

We're here to support you

GamCare promotes a responsible approach to gambling
and helps those harmed by problem gambling



GamCare Statistics 2013/14

STATISTICS 2013/14

VISITS TO OUR WEBSITES	4
Unique visitors	4
Visits to www.gamcare.org.uk	4
Visits to secure site	4
Visits to www.gamcaretradeservices.com	4
Participation in online self-help support services	4
CALLS TO THE HELPLINE AND NETLINE.....	5
Calls	5
Volume of calls.....	5
Inbound, answered and target calls	5
Distribution of calls month by month	6
Caller Profile	7
Caller location.....	7
Initial source of information about HelpLine and NetLine	7
Caller type	8
Callers who have called before	8
Caller type by gender	8
Age of callers	9
Ethnicities of callers	9
Gambling Profile	10
Number of years gambler callers had been gambling	10
Gambling activities	10
Gambling facilities	11
Gambling facilities and age	12
Gambling facilities and gender Gambling activities and gender	12
Facilities used for gambling activities	13
Impacts of Problem Gambling	15
Most common impacts of problem gambling disclosed by callers.....	15
Callers who discussed and disclosed debt	15
Debt disclosed by callers	16
Debt disclosed by gamblers, their partners, and family members/friends.....	16
Signposting Destinations.....	17
COUNSELLING SERVICES	18
Clients and Sessions	18
Clients seen.....	18
Sessions delivered	18
Client Profile	19
Source of referral to GamCare Counselling	19
Client Ages	19
Client Types	20
Debts disclosed by clients	20
Ethnicities disclosed by client.....	21
Gambling Profile	22
Gambling Activities.....	22



Gambling activities and age of clients	23
Gambling facilities	23
Gambling facilities and age of clients	24
Gambling activities and gender of clients.....	25
Gambling facilities and gender of clients	25
Number of years clients had been gambling.....	25

VISITS TO OUR WEBSITES

Unique visitors

Website	2013/14	2012/13
www.gamcare.org.uk and secure site*	513,988	431,764
www.gamcaretradeservices.com	64,150	17,210
www.bigdeal.org.uk	33,195	4,628
TOTAL	611,311	448,974

*NetLine and OnLine Counselling

Visits to www.gamcare.org.uk

Traffic source	2013/14	2012/13
n=	719,136	649,291
Other Websites*	32%	31%
Direct	41%	40%
Search engines	27%	29%

*including gambling and affiliate sites

Visits to secure site

Traffic source	2013/14	2012/13
n=	37,677	36,817
Other websites*	92%	90%
Direct	8%	10%
Search engines	0%	0%

*primarily www.gamcare.org.uk

Visits to www.gamcaretradeservices.com

Traffic source	2013/14	2012/13
n=	65,223	17,957
Other websites	93%	72%
Direct	5%	20%
Search engines	2%	8%

Participation in online self-help support services

Online support	2013/14	2012/13
New posts by Forum users	34,684	45,194
Chat Room sessions offered	499	699

CALLS TO THE HELPLINE AND NETLINE

Calls

Volume of calls

	2013/14	2012/13
Target calls answered	22,875	17,068
Total calls answered	30,648	32,733
HelpLine calls	20,347	22,053
NetLine calls	10,301	10,680

Inbound, answered and target calls

	2013/14			2012/13		
	HL	NL	TOTAL	HL	NL	TOTAL
Inbound Calls (for NL: from UK only)	47,402	13,785	61,187	45,184	15,359	60,543
Answerable Calls	22,295	12,081	34,376	30,451	14,330	44,781
Answered Calls	20,347	10,301	30,648	22,053	10,680	32,733
Success Rate	91.3%	85.3%	89.2%	72.7%	74.5%	73.1%
Target Calls	14,077	8,798	22,875	9,981	6,187	17,068
Non-Target Calls	4,454	818	5,272	6,068	1,301	7,369
Unknown	1,816	685	2,501	852	2,446	3,298

The year shows an increase in target calls answered from problem gamblers and affected others. This means we were more successful in reaching and providing support to these target groups. The total answered calls was reduced from 2012/13. This reflects improved call filtering on the service to eliminate non-target calls that take up Adviser time, and also the successful switch over from the 0845 number to our Freephone number. During 2012/13 a number of callers would re-dial between the two services which inflated call statistics.

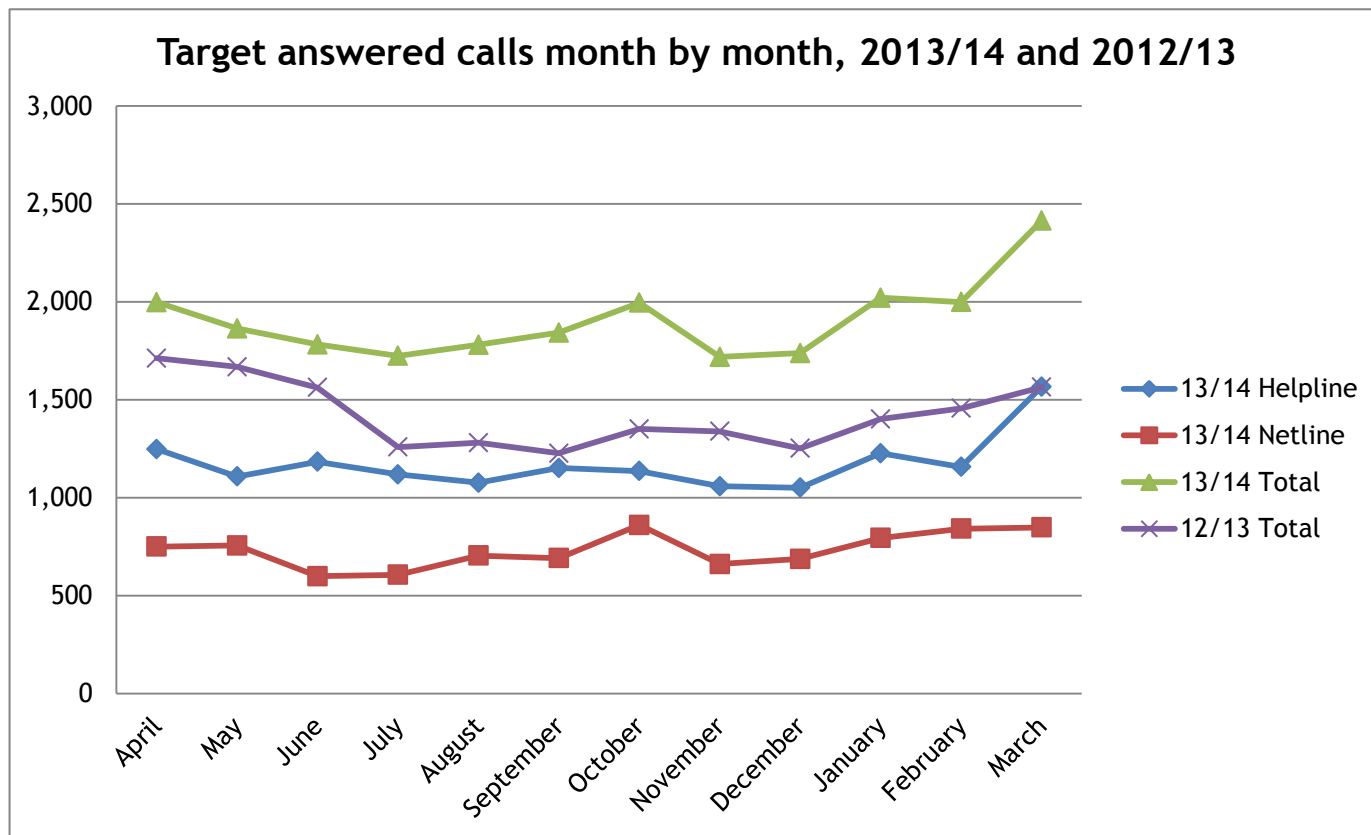
Inbound calls: total calls received, including out-of-hours, callers hanging up etc.

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: primarily from problem gamblers and affected others

Distribution of calls month by month



Caller Profile

Caller location

Location of HelpLine callers as identified by the Virtual Call Centre

Caller Location	2013/14	2012/13*
n=	8422	3569
London	19%	15%
South East	17%	13%
North West	15%	15%
East Midlands	4%	7%
Scotland	6%	9%
South West	6%	8%
West Midlands	10%	10%
Mobile Phone	n/a	n/a
Eastern	5%	4%
Yorkshire and Humber	8%	10%
North East	6%	3%
Wales	3%	4%
Nothern Ireland	1%	2%
Isle of Man, Jersey, Guernsey, ROI	n/a	n/a
Unknown	n/a	n/a

Initial source of information about HelpLine and NetLine

Source of information	2013/14			2012/13		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	14965	11198	3767	10457	7956	2501
Arcade Leaflet	0%	0%	0%	0%	0%	1%
Bingo Leaflet	2%	2%	0%	1%	2%	0%
Bookmaker Leaflet	12%	14%	5%	11%	13%	6%
Casino Leaflet	1%	1%	0%	1%	1%	1%
FOBT Machine	1%	1%	0%	0%	0%	0%
Fruit/Slot Machine	3%	4%	0%	2%	3%	1%
Gamblers Anonymous	0%	0%	0%	0%	0%	0%
Gambling Therapy	0%	0%	0%	0%	0%	0%
GamCare Website	22%	18%	31%	18%	18%	19%
Informed by Advisor (GamCare HelpLine)	2%	2%	1%	2%	2%	0%
National Lottery	2%	3%	0%	2%	2%	0%
Lotto Results	0%	0%	0%	0%	0%	0%
Media	1%	1%	1%	1%	1%	1%
Other Helpline/Agency	2%	2%	1%	2%	2%	1%
Other Leaflet	1%	1%	0%	1%	0%	1%
Other Website, primarily Google	32%	29%	49%	34%	27%	55%
Poster/Leaflet Campaign	1%	1%	0%	0%	0%	0%
Professional	3%	4%	1%	4%	5%	1%
Racecard	0%	0%	0%	0%	0%	0%
Scratchcard	2%	3%	0%	3%	4%	0%
Telephone directory	2%	2%	1%	6%	6%	6%
Word of mouth	6%	7%	3%	8%	9%	5%
Yellow Pages	1%	1%	0%	2%	3%	0%
Other	4%	4%	7%	2%	2%	2%

Summary of sources of information

Source of information	2013/14	2012/13
Industry leaflets, stickers, tickets etc.	21%	20%
Other Website, primarily Google	33%	34%
Telephone Directories	3%	8%
GamCare Website	22%	18%
Word of mouth	6%	8%
Health Professionals and other agencies	3%	8%
Media and Other	12%	4%

Caller type

Type of Caller	2013/14			2012/13		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	17241	10607	6634	14518	8627	5891
Family Member / Friend	13%	17%	8%	13%	16%	7%
Gambler	77%	73%	84%	75%	71%	84%
Gambler working in Industry	1%	1%	1%	1%	1%	1%
Gambling Industry	0%	0%	0%	0%	0%	0%
Media	0%	0%	0%	0%	0%	0%
Partner	7%	6%	7%	8%	8%	8%
Professional	2%	3%	0%	3%	4%	0%
Researcher	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Callers who have called before

Repeat Callers	2012/13			2011/12		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	18579	11687	6892	12473	6927	5546
called before	36%	32%	42%	25%	21%	30%
First-time caller	64%	68%	58%	75%	79%	70%

Caller type by gender

Gender	2013/14			2012/13		
	All	Female	Male	All	Female	Male
n=	15052	4371	10681	12965	4053	8912
Family Member / Friend	13%	32%	5%	13%	31%	5%
Gambler	77%	42%	92%	75%	39%	92%
Gambler working in Industry	1%	0%	1%	1%	0%	1%
Gambling Industry	0%	0%	0%	0%	0%	0%
Media enquiry	0%	0%	0%	0%	0%	0%
Partner	7%	22%	1%	8%	25%	1%
Professional (health, counselling, advice etc)	2%	4%	1%	3%	5%	1%
Researcher	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Age of callers

Age of Caller	2013/14			2012/13		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	10603	7170	3433	8813	5543	3270
Under 16	0%	0%	0%	0%	0%	1%
16-17	1%	0%	1%	1%	1%	2%
18-25	30%	24%	42%	30%	24%	42%
26-35	33%	33%	36%	33%	31%	33%
36-45	17%	18%	13%	19%	21%	15%
46-55	12%	15%	6%	11%	14%	6%
56-65	5%	7%	2%	4%	6%	1%
66+	2%	3%	0%	2%	3%	0%

Ethnicities of callers

Ethnicities	2013/14			2012/13		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	4109	1683	2426	6093	4468	1625
Asian or Asian British: Bangladeshi	1%	1%	0%	1%	1%	0%
Asian or Asian British: Chinese	0%	0%	1%	0%	1%	0%
Asian or Asian British: Indian	3%	3%	3%	4%	4%	3%
Asian or Asian British: Other	2%	2%	2%	2%	2%	3%
Asian or Asian British: Pakistani	2%	2%	1%	2%	3%	1%
Black or Black British: African	2%	2%	1%	2%	2%	1%
Black or Black British: Caribbean	2%	2%	1%	1%	1%	0%
Black or Black British: Other	0%	1%	0%	0%	0%	0%
Mixed: Other	1%	0%	1%	1%	1%	1%
Mixed: White & Asian	0%	0%	0%	0%	0%	0%
Mixed: White & Black African	0%	0%	0%	0%	0%	0%
Mixed: White & Black Caribbean	0%	1%	0%	1%	1%	1%
White: British	78%	78%	80%	78%	77%	80%
White: European	5%	5%	6%	4%	3%	5%
White: Irish	1%	1%	1%	1%	1%	2%
White: Other	2%	1%	2%	2%	2%	2%
Other	1%	1%	1%	1%	1%	1%

Gambling Profile

Number of years gambler callers had been gambling

Callers had been gambling for	2013/14			2012/13		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	9082	5767	3315	8004	4771	3233
4 years or less	42%	40%	48%	51%	46%	60%
Between 5 years to 9 years	26%	26%	26%	23%	23%	22%
Between 10 years to 14 years	14%	14%	13%	10%	12%	7%
Between 15 years to 19 years	7%	7%	6%	6%	6%	5%
20 years or more	11%	13%	7%	10%	13%	6%

Gambling activities

Gambling activities	2013/14			2012/13		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	15612	9365	6247	13173	7375	5798
Betting	31%	28%	34%	31%	28%	32%
Bingo	3%	2%	4%	3%	2%	4%
FOBT / Roulette Machines	30%	35%	23%	32%	39%	25%
Fruit/Slot Machines	19%	19%	20%	19%	17%	21%
National Lottery Draw	1%	1%	1%	1%	1%	1%
Poker	3%	2%	3%	3%	2%	4%
Scratchcard	2%	2%	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	8%	7%	10%	9%	8%	11%
Other	3%	4%	3%	0%	0%	0%

Note: each caller can give more than one gambling activity.

Gambling facilities

Gambling facilities	2013/14			2012/13		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	16504	9655	6849	13669	7471	6198
Arcade	3%	4%	2%	4%	4%	3%
Betting Shop	43%	49%	33%	45%	52%	36%
Bingo Hall	1%	2%	1%	2%	2%	1%
Casino	7%	8%	6%	7%	8%	7%
Online	34%	25%	46%	34%	25%	46%
On Course	0%	0%	0%	0%	0%	0%
Pub / Club	2%	2%	1%	3%	3%	3%
Service Station	0%	1%	0%	0%	0%	0%
Telephone	0%	0%	1%	1%	2%	1%
Television	0%	0%	0%	0%	0%	0%
Other	10%	9%	10%	4%	4%	3%

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	2013/14									2012/13							
	All	<16	16-17	18-25	26-35	36-45	46-55	55-65	66+	<16	16-17	18-25	26-35	36-45	46-55	55-65	66+
n=	11452	5	46	3872	4254	1855	953	344	123	11	148	3346	3430	1792	834	247	94
Betting	31%	20%	30%	32%	32%	30%	27%	24%	23%	0%	26%	26%	32%	33%	30%	35%	16%
Bingo	3%	0%	0%	2%	3%	3%	5%	7%	8%	0%	2%	2%	3%	4%	6%	4%	6%
FOBT/Roulette Machines	31%	40%	13%	33%	30%	28%	31%	26%	33%	9%	35%	37%	34%	31%	29%	25%	27%
Fruit/Slot Machines	20%	20%	33%	15%	20%	23%	25%	29%	28%	73%	19%	16%	19%	19%	22%	27%	31%
National Lottery Draw	1%	0%	2%	0%	1%	1%	1%	1%	4%	0%	1%	0%	0%	1%	1%	2%	3%
Poker	3%	20%	2%	3%	3%	3%	1%	2%	0%	0%	0%	3%	3%	2%	2%	1%	0%
Scratchcard	2%	0%	17%	2%	1%	2%	3%	3%	2%	18%	7%	2%	1%	2%	3%	2%	9%
Spread Betting (General)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%
Spread Betting: Financial	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%
Spread Betting: Sports	0%	0%	0%	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%	0%	0%	0%	0%	0%	2%
Table Games	9%	0%	2%	12%	8%	7%	5%	6%	1%	0%	10%	14%	8%	8%	6%	3%	3%
Other	1%	0%	0%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%



Gambling facilities and age

Gambling facilities	2013/14									2012/13								
	All	<16	16-17	18-25	26-35	36-45	46-55	55-65	66+	All	<16	16-17	18-25	26-35	36-45	46-55	56-65	66+
n=	12020	5	48	4151	4456	1913	968	352	127	10116	10	158	3470	3481	1810	848	248	91
Arcade	3%	20%	15%	2%	3%	4%	4%	7%	9%	3%	40%	4%	2%	3%	4%	5%	9%	19%
Betting Shop	46%	40%	33%	43%	42%	45%	51%	45%	53%	47%	20%	42%	45%	48%	46%	52%	51%	43%
Bingo Hall	1%	0%	0%	1%	1%	1%	3%	5%	9%	2%	0%	0%	1%	1%	1%	4%	4%	3%
Casino	7%	0%	2%	9%	7%	7%	5%	5%	5%	7%	0%	11%	10%	6%	6%	5%	9%	5%
Internet	38%	20%	19%	40%	41%	35%	28%	31%	16%	33%	10%	30%	34%	34%	34%	28%	23%	18%
On Course	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pub / Club	2%	0%	10%	2%	2%	2%	2%	2%	2%	3%	0%	4%	4%	3%	2%	1%	1%	0%
Service Station	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	10%	0%	0%	0%	1%	1%	0%	1%
Telephone	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	3%	1%	1%	3%	1%	1%	0%
Television	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	3%	20%	17%	3%	3%	5%	4%	5%	6%	4%	20%	6%	3%	4%	3%	3%	2%	11%

Gambling facilities and gender

Gambling facilities	2013/14			2012/13		
	All	Female	Male	All	female	male
n=	14356	1993	12363	12803	1882	10921
Arcade	3%	7%	2%	4%	11%	2%
Betting Shop	45%	18%	50%	46%	14%	52%
Bingo Hall	1%	7%	0%	2%	8%	0%
Casino	7%	4%	7%	7%	5%	8%
Internet	38%	57%	36%	33%	50%	31%
On Course	0%	0%	0%	0%	0%	0%
Pub / Club	2%	1%	2%	3%	4%	3%
Service Station	0%	0%	0%	0%	0%	0%
Telephone	0%	0%	0%	1%	1%	1%
Television	0%	0%	0%	0%	0%	0%
Other	4%	6%	3%	4%	7%	3%

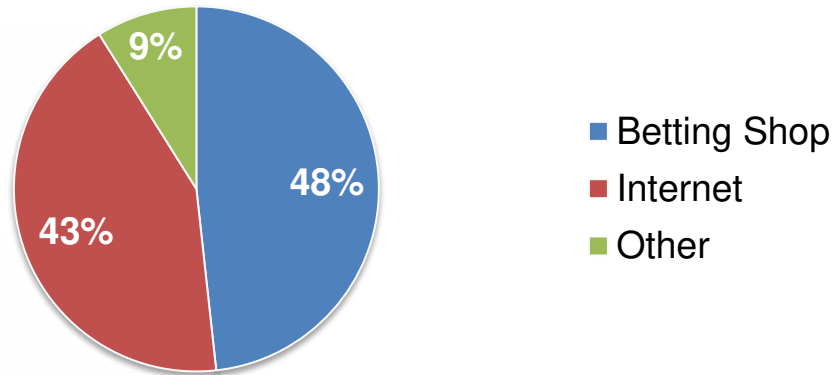
Gambling activities and gender

Gambling activities	2013/14			2012/13		
	All	Female	Male	All	female	male
n=	13422	1864	11558	12406	1810	10596
Betting	30%	8%	34%	30%	7%	33%
Bingo	3%	16%	1%	3%	18%	1%
FOBT/Roulette Machine	30%	13%	33%	33%	11%	36%
Fruit/Slot Machines	20%	48%	15%	19%	50%	14%
National Lottery Draw	1%	1%	1%	1%	1%	1%
Poker	3%	2%	3%	3%	1%	3%
Scratchcard	2%	5%	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	9%	6%	9%	9%	6%	10%
Other	2%	1%	2%	0%	0%	0%

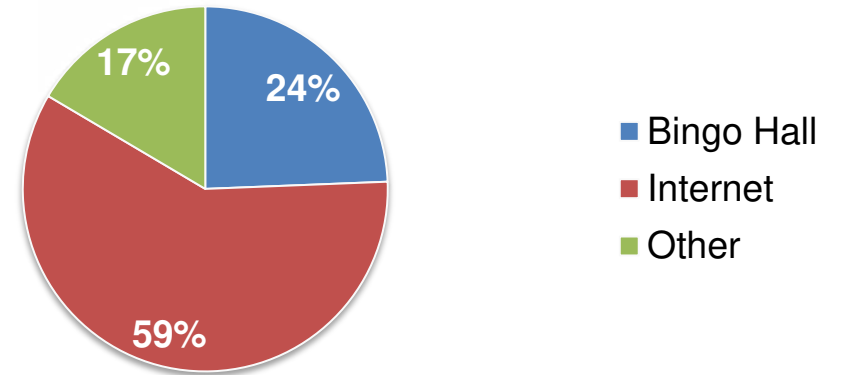
Facilities used for gambling activities

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

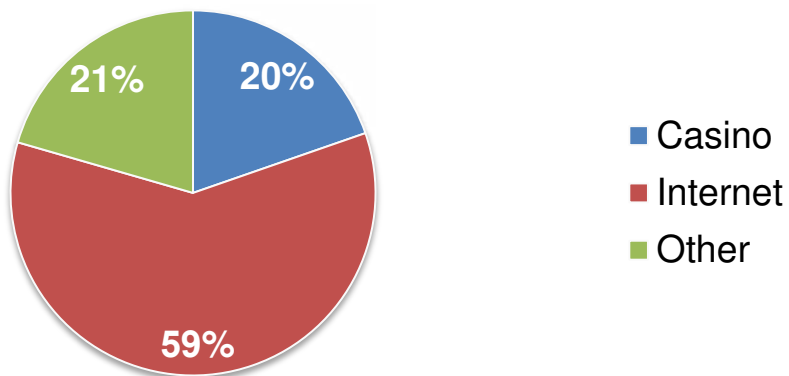
Facilities used by all callers in 2013/14 for Betting



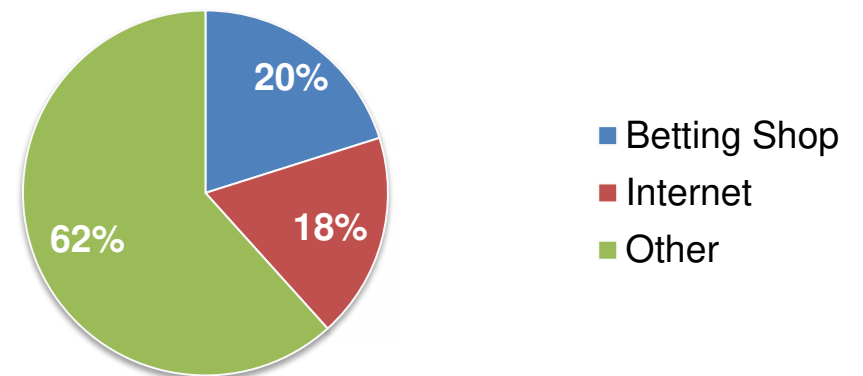
Facilities used by all callers in 2013/14 for Bingo



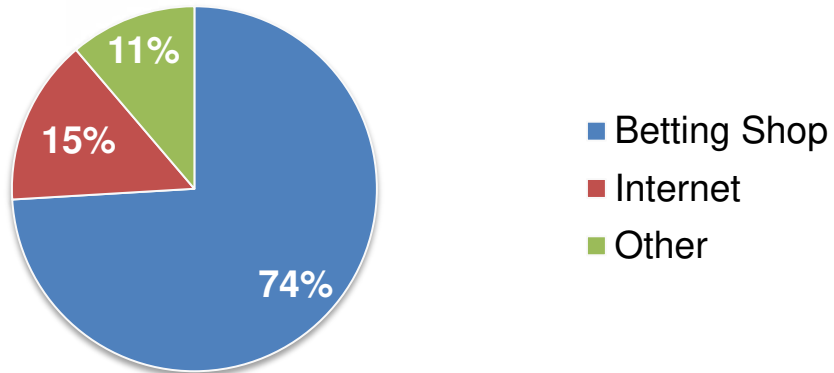
Facilities used by all callers in 2013/14 for Poker



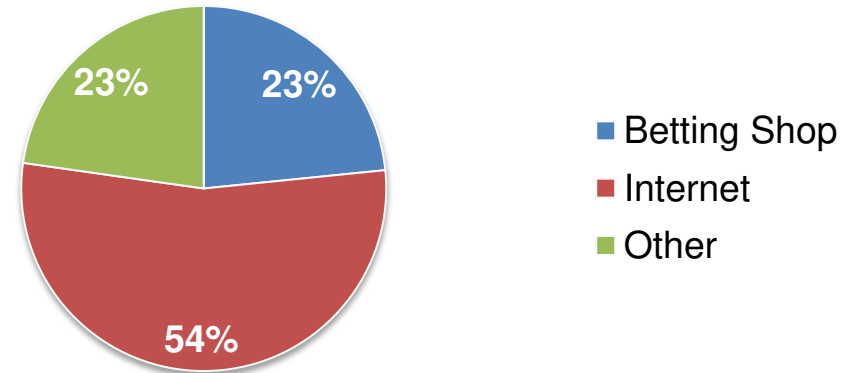
Facilities used by all callers in 2013/14 for Fruit/Slot Machines



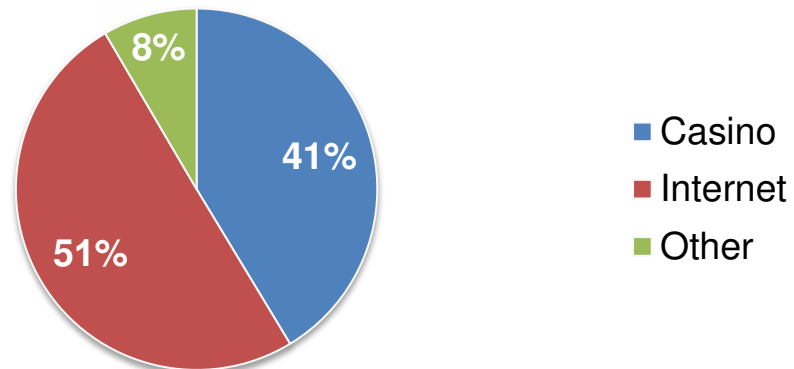
**Facilities used by all callers in 2013/14 for
FOBT/Roulette Machines**



**Facilities used by all callers in 2013/14 for
Spread Betting**



**Facilities used by all callers in 2013/14 for
Table Games**



Impacts of Problem Gambling

Most common impacts of problem gambling disclosed by callers

Impact	2013/14			2012/13		
	All	Family / Friend / Partner	Gambler	All	Family / Friend / Partner	Gambler
n=	30045	5866	24179	27598	6026	21572
Anxiety / Stress	38%	39%	37%	41%	41%	41%
Family/Relationship Problems	23%	36%	20%	24%	36%	20%
Feeling Isolated	6%	4%	7%	7%	6%	7%
Financial Difficulties	29%	19%	32%	28%	17%	31%
Mental Health	4%	2%	4%	0%	0%	1%

Callers who discussed and disclosed debt

Disclosure of debt	2013/14						2012/13					
	All	Family / Friend	Gambler	Gambler working in industry	Partner	Other	All	Family / Friend	Gambler	Gambler working in Industry	Partner	Other
n=	9286	292	8608	109	178	99	12501	1475	9879	117	1000	30
Disclosed	39%	27%	40%	47%	35%	40%	35%	18%	38%	34%	22%	36%
None	19%	13%	19%	24%	15%	18%	17%	27%	15%	20%	21%	30%
Not disclosed	12%	25%	11%	6%	16%	17%	19%	36%	16%	12%	32%	27%
Some	30%	35%	30%	23%	34%	25%	29%	19%	31%	34%	25%	7%



Debt disclosed by callers

Amount of debt disclosed	2013/14			2012/13		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	3086	2057	1029	2985	1928	1057
Under 6K*	52%	53%	55%	54%	53%	53%
6K-10K**	19%	18%	20%	17%	18%	17%
11K-20K	7%	7%	5%	13%	14%	13%
21K-100K	18%	18%	17%	12%	11%	12%
100K and over	1%	1%	1%	1%	1%	2%
Bankruptcy	2%	2%	1%	2%	2%	2%
IVA	1%	1%	1%	1%	1%	1%

*Since December 2012: "less than £5000"

** Since December 2012: "£5000 to £9999"

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

Amount of debt disclosed	2013/2014				2012/13			
	All	Family / Friend	Gambler	Partner	All	Family / Friend	Gambler	Partner
n=	3009	66	2887	56	2876	107	2665	103
Under 6K*	53%	54%	53%	46%	54%	58%	53%	50%
6K-10K**	19%	12%	19%	21%	18%	16%	18%	13%
11K-20K	6%	9%	6%	4%	13%	12%	13%	12%
21K-100K	18%	20%	18%	20%	11%	13%	11%	18%
100K and over	1%	5%	1%	4%	1%	1%	1%	5%
Bankruptcy	2%	0%	2%	5%	2%	0%	2%	1%
IVA	1%	0%	1%	0%	1%	0%	2%	1%

*Since December 2012: "less than £5000"

** Since December 2012: "£5000 to £9999"



Signposting Destinations

Signposting from the HelpLine and NetLine	2013/14			2012/13		
	All	HelpLine	NetLine	All	HelpLine	NetLine
n=	37063	22487	14576	31047	18550	12497
Counselling						
GamCare HelpLine, NetLine, Forum and website	35%	34%	35%	34%	34%	34%
GamCare Counselling services (OnLine, London, Greater Manchester)	6%	7%	5%	8%	8%	8%
GamCare Counselling (Partners)				9%	10%	8%
Gamblers Anonymous	11%	12%	9%	9%	10%	7%
Gam-Anon	10%	10%	9%	2%	2%	1%
Gordon House (residential)	2%	2%	2%	0%	1%	0%
Gambling Therapy	1%	1%	1%	0%	0%	1%
BACP (British Assoc Counselling and Psychotherapy)	1%	1%	0%	1%	1%	1%
Other agencies						
Citizens Advice Bureau	1%	1%	1%	1%	1%	1%
Debtline	3%	3%	4%	3%	3%	4%
GP / Other Professional	3%	4%	3%	4%	5%	3%
Other Agency	1%	1%	1%	3%	3%	3%
Other Helpline	1%	1%	1%	1%	1%	1%
Other Website	0%	0%	0%	0%	0%	0%
Exclusion						
Self Exclusion	12%	13%	12%	11%	11%	11%
Software to block online gambling sites	9%	6%	13%	9%	5%	12%
Industry	0%	0%	0%	0%	0%	0%
not necessary	0%	0%	0%	0%	0%	0%
Other	4%	4%	4%	5%	5%	5%

*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	2013/14	2012/13
TOTAL CLIENTS SEEN	3,947	3,273
GamCare Face to Face London and Manchester	15%	20%
GamCare OnLine	2%	3%
GamCare Partners	83%	77%
Type of client	2013/14	2012/13
Gambler	97%	93%
Partner or family member	3%	7%

Sessions delivered

SESSIONS DELIVERED	PAID COUNSELLING SESSIONS 2013/14*	PAID COUNSELLING SESSIONS 2012/13*
TOTAL COUNSELLING SESSIONS DELIVERED	34,789	26,289
GamCare Face to Face London and Manchester	14%	17%
GamCare OnLine	1%	2%
GamCare Partners	85%	81%

*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=	2013/14				2012/13			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
	3345	598	43	2704	3264	582	42	2640
Charities	1%	0%	0%	1%	1%	1%	0%	1%
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%	0%	0%	1%	1%	0%	0%	1%
GamCare HelpLine	52%	78%	90%	47%	47%	70%	14%	45%
GamCare Website (Forum)	5%	4%	5%	5%	7%	9%	7%	6%
Google	6%	1%	0%	7%	6%	1%	0%	7%
Gordon House	0%	0%	0%	0%	0%	0%	0%	0%
GP	3%	0%	0%	3%	3%	0%	0%	3%
Internal Screening	0%	0%	0%	0%	0%	0%	0%	0%
NetLine	2%	5%	5%	1%	3%	7%	74%	1%
Direct and other sources	23%	10%	0%	28%	23%	10%	5%	26%
Press/Media	0%	0%	0%	0%	1%	0%	0%	1%
Prison Service	1%	0%	0%	1%	2%	0%	0%	2%
Probation	1%	1%	0%	1%	1%	1%	0%	1%
Support Agencies	4%	1%	0%	4%	4%	1%	0%	4%
Yellow Pages	0%	0%	0%	0%	0%	0%	0%	1%

Client Ages

Age Groups n=	2013/14				2012/13			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
	3387	582	83	2722	3949	820	149	2980
<18	0%	0%	0%	0%	0%	0%	0%	0%
18-25	23%	22%	31%	23%	19%	16%	20%	20%
26-35	37%	43%	32%	36%	36%	38%	42%	35%
36-45	22%	18%	22%	22%	25%	26%	22%	25%
46-55	12%	11%	11%	13%	14%	13%	13%	14%
56-65	5%	5%	4%	5%	5%	5%	3%	5%
66+	1%	1%	0%	1%	1%	2%	0%	1%



Client Types

Client Types	2013/14			2012/13		
	All	Female	Male	All	female	male
	n=					
Family Member / Friend	3%	15%	0%	4%	19%	1%
Gambler	94%	68%	100%	93%	66%	99%
Partner	3%	17%	0%	3%	15%	0%

Debts disclosed by clients

Level of debt, where given	2013/14				2012/13			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
Disclosed level of debt	43%	43%	59%	41%	78%	71%	79%	80%
None	20%	20%	29%	19%	15%	14%	11%	16%
Not disclosed	13%	14%	6%	13%	1%	1%	1%	1%
Some	24%	23%	6%	27%	6%	14%	9%	3%
n=	257	71	17	169	2234	502	78	1654
Under 6K	47%	51%	40%	46%	45%	36%	31%	48%
6K-10K	16%	23%	20%	13%	18%	21%	22%	17%
11K-20K	19%	13%	0%	24%	17%	16%	18%	17%
21K-50K	15%	13%	40%	13%	13%	14%	15%	12%
51K- 100K	0%	0%	0%	0%	4%	5%	9%	3%
100K and over	0%	0%	0%	0%	2%	5%	1%	2%
Bankruptcy	2%	0%	0%	3%	1%	2%	4%	1%
IVA	1%	0%	0%	1%	0%	1%	0%	0%

Ethnicities disclosed by client

Ethnicities of clients	2013/14				2012/13			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	3884	635	86	3163	3578	621	64	2893
Asian or Asian British: Bangladeshi	0%	0%	0%	0%	0%	1%	0%	0%
Asian or Asian British: Indian	1%	2%	1%	1%	2%	4%	6%	1%
Asian or Asian British: Other	0%	1%	0%	0%	1%	2%	2%	1%
Asian or Asian British: Pakistani	0%	1%	0%	0%	1%	1%	3%	0%
Asian: Chinese	0%	0%	0%	0%	0%	1%	2%	0%
Black or Black British: African	1%	2%	0%	1%	1%	3%	0%	0%
Black or Black British: Caribbean	0%	1%	0%	0%	1%	3%	0%	1%
Black or Black British: Other	0%	1%	0%	0%	0%	1%	0%	0%
Mixed: Other	0%	0%	1%	0%	0%	1%	0%	0%
Mixed: White & Asian	0%	0%	0%	0%	0%	1%	0%	0%
Mixed: White & Black African	0%	1%	0%	0%	0%	0%	2%	0%
Mixed: White & Black Caribbean	0%	1%	1%	0%	0%	1%	0%	0%
White: British	94%	82%	84%	94%	86%	64%	71%	90%
White: European	1%	2%	1%	1%	1%	2%	5%	1%
White: Irish	0%	1%	0%	0%	1%	3%	0%	1%
White: Other	1%	1%	3%	1%	4%	6%	7%	4%
Other	2%	4%	9%	2%	2%	6%	2%	1%

Gambling Profile

Gambling Activities

Gambling Activities	2013/14				2012/13			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	14147	2462	332	11353	11119	2308	264	8547
Betting	31%	35%	30%	32%	32%	34%	31%	32%
Bingo	3%	2%	7%	3%	3%	2%	5%	3%
FOBT/Roulette Machine	23%	26%	20%	22%	26%	29%	23%	26%
Fruit/Slot Machines	18%	16%	23%	18%	14%	13%	21%	15%
Lottery	4%	2%	2%	4%	4%	2%	3%	4%
Poker	4%	4%	6%	4%	5%	5%	8%	5%
Scratchcard	4%	2%	2%	4%	4%	2%	2%	4%
Spread Betting (General)	1%	0%	1%	1%	1%	0%	0%	1%
Spread Betting: Financial	0%	0%	0%	0%	0%	1%	0%	0%
Spread Betting: Sports	1%	1%	0%	1%	1%	1%	0%	1%
Stock Market	0%	0%	0%	0%	0%	1%	0%	0%
Table Games	6%	9%	7%	5%	6%	8%	6%	5%
Other	5%	3%	2%	6%	4%	2%	1%	4%

NOTE: The category “FOBT/Roulette Machines” has been introduced during 2012/13. It combines the previously separately available categories “FOBT” and “Roulette Machines”.

Gambling activities and age of clients

Gambling activities	2013/14							2012/13						
	<18	18-25	26-35	36-45	46-55	55-65	66+	<18	18-25	26-35	36-45	46-55	56-65	66+
n=	9	1051	2143	1087	522	173	33	14	2178	3811	2533	1152	353	108
Betting	33%	31%	27%	25%	20%	16%	25%	22%	30%	31%	37%	38%	33%	35%
Bingo	0%	3%	2%	3%	5%	9%	0%	7%	2%	3%	3%	5%	7%	6%
FOBT/Roulette Machine	34%	26%	22%	19%	23%	22%	15%	22%	29%	27%	22%	23%	25%	21%
Fruit/Slot Machines	0%	13%	22%	26%	22%	29%	15%	7%	13%	15%	14%	16%	15%	13%
National Lottery Draw	0%	2%	4%	4%	5%	5%	9%	0%	3%	3%	4%	3%	4%	6%
Poker	33%	4%	4%	3%	2%	1%	0%	7%	7%	5%	5%	2%	3%	1%
Scratchcards	0%	4%	4%	3%	5%	5%	12%	14%	4%	4%	3%	4%	5%	4%
Spread Betting (General)	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	2%
Spread Betting: Financial	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Spread Betting: Sports	0%	1%	1%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%
Stock Market	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	2%
Table Games	0%	9%	8%	5%	4%	2%	6%	14%	6%	6%	5%	4%	4%	5%
Other	0%	6%	6%	10%	13%	8%	18%	7%	4%	4%	4%	3%	4%	5%

Gambling facilities

Gambling Facilities	2013/14				2012/13			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	12921	2412	336	10173	9317	2258	246	6813
Arcade	5%	5%	2%	5%	5%	5%	4%	5%
Betting Shop	44%	44%	26%	45%	45%	44%	32%	46%
Bingo Hall	2%	2%	2%	2%	2%	2%	4%	2%
Casino	9%	11%	8%	9%	10%	12%	8%	9%
Internet	30%	32%	55%	28%	26%	25%	42%	25%
On Course	1%	1%	2%	1%	1%	2%	1%	1%
Pub / Club	4%	2%	3%	5%	5%	4%	6%	5%
Service Station	1%	1%	1%	1%	1%	1%	0%	1%
Telephone	2%	1%	1%	2%	1%	1%	2%	1%
Television	0%	0%	0%	0%	0%	0%	0%	0%
Other	2%	1%	0%	2%	4%	4%	1%	5%



Gambling facilities and age of clients

Gambling facilities	2013/14							2012/13						
	<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=	9	1044	2146	1080	500	156	33	13	1821	3149	2063	934	304	76
Arcade	11%	4%	5%	7%	6%	7%	3%	8%	4%	5%	5%	6%	8%	4%
Betting Shop	56%	36%	35%	34%	42%	43%	58%	45%	44%	44%	45%	50%	42%	43%
Bingo Hall	11%	1%	2%	1%	6%	13%	0%	0%	1%	1%	2%	3%	10%	7%
Casino	11%	13%	9%	8%	5%	4%	6%	8%	11%	10%	8%	7%	12%	9%
Internet	11%	36%	33%	31%	22%	18%	3%	31%	26%	27%	27%	21%	17%	22%
On Course	0%	1%	2%	2%	4%	3%	0%	0%	1%	1%	2%	1%	2%	3%
Pub / Club	0%	4%	4%	5%	3%	6%	3%	0%	6%	5%	4%	3%	3%	4%
Service Station	0%	0%	1%	1%	1%	0%	3%	0%	1%	1%	1%	1%	1%	0%
Telephone	0%	1%	2%	3%	2%	0%	0%	0%	1%	2%	2%	2%	1%	3%
Television	0%	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%	1%	1%	0%
Other	0%	4%	7%	7%	8%	4%	24%	8%	5%	4%	4%	5%	3%	5%

Gambling activities and gender of clients

Gambling activities	2013/14			2012/13		
	All	Female	Male	All	female	male
n=	13524	1406	12117	10481	1007	9461
Betting	31%	11%	35%	32%	10%	36%
Bingo	3%	17%	2%	3%	17%	2%
FOBT/Roulette Machines	23%	9%	24%	26%	17%	27%
Fruit/Slot Machines	18%	40%	16%	14%	32%	13%
National Lottery Draw	4%	5%	3%	4%	5%	3%
Poker	4%	2%	4%	5%	3%	5%
Scratchcards	4%	8%	3%	4%	7%	3%
Spread Betting (General)	1%	1%	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%	0%	0%	0%	0%
Table Games	6%	2%	6%	6%	4%	6%
Other	5%	5%	5%	4%	5%	3%

Gambling facilities and gender of clients

Gambling facilities	2013/14			2012/13		
	All	Female	Male	All	female	male
n=	12376	1310	11066	8710	833	7872
Arcade	5%	10%	4%	5%	12%	4%
Betting Shop	41%	16%	45%	46%	17%	49%
Bingo Hall	2%	10%	1%	2%	12%	1%
Casino	9%	5%	10%	10%	9%	10%
Internet	30%	43%	28%	25%	39%	24%
On Course	1%	2%	1%	1%	0%	1%
Pub / Club	4%	4%	4%	5%	3%	5%
Service Station	1%	1%	1%	1%	1%	1%
Telephone	2%	1%	2%	1%	1%	1%
Television	0%	1%	0%	0%	0%	0%
Other	5%	7%	4%	4%	6%	4%

Number of years clients had been gambling

Clients had been gambling for	2013/14				2012/13			
	All	GamCare	OnLine	Partners	All	GamCare	OnLine	Partners
n=	1613	293	42	1278	2780	628	98	2054
Less than 5 years	33%	33%	42%	33%	31%	29%	28%	31%
6-10 years	28%	26%	31%	28%	28%	26%	26%	29%
11-15 years	15%	15%	10%	15%	13%	13%	12%	13%
16-20 years	10%	11%	5%	10%	10%	13%	8%	10%
Over 21 years	14%	15%	12%	14%	18%	19%	26%	17%