



## Briefing Paper - GamCare Annual Statistics 2016/17

This paper highlights the indicative trends emerging from our 2016/17 statistics. These statistics are gathered from calls to the National Gambling HelpLine and from our treatment services delivered across England, Scotland and Wales. These statistics are not collected for, nor do they have integrity as a dataset, for academic purposes.

### Key messages

- Target calls from problem gamblers and affected others increased by 4% to 29,417
- Clients in treatment across Great Britain increased by 18% to 8,044
- 2015/16 and 2016/17 data indicates largely consistent disclosure from callers and clients around gambling activities and facilities used. There has been a slight increase in the number of people reporting problems with online gambling activities.

### HelpLine

#### *Volume of Calls*

During 2016/17 target answered calls from problem gamblers and affected others increased to 29,417 (2015/16: 28,231). This represents an increase of 4% on the previous year. Total answered calls decreased by 7% to 43,637, largely due to improved call filtering.

#### *Gambling Activities*

The main gambling activities disclosed by callers were machines in betting shops (19%), online betting (16%), online casino games (11%) and online slots (11%).

#### *Gambling Facilities*

The main gambling facilities (locations) disclosed were online (50%), followed by betting shops (35%).

### Counselling

#### *Client in treatment*

Client numbers across our nationwide network increased by 18% in the year to 8,044 (2014/15: 6,832).

#### *Gambling Activities*

For counselling clients, the main activities discussed were online betting (18%), gambling machines in betting shops (17%), online slots (12%) and online casino games (11%).

#### *Gambling Facilities*

The main gambling facilities (locations) discussed were online (47%), followed by betting shops (36%).

### GamCare Website

#### *Unique Visitors*

There were 2,955,783 unique visitors to the GamCare website during the year (2015/16: 1,511,612). 87% of visitors were new to the site. Roughly 27% of page views were recorded on our Forum pages.

#### *Forum and Chatroom*

There were 40,720 Forum posts during 2016/17, a decrease of 4% (2015/16: 42,330) due to better spam and bot filtering.

We offered 643 chatroom sessions in 2016/17, 81% more capacity than the year before.