



# STATISTICS 2014/15

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## VISITS TO OUR WEBSITES

† This website has now been incorporated into [www.gamcare.org.uk](http://www.gamcare.org.uk) and has been discontinued since November 2014

### Unique visitors

Website	2014/15	2013/14
<a href="http://www.gamcare.org.uk">www.gamcare.org.uk</a> and secure site*	1,219,931	513,988
† <a href="http://www.gamcaretradeservices.com">www.gamcaretradeservices.com</a>	31,609	64,150
<a href="http://www.bigdeal.org.uk">www.bigdeal.org.uk</a>	50,674	33,195
<b>TOTAL</b>	<b>1,302,214</b>	<b>611,333</b>

\*NetLine and OnLine Counselling

### Visits to [www.gamcare.org.uk](http://www.gamcare.org.uk)

Traffic source	2014/15	2013/14
n=	1,635,919	719,136
Other Websites*	37%	32%
Direct	47%	41%
Search engines	15%	27%

\*including gambling and affiliate sites

### Visits to secure site

Traffic source	2014/15	2013/14
n=	38,230	37,677
Other websites*	93%	92%
Direct	7%	8%
Search engines	0%	0%

\*primarily [www.gamcare.org.uk](http://www.gamcare.org.uk)

### Visits to † [www.gamcaretradeservices.com](http://www.gamcaretradeservices.com)

Traffic source	2014/15	2013/14
n=	32,691	65,223
Other websites	88%	93%
Direct	10%	5%
Search engines	2%	2%

### Participation in online self-help support services

Online support	2014/15	2013/14
New posts by Forum users	40,810	34,684
Chat Room sessions offered	324	499

# CALLS TO THE HELPLINE AND NETLINE

## Calls

### Volume of calls

	2014/15	2013/14
Target calls answered	27,056	22,875
Total calls answered	40,946	30,648
HelpLine calls	28,135	20,347
NetLine calls	12,811	10,301

### Inbound, answered and target calls

	2014/15			2013/14		
	HL	NL	TOTAL	HL	NL	TOTAL
Inbound Calls (for NL: from UK only)	60,812	17,088	77,900	47,402	13,785	61,187
Answerable Calls	32,380	15,581	47,961	22,295	12,081	34,376
Answered Calls	28,135	12,811	40,946	20,347	10,301	30,648
Success Rate	86.9%	82.2%	85.4%	91.3%	85.3%	89.2%
Target Calls	16,425	10,631	27,056	14,077	8,798	22,875
Non-Target Calls	8,791	734	9,525	4,454	818	5,272
Unknown	2,919	1446	4,365	1,816	685	2,501

The year shows an increase in target calls answered from problem gamblers and affected others. This means we were more successful in reaching and providing support to these target groups. The total inbound, answerable and answered calls (target and non-target) also increased demonstrating a clear increase in demand for the HelpLine and NetLine in the year.

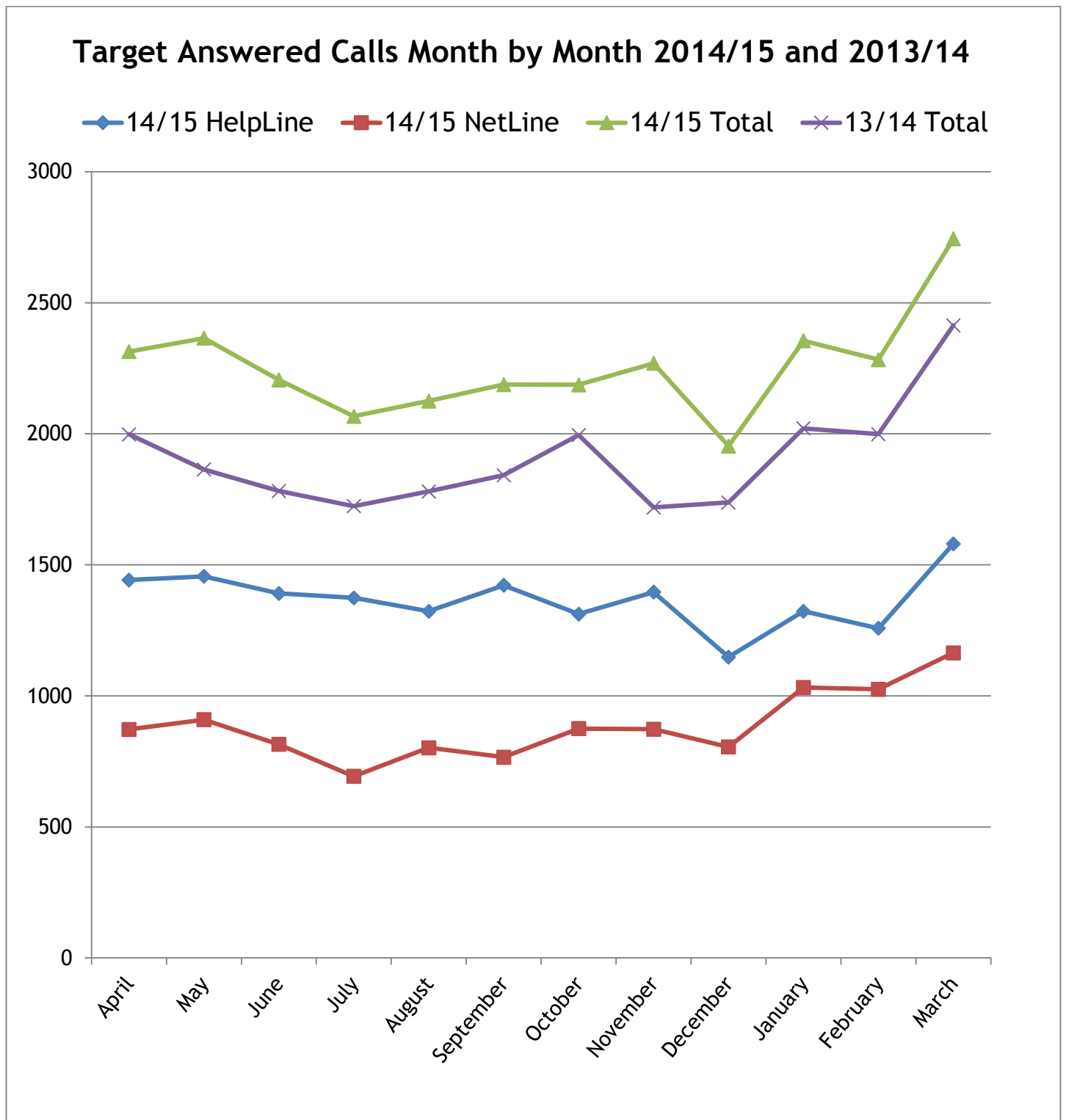
Inbound calls: total calls received, including out-of-hours, callers hanging up etc.

Answerable calls: calls received in business hours and not abandoned by caller

Answered calls: calls answered by advisers

Target calls: calls relevant to the purpose of the helpline: primarily from problem gamblers and affected others

Distribution of calls month by month



# Caller Profile

## Caller location

Location of HelpLine callers as identified by post code

Caller Location	2014/15	2013/14
n=	10965	8422
London	17%	19%
South East	16%	17%
North West	15%	15%
East Midlands	4%	4%
Scotland	7%	6%
South West	6%	6%
West Midlands	11%	10%
Eastern	5%	5%
Yorkshire and Humber	8%	8%
North East	7%	6%
Wales	3%	3%
Northern Ireland	1%	1%

## Initial source of information about HelpLine and NetLine

Source of information	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	19425	15579	3846	14965	11198	3767
Arcade Leaflet	0%	0%	0%	0%	0%	0%
Bingo Leaflet	1%	2%	1%	2%	2%	0%
Bookmaker Leaflet	9%	10%	4%	12%	14%	5%
Casino Leaflet	1%	1%	1%	1%	1%	0%
FOBT Machine	2%	2%	0%	1%	1%	0%
Fruit/Slot Machine	2%	3%	0%	3%	4%	0%
Gamblers Anonymous	0%	0%	0%	0%	0%	0%
Gambling Therapy	0%	0%	0%	0%	0%	0%
GamCare Website	4%	4%	7%	22%	18%	31%
Informed by Advisor (GamCare HelpLine)	3%	2%	4%	2%	2%	1%
National Lottery	4%	4%	0%	2%	3%	0%
Lotto Results	1%	1%	0%	0%	0%	0%
Media	1%	1%	1%	1%	1%	1%
Other Helpline/Agency	1%	1%	1%	2%	2%	1%
Other Leaflet	5%	6%	2%	1%	1%	0%
Other Website, primarily Google	44%	37%	70%	32%	29%	49%
Poster/Leaflet Campaign	2%	3%	1%	1%	1%	0%
Professional	3%	3%	1%	3%	4%	1%
Racecard	0%	1%	0%	0%	0%	0%
Scratch cards	6%	8%	0%	2%	3%	0%
Telephone directory	1%	1%	0%	2%	2%	1%
Word of mouth	6%	6%	4%	6%	7%	3%
Yellow Pages	1%	1%	0%	1%	1%	0%
Other	3%	3%	3%	4%	4%	7%

## Summary of sources of information

Source of information	2014/15	2013/14
Industry leaflets, stickers, tickets etc.	24%	21%
Other Website, primarily Google	43%	33%
Telephone Directories	2%	3%
GamCare Website	4%	22%
Word of mouth	6%	6%
Health Professionals and other agencies	7%	3%
Media and Other	14%	12%

## Caller type

Type of Caller	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	22573	13749	8824	17241	10607	6634
Family Member / Friend	12%	16%	6%	13%	17%	8%
Gambler	79%	75%	86%	77%	73%	84%
Gambler working in Industry	1%	0%	1%	1%	1%	1%
Gambling Industry	0%	0%	0%	0%	0%	0%
Media	0%	0%	0%	0%	0%	0%
Partner	6%	6%	7%	7%	6%	7%
Professional	2%	3%	0%	2%	3%	0%
Researcher	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

## Callers who have called before

Repeat Callers	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	29745	21337	8408	25640	17764	7876
Called Before	31%	29%	35%	34%	32%	39%
First-time Caller	69%	71%	65%	66%	68%	61%

## Caller type by gender

Gender	2014/15			2013/14		
	All	Female	Male	All	Female	Male
n=	19785	5484	14301	15052	4371	10681
Family Member / Friend	12%	31%	5%	13%	32%	5%
Gambler	80%	42%	92%	77%	42%	92%
Gambler working in Industry	1%	0%	1%	1%	0%	1%
Gambling Industry	0%	1%	0%	0%	0%	0%
Media enquiry	0%	0%	0%	0%	0%	0%
Partner	7%	22%	1%	7%	22%	1%
Professional (health, counselling, advice etc.)	2%	4%	1%	2%	4%	1%
Researcher	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%



## Age of callers

Age of Caller	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	12888	8758	4130	10603	7170	3433
Under 16	0%	0%	0%	0%	0%	0%
16-17	1%	0%	1%	1%	0%	1%
18-25	29%	23%	42%	30%	24%	42%
26-35	35%	34%	37%	33%	33%	36%
36-45	16%	19%	12%	17%	18%	13%
46-55	12%	14%	6%	12%	15%	6%
56-65	5%	7%	2%	5%	7%	2%
66+	2%	3%	0%	2%	3%	0%

## Ethnicities of callers

Ethnicities	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	9439	7591	1848	4109	1683	2426
Asian or Asian British: Bangladeshi	1%	1%	0%	1%	1%	0%
Asian or Asian British: Chinese	1%	1%	1%	0%	0%	1%
Asian or Asian British: Indian	3%	3%	2%	3%	3%	3%
Asian or Asian British: Other	2%	2%	2%	2%	2%	2%
Asian or Asian British: Pakistani	2%	2%	1%	2%	2%	1%
Black or Black British: African	2%	2%	1%	2%	2%	1%
Black or Black British: Caribbean	2%	2%	0%	2%	2%	1%
Black or Black British: Other	0%	0%	0%	0%	1%	0%
Mixed: Other	0%	1%	0%	1%	0%	1%
Mixed: White & Asian	0%	0%	0%	0%	0%	0%
Mixed: White & Black African	0%	0%	0%	0%	0%	0%
Mixed: White & Black Caribbean	0%	0%	0%	0%	1%	0%
White: British	79%	78%	82%	78%	78%	80%
White: European	4%	4%	5%	5%	5%	6%
White: Irish	1%	1%	2%	1%	1%	1%
White: Other	1%	1%	2%	2%	1%	2%
Other	2%	2%	2%	1%	1%	1%

## Gambling Profile

### Number of years gambler callers had been gambling

Callers had been gambling for	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	11055	7098	3957	9082	5767	3315
4 years or less	41%	38%	47%	42%	40%	48%
Between 5 years to 9 years	26%	25%	27%	26%	26%	26%
Between 10 years to 14 years	15%	15%	14%	14%	14%	13%
Between 15 years to 19 years	6%	7%	5%	7%	7%	6%
20 years or more	12%	15%	7%	11%	13%	7%

### Gambling activities

Gambling activities	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	25554	15603	9951	15612	9365	6247
Betting	32%	29%	35%	31%	28%	34%
Bingo	3%	3%	3%	3%	2%	4%
FOBT / Roulette Machines	26%	30%	19%	30%	35%	23%
Fruit/Slot Machines	20%	20%	21%	19%	19%	20%
National Lottery Draw	1%	1%	1%	1%	1%	1%
Poker	2%	2%	3%	3%	2%	3%
Scratch cards	3%	4%	2%	2%	2%	2%
Spread Betting (General)	0%	0%	0%	0%	0%	0%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%
Spread Betting: Sports	0%	0%	1%	0%	0%	0%
Stock Market	0%	0%	0%	0%	0%	0%
Table Games	12%	10%	14%	8%	7%	10%
Other	1%	1%	1%	3%	4%	3%

Note: each caller can give more than one gambling activity.

## Gambling facilities

Gambling facilities	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	27963	16598	11365	16504	9655	6849
Arcade	3%	3%	2%	3%	4%	2%
Betting Shop	38%	45%	28%	43%	49%	33%
Bingo Hall	1%	1%	1%	1%	2%	1%
Casino	6%	7%	5%	7%	8%	6%
Online	46%	37%	60%	34%	25%	46%
On Course	0%	0%	0%	0%	0%	0%
Pub / Club	2%	2%	2%	2%	2%	1%
Service Station	1%	1%	0%	0%	1%	0%
Shop*	3%	4%	2%	3%	3%	2%
Telephone	0%	0%	0%	0%	0%	1%
Television	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	7%	6%	8%

Note: each caller can give more than one gambling facility, e.g. betting in betting shop and online, playing both bingo and fruit/slot machines online.

\*For the first time this year, "Shop" has now being added as a separate gambling facility. This reflects the increasing popularity of scratch cards and lottery tickets

## Gambling activities and age

Gambling activities	2014/15									2013/14								
	All	<16	16-17	18-25	26-35	36-45	46-55	55-65	66+	All	<16	16-17	18-25	26-35	36-45	46-55	55-65	66+
n=	19904	6	96	6229	7885	3261	1703	565	159	11452	5	46	3872	4254	1855	953	344	123
Betting	32%	0%	24%	35%	32%	32%	32%	27%	31%	31%	20%	31%	32%	32%	30%	28%	24%	23%
Bingo	3%	0%	0%	2%	3%	3%	4%	5%	5%	3%	0%	0%	2%	3%	3%	5%	7%	8%
FOBT/Roulette Machines	26%	0%	28%	26%	25%	25%	27%	25%	31%	30%	40%	13%	33%	30%	28%	31%	26%	33%
Fruit/Slot Machines	20%	33%	9%	16%	21%	23%	25%	24%	18%	20%	20%	33%	15%	20%	23%	25%	29%	28%
National Lottery Draw	1%	0%	3%	0%	1%	2%	2%	3%	3%	1%	0%	2%	0%	1%	1%	1%	1%	4%
Poker	2%	67%	1%	2%	3%	2%	1%	2%	1%	3%	20%	2%	3%	3%	3%	1%	2%	0%
Scratch cards	3%	0%	27%	3%	2%	3%	3%	5%	6%	2%	0%	17%	2%	2%	3%	3%	3%	2%
Spread Betting (General)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	1%
Spread Betting: Sports	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Stock Market	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Table Games	12%	0%	7%	15%	12%	8%	7%	6%	3%	9%	0%	2%	12%	8%	7%	5%	6%	1%
Other	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%

## Gambling facilities and age

Gambling facilities	2014/15									2013/14								
	All	<16	16-17	18-25	26-35	36-45	46-55	55-65	66+	All	<16	16-17	18-25	26-35	36-45	46-55	56-65	66+
n=	20927	9	103	6639	8265	3387	1768	593	163	12020	5	48	4151	4456	1913	968	352	127
Arcade	3%	11%	5%	2%	2%	3%	3%	6%	3%	3%	20%	15%	2%	3%	4%	4%	7%	9%
Betting Shop	39%	11%	37%	37%	36%	41%	49%	44%	64%	46%	40%	33%	43%	42%	45%	51%	45%	53%
Bingo Hall	1%	0%	0%	1%	1%	1%	2%	3%	4%	1%	0%	0%	1%	1%	1%	3%	5%	9%
Casino	7%	11%	7%	7%	7%	6%	5%	6%	4%	7%	0%	2%	9%	7%	7%	5%	5%	5%
Online	45%	56%	24%	48%	48%	42%	34%	33%	15%	38%	20%	19%	40%	41%	35%	28%	31%	16%
On Course	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%
Pub / Club	2%	11%	0%	2%	2%	2%	2%	1%	2%	2%	0%	10%	2%	2%	2%	2%	2%	2%
Service Station	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%
Shop*	3%	0%	26%	3%	3%	3%	3%	6%	6%	2%	0%	15%	2%	2%	3%	3%	0%	0%
Telephone	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%
Television	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	1%	0%	0%	0%	0%	1%	2%	1%	20%	2%	1%	1%	2%	1%	5%	6%

## Gambling facilities and gender

Gambling facilities	2014/15			2013/14		
	All	Female	Male	All	Female	Male
n=	25167	3292	21875	14356	1993	12363
Arcade	3%	5%	2%	3%	7%	2%
Betting Shop	39%	16%	42%	45%	18%	50%
Bingo Hall	1%	6%	0%	1%	7%	0%
Casino	6%	4%	7%	7%	4%	7%
Online	45%	62%	43%	38%	57%	36%
On Course	0%	0%	0%	0%	0%	0%
Pub / Club	2%	1%	2%	2%	1%	2%
Service Station	1%	0%	1%	0%	0%	0%
Shop*	3%	6%	3%	2%	4%	2%
Telephone	0%	0%	0%	0%	0%	0%
Television	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	2%	2%	1%

## Gambling activities and gender

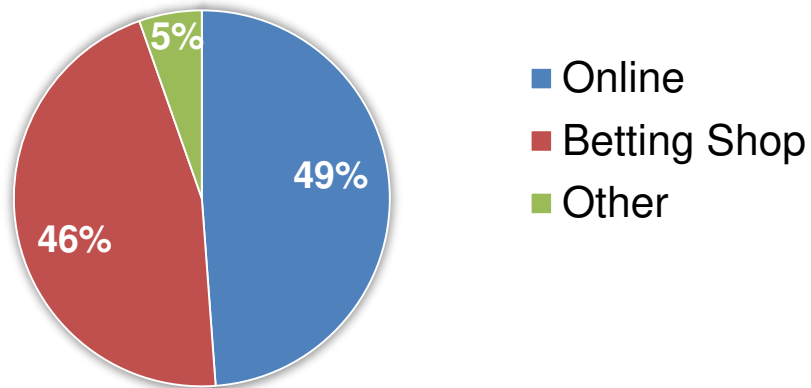
Gambling activities	2014/15			2013/14		
	All	Female	Male	All	Female	Male
n=	23199	2956	20243	13422	1864	11558
Betting	32%	7%	35%	30%	8%	34%
Bingo	3%	16%	1%	3%	16%	1%
FOBT/Roulette Machine	26%	10%	29%	30%	13%	33%
Fruit/Slot Machines	20%	48%	16%	20%	48%	15%
National Lottery Draw	1%	2%	1%	1%	1%	1%
Poker	2%	1%	3%	3%	2%	3%
Scratch cards	3%	7%	2%	2%	5%	2%
Spread Betting (General)	0%	0%	0%	0%	0%	0%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%
Spread Betting: Sports	0%	0%	0%	0%	0%	0%
Stock Market	0%	0%	0%	0%	0%	0%
Table Games	12%	8%	12%	9%	6%	9%
Other	1%	1%	1%	2%	1%	2%

\*For the first time this year, "Shop" has now being added as a separate gambling facility. This reflects the increasing popularity of scratch cards and lottery tickets

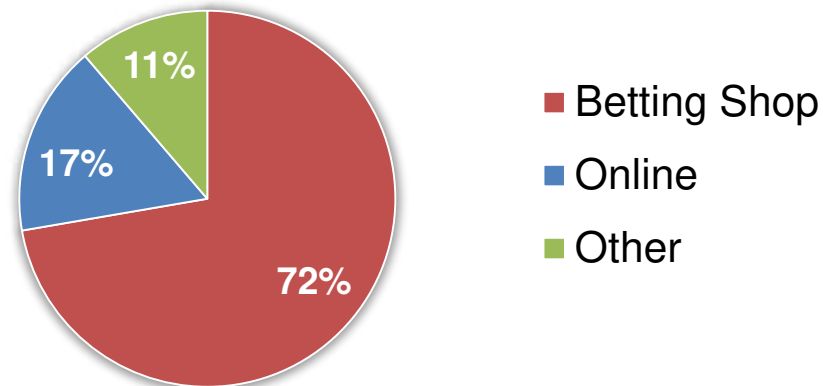
## Facilities used for gambling activities

Note: each caller can give more than one gambling activity and facility, e.g. betting in the betting shop and online, playing both bingo and fruit/slot machines online

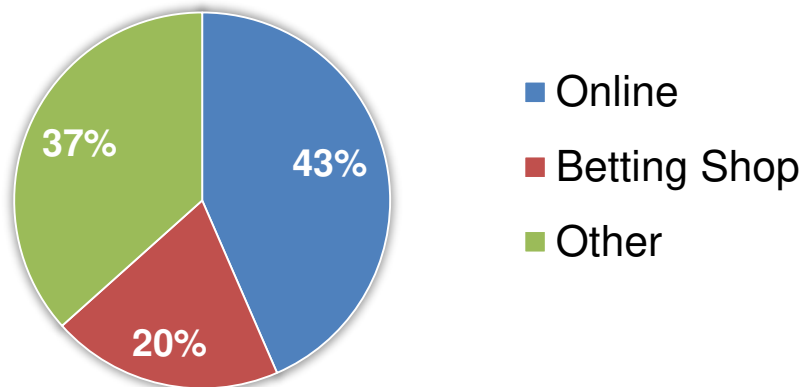
Facilities used by all callers in 2014/15 for Betting



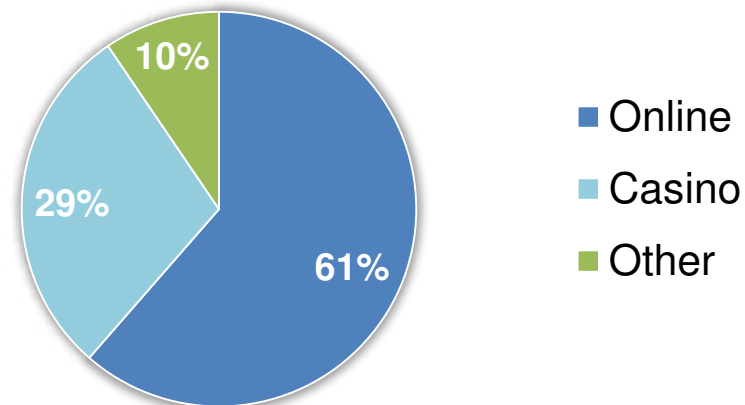
Facilities used by all callers in 2014/15 for FOBT/Roulette Machines



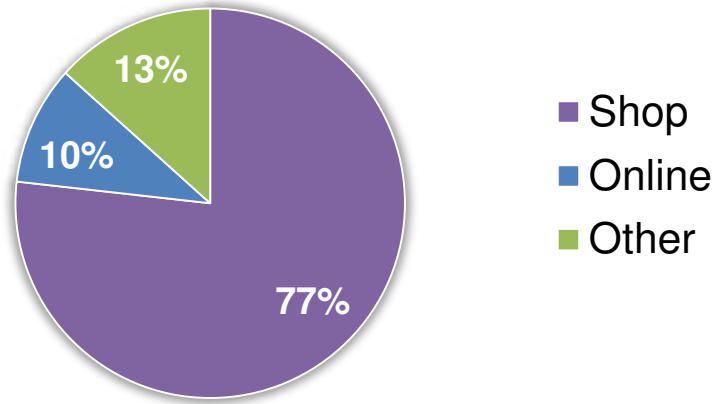
Facilities used by all callers in 2014/15 for Fruit/Slot Machines



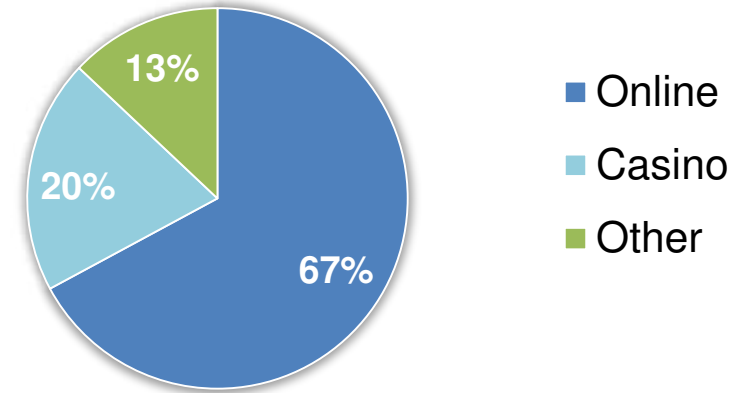
Facilities used by all callers in 2014/15 for Table Games



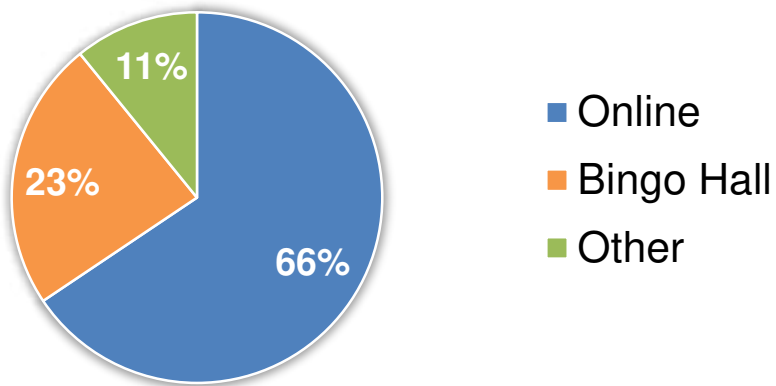
Facilities used by all callers in 2014/15 for Scratchcards



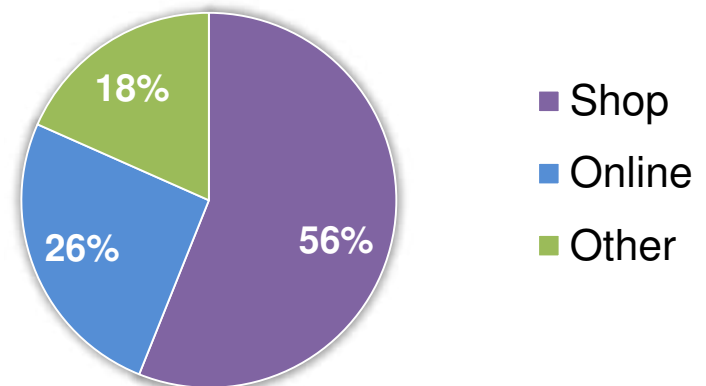
Facilities used by all callers in 2014/15 for Poker



Facilities used by all callers in 2014/15 for Bingo



Facilities used by all callers in 2014/15 for National Lottery Draw



# Impacts of Problem Gambling

## Most common impacts of problem gambling disclosed by callers

Impact	2014/15			2013/14		
	All	Family / Friend / Partner	Gambler	All	Family / Friend / Partner	Gambler
n=	49851	7199	42652	32323	6196	26127
Alcohol Misuse	1%	0%	1%	0%	0%	0%
Anxiety/Stress	31%	35%	30%	35%	36%	35%
Criminal Activity	1%	1%	1%	1%	1%	1%
Domestic Abuse	0%	1%	0%	0%	1%	0%
Family/Relationship Difficulties	21%	34%	19%	21%	35%	18%
Feeling Isolated	7%	5%	7%	6%	4%	6%
Financial Difficulties	27%	19%	28%	27%	18%	29%
General Health	2%	1%	3%	2%	1%	2%
Housing Problems	2%	1%	2%	1%	1%	2%
Mental Health	6%	2%	7%	5%	2%	5%
Work Difficulties	2%	1%	2%	2%	1%	2%

## Callers who discussed and disclosed debt

Disclosure of debt	2014/15						2013/14					
	All	Family / Friend	Gambler	Gambler working in industry	Partner	Other	All	Family / Friend	Gambler	Gambler working in industry	Partner	Other
n=	12256	371	11571	106	198	10	9756	343	9000	102	200	111
Disclosed (See Next Table)	32%	18%	33%	25%	25%	0%	38%	23%	38%	51%	32%	35%
None	24%	30%	23%	39%	14%	40%	22%	26%	22%	19%	24%	27%
Not disclosed	13%	21%	13%	9%	23%	40%	11%	21%	11%	6%	14%	15%
Some	31%	31%	31%	27%	38%	20%	29%	30%	29%	24%	30%	23%

## Debt disclosed by callers

Amount of debt disclosed	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	3979	2688	1291	3458	2325	1133
Less than £5000	45%	45%	46%	47%	45%	50%
£5000 to £9,999	17%	19%	15%	17%	16%	18%
£10,000 to £14,999	10%	8%	13%	11%	12%	9%
£15,000 to £19,999	7%	7%	6%	6%	7%	4%
£20,000 to £99,999	18%	18%	17%	16%	16%	16%
£100,000 or more	1%	1%	1%	1%	1%	1%
Bankruptcy	1%	1%	1%	1%	2%	1%
IVA	1%	1%	1%	1%	1%	1%

## Debt disclosed by gamblers, their partners, and family members/friends

Amount of debt disclosed	2014/15				2013/14			
	All	Family / Friend	Gambler	Partner	All	Family / Friend	Gambler	Partner
n=	3931	67	3814	50	3370	75	3236	59
Less than £5000	45%	43%	45%	46%	47%	48%	47%	44%
£5000 to £9,999	17%	14%	18%	10%	17%	11%	17%	20%
£10,000 to £14,999	10%	3%	10%	10%	11%	12%	11%	5%
£15,000 to £19,999	7%	9%	6%	8%	6%	8%	6%	4%
£20,000 to £99,999	18%	31%	17%	24%	16%	17%	16%	19%
£100,000 or more	1%	0%	1%	0%	1%	4%	1%	3%
Bankruptcy	1%	0%	2%	0%	1%	0%	1%	5%
IVA	1%	0%	1%	2%	1%	0%	1%	0%



## Signposting Destinations

Signposting from the HelpLine and NetLine	2014/15			2013/14		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	55857	34296	21561	37063	22487	14576
<b>Counselling</b>						
GamCare HelpLine, NetLine, Forum and website	38%	36%	41%	35%	34%	35%
GamCare Counselling services (OnLine, London, Greater Manchester)	4%	5%	3%	6%	7%	5%
GamCare Counselling (Partners)	11%	12%	9%	11%	12%	9%
Gamblers Anonymous	9%	11%	8%	10%	10%	9%
Gam-Anon	2%	3%	2%	2%	2%	2%
Gordon House (residential)	1%	1%	0%	1%	1%	1%
Gambling Therapy	0%	0%	1%	1%	1%	1%
BACP (British Association for Counselling and Psychotherapy)	0%	0%	0%	1%	1%	0%
<b>Other agencies</b>						
Citizens Advice Bureau	1%	1%	1%	1%	1%	1%
Debtline	3%	3%	3%	3%	3%	4%
GP / Other Professional	3%	3%	2%	3%	4%	3%
National Problem Gambling Clinic	1%	1%	1%	1%	1%	0%
Other Agency	2%	2%	1%	1%	1%	1%
Other Helpline	1%	1%	1%	0%	0%	0%
Other Website	1%	1%	1%	0%	0%	0%
<b>Exclusion</b>						
Self-Exclusion	12%	12%	11%	12%	13%	12%
Software to block online gambling sites	10%	7%	13%	9%	6%	13%
Industry	0%	0%	0%	0%	0%	0%
not necessary	0%	0%	0%	0%	0%	0%
Other	1%	1%	2%	3%	3%	4%

\*For regions covered by current GamCare Partners go to <http://www.gamcare.org.uk/support-and-counselling/face-face-counselling/find-local-counselling>

Note: callers can be signposted to more than one destination

# COUNSELLING SERVICES

## Clients and Sessions

### Clients seen

CLIENTS SEEN	2014/15	2013/14
TOTAL CLIENTS SEEN	5,500	3,947
GamCare Face to Face London and Manchester	12%	15%
GamCare OnLine	2%	2%
GamCare Partners	86%	83%
Type of client	2014/15	2013/14
Gambler	91%	97%
Partner or family member	9%	3%

### Sessions delivered

SESSIONS DELIVERED	PAID COUNSELLING SESSIONS 2014/15*	PAID COUNSELLING SESSIONS 2013/14*
TOTAL COUNSELLING SESSIONS DELIVERED	44,955	34,789
GamCare Face to Face London and Manchester	9%	14%
GamCare OnLine	2%	1%
GamCare Partners	89%	85%

\*Attended, cancelled with less than 48 hours notice, or client did not attend

## Client Profile

### Source of referral to GamCare Counselling

Referral source, if given n=	2014/15				2013/14			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
	4143	641	50	3452	3345	598	43	2704
Charities	0%	0%	0%	0%	1%	0%	0%	1%
Community Mental Health Team	0%	0%	0%	1%	1%	0%	0%	1%
Debt Agency	0%	0%	0%	0%	0%	0%	0%	0%
Gamblers Anonymous	1%	0%	0%	1%	1%	0%	0%	1%
GamCare HelpLine	52%	81%	96%	45%	52%	78%	90%	47%
GamCare Website	2%	0%	0%	3%	0%	0%	0%	0%
GamCare Website (Forum)	3%	3%	0%	3%	5%	4%	5%	5%
Google	11%	0%	2%	13%	6%	1%	0%	7%
Gordon House	0%	0%	0%	0%	0%	0%	0%	0%
GP	1%	0%	0%	2%	3%	0%	0%	3%
Internal Screening	0%	0%	0%	0%	0%	0%	0%	0%
NetLine	1%	2%	0%	1%	2%	5%	5%	1%
Direct and other sources	22%	12%	2%	24%	23%	10%	0%	28%
Press/Media	2%	0%	0%	2%	0%	0%	0%	0%
Prison Service	1%	0%	0%	1%	1%	0%	0%	1%
Probation	1%	1%	0%	1%	1%	1%	0%	1%
Support Agencies	3%	1%	0%	3%	4%	1%	0%	4%
Yellow Pages	0%	0%	0%	0%	0%	0%	0%	0%

### Client Ages

Age Groups n=	2014/15				2013/14			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
	4323	615	97	3611	3387	582	83	2722
<18	0%	0%	1%	0%	0%	0%	0%	0%
18-25	20%	19%	23%	21%	23%	22%	31%	23%
26-35	38%	41%	42%	37%	37%	43%	32%	36%
36-45	22%	23%	19%	22%	22%	18%	22%	22%
46-55	14%	12%	13%	14%	12%	11%	11%	13%
56-65	5%	3%	2%	5%	5%	5%	4%	5%
66+	1%	2%	0%	1%	1%	1%	0%	1%

## Client Types

Client Types	2014/15			2013/14		
	All	Female	Male	All	female	male
n=	1814	322	1492	976	168	808
Family Member / Friend	3%	14%	0%	3%	15%	0%
Gambler	95%	74%	100%	94%	68%	100%
Partner	2%	12%	0%	3%	17%	0%

## Debts disclosed by clients

Level of debt, where given	2014/15				2013/14			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
Disclosed level of debt	42%	44%	52%	41%	43%	44%	59%	41%
None	20%	20%	5%	20%	20%	20%	29%	19%
Not disclosed	10%	10%	9%	10%	13%	14%	6%	13%
Some	28%	26%	34%	29%	24%	23%	6%	27%
n=	1468	328	56	1084	257	71	17	169
Less than £5000	39%	40%	48%	39%	47%	51%	40%	46%
£5000 to £9,999	18%	16%	14%	19%	16%	23%	20%	13%
£10,000 to £14,999	11%	7%	14%	12%	16%	10%	0%	21%
£15,000 to £19,999	7%	8%	7%	7%	3%	3%	0%	3%
£20,000 to £99,999	20%	26%	14%	18%	15%	13%	40%	13%
£100,000 or more	2%	1%	0%	2%	0%	0%	0%	0%
Bankruptcy	2%	1%	0%	2%	2%	0%	0%	3%
IVA	1%	1%	3%	1%	1%	0%	0%	1%

## Ethnicities disclosed by client

Ethnicities of clients	2014/15				2013/14			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	1267	300	50	917	3884	635	86	3163
Asian or Asian British: Bangladeshi	1%	2%	0%	0%	0%	0%	0%	0%
Asian or Asian British: Indian	0%	1%	0%	0%	1%	2%	1%	1%
Asian or Asian British: Other	2%	3%	2%	1%	0%	1%	0%	0%
Asian or Asian British: Pakistani	2%	4%	4%	1%	0%	1%	0%	0%
Asian: Chinese	1%	2%	0%	1%	0%	0%	0%	0%
Black or Black British: African	2%	4%	2%	1%	1%	2%	0%	1%
Black or Black British: Caribbean	2%	6%	0%	1%	0%	1%	0%	0%
Black or Black British: Other	0%	1%	0%	0%	0%	1%	0%	0%
Mixed: Other	1%	1%	0%	1%	0%	0%	1%	0%
Mixed: White & Asian	0%	0%	0%	1%	0%	0%	0%	0%
Mixed: White & Black African	0%	0%	0%	0%	0%	1%	0%	0%
Mixed: White & Black Caribbean	0%	1%	0%	0%	0%	1%	1%	0%
White: British	82%	60%	82%	89%	94%	82%	84%	94%
White: European	4%	9%	0%	2%	1%	2%	1%	1%
White: Irish	0%	1%	6%	0%	0%	1%	0%	0%
White: Other	1%	1%	2%	1%	1%	1%	3%	1%
Other	2%	4%	2%	1%	2%	4%	9%	2%

# Gambling Profile

## Gambling Activities

Gambling Activities	2014/15				2013/14			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	10561	1403	225	8933	14147	2462	332	11353
Betting	25%	25%	25%	25%	31%	35%	30%	32%
Bingo	4%	3%	7%	4%	3%	2%	7%	3%
FOBT/Roulette Machine	25%	27%	17%	24%	23%	26%	20%	22%
Fruit/Slot Machines	18%	16%	27%	18%	18%	16%	23%	18%
Lottery	4%	4%	3%	5%	4%	2%	2%	4%
Poker	5%	5%	5%	5%	4%	4%	6%	4%
Scratch cards	6%	4%	3%	6%	4%	2%	2%	4%
Spread Betting (General)	0%	0%	1%	0%	1%	0%	1%	1%
Spread Betting: Financial	0%	1%	0%	0%	0%	0%	0%	0%
Spread Betting: Sports	1%	1%	0%	1%	1%	1%	0%	1%
Stock Market	0%	0%	0%	0%	0%	0%	0%	0%
Table Games	10%	14%	11%	9%	6%	9%	7%	5%
Other	2%	1%	1%	3%	5%	3%	2%	6%

## Gambling activities and age of clients

Gambling activities	2014/15								2013/14							
	All	<18	18-25	26-35	36-45	46-55	55-65	66+	All	<18	18-25	26-35	36-45	46-55	56-65	66+
n=	8754	19	1865	3554	1957	970	305	84	5018	9	1051	2143	1087	522	173	33
Betting	24%	32%	25%	25%	24%	26%	27%	26%	26%	33%	31%	27%	25%	20%	16%	25%
Bingo	4%	0%	2%	3%	4%	4%	8%	5%	3%	0%	3%	2%	3%	5%	9%	0%
FOBT/Roulette Machine	24%	21%	26%	24%	23%	23%	21%	20%	22%	34%	26%	22%	19%	23%	22%	15%
Fruit/Slot Machines	19%	21%	15%	19%	20%	21%	23%	20%	21%	0%	13%	22%	26%	22%	29%	15%
National Lottery Draw	5%	0%	3%	4%	6%	6%	7%	9%	4%	0%	2%	4%	4%	5%	5%	9%
Poker	5%	5%	5%	5%	5%	3%	4%	1%	4%	33%	4%	4%	3%	2%	1%	0%
Scratch cards	6%	11%	6%	6%	6%	5%	4%	4%	4%	0%	4%	4%	3%	5%	5%	12%
Spread Betting (General)	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
Spread Betting: Sports	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%
Stock Market	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%
Table Games	10%	10%	14%	11%	8%	8%	5%	6%	7%	0%	9%	8%	5%	4%	2%	6%
Other	2%	0%	3%	2%	3%	2%	1%	6%	8%	0%	6%	6%	10%	13%	8%	18%

## Gambling facilities

Gambling Facilities	2014/15				2013/14			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	9828	1329	214	8285	12921	2412	336	10173
Arcade	5%	4%	3%	6%	5%	5%	2%	5%
Betting Shop	35%	38%	28%	35%	40%	42%	24%	41%
Bingo Hall	2%	3%	1%	2%	2%	2%	2%	2%
Casino	11%	13%	8%	10%	9%	11%	8%	9%
Online	29%	29%	47%	28%	30%	32%	55%	28%
On Course	2%	2%	1%	2%	1%	1%	2%	1%
Pub / Club	6%	4%	7%	6%	4%	2%	3%	5%
Service Station	1%	1%	0%	1%	1%	1%	1%	1%
Shop*	6%	5%	5%	7%	4%	2%	2%	4%
Telephone	1%	1%	0%	1%	2%	1%	1%	2%
Television	1%	0%	0%	1%	0%	0%	0%	0%
Other	1%	0%	0%	1%	2%	1%	0%	2%

\*For the first time this year, "Shop" has now being added as a separate gambling facility. This reflects the increasing popularity of scratch cards and lottery tickets

## Gambling facilities and age of clients

Gambling facilities	2014/15								2013/14							
	All	<18	18-25	26-35	36-45	46-55	56-65	66+	All	<18	18-25	26-35	36-45	46-55	56-65	66+
n=	8187	15	1747	3384	1799	897	269	76	4968	9	1044	2146	1080	500	156	33
Arcade	5%	7%	4%	5%	7%	6%	8%	8%	5%	11%	4%	5%	7%	6%	7%	3%
Betting Shop	35%	53%	34%	33%	34%	40%	44%	42%	37%	56%	36%	35%	34%	42%	43%	58%
Bingo Hall	2%	0%	2%	2%	3%	4%	5%	7%	2%	11%	1%	2%	1%	6%	13%	0%
Casino	11%	0%	13%	11%	9%	9%	7%	9%	9%	11%	13%	9%	8%	5%	4%	6%
Online	29%	13%	30%	31%	28%	25%	21%	14%	31%	11%	36%	33%	31%	22%	18%	3%
On Course	2%	7%	2%	2%	2%	1%	1%	0%	2%	0%	1%	2%	2%	4%	3%	0%
Pub / Club	6%	0%	6%	6%	5%	4%	4%	4%	4%	0%	4%	4%	5%	3%	6%	3%
Service Station	2%	7%	1%	2%	2%	2%	0%	1%	1%	0%	0%	1%	1%	1%	0%	3%
Shop*	6%	0%	6%	6%	7%	7%	7%	9%	4%	0%	3%	4%	5%	5%	4%	18%
Telephone	1%	13%	1%	1%	2%	1%	1%	0%	2%	0%	1%	2%	3%	2%	0%	0%
Television	1%	0%	1%	0%	1%	1%	1%	3%	1%	0%	0%	0%	1%	1%	2%	0%
Other	0%	0%	0%	1%	0%	0%	1%	3%	2%	0%	1%	3%	2%	3%	0%	6%

\*For the first time this year, "Shop" has now being added as a separate gambling facility. This reflects the increasing popularity of scratch cards and lottery tickets



## Gambling activities and gender of clients

Gambling activities	2014/15			2013/14		
	All	Female	Male	All	female	male
n=	10035	1205	8830	13524	1406	12117
Betting	25%	7%	27%	31%	11%	35%
Bingo	4%	18%	2%	3%	17%	2%
FOBT/Roulette Machines	24%	9%	26%	23%	9%	24%
Fruit/Slot Machines	18%	38%	16%	18%	40%	16%
National Lottery Draw	4%	6%	4%	4%	5%	3%
Poker	5%	2%	5%	4%	2%	4%
Scratch cards	6%	11%	6%	4%	8%	3%
Spread Betting (General)	0%	0%	0%	1%	1%	1%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%
Spread Betting: Sports	1%	0%	1%	1%	0%	1%
Stock Market	0%	0%	0%	0%	0%	0%
Table Games	10%	6%	10%	6%	2%	6%
Other	3%	3%	3%	5%	5%	5%

## Gambling facilities and gender of clients

Gambling facilities	2014/15			2013/14		
	All	Female	Male	All	female	male
n=	9329	1112	8217	12376	1310	11066
Arcade	5%	10%	5%	5%	10%	4%
Betting Shop	35%	16%	38%	41%	16%	45%
Bingo Hall	2%	10%	1%	2%	10%	1%
Casino	11%	5%	11%	9%	5%	10%
Online	29%	40%	27%	30%	43%	28%
On Course	2%	1%	2%	1%	2%	1%
Pub / Club	6%	4%	6%	4%	4%	4%
Service Station	2%	1%	2%	1%	1%	1%
Shop*	6%	10%	6%	4%	6%	3%
Telephone	1%	1%	1%	2%	1%	2%
Television	1%	1%	1%	0%	1%	0%
Other	0%	1%	0%	1%	1%	1%

Note: each caller can give more than one gambling activity.

\*For the first time this year, "Shop" has now being added as a separate gambling facility. This reflects the increasing popularity of scratch cards and lottery tickets

## Number of years clients had been gambling

Clients had been gambling for	2014/15				2013/14			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	1392	316	53	1023	1613	293	42	1278
Less than 5 years	30%	31%	30%	30%	33%	33%	42%	33%
5-9 years	26%	27%	34%	26%	28%	26%	31%	28%
10-14 years	18%	18%	17%	18%	15%	15%	10%	15%
15-19 years	10%	8%	8%	10%	10%	11%	5%	10%
20 years or more	16%	16%	11%	16%	14%	15%	12%	14%