MORNEAU SHEPELL

California Problem Gambling Helpline Statistics Monthly Report

California Problem Gambling Helpline Statistics — August 2021

Engagement & Outcomes

Intakes/Clinical Calls	200
Non-Intakes/Pranks	1,935
Total Calls Answered	2,135
Text Support Intakes	30
Chat Support Intakes	185
Gamban Codes Provided	16
Motivational Text Enrollments	64

Intake Language

English	194	97.00%
Spanish	5	2.50%
Mandarin	1	0.50%
Cantonese	0	0.00%
Other	0	0.00%
Not Reported	*0*	*0.00%*

Transfer Outcome

Transfer Completed	2	1.00%
Voicemail Response	5	2.50%
No Response	6	3.00%
Transfer Refused	94	47.00%
Call Terminated Early	7	3.50%
Wrong Time for Transfer	86	43.00%
Not Reported	*0*	*0.00%*

Case Management Outcome

		Total	*Reported*
Accepted Case Management	85	42.50%	45%
Declined Case Management	106	53.00%	55%
Not Reported	*9*	*4.50%*	*N/A*

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

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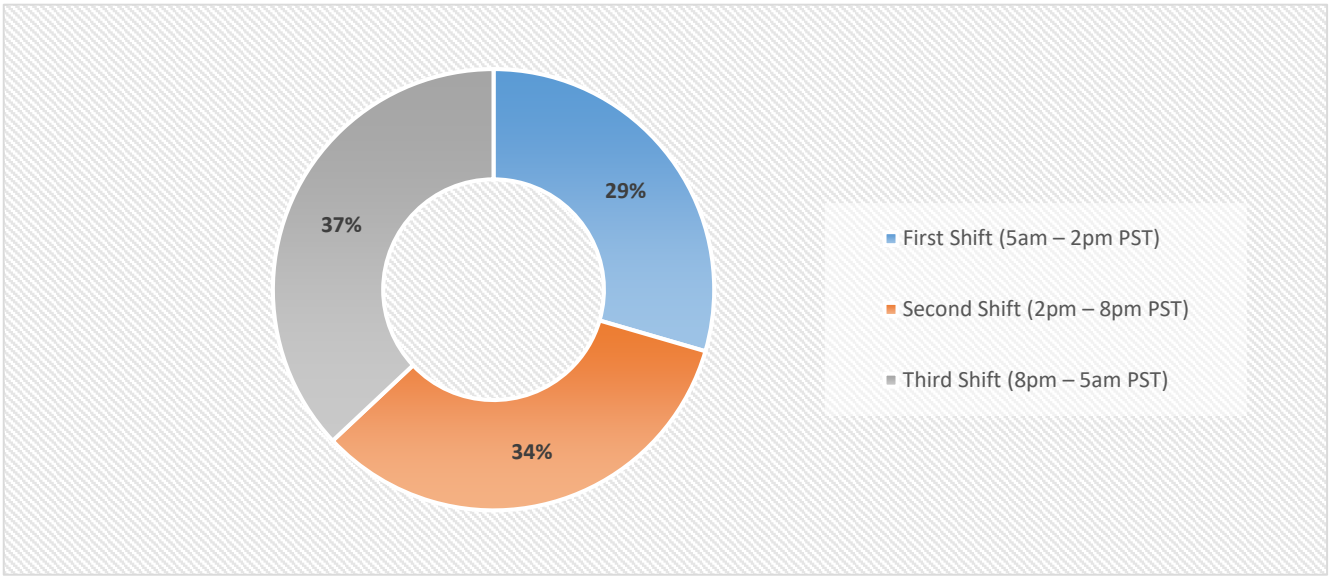
Clinical Calls by Shift

First Shift (5am – 2pm PST)	Second Shift (2pm – 8pm PST)	Third Shift (8pm – 5am PST)
59	67	74
29.50%	33.50%	37.00%



Text and Chat Support

Text Support Intakes	**30**
Chat Support Intakes	**185**

Type of Chat Visitor

Gambler	119	64.32%
Non Gambler	66	35.68%

Gender of Chat Visitor

Male	8	4.32%
Female	5	2.70%
Not Reported/Other	*172*	*92.97%*

Motivational Text Messaging Subscriptions

Total Motivational Text Messaging Subscriptions	**64**
Total Caller Intakes	200
Percent Enrolled	32%
Number of Callers who Provided Phone Number	171
Percentage of Callers with Phone who Enrolled	37%

Subscriber Stage of Change

Pre-Contemplation	15	23.44%	Maintenance	0	0.00%
Contemplation	30	46.88%	Recycling	0	0.00%
Preparation	15	23.44%	*Not Reported*	*0*	*0.00%*
Action	4	6.25%			

Type of Subscriber

Child	0	0.00%	Other	2	3.13%
Employer	0	0.00%	Sibling	0	0.00%
Friend	0	0.00%	Spouse/Sig Othr	2	3.13%
Gambler	59	92.19%	Therapist	0	0.00%
Parent	1	1.56%	*Not Reported*	*0*	*0.00%*

Subscriber Gender

Male	32	50.00%	Other	3	4.69%
Female	29	45.31%	*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	22	34.38%	Age 56-65	11	17.19%
Age 18-21	0	0.00%	Age 66-75	3	4.69%
Age 22-25	1	1.56%	Age 76-85	1	1.56%
Age 26-35	8	12.50%	Age 85+	0	0.00%
Age 36-45	8	12.50%	*Not Reported*	*0*	*0.00%*
Age 46-55	10	15.63%			

Subscriber Language

English	61	95.3%	Simplified Chinese	0	0.0%
Spanish	3	4.7%			

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Caller Data

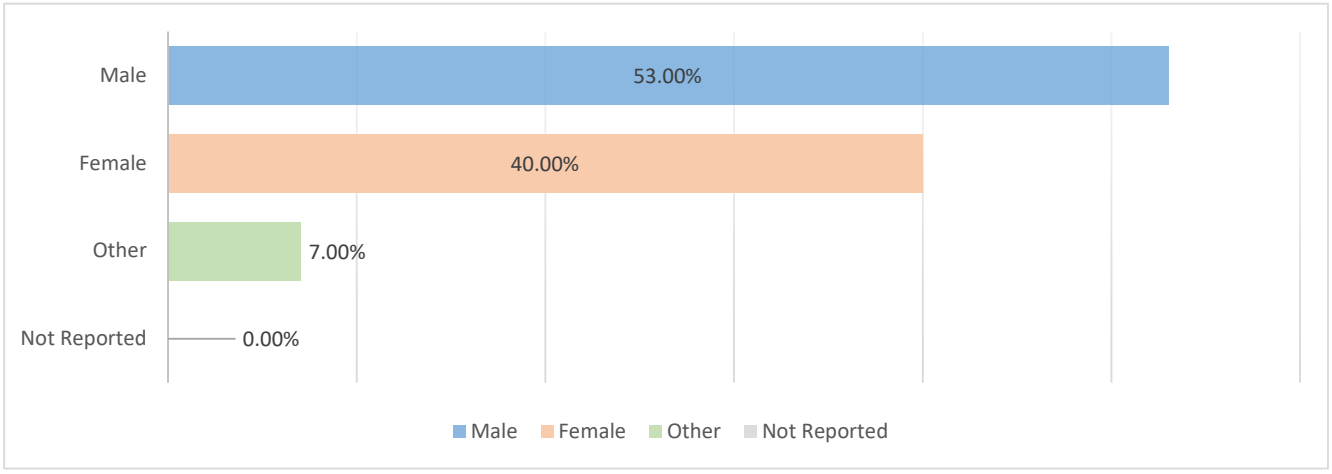
Type of Caller

		Total	Reported			Total	Reported
Child	2	1.00%	1.00%	Parent	5	2.50%	2.50%
Employer	0	0.00%	0.00%	Sibling	1	0.50%	0.50%
Friend	9	4.50%	4.50%	Spouse	8	4.00%	4.00%
Gambler	168	84.00%	84.00%	Therapist	2	1.00%	1.00%
Other	5	2.50%	2.50%	*Not Reported*	*0*	*0.00%*	*N/A*

Gender of Caller

		Total	Reported			Total	Reported
Male	106	53.00%	53.00%	Other	14	7.00%	7.00%
Female	80	40.00%	40.00%	*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	7	3.50%	8.05%	Korean	0	0.00%	0.00%
Asian Indian	1	0.50%	1.15%	Native American	1	0.50%	1.15%
Caucasian	38	19.00%	43.68%	Other Asian	2	1.00%	2.30%
Chinese	4	2.00%	4.60%	Other Ethnicity	7	3.50%	8.05%
Filipino	4	2.00%	4.60%	Pacific Islander	0	0.00%	0.00%
Hispanic	20	10.00%	22.99%	Vietnamese	3	1.50%	3.45%
Japanese	0	0.00%	0.00%	*Not Reported*	*113*	*56.50%*	*N/A*

California Problem Gambling Helpline Statistics — August 2021

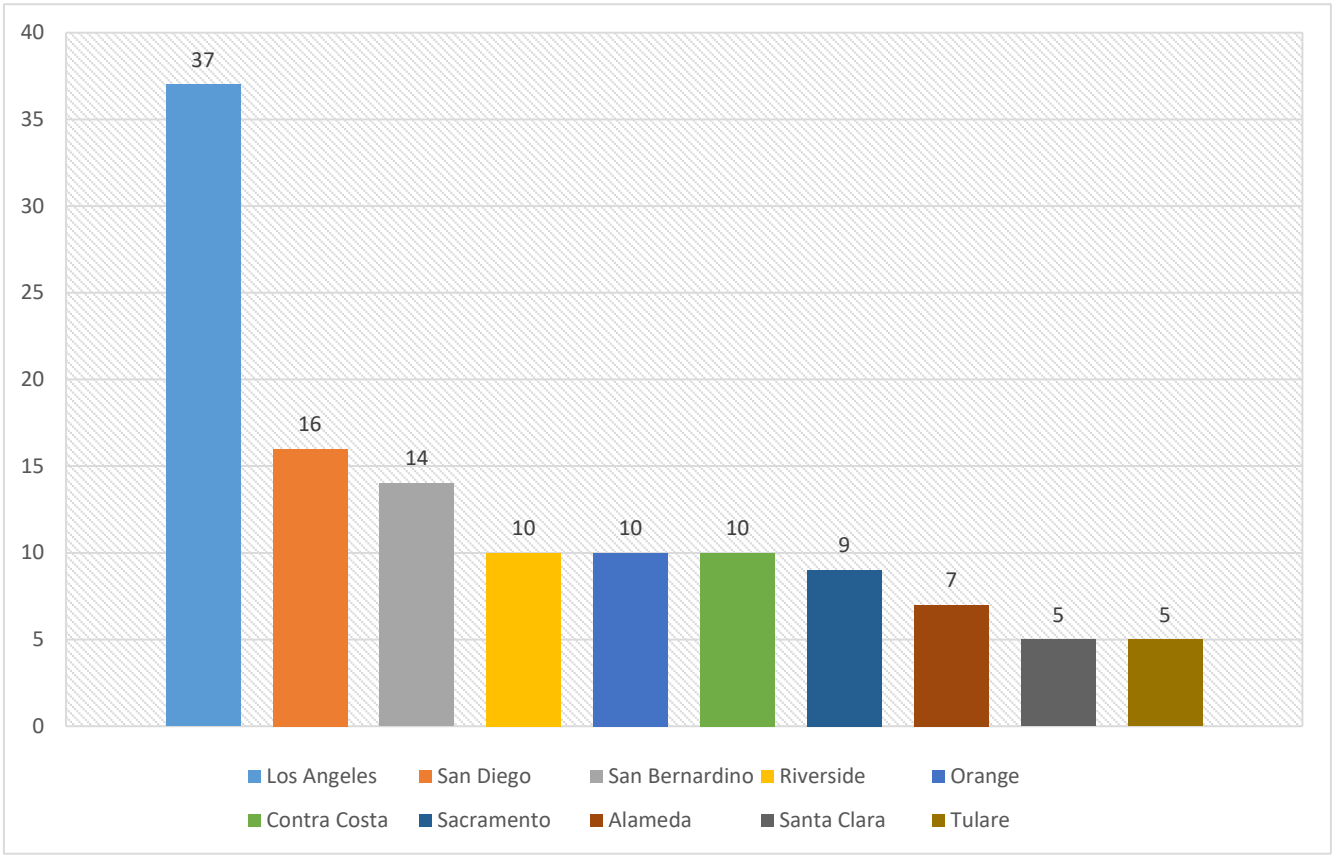
Caller Age

		Total	Reported			Total	Reported
Under Age 18	1	0.50%	0.91%	Age 56-65	19	9.50%	17.27%
Age 18-21	7	3.50%	6.36%	Age 66-75	7	3.50%	6.36%
Age 22-25	9	4.50%	8.18%	Age 76-85	2	1.00%	1.82%
Age 26-35	21	10.50%	19.09%	Age 85+	0	0.00%	0.00%
Age 36-45	24	12.00%	21.82%	*Not Reported*	*90*	*45.00%*	*N/A*
Age 46-55	20	10.00%	18.18%				

Caller Marital Status

		Total	Reported			Total	Reported
Cohabitant	2	1.00%	1.89%	Single	49	24.50%	46.23%
Divorced	13	6.50%	12.26%	Widowed	2	1.00%	1.89%
Married	39	19.50%	36.79%	*Not Reported*	*94*	*47.00%*	*N/A*
Separated	1	0.50%	0.94%				

Callers by County



Callers by County (Cont.)

Caller County	Gaming Venues	Calls
Alameda	4	7
Alpine	0	0
Amador	1	0
Butte	3	0
Calaveras	0	1
Colusa	1	0
Contra Costa	5	10
Del Norte	2	0
El Dorado	2	0
Fresno	4	2
Glenn	0	0
Humboldt	7	0
Imperial	3	0
Inyo	2	0
Kern	4	4
Kings	1	1
Lake	4	0
Lassen	1	0
Los Angeles	8	37
Madera	1	0
Marin	1	1
Mariposa	0	2
Mendocino	7	0
Merced	2	1
Modoc	1	0
Mono	0	0
Monterey	4	1
Napa	1	1
Nevada	1	0
Orange	0	10

Caller County	Gaming Venues	Calls
Placer	2	2
Plumas	0	0
Riverside	12	10
Sacramento	12	9
San Benito	0	0
San Bernardino	2	14
San Diego	16	16
San Francisco	0	3
San Joaquin	6	2
San Luis Obispo	4	0
San Mateo	2	3
Santa Barbara	1	1
Santa Clara	3	5
Santa Cruz	2	0
Shasta	3	0
Sierra	1	0
Siskiyou	2	1
Solano	0	2
Sonoma	3	2
Stanislaus	3	3
Sutter	0	1
Tehama	1	1
Trinity	0	0
Tulare	5	5
Tuolumne	2	0
Ventura	1	1
Yolo	1	0
Yuba	3	1
Out of State		*5*
Not Reported		*35*

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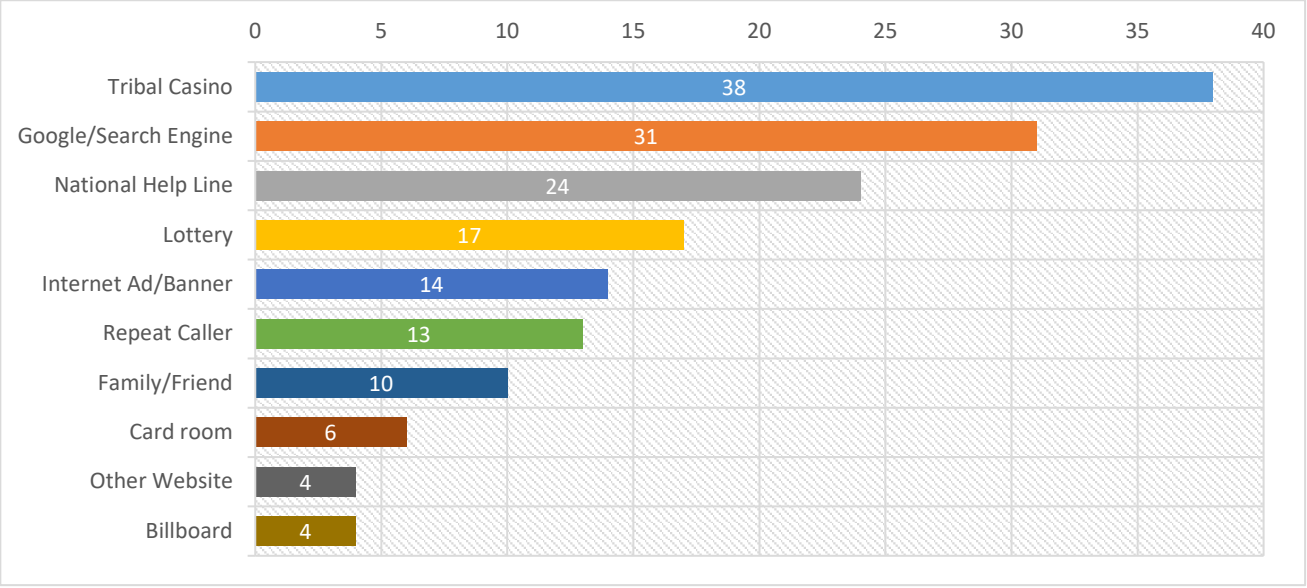
Caller Referral Source

	# of Callers	Total	Reported
Tribal Casino	38	19.00%	21.59%
Google/Search Engine	31	15.50%	17.61%
National Help Line	24	12.00%	13.64%
Lottery	17	8.50%	9.66%
Internet Ad/Banner	14	7.00%	7.95%
Repeat Caller	13	6.50%	7.39%
Family/Friend	10	5.00%	5.68%
Card room	6	3.00%	3.41%
Other Website	4	2.00%	2.27%
Billboard	4	2.00%	2.27%
Social Network	3	1.50%	1.70%
Therapist	2	1.00%	1.14%
Radio	2	1.00%	1.14%
OPG Website	2	1.00%	1.14%
Community Agency	1	0.50%	0.57%
Self Help Group	1	0.50%	0.57%
CCPG Website	1	0.50%	0.57%
Newspaper	1	0.50%	0.57%
Television	1	0.50%	0.57%
Mailings	1	0.50%	0.57%
Electronic Signage	0	0.00%	0.00%
Racetrack	0	0.00%	0.00%
Phone Book	0	0.00%	0.00%
Not Reported	*24*	*12.00%*	*N/A*



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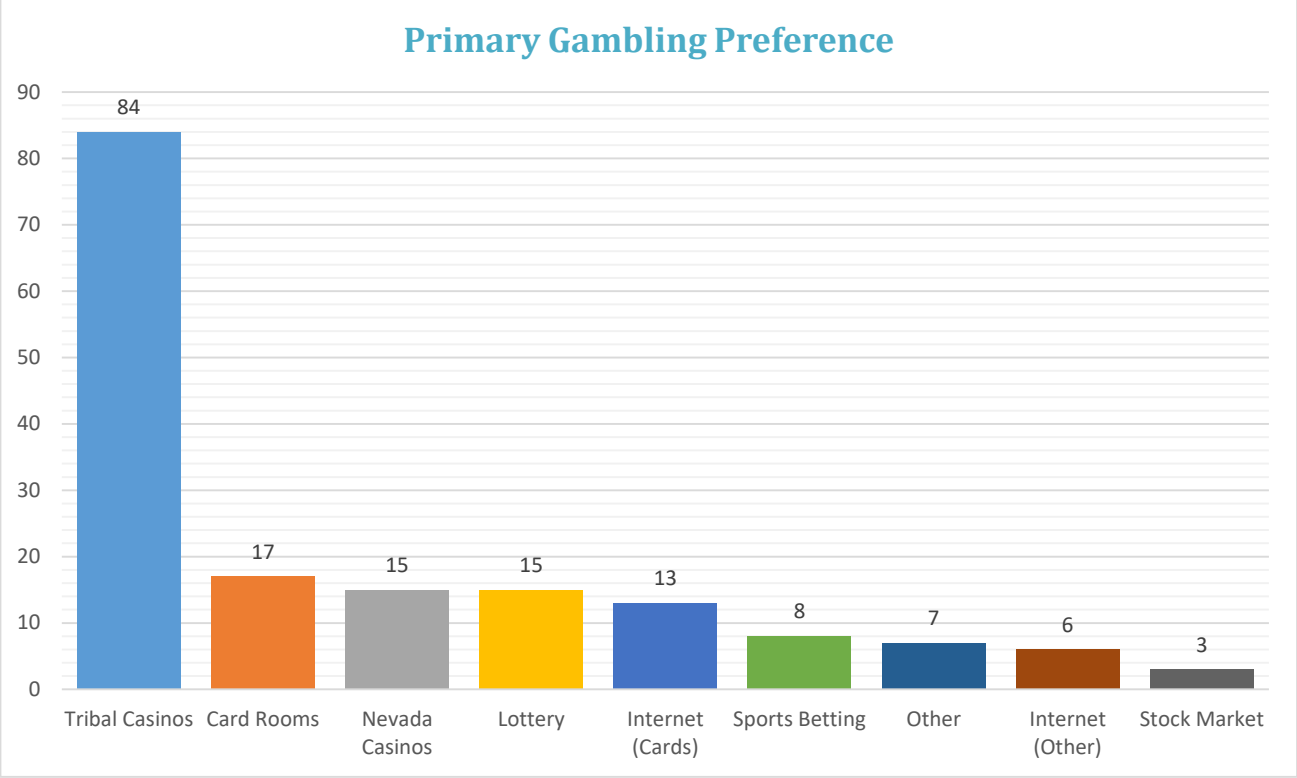
Primary Gambling Preference

		Total	Reported			Total	Reported
Bingo	0	0.00%	0.00%	Internet (Other)	6	3.00%	3.49%
Card Rooms	17	8.50%	9.88%	Lottery	15	7.50%	8.72%
Cards (Private)	1	0.50%	0.58%	Nevada Casinos	15	7.50%	8.72%
Fantasy Sports	1	0.50%	0.58%	Other	7	3.50%	4.07%
Horse Racing	2	1.00%	1.16%	Sports Betting	8	4.00%	4.65%
Tribal Casinos	84	42.00%	48.84%	Stock Market	3	1.50%	1.74%
Internet (Cards)	13	6.50%	7.56%	*Not Reported*	*28*	*14.00%*	*N/A*

Secondary Gambling Preference

		Total	Reported			Total	Reported
Bingo	0	0.00%	0.00%	Lottery	12	6.00%	9.23%
Card Rooms	14	7.00%	10.77%	Nevada Casinos	13	6.50%	10.00%
Cards (Private)	0	0.00%	0.00%	Other	11	5.50%	8.46%
Fantasy Sports	1	0.50%	0.77%	Sports Betting	2	1.00%	1.54%
Horse Racing	2	1.00%	1.54%	Stock Market	2	1.00%	1.54%
Tribal Casinos	22	11.00%	16.92%	Slot Machines	0	0.00%	0.00%
Internet (Cards)	8	4.00%	6.15%	None	38	19.00%	29.23%
Internet (Other)	5	2.50%	3.85%	*Not Reported*	*70*	*35.00%*	*N/A*



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Lottery Play

Callers who Play the Lottery	27	10.55%
Callers who Play at the Pump	0	0.00%
Median Number of Lottery Tickets Purchased Per Occasion	8	

Type of Lottery Game Played

		Total	Reported
Instant Games	17	8.50%	65.38%
Drawings	4	2.00%	15.38%
Instant and Drawings	5	2.50%	19.23%
Not Reported	*174*	*87.00%*	*N/A*

Frequency of Lottery Play

		Total	Reported
Multiple Daily	4	2.00%	13.33%
Once Daily	5	2.50%	16.67%
Every Other Day	10	5.00%	33.33%
Weekly	6	3.00%	20.00%
Only if Big Jackpot	5	2.50%	16.67%
Not Reported	*170*	*85.00%*	*N/A*

Fantasy Sports

				Total	Reported
Yes				3	1.50%	3.66%
	Same Day	*1*	*33.33%*			
	Weekly	*0*	*0.00%*			
	Season-Long	*2*	*66.67%*			
	Not Reported	*0*	*0.00%*			
No				79	39.50%	96.34%
Not Reported				*118*	*59.00%*	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				28	14.00%	35.00%
	Money	*9*	*32.14%*			
	Time	*1*	*3.57%*			
	Both	*14*	*50.00%*			
	Not Reported	*4*	*14.29%*			
No				52	26.00%	65.00%
Not Reported				*120*	*60.00%*	N/A