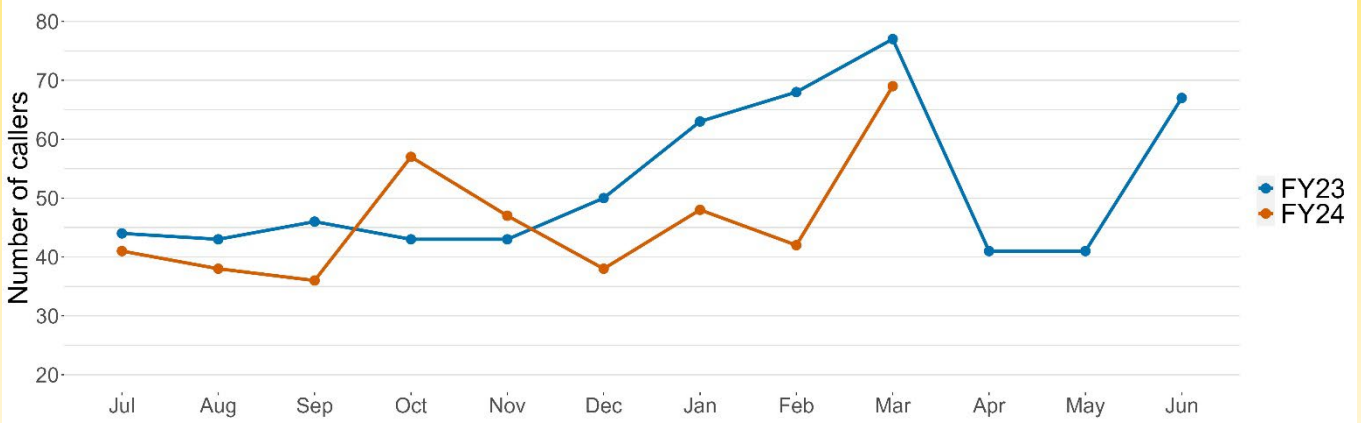
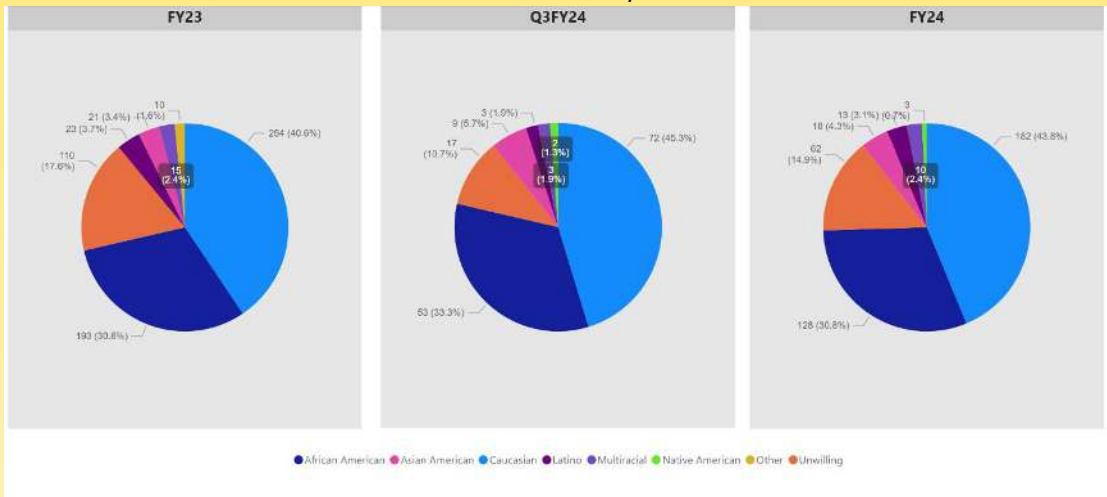


Help Seeker Volume

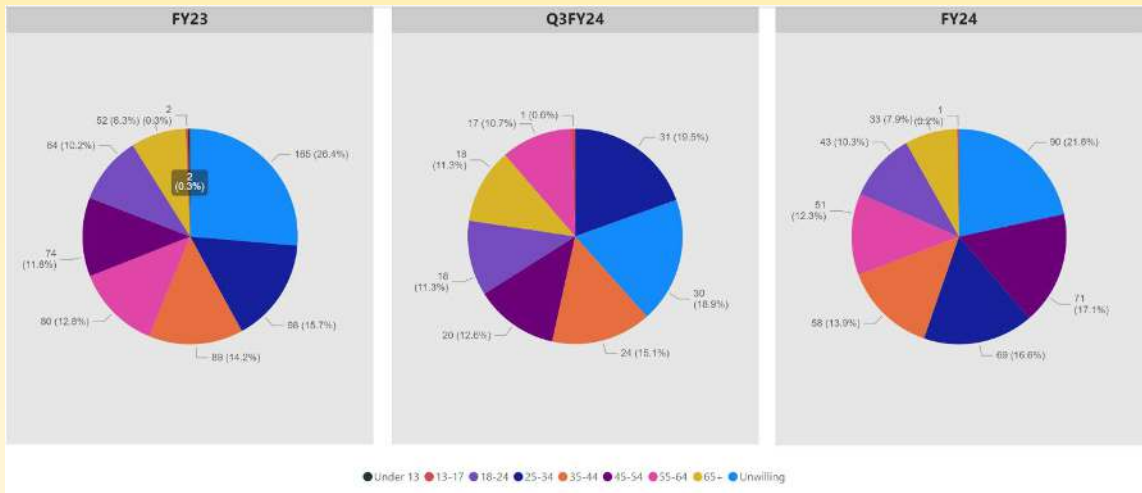


Help Seeker Trends Amongst Callers

Race and Ethnicity



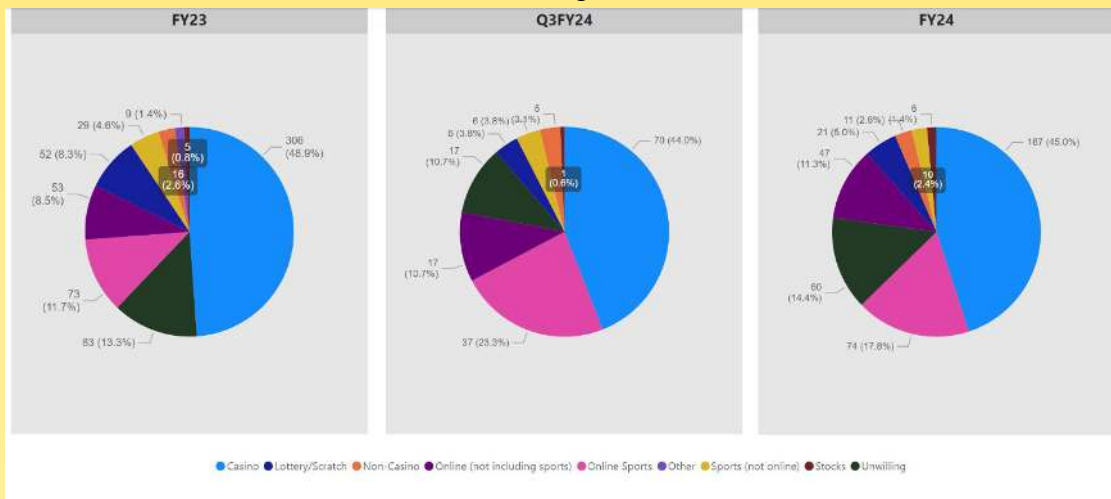
Age group





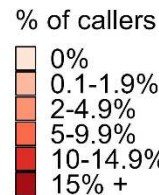
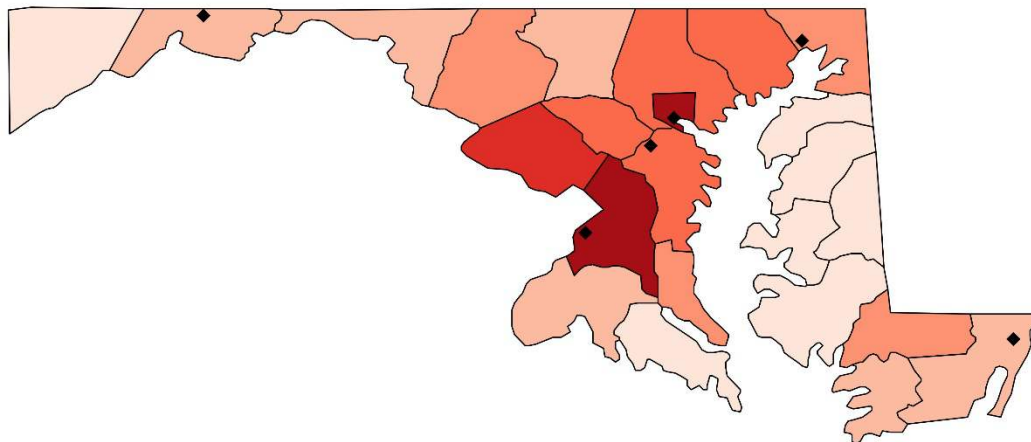
Help Seeker Trends Amongst Callers

Main Gambling Problem

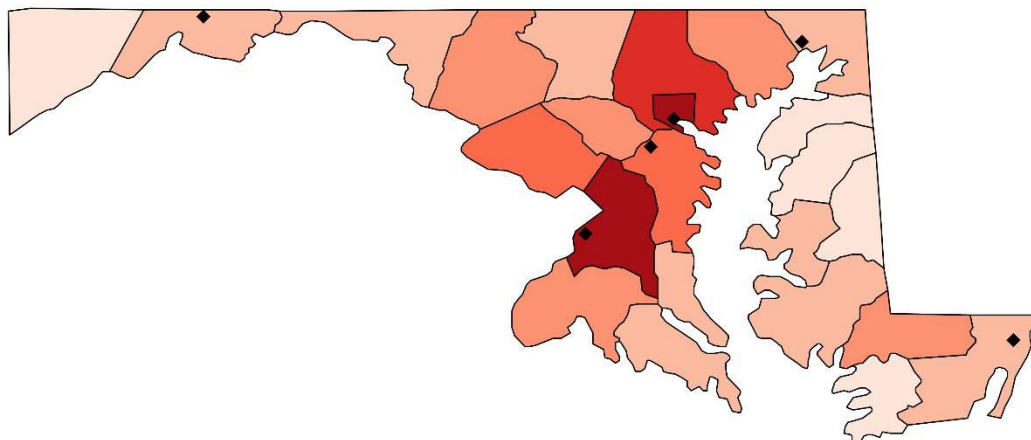


Jurisdiction of Caller

Q3 FY24



FY23





Summary

During Q3 FY24 the helpline received 159 calls and 54 chats/texts. The majority of helpline callers continue to be gamblers, constituting ~80% of all callers in Q3 FY24 and ranging between ~75% and ~82% from Q1-Q4 FY23 with 82.2% in Q3 FY23. Additionally, callers were typically male (65.4%), White (45.3%), aged 25-34 (19.5%), and living in Baltimore City (17.0%), Prince George's county (16.3%), or Montgomery county (14.1%). The primary concern of callers was casino-based gambling (44.0%) and the main reason for calling was to stop gambling (91.2%).

Three quarters of the chat and text users were gamblers (75.9%). Due to the anonymity of chat and text, there is less information available about those users.

User Profile

Jurisdiction: Helpline calls primarily originated from Central (32.1%) and Southern (23.3%) Maryland with Baltimore City (17.0%), Prince George's county (16.3%), and Montgomery county (14.1%) contributing the most. The same trend was observed in FY23 with those three jurisdictions accounting for the highest number of calls overall during the fiscal year. Calls from outside of Maryland accounted for 21.4% of all calls, while 7.4% of Maryland callers chose not to disclose their location.

Age: In Q3 FY24, almost half of all callers were aged between 25 and 54 years (47.2%). There were 11.3% aged 18 to 24 years and another 11.3% aged 65 years and above. Slightly less than half of callers were aged between 25 and 54 years (42.3%) in Q3 FY23. In Q3 FY23, 27.4% were unwilling to provide their age and this decreased to 18.9% in Q3 FY24.

Gender: Most callers continue to be male (65.4%). Although the option to identify as non-binary or transgender was given to callers starting in Q2 FY24, there were no recorded instances of these identifications in Q3 FY24.

Ethnicity: Most callers identified as White (45.3%) or African American (33.3%) in Q3 FY24. In Q3 FY23, the distribution of callers who identified as White (40.9%) or African American (27.9%) was slightly lower. However, the overall distribution of these two ethnic groups has been similar in both FY23 (White, 40.6%, African American, 30.8%) and FY24 (White, 43.8%, African American, 30.8%) so far.

Who is Calling: Most helpline callers in Q3 FY24 were gamblers (79.9%) and other family members accounted for 10.7% of callers. Similarly, in Q1 FY24 and Q3 FY23, gamblers constituted ~82% and other family members constituted between 8-10% of all callers.

Intent: In Q3 FY24 trends in callers' intentions mirrored those of previous quarters, with most callers intending to stop gambling.

- Stop Gambling: 91.2%
- Control Gambling: 1.9%
- Reduce Harm: 0%
- Unsure/Unwilling: 6.9%

Primary Gambling Problem: In Q3 FY24, casino-based gambling remains the most reported gambling problem amongst callers (44.0%). Similarly to the previous quarter (Q2 FY24, 35.7%), slots continue to be the preferred casino game in Q3 FY24 (Q3 FY24, 51.4%). Online sports betting were the next most reported problem by 23.3% of callers, followed by online gambling (not including sports) reported by 10.7% of callers. Sports gambling at physical locations was reported by only 3.8% of callers in Q3 FY24, which is similar to what was reported in FY23 (4.6%).

Treatment Referrals

Peer Support: In Q3 FY24, slightly over half (53.5%) of callers were referred to peer support with 36.5% of those calls being warm transferred. There were fewer peer support referrals made in Q3 FY23 (45.2%). However, more of those referrals received a warm transfer (44.7%).

Internet: Referrals to internet resources were provided to 44.0% of callers in Q3 FY24. This is significantly higher than the range of referrals captured in FY23 (13% to 21%) and so far in FY24 (Q2 27.5% to Q1 34.8%).

Gamblers Anonymous: More referrals to GA were made in Q3 FY24 (57.9%) than in Q3 FY23 (45.7%)

Lottery Self-Exclusion: In Q3 FY24, 23.3% of callers were referred to lottery self-exclusion. This mirrors what was captured in Q3 FY23 (23.6%).

Maryland Coalition of Families: Referrals made to MCF nearly doubled in Q3 FY24 (8.2%) compared to Q3 FY23 (4.3%).



Treatment Referrals Continued

Treatment Providers: Treatment provider referrals were significantly higher in Q3 FY24 (50.9%) than in Q3 FY23 (33.7%). In FY23 the referrals to treatment providers ranged from 33% to 44%, while in FY24 the range has been slightly wider from 36.5% in Q2 to 50.9% in the current quarter.

Refused: In Q3 FY24, 8.8% of callers refused to be referred to any service. This is notably lower than the refusal rate in the same quarter of the previous financial year (Q3 FY23 18.8%).

Source of Helpline Information

Callers reported learning about the helpline from the following sources in Q3 FY24:

- Online 54.1%
- Billboard/Brochure 1.2%
- Casino/Lottery 15.1%
- Friends/Family 2.5%
- Other 7.5%
- Unwilling 19.5%

Chats and Texts

Chats and text intakes came from the following sources in Q3 FY24:

- 1800 Gambler 31.4%
- MD Problem Gambling Live Chat 53.7%
- NCPG 14.8%.

In Q2 FY24, 1800 Gambler constituted 42.9% of the chats and text intakes while NCPG constituted 17.9%.

Website Traffic

The total number of web visits amounted to 88,471 in Q3 FY24. The website with the most visits were **www.mdproblemgambling.org** (46.5%) and **www.helpmygamblingproblem.org** (44.8%). The next most visited site was **www.militarygamblesafe.org** which accounted for 8.4% of visits and **www.asiangambling.org** received the least visits with 0.3% of all web visits.