

## Lottery Sales Unhurt by Plainridge Park Casino

As casino gambling expands in Massachusetts, the Commonwealth has made protecting the state lottery a priority. In determining whether an applicant would receive a license, the MGC evaluated how each applicant proposed to protect the lottery from adverse impacts, including developing cross-marketing strategies and increasing ticket sales to out-of-state residents. As part of the SEIGMA research team, the UMass Donahue Institute's Economic and Public Policy Research team is monitoring lottery sales to assess potential impacts. Detailed findings can be found in [Lottery Revenue and Plainridge Park Casino: Analysis After Two Years of Casino Operation](#).

**Lottery revenues are the largest source of unrestricted local aid and the second largest source of all local aid in Massachusetts. For instance:**

- The lottery's net profit in 2017 was approximately \$1 billion — an all-time high
  - Almost all of these dollars went to Commonwealth municipalities as direct local aid
- The Town of Plainville, which hosts Plainridge Park Casino, received approximately \$700,000 from the lottery and other direct local aid sources in 2017
  - This represents 17% of the Town's total state aid and 2% of total receipts

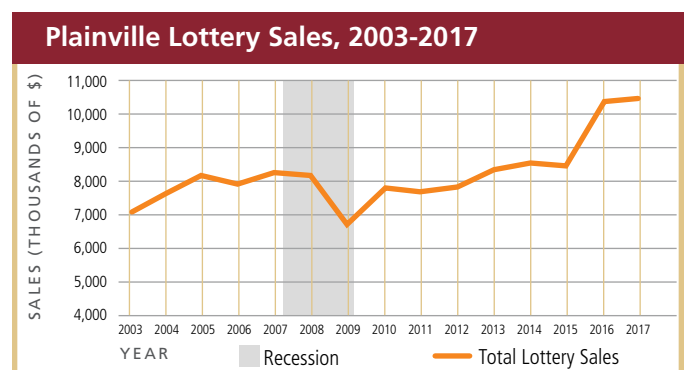
**Analyses of agent-specific lottery sales data suggest:**

- No large, significant decline in lottery sales can be attributed to Plainridge Park Casino
- No pattern between lottery sales growth and proximity to the casino
  - Sales have not uniformly increased at greater distances from the casino

- Lottery sales in Plainville increased approximately 25% in the first year after Plainridge Park Casino opening
  - Remained at that level in the second year of operation
- No notable decline in lottery sales in Plainville since the opening of Plainridge Park Casino



Source: MA Lottery, FY2003-2017, nominal dollars.



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### SEIGMA PROJECT OVERVIEW

SEIGMA is a project that uses experts from several disciplines to carry out the different parts of the Massachusetts Gaming Commission's research effort. The project team is dedicated to working closely with many other groups throughout the Commonwealth. The study uses a state-of-the-art design, rigorous data collection and research methods, and a careful analytic approach to establish the effects of casino gambling at state, regional, and local levels. The SEIGMA team collects its own data as well as using data gathered by other organizations. The SEIGMA study is funded by the Massachusetts Gaming Commission.