

# California Helpline Statistics

## July 1, 2008 to June 30, 2009

California Council on Problem Gambling



SERVICES PROVIDED BY BENSINGER, DUPONT & ASSOCIATES

Total Number of Calls		20,693
Number of California Helpline Intake Calls		5295
Number of California Non-Intake Calls		15,398

Total Number of Calls by Shift*		
First Shift	842	15.9%
Second Shift	2824	53.3%
Third Shift	1629	30.8%

Caller Area Code*		
(209)	200	4.1%
(213)	52	1.1%
(310)	251	5.1%
(323)	247	5.0%
(408)	137	2.8%
(415)	112	2.3%
(424)	17	0.3%
(510)	196	4.0%
(530)	164	3.3%
(559)	141	2.9%
(562)	158	3.2%
(619)	429	8.8%
(626)	179	3.7%
(650)	57	1.2%
(657)	0	
(661)	92	1.9%
(707)	172	3.5%
(714)	238	4.9%
(747)	0	
(760)	337	6.9%
(805)	100	2.0%
(818)	168	3.4%
(831)	24	0.5%
(858)	95	1.9%
(909)	363	7.4%
(916)	486	9.9%
(925)	74	1.5%
(949)	69	1.4%
(951)	343	7.0%

# California Helpline Statistics

## July 1, 2008 to June 30, 2009

---

### Type of Caller\*

Gambler	4138	78.1%
Spouse	402	7.6%
Child	179	3.4%
Parent	123	2.3%
Sibling	116	2.2%
Friend	208	3.9%
Employer	3	0.1%
Therapist	26	0.5%
Other	100	1.9%

### Number of Calls by Gender\*

Male	2965	56.0%
Female	2330	44.0%

### Caller Marital Status\*

Married	1963	37.9%
Single	2244	43.4%
Divorced	412	8.0%
Separated	155	3.0%
Widowed	95	1.8%
Cohabitant	305	5.9%

### Caller Age\*

Under 18	12	0.3%
Age 18...21	196	4.2%
Age 22...25	417	8.8%
Age 26...35	1207	25.6%
Age 36...45	1155	24.5%
Age 46...55	1060	22.4%
Age 56...65	500	10.6%
Age 66...75	142	3.0%
Age 76...85	29	0.6%
86 and over	4	0.1%

### Ethnicity\*

African American	478	9.2%
Caucasian	2789	53.6%
Hispanic	1199	23.0%
Native American	8	0.2%
Pacific Islander	24	0.5%
Chinese	133	2.6%
Japanese	11	0.2%
Filipino	167	3.2%
Vietnamese	89	1.7%
Korean	57	1.1%
Asian Indian	17	0.3%
Other Asian	92	1.8%
Other Ethnicity	141	2.7%

# California Helpline Statistics

## July 1, 2008 to June 30, 2009

---

### Primary Gambling Preference\*

Lottery	206	3.9%
Indian Casinos	3546	67.0%
Nevada Casinos	192	3.6%
Bingo	20	0.4%
Horse Racing	88	1.7%
Sports Betting	113	2.1%
Internet (Cards)	69	1.3%
Internet (Other)	16	0.3%
Card Rooms	900	17.0%
Cards (private)	28	0.5%
Other	105	2.0%
Stock Market	12	0.2%

### Secondary Gambling Preference\*

Lottery	724	51.9%
Indian Casinos	141	10.1%
Nevada Casinos	171	12.3%
Bingo	20	1.4%
Horse Racing	30	2.2%
Sports Betting	72	5.2%
Internet (Other)	11	0.8%
Other	25	1.8%
Stock Market	4	0.3%
Online Cards	38	2.7%
Private Cards	29	2.1%
Card Rooms	129	9.3%

### Do You Play Lottery\*

Yes	30.8%
No	69.2%

### Lottery Game Preference\*

Daily 3	82
Fantasy 5	81
Super Lotto Plus	420
Mega Millions	379
Daily Derby	27
Scratchers	763

# California Helpline Statistics

## July 1, 2008 to June 30, 2009

---

### Caller Referral Source \*

Casino Sign	1855	36.9%
Friend	253	5.0%
Repeat Caller	228	4.5%
Casino Mailing	229	4.6%
Internet	388	7.7%
Lottery	203	4.0%
Phonebook	131	2.6%
Television	143	2.8%
Other	217	4.3%
Radio	443	8.8%
National Hotline	279	5.6%
Newspaper	10	0.2%
Therapist	28	0.6%
Community Agency	21	0.4%
Card Player Magazine	18	0.4%
Self Help Group	13	0.3%
Billboard	565	11.2%
Gambling Brochure	0	
Rivercats Stadium	0	