

Data in Motion

Marketing & Insights



November 20, 2024

Promoting Responsible Gaming through Healthy Play

Regular readers of Data in Motion will recall that we conduct on-going research in support of *Healthy Play*, Scientific Games' award-winning responsible gaming program. One of *Healthy Play*'s primary goals is to improve "lottery literacy" which helps lotteries educate their constituents – players and non-players alike – on how lotteries actually work, including understanding odds, recognizing that winning is not guaranteed, and knowing the minimum age to play. In this issue of Data in Motion, we share some recent results of our *Healthy Play* research and how lottery literacy can help reduce problem gaming issues.

Healthy Play Guided by Research

Our *Healthy Play* studies go beyond typical player samples to include all socio-demographic attributes so that a broader cross-section of the adult population is represented. The studies include data from approximately 15,000 people across the U.S. spanning multiple years. Additionally, fifteen lotteries chose to oversample in their respective jurisdictions. These lotteries now have established benchmarks for their stakeholders, and each time the study is repeated, they can see changes in their own stakeholder attitudes, behaviors, and opinions. They can also see how their own, jurisdiction-specific data compares to national numbers and that from other participating states. The value of these insights has caught the attention of lotteries globally, and in 2024, the study was extended beyond the U.S.

The studies consistently show that there is a correlation between lottery literacy and healthy play. Simply put, the greater a person's lottery literacy, the more responsibly they play. Further, our research shows that the converse of this is true as well – those who exhibit the highest percentage of behaviors related to a gambling disorder are

consistently more likely to believe some common myths associated with our industry, i.e., they lack lottery literacy:



Through our *Healthy Play* research, Scientific Games strives to identify these gaps in lottery literacy. We then work with our Lottery partners to address those gaps with our *Healthy Play* toolkit which includes guidance on messaging, best practices, and communication tactics.

Real World Example

And it's working. A Top Performing US Lottery participated in our 2021 *Healthy Play* study, which established lottery literacy benchmarks for the jurisdiction and identified areas for improvement. To address the gaps uncovered by that research, the Lottery created and launched a digital marketing campaign using social media and their website.

Fast forward two years later and the Lottery again participated in our *Healthy Play* study. That 2023 study revealed significant improvement in the jurisdiction's lottery literacy KPIs as a result of the digital marketing campaign. Indeed, the Lottery saw progress across the board, including a 20% increase in the level of public trust and an 87% awareness rate of the state's problem gambling helpline as a result of their efforts.

Final Word

This is just one example of how *Healthy Play* can have a tangible and positive impact when integrated into a comprehensive lottery literacy campaign. If you'd like to learn more about Scientific Games' *Healthy Play* program, please contact any Scientific Games team member.



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Due to the Thanksgiving holiday, your next issue of *Data in Motion* will land in your inbox on Wednesday, December 18.

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