



INTEROFFICE MEMO

Ryan Mindell, Executive Director

LaDonna Castañuela, Charitable Bingo Operations Director

To: Robert Rivera, Chairman
Cindy Fields, Commissioner
Mark A. Franz, Commissioner
Clark E. Smith, Commissioner
Jamey Steen, Commissioner

From: Sergio Rey, Chief Financial Officer

A handwritten signature in blue ink, appearing to read "Sergio Rey".

Date: October 17, 2024

Re: Lottery sales and revenue, game performance, new game opportunities, advertising, promotional activities, market research, trends, and game contracts, agreements, and procedures

Attached is the detailed weekly sales summary for the week ending October 12, 2024. Summary sales performance memos and the detailed weekly sales summary for the week ending October 26, 2024 will be provided to you at the October 29, 2024 Commission meeting.

If you have questions or need additional information, please contact me at 512-344-5426.



WEEKLY SALES SUMMARY

Unaudited

Week Ending: 10/12/2024

Texas Lottery Commission
Fiscal Year to Date Sales Comparison
Unaudited

Through the Week Ending: 10/12/2024 (6 Weeks)

Sales by Game	FY 2023*	FY 2024**	FY 2025	\$ Change		% Change	
				FY 2025 to FY 2023	FY 2025 to FY 2024	FY 2025 to FY 2023	FY 2025 to FY 2024
Scratch Tickets	\$ 799,564,767	\$ 760,223,887	\$ 748,854,180	\$ -50,710,587	\$ -11,369,707	-6.3%	-1.5%
Lotto Texas	14,990,637	16,235,617	17,276,947	2,286,310	1,041,330	15.3%	6.4%
Lotto Extra	4,917,230	5,858,041	6,055,498	1,138,268	197,457	23.1%	3.4%
Pick 3	32,484,595	31,652,199	30,310,513	-2,174,082	-1,341,687	-6.7%	-4.2%
Pick 3 Fireball	3,183,935	3,350,624	3,450,034	266,100	99,411	8.4%	3.0%
Cash Five	6,112,993	6,258,201	5,760,188	-352,805	-498,013	-5.8%	-8.0%
Texas Two Step	8,686,031	10,418,654	6,491,537	-2,194,494	-3,927,117	-25.3%	-37.7%
Mega Millions	36,279,227	32,039,608	37,003,165	723,938	4,963,557	2.0%	15.5%
Megaplier	6,653,256	6,526,053	7,413,968	760,712	887,915	11.4%	13.6%
MM Just the Jackpot	139,923	107,237	108,111	-31,812	874	-22.7%	0.8%
Daily 4	14,726,176	14,818,581	14,728,812	2,636	-89,770	0.0%	-0.6%
Daily 4 Fireball	2,822,822	3,099,288	3,104,184	281,362	4,897	10.0%	0.2%
Powerball	35,710,096	131,794,123	34,705,340	-1,004,756	-97,088,783	-2.8%	-73.7%
Power Play	6,789,949	24,312,258	7,257,666	467,717	-17,054,592	6.9%	-70.1%
All or Nothing	5,927,199	6,542,534	5,820,797	-106,402	-721,737	-1.8%	-11.0%
Total	\$ 978,988,835	\$ 1,053,236,904	\$ 928,340,939	\$ -50,647,896	\$ -124,895,965	-5.2%	-11.9%

*3 extra days

**2 extra days

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

Through the Week Ending 10/12/2024

Sales by Game	FY 2023		FY 2024		FY 2025
Scratch Tickets	\$	17,768,106	\$	17,277,816	\$ 17,829,861
Lotto Texas		333,125		368,991	411,356
Lotto Extra		109,272		133,137	144,179
Pick 3		721,880		719,368	721,679
Pick 3 Fireball		70,754		76,151	82,144
Cash Five		135,844		142,232	137,147
Texas Two Step		193,023		236,788	154,560
Mega Millions		806,205		728,173	881,028
Megaplier		147,850		148,319	176,523
MM Just the Jackpot		3,109		2,437	2,574
Daily 4		327,248		336,786	350,686
Daily 4 Fireball		62,729		70,438	73,909
Powerball		793,558		2,995,321	826,318
Power Play		150,888		552,551	172,802
All or Nothing		131,716		148,694	138,590
Total	\$	21,755,307	\$	23,937,202	\$ 22,103,356

10/15/2022
45 days

10/14/2023
44 days

10/12/2024
42 days

Texas Lottery Commission
Fiscal Year Over Year Change in Sales
Unaudited
FY 2025 Compared to FY 2024

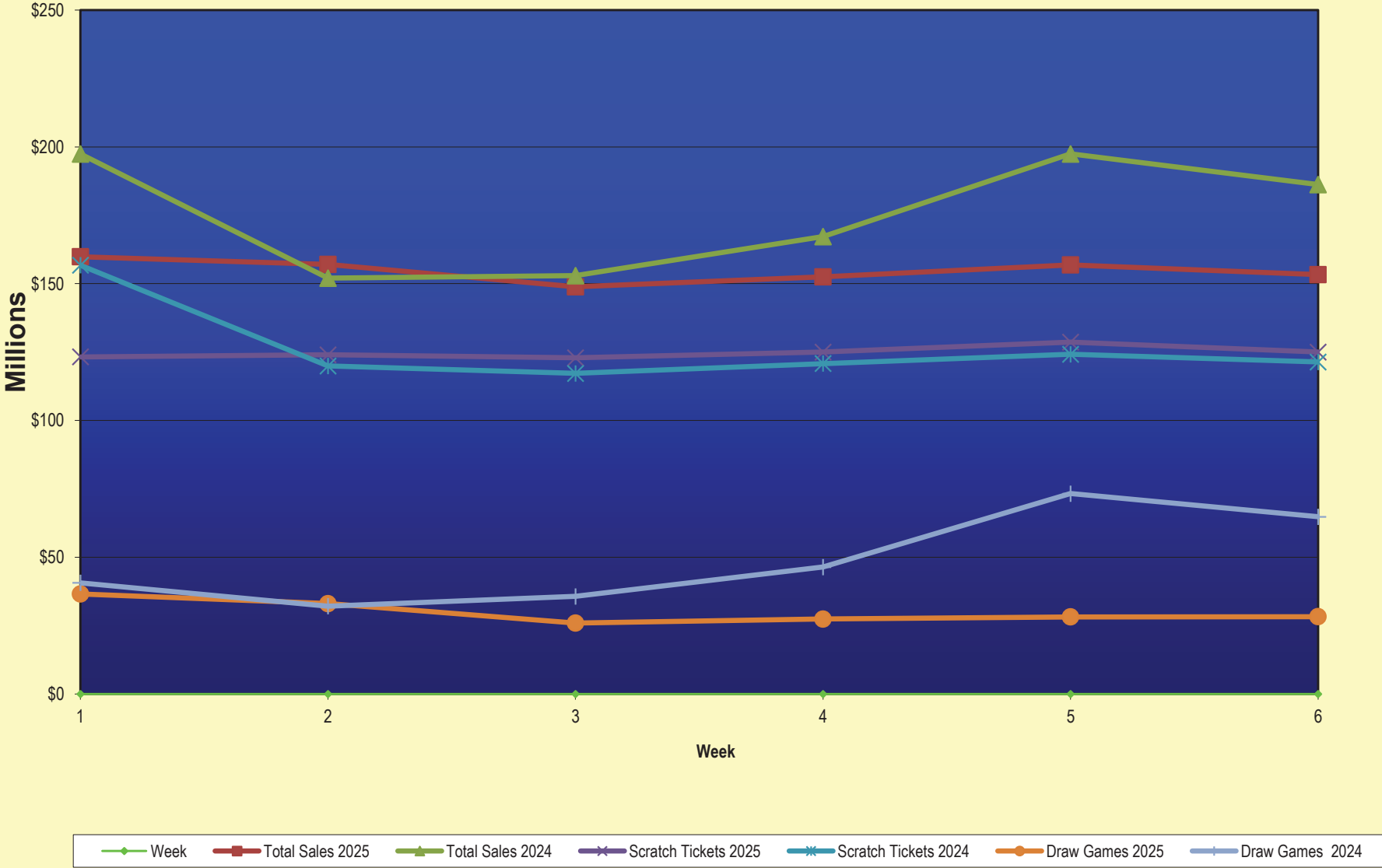
			SCRATCH TICKETS				DRAW GAMES				TOTAL SALES			
FY 2025			FY 2025	FY 2024	Difference	% change - Cumulative Sales	FY 2025	FY 2024	Difference	% change - Cumulative Sales	FY 2025	FY 2024	Difference	% change - Cumulative Sales
Week	Week	Ending												
0	9/2/2023*		\$0	\$38,978,519	(\$38,978,519)	-100.0%	\$0	\$10,637,832	(\$10,637,832)	-100.0%	\$0	\$49,616,351	(\$49,616,351)	-100.0%
1	9/7/2024		\$123,243,994	\$117,746,228	\$5,497,766	4.7%	\$36,580,304	\$30,027,540	\$6,552,765	21.8%	\$159,824,298	\$147,773,768	\$12,050,531	8.2%
2	9/14/2024		\$124,003,613	\$119,921,752	\$4,081,861	3.4%	\$33,053,733	\$32,110,344	\$943,390	2.9%	\$157,057,346	\$152,032,096	\$5,025,251	3.3%
3	9/21/2024		\$122,908,642	\$117,226,710	\$5,681,932	4.8%	\$25,947,843	\$35,718,110	(\$9,770,268)	-27.4%	\$148,856,485	\$152,944,820	(\$4,088,336)	-2.7%
4	9/28/2024		\$125,035,263	\$120,793,331	\$4,241,932	3.5%	\$27,430,947	\$46,419,217	(\$18,988,270)	-40.9%	\$152,466,210	\$167,212,548	(\$14,746,338)	-8.8%
5	10/5/2024		\$128,633,679	\$124,167,291	\$4,466,388	3.6%	\$28,187,321	\$73,290,479	(\$45,103,158)	-61.5%	\$156,821,000	\$197,457,770	(\$40,636,770)	-20.6%
6	10/12/2024		\$125,028,989	\$121,390,056	\$3,638,933	3.0%	\$28,286,612	\$64,809,497	(\$36,522,886)	-56.4%	\$153,315,601	\$186,199,553	(\$32,883,953)	-17.7%
7	10/19/2024			\$119,876,918				\$25,121,369				\$144,998,287		
8	10/26/2024			\$119,251,289				\$26,497,085				\$145,748,374		
9	11/2/2024			\$120,899,631				\$26,966,850				\$147,866,481		
10	11/9/2024			\$124,357,490				\$27,951,994				\$152,309,484		
11	11/16/2024			\$122,472,423				\$28,397,507				\$150,869,930		
12	11/23/2024			\$122,802,742				\$28,252,450				\$151,055,192		
13	11/30/2024			\$129,836,541				\$30,176,458				\$160,012,999		
14	12/7/2024			\$124,603,445				\$30,970,299				\$155,573,744		
15	12/14/2024			\$124,125,352				\$30,309,108				\$154,434,460		
16	12/21/2024			\$132,017,161				\$35,542,727				\$167,559,888		
17	12/28/2024			\$137,579,889				\$44,917,574				\$182,497,463		
18	1/4/2025			\$131,759,760				\$34,501,857				\$166,261,617		
19	1/11/2025			\$127,983,080				\$26,580,291				\$154,563,371		
20	1/18/2025			\$115,886,326				\$24,986,950				\$140,873,276		
21	1/25/2025			\$123,239,175				\$26,358,979				\$149,598,154		
22	2/1/2025			\$129,552,953				\$28,985,243				\$158,538,196		
23	2/8/2025			\$133,732,466				\$29,421,493				\$163,153,959		
24	2/15/2025			\$132,311,579				\$29,986,701				\$162,298,280		
25	2/22/2025			\$132,789,940				\$32,053,481				\$164,843,421		
26	3/1/2025			\$140,014,976				\$36,048,898				\$176,063,874		
27	3/8/2025			\$139,381,071				\$37,865,362				\$177,246,433		
28	3/15/2025			\$135,122,488				\$41,791,634				\$176,914,122		
29	3/22/2025			\$137,726,063				\$57,194,799				\$194,920,862		
30	3/29/2025			\$141,104,504				\$59,818,632				\$200,923,136		
31	4/5/2025			\$137,394,802				\$66,283,915				\$203,678,717		
32	4/12/2025			\$134,916,822				\$26,874,892				\$161,791,714		
33	4/19/2025			\$133,976,232				\$27,066,736				\$161,042,968		
34	4/26/2025			\$134,565,327				\$27,901,309				\$162,466,636		
35	5/3/2025			\$137,482,260				\$29,412,500				\$166,894,760		
36	5/10/2025			\$131,053,687				\$29,057,528				\$160,111,215		
37	5/17/2025			\$131,034,564				\$27,768,764				\$158,803,328		
38	5/24/2025			\$128,284,725				\$28,642,753				\$156,927,478		
39	5/31/2025			\$126,138,448				\$29,657,921				\$155,796,369		
40	6/7/2025			\$126,987,877				\$29,332,010				\$156,319,887		
41	6/14/2025			\$123,804,834				\$25,353,870				\$149,158,704		

Texas Lottery Commission
Fiscal Year Over Year Change in Sales
Unaudited
FY 2025 Compared to FY 2024

			SCRATCH TICKETS				DRAW GAMES				TOTAL SALES			
FY 2025			FY 2025	FY 2024	Difference	% change - Cumulative Sales	FY 2025	FY 2024	Difference	% change - Cumulative Sales	FY 2025	FY 2024	Difference	% change - Cumulative Sales
Week	Week	Ending												
42	6/21/2025			\$125,135,883				\$25,488,767				\$150,624,650		
43	6/28/2025			\$123,029,523				\$25,603,583				\$148,633,106		
44	7/5/2025			\$125,938,835				\$25,738,723				\$151,677,558		
45	7/12/2025			\$113,657,940				\$23,579,294				\$137,237,234		
46	7/19/2025			\$121,165,975				\$26,962,145				\$148,128,120		
47	7/26/2025			\$122,156,010				\$26,553,351				\$148,709,361		
48	8/2/2025			\$124,202,395				\$27,927,542				\$152,129,937		
49	8/9/2025			\$119,923,316				\$28,787,098				\$148,710,414		
50	8/16/2025			\$123,769,379				\$29,366,395				\$153,135,774		
51	8/23/2025			\$116,518,769				\$30,891,272				\$147,410,041		
52	8/30/2025			\$124,705,011				\$33,323,753				\$158,028,764		
	8/31/2025**			\$0				\$0				\$0		
Total thru Current Week			\$748,854,180	\$760,223,887	(\$11,369,707)	-1.5%	\$179,486,759	\$293,013,017	(\$113,526,258)	-38.7%	\$928,340,939	\$1,053,236,904	(\$124,895,965)	-11.9%
Fiscal Year Total			\$748,854,180	\$6,644,493,763			\$179,486,759	\$1,745,284,869			\$928,340,939	\$8,389,778,632		

* FY 24 includes 2 days
** FY 25 includes 1 day

Texas Lottery Commission
Fiscal Year Over Year Change in Sales



Note: 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 Difference in Payout %
2024	\$1.00	8	9,062,059	1.2%		5,584,169		3,477,890		61.6%	0.3%
Through	\$2.00	11	19,515,770	2.6%		13,003,969		6,511,801		66.6%	1.4%
10/14/2023	\$3.00	3	19,214,163	2.5%		12,669,432		6,544,731		65.9%	0.0%
	\$5.00	36	139,189,905	18.3%		94,665,963		44,523,942		68.0%	0.0%
	\$10.00	22	170,584,740	22.4%		119,693,672		50,891,068		70.2%	0.2%
	\$20.00	17	170,057,420	22.4%		127,591,338		42,466,082		75.0%	0.0%
	\$30.00	4	53,709,030	7.1%		40,305,666		13,403,364		75.0%	0.0%
	\$50.00	7	108,271,500	14.2%		84,479,473		23,792,027		78.0%	0.0%
	\$100.00	2	70,619,300	9.3%		56,462,871		14,156,429		80.0%	0.1%
Total		110	\$760,223,887			\$554,456,553		\$205,767,334		72.9%	0.3%
2025	\$1.00	7	7,097,203	0.1%		4,394,752		2,702,451		61.9%	0.3%
Through	\$2.00	15	19,290,512	0.3%		12,610,615		6,679,898		65.4%	-1.3%
10/12/2024	\$3.00	7	18,159,525	0.3%		11,987,406		6,172,119		66.0%	0.1%
	\$5.00	35	119,884,320	1.8%		81,511,259		38,373,061		68.0%	0.0%
	\$10.00	23	172,368,730	2.6%		120,785,270		51,583,460		70.1%	-0.1%
	\$20.00	18	173,459,140	2.6%		130,097,368		43,361,772		75.0%	0.0%
	\$30.00	6	47,227,650	0.7%		35,430,116		11,797,534		75.0%	0.0%
	\$50.00	8	114,033,700	1.7%		88,980,547		25,053,153		78.0%	0.0%
	\$100.00	3	77,333,400	1.2%		61,838,563		15,494,837		80.0%	0.0%
Total		122	\$748,854,180			\$547,635,895		\$201,218,285		73.1%	0.2%
Variance	\$1.00	-1	-1,964,856		-21.7%	-1,189,417	-21.3%	-775,439	-22.3%	0.30%	
2025 to	\$2.00	4	-225,258		-1.2%	-393,355	-3.0%	168,097	2.6%	-1.26%	
2024	\$3.00	4	-1,054,638		-5.5%	-682,026	-5.4%	-372,612	-5.7%	0.07%	
	\$5.00	-1	-19,305,585		-13.9%	-13,154,704	-13.9%	-6,150,881	-13.8%	-0.02%	
	\$10.00	1	1,783,990		1.0%	1,091,598	0.9%	692,392	1.4%	-0.09%	
	\$20.00	1	3,401,720		2.0%	2,506,030	2.0%	895,690	2.1%	-0.03%	
	\$30.00	2	-6,481,380		-12.1%	-4,875,550	-12.1%	-1,605,830	-12.0%	-0.02%	
	\$50.00	1	5,762,200		5.3%	4,501,074	5.3%	1,261,126	5.3%	0.00%	
	\$100.00	1	6,714,100		9.5%	5,375,692	9.5%	1,338,408	9.5%	0.01%	
Total		12	-\$11,369,707		-1.5%	-\$6,820,658	-1.2%	-\$4,549,049	-2.2%	0.20%	

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 2025			FY 2024		Difference
Sales	\$1 - \$5		\$164,431,560			\$186,981,897		-\$22,550,337
Prize Exp.	\$1 - \$5		\$110,504,032			\$125,923,533		-\$15,419,502
Sales Cont.	\$1 - \$5		\$53,927,528			\$61,058,364		-\$7,130,835
Prize Exp. %	\$1 - \$5		67.2%			67.3%		-0.1%
			FY 2025			FY 2024		Difference
Sales	\$10 - \$100		\$584,422,620			\$573,241,990		\$11,180,630
Prize Exp.	\$10 - \$100		\$437,131,864			\$428,533,020		\$8,598,844
Sales Cont.	\$10 - \$100		\$147,290,756			\$144,708,970		\$2,581,786
Prize Exp. %	\$10 - \$100		74.8%			74.8%		0.0%
			FY 2025			FY 2024		Difference
Sales	Scratch		\$748,854,180			\$760,223,887		-\$11,369,707
Prize Exp.	Scratch		\$547,635,895			\$554,456,553		-\$6,820,658
Sales Cont.	Scratch		\$201,218,285			\$205,767,334		-\$4,549,049
Prize Exp. %	Scratch		73.1%			72.9%		0.2%

			FY 2025			FY 2024		Difference
Sales	\$1 - \$10		\$336,800,290			\$357,566,637		-\$20,766,347
Prize Exp.	\$1 - \$10		\$231,289,301			\$245,617,205		-\$14,327,904
Sales Cont.	\$1 - \$10		\$105,510,989			\$111,949,432		-\$6,438,443
Prize Exp. %	\$1 - \$10		68.7%			68.7%		0.0%
			FY 2025			FY 2024		Difference
Sales	\$20 - \$100		\$412,053,890			\$402,657,250		\$9,396,640
Prize Exp.	\$20 - \$100		\$316,346,594			\$308,839,348		\$7,507,246
Sales Cont.	\$20 - \$100		\$95,707,296			\$93,817,902		\$1,889,394
Prize Exp. %	\$20 - \$100		76.8%			76.7%		0.1%
			FY 2025			FY 2024		Difference
Sales	Scratch		\$748,854,180			\$760,223,887		-\$11,369,707
Prize Exp.	Scratch		\$547,635,895			\$554,456,553		-\$6,820,658
Sales Cont.	Scratch		\$201,218,285			\$205,767,334		-\$4,549,049
Prize Exp. %	Scratch		73.1%			72.9%		0.2%

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

	Week Ending 10/12/2024	% of Sales	Week Ending 10/05/2024	% of Sales	\$ change	% change
	<u>THIS WEEK</u>		<u>LAST WEEK</u>			
Total Sales	<u>\$153,315,601</u>		<u>\$156,821,000</u>		<u>-\$3,505,400</u>	<u>-2.2%</u>
Scratch Tickets	<u>\$125,028,989</u>	81.6%	<u>\$128,633,679</u>	82.0%	<u>-\$3,604,690</u>	<u>-2.8%</u>
Lotto	\$3,064,219	2.0%	\$3,040,078	1.9%	\$24,141	0.8%
Lotto Extra	\$1,060,667	0.7%	\$1,059,497	0.7%	\$1,170	0.1%
Pick 3	\$5,028,090	3.3%	\$5,238,589	3.3%	-\$210,500	-4.0%
Pick 3 Fireball	\$586,963	0.4%	\$598,187	0.4%	-\$11,224	-1.9%
Cash Five	\$954,133	0.6%	\$982,778	0.6%	-\$28,645	-2.9%
Texas Two Step	\$935,511	0.6%	\$937,708	0.6%	-\$2,197	-0.2%
Mega Millions	\$3,834,998	2.5%	\$3,698,252	2.4%	\$136,746	3.7%
Megaplier	\$815,198	0.5%	\$795,130	0.5%	\$20,068	2.5%
MM Just the Jackpot	\$11,535	0.0%	\$10,668	0.0%	\$867	8.1%
Daily 4	\$2,440,524	1.6%	\$2,639,128	1.7%	-\$198,604	-7.5%
Daily 4 Fireball	\$520,423	0.3%	\$564,421	0.4%	-\$43,998	-7.8%
Powerball	\$6,707,250	4.4%	\$6,329,128	4.0%	\$378,122	6.0%
Power Play	\$1,367,872	0.9%	\$1,300,390	0.8%	\$67,482	5.2%
All or Nothing	\$959,230	0.6%	\$993,368	0.6%	-\$34,138	-3.4%
Total Draw Game Sales	<u>\$28,286,612</u>		<u>\$28,187,321</u>		<u>\$99,291</u>	<u>0.4%</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: 10/12/2024

Rank	Price Point	Game	Sales (Millions)
1	\$ 50	500X	\$ 6.846
2	\$ 20	MILLION DOLLAR LOTERIA	\$ 6.559
3	\$ 100	\$400 MILLION MEGA BUCKS	\$ 5.631
4	\$ 10	LIMITED EDITION MEGA LOTERIA	\$ 5.447
5	\$ 5	SUPER LOTERIA	\$ 5.446
6	\$ 100	LOTERIA SUPREME	\$ 5.328
7	\$ 20	\$1,000,000 CROSSWORD	\$ 4.979
8	\$ 10	MEGA LOTERIA	\$ 4.949
9	\$ 50	500X LOTERIA SPECTACULAR	\$ 4.914
10	\$ 20	\$1,000,000 LUCKY 7s	\$ 4.055

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

Through Week Ending 10/12/2024

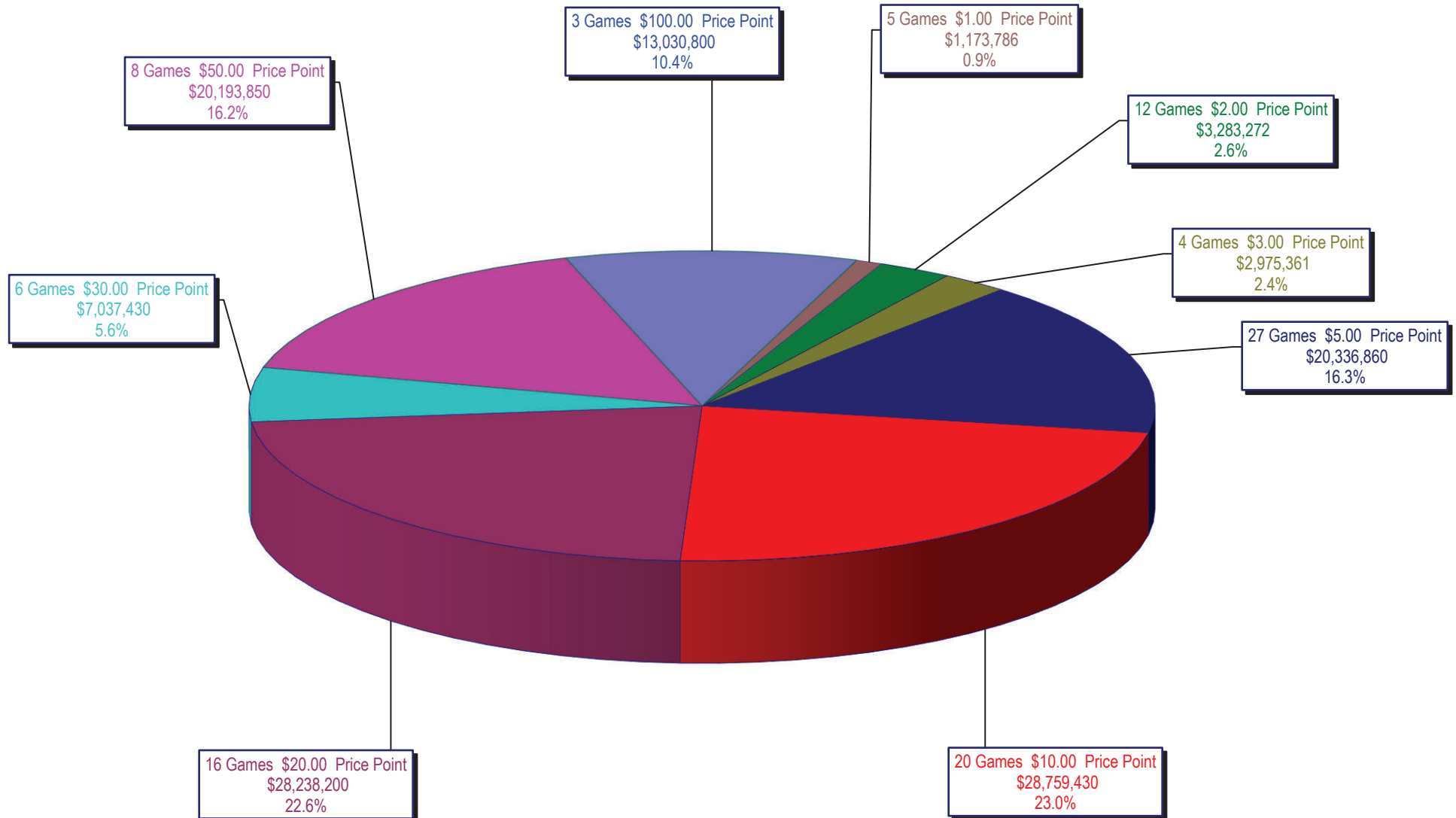
Draw Game Sales

	FY Sales	FY Prize Expense	Actual*	Base Payout
	Through Week Ending	Through Week Ending	Prize Payout	(Prize Pool)
	10/12/2024	10/12/2024		
Lotto	\$ 17,276,947	\$ 8,668,776	50.18%	50.00%
Lotto Extra	6,055,498	3,085,688	50.96%	53.70%
Pick 3	30,310,513	12,221,800	40.32%	50.00%
Pick 3 Fireball	3,450,034	1,681,065	48.73%	54.00%
Cash Five	5,760,188	2,832,732	49.18%	50.97%
Texas Two Step	6,491,537	3,201,828	49.32%	50.00%
Mega Millions	37,003,165	18,964,829	51.25%	50.00%**
Megaplier	7,413,968	3,771,007	50.86%	N/A
MM Just the Jackpot	108,111	56,738	52.48%	50.00%**
Daily 4	14,728,812	6,829,350	46.37%	50.00%
Daily 4 Fireball	3,104,184	1,478,143	47.62%	54.22%
Powerball	34,705,340	17,397,337	50.13%	50.00%**
Power Play	7,257,666	3,639,156	50.14%	N/A
All or Nothing	5,820,797	3,429,098	58.91%	55.98%
Totals	\$ 179,486,759	\$ 87,257,547	48.62%	

* Before Unclaimed Prizes

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

Texas Lottery Commission
Scratch Ticket Sales
For the Week Ending 10/12/2024
(Unaudited)



Texas Lottery Commission
All Game Sales
For the Week Ending 10/12/2024
(Unaudited)

