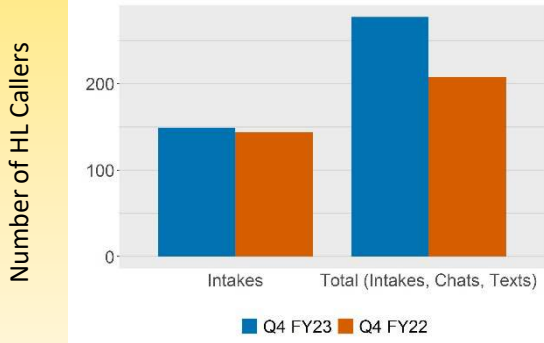


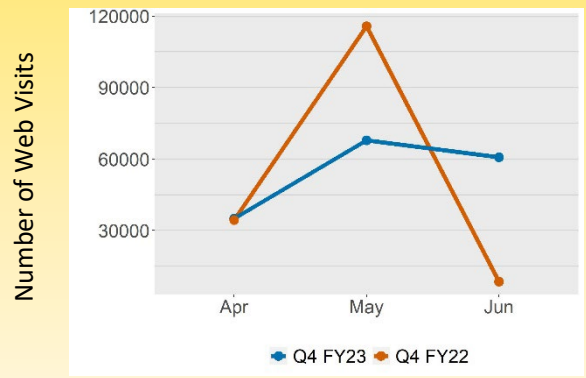
### Helpline Report FY23 and FY22 Q3 Call Data

#### HELP SEEKER VOLUME

FY23 and FY22 Q3 Total Volume (Calls, Texts, Chats)

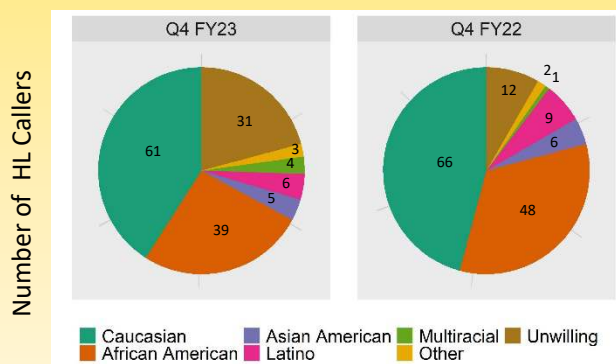


#### FY23 and FY22 Q3 YTD WEB CLICKS

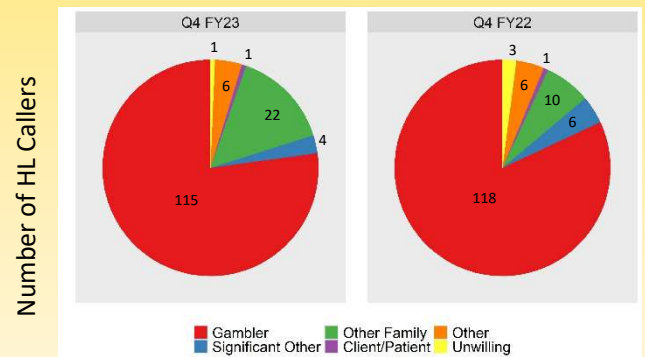


#### HELP SEEKER TRENDS

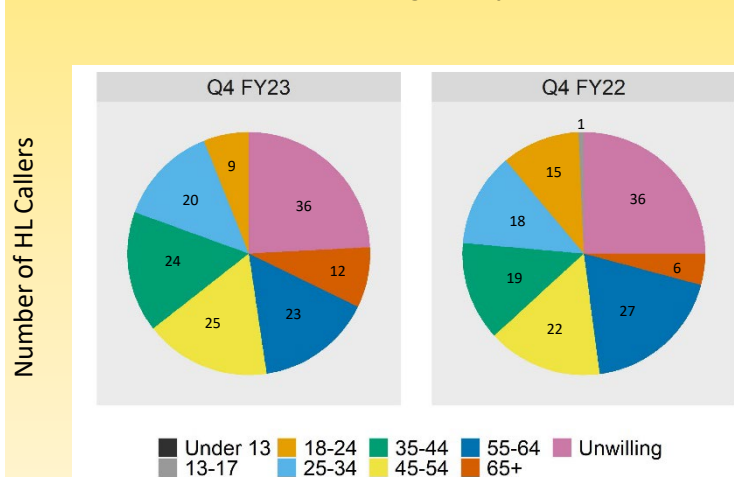
FY23 and FY22 Q3 Ethnicity Trend



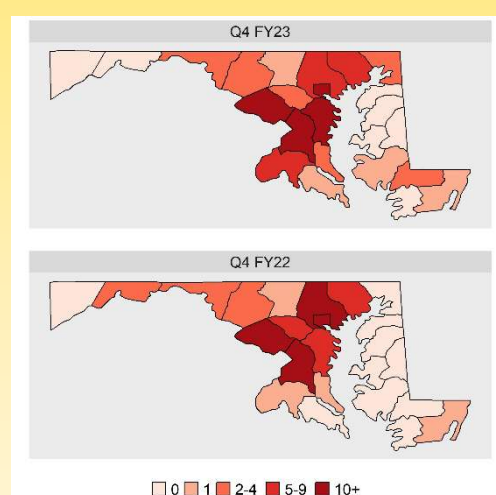
FY23 and FY22 Q3 Who is Calling



FY23 and FY22 Q3 Age Comparison



Number of Help Seeking Callers per Jurisdiction



## Summary Analysis

### Caller Profile

There were 149 calls made to the helpline in Q4 FY23, compared to 144 calls made in Q4 FY22. The number of callers who were gamblers was similar in Q4 FY22 and Q4 FY23 (81.9%, n=118 and 77.2%, n=115, respectively).

In Q4 FY23, helpline callers were typically male, Caucasian or African American, aged 45-54, living in Baltimore City or Prince George's county, called to stop gambling, and primarily called about casino-based gambling problems.

**Jurisdiction:** Most helpline calls came from Southern and Central Maryland (30.2%, n= 45, and 27.5%, n= 41, respectively) during Q4 FY23. Baltimore City was the jurisdiction that accounted for the greatest number of calls from Central Maryland at 18.5% (n=24). Prince George's county was the jurisdiction with the greatest number of calls from Southern Maryland, also at 18.5% (n=24).

- **Age:** The largest age group of callers in Q4 FY23 was 45-54 at 16.8% (n=25) closely followed by those aged 35-44 at 16.1% (n=24). Callers between the ages of 55-64 accounted for 15.4% (n=23) and those aged 25-34 accounted for 13.4% (n=20) of all Q4 FY23 callers. In Q4 FY22, those aged 55-64 were the largest group of callers at 18.8% (n=27) with those aged 45-54 following at 15.3% (n=22).
- **Gender:** Callers continue to be predominantly male (50.3%, n=75).
- **Ethnicity:** In Q4 FY23, most callers identified as Caucasian (40.9%, n=61) followed by callers that identified as African American (26.2%, n=39). Similarly, in Q4 FY22 most callers identified as Caucasian (45.8%, n=66) or African American (33.3%, n=48).
- **Who is Calling:** Most callers were gamblers in both Q4 FY23 and Q4 FY22, at 77.2% (n=115) and 81.9% (n=118), respectively. Other family accounted for 14.8% (n=22) of callers in Q4 FY23 and 6.9% (n=10) in Q4 FY22.
- **Intent:**
  - Stop Gambling: 82%, n=122 (81% Q4 FY22)
  - Control Gambling: 7%, n=10 (4% Q4 FY22)
  - Reduce Harm: 1%, n=1 (1% Q4 FY22)
  - Unsure/Unwilling: 11%, n=16 (13% Q4 FY22)
- **Primary Gambling Problem:**
  - Casino-based gambling continues to be the most reported primary problem of all callers in both Q4 FY23 and Q4 FY22 at 53% (n=79) and 60.4% (n=87), respectively. Slots were the most reported primary casino-based gambling problem in both Q4 FY23 and Q4 FY22 as well at 46.8% (n=37) and 40.2% (n=35), respectively.
  - The next most reported primary gambling problem in Q4 FY23 was sports (17.4%, n=26)
  - Callers who were unwilling to report their primary gambling problem accounted for 16.1% (n=24) of callers in Q4 FY23.
  - Lottery/scratch and internet gambling tied for the third most reported primary gambling problem of callers at 6% (n=9) each.

## Treatment Referrals

- **Peer Support:** During Q4 FY23, 46.3% (n=69) of callers were referred to Peer Support and 49.3% (n=34) of those calls were warm transfers. Peer Support referrals and warm transfers were slightly higher in Q4 FY22 at 56.9% (n=82) and 54.9% (n=45), respectively.
- **Internet:** Internet referrals accounted for 20.1% (n=30) of calls in Q4 FY23, which is lower than internet referrals made in Q4 FY22 (27.8%, n=40).
- **G.A.:** G.A. referrals were slightly lower in Q4 FY23 than in Q4 FY22 (43%, n=64 and 48.6%, n=70, respectively).
- **Lottery Self-Exclusion:** Lottery-self exclusion referrals slightly decreased from Q4 FY22 to Q4 FY23 at 31.9% (n=46) to 26.8% (n=40), respectively.
- **Treatment Providers:** Fewer Q4 FY23 callers (38.9%, n=58) were referred to trained behavioral health providers who provide a no cost treatment option than compared to Q4 FY22 callers (50%, n=72).
- **Maryland Coalition of Families/MCF:** In Q4 FY23, 5% (n=3.4) of callers were referred to MCF. In Q4 FY22, 2.8% (n=4) of callers were referred to MCF.
- **Refused:** Referrals were refused at a rate of 14.8% (n=22/149) during Q4 FY23, which is slightly higher than Q4 FY22's refusal rate of 13.9% (n=20/144).

## Source of Helpline Information

### Q4 FY22:

- Online: 44% (n=64)
- Billboard/Brochure: 1% (n=1)
- Casino/Lottery: 15% (n=21)
- Friends/Family: 3% (n=5)
- TV: 1% (n=1)
- Radio: 0% (n=0)
- Other: 7% (n=10)
- Unwilling: 29% (n=42)

### Q4 FY23:

- Online: 47% (n=70)
- Billboard/Brochure: 1% (n=2)
- Casino/Lottery: 15% (n=22)
- Friends/Family: 8% (n=12)
- TV: 1% (n=2)
- Radio: 0% (n=0)
- Other: 3% (n=5)
- Unwilling: 24% (n=36)

## WEBSITE TRAFFIC

Web visits totaled 163,513 in Q4 FY23, an increase from 158,491 visits in Q4 FY22.

- The website with the most visits in Q4 FY23 was [www.helpmygamblingproblem.org](http://www.helpmygamblingproblem.org) with 145,685 (89%) visits.
- The second-most-visited site was [www.mdproblemgambling.org](http://www.mdproblemgambling.org) with 17,090 (10%) visits.
- Both [www.militarygamblesafe.org](http://www.militarygamblesafe.org) and [www.asiangambling.org](http://www.asiangambling.org) received the fewest site visits with 381 (0.5%) and 357 (0.5%) visits, respectively.