



INTEROFFICE MEMO

Gary Grief, Executive Director

Alfonso D. Royal III, Charitable Bingo Operations Director

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

From: Kathy Pyka, Controller *KP*

Date: November 27, 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 November 18, 2017 is for your information. Summary sales performance memos and the detailed weekly sales summary for the week ending December 2, 2017 will be provided to you at the December 7, 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 November 19, 2016 and November 18, 2017

"Sales Contribution"		
	11/19/2016	11/18/2017
Sales	\$ 1,017,153,571	\$ 1,076,930,169
Less: Prize Expense	(666,821,278)	(714,845,324)
= Sales Contribution	350,332,293	362,084,844
	34.44%	33.62%
Less: Retailer Commission (5%)	(50,870,711)	(53,858,215)
Less: Administration (IGT @2.2099%)	(22,478,077)	(23,799,080)
Less: Statutory Administration Appropriation	(48,722,673)	(51,586,032)
= Estimated Net Revenue to the State (FSF)	\$ 228,260,832	\$ 232,841,517
	22.44%	21.62%
Prize Expense as a % of sales	65.6%	66.4%

Total may not sum due to rounding



WEEKLY SALES SUMMARY

Unaudited

Week Ending: 11/18/2017

Texas Lottery Commission
Fiscal Year to Date Sales Comparison
Unaudited

Through the Week Ending 11/18/2017 (12 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	\$ 766,598,163	\$ 796,667,245	\$ 858,865,651	\$ 92,267,488	\$ 62,198,406	12.0%	7.8%
Lotto Texas	29,147,761	24,566,782	24,963,583	-4,184,178	396,801	-14.4%	1.6%
Lotto Extra	4,900,508	4,679,378	5,318,410	417,902	639,032	8.5%	13.7%
Pick 3	56,697,237	53,573,823	54,111,360	-2,585,878	537,537	-4.6%	1.0%
Pick 3 Sum It Up	1,145,564	1,026,393	1,067,296	-78,268	40,904	-6.8%	4.0%
Cash Five	10,569,440	9,620,521	9,215,129	-1,354,312	-405,393	-12.8%	-4.2%
Texas Two Step	12,165,513	11,362,312	10,227,459	-1,938,054	-1,134,853	-15.9%	-10.0%
Mega Millions	29,621,462	23,071,901	24,750,318	-4,871,144	1,678,417	-16.4%	7.3%
Megaplier	7,334,576	6,337,935	6,083,902	-1,250,674	-254,033	-17.1%	-4.0%
MM Just the Jackpot	-	-	251,916	251,916	251,916	-	-
Daily 4	19,329,025	19,841,060	23,368,355	4,039,330	3,527,295	20.9%	17.8%
Daily 4 Sum It Up	998,045	1,041,743	1,261,520	263,476	219,777	26.4%	21.1%
Powerball	46,405,286	48,556,981	41,683,155	-4,722,131	-6,873,826	-10.2%	-14.2%
Power Play	6,031,848	6,839,884	6,600,520	568,672	-239,364	9.4%	-3.5%
All or Nothing	7,177,352	6,401,388	6,353,916	-823,436	-47,472	-11.5%	-0.7%
Texas Triple Chance	5,891,705	3,566,226	2,807,680	-3,084,025	-758,546	-52.3%	-21.3%
Total	\$ 1,004,013,484	\$ 1,017,153,571	\$ 1,076,930,169	\$ 72,916,685	\$ 59,776,598	7.3%	5.9%

* 3 extra days

** 1 extra day

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

Through the Week Ending 11/18/2017 (12 Weeks)

Sales by Game	FY 2016	FY 2017	FY 2018
Scratch Tickets	\$ 9,348,758	\$ 9,958,341	\$ 10,871,717
Lotto Texas	355,461	307,085	315,995
Lotto Extra	59,762	58,492	67,322
Pick 3	691,430	669,673	684,954
Pick 3 Sum It Up	13,970	12,830	13,510
Cash Five	128,896	120,257	116,647
Texas Two Step	148,360	142,029	129,462
Mega Millions	361,237	288,399	313,295
Megaplier	89,446	79,224	77,011
MM Just the Jackpot	-	-	11,451
Daily 4	235,720	248,013	295,802
Daily 4 Sum It Up	12,171	13,022	15,969
Powerball	565,918	606,962	527,635
Power Play	73,559	85,499	83,551
All or Nothing	87,529	80,017	80,429
Texas Triple Chance	105,209	44,578	35,540
Total	\$ 12,277,426	\$ 12,714,420	\$ 13,640,289

thru 11/21/2015	thru 11/19/2016	thru 11/18/2017
82 days	80 days	79 days
56 days		22 days
*	**	

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

		SCRATCH TICKETS				DRAW GAMES				TOTAL SALES			
Week	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 *												
2	9/9/2017	\$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%
3	9/16/2017	\$71,784,232	\$65,952,418	\$5,831,814	8.9%	\$18,779,001	\$19,635,377	(\$856,376)	-4.4%	\$90,563,233	\$85,587,795	\$4,975,438	5.8%
4	9/23/2017	\$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%
5	9/30/2017	\$71,147,147	\$64,383,005	\$6,764,142	10.5%	\$18,601,742	\$17,451,165	\$1,150,577	6.6%	\$89,748,889	\$81,834,170	\$7,914,719	9.7%
6	10/7/2017	\$74,749,619	\$67,349,951	\$7,399,668	11.0%	\$18,436,682	\$17,519,852	\$916,830	5.2%	\$93,186,301	\$84,869,803	\$8,316,498	9.8%
7	10/14/2017	\$78,134,381	\$71,598,690	\$6,535,691	9.1%	\$19,297,281	\$18,211,107	\$1,086,174	6.0%	\$97,431,662	\$89,809,797	\$7,621,865	8.5%
8	10/21/2017	\$74,084,207	\$69,444,762	\$4,639,445	6.7%	\$19,185,335	\$18,075,261	\$1,110,074	6.1%	\$93,269,542	\$87,520,023	\$5,749,519	6.6%
9	10/28/2017	\$77,631,892	\$69,317,066	\$8,314,826	12.0%	\$19,573,636	\$18,422,336	\$1,151,300	6.2%	\$97,205,528	\$87,739,402	\$9,466,126	10.8%
10	11/4/2017	\$76,385,130	\$69,729,599	\$6,655,531	9.5%	\$18,788,634	\$18,535,248	\$253,386	1.4%	\$95,173,764	\$88,264,847	\$6,908,917	7.8%
11	11/11/2017	\$78,814,323	\$73,451,702	\$5,362,621	7.3%	\$19,564,629	\$20,151,939	(\$587,310)	-2.9%	\$98,378,952	\$93,603,641	\$4,775,312	5.1%
12	11/18/2017	\$78,572,697	\$70,998,320	\$7,574,377	10.7%	\$19,317,440	\$19,925,460	(\$608,020)	-3.1%	\$97,890,137	\$90,923,780	\$6,966,358	7.7%
13	11/25/2017	\$81,674,704	\$75,265,196	\$6,409,508	8.5%	\$19,938,001	\$21,424,637	(\$1,486,636)	-6.9%	\$101,612,705	\$96,689,833	\$4,922,872	5.1%
14	12/2/2017		\$68,983,157				\$24,223,331				\$93,206,488		
15	12/9/2017		\$72,688,514				\$17,653,328				\$90,341,842		
16	12/16/2017		\$71,676,549				\$18,150,590				\$88,827,139		
17	12/23/2017		\$73,909,726				\$19,814,333				\$93,724,059		
18	12/30/2017		\$77,369,179				\$19,276,415				\$96,645,594		
19	1/6/2018		\$80,868,854				\$19,289,161				\$100,158,015		
20	1/13/2018		\$73,328,624				\$18,611,644				\$91,940,268		
21	1/20/2018		\$73,471,643				\$20,351,397				\$93,823,040		
22	1/27/2018		\$72,229,342				\$20,349,310				\$92,578,662		
23	2/3/2018		\$72,056,793				\$21,668,657				\$93,725,450		
24	2/10/2018		\$77,292,806				\$22,161,789				\$98,454,595		
25	2/17/2018		\$78,699,192				\$22,100,245				\$100,799,437		
26	2/24/2018		\$77,864,124				\$24,776,465				\$102,640,589		
27	3/3/2018		\$80,287,015				\$28,133,116				\$108,420,131		
28	3/10/2018		\$87,500,184				\$20,213,859				\$107,714,043		
29	3/17/2018		\$84,966,053				\$21,024,757				\$105,990,810		
30	3/24/2018		\$82,972,977				\$20,434,291				\$103,407,268		
31	3/31/2018		\$82,217,628				\$20,282,992				\$102,500,620		
32	4/7/2018		\$86,271,920				\$19,497,142				\$105,769,062		
33	4/14/2018		\$81,499,404				\$17,854,294				\$99,353,698		
34	4/21/2018		\$81,831,134				\$17,865,636				\$99,696,770		
35	4/28/2018		\$80,531,863				\$18,337,257				\$98,869,120		
36	5/5/2018		\$81,433,819				\$18,956,981				\$100,390,800		
37	5/12/2018		\$84,857,262				\$19,489,624				\$104,346,886		
38	5/19/2018		\$81,090,824				\$19,420,237				\$100,511,061		
39	5/26/2018		\$80,557,866				\$20,939,291				\$101,497,157		
40	6/2/2018		\$78,141,293				\$21,072,651				\$99,213,944		
41	6/9/2018		\$78,991,820				\$23,569,252				\$102,561,072		
42	6/16/2018		\$77,859,970				\$29,337,930				\$107,197,900		
			\$75,964,093				\$18,618,777				\$94,582,870		

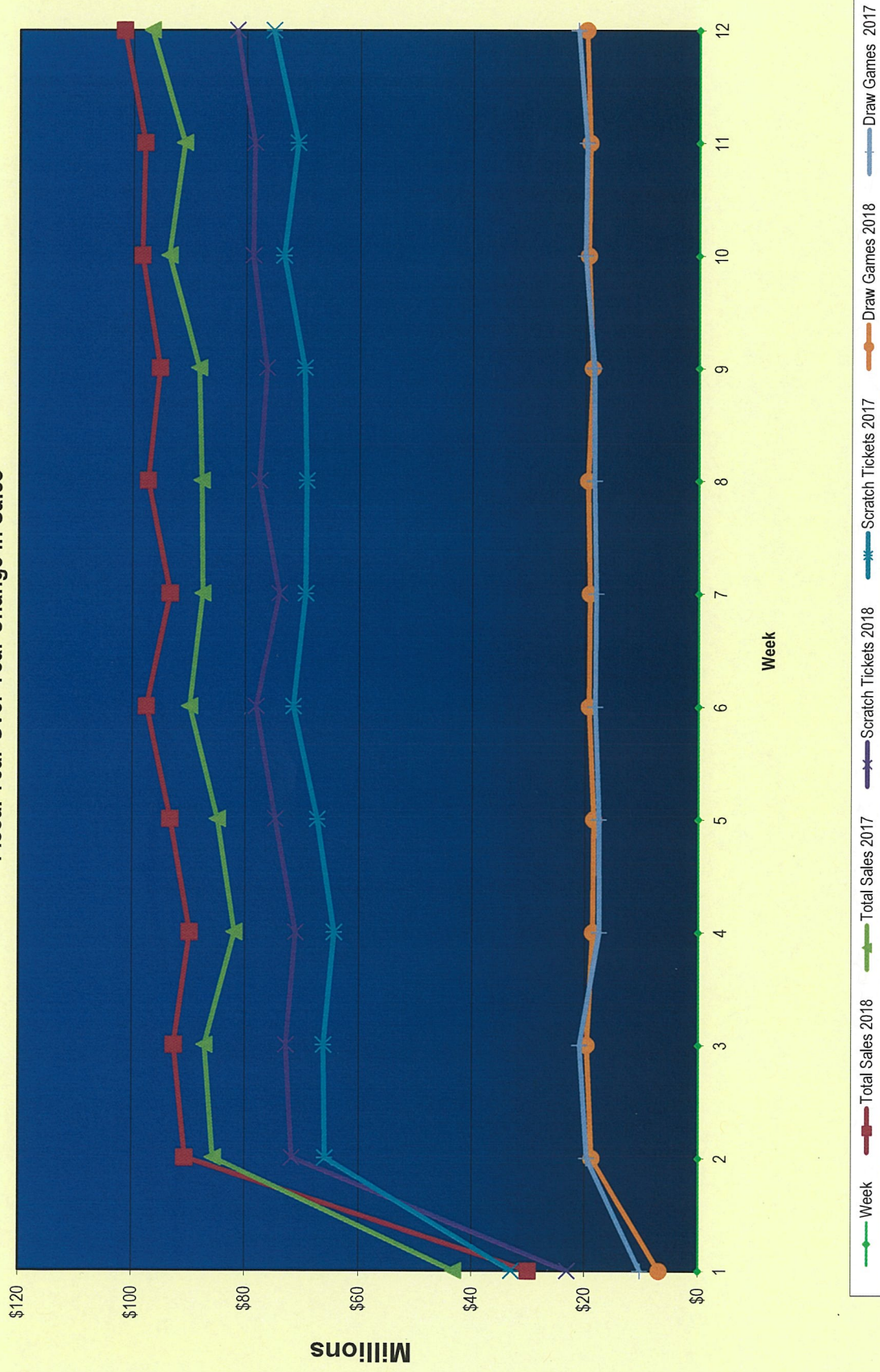
Texas Lottery Commission
Fiscal Year Over Year Change in Sales
Unaudited
FY 2018 Compared to FY 2017

SCRATCH TICKETS				DRAW GAMES				TOTAL SALES					
Week	Week Ending	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		\$858,865,651	\$796,667,245	\$62,198,406	7.8%	\$218,064,518	\$220,486,326	(\$2,421,809)	-1.1%	\$1,076,930,169	\$1,017,153,571	\$59,776,598	5.9%
Fiscal Year Total		\$858,865,651	\$3,935,220,022			\$218,064,518	\$1,142,241,630			\$1,076,930,169	\$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	17	31,554,253	4.0%		19,145,557		12,408,696		60.7%	0.7%
Through	\$2.00	22	67,986,308	8.5%		44,332,846		23,653,462		65.2%	0.0%
11/19/2016	\$3.00	8	54,867,414	6.9%		36,170,728		18,696,686		65.9%	0.1%
	\$5.00	39	252,360,090	31.7%		171,448,357		80,911,733		67.9%	0.0%
	\$10.00	15	158,358,480	19.9%		111,931,181		46,427,299		70.7%	0.7%
	\$20.00	10	192,620,300	24.2%		144,331,679		48,288,621		74.9%	0.0%
	\$50.00	4	38,920,400	4.9%		30,286,377		8,634,023		77.8%	0.0%
Total		115	\$796,667,245			\$557,646,725		\$239,020,520		70.0%	0.6%
2018	\$1.00	16	31,169,545	3.6%		18,909,575		12,259,970		60.7%	0.7%
Through	\$2.00	17	61,364,074	7.1%		39,941,116		21,422,958		65.1%	-0.1%
11/18/2017	\$3.00	10	61,333,092	7.1%		40,442,476		20,890,616		65.9%	0.1%
	\$5.00	42	248,254,240	28.9%		168,768,209		79,486,031		68.0%	0.0%
	\$10.00	16	205,711,640	24.0%		144,120,316		61,591,324		70.1%	-0.3%
	\$20.00	13	185,520,360	21.6%		139,051,087		46,469,273		75.0%	0.0%
	\$50.00	4	65,512,700	7.6%		51,085,700		14,427,000		78.0%	0.1%
Total		118	\$858,865,651			\$602,318,478		\$256,547,173		70.1%	0.4%
Variance	\$1.00	-1	-384,708		-1.2%	-235,982	-1.2%	-148,726	-1.2%	-0.01%	
2018 to	\$2.00	-5	-6,622,234		-9.7%	-4,391,730	-9.9%	-2,230,504	-9.4%	-0.12%	
2017	\$3.00	2	6,465,678		11.8%	4,271,748	11.8%	2,193,930	11.7%	0.02%	
	\$5.00	3	-4,105,850		-1.6%	-2,680,148	-1.6%	-1,425,702	-1.8%	0.04%	
	\$10.00	1	47,353,160		29.9%	32,189,135	28.8%	15,164,025	32.7%	-0.62%	
	\$20.00	3	-7,099,940		-3.7%	-5,280,592	-3.7%	-1,819,348	-3.8%	0.02%	
	\$50.00	0	26,592,300		68.3%	20,799,323	68.7%	5,792,977	67.1%	0.16%	
Total		3	\$62,198,406		7.8%	\$44,671,753	8.0%	\$17,526,653	7.3%	0.13%	

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	\$402,120,951	\$406,768,065	-\$4,647,114
Prize Exp.	\$268,061,375	\$271,097,488	-\$3,036,113
Sales Cont.	\$134,059,576	\$135,670,577	-\$1,611,001
Prize Exp. %	66.7%	66.6%	0.0%
Sales	\$456,744,700	\$389,899,180	\$66,845,520
Prize Exp.	\$334,257,103	\$286,549,238	\$47,707,866
Sales Cont.	\$122,487,597	\$103,349,942	\$19,137,654
Prize Exp. %	73.2%	73.5%	-0.3%
Sales	\$858,865,651	\$796,667,245	\$62,198,406
Prize Exp.	\$602,318,478	\$557,646,725	\$44,671,753
Sales Cont.	\$256,547,173	\$239,020,520	\$17,526,653
Prize Exp. %	70.1%	70.0%	0.1%

	FY 2018	FY 2017	Difference
Sales	\$607,832,591	\$565,126,545	\$42,706,046
Prize Exp.	\$412,181,691	\$383,028,669	\$29,153,022
Sales Cont.	\$195,650,900	\$182,097,876	\$13,553,024
Prize Exp. %	67.8%	67.8%	0.0%
Sales	\$251,033,060	\$231,540,700	\$19,492,360
Prize Exp.	\$190,136,787	\$174,618,056	\$15,518,731
Sales Cont.	\$60,896,273	\$56,922,644	\$3,973,629
Prize Exp. %	75.7%	75.4%	0.3%
Sales	\$858,865,651	\$796,667,245	\$62,198,406
Prize Exp.	\$602,318,478	\$557,646,725	\$44,671,753
Sales Cont.	\$256,547,173	\$239,020,520	\$17,526,653
Prize Exp. %	70.1%	70.0%	0.1%

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

	Week Ending 11/18/2017	% of Sales	Week Ending 11/11/2017	% of Sales	\$ change	% change
	<u>THIS WEEK</u>		<u>LAST WEEK</u>			
Total Sales	\$101,612,705		\$97,890,137		\$3,722,568	3.80%
Scratch Tickets	\$81,674,704	80.4%	\$78,572,697	80.3%	\$3,102,007	3.95%
Lotto	\$2,379,541	2.3%	\$2,315,922	2.4%	\$63,619	2.75%
Lotto Extra	\$504,693	0.5%	\$490,024	0.5%	\$14,669	2.99%
Pick 3	\$4,782,395	4.7%	\$4,901,274	5.0%	-\$118,879	-2.43%
Pick 3 Sum It Up	\$93,156	0.1%	\$94,521	0.1%	-\$1,365	-1.44%
Cash Five	\$818,168	0.8%	\$817,975	0.8%	\$193	0.02%
Texas Two Step	\$882,520	0.9%	\$894,972	0.9%	-\$12,452	-1.39%
Mega Millions	\$2,820,440	2.8%	\$2,652,012	2.7%	\$168,428	6.35%
Megaplier	\$433,282	0.4%	\$410,066	0.4%	\$23,216	5.66%
MM Just the Jackpot	\$53,445	0.1%	\$62,832	0.1%	-\$9,387	-14.94%
Daily 4	\$2,053,707	2.0%	\$2,069,360	2.1%	-\$15,653	-0.76%
Daily 4 Sum It Up	\$108,480	0.1%	\$110,879	0.1%	-\$2,400	-2.16%
Powerball	\$3,638,718	3.6%	\$3,183,712	3.3%	\$455,006	14.29%
Power Play	\$564,829	0.6%	\$507,890	0.5%	\$56,939	11.21%
All or Nothing	\$562,306	0.6%	\$563,738	0.6%	-\$1,432	-0.25%
Texas Triple Chance	\$242,322	0.2%	\$242,264	0.2%	\$58	0.02%
Total Draw Game Sales	\$19,938,001		\$19,317,440		\$620,561	3.21%

* Totals may not sum due to rounding.

Texas Lottery Commission
Weekly Sales Summary
 Unaudited

**SCRATCH TICKETS
 TOP TEN SELLING GAMES**

For the week ending: 11/18/2017

Rank	Price Point	Game	Sales (Millions)
1	\$ 10	SEASON'S GREETINGS	\$ 4.972
2	\$ 10	MEGA LOTERIA	\$ 3.903
3	\$ 50	TEXAS LOTTERY PLATINUM	\$ 3.864
4	\$ 5	SUPER LOTERIA	\$ 3.542
5	\$ 20	TEXAS LOTTERY GOLD	\$ 3.465
6	\$ 5	DIAMOND MINE 9X	\$ 3.300
7	\$ 10	TEXAS LOTTERY BLACK	\$ 2.914
8	\$ 20	INSTANT MILLIONAIRE	\$ 2.707
9	\$ 20	ULTIMATE CROSSWORD/ULTIMATE BINGO	\$ 2.629
10	\$ 20	100X THE CASH	\$ 2.497

Texas Lottery Commission
Prize Payout Tracking Report
 Unaudited

Through the week ending: 11/18/2017

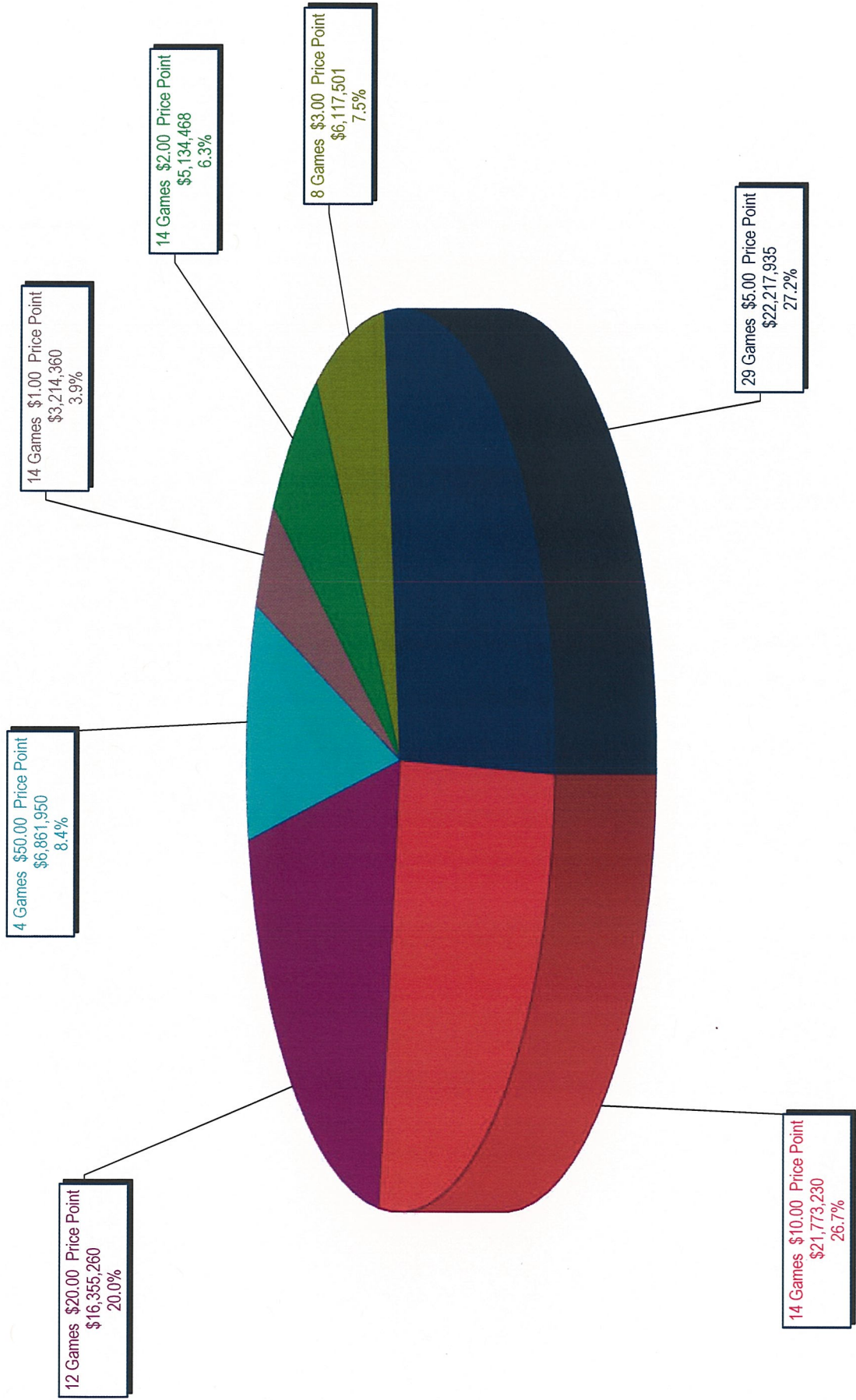
Draw Game Sales

	FY Sales Through Week Ending 11/18/2017	FY Prize Expense Through Week Ending 11/18/2017	Actual* Prize Payout	Base Payout (Prize Pool)
Lotto	\$ 24,963,583	\$ 12,239,149	49.03%	50.00%
Lotto Extra	5,318,410	3,141,816	59.07%	53.70%
Pick 3	54,111,360	24,622,620	45.50%	50.00%
Pick 3 Sum It Up	1,067,296	486,769	45.61%	50.00%
Cash Five	9,215,129	4,607,622	50.00%	50.00%
Texas Two Step	10,227,459	5,158,746	50.44%	50.00%
Mega Millions	24,750,318	12,792,252	51.69%	50.00%**
Megaplier	6,083,902	3,082,876	50.67%	N/A
MM Just the Jackpot	251,916	119,188	47.31%	50.00%**
Daily 4	23,368,355	16,462,000	70.45%	50.00%
Daily 4 Sum It Up	1,261,520	489,083	38.77%	50.00%
Powerball	41,683,155	21,009,153	50.40%	50.00%**
Power Play	6,600,520	3,329,444	50.44%	N/A
All or Nothing	6,353,916	3,710,354	58.39%	55.98%
Texas Triple Chance	2,807,680	1,275,775	45.44%	54.42%
Totals	\$ 218,064,518	\$ 112,526,846	51.60%	

* Before Unclaimed Prizes

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

Texas Lottery Commission
Scratch Ticket Sales
For the week ending 11/18/2017
(Unaudited)



Texas Lottery Commission
All Game Sales
For the week ending 11/18/2017
(Unaudited)

