



NEW JERSEY LOTTERY RESPONSIBLE GAMING ANNUAL REPORT

FISCAL
YEAR
2024

About the New Jersey Lottery

The New Jersey Lottery ("Lottery") is an executive agency of the government of the State of New Jersey ("State"). 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 2023, the Lottery contributed \$1.173 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 were offered during FY2024:



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



Draw Game, \$0.50 per play. Daily midday and evening drawings. Players pick any 4-digit number from 0000 to 9999.



Draw Game, \$0.50 per play. Daily midday and evening drawings. Players pick any 3-digit number from 000 to 999.



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



A series of terminal-based games, offering various price points and play styles. Tickets are printed on-demand. Players do not need to select numbers or wait for a drawing to determine if they have a winning ticket.



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



Draw Game, \$1 - \$10 per play. Drawings every four minutes with a chance to win up to \$1,000,000 on a \$10 wager.



Draw Game, \$2 per play. Drawings Monday and Thursday evenings. Jackpot starts at guaranteed \$2 Million.



Draw Game, \$1 - \$10 per play. Drawings every four minutes, with a chance to win up to \$250 on a base wager.



Draw Game, \$1 per play. Drawings Every Night. Jackpot starts at \$100,000.



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 40 new Scratch-Offs 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, technology 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 FY2024 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 FY2024, the Lottery conducted the following responsible gaming specific research:

<i>Annual Responsible Gaming Awareness and Knowledge Surveys:</i>	<i>Responsible Gaming Surveys:</i>
<ul style="list-style-type: none"> • <i>VIP Club</i> 	<ul style="list-style-type: none"> • <i>Responsible Gaming Terminology</i>
<ul style="list-style-type: none"> • <i>Employees</i> 	<ul style="list-style-type: none"> • <i>Gift Responsibly Campaign Impact</i>
<ul style="list-style-type: none"> • <i>Retailers</i> 	

Additionally, throughout the year the Lottery conducts Lottery-specific research that includes responsible gaming questions. The feedback received 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 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 of 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 FY2024, the following numbers of retailers fulfilled the Lottery's responsible gaming requirements:

- 314 new retailers (July 1, 2023 – June 30, 2024);
- 345 change of ownership retailers (July 1, 2023 – June 30, 2024); and
- 3,366 retailer licensure renewals (July 2023 – Dec 2023)

GAME DESIGN:

All Lottery games that are released to the New Jersey 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 the level of risk. To date, 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 each 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 FY2024, have passed both analyses.

The number of Lottery games launched in FY2024 that passed both analyses were:

- 33 Scratch-Offs launched between July 1, 2023 – June 30, 2024
- 23 Fast Play Progressive games launched between July 1, 2023 – June 30, 2024



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, each quarter the Lottery publishes a responsible gaming advertisement.

- *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 FY2024, the Lottery communicated responsible gaming messages and information to players as follows:

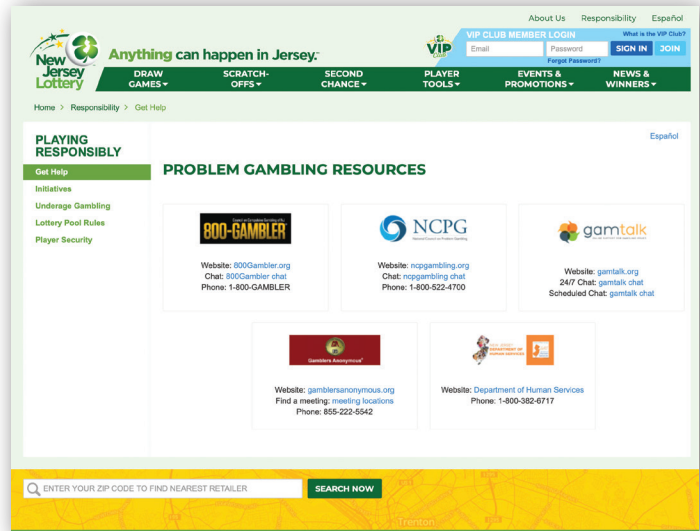
- *Publishing responsible gaming advertisements state-wide via newspapers and digital advertisements quarterly.*
- *Sharing responsible gaming messages through radio live reads three (3) times throughout the year.*
- *Posting responsible gaming messages to the Lottery's social media platforms at least 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 provides treatment referral resources to the public via its website (NJLottery.com/gethelp) and other public-facing platforms. The resources the Lottery provides contact information for are: the Council on Compulsive Gambling of New Jersey ("CCGNJ"), National Council on Problem Gambling ("NCPG"), gamtalk, Gamblers Anonymous®, and the New Jersey Department of Human Services. Retailers are also equipped with brochures and have the ability to print out the CCGNJ's helpline number on a ticket when requested.



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, Lottery vendors, 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.



The Lottery and CCGNJ teamed up in March for Problem Gambling Awareness Month to create a video series of “Crucial Conversations”, in which the CCGNJ educated the public on how to have difficult conversations regarding gambling. The Lottery released a new video each week during Problem Gambling Awareness Month. The video series can be found at the Lottery’s initiatives webpage and consist of:

- *Preparing to have a crucial conversation*
- *How do I talk to my spouse about problem gambling*
- *How do I talk to my teen about problem gambling*
- *How to talk to myself about problem 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.