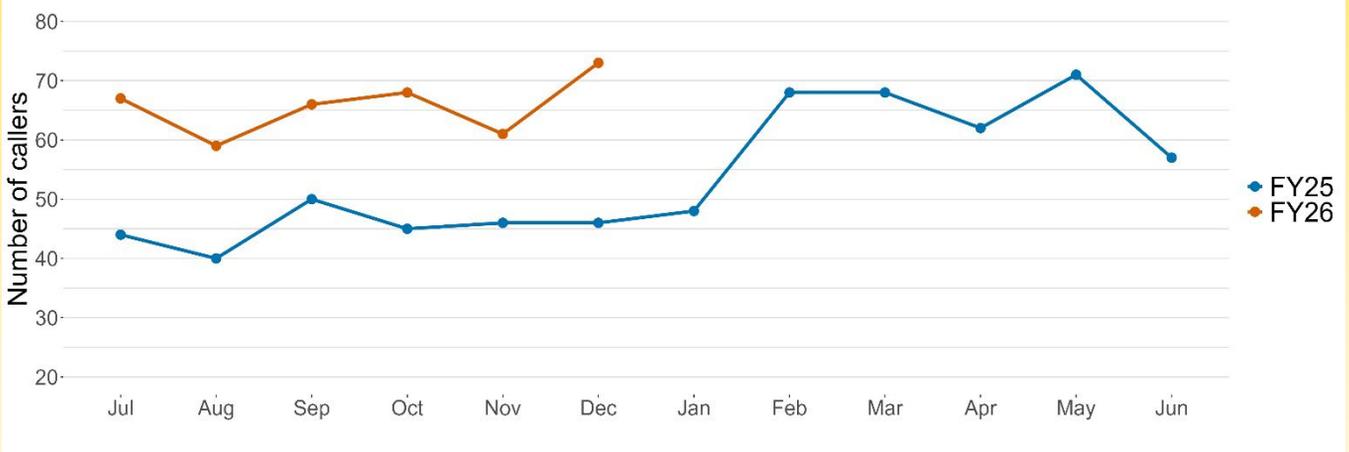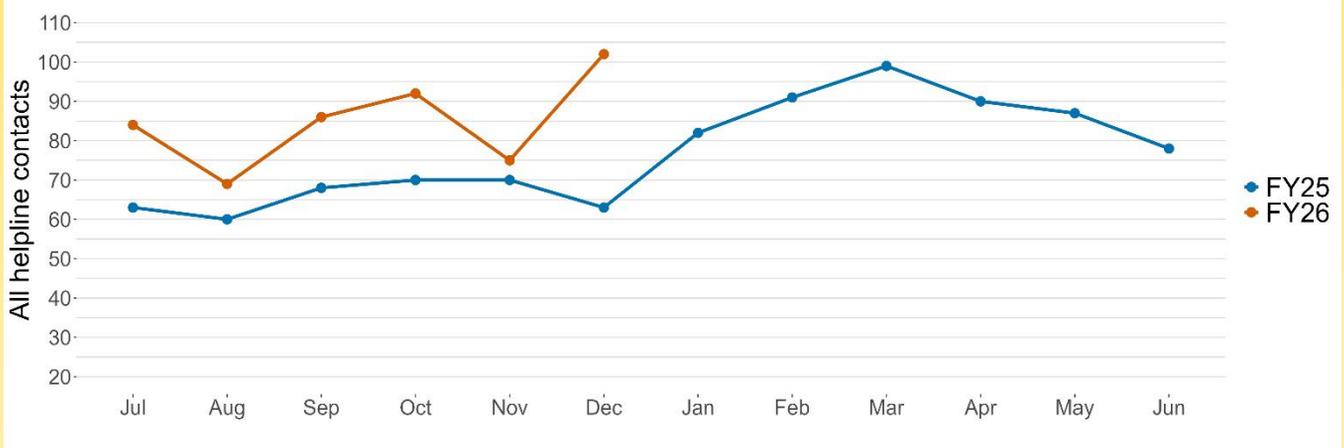## Help Seeker Volume
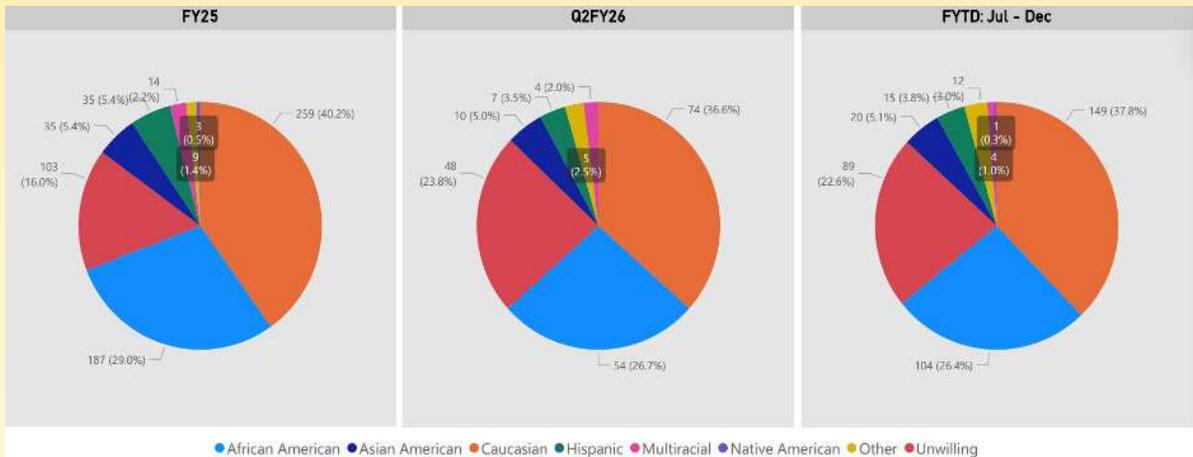

Total Helpline Contacts: Intakes, Chats, and Texts

Help Seeker Trends Amongst Callers
Race and Ethnicity

- African American
- Asian American
- Caucasian
- Hispanic
- Multiracial
- Native American
- Other
- Unwilling

Help Seeker Trends Amongst Callers

Age group

FY25	Q2FY26	FYTD: Jul – Dec

FY25
- 152 (23.6%)
- 1 (0.2%)
- 43 (6.7%)
- 61 (9.5%)
- 71 (11.0%)
- 91 (14.1%)
- 101 (15.7%)
- 125 (19.4%)

Q2FY26
- 69 (34.2%)
- 12 (5.9%)
- 12 (5.9%)
- 23 (11.4%)
- 1 (0.5%)
- 27 (13.4%)
- 28 (13.9%)
- 30 (14.9%)

FYTD: Jul – Dec
- 137 (34.8%)
- 24 (6.1%)
- 33 (8.4%)
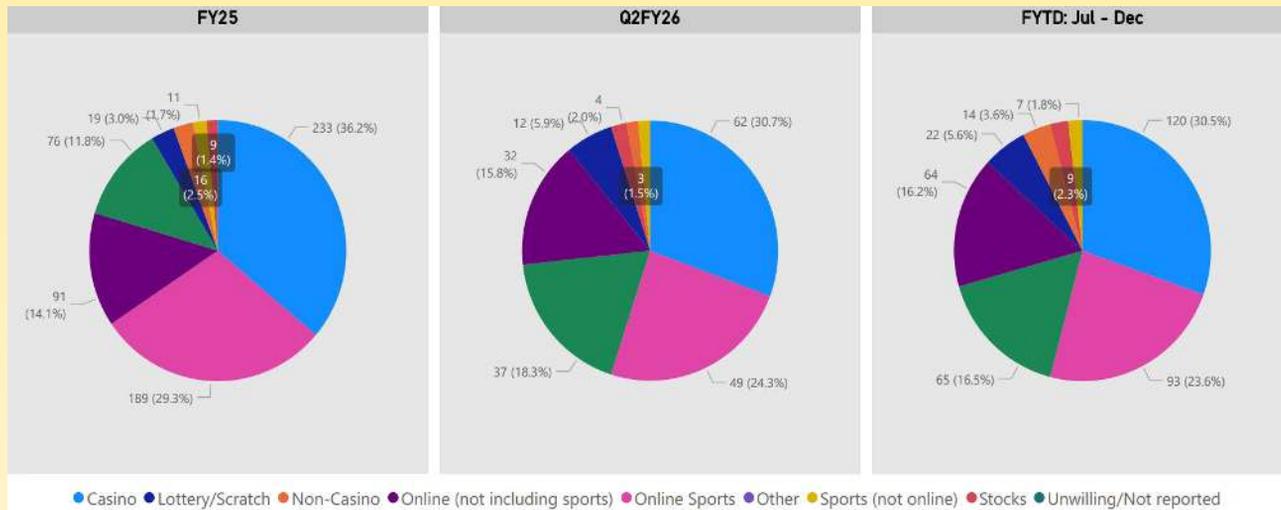- 42 (10.7%)
- 2 (0.5%)
- 44 (11.2%)
- 51 (12.9%)
- 60 (15.2%)

● 13-17 ● 18-24 ● 25-34 ● 35-44 ● 45-54 ● 55-64 ● 65+ ● Under 13 ● Unwilling

Main Gambling Problem

FY25	Q2FY26	FYTD: Jul – Dec

FY25
- 233 (36.2%)
- 11 (1.7%)
- 19 (3.0%)
- 76 (11.8%)
- 9 (1.4%)
- 16 (2.5%)
- 91 (14.1%)
- 189 (29.3%)

Q2FY26
- 62 (30.7%)
- 4 (2.0%)
- 12 (5.9%)
- 32 (15.8%)
- 3 (1.5%)
- 37 (18.3%)
- 49 (24.3%)

FYTD: Jul – Dec
- 120 (30.5%)
- 7 (1.8%)
- 14 (3.6%)
- 22 (5.6%)
- 64 (16.2%)
- 9 (2.3%)
- 65 (16.5%)
- 93 (23.6%)

● Casino ● Lottery/Scratch ● Non-Casino ● Online (not including sports) ● Online Sports ● Other ● Sports (not online) ● Stocks ● Unwilling/Not reported
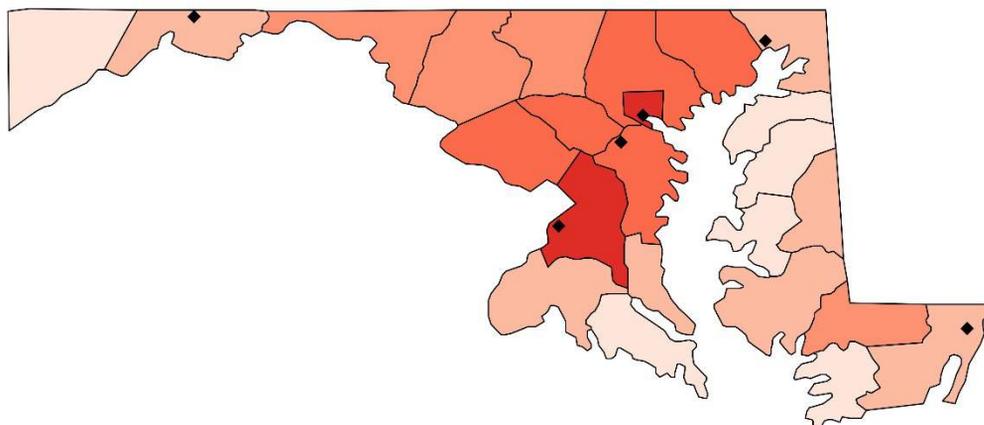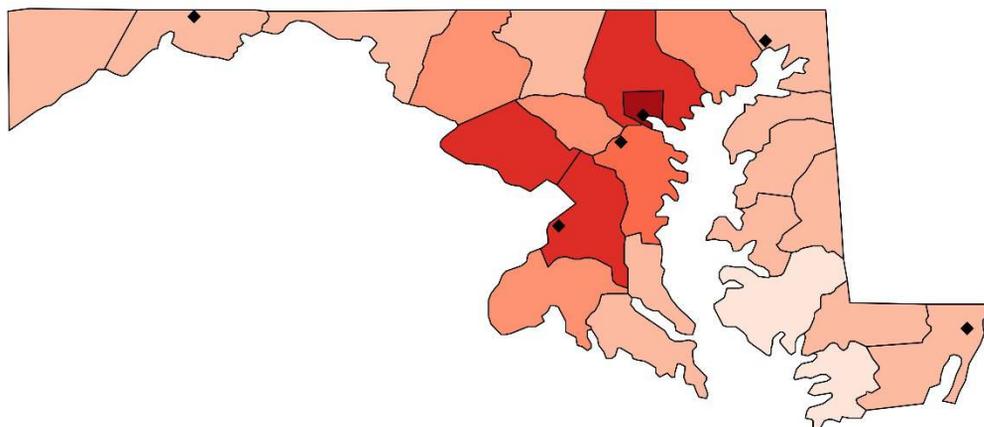
Help Seeker Trends Amongst Callers

Jurisdiction of Caller

Q2 FY26

FY25

% of callers
- 0%
- 0.1-1.9%
- 2-4.9%
- 5-9.9%
- 10-14.9%
- 15% +

Summary

During Q2 FY26, the helpline received 202 calls and 67 chat/texts. Most callers were gamblers (n = 156, 77.2%), male (n = 121, 59.9%) and a large proportion were between the ages of 18 and 44 (n = 81, 40.1%). More than one-third of callers identified as White (n = 74, 36.6%), while Central Maryland accounted for the largest proportion of calls (n = 62, 30.7%). The most reported gambling problem was casino-based gambling (n = 62, 30.7%) and the majority of callers contacted the helpline with the intention to stop gambling (n = 163, 80.7%).

Most chat/text users were also gamblers (n = 44, 65.7%). 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: Similar to previous reporting periods, approximately one-third of calls originated from Central Maryland in Q2 FY26 (n = 62, 30.7%). Comparatively, this proportion was slightly higher in Q2 FY25 at 35.0%. Southern Maryland accounted for 19.3% (n = 39) of all Q2 FY26 calls, while Western Maryland comprised 16.3% (n = 33). Among Q2 FY26 Maryland-based calls, the highest volumes were from Baltimore City (n = 26, 14.7%) and Prince George's County (n = 22, 12.4%), followed by Montgomery County (n = 17, 9.6%) and Baltimore County (n = 14, 9.6%).

Age: A larger proportion of Q2 FY26 callers were between the ages of 18 and 44 (n = 81, 40.1%) compared to those aged 45 and older (n = 51, 25.2%). A similar pattern was observed in FY25 overall, with 49.2% of callers between ages 18 to 44 years old and 27.2% ages 45 and older.

Gender: Most Q2 FY26 callers identified as male (n = 121, 59.9%), while 38.1% (n = 77) identified as female. Fewer than 1% (n = 1, 0.5%) identified as non-binary and 1.5% (n = 3) did not disclose their gender.

Ethnicity: Over one-third of Q2 FY26 callers identified as White (n = 74, 36.6%), followed by over one-quarter who identified as African American (n = 54, 26.7%). During Q2 FY25, a similar proportion of callers identified as White (n = 49, 35.8%), while a slightly higher proportion identified as African American (n = 48, 35.0%).

Who is Calling: Gamblers represented over-three quarters of all Q2 FY26 helpline callers (n = 156, 77.2%). Other family members, excluding significant others, accounted for 13.4% (n = 27). A similar distribution was observed in Q2 FY25, with gamblers comprising 78.8% (n = 108) of callers and other family members representing 13.1% (n = 18).

Intent: In Q2 FY26, the majority of callers contacted the helpline with the intention to stop gambling (n = 163, 80.7%). A similar proportion of callers reported the same intent in Q1 FY26 (n = 155, 80.7%). During Q2 FY26, 5.9% (n = 12) of callers contacted the helpline with intentions to control their gambling, and 1.0% (n = 2) reported intentions to reduce harm caused by their gambling. An identical percentage of callers were unwilling to share their intentions for calling the helpline in both Q2 FY26 (n = 25, 12.4%) and Q1 FY26 (n = 24, 12.5%).

Primary Gambling Problem: Casino-based gambling was the most frequently reported gambling problem among Q2 FY26 callers (n = 62, 30.7%), with slots identified as the preferred game (n = 30, 48.4%). The next most reported issue was online sports betting, with just under one-quarter of callers identifying it as their primary concern (n = 49, 24.3%). This distributional trend is similar to what was observed across FY25 and FY26 to date, with the exception of Q2 FY25 where online sports betting (n = 50, 36.5%) was slightly higher than casino-based gambling (n = 47, 34.3%). Additionally, in Q2 FY26, online gambling (excluding sports betting) accounted for 15.8% (n = 32) of calls.

Treatment Referrals

Peer Support: In Q2 FY26, 44.6% (n = 90) of callers were referred to peer support, with over half of those calls resulting in a warm transfer (n = 51, 56.7%). This represents an increase from Q2 FY25, when 31.4% (n = 43) of callers were referred to peer support and 44.2% (n = 19) of those calls resulted in a warm transfer.

Internet: Less than one-quarter of callers were provided with internet resources as a referral (n = 40, 19.8%) and 12.9% (n = 26) were provided a referral to a specific website in Q2 FY26. Comparatively, Q1 FY26 callers received fewer referrals to specific websites (n = 18, 9.4%), while a similar proportion of Q1 FY26 callers were provided with internet resources (N = 39, 20.3%).

Gamblers Anonymous: Referrals to GA were provided to 38.6% (n = 78) of callers this quarter. This proportion is lower than the range of referrals to GA recorded in FY25 overall (47.3%-58.4%).

Treatment Referrals Continued

Lottery Self-Exclusion: A slightly larger proportion of callers were referred to the lottery self-exclusion program in Q2 FY26 (n = 60, 29.7%) than in Q2 FY25 (n = 35, 25.5%).

Maryland Coalition of Families: MCF referrals slightly increased from the previous quarter (Q1 FY26: n = 14, 7.3%) to the current one (Q2 FY26: n = 19, 9.4%).

Treatment Providers: Referrals to treatment providers this quarter (n = 61, 30.2%) were similar to Q1 FY26 (n = 61, 31.8%), but lower than Q2 FY25 (n = 65, 47.4%).

Refused: Most Q2 FY26 helpline callers accepted a referral (n = 168, 83.2%), while 16.8% (n = 34) refused any referral.

Source of Helpline Information

The following points list the distribution of sources where callers reported learning about the helpline in Q2 FY26:
- Online 40.1% (n = 81)
- Mobile app 1% (n = 2)
- Casino/Lottery 5.4% (n = 11)
- Friends/Family 3.5% (n = 7)
- Billboard/Brochure 0% (n = 0)
- Other 4.5% (n = 9)
- Unwilling 48.5% (n = 98)

Callers may provide more than one source.

Chats and Text Profile

Most chat and text intakes were from gamblers (n = 44, 65.7%) and nearly one-quarter were a concerned loved one (n = 16, 23.9%).

Chats and text intakes came from the following sources in Q2 FY26:
- 1800 Gambler 25.4% (n = 17)
- MD Problem Gambling Live Chat 62.7% (n = 42)
- NCPG 11.9% (n = 8)

MD Problem Gambling Live Chat accounted for 51.1% (n = 24), of chat and text intakes in Q1 FY26. This was followed by 1800 Gambler with 44.7% (n = 21), and NCPG with 4.3% (n = 2).

Website Traffic

In Q2 FY26, there were 126,361 total web visits. The most visited website was www.winningbackmylife.com, accounting for 65.2% of visits. The next most visited site was www.mdproblemgambling.org, representing 24.9% of visits. The remaining visits were to www.helpmygamblingproblem.org (9.3%) and www.militarygamblesafe.org (0.6%).