

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
<b>Answered Calls</b>	<b>28,071</b>	<b>7,266</b>	<b>35,337</b>	<b>31,346</b>	<b>4,949</b>	<b>36,295</b>
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

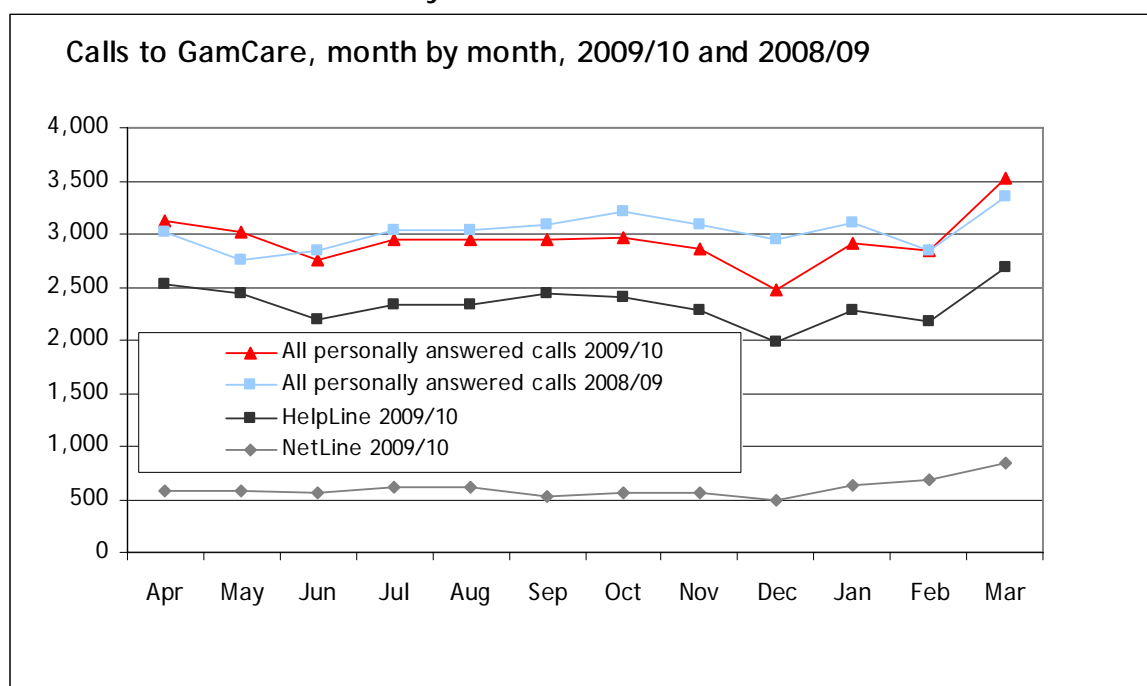
Inbound calls: total calls received, including out-of-hours, callers hanging up etc

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%

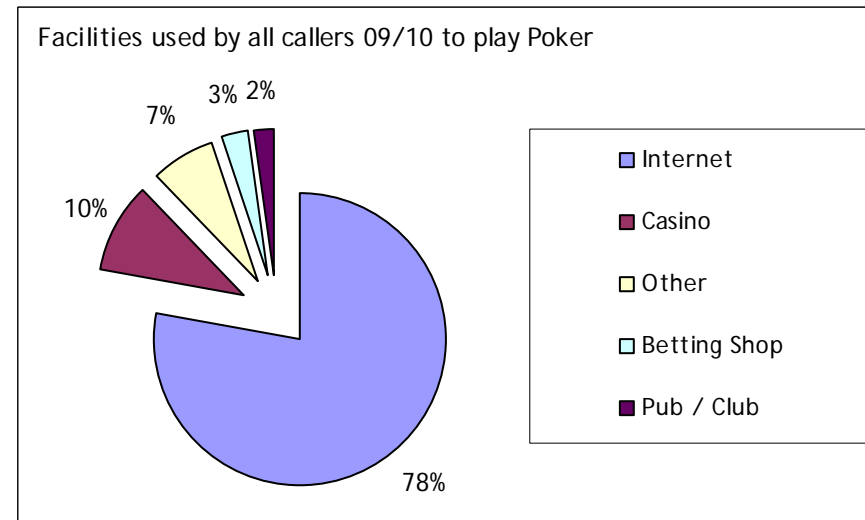
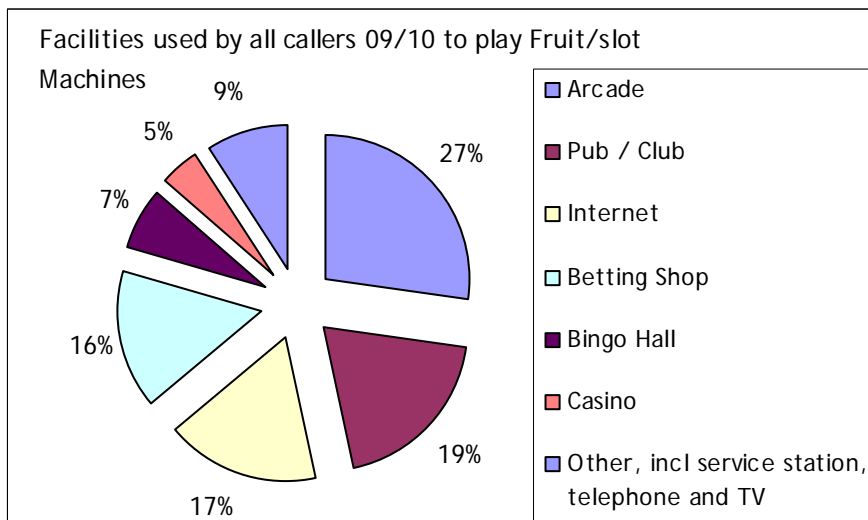
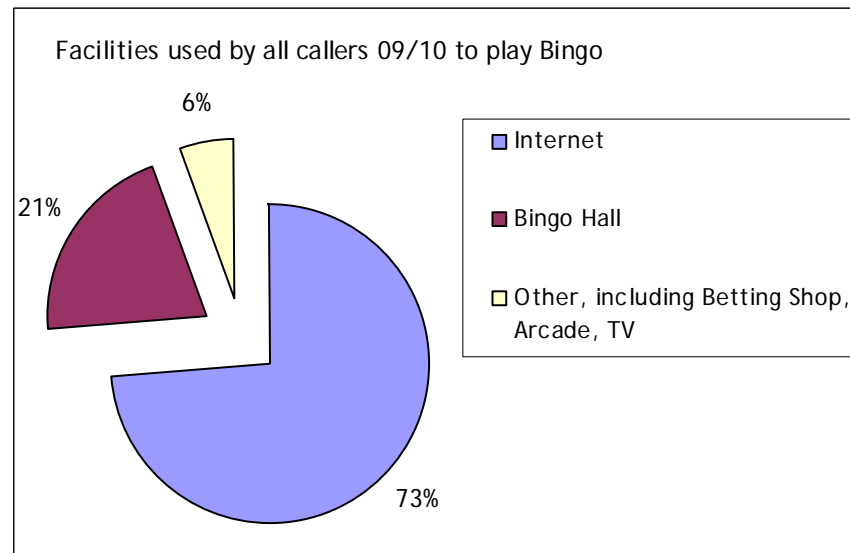
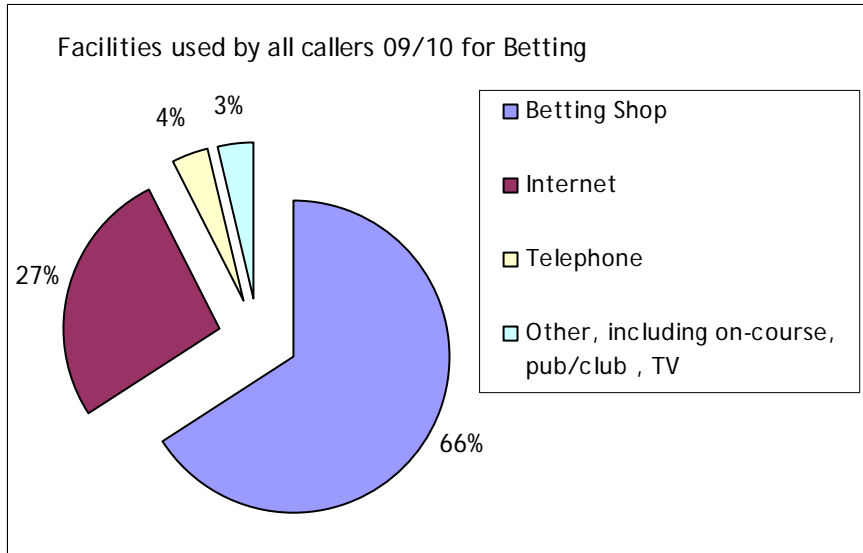
## Gambling activities, facilities and gender

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%

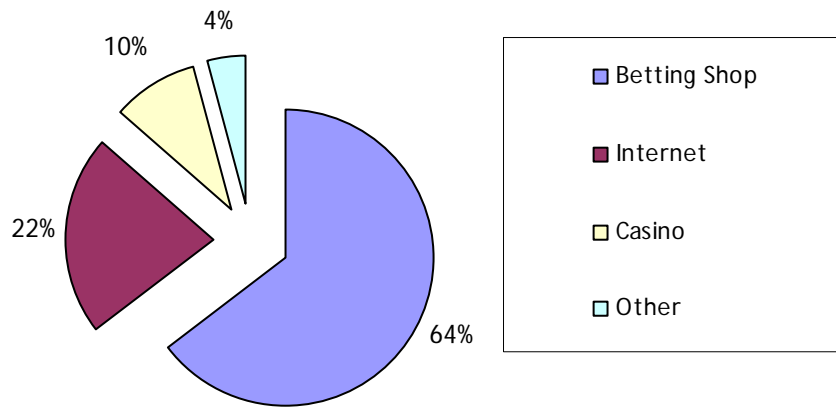
Gambling facilities	2009/10		2008/09		
	n=	1697	10692	1958	9647
		Female	Male	Female	Male
Arcade		12%	4%	13%	5%
Betting Shop		12%	55%	9%	59%
Bingo Hall		9%	1%	8%	0%
Casino		12%	8%	26%	7%
Internet		47%	24%	38%	21%
Pub / Club		2%	4%	1%	3%
Service Station		0%	0%	0%	0%
Telephone		1%	2%	0%	2%
Television	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

## Facilities used for gambling activities

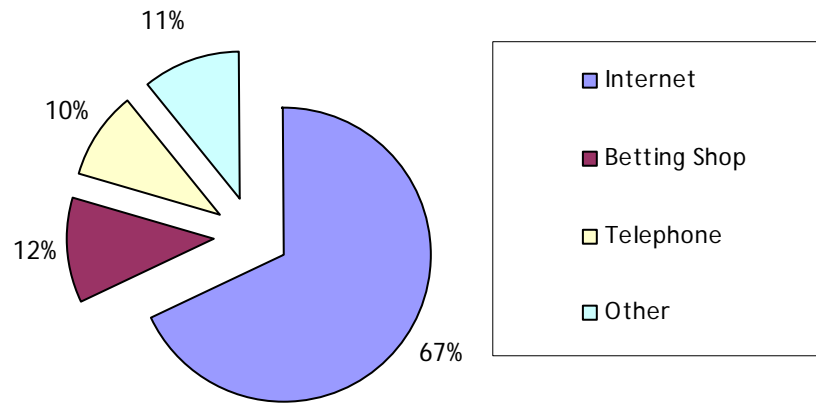
Note: each caller can give more than one gambling activity and facility, e.g. betting in the betting shop and on the Internet, playing bingo and fruit/slot machines on the Internet



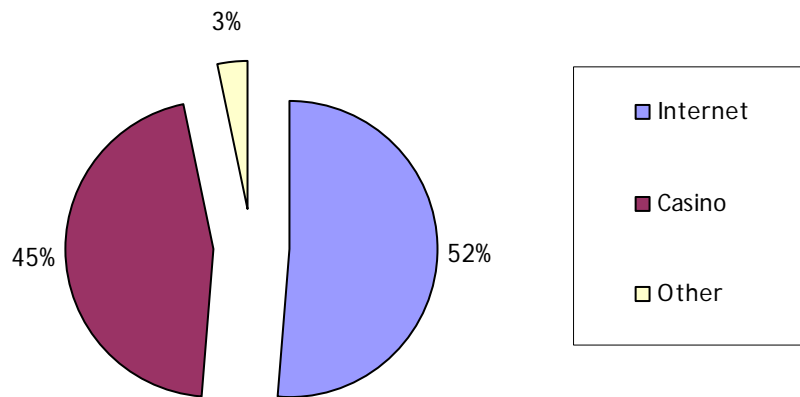
Facilities used by all callers 09/10 to play Roulette  
Machines



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%