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.

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.

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.

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 cup.

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.

### HELPLINE CHATS SERVED/MISSED

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Chats</th>
<th>Calls Served</th>
<th>Calls Missed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018/2019</td>
<td>2264</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019/2020</td>
<td>3716</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **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

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Attendees/Ave per group</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UK</td>
<td>36</td>
<td>=</td>
</tr>
<tr>
<td>2</td>
<td>Italy</td>
<td>8</td>
<td>↑1</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>6</td>
<td>↓1</td>
</tr>
<tr>
<td>4</td>
<td>Turkey</td>
<td>4</td>
<td>=</td>
</tr>
<tr>
<td>5</td>
<td>Canada</td>
<td>3</td>
<td>↑1</td>
</tr>
<tr>
<td>6</td>
<td>India</td>
<td>3</td>
<td>↑4</td>
</tr>
<tr>
<td>7</td>
<td>Netherlands</td>
<td>2</td>
<td>NEW</td>
</tr>
<tr>
<td>8</td>
<td>Russia</td>
<td>2</td>
<td>↓3</td>
</tr>
<tr>
<td>9</td>
<td>Spain</td>
<td>2</td>
<td>=</td>
</tr>
<tr>
<td>10</td>
<td>Australia</td>
<td>1</td>
<td>↓3</td>
</tr>
</tbody>
</table>

### GENDER SPLIT

- **64%** Male
- **22%** Female
- **14%** undisclosed

Despite a 50% growth in helpline calls the percentage split has remained unchanged over the last 12 months.

### 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.

### 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.
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.

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.

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

As with the previous quarter, the split between iOS and Android remains almost equal with 62% of calls coming through the iOS App and 38% from Android. The data for Q1 is as follows:

- iOS Downloads: 1211
- Android Downloads: 1575

In Q2:
- iOS Downloads: 1065
- Android Downloads: 1297

In Q3:
- iOS Downloads: 1365
- Android Downloads: 1637

In Q4:
- iOS Downloads: 1531
- Android Downloads: 1848

Total:
- iOS Downloads: 4804
- Android Downloads: 5928

EUROPE
63%
KEY AREAS – UK, Spain, Italy, Germany, Russia
APP LANGUAGES – Danish, German, English, Spanish, French, Italian, 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, Curacao
APP LANGUAGES – English, Spanish