

Data in Motion

Marketing & Insights



March 13, 2024

Problem Gambling Awareness Month

As noted in previous issues of Data in Motion, Scientific Games developed the industry's first-of-its-kind responsible gaming study to provide a research-based foundation for its *Healthy Play* program. An early goal of our *Healthy Play* research was to establish lottery literacy benchmarks against which our lottery partners could measure their own responsible gaming efforts. As a reminder, lottery literacy is defined as follows:

Lottery Literacy

(n.)

when all stakeholders are educated about the lottery, including its games and offerings, how to play, the odds, minimum age, where the money goes, what healthy play looks like, and how to get help if play becomes unhealthy.

Note that the definition specifically refers to “all stakeholders.” Not just players, but non-players, legislators, retailers, and the public in general. Lottery literacy fosters trust and accountability, enabling lotteries to successfully fulfill their mission of delivering needed revenues to a wide range of good causes. With March being Problem Gambling Awareness Month, we thought this would be a good time to share a few high-level findings from our most recent *Healthy Play* research effort.

Moving in the Right Direction

While there will always be more to do, the news is good. Thanks to a range of efforts by a number of leading lotteries, lottery literacy is improving. The [Pennsylvania Lottery's "Stay Curious" campaign](#), for example, tackles a number of responsible gaming topics in a humorous and engaging way. The campaign covers common myths and misperceptions, explains how odds and chances work, makes it clear that lottery play is only for those 18 and older, and provides contact information for those seeking help.

These efforts seem to be working. Our national *Healthy Play* research shows gains on multiple fronts. The chart below is a sampling of the progress being made in educating the general public on how our games work:

Percentage of Respondents who Agreed with the Following Statements		
Responsible Gaming Survey Questions*	2021	2023
The lottery makes it easy to understand how different lottery games are played	43%	48%
The lottery does a good job communicating the minimum age to buy and play the lottery	49%	53%
The lottery makes it easy to find the odds for different lottery games	40%	44%

Final Thoughts

March may be Problem Gambling Awareness Month, but Scientific Games' efforts to encourage responsible gaming are ongoing. Our partners have access to our *Healthy Play* Study and Toolkit, which includes guidance and research-backed messaging, mechanisms, and best practices to increase lottery literacy, along with ways to measure the impact of these efforts. If your lottery is interested in learning more, please contact your Scientific Games representative.



Scientific Games proudly supports Responsible Gaming Education Month, including educating our employees around the world.

Source: Scientific Games' *Healthy Play* Research Study, 2023
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Scientific Games is a Platinum Member of the National Council on Problem Gambling (NCPG), an internationally recognized responsible gaming advocacy organization. We are proud to annually support the NCPG's Problem Gambling Awareness Month with multiple initiatives, including this issue of Data in Motion.

