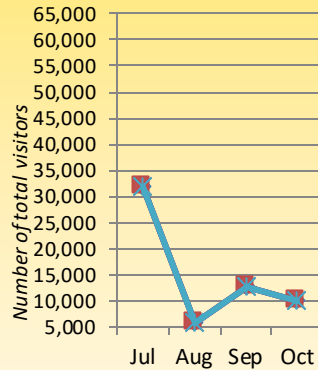


### Helpline Report FY21 October 2020 Call Data

#### HELP SEEKER VOLUME

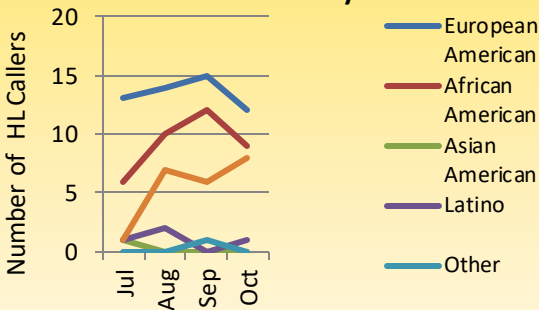


#### FY21 YTD WEB CLICKS

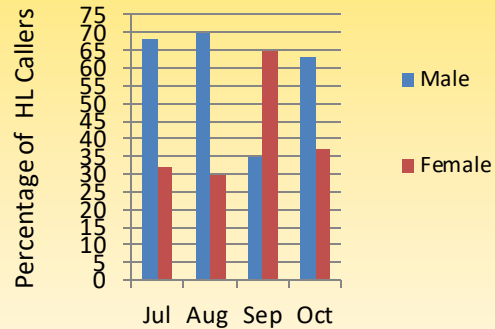


#### HELP SEEKER TRENDS

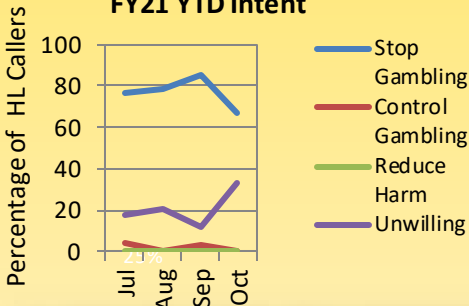
##### FY21 YTD Ethnicity Trend



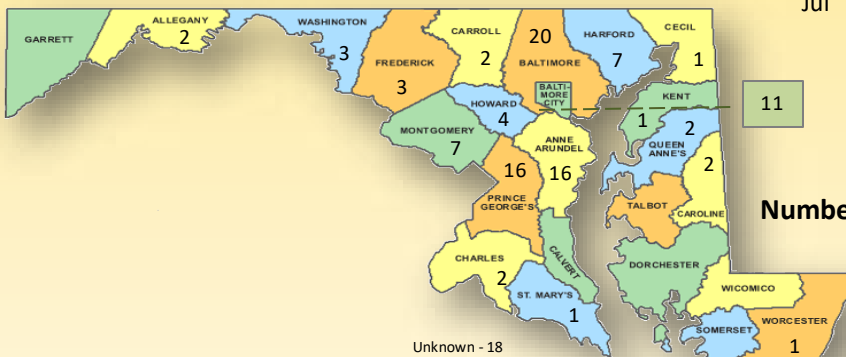
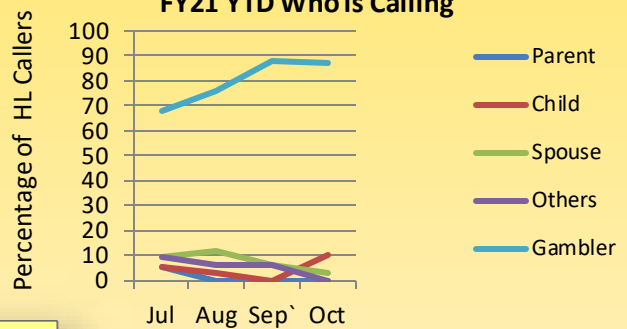
##### FY21 YTD Gender Trend



##### FY21 YTD Intent



##### FY21 YTD Who is Calling



Number of Help Seeking Callers per Jurisdiction  
FY21 YTD

## Summary

Help seeker call volume in October 2020 decreased slightly (n=30) from September volume (n=34). However, Chat intakes increased 2% this month. Although overall web traffic visits in October decreased 19% from September visits, visits to dedicated Military and Asian American websites increased. Help seeker calls in the South region (Ann Arundel, Calvert, Charles, Montgomery, Prince George's, St. Mary's) increased 12% this month. Callers in Prince George's County increased 7% over September. Casino games (other than slots) as main gambling problem increased 21% in October. Requests for Maryland Lottery Self-Exclusion information increased 7% over the previous month. Internet as source of the helpline number increased 25% this month.

- **Gender:** 63% male (n=19); 37% female (n=11)
- **Ethnicity:** European American callers comprised 40% (n=12) of helpline callers in October. African American callers comprised 30% (n=9). Latin callers comprised 3% (n=1). No Asian American or other ethnicity callers were recorded this month.
- **Who is Calling:** Gamblers comprised 87% (n=26) of total help seeking calls in October. Calls from a child comprised 10% (n=3). Calls from a spouse/significant other comprised 3% (n=1). No calls were recorded from a parent or others (friends, family).
- **Primary Gambling Problem:**
  - 53% (n=16) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 25% reported slot machines (n=4) and 75% reported other casino games (n=12) as most problematic.
  - Internet as primary gambling problem reported 3% (n=1)
  - Lottery totaled 3% (n=1)
  - Stocks totaled 3% (n=1)
  - Non-casino games totaled 3% (n=1)
  - Horse racing at track totaled 3% (n=1)
  - Sports totaled 3% (n=1)
  - Unwilling to share totaled 27% (n=8)

## TREATMENT REFERRALS

30 help seeking calls:

- **Referrals:** were given to 26 help seeking callers (87%) and most received multiple referrals:
  - **Peer Support:** 58% were referred to telephonic support with a trained person in recovery (n=15). Of those callers, 73% were warm-transferred to a Peer (n=11).
  - **Treatment Providers:** 46% of callers were referred to trained behavioral health providers providing no cost treatment (n=12).
  - **Internet:** 23% were given internet resources (n=6).
  - **Lottery Self-Exclusion:** 23% were referred to the Maryland voluntary self exclusion program (n=6).
  - **G.A.:** 19% of callers were given information about Gamblers Anonymous meetings (n=5).
  - 15% of callers were given referrals to **Other Support Services** (such as Gam Anon) (n=4).
  - Referrals to **Maryland Coalition of Families/MCF** represented 4% (n=1).
  - Referrals to **Credit Counseling** comprised 4% (n=1).
- **Refused:** 13% of callers refused any referrals (n=4).

## Analysis

### CALLER PROFILE

Gamblers totaled 87% of help seeking callers in October; calls from a child increased 10% over the previous month. The majority of help seekers this month called to stop their gambling, representing 67% of total calls. Latino callers increased in October by 3%. Male callers increased 28% over previous month. Help seekers in age group 25-34 reported an 18% increase in October. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

### SOURCE OF HELPLINE INFORMATION

- 57% - Internet (n=17)
- 10% - Casino (n=3)
- 3% - Friends/Family (n=1)
- 30% - Unwilling (n=9)

### INTENT

- 67% - Stop Gambling (n=20)
- 33% - Unwilling (n=10)

### WEBSITE TRAFFIC

Overall web traffic visits in October (n=10,174) decreased from September (n=12,720). Statistical tools will be continued to be monitored for web traffic tracking:

- Visits to [militarygamblsafe.org](http://militarygamblsafe.org), a dedicated website for the military, increased 80% in October, with "safety tips" page as the most visited.
- Visits to [asiangamblesos.org](http://asiangamblesos.org), a dedicated website for Asian Americans in multiple languages, increased 19% this month, with "Resources" page as the most visited.
- 11 = Chat intakes were recorded this month.
- No Text intakes were recorded.

### AGE

In October, relative percentage of callers increased in age groups 18-24 (7%) (n=2) and 25-34 (18%) (n=8) increased. Relative percentage decreased for callers in age groups 35-44 (12%) (n=6), 45-54 (26%) (n=1) and 55-64 (2%) (n=2). No callers were reported in age group 65 plus.

