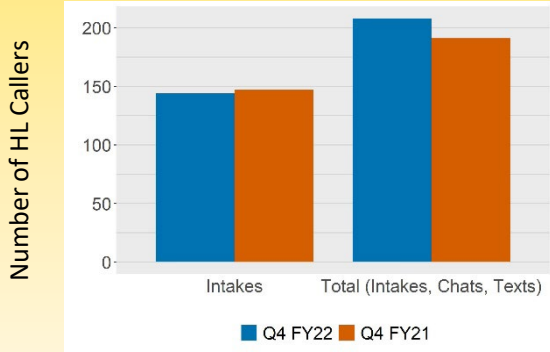


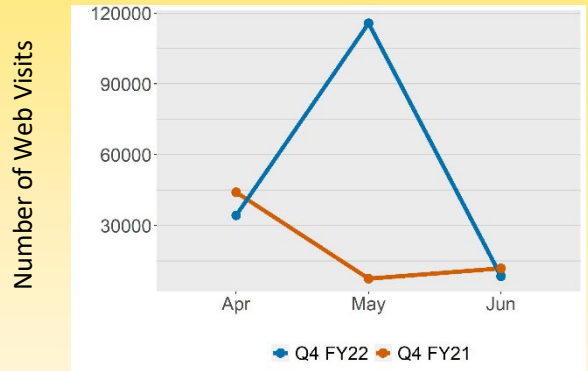
Helpline Report
FY22 and FY21 Q4 Call Data

HELP SEEKER VOLUME

FY22 and FY21 Q4 Total Volume (Calls, Texts, Chats)

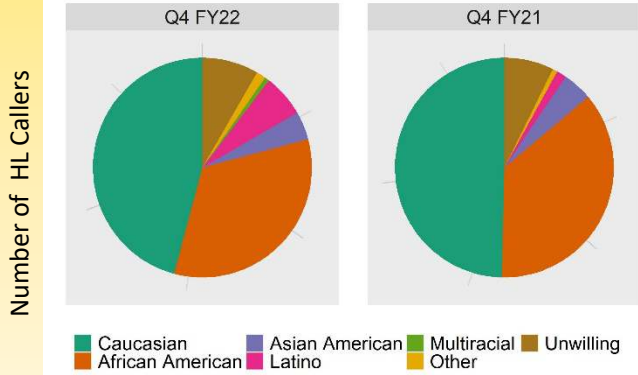


FY22 and FY21 Q4 YTD WEB CLICKS

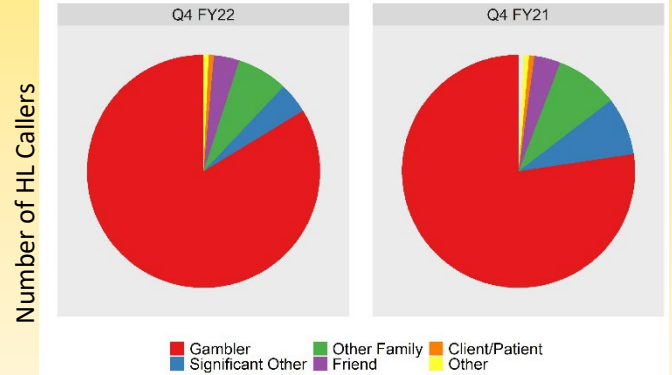


HELP SEEKER TRENDS

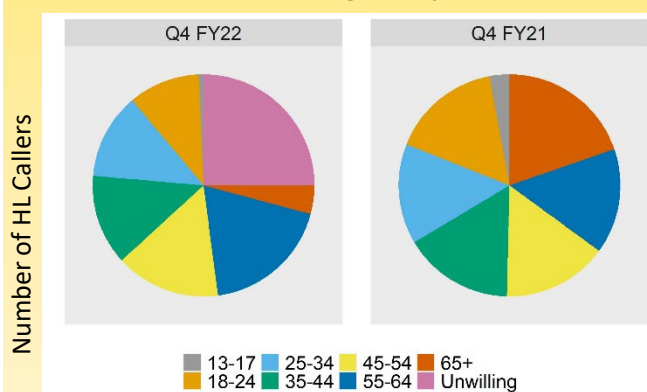
FY22 and FY21 Q4 Ethnicity Trend



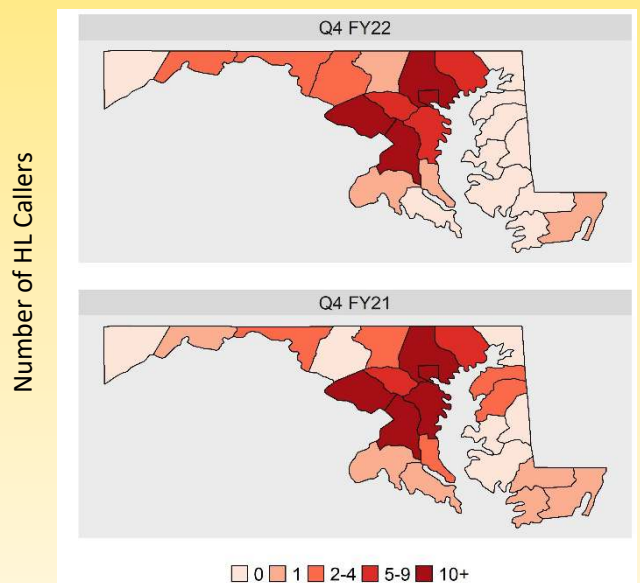
FY22 and FY21 Q4 Who is Calling



FY22 and FY21 Q4 Age Comparison



Number of Help Seeking Callers per Jurisdiction



Summary Analysis

Caller Profile

In Q4 FY22, 144 calls were made to the helpline, compared to 137 in Q4 FY21. Gamblers comprised 81.9% (n=118) of callers, a small increase from Q4 FY21 where 77.4% (n=106) of callers were gamblers.

Q4 FY22 helpline callers were typically male, Caucasian or African American, aged 55-64 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 Q4 FY22 (20.8%, n=26), followed by Prince George's County (15.2%, n=19).
- **Age:** In Q4 FY22, those aged 55-64 years comprised the largest proportion of callers at 18.8% (n=27), closely followed by those 45-54 (15.3%, n = 22), 35-44 (13.2%, n=19), and 25-34 years (12.5%, n=18). In Q4 FY21 those aged 45-54 and 25-34 comprised the largest proportion of callers (16.1%, n = 22 each), closely followed by those aged 55+ (15.3%, n = 21 in each of 55-64 years and 65+ years categories).
- **Gender:** Callers continue to be predominantly male (60.4%, n = 87).
- **Ethnicity:** In Q4 FY22, 45.8% (n=66) of all callers identified as Caucasian and 33.3% (n=48) identified as African American, while 8.3% (n=12) were unwilling to provide their race/ethnicity. In the same quarter of the previous year, most callers (49.6%, n=68) identified as Caucasian, while 36.5% (n=50) identified as African American. Unwillingness was also similar at 7.3% (n=10).
- **Who is Calling:** The Q4 trends of FY22 and FY21 were similar, most callers were gamblers (81.9%, n=118 vs 77.4%, n=106), followed by other family members (6.9%, n=10 vs 8.8%, n=12), and significant others (4.2%, n=6 vs 8.0%, n=11).
- **Intent:**
 - Stop Gambling: 81%, n=117 (86% Q4 FY21),
 - Control Gambling: 4%, n=6 (4% Q4 FY21)
 - Reduce Harm: 1%, n=2 (0% Q4 FY21)
 - Unsure/Unwilling: 13%, n=19 (10% Q4 FY21)
- **Primary Gambling Problem:**
 - Most callers reported casino-based gambling as the primary problem (60.4%, n=87), with slots being the most problematic (40.2%, n=35) in Q4 FY22. Casino-based gambling was similarly problematic in Q4 FY21 (53.3%, n=73) with slots also being the major concern (42.5%, n=31).
 - The internet accounted for 4.2% (n=6) in Q4 FY22, almost half of what was reported in Q4 FY21 (8.0%, n = 11).
 - Lottery or scratch accounted for 8.3% (n=12) and 10.2% (n=14) in Q4 FY22 and FY21, respectively.
 - Sports fell slightly in Q4 FY22 compared to FY21 (6.9%, n=10 vs 10.2%, n=14)
 - 12.5% (n=18) were unwilling to specify the problem in Q4 FY22 compared to 7.3% (n=10) in the same quarter of FY21.

Treatment Referrals

- **Peer Support:** In Q4 FY22, most (56.9%, n=82) callers were referred to peer support, of which 54.9% (n=45) were warm transferred. This is a small improvement from Q4 FY21 peer support referrals (51.8%, n=71) and subsequent warm transfers (54.9%, n=39).
- **Internet:** 27.8% (n=40) were referred to internet resources in Q4 FY22, which was an improvement on the internet referral rate in Q4 FY21 (16.1%, n=22).
- **G.A.:** 48.6% (n=70) were referred to G.A. in Q4 FY22, an increase from the 34.3% (n=47) in Q4 FY21.
- **Lottery Self-Exclusion:** There was an increase in lottery self-exclusion referrals from Q4 FY21 to Q4 FY22: 17.5% (n=24) to 31.9% (n= 46).
- **Treatment Providers:** Most Q4 FY22 callers were referred to a trained behavioral health providers (50.0%, n=72) who provide a no cost treatment option. This is similar to the number of such referrals in the same quarter of the previous year (48.9%, n=67).
- **Maryland Coalition of Families/MCF:** represented 2.8% (n=4) in Q4 FY22, a considerably lower number to that of Q4 FY21 (8.0%, n = 11).
- **Refused:** 13.9% (n=20) of callers refused a referral in Q4 FY22, which is similar to the refusal rate of Q4 FY21 (12.4%, n=17).

Source of Helpline Information

Q4 FY21:

- Online: 60% (n=82)
- Billboard/Brochure: 0% (n=0)
- Casino/Lottery: 12% (n=16)
- Friends/Family: 3% (n=4)
- TV: 0% (n=0)
- Radio: 0% (n=0)
- Other: 4% (n=5)
- Unwilling: 22% (n=30)

Q4 FY22:

- Online: 44% (n=64)
- Billboard/Brochure: 1% (n=1)
- Casino/Lottery: 15% (n=21)
- Friends/Family: 3% (n=5)
- TV: 1% (n=1)
- Radio: 3% (n=4)
- Other: 4% (n=6)
- Unwilling: 29% (n=42)

WEBSITE TRAFFIC

Web visits totaled 158,491 in Q4 FY22, due to a continuation of the unprecedented number of visits to www.helpmygamblingproblem.org. In Q4 FY22 there were 28,256 page visits in April, 108,445 in May, and 2,096 in June. In Q4 FY21, there were a similar number of visits in April (36,551), but then a significant decline to only 767 visits in May and 516 in June. Due to these considerable fluctuations in web traffic to this site, a comparison between time periods is not meaningful.

- Visits to www.mdproblemgambling.com were slightly lower in Q4 FY21 compared to Q4 FY22 (18,871 vs 24,833 visits).
- Visits to www.asiangamblingsos.org were similar in Q4 FY22 at 492 visits compared to 495 in Q4 FY21.
- There was a small increase in the number of visits to www.militarygambleSAFE.org between the two time periods (331 visits in Q4 FY21 vs 204 in Q4 FY22).