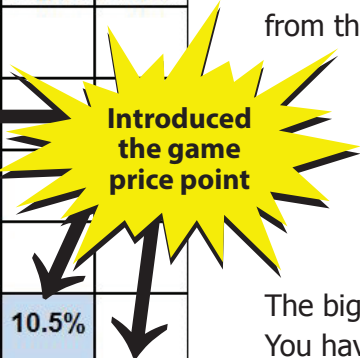


# Instant Ticket Price Point Distribution

As a Lottery Retailer, you are probably very aware of how your instant scratch tickets sell at the various price points. But how do sales track across the state at each of those price points?

## Instant Sales Tracking (2000 - 2015)

	\$1 Games	\$2 Games	\$3 Games	\$5 Games	\$10 Games	\$20 Games	\$30 Games
<b>Actual Sales</b> (CY 2000)	48.1%	31.3%		20.6%			
<b>Actual Sales</b> (CY 2001)	39.1%	32.1%	9.6%	19.2%			
<b>Actual Sales</b> (CY 2003)	23.9%	33.4%	12.0%	21.1%	9.6%		
<b>Actual Sales</b> (CY 2004)	20.9%	33.6%	12.3%	23.1%	10.2%		
<b>Actual Sales</b> (CY 2006)	14.9%	26.1%	15.9%	23.9%	8.7%	10.5%	
<b>Actual Sales</b> (CY 2007)	12.4%	23.7%	15.4%	29.7%	9.0%	9.8%	
<b>Actual Sales</b> (CY 2010)	10.7%	22.8%	15.7%	26.2%	13.9%	10.7%	
<b>Actual Sales</b> (CY 2013)	7.5%	17.5%	13.6%	25.7%	16.7%	19.0%	
<b>Actual Sales</b> (CY 2014)	6.8%	16.4%	12.3%	23.8%	16.5%	14.8%	9.4%
<b>Actual Sales</b> (CY 2015)	5.6%	15.2%	12.3%	25.4%	14.5%	19.6%	7.4%



There have been some significant changes over the years. Players have drifted "upwards" from the \$1 preferences of years ago.

For a long time, the \$2 ticket was the favorite among players, but in 2007 the \$5 ticket took over as the highest selling price point in terms of dollars.

The big story from 2015 is the \$20 ticket. You have embraced it as retailers, and your enthusiasm is shared by players. The \$20 price point now represents 19.6% of instant sales (in terms of dollars) across the state.

All in all, the higher price points (\$5, \$10, \$20 & \$30) now make up 67% of Instant Sales. Make sure you are well-stocked at those price points.