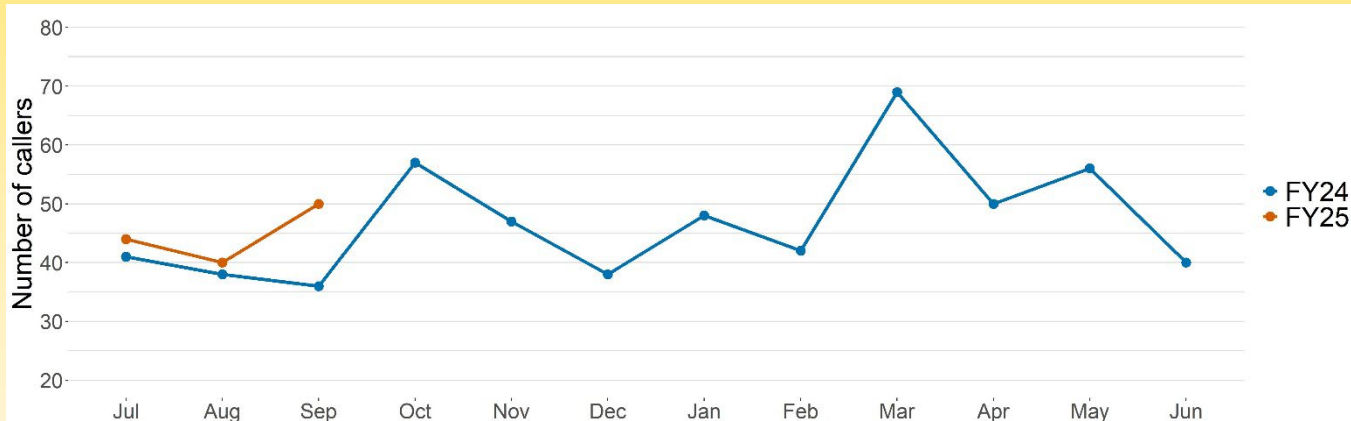


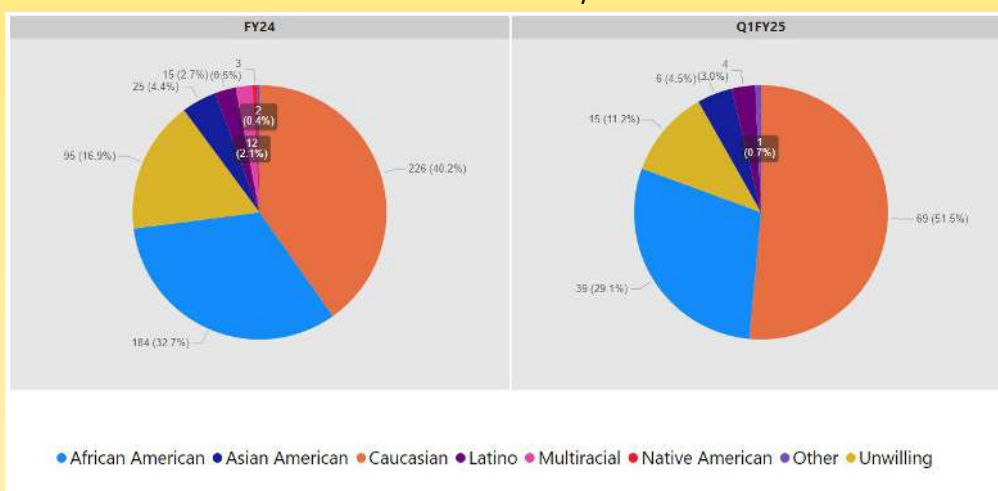


Help Seeker Volume

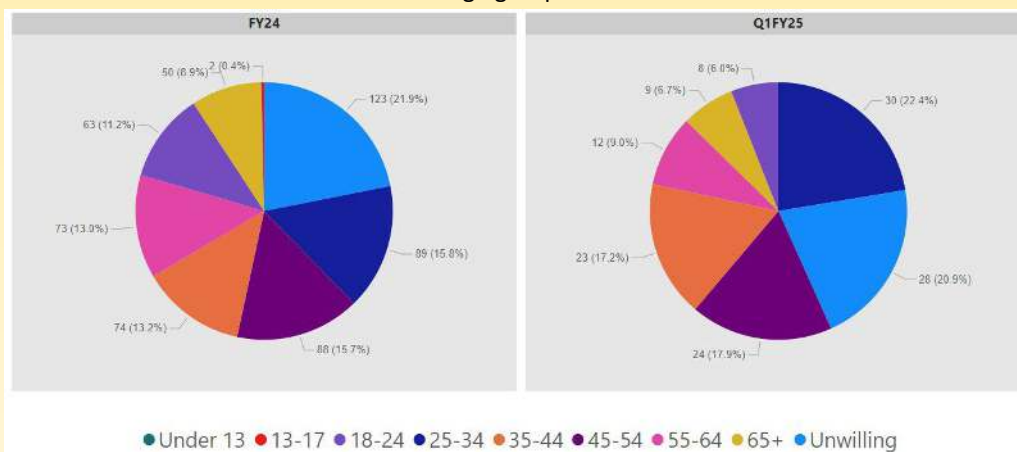


Help Seeker Trends Amongst Callers

Race and Ethnicity



Age group



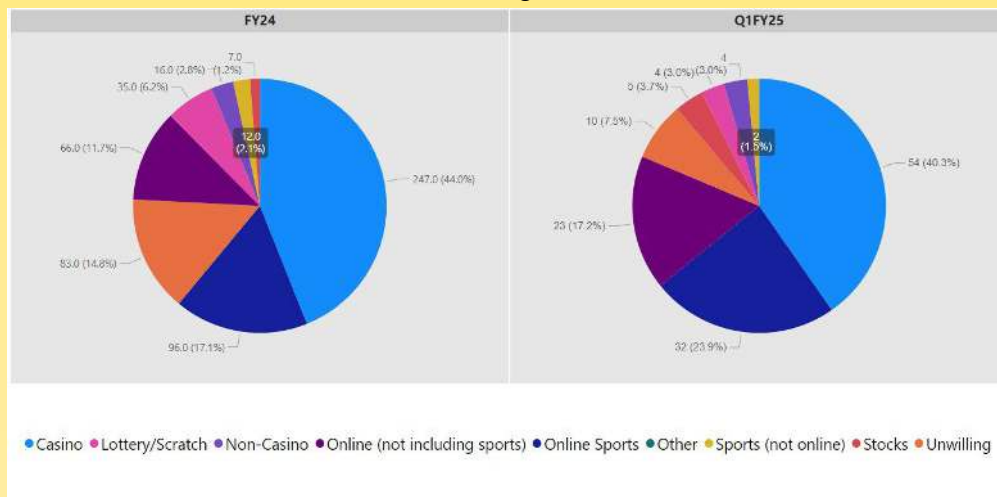


Maryland Center of Excellence on Problem Gambling Helpline Report

FY25 Q1

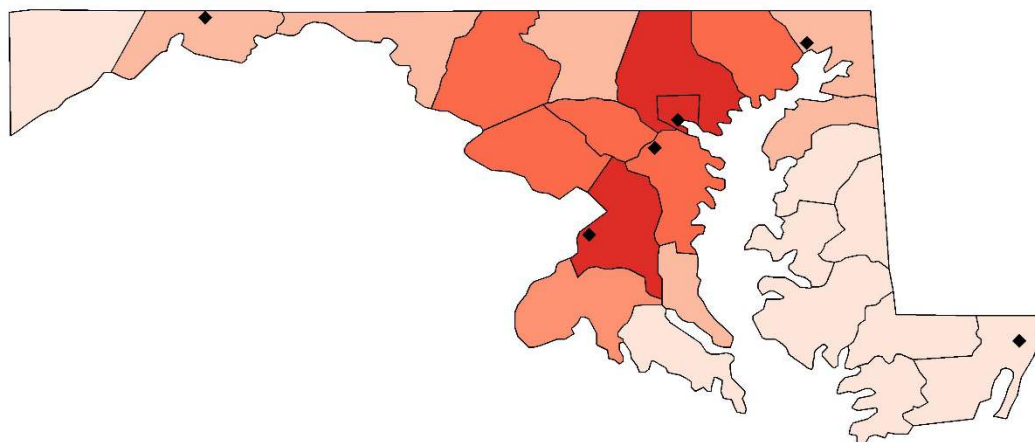
Help Seeker Trends Amongst Callers

Main Gambling Problem

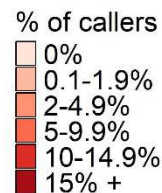
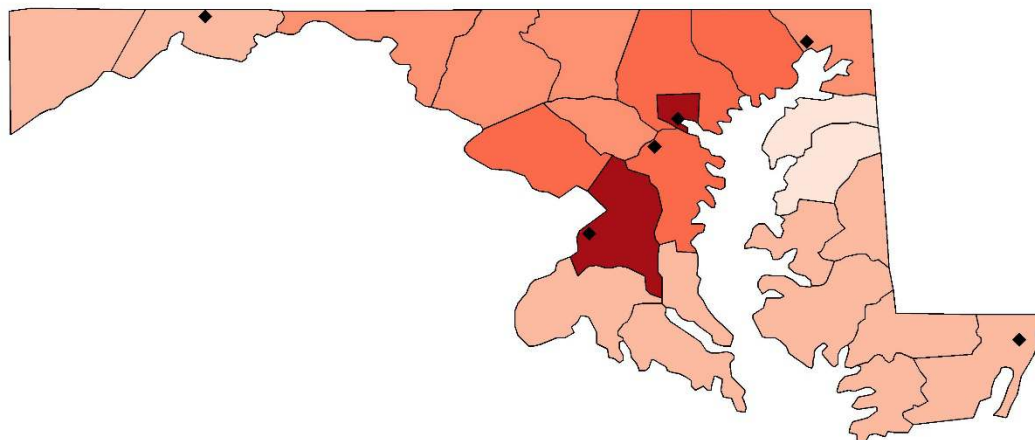


Jurisdiction of Caller

Q1 FY25



FY24





Summary

The helpline received 134 calls and 57 chats/texts during Q1 FY25. Most callers were gamblers (n = 115, 85.8%), Caucasian (n = 69, 51.5%), male (n = 94, 70.1%), between the ages of 25 and 54 (n = 77, 57.5%), and resided in Central Maryland (n = 44, 32.8%). Casino-based gambling was the primary concern (n = 54, 40.3%), and the main reason for calling was to stop gambling (n = 124, 92.5%).

Almost three-quarters (n = 40, 70.2%) of chat and text users were also gamblers. The values presented in this report for chat and text are derived from completed intakes and exclude any incomplete chat/text sessions. Due to the anonymity of chat and text, there is less information available about these users.

Note: It is not informative to include separate graphs for fiscal year to date in Q1. This will only be included in reports for Q2-Q4.

User Profile

Region and Jurisdiction: Helpline callers in Q1 FY25 were primarily from Central Maryland (n = 44, 32.8%), followed by 24.6% (n = 33) of calls which were received from outside of Maryland. Additionally, callers from Southern Maryland comprised 20.9% (n = 28) of all calls made to the helpline in Q1 FY25, followed by 19.4% (n = 26) from Western Maryland. Few calls came from Eastern Maryland (n = 3, 2.2%). The Central and Southern regions continue to contribute the most calls of all Maryland callers.

Of those callers from Maryland, most came from Baltimore City or County (n = 30, 26.8%). Of the remaining Maryland callers, Prince George's and Montgomery county were the next highest with 12.5% (n = 14) and 9.8% (n = 11) of callers, respectively.

Age: Over half of all Q1 FY25 helpline callers were between the ages of 25 and 54 (n = 77, 57.5%). This is slightly higher than what was observed during Q1 FY24, where 50.5% (n = 58) of callers fell within this age range. However, a higher proportion of callers between ages 55 and 64 called the helpline in Q1 FY24 (n = 21, 18.3%) compared to Q1 FY25 (n = 12, 9.0%). About the same proportion of callers were unwilling to share their age in both Q1 FY25 (n = 28, 20.9%) and Q1 FY24 (n = 22, 19.1%).

Gender: Most helpline callers continue to identify as male (n = 94, 70.1%). There were no recorded instances of callers that identified as transgender or non-binary during this quarter.

Ethnicity: Slightly over half (n = 69, 51.5%) of all Q1 FY25 callers identified as Caucasian, while 29.1% (n = 39) identified as African American. Most FY24 callers also identified as Caucasian (n = 226, 40.2%) or African American (n = 184, 32.7%).

Who is Calling: Most Q1 FY25 helpline callers were gamblers (n = 115, 85.8%), while few identified as a family member (n = 9, 6.7%) or significant other (n = 7, 5.2%). Most callers were gamblers during FY24 (79-83%), and overall, slightly more identified as family members (10-13%) than compared to Q1 FY25.

Intent: Almost all Q1 FY25 callers' intentions were to stop gambling (n = 124, 92.5%). Fewer callers were unsure or unwilling to share their intentions this quarter (n = 5, 3.7%) in comparison to Q1 FY24 callers (n = 10, 8.7%).

- Stop Gambling: 92.5% (n = 124)
- Control Gambling: 3.0% (n = 4)
- Reduce Harm: 0.7% (n = 1)
- Unsure/Unwilling: 3.7% (n = 5)

Primary Gambling Problem: Casino-based gambling continues to be the most frequently reported issue among Q1 FY25 callers (n = 54, 40.3%), with slots as the preferred game (n = 20, 37.0%). Most FY24 callers also reported casino-based gambling as their primary issue, with the closest proportions observed in Q2 (n = 56, 39.4%) and Q4 FY24 (n = 60, 41.1%). Q1 FY25's second most reported problem was online sports betting, which accounted for 23.9% (n = 32) of callers. Reports of sports betting at physical locations continues to be low in Q1 FY25 (n = 2, 1.5%) as it was in FY24.

Treatment Referrals

Peer Support: Slightly over half (n = 69, 51.5%) of Q1 FY25 callers were referred to peer support, with 46.4% (n = 32) of those calls being warm transferred. A little over half of all callers were referred to peer support in Q3 and Q4 FY24 (between 52 and 54%), with slightly fewer warm transfers made (between 37 and 42%).

Internet: Referrals to internet resources were provided to 31.3% (n = 42) of Q1 FY25 callers. This value is within the range (27.5% to 44.0%) observed during FY24 but is lower than the previous quarter (Q4 FY24: n = 60, 41.1%).



Treatment Referrals Continued

Gamblers Anonymous: Half (n = 67, 50.0%) of Q1 FY25 callers were referred to GA, which is slightly less than the 61.7% (n = 71) of callers referred in Q1 FY24.

Lottery Self-Exclusion: A slightly higher proportion of callers (n = 32, 23.9%) were referred to the lottery self-exclusion program this quarter compared to previous quarter (Q4 FY24: n = 32, 21.9%).

Maryland Coalition of Families: The proportion of MCF referrals (n = 9, 6.7%) made this quarter fell within the range (1.7% to 8.2%) observed during FY24.

Treatment Providers: A similar proportion of callers were referred to a treatment provider this quarter (Q1 FY25: n = 68, 50.7%) than compared to the same quarter in FY24 (Q1 FY24: n = 57, 49.6%).

Refused: Most Q1 FY25 helpline callers accepted a referral (n = 119, 88.8%), while only 15 (11.2%) refused.

Source of Helpline Information

Below is the distribution of sources where callers reported learning about the helpline in Q1 FY25:

- Online 67.9% (n = 91)
- Casino/Lottery 7.5% (n = 10)
- Friends/Family 2.2% (n = 3)
- Billboard/Brochure 0.7% (n = 1)
- Other 3.0% (n = 4)
- Unwilling 18.7% (n = 25)

Chats and Texts

Chats and text intakes came from the following sources in Q1 FY25:

- 1800 Gambler 45.6% (n = 26)
- MD Problem Gambling Live Chat 45.6% (n = 26)
- NCPG 8.8% (n = 5)

In Q4 FY24, 1800 Gambler constituted 19.4% (n = 14) of the chats and text intakes, while NCPG constituted 26.4% (n = 9) and MD Problem Gambling Live chat comprised 54.2% (n = 39).

Website Traffic

The total number of web visits reached in Q1 FY25 was 51,359. The most visited website was **www.mdproblemgambling.org**, which constituted 56.2% of visits. The second most visited site was **www.helpmygamblingproblem.org** with 22.1% of visits, closely followed by **www.militarygamblesafe.org** with 21.1% of all website visits. The site with the least visits was **www.asiangambling.org** with 0.7% of visits.