

National Problem Gambling Helpline™

2025 Annual Report



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This report has been prepared by Omni Institute

For more information: projects@omni.org

Acknowledgements

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Dear NCPG Members, Affiliates, Partners, and Stakeholders,

As we reflect on 2025, I want to directly address the significant disruption involving the National Problem Gambling Helpline™ and the transition away from 1-800-GAMBLER.

This was a difficult and consequential moment for the National Council on Problem Gambling (NCPG), our partners, and, most importantly, the individuals and families seeking help for gambling-related harm. As an organization committed to transparency, we must be clear not only about what happened, but also about what we are doing to rebuild trust, strengthen the helpline system, and ensure this public health resource is more accessible, reliable, and accountable moving forward.

In September 2025, following a legal dispute with a long-standing partner organization, a court order required NCPG to cease management and use of 1-800-GAMBLER as the National Problem Gambling Helpline™ number. NCPG opposed that outcome through available channels because of our concern about the potential disruption to national access, public awareness, and continuity of care. The transition created confusion for help-seekers, public health partners, operators, regulators, affiliates, and others who had promoted and relied on that number for years.

We also recognize that the challenges surrounding the helpline were broader than the legal dispute alone. The past year has surfaced real concerns about stakeholder confidence in helpline data, reporting, routing decisions, communication, and coordination across the national network. Those concerns deserve to be acknowledged directly. Rebuilding credibility requires more than a new phone number; it requires stronger systems, clearer governance, better communication, and a renewed commitment to transparency.

Most importantly, we are deeply sorry for any confusion or added difficulty experienced by individuals and families seeking help during this transition. The National Problem Gambling Helpline™ exists to reduce barriers to care. Any moment in which someone is unsure where to turn is a moment we must take seriously and learn from.

Despite these challenges, our team and network partners worked urgently to maintain access to support, transition communications, and stabilize the helpline infrastructure. We have adopted 1-800-MY-RESET as the new National Problem Gambling Helpline™ number, which is available 24/7, free and confidential. This number reflects our commitment to meet people wherever they are, whether they are experiencing harm, questioning their gambling behavior, concerned about a loved one, or seeking trusted information and care.

Moving forward, NCPG is focused on rebuilding trust in four critical ways:



1. **Advancing National Helpline Data and Transparency**

In partnership with Omni Institute, NCPG is enhancing helpline data collection, analysis, and reporting procedures to strengthen transparency, improve consistency across the network, and better inform quality improvement and public awareness efforts. This work has supported updates to the Harmonized Data Collection Recommendations for U.S. Problem Gambling Contact Centers, including refinements informed by analysis of write-in responses and identification of data gaps. Standardized reporting will help the field better identify trends, support quality assurance, and ensure services continue meeting the needs of those impacted by problem gambling.

2. **Strengthening National Helpline Quality and Workforce Readiness**

In 2025 and into 2026, NCPG developed a quality improvement roadmap to strengthen the National Problem Gambling Helpline™ Network. Efforts include specialized training on suicide assessment, collaborative problem solving, and mental health responsiveness; expanded simulation-based training with updated contact personas and emerging gambling trends; and the development of a centralized training and education hub to provide helpline staff with streamlined access to self-paced training resources. NCPG also released new job aids to support consistent service delivery, including guidance related to 1-800-MY-RESET and standardized classification of gambling types and settings.

3. **Improving Coordination and Transparency with Partners**

We are strengthening communication and alignment with state affiliates, contact centers, regulators, operators, funders, and public health partners. The helpline must operate as a coordinated national resource while respecting the expertise and critical role of state and local partners. To support this, we will relaunch quarterly helpline updates via a helpline-specific newsletter to provide timely insights on performance, trends, operational updates, and ongoing improvements across the network. We are also developing new stakeholder feedback channels to create stronger two-way communication with the NCPG Helpline Team, improve transparency, and provide partners with clearer pathways to share questions, concerns, and opportunities related to helpline operations and services.

4. **Elevating the Helpline as a Person-Centered Public Health Resource**

Our priority is the individual experiencing gambling-related harm and the family members who may also be affected. Every decision about branding, routing, technology, data, standards, and public awareness must be guided by whether it improves equitable access to timely, compassionate, high-quality support.

We are also working to rebuild national awareness of 1-800-MY-RESET including the website interface and the text message feature, through updated toolkits, partner communications, public education, and outreach to regulators, operators, affiliates, healthcare providers, and



community-based organizations. This work is essential not only for continuity, but also for the long-term sustainability and credibility of the helpline.

NCPG remains neutral on legalized gambling. Our mission is to mitigate gambling-related harm by advancing awareness, education, advocacy, and access to support. The events of 2025 reinforced how urgent that mission is, and how important it is that the national helpline infrastructure be trusted, transparent, and centered on those seeking help.

Thank you to our network partners, state affiliates, funders, members, and stakeholders who supported individuals and families through this difficult period. We are grateful for your partnership, your candor, and your continued commitment to strengthening this vital public health resource.

We will continue to provide updates as this work moves forward.

Sincerely,

A handwritten signature in black ink, appearing to read 'H. Maurer', with a stylized flourish at the end.

Heather L. Maurer, MA, CAE
Executive Director
National Council on Problem Gambling

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How to Use This Report — and How Not to Use It

This Annual Report describes how people used the National Problem Gambling Helpline™ in 2025 and what those contacts reveal about help-seeking behavior, service demand, and emerging trends. To ensure the findings are interpreted accurately, this page clarifies what the report can and cannot be used to determine.



Use this report to understand helpline utilization

This report provides a comprehensive view of:

- Total helpline contacts and long-term trends
- How contacts are made (call, chat, text)
- Changes in contact volume, duration, and engagement over time

These data are well-suited for service planning, staffing, training, and quality improvement efforts.



Use this report to identify emerging patterns among people seeking help

The report highlights trends among helpline contacts, including:

- Shifts toward younger age groups
- Increasing racial and ethnic diversity
- Rising mentions of online gambling, sports betting, and app-based gambling
- Common motivations for reaching out, such as financial stress and mental health concerns

These insights can inform outreach strategies, public messaging, and prevention priorities.



Use this report to assess how support and referrals are delivered

This report documents the types of assistance provided during helpline interactions, including:

- Referrals to treatment and peer support
- Distribution of educational materials
- Use of gambling-blocking tools
- Warm transfers to crisis or state services

These findings support accountability, transparency, and continuous improvement within the helpline system.



Use this report to track system-level change over time

Because consistent methods have been applied over the years, the report is particularly useful for:

- Comparing trends across reporting years
- Monitoring growth in demand and service complexity

Identifying areas where additional capacity or resources may be needed.



Do not use this report to estimate the prevalence of problem gambling

Helpline data reflect only people who:

- Knew about the helpline
- Chose to contact it
- Were routed through included systems

This report does not measure how many people in the general population experience gambling harm, nor how many people need help but do not seek it.



Do not interpret contact volume as a direct measure of harm

Changes in helpline contacts may reflect:

- Increased awareness or marketing
- Changes in helpline operations or routing
- Greater comfort using chat or text options

Increases or decreases in contact volume should not be interpreted as increases or decreases in gambling harm without additional population level data.



Do not draw causal conclusions about gambling policy or legalization

While the report compares helpline contact rates across states with different legal gambling markets, these findings show associations—not causation. Higher helpline use may reflect increased exposure to responsible gambling messaging or greater awareness of available resources.

This report does not establish that gambling legalization causes problem gambling, nor that it does not.



Do not assume outcomes after helpline contact

The report captures what happens during helpline interactions. It does not track:

- Whether individuals enter treatment
- Whether referrals are followed
- Long-term recovery outcomes

Helpline data should not be interpreted as treatment effectiveness data.



Do not generalize findings to people who never contact helplines

Many individuals experiencing gambling related harm may never seek help. Their experiences are outside the scope of this report and require other research methods.

In Summary

This report is best used as a tool to understand help-seeking behavior and helpline service delivery—not as a measure of total gambling harm or a causal evaluation of gambling policy. When used appropriately, the findings provide critical insight to strengthen services, inform policy discussions, and improve support for individuals and communities affected by gambling-related harm.

Executive Summary

General Traffic Patterns



Utilization of the chat and text lines continued to grow in 2025

**Note. Due to changes in helpline operations, data from the 1-800-GAMBLER line is unavailable from October through December 2025. Excluding those months, the helpline averaged 36,723 contacts per month.*

Demographics

Most contacts are reaching out for help with their own gambling.

Consistent with prior years, the majority (90.52%) of contacts who reached out to the helpline in 2025 were seeking help for their own gambling behavior. Spouses and significant others were the second largest group of contacts (4.31%). ($n = 25,910$)¹

Contacts trending younger

49.48% of contacts in 2025 were between the ages of 18 and 34, increasing from 2024 (44.47%) and 2023 (38.12%). The percent of contacts ages 35-44 continued to decline. (2023 $n = 17,915$; 2024 $n = 18,304$; 2025 $n = 14,387$)

Increased racial and ethnic diversity

The proportion of contacts identifying as white has decreased steadily over the past three years, dropping from 56.07% in 2023 to 50.29% in 2025. A large increase was seen in contacts identifying as multiracial. (2023 $n = 11,864$; 2025 $n = 9,065$)

How Gambling Behavior is Evolving



Helpline conversations where contacts mentioned traditional forms of gambling, such as **slots and other electronic gaming machines**, continued to decline in reports of primary problematic form(s) of gambling in 2025 – dropping from 36.29% in 2024 to 30.95% in 2025.



Online & app-based gambling has increased significantly. In 2025, 31.36% of helpline contacts reported online and app-based gambling as a primary problematic form of gambling compared to 22.77% of contacts in 2024.

¹ n signifies the total number of helpline conversations for which information related to a topic (e.g., primary form(s) of gambling, demographics, motivation for reaching out, etc.) was collected and represents the total sample size or denominator used in calculating percentages for each item.



Sports betting continues to rise. Sports betting as a primary problematic form of gambling was reported during 27.34% of helpline conversations in 2025 compared to 22.25% of conversations in 2024.



Card games are on the rise. In 2025, 29.33% of helpline conversations reported card games as a primary problematic form of gambling, compared to 24.50% in 2024.



Emerging forms of gambling are underreported. Individuals may not recognize some markets as forms of gambling, such as the stock market, cryptocurrency day trading, and prediction markets. As the gambling industry evolves, data collection methods must also be updated for better reporting.

(2024 n = 24,561; 2025 n = 18,085)

Top 3 Reasons Why People are Reaching Out to the Helpline



Financial Struggles

Financial concerns were reported as a motivation for contacting the helpline during 73.32% of conversations in 2025, up from 66.02% in 2024.



Mental Health Concerns

Impacts on mental health as a motivation for reaching out were reported during 32.12% of helpline conversations in 2025, comparable to 2024 (32.40%).



Relationship Problems

Relationship challenges were reported during 21.64% of conversations as a motivation for contacting the helpline – an increase from 2024 (19.94%).

(2024 n = 12,764; 2025 n = 8,373)

Connecting People with the Support They Need



38.44%

of contacts were provided with a referral to treatment services in 2025



19.26%

of contacts were provided with a referral to peer support programs in 2025



15.13%

of contacts were sent educational or informational resources in 2025



5.41%

of contacts were referred to gambling blocking tools in 2025, an increase from 3.32% in 2024

(2024 n = 26,888; 2025 n = 17,881)

Introduction

Helplines serve as a vital entry point to support individuals and their loved ones who are experiencing gambling-related harms. They offer real-time, confidential support and meet contacts in the moment. Whether a contact is experiencing increased stress, is in crisis, is seeking educational or informational resources, or just needs someone to talk to, helpline specialists offer a compassionate ear, provide practical guidance, and create connections to treatment and community resources.



Gambling-related harm is frequently overlooked or misunderstood, and many individuals don't realize that effective treatment and recovery supports are available, similar to those available for other mental health conditions and substance use disorders. By providing immediate access to information and support, helplines bridge that gap and open the door to support and care.

Since 1995, the National Problem Gambling Helpline™ has strengthened state-run helpline services by offering a national access point that quickly connects people to the help they need. Calls and texts are routed to the appropriate state-based contact center by area code, while chats are routed based on the user-selected geographic location selected from a drop-down menu, if available.

In states without a dedicated contact center, helpline contacts are routed to the National Council on Problem Gambling (NCPG) Safety Net Contact Center. This center, operated by the NCPG, covers all 50 states and U.S. territories, ensuring that individuals can still receive timely support, information, and referrals regardless of where they live or what services are/aren't available in their state.

24

independently managed contact centers partner with the National Problem Gambling Helpline™ to offer confidential support for individuals struggling with gambling issues

Methods

Data Collection

The data on contact volume presented in this report are primarily derived from RouteTrust² and iCarol³ data. Due to changes in helpline operations, incoming data to the 1-800-GAMBLER line, managed by NCPG

² RouteTrust is a cloud-based telecommunications company. The NCPG partners with RouteTrust to route calls to the National Problem Gambling Helpline™ to an appropriate contact center based on geolocation data.

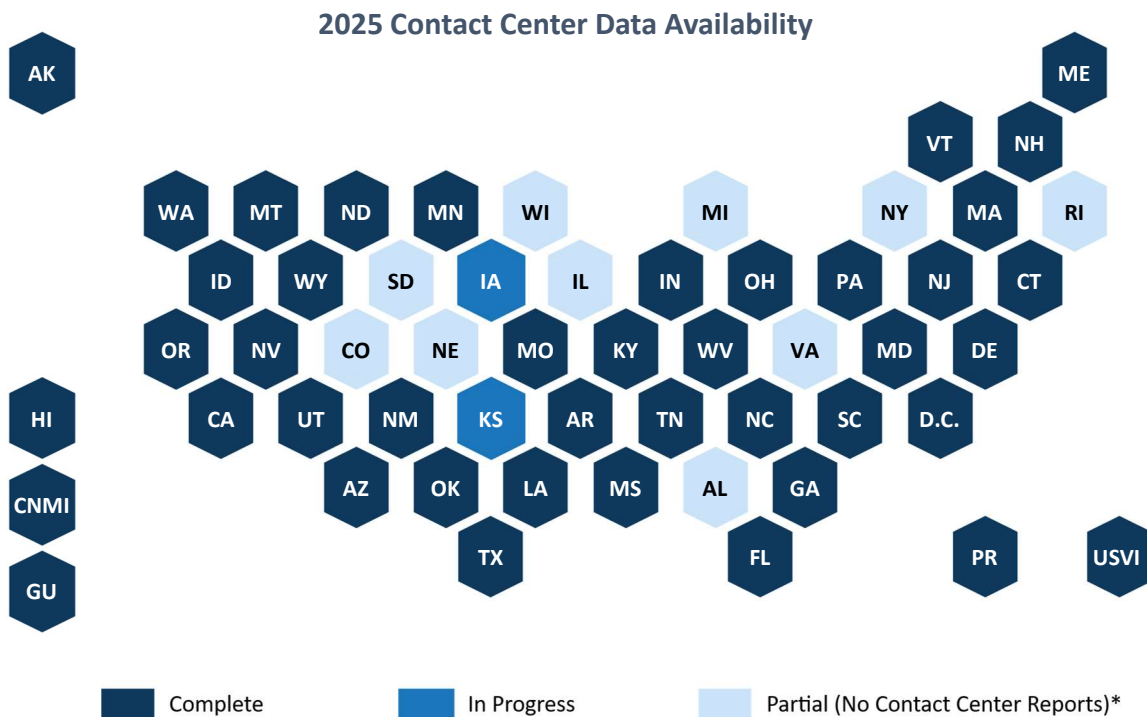
³ iCarol is a widely utilized, comprehensive helpline software that supports contact and case management and allows for resource and referral management, improved helpline analytics reporting, and contact center staff scheduling. iCarol is utilized in managing contacts made by chat and text, as well as by many of the state contact centers.

between June 2022 and September 2025, are not included for the months of October to December 2025. Data on contact volume do not include instances in which individuals reached out specifically to a state-specific contact center or other means outside those indicated in Table 1 below. As such, they do not reflect the full volume of contacts made to problem gambling helplines nationwide.

Table 1. Helpline Data Sources by Month for the Reporting Period

	1-800-522-4700 (call)	1-800-GAMBLER (call)	1-800-522-4700 (text)	1-800-GAMBLER (text)	800GAM (text)	ncpgambli ng.org/cha t
Jan 2016 – June 2022	☑	☒	☑	☒	☒	☑
July – Sept 2022	☑	☑	☑	☒	☒	☑
Oct 2022 – Jan 2023	☑	☑	☑	☑	☒	☑
February 2023 – Sept 2025	☑	☑	☑	☑	☑	☑
Oct – Dec 2025	☑	☒	☑	☒	☑	☑

Data on contact details, such as demographics, contact reasons, outcomes, and motivations for reaching out, are derived from a combination of chat and text data collected via iCarol and data shared by state-affiliated helplines. Data were shared in 2025 by contact centers fielding calls from the following states*:



* Data were not received from all states with a state-affiliated contact center

A Note on Data Collection Limitations

The primary role of helpline specialists is to provide compassionate, immediate support to those who reach out and connect them with appropriate resources and referrals. As a result, collecting demographic details or other background information, while valuable for evaluation and service improvement, is not always feasible. Even when asked, individuals may decline to answer certain questions. For those in distress, gathering detailed information can feel intrusive or insensitive, and specialists are trained to avoid compromising trust or support for the sake of data collection. Consequently, missing or incomplete contact information is an expected reality when examining helpline data and reflects the emphasis on accessibility, confidentiality, and person-centered support.

Additional details on methods, including data cleaning and analysis, can be found in Appendix C on page 42.

Trends in Contact Volume

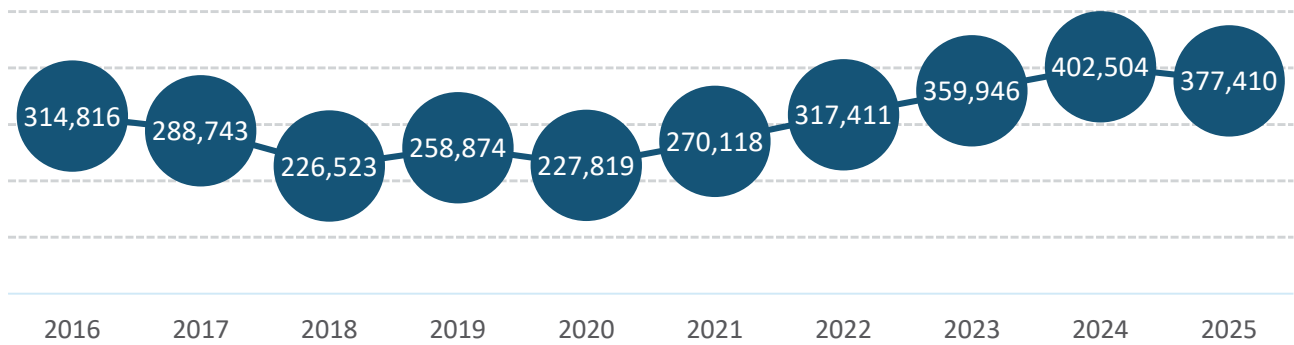
There were 377,410 contacts made to the National Problem Gambling Helpline™ in 2025. As noted previously, changes to the National Helpline™ number impacted the availability of call and text data from October through December 2025; as such, a decrease should not be interpreted as a true decrease in helpline contacts.

The majority of contacts made in 2025 were by phone call (92%), followed by chats (5%) and texts (3%). Chat and text volume have increased steadily since 2020, indicating the growing popularity of these platforms. Contacts primarily originated from individuals in the United States or its territories (98.1%), with a smaller percentage of contacts from individuals in Canada (1.8%) or another country (0.1%).

2025 Helpline Contacts

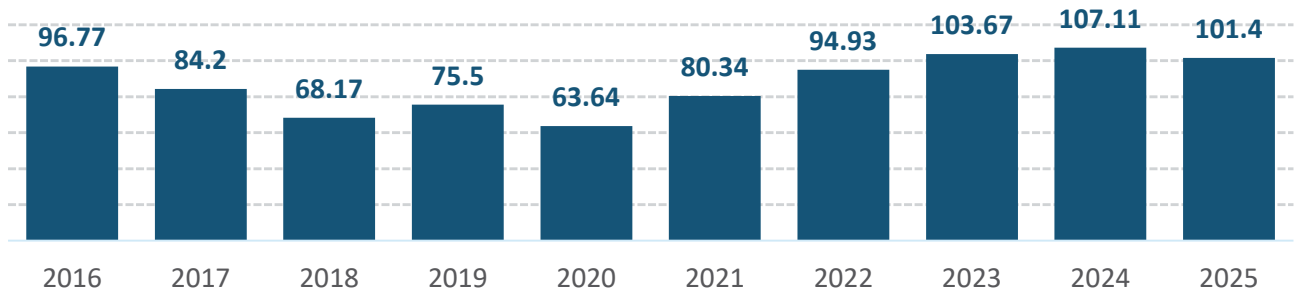
-  **348,793 Calls**
-  **17,966 Chats**
-  **10,651 Texts**

Total Helpline Contacts by Year



The average rate of contacts across the United States, including its territories in Guam, the Northern Mariana Islands, Puerto Rico, and the US Virgin Islands, steadily increased between 2020 and 2024. The average rate of contacts in 2025 was 101.4 per 100,000 residents, with state/territory rates ranging from 5.31 to 524.74 contacts per 100k people.

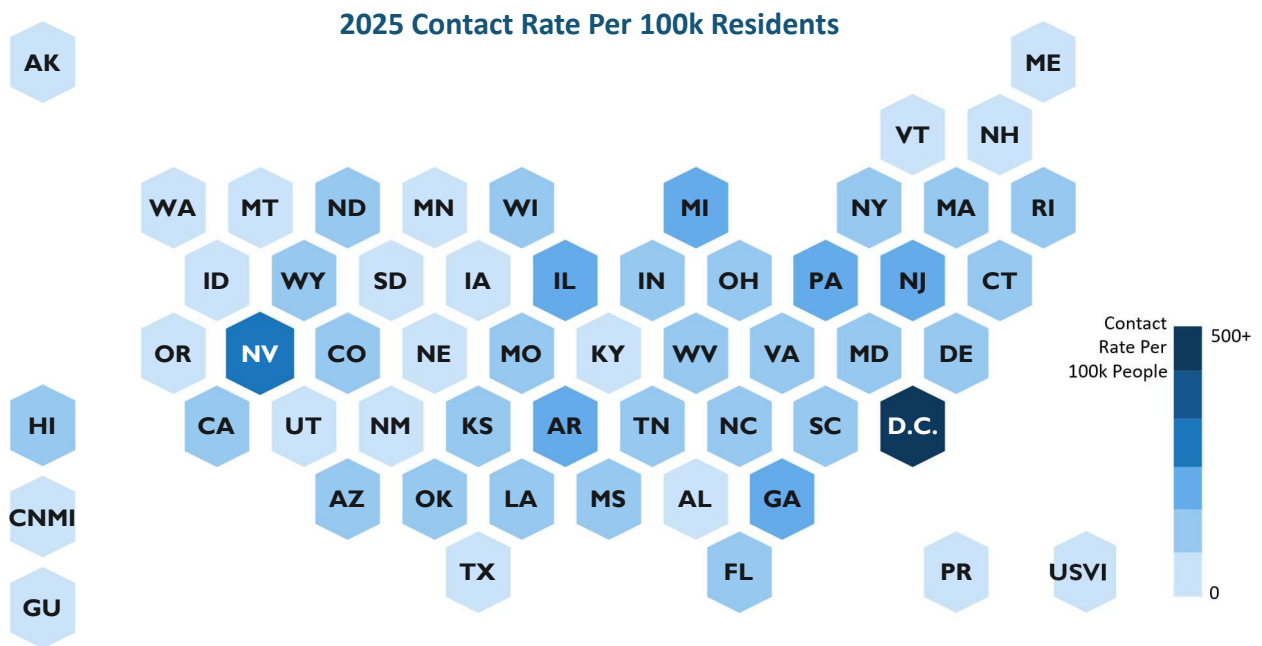
Average Rate of Contacts Per 100k Residents by Year
U.S. States and Territories



The rate of contacts to the helpline per 100,000 residents increased significantly across 24 US States and Territories in 2025 (see Appendix A on page 36 for full details on state rates of contact from 2024 to 2025).

Rates in 2025 were highest in Washington, DC (524.74 per 100k people), followed by Nevada (258.34 per 100k people) and Arkansas (196.76 per 100k people). Despite ranking highest in 2025 contact rates, all three saw a significant decrease in the rate of contacts from 2024 to 2025.

The high volume of contacts in Washington, DC may be attributed to the influx of daily commuters from surrounding states. Rates are not indicative of the true volume of contacts to all state-specific contact centers. Rather, rates represent the incoming traffic to the National Problem Gambling Helpline™.



In 2025, there were 285,151 unique contacts that reached out to the helpline by phone via call or text. The majority of contacts (83.08%, $n = 236,904$) reached out only once during the year. A smaller number contacted the helpline two times (12.46%, $n = 35,529$), while 4.46% ($n = 12,718$) called three or more times.

Table 2. Distribution of Repeat Contacts in 2024 and 2025

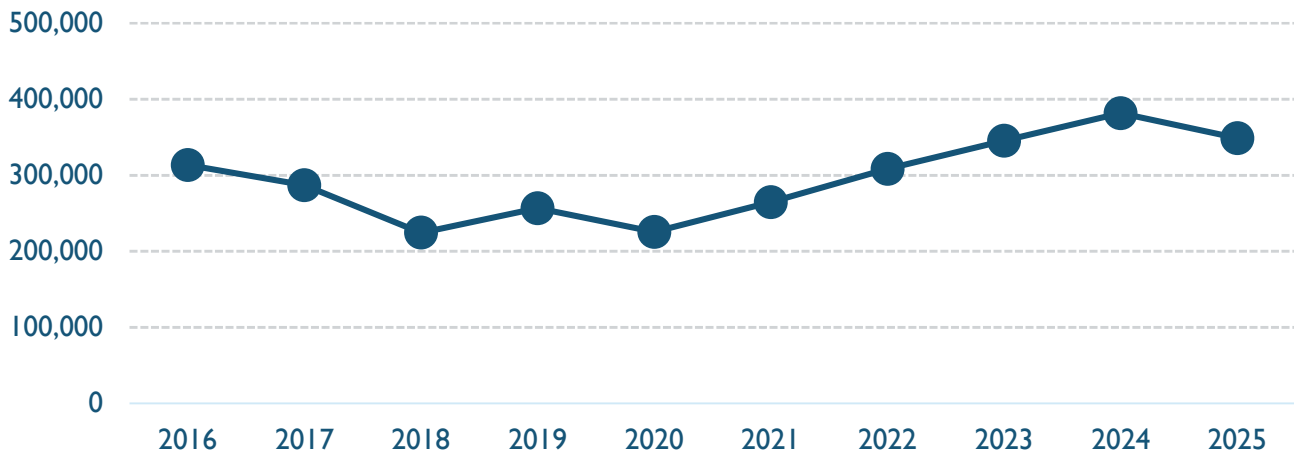
	2024		2025	
	Total n	Percentage	Total n	Percentage
Unique Callers and Texters	296,608	100%	285,151	100%
Called/Texted 1 time	247,092	83.31%	236,904	83.08%
Called/Texted 2 times	36,885	12.44%	35,529	12.46%
Called/Texted 3+ times	12,631	4.26%	12,718	4.46%



Call

Call volume to the helpline has increased since 2020, with 348,793 calls in 2025. Since 2016, overall call volume has increased modestly but significantly over time, increasing by an average of about 3.4% per year ($\beta = 0.034, z = 2.18, p = .03$). Dips in call volume in 2018 and 2020 may be attributed to telecom data issues, resulting in missing data for the months of August and December 2018 and April and August 2020. Call volume data for 2025 were affected by changes to the National Problem Gambling Helpline™ number and the transition away from 1-800-GAMBLER, resulting in limited data availability for October through December. The average rate of incoming calls across US states and territories in 2025 was 98.81 per 100k residents, remaining relatively steady from 2024 (98.93 per 100k). The rate of incoming calls by state/territory in 2025 ranged from 5.31 (Guam) to 331.13 (Washington, DC).

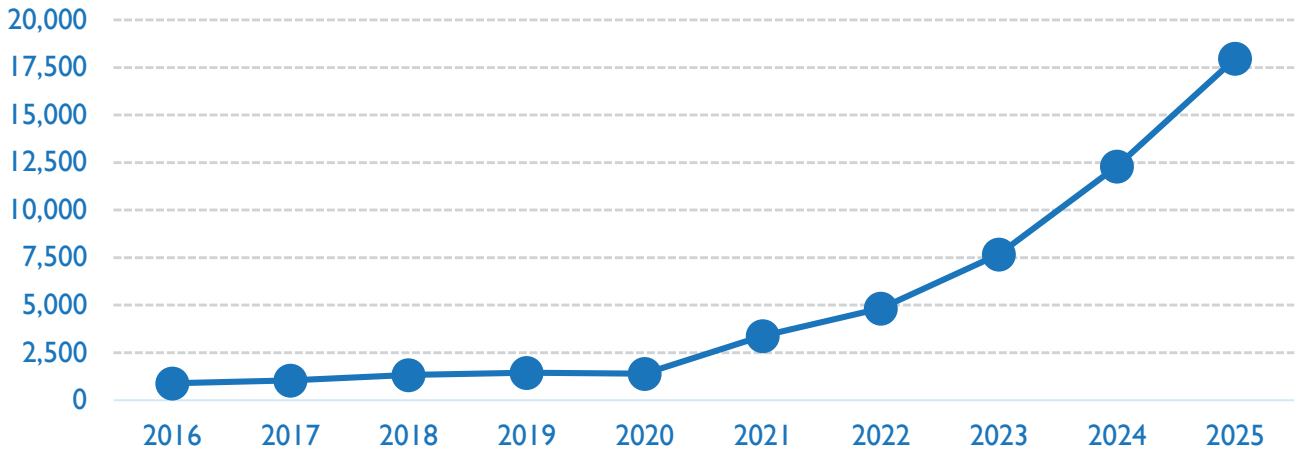
Call Volume by Year



Chat

The chat platform has become increasingly popular over time, with incoming chat volume consistently rising since 2020. In 2025, 17,966 contacts were made to the helpline via chat – up from 12,289 in 2024 and more than doubling since 2023. The average rate of incoming chat traffic across US states and territories in 2025 was 6.55 per 100k residents, an increase from 2024 (5.60 per 100k). The rate of incoming chats by state/territory in 2025 ranged from 0 (Guam, North Mariana Islands, Puerto Rico, and the US Virgin Islands) to 178.04 (Washington, DC). Data on incoming chat traffic were not affected by changes made to The National Problem Gambling Helpline™ in the fall of 2025.

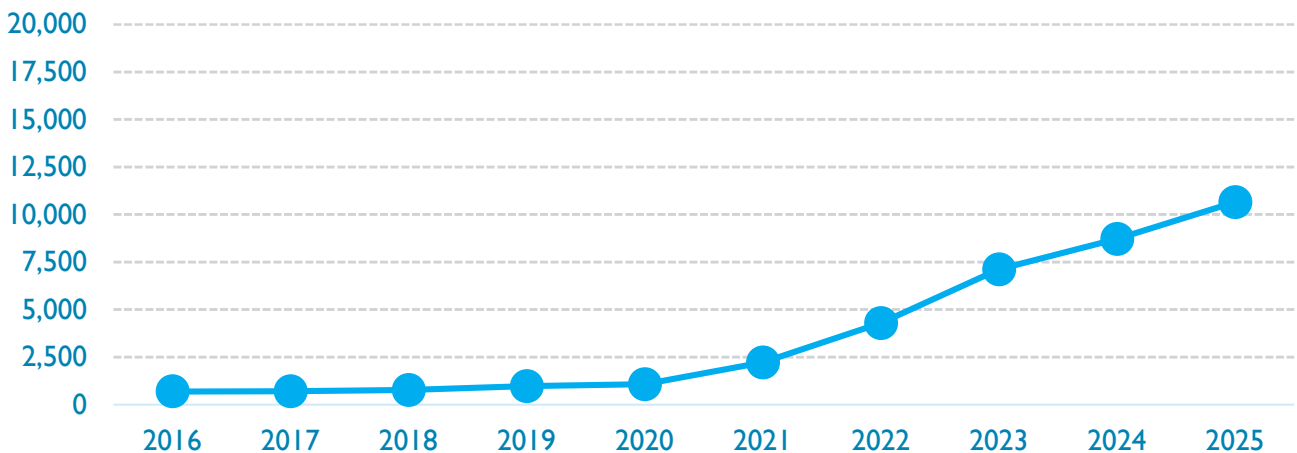
Chat Volume by Year



Text

Text volume has increased steadily since 2020, with 10,651 text contacts in 2025 – up from 8,703 in 2024. The average rate of incoming text traffic across US states and territories in 2025 was 3.05 per 100k residents, increasing from 2.59 in 2024. The rate of incoming texts by state/territory in 2025 ranged from 0 (Guam, North Mariana Islands, Puerto Rico, and the US Virgin Islands) to 15.56 (Washington, DC). As noted previously, changes to the National Helpline™ number impacted the availability of call and text data from October through December 2025.

Text Volume by Year



Contact Center Response Times to Texts and Chats

Before analyzing contact center response times (i.e., the amount of time it took operators to answer a text or chat message), the data required some cleaning. A small number of values were clearly erroneous (with some records logging negative response times or response times stretching into hundreds of thousands of seconds) and were removed from the analysis. To further ensure the data reflected realistic operator capacity, response times in 2025 were capped at 60 minutes for this analysis, capturing roughly the 93rd percentile of valid responses (5.41% of data had response time over 60 minutes and were thus dropped). In 2025, the average response time was 7.67 minutes, about 12% faster than the average response time in 2024 (8.72 minutes).

Table 3. Contact Center Response Times

Response Time	Total (n)	Percentage
0-2 mins	18,990	27.53%
3-5 mins	18,583	26.94%
6-10 mins	14,564	21.12%
10+ mins	16,831	24.40%

Trends in Contact Duration

Contact duration can provide insight into the complexity of the concerns presented by those who contact the helpline, as well as the nature of helpline interactions, resource utilization, and the level of support required to address each contact effectively. The following section examines trends in contact duration across contact types, providing a foundation for understanding how time spent per contact relates to contact needs, staff capacity, and overall service delivery.

Contact duration across contact types has increased steadily since 2016, suggesting that those who contact the helpline are spending longer periods engaged with helpline contact centers.

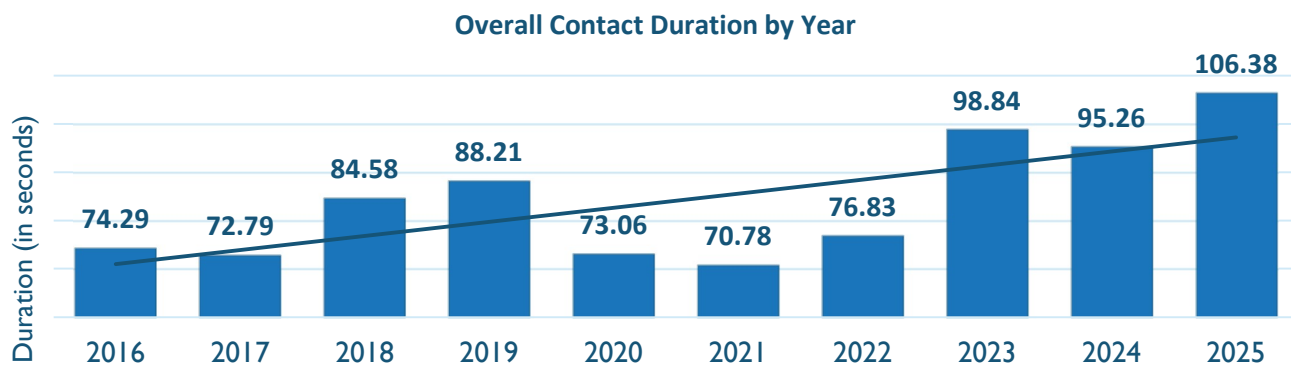


Table 4. Average Contact Duration (in Seconds) by Contact Type

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Overall	74.29	72.79	84.58	88.21	73.06	70.78	76.83	98.84	95.26	106.38
Call	74.57	73.11	85.19	88.75	73.64	73.33	78.29	101.37	98.70	112.68
Chat	20.17	18.66	26.87	22.32	16.38	21.93	29.45	38.99	27.69	24.63
Text	18.18	20.12	39.26	43.80	34.99	33.53	31.43	40.69	39.80	38.00

Contact Engagement

“Engaged” contacts, defined as those lasting 30 seconds or longer, offer a more nuanced view of helpline utilization by filtering out contacts that may have been abandoned, misdirected, or otherwise too brief to result in meaningful support.

In 2025, calls accounted for the largest share of “engaged” (30 seconds or more) contacts (96.61%). Chats and texts together made up a greater proportion of brief (less than 30 seconds) contacts (13.02%), suggesting that non-phone contacts are more likely to be incomplete or shorter in duration. Notably, the share of brief contacts has shifted in recent years: chat more than tripled its share (from 2.76% to 8.72%) and text grew from 2.32% to 4.30%, while calls' share declined from 94.92% to 86.97%. Calls, however, continued to dominate engaged contacts throughout this period (97.12% in 2023 vs. 96.61% in 2025), suggesting that while chat and text are increasingly used to initiate contact, they have yet to translate into sustained interactions.

The chart below illustrates how average duration per contact has trended across contact types since 2016 among engaged contacts. Consistent with the pattern observed for all or overall helpline contacts, the average engaged contact duration has increased across 2016–2025, suggesting that those who remain on the line are spending longer periods engaged with helpline contact centers.

Overall Contact Duration by Year for Engaged Contacts (≥30 Seconds)

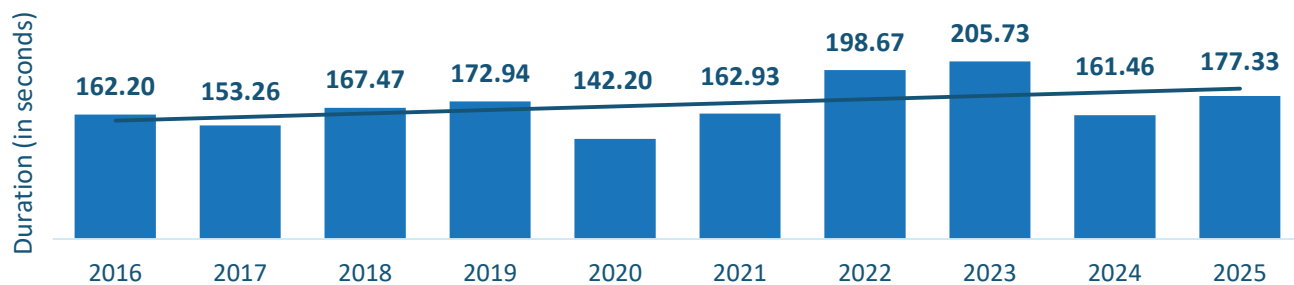


Table 6. Average Contact Duration (in Seconds) for Engaged Contacts (Lasting 30 Seconds or Longer) by Contact Type

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Overall	162.20	153.26	167.47	172.94	142.20	162.93	198.67	205.73	161.46	177.33
Call	162.32	153.42	167.91	173.36	142.50	166.80	201.10	208.72	163.62	180.59
Chat	98.23	78.66	98.13	74.64	69.12	67.77	99.14	115.04	81.58	81.08
Text	74.07	74.13	99.07	112.66	101.03	74.05	85.20	96.51	89.62	87.94

Table 5. Helpline Traffic by Contact Type and Duration, 2023 - 2025

		< 30s	“Engaged” (≥ 30s)
2023	Call	94.92%	97.12%
	Chat	2.76%	1.34%
	Text	2.32%	1.54%
2024	Call	91.81%	97.22%
	Chat	5.08%	1.39%
	Text	3.11%	1.39%
2025	Call	86.97%	96.61%
	Chat	8.72%	1.71%
	Text	4.30%	1.68%

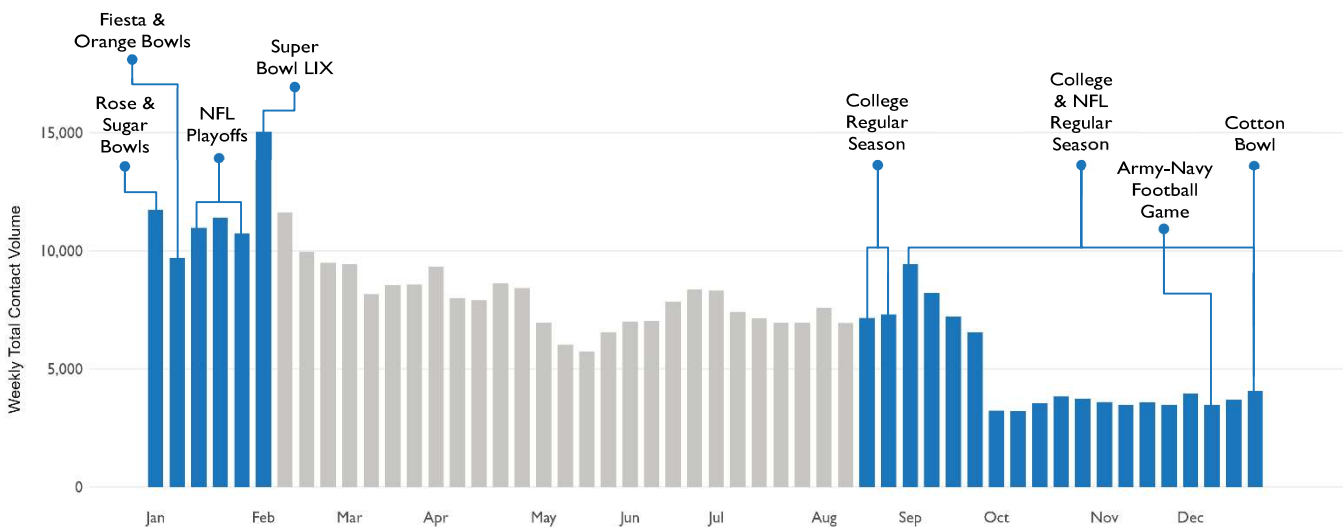
Spotlight: How Sporting Events Impact Helpline Contact Volume

Major sporting events are frequently accompanied by an increase in gambling platform advertising and public engagement in betting activity. Both of these factors may contribute to spikes in helpline contact volume, either through increased exposure to helpline messaging during the airplay of gambling platform advertisements or as a direct result of increased betting behaviors. For the following sports categories, a list of major events throughout 2025 that may help contextualize fluctuations in helpline contact volume across the year is included in Appendix D on page 47, and below, major sporting events are plotted against weekly contact volume to the National Helpline™ throughout 2025.

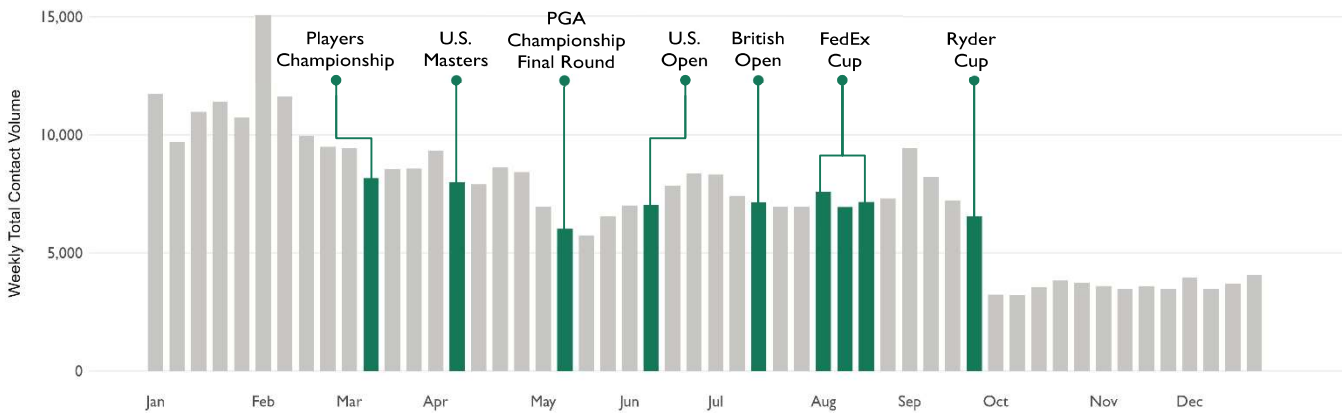
- American Football
- Golf
- Horse Racing
- Soccer
- Esports
- Basketball
- Baseball
- Ice Hockey
- Tennis
- Motorsports
- Table Tennis
- Boxing & Combat Sports
- Other Emerging/Niche Markets

Each panel highlights the calendar weeks associated with a sport's key events of 2025, beginning on January 1. Because January 1 fell on a Wednesday, all weeks run Wednesday–Tuesday. Event markers occurring in the first few days of a month may therefore appear within a bar labeled for the preceding month. It should also be restated that due to changes in helpline operations, incoming data to the 1-800-GAMBLER line are not included for the months of October through December, and as such, contact volume during this period is substantially understated and not directly comparable to earlier months. The charts should therefore be interpreted with caution for those months, and no conclusions should be drawn about the relative impact of fall sporting events on helpline contact volume in 2025.

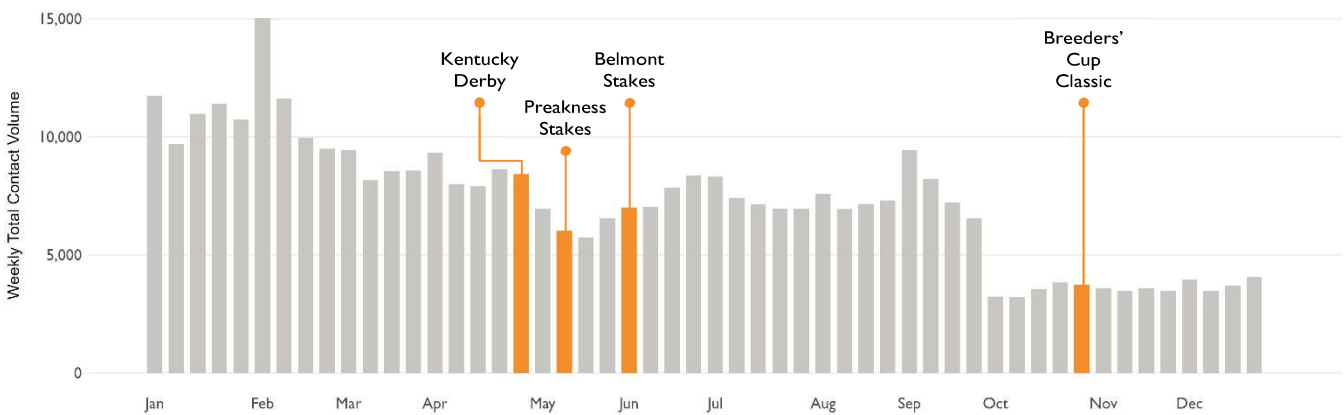
● American Football



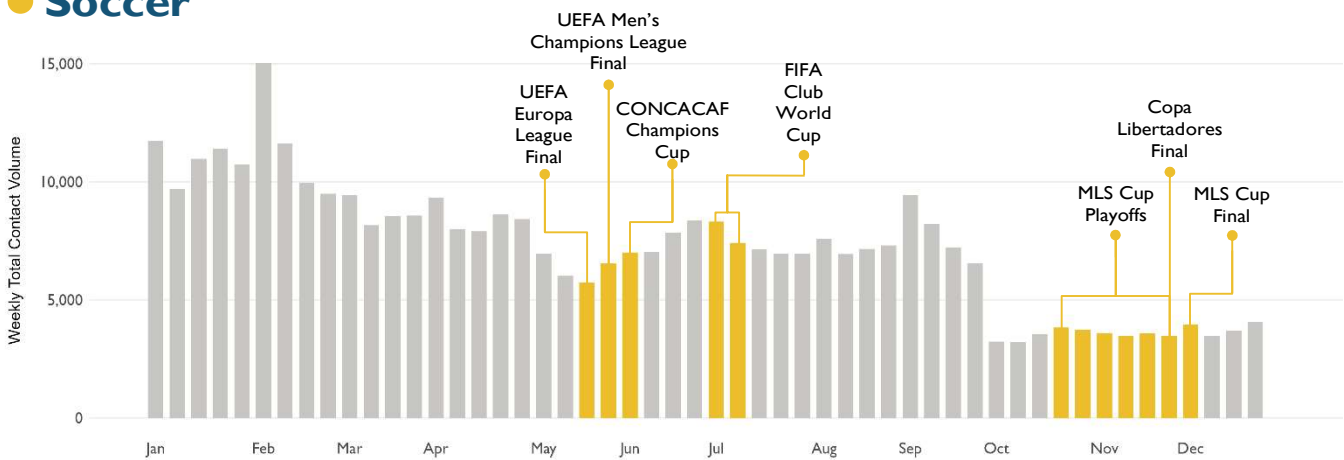
Golf



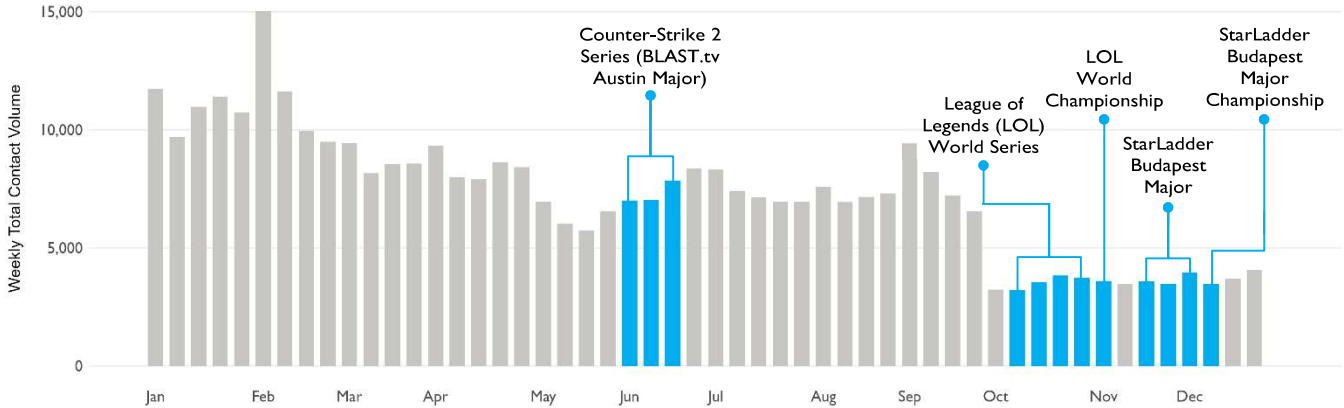
Horse Racing



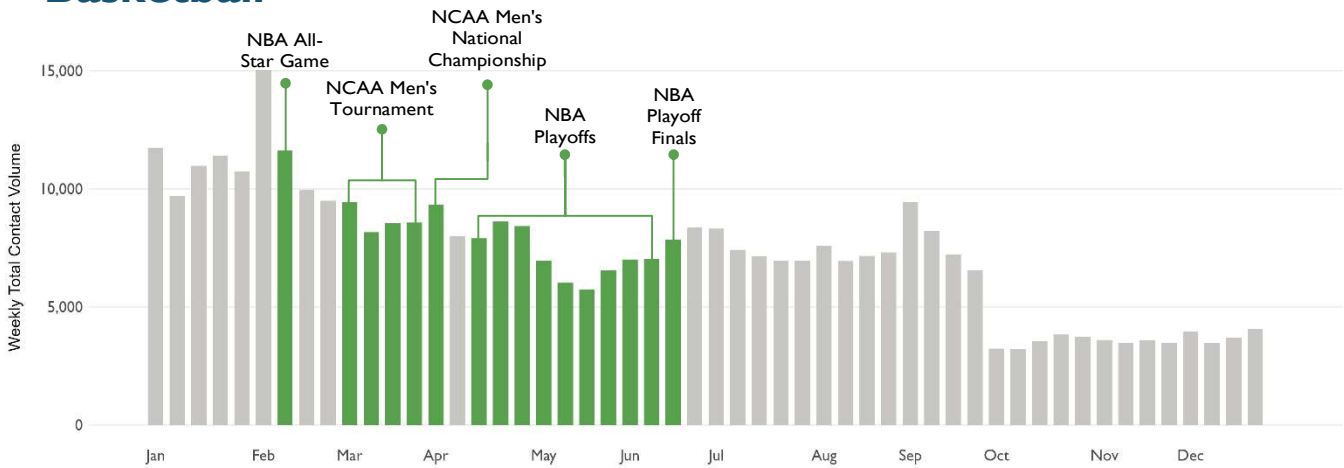
Soccer



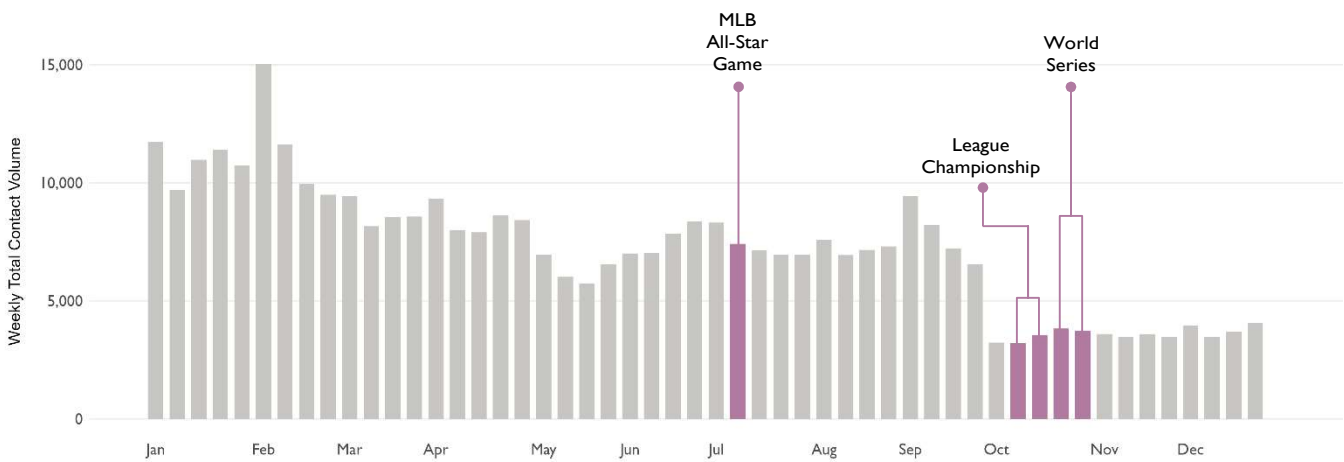
Esports



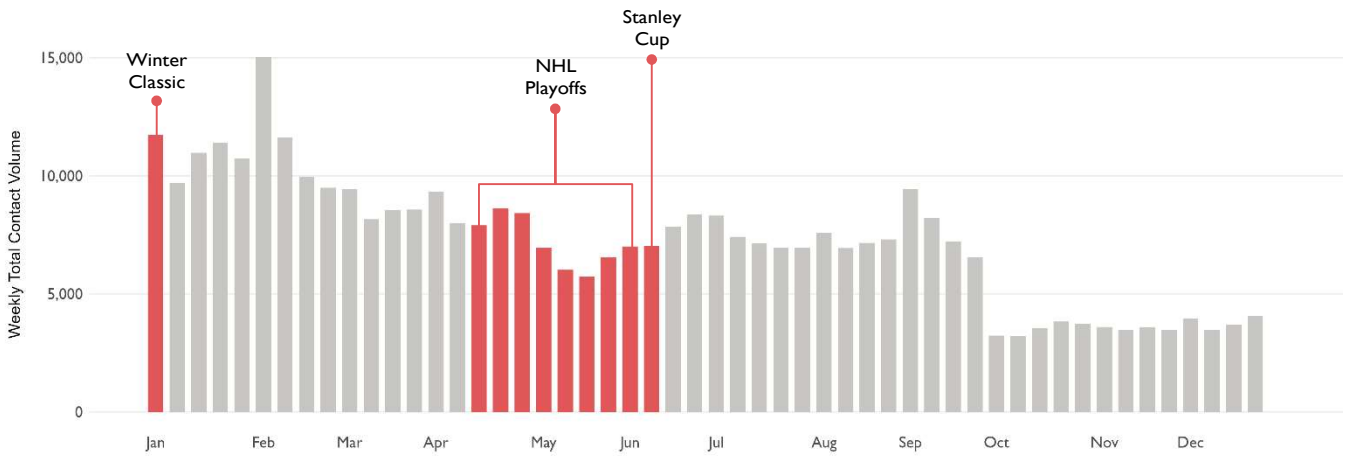
Basketball



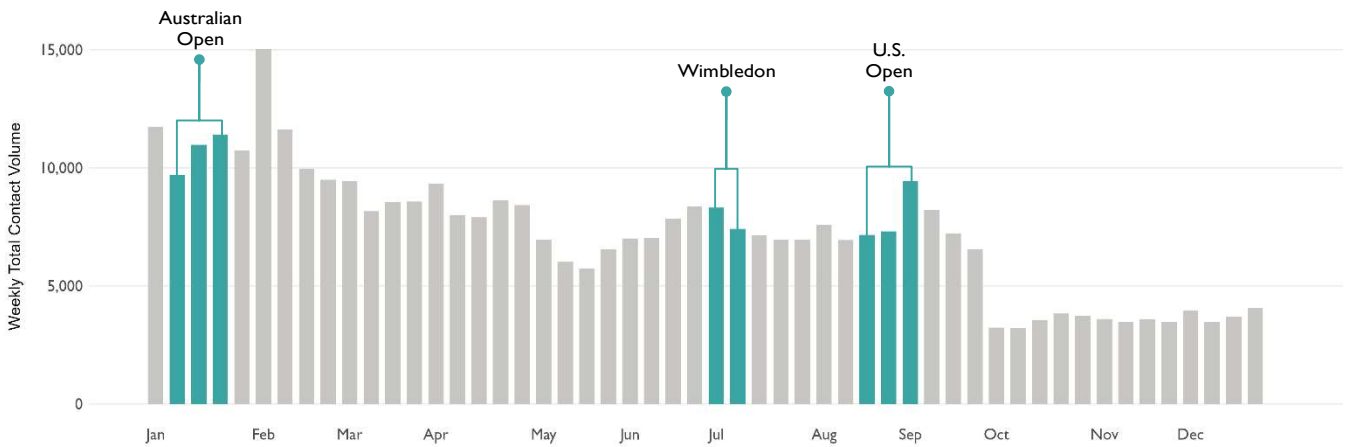
Baseball



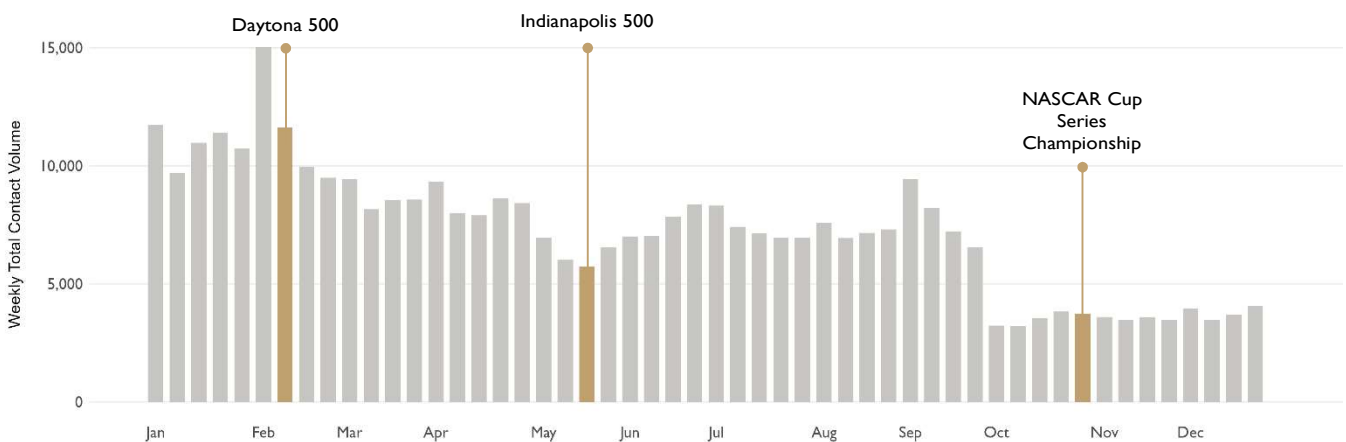
● Ice Hockey



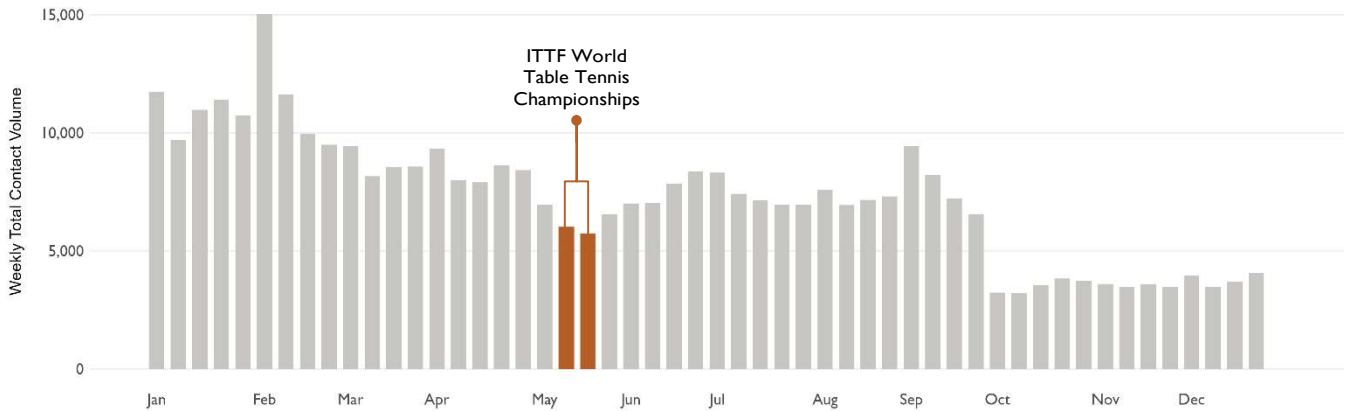
● Tennis



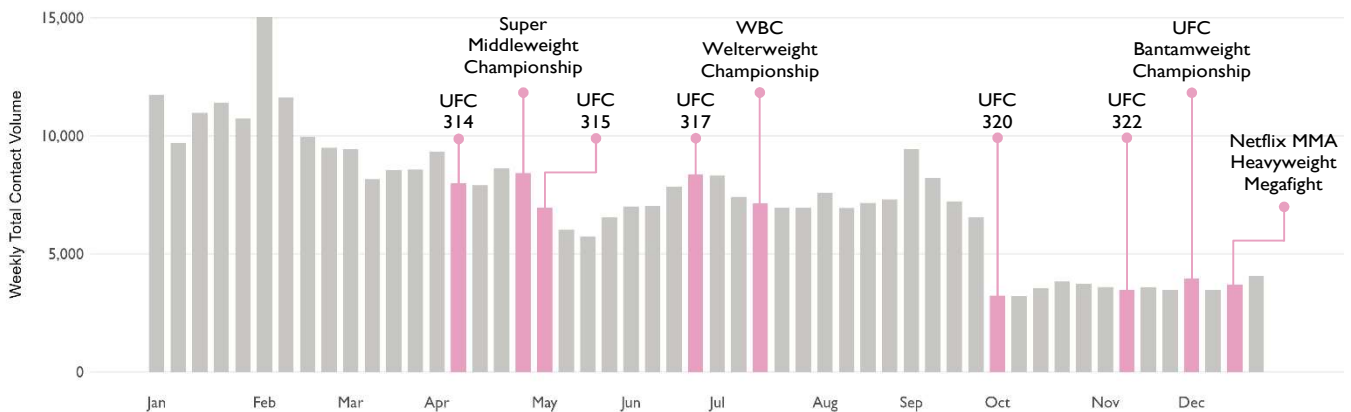
● Motorsports



● Table Tennis



● Boxing & Combat Sports



● Other Emerging/Niche Markets



Key Takeaways: Sporting Events and Helpline Contact Volume

Taken together, the data presented above suggest that certain sporting events are more consistently associated with elevated helpline contact volume than others, though several important caveats should be kept in mind when interpreting these patterns.

Among the sports examined, American football appears to be most strongly associated with elevated helpline contact volume. Weeks coinciding with major football events—most notably Super Bowl LIX—were among the highest in weekly contact volume across the entire year, consistent with the well-documented status of the Super Bowl as one of the most heavily wagered-on sporting events in the United States. Basketball also appeared to be associated with notable increases in contact volume, particularly during the NBA playoffs and NCAA Tournament during the postseason.

Interpreting these patterns, however, is difficult for several reasons. First, sporting events commonly overlap, making it difficult to attribute any given spike in contact volume to a single sport with confidence. The NBA and NHL playoffs, for example, occur simultaneously in the spring, making their individual contributions to the helpline contact volume hard to disentangle. Second, contact records do not typically capture the specific sporting event (if any) that prompted an individual to reach out to the helpline, making it impossible to directly link any given contact to a particular event or sport. Third, as noted earlier, spikes in contact volume may reflect increased exposure to helpline messaging through gambling platform advertisements as much as they may reflect increases in gambling behavior itself. Finally, data for October through December are substantially understated due to changes in helpline operations, as noted, precluding any conclusions about the impact of fall sporting events, including the NFL regular season, the MLB World Series, the MLS playoffs and Cup Final, and several notable esports events such as the League of Legends World Championship, on helpline contact volume in 2025.

Despite these limitations, the patterns observed are consistent with what might be expected given the scale of betting activity associated with major sporting events in the US and the role that increased gambling engagement and exposure to advertising during live and televised sporting events may play in driving helpline utilization.

The findings also have practical value: by identifying sporting events consistently associated with high contact volume, contact centers can proactively schedule staffing, ensuring that those who reach out have access to support when they need it most. Continued tracking of these trends in future reporting years will help clarify which sports and events are most consistently associated with increased contact volume, supporting opportunities for both improved helpline messaging and marketing and more effective resource planning.

Spotlight: How Gambling Markets Impact Helpline Contact Volume

The legality of specific types of gaming and gambling markets is inconsistent across the US. Gaming and gambling can take many forms, including retail sports betting, online sports betting, commercial casino gaming, and iGaming. Table 7 below groups states with and without legal gambling markets in 2025 and compares rates of contact to the National Problem Gambling Helpline™ via call, text, and/or chat. Though the state-by-state contact volume to NCPG is not solely determined by the legality of various gaming and gambling markets, it can impact the need to seek help and access resources for gambling-related harm. Average state rate comparisons for those with legal sports betting offerings were made with states that do not currently have legal sports betting in any format. An overview of gambling markets by state is available in Appendix B on page 39.









To assess whether differences in contact volume were statistically significant between states with legal markets to states without legal markets, we used two-tailed Poisson tests comparing the two groups within gambling type. When comparing rates of contact in legal markets to rates in non-legal markets, all rate ratios were statistically significant at the p -value <0.001 significance level (indicated by  in the table).

Table 7. Contact Rates by Market Legality	 States where gambling type is legal ⁴	 States where gambling type is <u>not</u> legal
Sports Betting (Retail only)	 111.5	101.8
Sports Betting (Online only)	 114.8	101.8
Sports Betting (Retail & Online)	 116.3	101.8
Casino Gaming (Commercial)	 120.4	93.4
iGaming	 162.8	99.9

These data show a consistent pattern: states with legal gambling markets tend to have higher helpline contact rates than states without legal gambling markets across all gambling types examined, though the magnitude of the difference varies. The largest difference was observed for iGaming, where states with legal iGaming had an average contact rate of 162.8 per 100,000 people, more than 60% higher than the rate observed in states without legal iGaming. Commercial casino gaming also showed a notable difference, with legal states averaging 122.4 contacts per 100,000 people compared to 93.5 in states without commercial casinos.

⁴ The status of legal gambling and gaming markets data for 50 states and Washington DC comes from the American Gaming Association. Other US territories' gaming statuses were found by researching their respective laws and gaming commissions.

While differences were statistically significant at the $p < 0.001$ level across all gambling types, it is important to interpret these findings cautiously. Higher contact rates in states with legal gambling markets do not necessarily imply that legalization causes problem gambling. Rather, they may reflect a combination of factors, including greater overall gambling participation, increased exposure to helpline messaging through mandatory responsible gambling disclosures in gambling advertisements, and greater public awareness of problem gambling resources available.

Contact Details

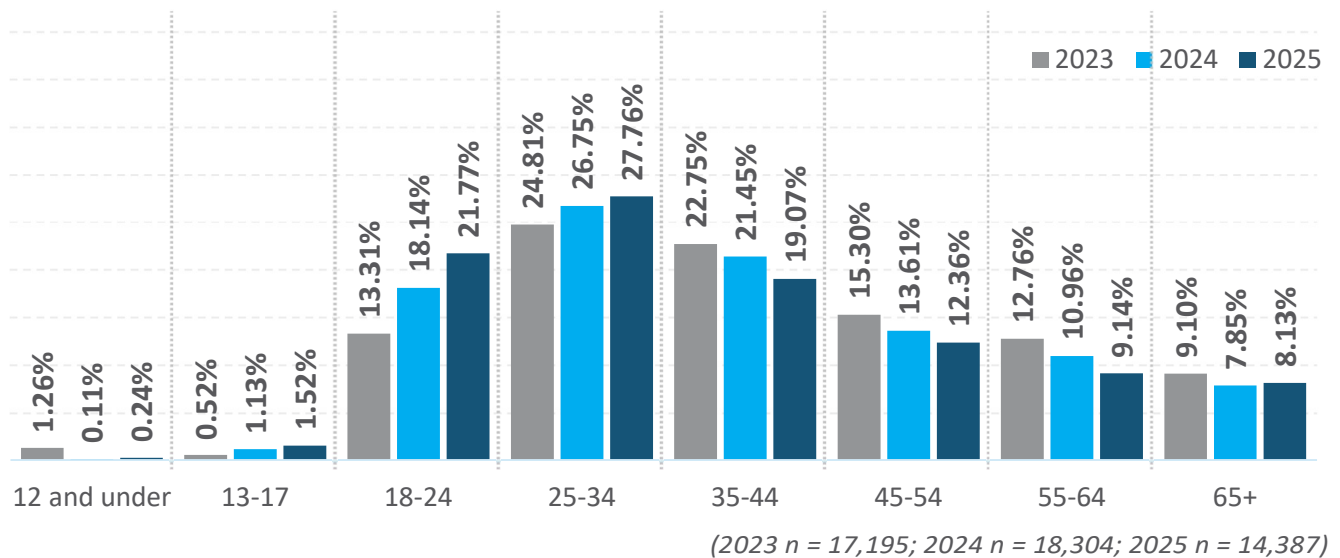
The following section explores data on the characteristics and needs of those who contacted the helpline in 2025. As noted earlier in this report, missing data are expected, as helpline specialists prioritize person-centered support over data gathering, and individuals are never required to provide personal information. Some people may contact the helpline more than once; therefore, the data below are not a reflection of unique individuals but rather of all instances in which someone reached out to the helpline, during which demographic information was collected. The number of helpline conversations in which certain demographic information was collected varied by item; as such, total sample sizes used in the calculation of percentages are included for each individual measure reported (e.g., $n = xxx$). Some items are select-all-that-apply measures – as such, percentages may not always total to 100%.

Demographics

Contact Age

Most helpline contacts made in 2025 were from individuals between the ages of 18 and 44, with significant year-over-year increases in contacts from this age group since 2023.

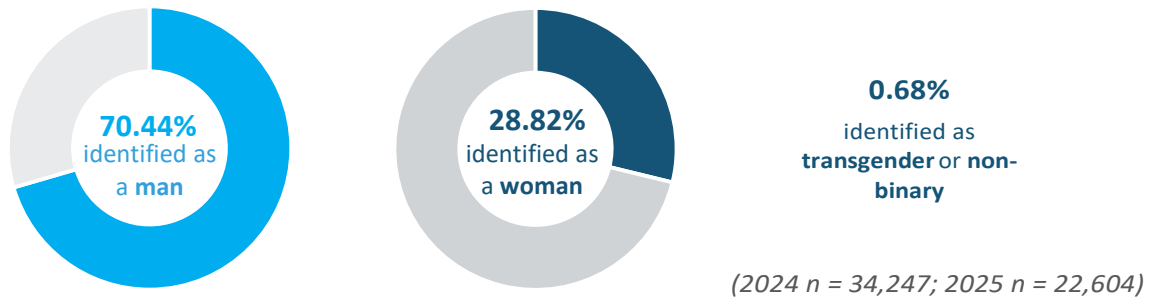
More people between the ages of 13 and 34 are reaching out each year



Gender Identity

More helpline contacts identified as men/cisgender men than women/cisgender women or transgender/non-binary in 2025, similar to the distribution reported in 2024, where 69.09% contacts identified as a man/cisgender man, 30.36% identified as a woman/cisgender woman and 0.55% transgender or non-binary.

Men continue to represent the majority of helpline contacts in 2025

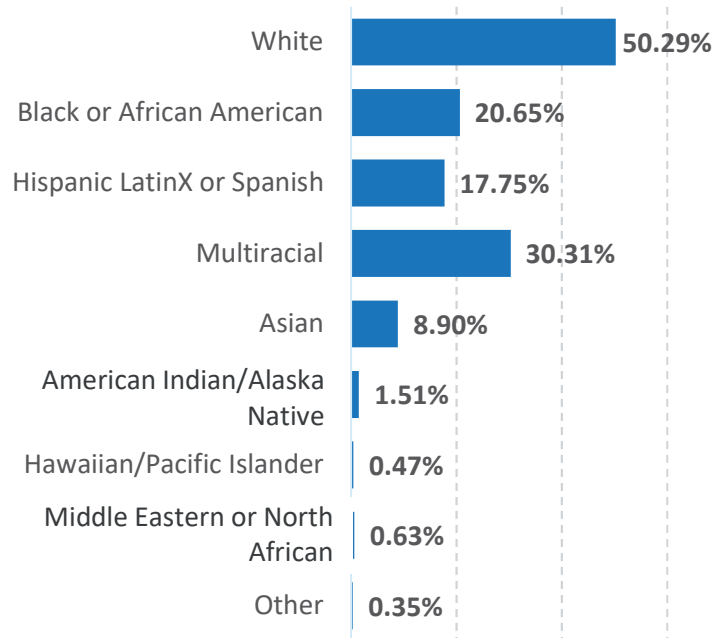


Note: How gender is operationalized and collected varies by contact centers and percentages of those who identified as a man or woman above are not inherently exclusive of individuals who identified as a trans man or trans woman.

Race and Ethnicity

The largest group by race/ethnicity who contacted the helpline in 2025 were those identifying as White, followed by those identifying as multiracial. The availability of data in 2025 ($n = 9,065$) was slightly below that of 2024 ($n = 11,664$). While those who identified as White represented the largest percentage of contacts, they are proportionally underrepresented in the data compared to the population distribution in the United States.⁵ Nationwide, an estimated 72% of the U.S. population identifies as white alone or in combination with another race; 59.8% identify as white alone. The racial and ethnic distribution of contacts has been consistently diversifying since 2023, with the percentage of contacts identifying as White decreasing year-over-year.

Helpline contacts in 2025 are becoming increasingly diverse: the percent of respondents identifying as White has decreased each year since 2023



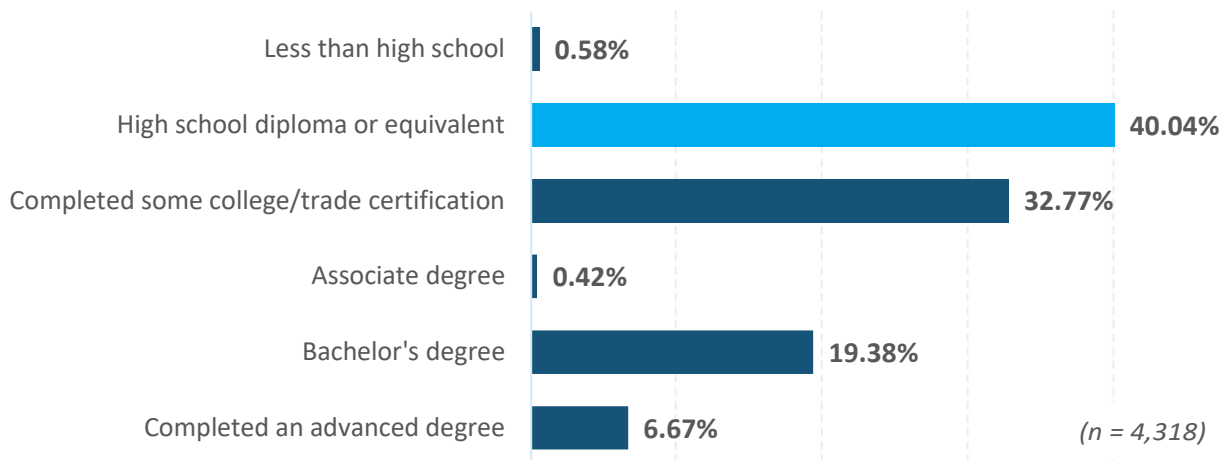
($n = 9,065$)

⁵ U.S. Census Bureau, (2024). *American Community Survey 5-Year Data (2009-2024)*. Retrieved from <https://www.census.gov/data/developers/data-sets/acs-5year.html>

Education

Most helpline contacts in 2025 ($n = 4,312$) had a high school diploma or some college experience, while roughly one in four held a four-year or advanced degree, consistent with 2024 ($n = 5,017$). Those whose highest level of education attained is a high school diploma have consistently represented the largest percentage of contacts since 2023. It is worth noting that 'Less than high school' was not a standard response option available to contact centers prior to March 2026, so the small proportion reporting this education level (0.58%) reflects write-in responses only and likely underestimates the true percentage.

Those whose **highest level of education is a high school diploma** continue to represent the largest group of helpline contacts by education level in 2025



Military Affiliation

The majority of helpline contacts in 2025 were civilians with no military history (93.75%). A smaller percentage (6.11%) were either current/active military, reservists, or veterans/retired military. The majority of this subgroup were veterans (4.27%). The percentage of contacts with military background has decreased slightly since 2023 (8.96%; $n = 6,979$).



Contact Relationship

In 2025, as in prior years, approximately 9 in 10 contacts made to the helpline were from individuals seeking help for their own gambling behavior. Spouses, partners, or significant others comprised the second largest contact group in 2025 at 4.31% of contacts.



90.52% of contacts in 2025 reached out to the helpline seeking help for their own gambling behavior.

($n = 25,910$)

Motivation for Reaching Out

Financial struggles continued to be the most reported motivation for reaching out to the helpline in 2025 (73.32%), followed by mental health concerns (32.12%) – both increased between 2024 and 2025, from 66.02% and 32.40%, respectively ($n = 10,215$). A smaller number of contacts reported other motivations, including relationship problems (21.26%), being encouraged by a family member or friend (9.96%), sleeping problems (3.62%), legal concerns (2.79%), and more.



73.32%

Financial Struggles



32.12%

Mental Health
Concerns



21.64%

Relationship
Problems



12.80%

Encouragement by
Family/Friends



3.50%

Work Problems or
Employer Encouragement



3.26%

Sleeping Problems



3.11%

Suicidal Thoughts



3.03%

Legal Concerns



1.65%

Family Problems



1.53%

Eating Problems



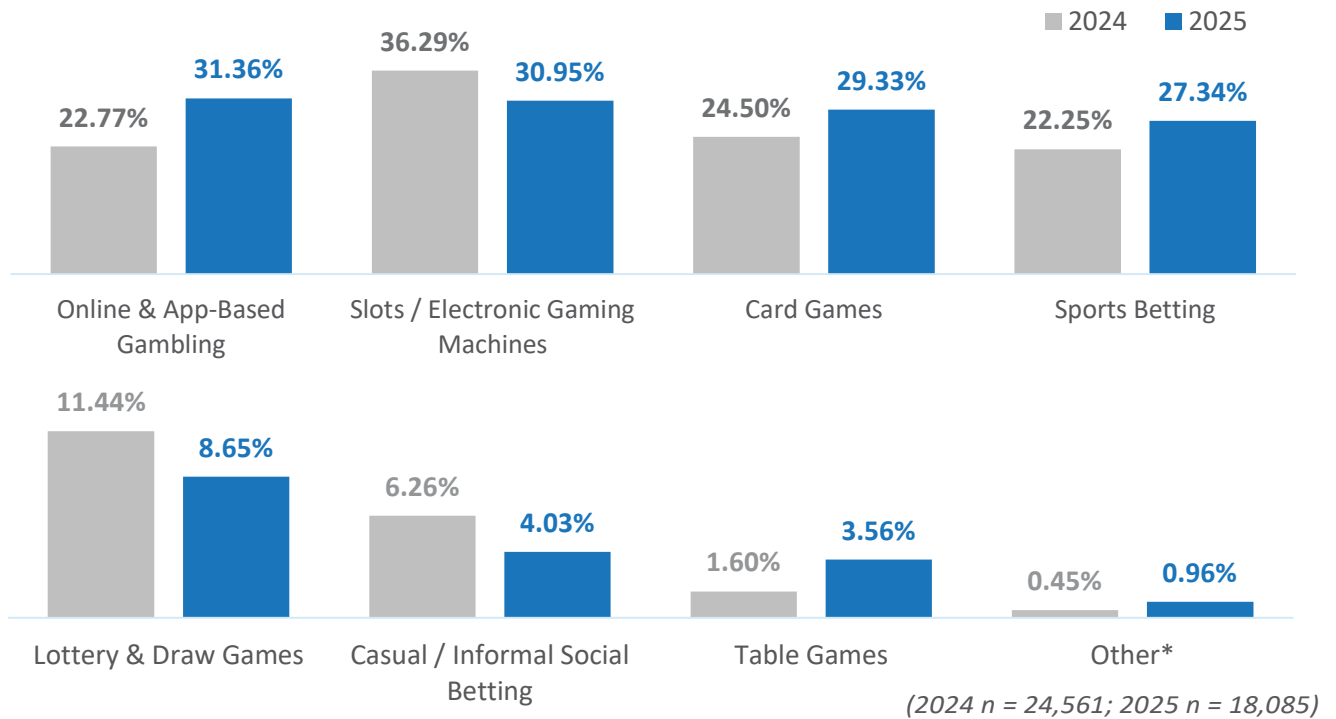
4.14%

Other Reasons

($n = 8,373$)

Gambling Types

In 2025, the most commonly reported primary problematic gambling types were Online & App Based Gambling (31.36%) and Slots/Electronic Gaming Machines (30.95%). Other commonly reported gambling types included Card Games (29.33%), Sports Betting (commercial and online combined; 27.34%), and Lottery & Draw Games (8.65%). Traditional forms of gambling, such as slot machines and other electronic gaming machines, continued to decline, dropping from 36.29% in 2024 to 30.95% in 2025. Rates of online and app-based gambling, sports betting, and card games saw the greatest increases between 2024 and 2025.



*Note. 'Other' includes Speculative/Outcome-Based Betting, Video Games & Digital Item Gambling, Collectibles & Card Pack Gambling, Animal Fighting, and Prediction Market Betting.

Contact Outcomes: Resources & Referrals

Among contacts for whom resources or support were provided during the conversation, referral to treatment was the most common outcome, provided to 38.44% of contacts, followed by referrals to peer support programs such as GamAnon (19.26%) and distribution of educational or informational resources (15.13%).

Notably, 38.23% of contacts were not provided with resources, likely because the nature of the conversation did not present an opportunity to do so, or because the individual declined/refused any resources or support. Moreover, tracking the outcomes of helpline interactions can be challenging for a variety of reasons. For one, helpline specialists prioritize person-centered support above all else, meaning that gathering follow-up information, such as whether a contact pursued a referral or entered treatment, is rarely feasible within a single interaction. In addition, as noted earlier in this report, individuals are never required to provide or take information, and those in distress may decline to answer questions or may disengage before their needs can be fully assessed and/or met.



38.44%
Referral to
Treatment



19.26%
Referral to
Peer Support



15.13%
Sent Educational/
Informational
Resources



5.41%
Provided Info on
Gambling Blocking
Tools



3.10%
Warm Transfer to
Appropriate State
Call Center



0.64%
Warm Transfer
to Crisis Line



0.23%
Provided Info
About the Helpline



0.07%
Provided Emotional
Support Only



1.72%
Other Support(s)

(n = 17,881)

Looking Ahead

As gambling access continues to expand across the country, NCPG is focused on ensuring that the support infrastructure keeps pace — improving how people find help, the quality of care they receive when they reach out, and the data that drives continuous improvement. The following section highlights key initiatives underway in 2026 and beyond.

I-800-MY-RESET: The New National Problem Gambling Helpline™

In January 2026, the National Council on Problem Gambling (NCPG) launched 1-800-MY-RESET as the new National Problem Gambling Helpline™ number. The number was chosen for being neutral and non-stigmatizing, signaling that people can seek support at any stage of their relationship with gambling — not just in crisis. With nearly 20 million U.S. adults reporting at least one indicator of gambling-related harm in the past year, improving the helpline's memorability is a practical step toward reducing barriers to care.

Individuals can call or text 1-800-MY-RESET, or access support via chat, to connect with trained professionals available 24/7 through a unified, nationwide network of contact centers — free and confidential, with referrals to local resources. NCPG has continued to invest in training, technical assistance, and quality standards across the network to ensure every person receives high-quality, compassionate support. The previous number, 1-800-522-4700, remains fully active, and adoption of the new number will vary by state due to regulatory requirements. Additional awareness efforts are planned throughout 2026 and 2027.

Improving Helpline Support

In 2025 and into 2026, NCPG invested in strengthening the National Problem Gambling Helpline™ Network through a structured Quality Improvement Roadmap launched in April 2026. Built on findings from two rounds of quality assurance, the roadmap spans two phases: a spring phase focused on specialist training — including micro courses on suicide assessment, collaborative problem solving, and mental health responsiveness — and a fall phase of phone and text quality assurance reviews to track progress and inform ongoing improvements.

Supporting these efforts, NCPG expanded its simulation-based training with new contact personas featuring varying levels of suicidal ideation, updated demographics (including a non-binary persona), and emerging gambling trends like prediction markets. A centralized Learning Management System is also in development, expected to launch in June 2026, to provide all helpline staff with streamlined access to self-paced training resources. In the meantime, two job aids have been released to the network covering common helpline FAQs — including information about 1-800-MY-RESET — and guidance on consistent classification of gambling types and settings to strengthen data quality and service delivery.

Improving Data Quality

In 2025, NCPG partnered with Omni Institute to develop improved helpline data collection, analysis and reporting procedures and enhance the ability of data to inform decision-making related to helpline quality improvement and messaging. These efforts have informed enhancements to the Harmonized Data Collection Recommendations for US Problem Gambling Contact Centers. Updates to recommended measures were informed by analysis of write-in responses to current measures and examination of existing data gaps. Standardized and consistent data and reporting will support the field in identifying trends, support quality assurance of services, and ensure helpline services are meeting the needs of those impacted by problem gambling.

For an overview of prior and updated data priorities and measures, see Appendix E on page 50.

Appendix A

State Rate and Contact Volume | 2024-25

To assess whether year-over-year changes in contact volume were statistically significant at the state level, we used two-tailed Poisson tests comparing contact counts between 2024 and 2025. Contact volume data follow a Poisson distribution, meaning the counts of individual contacts within any given interval is independent from the counts in any other interval, and the probability of a contact occurring remains constant across the population and over time. Because the same population estimates were used as the denominator for both years (see Population Estimation on page 45), the significance of the count change is mathematically equivalent to the significance of the rate change.

State	Rate per 100k People		Total Contacts		Change
	2024	2025	2024	2025	
Alabama	126.0	70.9	6,408	3,606	↓***
Alaska	54.6	71.6	402	527	↑***
Arizona	73.4	75.8	5,417	5,591	↑
Arkansas	222.8	196.8	6,795	6,000	↓***
California	138.4	134.6	54,369	52,885	↓***
Colorado	124.6	118.5	7,306	6,944	↓***
Connecticut	95.8	84.1	3,471	3,048	↓***
Delaware	131.1	134.3	1,339	1,371	↑
District of Columbia	638.8	524.7	4,352	3,575	↓***
Florida	105.1	82.7	23,569	18,532	↓***
Georgia	103.0	159.3	11,270	17,428	↑***
Guam	4.13	5.3	<11	<11	--
Hawaii	97.4	88.7	1,408	1,282	↓ *
Idaho	44.5	53.5	861	1,034	↑***
Illinois	200.4	174.9	25,440	22,209	↓***
Indiana	77.5	80.6	5,310	5,524	↑ *

Iowa	23.2	25.3	746	812	
Kansas	129.5	148.1	3,816	4,365	***
Kentucky	77.6	56.2	3,517	2,550	***
Louisiana	149.9	120.9	6,914	5,576	***
Maine	42.7	56.6	593	785	***
Maryland	161.5	130.3	10,023	8,089	***
Massachusetts	86.2	82.7	6,071	5,827	*
Michigan	160.7	180.1	16,196	18,149	***
Minnesota	33.3	47.6	1,912	2,732	***
Mississippi	165.0	144.5	4,863	4,259	***
Missouri	83.2	102.5	5,153	6,349	***
Montana	39.0	53.5	436	597	***
Nebraska	61.0	52.2	1,207	1,033	***
Nevada	302.6	258.3	9,638	8,227	***
New Hampshire	49.0	60.6	684	845	***
New Jersey	215.0	188.9	20,093	17,646	***
New Mexico	53.5	39.8	1,134	844	***
New York	99.7	108.7	19,786	21,578	***
North Carolina	96.2	99.7	10,323	10,703	*
North Dakota	59.6	75.9	468	596	***
North Mariana Islands	2.0	5.9	<11	<11	--
Ohio	112.0	85.1	13,224	10,053	***
Oklahoma	132.5	124.3	5,339	5,007	***
Oregon	35.5	49.5	1,512	2,107	***
Pennsylvania	206.3	175.9	26,853	22,904	***
Puerto Rico	21.7	14.8	702	478	***
Rhode Island	128.0	123.3	1,410	1,359	
South Carolina	83.3	113.3	4,414	5,999	***
South Dakota	48.9	62.5	444	567	***
Tennessee	101.8	77.8	7,196	5,499	***
Texas	109.2	58.0	32,973	17,508	***
US Virgin Islands	32.6	27.8	34	29	

Utah	50.8	65.2	1,725	2,211	↑***
Vermont	82.1	68.1	531	441	↓***
Virginia	83.7	82.9	7,286	7,216	↓
Washington	39.9	51.9	3,121	4,057	↑***
West Virginia	135.2	124.0	2,404	2,205	↓***
Wisconsin	65.7	80.7	3,889	4,772	↑***
Wyoming	93.4	97.0	544	565	↑

Note. Results were considered statistically significant at $p < .05$ and are indicated in the tables with asterisks, * $p < .05$, ** $p < .01$, * $p < .001$.*

Appendix B

Major Gambling Forms by State | 2025

The landscape of legal gambling in the United States continues to evolve rapidly, with an increasing number of states expanding access to both retail and online gambling options. The following table provides a snapshot of the availability of major gambling forms across U.S. states and territories as of February 2025, including retail casino gaming, retail and online sports betting, and internet gaming (iGaming).⁶

State/Territory	Casino (Retail)	Sports Betting (Retail)	Sports Betting (Online)	Sports Betting (both)	iGaming
Alabama					
Alaska					
Arizona		☑	☑	☑	
Arkansas	☑	☑	☑	☑	
California					
Colorado	☑	☑	☑	☑	
Connecticut		☑	☑	☑	☑
Delaware	☑	☑	☑	☑	☑
Florida	☑	☑	☑	☑	
Georgia					
Hawaii					
Idaho					
Illinois	☑	☑	☑	☑	
Indiana	☑	☑	☑	☑	
Iowa	☑	☑	☑	☑	

⁶ American Gaming Association. (2025, February 27). State of Play Map. <https://www.americangaming.org/research/state-of-play-map/>

Kansas	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Kentucky		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Louisiana	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Maine	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Maryland	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Massachusetts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Michigan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Minnesota					
Mississippi	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Missouri	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Montana		<input checked="" type="checkbox"/>			
Nebraska	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Nevada	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
New Hampshire		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
New Jersey	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
New Mexico	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
New York	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
North Carolina		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
North Dakota		<input checked="" type="checkbox"/>			
Ohio	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Oklahoma	<input checked="" type="checkbox"/>				
Oregon		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Pennsylvania	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rhode Island	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
South Carolina					
South Dakota	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Tennessee			<input checked="" type="checkbox"/>		
Texas					
Utah					
Vermont			<input checked="" type="checkbox"/>		

Virginia	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
West Virginia	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Washington		<input checked="" type="checkbox"/>			
Wisconsin		<input checked="" type="checkbox"/>			
Wyoming		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
District of Columbia (DC)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Guam					
Puerto Rico	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
US Virgin Islands	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
North Mariana Islands	<input checked="" type="checkbox"/>				

Appendix C

Methods | Data Cleaning & Analysis

Raw data in the form of flat-files (csv files, PDFs, Excel workbooks) across iCarol, RouteTrust, and participating state-specific contact centers were processed, cleaned, and aggregated using a custom version-controlled pipeline written by Omni in R.⁷ The pipeline was designed to standardize, deduplicate, and aggregate contact records from multiple sources and formats, apply uniform cleaning and categorization rules, and produce a single, contact-level dataset.

Prior to any analysis, data were merged and deduplicated. Deduplication relied on a combination of contact dates and times, originating phone numbers, and contact durations to identify records that appeared more than once in the data, and were removed before downstream cleaning was applied. A small number of participating state contact centers were unable to provide contact-level data and instead submitted pre-aggregated counts. These aggregated files were imported separately and appended to the final long-format dataset after the individual-level data were processed.

Standardizing Data Fields

Data on contact details, including contact demographics, reason and motivation for contacting the helpline, contact outcomes, and problematic forms of gambling, were derived from a combination of chat and text data collected via iCarol and data shared by state-affiliated contact centers. Below we describe Omni’s standardization approach applied to each contact details field.

Age Range

Raw data included a combination of binned age ranges (e.g., “25 – 34”) and individual age values (e.g., “43”). Raw age values were converted to numeric where possible and binned into the following ranges: 12 and under, 13–17, 18–24, 25–34, 35–44, 45–54, 55–64, and 65+.

Race and Ethnicity

Hispanic/Latinx/Spanish ethnicity was extracted from the race field prior to race coding, reflecting best-practice guidance that ethnicity and race are distinct dimensions. A contact was coded as ‘Hispanic LatinX or Spanish’ if any Hispanic/Latinx/Spanish identifier was detected in the race response; otherwise, the

⁷ R Core Team. (2024). *R: A language and environment for statistical computing (Version 4.4.2)* [Computer software]. R Foundation for Statistical Computing. <https://www.r-project.org/>

contact was coded as 'Not Hispanic LatinX or Spanish.' After ethnicity extraction, race was parsed from the remaining text using pattern matching across standard categories: American Indian or Alaska Native, Asian, Black or African American, Middle Eastern or North African, Native Hawaiian or Other Pacific Islander, and White. Because race was treated as a multi-select field, contacts may have been assigned more than one race tag. Contacts with two or more race tags were additionally tagged as being Multiracial. Contacts whose race response consisted solely of a Hispanic/Latinx identifier with no additional racial information received a missing value for race rather than Info Unattainable, since the absence of a racial identification is substantively different from a refusal or unattainable response.

Gender Identity

Raw gender values were mapped to four categories: 'Man/Cisgender Man,' 'Woman/Cisgender Woman,' 'Transgender or Non-binary,' and 'Gender Identity Not Listed' using lookup vectors that captured a range of input values including binary codes (e.g., "M," "F"), full labels, and combined labels from the existing data collection options.

Language

Primary language was standardized to a set of named languages, including Arabic, Bengali/Hindi/Urdu, Chinese, English, French, Korean, Spanish, Tagalog, and Vietnamese, with all remaining languages grouped as 'Other,' representing a negligibly small share of contacts.

Education

Education was coded into six levels, from 'Less than high school' through 'Completed an advanced degree.' Note that 'Less than high school' was not a standard response option available to contact centers prior to March 2026. Coding followed the same pattern-matching approach as the fields described above.

Service Status

Service/military status was recorded as one of four categories: Current/Active Military, Reservist, Retired Military, and Civilian No Military.

Contact Relationship

The relationship between the contact and the individual with the gambling problem was mapped from a wide variety of raw text entries, including free-text responses and system-generated codes, to a standardized set of categories: Gambler (self), Extended family, Spouse/partner, Parent, Child, Sibling, Friend/Peer, Service Provider/Professional, Gaming Operator/Professional, and Other. Matching was performed by comparing raw values against distinct lookup vectors created for each category.

Contact Reason(s), Motivation(s), and Outcome(s)

Contact reason, motivation, and outcome were each coded from free-text and dropdown fields using a combination of string matching and lookup vectors. The canonical contact reason categories are:

- Seeking Help/Support/Resources
- Seeking Lottery/Casino/Gambling-specific Information

- Seeking Information about the Helpline
- Hang-up/Prank/Wrong Number
- Other (list)

The canonical motivation categories are:

- Encouraged by family member or friend
- Financial Struggles
- Legal Concerns
- Mental Health Concerns
- Relationship Problems
- Family Problems
- Suicidal Thoughts
- Work Problems or Encouraged by Employer
- Other (list)

The canonical outcome categories are:

- Referral to Treatment (e.g., counseling, outpatient/inpatient programs, or other clinical services)
- Referral to Peer Support (e.g., Gamblers Anonymous, SMART Recovery, family groups, etc.)
- Sent Educational or Informational Resources (e.g., general resources such as fact sheets, financial harm reduction tips, tips on supporting a loved one, etc.)
- Warm Transfer to Crisis Services (i.e., specialist stayed on the line and connected the contact to 988 or other emergency/crisis support due to safety concerns)
- Warm Transfer to State Call Center (i.e., specialist on the line and connected the contact directly to a state or regional gambling support line)
- Provided Information About the Helpline (e.g., explained types of help available, confidentiality, how the helpline operates, etc.)
- Provided Information on Gambling Blocking Tools (e.g., Gamban, BetBlockers, or state self-exclusion programs)
- Provided Emotional Support (e.g., chatter/caller just wanted to talk or wanted in-the-moment support)
- No Resources/Supports were Provided/Resources Refused

Gambling Type(s)

The type of gambling identified as being most problematic for the contact or their loved one was coded from several raw fields using string matching and lookup vectors to search for patterns corresponding to thirteen gambling type categories. Because a contact may have reported more than one gambling type, this field was treated as multi-select and multiple tags may have been assigned to a single record. The thirteen categories gambling type are:

- Card Games (blackjack, poker, baccarat, etc.)
- Table Games (roulette, craps, dice games, wheel games, etc.)

- Slots / Electronic Gaming Machines
- Lottery & Draw Games (scratch tickets, pull-tabs, raffles, keno draws, bingo)
- Sports Betting (sports bets, fantasy sports, horse/dog racing)
- Online & App-Based Gambling
- Video Games & Digital Item Gambling (Steam skins, loot boxes, Roblox)
- Speculative / Outcome-Based Betting (stock market day trading, crypto, etc.)
- Prediction Market Betting
- Collectibles & Card Pack Gambling (Pokémon packs, sports cards, Mystery Boxes, etc.)
- Casual / Informal Social Betting
- Animal Fighting
- Other / Unspecified

Population Estimation

To contextualize helpline utilization relative to the general population, contact counts were joined to population estimates derived from three datasets provided by the U.S. Census Bureau:

- **American Community Survey 5-Year Estimates (ACS5)⁴**
The U.S. Census Bureau's ACS5 provides population estimates broken down by race, ethnicity, sex, educational attainment, and veteran/service status for each US state and Puerto Rico. Because the ACS5 is released on an annual cycle, vintage years lag the reporting period by a year. The most recently available ACS5 vintage at the time of analysis (2024) was pulled forward as a proxy for 2025 estimations and should be interpreted as approximations.
- **Population Estimates Program (PEP)⁸**
Age-specific population estimates were drawn from the U.S. Census Bureau's PEP, which provides annual single-year-of-age estimates at the state level. These single-year estimates were collapsed into the age bins used by the helpline (12 and under, 13–17, 18–24, etc.) and then rescaled to align with the ACS5 total population estimate for each state and year. Similar to ACS5, estimates from the 2023 vintage were pulled forward for 2024 and 2025.
- **International Database (IDB)⁹**
Population estimates for US territories, including American Samoa, Guam, the Northern Mariana Islands, and the US Virgin Islands, were drawn from the U.S. Census Bureau's IDB. ACS5 estimates are not available for these geographies, so the IDB served as the population denominator source for territory-level rate calculations. Similar to ACS5, IDB data is released annually on a July 1

⁸ U.S. Census Bureau, (2023). *Population Estimates Program*. Retrieved from <https://www.census.gov/data/developers/data-sets/popest-popproi/popest.html>

⁹ U.S. Census Bureau, (2024). *International Database (Time Series: various year - 2100)*. Retrieved from <https://www.census.gov/data/developers/data-sets/international-database.html>

midyear schedule, so the most recently available IDB data at the time of analysis (2024) was pulled forward as a proxy for 2025 estimations.

Population estimates were joined to the aggregated, long contact data at the state-year level. Rates reported in this report represent the number of helpline contacts per 100,000 residents in the relevant population subgroup.

Appendix D

Calendar of Major Sporting Events in 2025

- American Football
- Golf
- Horse Racing
- Soccer
- Esports
- Basketball
- Baseball
- Ice Hockey
- Tennis
- Motorsports
- Table Tennis
- Boxing & Combat Sports
- Other Emerging /Niche Markets

JANUARY 2025

Jan	Australian Open	Tennis
Jan 1	Winter Classic	Ice Hockey
Jan 1	Rose Bowl	Football
Jan 2	Sugar Bowl	Football
Jan 3	Darts PDC World Championship	Other
Jan 8	Fiesta Bowl	Football
Jan 9	Orange Bowl	Football
Jan 11	Begin NFL Playoffs	Football
Jan 20	College Football National Championship	Football
Jan 26	NFC & AFC Championship Games	Football
Jan 26	Australian Open Final	Tennis

FEBRUARY 2025

Feb 9	Super Bowl LIX	Football
Feb 16	NBA All-Star Game	Basketball
Feb 16	Daytona 500	Motorsports

MARCH 2025

Mar	NCAA Men's Basketball Tournament	Basketball
Mar 13 - 16	Players Championship	Golf

APRIL 2025

Apr 7	NCAA Men's National Championship Game	Basketball
Apr 10 - 13	US Masters Tournament	Golf
Apr 12	UFC 314*	Boxing/Combat
Apr 19	Begin NHL Playoffs	Ice Hockey
Apr 19	Begin NBA Playoffs	Basketball

MAY 2025

May	NHL Playoffs	Ice Hockey
May	NBA Playoffs	Basketball
May 3	Kentucky Derby	Horse Racing
May 3	Super Middleweight Championship	Boxing/Combat
May 10	UFC 315*	Boxing/Combat
May 17	Preakness Stakes	Horse Racing
May 17	Begin ITTF World Table Tennis Championships	Table Tennis
May 15 - 18	PGA Championship Final Round	Golf
May 21	UEFA Europa League Final	Soccer
May 25	Indianapolis 500	Motorsports
May 25	ITTF World Table Tennis Championship	Table Tennis
May 31	UEFA Men's Champions League Final	Soccer

JUNE 2025

Jun	NBA Playoff Final Rounds	Basketball
Jun	NHL Playoffs	Ice Hockey
Jun 1	CONCACAF Champions Cup	Soccer
Jun 3	Begin BLAST.tv Austin Major Series	Esports
Jun 7	Belmont Stakes	Horse Racing
Jun 8	UEFA Nations League Final	Soccer
Jun 15	U.S. Open Golf Final Round	Golf
Jun 17	Stanley Cup Final	Ice Hockey
Jun 22	NBA Finals	Basketball
Jun 22	BLAST.tv Austin Major Championship	Esports
Jun 28	UFC 317*	Boxing/Combat

JULY 2025

Jul 1 - 11	Wimbledon Championships	Tennis
Jul 4 - 9	FIFA Club Quarterfinals and Semifinals	Soccer
Jul 5 - 27	Tour de France	Other
Jul 12	Wimbledon Final, Women's Singles	Tennis
Jul 13	Wimbledon Final, Men's Singles	Tennis
Jul 13	FIFA Club World Cup Final	Soccer
Jul 15	MLB All-Star Game	Baseball
Jul 17 - 20	British Open Golf	Golf
Jul 19	WBC Welterweight Championship	Boxing/Combat
Jul 19	WNBA All-Star Game	Basketball

AUGUST 2025

Aug 7	Begin PGA Tour FedEx Cup Playoffs	Golf
Aug 23	Begin College Football Regular Season	Football
Aug 24	Begin US Open Tennis	Tennis
Aug 24	PGA Tour FedEx Cup Championship	Golf

SEPTEMBER 2025

Sep 4	Begin NFL Regular Season	Football
Sep 6	U.S. Open Tennis Final, Women's Singles	Tennis

Sep 7	U.S. Open Tennis Final, Men's Singles	Tennis
Sep 26 - 28	Ryder Cup	Golf

OCTOBER 2025

Oct	NFL Regular Season	Football
Oct 4	UFC 320*	Boxing/Combat
Oct 12	Begin MLB American League Championship Series	Baseball
Oct 14	Begin League of Legends World Championship	Esports
Oct 20	MLB American League Championship	Baseball
Oct 22	Begin MLS Cup Playoffs	Soccer
Oct 24 - 31	Begin World Series	Baseball

NOVEMBER 2025

Nov	NFL Regular Season	Football
Nov	MLS Cup Playoffs	Soccer
Nov 1	World Series Championship	Baseball
Nov 1	Breeders' Cup Classic	Horse Racing
Nov 2	NASCAR Cup Series Championship Race	Motorsports
Nov 9	League of Legends World Championship	Esports
Nov 15	UFC 322*	Boxing/Combat
Nov 24	Begin StarLadder Budapest Major Series	Esports
Nov 29	Copa Libertadores Final	Soccer

DECEMBER 2025

Dec	NFL Regular Season	Football
Dec 6	MLS Cup Final	Soccer
Dec 6	UFC Bantamweight Championship	Boxing/Combat
Dec 13	Army-Navy Football Game	Football
Dec 14	StarLadder Budapest Major Championship	Esports
Dec 19	Netflix MMA Heavyweight Megafight	Boxing/Combat
Dec 31	Cotton Bowl	Football

**Note. UFC events reflect only the top-ranked PPV cards of 2025 as sourced from ESPN, given the high volume of events throughout the year.*

Appendix E

Moving Forward: Harmonized Data Collection

To standardize problem gambling data across the US, NCPG worked with treatment professionals, researchers, contact centers and the NCPG Helpline Committee to create a recommended set of standardized data points for data collection conducted by all US based problem gambling helplines for future reporting.

There are currently zero federal funds dedicated to the issue of problem gambling. Additionally, according to a 2023 report detailing publicly funded problem gambling services in the United States conducted by the National Association of Administrators for Disordered Gambling Services (NAADGS), eight states do not have any funding for problem gambling prevention, treatment or recovery services, and many more report a disparity in funding for problem gambling services as compared to other mental health disorders.¹⁰

The following table explains updated data priorities and recommended data collection methods that NCPG suggests that all National Problem Gambling Helpline™ Network Contact Centers use to collect data within the network. Updates to recommended measures were made in consultation with Omni Institute, utilizing analysis of write-in responses to current measures and examination of data gaps. Standardized and consistent data and reporting will support the field in identifying trends, supporting quality assurance of services, and ensuring services are meeting needs. Additionally, advocacy efforts to increase funding and services for individuals, families and communities facing gambling-related harm.

Contact Information

The priorities and guidelines below outline the recommended priority areas for data collection. This is NOT an exhaustive list. NCPG recognizes the wide spectrum of resources and helpline support for problem gambling across the country. In accordance, we developed a basic set of recommended data points for

¹⁰ Problem Gambling Solutions, Inc. (2024). 2023 Budget Update of Publicly Funded Problem Gambling Services in the United States. <https://naadgs.org/wp-content/uploads/2024/06/2023-Budget-Update-of-Publicly-Funded-Problem-Gambling-Services-USA.pdf>

collection by contact centers. Contact centers are encouraged to collect additional data/information based on their community’s needs and as determined by their administration.

Previous Measure	Updated Measure
Date and Time of Contact	<i>No change</i>
<p>Reason for Contact:</p> <ul style="list-style-type: none"> ● Seeking help/information ● Seeking lottery/casino/gambling-specific information ● Hang-up/prank/wrong number ● Other (list) 	<p>Reason for Contact:</p> <ul style="list-style-type: none"> ● Seeking Help/Support/Resources ● Seeking Lottery/Casino/Gambling-specific Information ● Seeking Information about the Helpline ● Hang-up/Prank/Wrong Number ● Unknown or Unwilling to Share ● Other (list)
<p>Method of Contact:</p> <ul style="list-style-type: none"> ● Call ● Text ● Chat message 	<i>No change</i>
<p>Contact Outcome:</p> <ul style="list-style-type: none"> ● Referral to treatment ● Referral to peer support ● Sent educational information ● Warm transferred to crisis services ● Warm transferred to appropriate state call center (for out of state calls) ● Other (list) 	<p>What resources or supports were provided to the contact?</p> <ul style="list-style-type: none"> ● Referral to Treatment (e.g., counseling, outpatient/inpatient programs, or other clinical services) ● Referral to Peer Support (e.g., Gamblers Anonymous, SMART Recovery, family groups, etc.) ● Sent Educational or Informational Resources (e.g., general resources such as fact sheets, financial harm reduction tips, tips on supporting a loved one, etc.) ● Warm Transfer to Crisis Services (i.e., specialist stayed on the line and connected the contact to 988 or other emergency/crisis support due to safety concerns) ● Warm Transfer to State Call Center (i.e., specialist on the line and connected the contact directly to a state or regional gambling support line) ● Provided Information About the Helpline (e.g., explained types of help available, confidentiality, how the helpline operates, etc.) ● Provided Information on Gambling Blocking Tools (e.g., Gamban, BetBlockers, or state self-exclusion programs) ● Provided Emotional Support (e.g., chatter/caller just wanted to talk or wanted in-the-moment support) ● No Resources/Supports were Provided/Resources Refused ● Other (Specify)

Were language translation services used during this contact?

No change

- Yes
- No

Individual Information and Demographics

As a best practice for engagement, the data points gathered below should be collected during your conversation with the contact, not asked in survey form. If you have not received all this information through conversation, it's acceptable to ask the contact if they are willing to answer a few basic questions before the contact is ended.

Previous Measure

Contact Relationship:

- Gambler (self)
- Spouse/partner
- Parent
- Child
- Gambler (self)
- Spouse/partner
- Parent
- Child

Updated Measure

Contact Relationship:

- Gambler (self)
- Spouse/partner
- Parent
- Child
- Sibling
- Extended family
- Friend/Peer
- Service Provider/Professional
- Gaming Operator/Professional
- Other (not listed above): _____
- Info Unattainable

Age of Contact¹¹:

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Info Unattainable

Age of Contact¹¹:

- 12 and under
- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Info Unattainable

¹¹ It's recommended that contact centers use the age categories listed below. These categories are closely aligned with the information collected by the US Census and would allow for whole population comparisons.

Gender: Which of the following do you identify with?

- Man/Cisgender Man
- Transgender Man
- Woman/Cisgender Woman
- Transgender Woman
- Non-Binary
- Gender Identity Not Listed
- Info Unattainable

Gender: Which of the following do you identify with?

- Man/Cisgender Man
- Woman/Cisgender Woman
- Transgender or Non-binary
- Gender Identity Not Listed
- Info Unattainable

Primary/Native/First Language of Contact:

- Arabic
- Bengali/Hindi/Urdu
- Chinese (including Cantonese, Mandarin and other varieties)
- English
- French (including Patois, Cajun, Creole, Haitian)
- Korean
- Spanish or Spanish Creole
- Tagalog
- Vietnamese
- Other (Please specify)

Primary/Native/First Language of Contact:

- Arabic
- Bengali/Hindi/Urdu
- Chinese (including Cantonese, Mandarin and other varieties)
- English
- French (including Patois, Cajun, Creole, Haitian)
- Korean
- Spanish or Spanish Creole
- Tagalog
- Vietnamese
- Other (Please specify)
- Info Unattainable

Race and Ethnicity (check all that apply)

- American Indian or Alaska Native (Navajo Indian, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, etc.)
- Asian (Chinese, Vietnamese, Filipino, Korean, Asian Indian, Japanese, etc.)
- Black or African American (African American, Nigerian, Jamaican, Ethiopian, Haitian, Somali, etc.)
- Hispanic, LatinX, or Spanish (Mexican/Mexican American, Salvadorian, Puerto Rican, Cuban, Dominican, Colombian, etc.)
- Middle Eastern or North African (Lebanese, Syrian, Iranian, Moroccan, Egyptian, Israeli, etc.)
- Native Hawaiian or Other Pacific Islander (Native Hawaiian, Tongan, Samoan, Fijian, Chamorro, Marshallese, etc.)
- White (German, Italian, Irish, Polish, English, French, etc.)
- Other (please specify)
- Info Unattainable

No change

Service Status

- Civilian, No Military
- Current/Active Military
- Reservist
- Retired Military
- Info Unattainable

No change

Education Attained by Contact

- High school diploma or equivalent
- Completed some college/trade certification
- Associate degree
- Bachelor's degree
- Completed an advanced degree
- Info Unattainable

Education Attained by Contact

- Less than a high school diploma/equivalent
- High school diploma or equivalent
- Completed some college/trade certification
- Associate degree
- Bachelor's degree
- Completed an advanced degree
- Info Unattainable

Gambling Information

As a best practice, the data points gathered below should be collected during your conversation with the contact, NOT asked in survey form. If you have not received all this information through conversation, it's acceptable to ask the contact if they are willing to answer a few basic questions before the contact is ended. For those items for which you cannot answer, or the contact refused, the options should be "unknown" and "refused to answer/share" respectively.

Previous Measure

Motivation to Reach Out: What motivated you to reach out today?

- Encouraged by family member or friend
- Financial Struggles
- Legal Concerns
- Mental Health Concerns
- Relationship Problems
- Suicidal Thoughts
- Work Problems or Encouraged by Employer
- Other (list)
- Info Unattainable

Updated Measure

Motivation to Reach Out: What motivated you to reach out today? (check all that apply)

- Encouraged by family member or friend
- Financial Struggles
- Legal Concerns
- Mental Health Concerns
- Relationship Problems
- Family Problems
- Suicidal Thoughts
- Work Problems or Encouraged by Employer
- Other (list)
- Info Unattainable

Gambling Types: Most problematic form(s) of gambling (check all that apply): What is your most problematic form(s) of gambling?

- Bingo
- Card games
- Craps, cee-lo or any other dice games
- Fantasy sports
- Horse or dog races
- Lottery games
- Online poker, social casinos or other type of online gambling
- Pull-tabs, tear offs or break open tickets
- Raffle tickets
- Roulette
- Slots, VLTs or any other type of gaming machine
- Sports betting

Most problematic form(s) of gambling: What are your most problematic form(s) of gambling? (check all that apply):

- Card Games (blackjack, poker, baccarat, etc.)
- Table Games (roulette, craps, dice games, wheel games, etc.)
- Slots / Electronic Gaming Machines (e.g., slot machines, skill games, fish table games, VLTs, keno machines, reels)
- Lottery & Draw Games (scratch tickets, pull-tabs, raffles, keno draws, bingo, etc.)
- Sports Betting (e.g., sports bets, fantasy sports, horse/dog racing)
- Online & App-Based Gambling (e.g., online poker, sweepstakes casinos, Facebook casino, 1xBet, etc.)
- Video Games & Digital Item Gambling (Steam skins, loot boxes, Roblox, etc.)

- Other (list)
- Info Unattainable

- Speculative / Outcome-Based Betting (e.g., stock market day trading, options/futures, crypto speculation, unusual event wagers, etc.)
- Prediction Market Betting (i.e., sports, entertainment, politics, or other outcomes via prediction market platforms)
- Collectibles & Card Pack Gambling (e.g., Pokémon packs, sports cards, trading card packs, blind boxes, Mystery Boxes, Card Breaks, etc.)
- Casual / Informal Social Betting (i.e., friendly wagers, dares, small-money bets with friends or family – not on sporting events or card games)
- Animal Fighting (e.g., cockfighting, dog fights, illegal animal betting, etc.)
- Other (not listed above): _____
- Unspecified or Unknown (Info Unattainable)

Primary Means of Gambling Access: Where do you typically access gambling activities?

- Online
- On property
- Other (please list)
- Info Unattainable

Gambling Setting: Where do you typically access gambling activities? (check all that apply)

- In-person / Licensed Gambling Venue (i.e., physical casino, cruise ship, gambling hall, or betting kiosk at sporting event)
- In-Person / Unlicensed or Illegal Venue (e.g., underground poker room, street dice games, organized house games, animal fighting pit, etc.)
- Bar, Store, or Convenience Locations (e.g., machines or games at bars or restaurants, items purchased at a store, gas stations, etc.)
- Community / Organizational Setting (e.g., church, community organizations, membership clubs such as VFW, Moose Lodge, booster raffles, etc.)
- Online / App-Based Gambling (i.e., websites, apps, or social casino platforms)
- Home / Social Setting (i.e., informal gambling with friends/family)
- Video Games (i.e., gambling in digital games or platforms)
- Other / Unspecified (setting unknown or not specified)

Helpline Information & Quality Assurance

It's important to determine how contacts find Helpline information so that we can increase awareness. If the information has not already been collected, the contact should be asked how they found out about the helpline at the end of the contact.

Previous Measure

Updated Measure

How did you hear about the helpline?*No change*

- During the self-exclusion process
- Internet Search
- Slot machine, lottery ticket, or other physical gambling location
- Social media
- Sports betting app/website
- Television Advertisement

- Word of Mouth
- Other (please specify)
- Info Unattainable

As best practice, it's expected that all contact centers measure customer satisfaction with the support they received during the contact (call/text/chat). The example below is a very basic question that can be used to measure contact satisfaction. The key here is to measure the contact's satisfaction with the support they received. Additionally, contact centers could add questions about their satisfaction with the staff person's service, technology, etc.

How satisfied are you with the support that you received today?*No change*

- Satisfied
- Not Sure
- Dissatisfied
- Info Unattainable