



# **GamCare Annual Statistics 2017/18**



## STATISTICS 2017/18

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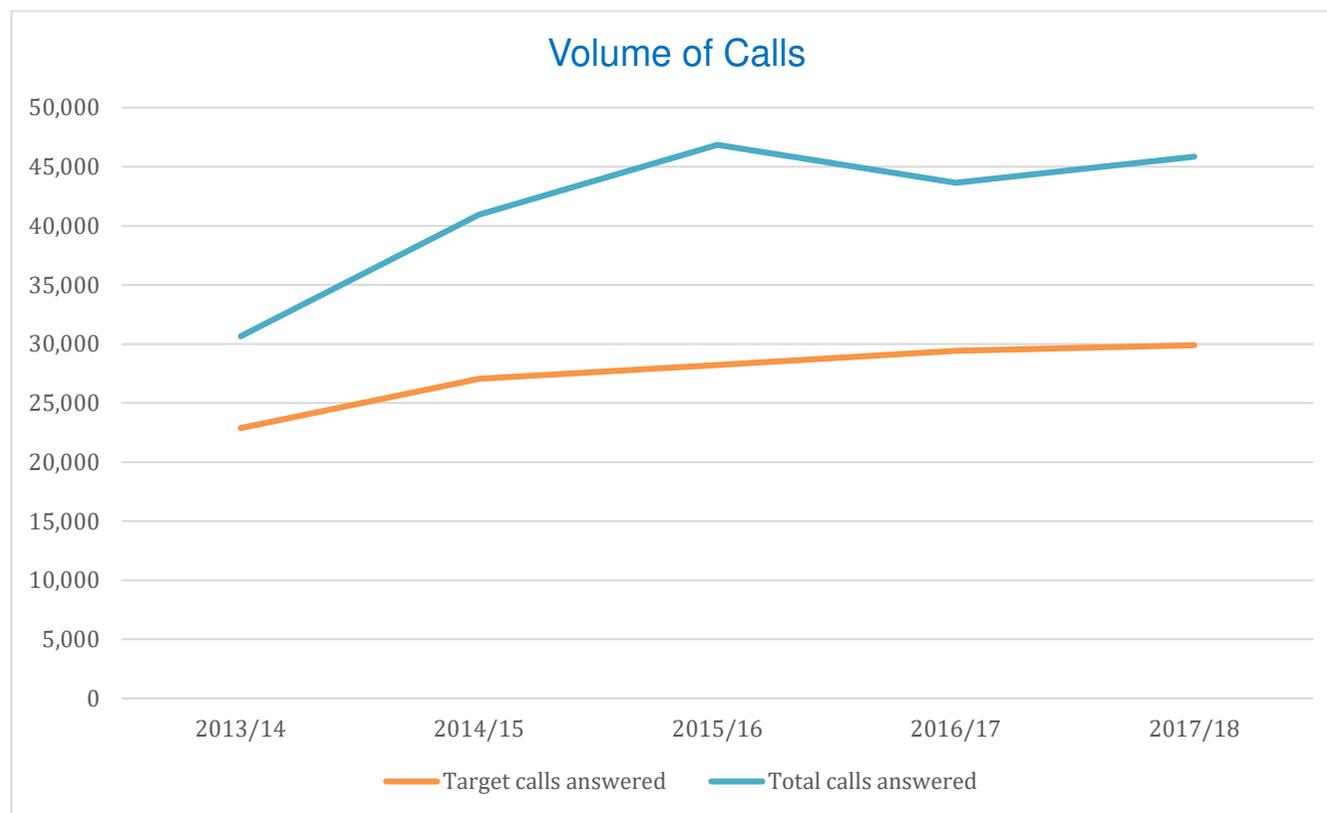
## CALLS TO THE HELPLINE AND NETLINE

### Volume of calls

	2017/18	2016/17	2015/16	2014/15	2013/14
Target calls answered	29,889 (65%)	29,417 (67%)	28,231 (60%)	27,056 (66%)	22,875 (74%)
Total calls answered	45,837	43,637	46,851	40,946	30,648

Target calls are calls from those affected by problem gambling, along with others wishing to support them or request advice about our services.

Non-target calls can include prank calls, wrong numbers and other instances where the caller does not have a need for our services. The Interactive Voice Recording (IVR) which introduces our HelpLine service gives more context around our services so that these calls are minimised. If a non-target caller does reach our Advisers, we will ask them where they found the number so that we can follow up and ensure the service is represented correctly.



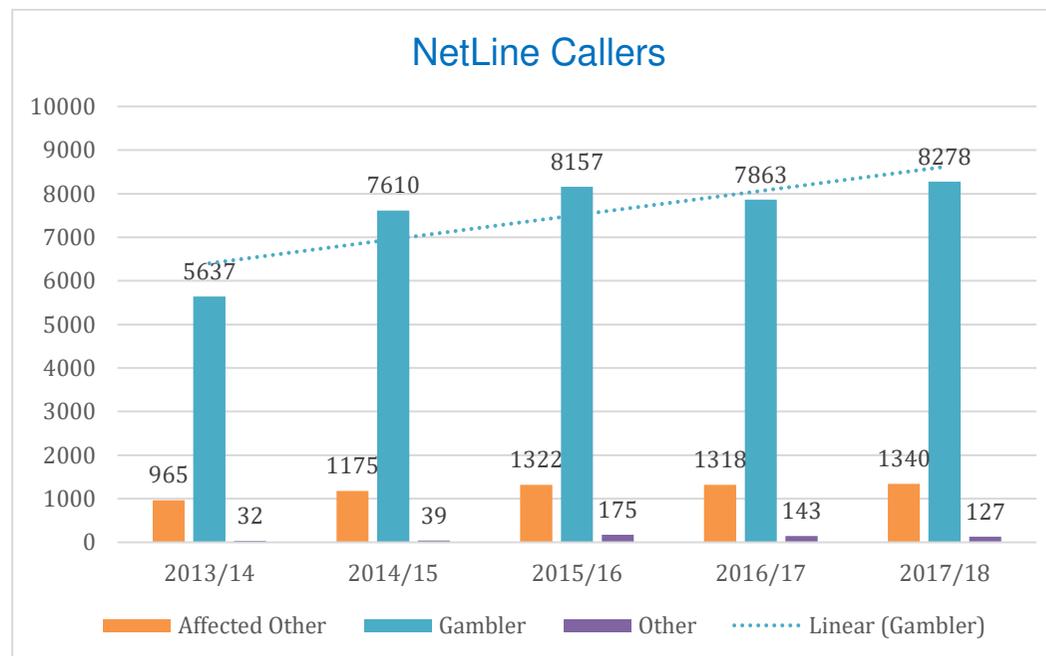
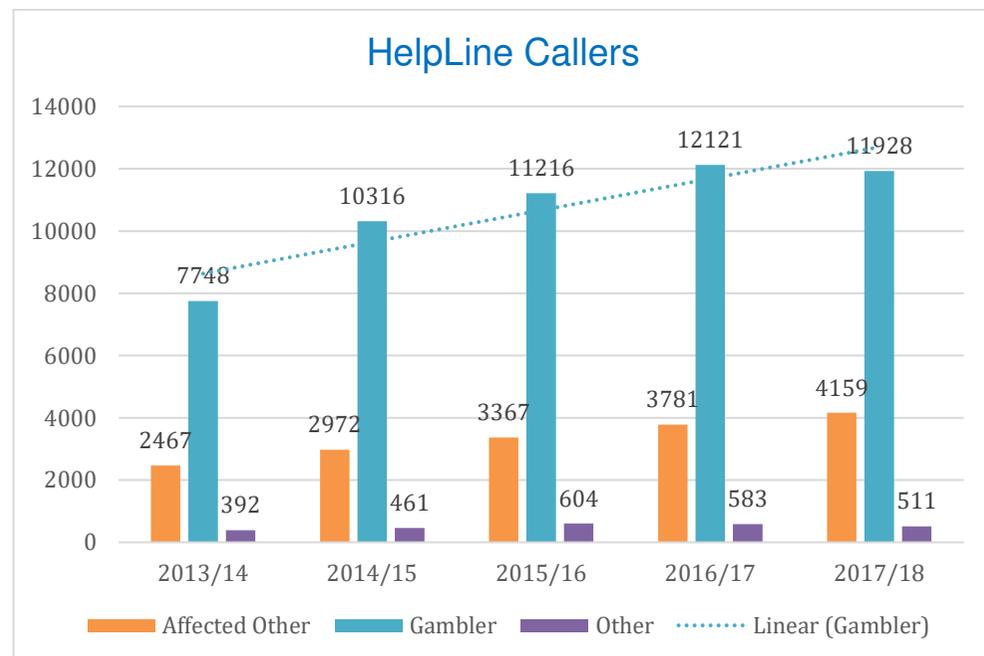
## Caller Profile

### Caller type

	2017/18			2016/17			2015/16			2014/15			2013/14		
	All	HelpLine	NetLine												
n=	26,343	16,598	9,745	25,809	16,485	9,324	24,841	15,187	9,654	22,573	13,749	8,824	17,241	10,607	6,634
Affected Other	21%	25%	14%	20%	23%	14%	19%	22%	14%	18%	22%	13%	20%	23%	15%
Gambler	76%	72%	85%	77%	73%	85%	78%	74%	84%	79%	75%	86%	77%	73%	84%
Other	3%	3%	1%	3%	4%	1%	3%	4%	2%	3%	3%	1%	3%	4%	1%

Callers described as 'other' can include professionals supporting those affected by problem gambling, as well as those working in the gambling industry who would like advice on how to support a customer concerned about their gambling.

We support gamblers and 'affected others' (i.e. family and friends who are impacted by problem gambling) in their own right.

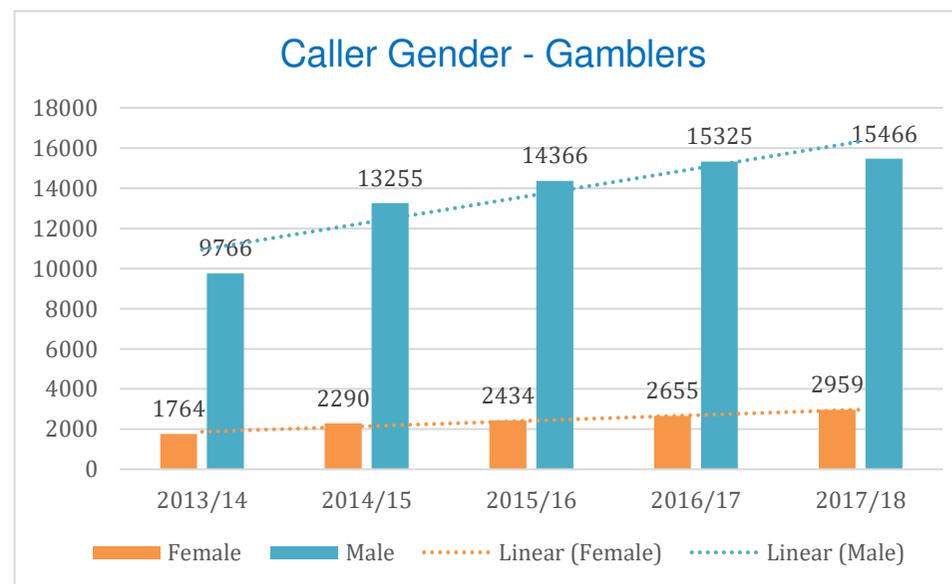
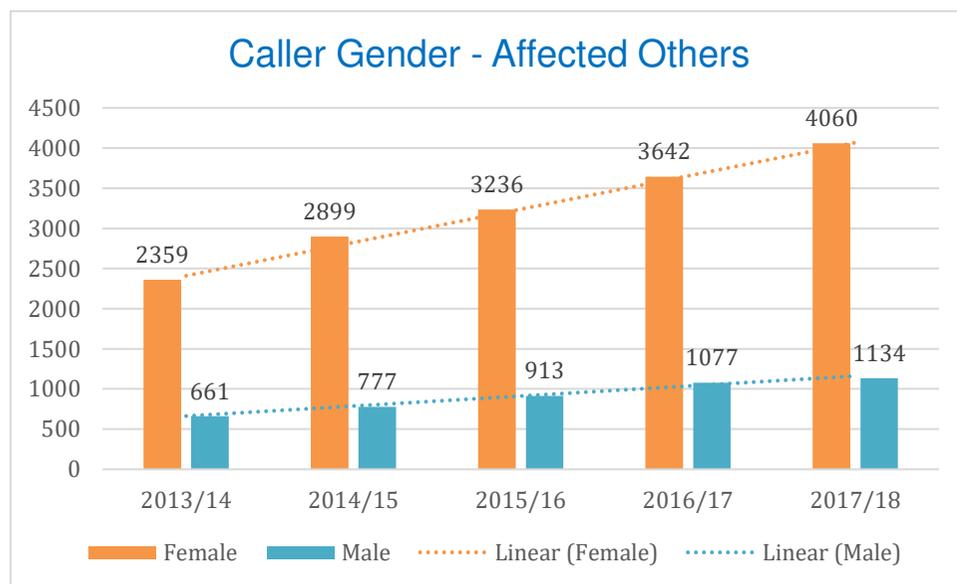


## Caller Type by Gender

Gender	2017/18			2016/17			2015/16			2014/15			2013/14		
	All	Female	Male												
n=	24,305	7,342	16,963	23,449	6,633	16,816	21,716	5,985	15,731	19,785	5,484	14,301	15,052	4,371	10,681
Affected Other	21%	55%	7%	20%	55%	6%	19%	54%	6%	19%	53%	6%	20%	54%	6%
Gambler	76%	41%	91%	77%	40%	91%	77%	41%	91%	78%	42%	92%	77%	42%	92%
Other	3%	4%	2%	3%	5%	2%	4%	5%	3%	3%	5%	2%	3%	4%	2%

While disclosing a preferred gender is not required, for those callers who identify as male or female we see a general trend – gamblers are mostly male, and affected others are mostly female. However, over the last five years we have seen a small increase in the number of female gamblers contacting the HelpLine and NetLine year on year.

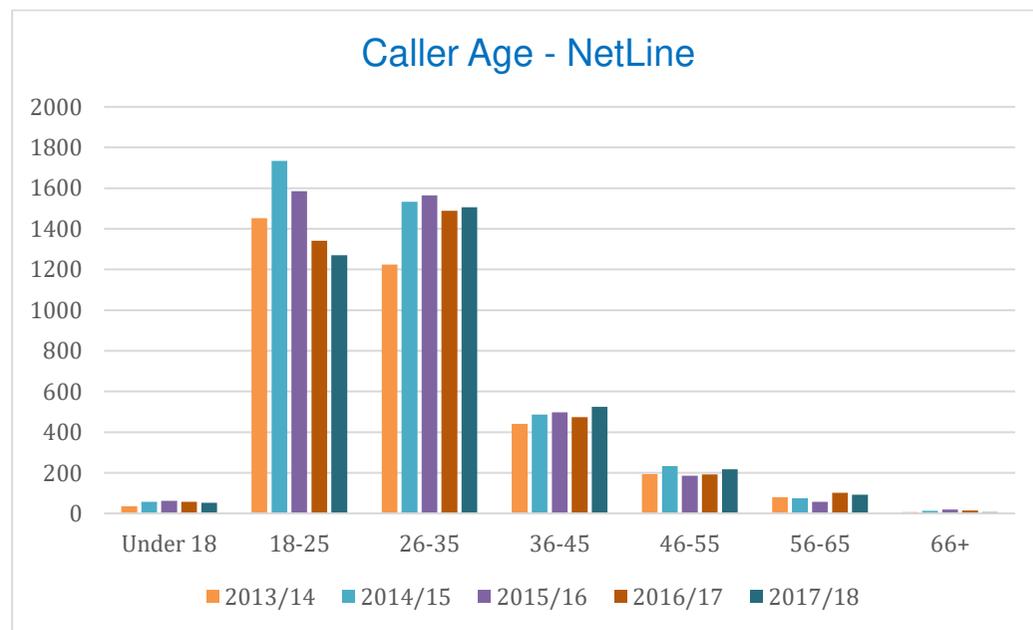
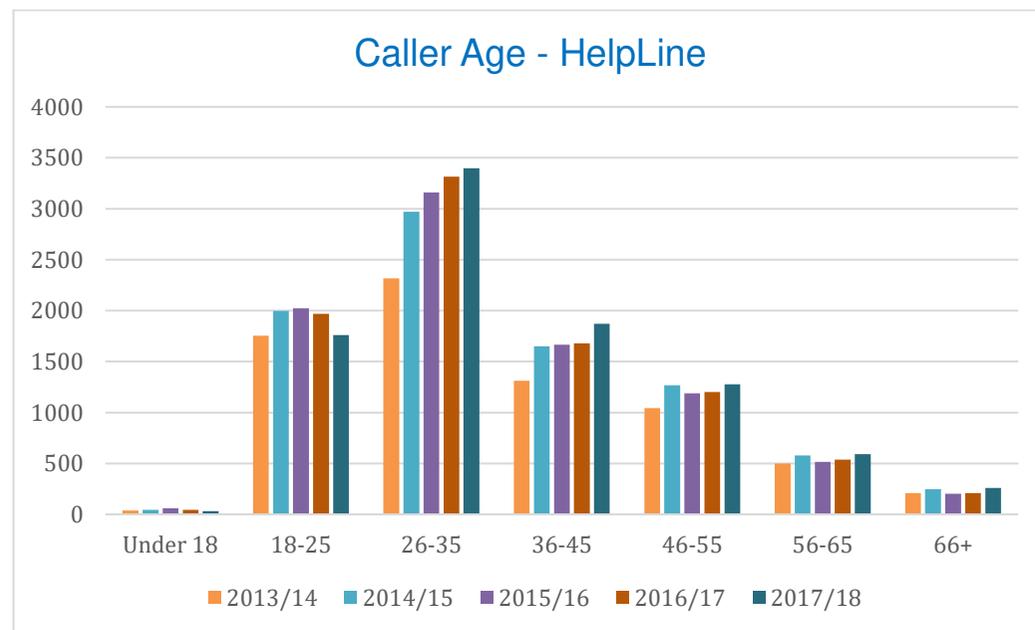
With the expansion of gambling opportunities and the introduction of new technologies, many people who may not have traditionally gambled are now taking part. Anecdotally, we acknowledge that the perception of gambling support services is that these could be male-dominated, however we offer a range of support services which can help women struggling with a gambling problem get the right support for them.



## Age of callers

	2017/18			2016/17			2015/16			2014/15			2013/14		
	All	HelpLine	NetLine												
n=	12,857	9,189	3,668	12,626	8,955	3,671	12,786	8,813	3,973	12,888	8,758	4,130	10,603	7,170	3,433
Under 18	1%	0% (33)	1% (53)	1%	0% (44)	2% (58)	1%	1% (60)	2% (62)	1%	0% (46)	1% (57)	1%	0% (37)	1% (35)
18-25	23%	19%	35%	26%	22%	36%	28%	23%	40%	29%	23%	42%	30%	24%	42%
26-35	38%	37%	41%	38%	37%	41%	37%	36%	39%	35%	34%	37%	33%	33%	36%
36-45	19%	20%	14%	17%	19%	13%	17%	19%	13%	16%	19%	12%	17%	18%	13%
46-55	12%	14%	6%	11%	13%	5%	11%	13%	5%	12%	14%	6%	12%	15%	6%
56-65	5%	7%	3%	5%	6%	3%	4%	6%	1%	5%	7%	2%	5%	7%	2%
66+	2%	3%	0%	2%	2%	0%	2%	2%	0%	2%	3%	0%	2%	3%	0%

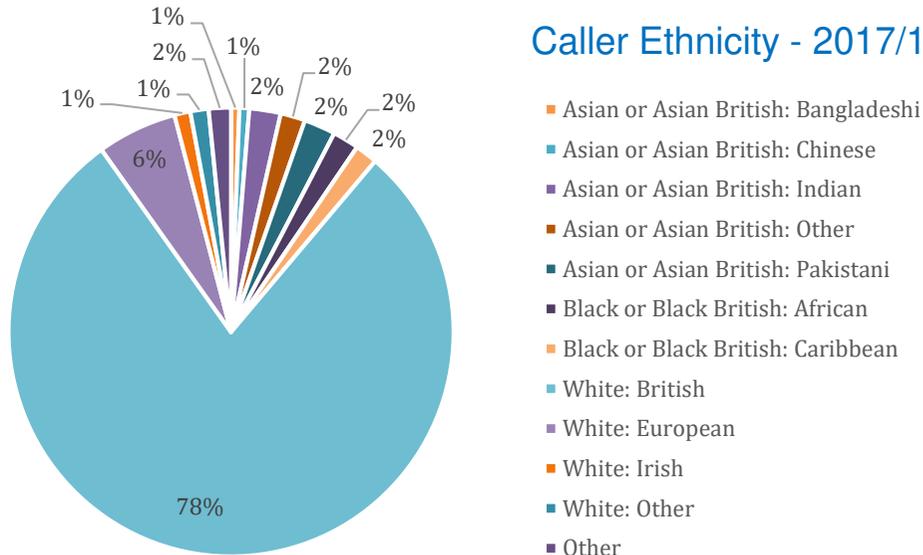
The age profile of people contacting via web chat tends to be younger, reflecting a generally recognised preference for online contact for under 35s. Overall, the majority of callers to both the HelpLine and NetLine are between 26-35 years old.



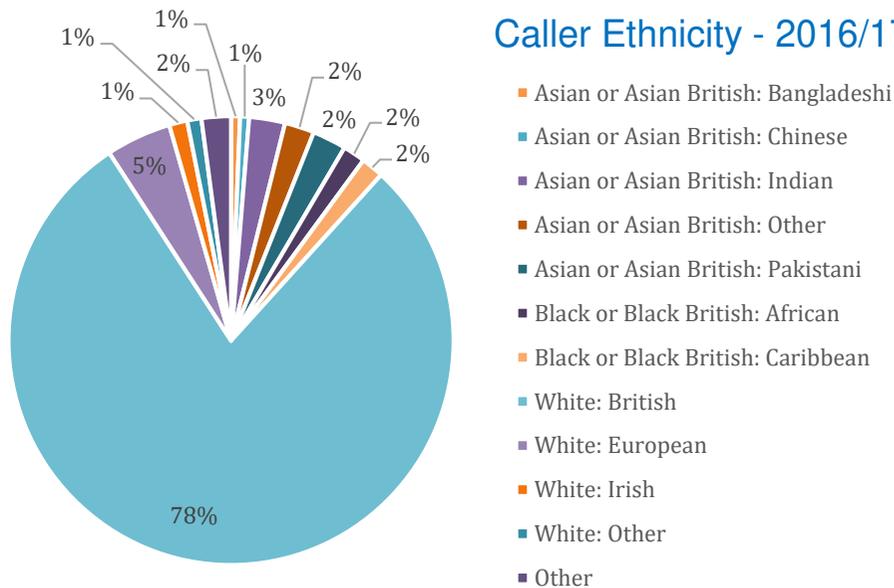
## Ethnicity of Callers

Ethnicities	2017/18			2016/17			2015/16			2014/15			2013/14		
	All	HelpLine	NetLine												
n=	9,433	8,092	1,341	8,574	7,236	1,338	8,973	7,291	1,682	9,439	7,591	1,848	4,109	1,683	2,426
Asian or Asian British: Bangladeshi	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%
Asian or Asian British: Chinese	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	1%
Asian or Asian British: Indian	2%	2%	2%	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	3%	3%
Asian or Asian British: Other	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
Asian or Asian British: Pakistani	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%
Black or Black British: African	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%
Black or Black British: Caribbean	2%	2%	0%	2%	2%	0%	1%	2%	0%	2%	2%	0%	2%	2%	1%
Black or Black British: Other	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Mixed: Other	0%	0%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%
Mixed: White & Asian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mixed: White & Black African	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mixed: White & Black Caribbean	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
White: British	78%	77%	80%	78%	77%	81%	79%	78%	81%	79%	78%	82%	78%	78%	80%
White: European	6%	5%	8%	5%	4%	6%	5%	4%	6%	4%	4%	5%	5%	5%	6%
White: Irish	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
White: Other	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%
Other	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%

### Caller Ethnicity - 2017/18



### Caller Ethnicity - 2016/17



The majority of those currently accessing our services are 'White British'. ONS data shows that 86% of the population of England and Wales is recorded as 'White' (see Ethnicity and National Identity in England and Wales: 2011).

We do see more callers from Black and Minority Ethnic (BAME) groups seeking support through the HelpLine than through our treatment services.

According to combined health surveys from England, Scotland and Wales from 2012, 2015 and 2016: 'the proportion of problem gamblers tends to be higher among people from Black ethnic groups and among other minority groups (not covered by White, Black or Asian) than among those from Asian and White backgrounds'. (See *NatCen Social Research / Gambling behaviour in Great Britain in 2016*).

Our strategy for 2018-2021 includes an increased focus on groups who are recognised as being at increased risk of developing problems with their gambling, plus the professionals working to support these groups, through specialist programmes of outreach, education and screening.

We want to build our understanding of at-risk groups so that we can identify the barriers to accessing support and develop interventions to mitigate these.

## Caller Satisfaction

	5 - Excellent		4		3		2		1 - Poor	
	2017/18	2016/17	2017/18	2016/17	2017/18	2016/17	2017/18	2016/17	2017/18	2016/17
How would you rate our service overall?	76%	78%	15%	13%	3%	3%	2%	1%	4%	5%
How well do you think the Adviser listened and understood your situation?	81%	81%	11%	12%	4%	3%	1%	1%	3%	3%
How well did you think the Adviser responded to your situation?	81%	81%	11%	12%	4%	2%	1%	1%	3%	3%

	Yes		No	
	2017/18	2016/17	2017/18	2016/17
If you need help or support in the future, do you feel you would contact us again?	93%	95%	7%	5%
Would you recommend our service to someone else?	94%	94%	6%	6%

In 2017/18, overall 91% of callers rated our service as 'excellent' or 'good'.

94% callers would recommend our service to someone else.

## Gambling Profile

### Number of years gambler callers had been gambling

	2017/18			2016/17			2015/16			2014/15			2013/14		
	All	HelpLine	NetLine												
n=	11,701	7,628	4,073	11,729	7,805	3,924	11,146	7,168	3,978	11,055	7,098	3,957	9,082	5,767	3,315
4 years or less	42%	38%	49%	42%	40%	48%	40%	37%	47%	41%	38%	47%	42%	40%	48%
5 - 9 years	27%	27%	26%	25%	24%	26%	26%	26%	26%	26%	25%	27%	26%	26%	26%
10 - 14 years	15%	16%	14%	16%	16%	15%	16%	17%	15%	15%	15%	14%	14%	14%	13%
15 - 19 years	6%	6%	5%	6%	7%	4%	6%	6%	5%	6%	7%	5%	7%	7%	6%
20 years +	10%	13%	6%	11%	13%	7%	12%	14%	7%	12%	15%	7%	11%	13%	7%



Overwhelmingly, over the last five years the majority of our callers had been gambling for less than four years before they contacted us because they were concerned about the impact this was having in their lives.

Overall, most callers have been participating in gambling activities for less than a decade.

## All Helpline Gambling Facilities & Activities

Data was not collected in this format for financial year 2013/2014.

	2017/18	2016/17	2015/16	2014/15
n*=	25,559	25,404	24,249	†25,738
<b>Online</b>	55%	50%	49%	47%
<b>Offline</b>	45%	50%	51%	53%

Online Activity		2017/18	2016/17	2015/16	2014/15
Betting		16%	16%	16%	16%
Bingo		1%	1%	1%	2%
Casino Games		14%	11%	11%	7%
Poker		1%	1%	1%	2%
Slots		13%	11%	10%	13%
Other		2%	1%	1%	1%
Not Disclosed		8%	9%	9%	6%
<b>Online Total</b>		<b>55%</b>	<b>50%</b>	<b>49%</b>	<b>47%</b>
Offline Facility Activity		2017/18	2016/17	2015/16	2014/15
Arcades	Gaming Machines	2%	2%	2%	2%
Betting Shop	Betting	9%	10%	10%	12%
	Gaming Machines	18%	19%	23%	22%
	Other	2%	2%	0%	0%
	Not Disclosed	4%	4%	4%	3%
Betting Shop Total		33%	35%	37%	37%
Bingo Club	Bingo	0%	1%	0%	0%
	Gaming Machines	0%	1%	1%	1%
Bingo Club Total		0%	2%	1%	1%
Casino	Gaming Machines	1%	1%	1%	2%
	Table Games	4%	4%	4%	3%
	Not Disclosed	1%	2%	1%	1%
Casino Total		6%	7%	6%	6%
National Lottery		0%	0%	0%	1%
Scratchcards		2%	2%	3%	3%
Other		2%	2%	2%	3%
<b>Offline Total</b>		<b>45%</b>	<b>50%</b>	<b>51%</b>	<b>53%</b>

\* We record up to three activities callers that tell us are most problematic for them.

† Before 2015, we recorded all activities disclosed by callers.

Overall, in the last three or more years we have seen a greater number of callers contacting us who mention that online gambling is particularly problematic for them. Most callers discussing online gambling mention betting such as sports betting, casino games and slots.

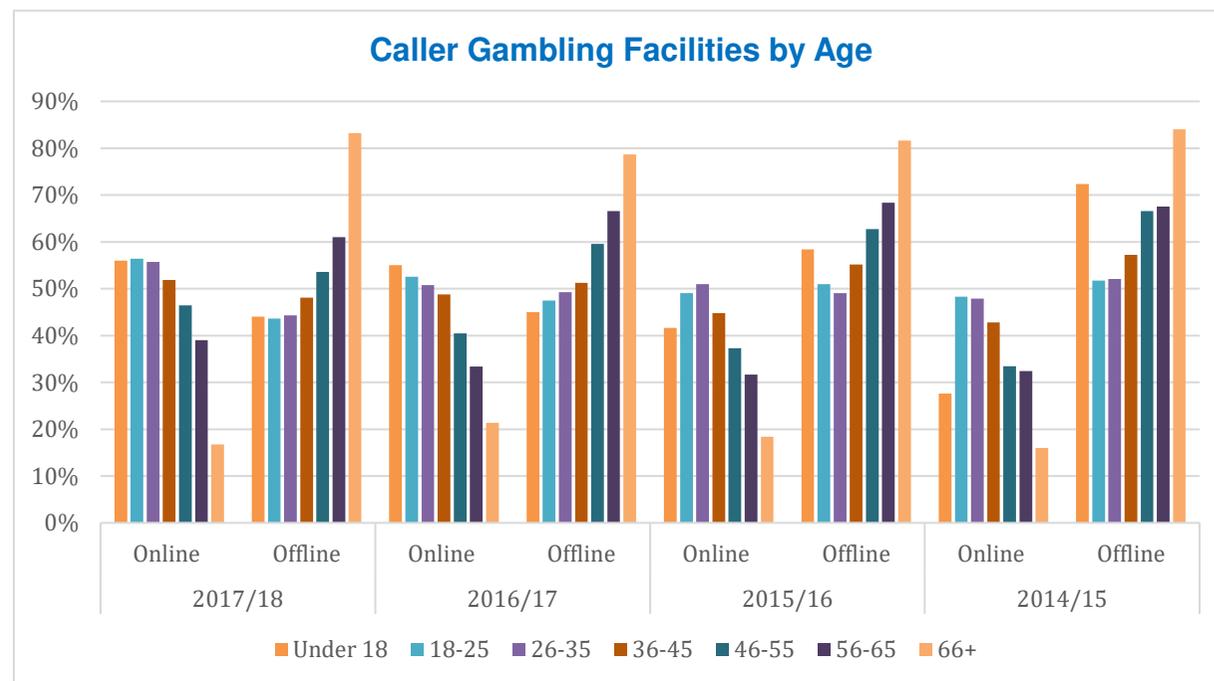
For those who are most impacted by offline gambling, gaming machines in betting shops are particularly problematic, despite a small decrease in the number of callers mentioning these in the last year.

# Helpline Gambling Facilities & Activities by Age

## Summary

	2017/18			2016/17			2015/16			2014/15		
	n*= Online	Offline		n*= Online	Offline		n*= Online	Offline		n*= Online	Offline	
<b>All</b>	<b>17,217</b>	53%	47%	<b>16,720</b>	49%	51%	<b>16,431</b>	47%	53%	<b>18,877</b>	45%	55%
<b>Under 18</b>	<b>72</b>	56%	44%	<b>91</b>	55%	45%	<b>113</b>	42%	58%	<b>105</b>	28%	72%
<b>18-25</b>	<b>4,368</b>	56%	44%	<b>4,693</b>	53%	47%	<b>5,137</b>	49%	51%	<b>6,086</b>	48%	52%
<b>26-35</b>	<b>7,467</b>	56%	44%	<b>6,970</b>	51%	49%	<b>6,600</b>	51%	49%	<b>7,457</b>	48%	52%
<b>36-45</b>	<b>3,157</b>	52%	48%	<b>2,848</b>	49%	51%	<b>2,703</b>	45%	55%	<b>3,018</b>	43%	57%
<b>46-55</b>	<b>1,437</b>	46%	54%	<b>1,453</b>	40%	60%	<b>1,293</b>	37%	63%	<b>1,543</b>	33%	67%
<b>56-65</b>	<b>549</b>	39%	61%	<b>515</b>	33%	67%	<b>449</b>	32%	68%	<b>524</b>	32%	68%
<b>66+</b>	<b>167</b>	17%	83%	<b>150</b>	21%	79%	<b>136</b>	18%	82%	<b>144</b>	16%	84%

\* Based on callers who choose to disclose age. We will record up to three activities that callers tell us are most problematic for them.



Overall, offline activities seem to be more problematic for callers aged 66 years and over, particularly gaming machines in betting shops.

For callers under 18, online activities seem to be most problematic. Despite being below the legal age, 53% of callers who disclosed that they were under 18 during 2017/18 spoke to us about online betting.

21% of callers who told us they were under 18 last year and who mentioned an offline gambling activity told us that scratch cards were problematic for them.

For callers from other age groups: online betting, casino games and slots are particularly problematic, as well as gaming machines in betting shops.

## HelpLine Gambling Facilities & Activities by Age 2017/18 and 2016/17

	2017/18								2016/17							
	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* =	17,217	72	4,368	7,467	3,157	1,437	549	167	16,720	91	4,693	6,970	2,848	1,453	515	150
Online	53%	56%	56%	56%	52%	46%	39%	17%	49%	55%	53%	51%	49%	40%	33%	21%
Offline	47%	44%	44%	44%	48%	54%	61%	83%	51%	45%	47%	49%	51%	60%	67%	79%

Online		2017/18								2016/17							
Activity		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+
Betting		18%	17%	20%	19%	16%	14%	10%	2%	17%	18%	21%	17%	16%	11%	5%	4%
Bingo		1%	0%	1%	1%	1%	3%	2%	2%	1%	1%	0%	1%	2%	2%	4%	3%
Casino Games		14%	13%	18%	15%	12%	8%	6%	4%	12%	11%	14%	13%	9%	7%	5%	3%
Poker		1%	1%	2%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%
Slots		13%	1%	9%	14%	16%	15%	16%	7%	12%	2%	9%	13%	14%	15%	13%	9%
Other		2%	14%	1%	2%	2%	2%	1%	1%	1%	15%	2%	1%	2%	1%	3%	0%
Not Disclosed		4%	10%	6%	4%	4%	4%	2%	1%	5%	7%	6%	5%	4%	3%	3%	1%
<b>Online Total</b>		53%	56%	56%	56%	52%	46%	39%	17%	49%	55%	53%	51%	49%	40%	33%	21%
<b>Offline</b>		<b>2017/18</b>								<b>2016/17</b>							
Facility	Activity	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+
Arcades	Gaming Machines	2%	3%	1%	1%	3%	4%	5%	6%	2%	3%	1%	2%	4%	3%	6%	11%
Betting Shop	Betting	10%	4%	9%	9%	9%	13%	17%	18%	11%	4%	9%	9%	11%	17%	18%	17%
	Gaming Machines	19%	7%	16%	19%	20%	21%	19%	29%	21%	10%	20%	21%	21%	21%	19%	26%
	Other	3%	1%	3%	3%	3%	3%	2%	2%	3%	0%	3%	3%	2%	3%	2%	1%
	Not Disclosed	2%	1%	2%	2%	2%	2%	2%	3%	2%	1%	3%	2%	1%	2%	1%	1%
<b>Betting Shop Total</b>		34%	13%	30%	33%	34%	39%	40%	52%	37%	15%	35%	35%	35%	43%	40%	45%
Bingo Club	Bingo	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%	1%	1%	1%
	Gaming Machines	1%	0%	0%	0%	1%	1%	2%	5%	1%	0%	0%	0%	1%	1%	3%	7%
<b>Bingo Club Total</b>		1%	0%	0%	0%	1%	2%	3%	7%	1%	0%	0%	0%	1%	2%	4%	8%
Casino	Gaming Machines	1%	1%	1%	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	2%	1%
	Table Games	4%	1%	6%	4%	3%	3%	4%	2%	4%	0%	5%	5%	4%	3%	4%	2%
	Not Disclosed	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%
<b>Casino Total</b>		6%	3%	8%	6%	5%	5%	6%	5%	6%	1%	7%	7%	6%	4%	7%	4%
National Lottery		0%	2%	1%	0%	0%	0%	1%	2%	0%	2%	0%	0%	0%	1%	1%	4%
Scratchcards		2%	21%	2%	2%	2%	2%	3%	8%	2%	22%	2%	2%	2%	3%	5%	5%
Other		2%	2%	2%	2%	3%	2%	3%	3%	3%	2%	2%	3%	3%	4%	4%	2%
<b>Offline</b>		51%	45%	47%	49%	51%	60%	67%	79%	51%	45%	47%	49%	51%	60%	67%	79%

## HelpLine Gambling Facilities & Activities by Age 2015/16 and 2014/15

	2015/16								2014/15							
	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* =	16,431	113	5,137	6,600	2,703	1,293	449	136	18,877	105	6,086	7,457	3,018	1,543	524	144
Online	47%	42%	49%	51%	45%	37%	32%	18%	45%	28%	48%	48%	43%	33%	32%	16%
Offline	53%	58%	51%	49%	55%	63%	68%	82%	55%	72%	52%	52%	57%	67%	68%	84%

Online	2015/16								2014/15							
Activity	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+
Betting	17%	11%	19%	16%	15%	9%	8%	4%	16%	8%	19%	18%	14%	10%	6%	3%
Bingo	2%	1%	1%	1%	3%	3%	3%	3%	2%	0%	1%	2%	2%	3%	4%	3%
Casino Games	11%	11%	14%	13%	8%	6%	5%	2%	7%	4%	10%	8%	6%	4%	4%	1%
Poker	1%	2%	2%	2%	1%	1%	1%	0%	2%	4%	1%	2%	2%	1%	1%	0%
Slots	10%	3%	7%	12%	12%	12%	11%	7%	13%	3%	11%	14%	14%	12%	13%	5%
Other	1%	10%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	3%
Not Disclosed	5%	4%	5%	6%	4%	5%	2%	1%	4%	7%	5%	3%	3%	2%	3%	1%
<b>Online Total</b>	<b>47%</b>	<b>42%</b>	<b>49%</b>	<b>51%</b>	<b>45%</b>	<b>37%</b>	<b>32%</b>	<b>18%</b>	<b>45%</b>	<b>28%</b>	<b>48%</b>	<b>48%</b>	<b>43%</b>	<b>33%</b>	<b>32%</b>	<b>16%</b>

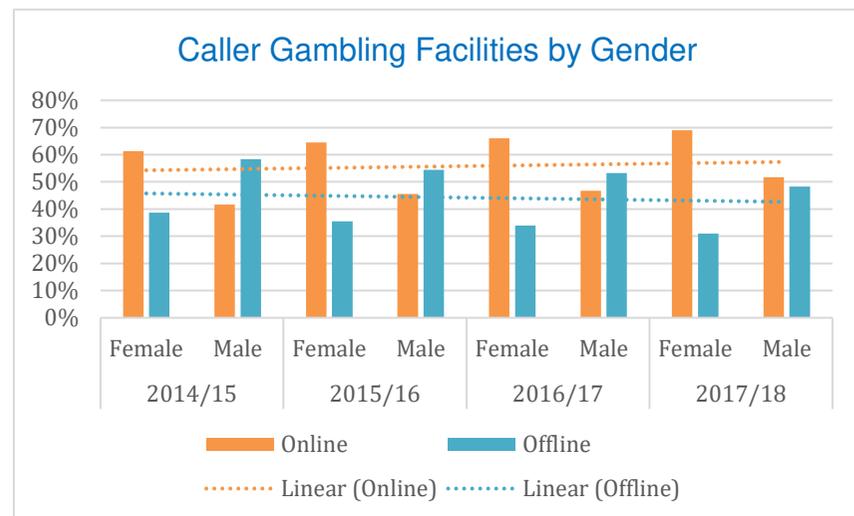
Offline		2015/16								2014/15							
Facility	Activity	All	<18	18-25	26-35	36-45	46-55	56-65	66+	All	<18	18-25	26-35	36-45	46-55	56-65	66+
Arcades	Gaming Machines	2%	3%	2%	2%	3%	4%	6%	5%	2%	4%	2%	2%	3%	4%	5%	3%
Betting Shop	Betting	11%	4%	10%	10%	12%	15%	16%	27%	13%	9%	12%	11%	14%	18%	19%	30%
	Gaming Machines	24%	20%	23%	23%	26%	26%	23%	31%	24%	23%	23%	23%	24%	28%	24%	30%
	Other	1%	1%	1%	1%	1%	1%	1%	3%	0%	0%	1%	0%	1%	1%	1%	1%
	Not Disclosed	3%	4%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%
<b>Betting Shop Total</b>		<b>39%</b>	<b>29%</b>	<b>37%</b>	<b>36%</b>	<b>41%</b>	<b>44%</b>	<b>42%</b>	<b>63%</b>	<b>39%</b>	<b>34%</b>	<b>38%</b>	<b>36%</b>	<b>40%</b>	<b>48%</b>	<b>46%</b>	<b>63%</b>
Bingo Club	Bingo	0%	0%	0%	0%	0%	1%	2%	1%	0%	0%	0%	0%	1%	1%	1%	1%
	Gaming Machines	1%	0%	0%	0%	1%	2%	4%	4%	1%	0%	0%	1%	1%	1%	2%	3%
<b>Bingo Club Total</b>		<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>3%</b>	<b>6%</b>	<b>5%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>4%</b>
Casino	Gaming Machines	1%	0%	1%	1%	1%	2%	1%	1%	3%	1%	2%	3%	3%	2%	2%	3%
	Table Games	4%	1%	6%	4%	3%	3%	4%	2%	3%	4%	4%	3%	2%	2%	2%	1%
	Not Disclosed	1%	1%	1%	1%	1%	0%	1%	0%	1%	3%	1%	1%	0%	1%	1%	0%
<b>Casino Total</b>		<b>6%</b>	<b>2%</b>	<b>8%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>	<b>6%</b>	<b>3%</b>	<b>7%</b>	<b>8%</b>	<b>7%</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>
National Lottery		0%	2%	0%	0%	0%	1%	1%	1%	1%	3%	0%	1%	1%	1%	2%	1%
Scratchcards		2%	22%	2%	2%	2%	3%	5%	4%	2%	22%	2%	2%	2%	3%	5%	6%
Other		3%	0%	2%	3%	3%	3%	2%	1%	3%	1%	3%	3%	4%	4%	2%	3%
<b>Offline</b>		<b>53%</b>	<b>58%</b>	<b>51%</b>	<b>49%</b>	<b>55%</b>	<b>63%</b>	<b>68%</b>	<b>82%</b>	<b>55%</b>	<b>72%</b>	<b>52%</b>	<b>52%</b>	<b>57%</b>	<b>67%</b>	<b>68%</b>	<b>84%</b>

## Helpline Gambling Facilities & Activities by Gender\*

\* Based on callers who choose to disclose gender. We record up to three activities which callers tell us are most problematic for them.

Summary	2017/18			2016/17			2015/16			2014/15		
	All	Female	Male									
n=	23,630	3,414	20,216	23,330	3,340	19,990	21,575	3,122	18,453	21,591	2,869	18,722
Online	54%	69%	52%	50%	66%	47%	48%	64%	46%	44%	61%	42%
Offline	46%	31%	48%	50%	34%	53%	52%	36%	54%	56%	39%	58%

Online Activity	2017/18			2016/17			2015/16			2014/15		
	All	Female	Male									
Betting	16%	3%	18%	16%	3%	18%	16%	4%	17%	16%	3%	19%
Bingo	1%	6%	0%	1%	8%	0%	2%	9%	0%	2%	12%	0%
Casino Games	14%	10%	15%	11%	8%	12%	10%	8%	11%	4%	3%	4%
Poker	1%	1%	1%	1%	0%	1%	1%	0%	2%	2%	1%	2%
Slots	13%	35%	9%	12%	32%	8%	10%	29%	7%	13%	31%	10%
Other	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%
Not Disclosed	7%	12%	7%	8%	13%	7%	8%	12%	8%	6%	9%	6%
<b>Online Total</b>	<b>54%</b>	<b>69%</b>	<b>52%</b>	<b>50%</b>	<b>66%</b>	<b>47%</b>	<b>48%</b>	<b>64%</b>	<b>46%</b>	<b>44%</b>	<b>61%</b>	<b>42%</b>



Overall, a greater percentage of female gamblers who call us disclose that online gambling is problematic for them as opposed to offline activities. This includes slots and casino games.

Male callers also tell us that they find online activities problematic, however they more frequently disclose concerns around online betting, including sports betting, as well as casino games.

Female callers who disclose offline activities most often mention gaming machines in betting shops, as do male callers. Female callers also disclose that they find gaming machines in arcades and scratch cards problematic activities.

Male callers who disclose offline activities also often mention that betting in betting shops and table games in casinos are problematic activities for them.

Offline		2017/18			2016/17			2015/16			2014/15		
Facility	Activity	All	Female	Male									
Arcades	Gaming Machines	2%	5%	1%	2%	5%	2%	2%	5%	2%	3%	5%	2%
Betting Shop	Betting	9%	2%	10%	10%	1%	11%	10%	2%	11%	13%	3%	14%
	Gaming Machines	18%	8%	20%	20%	8%	22%	23%	11%	25%	24%	11%	27%
	Other	2%	0%	3%	2%	1%	3%	1%	0%	1%	0%	0%	0%
	Not Disclosed	4%	2%	4%	4%	2%	4%	4%	2%	4%	3%	2%	3%
Betting Shop Total		33%	12%	36%	36%	12%	40%	38%	15%	41%	40%	16%	44%
Bingo Club	Bingo	0%	1%	0%	0%	2%	0%	0%	2%	0%	0%	2%	0%
	Gaming Machines	1%	2%	0%	1%	3%	0%	1%	3%	0%	1%	3%	0%
Bingo Club Total		1%	3%	0%	1%	5%	0%	1%	5%	0%	1%	5%	0%
Casino	Gaming Machines	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	3%
	Table Games	4%	2%	4%	4%	2%	4%	4%	2%	4%	2%	1%	2%
	Not Disclosed	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Casino Total		6%	4%	6%	7%	4%	7%	6%	4%	6%	5%	4%	6%
National Lottery		0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%
Scratchcards		2%	5%	2%	2%	5%	2%	3%	5%	2%	3%	6%	2%
Other		2%	1%	2%	2%	1%	2%	2%	1%	3%	3%	2%	3%
<b>Offline Total</b>		<b>46%</b>	<b>31%</b>	<b>48%</b>	<b>50%</b>	<b>34%</b>	<b>53%</b>	<b>52%</b>	<b>36%</b>	<b>54%</b>	<b>56%</b>	<b>39%</b>	<b>58%</b>

## Helpline Gambling Facilities by Ethnicity

\* Based on callers who choose to disclose ethnicity. We record up to three activities which callers tell us are problematic for them. Please note that prior to 2015, we would record all activities disclosed.

Online/Offline by Ethnicity	2017/18			2016/17			2015/16			†2014/15		
	n*	Online	Offline									
<b>All Callers Disclosing Ethnicity*</b>	<b>11,786</b>	<b>52%</b>	<b>48%</b>	<b>10,689</b>	<b>47%</b>	<b>53%</b>	<b>11,376</b>	<b>47%</b>	<b>53%</b>	<b>13,339</b>	<b>44%</b>	<b>56%</b>
Asian or Asian British: Bangladeshi	64	25%	75%	63	21%	79%	62	18%	82%	98	23%	77%
Asian or Asian British: Chinese	52	44%	56%	57	19%	81%	36	39%	61%	65	38%	62%
Asian or Asian British: Indian	287	39%	61%	260	37%	63%	272	38%	62%	328	40%	60%
Asian or Asian British: Other	163	29%	71%	206	33%	67%	210	34%	66%	259	33%	67%
Asian or Asian British: Pakistani	195	35%	65%	193	29%	71%	210	32%	68%	196	23%	77%
Black or Black British: African	27	26%	74%	27	37%	63%	27	15%	85%	43	40%	60%
Black or Black British: Caribbean	183	26%	74%	161	29%	71%	213	30%	70%	182	20%	80%
Black or Black British: Other	169	26%	74%	187	31%	69%	145	23%	77%	220	18%	82%
Mixed: Other	49	35%	65%	43	53%	47%	56	46%	54%	72	42%	58%
Mixed: White & Asian	25	48%	52%	23	43%	57%	43	42%	58%	61	39%	61%
Mixed: White & Black African	34	35%	65%	19	37%	63%	30	33%	67%	16	44%	56%
Mixed: White & Black Caribbean	51	39%	61%	46	41%	59%	57	44%	56%	57	42%	58%
White: British	9,446	55%	45%	8,505	50%	50%	9,166	49%	51%	11,022	46%	54%
White: European	608	42%	58%	473	41%	59%	456	40%	60%	432	36%	64%
White: Irish	131	60%	40%	148	58%	42%	108	44%	56%	178	50%	50%
White: Other	124	50%	50%	100	38%	62%	125	58%	42%	107	50%	50%
Other	178	35%	65%	178	29%	71%	160	29%	71%	3	33%	67%

Gambling Facilities by Ethnicity	2017/2018								
	n*	Online	Arcades	Betting Shop	Bingo Hall	Casino	National Lottery	Scratch cards	Other
<b>All Callers Disclosing Ethnicity*</b>	11,786	52%	2%	35%	1%	6%	0%	2%	2%
Asian, Asian British: Bangladeshi	64	25%	3%	55%	0%	14%	0%	0%	3%
Asian, Asian British: Chinese	52	44%	0%	33%	0%	19%	0%	2%	2%
Asian, Asian British: Indian	287	39%	1%	39%	0%	17%	0%	1%	3%
Asian, Asian British: Other	163	29%	1%	47%	0%	22%	0%	1%	0%
Asian, Asian British: Pakistani	195	35%	2%	47%	0%	13%	1%	1%	1%
Black, Black British: Other	27	26%	7%	52%	0%	15%	0%	0%	0%
Black, Black British: African	183	26%	1%	59%	0%	11%	1%	1%	1%
Black, Black British: Caribbean	169	26%	4%	53%	1%	11%	1%	3%	1%
Mixed: Other	49	35%	6%	31%	2%	14%	0%	6%	6%
Mixed: White and Asian	25	48%	0%	32%	0%	12%	0%	4%	4%
Mixed: White and Black African	34	35%	0%	44%	0%	12%	3%	3%	3%
Mixed: White and Black Caribbean	51	39%	0%	45%	4%	10%	0%	0%	2%
White: British	9,446	55%	2%	32%	1%	5%	0%	2%	3%
White: European	608	42%	1%	42%	0%	11%	1%	2%	1%
White: Irish	131	60%	2%	33%	0%	3%	0%	2%	0%
White: Other	124	50%	1%	32%	1%	10%	0%	4%	2%
Other Ethnic Group	178	35%	0%	49%	0%	14%	1%	0%	1%

Gambling Facilities by Ethnicity	2016/2017								
	n*	Online	Arcades	Betting Shop	Bingo Hall	Casino	National Lottery	Scratch cards	Other
<b>All Callers Disclosing Ethnicity*</b>	10,689	47%	2%	37%	1%	6%	1%	3%	3%
Asian, Asian British: Bangladeshi	63	21%	0%	57%	2%	17%	0%	0%	3%
Asian, Asian British: Chinese	57	19%	2%	35%	2%	40%	0%	2%	0%
Asian, Asian British: Indian	260	37%	1%	43%	1%	15%	0%	0%	3%
Asian, Asian British: Other	206	33%	2%	41%	0%	23%	0%	1%	0%
Asian, Asian British: Pakistani	193	29%	0%	52%	0%	16%	1%	2%	2%
Black, Black British: Other	27	37%	0%	48%	0%	15%	0%	0%	0%
Black, Black British: African	161	29%	1%	54%	0%	9%	3%	3%	1%
Black, Black British: Caribbean	187	31%	2%	57%	1%	7%	0%	1%	1%
Mixed: Other	43	53%	0%	26%	2%	9%	2%	3%	5%
Mixed: White and Asian	23	43%	0%	39%	0%	18%	0%	0%	0%
Mixed: White and Black African	19	37%	5%	48%	0%	5%	0%	5%	0%
Mixed: White and Black Caribbean	46	41%	0%	37%	2%	13%	2%	5%	0%
White: British	8,505	50%	3%	36%	1%	4%	0%	3%	3%
White: European	473	41%	1%	43%	0%	12%	0%	1%	2%
White: Irish	148	58%	3%	28%	1%	6%	0%	3%	1%
White: Other	100	38%	1%	40%	0%	12%	0%	2%	7%
Other Ethnic Group	178	29%	0%	52%	0%	15%	2%	2%	0%

Gambling Facilities by Ethnicity	2015/2016								
	n*	Online	Arcades	Betting Shop	Bingo Hall	Casino	National Lottery	Scratch cards	Other
<b>All Callers Disclosing Ethnicity*</b>	11,376	47%	2%	40%	1%	6%	0%	2%	2%
Asian, Asian British: Bangladeshi	62	18%	2%	56%	0%	18%	3%	2%	1%
Asian, Asian British: Chinese	36	39%	5%	28%	3%	25%	0%	0%	0%
Asian, Asian British: Indian	272	38%	0%	42%	0%	15%	1%	1%	3%
Asian, Asian British: Other	210	34%	1%	42%	0%	20%	0%	2%	1%
Asian, Asian British: Pakistani	210	32%	1%	50%	1%	13%	1%	0%	2%
Black, Black British: Other	27	15%	0%	67%	0%	18%	0%	0%	0%
Black, Black British: African	213	30%	1%	56%	1%	7%	1%	4%	0%
Black, Black British: Caribbean	145	23%	4%	53%	3%	12%	1%	3%	1%
Mixed: Other	56	46%	0%	37%	0%	13%	2%	0%	2%
Mixed: White and Asian	43	42%	3%	37%	2%	9%	0%	5%	2%
Mixed: White and Black African	30	33%	4%	47%	3%	13%	0%	0%	0%
Mixed: White and Black Caribbean	57	44%	2%	35%	0%	14%	0%	5%	0%
White: British	9,166	49%	2%	38%	1%	5%	0%	3%	2%
White: European	456	40%	1%	47%	0%	7%	1%	2%	2%
White: Irish	108	44%	0%	44%	1%	4%	1%	5%	1%
White: Other	125	58%	2%	27%	1%	7%	0%	4%	1%
Other Ethnic Group	160	29%	1%	54%	2%	12%	0%	2%	0%

Gambling Facilities by Ethnicity	2014/2015								
	n*	Online	Arcades	Betting Shop	Bingo Hall	Casino	National Lottery	Scratch cards	Other
<b>All Callers Disclosing Ethnicity*</b>	13,339	44%	3%	39%	1%	7%	1%	2%	3%
Asian, Asian British: Bangladeshi	98	23%	1%	53%	0%	19%	1%	0%	3%
Asian, Asian British: Chinese	65	38%	0%	31%	0%	29%	0%	0%	2%
Asian, Asian British: Indian	328	40%	1%	43%	0%	13%	1%	0%	2%
Asian, Asian British: Other	259	33%	1%	42%	0%	21%	1%	1%	1%
Asian, Asian British: Pakistani	196	23%	3%	55%	0%	16%	1%	1%	1%
Black, Black British: Other	43	40%	0%	40%	2%	14%	0%	2%	2%
Black, Black British: African	182	20%	1%	60%	1%	15%	1%	1%	1%
Black, Black British: Caribbean	220	18%	2%	62%	3%	10%	1%	2%	2%
Mixed: Other	72	42%	0%	47%	0%	7%	2%	1%	1%
Mixed: White and Asian	61	39%	3%	35%	3%	12%	0%	5%	3%
Mixed: White and Black African	16	44%	0%	44%	6%	0%	0%	6%	0%
Mixed: White and Black Caribbean	57	42%	3%	44%	0%	7%	0%	2%	2%
White: British	11,022	46%	3%	38%	1%	5%	1%	2%	4%
White: European	432	36%	1%	49%	1%	9%	1%	2%	1%
White: Irish	178	50%	2%	41%	0%	4%	0%	2%	1%
White: Other	107	50%	1%	32%	0%	9%	1%	5%	2%
Other Ethnic Group	3	33%	0%	67%	0%	0%	0%	0%	0%

## Impacts of Problem Gambling

### Most common impacts of problem gambling disclosed by callers

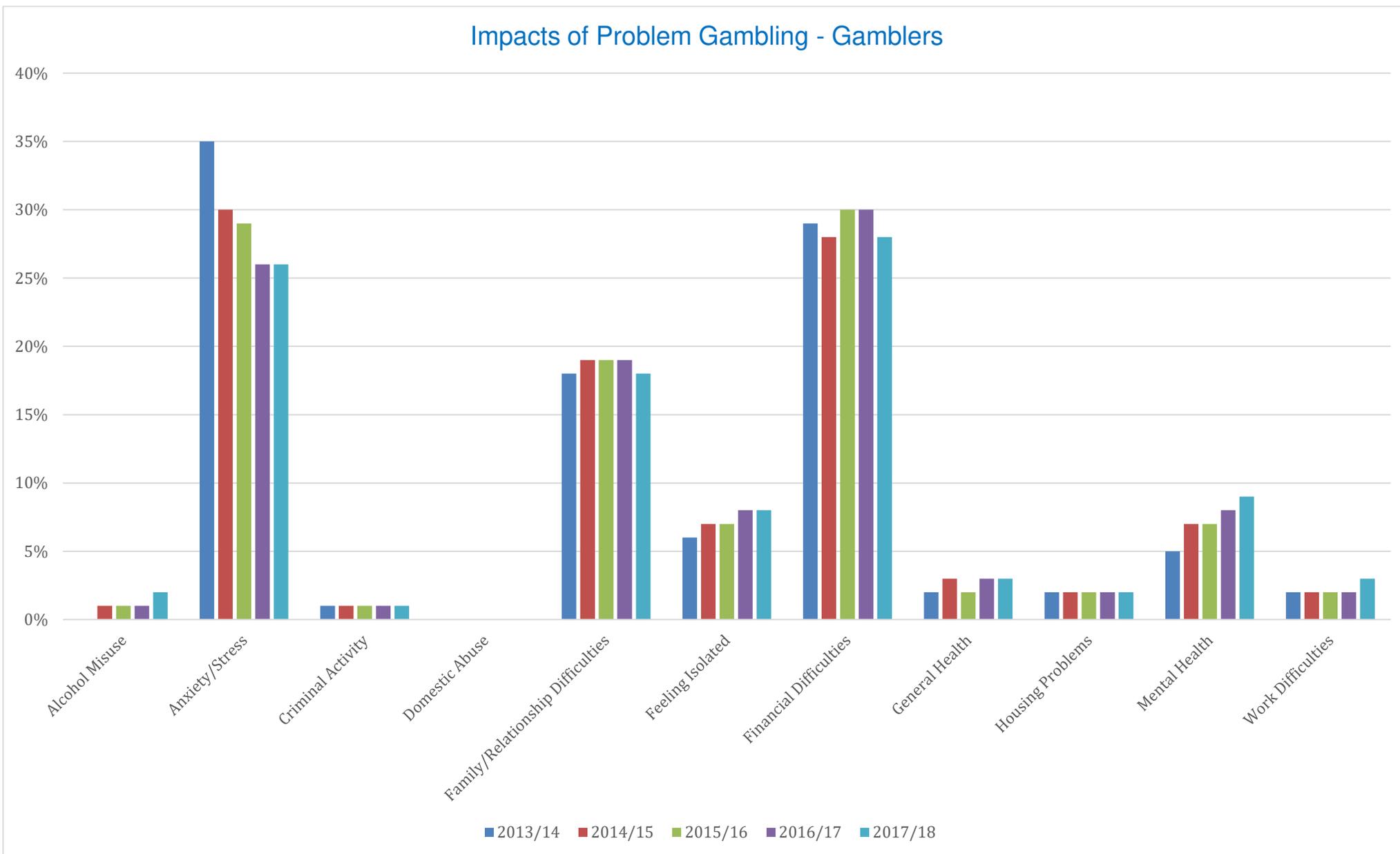
Impacts of Problem Gambling	2017/18			2016/17			2015/16			2014/15			2013/14		
	All	Affected Other	Gambler												
n*=	82,035	10,117	71,918	70,361	9,367	60,994	56,513	8,279	48,234	49,851	7,199	42,652	32,323	6,196	26,127
Alcohol Misuse	1%	0%	2%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%
Anxiety/Stress	27%	32%	26%	27%	31%	26%	29%	32%	29%	31%	35%	30%	35%	36%	35%
Criminal Activity	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Domestic Abuse	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%
Family/Relationship Difficulties	20%	35%	18%	21%	34%	19%	22%	36%	19%	21%	34%	19%	21%	35%	18%
Feeling Isolated	8%	4%	8%	7%	4%	8%	6%	4%	7%	7%	5%	7%	6%	4%	6%
Financial Difficulties	27%	21%	28%	28%	21%	30%	29%	21%	30%	27%	19%	28%	27%	18%	29%
General Health	3%	2%	3%	3%	2%	3%	2%	1%	2%	2%	1%	3%	2%	1%	2%
Housing Problems	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%
Mental Health	8%	3%	9%	8%	4%	8%	6%	2%	7%	6%	2%	7%	5%	2%	5%
Work Difficulties	3%	1%	3%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%

\*Callers disclose the areas that gambling is having the biggest impact on in their lives, and may mention more than one impact during a call.

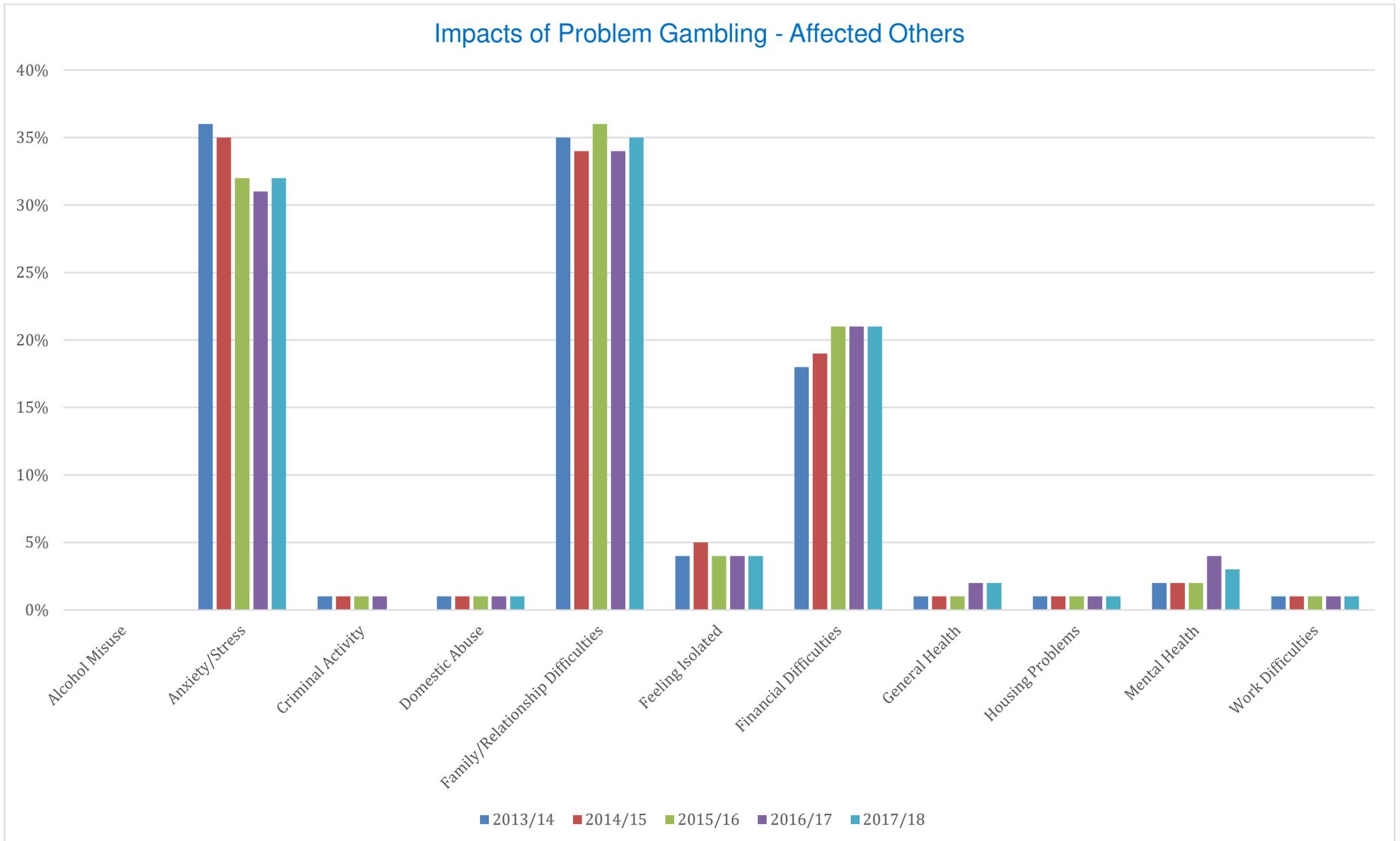
Financial difficulties are a particular concern for those affected by gambling problems, and often overlap with issues at work and with housing. While many callers do disclose some level of debt, (see separate table), this may not be the impact which is most affecting them at the time of their call.

Overall, 43% of callers mentions impacts on their mental wellbeing last year, including anxiety, stress, depression, isolation and even suicidal thoughts and feelings. Isolation is a key characteristic of problem gambling that GamCare would like to change, as many serious impacts remain hidden from others until individuals have reached a crisis point. We would like to encourage more people to talk more about gambling in all forms, so that we can ensure more people know the warning signs that indicate someone may be struggling to control their gambling, and know where to find help sooner.

## Impacts of Problem Gambling - Gamblers



## Impacts of Problem Gambling - Affected Others



## Callers Who Discussed Debt

Amount of debt	2017/18			2016/17			2015/16			2014/15			2013/14		
	All	Affected Other	Gambler												
n=	10,762	546	10,216	10,593	435	10,158	11,115	585	10,530	12,427	573	11,854	5,564	265	5,299
Not disclosed	12%	31%	10%	12%	11%	12%	11%	12%	11%	13%	21%	13%	13%	21%	13%
None	22%	30%	22%	22%	29%	21%	23%	27%	23%	23%	24%	23%	22%	20%	23%
Some	36%	26%	37%	37%	36%	37%	32%	33%	32%	31%	34%	31%	28%	31%	27%
Less than £5,000	11%	4%	11%	12%	7%	13%	14%	11%	15%	15%	9%	15%	17%	13%	17%
£5,000 to £9,999	6%	3%	6%	5%	5%	5%	6%	4%	6%	6%	2%	6%	6%	5%	6%
£10,000 to £14,999	3%	1%	4%	3%	5%	3%	3%	2%	4%	3%	1%	3%	4%	2%	4%
£15,000 to £19,999	2%	1%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%
£20,000 to £99,999	6%	4%	6%	6%	5%	6%	5%	7%	5%	6%	6%	6%	7%	7%	7%
£100,000 or more	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Bankruptcy	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%
IVA	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%

Overall, 66% of callers in 2017/18 disclosed that they were in some level of debt. This includes gamblers as well as their friends or family members who may have tried to help them and encountered financial problems of their own because of this.

Of those who disclosed the amount of debt they were in because of gambling problems, most owed under £5,000. However, the impact of even a 'small' amount of debt is not to be underestimated – as well as having practical implications, the stress and anxiety this causes, particularly if the individual has not spoken about this to anyone else, can be detrimental to their wellbeing. Financial impacts may also be experienced even before an individual has accrued any debt.

Debt is often best viewed in comparison to overall income and affordability, however please note that GamCare does not gather this information from callers or clients.

## TREATMENT SERVICES

### Clients and Sessions

	2017/18	2016/17	2015/16	2014/15	2013/14
<b>CLIENTS SEEN</b>					
Total Clients Seen	8,310	8,044	6,832	5,500	3,947
<b>TYPE OF CLIENT</b>					
Gambler	90%	90%	90%	91%	97%
Partner or family member	10%	10%	10%	9%	3%

We provide a range of treatment interventions for individuals and groups, including face to face and online sessions. We provide support for both gamblers and their family and friends who are impacted (affected others).



### Client Improvement Measures

The Problem Gambling Severity Index (PGSI) measure has the following guidelines:

Score	Indicator
0	Non-problem gambler
1-2	Low risk gambler
3-7	Moderate risk gambler
8+	Problem gambler

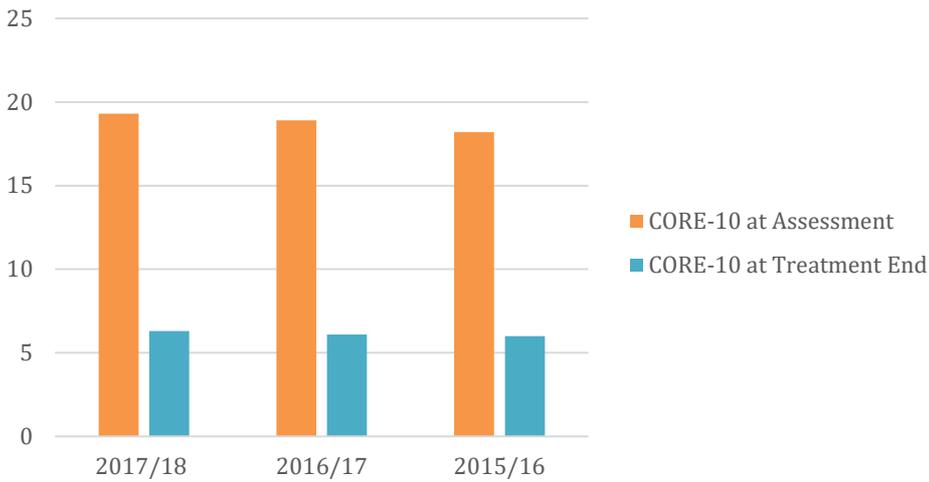
CORE-10 (Clinical Outcomes in Routine Evaluation) measures wider wellbeing indicators and has the following guidelines:

Score	Indicator
0 - 5	Healthy
5 - 10	Low-level
10 - 15	Mild
15 - 20	Moderate
20 - 25	Moderate to Severe
25 - 40	Severe

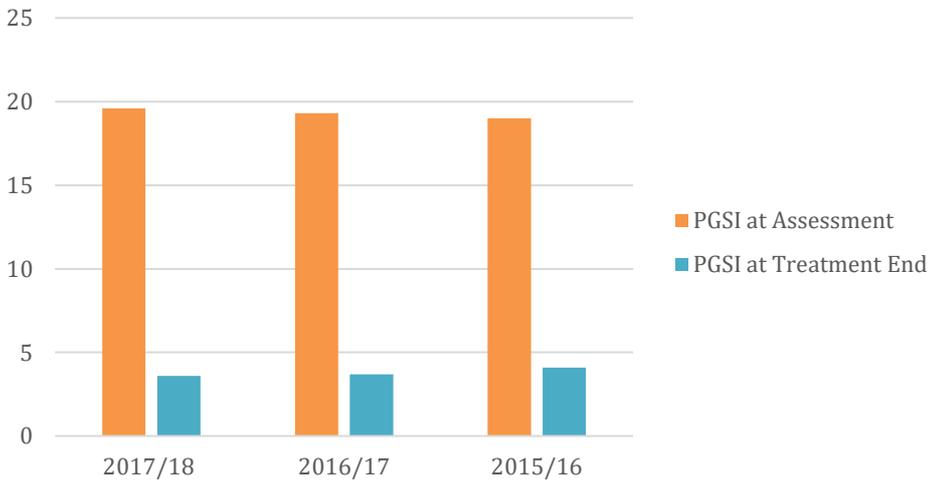
CORE-10 specifies: 'The client must improve by 6.0 or more from pre- to post-therapy to be able to say that they have made reliable improvement'.

	2017/18	2016/17	2015/16
<b>CORE-10 at Assessment</b>	19.3	18.9	18.2
<b>CORE-10 at Treatment End</b>	6.3	6.1	6.0
<b>CORE-10 Improvement</b>	13.0	12.8	12.2
<b>PGSI at Assessment</b>	19.6	19.3	19.0
<b>PGSI at Treatment End</b>	3.6	3.7	4.1
<b>PGSI Improvement</b>	16.0	15.7	14.9

### CORE-10 Improvement



### PGSI Improvement



## Client Satisfaction

CLIENT SATISFACTION	2017/18	2016/17
<b>Client Satisfaction Levels (1 = Very unsatisfied: 5 = Very satisfied)</b>		
1. Overall, how satisfied are you with the counselling service?	4.9	4.9
2. How well do you feel your counsellor understood your situation?	4.9	4.9
3. How well do you feel your counsellor responded to your situation?	4.9	4.9
4. All things considered, how were you feeling before you started counselling?	1.7	1.6
5. All things considered, how are you feeling at the end of your counselling?	4.5	4.5
<b>Score Improvement between Q4. and Q5.</b>	<b>2.8</b>	<b>3.0</b>
6. To what extent do you feel the counselling you have received has brought about a positive change in your gambling situation?	4.7	4.9
7. If you had a re-lapse would you contact the service again for counselling?		
Yes	98%	97%
No	2%	3%
8. Would you recommend the counselling service to someone else?		
Yes	99%	98%
No	1%	2%

Out of a possible rating of five, clients across our treatment network rated us at 4.9 last year. 99% of clients across the network would recommend our services to others.

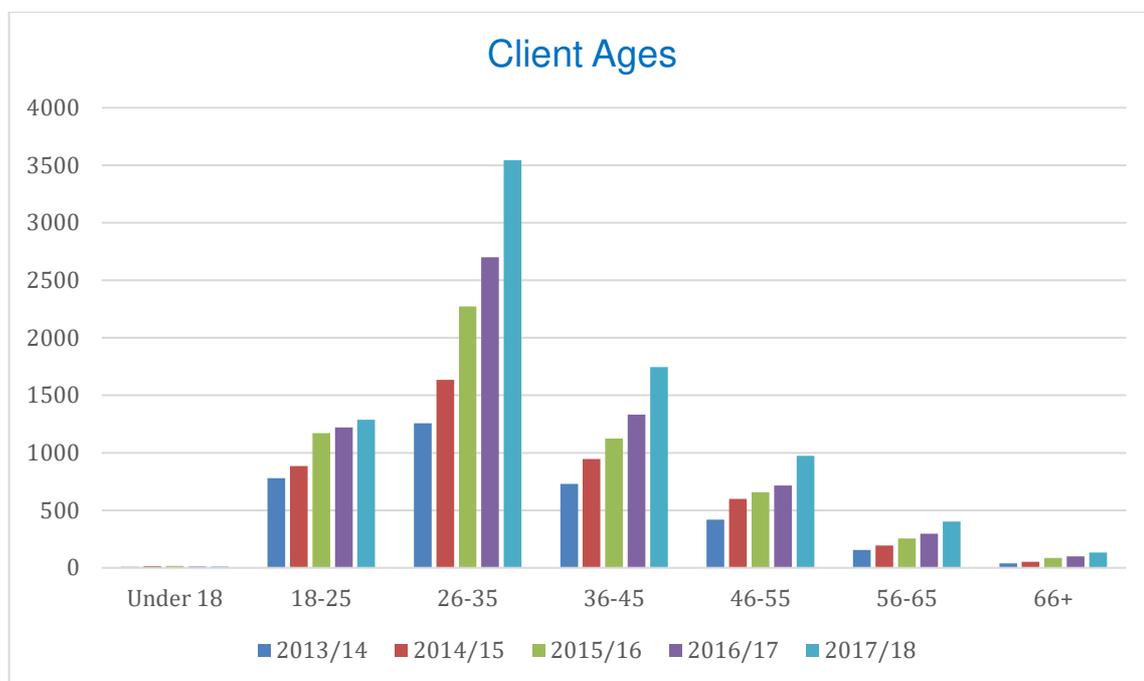
## Client Profile

### Client Ages

Age Groups	2017/18	2016/17	2015/16	2014/15	2013/14
n=	8,099	6,371	5,580	4,323	3,387
Under 18*	0% (12)	0% (10)	0% (17)	0% (13)	0% (8)
18-25	16%	19%	21%	20%	23%
26-35	44%	42%	41%	38%	37%
36-45	21%	21%	20%	22%	22%
46-55	12%	11%	12%	14%	12%
56-65	5%	5%	5%	5%	5%
66+	2%	2%	1%	1%	1%

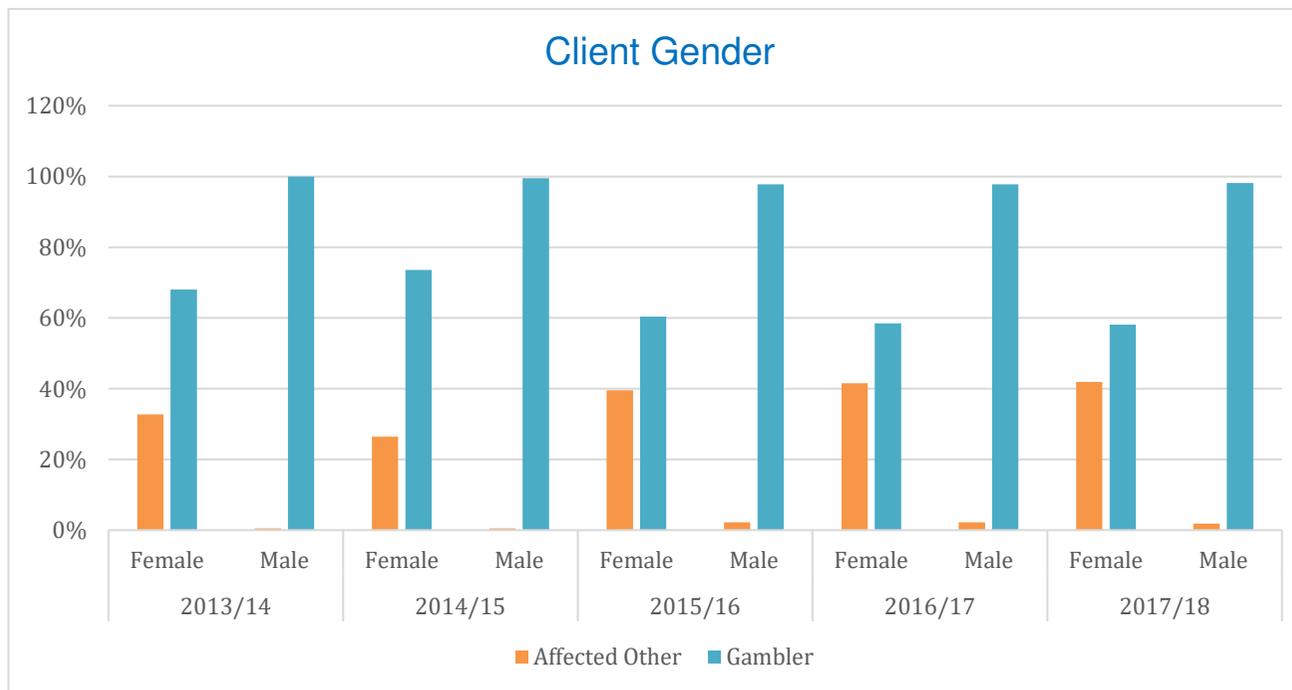
\*GamCare does not currently provide specialist treatment for anyone under 16.

The majority of clients across the network in 2017/18 were aged between 26 and 35 years, which has been the case for the last five years.



## Client Type by Gender

Client Types	2017/18			2016/17			2015/16			2014/15			2013/14		
	All	Female	Male	All	Female	Male									
n=	8,268	1,765	6,503	6,188	1,256	4,932	5,809	1,190	4,619	1,814	322	1,492	976	168	808
Affected Other	10%	42%	2%	10%	42%	2%	10%	40%	2%	5%	26%	0%	6%	33%	0%
Gambler	90%	58%	98%	90%	58%	98%	90%	60%	98%	95%	74%	100%	94%	68%	100%



While disclosing a preferred gender is not compulsory, for those clients who identify as male or female we see a trend which mirrors that on the HelpLine. Generally, gamblers are mostly male, and affected others are mostly female.

Many female clients have told us that they previously assumed that treatment for gambling problems was aimed at men and delivered by men. In fact, many of our Practitioners are female, and if a client expresses a genuine preference to work with a practitioner of either gender we will make every effort to accommodate their request.

## Debts Disclosed by clients

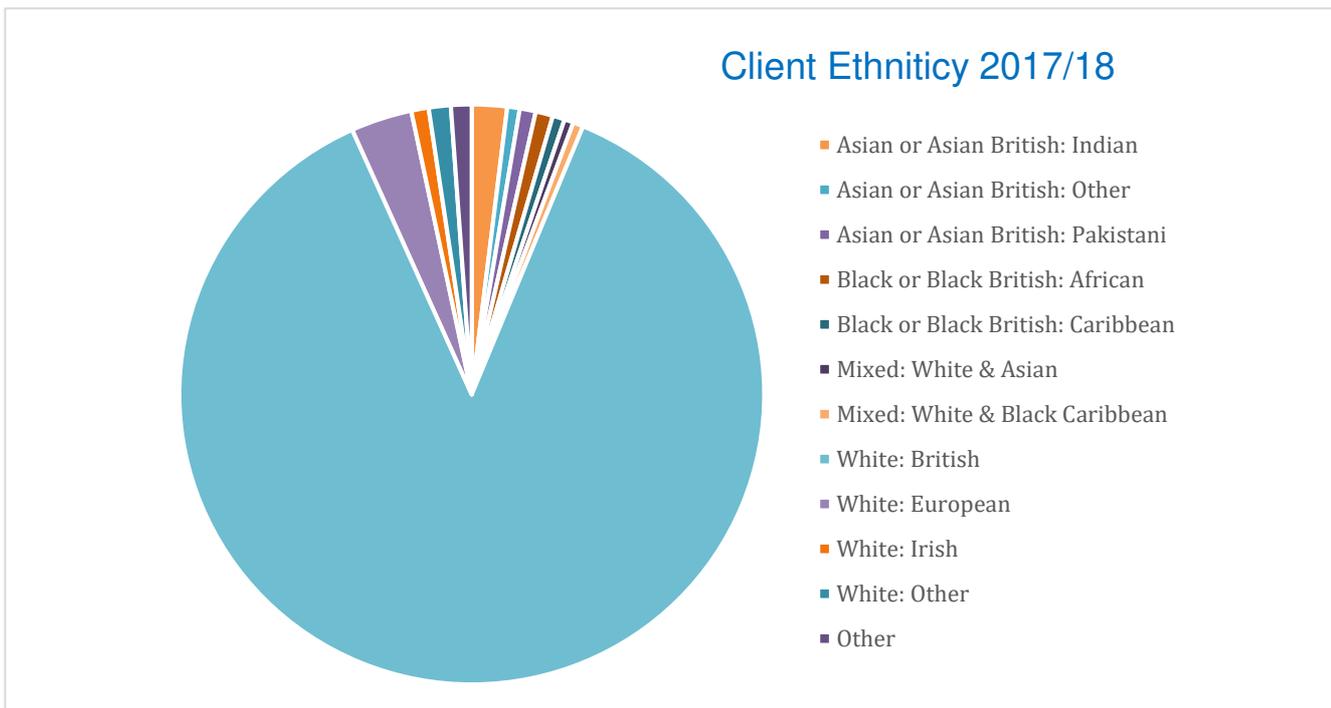
Level of Debt	2017/18	2016/17	2015/16	2014/15	2013/14
n=	8,299	5,262	4,762	1,457	595
Not disclosed	11%	2%	2%	10%	13%
None	23%	26%	28%	20%	20%
Some	5%	13%	11%	28%	24%
Less than £5,000	23%	23%	25%	17%	20%
£5,000 to £9,999	11%	11%	11%	8%	7%
£10,000 to £14,999	7%	7%	6%	4%	7%
£15,000 to £19,999	5%	5%	4%	3%	1%
£20,000 to £99,999	13%	11%	10%	8%	7%
£100,000 or more	1%	1%	1%	0%	0%
Bankruptcy	0%	0%	1%	1%	1%
IVA	1%	1%	1%	1%	0%

Similar to callers to the HelpLine who disclosed the amount of debt they had accrued due to gambling problems, the majority of clients across our network disclosed debt of less than £5,000. However, 13% of clients across the network disclosed debts of between £20,000 - £99,999.

This can include debts such as credit cards and bank loans, phone bills if these have been used to deposit funds, as well as bills etc. which have been unpaid. Some callers and clients also disclose that they have used 'loan sharks'.

## Ethnicities disclosed by clients

Ethnicities of clients	2017/18	2016/17	2015/16	2014/15	2013/14
n=	8233	6,121	5,374	4857	3884
Asian or Asian British: Bangladeshi	0%	0%	1%	0%	0%
Asian or Asian British: Chinese	0%	1%	0%	1%	1%
Asian or Asian British: Indian	2%	2%	2%	1%	0%
Asian or Asian British: Other	1%	1%	1%	1%	0%
Asian or Asian British: Pakistani	1%	1%	1%	0%	0%
Black or Black British: African	1%	1%	1%	1%	1%
Black or Black British: Caribbean	1%	1%	1%	1%	0%
Black or Black British: Other	0%	0%	0%	0%	0%
Mixed: Other	0%	1%	0%	0%	0%
Mixed: White & Asian	1%	0%	0%	0%	0%
Mixed: White & Black African	0%	0%	0%	0%	0%
Mixed: White & Black Caribbean	1%	0%	0%	0%	0%
White: British	86%	80%	81%	67%	94%
White: European	3%	3%	3%	3%	1%
White: Irish	1%	1%	1%	1%	0%
White: Other	1%	1%	1%	1%	1%
Other	1%	7%	7%	23%	2%



As with callers to the HelpLine, the majority of clients across our network were 'White British' in 2017/18. We aim to increase treatment take-up for BME groups over the next three years, as we know that recent health surveys in England, Scotland and Wales have shown that they are disproportionately affected by problem gambling.

## All Client Gambling Facilities & Activities\*

Data was not collected in this format for financial year 2013/2014

	2017/18	2016/17	2015/16	2014/15
n=	16,832	19,359	17,632	†17,431
<b>Online</b>	53%	47%	43%	38%
<b>Offline</b>	47%	53%	57%	62%

\* Clients may disclose up to three activities.

<b>Online Activity</b>		2017/18	2016/17	2015/16	2014/15
Betting		20%	18%	16%	15%
Bingo		1%	1%	1%	2%
Casino Games		13%	11%	8%	4%
Poker		2%	2%	2%	2%
Slots		14%	12%	11%	11%
Other		3%	3%	3%	3%
Not Disclosed		0%	1%	2%	1%
<b>Online Total</b>		<b>53%</b>	<b>47%</b>	<b>43%</b>	<b>38%</b>
<b>Offline Facility</b>					
<b>Activity</b>		<b>2017/18</b>	<b>2016/17</b>	<b>2015/16</b>	<b>2014/15</b>
Arcades	Gaming Machines	2%	3%	3%	4%
Betting Shop	Betting	12%	13%	15%	16%
	Gaming Machines	16%	17%	20%	18%
	Other	3%	5%	2%	1%
	Not Disclosed	0%	1%	1%	0%
<b>Betting Shop Total</b>		<b>31%</b>	<b>36%</b>	<b>38%</b>	<b>35%</b>
Bingo Club	Bingo	0%	0%	1%	1%
	Gaming Machines	1%	1%	1%	1%
<b>Bingo Club Total</b>		<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>
Casino	Gaming Machines	1%	1%	2%	4%
	Table Games	5%	5%	5%	4%
	Other	0%	0%	0%	1%
<b>Casino Total</b>		<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>9%</b>
National Lottery		1%	1%	1%	2%
Scratchcards		2%	2%	2%	3%
Other		4%	4%	4%	7%
<b>Offline Total</b>		<b>47%</b>	<b>53%</b>	<b>57%</b>	<b>62%</b>

\*We record up to three activities that clients tell us are the most problematic for them. † Prior to 2015, we recorded all of the activities clients disclosed as problematic for them.

As with callers to the HelpLine, in the last three or more years we have seen a greater number of clients who tell us that online gambling is particularly problematic for them.

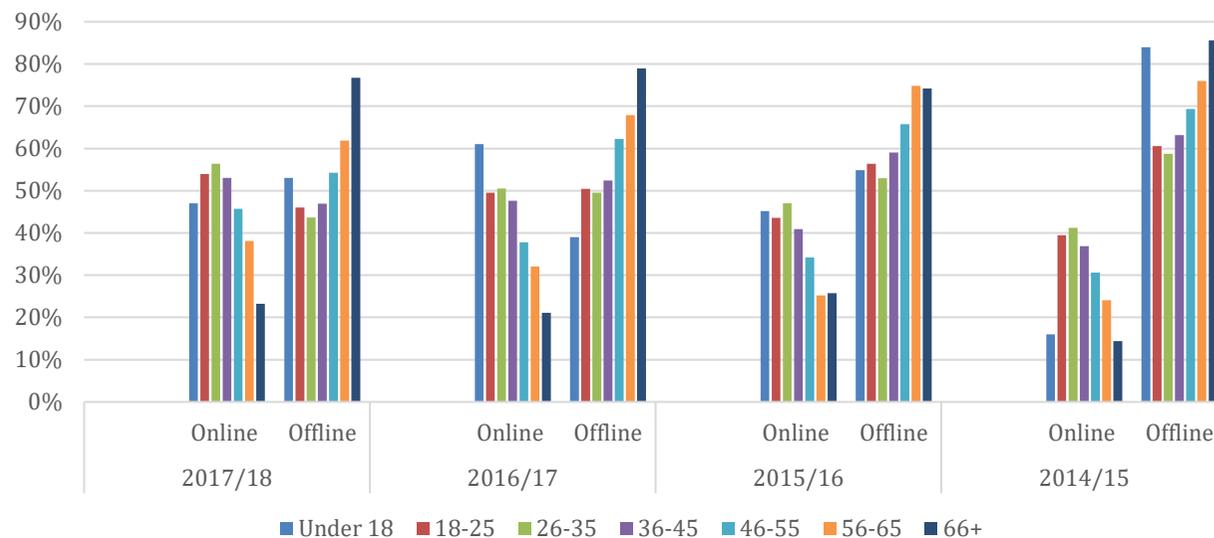
For those who are most impacted by offline gambling, gaming machines in betting shops are particularly problematic, despite a small decrease in the number of clients disclosing this in the last year.

# Client Gambling Facilities & Activities by Age\*

## Summary

	2017/18			2016/17			2015/16			2014/15		
	n=	Online	Offline									
<b>All</b>	<b>16,430</b>	53%	47%	<b>19,081</b>	48%	52%	<b>16,420</b>	43%	57%	<b>14,913</b>	38%	62%
<b>Under 18</b>	<b>15</b>	47%	53%	<b>28</b>	61%	39%	<b>31</b>	45%	55%	<b>25</b>	16%	84%
<b>18-25</b>	<b>2,990</b>	54%	46%	<b>3,815</b>	50%	50%	<b>3,648</b>	44%	56%	<b>3,281</b>	39%	61%
<b>26-35</b>	<b>7,619</b>	56%	44%	<b>8,673</b>	50%	50%	<b>6,976</b>	47%	53%	<b>6,301</b>	41%	59%
<b>36-45</b>	<b>3,488</b>	53%	47%	<b>3,898</b>	48%	52%	<b>3,415</b>	41%	59%	<b>3,263</b>	37%	63%
<b>46-55</b>	<b>1,638</b>	46%	54%	<b>1,859</b>	38%	62%	<b>1,726</b>	34%	66%	<b>1,505</b>	31%	69%
<b>56-65</b>	<b>538</b>	38%	62%	<b>661</b>	32%	68%	<b>492</b>	25%	75%	<b>420</b>	24%	76%
<b>66+</b>	<b>142</b>	23%	77%	<b>147</b>	21%	79%	<b>132</b>	26%	74%	<b>118</b>	14%	86%

### Client Ages



\*GamCare does not currently provide treatment for under 16s.

As with callers to the HelpLine, offline activities seem to be more problematic for clients aged 66 years and over, particularly gaming machines in betting shops.

For clients aged 16-18, offline activities are also more problematic. Despite being below the legal age, 47% of clients aged 16-18 during 2017/18 spoke to us about gambling online, and 27% mentioned gambling in betting shops.

For clients in other age groups: online betting, casino games and slots are particularly problematic, as well as gaming machines in betting shops.

## Client Gambling Facilities & Activities by Age 2017/18 and 2016/17

	2017/18								2016/17							
	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=	16,430	15	2,990	7,619	3,488	1,638	538	142	19,081	28	3,815	8,673	3,898	1,859	661	147
Online	53%	47%	54%	56%	53%	46%	38%	23%	48%	61%	50%	50%	48%	38%	32%	21%
Offline	47%	53%	46%	44%	47%	54%	62%	77%	52%	39%	50%	50%	52%	62%	68%	79%

Online		2017/18								2016/17							
Activity		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+
Betting		20%	13%	24%	22%	19%	15%	8%	8%	18%	22%	22%	19%	17%	13%	8%	5%
Bingo		1%	0%	1%	1%	1%	3%	3%	1%	1%	0%	1%	1%	2%	3%	3%	3%
Casino Games		13%	7%	15%	14%	11%	7%	8%	4%	11%	14%	13%	12%	9%	6%	5%	4%
Poker		2%	0%	2%	2%	2%	1%	1%	1%	2%	4%	2%	2%	2%	1%	1%	1%
Slots		14%	7%	9%	14%	17%	17%	16%	8%	12%	7%	8%	12%	14%	12%	13%	7%
Other		3%	20%	2%	3%	3%	3%	2%	1%	3%	14%	3%	3%	3%	2%	1%	1%
Not Disclosed		0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	2%	2%	1%	1%	1%	0%
<b>Online Total</b>		53%	47%	54%	56%	53%	46%	38%	23%	48%	61%	50%	50%	48%	38%	32%	21%
Offline		2017/18								2016/17							
Facility	Activity	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+
Arcades	Gaming Machines	2%	7%	1%	2%	4%	3%	6%	4%	3%	0%	2%	2%	4%	4%	6%	7%
Betting Shop	Betting	12%	20%	13%	11%	11%	16%	19%	19%	13%	18%	13%	12%	12%	21%	20%	27%
	Gaming Machines	16%	7%	15%	16%	16%	16%	16%	29%	17%	11%	16%	16%	18%	18%	18%	16%
	Other	3%	0%	4%	4%	4%	3%	2%	1%	4%	3%	5%	5%	4%	3%	3%	3%
	Not Disclosed	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%
<b>Betting Shop Total</b>		31%	27%	32%	31%	31%	35%	37%	49%	35%	32%	35%	34%	34%	43%	41%	47%
Bingo Club	Bingo	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	1%	2%	1%
	Gaming Machines	1%	0%	0%	0%	0%	2%	2%	6%	1%	0%	0%	0%	1%	1%	3%	5%
<b>Bingo Club Total</b>		1%	0%	0%	0%	0%	3%	3%	7%	1%	0%	0%	0%	2%	2%	5%	6%
Casino	Gaming Machines	1%	0%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	2%	1%
	Table Games	5%	0%	6%	5%	3%	4%	6%	5%	5%	3%	6%	5%	4%	4%	4%	4%
	Not Disclosed	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%
<b>Casino Total</b>		6%	0%	7%	6%	4%	5%	8%	6%	6%	3%	8%	7%	5%	5%	6%	6%
National Lottery		1%	0%	0%	0%	1%	1%	2%	2%	1%	0%	0%	1%	1%	1%	2%	5%
Scratchcards		2%	7%	2%	2%	3%	3%	2%	4%	2%	4%	2%	2%	2%	3%	4%	5%
Other		4%	12%	4%	3%	4%	4%	4%	5%	4%	0%	3%	4%	4%	4%	4%	3%
<b>Offline</b>		47%	53%	46%	44%	47%	54%	62%	77%	52%	39%	50%	50%	52%	62%	68%	79%

## Client Gambling Facilities & Activities by Age 2015/16 and 2014/15

	2015/16								2014/15							
	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+
<b>n=</b>	16,420	31	3,648	6,976	3,415	1,726	492	132	14,913	25	3,281	6,301	3,263	1,505	420	118
<b>Online</b>	43%	45%	44%	47%	41%	34%	25%	26%	38%	16%	39%	41%	37%	31%	24%	14%
<b>Offline</b>	57%	55%	56%	53%	59%	66%	75%	74%	62%	84%	61%	59%	63%	69%	76%	86%

<b>Online</b>	2015/16								2014/15							
<b>Activity</b>	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+
Betting	16%	26%	19%	18%	15%	11%	6%	7%	15%	8%	16%	16%	14%	10%	6%	6%
Bingo	1%	0%	1%	1%	2%	3%	3%	4%	2%	0%	1%	2%	2%	2%	4%	3%
Casino Games	8%	6%	10%	9%	7%	5%	3%	3%	4%	0%	5%	4%	3%	3%	3%	0%
Poker	2%	0%	2%	2%	2%	1%	1%	1%	2%	4%	2%	3%	3%	1%	2%	0%
Slots	11%	0%	8%	12%	12%	11%	10%	7%	11%	4%	11%	13%	11%	11%	7%	3%
Other	3%	10%	3%	3%	2%	2%	2%	4%	3%	0%	3%	2%	3%	3%	2%	2%
Not Disclosed	2%	3%	1%	2%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%
<b>Online Total</b>	43%	45%	44%	47%	41%	34%	25%	26%	38%	16%	39%	41%	37%	31%	24%	14%

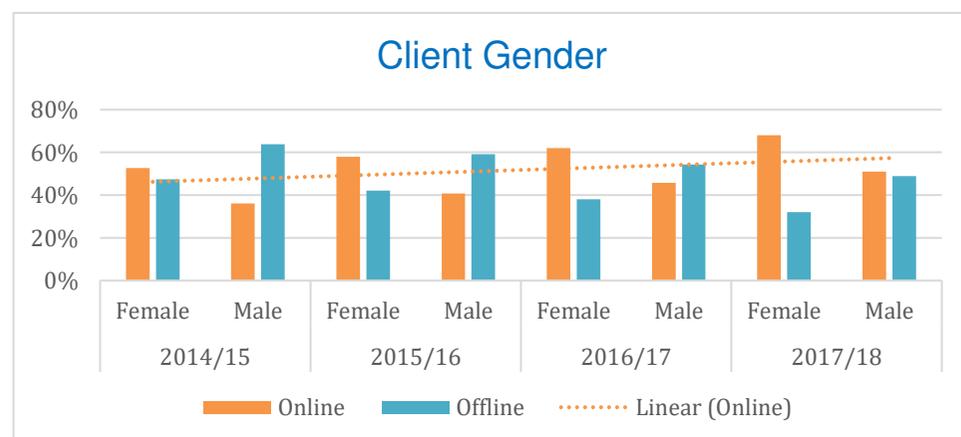
<b>Offline</b>	2015/16								2014/15								
<b>Facility</b>	<b>Activity</b>	All	<18	18-25	26-35	36-45	46-55	56-65	66+	All	<18	18-25	26-35	36-45	46-55	56-65	66+
Arcades	Gaming Machines	3%	3%	2%	2%	4%	4%	6%	3%	4%	0%	4%	4%	5%	5%	6%	6%
Betting Shop	Betting	15%	16%	14%	13%	14%	21%	27%	27%	15%	40%	14%	14%	16%	21%	24%	27%
	Gaming Machines	20%	26%	21%	20%	20%	20%	19%	20%	18%	28%	17%	17%	18%	20%	23%	21%
	Other	2%	0%	2%	2%	1%	2%	1%	1%	1%	0%	2%	1%	1%	1%	1%	2%
	Not Disclosed	0%	3%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%
<b>Betting Shop Total</b>		37%	45%	38%	36%	36%	44%	47%	49%	35%	68%	34%	32%	35%	43%	48%	51%
Bingo Club	Bingo	1%	0%	1%	0%	1%	1%	3%	2%	1%	0%	1%	1%	1%	1%	2%	1%
	Gaming Machines	1%	0%	0%	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	2%	2%	4%
<b>Bingo Club Total</b>		2%	0%	1%	1%	2%	2%	5%	4%	2%	0%	2%	2%	2%	3%	4%	5%
Casino	Gaming Machines	2%	0%	2%	2%	2%	2%	2%	1%	4%	0%	4%	4%	3%	4%	2%	3%
	Table Games	5%	4%	6%	5%	4%	4%	3%	4%	4%	0%	5%	4%	4%	3%	3%	4%
	Not Disclosed	0%	0%	0%	0%	0%	0%	0%	3%	1%	0%	1%	1%	1%	0%	0%	3%
<b>Casino Total</b>		7%	4%	8%	7%	6%	6%	5%	8%	9%	0%	10%	9%	8%	7%	5%	10%
National Lottery		1%	0%	1%	1%	2%	2%	2%	4%	2%	0%	1%	2%	2%	3%	4%	5%
Scratchcards		3%	3%	2%	2%	3%	3%	3%	4%	3%	8%	3%	3%	3%	3%	3%	3%
Other		4%	0%	4%	4%	6%	5%	7%	2%	7%	8%	7%	7%	8%	5%	6%	6%
<b>Offline</b>		57%	55%	56%	53%	59%	66%	75%	74%	62%	84%	61%	59%	63%	69%	76%	86%

## Client Gambling Facilities & Activities by Gender\*

\* Based on clients who choose to disclose a preferred gender. We record up to three activities that the client tells us are the most problematic for them.

	2017/18			2016/17			2015/16			2014/15		
Activity	All	Female	Male									
n=	16,823	2,032	14,791	19,356	2,093	17,263	17,474	2,024	15,450	16,765	1,787	14,978
Online	53%	68%	51%	48%	62%	46%	43%	58%	41%	38%	53%	36%
Offline	47%	32%	49%	52%	38%	54%	57%	42%	59%	62%	47%	64%

Online	2017/18			2016/17			2015/16			2014/15		
Activity	All	Female	Male									
Betting	20%	3%	23%	18%	3%	20%	16%	3%	18%	15%	3%	16%
Bingo	1%	8%	0%	1%	10%	0%	1%	10%	0%	2%	11%	1%
Casino Games	13%	9%	13%	11%	8%	11%	8%	6%	8%	4%	3%	4%
Poker	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%
Slots	14%	42%	10%	12%	35%	9%	11%	31%	8%	11%	27%	10%
Other	3%	4%	3%	3%	3%	3%	3%	5%	3%	3%	6%	2%
Not Disclosed	0%	1%	0%	1%	2%	1%	2%	2%	2%	1%	2%	1%
<b>Online Total</b>	<b>53%</b>	<b>68%</b>	<b>51%</b>	<b>48%</b>	<b>62%</b>	<b>46%</b>	<b>43%</b>	<b>58%</b>	<b>41%</b>	<b>38%</b>	<b>53%</b>	<b>36%</b>



As with callers to the HelpLine, a greater percentage of female gamblers across our treatment network tell us that online gambling is problematic for them as opposed to offline activities.

Male callers also tell us that they find online activities problematic, however they more frequently disclose concerns around online betting.

Female clients who disclose offline activities most often mention gaming machines in betting shops and arcades, while male clients mention gaming machines in betting shops.

Offline		2017/18			2016/17			2015/16			2014/15		
Facility	Activity	All	Female	Male									
Arcades	Gaming Machines	2%	6%	2%	3%	6%	2%	3%	6%	3%	4%	7%	4%
Betting Shop	Betting	12%	2%	14%	13%	2%	15%	15%	3%	16%	16%	3%	17%
	Gaming Machines	16%	7%	17%	17%	9%	18%	20%	10%	21%	18%	10%	19%
	Other	3%	1%	4%	4%	1%	5%	2%	1%	2%	1%	1%	2%
	Not Disclosed	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%
Betting Shop Total		33%	31%	10%	35%	35%	12%	38%	38%	14%	40%	35%	14%
Bingo Club	Bingo	0%	2%	0%	0%	3%	0%	1%	4%	0%	1%	4%	0%
	Gaming Machines	1%	3%	0%	1%	3%	0%	1%	3%	0%	1%	4%	0%
Bingo Club Total		1%	1%	5%	0%	1%	6%	0%	2%	7%	0%	2%	8%
Casino	Gaming Machines	1%	2%	1%	1%	2%	1%	2%	2%	2%	4%	2%	4%
	Table Games	5%	2%	5%	5%	2%	5%	5%	2%	5%	4%	2%	4%
	Not Disclosed	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
Casino Total		6%	6%	4%	6%	6%	4%	7%	7%	4%	7%	9%	4%
National Lottery		0%	1%	0%	0%	1%	1%	1%	1%	1%	1%	2%	2%
Scratch cards		2%	2%	5%	2%	2%	6%	2%	2%	6%	2%	3%	7%
Other		4%	2%	4%	4%	2%	4%	4%	4%	6%	7%	5%	7%
<b>Offline Total</b>		<b>47%</b>	<b>32%</b>	<b>49%</b>	<b>52%</b>	<b>38%</b>	<b>54%</b>	<b>57%</b>	<b>42%</b>	<b>59%</b>	<b>62%</b>	<b>47%</b>	<b>64%</b>

## Client Gambling Facilities by Ethnicity

Online/Offline by Ethnicity	2017/18			2016/17			2015/16			†2014/15		
	n*	Online	Offline									
<b>All Callers Disclosing Ethnicity*</b>	<b>16,582</b>	<b>53%</b>	<b>47%</b>	<b>16,045</b>	<b>48%</b>	<b>52%</b>	<b>15,206</b>	<b>43%</b>	<b>57%</b>	<b>15,096</b>	<b>38%</b>	<b>62%</b>
Asian or Asian British: Bangladeshi	55	15%	85%	72	18%	82%	69	17%	83%	63	27%	73%
Asian or Asian British: Chinese	61	34%	66%	54	20%	80%	45	36%	64%	52	19%	81%
Asian or Asian British: Indian	298	50%	50%	272	45%	55%	251	45%	55%	193	43%	57%
Asian or Asian British: Other	110	35%	65%	116	32%	68%	99	29%	71%	118	42%	58%
Asian or Asian British: Pakistani	153	41%	59%	147	26%	74%	92	25%	75%	59	17%	83%
Black or Black British: African	42	45%	55%	67	42%	58%	40	33%	68%	16	44%	56%
Black or Black British: Caribbean	172	28%	72%	178	27%	73%	139	28%	72%	102	38%	62%
Black or Black British: Other	140	30%	70%	164	29%	71%	110	17%	83%	151	15%	85%
Mixed: Other	60	48%	52%	79	38%	62%	51	35%	65%	68	31%	69%
Mixed: White & Asian	62	50%	50%	53	34%	66%	34	35%	65%	54	24%	76%
Mixed: White & Black African	51	22%	78%	40	20%	80%	30	43%	57%	31	35%	65%
Mixed: White & Black Caribbean	88	38%	63%	70	34%	66%	67	31%	69%	126	34%	66%
White: British	14,294	55%	45%	13,856	50%	50%	13,410	44%	56%	13,459	39%	61%
White: European	522	52%	48%	464	44%	56%	419	41%	59%	363	36%	64%
White: Irish	136	48%	52%	138	39%	61%	124	38%	62%	137	39%	61%
White: Other	191	53%	47%	160	43%	57%	133	38%	62%	95	32%	68%
Other	147	32%	68%	115	31%	69%	93	28%	72%	9	44%	56%

\* Based on clients who choose to disclose ethnicity. We record up to three activities which clients tell us are problematic for them.

† Before 2015, we recorded all activities disclosed by clients.

Gambling Facilities by Ethnicity	2017/2018								
	n*	Online	Arcades	Betting Shop	Bingo Hall	Casino	National Lottery	Scratch cards	Other
<b>All Callers Disclosing Ethnicity*</b>	<b>16,582</b>	<b>53%</b>	<b>2%</b>	<b>32%</b>	<b>1%</b>	<b>6%</b>	<b>0%</b>	<b>2%</b>	<b>4%</b>
Asian, Asian British: Bangladeshi	55	15%	2%	65%	0%	16%	0%	0%	2%
Asian, Asian British: Chinese	61	34%	2%	23%	0%	29%	2%	2%	8%
Asian, Asian British: Indian	298	50%	1%	26%	0%	17%	1%	1%	4%
Asian, Asian British: Other	110	35%	1%	42%	0%	22%	0%	0%	0%
Asian, Asian British: Pakistani	153	41%	2%	40%	0%	15%	0%	1%	1%
Black, Black British: Other	42	45%	2%	29%	0%	22%	0%	0%	2%
Black, Black British: African	172	28%	1%	50%	1%	14%	2%	2%	2%
Black, Black British: Caribbean	140	30%	4%	48%	2%	7%	0%	6%	3%
Mixed: Other	60	48%	2%	33%	0%	7%	0%	0%	10%
Mixed: White and Asian	62	50%	2%	29%	0%	10%	0%	3%	6%
Mixed: White and Black African	51	21%	0%	67%	0%	8%	2%	0%	2%
Mixed: White and Black Caribbean	88	37%	2%	39%	2%	14%	0%	1%	5%
White: British	14,294	55%	2%	31%	1%	5%	0%	2%	4%
White: European	522	52%	1%	34%	0%	10%	1%	1%	1%
White: Irish	136	48%	3%	43%	0%	4%	0%	0%	2%
White: Other	191	53%	2%	28%	1%	10%	1%	1%	4%
Other Ethnic Group	147	32%	1%	44%	0%	18%	1%	1%	3%

Gambling Facilities by Ethnicity	2016/2017								
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	n*	Online	Arcades	Betting Shop	Bingo Hall	Casino	National Lottery	Scratch cards	Other
<b>All Callers Disclosing Ethnicity*</b>	16,045	48%	2%	35%	1%	7%	1%	2%	4%
Asian, Asian British: Bangladeshi	72	18%	1%	53%	0%	22%	0%	0%	6%
Asian, Asian British: Chinese	54	20%	0%	41%	0%	31%	2%	2%	4%
Asian, Asian British: Indian	272	45%	2%	34%	0%	15%	1%	0%	3%
Asian, Asian British: Other	116	32%	2%	40%	1%	23%	1%	0%	1%
Asian, Asian British: Pakistani	147	26%	1%	45%	0%	28%	0%	0%	0%
Black, Black British: Other	67	42%	0%	40%	3%	10%	0%	3%	2%
Black, Black British: African	178	27%	0%	51%	0%	15%	2%	2%	3%
Black, Black British: Caribbean	164	29%	1%	48%	2%	10%	0%	6%	4%
Mixed: Other	79	38%	3%	39%	0%	18%	1%	1%	0%
Mixed: White and Asian	53	34%	2%	47%	0%	9%	0%	4%	4%
Mixed: White and Black African	40	20%	0%	57%	3%	17%	0%	3%	0%
Mixed: White and Black Caribbean	70	34%	1%	37%	3%	17%	0%	2%	6%
White: British	13,856	50%	2%	34%	1%	5%	1%	3%	4%
White: European	464	44%	2%	37%	0%	12%	1%	1%	3%
White: Irish	138	39%	1%	48%	0%	7%	1%	2%	2%
White: Other	160	43%	1%	34%	1%	17%	0%	0%	4%
Other Ethnic Group	115	31%	0%	44%	1%	15%	1%	4%	4%

Gambling Facilities by Ethnicity	2015/2016								
	n*	Online	Arcades	Betting Shop	Bingo Hall	Casino	National Lottery	Scratch cards	Other
All Callers Disclosing Ethnicity*	15,206	43%	3%	37%	1%	7%	1%	3%	5%
Asian, Asian British: Bangladeshi	69	17%	1%	44%	0%	32%	0%	0%	6%
Asian, Asian British: Chinese	45	36%	2%	29%	0%	33%	0%	0%	0%
Asian, Asian British: Indian	251	45%	0%	36%	1%	14%	1%	1%	2%
Asian, Asian British: Other	99	29%	3%	44%	1%	16%	3%	3%	1%
Asian, Asian British: Pakistani	92	25%	1%	38%	0%	35%	1%	0%	0%
Black, Black British: Other	40	33%	0%	47%	0%	15%	0%	5%	0%
Black, Black British: African	139	28%	3%	48%	0%	13%	2%	2%	4%
Black, Black British: Caribbean	110	17%	7%	51%	3%	14%	2%	3%	3%
Mixed: Other	51	35%	4%	39%	2%	12%	2%	2%	4%
Mixed: White and Asian	34	35%	0%	44%	0%	12%	3%	3%	3%
Mixed: White and Black African	30	43%	3%	33%	10%	7%	0%	4%	0%
Mixed: White and Black Caribbean	67	31%	5%	51%	3%	7%	0%	0%	3%
White: British	13,410	44%	3%	37%	1%	6%	1%	3%	5%
White: European	419	41%	2%	41%	0%	11%	1%	1%	3%
White: Irish	124	38%	1%	51%	0%	4%	1%	1%	4%
White: Other	133	38%	2%	40%	1%	14%	1%	2%	2%
Other Ethnic Group	93	28%	1%	43%	6%	14%	2%	3%	3%

Gambling Facilities by Ethnicity	2014/2015
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	n*	Online	Arcades	Betting Shop	Bingo Hall	Casino	National Lottery	Scratch cards	Other
<b>All Callers Disclosing Ethnicity*</b>	15,096	38%	5%	34%	2%	8%	2%	3%	8%
Asian, Asian British: Bangladeshi	63	27%	2%	38%	1%	22%	5%	0%	5%
Asian, Asian British: Chinese	52	19%	2%	31%	0%	44%	4%	0%	0%
Asian, Asian British: Indian	193	43%	0%	37%	0%	12%	3%	0%	5%
Asian, Asian British: Other	118	42%	3%	30%	1%	16%	3%	1%	4%
Asian, Asian British: Pakistani	59	17%	5%	40%	2%	24%	0%	2%	10%
Black, Black British: Other	16	44%	0%	44%	0%	12%	0%	0%	0%
Black, Black British: African	102	38%	4%	36%	2%	11%	3%	3%	3%
Black, Black British: Caribbean	151	15%	10%	41%	3%	14%	7%	5%	5%
Mixed: Other	68	31%	6%	40%	1%	15%	0%	1%	6%
Mixed: White and Asian	54	24%	2%	42%	2%	17%	2%	4%	7%
Mixed: White and Black African	31	35%	7%	36%	0%	10%	6%	6%	0%
Mixed: White and Black Caribbean	126	34%	6%	33%	7%	12%	3%	2%	3%
White: British	13,459	39%	4%	34%	2%	8%	2%	3%	8%
White: European	363	36%	4%	41%	2%	12%	0%	2%	3%
White: Irish	137	39%	4%	39%	1%	6%	1%	4%	6%
White: Other	95	32%	8%	34%	5%	17%	2%	1%	1%
Other Ethnic Group	9	44%	0%	45%	11%	0%	0%	0%	0%

## Number of Years Clients had been Gambling

Callers had been gambling for	2017/18	2016/17	2015/16	2014/15	2013/14
n=	2,152	1,513	1,313	1,392	1,613
Less than 5 years	32%	34%	32%	30%	33%
5-9 years	27%	26%	27%	26%	28%
10-14 years	19%	19%	19%	18%	15%
15-19 years	7%	7%	6%	10%	10%
20 years or more	15%	14%	16%	16%	14%

Over the last five years, most of our clients had been gambling for less than four years before they contacted us as they were concerned about the impact this was having in their lives.

Overall, most clients have been participating in gambling activities for less than a decade before seeking support.



## Visits to our Websites

### Unique visitors

Website	2017/18	2016/17	2015/16
www.gamcare.org.uk	2,289,469	2,955,783	1,511,612
www.bigdeal.org.uk	22,637	26,142	27,864
<b>TOTAL</b>	<b>2,312,106</b>	<b>2,981,925</b>	<b>1,539,476</b>

The GamCare website provides information and advice for those concerned about their gambling or that of a loved one, including a self-assessment tool. The website is also the key access point for the NetLine, our Forum and Chatrooms.

We have seen a small drop in the number of unique users accessing the GamCare website during 2017/18. This is due to better targeting for search traffic, which has led to a reduced bounce rate and increased time spent on the site as users are directed to the information that they need more efficiently.

BigDeal is our dedicated website for young people, parents and professionals supporting young people. The target age range for young people accessing the site is 11 – 19 years. The site was relaunched in September 2017.

### Participation in online self-help support services (GamCare)

Online support	2017/18	2016/17	2015/16
New posts by Forum users	31,884	40,720	42,330
Chat Room sessions offered	529	643	355

We have seen an overall reduction in the number of posts across our Forum in the last two years, as we worked hard to remove spam posts. This leads to better quality interaction between users overall.

## Caller Location

### Location of HelpLine callers as identified by post code area

Caller Location	2017/18	2016/17	2015/16	2014/15	2013/14
n=	12,921	13,069	12,013	10,965	8,422
London	18%	16%	16%	17%	19%
South East	16%	16%	16%	16%	17%
North West	14%	13%	14%	15%	15%
East Midlands	4%	3%	4%	4%	4%
Scotland	6%	5%	6%	7%	6%
South West	6%	6%	6%	6%	6%
West Midlands	11%	17%	13%	11%	10%
Eastern	5%	5%	5%	5%	5%
Yorkshire and Humber	8%	8%	8%	8%	8%
North East	7%	6%	7%	7%	6%
Wales	4%	4%	4%	3%	3%
Northern Ireland	1%	1%	1%	1%	1%

We do not gather location data for all callers, and only ask for the first part of a postcode for most callers – this is used to signpost to other local support where necessary. Referrals to our treatment services do require full postcode information.

