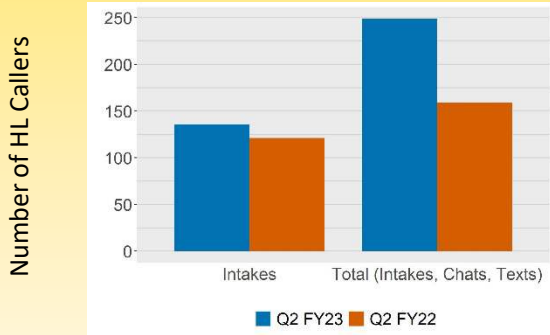


Helpline Report
FY23 and FY22 Q2 Call Data

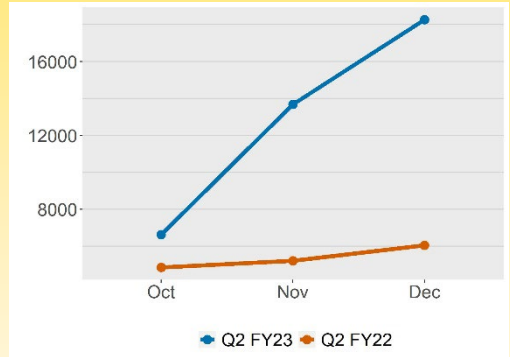
HELP SEEKER VOLUME

FY23 and FY22 Q2 Total Volume (Calls, Texts, Chats)



FY23 and FY22 Q2 YTD WEB CLICKS

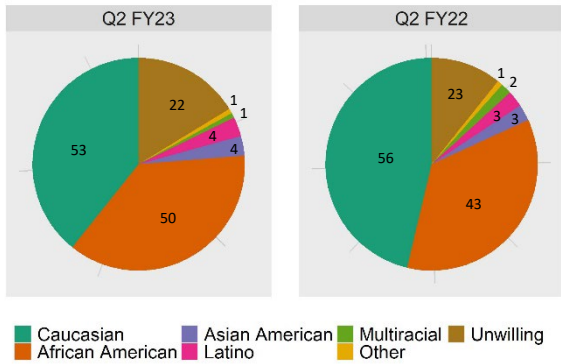
Number of Web Visits



HELP SEEKER TRENDS

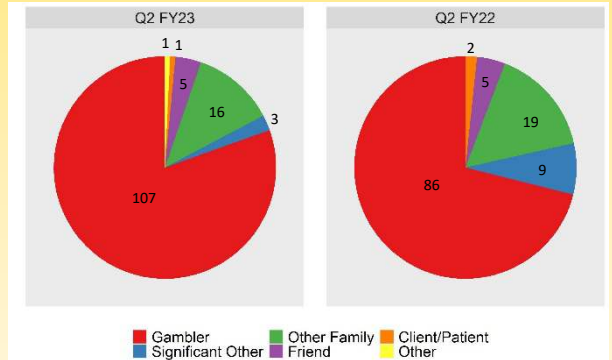
FY23 and FY22 Q2 Ethnicity Trend

Number of HL Callers



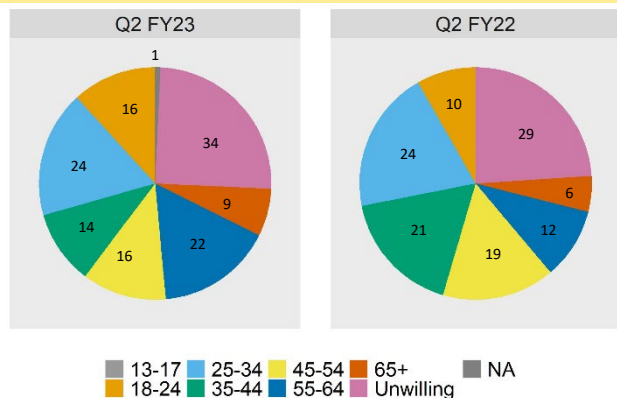
FY23 and FY22 Q2 Who is Calling

Number of HL Callers



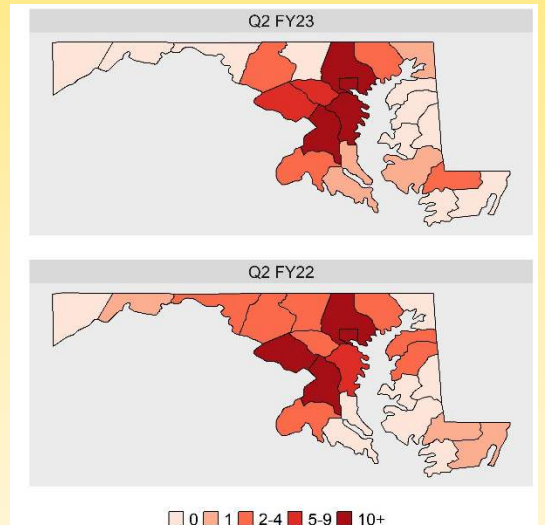
FY23 and FY22 Q2 Age Comparison

Number of HL Callers



Number of Help Seeking Callers per Jurisdiction

Number of HL Callers



Summary Analysis

Caller Profile

There were 136 calls made to the helpline in Q2 FY23 compared to 121 calls made to the helpline in Q2 FY22. In Q2 FY23, 78.7% (n=107) of callers were gamblers, which is a slight increase from Q2 FY22 where 71.7% (n=86) of callers were gamblers.

Q2 FY23 helpline callers were typically male, Caucasian or African American, aged 25-34 years, living in Prince George's County or Baltimore City, calling to stop gambling, and primarily calling about casino-based gambling problems.

Jurisdiction: During Q2 FY23, Central and Southern Maryland accounted for the regions where most callers resided. The greatest number of calls originated in Prince George's County (18.3% n=22) followed by Baltimore City (16.7% n=20).

- **Age:** The largest proportion of callers in Q2 FY23 were aged 24-34 at 17.6% (n=24), closely followed by those aged 55-64 at 16.2% (n=22). Those aged 18-24 and 45-54 were both at 11.8% (n=16) followed by those aged 35-44 at 10.3% (n=14) in Q2 FY23. In Q2 FY22, the largest proportion of callers were also those aged 25-34 at 19.8% (n=24), closely followed by those aged 35-44 at 17.4% (n=22).
- **Gender:** Callers continue to be predominantly male (57.4%, n = 78).
- **Ethnicity:** In Q2 FY23, 39% (n=53) of callers identified as Caucasian and 36.8% (n=50) of callers identified as African American. The proportion of callers who were unwilling to provide their race/ethnicity was 16.2% (n=22). Similar to the previous year, the greatest proportion of callers identified as Caucasian at 46.3% (n=56) followed by callers who identified as African American at 35.5% (n=43) in Q2 FY22. The proportion of callers unwilling to provide their race/ethnicity in Q2 FY22 was 10.7% (n=13).
- **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).
- Most callers were gamblers in both Q2 FY22 and Q2 FY23 with gamblers comprising 71.1% (n=86) and 78.7% (n=107) of the proportion of callers, respectively. This was followed by other family members at 15.7% (n=19) during Q2 FY22 and 11.8% (n=16) during Q2 FY23.
- **Intent:**
 - Stop Gambling: 81%, n=110 (83% Q2 FY22),
 - Control Gambling: 4%, n=5 (6% Q2 FY22)
 - Reduce Harm: 0%, n=0 (1% Q2 FY22)
 - Unsure/Unwilling: 15%, n=21 (10% Q2 FY22)
- **Primary Gambling Problem:**
 - Most callers reported casino-based gambling as the primary problem (52.9%, n=72) with slots being the most problematic (36.1% n=26) in Q2 FY23. Casino-based gambling was also problematic in Q2 FY22 (69.4%, n=84) with slots also being the major concern (46.4%, n=39).
 - The internet accounted for 5.9% (n=8) in Q2 FY23, similar to what was reported in Q2 FY22 (5.8%, n = 7).
 - Lottery or scratch accounted for 7.4% (n=10) and 3.3% (n=4) in Q2 FY23 and FY22, respectively.

- **Primary Gambling Problem (Continued):**
 - Sports accounted for 14% (n=19) and 9.9% (n=12) in Q2 FY23 and FY22, respectively.
 - In Q2 FY23, 13.2% (n=18) were unwilling to specify the compared to 7.4% (n=9) in Q2 FY22.

Treatment Referrals

- **Peer Support:** In Q2 FY23, 44.1% (n=60) of callers were referred to peer support, of which 51.7% (n=31) were warm transferred. Q2 FY22 caller referrals to peer support were slightly higher at 54.5% (n=66) with a lower proportion of warm transferred calls at 42.4% (n=28).
- **Internet:** 21.3% (n=29) were referred to internet resources in Q2 FY23, which was a decline on the internet referral rate in Q2 FY22 (26.4%, n=32).
- **G.A.:** 39.7% (n=54) were referred to G.A. in Q2 FY23 whereas, 50.4% (n=61) were referred to G.A. in Q2 FY22.
- **Lottery Self-Exclusion:** There was a slight increase in lottery self-exclusion referrals from Q2 FY22 to Q2 FY23: 23.1% (n=28) to 26.5% (n=36).
- **Treatment Providers:** Fewer Q2 FY23 callers (33.8%, n=46) were referred to trained behavioral health providers who provide a no cost treatment option than compared to Q2 FY22 callers (46.3%, n=56).
- Referrals to **Maryland Coalition of Families/MCF** represented 6.6% (n=9) in Q2 FY23, which is significantly lower than Q2 FY22 (14.9%, n = 18).
- **Refused:** 14.7% (n=20) of callers refused a referral in Q2 FY23, which is similar to the refusal rate of Q2 FY22 (13.2%, n=16).

Source of Helpline Information

Q2 FY22:

- Online: 48% (n=58)
- Billboard/Brochure: 1% (n=1)
- Casino/Lottery: 24% (n=20)
- Friends/Family: 4% (n=5)
- TV: 1% (n=1)
- Radio: 0% (n=0)
- Other: 3% (n=4)
- Unwilling: 23% (n=28)

Q2 FY23:

- Online: 38% (n=52)
- Billboard/Brochure: 1% (n=1)
- Casino/Lottery: 14% (n=19)
- Friends/Family: 6% (n=8)
- TV: 0% (n=0)
- Radio: 0% (n=0)
- Other: 4% (n=6)
- Unwilling: 37% (n=50)

WEBSITE TRAFFIC

Web visits totaled 38,580 in Q2 FY23, a substantial increase from the 16,101 visits counted for Q2 FY22.

- In Q2 FY23, www.helpmygamblingproblem.org was the most popular with 20,772 visits (54%).
- www.mdproblemgambling.org was the second most popular site in Q2 FY23 with 16,834 visits (44%).
- Both www.militarygamblesafe.org and www.asiangambling.org received the fewest site visits in Q2 FY23 with 440 (1%) and 534 (1%) visits, respectively.