

2025 Status of the Responsible Gaming Program

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Executive Summary

Vermont launched legal Online Sports Wagering in January 2024 following the passage of Act 63 in 2023. Upon passage of Act 63 in July 2023, the Department of Liquor and Lottery (DLL) issued a request for proposal (RFP), and received and reviewed bids. DLL selected three sports wagering operators — DraftKings, Fanatics, and FanDuel — that are under contract with DLL to offer their online sports wagering platforms in Vermont.

From the inception of the legalized sports wagering market in Vermont on January 11, 2024, through the end of FY24 on June 30, 2024, the total handle (the amount wagered) in Vermont was \$101.1 million, with the total Vermont Revenue Share from the legalized sports wagering market equating to \$3.5 million, closely aligning with the state's initial projections. For FY25, the total handle was \$212.5 million and the total Vermont Revenue Share was \$6.2 million. The total handle and revenue share are both projected to gradually increase year over year as the Vermont market continues to mature.

The state's Responsible Gaming Program is funded from the Sports Wagering Enterprise Fund and the Vermont Lottery Fund. For FY24, the Vermont Lottery Fund allocated \$250k for responsible gaming and entered into a memorandum of understanding (MOU) with the Department of Mental Health (DMH) to establish and manage. In FY25, the Responsible Gaming Program received \$250k from the Sports Wagering Fund and \$250k from the Vermont Lottery Fund, for a total allocation of \$500k. For FY26, the Responsible Gaming Program's funding remained steady for a total allocation of \$500k, with \$250k coming from the Sports Wagering Fund and \$250k coming from the Vermont Lottery Fund.

The partnership between DLL and DMH has proven to be highly effective in building responsible gaming awareness and proactively addressing problem gambling in Vermont. The collaboration between DLL and DMH



has led to the successful monitoring of problem gambling trends through the utilization of tools such as the Problem Gambling Helpline, the Vermont Gambling Help website, and the Voluntary Self-Exclusion Portal. DLL and DMH continue to discuss cost-effective and research-based strategies for assessing trends related to problem gambling.

In conclusion, Vermont established a regulatory framework to promote responsible gaming effectively via collaboration between DLL, DMH, the sports wagering operators, Vermont Lottery's gaming system vendor, and other key parties. The state is well positioned to continue to offer well-regulated and responsible sports wagering and gaming platforms.



Legislative Language

In accordance with [Act 63 \(2023\)](#), the Departments are submitting this single, comprehensive report to the legislature to meet the following requirement:

(c) Problem gambling report. Annually on or before January 15, the Department [of Liquor and Lottery], in consultation with the Department of Mental Health, shall submit to the General Assembly a report on the impact of sports wagering on problem gambling in Vermont, including an analysis of demographic populations that are disproportionately impacted by problem gambling. The Department may require the operators to pay for the costs associated with preparing and submitting the report.



Monitoring Problem Gambling Trends in Vermont

Problem Gambling Helpline

The Vermont Problem Gambling Helpline began operations in January 2024 and continues under management by the Massachusetts Council on Gaming and Health (MACGH). In July 2024, the Vermont Problem Gambling Helpline expanded access to Helpline Specialists through the addition of a LiveChat feature. Trained Helpline Specialists answer calls and chats 24/7, 365 days of the year and have access to information on Vermont's Problem Gambling Provider Network, to support callers in connecting with appropriate treatment resources.

Data reporting methods for the Helpline were revised in November 2025. This change in reporting methods does not affect overall engagement numbers and allows calls to be categorized more accurately. The revised methods have been applied retroactively to call data from January 2024 through the end of Fiscal Year 2025 (FY25).

The charts below provide information on Helpline engagement¹.

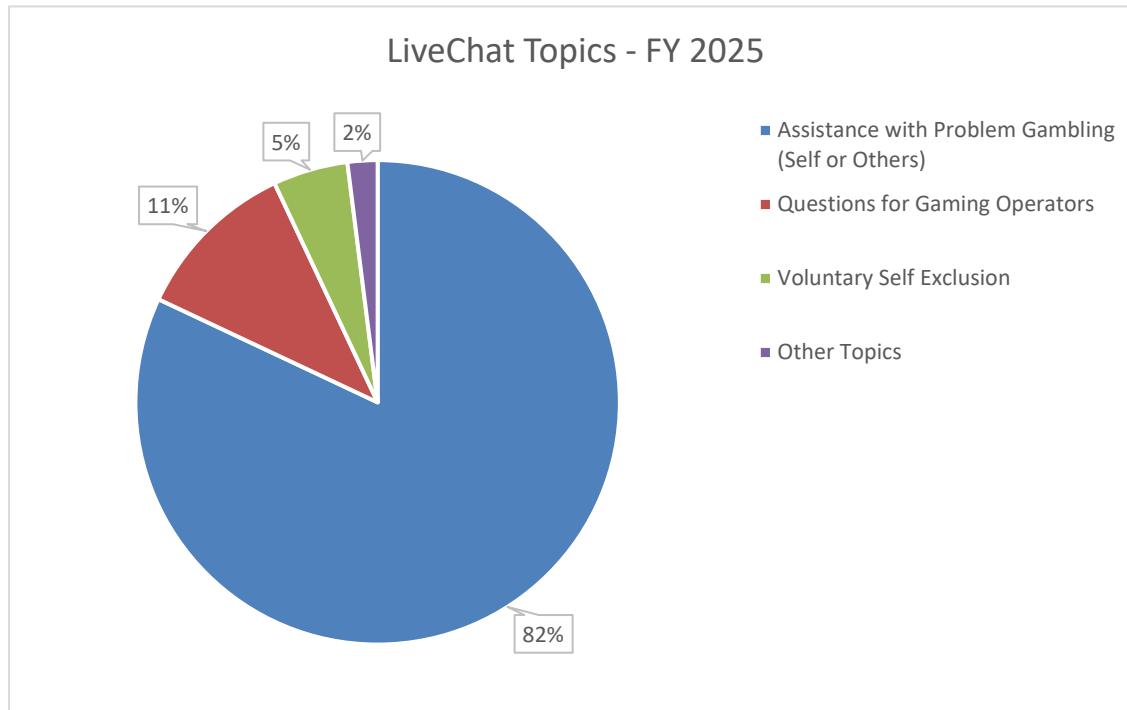
| Total Helpline Engagements – FY 2025 | | | | | |
|--|------------------|----------------|------------------|-------------------|------------|
| Type of Vermont Helpline Contact | 2024 (July-Sept) | 2024 (Oct-Dec) | 2025 (Jan-March) | 2025 (April-June) | FY25 Total |
| Helpline Call: Seeking Support/Information | 6 | 17 | 15 | 8 | 46 |
| LiveChats | 8 | 13 | 17 | 17 | 55 |
| Helpline Call: Testing/Hangup/Prank | 11 | 8 | 24 | 14 | 57 |
| Total Helpline Engagements | 25 | 38 | 56 | 39 | 158 |

¹ Call volume in these charts does not include wrong-number calls or calls that were hung up by the caller prior to being answered. These calls, while logged in the system, do not provide usable data for assessing service demand or utilization patterns.



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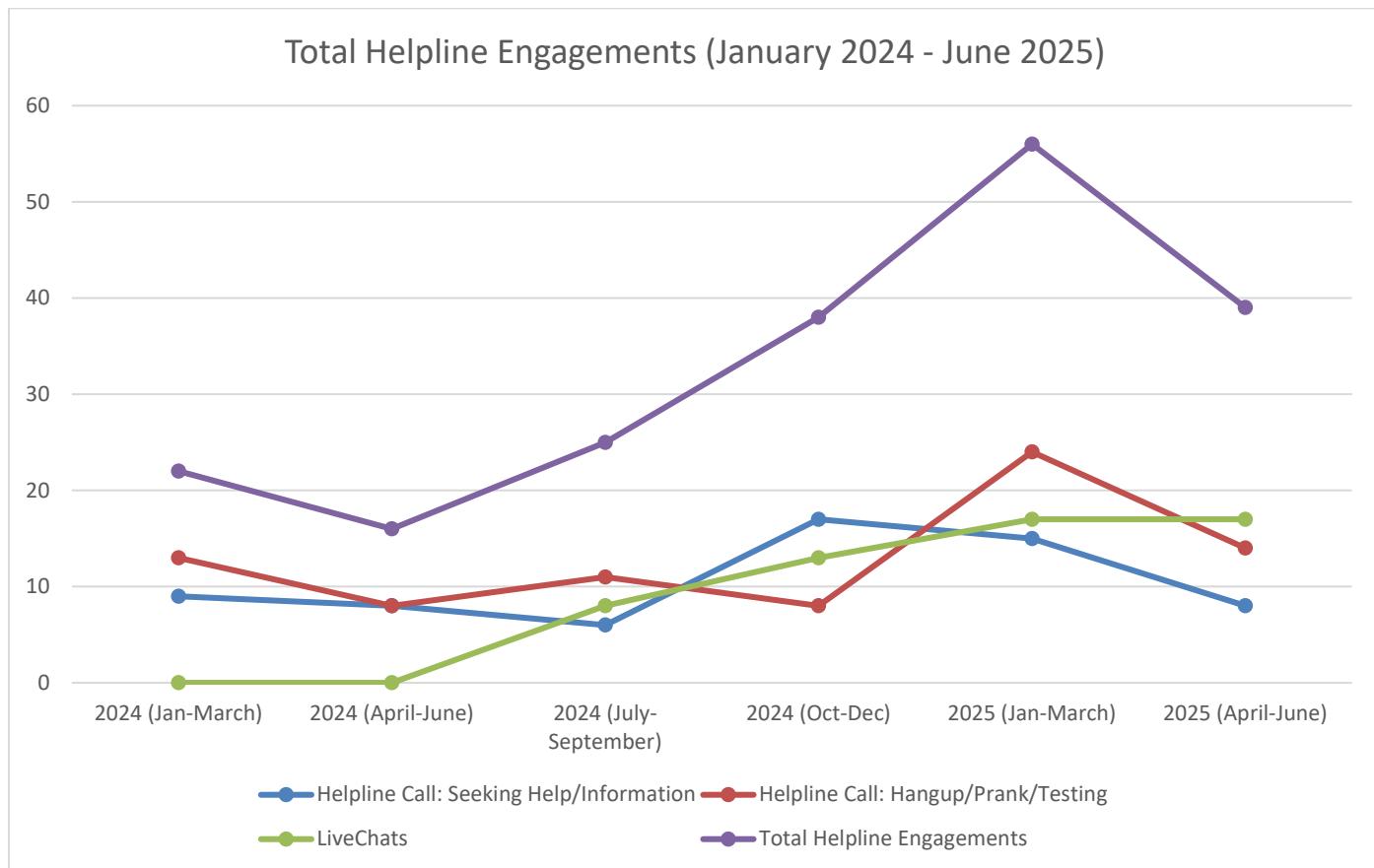
In FY25, Helpline Specialists responded to 158 contacts through phone and LiveChat. The LiveChat feature has proved to be a popular means of reaching support: in SFY25, the number of LiveChats overtook the number of phone calls seeking support, with 55 chat conversations over the fiscal year.



Individuals utilizing the LiveChat feature tended to be looking for help with a gambling problem for themselves or others, which accounted for 82% of the contacts. Additional conversations involved questions for gaming operators such as casinos, sportsbooks or the Vermont Lottery (11%), inquiries regarding Voluntary Self-Exclusion (5%), or other topics (2%).



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Combined phone and LiveChat outreach to the Vermont Problem Gambling Helpline, as indicated by Total Helpline Engagements, is trending upward from FY24 through FY25.

The Vermont Problem Gambling Helpline continues to play a critical role in supporting individuals seeking information on responsible gaming or affected by problem gambling. The expansion of the Helpline's communication options has made it easier for individuals experiencing distress or uncertainty to reach out for support. With overall Helpline engagements trending upward year over year, the data suggest growing awareness of gambling-related problems and available supports, and a continued need for accessible, confidential assistance.



Vermont Gambling Help Website

In June 2024, DMH partnered with MACGH to launch VTGamblingHelp.org, a comprehensive website for Vermonters affected by problem gambling. The site provides resources for individuals and families, as well as treatment providers seeking to better assist those in need.

Initially, the Vermont Gambling Help website provided information via a landing page, a “Get Help Now” page, and a “For Providers Page.” Visitors to the site viewed resources on understanding a gambling problem, accessing problem gambling training and support, and signing up for the Department of Liquor and Lottery’s statewide Voluntary Self-Exclusion program for sports betting.

In September 2024, MACGH implemented a site-visit tracker to better understand how Vermonters and others are seeking support through VTGamblingHelp.org.

The following chart presents quarterly totals of unique site visits and views from September 2024 through the end of the FY25. Site visits reflect unique instances of individuals accessing the website, while site views indicate the number of times individual pages within the website were loaded or accessed. Typically, multiple site views occur within a single site visit.

| VTGamblingHelp.org Site Visits and Views | 2024 September | 2024 (Oct-Dec) | 2025 (Jan-Mar) | 2025 (Apr-Jun) | Total |
|--|----------------|----------------|----------------|----------------|--------|
| Visits | 2,973 | 5,319 | 4,241 | 4,572 | 17,105 |
| Views | 4,009 | 6,870 | 5,919 | 6,103 | 22,901 |

In FY25, in addition to the launch of the LiveChat feature, the website expanded to meet a need for web-based access to resources and information that did not require outreach to a Helpline Specialist. Individuals affected by problem gambling may experience shame or stigma, which can create a barrier to reaching out



directly for assistance. In addition, individuals have different learning and communication styles and may simply prefer to access this information via written resources. Expansion of website resources increases opportunities and reduces barriers for individuals to access information and supports.

The Sports Betting Guide was introduced in FY25 Q2, to offer foundational information on sports betting basics and strategies for maintaining healthy play. The Self-Supports page was launched in FY25 Q4, to outline available programs and communities that individuals can access for support. It also includes a regularly updated list of Vermont Problem Gambling Specialists, reflecting the expanding pool of trained clinicians.

Plans for SFY26 include adding a “For Parents” page to provide caregivers with information and resources related to youth gambling, as well as introducing a downloadable Resource Document, developed in partnership with a leading problem gambling peer support group and tailored to Vermonters.

Voluntary Self-Exclusion Program

With assistance from the Agency of Digital Services (ADS), DLL created and administers Vermont’s Voluntary Self-Exclusion (VSE) Program, which is regarded as a national gold standard for self-exclusion programs due to its accessibility and the therapeutic nature of care. This program serves as a critical resource for players seeking to manage their gambling behaviors by voluntarily restricting their ability to wager on online sportsbooks within Vermont for a period of 1, 3, or 5 years, or for their lifetime, offering flexibility tailored to their current needs and long-term recovery goals.

The VSE program functions through a secure process, by sharing participant’s information exclusively with the three licensed sports book operators, that ensure these players are not eligible to wager on any of their platforms. Also, the operators are prohibited from sending these individuals promotions or direct marketing, creating protection against unwanted triggers. If players self-exclude in another jurisdiction, the operators will also exclude them on their platforms in Vermont and any other states that they operate in.



The therapeutic value of Vermont's VSE Program is grounded in its flexibility and empowering approach, which emphasizes personal agency while providing a concrete mechanism for intervention. It serves not only as a preventative tool but can also be a bridge to additional support services, allowing individuals to take proactive steps toward addressing problem gambling.

Program Metrics

In FY24 (January 2024–June 2024) seven (7) individuals signed up to the Voluntary Self-Exclusion Program. The breakdown of the terms that individuals utilized for voluntary self-exclusion was as follows:

- 1-year: 1 individual
- 3-year: 0 individuals
- 5-years: 2 individuals
- Lifetime: 4 individuals

In FY25 (July 2024 – June 2025), thirteen (13) individuals signed up to the Voluntary Self-Exclusion Program. The breakdown of the terms that the individuals utilized for voluntary self-exclusion was as follows:

- 1-year: 3 individuals
- 3-year: 2 individuals
- 5-years: 0 individuals
- Lifetime: 8 individuals

The average age at enrollment for all 20 VSE participants is 31.85 years. In FY24, participants had an average age of 34.42 years, and in FY25 participants had an average age of 30.46 years. Since the program's inception, 62% of VSE participants have Vermont-issued identification.

The VSE Program will continue to be administered and monitored by DLL. The tracking of how many individuals utilize this tool will provide DLL with a greater understanding of problem gambling in Vermont and demonstrates commitment to fostering a responsible gaming environment.



Operator Roles in Responsible Gaming

Annually, each sports wagering operator is required to submit a responsible gaming plan to DLL that includes information related to the posting of materials related to problem gambling, and the resources that are made available to players, house-imposed player limits, and self-exclusion programs. Each operator has provided responsible gaming plans that prioritize player harm reduction. Each operator has policies and practices to combat problem gambling and promote responsible gaming. Within their platforms, all operators have links to responsible gaming and problem gambling resources that include phone numbers, and website links to resources such as Gamblers Anonymous, VTGamblingHelp.org, the National Council on Problem Gambling, and DLL's VSE program.

Each operator has its own range of Responsible Gaming (RG) tools they offer to players, including the opportunity for each player to opt-in to deposit limits, wager limits, wager size limits, time limits, and timeouts. The RG tools allow players to continue to enjoy legalized sports wagering and recreationally place wagers in a responsible manner by imposing limits on themselves as a check against any problem gambling behaviors.

Data from the sports wagering operators reflect that players took advantage of those RG tools. The data included below shows the average monthly usage of the above-mentioned RG tools and if the users were attributed to being a Vermont resident or an out-of-state player based on Know Your Customer (KYC) information for Fiscal Year 2024, Calendar Year 2024, and Fiscal Year 2025:



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Fiscal Year 2024 (January – June 2024) RG Tool Usage (Monthly Average):

Fiscal Year 2024 RG Tool Usage (Average)

| RG Tool User Status | Deposit Limit | Time Limit | Wager Size Limit | Wager/Spend Limit | Timeout |
|---------------------|---------------|------------|------------------|-------------------|---------|
| In-State | 137 | 7 | 30 | | 41 |
| Out of State | 156 | 10 | 29 | | 35 |
| Total Users | 293 | 17 | 59 | | 76 |

Calendar Year 2024 (January – December 2024) RG Tool Usage (Monthly Average):

Calendar Year 2024 RG Tool Usage (Average)

| RG Tool User Status | Deposit Limit | Time Limit | Wager Size Limit | Wager/Spend Limit | Timeout |
|---------------------|---------------|------------|------------------|-------------------|---------|
| In-State | 153 | 7 | 39 | | 47 |
| Out of State | 170 | 10 | 38 | | 39 |
| Total Users | 323 | 17 | 77 | | 86 |

Fiscal Year 2025 (July 2024 – June 2025) RG Tool Usage (Monthly Average):

Fiscal Year 2025 RG Tool Usage (Average)

| RG Tool User Status | Deposit Limit | Time Limit | Wager Size Limit | Wager/Spend Limit | Timeout |
|---------------------|---------------|------------|------------------|-------------------|---------|
| In-State | 175 | 6 | 45 | | 47 |
| Out of State | 194 | 10 | 44 | | 41 |
| Total Users | 369 | 16 | 89 | | 88 |

Note: Most users utilize more than one sports wagering operator to place wagers. This means that if a user elects to utilize one (or more) of these RG tools that are listed above, one individual could potentially be counted once, twice, or three times within one of the RG tools, if they use the tool on one, two, or three of the sports wagering operators' platforms. Also, on each of the sports wagering operators' platforms, a user can elect to use none, some, or all of the RG tools that the operators make available to every user. It is also relevant to note that in Fiscal Year 2025, the monthly average for active users was 23,099.

The sports wagering operators have demonstrated a commitment to collaborating with DLL and DMH in our collective responsible gaming and problem gambling initiatives. In September of 2024, the operators partnered with DLL, DMH, and MACGH to promote Responsible Gaming Education Month (RGEM). This successful collaboration was marked by a collective effort by all parties to promote and spread awareness of RGEM via posts on social media platforms, press releases, and RGEM-related quizzes developed by MACGH. Operators collectively engaged 322 Vermonters through in-app pop-up surveys focused on responsible gaming, and an



additional 12 individuals completed the RGEM pop-up survey on VTGamblingHelp.org.

In March of 2025 for Problem Gambling Awareness Month (PGAM), the sports wagering operators all committed to spreading awareness about problem gambling via targeted communications with users and other initiatives. As part of PGAM 2025 efforts, operators sent an email to users with information about the warning signs of problem gambling and ways to access free support, including the newly launched Self-Supports page at VTGamblingHelp.org.

In September of 2025, the operators participated in and promoted Responsible Gaming Education Month (RGEM) via various methods and channels. As part of their RGEM initiatives, the operators did the following:

- RG-based communications to users via email and app-based engagement
- RG-related social media posts
- Internal employee education and recognition programs highlighting the importance of RG
- Promoting in-platform RG tools

While this is not an exhaustive list of the operators' efforts, this does highlight their attention to RGEM. DLL, DMH, and MACGH also continue to collaborate on both PGAM and RGEM campaigns and ensure that sports wagering users in Vermont are proactively made aware of the resources available to them for both responsible gaming and problem gambling.



Conclusion

In conclusion, Vermont's approach to overseeing a responsible and well-regulated sports wagering and gaming environment continues to be successful. The collaboration between DLL and DMH is productive and beneficial to Vermont. This collaboration aligns regulatory oversight with mental health considerations to create a responsible and well-regulated sports wagering and gaming environment within the State.

The partnerships and collaborations that both DLL and DMH have with other parties, such as the sports wagering operators and MACGH, continue to be beneficial and essential to the goals of the State. These partnerships will continue to play a role in making Vermont a responsible and effective sports wagering and gaming environment that is set to continue to steadily grow in the future.

In summary, the implementation and continued administration of the programs listed within this report demonstrate Vermont's commitment to provide accessible and expert support services. Vermont's proactive approach to responsible gaming is evident and works to support the players and parties in this evolving and growing industry within Vermont.