



VIRGINIA LOTTERY

Responsible Gaming

Annual Report

FISCAL YEAR 2025

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



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



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



Letter from Khalid R. Jones, Executive Director of the Virginia Lottery

Greetings,

At the Virginia Lottery, we take our mission seriously, and that mission is to generate profits for Virginia K-12 public education in the most responsible manner possible. It's much more than a slogan for us. It is our North Star, and we take pride in working on behalf of Virginia's schoolchildren.

That commitment has taken on much greater meaning as the outlets for legal gambling in Virginia have greatly expanded in just the past few years.

The Virginia Lottery has earned a reputation within the global lottery industry as a leader in promoting responsible play. Virginia was one of the first lotteries to seek and achieve certification under the joint Responsible Gambling Verification Program from the National Council on Problem Gambling (NCPG) and the North American Association of State and Provincial Lotteries (NASPL). Today, Virginia has earned and maintains the highest level of certification in that program. Over the years, our Play Responsibly program has been recognized with 19 awards at the state and national level.

While it's gratifying to receive recognition, what really matters is how much we have succeeded in our goal of raising awareness in Virginia of problem gambling and the resources available to people who need help for themselves or for someone in their circle. In 2025, 63% of Virginians surveyed said they are familiar with our Play Responsibly message. This number has gradually increased over the years and highlights both our success and the opportunity for more work to be done.

Over time, our message has evolved. We don't want to shame anyone. Rather, we want to encourage responsible play. Our message is simply: "Know your limits." What does that mean? It means that, if you choose to gamble, be an informed gambler, know the odds, set limits, know how the game is played and be willing to walk away.

Another important part of our message: Gift Responsibly. You must be at least 18 years old to play Virginia Lottery games, and it is illegal in Virginia for an adult to give or sell a Lottery ticket to a minor. We recognize that a lot of people simply don't realize that giving a Lottery ticket to a minor, even one's own child, is against the law. Our Gift Responsibly campaign and its tagline "Scratchers for kids? Scratch that idea!" seek to educate those people.

As the availability of gambling in Virginia continues to grow with casinos, sports betting and much more, our message is growing too. We will continue to work to raise problem-gambling awareness in Virginia. Lastly, I want to stress that we don't have all the answers. We are encouraged by the work that we have done and know that there is always more to be done. On that front, I am committed to doing my part.

Sincerely,

Khalid R. Jones

Virginia Lottery

Play Responsibly

Guiding Principles



GAMBLE
RESPONSIBLY.
DON'T LET
THE GAME
GET OUT
OF HAND.



Virginia Problem Gambling Helpline
888.532.3500
call / text / chat

These guiding principles serve as the roadmap of how the Virginia Lottery approaches its Play Responsibly messaging. All Lottery employees are required to read and sign off on the principles annually.

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 always 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 and in the Lottery's app and in the iLottery section of the website. The logo is to include a toll-free telephone number that 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 a player can reduce if the player chooses.
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 that encourage responsible play and will make those spots available to broadcast outlets across the commonwealth. 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 and Virginians.

The Virginia Lottery's Play Responsibly Program

The Virginia Lottery's Play Responsibly program has grown 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).

Sustaining Level 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 the 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 or not 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 2025 (FY25), the Lottery used our constantly growing toolbox to get the message across to Virginians. These tools include:

- **The Lottery's website, valottery.com, in English and Spanish:** Approximately 43,200 views in FY25 from approximately 30,594 unique users. That is a 40.3% increase in unique viewers from the previous year.
- **Public-service announcements (PSAs) in English and Spanish for radio and television:**
 - “Bad Gift Ideas” PSA ran 1,017 times in seven TV markets. The radio version aired 5,998 times in nine Virginia radio markets.
 - “Know Your Limits” PSA ran 1,442 times in seven TV markets. The radio version aired 9,430 times in nine Virginia radio markets.
- **Messaging on Lottery machines and screens in stores:** 2,340 vending/self-service machines and 5,403 ESMM screens (standalone screens) in stores.
- **Paid media:** Radio, digital display, pre-roll, streaming audio, ad serving; invested \$150,000 for two campaigns (March and December) that generated a combined 38,071,241 impressions.
- **Earned news media:** Op-ed by Khalid R. Jones in Virginian-Pilot and Daily Press, 5/12/25.
- **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 Awareity, the Virginia Lottery's employee-acknowledgement system.
- **Retailer education:** Playbook retailer publication with Play Responsibly messaging delivered to all 5,300 Lottery retailers.
- **Draw shows:** During all Virginia Lottery drawing shows (two each day) during the month of March, the hosts reminded viewers to Play Responsibly.
- **Brochures in English and Spanish:** Play Responsibly brochures made available to all Lottery retailers in Virginia.



- **Direct email outreach to Lottery players:**

- Gift Responsibly message 12/4/24: delivered to 794,562 addresses; opened by 201,531 (23.36%); click-thru by 1,015.
- Play Responsibly message 3/1/25: delivered to 809,297 addresses; opened by 227,614 (28.12%); click-thru by 1,098.
- Message sent on 3/20/25: delivered to 809,626 addresses; opened by 224,899 (27.78%); click-thru by 1,146.

- **Media impressions:** Play Responsibly campaign: 24,206,464; Gift Responsibly campaign: 13,864,777; Total impressions: 38,071,241

- **Organic social media:**

- Gift Responsibly: 4 posts
- Total impressions for Facebook® and Instagram®: 16,686 unique users
- Total engagements (likes, comments, shares, clicks, etc.): 246
- Play Responsibly: 2 posts
- Total reach for Facebook® and Instagram®: 3,964,294 unique users
- Total engagements (likes, comments, shares, clicks, etc.): 4,705

Public Service Announcements



“Know Your Limits”



CLICK
HERE TO
WATCH

Link –
https://cdnftpvideo.blob.core.windows.net/pictures/PSA_Gym_60.mp4



“Bad Gift Ideas”



CLICK
HERE TO
WATCH

Link –
<https://cdnftpvideo.blob.core.windows.net/pictures/BadGiftIdeas.mp4>



“Tightrope”



CLICK
HERE TO
WATCH

Link –
https://cdnftpvideo.blob.core.windows.net/pictures/Tightrope_30.mp4

Responsible Gaming Structure at the Virginia Lottery

In FY25, the Lottery continued its partnerships 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.

Members of the Communications and Customer Relations department lead the Play Responsibly program. The Lottery has an internal Responsible Gaming Advisory Committee, which 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 (NASPL).



Fiscal Year 2025 Highlights and Awards

The fiscal year from July 1, 2024, through June 30, 2025, was an impressive one for the Lottery's Play Responsibly program.

- In September and October, the Lottery conducted its first employee survey to measure problem-gambling awareness among those who work at the Lottery.
- In December, the Virginia Lottery participated in the national Gift Responsibly campaign. The campaign in Virginia was entitled, "Scratchers for kids? Scratch that idea!"
- In December, the Lottery released its first Responsible Gaming Annual Report.
- In January, the Lottery produced and filmed a new PSA called "Know Your Limits."
- In March, 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.
- In May, an op-ed by Executive Director Khalid R. Jones appeared in Hampton Roads newspapers.
- In May, the Lottery produced and filmed a PSA entitled "Tightrope."

Recognition

In FY25, the Lottery's Play Responsibly program was honored with the following awards:

- National Council on Problem Gambling - Corporate Awareness Campaign Impact Award for Gift Responsibly, "Scratchers for kids? Scratch that idea!" campaign
- North American Association of State and Provincial Lotteries (NASPL) Batchy Award - Responsible Gaming Communications – Television for the "Know Your Limits" PSA

The Lottery's Play Responsibly program has been honored with 19 awards at the state and national level over the course of the program's history.

Virginia Lottery Gift Responsibly Campaign

The Lottery's Gift Responsibly campaign is part of a larger campaign by lotteries throughout North America to remind people not to give lottery tickets as presents to minors. The Lottery's Gift Responsibly campaign is part of its Play Responsibly program. Numerous studies have shown that the younger a person is when that person begins gambling, the greater the likelihood that person has of 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 Lottery ticket to anyone younger than 18.
- For a retailer to redeem a winning Lottery ticket presented by anyone younger than 18.

In December 2024, 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 that sell Lottery games; outdoor billboards; and a public-service announcement entitled "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.

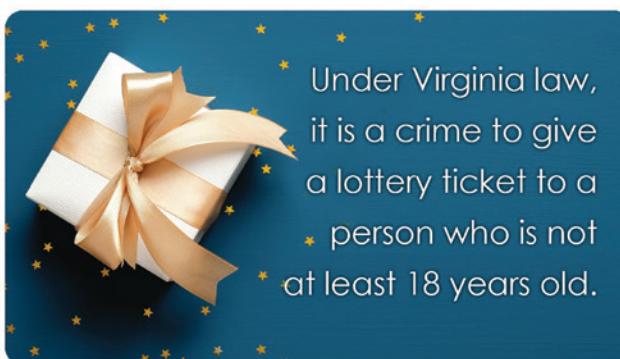
The Virginia Lottery, along with the [Virginia Council on Problem Gambling](#), is working to raise awareness of the nationwide Gift Responsibly campaign and of the dangers of youth gambling.

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."



gift responsibly

Lottery games are not for minors.



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.

Social Media

Below are some of the posts that appeared on the Virginia Lottery's social-media platforms during FY25.

Virginia Lottery's post

Published by Stacey Bellamy Beardley · 5 March ·

March is National Problem Gambling Awareness Month.

"National Problem Gambling Awareness Month provides us with an opportunity to highlight resources available to Virginians who might need support in how they engage with this form of entertainment. Our goal is to encourage healthy, informed choices among Virginians who choose to gamble," said Khalid Jones, Virginia Lottery Executive Director.

One of the resources available to players is the Virginia Problem Gambling Helpline. The toll-free helpline, 1-888-532-3500, is confidential and available 24/7 via phone, text, or chat. The helpline was created by the Virginia Lottery in 1999 and is now operated by the [Virginia Council on Problem Gambling - VCPG](#) with funding from the Lottery.



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

Virginia Lottery
Government organisation

See insights and ads

Boost post

Virginia Lottery's post

Published by Megan R. Schmidt · 15 December 2024 ·

Whoopee cushions are funny. Giving Lottery games to minors is not. Please Gift Responsibly this holiday season.



gift responsibly
Lottery games are not for minors.



virginirolley · 9 March 2024

March is National Problem Gambling Awareness Month, and we're sharing a new public service announcement (PSA) from the Virginia Problem Gambling Helpline. This PSA is being distributed on Facebook and Twitter to raise awareness across Virginia, and you can share it with your friends and family to encourage them to set a budget, know their limits and not playing beyond their means.

obakawangt · 9 March 2024

Reposting! I love this! The acting and acting is great! Very talented kids, great job! 🌟

thomasjones · 9 March 2024

Reposting! You guys are cheating off on their background with it in the background. I'm not sure if it's a background or not.

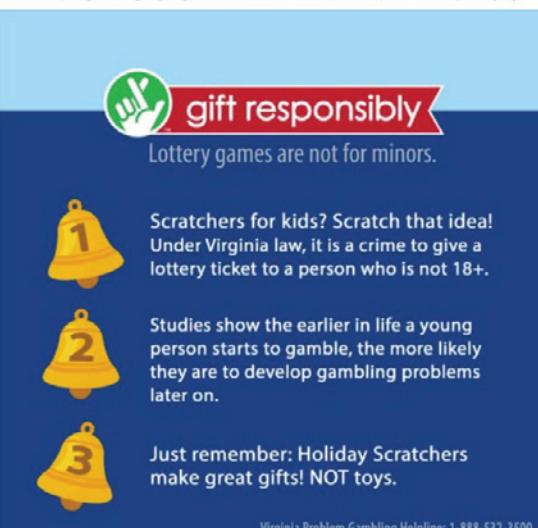
View insights

9 March
March 25

Virginia Lottery's post

Published by Megan R. Schmidt · 5 December 2024 ·

It's the time of gifts and gift-giving – and also the time to remember to please Gift Responsibly.



gift responsibly
Lottery games are not for minors.

- Scratches for kids? Scratch that idea! Under Virginia law, it is a crime to give a lottery ticket to a person who is not 18+.
- Studies show the earlier in life a young person starts to gamble, the more likely they are to develop gambling problems later on.
- Just remember: Holiday Scratches make great gifts! NOT toys.

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

By the Numbers

Virginia Problem Gambling Helpline Calls and Stats

The Virginia Problem Gambling Helpline was created by the Lottery in 1997 in response to a Virginia 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 when the [Virginia Council on Problem Gambling](#) assumed maintenance.

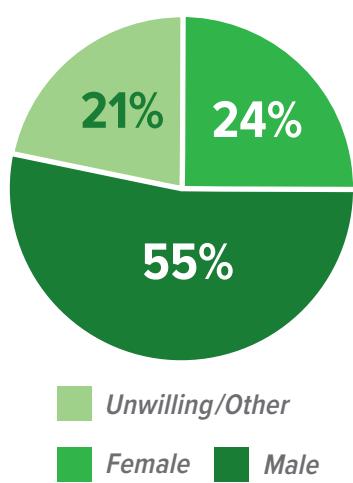
The line continues to be funded by the Virginia Lottery. The Virginia Problem Gambling Helpline phone number is 1.888.532.3500. Anyone seeking help can call that number, text or chat (using the chat link on the Lottery's Play Responsibly website). Calls to 800-GAMBLER made from inside Virginia are automatically routed to 1.888.532.3500.

1,279

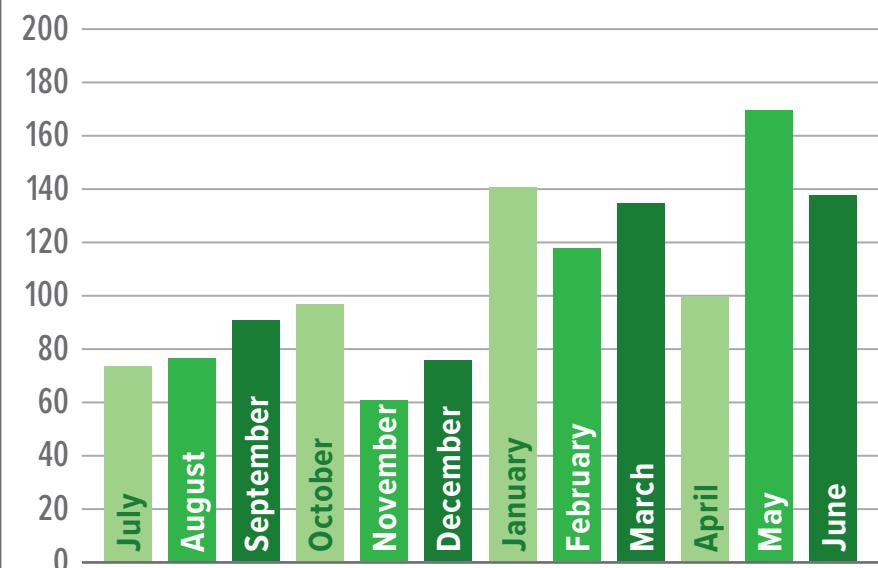
Total helpline intake*calls in FY25.

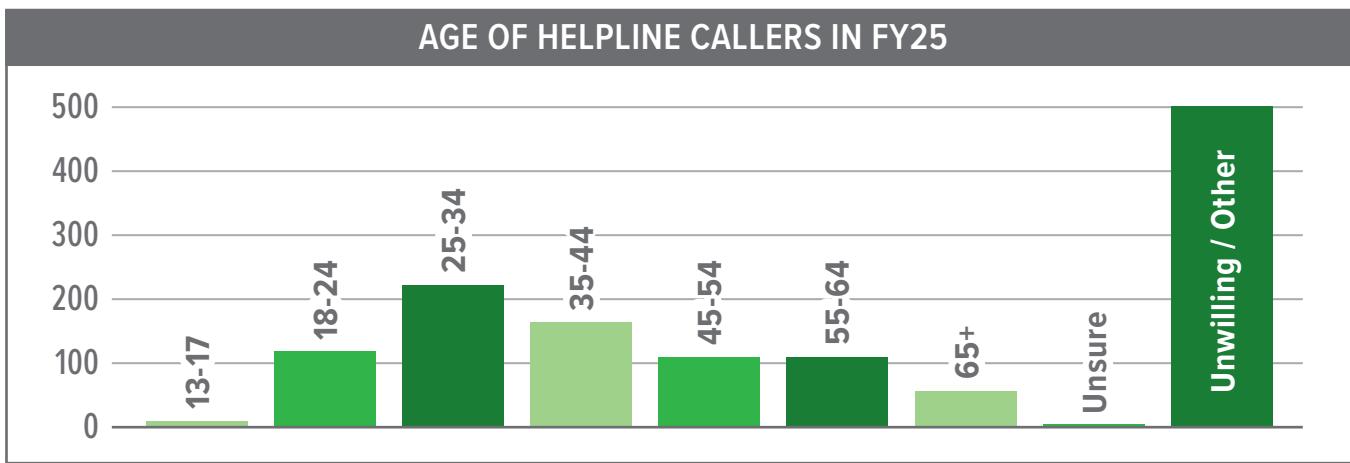
**Intake calls are actual problem gambling-related calls as opposed to a call in which the caller hangs up or calls not related to problem gambling.*

DEMOGRAPHICS OF HELPLINE CALLERS IN FY25



HELPLINE CALLS BY MONTH IN FY25





Responsible Play Tools for Account-Based Gaming

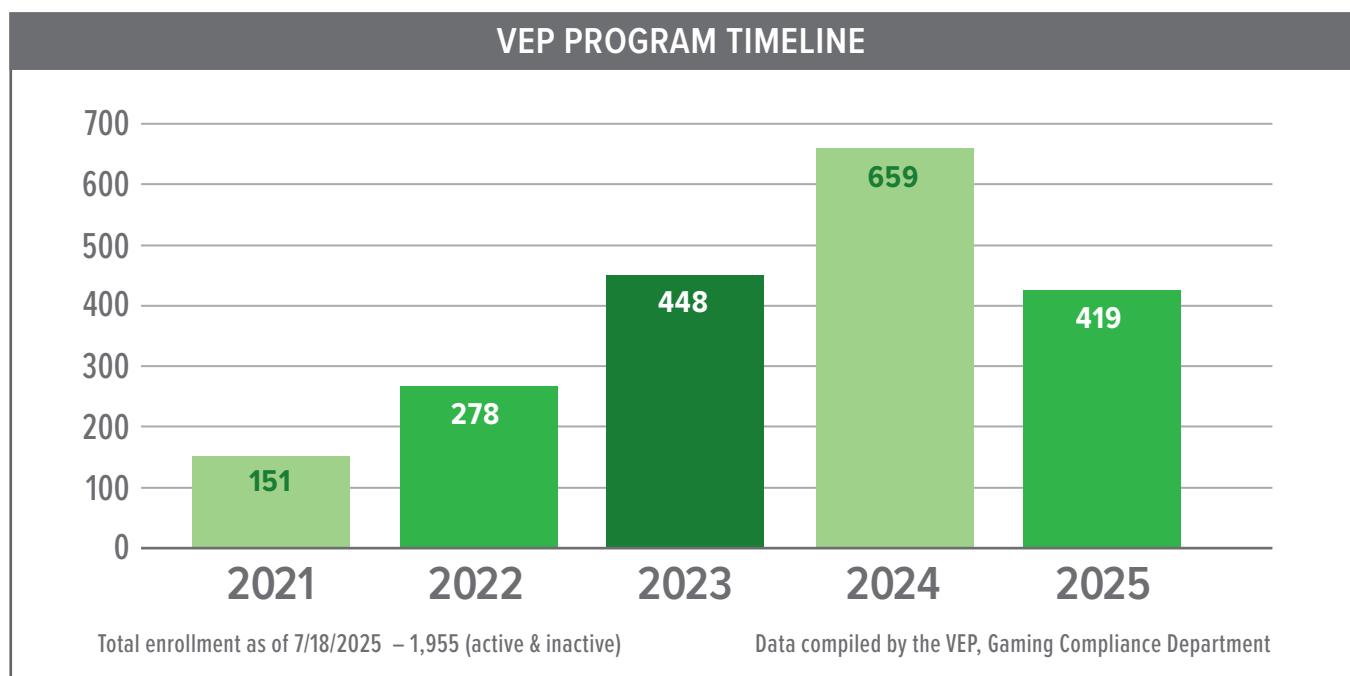
With account-based play, responsible-play guardrails are even more precise and include the ability to:

- 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.

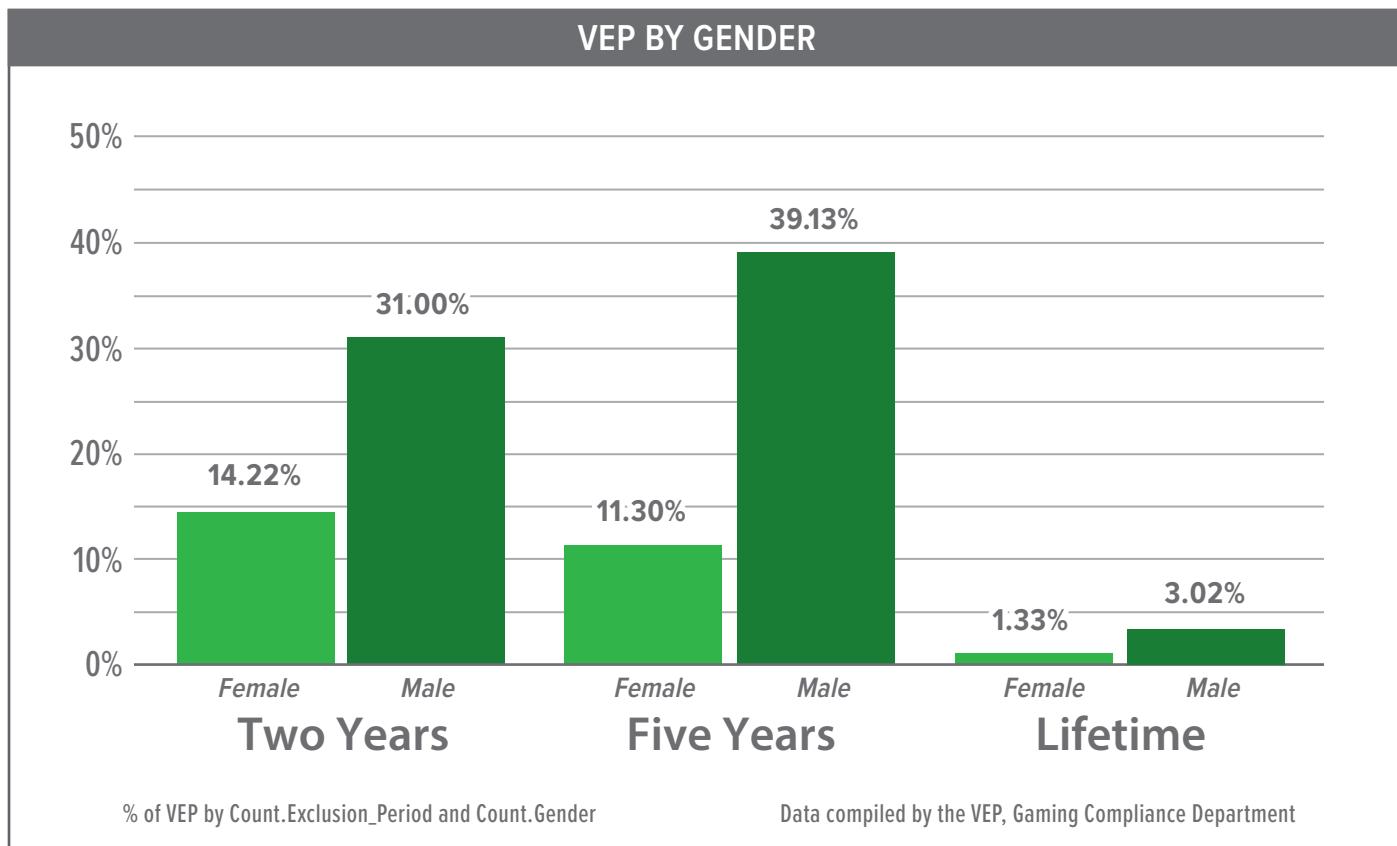
Virginia Voluntary Exclusion Program (VEP) Stats

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.

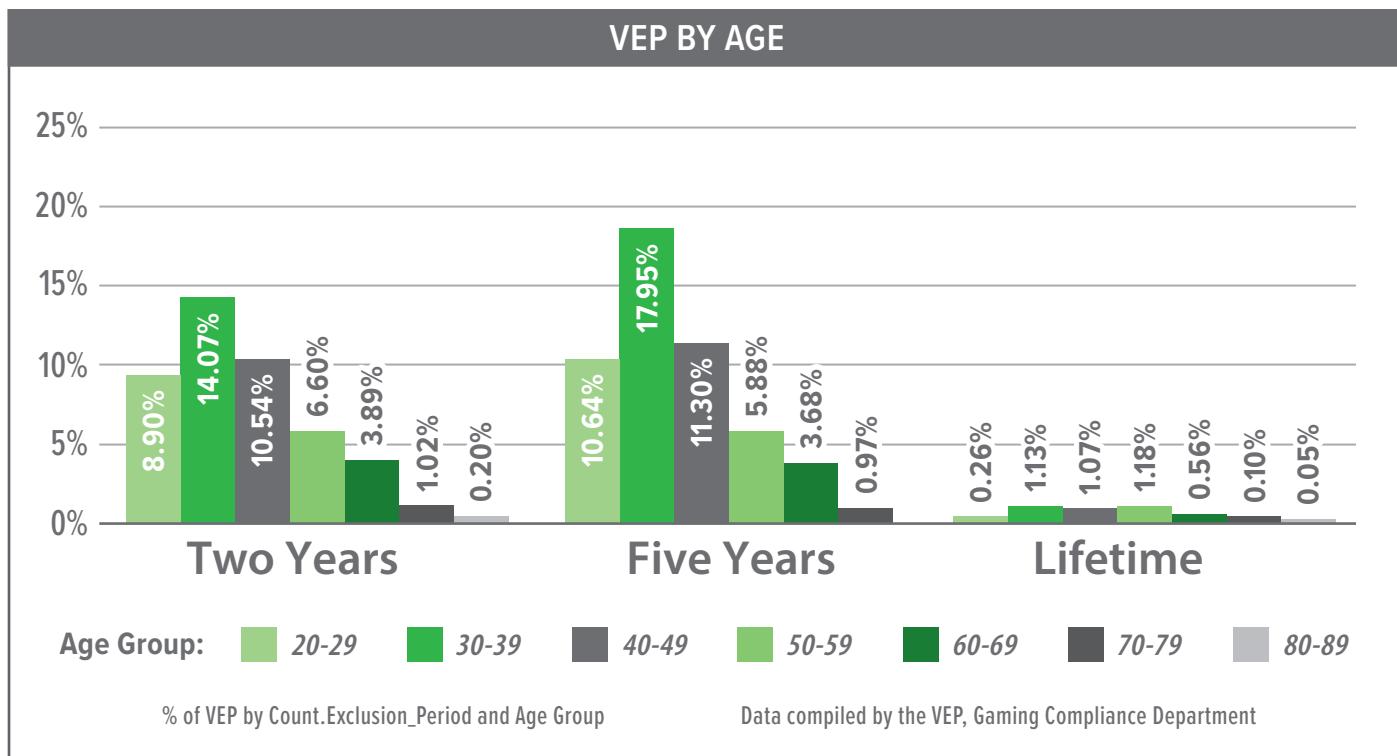
Enrolled since the program began in January 2021: 1,955. Of that number, 1,677 were still active as of July 18, 2025.



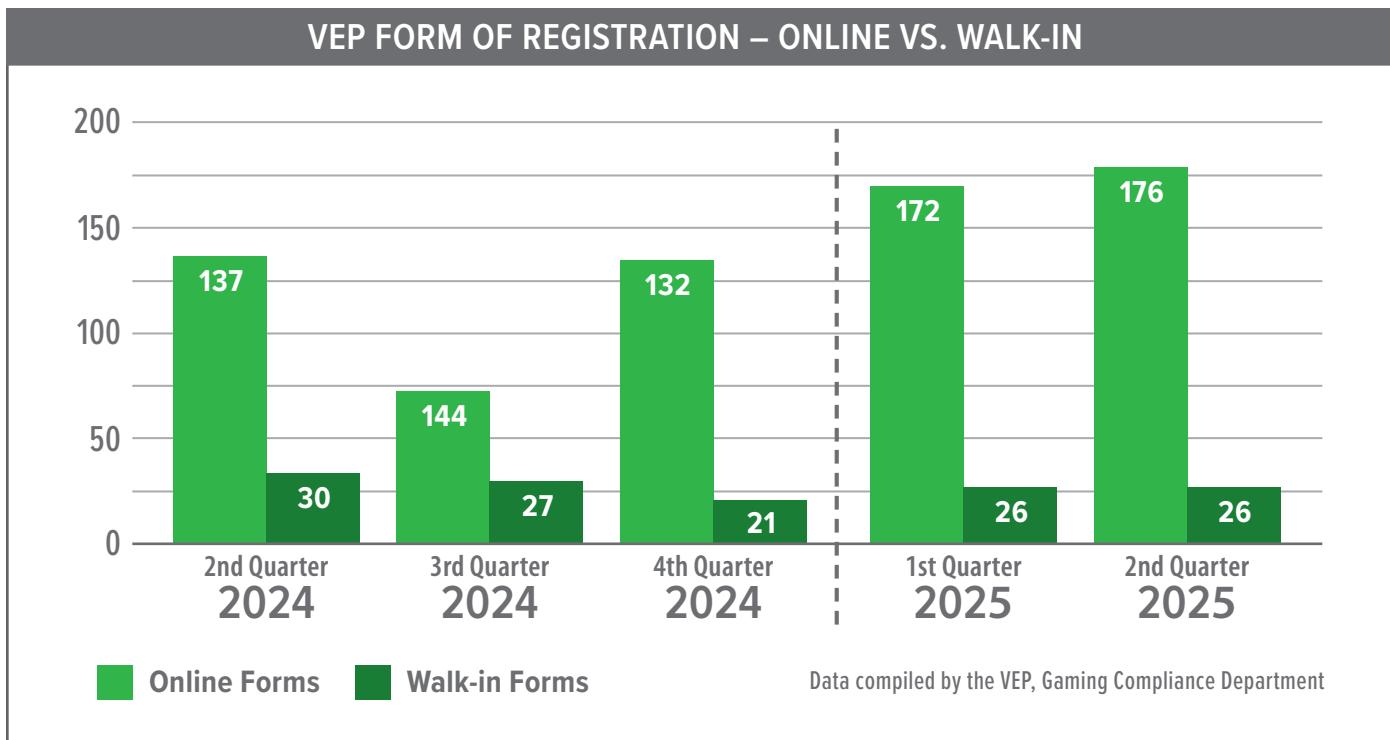
Voluntary Exclusion Program by Gender



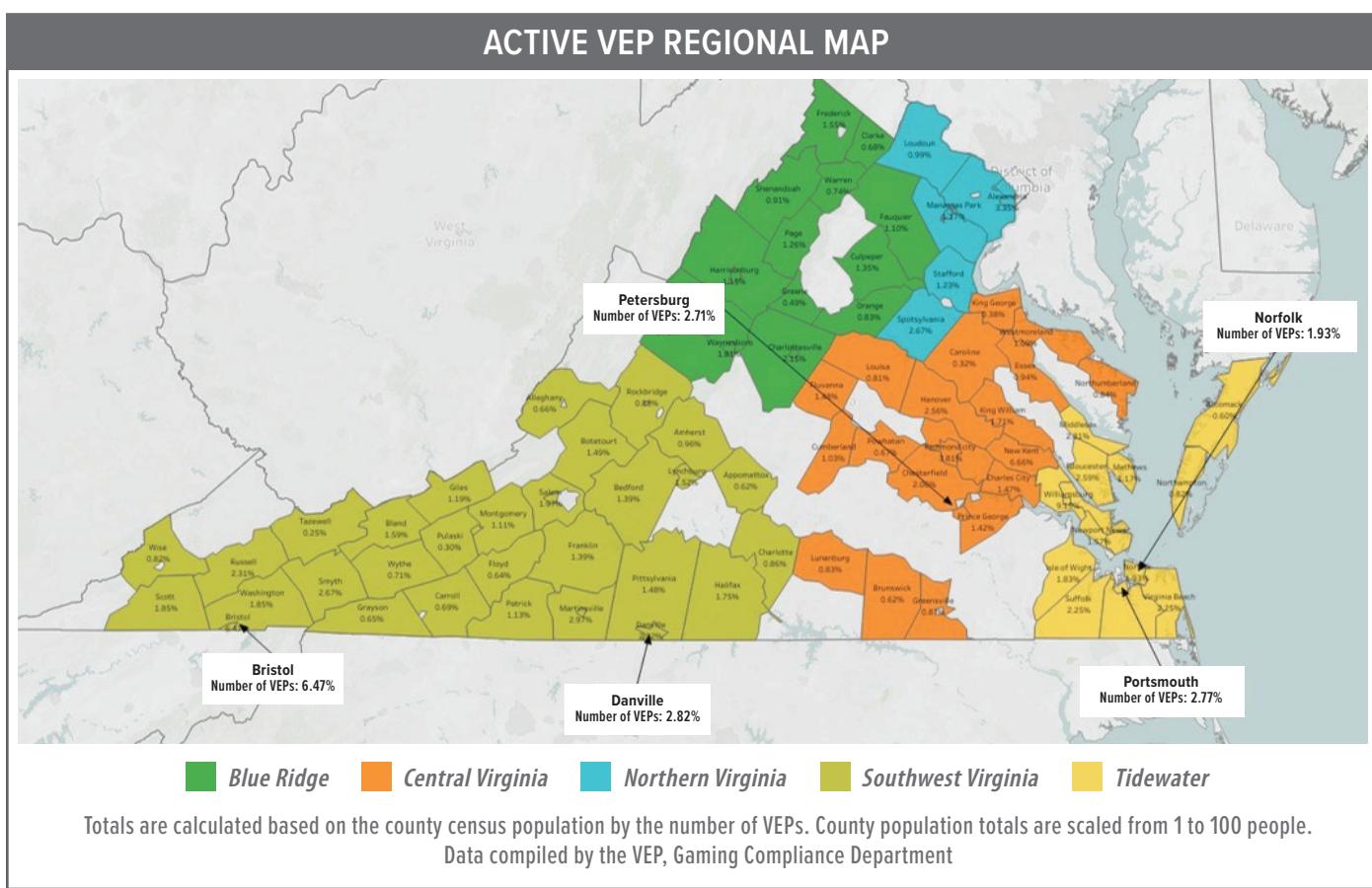
Voluntary Exclusion Program by Age



Voluntary Exclusion Program Registration Method

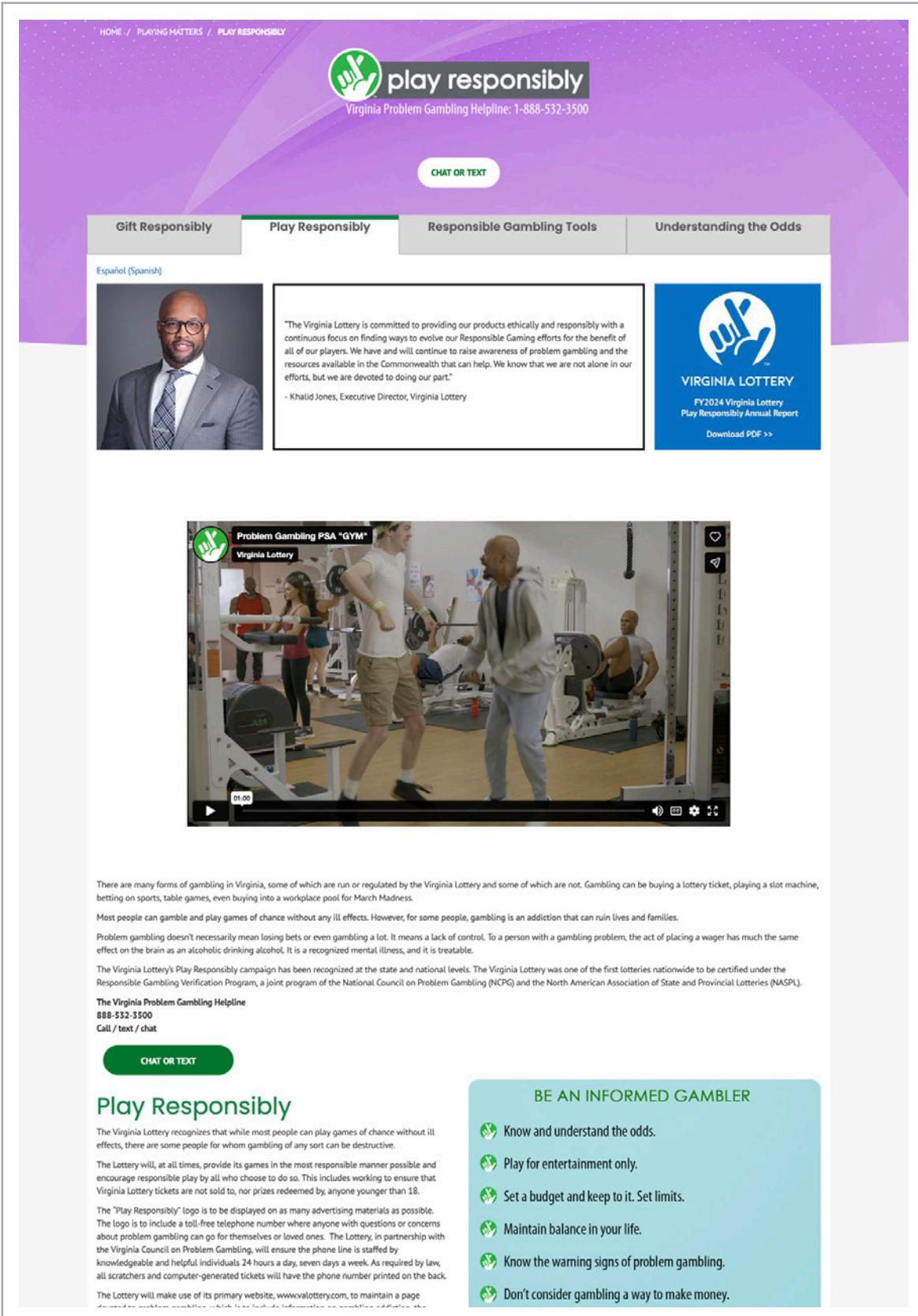


Voluntary Exclusion Program by Region



Virginia Lottery Website Play Responsibly Page Stats

In FY25, the Play Responsibly page received approximately 43,200 views (a 37% increase from the previous year) from approximately 30,594 unique users (a 40% increase from the previous year).



The screenshot shows the Virginia Lottery Play Responsibly website. At the top, there is a purple header with the "play responsibly" logo and a phone number. Below the header, there are four tabs: "Gift Responsibly", "Play Responsibly" (which is selected), "Responsible Gambling Tools", and "Understanding the Odds". A "CHAT OR TEXT" button is located in the top right corner. The main content area features a portrait of Khalid Jones, Executive Director, Virginia Lottery, and a quote from him. To the right, there is a "VIRGINIA LOTTERY" logo with a "FY2024 Virginia Lottery Play Responsibly Annual Report" and a "Download PDF >>" link. Below this, there is a video player showing a gym scene with the text "Problem Gambling PSA *GYM* Virginia Lottery". The video player has a play button and a timer at 01:00. At the bottom of the page, there is a "Play Responsibly" section with a list of tips for informed gambling, and a "BE AN INFORMED GAMBLER" section with a list of tips.

HOME // PLAYING MATTERS // PLAY RESPONSIBLY

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

CHAT OR TEXT

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

Espanol (Spanish)



"The Virginia Lottery is committed to providing our products ethically and responsibly with a continuous focus on finding ways to evolve our Responsible Gaming efforts for the benefit of all of our players. We have and will continue to raise awareness of problem gambling and the resources available in the Commonwealth that can help. We know that we are not alone in our efforts, but we are devoted to doing our part."

- Khalid Jones, Executive Director, Virginia Lottery

VIRGINIA LOTTERY
FY2024 Virginia Lottery Play Responsibly Annual Report
[Download PDF >>](#)

Problem Gambling PSA *GYM*
Virginia Lottery

01:00

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
888-532-3500
[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

BE AN INFORMED GAMBLER

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

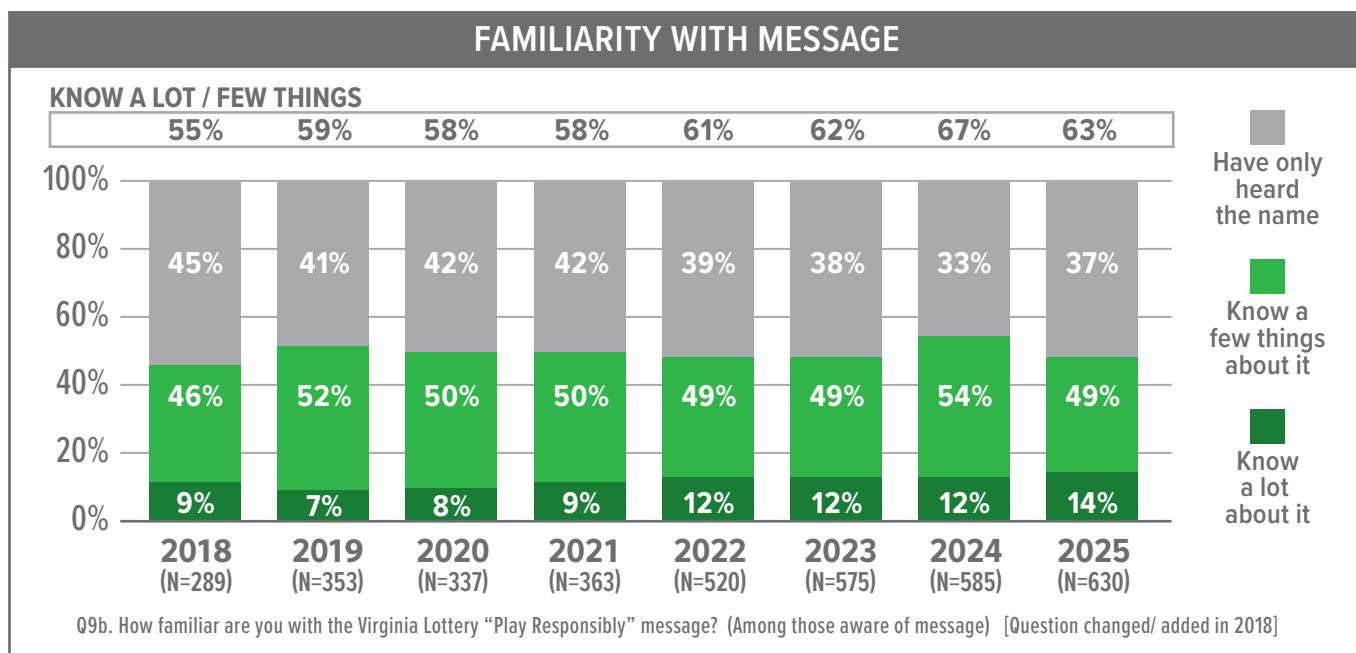
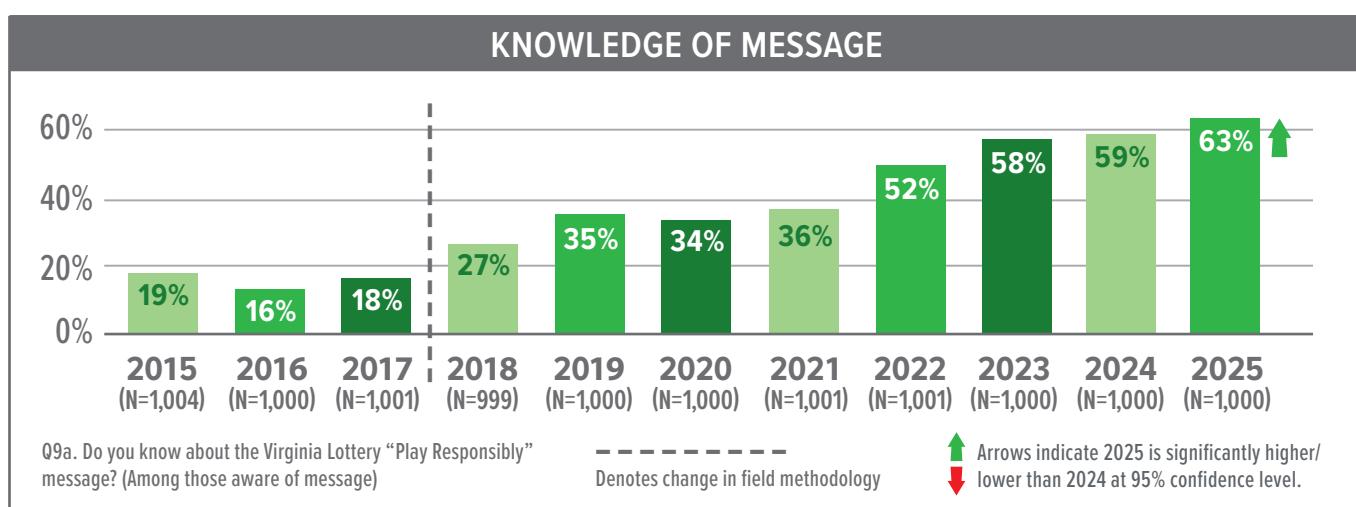
Research

The Lottery conducted a Benchmark Study in May 2025. Here are some of the study's findings.

Virginia is seeing an upward trend in awareness of responsible-gaming initiatives; awareness of the Play Responsibly message, self-exclusion program and Gift Responsibly campaign each increased year over year in 2025 to the highest levels recorded to date. Commercials on TV/radio continue to be the most common channel through which Virginians become aware of these initiatives. The Virginia Lottery website is the second most common channel.

Knowledge of Play Responsibly Message

Awareness of the Virginia Lottery's Play Responsibly message increased to its highest level to date in 2025 with 63% aware of the program. Among those aware, 63% are at least somewhat familiar with the details of the program.



Knowledge of Play Responsibly Message

The Virginia Lottery remained the primary source for awareness of the Play Responsibly message with 65% of respondents citing at least one Lottery-related source. Commercials (51%) and the Lottery website (37%) are the most common individual channels/sources of message awareness, while awareness from Lottery tickets declined versus the previous year.

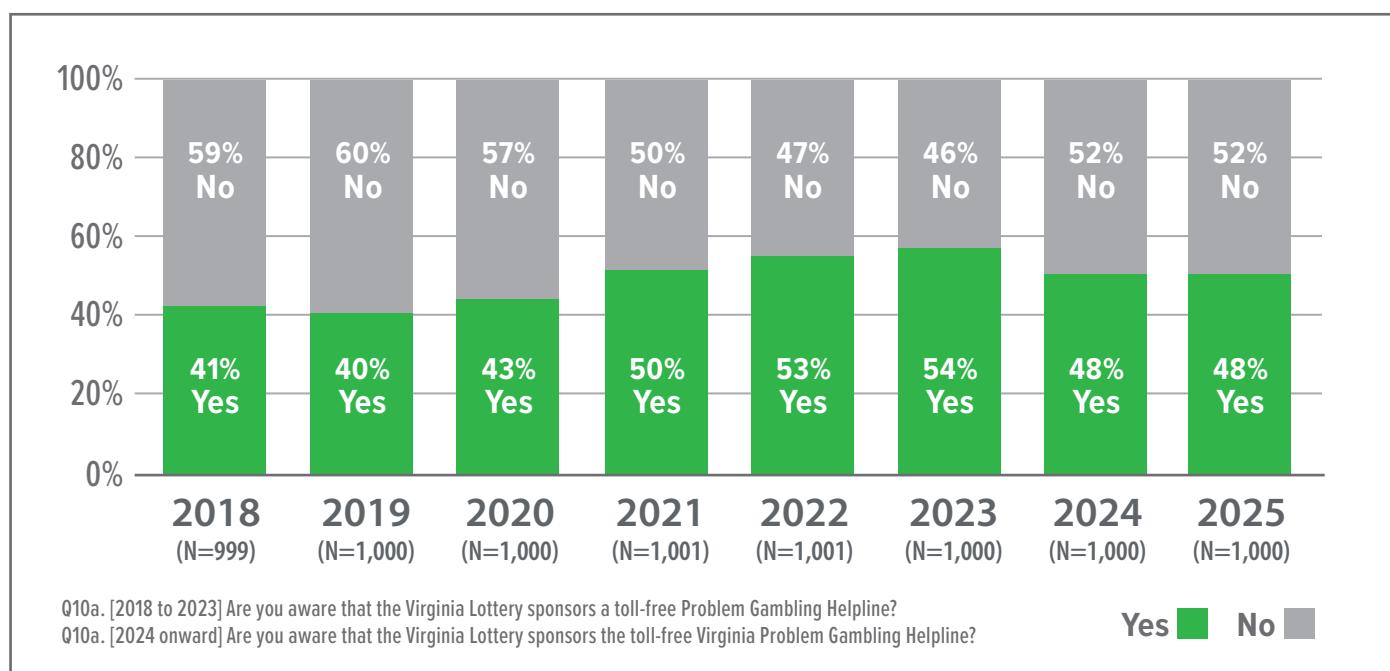
	2018 (N=272)	2019 (N=353)	2020 (N=337)	2021 (N=363)	2022 (N=520)	2023 (N=575)	2024 (N=585)	2025 (N=630)
VIRGINIA LOTTERY NET	n/a	n/a	n/a	n/a	n/a	n/a	67%	65%
Virginia Lottery website	52%	52%	54%	50%	48%	50%	41%	37%
On the Virginia Lottery Vending Machine ⁺	n/a	n/a	n/a	n/a	n/a	n/a	29%	30%
On a Virginia Lottery ticket ⁺	n/a	n/a	n/a	n/a	n/a	n/a	35%	29% 
Virginia Lottery email ⁺	n/a	n/a	n/a	n/a	n/a	n/a	14%	16% 
Commercial (on TV or radio)*	33%	35%	31%	50%	54%	59%	53%	51%
Signage at the retail store ⁺	n/a	n/a	n/a	n/a	n/a	n/a	25%	29%
Online/Mobile advertisement	21%	20%	24%	29%	28%	30%	21%	25%
Social media	26%	14%	16%	22%	17%	24%	18%	20%
Billboard ⁺	n/a	n/a	n/a	n/a	n/a	n/a	19%	19%
Play Responsibly brochure	24%	16%	21%	17%	14%	14%	8%	11%
Word of mouth	22%	11%	16%	19%	12%	13%	7%	11% 

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 2025 is significantly higher/lower than 2024 at 95% confidence level.

Problem Gambling Helpline Awareness

Awareness of the Problem Gambling Helpline being sponsored by the Virginia Lottery held steady at 48% in 2025 following a decline in 2024.



Problem Gambling Helpline

In 2025, 59% of those aware of the Problem Gambling Helpline cite at least one Virginia Lottery source. Commercials (46%) play a key role, while Lottery website (35%) and Lottery tickets (29%) also remain common sources. Notably, awareness through social media (22%) and online/mobile ads (21%) both increased compared to 2024.

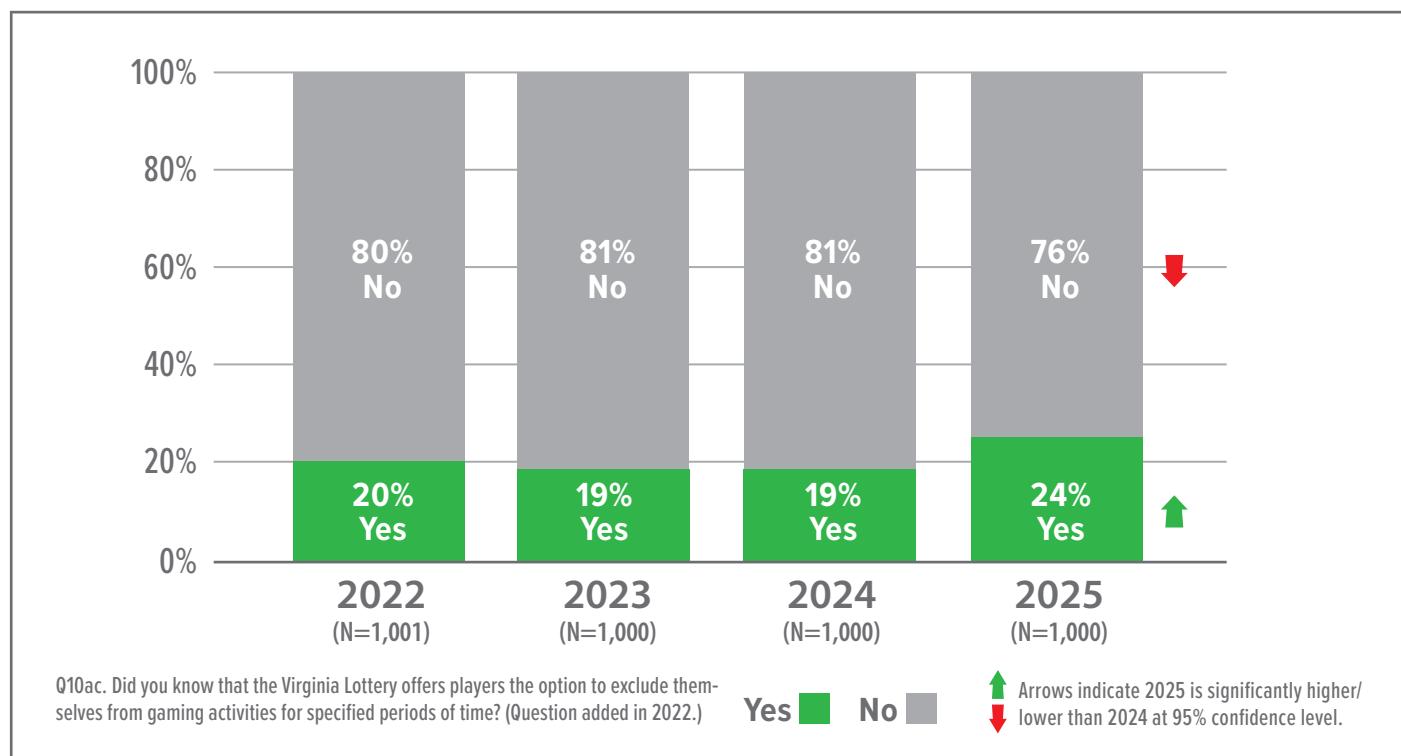
	2021 (N=498)	2022 (N=531)	2023 (N=543)	2024 (N=481)	2025 (N=482)
VIRGINIA LOTTERY NET	n/a	n/a	n/a	58%	59%
Virginia Lottery website	37%	37%	37%	33%	35%
On a Virginia Lottery ticket	25%	26%	27%	27%	29%
On the Virginia Lottery Vending Machine	16%	18%	18%	15%	19%
Virginia Lottery email ⁺	n/a	n/a	n/a	13%	14%
Commercial (on TV or radio)*	36%	43%	45%	43%	46%
Social media	13%	13%	15%	14%	22% 
Online/Mobile advertisement	13%	14%	17%	15%	21% 
Signage at the retail store	13%	14%	14%	17%	17%
Word of mouth	14%	11%	12%	13%	16%
Billboard	7%	10%	10%	11%	13%

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

  Arrows indicate 2025 is significantly higher/lower than 2024 at 95% confidence level.

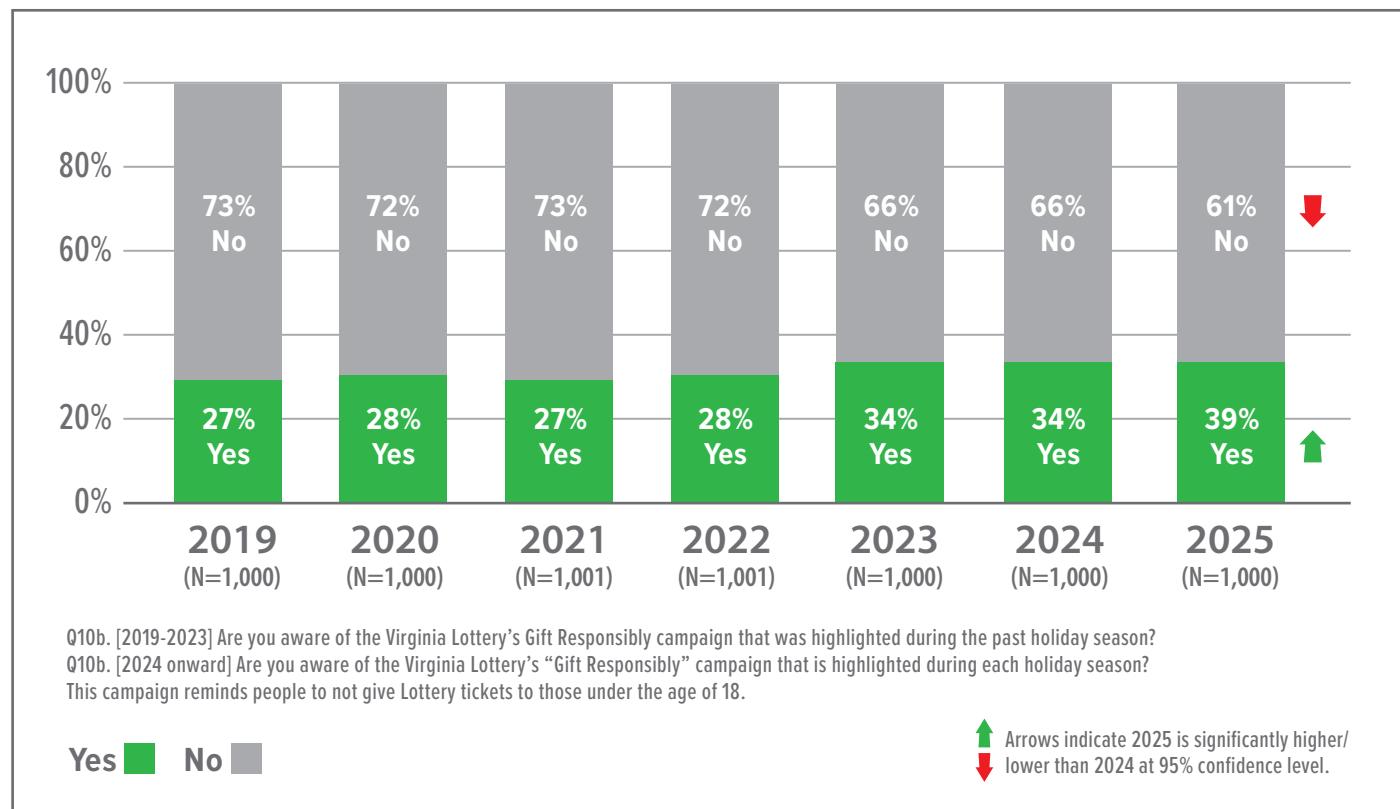
Gaming-Activity Exclusion Knowledge

Awareness that the Virginia Lottery offers players the option to exclude themselves from gaming activities rose year over year (24% from 19%). This marks the highest level of awareness since the question was introduced in 2022.



Awareness of Gift Responsibly Campaign

Awareness of the Gift Responsibly campaign rose to 39% in 2025. This marked the highest level of awareness recorded for the campaign.



Internal research

In FY25, the Lottery conducted its first employee survey to measure the impact of programs to raise problem-gambling awareness among those who work at the Lottery. A total of 124 employees took the Employee Play Responsibly Survey between Sept. 25 and Oct. 3.

- About 67% of employees taking the survey said they know something about gambling addiction, about 23% said they know a lot about it, and 10% said they don't know much about it.
- Nearly 90% said they would know how to respond if someone approached them with questions about a possible gambling problem.
- More than 90% said they know the legal ages to gamble in Virginia for the Lottery, casinos and sports betting (18 years old to play the Lottery and 21 years old for casinos and sports betting).
- Eighty-six percent (86%) of employees said they know either some or a lot about the Lottery's Play Responsibly program.
- About 72% said they know either some or a lot about the campaign to inform Virginians not to gift Lottery tickets or games to anyone younger than 18.
- About 74% of employees said they know that players can opt out of account-based/online play for periods of one, three or six months.
- Almost 84% said they are familiar with the Voluntary Exclusion Program (VEP) administered by the Lottery.
- More than 86% correctly said this statement is true: If a player signs up for the VEP, that player is excluding himself/herself from many forms of gaming in Virginia, including account-based Lottery, sports betting and casinos.

Looking Ahead

In FY26, the Lottery will continue to emphasize its “Know Your Limits” message and “Scratchers for kids? Scratch that idea!” message in the Gift Responsibly campaign. The emphasis has become a sustained year-round effort rather than a targeted one during March (National Problem Gambling Awareness Month) and the holidays (national Gift Responsibly campaign).

The gambling landscape in Virginia has been changing and evolving at a rapid rate since 2020, and the coming year could bring with it legislative changes to the commonwealth’s gambling infrastructure.

The Lottery is dedicated to promoting greater awareness of problem gambling and making sure Virginians know about the support and resources available to them. We encourage feedback and ideas from community members and stakeholders on how we can further strengthen our initiatives, extend our outreach and make a meaningful difference in addressing this important issue.



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