MORNEAU SHEPELL

California Problem Gambling Helpline Statistics Annual Report

Engagement & Outcomes

Intakes/Clinical Calls	2,549
Non-Intakes/Pranks	16,531
Total Calls Answered	19,080
Text Support Intakes	679
Chat Support Intakes	403
Gamban Codes Provided	92
Motivational Text Enrollments	605

Intake Language

English	2467	96.78%
Spanish	56	2.20%
Mandarin	12	0.47%
Cantonese	12	0.47%
Other	2	0.08%
Not Reported	*0*	*0.00%*

Transfer Outcome

Transfer Completed	42	1.65%
Voicemail Response	74	2.90%
No Response	128	5.02%
Transfer Refused	1167	45.78%
Call Terminated Early	81	3.18%
Wrong Time for Transfer	1037	40.68%
Not Reported	*1*	*0.04%*

Case Management Outcome

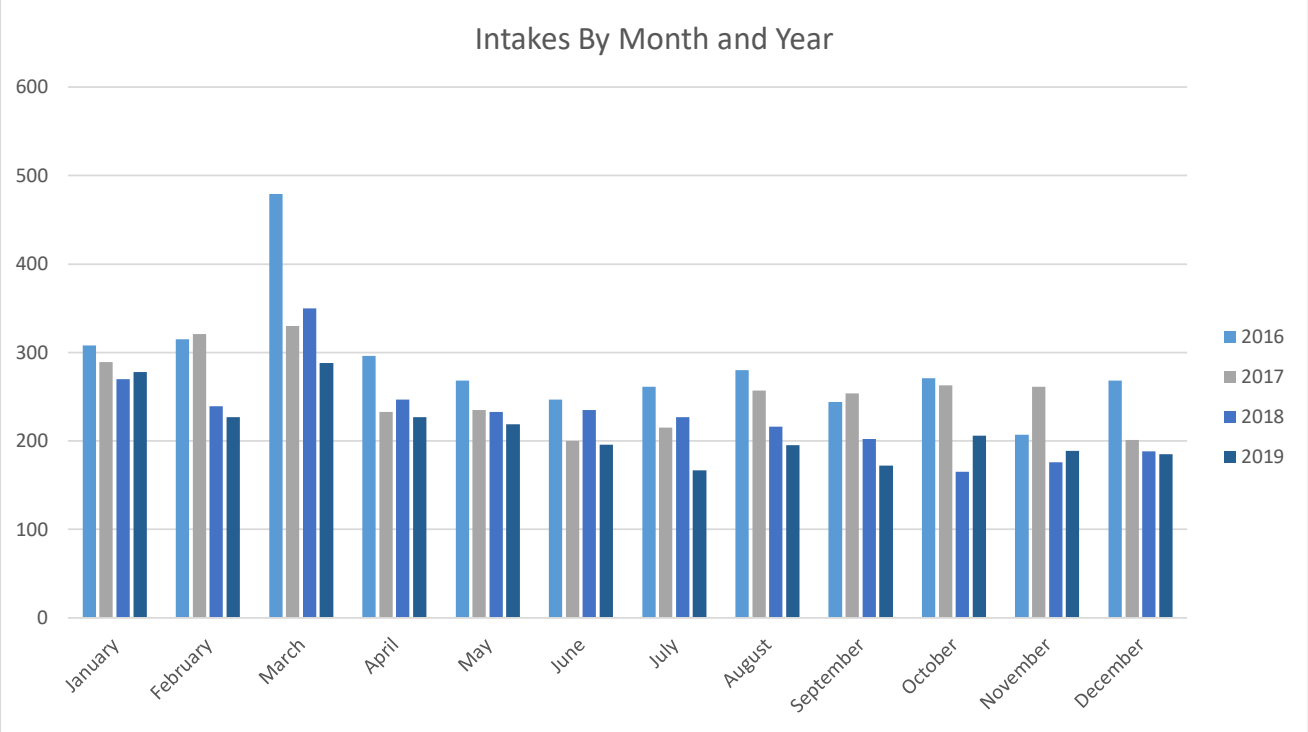
		Total	*Reported*
Accepted Case Management	624	24.48%	26%
Declined Case Management	1800	70.62%	74%
Not Reported	*125*	*4.90%*	*N/A*

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

Intakes By Year

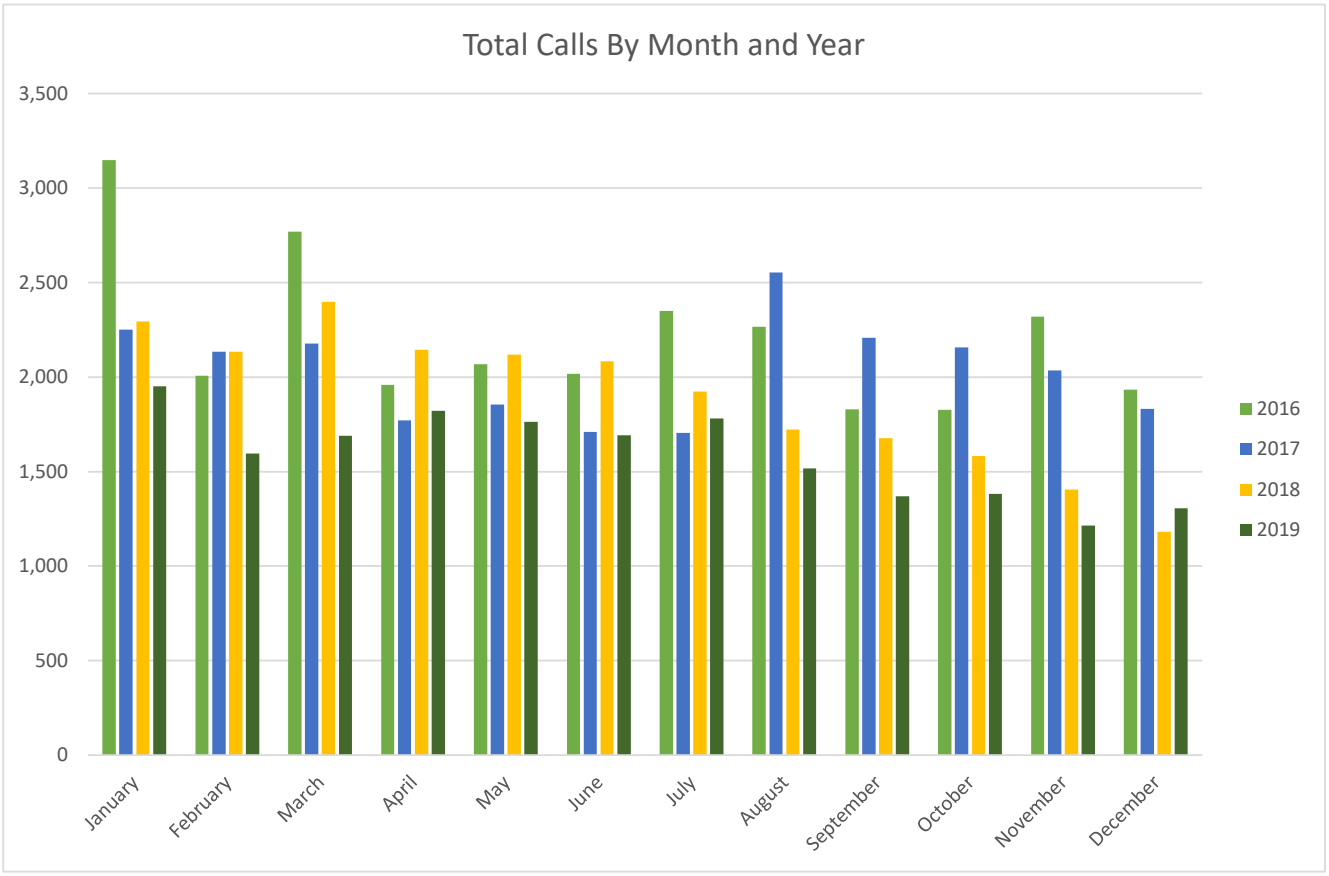
Intakes By Month Over the Last 4 Years

	2016	2017	2018	2019
January	308	289	270	278
February	315	321	239	227
March	479	330	350	288
April	296	233	247	227
May	268	235	233	219
June	247	200	235	196
July	261	215	227	167
August	280	257	216	195
September	244	254	202	172
October	271	263	165	206
November	207	261	176	189
December	268	201	188	185
TOTAL	**3,444**	**3,059**	**2,748**	**2,549**

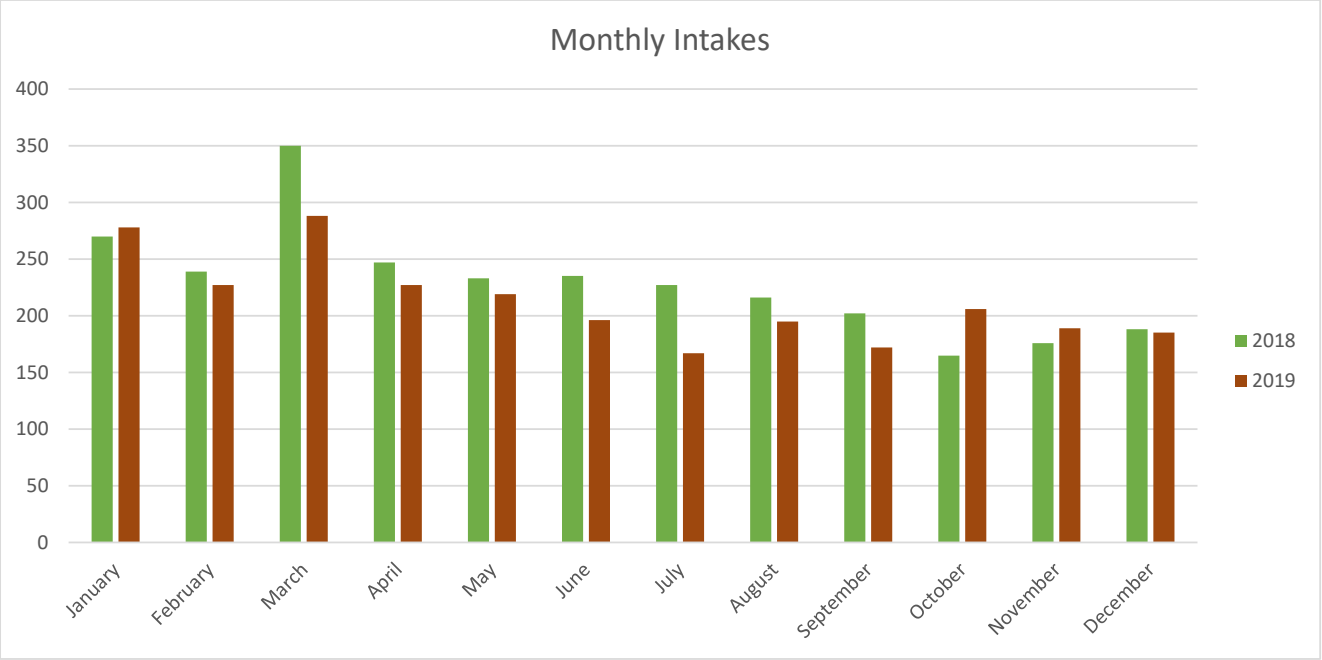


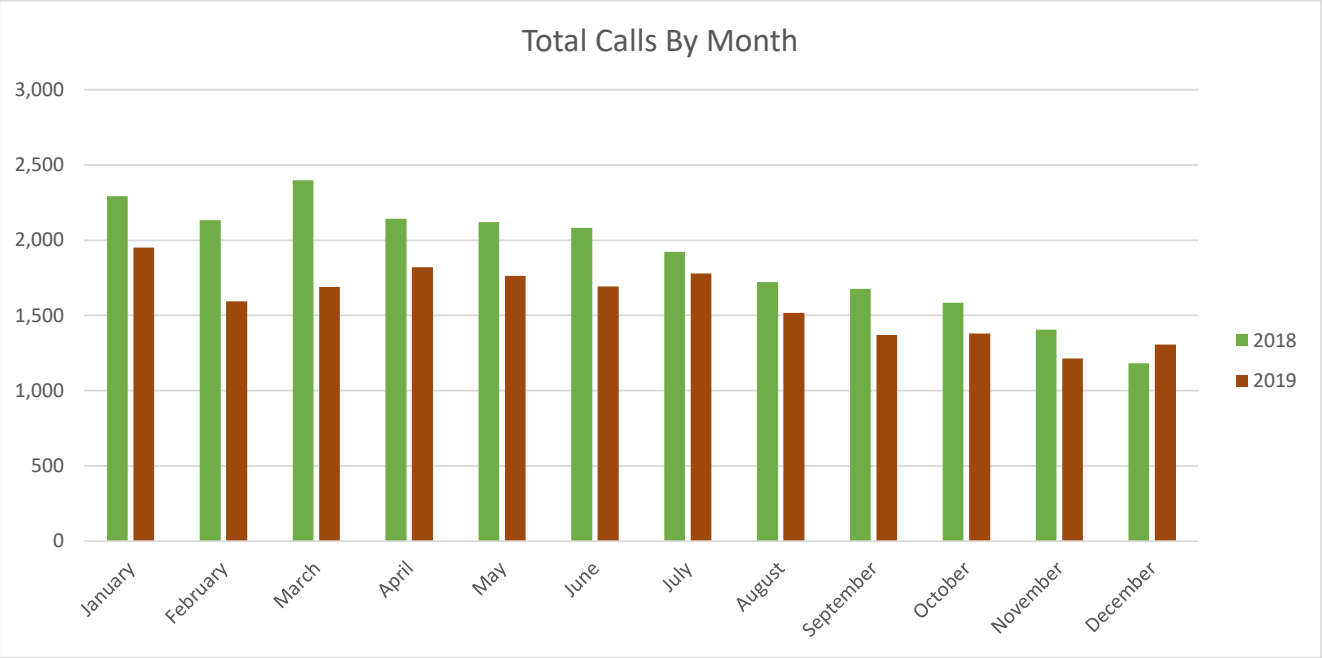
Total Calls By Year

	2016	2017	2018	2019
January	3,148	2,251	2,293	1,950
February	2,008	2,135	2,133	1,595
March	2,770	2,176	2,399	1,690
April	1,959	1,772	2,144	1,821
May	2,068	1,854	2,120	1,762
June	2,017	1,710	2,082	1,693
July	2,350	1,704	1,924	1,780
August	2,265	2,552	1,723	1,516
September	1,828	2,208	1,678	1,370
October	1,826	2,157	1,583	1,381
November	2,319	2,035	1,405	1,215
December	1,934	1,831	1,182	1,307
TOTAL	**26,492**	**24,385**	**22,666**	**19,080**



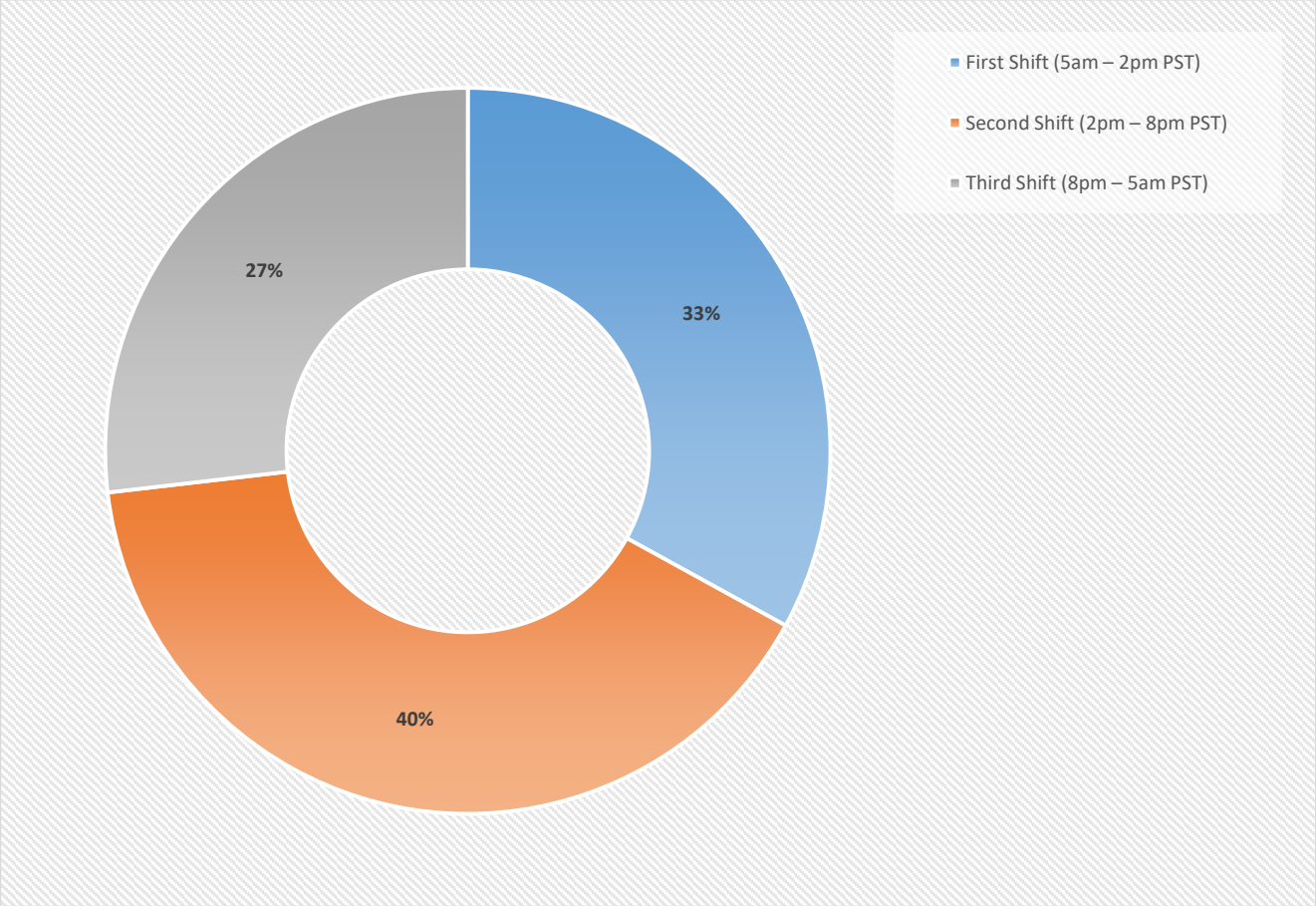
Intakes & Calls By Month





Clinical Calls by Shift

First Shift (5am – 2pm PST)	Second Shift (2pm – 8pm PST)	Third Shift (8pm – 5am PST)
841	1024	684
32.99%	40.17%	26.83%



Text and Chat Support

Text Support Intakes	**679**
Chat Support Intakes	**403**

Texting Result

Request for Information	*Not collected*
Transferred to Phone Intake	*Not collected*
Refferals provided in Text	*Not collected*
Text Terminated Prematurely	*Not collected*

Type of Chat Visitor

		Total	Reported
Gambler	274	67.99%	67.99%
Non Gambler	129	32.01%	32.01%
Friend	*Not collected*		
Spouse/Significant Other	*Not collected*		
Parent	*Not collected*		
Adult Child	*Not collected*		
Sibling	*Not collected*		
Other	*Not collected*		
Employer	*Not collected*		
Therapist	*Not collected*		
Not Reported/Other	*0*	*0.00%*	

Gender of Chat Visitor

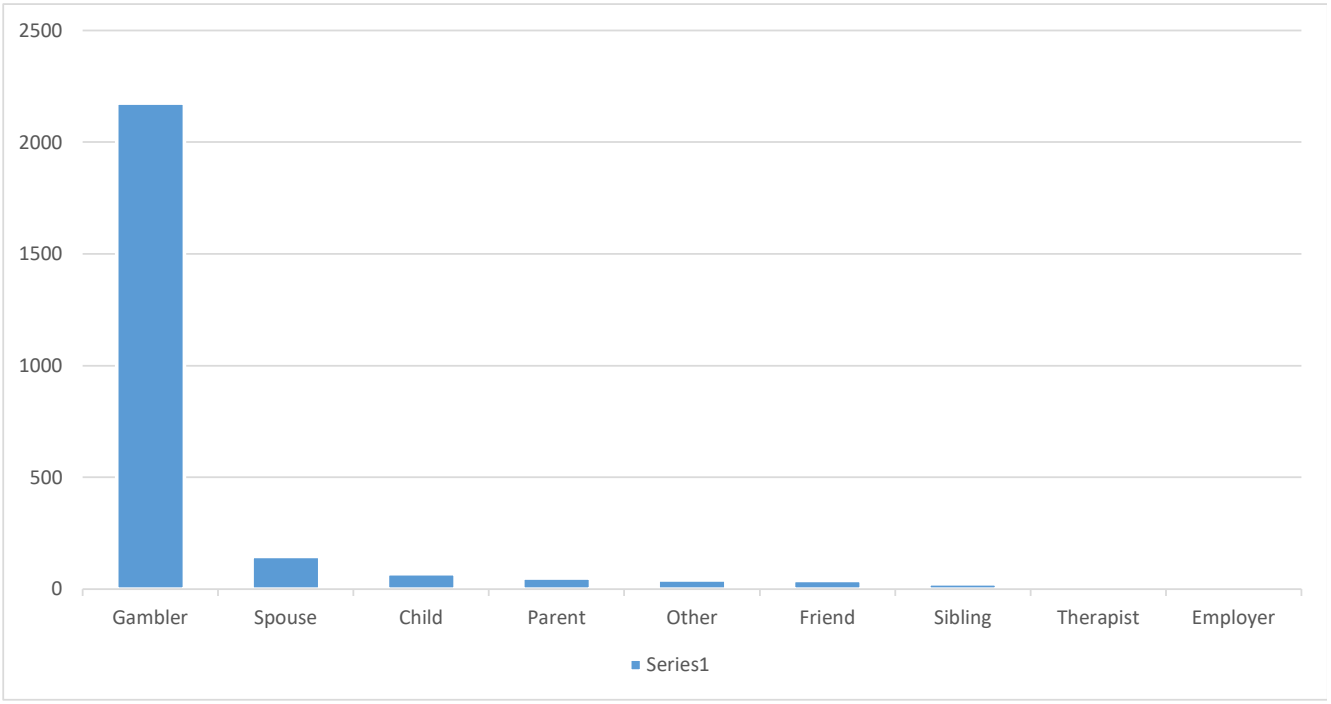
		Total	Reported
Male	38	9.43%	73.08%
Female	14	3.47%	26.92%
Not Reported/Other	*351*	*87.10%*	*N/A*

"Other" includes combined data of individuals reporting as Transgender, Gender Non-Conforming, and Choose Not to Disclose. A breakdown of the reported genders is available upon request. ***Prior to 02/2018, gender of chat visitors was not tracked.***

Caller Data

Type of Caller

		Total	Reported			Total	Reported
Child	70	2.75%	2.75%	Parent	49	1.92%	1.92%
Employer	1	0.04%	0.04%	Sibling	23	0.90%	0.90%
Friend	39	1.53%	1.53%	Spouse	146	5.73%	5.73%
Gambler	2176	85.37%	85.37%	Therapist	5	0.20%	0.20%
Other	40	1.57%	1.57%	*Not Reported*	*0*	*0.00%*	*N/A*

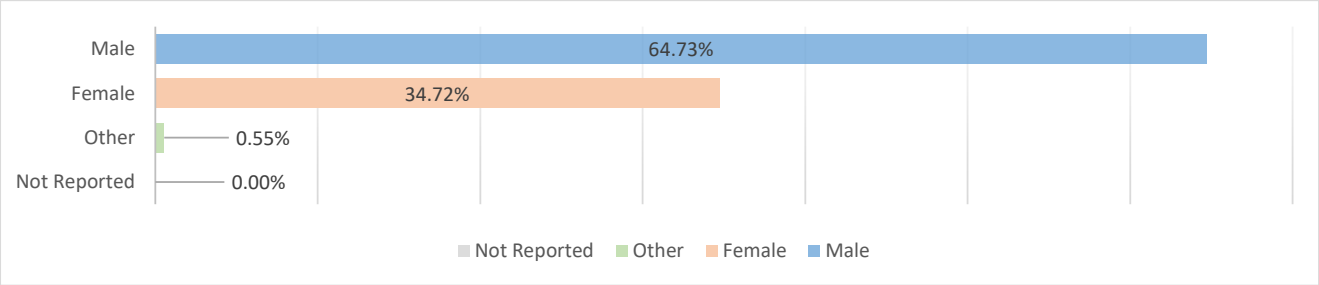


Caller Data

Gender of Caller

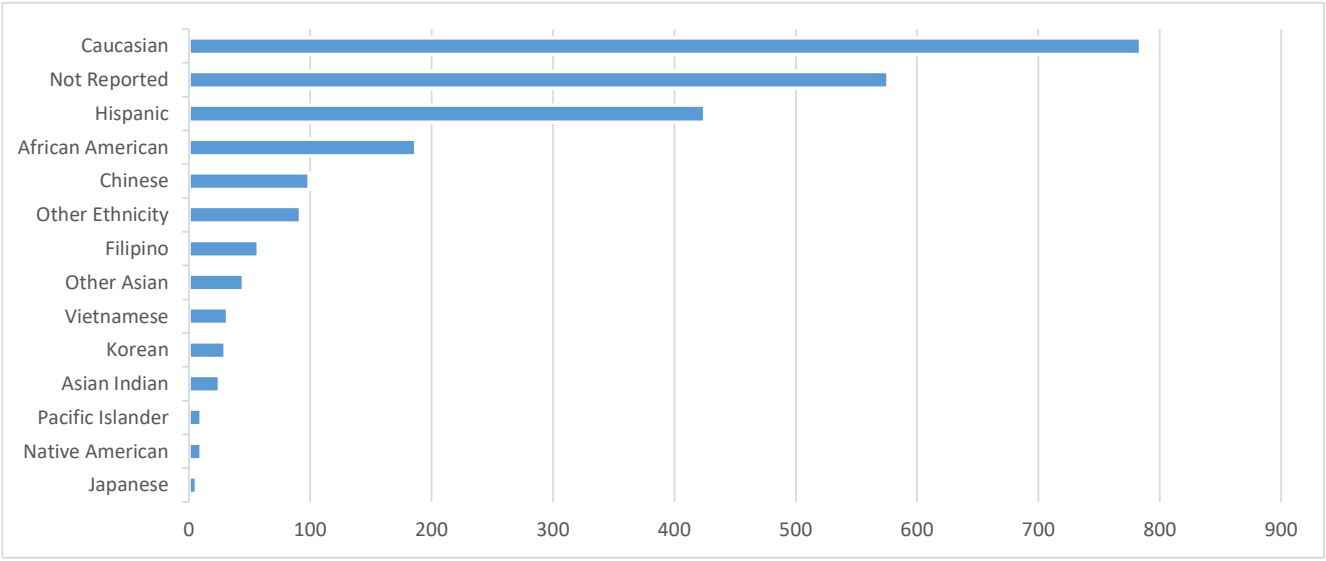
		Total	Reported			Total	Reported
Male	1650	64.73%	64.73%	Other	14	0.55%	0.55%
Female	885	34.72%	34.72%	*Not Reported*	*0*	*0.00%*	*N/A*

"Other" includes combined data of individuals reporting as Transgender, Gender Non-Conforming, and Choose Not to Disclose. A breakdown of the reported genders is available upon request. Prior to 2/2018, only male and female genders were tracked.



Caller Ethnicity

		Total	Reported			Total	Reported
African American	187	7.34%	10.38%	Korean	30	1.18%	1.66%
Asian Indian	25	0.98%	1.39%	Native American	10	0.39%	0.55%
Caucasian	784	30.76%	43.51%	Other Asian	45	1.77%	2.50%
Chinese	99	3.88%	5.49%	Other Ethnicity	92	3.61%	5.11%
Filipino	57	2.24%	3.16%	Pacific Islander	10	0.39%	0.55%
Hispanic	425	16.67%	23.58%	Vietnamese	32	1.26%	1.78%
Japanese	6	0.24%	0.33%	*Not Reported*	*576*	*22.60%*	*N/A*



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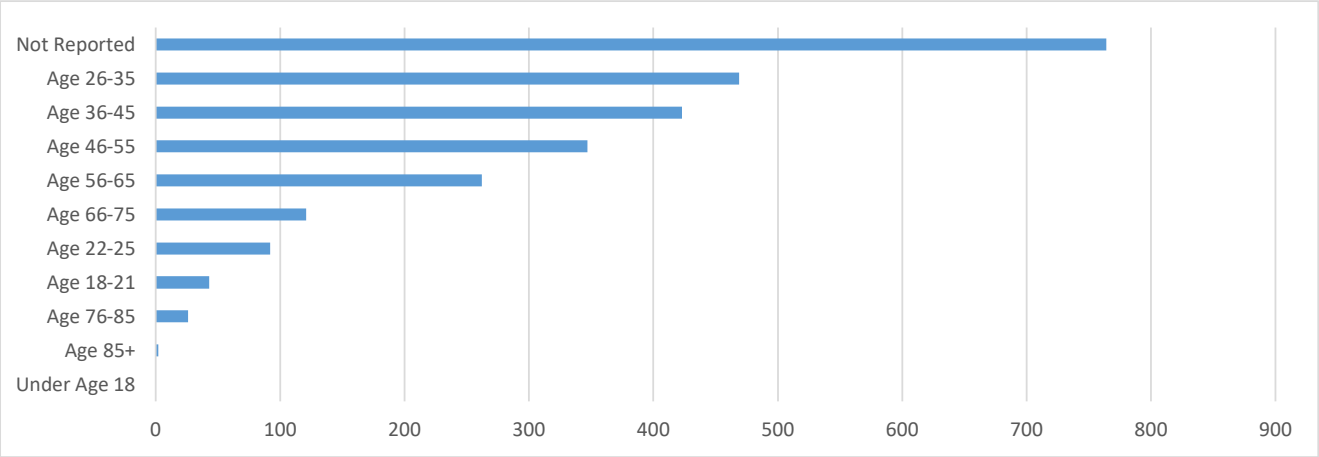
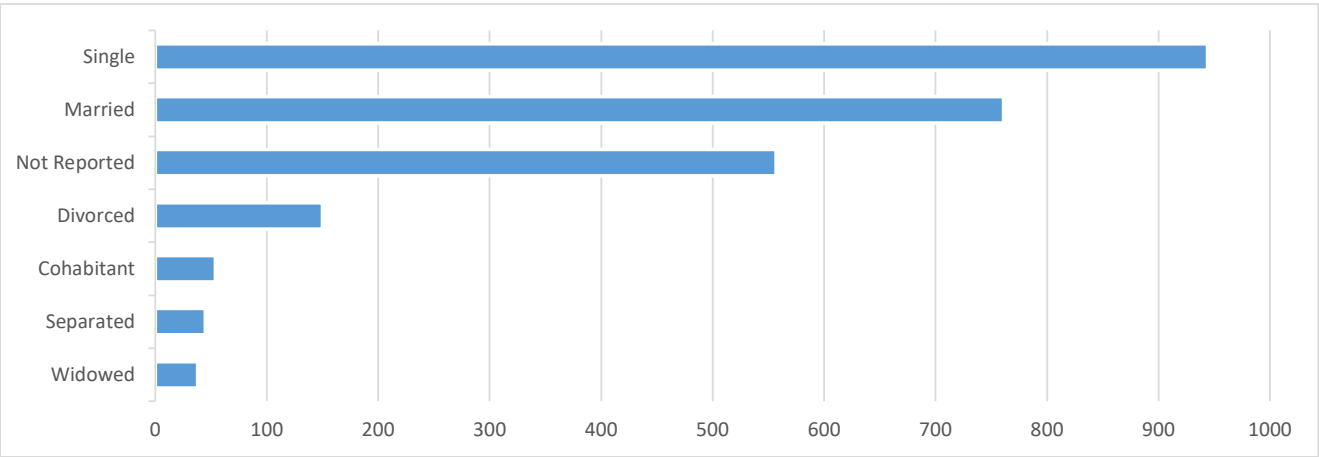
Caller Age

		Total	Reported
Under Age 18	0	0.00%	0.00%
Age 18-21	43	1.69%	2.41%
Age 22-25	92	3.61%	5.15%
Age 26-35	469	18.40%	26.27%
Age 36-45	423	16.59%	23.70%
Age 46-55	347	13.61%	19.44%
Age 56-65	262	10.28%	14.68%
Age 66-75	121	4.75%	6.78%
Age 76-85	26	1.02%	1.46%
Age 85+	2	0.08%	0.11%
Not Reported	*764*	*29.97%*	*N/A*



Caller Marital Status

		Total	Reported
Cohabitant	54	2.12%	2.71%
Divorced	150	5.88%	7.53%
Married	761	29.85%	38.20%
Separated	45	1.77%	2.26%
Single	944	37.03%	47.39%
Widowed	38	1.49%	1.91%
Not Reported	*557*	*21.85%*	*N/A*



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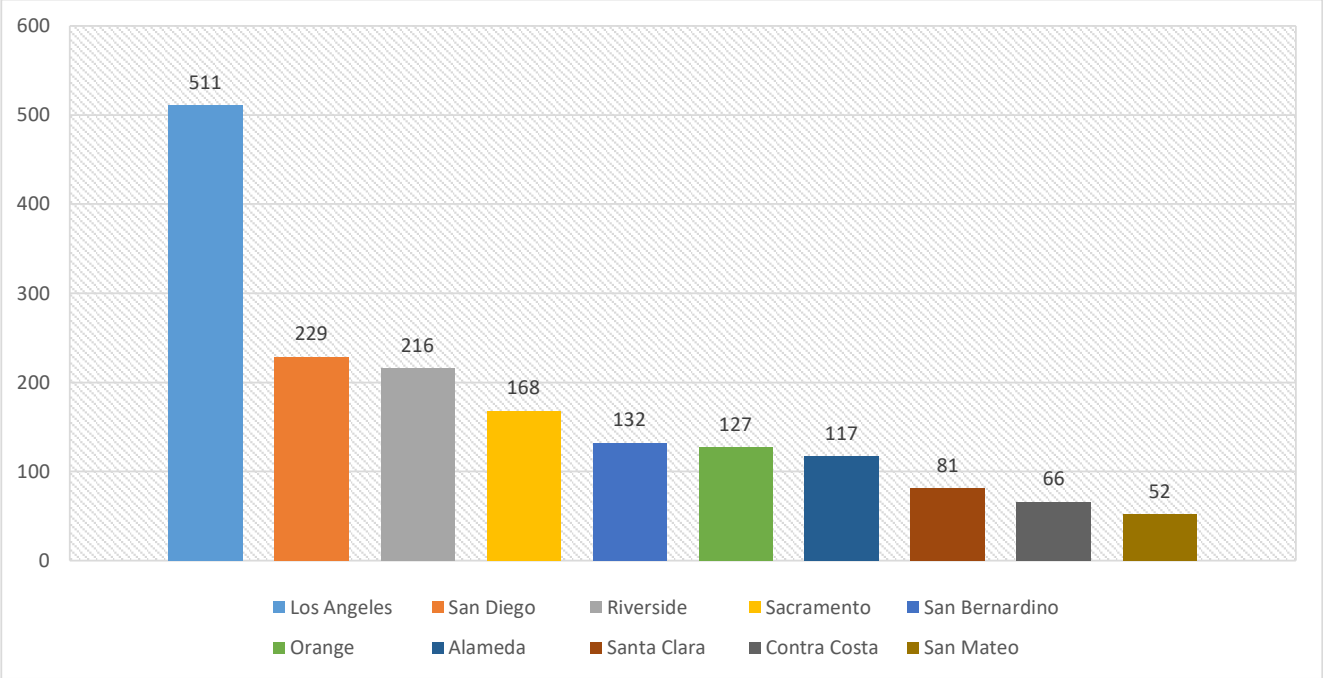
Callers by County



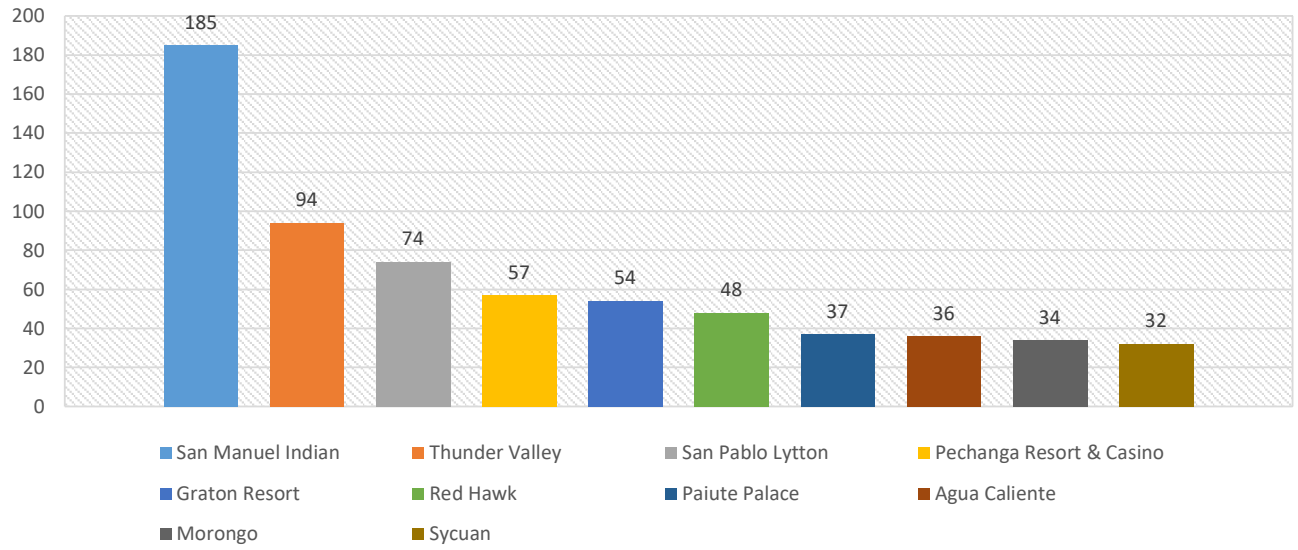
Callers by County

Caller County	Gaming Venues	Calls
Alameda	4	117
Alpine	0	0
Amador	1	3
Butte	3	11
Calaveras	0	2
Colusa	1	4
Contra Costa	5	66
Del Norte	2	1
El Dorado	2	11
Fresno	4	48
Glenn	0	1
Humboldt	7	8
Imperial	3	3
Inyo	2	0
Kern	4	26
Kings	1	7
Lake	4	4
Lassen	1	0
Los Angeles	8	511
Madera	1	9
Marin	1	8
Mariposa	0	1
Mendocino	7	8
Merced	2	9
Modoc	1	0
Mono	0	0
Monterey	4	4
Napa	1	7
Nevada	1	3
Orange	0	127

Caller County	Gaming Venues	Calls
Placer	2	38
Plumas	0	0
Riverside	12	216
Sacramento	12	168
San Benito	0	2
San Bernardino	2	132
San Diego	16	229
San Francisco	0	49
San Joaquin	6	41
San Luis Obispo	4	5
San Mateo	2	52
Santa Barbara	1	9
Santa Clara	3	81
Santa Cruz	2	4
Shasta	3	14
Sierra	1	0
Siskiyou	2	2
Solano	0	26
Sonoma	3	43
Stanislaus	3	26
Sutter	0	4
Tehama	1	4
Trinity	0	0
Tulare	5	28
Tuolumne	2	5
Ventura	1	23
Yolo	1	16
Yuba	3	4
Out of State		*30*
Not Reported		*299*

California Problem Gambling Helpline Statistics 2019 CY Report

Top Tribal Casino of Choice



Tribal Casino of Choice

Tribal Casino	
Agua Caliente	36
Augustine	3
Barona	29
Barstow	2
Bear River	2
Black Oak	10
Blue Lake	1
Buena Vista	0
Cache Creek	31
Cahuilla Creek	0
Cher-Ae-Heights	2
Chicken Ranch	5
Chukchansi Gold	13
Chumash	16
Cloverdale Rancheria	1
Colusa Casino	4
Coyote Valley	3
Desert Rose	0
Diamond Mountain	6
Eagle Mountain	20
Elk Valley	0
Fantasy Springs	8
Feather Falls	1
Garcia River	0
Gold Country	0
Golden Acorn	3
Graton Resort	54
Harrah's	25
Havasu Landing	4
Hidden Oaks	1
Hollywood Jamul	4
Jackson Rancheria	11
Karuk Casino	0
Konocti Vista	2

Tribal Casino	
Lucky 7	21
Lucky Bear	0
Mono Wind	0
Morongo	34
Paiute Palace	37
Pala	10
Pauma	3
Pechanga Resort & Casino	57
Pit River	0
Red Earth	0
Red Fox	13
Red Hawk	48
Redwood Hotel Casino	0
River Rock	12
Running Creek	0
San Manuel Indian	185
San Pablo Lytton	74
Santa Ysabel	0
Soboba	30
Spa Resort	0
Spotlight 29	1
Sycuan	32
Table Mountain	18
Tachi Palace	23
Thunder Valley	94
Tortoise Rock Casino	0
Twin Pine	0
Valley View	15
Viejas	41
Win-River	15
Fort Independence Travel Plaza	0
Out of State	*7*
Not Reported	*1482*

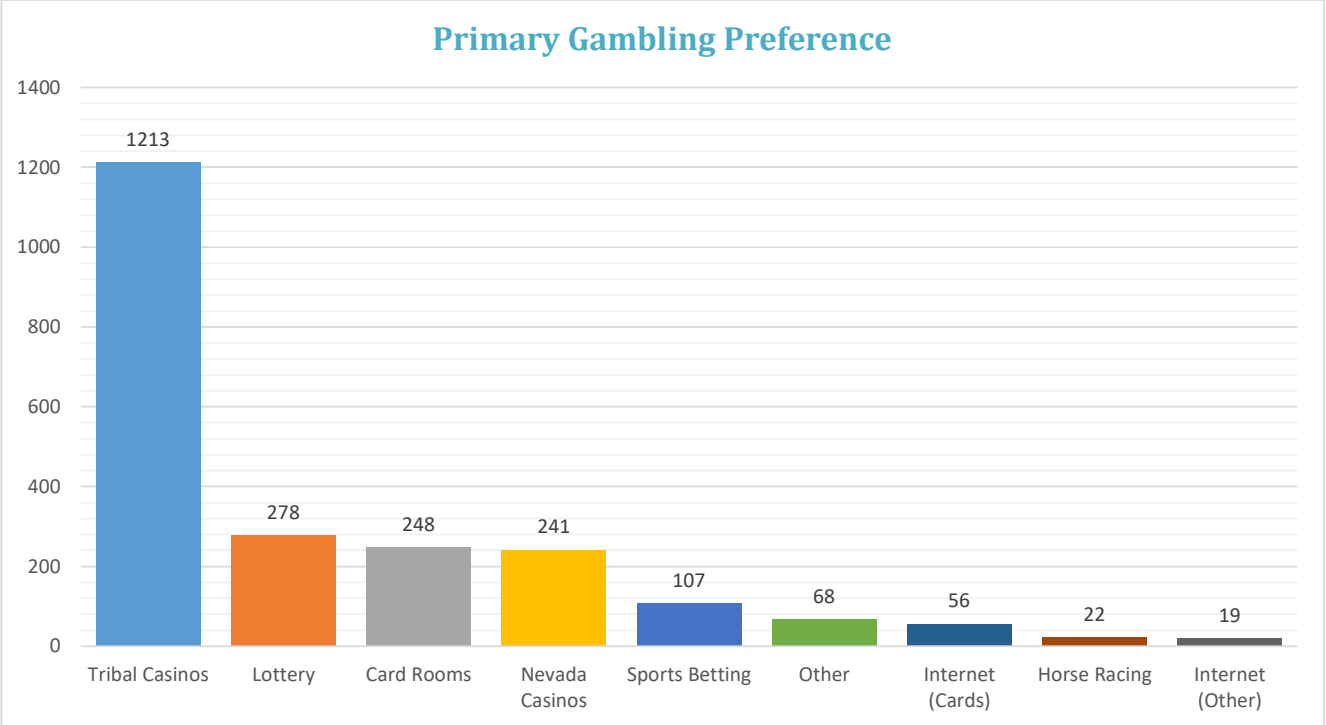
California Problem Gambling Helpline Statistics — 2019 CY Report

Primary Gambling Preference

		Total	Reported			Total	Reported
Bingo	13	0.51%	0.56%	Internet (Other)	19	0.75%	0.82%
Card Rooms	248	9.73%	10.73%	Lottery	278	10.91%	12.03%
Cards (Private)	17	0.67%	0.74%	Nevada Casinos	241	9.45%	10.43%
Fantasy Sports	13	0.51%	0.56%	Other	68	2.67%	2.94%
Horse Racing	22	0.86%	0.95%	Sports Betting	107	4.20%	4.63%
Tribal Casinos	1214	47.63%	52.53%	Stock Market	15	0.59%	0.65%
Internet (Cards)	56	2.20%	2.42%	*Not Reported*	*238*	*9.34%*	*N/A*

Secondary Gambling Preference

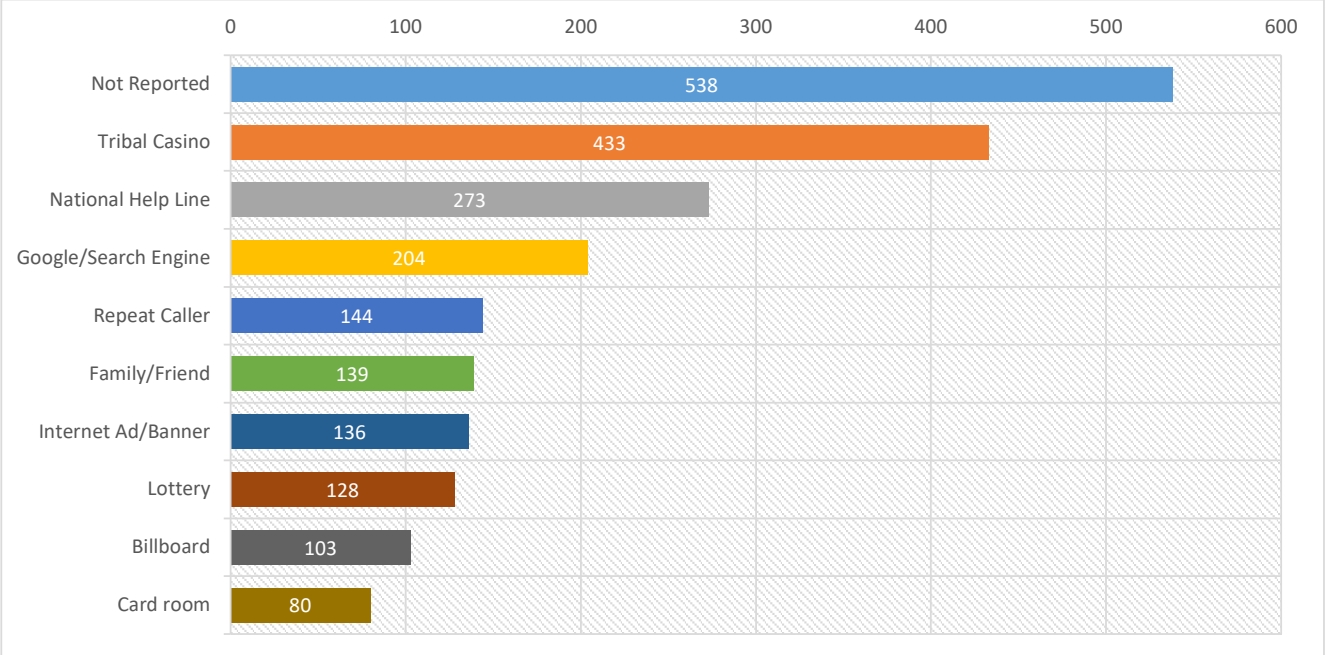
		Total	Reported			Total	Reported
Bingo	17	0.67%	0.85%	Lottery	208	8.16%	10.46%
Card Rooms	89	3.49%	4.47%	Nevada Casinos	114	4.47%	5.73%
Cards (Private)	5	0.20%	0.25%	Other	108	4.24%	5.43%
Fantasy Sports	11	0.43%	0.55%	Sports Betting	56	2.20%	2.82%
Horse Racing	18	0.71%	0.90%	Stock Market	9	0.35%	0.45%
Tribal Casinos	396	15.54%	19.91%	None	903	35.43%	45.40%
Internet (Cards)	46	1.80%	2.31%	*Not Reported/ Unknown*	*560*	*21.97%*	*N/A*
Internet (Other)	9	0.35%	0.45%				



California Problem Gambling Helpline Statistics 2019 CY Report

Caller Referral Source

	# of Callers	Total	Reported
Not Reported	538	21.11%	21.12%
Tribal Casino	433	16.99%	17.00%
National Help Line	273	10.71%	10.72%
Google/Search Engine	204	8.00%	8.01%
Repeat Caller	144	5.65%	5.65%
Family/Friend	139	5.45%	5.46%
Internet Ad/Banner	136	5.34%	5.34%
Lottery	128	5.02%	5.03%
Billboard	103	4.04%	4.04%
Card room	80	3.14%	3.14%
OPG Website	64	2.51%	2.51%
Radio	61	2.39%	2.39%
Television	42	1.65%	1.65%
Other Website	38	1.49%	1.49%
CCPG Website	37	1.45%	1.45%
Therapist	32	1.26%	1.26%
Community Agency	30	1.18%	1.18%
Self Help Group	20	0.78%	0.79%
Electronic Signage	17	0.67%	0.67%
Mailings	14	0.55%	0.55%
Social Network	5	0.20%	0.20%
Newspaper	5	0.20%	0.20%
Racetrack	4	0.16%	0.16%
Phone Book	2	0.08%	*N/A*



California Problem Gambling Helpline Statistics — 2019 CY Report

Lottery Play

Callers who Play the Lottery	486	18.12%
Callers who Play at the Pump	195	40.12%
Median Number of Lottery Tickets Purchased Per Occasion	5	

Type of Lottery Game Played

		Total	Reported
Instant Games	188	7.38%	53.56%
Drawings	61	2.39%	17.38%
Instant and Drawings	102	4.00%	29.06%
Not Reported	*2196*	*86.15%*	*N/A*

Frequency of Lottery Play

		Total	Reported
Multiple Daily	72	2.82%	19.46%
Once Daily	58	2.28%	15.68%
Every Other Day	42	1.65%	11.35%
Weekly	88	3.45%	23.78%
Only if Big Jackpot	110	4.32%	29.73%
Not Reported	*2172*	*85.21%*	*N/A*

Fantasy Sports

				Total	Reported
Yes				64	2.51%	5.90%
	Same Day	*15*	*23.44%*			
	Weekly	*11*	*17.19%*			
	Season-Long	*24*	*37.50%*			
	Not Reported	*13*	*20.31%*			
No				1020	40.02%	94.10%
Not Reported				*1465*	*57.47%*	*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				219	8.59%	20.24%
	Money	*31*	*14.16%*			
	Time	*13*	*5.94%*			
	Both	*152*	*69.41%*			
	Not Reported	*23*	*10.50%*			
No				863	33.86%	79.76%
Not Reported				*1467*	*57.55%*	*N/A*

Motivational Text Messaging Subscriptions

Total Motivational Text Messaging Subscriptions	**605**
Total Caller Intakes	2549
Percent Enrolled	24%
Number of Callers who Provided Phone Number	2104
Percentage of Callers with Phone who Enrolled	29%

Subscriber Stage of Change

Pre-Contemplation	73	12.07%	Maintenance	2	0.33%
Contemplation	226	37.36%	Recycling	1	0.17%
Preparation	225	37.19%	*Not Reported*	*2*	*0.33%*
Action	76	12.56%			

Type of Subscriber

Child	0	0.00%	Other	0	0.00%
Employer	0	0.00%	Sibling	1	0.17%
Friend	2	0.34%	Spouse/Sig Other	0	0.00%
Gambler	594	99.50%	Therapist	0	0.00%
Parent	0	0.00%	*Not Reported*	*0*	*0.00%*

Subscriber Gender

Male	392	64.90%	Other	1	0.04%
Female	212	35.10%	*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

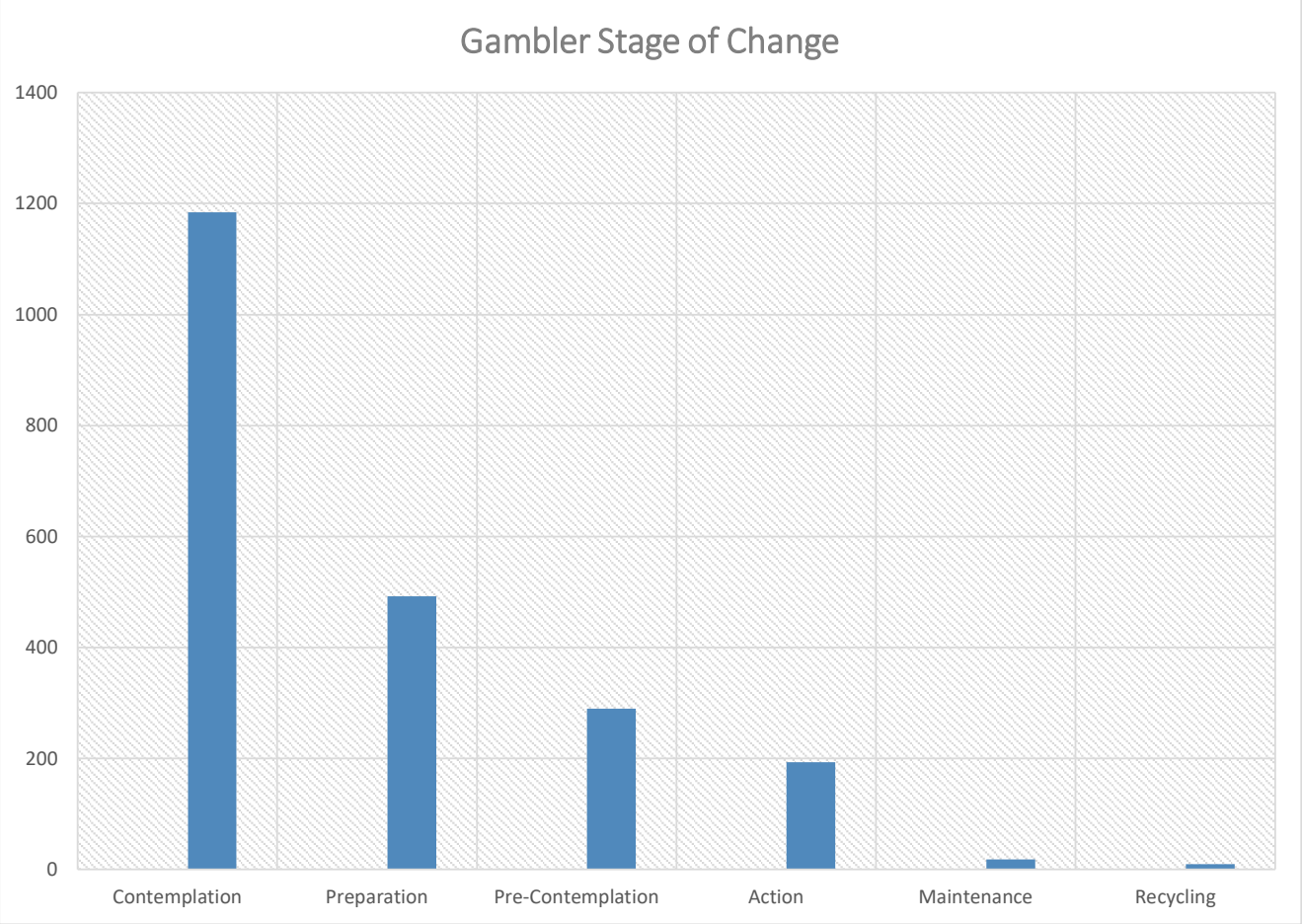
Under Age 18	89	14.47%	Age 56-65	71	11.54%
Age 18-21	10	1.63%	Age 66-75	33	5.37%
Age 22-25	45	7.32%	Age 76-85	3	0.49%
Age 26-35	140	22.76%	Age 85+	0	0.00%
Age 36-45	111	18.05%	*Not Reported*	*0*	*0.00%*
Age 46-55	113	18.37%			

Subscriber Language

English	554	91.6%	Simplified Chinese	9	1.5%
Spanish	42	6.9%			

Gambler Stage of Change

		Total	*Reported*
Contemplation	1184	54.16%	54.39%
Preparation	492	22.51%	22.60%
Pre-Contemplation	290	13.27%	13.32%
Action	193	8.83%	8.87%
Maintenance	18	0.82%	0.83%
Recycling	9	0.41%	0.41%
Not Reported	*362*	*16.56%*	*N/A*



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Gambler's Data

Non Gambler Gender

Male	131	35.12%	Other	0	0.00%
Female	242	64.88%	*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.

Gambler Gender

Male	1519	69.81%	Other	14	0.64%
Female	643	29.55%	*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.

Gambler Age

Under Age 18	549	25.23%	Age 56-65	236	10.85%
Age 18-21	40	1.84%	Age 66-75	110	5.06%
Age 22-25	88	4.04%	Age 76-85	20	0.92%
Age 26-35	442	20.31%	Age 86+	0	0.00%
Age 36-45	383	17.60%	*Not Reported*	*0*	*0.00%*
Age 46-55	308	14.15%			

Highest Grade Completed

		Total	*Reported*			*Total*	*Reported*
No College	1229	48.21%	50.74%	College Degree	576	22.60%	23.78%
Currently in College	74	2.90%	3.06%	Graduate Degree	75	2.94%	3.10%
Some college - No degree	468	18.36%	19.32%	*Not Reported*	*127*	*4.98%*	*N/A*

Gambler's Average Debt & Spending

Average Debt	$	24,040.92	Average Spent Per Year on Gambling	$	49,373.83

Household Income

Average Household Income $73,734.77

Action or Escape Gambler

			Total	*Reported*
Action	570	22.36%	22.36%	63.47%
Escape	328	12.87%	12.87%	36.53%
Not Reported/Unknown	*1651*	*64.77%*	*64.77%*	*N/A*

Gambler's Data

Military History

		Total	Reported			Total	Reported
Currently Active	8	0.31%	0.71%	Never Served	1064	41.74%	94.16%
Currently Reserve	1	0.04%	0.09%	Veteran	57	2.24%	5.04%
				Not Reported	*1419*	*55.67%*	*N/A*

First Age Gambled

		Total	Reported			Total	Reported
Age 06-09	13	0.51%	1.38%	Age 22-29	182	7.14%	19.34%
Age 10-11	16	0.63%	1.70%	Age 30-39	135	5.30%	14.35%
Age 12-13	37	1.45%	3.93%	Age 40-49	92	3.61%	9.78%
Age 14-15	27	1.06%	2.87%	Age 50-59	53	2.08%	5.63%
Age 16-17	58	2.28%	6.16%	Age 60-65	13	0.51%	1.38%
Age 18-21	309	12.12%	32.84%	Age 66-100	6	0.24%	0.64%
				Not reported / Unknown	*1608*	*63.08%*	*N/A*

First Age Experiencing a Problem with Gambling

		Total	Reported			Total	Reported
Under Age 18	170	6.67%	17.67%	Age 56-65	24	0.94%	2.49%
Age 18-21	309	12.12%	32.12%	Age 66-75	5	0.20%	0.52%
Age 22-25	120	4.71%	12.47%	Age 76-85	1	0.04%	0.10%
Age 26-35	159	6.24%	16.53%	Age 86+	2	0.08%	0.21%
Age 36-45	99	3.88%	10.29%	*Not Reported*	*1587*	*62.26%*	*N/A*
Age 46-55	73	2.86%	7.59%				

Effects on Personal Life

		Total	Reported			Total	Reported
Loss of primary relationship	365	9.38%	13.81%	Jail/Arrest	16	0.41%	0.61%
Alienation of family	311	7.99%	11.77%	Physical Health	74	1.90%	2.80%
Loss of home	98	2.52%	3.71%	Stress/Depress/Anxiety	953	24.48%	36.06%
Creditor problems	696	17.88%	26.33%	Suicidal thoughts	64	1.64%	2.42%
Lost job	63	1.62%	2.38%	Suicide attempts	3	0.08%	0.11%
				Not Reported	*1250*	*32.11%*	*N/A*

The sum of this section is greater than the total intakes, because many gamblers reported more than one effect on their personal life.

Suicide Attempts (follow up on effects on personal life)

		Total	Reported			Total	Reported
None	1334	52.03%	88.70%	Attempted suicide	5	0.20%	0.33%
Had thoughts about suicide	112	4.37%	7.45%	Unknown	47	1.83%	3.13%
Made plans for committing suicide	6	0.23%	0.40%	*Not Reported*	*1060*	*41.34%*	*N/A*

Quality Assurance

Total Number of Quality Assurance Requests	225
Percentage of Total Intakes	9%
Total Number of Quality Assurance Surveys Received	20
Percentage of Total Number of Intakes	1%
Percentage of Total Number of Survey Requests	9%

Survey Questions

		Yes	*No*
Were you able to speak to a Helpline counselor immediately?		100%	0%
Did you think that the counselor was understanding?	*n=19*	95%	5%
Did you receive a referral to GA or GAMANON?	*n=19*	47%	53%
Did you attend the GA or GAMANON meeting?		45%	65%
If you called about your own gambling problem, are you still gamb (n=17)		45%	55%
Do you think that calling the 800# helped you recognize the extent of you or something else's gambling problem?		95%	5%
Would you recommend the 800# to someone with a gambling problem?		95%	5%

Comments from California callers who completed QA surveys

"Caller states that he has called us several times and found it helpful each time; no feedback for improvements given."

"Caller found helpline to be helpful and supportive; received referral and is on session 7 out of 10. Provided with GA meeti

"Caller states that her experience with treatment was a very positive one; reports that counselor was very understanding

"Caller found help line to be very helpful in locating GA meetings; hasn't needed to go to GA meeting for past 4-5 months."

"Caller states that he found counselor to be helpful and had immediate in-the-moment support; reports that he received t

"Caller states that the phone call was helpful; never went to see the therapist that client was referred to. Client did not off

"Caller states that the initial phone call went well and was very helpful; went to one GA meeting but did not feel safe in the