Michigan Lottery Quick Facts

Mission of the Michigan Lottery

- To maximize net revenues to supplement state education programs
- To provide fun and entertaining games of chance
- To operate all games and bureau functions with nothing less than total integrity

2014: Another Successful Year

- Record sales: $2.6 billion
  - Tenth straight year of $2 billion-plus sales
- Contribution to School Aid Fund: $742.8 million
  - About $485 for each pupil in state's kindergarten-through-12th grade system
    - Approximately 6.5 percent of total School Aid Fund
  - Eighth straight year of $700 million-plus contribution to School Aid Fund
    - Eight-year total: $5.9 billion
  - Total contributions to School Aid Fund since 1972: Nearly $19 billion
    - Significant benefit to taxpayers
      - Each dollar that the Lottery contributes to the School Aid Fund is a dollar that doesn't have to come from the pockets of taxpayers

MICHIGAN LOTTERY

- Prizes to players: $1.6 billion
- Record total commissions for retailers: $188.6 million
  - Approximately 11,000 Michigan retailers sell Lottery products
  - Retailers benefit from commission on Lottery products
    - Plus each player spends an additional $3 to $4 per visit

Where the Money Goes

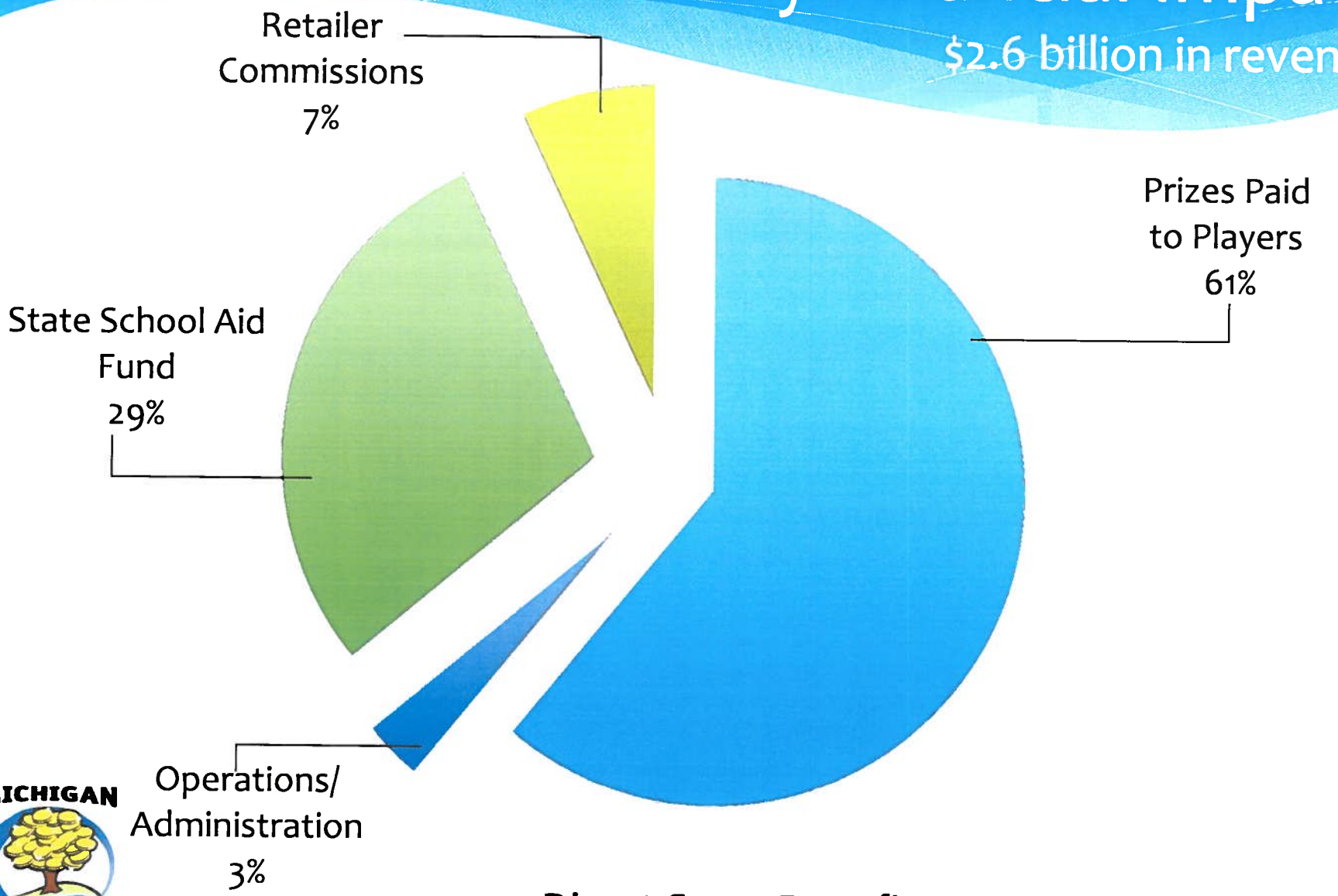
- For each dollar spent on a Lottery ticket in 2014:
  - 29 cents went to the School Aid Fund
  - 61 cents went to prizes for Lottery players
  - 7 cents went to retailer commissions
  - 3 cents covered expenses and administrative costs
- Direct state benefits: 97 cents out of every dollar

Who Plays Lottery Games

- Latest customer research: Lottery players reflect the state's demographics
  - Almost evenly split by gender
  - Ethnicity parallels findings of 2010 U.S. Census
  - 75 percent of players have annual income of $25,000 or more
    - 43 percent have annual income of $50,000 or more
  - 40 percent have college or post-graduate degrees
    - 37 percent have some college
    - 20 percent have completed high school

Lottery Financial Impact

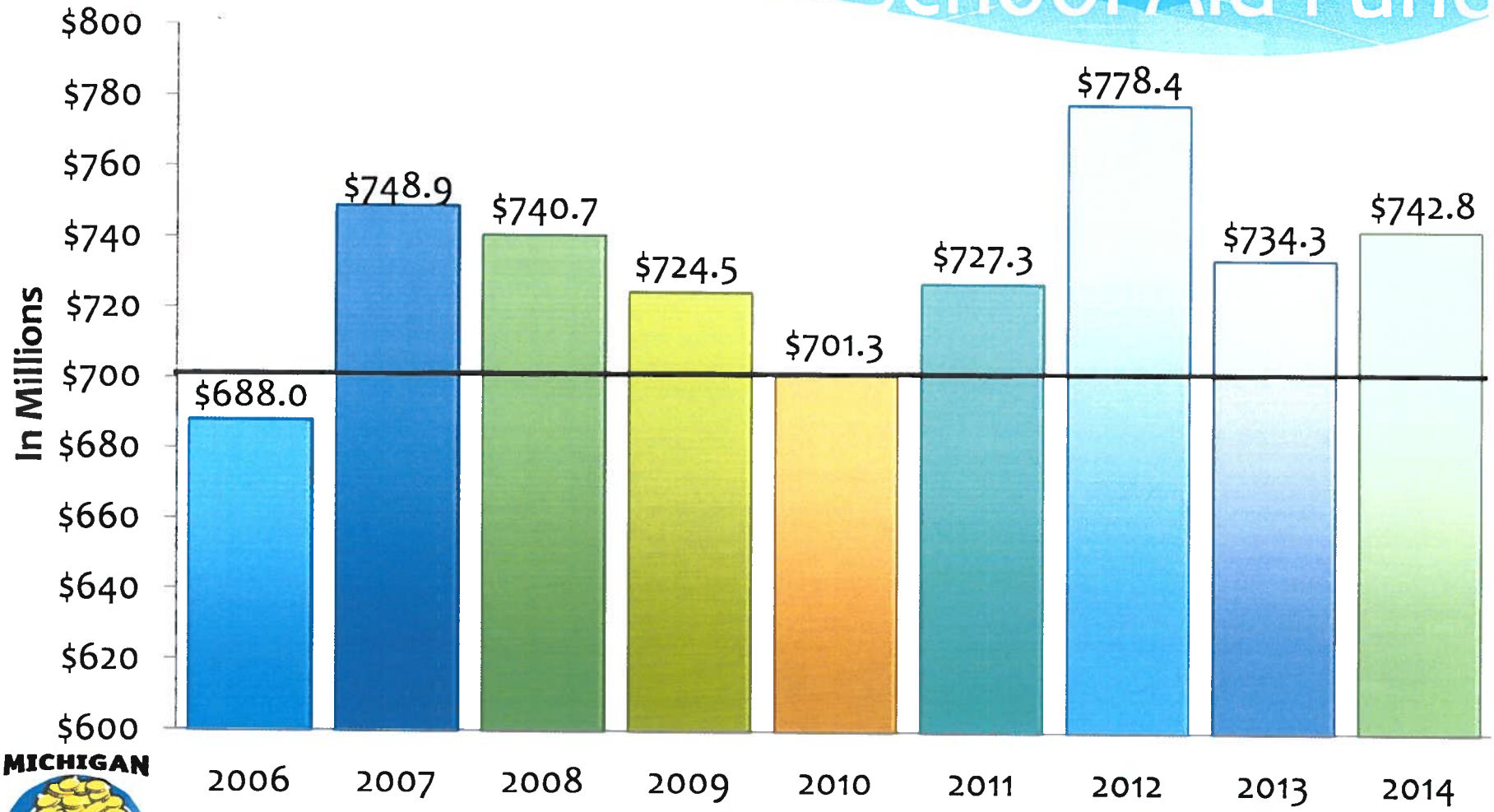
$2.6 billion in revenue



MICHIGAN LOTTERY

Direct State Benefits: 97 cents of every $1

Lottery Contributions: School Aid Fund



MICHIGAN LOTTERY

Lottery revenues comprised approximately 6.5 percent of the School Aid Fund in 2014. The majority of funds come from the state's sales and use tax, earmarked income tax and state education property tax, as well as cigarette, liquor and other taxes.