



Help Line Statistical Report January 2009 to December 2009



Services Provided by Bensinger, DuPont & Associates

California Council on Problem Gambling 2009 Helpline Statistics

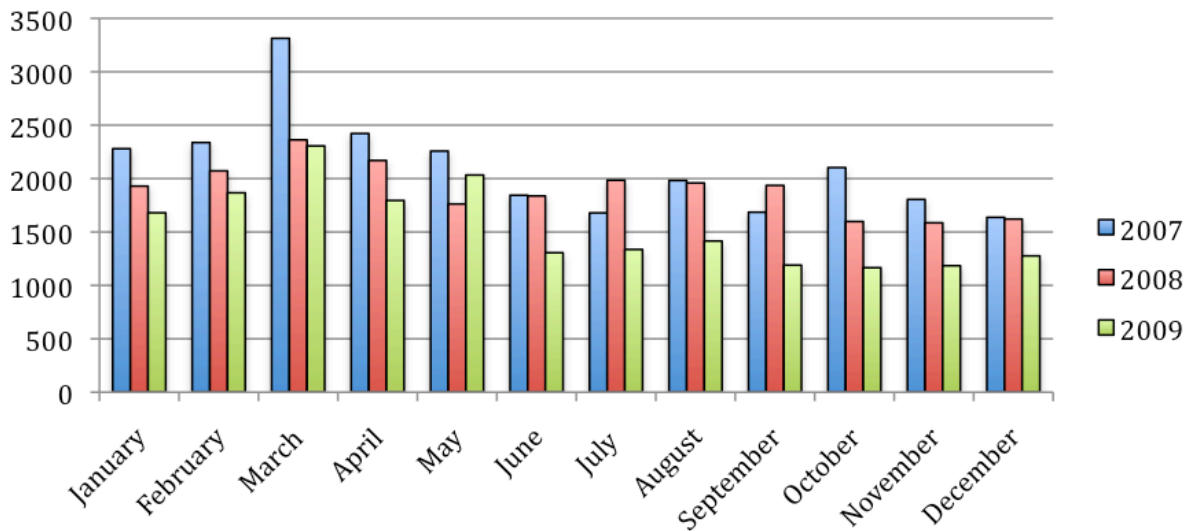
2009 Call Summary

2009 Total Calls	18,554
2009 Helpline Specific Calls	5,009
2009 Calls Received other than Helpline Assistance	13,545

2009 Total Calls by Month

January	1680
February	1867
March	2306
April	1795
May	2033
June	1306
July	1336
August	1415
September	1190
October	1166
November	1184
December	1276
	18,554

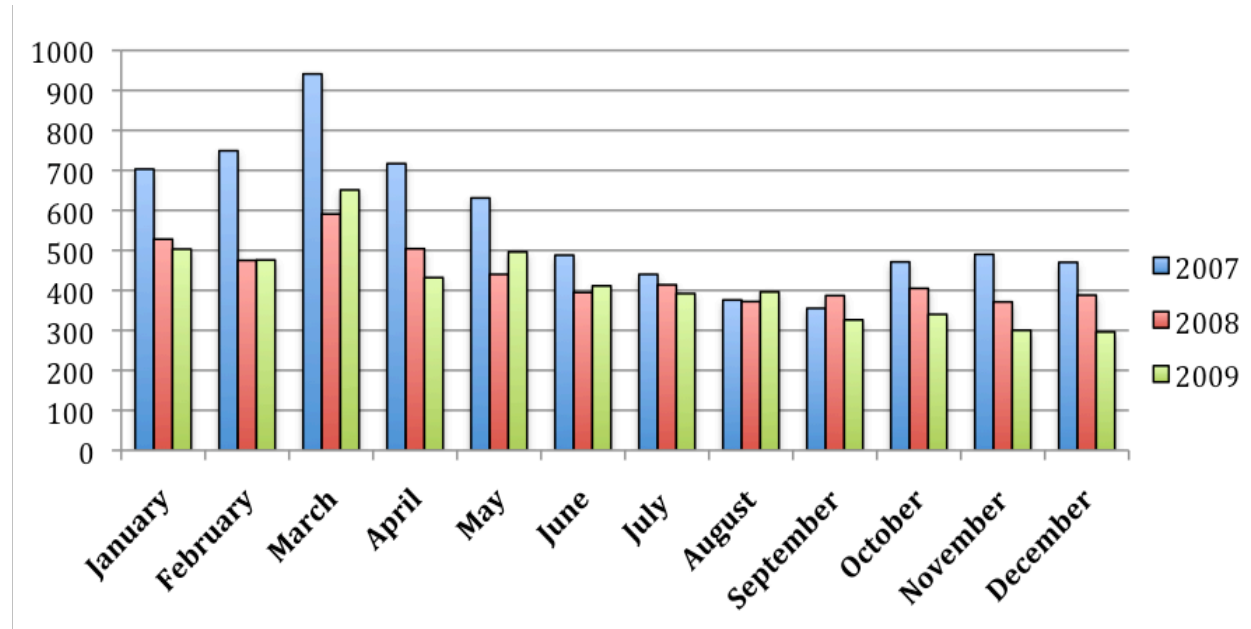
Total Number of Calls



Cumulative Intakes by Month

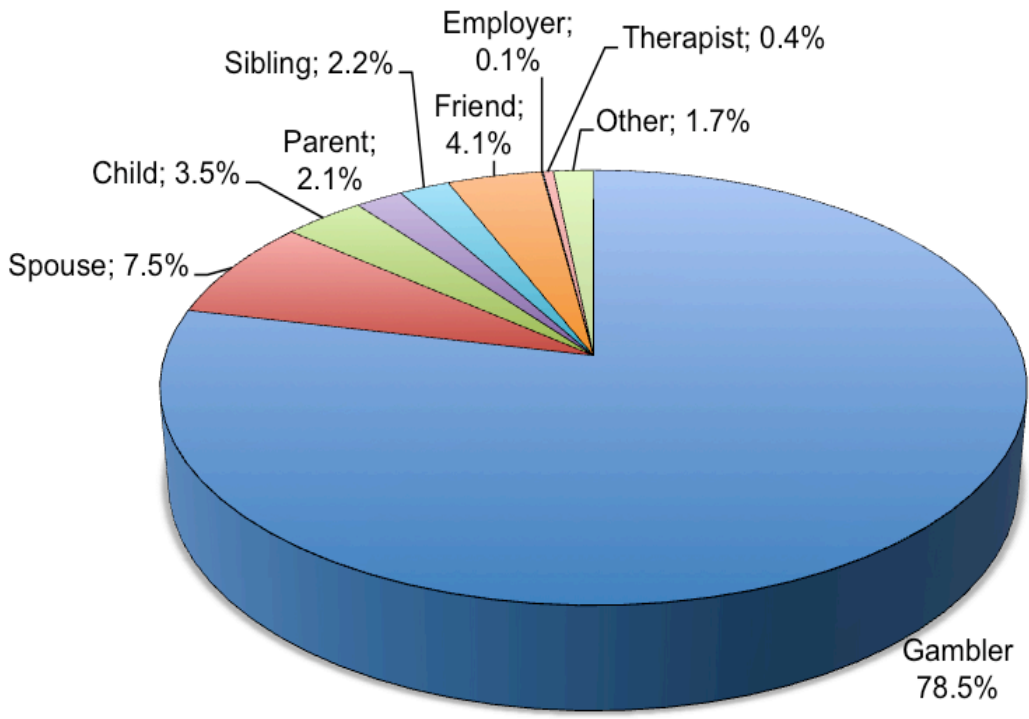
	2002	2003	2004	2005	2006	2007	2008	2009
January	310	276	245	340	296	703	528	503
February	249	242	244	270	309	719	475	476
March	305	221	306	372	442	941	591	651
April	261	227	290	386	369	717	504	432
May	264	203	247	370	347	631	440	496
June	192	226	229	302	279	488	395	411
July	216	319	287	293	302	438	414	392
August	232	238	319	314	344	376	372	386
September	243	209	288	246	524	355	387	326
October	232	253	306	337	602	471	405	340
November	237	238	326	298	414	498	371	300
December	257	148	312	340	490	470	388	296
TOTAL	2998	2800	3399	3868	4718	6807	5270	5009

Number of Intakes



Caller Profile

Gambler	3933	78.5%
Spouse	374	7.5%
Child	175	3.5%
Parent	103	2.1%
Sibling	109	2.2%
Friend	204	4.1%
Employer	3	0.1%
Therapist	22	0.4%
Other	86	1.7%



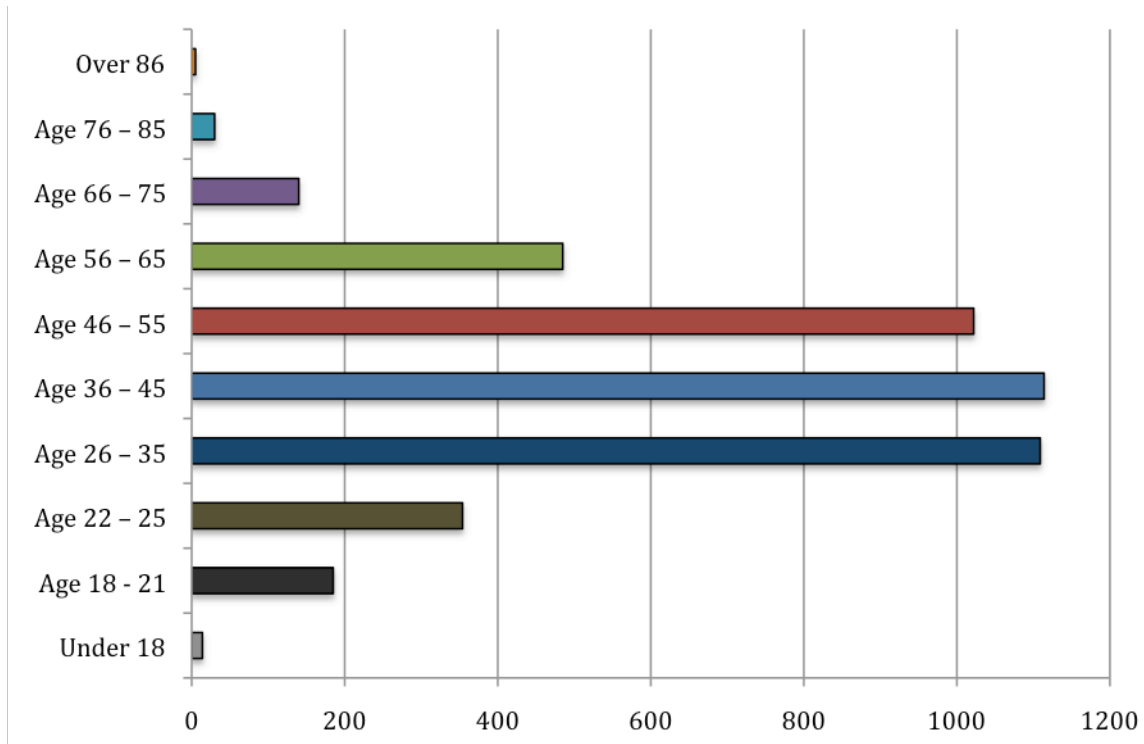
Caller Area Code		
(209)	172	3.7%
(213)	48	1.0%
(310)	210	4.5%
(323)	256	5.5%
(408)	132	2.8%
(415)	109	2.3%
(424)	16	0.3%
(510)	169	3.6%
(530)	184	3.9%
(559)	132	2.8%
(562)	154	3.3%
(619)	404	8.7%
(626)	157	3.4%
(650)	59	1.3%
(657)	0	0%
(661)	91	2.0%
(707)	166	3.6%
(714)	213	4.6%
(747)	0	0%
(760)	297	6.4%
(805)	87	1.9%
(818)	179	3.8%
(831)	28	0.6%
(858)	91	2.0%
(872)	0	0%
(909)	340	7.3%
(916)	473	10.2%
(925)	72	1.5%
(949)	62	1.3%
(951)	359	7.7%

Number of Calls by Gender

Male	2839	56.7%
Female	2170	43.3%

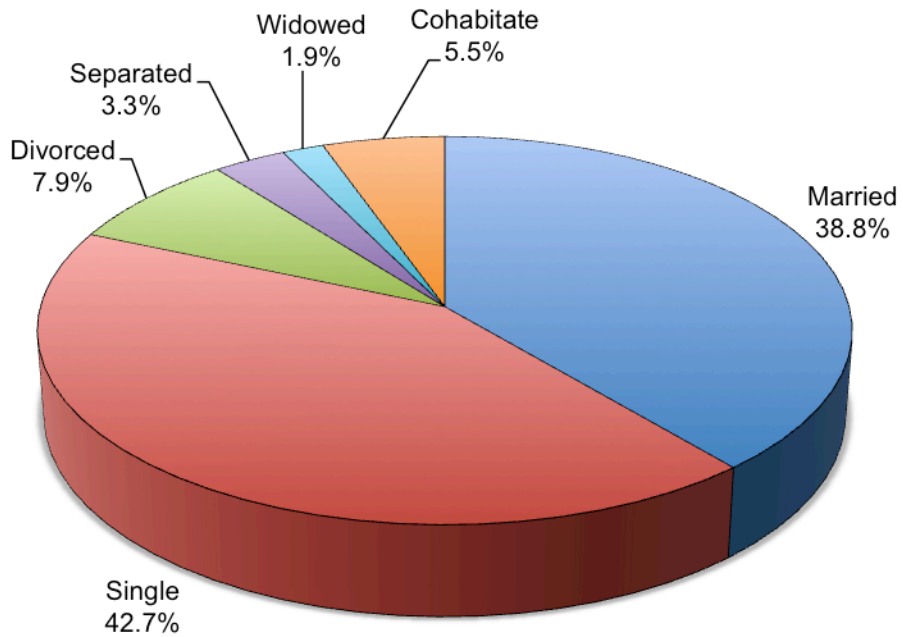
Caller Age

Under 18	14	0.3%
Age 18 - 21	185	4.1%
Age 22 - 25	354	7.9%
Age 26 - 35	1109	24.9%
Age 36 - 45	1114	25.0%
Age 46 - 55	1022	22.9%
Age 56 - 65	485	10.9%
Age 66 - 75	140	3.1%
Age 76 - 85	30	0.7%
Over 86 years	5	0.1%



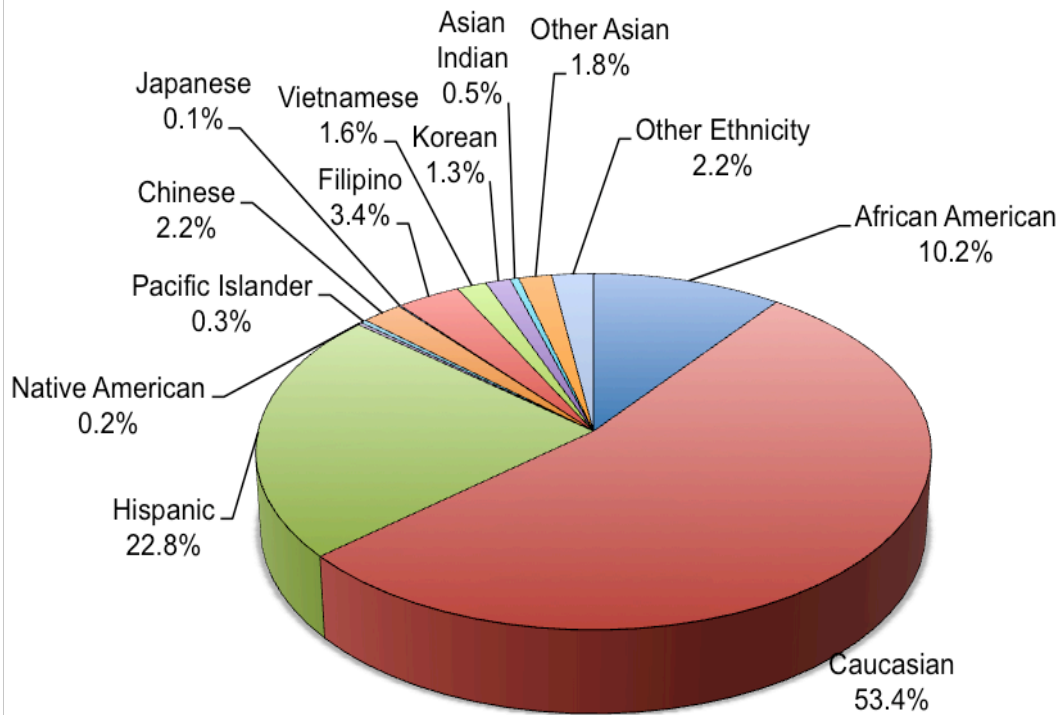
Caller Marital Status

Married	1896	38.8%
Single	2085	42.7%
Divorced	388	7.9%
Separated	159	3.3%
Widowed	91	1.9%
Cohabitate	267	5.5%



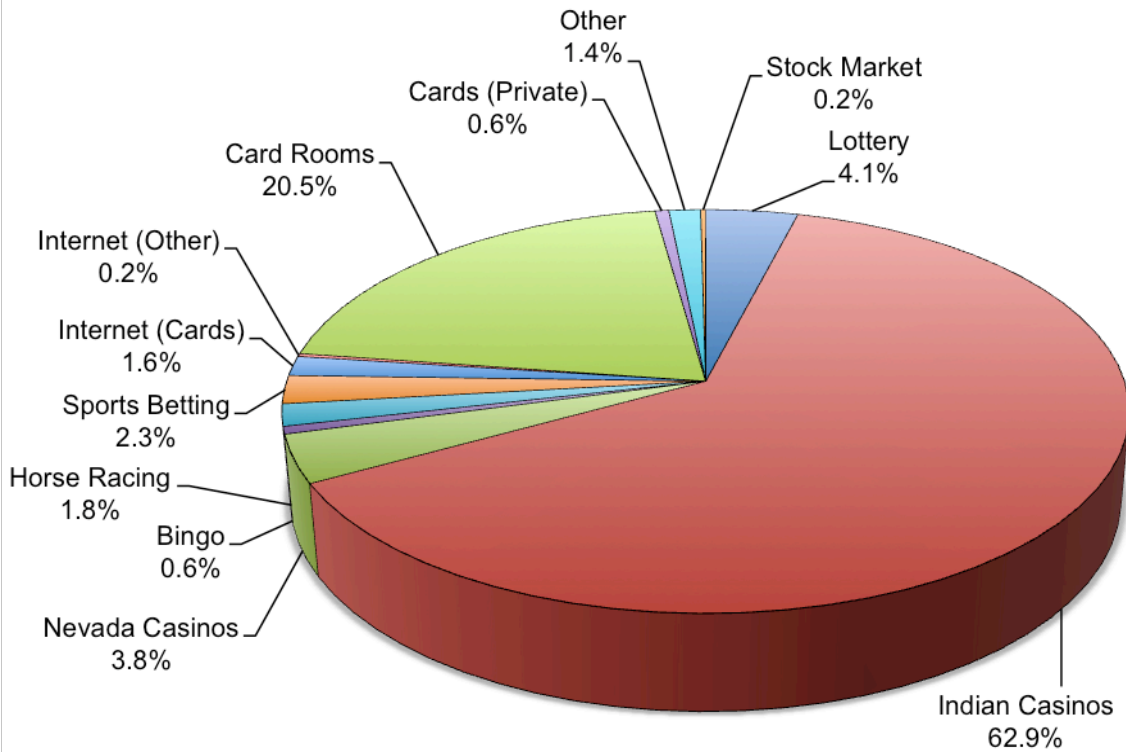
Caller Ethnicity

African American	504	10.2%
Caucasian	2649	53.4%
Hispanic	1131	22.8%
Native American	12	0.2%
Pacific Islander	16	0.3%
Chinese	109	2.2%
Japanese	5	0.1%
Filipino	169	3.4%
Vietnamese	79	1.6%
Korean	66	1.3%
Asian Indian	23	0.5%
Other Asian	88	1.8%
Other Ethnicity	110	2.2%



Primary Gambling Preference

Indian Casinos	3117	62.9%
Card Rooms	1015	20.5%
Lottery	201	4.1%
Bingo	30	0.6%
Horse Racing	87	1.8%
Sports Betting	112	2.3%
Internet (Cards)	78	1.6%
Internet (Other)	12	0.2%
Nevada Casinos	190	3.8%
Cards (Private)	30	0.6%
Other	69	1.4%
Stock Market	11	0.2%



Secondary Gambling Preference

Lottery	797	53.6%
Indian Casinos	166	11.2%
Nevada Casinos	193	13.0%
Bingo	27	1.8%
Horse Racing	23	1.5%
Sports Betting	76	5.1%
Internet (Cards)	43	2.9%
Internet (Other)	6	0.4%
Card Rooms	106	7.1%
Cards (Private)	25	1.7%
Other	22	1.5%
Stock Market	2	0.1%

Callers Who Play Lottery

Yes	30.2%
No	69.8%

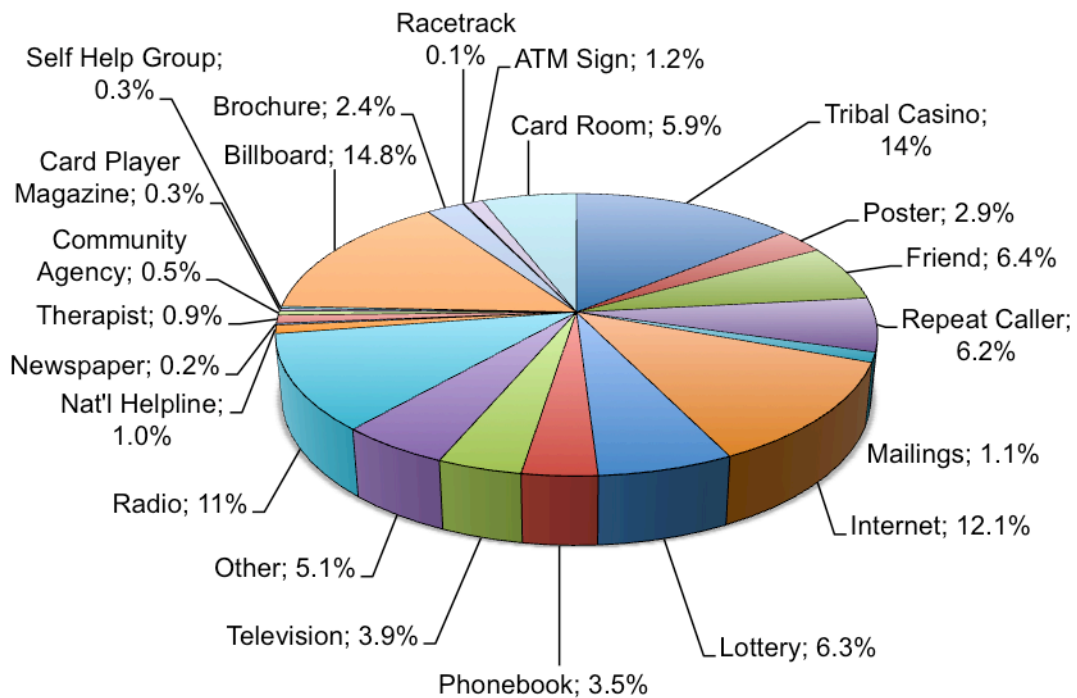
Lottery Game Preference

Daily 3	90
Fantasy 5	70
Super Lotto Plus	408
Mega Millions	362
Daily Derby	22
Scratchers	739

Indian Casino of Choice			
Agua Caliente	61	Lucky Bear	3
Augustine	14	Lucky Seven	10
Barona Valley	135	Mono Win	6
Bear River	9	Paiute Palace	11
Black Bart	5	Pala Casino	49
Black Oak	33	Palace	16
Blue Lake	16	Paradise	7
Cache Creek	171	Pechanga	283
Cahuilla Creek	23	Red Earth	2
Casino Morongo	196	Red Fox	3
Casino Pauma	8	Red Hawk	48
Casino San Pablo	23	River Rock	36
Chicken Ranch	5	Robinson	1
Chukchansi Gold	7	Rolling Hills	14
Chumash	68	San Manuel	393
Colusa	9	San Pablo Lytton	48
Coyote Valley	1	Santa Ysabel	4
Desert Rose	4	Shodokai	1
Diamond Mountain	5	Soboba	78
Eagle Mountain	25	Spa	30
Elk Valley Casino	1	Spotlight 29	1
Fantasy Springs	18	Sycuan	72
Feather Falls	4	Table Mountain	42
Gold Country	13	Tachi Palace	14
Golden Acorn	8	Thunder Valley	278
Harrah's Rincon	67	Trump 29	1
Havasu Landing	6	Twin Pine	41
Hopland Sho-Ka-Wah	2	Valley View	96
Jackson	82	Viejas	29
Konocti Vista	1	Win-River	36
La Jolia Trading Post	2		

Caller Referral Source

Tribal Casino	493	14.0%
Poster	103	2.9%
Friend	226	6.4%
Repeat Caller	217	6.2%
Mailings	40	1.1%
Internet	426	12.1%
Lottery	222	6.3%
Phonebook	123	3.5%
Television	138	3.9%
Other	179	5.1%
Radio	389	11.0%
Nat'l Helpline	34	1.0%
Newspaper	7	0.2%
Therapist	33	0.9%
Community Agency	17	0.5%
Card Player Magazine	10	0.3%
Self Help Group	9	0.3%
Billboard	520	14.8%
Brochure	83	2.4%
Rivercats Stadium	1	0.0%
Racetrack	3	0.1%
ATM Sign	41	1.2%
Card Room	209	5.9%



Gambler Gender

Male	2412	61.3%
Female	1521	38.7%

Non-Gambler Gender

Male	427	39.7%
Female	649	60.3%

Gambler Age

Under 18	5	0.1%
Age 18 - 21	155	4.3%
Age 22 - 25	262	7.3%
Age 26 - 35	885	24.6%
Age 36 - 45	916	25.5%
Age 46 - 55	850	23.7%
Age 56 - 65	383	10.7%
Age 66 - 75	108	3.0%
Age 76 - 85	24	0.7%
Over 86 years	3	0.1%

Gambler 's Primary Gambling Preference

Lottery	174	4.5%
Indian Casinos	2524	64.7%
Nevada Casinos	150	3.8%
Bingo	23	0.6%
Horse Racing	51	1.3%
Sports Betting	85	2.2%
Internet (Cards)	50	1.3%
Internet (Other)	6	0.2%
Card Rooms	772	19.8%
Cards (Private)	22	0.6%
Other	38	1.0%
Stock Market	7	0.2%

Gambler's Use of Money**

	<u>Yes</u>	<u>No</u>
Uses Credit Cards to Finance Gambling	53%	47%
Reports Credit Cards are Maxed Out	38%	62%

Gambler's Spending**

Average Spent Per Year on Gambling	\$28,647
Total Spent Per Year on Gambling	\$86,857,010

Gambler's Indebtedness**

	<u>Yes</u>	<u>No</u>
Gambler in Dept?	63%	37%
Average Debt	\$29,972	
Total Debt Reported	\$69,445,842	

Gambler's Average Debt by Age**

<u>Gambler's Age</u>	<u>Average Debt</u>
Under 21 years	\$7,737
Age 21 - 25	\$18,926
Age 26 - 35	\$26,082
Age 36 - 45	\$32,080
Age 46 - 55	\$29,760
Age 56 - 65	\$44,834
Age 66 - 75	\$34,505
Age 76 - 85	\$47,400
Over 86 years	\$10,000

**Data is based on caller's willingness to disclose financial information.*

California Council on Problem Gambling January 1, 2009 through December 31, 2009 Help Line Statistics

Quality Assurance

Total Number of Quality Assurance Survey Requests	1526
Percentage of Total Intakes	30%
Total Number of Quality Assurance Surveys Received	141
Percentage of Total Number of Intakes (n=5009)	3%
Percentage of Total Number of Survey Requests	9%

Survey Questions

	<u>Yes</u>	<u>No</u>
Were you able to speak to a Helpline counselor immediately?	100%	0%
Did you think that the Counselor was understanding?	99%	1%
Did you receive a referral to GA or GAMANON?	94%	6%
Did you attend the GA or GAMANON meeting?	30%	70%
Are you still gambling?	29%	71%
Do you think that calling the 800# helped you recognize the extent of your or someone else's gambling problem?	96%	4%
Would you recommend the 800# to someone with a gambling problem?	97%	3%

**Data is based on caller's willingness to disclose information.*

2009 Samples of Comments from California Callers who Completed QA Surveys

Caller has attended GA, but has only gambled about 2-3x since calling the help line.

The caller received information for her husband and has attended GA.

The caller hasn't gambled since 2-24-09, currently working with a hypnotherapist/therapist and also attending GA.

The caller hasn't gambled since calling, trying to stop, getting anxious about it.

The caller has only gambled a few times, not doing great but not bad. Trying to to stay busy.

The caller gave the information to his fiancé but she has not followed up with anything yet.

The caller reported that he has not been gambling though he couldn't see a counselor due to the cost of the sessions.

The caller is still working on it, hasn't followed up with anything.

Attended a GA meeting, but hasn't tried it again. The caller was given an additional referral upon follow up.

The caller started attending meetings in Sacramento and everything is going great.

The caller's fiancé is trying hard to quit gambling and is making progress.

The caller is attending GA a couple of times a week and is now back in school. "GA was an eye opener."

"The help line is great!"

Caller is very thankful that we called to "check" on him. He is doing well and is seeing a counselor and attending GA meetings.

The caller received the information but has not followed up on anything yet.

The caller complained that there were no meetings in his area where they speak Spanish.

"Help line was wonderful." Caller also appreciated the mailings.

"The counselor was wonderful, he was a great person to talk to!" The caller reported that she is doing great, attending meetings in Modesto. The caller had a feeling to go gamble today, but was able to refocus, read her book and did not go to casino. Talked herself out of it today.

The caller reported that the counselor was helpful, provided good resources in his area though he hasn't had a chance to follow through.

The caller did not follow up on any of the referrals, but stated he has submitted paperwork for exclusion.

"Terria was good, very calming." The caller has practiced self-control and has stayed away from Las Vegas.

The caller has been attending meetings and is working on obtaining a sponsor.

Counselor was helpful, read up on suggested info, has not followed through on meetings or counseling but is not gambling. Life is getting better.

Cheryl was very helpful, just talking to someone honest helped her on her way to fixing her problem. She did receive the mailing and has followed through with GA and counseling.

The caller has attended meetings and is not gambling. Trying to keep busy.

2009 Samples of Comments from California Callers who Completed QA Surveys

Still gambling, but trying to cut back. The caller bought only a few tickets today instead of a lot. Did not attend a meeting though is planning on getting to one this week.

The caller is reading the literature she received from the help line, though she has not attended meetings or counseling.

The caller saw a counselor for 1 session but didn't go back.

The help line counselor was good. The caller has been attending GA.

The caller uses self-control and no longer gambles. He has not followed up on any referrals.

The caller has the info, plans to attend GA with her neighbor. She never received info in mail.

The counselor was helpful, but never received the info in the mail.

The caller has been attending GA 2x/week and not going to gambling house anymore. Has more money and can support his family.

The caller didn't go to a meeting and is still gambling. The caller received an additional referral to a meeting in Anaheim upon follow up.

The caller reported that things are so much better, "I'm better, getting better everyday. It's a hard battle, but doing one day at a time."

The caller received mailing packet, but has not attended a meeting. The caller has been reading the information.

The services are too far away. Anaheim was not a comfortable environment for the caller.

The caller's brother is not open to getting help, but will continue to try.

The caller and her husband continue to struggle, trying to do it on their own, but feel they will need to attend GA.

The caller did not follow through, but talked to her husband and laid out all of their overdue bills. The caller knows that she cannot gamble any longer.

The caller joined a group at church and is no longer gambling.

The caller can't drive anymore, so he has stopped gambling. The help line was very helpful, really straightened him out.

The caller never followed through to see the counselor, but self-excluded from the Casino.

The caller has stopped little by little, has stopped everything now.

The caller is still losing everything, still gambling.

The caller has not followed through on referrals but has been able to cut back on gambling. The counselor was very helpful

The help line was great, very helpful. Currently attending meetings 2x week.

The caller is still gambling, seeing a counselor for other reasons not related to gambling. Still gambles with her husband.

The counselor was helpful, but he still gambles periodically.

The caller found a group at his church that he attends.

The help line was good, happy with the information.

2009 Samples of Comments from California Callers who Completed QA Surveys

The caller is seeing the counselor, still gambling periodically.

The caller received information quickly in the mail, is attending self-improvement groups, doing very well.

The caller attended GA a few times, doesn't always think he has problem. He just went to casino on Friday.

The received the information in the mail, has not gambled since calling us.

The caller reported that GA is great, the people are super nice. Hasn't gambled since calling the help line.

The caller received the paperwork, but all in Spanish (does not speak Spanish). The caller called back again and never received info at all. Called a 3rd time and received the right information.

The caller reported that he likes GA, finding the people very helpful. Much happier now.

The caller reported that this was an excellent service, very resourceful information. The counselor was helpful and he received the mailing.