
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

April 29, 2025



Lottery Sales Update – March

Figures for the month of March 2025

- Overall unadjusted sales for March of 2025 were **down \$44.8 million** from March 2024.
- Estimated March 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 **\$19.5 million decrease** in Instant Ticket sales in March 2025 compared to March 2024 and an \$11 million increase in Instant Ticket grand prizes claimed in March 2025 compared to March 2024 (\$33 million vs. \$22 million):
 - Estimated net profit for March 2025 was \$70.1 million compared to \$105.8 million in March 2024, resulting in an **estimated \$35.7 million decrease in net profit.**
 - Estimated prize payout for March 2025 was 76.22 percent, compared to 71.84 percent in March 2024.

Figures for Fiscal Year 2025

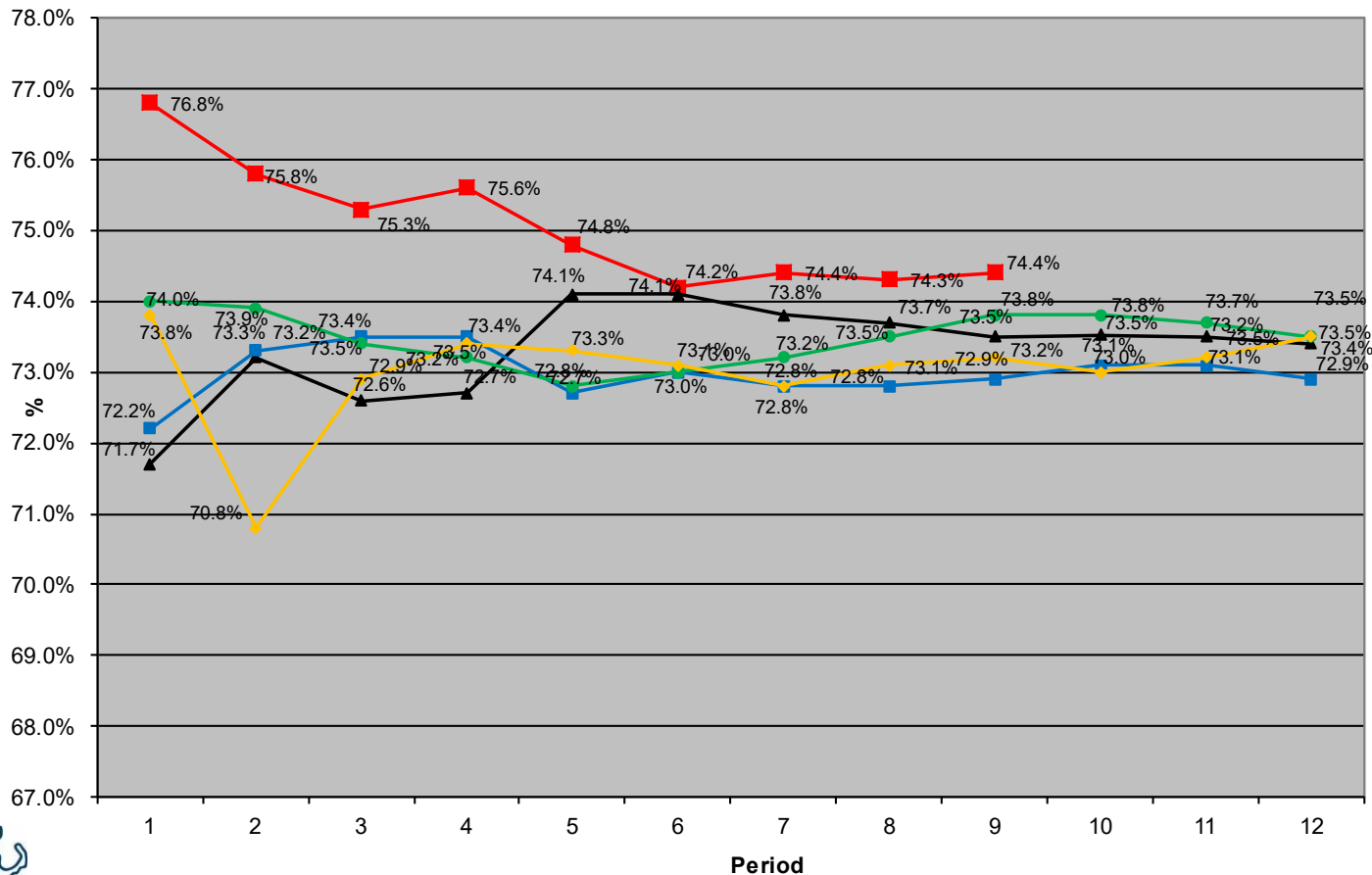
- Overall unadjusted sales for the first nine months of FY25 were **down \$149.6 million** from the first nine months of FY24.
- Our estimated FY25 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Due in part to a **\$104.5 million decrease** in sales of Powerball and a \$35.9 million decrease in Instant Ticket sales in the first nine months of FY25 compared to the first nine months of FY24:
 - Our estimated year-to-date net profit for the first nine months of FY25 is \$797.9 million compared to \$882.5 million for the first nine 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 nine months of FY25 vs. the first nine months of FY24 is an **estimated \$78.7 million decrease in net profit.**
 - Our estimated year-to-date prize payout for the first nine months of FY25 is 74.39 percent, compared to 73.52 percent for the first nine months of FY24.

March 2025 sales breakdown

- Compared to March of 2024, Keno sales were **up \$3.6 million**, and Lucky for Life sales were **up \$67,300.**
- Compared to March of 2024, **Instant Ticket** sales were **down \$19.5 million**, **Mega Millions** sales were **down \$15.0 million** (high jackpot of \$344 million compared to \$1.13 billion in March 2024), **Powerball** sales were **down \$12.4 million** (high jackpot of \$526.5 million compared to \$951.1 million in March 2024), **Megabucks** sales were **down \$840,210** (high jackpot of \$1.3 million compared to \$3.9 million in March 2024), **Wheel of Luck** sales were **down \$258,010**, **Mass Cash** sales were **down \$220,742**, and **Numbers Game** sales were **down \$194,271.**

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

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



March Sales

MSLC Gross Sales Results								
MARCH FY25 vs. FY24 Unadjusted Non Fiscal Year								
(\$ millions)								
Through March 29, 2025								
		FY25	% of Total		FY24	% of Total	\$ Change	% Change
Instant Tickets		\$303.8	65.7%		\$323.3	63.7%	-\$19.5	-6.0%
Numbers Game		\$25.2	5.5%		\$25.4	5.0%	-\$0.2	-0.8%
Mass Cash		\$6.2	1.3%		\$6.4	1.3%	-\$0.2	-3.4%
Megabucks		\$1.8	0.4%		\$2.6	0.5%	-\$0.8	-31.8%
Mega Millions		\$6.0	1.3%		\$21.0	4.1%	-\$15.0	-71.4%
Powerball		\$10.5	2.3%		\$22.9	4.5%	-\$12.4	-54.3%
Lucky for Life		\$3.8	0.8%		\$3.7	0.7%	\$0.1	1.8%
Keno		\$103.8	22.4%		\$100.2	19.8%	\$3.6	3.6%
Wheel of Luck		\$1.4	0.3%		\$1.6	0.3%	-\$0.3	-15.8%
Total		\$462.4	100.0%		\$507.1	100.0%	-\$44.8	-8.8%
Instant Tickets		\$303.8	65.7%		\$323.3	63.7%	-\$19.5	-6.0%
Draw Games		\$53.5	11.6%		\$82.1	16.2%	-\$28.6	-34.9%
Monitor Games		\$105.1	22.7%		\$101.8	20.1%	\$3.3	3.3%
Total		\$462.4	100.0%		\$507.1	100.0%	-\$44.8	-8.8%
Unadjusted	Month	3/2/25-3/29/25		Month	3/3/24-3/30/24			
		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 March 29, 2025								
	FY25	% of Total	FY24	% of Total	\$ Change	% Change		
Instant Tickets	\$2,952.7	66.5%	\$2,988.6	65.1%	-\$35.9	-1.2%		
Numbers Game	\$241.7	5.4%	\$246.8	5.4%	-\$5.1	-2.1%		
Mass Cash	\$60.9	1.4%	\$62.4	1.4%	-\$1.6	-2.6%		
Megabucks	\$19.2	0.4%	\$18.8	0.4%	\$0.5	2.4%		
Mega Millions	\$90.3	2.0%	\$122.2	2.7%	-\$31.9	-26.1%		
Powerball	\$71.9	1.6%	\$176.4	3.8%	-\$104.5	-59.2%		
Lucky for Life	\$36.2	0.8%	\$35.1	0.8%	\$1.2	3.3%		
Keno	\$953.7	21.5%	\$921.3	20.1%	\$32.4	3.51%		
Wheel of Luck	\$14.3	0.3%	\$15.1	0.3%	-\$0.8	-5.3%		
Holiday Raffle	\$0.0	0.0%	\$3.8	0.1%	-\$3.8	-100.0%		
Total	\$4,440.9	100.0%	\$4,590.6	100.0%	-\$149.6	-3.3%		
Instant Tickets	\$2,952.7	66.5%	\$2,988.6	65.1%	-\$35.9	-1.2%		
Draw Games	\$520.3	11.7%	\$665.5	14.5%	-\$145.2	-21.8%		
Monitor Games	\$968.0	21.8%	\$936.5	20.4%	\$31.6	3.4%		
Total	\$4,440.9	100.0%	\$4,590.6	100.0%	-\$149.6	-3.3%		
Unadjusted	Year	6/30/24-3/29/25	Year	7/2/23-3/30/24				
		39 weeks		39 weeks				
		273 days		273 days				

May 13 Instant Ticket Launch

\$25,000,000 MEGA MONEY

Price Point: \$50

Top Prize: \$25,000,000

Quantity: 25,200,000

In addition to the main callout, some key secondary callouts include:

- Best odds of winning \$50,000 on a \$50 ticket
- Prizes of \$2,000,000 and \$1,000,000
- All winning tickets totaling \$100 or more
- Win up to \$50,000 in each of the 10 second chance drawings



May 13 Instant Ticket Launch – POS



8.5" x 11" Poster



3.75" x 4" Insert



7" x 11.5" Wobbler



\$25,000,000 Mega Money Instant Ticket Animation



“Fishin’ For Quic Pics” Promotion

From May 6 to May 19, players who spend \$4 or more on any draw or monitor game on a single ticket could receive a free \$1 surprise Quic Pic of Mass Cash, The Numbers Game or Keno.



Mass Cash Expiring Prize Winner Found



Expiring \$100,000 Mass Cash grand prize claimed after winner's son saw a news story about the unclaimed ticket.

Chicopee resident **Margot Garstka** won on a free Quic Pic ticket she received as part of the Lottery's **Fishin' for Quic Pics** promotion last spring.

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Chicopee woman wins \$100,000 after lottery ticket stayed in drawer for 11 months, officials say



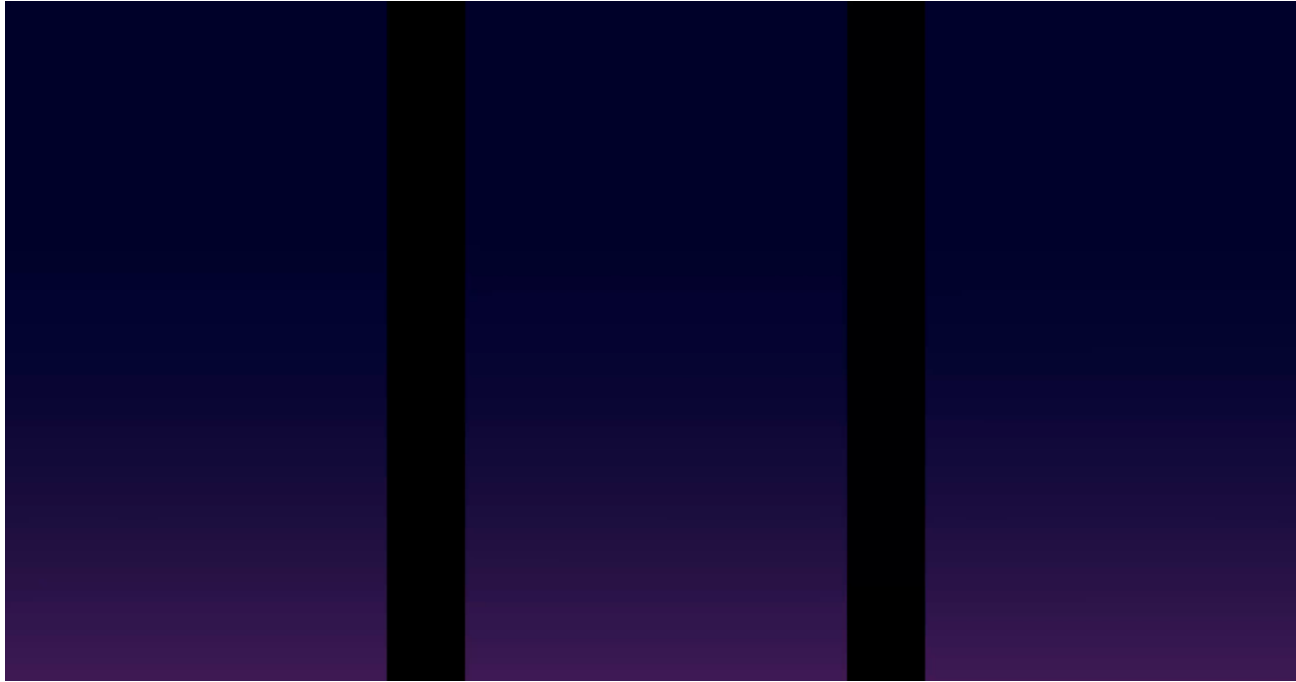
Keno Celebrate the Night Awareness Campaign



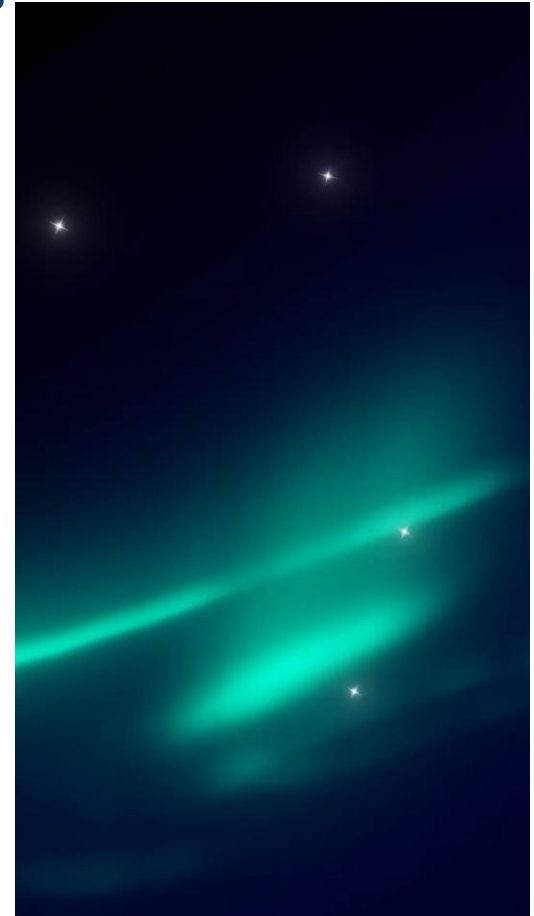
Out of home digital
billboards throughout
MA



Celebrate the Night MBTA Out of Home Assets



MBTA boards triptych and North Station live board



Celebrate the Night Commercial



Boston/New England Regional Emmy® Award Nominations

The Lottery has been nominated for five Boston/New England Regional Emmy® Awards:

- Commercial (Celtics Banner 18 and Gingerbread thieves)
- Writer – Short Form Content
- Editor – Short Form Content
Audio Recording, Mixing and Design

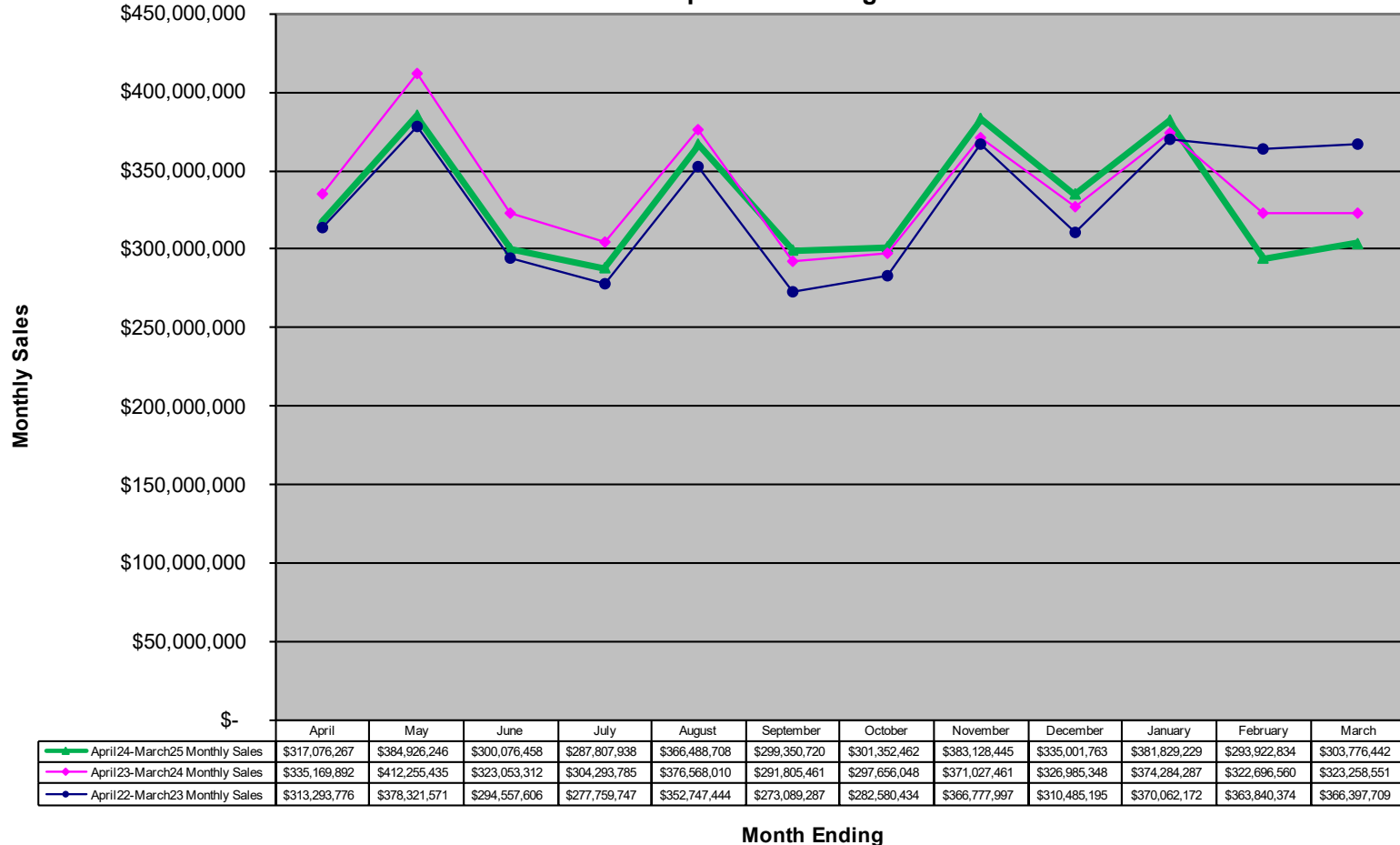
This is the fourth consecutive year the Lottery has received multiple nominations—and the most we have ever received in a single year. In 2022, the Lottery received its first Regional Emmy® Award.

Winners will be announced June 7

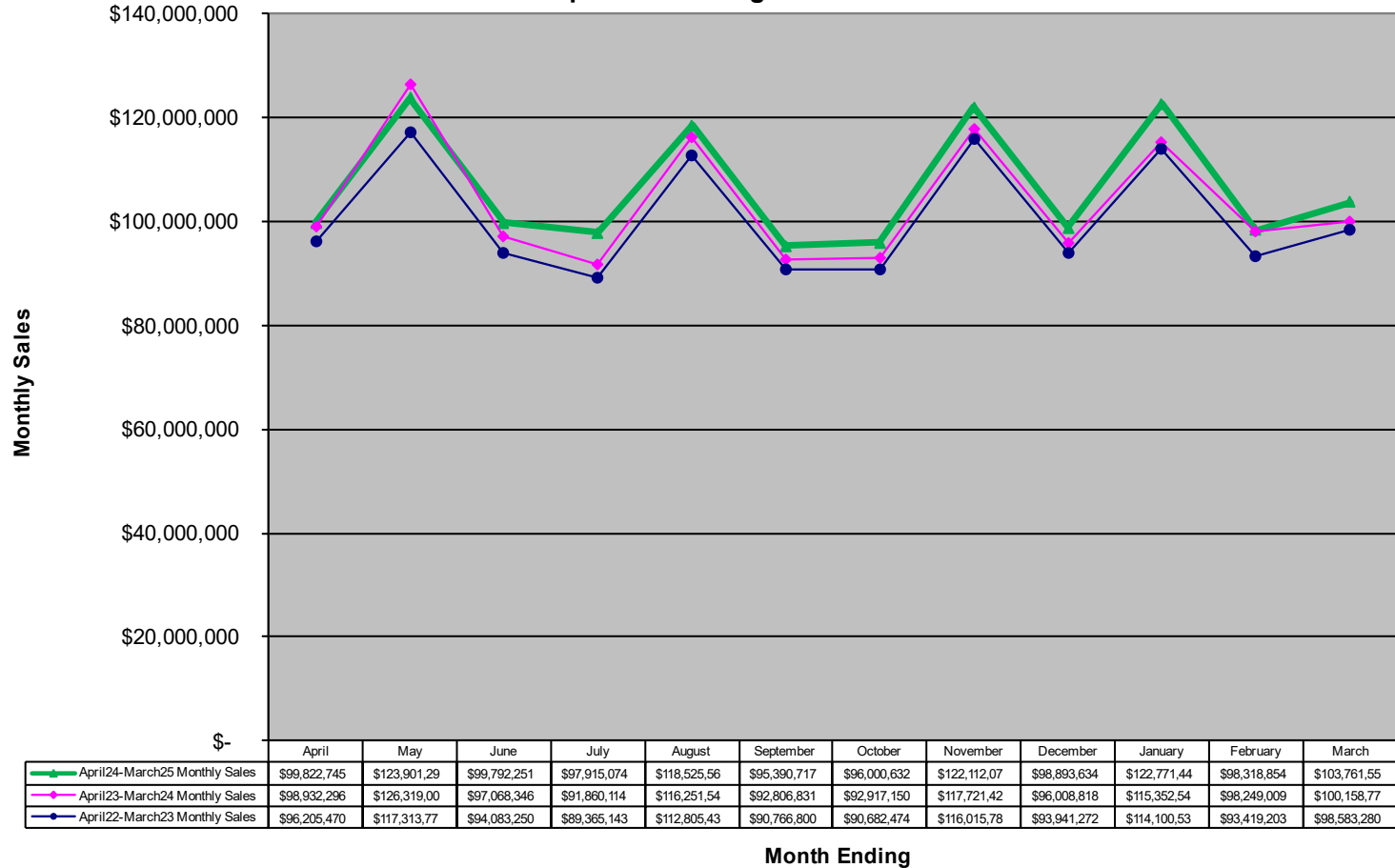


*Content Production team leaders
Keith Macri and Geoff Filleti*

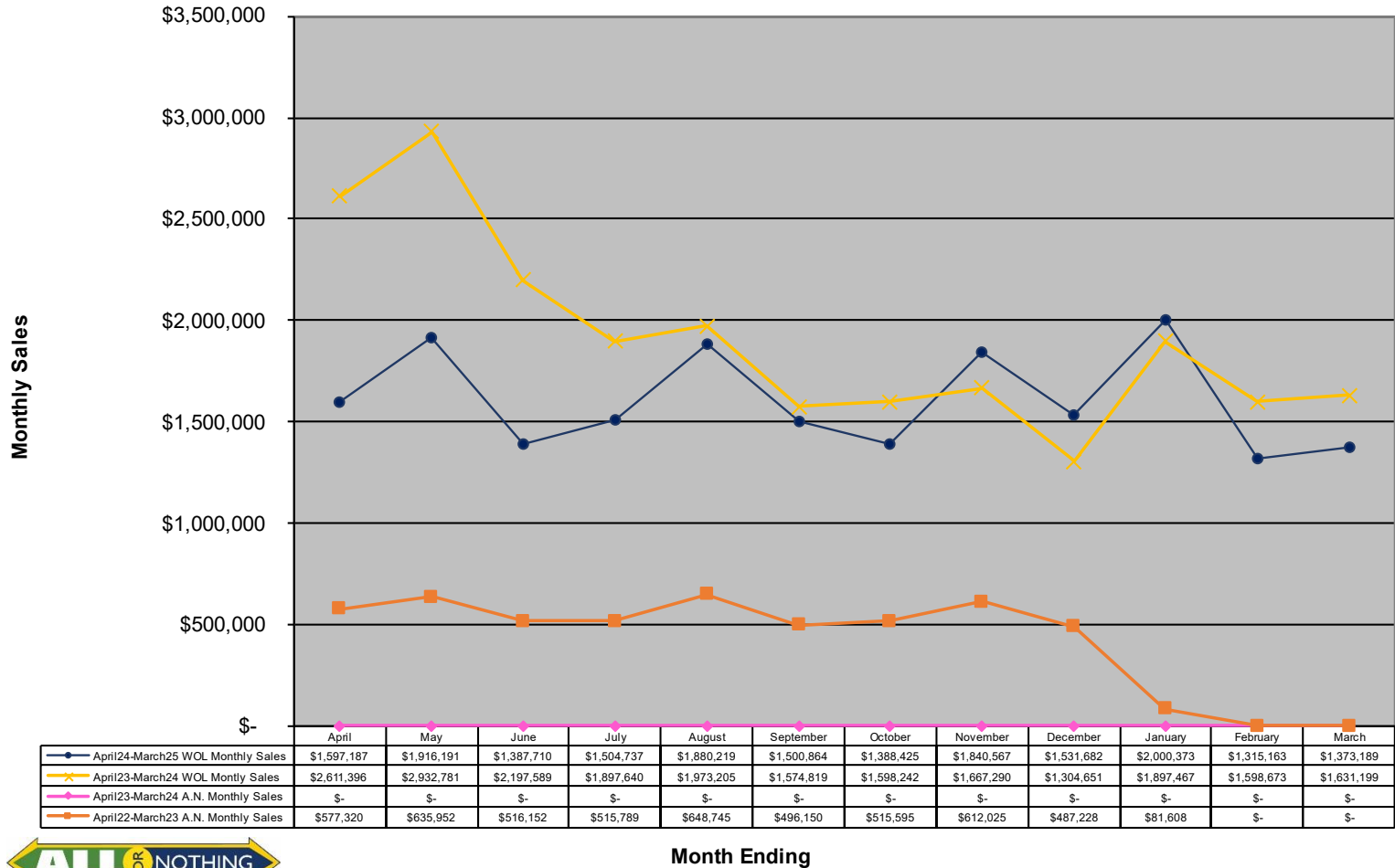
Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year April 2022 through March 2025



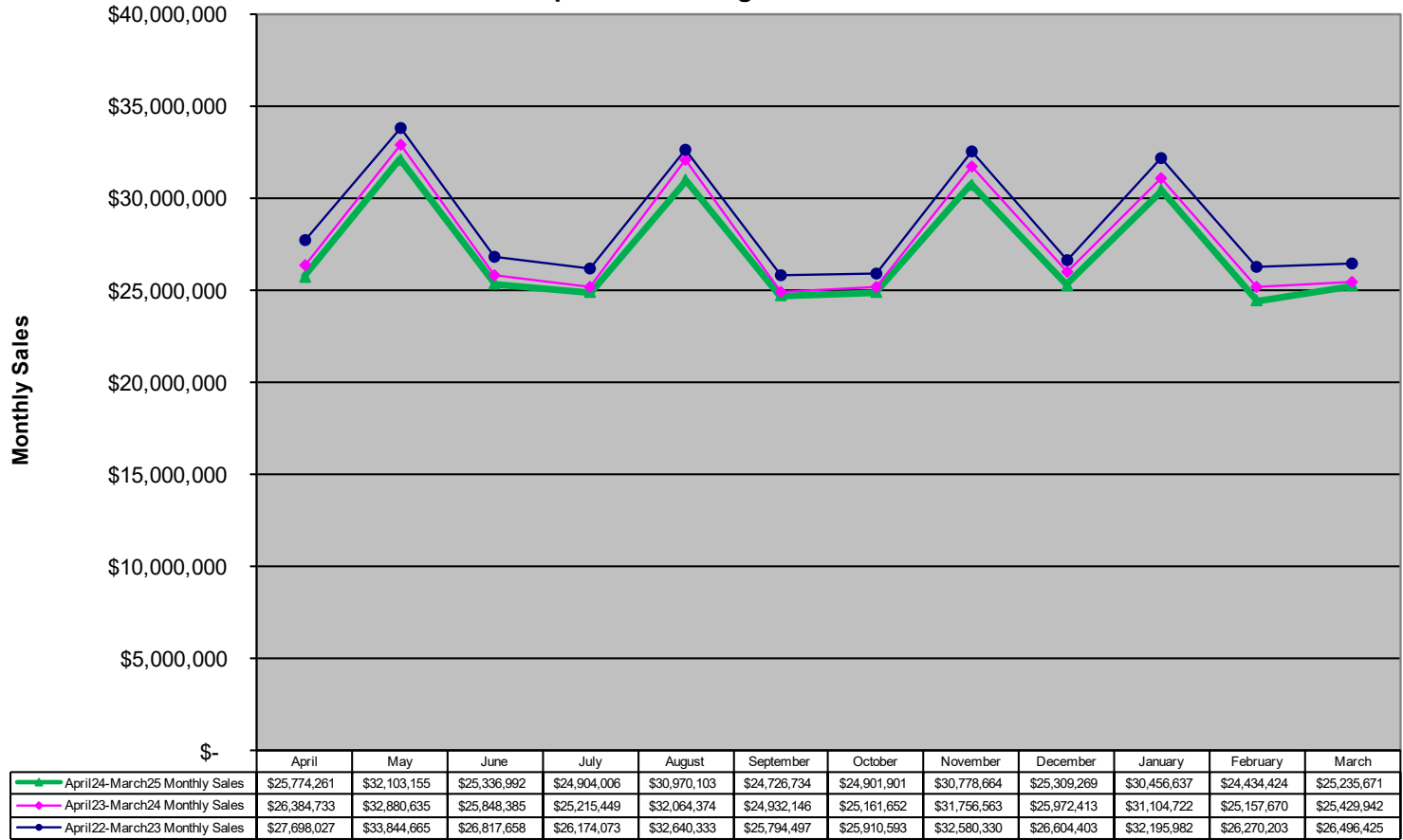
Keno Game Monthly Sales Unadjusted Non Fiscal Year April 2022 through March 2025



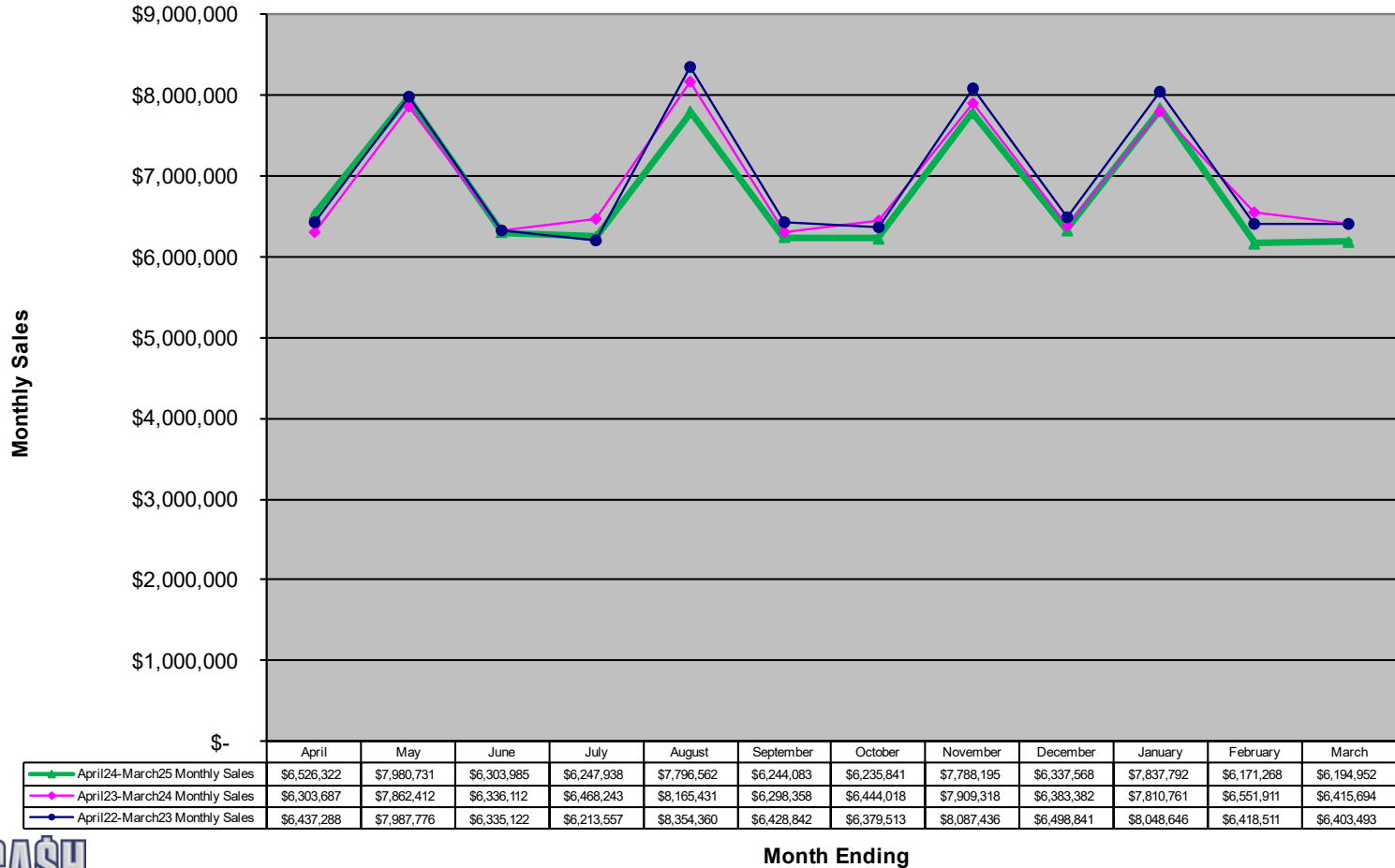
Wheel of Luck and All or Nothing Games Monthly Sales
Unadjusted Non Fiscal Year
April 2022 through March 2025



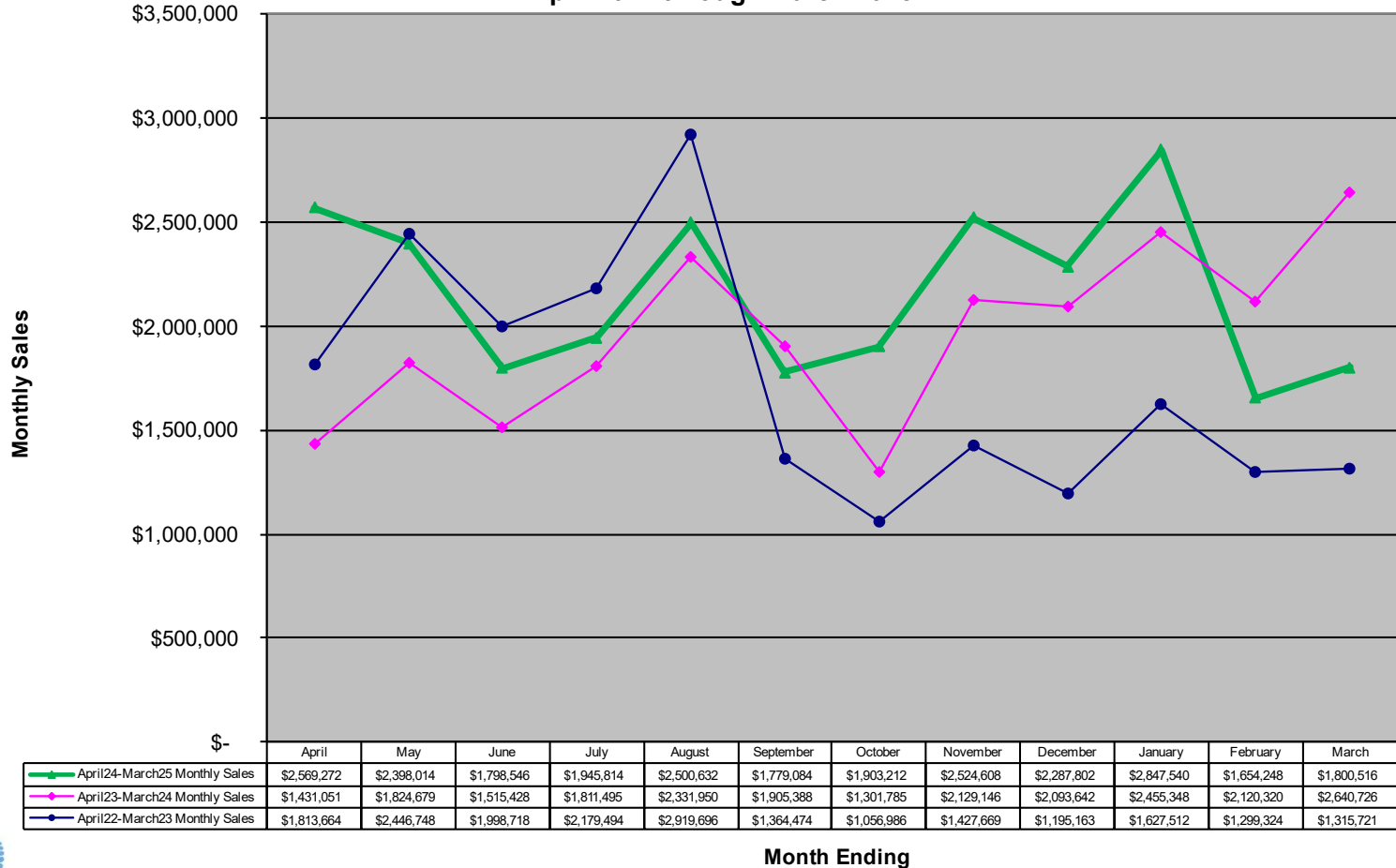
Numbers Game Monthly Sales Unadjusted Non Fiscal Year April 2022 through March 2025



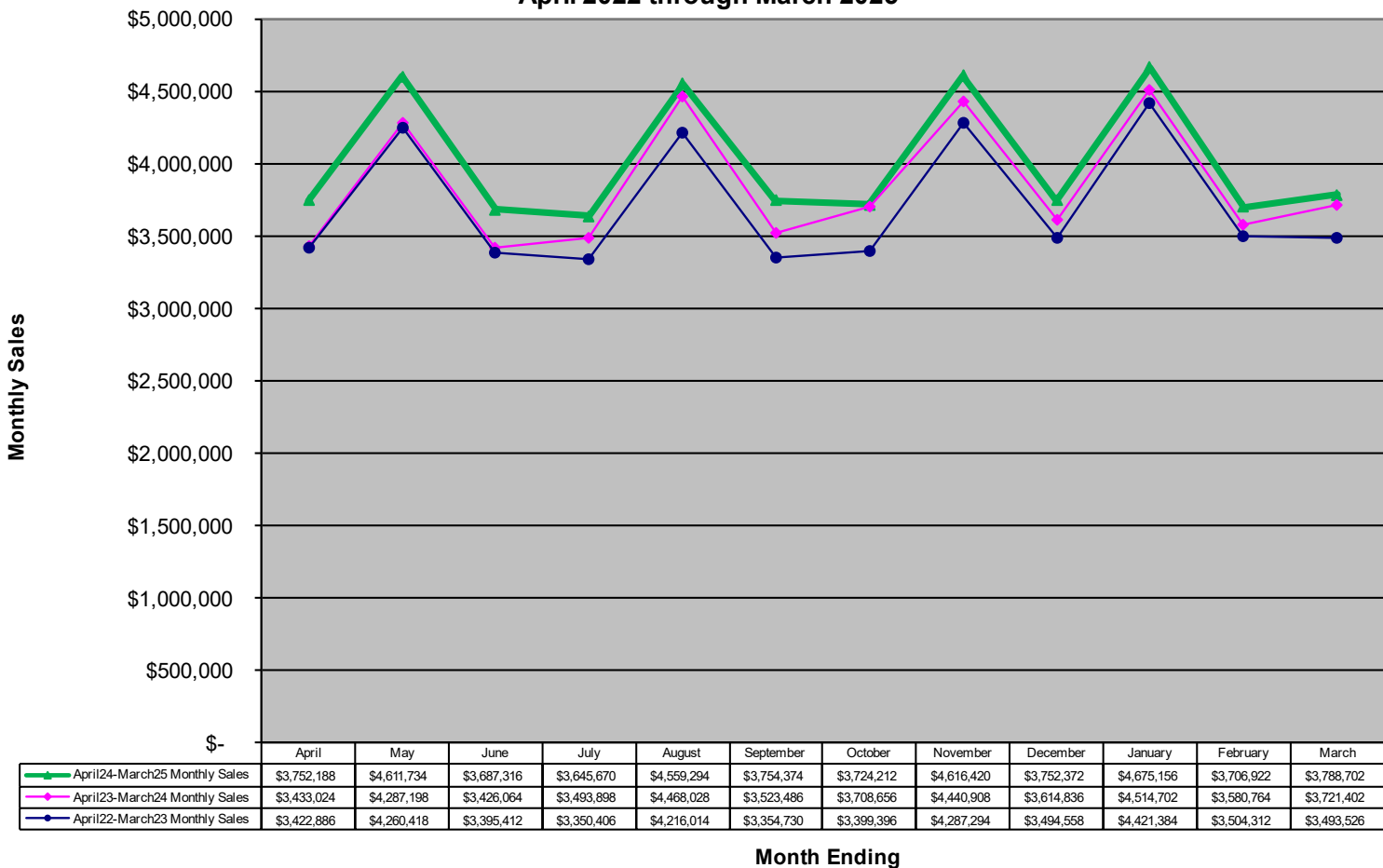
Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year April 2022 through March 2025



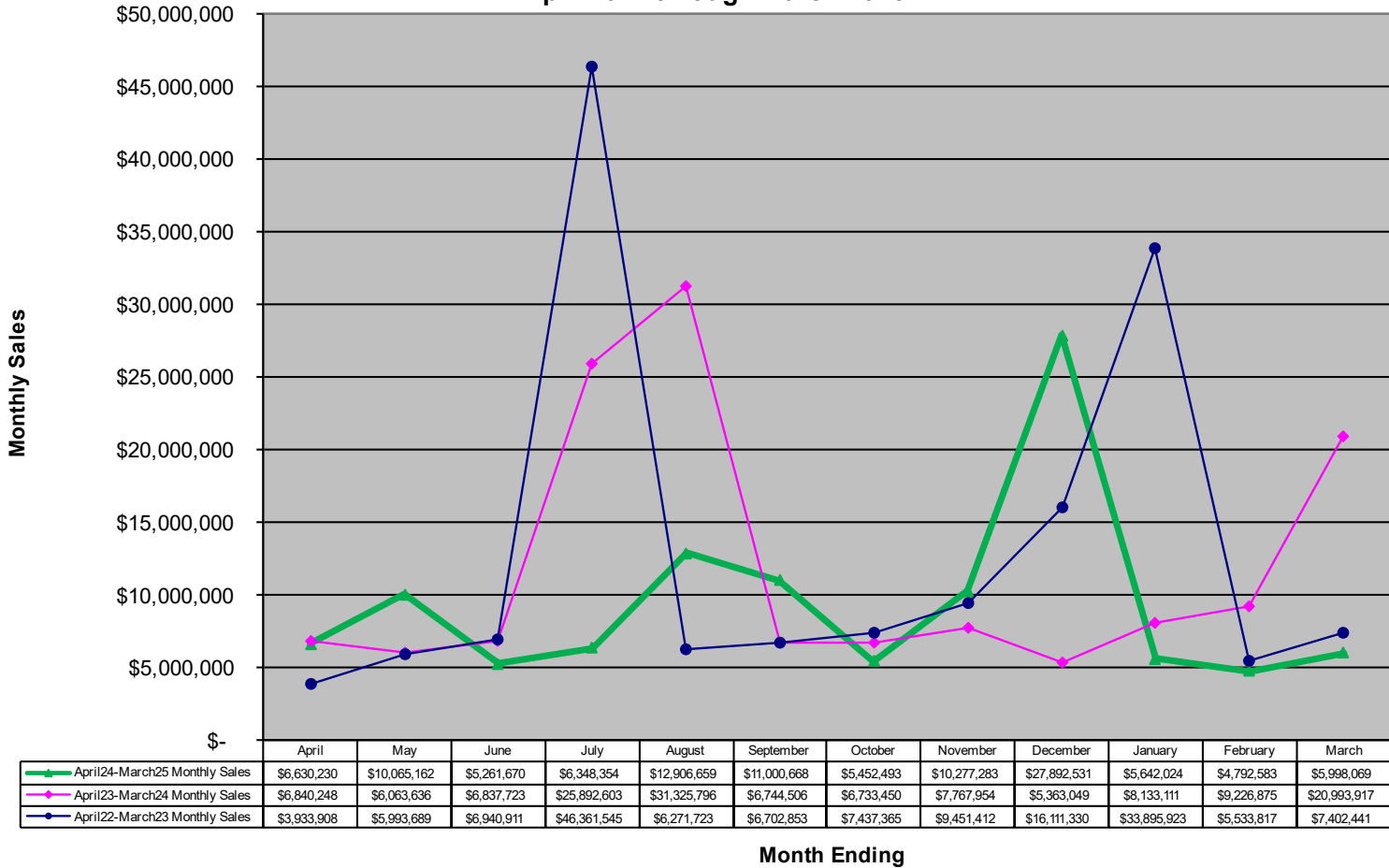
Megabucks Game Monthly Sales Unadjusted Non Fiscal Year April 2022 through March 2025



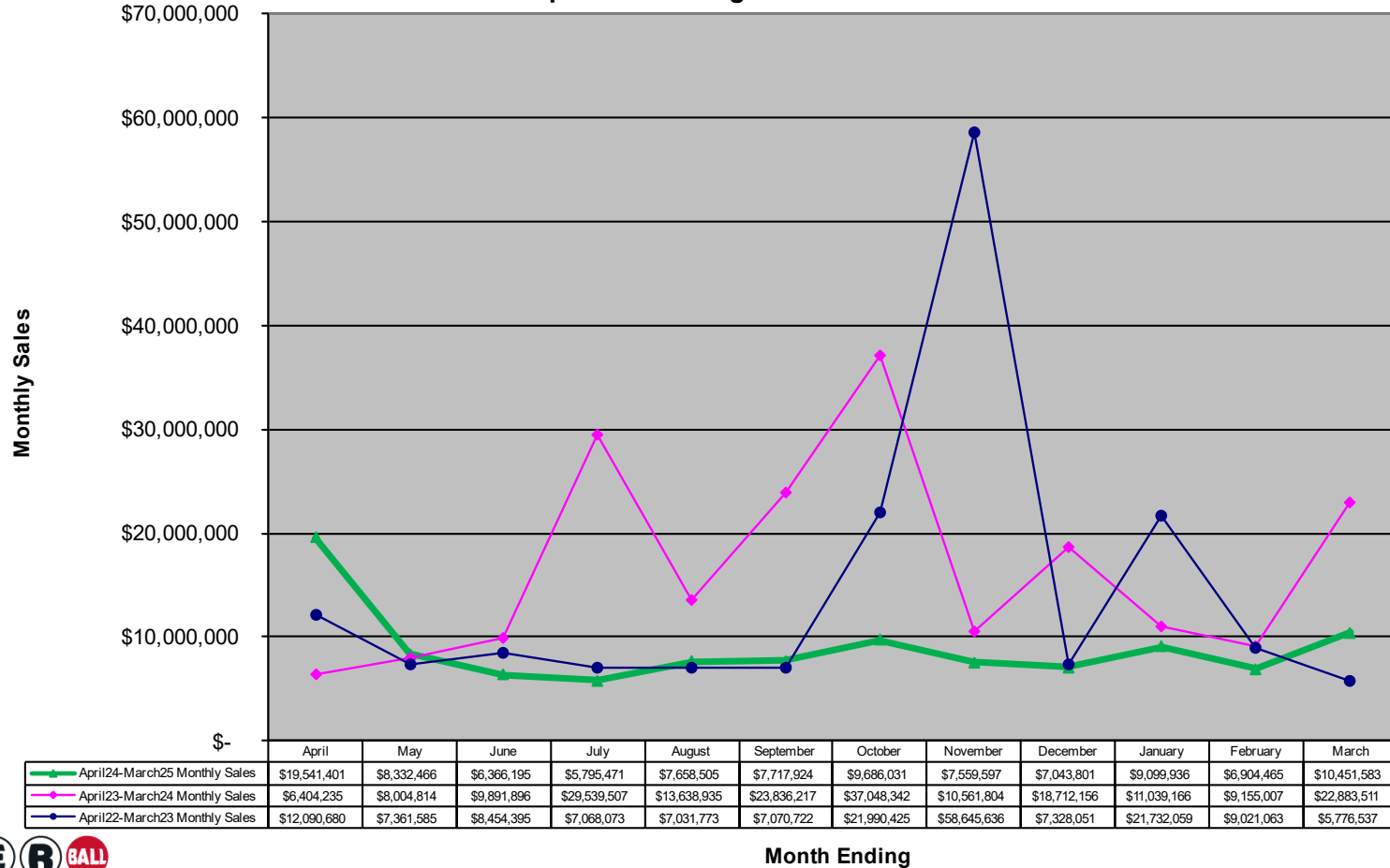
Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year April 2022 through March 2025



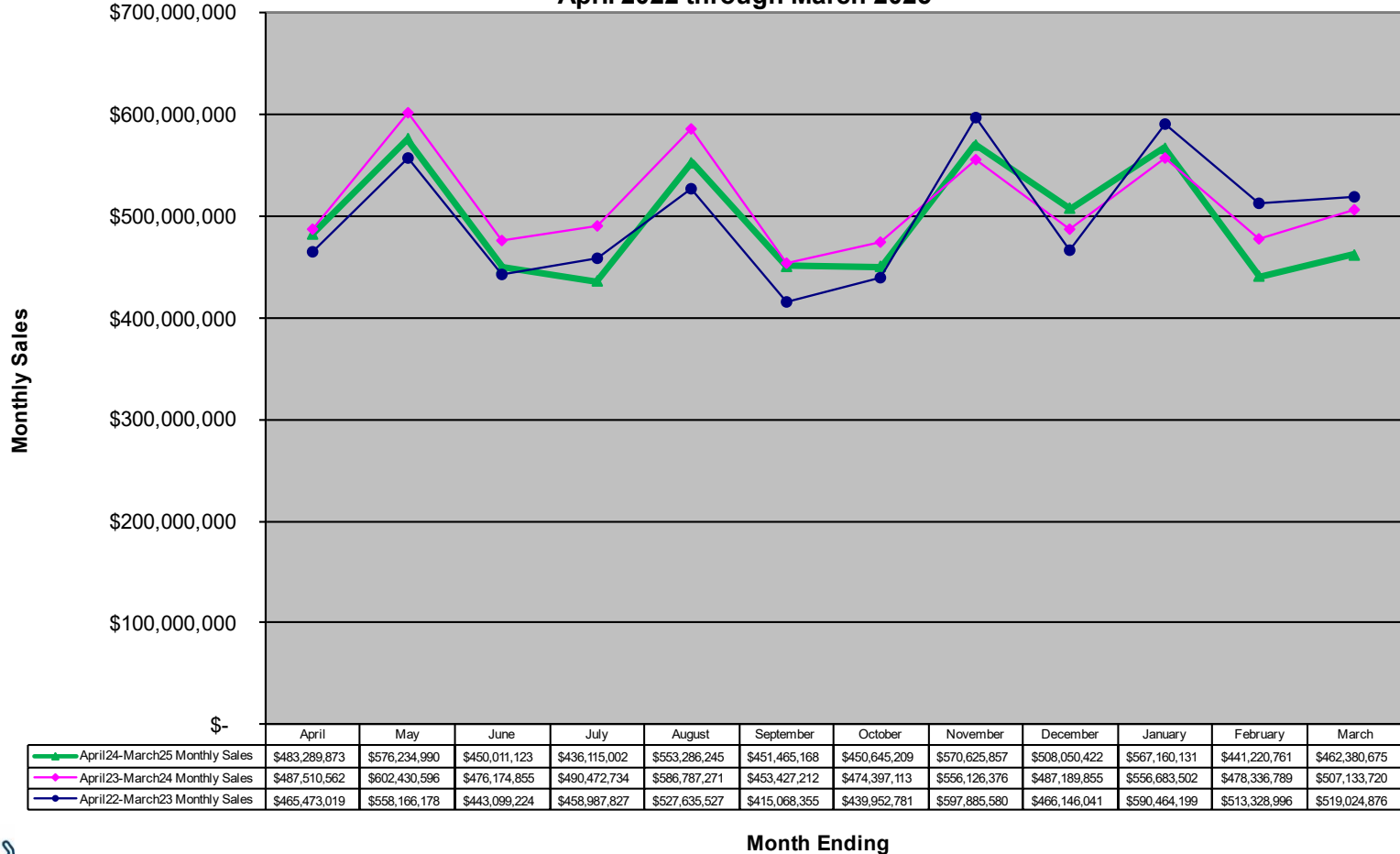
Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year April 2022 through March 2025



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



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



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

