

Insights and Data to Help Manage Today's Changing Consumer Environment

September is Responsible Gaming Education Month but the concept of increasing lottery literacy among all possible stakeholders (players, non-players, policy makers, etc.) is a year-round commitment. To this end, Scientific Games conducted a survey with a nationally representative sample of consumers (U.S.) to better understand how the lottery industry can facilitate Healthy Play. Our research included questions from multiple responsible gaming entities such as the National Survey of Gambling Attitudes and Gambling Experiences and the Problem Gambling Severity Index (PGSI). In this issue of Data in Motion, we share some highlights of that research.

Dispelling the Myths

To get a feel for how well consumers understand lottery games, we asked a series of questions we refer to as Truths and Myths. The questions were intentionally designed to reveal what percentage of the respondents believed certain misperceptions of our industry to be true. For example, instead of asking the respondents outright if they understand the odds of a game, we asked if the following statement was true or false:

If the odds of winning an instant game are 1 in 4 and I buy five tickets, I am sure to win.

Of the 3,000+ consumers that responded to the survey, 79% correctly answered that this statement was false. This number is encouraging, but the fact that 21% of the respondents believed the statement to be true confirms that our industry still has work to do educating consumers on how our games work. We also asked if the following statement was true:

There is no minimum age to play the lottery as long as the parents are okay with it.

Once again, an encouraging percentage of the respondents (82%) correctly answered that this statement is false. But the fact that 18% of the respondents believed this statement to be true presents an opportunity for better educating the public.

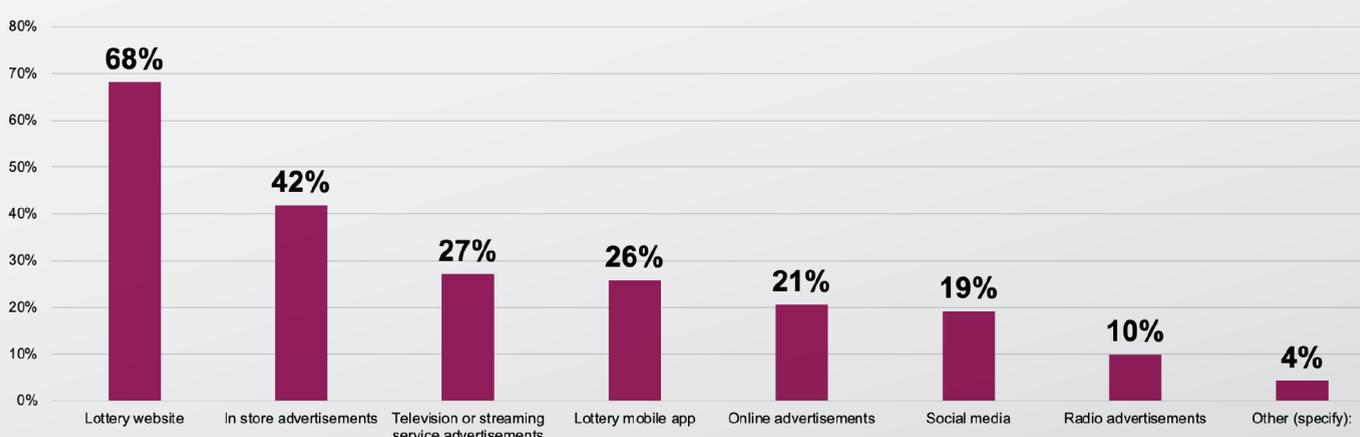
Knowing these numbers – good and bad – is helpful. It establishes a benchmark that we as an industry can monitor over time and strive to improve upon.

Communications

So how do we grow the number of people who truly understand the many nuances of our industry? How do we educate people on how game odds are determined? Where the money goes? How different games are played? We asked our ONE Voice National Player Panel how they believed their state lottery could best communicate this sort of information.

What is the best way for your state lottery to help players understand odds, other important messages, or information?

Select up to 3.



Knowing where consumers expect to find lottery-related information enables us as an industry to communicate with them far more efficiently and provide both players and non-players with the information they need to make Healthy Play decisions.

Final Thoughts

Our goal as an industry should be to promote lottery literacy whenever possible. 'Lottery literacy' occurs when consumers are educated about their lottery, including its games and offerings, how to play, the odds, minimum age, where the money goes, what it means to play responsibly, and how to get help if their play falls outside of this definition. Scientific Games' Healthy Play program was established to help lotteries educate stakeholders, build trust, and increase lottery literacy. This issue of Data in Motion touched on just a few of the many issues we covered in our research. If you would like to learn more, stop by our booth at World Lottery Summit in Vancouver next month, or contact Carla.Schaefer@scientificgames.com.

Sources: Scientific Games' National Responsible Gaming Survey; ONE Voice National Player Panel
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