

# Lottery Sales in New Hampshire

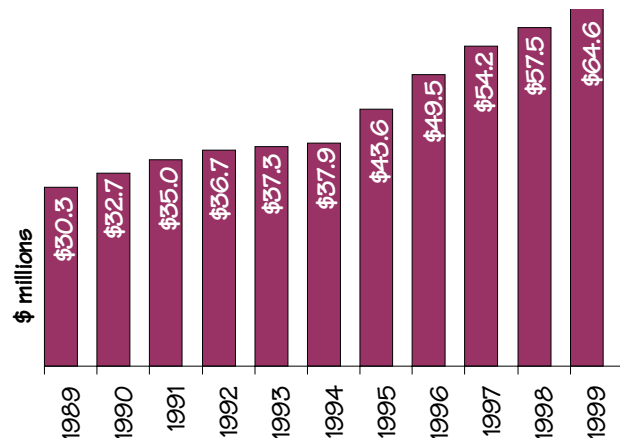
The New Hampshire lottery is the oldest modern day legal lottery in the United States. Governor John King signed the sweepstakes bill in 1963 and the first tickets went on sale in March 1964. Only one type of ticket was sold at three dollars each in 1964. Today a variety of lotto-type games and numerous instant games are available. Lottery sales have totaled more than \$1.8 billion since 1964. Annual sales have increased from \$5.7 million in fiscal year 1964 to more than \$202.4 million in fiscal year 1999.

New Hampshire's schools received an estimated \$64.6 million from the sale of lottery tickets in fiscal year 1999. According to the New Hampshire Sweepstakes Commission, about 32 cents from every New Hampshire lottery ticket sold goes back to the state in the form of aid for education. Schools in the state have received more than \$603 million from lottery sales since 1964.

So where does the rest of the money go? Cost of sales consumes about 66 cents of every dollar; about 54 cents goes to lottery winners and 12 cents goes to other cost of sales such as agent commissions, advertising, and vendor fees. The remaining two cents goes to operating expenses such as salaries, benefits, and ticket printing.

*Elisabeth Picard*

Money Distributed to Schools from Lottery Sales Has Doubled in the Last Ten Years



Money Distributed to New Hampshire Schools from Sales of Lottery Tickets

## The Granite State's Lottery - Yearly Revenue

Fiscal Year	Revenue	Cost of Sales*		Operating Expenses**		Net for Education	
		Amount	% of Sales	Amount	% of Sales	Amount	% of Sales
1989	87,157,937	54,031,036	62.0%	2,777,834	3.2%	30,349,067	34.8%
1990	94,566,729	58,657,447	62.0%	3,230,862	3.4%	32,678,420	34.6%
1991	99,724,542	61,159,464	61.3%	3,536,252	3.5%	35,028,826	35.1%
1992	106,530,552	66,355,044	62.3%	3,433,901	3.2%	36,741,607	34.5%
1993	106,587,946	65,829,576	61.8%	3,468,241	3.3%	37,290,129	35.0%
1994	112,118,195	70,781,219	63.1%	3,474,590	3.1%	37,862,386	33.8%
1995	143,474,699	96,399,824	67.2%	3,432,261	2.4%	43,642,614	30.4%
1996	165,901,621	112,779,033	68.0%	3,581,957	2.2%	49,540,631	29.9%
1997	179,890,876	122,045,911	67.8%	3,638,180	2.0%	54,206,785	30.1%
1998	187,066,779	125,798,298	67.2%	3,763,294	2.0%	57,505,188	30.7%
1999	202,493,547	134,251,696	66.3%	3,662,857	1.8%	64,578,994	31.9%

Source: New Hampshire Sweepstakes Commission, <<http://www.state.nh.us/lottery/yrlyrev.htm>> [December 27, 1999]

\* Cost of sales includes prizes paid and other cost of sales expenses such as agent commissions, advertising, and vendor fees.

\*\* Operating expenses covers salaries, benefits, and ticket printing.