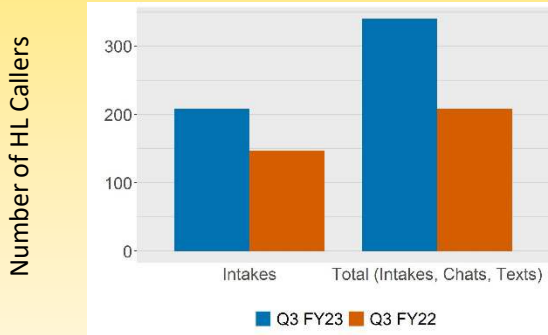


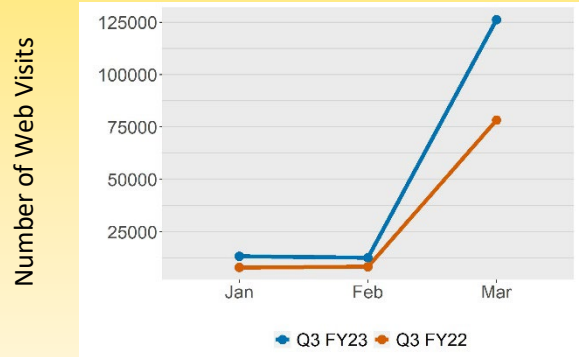
Helpline Report FY23 and FY22 Q3 Call Data

HELP SEEKER VOLUME

FY23 and FY22 Q3 Total Volume (Calls, Texts, Chats)

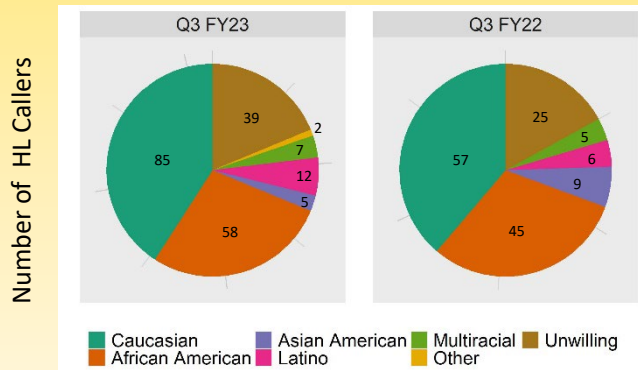


FY23 and FY22 Q3 YTD WEB CLICKS

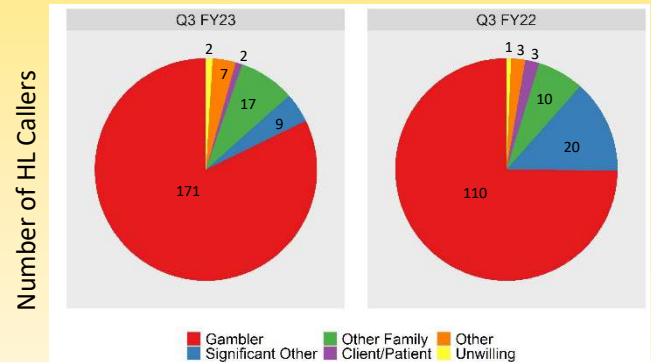


HELP SEEKER TRENDS

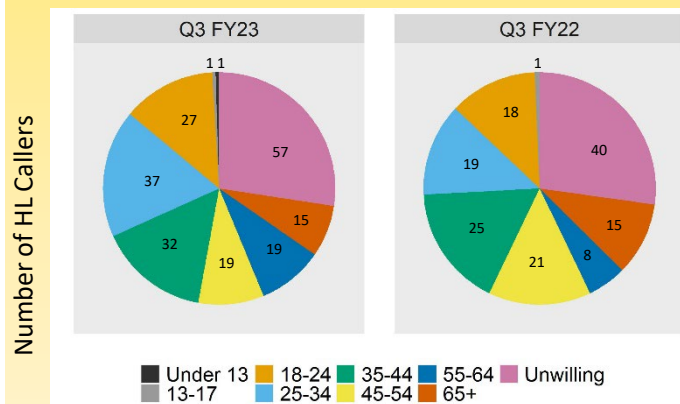
FY23 and FY22 Q3 Ethnicity Trend



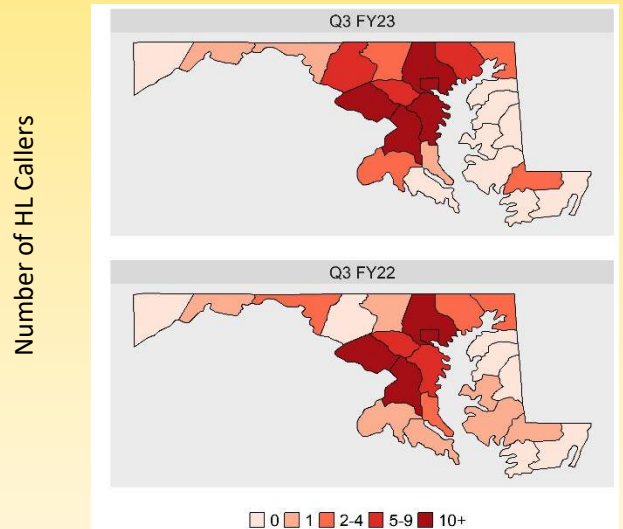
FY23 and FY22 Q3 Who is Calling



FY23 and FY22 Q3 Age Comparison



Number of Help Seeking Callers per Jurisdiction



Summary Analysis

Caller Profile

In Q3 FY23, 208 calls were made to the helpline, compared to 147 calls made in Q3 FY22. There was a slight increase in callers who were gamblers from Q3 FY22 to Q3 FY23 (74.8% (n=110) to 82.2% (n=171), respectively).

Helpline callers in Q3 FY23 were typically male, Caucasian or African American, aged 25-34, living in Baltimore City/County or Prince George's county, calling to stop gambling, and primarily calling about casino-based gambling problems.

Jurisdiction: Central and Southern Maryland were the regions where most callers resided during Q3 FY23. Baltimore City and County accounted for the greatest number of calls at 27.7% (n=49) combined (16.4%, n=29 and 11.3%, n=20, respectively) followed by Prince George's County (14.1%, n=25).

- **Age:** In Q3 FY23, the largest age group of callers were between ages 25-34 at 17.8% (n=37) followed by those between ages 35-44 at 15.4% (n=32). Those between ages 18-24 accounted for 13% (n=27) and both age groups 45-54 and 55-64 accounted for 9.1% (n=19) of all callers. In Q3 FY22 the largest age group of callers were between ages 35-44 at 17% (n=25) followed by those between ages 45-54 at 14.3% (n=21) of all callers.
- **Gender:** Callers continue to be predominantly male (63.5%, n=132).
- **Ethnicity:** Most callers identified as Caucasian (40.9%, n=85), followed by callers who identified as African American (27.9%, n=58). Callers who were unwilling to provide their race/ethnicity comprised 18.8% (n=39) of all callers. This is similar to the previous year (Q3 FY22) where 38.8% (n=57) of all callers identified as Caucasian, 30.6% (n=45) identified as African American, and 17% (n=25) were unwilling to provide their race/ethnicity.
- **Who is Calling:** In Q3 FY23 and Q3 FY22, most callers were gamblers (82.2%, n=171 and 74.8%, n=110, respectively). This was followed by other family members at 8.2% (n=17) of all callers during Q3 FY23 and significant others at 13.6% (n=20) during Q3 FY22.
- **Intent:**
 - Stop Gambling: 87%, n=181 (82% Q3 FY22),
 - Control Gambling: 1%, n=3 (5% Q3 FY22)
 - Reduce Harm: 1%, n=3 (0% Q3 FY22)
 - Unsure/Unwilling: 10%, n=21 (13% Q3 FY22)
- **Primary Gambling Problem:**
 - Casino-based gambling was most reported as the primary problem of all callers (42.8%, n=89) with slots as the most problematic (46.1%, n=41) in Q3 FY23. This is similar to Q3 FY22 where casino-based gambling comprised 59.9% (n=88) of reported primary gambling problems, with slots as the most problematic (42%, n=37).
 - Sports was the next most reported, comprising 18.8% (n=39) of all callers primary gambling problem in Q3 FY23.
 - Internet gambling followed sports at 12% (n=25) in Q3 FY23.
 - Lottery/Scratch followed internet gambling at 7.2% (n=15) in Q3 FY23.

Treatment Referrals

- **Peer Support:** Out of all calls made to the helpline during Q3 FY23, 45.2% (n=94) of callers were referred to Peer Support, of which 44.7% (n=42) were warm transferred. Referrals and warm transfers to Peer Support were slightly higher during Q3 FY22 at 59.2% (n=87) and 54% (n=47), respectively.
- **Internet:** Referrals to internet resources comprised 20.2% (n=42) of calls in Q3 FY23, similar to that of Q3 FY22 (21.8%, n=32).
- **G.A.:** GA referral rates were similar in both Q3 FY23 and Q3 FY22 (42.8%, n=89/208 and 43.5%, n=64/147, respectively).
- **Lottery Self-Exclusion:** There was a slight increase in lottery self-exclusion referrals from Q3 FY22 to Q3 FY23 (17.7%, n=26 to 23.6%, n=49, respectively).
- **Treatment Providers:** Fewer Q3 FY23 callers (33.7%, n=70) were referred to trained behavioral health providers who provide a no cost treatment option than compared to Q3 FY22 callers (55.8%, n=82).
- **Maryland Coalition of Families/MCF** referrals were lower during Q3 FY23 than Q3 FY22 (4.3%, n=9 and 10.9%, n=16, respectively).
- **Refused:** Referrals were refused at a rate of 18.8% (n=39/208) during Q3 FY23, which is higher than Q3 FY22's refusal rate of 10.2% (n=15/147).

Source of Helpline Information

Q3 FY22:

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

Q3 FY23:

- Online: 43% (n=89)
- Billboard/Brochure: 1% (n=3)
- Casino/Lottery: 16% (n=33)
- Friends/Family: 4% (n=8)
- TV: 1% (n=2)
- Radio: 0% (n=0)
- Other: 2% (n=4)
- Unwilling: 32% (n=68)

WEBSITE TRAFFIC

Web visits totaled 152,082 in Q3 FY23, a substantial increase from the 94,570 visits in Q3 FY22.

- The most popular website in Q3 FY23 was www.helpmygamblingproblem.org with 130,720 visits (86%).
- www.mdproblemgambling.org was the second most popular site in Q3 FY23 with 20,358 visits (13%).
- Both www.militarygamblesafe.org and www.asiangambling.org received the fewest site visits in Q3 FY23 with 581 (0.5%) and 423 (0.5%) visits, respectively.