

RESPONSIBLE GAMBLING
METRICS

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.

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 on knowyourlimit.ca and/or upon request.

Due to technical reporting issues, web metrics for knowyourlimit.ca are unavailable for this fiscal period.

Communicating Responsible Gambling Information

OLG provides 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 newsletters, digital signage, marketing promotions, and presentations.

MEASURE	INDICATOR	RESULTS				SOURCE
		2014-15	2013-14	2012-13	2011-12	
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	3.8 (millions)	4.7 (millions)	5.0 (millions)	5.3 (millions)	Lottery Division
	Number of Lottery e-newsletters distributed ²	3.7 (millions)	1.3 (millions)	780,000	800,000	
	Number of newsletters distributed to Lottery retailers ³	350,316	120,000	150,000	150,000	
	Estimated reach of Customer Display Units (CDUs) at Lottery retailers ⁴	400 (millions)	400 (millions)	400 (millions)	396 (millions)	
	Number of newsletters distributed to loyalty members via email	2.42 (millions)	1.95 (millions)	573,000	250,000	Gaming Marketing
	Estimate reach of digital signage at OLG gaming sites (millions of people) ⁵	19.5	19.2	20	21	
	Number of participants in RG marketing promotion ⁶	38,000	41,836	35,411	46,670	Independent Quantitative Research
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	21	36	37	n/a	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.

²Every e-newsletter and "e-blast" contains the Know Your Limit, Play Within It logo and links to knowyourlimit.ca. This is the first year this metric has accounted for "e-blasts".

³This year's figure accounts for all English lottery publications featuring the Know Your Limit, Play Within It 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.

⁶The It Pays to Know marketing promotion launched in 2010, and is an umbrella education campaign that features direct, player-focused RG messages. A third party research firm conducts a series of on-site intercepts at gaming sites and community events.

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
		2015-16	2014-15	2013-14	2012-13	2011-12	
Level of RG Familiarity Among OLG Employees Percentage of employees who consider themselves knowledgeable about RG.	Gaming employees	98	100	98	98	99	Annual RG Employee Survey ⁷
	Non-gaming employees	93	95	95	95	95	
	Charitable Gaming (cGaming) employees ⁸	97	99	n/a	n/a	n/a	

⁷OLG issues an annual survey that asks employees to indicate their knowledge about OLG's RG program.

⁸This was the first year that cGaming employees have been surveyed on their RG knowledge.

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
		2015-16	2014-15	2013-14	2012-13	2011-12		
RG Knowledge Percentage of slots and casinos players who have heard of ways to gamble responsibly.	Only gamble with money you can afford to lose	96	93	93	94	76	Annual RG Player Awareness Study	
	Set a spending limit you can afford, and stick to it each time you gamble	95	92	90	90	75		
	Gamble for entertainment and not to win money	82	79	76	80	67		
	Never gamble to win back losses	80	77	73	77	58		
	Set a time limit every time you gamble	52	49	53	52	36		
	When you gamble, take frequent breaks	41	38	39	39	31		
Awareness of Support Services and Problem Gambling Literature Percentage of slots and casinos players who have heard of...	toll free 1-888 Ontario Problem Gambling Helpline	60	57	56	62	63		
	RGRCs at Ontario gaming sites	30	27	27	29	35		
	OLG's Self-Exclusion program	43	40	32	42	44		
	RG information on olg.ca	34	31	33	41	n/a		
	knowyourlimit.ca	39	36	41	31	25		

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
		2014–15	2013–14	2012–13	2011–12	
RG Education to Players via OLG Gaming Employees OLG Gaming employees are trained to understand key gambling concepts and provide information and referrals accordingly. These interactions 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 interactions where employee suggested taking a break	327	514	426	181	RG Interaction Database ⁹
	Number of recorded interactions where employee followed OLG's fatigue impairment policy	140	201	251	128	
	Number of recorded interactions where employee directed player to knowyourlimit.ca	131	148	122	52	
	Number of recorded interactions where employee directed player to an RGRC for more information	128	134	140	98	
	Number of recorded interactions where employees directed player to the Ontario Problem Gambling Helpline	86	95	90	42	
	Number of recorded interactions where employee provided a responsible gambling or problem gambling brochure	80	73	64	41	
	Total number of recorded interactions ¹⁰	763	1,263	1,097	540	
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.	Number of Interactions					RGRC statistics
	Safer play information	86,979	78,035	72,965	75,214	
	Assistance to those with gambling concerns	3,869	3,464	3,301	2,848	
	Educational event participation	168,397	124,899	115,492	80,314	
	Total visits	259,245	206,398	191,758	158,376	
	MARGI Use¹²					RGRC statistics
	Played MARGI (self-serve)	27,901	38,444	33,853	35,661	
	Played MARGI (with staff)	6,401	6,481	7,761	11,604	
	Total MARGI	34,302	44,925	41,614	47,265	

⁹Across all OLG Slots & Casinos facilities, employees have the option of entering data into an 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
		2015–16	2014–15	2013–14	2012–13	2011–12		
Perceptions Regarding Slots and Casinos Percentage of slots and casinos players who agree ¹³ ...	the longer you play the more likely you are to go home a winner.	10	13	9	15	8	Annual RG Player Awareness Study	
	your chances of winning are better if you pull the arm instead of push the button.	7	10	9	8	4		
	your chances of winning are better at some times of the day than others.	19	22	23	16	22		
	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.	36	39	37	37	30		
	your chances of winning are better if you stay with the same slot machine.	27	30	30	28	23		
	security or surveillance employees at Slots & Casinos facilities can change game outcome.	16	19	19	13	12		
	you can only win big if you play big ¹⁴ .	9	12	n/a	n/a	n/a	OLG's RG market research data	

¹³In 2011-2012 the reported percentage of slots and casinos players who think the statement is true.

¹⁴This is the first year posing this question, due to a revised script for the 2014 It Pays to Know RG educational campaign.

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
		2014-15	2013-14	2012-13	2011-12	
Support through OLG's Self-Exclusion (SE) Program	SE registrations (total)	3,061	2,983	2,917	3,001	iTrak ¹⁶
	Off-site SE registrations ¹⁵	78	79	60	138	
	Reinstatements	2,240	1,838	1,886	1,880	
	Detected breaches/trespasses	2,193	1,977	1,910	1,996	
RGRCs' Support to OLG's Self-Exclusion Program¹⁷	Provided information about SE	1,288	1,164	1,012	881	RGRC statistics
	Provided support at SE registration	1,155	1,035	983	882	
	Check-in call	191	251	218	180	
	Support at breach	52	90	73	35	
	Support at SE reinstatement	837	677	734	532	
Referrals to Service Number of people referred by OLG employees	Ontario Problem Gambling Helpline ¹⁸	94	162	158	158	Ontario Problem Gambling Helpline
	RGRC	1,773	1,564	1,652	1,033	RGRC statistics
Referrals to Service Number of people referred by RGRC employees	Problem gambling agency	843	994	1,005	971	
	Credit counselling agency	283	350	271	297	
	Other community agency	173	169	145	164	
	Legal services	13	16	20	21	
	Ontario Problem Gambling Helpline	638	601	n/a	n/a	
	Self-help group	208	198	n/a	n/a	
	Total referrals by RGRC employees	3,931	2,328	1,441	1,453	
Minors Refused Entry at OLG-operated Gaming Sites	Minors turned away at entrance	1320	1,349	1,632	1,889	iTrak
Problem Gambling Treatment Admissions in Ontario	Counselling clients in Ontario ¹⁹	4243	4,128	3,980	5,513	Drug and Alcohol Treatment Information System (DATIS)

¹⁵OLG announced off-site Self-Exclusion in April 2011. Off-site Self-Exclusion allows individuals to register for the program at a location within their community, rather than at a gaming site. Figure for 2011-2012 represents total figures from fiscal 2009-10 to fiscal 2011-12.

¹⁶iTrak is the database used for Gaming Self-Exclusion to track information related to an individual's self-excluded status.

¹⁷OLG 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.

¹⁸The 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.

¹⁹Represents 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
		2015-16	2014-15	2013-14	2012-13	2011-12		
RG Knowledge Percentage of lottery players who have heard of ways to gamble responsibly ²⁰ .	Only gamble with money you can afford to lose	92	89	83	85	n/a	Annual RG Player Awareness Study	
	Set a spending limit you can afford, and stick to it each time you gamble	80	77	74	79			
	Gamble for entertainment and not to win money	81	78	61	64			
	Never gamble to win back losses	72	69	62	64			
	Set a time limit every time you gamble	36	33	26	30			
	When you gamble, take frequent breaks	41	38	39	39			
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		
	toll free 1-888 Ontario Problem Gambling Helpline	61	64	55	60	n/a		
	knowyourlimit.ca	46	49	41	34	n/a		
	RG information on olg.ca ²¹	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		

²⁰Fiscal 2012-13 was the first year these questions were asked to lottery players.

²¹Previous years' figures for this metric have been changed from previous reports as previous reports used incorrect figure.

²²Target adjusted to align with adjusted figures from previous years.

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
		2015-16	2014-15	2013-14	2012-13	2011-12		
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.	18	15	18	18	17	Annual RG Player Awareness Study	
	if you choose your own number with a selection slip.	17	14	14	18	17		
	if you choose numbers that have come up more frequently than others in the past.	14	11	13	15	15		
	if you choose numbers that have not come up in the draw for a while.	9	6	9	12	7		

CHARITABLE GAMING Awareness of Safe Gambling Habits and Resources

Charitable Gaming is the evolution of existing paper-based Bingo games to electronic formats. In addition to the paper-based games that are offered, OLG now conducts and manages 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 Gaming players. As the presence of RG continues to grow at Charitable 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 Gaming players.

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2015–16	2014–15	2013–14	2012–13	2011–12		
RG Knowledge Percentage of Charitable Gaming players who have heard of ways to gamble responsibly	Only gamble with money you can afford to lose	91	88	92	n/a	n/a	Annual RG Player Awareness Study	
	Set a spending limit you can afford, and stick to it each time you gamble	95	92	88				
	Gamble for entertainment and not to win money	91	88	91				
	Never gamble to win back losses	86	83	83				
	Set a time limit every time you gamble	65	62	55				
	When you gamble, take frequent breaks	49	46	54				
Awareness of Support Services and Problem Gambling Literature Percentage of lottery players who have heard of...	brochures at Charitable Gaming centres that describe the warning signs for problem gambling and tips to gamble responsible.	76	73	77	n/a	n/a	Annual RG Player Awareness Study	
	toll free 1-888 Ontario Problem Gambling Helpline	56	53	50				
	knowyourlimit.ca	56	53	60				
	RG information on olg.ca	53	51	55				
	information about responsible gambling on a sign or poster at Charitable Gaming Centres.	23	26	22				

Understanding Gambling Facts — Knowledge and Behaviour Outcomes

As OLG continues to build an RG culture at Charitable 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
		2015-16	2014-15	2013-14	2012-13	2011-12		
Perceptions Regarding Charitable Gaming Percentage of Charitable Gaming players who agree...	your chances of winning are better at some times of the day than others.	23	26	35	n/a	n/a	Annual RG Player Awareness Study	
	some numbers have a better chance of being called than others.	30	33	34				
	employees at Charitable Gaming Centres can change game outcome.	15	18	23				

Responsible Gambling Education

Responsible Gaming Resource Centres were introduced at Charitable 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 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
		2014-15	2013-14	2012-13	2011-12	
RG Education to Players via Responsible Gaming Resource Centres^{23/24} In 2014-2015, twelve new RGRCs were installed at Charitable Gaming Centres in Ontario, bringing the total to 24 in the bingo environment. Similar to slots and casinos sites, the RGRCs are independently operated by the Responsible Gambling Council (RGC) and offer many of the same services including brochures, support service literature, and MARGI kiosks.	Number of Interactions					
	Safer play information	6,547	1,566	n/a	n/a	RGRC statistics
	Assistance to those with gambling concerns	35	22			
	Educational event participation	11,368	4,690			
	Total visits	17,950	6,278			
	MARGI Use					
Played MARGI (self-serve)	5,705	1,528	n/a	n/a	RGRC statistics	

²³RGRCs are operated by independent problem gambling experts from the RGC. OLG provides funding and space for RGRCs.

²⁴Large increases since last year reflect the installation of 12 new RGRCs in cGaming sites.

Awareness of Safe Gambling Habits and Resources

In January 2015, OLG launched Ontario's first regulated Internet gaming platform, PlayOLG.ca. The present results (2014-2015) represent OLG's first year tracking the knowledge and awareness of safe ways to gamble and available support services for PlayOLG players. Previous results were reported by individuals playing on websites that may be unregulated and managed in jurisdictions outside of Ontario.

MEASURE	INDICATOR	TARGET	RESULTS					SOURCE
		2015-16	2014-15	2013-14	2012-13	2011-12		
RG Knowledge Percentage of Internet gaming players who have heard of ways to gamble responsibly ²⁵	Only gamble with money you can afford to lose	93	90	84	n/a	n/a	Annual RG Player Awareness Study	
	Set a spending limit you can afford, and stick to it each time you gamble	94	91	80				
	Gamble for entertainment and not to win money	79	76	70				
	Never gamble to win back losses	83	80	62				
	Set a time limit every time you gamble	67	64	51				
	You should take frequent breaks when you gamble online	59	56	44				
Awareness of Support Services and Problem Gambling Literature Percentage of Internet gaming players who have heard of...	RG information on olg.ca	67	64	40	n/a	n/a	Annual RG Player Awareness Study	
	toll free 1-888 Ontario Problem Gambling Helpline	69	66	52				
	knowyourlimit.ca	67	64	56				

²⁵Internet gaming players were those who made a deposit and played online games for real money.

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
		2015-16	2014-15	2013-14	2012-13	2011-12		
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.	21	24	25	n/a	n/a	Annual RG Player Awareness Study	
	your chances of winning are better if you play on your "lucky" site.	15	18	20				
	the longer you play games online the more likely you are to win.	13	16	14				
	you have a better chance at winning slots online than in a casino.	8	11	12				
	gambling online is a good way to make fast money.	2	5	13				
	people who are good at video games will be good at Internet gaming.	13	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 first year for which figures are available.

MEASURE	INDICATOR	RESULTS				SOURCE
		2014–15	2013–14	2012–13	2011–12	
Self-Assessment Test PlayOLG features a quiz to help players better understand their gambling risk.	Number of active players ²⁶ players who took self-assessment test	2,588	n/a	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				
Percentage of Internet gaming players who set a...	weekly Loss Limit	31				
	monthly Loss Limit	29				
PlayOLG Self-Exclusion	Total PlayOLG Self-Exclusion registrants	285				

²⁶Individuals who have completed the registration process and verified their account, but who may not have deposited real money.

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
		2015-16	2014-15	2013-14	2012-13	2011-12		
Public Opinion on RG²⁷ 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	73	70	72	Vital Signs ²⁸	
	OLG is doing a good job of educating customers about how to gamble responsibly.	62	59	57	58	56		
	OLG employees are trained to recognize and respond to customers who may be showing signs of problem gambling.	57	54	47	45	43		

²⁷Previous years' public confidence figures have been changed from previous reports — previous reports used incorrect logic (took figure from last month of fiscal as opposed to fiscal average).

²⁸Monthly survey of 400 Ontario adults measures OLG's brand health and reputation.



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