



# RESPONSIBLE GAMING 2021 ANNUAL REPORT

The Illinois Lottery is committed to responsibly growing sales and maximizing economic benefits for the State of Illinois, while providing players with tools and resources to support positive play. Our responsible gaming program is structured around the World Lottery Association Responsible Gaming Framework, which establishes international best practice for lottery responsible gaming.

## RESEARCH AND INSIGHTS

The Illinois Lottery commissions and uses research to gather insights to: (1) inform product development, (2) understand the attitudes and behaviors of key stakeholders in relation to responsible gaming (including players, retailers, and employees), and (3) strengthen our responsible gaming program.

- The Illinois Lottery regularly surveys its retail network to measure retailer satisfaction with our responsible gaming program and to gather information about additional responsible gaming support that may be helpful at retail locations.
- The most recent retailer survey in early 2021 led to the implementation of additional in-store signage that supports ID'ing of players who appear to be 25 years of age or under.
- The Illinois Lottery regularly conducts research on a broad selection of players, and continues to enhance responsible gaming initiatives using the findings from its 2020 Positive Play Scale study. Enhancements include additional gambling literacy messaging to players via social media and the incorporation of social proof methodology into responsible gaming campaigns.

## PLAYER PROGRAM

The Illinois Lottery provides tools and information to support informed, positive play and minimize the risk of minors playing Illinois Lottery games.

- Information about how to play Illinois Lottery games, game odds, and problem gambling resources are readily available on the Illinois Lottery website and app.
- During March 2021, the Illinois Lottery implemented a statewide Problem Gambling Awareness campaign to increase awareness of problem gambling and available treatment services. Promotion of the campaign included targeted player messaging through our monthly digital newsletter to online players, radio public service announcements, in-store messaging, social media messaging, and billboard messaging in the Springfield area.
- During December 2021, the Illinois Lottery launched its statewide "Gift Responsibly" campaign to widely promote the message that lottery tickets are not suitable gifts for children. Campaign efforts included social media messages, radio public service announcements, messaging on customer-facing screens in lottery retail locations, advertisements, and a media release issued jointly with the Illinois Council on Problem Gambling.

## RETAILER PROGRAM

The Illinois Lottery has a vast network of over 7,000 retail outlets across the State, who act as the frontline in distributing responsible gaming information, tools, and resources to Illinois Lottery players.

- The Illinois Lottery sends retailers regular communications on responsible gaming matters via the bi-monthly Lottery Lowdown, terminal messages, and the retailer information portal.
- In response to feedback received on the 2021 responsible gaming retailer satisfaction survey, the Illinois Lottery designed and distributed additional signage, reminding all players of the Illinois Lottery's policy to ID all lottery customers who appear 25 years or younger.
- The Illinois Lottery provides retailer training via the online Retailer Resources webpage at IllinoisLottery.com. The trainings help raise awareness of potential problem gambling warning signs and highlight the importance of preventing underage play by ID'ing all Illinois Lottery customers who appear to be 25 years of age or under.

## **EMPLOYEE PROGRAM**

The Illinois Lottery is committed to ensuring all employees understand the importance and value of a strong responsible gaming program and have the resources and knowledge needed to incorporate responsible gaming principles into day-to-day operations.

- New employees receive responsible gaming training as part of the on-boarding process and complete a follow-up survey to measure understanding and training effectiveness.
- Employees participate in an annual responsible gaming policy review and a refresher training.
- Bespoke training is provided to various areas of the business to ensure responsible gaming best practices are adhered to throughout marketing, digital content, and public relations efforts.
- Regular communication on responsible gaming is provided to employees throughout the year via internal newsletters, internal social channels, and “lunch and learn” training sessions.

## **GAME DESIGN**

The Illinois Lottery reviews all new games and game changes to ensure that its products balance fun and entertainment with an acceptable level of risk.

- All new games are reviewed to ensure potential risks are mitigated and no elements or imagery that would primarily appeal to children are included.
- Game updates during 2021 include the addition of a third weekly Powerball® draw and changes to the prize structure for Pick 3 and Pick 4. These updates were reviewed for potential problem gambling risks prior to public release.
- In December, a new post-implementation game review process was piloted to monitor new, in-market games for any potential problem gambling impacts.

## **REMOTE GAMING PROGRAM**

Recognizing that there are unique risks associated with remote gaming, the Illinois Lottery promotes positive play online by providing players with additional safeguards, tools, and information.

- The Illinois Lottery's online gaming platform provides players with a variety of responsible gaming tools and resources, including deposit and wallet limits, age and identity verification, self-exclusion information, and detailed play history.
- The responsible gaming webpages on IllinoisLottery.com are regularly reviewed and updated to ensure the information is clear and current.
- The Illinois Lottery launched its latest draw-based game, Fast Play®, online in late 2021. To address unique aspects of Fast Play, the Illinois Lottery scoped and implemented several new responsible gaming safeguards for online players. The following safeguards are currently available: pop-up alerts every 30 minutes to encourage play reflection, a mandatory 15-minute break after every five hours of uninterrupted account login, and a mandatory daily maximum for Fast Play ticket purchases.

## **ADVERTISING/MARKETING COMMUNICATIONS**

The Illinois Lottery is committed to advertising its games and promotions in a responsible manner and includes responsible gaming messaging on all marketing materials.

- All new marketing campaigns comply with applicable State and federal laws, rules, and policies; the Private Management Agreement; and the Marketing Code of Conduct.
- Bespoke responsible gaming training for members of the Marketing and Public Relations teams is provided on an annual basis.
- The back of every lottery ticket includes the Illinois Problem Gambling Helpline number (1-800-GAMBLER) and a concise statement regarding available crisis counseling and referral services for families experiencing difficulty as a result of problem or compulsive gambling.

## TREATMENT REFERRAL

The Illinois Lottery supports problem gambling treatment services and readily promotes the availability of these services in Illinois.

- The Illinois Lottery, along with other in-State gaming providers, helps fund the Illinois Problem Gambling Helpline (i.e., 1-800-GAMBLER).
- The Illinois Lottery promotes the 1-800-GAMBLER hotline on key player-facing channels, including the back of all play slips, draw tickets printed in-store, and instant tickets.
- The Illinois Lottery website and app provide detailed information about problem gambling resources available in Illinois.
- The Illinois Lottery works closely with professionals at the 1-800-GAMBLER helpline to review anonymized monthly metrics for insights into changes in overall play behavior.

## STAKEHOLDER ENGAGEMENT

The Illinois Lottery actively engages stakeholders to share information about its activities and gather feedback for further consideration.

- The Illinois Lottery works with problem gambling treatment providers to gather valuable input into our responsible gaming program.
- As a key resource in the responsible gaming space, the Illinois Lottery supports programs spearheaded by the National Council on Problem Gambling, including Problem Gambling Awareness Month in March and the Gift Responsibly campaign in November and December.
- The Illinois Lottery maintains open and active communication with the Illinois Problem Gambling Helpline provider to collect and analyze anonymized call data on Illinois Lottery products.

## MEASUREMENT AND REPORTING

To provide transparency and insight into the Illinois Lottery's progress, regular reports are provided to regulators, senior management, and other key stakeholders. Metrics are tracked in relation to each responsible gaming program area to measure effectiveness and identify improvement opportunities.

- An annual responsible gaming report is published on the Illinois Lottery website and shared with key stakeholders.
- Quarterly reports on Illinois Lottery efforts, including the responsible gaming program, are provided to the Governor's Office and published on the Illinois Lottery website.
- Updates on the Illinois Lottery's responsible gaming program are provided in monthly governance meetings and quarterly Lottery Control Board meetings.

## A SNAPSHOT OF RESPONSIBLE GAMING MEASURES

METRIC	ACTUAL 2021	TARGET 2021	ACTUAL 2020
Certification under the World Lottery Association Responsible Gaming Framework	Level 3	Level 3 <sup>1</sup>	Level 3
Employee belief that Camelot is committed to social responsibility	79%	72% <sup>2</sup>	86%
Retailer satisfaction with problem gambling resources <sup>3</sup>	91%	- <sup>4</sup>	-
Percentage of active online players who set an online deposit limit (below mandatory of \$1,050)	15%	12% <sup>5</sup>	6%
Percentage of callers to the 1-800-GAMBLER helpline who identified lottery as their primary gambling preference	11%	- <sup>6</sup>	15% <sup>7</sup>

<sup>1</sup> The Illinois Lottery is preparing to make a submission for Level 4 certification in the May 2022 round.

<sup>2</sup> Based on the Culture Amp average score of Consumer Goods and Services, North America 2021.

<sup>3</sup> Due to the size and scale of the retail network, the Illinois Lottery intends to complete a retailer satisfaction survey every two years.

<sup>4</sup> This was the first responsible gaming retailer satisfaction survey of its kind conducted, which intended to capture a benchmark.

<sup>5</sup> This target reflects a doubling of the 2020 measure. The Illinois Lottery plans to grow this target over time.

<sup>6</sup> No target is set for the number of callers to the helpline. Data is tracked over time to identify shifts in player behavior. The Illinois Lottery readily promotes access to the helpline across a number of player-facing touchpoints.

<sup>7</sup> The 2020 measure reflects callers who identified lottery as their primary or secondary gambling preference.