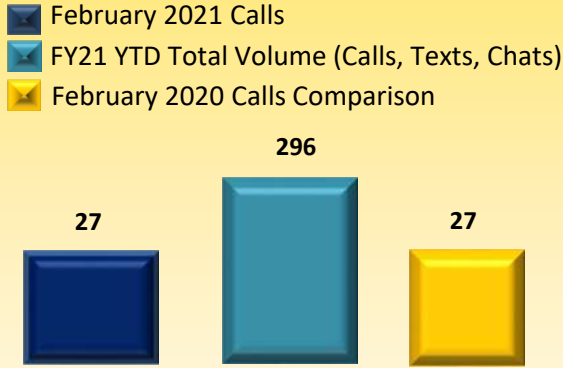
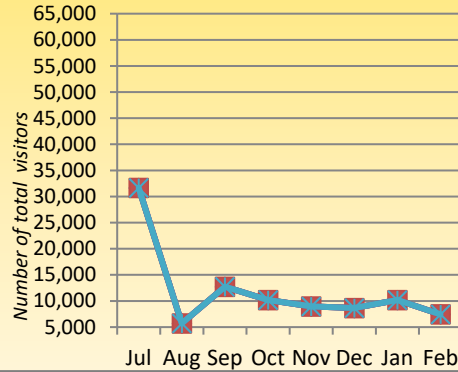


Helpline Report FY21 February 2021 Call Data

HELP SEEKER VOLUME

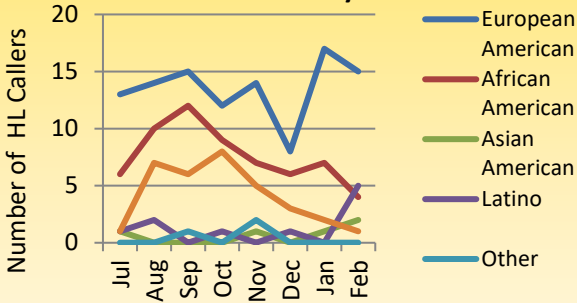


FY21 YTD WEB CLICKS

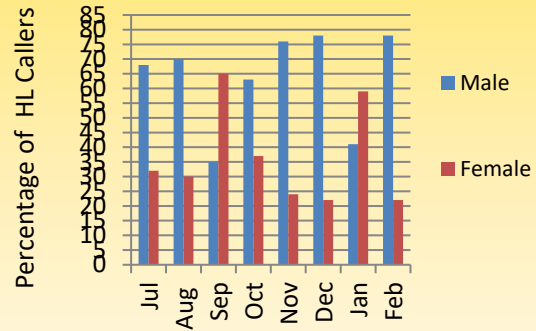


HELP SEEKER TRENDS

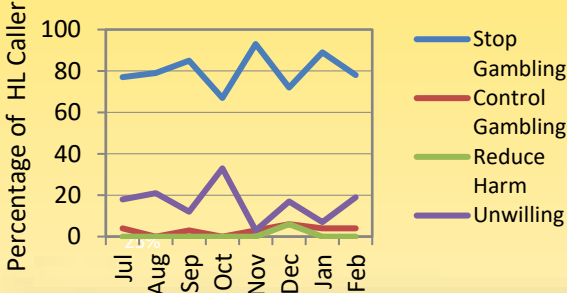
FY21 YTD Ethnicity Trend



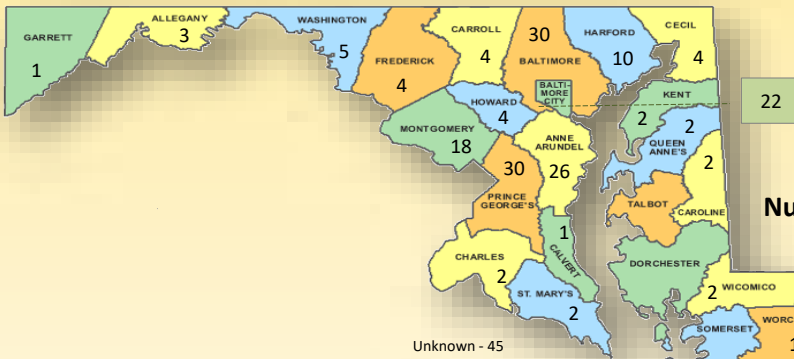
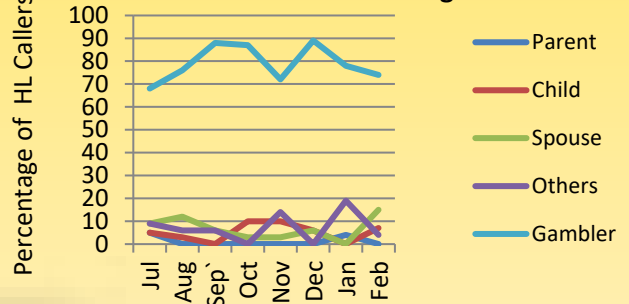
FY21 YTD Gender Trend



FY21 YTD Intent



FY21 YTD Who is Calling



Number of Help Seeking Callers per Jurisdiction
FY21 YTD



Summary

Help seeker call volume in February 2021 remained consistent with January volume (n=27), as well as consistent with same period FY20. Although overall web traffic decreased this month, traffic to the help seeker site and special population sites increased. Callers in Montgomery and Prince George’s counties increased 4% this month. No callers were reported in the Western region (Allegany, Frederick, Garrett, Washington). Casino as main gambling problem increased 19% in February. Requests for Maryland Self-Exclusion information increased 13% this month. Internet reported as primary source of the helpline number and remained consistent with January (52%).

- **Gender:** 78% male (n=21); 22% female (n=6).
- **Ethnicity:** European American callers comprised 56% (n=15) of helpline callers in February. African American callers comprised 15% (n=4). Latino callers comprised (19%) (n=5). Asian American callers comprised 7% (n=2). No other ethnicity callers were recorded this month.
- **Who is Calling:** Gamblers comprised 74% (n=20) of total help seeking calls in February. Calls from a spouse/significant other comprised 15% (n=4). Calls from a child comprised 7% (n=2). Calls from others (friends, family) comprised 4% (n=1). No calls were recorded from a parent.
- **Primary Gambling Problem:**
 - 67% (n=18) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 22% reported slot machines (n=4) and 78% reported other casino games (n=14) as most problematic.
 - Unspecified Sports totaled 11% (n=3)
 - Internet totaled 7% (n=2)
 - Non-casino games/slots totaled 7% (n=2)
 - Stocks totaled 4% (n=1)
 - Unwilling to share totaled 4% (n=1)

TREATMENT REFERRALS

27 help seeking calls:

- **Referrals:** were given to 26 help seeking callers (96%) and most received multiple referrals:
 - **Peer Support:** 38% were referred to telephonic support with a trained person in recovery (n=10). Of those callers, 80% were warm-transferred to a Peer (n=8).
 - **G.A.:** 38% of callers were given information about Gamblers Anonymous meetings (n=10).
 - **Lottery Self-Exclusion:** 38% were referred to the Maryland voluntary self exclusion program (n=10).
 - **Treatment Providers:** 35% of callers were referred to trained behavioral health providers providing no cost treatment (n=9).
 - 31% of callers were given referrals to **Other Support Services** (such as Gam Anon) (n=8).
 - **Internet:** 27% were given internet resources (n=7).
 - Referrals to **Maryland Coalition of Families/MCF** represented 8% (n=2). Of those callers, 100% were warm-transferred to a Family Peer (n=2).
 - Requests for **Mailed Information** represented 4% of callers (n=1).
 - Referrals to **Credit Counseling** comprised 4% (n=1).
- **Refused:** 4% of callers refused any referrals (n=1).

Analysis

CALLER PROFILE

Gamblers totaled 74% of help seeking callers in February; calls from a spouse/significant other increased 15% over previous month. In February, help seekers calling to stop gambling remained majority of callers (78%). Latino callers increase 19% in February, reporting the highest relative percentage in this ethnicity to date. Male callers increase 19% in February. Help seeker calls in age groups 25-34 and 35-44 each reported a 11% relative percentage increase in February. Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 52% - Internet (n=11)
- 11% - Casino (n=4)
- 4% - Printed Material (n=1)
- 4% - TV Commercial (n=1)
- 4% - Radio (n=1)
- 26% - Unwilling (n=7)

INTENT

- 78% - Stop Gambling (n=21)
- 4% - Control Gambling (n=1)
- 19% - Unwilling (n=5)

WEBSITE TRAFFIC

Overall web traffic visits in February (n=7,428) decreased 28% from January (n=10,176), although traffic remains consistent with same period FY20. However, traffic to the help seeker site and special population sites increased. Statistical tools will be continued to be monitored for web traffic tracking:

- Visits to the help seeker site – helpmygamblingproblem.org – increased 3% over January. 4% increase in traffic to the self-assessment page as also reported on this site.
- Traffic to militarygamblesafe.org, a dedicated website for active military and veterans, doubled in traffic over January visits.
- Traffic to asiangamblingsos.org increased again this month, reporting a 35% increase.
- 8 = Chat intakes were recorded this month.
- 1 = Text intake was recorded.

AGE

In February, relative percentage of callers increased in age groups 25-34 (11%) (n=6) and 35-44 (11%) (n=6). Relative percentage decreased for callers in age groups 45-54 (3%) (n=5) and 55-64 (19%) (n=2). Callers in age groups 18-24 (11%) (n=3) and 65 plus (4%) (n=1) remained consistent with January data.

FY21 YTD Age Trend

