
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

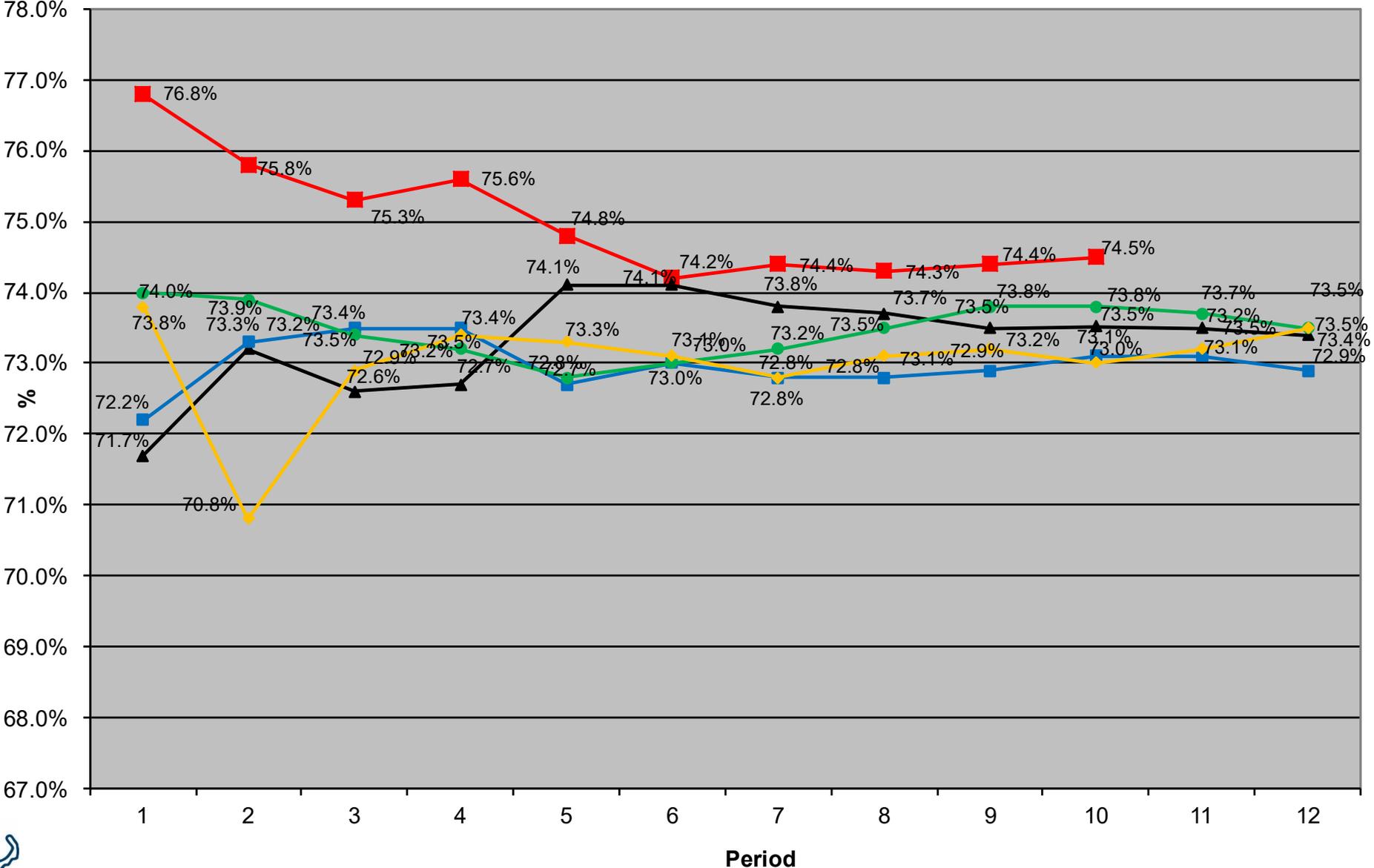
- Overall unadjusted sales for the first ten months of FY25 were **down \$178.9 million** from the first ten months of FY24.
- Our estimated FY25 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Due in part to a **\$118.2 million decrease** 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 43 weeks 301 days	Year	7/2/23-4/27/24 43 weeks 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



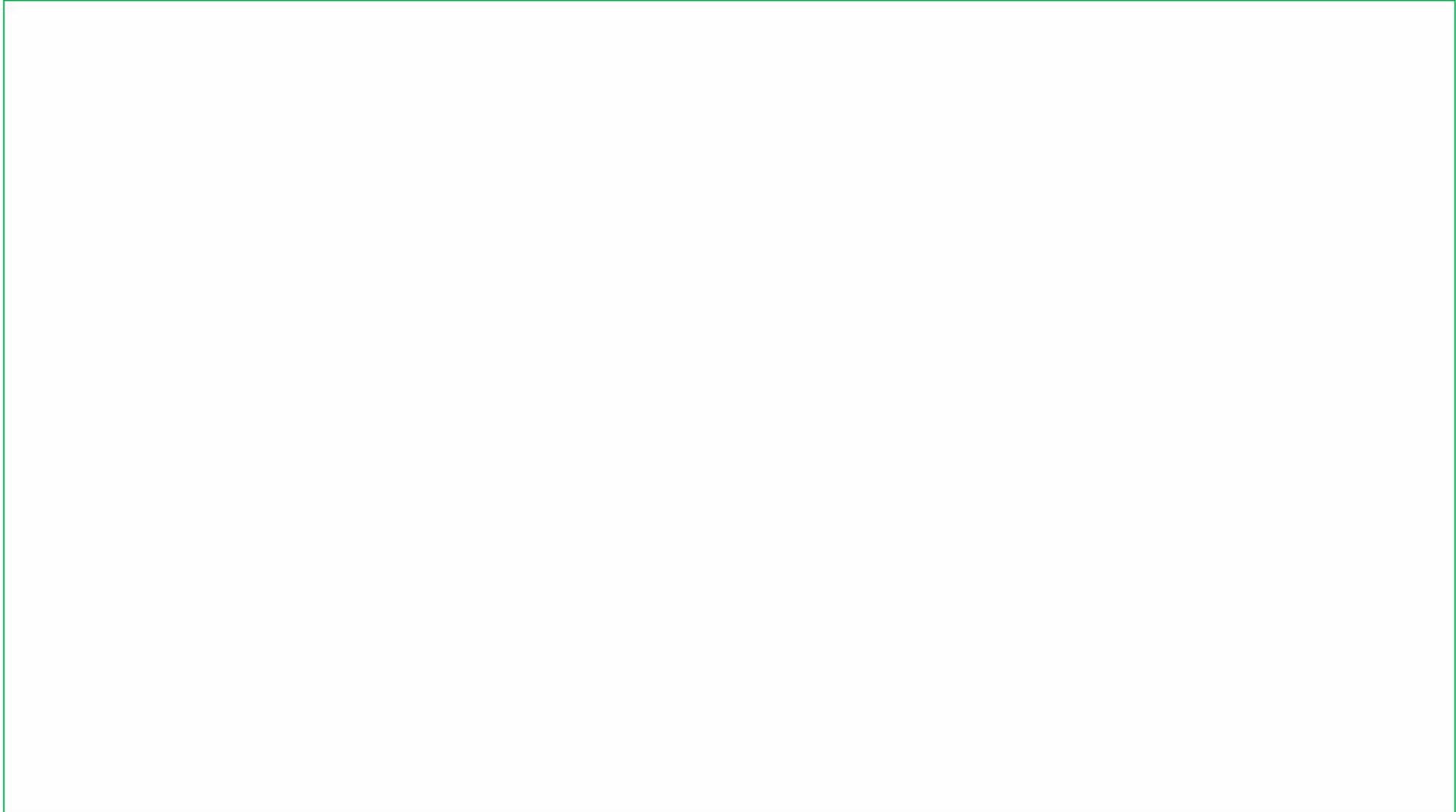
8" x 4" Topper



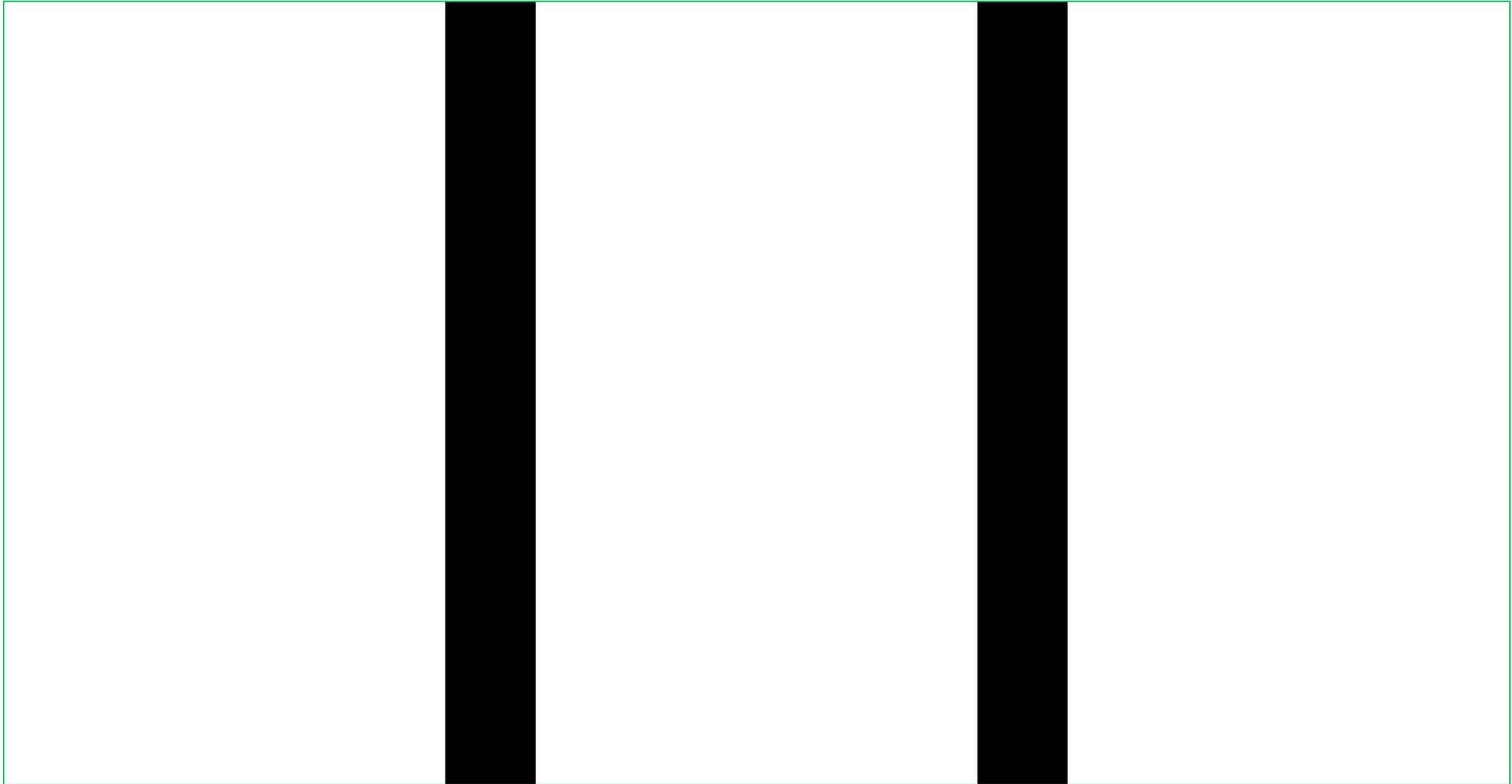
June 10 Instant Ticket Launch – Paid Advertising

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

Flight dates: 6/10-6/30

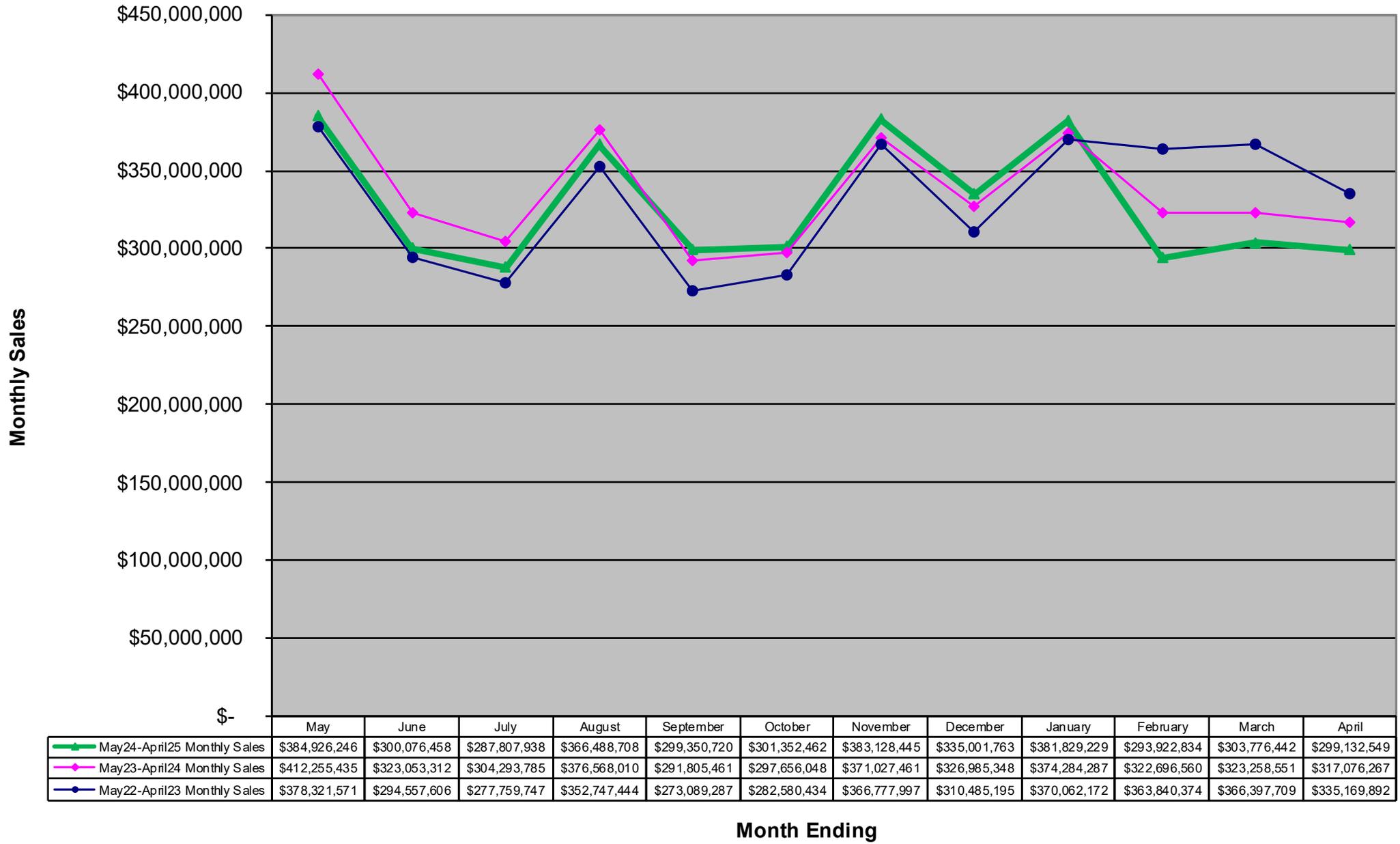


June 10 Instant Ticket Launch – MBTA Out of Home

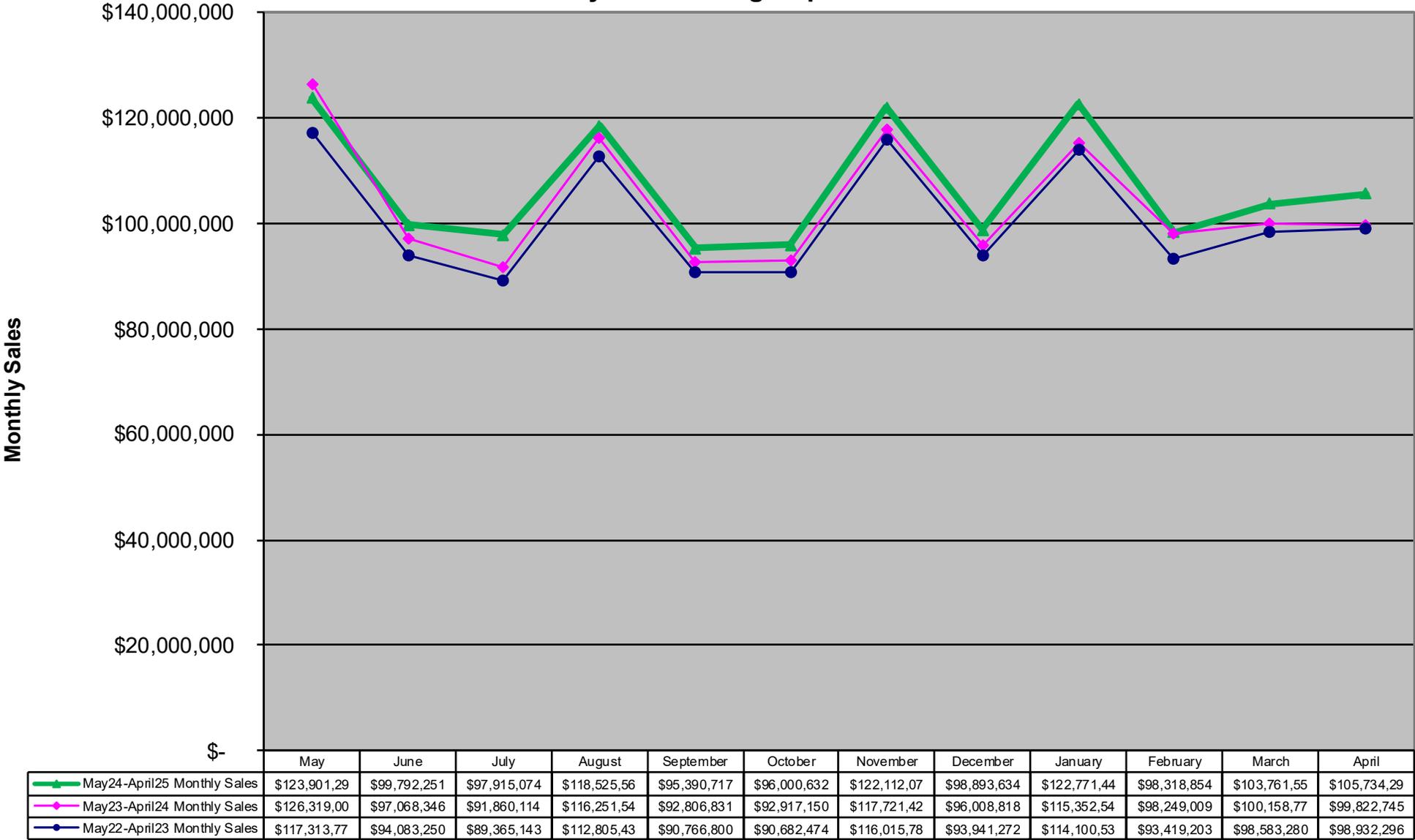


MBTA boards triptych

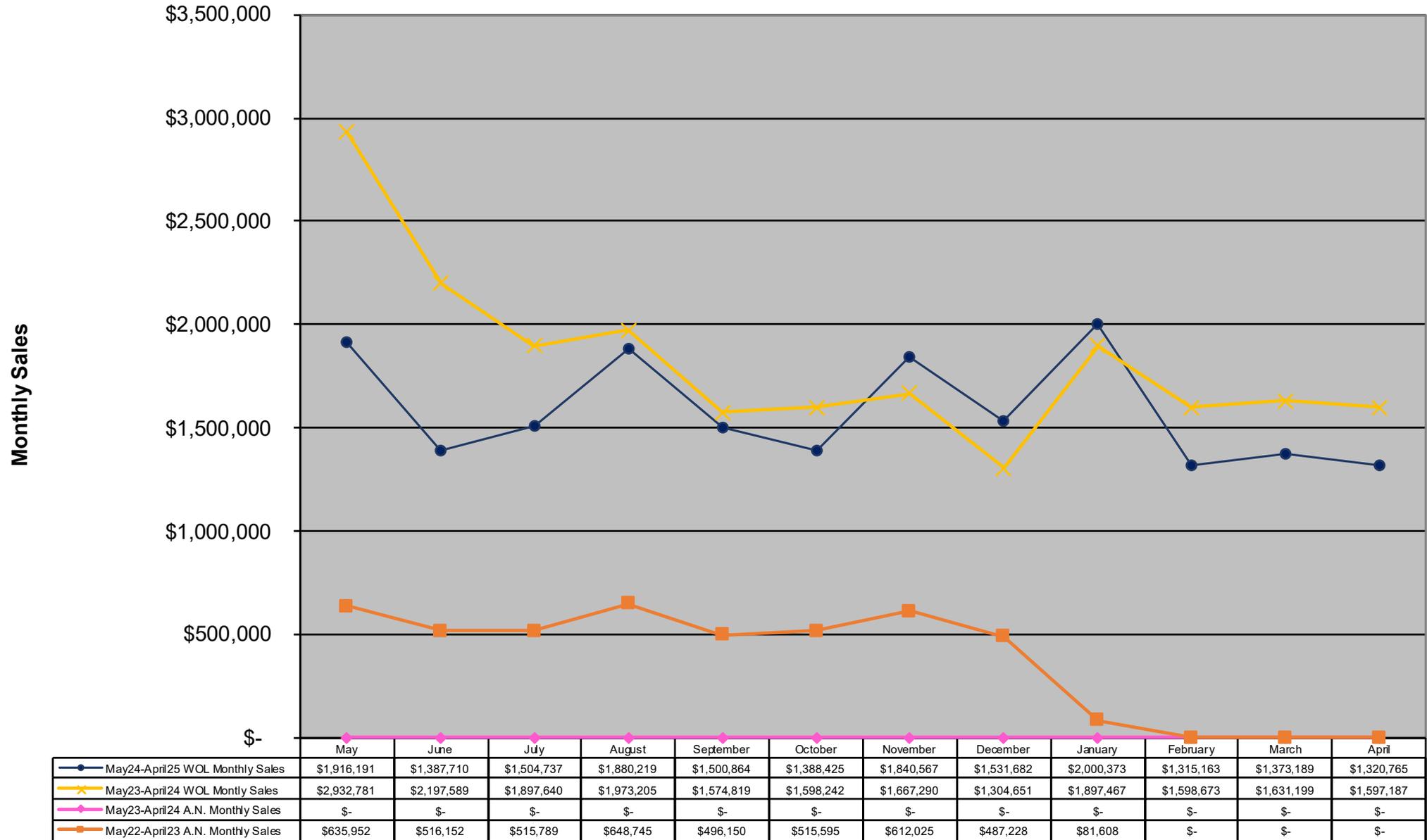
Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year May 2022 through April 2025



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

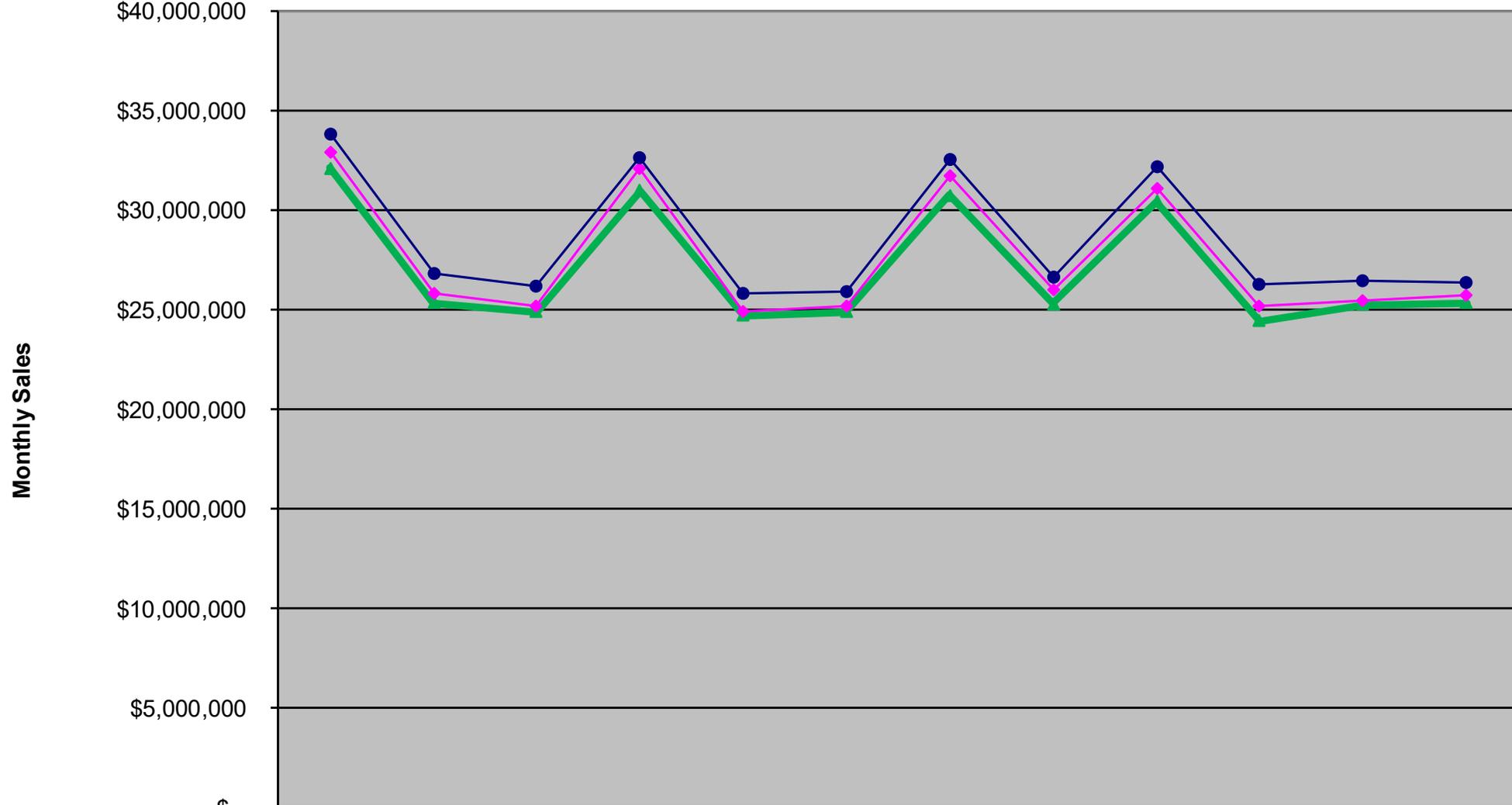


**Wheel of Luck and All or Nothing Games Monthly Sales
Unadjusted Non Fiscal Year
May 2022 through April 2025**



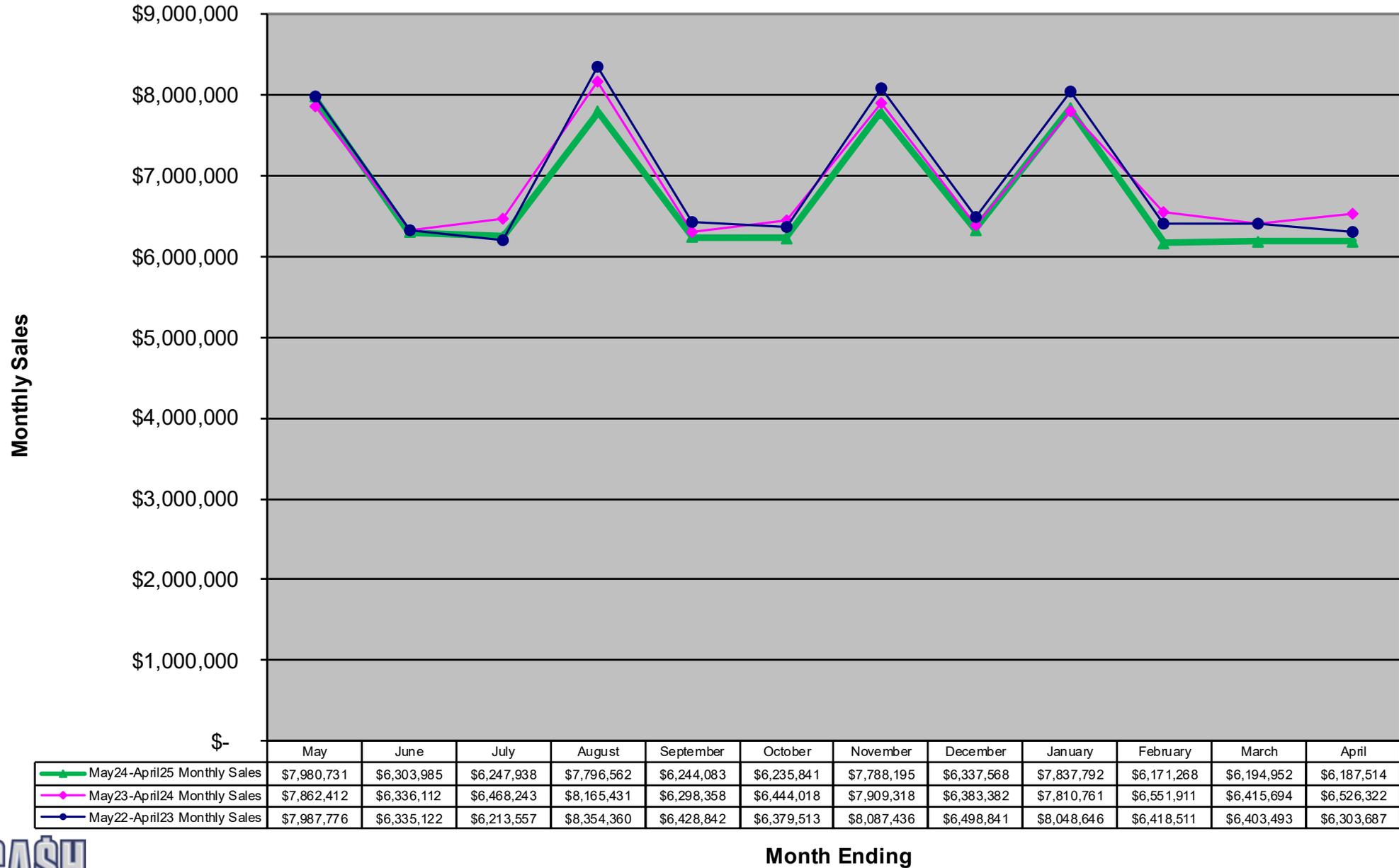
Month Ending

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

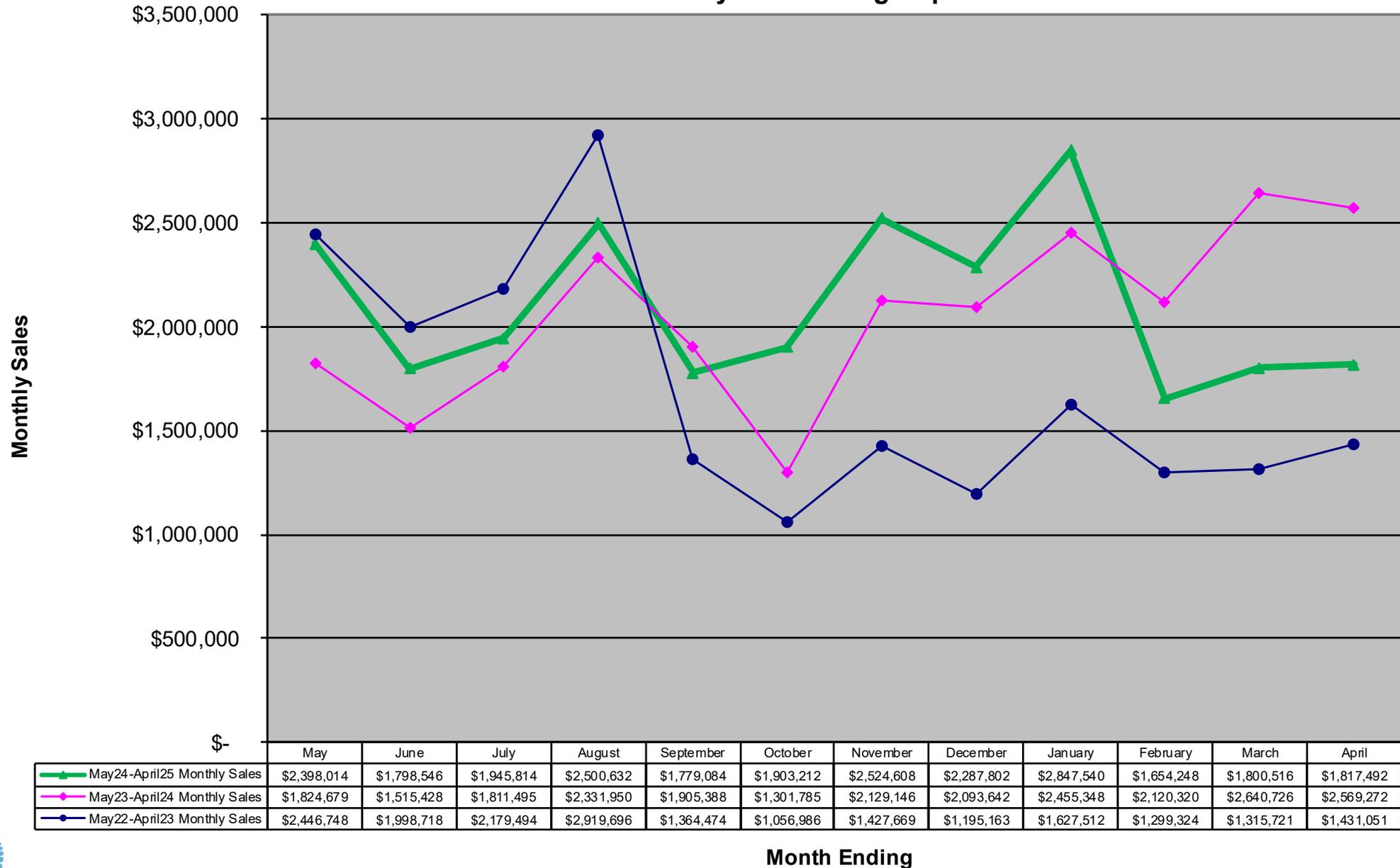


	May	June	July	August	September	October	November	December	January	February	March	April
May24-April25 Monthly Sales	\$32,103,155	\$25,336,992	\$24,904,006	\$30,970,103	\$24,726,734	\$24,901,901	\$30,778,664	\$25,309,269	\$30,456,637	\$24,434,424	\$25,235,671	\$25,360,942
May23-April24 Monthly Sales	\$32,880,635	\$25,848,385	\$25,215,449	\$32,064,374	\$24,932,146	\$25,161,652	\$31,756,563	\$25,972,413	\$31,104,722	\$25,157,670	\$25,429,942	\$25,774,261
May22-April23 Monthly Sales	\$33,844,665	\$26,817,658	\$26,174,073	\$32,640,333	\$25,794,497	\$25,910,593	\$32,580,330	\$26,604,403	\$32,195,982	\$26,270,203	\$26,496,425	\$26,384,733

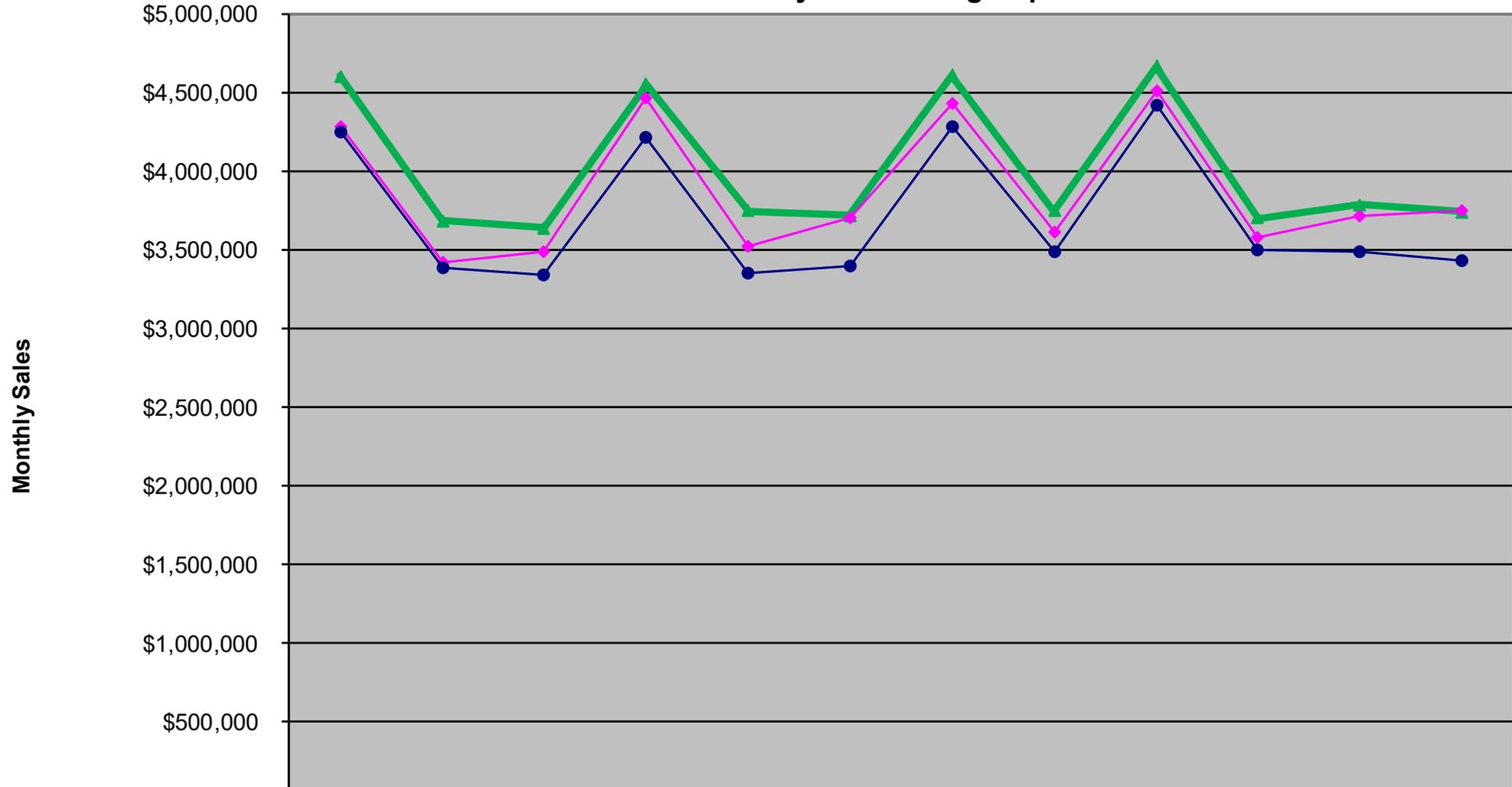
Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year May 2022 through April 2025



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

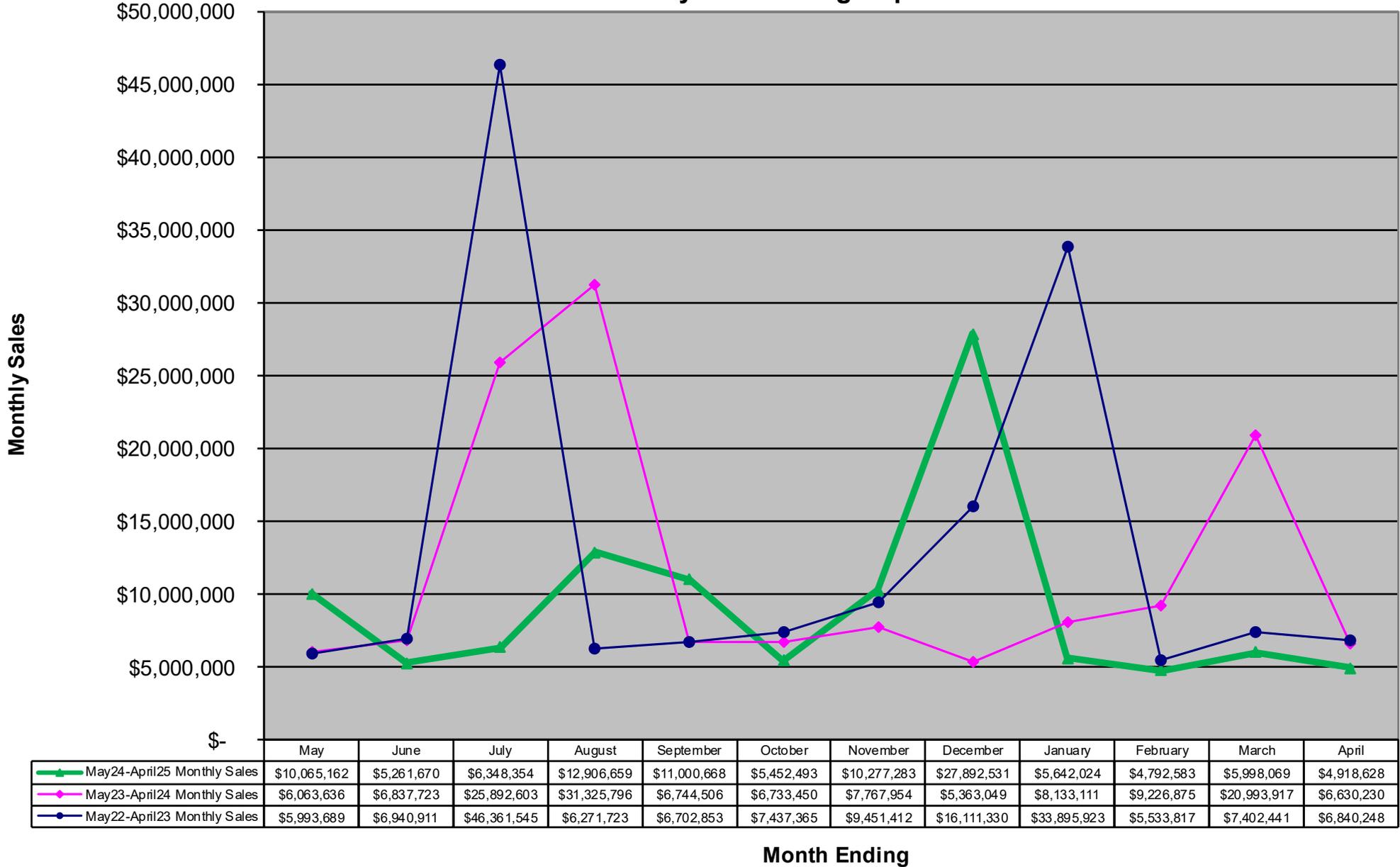


	May	June	July	August	September	October	November	December	January	February	March	April
May 24-April 25 Monthly Sales	\$4,611,734	\$3,687,316	\$3,645,670	\$4,559,294	\$3,754,374	\$3,724,212	\$4,616,420	\$3,752,372	\$4,675,156	\$3,706,922	\$3,788,702	\$3,748,100
May 23-April 24 Monthly Sales	\$4,287,198	\$3,426,064	\$3,493,898	\$4,468,028	\$3,523,486	\$3,708,656	\$4,440,908	\$3,614,836	\$4,514,702	\$3,580,764	\$3,721,402	\$3,752,188
May 22-April 23 Monthly Sales	\$4,260,418	\$3,395,412	\$3,350,406	\$4,216,014	\$3,354,730	\$3,399,396	\$4,287,294	\$3,494,558	\$4,421,384	\$3,504,312	\$3,493,526	\$3,433,024

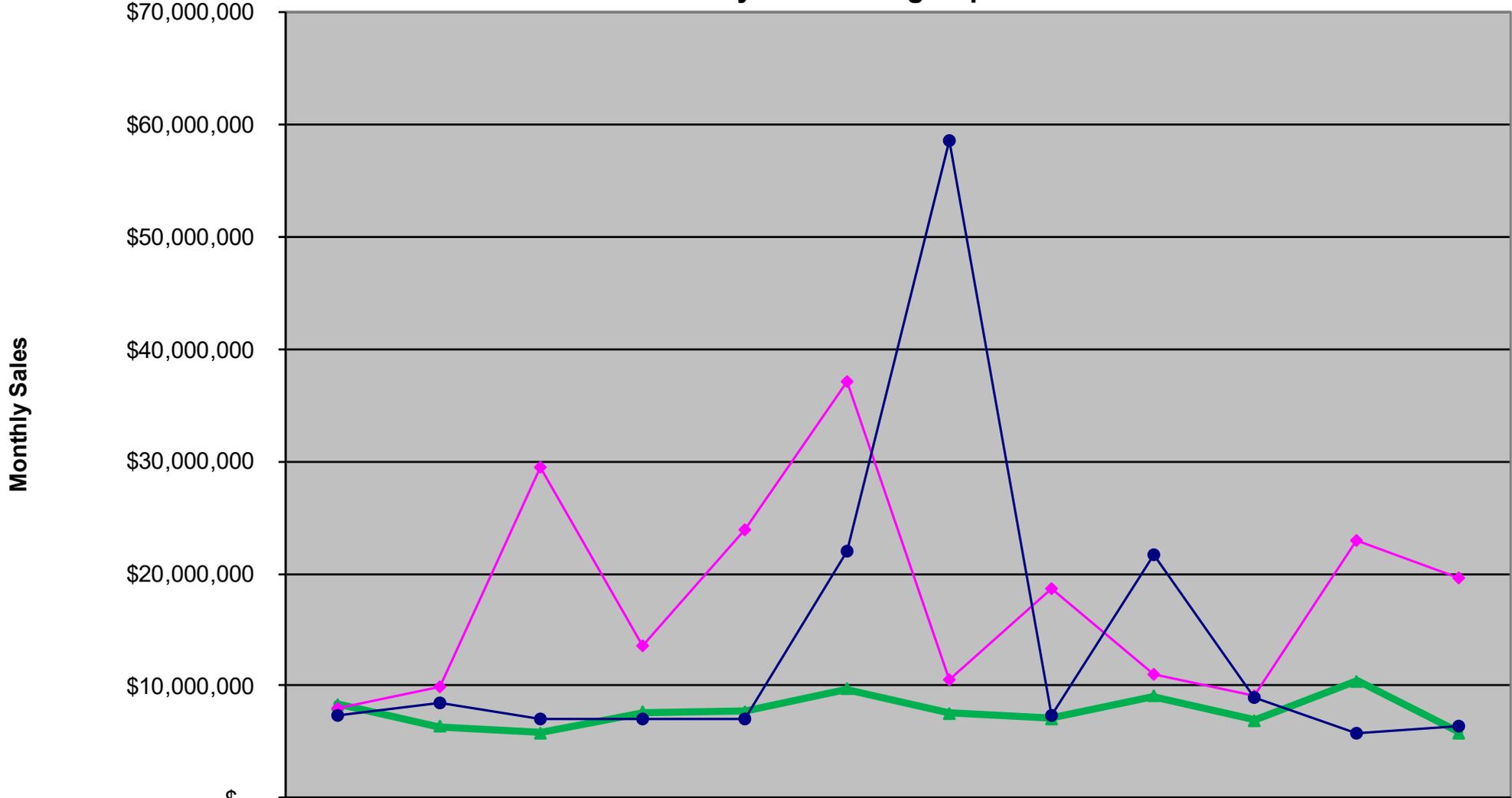


Month Ending

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

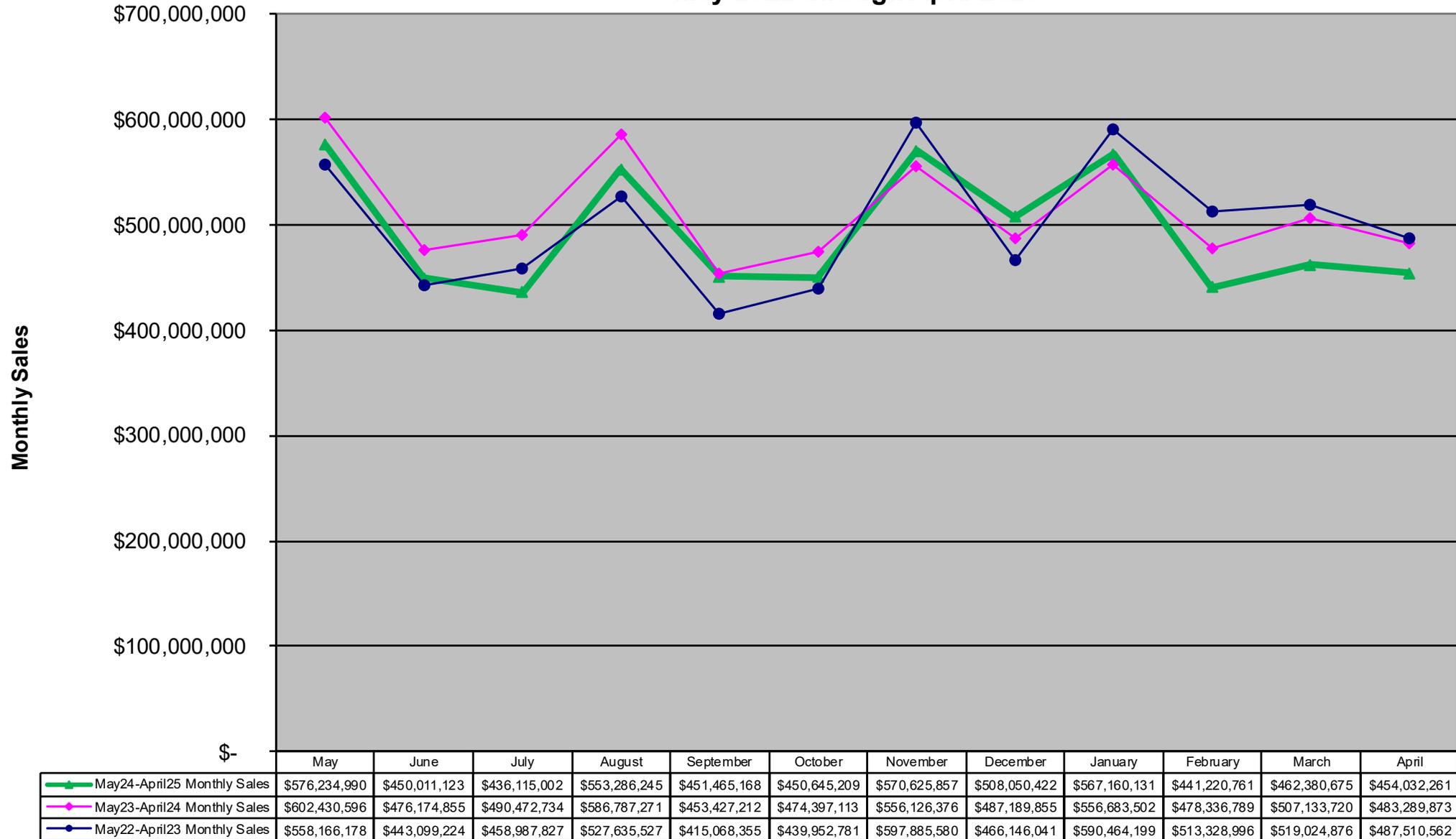


	May	June	July	August	September	October	November	December	January	February	March	April
May24-April25 Monthly Sales	\$8,332,466	\$6,366,195	\$5,795,471	\$7,658,505	\$7,717,924	\$9,686,031	\$7,559,597	\$7,043,801	\$9,099,936	\$6,904,465	\$10,451,583	\$5,811,974
May23-April24 Monthly Sales	\$8,004,814	\$9,891,896	\$29,539,507	\$13,638,935	\$23,836,217	\$37,048,342	\$10,561,804	\$18,712,156	\$11,039,166	\$9,155,007	\$22,883,511	\$19,541,401
May22-April23 Monthly Sales	\$7,361,585	\$8,454,395	\$7,068,073	\$7,031,773	\$7,070,722	\$21,990,425	\$58,645,636	\$7,328,051	\$21,732,059	\$9,021,063	\$5,776,537	\$6,404,235

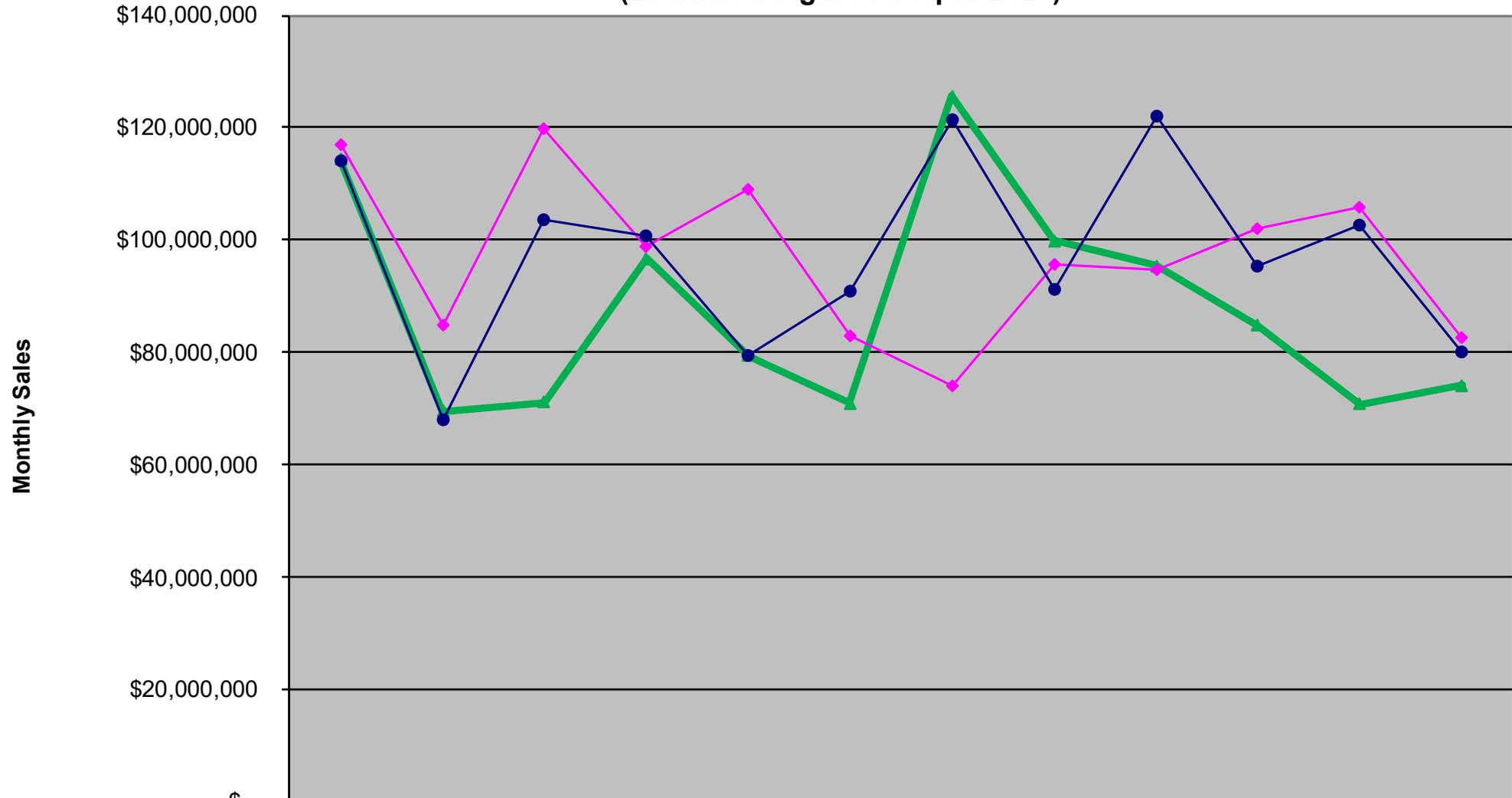


Month Ending

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)



	May	June	July	August	September	October	November	December	January	February	March	April
May24-April25 Monthly Sales	\$114,343,231	\$69,528,939	\$71,030,375	\$96,680,363	\$79,370,445	\$70,911,857	\$125,589,689	\$99,901,215	\$95,357,010	\$84,692,240	\$70,748,895	\$74,133,480
May23-April24 Monthly Sales	\$116,996,253	\$84,941,091	\$119,777,851	\$98,771,523	\$108,901,893	\$83,028,904	\$74,093,667	\$95,780,443	\$94,799,076	\$101,922,743	\$105,845,464	\$82,550,554
May22-April23 Monthly Sales	\$113,956,141	\$68,056,577	\$103,699,544	\$100,642,649	\$79,344,423	\$90,830,737	\$121,486,658	\$91,109,029	\$122,014,477	\$95,309,044	\$102,690,815	\$80,012,003