MORNEAU SHEPELL

# California Problem Gambling Helpline Statistics Monthly Report

# California Problem Gambling Helpline Statistics — February 2021

## Engagement & Outcomes

| | |
|---|---|
| Intakes/Clinical Calls | 133 |
| Non-Intakes/Pranks | 1,423 |
| Total Calls Answered | 1,556 |
| Text Support Intakes | 52 |
| Chat Support Intakes | 100 |
| Gamban Codes Provided | 6 |
| Motivational Text Enrollments | 38 |

### Intake Language

| | | |
|---|---|---|
| English | 130 | 97.74% |
| Spanish | 3 | 2.26% |
| Mandarin | 0 | 0.00% |
| Cantonese | 0 | 0.00% |
| Other | 0 | 0.00% |
| *Not Reported* | *0* | *0.00%* |

### Transfer Outcome

| | | |
|---|---|---|
| Transfer Completed | 2 | 1.50% |
| Voicemail Response | 10 | 7.52% |
| No Response | 21 | 15.79% |
| Transfer Refused | 49 | 36.84% |
| Call Terminated Early | 2 | 1.50% |
| Wrong Time for Transfer | 48 | 36.09% |
| *Not Reported* | *0* | *0.00%* |

### Case Management Outcome

| | | *Total* | *Reported* |
|---|---|---|---|
| Accepted Case Management | 85 | 63.91% | 66% |
| Declined Case Management | 44 | 33.08% | 34% |
| *Not Reported* | *4* | *3.01%* | *N/A* |

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

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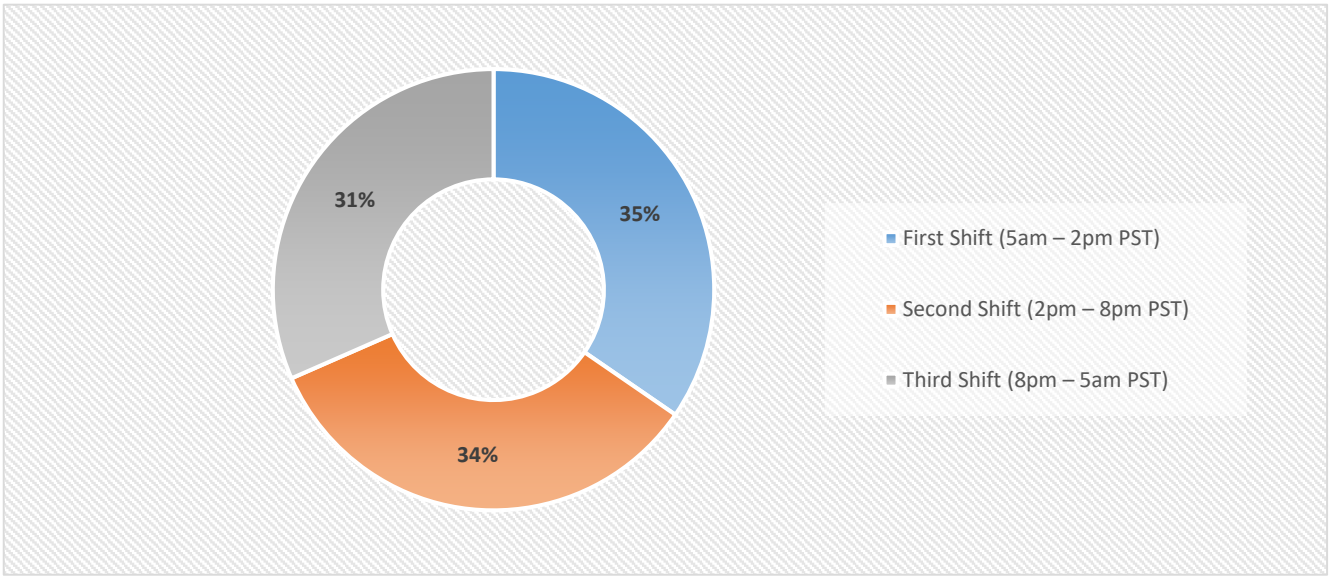
## Clinical Calls by Shift

| First Shift (5am – 2pm PST) | Second Shift (2pm – 8pm PST) | Third Shift (8pm – 5am PST) |
|---|---|---|
| 46 | 45 | 42 |
| 34.59% | 33.83% | 31.58% |




## Text and Chat Support

| | |
|---|---|
| **Text Support Intakes** | **52** |
| **Chat Support Intakes** | **100** |

## Type of Chat Visitor

| | | |
|---|---|---|
| Gambler | 74 | 74.00% |
| Non Gambler | 26 | 26.00% |

## Gender of Chat Visitor

| | | |
|---|---|---|
| Male | 4 | 4.00% |
| Female | 4 | 4.00% |
| *Not Reported/Other* | *92* | *92.00%* |

# Motivational Text Messaging Subscriptions

| | |
|---|---|
| **Total Motivational Text Messaging Subscriptions** | **38** |
| Total Caller Intakes | 133 |
| Percent Enrolled | 29% |
| Number of Callers who Provided Phone Number | 127 |
| Percentage of Callers with Phone who Enrolled | 30% |

## Subscriber Stage of Change

| | | | | | |
|---|---|---|---|---|---|
| Pre-Contemplation | 8 | 21.05% | Maintenance | 0 | 0.00% |
| Contemplation | 18 | 47.37% | Recycling | 0 | 0.00% |
| Preparation | 9 | 23.68% | *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 | 1 | 2.63% |
| Gambler | 36 | 94.74% | Therapist | 0 | 0.00% |
| Parent | 0 | 0.00% | *Not Reported* | *0* | *0.00%* |

## Subscriber Gender

| | | | | | |
|---|---|---|---|---|---|
| Male | 23 | 60.53% | Other | 1 | 2.63% |
| Female | 14 | 36.84% | *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 | 8 | 21.05% | Age 56-65 | 3 | 7.89% |
| Age 18-21 | 1 | 2.63% | Age 66-75 | 0 | 0.00% |
| Age 22-25 | 6 | 15.79% | Age 76-85 | 0 | 0.00% |
| Age 26-35 | 6 | 15.79% | Age 85+ | 0 | 0.00% |
| Age 36-45 | 10 | 26.32% | *Not Reported* | *0* | *0.00%* |
| Age 46-55 | 5 | 13.16% | | | |

## Subscriber Language

| | | | | | |
|---|---|---|---|---|---|
| English | 36 | 94.7% | Simplified Chinese | 0 | 0.0% |
| Spanish | 2 | 5.3% | | | |

# Caller Data

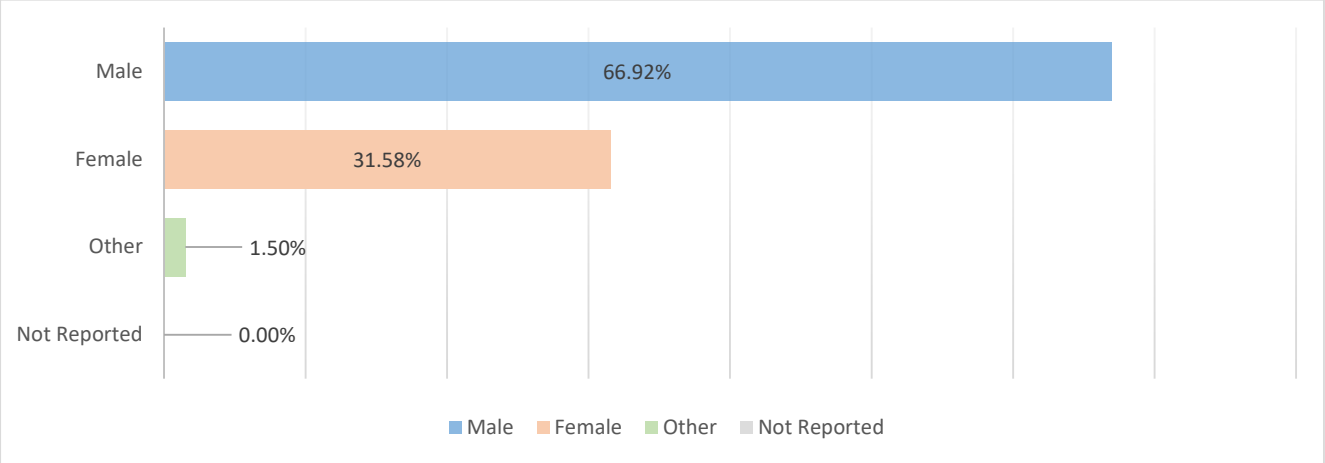
## Type of Caller

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Child | 7 | 5.26% | 5.26% | Parent | 3 | 2.26% | 2.26% |
| Employer | 0 | 0.00% | 0.00% | Sibling | 1 | 0.75% | 0.75% |
| Friend | 2 | 1.50% | 1.50% | Spouse | 5 | 3.76% | 3.76% |
| Gambler | 115 | 86.47% | 86.47% | Therapist | 0 | 0.00% | 0.00% |
| Other | 0 | 0.00% | 0.00% | *Not Reported* | *0* | *0.00%* | *N/A* |

## Gender of Caller

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Male | 89 | 66.92% | 66.92% | Other | 2 | 1.50% | 1.50% |
| Female | 42 | 31.58% | 31.58% | *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 | 6.02% | 9.20% | Korean | 0 | 0.00% | 0.00% |
| Asian Indian | 1 | 0.75% | 1.15% | Native American | 2 | 1.50% | 2.30% |
| Caucasian | 33 | 24.81% | 37.93% | Other Asian | 1 | 0.75% | 1.15% |
| Chinese | 3 | 2.26% | 3.45% | Other Ethnicity | 9 | 6.77% | 10.34% |
| Filipino | 2 | 1.50% | 2.30% | Pacific Islander | 0 | 0.00% | 0.00% |
| Hispanic | 25 | 18.80% | 28.74% | Vietnamese | 3 | 2.26% | 3.45% |
| Japanese | 0 | 0.00% | 0.00% | *Not Reported* | *45* | *33.83%* | *N/A* |

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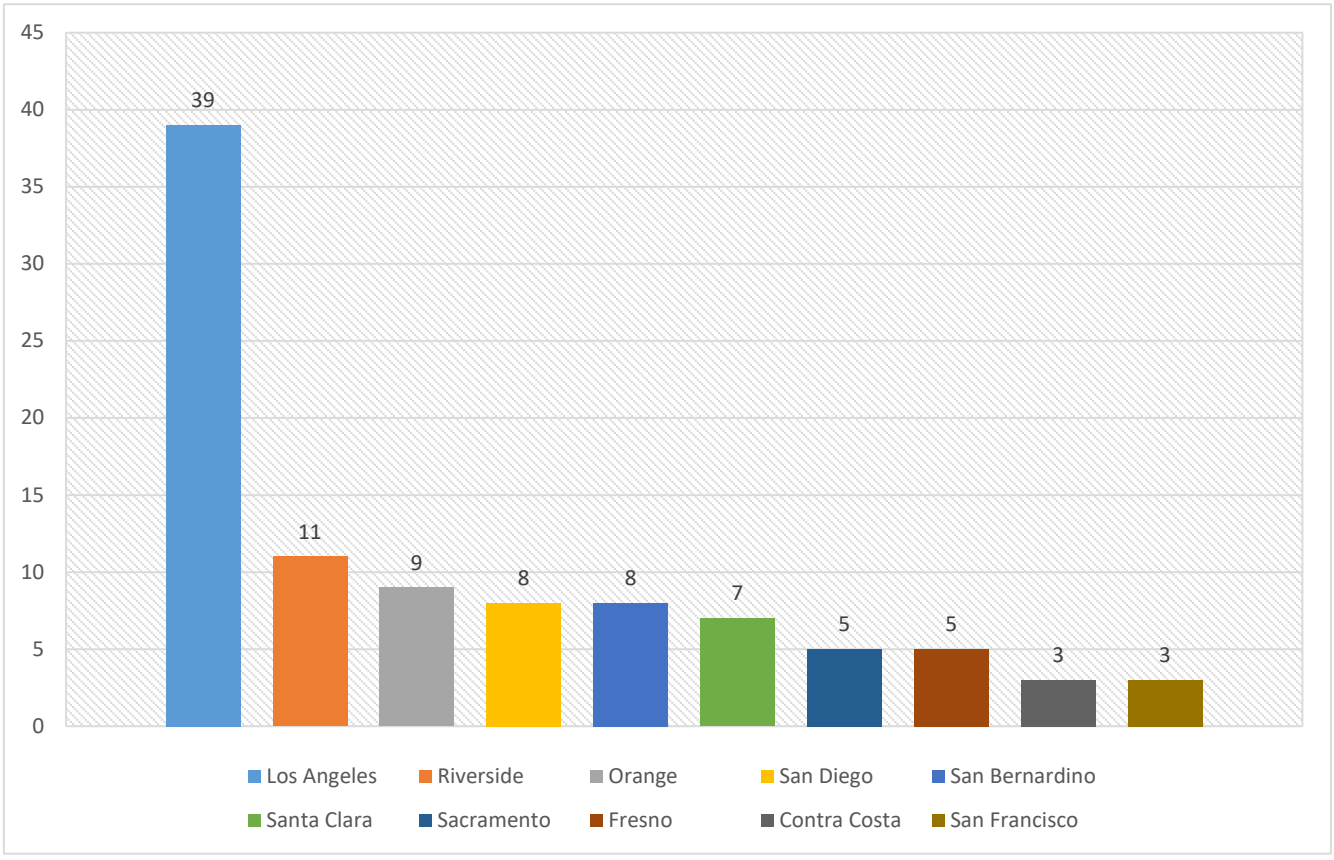
## Caller Age

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Under Age 18 | 0 | 0.00% | 0.00% | Age 56-65 | 8 | 6.02% | 9.64% |
| Age 18-21 | 3 | 2.26% | 3.61% | Age 66-75 | 4 | 3.01% | 4.82% |
| Age 22-25 | 5 | 3.76% | 6.02% | Age 76-85 | 1 | 0.75% | 1.20% |
| Age 26-35 | 22 | 16.54% | 26.51% | Age 85+ | 0 | 0.00% | 0.00% |
| Age 36-45 | 25 | 18.80% | 30.12% | *Not Reported* | *50* | *37.59%* | *N/A* |
| Age 46-55 | 15 | 11.28% | 18.07% | | | | |

## Caller Marital Status

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Cohabitant | 4 | 3.01% | 4.26% | Single | 45 | 33.83% | 47.87% |
| Divorced | 12 | 9.02% | 12.77% | Widowed | 3 | 2.26% | 3.19% |
| Married | 29 | 21.80% | 30.85% | *Not Reported* | *39* | *29.32%* | *N/A* |
| Separated | 1 | 0.75% | 1.06% | | | | |

## Callers by County



## Callers by County (Cont.)

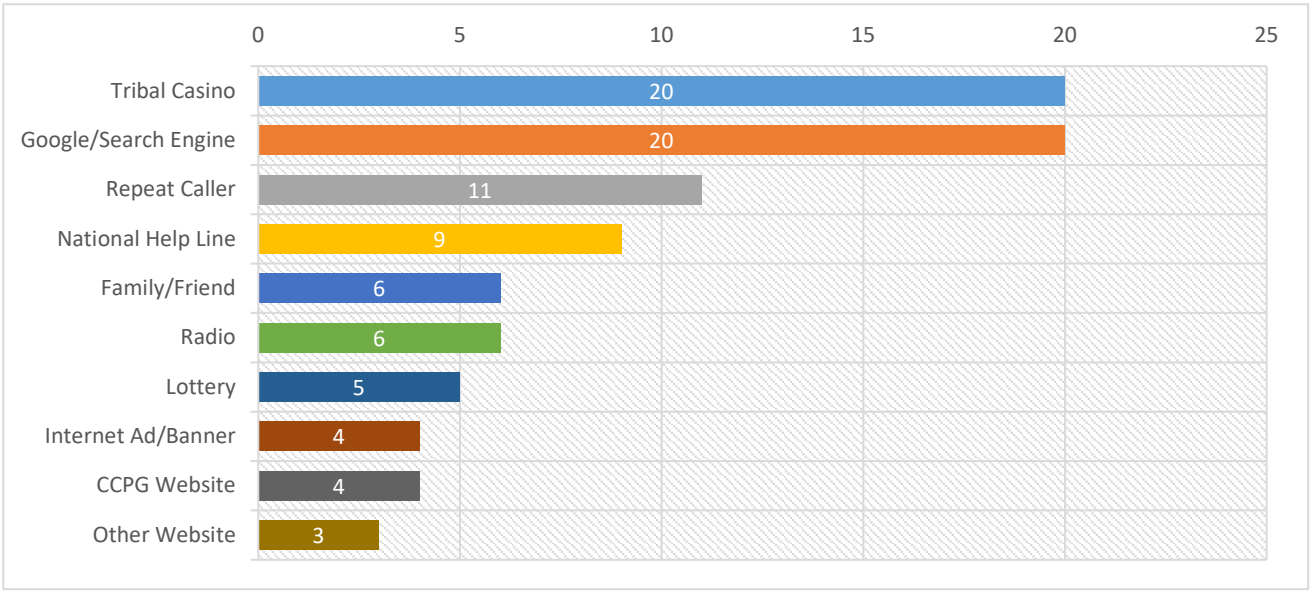
| Caller County | Gaming Venues | Calls |
|---|---|---|
| Alameda | 4 | 2 |
| Alpine | 0 | 0 |
| Amador | 1 | 0 |
| Butte | 3 | 1 |
| Calaveras | 0 | 0 |
| Colusa | 1 | 0 |
| Contra Costa | 5 | 3 |
| Del Norte | 2 | 0 |
| El Dorado | 2 | 1 |
| Fresno | 4 | 5 |
| Glenn | 0 | 0 |
| Humboldt | 7 | 0 |
| Imperial | 3 | 0 |
| Inyo | 2 | 1 |
| Kern | 4 | 1 |
| Kings | 1 | 1 |
| Lake | 4 | 0 |
| Lassen | 1 | 0 |
| Los Angeles | 8 | 39 |
| Madera | 1 | 0 |
| Marin | 1 | 0 |
| Mariposa | 0 | 0 |
| Mendocino | 7 | 0 |
| Merced | 2 | 1 |
| Modoc | 1 | 0 |
| Mono | 0 | 0 |
| Monterey | 4 | 0 |
| Napa | 1 | 1 |
| Nevada | 1 | 0 |
| Orange | 0 | 9 |

| Caller County | Gaming Venues | Calls |
|---|---|---|
| Placer | 2 | 2 |
| Plumas | 0 | 0 |
| Riverside | 12 | 11 |
| Sacramento | 12 | 5 |
| San Benito | 0 | 0 |
| San Bernardino | 2 | 8 |
| San Diego | 16 | 8 |
| San Francisco | 0 | 3 |
| San Joaquin | 6 | 1 |
| San Luis Obispo | 4 | 0 |
| San Mateo | 2 | 2 |
| Santa Barbara | 1 | 1 |
| Santa Clara | 3 | 7 |
| Santa Cruz | 2 | 2 |
| Shasta | 3 | 1 |
| Sierra | 1 | 0 |
| Siskiyou | 2 | 0 |
| Solano | 0 | 0 |
| Sonoma | 3 | 2 |
| Stanislaus | 3 | 1 |
| Sutter | 0 | 0 |
| Tehama | 1 | 0 |
| Trinity | 0 | 0 |
| Tulare | 5 | 1 |
| Tuolumne | 2 | 1 |
| Ventura | 1 | 0 |
| Yolo | 1 | 0 |
| Yuba | 3 | 0 |
| *Out of State* | | *1* |
| *Not Reported* | | *11* |

# California Problem Gambling Helpline Statistics — February 2021

## Caller Referral Source

| | # of Callers | Total | Reported |
|---|---|---|---|
| Tribal Casino | 20 | 15.04% | 19.80% |
| Google/Search Engine | 20 | 15.04% | 19.80% |
| Repeat Caller | 11 | 8.27% | 10.89% |
| National Help Line | 9 | 6.77% | 8.91% |
| Family/Friend | 6 | 4.51% | 5.94% |
| Radio | 6 | 4.51% | 5.94% |
| Lottery | 5 | 3.76% | 4.95% |
| Internet Ad/Banner | 4 | 3.01% | 3.96% |
| CCPG Website | 4 | 3.01% | 3.96% |
| Other Website | 3 | 2.26% | 2.97% |
| Community Agency | 3 | 2.26% | 2.97% |
| OPG Website | 3 | 2.26% | 2.97% |
| Billboard | 2 | 1.50% | 1.98% |
| Mailings | 1 | 0.75% | 0.99% |
| Therapist | 1 | 0.75% | 0.99% |
| Television | 1 | 0.75% | 0.99% |
| Social Network | 1 | 0.75% | 0.99% |
| Electronic Signage | 1 | 0.75% | 0.99% |
| Self Help Group | 0 | 0.00% | 0.00% |
| Racetrack | 0 | 0.00% | 0.00% |
| Card room | 0 | 0.00% | 0.00% |
| Newspaper | 0 | 0.00% | 0.00% |
| Phone Book | 0 | 0.00% | 0.00% |
| *Not Reported* | *32* | *24.06%* | *N/A* |



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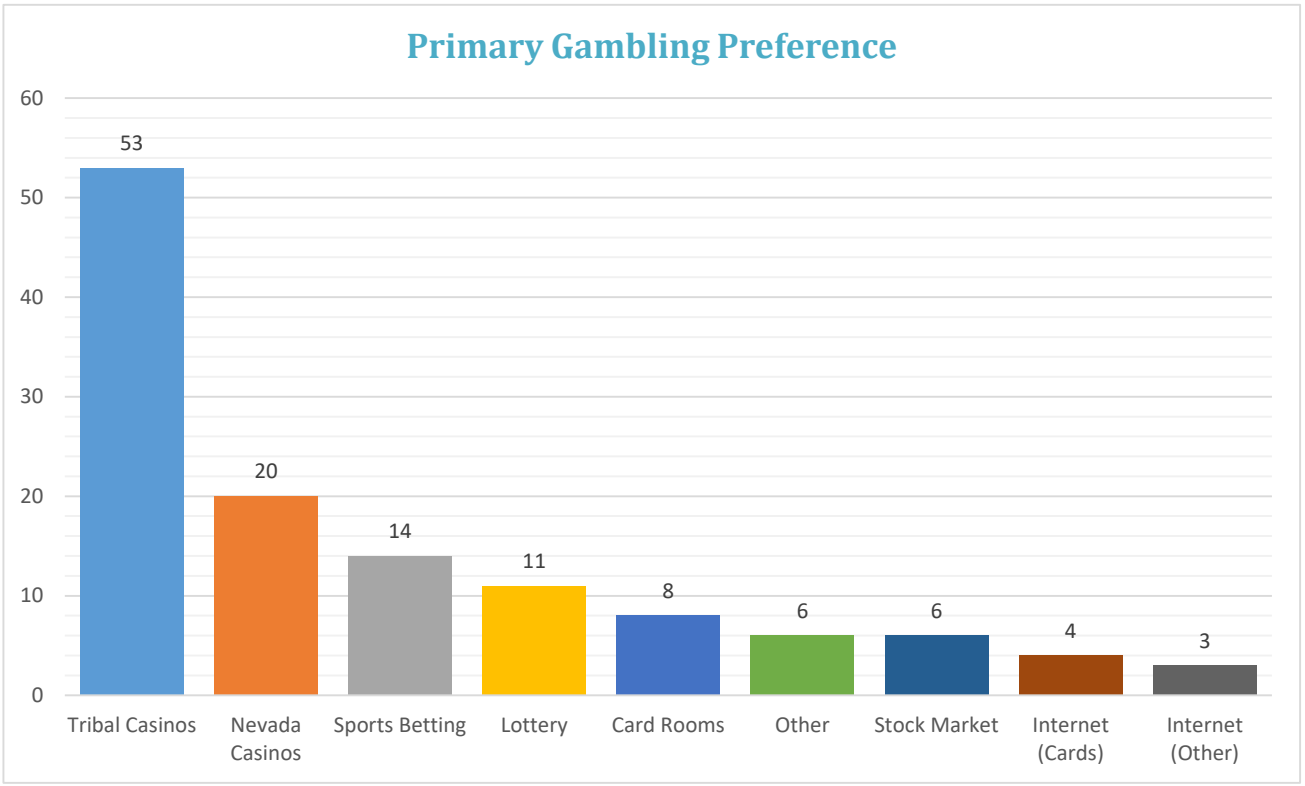
## Primary Gambling Preference

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Bingo | 0 | 0.00% | 0.00% | Internet (Other) | 3 | 2.26% | 2.38% |
| Card Rooms | 8 | 6.02% | 6.35% | Lottery | 11 | 8.27% | 8.73% |
| Cards (Private) | 1 | 0.75% | 0.79% | Nevada Casinos | 20 | 15.04% | 15.87% |
| Fantasy Sports | 0 | 0.00% | 0.00% | Other | 6 | 4.51% | 4.76% |
| Horse Racing | 0 | 0.00% | 0.00% | Sports Betting | 14 | 10.53% | 11.11% |
| Tribal Casinos | 53 | 39.85% | 42.06% | Stock Market | 6 | 4.51% | 4.76% |
| Internet (Cards) | 4 | 3.01% | 3.17% | *Not Reported* | *7* | *5.26%* | *N/A* |

## Secondary Gambling Preference

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Bingo | 0 | 0.00% | 0.00% | Lottery | 16 | 12.03% | 16.49% |
| Card Rooms | 5 | 3.76% | 5.15% | Nevada Casinos | 6 | 4.51% | 6.19% |
| Cards (Private) | 1 | 0.75% | 1.03% | Other | 4 | 3.01% | 4.12% |
| Fantasy Sports | 1 | 0.75% | 1.03% | Sports Betting | 6 | 4.51% | 6.19% |
| Horse Racing | 0 | 0.00% | 0.00% | Stock Market | 0 | 0.00% | 0.00% |
| Tribal Casinos | 19 | 14.29% | 19.59% | Slot Machines | 0 | 0.00% | 0.00% |
| Internet (Cards) | 1 | 0.75% | 1.03% | None | 37 | 27.82% | 38.14% |
| Internet (Other) | 1 | 0.75% | 1.03% | *Not Reported* | *36* | *27.07%* | *N/A* |



# California Problem Gambling Helpline Statistics — February 2021

## Lottery Play

| | | |
|---|---|---|
| Callers who Play the Lottery | 27 | 17.88% |
| Callers who Play at the Pump | 0 | 0.00% |
| Median Number of Lottery Tickets Purchased Per Occasion | 4 | |

## Type of Lottery Game Played

| | | Total | Reported |
|---|---|---|---|
| Instant Games | 11 | 8.27% | 39.29% |
| Drawings | 8 | 6.02% | 28.57% |
| Instant and Drawings | 9 | 6.77% | 32.14% |
| *Not Reported* | *105* | *78.95%* | *N/A* |

## Frequency of Lottery Play

| | | Total | Reported |
|---|---|---|---|
| Multiple Daily | 4 | 3.01% | 14.29% |
| Once Daily | 4 | 3.01% | 14.29% |
| Every Other Day | 7 | 5.26% | 25.00% |
| Weekly | 4 | 3.01% | 14.29% |
| Only if Big Jackpot | 9 | 6.77% | 32.14% |
| *Not Reported* | *105* | *78.95%* | *N/A* |

## Fantasy Sports

| | | | | Total | Reported |
|---|---|---|---|---|---|
| Yes | | | | 6 | 4.51% | 9.68% |
| | *Same Day* | *0* | *0.00%* | | |
| | *Weekly* | *0* | *0.00%* | | |
| | *Season-Long* | *3* | *50.00%* | | |
| | *Not Reported* | *3* | *50.00%* | | |
| No | | | | 56 | 42.11% | 90.32% |
| *Not Reported* | | | | *71* | *53.38%* | 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 | | | | 6 | 4.51% | 10.91% |
| | *Money* | *2* | *33.33%* | | |
| | *Time* | *0* | *0.00%* | | |
| | *Both* | *4* | *66.67%* | | |
| | *Not Reported* | *0* | *0.00%* | | |
| No | | | | 49 | 36.84% | 89.09% |
| *Not Reported* | | | | *78* | *58.65%* | N/A |