MORNEAU SHEPELL

California Problem Gambling Helpline Statistics Annual Report

Engagement & Outcomes

Intakes/Clinical Calls	2748
Non-Intakes/Pranks	19,918
Total Calls Answered	22,666
Text Support Intakes	241
Chat Support Intakes	415
Gamban Codes Provided	28
Motivational Text Enrollments	687

Intake Language

English	2682	97.60%
Spanish	54	1.97%
Mandarin	5	0.18%
Cantonese	3	0.11%
Other	4	0.15%
Not Reported	*0*	*0.00%*

Transfer Outcome

Transfer Completed	70	2.55%
Voicemail Response	90	3.28%
No Response	140	5.09%
Transfer Refused	1004	36.54%
Call Terminated Early	184	6.70%
Wrong Time for Transfer	1252	45.56%
Not Reported	*0*	*0.00%*

Case Management Outcome

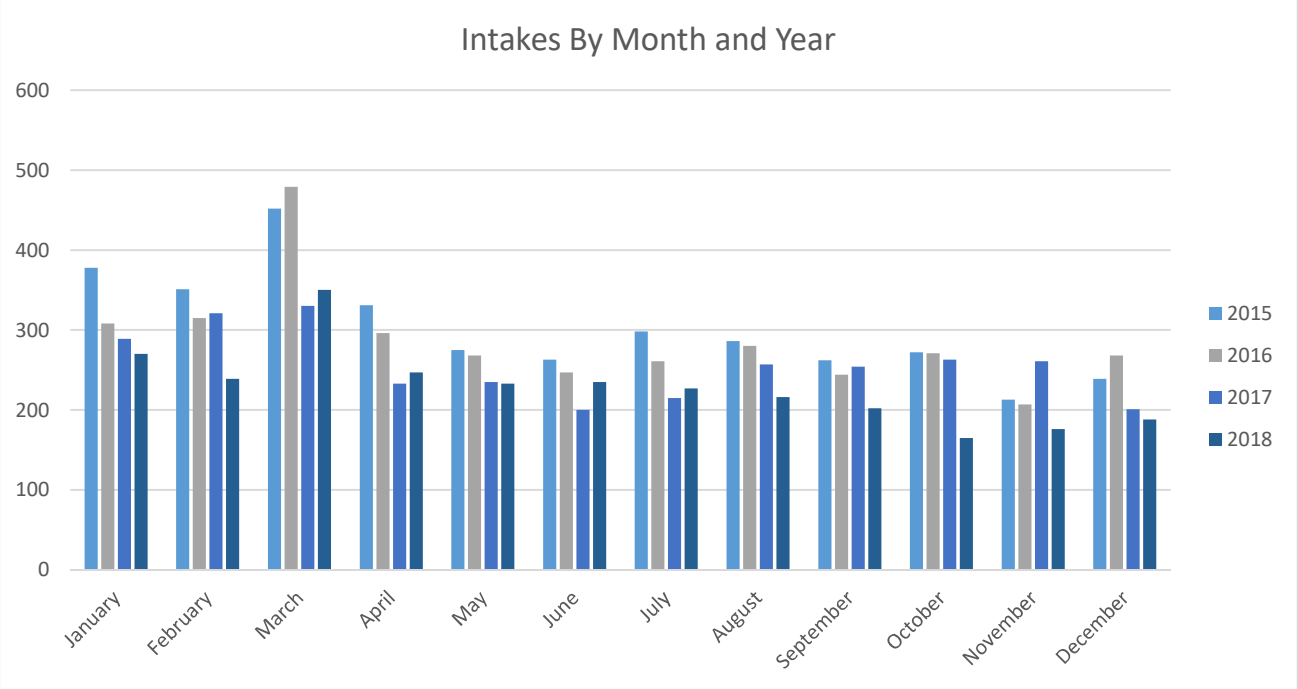
		Total	*Reported*
Accepted Case Management	482	17.54%	19%
Declined Case Management	2017	73.40%	81%
Not Reported	*249*	*9.06%*	*N/A*

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

Intakes By Year

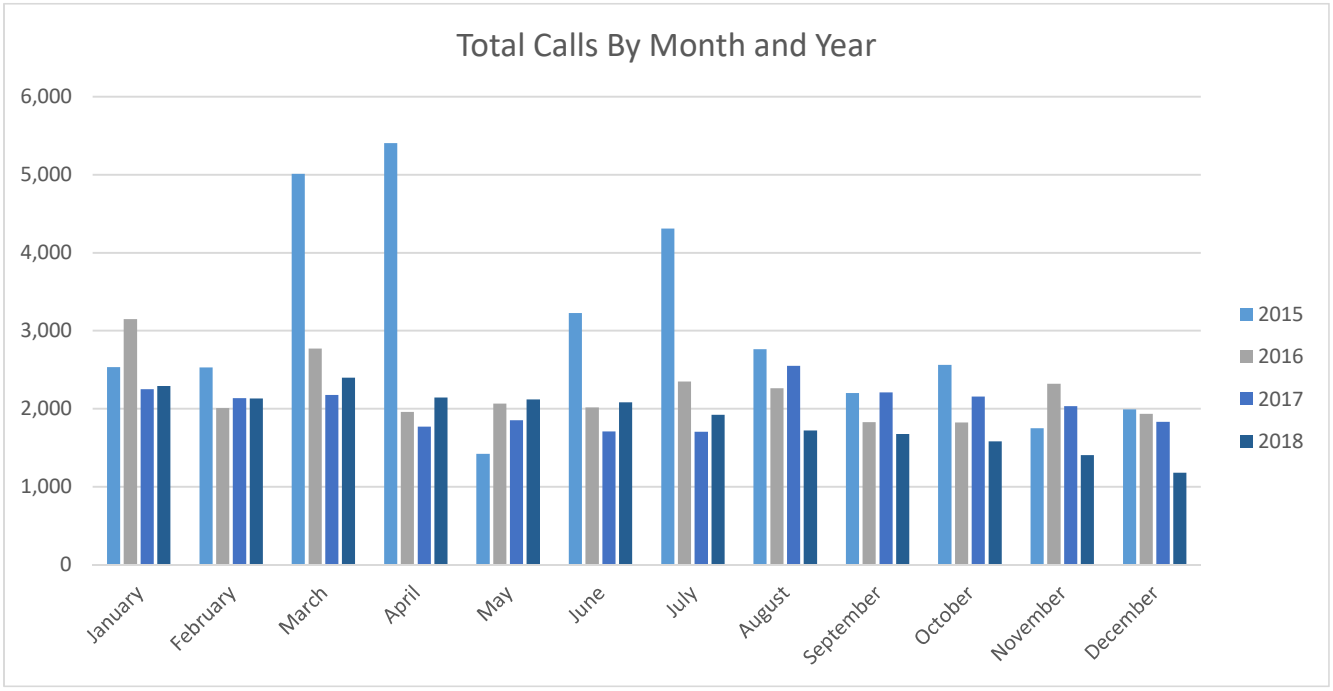
Intakes By Month Over the Last 4 Years

	2015	2016	2017	2018
January	378	308	289	270
February	351	315	321	239
March	452	479	330	350
April	331	296	233	247
May	275	268	235	233
June	263	247	200	235
July	298	261	215	227
August	286	280	257	216
September	262	244	254	202
October	272	271	263	165
November	213	207	261	176
December	239	268	201	188
TOTAL	**3,620**	**3,444**	**3,059**	**2,748**

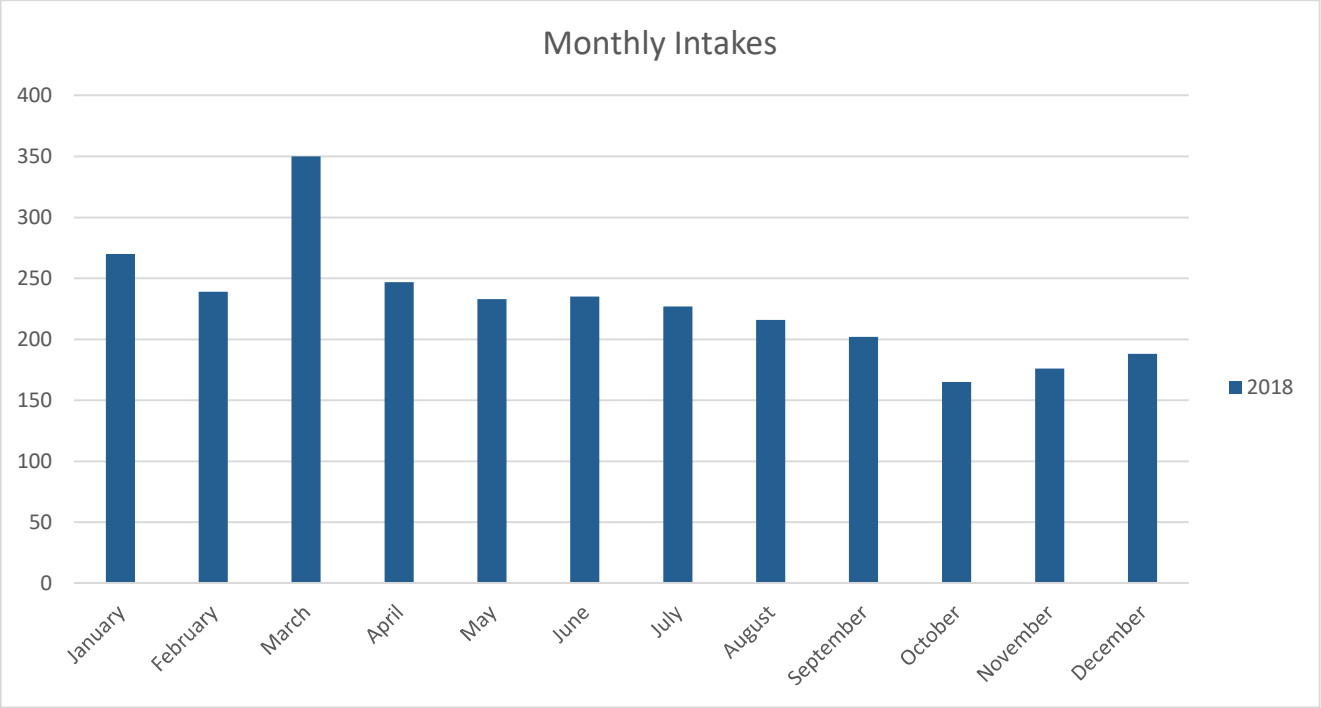


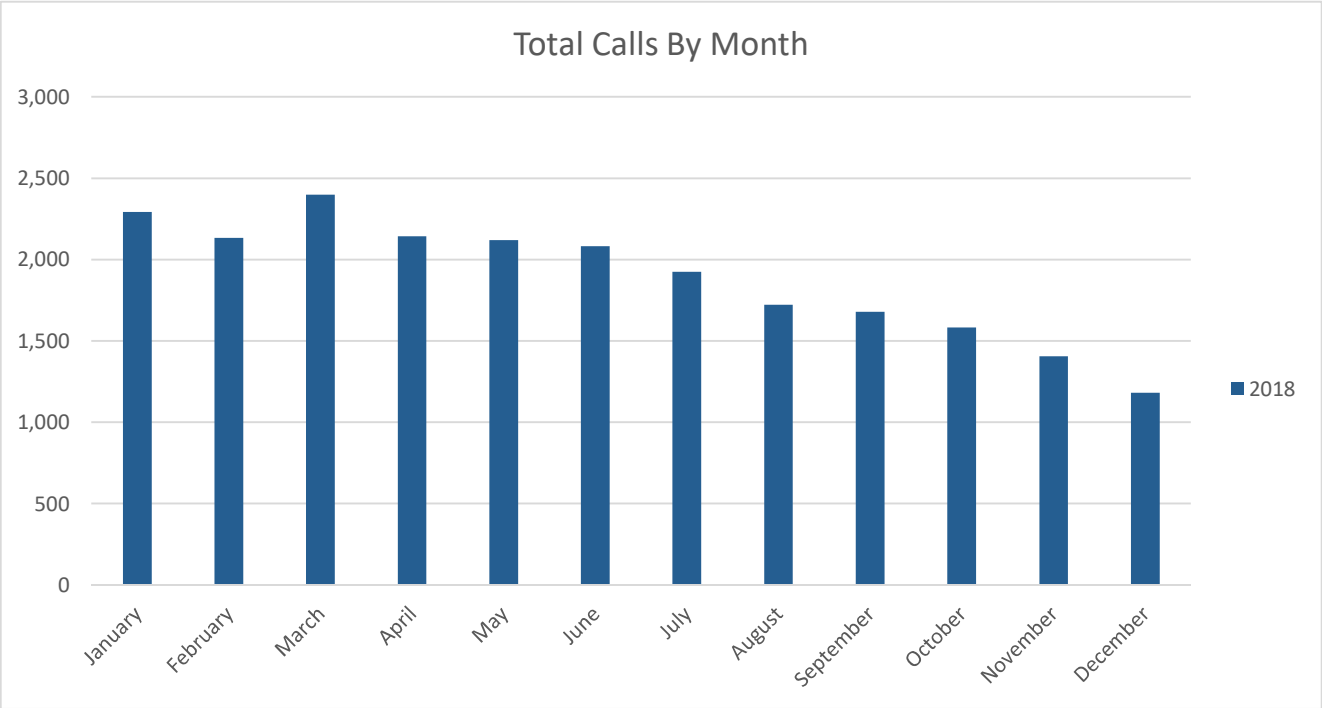
Total Calls By Year

	2015	2016	2017	2018
January	2,532	3,148	2,251	2,293
February	2,529	2,008	2,135	2,133
March	5,013	2,770	2,176	2,399
April	5,407	1,959	1,772	2,144
May	1,422	2,068	1,854	2,120
June	3,229	2,017	1,710	2,082
July	4,309	2,350	1,704	1,924
August	2,764	2,265	2,552	1,723
September	2,200	1,828	2,208	1,678
October	2,563	1,826	2,157	1,583
November	1,751	2,319	2,035	1,405
December	1,991	1,934	1,831	1,182
TOTAL	**35,710**	**26,492**	**24,385**	**22,666**



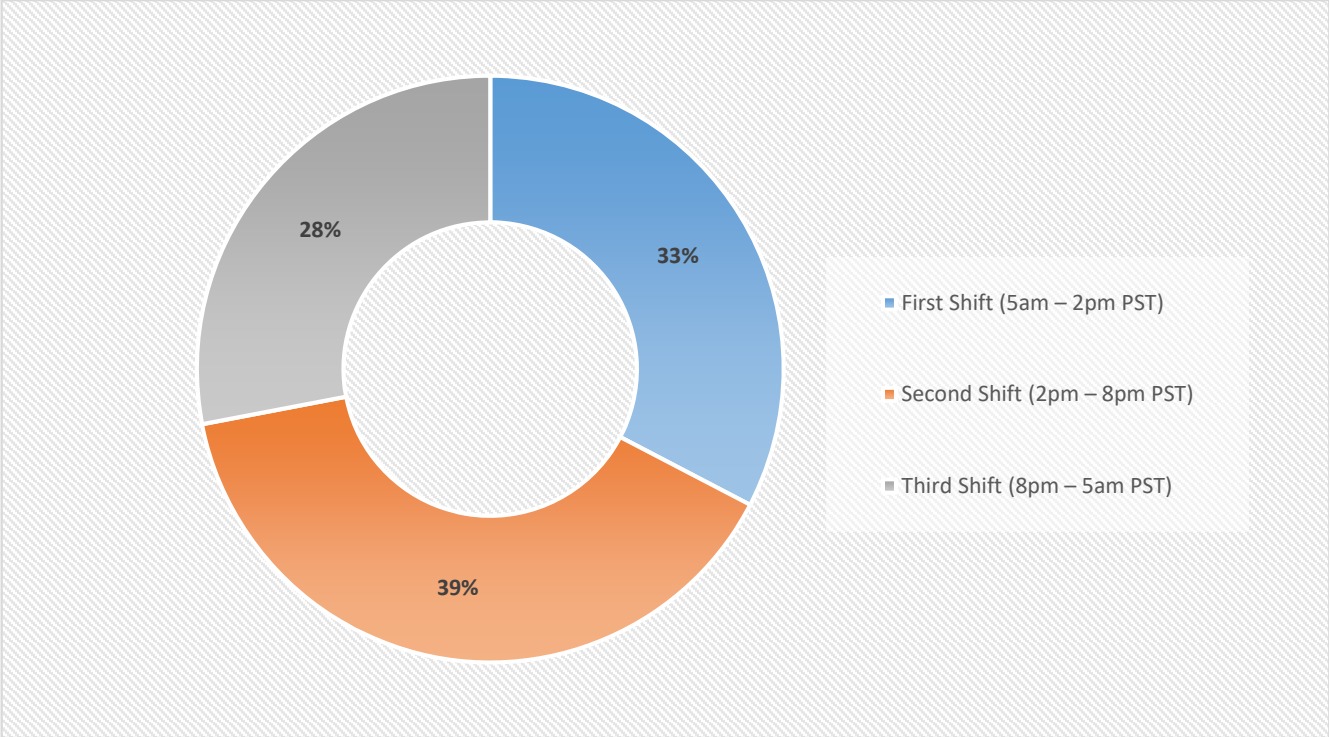
Intakes & Calls By Month





Clinical Calls by Shift

First Shift (5am – 2pm PST)	Second Shift (2pm – 8pm PST)	Third Shift (8pm – 5am PST)
898	1081	770
32.68%	39.34%	28.02%



Text and Chat Support

Text Support Intakes	**241**
Chat Support Intakes	**415**

Texting Result

Request for Information	9	3.73%
Transferred to Phone Intake	3	1.24%
Refferals provided in Text	1	0.41%
Text Terminated Prematurely	11	4.56%

Type of Chat Visitor

		Total	Reported
Gambler	191	46.02%	47.16%
Non Gambler	214	51.57%	52.84%
Friend	*0*	*0.00%*	*0.00%*
Spouse/Significant Other	*21*	*5.06%*	*5.19%*
Parent	*0*	*0.00%*	*0.00%*
Adult Child	*0*	*0.00%*	*0.00%*
Sibling	*0*	*0.00%*	*0.00%*
Other	*193*	*46.51%*	*47.65%*
Employer	*0*	*0.00%*	*0.00%*
Therapist	*0*	*0.00%*	*0.00%*
Not Reported/Other	*10*	*2.41%*	

Gender of Chat Visitor

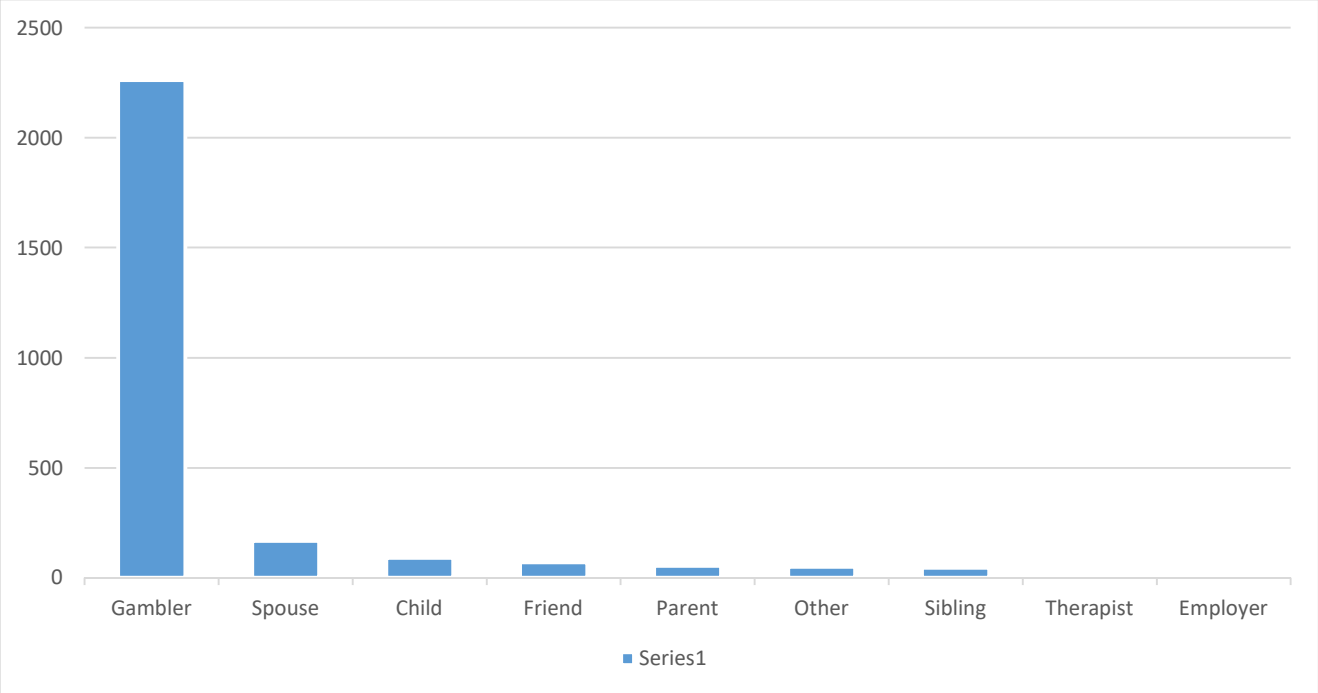
		Total	Reported
Male	127	30.60%	66.15%
Female	65	15.66%	33.85%
Not Reported/Other	*223*	*53.73%*	

"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	90	3.28%	3.28%	Parent	54	1.97%	1.97%
Employer	1	0.04%	0.04%	Sibling	46	1.67%	1.67%
Friend	70	2.55%	2.55%	Spouse	167	6.08%	6.08%
Gambler	2262	82.31%	82.31%	Therapist	9	0.33%	0.33%
Other	49	1.78%	1.78%	*Not Reported*	*0*	*0.00%*	*N/A*

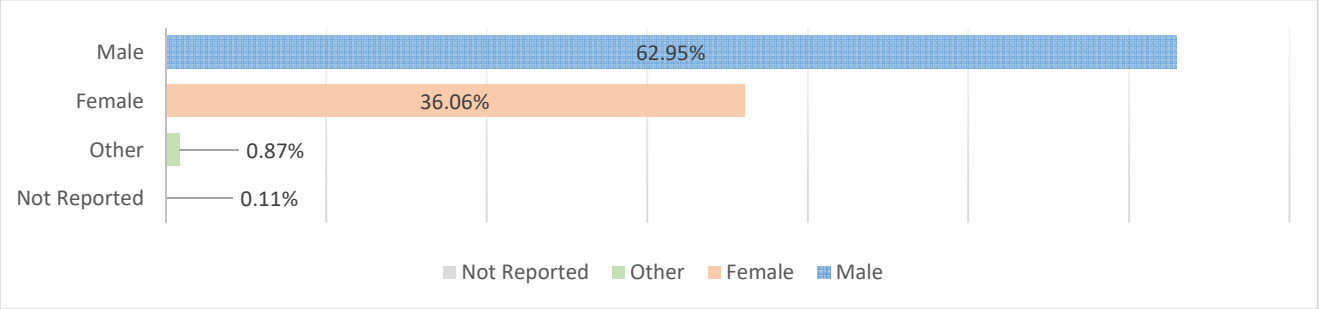


Caller Data

Gender of Caller

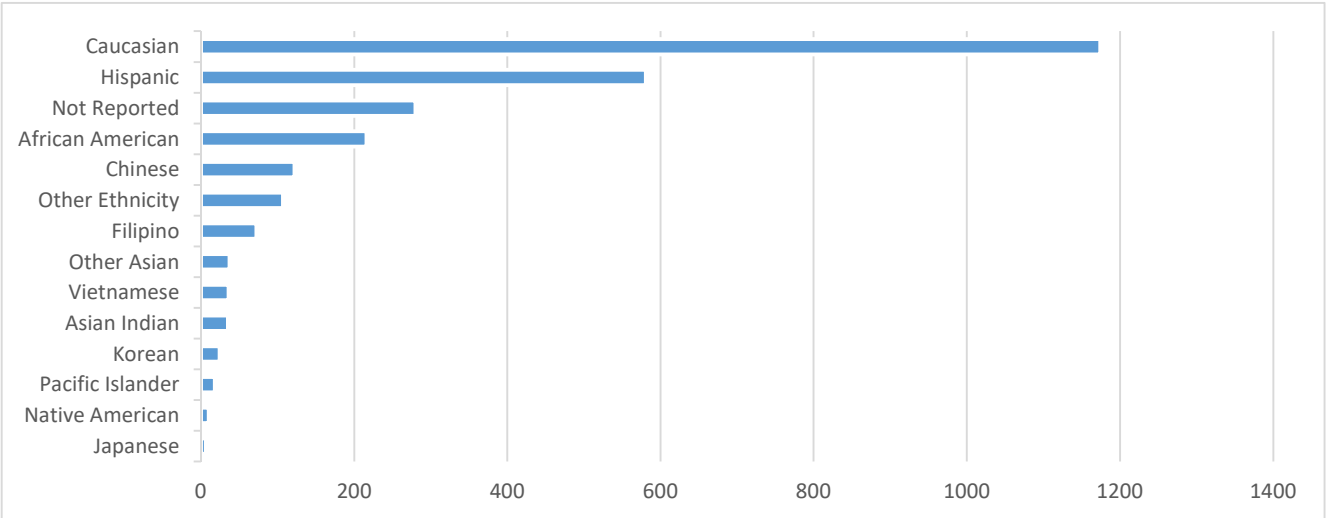
		Total	Reported			Total	Reported
Male	1730	62.95%	63.02%	Other	24	0.87%	0.87%
Female	991	36.06%	36.10%	*Not Reported*	*3*	*0.11%*	*N/A*

"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.



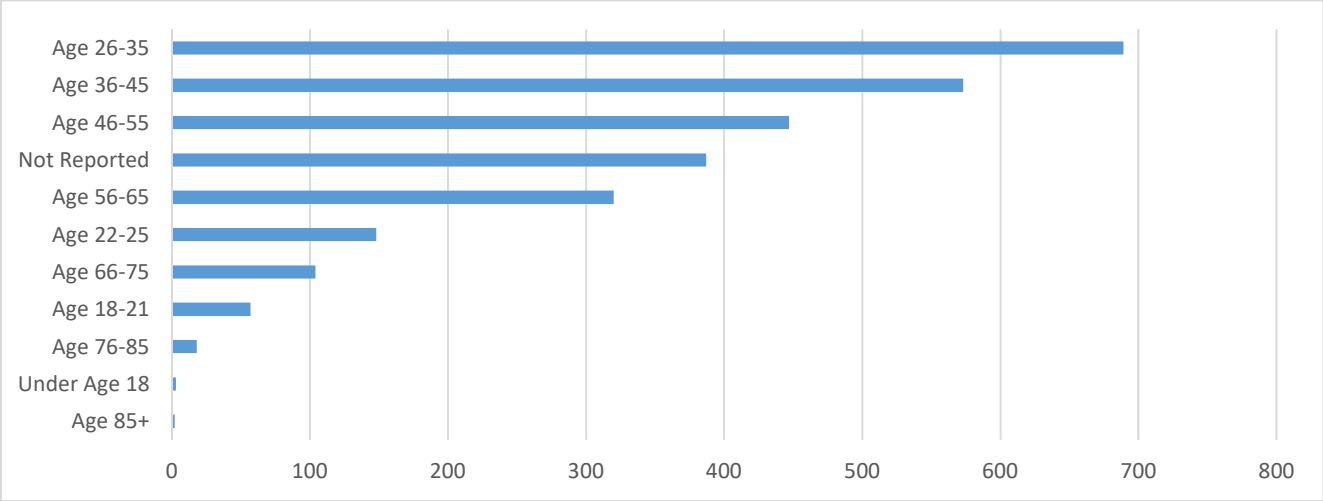
Caller Ethnicity

		Total	Reported			Total	Reported
African American	216	7.86%	8.86%	Korean	24	0.87%	0.98%
Asian Indian	35	1.27%	1.44%	Native American	10	0.36%	0.41%
Caucasian	1174	42.72%	48.15%	Other Asian	37	1.35%	1.52%
Chinese	122	4.44%	5.00%	Other Ethnicity	107	3.89%	4.39%
Filipino	72	2.62%	2.95%	Pacific Islander	18	0.66%	0.74%
Hispanic	581	21.14%	23.83%	Vietnamese	36	1.31%	1.48%
Japanese	6	0.22%	0.25%	*Not Reported*	*280*	*10.19%*	*N/A*



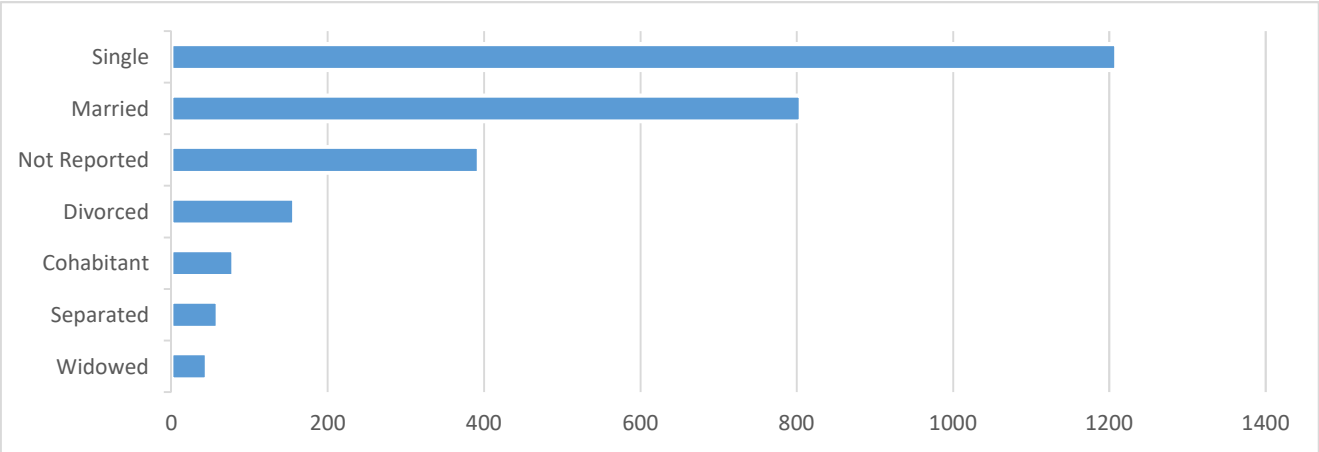
Caller Age

		Total	Reported			Total	Reported
Under Age 18	3	0.11%	0.13%	Age 56-65	320	11.64%	13.55%
Age 18-21	57	2.07%	2.41%	Age 66-75	104	3.78%	4.40%
Age 22-25	148	5.39%	6.27%	Age 76-85	18	0.66%	0.76%
Age 26-35	689	25.07%	29.18%	Age 85+	2	0.07%	0.08%
Age 36-45	573	20.85%	24.27%	*Not Reported*	*387*	*14.08%*	*N/A*
Age 46-55	447	16.27%	18.93%				



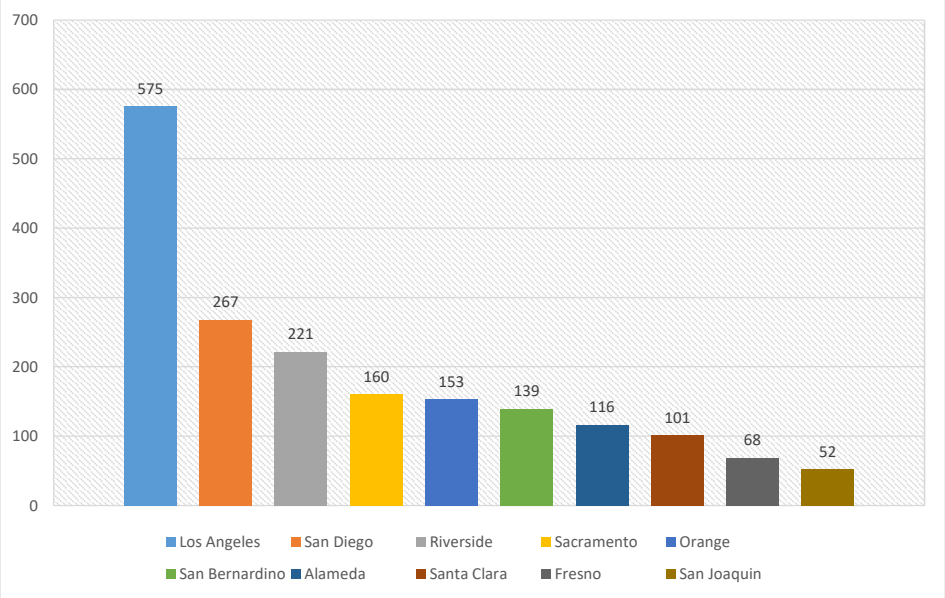
Caller Marital Status

		Total	Reported			Total	Reported
Cohabitant	79	2.87%	3.36%	Single	1209	44.00%	51.36%
Divorced	157	5.71%	6.67%	Widowed	45	1.64%	1.91%
Married	805	29.29%	34.20%	*Not Reported*	*393*	*14.30%*	*N/A*
Separated	59	2.15%	2.51%				



California Problem Gambling Helpline Statistics — 2018 Annual Report

Callers by County

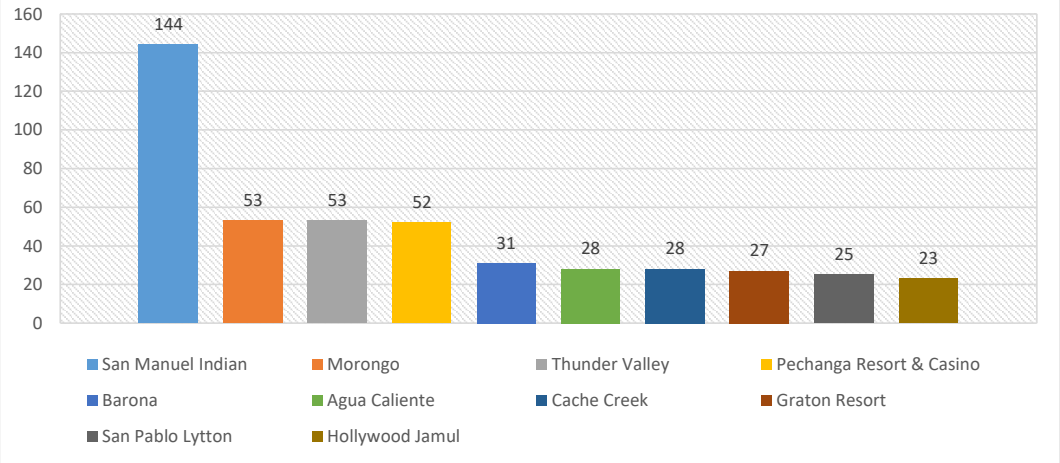


Callers by County

Caller County	Gaming Venues	Calls
Alameda	4	116
Alpine	0	3
Amador	1	3
Butte	3	12
Calaveras	0	1
Colusa	1	1
Contra Costa	5	47
Del Norte	2	2
El Dorado	2	16
Fresno	4	68
Glenn	0	2
Humboldt	7	5
Imperial	3	5
Inyo	2	1
Kern	4	34
Kings	1	1
Lake	4	2
Lassen	1	1
Los Angeles	8	575
Madera	1	6
Marin	1	14
Mariposa	0	2
Mendocino	7	7
Merced	2	10
Modoc	1	1
Mono	0	0
Monterey	4	13
Napa	1	2
Nevada	1	3
Orange	0	153

Caller County	Gaming Venues	Calls
Placer	2	35
Plumas	0	0
Riverside	12	221
Sacramento	12	160
San Benito	0	1
San Bernardino	2	139
San Diego	16	267
San Francisco	0	39
San Joaquin	6	52
San Luis Obispo	4	3
San Mateo	2	33
Santa Barbara	1	14
Santa Clara	3	101
Santa Cruz	2	12
Shasta	3	12
Sierra	1	0
Siskiyou	2	3
Solano	0	35
Sonoma	3	40
Stanislaus	3	16
Sutter	0	3
Tehama	1	6
Trinity	0	1
Tulare	5	28
Tuolumne	2	4
Ventura	1	31
Yolo	1	16
Yuba	3	6
Out of State		*69*
Not Reported		*295*

Top Tribal Casino of Choice



Tribal Casino of Choice

Tribal Casino	
Agua Caliente	28
Augustine	6
Barona	31
Barstow	1
Bear River	1
Black Oak	4
Blue Lake	3
Buena Vista	3
Cache Creek	28
Cahuilla Creek	4
Cher-Ae-Heights	1
Chicken Ranch	1
Chukchansi Gold	6
Chumash	12
Cloverdale Rancheria	0
Colusa Casino	1
Coyote Valley	2
Desert Rose	2
Diamond Mountain	0
Eagle Mountain	5
Elk Valley	2
Fantasy Springs	4
Feather Falls	3
Garcia River	1
Gold Country	5
Golden Acorn	2
Graton Resort	27
Harrah's	13
Havasu Landing	1
Hidden Oaks	1
Hollywood Jamul	23
Jackson Rancheria	10
Karuk Casino	0
Konocti Vista	0

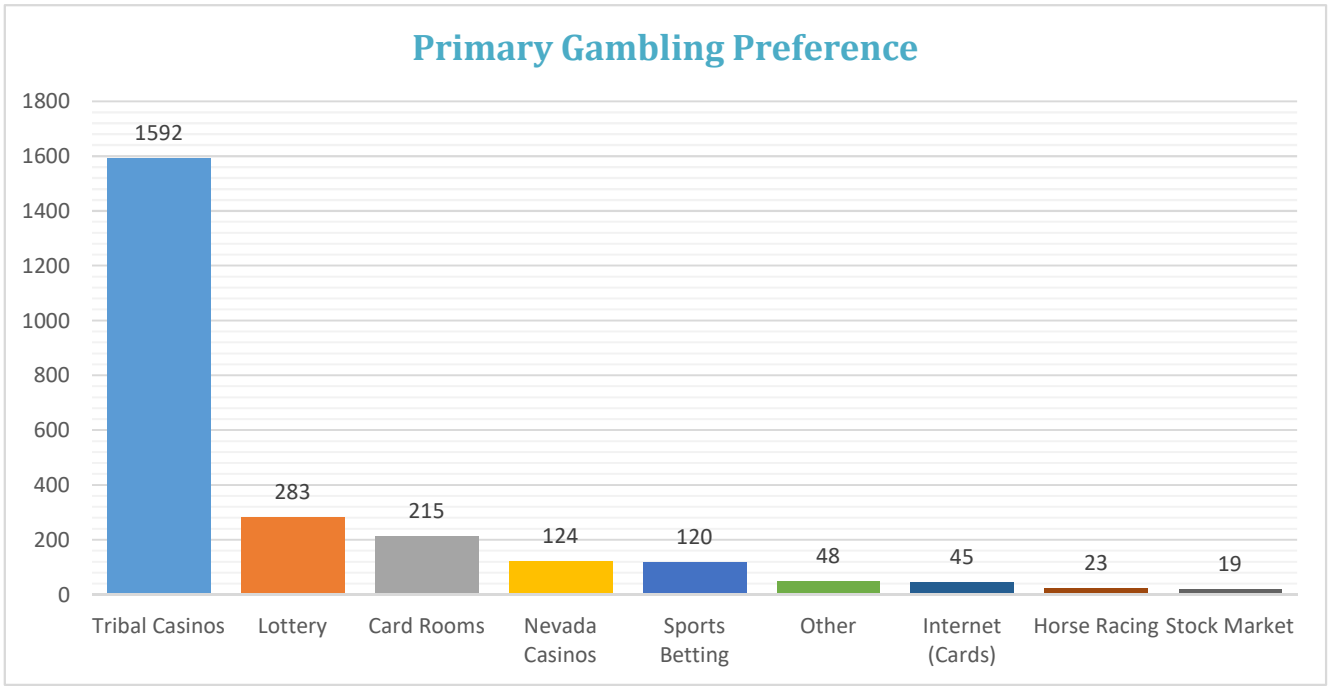
Tribal Casino	
Lucky 7	7
Lucky Bear	1
Mono Wind	0
Morongo	53
Paiute Palace	0
Pala	11
Pauma	5
Pechanga Resort & Casino	52
Pit River	0
Red Earth	0
Red Fox	0
Red Hawk	17
Redwood Hotel Casino	0
River Rock	5
Running Creek	0
San Manuel Indian	144
San Pablo Lytton	25
Santa Ysabel	2
Soboba	5
Spa Resort	3
Spotlight 29	2
Sycuan	12
Table Mountain	12
Tachi Palace	4
Thunder Valley	53
Tortoise Rock Casino	1
Twin Pine	0
Valley View	11
Viejas	9
Win-River	3
Fort Independence Travel Plaz	0
Out of State	*8*
Not Reported	*2072*

Primary Gambling Preference

		Total	Reported
Bingo	7	0.25%	0.28%
Card Rooms	215	7.82%	8.54%
Cards (Private)	12	0.44%	0.48%
Fantasy Sports	10	0.36%	0.40%
Horse Racing	23	0.84%	0.91%
Tribal Casinos	1593	57.97%	63.29%
Internet (Cards)	45	1.64%	1.79%
Internet (Other)	17	0.62%	0.68%
Lottery	284	10.33%	11.28%
Nevada Casinos	124	4.51%	4.93%
Other	48	1.75%	1.91%
Sports Betting	120	4.37%	4.77%
Stock Market	19	0.69%	0.75%
Not Reported	*231*	*8.41%*	*N/A*

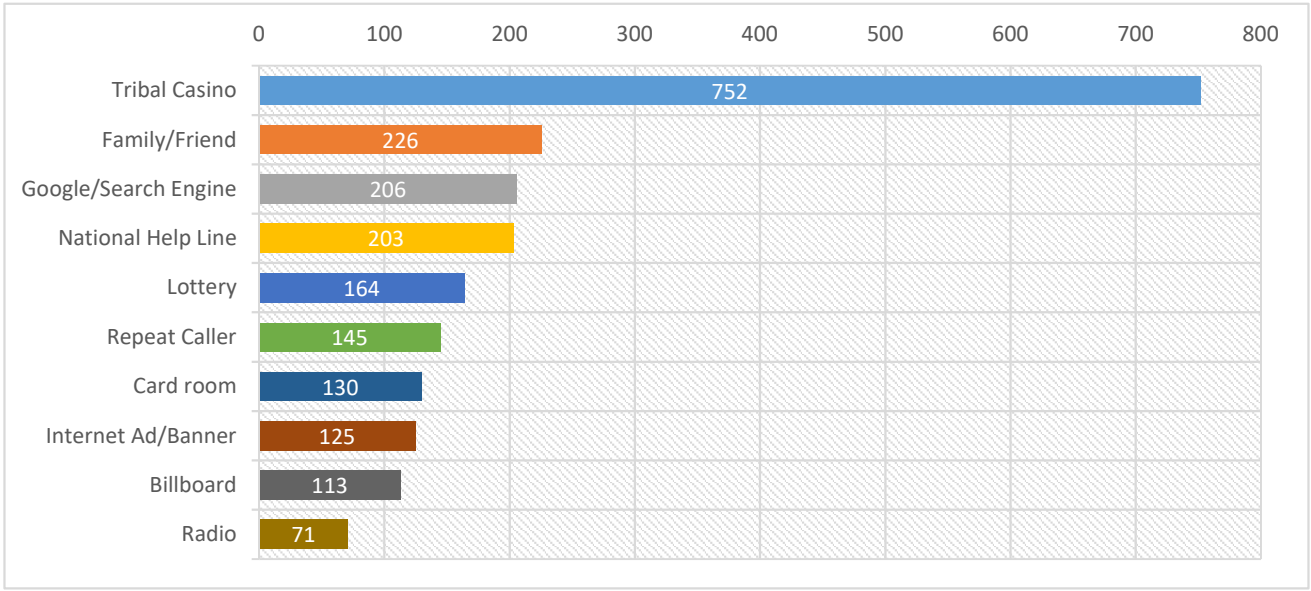
Secondary Gambling Preference

		Total	Reported
Bingo	9	0.33%	0.41%
Card Rooms	91	3.31%	4.13%
Cards (Private)	14	0.51%	0.64%
Fantasy Sports	8	0.29%	0.36%
Horse Racing	23	0.84%	1.04%
Tribal Casinos	453	16.48%	20.56%
Internet (Cards)	31	1.13%	1.41%
Internet (Other)	14	0.51%	0.64%
Lottery	290	10.55%	13.16%
Nevada Casinos	149	5.42%	6.76%
Other	122	4.44%	5.54%
Sports Betting	61	2.22%	2.77%
Stock Market	7	0.25%	0.32%
None	931	33.88%	42.26%
Not Reported/Unkn	*545*	*19.83%*	*N/A*



Caller Referral Source

	# of Callers	Total	Reported
Tribal Casino	752	27.37%	30.77%
Family/Friend	226	8.22%	9.25%
Google/Search Engine	206	7.50%	8.43%
National Help Line	203	7.39%	8.31%
Lottery	164	5.97%	6.71%
Repeat Caller	145	5.28%	5.93%
Card room	130	4.73%	5.32%
Internet Ad/Banner	125	4.55%	5.11%
Billboard	113	4.11%	4.62%
Radio	71	2.58%	2.91%
Other Website	57	2.07%	2.33%
Television	52	1.89%	2.13%
Community Agency	51	1.86%	2.09%
Therapist	32	1.16%	1.31%
Self Help Group	29	1.06%	1.19%
CCPG Website	23	0.84%	0.94%
Mailings	18	0.66%	0.74%
OPG Website	13	0.47%	0.53%
Electronic Signage	12	0.44%	0.49%
Social Network	8	0.29%	0.33%
Phone Book	5	0.18%	0.20%
Racetrack	5	0.18%	0.20%
Newspaper	4	0.15%	0.16%
Not Reported	*304*	*11.06%*	*N/A*



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Lottery Play

Callers who Play the Lottery	574	18.08%
Callers who Play at the Pump	184	32.06%
Median Number of Lottery Tickets Purchased Per Occasion	5	

Type of Lottery Game Played

		Total	Reported
Instant Games	223	8.11%	57.33%
Drawings	57	2.07%	14.65%
Instant and Drawings	109	3.97%	28.02%
Not Reported	*2358*	*85.81%*	*N/A*

Frequency of Lottery Play

		Total	Reported
Multiple Daily	82	2.98%	20.76%
Once Daily	55	2.00%	13.92%
Every Other Day	51	1.86%	12.91%
Weekly	71	2.58%	17.97%
Only if Big Jackpot	136	4.95%	34.43%
Not Reported	*2352*	*85.59%*	*N/A*

Fantasy Sports

				Total	Reported
Yes				84	3.06%	7.21%
	Same Day	*15*	*17.86%*			
	Weekly	*11*	*13.10%*			
	Season-Long	*36*	*42.86%*			
	Not Reported	*21*	*25.00%*			
No				1081	39.34%	92.79%
Not Reported				*1583*	*57.61%*	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				153	5.57%	27.47%
	Money	*26*	*16.99%*			
	Time	*14*	*9.15%*			
	Both	*92*	*60.13%*			
	Not Reported	*21*	*13.73%*			
No				404	14.70%	72.53%
Not Reported				*2191*	*79.73%*	N/A

Motivational Text Messaging Subscriptions

Total Motivational Text Messaging Subscriptions	**687**
Total Caller Intakes	2748
Percent Enrolled	25%
Number of Callers who Provided Phone Number	2442
Percentage of Callers with Phone who Enrolled	28%

Subscriber Stage of Change

Pre-Contemplation	112	16.30%	Maintenance	6	0.87%
Contemplation	268	39.01%	Recycling	3	0.44%
Preparation	257	37.41%	*Not Reported*	*0*	*0.00%*
Action	41	5.97%			

Type of Subscriber

Child	0	0.00%	Other	0	0.00%
Employer	0	0.00%	Sibling	3	0.44%
Friend	1	0.15%	Spouse/Sig Othr	10	1.46%
Gambler	670	97.81%	Therapist	1	0.15%
Parent	0	0.00%	*Not Reported*	*0*	*0.00%*

Subscriber Gender

Male	441	64.38%	Other	2	0.07%
Female	244	35.62%	*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

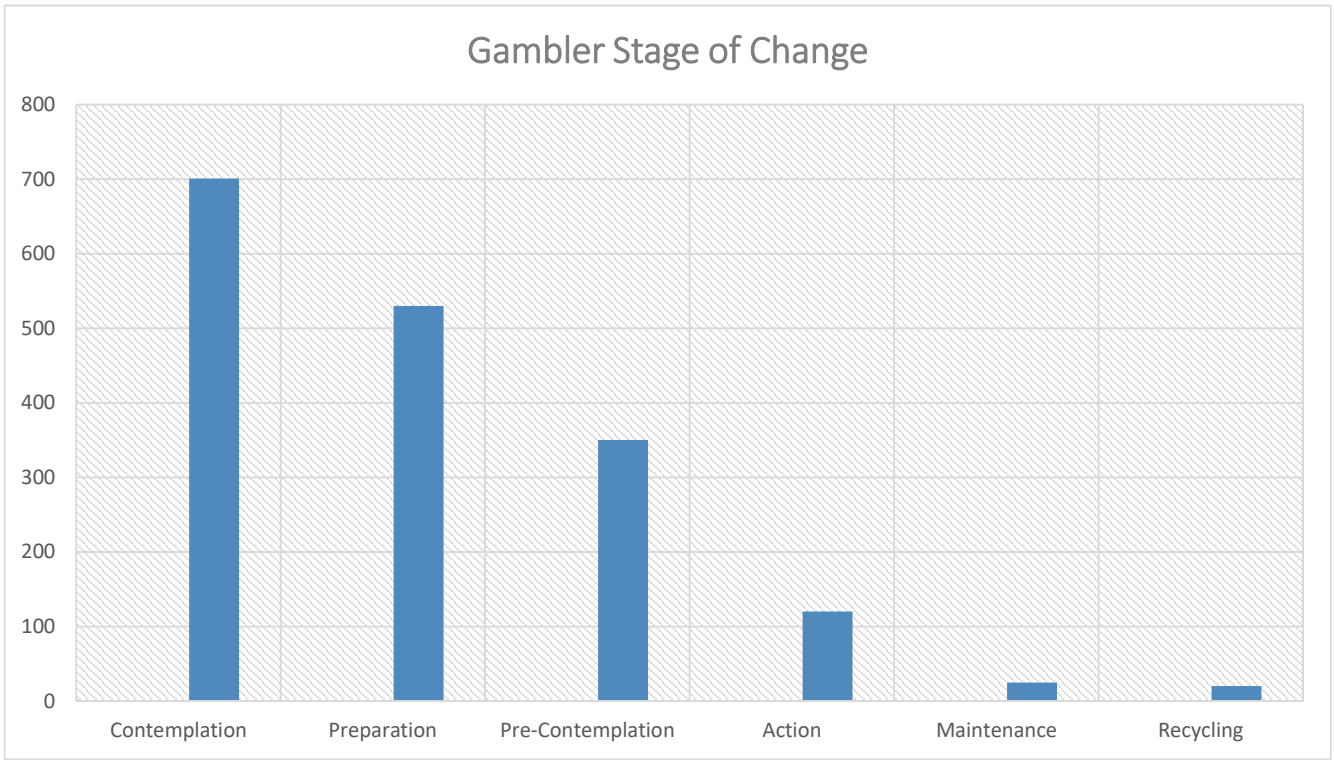
Under Age 18	37	5.27%	Age 56-65	91	12.96%
Age 18-21	15	2.14%	Age 66-75	22	3.13%
Age 22-25	56	7.98%	Age 76-85	2	0.28%
Age 26-35	195	27.78%	Age 85+	0	0.00%
Age 36-45	140	19.94%	*Not Reported*	*0*	*0.00%*
Age 46-55	144	20.51%			

Subscriber Language

English	619	90.1%	Simplified Chinese	8	1.2%
Spanish	60	8.7%			

Gambler Stage of Change

		Total	*Reported*
Contemplation	701	40.15%	40.61%
Preparation	530	30.36%	30.71%
Pre-Contemplat	350	20.05%	20.28%
Action	120	6.87%	6.95%
Maintenance	25	1.43%	1.45%
Recycling	20	1.15%	1.16%
Not Reported	*1002*	*57.39%*	*N/A*



Gambler's Data

Non Gambler Gender

Male	176	36.21%	Other	10	2.06%
Female	300	61.73%	*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	1554	68.70%	Other	14	0.62%
Female	691	30.55%	*Not Reported*	*3*	*0.13%*

"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	246	10.88%	Age 56-65	276	12.20%
Age 18-21	52	2.30%	Age 66-75	83	3.67%
Age 22-25	129	5.70%	Age 76-85	13	0.57%
Age 26-35	579	25.60%	Age 86+	1	0.04%
Age 36-45	483	21.35%	*Not Reported*	*17*	*0.75%*
Age 46-55	383	16.93%			

Highest Grade Completed

		Total	*Reported*			*Total*	*Reported*
No College	1353	49.24%	51.29%	College Degree	632	23.00%	23.96%
Currently in College	87	3.17%	3.30%	Graduate Degree	76	2.77%	2.88%
Some college - No deg	490	17.83%	18.57%	*Not Reported*	*110*	*4.00%*	*N/A*

Gambler's Average Debt & Spending

Average Debt	$ 27,613.71	Average Spent Per Year on Gambling	$ 32,556.75

Household Income

Average Household Income	$56,758.34

Action or Escape Gambler

			Total	*Reported*
Action	640	23.29%	23.29%	61.24%
Escape	405	14.74%	14.74%	38.76%
Not Reported/Unknown	*1703*	*61.97%*	*61.97%*	*N/A*

Gambler's Data

Military History

		Total	Reported			Total	Reported
Currently Active	4	0.15%	0.25%	Never Served	1555	56.59%	96.70%
Currently Reserve	1	0.04%	0.06%	Veteran	48	1.75%	2.99%
				Not Reported	*1140*	*41.48%*	*N/A*

First Age Gambled

		Total	Reported			Total	Reported
Age 06-09	19	0.69%	1.80%	Age 22-29	208	7.57%	19.73%
Age 10-11	12	0.44%	1.14%	Age 30-39	157	5.71%	14.90%
Age 12-13	29	1.06%	2.75%	Age 40-49	99	3.60%	9.39%
Age 14-15	36	1.31%	3.42%	Age 50-59	50	1.82%	4.74%
Age 16-17	62	2.26%	5.88%	Age 60-65	12	0.44%	1.14%
Age 18-21	367	13.36%	34.82%	Age 66-100	3	0.11%	0.28%
				Not reported / Unknown	*1694*	*61.64%*	*N/A*

First Age Experiencing a Problem with Gambling

		Total	Reported			Total	Reported
Under Age 18	172	6.26%	16.06%	Age 56-65	27	0.98%	2.52%
Age 18-21	367	13.36%	34.27%	Age 66-75	2	0.07%	0.19%
Age 22-25	122	4.44%	11.39%	Age 76-85	1	0.04%	0.09%
Age 26-35	206	7.50%	19.23%	Age 86+	3	0.11%	0.28%
Age 36-45	103	3.75%	9.62%	*Not Reported*	*1677*	*61.03%*	*N/A*
Age 46-55	68	2.47%	6.35%				

Effects on Personal Life

		Total	Reported			Total	Reported
Loss of primary relationship	362	9.35%	14.99%	Jail/Arrest	16	0.41%	0.66%
Alienation of family	295	7.62%	12.22%	Physical Health	16	0.41%	0.66%
Loss of home	89	2.30%	3.69%	Stress/Depress/Anxiety	943	24.37%	39.05%
Creditor problems	592	15.30%	24.51%	Suicidal thoughts	48	1.24%	1.99%
Lost job	51	1.32%	2.11%	Suicide attempts	3	0.08%	0.12%
				Not Reported	*1455*	*37.60%*	*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	1249	45.19%	89.28%	Attempted suicide	4	0.14%	0.29%
Had thoughts about suicide	100	3.62%	7.15%	Unknown	41	1.48%	2.93%
Made plans for committing suicide	5	0.18%	0.36%	*Not Reported*	*1365*	*49.38%*	*N/A*

Quality Assurance

Total Number of Quality Assurance Requests	482
Percentage of Total Intakes	18%
Total Number of Quality Assurance Surveys Received	47
Percentage of Total Number of Intakes	2%
Percentage of Total Number of Survey Requests	10%

Survey Questions

	Yes	*No*
Were you able to speak to a Helpline counselor immediately?	41	6
Did you think that the counselor was understanding?	40	7
Did you receive a referral to GA or GAMANON?	31	16
Did you attend the GA or GAMANON meeting?	15	19
If you called about your own gambling problem, are you still gambling?	21	23
Do you think that calling the 800# helped you recognize the extent of you or something else's gambling problem?	38	9
Would you recommend the 800# to someone with a gambling problem?	45	2

Comments from California callers who completed QA surveys

"help line was very courteous"

"Marisol is great and she calls me out on BS and helps me take accountability for my actions"

"c2c is helpful - helps to keep me accountable and work through my denial"

"phone counseling is very beneficial and counselor is understanding"

"Client said he no longer gambles because of the help he received"

"Client said that he has not gambled since New Years eve and feels that its under control at this time."

"Spouse said that her husband is not gambling at this time thanks to the help he is receiving"

"text messages are helpful and keep me from gambling - very glad I signed up for motivational messages"

"Only receiving MTM - just self-excluded from casinos. MTM kept him from going to casinos - very grateful."

"Grateful for help counselor gave him"