MORNEAU SHEPELL

California Problem Gambling Helpline Statistics Monthly Report

California Problem Gambling Helpline Statistics — April 2021

Engagement & Outcomes

Intakes/Clinical Calls	163
Non-Intakes/Pranks	2,102
Total Calls Answered	2,265
Text Support Intakes	44
Chat Support Intakes	240
Gamban Codes Provided	9
Motivational Text Enrollments	40

Intake Language

English	161	98.77%
Spanish	2	1.23%
Mandarin	0	0.00%
Cantonese	0	0.00%
Other	0	0.00%
Not Reported	*0*	*0.00%*

Transfer Outcome

Transfer Completed	0	0.00%
Voicemail Response	9	5.52%
No Response	20	12.27%
Transfer Refused	52	31.90%
Call Terminated Early	2	1.23%
Wrong Time for Transfer	80	49.08%
Not Reported	*0*	*0.00%*

Case Management Outcome

		Total	*Reported*
Accepted Case Management	76	46.63%	47%
Declined Case Management	85	52.15%	53%
Not Reported	*2*	*1.23%*	*N/A*

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

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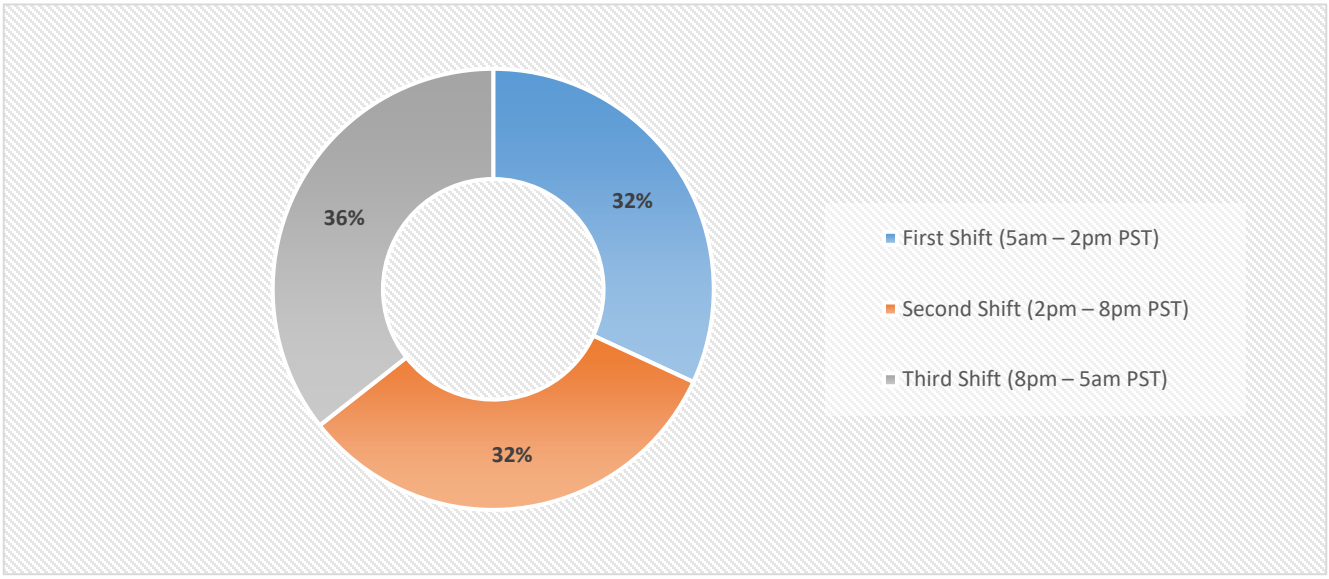
Clinical Calls by Shift

First Shift (5am – 2pm PST)	Second Shift (2pm – 8pm PST)	Third Shift (8pm – 5am PST)
52	53	58
31.90%	32.52%	35.58%



Text and Chat Support

Text Support Intakes	**44**
Chat Support Intakes	**240**

Type of Chat Visitor

Gambler	129	53.75%
Non Gambler	111	46.25%

Gender of Chat Visitor

Male	10	4.17%
Female	5	2.08%
Not Reported/Other	*225*	*93.75%*

Motivational Text Messaging Subscriptions

Total Motivational Text Messaging Subscriptions	**40**
Total Caller Intakes	163
Percent Enrolled	25%
Number of Callers who Provided Phone Number	130
Percentage of Callers with Phone who Enrolled	31%

Subscriber Stage of Change

Pre-Contemplation	8	20.00%	Maintenance	0	0.00%
Contemplation	21	52.50%	Recycling	0	0.00%
Preparation	10	25.00%	*Not Reported*	*0*	*0.00%*
Action	1	2.50%			

Type of Subscriber

Child	0	0.00%	Other	0	0.00%
Employer	0	0.00%	Sibling	0	0.00%
Friend	1	2.50%	Spouse/Sig Othr	1	2.50%
Gambler	38	95.00%	Therapist	0	0.00%
Parent	0	0.00%	*Not Reported*	*0*	*0.00%*

Subscriber Gender

Male	29	72.50%	Other	2	5.00%
Female	9	22.50%	*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.

Subscriber Age

Under Age 18	8	20.00%	Age 56-65	4	10.00%
Age 18-21	2	5.00%	Age 66-75	2	5.00%
Age 22-25	5	12.50%	Age 76-85	0	0.00%
Age 26-35	8	20.00%	Age 85+	0	0.00%
Age 36-45	6	15.00%	*Not Reported*	*0*	*0.00%*
Age 46-55	7	17.50%			

Subscriber Language

English	39	97.5%	Simplified Chinese	0	0.0%
Spanish	1	2.5%			

Caller Data

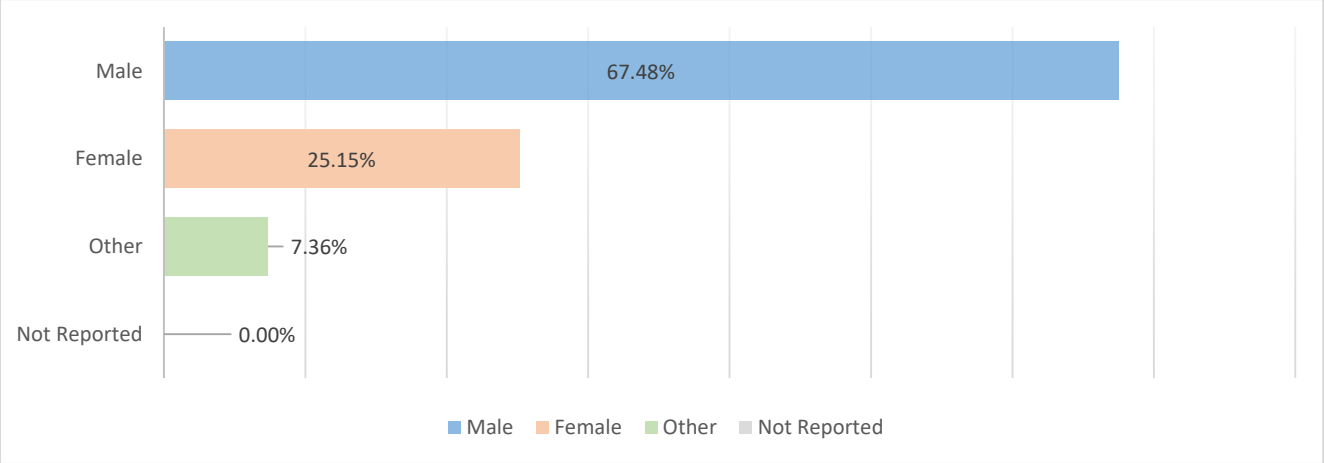
Type of Caller

		Total	Reported			Total	Reported
Child	1	0.61%	0.61%	Parent	4	2.45%	2.45%
Employer	0	0.00%	0.00%	Sibling	2	1.23%	1.23%
Friend	1	0.61%	0.61%	Spouse	8	4.91%	4.91%
Gambler	144	88.34%	88.34%	Therapist	0	0.00%	0.00%
Other	3	1.84%	1.84%	*Not Reported*	*0*	*0.00%*	*N/A*

Gender of Caller

		Total	Reported			Total	Reported
Male	110	67.48%	67.48%	Other	12	7.36%	7.36%
Female	41	25.15%	25.15%	*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	4.91%	10.13%	Korean	0	0.00%	0.00%
Asian Indian	0	0.00%	0.00%	Native American	0	0.00%	0.00%
Caucasian	35	21.47%	44.30%	Other Asian	0	0.00%	0.00%
Chinese	2	1.23%	2.53%	Other Ethnicity	6	3.68%	7.59%
Filipino	1	0.61%	1.27%	Pacific Islander	1	0.61%	1.27%
Hispanic	25	15.34%	31.65%	Vietnamese	1	0.61%	1.27%
Japanese	0	0.00%	0.00%	*Not Reported*	*80*	*49.08%*	*N/A*

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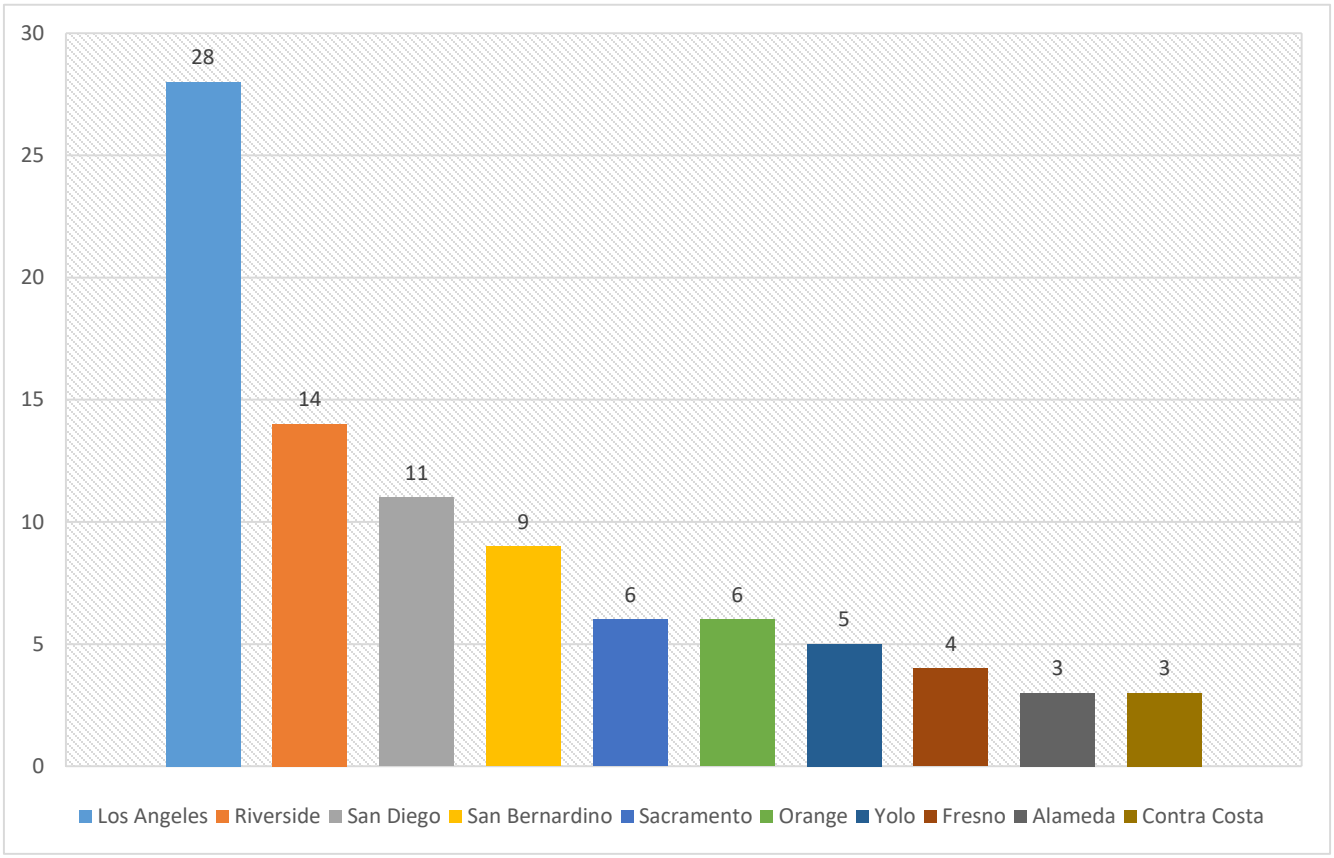
Caller Age

		Total	Reported			Total	Reported
Under Age 18	0	0.00%	0.00%	Age 56-65	12	7.36%	13.04%
Age 18-21	6	3.68%	6.52%	Age 66-75	5	3.07%	5.43%
Age 22-25	10	6.13%	10.87%	Age 76-85	1	0.61%	1.09%
Age 26-35	23	14.11%	25.00%	Age 85+	1	0.61%	1.09%
Age 36-45	21	12.88%	22.83%	*Not Reported*	*71*	*43.56%*	*N/A*
Age 46-55	13	7.98%	14.13%				

Caller Marital Status

		Total	Reported			Total	Reported
Cohabitant	5	3.07%	5.00%	Single	50	30.67%	50.00%
Divorced	13	7.98%	13.00%	Widowed	1	0.61%	1.00%
Married	26	15.95%	26.00%	*Not Reported*	*63*	*38.65%*	*N/A*
Separated	5	3.07%	5.00%				

Callers by County



Callers by County (Cont.)

Caller County	Gaming Venues	Calls
Alameda	4	3
Alpine	0	0
Amador	1	0
Butte	3	3
Calaveras	0	0
Colusa	1	0
Contra Costa	5	3
Del Norte	2	0
El Dorado	2	0
Fresno	4	4
Glenn	0	0
Humboldt	7	0
Imperial	3	0
Inyo	2	0
Kern	4	3
Kings	1	0
Lake	4	0
Lassen	1	0
Los Angeles	8	28
Madera	1	0
Marin	1	0
Mariposa	0	1
Mendocino	7	0
Merced	2	2
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	2
Plumas	0	0
Riverside	12	14
Sacramento	12	6
San Benito	0	1
San Bernardino	2	9
San Diego	16	11
San Francisco	0	1
San Joaquin	6	2
San Luis Obispo	4	0
San Mateo	2	2
Santa Barbara	1	0
Santa Clara	3	2
Santa Cruz	2	0
Shasta	3	0
Sierra	1	0
Siskiyou	2	0
Solano	0	2
Sonoma	3	2
Stanislaus	3	3
Sutter	0	0
Tehama	1	0
Trinity	0	0
Tulare	5	2
Tuolumne	2	0
Ventura	1	3
Yolo	1	5
Yuba	3	1
Out of State		*3*
Not Reported		*39*

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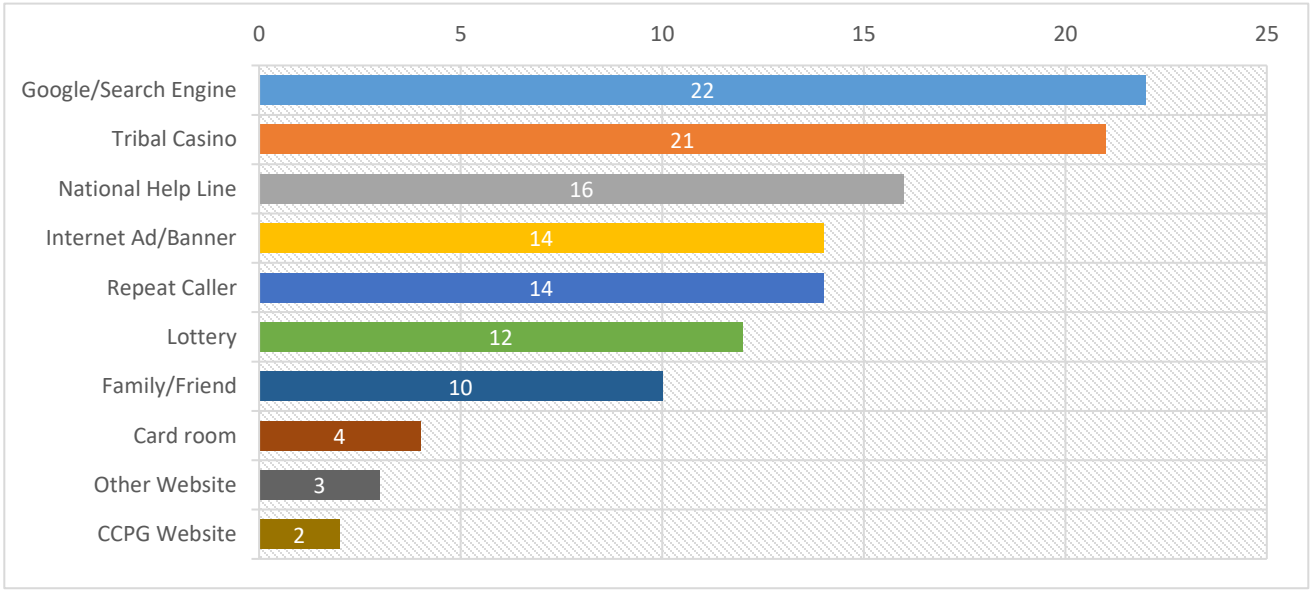
Caller Referral Source

	# of Callers	Total	Reported
Google/Search Engine	22	13.50%	17.32%
Tribal Casino	21	12.88%	16.54%
National Help Line	16	9.82%	12.60%
Internet Ad/Banner	14	8.59%	11.02%
Repeat Caller	14	8.59%	11.02%
Lottery	12	7.36%	9.45%
Family/Friend	10	6.13%	7.87%
Card room	4	2.45%	3.15%
Other Website	3	1.84%	2.36%
CCPG Website	2	1.23%	1.57%
Community Agency	2	1.23%	1.57%
Television	2	1.23%	1.57%
Radio	1	0.61%	0.79%
Social Network	1	0.61%	0.79%
Mailings	1	0.61%	0.79%
Self Help Group	1	0.61%	0.79%
Therapist	1	0.61%	0.79%
Billboard	0	0.00%	0.00%
OPG Website	0	0.00%	0.00%
Racetrack	0	0.00%	0.00%
Electronic Signage	0	0.00%	0.00%
Newspaper	0	0.00%	0.00%
Phone Book	0	0.00%	0.00%
Not Reported	*36*	*22.09%*	*N/A*



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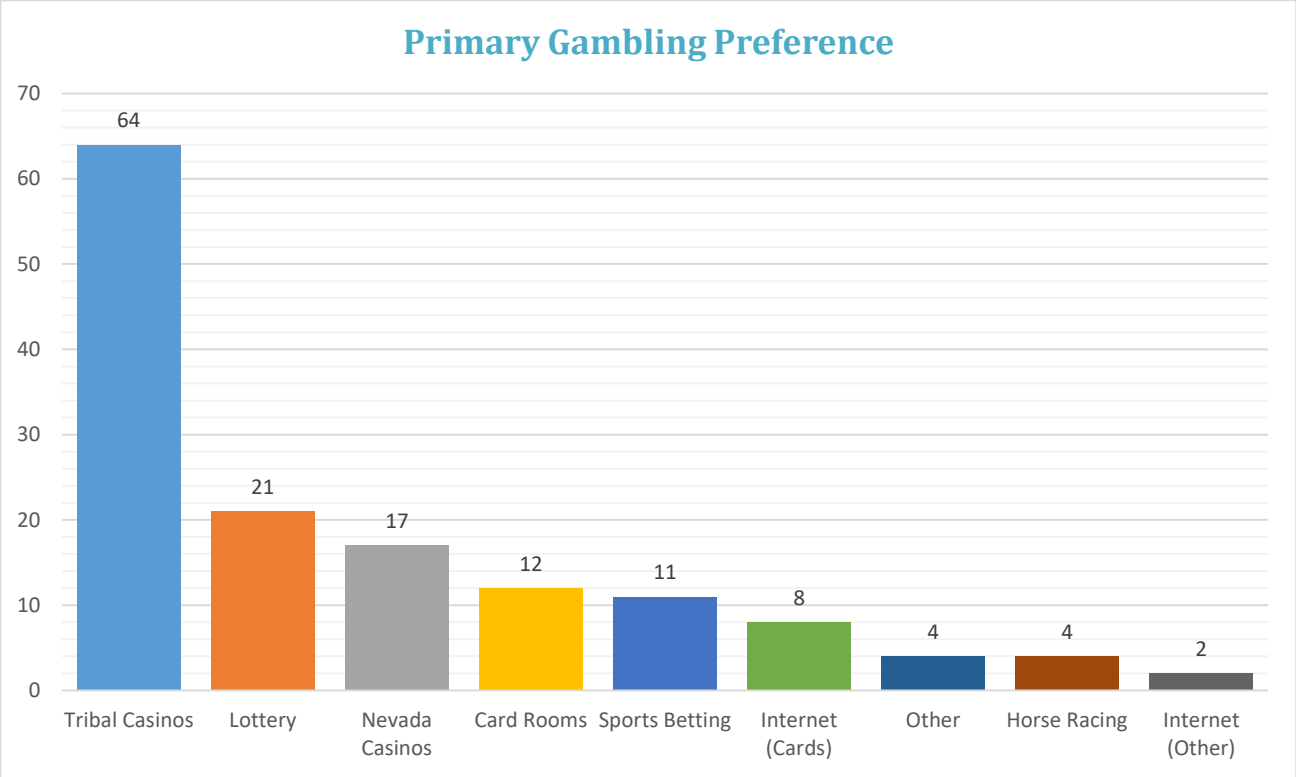
Primary Gambling Preference

		Total	Reported			Total	Reported
Bingo	1	0.61%	0.68%	Internet (Other)	2	1.23%	1.37%
Card Rooms	12	7.36%	8.22%	Lottery	21	12.88%	14.38%
Cards (Private)	0	0.00%	0.00%	Nevada Casinos	17	10.43%	11.64%
Fantasy Sports	1	0.61%	0.68%	Other	4	2.45%	2.74%
Horse Racing	4	2.45%	2.74%	Sports Betting	11	6.75%	7.53%
Tribal Casinos	64	39.26%	43.84%	Stock Market	1	0.61%	0.68%
Internet (Cards)	8	4.91%	5.48%	*Not Reported*	*16*	*9.82%*	*N/A*

Secondary Gambling Preference

		Total	Reported			Total	Reported
Bingo	0	0.00%	0.00%	Lottery	15	9.20%	13.76%
Card Rooms	3	1.84%	2.75%	Nevada Casinos	2	1.23%	1.83%
Cards (Private)	0	0.00%	0.00%	Other	7	4.29%	6.42%
Fantasy Sports	1	0.61%	0.92%	Sports Betting	5	3.07%	4.59%
Horse Racing	0	0.00%	0.00%	Stock Market	1	0.61%	0.92%
Tribal Casinos	15	9.20%	13.76%	Slot Machines	0	0.00%	0.00%
Internet (Cards)	5	3.07%	4.59%	None	55	33.74%	50.46%
Internet (Other)	0	0.00%	0.00%	*Not Reported*	*54*	*33.13%*	*N/A*



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Lottery Play

Callers who Play the Lottery	36	21.56%
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	17	10.43%	53.13%
Drawings	4	2.45%	12.50%
Instant and Drawings	11	6.75%	34.38%
Not Reported	*131*	*80.37%*	*N/A*

Frequency of Lottery Play

		Total	Reported
Multiple Daily	6	3.68%	18.18%
Once Daily	14	8.59%	42.42%
Every Other Day	6	3.68%	18.18%
Weekly	3	1.84%	9.09%
Only if Big Jackpot	4	2.45%	12.12%
Not Reported	*130*	*79.75%*	*N/A*

Fantasy Sports

				Total	Reported
Yes				5	3.07%	7.58%
	Same Day	*1*	*20.00%*		
	Weekly	*0*	*0.00%*		
	Season-Long	*2*	*40.00%*		
	Not Reported	*2*	*40.00%*		
No				61	37.42%	92.42%
Not Reported				*97*	*59.51%*	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				10	6.13%	18.52%
	Money	*3*	*30.00%*		
	Time	*0*	*0.00%*		
	Both	*7*	*70.00%*		
	Not Reported	*0*	*0.00%*		
No				44	26.99%	81.48%
Not Reported				*109*	*66.87%*	N/A