

HeartLine, Inc.
Statistical Report
Call Form ~ Totals
07/01/2011 To 06/30/2012

Total Contacts in Date Range: 163972

1220 Gambling Assessment

1131 92.705% Suicidal Ideation?
 1097 96.994% No
 34 3.006% Yes - Complete Suicide Assessment Form

1131 TOTAL

698 57.213% Most Problematic

445 63.754% Casino - Slots
 77 11.032% Unknown
 66 9.456% Scratch Off
 50 7.163% None
 28 4.011% Casino - Blackjack
 23 3.295% Casino - Poker
 4 0.573% Internet Gambling
 3 0.43% Bingo
 2 0.287% Sports Betting

698 TOTAL

648 53.115% Precipitating Event (reason for calling)

472 72.84% Financial Problems
 153 23.611% Marital Problems
 149 22.994% Family Problems
 93 14.352% Job Problems
 84 12.963% Mental Health
 33 5.093% Physical Health
 29 4.475% Legal Problems
 27 4.167% Lottery
 2 0.309% Unknown
 153 23.56% Other:

1195 TOTAL

626 51.311% Would You Like To Receive Additional Information?

365 58.307% Yes - Fill Out Mailing Information
 227 36.262% No

592 TOTAL

610	49.918%	Caller Relationship	
		446	73.235% Gambler (Self)
		32	5.255% Wife/Female Significant Other
		30	4.926% Unknown
		20	3.284% Friend
		20	3.284% Husband/Male Significant other
		14	2.299% Mother
		11	1.806% Sister
		10	1.642% Daughter
		9	1.478% Son
		7	1.149% Father
		7	1.149% Unspecified Family Member
		4	0.657% Brother
		610	TOTAL
587	48.115%	Would you be willing to be called back in a week for follow-up?	
		315	53.663% No
		272	46.337% Yes - Schedule Follow-Up
		587	TOTAL
526	43.115%	Marital Status	
		215	40.875% Married
		111	21.103% Single
		99	18.821% Unknown
		43	8.175% Divorced
		27	5.133% Widowed
		16	3.042% Cohabiting
		15	2.852% Separated
		526	TOTAL
510	41.803%	Referral Source	
		224	43.922% Casino
		80	15.686% Unknown
		55	10.784% Family/Friend
		40	7.843% Internet
		36	7.059% Brochure
		32	6.275% Lottery
		23	4.51% Phonebook/Operator
		6	1.176% Billboard
		6	1.176% TV/Radio
		5	0.98% Newspaper
		3	0.588% Benchback
		510	TOTAL
509	41.721%	Ethnicity	
		344	67.583% Caucasian
		104	20.432% Unknown
		28	5.501% African American
		17	3.34% Native American
		10	1.965% Hispanic
		4	0.786% Multiracial
		2	0.393% Asian American

509 TOTAL

504	41.311%	Employment	
		294	58.333% Employed
		56	11.111% Unemployed
		56	11.111% Unknown
		55	10.913% Retired
		33	6.548% Disabled
		10	1.98% Other

504 TOTAL

426	34.918%	Veteran?	
		379	88.967% No
		47	11.033% Yes

426 TOTAL

425	34.836%	Gambler's Salary	
		213	50.118% Unknown
		40	9.412% 25,000-34,999
		33	7.765% 20,000-24,999
		30	7.059% 10,000-14,999
		29	6.824% 35,000-49,999
		22	5.176% 50,000-74,999
		21	4.941% No salary
		19	4.471% 5,000-9,999
		11	2.588% 15,000-19,999
		4	0.941% 100,000+
		3	0.706% 75,000-99,999

425 TOTAL

414	33.934%	Weekly Casino Visits	
		86	20.773% 3
		65	15.7% 1
		58	14.01% 2
		57	13.768% 7
		47	11.353% 4
		44	10.628% 5
		27	6.522% 0
		8	1.932% 6
		4	0.966% 10
		4	0.966% 14
		3	0.725% 15
		3	0.725% 8
		2	0.483% 1+
		2	0.483% 9
		1	0.242% 10+
		1	0.242% 21
		1	0.242% 25
		1	0.242% 7+

414 TOTAL

292 23.934% Other Problems Identified
 173 59.247% Depression
 148 50.685% Overspending
 55 18.836% Smoking
 50 17.123% Alcohol Abuse
 13 4.452% Drug Abuse
 4 1.37% Eating Disorder
 2 0.685% Sexual Addiction

445 TOTAL

253 20.738% Number of Children
 73 28.854% 0
 72 28.458% 2
 49 19.368% 1
 27 10.672% 3
 17 6.719% 4
 9 3.557% 5
 4 1.581% 6
 1 0.395% 7
 1 0.395% 8

253 TOTAL

241 19.754% Family History
 144 59.751% Gambling
 102 42.324% Alcoholism
 33 13.693% Drug Abuse
 24 9.959% Abuse
 12 4.979% Eating Disorder
 33 13.70% Other: depression

348 TOTAL

90 7.377% When calling back for follow up, is it ok to leave a message?
 48 53.333% No
 42 46.667% Yes

90 TOTAL

37 3.033% University of Oklahoma 30 minute survey,
 \$10 Wal-Mart gift card for participation.

37 TOTAL

8526 TOTAL

1220 TOTAL Call Form ~ Totals