MORNEAU SHEPELL

California Problem Gambling Helpline Statistics Monthly Report

California Problem Gambling Helpline Statistics — January 2021

Engagement & Outcomes

Intakes/Clinical Calls	126
Non-Intakes/Pranks	1,394
Total Calls Answered	1,520
Text Support Intakes	45
Chat Support Intakes	77
Gamban Codes Provided	9
Motivational Text Enrollments	38

Intake Language

English	125	99.21%
Spanish	1	0.79%
Mandarin	0	0.00%
Cantonese	0	0.00%
Other	0	0.00%
Not Reported	*0*	*0.00%*

Transfer Outcome

Transfer Completed	1	0.79%
Voicemail Response	9	7.14%
No Response	10	7.94%
Transfer Refused	34	26.98%
Call Terminated Early	10	7.94%
Wrong Time for Transfer	60	47.62%
Not Reported	*0*	*0.00%*

Case Management Outcome

		Total	*Reported*
Accepted Case Management	79	62.70%	69%
Declined Case Management	36	28.57%	31%
Not Reported	*11*	*8.73%*	*N/A*

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

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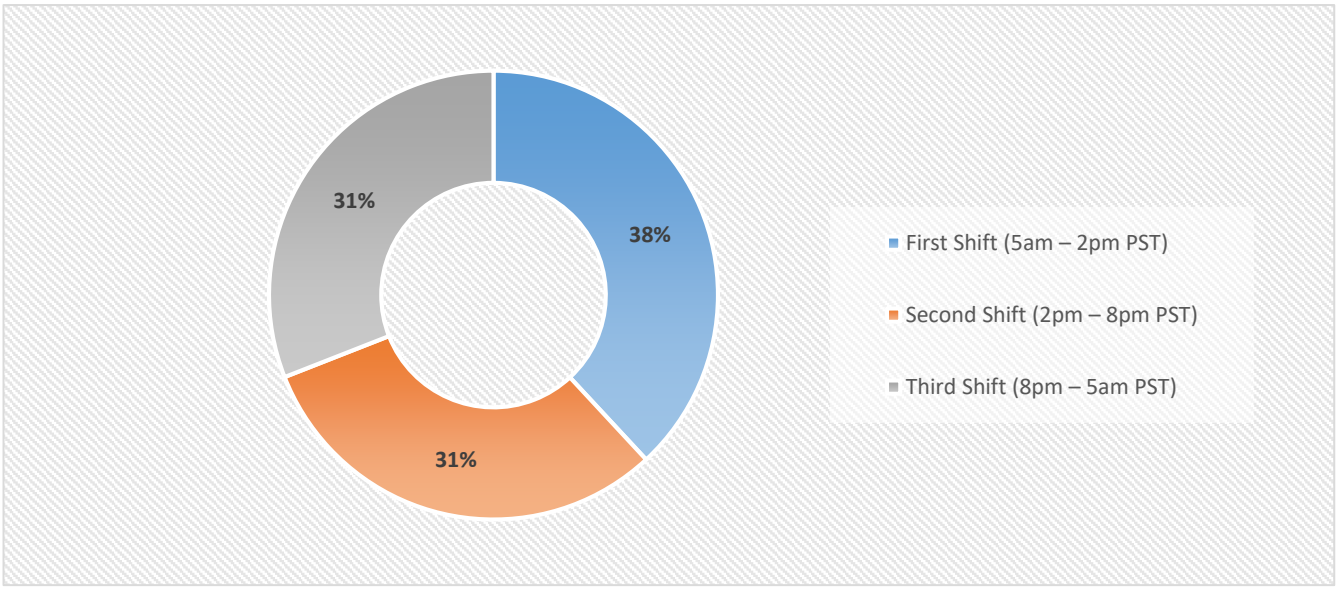
Clinical Calls by Shift

First Shift (5am – 2pm PST)	Second Shift (2pm – 8pm PST)	Third Shift (8pm – 5am PST)
48	39	39
38.10%	30.95%	30.95%



Text and Chat Support

Text Support Intakes	**45**
Chat Support Intakes	**77**

Type of Chat Visitor

Gambler	51	66.23%
Non Gambler	26	33.77%

Gender of Chat Visitor

Male	2	2.60%
Female	2	2.60%
Not Reported/Other	*73*	*94.81%*

Motivational Text Messaging Subscriptions

Total Motivational Text Messaging Subscriptions	**38**
Total Caller Intakes	126
Percent Enrolled	30%
Number of Callers who Provided Phone Number	116
Percentage of Callers with Phone who Enrolled	33%

Subscriber Stage of Change

Pre-Contemplation	5	13.16%	Maintenance	0	0.00%
Contemplation	14	36.84%	Recycling	0	0.00%
Preparation	16	42.11%	*Not Reported*	*0*	*0.00%*
Action	3	7.89%			

Type of Subscriber

Child	0	0.00%	Other	0	0.00%
Employer	0	0.00%	Sibling	0	0.00%
Friend	0	0.00%	Spouse/Sig Othr	0	0.00%
Gambler	38	100.00%	Therapist	0	0.00%
Parent	0	0.00%	*Not Reported*	*0*	*0.00%*

Subscriber Gender

Male	25	65.79%	Other	0	0.00%
Female	13	34.21%	*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	10	26.32%	Age 56-65	3	7.89%
Age 18-21	0	0.00%	Age 66-75	3	7.89%
Age 22-25	2	5.26%	Age 76-85	0	0.00%
Age 26-35	5	13.16%	Age 85+	1	2.63%
Age 36-45	11	28.95%	*Not Reported*	*0*	*0.00%*
Age 46-55	3	7.89%			

Subscriber Language

English	35	92.1%	Simplified Chinese	0	0.0%
Spanish	3	7.9%			

Caller Data

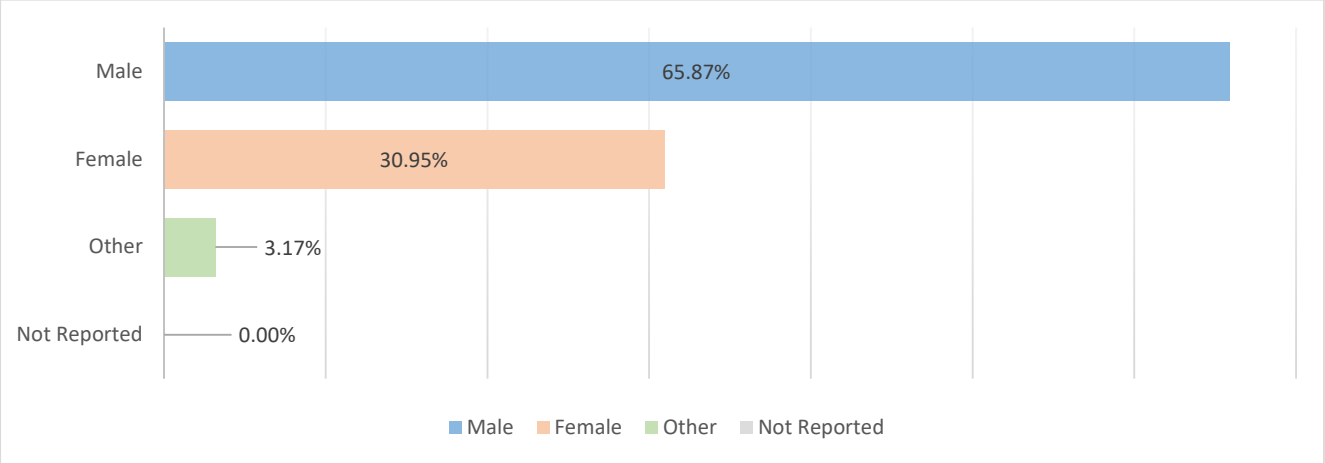
Type of Caller

		Total	Reported			Total	Reported
Child	4	3.17%	3.17%	Parent	4	3.17%	3.17%
Employer	0	0.00%	0.00%	Sibling	0	0.00%	0.00%
Friend	1	0.79%	0.79%	Spouse	5	3.97%	3.97%
Gambler	110	87.30%	87.30%	Therapist	0	0.00%	0.00%
Other	2	1.59%	1.59%	*Not Reported*	*0*	*0.00%*	*N/A*

Gender of Caller

		Total	Reported			Total	Reported
Male	83	65.87%	65.87%	Other	4	3.17%	3.17%
Female	39	30.95%	30.95%	*Not Reported*	*0*	*0.00%*	*N/A*

"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.



Caller Ethnicity

		Total	Reported			Total	Reported
African American	8	6.35%	10.39%	Korean	1	0.79%	1.30%
Asian Indian	1	0.79%	1.30%	Native American	2	1.59%	2.60%
Caucasian	32	25.40%	41.56%	Other Asian	2	1.59%	2.60%
Chinese	2	1.59%	2.60%	Other Ethnicity	6	4.76%	7.79%
Filipino	1	0.79%	1.30%	Pacific Islander	0	0.00%	0.00%
Hispanic	21	16.67%	27.27%	Vietnamese	0	0.00%	0.00%
Japanese	1	0.79%	1.30%	*Not Reported*	*43*	*34.13%*	*N/A*

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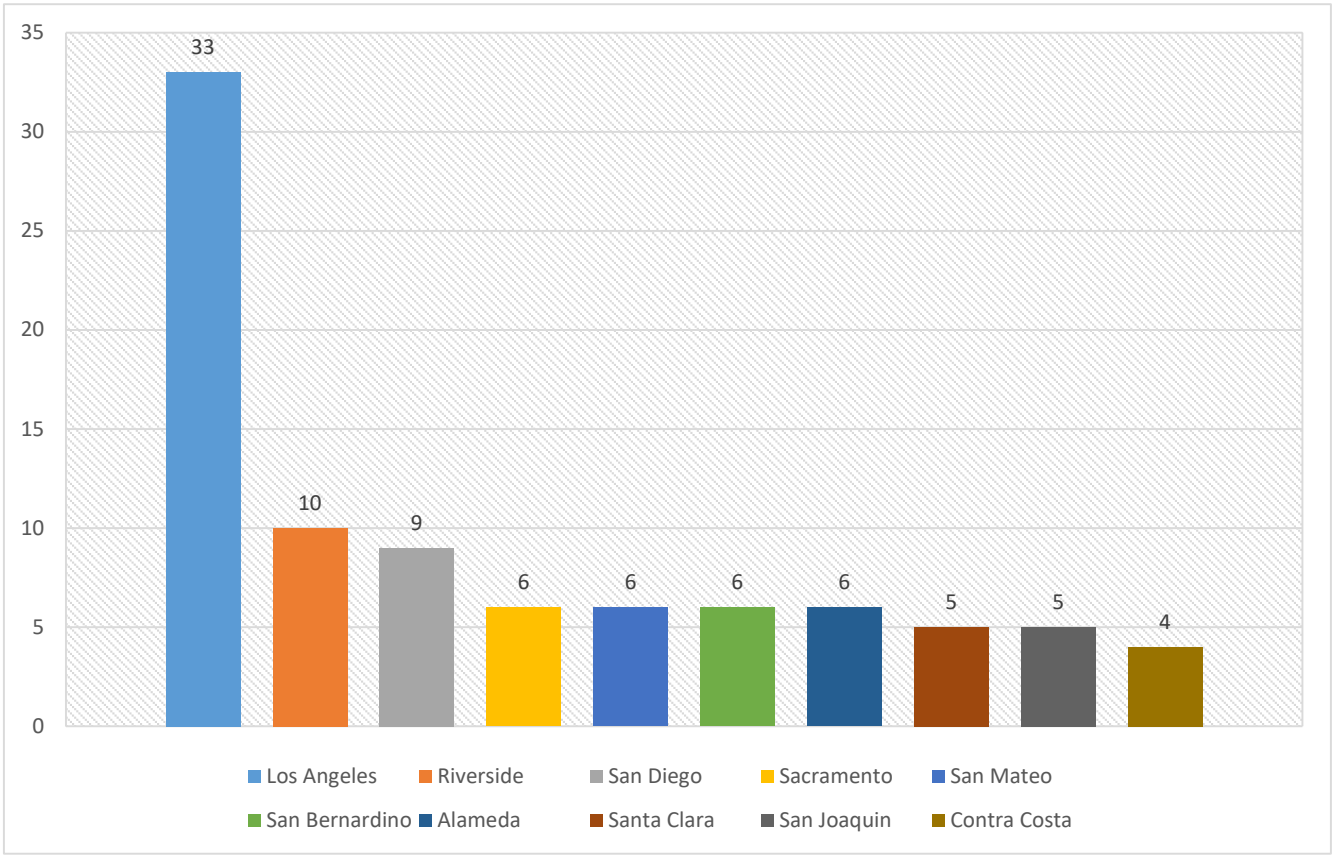
Caller Age

		Total	Reported			Total	Reported
Under Age 18	1	0.79%	1.22%	Age 56-65	8	6.35%	9.76%
Age 18-21	2	1.59%	2.44%	Age 66-75	6	4.76%	7.32%
Age 22-25	10	7.94%	12.20%	Age 76-85	0	0.00%	0.00%
Age 26-35	22	17.46%	26.83%	Age 85+	1	0.79%	1.22%
Age 36-45	24	19.05%	29.27%	*Not Reported*	*44*	*34.92%*	*N/A*
Age 46-55	8	6.35%	9.76%				

Caller Marital Status

		Total	Reported			Total	Reported
Cohabitant	3	2.38%	3.37%	Single	39	30.95%	43.82%
Divorced	9	7.14%	10.11%	Widowed	3	2.38%	3.37%
Married	33	26.19%	37.08%	*Not Reported*	*37*	*29.37%*	*N/A*
Separated	2	1.59%	2.25%				

Callers by County



Callers by County (Cont.)

Caller County	Gaming Venues	Calls
Alameda	4	6
Alpine	0	0
Amador	1	0
Butte	3	0
Calaveras	0	0
Colusa	1	0
Contra Costa	5	4
Del Norte	2	0
El Dorado	2	1
Fresno	4	3
Glenn	0	0
Humboldt	7	0
Imperial	3	0
Inyo	2	0
Kern	4	1
Kings	1	0
Lake	4	0
Lassen	1	0
Los Angeles	8	33
Madera	1	0
Marin	1	2
Mariposa	0	0
Mendocino	7	0
Merced	2	0
Modoc	1	0
Mono	0	0
Monterey	4	0
Napa	1	0
Nevada	1	0
Orange	0	1
Placer	2	2
Plumas	0	0
Riverside	12	10
Sacramento	12	6
San Benito	0	0
San Bernardino	2	6
San Diego	16	9
San Francisco	0	1
San Joaquin	6	5
San Luis Obispo	4	0
San Mateo	2	6
Santa Barbara	1	0
Santa Clara	3	5
Santa Cruz	2	0
Shasta	3	1
Sierra	1	0
Siskiyou	2	0
Solano	0	1
Sonoma	3	1
Stanislaus	3	1
Sutter	0	0
Tehama	1	0
Trinity	0	0
Tulare	5	2
Tuolumne	2	0
Ventura	1	2
Yolo	1	2
Yuba	3	0
Out of State		*1*
Not Reported		*14*

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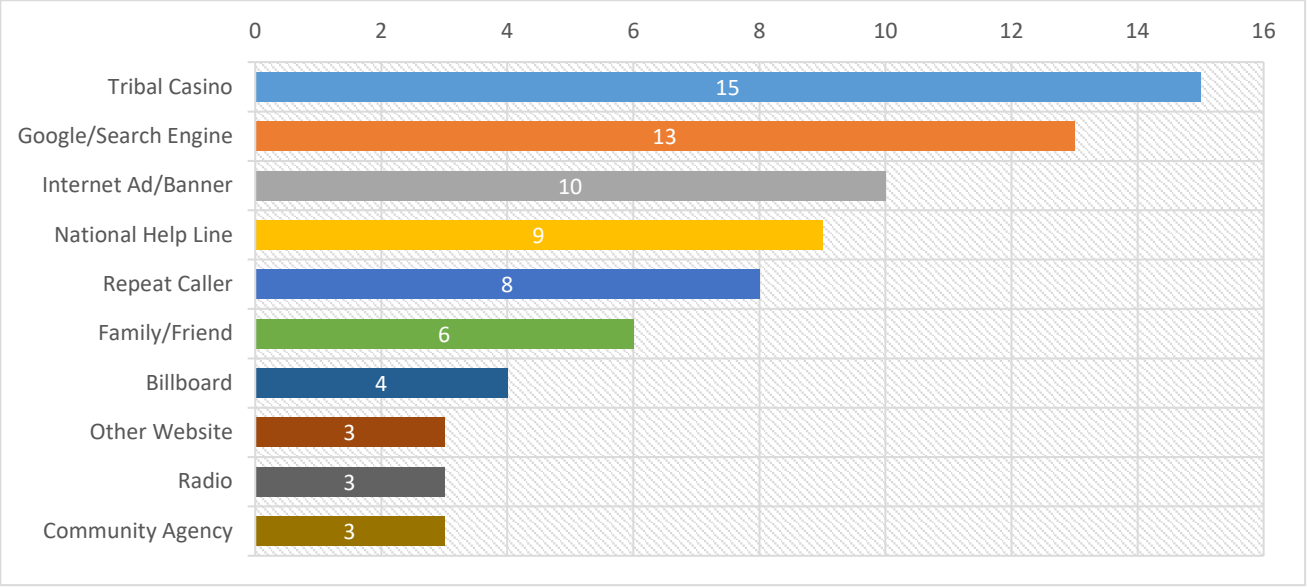
Caller Referral Source

	# of Callers	Total	Reported
Tribal Casino	15	11.90%	17.24%
Google/Search Engine	13	10.32%	14.94%
Internet Ad/Banner	10	7.94%	11.49%
National Help Line	9	7.14%	10.34%
Repeat Caller	8	6.35%	9.20%
Family/Friend	6	4.76%	6.90%
Billboard	4	3.17%	4.60%
Other Website	3	2.38%	3.45%
Radio	3	2.38%	3.45%
Community Agency	3	2.38%	3.45%
Lottery	2	1.59%	2.30%
Self Help Group	2	1.59%	2.30%
Mailings	2	1.59%	2.30%
Therapist	2	1.59%	2.30%
Racetrack	2	1.59%	2.30%
Card room	1	0.79%	1.15%
CCPG Website	1	0.79%	1.15%
Television	1	0.79%	1.15%
OPG Website	0	0.00%	0.00%
Social Network	0	0.00%	0.00%
Newspaper	0	0.00%	0.00%
Phone Book	0	0.00%	0.00%
Electronic Signage	0	0.00%	0.00%
Not Reported	*39*	*30.95%*	*N/A*



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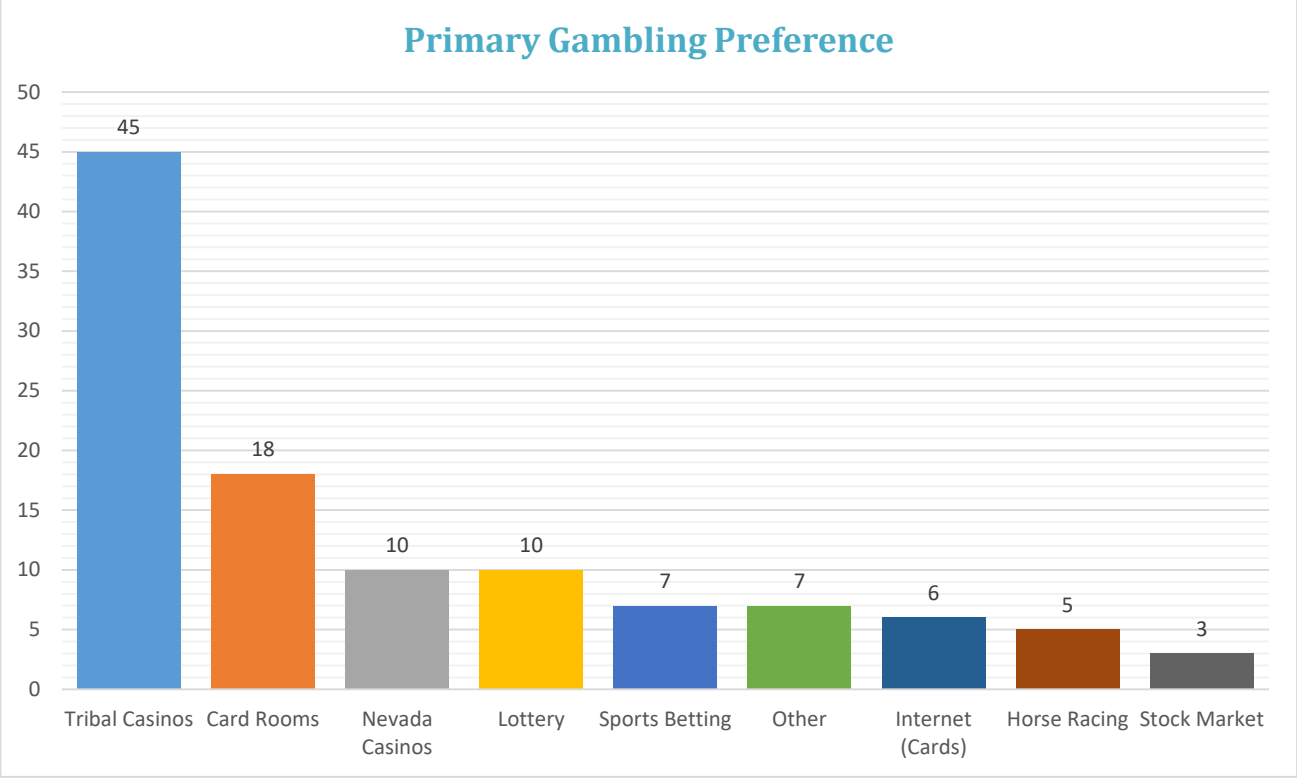
Primary Gambling Preference

		Total	Reported			Total	Reported
Bingo	0	0.00%	0.00%	Internet (Other)	3	2.38%	2.56%
Card Rooms	18	14.29%	15.38%	Lottery	10	7.94%	8.55%
Cards (Private)	1	0.79%	0.85%	Nevada Casinos	10	7.94%	8.55%
Fantasy Sports	2	1.59%	1.71%	Other	7	5.56%	5.98%
Horse Racing	5	3.97%	4.27%	Sports Betting	7	5.56%	5.98%
Tribal Casinos	45	35.71%	38.46%	Stock Market	3	2.38%	2.56%
Internet (Cards)	6	4.76%	5.13%	*Not Reported*	*9*	*7.14%*	*N/A*

Secondary Gambling Preference

		Total	Reported			Total	Reported
Bingo	0	0.00%	0.00%	Lottery	8	6.35%	8.51%
Card Rooms	5	3.97%	5.32%	Nevada Casinos	4	3.17%	4.26%
Cards (Private)	0	0.00%	0.00%	Other	6	4.76%	6.38%
Fantasy Sports	0	0.00%	0.00%	Sports Betting	7	5.56%	7.45%
Horse Racing	0	0.00%	0.00%	Stock Market	0	0.00%	0.00%
Tribal Casinos	20	15.87%	21.28%	Slot Machines	0	0.00%	0.00%
Internet (Cards)	5	3.97%	5.32%	None	38	30.16%	40.43%
Internet (Other)	1	0.79%	1.06%	*Not Reported*	*32*	*25.40%*	*N/A*



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Lottery Play

Callers who Play the Lottery	18	10.98%
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	10	7.94%	50.00%
Drawings	2	1.59%	10.00%
Instant and Drawings	8	6.35%	40.00%
Not Reported	*106*	*84.13%*	*N/A*

Frequency of Lottery Play

		Total	Reported
Multiple Daily	4	3.17%	16.67%
Once Daily	3	2.38%	12.50%
Every Other Day	6	4.76%	25.00%
Weekly	5	3.97%	20.83%
Only if Big Jackpot	6	4.76%	25.00%
Not Reported	*102*	*80.95%*	*N/A*

Fantasy Sports

				Total	Reported
Yes				5	3.97%	8.06%
	Same Day	*2*	*40.00%*		
	Weekly	*2*	*40.00%*		
	Season-Long	*1*	*20.00%*		
	Not Reported	*0*	*0.00%*		
No				57	45.24%	91.94%
Not Reported				*64*	*50.79%*	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				14	11.11%	25.00%
	Money	*3*	*21.43%*		
	Time	*1*	*7.14%*		
	Both	*8*	*57.14%*		
	Not Reported	*2*	*14.29%*		
No				42	33.33%	75.00%
Not Reported				*70*	*55.56%*	N/A