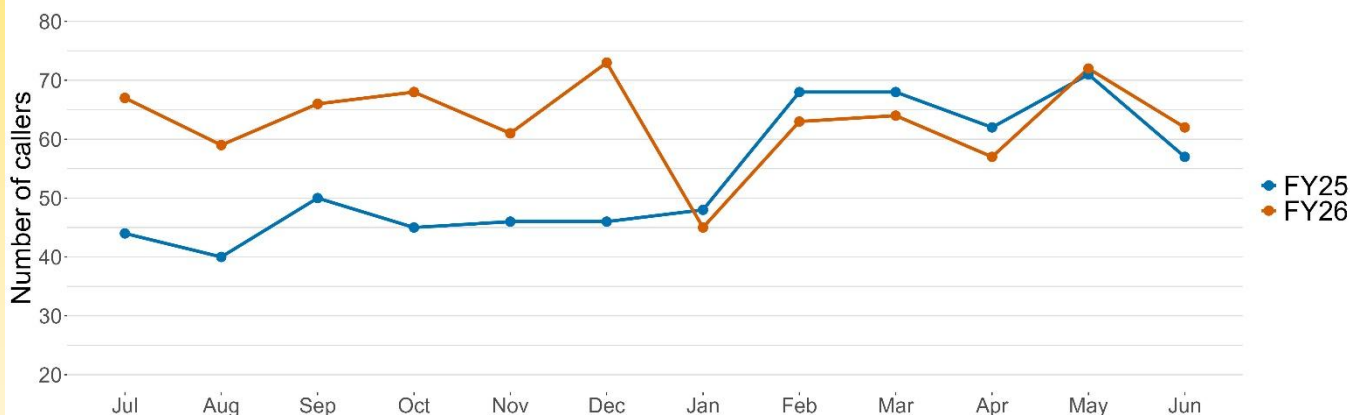
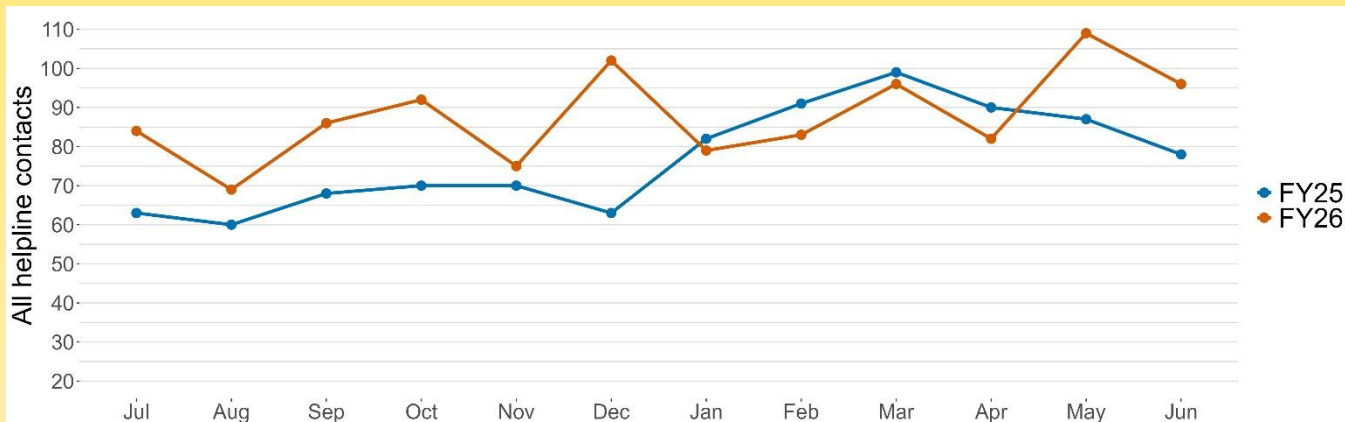




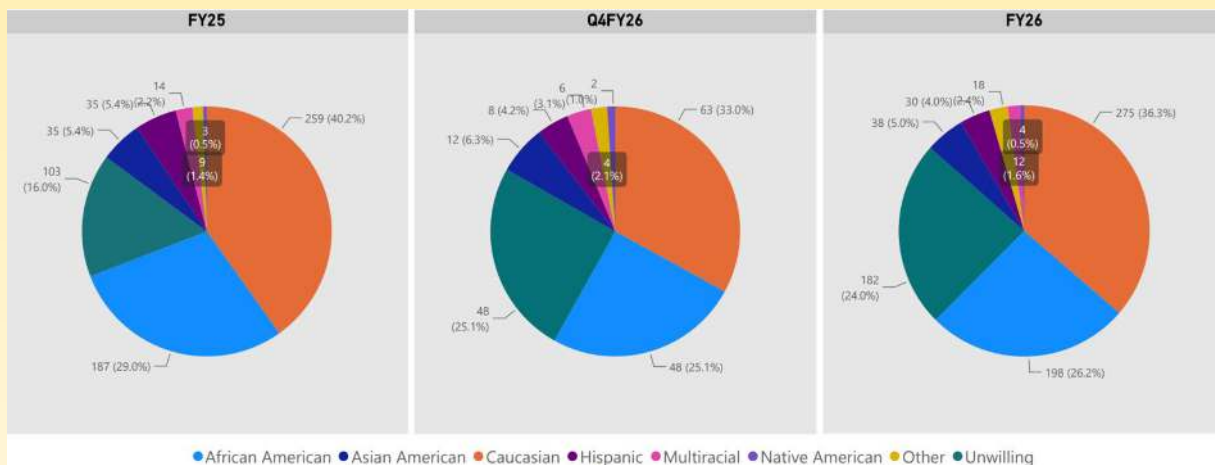
Help Seeker Volume



Total Helpline Contacts: Intakes, Chats, and Texts



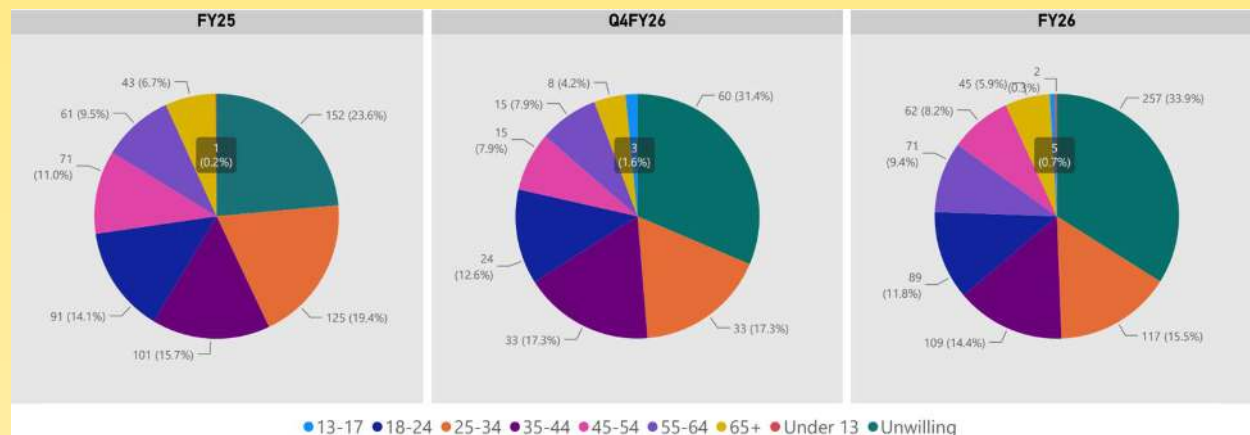
Help Seeker Trends Amongst Callers Race and Ethnicity



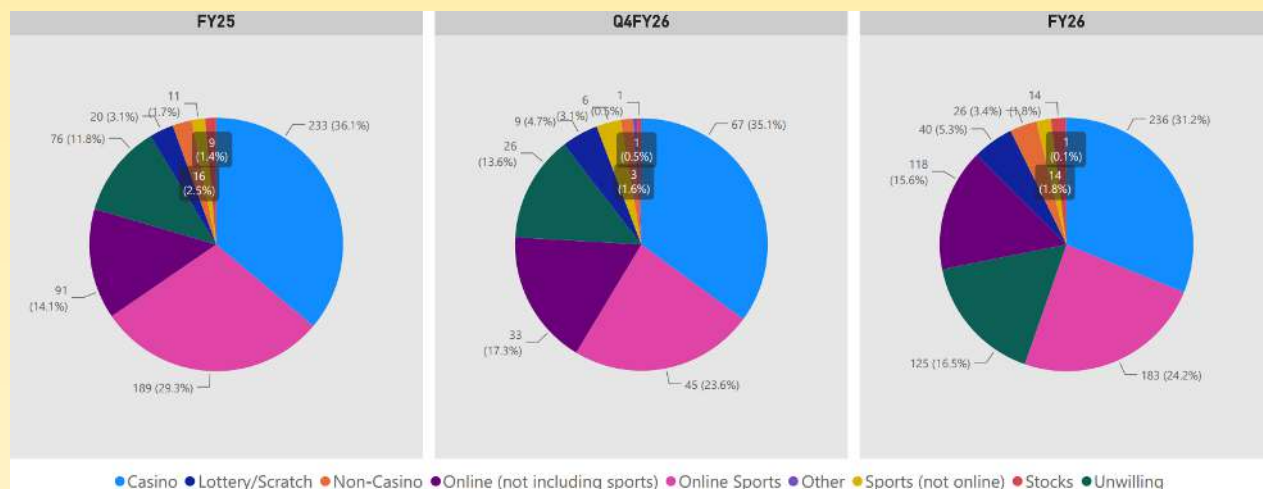


Help Seeker Trends Amongst Callers

Age group



Main Gambling Problem

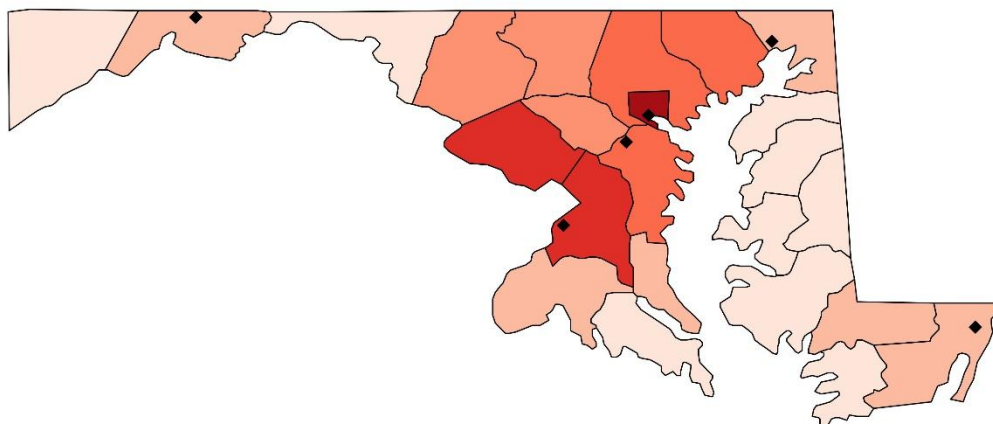




Help Seeker Trends Amongst Callers

Jurisdiction of Caller

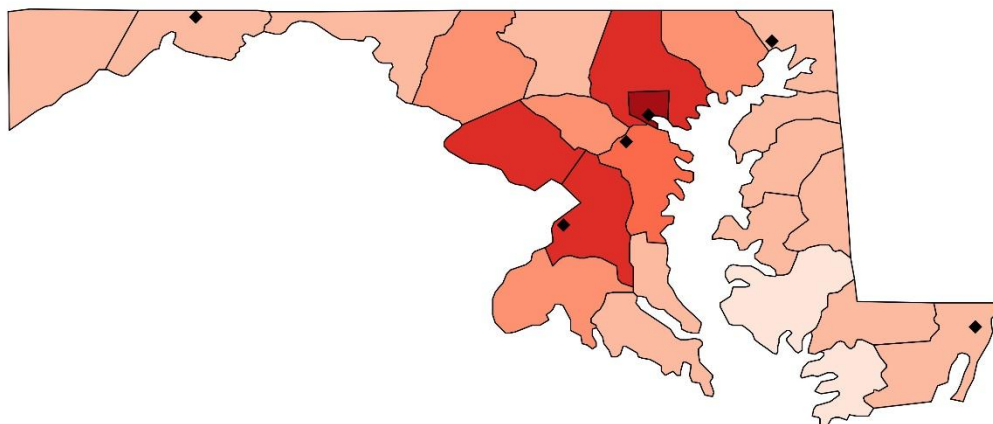
Q4 FY26



% of callers

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

FY25





Summary

During Q4 FY26, the helpline received 191 calls and 96 chat/texts. Just over three-quarters of callers were gamblers (n = 147, 77.0%), most identified as male (n = 116, 60.7%), and nearly half were between the ages of 18 and 44 (n = 90, 47.1%). Slightly over one-third called from Central Maryland (n = 66, 34.6%) and 33.0% (n = 63) identified as White. The most reported gambling problem was casino-based gambling (n = 67, 35.1%) and most callers contacted the helpline with the intention to stop gambling (n = 156, 81.7%).

Just over three-quarter of chat/text users were also gamblers (n = 73, 76.0%). 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: Central Maryland continued to account for the largest share of calls to the helpline in Q4 FY26, representing just over one-third of all calls (n = 66, 34.6%). Calls from Southern and Western Maryland each accounted for 18.8% (n = 36) of the total, while Eastern Maryland represented fewer than 3.0% (n = 5). Among calls originating from Maryland, 21.0% (n = 34) came from Baltimore City, followed by Montgomery County (n = 23, 14.2%) and Prince George's County (n = 20, 12.3%).

Age: Nearly one-half of callers were between the ages of 18 and 44 (n = 90, 47.1%) in Q4 FY26. This was more than double the proportion of those aged 45 and older (n = 38, 19.9%). Callers between the ages of 18 and 44 have consistently represented the largest age group across each quarter of FY26.

Gender: Most callers in Q4 FY26 identified as male (n = 116, 60.7%), while 38.2% (n = 73) identified as female and 1.0% (n = 2) chose not to disclose their gender.

Ethnicity: In Q4 FY26, one-third of callers identified as White (n = 63, 33.0%), while one-quarter (n = 48, 25.1%) identified as African American. This distribution was generally consistent with previous FY26 quarters, with White and African American callers continuing to represent the two largest groups.

Who is Calling: Just over three-quarters of Q4 FY26 callers were gamblers (n = 147, 77.0%). Other family members, excluding significant others, accounted for 13.6% (n = 26). The proportion of gamblers this quarter was slightly lower than in Q4 FY25 (80.5%) and was consistent with the overall distribution observed throughout FY26 (Gamblers: 72%-77%; Other family members: 13%-16%).

Intent: More callers reached out with the intention to stop gambling in Q4 FY26 (n = 156, 81.7%) than in Q4 FY25 (77.4%). During Q4 FY26, fewer than 3.0% reported an intention to control their gambling (n = 5, 2.6%) or reduce harm caused by gambling (n = 4, 2.1%). Comparatively, in Q4 FY25, the proportion of callers with intent to control their gambling was approximately twice as high (5.3%), while the proportion seeking to reduce harm caused by gambling was similar (1.1%). In Q4 FY26, 13.6% (n = 26) callers were unsure or unwilling to provide their intentions for contacting the helpline.

Primary Gambling Problem: In Q4 FY26, casino-based gambling was reported by just over one-third of callers as their primary gambling problem (n = 67, 35.1%), representing the highest proportion recorded during the fiscal year (Q1-Q3 range: 29%-31%). Among those who reported casino-based gambling in Q4 FY26, 43.3% (n = 29) identified slots as their preferred game. Online sports betting closely followed, with nearly one-quarter of callers identifying it as their primary concern (n = 45, 23.6%). Online gambling (excluding sports betting) was reported as the primary gambling problem by 17.3% (n = 33) of callers.

Treatment Referrals

Peer Support: Peer support referrals were provided to 41.9% (n = 80) of callers, with slightly over half of those referrals resulting in a warm transfer (n = 41, 51.2%). This pattern was similar to that observed in Q2 FY26, when 44.6% of callers received peer support referrals and 56.7% of those referrals resulted in a warm transfer.

Internet: In Q4 FY26, 22.5% (n = 43) of callers were provided with internet resources as a referral, while 30.4% (n = 58) received a referral to a specific website. The proportion of callers receiving internet resources remained consistent throughout FY26 (range: 20%-22%). Comparatively, referrals to a specific website reached their highest in Q4 FY26, following a steady increase from 9.4% in Q1 to 29.1% in Q3.



Treatment Referrals Continued

Gamblers Anonymous: Referrals to GA were provided to 42.9% (n = 82) of callers. This proportion is similar to that observed in previous FY26 quarters (range: 39%-42%).

Lottery Self-Exclusion: Referrals to the lottery self-exclusion program in Q4 FY26 (n = 56, 29.3%) were slightly higher than Q4 FY25 (25.3%).

Parents Place of Maryland: One-tenth of callers were referred to PPMD this quarter (Q4 FY26: n = 19, 9.9%), representing a slight increase from Q3 FY26 (n = 13, 7.6%).

Treatment Providers: The proportion of referrals to treatment providers were higher in Q4 FY25 (37.9%) than in Q4 FY26 (n = 61, 31.9%), but consistent with the range observed during FY26 overall (30%-32%).

Refused: Most Q4 FY26 helpline callers accepted a referral (n = 165, 86.4%), while 13.6% (n = 26) refused any referral.

Source of Helpline Information

The following points list the distribution of sources where callers reported learning about the helpline in Q4 FY26:

- Online 48.2% (n = 92)
- Mobile app 0.5% (n = 1)
- Casino/Lottery 3.7% (n = 7)
- Friends/Family 1.6% (n = 3)
- Billboard/Brochure 0.5% (n = 1)
- Other 4.2% (n = 8)
- Unwilling 41.4% (n = 79)

Callers may provide more than one source.

Chats and Text Profile

Most chat and text intakes were from gamblers (n = 73, 76.0%) and 22.9% (n = 22) were a concerned loved one.

Chat and text intakes came from the following sources in Q4 FY26:

- 1800 Gambler 38.5% (n = 37)
- MD Problem Gambling Live Chat 40.6% (n = 39)
- NCPG 20.8% (n = 20)

MD Problem Gambling Live Chat accounted for 52.3% (n = 45) of chat and text intakes in Q3 FY26. This was followed by 1800 Gambler with 37.2% (n = 32), and NCPG with 10.5% (n = 9).

Website Traffic

A total of 143,511 web visits were recorded in Q4 FY26.

Most visits were to www.winningbackmylife.com (71.5%).

The remaining visits were to www.mdproblemgambling.org (16.9%), www.helpmyproblemgambling.org (11.2%), and www.militarygamblesafe.org (0.5%).