



Play. Smart

Measuring Awareness and Outcomes



Measuring Awareness and Outcomes

OLG works to evolve its Responsible Gambling (RG) program through evidence informed research, and to build knowledge on how to best support players through the collection and dissemination of RG data. OLG evaluates its program and obtains RG data through a range of sources including: internal departments, external RG stakeholders, Responsible Gaming Resource Centres (RGRCs) and other annual research studies.

In February 2016, OLG launched *PlaySmart*, the new face of and strategy for its RG program. *PlaySmart* expands on the former RG communications platform - *It Pays to Know* - by speaking to all players, from new to seasoned, using engaging forms of media to deliver relevant gambling education and support content through more channels - web, digital, social, print, radio, and at gaming sites. Please note that the data for this report was captured prior to the launch of *PlaySmart*, and therefore still references elements from the previous RG platform.

These measures and metrics are based on the overall objectives of the RG program to prevent and mitigate the effects of problem gambling.

Targets for individual program areas are set where feasible and measurable. For any RG program element where OLG does not sufficiently influence outcomes, targets are not set.

Technical notes: In fiscal 2010-11, improvements to our recording and reporting structure led OLG to discontinue public reporting on RG information that predates fiscal 2008-09. However, this data is still available publicly through historical reports upon request.

Communicating Responsible Gambling Information

OLG provides Responsible Gambling (RG) related information through a number of different channels across all lines of business. OLG's goal is to communicate with players and the public through as many touch points as possible including print communications, digital signage, marketing promotions, and presentations.

MEASURE	INDICATOR	RESULTS				SOURCE
		2015-16	2014-15	2013-14	2012-13	
RG Education via Direct Marketing Channels Across all of OLG's lines of business, RG messages are delivered to players through a variety of direct marketing channels.	Number of calls to Lotto Win Line ¹	3.3 (millions)	3.8 (millions)	4.7 (millions)	5.0 (millions)	Lottery Division
	Number of Lottery e-newsletters distributed ²	3.9 (millions)	3.7 (millions)	1.3 (millions)	780,000	
	Number of print communication pieces distributed to Lottery retailers ³	388,440	350,316	120,000	150,000	
	Estimated reach of Customer Display Units (CDUs) at Lottery retailers ⁴	400 (millions)	400 (millions)	400 (millions)	400 (millions)	
	Number of newsletters distributed to loyalty members via e-mail	1.78 (millions)	2.42 (millions)	1.95 (millions)	573,000	Gaming Marketing
	Estimate reach of digital signage at OLG gaming sites (millions of people) ⁵	19.66	19.5	19.2	20	
Community Outreach OLG RG representatives travel across the province to meet with organizations and community groups to present RG information.	Number of community and conference presentations	41	21	36	37	OLG Communications

¹The Lotto Win Line is OLG's hotline where players can call to hear winning lottery numbers. Before players are able to hear numbers, they listen to an RG message.

²Figure since 2014-15 includes every e-newsletter and "e-blast" containing the PlaySmart logo and links to PlaySmart.ca. Previous years' figures did not include "e-blasts".

³Figure since 2014-15 includes all English lottery publications featuring the PlaySmart logo and website which were sent to retailers. Previous years' figures were limited solely to the Lotto Post publication.

⁴OLG has digital CDUs at most Lottery retail locations. RG specific content made up 5% of the digital content and messages that are rotated on a regular basis. Total figure includes digital messages that rotate at Lottery Prize Centre. Estimated reach of CDUs is based on an estimated number of patrons.

⁵OLG has the third largest digital signage network in Canada with multiple screens across all OLG Slots & Casinos facilities (does not include Great Blue Heron Charity Casino or resort casinos). Beginning in 2010, RG specific messaging made up 5% of the digital content. Messages are rotated on a regular basis.

RG Knowledge Among Employees

Beyond providing players, and the general public with safe gambling tips and facts about how gambling really works, we want to understand how OLG employee knowledge and awareness of gambling realities contributes to employees' confidence in supporting players.

MEASURE	INDICATOR	TARGET	RESULTS				SOURCE
		2016-17	2015-16	2014-15	2013-14	2012-13	
Level of RG Familiarity Among OLG Employees Percentage of employees who consider themselves knowledgeable about RG.	Gaming employees	100	99	98	98	98	Annual RG Employee Survey ⁶
	Non-gaming employees	97	94	93	95	95	
	Charitable Bingo and Gaming (cGaming) employees ⁷	100	98	97	n/a	n/a	

⁶OLG issues an annual survey that asks employees to indicate their knowledge about OLG's RG program.

⁷cGaming employees have been surveyed on their RG knowledge since 2014-2015.

GAMING Awareness of Safe Gambling Habits and Resources

In addition to offering players and the general public information about gambling facts, a key component of OLG's RG communications is the promotion of safe gambling tips and where to find support tools and services. We formally gauge player awareness of healthy gambling behaviours and resources through an annual tracking study.

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2016-17	2015-16	2014-15	2013-14	2012-13		
Positive Gambling Habits and Behaviours Percentage of slots and casinos players who reported gambling with the following habits: ⁸	Gambling only with money you can afford to lose	94	91	n/a	n/a	n/a	Annual RG Player Awareness Study	
	Keeping track of how much money is being spent	79	76	70	72	n/a		
	Set a spending limit you can afford, and stick to it each time you gamble	86	83	82	86	n/a		
	Gambling for entertainment and not to win money	84	81	n/a	n/a	n/a		
	Taking frequent breaks while gambling	47	44	n/a	n/a	n/a		
	Gambling less often	55	52	n/a	n/a	n/a		
	Set a time limit every time you gamble	45	42	n/a	n/a	n/a		
	Make smaller bets or play less expensive games	58	55	50	56	n/a		
Problem Gambling (PG) Behaviour Indicators Percentage of slots and casinos players who reported gambling with the following habits: ⁸	Feeling unhappy after gambling/playing	30	33	n/a	n/a	n/a	Annual RG Player Awareness Study	
	Gambling to make money	17	20	n/a	n/a	n/a		
	Spending more money than they intended	17	20	n/a	n/a	n/a		
	Spending more time than they intended	14	17	n/a	n/a	n/a		
	Playing when feeling lucky	9	12	n/a	n/a	n/a		
Awareness of Support Services and Problem Gambling Literature Percentage of slots and casinos players who have heard of:	Responsible Gaming Resource Centres at Ontario Gaming sites	29	26	27	27	29	Annual RG Player Awareness Study	
	OLG's Self-Exclusion program	41	38	40	32	42		
	RG information on OLG.ca	35	32	31	33	41		
	KnowYourLimit.ca	51	48	36	41	31		

⁸As of 2016, a new set of questions has been used to survey players.

GAMING Responsible Gambling Education

One of the key components of preventing and mitigating the effects of problem gambling is through educating players and the public about responsible gambling, such as how the games work and safe play behaviours. Frontline Gaming employees are frequently interacting with customers which provides them with the opportunity to educate customers on RG related issues.

MEASURE	INDICATOR	RESULTS				SOURCE
		2015-16	2014-15	2013-14	2012-13	
RG Red Flag Responses OLG Gaming employees are trained in collaboration with the Centre for Addiction and Mental Health (CAMH) to identify "red flag" problematic gambling behaviour and respond accordingly. These responses are tracked in an RG interaction database. The RG Program aligns training to assist employees in handling the types of RG interactions that most commonly occur. Recording of interactions by employees is encouraged but not mandatory.	Number of recorded responses where employee suggested taking a break	756	458	744	594	RG Interaction Database ⁹
	Number of recorded responses where employee followed OLG's fatigue impairment policy	221	142	209	253	
	Number of recorded responses where employee directed player to knowyourlimit.ca	387	131	146	120	
	Number of recorded responses where employee directed player to an RGRC for more information	399	151	158	155	
	Number of recorded responses where employees directed player to the Ontario Problem Gambling Helpline	337	133	146	135	
	Number of recorded responses where employee provided a responsible gambling or problem gambling brochure	404	142	137	143	
	Total number of recorded interactions ¹⁰	1,626	763	1,263	1,098	
RG Education to Players via Responsible Gaming Resource Centres¹¹ Every OLG Slots & Casinos facility features a RGRC where players have access to a range of materials and resources that promote safe gambling and provide valuable information about problem gambling support services. As of Fiscal 2018 all RGRCs will be converted to PlaySmart Centres in collaboration with the Responsible Gambling Council (RGC).	Number of Interactions					RGRC statistics
	Safer play information	116,360	86,979	78,035	72,965	
	Assistance to those with gambling concerns	4,576	3,869	3,464	3,301	
	Educational event participation	162,696	168,397	124,899	115,492	
	Total Interactions	283,632	259,245	206,398	191,758	
	MARGI Use¹²					RGRC statistics
	Played MARGI (self-serve)	35,007	27,901	38,444	33,853	
	Played MARGI (with staff)	5,584	6,401	6,481	7,761	
	Total MARGI	40,591	34,302	44,925	41,614	
	Total RGRC Engagement	324,223	293,547	251,323	233,372	

⁹Across all OLG Slots & Casinos facilities, employees are trained to record RG interactions in the RG interaction database. OLG began using the RG interaction database July 2010.

¹⁰Figures for this metric from fiscal 2011-12 to fiscal 2014-15 are lower than the reported amounts in previous reports due to an adjustment in the calculations for the occurrence of multiple red flag behaviours and/or responses in one RG interaction.

¹¹RGRCs are independently operated by problem gambling experts from the Responsible Gambling Council. OLG provides funding and space for RGRCs. RGRCs have been in operation at Caesars Windsor and Fallsview Casino Resort since 2005. RGRCs were opened at the remaining gaming sites throughout the province between December 2008 and April 2010.

¹²MARGI stands for Mobile Access to Responsible Gambling Information. The stand-alone kiosk offers RG information through interactive games.

GAMING Understanding Gambling Facts — Knowledge and Behaviour Outcomes

By providing players with responsible gambling tips, and myths and facts of gambling, we work to understand how “awareness” contributes to healthy play habits. Ultimately we want to learn how this knowledge can influence or reinforce healthy gambling attitudes and behaviours.

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2016-17	2015-16	2014-15	2013-14	2012-13		
Perceptions Regarding Gambling Myths Percentage of slots and casinos players who agree with the following statements:	The longer you play the more likely you are to go home a winner	8	11	13	9	15	Annual RG Player Awareness Study	
	Your chances of winning are better if you pull the arm instead of push the button	8	11	10	9	8		
	Your chances of winning are better at some times of the day than others	18	21	22	23	16		
	A slot machine that hasn't had a jackpot for a while is more likely to have a jackpot than a machine that had one recently	37	40	39	37	37		
	Your chances of winning are better if you stay with the same slot machine	28	31	30	30	28		
	Security or surveillance employees at Slots & Casinos facilities can change game outcome	15	18	19	19	13		

GAMING Supporting People with Concerns

If someone expresses concern about a gambling problem, we guide them to the appropriate help resources. We collaborate with multiple stakeholders to ensure players are aware of and have access to all the available tools and community resources. In some instances, OLG is able to provide direct support through our Self-Exclusion program. Other times, we direct people with concerns about gambling to the RGRCs and the Ontario Problem Gambling Helpline, who connect people to local treatment providers, debt counsellors and other support services. We track how we support people through a range of OLG and third-party data sources.

MEASURE	INDICATOR	RESULTS				SOURCE
		2015-16	2014-15	2013-14	2012-13	
Support through OLG's Self-Exclusion (SE) Program	SE registrations (total)	3,444	3,061	2,983	2,917	iTrak ¹⁴
	Off-site SE registrations ¹³	113	78	79	60	
	Reinstatements	2,377	2,240	1,838	1,886	
	Detected breaches/trespasses	2,850	2,193	1,977	1,910	
RGRCs' Support to OLG's Self-Exclusion Program ¹⁵	Provided information about SE	1,580	1,288	1,164	1,012	RGRC statistics
	Provided support at SE registration	1,254	1,155	1,035	983	
	Check-in call	261	191	251	218	
	Support at breach	83	52	90	73	
	Support at SE reinstatement	949	837	677	734	
Referrals to Service Number of people referred by OLG employees	Ontario Problem Gambling Helpline ¹⁶	106	94	162	158	Ontario Problem Gambling Helpline
	RGRC	2,050	1,773	1,564	1,652	RGRC statistics
Referrals to Service Number of people referred by RGRC employees	Problem gambling agency	846	843	994	1,005	
	Credit counselling agency	345	283	350	271	
	Other community agency	155	173	169	145	
	Legal services	10	13	16	20	
	Ontario Problem Gambling Helpline	441	638	601	n/a	
	Self-help group	195	208	198	n/a	
Total referrals by RGRC employees	4,042	3,931	2,328	1,441		
Minors Refused Entry at OLG-operated Gaming Sites	Minors turned away at entrance	1,511	1,320	1,349	1,632	iTrak
Problem Gambling Treatment Admissions in Ontario	Counselling clients in Ontario ¹⁷	4,447	4,243	4,128	3,980	Drug and Alcohol Treatment Information System (DATIS)

¹³ Off-site Self-Exclusion allows individuals to register for the program at a location within their community, rather than at a gaming site.

¹⁴ iTrak is the database used for Gaming Self-Exclusion to track information related to an individual's self-excluded status.

¹⁵ OLG has partnered with Responsible Gaming Resource Centres at gaming sites to assist with Self-Exclusion and link interested individuals with professional counselling and specialized services.

¹⁶ The number of referrals to the Ontario Problem Gambling Helpline refers to the number of callers who cited OLG promotional materials and/or OLG lottery and scratch tickets as their referral source.

¹⁷ Represents the number of unique individuals who have had at least one open admission. Includes players across all lines of business.

LOTTERY Awareness of Safe Gambling Habits and Resources

Like Gaming, OLG tracks the knowledge and awareness of safe ways to gamble and available support services for lottery players. Lottery is the most popular form of gambling in Ontario so it is especially important that players know of ways to gamble responsibly and know where they can go for help or more information.

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2016-17	2015-16	2014-15	2013-14	2012-13		
Positive Gambling Habits and Behaviours Percentage of lottery players who reported gambling with the following habits: ¹⁸	Gambling only with money you can afford to lose	82	79	n/a	n/a	n/a	Annual RG Player Awareness Study	
	Keeping track of how much money is being spent	31	28	n/a	n/a	n/a		
	Set a spending limit you can afford, and stick to it each time you gamble	50	47	n/a	n/a	n/a		
	Gambling for entertainment and not to win money	60	57	n/a	n/a	n/a		
	Gambling less often	44	41	n/a	n/a	n/a		
	Set a time limit every time you gamble	18	15	n/a	n/a	n/a		
	Make smaller bets or play less expensive games	15	12	n/a	n/a	n/a		
Problem Gambling (PG) Behavioural Indicators Percentage of lottery players who reported gambling with the following habits: ¹⁸	Feeling unhappy after gambling/playing	21	18	n/a	n/a	n/a	Annual RG Player Awareness Study	
	Gambling to make money	7	4	n/a	n/a	n/a		
	Spending more money than they intended	9	6	n/a	n/a	n/a		
	Playing when feeling lucky	39	36	n/a	n/a	n/a		
Awareness of Support Services and Problem Gambling Literature Percentage of lottery players who have heard of:	A brochure at stores that sell lottery tickets that describes the warning signs of problem gambling and provides a telephone helpline for information about treatment options	19	22	20	23	16	Annual RG Player Awareness Study	
	KnowYourLimit.ca	46	49	41	34	n/a		
	RG information on OLG.ca	37	40	34	38	n/a		
	A sign or video screen at stores that sell lottery tickets that has a message about responsible gambling	23	26	22	25	25		

¹⁸As of 2016, a new set of questions has been used to survey players.

LOTTERY Understanding Gambling Facts — Knowledge and Behaviour Outcomes

There are a number of myths that suggest you can improve your chances of winning the lottery. One of the ways we help to educate players is by dispelling these myths. To do this, we first must understand and know what myths players agree with and so we track players' belief of myths year-over-year through our annual RG Player Awareness Survey.

MEASURE	INDICATOR	TARGET	RESULTS				SOURCE
		2016-17	2015-16	2014-15	2013-14	2012-13	
Perceptions Regarding Lotteries Percentage of lottery players who agree that you can improve your chances of winning a lottery if you choose...	certain numbers or combinations of numbers	13	16	18	18	18	Annual RG Player Awareness Study
	your own number with a selection slip	12	15	17	14	18	
	numbers that have come up more frequently than others in the past	11	14	14	13	15	
	numbers that have not come up in the draw for a while	6	9	9	9	12	

Awareness of Safe Gambling Habits and Resources

Charitable Bingo and Gaming is the evolution of existing paper-based Bingo games to electronic formats. In addition to the paper-based games that are offered, the law requires OLG to conduct and manage electronic formats of these games including: electronic bingo, electronic break open ticket dispensers, electronic shutterboard bingo, and Play On Demand electronic games. Fiscal 2013–14 was the first year that OLG began tracking the knowledge and awareness of safe ways to gamble, and available support services for Charitable Bingo and Gaming players. As the presence of RG continues to grow at Charitable Bingo and Gaming Centres in Ontario, the expansion of the annual RG Player Awareness Survey into this line of business is crucial in informing the development of our player education and awareness initiatives for Charitable Bingo and Gaming players.

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2016–17	2015–16	2014–15	2013–14	2012–13		
Positive Gambling Habits and Behaviours Percentage of Charitable Bingo and Gaming players who reported gambling with the following habits:	Gambling only with money you can afford to lose	82	79	n/a	n/a	n/a	Annual RG Player Awareness Study	
	Keeping track of how much money is spent	83	80	n/a	n/a			
	Set spending limits	88	85	82	86			
	Gambling for entertainment	84	81	n/a	n/a			
	Taking frequent breaks	44	41	n/a	n/a			
	Gambled less often	67	64	n/a	n/a			
	Keeping track of how much time is spent	43	40	n/a	n/a			
Made smaller bets or played less expensive games to play longer	56	53	44	31				
Problem Gambling (PG) Behavioural Indicators Percentage of Charitable Bingo and Gaming players who reported gambling with the following habits:	Feeling unhappy after gambling/playing	32	35	37	33	n/a	Annual RG Player Awareness Study	
	Gambling to make money	31	34	25	30			
	Spending more money than they intended	29	32	23	34			
	Spending more time than they intended	14	17	20	n/a			
	Playing when feeling lucky	19	22	21	28			

Awareness of Safe Gambling Habits and Resources

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2016–17	2015–16	2014–15	2013–14	2012–13		
Awareness of Support Services and Problem Gambling Literature Percentage of Charitable Bingo and Gaming players who have heard of:	Brochures at Charitable Bingo and Gaming centres that describe the warning signs for problem gambling and tips to gamble responsibly	59	56	46	54	n/a	Annual RG Player Awareness Study	
	KnowYourLimit.ca	52	49	53	50			
	RG information on OLG.ca	60	57	53	60			
	Information about responsible gambling on a sign or poster at Charitable Bingo and Gaming centres	77	74	51	55			

As OLG continues to build an RG culture at Charitable Bingo and Gaming Centres in Ontario, it is important to understand the types of myths that players believe to be true. As we work to develop educational materials and events, reports of players' beliefs will help us identify the particular areas that are important to players and may require additional communications.

MEASURE	INDICATOR	TARGET	RESULTS				SOURCE
		2016-17	2015-16	2014-15	2013-14	2012-13	
Perceptions Regarding Charitable Bingo and Gaming Percentage of Charitable Bingo and Gaming players who agree...	your chances of winning are better at some times of the day than others	29	17	26	35	n/a	Annual RG Player Awareness Study
	some numbers have a better chance of being called than others	22	33	33	34		
	employees at Charitable Gaming Centres can change game outcome	14	18	18	23		

Responsible Gambling Education

Responsible Gaming Resource Centres were introduced at Charitable Bingo and Gaming Centres in Ontario at the beginning of 2013. RGRCs have been effective in providing information to players at OLG gaming sites and have been adapted to the Charitable Bingo and Gaming industry. RGRCs provide an opportunity for players to obtain information on safe play habits and where to access local community support services.

MEASURE	INDICATOR	RESULTS				SOURCE
		2015-16	2014-15	2013-14	2012-13	
RG Education to Players via Responsible Gaming Resource Centres ¹⁹ In 2015-2016, six new Responsible Gaming Resource Centre (RGRC) were installed at Charitable Gaming Centres in Ontario, bringing the total to 31 in the bingo environment. Similar to slots and casino sites, the RGRCs are independently operated by the RGC and offer many of the same services including brochures, support service literature, and MARGI kiosks.	Number of Interactions					
	Safer play information	10,415	6,547	1,566	n/a	RGRC statistics
	Assistance to those with gambling concerns	65	35	22		
	Educational event participation	15,592	11,368	4,690		
	Total visits	26,072	17,950	6,278		
	MARGI Use					
Played MARGI (self-serve)	8,132	5,705	1,528	n/a	RGRC statistics	

¹⁹RGRCs are operated by independent problem gambling experts from the RGC. OLG provides funding and space for RGRCs.

Awareness of Safe Gambling Habits and Resources

In January 2015, OLG launched Ontario's first regulated Internet gaming platform, PlayOLG.ca. The present results (2015-2016) represent OLG's second year tracking the knowledge and awareness of safe ways to gamble and available support services for PlayOLG players. Results from prior years were reported by individuals playing on websites that may be unregulated and managed in jurisdictions outside of Ontario.

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2016-17	2015-16	2014-15	2013-14	2012-13		
Positive Play Habits and Behaviour Percentage of Internet gaming players who reported gambling with the following habits... ^{20/21}	Gambling only with money you can afford to lose	90	87	n/a	n/a	n/a	Annual RG Player Awareness Study	
	Keeping track of how much money is spent	72	69	67	57			
	Setting spending limits	78	75	72	58			
	Gambling for entertainment	80	77	n/a	n/a			
	Taking frequent breaks	60	57	n/a	n/a			
	Gambling less often	58	55	n/a	n/a			
	Keeping track of how much time is spent	35	32	n/a	n/a			
	Made smaller bets or played less expensive games to play longer	67	64	50	42			
Problem Gambling (PG) Behaviour Indicators Percentage of Internet gaming players who reported gambling with the following habits...	Feeling unhappy after gambling/playing	31	34	26	25			
	Gambling to make money	35	38	29	39			
	Spending more money than they intended	15	18	11	18			
	Spending more time than they intended	25	28	n/a	n/a			
	Playing when feeling lucky	19	21	14	22			
Awareness of support services and problem gambling literature Percentage of Internet gaming players who have heard of...	RG information on OLG.ca	64	61	64	40			
	KnowYourLimit.ca	60	57	64	56			
	PlayOLG play management tools	40	37	41	n/a			

²⁰Internet gaming players were those who made a deposit and played online games for real money.

²¹As of 2016, a new set of questions has been used to survey players.

Understanding Gambling Facts — Knowledge and Behaviour Outcomes

Internet users have the ability to disseminate information quickly and widely. Because of the widespread amount of information, sometimes it's difficult for players to distinguish myths from facts. Introducing Internet gaming myths into this year's annual RG Player Awareness Survey will help determine which myths players may be more likely to believe in. OLG can then use these results to provide factual information to players via online channels.

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2016-17	2015-16	2014-15	2013-14	2012-13		
Perceptions Regarding Internet Gaming Percentage of Internet gaming players who agree...	your chances of winning are better at some times of the day than others	23	26	24	25	n/a	Annual RG Player Awareness Study	
	your chances of winning are better if you play on your "lucky" site	8	11	18	20			
	the longer you play games online the more likely you are to win	11	14	16	14			
	you have a better chance at winning slots online than in a casino	8	11	11	12			
	gambling online is a good way to make fast money	6	9	5	13			
	people who are good at video games will be good at Internet gaming	5	8	16	12			

PlayOLG Responsible Gambling Play Management Tools and Resources

Responsible Gambling is the foundation of OLG's online gambling platform, using useful and innovative Responsible Gambling safeguards to help players better understand gambling risks, and track their game play. These safeguards include player education, easy-to-use tools that allow you to set money and time limits, and support for those who experience problems with their gambling. As PlayOLG launched in January 2015, this is the second year for which figures are available.

MEASURE	INDICATOR	RESULTS				SOURCE
		2015-16	2014-15	2013-14	2012-13	
Self-Assessment Test PlayOLG features a quiz to help players better understand their gambling risk	Number of active players ²² players who took self-assessment test	4,147	2,588	n/a	n/a	PlayOLG.ca (web metrics)
Limits PlayOLG has several practical and customizable tools to keep gambling within a player's limits.	Daily Loss Limit	30	31			
	Weekly Loss Limit	29	31			
	Monthly Loss Limit	29	29			
Percentage of Internet gaming players who set a...	Total PlayOLG Self-Exclusion registrants	770	285			

²²Individuals who have completed the registration process and verified their account, but who may not have deposited real money.

PUBLIC OPINION Perceptions of OLG's RG Program

OLG formally tracks perceptions of OLG's RG program through a monthly survey, *Vital Signs*. This survey reaches a general population outside of our typical player and employee populations and allows us to evaluate our engagement efforts with the public through their perceptions of OLG's RG program.

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2016-17	2015-16	2014-15	2013-14	2012-13		
Public Opinion on RG ²³ Percentage of people who highly agree or somewhat agree...	OLG does all it can to make sure lotteries, slots and casinos facilities are run in a socially responsible manner	78	75	75	73	70	Vital Signs ²⁴	
	OLG is doing a good job of educating customers about how to gamble responsibly	62	59	59	57	58		
	OLG employees are trained to recognize and respond to customers who may be showing signs of problem gambling	57	54	54	47	45		

²³Previous years' public confidence figures were retroactively adjusted as of the 2014-15 reports to reflect a new corrected logic.

²⁴Monthly survey of 400 Ontario adults measures OLG's brand health and reputation.



SAULT STE. MARIE
70 Foster Drive, Suite 800
Sault Ste. Marie, ON P6A 6V2
705-946-6464

TORONTO
4120 Yonge Street, Suite 500
Toronto, ON M2P 2B8
416-224-1772

www.olg.ca