

BLOOMBERG RANKINGS

STATE LOTTERIES

More than \$50 billion was spent on lottery tickets in the U.S. in 2010, while prizes totaled \$32.8 billion.

Which states gave ticket buyers the biggest bang for the buck?

MOST GENEROUS PAYOUTS

Rank	State	Total ticket sales (\$M)	Prizes awarded (\$M)	Prize payback (%)
1	Massachusetts	4,414.29	3,174.89	71.9
2	Oregon	320.70	215.62	67.2
3	Tennessee	1,138.02	741.95	65.2
4	Missouri	971.86	628.06	64.6
4	Arkansas	383.70	247.72	64.6
6	Georgia	3,387.43	2,129.14	62.9
7	Vermont	97.48	61.12	62.7
8	Colorado	501.20	313.72	62.6
9	South Carolina	1,007.16	628.34	62.4
10	Indiana	740.34	456.30	61.6
11	Texas	3,738.37	2,300.18	61.5
11	Rhode Island	234.62	144.27	61.5
11	Maine	217.03	133.44	61.5
14	Minnesota	498.97	305.32	61.2
15	Connecticut	996.85	608.76	61.1
16	Pennsylvania	3,065.72	1,867.08	60.9
17	Ohio	2,490.19	1,513.72	60.8
18	Maryland	1,706.57	1,034.16	60.6
19	Arizona	551.49	333.11	60.4
20	Florida	3,900.50	2,346.16	60.2
21	Idaho	147.23	88.28	60.0
22	Illinois	2,191.42	1,313.22	59.9
23	Michigan	2,359.23	1,408.92	59.7
24	West Virginia	181.22	107.98	59.6
25	Washington	491.02	291.83	59.4
25	Virginia	1,435.13	852.71	59.4
27	New Hampshire	234.09	138.91	59.3
28	North Carolina	1,421.31	836.61	58.9
29	Iowa	256.26	150.45	58.7
30	Kentucky	723.42	421.91	58.3
30	New York	6,781.00	3,951.23	58.3
32	New Jersey	2,605.10	1,511.91	58.0
33	Nebraska	130.58	75.03	57.5
34	Wisconsin	480.94	272.99	56.8
35	Kansas	235.41	132.61	56.3
36	South Dakota	45.54	25.52	56.0
37	New Mexico	146.46	81.41	55.6
38	Montana	46.85	25.94	55.4
39	Delaware	136.76	72.54	53.0
39	California	3,040.96	1,611.37	53.0
41	Oklahoma	199.75	105.09	52.6
42	North Dakota	24.42	12.64	51.8
43	Louisiana	372.39	189.75	51.0

LOTTERY SPENDING

Rank	State	Annual lottery spending per adult	Spending as % of personal income per adult
1	Massachusetts	\$860.70	1.30%
2	Georgia	470.73	1.00
3	New York	450.47	0.72
4	New Jersey	387.28	0.58
5	Maryland	386.05	0.60
6	Connecticut	361.56	0.50
7	Michigan	312.91	0.68
8	Pennsylvania	309.35	0.59
9	South Carolina	284.12	0.66
10	Rhode Island	283.15	0.52
11	Ohio	282.79	0.59
12	Florida	263.56	0.54
13	Tennessee	234.64	0.51
14	Virginia	233.45	0.40
15	New Hampshire	227.44	0.41
16	Illinois	225.92	0.40
17	Kentucky	218.16	0.51
18	Missouri	212.97	0.44
19	Maine	205.95	0.44
20	Texas	204.51	0.39
21	Delaware	197.58	0.38
22	Vermont	196.33	0.39
23	North Carolina	195.94	0.42
24	Arkansas	174.06	0.40
25	Indiana	151.84	0.33
26	Colorado	131.77	0.23
27	Idaho	129.37	0.29
28	Minnesota	124.13	0.22
29	West Virginia	123.65	0.30
30	Arizona	115.79	0.25
31	Kansas	110.72	0.21
32	Wisconsin	110.63	0.22
33	Iowa	110.54	0.22
34	Louisiana	109.03	0.22
35	California	108.77	0.19
36	Oregon	108.18	0.23
37	Nebraska	95.51	0.18
38	Washington	95.47	0.17
39	New Mexico	95.07	0.21
40	South Dakota	74.49	0.14
41	Oklahoma	70.79	0.15
42	Montana	61.18	0.13
43	North Dakota	46.72	0.08

SUCKER INDEX

Rank	State	Ticket sales less prizes awarded (\$M)	Total personal income (\$M)	Sucker Score
1	Georgia	1,258.28	339,877	37.0
2	Massachusetts	1,239.40	339,334	36.5
3	New York	2,829.77	943,582	30.0
4	Michigan	950.31	345,857	27.5
5	South Carolina	378.82	151,574	25.0
6	New Jersey	1,093.19	452,648	24.2
7	Maryland	672.42	285,642	23.5
8	Ohio	976.46	420,124	23.2
9	Pennsylvania	1,198.64	520,343	23.0
10	Florida	1,554.34	724,768	21.4
11	Kentucky	301.50	141,866	21.3
12	Rhode Island	90.35	44,702	20.2
13	Connecticut	388.09	197,644	19.6
14	Delaware	64.22	36,007	17.8
15	Tennessee	396.06	223,529	17.7
16	North Carolina	584.70	335,757	17.4
17	Maine	83.59	49,046	17.0
18	New Hampshire	95.18	57,721	16.5
19	Virginia	582.42	357,484	16.3
20	Illinois	878.20	544,926	16.1
21	Missouri	343.81	223,051	15.4
22	Texas	1,438.19	961,455	15.0
23	Vermont	36.36	25,281	14.4
24	Arkansas	135.98	96,369	14.1
25	Indiana	284.04	222,877	12.7
26	West Virginia	73.24	59,868	12.2
27	Idaho	58.96	50,784	11.6
28	Louisiana	182.64	170,226	10.7
29	Arizona	218.39	222,678	9.8
30	Wisconsin	207.95	218,996	9.5
31	New Mexico	65.05	69,331	9.4
32	Kansas	102.80	112,829	9.1
33	Iowa	105.80	117,620	9.0
33	California	1,429.59	1,594,915	9.0
35	Colorado	187.47	214,607	8.7
36	Minnesota	193.65	229,379	8.4
37	Nebraska	55.55	73,700	7.5
37	Oregon	105.08	140,741	7.5
39	Oklahoma	94.65	134,641	7.0
40	Washington	199.19	288,993	6.9
41	South Dakota	20.02	33,003	6.1
42	Montana	20.91	34,964	6.0
43	North Dakota	11.78	29,410	4.0

METHODOLOGY: Prize payback is the percentage of ticket sales returned in prizes. The Sucker Score is calculated by subtracting the total dollar amount of prizes awarded from the total dollar amount of ticket sales. The difference is then divided by the total personal income of the state's residents. A higher resulting number indicates a greater propensity for "suckerdom." Lower prize payout and/or higher per-capita spending on lottery tickets lead to a higher Sucker Score.

All data is for 2010. Data does not include video lottery games. Alabama, Alaska, Hawaii, Mississippi, Nevada, Utah and Wyoming do not have state lotteries.

SOURCE: U.S. Census 2010, Bureau of Economic Analysis, Fiscal Year 2010 Annual Reports of state lottery commissions.