LifeWorks
Formerly Morneau Shepell

# California Problem Gambling Helpline Statistics Monthly Report

# California Problem Gambling Helpline Statistics — July 2021

## Engagement & Outcomes

| | |
|---|---|
| Intakes/Clinical Calls | 176 |
| Non-Intakes/Pranks | 2,056 |
| Total Calls Answered | 2,232 |
| Text Support Intakes | 37 |
| Chat Support Intakes | 262 |
| Gamban Codes Provided | 15 |
| Motivational Text Enrollments | 50 |

### Intake Language

| | | |
|---|---|---|
| English | 174 | 98.86% |
| Spanish | 2 | 1.14% |
| Mandarin | 0 | 0.00% |
| Cantonese | 0 | 0.00% |
| Other | 0 | 0.00% |
| *Not Reported* | *0* | *0.00%* |

### Transfer Outcome

| | | |
|---|---|---|
| Transfer Completed | 3 | 1.70% |
| Voicemail Response | 7 | 3.98% |
| No Response | 7 | 3.98% |
| Transfer Refused | 60 | 34.09% |
| Call Terminated Early | 14 | 7.95% |
| Wrong Time for Transfer | 82 | 46.59% |
| *Not Reported* | *0* | *0.00%* |

### Case Management Outcome

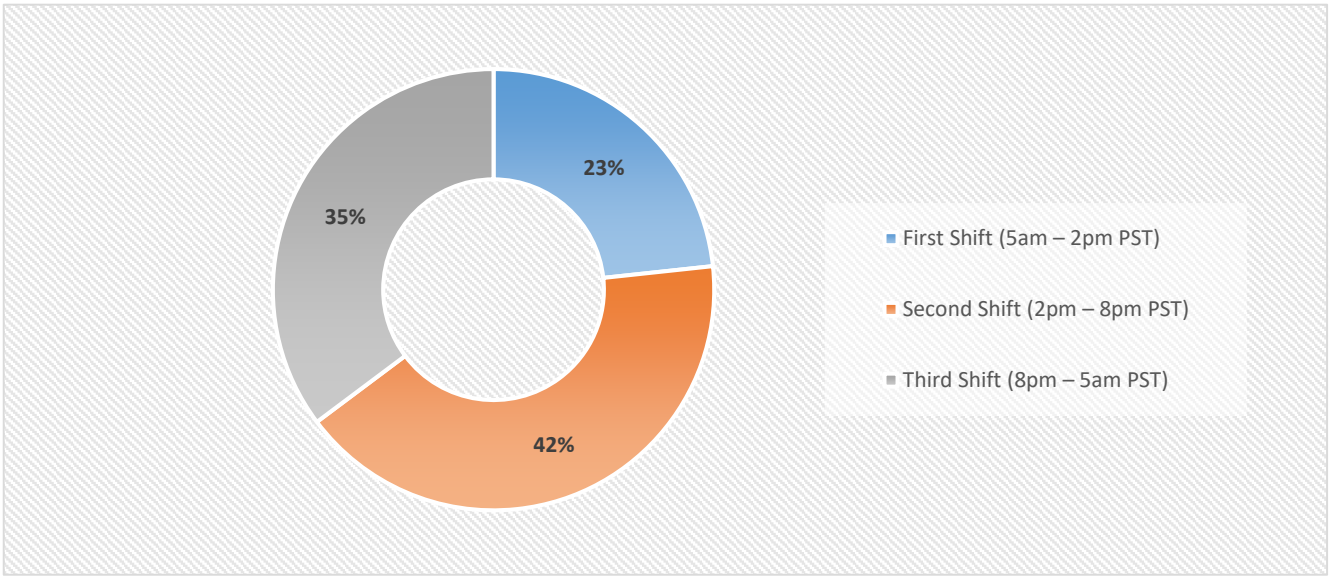
| | | *Total* | *Reported* |
|---|---|---|---|
| Accepted Case Management | 82 | 46.59% | 52% |
| Declined Case Management | 77 | 43.75% | 48% |
| *Not Reported* | *17* | *9.66%* | *N/A* |

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

# California Problem Gambling Helpline Statistics — July 2021

## Clinical Calls by Shift

| First Shift (5am – 2pm PST) | Second Shift (2pm – 8pm PST) | Third Shift (8pm – 5am PST) |
|---|---|---|
| 41 | 73 | 62 |
| 23.30% | 41.48% | 35.23% |




## Text and Chat Support

| | |
|---|---|
| **Text Support Intakes** | **37** |
| **Chat Support Intakes** | **262** |

## Type of Chat Visitor

| | | |
|---|---|---|
| Gambler | 133 | 50.76% |
| Non Gambler | 129 | 49.24% |

## Gender of Chat Visitor

| | | |
|---|---|---|
| Male | 5 | 1.91% |
| Female | 4 | 1.53% |
| *Not Reported/Other* | *253* | *96.56%* |

# Motivational Text Messaging Subscriptions

| | |
|---|---|
| **Total Motivational Text Messaging Subscriptions** | **50** |
| Total Caller Intakes | 176 |
| Percent Enrolled | 28% |
| Number of Callers who Provided Phone Number | 140 |
| Percentage of Callers with Phone who Enrolled | 36% |

## Subscriber Stage of Change

| | | | | | |
|---|---|---|---|---|---|
| Pre-Contemplation | 8 | 16.00% | Maintenance | 2 | 4.00% |
| Contemplation | 20 | 40.00% | Recycling | 0 | 0.00% |
| Preparation | 12 | 24.00% | *Not Reported* | *0* | *0.00%* |
| Action | 8 | 16.00% | | | |

## 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 | 49 | 98.00% | Therapist | 0 | 0.00% |
| Parent | 0 | 0.00% | *Not Reported* | *0* | *0.00%* |

## Subscriber Gender

| | | | | | |
|---|---|---|---|---|---|
| Male | 23 | 46.00% | Other | 1 | 2.00% |
| Female | 26 | 52.00% | *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 | 13 | 26.00% | Age 56-65 | 4 | 8.00% |
| Age 18-21 | 0 | 0.00% | Age 66-75 | 2 | 4.00% |
| Age 22-25 | 5 | 10.00% | Age 76-85 | 0 | 0.00% |
| Age 26-35 | 11 | 22.00% | Age 85+ | 0 | 0.00% |
| Age 36-45 | 5 | 10.00% | *Not Reported* | *0* | *0.00%* |
| Age 46-55 | 10 | 20.00% | | | |

## Subscriber Language

| | | | | | |
|---|---|---|---|---|---|
| English | 46 | 92.0% | Simplified Chinese | 0 | 0.0% |
| Spanish | 4 | 8.0% | | | |

# Caller Data

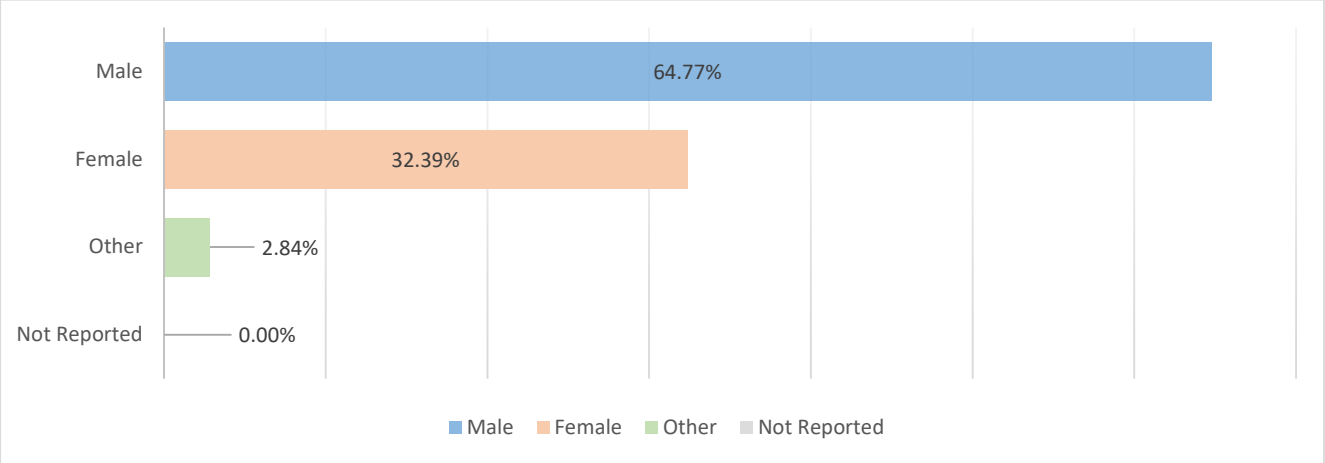
## Type of Caller

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Child | 2 | 1.14% | 1.14% | Parent | 2 | 1.14% | 1.14% |
| Employer | 0 | 0.00% | 0.00% | Sibling | 1 | 0.57% | 0.57% |
| Friend | 2 | 1.14% | 1.14% | Spouse | 6 | 3.41% | 3.41% |
| Gambler | 160 | 90.91% | 90.91% | Therapist | 0 | 0.00% | 0.00% |
| Other | 3 | 1.70% | 1.70% | *Not Reported* | *0* | *0.00%* | *N/A* |

## Gender of Caller

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Male | 114 | 64.77% | 64.77% | Other | 5 | 2.84% | 2.84% |
| Female | 57 | 32.39% | 32.39% | *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 | 9 | 5.11% | 10.23% | Korean | 0 | 0.00% | 0.00% |
| Asian Indian | 0 | 0.00% | 0.00% | Native American | 1 | 0.57% | 1.14% |
| Caucasian | 33 | 18.75% | 37.50% | Other Asian | 4 | 2.27% | 4.55% |
| Chinese | 4 | 2.27% | 4.55% | Other Ethnicity | 9 | 5.11% | 10.23% |
| Filipino | 6 | 3.41% | 6.82% | Pacific Islander | 0 | 0.00% | 0.00% |
| Hispanic | 21 | 11.93% | 23.86% | Vietnamese | 1 | 0.57% | 1.14% |
| Japanese | 0 | 0.00% | 0.00% | *Not Reported* | *83* | *47.16%* | *N/A* |

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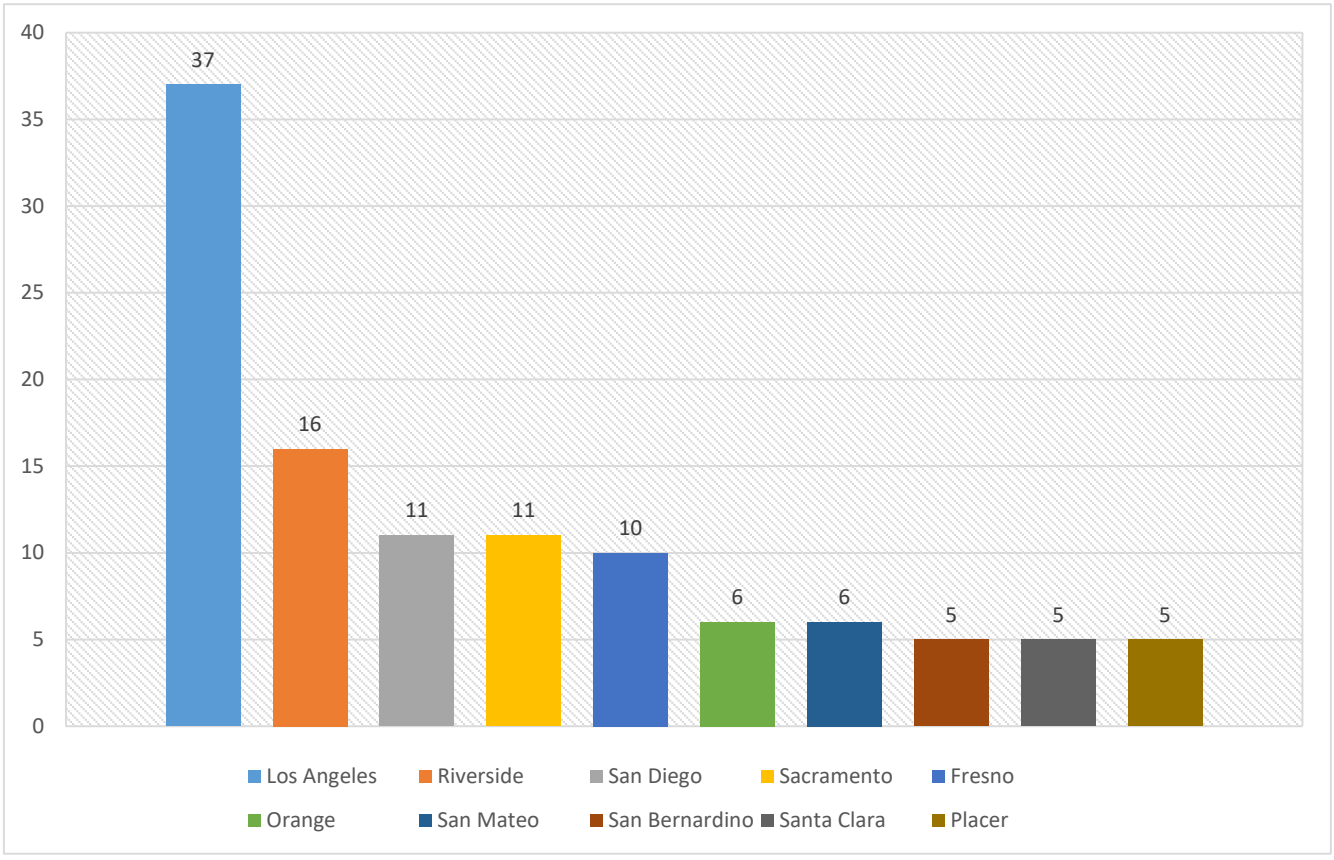
## Caller Age

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Under Age 18 | 1 | 0.57% | 1.00% | Age 56-65 | 14 | 7.95% | 14.00% |
| Age 18-21 | 5 | 2.84% | 5.00% | Age 66-75 | 6 | 3.41% | 6.00% |
| Age 22-25 | 7 | 3.98% | 7.00% | Age 76-85 | 1 | 0.57% | 1.00% |
| Age 26-35 | 25 | 14.20% | 25.00% | Age 85+ | 0 | 0.00% | 0.00% |
| Age 36-45 | 21 | 11.93% | 21.00% | *Not Reported* | *76* | *43.18%* | *N/A* |
| Age 46-55 | 20 | 11.36% | 20.00% | | | | |

## Caller Marital Status

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Cohabitant | 1 | 0.57% | 0.88% | Single | 62 | 35.23% | 54.39% |
| Divorced | 11 | 6.25% | 9.65% | Widowed | 2 | 1.14% | 1.75% |
| Married | 38 | 21.59% | 33.33% | *Not Reported* | *62* | *35.23%* | *N/A* |
| Separated | 0 | 0.00% | 0.00% | | | | |

## Callers by County



## Callers by County (Cont.)

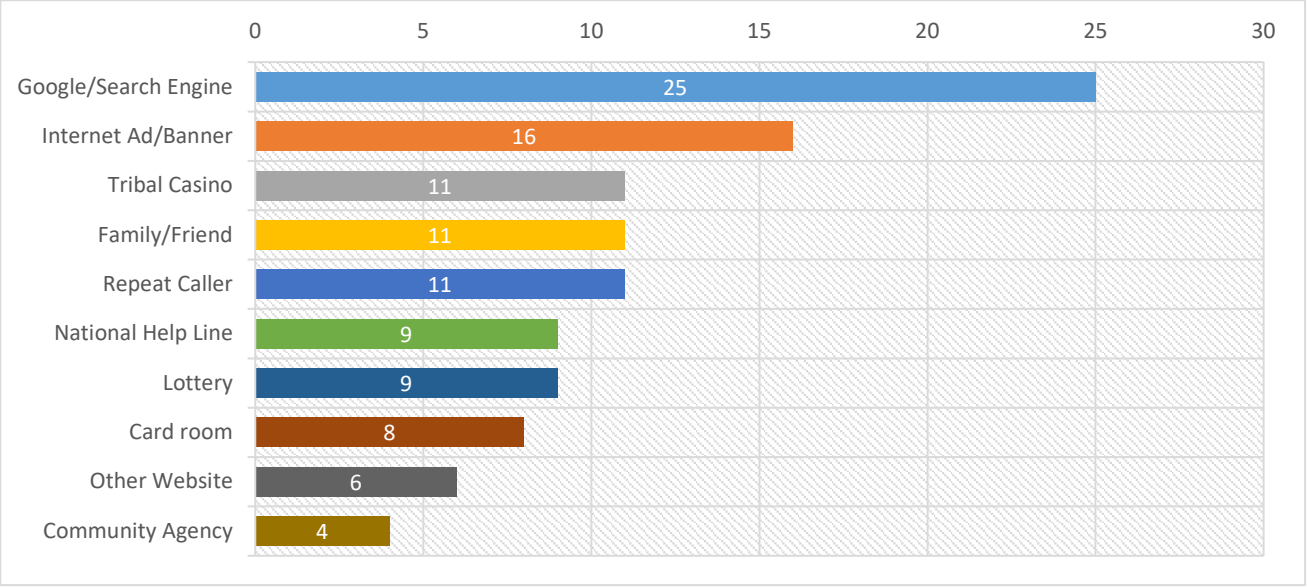
| Caller County | Gaming Venues | Calls |
|---|---|---|
| Alameda | 4 | 4 |
| Alpine | 0 | 1 |
| Amador | 1 | 0 |
| Butte | 3 | 0 |
| Calaveras | 0 | 1 |
| Colusa | 1 | 0 |
| Contra Costa | 5 | 4 |
| Del Norte | 2 | 0 |
| El Dorado | 2 | 2 |
| Fresno | 4 | 10 |
| Glenn | 0 | 0 |
| Humboldt | 7 | 1 |
| Imperial | 3 | 0 |
| Inyo | 2 | 0 |
| Kern | 4 | 1 |
| Kings | 1 | 1 |
| Lake | 4 | 0 |
| Lassen | 1 | 0 |
| Los Angeles | 8 | 37 |
| Madera | 1 | 0 |
| Marin | 1 | 0 |
| 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 | 6 |

| Caller County | Gaming Venues | Calls |
|---|---|---|
| Placer | 2 | 5 |
| Plumas | 0 | 0 |
| Riverside | 12 | 16 |
| Sacramento | 12 | 11 |
| San Benito | 0 | 0 |
| San Bernardino | 2 | 5 |
| San Diego | 16 | 11 |
| San Francisco | 0 | 2 |
| San Joaquin | 6 | 2 |
| San Luis Obispo | 4 | 0 |
| San Mateo | 2 | 6 |
| Santa Barbara | 1 | 2 |
| Santa Clara | 3 | 5 |
| Santa Cruz | 2 | 1 |
| Shasta | 3 | 0 |
| Sierra | 1 | 0 |
| Siskiyou | 2 | 0 |
| Solano | 0 | 1 |
| Sonoma | 3 | 3 |
| Stanislaus | 3 | 0 |
| Sutter | 0 | 0 |
| Tehama | 1 | 0 |
| Trinity | 0 | 0 |
| Tulare | 5 | 3 |
| Tuolumne | 2 | 0 |
| Ventura | 1 | 2 |
| Yolo | 1 | 1 |
| Yuba | 3 | 0 |
| *Out of State* | | *7* |
| *Not Reported* | | *25* |

# California Problem Gambling Helpline Statistics — July 2021

## Caller Referral Source

| | # of Callers | Total | Reported |
|---|---|---|---|
| Google/Search Engine | 25 | 14.20% | 19.69% |
| Internet Ad/Banner | 16 | 9.09% | 12.60% |
| Tribal Casino | 11 | 6.25% | 8.66% |
| Family/Friend | 11 | 6.25% | 8.66% |
| Repeat Caller | 11 | 6.25% | 8.66% |
| National Help Line | 9 | 5.11% | 7.09% |
| Lottery | 9 | 5.11% | 7.09% |
| Card room | 8 | 4.55% | 6.30% |
| Other Website | 6 | 3.41% | 4.72% |
| Community Agency | 4 | 2.27% | 3.15% |
| Self Help Group | 4 | 2.27% | 3.15% |
| Billboard | 3 | 1.70% | 2.36% |
| CCPG Website | 3 | 1.70% | 2.36% |
| Therapist | 2 | 1.14% | 1.57% |
| Radio | 2 | 1.14% | 1.57% |
| OPG Website | 1 | 0.57% | 0.79% |
| Electronic Signage | 1 | 0.57% | 0.79% |
| Newspaper | 1 | 0.57% | 0.79% |
| Television | 0 | 0.00% | 0.00% |
| Mailings | 0 | 0.00% | 0.00% |
| Social Network | 0 | 0.00% | 0.00% |
| Racetrack | 0 | 0.00% | 0.00% |
| Phone Book | 0 | 0.00% | 0.00% |
| *Not Reported* | *49* | *27.84%* | *N/A* |



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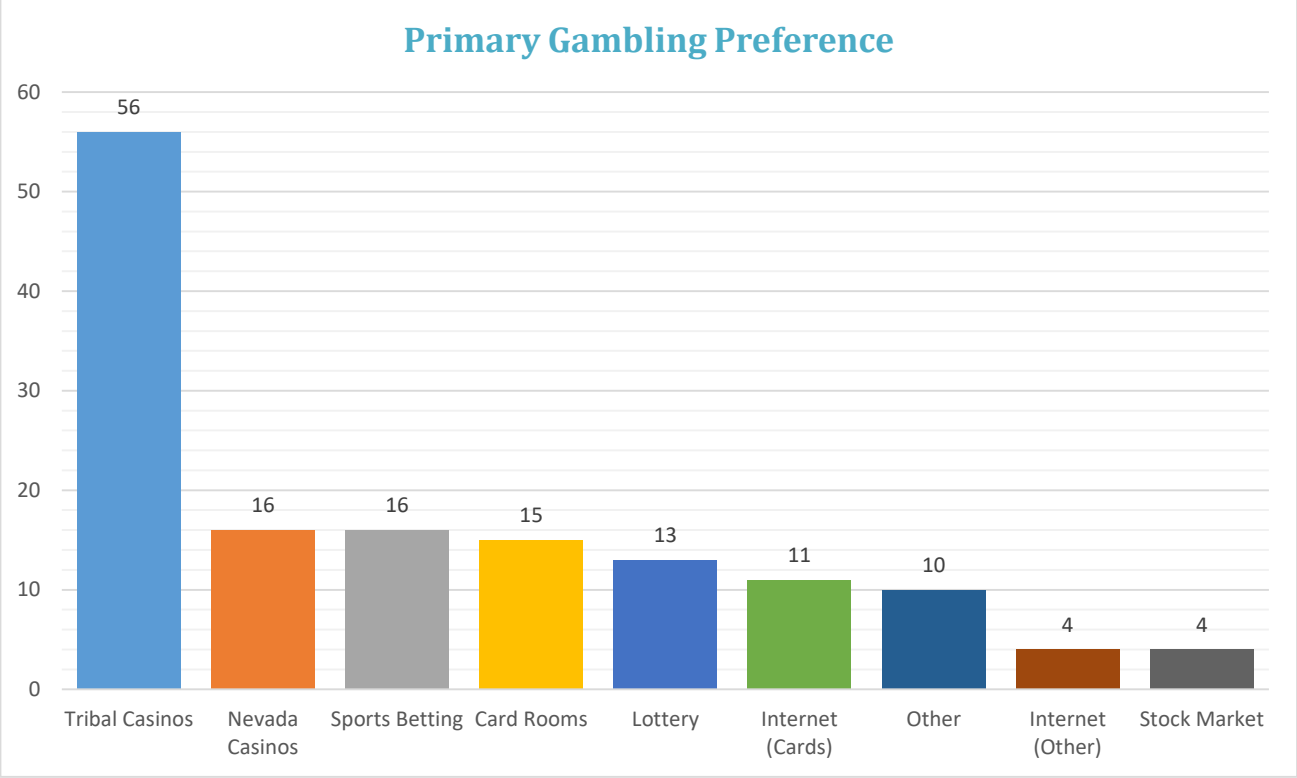
## Primary Gambling Preference

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Bingo | 1 | 0.57% | 0.65% | Internet (Other) | 4 | 2.27% | 2.60% |
| Card Rooms | 15 | 8.52% | 9.74% | Lottery | 13 | 7.39% | 8.44% |
| Cards (Private) | 3 | 1.70% | 1.95% | Nevada Casinos | 16 | 9.09% | 10.39% |
| Fantasy Sports | 3 | 1.70% | 1.95% | Other | 10 | 5.68% | 6.49% |
| Horse Racing | 2 | 1.14% | 1.30% | Sports Betting | 16 | 9.09% | 10.39% |
| Tribal Casinos | 56 | 31.82% | 36.36% | Stock Market | 4 | 2.27% | 2.60% |
| Internet (Cards) | 11 | 6.25% | 7.14% | *Not Reported* | *22* | *12.50%* | *N/A* |

## Secondary Gambling Preference

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Bingo | 0 | 0.00% | 0.00% | Lottery | 11 | 6.25% | 9.65% |
| Card Rooms | 9 | 5.11% | 7.89% | Nevada Casinos | 11 | 6.25% | 9.65% |
| Cards (Private) | 0 | 0.00% | 0.00% | Other | 8 | 4.55% | 7.02% |
| Fantasy Sports | 3 | 1.70% | 2.63% | Sports Betting | 5 | 2.84% | 4.39% |
| Horse Racing | 1 | 0.57% | 0.88% | Stock Market | 2 | 1.14% | 1.75% |
| Tribal Casinos | 23 | 13.07% | 20.18% | Slot Machines | 0 | 0.00% | 0.00% |
| Internet (Cards) | 6 | 3.41% | 5.26% | None | 32 | 18.18% | 28.07% |
| Internet (Other) | 3 | 1.70% | 2.63% | *Not Reported* | *60* | *34.09%* | *N/A* |



# California Problem Gambling Helpline Statistics — July 2021

## Lottery Play

| | | |
|---|---|---|
| Callers who Play the Lottery | 24 | 11.37% |
| Callers who Play at the Pump | 0 | 0.00% |
| Median Number of Lottery Tickets Purchased Per Occasion | 10 | |

## Type of Lottery Game Played

| | | Total | Reported |
|---|---|---|---|
| Instant Games | 15 | 8.52% | 48.39% |
| Drawings | 7 | 3.98% | 22.58% |
| Instant and Drawings | 9 | 5.11% | 29.03% |
| *Not Reported* | *145* | *82.39%* | *N/A* |

## Frequency of Lottery Play

| | | Total | Reported |
|---|---|---|---|
| Multiple Daily | 9 | 5.11% | 30.00% |
| Once Daily | 6 | 3.41% | 20.00% |
| Every Other Day | 3 | 1.70% | 10.00% |
| Weekly | 6 | 3.41% | 20.00% |
| Only if Big Jackpot | 6 | 3.41% | 20.00% |
| *Not Reported* | *144* | *81.82%* | *N/A* |

## Fantasy Sports

| | | | | Total | Reported |
|---|---|---|---|---|---|
| Yes | | | | 2 | 1.14% | 3.13% |
| | *Same Day* | *0* | *0.00%* | | |
| | *Weekly* | *0* | *0.00%* | | |
| | *Season-Long* | *1* | *50.00%* | | |
| | *Not Reported* | *1* | *50.00%* | | |
| No | | | | 62 | 35.23% | 96.88% |
| *Not Reported* | | | | *112* | *63.64%* | 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 | | | | 21 | 11.93% | 33.87% |
| | *Money* | *7* | *33.33%* | | |
| | *Time* | *3* | *14.29%* | | |
| | *Both* | *9* | *42.86%* | | |
| | *Not Reported* | *2* | *9.52%* | | |
| No | | | | 41 | 23.30% | 66.13% |
| *Not Reported* | | | | *114* | *64.77%* | N/A |