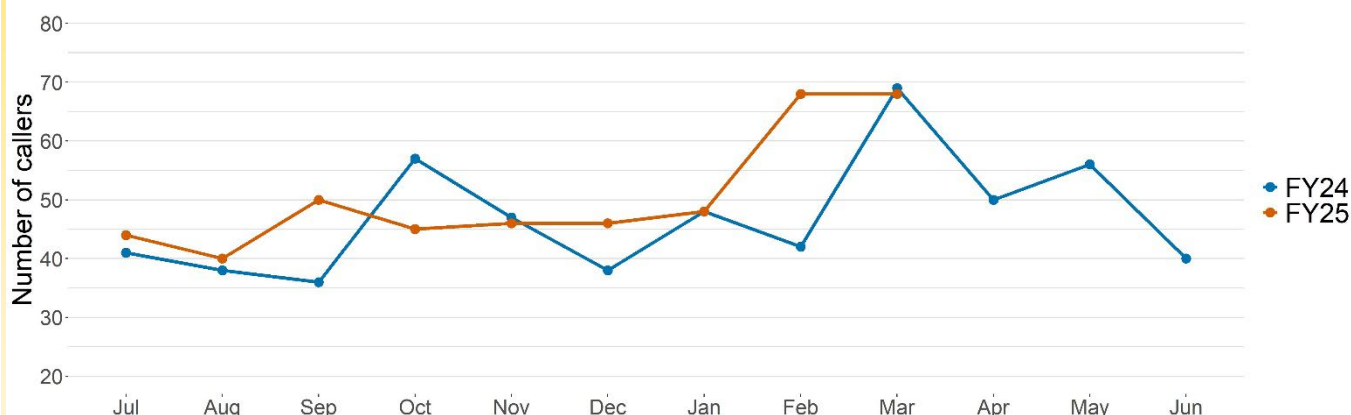
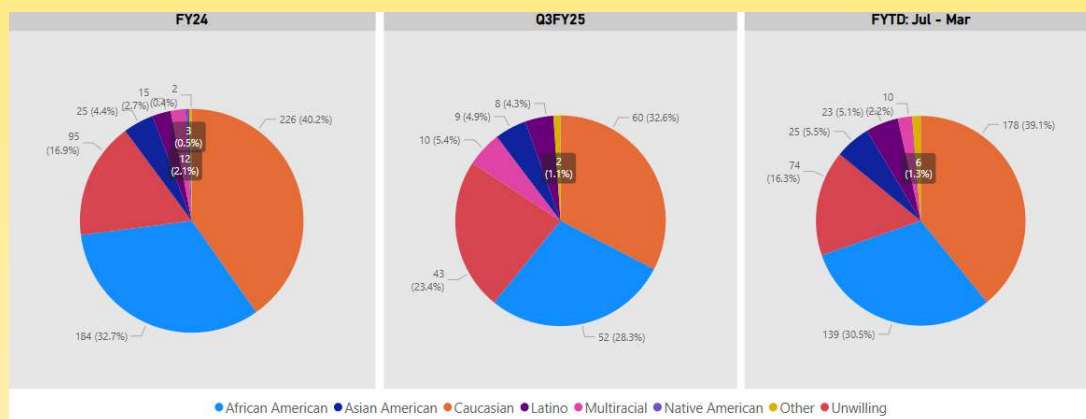




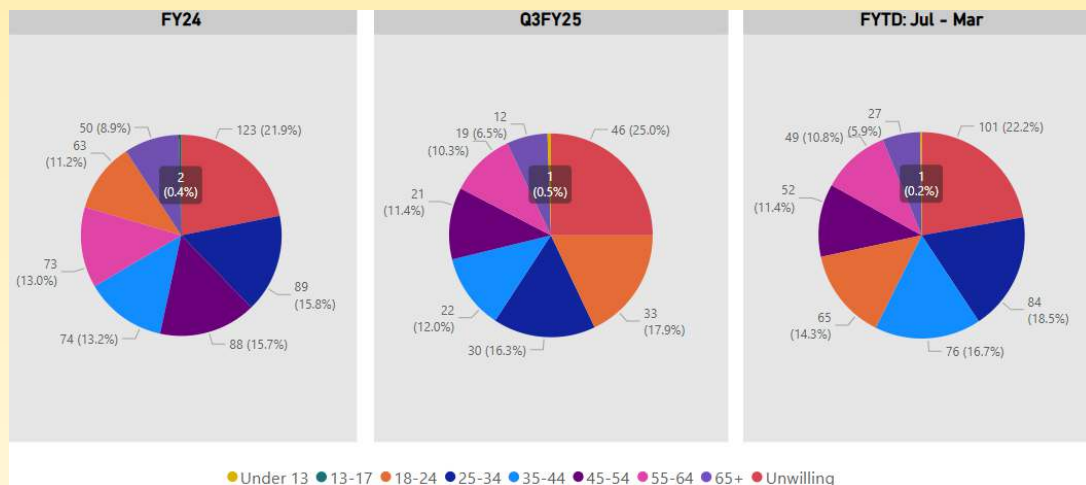
### Help Seeker Volume



### Help Seeker Trends Amongst Callers Race and Ethnicity



### Age group



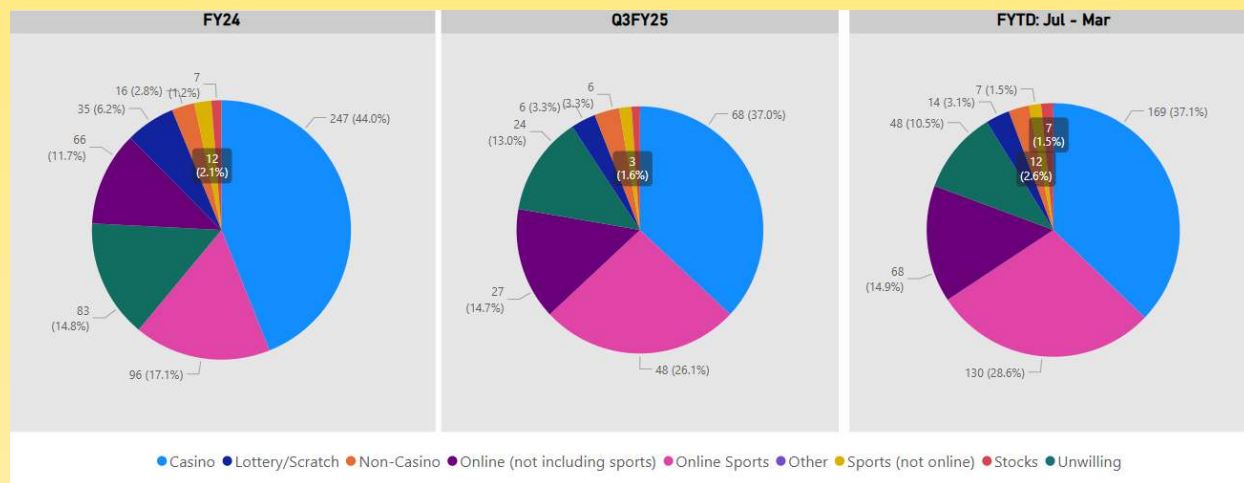


# Maryland Center of Excellence on Problem Gambling Helpline Report

FY25 Q3

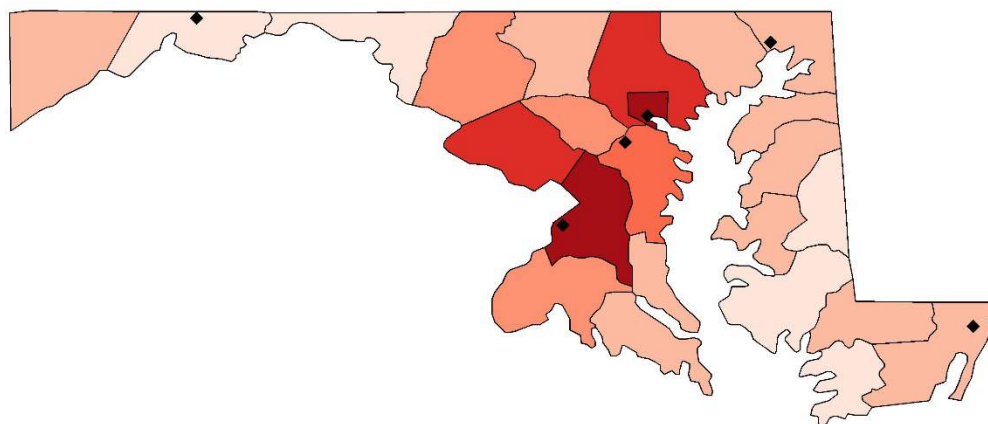
## Help Seeker Trends Amongst Callers

### Main Gambling Problem

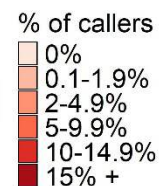
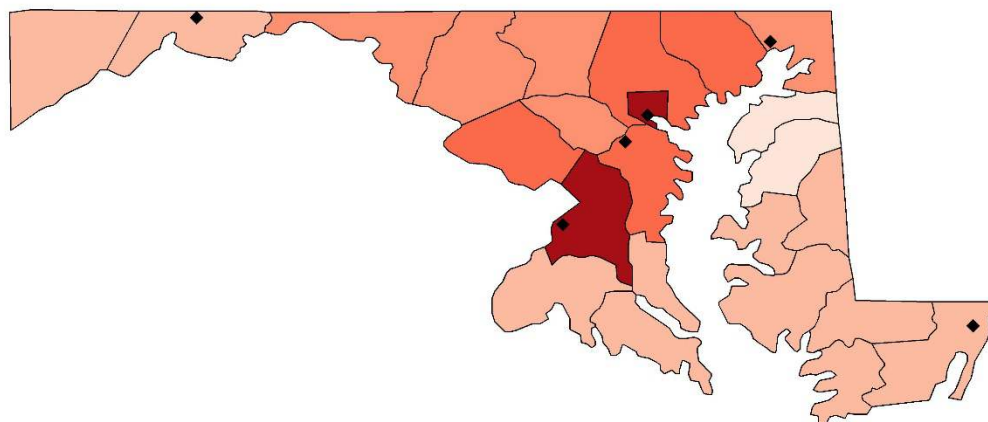


### Jurisdiction of Caller

#### Q3 FY25



#### FY24





## Summary

The helpline received 184 calls and 88 chat/texts in Q3 FY25. The majority of callers were gamblers (n = 147, 79.9%), male (n = 123, 66.8%), between the ages of 18 and 54 (n = 106, 57.6%), and typically White (n = 60, 32.6%). The Central Maryland region accounted for the largest group of callers (n = 57, 31.0%). Casino-based gambling was the most reported issue (n = 68, 37.0%) and the primary reason for contacting the helpline was to stop gambling (n = 156, 84.8%).

Most of the chat/text users were also gamblers (n = 61, 69.3%). 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 accounted for nearly one-third of all Q3 FY25 calls. The Southern region had the second highest call rate (n = 41, 22.3%), while Western (n = 26, 14.1%) and Eastern (n = 8, 4.3%) Maryland constituted the smallest proportion of calls. Of the calls originating in MD, most came from Baltimore City (n = 26, 16.1%) and County (n = 23, 14.3%), Prince George's County (n = 25, 15.5%) and Montgomery County (n = 20, 12.4%). Baltimore City, Prince George's County and Montgomery County also accounted for the largest number of calls in FY24.

**Age:** Over half of all Q3 FY25 helpline callers were between 18 and 54 years old (n = 106, 57.6%). One-third of Q3 FY25 callers were between 18 and 34 (n = 63, 34.2%), marking a slight increase from 30.8% (n = 49) in Q3 FY24. Exactly one-quarter of Q3 FY25 callers were unwilling to share their age (n = 46, 25.0%).

**Gender:** Most Q3 FY25 callers identified as male (n = 123, 66.8%) and one caller identified as non-binary (<1%). No callers identified as transgender this quarter and 2.2% (n = 4) were unwilling to disclose their gender.

**Ethnicity:** Approximately one-third of all Q3 FY25 callers identified as Caucasian (n = 60, 32.6%), followed by 28.3% (n = 52) of callers who identified as African American. Nearly 15% of callers identified as either Asian (n = 9, 4.9%), Latino (n = 8, 4.3%), or Multiracial (n = 10, 5.4%) this quarter.

The trend of most callers identifying as White or African American was similar in FY24 and Q3 FY25. However, the proportions identifying as Latino and Multiracial are slightly higher this quarter compared to FY24 (Latino: n = 15, 2.7%; Multiracial: n = 12, 2.1%). Additionally, more callers were unwilling to share their race in Q3 FY25 (n = 43, 23.4%) than in FY24 (n = 95, 16.9%).

## Who is Calling:

In Q3 FY25, the majority of calls to the helpline came from gamblers, comprising 79.9% (n = 147) of the total. Calls from family members accounted for 10.9% (n = 20). A similar trend was observed in Q3 FY24, with 79.9% (n = 127) of calls from gamblers and 10.7% (n = 17) from family members.

**Intent:** Most Q3 FY25 callers continue to contact the helpline with the intention to stop gambling (n = 156, 84.8%). However, a larger proportion of callers intending to stop gambling reached out to the helpline in Q3 FY24 (n = 159, 91.2%) and in previous FY25 quarters (Q1 FY25: 92.5%, Q2 FY25: 86.9%). More callers were unwilling to share their intentions for contacting the helpline this quarter (n = 22, 12.0%) compared to Q1 FY25 (n = 5, 3.7%) and Q2 FY25 (n = 13, 9.5%). Few callers contacted the helpline with intentions to control their gambling (n = 5, 2.7%) or reduce the harm their gambling caused (n = 1, 0.5%) in Q3 FY25.

**Primary Gambling Problem:** The most frequently reported gambling problem among Q3 FY25 callers was casino-based gambling (n = 68, 37.0%). Of these, 39.7% (n = 27) indicated slots was their game of choice. Online sports gambling was reported by 26.1% (n = 48), followed by internet gambling at 14.7% (n = 27). A small number of callers reported non-online sports betting as their primary gambling problem this quarter (n = 3, 1.6%). Similar trends were seen in Q3 FY24.

## Treatment Referrals

**Peer Support:** In Q3 FY25, 40.2% (n = 74) of callers were referred to peer support and 36.5% (n = 27) of those calls were warm transferred. More peer support referrals were made in Q3 FY24 (n = 85, 53.5%), however the same proportion of those calls were warm transferred (n = 31, 36.5%).

**Internet:** Internet referrals were provided to approximately a quarter of Q3 FY25 callers (n = 45, 24.5%). Referrals to internet resources have remained similar throughout FY25, with 31.3% (n = 42) in Q1 FY25 and 29.9% (n = 41) in Q2 FY25.



## Treatment Referrals Continued

**Gamblers Anonymous:** Nearly half (n = 87, 47.3%) of Q3 FY25 callers were referred to GA, which is a decrease from the same period last year (Q3 FY24: n = 92, 57.9%).

**Lottery Self-Exclusion:** Lottery-self exclusion program referrals were provided to 24.5% (n = 45) of Q3 FY25 callers. This value is consistent with what has been recorded in previous FY25 quarters (Q1 FY25: 23.9%, Q2 FY25: 25.5%).

**Maryland Coalition of Families:** Referrals to the MCF were lower in Q3 FY25 (n = 9, 4.9%) than in Q3 FY24 (n = 13, 8.2%).

**Treatment Providers:** Treatment provider referrals were made to 40.2% (n = 74) of callers in Q3 FY25, the lowest so far this fiscal year (Q1 FY25: 50.7%, Q2 FY25: 47.4%).

**Refused:** Most Q3 FY25 helpline callers accepted a referral (n = 154, 83.7%), while only 30 (16.3%) refused any referral.

## Source of Helpline Information

The following points list the distribution of sources where callers reported learning about the helpline in Q3 FY25:

- Online 34.2% (n = 63)
- Casino/Lottery 10.3% (n = 19)
- Friends/Family 3.8% (n = 7)
- Billboard/Brochure 0.5% (n = 1)
- Other 6.5% (n = 12)
- Unwilling 44.6% (n = 82)

## Chats and Texts

Chats and text intakes came from the following sources in Q3 FY25:

- 1800 Gambler 34.1% (n = 30)
- MD Problem Gambling Live Chat 52.3% (n = 46)
- NCPG 13.6% (n = 12)

In Q2 FY25, MD Problem Gambling Live chat accounted for 54.5% (n = 36), of chat and text intakes, followed by 1800 Gambler at 39.4% (n = 26), and NCPG at 6.1% (n = 4).

## Website Traffic

There were 400,060 total web visits in Q3 FY25. The most visited website was [www.mdproblemgambling.org](http://www.mdproblemgambling.org), accounting for 51.8% of visits. This was followed by [www.winningbackmylife.com](http://www.winningbackmylife.com) at 36.1% of visits. The remaining visits were to [www.helpmygamblingproblem.org](http://www.helpmygamblingproblem.org) (12.0%) and [www.militarygamblesafe.org](http://www.militarygamblesafe.org) (0.1%).