



AUGUST 2025 MONTHLY UPDATE

Mary R. Harville, President and CEO

Fueling Imagination and Funding Education for all Kentuckians.

AUGUST AT A GLANCE

- August sales totaled \$185.7 million, which is \$3.2 million or 1.8% more than last year at this time.
- Scratch-off sales were \$72.3 million, which is \$8.4 million or 10.4% less than last year at this time.
- Draw game sales totaled \$43.9 million, which is \$3.6 million or 9.0% more than last year at this time. The nearly \$1.8 billion Powerball jackpot is attributed to the higher than normal sales.
- August's iLottery Instant Play sales were \$69.6 million, which is \$8.0 million or 13% more than last year at this time.

The Kentucky Lottery held its annual training for our dedicated sales team that works with our 3,500 retailers across the state.

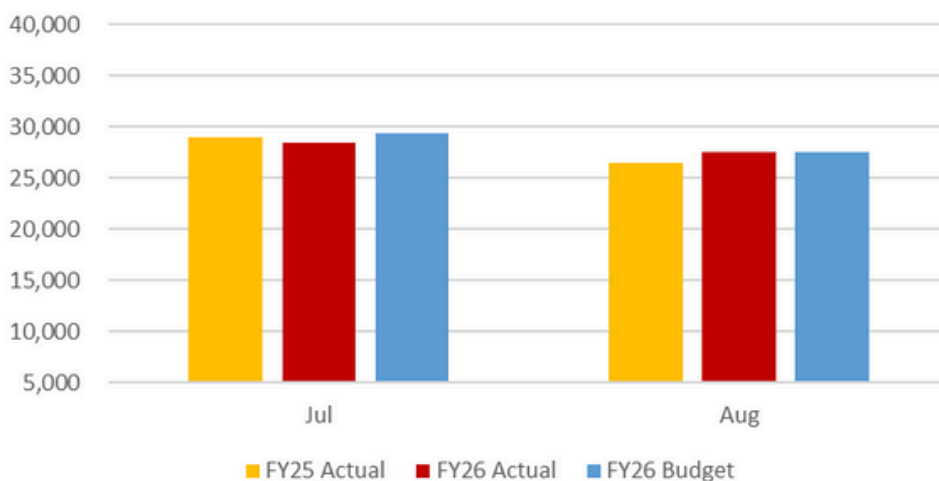


Pictured: The Western Kentucky Region, our top sales region for FY2025.



The Kentucky Lottery sponsored a booth at the 2025 Kentucky State Fair in coordination with KHEAA. Kentuckians learned about the Lottery's mission to fund grants and scholarships for students and their families.

Total Cash Transfers to the Commonwealth
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August Prior	26,500
August Actual	27,500
August Budget	27,500

	FY26 August 2025 ACTUAL	FY25 August 2024 ACTUAL	FY26 August 2025 BUDGET
Sales:			
Gross Instant at Retail	72,257	80,658	79,324
Gross Draw at Retail	40,206	37,628	36,147
iLottery	73,221	64,149	75,124
Ticket Sales	185,684	182,435	190,595
Prize Expense	139,072	135,586	142,439
Other Direct Costs	11,451	11,710	11,869
Gross Profit	35,161	35,139	36,287
Operating Expenses	3,220	2,699	3,157
Operating Income	31,941	32,440	33,130
Non-Operating Income	171	197	111
Net Income With Unclaimed Prizes	32,112	32,637	33,241
Unclaimed Prizes	(296)	(421)	(400)
Net Income	31,816	32,216	32,841

	FY26 YTD 8/31/25 ACTUAL	FY25 YTD 8/31/24 ACTUAL	FY26 YTD 8/31/25 BUDGET
Sales:			
Gross Instant at Retail	135,370	155,392	151,774
Gross Draw at Retail	73,557	73,564	72,108
iLottery	147,237	130,083	145,442
Ticket Sales	356,164	359,039	369,324
Prize Expense	266,176	267,899	276,033
Other Direct Costs	21,584	22,857	22,890
Gross Profit	68,404	68,283	70,401
Operating Expenses	6,824	5,912	7,030
Operating Income	61,580	62,371	63,371
Non-Operating Income	328	382	223
Net Income With Unclaimed Prizes	61,908	62,753	63,594
Unclaimed Prizes	(1,154)	(798)	(800)
Net Income	60,754	61,955	62,794

LOOKING AHEAD

The Kentucky Lottery will have a presence at the Bourbon and Beyond music festival in Louisville. For the first time, draw game tickets, including the popular Kentucky Bourbon Trail® Fast Play ticket, will be available for purchase in vending machines.

As the Powerball jackpot continues to climb, the Kentucky Lottery is preparing for promotional events around the state. These events engage players and increase Powerball sales to continue to fund scholarships and grants for students across the Commonwealth.



The Powerball mascot was popular among players at the State Fair.



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