

We're there
when the odds
are stacked
against you

Statistics 2009/10



STATISTICS 2009/10

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VISITS TO OUR WEBSITES

Unique visitors	2009/10	2008/09
www.gamcare.org.uk and secure site*	272,477	191,402
www.gamcaretradeservices.com	6,972	1,845
TOTAL	279,449	193,247

*NetLine and OnLine Counselling

Visits to www.gamcare.org.uk	2009/10	2008/09
n=	398,335	315,856
Traffic source		
Other websites*	37%	25%
Direct	34%	40%
Search engines**	29%	35%
Specifically Google	25%	29%

*including gambling and affiliate sites

**5,300 visitors to www.gamcare.org.uk typed in 'gamcare.org.uk' to a search engine, compared to just over 600 in 2008/09.

We are the recipients of a Google Grant which provides us with free online advertising on Google Adwords. In 2009/10 our Adword campaign generated over 13,000 clicks at a cost equivalent of over \$8,000.

Visits to secure site	2009/10	2008/09
n=	33,651	10,196
Traffic source		
Other websites*	82%	82%
Direct	18%	17%
Search engines	0%	0%

*primarily www.gamcare.org.uk

Visits to www.gamcaretradeservices.com	2009/10	2008/09
n=	7,853	2,820
Traffic source		
Other websites	73%	54%
Direct	14%	26%
Search engines	13%	20%

Participation in online self-help support services

Online support	2009/10	2008/09
New posts by Forum users	26,926	27,199
New Forum users	1,825	1,003
Chat Room sessions offered	459	444

CALLS TO THE HELPLINE AND NETLINE

Calls

Volume of calls

Call volumes in 2008/09 benefitted from our healthcare and help agency pathfinder which, unfortunately, we were unable to build upon because of lack of funds.

	2009/10	2008/09
Calls answered	35,337	36,295
HelpLine calls	28,071	31,346
NetLine calls	7,266	4,949

Inbound, answered and target calls

	2009/10			2008/09		
	HL	NL	TOTAL	HL	NL	TOTAL
Inbound Calls (for NL: from UK only)	35,435	11,085	46,520	40,579	9,929	50,508
Answerable Calls	32,385	9,484	41,869	36,793	7,326	44,119
Answered Calls	28,071	7,266	35,337	31,346	4,949	36,295
Success Rate	86.7%	76.6%	81.7%	85.2%	67.6%	82.3%
Target Calls	9,127	6,134	15,261	11,102	4,643	15,745
Non-Target Calls	12,335	197	12,532	13,840	135	13,975
Unknown	2,896	2,284	5,180	3,496	1,549	5,045

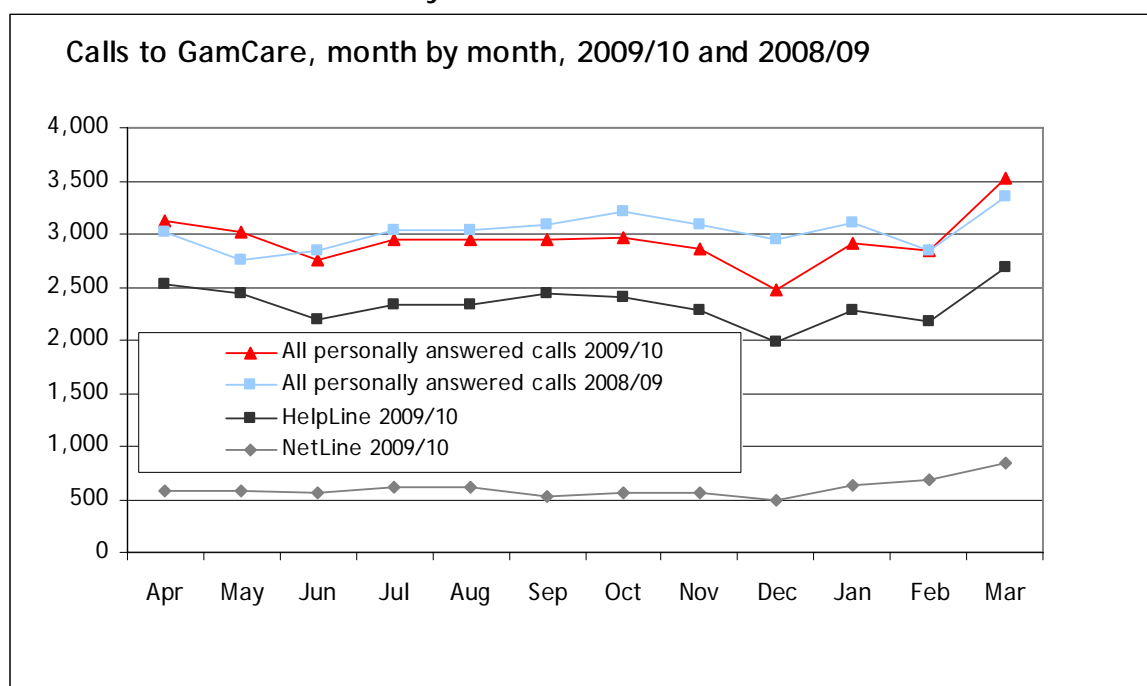
Inbound calls: total calls received, including out-of-hours, callers hanging up etc

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 (most common non-target calls are asking for information about the National Lottery)

Distribution of calls month by month



Caller location

Location of HelpLine callers as identified by the Virtual Call Centre

Caller location	Percentage of total (n = 35,423)
Mobile Phone	32%
South East	9%
London	9%
North West	6%
Scotland	5%
West Midlands	4%
South West	4%
East Midlands	4%
Eastern	3%
Yorkshire and Humber	3%
North East	3%
Wales	2%
Nothern Ireland	1%
Isle of Man	0.02%
Jersey	0.01%
Guernsey	0.01%
ROI	0.00%
Unknown	16%

Location of callers from mobile phones and to the NetLine
Where this information was disclosed to the adviser

Location	Percentage of total UK (n = 7443)
North East	5%
North West	14%
Yorkshire and Humber	7%
East Midlands	8%
West Midlands	7%
Eastern	9%
South East	13%
South West	7%
London	15%
Northern Ireland	2%
Scotland	8%
Wales	4%

Caller Profile

Initial source of information about HelpLine and NetLine

Source of Information	n=	2009/10			2008/09		
		6689	1744	8433	6713	1555	8268
		HelpLine	NetLine	Overall	HelpLine	NetLine	Overall
Arcade Leaflet		1%	1%	1%	2%	2%	2%
Bingo Leaflet		0%	1%	1%	1%	1%	1%
Bookmaker Leaflet		18%	10%	16%	21%	10%	19%
Casino Leaflet		1%	1%	1%	2%	2%	2%
FOBT Machine		0%	0%	0%	2%	0%	2%
Fruit/Slot Machine		8%	2%	7%	4%	1%	3%
Gamblers Anonymous		0%	1%	0%	0%	1%	1%
Gambling Therapy		0%	0%	0%	0%	0%	0%
GamCare Website		15%	11%	14%	13%	12%	13%
National Lottery		9%	0%	7%	7%	0%	5%
Lotto Results		1%	0%	1%	0%	0%	0%
Media		1%	1%	1%	1%	1%	1%
Other Helpline/Agency		2%	1%	2%	2%	1%	2%
Other Leaflet		0%	1%	0%	0%	1%	0%
Other Website, primarily Google		5%	60%	17%	6%	60%	16%
Poster/Leaflet Campaign		0%	1%	0%	1%	1%	1%
Professional		4%	1%	3%	3%	1%	3%
Racecard		0%	0%	0%	0%	0%	0%
Scratchcard		4%	0%	3%	3%	0%	3%
Telephone directory		8%	0%	7%	8%	0%	7%
Word of mouth		7%	6%	7%	6%	5%	6%
Yellow Pages		13%	0%	10%	17%	1%	14%

Summary of sources of information

Source of Information	2009-10	2008-09
Industry leaflets, stickers, tickets etc	38%	37%
Other website	17%	16%
Telephone directories	17%	20%
GamCare website	14%	13%
Word of mouth	7%	6%
Health professionals and other agencies	5%	5%

Caller type

Type of Caller n=	2009/10			2008/09		
	8682	5705	14387	10763	4244	15007
	HelpLine	NetLine	TOTAL	HelpLine	NetLine	TOTAL
Gambler	68%	81%	73%	67%	79%	70%
Partner	6%	10%	8%	6%	10%	7%
Family Member / Friend	17%	8%	14%	19%	7%	15%
Gambler working in Industry	0%	1%	1%	0%	2%	1%
Gambling Industry	1%	0%	1%	2%	0%	1%
Media	1%	0%	0%	0%	0%	0%
Other	1%	0%	1%	1%	1%	1%
Professional	5%	0%	3%	4%	0%	3%
Student (research enquiry)	0%	0%	0%	0%	0%	0%

Callers who have called before

Repeat callers	HelpLine	NetLine	TOTAL
As a percentage of target calls	22%	27%	24%

Caller type by gender

Gender n=	2009/10			2008/09		
	3513	8945	12458	3672	9099	12771
	Female	Male	TOTAL	Female	Male	TOTAL
Gambler	38%	90%	75%	37%	89%	74%
Partner	24%	1%	8%	24%	1%	7%
Family Member / Friend	28%	5%	12%	29%	6%	12%
Gambler working in Industry	0%	1%	1%	0%	1%	1%
Gambling Industry	1%	1%	1%	1%	1%	1%
Professional (health, counselling, advice etc)	7%	1%	3%	7%	1%	3%
Media enquiry	1%	0%	0%	1%	0%	0%
Other	1%	0%	1%	2%	0%	1%

Age of callers

Age of Caller n=	2009/10			2008/09		
	2178	2203	4381	2285	1421	3706
	HelpLine	NetLine	TOTAL	HelpLine	NetLine	TOTAL
Under 18	1%	2%	2%	1%	5%	3%
18-25	27%	45%	36%	28%	46%	35%
26-35	25%	34%	30%	26%	33%	28%
36-45	28%	13%	20%	29%	10%	22%
46-55	11%	4%	7%	9%	5%	8%
56-65	5%	2%	3%	4%	1%	3%
66+	3%	0%	2%	2%	0%	1%

Gambling Profile

Number of years gambler callers had been gambling

Callers had been gambling for: n=	2009/10			2008/09		
	2840	2464	5304	2766	1687	4453
	HelpLine	NetLine	Overall	HelpLine	NetLine	Overall
Less than 5 years	48%	56%	52%	51%	63%	55%
6-10 years	21%	23%	22%	17%	17%	17%
11-15 years	7%	8%	8%	8%	8%	8%
16-20 years	10%	6%	8%	12%	5%	10%
Over 21 years	13%	7%	10%	13%	7%	10%

Gambling activities

Gambling activities n=	2009/10			2008/09		
	6856	6166	13022	7501	4843	12344
	HelpLine	NetLine	TOTAL	HelpLine	NetLine	TOTAL
Betting	31%	30%	31%	33%	25%	30%
Bingo	2%	5%	3%	2%	4%	3%
FOBTs	30%	13%	22%	29%	16%	24%
Fruit/Slot Machines	16%	20%	18%	17%	14%	16%
National Lottery Draw	1%	1%	1%	1%	0%	0%
Poker	3%	7%	5%	4%	8%	5%
Roulette Machines	7%	10%	9%	5%	4%	5%
Scratchcards	2%	1%	2%	2%	1%	2%
Spread Betting (General)	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%
Spread Betting: Financial	0.2%	0.1%	0.2%	0.3%	0.2%	0.3%
Spread Betting: Sports	0.5%	0.2%	0.3%	0.5%	0.3%	0.4%
Stock Market	0.1%	0.1%	0.1%	0.1%	0.3%	0.2%
Table Games	6%	11%	8%	6%	26%	14%

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

Gambling facilities

Gambling facilities	2009/10			2008/09			
	n=	6979	7008	13987	7641	5307	12948
		HelpLine	NetLine	TOTAL	HelpLine	NetLine	TOTAL
Arcade		6%	4%	5%	7%	4%	6%
Betting Shop		61%	37%	49%	61%	33%	49%
Bingo Hall		2%	2%	2%	2%	1%	2%
Casino		7%	9%	8%	7%	15%	10%
Internet		16%	41%	29%	15%	42%	26%
On Course		0%	0%	0%	0%	0%	0%
Pub / Club		3%	4%	4%	3%	3%	3%
Service Station		0%	0%	0%	0%	0%	0%
Telephone		2%	1%	1%	2%	1%	1%
Television		0%	0%	0%	0%	0%	0%
Other		2%	1%	2%	3%	1%	2%

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

Gambling activities and age

Gambling activities	2009/10							2008/09							
	n=	61	2235	1967	1250	366	131	53	114	1831	2063	1168	370	116	33
		Under 18	18-25	26-35	36-45	46-55	56-65	66+	Under 18	18-25	26-35	36-45	46-55	56-65	66+
Betting		23%	28%	26%	43%	43%	31%	36%	16%	26%	21%	55%	41%	38%	42%
Bingo		0%	1%	4%	2%	4%	5%	11%	0%	1%	1%	2%	4%	2%	0%
FOBTs		20%	23%	21%	23%	23%	17%	15%	28%	26%	19%	19%	25%	20%	24%
Fruit/Slot Machines		30%	17%	24%	15%	15%	23%	25%	28%	17%	12%	10%	14%	16%	24%
National Lottery Draw		0%	0%	0%	0%	1%	2%	0%	1%	0%	0%	1%	1%	1%	0%
Poker		3%	8%	4%	2%	3%	2%	0%	11%	9%	3%	3%	4%	0%	0%
Roulette Machines		10%	9%	5%	4%	4%	7%	6%	1%	6%	3%	4%	2%	8%	6%
Scratchcards		10%	1%	1%	2%	1%	5%	4%	7%	2%	1%	1%	1%	9%	3%
Spread Betting (General)		0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Spread Betting: Financial		0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Spread Betting: Sports		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	2%	0%
Stock Market		0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Table Games		3%	12%	14%	6%	5%	6%	4%	9%	12%	38%	5%	6%	4%	0%
Other		2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%

Gambling facilities and age

Gambling facilities	2009/10							2008/09							
	n=	67	2423	2106	1313	385	140	52	118	1909	2090	1183	369	120	32
		Under 18	18-25	26-35	36-45	46-55	56-65	66+	Under 18	18-25	26-35	36-45	46-55	56-65	66+
Arcade		19%	4%	7%	5%	6%	11%	10%	17%	5%	5%	5%	7%	8%	16%
Betting Shop		48%	45%	38%	53%	59%	51%	60%	43%	48%	35%	67%	51%	54%	66%
Bingo Hall		0%	1%	3%	2%	2%	1%	15%	0%	0%	1%	1%	2%	6%	6%
Casino		9%	10%	11%	5%	5%	6%	0%	3%	8%	26%	4%	4%	8%	3%
Internet		9%	34%	31%	26%	22%	20%	12%	21%	31%	28%	16%	30%	11%	0%
On Course		0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%
Pub / Club		4%	4%	7%	2%	1%	3%	0%	12%	6%	2%	2%	2%	1%	6%
Service Station		1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Telephone		0%	0%	1%	5%	3%	1%	2%	0%	1%	1%	2%	1%	2%	3%
Television		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
Other		9%	1%	1%	2%	2%	7%	2%	4%	1%	1%	1%	1%	9%	0%

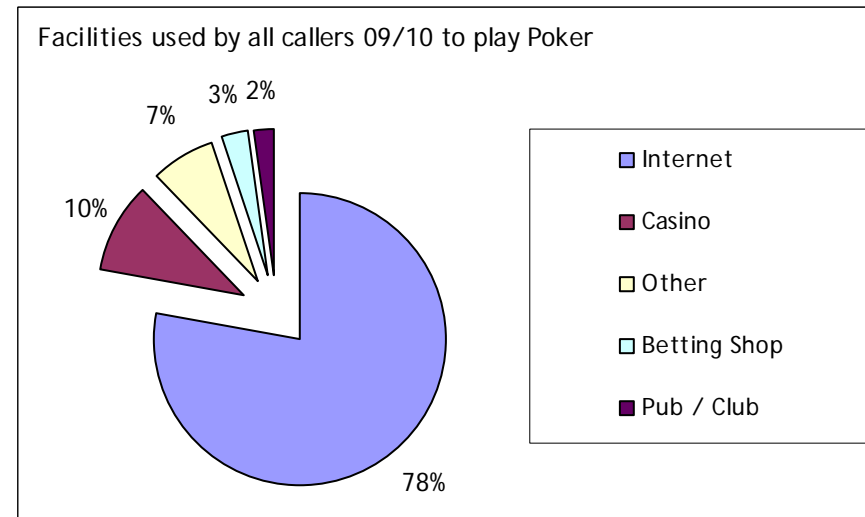
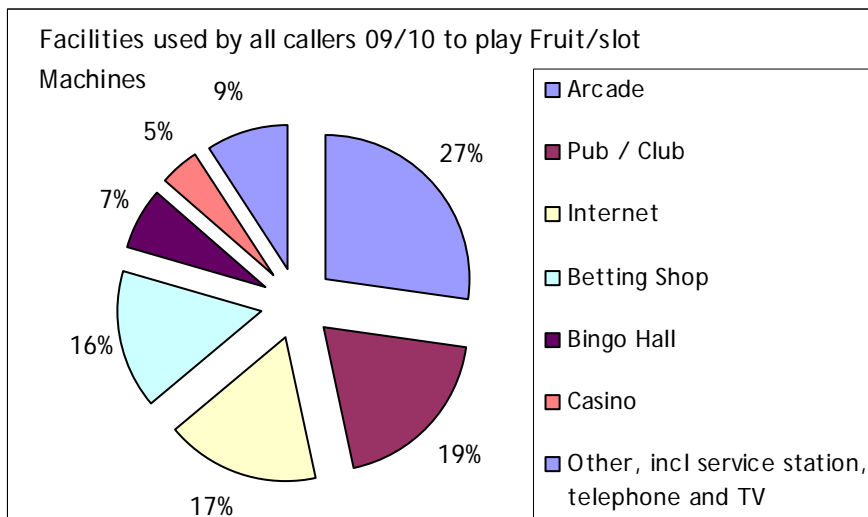
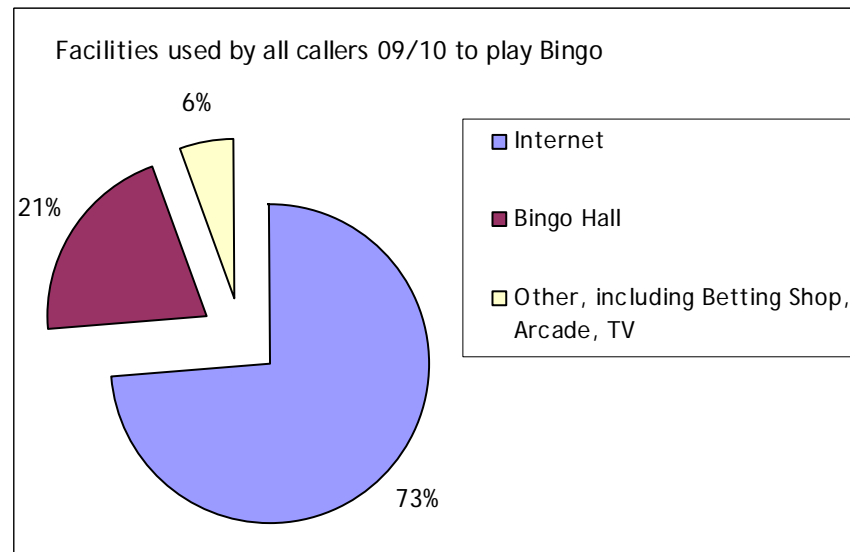
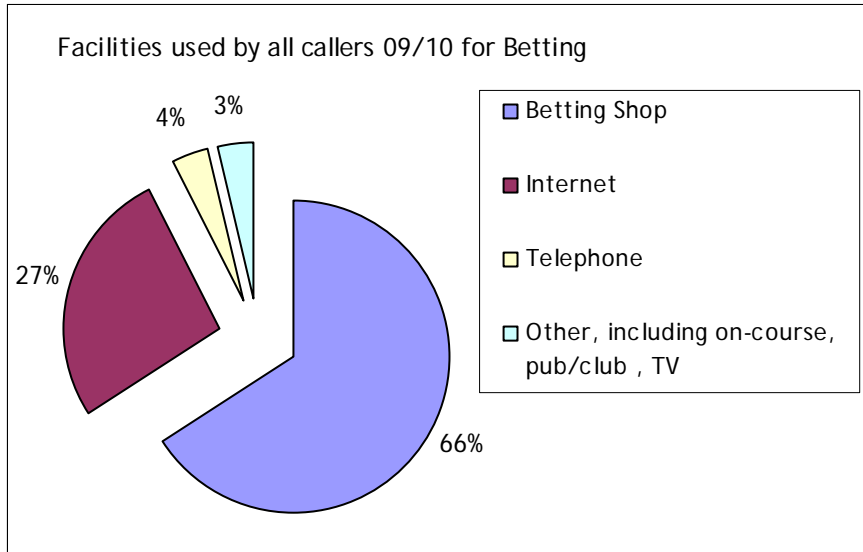
Gambling activities, facilities and gender

Gambling activities	2009/10		2008/09		
	n=	1593	10125	1328	8025
		Female	Male	Female	Male
Betting		8%	35%	9%	41%
Bingo		19%	1%	15%	1%
FOBTs		8%	25%	10%	32%
Fruit/Slot Machines		36%	15%	38%	15%
National Lottery Draw		1%	1%	16%	1%
Poker		3%	5%	0%	0%
Roulette Machines		5%	9%	0%	0%
Scratchcards		6%	1%	3%	6%
Spread Betting (General)		0%	0%	9%	3%
Spread Betting: Financial		0%	0%	0%	0%
Spread Betting: Sports		0%	0%	0%	0%
Stock Market		0%	0%	0%	1%
Table Games		14%	7%	0%	0%
Other		0%	0%	1%	0%

Gambling facilities	2009/10		2008/09		
	n=	1697	10692	1958	9647
		Female	Male	Female	Male
Arcade		12%	4%	13%	5%
Betting Shop		12%	55%	9%	59%
Bingo Hall		9%	1%	8%	0%
Casino		12%	8%	26%	7%
Internet		47%	24%	38%	21%
Pub / Club		2%	4%	1%	3%
Service Station		0%	0%	0%	0%
Telephone		1%	2%	0%	2%
Television		0%	0%	0%	0%
Other		4%	1%	4%	1%

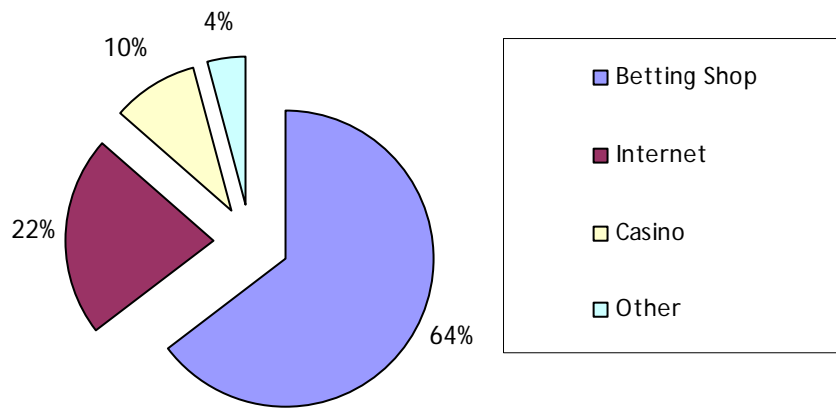
Facilities used for gambling activities

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

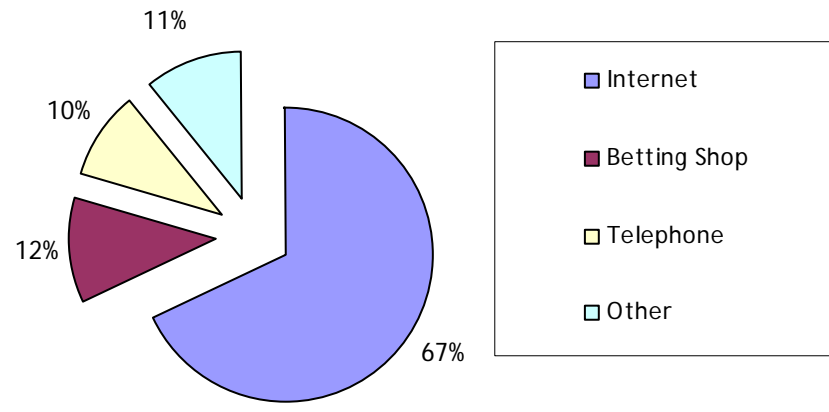


Facilities used by all callers 09/10 to play Roulette

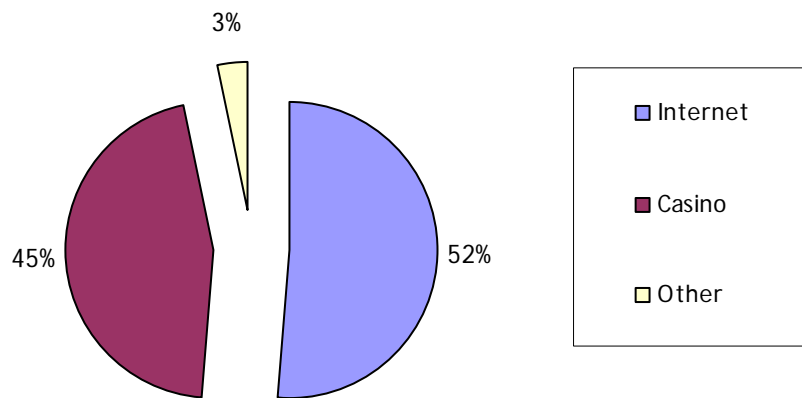
Machines



Facilities used by all callers 09/10 for Spread Betting



Facilities used by all callers 09/10 to play Table Games



Impacts of Problem Gambling

Most common impacts of problem gambling disclosed by callers

Impact	n=	2009/10			2008/09		
		13552	1440	1595	12156	1610	1896
		Gambler	Partner	Family/ Friend	Gambler	Partner	Family/ Friend
Anxiety / Stress		47%	36%	43%	46%	35%	43%
Financial		31%	18%	11%	30%	21%	15%
Family/Relationship		23%	47%	46%	24%	44%	42%

Callers who discussed and disclosed debt

Disclosure of debt	n=	2009/10			2008/09		
		3909	146	80	3496	124	79
		Gambler	Partner	Family/ Friend	Gambler	Partner	Family/ Friend
None		13%	1%	4%	13%	13%	11%
Some		48%	71%	63%	49%	58%	66%
Disclosed amount of debt		39%	28%	34%	38%	29%	23%

Debt disclosed by callers

Amount of debt disclosed	n=	2009/10			2008/09		
		835	776	1611	826	556	1382
		HelpLine	NetLine	TOTAL	HelpLine	NetLine	TOTAL
Under 6K		38%	39%	39%	37%	39%	38%
6K-10K		15%	17%	16%	16%	20%	17%
11K-20K		19%	18%	19%	17%	15%	16%
21K-50K		16%	16%	16%	18%	19%	18%
51K-100K		5%	4%	5%	4%	5%	4%
100K and over		4%	2%	3%	4%	2%	3%
Bankruptcy		2%	2%	2%	4%	2%	3%
IVA		0%	1%	1%	1%	0%	1%

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

Amount of debt disclosed	n=	2009/10			2008/09		
		1543	41	27	1316	36	18
		Gambler	Partner	Family/ Friend	Gambler	Partner	Family/ Friend
Under 6K		39%	15%	33%	38%	19%	22%
6K-10K		17%	15%	7%	18%	6%	11%
11K-20K		18%	22%	26%	16%	8%	22%
21K-50K		16%	22%	15%	17%	47%	22%
51K-100K		4%	12%	19%	4%	3%	11%
100K and over		3%	5%	0%	3%	11%	11%
Bankruptcy		2%	10%	0%	3%	3%	0%
IVA		1%	0%	0%	0%	3%	0%

Signposting Destinations

Signposting from the HelpLine and NetLine	2009/10			2008/09			
	n=	18652	13717	32369	20917	10158	31075
		HelpLine	NetLine	TOTAL	HelpLine	NetLine	TOTAL
GamCare Forum		2.8%	11.4%	6.4%	1.7%	8.9%	4.0%
GamCare HelpLine		22.9%	5.2%	15.4%	21.7%	7.8%	17.2%
GamCare NetLine		2.2%	14.7%	7.5%	1.3%	13.8%	5.4%
GamCare Website		10.9%	1.4%	6.8%	10.1%	3.1%	7.8%
GamCare Office		1.9%	0.5%	1.3%	1.8%	0.5%	1.3%
Industry		0.4%	0.4%	0.4%	0.7%	0.4%	0.6%
Software to block online gambling sites		4.0%	22.0%	12.0%	3.0%	13.0%	5.7%
Self Exclusion		9.1%	12.2%	10.4%	11.1%	13.7%	11.9%
Citizens Advice Bureau		1.0%	0.9%	1.0%	1.1%	1.0%	1.1%
Debtline		1.2%	3.2%	2.0%	1.1%	3.2%	1.8%
Gamblers Anonymous		13.2%	5.4%	9.9%	15.8%	7.0%	12.9%
Gam-Anon		0.8%	1.3%	1.0%	0.8%	1.1%	0.9%
Gambling Therapy (residential)		0.4%	0.2%	0.3%	0.3%	0.0%	0.2%
Gordon House (residential)		0.4%	0.3%	0.3%	0.5%	0.4%	0.5%
GP / Other Professional		3.5%	1.1%	2.4%	4.3%	2.2%	3.6%
BACP		1.2%	0.3%	0.8%	1.4%	0.7%	1.2%
GamCare Counselling (OnLine)		1.4%	3.7%	2.4%	0.6%	2.7%	1.2%
GamCare Counselling (London)		4.2%	2.6%	3.5%	4.9%	3.8%	4.5%
GamCare Counselling (Greater Manchester)		0.7%	0.4%	0.6%	0.0%	0.0%	0.0%
GamCare Counselling (Partners)		14.9%	9.3%	12.5%	13.7%	9.1%	12.2%
Not necessary		0.0%	0.1%	0.1%	0.1%	0.0%	0.0%
Other Agency		1.5%	1.7%	1.5%	2.2%	3.9%	2.7%
Other Helpline		0.6%	1.1%	0.8%	1.0%	2.0%	1.3%
Other Website		0.5%	0.5%	0.5%	1.1%	1.3%	1.1%

*For regions covered by current GamCare Partners go to <http://www.gamcare.org.uk/partners.php>

Note: callers can be signposted to more than one destination

Summary of signpostings from HelpLine and NetLine

All signpostings from HelpLine & NetLine	2009/10	2008/09
GamCare HelpLine, NetLine, Forum and website	38%	34%
GamCare Counselling services	19%	18%
Online blocking software	12%	6%
GA and Gam-Anon	11%	14%
Self exclusion	10%	12%
Other agencies	9%	9%
Other counselling or mental health services	4%	5%

COUNSELLING SERVICES

Clients seen

CLIENTS SEEN	2009/10	2008/09
TOTAL CLIENTS SEEN	2,085	1,556
GamCare Face to Face London and Manchester	12%	11%
GamCare OnLine	4%	3%
GamCare Partners	84%	86%
Type of client	2009/10	2008/09
Gambler	94%	92%
Partner or family member	6%	8%

Sessions delivered

SESSIONS DELIVERED	PAID COUNSELLING SESSIONS 2009/10*	PAID COUNSELLING SESSIONS 2008/09*
*Attended, cancelled with less than 48 hours notice, or client did not attend		
TOTAL COUNSELLING SESSIONS DELIVERED	20291	13,894
GamCare Face to Face London and Manchester	16%	18%
GamCare OnLine	4%	3%
GamCare Partners	80%	79%

Source of referral to GamCare Counselling

Referral source, if given	2009/10				2008/09			
	n = 257	35	2142	2434	101	27	1510	1638
	GamCare	OnLine	Partners	All	GamCare	Online	Partners	All
Charities	0%	0%	0%	0%	0%	0%	1%	1%
Community Mental Health Team	0%	0%	1%	1%	0%	0%	2%	2%
Debt Agency	0%	0%	0%	0%	0%	0%	0%	0%
Gamblers Anonymous	1%	0%	2%	2%	2%	0%	1%	1%
GamCare HelpLine	51%	9%	47%	47%	55%	19%	52%	52%
GamCare Website (Forum)	15%	3%	5%	6%	2%	33%	5%	5%
Google	0%	0%	1%	1%	N/A	N/A	N/A	N/A
Gordon House	0%	0%	0%	0%	2%	0%	1%	1%
GP	1%	0%	3%	3%	1%	4%	3%	3%
HR Departments	0%	0%	0%	0%	0%	0%	0%	0%
Internal Screening	0%	0%	1%	1%	0%	0%	0%	0%
NetLine	2%	83%	2%	3%	1%	37%	1%	2%
Direct and other sources	26%	6%	28%	28%	35%	7%	25%	25%
Press/Media	1%	0%	1%	1%	N/A	N/A	N/A	N/A
Prison Service	0%	0%	0%	0%	0%	0%	2%	2%
Probation	1%	0%	1%	1%	2%	0%	2%	2%
Support Agencies	1%	0%	5%	5%	0%	0%	5%	5%
Yellow Pages	0%	0%	1%	1%	N/A	N/A	N/A	N/A

Gambling activities and age of clients

Gambling activities n =	2009/10							2008/09						
	11	1274	2161	1984	959	250	78	7	813	1861	1428	731	201	63
	Under 18	18-25	26-35	36-45	46-55	56-65	66+	Under 18	18-25	26-35	36-45	46-55	56-65	66+
Betting	0%	30%	32%	41%	46%	42%	36%	0%	29%	34%	43%	46%	39%	27%
Bingo	0%	2%	3%	2%	3%	5%	10%	0%	2%	2%	2%	3%	5%	8%
FOBTs	18%	15%	13%	12%	10%	11%	9%	14%	16%	11%	11%	9%	7%	10%
Fruit/Slot Machines	73%	17%	19%	18%	16%	19%	19%	86%	19%	15%	14%	12%	12%	17%
National Lottery Draw	0%	2%	4%	3%	5%	6%	4%	0%	2%	4%	4%	6%	8%	8%
Poker	0%	8%	6%	3%	2%	1%	3%	0%	8%	7%	4%	4%	3%	2%
Roulette Machines	0%	9%	7%	7%	5%	3%	3%	0%	6%	6%	5%	5%	4%	5%
Scratchcards	0%	3%	3%	3%	2%	2%	5%	0%	3%	3%	3%	3%	5%	10%
Spread Betting (General)	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%
Spread Betting: Financial	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Spread Betting: Sports	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	2%
Stock Market	0%	0%	0%	0%	1%	1%	3%	0%	0%	0%	1%	0%	1%	2%
Table Games	9%	10%	8%	6%	5%	5%	3%	0%	9%	8%	6%	6%	6%	2%
Other	0%	3%	3%	3%	4%	3%	5%	0%	5%	7%	5%	6%	7%	10%

Gambling facilities and age of clients

Gambling facilities n =	2009/10							2008/09						
	11	1274	2161	1985	960	250	78	7	802	1819	1413	719	200	61
	Under 18	18-25	26-35	36-45	46-55	56-65	66+	Under 18	18-25	26-35	36-45	46-55	56-65	66+
Arcade	45%	6%	7%	6%	6%	5%	3%	43%	8%	6%	5%	4%	3%	5%
Betting Shop	36%	40%	39%	43%	44%	44%	47%	29%	40%	33%	38%	39%	21%	28%
Bingo Hall	0%	2%	2%	1%	3%	5%	10%	0%	2%	1%	1%	2%	1%	11%
Casino	18%	10%	7%	7%	5%	4%	5%	14%	8%	8%	7%	7%	5%	8%
Internet	0%	13%	16%	14%	11%	8%	0%	0%	11%	15%	13%	10%	4%	0%
On Course	0%	1%	1%	2%	3%	0%	0%	0%	1%	1%	3%	3%	0%	3%
Pub / Club	0%	7%	5%	4%	3%	3%	0%	14%	7%	3%	4%	3%	1%	0%
Service Station	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	2%
Telephone	0%	1%	2%	2%	1%	2%	0%	0%	0%	2%	2%	1%	0%	0%
Television	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%
Other	0%	19%	22%	21%	23%	29%	35%	0%	21%	29%	25%	30%	64%	43%

Gambling activities and gender of clients

Gambling activities of clients n =	2009/10			2008/09		
	615	6158	6773	393	4746	5139
	Female	Male	TOTAL	Female	Male	TOTAL
Betting	11%	40%	37%	14%	41%	39%
Bingo	15%	1%	3%	17%	1%	3%
FOBTs	5%	13%	13%	3%	12%	12%
Fruit/Slot Machines	41%	16%	18%	37%	14%	16%
National Lottery Draw	5%	4%	4%	7%	4%	4%
Poker	3%	5%	5%	3%	6%	6%
Roulette Machines	3%	7%	7%	2%	6%	6%
Scratchcards	7%	3%	3%	8%	3%	4%
Spread Betting (General)	0%	1%	1%	0%	1%	1%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%
Spread Betting: Sports	0%	1%	0%	0%	1%	1%
Stock Market	0%	0%	0%	0%	0%	0%
Table Games	6%	7%	7%	5%	8%	8%
Other	3%	2%	2%	3%	2%	2%

Gambling facilities and gender of clients

Gambling facilities of clients n =	2009/10			2008/09		
	633	6250	6883	412	4870	5282
	Female	Male	TOTAL	Female	Male	TOTAL
Arcade	13%	5%	6%	15%	5%	6%
Betting Shop	13%	44%	41%	8%	39%	36%
Bingo Hall	12%	1%	2%	12%	1%	2%
Casino	5%	7%	7%	5%	8%	8%
Internet	21%	13%	14%	16%	13%	13%
On Course	1%	2%	2%	1%	2%	2%
Pub / Club	3%	5%	5%	2%	4%	4%
Service Station	1%	1%	1%	1%	0%	0%
Telephone	0%	2%	2%	0%	2%	1%
Television	1%	0%	0%	2%	0%	1%
Other	30%	20%	21%	37%	27%	28%

Number of years clients had been gambling

Clients had been gambling for: n=	2009/10				2008/09			
	249	64	1256	1569	148	27	752	927
	GamCare	OnLine	Partners	All	GamCare	Online	Partners	All
Less than 5 years	27%	44%	30%	30%	24%	37%	31%	30%
6-10 years	20%	23%	18%	19%	24%	30%	22%	22%
11-15 years	12%	6%	16%	15%	15%	4%	15%	15%
16-20 years	14%	14%	14%	14%	14%	11%	15%	15%
Over 21 years	28%	13%	21%	22%	24%	19%	16%	18%

Debts disclosed by clients

Level of debt, where given	2009/10				2008/09			
	GamCare	OnLine	Partners	All	GamCare	Online	Partners	All
Responses of all clients								
Disclosed level of debt	72%	63%	78%	77%	81%	55%	77%	77%
None	15%	7%	11%	12%	16%	10%	10%	11%
Some	10%	17%	8%	8%	2%	15%	6%	6%
Not disclosed	2%	12%	3%	3%	2%	20%	7%	6%
n =	208	26	1302	1510	155	11	927	1093
Under 6K	35%	31%	44%	43%	35%	36%	39%	38%
6K-10K	15%	27%	15%	15%	15%	18%	18%	17%
11K-20K	20%	12%	17%	18%	19%	0%	18%	18%
21K-50K	17%	27%	16%	16%	13%	27%	15%	15%
51K-100K	5%	0%	5%	5%	7%	0%	6%	6%
100K and over	6%	0%	2%	3%	8%	0%	3%	4%
Bankruptcy	2%	4%	1%	1%	3%	9%	1%	1%
IVA	0%	0%	0%	0%	0%	9%	0%	0%