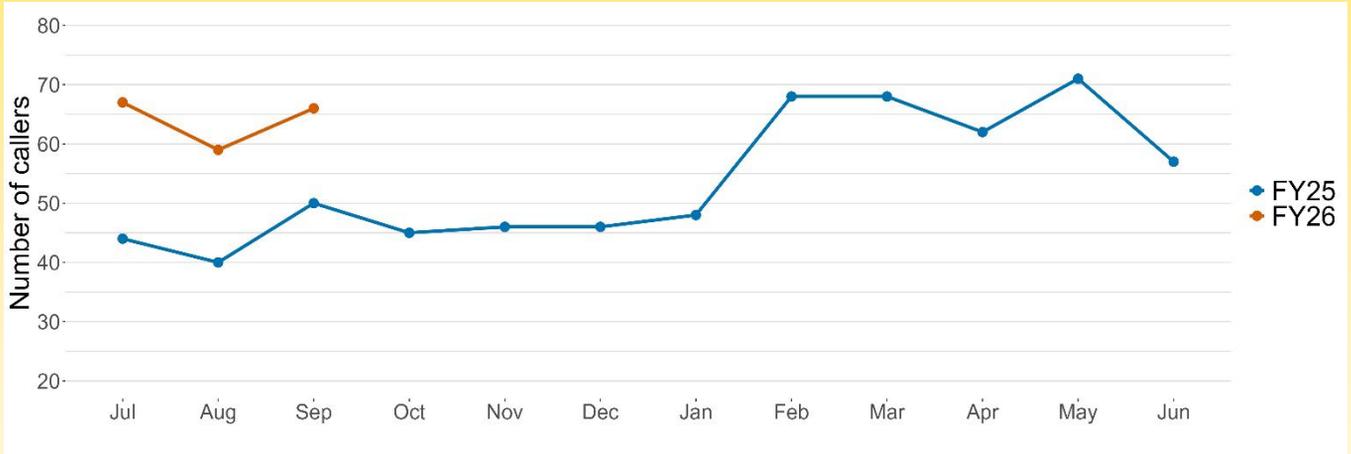
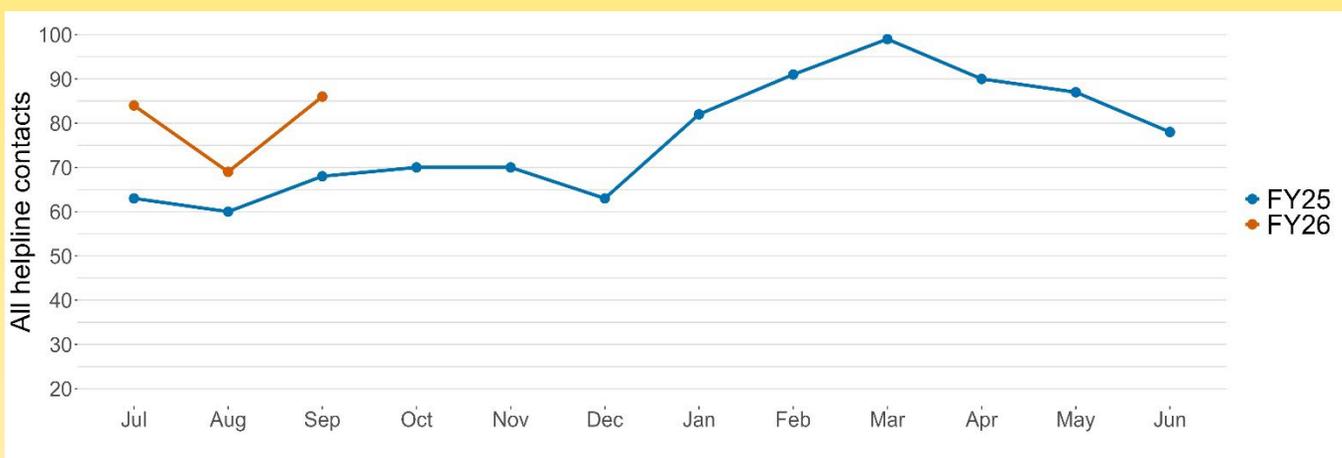


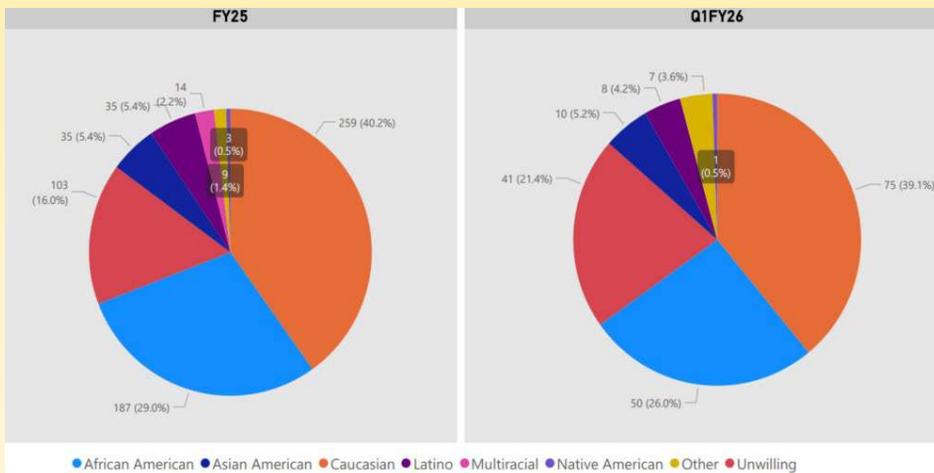
### Help Seeker Volume



### Total Helpline Contacts: Intakes, Chats, and Texts



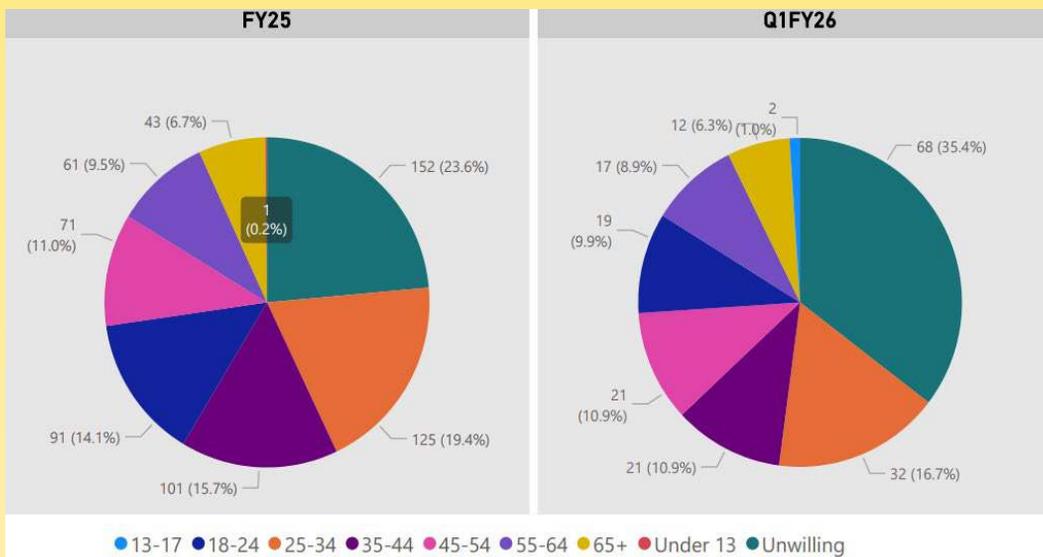
### Help Seeker Trends Amongst Callers Race and Ethnicity



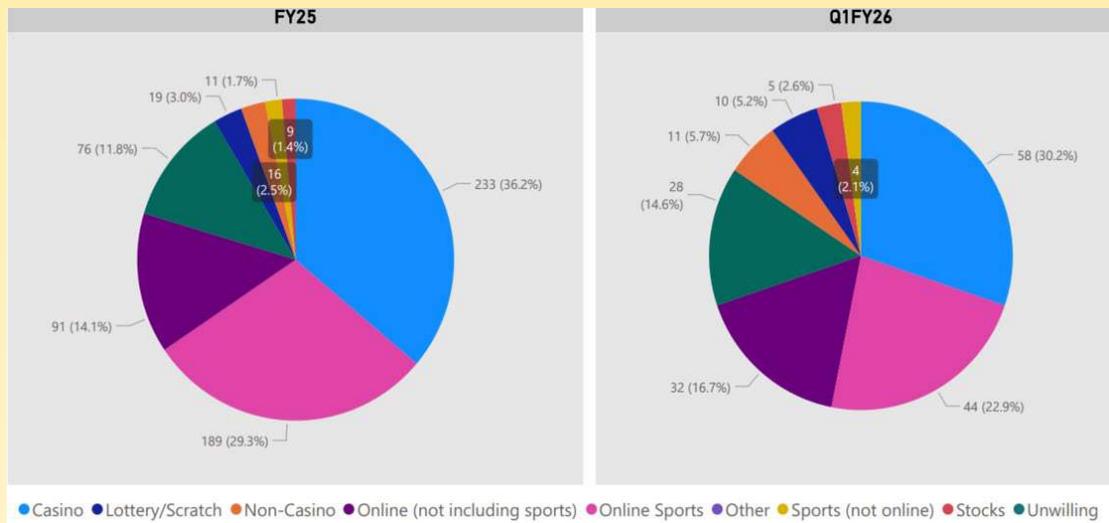


## Help Seeker Trends Amongst Callers

### Age group



### Main Gambling Problem

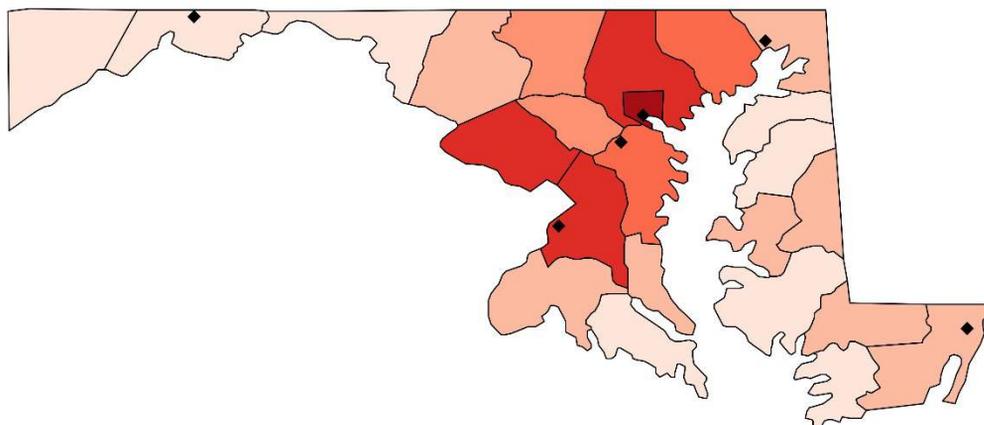




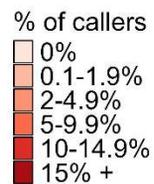
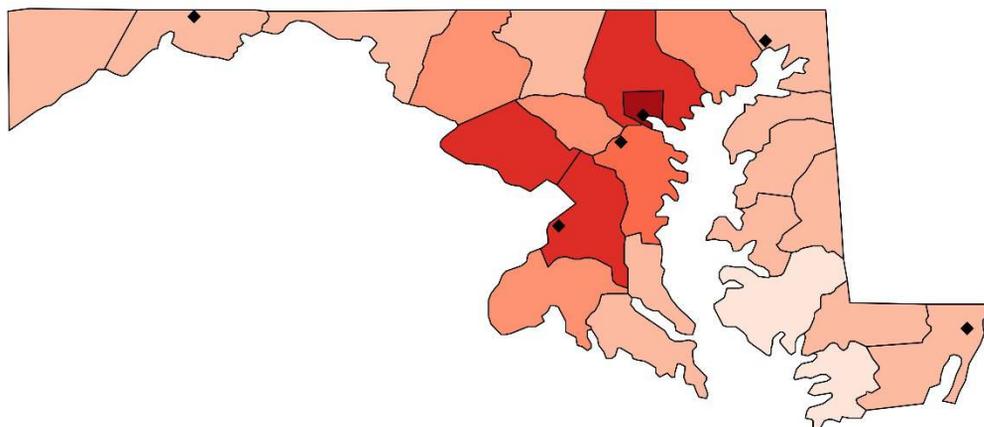
## Help Seeker Trends Amongst Callers

### Jurisdiction of Caller

Q1 FY26



FY25





## Summary

The helpline received 192 calls and 47 chat/texts during Q1 FY26. Most callers were gamblers (n = 139, 72.4%) and male (n = 111, 57.8%). Over one-third were between the ages of 18 and 44 (n = 72, 37.5%) and White (n = 75, 39.1%). Central Maryland accounted for the largest proportion of calls (n = 61, 31.8%). Casino-based gambling (n = 58, 30.2%) was the most reported issue and the primary reason for calling was to stop gambling (n = 155, 80.7%).

Over three-quarters of chat/text users were also gamblers (n = 37, 78.7%). 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.

## Caller Profile

**Jurisdiction:** The largest proportion of Q1 FY26 calls originated from Central Maryland (n = 61, 31.8%). Calls from Southern Maryland comprised 16.7% (n = 32) of the total, while Western Maryland accounted for 13.0% (n = 25). Fewer than 5% of calls were from Eastern Maryland (n = 9, 4.7%). Among Maryland-based calls, 31.0% (n = 49) were from Baltimore City and County. The largest proportion of calls in FY25 also came from Baltimore City and County (29.7%). Over one-tenth of Q1 FY26 calls were from Prince George's (n = 18, 11.4%) or Montgomery County (n = 17, 10.8%).

**Age:** In Q1 FY26, a larger proportion of callers were between the ages of 18 and 44 (n = 72, 37.5%) compared to those aged 45 and older (n = 50, 26.0%). A similar pattern was observed during the same quarter in the previous fiscal year, with 45.6% (n = 61) of callers aged 18 to 44 and 33.6% (n = 45) aged 45 and older. Over one-third of Q1 FY26 callers chose not to disclose their age (n = 68, 35.4%).

**Gender:** Over half of all Q1 FY26 callers identified as male (n = 111, 57.8%) and 40.1% (n = 77) as female. A small proportion of callers chose not to disclose their gender (n = 4, 2.1%).

**Ethnicity:** In Q1 FY26, 39.1% (n = 75) of callers identified as Caucasian, while 26.0% (n = 50) identified as African American. A similar proportion of callers identified as Caucasian (40.2%) and African American (29.0%) during FY25 overall.

**Who is Calling:** Most Q1 FY26 helpline calls came from gamblers (n = 139, 72.4%), while 16.1% (n = 31) came from family members, excluding significant others. Calls from significant others (n = 8, 4.2%), friends (n = 7, 3.6%), and clients or patients (n = 3, 1.6%) doubled in Q1 FY26 compared to Q4 FY25 (2.6%, 1.6%, and 0.5%, respectively).

**Intent:** In Q1 FY26, most callers reached out with the intention to stop gambling (80.7%, n = 155). This is a slight increase from Q4 FY25, where 77.4% (n = 147) called with the same intent. Only 4.7% (n = 9) and 2.1% (n = 4) of callers were seeking to control their gambling or called with the intent to reduce harm caused by their gambling this quarter. Additionally, fewer callers were unwilling to share their intentions this quarter (n = 24, 12.5%) compared to Q4 FY25 (n = 31, 16.3%).

**Primary Gambling Problem:** The most frequently reported gambling problem among Q1 FY26 callers was casino-based gambling (n = 58, 30.2%), with slots identified as the most problematic game (n = 17, 29.3%). Online sports betting was the next most reported issue, with 22.9% (n = 44) of callers reporting it as their primary concern. A similar pattern was observed throughout FY25 overall, with casino-based gambling accounting for 36.1% and online sports betting for 29.3% of primary issues reported. A similar proportion of callers this quarter (n = 4, 2.1%) reported non-online sports betting as their primary issue compared to FY25 callers overall (1.7%).

## Treatment Referrals

**Peer Support:** In Q1 FY26, 43.2% (n = 83) of callers were referred to peer support and 42.2% (n = 35) of those calls were warm transferred. Comparatively, a larger proportion of referrals (n = 69, 51.5%) and warm transfers (n = 32, 46.4%) were recorded in Q1 FY25.

**Internet:** This quarter recorded 20.3% (n = 39) of callers who were provided with internet resources as a referral and 9.4% (n = 18) who were provided with a referral to a specific web address. In Q4 FY25, only 5.8% (n = 11) of callers were referred to a specific web address, however, 30.5% (n = 58) were provided with internet resources.

**Gamblers Anonymous:** GA referrals were provided to 42.2% (n = 81) of callers this quarter. This proportion is lower than GA referrals recorded in FY25 overall (47.3%-58.4%).

**Lottery Self-Exclusion:** Over one-quarter of Q1 FY26 helpline callers were referred to the lottery-self exclusion program (n = 51, 26.6%). This proportion is higher than the 23.9% (n = 32) of callers were referred during Q1 FY25.



## Treatment Referrals Continued

**Maryland Coalition of Families:** MCF referrals were higher this quarter (Q1 FY26: n = 14, 7.3% ) than in Q1 FY25 (n = 9, 6.7%).

**Treatment Providers:** The proportion of referrals to treatment providers slightly declined from last quarter (Q4 FY25: n = 72, 37.9%) to this quarter (n = 61, 31.8%).

**Refused:** Most Q1 FY26 helpline callers accepted a referral (n = 161, 83.9%), while only 16.1% (n = 31) refused any referral.

## Source of Helpline Information

The following points list the distribution of sources where callers reported learning about the helpline in Q1 FY26:

- Online 40.1% (n = 77)
- Mobile app 0% (n = 0)
- Casino/Lottery 5.2% (n = 10)
- Friends/Family 3.1% (n = 6)
- Billboard/Brochure 0% (n = 0)
- Other 5.2% (n = 10)
- Unwilling 47.9% (n = 92)

Callers may provide more than one source.

## Chats and Text Profile

Over three quarters of those engaged with chat or text were gamblers (n = 37, 78.7%) and 8.5% (n = 4) were a concerned loved one.

Chats and text intakes came from the following sources in Q1 FY26:

- 1800 Gambler 44.7% (n = 21)
- MD Problem Gambling Live Chat 51.1% (n = 24)
- NCPG 4.3% (n = 2)

MD Problem Gambling Live Chat accounted for 44.6% (n = 29), of chat and text intakes in Q4 FY25. This was followed by 1800 Gambler with 36.9% (n = 24), and NCPG with 18.5% (n = 12).

## Website Traffic

Q1 FY26 saw a total of 37,961 web visits. The most visited website was [www.winningbackmylife.com](http://www.winningbackmylife.com), receiving 43.1% of visits. This was closely followed by [www.mdproblemgambling.org](http://www.mdproblemgambling.org), which accounted for 41.6% of visits. The sites least visited this quarter were [www.helpmgamblingproblem.org](http://www.helpmgamblingproblem.org) with 14.6% and [www.militarygamblsafe.org](http://www.militarygamblsafe.org) with 0.8% of visits.