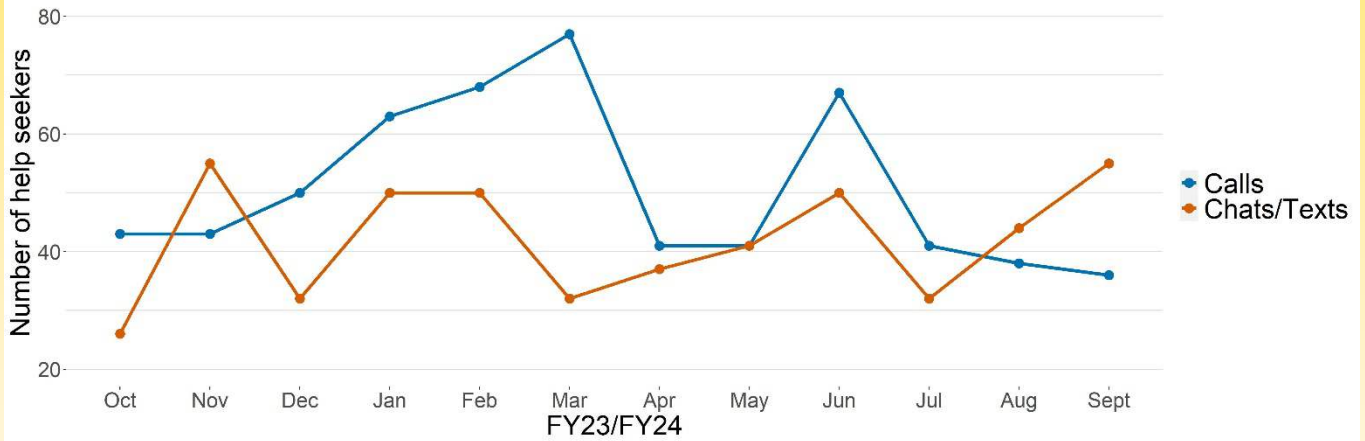
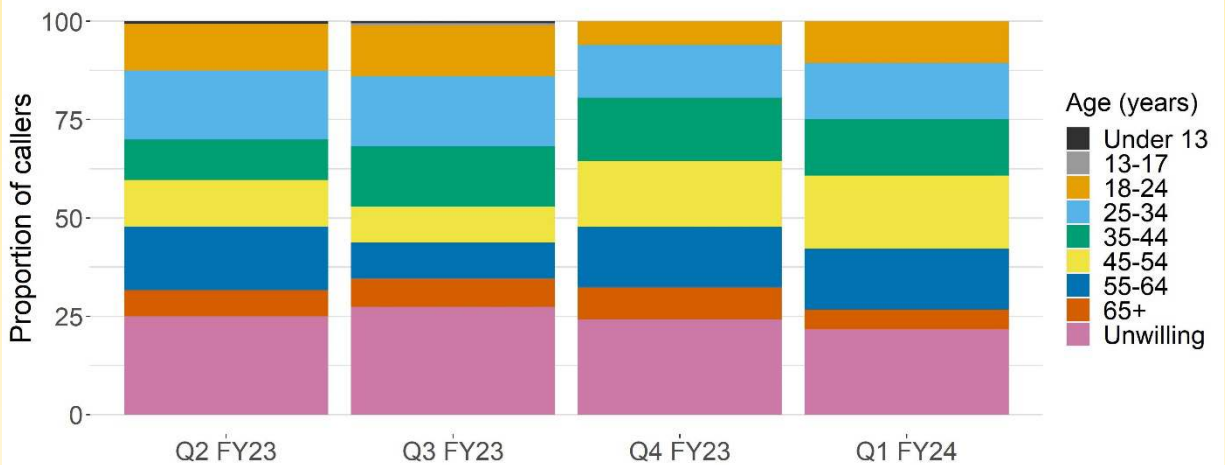
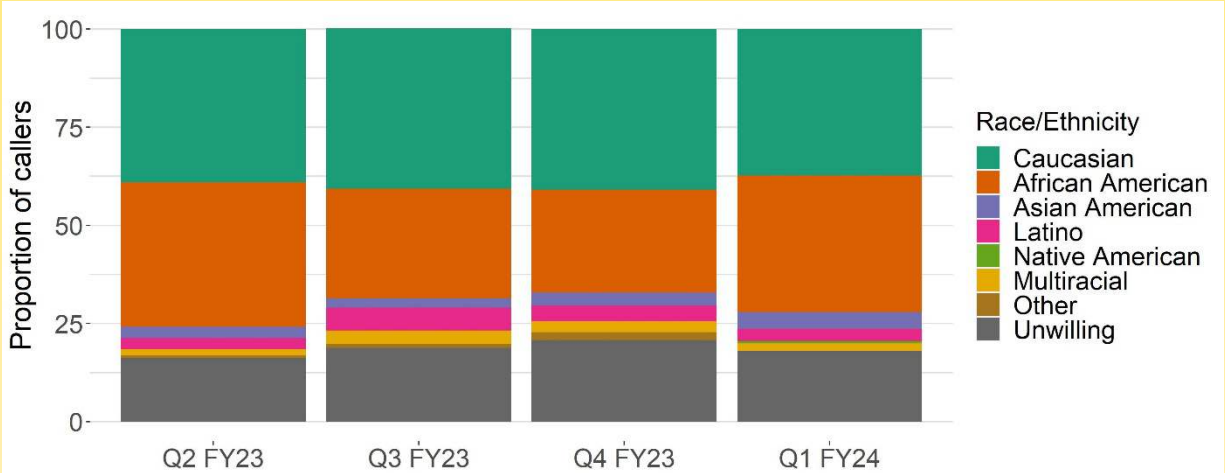


### Help Seeker Volume

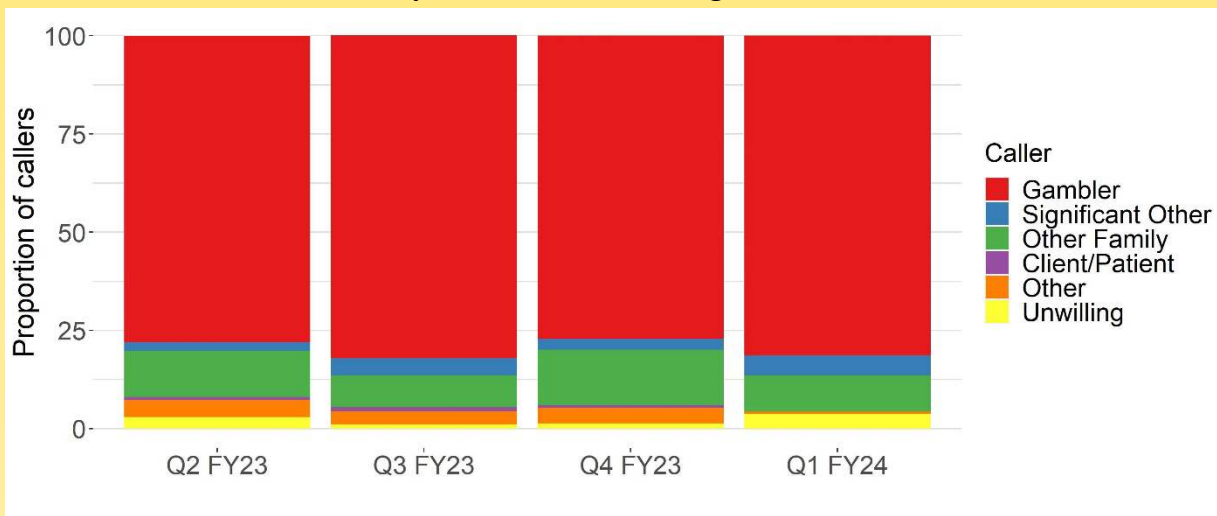


### Help Seeker Trends Amongst Callers

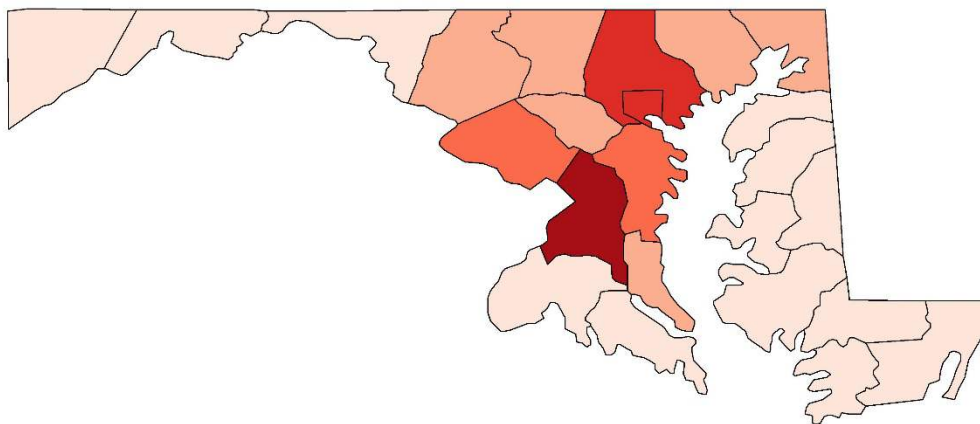




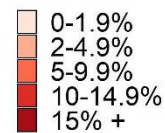
## Help Seeker Trends Amongst Callers



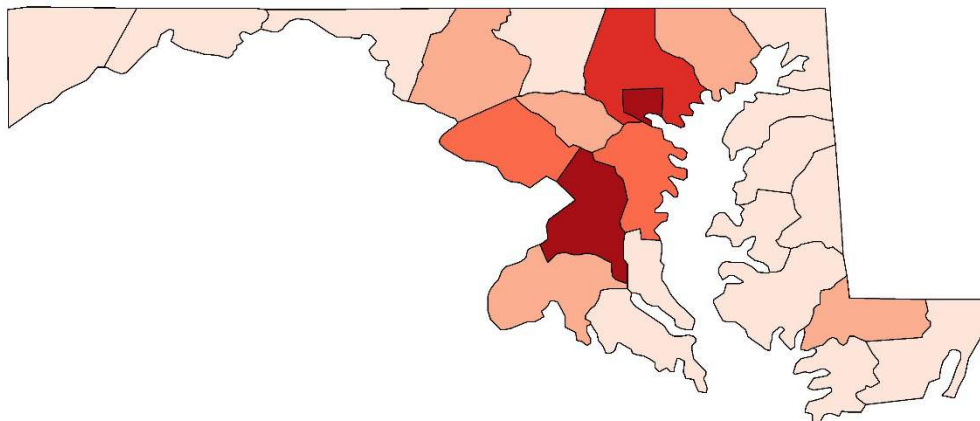
### Q1 FY24



### % of callers



### Q1-Q4 FY23





## Summary Analysis

In Q1 FY24, there were 115 calls and 131 chats/texts to the helpline. Chats/texts exceed the number of calls in the months of August and September. The number of calls went down slightly over the quarter.

### Caller Profile

As in previous quarters and years, the majority of calls came from gamblers (81.4% in Q1 FY24 and between 73% and 82% in FY23). In Q1 FY24, helpline callers were typically male (52.8%), Caucasian (37.3%) or African American (34.8%), aged 45-54 (18.6%), and living in Baltimore City (14.6%) or Prince George's county (20.1%). The majority of calls concerned casino-based gambling (56.5%) and their main reason for calling was to stop gambling (83.0%).

**Jurisdiction:** In Q1 FY24, most helpline calls came from Southern and Central Maryland (29.8% and 32.3% respectively). Prince George's county accounted for the highest number of calls (20.1%) closely followed by Baltimore city (14.6%) and Baltimore county (11.8%). These counties and regions also accounted for the largest number of calls in FY23.

**Age:** In Q1 FY24, the majority of callers were aged between 25 and 64 years (62.7%), with only 10.6% between 18 and 24 years and 5% over 65 years. There was an increase in callers 18-24 years old compared to Q4 FY23. There were no callers under the age of 18 but only a very small number of callers (~1%) during all FY23. There were 21.7% of callers who were unwilling to provide their age.

**Gender:** Callers continue to be predominantly male (52.8%).

**Ethnicity:** In Q1 FY24, most callers identified as Caucasian (37.3%) or African American (34.8%). In FY23, similar rates were reported in Q1 and Q2, and slightly higher rates of Caucasian (~40%) and lower rates of African American (~27%) were reported in Q3 and Q4. The rates in African Americans increased in Q1 FY24 compared to Q4 FY23.

**Who is Calling:** The vast majority of callers continue to be gamblers (81.4%) in Q1 FY24. Other family members accounted for 9.3% of all callers. This was similar to that of Q3 FY23. In Q1, Q2, and Q4 FY23 slightly more calls were from other family members (10-16%) and slightly fewer from gamblers (73-78%).

**Intent:** Trends in callers' intent were similar in Q1 FY24 to those of FY23.

- Stop Gambling: 83%
- Control Gambling: 8%
- Reduce Harm: 0%
- Unsure/Unwilling: 9%

### Primary Gambling Problem:

As in FY23, casino-based gambling continues to be the most frequently reported gambling problem (56.5%) in Q1 FY24. Of those, 30.8% reported slots as their preferred casino game. Internet gambling was reported by 18.0% (6.2% of which was internet sports gambling) of callers. While 7.5% reported lottery and scratch-offs as the problem. Sports gambling at brick-and-mortar establishments was reported by 3.2% of callers.

## Treatment Referrals

**Peer Support:** In Q1 FY24, 47.8% of callers were referred to peer support and 40.3% of those calls were warm transfers. In FY23, peer support referrals declined in each quarter from 55.2% in Q1 to 46.3% in Q4.

**Internet Resources:** 28.6% of callers were referred to internet resources in Q1 FY24. This is considerably higher than such referrals in FY23 which ranged from 12.6% in Q1 to 20.2% in Q3.

**Gamblers Anonymous:** Over half of all callers (52.8%) were referred to GA in Q1 FY24. This is considerably higher than such referrals in FY23, the highest of which was 43.0% in Q4.

**Lottery Self-Exclusion:** 28.0% of callers were referred to lottery self-exclusion in Q1 FY24. Similar rates were seen in FY23.

**Treatment Providers:** In Q1 FY24, 46.6% of callers were referred to a treatment provider. This referral rate is similar to that of Q1 FY23.

**Maryland Coalition of Families:** 6.8% of callers were referred to MCF. In FY23 Q1, 13.8% were referred to MCF, however this declined to between 3 and 7% in subsequent quarters.

**Refused:** In Q1 FY24, 19.3% of callers refused to be referred to any service. In FY23 this rate varied from a low of 10.3% in Q1 to a high of 18.8% in Q3.

## Source of Helpline Information

In Q1 FY24, callers reported learning about the helpline from the following sources:

- Online: 47%
- Billboard/Brochure: 1%
- Casino/Lottery: 11%
- Friends/Family: 2%
- TV: 1%
- Radio: 0%
- Other: 2%
- Unwilling: 37%

## Website Traffic

Web visits totaled 40,603 in Q1 FY24. The website with the most visits in Q1 FY24 was [www.helpmygamblingproblem.org](http://www.helpmygamblingproblem.org) with 55.1% visits, closely followed by [www.mdproblemgambling.org](http://www.mdproblemgambling.org) with 42.6% visits. Both [www.militarygamblesafe.org](http://www.militarygamblesafe.org) and [www.asiangambling.org](http://www.asiangambling.org) received the fewest site visits with 1.5% and 0.8% visits, respectively. The distribution of visits across websites is similar to what was seen in Q2 FY23. In other quarters of FY23, ~85% of all visits were either to [www.helpmygamblingproblem.org](http://www.helpmygamblingproblem.org) or [www.mdproblemgambling.org](http://www.mdproblemgambling.org) held.