

2010

# Gambling Needs Focus Report



ANOVA Business Analysts

1/1/2010

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## Executive Summary

- ❖ Analysis was completed upon all calls made into Helpline Georgia for the reporting period of October 1, 2009 – September 30, 2010.
- ❖ Calls were analyzed at the state and regional level for the same reporting period.
- ❖ Calls were disseminated and analyzed at the state, region, county and city level for FY'09.
- ❖ A total of 11757 calls were analyzed for FY'10 for the entire state of Georgia. Calls recorded for Gambling related needs totaled 208 or 1.77% of the annual total call volume. Male and female callers were almost equivalent. Caucasians made up 49.52% of the callers with Gambling needs and African Americans made up 47.60%.
- ❖ Calls from the Employed made up 55.77% of total received for Gambling while calls from the Unemployed made up 27.88% of the volume. In the Age Range category, 88.94% of the calls were from the 19-59 age range.

## Methodology

11757 utilizable calls were collected from the Helpline for the period of October 1, 2000 – September 30, 2010 for the entire state.

A thorough and complete statistical analysis has been compiled, disseminated, and analyzed, with data being received in a 'raw' or untouched state. To be able to convert this raw data into a useful set of information, a series of statistical cleaning and repairing operations were performed.

"Utilizable" calls represent those calls that can yield a complete set of information required while performing statistical and analytical tests. Comparative analysis can only be achieved on 'clean', utilizable data only. Clean, utilizable data represents that which is thoroughly recorded at the time of the call. Data having missing or improbable data results cannot be used. Those calls possessing these issues are scrubbed from the final data set so as not to taint or skew results. This exercise is completed in an effort to avoid any Type 1 or Type 2 statistical errors that can essentially render a database irrelevant and .

Each test performed was completed individually on each dataset so as not to risk tainting each of the datasets. Certain specific state, regional, and county information was deemed important to obtain from the datasets to compare. The information gleaned from these tests will create a situation where caller behaviors, habits, and utilizations can be determined. Seasonal behavior can be identified when comparing the present year's datasets with all other past datasets. This knowledge has great implications for further marketing of the Helpline Georgia program, as well as pinpointing important areas within the state and cultural sub-sects of society that may require specialized assistance.

All data, both tabular and graphical, was created by ANOVA Business Analysts, LLC for the purpose of analyzing the calls from FY09 for HODAC, Inc. Please contact ANOVA Business Analysts with any questions at the following:

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ANOVA Business Analysts, LLC



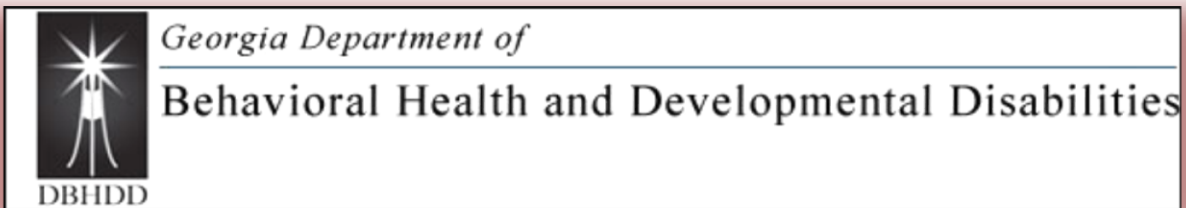
## About HODAC

HODAC Incorporated began as The Houston Drug Action Council in 1970, following the highly attended Byron Rock Festival, also known as the Atlanta International Rock Festival held in nearby Peach County. It became apparent through the Rock Festival that there was a great need for drug intervention programs to be implemented within the county and neighboring areas. Concerned citizens began looking at the problem of drug use amongst the youth of the county as well as rising teen pregnancy rates. In 1973, the Houston Drug Action Council was incorporated with a staff of fulltime help to combat the issues of concern within the region.

HODAC has maintained that priority one was to help children of the region who are having problems in their homes, children who are abused, delinquent, dealing with pregnancy or with drug use. As needed, HODAC's program menu of services have increased as needs were identified. One of these programs included Gateway Cottage, a transitional shelter for women with children who are coming out of drug and alcohol treatment facilities. Other services include Student and Family Prevention programs where counselors work with high risk children in dealing with an array of problems such as conflict resolution and anger management; Teen Pregnancy Prevention Program and Teen Headquarters, designed to assist teens with the prevention of becoming pregnant and offering alternative activities to reduce the number of juvenile crimes. HODAC also offers a Victim's Resource Center where comprehensive services are offered to crime victims and violence prevention education to the community.

As part of these services, HODAC also maintains and counsels those individuals who call into Helpline Georgia for a variety of services.

## About GA Department of Behavioral Health & Developmental Disabilities



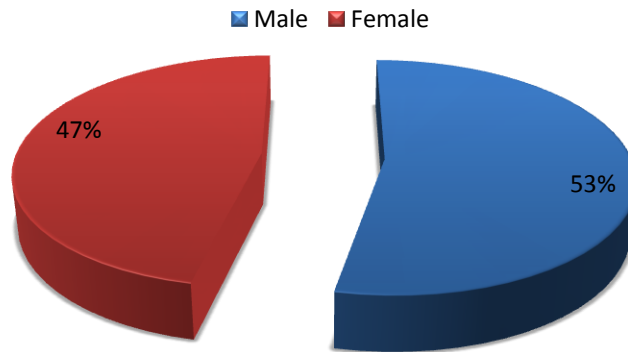
The DBHDD, a division of the MHDDAD (Mental Health, Developmental Disabilities and Addictive Diseases Department) administers mental health, substance abuse and crisis and emergency services through five Regions delineating the state of Georgia. In addition to Helpline Georgia, the DBHDD also oversees statewide mental health and well-being initiatives, develops new services and expands existing services as needed, monitors services received by consumers to ensure quality and access, investigates and resolves complaints and conducts special investigations and reviews when needed into the field of mental health, developmental disabilities and substance abuse.

## Demographics

### Gender

Gender	Calls	Percentage
Male	111	53.37%
Female	97	46.63%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

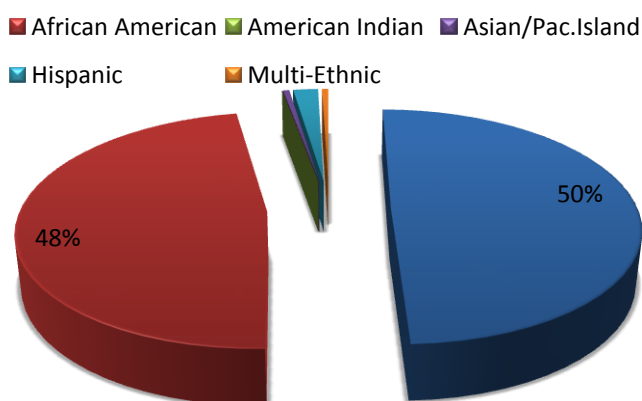
### Gender



### Ethnicity

Ethnicity	Calls	Percentage
Caucasian	103	49.52%
African American	99	47.60%
American Indian	0	0.00%
Asian/Pac.Island	1	0.48%
Hispanic	4	1.92%
Multi-Ethnic	1	0.48%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

## Ethnicity

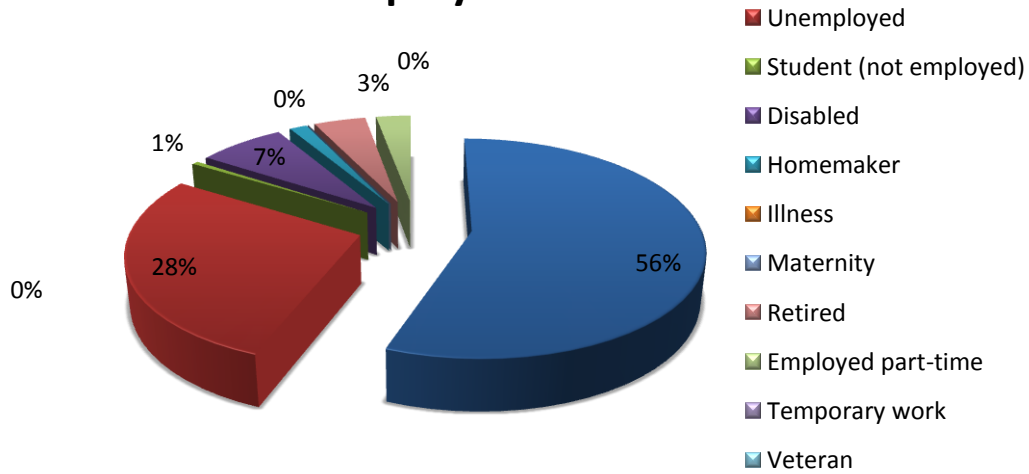


Caucasians realized a slight majority in the volume of calls into Helpline Georgia for Gambling needs. An overwhelming 97.12% of calls were logged by Caucasians or African Americans.

## Employment Status

Employment Status	Calls	Percentage
Employed full-time	116	55.77%
Unemployed	58	27.88%
Student (not employed)	1	0.48%
Disabled	15	7.21%
Homemaker	3	1.44%
Illness	0	0.00%
Maternity	0	0.00%
Retired	9	4.33%
Employed part-time	6	2.88%
Temporary work	0	0.00%
Veteran	0	0.00%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

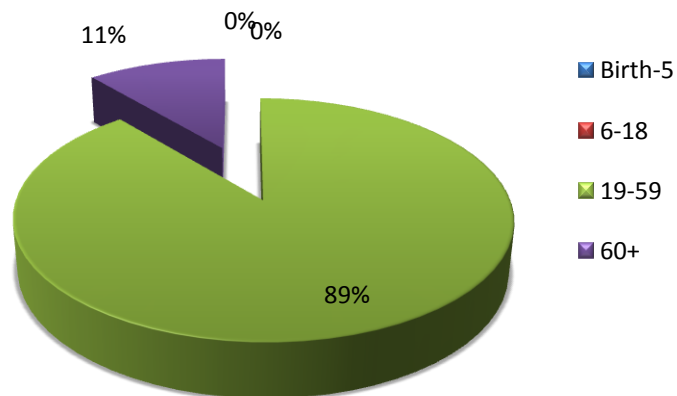
## Employment Status



## Age Range

Age Range	Calls	Percentage
Birth-5	0	0.00%
6-18	0	0.00%
19-59	185	88.94%
60+	23	11.06%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

## Age Range

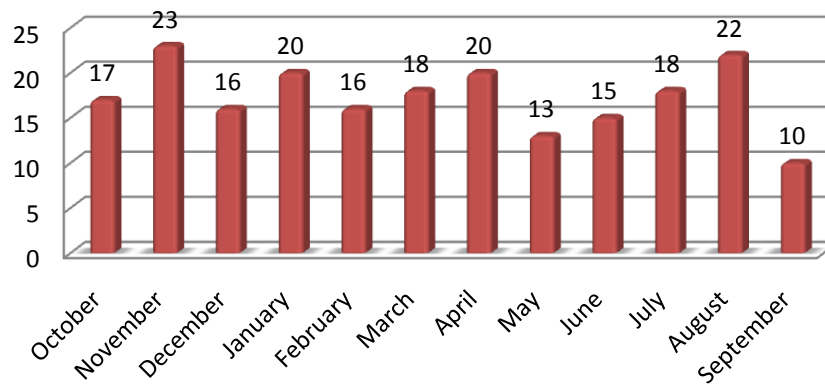




## Calls by Month

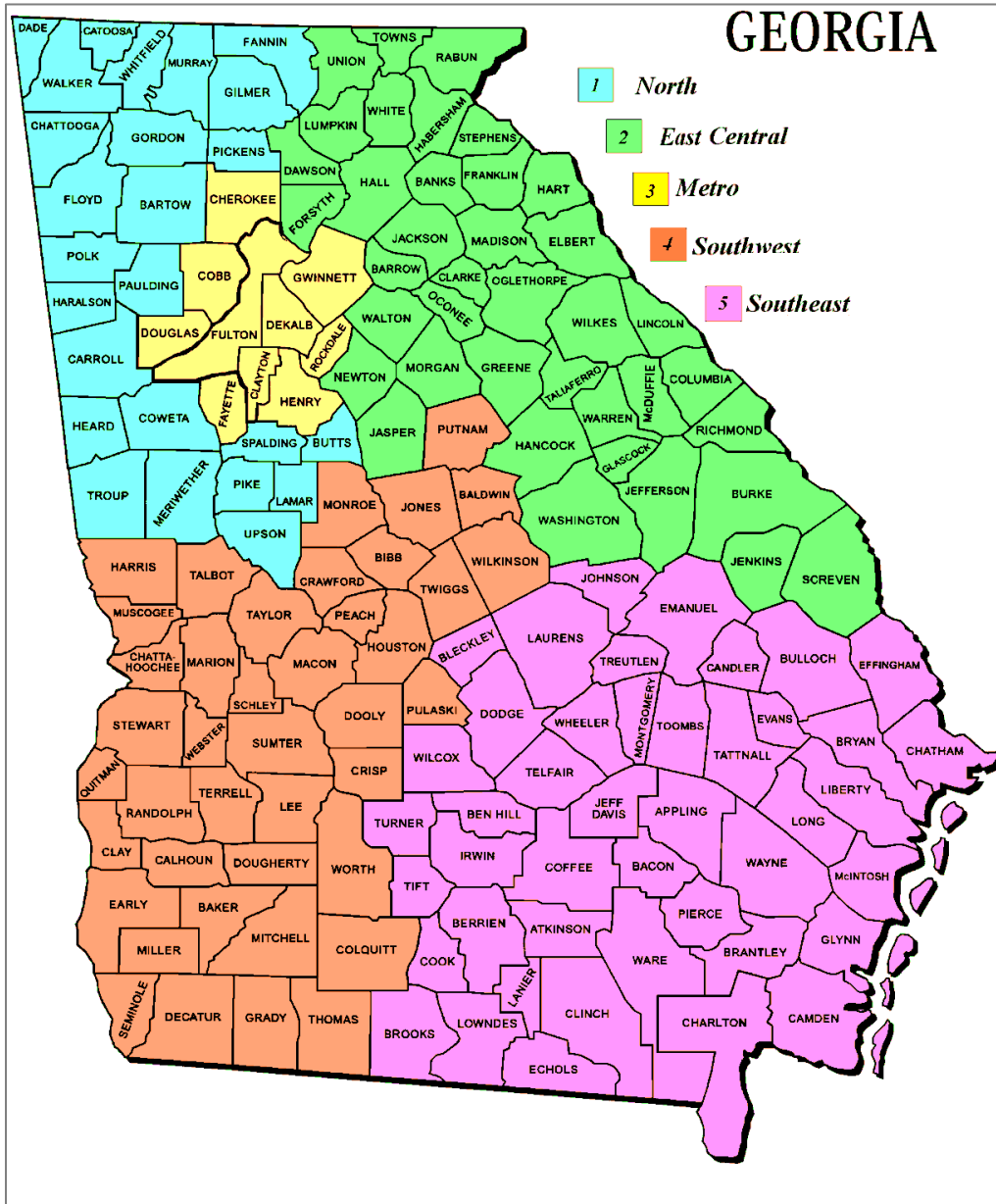
Month	Calls	Percentage
<b>2009</b>		
October	17	8.17%
November	23	11.06%
December	16	7.69%
<b>2010</b>		
January	20	9.62%
February	16	7.69%
March	18	8.65%
April	20	9.62%
May	13	6.25%
June	15	7.21%
July	18	8.65%
August	22	10.58%
September	10	4.81%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

## FY10 Calls by Month



## Regions

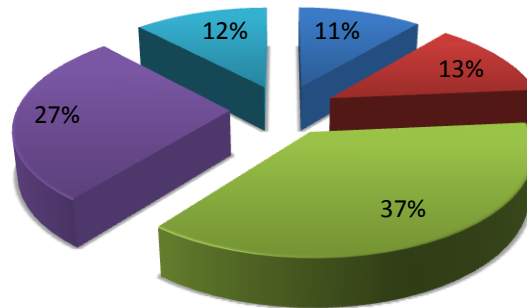
The state of GA can be broken into five regions. A map showing these regions can be seen below:



Region	Calls	Percentage
1 North	23	11.06%
2 East Central	26	12.50%
3 Metro	77	37.02%
4 Southwest	57	27.40%
5 Southeast	25	12.02%
<b>Total</b>	<b>208</b>	<b>100.00%</b>

## Region

■ 1 North   
 ■ 2 East Central   
 ■ 3 Metro   
 ■ 4 Southwest   
 ■ 5 Southeast



As has been the case for the past seven years in the total call volume as well as Gambling specific needs, Region 3 has logged the majority of the calls into Helpline Georgia by a margin of at least 2 to 1. This is the most populous Region, so it is no surprise that more calls originate from this area than any other.

## Counties

County	Calls	Percentage	County	Calls	Percentage
Baldwin	1	0.48%	Laurens	2	0.96%
Ben Hill	1	0.48%	Lee	1	0.48%
Bibb	18	8.65%	McIntosh	1	0.48%
Bulloch	2	0.96%	Mitchell	1	0.48%
Burke	1	0.48%	Muscogee	5	2.40%
Butts	1	0.48%	Paulding	1	0.48%
Candler	1	0.48%	Peach	3	1.44%
Carroll	5	2.40%	Polk	1	0.48%
Chatham	7	3.37%	Richmond	10	4.81%
Cherokee	1	0.48%	Rockdale	1	0.48%
Clarke	4	1.92%	Spalding	6	2.88%
Clayton	6	2.88%	Tift	3	1.44%
Cobb	5	2.40%	Toombs	1	0.48%
Coffee	2	0.96%	Troup	3	1.44%
Colquitt	1	0.48%	Walker	1	0.48%
Cook	1	0.48%	Walton	1	0.48%
Coweta	2	0.96%	Ware	1	0.48%
Crisp	2	0.96%	Washington	1	0.48%
DeKalb	5	2.40%	Wayne	2	0.96%
Dougherty	8	3.85%			
Douglas	1	0.48%	<b>Total</b>	<b>208</b>	<b>100.00%</b>
Emanuel	1	0.48%			
Fayette	2	0.96%			
Floyd	1	0.48%			
Forsyth	2	0.96%			
Fulton	36	17.31%			
Gilmer	1	0.48%			
Gwinnett	19	9.13%			
Hall	4	1.92%			
Henry	1	0.48%			
Houston	17	8.17%			
Jasper	1	0.48%			
Jefferson	1	0.48%			
Jenkins	1	0.48%			
Lamar	1	0.48%			

Of the 160 counties in Georgia, only 54 used the service regarding Gambling needs for a usage rate of 33.75%. Fulton County was number one with 36 calls while 28 counties had only 1 call each for Gambling related needs.

## Top 15 Counties

County	Calls	Percentage	Rank
Fulton	36	17.31%	1
Gwinnett	19	9.13%	2
Bibb	18	8.65%	3
Houston	17	8.17%	4
Richmond	10	4.81%	5
Dougherty	8	3.85%	6
Chatham	7	3.37%	7
Clayton	6	2.88%	8
Spalding	6	2.88%	9
Carroll	5	2.40%	10
Cobb	5	2.40%	11
DeKalb	5	2.40%	12
Muscogee	5	2.40%	13
Clarke	4	1.92%	14
Hall	4	1.92%	15

These 15 counties make up 74.52% of the call volume for Gambling related needs.

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## Cities

City	Calls	Percentage	City	Calls	Percentage
Adel	1	0.48%	LaFayette	1	0.48%
Adrian	1	0.48%	LaGrange	2	0.96%
Albany	8	3.85%	Lawrenceville	7	3.37%
Athens	4	1.92%	Leesburg	1	0.48%
Atlanta	36	17.31%	Macon	18	8.65%
Augusta	10	4.81%	Marietta	3	1.44%
Barnesville	1	0.48%	McDonough	1	0.48%
Buford	5	2.40%	Metter	1	0.48%
Byron	1	0.48%	Milledgeville	1	0.48%
Camilla	1	0.48%	Millen	1	0.48%
Canton	1	0.48%	Monroe	1	0.48%
Carrrollton	2	0.96%	Monticello	1	0.48%
Columbus	5	2.40%	Moultrie	1	0.48%
Conyers	1	0.48%	Norcross	1	0.48%
Cordele	2	0.96%	Omega	1	0.48%
Cumming	2	0.96%	Perry	1	0.48%
Dallas	1	0.48%	Riverdale	2	0.96%
Darien	1	0.48%	Rockmart	1	0.48%
Decatur	1	0.48%	Rome	1	0.48%
Doraville	2	0.96%	Sandersville	1	0.48%
Douglas	2	0.96%	Savannah	7	3.37%
Douglasville	1	0.48%	Smyrna	2	0.96%
Dublin	2	0.96%	Snellville	3	1.44%
Duluth	2	0.96%	Stapleton	1	0.48%
Ellijay	1	0.48%	Statesboro	2	0.96%
Fayetteville	2	0.96%	Suwanee	1	0.48%
Fitzgerald	1	0.48%	Temple	1	0.48%
Forest Park	1	0.48%	Tifton	2	0.96%
Fort Valley	2	0.96%	Tucker	2	0.96%
Gainesville	4	1.92%	Vidalia	1	0.48%
Grantville	2	0.96%	Villa Rica	2	0.96%
Griffin	6	2.88%	Warner Robins	16	7.69%
Jackson	1	0.48%	Waycross	1	0.48%
Jesup	2	0.96%	Waynesboro	1	0.48%
Jonesboro	3	1.44%	West Point	1	0.48%
<b>Total</b>			<b>208</b>	<b>100%</b>	

The city of Atlanta was number 1 in call volume for Gambling needs with 36 of the 208 calls while 38 cities each had 1 call.

## Top 15 Cities

City	Calls	Percentage	Rank
Atlanta	36	17.31%	1
Macon	18	8.65%	2
Warner Robins	16	7.69%	3
Augusta	10	4.81%	4
Albany	8	3.85%	5
Lawrenceville	7	3.37%	6
Savannah	7	3.37%	7
Griffin	6	2.88%	8
Buford	5	2.40%	9
Columbus	5	2.40%	10
Athens	4	1.92%	11
Gainesville	4	1.92%	12
Jonesboro	3	1.44%	13
Marietta	3	1.44%	14
Snellville	3	1.44%	15

These 15 counties make up 64.90% of the call volume for Gambling related needs.