

# A Lottery Heart Of Gold: Gaming and Lottery predictions for 2025 (with a little help from Neil Young lyrics and songs)



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'Comes A Time' after the election you may feel 'Helpless', but I am going to inform you why 'Ordinary People' like us need to think about the 'Restless Consumer', 'For What It's Worth', in the next twelve months.

'Tell Me Why' I should care about 'Walkin' On The Road (To The Future)', even with an 'Old Man' in charge potentially leading America to a 'Fork In the Road'.

Let's see what Lotto Research's 2025 crystal ball says...

## "Keep on Rockin' in the Free World"

Since COVID, the % of Americans who have gambled at least once in a year has increased from two-thirds to more than three quarters in late 2023. This has been primarily driven by increases in sports betting (which has almost doubled over the same period), with other categories also on the rise, including casino play and online play.

Gambling as a preferred recreational activity is also up significantly, while the importance of gambling to those playing has also risen significantly over the last two years..

Lotto Research fully expects **these gambling trends to continue to increase into the next calendar year**, as U.S. laws are further relaxed and competition in the Lottery and Gaming space increases.

## "Are you my friend? Or are you my enemy?"

The legalization of sports betting and ways to gamble on a state-by-state basis has also increased the market scope in 2024, with 38 states now having some form of legalized sports betting. The two prized states of

Texas and California have had several attempts to legalize, but 2025 provides another time-period to attempt to pass legislation (and probably tens of millions of dollars in bribes, sorry I mean "lobbying").

Personally, until May 2023, I had held out on adding a sports betting app' to my precious iPhone. (Sidebar. Did you know that us humans touch their phones 2,617 times a day...and that number was from a 2016 study. Frightening. You just put your phone down didn't you!). I now own four sports betting apps, purely for research purposes. Don't tell my wife.

Lotto Research predicts at least two of the top ten sports betting companies will be bought out in 2025, leading to more market consolidation. Consolidation enables online destinations to entice players with bonus offers to try new game categories and further divide the amount they spend on any one game like lottery.

## "A dreamer of pictures"

Social media is central to the "attention economy". A player's attention is a valuable resource, and U.S. lotteries need to capture it and sustain it with compelling online experiences to combat that the competition. Expanded Player's Clubs, greater second chance experiences and prizes and being an integral part of player's daily routines and lives, whether they decide to play or not. I started playing Connections in the NY Times earlier this year, and I haven't missed a single day since.

Lotto Research believes the "attention economy" is an evil necessity that lotteries will embrace at record levels



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in 2025. **We predict a Lottery Instagram followers boom!** FL Lottery hits 150k followers, CA Lottery 120k, and my tri-state gang of PA, NJ and NY all hit 50k each...not quite the levels of Ronaldo (642m) and Messi (504m), but it's progress, and it's poised to explode.


## "Attention shoppers, buy with a conscience and save"

Thirty states currently allow sports betting online, while 14 states have some form of iLottery and 18 states allow Jackpocket (owned by DraftKings) to collect your lottery monies. If anyone thinks that's the only Lottery-type product that the sports betting operators will produce, maybe you didn't see they missed their revenue target in Q3 2024. **We can expect DraftKings, and online gambling behemoths of all stripes, to increase their focus on attracting new customers from the massive \$100 billion+ lottery player-base.**

Lotto Research predicts greater competition arriving from uncharted territory in 2025, and likely with directly

*continued on page 44*

competitive “lottery style” games (except with much higher prize-payout percentages).


 **“My life is changing in so many ways I don't know who to trust anymore”**

As with almost all forms of gambling, players are almost equally focused on playing for entertainment whilst also wanting to win.

In an increasingly competitive market, lotteries are going to not only have to meet the winning needs of players' (in reality a sports bet's odds, in the eye of the gambler are either win or lose, so 1 in 2 odds, whilst some of the better odds Scratch tickets are a 1 in 3 win proposition), but also develop communications on how players can play and spend responsibly, to ensure the Lottery industry can retain its credibility with players and non-players alike.

The Arizona Lottery already has a \$50 ticket with 1 in 2.18 overall odds, while Maryland's 50th Anniversary ticket, 50 Years!, has odds of winning at 1 in 2.44 and all but four of their 100+ top prizes of \$10,000 or more (including three \$5m jackpots) have been claimed.

Lotto Research believes someone in North America will come up with a Lottery game with the best-ever odds in 2025. A single win on a low-cost ticket can make or break a person's day, and maybe their life. Of course, that is the unique value proposition that lottery represents, and no competitor can take that away.

 **“Where did all the money go”**

Currently, the most successful state lotteries, ones that have the highest trust levels among their constituents, have a strong product offering that includes an excellent responsible gaming program combined with clear and concise messages about for whom and how the funds for good causes are helping in their state.

**Each state that runs a Lottery is**


**significantly better off year after year, with unprecedented levels of funding for good causes in 2024.**

How will this get even better in 2025?

Maybe Virginia cracks \$1bn in support for K-12 public education. In a single year!

Iowa and California lotteries turn 40 in 2025, so our Veterans will no doubt see more funding and our children out west will see even greater benefits at their schools every single day. North Carolina and Oklahoma hit the double decade mark anniversary, so expect a bonanza year for additional funds towards their burgeoning education systems.

Lotto Research is adamant that 2025 will be a record year for money to good causes from U.S. state lotteries. (Ok, this is akin to me predicting the Cowboys won't win the SuperBowl, but blurring the obvious is blatantly beneficial, especially when our beneficiaries benefit. Try saying that after a bottle of Blanton's bourbon.)

 **“Alabama, you've got the rest of the union to help you along.”**

Alabama failed by one vote to have a Lottery in 2024. Rep. Chris Blackshear who sponsored the bill to bring legalized Lottery and Casinos to the state said more revenue would have been raised by the gambling and lottery package to support retirees and pay for rural health care, among other things. His comments drew applause on the Alabama House floor. “So don't pour something on my leg and tell me it's raining,” Blackshear said. “(The voters) are not as ignorant as you think they are.”


Lotto Research says ‘Roll Tide in 2025’, giving us our 46th State Lottery. If Nick Saban was in charge of the legislature it would no doubt have already happened.

 **“Think I'll roll another number for the road”**

One of the two big numbers-games is getting revamped in April 2025. Mega Millions is becoming the first national \$5 draw game. There will no doubt be

an adjustment period, but in a country where felonies and insurrections are quickly forgotten, the former Big Game will no doubt go from strength to strength even with this cost increase. Heck, I paid \$7 for a coffee over the weekend and didn't blink. Even worse, it was actually a cup of tea (I am still English after all) but you get the point. Let's hope the early rolls ensure the half-billion jackpot tipping point is hit more frequently to bring in those much sought after casual players.

Lotto Research predicts the record \$1.602 billion Mega Millions record jackpot will be beaten in 2025.

 **“They're gonna bring the good things back, nose-to-the stone people. Put the business back on track, ordinary people.”**

Yes, with economic factors playing a more significant role in 2024 than ever before, the fight for that all important entertainment dollar leading to greater funds for good causes is tougher than ever. But the people I know love and respect in his industry and will use all their experience and passion to ensure that 2025 is the best year for Lottery in its history, irrespective of the political climate.

With this in mind, before the ball drops on the last Powerball First Millionaire Of The Year on New Year's Rockin Eve, **I hope each of you might take a moment to text or email me at least one Gaming or Lottery prediction for 2025 that isn't covered by Neil and me in this article, and we'll print the best ones in the January/February 2025 issue of PGRI magazine.**

Trust me I'm a (forward thinking) researcher

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