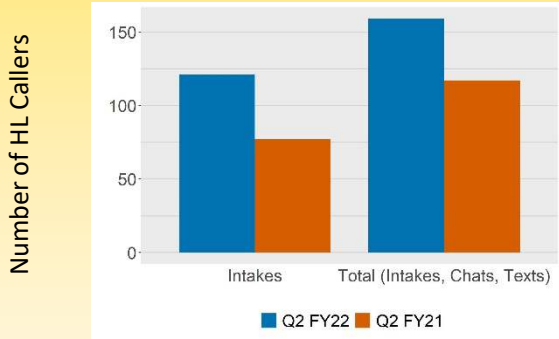


**Helpline Report**  
FY22 and FY21 Q2 Call Data

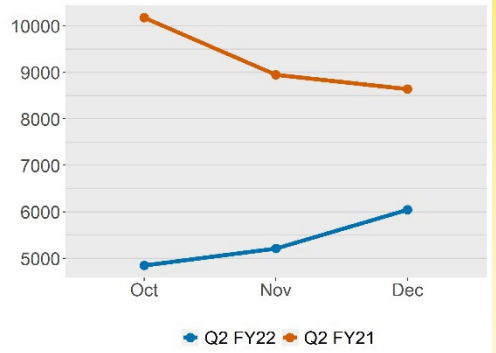
**HELP SEEKER VOLUME**

**FY22 and FY21 Q2 Total Volume (Calls, Texts, Chats)**



**FY22 and FY21 Q2 YTD WEB CLICKS**

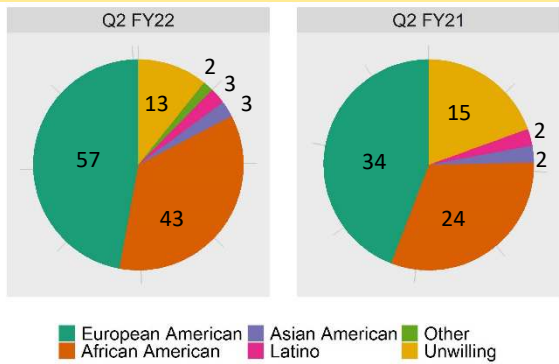
Number of Web Visits



**HELP SEEKER TRENDS**

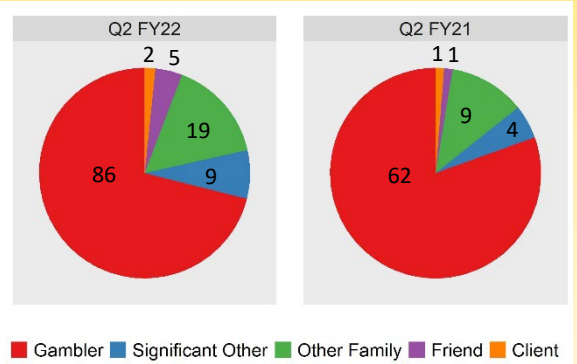
**FY22 and FY21 Q2 Ethnicity Trend**

Number of HL Callers



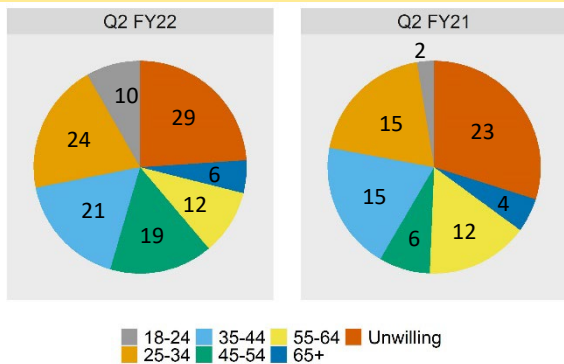
**FY22 and FY21 Q2 Who is Calling**

Number of HL Callers



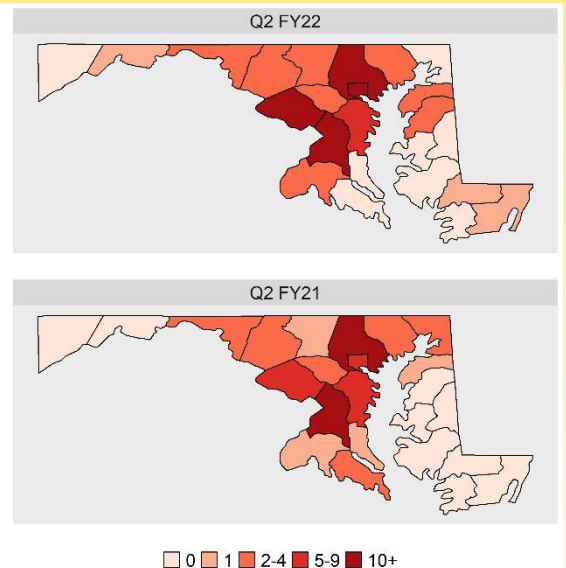
**FY22 and FY21 Q2 Age Comparison**

Number of HL Callers



**Number of Help Seeking Callers per Jurisdiction**

Number of HL Callers



## Summary Analysis

### Caller Profile

121 calls to the helpline were made in Q2 FY22, compared to 77 in Q2 FY2021. Gamblers comprised 71% (n=86) of total help seeking callers, a decline from 81% (n=62) in Q2 FY2021.

Q2 FY2022 helpline callers were most commonly male, European American, age 25-34, living in Baltimore City, calling to stop gambling, and suffering primarily with casino-based gambling problems.

- **Jurisdiction:** Callers tended to reside in the Central and Southern Maryland regions, with the greatest number of calls originating in Baltimore City during Q2 FY22 (16%, n=17), followed by Prince George's County (15%, n=16).
- **Age:** In Q2 FY2022, the relative percentage of callers among age groups 18-24, 25-34, 35-44, 45-54, 55-64, 65+, and unwilling were 8% (n=10), 20% (n=24), 17% (n=21), 16% (n=19), 10% (n=12), 5% (n=6), and 24% (n=29), respectively.
- **Gender:** Male call volume continues to outnumber female call volume in Q2 FY22 (53% to 47%). However, in Q2 of FY21, the difference was more pronounced (62% male and 38% female).
- **Ethnicity:** European American callers comprised 47% (n=57) of helpline callers for Q2 of FY22. African American callers comprised 36% (n=43) and Asian American callers comprised 3% (n=3) of all callers for the quarter. Callers of other race/ethnicities comprised 2% (n=2) and 11% (n=13) of callers were unwilling to provide their race or ethnicity.
- **Who is Calling:** In Q2 FY22, gamblers comprised 71% (n=86) of callers to the helpline, while friends, significant others, and other family comprised 4% (n=5), 7% (n=9), and 16% (n=19), respectively.
- **Intent**
  - Stop Gambling: 83%, n=101 (78% Q2 FY21),
  - Control Gambling: 6%, n=7 (3% Q2 FY21)
  - Reduce Harm: 1%, n = 1 (1% Q2 FY21)
  - Unsure/Unwilling: 10%, n=12 (18% Q2 FY21)
- **Primary Gambling Problem:**
  - 69% (n=84) of help seekers reported casino-based gambling as the primary gambling problem in Q2 FY22. Of those help seekers, 46% reported slot machines (n=39) and 54% reported other casino games (n=45) as most problematic.
  - Internet as primary gambling problem was reported by 6% (n=7)
  - Lottery or Scratch totaled 3% (n=4)
  - Sports totaled 10% (n=12)
  - Unwilling to share totaled 7% (n=9)

### TREATMENT REFERRALS

- **Peer Support:** 55% (n=66) were referred to peer support for the quarter. Of peer support callers, 42% were warm transferred to a Peer (n=28). This represents a decline from Q2 FY21 where 55% (n=42) of callers were referred to peer support, and 52% (n=22) of those referrals were warm transferred to a peer.
- **Internet:** 26% (n=32) were given internet resources in Q2 FY22, which is an increase from 10% (n=8) from Q2 FY21.
- **G.A.:** 50% (n=61) of callers were given information about Gamblers Anonymous meetings in Q2 FY22, an increase from 18% (n=14) in Q2 FY21.
- **Lottery Self-Exclusion:** 23% (n=28) were referred to the Maryland voluntary self-exclusion program in Q2 FY22. In Q2 FY21, 18% (n=14) were referred.
- **Treatment Providers:** 46% (n=56) of callers were referred to trained behavioral health providers providing no cost treatment in Q2 FY22. This represents a slight increase from the rate of 42% (n=32) who were referred in Q2 FY21.
- Referrals to **Maryland Coalition of Families/MCF** represented 15% (n=18), a substantial increase from the 5% (n=4) rate of MCF referrals in Q2 FY21.
- **Refused:** 13% (n=16) in Q2 FY22, which is similar to Q2 2021's rate of 13% (n=10)

### SOURCE OF HELPLINE INFORMATION

#### FY21 Q2:

- Online: 55% (n=42)
- Billboard/Brochure: 0% (n=0)
- Casino/Lottery: 5% (n=4)
- Friends/Family: 1% (n=1)
- TV: 1% (n=1)
- Radio: 1% (n=1)
- Other: 12% (n=9)
- Unwilling: 25% (n=19)

#### FY22 Q2:

- Online: 48% (n=58)
- Billboard/Brochure: 1% (n=1)
- Casino/Lottery: 20% (n=17)
- Friends/Family: 4% (n=5)
- TV: 1% (n=1)
- Radio: 2% (n=3)
- Other: 4% (n=5)
- Unwilling: 23% (n=28)

### WEBSITE TRAFFIC

Web visits totaled 16,101 in Q2 FY22, a substantial decline from the 27,761 visits tallied for the second quarter of FY21. Additionally, the share of traffic drawn to special population sites also declined:

- In Q2 FY21, visits to [www.mdproblemgambling.com](http://www.mdproblemgambling.com) accounted for 95% of visits, while in Q2 FY22 their share decreased to 82% of traffic.
- Conversely, visits to [www.helpmygambling.com](http://www.helpmygambling.com) increased from 4% in Q2 FY21 to 13% in Q2 FY22. Traffic to [www.asiangamblingsos.org](http://www.asiangamblingsos.org) and [www.militarygamblesafe.org](http://www.militarygamblesafe.org) remained similar between years (1% in Q2 FY21 and 2% in Q2 FY22).