Help Seeker Volume
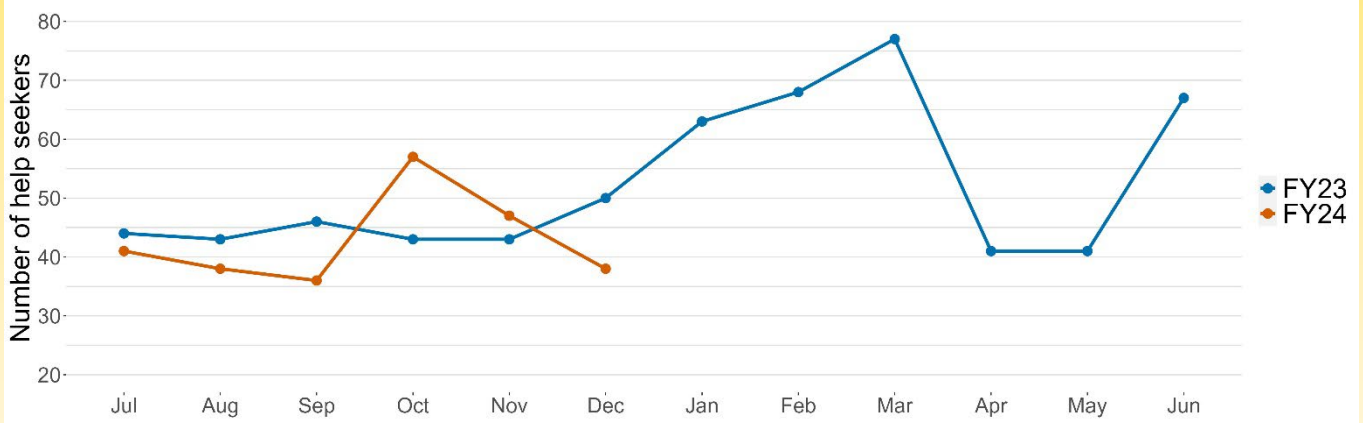

Help Seeker Trends Amongst Callers
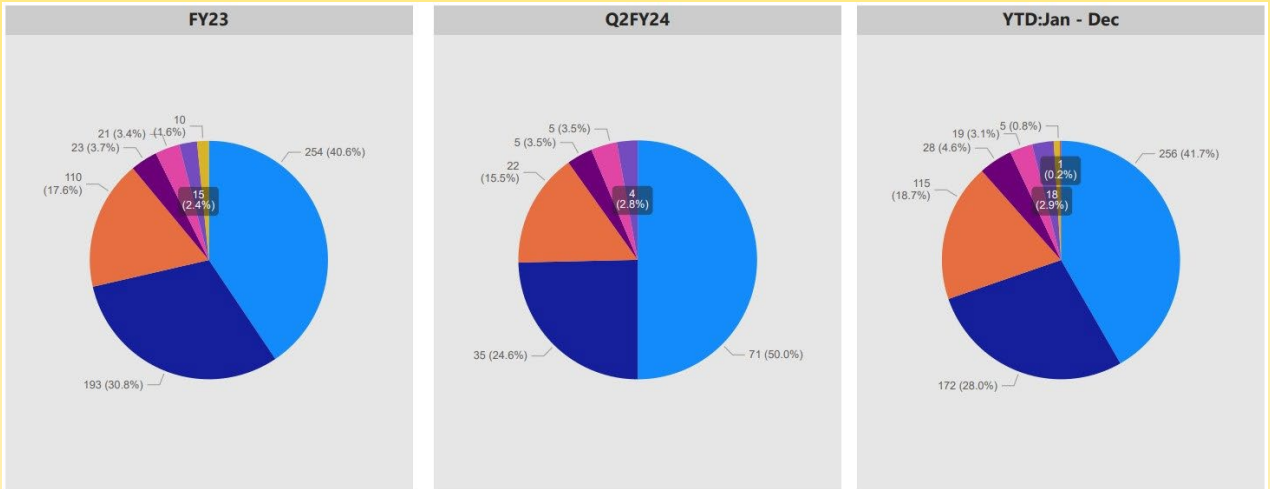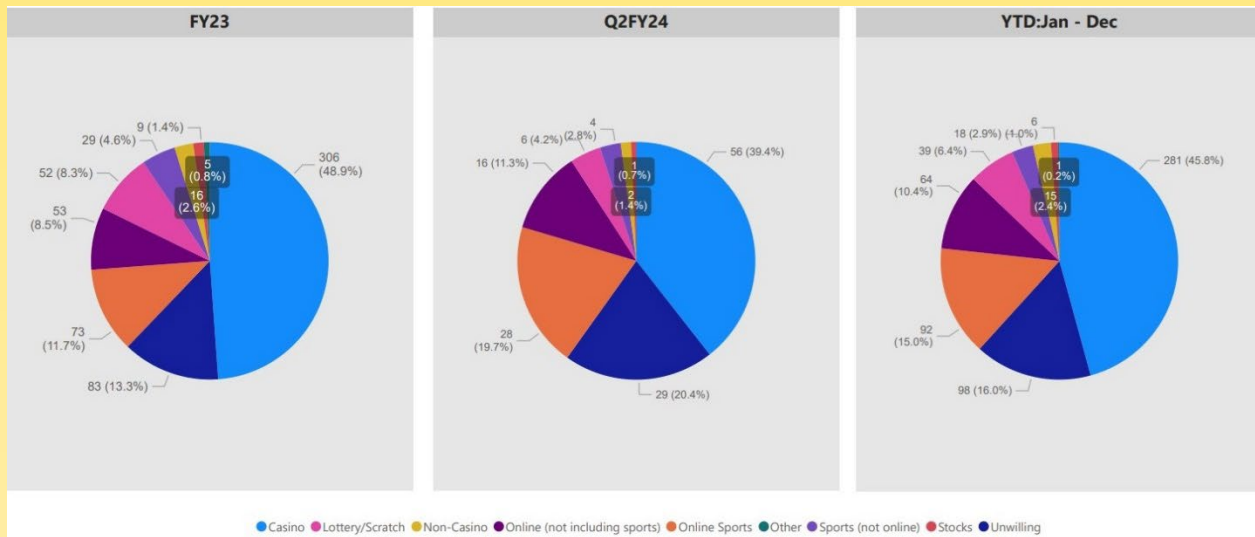

Legend (race/ethnicity): African American, Asian American, Caucasian, Latino, Multiracial, Native American, Other, Unwilling
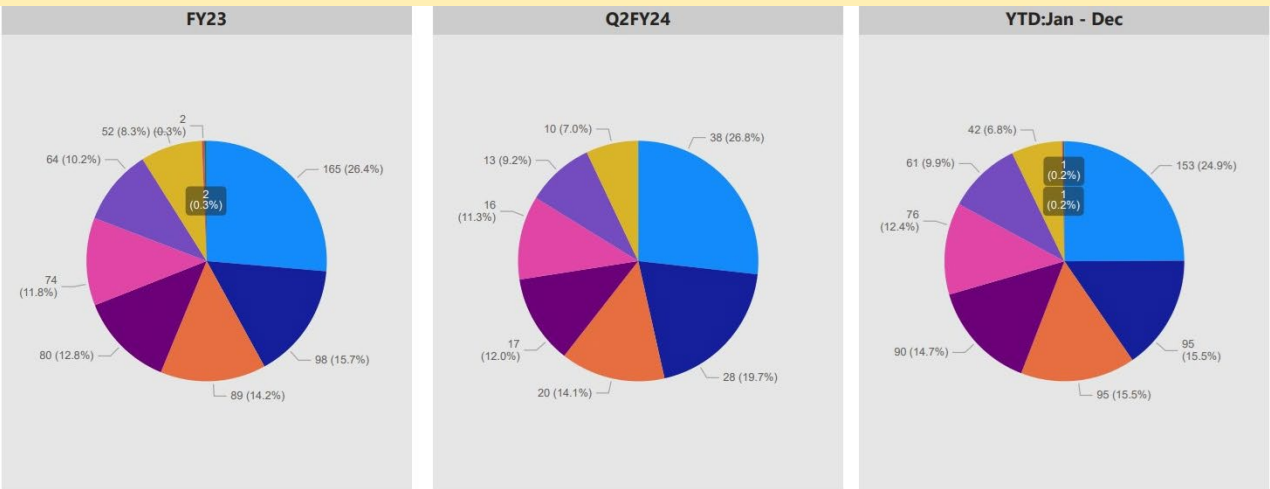
Legend (age): Under 13, 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+, Unwilling

Help Seeker Trends Amongst Callers

FY23

- 306 (48.9%)
- 83 (13.3%)
- 73 (11.7%)
- 53 (8.5%)
- 52 (8.3%)
- 29 (4.6%)
- 9 (1.4%)
- 5 (0.8%)
- 16 (2.6%)

Q2FY24

- 56 (39.4%)
- 29 (20.4%)
- 28 (19.7%)
- 16 (11.3%)
- 6 (4.2%)
- 4 (2.8%)
- 1 (0.7%)
- 2 (1.4%)

YTD:Jan - Dec

- 281 (45.8%)
- 98 (16.0%)
- 92 (15.0%)
- 64 (10.4%)
- 39 (6.4%)
- 18 (2.9%)
- 6 (1.0%)
- 1 (0.2%)
- 15 (2.4%)

● Casino ● Lottery/Scratch ● Non-Casino ● Online (not including sports) ● Online Sports ● Other ● Sports (not online) ● Stocks ● Unwilling

Q2 FY24

FY23

% of callers
- 0%
- 0.1-1.9%
- 2-4.9%
- 5-9.9%
- 10-14.9%
- 15% +
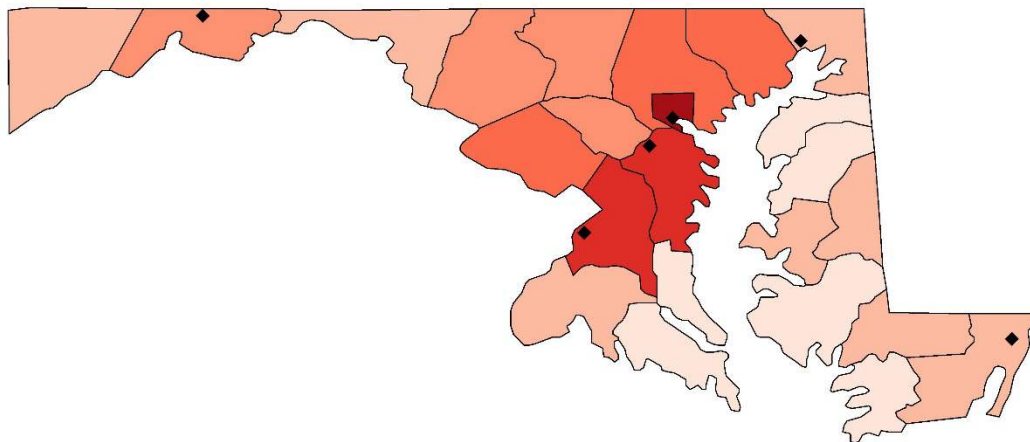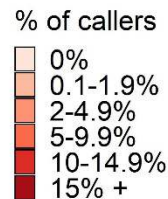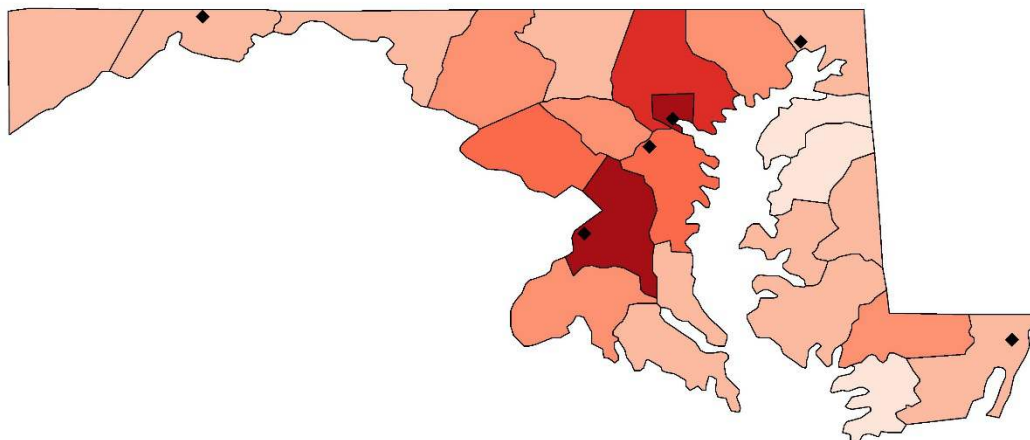
Summary

There were 142 calls and 56 chats/texts to the helpline in Q2 FY24. Gamblers continue to comprise the majority of callers to the helpline (78.9% in Q2 FY24 and between 75% and 82% from Q1-Q4 FY23, with 77.9% in Q2 FY23). Helpline callers were typically male (61.3%), White (50.0%), aged 45-54 (19.7%), and living in Baltimore City (16.5%), Prince George's county (12.4%), or Anne Arundel county (10.7%). Casino-based gambling was the primary concern of callers (39.4%) and the main reason for calling was to stop gambling (89.0%).

Gamblers also comprised the majority of chat and text users (92.9%). Due to the anonymity of chat and text, there is less information available about those users.

User Profile

Jurisdiction: Most helpline calls came from Central (28.9%) and Southern Maryland (21.2%) in Q2 FY24. The highest number of calls came from Baltimore City (16.5%), followed by Prince George's county (12.4%) and Anne Arundel county (10.7%). Prince George's county, Baltimore city, and Baltimore county accounted for the largest number of calls in FY23. A total of 16.5% of callers were unwilling to disclose this information and 28.2% of calls originated from outside of Maryland in Q2 FY24.

Age: Almost half of all Q2 FY24 callers were aged between 25 and 64 years (45.8%). There were 11.3% aged 18 to 24 years and 7% aged 65 years and above. These trends were similar in Q2 FY23. In FY23 there were a small number of callers who were under the age of 18 years (0.6%). In Q2 FY23, 26.8% of callers were unwilling to provide their age.

Gender: Callers continue to be predominantly male (61.3%). Beginning in this quarter, callers were also given the option to identify as non-binary or transgender. In Q2 FY24, 2.1% of callers identified as either non-binary or transgender.

Ethnicity: In Q2 FY24, most callers identified as White (50.0%) or African American (24.6%). In Q2 FY23, the distribution of callers who identified as White was slightly lower (39.0%), while the proportion who identified as African American was slightly higher (36.8%). In FY23 40.6% of callers identified as White and 30.8% identified as African American. Similar trends have been seen so far in FY24 (inclusive of Q1 and Q2).

Who is Calling: A little over three-fourths of helpline callers in Q2 FY24 were gamblers (78.9%). Other family members accounted for 12.7% of all callers. This was similar to that of Q1, Q2, and Q4 FY23 where 75-78% of all calls were from gamblers and calls from other family members ranged between 12-14%. In Q3 FY23 and Q1 FY24 approximately 82% of callers were gamblers and between 8 and 10% were other family members.

Intent: Trends in callers' intent were similar in Q2 FY24 to those of previous quarters with most callers intending to stop gambling.
- Stop Gambling: 89%
- Control Gambling: 3%
- Reduce Harm: 1%
- Unsure/Unwilling: 6%

Primary Gambling Problem: The most frequently reported gambling problem continues to be casino-based gambling (39.4%) in Q2 FY24. Of those, slots were reported as the preferred casino game by 35.7%. Online sports were the next most frequently reported problem (19.7%) followed by online gambling (not including sports) reported by 11.3% of callers. Sports gambling at brick-and-mortar establishments was reported by 0.7% of callers in Q2 FY24, which is significantly less than the average reported in FY23 (4.6%). Amongst chat and text users, 17.9% reported sports betting as their main problem in Q2 FY23, while 16.1% reported online gambling as their main problem.

Treatment Referrals

Peer Support: In Q2 FY24, 46.5% of callers were referred to peer support and 34.8% of those calls were warm transfers. Slightly fewer referrals to peer support and more warm transfers were made in Q2 FY23 (44.1% and 51.7%, respectively). In Q2 FY24, 16.1% of chats and texts were referred to peer support.

Internet: Just above a quarter (27.5%) of all Q2 FY24 helpline callers were referred to Internet resources. This is lower than in Q1 FY24 (34.8%) and higher than the range captured during FY23 (13% to 21%).

Gamblers Anonymous: Similar referral rates to GA were seen in both Q2 FY24 (40.8%) and Q2 FY23 (39.7%).

Lottery Self-Exclusion: Just under a quarter (22.5%) of callers were referred to lottery self-exclusion in Q2 FY24. This rate is slightly lower than FY23, where between 24 to 30% of callers were referred to lottery self-exclusion.

Treatment Referrals Continued

Treatment Providers: Referrals to a treatment provider were slightly higher in Q2 FY24 (36.6%) than in Q2 FY23 (33.8%). In Q2 FY24, 16.1% of chats and texts were referred to treatment providers.

Maryland Coalition of Families: Compared to Q2 FY23 (6.6%), there was a considerably lower rate of referrals made to MCF in Q2 FY24 (1.4%). This referral rate varied across quarters during FY23 with the lowest in Q4 (3.4%) and the highest in Q1 (10.5%).

Refused: In Q2 FY24, 16.9% of helpline callers refused to be referred to any service. Refusal rates during FY23 varied from a low of 14.3% in Q1 to a high of 18.8% in Q3. Q1 FY24 had a similar refusal rate (18.3%) to Q2 FY24. Of chat and text users, 1.8% refused and 30.4% were unable to complete their referral.

Source of Helpline Information

Callers reported learning about the helpline from the following sources in Q2 FY24: Online 47%; Billboard/Brochure 1%; Casino/Lottery 11%; Friends/Family 4%; Other 4%; and Unwilling 33%.

In Q2 FY24, chats and text came from the following sources: 1800 Gambler 42.9%; MD problem gambling live chat 39.3%; and NCPG 17.9%. In Q1 FY24, slightly more than half (51.1%) of chats and text came from MD problem gambling live chat.

Website Traffic

Web visits totaled 65,513 in Q2 FY34. The websites with the most visits were **www.helpmygamblingproblem.org** and **www.mdproblemgambling.org**, both with 42% visits. The website **www.militarygamblesafe.org** accounted for 15% of visits and **www.asiangambling.org** received the least visits, making up the remaining 1%.