



National Conference
on Gambling Addiction &
Responsible Gambling 2025

National Problem Gambling Helpline Trends and Insights: 2024

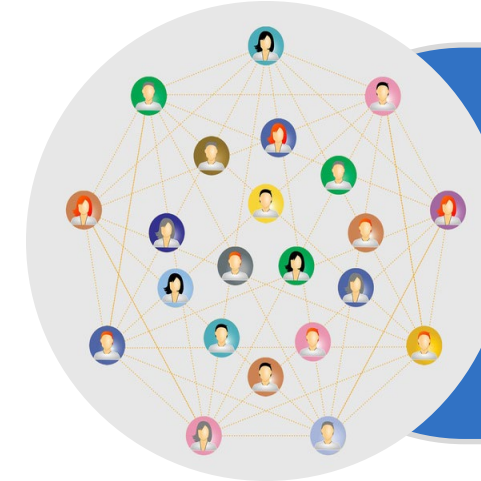
Helpline Symposium 2025: Challenges, Trends, and Transformation
July 16, 2025

Presented by Problem Gambling Solutions, Inc.

Acknowledgements



Helpline Contact Centers



NCPG Affiliates



State Administrators



Service Providers



Helpline Data



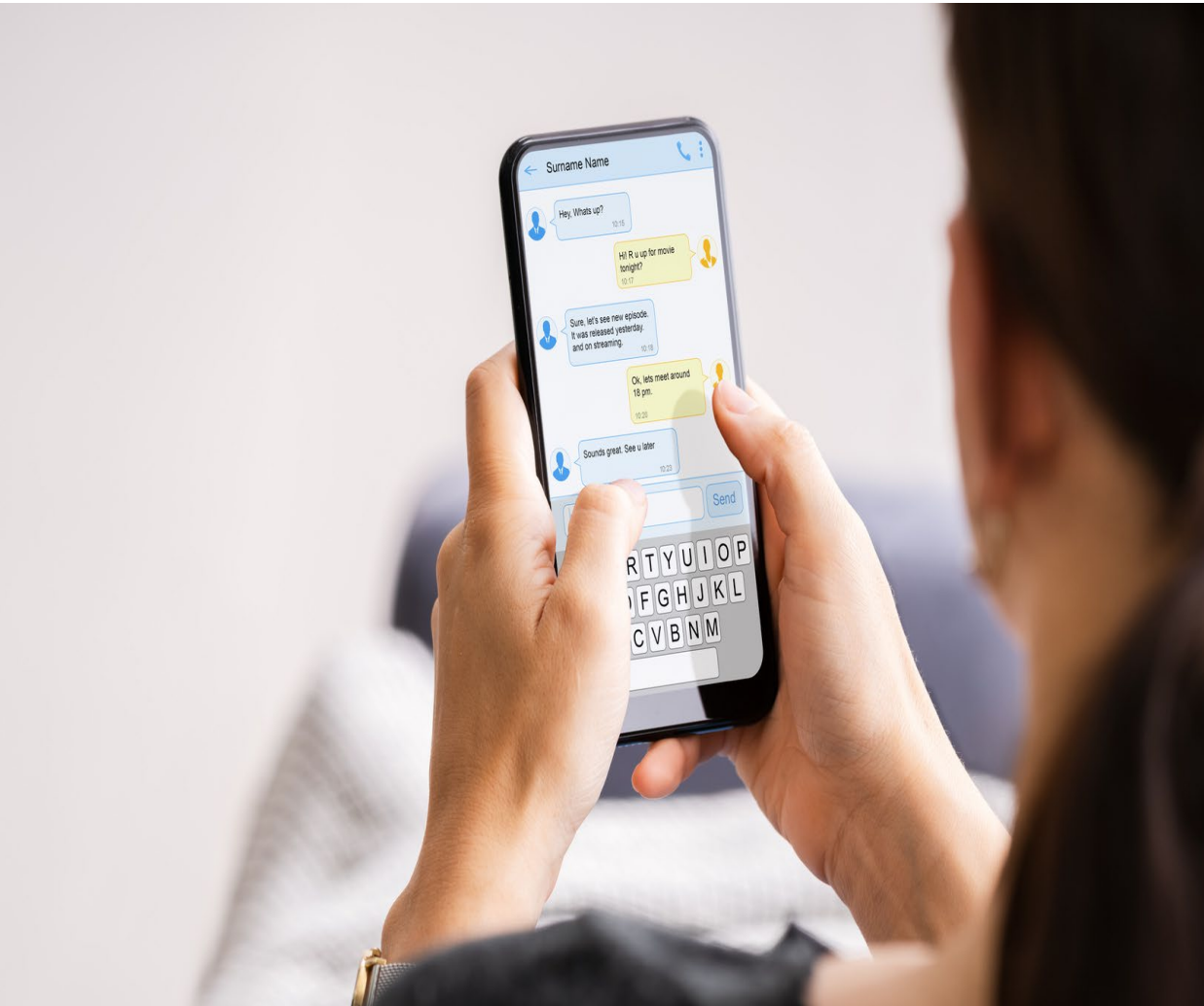
National Problem Gambling Helpline Chats & Texts

Chats and texts routed through the National Problem Gambling Helpline Network



National Problem Gambling Helpline Calls

Helpline calls routed through the National Problem Gambling Helpline Network



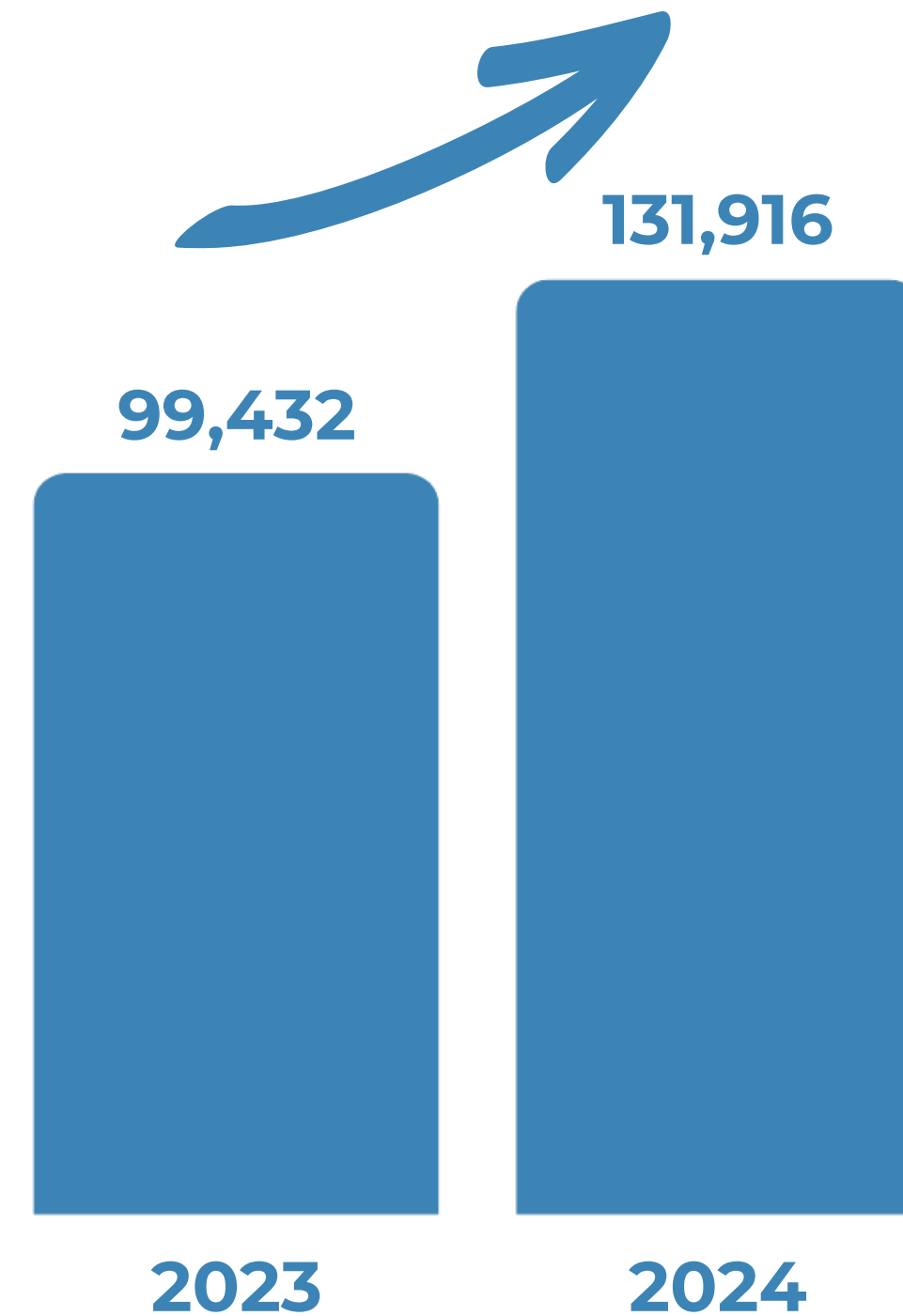
State-Provided Helpline Contact Center Data

Helpline contact center data provided by participating states



National Problem Gambling Helpline Demand Is Growing Faster Than Gambling Activities

- Volume of helpline calls, chats, and texts have increased **33%** between 2023 and 2024.
- In comparison, commercial casino, iGaming, and sports wagering revenues have grown by 4%, 20%, and 24% respectively.*

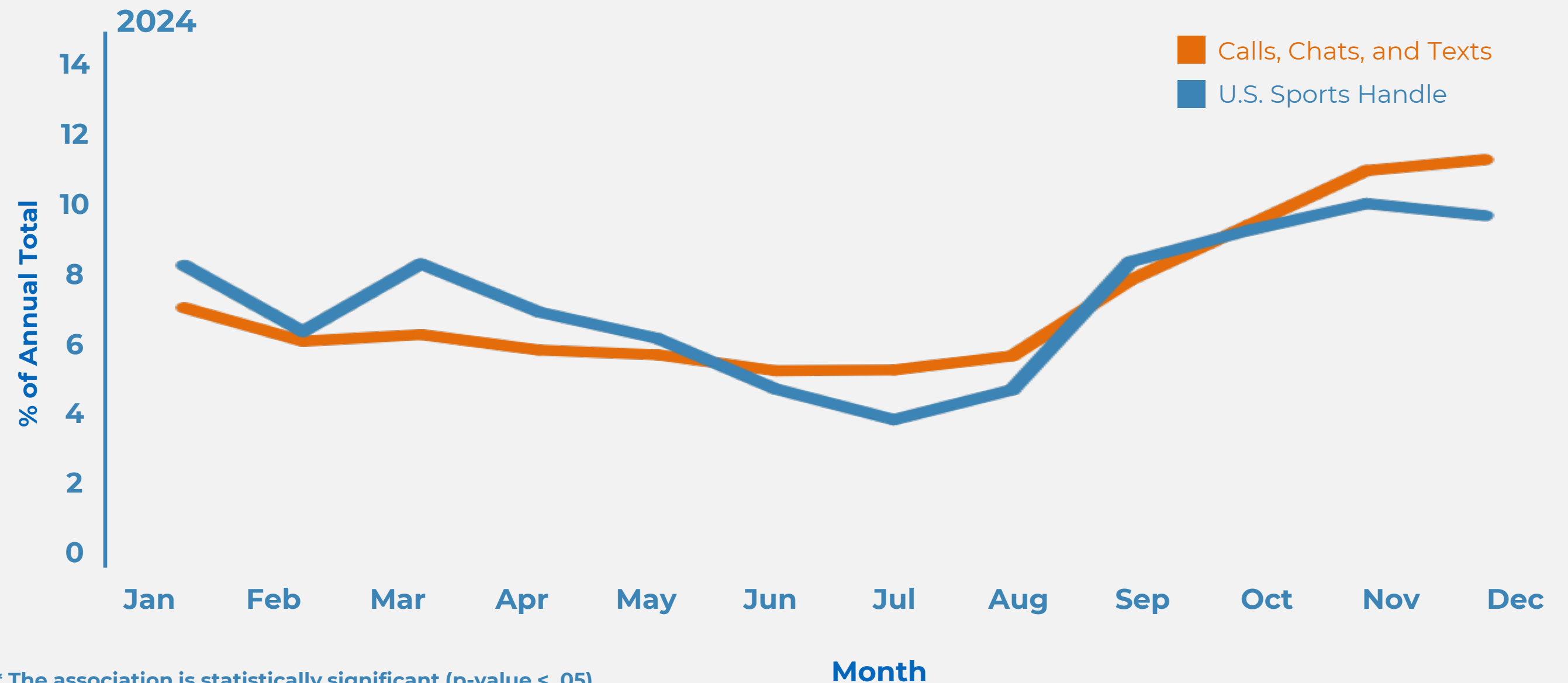


National Problem Gambling Helpline Volume Tracks with Sports Wagering



- National Problem Gambling Helpline activity shares 74% of its variation with U.S. Sports Handle.*
- Call activity was 2.75 times higher on the Super Bowl (2/11/2024) compared to average February call volume.

National Problem Gambling Helpline Activity Vs Sports Wagering Handle*



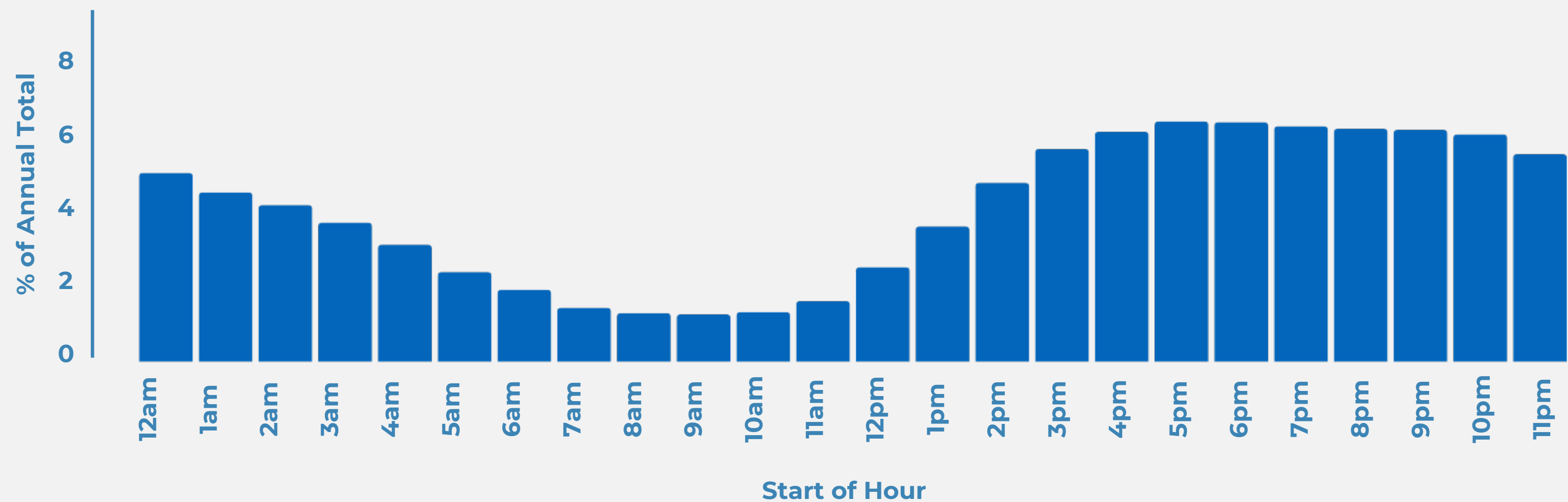
Help-Seeking Behavior Intensifies As The Day Progresses



National Problem Gambling Helpline call volume follows a rhythm, with the lowest activity in the morning hours and a sharp increase in the afternoon and evening.

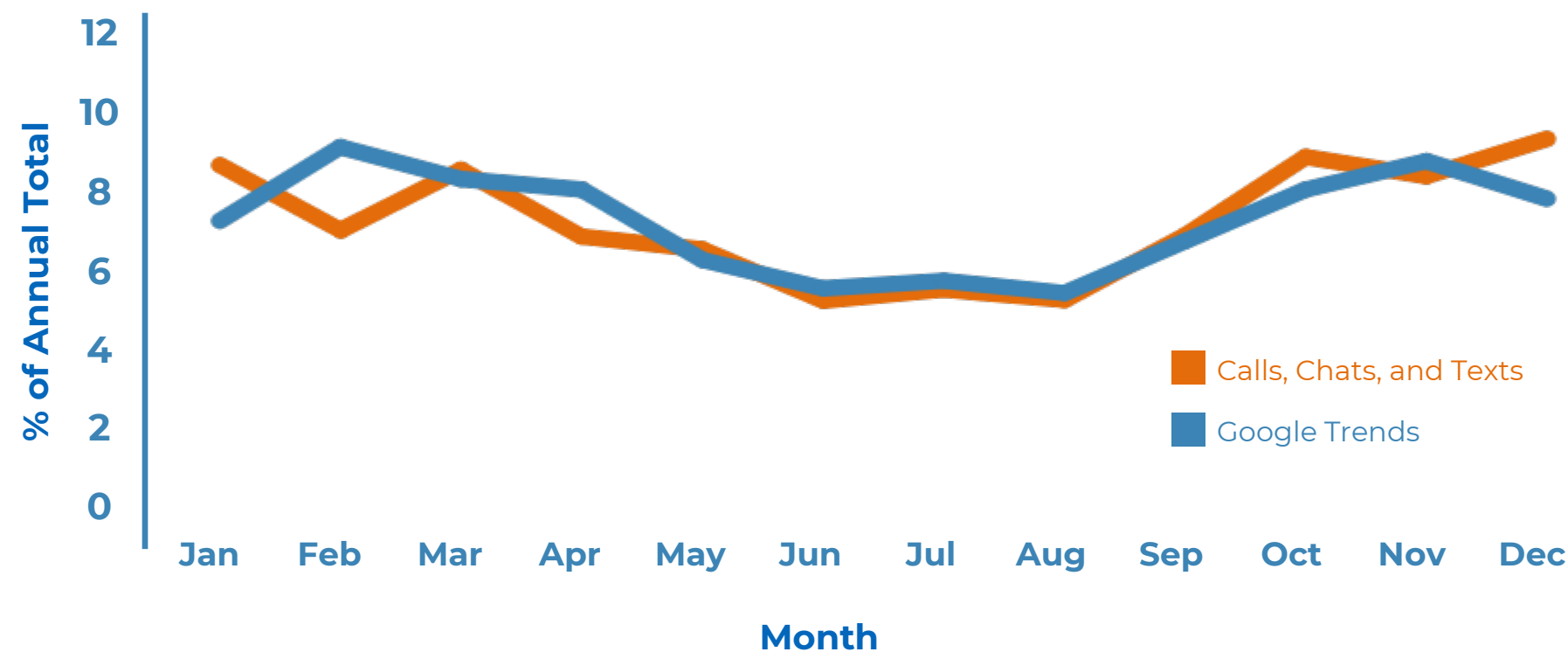
The observed pattern suggests that outreach efforts may be more effective during late-day and evening hours, aligning with the times people may be most open to reaching out.

National Problem Gambling Helpline Call Activity by Time of Day (2024)



Cross-Channel Indicators of Problem Gambling Help-Seeking Behaviors

National Problem Gambling Helpline Calls versus Google Searches Related to Problem Gambling (2023)*,**



Multichannel Help-Seeking Signals

The positive association between helpline calls and Google searches on problem gambling highlights how individuals may seek support through multiple channels, or alternatively, how different people may favor different communication pathways.

Google Trends Data

Google Trends is a tool that analyzes the popularity of search queries in Google Search across time and geography, showing how interest in a particular topic has increased or decreased.

* 2024 Google Trends data is not available, so 2023 is used instead.

** The association is statistically significant (p-value < .05).

Resource Strain From High-Need Calls

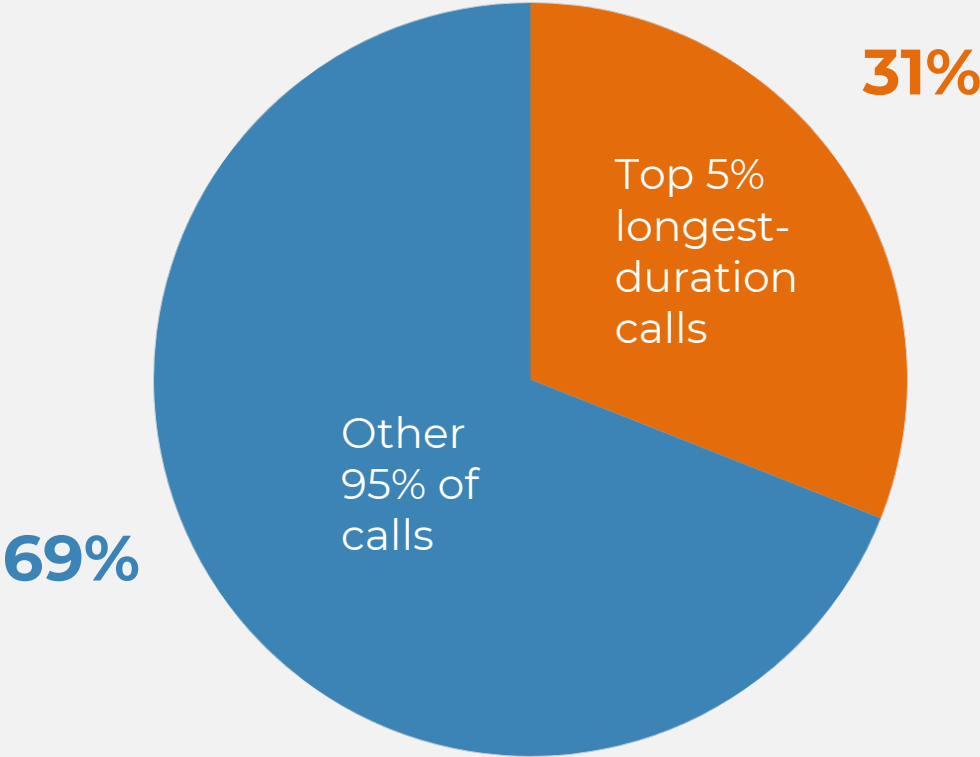
Average Duration Of Call

2024



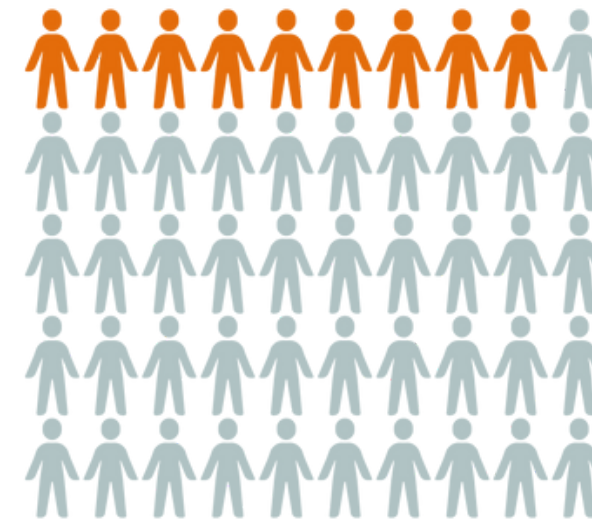
Total Call Time

2024



High-Volume Texters and Helpline Capacity (2024)

A **frequent texter** is an individual who initiates repeated contacts with the helpline via text, often consuming a disproportionate share of the total text volume.



18% of individuals are frequent texters...



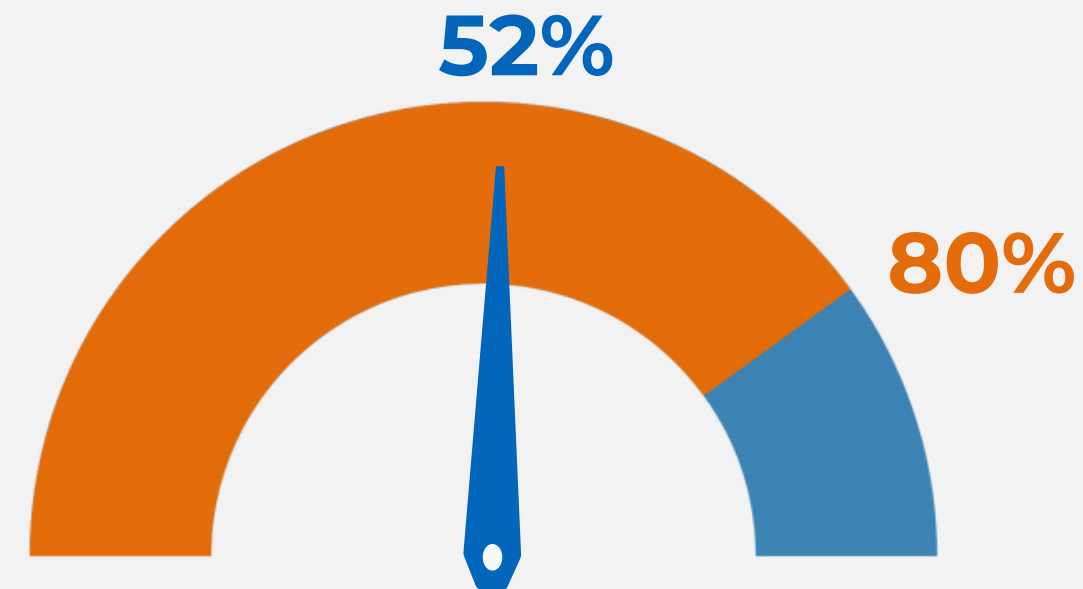
... who represent 32% of all texts

Service Level Benchmark: Achieving The 80% in 5-Minute “Standard” (2024)

Average Chat / Text Response Time Is **7.8** Minutes.

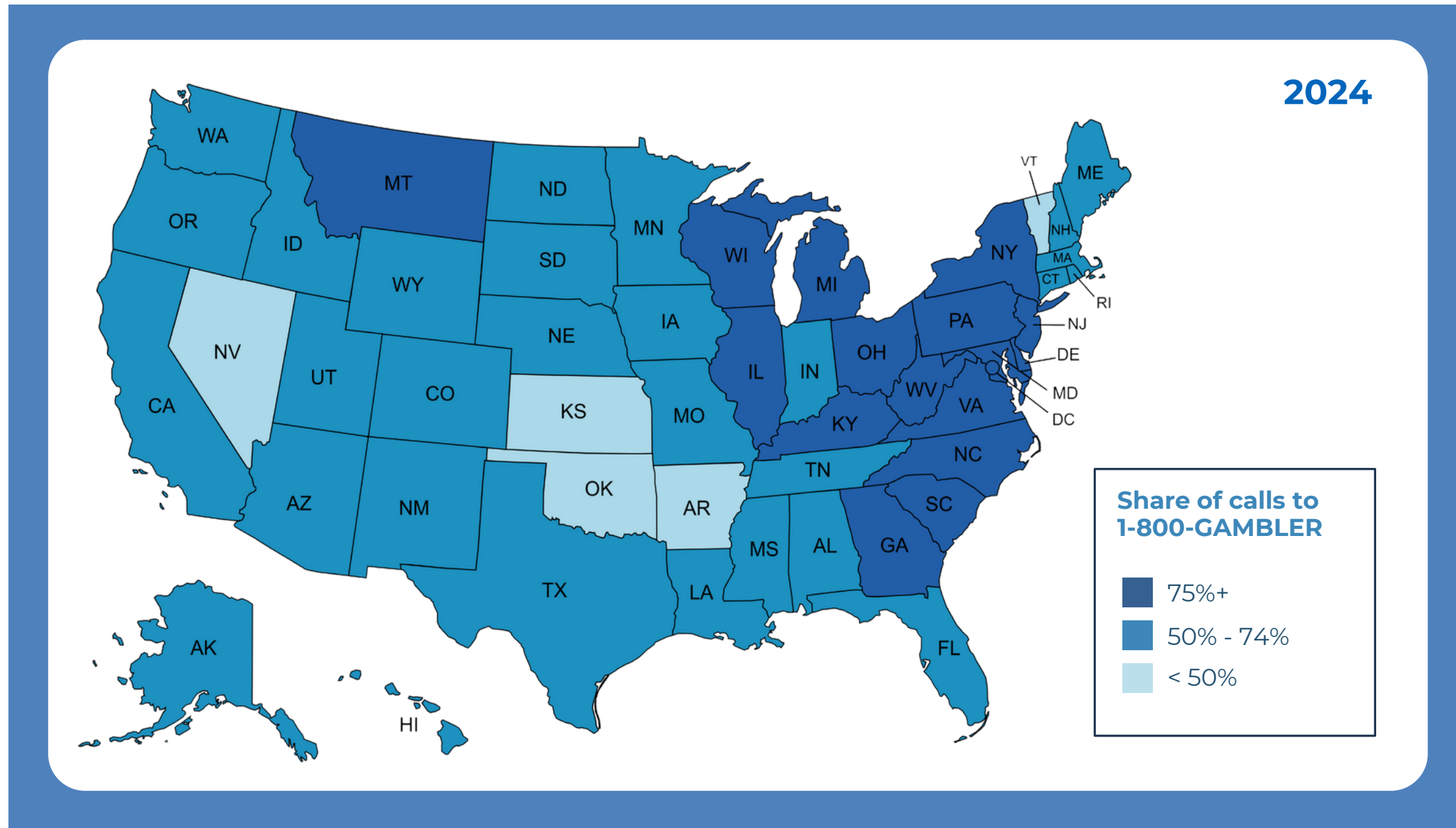


% of Chats and Texts Answered Within 5 Minutes



 Common Benchmark

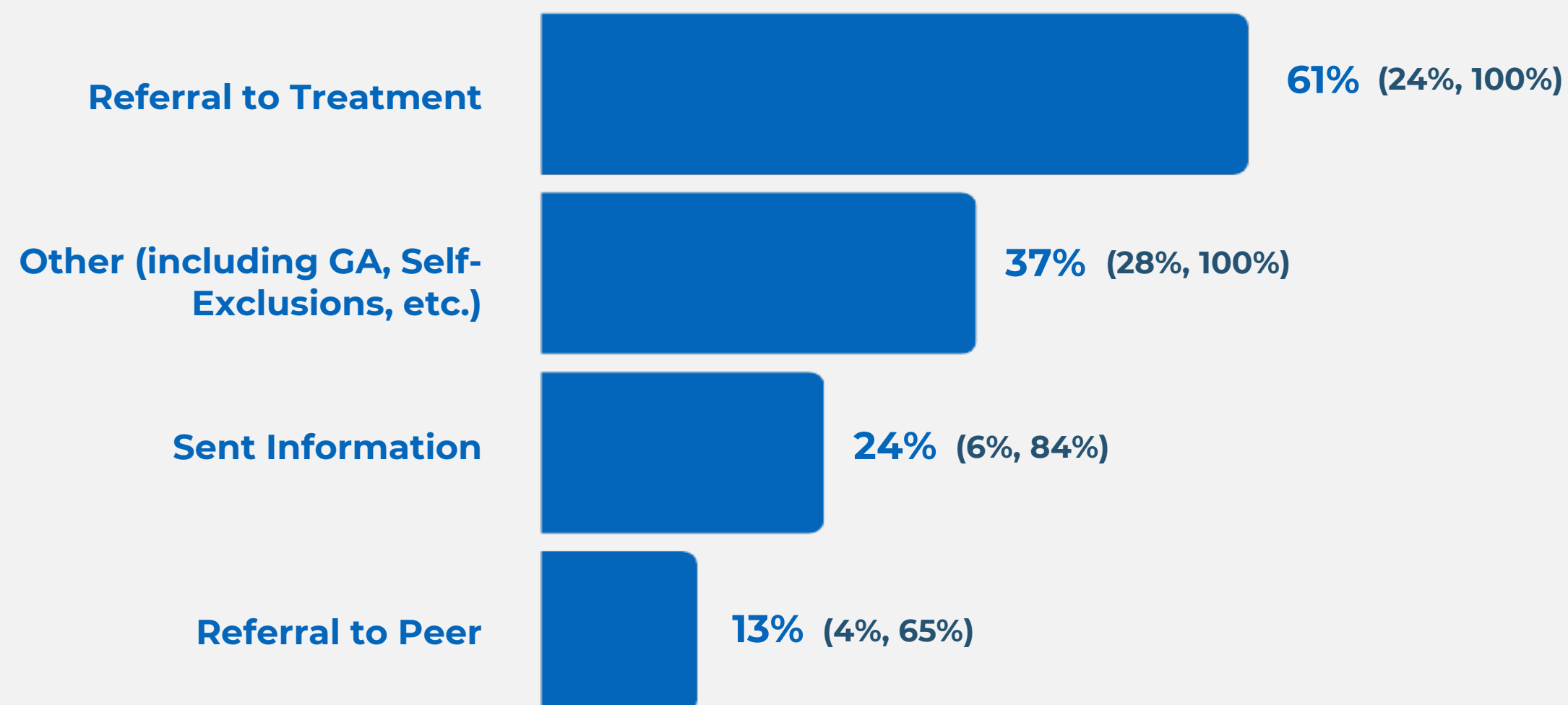
Percent of National Problem Gambling Helpline Calls from 1-800-GAMBLER*



The National Problem Gambling Helpline routes calls from both 1-800-GAMBLER and 1-800-522-4700, although only 1-800-GAMBLER is actively promoted. In 2024, about 33% of states had 75% or more of callers dialing 1-800-GAMBLER, 57% of states had between 50% and 74%, and 10% had fewer than 50% of callers using the promoted number.

The Journey Of Helpline Calls

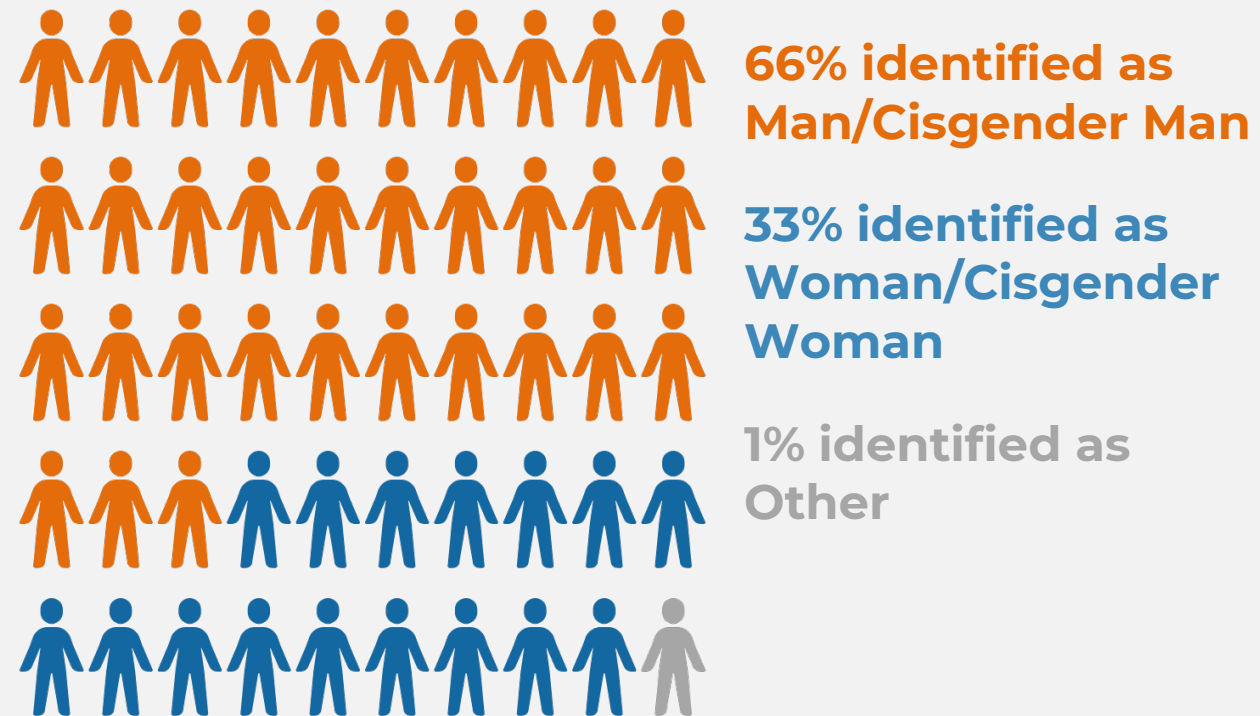
Overall State Call Outcomes (2024), (Low, High)



Gender Mix On the Helpline

Gender Identification

Overall (2024)



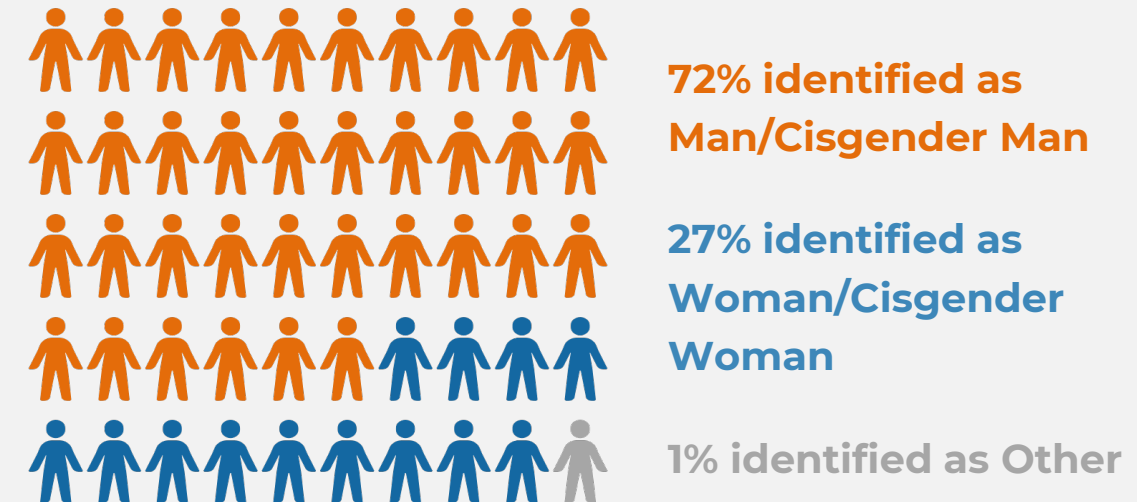
Variation in State Averages

Man/Cisgender Man: 89% to 54%

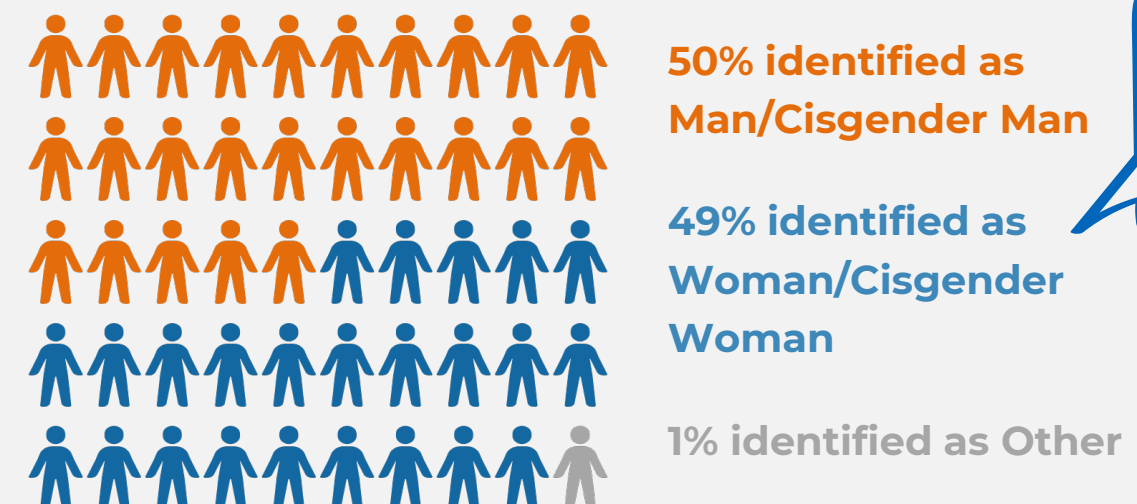
Woman/Cisgender Woman: 29% to 45%

Other: Insufficient data

Person Who Gambles



Concerned Other

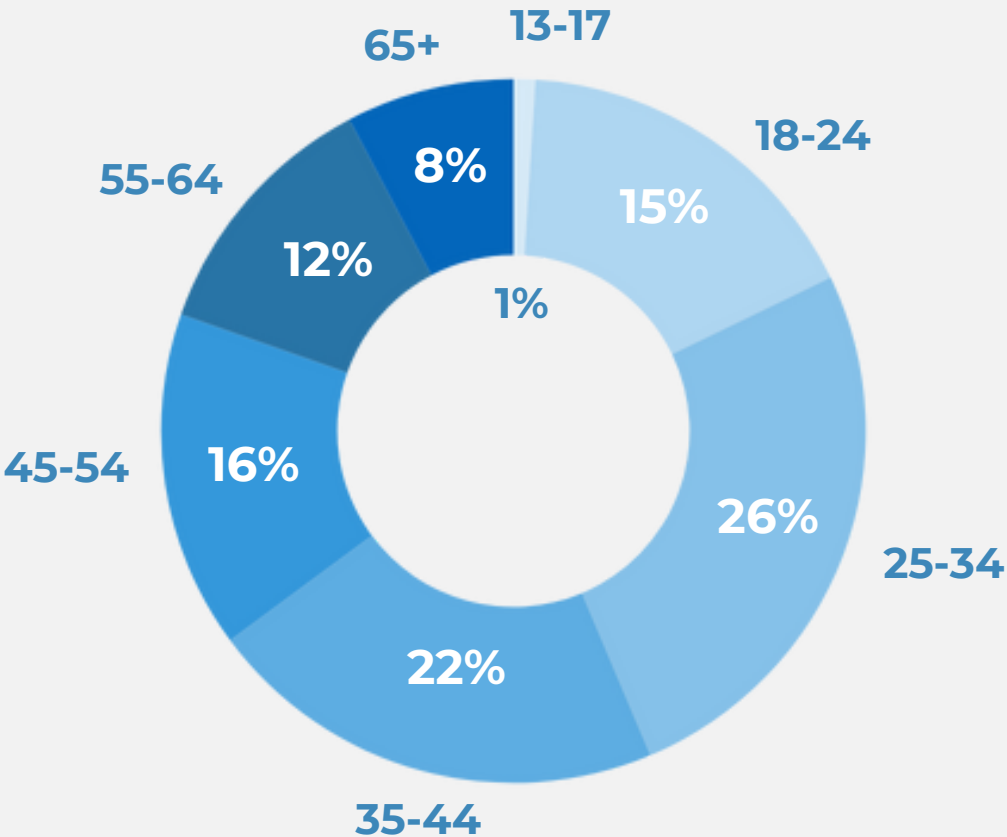


Concerned Others are disproportionately Woman/Cisgender Woman

Who's Reaching Out? Age and Education

Age Category

Overall (2024)

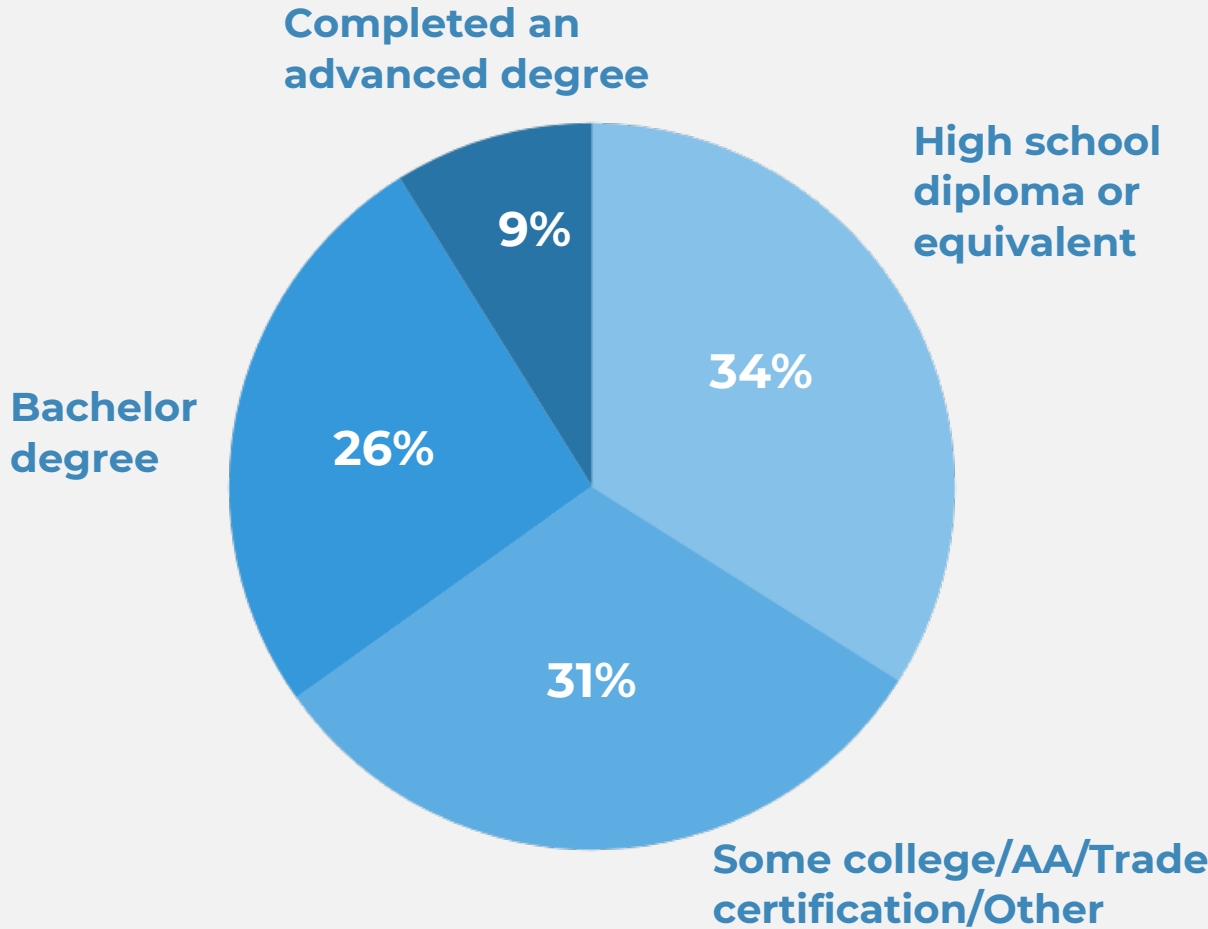


Variation in State Averages

Overall average age was 40, with a low of 34 and a high of 48 years old across states.

Educational Attainment

Overall (2024)



Variation in State Averages

High school diploma or equivalent: 26% to 44%
Some college/AA/Trade Certification: 19% to 47%
Bachelor degree: 18% to 30%
Completed an advanced degree: 6% to 17%

Diverse Voices On The Helpline

Diversity Index

Overall (2024)

51

vs

49

**National Problem Gambling
Helpline Sample**

State Populations

The Diversity Index (DI) of the National Problem Gambling Helpline sample of states is 5% higher than that of the states' overall populations, indicating that the callers reflect slightly greater racial and ethnic diversity.

Diversity Index

The Diversity Index used by the U.S. Census Bureau measures the likelihood that two people chosen at random will belong to different racial or ethnic groups. A higher Diversity Index means a greater chance that residents come from varied backgrounds.



**THANK
YOU!**



NCPG

National Council on Problem Gambling

NCPG QA Testing

tbdSolutions

National Conference on Gambling
Addiction & Responsible Gambling 2025

PROJECT GOALS AND METHODOLOGY



QA Testing Based on NCPG Network Standards

TBD Solutions (TBDS) worked with NCPG to develop 11 Quality Measures based on the NCPG Network Standards

- ✓ Services Not Denied
- ✓ Referrals
- ✓ Appropriate Boundaries
- ✓ Empathy
- ✓ Active Listening
- ✓ Knowledge of Grief/Loss & Isolation/Loneliness
- ✓ Communications Skills
- ✓ Collaborative Problem-Solving
- ✓ Knowledge of Gambling
- ✓ Knowledge of Addiction and Mental Health
- ✓ Suicide Risk Assessment



TBDS Developed a Persona and Script for Contact Center QA Testing

- **Persona:** Sports betting enthusiast
- Feels restless or irritable when trying to stop
- Repeated, unsuccessful attempts to quit or cut back
- Often gambles when feeling distressed
- Frequently returns to gambling after losses to try to win back money
- Conceals the extent of gambling through dishonesty

PROJECT GOALS AND METHODOLOGY

QA Testing Based on NCPG Network Standards



Calls were made to the individual Contact Centers' inbound number to mimic routing from the National Problem Gambling Hotline

PROJECT GOALS AND METHODOLOGY

QA Testing Based on NCPG Network Standards

Caller provided local information:

- County
- City
- Zip Code

PROJECT GOALS AND METHODOLOGY

QA Testing Based on NCPG Network Standards



Sample Prompts Used to Elicit Responses

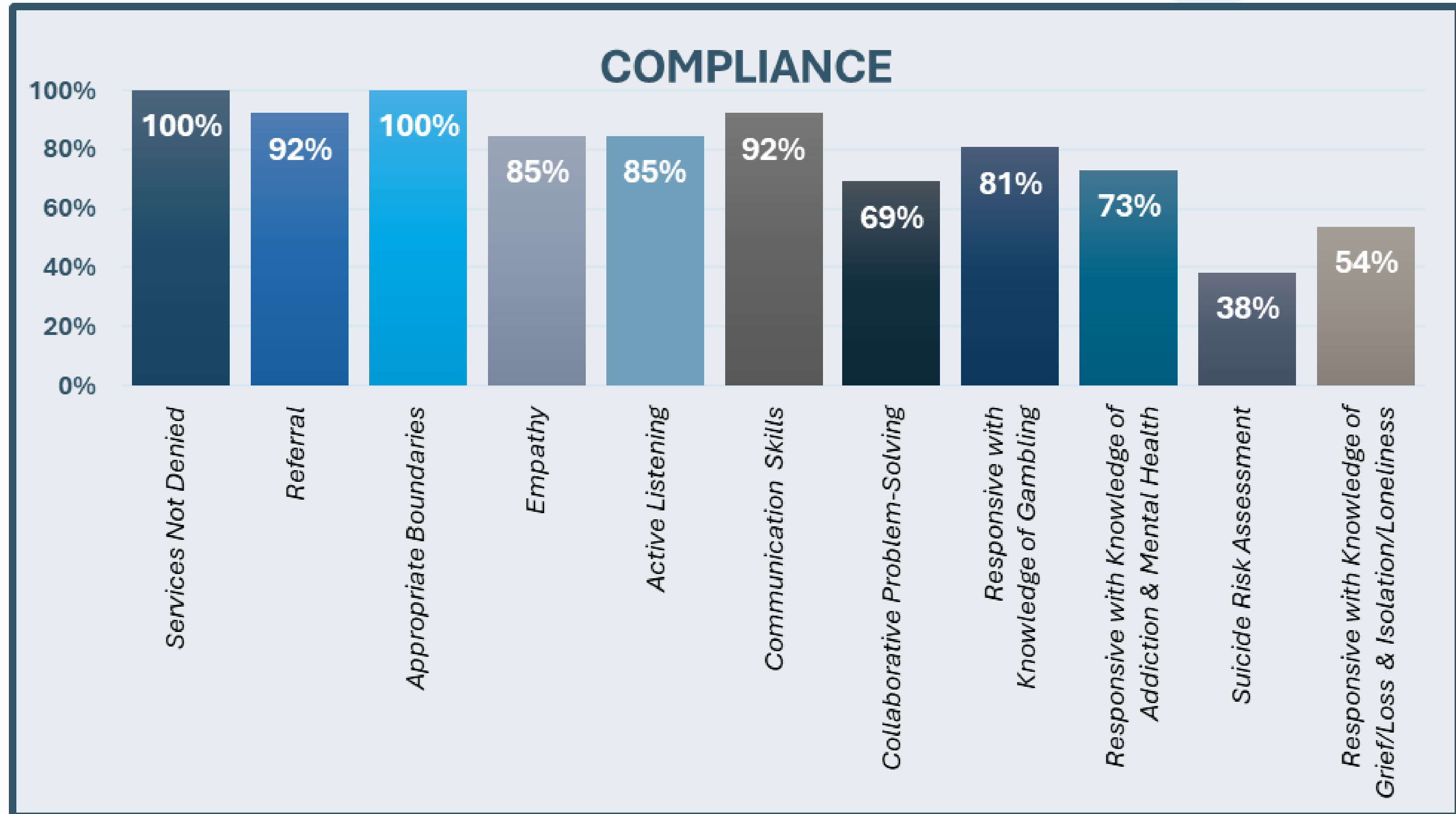
“
Where can I get
counseling?
”

“
Is there
something wrong
with me?
”

“
Why is it so hard
for me to stop
gambling?
”

“
Do you have advice
for how I should talk
to my family about my
gambling problem?
”

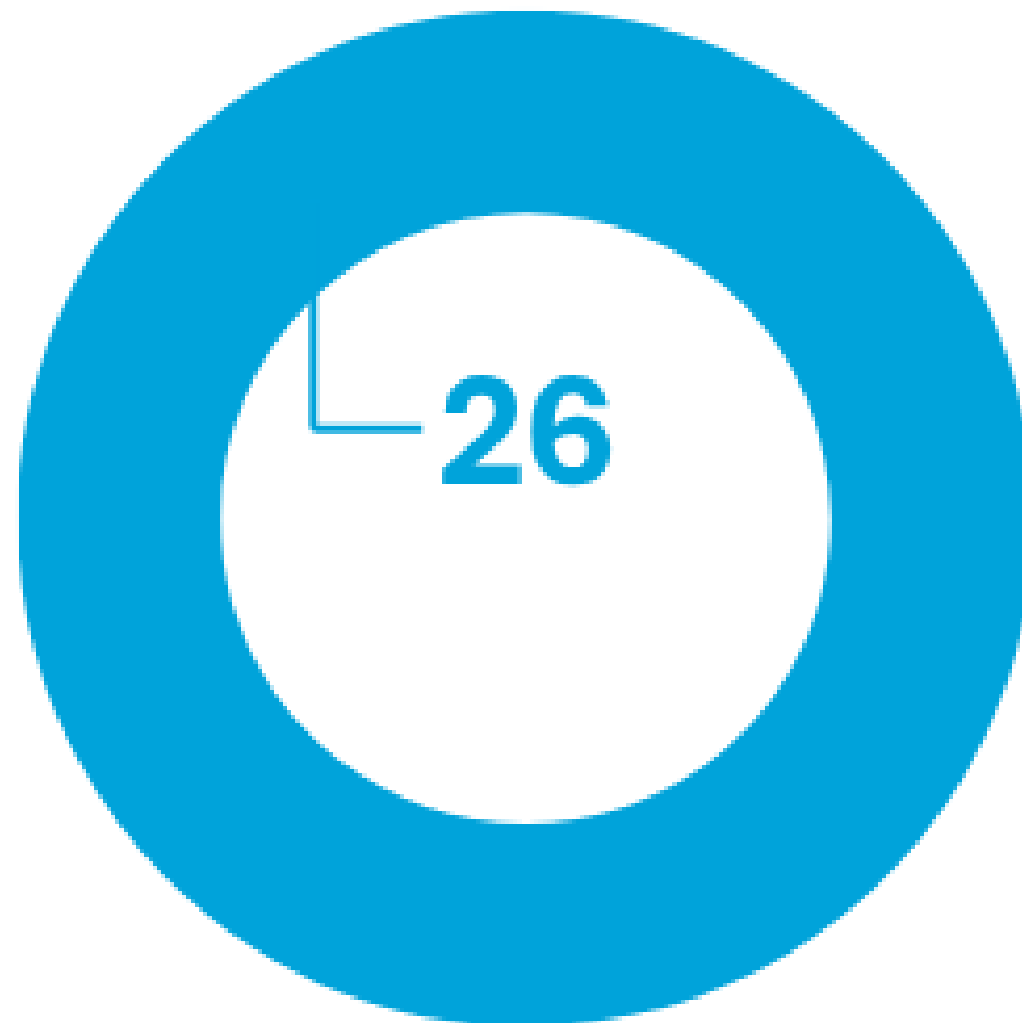
Quality Assurance Testing Results



Denial & Referral Findings

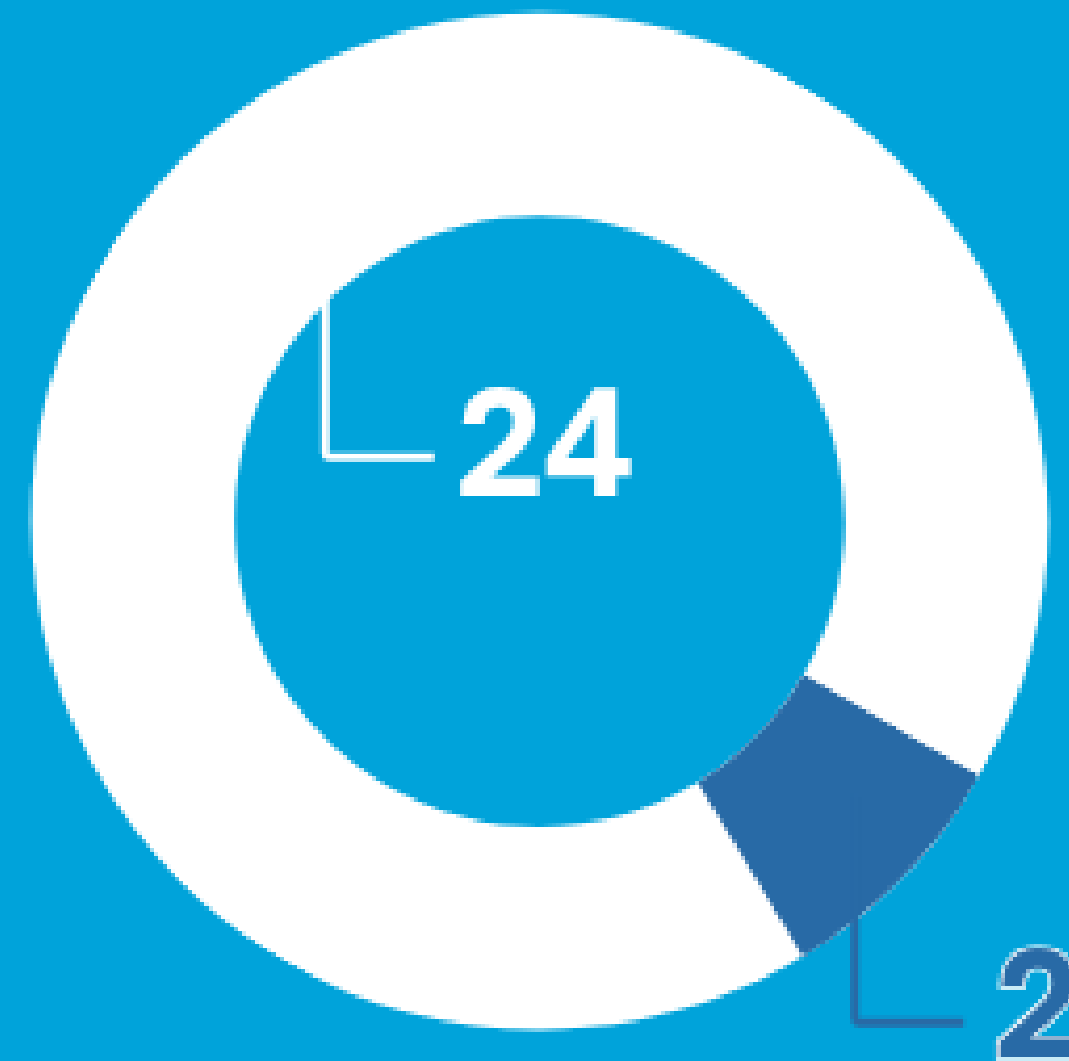
SERVICES NOT DENIED

● YES ● NO

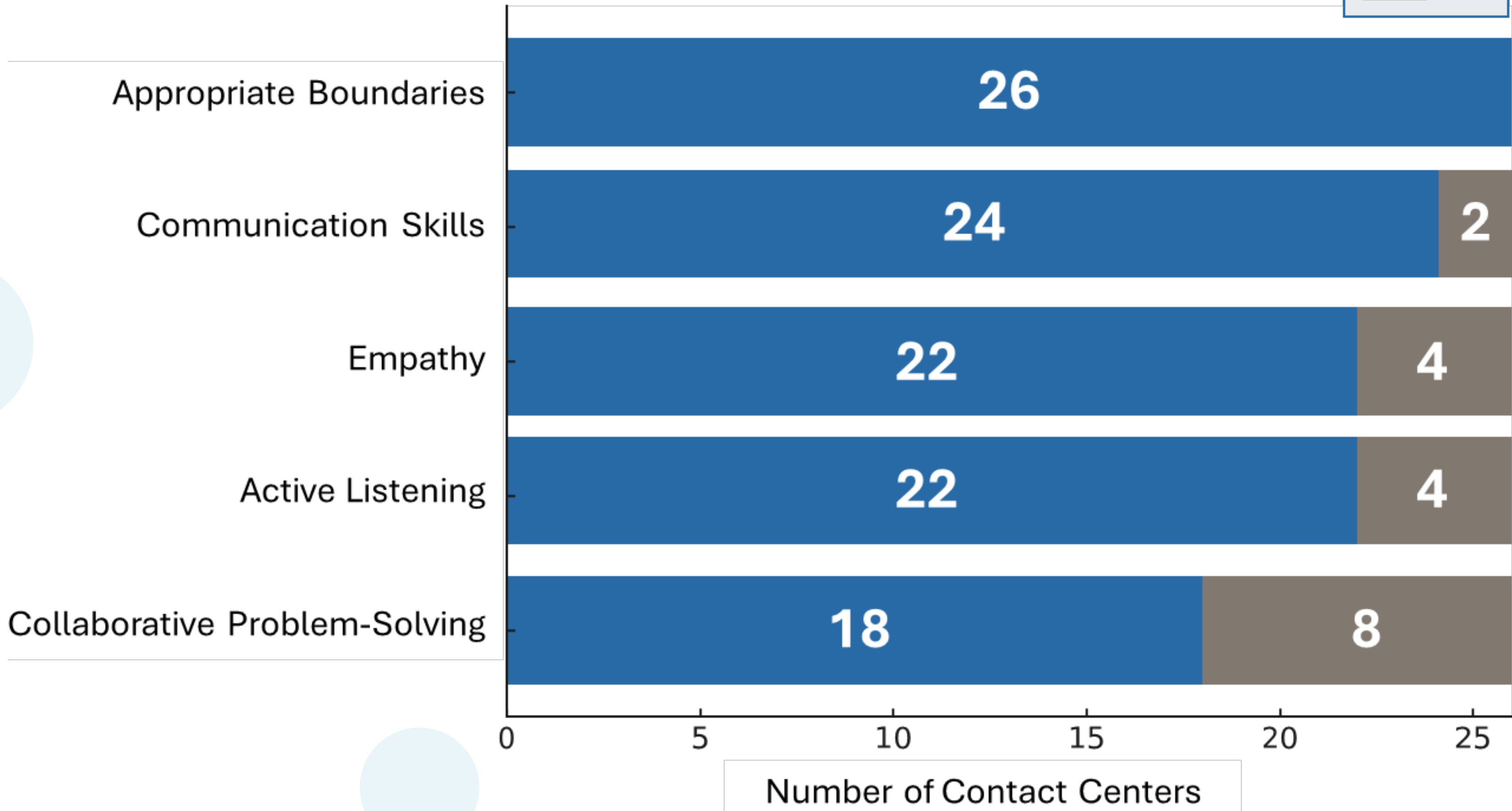
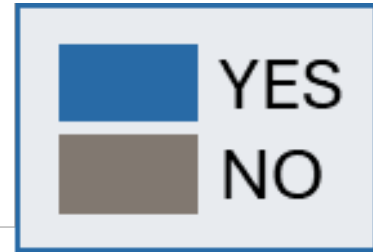


REFERRALS

● YES ● NO



HELPLINE SKILLS COMPLIANCE



CONTENT KNOWLEDGE COMPLIANCE



Gambling Knowledge

21

5

Addiction and
Mental Health Knowledge

19

7

Grief/Loss and
Isolation/Loneliness Knowledge

14

12

Suicide Risk Assessment

10

16

0

5

10

15

20

25

Number of Contact Centers

DISCUSSION QUESTIONS



Do NCPG Network Standards lay out clear quality expectations?

- If not, how can quality expectations be clarified?

Should the caller experience be consistent across call centers?

- If so, what steps can be taken to standardize the call sequence?
- What impact, both positive and negative, would this standardization bring?

Should equal priority and attention be given to the National Problem Gambling Helpline's goals to provide support, information, and referrals to callers?

- If not, how should goals be prioritized, and which goals warrant greater attention?
- What does that look like over the course of a call?
- Is it reasonable to expect information and referral centers to meet the goal of giving support, beyond being a source of information about local resources and services?



DISCUSSION QUESTIONS



What training methods can be employed to help call takers enhance helpline skills?

What strategies will help call takers translate content knowledge gained in training to practical help for callers over the course of a conversation?

What information is being gathered by call centers to assess whether the caller is in crisis?

How can expectations for suicide risk assessment be made clear?



THANK YOU!

Brent Zomerlei

 @tbdsolutionsinc

 BrentZ@TBDSolutions.com

 www.tbdsolutions.com

 877.823.7348

