



INTEROFFICE MEMO

Gary Grief, Executive Director

Alfonso D. Royal III, Charitable Bingo Operations Director

To: J. Winston Krause, Chairman
Carmen Arrieta-Candelaria, Commissioner
Peggy A. Heeg, Commissioner
Doug Lowe, Commissioner
Robert Rivera, Commissioner

From: Kathy Pyka, Controller *KP*

Date: September 22, 2017

Re: Lottery sales and revenue, game performance, new game opportunities,
market research and trends

The attached detailed weekly sales summary for the week ending September 16, 2017 is for your information. Summary sales performance memos and the detailed weekly sales summary for the week ending September 30, 2017 will be provided to you at the October 5, 2017 Commission meeting.

Please feel free to contact me at 512-344-5410 if you need additional information or have any questions.



Texas Lottery Commission
Calculation of Revenue from Sales and Net Revenue to State
with Year over Year Analysis
Week ending September 17, 2016 and September 16, 2017

"Sales Contribution"

	9/17/2016	9/16/2017
Sales	\$ 215,898,277	\$ 213,032,691
Less: Prize Expense	(140,718,261)	(143,587,166)
= Sales Contribution	75,180,016	69,445,524
	34.82%	32.60%
Less: Retailer Commission (5%)	(10,795,429)	(10,654,178)
Less: Administration (IGT @2.2099%)	(4,771,136)	(4,707,809)
Less: Statutory Administration Appropriation	(10,341,743)	(10,204,479)
= Estimated Net Revenue to the State (FSF)	\$ 49,271,708	\$ 43,879,057
	22.82%	20.60%
Prize Expense as a % of sales	65.2%	67.4%

Total may not sum due to rounding



WEEKLY SALES SUMMARY

Unaudited

Week Ending: 9/16/2017

Texas Lottery Commission
Fiscal Year to Date Sales Comparison
Unaudited

Through the Week Ending 9/16/2017 (3 Weeks)

Sales by Game	FY 2016 *	FY 2017 **	FY 2018	\$ Change		% Change	
				FY 2018 to FY 2016	FY 2018 to FY 2017	FY 2018 to FY 2016	FY 2018 to FY 2017
Scratch Tickets	\$ 174,631,197	\$ 165,128,954	\$ 167,671,551	\$ -6,959,646	\$ 2,542,597	-4.0%	1.5%
Lotto Texas	8,132,251	5,323,883	4,989,223	-3,143,028	-334,660	-38.6%	-6.3%
Lotto Extra	1,356,394	1,014,051	1,067,558	-288,836	53,507	-21.3%	5.3%
Pick 3	14,054,676	11,728,140	11,096,319	-2,958,357	-631,821	-21.0%	-5.4%
Pick 3 Sum It Up	296,131	222,387	225,693	-70,438	3,306	-23.8%	1.5%
Cash Five	2,591,568	2,053,599	1,884,654	-706,914	-168,945	-27.3%	-8.2%
Texas Two Step	3,042,565	2,421,487	1,905,276	-1,137,289	-516,211	-37.4%	-21.3%
Mega Millions	6,373,482	6,354,876	5,135,651	-1,237,831	-1,219,225	-19.4%	-19.2%
Megaplier	1,647,203	1,670,053	1,483,419	-163,784	-186,634	-9.9%	-11.2%
Daily 4	4,715,574	4,293,918	4,490,576	-224,998	196,659	-4.8%	4.6%
Daily 4 Sum It Up	245,014	230,435	242,359	-2,655	11,924	-1.1%	5.2%
Powerball	12,171,982	11,798,500	9,453,620	-2,718,362	-2,344,880	-22.3%	-19.9%
Power Play	1,586,875	1,642,666	1,513,466	-73,409	-129,200	-4.6%	-7.9%
All or Nothing	1,836,184	1,277,648	1,289,030	-547,154	11,382	-29.8%	0.9%
Texas Triple Chance	-	737,680	584,296	584,296	-153,384	-	-20.8%
Total	\$ 232,681,095	\$ 215,898,277	\$ 213,032,691	\$ -19,648,405	\$ -2,865,586	-8.4%	-1.3%

* 3 extra days

** 1 extra day

Texas Lottery Commission
Fiscal Year to Date Cumulative Average Sales Comparison
 Unaudited

Through the Week Ending 9/16/2017 (3 Weeks)

Sales by Game	FY 2016	FY 2017	FY 2018
Scratch Tickets	\$ 9,191,116	\$ 9,713,468	\$ 10,479,472
Lotto Texas	428,013	313,170	311,826
Lotto Extra	71,389	59,650	66,722
Pick 3	739,720	689,891	693,520
Pick 3 Sum It Up	15,586	13,082	14,106
Cash Five	136,398	120,800	117,791
Texas Two Step	160,135	142,440	119,080
Mega Millions	335,446	373,816	320,978
Megaplier	86,695	98,238	92,714
Daily 4	248,188	252,583	280,661
Daily 4 Sum It Up	12,895	13,555	15,147
Powerball	640,631	694,029	590,851
Power Play	83,520	96,627	94,592
All or Nothing	96,641	75,156	80,564
Texas Triple Chance	-	43,393	36,519
Total	\$ 12,246,373	\$ 12,699,899	\$ 13,314,543

thru 9/19/2015	thru 9/17/2016	thru 9/16/2017
19 days	17 days	16 days

Texas Lottery Commission
Fiscal Year Over Year Change in Sales
 Unaudited
 FY 2018 Compared to FY 2017

Week	Week Ending	SCRATCH TICKETS				DRAW GAMES				TOTAL SALES			
		FY 2018	FY 2017	Difference	% change - Cumulative Sales	FY 2018	FY 2017	Difference	% change - Cumulative Sales	FY 2018	FY 2017	Difference	% change - Cumulative Sales
1	9/2/2017*	\$23,058,926	\$32,980,266	(\$9,921,340)	-30.1%	\$6,902,847	\$10,218,656	(\$3,315,809)	-32.4%	\$29,961,773	\$43,198,922	(\$13,237,149)	-30.6%
2	9/9/2017	\$71,784,232	\$65,952,418	\$5,831,814	8.8%	\$18,779,001	\$19,635,377	(\$856,376)	-4.4%	\$90,563,233	\$85,587,795	\$4,975,438	5.8%
3	9/16/2017	\$72,828,393	\$66,196,270	\$6,632,123	10.0%	\$19,679,292	\$20,915,290	(\$1,235,999)	-5.9%	\$92,507,685	\$87,111,560	\$5,396,125	6.2%
4	9/23/2017		\$64,383,005				\$17,451,165				\$81,834,170		
5	9/30/2017		\$67,349,951				\$17,519,852				\$84,869,803		
6	10/7/2017		\$71,598,690				\$18,211,107				\$89,809,797		
7	10/14/2017		\$69,444,762				\$18,075,261				\$87,520,023		
8	10/21/2017		\$69,317,066				\$18,422,336				\$87,739,402		
9	10/28/2017		\$69,729,599				\$18,535,248				\$88,264,847		
10	11/4/2017		\$73,451,702				\$19,925,460				\$93,603,641		
11	11/11/2017		\$70,998,320				\$20,151,939				\$90,923,780		
12	11/18/2017		\$75,265,196				\$21,424,637				\$96,689,833		
13	11/25/2017		\$68,983,157				\$24,223,331				\$93,206,488		
14	12/2/2017		\$72,688,514				\$17,653,328				\$90,341,842		
15	12/9/2017		\$71,676,549				\$18,150,590				\$89,827,139		
16	12/16/2017		\$73,909,726				\$19,814,333				\$93,724,059		
17	12/23/2017		\$77,369,179				\$19,276,415				\$96,945,594		
18	12/30/2017		\$80,868,854				\$19,289,161				\$100,168,015		
19	1/6/2018		\$73,328,624				\$18,611,644				\$91,940,268		
20	1/13/2018		\$73,471,643				\$20,351,397				\$93,623,040		
21	1/20/2018		\$72,229,942				\$20,349,310				\$92,578,652		
22	1/27/2018		\$72,056,793				\$21,688,657				\$93,725,450		
23	2/3/2018		\$77,292,806				\$22,161,789				\$99,464,595		
24	2/10/2018		\$78,699,192				\$22,100,245				\$100,799,437		
25	2/17/2018		\$77,864,124				\$24,776,465				\$102,640,589		
26	2/24/2018		\$80,287,015				\$28,133,116				\$108,420,131		
27	3/3/2018		\$87,500,184				\$20,213,859				\$107,714,043		
28	3/10/2018		\$84,966,053				\$21,024,757				\$105,990,810		
29	3/17/2018		\$82,972,977				\$20,434,291				\$103,407,268		
30	3/24/2018		\$82,217,628				\$20,282,992				\$102,500,620		
31	3/31/2018		\$86,271,920				\$19,497,142				\$105,769,062		
32	4/7/2018		\$81,499,404				\$17,854,294				\$99,353,698		
33	4/14/2018		\$81,831,134				\$17,865,636				\$99,696,770		
34	4/21/2018		\$80,531,863				\$18,337,257				\$98,669,120		
35	4/28/2018		\$81,433,819				\$18,956,981				\$100,890,800		
36	5/5/2018		\$84,857,262				\$19,489,624				\$104,346,886		
37	5/12/2018		\$81,090,824				\$19,420,237				\$100,511,061		
38	5/19/2018		\$80,557,866				\$20,939,291				\$101,497,157		
39	5/26/2018		\$78,141,293				\$21,072,651				\$99,213,944		
40	6/2/2018		\$78,991,820				\$23,569,252				\$102,861,072		
41	6/9/2018		\$77,859,970				\$29,337,930				\$107,197,900		
42	6/16/2018		\$75,964,093				\$18,618,777				\$94,582,870		

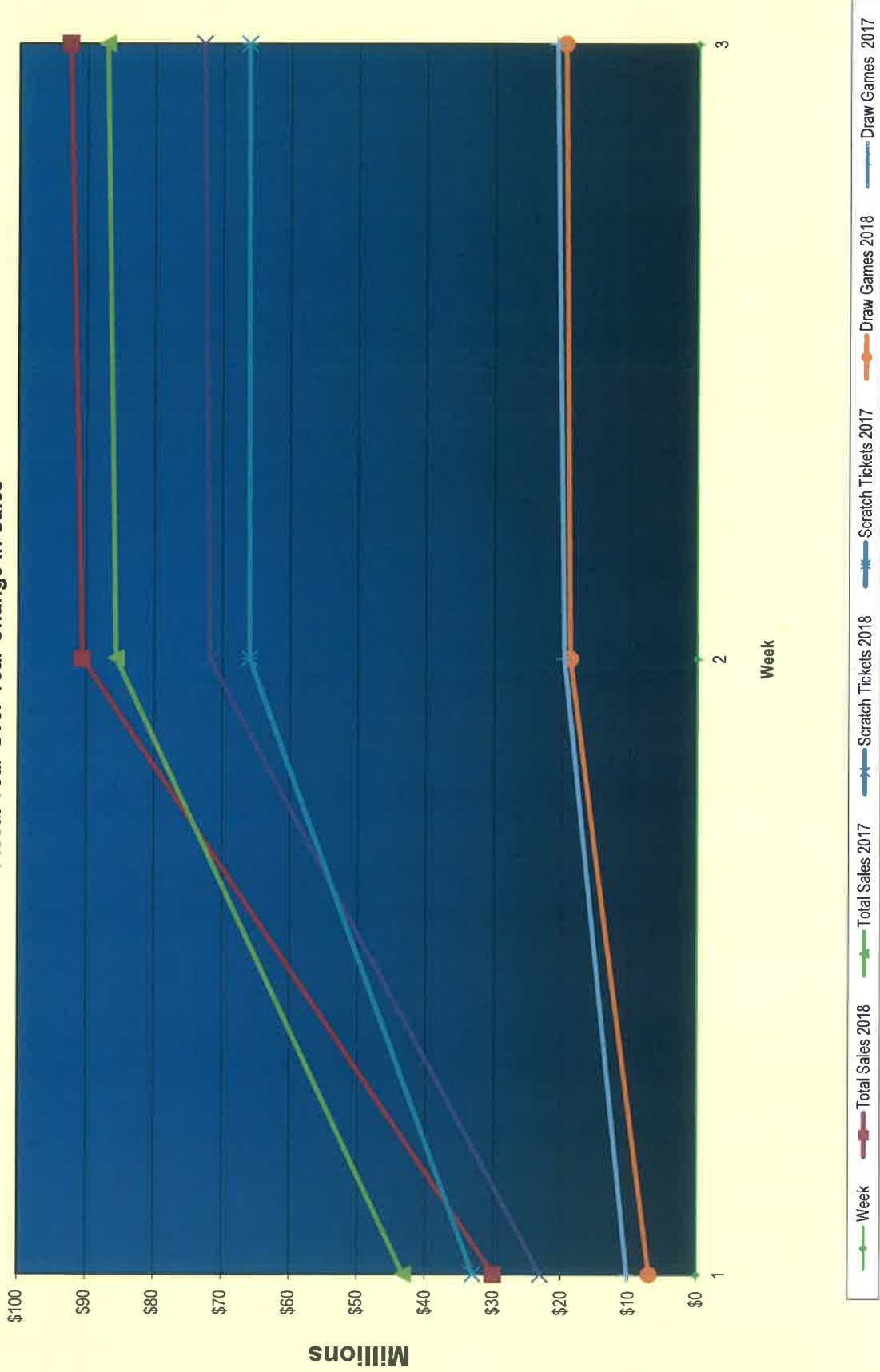
Texas Lottery Commission
Fiscal Year Over Year Change in Sales
 Unaudited
 FY 2018 Compared to FY 2017

Week	Week Ending	SCRATCH TICKETS				DRAW GAMES				TOTAL SALES			
		FY 2018	FY 2017	Difference	% change - Cumulative Sales	FY 2018	FY 2017	Difference	% change - Cumulative Sales	FY 2018	FY 2017	Difference	% change - Cumulative Sales
43	6/23/2018		\$75,379,863				\$18,464,310				\$93,844,173		
44	6/30/2018		\$76,450,854				\$19,685,004				\$96,135,858		
45	7/7/2018		\$75,420,516				\$20,817,697				\$96,238,213		
46	7/14/2018		\$74,068,426				\$21,553,240				\$95,621,666		
47	7/21/2018		\$75,926,884				\$21,909,933				\$97,836,817		
48	7/28/2018		\$68,526,927				\$22,791,762				\$91,318,689		
49	8/4/2018		\$74,104,794				\$27,396,555				\$101,501,349		
50	8/11/2018		\$73,356,820				\$37,340,879				\$110,697,699		
51	8/18/2018		\$74,114,510				\$42,787,014				\$116,901,524		
52	8/25/2018		\$70,061,982				\$55,854,516				\$125,916,498		
	8/31/2018**		\$43,727,573				\$9,679,652				\$53,407,225		
Total thru Current Week		\$167,671,551	\$165,128,954	\$2,542,597	1.5%	\$45,361,140	\$50,769,323	(\$5,408,183)	-10.7%	\$213,032,691	\$215,898,277	(\$2,865,586)	-1.3%
Fiscal Year Total		\$167,671,551	\$3,935,220,022			\$45,361,140	\$1,142,241,630			\$213,032,691	\$5,077,461,652		

* FY 18 includes 2 days; FY 17 includes 3 days

** FY 18 includes 6 days; FY 17 includes 5 days

Texas Lottery Commission Fiscal Year Over Year Change in Sales



Note: Week 1 is not a full week of sales as this report is prepared on a Fiscal Year basis.

Texas Lottery Commission
Scratch Tickets by Price Point
Sales, Prize Expense, Sales Contribution and Payout Percentage With Year Over Year Changes
 Unaudited

Fiscal Year	Price Point	# of Active Games	FY Sales	% of Scratch Ticket Sales	Year over Year Change in Sales	FY Prize Expense	Year over Year Change in Prize Expense	FY Sales Contribution	Year over Year Change in Contribution	Average Prize Payout %	Year over Year Change in Payout %
2017	\$1.00	15	7,110,993	4.3%		4,277,894		2,833,099		60.2%	-0.1%
Through	\$2.00	17	14,084,702	8.5%		9,225,823		4,858,879		65.5%	0.5%
9/17/2016	\$3.00	7	11,599,284	7.0%		7,649,402		3,949,882		65.9%	0.1%
	\$5.00	29	54,778,495	33.2%		37,203,393		17,575,102		67.9%	0.0%
	\$10.00	12	33,652,590	20.4%		23,852,721		9,799,869		70.9%	1.0%
	\$20.00	9	37,394,940	22.6%		28,017,525		9,377,415		74.9%	0.0%
	\$50.00	3	6,507,950	3.9%		5,065,823		1,442,127		77.8%	0.1%
Total		92	\$165,128,954			\$115,292,580		\$49,836,374		69.8%	0.4%
2018	\$1.00	12	5,827,608	3.5%		3,499,927		2,327,681		60.1%	-0.3%
Through	\$2.00	13	13,782,424	8.2%		9,000,073		4,782,351		65.3%	0.3%
9/16/2017	\$3.00	9	12,567,264	7.5%		8,280,963		4,286,301		65.9%	0.0%
	\$5.00	31	47,390,695	28.3%		32,211,501		15,179,194		68.0%	0.0%
	\$10.00	12	42,640,070	25.4%		29,874,943		12,765,127		70.1%	-0.3%
	\$20.00	11	34,741,140	20.7%		26,031,499		8,709,641		74.9%	0.0%
	\$50.00	3	10,722,350	6.4%		8,364,390		2,357,960		78.0%	0.1%
Total		91	\$167,671,551			\$117,263,295		\$50,408,256		69.9%	0.1%
Variance	\$1.00	-3	-1,283,385		-18.0%	-777,967	-18.2%	-505,418	-17.8%	-0.10%	
2018 to	\$2.00	-4	-302,278		-2.1%	-225,750	-2.4%	-76,528	-1.6%	-0.20%	
2017	\$3.00	2	967,980		8.3%	631,561	8.3%	336,419	8.5%	-0.05%	
	\$5.00	2	-7,387,800		-13.5%	-4,991,892	-13.4%	-2,395,908	-13.6%	0.05%	
	\$10.00	0	8,987,480		26.7%	6,022,222	25.2%	2,965,258	30.3%	-0.82%	
	\$20.00	2	-2,653,800		-7.1%	-1,986,026	-7.1%	-667,774	-7.1%	0.01%	
	\$50.00	0	4,214,400		64.8%	3,298,567	65.1%	915,833	63.5%	0.17%	
Total		-1	\$2,542,597		1.5%	\$1,970,716	1.7%	\$571,881	1.1%	0.12%	

Notes - Scratch Ticket Variances

Texas Lottery Commission
Scratch Tickets by Price Point
Sales, Prize Expense, Sales Contribution and Payout Percentage With Year Over Year Changes
 Unaudited

	FY 2018		FY 2017		Difference
Sales	\$1 - \$5	\$79,567,991		\$87,573,474	-\$8,005,483
Prize Exp.	\$1 - \$5	\$52,992,463		\$58,356,511	-\$5,364,048
Sales Cont.	\$1 - \$5	\$26,575,528		\$29,216,963	-\$2,641,435
Prize Exp. %	\$1 - \$5	66.6%		66.6%	0.0%
Sales	\$10 - \$50	\$88,103,550		\$77,555,480	\$10,548,080
Prize Exp.	\$10 - \$50	\$64,270,832		\$56,936,068	\$7,334,763
Sales Cont.	\$10 - \$50	\$23,832,728		\$20,619,412	\$3,213,317
Prize Exp. %	\$10 - \$50	72.9%		73.4%	-0.5%
Sales	Scratch	\$167,671,551		\$165,128,954	\$2,542,597
Prize Exp.	Scratch	\$117,263,295		\$115,292,580	\$1,970,716
Sales Cont.	Scratch	\$50,408,256		\$49,836,374	\$571,881
Prize Exp. %	Scratch	69.9%		69.8%	0.1%

	FY 2018		FY 2017		Difference
Sales	\$1 - \$10	\$122,208,061		\$121,226,064	\$981,997
Prize Exp.	\$1 - \$10	\$82,867,406		\$82,209,232	\$658,174
Sales Cont.	\$1 - \$10	\$39,340,655		\$39,016,832	\$323,823
Prize Exp. %	\$1 - \$10	67.8%		67.8%	0.0%
Sales	\$20 - \$50	\$45,463,490		\$43,902,890	\$1,560,600
Prize Exp.	\$20 - \$50	\$34,395,889		\$33,083,348	\$1,312,541
Sales Cont.	\$20 - \$50	\$11,067,601		\$10,819,542	\$248,059
Prize Exp. %	\$20 - \$50	75.7%		75.4%	0.3%
Sales	Scratch	\$167,671,551		\$165,128,954	\$2,542,597
Prize Exp.	Scratch	\$117,263,295		\$115,292,580	\$1,970,716
Sales Cont.	Scratch	\$50,408,256		\$49,836,374	\$571,881
Prize Exp. %	Scratch	69.9%		69.8%	0.1%

Texas Lottery Commission
Weekly Sales Summary
& Comparison to Previous Week
 Unaudited

	Week Ending 9/16/2017	% of Sales	Week Ending 9/09/2017	% of Sales	\$ change	% change
	<u>THIS WEEK</u>		<u>LAST WEEK</u>			
Total Sales	<u>\$92,507,685</u>		<u>\$90,563,233</u>		<u>\$1,944,452</u>	<u>2.15%</u>
Scratch Tickets	<u>\$72,828,393</u>	78.7%	<u>\$71,784,232</u>	79.3%	<u>\$1,044,161</u>	1.45%
Lotto	\$2,072,973	2.2%	\$2,030,456	2.2%	\$42,517	2.09%
Lotto Extra	\$441,815	0.5%	\$434,404	0.5%	\$7,411	1.71%
Pick 3	\$4,761,239	5.1%	\$4,673,693	5.2%	\$87,546	1.87%
Pick 3 Sum It Up	\$95,825	0.1%	\$94,976	0.1%	\$849	0.89%
Cash Five	\$803,128	0.9%	\$810,225	0.9%	-\$7,097	-0.88%
Texas Two Step	\$1,009,847	1.1%	\$814,157	0.9%	\$195,690	24.04%
Mega Millions	\$2,218,181	2.4%	\$2,116,454	2.3%	\$101,727	4.81%
Megaplier	\$632,423	0.7%	\$610,101	0.7%	\$22,322	3.66%
Daily 4	\$1,969,938	2.1%	\$1,864,288	2.1%	\$105,651	5.67%
Daily 4 Sum It Up	\$107,496	0.1%	\$98,842	0.1%	\$8,654	8.76%
Powerball	\$4,120,318	4.5%	\$3,815,824	4.2%	\$304,494	7.98%
Power Play	\$647,273	0.7%	\$614,504	0.7%	\$32,769	5.33%
All or Nothing	\$549,860	0.6%	\$550,992	0.6%	-\$1,132	-0.21%
Texas Triple Chance	\$248,976	0.3%	\$250,086	0.3%	-\$1,110	-0.44%
Total Draw Game Sales	<u>\$19,679,292</u>		<u>\$18,779,001</u>		<u>\$900,291</u>	<u>4.79%</u>

* Totals may not sum due to rounding.

Texas Lottery Commission
Weekly Sales Summary
 Unaudited

SCRATCH TICKETS
TOP TEN SELLING GAMES

For the week ending: 9/16/17

Rank	Price Point	Game	Sales (Millions)
1	\$ 20	TEXAS LOTTERY GOLD	\$ 4.271
2	\$ 50	ULTIMATE MILLIONS	\$ 3.508
3	\$ 10	MEGA LOTERIA	\$ 3.372
4	\$ 10	TEXAS LOTTERY BLACK	\$ 3.341
5	\$ 5	SUPER LOTERIA	\$ 3.302
6	\$ 20	\$100 MILLION GOLDEN TREASURES	\$ 2.949
7	\$ 5	TEXAS LOTTERY SILVER	\$ 2.702
8	\$ 20	INSTANT MILLIONAIRE	\$ 2.585
9	\$ 20	100X THE CASH	\$ 2.350
10	\$ 10	WHEEL OF FORTUNE	\$ 2.318

**Texas Lottery Commission
Prize Payout Tracking Report
Unaudited**

Through the week ending: 9/16/2017

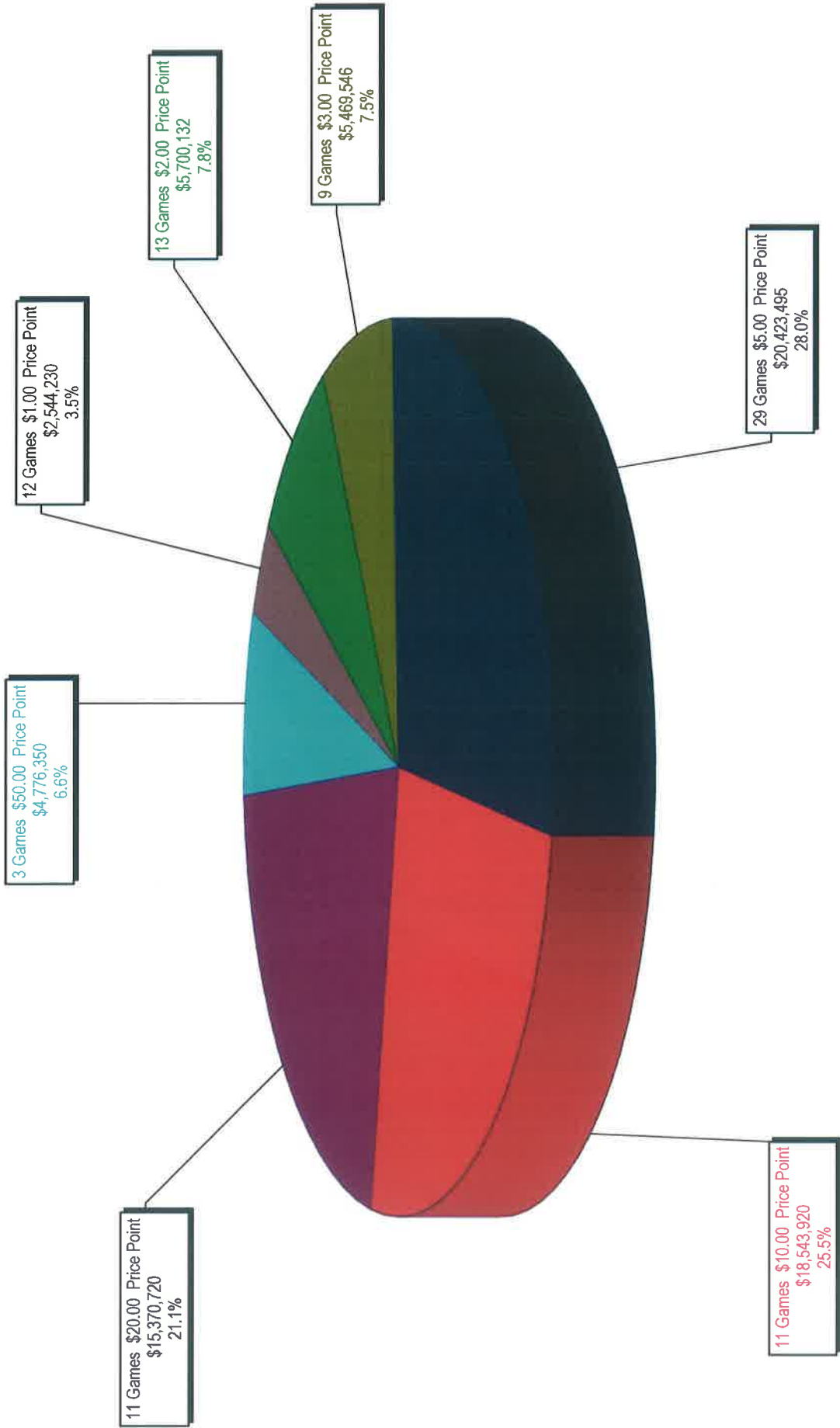
Draw Game Sales

	FY Sales Through Week Ending 9/16/2017	FY Prize Expense Through Week Ending 9/16/2017	Actual* Prize Payout	Base Payout (Prize Pool)
Lotto	\$ 4,989,223	\$ 2,250,835	45.11%	50.00%
Lotto Extra	1,067,558	698,452	65.43%	53.70%
Pick 3	11,096,319	5,793,040	52.21%	50.00%
Pick 3 Sum It Up	225,693	99,202	43.95%	50.00%
Cash Five	1,884,654	942,332	50.00%	50.00%
Texas Two Step	1,905,276	953,636	50.05%	50.00%
Mega Millions	5,135,651	2,729,067	53.14%	50.00%**
Megaplier	1,483,419	771,526	52.01%	N/A
Daily 4	4,490,576	5,439,425	121.13%	50.00%
Daily 4 Sum It Up	242,359	123,961	51.15%	50.00%
Powerball	9,453,620	4,882,459	51.65%	50.00%**
Power Play	1,513,466	783,218	51.75%	N/A
All or Nothing	1,289,030	595,418	46.19%	55.98%
Texas Triple Chance	584,296	261,301	44.72%	54.42%
Totals	\$ 45,361,140	\$ 26,323,871	58.03%	

* Before Unclaimed Prizes

**Estimated; depends on # of guaranteed prizes won in Texas

Texas Lottery Commission
Scratch Ticket Sales
For the week ending 9/16/2017
(Unaudited)



Texas Lottery Commission
All Game Sales
For the week ending 9/16/2017
(Unaudited)

