



NEW JERSEY LOTTERY RESPONSIBLE GAMING ANNUAL REPORT

FISCAL
YEAR
2023

About the New Jersey Lottery

The New Jersey Lottery (Lottery) is an executive agency of the State of New Jersey. The Lottery is committed to providing revenue-generating entertainment products to help protect the retirement benefits of those who serve our communities, including New Jersey's teachers, police officers, firefighters, and other public employees. The Lottery accomplishes this through the responsible sale of Lottery products and a dynamic public business enterprise built upon honesty, integrity, customer satisfaction, and private partnerships.

Bipartisan legislation passed in July 2017 created the Lottery Enterprise Contribution Act (LECA) (Chapter 98 of the Public Laws of 2017) to strengthen New Jersey's pension system and provide ongoing financial stability and growth potential to the State's retirement systems until 2047. Under the LECA, the Lottery's entire net proceeds are contributed to the State pension system and used to help fund the pensions of retired public employees throughout the state, including police and firefighters, teachers, and state, county, and local employees. In Fiscal Year 2022, the Lottery contributed \$1.111 billion to the State, benefitting the citizens of New Jersey through the responsible sale of Lottery products.

New Jersey Lottery Games

The following Lottery games are currently offered:



Draw Game, \$2 per play. Drawings Tuesday and Friday evenings. Minimum estimated jackpot starts at \$20 million.



Draw Game, \$2 per play. Drawings Monday, Wednesday, and Saturday evenings. Minimum jackpot starts at \$20 million.



Draw Game, \$2 per play. Drawings Every Day. Jackpot of \$1,000 a Day for Life, second prize \$1,000 a Week for Life.



Draw Game, \$2 per play. Drawings Monday and Thursday evenings. Jackpot starts at \$2 million and increases after every drawing without a jackpot winner.



Draw Game, \$1 per play. Daily, evening drawings. Jackpot starts at \$100,000 and is rolled over and added to the next day's drawing if there is no jackpot winner.



Draw Game, \$0.50 per play. Daily midday and evening drawings. Players pick any 4-digit number from 0000 to 9999. No minimum jackpot.



Draw Game, \$0.50 per play. Daily midday and evening drawings. Players pick any 3-digit number from 000 to 999. No minimum jackpot.



A series of terminal-based games, offering quick play styles. Tickets are printed on-demand from Lottery terminals. Players do not need to select numbers or wait for a drawing to determine if they have a winning ticket. Games are offered at various prices and play styles.



Draw Game, \$1 per play. Daily drawings every four minutes, with a chance to win up to \$100,000 on a base wager.



Draw Game, \$1 per play. Daily drawings every four minutes, with a chance to win up to \$250 on a base wager.



A printed, paper-based ticket in which winners are determined instantly through a process of removing a coating covering the play area. Ticket prices range from \$1-\$30 per ticket. About 45 new instant games are introduced each year.



Responsible Gaming

The Lottery is committed to the responsible sale of Lottery products. The Lottery’s marketing, advertising, game design, sales and promotions teams all support responsible gaming through the Lottery’s advertising campaigns, product portfolio, interaction with retailers and players, and various promotions held throughout the State. The Lottery has demonstrated its significant accomplishments in responsible gaming by achieving Level 4 of the World Lottery Association’s (WLA) Responsible Gaming Framework. This certification is the most comprehensive measure of responsible play among lotteries in the industry. The Lottery was first granted this certification in 2016 and was recertified in 2019 and most recently in 2022. The Lottery fully intends to continue to uphold the most thorough, complete, and current responsible gaming initiatives in all aspects of the Lottery’s operations.



**CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2025**

As a Level 4 certified lottery, the Lottery has demonstrated its ongoing commitment to continuously improving its responsible gaming program across ten (10) program elements defined by the WLA. This report highlights the Lottery’s FY2023 responsible gaming activities across each of these program elements.

KEY RESPONSIBLE GAMING ACTIVITIES:

RESEARCH:

The Lottery conducts responsible gaming research to identify the strengths and opportunities of its responsible gaming program. In FY2023, the Lottery conducted the following responsible gaming specific research:

In FY2023, the Lottery conducted the following Annual Responsible Gaming Awareness and Knowledge Surveys:

- *VIP Club*
- *Employees*
- *Retailers*

Additionally, throughout the year the Lottery conducts Lottery-specific research that includes responsible gaming questions. The feedback from this research provides information on the strength of the Lottery’s responsible gaming program and public opinion about the same.

The results of the responsible gaming research are used by the Lottery to improve the reach, resonance, and messaging with regard of its responsible gaming programming.

EMPLOYEE PROGRAM:

The Lottery distributes a quarterly responsible gaming eNewsletter to all employees. The responsible gaming eNewsletter informs employees of the Lottery’s current and/or planned responsible gaming activities, initiatives, and/or accomplishments.

RETAILER PROGRAM:

As a condition for receiving and maintaining their retail licenses, all Lottery retailers are required to fulfill responsible gaming requirements, which include watching the New Jersey Lottery Retailer Responsible Gaming Training Video (Retailer Responsible Gaming Training Video) and acknowledging receipt and review of the Retailer Code of Conduct. These requirements must also be fulfilled in connection with all retail changes of ownership, whereby a current retail location is purchased, and the new owner seeks to continue selling Lottery products at that location, and all biennial license renewals.

In FY2023, the following numbers of retailers fulfilled the Lottery's responsible gaming requirements:

- 272 new retailers (July 1, 2022 – June 30, 2023);
- 305 change of ownership retailers (July 1, 2022 – June 30, 2023); and
- 3,016 retailer licensure renewals (July 2022 – Dec 2022)

GAME DESIGN:

All Lottery games that are released to the New Jersey Lottery market have gone through two (2) analyses that help the Lottery determine that the risk of each Lottery game in the market is minimized with regard to vulnerable populations and for the potential appeal of such games to underage persons. These risk analyses are:

1) A third-party software that evaluates the structural and situational characteristics of each game using a rating scale for each game's key elements. The lower the rating of each game the lower level of risk. All Lottery games on the market have scored low risk.

2) A Responsible Gaming Social Responsibility Assessment ("Social Responsibility Assessment") that evaluates the visual appeal and messaging of all Lottery games to ensure the game is compliant with the Lottery's Game Design Code of Conduct. The Social Responsibility Assessment reviews each proposed game's aesthetics, sounds, imagery, and text to minimize the risk of appealing to vulnerable populations and/or underage persons. All games released to date, including during FY2023, have passed both analyses.

The number of Lottery games launched in FY23 that passed both analyses were:

- 37 Scratch-Offs launched between July 1, 2022 – June 30, 2023
- 27 Fast Play Progressive Games launched between July 1, 2022 – June 30, 2023



ADVERTISING AND MARKETING COMMUNICATIONS:

The Lottery ensures responsible gaming messaging is included in all Lottery advertising and marketing communications, and that these communications are age-appropriate and socially responsible. Additionally, the Lottery has four (4) responsible gaming advertisements that are published quarterly.

In FY2023, the Lottery refreshed the following responsible gaming advertisements:

- Not 18 Yet? No Bet
- Gift Responsibly
- Dream Big. Play Responsibly.
- Pool Rules



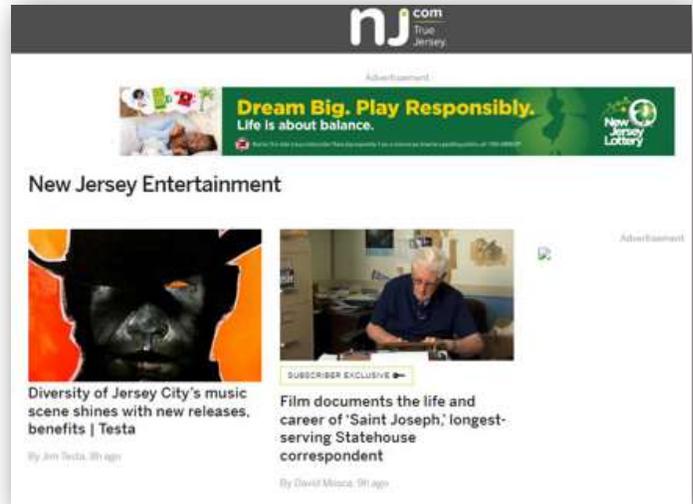
PLAYER EDUCATION:

The Lottery is committed to protecting its players by educating players that Lottery products are offered as a form of entertainment. In doing so, the Lottery provides players with responsible gaming tips and information, and also provides contact information for treatment providers when needed.

In FY2023, the Lottery communicated responsible gaming messages and information to players as follows:

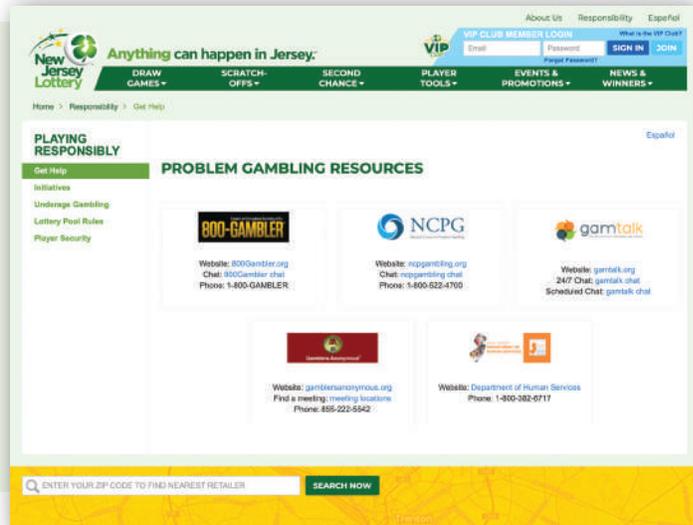
- Publishing responsible gaming advertisements state-wide via newspapers and digital advertisements quarterly.
- Sharing responsible gaming messages through radio live reads three (3) times throughout the year.
- Posting responsible gaming messages to the Lottery's social media platforms at least once a month and more frequently during March, September, the Holiday season, and when jackpots are greater than \$500 million.

- Publishing responsible gaming messages on Draw Game tickets at least once a month and more frequently during March, September, the Holiday season, and when jackpots are greater than \$500 million.
- Including responsible gaming messages in VIP Club emails informing VIP Club members of the Lottery's Problem Gambling Awareness Month, "Not 18 Yet? No Bet", and Gift Responsibly campaigns.
- Updating the Lottery's responsible gaming webpages to be more interactive and engaging for page viewers.



TREATMENT REFERRAL:

The Lottery promotes and provides treatment referral resources to the public via its website and other public-facing platforms. In FY2023, the Lottery refreshed its responsible gaming webpages to include a new webpage called "Get Help". The "Get Help" webpage allows people looking for problem gambling assistance with options on how to connect with a treatment provider.



STAKEHOLDER ENGAGEMENT:

The Lottery continually seeks opportunities to cultivate and strengthen its relationships with a variety of stakeholders. These stakeholders include New Jersey residents, Lottery retailers, Lottery players, the Lottery Commission, Lottery beneficiaries, Lottery employees, the Governor and State Legislature, problem gambling prevention and treatment providers, trade associations, charitable organizations, academic institutions, civic groups, and other organizations.



The Lottery is a key member of and/or participant in the following organizations relating to responsible gaming and problem gambling:

- *The Council on Compulsive Gambling of New Jersey.*
- *The National Council on Problem Gambling.*
- *The International Center for Responsible Gambling.*



REPORTING AND MEASUREMENT:

The Lottery develops its responsible gaming goals and initiatives based on the opportunities identified by the WLA through the Lottery’s WLA recertification process, from feedback received from its stakeholders through surveys, and from best practices learned in connection with its various stakeholder engagement activities. These identified opportunities help the Lottery to improve its responsible gaming programs and to report valuable responsible gaming goals and initiatives to relevant stakeholders in a meaningful manner.