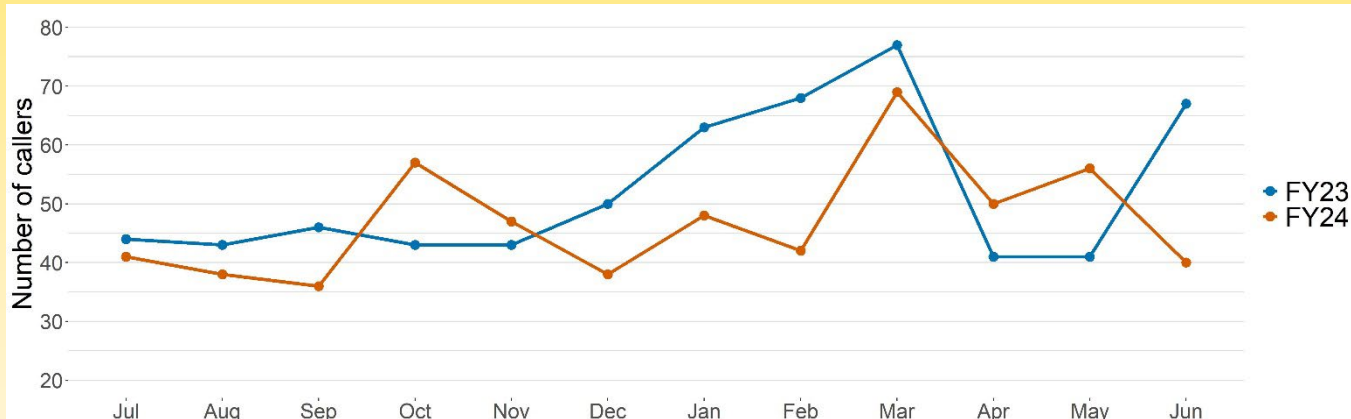


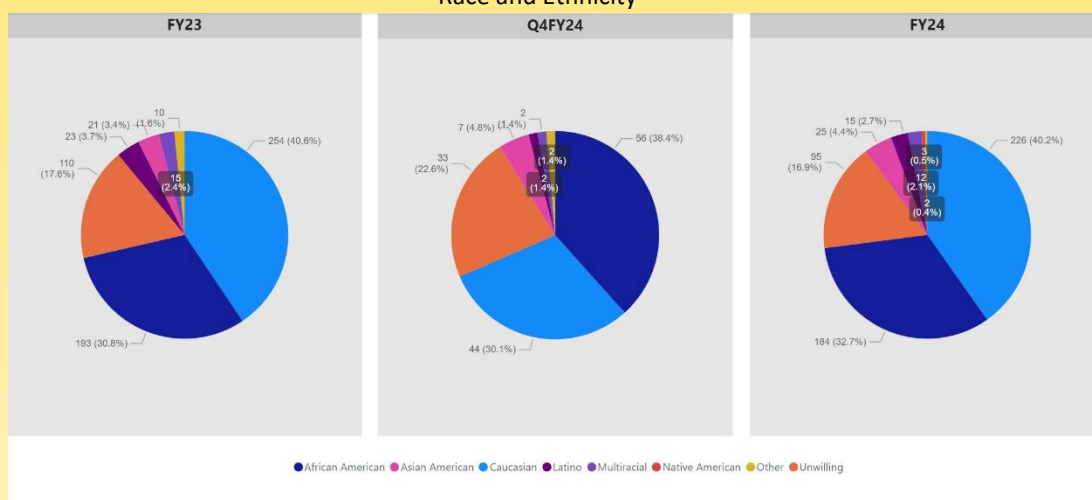


Help Seeker Volume

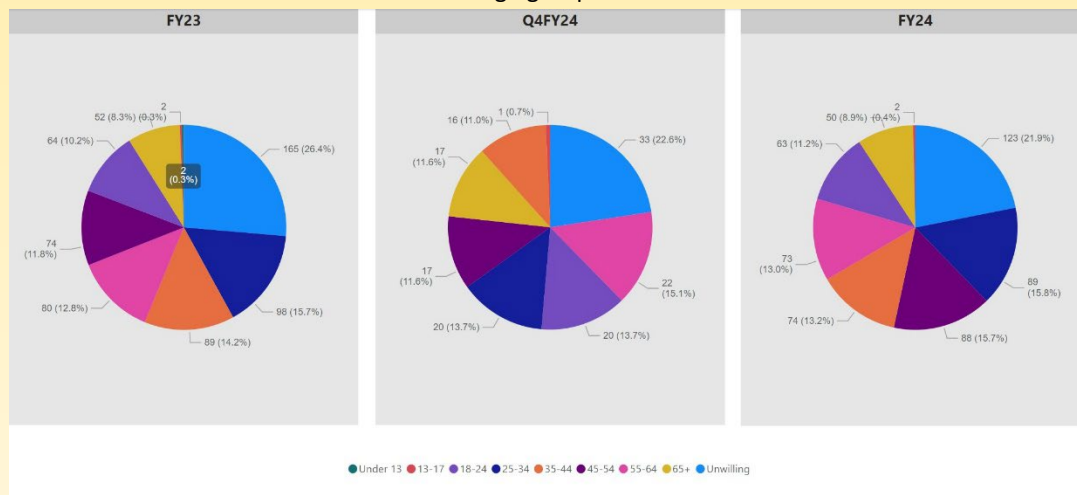


Help Seeker Trends Amongst Callers

Race and Ethnicity



Age group



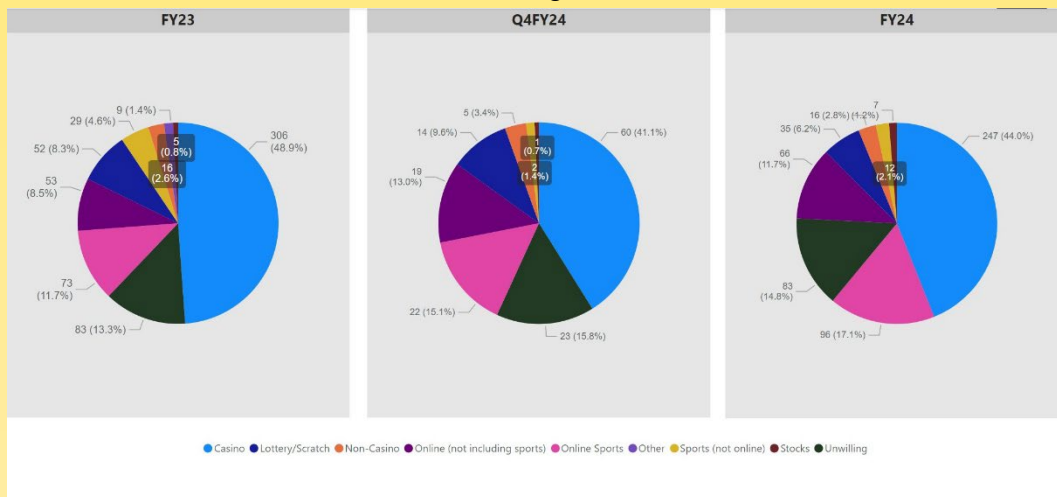


Maryland Center of Excellence on Problem Gambling Helpline Report

FY24 Q4

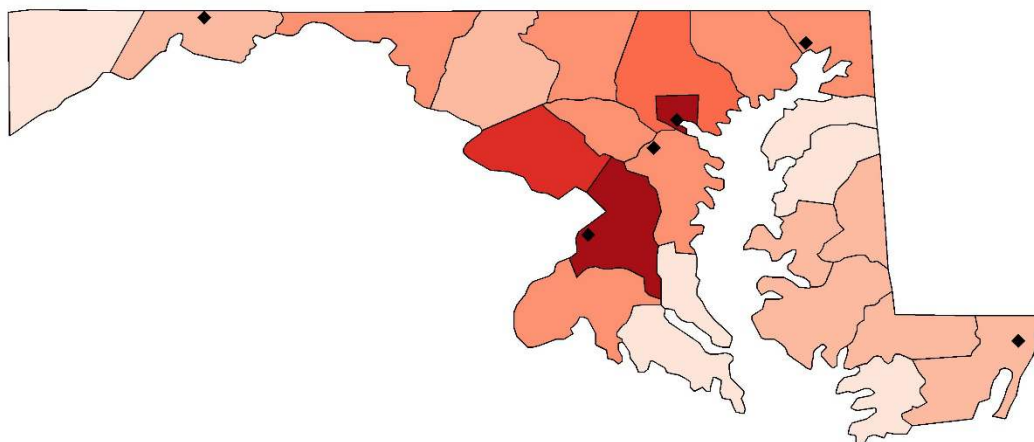
Help Seeker Trends Amongst Callers

Main Gambling Problem

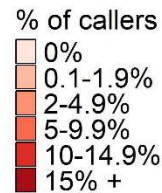
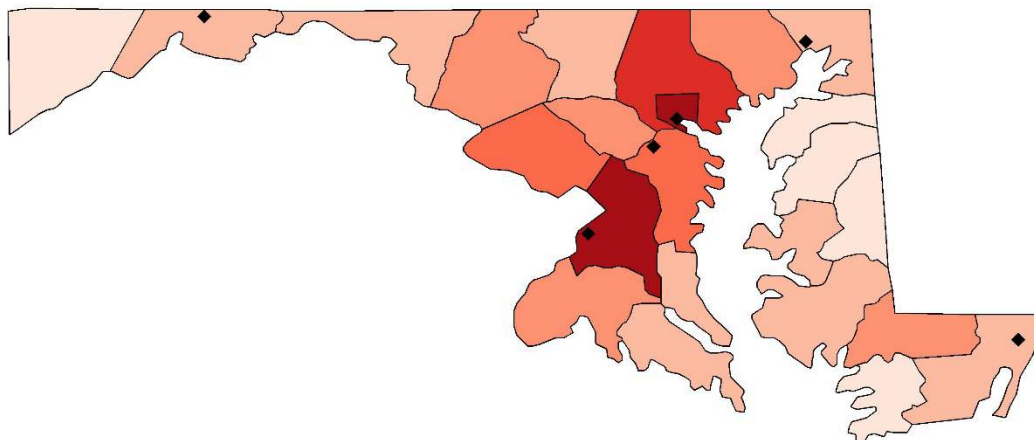


Jurisdiction of Caller

Q4 FY24



FY23





Summary

During Q4 FY24, the helpline received 146 calls and 72 chats/texts. Most callers were gamblers, making up 82.2% (n=120) in Q4 FY24. Typically, callers were African American (n=56, 38.4%), male (n=77, 52.7%), between the ages of 18 and 34 (n=40, 27.4%) and residing in Baltimore City (n=27, 21.3%). The primary concern was casino-based gambling (n=60, 41.1%), and the main reason for calling was to stop gambling (n=128, 87.7%).

Most chat and text users were also gamblers (n=62, 86.1%). Due to the anonymity of chat and text, there is less information available about these users.

User Profile

Jurisdiction: Callers primarily came from the Central (n=46, 31.5%) and Southern regions (n=29, 19.9%) of Maryland, while 13% (n=19) came from outside of Maryland. Of the Maryland (n=127, 86.9%) calls, the largest contributions were from Baltimore City (n=27, 21.3%) and Prince George's County (n=19, 15%). Central and Southern Maryland continue to be the regions producing the largest number of helpline calls.

Age: A quarter of callers during Q4 FY24 were between the ages of 18 and 34 (n=40, 27.4%), followed by those aged 55 to 64 (n=22, 15.1%). In Q4 FY23, a similar percentage of callers were aged 55 to 64 (n=23, 15.4%); however, the largest age groups were 45 to 54 (n=25, 16.8%) and 35 to 44 (n=24, 16.1%). Slightly fewer callers were unwilling to share their age in Q4 FY24 compared to Q4 FY23 (n=33, 22.6% versus n=36, 24.2%).

Gender: Most callers continue to be male (n=77, 52.7%). Although the option to identify as non-binary or transgender was introduced in Q2 FY24, there were no recorded instances of these identifications in Q4 FY24.

Ethnicity: During Q4 FY24, most callers identified as either African American (n=56, 38.4%) or White (n=44, 30.1%). Comparatively, during FY23 (n = 626) more callers identified as White (n=254, 32.2%) and fewer identified as African American (n=193, 24.5%), though these were still the top reported ethnicities.

Who is Calling: In Q4 FY24, 82.2% (n=120) of helpline callers were gamblers, with 10.3% (n=15) being other family members. About 90% of callers identified as helpline callers or other family members during FY24 (gamblers: 79-83%, other family members (10-13%).

Intent: In Q4 FY24 trends in callers' intentions mirrored those of previous quarters, with most callers intending to stop gambling.

- Stop Gambling: 87.7% (n=128)
- Control Gambling: 2.7% (n=4)
- Reduce Harm: 0% (n=0)
- Unsure/Unwilling: 9.6% (n=14)

Primary Gambling Problem: Similar to the previous quarter (Q3 FY24, n=70, 44%) casino-based gambling remains the most frequently reported issue among callers in Q4 FY24 (n=60, 41.1%), with slots being the preferred game (Q3 FY24, n=36, 51.4%, Q4 FY24, n=33, 55%). Online sports betting follows as the most reported problem, accounting for 15.1% (n=22) of callers, while online gambling (excluding sports) was reported by 13% (n=19) of callers in Q4 FY24. Reports of sports gambling at physical locations were lower this quarter (Q4 FY24, n=2, 1.4%) than compared to FY23 (n = 29, 4.6%).

Treatment Referrals

Peer Support: In Q4 FY24, slightly over half (n=77, 52.7%) of helpline callers were referred to peer support, with 41.6% (n=32) of these calls being warm transferred. In contrast, fewer referrals to peer support were made in Q4 FY23 (n=69, 46.3%), although a higher percentage of those referrals received a warm transfer (n=34, 49.3%).

Internet: Internet resources referrals were provided to 41.1% (n=60) of callers in Q4 FY24. This is higher than the range captured in FY23 (13 to 21%) but slightly lower than the previous quarter (Q3 FY24, n=70, 44%).

Gamblers Anonymous: GA referrals were slightly higher in Q4 FY24 (n=71, 48.6%) than in Q4 FY23 (n=64, 43%).

Lottery Self-Exclusion: In Q4 FY24, 21.9% (n=32) of callers were referred to lottery self-exclusion, which is slightly lower than the 26.8% (n=40) observed in Q4 FY23.

Maryland Coalition of Families: MCF referrals more than doubled this quarter (Q4 FY24, n=11, 7.5%) compared to Q4 FY23 (n=5, 3.4%).



Treatment Referrals Continued

Treatment Providers: The percentage of treatment provider referrals in Q4 FY24 (n=63, 43.2%) fell within the range observed in FY23 (33%-44%).

Refused: Of the 146 calls received by the helpline in Q4 FY24, 16 (11%) refused a referral and 130 (89%) accepted a referral.

Source of Helpline Information

Callers reported learning about the helpline from the following sources in Q4 FY24:

- Online 57.5% (n=84)
- Casino/Lottery 11% (n=16)
- Friends/Family 3.4% (n=5)
- Billboard/Brochure 1.4% (n=2)
- Other 4.1% (n=6)
- Unwilling 22.6% (n=33)

Chats and Texts

Chats and text intakes came from the following sources in Q4 FY24:

- 1800 Gambler 19.4%
- MD Problem Gambling Live Chat 54.2%
- NCPG 26.4%

In Q3 FY24, 1800 Gambler constituted 31.4% of the chats and text intakes while NCPG constituted 14.8%.

Website Traffic

In Q4 FY24, the total number of web visits reached 69,731. The most visited website was

www.helpmygamblingproblem.org, accounting for 58.2% of visits, followed by **www.mdproblemgambling.org** at 40.7%. The two sites with the least visits were **www.militarygamblesafe.org** with 0.6%, and **www.asiangambling.org** 0.5%.