

ONTARIO LOTTERY AND GAMING CORPORATION

## Measuring Awareness and Outcomes



RESPONSIBLE GAMBLING

## Measuring Awareness and Outcomes

OLG works to evolve its RG program through evidence-based research, and builds knowledge on how to best support players through the collection and dissemination of RG data. OLG benchmarks its program and obtains RG data through a range of sources including: internal departments, external RG stakeholders, Responsible Gaming Resource Centres and other annual research studies.

In 2010-11, improvements to our recording and reporting structure have led OLG to discontinue public reporting on RG information that predates 2008-09. However, this data is still available publicly through historical reports on [KnowYourLimit.ca](http://KnowYourLimit.ca) and/or upon request.



# 1 Awareness of Gambling Facts

OLG provides players and the general public with straightforward information about how gambling works, including information about game odds, randomness and independence of events. The following section details the various ways we promote key gambling concepts, track our progress and estimate player awareness.

| MEASURE                                                                                                                                                        |                                                                       | INDICATOR                            | TARGET  | RESULTS <sup>1</sup> |         | SOURCE                                            |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------|---------|----------------------|---------|---------------------------------------------------|-----|
|                                                                                                                                                                |                                                                       |                                      | 2011-12 | 2010-11              | 2009-10 | 2008-09                                           |     |
| <b>KnowYourLimit.ca <sup>2</sup></b><br><i>OLG's RG Web site, featuring a range of interactive tools and resources that show how gambling works in Ontario</i> | Page Views                                                            | 130,000                              | 105,968 | 122,097              | n/a     | KnowYourLimit.ca (KYL)<br>Web Metrics             |     |
|                                                                                                                                                                | <b>Use of Interactive Tools on KnowYourLimit.ca</b>                   | Cost of Play Calculator <sup>3</sup> | 7,000   | n/a                  | n/a     |                                                   | n/a |
|                                                                                                                                                                | Pick a Card                                                           | 7,000                                | 5,658   | 6,210                | n/a     |                                                   |     |
|                                                                                                                                                                | What's Your Gambling IQ? Quiz                                         | 7,000                                | 5,128   | 5,805                | n/a     |                                                   |     |
|                                                                                                                                                                | The Slot Machine: What Every Player Needs to Know Video <sup>4</sup>  | 15,000                               | 13,679  | 13,225               | n/a     |                                                   |     |
| <b>It Pays to Know</b><br><i>Launched in 2010, umbrella education campaign that features direct, more player focused RG messages</i>                           | Campaign Awareness                                                    | 37                                   | 35      | n/a                  | n/a     | Independent<br>Quantitative Research <sup>5</sup> |     |
| <b>Current It Pays to Know Messages at Gaming Sites</b><br><i>% of players aware of the following messages</i>                                                 | Winning is easier on some slots than others                           | 34                                   | 36      | n/a                  | n/a     | Independent<br>Quantitative Research              |     |
|                                                                                                                                                                | A slot machine that hasn't had a jackpot for a while is due for a win | 28                                   | 29      | n/a                  | n/a     |                                                   |     |
|                                                                                                                                                                | The longer I play, the more likely I am to win                        | 10                                   | 11      | n/a                  | n/a     |                                                   |     |
|                                                                                                                                                                | Would say gambling is a game of luck                                  | 89                                   | 85      | n/a                  | n/a     |                                                   |     |

<sup>1</sup> All results, from 2008-09 onwards, reflect OLGs fiscal year, which begins April 1st and ends March 31st of the following year.

<sup>2</sup> KnowYourLimit.ca launched in March 2009.

<sup>3</sup> In 2011, OLG will feature a "Cost of Play Calculator" on KnowYourLimit.ca. The calculator, developed by the Manitoba Addictions Foundation, allows players to calculate the estimate costs of playing slots, blackjack and roulette.

<sup>4</sup> The video was developed in partnership with the Ontario Problem Gambling Research Centre. It is shared, cost free, with multiple stakeholders.

<sup>5</sup> In summer 2010, a third-party research firm conducted a series of on-site intercepts at gaming sites.

| MEASURE                                                                                                                                                                             |                                                                               | INDICATOR                  | TARGET  | RESULTS            |                    |                    | SOURCE                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------------------|---------|--------------------|--------------------|--------------------|------------------------------------------------|
|                                                                                                                                                                                     |                                                                               |                            | 2011-12 | 2010-11            | 2009-10            | 2008-09            |                                                |
| <b>RG Education via Direct Marketing Channels</b><br><i>Across all OLG's lines of business, RG messages are delivered to players through a variety of direct marketing channels</i> | Number of calls to Lotto Win Line <sup>6</sup>                                | No target set <sup>7</sup> |         | 6.1 (millions)     | 7.8 (millions)     | n/a                | Lottery Business Unit                          |
|                                                                                                                                                                                     | Number of Lottery Newsletters Distributed <sup>8</sup>                        |                            |         | 200,000            | 200,000            | 200,000            |                                                |
|                                                                                                                                                                                     | Number of Newsletters distributed to lottery retailer <sup>9</sup>            |                            |         | 180,000 (per year) | 180,000 (per year) | 180,000 (per year) |                                                |
|                                                                                                                                                                                     | Number of Newsletters Distributed to Gaming Loyalty Card Member <sup>10</sup> |                            |         | 1.3 (millions)     | 1.2 (millions)     | 1.2 (millions)     | Gaming Marketing                               |
|                                                                                                                                                                                     | Number of Loyalty Member Email Blasts <sup>11</sup>                           |                            |         | 540,000            | 300,000            | 300,000            |                                                |
|                                                                                                                                                                                     | Estimated reach of digital signage <sup>12</sup> (millions of people)         |                            |         | 21                 | 21                 | 27                 |                                                |
| <b>RG Specific Brochures</b><br><i>Number of brochures printed</i>                                                                                                                  | Treatment Referral Brochure                                                   | No target set              |         | 6,000              | 10,000             | 20,000             |                                                |
|                                                                                                                                                                                     | Lottery RG Brochure                                                           |                            |         | 110,000            | n/a                | 250,000            |                                                |
|                                                                                                                                                                                     | Slot Payout Brochure                                                          |                            |         | 48,000             | n/a                | n/a                |                                                |
|                                                                                                                                                                                     | Self Exclusion - Chance for Change                                            |                            |         | 20,000             | n/a                | n/a                |                                                |
|                                                                                                                                                                                     | Self Exclusion - What Next                                                    |                            |         | 20,000             | n/a                | n/a                |                                                |
|                                                                                                                                                                                     | Support for Families Brochure                                                 |                            |         | 18,000             | n/a                | n/a                |                                                |
|                                                                                                                                                                                     | Knowing the Odds Flip Card                                                    |                            |         | 50,000             | n/a                | n/a                |                                                |
| <b>Awareness of RG Communications</b> <sup>13</sup><br><i>% of players surveyed who were aware of advertisement</i>                                                                 | TV Commercial                                                                 | No target set              |         | 60                 | 62                 | 58                 | Annual Player RG Awareness Study <sup>14</sup> |
|                                                                                                                                                                                     | Radio commercial                                                              |                            |         | 21                 | 39                 | 36                 |                                                |
|                                                                                                                                                                                     | Newspaper advertising                                                         |                            |         | 34                 | 30                 | 31                 |                                                |
|                                                                                                                                                                                     | Sign at a lottery retailer                                                    |                            |         | 4                  | 28                 | 29                 |                                                |
|                                                                                                                                                                                     | Newspaper insert                                                              |                            |         | 17                 | 19                 | 11                 |                                                |
|                                                                                                                                                                                     | Transit ad                                                                    |                            |         | 7                  | 18                 | 22                 |                                                |
|                                                                                                                                                                                     | Brochure                                                                      |                            |         | 9                  | 14                 | 14                 |                                                |
|                                                                                                                                                                                     | Sign or poster at OLG gaming site                                             |                            |         | 10                 | 11                 | 12                 |                                                |
|                                                                                                                                                                                     | Ad in a bar or restaurant                                                     |                            |         | 9                  | n/a                | n/a                |                                                |
|                                                                                                                                                                                     | Booth at gaming site sponsored RGC                                            |                            |         | 1                  | 5                  | 6                  |                                                |

6 The 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.

7 "No target set" – indicates an indicator that OLG does not set targets for. Targets will not be set for most third-party indicators, number of printed materials distributed and indicators where it is difficult and/or inappropriate to correlate RG program elements with actual measurement results.

8 Newsletter distributed to Lotto Advance subscribers. Every issue contains some element of RG messaging.

9 All lottery retailers are distributed a monthly newsletter. Every issue contains some element of RG messaging.

10 Gaming Loyalty Card members are mailed a newsletter three times a year. The newsletter has a dedicated RG section.

11 Some Gaming Loyalty Card members elect to receive an email version of the newsletter.

12 OLG has an extensive digital marketing network with multiple screens across all gaming sites. Beginning in 2010, RG specific content made up 5% of the digital content. Messages are rotated on a regular basis.

13 OLG does not set targets for mediums where we do not have current RG advertising. We continue to track awareness of RG messaging where OLG stakeholders advertise. The composition of media that OLG uses varies year-to-year.

14 Every year, OLG issues an annual Player Awareness Survey to gauge player awareness and perception of OLG's RG program elements.

| MEASURE                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                    | INDICATOR     | TARGET  | RESULTS               |         | SOURCE                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------|---------|-----------------------|---------|---------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                    |               | 2011-12 | 2010-11               | 2009-10 | 2008-09                               |
| <b>RG education to players via OLG Gaming Employees</b><br><i>OLG Gaming employees are trained to understand key gambling concepts and to provide information and referrals accordingly. Beginning July 2010, these interactions were tracked and reports were generated through an RG interaction database. Recording of interactions by employees is encouraged but not mandatory for all interactions.</i> | # of interactions where employee provided a player with a verbal explanation of how gambling works | No target set | 72      | n/a                   | n/a     | RG Interaction Database <sup>15</sup> |
|                                                                                                                                                                                                                                                                                                                                                                                                               | # of interactions where employee suggested taking a break                                          |               | 95      | n/a                   | n/a     |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | # of interactions where employee directed player to KnowYourLimit.ca                               |               | 22      | n/a                   | n/a     |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | # of interactions where employee directed player to an RGRC for more information                   |               | 30      | n/a                   | n/a     |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | # of interactions where employee provided RG/PG information brochure                               |               | 26      | n/a                   | n/a     |                                       |
| <b>RG education to players via Responsible Gaming Resource Centres <sup>16</sup></b><br><i>Every OLG Casino and Slot venue features a Responsible Gaming Resource Centre (RGRC) where players have access to a range of materials and resources that promote safe gambling practices and provide valuable information about local third-party support services.</i>                                           | <b>Number of Interactions</b>                                                                      |               |         |                       |         | RGRC                                  |
|                                                                                                                                                                                                                                                                                                                                                                                                               | Safer play information                                                                             | No target set | 48,130  | 50,970                | 10,413  |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | Assistance to those with gambling concerns                                                         |               | 2,132   | 1,306                 | 329     |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | Educational event participation                                                                    |               | 119,786 | 115,801               | 17,215  |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Total Visits</b>                                                                                |               | 170,048 | 168,077 <sup>17</sup> | 27,292  |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Services Provided</b>                                                                           |               |         |                       |         |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | Brochure(s) provided                                                                               | No target set | 1,501   | 1,123                 | 750     |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | Verbal Information                                                                                 |               | 7,418   | 6,514                 | 3,546   |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | Referral to Website                                                                                |               | 2,453   | 1,749                 | 598     |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | <b>MARGI Usage <sup>18</sup></b>                                                                   |               |         |                       |         |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | Played MARGI (self-serve) <sup>19</sup>                                                            | No target set | 35,225  | 39,662                | 3,151   |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | Played MARGI (with staff)                                                                          |               | 6,858   | 7,962                 | n/a     |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Total MARGI</b>                                                                                 |               | 42,083  | 47,588                | 3,151   |                                       |

<sup>15</sup> Across all OLG casino and slot facilities, employees enter data into an RG interaction database. OLG began using the RG interaction database July, 2010.

<sup>16</sup> RGRCs are operated by independent problem gambling experts from the Responsible Gambling Council. OLG provides funding and space for the Centres. RGRCs have been in operation at Casino Windsor and Fallsview Casino resort since 2005. RGRCs were opened at the remaining gaming sites throughout the province between December 2008 and April 2010.

<sup>17</sup> The increases in total RGRC visits in 2009-10 is a result of all RGRCs being introduced at every gaming site, and an increase in the number of educational events.

<sup>18</sup> MARGI stands for Mobile Access to Responsible Gaming Information. The stand-alone kiosk offers RG information through interactive games.

<sup>19</sup> MARGI self-serve usage tracking did not take place prior to April, 2009.

## 2 Awareness of Safe Gambling Habits

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 moderate play. We formally gauge player awareness of healthy gambling behaviours through an annual tracking study.

| MEASURE                                                                                          |                                                                           | INDICATOR | TARGET  | RESULTS |         | SOURCE                           |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|-----------|---------|---------|---------|----------------------------------|
|                                                                                                  |                                                                           |           | 2011-12 | 2010-11 | 2009-10 | 2008-09                          |
| <b>RG Knowledge:</b><br><i>% of players who have seen or heard of ways to gamble responsibly</i> | Only gamble with money you can afford to lose                             | 79        | 75      | 73      | 75      | Annual Player RG Awareness Study |
|                                                                                                  | Set a spending limit you can afford, and stick to it each time you gamble | 80        | 76      | 71      | 69      |                                  |
|                                                                                                  | Gamble for entertainment and not to win money                             | 64        | 61      | 59      | 52      |                                  |
|                                                                                                  | Never gamble to win back losses                                           | 60        | 58      | 49      | 47      |                                  |
|                                                                                                  | Set a time limit every time you gamble                                    | 43        | 41      | 34      | 43      |                                  |
|                                                                                                  | When you gamble, take frequent breaks                                     | 37        | 35      | 30      | n/a     |                                  |

### 3 Understanding Gambling Facts — Knowledge and Behaviour Outcomes

Beyond providing players, OLG employees and the general public with safe gambling tips and facts about how gambling really works, we work to understand how “awareness” contributes to overall knowledge of healthy play habits. Ultimately, we want to learn how this knowledge can influence or reinforce healthy gambling attitudes and behaviours. For OLG employees, we want to understand how awareness of gambling realities contributes to their job satisfaction and confidence. Some indicators we have tracked for a number of years, others we began tracking for the first time in 2010-11.

| MEASURE                                                                                           |                                                                                                                              | INDICATOR | TARGET  | RESULTS |         | SOURCE                           |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------|---------|---------|---------|----------------------------------|
|                                                                                                   |                                                                                                                              |           | 2011-12 | 2010-11 | 2009-10 | 2008-09                          |
| <b>Perceptions Regarding Slot Machines</b><br><i>% of players who think the statement is true</i> | Every play on a slot machine is random and there is no way to predict the outcome                                            | 94        | 90      | 83      | 84      | Annual Player RG Awareness Study |
|                                                                                                   | The longer you play the more likely you are to go home a winner                                                              | 4         | 5       | 13      | 13      |                                  |
|                                                                                                   | Your chances of winning are better if you pull the arm instead of pushing the button                                         | 4         | 5       | 12      | 8       |                                  |
|                                                                                                   | Your chances of winning are better at some times of the day than others                                                      | 27        | 29      | 36      | 32      |                                  |
|                                                                                                   | A slot machine that hasn't had a jackpot for a while is more likely to have a jackpot than a machine that's had one recently | 29        | 31      | 36      | 31      |                                  |
|                                                                                                   | Your chances of winning are better if you stay with the same slot machine                                                    | 20        | 22      | 32      | 31      |                                  |
|                                                                                                   | OLG employees can monitor your play to determine how often or whether or not you win <sup>20</sup>                           | 17        | 18      | n/a     | n/a     |                                  |

<sup>20</sup> This indicator only started to be tracked in 2010-2011.

| MEASURE                                                                                                                 |                                                                                                                       | INDICATOR | TARGET  | RESULTS |         | SOURCE                            |
|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-----------|---------|---------|---------|-----------------------------------|
|                                                                                                                         |                                                                                                                       |           | 2011-12 | 2010-11 | 2009-10 | 2008-09                           |
| <b>Perceptions Regarding Lotteries:</b><br><i>% of players who believe your chances of winning lotteries are better</i> | If you choose certain numbers or combinations of numbers                                                              | 16        | 17      | 24      | 29      | Annual Player RG Awareness Study  |
|                                                                                                                         | Depending on whether you use a selection slip or Quick Pick                                                           | 13        | 14      | 14      | 17      |                                   |
|                                                                                                                         | Depending on whether you choose numbers that have not come up for a while or have come up more frequently than others | 8         | 9       | 9       | 9       |                                   |
| <b>Gambling Behaviour</b><br><i>% of players who answered "yes"</i>                                                     | Do you feel unhappy when you finish gambling?                                                                         | 8         | 9       | n/a     | n/a     | Independent Quantitative Research |
|                                                                                                                         | Do you ever spend more money than you intended?                                                                       | 12        | 13      | n/a     | n/a     |                                   |
|                                                                                                                         | Do you gamble on days you feel "lucky" or have a gut feeling that you might win?                                      | 19        | 20      | n/a     | n/a     |                                   |
|                                                                                                                         | When you play, do you know how much you are winning and losing?                                                       | 84        | 80      | n/a     | n/a     |                                   |
|                                                                                                                         | Do you ever play to try and win back losses?                                                                          | 22        | 24      | n/a     | n/a     |                                   |
|                                                                                                                         | Do you set a money limit before gambling?                                                                             | 85        | 81      | n/a     | n/a     |                                   |
|                                                                                                                         | Do you set a time limit every time you gamble?                                                                        | 34        | 32      | n/a     | n/a     |                                   |
|                                                                                                                         | Do you ever borrow money to gamble?                                                                                   | 7         | 8       | n/a     | n/a     |                                   |
|                                                                                                                         | Do you view gambling as a source of income?                                                                           | 1         | 2       | n/a     | n/a     |                                   |

| MEASURE                                                                                                                    |                                                                                                       | INDICATOR | TARGET           | RESULTS |         | SOURCE                                  |
|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-----------|------------------|---------|---------|-----------------------------------------|
|                                                                                                                            |                                                                                                       |           | 2011-12          | 2010-11 | 2009-10 | 2008-09                                 |
| <b>Level of RG familiarity among OLG employees</b><br><i>% of employees who consider themselves knowledgeable about RG</i> | Gaming Employees                                                                                      | 99        | 99               | n/a     | n/a     | Annual Employee RG Survey <sup>21</sup> |
|                                                                                                                            | Non-Gaming Employees                                                                                  | 99        | 95               | n/a     | n/a     |                                         |
| <b>Mystery Shop Program <sup>22</sup></b>                                                                                  | % of employees who successfully responded to customer concerns/questions with accurate RG information | 99        | 99 <sup>23</sup> | n/a     | n/a     | Mystery Shop Program Results            |

<sup>21</sup> OLG issues an annual survey to employees. In 2010-2011 the employee survey was changed to improve the reporting mechanism for employees.

<sup>22</sup> The Gaming Division has a Mystery Shop program whereby approximately 10 to 12 times per month, a mystery shopper visits a site and poses a series of customer service questions. Two RG questions are a part of this program.

<sup>23</sup> OLG will break down RG mystery shops by % of employees who successfully debunked common gambling myths and % of employees who could describe Self Exclusion Program, starting 2011-2012.



## 4 Awareness of Support Services

When players decide that gambling is no longer an enjoyable pastime, we want them to be aware of all the support tools and resources that are available to them. We formally track player awareness through our RG web site visitation stats, RGRC data, and our RG annual survey. This helps us to identify gaps and to inform the future direction of our communications.

| MEASURE                                                                                                               |                                                                                               | INDICATOR | TARGET  | RESULTS |         | SOURCE                           |
|-----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------|---------|---------|---------|----------------------------------|
|                                                                                                                       |                                                                                               |           | 2011-12 | 2010-11 | 2009-10 | 2008-09                          |
| <b>Player Awareness of OLG's Self-Exclusion Program</b>                                                               | KnowYourLimit.ca Self-Exclusion page views                                                    | 3,100     | 2,954   | 2,932   | n/a     | KYL web metrics                  |
|                                                                                                                       | % of players who have seen or heard of OLG's Self-Exclusion program                           | 42        | 40      | 21      | 21      | Annual Player RG Awareness Study |
| <b>Knowledge of support agencies and problem gambling literature</b><br><i>% of players who have seen or heard of</i> | Toll free 1-888 problem gambling helpline in Ontario                                          | 56        | 53      | 55      | 52      |                                  |
|                                                                                                                       | RGRCs                                                                                         | 17        | 16      | 12      | 12      |                                  |
|                                                                                                                       | Brochure at stores called "If You Are Over Your Limit Playing Lotteries... Help is Available" | 17        | 16      | 12      | 12      |                                  |

## 5 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 people are aware of and have access to all the available self-help tools and community resources. In some instances, OLG is able to provide direct support through our Self-Exclusion program. Other times, we direct them to our partners at the Responsible Gambling Resource Centres 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.

| MEASURE                                                                   |                                              | INDICATOR     | TARGET  | RESULTS |         |         |                                                   | SOURCE              |
|---------------------------------------------------------------------------|----------------------------------------------|---------------|---------|---------|---------|---------|---------------------------------------------------|---------------------|
|                                                                           |                                              |               | 2011-12 | 2010-11 | 2009-10 | 2008-09 |                                                   |                     |
| <b>Support through OLG's Self-Exclusion Program</b>                       | SE registrations (total)                     | No target set |         | 3,017   | 3,679   | 2,736   | iTrak <sup>24</sup>                               |                     |
|                                                                           | Off-site SE registrations <sup>25</sup>      |               |         | n/a     | n/a     | n/a     |                                                   |                     |
|                                                                           | Reinstatements                               |               |         | 1,743   | 2,099   | 1,358   |                                                   |                     |
|                                                                           | Detected breaches/trespasses                 |               |         | 1,497   | 1,060   | 747     |                                                   |                     |
| <b>RGRCs Support to OLG's Self-Exclusion Program <sup>26</sup></b>        | Provided information about SE                | No target set |         | 550     | 317     | n/a     | RGRC Statistics                                   |                     |
|                                                                           | Provided support at SE Registration          |               |         | 672     | 437     | 1       |                                                   |                     |
|                                                                           | Check-in Call                                |               |         | 189     | 55      | n/a     |                                                   |                     |
|                                                                           | Support at Breach                            |               |         | 14      | 13      | n/a     |                                                   |                     |
|                                                                           | Support at SE Reinstatement                  |               |         | 383     | 198     | n/a     |                                                   |                     |
| <b>Third-Party Referrals to OLG's Self-Exclusion Program</b>              | # of players referred by Bankruptcy Trustees | No target set |         | n/a     | n/a     | n/a     | Office of the Superintendent of Bankruptcy Canada |                     |
|                                                                           | # of players referred by Credit Counsellors  |               |         | n/a     | n/a     | n/a     |                                                   | TBD                 |
|                                                                           | # of players referred by Treatment Providers |               |         | n/a     | n/a     | n/a     |                                                   | DATIS <sup>27</sup> |
| <b>Referrals to service:</b><br><i># of people referred by OLG staff</i>  | Problem Gambling Helpline <sup>28</sup>      | No target set |         | 1319    | 178     | n/a     | Ontario Problem Gambling Helpline                 |                     |
|                                                                           | RGRC                                         |               |         | 661     | 553     | 106     |                                                   | RGRC Statistics     |
| <b>Referrals to service:</b><br><i># of people referred by RGRC staff</i> | Problem Gambling Agency                      | No target set |         | 750     | 595     | 246     |                                                   |                     |
|                                                                           | Credit Counselling Agency                    |               |         | 308     | 176     | 44      |                                                   |                     |
|                                                                           | Other Community Agency                       |               |         | 168     | 73      | 23      |                                                   |                     |
|                                                                           | Legal Services                               |               |         | 13      | 0       | 2       |                                                   |                     |
| <b>Problem Gambling treatment admissions in Ontario</b>                   | Counselling clients in Ontario <sup>29</sup> | No target set |         | 6,132   | 5,910   | 5,695   | Canadian Gambling Digest <sup>30</sup>            |                     |

<sup>24</sup> iTrak is a database used by OLG's Security Department to track security related incidents.

<sup>25</sup> OLG began offering Off-Site Self-Exclusion in October 2010. People who wish to self exclude are able to register at a local problem gambling treatment or credit counselling office. Off-Site registration data will be reported in 2011-2012.

<sup>26</sup> Starting July 2010, self-exclusion services were available at all 8 full-service RGRCs.

<sup>27</sup> The Drug and Alcohol Treatment Information System (DATIS) is a province-wide client information system for reporting on problem gambling and addiction treatment in the Province of Ontario.

<sup>28</sup> The number of referrals to the Ontario Problem Gambling Helpline refers to the number of callers who cited OLG promotional materials and/or OLG lottery and scratch tickets as their referral source.

<sup>29</sup> Counselling clients in Ontario represents the number of people who sought help from problem gambling counselling services.

<sup>30</sup> The Canadian Gambling Digest is an annual report published by the Canadian Partnership for Responsible Gaming, which reports on RG initiatives across Canada.

## 6 Public Opinion of OLG's RG Program

OLG formally tracks public perception of OLG's RG program through a monthly survey, Vital Signs.

| MEASURE                                                                               |                                                                                                                  | INDICATOR | TARGET  | RESULTS |         | SOURCE                    |
|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-----------|---------|---------|---------|---------------------------|
|                                                                                       |                                                                                                                  |           | 2011-12 | 2010-11 | 2009-10 | 2008-09                   |
| <b>Public Opinions on RG</b><br><i>% of people who highly agree or somewhat agree</i> | OLG does all it can to make sure lotteries, casinos and slot facilities are run in a socially responsible manner | 71        | 68      | 69      | n/a     | Vital Signs <sup>31</sup> |
|                                                                                       | OLG is doing a good job of educating customers about how to gamble responsibly                                   | 57        | 54      | 57      | n/a     |                           |
|                                                                                       | OLG staff are trained to recognize and respond to customers who may be showing signs of problem gambling         | 39        | 37      | 42      | n/a     |                           |

<sup>31</sup> Monthly survey of 400 Ontario adults measures OLG's brand health and reputation.





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