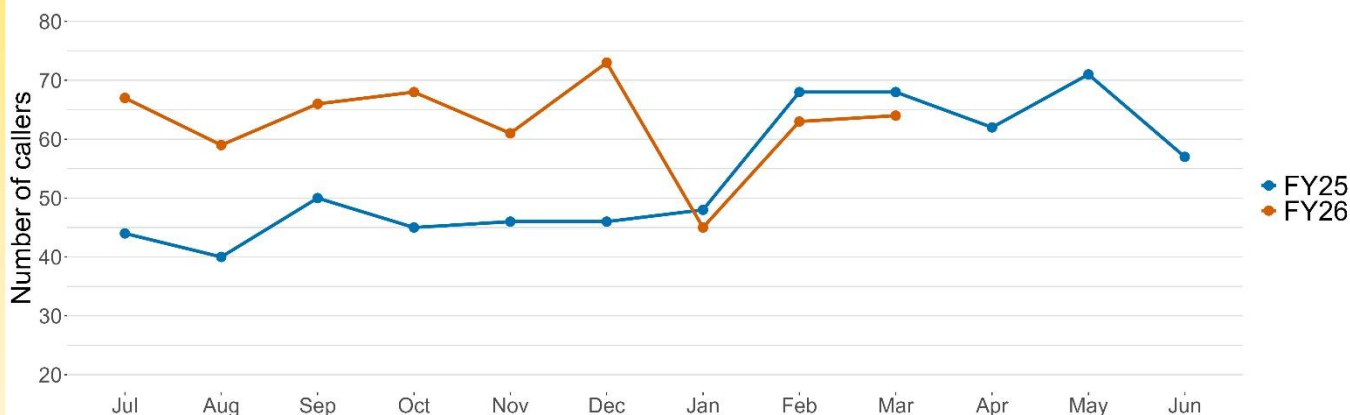
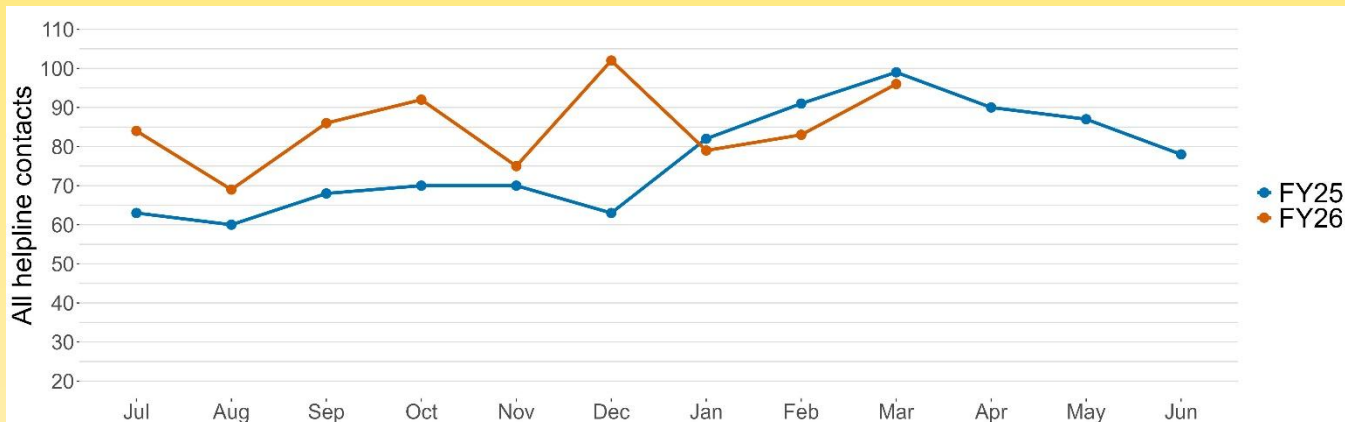




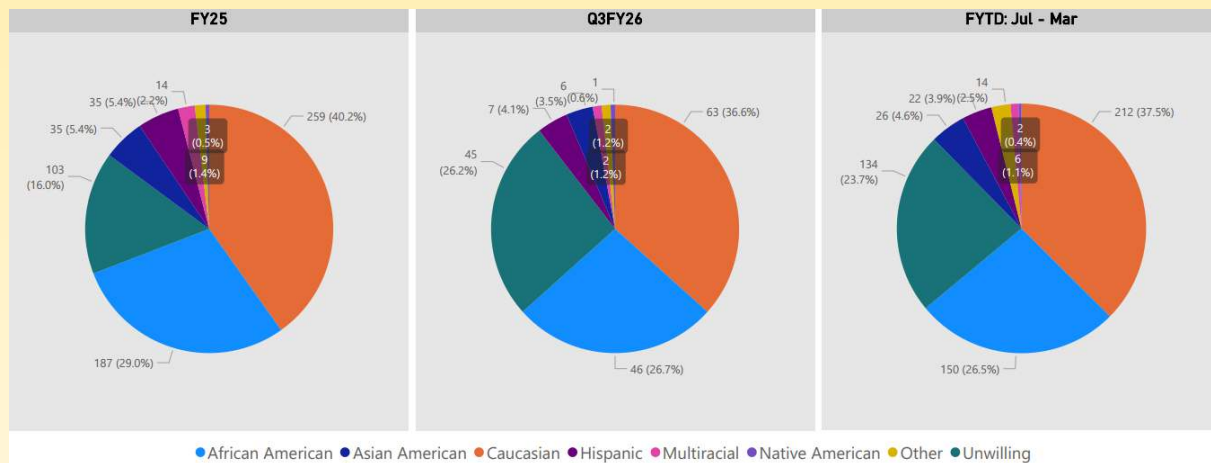
Help Seeker Volume



Total Helpline Contacts: Intakes, Chats, and Texts



Help Seeker Trends Amongst Callers Race and Ethnicity



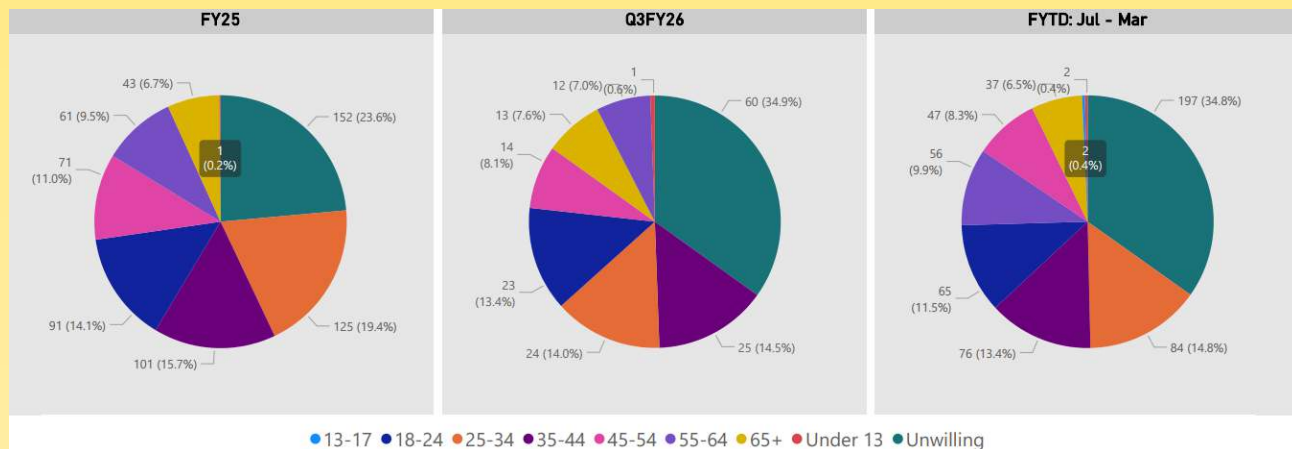


Maryland Center of Excellence on Problem Gambling Helpline Report

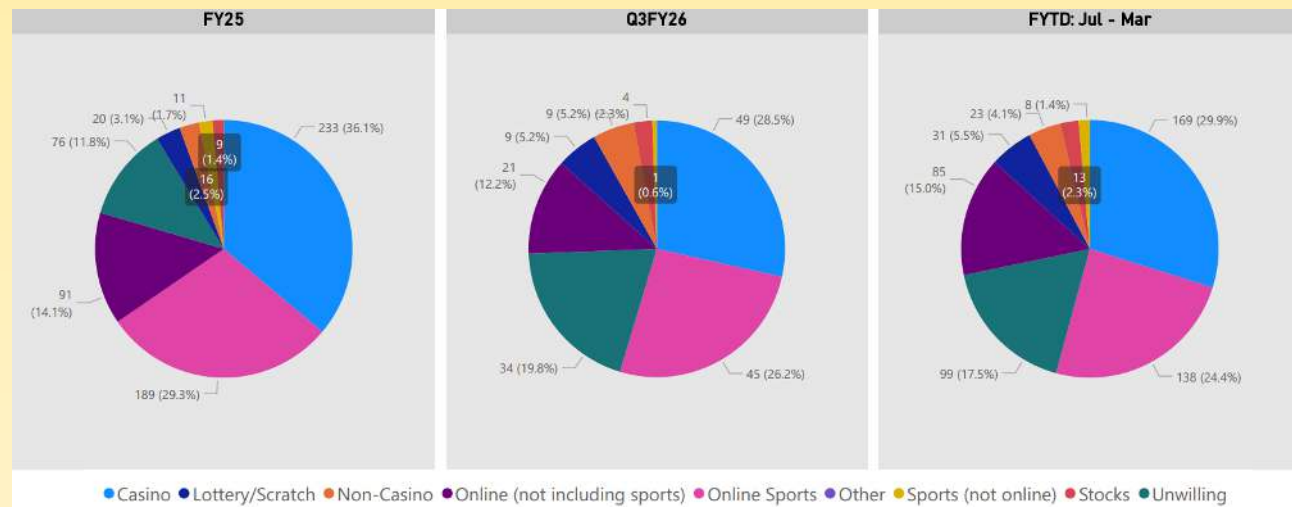
FY26 Q3

Help Seeker Trends Amongst Callers

Age group



Main Gambling Problem

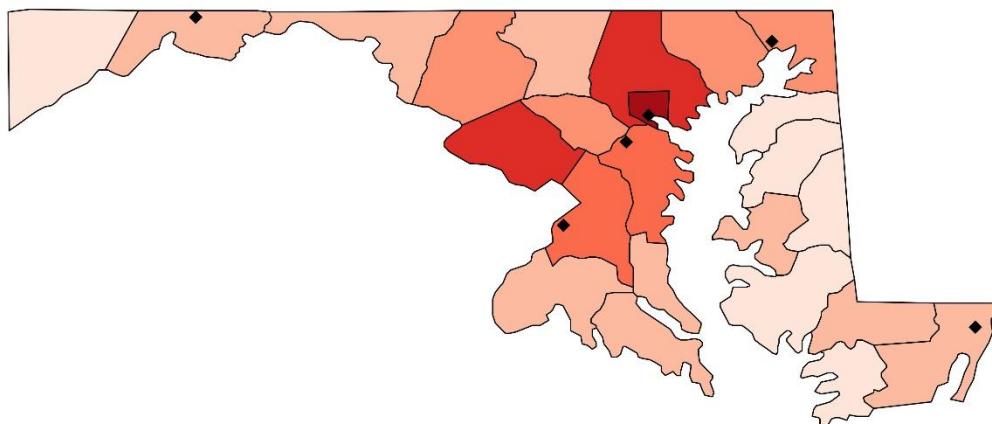




Help Seeker Trends Amongst Callers

Jurisdiction of Caller

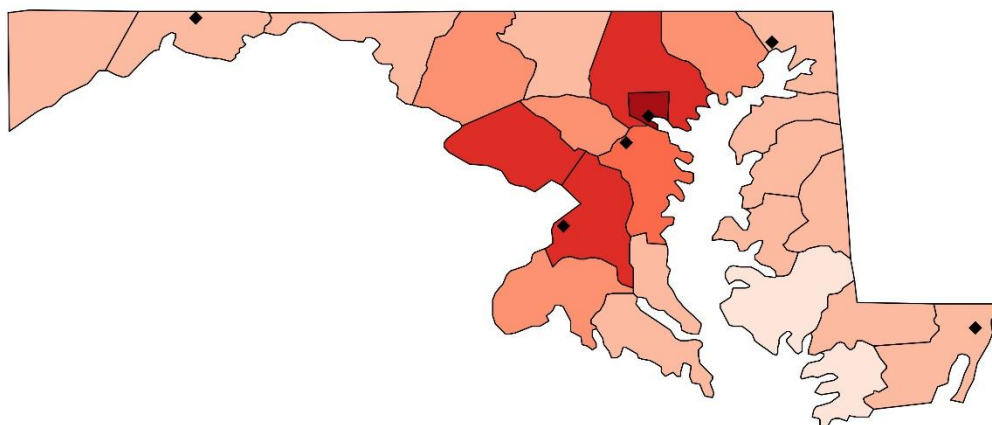
Q3 FY26



% of callers

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

FY25





Summary

The helpline received 172 calls and 86 chat/texts. Over three-fourths of callers were gamblers ($n = 133$, 77.3%) and a large proportion were between the ages of 18 and 44 ($n = 72$, 41.9%). More than one-third of callers identified as White ($n = 63$, 36.6%) and nearly one-third called from Central Maryland ($n = 56$, 32.6%). The most reported gambling problem was casino-based gambling ($n = 49$, 28.5%) and most callers contacted the helpline with the intention to stop gambling ($n = 132$, 76.7%).

Most chat/text users were also gamblers ($n = 61$, 70.9%). 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: In Q3 FY26, Central Maryland continued to represent the largest share of helpline calls, accounting for nearly one-third of all calls ($n = 56$, 32.6%). This is similar to what was observed during Q3 FY25, with 31.0% ($n = 57$) of calls also originating in Central Maryland. Southern Maryland accounted for 17.4% ($n = 30$) of calls, while Western Maryland comprised 16.3% ($n = 28$). Among Maryland-based calls, Baltimore City ($n = 25$, 16.8%) reported the highest volume, followed by Montgomery County ($n = 20$, 13.4%) and Baltimore County ($n = 19$, 12.8%).

Age: Callers between the ages of 18 and 44 ($n = 72$, 41.9%) represented nearly twice the proportion of those aged 45 and older ($n = 39$, 22.7%) in Q3 FY26. A similar pattern was observed in Q3 FY25 for both age groups (18-44: 46.2%, 45+: 28.2%).

Gender: In Q3 FY26, the majority of callers identified as male ($n = 114$, 66.3%), followed by 32.0% ($n = 55$) who identified as female. A small proportion identified as non-binary ($n = 1$, 0.6%) or did not disclose their gender ($n = 2$, 1.2%).

Ethnicity: Over one-third of Q3 FY26 callers identified as White ($n = 63$, 36.6%), followed by over one-quarter who identified as African American ($n = 46$, 26.7%). This is a similar margin as in FY25, when 40.2% of callers identified as White and 29.0% identified as African American. More callers were unwilling to provide their race or ethnicity in

Q3 FY26 (26.2%) compared to FY25 (16.0%).

Who is Calling: Most Q3 FY26 callers were gamblers ($n = 133$, 77.3%), while other family members, excluding significant others, represented 13.4% ($n = 23$). The proportion of gamblers was slightly lower than what was observed during FY25 overall (range: 78.8%-85.8%), whereas the proportion of other family members was slightly higher compared to FY25 (range: 6.7%-13.1%).

Intent: Over three-fourths of Q3 FY26 callers contacted the helpline with the intention to stop gambling ($n = 132$, 76.7%). However, a larger proportion of callers intending to stop gambling reached out to the helpline in Q3 FY25 ($n = 156$, 84.8%) and in previous FY26 quarters (Q1 FY26: 80.7%, Q2 FY26: 80.7%). A slightly larger proportion of callers were unwilling to share their intentions for calling this quarter ($n = 27$, 15.7%) compared to Q1 FY26 ($n = 24$, 12.5%) and Q2 FY26 ($n = 25$, 12.4%). Few callers contacted the helpline with intentions to control their gambling ($n = 10$, 5.8%) or reduce the harm their gambling caused ($n = 3$, 1.7%) in Q3 FY26.

Primary Gambling Problem: The most frequently reported gambling problem among Q3 FY26 callers was casino-based gambling ($n = 49$, 28.5%). Of these, 36.7% ($n = 18$) identified slots as their game of choice. Online sports betting closely followed, with slightly over one-quarter of callers reporting it as their primary problem ($n = 45$, 26.2%). Compared to Q3 FY25, casino-based gambling decreased from 37.0% ($n = 68$), while online sports gambling remained consistent ($n = 48$, 26.1%). In Q3 FY26, over one-tenth of callers identified online gambling (excluding sports betting) as their primary issue ($n = 21$, 12.2%).

Treatment Referrals

Peer Support: Peer support referrals were provided to 39.5% ($n = 68$) of callers, of which 35.3% ($n = 24$) were warm transfers. These proportions represent a decrease from prior quarters this fiscal year, with Q1 reporting 43.2% ($n = 83$) referrals and 42.2% ($n = 35$) warm transfers, and Q2 reporting 44.6% ($n = 90$) referrals and 56.7% ($n = 51$) warm transfers.

Internet: In Q3 FY26, less than one-quarter of callers were provided with internet resources ($n = 38$, 22.1%), while 29.1% ($n = 50$) were provided a referral to a specific website. Both proportions increased compared to Q2 FY26, when 19.8% ($n = 40$) of callers were provided with internet resources and 12.9% ($n = 26$) were referred to a specific website.



Treatment Referrals Continued

Gamblers Anonymous: GA referrals were provided to 40.7% (n = 70) of callers. This proportion is slightly lower than what was recorded in Q3 FY25 (n = 87, 47.3%).

Lottery Self-Exclusion: A slightly larger proportion of callers were referred to the lottery self-exclusion program in Q3 FY26 (n = 50, 29.1%) than in Q3 FY25 (n = 45, 24.5%).

Parents Place of Maryland: Less than one-tenth of callers were referred to PPMD this quarter (n = 13, 7.6%).

Treatment Providers: Referrals to treatment providers this quarter (n = 54, 31.4%) were similar to Q1 FY26 (n = 61, 31.8%) and Q2 FY26 (n = 61, 30.2%).

Refused: Most Q3 FY26 helpline callers accepted a referral (n = 141, 82.0%), while 18.0% (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 Q3 FY26:

- Online 45.9% (n = 79)
- Mobile app 0% (n = 0)
- Casino/Lottery 4.7% (n = 8)
- Friends/Family 5.2% (n = 9)
- Billboard/Brochure 1.2% (n = 2)
- Other 4.7% (n = 8)
- Unwilling 39.0% (n = 67)

Callers may provide more than one source.

Chats and Text Profile

Most chat and text intakes were from gamblers (n = 61, 70.9%) and 29.1% (n = 25) were a concerned loved one.

Chats and text intakes came from the following sources in Q3 FY26:

- 1800 Gambler 37.2% (n = 32)
- MD Problem Gambling Live Chat 52.3% (n = 45)
- NCPG 10.5% (n = 9)

MD Problem Gambling Live Chat accounted for 62.7% (n = 42), of chat and text intakes in Q2 FY26. This was followed by 1800 Gambler with 25.4% (n = 17), and NCPG with 11.9% (n = 8).

Website Traffic

In Q3 FY26, there were 272,168 total web visits. The majority of visits were to www.winningbackmylife.com (78.0%), followed by www.mdproblemgambling.org (12.2%). The remaining visits were to www.helpmygamblingproblem.org (9.5%) and www.militarygamblesafe.org (0.2%).