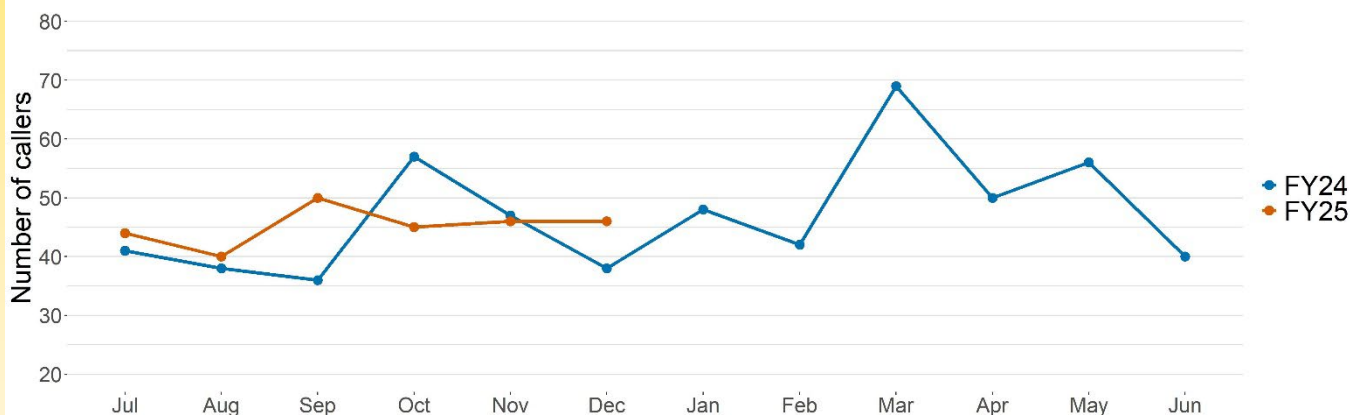
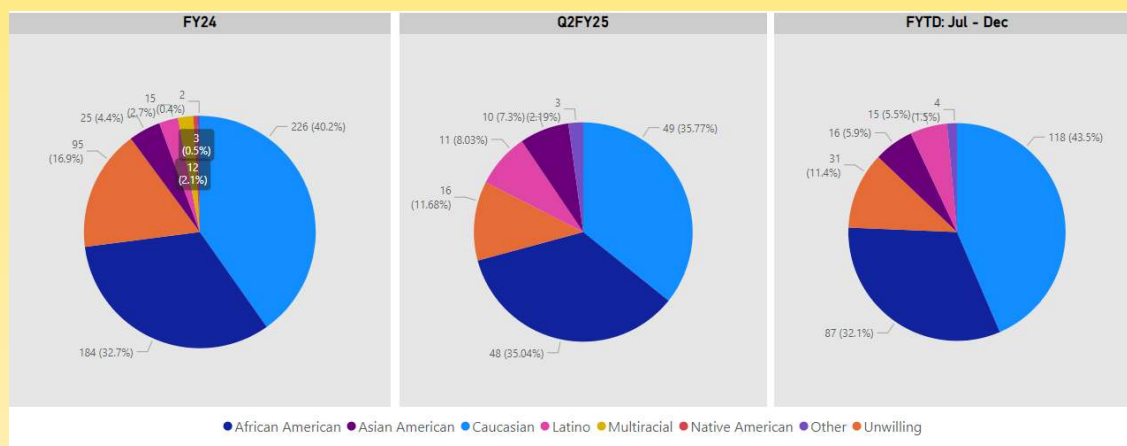




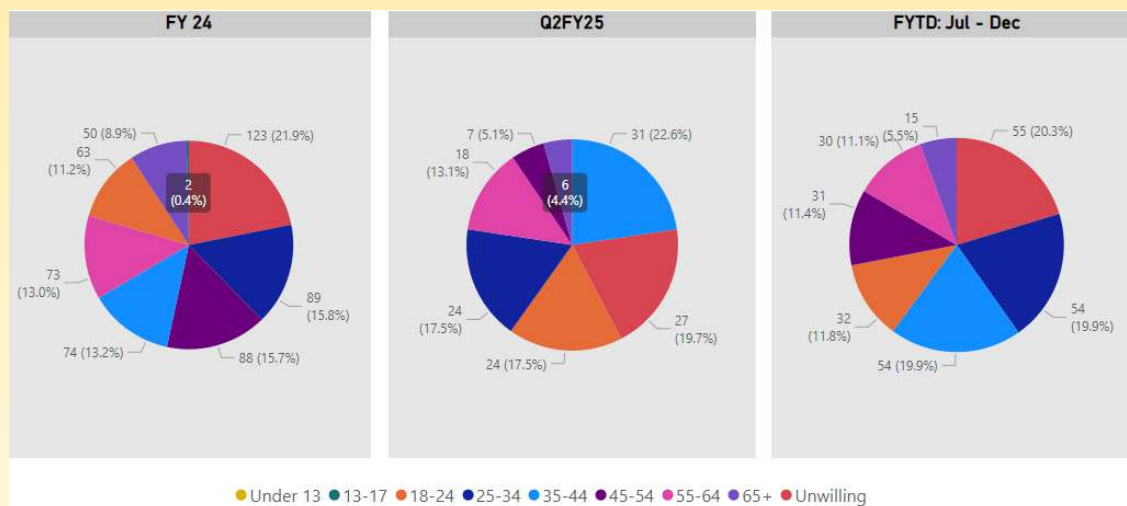
Help Seeker Volume



Help Seeker Trends Amongst Callers Race and Ethnicity



Age group



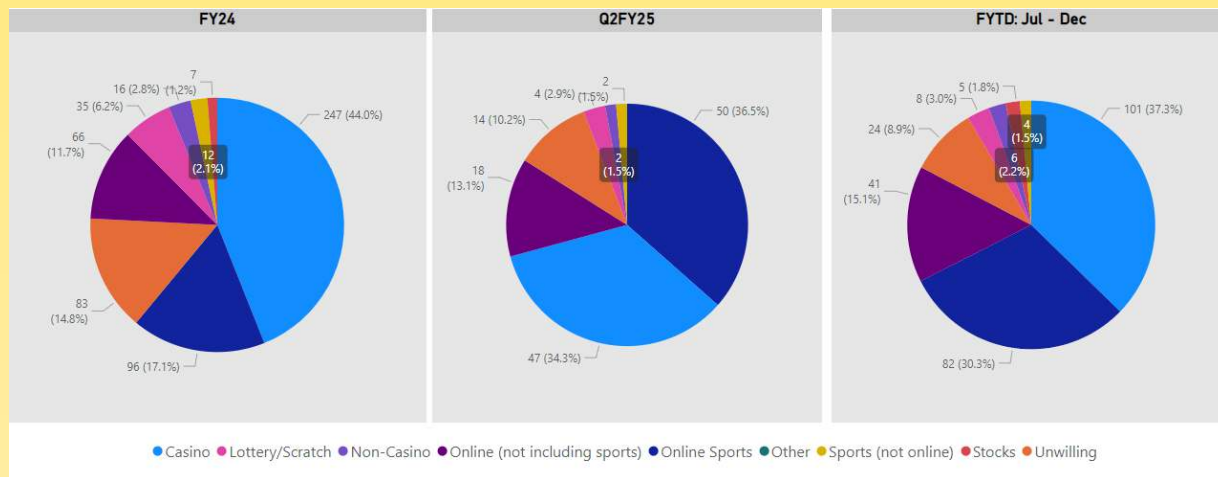


Maryland Center of Excellence on Problem Gambling Helpline Report

FY25 Q2

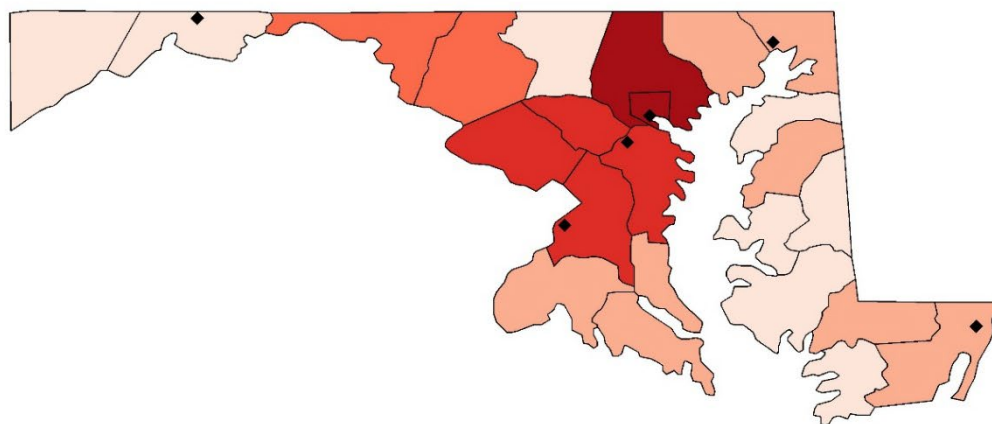
Help Seeker Trends Amongst Callers

Main Gambling Problem

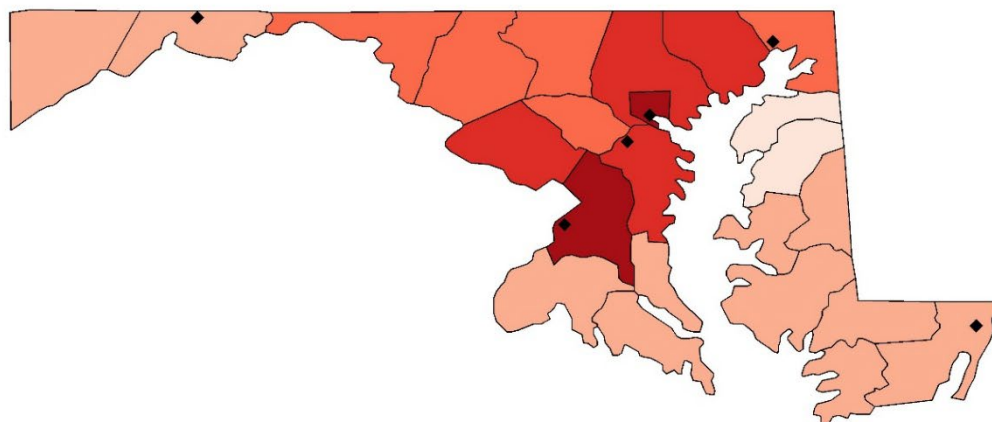


Jurisdiction of Caller

Q2 FY25



FY24



% of callers

- 0%
- 0.1-1.9%
- 2-4.9%
- 5-9.9%
- 15% +



Summary

During Q2 FY25, the helpline received 137 calls and 66 chats/texts. Most callers were gamblers (n = 108, 78.8%), Caucasian (n = 49, 35.8%) or African American (n = 48, 35.0%), between the ages of 18 and 44 (n = 79, 57.6%), and resided in Central Maryland (n = 48, 35.0%). Online sports betting was the primary concern (n = 50, 36.5%) and the main reason for calling was to stop gambling (n = 119, 86.9%).

Most of the chat and text users were also gamblers (n = 50, 75.8%). 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.

User Profile

Jurisdiction: Callers from Central Maryland (n = 48, 35.0%) accounted for most Q2 FY25 calls. Of calls which originated in Maryland, the majority were from Baltimore City or County (n = 40, 35.1%). Southern Maryland callers made up 16.8% (n = 23) of all calls, followed by Western Maryland callers at 13.1% (n = 18). Callers from Eastern Maryland were the least this quarter (n = 5, 3.6%).

Age: More than half of the Q2 FY25 helpline callers were between the ages of 18 and 44 (n = 79, 57.6%). Comparatively, 57.1% (n = 81) of callers in Q2 FY24 fell within a wider age range between 18 and 54 years old. Fewer callers were unwilling to share their age during Q2 FY25 (n = 27, 19.7%) than in Q2 FY24 (n = 38, 26.8%).

Gender: Q2 FY25 helpline callers mostly identified as male (n = 93, 67.9%). No callers identified as transgender or non-binary in this quarter.

Ethnicity: The largest proportion of calls in Q2 FY25 came from Caucasians (n = 49, 35.8%) and African Americans (n = 48, 35.0%). In Q2 FY24, significantly more callers were Caucasian (n = 71, 50%) and fewer were African American (n = 35, 24.6%), though these groups still represented the largest proportions of caller ethnicities.

Who is Calling: Gamblers represented 78.8% (n = 108) of all Q2 FY25 callers. Other family members represented 13.1% (n = 18). These values are almost identical to those observed during Q2 FY24, where gamblers comprised 78.9% (n = 112) and other family members made up 12.7% (n = 18) of callers.

Intent: As in previous time periods, most callers in Q2 FY25 contacted the helpline with the intention to stop gambling (n = 119, 86.9%). In Q2 FY24 the proportion intending to stop gambling was almost identical (n = 127, 89.4%). However, in Q1 FY25 almost all callers intended to stop gambling (n = 124, 92.5%). There was a slight increase in callers unwilling to share or unsure of their intentions, from 3.7% (n = 5) in Q1 FY25 to 9.5% (n = 13) to Q2 FY25. Of the remaining callers in Q2 FY25, 2.2% (n = 3) intended to control their gambling and 1.5% (n = 2) wanted to reduce the harm their gambling caused.

Primary Gambling Problem: Online sports betting was the most frequently reported gambling problem among Q2 FY25 callers (n = 50, 36.5%), marking the first time it surpassed reports of casino-based gambling in a quarter since data collection on online sports betting began. However, casino-based gambling was a close second, accounting for 34.3% (n = 47) of callers. Slots remained the preferred game among those who reported casino-based gambling as their primary issue (n = 21, 44.7%). Non-online sports betting was reported by a small 1.5% (n = 2) of callers this quarter.

Treatment Referrals

Peer Support: Fewer (n = 43, 31.4%) Q2 FY25 callers were referred to peer support in comparison to Q1 FY25 (n = 69, 51.5%) and all of FY24 (Q1: n = 55, 47.8%; Q2: n = 66, 46.5%; Q3: n = 85, 53.5%; Q4: n = 77, 52.7%). Of those that were referred in Q2 FY25, 44.2% (n = 19) were warm transferred.

Internet: Internet referrals were provided to 29.9% (n = 41) of Q2 FY25 callers. A similar proportion of callers (n = 39, 27.5%) were given internet referrals during Q2 FY24.

Gamblers Anonymous: Over half (n = 80, 58.4%) of Q2 FY25 callers were referred to GA, a slight increase from the previous quarter (Q1 FY25: n = 67, 50.0%).

Lottery Self-Exclusion: One-quarter of Q2 FY25 callers (n = 35, 25.5%) were referred to the lottery self-exclusion program. This falls within the range of values recorded in FY 24 (21.9% - 29.6%).



Treatment Referrals Continued

Maryland Coalition of Families: Slightly fewer referrals were made to the MCF in Q2 FY25 (n = 7, 5.1%) than in the previous quarter (Q1 FY25: n = 9, 6.7%).

Treatment Providers: More referrals to a treatment provider were made in Q2 FY25 (n = 65, 47.4%) than compared to Q2 FY24 (n = 52, 36.6%)

Refused: Most Q2 FY25 helpline callers accepted a referral (n = 121, 88.3%), while only 16 (11.7%) refused.

Source of Helpline Information

The following points list the distribution of sources where callers reported learning about the helpline in Q2 FY25:

- Online 51.8% (n = 71)
- Casino/Lottery 11.7% (n = 16)
- Friends/Family 4.4% (n = 6)
- Billboard/Brochure 0.0% (n = 0)
- Other 4.4% (n = 6)
- Unwilling 27.7% (n = 38)

Chats and Texts

Chats and text intakes came from the following sources in Q2 FY25:

- 1800 Gambler 39.4% (n = 26)
- MD Problem Gambling Live Chat 54.5% (n = 36)
- NCPG 6.1% (n = 4)

MD Problem Gambling Live chat and 1800 Gambler each accounted for 45.6% (n = 26) of the chat and text intakes, while NCPG constituted 8.8% (n = 5) in Q1 FY25.

Website Traffic

Web visits in Q2 FY25 reached a total of 128,017. The most visited website was **www.mdproblemgambling.org**, which represented 56.8% of visits. Web visits to **www.helpmygamblingproblem.org** made up 36.9% of the total, and the least visited site was **www.militarygamblesafe.org** with 6.3%. The website **www.asiangambling.org** is no longer being used and will therefore not be included in this or future reports.