MORNEAU SHEPELL

# California Problem Gambling Helpline Statistics Monthly Report

# California Problem Gambling Helpline Statistics — March 2021

## Engagement & Outcomes

| | |
|---|---|
| Intakes/Clinical Calls | 211 |
| Non-Intakes/Pranks | 1,778 |
| Total Calls Answered | 1,989 |
| Text Support Intakes | 107 |
| Chat Support Intakes | 265 |
| Gamban Codes Provided | 11 |
| Motivational Text Enrollments | 51 |

### Intake Language

| | | |
|---|---|---|
| English | 207 | 98.10% |
| Spanish | 3 | 1.42% |
| Mandarin | 1 | 0.47% |
| Cantonese | 0 | 0.00% |
| Other | 0 | 0.00% |
| *Not Reported* | *0* | *0.00%* |

### Transfer Outcome

| | | |
|---|---|---|
| Transfer Completed | 0 | 0.00% |
| Voicemail Response | 17 | 8.06% |
| No Response | 10 | 4.74% |
| Transfer Refused | 90 | 42.65% |
| Call Terminated Early | 0 | 0.00% |
| Wrong Time for Transfer | 93 | 44.08% |
| *Not Reported* | *0* | *0.00%* |

### Case Management Outcome

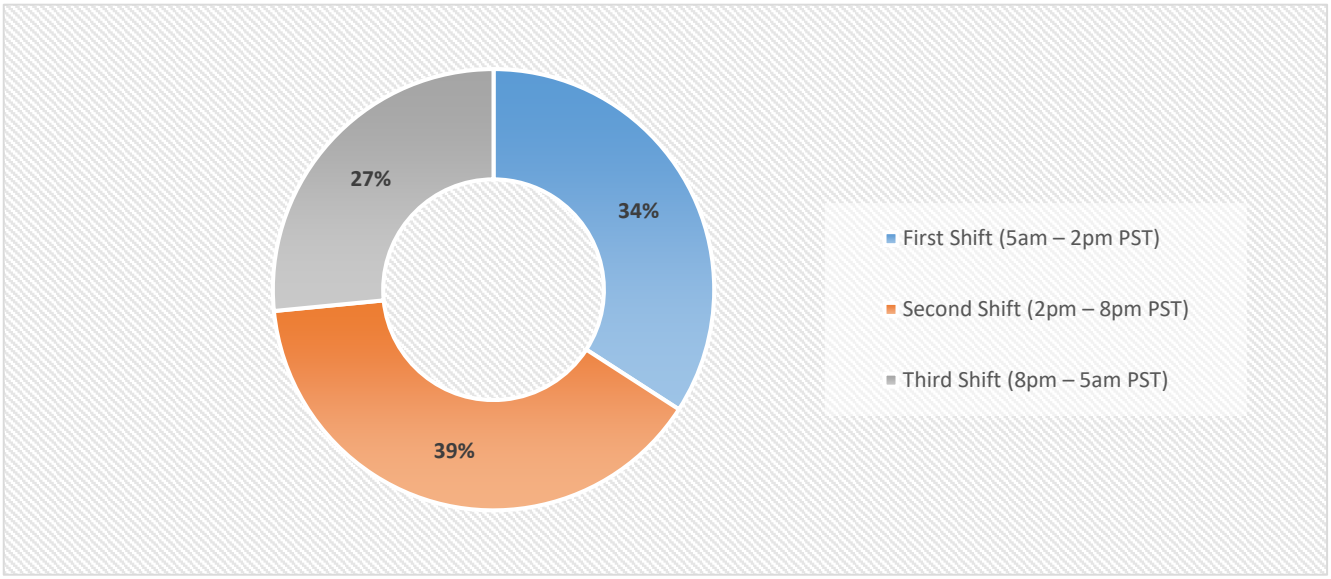
| | | *Total* | *Reported* |
|---|---|---|---|
| Accepted Case Management | 118 | 55.92% | 56% |
| Declined Case Management | 93 | 44.08% | 44% |
| *Not Reported* | *0* | *0.00%* | *N/A* |

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

# California Problem Gambling Helpline Statistics — March 2021

## Clinical Calls by Shift

| First Shift (5am – 2pm PST) | Second Shift (2pm – 8pm PST) | Third Shift (8pm – 5am PST) |
|---|---|---|
| 72 | 83 | 56 |
| 34.12% | 39.34% | 26.54% |




## Text and Chat Support

| | |
|---|---|
| **Text Support Intakes** | **107** |
| **Chat Support Intakes** | **265** |

## Type of Chat Visitor

| | | |
|---|---|---|
| Gambler | 158 | 59.62% |
| Non Gambler | 107 | 40.38% |

## Gender of Chat Visitor

| | | |
|---|---|---|
| Male | 7 | 2.64% |
| Female | 8 | 3.02% |
| *Not Reported/Other* | *250* | *94.34%* |

# Motivational Text Messaging Subscriptions

| | |
|---|---|
| **Total Motivational Text Messaging Subscriptions** | **51** |
| Total Caller Intakes | 211 |
| Percent Enrolled | 24% |
| Number of Callers who Provided Phone Number | 192 |
| Percentage of Callers with Phone who Enrolled | 27% |

## Subscriber Stage of Change

| | | | | | |
|---|---|---|---|---|---|
| Pre-Contemplation | 7 | 13.73% | Maintenance | 1 | 1.96% |
| Contemplation | 24 | 47.06% | Recycling | 0 | 0.00% |
| Preparation | 15 | 29.41% | *Not Reported* | *0* | *0.00%* |
| Action | 4 | 7.84% | | | |

## 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 | 1.96% |
| Gambler | 50 | 98.04% | Therapist | 0 | 0.00% |
| Parent | 0 | 0.00% | *Not Reported* | *0* | *0.00%* |

## Subscriber Gender

| | | | | | |
|---|---|---|---|---|---|
| Male | 32 | 62.75% | Other | 1 | 1.96% |
| Female | 18 | 35.29% | *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 | 25.49% | Age 56-65 | 4 | 7.84% |
| Age 18-21 | 2 | 3.92% | Age 66-75 | 2 | 3.92% |
| Age 22-25 | 3 | 5.88% | Age 76-85 | 0 | 0.00% |
| Age 26-35 | 9 | 17.65% | Age 85+ | 0 | 0.00% |
| Age 36-45 | 11 | 21.57% | *Not Reported* | *0* | *0.00%* |
| Age 46-55 | 9 | 17.65% | | | |

## Subscriber Language

| | | | | | |
|---|---|---|---|---|---|
| English | 48 | 94.1% | Simplified Chinese | 0 | 0.0% |
| Spanish | 3 | 5.9% | | | |

# Caller Data

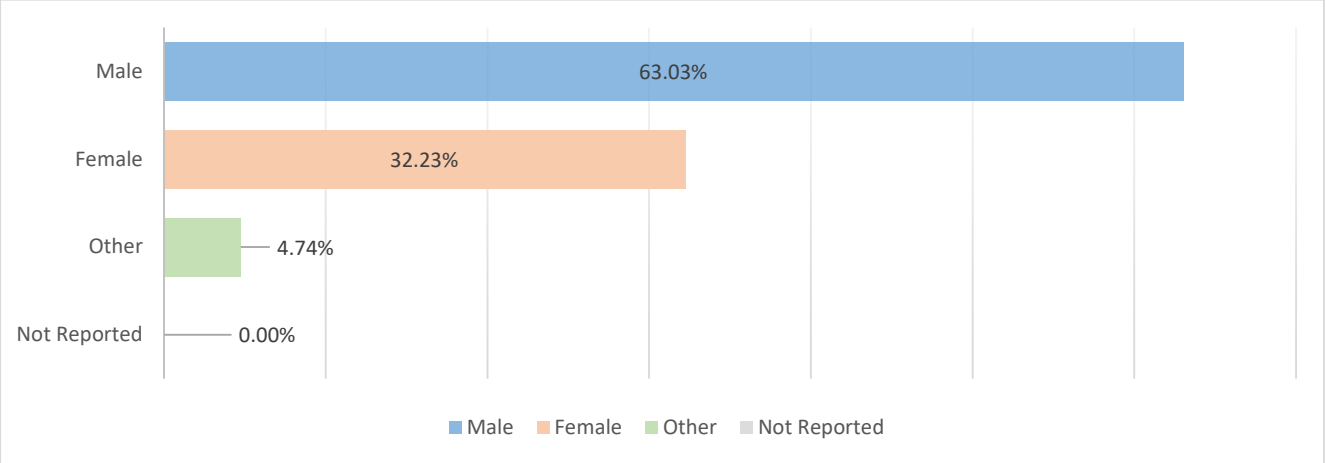
## Type of Caller

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Child | 7 | 3.32% | 3.32% | Parent | 2 | 0.95% | 0.95% |
| Employer | 1 | 0.47% | 0.47% | Sibling | 1 | 0.47% | 0.47% |
| Friend | 1 | 0.47% | 0.47% | Spouse | 5 | 2.37% | 2.37% |
| Gambler | 188 | 89.10% | 89.10% | Therapist | 1 | 0.47% | 0.47% |
| Other | 5 | 2.37% | 2.37% | *Not Reported* | *0* | *0.00%* | *N/A* |

## Gender of Caller

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Male | 133 | 63.03% | 63.03% | Other | 10 | 4.74% | 4.74% |
| Female | 68 | 32.23% | 32.23% | *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 | 16 | 7.58% | 12.21% | Korean | 3 | 1.42% | 2.29% |
| Asian Indian | 1 | 0.47% | 0.76% | Native American | 1 | 0.47% | 0.76% |
| Caucasian | 47 | 22.27% | 35.88% | Other Asian | 7 | 3.32% | 5.34% |
| Chinese | 6 | 2.84% | 4.58% | Other Ethnicity | 7 | 3.32% | 5.34% |
| Filipino | 1 | 0.47% | 0.76% | Pacific Islander | 1 | 0.47% | 0.76% |
| Hispanic | 37 | 17.54% | 28.24% | Vietnamese | 3 | 1.42% | 2.29% |
| Japanese | 1 | 0.47% | 0.76% | *Not Reported* | *77* | *36.49%* | *N/A* |

# California Problem Gambling Helpline Statistics — March 2021

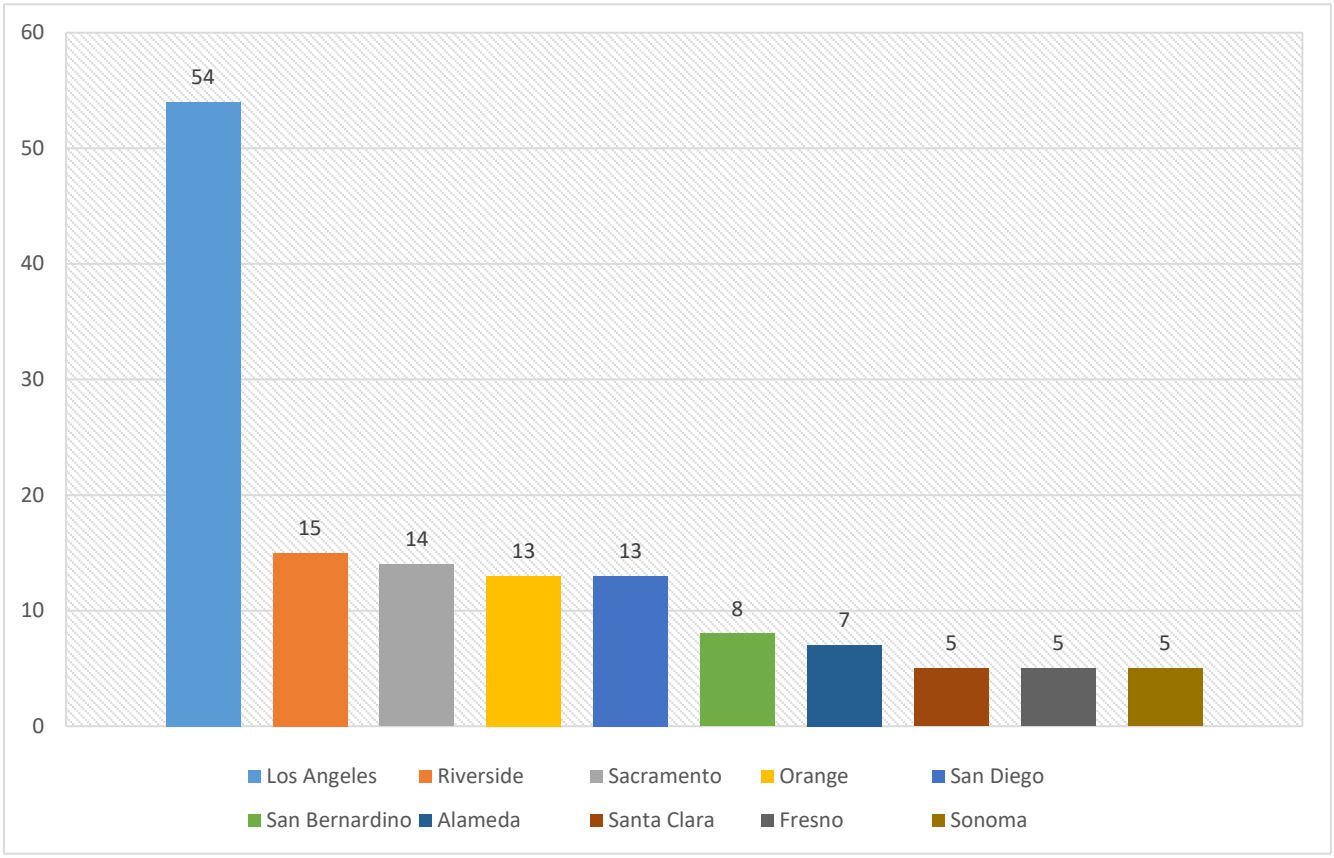
## Caller Age

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Under Age 18 | 0 | 0.00% | 0.00% | Age 56-65 | 18 | 8.53% | 15.13% |
| Age 18-21 | 6 | 2.84% | 5.04% | Age 66-75 | 3 | 1.42% | 2.52% |
| Age 22-25 | 14 | 6.64% | 11.76% | Age 76-85 | 2 | 0.95% | 1.68% |
| Age 26-35 | 31 | 14.69% | 26.05% | Age 85+ | 0 | 0.00% | 0.00% |
| Age 36-45 | 27 | 12.80% | 22.69% | *Not Reported* | *92* | *43.60%* | *N/A* |
| Age 46-55 | 18 | 8.53% | 15.13% | | | | |

## Caller Marital Status

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Cohabitant | 5 | 2.37% | 3.33% | Single | 75 | 35.55% | 50.00% |
| Divorced | 10 | 4.74% | 6.67% | Widowed | 7 | 3.32% | 4.67% |
| Married | 51 | 24.17% | 34.00% | *Not Reported* | *61* | *28.91%* | *N/A* |
| Separated | 2 | 0.95% | 1.33% | | | | |

## Callers by County



## Callers by County (Cont.)

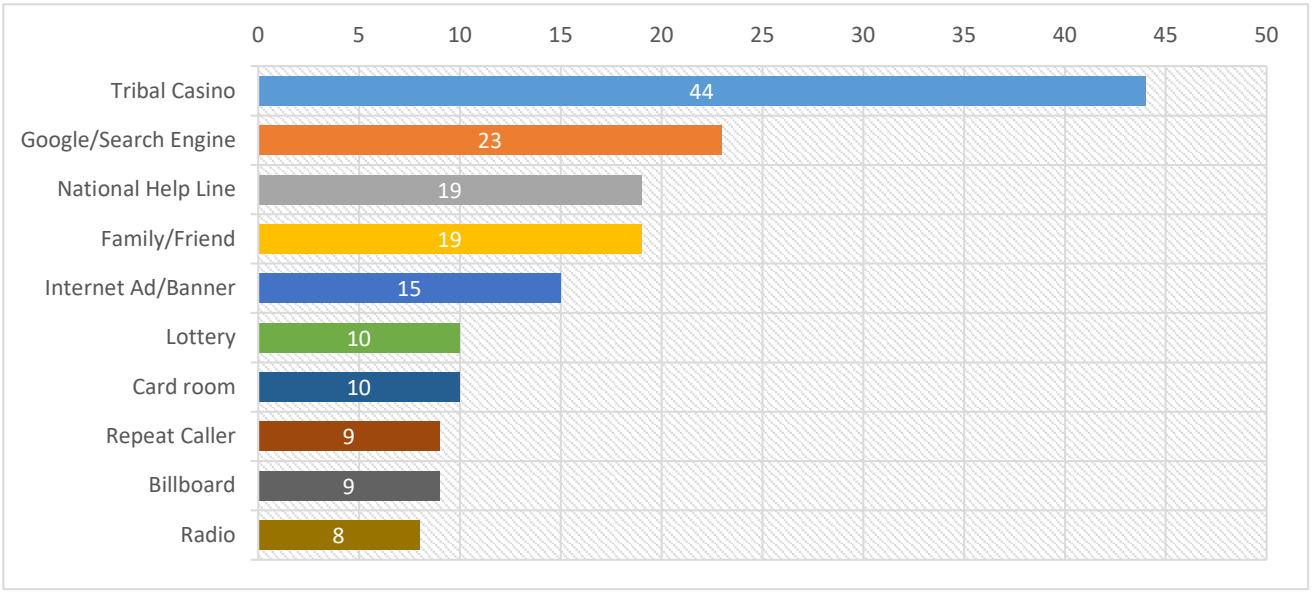
| Caller County | Gaming Venues | Calls |
|---|---|---|
| Alameda | 4 | 7 |
| Alpine | 0 | 0 |
| Amador | 1 | 0 |
| Butte | 3 | 1 |
| Calaveras | 0 | 0 |
| Colusa | 1 | 0 |
| Contra Costa | 5 | 4 |
| Del Norte | 2 | 0 |
| El Dorado | 2 | 1 |
| Fresno | 4 | 5 |
| Glenn | 0 | 0 |
| Humboldt | 7 | 0 |
| Imperial | 3 | 0 |
| Inyo | 2 | 1 |
| Kern | 4 | 4 |
| Kings | 1 | 0 |
| Lake | 4 | 0 |
| Lassen | 1 | 0 |
| Los Angeles | 8 | 54 |
| Madera | 1 | 0 |
| Marin | 1 | 2 |
| Mariposa | 0 | 0 |
| Mendocino | 7 | 0 |
| Merced | 2 | 1 |
| Modoc | 1 | 0 |
| Mono | 0 | 0 |
| Monterey | 4 | 0 |
| Napa | 1 | 0 |
| Nevada | 1 | 0 |
| Orange | 0 | 13 |

| Caller County | Gaming Venues | Calls |
|---|---|---|
| Placer | 2 | 1 |
| Plumas | 0 | 0 |
| Riverside | 12 | 15 |
| Sacramento | 12 | 14 |
| San Benito | 0 | 1 |
| San Bernardino | 2 | 8 |
| San Diego | 16 | 13 |
| San Francisco | 0 | 3 |
| San Joaquin | 6 | 4 |
| San Luis Obispo | 4 | 0 |
| San Mateo | 2 | 1 |
| Santa Barbara | 1 | 0 |
| Santa Clara | 3 | 5 |
| Santa Cruz | 2 | 0 |
| Shasta | 3 | 0 |
| Sierra | 1 | 0 |
| Siskiyou | 2 | 0 |
| Solano | 0 | 3 |
| Sonoma | 3 | 5 |
| Stanislaus | 3 | 2 |
| Sutter | 0 | 0 |
| Tehama | 1 | 0 |
| Trinity | 0 | 0 |
| Tulare | 5 | 1 |
| Tuolumne | 2 | 0 |
| Ventura | 1 | 4 |
| Yolo | 1 | 2 |
| Yuba | 3 | 1 |
| *Out of State* | | *1* |
| *Not Reported* | | *34* |

# California Problem Gambling Helpline Statistics — March 2021

## Caller Referral Source

| | # of Callers | Total | Reported |
|---|---|---|---|
| Tribal Casino | 44 | 20.85% | 22.80% |
| Google/Search Engine | 23 | 10.90% | 11.92% |
| National Help Line | 19 | 9.00% | 9.84% |
| Family/Friend | 19 | 9.00% | 9.84% |
| Internet Ad/Banner | 15 | 7.11% | 7.77% |
| Lottery | 10 | 4.74% | 5.18% |
| Card room | 10 | 4.74% | 5.18% |
| Repeat Caller | 9 | 4.27% | 4.66% |
| Billboard | 9 | 4.27% | 4.66% |
| Radio | 8 | 3.79% | 4.15% |
| CCPG Website | 6 | 2.84% | 3.11% |
| Social Network | 6 | 2.84% | 3.11% |
| Other Website | 4 | 1.90% | 2.07% |
| Mailings | 4 | 1.90% | 2.07% |
| Self Help Group | 3 | 1.42% | 1.55% |
| Therapist | 2 | 0.95% | 1.04% |
| OPG Website | 1 | 0.47% | 0.52% |
| Racetrack | 1 | 0.47% | 0.52% |
| Community Agency | 0 | 0.00% | 0.00% |
| Television | 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* | *18* | *8.53%* | *N/A* |



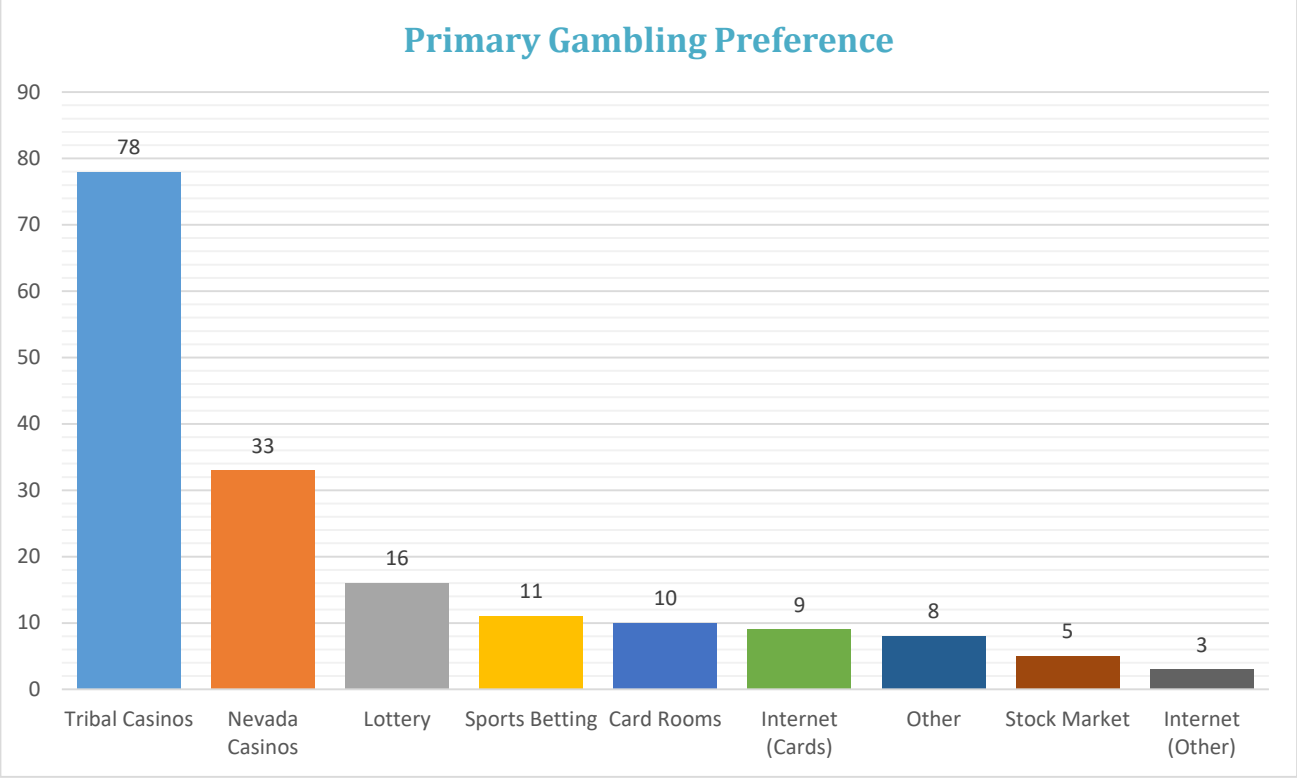
# California Problem Gambling Helpline Statistics — March 2021

## Primary Gambling Preference

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Bingo | 2 | 0.95% | 1.10% | Internet (Other) | 3 | 1.42% | 1.66% |
| Card Rooms | 10 | 4.74% | 5.52% | Lottery | 16 | 7.58% | 8.84% |
| Cards (Private) | 2 | 0.95% | 1.10% | Nevada Casinos | 33 | 15.64% | 18.23% |
| Fantasy Sports | 1 | 0.47% | 0.55% | Other | 8 | 3.79% | 4.42% |
| Horse Racing | 3 | 1.42% | 1.66% | Sports Betting | 11 | 5.21% | 6.08% |
| Tribal Casinos | 78 | 36.97% | 43.09% | Stock Market | 5 | 2.37% | 2.76% |
| Internet (Cards) | 9 | 4.27% | 4.97% | *Not Reported* | *30* | *14.22%* | *N/A* |

## Secondary Gambling Preference

| | | Total | Reported | | | Total | Reported |
|---|---|---|---|---|---|---|---|
| Bingo | 0 | 0.00% | 0.00% | Lottery | 19 | 9.00% | 13.01% |
| Card Rooms | 9 | 4.27% | 6.16% | Nevada Casinos | 7 | 3.32% | 4.79% |
| Cards (Private) | 1 | 0.47% | 0.68% | Other | 2 | 0.95% | 1.37% |
| Fantasy Sports | 1 | 0.47% | 0.68% | Sports Betting | 8 | 3.79% | 5.48% |
| Horse Racing | 0 | 0.00% | 0.00% | Stock Market | 0 | 0.00% | 0.00% |
| Tribal Casinos | 27 | 12.80% | 18.49% | Slot Machines | 0 | 0.00% | 0.00% |
| Internet (Cards) | 6 | 2.84% | 4.11% | None | 63 | 29.86% | 43.15% |
| Internet (Other) | 3 | 1.42% | 2.05% | *Not Reported* | *65* | *30.81%* | *N/A* |



# California Problem Gambling Helpline Statistics — March 2021

## Lottery Play

| | | |
|---|---|---|
| Callers who Play the Lottery | 35 | 14.40% |
| 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 | 20 | 9.48% | 41.67% |
| Drawings | 6 | 2.84% | 12.50% |
| Instant and Drawings | 22 | 10.43% | 45.83% |
| *Not Reported* | *163* | *77.25%* | *N/A* |

## Frequency of Lottery Play

| | | Total | Reported |
|---|---|---|---|
| Multiple Daily | 11 | 5.21% | 23.40% |
| Once Daily | 5 | 2.37% | 10.64% |
| Every Other Day | 9 | 4.27% | 19.15% |
| Weekly | 15 | 7.11% | 31.91% |
| Only if Big Jackpot | 7 | 3.32% | 14.89% |
| *Not Reported* | *164* | *77.73%* | *N/A* |

## Fantasy Sports

| | | | | Total | Reported |
|---|---|---|---|---|---|
| Yes | | | | 9 | 4.27% | 8.41% |
| | *Same Day* | *5* | *55.56%* | | | |
| | *Weekly* | *3* | *33.33%* | | | |
| | *Season-Long* | *1* | *11.11%* | | | |
| | *Not Reported* | *0* | *0.00%* | | | |
| No | | | | 98 | 46.45% | 91.59% |
| *Not Reported* | | | | *104* | *49.29%* | 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 | | | | 13 | 6.16% | 14.61% |
| | *Money* | *1* | *7.69%* | | | |
| | *Time* | *1* | *7.69%* | | | |
| | *Both* | *8* | *61.54%* | | | |
| | *Not Reported* | *3* | *23.08%* | | | |
| No | | | | 76 | 36.02% | 85.39% |
| *Not Reported* | | | | *122* | *57.82%* | N/A |