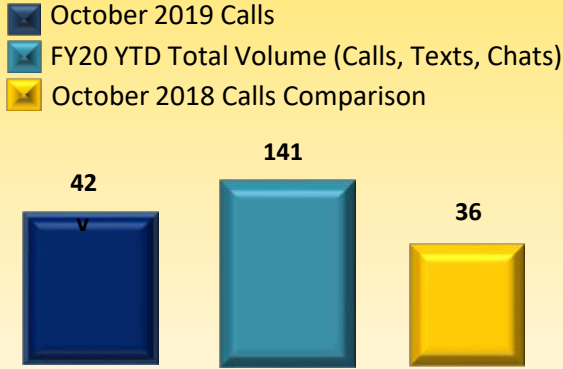


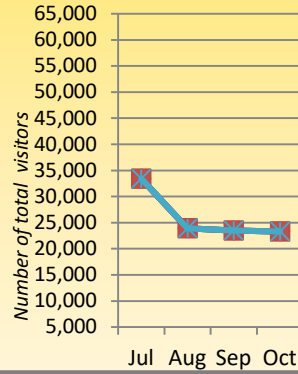
Helpline Report

October 2019 Call Data

HELP SEEKER VOLUME



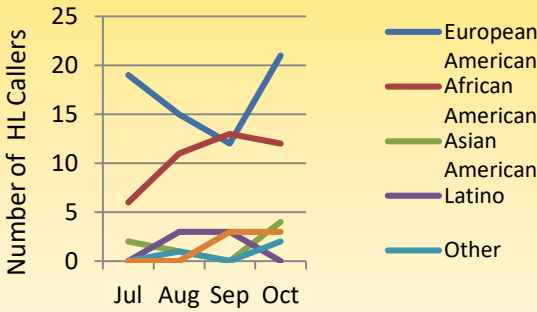
FY20 YTD WEB CLICKS



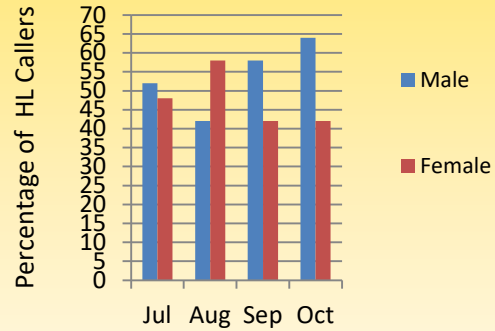
* Transition to new Web Management Service, limited Google Ads may affect traffic statistics

HELP SEEKER TRENDS

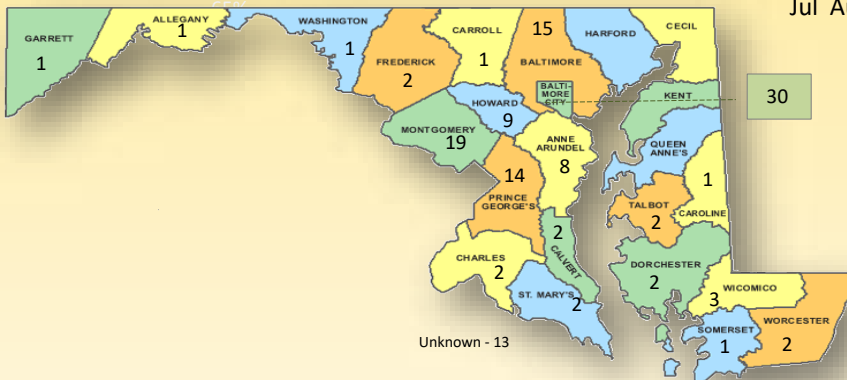
FY20 YTD Ethnicity Trend



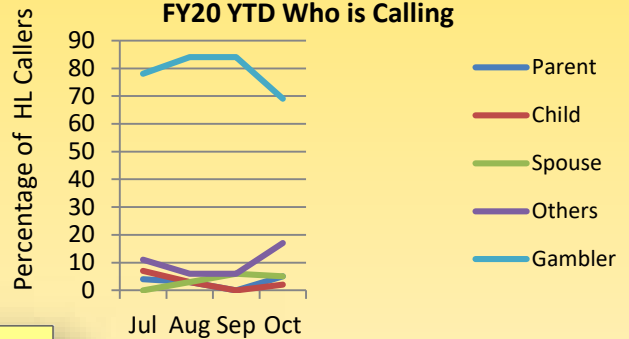
FY20 YTD Gender Trend



Number of Help Seeking Callers per Jurisdiction % FY20 YTD



FY20 YTD Who is Calling





Summary

October total Help seeker outreach (call, texts and chats) (n=46) increased 20% over September. Help seeker calls (n=42) increased 36% of the prior month. Overall web traffic remains consistent with prior month due in part to transition to new web management service and limited Google Ads placed. Help seeker calls from Montgomery County increased 11% in October. Callers from Baltimore City also increased this month (8%). Internet as main gambling problem increased slightly (1%) over previous month. Referrals to a Peer Support increased slightly in October (1%). Electronic media as source of the helpline number increased (8%) over the previous month.

Gender: 64% male (n=27); 36% female (n=15).

Ethnicity: European American callers comprised 50% (n=21) of helpline callers in October. African American callers comprised 29% (n=12). Asian American callers comprised 10% (n=4) and other ethnicities comprised 5% (n=2). No Latino callers were recorded this month.

Who is Calling: Gamblers comprised 69% (n=29) of total help seeking calls in October. Calls from others (friend, family member) comprised 17% (n=7). Calls from a spouse/significant other and calls from a parent each comprised 5% (n=2). Calls from a child (son or daughter) comprised 2% (n=1).

Primary Gambling Problem:

- 67% (n=28) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 46% reported slot machines (n=13), and 54% reported other casino games (n=15) as most problematic.
- Internet totaled 7% (n=3).
- Lottery totaled 7% (n=3).
- Non-casino games totaled 2% (n=1)
- 17% (n=7) were unwilling to reveal.

TREATMENT REFERRALS

42 help seeking calls:

- **Referrals:** were given to 37 help seeking callers (88%) and most received multiple referrals:
 - **Treatment Providers:** 49% of callers were referred to trained behavioral health providers providing no cost treatment (n=18).
 - **Peer Support:** 49% were referred to telephonic support with a trained person in recovery (n=18).
 - **G.A.:** 45% of callers were given information about Gamblers Anonymous meetings (n=19). 19% were referred to other support groups (n=8).
 - **Internet:** 24% were given internet resources (n=10).
 - Referrals to **Maryland Coalition of Families/MCF** represented 11% (n=4).
 - **Lottery Self-Exclusion:** 19% were referred to the Maryland voluntary self exclusion program (n=8).
 - Referrals to **Credit Counseling** comprised 2% (n=1).
- **Refused:** 12% of callers refused any referrals (n=5).

Analysis

CALLER PROFILE

69% of total help seeking callers in October were Gamblers; calls from others (friends, family members) increased 11% this month. European American callers increased 11% over the previous month. Male callers exceeded female callers this month, reporting a 6% increase over September. Help seekers in age group 55-64 reported the highest increase in October (11%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 50% - Electronic media (internet, radio) (n=21)
- 21% - Casino (n=9)
- 5% - Printed Materials (brochures) (n=2)
- 2% - Friends, support groups (n=1)
- 2% - Lottery (n=1)
- 19% - Unwilling (n=8)

WEBSITE TRAFFIC

Overall web traffic in October (23,300 sessions) remained consistent with September (23,500 sessions). Limited reporting is available during the transition to new web management service (new service in place in 2nd Quarter).

- Chats recorded five (n=5) intakes this month.
- One text intake was also recorded.

AGE

In October, relative percentage of callers increased in age groups 18-24 (4%) (n=4), 45-54 (6%) (n=8), 55-64 (11%) (n=7) and 65 plus (4%) (n=4). Callers in age groups 25-34 (4%) (n=5) and 35-44 (9%) (n=7) decreased.

