



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 "S. Rey".

Date: November 21, 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 November 16, 2024.

Summary sales performance memos and the detailed weekly sales summary for the week ending November 30, 2024 will be provided to you at the December 5th meeting.

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



WEEKLY SALES SUMMARY

Unaudited

Week Ending: 11/16/2024

Texas Lottery Commission
Fiscal Year to Date Sales Comparison
Unaudited

Through the Week Ending: 11/16/2024 (11 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	\$ 1,431,148,826	\$ 1,367,081,638	\$ 1,369,620,083	\$ -61,528,743	\$ 2,538,445	-4.3%	0.2%
Lotto Texas	28,671,325	30,232,551	33,777,791	5,106,466	3,545,240	17.8%	11.7%
Lotto Extra	9,571,846	10,751,194	11,704,808	2,132,962	953,614	22.3%	8.9%
Pick 3	57,112,932	56,581,861	54,647,513	-2,465,419	-1,934,348	-4.3%	-3.4%
Pick 3 Fireball	5,623,416	5,975,142	6,332,278	708,863	357,137	12.6%	6.0%
Cash Five	10,971,426	11,173,567	10,469,409	-502,017	-704,158	-4.6%	-6.3%
Texas Two Step	14,292,559	15,871,029	13,956,960	-335,599	-1,914,069	-2.3%	-12.1%
Mega Millions	62,552,814	53,825,432	61,366,931	-1,185,883	7,541,499	-1.9%	14.0%
Megaplier	11,835,496	10,962,866	12,400,574	565,078	1,437,708	4.8%	13.1%
MM Just the Jackpot	252,540	177,101	178,704	-73,836	1,603	-29.2%	0.9%
Daily 4	26,171,898	26,625,933	26,855,052	683,154	229,120	2.6%	0.9%
Daily 4 Fireball	5,045,429	5,552,300	5,732,645	687,216	180,345	13.6%	3.2%
Powerball	215,888,377	158,674,468	59,912,591	-155,975,786	-98,761,877	-72.2%	-62.2%
Power Play	37,976,707	29,951,919	12,549,646	-25,427,061	-17,402,273	-67.0%	-58.1%
All or Nothing	11,151,085	11,592,460	10,450,897	-700,188	-1,141,563	-6.3%	-9.8%
Total	\$ 1,928,266,676	\$ 1,795,029,459	\$ 1,689,955,882	\$ -238,310,794	\$ -105,073,578	-12.4%	-5.9%

*3 extra days

**2 extra days

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

Through the Week Ending 11/16/2024

Sales by Game	FY 2023		FY 2024		FY 2025
Scratch Tickets	\$	17,889,360	\$	17,304,831	\$ 17,787,274
Lotto Texas		358,392		382,691	438,673
Lotto Extra		119,648		136,091	152,010
Pick 3		713,912		716,226	709,708
Pick 3 Fireball		70,293		75,635	82,237
Cash Five		137,143		141,438	135,966
Texas Two Step		178,657		200,899	181,259
Mega Millions		781,910		681,335	796,973
Megaplier		147,944		138,770	161,046
MM Just the Jackpot		3,157		2,242	2,321
Daily 4		327,149		337,037	348,767
Daily 4 Fireball		63,068		70,282	74,450
Powerball		2,698,605		2,008,538	778,086
Power Play		474,709		379,138	162,982
All or Nothing		139,389		146,740	135,726
Total	\$	24,103,333	\$	22,721,892	\$ 21,947,479

11/19/2022
80 days

11/18/2023
79 days

11/16/2024
77 days

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

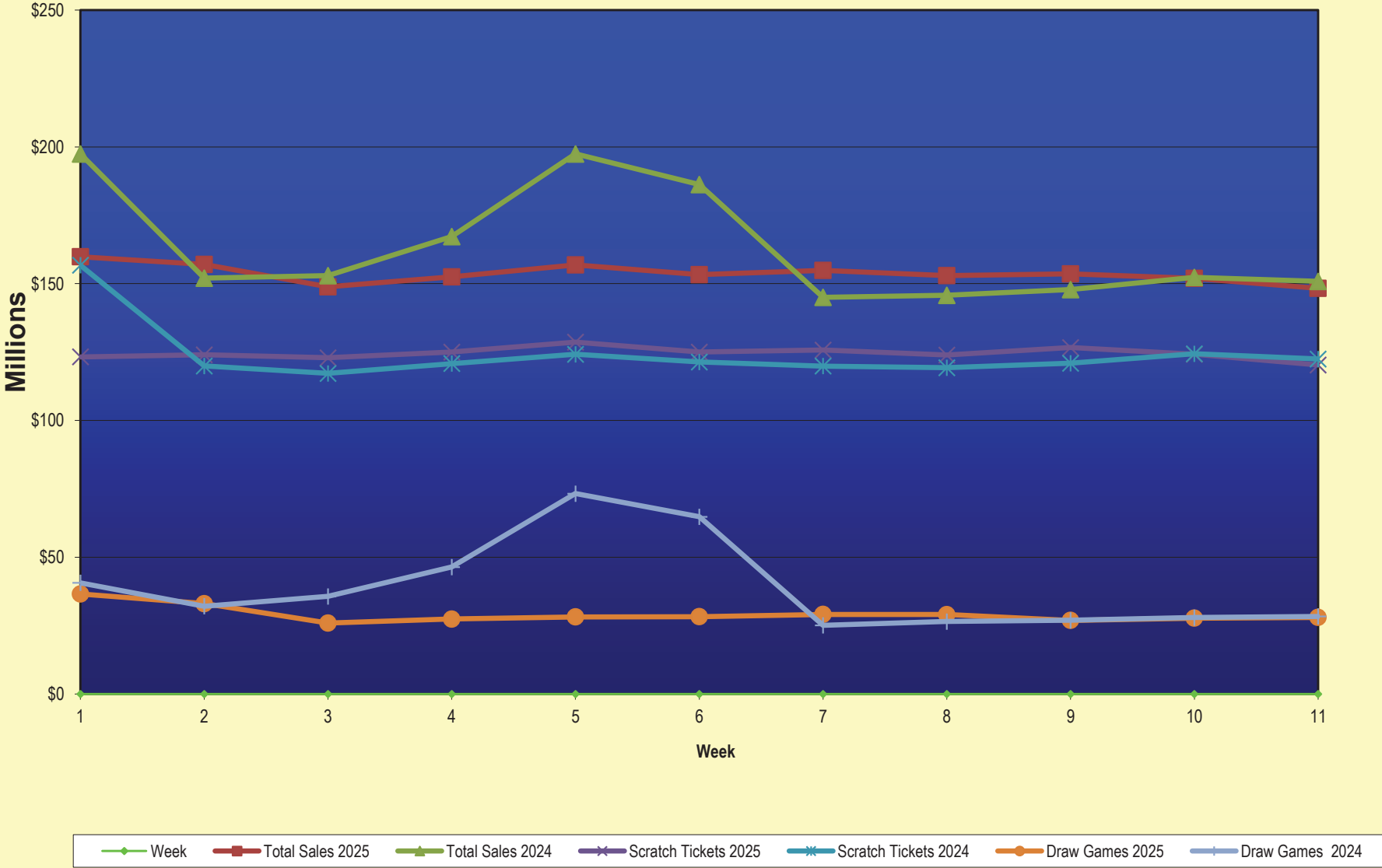
			SCRATCH TICKETS				DRAW GAMES				TOTAL SALES			
FY 2025			FY 2025	FY 2024	Difference	% change - Cumulative Sales	FY 2025	FY 2024	Difference	% change - Cumulative Sales	FY 2025	FY 2024	Difference	% change - Cumulative Sales
Week	Week	Ending												
0	9/2/2023*		\$0	\$38,978,519	(\$38,978,519)	-100.0%	\$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		\$125,779,402	\$119,876,918	\$5,902,484	4.9%	\$29,102,741	\$25,121,369	\$3,981,372	15.8%	\$154,882,143	\$144,998,287	\$9,883,856	6.8%
8	10/26/2024		\$123,891,926	\$119,251,289	\$4,640,637	3.9%	\$29,078,529	\$26,497,085	\$2,581,444	9.7%	\$152,970,455	\$145,748,374	\$7,222,081	5.0%
9	11/2/2024		\$126,641,903	\$120,899,631	\$5,742,272	4.7%	\$26,910,117	\$26,966,850	(\$56,733)	-0.2%	\$153,552,020	\$147,866,481	\$5,685,539	3.8%
10	11/9/2024		\$124,170,230	\$124,357,490	(\$187,260)	-0.2%	\$27,752,989	\$27,951,994	(\$199,005)	-0.7%	\$151,923,219	\$152,309,484	(\$386,265)	-0.3%
11	11/16/2024		\$120,282,442	\$122,472,423	(\$2,189,981)	-1.8%	\$28,004,665	\$28,397,507	(\$392,842)	-1.4%	\$148,287,107	\$150,869,930	(\$2,582,823)	-1.7%
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			\$1,369,620,083	\$1,367,081,638	\$2,538,445	0.2%	\$320,335,799	\$427,947,821	(\$107,612,023)	-25.1%	\$1,689,955,882	\$1,795,029,459	(\$105,073,578)	-5.9%
Fiscal Year Total			\$1,369,620,083	\$6,644,493,763			\$320,335,799	\$1,745,284,869			\$1,689,955,882	\$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	9	15,955,104	1.2%		9,798,179		6,156,925		61.4%	0.2%
Through	\$2.00	12	34,030,072	2.5%		22,713,996		11,316,076		66.7%	1.3%
11/18/2023	\$3.00	4	36,321,792	2.7%		23,942,234		12,379,558		65.9%	0.0%
	\$5.00	39	247,093,100	18.1%		168,036,325		79,056,775		68.0%	0.0%
	\$10.00	24	311,346,760	22.8%		218,393,911		92,952,849		70.1%	0.2%
	\$20.00	18	313,147,160	22.9%		234,930,514		78,216,646		75.0%	0.0%
	\$30.00	4	89,962,050	6.6%		67,512,033		22,450,017		75.0%	0.0%
	\$50.00	8	192,539,700	14.1%		150,230,627		42,309,073		78.0%	0.0%
	\$100.00	2	126,685,900	9.3%		101,289,906		25,395,994		80.0%	0.1%
Total		120	\$1,367,081,638			\$996,847,724		\$370,233,914		72.9%	0.3%
2025	\$1.00	8	12,849,234	0.2%		7,937,442		4,911,792		61.8%	0.4%
Through	\$2.00	16	34,546,916	0.5%		22,544,187		12,002,729		65.3%	-1.5%
11/16/2024	\$3.00	8	33,595,398	0.5%		22,179,246		11,416,152		66.0%	0.1%
	\$5.00	38	222,055,475	3.3%		150,971,052		71,084,423		68.0%	0.0%
	\$10.00	24	315,214,360	4.7%		220,874,509		94,339,851		70.1%	-0.1%
	\$20.00	20	320,268,800	4.8%		240,193,467		80,075,333		75.0%	0.0%
	\$30.00	6	79,785,300	1.2%		59,854,408		19,930,892		75.0%	0.0%
	\$50.00	9	211,252,700	3.2%		164,841,001		46,411,699		78.0%	0.0%
	\$100.00	3	140,051,900	2.1%		111,991,106		28,060,794		80.0%	0.0%
Total		132	\$1,369,620,083			\$1,001,386,418		\$368,233,665		73.1%	0.2%
Variance	\$1.00	-1	-3,105,870		-19.5%	-1,860,738	-19.0%	-1,245,132	-20.2%	0.36%	
2025 to	\$2.00	4	516,844		1.5%	-169,808	-0.7%	686,652	6.1%	-1.49%	
2024	\$3.00	4	-2,726,394		-7.5%	-1,762,988	-7.4%	-963,406	-7.8%	0.10%	
	\$5.00	-1	-25,037,625		-10.1%	-17,065,273	-10.2%	-7,972,352	-10.1%	-0.02%	
	\$10.00	0	3,867,600		1.2%	2,480,598	1.1%	1,387,002	1.5%	-0.07%	
	\$20.00	2	7,121,640		2.3%	5,262,953	2.2%	1,858,687	2.4%	-0.02%	
	\$30.00	2	-10,176,750		-11.3%	-7,657,625	-11.3%	-2,519,125	-11.2%	-0.03%	
	\$50.00	1	18,713,000		9.7%	14,610,375	9.7%	4,102,625	9.7%	0.00%	
	\$100.00	1	13,366,000		10.6%	10,701,200	10.6%	2,664,800	10.5%	0.01%	
Total		12	\$2,538,445		0.2%	\$4,538,694	0.5%	-\$2,000,249	-0.5%	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		\$303,047,023			\$333,400,068		-\$30,353,045
Prize Exp.	\$1 - \$5		\$203,631,927			\$224,490,734		-\$20,858,807
Sales Cont.	\$1 - \$5		\$99,415,096			\$108,909,334		-\$9,494,238
Prize Exp. %	\$1 - \$5		67.2%			67.3%		-0.1%
			FY 2025			FY 2024		Difference
Sales	\$10 - \$100		\$1,066,573,060			\$1,033,681,570		\$32,891,490
Prize Exp.	\$10 - \$100		\$797,754,492			\$772,356,991		\$25,397,501
Sales Cont.	\$10 - \$100		\$268,818,568			\$261,324,579		\$7,493,989
Prize Exp. %	\$10 - \$100		74.8%			74.7%		0.1%
			FY 2025			FY 2024		Difference
Sales	Scratch		\$1,369,620,083			\$1,367,081,638		\$2,538,445
Prize Exp.	Scratch		\$1,001,386,418			\$996,847,724		\$4,538,694
Sales Cont.	Scratch		\$368,233,665			\$370,233,914		-\$2,000,249
Prize Exp. %	Scratch		73.1%			72.9%		0.2%

			FY 2025			FY 2024		Difference
Sales	\$1 - \$10		\$618,261,383			\$644,746,828		-\$26,485,445
Prize Exp.	\$1 - \$10		\$424,506,435			\$442,884,645		-\$18,378,209
Sales Cont.	\$1 - \$10		\$193,754,948			\$201,862,183		-\$8,107,236
Prize Exp. %	\$1 - \$10		68.7%			68.7%		0.0%
			FY 2025			FY 2024		Difference
Sales	\$20 - \$100		\$751,358,700			\$722,334,810		\$29,023,890
Prize Exp.	\$20 - \$100		\$576,879,983			\$553,963,080		\$22,916,903
Sales Cont.	\$20 - \$100		\$174,478,717			\$168,371,730		\$6,106,987
Prize Exp. %	\$20 - \$100		76.8%			76.7%		0.1%
			FY 2025			FY 2024		Difference
Sales	Scratch		\$1,369,620,083			\$1,367,081,638		\$2,538,445
Prize Exp.	Scratch		\$1,001,386,418			\$996,847,724		\$4,538,694
Sales Cont.	Scratch		\$368,233,665			\$370,233,914		-\$2,000,249
Prize Exp. %	Scratch		73.1%			72.9%		0.2%

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

	Week Ending 11/16/2024	% of Sales	Week Ending 11/09/2024	% of Sales	\$ change	% change
	<u>THIS WEEK</u>		<u>LAST WEEK</u>			
Total Sales	<u>\$148,287,107</u>		<u>\$151,923,219</u>		<u>-\$3,636,112</u>	<u>-2.4%</u>
Scratch Tickets	<u>\$120,282,442</u>	81.1%	<u>\$124,170,230</u>	81.7%	<u>-\$3,887,788</u>	<u>-3.1%</u>
Lotto	\$3,399,208	2.3%	\$3,398,576	2.2%	\$632	0.0%
Lotto Extra	\$1,153,075	0.8%	\$1,155,137	0.8%	-\$2,062	-0.2%
Pick 3	\$4,710,618	3.2%	\$4,975,479	3.3%	-\$264,861	-5.3%
Pick 3 Fireball	\$562,011	0.4%	\$597,913	0.4%	-\$35,903	-6.0%
Cash Five	\$921,341	0.6%	\$954,010	0.6%	-\$32,669	-3.4%
Texas Two Step	\$1,516,586	1.0%	\$1,159,891	0.8%	\$356,695	30.8%
Mega Millions	\$5,646,168	3.8%	\$5,578,836	3.7%	\$67,332	1.2%
Megaplier	\$1,140,843	0.8%	\$1,122,494	0.7%	\$18,349	1.6%
MM Just the Jackpot	\$16,443	0.0%	\$15,966	0.0%	\$477	3.0%
Daily 4	\$2,347,231	1.6%	\$2,471,681	1.6%	-\$124,450	-5.0%
Daily 4 Fireball	\$501,831	0.3%	\$537,724	0.4%	-\$35,893	-6.7%
Powerball	\$4,263,217	2.9%	\$3,970,136	2.6%	\$293,081	7.4%
Power Play	\$927,337	0.6%	\$873,183	0.6%	\$54,154	6.2%
All or Nothing	\$898,756	0.6%	\$941,964	0.6%	-\$43,208	-4.6%
Total Draw Game Sales	<u>\$28,004,665</u>		<u>\$27,752,989</u>		<u>\$251,676</u>	<u>0.9%</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: 11/16/2024

Rank	Price Point	Game	Sales (Millions)
1	\$ 20	MILLION DOLLAR LOTERIA	\$ 6.118
2	\$ 50	500X	\$ 5.974
3	\$ 5	SUPER LOTERIA	\$ 5.368
4	\$ 100	LOTERIA SUPREME	\$ 5.053
5	\$ 100	\$400 MILLION MEGA BUCKS	\$ 5.008
6	\$ 10	LIMITED EDITION MEGA LOTERIA	\$ 4.780
7	\$ 50	500X LOTERIA SPECTACULAR	\$ 4.772
8	\$ 20	\$1,000,000 CROSSWORD	\$ 4.743
9	\$ 10	MEGA LOTERIA	\$ 4.536
10	\$ 20	LUCKY MILLIONS	\$ 4.208

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

Through Week Ending 11/16/2024

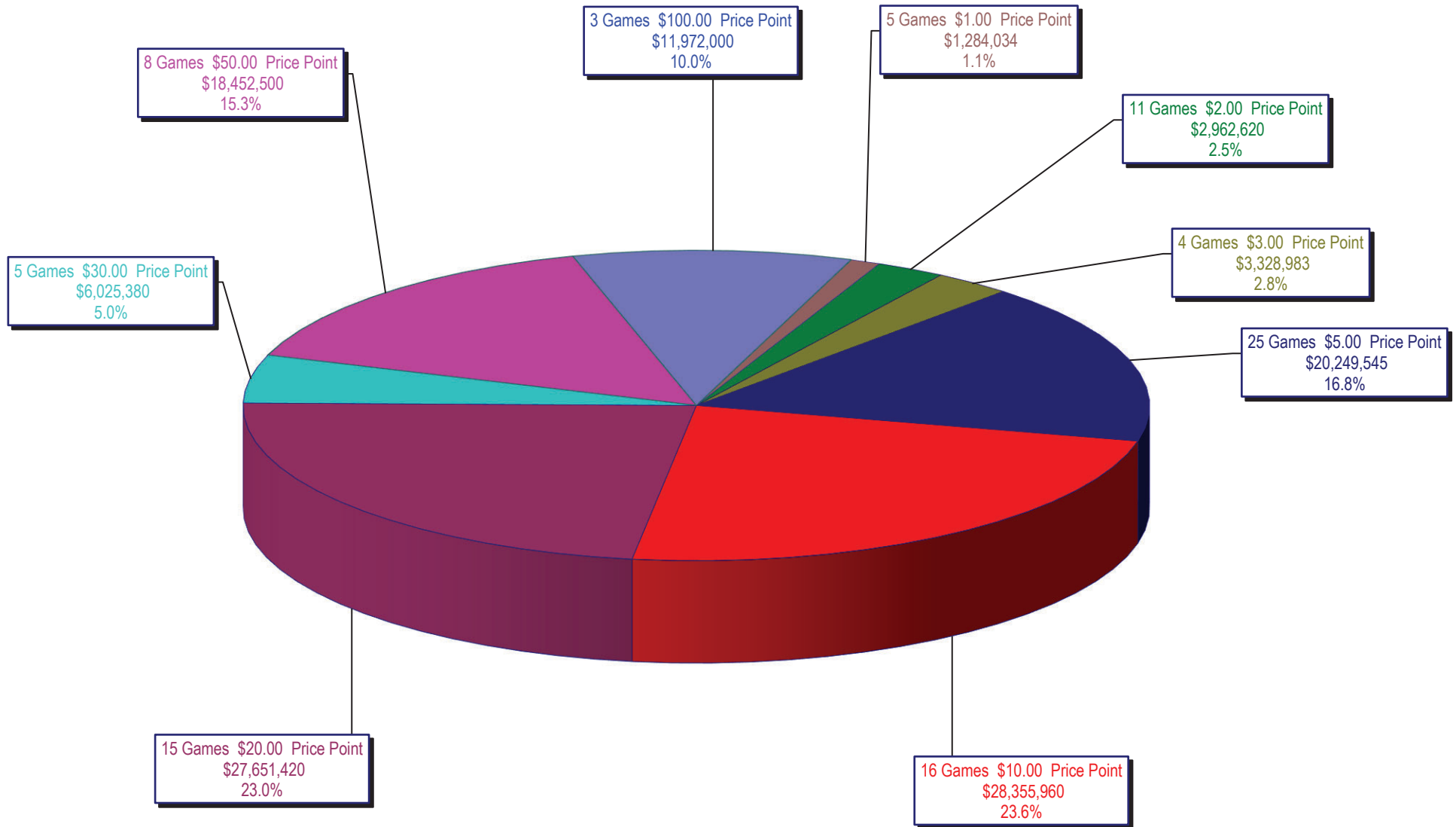
Draw Game Sales

	FY Sales	FY Prize Expense	Actual*	Base Payout
	Through Week Ending	Through Week Ending	Prize Payout	(Prize Pool)
	11/16/2024	11/16/2024		
Lotto	\$ 33,777,791	\$ 16,920,620	50.09%	50.00%
Lotto Extra	11,704,808	6,221,940	53.16%	53.70%
Pick 3	54,647,513	23,450,530	42.91%	50.00%
Pick 3 Fireball	6,332,278	3,431,265	54.19%	54.00%
Cash Five	10,469,409	5,180,603	49.48%	50.97%
Texas Two Step	13,956,960	6,891,506	49.38%	50.00%
Mega Millions	61,366,931	31,325,656	51.05%	50.00%**
Megaplier	12,400,574	6,245,235	50.36%	N/A
MM Just the Jackpot	178,704	91,618	51.27%	50.00%**
Daily 4	26,855,052	20,459,025	76.18%	50.00%
Daily 4 Fireball	5,732,645	2,842,296	49.58%	54.22%
Powerball	59,912,591	30,078,568	50.20%	50.00%**
Power Play	12,549,646	6,300,557	50.21%	N/A
All or Nothing	10,450,897	6,078,852	58.17%	55.98%
Totals	\$ 320,335,799	\$ 165,518,272	51.67%	

* Before Unclaimed Prizes

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

Texas Lottery Commission
Scratch Ticket Sales
For the Week Ending 11/16/2024
(Unaudited)



Texas Lottery Commission
All Game Sales
For the Week Ending 11/16/2024
(Unaudited)

