

We're there
when the odds
are stacked
against you

Statistics 2011/12



Rev.
30/07/12

VISITS TO OUR WEBSITES	3
Unique visitors	3
Visits to www.gamcare.org.uk	3
Visits to secure site	3
Visits to www.gamcaretradeservices.com	3
Participation in online self-help support services	3
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VISITS TO OUR WEBSITES

Unique visitors

Website	2011/12	2010/11
www.gamcare.org.uk and secure site*	503,108	399,381
www.gamcaretradeservices.com	35,562	34,127
TOTAL	538,670	433,508

*NetLine and OnLine Counselling

Visits to www.gamcare.org.uk

Traffic source	2011/12	2010/11
n=	679,387	554,274
Other Websites*	38%	38%
Direct	36%	34%
Search engines	26%	28%
Specifically Google	23%	25%

*including gambling and affiliate sites

Visits to secure site

Traffic source	2011/12	2010/11
n=	45,191	38,905
Other websites*	89%	84%
Direct	11%	16%
Search engines	0%	0%

*primarily www.gamcare.org.uk

Visits to www.gamcaretradeservices.com

Traffic source	2011/12	2010/11
n=	36,300	35,160
Other websites	79%	81%
Direct	18%	16%
Search engines	3%	3%

Participation in online self-help support services

Online support	2011/12	2010/11
New posts by Forum users	33,474	35,370
New Forum users	3,969	1,977
Chat Room sessions offered	696	526

CALLS TO THE HELPLINE AND NETLINE

Calls

Volume of calls

	2011/12	2010/11
Calls answered	35,857	36,917
HelpLine calls	24,737	25,773
NetLine calls	11,120	11,144

Inbound, answered and target calls

	2011/12			2010/11		
	HL	NL	TOTAL	HL	NL	TOTAL
Inbound Calls (for NL: from UK only)	35,694	18,460	54,154	34,872	15,728	50,600
Answerable Calls	29,418	16,675	46,093	29,454	14,828	44,282
Answered Calls	24,737	11,120	35,857	25,773	11,144	36,917
Success Rate	84.1%	66.7%	77.8%	87.5%	75.2%	83.4%
Target Calls	8,775	6,953	15,728	10,380	6,178	16,558
Non-Target Calls	9,827	242	10,069	11,149	338	11,487
Unknown	1,581	3,010	4,591	2,885	2,314	5,199

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

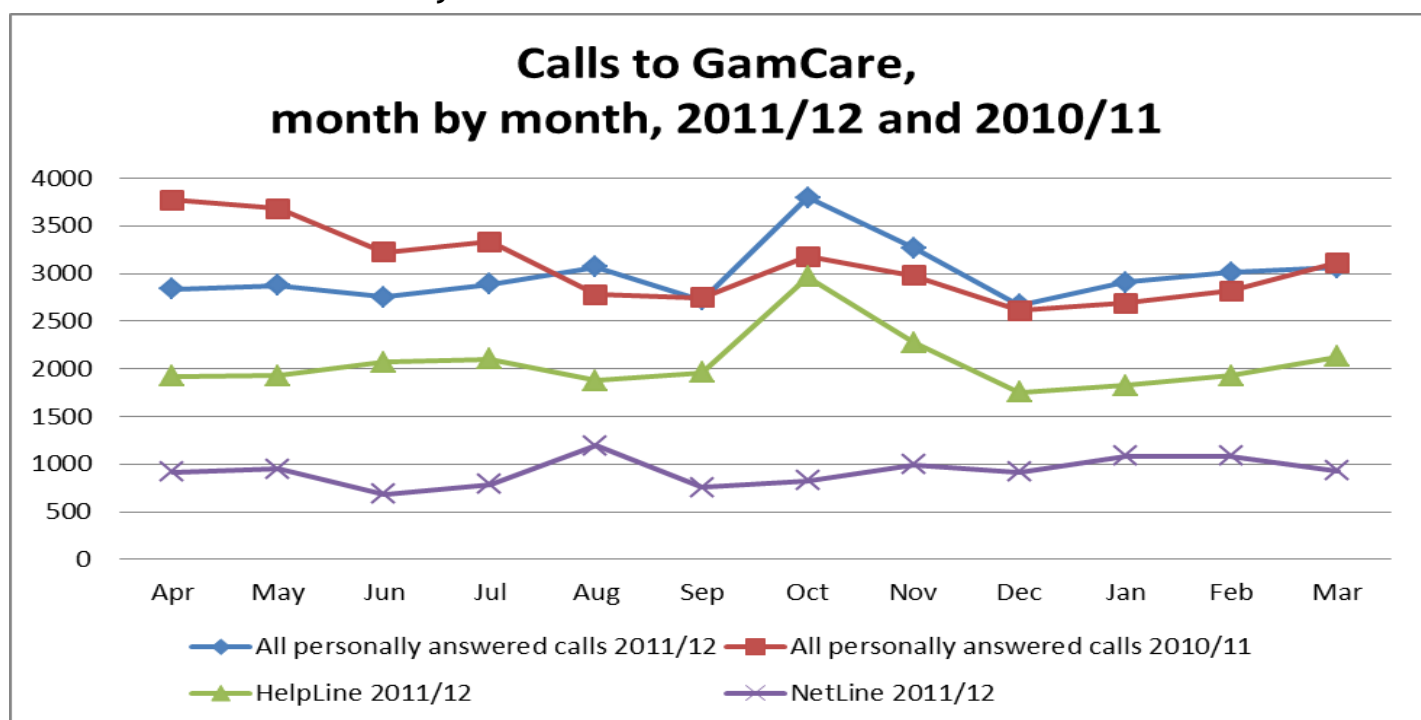
Answerable calls: calls received in business hours and not abandoned by caller

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)

2010/11 Target/Non-Target/Unknown: these have been amended to reflect more accurate classification consistent with 2011/12

Distribution of calls month by month



Caller Profile

Caller location

Location of HelpLine callers as identified by the Virtual Call Centre

Caller Location	2011/12	2010/11
	n= 35,694	35,789
London	9%	9%
South East	8%	8%
North West	7%	7%
East Midlands	4%	4%
Scotland	4%	4%
South West	4%	4%
West Midlands	4%	4%
Mobile Phone	33%	33%
Eastern	3%	3%
Yorkshire and Humber	3%	3%
North East	2%	2%
Wales	2%	2%
Nothern Ireland	1%	1%
Isle of Man, Jersey, Guernsey, ROI	<1%	<1%
Unknown	15%	15%

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

Region	Percentage (n=3,004)	Percentage (n= 2,995)
East Midlands	8%	9%
Eastern	3%	4%
England	0%	1%
London	17%	17%
North East	4%	4%
North West	14%	15%
Northern Ireland	2%	2%
Scotland	7%	7%
South East	13%	14%
South West	9%	8%
Wales	4%	3%
West Midlands	9%	7%
Yorkshire and Humber	10%	9%

Initial source of information about HelpLine and NetLine

Source of information n=	2011/12			2010/11		
	All	HelpLine	NetLine	All	HelpLine	NetLine
	6266	4522	1744	8773	6767	2006
Arcade Leaflet	1%	1%	1%	1%	1%	1%
Bingo Leaflet	0%	1%	0%	0%	0%	1%
Bookmaker Leaflet	16%	18%	9%	12%	13%	8%
Casino Leaflet	1%	2%	1%	1%	1%	1%
FOBT Machine	0%	0%	0%	1%	1%	1%
Fruit/Slot Machine	1%	1%	1%	1%	1%	2%
Gamblers Anonymous	0%	0%	0%	0%	0%	1%
Gambling Therapy	0%	0%	0%	0%	0%	0%
GamCare Website	9%	12%	2%	8%	9%	3%
Informed by Advisor (GamCare HelpLine)	0%	0%	0%	n/a	n/a	n/a
National Lottery	0%	0%	0%	0%	0%	0%
Lotto Results	0%	0%	0%	0%	0%	0%
Media	1%	1%	1%	1%	1%	0%
Other Helpline/Agency	2%	2%	1%	1%	1%	1%
Other Leaflet	0%	0%	0%	0%	0%	0%
Other Website, primarily Google	38%	25%	73%	29%	17%	68%
Poster/Leaflet Campaign	0%	0%	0%	1%	1%	1%
Professional	6%	7%	1%	3%	4%	1%
Racecard	0%	0%	0%	0%	0%	0%
Scratchcard	1%	1%	0%	1%	1%	0%
Telephone directory	6%	8%	0%	4%	6%	0%
Word of mouth	11%	12%	9%	8%	8%	6%
Yellow Pages	6%	8%	0%	8%	9%	1%
Other	1%	1%	1%	21%	26%	4%

Summary of sources of information

Source of information	2011/12	2010/11
Industry leaflets, stickers, tickets etc.	19%	18%
Other Website, primarily Google	38%	29%
Telephone Directories	12%	12%
GamCare Website	9%	8%
Word of mouth	11%	8%
Health Professionals and other agencies	8%	4%
Media and Other	3%	21%

Caller type

Type of Caller n=	2011/12			2010/11		
	All	HelpLine	NetLine	All	HelpLine	NetLine
	14202	7477	6725	15008	9009	5999
Family Member / Friend	14%	20%	8%	13%	16%	7%
Gambler	74%	65%	81%	75%	70%	82%
Gambler working in Industry	1%	1%	1%	1%	1%	1%
Gambling Industry	0%	1%	0%	0%	1%	0%
Media	0%	0%	0%	0%	0%	0%
Partner	8%	7%	10%	8%	7%	10%
Professional	3%	5%	0%	2%	4%	0%
Student (research enquiry)	0%	0%	0%	0%	0%	0%
Other	0%	1%	0%	1%	1%	0%

Callers who have called before

Repeat Callers n=	2011/12			2010/11		
	All	HelpLine	NetLine	All	HelpLine	NetLine
	12473	6927	5546	12979	7990	4989
called before	25%	21%	30%	29%	26%	34%
First-time caller	75%	79%	70%	71%	74%	66%

Caller type by gender

Gender n=	2011/12			2010/11		
	All	female	male	All	female	male
	13412	4280	9132	13989	4293	9696
Family Member / Friend	14%	32%	6%	13%	30%	5%
Gambler	74%	35%	91%	75%	39%	91%
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	8%	25%	1%	8%	25%	1%
Professional (health, counselling, advice etc)	3%	6%	1%	2%	5%	1%
Researcher	0%	0%	0%	0%	0%	0%
Other	0%	1%	0%	1%	1%	1%

Age of callers

Age of Caller n=	2011/12			2010/11		
	All	HelpLine	NetLine	All	HelpLine	NetLine
	8149	4124	4025	8149	4511	3638
under 18	2%	1%	3%	2%	1%	1%
19-25	31%	24%	39%	32%	26%	42%
26-35	33%	30%	36%	31%	28%	36%
36-45	18%	21%	16%	19%	23%	14%
46-55	10%	14%	5%	10%	14%	5%
56-65	4%	7%	1%	4%	5%	2%
66+	2%	3%	0%	2%	3%	0%

Ethnicities of callers

Ethnicities n=	2011/12			2010/11		
	All	HelpLine	NetLine	All	HelpLine	NetLine
	5614	3461	2153	5776	3385	2391
Asian or Asian British: Bangladeshi	0%	1%	0%	1%	1%	0%
Asian or Asian British: Chinese	0%	0%	0%	0%	0%	0%
Asian or Asian British: Indian	3%	3%	3%	3%	4%	3%
Asian or Asian British: Other	2%	1%	3%	3%	2%	4%
Asian or Asian British: Pakistani	2%	2%	1%	2%	3%	2%
Asian: Chinese	1%	0%	1%	1%	0%	1%
Black or Black British: African	1%	1%	1%	1%	1%	1%
Black or Black British: Caribbean	1%	2%	1%	1%	1%	0%
Black or Black British: Other	0%	0%	0%	1%	0%	1%
Mixed: Other	1%	0%	1%	1%	0%	1%
Mixed: White & Asian	0%	0%	1%	0%	0%	1%
Mixed: White & Black African	0%	0%	0%	0%	0%	0%
Mixed: White & Black Caribbean	0%	0%	0%	0%	0%	0%
White: British	82%	82%	81%	78%	79%	78%
White: European	0%	0%	0%	n/a	n/a	n/a
White: Irish	1%	2%	1%	2%	2%	2%
White: Other	5%	5%	5%	5%	4%	5%
Other	1%	1%	1%	1%	2%	1%

Gambling Profile

Number of years gambler callers had been gambling

Callers had been gambling for n=	2011/12			2010/11		
	All	HelpLine	NetLine	All	HelpLine	NetLine
	7347	3709	3638	7732	4345	3387
Less than 5 years	55%	49%	61%	55%	50%	60%
6-10 years	22%	22%	22%	21%	21%	21%
11-15 years	8%	9%	6%	7%	8%	6%
16-20 years	6%	7%	5%	7%	8%	6%
Over 21 years	9%	13%	6%	10%	13%	7%

Gambling activities

Gambling activities n=	2011/12			2010/11		
	All	HelpLine	NetLine	All	HelpLine	NetLine
	13451	6618	6833	15080	8418	6662
Betting	34%	33%	32%	31%	30%	33%
Bingo	4%	3%	5%	4%	3%	5%
FOBT/Roulette Machine	28%	34%	23%	29%	36%	22%
Fruit/Slot Machines	17%	15%	19%	16%	14%	18%
National Lottery Draw	1%	1%	1%	1%	1%	1%
Poker	4%	3%	5%	5%	4%	6%
Scratchcard	2%	3%	2%	2%	3%	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	10%	7%	13%	10%	8%	13%
Other	0%	1%	0%	1%	1%	1%

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 locations

Gambling locations n=	2011/12			2010/11		
	All	HelpLine	NetLine	All	HelpLine	NetLine
	13998	6650	7348	15615	8635	6980
Arcade	3%	4%	3%	4%	5%	3%
Betting Shop	46%	55%	38%	48%	53%	40%
Bingo Hall	2%	2%	1%	2%	2%	2%
Casino	8%	8%	8%	8%	8%	8%
Internet	34%	21%	45%	31%	24%	42%
On Course	0%	0%	0%	0%	0%	0%
Pub / Club	3%	3%	3%	3%	3%	3%
Service Station	0%	0%	0%	0%	0%	0%
Telephone	1%	2%	0%	1%	2%	0%
Television	0%	0%	0%	0%	0%	0%
Other	3%	5%	2%	3%	3%	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 n=	2011/12							2010/11						
	<18	18-25	26-35	36-45	46-55	56-65	65+	<18	18-25	26-35	36-45	46-55	56-65	65+
	232	3572	3350	1889	767	229	98	92	3852	3614	2040	804	266	84
Betting	34%	31%	33%	42%	35%	27%	31%	29%	28%	33%	38%	39%	34%	25%
Bingo	3%	2%	4%	5%	7%	10%	5%	0%	2%	4%	5%	5%	6%	5%
FOBT / Roulette Machines	27%	30%	30%	24%	27%	25%	29%	21%	30%	28%	27%	26%	21%	29%
Fruit/Slot Machines	19%	17%	17%	15%	20%	27%	19%	17%	15%	17%	14%	16%	23%	28%
National Lottery Draw	0%	0%	1%	1%	1%	1%	3%	2%	0%	0%	2%	1%	1%	0%
Poker	3%	4%	4%	4%	2%	1%	0%	14%	7%	5%	3%	4%	5%	1%
Scratchcard	4%	2%	2%	2%	3%	3%	5%	12%	2%	2%	2%	2%	5%	10%
Spread Betting (General)	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Spread Betting: Sports	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Stock Market	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Table Games	10%	14%	9%	7%	5%	3%	4%	5%	15%	10%	8%	6%	5%	1%
Other	0%	0%	0%	0%	0%	2%	4%	2%	1%	1%	1%	0%	0%	1%



Gambling locations and age

Gambling locations	2011/12								2010/11						
	All	<18	18-25	26-35	36-45	46-55	56-65	65+	<18	18-25	26-35	36-45	46-55	56-65	66+
n=	10436	246	3726	3432	1916	788	233	95	102	4032	3710	2068	810	243	83
Arcade	3%	6%	2%	3%	4%	6%	9%	8%	12%	3%	4%	5%	6%	6%	17%
Betting Shop	47%	42%	46%	48%	42%	52%	50%	54%	39%	46%	46%	46%	54%	52%	50%
Bingo Hall	2%	0%	1%	1%	2%	5%	8%	7%	0%	1%	1%	3%	3%	4%	8%
Casino	8%	9%	10%	6%	6%	5%	7%	11%	5%	11%	8%	7%	5%	4%	2%
Internet	33%	33%	34%	36%	33%	25%	20%	7%	21%	33%	33%	28%	26%	27%	7%
On Course	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pub / Club	3%	4%	5%	2%	2%	1%	1%	1%	5%	4%	4%	2%	1%	1%	4%
Service Station	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
Telephone	1%	0%	0%	1%	4%	2%	1%	0%	2%	0%	1%	4%	2%	1%	4%
Television	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%
Other	3%	6%	2%	3%	6%	4%	3%	12%	16%	2%	3%	3%	3%	5%	8%

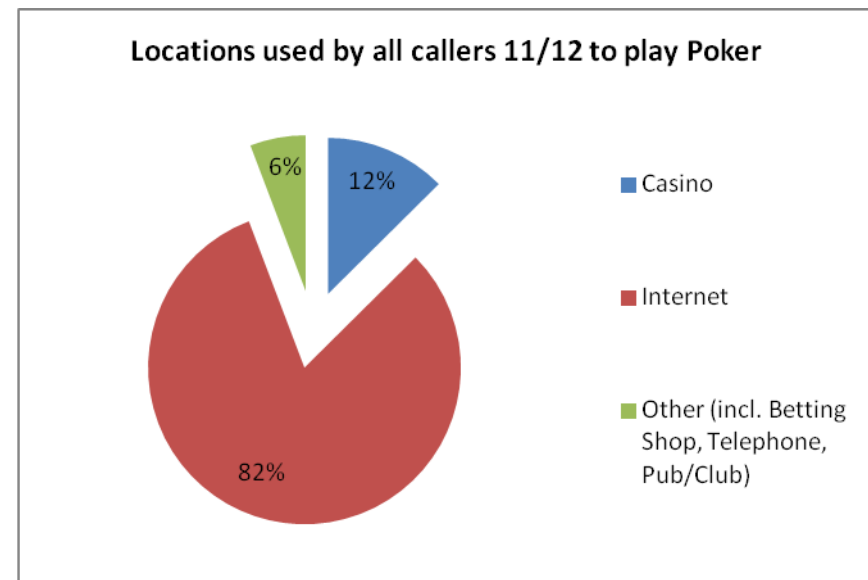
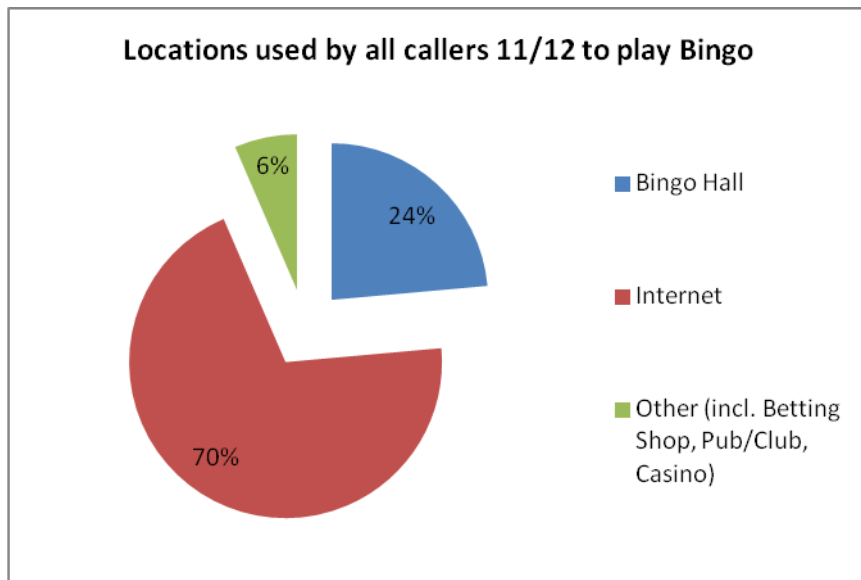
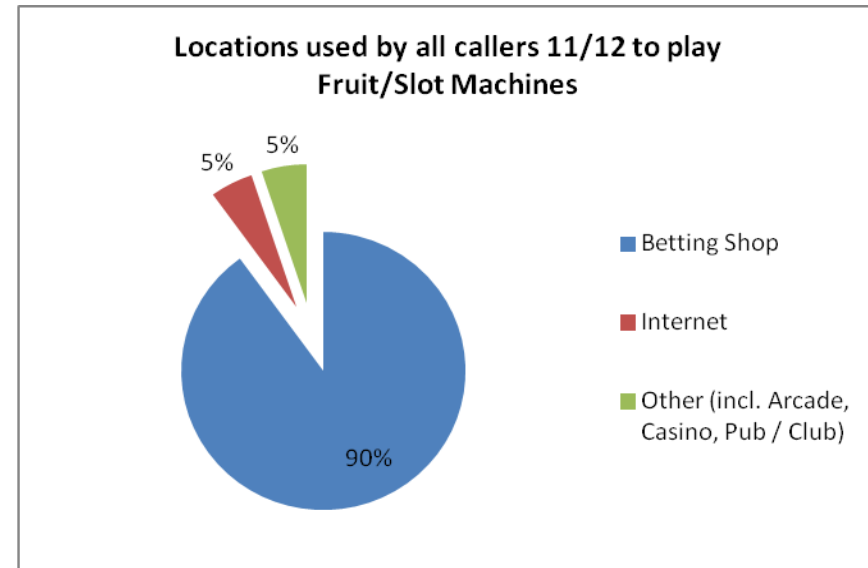
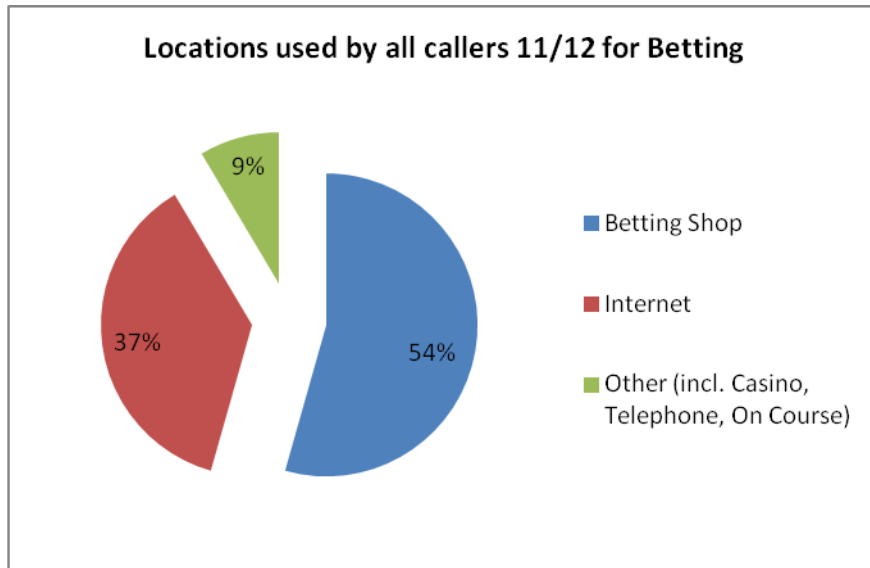
Gambling locations, activities, and gender

Gambling locations	2011/12			2010/11		
	All	female	male	All	female	male
n=	13387	1888	11499	14858	2201	12657
Arcade	3%	10%	2%	4%	11%	3%
Betting Shop	48%	14%	52%	47%	19%	53%
Bingo Hall	2%	9%	0%	2%	10%	0%
Casino	7%	7%	8%	8%	6%	8%
Internet	33%	49%	31%	31%	44%	30%
On Course	0%	0%	0%	0%	0%	0%
Pub / Club	3%	4%	3%	3%	3%	3%
Service Station	0%	0%	0%	0%	0%	0%
Telephone	1%	0%	1%	1%	1%	1%
Television	0%	0%	0%	0%	0%	0%
Other	3%	7%	3%	3%	6%	2%

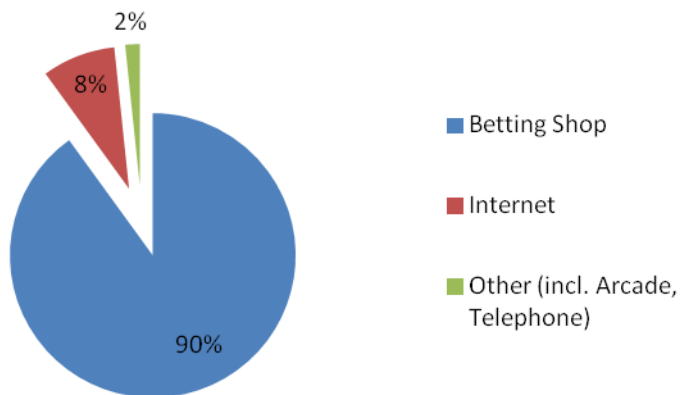
Gambling activities	2011/12			2010/11		
	All	female	male	All	female	male
n=	12922	1830	11092	14398	2155	12243
Betting	34%	10%	40%	31%	8%	36%
Bingo	4%	19%	1%	4%	19%	1%
FOBT/Roulette Machine	28%	10%	31%	30%	18%	32%
Fruit/Slot Machines	17%	43%	12%	16%	35%	12%
National Lottery Draw	1%	2%	0%	1%	2%	1%
Poker	4%	2%	4%	5%	3%	5%
Scratchcard	2%	7%	2%	2%	6%	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	10%	6%	10%	10%	8%	10%
Other	0%	1%	0%	1%	0%	1%

Locations used for gambling activities

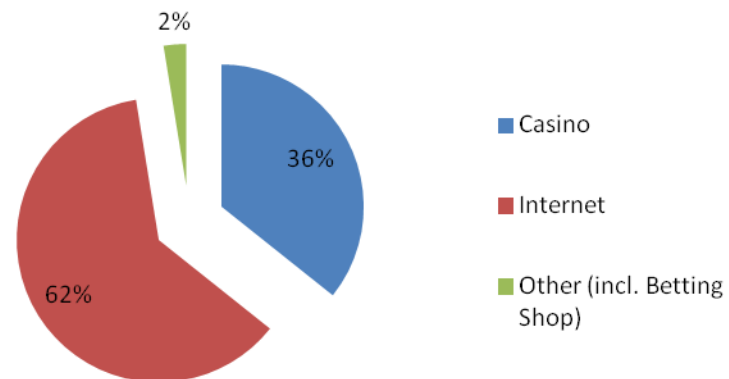
Note: each caller can give more than one gambling activity and location, e.g. betting in the betting shop and on the Internet, playing bingo and fruit/slot machines on the Internet



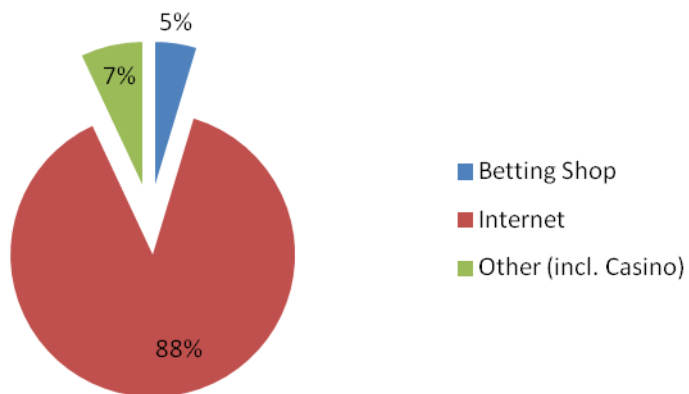
Locations used by all callers 11/12 to play
Roulette Machines



Locations used by all callers 11/12 to play Table
Games



Locations used by all callers 11/12 for Spread
Betting



Impacts of Problem Gambling

Most common impacts of problem gambling disclosed by callers

Impact	2011/12			2010/11		
		Family / Friend / Partner	Gambler		Family / Friend / Partner	Gambler
	All			All		
n=	26588	5901	20687	27762	22276	5486
Anxiety / Stress	42%	43%	42%	40%	40%	40%
Family/Relationship Problems	24%	36%	20%	18%	16%	29%
Feeling Isolated	7%	6%	7%	9%	9%	8%
Financial Difficulties	27%	15%	31%	27%	30%	17%
Relationship Difficulties	0%	0%	0%	6%	5%	7%

Callers who discussed and disclosed debt

Disclosure of debt	2011/12					2010/11			
	All	Family, Friend	Gambler	Partner	Other	All	Family, Friend	Gambler	Partner
	n=	12255	1504	9663	1048	40	1523	42	1411
Disclosed	40%	27%	44%	31%	51%	45%	38%	44%	44%
None	17%	31%	14%	23%	25%	14%	24%	14%	10%
Not disclosed	14%	25%	11%	19%	22%	12%	17%	13%	4%
Some	29%	17%	31%	27%	2%	29%	21%	29%	42%

Debt disclosed by callers

Amount of debt disclosed	2011/12			2010/11		
	All	HelpLine	NetLine	TOTAL	HelpLine	NetLine
	n=	2602	1280	1322	599	570
Under 6K	53%	53%	51%	36%	38%	21%
6K-10K	17%	18%	17%	17%	14%	69%
11K-20K	15%	13%	17%	19%	20%	0%
21K-50K	9%	10%	8%	18%	19%	3%
51K- 100K	2%	2%	2%	4%	4%	0%
100K and over	1%	2%	1%	4%	4%	0%
Bankruptcy	2%	1%	3%	2%	1%	7%
IVA	1%	1%	1%	0%	0%	0%

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

Amount of debt disclosed	2011/12					2010/11			
	All	Family / Friend	Gambler	Gambler working in Industry	Partner	All	Family / Friend	Gambler	Partner
	n=	2599	117	2311	27	144	587	6	557
Under 6K	51%	59%	53%	58%	39%	36%	66%	37%	18%
6K-10K	18%	19%	17%	19%	17%	17%	0%	19%	6%
11K-20K	15%	7%	15%	4%	16%	19%	17%	18%	18%
21K-50K	9%	8%	9%	15%	12%	18%	17%	18%	28%
51K- 100K	2%	6%	2%	4%	7%	4%	0%	3%	18%
100K and over	2%	1%	1%	0%	4%	4%	0%	4%	12%
Bankruptcy	2%	0%	2%	0%	3%	1%	0%	1%	0%
IVA	1%	0%	1%	0%	2%	0%	0%	0%	0%

Signposting Destinations

Signposting from the HelpLine and NetLine	2011/12			2010/11		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	34835	17434	17401	36950	22514	14436
Counselling						
GamCare HelpLine, NetLine, Forum and website	38%	39%	38%	39%	43%	33%
GamCare Counselling services (OnLine, London, Greater Manchester)	7%	7%	7%	7%	7%	8%
GamCare Counselling (Partners)	10%	13%	8%	11%	12%	10%
Gamblers Anonymous and Gam-Anon	11%	13%	9%	11%	12%	9%
Gordon House (residential)	1%	0%	1%	1%	0%	2%
BACP (British Assoc Counselling and Psychotherapy)	1%	1%	1%	1%	1%	1%
Other Agencies						
Citizens Advice Bureau	1%	1%	1%	1%	1%	1%
Debtline	3%	2%	4%	3%	2%	3%
GP / Other Professional	3%	4%	2%	2%	3%	2%
Other Agency	2%	2%	3%	2%	1%	3%
Other Helpline	1%	1%	0%	1%	1%	1%
Other Website	0%	0%	0%	1%	0%	1%
Exclusion						
Self Exclusion	12%	11%	12%	11%	11%	12%
Software to block online gambling sites	9%	5%	13%	9%	6%	13%
Other	1%	1%	1%	0%	0%	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

COUNSELLING SERVICES

Clients and Sessions

Clients seen

CLIENTS SEEN	2011/12	2010/11
TOTAL CLIENTS SEEN	2,716	2,639
GamCare Face to Face London and Manchester	14%	12%
GamCare OnLine	4%	4%
GamCare Partners	82%	84%
Type of client	2011/12	2010/11
Gambler	92%	94%
Partner or family member	8%	6%

Sessions delivered

SESSIONS DELIVERED	PAID COUNSELLING SESSIONS 2011/12*	PAID COUNSELLING SESSIONS 2010/11*
TOTAL COUNSELLING SESSIONS DELIVERED	26,896	26,722
GamCare Face to Face London and Manchester	16%	14%
GamCare OnLine	3%	3%
GamCare Partners	81%	83%

*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=	2011/12				2010/11			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
	3072	429	29	2614	2936	442	30	2464
Charities	1%	0%	0%	1%	0%	0%	0%	0%
Community Mental Health Team	1%	0%	0%	1%	1%	0%	0%	1%
Debt Agency	0%	0%	0%	0%	0%	0%	0%	0%
Gamblers Anonymous	1%	1%	0%	1%	1%	0%	0%	1%
GamCare HelpLine	42%	66%	0%	39%	40%	62%	0%	38%
GamCare Website (Forum)	8%	13%	7%	7%	9%	12%	7%	8%
Google	4%	0%	0%	5%	4%	0%	0%	5%
Gordon House	1%	0%	0%	1%	0%	0%	0%	0%
GP	3%	0%	0%	4%	3%	1%	0%	3%
Internal Screening	0%	0%	0%	0%	0%	0%	0%	0%
NetLine	3%	4%	93%	1%	3%	3%	93%	2%
Direct and other sources	28%	12%	0%	31%	29%	16%	0%	32%
Press/Media	1%	0%	0%	1%	1%	1%	0%	0%
Prison Service	1%	0%	0%	1%	1%	0%	0%	1%
Probation	1%	1%	0%	2%	1%	1%	0%	1%
Support Agencies	4%	2%	0%	4%	4%	2%	0%	4%
Yellow Pages	1%	1%	0%	1%	3%	1%	0%	3%

Age of clients

Age Groups n=	2011/12				2010/11			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
	3549	622	136	2791	3190	489	151	2550
<18	1%	0%	1%	1%	0%	0%	0%	0%
18-25	19%	14%	23%	21%	18%	15%	26%	18%
26-35	33%	36%	43%	32%	33%	35%	48%	32%
36-45	25%	28%	21%	25%	27%	29%	16%	28%
46-55	14%	13%	10%	14%	14%	15%	7%	14%
56-65	6%	6%	2%	6%	5%	5%	3%	6%
66+	2%	3%	0%	1%	2%	2%	0%	2%

Client Types

Client Types n=	2011/12			2010/11		
	All	female	male	All	female	male
	3367	623	2744	3068	556	2512
Family Member / Friend	5%	22%	1%	3%	17%	0%
Gambler	92%	63%	99%	93%	69%	99%
Partner	3%	15%	0%	3%	14%	0%

Debts disclosed by clients

Level of debt, where given	2011/12				2010/11			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
Disclosed level of debt	75%	67%	69%	77%	74%	59%	69%	78%
None	17%	11%	15%	18%	15%	14%	13%	15%
Not disclosed	1%	2%	0%	1%	3%	5%	4%	3%
Some	7%	20%	16%	4%	8%	22%	14%	4%
n=	1930	335	54	1541	1730	298	59	1373
Under 6K	41%	35%	28%	43%	39%	34%	26%	42%
6K-10K	18%	21%	19%	18%	17%	23%	19%	15%
11K-20K	18%	14%	24%	18%	19%	18%	17%	19%
21K-50K	14%	15%	15%	14%	15%	14%	22%	15%
51K- 100K	4%	7%	6%	3%	5%	4%	7%	5%
100K and over	3%	4%	4%	3%	3%	4%	2%	2%
Bankruptcy	2%	3%	4%	1%	2%	3%	5%	2%
IVA	0%	1%	0%	0%	0%	0%	2%	0%

Ethnicities disclosed by client

Ethnicities of clients	2011/12				2010/11			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	2997	413	21	2563	2642	347	25	2270
Asian or Asian British: Bangladeshi	0%	1%	0%	0%	0%	1%	0%	0%
Asian or Asian British: Indian	2%	4%	5%	1%	1%	3%	4%	1%
Asian or Asian British: Other	1%	1%	5%	1%	1%	1%	4%	1%
Asian or Asian British: Pakistani	1%	1%	5%	1%	1%	2%	0%	1%
Asian: Chinese	0%	2%	0%	0%	0%	1%	0%	0%
Black or Black British: African	1%	1%	0%	0%	1%	2%	0%	0%
Black or Black British: Caribbean	1%	3%	5%	1%	1%	4%	0%	1%
Black or Black British: Other	0%	0%	0%	0%	0%	0%	0%	0%
Mixed: Other	0%	1%	0%	0%	0%	1%	0%	0%
Mixed: White & Asian	0%	0%	0%	0%	0%	0%	0%	0%
Mixed: White & Black African	0%	0%	0%	0%	0%	0%	0%	0%
Mixed: White & Black Caribbean	0%	1%	0%	0%	0%	1%	0%	0%
White: British	87%	68%	56%	91%	87%	71%	60%	89%
White: European	0%	0%	0%	0%	n/a	n/a	n/a	n/a
White: Irish	1%	2%	5%	1%	1%	1%	16%	1%
White: Other	4%	9%	19%	3%	3%	7%	16%	3%
Other	2%	6%	0%	1%	2%	4%	0%	2%

Gambling Profile

Gambling activities of clients

Gambling Activities	2011/12				2010/11			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	10020	1825	219	7976	9080	1782	267	7031
Betting	32%	34%	32%	33%	34%	35%	31%	34%
Bingo	3%	1%	10%	3%	3%	2%	10%	3%
FOBT/Roulette Machines	24%	28%	21%	22%	23%	27%	23%	22%
Fruit/Slot Machines	16%	14%	21%	16%	15%	12%	16%	16%
Lottery	4%	3%	1%	5%	4%	2%	1%	5%
Poker	6%	5%	8%	6%	5%	6%	10%	5%
Scratchcard	4%	2%	1%	4%	3%	2%	1%	4%
Spread Betting (General)	1%	0%	0%	1%	1%	0%	0%	1%
Spread Betting: Financial	0%	1%	0%	0%	0%	1%	0%	0%
Spread Betting: Sports	1%	1%	0%	1%	1%	1%	0%	1%
Stock Market	0%	1%	0%	0%	0%	0%	0%	0%
Table Games	6%	8%	6%	5%	6%	9%	7%	6%
Other	3%	2%	0%	4%	4%	4%	1%	4%

Gambling activities and age of clients

Gambling activities	2011/12							2010/11						
	<18	18-25	26-35	36-45	46-55	56-65	66+	<18	18-25	26-35	36-45	46-55	56-65	66+
n=	34	1998	3314	2141	1017	369	94	7	1717	2922	2253	1016	305	124
Betting	15%	29%	32%	40%	38%	33%	32%	0%	28%	32%	39%	39%	32%	38%
Bingo	3%	3%	3%	2%	4%	6%	5%	0%	3%	2%	2%	4%	5%	6%
FOBTs/Roulette Machines	27%	27%	23%	22%	21%	22%	29%	28%	25%	23%	23%	20%	20%	13%
Fruit/Slot Machines	37%	15%	16%	14%	17%	15%	18%	71%	15%	15%	14%	14%	17%	19%
National Lottery Draw	0%	3%	4%	4%	5%	6%	6%	0%	3%	3%	4%	6%	7%	8%
Poker	3%	7%	6%	5%	3%	4%	0%	0%	8%	7%	4%	2%	3%	2%
Scratchcards	9%	4%	4%	3%	4%	4%	4%	0%	4%	3%	3%	3%	4%	6%
Spread Betting (General)	0%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Spread Betting: Sports	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%
Stock Market	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	2%
Table Games	6%	6%	6%	5%	4%	5%	1%	0%	8%	7%	6%	4%	8%	1%
Other	0%	4%	3%	3%	3%	4%	4%	0%	4%	4%	4%	5%	3%	4%

Gambling locations

Gambling Locations n=	2011/12				2010/11			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
	8563	1778	212	6573	7990	1696	266	6028
Arcade	6%	5%	4%	6%	6%	5%	2%	7%
Betting Shop	45%	45%	32%	47%	46%	44%	29%	47%
Bingo Hall	2%	2%	4%	2%	2%	2%	4%	2%
Casino	10%	10%	5%	10%	10%	9%	8%	10%
Internet	23%	24%	48%	22%	18%	23%	48%	16%
On Course	2%	2%	1%	1%	2%	2%	1%	2%
Pub / Club	5%	5%	5%	5%	6%	6%	5%	6%
Service Station	1%	2%	0%	1%	1%	2%	0%	1%
Telephone	1%	2%	0%	1%	2%	2%	0%	2%
Television	0%	1%	0%	0%	1%	1%	0%	0%
Other	5%	2%	1%	5%	7%	2%	2%	8%

Gambling locations and age of clients

Gambling locations n=	2011/12							2010/11						
	<18	18-25	26-35	36-45	46-55	56-65	66+	<18	18-25	26-35	36-45	46-55	56-65	66+
	31	1709	2757	1829	812	297	90	7	1521	2564	1985	837	248	110
Arcade	26%	6%	6%	5%	7%	6%	10%	71%	6%	5%	6%	6%	5%	9%
Betting Shop	39%	43%	44%	46%	51%	51%	48%	29%	43%	43%	50%	50%	52%	51%
Bingo Hall	0%	2%	1%	1%	5%	5%	8%	0%	2%	1%	2%	5%	5%	9%
Casino	3%	11%	10%	8%	9%	12%	10%	0%	12%	11%	8%	8%	12%	3%
Internet	16%	23%	26%	25%	16%	14%	7%	0%	19%	21%	19%	13%	9%	5%
On Course	0%	1%	1%	2%	2%	2%	2%	0%	1%	2%	2%	2%	0%	0%
Pub / Club	10%	7%	6%	4%	3%	3%	4%	0%	8%	7%	4%	4%	4%	3%
Service Station	0%	1%	1%	1%	0%	1%	0%	0%	2%	1%	1%	0%	1%	0%
Telephone	0%	1%	1%	2%	2%	0%	3%	0%	0%	2%	2%	2%	2%	4%
Television	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%
Other	6%	5%	4%	4%	4%	5%	8%	0%	7%	6%	6%	9%	10%	15%

Gambling activities and gender of clients

Gambling activities n=	2011/12			2010/11		
	All	female	male	All	Female	Male
	9360	891	8469	8561	867	7694
Betting	33%	11%	36%	34%	11%	37%
Bingo	3%	15%	1%	3%	15%	1%
FOBT	23%	16%	24%	23%	17%	23%
Fruit/Slot Machines	16%	32%	14%	15%	30%	13%
National Lottery Draw	4%	6%	4%	4%	6%	4%
Poker	6%	3%	6%	5%	3%	6%
Scratchcards	4%	8%	3%	3%	8%	3%
Spread Betting (General)	1%	0%	1%	1%	0%	1%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%
Spread Betting: Sports	1%	0%	1%	1%	0%	1%
Stock Market	0%	0%	1%	0%	0%	0%
Table Games	6%	4%	6%	7%	5%	7%
Other	3%	5%	3%	4%	5%	4%

Gambling locations and gender of clients

Gambling locations n=	2011/12			2010/11		
	All	female	male	All	female	male
	7909	746	7163	7482	735	6747
Arcade	6%	14%	5%	6%	13%	5%
Betting Shop	46%	17%	47%	46%	19%	50%
Bingo Hall	2%	12%	1%	2%	13%	1%
Casino	10%	10%	10%	10%	9%	10%
Internet	23%	33%	23%	18%	31%	17%
On Course	2%	0%	2%	2%	0%	2%
Pub / Club	5%	5%	5%	6%	4%	6%
Service Station	1%	1%	1%	1%	1%	1%
Telephone	1%	0%	2%	2%	0%	2%
Television	0%	1%	0%	0%	1%	0%
Other	4%	7%	4%	7%	9%	6%

Number of years clients had been gambling

Clients had been gambling for n=	2011/12				2010/11			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
	2393	474	85	1834	2081	420	98	1563
Less than 5 years	33%	32%	33%	34%	30%	29%	30%	31%
6-10 years	24%	22%	20%	25%	21%	20%	27%	21%
11-15 years	14%	15%	11%	14%	14%	13%	13%	14%
16-20 years	10%	11%	16%	9%	14%	18%	13%	13%
Over 21 years	19%	20%	20%	18%	21%	20%	17%	21%