

OLG Responsible Gambling Key Metrics Report Fiscal 2021 – 2023

September 2024



Introduction

OLG has been a leader in Responsible Gambling for over 25 years and we continue to improve our Responsible Gambling program, PlaySmart, by constantly investing in player health, applying evidence-based approaches, partnering with industry experts, and leveraging innovative technologies. Our commitment to player health is key to creating a sustainable business model that can strengthen Ontario communities, drive economic development, and support government priorities for years to come. By making gambling safer through our Responsible Gambling program, OLG is taking meaningful action consistent with our purpose-led brand in support of people and communities across Ontario.

OLG's PlaySmart program takes a unique approach to assisting players in building knowledge, understanding risks, fostering positive play habits, and providing resources for obtaining help if needed. These efforts have contributed to a long-standing, independent, global recognition of the PlaySmart program in the Responsible Gambling field.

OLG's Responsible Gambling efforts are guided by our Responsible Gambling Three-Year Plan, which has established OLG's objectives and strategic priorities as well as a roadmap for key initiatives. The Three-Year Plan is a strong indicator of OLG's commitment to improvement of our Responsible Gambling program.



Overview of Metrics

Ongoing monitoring and evaluation of key performance indicators are critical to ensuring that OLG remains dedicated to the continuous improvement of our Responsible Gambling program. The focus for Fiscal 2023–2025 is on two key impact metrics that are integrated across all five strategic priorities:

1. **PlaySmart Engagement and Positive Play** — a measure of the extent of various responsible gambling beliefs and behaviours amongst players.
2. **Player Health** — a measure of the extent of problem gambling risk amongst players.

Proposed Metrics

Harm Prevention: Promoting PlaySmart Engagement and Positive Play

Metric	F21 ¹	F22 ²	F23	Commentary
% of Gambling Literate Players (Positive Play Scale Indicator)	52%	55%	57%	<p>OLG player awareness of the PlaySmart program has slowly increased over the last three years.</p> <p>Gambling literacy and budget-setting among OLG players have remained stable. Increasing player gambling literacy in the coming year is a priority for OLG.</p>
% of Players Setting a Budget (Positive Play Scale Indicator)	73%	72%	72%	
% of OLG Players Aware of PlaySmart	60%	62%	62%	
% of General Population Aware of PlaySmart	36%	37%	37%	

Impact: OLG Player Health

Metric	F21 ¹	F22 ²	F23	Commentary
Enterprise Player Health Index	94%	94%	98%	OLG player health key metric is on track to achieving target established as part of OLG's Responsible Gambling Three-Year Plan.

1. F21 data for Q1 and Q4 is absent for land-based gaming sites, which were closed during these quarters due to provincial COVID-pandemic-related restrictions.

2. F22 data for Q1 is absent for land-based gaming sites, which were closed during this quarter due to provincial COVID-pandemic-related restrictions.



Methodology

The Responsible Gambling (RG) key metrics are derived from various sources:

Self-reported Survey Data

OLG conducts quarterly RG Player surveys of past-year players of our major lines of business, as well as general population surveys.

System-generated Data

OLG uses numerous technical systems that help administer and facilitate RG programs and generate data on RG program performance activity.

Manual Operational Reports

OLG and our casino staff use numerous reporting tools to track operational activity for various RG programming elements.

Metric Background

Gambling Literacy (Positive Play Scale Indicator)

The PlaySmart program supports informed decision-making to help prevent gambling-related problems by educating players on how gambling works and how to gamble safer. OLG measures player understanding of how gambling works using an academically validated scale.

Pre-commitment (Positive Play Scale Indicator)

The PlaySmart program seeks to help players gamble more safely by promoting and facilitating their pre-commitment to budgets and time limits. OLG also measures player use of budgets for gambling.

PlaySmart Awareness

OLG's unique public branding of the PlaySmart program aims to reduce stigma around responsible gambling to ultimately engage more players. Awareness of the program is a first step towards increased engagement. OLG measures PlaySmart awareness across our player base, as well as the general population of Ontario aged 18+.

Player Health

The PlaySmart program ultimately aims to promote the health and well-being of all players who participate in any of the OLG lines of business. OLG measures the overall gambling health of our player base with an index (i.e., Player Health Index) based on an academically validated problem-gambling screener. The higher the index, the better the health of OLG's total player population.



