South Dakota Lottery
Commission Meeting
June 18, 2025

SOUTH DAKOTA LOTTERY
GOOD FUN

A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

Deputy Secretary of Revenue Comments

Executive Director Comments

Executive Director Comments

- Commissioner Huizenga
- Personnel Update
- FY25 Year End
    - Audit
    - Sales
- HALO Instant Ticket Displays
- IGT to Brightstar Lottery

Mandatory Reporting Policy

Lotto Retailer Incentive Commission

Mega Millions Lotto Retailer Incentive Commision

Mega Millions®

Jackpot	$50,000	Pay 1; over 1 divide $50,000 and pay all equally.
$1,000,000	$25,000	Pay 1; over 1 divide $25,000 and pay all equally.
$10,000	~~$750~~ $1,000	~~Pay 2; over 2 divide $1,000 and pay all equally.~~ Pay 2; over 2 divide (2 x $1,000) and pay all equally.

~~**Megaplier®**~~

~~$1,000,000~~	~~$25,000~~	~~Pay 1; over 1 divide $25,000 and pay all equally.~~
~~$10,000~~	~~$750~~	~~Pay 2 ($500 x the Megaplier number); over 2 divide 2 x ($500 x the Megaplier) and pay all equally.~~

~~**Mega Millions® Just the Jackpot**~~

~~Jackpot~~	~~$50,000~~	~~Pay 1; over 1 divide $50,000 and pay all equally.~~

Mobile Cashing Update

Mobile Claims Overview

337 Claims Submitted by 233 Different Players

Claims By Age

Under 30

23

30-50

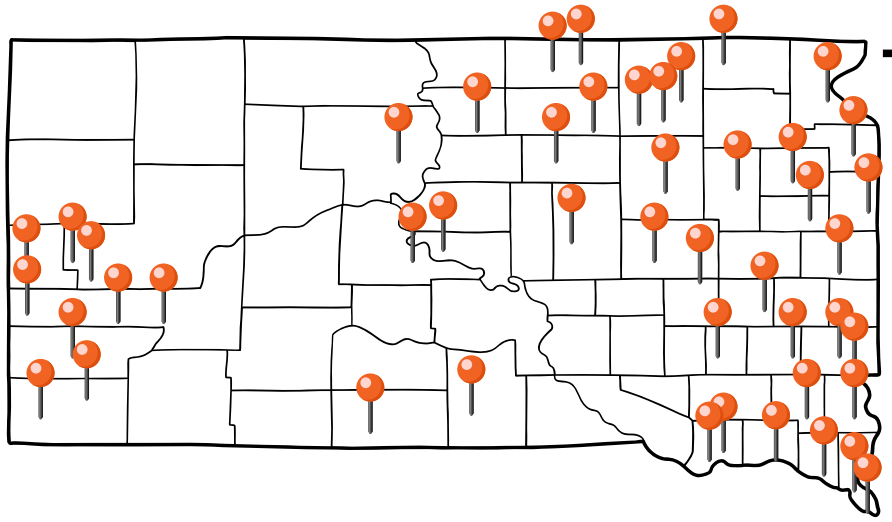
205

50-60

64

Over 60

45



Top Cities

1. **Sioux Falls (34)**
2. **Huron (20)**
3. **Aberdeen (19)**
4. **Rapid City (14)**
5. **Chamberlain (14)**

Top Games

1. **$50, $150 or $250** (93)
2. **$600,000 Cash Spectacular** (89)
3. **100X The Cash** (43)
4. **$50, $100 or $500** (33)
5. **Lucky for Life** (27)

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Scientific Games Responsible Gaming research 2023 State G Presentation

Created by
Simon Jaworski
Founder & CEO, Lotto Research

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Research Overview & Regions Map

Overview

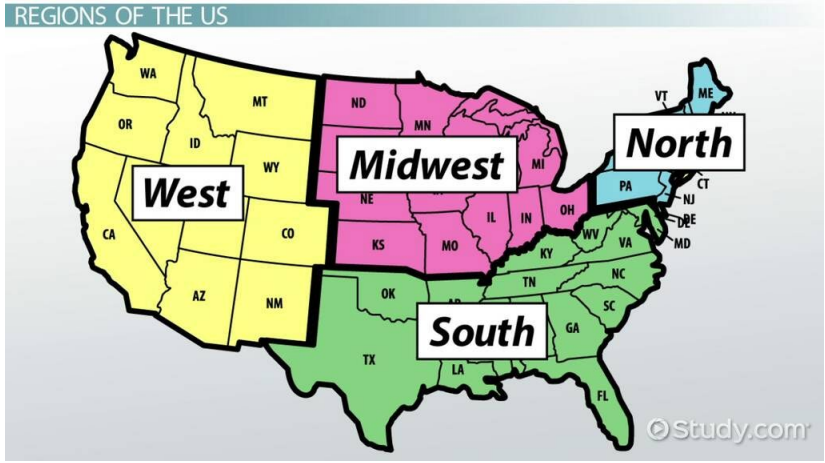
Scientific Games ran a ground-breaking Responsible Gaming study in 2021, including analyzing how the United States has seven groups of gamblers, ranging from those with no issues, to serious problem gamblers.

This 2023 study is a follow up to that research, examining how the gaming market (and more importantly its players) has changed in two years.

Regional Analysis

The research breaks out regional divisions into the four traditional regions of the United States, Northeast, Midwest, South and West.

- **Northeast** (9 states)
  - CT, MA, ME, NH, NJ, NY, PA, RI, VT
- **Midwest** (12 states)
  - IL, IN, IA, KS, MI, MN, MO, NB, ND, OH, SD, WI
- **South** (16 states and D.C.)
  - AL, AR, D.C., DE, FL, GA, KY, LA, State C, MI, NC, OK, SC, TN, TX, VA , WV
- **West** (13 states)
  - AL, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY



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METHODOLOGY

- **3193 Americans participated in a 20-minute on-line survey.**
  - Must be a resident of the United States from a state that allows the lottery.
  - Must be age 18 or older.
- In addition, an oversample of n=1,000 was conducted in State F, State E, State A and State D. Oversamples were also conducted in State C (n=901), State B (n=505) **and State G (n=351)**
- **Sample was based on specific proportions for gender, age, ethnicity, income** and **region.**
- **The study ran from October 29 to December 31, 2023.**
- **The margin of error for this study is ± 2.4% at 95% confidence, ± 2.0% at 90% confidence**

Arrows indicate significantly lower (red) or higher compared to 2021

BCD **Letters indicate significantly higher than another 2023 data point**

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Timeline: SG RG 2023

Sept ‘23
Study Design based off 2021 RG research

Oct ‘23
Programming of survey

Late Oct ‘23
Research launched into field

Early Dec ‘23
National sample completed

End Dec ‘23
State oversamples completed

Early Jan ‘24
Data analysis
National report completed

Late Jan ‘24
State oversample reports completed

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Gaming availability by U.S. & States

		STATES						
GAMING TYPE	U.S.	A	B	C	D	E	F	G
LOTTERY	46	✓	✓	✓	✓	✓	✓	✓
ONLINE LOTTERY	8	Draw and Instant			Draw only		Draw and Instant	
SPORTS BETTING (LEGAL & ONLINE)	29		✓	✓		✓	✓	
CASINOS	44*		23	6	3	10	17	31
ONLINE GAMBLING	6						✓	
# of Gaming Machines	8	COAM	17,314	9,606	5,410	15,936	25,746	15,398
# in Commercial Casinos			14,671	9,606		15,936	25,391	2,542
# in Tribal Casinos			2,643	-	5,410			2,617
# Lottery VLTs		Lottery Retailers	-	-			355	10,239
MARIJUANA (LEGAL)	24			✓		✓		

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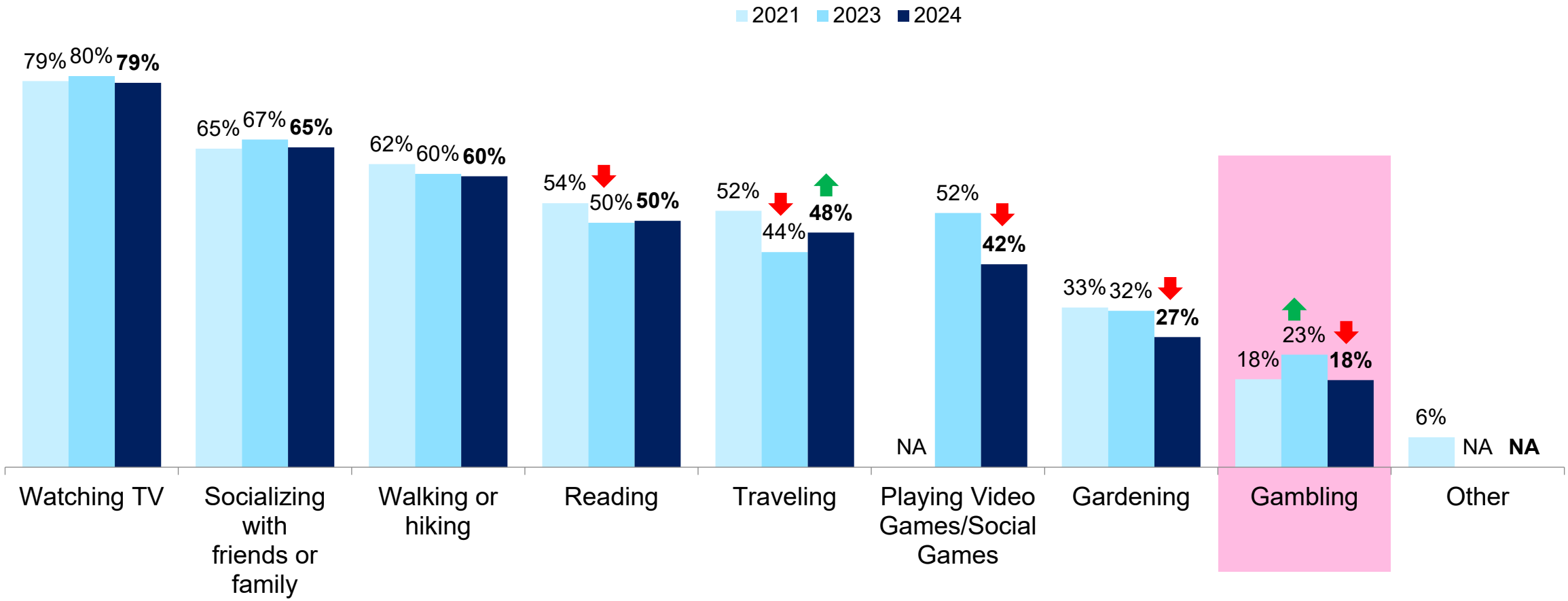
Preferred Recreational Activities (U.S.) - 2024

23% of Americans count Gambling as a 'preferred' recreational activity, up significantly from 2021.



Base: Total Respondents
C1. Which of the following are your preferred recreational activities? Would you say...
Total, 2021 n=3039, 2023 n=3193, 2024 n=3303

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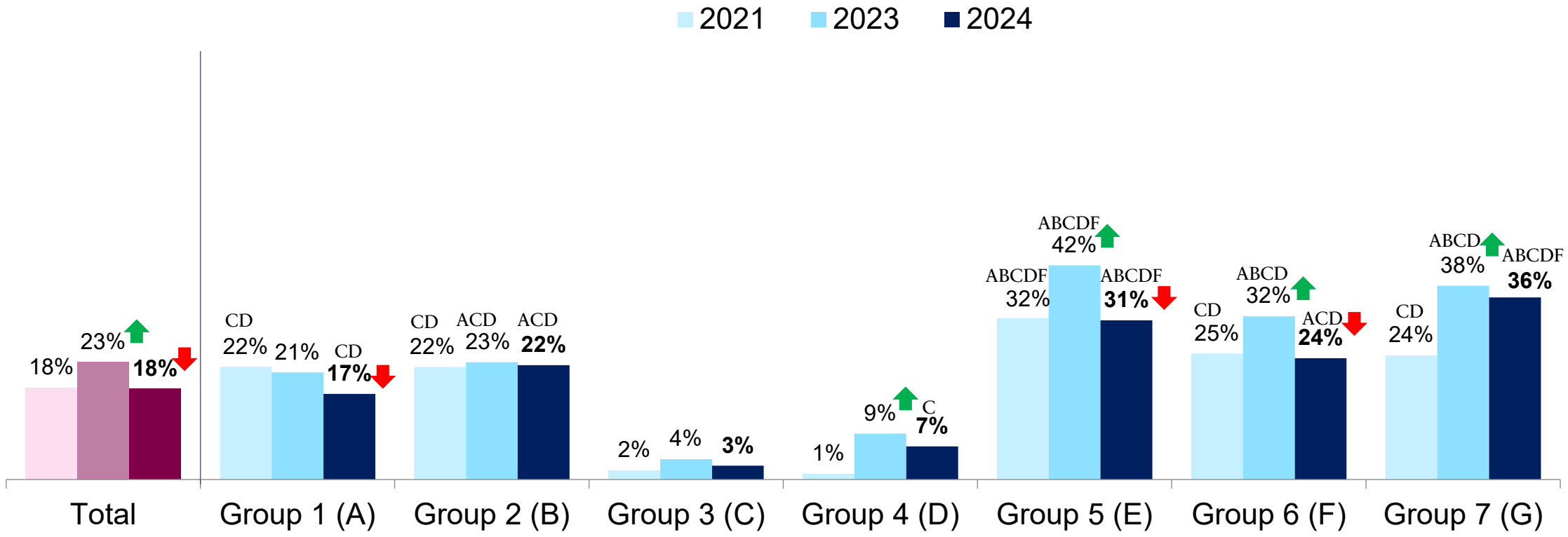
Gambling: Preferred Recreational Activity (U.S. Groups) - 2024

Similar to 2021 levels, Gambling as a 'preferred activity' has declined significantly in 2024 when compared to 2023. Group 7 has remained at a similar level, while Groups 5 & 6 have declined significantly.



Base: Total Respondents

C1. Which of the following are your preferred recreational activities? Would you say...

2021 n=3039, 418, 785, 657, 264, 454, 299, 162; 2023 n=3193, 300, 917, 675, 245, 559, 345, 152; 2024 n=3303, 388, 854, 730, 337, 462, 361, 171

Capital letter indicates a significant difference between groups at 95%

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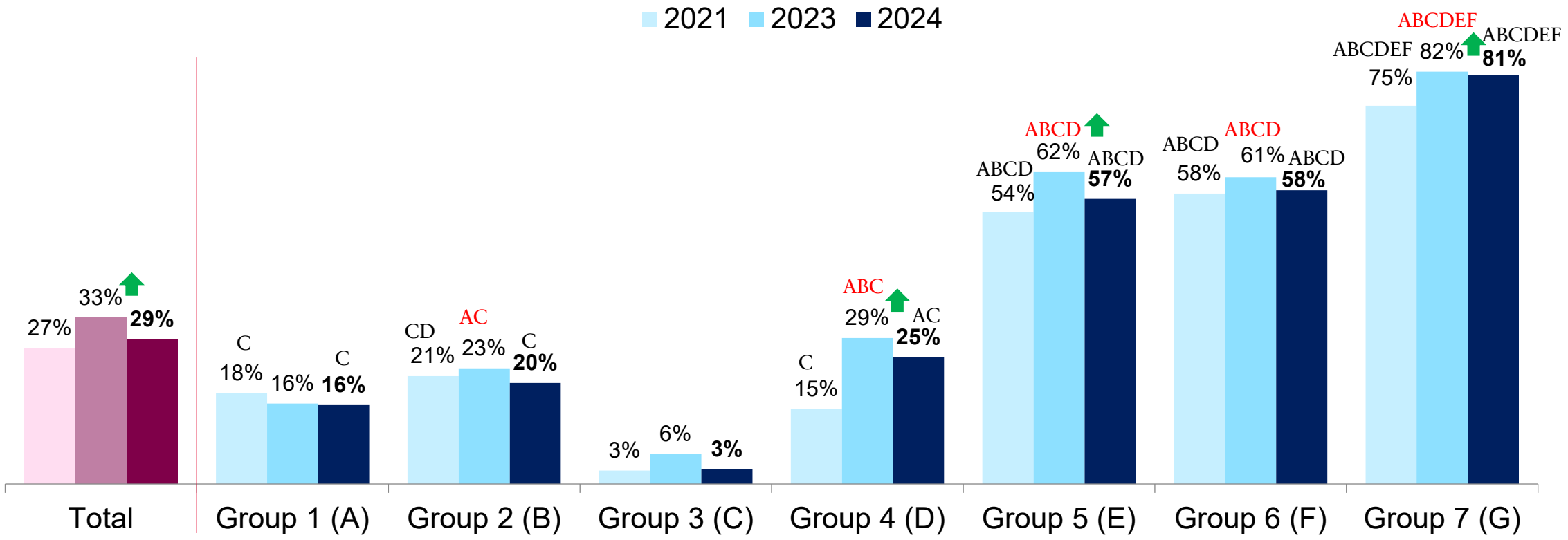
Importance of Gambling: Top 2 Box % (U.S. Groups) - 2024

The importance of gambling is significantly higher for Group 7 respondents than all other Groups, and has remained solid at 81%, compared to 2023 (82%).



Base: Total Respondents; *Low base size
GM3: How important is gambling to you as a recreational activity?
2021 n=3039, 418, 785, 657, 264, 454, 299, 162; 2023 n=3193, 300, 917, 675, 245, 559, 345, 152; 2024 n=3303, 388, 854, 730, 337, 462, 361, 171
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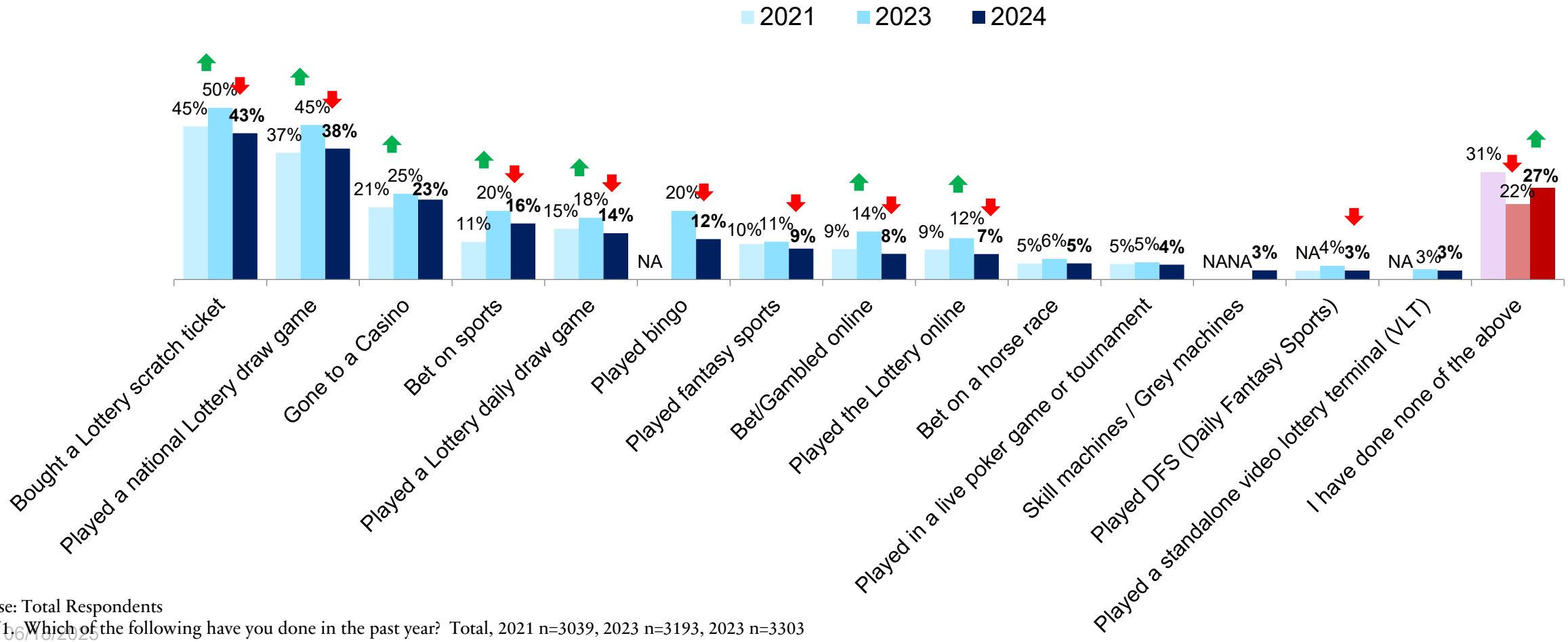
Gambling Activities in the Past Year (U.S.) - 2024

A majority of key gambling activities are down significantly in terms of participation in the U.S. in 2024, compared to 2023. National draw game play and Scratch tickets play are both down 7% points, Casino visits down 2% points, and even those who have bet on sports are down 4% points, to 16%, among the total population.



Base: Total Respondents
PY1. Which of the following have you done in the past year? Total, 2021 n=3039, 2023 n=3193, 2023 n=3303

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How does State G compare nationally and with similar states?

	2021	2023		
	National	National	State B	State G
My state lottery is an organization I trust.	**39%**	**42%**	34%	33%

2023 State C Lottery Spenders – Monthly $

Low (<$20)	Medium ($21-$99)	High ($100+)
44%	50%	**65%**

2023 State B Lottery Spenders – Monthly $

Low (<$20)	Medium ($21-$99)	High ($100+)
44%	43%	**55%**

2023 State G Lottery Spenders – Monthly $

Low (<$20)	Medium ($21-$99)	High ($100+)
46%	42%	**35%**

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Lottery Perceptions/Responsible Gaming (States)

Only State A is keeping pace with State F in terms of **trust**

A	B	State C	D	E	F	G
47%	34%	42%	42%	37%	47%	33%

Where does State G compare nationally and with states ?

	2021	2023		
	National	National	State B	State G
I don't need to buy my tickets at a lucky store to improve my chances of winning	**72%**	**72%**	83%	75%
There is no special method or ability that will guarantee a win	**70%**	**70%**	77%	74%
Picking the same numbers each week doesn't improve your odds of winning.	**70%**	**70%**	75%	72%
I should be aware of how much money I spend when I gamble	**82%**	**85%**	**89%**	**93%** ↑

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Responsible Gaming
7 Group snapshots
2023

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7 Responsible Gaming Groups

- **GROUPS 1 & 2**
  - Generally older
  - Usually heavier Lottery players
  - No real problem gambling issues
  - 38% in size
- **GROUPS 3 & 4**
  - Mixed age range
  - Don't really game or gamble
  - No problem gambling issues
  - 29% in size
- **GROUPS 5 & 6**
  - Generally younger
  - Skew male
  - Usually heavier Lottery and Gambling players
  - Potential for problem gambling issues
  - G5 skews a little more towards playing to win
  - G6 skews a little more towards playing for entertainment
  - 29% in size
- **GROUP 7**
  - Generally younger
  - Skew male
  - Usually heavier Gambling, Sports Betting, Daily Draw games, Online Game players
  - Most likely to have problem gambling issues
  - 5% in size

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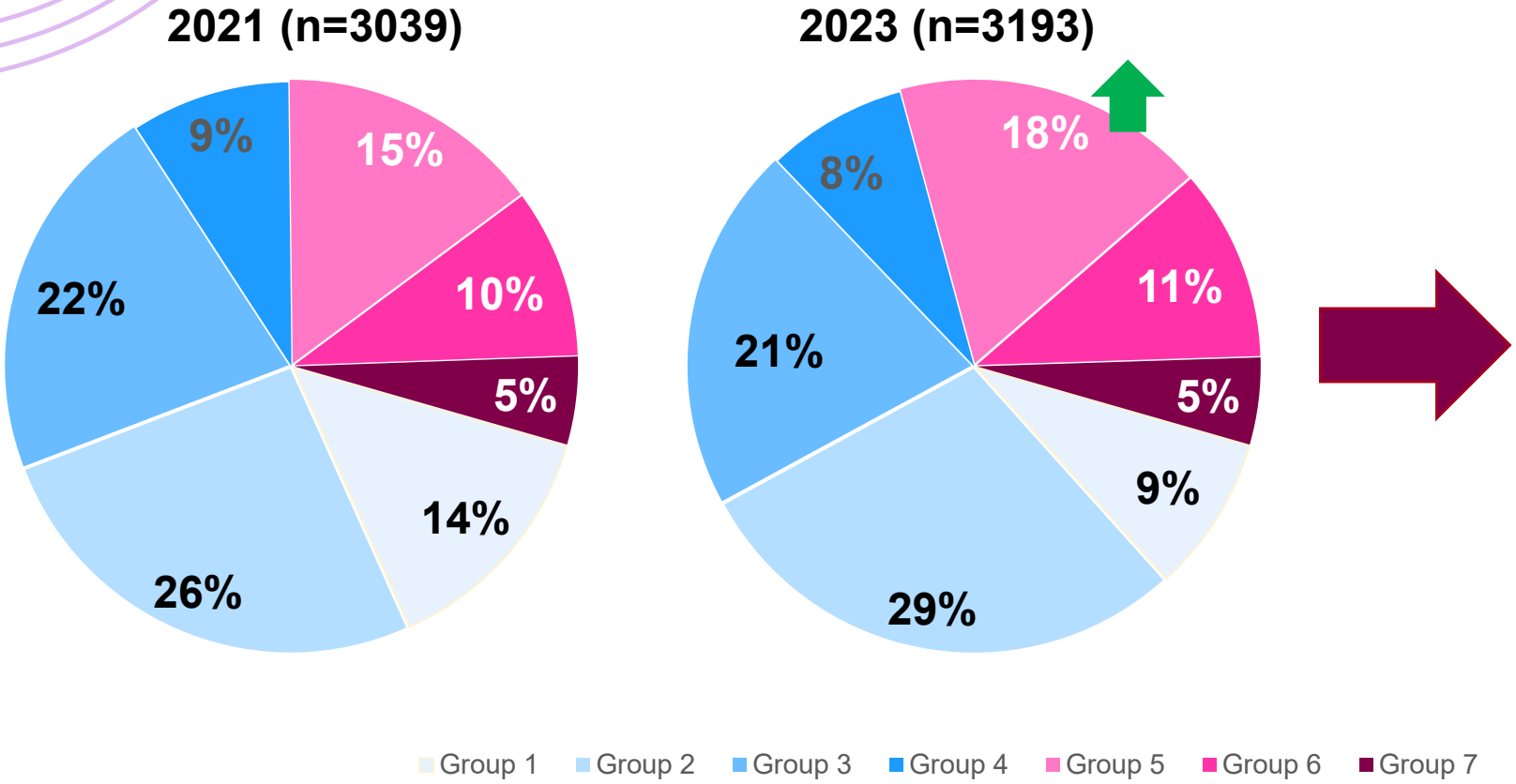
NATIONAL: 7 RG Groups



- Groups 5, 6 and 7 are the heaviest gambling groups, representing more than a third of America (34%).
- However, Group 7 has the greatest percentage of people who show the most symptoms of a gambling disorder, and is 5% of the U.S. population, similar to the level seen in 2021.
- Group 5 has seen a significant shift in size in 2023 (up to 18%) from 15% in 2021.

Base: Total Respondents

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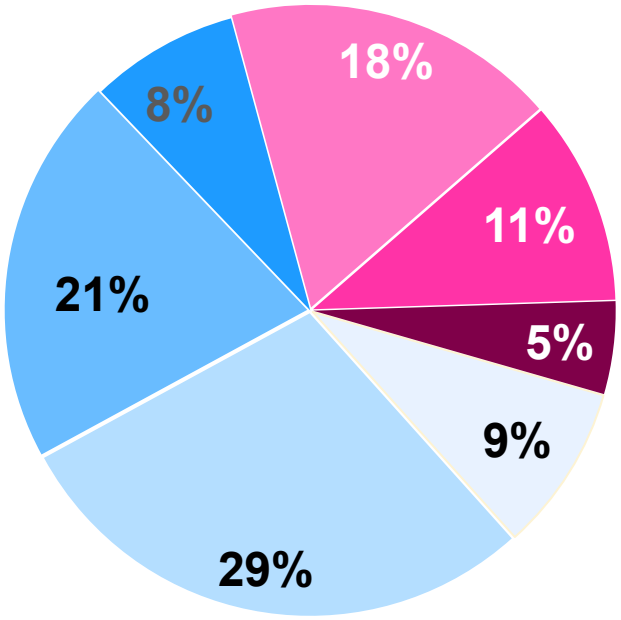
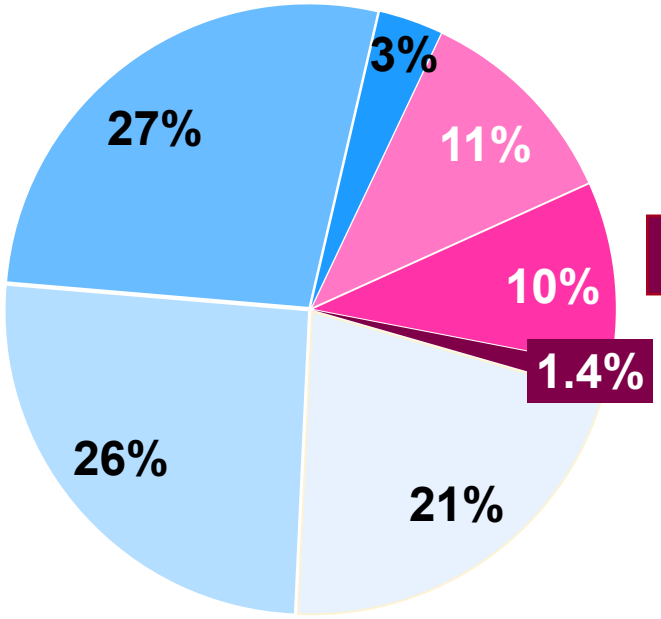
State G (v National): 7 RG Groups

2023 (n=3193) National



2023 (n=351) = STATE G



- Groups 5, 6 and 7 are the heaviest gambling groups, representing under a quarter of State G at 22%, (significantly lower than the national average).
- However, Group 7 has the greatest percentage of people who show the most symptoms of a gambling disorder, and it is only 1.4% of the State G population, again significantly lower than the national level.
- Group 6 is also close to the size of the national level (11%) at 10%.

Group 1 Group 2 Group 3 Group 4 Group 5 Group 6 Group 7

Base: Total Respondents

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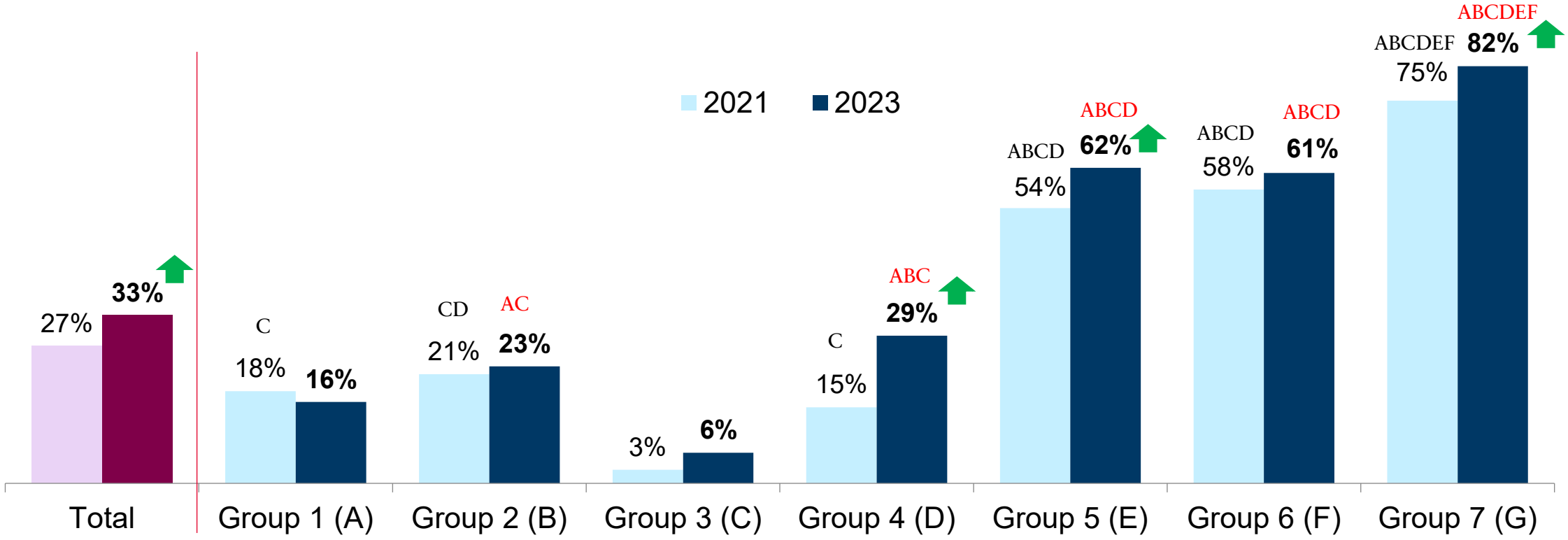
Importance of Gambling: T2B% (By Groups)

The importance of gambling is significantly higher for Group 7 respondents and has increased significantly compared to 2021.



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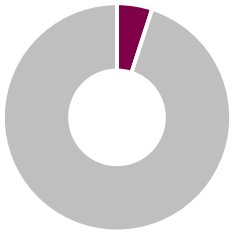
Group 7: National Snapshot

LOTTO RESEARCH



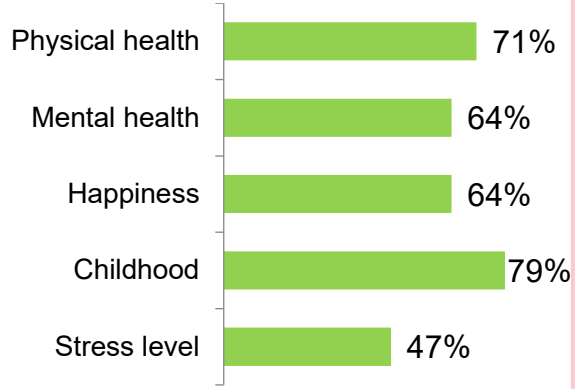
5% of Market

This group over-indexes on:

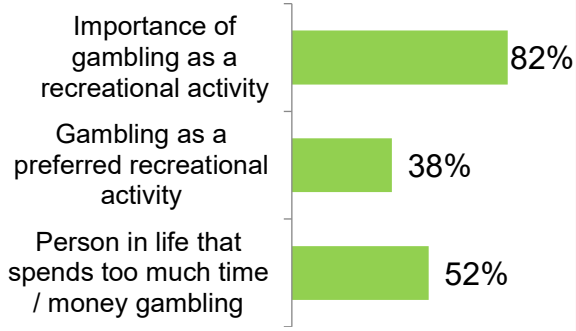
High Index (>120)
Low Index (<80)

- Male
- Age 18-44
- African-American
- Married
- Have children living in HH
- Masters degree or higher
- Employed full time
- HH income $100k+

Health

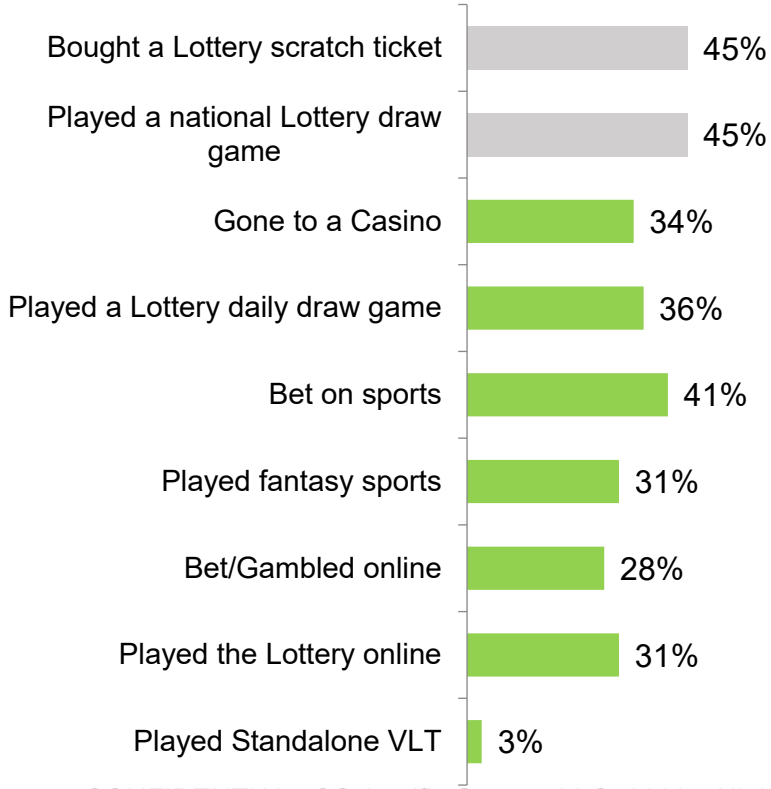


Gambling

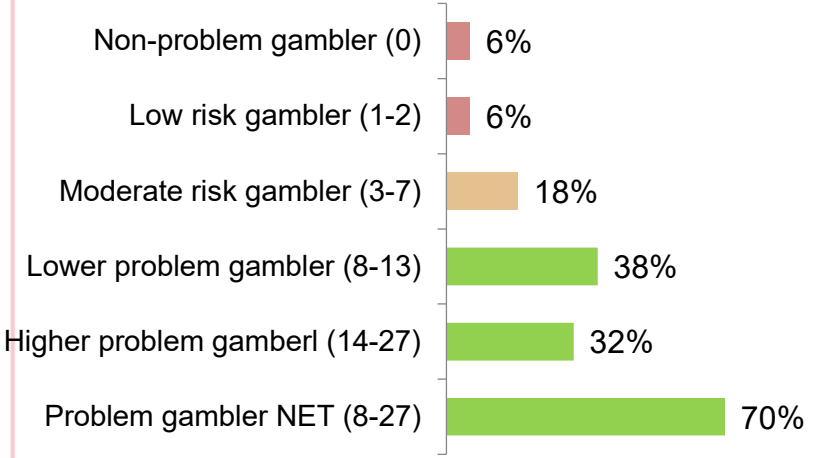


Refer slide notes for question and base text

Played in past year



PGSI Group



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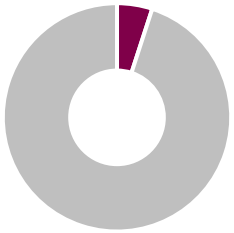
Group 7: National Snapshot
Index



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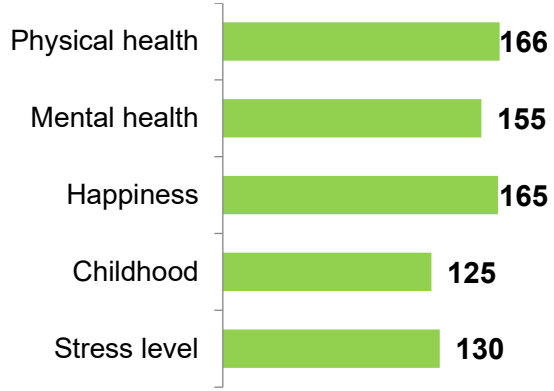
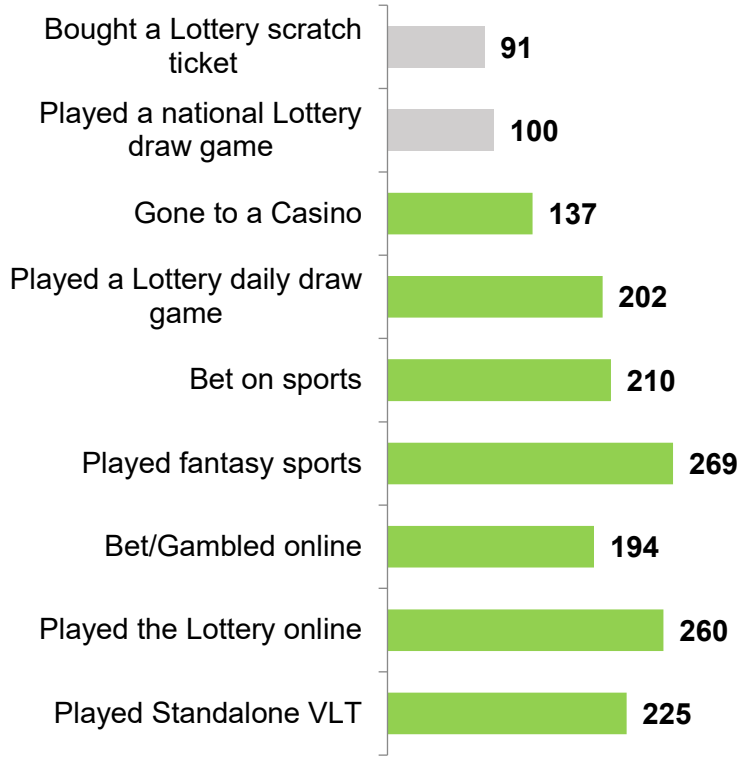


Gambling

Played in past year



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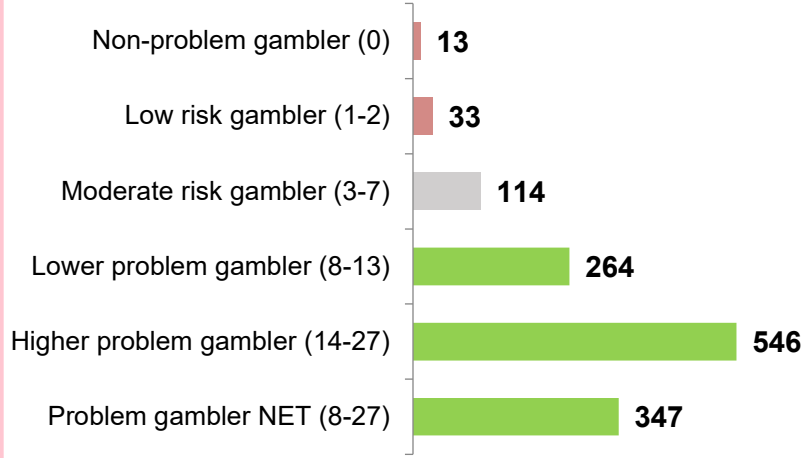

Refer slide notes for question and base text

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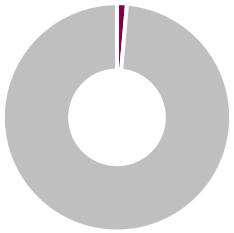
Group 7: Snapshot* - State G

*very low base size <10

LOTTO RESEARCH

High Index (>120)
Low Index (<80)

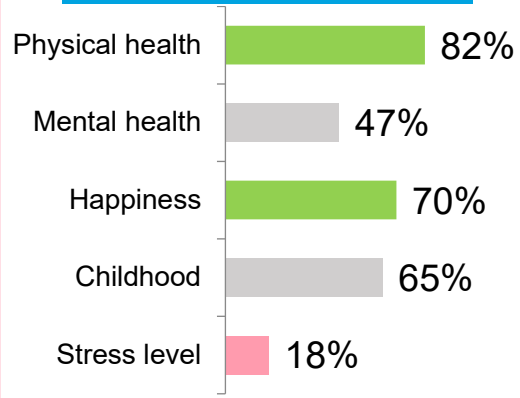


1% of Market

This group over-indexes on:

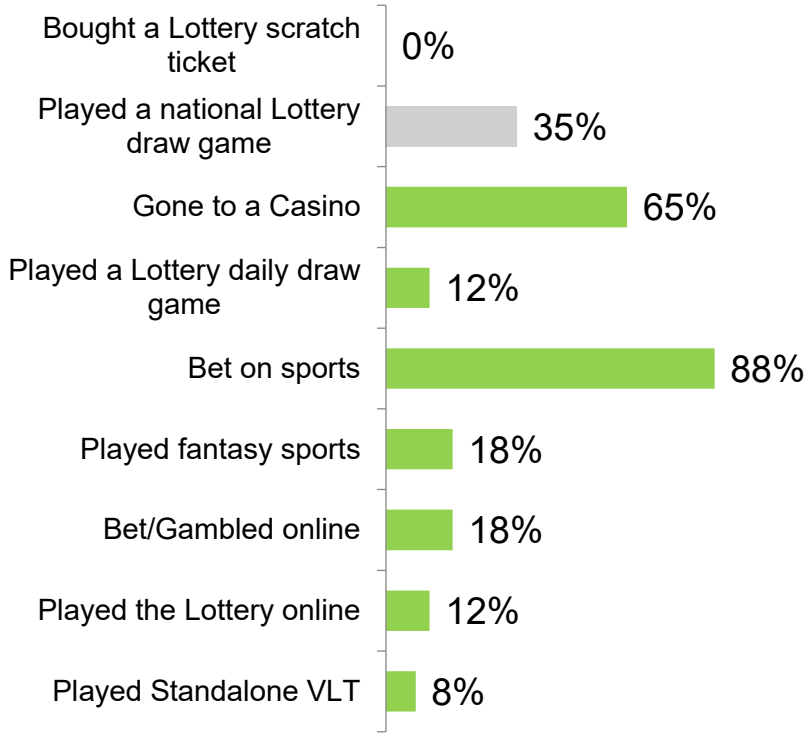
- Male
- Age 25 – 34
- Married
- 2 kids
  3 Kids
- Regular High School Diploma or GED
  Some College, but less than 1 year
- Employed Full time
- $25,000 to $34,999
  $100,000 to $149,999
  $150,000 to $199,999

Health

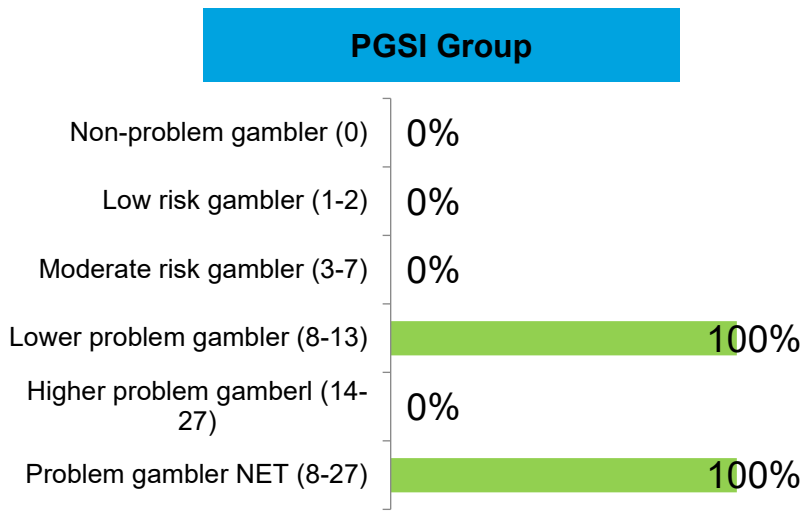


Gambling

Played in past year



PGSI Group



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Group 7: Snapshot Index* - State G

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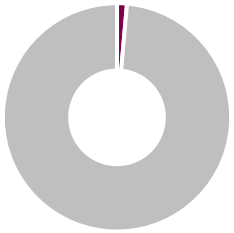

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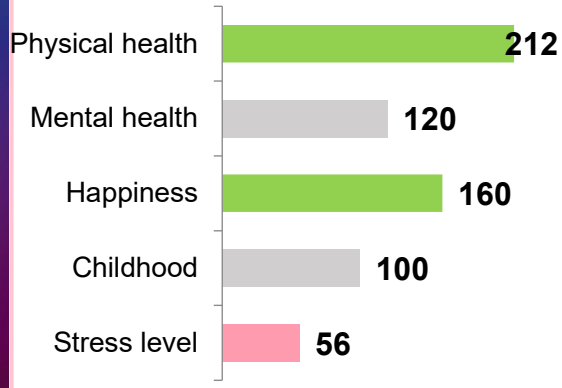
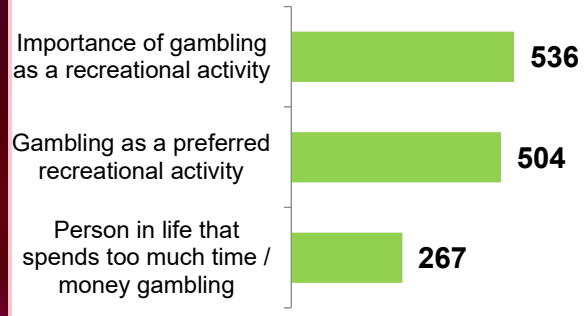
- $150,000 to $199,999

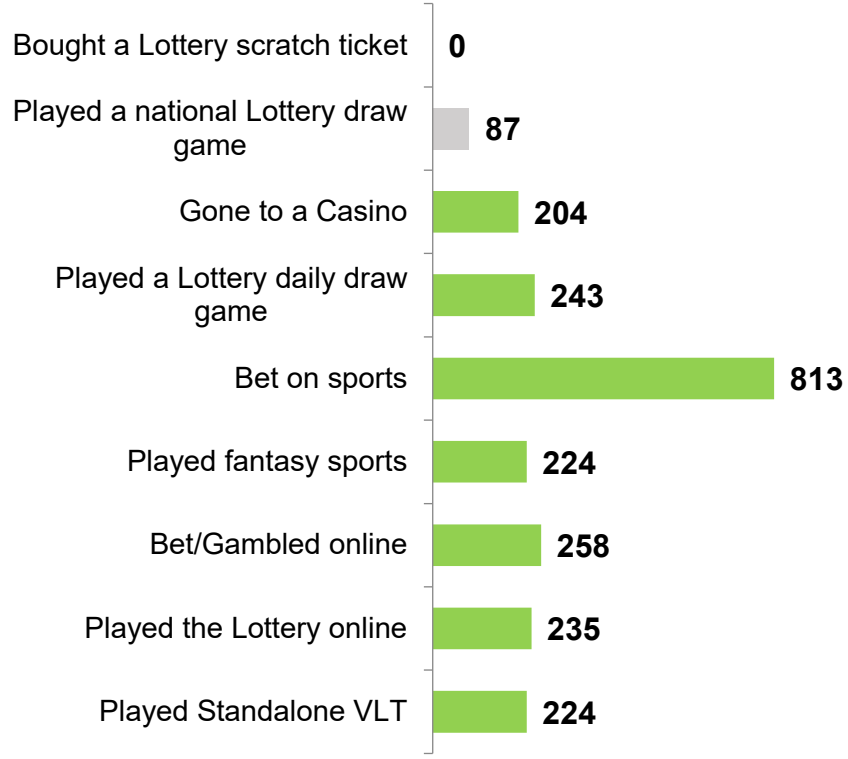
Health



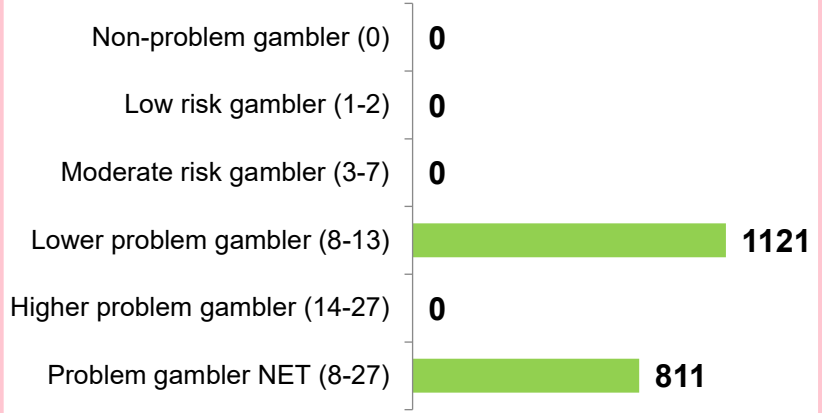
Gambling



Played in past year



PGSI Group



Refer slide notes for question and base text

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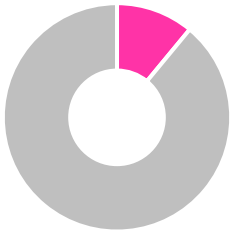
Group 6: National Snapshot
Index



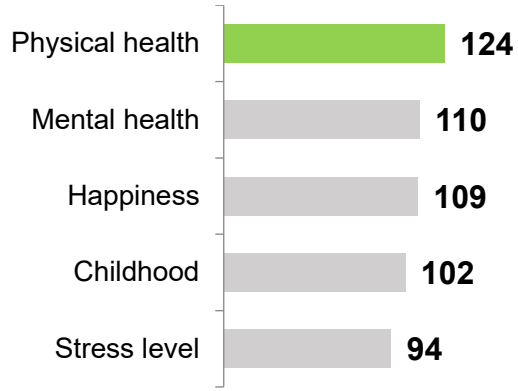
11% of Market

High Index (>120)
Low Index (<80)

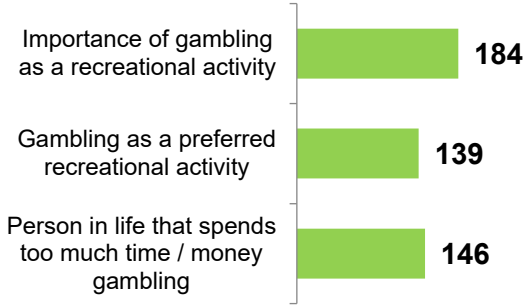
This group over-indexes on:

Male | Age 18-34 | Hispanic & Asian | Living with a Partner | Have children living in HH | Student | Employed full or part time | HH income $100k+

Health

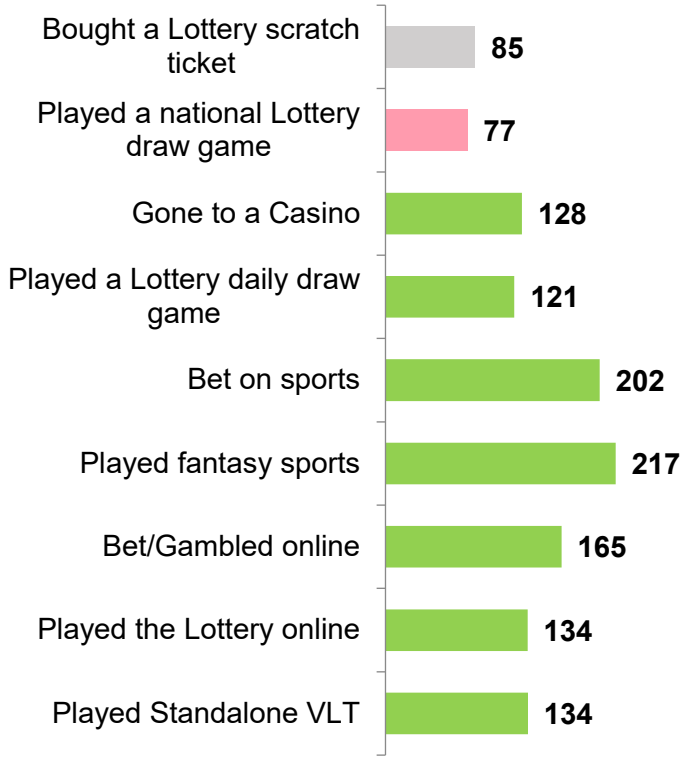


Gambling

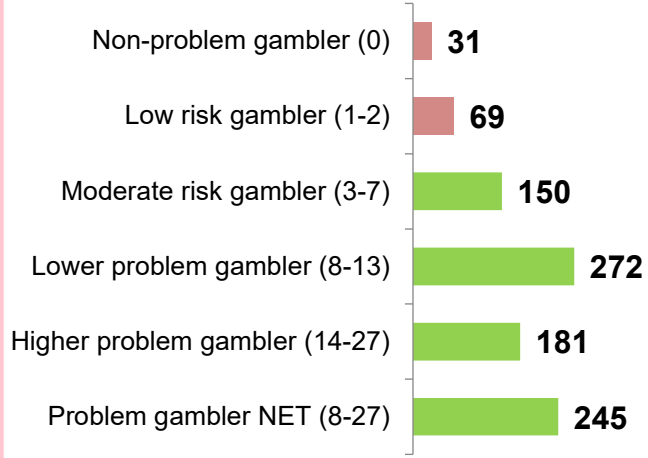


Refer slide notes for question and base text

Played in past year



PGSI Group



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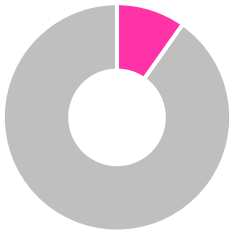
Group 6: Snapshot Index - State G

LOTTO RESEARCH

High Index (>120)
Low Index (<80)

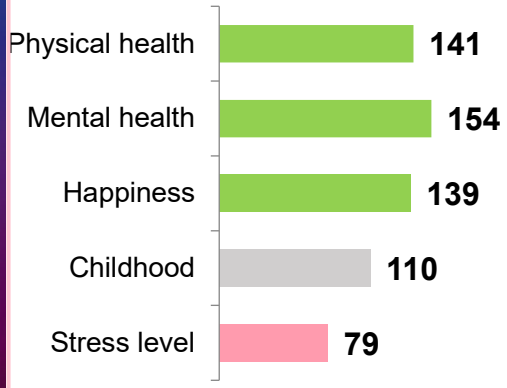


10% of Market

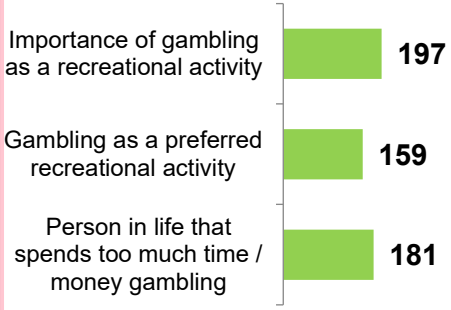
This group over-indexes on:

- Male
- Age 18 - 24
  Age 25 – 34
- Black or African American, American Indian or Native Alaskan
- Living with your partner
- 1 Kid
  3 Kids
  4 Kids
- Never attended school/Kindergarten
  Grades 1 through 8
  Regular High School Diploma or GED
- Employed Full time
  Unemployed
- $75,000 to $99,999
  $100,000 to $149,999
  $150,000 to $199,999
  $200,000 or more

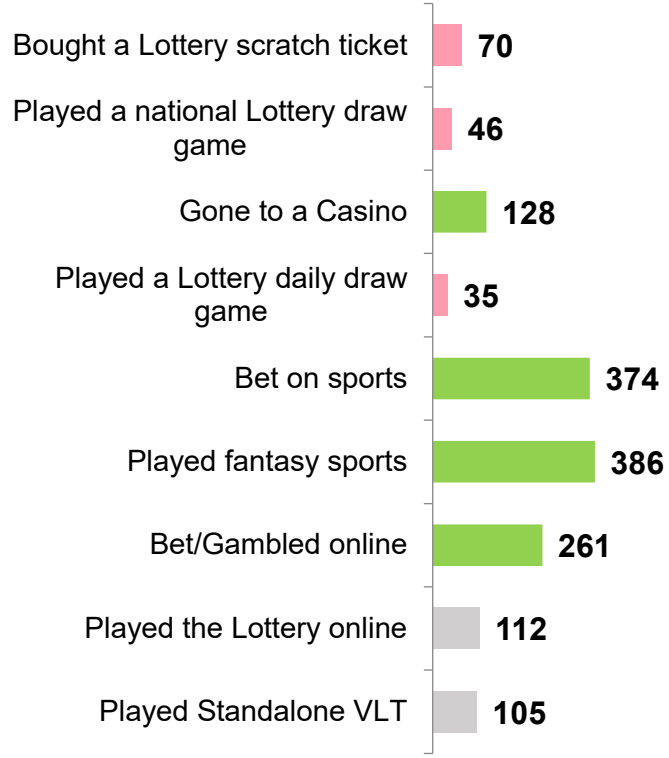
Health



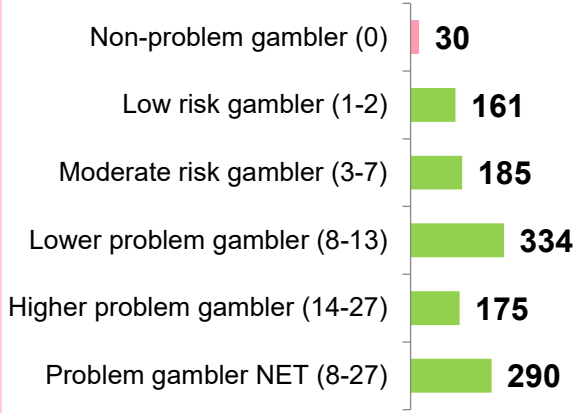
Gambling



Played in past year



PGSI Group



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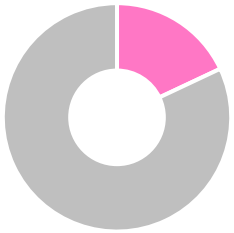
Group 5: National Snapshot
Index

LOTTO RESEARCH

High Index (>120)
Low Index (<80)

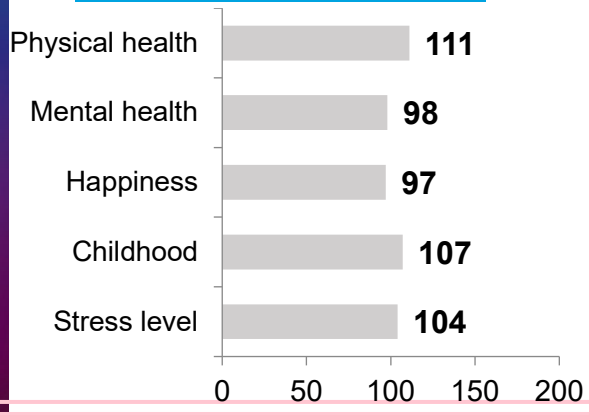


18% of Market

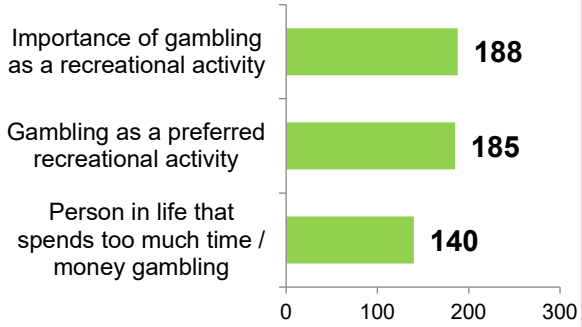
This group over-indexes on:

- Age 18-44
- Hispanic & African-American
- Living with a Partner
- Have children living in HH
- Employed full or part time

Health

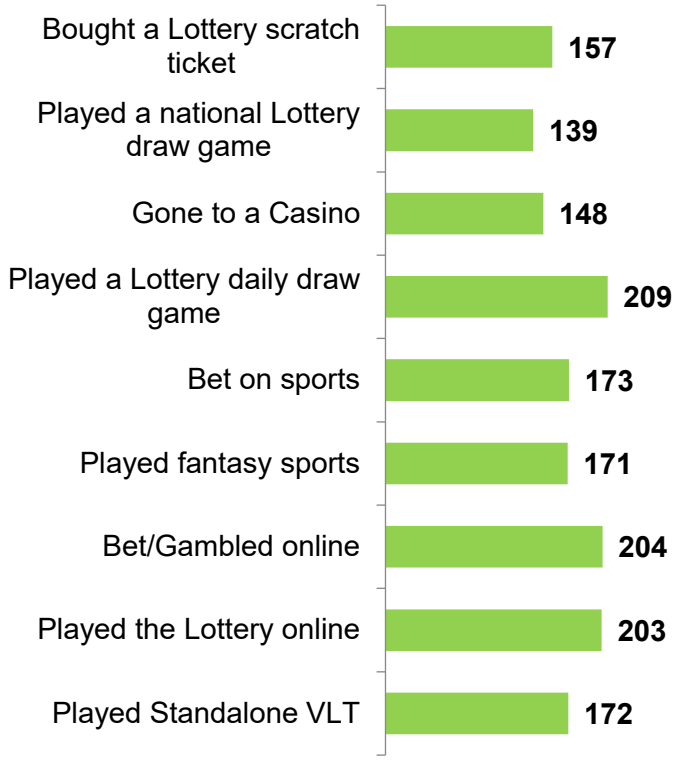


Gambling

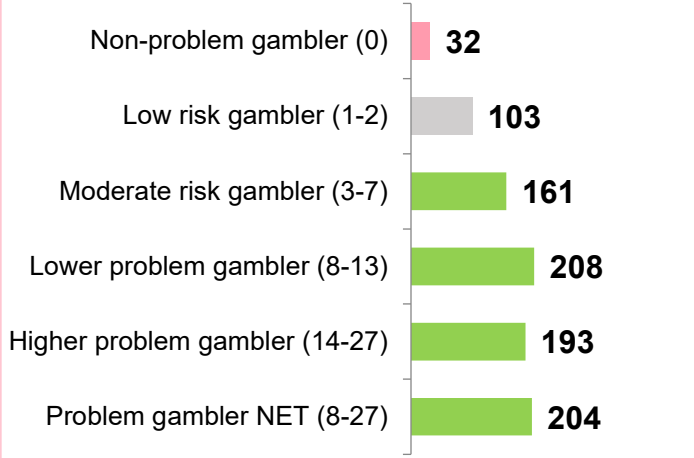


Refer slide notes for question and base text

Played in past year



PGSI Group



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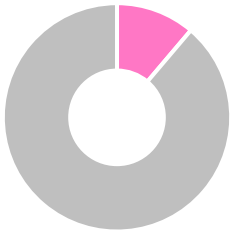
Group 5: Snapshot Index - State G

LOTTO RESEARCH

High Index (>120)
Low Index (<80)

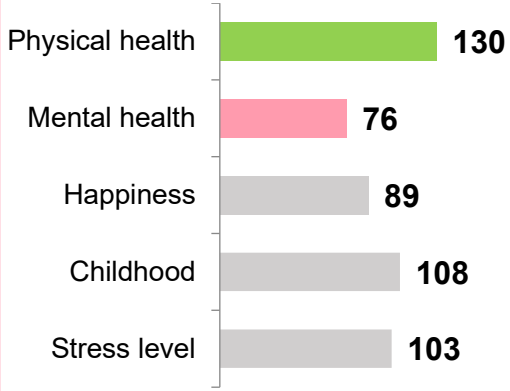


11% of Market

This group over-indexes on:

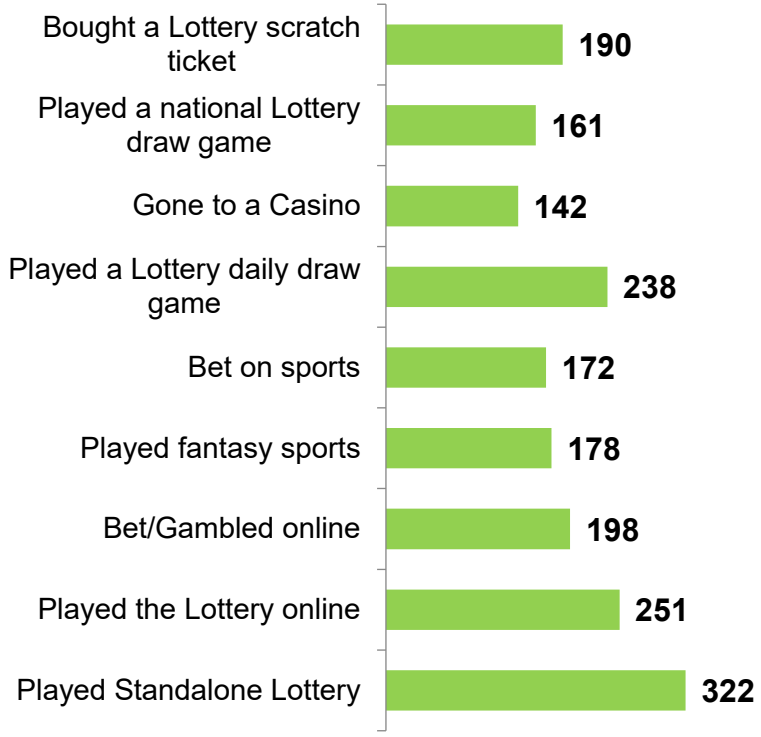
- Male
- Age 25 - 34, Age 35 - 44
- Black or African American, Asian or Pacific Islander
- Never been married
- 2 Kid 3 Kids, 5 Kids 6 Kids
- Never attended school/Kindergarten, Grades 9 through 11, Regular High School Diploma or GED
- Employed Full time, Employed Part time
- $25,000 to $34,999, $50,000 to $74,999

Health

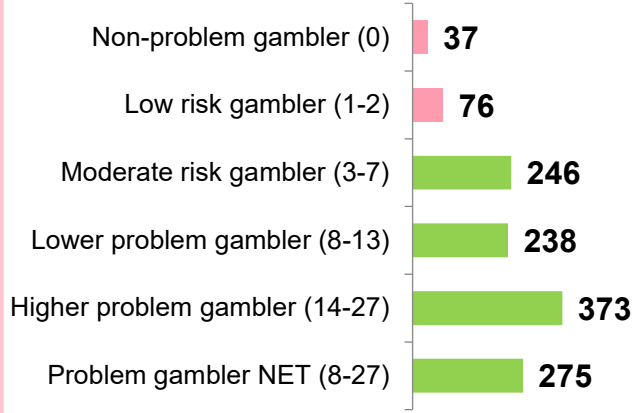


Gambling

Played in past year



PGSI Group



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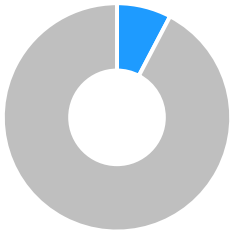
Group 4: National Snapshot

Index



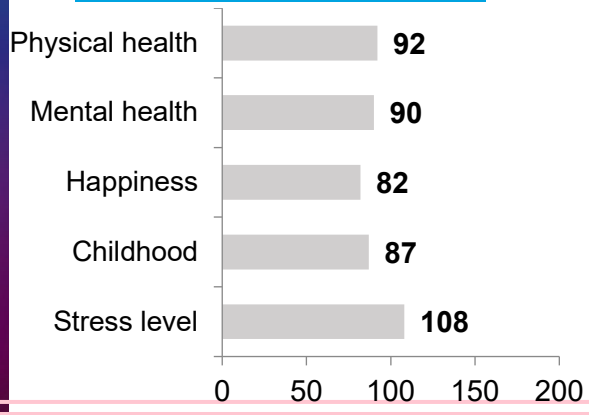
8% of Market

This group over-indexes on:

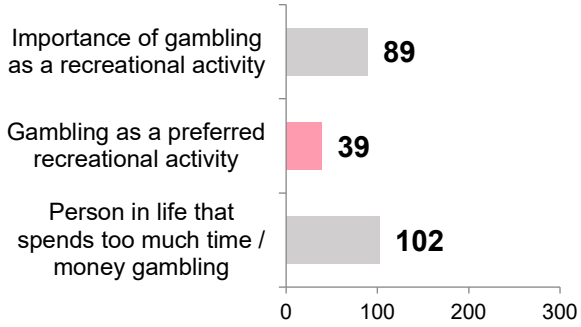
High Index (>120)
Low Index (<80)

- Age 18-24
- Asian
- Never been Married
- Some College, No Degree
- Student, Part Time, Unemployed
- HH income $49k or less

Health



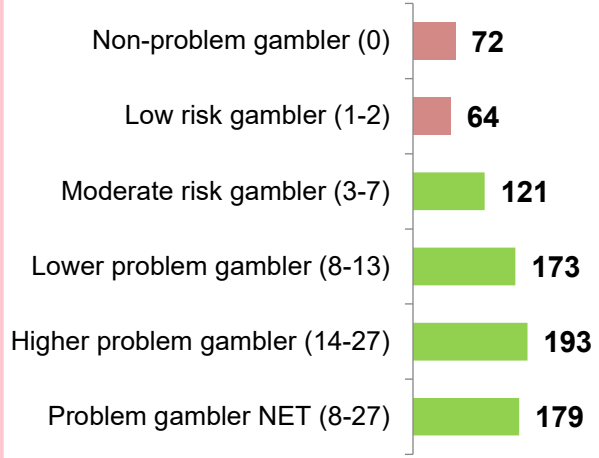
Gambling



Refer slide notes for question and base text

Played in past year

PGSI Group



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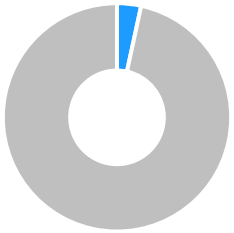
Group 4: Snapshot Index* - State G

*low base size <20

LOTTO RESEARCH

High Index (>120)
Low Index (<80)

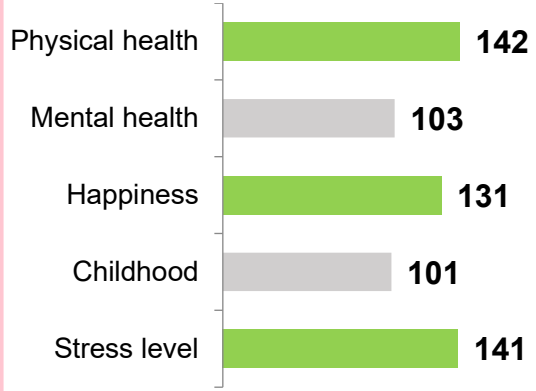


3% of Market

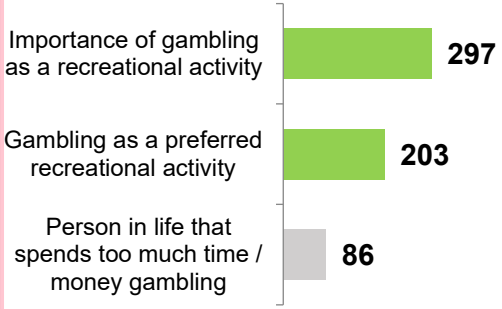
This group over-indexes on:

- Female
- Age 18 - 24, Age 25 – 34, Age 35 – 44, Age 55 – 64
- American Indian or Native Alaskan
- Living with your partner, Divorced
- 1 Kid, 2 Kids, 3 Kids
- Grades 1 through 8, Grades 9 through 11, Regular High School Diploma or GED, Associate Degree
- Employed Part time, Student, Unemployed
- Less than $10,000, $15,000 to $24,999, $200,000 or more, Don't know / Refused

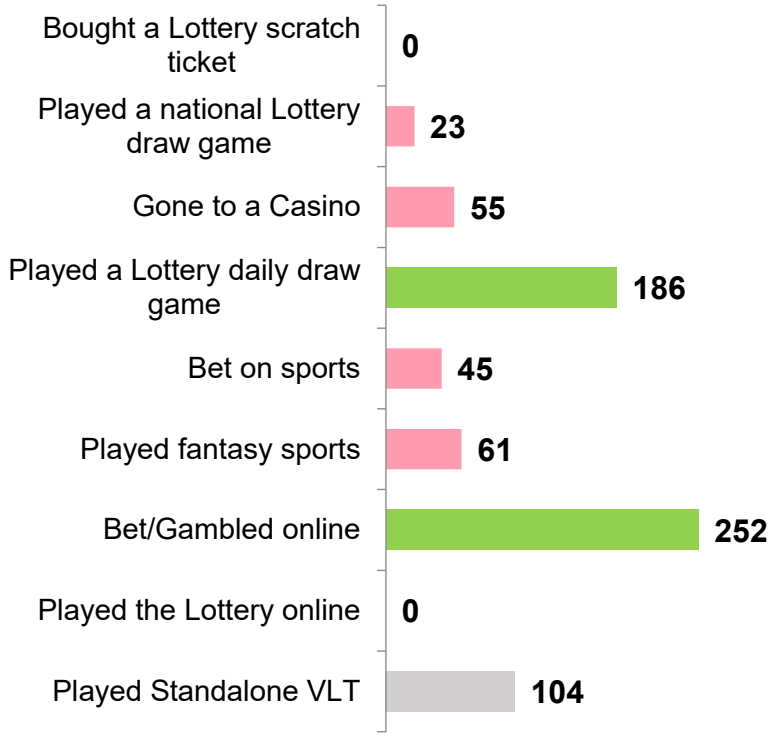
Health



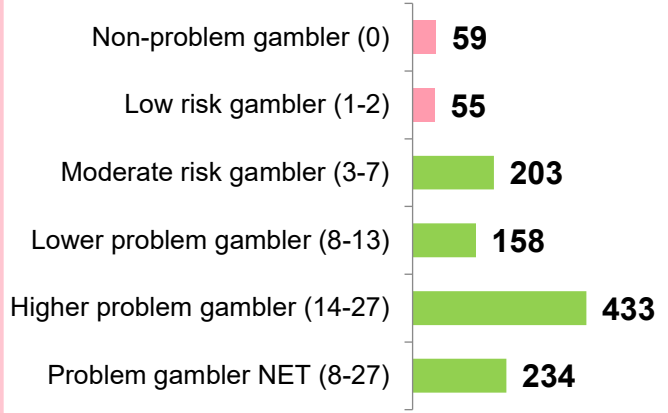
Gambling



Played in past year



PGSI Group



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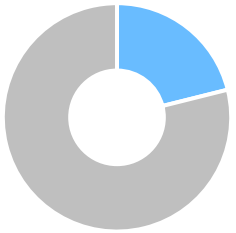
Group 3: National Snapshot
Index



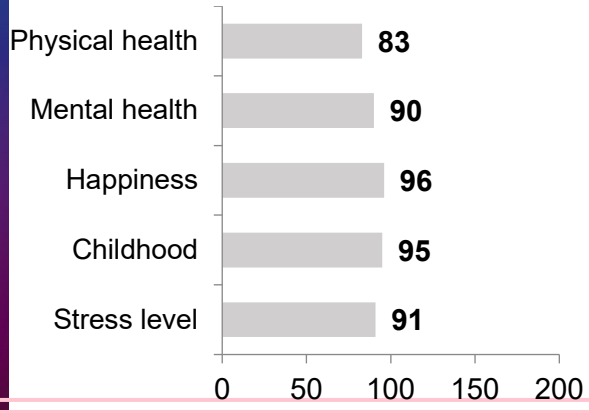
21% of Market

High Index (>120)
Low Index (<80)

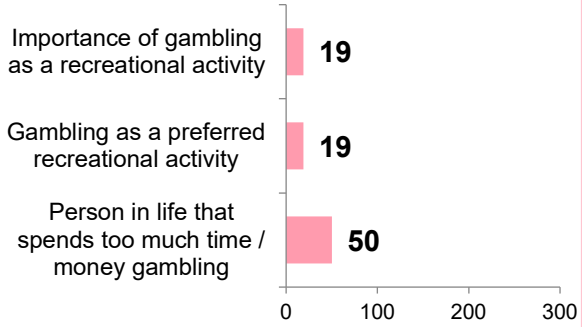
This group over-indexes on:

- Age 65+
- Divorced, Widowed
- Doctorate Degree
- Retired, Homemaker

Health



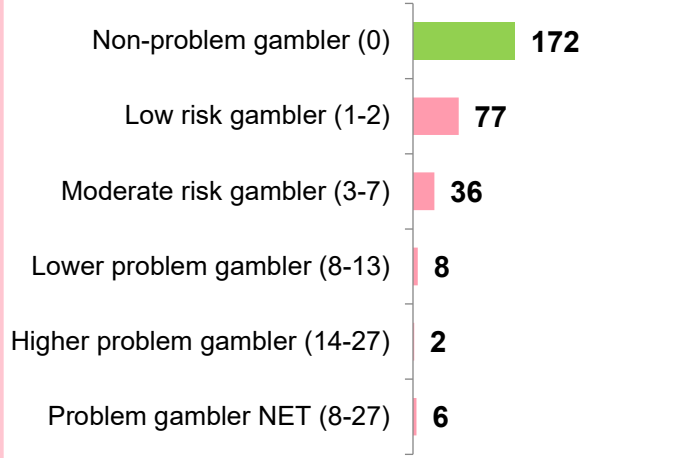
Gambling



Refer slide notes for question and base text

Played in past year

PGSI Group



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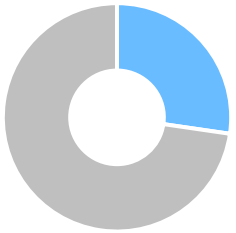
Group 3: Snapshot Index - State G

LOTTO RESEARCH

High Index (>120)
Low Index (<80)

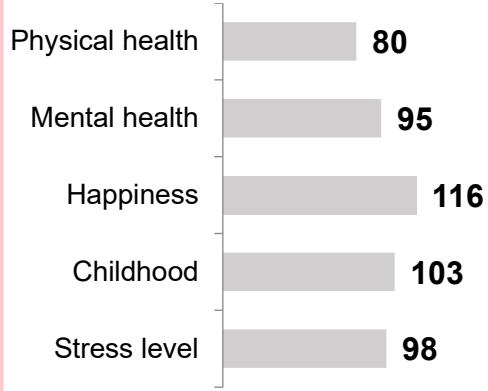


27% of Market

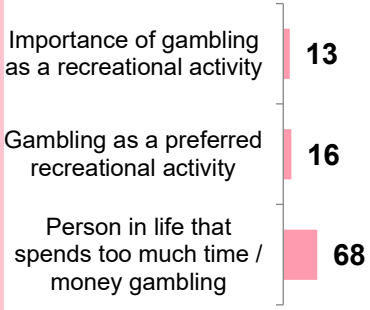
This group over-indexes on:

- Female
- Age 18 - 24
  Age 55 - 64
  65 or older
- Asian or Pacific Islander
  Some other race
- Never been married
- 4 Kids
- Grades 1 through 8
  Master's Degree
- Retired Homemaker
- Less than $10,000
  $15,000 to $24,999
  $50,000 to $74,999
  $75,000 to $99,999

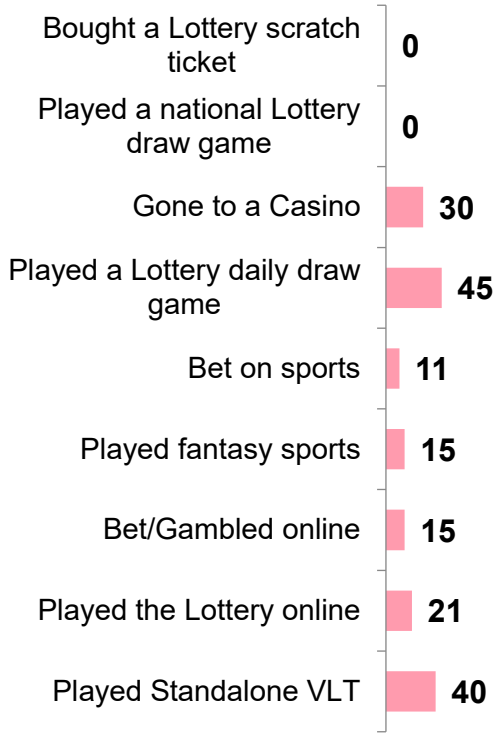
Health



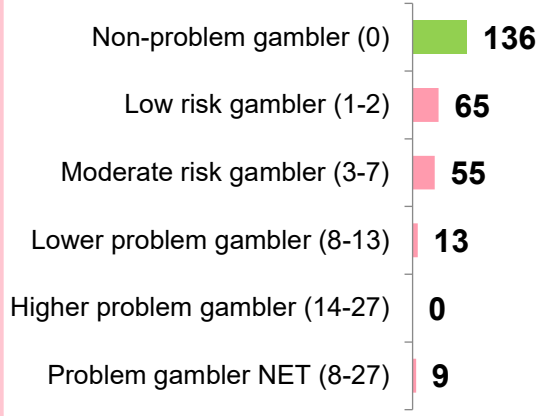
Gambling



Played in past year



PGSI Group



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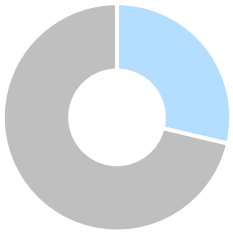
Group 2: National Snapshot
Index



29% of Market

High Index (>120)
Low Index (<80)

This group over-indexes on:

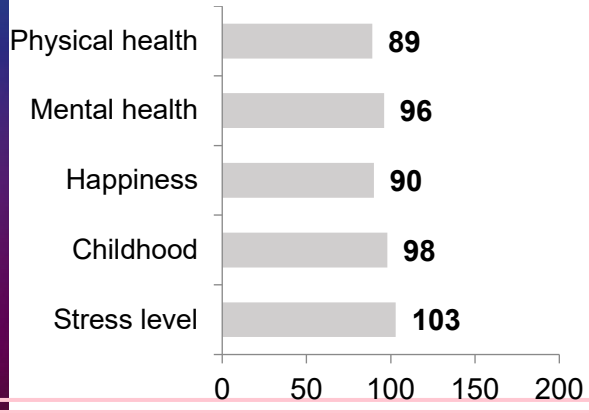
Age 45-54

Living with Partner/ Divorced

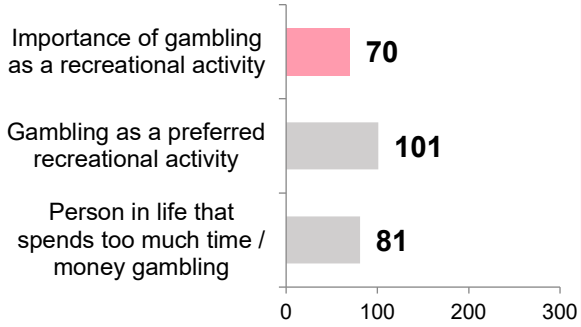
Some College, No Degree

Unemployed, Homemaker

Health

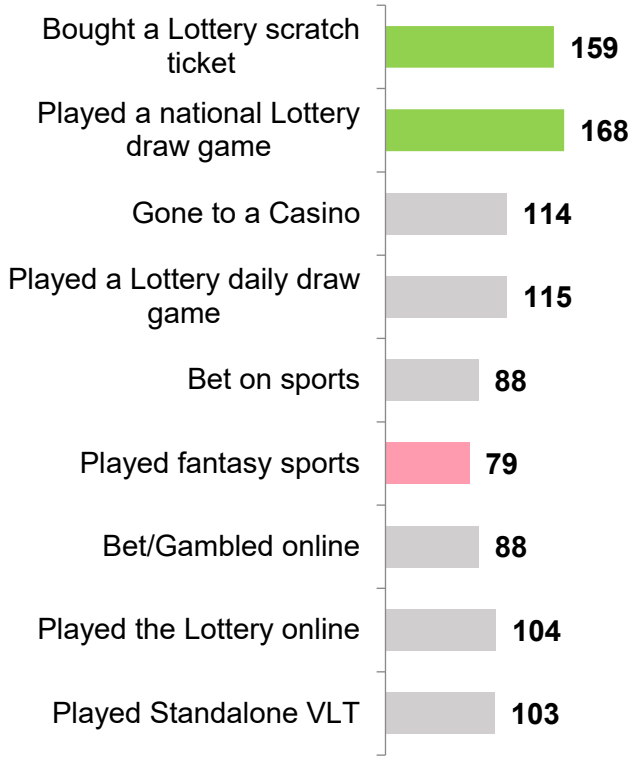


Gambling

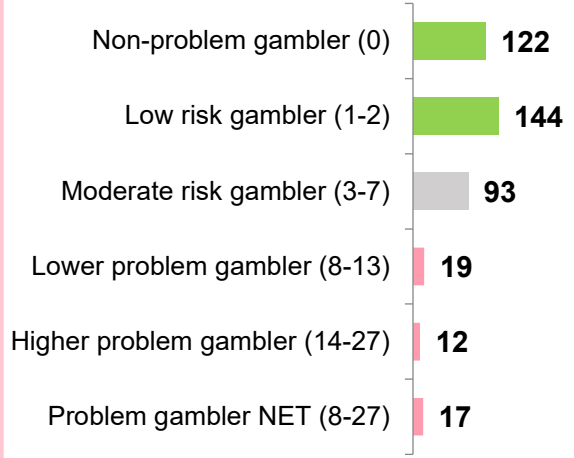


Refer slide notes for question and base text

Played in past year



PGSI Group



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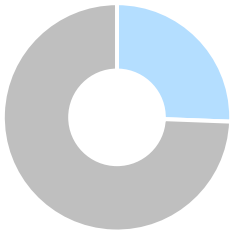
Group 2: Snapshot Index - State G

LOTTO RESEARCH

High Index (>120)
Low Index (<80)

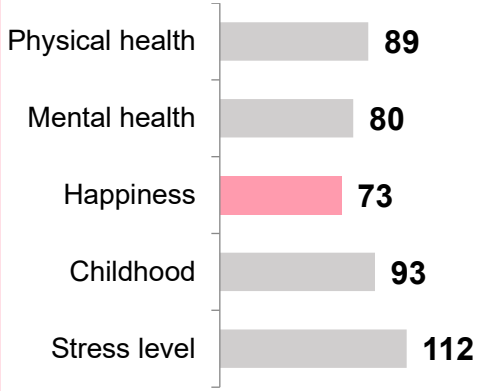


26% of Market

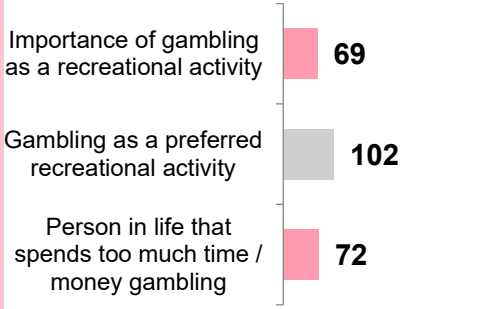
This group over-indexes on:

- Female
- Age 45 - 54
- Living with your partner
- Separated, but still legally married
- Divorced
- 4 Kids
- Associate Degree
- Master's Degree
- Employed Part time
- Don't Know/Refused
- $25,000 to $34,999
- $150,000 to $199,999
- Don't know / Refused

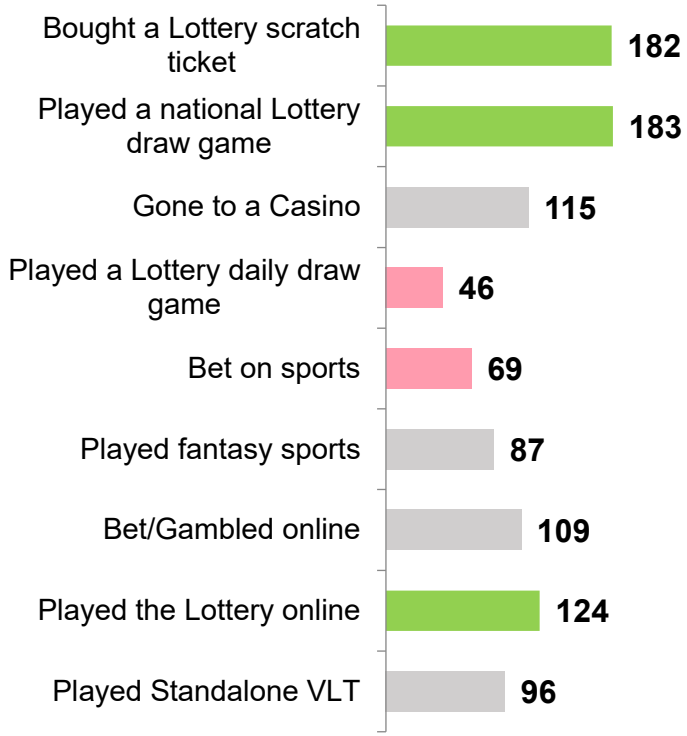
Health



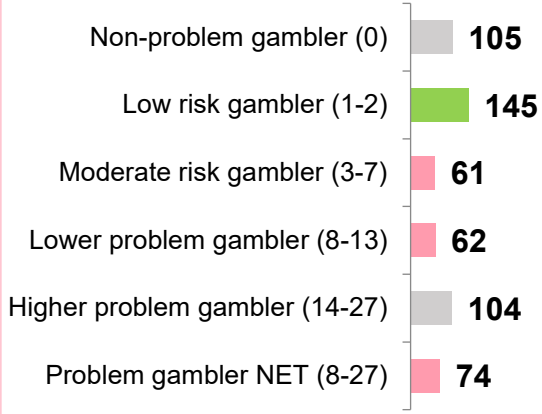
Gambling



Played in past year



PGSI Group



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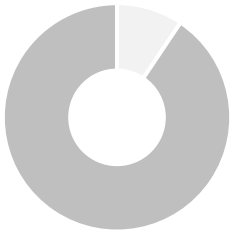
Group 1: National Snapshot

Index



9% of Market

High Index (>120)
Low Index (<80)

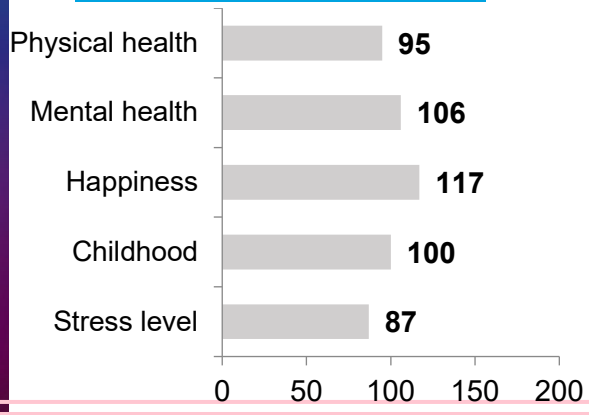
This group over-indexes on:

Divorced

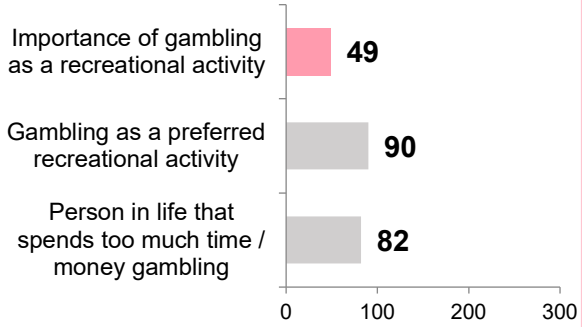
Bachelor's Degree

HH Income $100k+

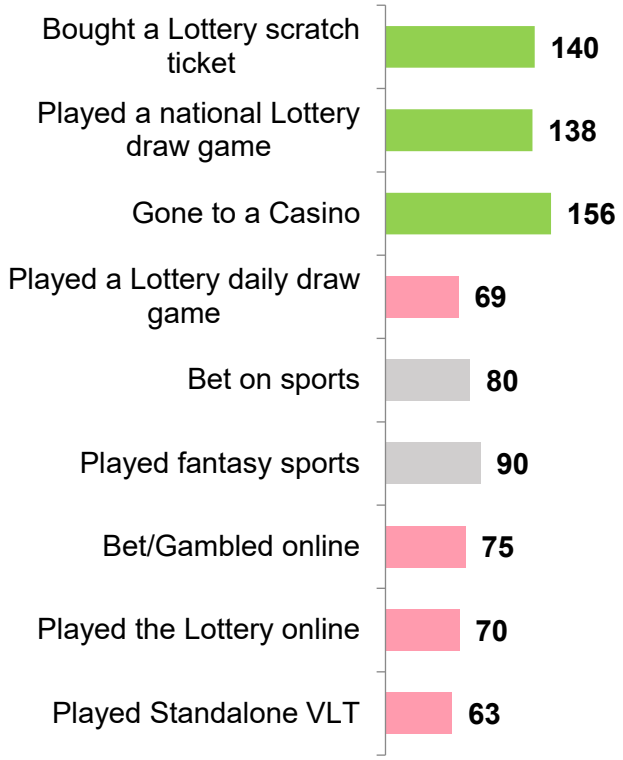
Health



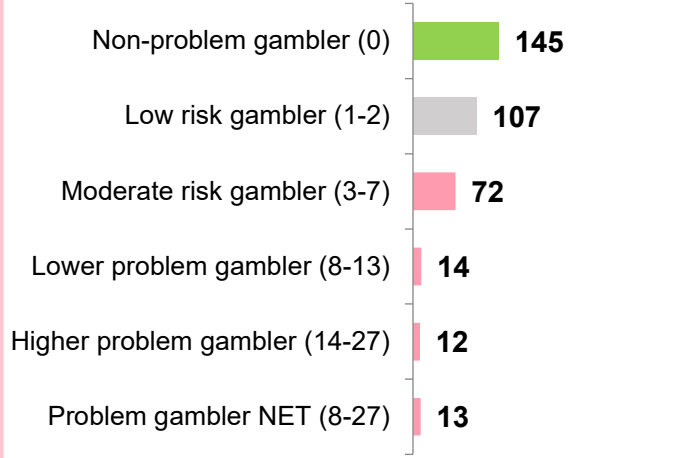
Gambling



Played in past year



PGSI Group



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Group 1: Snapshot Index - State G

LOTTO RESEARCH

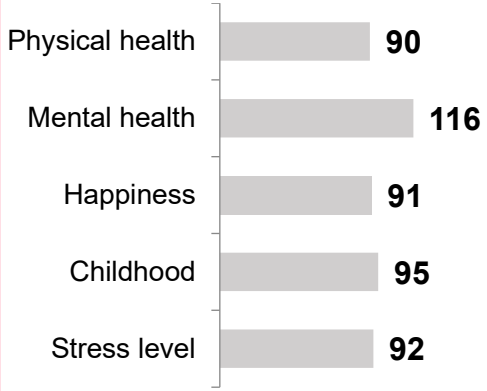
High Index (>120)
Low Index (<80)

21% of Market

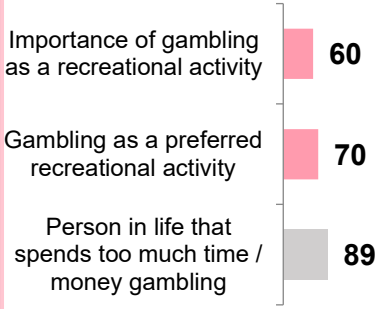
This group over-indexes on:

- Age 55 - 64
- 65 or older
- Widowed
- 1 Kid
- 1 or more years of college but no degree
- Bachelor's Degree
- Doctorate Degree
- Student
- Retired
- $10,000 to $14,999
- $100,000 to $149,999

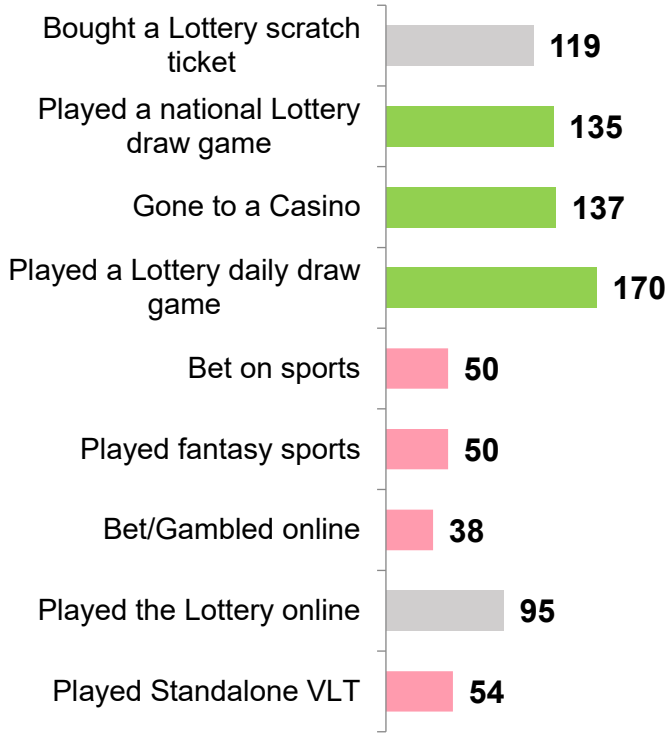
Health



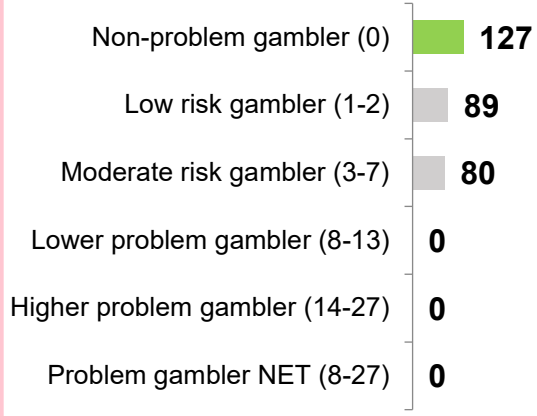
Gambling



Played in past year



PGSI Group



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Responsible Gaming
State oversample analysis

2023

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Responsible Gaming Groups (States)

	National	A	B	C	D	E	F	State G
	n=3193	1014	505	901	1004	1010	1013	351
		A	B	C	D	E	F	G
Group 1	9%	11%	17% ACDEF	11%	9%	11%	11%	21% ACDEF
Group 2	29%	29%	32%	30%	33% AG	35% AG	36% ACG	26%
Group 3	21%	22%	25% F	21%	23%	21%	19%	27% ACEF
Group 4	8%	7% BG	4%	5%	6%	6%	6%	3%
Group 5	18%	17% BG	12%	17% B	16%	15%	16% B	11%
Group 6	11%	9%	8%	11% BF	9%	8%	7%	10%
Group 7	5%	5% BG	2%	6% BEG	4% BG	3%	4% BG	1.4%

Capital letter indicates a significant difference between groups at 95%

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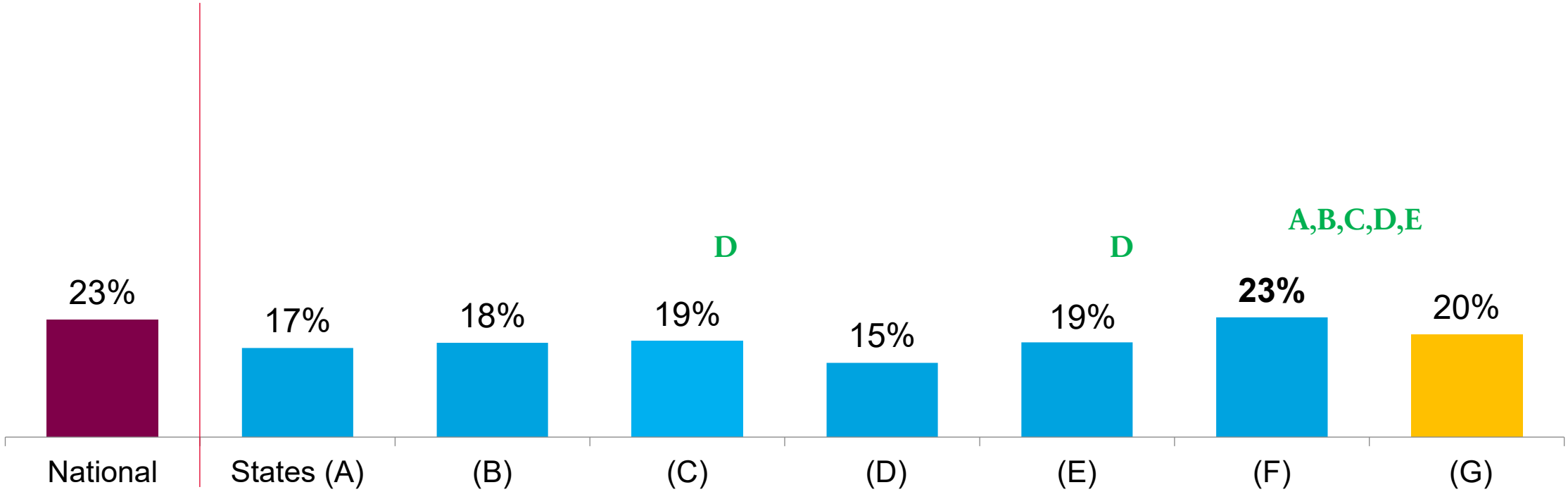
Gambling: Preferred Recreational Activity (States)

Gambling as a preferred activity is significantly more widespread among State F (23%) when compared to five of the other states. State D has the lowest gambling preference.



Base: Total Respondents
C1. Which of the following are your preferred recreational activities? Would you say...
Total n=3193, State A n=1014, State B n=505, State C n=901, State D n=1004, State E n=1010, State F n=1013, State G n=351
Capital letter indicates a significant difference between groups at 95%

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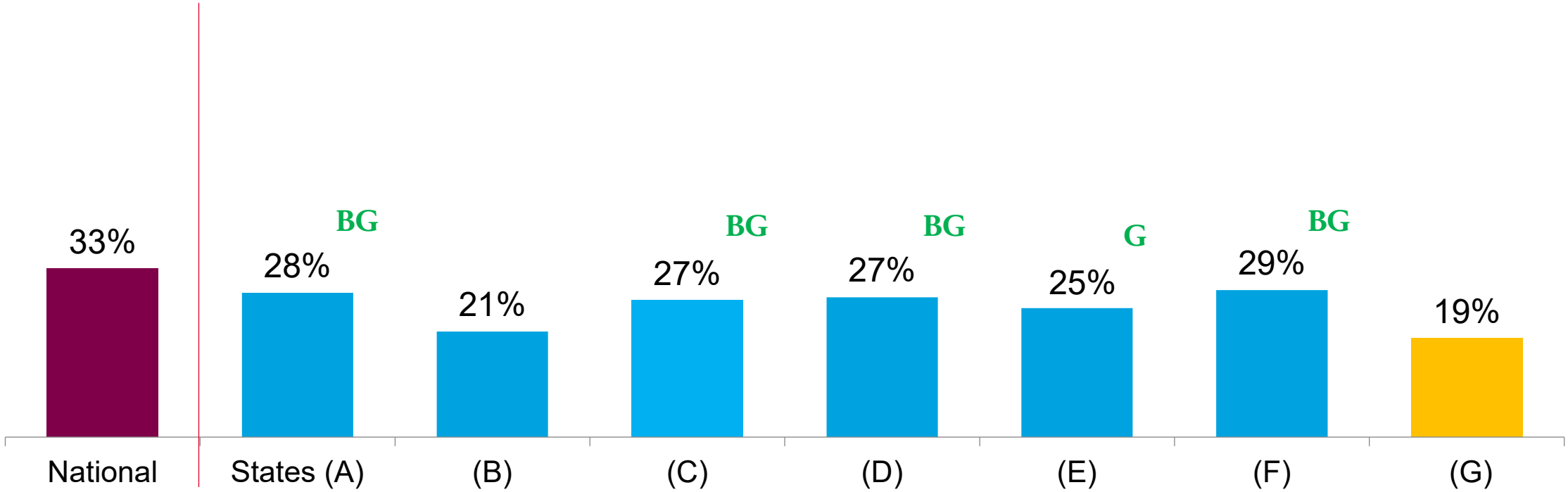
Importance of Gambling: T2B% (States)

The importance of gambling is significantly higher in States A, C, D and F, compared to State B States B and G.



Base: Total Respondents
GM3: How important is gambling to you as a recreational activity?
Total n=3193, State A n=1014, State B n=505, State C n=901, State D n=1004, State E n=1010, State F n=1013, State G n=351
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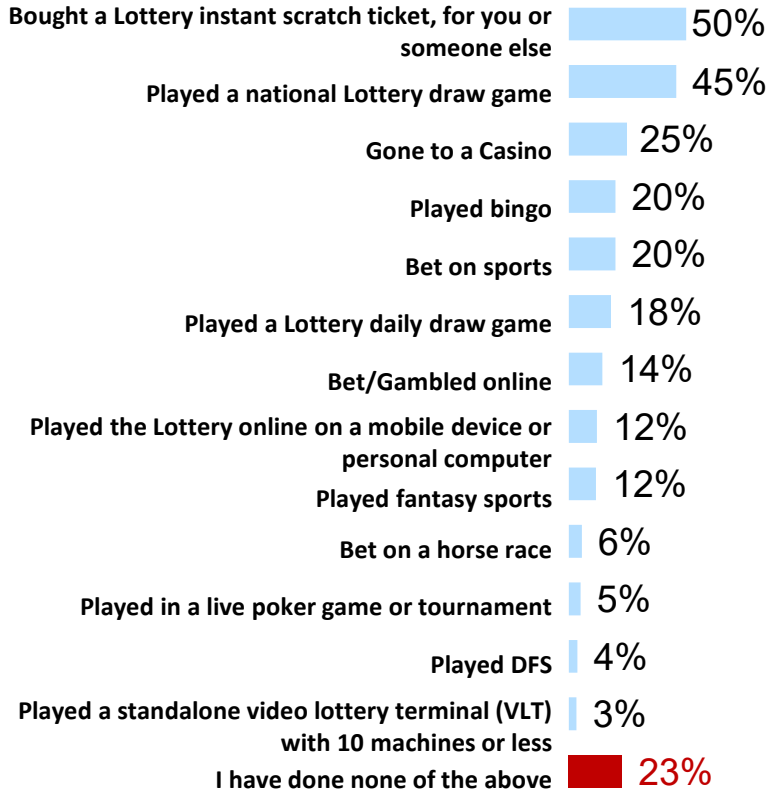
Gambling Activities in the Past Year (States)



	National	State A	State B	State C	State D	State E	State F	State G
Unweighted Total	n=3193	1014 A	505 B	901 C	1004 D	1010 E	1013 F	351 G
Bought a Lottery instant scratch ticket, for you or someone else	50%	49% G	46% G	48% G	54% ABCG	54% ABCG	57% ABCG	39%
Played a national Lottery draw game	45%	49% G	51% G	51% EG	49% G	46%	51% EG	40%
Gone to a Casino	25%	14%	30% ACDE	20% AD	14%	23% AD	28% ACDE	**32% ACDE**
Played bingo	20%	18%	18%	16%	15%	19% D	20% D	18%
Bet on sports	20%	16% D	16% DG	21% ADG	12%	21% ABDG	21% ABDG	11%
Played a Lottery daily draw game	18%	18% BG	8%	21% BG	17% BG	18% BG	24% ABDEG	5%
Bet/Gambled online	14%	9%	10%	8%	9%	10% G	18% ABCDEG	7%
Played the Lottery online on a mobile device or personal computer	12%	15% BCEG	4%	7% B	13% BCEG	9% BG	13% BCEG	5%
Played fantasy sports	12%	11%	11%	14% AEFG	11%	10%	11%	8%
Bet on a horse race	6%	3%	4% DG	7% ADG	2%	6% ADG	5% ADG	1%
Played in a live poker game or tournament	5%	4%	5%	4%	3%	5%	4%	2%
Played DFS	4%	3%	3%	4% G	3%	4% G	3%	2%
Played a standalone video lottery terminal (VLT) with 10 machines or less	3%	3%	1%	2%	2%	3%	4% BCD	**8% ABCDEF**
I have done none of the above	23%	24%	22%	21%	24%	22%	20%	25%

Base: Total Respondents
PY1. Which of the following have you done in the past year?
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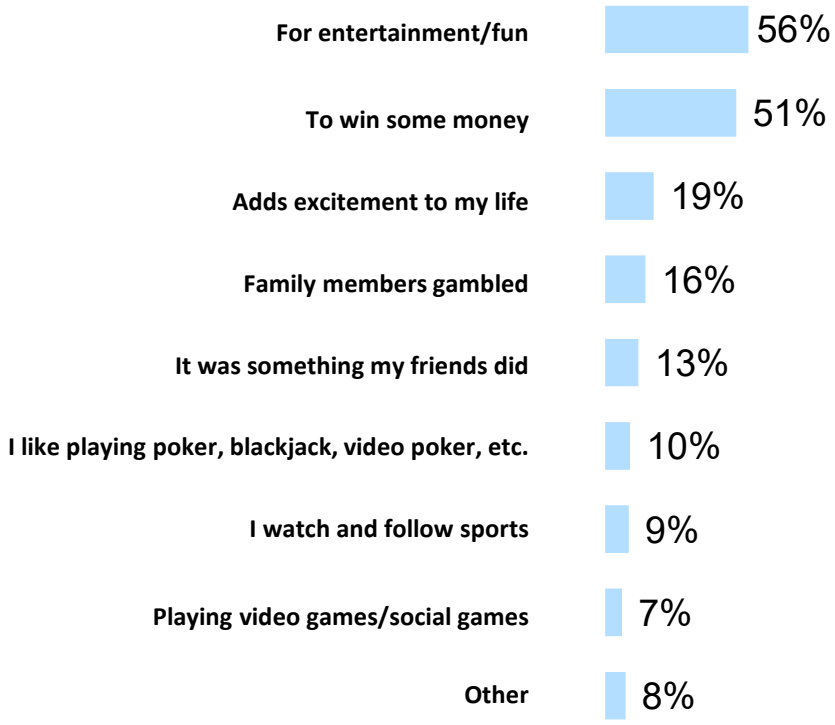
Reasons They Started Gambling – (States)



	National	State A	State B	State C	State D	State E	State F	State G
	n=3193	1014 A	505 B	901 C	1004 D	1010 E	1013 F	351 G
For entertainment/fun	56%	56%	60% DF	55%	54%	58%	54%	**64% ACDEF**
To win some money	51%	53% BG	44%	50% B	56% BCEG	51% BG	52% BG	43%
Adds excitement to my life	19%	17%	15%	15%	18% C	16%	17%	15%
Family members gambled	16%	12%	15%	14%	13%	15% A	15%	14%
It was something my friends did	13%	10%	12%	12%	12%	12%	12%	14%
I like playing poker, blackjack, video poker, etc.	10%	7%	8%	9%	7%	8%	7%	8%
I watch and follow sports	9%	6%	6%	11% ABDG	6%	9% ADG	9% DG	4%
Playing video games/social games	7%	4%	4%	7% ABE	5%	4%	6%	5%
Other	8%	9%	10%	9%	7%	7%	8%	9%

Base: Total Respondents
A3. What influenced you to start gambling? Gamblers
Capital letter indicates a significant difference between groups at 95%

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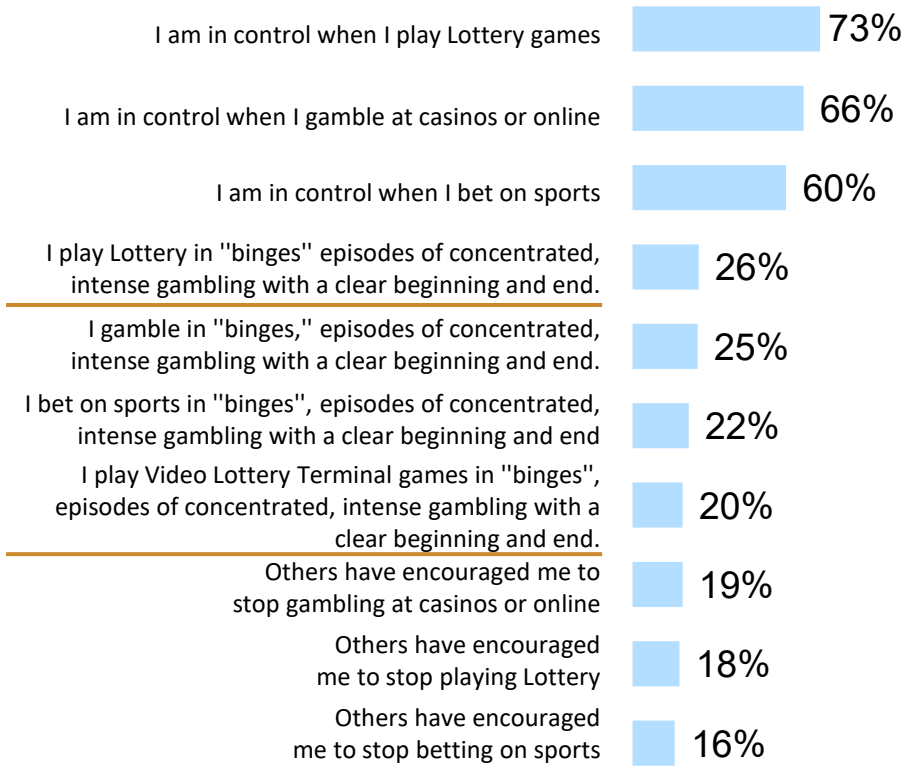
Agreement With Gambling Statements (States)



	State A	State B	State C	State D	State E	State F	State G
Unweighted Total	773 A	393 B	711 C	762 D	788 E	806 F	264 G
I am in control when I play Lottery games	76% G	75% G	76% G	79% G	76% G	78% G	68%
I am in control when I gamble at casinos or online	68%	72% E	68%	70%	66%	69%	65%
I am in control when I bet on sports	57%	60%	63% A	59%	59%	60%	54%
I play Lottery in ''binges'' episodes of concentrated, intense gambling with a clear beginning and end.	28% BDEFG	17%	24% BEG	21%	19%	21%	15%
I gamble in ''binges,'' episodes of concentrated, intense gambling with a clear beginning and end.	25% BDEFG	14%	22% B	21% B	19% B	19% B	16%
I bet on sports in ''binges'', episodes of concentrated, intense gambling with a clear beginning and end	21% BDEFFG	11%	22% BDEFG	17% BG	17% BG	16% BG	9%
I play Video Lottery Terminal games in ''binges'', episodes of concentrated, intense gambling with a clear beginning and end.	19% BEF	7%	19% BEF	19% BEF	14% B	13% B	16% B
Others have encouraged me to stop gambling at casinos or online	19% B	12%	16%	16%	15%	16% B	16%
Others have encouraged me to stop playing Lottery	18% BEG	8%	16% BEG	15% B	13% B	14% B	10%
Others have encouraged me to stop betting on sports	17% BFG	9%	17% BFG	15% BG	14% BG	12% G	7%

Base: Plays Anything (PY1=1-13)
GM2. Please rate on a 1 to 5 scale, how much you agree or disagree with each statement.
Capital letter indicates a significant different between groups a 95%

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PGSI Groups (States)

	National	State A	State B	State C	State D	State E	State F	State G
	n=3193	1014 A	505 B	901 C	1004 D	1010 E	1013 F	351 G
Non-problem gambler (0)	46%	52%	59% ACF	51%	54%	55%	52%	61% ACDF
Low risk gambler (1-2)	18%	17%	18%	17%	18% G	18%	19% G	13%
Moderate risk gambler (3-7)	16%	13%	12%	14%	14%	13%	14%	14%
Problem gambler (8-27)	20%	18% BDEG	11%	18% BDEG	14%	14%	16% B	12%
Moderate PG (8-13)	14%	14% BDEG	7%	12% B	10%	10% B	13% BD	9%
Serious PG (14-27)	6%	5%	4%	6% BDEF	4%	4%	3%	3%

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NCPG Statements (States)

	National	State A	State B	State C	State D	State E	State F	State G
Unweighted Total	n=3193	1014 A	505 B	901 C	1004 D	1010 E	1013 F	351 G
I should be aware of how much money I spend when I gamble	85%	86%	89% CE	85%	88%	85%	88%	**93% ACDEF**
I should be able to walk away from gambling at any time	84%	85%	89% AC	84%	88% C	89% AC	87% C	**93% ACDEF**
When I gamble, it's my responsibility to spend only money that I can afford to lose	83%	83%	88% ADE	85%	84%	84%	86%	88% A
I should only gamble when I have money to cover my bills and living expenses first	80%	82%	86% C	81%	83%	85% C	86% AC	88% C
I gamble for entertainment, not to win money	39%	37%	44% ACDEF	38%	35%	38%	36%	**48% ACDEF**
Gambling is a good way to make money	21%	21% BEFG	12%	20% BEFG	18% BG	16%	15%	12%
If I gamble more often, it will help me to win more than I lose	17%	16% BEFG	10%	15% B	13%	12%	13%	11%
My chances of winning get better after I have lost	16%	15% BFG	8%	13% B	14% BFG	12% B	10%	9%

Base: Total Respondents
How much do you agree or disagree with each of the following statements, with 5 being strongly agree and 1 being strongly disagree?
Capital letter indicates a significant difference between groups at 95%

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Truths and Myths 1 (States)

LOTTO RESEARCH

	National	State A	State B	State C	State D	State E	State F	State G
Unweighted Total	n=3193	1014	505	901	1004	1010	1013	351
		A	B	C	D	E	F	G
The result of any lottery purchase is a random outcome, no matter how many tickets you have purchased or how long you play.	81%	82%	85% G	82%	84%	81%	81%	81%
I don't need to buy my tickets at a lucky store to improve my chances of winning	75%	74%	83% ADEFG	79% A	77%	77%	79% A	75%
There is no special method or ability that will guarantee a win	72%	70%	77% A	72%	74% A	74%	74% A	74%
Picking the same numbers each week doesn't improve your odds of winning.	71%	68%	76% A	71%	71%	71%	75% AE	72%
More people seem to win in the big city because more people live there	49%	47%	50% E	48%	50% E	45%	46%	52% E
The fewer people that play, the better chance I have of winning	40%	38%	37%	36%	42% C	38%	38%	38%
There are lucky games, and unlucky games	38%	39% BDEFG	27%	35% BG	34% BG	33% BG	33% BG	26%
Some retailers are luckier	37%	37% BCDG	22%	32% BG	33% BG	37% BG	34% BG	26%

Please tell us whether you think each of the following statements is true or false.
Capital letter indicates a significant difference between groups at 95%

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Truths and Myths 2 (States)

	National	State A	State B	State C	State D	State E	State F	State G
Unweighted Total	n=3193	1014	505	901	1004	1010	1013	351
		A	B	C	D	E	F	G
I have a better chance of winning when a scratch ticket is new	29%	32% BCDeFG	18%	26% BG	28% BFG	26% BG	24% BG	15%
Quick Picks improve your odds of winning.	26%	29% BCDEF	16%	23% B	25% BEF	20% B	21%	23% B
The newest scratch ticket is luckier	23%	25% BEFG	12%	22% BG	23% BFG	20% BG	19% BG	12%
If I don't follow my good luck ritual /strategy, I'm sure to lose	22%	21% B	16%	21% B	22% B	19%	20%	21%
Unpopular numbers have better odds of winning.	22%	21% BDG	12%	21% BG	17% B	18% B	18% B	14%
If the odds of winning are 1:4, and I buy 5 tickets, I'm sure to win	22%	23% BCDEG	13%	18% B	16%	18% B	19% BG	14%
Problem gaming is only an issue for people with low incomes	21%	23% BCDEG	12%	19% BFG	18% BF	17% B	15%	13%
There is no minimum age to play the lottery, as long as parents are okay with it	18%	20% BDFG	7%	17% BDG	12% B	18% BDG	16% BDG	9%

Please tell us whether you think each of the following statements is true or false.
Capital letter indicates a significant difference between groups at 95%

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LOTTO RESEARCH

Lottery Perceptions/Responsible Gaming (States)

	National	State A	State B	State C	State D	State E	State F	State G
Unweighted Total	n=2954	1006 A	504 B	898 C	998 D	997 E	999 F	349 G
The lottery does a good job communicating the minimum age to buy and play the lottery.	53%	50%	50%	53%	54%	50%	58% ABEG	50%
The Lottery provides information about all prizes available to be won, not just the top prize.	52%	52% BG	45%	53% BG	52% BG	48% G	50% G	40%
The Lottery does a good job of promoting responsible gaming helplines and websites if someone needs it.	48%	42%	46% G	51% AG	55% ABEG	48% AG	54% ABEG	39%
Lottery proceeds fund good causes in my state.	48%	60% BCEG	42%	45% G	57% BCEG	43%	59% BCEG	38%
The lottery makes it easy to understand how different lottery games are played	48%	46% BG	36%	50% BG	45% BG	47% BG	50% ABDG	32%
The Lottery makes it easy to find the odds for different Lottery games.	44%	43% BG	35%	45% BG	45% BG	43% BG	44% BG	34%
My state lottery is an organization I trust.	42%	47% BDEG	34%	42% BEG	42% BEG	37%	47% BCDEG	33%
If the odds of winning are 1 in 4 and I buy 5 tickets, I am sure to win.	21%	22% BCDEFG	12%	18% BG	16%	17% BG	18% BG	12%

Base: Total Respondents (plus State level n=)
LPRG1_8LPRNEWG. Please indicate on the scale how much you agree with the following statements where 1= Strongly disagree and 5= Strongly Agree
Capital letter indicates a significant difference between groups at 95%

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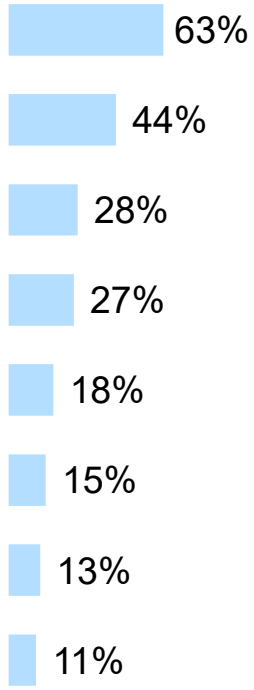
Lottery Games Played (by State)



	National	State A	State B	State C	State D	State E	State F	State G
Unweighted Total	n=3193	1014 A	505 B	901 C	1004 D	1010 E	1013 F	351 G
Instant scratch-off games/Scratchers	63%	63%	63%	63%	67%	70% ABCG	71% ABCG	60%
Multi-state lotto-style jackpot games	44%	48%	51% D	52% D	44%	49%	48%	48%
In-state lotto-style jackpot games	28%	28% BCD	21%	22%	23%	30% BCD	30% BCD	26%
Numbers-style game	27%	29% BG	17%	31% BG	27% BG	27% BG	35% ABDEG	13%
Instant win terminal games (e.g., InstaPlay, Fast Play, Print & Play, Fast Cash, Quick Win)	18%	18% BG	12%	16% G	18% BG	17% BG	17% BG	11%
Lottery raffle games	15%	12%	11%	11%	14% C	14% C	17% ABC	12%
Keno/Quick Draw	13%	17% BF	6%	22% ABDF	13% BF	19% BDF	9%	17% BF
iLottery/Online Instant Win Digital games	11%	11% BDEG	4%	9% BG	8% BG	8% BG	12% BCDEG	4%

Base: Total Respondents
PY3. Which Lottery games have you ever played?
Capital letter indicates a significant difference between groups at 95%

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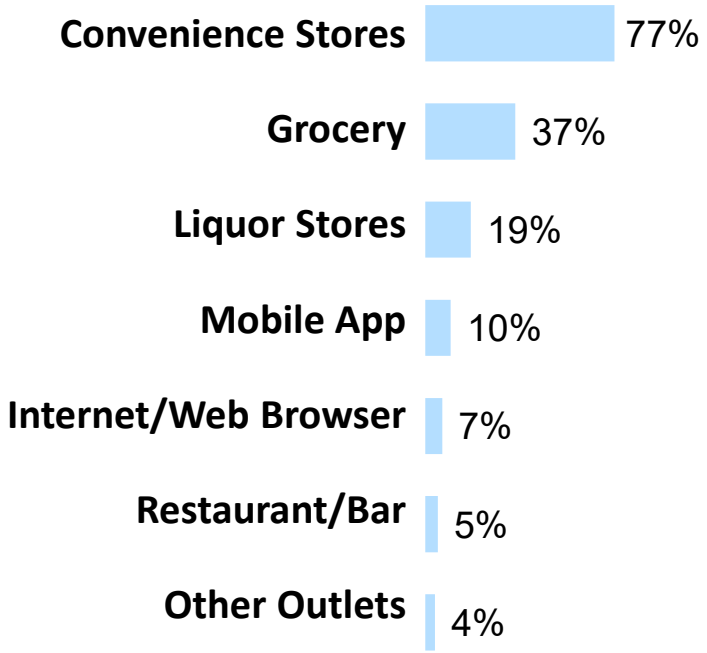
Regular Location for Lottery Purchase by State



	National	State A	State B	State C	State D	State E	State F	State G
Unweighted Total	n=2734	879 A	413 B	780 C	867 D	884 E	885 F	287 G
Convenience Stores	77%	83% CEF	81% CF	71%	82% CEF	78% C	75%	**85% CEF**
Grocery	37%	29%	33% G	36% AG	32% G	36% AG	45% ABCDEG	23%
Liquor Stores	19%	11% DF	9% D	37% ABDEFG	5%	13% BDF	8% D	8%
Mobile App	10%	12% BCEFG	4%	6%	9% BG	8% BG	8% BG	3%
Internet/Web Browser	7%	9% BEG	3%	6% BG	8% BEG	4%	6% BG	3%
Restaurant/Bar	5%	3%	2%	7% ABDF	2%	6% ABDF	4% D	4%
Other Outlets	4%	2%	2%	6% ABD	2%	7% ABDG	6% ABD	3%

Base: Played Games (PY3=1-8)
PY10. Where do you regularly purchase your Lottery tickets?
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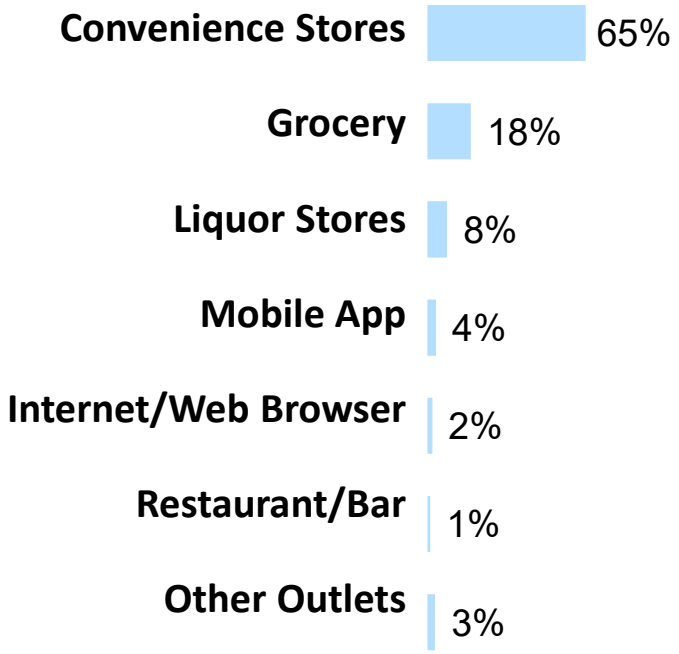
Spend Most on Lottery Purchase (States)



State A	State B	State C	State D	State E	State F	State G
879	413	780	867	884	885	287
A	B	C	D	E	F	G
72% CEF	74% CEF	54%	74% CEF	66% C	63% C	**79% ACEF**
15%	18% G	18% G	16%	20% ADG	25% ABCDEG	11%
2%	2%	18% ABDEFG	2%	2%	2%	2%
4% BC	1%	2%	3%	3%	4% B	2%
4% BEF	1%	2% E	4% BEF	1%	2%	2%
1%	1%	2% D	0%	2% ADF	1%	2% D
2%	2%	4% ABD	2%	6% ABD	5% ABD	3%

Base: Played Games (PY3=1-8)
PY11: At which of the following outlets do you spend the most money on Lottery tickets?
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Lottery Purchase Method (States)

	National	State A	State B	State C	State D	State E	State F	State G
Unweighted Total	n=2376	768 A	354 B	686 C	753 D	766 E	783 F	237 G
Store clerk	**56%**	66% CEF	80% ACDEF	42% F	70% CEF	60% CF	37%	**90% ABCDEF**
Both	**28%**	23% BDG	13%	29% ABDG	18% G	27% BDG	32% ABDEG	9%
Vending machine	**15%**	8% G	6% G	27% ABDEG	10% BG	13% ABG	29% ABDEG	1%
Neither - Only online	**1%**	3% CEFG	1%	1%	3% E	1%	1%	<1%

Base: Played Games PY (PY4=any game PY or more often)
PY12: How do you usually purchase your Lottery tickets - from the store clerk, the vending machine or both, at your regular store?
Capital letter indicates a significant difference between groups at 95%

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LOTTO RESEARCH

Life Attitudes (States)
(Top 2 Box % Very High/High)

	National	State A [A]	State B [B]	State C [C]	State D [D]	State E [E]	State F [F]	State G [G]
Physical Health	43%	45% BDF	39%	44% D	37%	41%	39% (44%)	39%
Mental Health	41%	45% D	40%	42%	40%	42%	40% (40%)	39%
Stress Level	36%	35%	39% EG	37%	35%	34%	36% (34%)	32%
Happiness	39%	42%	39%	38%	40%	40%	39% (39%)	**44% C**
Childhood	63%	68%	63%	64%	65%	64%	64% (62%)	65%

Base: Total Respondents
Total, n=3193, State A, n=1014, State B, n=505, State C, n=901, State D, n=1004, State E, n=1010, State F, n=1013, State G, n=351
Capital letter indicates a significant difference between groups at 95%

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Thank You

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Video Lottery Establishment Policy

Establishment Requirements

- Background and Purpose
  - South Dakota Codified Laws and Administrative Rules
  - Clarifications and consistency for multiple video lottery establishments under one roof
- Alcohol License
  - Each establishment must be a bar or lounge
- Clear and Distinct Separation
  - Hallways/atriums
  - Wall height
- Point of Sale

Establishment Requirements Continued

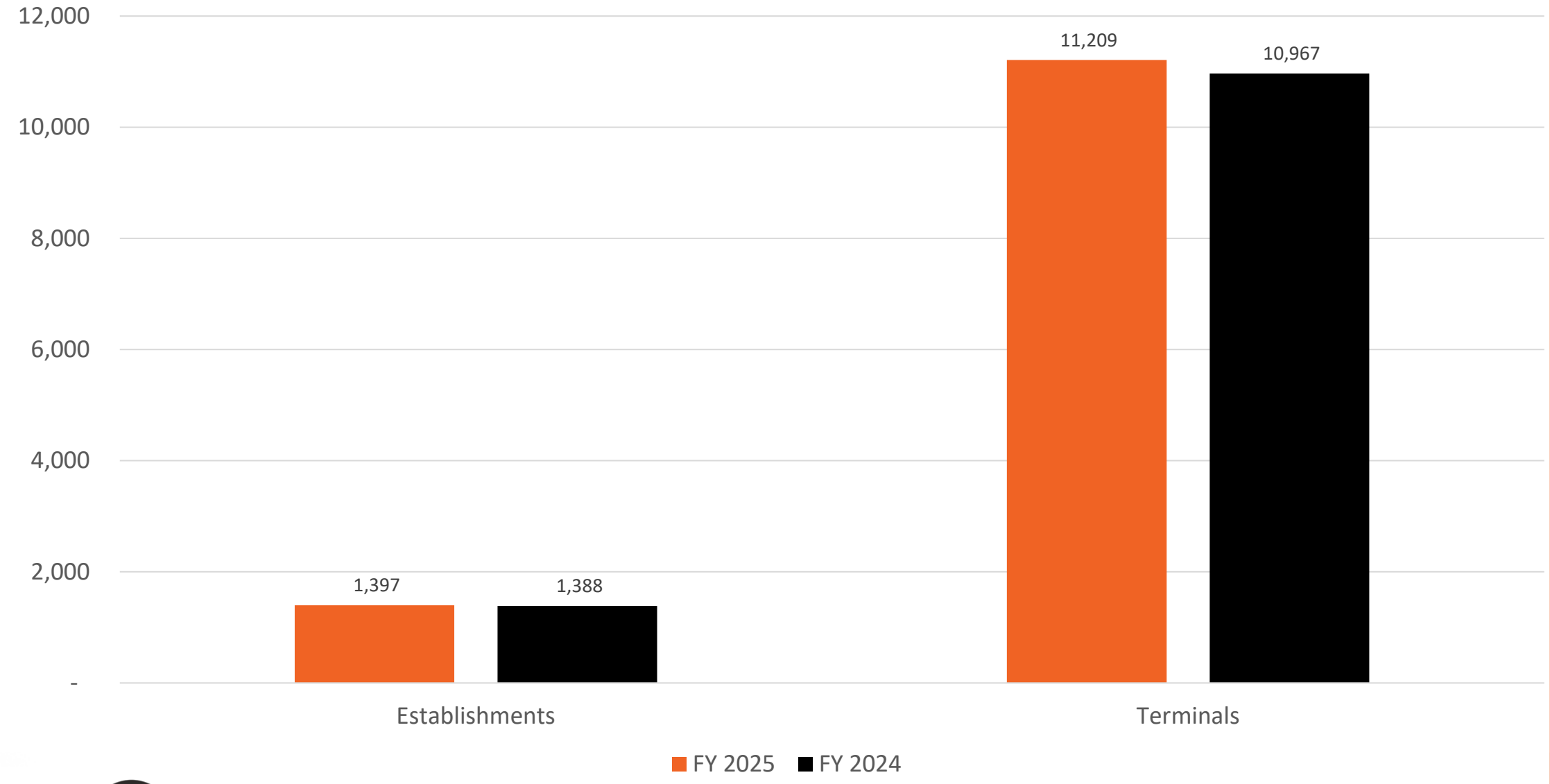
- Bar and Refrigeration/Cooler Requirement
  - Service area to include a counter
- Signs
  - Must be 21
  - No Alcohol Beyond This Point
- Monitoring
  - Cameras, mirrors, line of sight
- Floor Plans

Video Lottery Report

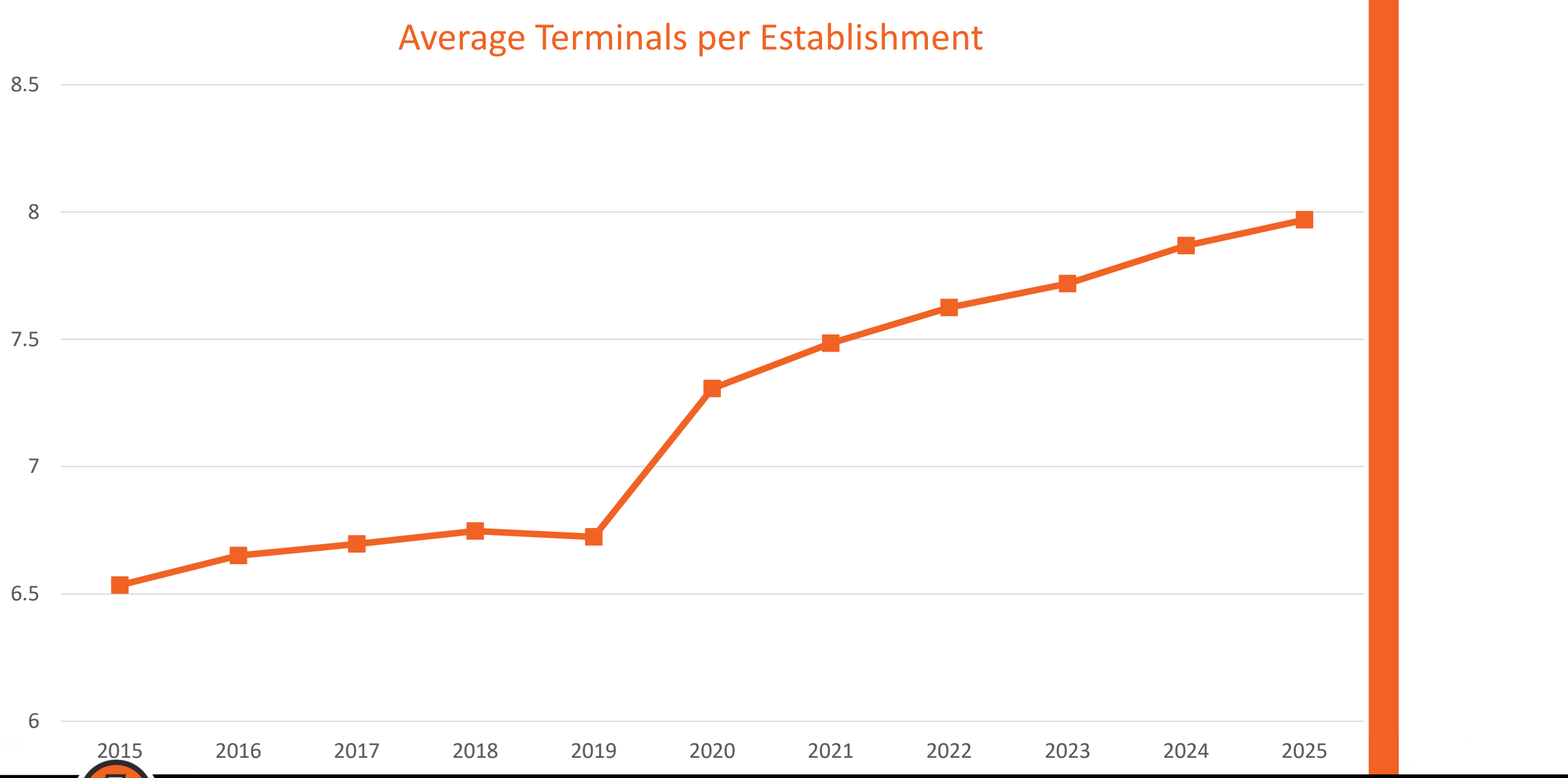
SOUTH DAKOTA LOTTERY
GOOD FUN

A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

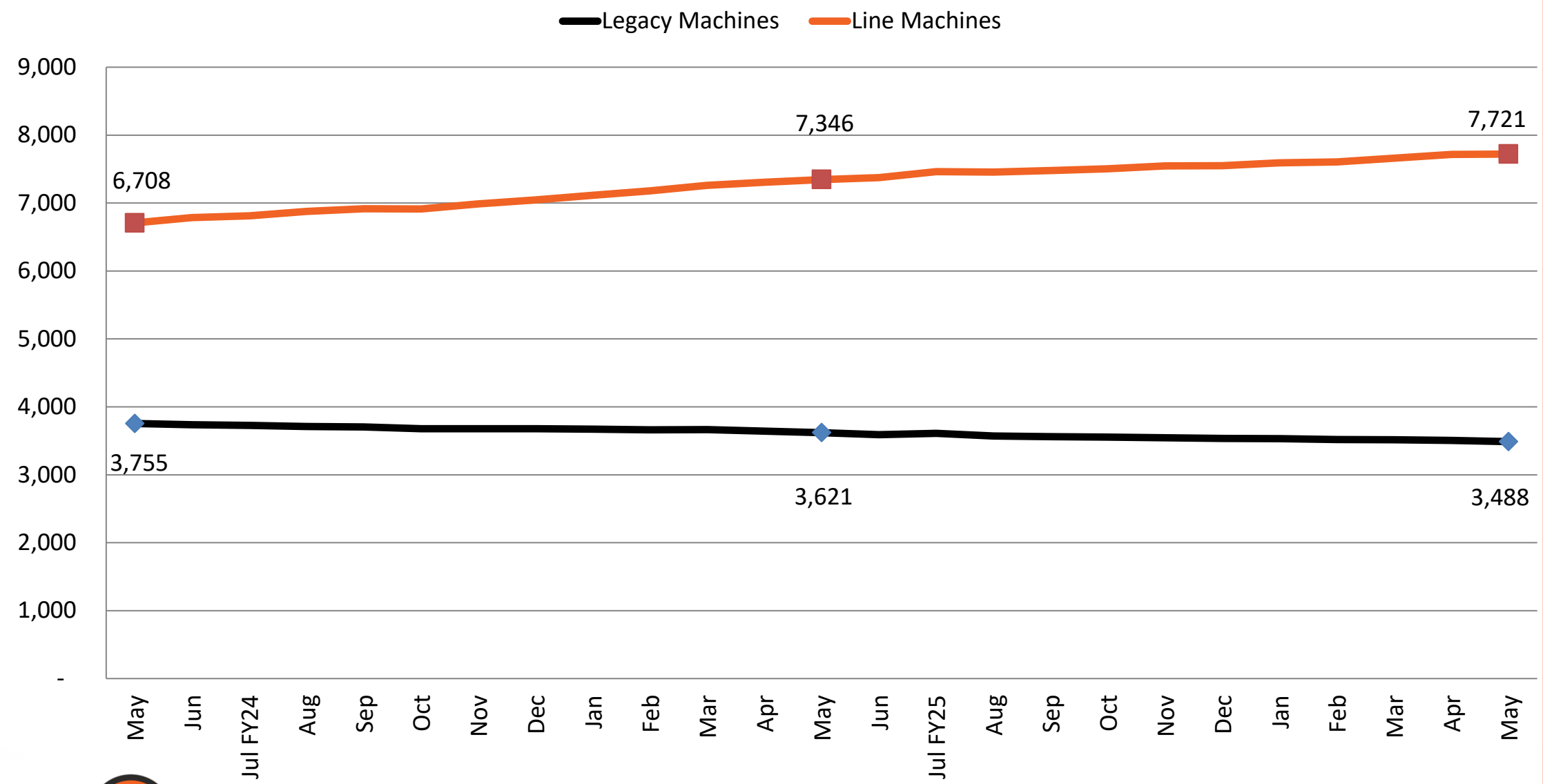
Number of Terminals and Establishments as of May 31, 2025



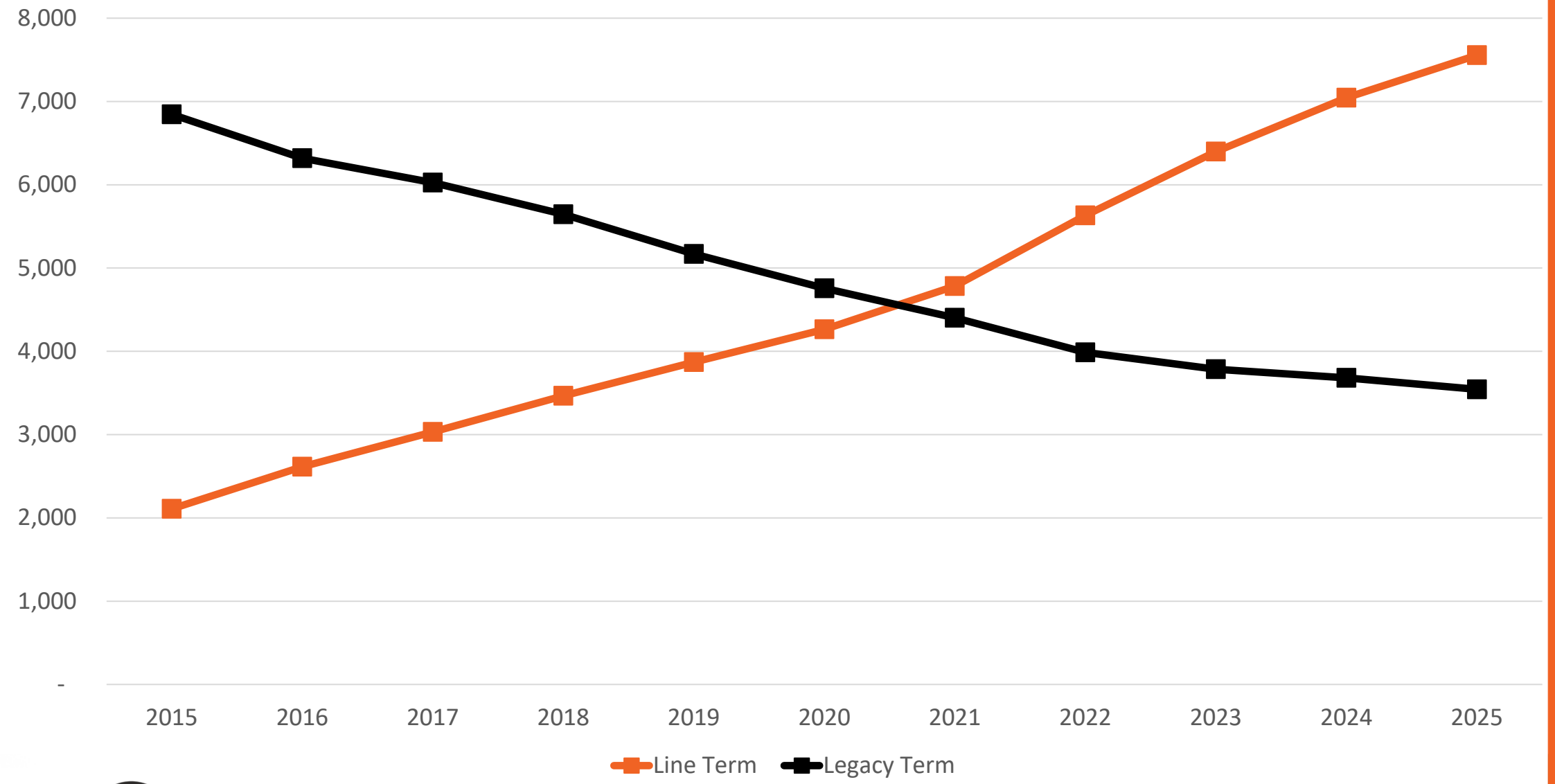
Average Terminals per Establishment



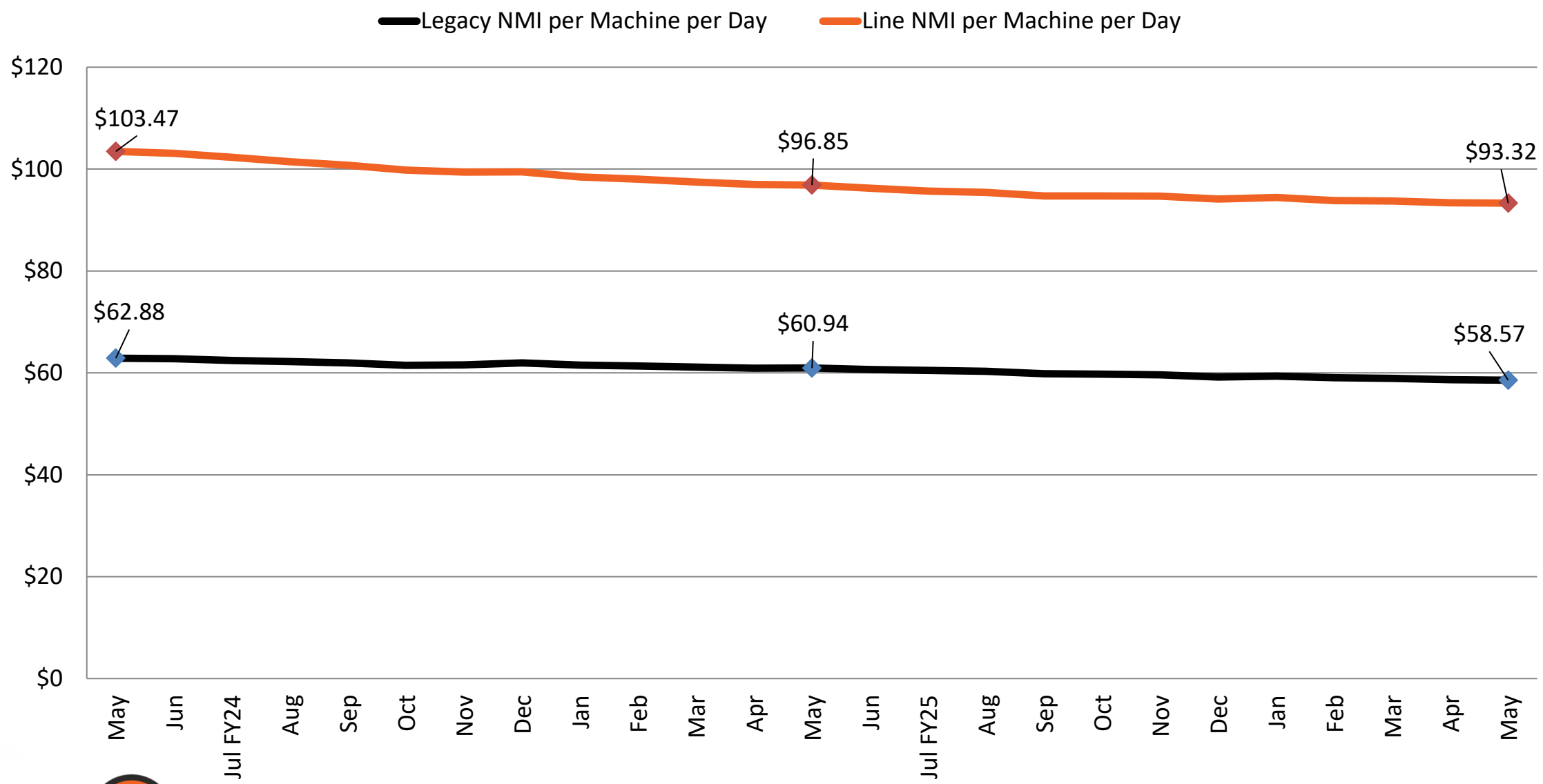
Terminal Counts - Legacy vs. Line



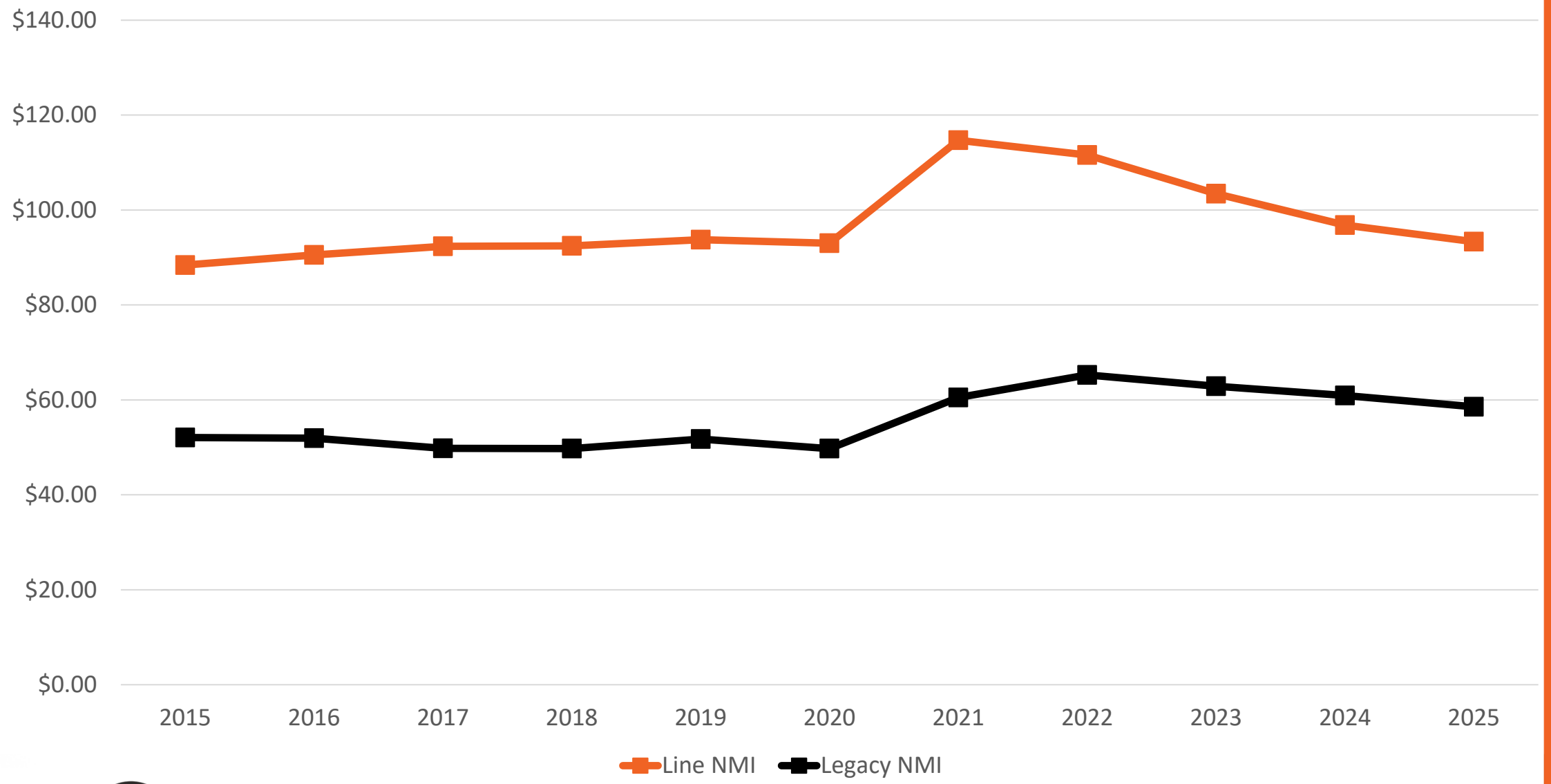
Terminal Counts - Legacy vs. Line



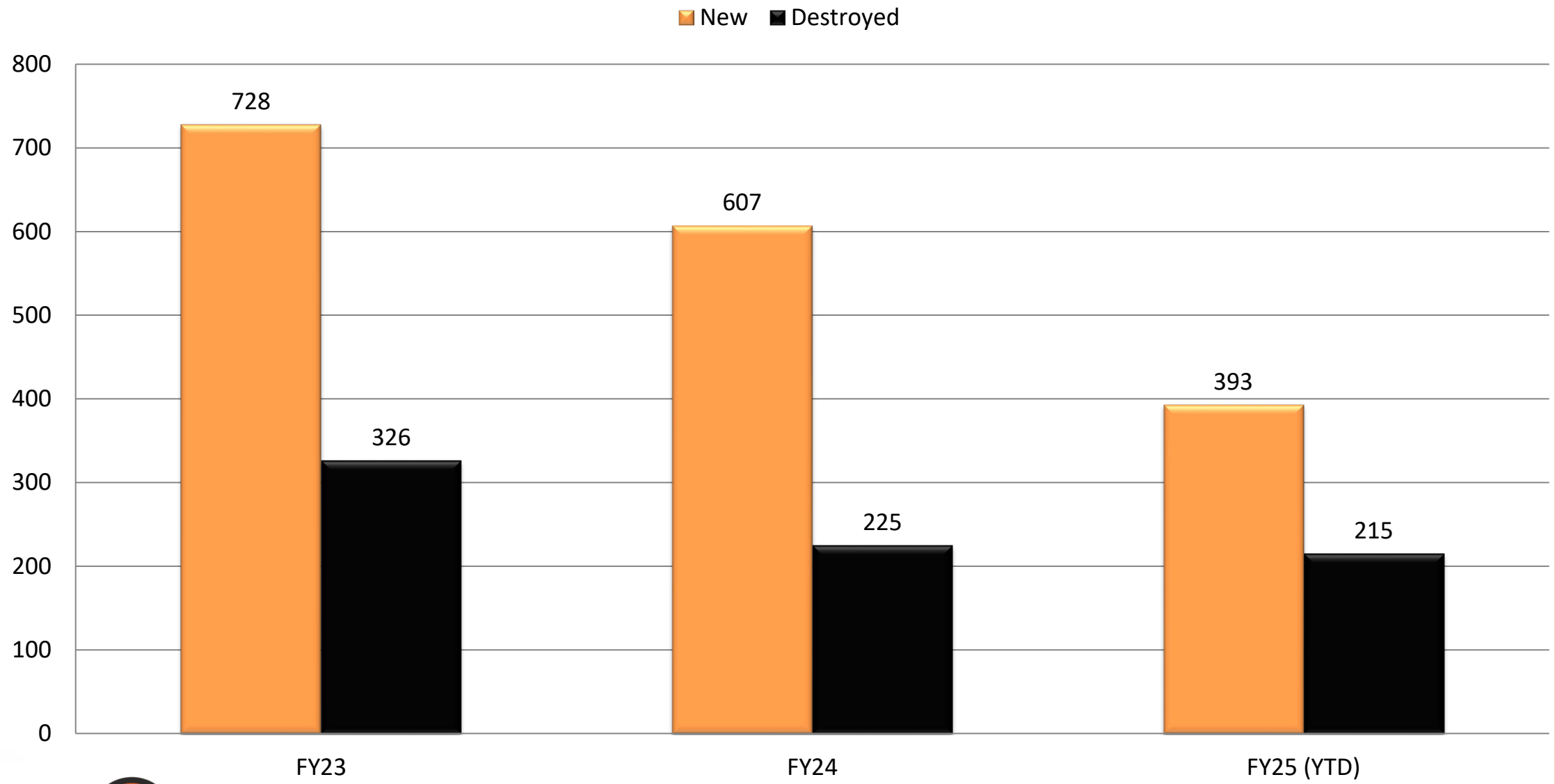
NMI/Terminal/Day - Legacy vs. Line



NMI/Terminal/Day - Legacy vs. Line



New & Destroyed Terminals



Process for Terminal Destruction

- Operators notify DPS Inspectors;

- DPS Inspectors meet Operators where the machines are:
  - Verify and Remove serial number plate and permit on the machines,
  - Verify all references to SD Lottery have been defaced or painted over,
  - Destroy the E-Prom;

- DPS observes destruction of machine;

- DPS completes paperwork and provides the paperwork, serial number plate, and permit to Lottery;

- Record Retention in File Director;

- Internal system is updated to indicate the machine is destroyed

Disable/Enable Terminals

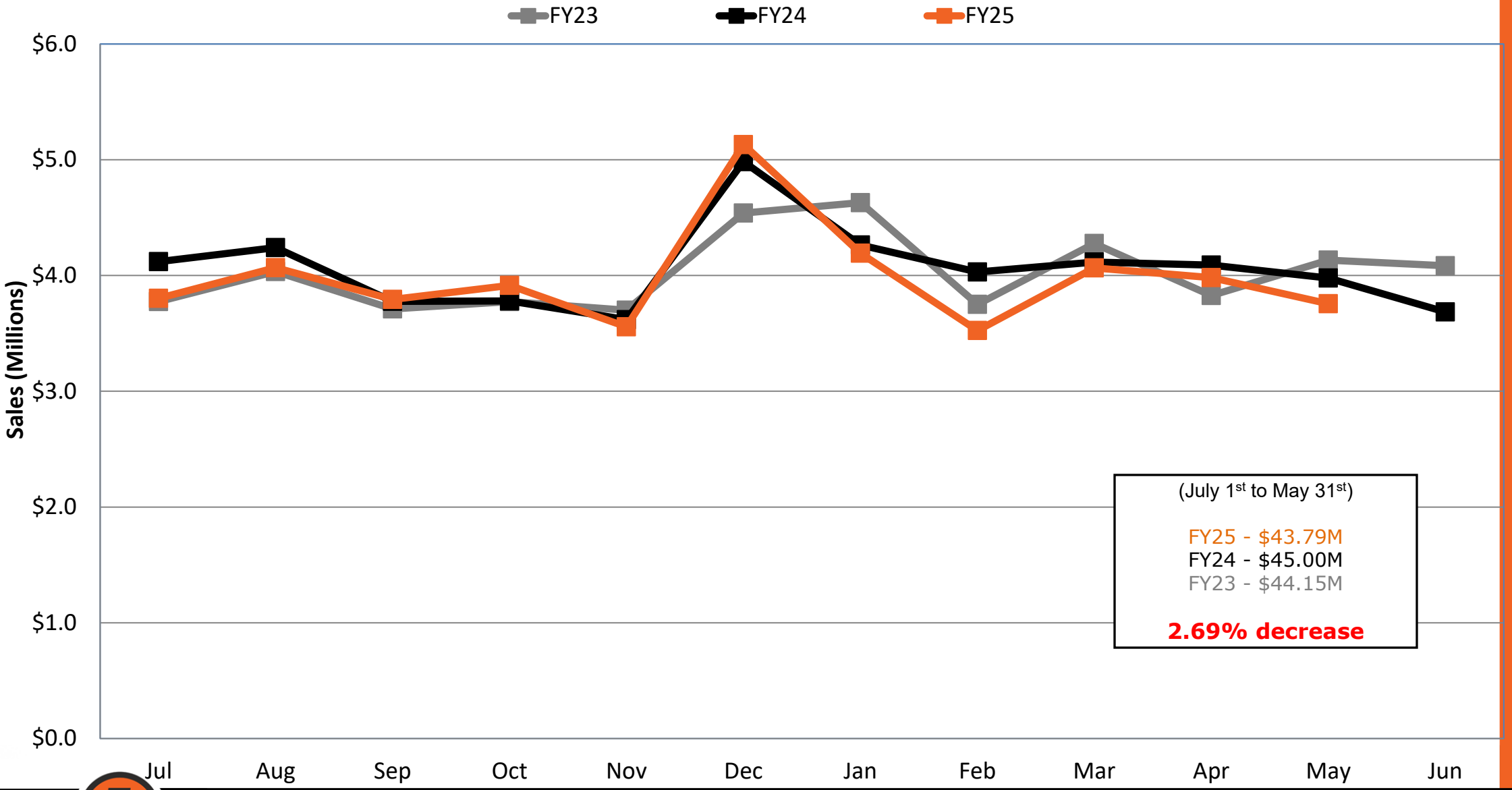
- Addressing issue of after hours play
  - Law – only gameplay during alcohol sales
  - Auto disable at 2:00am and enable at 7:00am
    - Machines will not disable while in bonus round

- Issues to consider and test
  - Time Zones;
  - VLCs versus SAS machines

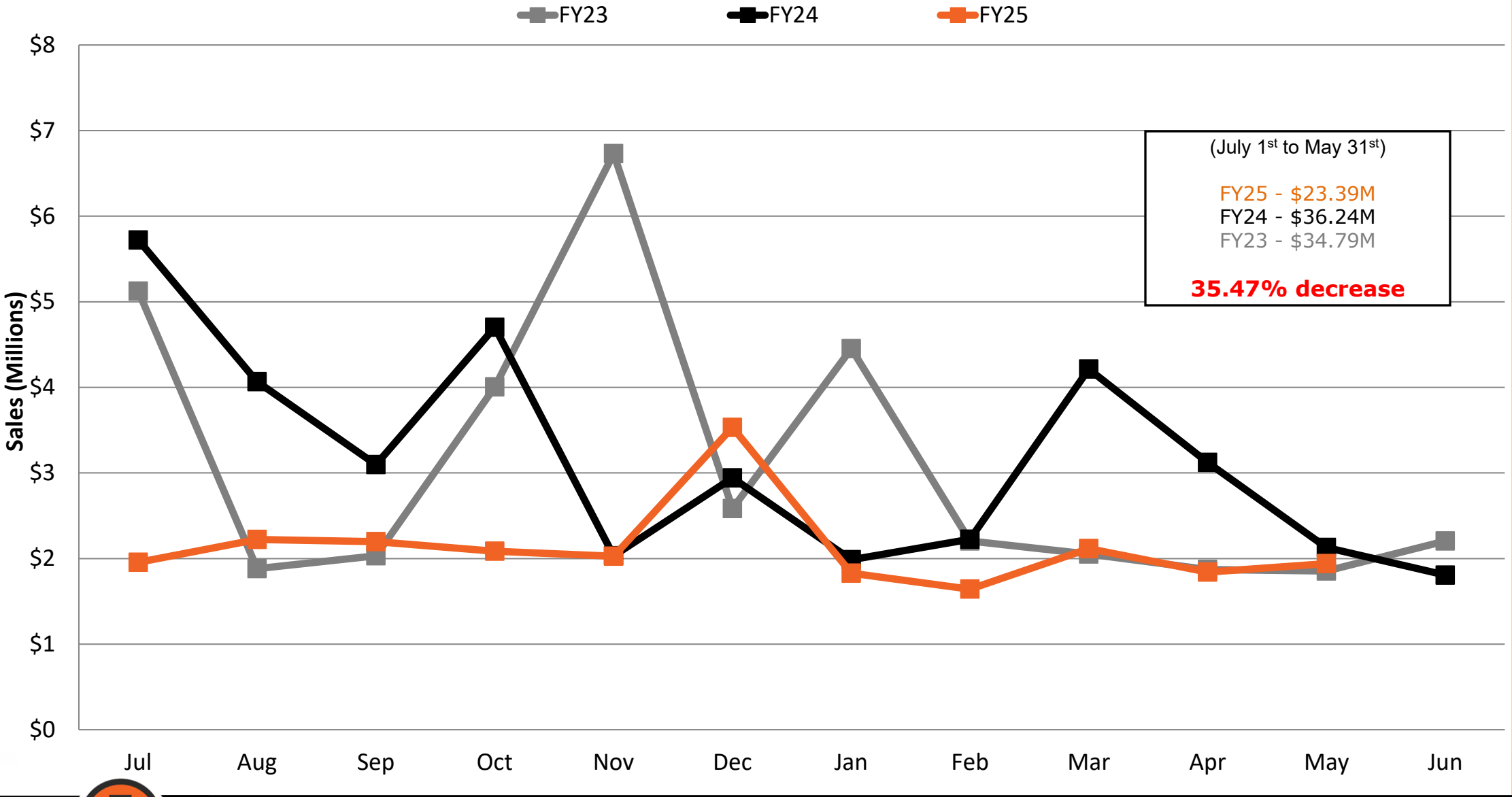
- Testing
  - In-house lab
  - Beta Group

Sales Report

Instant Sales



Lotto Sales


FY23
FY24
FY25
$8
$7
$6
$5
$4
$3
$2
$1
$0
Sales (Millions)
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
(July 1st to May 31st)
FY25 - $23.39M
FY24 - $36.24M
FY23 - $34.79M
35.47% decrease

Paid Out Over $31.1 Million Year To Date

Paid Out Over $5.2 Million in Lotto Prizes To Date

$1
$1,000
GOLD RUSH
SOUTH DAKOTA LOTTERY
WINNING NUMBER
X
YOUR NUMBERS
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
Match any of YOUR NUMBERS to the WINNING NUMBER, win PRIZE shown for that number. Reveal a "8" symbol, win DOUBLE the PRIZE shown for that symbol. Reveal a "" symbol, win 5 TIMES the PRIZE shown for that symbol. Match the $20 BONUS number to the WINNING NUMBER, win $20 instantly!
$20 BONUS
WIN UP TO $1,000!
000

$2
$5,000
GOLD RUSH
$50 BONUS
WINNING NUMBERS
YOUR NUMBERS
X
X
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
WIN UP TO $5,000!
000
Match any of YOUR NUMBERS to either WINNING NUMBER, win PRIZE shown for that number. Reveal a "8" symbol, win 5 TIMES the PRIZE shown for that symbol. Reveal a "" symbol, win 10 TIMES the PRIZE shown for that symbol. Match the $50 BONUS number to either WINNING NUMBER, win $50 instan

$5
$25,000
GOLD RUSH
SOUTH DAKOTA LOTTERY
$50 BONUS
$100 BONUS
Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a "8" symbol, win 5 TIMES the PRIZE shown for that symbol. Reveal a "" symbol, win 10 TIMES the PRIZE shown for that symbol. Reveal a "" symbol, win 20 TIMES the PRIZE shown for that symbol. Match the $50 or $100 BONUS number to any WINNING NUMBER, win $50 or $100 instantly!
WINNING NUMBERS
X X X X
YOUR NUMBERS
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
WIN UP TO $25,000!
000

$10
$70,000
GOLD RUSH
SOUTH DAKOTA LOTTERY
$50 BONUS
$100 BONUS
$500 BONUS
SEE BACK FOR PLAY INSTRUCTIONS.
WINNING NUMBERS
X X X X X
YOUR NUMBERS
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
WIN UP TO $70,000!
000

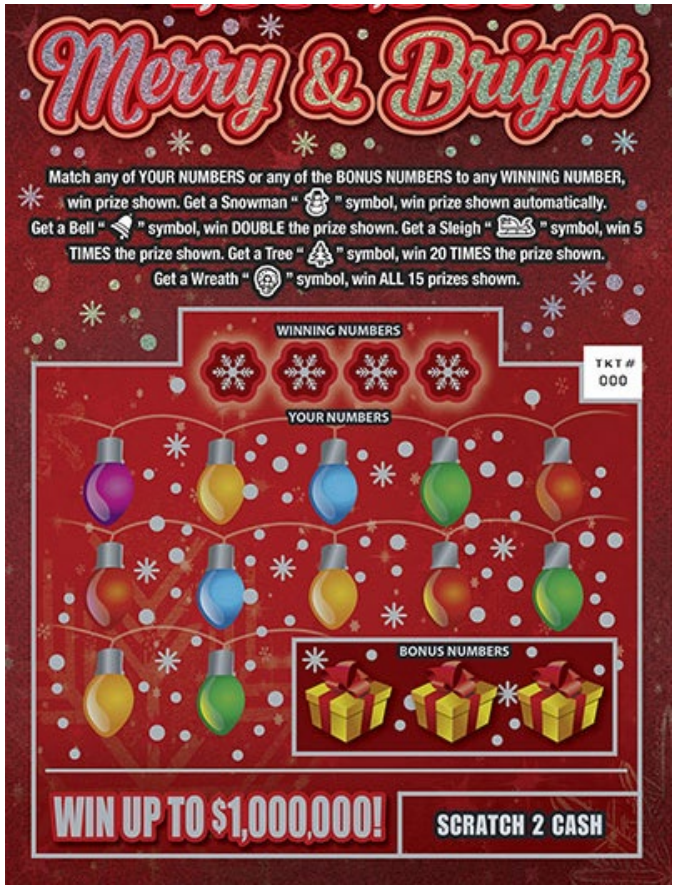
$10
SOUTH DAKOTA LOTTERY
JURASSIC PARK
ENTER THE SECOND-CHANCE PROMOTION FOR A CHANCE TO WIN A TRIP TO HAWAII AND A CHANCE TO WIN UP TO $1 MILLION!
See back for details.
BONUS
BONUS
BONUS
Reveal a " " symbol in any BONUS spot, win $50 instantly!
WINNING NUMBERS
YOUR NUMBERS
WIN UP TO $50,000!
000
See ticket back for play instructions.

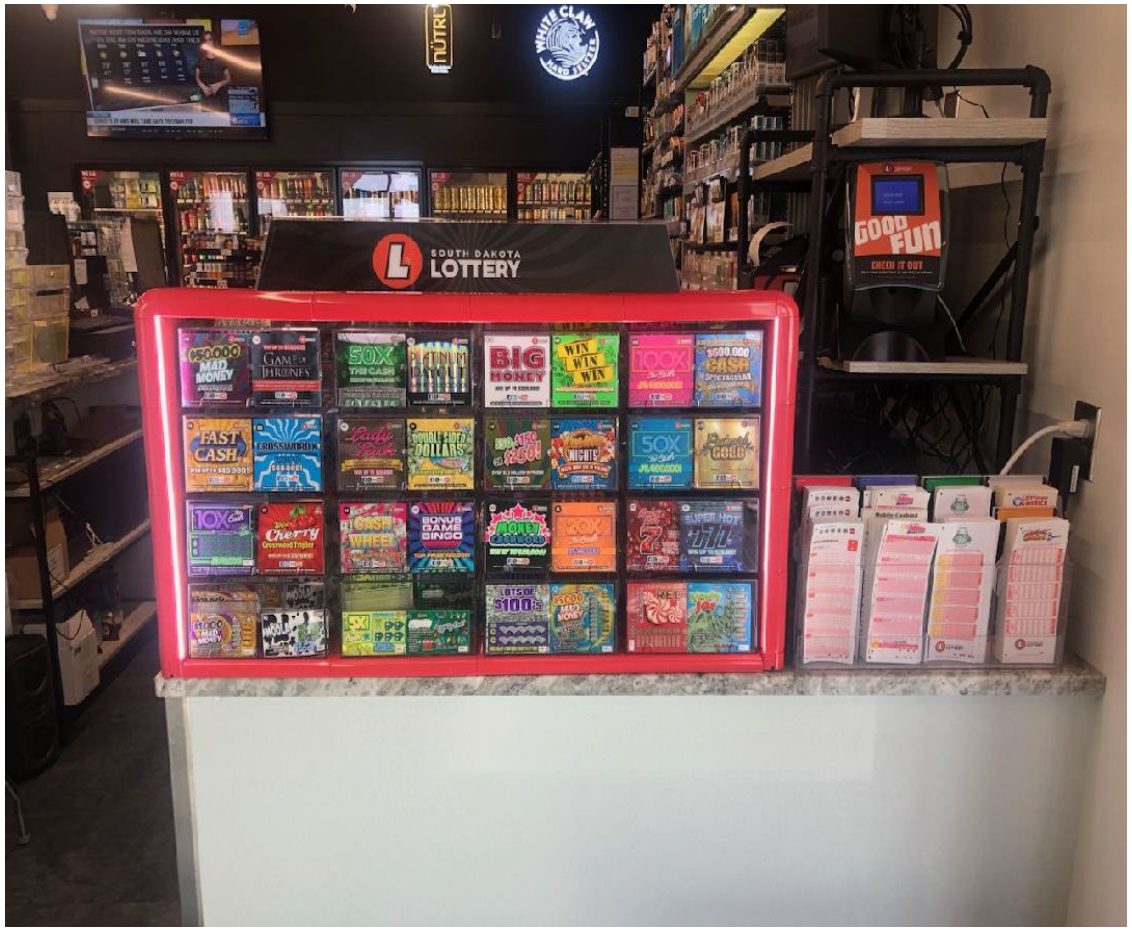
$10
SOUTH DAKOTA LOTTERY
JURASSIC PARK
ENTER THE SECOND-CHANCE PROMOTION FOR A CHANCE TO WIN A TRIP TO HAWAII AND A CHANCE TO WIN UP TO $1 MILLION!
See back for details.
BONUS
BONUS
BONUS
Reveal a " " symbol in any BONUS spot, win $50 instantly!
WINNING NUMBERS
YOUR NUMBERS
WIN UP TO $50,000!
001
See ticket back for play instructions.

$10
SOUTH DAKOTA LOTTERY
JURASSIC PARK
ENTER THE SECOND-CHANCE PROMOTION FOR A CHANCE TO WIN A TRIP TO HAWAII AND A CHANCE TO WIN UP TO $1 MILLION!
See back for details.
BONUS
BONUS
BONUS
Reveal a " " symbol in any BONUS spot, win $50 instantly!
WINNING NUMBERS
YOUR NUMBERS
WIN UP TO $50,000!
002
See ticket back for play instructions.

$1
SCIENTIFIC GAMES
Let It $now!
Lots of $50 Prizes
Match three prize amounts, win that prize.
Loaded with gift prizes between $5 and $10
000

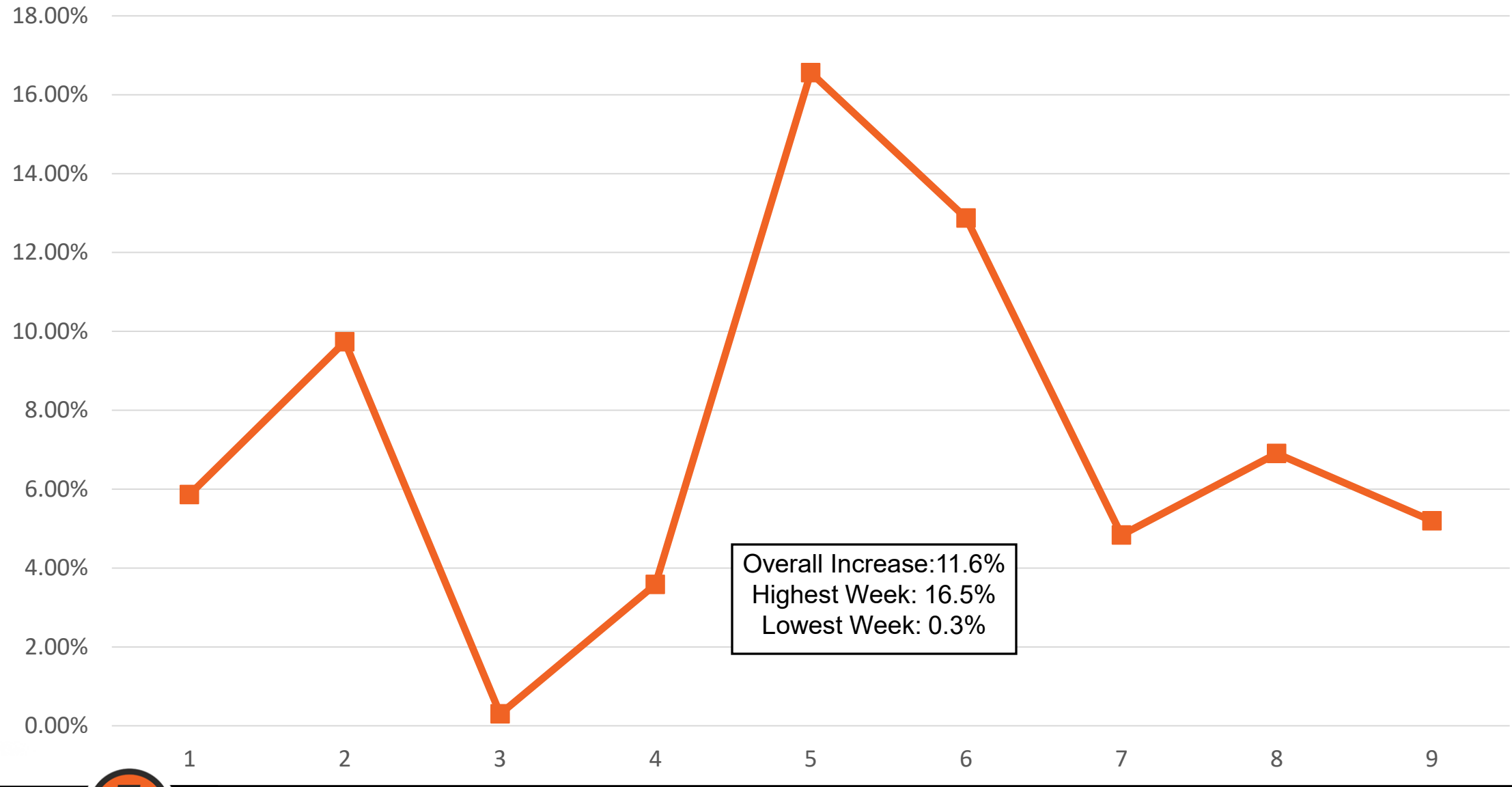
$2
TO
FROM
OKLAHOMA LOTTERY
REINDEER RICHES
Match any of YOUR NUMBERS to either WINNING NUMBER, win the PRIZE shown.
WINNING NUMBERS
YOUR NUMBERS
PRIZE
TOP PRIZE $10,000!
000


Merry & Bright
Match any of YOUR NUMBERS or any of the BONUS NUMBERS to any WINNING NUMBER, win prize shown. Get a Snowman " " symbol, win prize shown automatically. Get a Bell " " symbol, win DOUBLE the prize shown. Get a Sleigh " " symbol, win 5 TIMES the prize shown. Get a Tree " " symbol, win 20 TIMES the prize shown. Get a Wreath " " symbol, win ALL 15 prizes shown.
WINNING NUMBERS
TKT # 000
YOUR NUMBERS
BONUS NUMBERS
WIN UP TO $1,000,000!
SCRATCH 2 CASH


SOUTH DAKOTA
LOTTERY
GOOD FUN
CHECK IT OUT

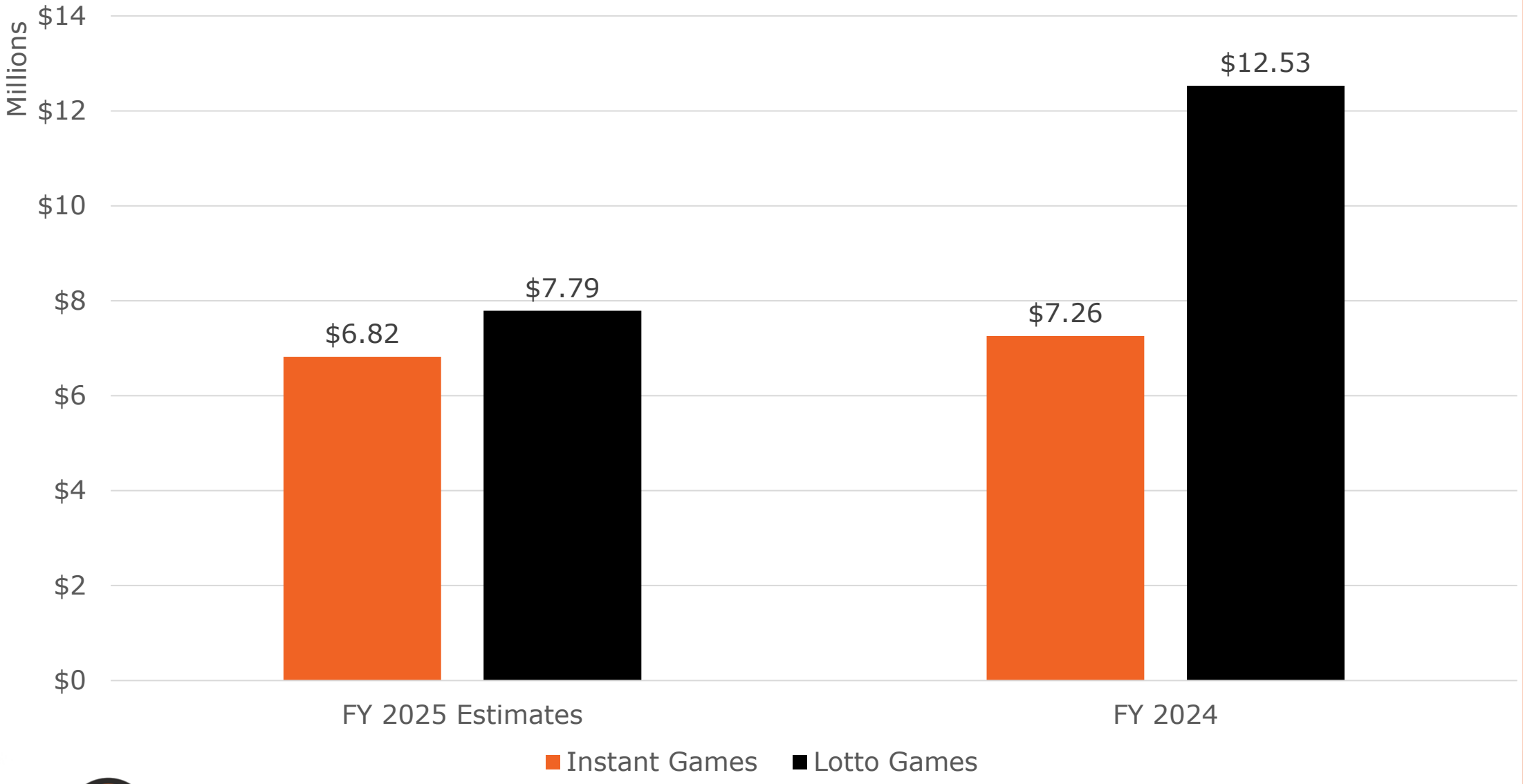
SOUTH DAKOTA
LOTTERY

Halo % Increase by Week

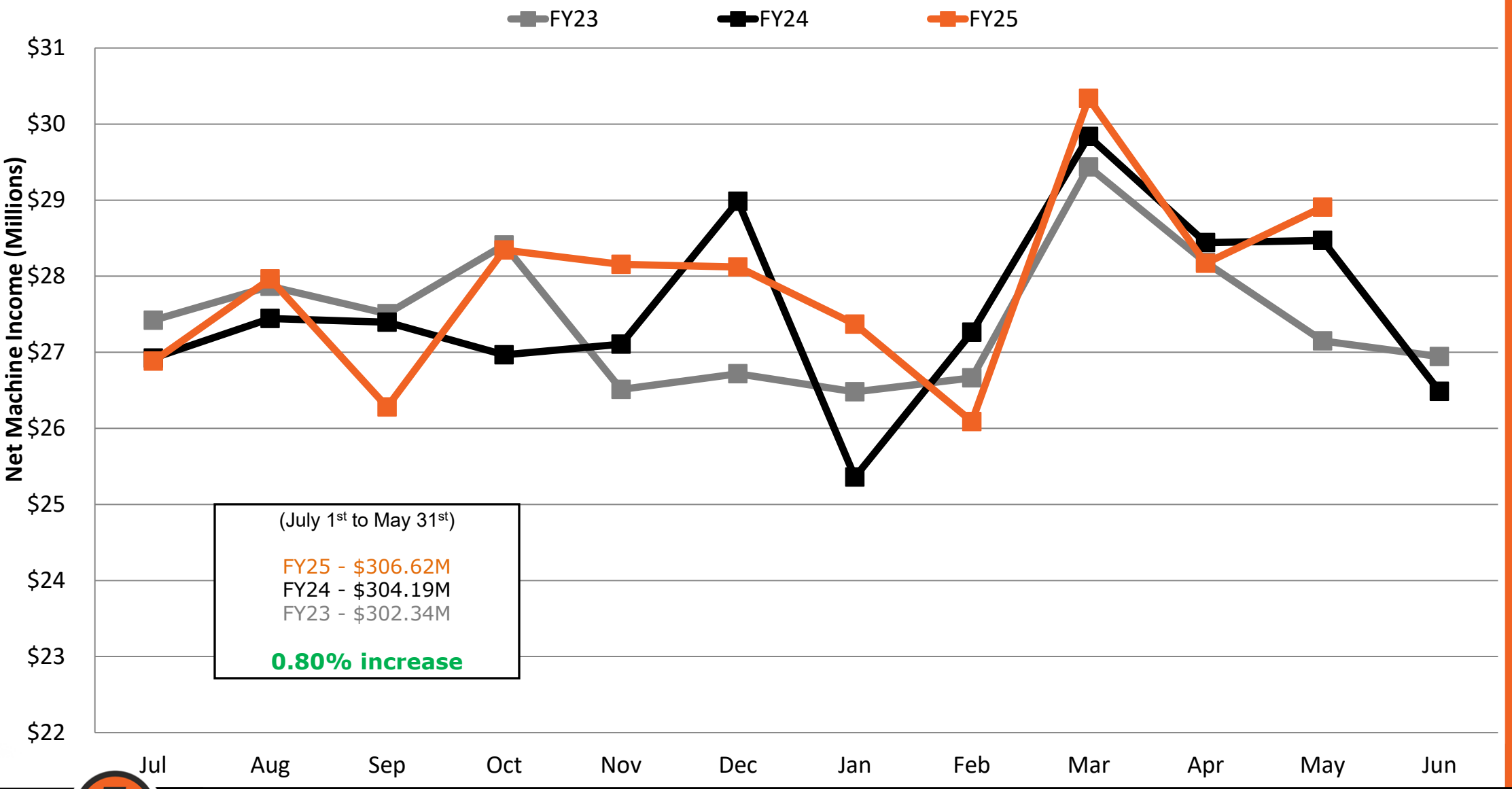


ERICSSON

Instant and Online FY25 Revenue Projections as of May 31, 2025

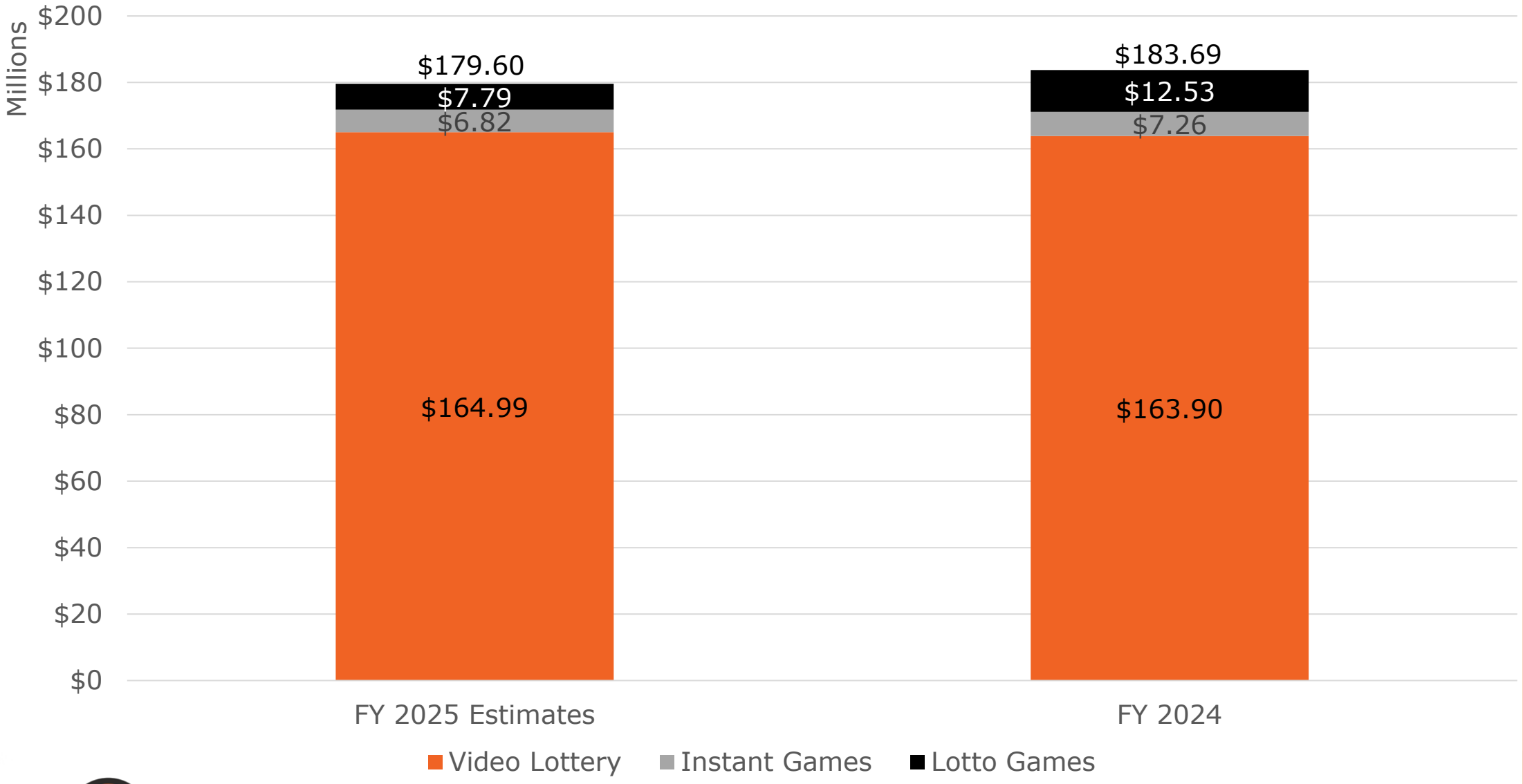


Video Lottery NMI



Video Lottery FY25 State Share Revenue Projection as of May 31, 2025

Total FY25 Revenue Projections as of May 31, 2025



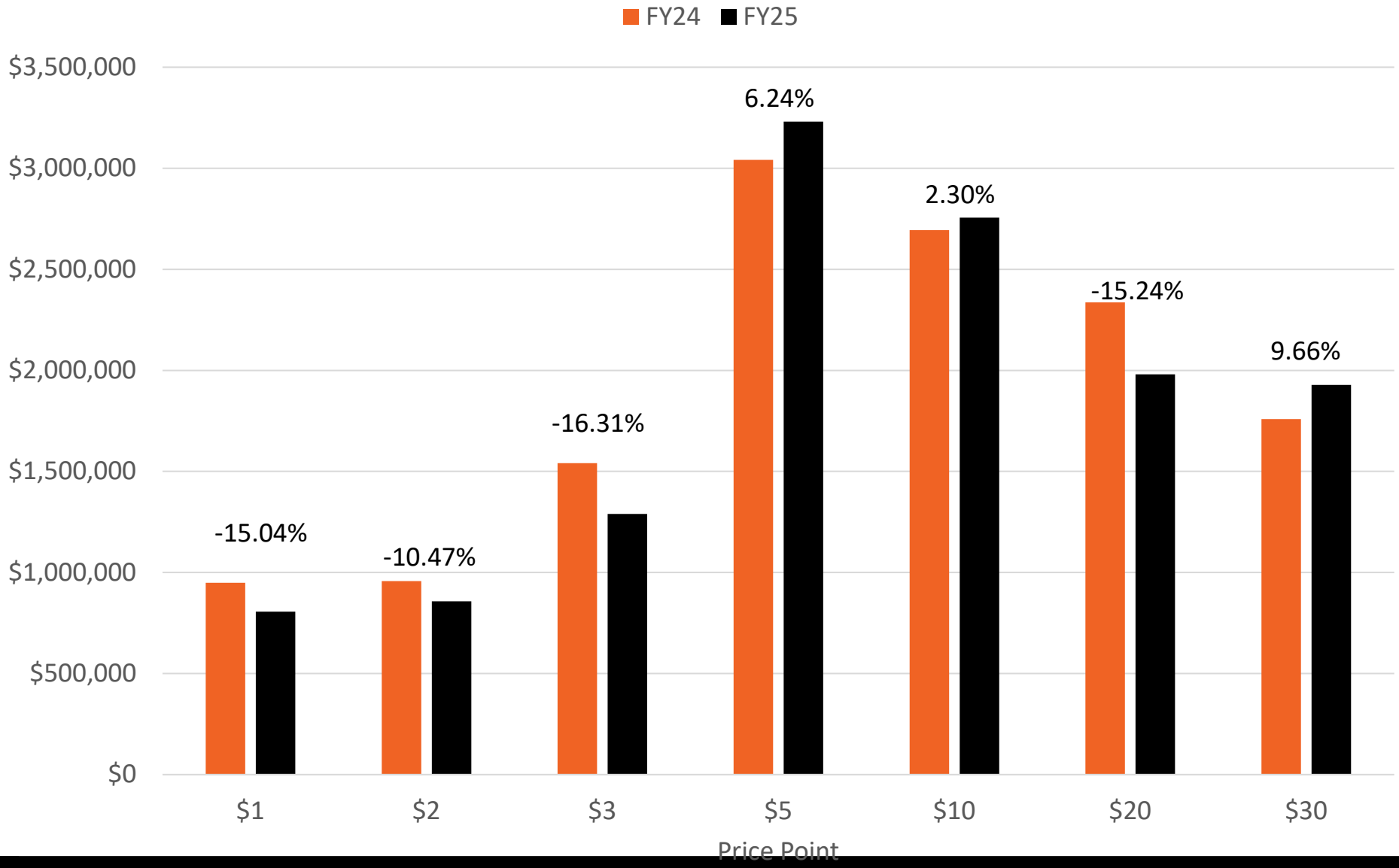
Sales Statistics

Quarter 3 Review

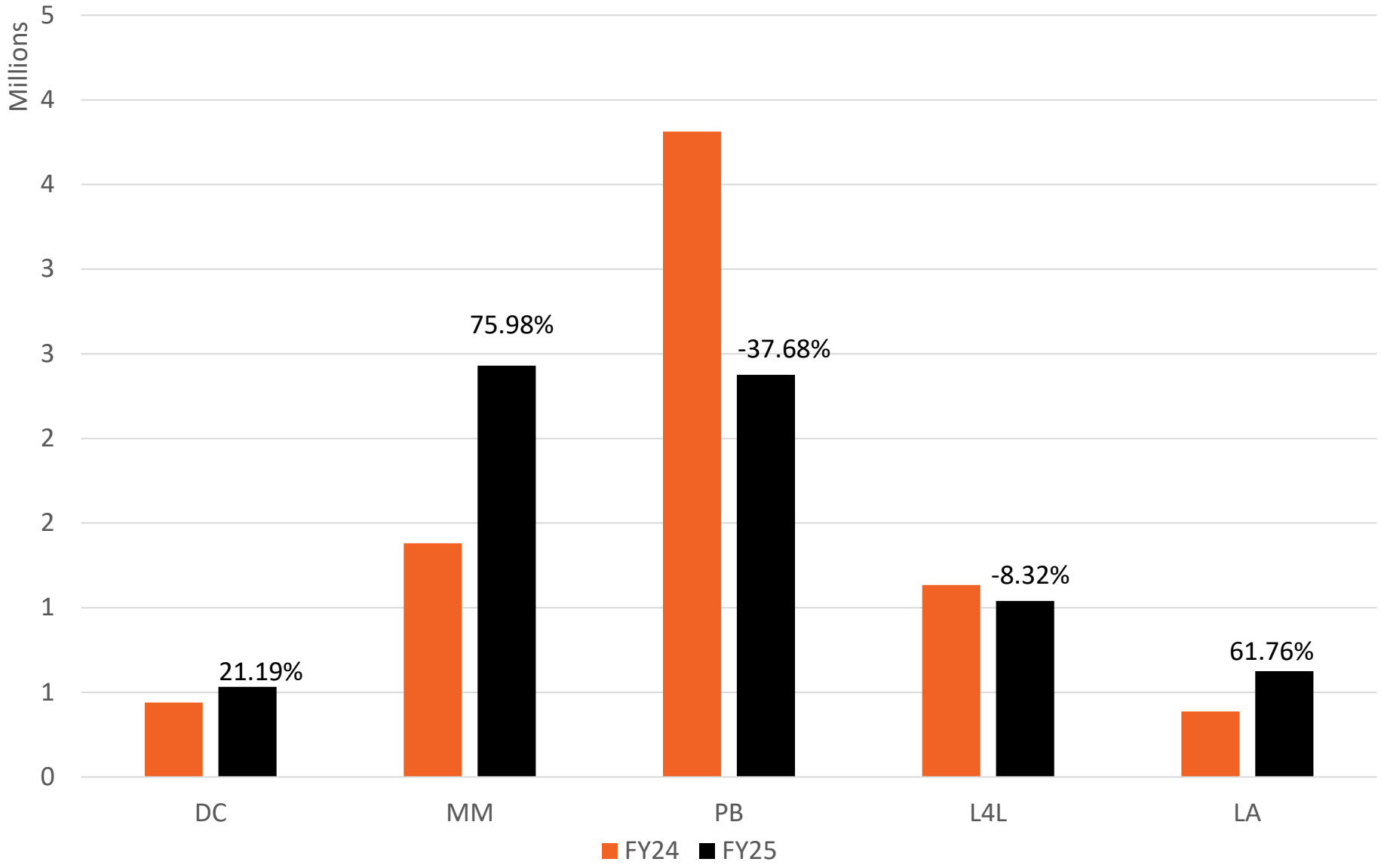
SOUTH DAKOTA LOTTERY
GOOD FUN

A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

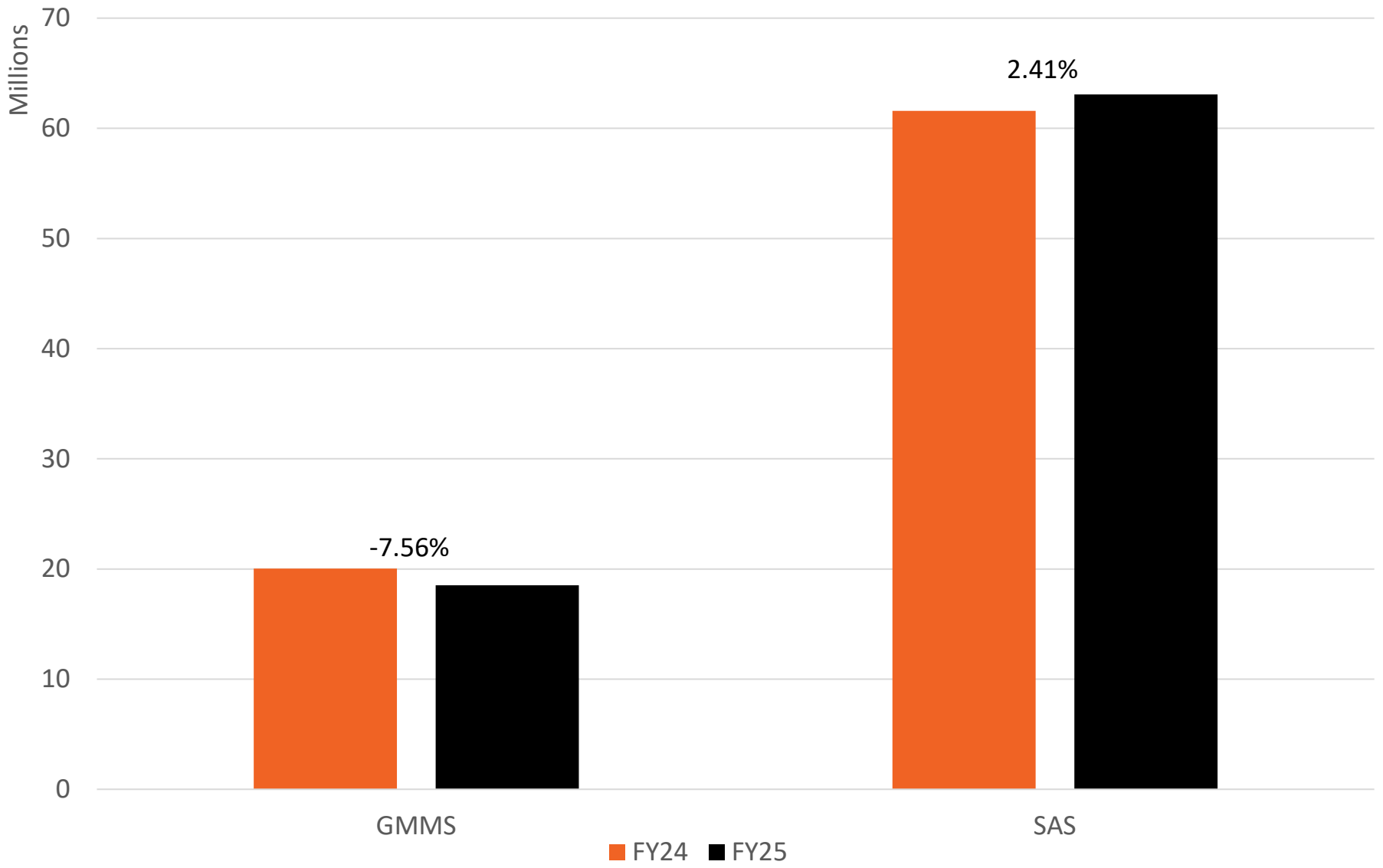
Quarterly Instant Sales by Price Point



Quarterly Sales by Lotto Game

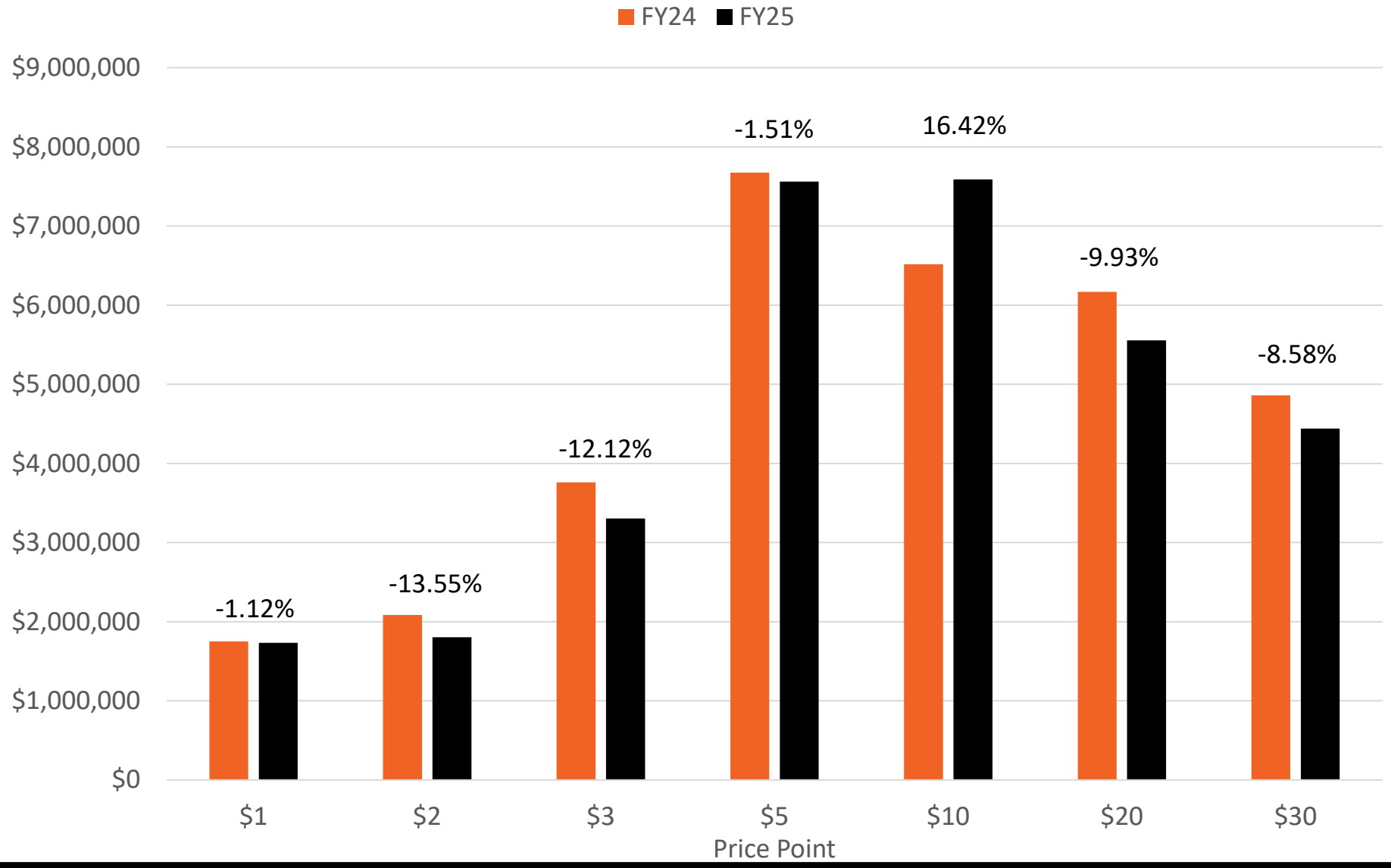


Quarterly Video NMI

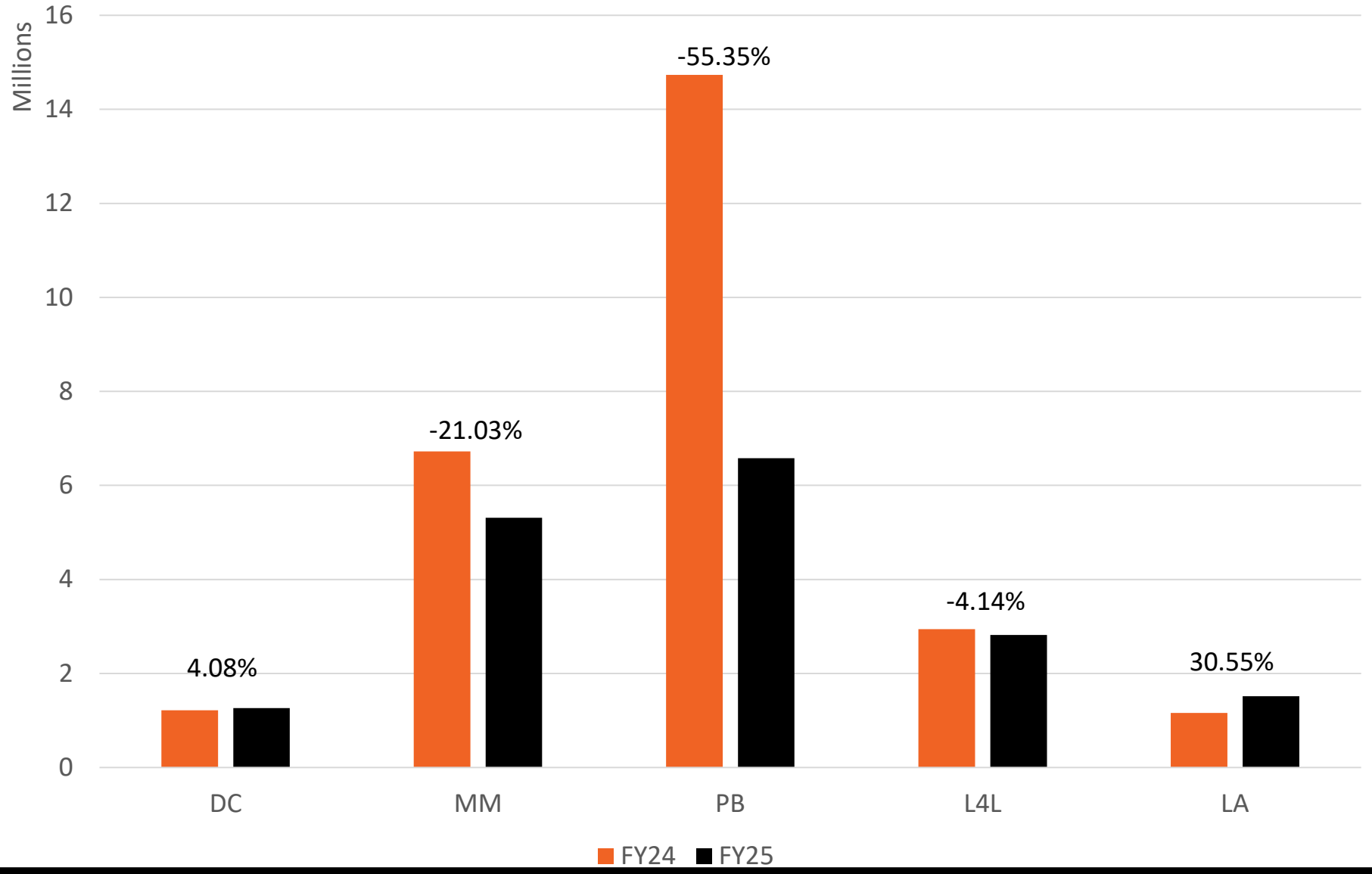


FY2025 Review

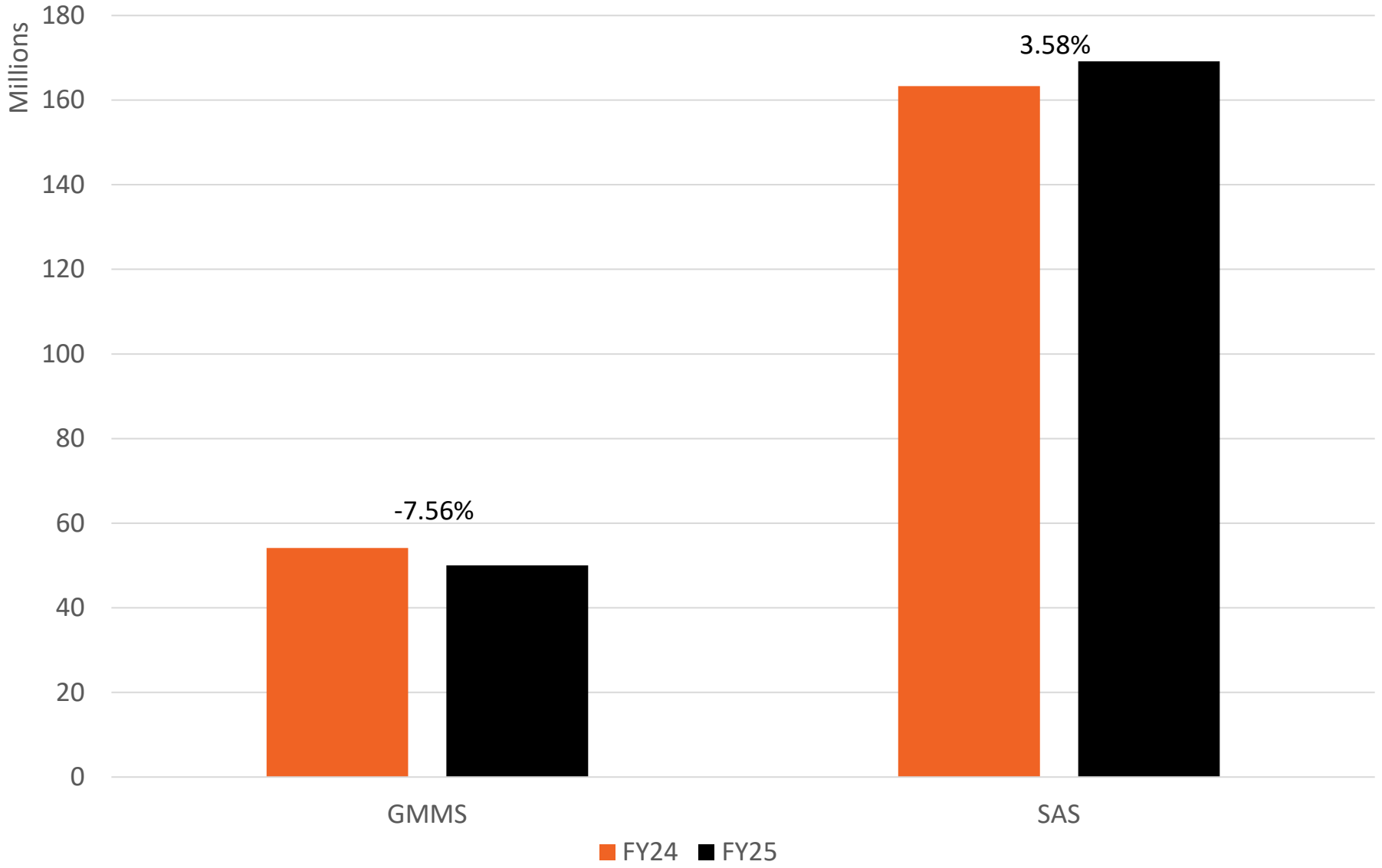
Fiscal Year Instant Sales by Price Point



Fiscal Year Sales by Lotto Game



Fiscal Year Video NMI



Marketing Report

SOUTH DAKOTA LOTTERY
GOOD FUN

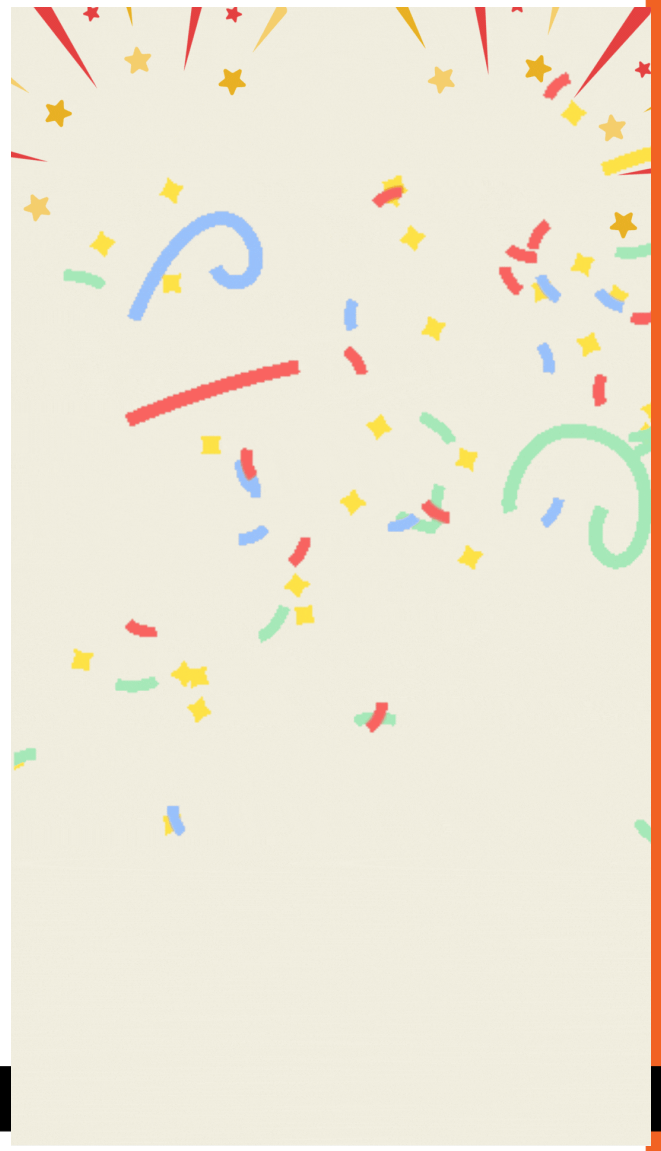
A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

Mega Millions

- Mega Millions sales for the new game begin April 5.
- The average prize has been multiplied by nearly 3.
- The Multiplier has added $151,713 in total prizes!

Double Your Luck Days

- Players could buy a Mega Millions quick pick and get a free Powerball quick pick.
- The promotion took place on Tuesdays and Friday from May 20-30.
- The campaign was utilized 14,788 times.

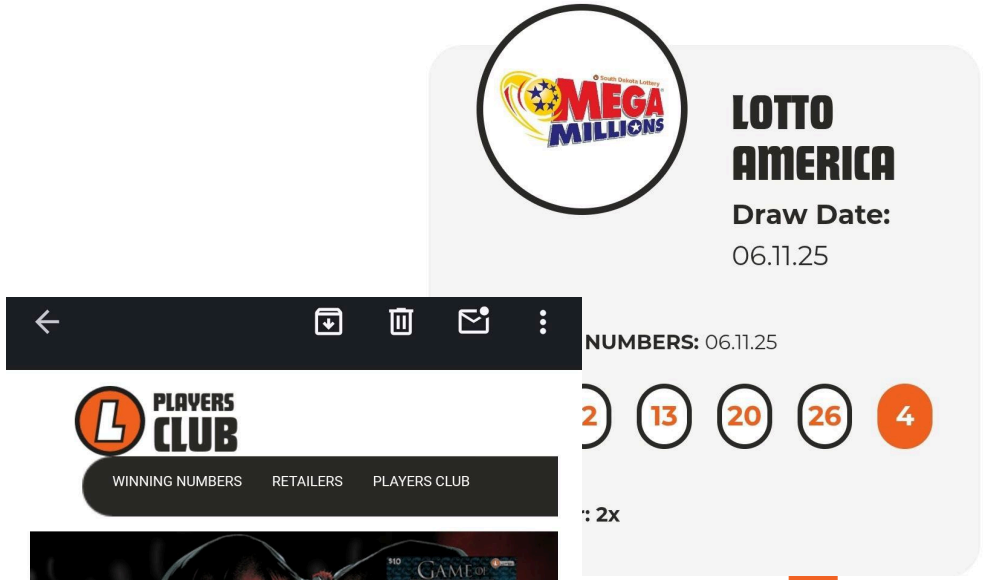


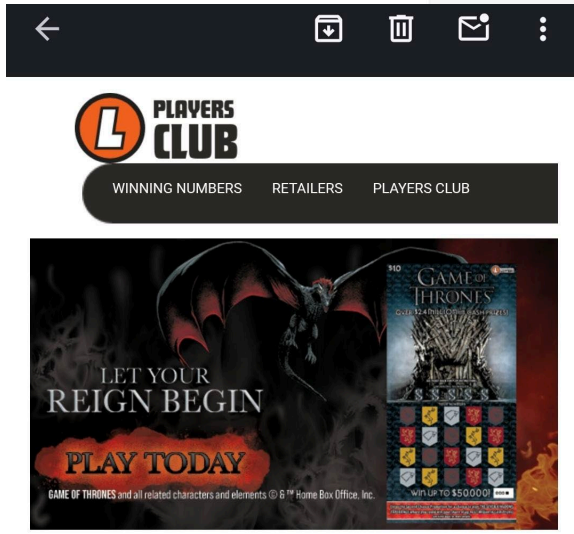
FY 26 Planning

- Discussed plans to market upcoming scratch tickets, lotto games and digital components.
- Our first component of this is a series of research that includes focus groups and an online Players Club series.
- This will help shape our strategy for fiscal year 2026 and beyond.

FY 25 Review

- Paid media efforts generated more than 52 million impressions!
- User generated videos created strong engagement with high click rates.
- More than 2.5 million Players Club Emails sent.
- Garnered more than 1.7 million website views





You could rule the realm with our GAME OF THRONES™ scratch ticket! This key number match style ticket is loaded with prizes, including two $50,000 top prizes!

Overall game odds are 1:3.98.

Didn't win? You can still take the Iron Throne through our second chance drawing.

Enter your non-winning GAME OF THRONES™ tickets before August 1 for a chance to win a trip to Napa Valley, CA!.

That's not all though, our lucky winner and a guest will be treated like royalty, and the winner will have a chance to win their share of a cash prize up to $7 million!

Telly Awards

- The Telly Awards honor regional and local television and video ads.
- We received Gold honors for our “Delivery Guy” series
- We received silver honors for our holiday scratch tickets and winner awareness spots.

SOUTH DAKOTA
LOTTERY™