

Who Calls, Chats, and Texts, and Why? A 2025 Helpline Story



Data that informs stronger, more responsive support systems

The Scale

More people are reaching out, and staying engaged longer

A Growing Conversation: In 2025, the National Problem Gambling Helpline™ responded to 377,410 contacts, reflecting rising demand and increasing complexity of support needs.

Key Metrics

92%

348,793 calls

5%

17,966 chats

3%

10,651 texts

What's Changing

Digital channels (chat/text) are growing at a rapid rate

377,410

The Why

Primary Motivations

Financial challenges 69.54% (highest reported)

Mental health concerns 35.04%

Relationship issues 18.56%

Who is Reaching Out

89% seeking help for their own gambling

Financial stress is now the leading driver of help-seeking.

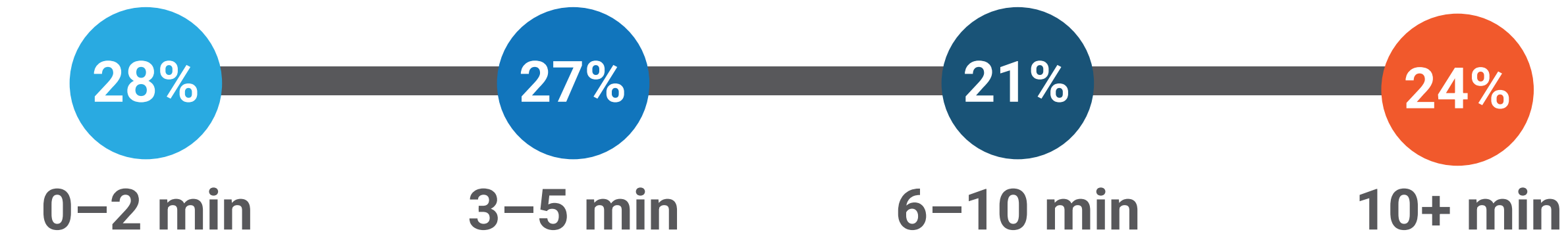
The Interaction

Increasing Engagement

- ✓ Contact durations have steadily increased since 2016
- ✓ Indicates more complex needs and deeper engagement

Average Response Times (Chat/Text):

Faster average response time: 7.67 minutes



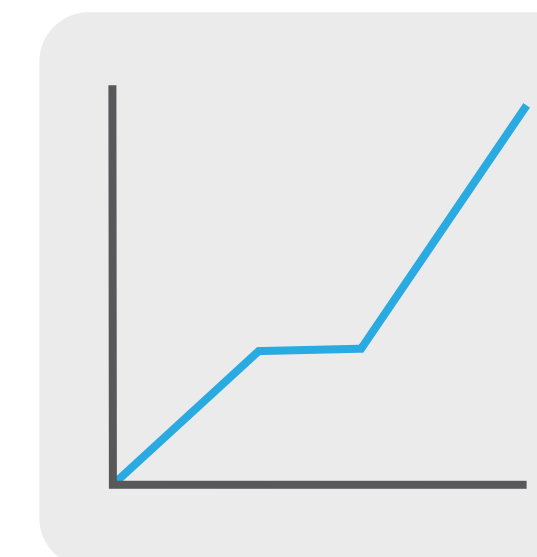
Contact duration

248,434 contacts sustained ≥60 sec

Real-time voice support remains critical, even as digital grows.

The People

A Changing Audience



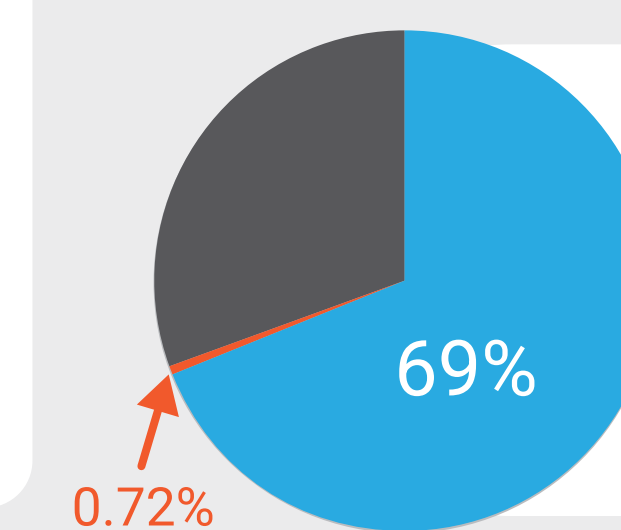
Contacts are becoming more racially and ethnically diverse

49%

51%

Nearly half (49%) are ages 18–34

Increased contacts from youth (13–17) and older adults (65+)



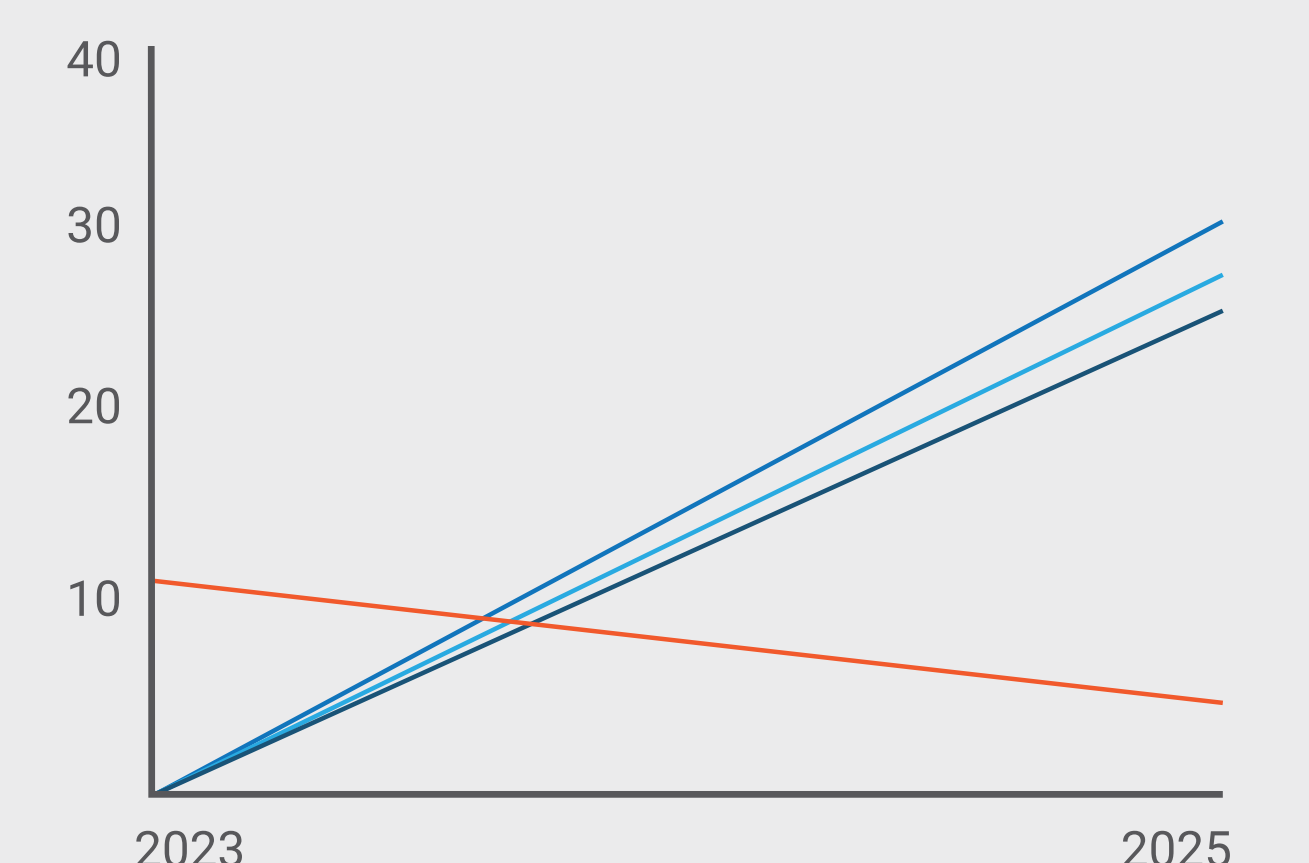
69% men, with increasing gender diversity (0.72% transgender/non-binary)

The Behavior

Shifting Behaviors of Help-Seekers*

- Online/app-based gambling: 32.2% ↑
- Sports betting: 28.34% ↑
- Card games: 27.73% ↑
- Traditional forms (e.g., slots/machines) declining ↓

*Important Context △ Emerging gambling types likely underreported due to data limitations



As access changes, so do the ways people experience harm.

The Context

External Drivers Matter: Contact spikes align with major sporting events especially Super Bowl and basketball postseason. *Overlapping events make precise attribution challenging

Data Considerations: Incomplete call data (Oct–Dec 2025)

Help-seeking patterns mirror the broader sports gambling environment, likely reflecting both increased need during peak events and greater visibility of helpline resources through event-related marketing.

The Future

Looking Ahead

- 🎧 Increase support for 1-800-MY-RESET
- 📋 Strengthen specialist training and consistent, high-quality support
- 📊 Further standardize and unify data collection systems
- 👁️ Improve tracking of emerging and non-traditional gambling behaviors

Stronger data



Stronger support



Better outcomes



Data Sources: RouteTrust (National Problem Gambling Helpline™ phone provider), iCarol (chat/text software partner), National Problem Gambling Helpline™ Network (state admins and contact centers participating in the network)

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