



RESPONSIBLE GAMING 2023 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.

CERTIFICATIONS

To ensure continuous improvement of responsible gaming efforts consistent with industry best practices, the Illinois Lottery maintains nationally and internationally recognized responsible gaming certifications.

- **WLA Responsible Gaming Framework - Level 4.** The Illinois Lottery maintains the highest level of responsible gaming certification from the World Lottery Association. To qualify for Level 4 certification under the rigorous standards, the Illinois Lottery demonstrates an ongoing commitment to incorporate and continuously improve responsible gaming practices in day-to-day operations.
- **NASPL-NCPG Responsible Gaming Verification - Sustaining Level.** The Illinois Lottery maintains the highest level of responsible gaming verification from the North American Association of State and Provincial Lotteries and the National Council on Problem Gambling by demonstrating strong leadership in responsible gaming efforts.

RESEARCH AND INSIGHTS

The Illinois Lottery commissions and reviews research to better understand the attitudes and behaviors of players, retailers, and employees to monitor and strengthen responsible gaming efforts.

- The third Positive Play Study (PPS) was performed in April 2023 in partnership with international research provider, Gamres Limited, to measure responsible gaming-related beliefs and behaviors among Illinois Lottery players. Findings from the study revealed that:
 - Overall, most respondents who gamble in Illinois hold positive play beliefs and engage in positive play behaviors.
 - Illinois Lottery players scored highest in the category of Personal Responsibility - the extent to which they believe they should take ownership of their gambling behavior.
 - Illinois Lottery players scored lowest in the category of Gambling Literacy - the extent to which they have an accurate understanding about the nature of gambling.
 - While the 2023 PPS scores were lower compared to the findings from 2020, the scores of players who only play the Illinois Lottery were higher. A higher number of sports bettors in the 2023 sample appeared to lower the overall PPS scores.
 - Illinois' 2023 findings are consistent with Gamres Limited's findings in other jurisdictions – overall PPS scores are down while online sports betting is up.
- In advance of the 2023 Problem Gambling Awareness Month (PGAM) campaign, testing was performed to identify a message that was understandable, memorable, and well-liked. "Help and hope are here: call 1-800-GAMBLER" tested best and was selected to lead the campaign.
- Awareness of the 2023 PGAM Campaign was measured as part of the 2023 Positive Play Study. Thirty-five percent of respondents reported seeing information during March about problem gambling awareness or support services from the Illinois Lottery and 25% said they saw such information but not from the Illinois Lottery.
- To inform the development of the 2023 holiday Gift Responsibly campaign, a survey of players was performed to identify the top message for communicating that lottery tickets are never appropriate gifts for minors. "Lottery games are for grown-ups – not kids" was the strongest performing message overall, and tested best among Hispanic respondents and respondents with low and medium PPS scores for clearly communicating the campaign goals.

PLAYER PROGRAM

Tools and information are made readily accessible by the Illinois Lottery to support informed, positive play and minimize the risk of minors playing Illinois Lottery games.

- The Be Smart, Play Smart® Responsible Gaming pamphlet was translated into Spanish and distributed by Lottery Sales Representatives to retail locations that would benefit from having the Spanish version. Reputable translation services were procured to ensure necessary updates were made to the translated content to maintain clarity and messaging accuracy. Both English and Spanish versions of the pamphlet are also available on IllinoisLottery.com.
- During March 2023, the Illinois Lottery implemented a statewide Problem Gambling Awareness campaign to raise awareness of problem gambling and available treatment services. Promotion of the campaign included messaging on customer-facing screens at lottery retail locations, a media release issued jointly with the ICPG, radio public service announcements, social media posts, and billboard messaging in the Springfield area.
- During November and December 2023, the Illinois Lottery launched its annual statewide Gift Responsibly campaign to promote the message that lottery tickets are not suitable gifts for minors. Promoted with the player-tested headline: "Tis the season to gift responsibly. Lottery games are for grown-ups not kids," campaign efforts followed the NCPG's guidance for level 3—the highest level—participation. New in 2023 to campaign efforts, the Illinois Lottery also incorporated signage at retail points-of-sale that was dedicated to exclusively and prominently displaying the gift responsibly campaign message.

RETAILER PROGRAM

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

- The Illinois Lottery provides year-round retailer responsible gaming refresher training via the online Retailer Resources webpage at IllinoisLottery.com. The training helps 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. Efforts to include the training on the retailer sales terminals were finalized and this additional access is intended to be available in 2024.
- The Illinois Lottery sends retailers regular communications on responsible gaming matters via the bi-monthly Lottery Lowdown, terminal messages, and the retailer information portal.
- Each month, retailers receive a tip card with information about current games. Each tip card also includes a "Responsible Gaming Tips 101" section, which provides reminder information on the 1-800 GAMBLER helpline, the Be Smart, Play Smart® Responsible Gaming Guide, and the importance of ID'ing lottery customers who appear 25 years of age or younger.
- Retailers received extra messaging throughout the Problem Gambling Awareness Month and Gift Responsibly campaigns to ensure they have the information and resources necessary to support the Illinois Lottery's efforts to prevent the sale of lottery tickets to minors and are aware of the resources available to support anyone seeking problem gambling support.

EMPLOYEE PROGRAM

Ensuring employees of the Illinois Lottery understand the importance of a strong player protection program and have the resources and knowledge needed to incorporate responsible gaming principles into day-to-day operations are foundational to the Illinois Lottery's responsible gaming efforts.

- New employees receive responsible gaming training as part of the on-boarding process. Prior to each training, employees complete a pre-training survey to help identify any needed areas of focus during the training. Training participants also complete a post-training survey to measure understanding and training effectiveness.
- A responsible gaming "Lunch Byte" training was offered to employees in March as part of the Problem Gambling Awareness Month campaign efforts. The training provided a refresher on the ways in which the Illinois Lottery promotes a fun and healthy gaming environment for players. Nearly 40% of employees participated in the optional training and feedback received on the training was positive.
- A bespoke responsible gaming training was provided to the Illinois Lottery's external marketing agency to reinforce the importance of the Lottery's positive play commitment, review the responsible gaming-related guidelines specified in the Marketing Code of Conduct, and ensure that responsible gaming best practices are prioritized during the creation and distribution of Illinois Lottery marketing materials.
- Employees participate in an annual responsible gaming policy review, and regular communication on player protection is provided to employees throughout the year via internal newsletters and social channels.

GAME DESIGN

All new games and game changes are reviewed to ensure that Illinois Lottery 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 minors are included.
- Game updates during 2023 included the addition of a \$50 price point to the instant tickets offered at retail. The new price point was reviewed for potential problem gambling risks prior to public release.
- The Illinois Lottery continues to review new, in-market games for potential problem gambling impacts so that any unanticipated risks arising post-launch can be mitigated.

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 age and identity verification, deposit and wallet limits, play exclusions, detailed play history, and play break reminder pop ups.
- A maximum rolling 7-day deposit limit of \$1,050 is set for all players at registration. Players may lower their deposit limit—which will take immediate effect—at any time within the Account Management section of their Illinois Lottery account or by calling the Illinois Player Hotline at 1-800-252-1775. Players seeking to raise a previously lowered deposit limit must wait 24-hours for such change to take effect.
- Illinois Lottery players can choose to opt-out of playing games online for a period of five years. The 2023 Positive Play Study examined whether additional exclusion period options, ranging between one day and ten years, would be useful to add. Overall, respondents did not express much preference for one option over another, but the Illinois Lottery will continue to review expanding the online exclusion period options.

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 helpline on key player-facing channels at retail, including the back of all play slips, draw tickets printed in-store, and instant tickets.
- Detailed information about problem gambling resources available in Illinois can be easily accessed through the Illinois Lottery website and mobile app.
- As part of the 2023 PGAM campaign efforts, the Illinois Lottery promoted the statewide problem gambling resource webpage [AreYouReallyWinning.org](https://www.illinoislottery.com/areyoureallywinning) in social media posts.

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 (Code).
- The Marketing Code of Conduct provides the foundation for the Illinois Lottery's advertising and marketing communications practices, compliance initiatives, and training. The Code incorporates principles from the North American Association of State and Provincial Lotteries (NASPL) Advertising Guidelines and the World Lottery Association (WLA) Best Practice Marketing/Communications Guidelines, and was reviewed for necessary updates in 2023.
- A comprehensive review of the responsible gaming messaging requirement specified in the Code was completed in 2023. Following the review, a refreshed version of the responsible gaming logo and message was added to Illinois Lottery marketing assets. The refresh helps to elevate the presence and improve visibility of the message. Additional parameters around the sizes and specifications of the responsible gaming message accompanied the refresh and has helped to streamline the asset creation process and ensure consistent use of the message across marketing efforts.

STAKEHOLDER ENGAGEMENT

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

- The Illinois Lottery was a sponsor at the 1st Annual Latinx Conference on Problem Gambling, which was organized by the Illinois Council on Problem Gambling to share information about the issue and prevalence of problem gambling in the Latinx community.
- The Illinois Lottery was a Impact-level Sponsor at the Way Back Inn's annual Rebuilders Dinner, which raised money for programs that support individuals recovering from drug, alcohol, and gambling use disorders.
- As a member of both the National Council on Problem Gambling (NCPG) and the Illinois Council on Problem Gambling (ICPG), the Illinois Lottery supports programs spearheaded by these organizations, including Problem Gambling Awareness Month in March and the Gift Responsibly campaign in November and December.
- Members of the Illinois Lottery's responsible gaming team presented during the ICPG's November webinar to share information about the Lottery's 2023 Gift Responsibly campaign.
- The Illinois Lottery supports the Illinois Alliance on Problem Gambling (IAPG), and attends the bi-monthly meetings to provide updates on its responsible gaming efforts and to hear updates from other Alliance members.

MEASUREMENT AND REPORTING

To provide transparency and insight into the Illinois Lottery's responsible gaming efforts, regular reports are provided to regulators, senior management, and other key stakeholders. Metrics are tracked to measure program 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 2023	TARGET 2023	ACTUAL 2022
Certification under the World Lottery Association Responsible Gaming Framework	Level 4	Level 4	Level 4
Percentage of Medium & High PPS scores for Personal Responsibility	85%	94% ¹	- ²
Percentage of Medium & High PPS scores for Gambling Literacy	51%	65% ¹	- ²
Percentage of Medium & High PPS scores for Honesty & Control	84%	90% ¹	- ²
Percentage of Medium & High PPS scores for Pre-Commitment	81%	85% ¹	- ²
Average Gamgard risk rating of in-market games (medium risk: 41-60)	51	<61	51
Number of individuals in the Voluntary Self-Exclusion Program	19	- ³	19

¹ The 2023 PPS target scores reflect the 2020 PPS findings. The Illinois Lottery understands these are slow moving metrics, and we strive to track and achieve improvements over time.

² The PPS study is conducted biennially and was not performed in 2022.

³ No specific target set, this metric is tracked to observe trends in the data over time.