



# RESPONSIBLE GAMING 2024 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.

- During CY2024, the fourth Positive Play Study (PPS) was performed 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 2024 PPS scores were very similar to the findings from 2023 and 2020, Gambling Literacy decreased in each wave of data collection due to an increase in online sports gambling in-state.
    - In order to improve Gambling Literacy, the Illinois Lottery participates in several public awareness campaigns throughout the year, including NCPG's Gift Responsibly and Problem Gambling Awareness Month (PGAM) campaigns, to inform players of the tips, tools and resources available to support positive play. Following the 2024 PPS study, the Lottery will explore further initiatives to educate Illinois Lottery players on Gambling Literacy.
  - Respondents that only reported playing Illinois Lottery games received significantly higher PPS scores than respondents that reported playing a wide array of gambling games, including online gambling with other gaming companies.
  - Illinois' 2024 findings are consistent with Gamres Limited's findings in U.S. states.
- Each holiday season, the Illinois Lottery takes part in a Gift Responsibly campaign - to remind players that our games are not appropriate gifts for minors. Awareness of the Illinois Lottery's Gift Responsibly campaign efforts were measured as part of the 2024 Positive Play Study. Thirty-four percent of respondents reported seeing information about the importance of not gifting lottery tickets to minors during the holiday season from the Illinois Lottery, and 16% said they saw such information but not from the Illinois Lottery.
- A post-campaign survey on the 2024 Problem Gambling Awareness Month (PGAM) campaign efforts was conducted. The survey results indicated that the campaign's advertisements with the slogan "March is Problem Gambling Awareness Month. Help and hope are here: call 1-800-GAMBLER" were considered effective. While only 28% of respondents reported seeing the campaign ad, a much larger percentage of those who recalled the ad said they were Very Likely/Extremely Likely to remember what helpline to call six months from now (57%) vs. those who didn't recall the ad (32%).

## 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.

- To drive awareness and to encourage player engagement during large jackpot rolls, additional responsible gaming messages have been incorporated into the Illinois Lottery's media releases and jackpot awareness plans. To support the Illinois Lottery's jackpot awareness efforts, dedicated responsible gaming social media assets have been created to share with players through the Lottery's social media platforms.
- During March 2024, the Illinois Lottery implemented a statewide Problem Gambling Awareness Month (PGAM) campaign to raise awareness of problem gambling and available prevention, treatment, and recovery services. Promotion of the campaign included messaging on customer-facing screens at lottery retail locations, draw tickets printed in-store, a media release issued jointly with the ICPG, radio public service announcements, and social media posts.
- During November and December 2024, the Illinois Lottery launched its annual statewide Gift Responsibly campaign to raise awareness about the risks of youth gambling and to remind the public 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 participation, which is the highest level. The Illinois Lottery also incorporated additional signage at retail points-of-sale dedicated to exclusively and prominently displaying the 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](https://IllinoisLottery.com). The training helps raise awareness of potential problem gambling warning signs and highlights the importance of preventing underage play by ID'ing all Illinois Lottery customers who appear to be 25 years of age or younger. Efforts to include the training on the retailer sales terminals were finalized and made 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 onboarding 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 refresher training, developed by international safer play experts at Digital Responsible Gaming and customized to Illinois, 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 63% of employees participated in the training, with 91% reporting that the training increased their knowledge of responsible gaming.
- Responsible gaming training was developed and included in the onboarding manual for Illinois Lottery Sales Representatives (LSRs). The training provides an overview of the Illinois Lottery's responsible gaming commitment and practices, problem gambling warning signs and support resources, and responsible gaming resources and materials available to all Illinois Lottery retailers, players, and LSRs.
- 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.
- Prior to launch, all new and updated games are reviewed with an external game evaluation tool, Gamgard, which examines the specific risk features of a game and measures how risky the game is likely to be for a vulnerable player. Games with a Gamgard score exceeding a medium risk level are further evaluated to mitigate the elevated risk rating.
- Proposed game changes for Mega Millions, by the Mega Millions consortium, include a price per line adjustment and an increase to the starting jackpot. These changes are scheduled to go live in April 2025. The game changes to Mega Millions were reviewed for potential problem gambling risks, and we will work closely with the consortium to manage player communications at the time of 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.

## 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 (NASPL) Advertising Guidelines and the World Lottery Association (WLA) Best Practice Marketing/Communications Guidelines. A comprehensive review of the responsible gaming requirements specified in the Code was completed in 2024.
- Annual responsible gaming refresher training is provided to Allwyn's Marketing and Public Relations teams to review the responsible gaming standards outlined in the Code. The refresher training covered guidance on not using images that would primarily appeal to children, phrases that might be misinterpreted as encouraging excessive play or inferring that winning is something other than a matter of chance, and ways to ensure that all game advertisements clearly describe where approximate odds can be located.

## 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.
- To improve the accessibility and visibility of the responsible gaming webpages, an RG banner was added to the main page of the Illinois Lottery website in 2024. The content of the responsible gaming webpages was also updated and reorganized to make the webpages easier for players to navigate. The RG webpages aim to provide clear, concise, and easy-to-access information to assist players in distinguishing between positive and problem play, and finding support if potential problem play is detected. The content is also updated regularly to ensure the responsible gaming information reflects current best practices, research findings, and changes in the gaming environment.

## 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. To improve the prominence and visibility of 1-800-GAMBLER on the Illinois Lottery play slips, the play slips received an update in 2024 and the helpline number has been bolded on the back of the play slips.
- 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 2024 PGAM campaign efforts, the Illinois Lottery promoted the statewide problem gambling resource webpage [AreYouReallyWinning.org](#) in social media posts and a media release.

## STAKEHOLDER ENGAGEMENT

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

- During the year, the Illinois Lottery significantly increased its sponsorship budget to provide support to vulnerable groups. This includes sponsoring the 2<sup>nd</sup> Annual Latinx Conference on Problem Gambling to share information about the issue and prevalence of problem gambling in the Latinx community.; the 1<sup>st</sup> Annual Asian Conference on Problem Gambling to raise awareness about problem gambling in the Asian American community; and the 1<sup>st</sup> Annual African American/Black Conference on Problem Gambling to shed light on the prevalence of problem gambling among African Americans and to initiate conversations on effective prevention and support strategies. These events are organized by the Illinois Council on Problem Gambling (ICPG), and a representative from the Illinois Lottery was in attendance.
- The Illinois Lottery was also an Impact-level Sponsor at the Way Back Inn's annual Rebuilders Dinner, which raises 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.
- A member of the Illinois Lottery's responsible gaming team presented during ICPG's November Responsible Gifting webinar to share information about the Lottery's 2024 Gift Responsibly campaign and overall commitment to responsible play.
- 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 2024	TARGET 2024	ACTUAL 2023
Certification under the World Lottery Association Responsible Gaming Framework	Level 4	Level 4	Level 4
Percentage of Medium & High PPS scores for Personal Responsibility	87%	86% <sup>1</sup>	85%
Percentage of Medium & High PPS scores for Gambling Literacy	52%	52% <sup>1</sup>	51%
Percentage of Medium & High PPS scores for Honesty & Control	85%	85% <sup>1</sup>	84%
Percentage of Medium & High PPS scores for Pre-Commitment	80% <sup>2</sup>	82% <sup>1</sup>	81%
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	- <sup>3</sup>	19

<sup>1</sup> The 2024 PPS target scores reflects an approximate 1% increase over the prior year. The Illinois Lottery understands these are slow moving metrics, and we strive to track and achieve improvements over time.

<sup>2</sup> The Pre-Commitment score for 2024 is marginally down on the previous measure, and marginally below the target. During 2025, we will investigate opportunities to further encourage Pre-Commitment through player communication.

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