



RESPONSIBLE GAMING 2022 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.

During calendar year 2022:

- The Illinois Lottery achieved the highest level of responsible gaming certification from the World Lottery Association and joined only nine other U.S. lotteries to receive the prestigious distinction. To qualify for Level 4 certification under the rigorous standards, the Illinois Lottery demonstrated an ongoing commitment to incorporate and continuously improve responsible gaming practices in day-to-day operations.
- The Illinois Lottery received Sustaining Level Responsible Gaming Verification recognition from the North American Association of State and Provincial Lotteries and the National Council on Problem Gambling. Sustaining Level is the highest level of verification achievable and demonstrates strong leadership in responsible gaming efforts.

RESEARCH AND INSIGHTS

The Illinois Lottery commissions research to better understand the attitudes and behaviors of key stakeholders (including players, retailers, and employees) to help strengthen our responsible gaming program.

- To inform the development of the 2022 Problem Gambling Awareness Month campaign, various responsible gaming messages were tested. "Set a Limit. Stick to It." resonated best with daily lottery players and was selected to anchor March campaign efforts.
- A post-campaign analysis on the 2022 holiday Gift Responsibly campaign efforts was performed, in addition to message testing prior to campaign launch. Findings from the post-review survey indicated the effectiveness of the campaign to encourage adults not to gift lottery tickets to children was neutral to slightly positive.
- The Illinois Lottery's responsible gaming webpages were recognized in a peer-reviewed article published in the International Gambling Studies journal. The article summarized research conducted by Rutgers University on the promotion of responsible gaming strategies by lottery providers. Researchers reviewed the responsible gaming information publicly available on 46 U.S. lottery websites - and the Illinois Lottery was among only two lotteries identified as providing easily accessible information in all core responsible gaming categories.

PLAYER PROGRAM

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

- The Be Smart, Play Smart® Responsible Gaming pamphlet was updated and distributed to all retail locations. Feedback on the updated content was sought from the National Council on Problem Gambling and the Illinois Council on Problem Gambling (ICPG) to ensure the goal of providing players with clear, concise, and accessible information was accomplished.
- During March 2022, 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 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 December 2022, the Illinois Lottery launched its statewide “Gift Responsibly” campaign to promote the message that lottery tickets are not suitable gifts for children. Underpinned by the player-tested slogan: “Tis the season to gift responsibly. Lottery Games Aren’t For Kids,” campaign efforts included social media messages, a media release issued jointly with the ICPG, a responsible gifting logo displayed on all holiday marketing materials, messaging displayed on the Lottery’s Springfield billboard, and radio interviews with the Illinois Lottery Director, Harold Mays, and ICPG Executive Director, Bill Johnson.

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, tools, and resources to Illinois Lottery players.

- 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.
- 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.

EMPLOYEE PROGRAM

The Illinois Lottery is committed to ensuring 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. 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.
- 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 during product design, marketing, and public relations efforts.
- Regular communication on responsible gaming is provided to employees throughout the year via internal newsletters and social channels.

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 minors are included.
- Game updates during 2022 included the addition of a third way to play Fast Play™ – Scan-N-Play in retail. The new Scan-N-Play play games were reviewed for potential problem gambling risks prior to public release and demonstrated a level of risk within the accepted risk threshold.
- The Illinois Lottery continues to pilot a post-implementation game review process to review 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 age and identity verification, deposit and wallet limits, play exclusions, detailed play history, and play break reminder pop ups.
- The responsible gaming webpages on IllinoisLottery.com are regularly reviewed and updated to ensure the information is clear and current.
- 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.

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, including the back of all play slips, draw tickets printed in-store, instant tickets, and on IllinoisLottery.com.
- In July of 2022, Health Resources in Action (HRiA) assumed the role of provider to the 1-800-GAMBLER helpline in Illinois. Following the provider change, IllinoisLottery.com was updated to reflect the new 1-800-GAMBLER text number ("GAMBLER" to 833234) and website (AreYouReallyWinning.org).

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.
- The Marketing Code of Conduct (Code) 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 Advertising Guidelines and the World Lottery Association Best Practice Marketing/Communications Guidelines, and was reviewed for necessary updates in 2022.
- 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 gambling.

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 Gold 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 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 co-presented with the National Council on Problem Gambling during the Illinois Council on Problem Gambling’s December webinar for problem gambling providers in Illinois. Information about the Lottery’s commitment to responsible gaming, recent responsible gaming certifications, and efforts related to the Gift Responsibly and Problem Gambling Awareness Month campaigns was shared.
- The Illinois Lottery supports the Illinois Alliance on Problem Gambling, 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 program process, 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 2022	TARGET 2022	ACTUAL 2021
Certification under the World Lottery Association Responsible Gaming Framework	Level 4	Level 4	Level 3
Average number of unique monthly visitors to the RG webpages on IllinoisLottery.com	4,025	- ¹	936
Average Gamgard risk rating of games into market (medium risk: 41-60)	51	<61	47
Percentage of active online players who set an online deposit limit (below mandatory of \$1,050)	20%	18% ²	15%
Number of players on the Voluntary Self-Exclusion List	19	- ³	18

¹ No specific target set, this metric is tracked to observe trends in the data over time.

² This target reflects a 3% increase over the prior year. The Illinois Lottery plans to grow this target over time.

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