Helpline Report
FY23 and FY22 Q1 Call Data
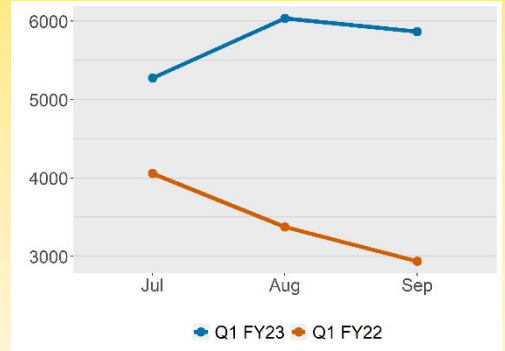
HELP SEEKER VOLUME

FY23 and FY22 Q1 Total Volume (Calls, Texts, Chats)

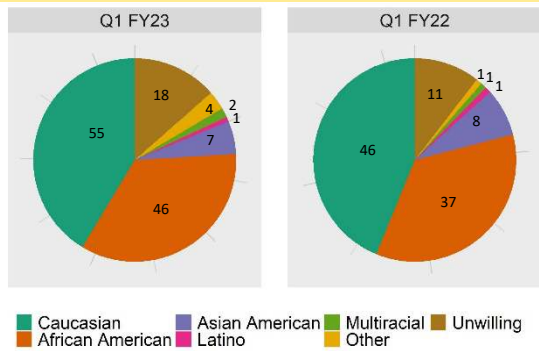Number of HL Callers — Intakes; Total (Intakes, Chats, Texts)
Legend: Q1 FY23, Q1 FY22
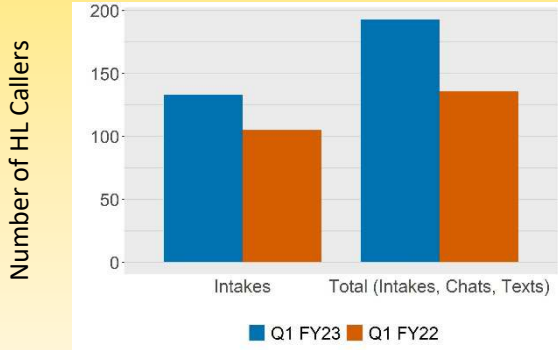
FY23 and FY22 Q1 YTD WEB CLICKS

Number of Web Visits — Jul, Aug, Sep
Legend: Q1 FY23, Q1 FY22

HELP SEEKER TRENDS

FY23 and FY22 Q1 Ethnicity Trend

Q1 FY23: Caucasian 55, African American 46, Unwilling 18, Asian American 7, Other 4, Multiracial 2, Latino 1

Q1 FY22: Caucasian 46, African American 37, Unwilling 11, Asian American 8, Multiracial 1, Latino 1, Other 1

Legend: Caucasian, African American, Asian American, Latino, Multiracial, Other, Unwilling

FY23 and FY22 Q1 Who is Calling

Q1 FY23: Gambler 100, Other Family 18, Significant Other 5, Friend 4

Q1 FY22: Gambler 82, Friend 9, Other Family 8, Significant Other 6

Legend: Gambler, Significant Other, Other Family, Friend
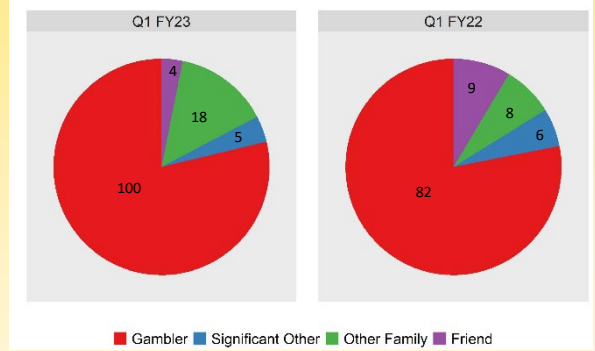
FY23 and FY22 Q1 Age Comparison

Q1 FY23: Unwilling 38, 35-44 19, 25-34 17, 18-24 12, 45-54 14, 55-64 16, 65+ 16, 13-17 1

Q1 FY22: Unwilling 22, 55-64 20, 25-34 19, 45-54 16, 35-44 16, 65+ 8, 18-24 4

Legend: 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+, Unwilling
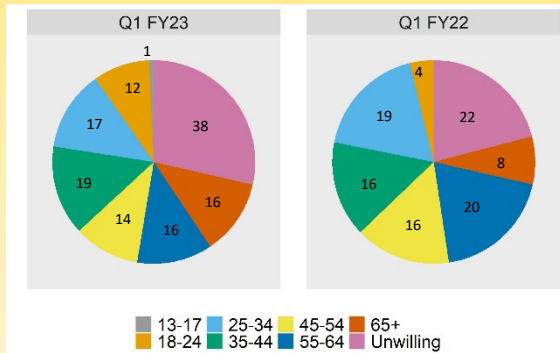
Number of Help Seeking Callers per Jurisdiction

Q1 FY23

Q1 FY22

Legend: 0, 1, 2-4, 5-9, 10+
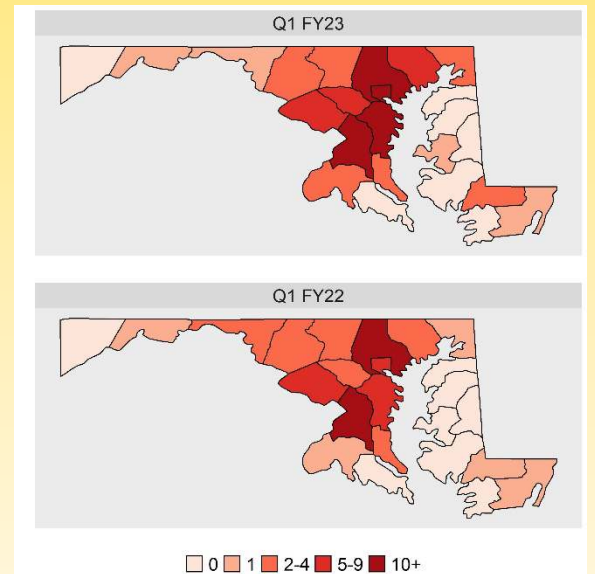
Summary Analysis

Caller Profile

In Q1 FY23, 133 calls were made to the helpline, compared to 105 in Q1 FY22. Gamblers comprised 75.2% (n=100) of callers, a small decline from Q1 FY22 where 78.1% (n=82) of callers were gamblers.

Q1 FY23 helpline callers were typically male, Caucasian or African American, aged 35-44 years, living in Baltimore City and County, calling to stop gambling, and primarily calling about casino-based gambling problems.

- **Jurisdiction**: The majority of callers resided in the Central and Southern Maryland regions, with the greatest number of calls originating in Baltimore County during Q1 FY23 (13.3%, n=15), followed by Baltimore City (11.5%, n=13).
- **Age:** In Q1 FY23, those aged 35-44 years comprised the largest proportion of callers at 14.3% (n=19), closely followed by those 25-34 (12.8%, n = 17), 55+ (12.0%, n=16 in each of 55-64 and 65+ years), and 45-54 years (10.5%, n=14). In Q1 FY22 those aged 25-34 comprised the largest proportion of callers (18.1%, n = 19), closely followed by those aged 35-54 (15.2%, n = 16 in each of 35-44 and 45-54 years).
- **Gender**: Callers continue to be predominantly male (54.9%, n = 73).
- **Ethnicity:** In Q1 FY23, 41.4% (n=55) of all callers identified as Caucasian and 34.6% (n=46) identified as African American, while 13.5% (n=18) were unwilling to provide their race/ethnicity. In the same quarter of the previous year, most callers (43.8%, n=46) identified as Caucasian, while 35.2% (n=37) identified as African American. Unwillingness was also similar at 10.5% (n=11).
- **Who is Calling:** The Q1 trends of FY23 and FY22 were similar, most callers were gamblers (75.2%, n=100 vs 78.1%, n=82), followed by other family members (13.5%, n=18 vs 7.6%, n=8), and significant others (3.8%, n=5 vs 5.7%, n=6).
- **Intent:**
  - Stop Gambling: 83%, n=111 (80% Q1 FY22),
  - Control Gambling: 1%, n=1 (4% Q1 FY22)
  - Reduce Harm: 2%, n=2 (0% Q1 FY22)
  - Unsure/Unwilling: 14%, n=19 (16% Q1 FY22)
- **Primary Gambling Problem**:
  - Most callers reported casino-based gambling as the primary problem (57.1%, n =76), with slots being the most problematic (36.8%, n=28) in Q1 FY23. Casino-based gambling was also problematic in Q1 FY22 (71.4%, n=75) with slots also being the major concern (42.6%, n=32).
  - The internet accounted for 8.3% (n=11) in Q1 FY23, more than double of what was reported in Q1 FY22 (3.8%, n = 4).
  - Lottery or scratch accounted for 13.5% (n=18) and 8.6% (n=9) in Q1 FY23 and FY22, respectively.
  - Sports was similar in Q1 FY23 compared to FY22 (5.3%, n=7 vs 4.8%, n=5)
  - 11.3% (n=15) were unwilling to specify the problem in Q1 FY23 compared to 6.7% (n=7) in the same quarter of FY22.

Treatment Referrals

- **Peer Support:** In Q1 FY23, most (52.6%, n=70) callers were referred to peer support, of which 45.7% (n=32) were warm transferred. This is a similar to Q1 FY22 peer support referrals (56.2%, n=59), but lower for warm transfers (52.5%, n=31).
- **Internet:** 12.8% (n=17) were referred to internet resources in Q1 FY23, which was a decline on the internet referral rate in Q1 FY22 (25.7%, n=27).
- **G.A.:** 39.1% (n=52) were referred to G.A. in Q1 FY23, a substantial decrease from the 54.3% (n=57) in Q1 FY22.
- **Lottery Self-Exclusion:** There were similar trends in lottery self-exclusion referrals from Q1 FY22 to Q1 FY23: 27.6% (n=29) to 24.1% (n= 32).
- **Treatment Providers:** Slightly fewer than half of Q1 FY23 callers were referred to a trained behavioral health providers (44.4%, n=59) who provide a no cost treatment option. This is similar to the number of such referrals in the same quarter of the previous year (44.8%, n=47).
- **Maryland Coalition of Families/MCF:** represented 10.5% (n=14) in Q1 FY23, a slightly lower than that of Q1 FY22 (16.2%, n = 17).
- **Refused:** 14.3% (n=19) of callers refused a referral in Q1 FY23, which is similar to the refusal rate of Q1 FY22 (12.4%, n=13).

Source of Helpline Information

Q1 FY22:
- Online: 53% (n=56)
- Billboard/Brochure: 2% (n=2)
- Casino/Lottery: 21% (n=22)
- Friends/Family: 0% (n=0)
- TV: 0% (n=0)
- Radio: 0% (n=0)
- Other: 1% (n=1)
- Unwilling: 23% (n=24)

Q1 FY23:
- Online: 41% (n=55)
- Billboard/Brochure: 2% (n=2)
- Casino/Lottery: 14% (n=19)
- Friends/Family: 4% (n=5)
- TV: 0% (n=0)
- Radio: 0% (n=0)
- Other: 3% (n=4)
- Unwilling: 36% (n=48)

WEBSITE TRAFFIC

Web visits totaled 17,176 in Q1 FY23 compared to 10,374 in Q1 FY22.

- The website www.mdproblemgambling.com continues to be the most popular of the four websites with 14,128 (82%) of all visits in Q1 FY23.
- Of the remaining three websites, www.helpmygamblingproblem.org was the most popular with 2,341 visits (14%).
- Both www.militarygamblesafe.org and www.asiangamblingsos.org received the fewest site visits in Q1 FY23 with 279 (2%) and 428 (2%) respectively.