

# Play Smart Score Card

These measures highlight OLG's results in educating and enabling safe gambling habits, and supporting players who have concerns about their play.



MEASURE	COMPOSITE SCORES & TOTALS		RESULTS			SOURCE
			2015-16	2014-15	2013-14	
Fostering Responsible Gaming (RG) Knowledge and Behaviour <i>People who...</i>	%	know safe play habits <sup>1</sup>	68	71	71	RG Player Awareness Study
	%	know how slots work <sup>2</sup>	78	79	79	
	%	know how lotteries work <sup>3</sup>	87	86	87	
	%	know availability of support agencies and problem gambling literature <sup>4</sup>	36	41	38	OLG Vital Signs (monthly opinion tracking)
	%	have positive opinion of OLG's RG program <sup>5</sup>	63	63	59	
	#	have received direct RG marketing (# of communications)	26,058,440	29,770,316	32,470,000	Lottery Business Unit, Corporate Marketing and Gaming Marketing
	#	interacted with RGRCs at gaming sites	283,632	259,245	206,398	Responsible Gambling Resource Centre (RGRC)
	#	have used MARGI <sup>6</sup>	40,591	34,302	44,925	
Supporting People with Concerns	%	OLG employees that are somewhat or very knowledgeable about RG <sup>7</sup>	97	96	97	Annual Employee RG Survey
	#	Total Self-Exclusion (SE) registrations	3,444	3,061	2,983	OLG Self-Exclusion Database (iTrak)
	#	Total number of people who voluntarily re-enter gambling after SE (reinstatement)	2,377	2,240	1,838	
	#	Number of detected breaches of SE program	2,850	2,193	1,977	
	#	Total RGRC staff support for people in SE program	4,217	3,523	3,217	Responsible Gambling Resource Centre
	#	Referrals to professional services by OLG and RGRC staff	4,148	4,025	4,054	
	#	Total problem calls to the Ontario Problem Gambling Helpline	1,548	1,578	1,576	Ontario Problem Gambling Helpline
	#	Total counselling clients in Ontario	4,447	4,243	4,128	Drug and Alcohol Treatment Information System (DATIS)
RG Funding in Ontario	\$ millions	Total RG expenditures by OLG	15.6	16.3	13.4	OLG Financial Reports
	\$ millions	Contribution to the province's problem gambling strategy <sup>8</sup>	38	38	39	

**Note:** These measures are derived from the full scorecard of OLG's RG Program, which is comprised of 25 measures and 112 indicators. This report provides totals and composite scores to highlight key program indicators. OLG uses data to track continued improvements in areas such as research, employee training, and player education.

<sup>1</sup>Percentage of slots and casinos players who have heard of ways to gamble responsibly. Current tracking figures differ from previous years. Please see *Measuring Awareness and Outcomes 2013-2014* for complete breakdown.

<sup>2</sup>Percentage of slots and casinos players who can accurately identify which perceptions regarding slot machines are true. Current tracking figures differ from previous years. Please see *Measuring Awareness and Outcomes 2013-2014* for complete breakdown.

<sup>3</sup>Percentage of lottery players who can accurately identify that the strategies provided do not improve the chances of winning. Scorecard results only indicate the percentage of people who answered RG questions correctly.

<sup>4</sup>Percentage of awareness of slots and casino players only. Previous years' figures have been adjusted to reflect new reporting logic. Please see *Measuring Awareness and Outcomes 2013-2014* for complete breakdown.

<sup>5</sup>Previous years' public confidence figures have been changed from previous reports to reflect new reporting logic (previous logic was based on last month of fiscal as opposed to fiscal average).

<sup>6</sup>Mobile Access to Responsible Gambling Information (MARGI) is a stand-alone kiosk that offers RG information through interactive games at all OLG Slots and Casinos.

<sup>7</sup>OLG issues an annual survey to employees. This is the second year cGaming employees have been surveyed.

<sup>8</sup>Based on government policy that annually directs two per cent of OLG slot revenue to problem gambling funding.