

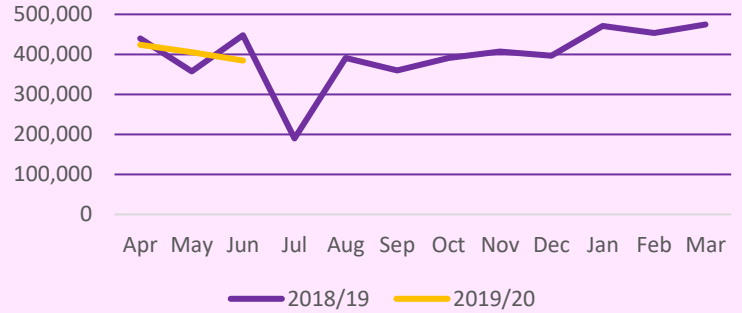
gt

Quarter 1 Report 2019/20



1,213,173 HITS IN Q1
↓ **2.5% from last year**

The football world cup in June last year created an influx of hits to the website. It is anticipated this year will be more consistent. There are no signs to suggest we will experience the drop in traffic experienced in June 2018.



TOP 10 COUNTRIES

The significant drop off in hits from countries such as China and Brazil further evidence the impact the world cup had on the service last year, India and Canada show strong growth.

Rank	Country	No of Hits Q1 2019/20	No of hits Q1 2018/19	+/- Last year
1	UK	98,715	59,370	66.27%
2	India	36,150	14,613	147.38%
3	USA	33,848	34,518	1.94%
4	Germany	24,488	15,209	61.01%
5	Nigeria	22,907	24,385	6.06%
6	Canada	21,192	10,217	107.42%
7	China	17,989	76,287	76.42%
8	France	13,656	14,153	3.51%
9	Brazil	12,756	22,533	43.39%
10	Russia	12,280	9,499	29.28%

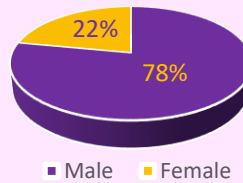


WEBSITE HITS IN NUMBERS

	Q1	Q2	Q3	Q4	YEAR END
2018/19	1,244,777	941,019	1,195,851	1,399,111	4,780,758
2019/20	1,213,173				
+/-	(31,604)				



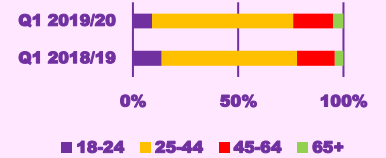
GENDER SPLIT



The same period last year showed a split of 80/20 in favor of male users. Numerically the amount of female service users accessing the site has risen by 17,943.



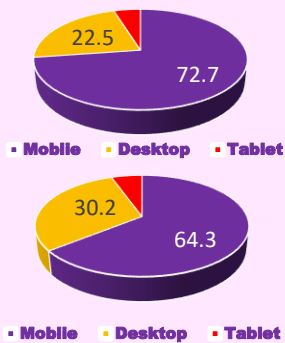
AGE GROUPS



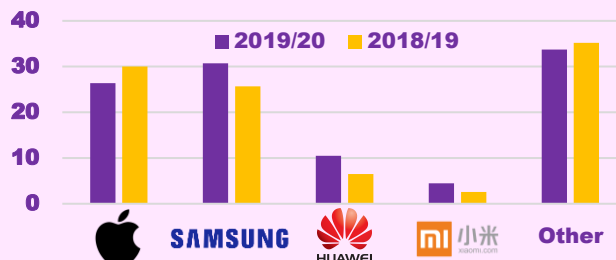
The age group 25-44 showed a slight increase of 3% making up 67% of the hits to the GT website. Older age groups saw an increase whilst the 18-24 age bracket fell by 50%, again a possible effect of last year's world



DEVICE TYPE



MOBILE DEVICE



The pie charts on the left demonstrate a continued shift from desktop to mobile use whilst tablet use remains relatively unchanged at 5%. This evidences a need for the GT website to be mobile friendly. The graph shows a breakdown of mobile devices used to access the GT website. From Q1 last year to Q1 this year there has been a significant shift to Android devices being the most commonly used as opposed to iOS. It is worth noting that emerging android companies such as Huawei and Xiaomi have seen significant growth as well as Samsung.



GT GROUPS

Due to technical issues at the end of the last financial year the groups have suffered from a loss of attendance. The table shows groups with less than 2 attendees on average in red, 2-5 attendees in yellow and over 5 in green. Social media, other areas of the GT site, overseas advisors and the treatment centers along with retreat and counselling are being used to boost attendance figures.

	April		May		June		Q1	
	Attendees/Ave per group		Attendees/Ave per group		Attendees/Ave per group		Attendees/Ave per group	
Drop in	8	2	25	2.5	23	3	56	2.5
Ex Residents	17	4.25	9	2.25	26	6.5	52	4.33
Friends & Family	25	3.5	37	3.5	22	2.75	84	3.25
New Members	21	2.1	24	2.25	15	2	60	2.1
Topic Group	8	1.6	6	1.2	6	1.5	20	1.43
PG Peer support	10	2	13	2.5	15	3.75	38	2.75
Spanish	7	1.5	5	1	5	1	17	1.16
German	2	0.5	6	1	3	0.75	11	0.75
Italian	5	1.25	5	1	8	1.6	18	1.28



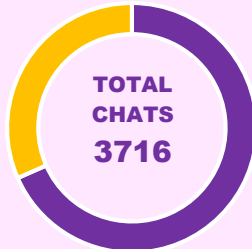
HELPLINE CHATS SERVED/MISSED

2018/2019



■ Calls Served ■ Calls Missed

2019/2020



■ Calls Served ■ Calls Missed

3716
TOTAL CHATS
UP 39% ON LAST YEAR

2549
CHATS SERVED
UP 51% ON LAST YEAR

31% OF CHATS MISSED
DOWN FROM
45%



MEANINGFUL CALLS

47%

GT receives many calls on the helpline that are not of a problem gambling nature, these are enquiries for technical support, advertising or media. By contacting these parties, we can attempt to reduce the meaningless calls on the service and aim for a ratio of over 50% for meaningless calls.



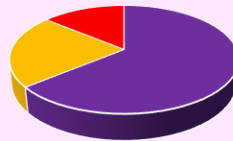
TOP 10 COUNTRIES

RANK	COUNTRY	%	↑ ↓
1	UK	36	=
2	ITALY	8	↑ 1
3	USA	6	↓ 1
4	TURKEY	4	=
5	CANADA	3	↑ 1
6	INDIA	3	↑ 4
7	NETHERLANDS	2	↑ NEW
8	RUSSIA	2	↓ 3
9	SPAIN	2	=
10	AUSTRALIA	1	↓ 3

The column on the right shows the change in rank from Q4 last year. Countries such as India and the Netherlands have made progress whilst countries such as China and Brazil have dropped from the table.



GENDER SPLIT

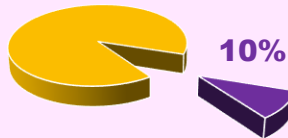


■ Male ■ Female ■ Unknown

64% Male 22% Female 14% undisclosed. Despite a 50% growth in helpline calls the percentage split has remained unchanged over the last 12 months



FRIENDS & FAMILY

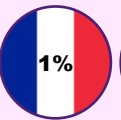
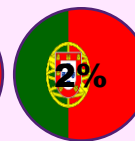
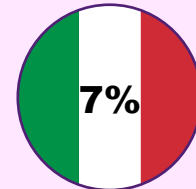


10% of the calls taken on the helpline are from somebody concerned about a loved one's gambling. The vast majority of these callers are female, concerned about their partners, sons or daughters.



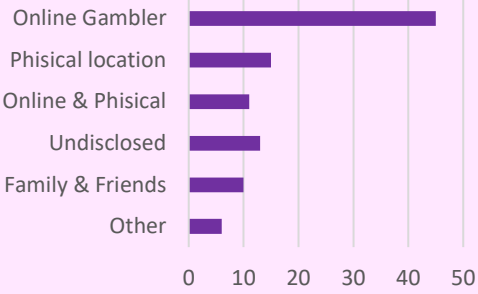
TOP 10 LANGUAGES

English dominates the languages used on the GT helpline with a share of 75%. This is due to calls from the US, Canada and Australia as well as the UK. At 4% Russian is the most used language which for which GT does not have a native speaker.





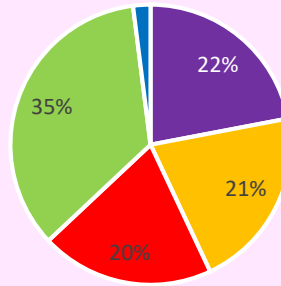
FORMS OF GAMBLING



45% of helpline users gamble exclusively online whilst only 15% gamble in a physical location such as a bookmakers or casino. Whilst online is continuing to grow, forms of gambling can dependent on what is legal from country to country.



OUTCOMES



- Advice & Support
- Signposted External
- Signposted to GMA services
- Signposted to GMA services & External
- Disconnected



SUICIDE IDEATION

1 IN 11

Advisors on the GT helpline have noticed an increase in the amount of calls where suicide or the thought of suicide has been mentioned. Due to this, commencing from Q1 manual data has been collected from the GT advisors. The data revealed that just over 9% or "1 in 11" of helpline callers disclosed that they had thought of or considered suicide. This included a peak of 13.3% in May and a low of 6.8% in June. The collection of this data will continue so that comparisons can be made, and any trends can be spotted.

External signposting to organisations such as The Samaritans or Befrienders International is used on the helpline and is also available through the crisis support section of the App. A link to the newly created "stay alive" App developed by Grassroots is also available from the GT website homepage.



Q1 2,786 APP DOWNLOADS
 ↑ 40% from same period last year

2018/19	iOS	ANDROID
Q1	1211	1575
Q2		
Q3		
Q4		
TOTAL		

2018/19	iOS	ANDROID
Q1	843	1146
Q2	1065	1297
Q3	1365	1637
Q4	1531	1848
TOTAL	4804	5928

As shown with access to the website, mobile phone usage is on the increase. Downloads of the GT App have increased overall by 40% based on the same period as last year. Downloads on iOS devices were up 43% compared to a 37% increase on Android. The split between the two providers remains at 57/43 in favor of Android devices. Better signposting on operator sites as well as the development of additional marketing tools such as QR codes will also have contributed to this growth.



REGIONS

EUROPE

63%

KEY AREAS – UK, Spain, Italy, Germany, Russia
APP LANGUAGES – Danish, German, English, Spanish, French, Italian, Malti, Dutch, Norwegian, Polish, Finnish, Swedish

ASIA

17%

KEY AREAS – China, India, Singapore, Philippines, Bangladesh
APP LANGUAGES – Chinese, English, Arabic

USA & CANADA

15%

KEY AREAS – USA, Canada, Mexico
APP LANGUAGES – English, French, Spanish

AFRICA

3%

KEY AREAS – Nigeria, Ghana, South Africa
APP LANGUAGES – English, French, Arabic, Dutch

S. AMERICA

2%

KEY AREAS – Brazil, Curaçao
APP LANGUAGES – English, Spanish



UNDER 18'S

3%

1.7% of 11-16yr old's in the UK alone are thought to be at risk of gambling harm, GT advisors are reporting on the number of helpline callers thought to be under 18. The data revealed that in Q1 3% of callers were thought to be under 18 with a high of 6.8% in June and a low of 0% in April. Whilst GT and GMA services are not designed for Under 18's and, gaming addiction is a separate issue, the GT team have been briefed on gambling within gaming and can advise and signpost as necessary. This data will continue to be collected to spot any changes/trends.

help for problem gamblers

gordon moody
 association