



The State of Problem Gambling in 2023 — *The Sports Gambling Legalization Effect*

Statewide Numbers from the Problem Gambling Helpline Calls in January

- There has been a 227% increase in helpline calls from January 2022 vs. January 2023*.
- There has been a 135% increase in helpline calls from December of 2022 (the last month prior to legalization) vs. January 2023, the first month of legalized sports betting.
- The Problem Gambling Helpline received an average of about 48 calls per day in January 2023, vs. 20 calls per day in December 2022 and 15 calls per day in January 2022.
- Warm transfer line calls increased 66% from December 2022 vs. January 2023.
- Total chats increased 45% from December 2022 vs. January 2023.

**Some of the increased calls have been the result of two things: a planned major marketing push to raise awareness of the Problem Gambling Helpline prior to the legal launch of sports betting; and confusion caused by the gambling industry ads regarding “free” money after bets are placed.*

Demographic Numbers

- Of those callers reporting their age, more callers are coming from younger age demographics of 18-34 year-olds.
- In January 2023, Cleveland had 3 times as many calls as Columbus and Cincinnati.

Psychographic Numbers

- The top two reasons for calling were financial and family problems.
- The top types of gambling reported were daily fantasy sports, casinos, sports betting, and lottery products.
- People who develop gambling problems are doing so more quickly. Of those calling, 48 reported having consequences in less than 1 year. In December 2022, that number was just 14.
- A 2017 study found casino gamblers and sports gamblers had the highest rates of being at risk for developing a problem with gambling: 24.0% and 24.3% respectively.
- Those with gambling problems also have higher risks of drug or alcohol use and mental health conditions, including thoughts of suicide.

Helpline Call Statistics — January 2023

(after Legalization of Sports Betting in Ohio)

BY COUNTY	HELPLINE CALLS	BY CITY	HELPLINE CALLS	AGES	HELPLINE CALLERS
Cuyahoga	193	Cleveland	145	1 to 17	1
Franklin	60	Cincinnati	50	18 to 24	29
Hamilton	51	Columbus	41	25 to 34	62
Montgomery	17	Akron	13	35 to 44	51
Butler	16	Dayton	12	45 to 54	23
Summit	14	Toledo	12	65+	32
Lucas	13	Euclid	7		
Lorain	10	Hamilton	7		
Clark	8	Springfield	5		
Portage	7	Lorain	4		
Trumbull	7	Mayfield Hts.	4		
Delaware	5	Parma	4		
Geauga	5	Reynoldsburg	4		
Mahoning	5				
Erie	4				
Greene	4				
Lake	4				

GENDER	HELPLINE CALLERS	CALLS TO THE HELPLINE YEAR-TO-YEAR	
Female	242	January 2022	456
Male	437	January 2023	1,492
Unknown	769		

WHAT PROMPTED THEM TO SEEK HELP	HELPLINE CALLERS	LENGTH OF GAMBLING PROBLEM	HELPLINE CALLERS	TYPES OF GAMBLING ACTIVITY	HELPLINE CALLERS
Financial problems	125	Less than a year	48	Daily fantasy sports	119
Family problems	53	1 to 3 years	45	Casino slots	67
Mental health problems	17	4 to 7 years	19	Sports betting	49
Unknown/would not disclose	15	8 to 14 years	13	Lottery scratch-offs	38
Job problems	5	15 or more years	14	Unknown/would not disclose	35
Substance abuse	5	Unknown/would not disclose	44	Lottery games (Pick 3, Powerball, etc.)	27
Physical health problems	2			Internet gaming	15
				Cards/dice (non-casino)	7
				Horseshoe betting	3
				Pull tabs (charitable gaming)	2
				Bingo	1
				Keno	1
				Stocks	1

Other Numbers (according to GeoComply)

- Ohio had 11.3 million sports betting transactions in the first two days of January, which was the most amongst the 20 states with legal mobile sports betting.
- Ohio ranked second in the nation for Super Bowl sports betting transactions at 12.6 million from 1.1 million accounts (trailing New York's 13.8 million).
- In the entire month of January, Ohio had more than 160 million sports betting transactions, with approximately \$1 billion being bet (the Super Bowl was approximately \$80 million of that).
- Ohio registered more than 784,000 unique accounts across the 16 live sportsbooks. There were more than 234,000 transactions between midnight and 1 am local time the first hour of legal sports betting.
- Cincinnati was Ohio's busiest sports betting city, totaling nearly 2 million geolocation transactions during the first two days of legalized betting. Columbus was second with just over 1 million transactions, followed by Cleveland with approximately 772,000.



The State of Problem Gambling Efforts in 2023

- Ohio for Responsible Gambling launched a new effort to educate Ohioans on the dangers of problem gambling and how to play responsibly. **Pause Before You Play** is a sub-set of **Get Set Before You Bet**, an award-winning problem gambling education effort from Ohio for Responsible Gambling. In January, over 10,000 individuals visited the Get Set Before You Bet website, and 388 people took an online quiz to assess their gambling behavior.
- Ohio's Warm Transfer Project connecting gamblers in need of additional support increased 66% from December 2022 to January 2023.
- Since 2012, there have been approximately 7,491 participants in Time Out Ohio, which allows individuals to exclude themselves from sports gaming as well as Ohio's casinos and racinos. Time Out Ohio now allows for online enrollment in addition to in-person signups. January 2023 enrollment was up by 127% compared to the previous January. Current enrollment has more than twice as many males as females with a majority of those in the 21-50 age demographic.
- Evidence-based community education expanded in person and online, using best in class practices to help professionals and families identify problem gambling symptoms and care.

Problem Gambling Prevention, Workforce Development & Treatment Programming

Ohio continues to expand upon several programs that are showing effective outcomes in the areas of problem gambling prevention, workforce development and treatment programming.

SMART Bet is a training program for the 18 to 24-year-old population that helps promote responsible gambling, identify problem gambling, and offers participants information, resources, support, and guidance.

CampusCents Financial Wellness Program is a financial literacy program designed to prevent problem gambling for young adults aged 18 – 25. Managed by the Prevention Action Alliance, CampusCents is available on a learning management system (LMS), making the program flexible and cost-efficient. CampusCents is available 24/7/365 with no constraints on the number of participants that can complete the program at one time.

Risky Business is a six-session holistic prevention intervention, developed by the Substance Abuse Resources and Disability Issues (SARDI) Program with Wright State University. The Risky Business curriculum is six one-hour sessions that take at-risk youth, ages 13 to 17, through lessons on Decision Making, Violence, Gambling, Risky Sexual Behavior, Drug and Alcohol Myths, Facts, and Prevention.

Ohio Gambling Disorder Treatment Supervision Fellowship Program is an intensive 40-hour educational and supervisory program for clinicians certified in gambling disorder treatment. This program provides further training and expertise in the treatment of gambling disorder, case conceptualization, supervisory techniques, professional development such as presentations, webinars, research skills and hands-on learning about the Gambling Industry from operations and regulation partners. This program is being led by Fellowship facilitator Michael Rosen, LPCC-S, MA, of Cincinnati.

Problem Gambling Prevention, Workforce Development & Treatment Programming – continued

Gambling Disorder Case Presentations are offered by PGNO every other month. These webinars are for anyone new to treating Gambling Disorder or for anyone interested in hearing cases of clinical treatment. The webinars provide education on a problem gambling-related topic that matches the case to be discussed. A certified gambling counselor, and graduate of the Ohio Gambling Treatment Fellowship Program, presents a case and discusses screening tools, assessment and treatment strategies, similarities and differences between gambling and substance addictions and walks the audience through what a clinical encounter looks like. PGNO hosted 3 case presentations for a total of 108 participants.

Behavioral Based Network of Northwest Ohio: A Collaborative Support Strategy: Zepf Center, a behavioral health agency in Toledo, expanded its local problem gambling efforts to a regional network consisting of Wood, Hancock, Seneca, Sandusky, Wyandot, Williams, Defiance, Paulding, Fulton, Henry, Putnam, Ottawa, Erie, and Huron counties in SFY 2022. This initiative further builds on problem gambling prevention education, raises awareness across numerous platforms, expands professional development, provides support groups, and spreads the reach of numerous treatment and recovery services throughout Northwest Ohio.

National Awards

Ohio For Responsible Gambling has won more than 15 awards for its campaigns over the years. The most recent honor was the NCPG (National Council on Problem Gambling) 2022 Corporate People's Choice Award for the Get Set Before You Bet print public awareness message, for a sub-campaign that was developed specifically for the African American population.

