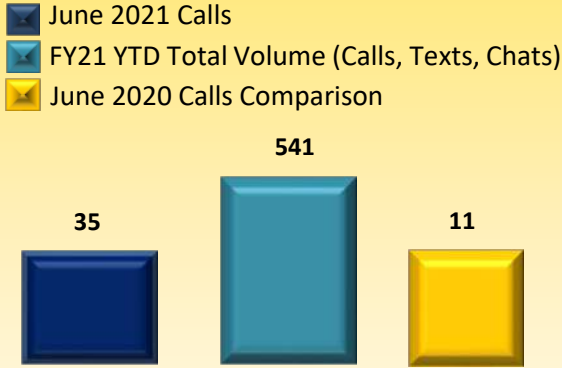
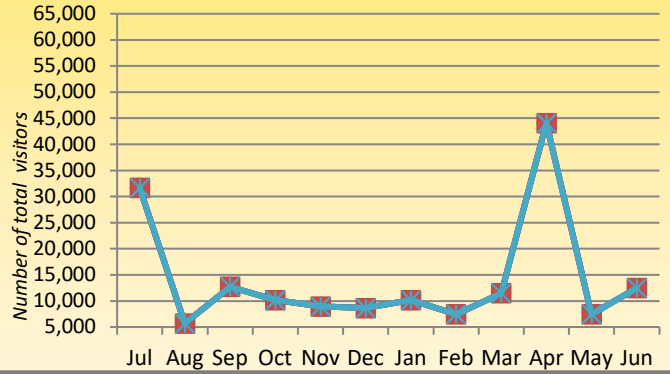


Helpline Report FY21 June 2021 Call Data

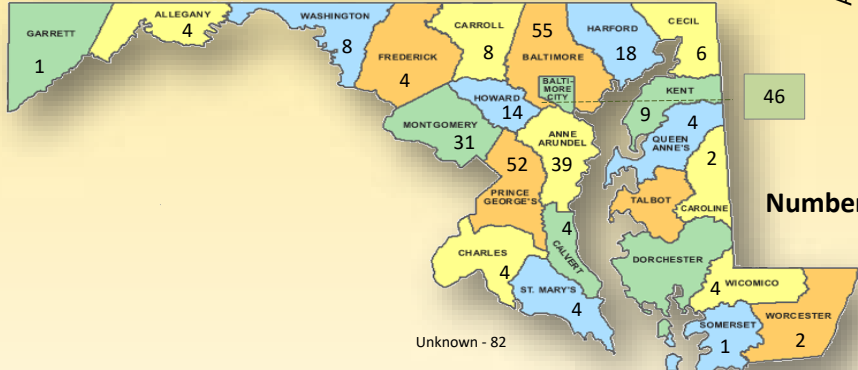
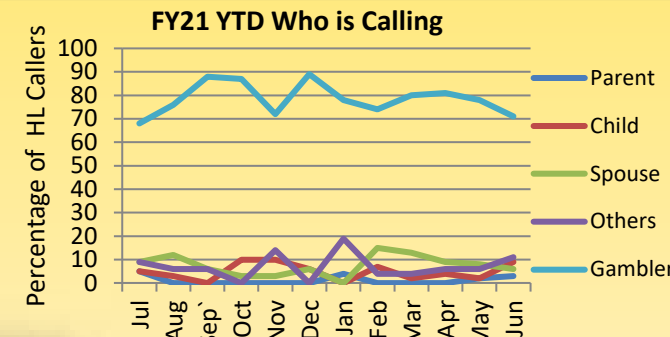
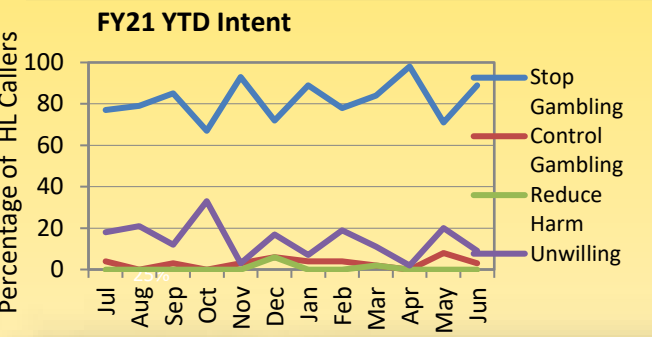
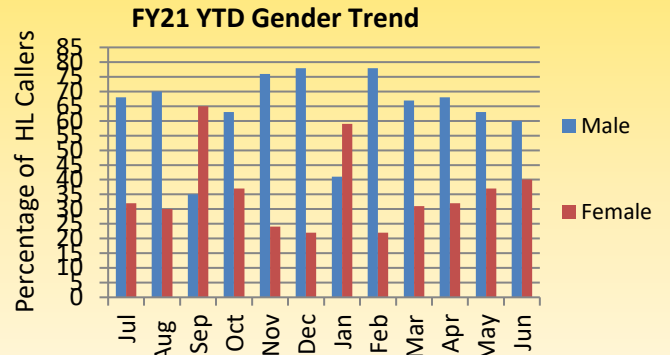
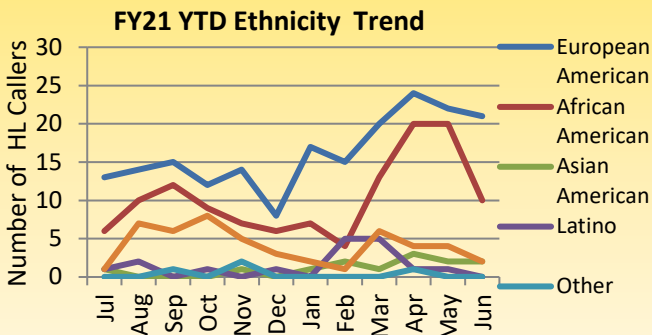
HELP SEEKER VOLUME



FY21 YTD WEB CLICKS



HELP SEEKER TRENDS



Number of Help Seeking Callers per Jurisdiction
FY21 YTD



Summary

Help seeker call volume in June 2021 (n=35) recorded an 40% decrease over May calls. Overall web traffic increased 40% in June over May traffic (n=7,454); traffic to the Center's main site also recorded an increase (44%). Callers in the Southern region (Anne Arundel, Calvert, Charles, Montgomery, Prince George's, St. Mary's) increased 7% in June; callers from Montgomery county increased 9%. Sports gambling as accessed through the Internet as main gambling problem increased 14% in June. Requests for Maryland Self-Exclusion increased 11% over the previous month. Internet as primary source of the helpline number increased 11% in June.

- **Gender:** 60% male (n=21); 40% female (n=14).
- **Ethnicity:** European American callers comprised 60% (n=21) of helpline callers in June. African American callers comprised 29% (n=10). Asian American callers comprised 6% (n=2). No Latino callers or other ethnicities were recorded.
- **Who is Calling:** Gamblers comprised 71% (n=25) of total help seeking calls in June. Calls from others (friends, family) comprised 11% (n=4). Calls from a child comprised 9% (n=3). Calls from a spouse/significant other comprised 6% (n=2). Calls from a parent comprised 3% (n=1).
- **Primary Gambling Problem:**
 - 43% (n=15) of help seekers reported casino-based gambling as the primary gambling problem. Of those help seekers, 53% reported slot machines (n=8) and 47% reported other casino games (n=7) as most problematic.
 - Sports (Hockey, Basketball, Fantasy) totaled 20% (n=7)
 - Lottery totaled 11% (n=4)
 - Internet totaled 11% (n=4)
 - Racetrack, Horse Racing totaled 6% (n=2)
 - Non-casino games (slots) totaled 3% (n=1)
 - Stocks/day trading totaled 3% (n=1)
 - Unwilling to share totaled 3% (n=1)

TREATMENT REFERRALS

35 help seeking calls:

- **Referrals:** were given to 30 help seeking callers (86%) and most received multiple referrals:
 - **Treatment Providers:** 57% of callers were referred to trained behavioral health providers providing no cost treatment (n=17).
 - **Peer Support:** 57% were referred to telephonic support with a trained person in recovery (n=17). Of those callers, 59% were warm-transferred to a Peer (n=10).
 - **G.A.:** 47% of callers were given information about Gamblers Anonymous meetings (n=14).
 - **Internet:** 30% were given internet resources (n=9).
 - **Lottery Self-Exclusion:** 23% were referred to the Maryland voluntary self exclusion program (n=7).
 - 20% of callers were given referrals to **Other Support Services** (such as Gam Anon) (n=6).
 - Referrals to **Maryland Coalition of Families/MCF** represented 10% (n=3). Of those callers, 67% were warm-transferred to a Family Peer (n=2).
 - Referrals to **Credit Counseling** comprised 3% (n=1).
- **Refused:** 14% of callers refused any referrals (n=5).

Analysis

CALLER PROFILE

Gamblers totaled 71% of help seeking callers in June; calls from others (friends, other family members) recorded a 5% increase this month. Help seekers in June calling to control gambling recorded an 18% increase over May. European American callers increased 15% in relative percentage in June. Female callers increased 3% in relative percentage over the previous month, recording second straight increase for this gender. Help seeker calls in age group 65 plus increased 7% in June; help seekers in age group 18-24 also increased (6%). Data is analyzed on a monthly and quarterly basis to identify any help seeking call trends.

SOURCE OF HELPLINE INFORMATION

- 60% - Internet (n=21)
- 6% - Casino (n=2)
- 6% - Friends/Family/Others (n=2)
- 3% - Lottery (n=1)
- 26% - Unwilling (n=9)

INTENT

- 89% - Stop Gambling (n=31)
- 3% - Control Gambling (n=1)
- 9% - Unwilling (n=3)

WEBSITE TRAFFIC

Overall web traffic visits in June (n=12,505) increased 40% from May (n=7,454). Statistical tools will be continued to be monitored for web traffic tracking:

- Traffic to the main site – mdproblemgambling.com – increased 44% this month (11,185) and contributed 89% of overall website traffic. This was due in part to the promotion of the 8th Annual VIRTUAL Maryland Conference on Problem Gambling, held Friday, June 25, 2021.
- 42% of traffic to asiangamblingsos.org and militarygamblesafe.org are being directed from other links, such as partner sites or other sections on the help seeker and main websites.
- Majority of visits to the militarygamblesafe.org site view getting-help pages.
- 17 = Chat intakes were recorded this month, recording a 29% increase over May.
- No Text intakes were recorded in June.

AGE

In June, relative percentage of callers increased again this month in age groups 18-24 (6%) (n=2), 25-34 (1%) (n=8), 45-54 (3%) (n=6). Relative percentage decreased for callers in age groups 35-44 (4%) (n=5) and 55-64 (10%) (n=2).

