MORNEAU SHEPELL

California Problem Gambling Helpline Statistics Monthly Report

California Problem Gambling Helpline Statistics — June 2021

Engagement & Outcomes

Intakes/Clinical Calls	163
Non-Intakes/Pranks	2,561
Total Calls Answered	2,724
Text Support Intakes	29
Chat Support Intakes	249
Gamban Codes Provided	7
Motivational Text Enrollments	47

Intake Language

English	163	100.00%
Spanish	0	0.00%
Mandarin	0	0.00%
Cantonese	0	0.00%
Other	0	0.00%
Not Reported	*0*	*0.00%*

Transfer Outcome

Transfer Completed	2	1.23%
Voicemail Response	0	0.00%
No Response	10	6.13%
Transfer Refused	69	42.33%
Call Terminated Early	0	0.00%
Wrong Time for Transfer	80	49.08%
Not Reported	*0*	*0.00%*

Case Management Outcome

		Total	*Reported*
Accepted Case Management	80	49.08%	50%
Declined Case Management	81	49.69%	50%
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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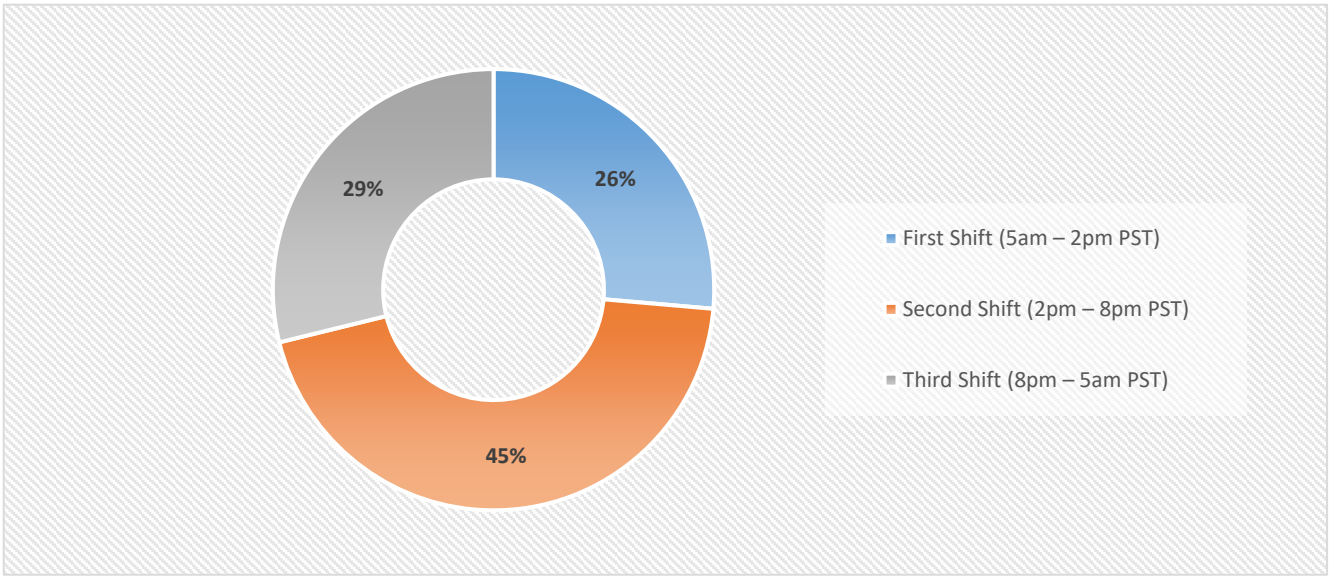
Clinical Calls by Shift

First Shift (5am – 2pm PST)	Second Shift (2pm – 8pm PST)	Third Shift (8pm – 5am PST)
43	73	47
26.38%	44.79%	28.83%



Text and Chat Support

Text Support Intakes	**29**
Chat Support Intakes	**249**

Type of Chat Visitor

Gambler	132	53.01%
Non Gambler	117	46.99%

Gender of Chat Visitor

Male	9	3.61%
Female	5	2.01%
Not Reported/Other	*235*	*94.38%*

Motivational Text Messaging Subscriptions

Total Motivational Text Messaging Subscriptions	**47**
Total Caller Intakes	163
Percent Enrolled	29%
Number of Callers who Provided Phone Number	137
Percentage of Callers with Phone who Enrolled	34%

Subscriber Stage of Change

Pre-Contemplation	15	31.91%	Maintenance	0	0.00%
Contemplation	16	34.04%	Recycling	0	0.00%
Preparation	10	21.28%	*Not Reported*	*0*	*0.00%*
Action	6	12.77%			

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	0	0.00%
Gambler	47	100.00%	Therapist	0	0.00%
Parent	0	0.00%	*Not Reported*	*0*	*0.00%*

Subscriber Gender

Male	31	65.96%	Other	1	2.13%
Female	15	31.91%	*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	5	10.64%	Age 56-65	4	8.51%
Age 18-21	3	6.38%	Age 66-75	0	0.00%
Age 22-25	7	14.89%	Age 76-85	0	0.00%
Age 26-35	14	29.79%	Age 85+	0	0.00%
Age 36-45	6	12.77%	*Not Reported*	*0*	*0.00%*
Age 46-55	11	23.40%			

Subscriber Language

English	43	91.5%	Simplified Chinese	0	0.0%
Spanish	4	8.5%			

Caller Data

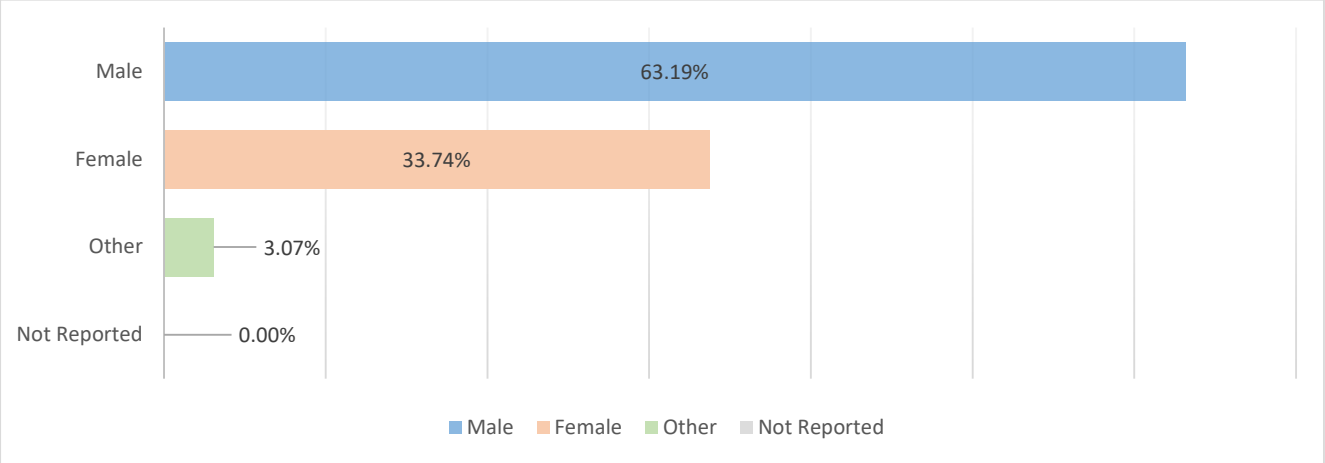
Type of Caller

		Total	Reported			Total	Reported
Child	4	2.45%	2.45%	Parent	3	1.84%	1.84%
Employer	0	0.00%	0.00%	Sibling	5	3.07%	3.07%
Friend	5	3.07%	3.07%	Spouse	5	3.07%	3.07%
Gambler	140	85.89%	85.89%	Therapist	1	0.61%	0.61%
Other	0	0.00%	0.00%	*Not Reported*	*0*	*0.00%*	*N/A*

Gender of Caller

		Total	Reported			Total	Reported
Male	103	63.19%	63.19%	Other	5	3.07%	3.07%
Female	55	33.74%	33.74%	*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%	8.79%	Korean	1	0.61%	1.10%
Asian Indian	1	0.61%	1.10%	Native American	0	0.00%	0.00%
Caucasian	28	17.18%	30.77%	Other Asian	1	0.61%	1.10%
Chinese	4	2.45%	4.40%	Other Ethnicity	8	4.91%	8.79%
Filipino	1	0.61%	1.10%	Pacific Islander	0	0.00%	0.00%
Hispanic	38	23.31%	41.76%	Vietnamese	1	0.61%	1.10%
Japanese	0	0.00%	0.00%	*Not Reported*	*67*	*41.10%*	*N/A*

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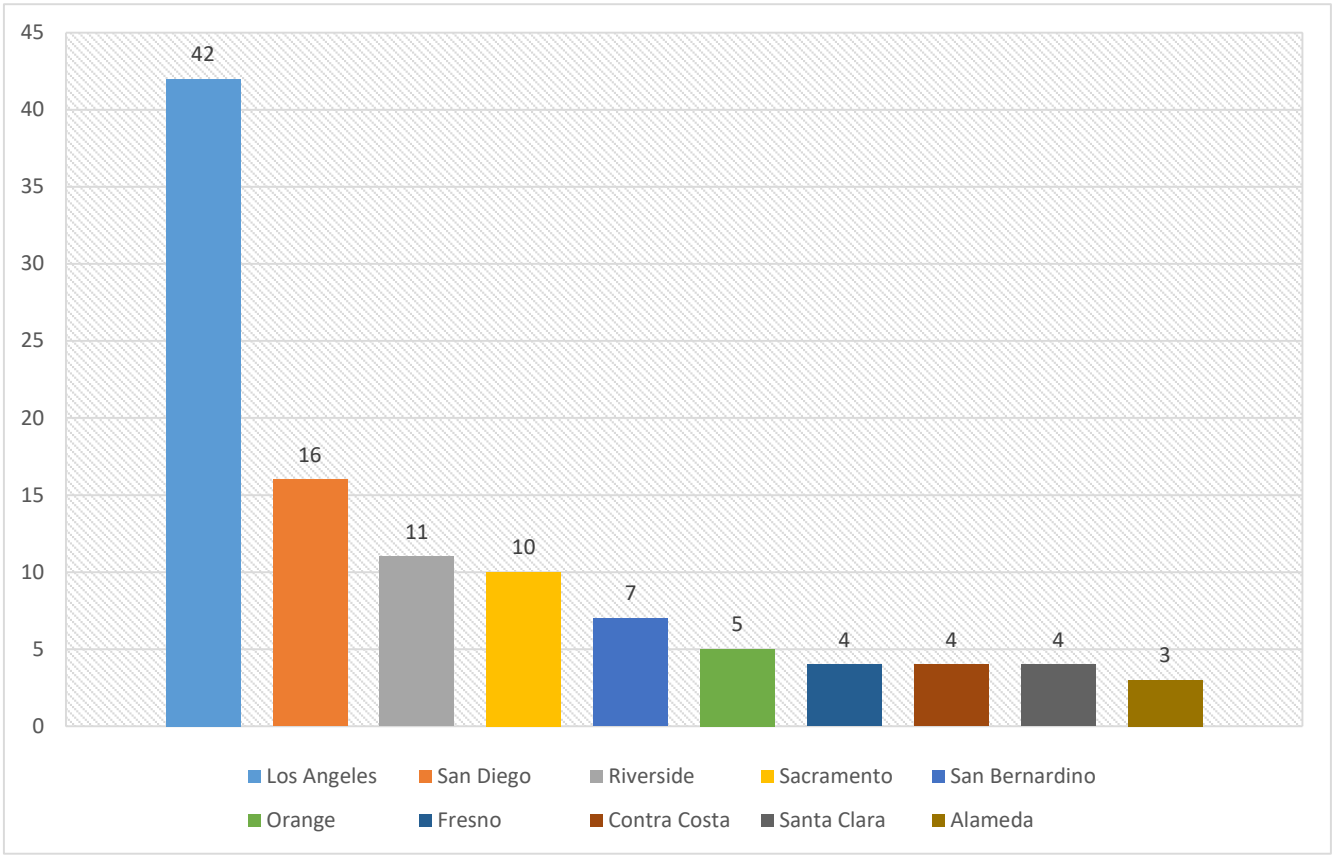
Caller Age

		Total	Reported			Total	Reported
Under Age 18	0	0.00%	0.00%	Age 56-65	7	4.29%	7.53%
Age 18-21	5	3.07%	5.38%	Age 66-75	1	0.61%	1.08%
Age 22-25	6	3.68%	6.45%	Age 76-85	0	0.00%	0.00%
Age 26-35	33	20.25%	35.48%	Age 85+	0	0.00%	0.00%
Age 36-45	23	14.11%	24.73%	*Not Reported*	*70*	*42.94%*	*N/A*
Age 46-55	18	11.04%	19.35%				

Caller Marital Status

		Total	Reported			Total	Reported
Cohabitant	4	2.45%	3.74%	Single	55	33.74%	51.40%
Divorced	14	8.59%	13.08%	Widowed	1	0.61%	0.93%
Married	28	17.18%	26.17%	*Not Reported*	*56*	*34.36%*	*N/A*
Separated	5	3.07%	4.67%				

Callers by County



Callers by County (Cont.)

Caller County	Gaming Venues	Calls
Alameda	4	3
Alpine	0	0
Amador	1	0
Butte	3	0
Calaveras	0	1
Colusa	1	0
Contra Costa	5	4
Del Norte	2	0
El Dorado	2	0
Fresno	4	4
Glenn	0	0
Humboldt	7	1
Imperial	3	0
Inyo	2	0
Kern	4	3
Kings	1	1
Lake	4	1
Lassen	1	0
Los Angeles	8	42
Madera	1	1
Marin	1	0
Mariposa	0	2
Mendocino	7	0
Merced	2	2
Modoc	1	0
Mono	0	0
Monterey	4	0
Napa	1	0
Nevada	1	0
Orange	0	5
Placer	2	2
Plumas	0	0
Riverside	12	11
Sacramento	12	10
San Benito	0	0
San Bernardino	2	7
San Diego	16	16
San Francisco	0	1
San Joaquin	6	0
San Luis Obispo	4	0
San Mateo	2	2
Santa Barbara	1	1
Santa Clara	3	4
Santa Cruz	2	0
Shasta	3	1
Sierra	1	0
Siskiyou	2	0
Solano	0	2
Sonoma	3	1
Stanislaus	3	1
Sutter	0	1
Tehama	1	1
Trinity	0	0
Tulare	5	0
Tuolumne	2	0
Ventura	1	0
Yolo	1	0
Yuba	3	0
Out of State		*5*
Not Reported		*27*

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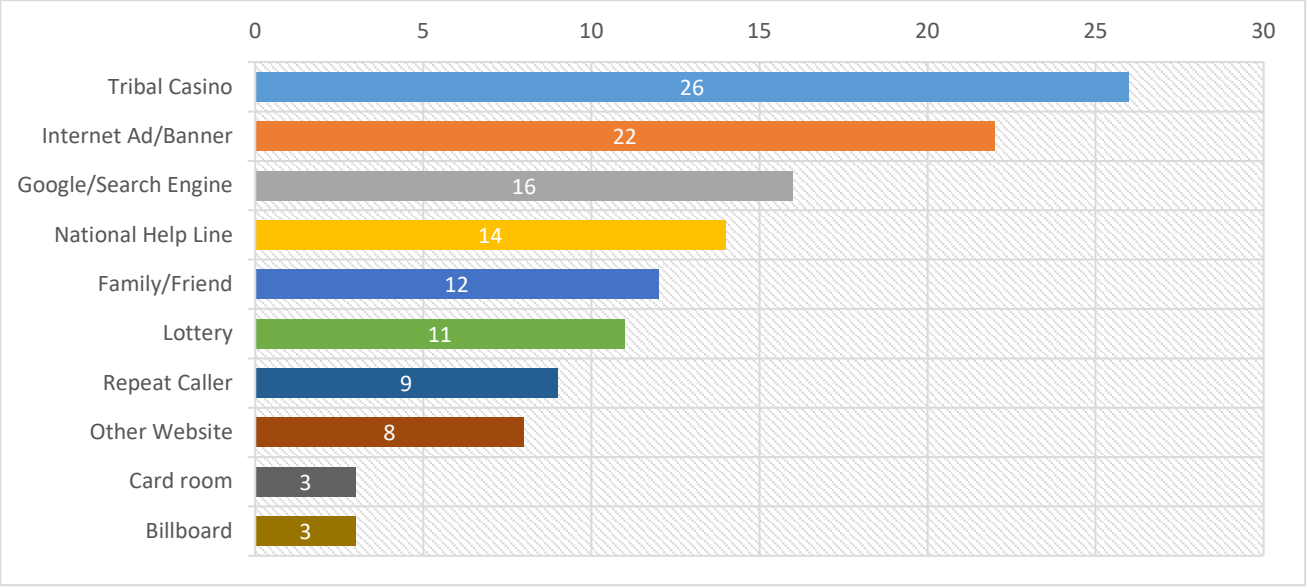
Caller Referral Source

	# of Callers	Total	Reported
Tribal Casino	26	15.95%	19.12%
Internet Ad/Banner	22	13.50%	16.18%
Google/Search Engine	16	9.82%	11.76%
National Help Line	14	8.59%	10.29%
Family/Friend	12	7.36%	8.82%
Lottery	11	6.75%	8.09%
Repeat Caller	9	5.52%	6.62%
Other Website	8	4.91%	5.88%
Card room	3	1.84%	2.21%
Billboard	3	1.84%	2.21%
CCPG Website	2	1.23%	1.47%
Community Agency	2	1.23%	1.47%
Therapist	2	1.23%	1.47%
OPG Website	2	1.23%	1.47%
Electronic Signage	2	1.23%	1.47%
Self Help Group	1	0.61%	0.74%
Television	1	0.61%	0.74%
Radio	0	0.00%	0.00%
Mailings	0	0.00%	0.00%
Social Network	0	0.00%	0.00%
Racetrack	0	0.00%	0.00%
Newspaper	0	0.00%	0.00%
Phone Book	0	0.00%	0.00%
Not Reported	*27*	*16.56%*	*N/A*



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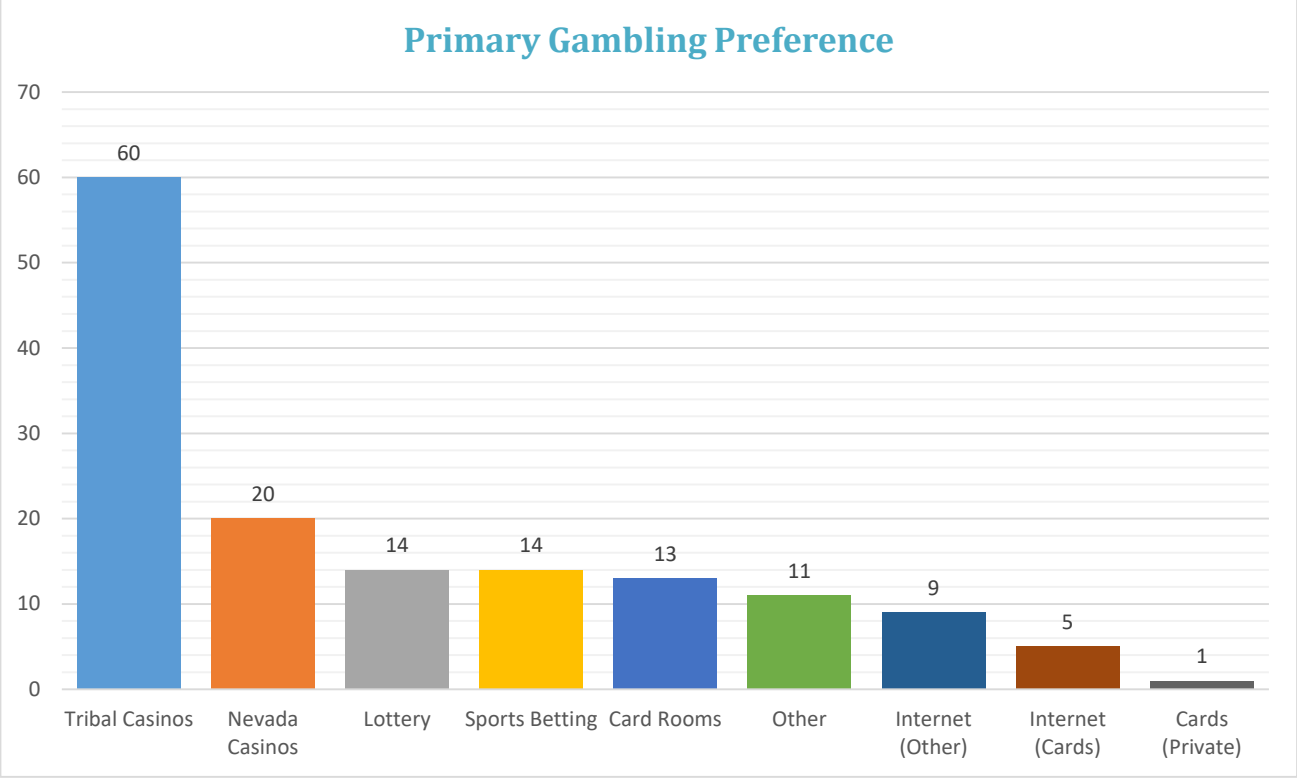
Primary Gambling Preference

		Total	Reported			Total	Reported
Bingo	0	0.00%	0.00%	Internet (Other)	9	5.52%	6.12%
Card Rooms	13	7.98%	8.84%	Lottery	14	8.59%	9.52%
Cards (Private)	1	0.61%	0.68%	Nevada Casinos	20	12.27%	13.61%
Fantasy Sports	0	0.00%	0.00%	Other	11	6.75%	7.48%
Horse Racing	0	0.00%	0.00%	Sports Betting	14	8.59%	9.52%
Tribal Casinos	60	36.81%	40.82%	Stock Market	0	0.00%	0.00%
Internet (Cards)	5	3.07%	3.40%	*Not Reported*	*16*	*9.82%*	*N/A*

Secondary Gambling Preference

		Total	Reported			Total	Reported
Bingo	1	0.61%	0.94%	Lottery	10	6.13%	9.43%
Card Rooms	8	4.91%	7.55%	Nevada Casinos	7	4.29%	6.60%
Cards (Private)	2	1.23%	1.89%	Other	11	6.75%	10.38%
Fantasy Sports	1	0.61%	0.94%	Sports Betting	5	3.07%	4.72%
Horse Racing	2	1.23%	1.89%	Stock Market	1	0.61%	0.94%
Tribal Casinos	15	9.20%	14.15%	Slot Machines	0	0.00%	0.00%
Internet (Cards)	5	3.07%	4.72%	None	37	22.70%	34.91%
Internet (Other)	1	0.61%	0.94%	*Not Reported*	*57*	*34.97%*	*N/A*



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Lottery Play

Callers who Play the Lottery	24	13.71%
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	15	9.20%	44.12%
Drawings	7	4.29%	20.59%
Instant and Drawings	12	7.36%	35.29%
Not Reported	*129*	*79.14%*	*N/A*

Frequency of Lottery Play

		Total	Reported
Multiple Daily	3	1.84%	9.09%
Once Daily	6	3.68%	18.18%
Every Other Day	9	5.52%	27.27%
Weekly	9	5.52%	27.27%
Only if Big Jackpot	6	3.68%	18.18%
Not Reported	*130*	*79.75%*	*N/A*

Fantasy Sports

				Total	Reported
Yes				7	4.29%	10.14%
	Same Day	*2*	*28.57%*		
	Weekly	*2*	*28.57%*		
	Season-Long	*3*	*42.86%*		
	Not Reported	*0*	*0.00%*		
No				62	38.04%	89.86%
Not Reported				*94*	*57.67%*	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				29	17.79%	40.28%
	Money	*8*	*27.59%*		
	Time	*2*	*6.90%*		
	Both	*15*	*51.72%*		
	Not Reported	*4*	*13.79%*		
No				43	26.38%	59.72%
Not Reported				*91*	*55.83%*	N/A