MORNEAU SHEPELL

California Problem Gambling Helpline Statistics Monthly Report

California Problem Gambling Helpline Statistics — May 2021

Engagement & Outcomes

Intakes/Clinical Calls	176
Non-Intakes/Pranks	2,561
Total Calls Answered	2,737
Text Support Intakes	40
Chat Support Intakes	274
Gamban Codes Provided	13
Motivational Text Enrollments	31

Intake Language

English	173	98.30%
Spanish	3	1.70%
Mandarin	0	0.00%
Cantonese	0	0.00%
Other	0	0.00%
Not Reported	*0*	*0.00%*

Transfer Outcome

Transfer Completed	1	0.57%
Voicemail Response	5	2.84%
No Response	19	10.80%
Transfer Refused	69	39.20%
Call Terminated Early	1	0.57%
Wrong Time for Transfer	75	42.61%
Not Reported	*0*	*0.00%*

Case Management Outcome

		Total	*Reported*
Accepted Case Management	87	49.43%	50%
Declined Case Management	87	49.43%	50%
Not Reported	*2*	*1.14%*	*N/A*

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

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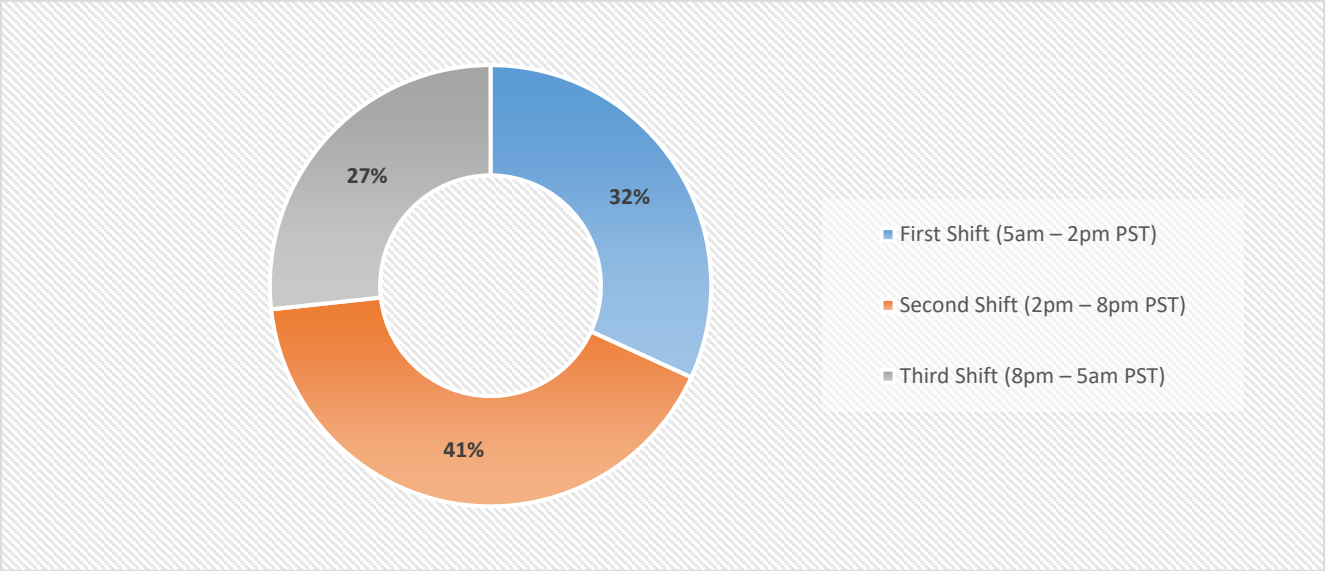
Clinical Calls by Shift

First Shift (5am – 2pm PST)	Second Shift (2pm – 8pm PST)	Third Shift (8pm – 5am PST)
56	73	47
31.82%	41.48%	26.70%



Text and Chat Support

Text Support Intakes	**40**
Chat Support Intakes	**274**

Type of Chat Visitor

Gambler	162	59.12%
Non Gambler	112	40.88%

Gender of Chat Visitor

Male	15	5.47%
Female	3	1.09%
Not Reported/Other	*256*	*93.43%*

Motivational Text Messaging Subscriptions

Total Motivational Text Messaging Subscriptions	**31**
Total Caller Intakes	176
Percent Enrolled	18%
Number of Callers who Provided Phone Number	135
Percentage of Callers with Phone who Enrolled	23%

Subscriber Stage of Change

Pre-Contemplation	5	16.13%	Maintenance	0	0.00%
Contemplation	15	48.39%	Recycling	0	0.00%
Preparation	6	19.35%	*Not Reported*	*0*	*0.00%*
Action	5	16.13%			

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	3.23%
Gambler	30	96.77%	Therapist	0	0.00%
Parent	0	0.00%	*Not Reported*	*0*	*0.00%*

Subscriber Gender

Male	20	64.52%	Other	2	6.45%
Female	9	29.03%	*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	7	22.58%	Age 56-65	4	12.90%
Age 18-21	0	0.00%	Age 66-75	2	6.45%
Age 22-25	0	0.00%	Age 76-85	0	0.00%
Age 26-35	5	16.13%	Age 85+	0	0.00%
Age 36-45	9	29.03%	*Not Reported*	*0*	*0.00%*
Age 46-55	4	12.90%			

Subscriber Language

English	29	93.5%	Simplified Chinese	0	0.0%
Spanish	2	6.5%			

Caller Data

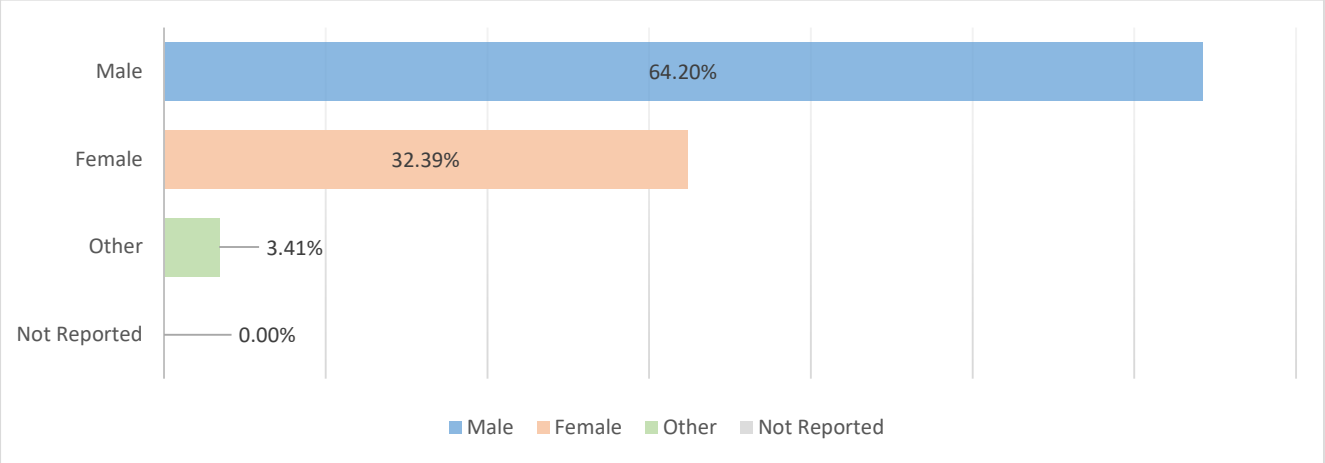
Type of Caller

		Total	Reported			Total	Reported
Child	2	1.14%	1.14%	Parent	1	0.57%	0.57%
Employer	0	0.00%	0.00%	Sibling	2	1.14%	1.14%
Friend	6	3.41%	3.41%	Spouse	6	3.41%	3.41%
Gambler	155	88.07%	88.07%	Therapist	0	0.00%	0.00%
Other	4	2.27%	2.27%	*Not Reported*	*0*	*0.00%*	*N/A*

Gender of Caller

		Total	Reported			Total	Reported
Male	113	64.20%	64.20%	Other	6	3.41%	3.41%
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	8	4.55%	9.09%	Korean	1	0.57%	1.14%
Asian Indian	2	1.14%	2.27%	Native American	2	1.14%	2.27%
Caucasian	32	18.18%	36.36%	Other Asian	3	1.70%	3.41%
Chinese	3	1.70%	3.41%	Other Ethnicity	5	2.84%	5.68%
Filipino	4	2.27%	4.55%	Pacific Islander	2	1.14%	2.27%
Hispanic	24	13.64%	27.27%	Vietnamese	2	1.14%	2.27%
Japanese	0	0.00%	0.00%	*Not Reported*	*80*	*45.45%*	*N/A*

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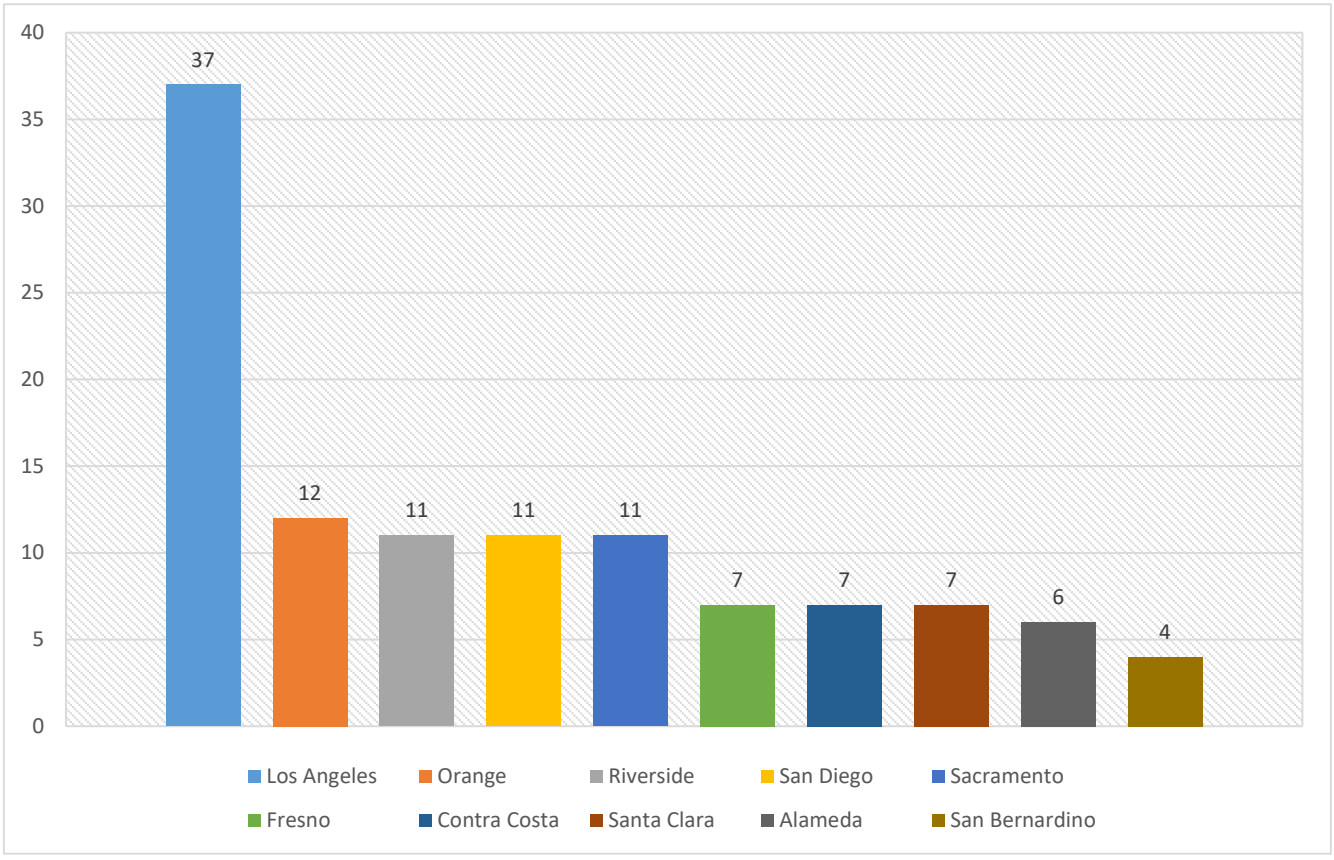
Caller Age

		Total	Reported			Total	Reported
Under Age 18	0	0.00%	0.00%	Age 56-65	10	5.68%	10.42%
Age 18-21	1	0.57%	1.04%	Age 66-75	11	6.25%	11.46%
Age 22-25	4	2.27%	4.17%	Age 76-85	0	0.00%	0.00%
Age 26-35	36	20.45%	37.50%	Age 85+	0	0.00%	0.00%
Age 36-45	22	12.50%	22.92%	*Not Reported*	*80*	*45.45%*	*N/A*
Age 46-55	12	6.82%	12.50%				

Caller Marital Status

		Total	Reported			Total	Reported
Cohabitant	5	2.84%	4.72%	Single	55	31.25%	51.89%
Divorced	7	3.98%	6.60%	Widowed	3	1.70%	2.83%
Married	34	19.32%	32.08%	*Not Reported*	*70*	*39.77%*	*N/A*
Separated	2	1.14%	1.89%				

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	7
Del Norte	2	1
El Dorado	2	0
Fresno	4	7
Glenn	0	0
Humboldt	7	1
Imperial	3	0
Inyo	2	0
Kern	4	4
Kings	1	0
Lake	4	0
Lassen	1	2
Los Angeles	8	37
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	1
Nevada	1	0
Orange	0	12
Placer	2	0
Plumas	0	0
Riverside	12	11
Sacramento	12	11
San Benito	0	0
San Bernardino	2	4
San Diego	16	11
San Francisco	0	4
San Joaquin	6	2
San Luis Obispo	4	1
San Mateo	2	1
Santa Barbara	1	1
Santa Clara	3	7
Santa Cruz	2	1
Shasta	3	1
Sierra	1	0
Siskiyou	2	0
Solano	0	2
Sonoma	3	1
Stanislaus	3	0
Sutter	0	1
Tehama	1	0
Trinity	0	0
Tulare	5	1
Tuolumne	2	1
Ventura	1	2
Yolo	1	0
Yuba	3	0
Out of State		*5*
Not Reported		*27*

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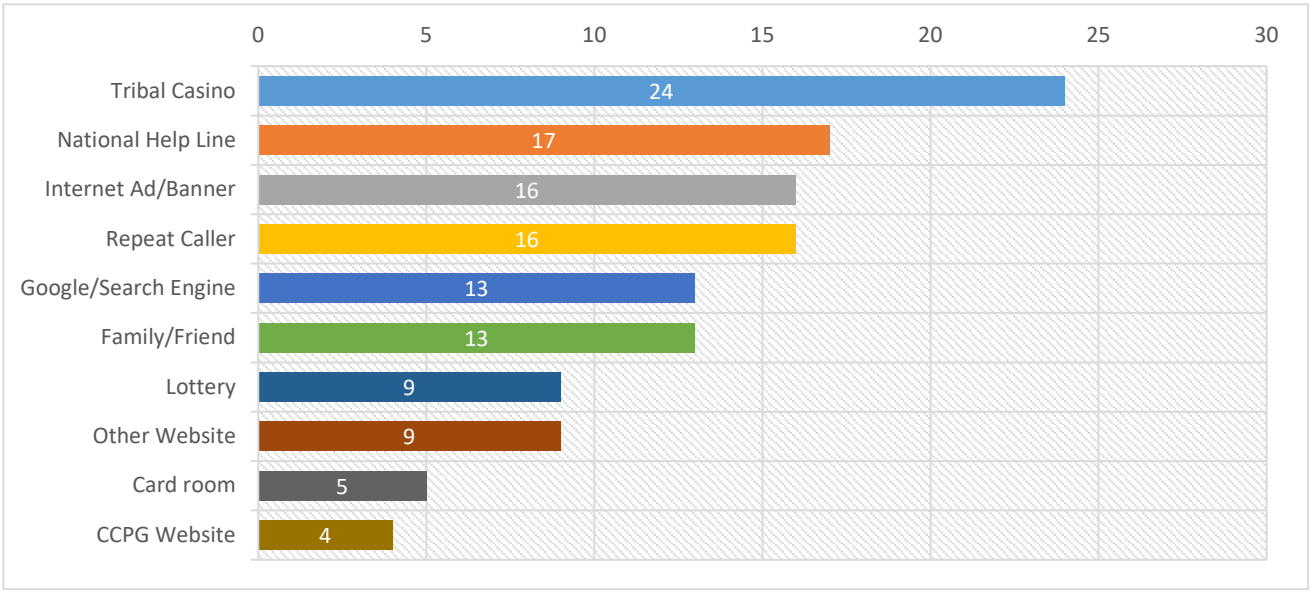
Caller Referral Source

	# of Callers	Total	Reported
Tribal Casino	24	13.64%	16.22%
National Help Line	17	9.66%	11.49%
Internet Ad/Banner	16	9.09%	10.81%
Repeat Caller	16	9.09%	10.81%
Google/Search Engine	13	7.39%	8.78%
Family/Friend	13	7.39%	8.78%
Lottery	9	5.11%	6.08%
Other Website	9	5.11%	6.08%
Card room	5	2.84%	3.38%
CCPG Website	4	2.27%	2.70%
Community Agency	4	2.27%	2.70%
Radio	3	1.70%	2.03%
Therapist	3	1.70%	2.03%
OPG Website	3	1.70%	2.03%
Mailings	2	1.14%	1.35%
Self Help Group	2	1.14%	1.35%
Billboard	2	1.14%	1.35%
Social Network	1	0.57%	0.68%
Racetrack	1	0.57%	0.68%
Electronic Signage	1	0.57%	0.68%
Television	0	0.00%	0.00%
Newspaper	0	0.00%	0.00%
Phone Book	0	0.00%	0.00%
Not Reported	*28*	*15.91%*	*N/A*



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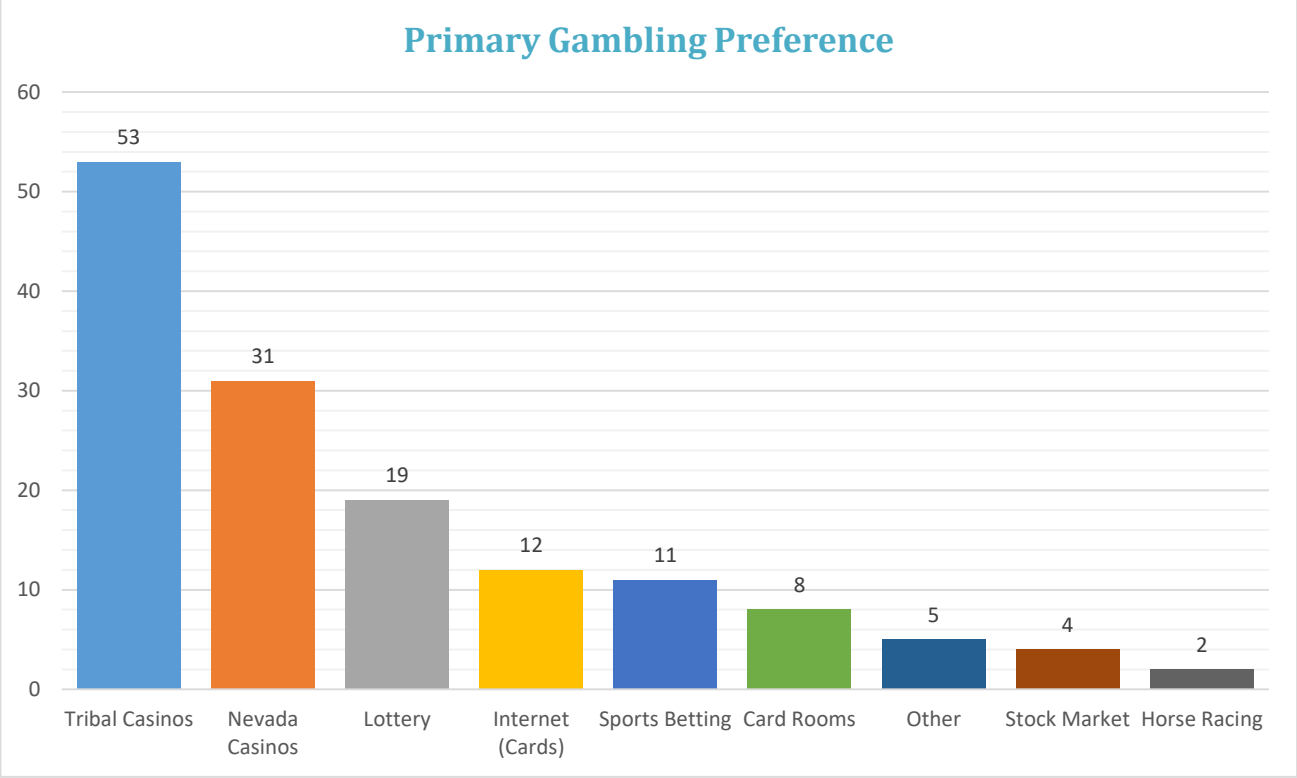
Primary Gambling Preference

		Total	Reported			Total	Reported
Bingo	0	0.00%	0.00%	Internet (Other)	0	0.00%	0.00%
Card Rooms	8	4.55%	5.48%	Lottery	19	10.80%	13.01%
Cards (Private)	1	0.57%	0.68%	Nevada Casinos	31	17.61%	21.23%
Fantasy Sports	0	0.00%	0.00%	Other	5	2.84%	3.42%
Horse Racing	2	1.14%	1.37%	Sports Betting	11	6.25%	7.53%
Tribal Casinos	53	30.11%	36.30%	Stock Market	4	2.27%	2.74%
Internet (Cards)	12	6.82%	8.22%	*Not Reported*	*30*	*17.05%*	*N/A*

Secondary Gambling Preference

		Total	Reported			Total	Reported
Bingo	0	0.00%	0.00%	Lottery	18	10.23%	16.51%
Card Rooms	6	3.41%	5.50%	Nevada Casinos	6	3.41%	5.50%
Cards (Private)	2	1.14%	1.83%	Other	2	1.14%	1.83%
Fantasy Sports	0	0.00%	0.00%	Sports Betting	7	3.98%	6.42%
Horse Racing	1	0.57%	0.92%	Stock Market	0	0.00%	0.00%
Tribal Casinos	28	15.91%	25.69%	Slot Machines	0	0.00%	0.00%
Internet (Cards)	5	2.84%	4.59%	None	32	18.18%	29.36%
Internet (Other)	2	1.14%	1.83%	*Not Reported*	*66*	*37.50%*	*N/A*



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Lottery Play

Callers who Play the Lottery	37	20.11%
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	21	11.93%	48.84%
Drawings	3	1.70%	6.98%
Instant and Drawings	19	10.80%	44.19%
Not Reported	*133*	*75.57%*	*N/A*

Frequency of Lottery Play

		Total	Reported
Multiple Daily	10	5.68%	24.39%
Once Daily	9	5.11%	21.95%
Every Other Day	7	3.98%	17.07%
Weekly	7	3.98%	17.07%
Only if Big Jackpot	8	4.55%	19.51%
Not Reported	*134*	*76.14%*	*N/A*

Fantasy Sports

				Total	Reported
Yes				2	1.14%	2.90%
	Same Day	*1*	*50.00%*			
	Weekly	*0*	*0.00%*			
	Season-Long	*1*	*50.00%*			
	Not Reported	*0*	*0.00%*			
No				67	38.07%	97.10%
Not Reported				*107*	*60.80%*	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				18	10.23%	29.03%
	Money	*4*	*22.22%*			
	Time	*2*	*11.11%*			
	Both	*8*	*44.44%*			
	Not Reported	*4*	*22.22%*			
No				44	25.00%	70.97%
Not Reported				*114*	*64.77%*	N/A