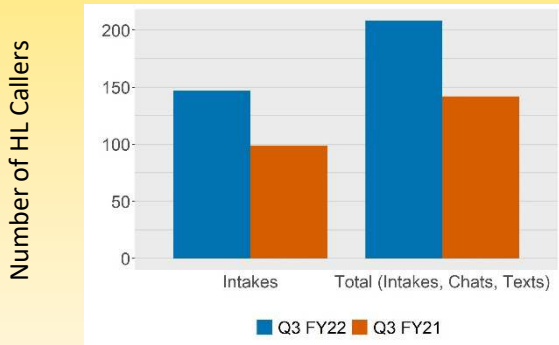


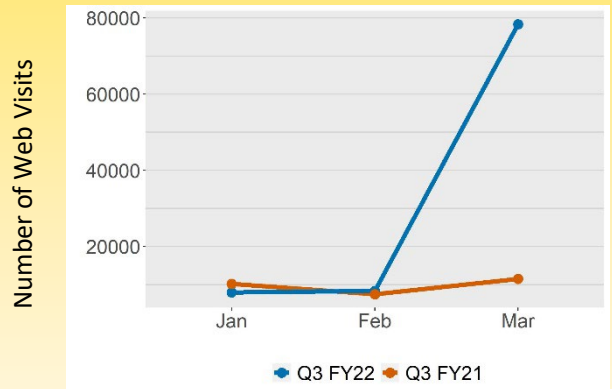
**Helpline Report**  
FY22 and FY21 Q3 Call Data

**HELP SEEKER VOLUME**

**FY22 and FY21 Q3 Total Volume (Calls, Texts, Chats)**

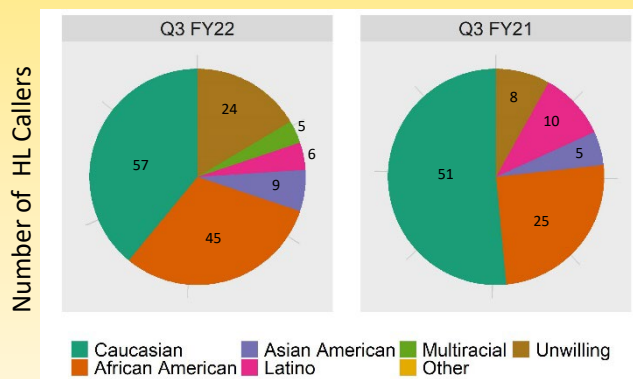


**FY22 and FY21 Q3 YTD WEB CLICKS**

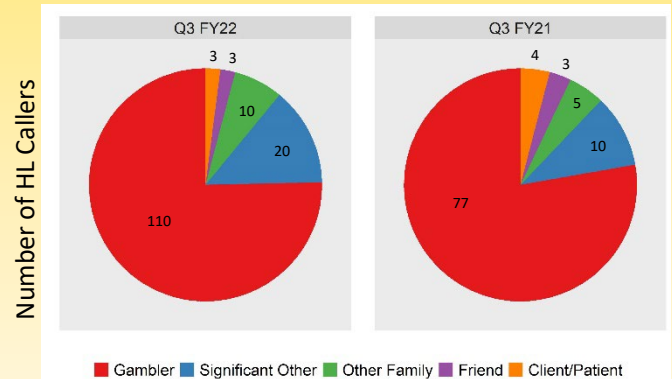


**HELP SEEKER TRENDS**

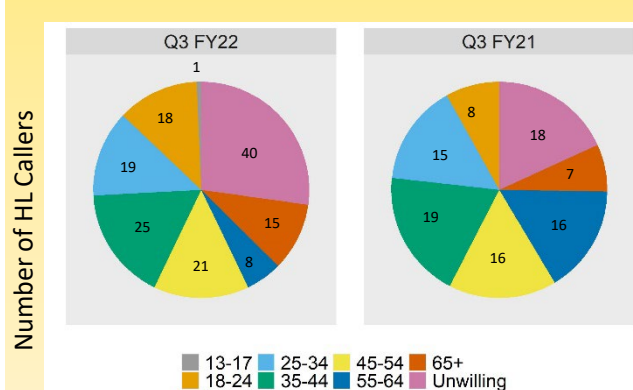
**FY22 and FY21 Q3 Ethnicity Trend**



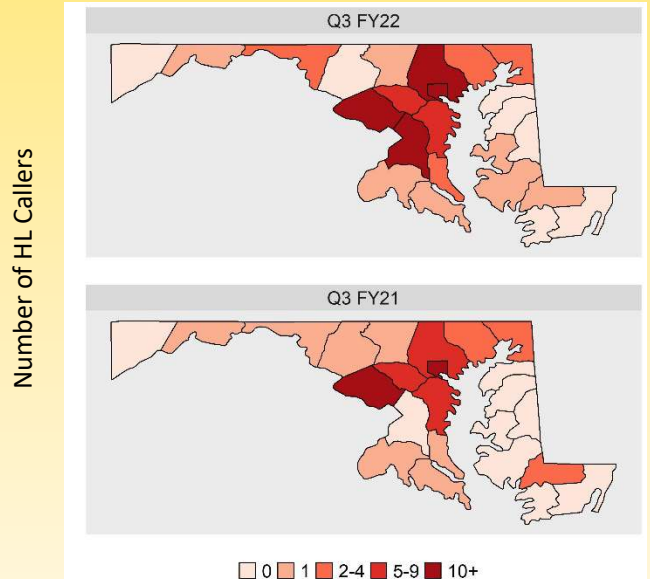
**FY22 and FY21 Q3 Who is Calling**



**FY22 and FY21 Q3 Age Comparison**



**Number of Help Seeking Callers per Jurisdiction**



## Summary Analysis

### Caller Profile

In Q3 FY22, 147 calls were made to the helpline, compared to 99 in Q3 FY21. Gamblers comprised 74.8% (n=110) of callers, a small decline from Q3 FY21 where 77.8% (n=77) of callers were gamblers.

Q3 FY22 helpline callers were typically male, Caucasian or African American, aged 45-54 years, living in Baltimore city, calling to stop gambling, and primarily calling about casino-based gambling problems.

- **Jurisdiction:** Callers tended to reside in the Central and Southern Maryland regions, with the greatest number of calls originating in Baltimore City during Q3 FY22 (24.8%, n=31), followed by Montgomery County (17.6%, n=22).
- **Age:** In Q3 FY22, those aged 35-44 years comprised the largest proportion of callers at 17.0% (n=25), closely followed by those 45-54 (14.3%, n = 21), 25-34 (12.9%, n=19), and 18-24 years (12.2%, n=18). A similar trend was seen in Q3 FY21, with the exception that there were more callers aged 55-64 years than 18-24 years (16.2%, n=16 vs. 8.1%, n=8).
- **Gender:** Callers continue to be predominantly male, however, in Q3 FY22 the gap was narrowed to 59.2% (n=87) compared to 63.6% (n=63) in Q3 FY21.
- **Ethnicity:** In Q3 FY22, 38.8% (n=57) of all callers identified as Caucasian and 30.6% (n=45) identified as African American, while 16.3% (n=24) were unwilling to provide their race/ethnicity. In the same quarter of the previous year, most callers (51.5%, n=51) identified as Caucasian, while only 25.3% (n=25) identified as African American. Unwillingness was lower at 8.1% (n=8).
- **Who is Calling:** The Q3 trends of FY22 and FY21 were similar, most callers were gamblers (74.8%, n=110 vs 77.8%, n=77), followed by significant others (13.6%, n=20 vs 10.1%, n=10), and other family (6.8%, n=10 vs 5.1%, n=5).
- **Intent:**
  - Stop Gambling: 82%, n=120 (84% Q3 FY21),
  - Control Gambling: 5%, n=8 (3% Q3 FY21)
  - Reduce Harm: 0% (1% Q3 FY21)
  - Unsure/Unwilling: 13%, n=19 (12% Q3 FY21)
- **Primary Gambling Problem:**
  - Callers reported casino-based gambling as the primary problem (59.9%, n=88), with slots being the most problematic (42.0%, n=37) in Q3 FY22. Casino-based gambling was similarly problematic in Q3 FY21 (59.6%, n=59), and while slots were also the major concern, it was to a slightly lesser extent (33.9%, n=20).
  - The internet accounted for 8.8% (n=13) in Q3 FY22 and 6.1% (n = 6) in Q3 FY21.
  - Lottery or scratch accounted for 7.5% (n=11) and 8.1% (n=8) in Q3 FY22 and FY21, respectively.
  - Sports fell slightly in Q3 FY22 compared to FY21 (4.1%, n=6 vs 7.1%, n=7)
  - 9.5% (n=14) were unwilling to share in Q3 FY22 compared to 11.1% (n=11) in the same quarter of FY21.

### Treatment Referrals

- **Peer Support:** In Q3 FY22, most (59.2%, n=87) callers were referred to peer support, of which 54.0% (n=47) were warm transferred. This is an improvement from Q3 FY21 peer support referrals (42.4%, n=42), although a small decline from the number of warm transfers (57.1%, n=24).
- **Internet:** 21.8% (n=32) were referred to internet resources in Q3 FY22, which was a similar to the internet referral rate in Q3 FY21 (23.2%, n=23).
- **G.A.:** 43.5% (n=64) were referred to G.A. in Q3 FY22, a slight increase from the 37.4% (n=37) in Q3 FY21.
- **Lottery Self-Exclusion:** There was a small decline in lottery self-exclusion referrals from Q3 FY21 to Q3 FY22: 25.3% (n=25) to 17.7% (n= 26).
- **Treatment Providers:** Most Q3 FY22 callers were referred to a trained behavioral health providers (55.8%, n=82) who provides a no cost treatment. Which reflects a slight improvement from the number of such referrals in the same quarter of the previous year (49.5%, n=49).
- Referrals to **Maryland Coalition of Families/MCF** represented 10.9% (n=16) in Q3 FY22, a similar number to that of Q3 FY21 (8.1%, n = 8).
- **Refused:** 10.2% (n=15) of callers refused to a referral in Q3 FY22, which is similar to the refusal rate of Q3 FY21 (11.1%, n=11).

### Source of Helpline Information

#### Q3 FY21:

- Online: 44% (n=65)
- Billboard/Brochure: 1% (n=1)
- Casino/Lottery: 17% (n=25)
- Friends/Family: 4% (n=6)
- TV: 0% (n=0)
- Radio: 1% (n=1)
- Other: 2% (n=3)
- Unwilling: 31% (n=46)

#### Q3 FY22:

- Online: 51% (n=50)
- Billboard/Brochure: 1% (n=1)
- Casino/Lottery: 16% (n=16)
- Friends/Family: 1% (n=1)
- TV: 4% (n=4)
- Radio: 3% (n=3)
- Other: 1% (n=1)
- Unwilling: 23% (n=23)

### WEBSITE TRAFFIC

Web visits totaled 94,570 in Q3 FY22, due to an unprecedented 71,669 visits to [www.helpmygamblingproblem.org](http://www.helpmygamblingproblem.org) during the month of March. The number of visits to this website in March FY21 was also higher than the other months of the quarter (n=2,769 vs n=398 and n=413) but still substantially lower than the current year. Due to this significant, and possibly isolated, increase in web traffic, a comparison between time periods based on overall proportions is no longer meaningful.

- Visits to [www.mdproblemgambling.com](http://www.mdproblemgambling.com) were slightly lower in Q3 FY21 compared to Q3 FY22 (25,025 vs 20,718 visits).
- Conversely, visits to [www.asiangamblingsos.org](http://www.asiangamblingsos.org) were slightly elevated in Q3 FY22 at 365 visits compared to 221 in Q3 FY21.
- There was little change in the number of visits to [www.militarygambleSAFE.org](http://www.militarygambleSAFE.org) between the two time periods (272 visits in Q3 FY21 vs 283 in Q3 FY22).