



TM

VIRGINIA LOTTERY

VIRGINIA LOTTERY RESPONSIBLE GAMING ANNUAL REPORT

FISCAL YEAR 2024

MISSION: To contribute to Virginia's future one play at a time by responsibly creating games, experiences and fun for our players.



play responsibly

Virginia Problem Gambling Helpline: 1-888-532-3500



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KNOW THE WARNING SIGNS

- Preoccupation with gambling
- Increased spending on gambling
- Unsuccessful attempts to stop gambling
- Negative work, social, emotional or family consequences due to gambling
- Chasing losses
- Irritability
- Lying
- Reliance on others to cover non-gambling expenses



LETTER FROM KHALID JONES, EXECUTIVE DIRECTOR OF THE VIRGINIA LOTTERY

Greetings,

The landscape of legal gambling in Virginia is changing almost daily. Within the past few years, the Commonwealth has seen an unprecedented growth in the availability of legal games of chance. And while the overwhelming majority of Virginians are able to enjoy these games within their limits, we also have seen a steady rise in the number of people seeking help for, or asking questions about, problem gambling.

One way we see this is in the number of people contacting the Virginia Problem Gambling Helpline. Some of those people may have struggles controlling their gambling, some are concerned about a loved one, and some simply have questions. However, that's just the people who actually make the call. What we don't know is how many people who may want or need help who don't reach out for a variety of reasons.

We at the Virginia Lottery are committed to providing an ethical and responsible gaming experience and raising awareness of gambling addiction and the resources available in Virginia to help. We know that there are no one-size-fits-all answers and that no one person or entity is singularly responsible for instilling an ethos of responsible gambling. It is each of us, it is all of us, and it will take a continued, collective and concerted effort.

The Virginia Lottery's Responsible Gaming Annual Report for Fiscal Year 2024 shows our goals and guiding principles. It shows our commitment to raising awareness. It also shows that there is more to be done.

The Virginia Lottery is a recognized leader in the lottery industry when it comes to raising awareness of problem gambling. Virginia's Play Responsibly program has not only won awards but also has served as a model for other lotteries across the nation. Our employees provide mentorship to others seeking certification from lottery-industry organizations. Play Responsibly is a deeply rooted part of the Virginia Lottery's culture of corporate social responsibility.

Information is key. As Virginians, we want all our players to be as informed as possible on this issue. If someone chooses to play, we want that person to know the game, understand the odds and have an entertaining experience no matter the outcome. We also want all Virginians, whether they choose to play or not, to know that gambling addiction does exist, that it is treatable, and that Virginia has resources and people available to help and that those seeking help should be embraced and not stigmatized. We work hard to get that message across in as many places as possible. You never know when you'll reach the right person at the right time with the right message to help.

I firmly believe that if our program helps even just one person seek assistance, it has proven its worth to the Commonwealth.

Sincerely,

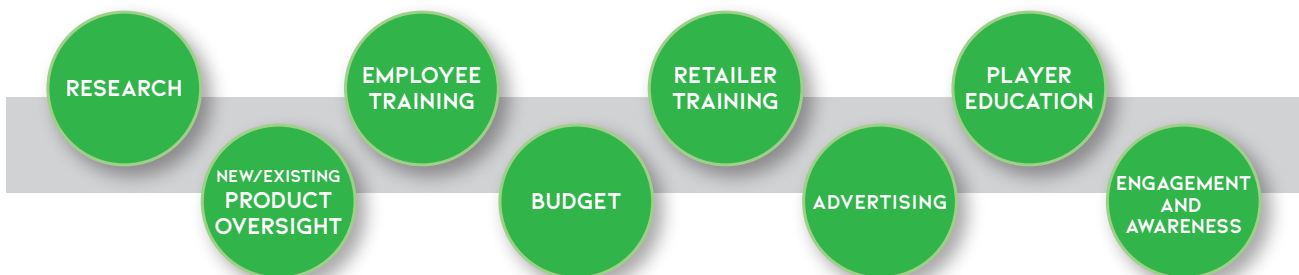
A handwritten signature in black ink that reads "Khalid R. Jones".

Khalid R. Jones

VIRGINIA LOTTERY PLAY RESPONSIBLY GUIDING PRINCIPLES

1. The Virginia Lottery (the Lottery) recognizes that while most people can play games of chance without ill effects, there are some people for whom gambling of any sort can be problematic.

2. The Lottery will at all times provide its games in the most responsible manner possible and encourage responsible play by all who choose to play. This includes working to ensure that Virginia Lottery tickets are not sold to, nor prizes redeemed by, anyone younger than 18.
3. The Play Responsibly logo is to be displayed on as many advertising materials as possible as well as in the Lottery's app and in the iLottery section of the website. The logo is to include a toll-free telephone number where anyone with questions or concerns about problem gambling can call for themselves or loved ones. The Lottery, in partnership with the Virginia Council on Problem Gambling, will ensure that the phone line is staffed by knowledgeable and helpful people 24 hours a day, seven days a week. As required by law, all Scratchers and computer-generated tickets will have the phone number printed on the back.
4. The Lottery will make use of its primary website, valottery.com, to maintain a section devoted to problem gambling. The section will include information on gambling addiction, the toll-free helpline number, public-service announcements, the Gift Responsibly campaign, links to the Lottery's Voluntary Exclusion Program and other problem-gambling resources.
5. The Voluntary Exclusion Program is a self-help program for people who wish to exclude themselves from Virginia casino gaming establishments, sports betting, account-based lottery, and gaming activities administered by the Office of Charitable and Regulatory Programs and the Virginia Racing Commission. People may self-exclude for a period of two years, five years or a lifetime. Additionally, iLottery players can self-exclude specifically from online play for a period of one, three or six months. Online games have deposit and bet limits, which players can reduce if they choose.
6. The Lottery will work closely with state and national advocacy groups, including the Virginia and National Councils on Problem Gambling. The Lottery will strive to achieve and maintain Responsible Gaming Verification status by working and improving in the following areas:



7. The Lottery will continue to produce television and radio public-service announcements in English and Spanish encouraging responsible play and will make those spots available to broadcast outlets statewide. When speaking to the public, Lottery spokespersons will take every practical opportunity to remind players of the importance of playing responsibly.
8. At all times, the Lottery will continue to look for additional ways to get its Play Responsibly message to all players.

VIRGINIA LOTTERY'S PLAY RESPONSIBLY PROGRAM

The Virginia Lottery's Play Responsibly program has grown over the years to become one of the most respected in the North American lottery industry. The Lottery's commitment can be seen in its Sustaining Level certification in the Responsible Gambling Verification Program, a joint venture of the National Council on Problem Gambling (NCPG) and the North American Association of State and Provincial Lotteries (NASPL). It is the highest and most respected level of certification possible within the North American lottery industry. Virginia was one of the first states to attain certification when that program was first introduced. The current certification is valid through April 2026.



The goal of the Virginia Lottery's Play Responsibly program is to raise awareness among all Virginians, whether they choose to gamble, of the dangers of gambling addiction and the resources available in Virginia to help people with gambling problems. We seek to promote informed Lottery play. We seek to remind Virginians that you must be at least 18 years old to play Lottery games, and Lottery tickets should never be sold to or given as gifts to anyone younger than 18.

IN FISCAL YEAR 2024, WE USED A CONSTANTLY GROWING TOOLBOX TO GET THE MESSAGE ACROSS TO VIRGINIANS, INCLUDING:

- **Paid media:** Radio, Digital Display, Pre-roll, Streaming Audio, Ad serving; invested \$125,000 for two campaigns (March and December) that generated a combined 16,791,567 impressions.
- **Public-service announcements (PSAs) in English and Spanish for radio and television:** The radio PSA ran 9,741 times in nine markets. The TV PSA ran 657 times in seven markets.
- **Social media:** Display impressions—6,740,143; Pre-roll impressions—1,526,248; Streaming-audio impressions—814,489.
- **Brochures in English and Spanish:** 23,000 brochures printed for FY24.
- **Messaging on Lottery machines and screens in stores:** 2,436 vending/self-service machines and 4,189 ESMM screens.
- **Earned news media:** Op-ed in Virginian-Pilot and Daily Press, 4/2/2024.
- **The Lottery's website, valottery.com, in English and Spanish:** Approximately 31,550 views on Play Responsibly page in FY24 from approximately 21,800 unique users.
- **Direct email outreach to Lottery players:**
 - Message sent on 3/4/2024; delivered to 653,138 addresses; opened by 216,202 (33.06%); click-thru by 876 (0.13%).
 - Message sent on 3/18/2024; delivered to 654,848 addresses; opened by 221,554 (33.81%); click-thru by 1,296 (0.20%).
- **Lottery employee education:** Intranet site; sales employee newsletter. All employees are required each year to read and sign off on Play Responsibly Guiding Principles in Awareness, the Virginia Lottery's employee-acknowledgement system.
- **Retailer education:** Playbook retailer publication with Play Responsibly messaging delivered to all 5,300 Lottery retailers in March.
- **Draw shows:** During all Virginia Lottery drawing shows (two each day) during the month of March, the hosts reminded viewers to play responsibly.

VIRGINIA LOTTERY'S PLAY RESPONSIBLY PROGRAM (CONTINUED)

THE LOTTERY CONTINUED ITS PARTNERSHIPS IN FY24 WITH THE VIRGINIA COUNCIL ON PROBLEM GAMBLING AND THE NATIONAL COUNCIL ON PROBLEM GAMBLING AND IS A MEMBER OF THE VIRGINIA PARTNERSHIP FOR GAMING AND HEALTH.



The Play Responsibly program is housed in the Communications and Customer Relations department. The internal Responsible Gaming Advisory Committee is made up of representatives of multiple departments within the Lottery as well as the president of the Virginia Council on Problem Gambling. The Lottery's senior public affairs specialist chairs that committee and serves on the Responsible Gaming Committee of the North American Association of State and Provincial Lotteries.

VIRGINIA LOTTERY PLAY RESPONSIBLY FY24 HIGHLIGHTS & AWARDS

THE FISCAL YEAR FROM JULY 1, 2023, THROUGH JUNE 30, 2024, WAS THE MOST EXTENSIVE YET FOR THE VIRGINIA LOTTERY'S PLAY RESPONSIBLY PROGRAM.

- **In December:** The Virginia Lottery participated in the national Holiday Gift Responsibly campaign. The campaign's objective is to remind people not to give lottery tickets to minors as gifts.
- **In February:** The Play Responsibly page on the Virginia Lottery website, valottery.com, was expanded to include an Understanding the Odds tab.
- **In March:** A Spanish-language option was added for the entire Play Responsibly page, which made all Play Responsibly materials available in both English and Spanish.
- **In March:** During National Problem Gambling Awareness Month, the Lottery sharply increased awareness efforts with news outreach, billboards on Virginia highways, public-service announcements, an increased social-media presence and email outreach to players.

RECOGNITION

During FY24, the Lottery's Play Responsibly program was honored with the following awards.

- **National Council on Problem Gambling:** Gift Responsibly Campaign Award for 2023
- **Virginia Public Relations Awards:** Commonwealth Award for Public Service
- **Virginia Public Relations Awards:** Editorials/Op-Eds
- **Virginia Public Relations Awards:** Public-Service Announcements

VIRGINIA LOTTERY'S GIFT RESPONSIBLY PROGRAM

The Virginia Lottery's Gift Responsibly campaign is part of an effort by lotteries throughout North America to remind people not to give lottery tickets as presents to minors. The campaign is part of the overall Play Responsibly program because numerous studies have shown that the younger a person begins gambling, the greater the likelihood of that person developing a gambling problem later in life.



UNDER VIRGINIA LAW IT IS ILLEGAL:

- To give a lottery ticket to anyone younger than 18.
- For a retailer to sell a ticket to anyone younger than 18.
- For a retailer to redeem a winning lottery ticket presented by anyone younger than 18.

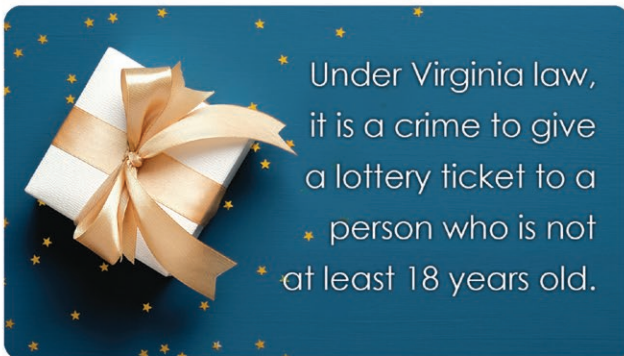
In December 2023, the Virginia Lottery's Gift Responsibly campaign included outreach to news media, increased postings on the Lottery's social-media channels, an increased presence on the Lottery's website, outreach to stores selling Lottery games, and a public-service announcement titled "Bad Gift Ideas," which was produced by the Lottery's media-production team.

Gift Responsibly

A lot of people give Virginia Lottery tickets as gifts, not just during the holidays, but throughout the year. However, it's important to consider the age of the person receiving the gift. Remember: lottery tickets are never appropriate gifts for anyone younger than 18.

The Virginia Lottery, along with the [Virginia Council on Problem Gambling](#), is working to raise awareness of the nationwide Gift Responsibly campaign and of the dangers of youth gambling.

According to Carolyn Hawley, Ph.D., President of the Virginia Council on Problem Gambling, "The earlier in life a young person starts to gamble, the more likely they are to develop gambling problems later on. Please remember that lottery tickets are not toys."



WHAT YOU CAN DO AS A PARENT

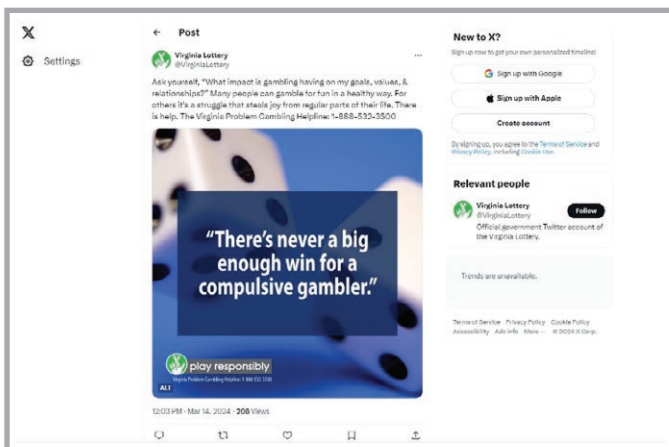
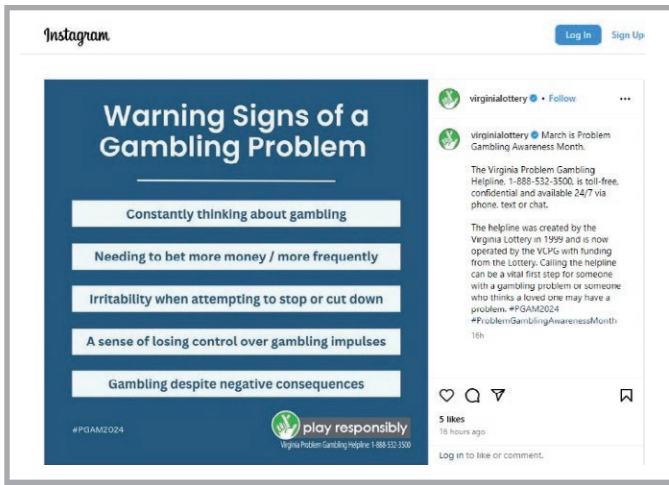


- Don't allow your children to "pick out" a ticket that you then buy or let them select your numbers for a draw game.
- Don't encourage a child to "help" you scratch a ticket.
- Talk to your children about gambling, including how odds work and the risks of gambling addiction.
- Know the warning signs of gambling addiction.
- Teach your children about budgeting and money management.

Play Responsibly pages on the Virginia Lottery website: valottery.com/playingmatters/playresponsibly

VIRGINIA LOTTERY'S GIFT RESPONSIBLY PROGRAM (CONTINUED)

Below are some of the posts that appeared on the Virginia Lottery's social-media platforms during December 2023 and March 2024.



BY THE NUMBERS: VIRGINIA PROBLEM GAMBLING HELPLINE

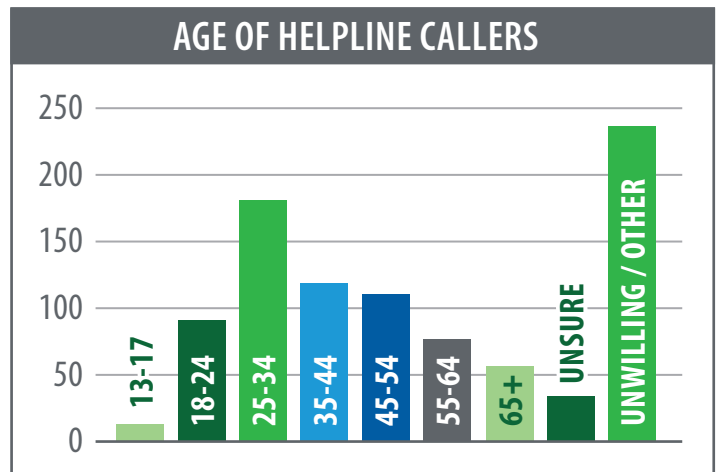
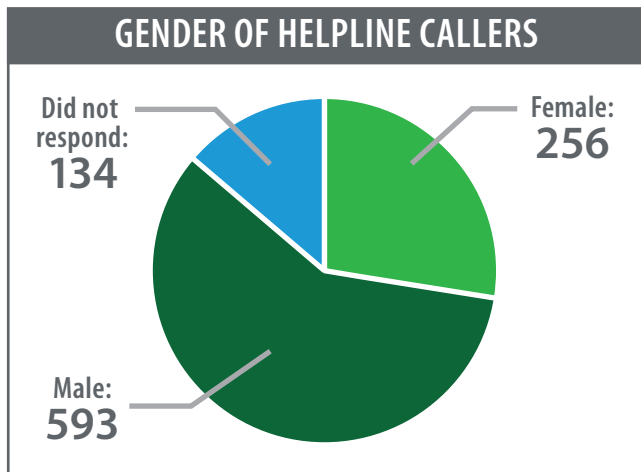
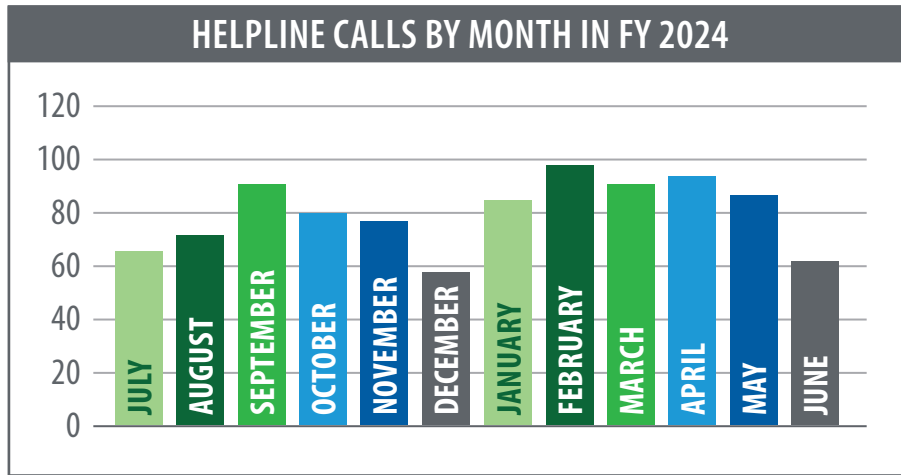
**THE VIRGINIA PROBLEM GAMBLING HELPLINE
WAS CREATED BY THE LOTTERY IN 1997 IN RESPONSE
TO A STATE LAW PASSED THAT YEAR.**

§ 58.1-4007.1. Lottery tickets to bear telephone number for compulsive gamblers. All lottery tickets printed after July 1, 1997, shall bear a toll-free telephone number for "Gamblers Anonymous" or other organization which provides assistance to compulsive gamblers.

The helpline was maintained by the Lottery until June 2017, at which time the Virginia Council on Problem Gambling assumed maintenance. The line continues to be funded by the Virginia Lottery. The Virginia Problem Gambling Helpline phone number is 888-532-3500. Anyone seeking help can call or text that number or chat (using the chat link on the Lottery's Play Responsibly website). Calls to 800-GAMBLER made from inside Virginia are automatically routed to 888-532-3500.

HELPLINE INTAKE* CALLS IN FY24: 967

**Intake calls are actual problem gambling-related calls, as opposed to hang ups or calls not related to problem gambling.*



BY THE NUMBERS (CONTINUED)

RESPONSIBLE PLAY TOOLS FOR ACCOUNT-BASED GAMING

With account-based play, imposing responsible-play guardrails is even more precise and includes the ability to:

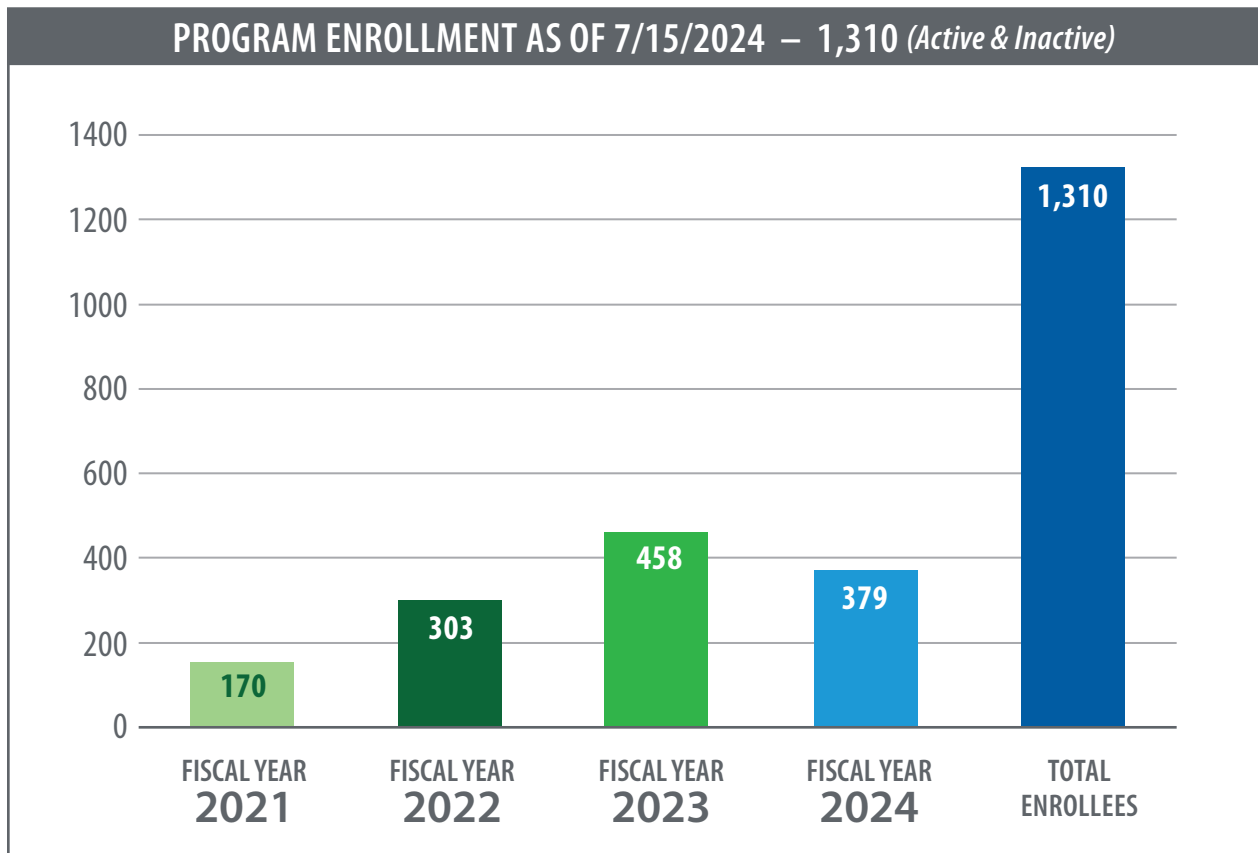
- Confirm age and identity
- Allow players to self-impose deposit and wagering limits (daily, weekly, monthly)
- Allow players the option to self-exclude for one, three or six months
- Provide information about the Voluntary Exclusion Program, which allows players to exclude for longer periods of time (two years, five years, lifetime)
- For play that exceeds two hours, players receive a pop-up that asks if they'd like to take a break.

VIRGINIA VOLUNTARY EXCLUSION PROGRAM

The Virginia Lottery has a program for individuals who wish to voluntarily exclude themselves from Virginia casino gaming establishments, sports betting, account-based lottery, and gaming activities administered by the Office of Charitable and Regulatory Programs and the Virginia Racing Commission. Individuals may self-exclude for a period of two years, five years or a lifetime.

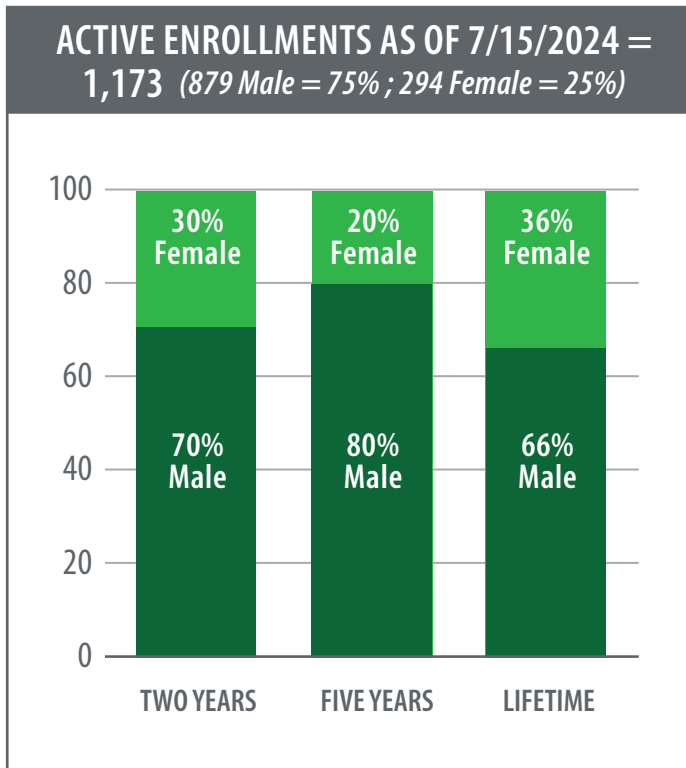
- Players that have enrolled since the program began in January 2021: 1,310.
- Of that number, 1,173 were still active as of July 15, 2024.

VOLUNTARY EXCLUSION PROGRAM

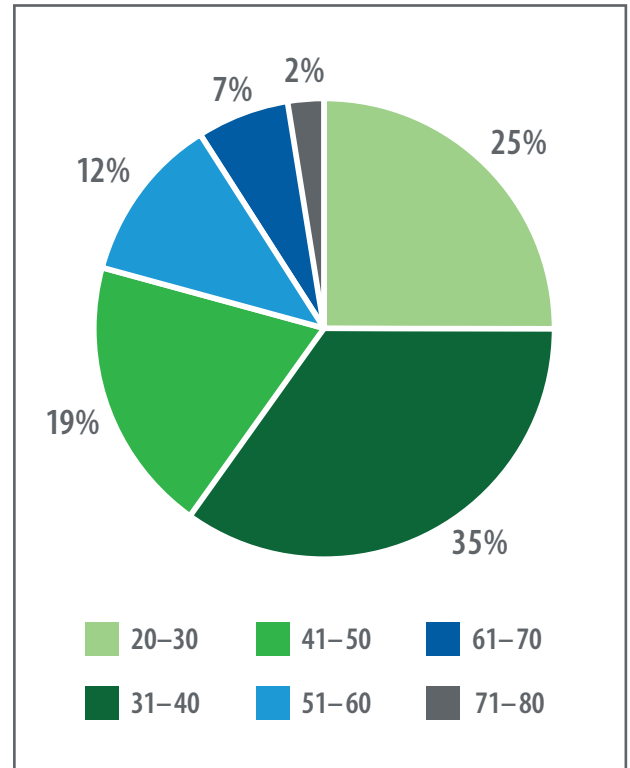


BY THE NUMBERS (CONTINUED)

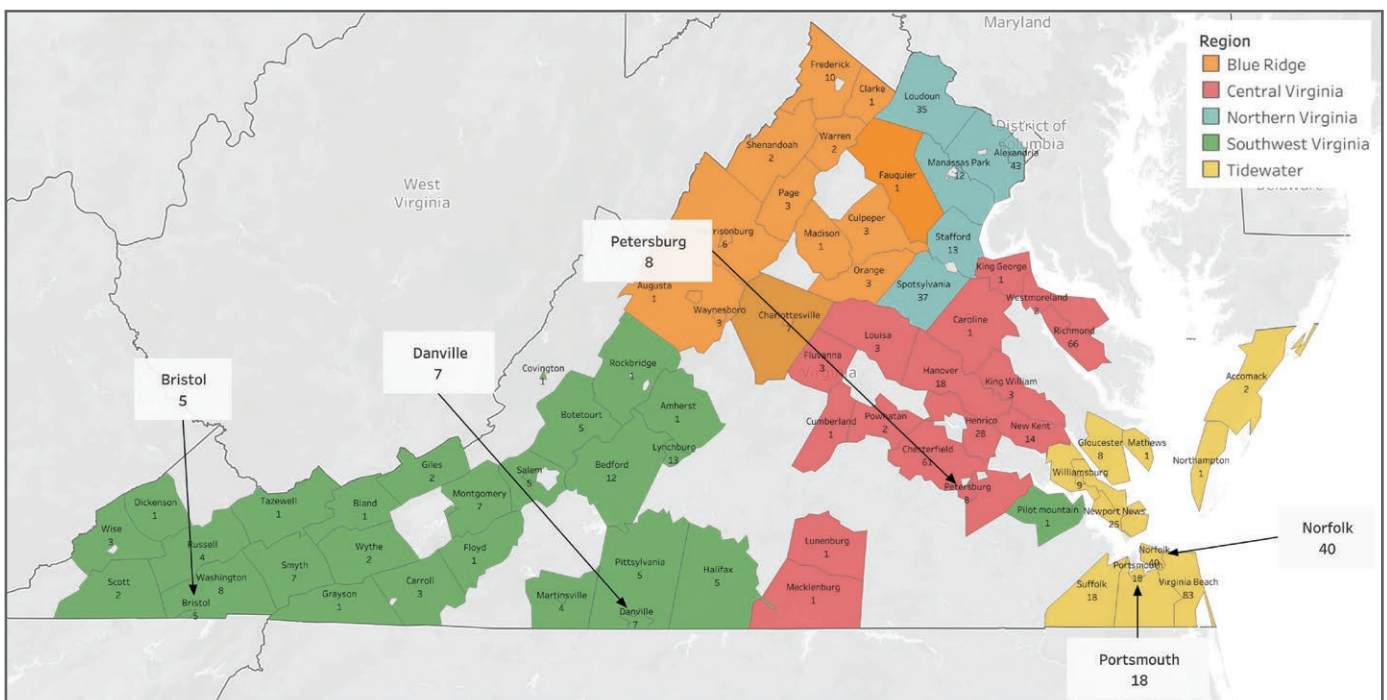
EXCLUSION PERIOD BREAKDOWN BY GENDER



VOLUNTARY EXCLUSION PROGRAM ENROLLEES BY AGE



VOLUNTARY EXCLUSION PROGRAM ENROLLEES BY AREA



BY THE NUMBERS (CONTINUED)

Gift Responsibly | **Play Responsibly** | Responsible Gambling Tools | Understanding the Odds

Español (Spanish)

There are many forms of gambling in Virginia, some of which are run or regulated by the Virginia Lottery and some of which are not. Gambling can be buying a lottery ticket, playing a slot machine, betting on sports, table games, even buying into a workplace pool for March Madness.

Most people can gamble and play games of chance without any ill effects. However, for some people, gambling is an addiction that can ruin lives and families.

Problem gambling doesn't necessarily mean losing bets or even gambling a lot. It means a lack of control. To a person with a gambling problem, the act of placing a wager has much the same effect on the brain as an alcoholic drinking alcohol. It is a recognized mental illness, and it is treatable.

The Virginia Lottery's Play Responsibly campaign has been recognized at the state and national levels. The Virginia Lottery was one of the first lotteries nationwide to be certified under the Responsible Gambling Verification Program, a joint program of the National Council on Problem Gambling (NCPG) and the North American Association of State and Provincial Lotteries (NASPL).

The Virginia Problem Gambling Helpline
888-532-5500
Call / text / chat

CHAT OR TEXT

Play Responsibly

The Virginia Lottery recognizes that while most people can play games of chance without ill effects, there are some people for whom gambling of any sort can be destructive.

The Lottery will, at all times, provide its games in the most responsible manner possible and encourage responsible play by all who choose to do so. This includes working to ensure that Virginia Lottery tickets are not sold to, nor prizes redeemed by, anyone younger than 18.

The "Play Responsibly" logo is to be displayed on as many advertising materials as possible. The logo is to include a toll-free telephone number where anyone with questions or concerns about problem gambling can go for themselves or loved ones. The Lottery, in partnership with the Virginia Council on Problem Gambling, will ensure the phone line is staffed by knowledgeable and helpful individuals 24 hours a day, seven days a week. As required by law, all scratchers and computer-generated tickets will have the phone number printed on the back.

The Lottery will make use of its primary website, www.valottery.com, to maintain a page devoted to problem gambling, which is to include information on gambling addiction, the Lottery's toll-free helpline number, PSA(s), links, etc.

The Lottery will work closely with state and national advocacy groups, including but not limited to, the Virginia and National Councils on Problem Gambling. This includes active participation in National Problem Gambling Awareness Month and the Holiday Campaign to discourage gifting lottery tickets to minors. The Lottery will strive to achieve and maintain Responsible Gaming Verification status by working and improving in the following areas:

- Research
- Employee Training
- Retailer Training
- Player Education
- New/Existing Product Oversight
- Budget
- Advertising
- Engagement and Awareness

The Lottery will continue to produce television and radio public service announcements in English and Spanish encouraging responsible play and make those spots available to broadcast outlets statewide. When speaking to media, Lottery spokespersons will take every practical opportunity to remind players of the importance of playing responsibly.

At all times, the Lottery will continue to look for additional ways to get its Play Responsibly message to all players.

BE AN INFORMED GAMBLER

- 1. Know and understand the odds.
- 2. Play for entertainment only.
- 3. Set a budget and keep to it. Set limits.
- 4. Maintain balance in your life.
- 5. Know the warning signs of problem gambling.
- 6. Don't consider gambling a way to make money.

PLAY RESPONSIBLY PAGES ON THE VIRGINIA LOTTERY WEBSITE:

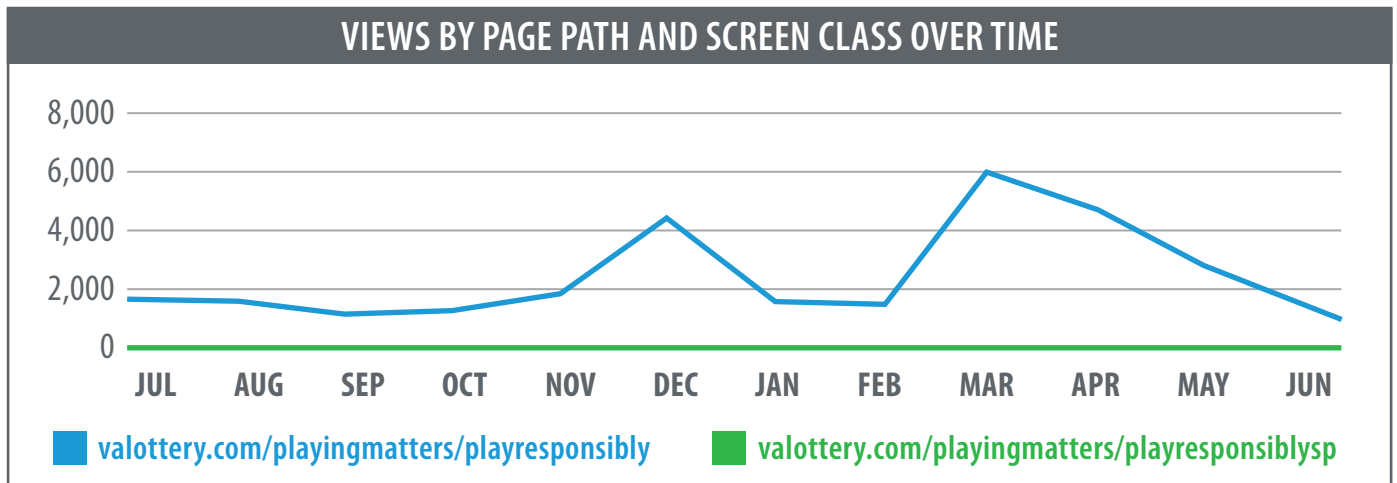
valottery.com/playingmatters/playresponsibly

In FY24, the Play Responsibly pages received approximately 31,550 views from approximately 21,800 unique users. The average time spent on the page was 24 seconds.

The chart below shows the monthly traffic on the Play Responsibly page. The blue line shows visitors to the English version of the page, and the green line shows visitors to the Spanish version of the page (which became an option in March 2024).

There were two distinct spikes on the chart: December 2023, which was when the Lottery heavily promoted the Gift Responsibly campaign, and March 2024, which was National Problem Gambling Awareness Month.

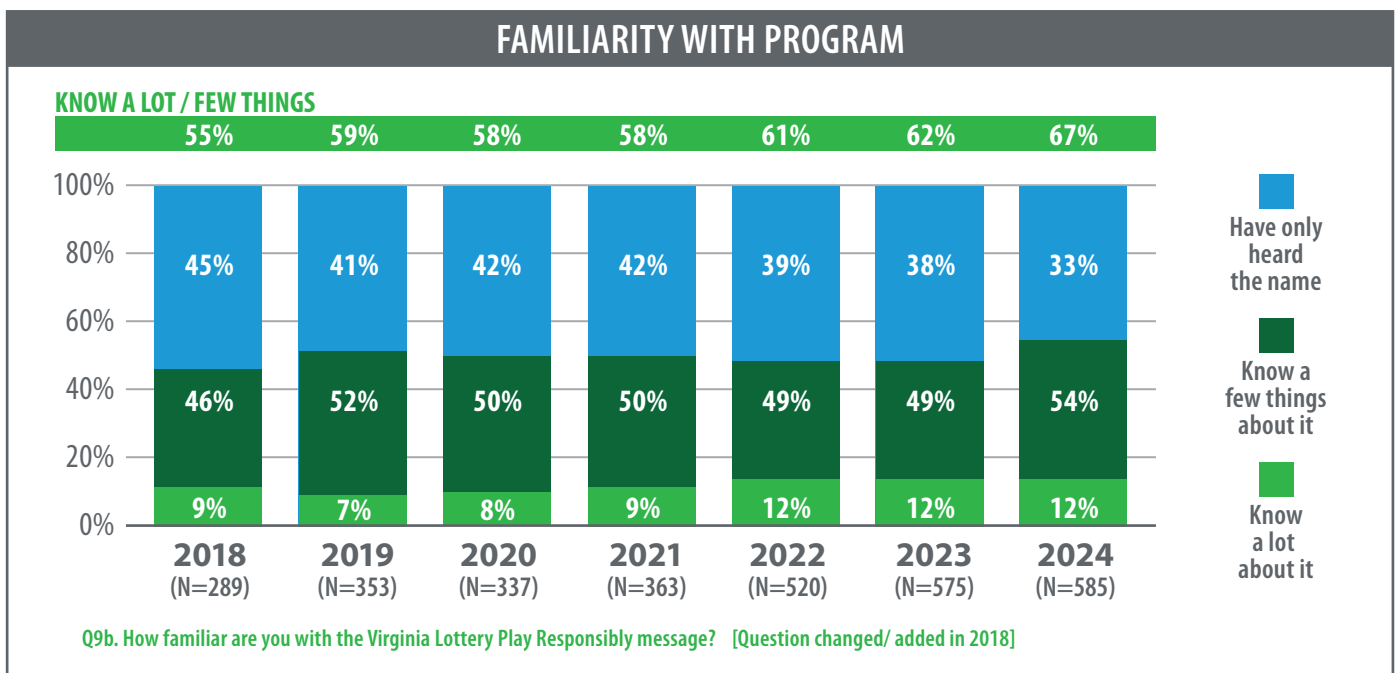
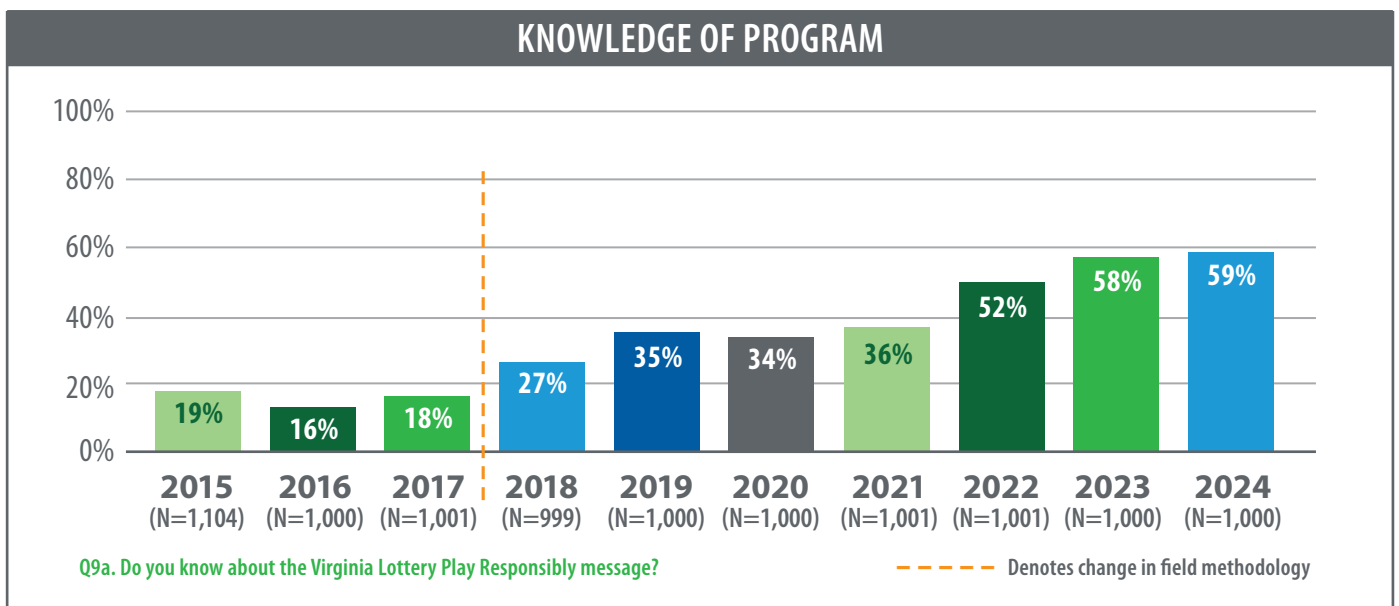
PLAY RESPONSIBLY VIEWS



FROM THE VIRGINIA LOTTERY'S BENCHMARK STUDY, WHICH WAS CONDUCTED IN MAY 2024.

KNOWLEDGE OF PLAY RESPONSIBLY MESSAGE

Fifty-nine percent (59%) of Virginia adults were aware of the Virginia Lottery Play Responsibly message, which is the highest percentage to date. Among those who were aware, familiarity with the program increased to 67%, which tracks with the steady increase since 2018. The proportion of respondents who knew a few things about it increased directionally (at +5%) while fewer had only heard the name (at -5%).



RESEARCH (CONTINUED)

KNOWLEDGE OF PLAY RESPONSIBLY MESSAGE

Commercials (on TV or radio) remained the primary channel for recall of the Play Responsibly message, followed by the Virginia Lottery website. However, both channels showed a significant drop when compared to the previous year (-6% and -9% respectively), as did several others, which is likely due to additional sources being added to the survey in 2024.

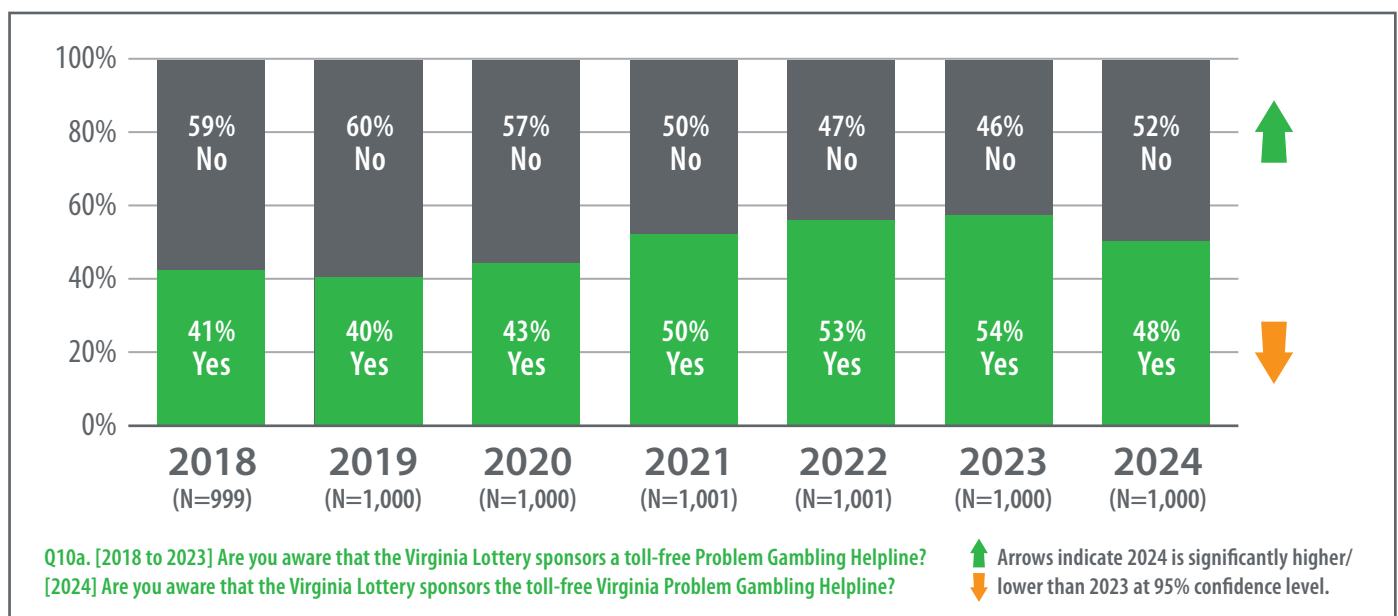
	2018 (N=272)	2019 (N=353)	2020 (N=337)	2021 (N=363)	2022 (N=520)	2023 (N=575)	2024 (N=585)
VIRGINIA LOTTERY NET	n/a	n/a	n/a	n/a	n/a	n/a	67%
Virginia Lottery website	52%	52%	54%	50%	48%	50%	41% ↓
On a Virginia Lottery ticket ⁺	n/a	n/a	n/a	n/a	n/a	n/a	35%
On the Virginia Lottery vending machine ⁺	n/a	n/a	n/a	n/a	n/a	n/a	29%
Virginia Lottery email ⁺	n/a	n/a	n/a	n/a	n/a	n/a	14%
Commercial (on TV or radio)*	33%	35%	31%	50%	54%	59%	53% ↓
Signage at the retail store⁺	n/a	n/a	n/a	n/a	n/a	n/a	25%
Online/Mobile advertisement	21%	20%	24%	29%	28%	30%	21% ↓
Billboard⁺	n/a	n/a	n/a	n/a	n/a	n/a	19%
Social media	26%	14%	16%	22%	17%	24%	18% ↓
Play Responsibly brochure	24%	16%	21%	17%	14%	14%	8% ↓
Word of mouth	22%	11%	16%	19%	12%	13%	7% ↓
Other	4%	6%	5%	2%	4%	3%	0%

Q10. Where have you seen or heard about the Play Responsibly message?
 Note: *Changed from Public Service Announcement in 2023; ⁺source added in 2024

↑ Arrows indicate 2024 is significantly higher/
 ↓ lower than 2023 at 95% confidence level.

PROBLEM GAMBLING HELPLINE AWARENESS

Forty-eight percent (48%) of Virginia adults were aware of the Problem Gambling Helpline sponsored by the Virginia Lottery, which reflects a downward trend when compared to the previous year (-6%). Note: The question was changed slightly in 2024, which could have contributed to the shift.



PROBLEM GAMBLING HELPLINE AWARENESS

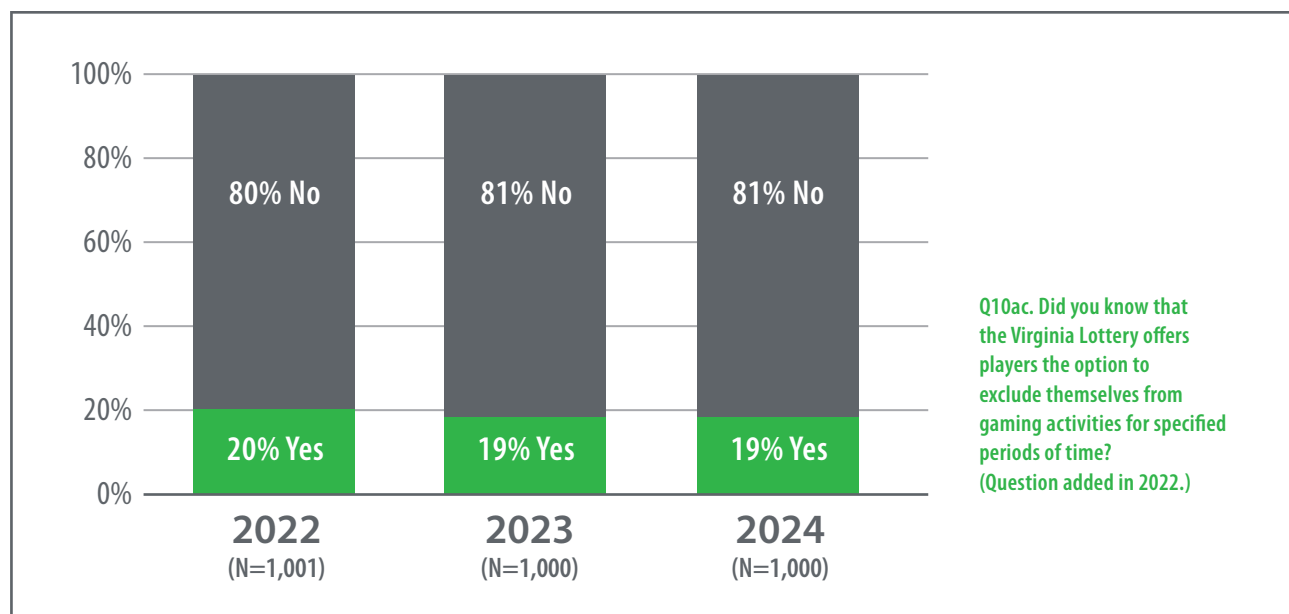
Over half of those who were aware (58%) cited one of the Virginia Lottery sources for their awareness with the greatest contributions coming from the website (at 33%, although dipping by -4%) and Lottery tickets (at 27%). Commercials also played a central role in creating awareness of the helpline (at 43%).

	2021 (N=498)	2022 (N=531)	2023 (N=543)	2024 (N=481)
VIRGINIA LOTTERY NET	n/a	n/a	n/a	58%
<i>Virginia Lottery website</i>	37%	37%	37%	33%
<i>On a Virginia Lottery ticket</i>	25%	26%	27%	27%
<i>On the Virginia Lottery vending machine</i>	16%	18%	18%	15%
<i>Virginia Lottery email⁺</i>	n/a	n/a	n/a	13%
Commercial (on TV or radio)*	36%	43%	45%	43%
Signage at the retail store	13%	14%	14%	17%
Online/Mobile advertisement	13%	14%	17%	15%
Social media	13%	13%	15%	14%
Word of mouth	14%	11%	12%	13%
Billboard	7%	10%	10%	11%

Q10ab. How did you become aware of the toll-free Problem Gambling Helpline?
 Base: Among those aware; Multiple responses accepted Note: *Changed from Public Service Announcement in 2023; +source added in 2024

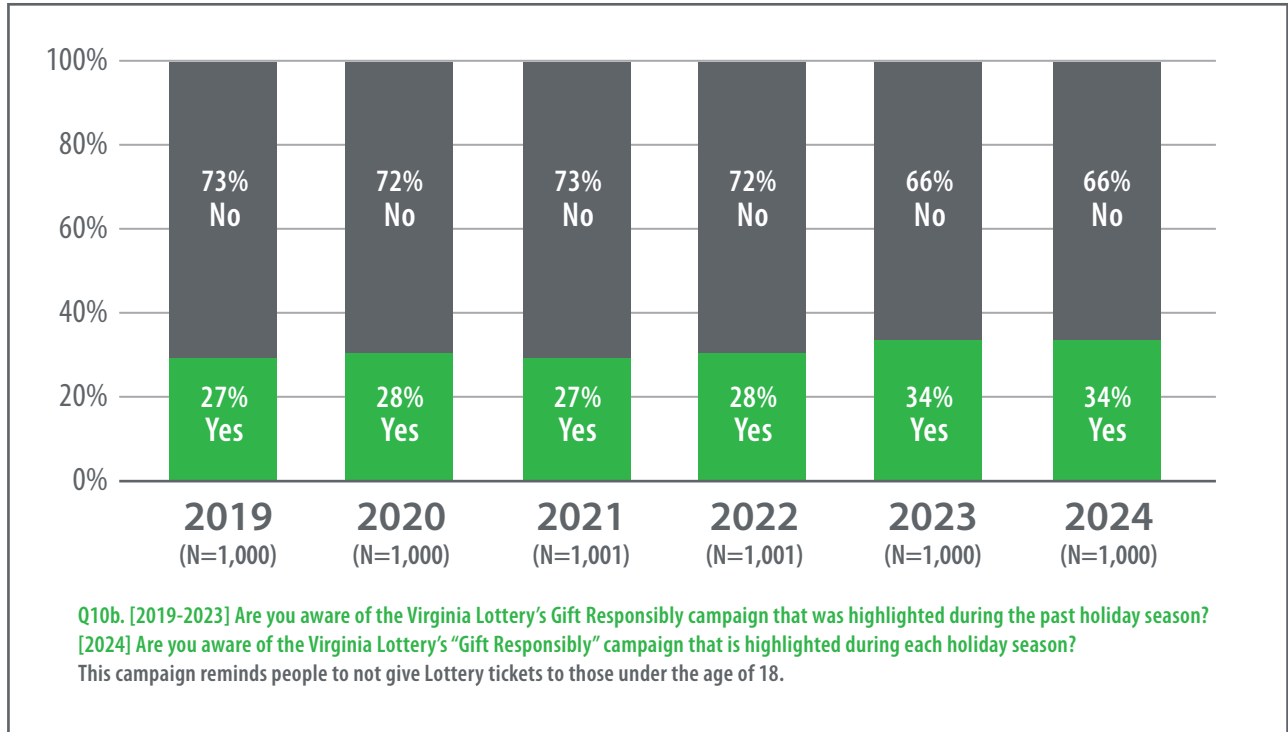
GAMING-ACTIVITY EXCLUSION KNOWLEDGE

Consistent with last year, 19% of Virginia adults were aware that the Virginia Lottery offers the option to exclude oneself from gaming activities for specified periods of time.



AWARENESS OF GIFT RESPONSIBLY CAMPAIGN

Awareness of the Gift Responsibly campaign during the past holiday season remained stable at 34%, which matches its all-time high from last year.



LOOKING AHEAD

Looking ahead to FY25, the Lottery will continue to expand toward a year-round, sustained effort in all areas of awareness by building on the emphasis on problem-gambling awareness that arises in March and during the holiday season. This includes enhanced research into areas of improvement in our own account-based play awareness, a new public-service announcement, increased Lottery employee education, and an employee survey aimed at measuring Virginia Lottery employee awareness of Play Responsibly messaging.

The Lottery remains committed to raising awareness of problem gambling and the resources available in Virginia. We welcome suggestions from other interested parties and concerned citizens as to what we can do to increase our efforts, increase our outreach and increase our impact on this very important issue.