

## Briefing Paper

### GamCare Annual Statistics 2012/13

This paper highlights the key results and trends emerging from the statistics. The statistics are gathered from calls to the HelpLine taken by HelpLine Advisers, and from client details taken by Counsellors. The statistics can be used as an indicator of trends, however they are not collected for, nor do they have integrity as, a dataset for academic purposes in their own right.

#### Key Messages

- Calls from problem gamblers and affected others increase by 2.8% to 16,168
- Clients in treatment increase by 21% to 3,273
- Posts on forum increase by 35% to 45,194
- New website to be launched in June 2014 to raise digital profile.
- Consistent pattern across years in 2012/13 and 2011/12 of disclosure among Helpline callers and clients in treatment around gambling activities and facilities used

#### HelpLine

- **Volume of Calls**

During 2012/13 answered calls from problem gamblers and affected others increased to 16,168 calls (2011/12: 15,728) this represents an increase of 2.8% on the previous year.

While the total number of answered calls reduced in 2012/13 to 32,733 (2011/12: 35,857), the answered calls figures in 2011/12 included a very large number of non-target calls relating to the launch of the Health Lottery in October 2011.

The introduction of the Freephone number in 2012/13 and improved marketing reduced the number of non-target calls in 2012/13 to 7,369 (2011/12: 10,069).

In addition during 2012/13 new call centre software was introduced and the method of recording internet NetLine calls was reviewed. This has reduced the number of answered calls reported, as 'silent' calls answered after 60s seconds are excluded from the answered total from Feb 2013.

- **Gambling Activities**

The main gambling activities disclosed continue to be FOBT/Roulette Machines 32% (2011/12: 28%), betting 31% (2011/12: 34%), and Fruit/Slot machines 19% (2011/12: 17%).

- **Gambling Facilities**

The main gambling facilities (locations) disclosed follow a similar trend to 2011/12 with the leading facilities being Betting Shops 45% (2011/12: 46%), Internet 34% (2011/12: 34%) and Casinos 7% (2011/12: 8%).

## **Counselling**

- **Client Numbers**

Client numbers in treatment increased by 21% in the year to 3,273 (2011/12: 2,716).

- **Gambling Activities**

The main gambling activities disclosed continue to be betting 32% (2011/12: 32%), FOBT/Roulette Machines 26% (2011/12: 24%), and Fruit/Slot machines 14% (2011/12: 16%).

- **Gambling Facilities**

The main gambling facilities (locations) disclosed follow a similar trend to 2011/12 with the leading facilities being Betting Shops 45% (2011/12: 45%), Internet 26% (2011/12: 23%) and Casinos 10% (2011/12: 10%).

## **Website**

- **Unique Visitors**

There were 448,974 (2011/12: 538,670) unique visitors to the website in the year. A new website is due to be launched in June 2014, and we are now developing a renewed digital strategy to increase visitors.

- **Forum Posts**

Posts on the web forum for problem gamblers increased by 35% to 45,194 (2011/12: 33,474). This is a vital resource used to problem gamblers as a source of information and support.

GamCare

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