

# Massachusetts State Lottery Commission Meeting

## *Executive Director's Report*

Delivered by: Beth Bresnahan

February 25, 2014



# Lottery Sales Update

- Lottery sales were down \$8 million for the month of January as compared to January 2013 sales. The decline in sales for the month was primarily due to poor weather conditions. Cold and snowy weather has continued to negatively impact store traffic, reducing overall retail sales, including Lottery.
- Additionally, the cash prize payout for the month of January was 75.5 percent, far above the 72.3 percent budgeted payout. This caused the year-to-date prize payout percentage to jump from 70.5 percent to 71.4 percent in just one month.
- Despite this increase, the fiscal year 2014 year-to-date prize payout percentage remains well below last year's rate which was 72.9 percent through January of 2013. Consequently, our net profit remains \$34 million ahead of last year's pace despite sales lagging by \$21 million through the first seven months of the year.
- The Lottery experienced small increases in Mass Cash and Mega Millions sales in January, in addition to benefitting from nearly \$500,000 in new sales from Jackpot Poker, which was not in operation last January.
- Sales of Instant Tickets and Powerball were down \$2 million in January, while Lucky for Life and KENO sales declined by \$1 million. The Numbers Game, Megabucks, and the Super 50-50 Raffle also experienced minor sales drops. The Daily Race Game did not generate any sales last month because the game officially ended on June of 2013; the game generated over \$2 million in sales in January 2013.

# February Instant Ticket Release (TODAY)

## Sapphire Cash

Price Point: \$1

Top Prize: \$10,000

## Lucky Shamrocks

Price Point: \$2

Top Prize: \$50,000

## \$50 Grand

Price Point: \$2

Top Prize: \$50,000

## Silver, Gold, Platinum 8s

Price Point: \$5

Top Prize: \$1,000,000



# February Instant Ticket POS



You must be 18 years or older to play the Lottery.

**OVER \$164,800,000 IN CASH PRIZES!**  
**New Instant Tickets heating up the shelves!**

THE LOTTERY

**OVER \$164,800,000 IN CASH PRIZES!**  
**New Instant Tickets heating up the shelves!**

**OVER 76% PAYOUT!**

**OVER 72% PAYOUT!**

**OVER 69% PAYOUT!**

**OVER 72% PAYOUT!**

**OVER 69% PAYOUT!**

THE LOTTERY

You must be 18 years or older to play the Lottery.



# January Instant Ticket Sales Update

## 10X The Cash

Price Point: \$1

7 Week Sales: \$4,646,212

## 20X The Cash

Price Point: \$2

7 Week Sales: \$13,957,528

## 40X The Cash

Price Point: \$5

7 Week Sales: \$33,425,045

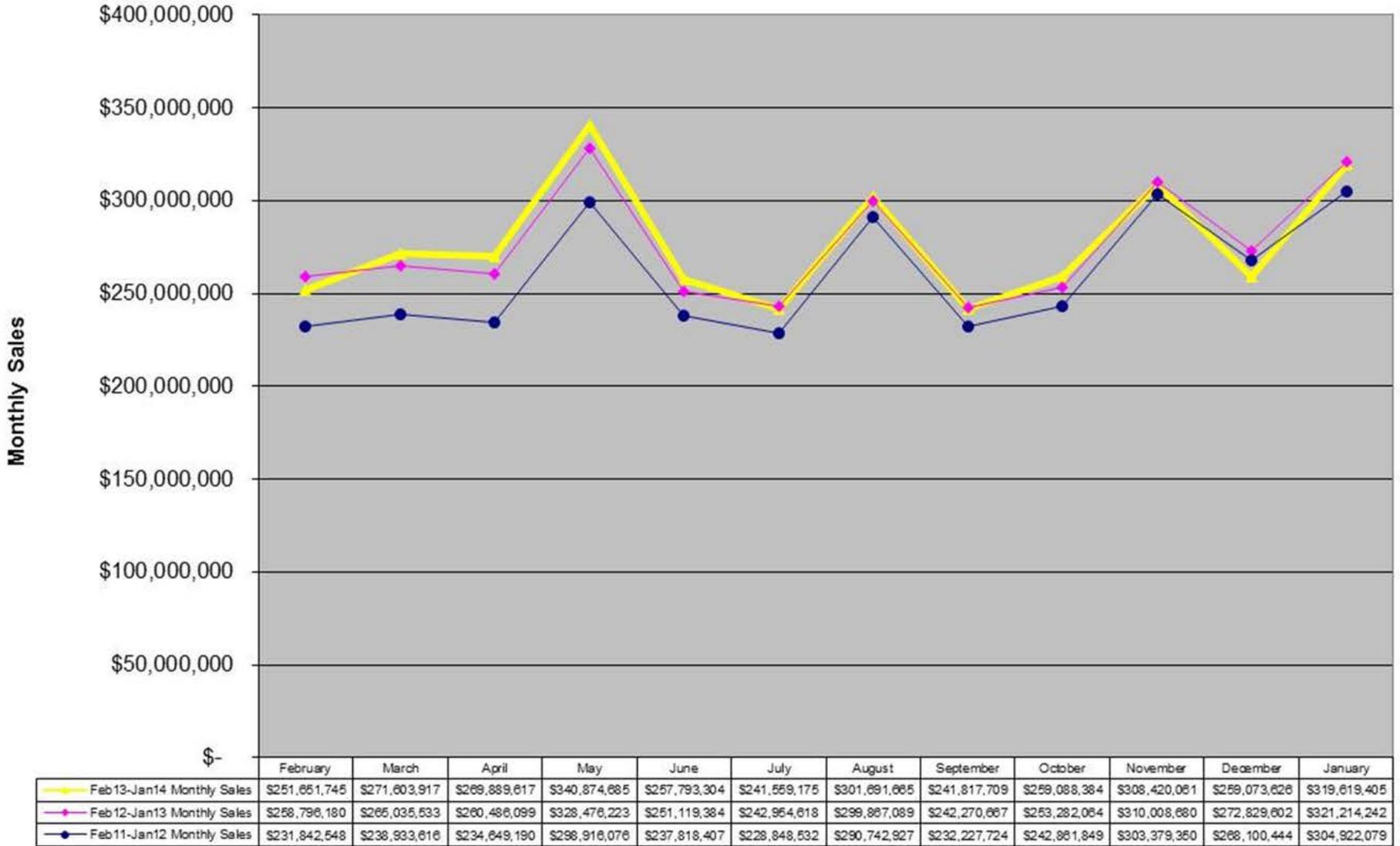
## 100X The Cash

Price Point: \$10

7 Week Sales: \$51,807,291



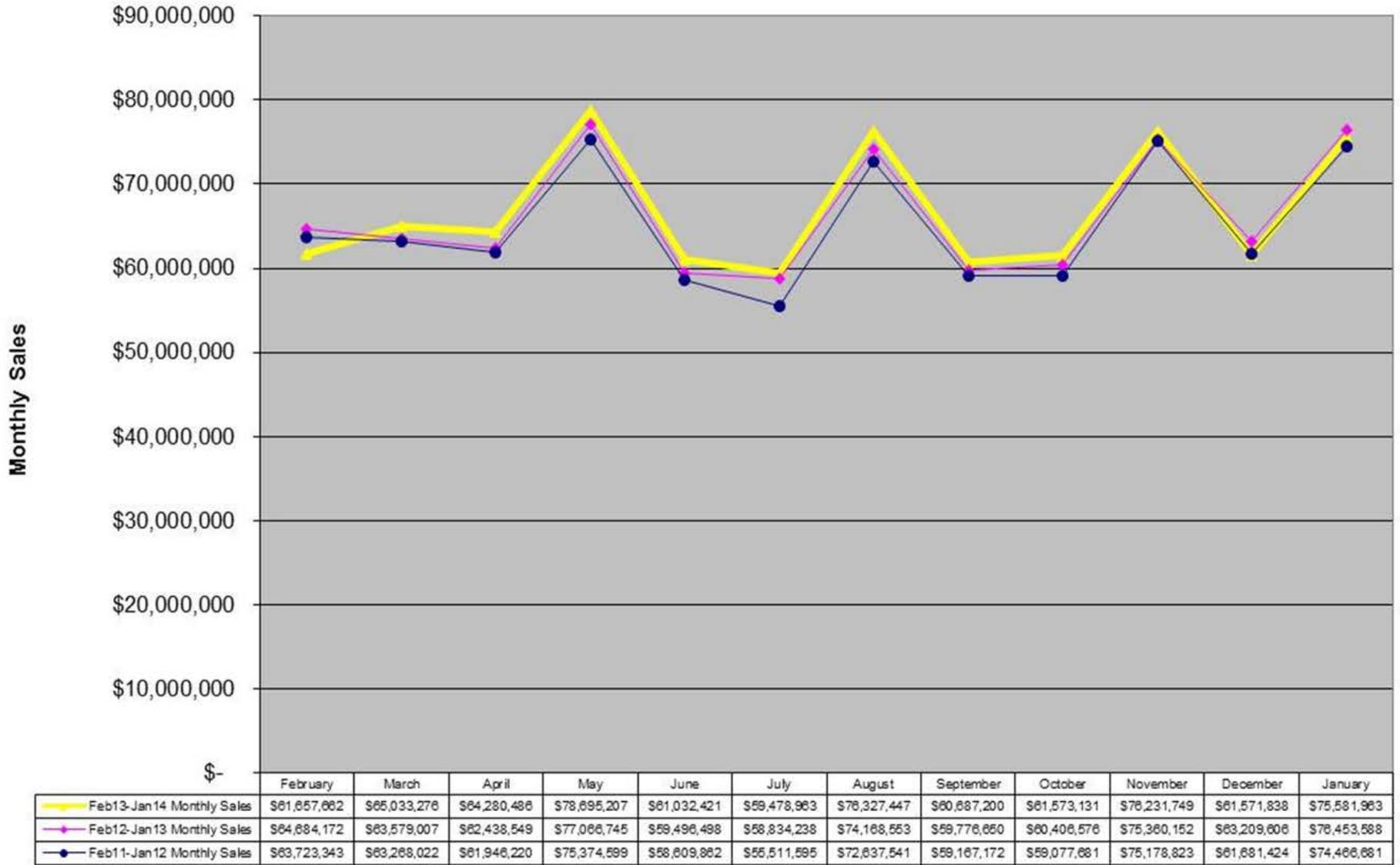
## Instant Game Monthly Sales February 11 thru January 14



Month Ending

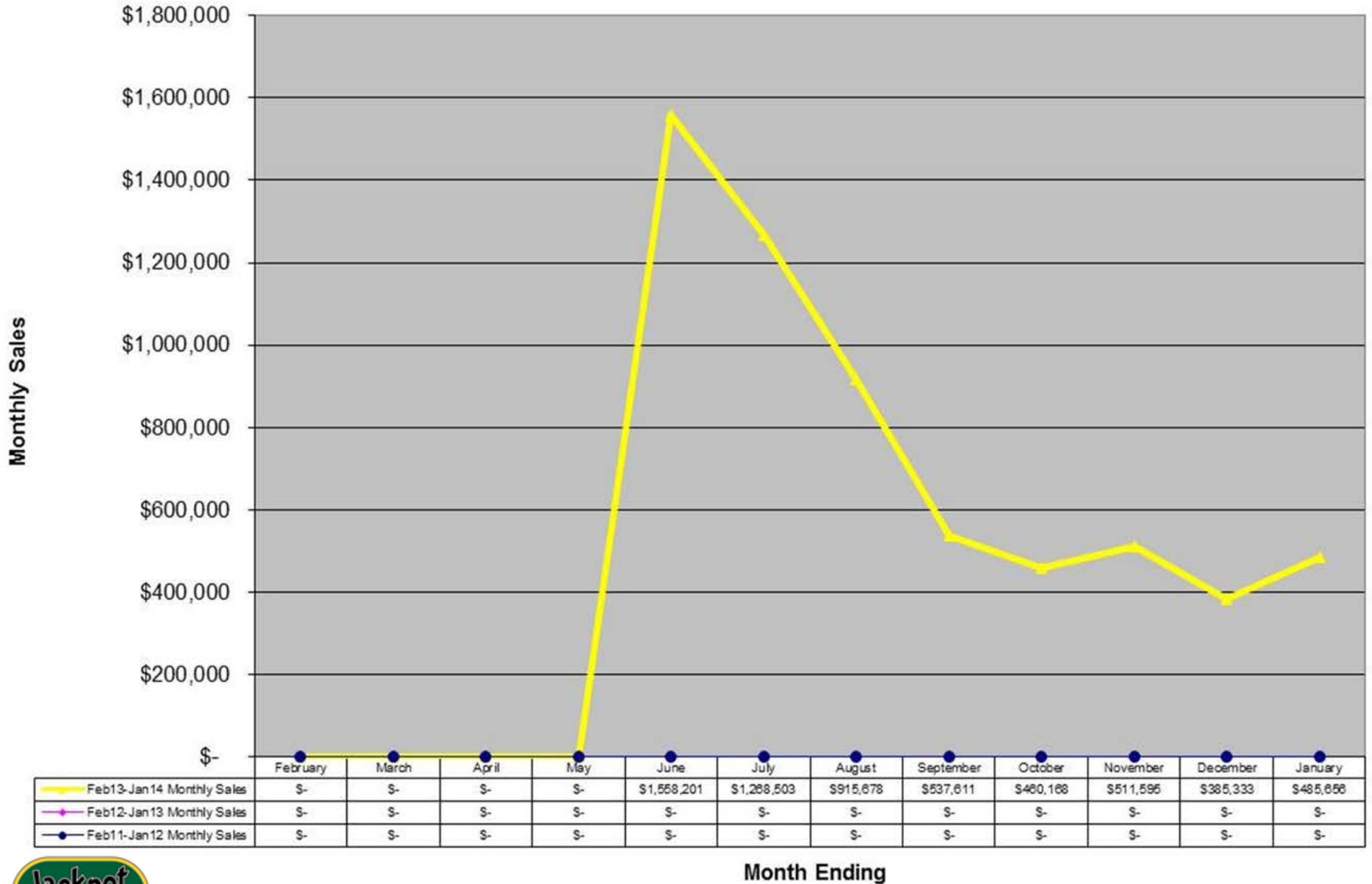


## KENO Game Monthly Sales February 11 thru January 14

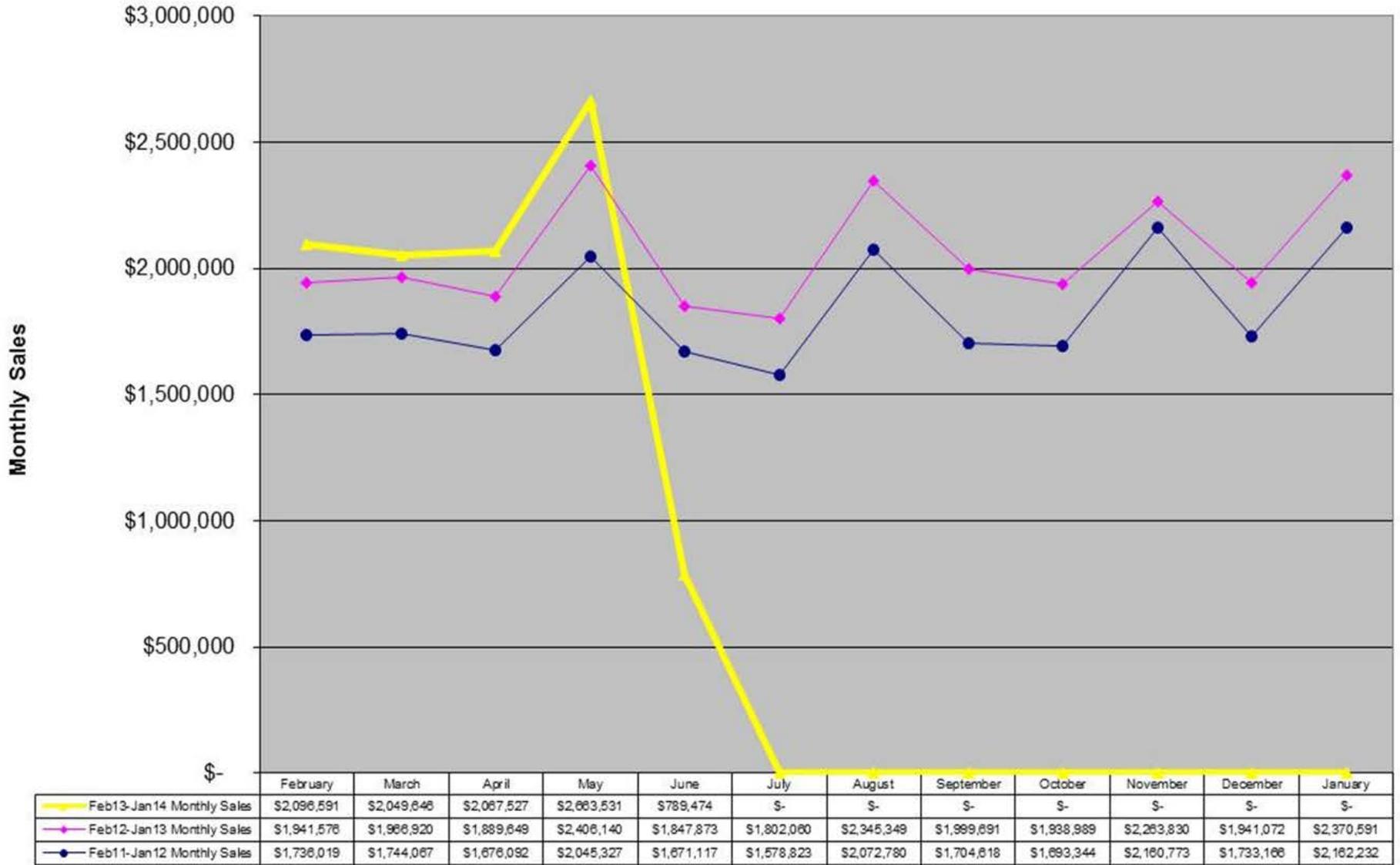


Month Ending

## Poker Game Monthly Sales February 11 thru January 14



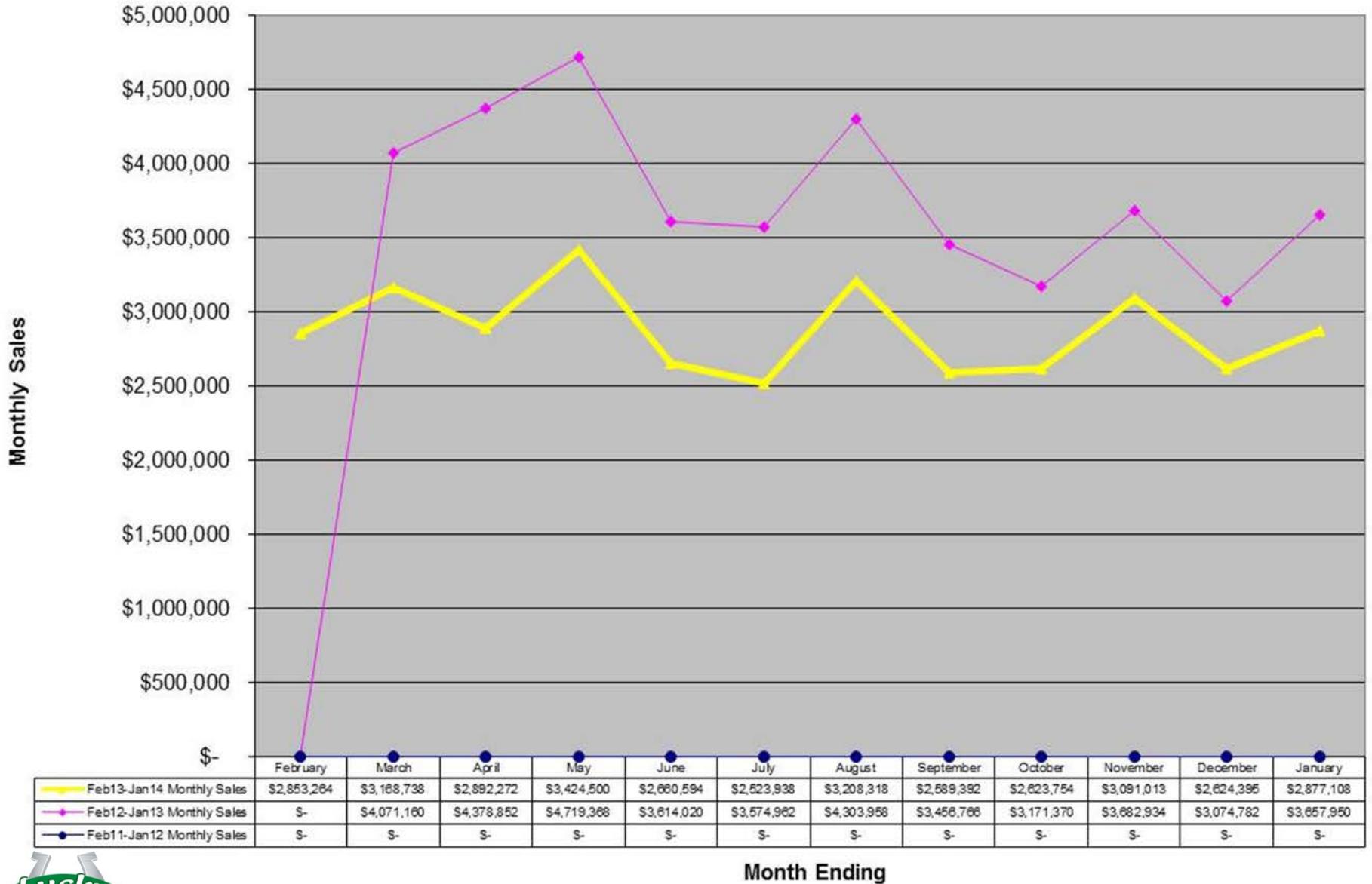
## Race Game Monthly Sales February 11 thru January 14



Month Ending



## Lucky For Life Game Monthly Sales February 11 thru January 14

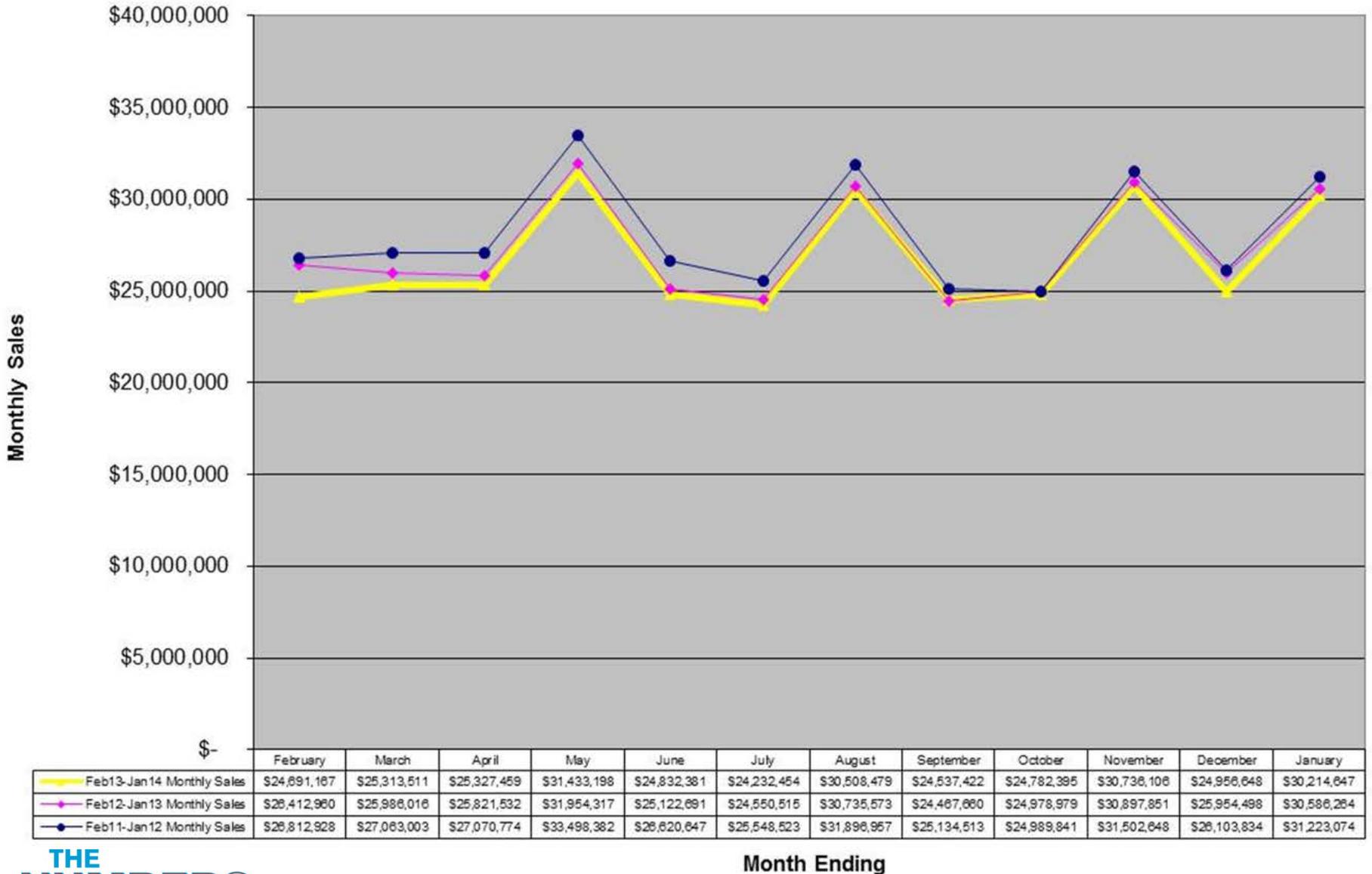


# Lucky for Life March 2014 “Lucky Ticket” Promotion

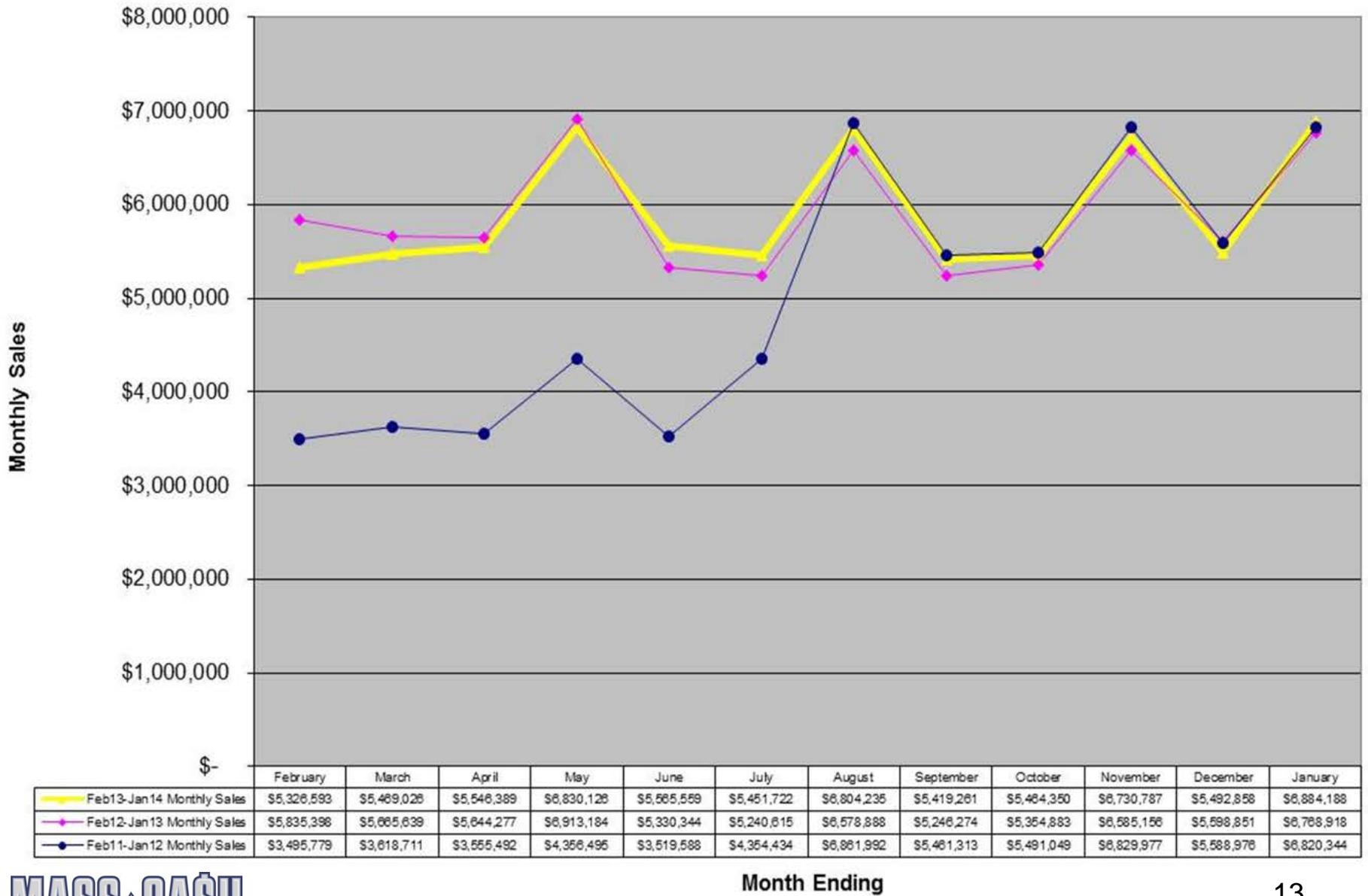
To celebrate the two year anniversary of the regional Lucky for Life game, all six New England state lotteries will be running a player promotion that begins March 16 -29. All states will offer the same “buy-in” (Spend \$8 or more on the same Lucky for Life ticket), but the prizes will vary from state to state based on what each state’s players are accustomed to. In Massachusetts, we are offering players a chance to win an additional \$2,014.

A large vertical promotional graphic with a green and blue background featuring sun rays and clovers. At the top, it says 'NOW WITH 2 LIFETIME PRIZES'. Below that, two banners read '\$1,000 A DAY FOR LIFE!' and '\$25,000 A YEAR FOR LIFE!'. The 'Lucky for Life' logo is prominently displayed. The main text reads 'GET YOUR LUCKY TICKET FOR A CHANCE TO WIN \$2,014 MARCH 16TH-29TH'. Below this, it says 'SPEND \$8 OR MORE ON A SINGLE LUCKY FOR LIFE® TICKET & RECEIVE A LUCKY TICKET FOR THE CHANCE TO WIN A CASH PRIZE!'. At the bottom, it states 'On March 30th, TWENTY LUCKY TICKETS will be randomly selected to each WIN \$2,014. Winning Lucky Ticket serial numbers will be posted on [masslottery.com](http://masslottery.com) after 2:00 p.m.' and 'You must be 18 years or older to play the Massachusetts State Lottery.' Social media icons for Facebook, Twitter, and YouTube are shown, along with the 'THE LOTTERY' logo.

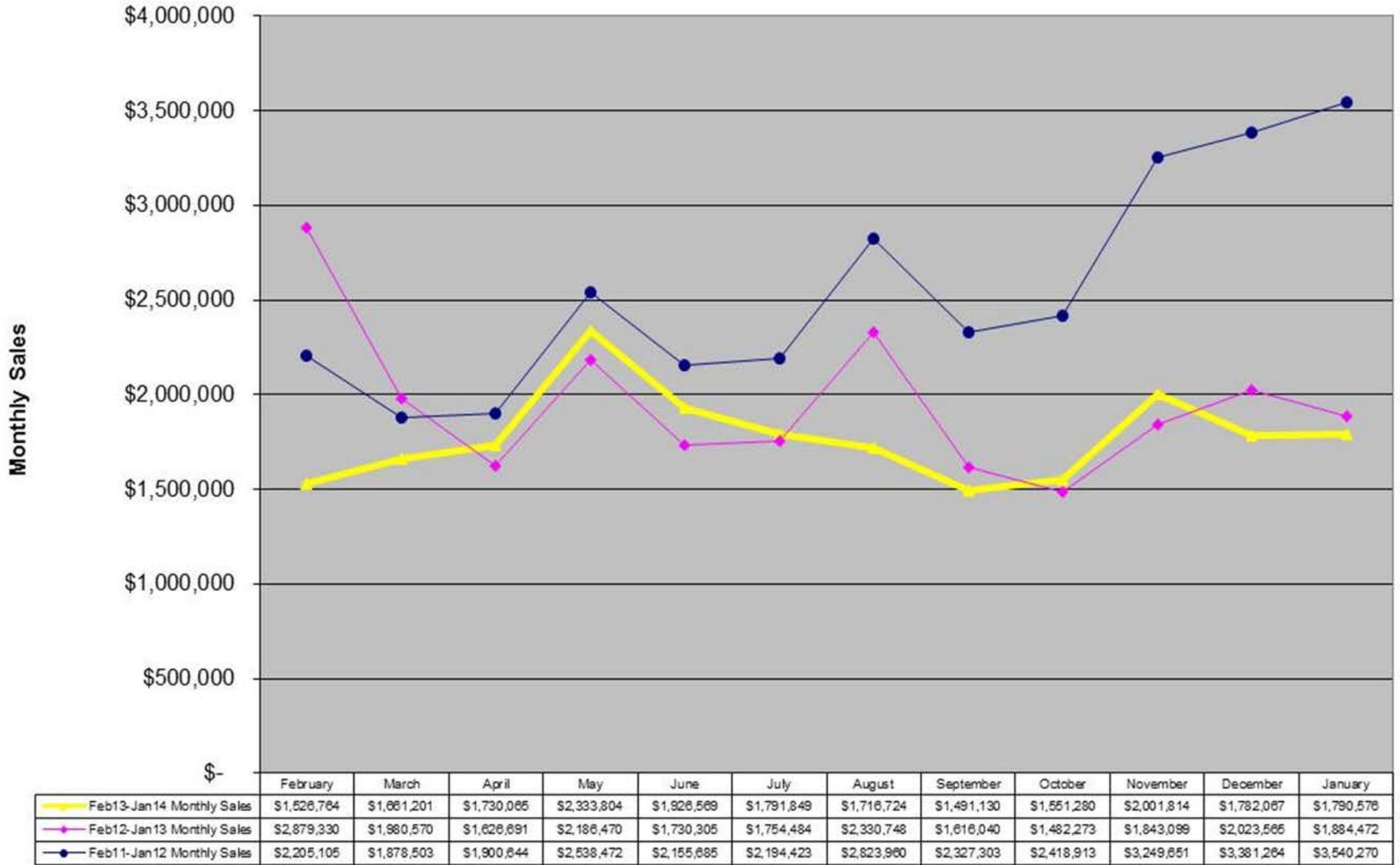
## Numbers Game Monthly Sales February 11 thru January 14



## Mass Cash Game Monthly Sales February 11 thru January 14

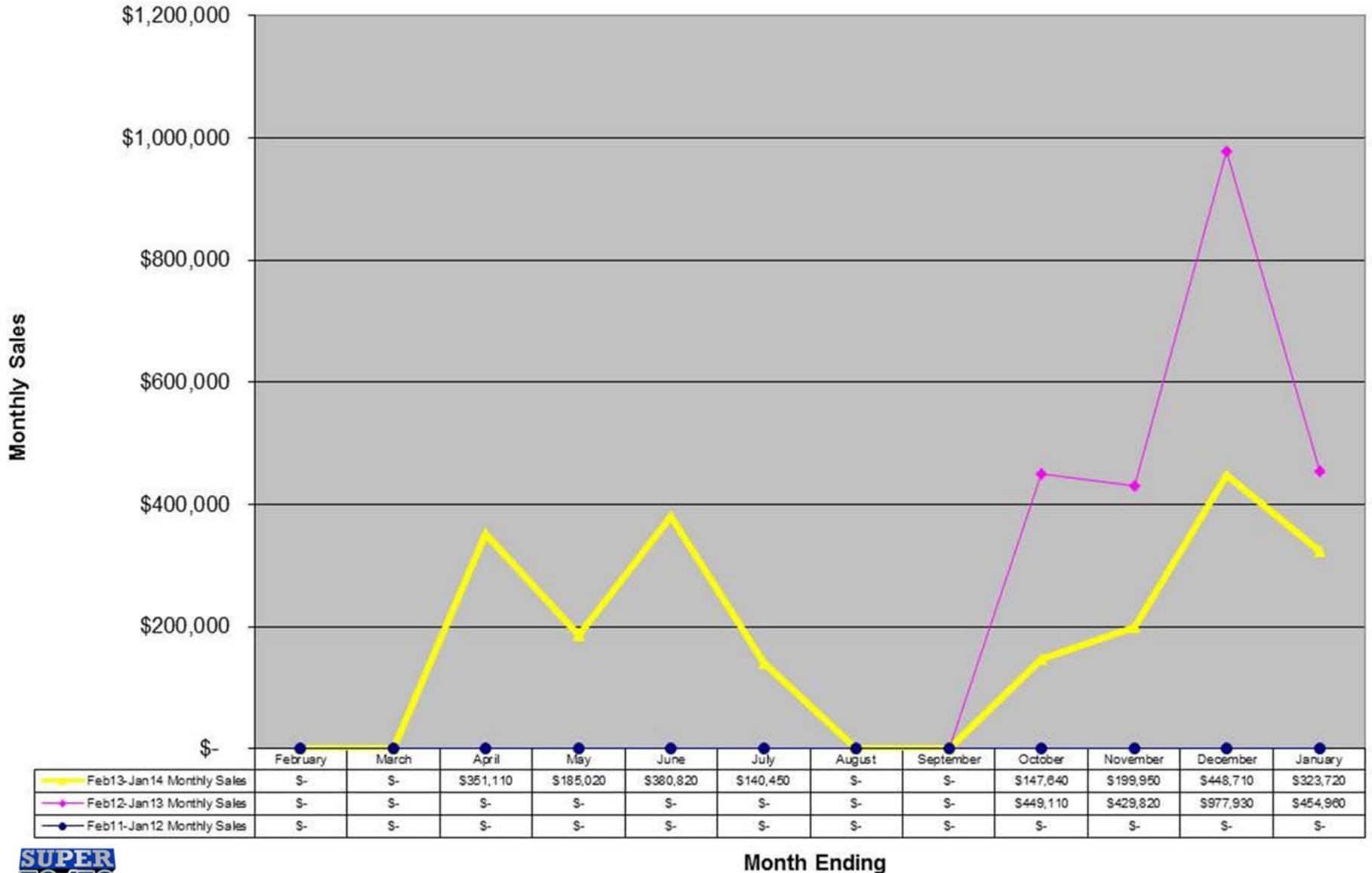


## Megabucks Game Monthly Sales February 11 thru January 14

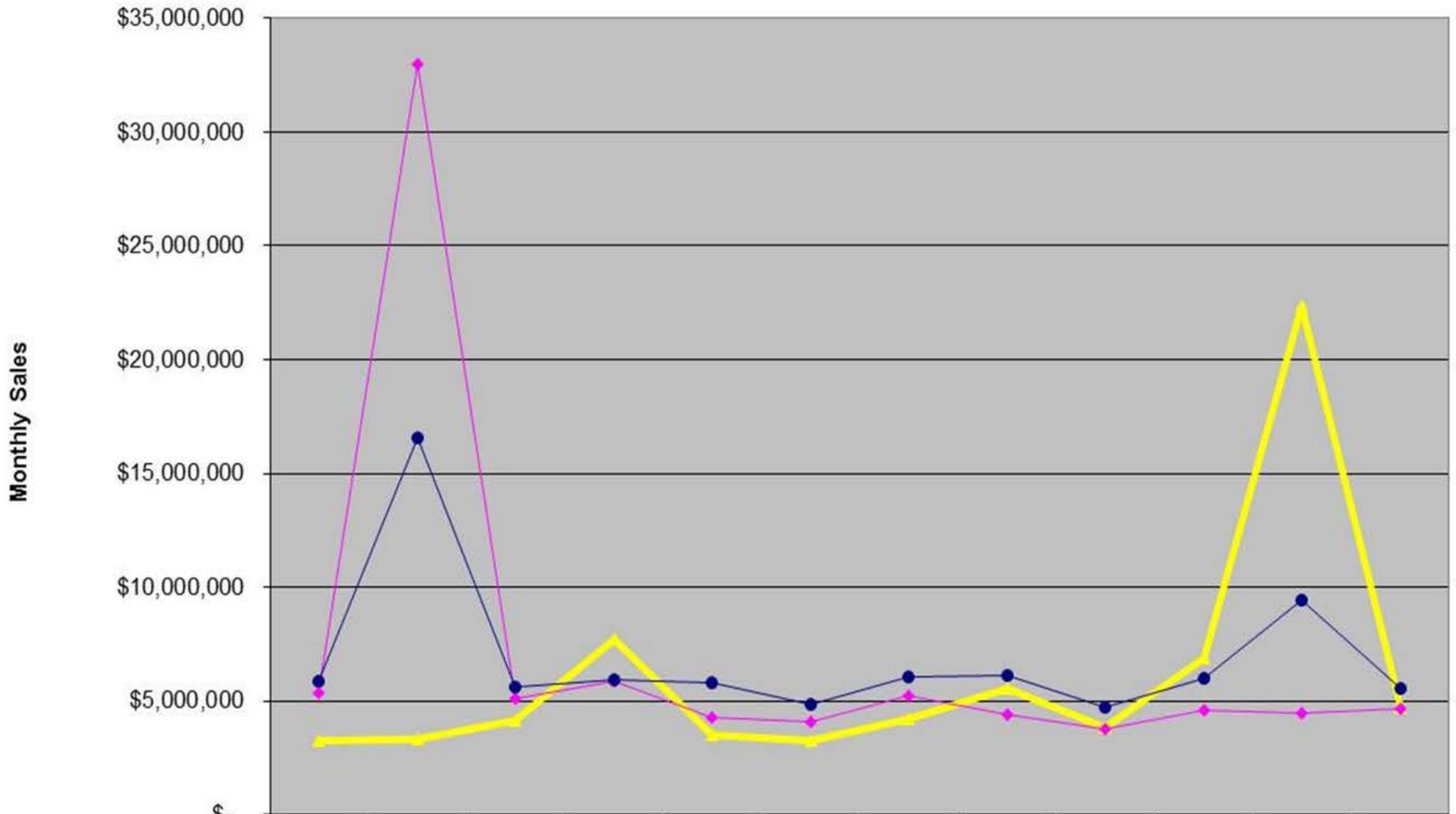


Month Ending

## Online Raffle Game Monthly Sales February 11 thru January 14



## Mega Millions Game Monthly Sales February 11 thru January 14

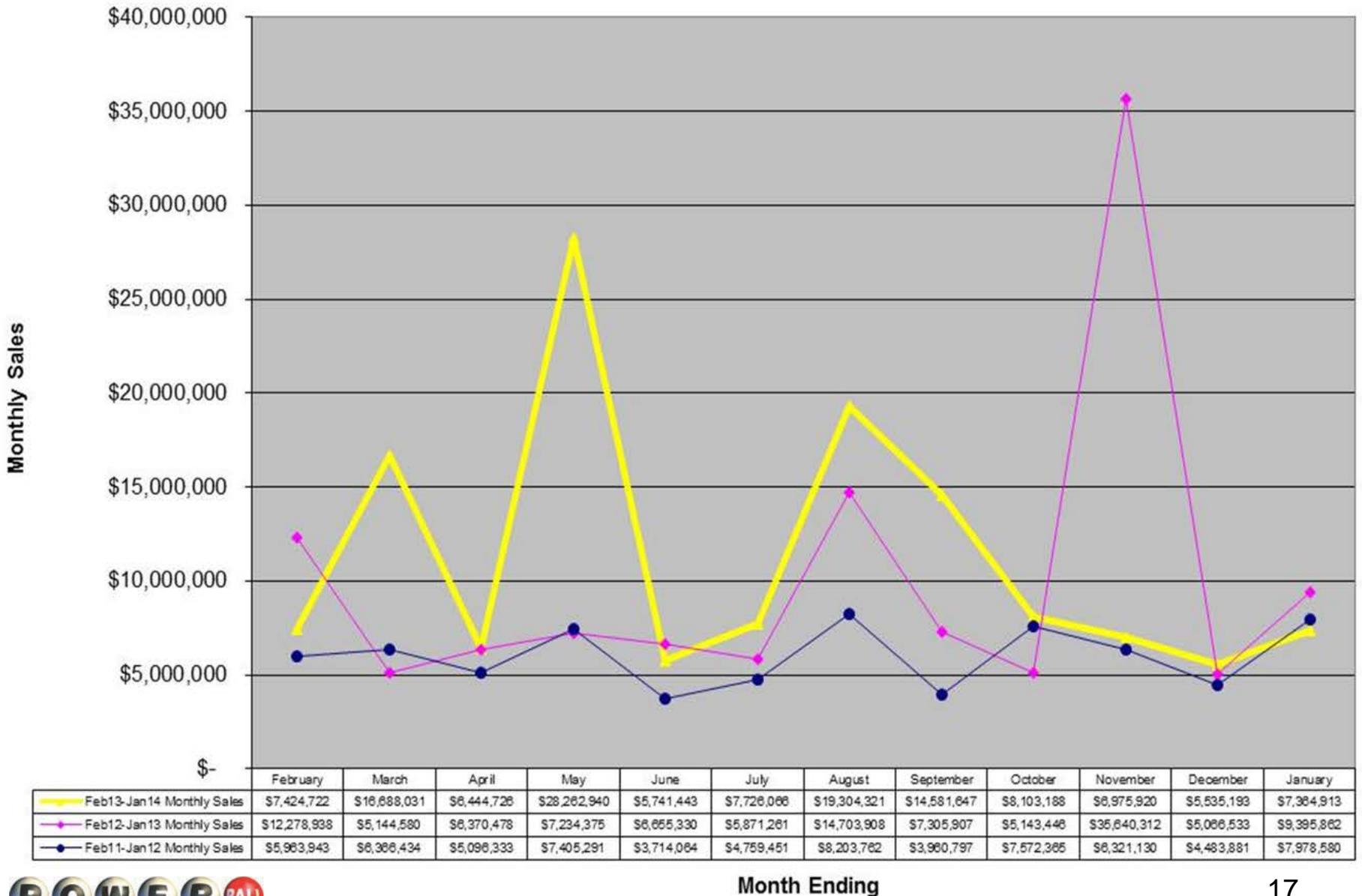


	February	March	April	May	June	July	August	September	October	November	December	January
Feb13-Jan14 Monthly Sales	\$3,259,650	\$3,339,999	\$4,156,059	\$7,702,167	\$3,524,100	\$3,274,059	\$4,237,931	\$5,540,292	\$3,841,489	\$6,908,127	\$22,380,898	\$4,697,709
Feb12-Jan13 Monthly Sales	\$5,356,677	\$32,974,084	\$5,113,305	\$5,867,252	\$4,288,693	\$4,070,293	\$5,214,203	\$4,408,529	\$3,798,620	\$4,622,314	\$4,464,771	\$4,689,133
Feb11-Jan12 Monthly Sales	\$5,890,784	\$16,576,585	\$5,595,416	\$5,916,940	\$5,824,818	\$4,881,039	\$6,044,294	\$6,093,254	\$4,732,239	\$5,999,489	\$9,455,586	\$5,561,441

Month Ending

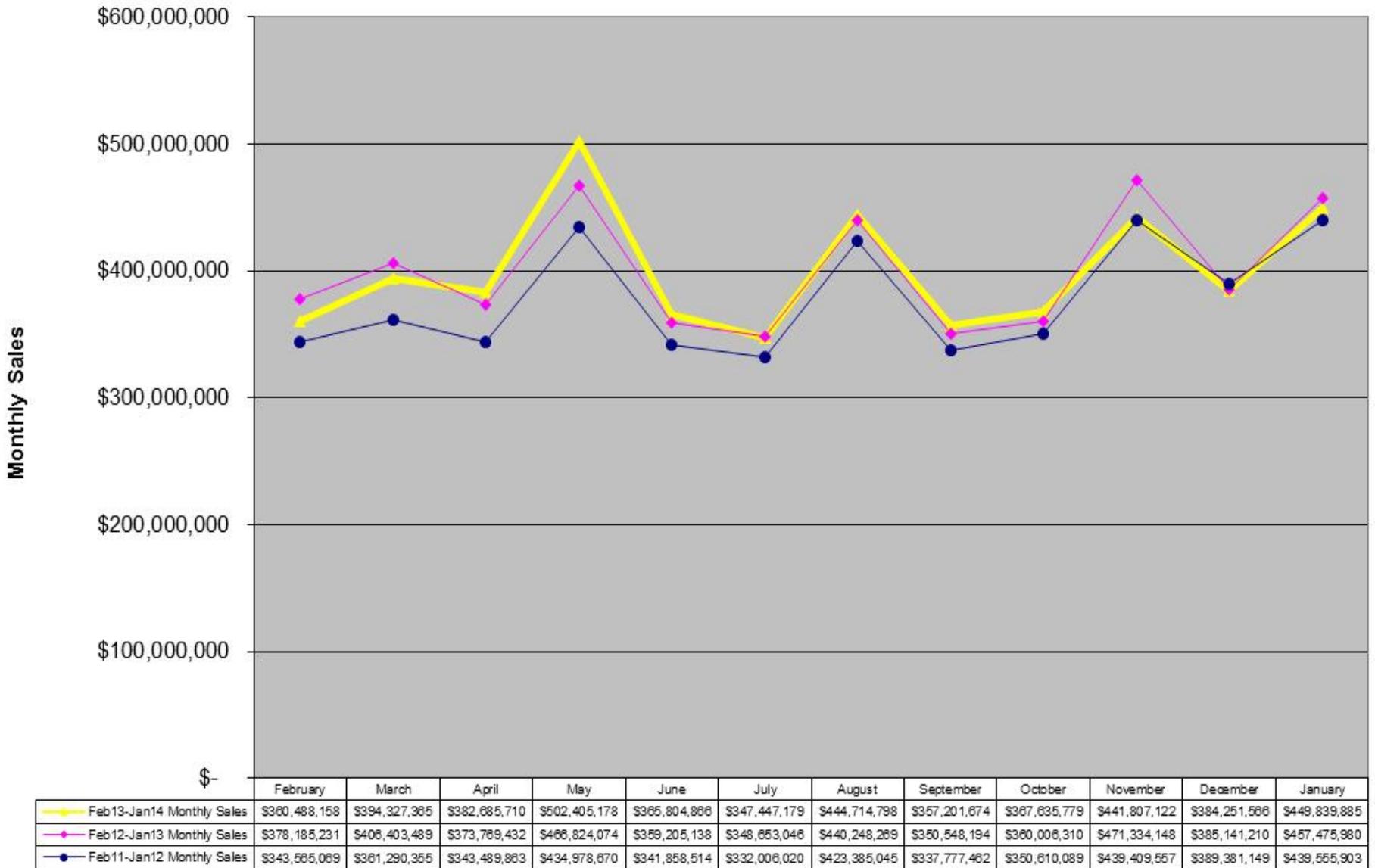


## Powerball Game Monthly Sales February 11 thru January 14



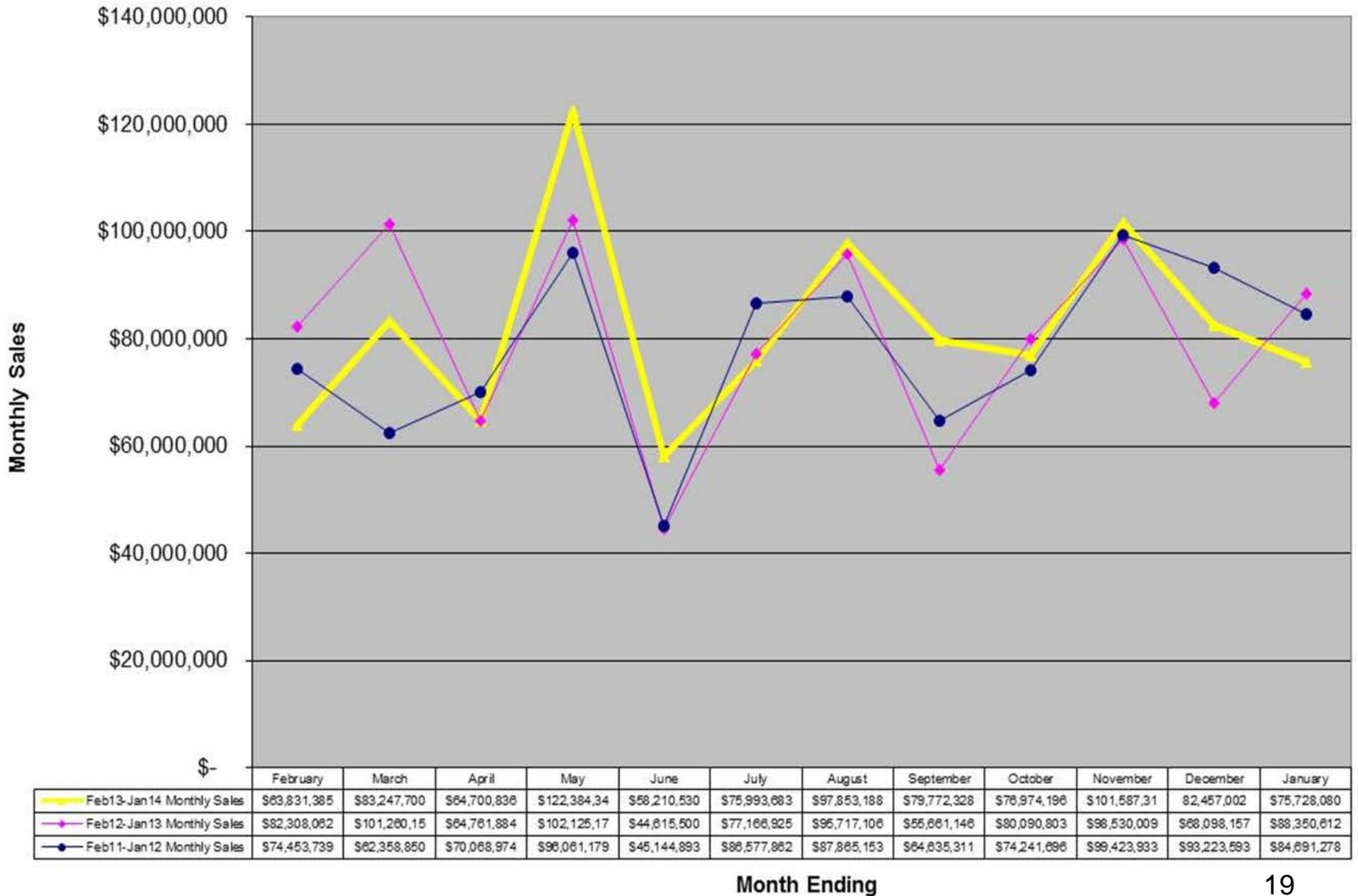
Month Ending

## All Game Monthly Sales February 11 thru January 14



Month Ending

## Net Profit Monthly Sales February 11 thru January 14



# MSLC Revenue Results

## January FY14 vs. FY13

(\$ millions)

Through February 1, 2014

	<b>FY14</b>	<b>% of Total</b>	<b>FY13</b>	<b>% of Total</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Instant Tickets</b>	\$320	71.0%	\$321	70.2%	-\$2	-0.5%
<b>MegaMillions</b>	5	1.0%	5	1.0%	0	0.0%
<b>Powerball</b>	7	1.6%	9	2.1%	-2	-21.3%
<b>Keno</b>	76	16.8%	76	16.7%	-1	-1.1%
<b>Mass Cash</b>	7	1.5%	7	1.5%	0	1.5%
<b>Race Game</b>	0	0.0%	2	0.5%	-2	-100.0%
<b>Lucky For Life</b>	3	0.6%	4	0.8%	-1	-21.6%
<b>Numbers Game</b>	30	6.7%	31	6.7%	0	-1.3%
<b>Super 50-50 Raffle</b>	0	0.1%	0	0.1%	0	-33.3%
<b>Megabucks</b>	2	0.4%	2	0.4%	0	-5.3%
<b>Jackpot Poker</b>	0	0.1%	0	0.0%	0	0.0%
<b>Total</b>	<b>\$450</b>	<b>100.0%</b>	<b>\$458</b>	<b>100.0%</b>	<b>-\$8</b>	<b>-1.7%</b>
<b>Instant Tickets</b>	\$320	71.0%	\$321	70.2%	-\$2	-0.5%
<b>Online Games</b>	130	29.0%	136	29.8%	-6	-4.5%
<b>Total</b>	<b>\$450</b>	<b>100.0%</b>	<b>\$458</b>	<b>100.0%</b>	<b>-\$8</b>	<b>-1.7%</b>

## MSLC Revenue Results

### Year-to-Date FY14 vs. FY13

(\$ millions)

Through February 1, 2014

	<u>FY14</u>	<u>% of Total</u>	<u>FY13</u>	<u>% of Total</u>	<u>\$ Change</u>	<u>% Change</u>
<b>Instant Tickets</b>	\$1,931	69.1%	\$1,942	69.0%	-\$11	-0.6%
<b>MegaMillions</b>	51	1.8%	31	1.1%	20	62.6%
<b>Powerball</b>	70	2.5%	83	3.0%	-14	-16.2%
<b>Keno</b>	471	16.9%	468	16.6%	3	0.7%
<b>Mass Cash</b>	42	1.5%	41	1.5%	1	1.9%
<b>Race Game</b>	0	0.0%	15	0.5%	-15	-100.0%
<b>Lucky For Life</b>	20	0.7%	25	0.9%	-5	-21.7%
<b>Numbers Game</b>	190	6.8%	192	6.8%	-2	-1.2%
<b>Super 50-50 Raffle</b>	1	0.0%	2	0.1%	-1	-43.5%
<b>Megabucks</b>	12	0.4%	13	0.5%	-1	-6.2%
<b>Jackpot Poker</b>	5	0.2%	0	0.0%	5	100.0%
<b>Total</b>	<b>\$2,793</b>	<b>100.0%</b>	<b>\$2,813</b>	<b>100.0%</b>	<b>-\$21</b>	<b>-0.7%</b>
<b>Instant Tickets</b>	\$1,931	69.1%	\$1,942	69.0%	-\$11	-0.6%
<b>Online Games</b>	862	30.9%	871	31.0%	-9	-1.1%
<b>Total</b>	<b>\$2,793</b>	<b>100.0%</b>	<b>\$2,813</b>	<b>100.0%</b>	<b>-\$21</b>	<b>-0.7%</b>

Thank you for the opportunity to share this information. We look forward to your feedback and to further discussion on these figures, as well as other Lottery initiatives.

