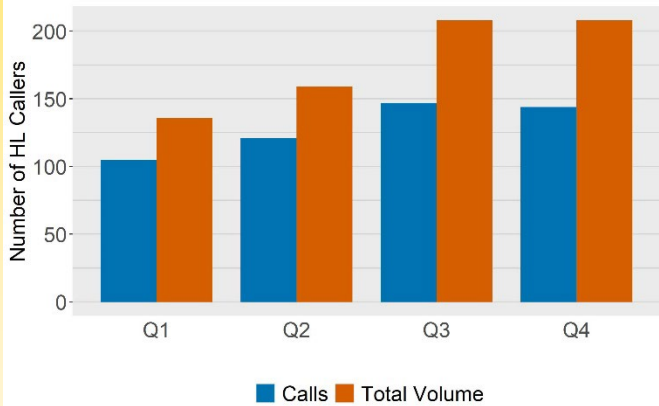


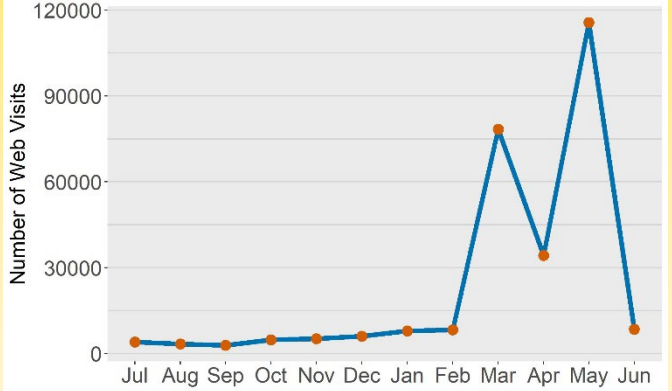
## Helpline Report FY22 Call Data

### HELP SEEKER VOLUME

FY22 Total Volume (Calls, Texts, Chats)

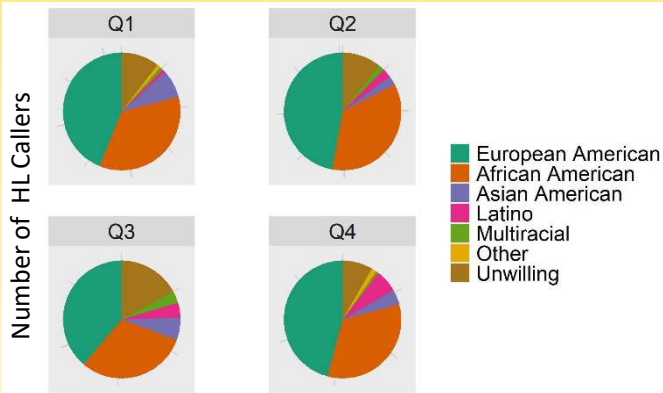


### FY22 YTD WEB CLICKS

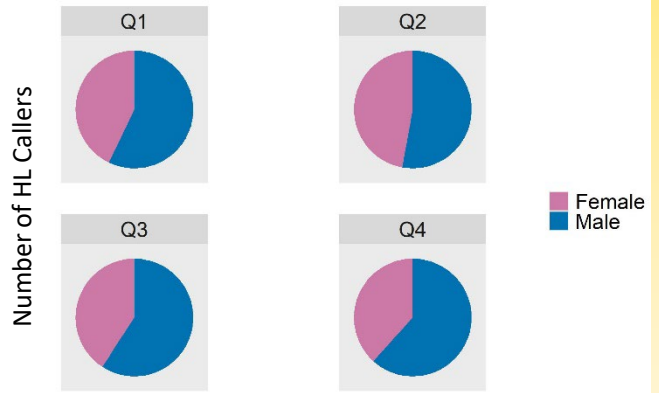


### HELP SEEKER TRENDS

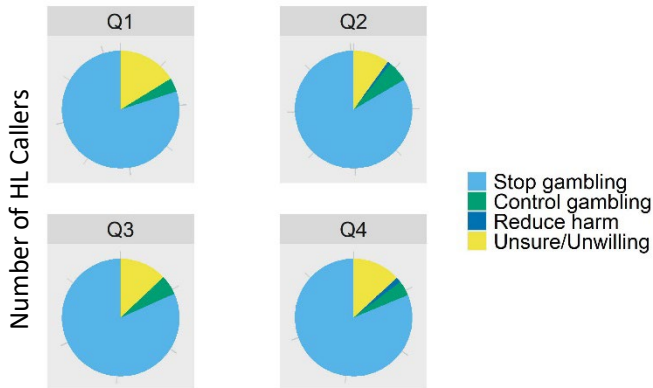
FY22 Ethnicity Trend



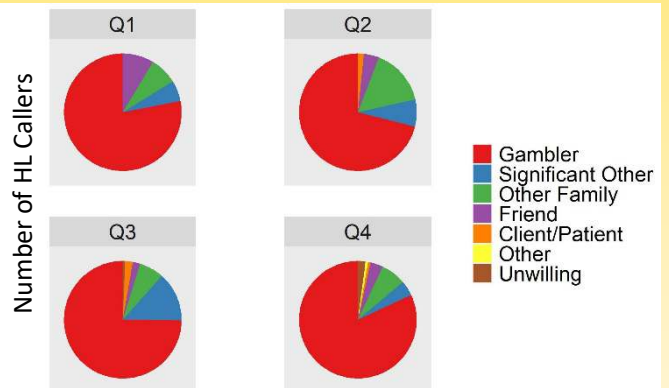
FY22 Gender Trend



FY22 Intent



FY22 Who is Calling



## Summary

### Caller Profile

In FY22, the helpline received 517 calls (711 total volume of calls, text, and chat): 105 calls (total volume 136) in Q1, 121 (total 159) in Q2, 147 (total 208) in Q3, and 144 (total 208) in Q4. The majority of callers in FY22 were gamblers (76.6%, n=396), typically European American or African American, male, aged 25-54 years, living in Baltimore City, calling to stop gambling, and primarily calling about casino-based gambling problems.

- **Jurisdiction:** Callers tended to reside in Central (35.0%, n=181) and Southern (20.9%, n=108) Maryland. The greatest number of calls typically originate from Baltimore City (FY22 = 18.7%: Q1 = 9.9%, Q2 = 16.3%, Q3 = 24.8%, Q4 = 20.8%) and Prince George's county (FY22 = 15.1%: Q1 = 18.7%, Q2 = 15.4%, Q3 = 12.0%, Q4 = 15.2%). 22.6% (n=117) of callers did not reside in Maryland.
- **Age:** Nearly half (46.3%, n=239) of all callers in FY22 were aged between 25 and 54 years (25-34 years: 15.5%, 35-44 years: 15.7%, and 45-54 years: 15.1%). In each of quarters 3 and 4 of FY22 there was a single caller who was aged 13-17 years. Calls by those aged 18-24 years were variable and accounted for a low of 3.8% in Q1 and a high of 12.2% in Q3. Results are similarly variable for those aged 65 years or above, with a low of 4.2% in Q4 and a high of 10.2% in Q3. 24.6% (n=127) of callers were unwilling to provide their age in FY22.
- **Gender:** More males than females called the helpline in FY22: 57.1% of callers in Q1, 52.9% in Q2, 59.2% in Q3, and 61.7% in Q4.
- **Ethnicity:** Almost half of all callers are from European Americans (43.7%, n=226) followed by African Americans (33.5%, n=173). Asian Americans comprised 5.0% of FY22 callers, while Latinos made up 3.7% of callers. The number of Latino callers increased over each quarter in FY22: Q1 = 1.0%, Q2 = 2.5%, Q3 = 4.1%, and Q4 = 6.2%. Callers identifying as multiracial or other races and ethnicities accounted for 1.7% and 0.6% of FY22 callers, respectively. 11.8% (n=61) of callers were unwilling to disclose their race or ethnicity.
- **Who is Calling:** Gamblers comprised more than three-quarters of the total help seeking calls in FY22 (76.6%, n=396). The remaining one-quarter of callers are primarily the friends (4.3%, n=22), family (9.1%, n=47), or significant others (7.9%, n=41) of gamblers. Similar trends were seen in each quarter of FY22.
- **Intent:**
  - Stop Gambling: FY22 = 81.6%, Q1 = 80.0%, Q2 = 83.5%, Q3 = 81.6%, Q4 = 81.2%
  - Control gambling: FY22 = 4.8%, Q1 = 3.8%, Q2 = 5.8%, Q3 = 5.4%, Q4 = 4.2%
  - Reduce harm: FY22 = 0.6%, Q1 = 0%, Q2 = 0.8%, Q3 = 0%, Q4 = 1.4%
  - Unsure/Unwilling: FY22 = 13.0%, Q1 = 16.2%, Q2 = 9.9%, Q3 = 4.2%, Q4 = 13.2%
- **Primary Gambling Problem:**
  - 64.6% (n=334) of help seekers reported casino-based gambling as the primary gambling problem in FY22, with slots being the most popular (42.8%, n=143). This trend was similar in each quarter of FY22.

- **Primary Gambling Problem:**

- Internet as primary gambling problem was reported by 5.8% (n=30) of callers in FY22, with slight variations by quarter (Q1 = 3.8%, Q2 = 5.8%, Q3 = 8.8%, and Q4 = 4.2%).
- Lottery or Scratch was reported as the main problem by 7.0% (n=36) of callers (Q1 = 8.6%, Q2 = 3.3%, Q3 = 7.5%, Q4 = 8.3%).
- 6.4% (n=33) reported sports as the primary problem (Q1 = 4.8%, Q2 = 9.9%, Q3 = 4.1%, Q4 = 6.9%). These could include fantasy sports gambling.
- There were 9.3% (n=48) of all callers in FY22 who were unwilling to share the primary gambling problem (Q1 = 6.7%, Q2 = 7.4%, Q3 = 9.5%, Q4 = 12.5%)

### Treatment Referrals

- **Peer Support:** 56.9% (n=294) were referred to peer support in FY22, ranging from 54.5% (n=66) in Q2 to 59.2% (n = 87) in Q3. Of those referred to peer support, 51.4% (n=151) were warm transferred although this varied by quarter (Q1 = 52.5%, Q2 = 42.4%, Q3 = 54.0%, Q4 = 54.9%).
- **Internet:** 25.3% (n=131) were referred to internet resources in FY22, with similar numbers in each quarter.
- **G.A.:** In FY22, 48.7% (n = 252) of callers were given information about Gamblers Anonymous meetings. This varied by quarter with only 43.5% being referred to GA in Q3 and 54.3% in Q1.
- **Lottery Self-Exclusion:** 25.0% (n=129) were referred to the Maryland voluntary self exclusion program in FY22 (Q1 = 27.6%, Q2 = 23.1%, Q3 = 17.7%, and Q4 = 31.9%)
- **Treatment Providers:** 49.7% (n=257) of callers were referred to trained behavioral health providers providing no cost treatment in FY22 (Q1 = 44.8%, Q2 = 46.3%, Q3 = 55.8%, and Q4 = 50.0%).
- Referrals to **Maryland Coalition of Families/MCF** represented 10.6% (n=55). The number of such referrals varied considerably by quarter (Q1 = 16.2%, Q2 = 14.9%, Q3 = 10.9%, and Q4 = 2.8%)
- **Refused:** 12.4% (n=64) of callers refused any referrals. Rates of refusal were similar in each quarter in FY22.

### Source of Helpline Information

- Online: Q1 = 53%, Q2 = 48%, Q3 = 44%, Q4 = 44%
- Billboard/Brochure: Q1 = 2%, Q2, Q3, and Q4 = 1%
- Casino/Lottery: Q1 = 21%, Q2 = 20%, Q3 = 17%, Q4 = 15%
- Friends/Family: Q1 = 0%, Q2 = 4%, Q3 = 4%, Q4 = 3%
- TV: Q1, Q2, and Q3 = 0%, Q4 = 1%
- Radio: Q1 = 0%, Q2 = 2%, Q3 = 1%, Q4 = 3%
- Other: Q1 = 1%, Q2 = 1%, Q3 = 2%, Q4 = 4%

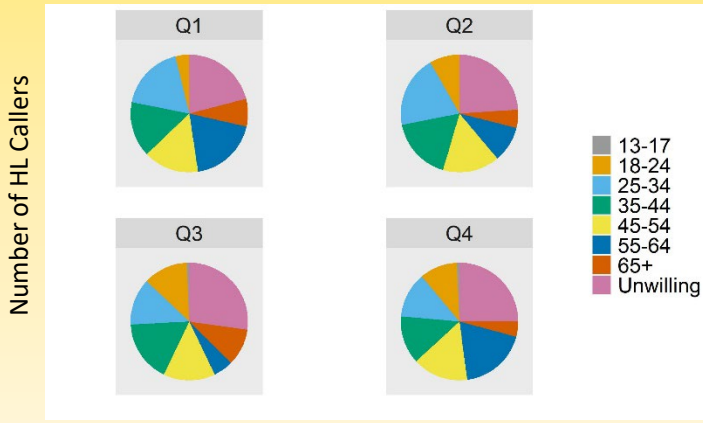
### Website Traffic

Web traffic totaled 279,536 clicks for FY22. Primarily driven by visits to [www.helpmygamblingproblem.org](http://www.helpmygamblingproblem.org), which increased at a rapid rate over the year (Q1 = 1,082, Q2 = 2,087, Q3 = 73,204, Q4 = 138,797).

- There were 61,594 visits to [www.mdproblemgambling.com](http://www.mdproblemgambling.com) in FY22, with an average of approximately 15,000 clicks per quarter.
- In FY22, there 1,226 visits to [www.militarygamblesafe.org](http://www.militarygamblesafe.org) and 1,546 visits to [www.asiangamblingsos.org](http://www.asiangamblingsos.org) in FY22. Trends were similar over each quarter.



## FY22 Age Trend



## Number of Help Seeking Callers per Jurisdiction FY22

Number of HL Callers

