MORNEAU SHEPELL

California Problem Gambling Helpline Statistics Annual Report

Engagement & Outcomes

Intakes/Clinical Calls	1,585
Non-Intakes/Pranks	14,534
Total Calls Answered	16,119
Text Support Intakes	509
Chat Support Intakes	558
Gamban Codes Provided	84
Motivational Text Enrollments	435

Intake Language

English	1562	98.55%
Spanish	19	1.20%
Mandarin	2	0.13%
Cantonese	1	0.06%
Other	1	0.06%
Not Reported	*0*	*0.00%*

Transfer Outcome

Transfer Completed	7	0.44%
Voicemail Response	66	4.16%
No Response	197	12.43%
Transfer Refused	566	35.71%
Call Terminated Early	39	2.46%
Wrong Time for Transfer	704	44.42%
Not Reported	*0*	*0.00%*

Case Management Outcome

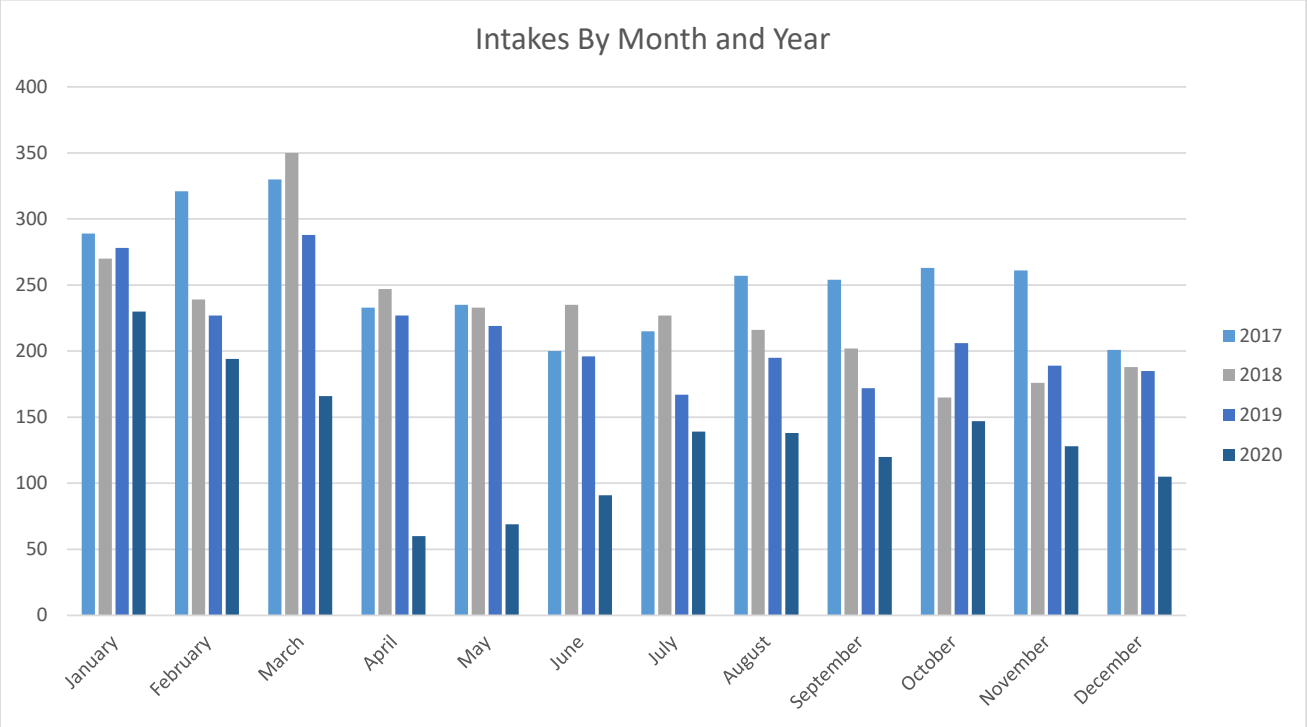
		Total	*Reported*
Accepted Case Management	641	40.44%	42%
Declined Case Management	898	56.66%	58%
Not Reported	*46*	*2.90%*	*N/A*

Case Management is offered when a warm transfer cannot be completed and the call does not terminate early.

Intakes By Year

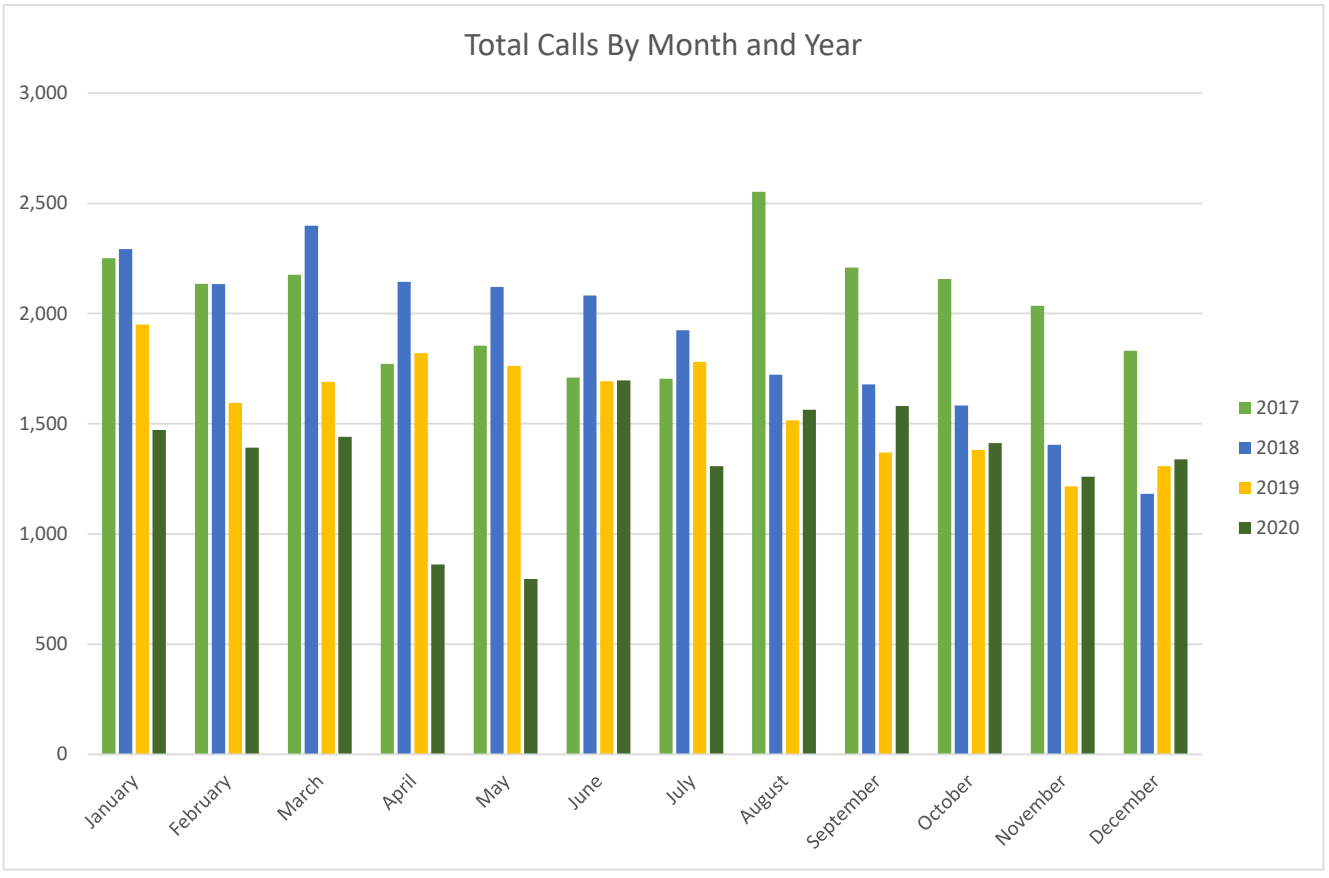
Intakes By Month Over the Last 4 Years

	2017	2018	2019	2020
January	289	270	278	230
February	321	239	227	194
March	330	350	288	166
April	233	247	227	60
May	235	233	219	69
June	200	235	196	91
July	215	227	167	139
August	257	216	195	138
September	254	202	172	120
October	263	165	206	147
November	261	176	189	128
December	201	188	185	105
TOTAL	**3,059**	**2,748**	**2,549**	**1,587**

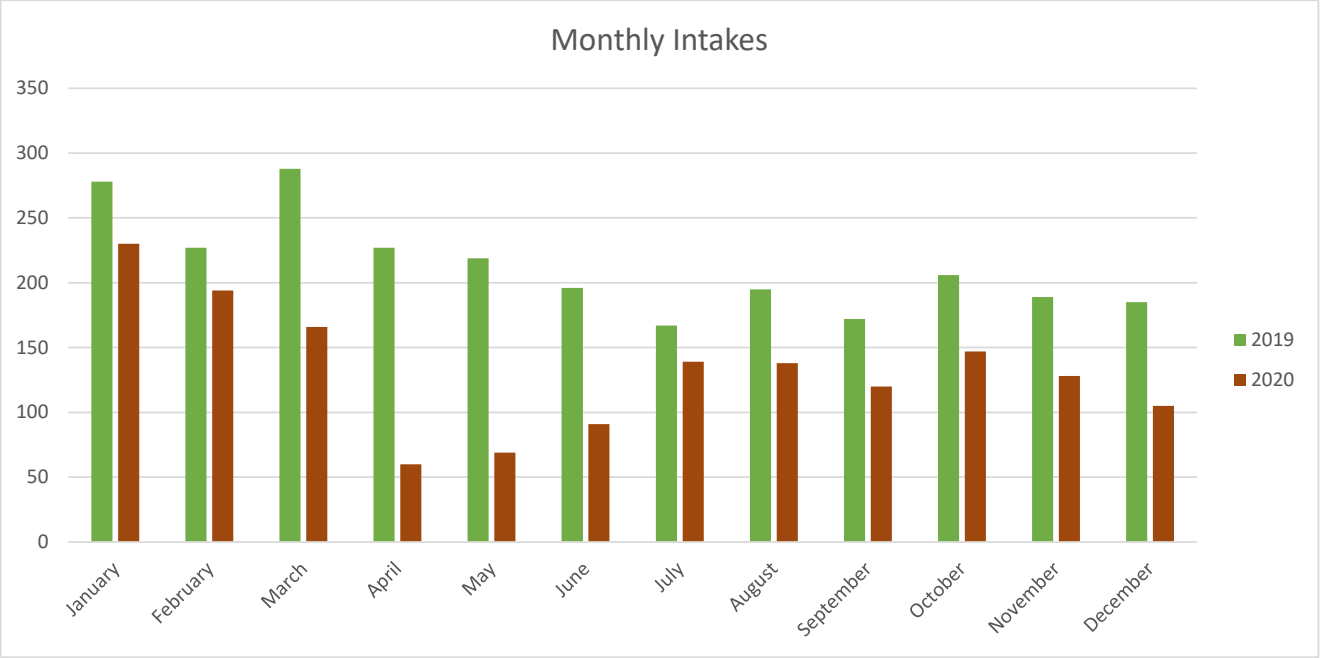


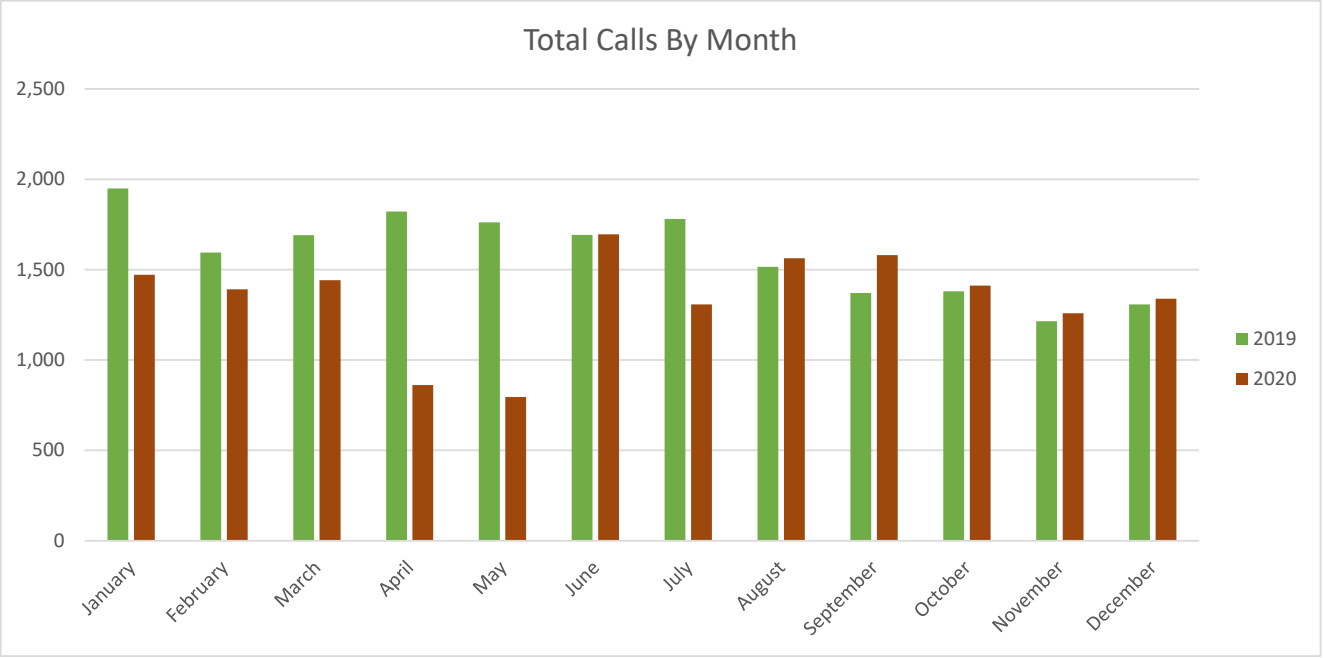
Total Calls By Year

	2017	2018	2019	2020
January	2,251	2,293	1,950	1,472
February	2,135	2,133	1,595	1,392
March	2,176	2,399	1,690	1,441
April	1,772	2,144	1,821	862
May	1,854	2,120	1,762	795
June	1,710	2,082	1,693	1,696
July	1,704	1,924	1,780	1,308
August	2,552	1,723	1,516	1,563
September	2,208	1,678	1,370	1,580
October	2,157	1,583	1,381	1,412
November	2,035	1,405	1,215	1,259
December	1,831	1,182	1,307	1,339
TOTAL	**24,385**	**22,666**	**19,080**	**16,119**



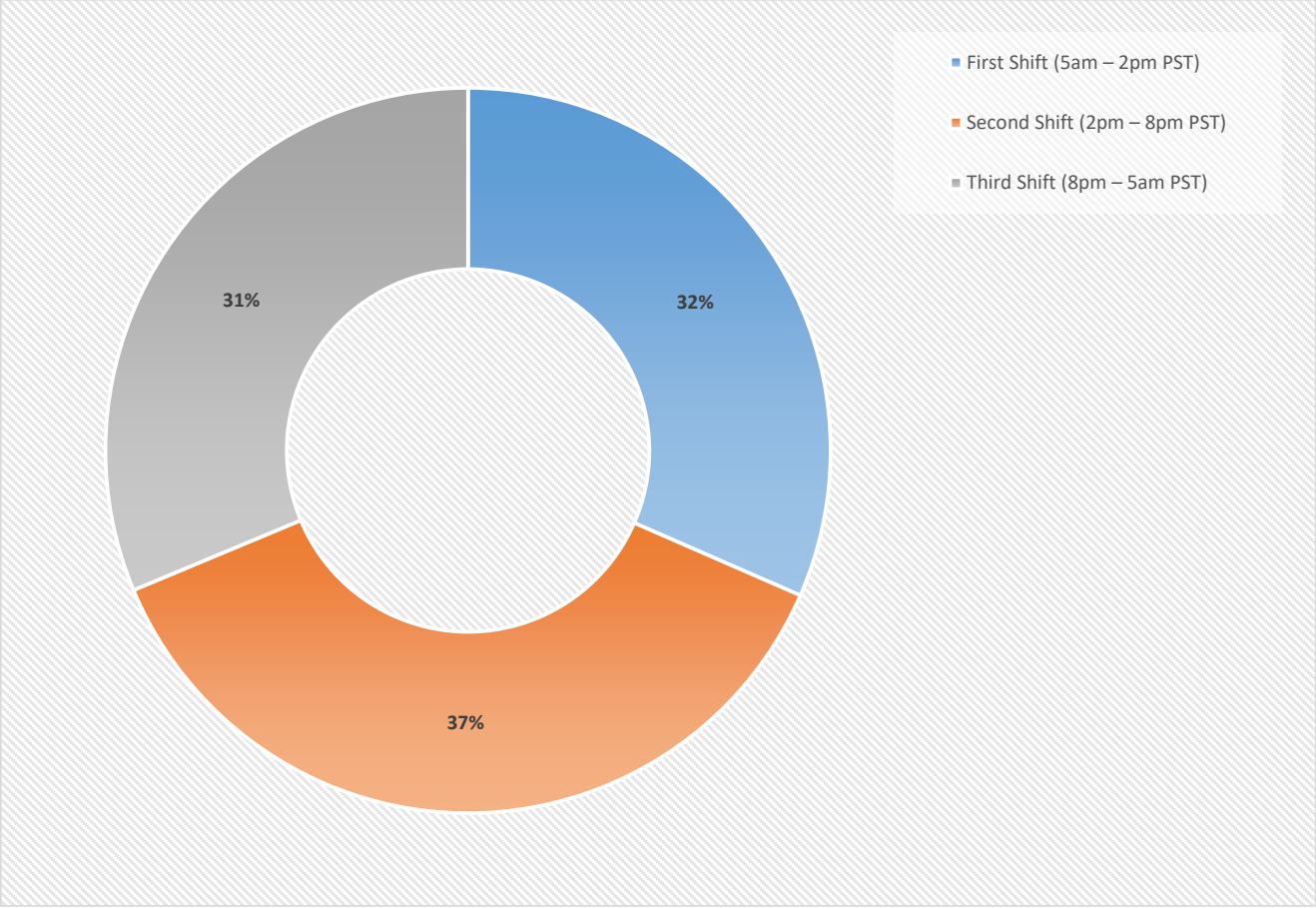
Intakes & Calls By Month





Clinical Calls by Shift

First Shift (5am – 2pm PST)	Second Shift (2pm – 8pm PST)	Third Shift (8pm – 5am PST)
500	589	496
31.55%	37.16%	31.29%



Text and Chat Support

Text Support Intakes	**509**
Chat Support Intakes	**558**

Texting Result

Request for Information	*Not collected*
Transferred to Phone Intake	*Not collected*
Refferals provided in Text	*Not collected*
Text Terminated Prematurely	*Not collected*

Type of Chat Visitor

		Total	Reported
Gambler	399	71.51%	71.51%
Non Gambler	159	28.49%	28.49%
Friend	*Not collected*		
Spouse/Significant Other	*Not collected*		
Parent	*Not collected*		
Adult Child	*Not collected*		
Sibling	*Not collected*		
Other	*Not collected*		
Employer	*Not collected*		
Therapist	*Not collected*		
Not Reported/Other	*0*	*0.00%*	

Gender of Chat Visitor

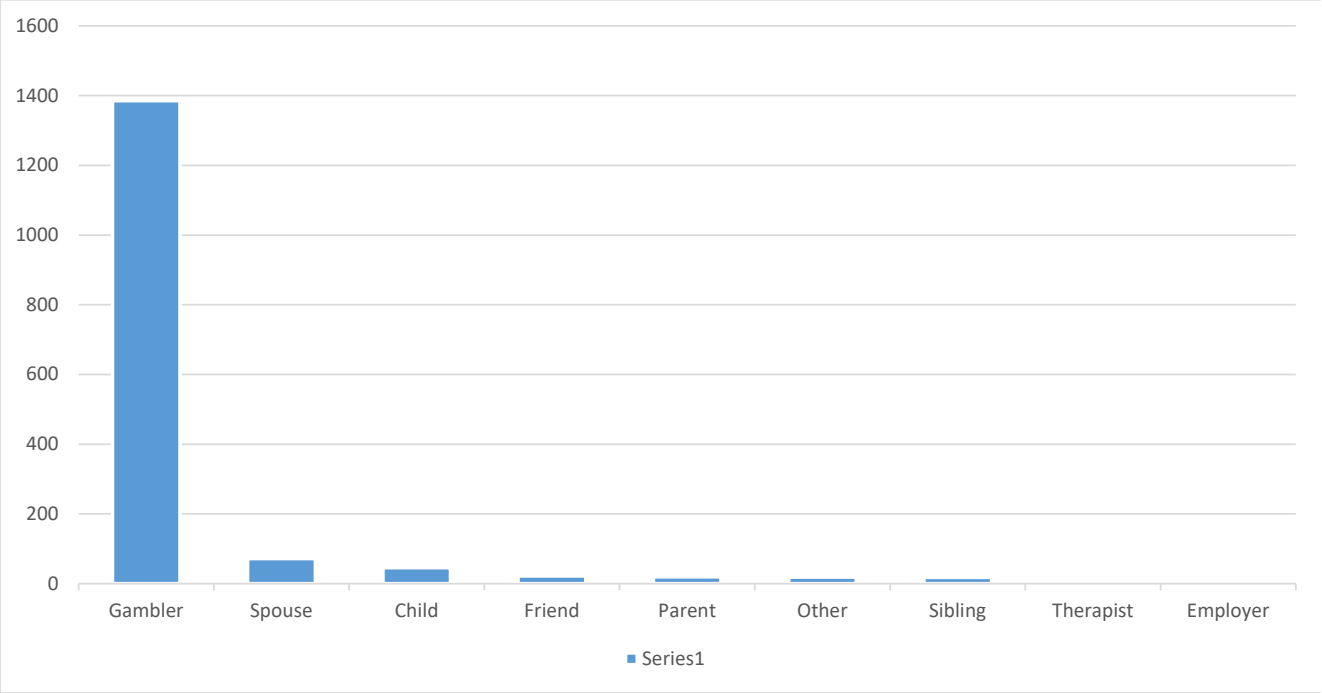
		Total	Reported
Male	15	2.69%	55.56%
Female	12	2.15%	44.44%
Not Reported/Other	*531*	*95.16%*	*N/A*

"Other" includes combined data of individuals reporting as Transgender, Gender Non-Conforming, and Choose Not to Disclose. A breakdown of the reported genders is available upon request. ***Prior to 02/2018, gender of chat visitors was not tracked.***

Caller Data

Type of Caller

		Total	Reported			Total	Reported
Child	46	2.90%	2.90%	Parent	20	1.26%	1.26%
Employer	1	0.06%	0.06%	Sibling	18	1.14%	1.14%
Friend	22	1.39%	1.39%	Spouse	72	4.54%	4.54%
Gambler	1385	87.38%	87.38%	Therapist	2	0.13%	0.13%
Other	19	1.20%	1.20%	*Not Reported*	*0*	*0.00%*	*N/A*

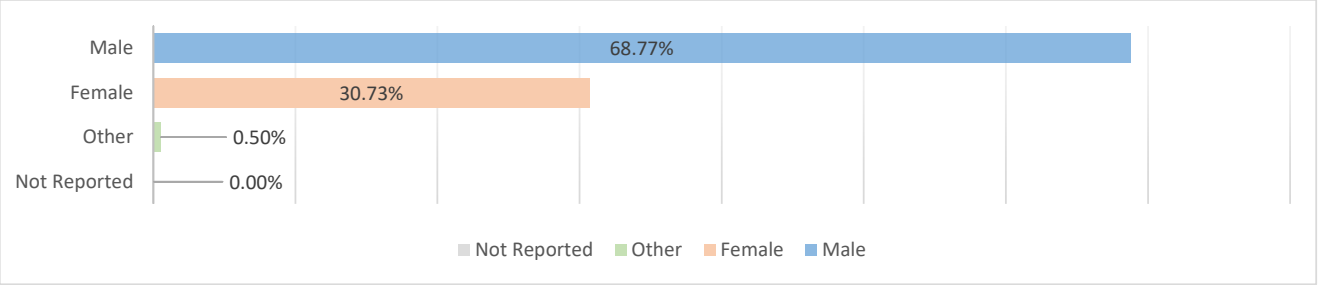


Caller Data

Gender of Caller

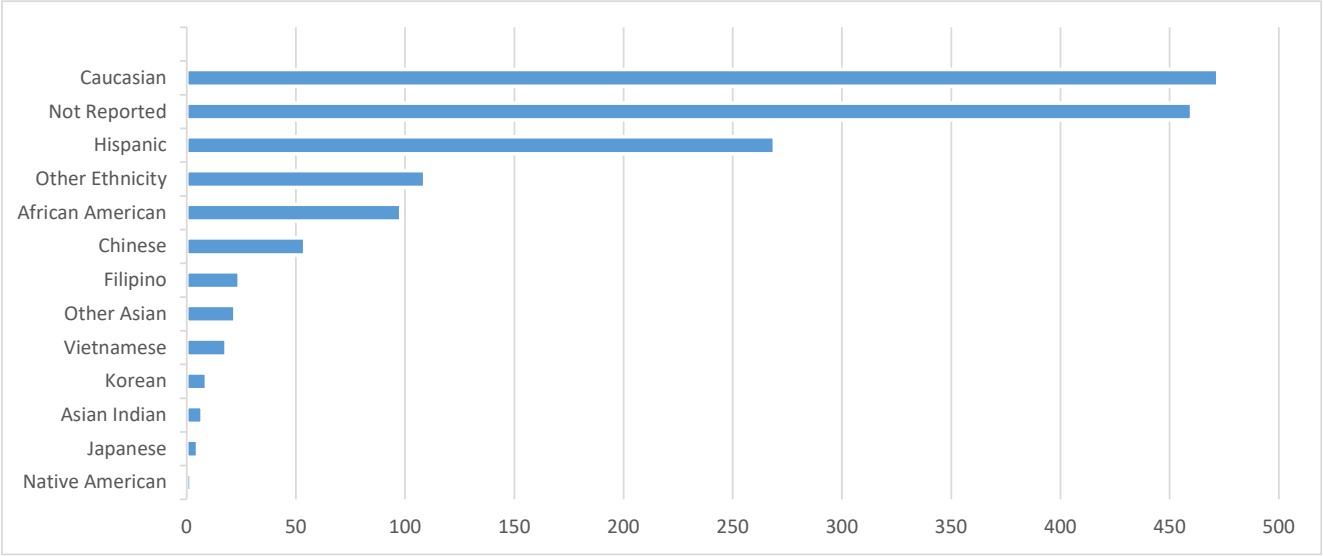
		Total	Reported			Total	Reported
Male	1090	68.77%	68.77%	Other	8	0.50%	0.50%
Female	487	30.73%	30.73%	*Not Reported*	*0*	*0.00%*	*N/A*

"Other" includes combined data of individuals reporting as Transgender, Gender Non-Conforming, and Choose Not to Disclose. A breakdown of the reported genders is available upon request. Prior to 2/2018, only male and female genders were tracked.



Caller Ethnicity

		Total	Reported			Total	Reported
African American	98	6.18%	8.98%	Korean	9	0.57%	0.82%
Asian Indian	7	0.44%	0.64%	Native American	2	0.13%	0.18%
Caucasian	472	29.78%	43.26%	Other Asian	22	1.39%	2.02%
Chinese	54	3.41%	4.95%	Other Ethnicity	109	6.88%	9.99%
Filipino	24	1.51%	2.20%	Pacific Islander	2	0.13%	0.18%
Hispanic	269	16.97%	24.66%	Vietnamese	18	1.14%	1.65%
Japanese	5	0.32%	0.46%	*Not Reported*	*460*	*29.02%*	*N/A*



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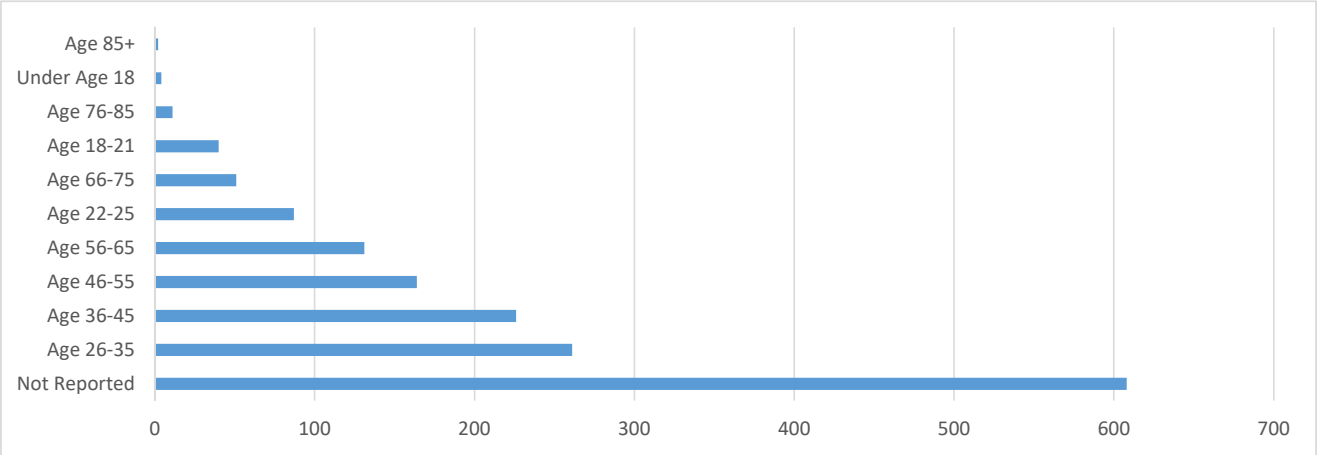
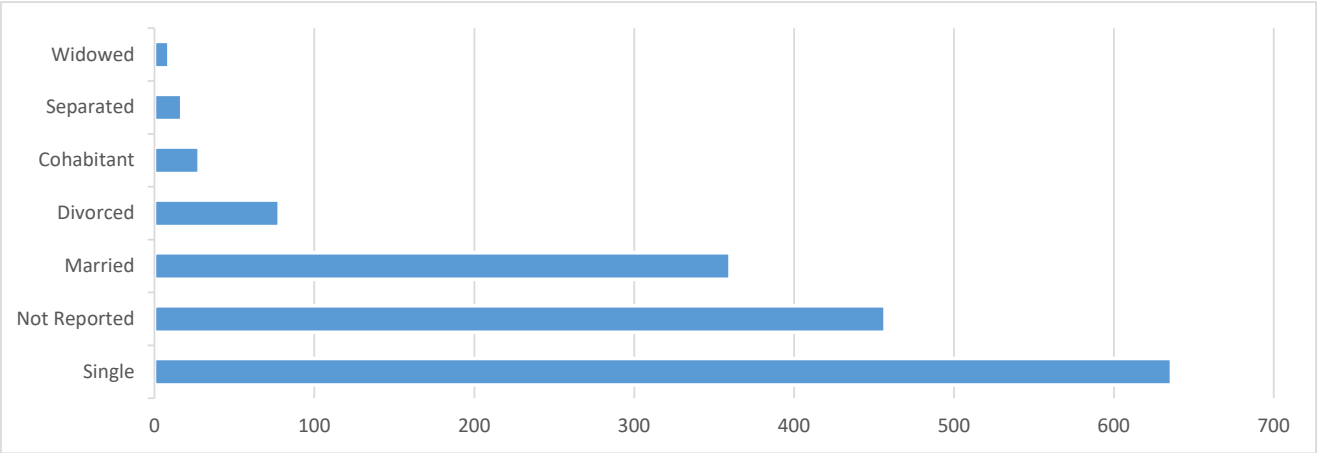
Caller Age

		Total	Reported			Total	Reported
Under Age 18	4	0.25%	0.41%	Age 56-65	131	8.26%	13.41%
Age 18-21	40	2.52%	4.09%	Age 66-75	51	3.22%	5.22%
Age 22-25	87	5.49%	8.90%	Age 76-85	11	0.69%	1.13%
Age 26-35	261	16.47%	26.71%	Age 85+	2	0.13%	0.20%
Age 36-45	226	14.26%	23.13%	*Not Reported*	*608*	*38.36%*	*N/A*
Age 46-55	164	10.35%	16.79%				



Caller Marital Status

		Total	Reported			Total	Reported
Cohabitant	28	1.77%	2.48%	Single	636	40.13%	56.38%
Divorced	78	4.92%	6.91%	Widowed	9	0.57%	0.80%
Married	360	22.71%	31.91%	*Not Reported*	*457*	*28.83%*	*N/A*
Separated	17	1.07%	1.51%				



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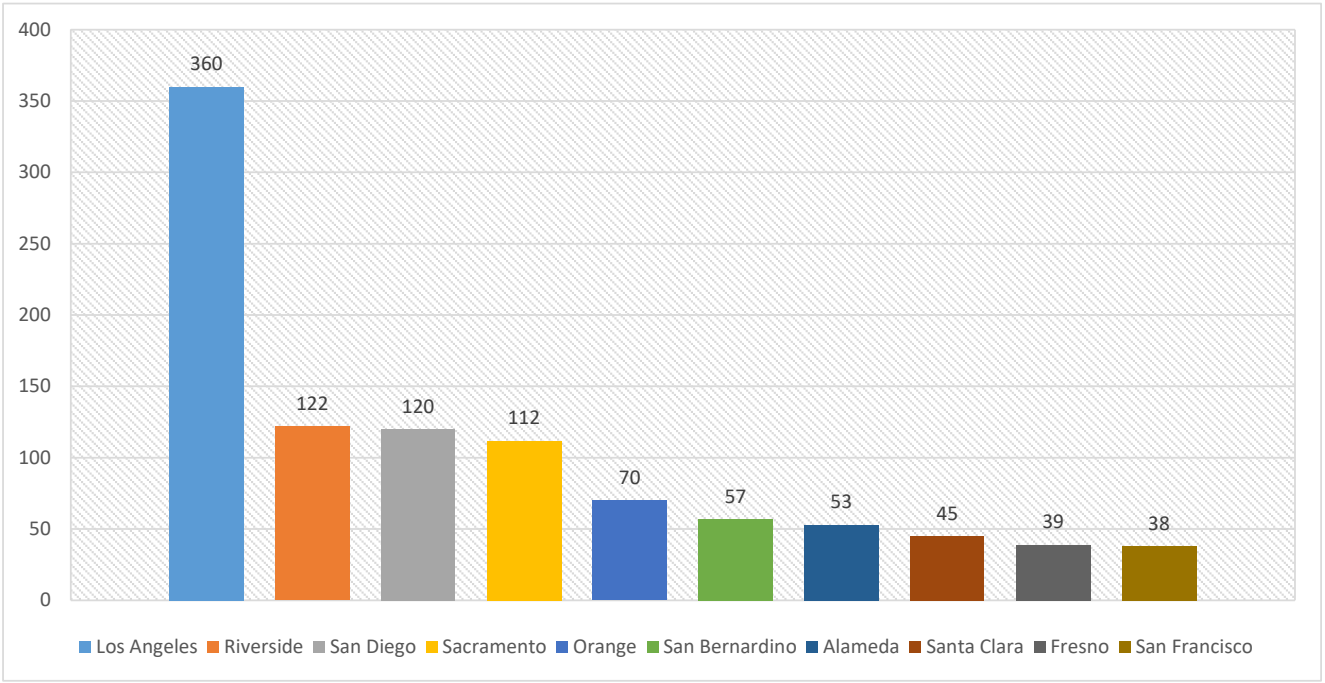
Callers by County



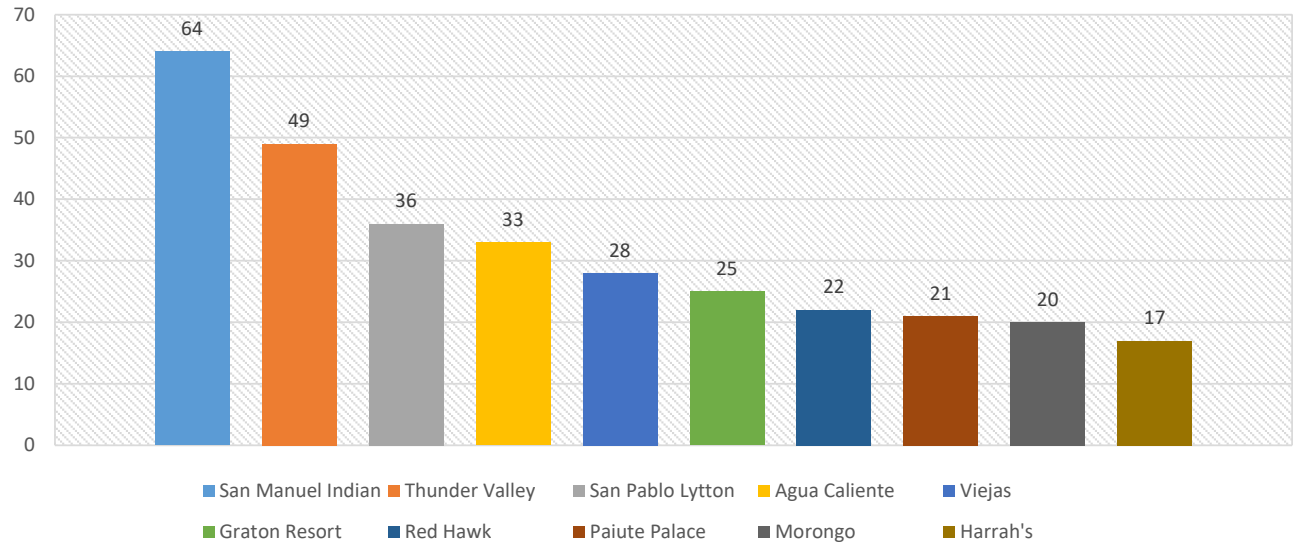
Callers by County

Caller County	Gaming Venues	Calls
Alameda	4	53
Alpine	0	0
Amador	1	2
Butte	3	3
Calaveras	0	1
Colusa	1	2
Contra Costa	5	36
Del Norte	2	1
El Dorado	2	10
Fresno	4	39
Glenn	0	1
Humboldt	7	4
Imperial	3	3
Inyo	2	0
Kern	4	27
Kings	1	2
Lake	4	1
Lassen	1	2
Los Angeles	8	360
Madera	1	1
Marin	1	7
Mariposa	0	2
Mendocino	7	1
Merced	2	7
Modoc	1	0
Mono	0	0
Monterey	4	4
Napa	1	1
Nevada	1	4
Orange	0	70

Caller County	Gaming Venues	Calls
Placer	2	21
Plumas	0	0
Riverside	12	122
Sacramento	12	112
San Benito	0	0
San Bernardino	2	57
San Diego	16	120
San Francisco	0	38
San Joaquin	6	23
San Luis Obispo	4	1
San Mateo	2	21
Santa Barbara	1	12
Santa Clara	3	45
Santa Cruz	2	3
Shasta	3	10
Sierra	1	0
Siskiyou	2	2
Solano	0	13
Sonoma	3	22
Stanislaus	3	9
Sutter	0	3
Tehama	1	5
Trinity	0	0
Tulare	5	10
Tuolumne	2	3
Ventura	1	9
Yolo	1	7
Yuba	3	3
Out of State		*20*
Not Reported		*250*

California Problem Gambling Helpline Statistics — 2020 Calendar Year Report

Top Tribal Casino of Choice



Tribal Casino of Choice

Tribal Casino	
Agua Caliente	33
Augustine	5
Barona	13
Barstow	1
Bear River	1
Black Oak	7
Blue Lake	0
Buena Vista	2
Cache Creek	6
Cahuilla Creek	0
Cher-Ae-Heights	3
Chicken Ranch	4
Chukchansi Gold	8
Chumash	7
Cloverdale Rancheria	0
Colusa Casino	2
Coyote Valley	0
Desert Rose	1
Diamond Mountain	1
Eagle Mountain	8
Elk Valley	1
Fantasy Springs	2
Feather Falls	0
Garcia River	0
Gold Country	0
Golden Acorn	2
Graton Resort	25
Harrah's	17
Havasu Landing	1
Hidden Oaks	0
Hollywood Jamul	7
Jackson Rancheria	1
Karuk Casino	0
Konocti Vista	0

Tribal Casino	
Lucky 7	6
Lucky Bear	0
Mono Wind	0
Morongo	20
Paiute Palace	21
Pala	10
Pauma	0
Pechanga Resort & Casino	18
Pit River	0
Red Earth	0
Red Fox	2
Red Hawk	22
Redwood Hotel Casino	0
River Rock	1
Running Creek	0
San Manuel Indian	64
San Pablo Lytton	36
Santa Ysabel	0
Soboba	16
Spa Resort	1
Spotlight 29	2
Sycuan	9
Table Mountain	6
Tachi Palace	6
Thunder Valley	49
Tortoise Rock Casino	0
Twin Pine	0
Valley View	1
Viejas	28
Win-River	6
Fort Independence Travel Plaza	0
Out of State	*5*
Not Reported	*1098*

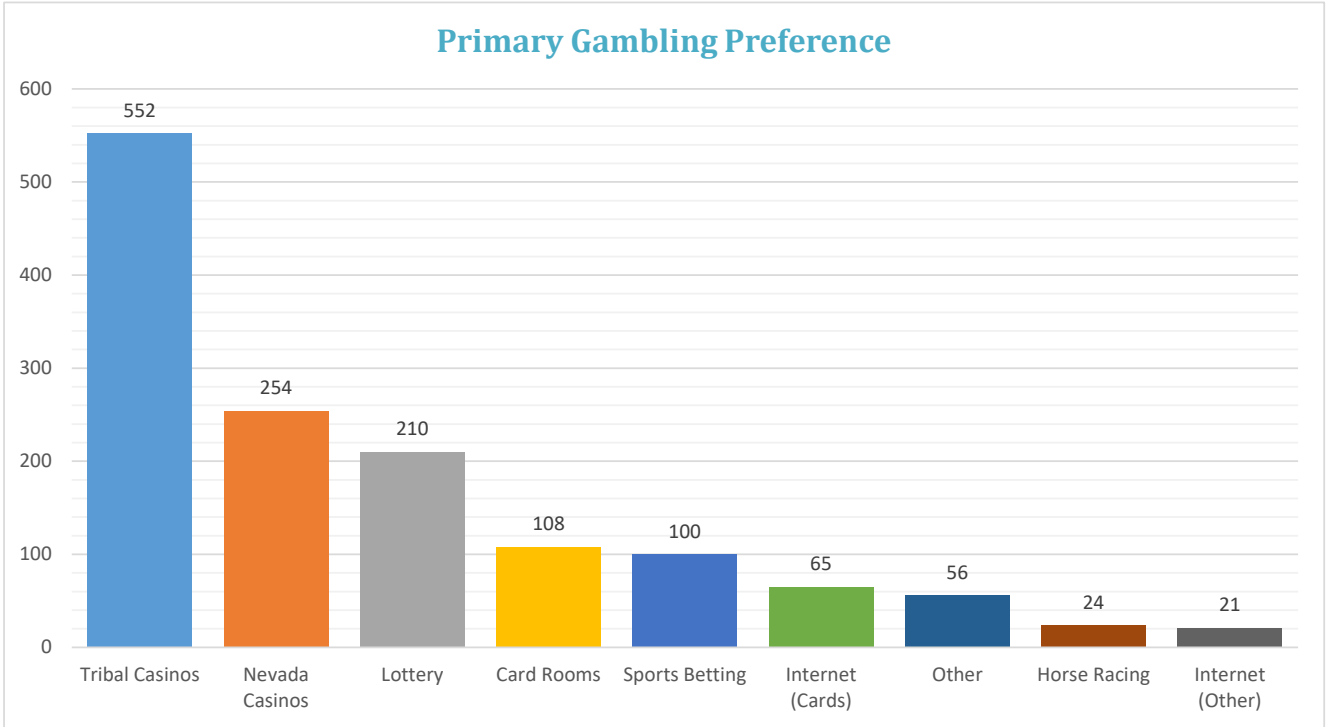
California Problem Gambling Helpline Statistics — 2020 Calendar Year Report

Primary Gambling Preference

		Total	Reported			Total	Reported
Bingo	6	0.38%	0.42%	Internet (Other)	21	1.32%	1.47%
Card Rooms	108	6.81%	7.54%	Lottery	210	13.25%	14.65%
Cards (Private)	9	0.57%	0.63%	Nevada Casinos	254	16.03%	17.73%
Fantasy Sports	10	0.63%	0.70%	Other	56	3.53%	3.91%
Horse Racing	24	1.51%	1.67%	Sports Betting	100	6.31%	6.98%
Tribal Casinos	552	34.83%	38.52%	Stock Market	18	1.14%	1.26%
Internet (Cards)	65	4.10%	4.54%	*Not Reported*	*152*	*9.59%*	*N/A*

Secondary Gambling Preference

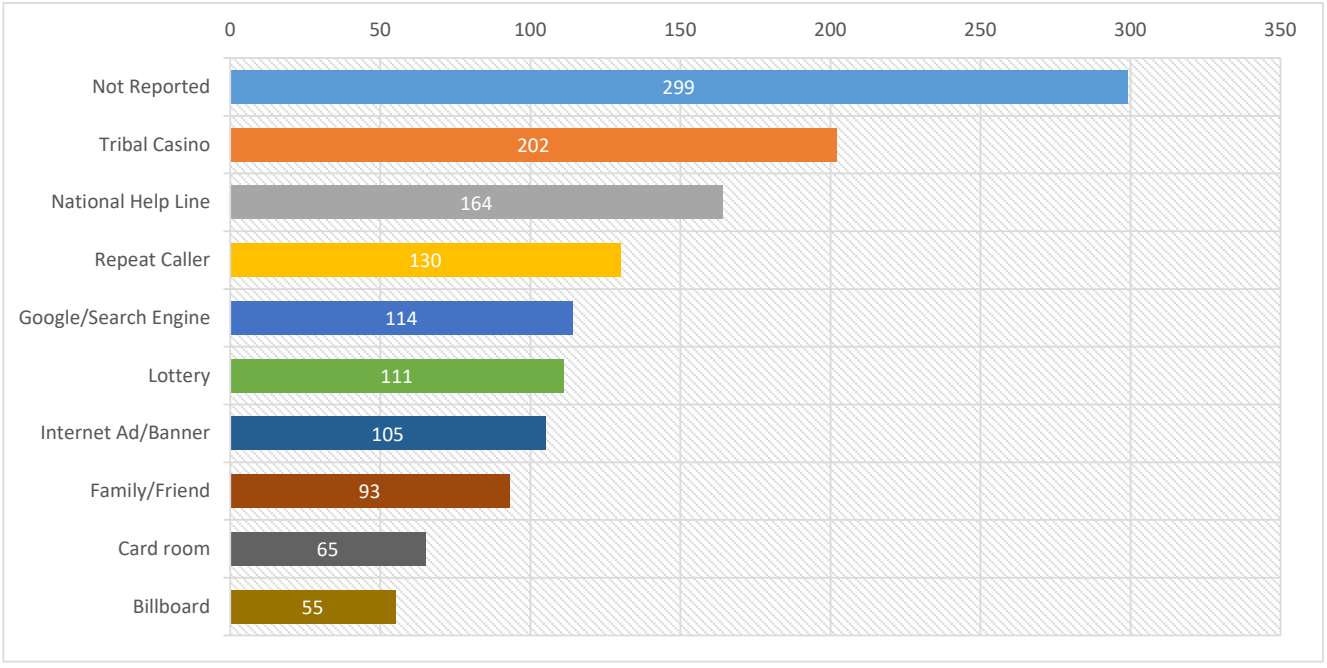
		Total	Reported			Total	Reported
Bingo	5	0.32%	0.48%	Lottery	133	8.39%	12.78%
Card Rooms	48	3.03%	4.61%	Nevada Casinos	71	4.48%	6.82%
Cards (Private)	6	0.38%	0.58%	Other	68	4.29%	6.53%
Fantasy Sports	11	0.69%	1.06%	Sports Betting	41	2.59%	3.94%
Horse Racing	13	0.82%	1.25%	Stock Market	10	0.63%	0.96%
Tribal Casinos	204	12.87%	19.60%	None	379	23.91%	36.41%
Internet (Cards)	45	2.84%	4.32%	*Not Reported/ Unknown*	*544*	*34.32%*	*N/A*
Internet (Other)	7	0.44%	0.67%				



California Problem Gambling Helpline Statistics — 2020 Calendar Year Report

Caller Referral Source

	# of Callers	Total	Reported
Not Reported	299	18.86%	18.86%
Tribal Casino	202	12.74%	12.74%
National Help Line	164	10.35%	10.35%
Repeat Caller	130	8.20%	8.20%
Google/Search Engine	114	7.19%	7.19%
Lottery	111	7.00%	7.00%
Internet Ad/Banner	105	6.62%	6.62%
Family/Friend	93	5.87%	5.87%
Card room	65	4.10%	4.10%
Billboard	55	3.47%	3.47%
Radio	42	2.65%	2.65%
Mailings	39	2.46%	2.46%
OPG Website	30	1.89%	1.89%
Other Website	27	1.70%	1.70%
Community Agency	24	1.51%	1.51%
CCPG Website	23	1.45%	1.45%
Therapist	16	1.01%	1.01%
Self Help Group	14	0.88%	0.88%
Television	12	0.76%	0.76%
Electronic Signage	6	0.38%	0.38%
Racetrack	6	0.38%	0.38%
Newspaper	5	0.32%	0.32%
Social Network	3	0.19%	0.19%
Phone Book	0	0.00%	*N/A*



California Problem Gambling Helpline Statistics — 2020 Calendar Year Report

Lottery Play

Callers who Play the Lottery	343	17.74%
Callers who Play at the Pump	0	0.00%
Median Number of Lottery Tickets Purchased Per Occasion	5	

Type of Lottery Game Played

		Total	Reported
Instant Games	143	9.02%	50.89%
Drawings	50	3.15%	17.79%
Instant and Drawings	88	5.55%	31.32%
Not Reported	*1303*	*82.21%*	*N/A*

Frequency of Lottery Play

		Total	Reported
Multiple Daily	68	4.29%	24.20%
Once Daily	60	3.79%	21.35%
Every Other Day	34	2.15%	12.10%
Weekly	60	3.79%	21.35%
Only if Big Jackpot	59	3.72%	21.00%
Not Reported	*1301*	*82.08%*	*N/A*

Fantasy Sports

			Total	Reported
Yes			50	3.15%	6.98%
	Same Day	*13* *26.00%*		
	Weekly	*2* *4.00%*		
	Season-Long	*25* *50.00%*		
	Not Reported	*10* *20.00%*		
No			666	42.02%	93.02%
Not Reported			*868*	*54.76%*	*N/A*

Gaming

Have you ever spent more money OR time than you can afford, to play a video or cell phone game, because it gave you a gambling-like rush?

			Total	Reported
Yes			135	8.52%	21.33%
	Money	*24* *17.78%*		
	Time	*10* *7.41%*		
	Both	*82* *60.74%*		
	Not Reported	*19* *14.07%*		
No			498	31.42%	78.67%
Not Reported			*952*	*60.06%*	*N/A*

Motivational Text Messaging Subscriptions

Total Motivational Text Messaging Subscriptions	**435**
Total Caller Intakes	1585
Percent Enrolled	27%
Number of Callers who Provided Phone Number	1412
Percentage of Callers with Phone who Enrolled	31%

Subscriber Stage of Change

Pre-Contemplation	62	14.25%	Maintenance	4	0.92%
Contemplation	174	40.00%	Recycling	2	0.46%
Preparation	146	33.56%	*Not Reported*	*0*	*0.00%*
Action	47	10.80%			

Type of Subscriber

Child	0	0.00%	Other	0	0.00%
Employer	0	0.00%	Sibling	1	0.23%
Friend	2	0.47%	Spouse/Sig Other	0	0.00%
Gambler	419	97.90%	Therapist	1	0.23%
Parent	5	1.17%	*Not Reported*	*0*	*0.00%*

Subscriber Gender

Male	275	63.51%	Other	2	0.13%
Female	158	36.49%	*Not Reported*	*0*	*0.00%*

"Other" also includes the combined data of individuals reporting as Transgender, Gender Non-Conforming, and Choose Not to Disclose. A more complete breakdown of the reported genders is available upon request.

Subscriber Age

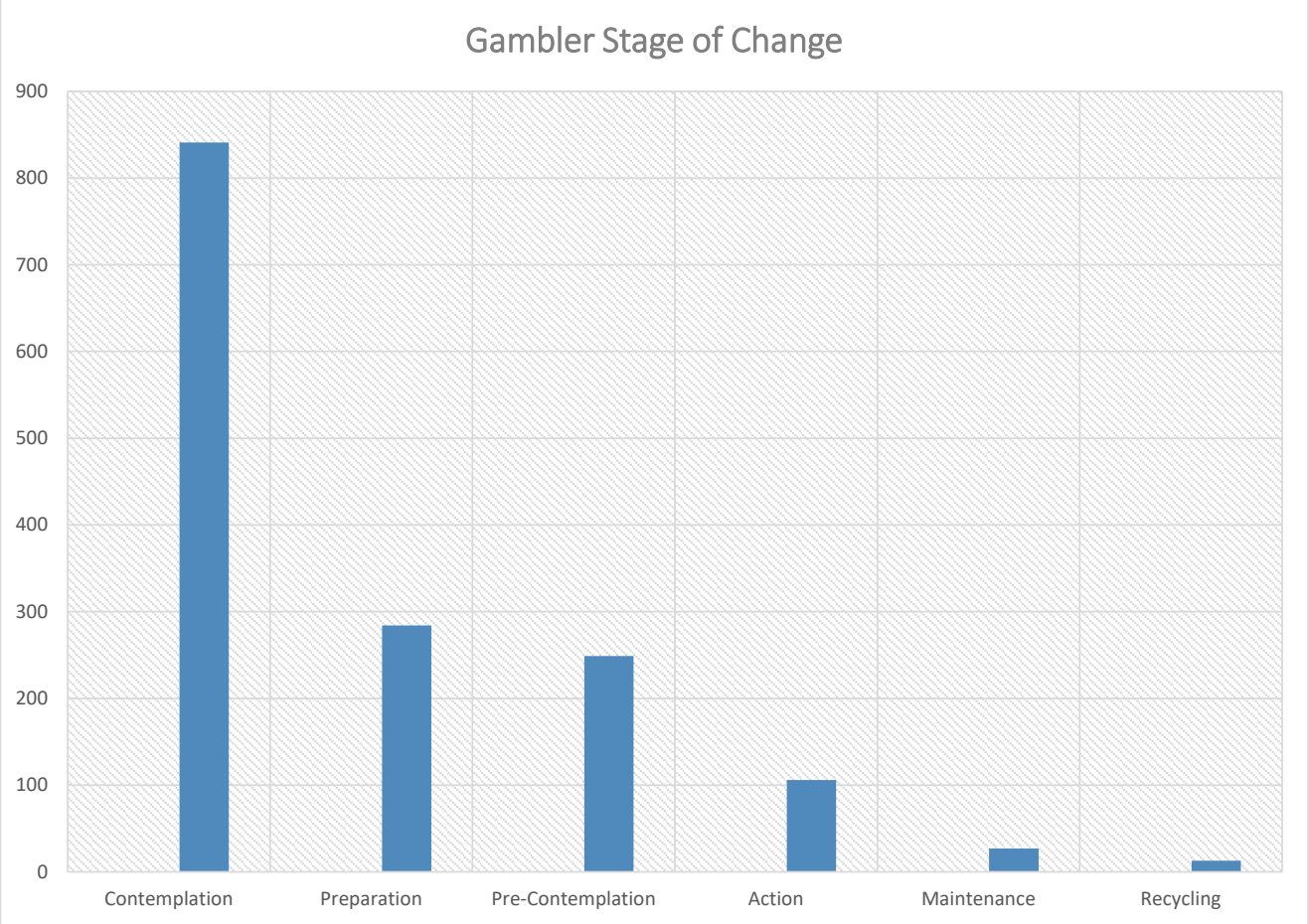
Under Age 18	95	21.21%	Age 56-65	47	10.49%
Age 18-21	13	2.90%	Age 66-75	16	3.57%
Age 22-25	36	8.04%	Age 76-85	4	0.89%
Age 26-35	97	21.65%	Age 85+	1	0.22%
Age 36-45	78	17.41%	*Not Reported*	*0*	*0.00%*
Age 46-55	61	13.62%			

Subscriber Language

English	410	94.3%	Simplified Chinese	6	1.4%
Spanish	19	4.4%			

Gambler Stage of Change

		Total	*Reported*
Contemplation	841	55.33%	55.81%
Preparation	284	18.68%	18.85%
Pre-Contemplation	249	16.38%	16.52%
Action	106	6.97%	7.03%
Maintenance	27	1.78%	1.79%
Recycling	13	0.86%	0.86%
Not Reported	*62*	*4.08%*	*N/A*



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Gambler's Data

Non Gambler Gender

Male	81	40.50%	Other	0	0.00%
Female	119	59.50%	*Not Reported*	*0*	*0.00%*

"Other" also includes the combined data of individuals reporting as Transgender, Gender Non-Conforming, and Choose Not to Disclose. A more complete breakdown of the reported genders is available upon request.

Gambler Gender

Male	1009	72.85%	Other	8	0.58%
Female	368	26.57%	*Not Reported*	*0*	*0.00%*

"Other" also includes the combined data of individuals reporting as Transgender, Gender Non-Conforming, and Choose Not to Disclose. A more complete breakdown of the reported genders is available upon request.

Gambler Age

Under Age 18	472	34.08%	Age 56-65	120	8.66%
Age 18-21	40	2.89%	Age 66-75	47	3.39%
Age 22-25	85	6.14%	Age 76-85	11	0.79%
Age 26-35	248	17.91%	Age 86+	2	0.14%
Age 36-45	204	14.73%	*Not Reported*	*0*	*0.00%*
Age 46-55	156	11.26%			

Highest Grade Completed

		Total	*Reported*			*Total*	*Reported*
No College	781	49.27%	54.50%	College Degree	331	20.88%	23.10%
Currently in College	50	3.15%	3.49%	Graduate Degree	45	2.84%	3.14%
Some college - No degree	226	14.26%	15.77%	*Not Reported*	*152*	*9.59%*	*N/A*

Gambler's Average Debt & Spending

Average Debt	$	40,853.68	Average Spent Per Year on Gambling	$	46,665.00

Household Income

Average Household Income $69,531.69

Action or Escape Gambler

			Total	*Reported*
Action	307	19.37%	19.37%	69.14%
Escape	137	8.64%	8.64%	30.86%
Not Reported/Unknown	*1141*	*71.99%*	*71.99%*	*N/A*

Gambler's Data

Military History

		Total	Reported			Total	Reported
Currently Active	2	0.13%	0.33%	Never Served	591	37.36%	96.10%
Currently Reserve	4	0.25%	0.65%	Veteran	18	1.14%	2.93%
				Not Reported	*967*	*61.13%*	*N/A*

First Age Gambled

		Total	Reported			Total	Reported
Age 06-09	12	0.76%	2.31%	Age 22-29	89	5.62%	17.15%
Age 10-11	13	0.82%	2.50%	Age 30-39	53	3.34%	10.21%
Age 12-13	26	1.64%	5.01%	Age 40-49	40	2.52%	7.71%
Age 14-15	20	1.26%	3.85%	Age 50-59	23	1.45%	4.43%
Age 16-17	41	2.59%	7.90%	Age 60-65	7	0.44%	1.35%
Age 18-21	191	12.05%	36.80%	Age 66-100	4	0.25%	0.77%
				Not reported / Unknown	*1066*	*67.26%*	*N/A*

First Age Experiencing a Problem with Gambling

		Total	Reported			Total	Reported
Under Age 18	126	7.95%	23.51%	Age 56-65	9	0.57%	1.68%
Age 18-21	191	12.05%	35.63%	Age 66-75	3	0.19%	0.56%
Age 22-25	57	3.60%	10.63%	Age 76-85	0	0.00%	0.00%
Age 26-35	72	4.54%	13.43%	Age 86+	4	0.25%	0.75%
Age 36-45	48	3.03%	8.96%	*Not Reported*	*1049*	*66.18%*	*N/A*
Age 46-55	26	1.64%	4.85%				

Effects on Personal Life

		Total	Reported			Total	Reported
Loss of primary relationship	220	9.20%	13.97%	Jail/Arrest	10	0.42%	0.63%
Alienation of family	172	7.19%	10.92%	Physical Health	29	1.21%	1.84%
Loss of home	50	2.09%	3.17%	Stress/Depress/Anxiety	595	24.87%	37.78%
Creditor problems	382	15.97%	24.25%	Suicidal thoughts	58	2.42%	3.68%
Lost job	57	2.38%	3.62%	Suicide attempts	2	0.08%	0.13%
				Not Reported	*817*	*34.16%*	*N/A*

The sum of this section is greater than the total intakes, because many gamblers reported more than one effect on their personal life.

Suicide Attempts (follow up on effects on personal life)

		Total	Reported			Total	Reported
None	694	43.51%	83.51%	Attempted suicide	2	0.13%	0.24%
Had thoughts about suicide	99	6.21%	11.91%	Unknown	32	2.01%	3.85%
Made plans for committing suicide	4	0.25%	0.48%	*Not Reported*	*764*	*47.90%*	*N/A*

Quality Assurance

*Total Number of Quality Assurance Requests	189
Percentage of Total Intakes	12%
**Total Number of Quality Assurance Surveys Received	36
Percentage of Total Number of Intakes	2%
Percentage of Total Number of Survey Requests	19%

*Survey Questions

	Yes	No
Were you able to speak to a Helpline counselor immediately?	92%	8%
Did you think that the counselor was understanding?	92%	8%
Did you receive a referral to GA or GAMANON?	47%	53%
Did you attend the GA or GAMANON meeting?	28%	72%
If you called about your own gambling problem, are you still gambling? (n=32)	69%	31%
Do you think that calling the 800# helped you recognize the extent of you or something else's gambling problem? (n=34)	85%	15%
Would you recommend the 800# to someone with a gambling problem? (n=33)	94%	6%

Comments from California callers who completed QA surveys

Summary

**Total Number of Quality Assurance Requests includes all attempts (completed surveys, no answers, wrong numbers, refused requested callbacks).*

***2 surveys counted as complete had answered just 9 out of 10 questions, another counted as complete answered 7 out of 1(questions, and 1 survey counted complete had answered just 4 out of 10 questions*