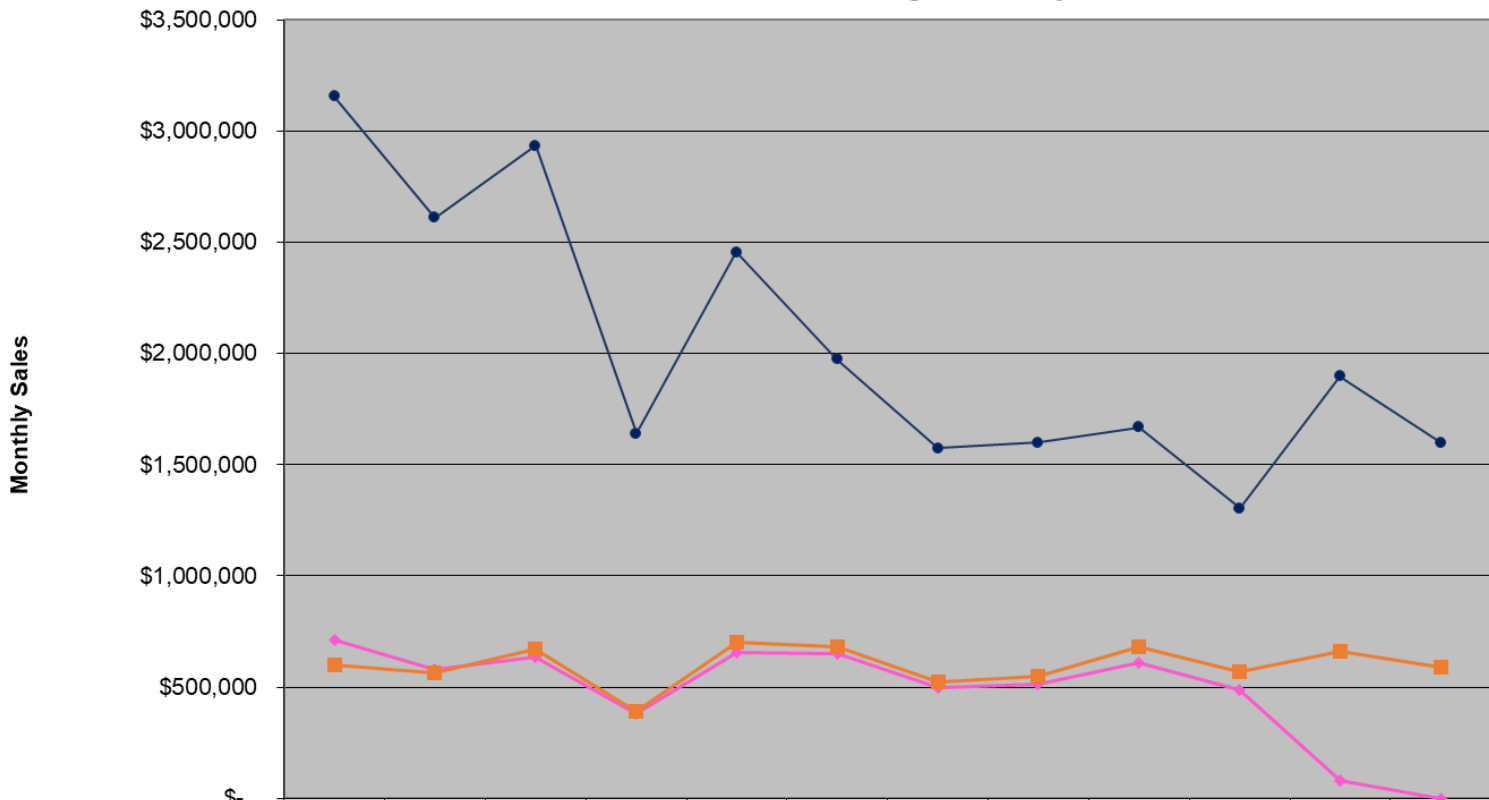
Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year March 2021 through February 2024



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



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

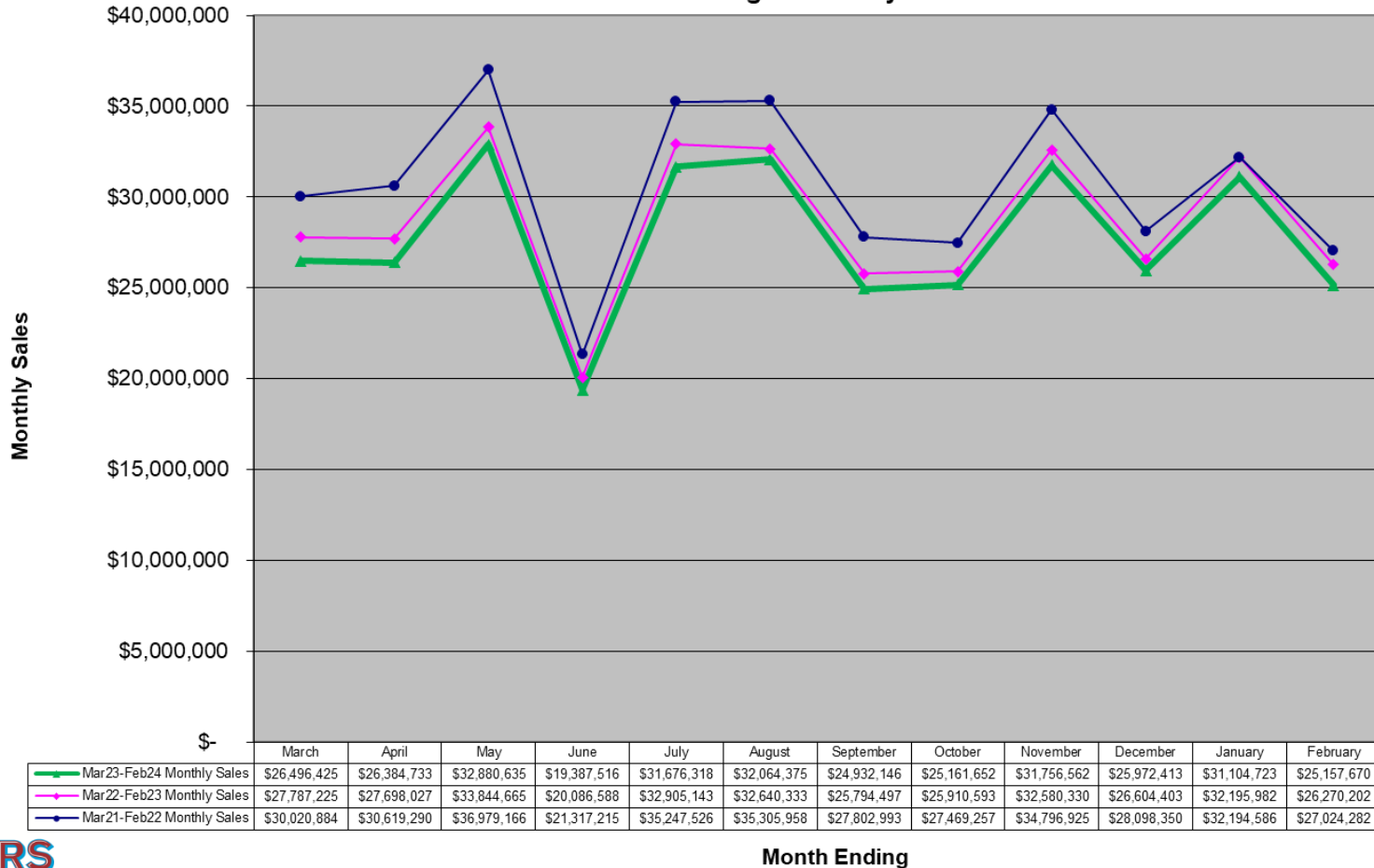


	March	April	May	June	July	August	September	October	November	December	January	February
Mar22-Feb23 A.N. Monthly Sales	\$709,847	\$577,320	\$635,952	\$378,265	\$653,676	\$648,745	\$496,150	\$515,595	\$612,025	\$487,228	\$81,608	\$-
Mar21-Feb22 A.N. Monthly Sales	\$600,212	\$565,899	\$671,819	\$388,831	\$699,360	\$683,551	\$524,083	\$548,915	\$679,999	\$567,160	\$663,056	\$591,746
Mar23-Feb24 WOL Monthly Sales	\$3,155,744	\$2,611,396	\$2,932,781	\$1,640,706	\$2,454,523	\$1,973,205	\$1,574,819	\$1,598,242	\$1,667,290	\$1,304,651	\$1,897,467	\$1,598,673

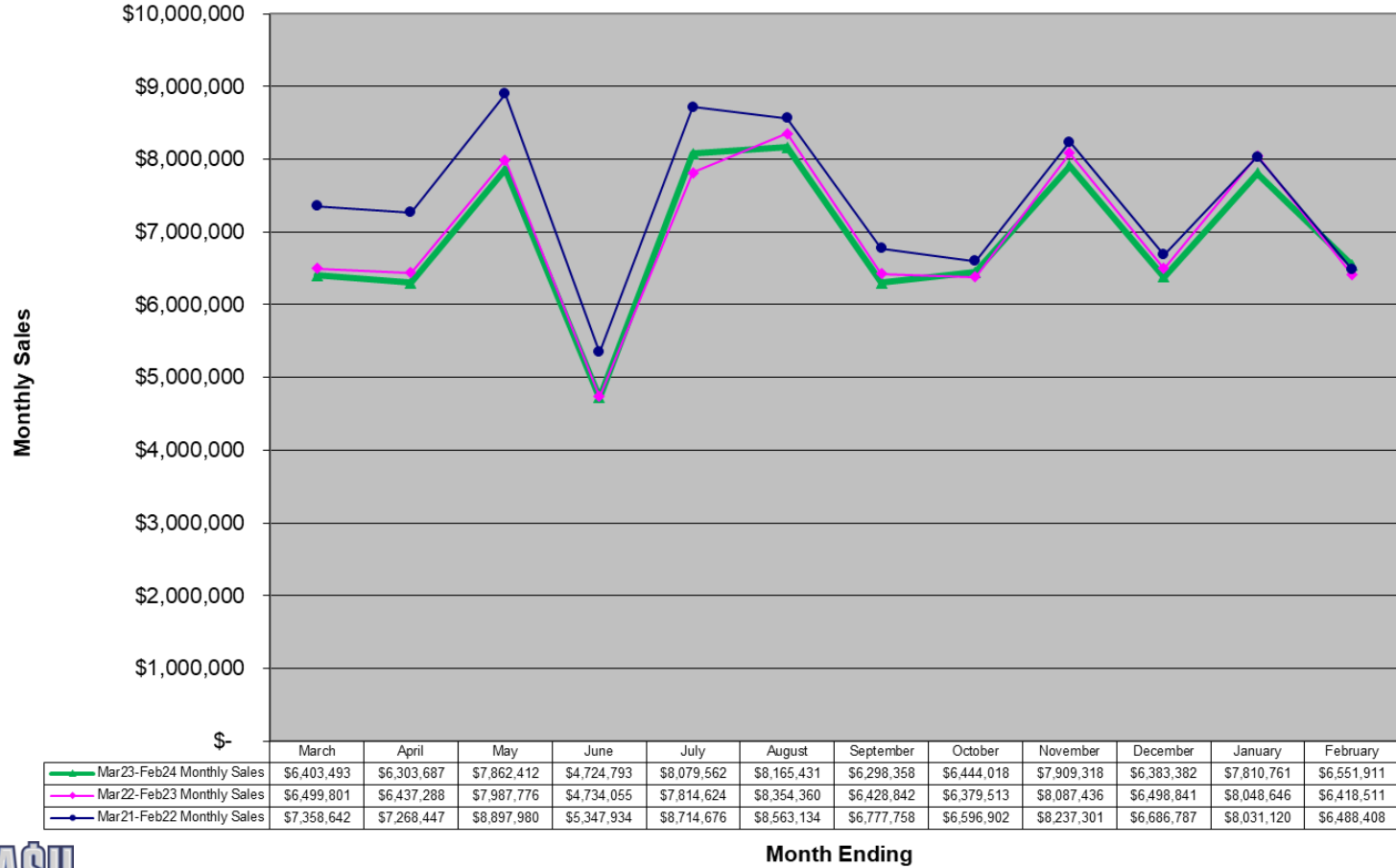


Month Ending

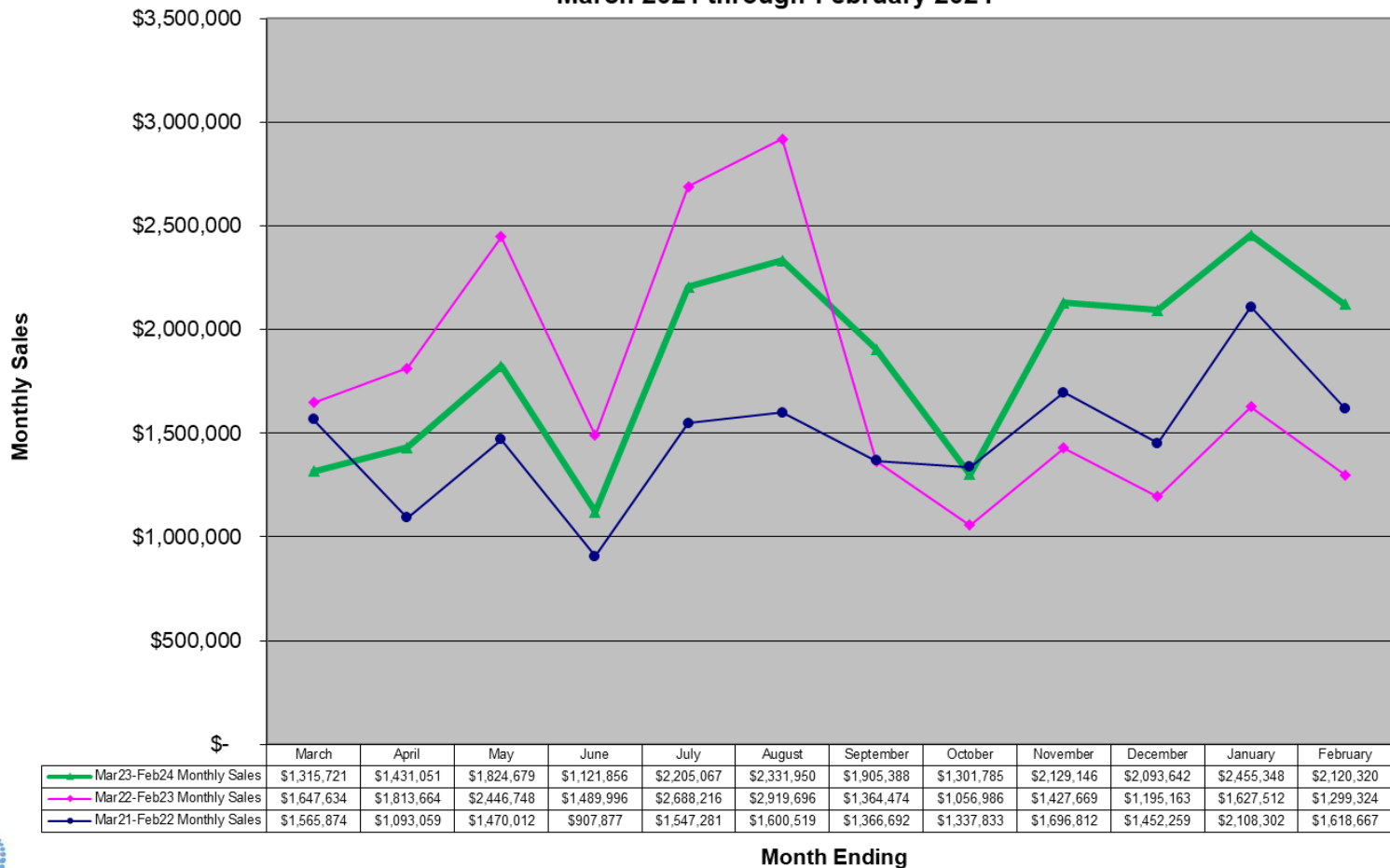
Numbers Game Monthly Sales Unadjusted Non Fiscal Year March 2021 through February 2024



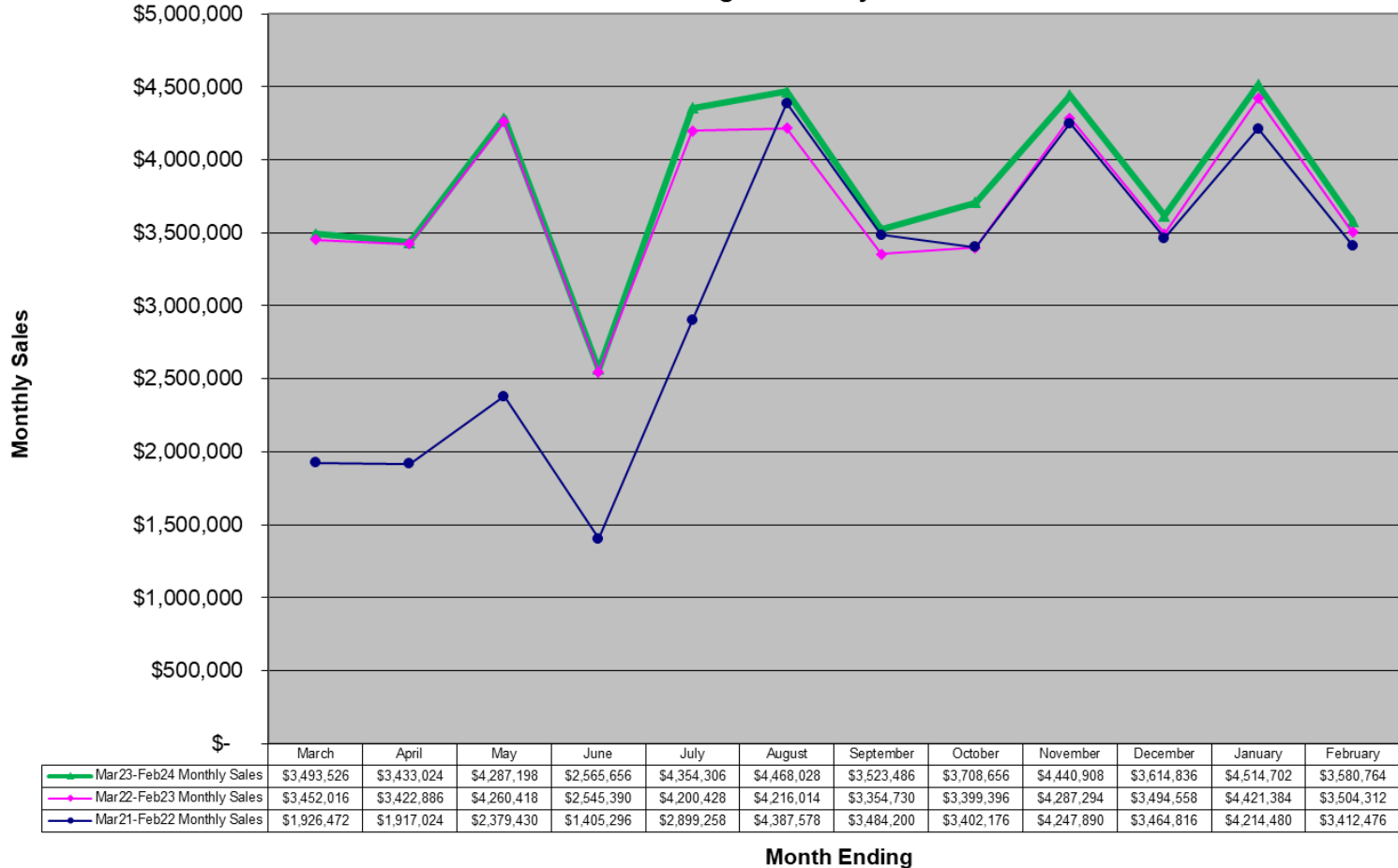
Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year March 2021 through February 2024



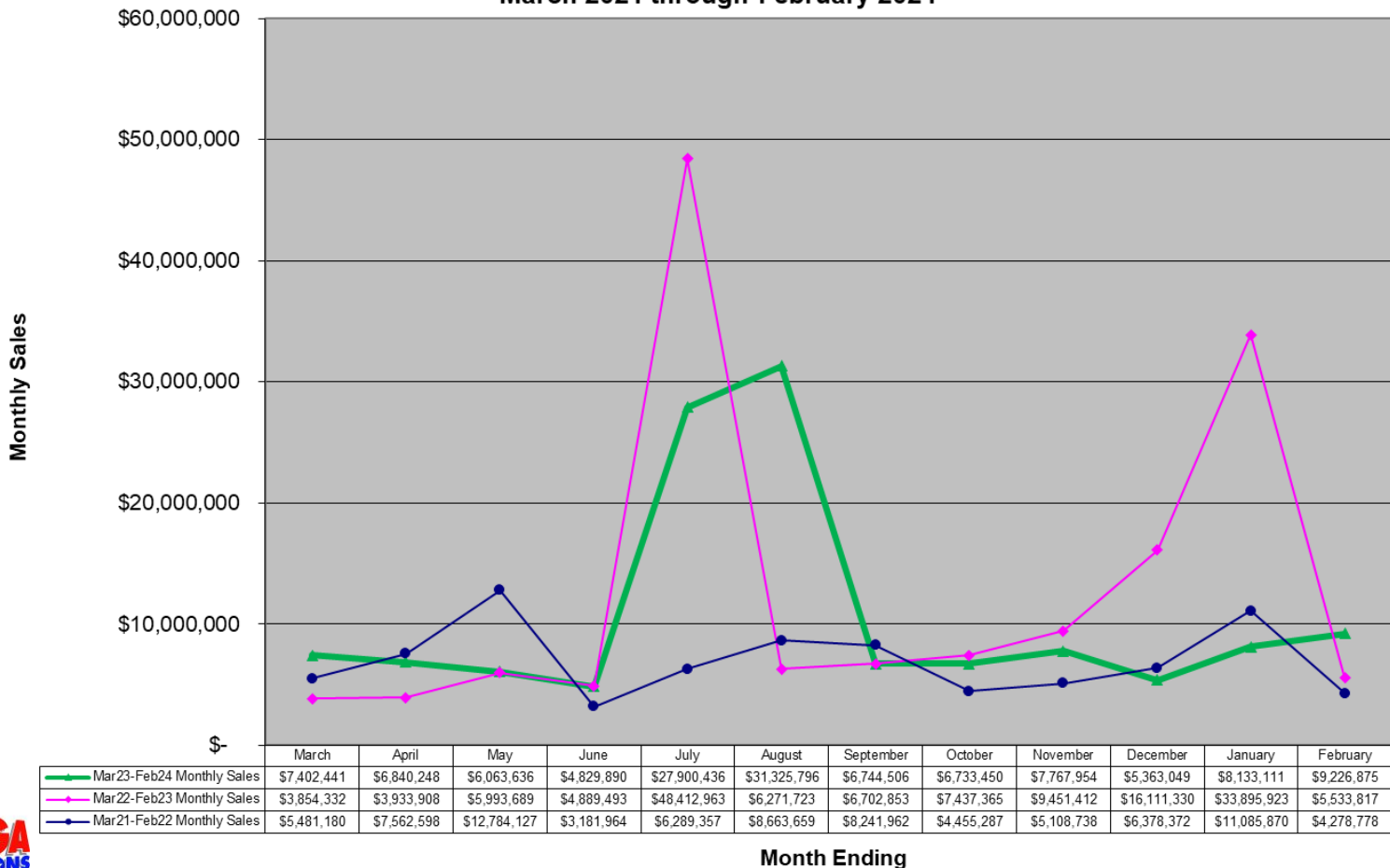
Megabucks Doubler Game Monthly Sales Unadjusted Non Fiscal Year March 2021 through February 2024



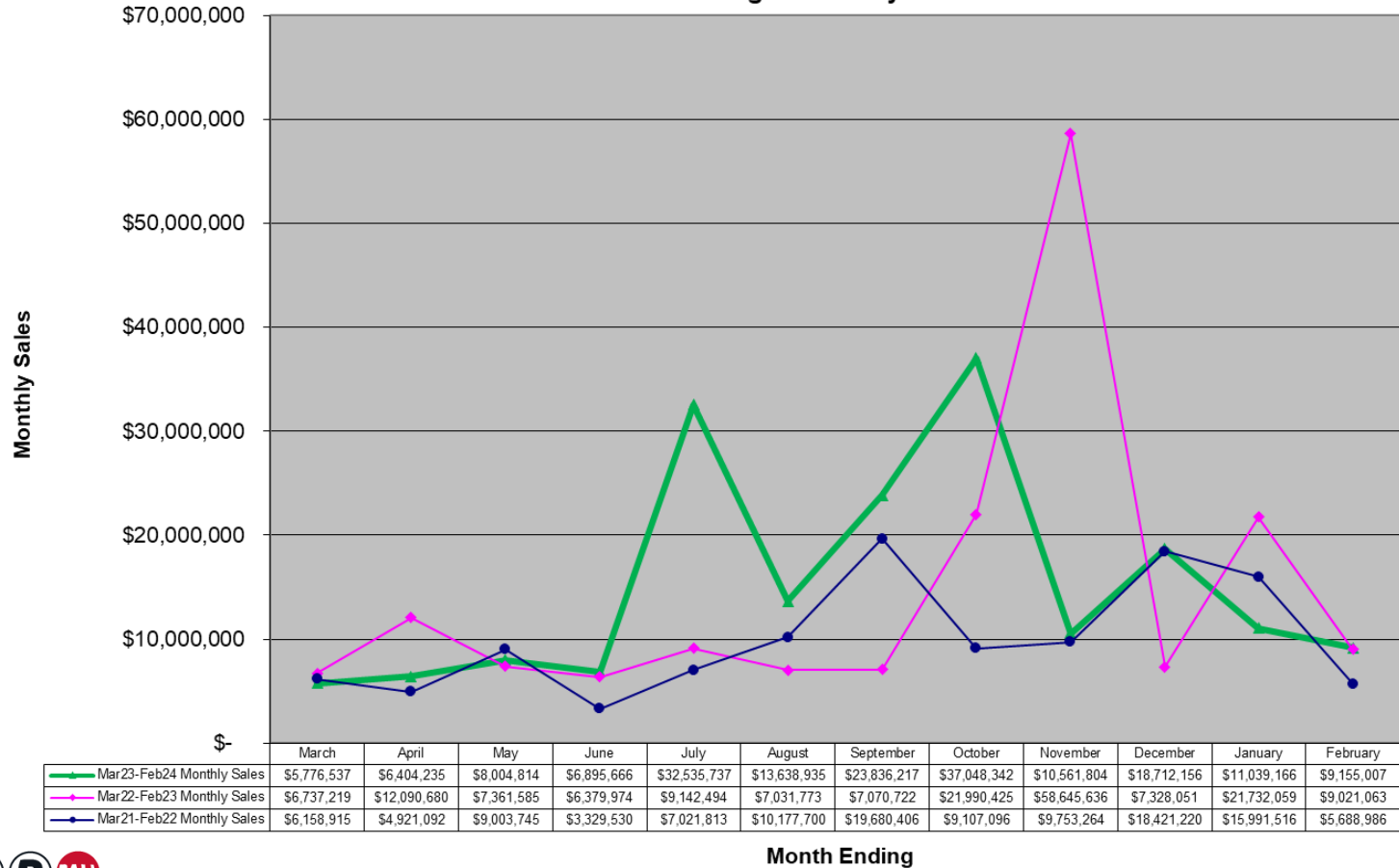
Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year March 2021 through February 2024



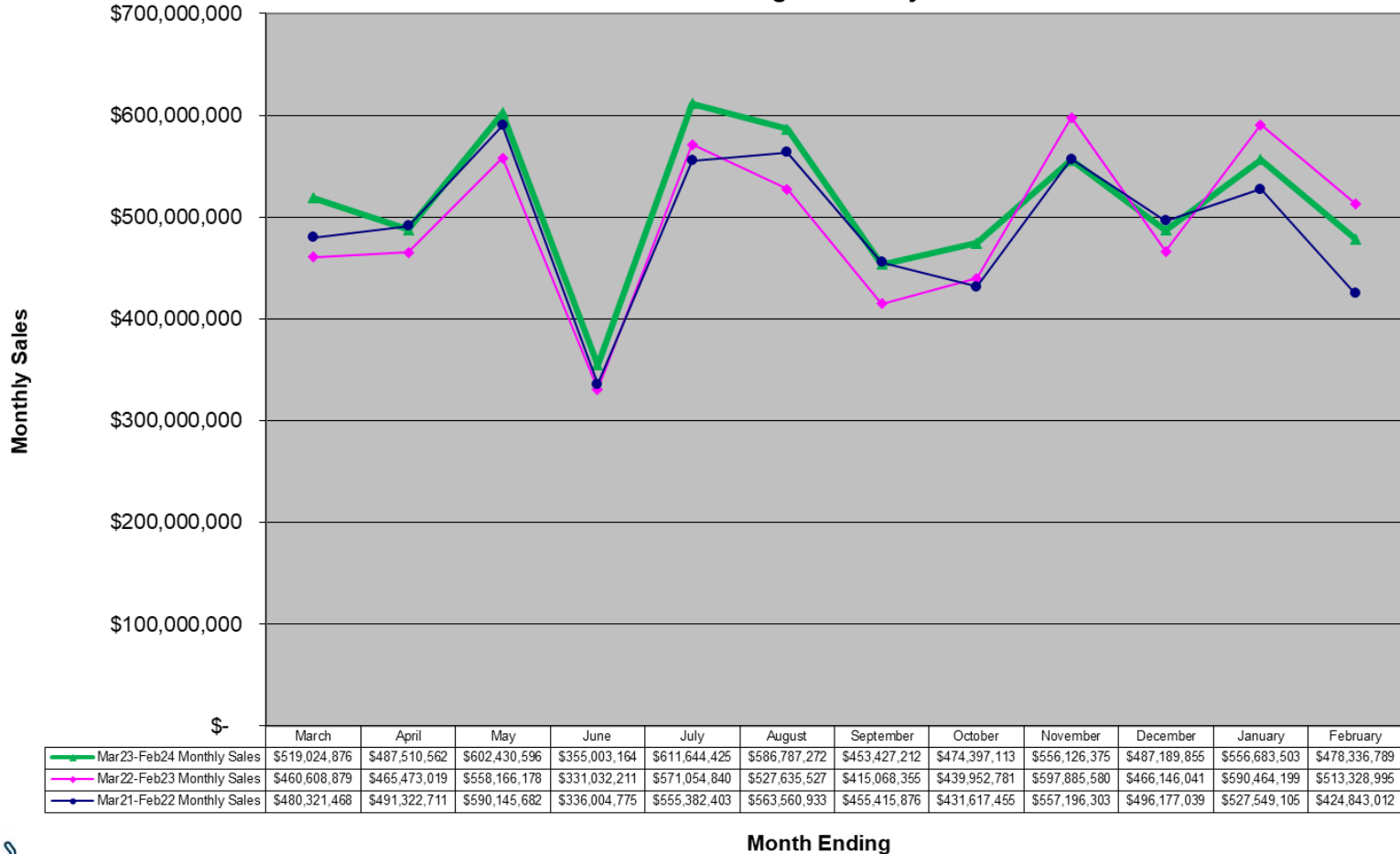
Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year March 2021 through February 2024



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



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



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

