

This paper highlights the key results and trends emerging from our annual statistics. These statistics are gathered from calls to the HelpLine taken by HelpLine Advisers, and from client details collected by Counsellors. These 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 increased by 18% to 27,056
- Clients in treatment increased by 39% to 5,500
- Consistent pattern across years in 2013/14 and 2014/15 of disclosure among HelpLine callers and clients in treatment around gambling activities and facilities used

### HelpLine

(Please see Appendix A for a breakdown of definitions used)

#### Volume of Calls

During 2014/15 target answered calls from problem gamblers and affected others increased to 27,056 (2013/14: 22,875). This represents an increase of 18% on the previous year.

The total number of inbound calls increased 27% to 77,900. Answerable calls increased by 39% to 47,961, and answered calls increased by 33% to 40,946.

#### Gambling Activities

The main gambling activities disclosed continue to be FOBT/Roulette Machines 26% (2013/14: 30%), betting 32% (2013/14: 31%), and Fruit/Slot machines 20% (2013/14: 19%).

#### Gambling Facilities

The main gambling facilities (locations) disclosed show online gambling has now overtaken betting shops as the most common facility used. The leading facilities remain Online 46% (2013/14: 34%), Betting Shops 38% (2013/14: 43%), and Casinos 6% (2013/14: 7%).

### Counselling

#### Client Number

Client numbers in treatment increased by 39% in the year to 5,500 (2013/14: 3,947).

#### Gambling Activities

The main gambling activities disclosed continue to be betting 25% (2013/14: 31%), FOBT/Roulette Machines 25% (2013/14: 23%), and Fruit/Slot machines 18% (2013/14: 18%).

#### Gambling Facilities

The main gambling facilities (locations) disclosed follow a similar trend to 2013/14 with the leading facilities being Betting Shops 35% (2013/14: 40%), Online 29% (2013/14: 30%) and Casinos 11% (2013/14: 9%)

### Website

#### Unique Visitors

There were 1,302,214 (2013/14: 611,333) unique visitors to the website during the year. A new website was launched in November 2014, and our renewed digital strategy is achieving an increase in visitors.

#### Forum Posts

Posts on the web Forum for problem gamblers increased by 17% to 40,810 (2013/14: 34,684). The management of the Forum has been reviewed and the Forum has benefitted from a relaunch as part of the new website.