

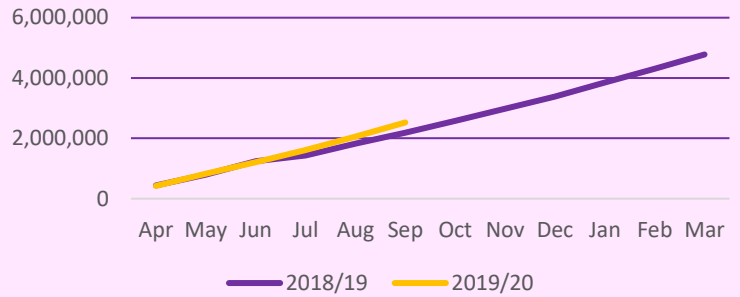
gt

Quarter 2 Report 2019/20



1,312,759 HITS IN Q2
↑ 39.5% from last year

A strong performance for the 2nd quarter has seen hits to the website exceed 2.5 million at the half year point (2,525,932). The lull in numbers that was experienced in June last year was not repeated and as a result hits are 340,000 ahead of last year.



TOP 10 COUNTRIES

A very positive showing from all countries except China, with exceptional growth in India predicted to be caused by an increase in sports betting. Overall the UK share of hits fell from 33.6% to 28.5%.

Rank	Country	No of Hits Q2 2019/20	No of hits Q2 2018/19	+/- Last year
1	UK	87,813	50,159	75.07%
2	USA	42,139	34,572	21.89%
3	Nigeria	38,038	20,392	86.53%
4	India	30,895	6,539	372.47%
5	Germany	29,501	10,426	182.96%
6	Canada	20,881	7,410	181.79%
7	China	16,223	38,472	57.83%
8	Brazil	14,995	14,237	5.32%
9	France	14,903	8,074	84.58%
10	South Africa	13,312	6,434	106.9%

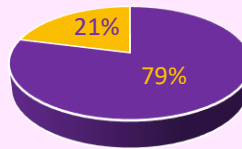


WEBSITE HITS IN NUMBERS

	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	1,312,759			
+/-	(31,604)	371,740			



GENDER SPLIT

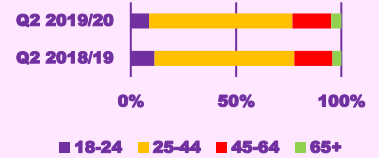


■ Male ■ Female

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 89,152 in Q2 and 107,095 for the half year.



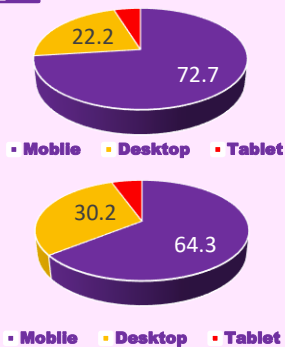
AGE GROUPS



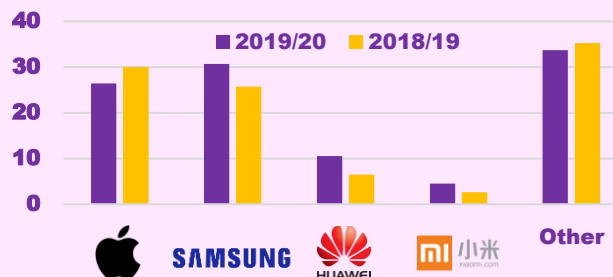
Surprisingly the age group with the most growth this period has been 65+ at 56% followed by 45-64 at 37%. Whilst there has been a slight increase in users aged 18-24 it is still the 25-44 age group which makes up 68% of our calls.



DEVICE TYPE



MOBILE DEVICE



As with Q1 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 half year last year to half year this year and there continues to be a significant shift to Android devices being the most commonly used as opposed to iOS.



GT GROUPS

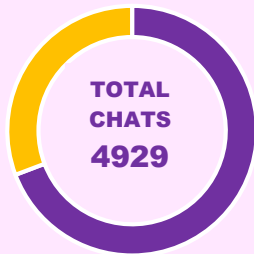
Average attendances over 4 in Green, under 2 in red. The far column shows the increase or decrease in attendees based on last quarters figures. In total group attendance increased by 9%.

	July Attendees/Ave per group		August Attendees/Ave per group		September Attendees/Ave per group		Q2 Attendees/Ave per group		(+/-) Last qtr
Drop in	23	2.88	42	4.2	38	4.22	103	3.81	1.31
Ex Residents	12	2.4	12	3	15	3.75	39	3	1.33
Friends & Family	12	1.5	11	1.83	14	1.75	37	1.68	1.57
New Members	24	2.66	23	2.88	25	2.78	72	2.77	0.66
Topic Group	7	1.4	8	2	16	3.2	31	2.21	0.78
PG Peer support	24	6	23	4.6	16	4	63	4.84	2.09
Spanish	5	1	4	1	5	1	14	1	0.16
German	4	1	6	1.2	6	2	16	1.33	0.58
Italian	4	1	4	1	5	1	13	1	0.28



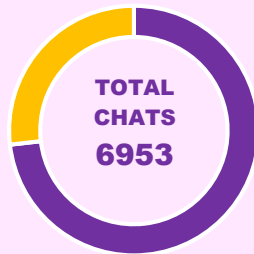
HELPLINE CHATS SERVED/MISSED

Half Year 2018/2019

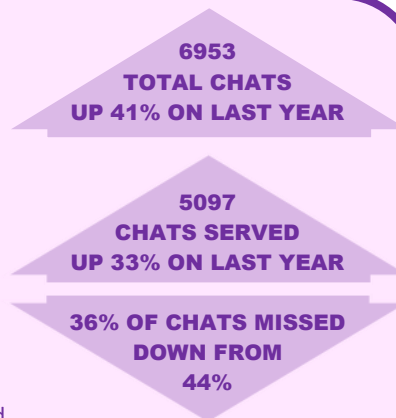


■ Calls Served ■ Calls Missed

Half Year 2019/2020



■ Calls Served ■ Calls Missed



MEANINGFUL CALLS

56%

This figure shows that 56%, well over half of the calls that we receive are of a problem gambling nature this is a significant increase on last quarters figure of 47%. By continuing to act on the causes of meaningless calls we are increasing the amount of people on the service receiving help and advice.



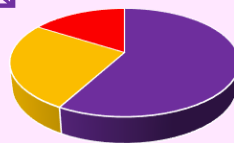
TOP 10 COUNTRIES

RANK	COUNTRY	%	↑↓
1	UK	37	=
2	ITALY	10	=
3	USA	6	=
4	RUSSIA	4	↑4
5	CANADA	4	↑1
6	TURKEY	4	↓2
7	INDIA	3	↓1
8	ROMANIA	2	New
9	Netherlands	2	↓2
10	AUSTRALIA	2	=

The column on the right shows the change in rank from Q1. The addition of a Russian speaking advisor will support the increase in calls to the helpline from Russia. Romania have entered the top 10 for the first time with Spain dropping out.



GENDER SPLIT

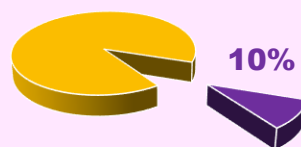


■ Male ■ Female ■ Unknown

Female calls to the helpline are growing ahead of the overall rate of growth rising from 22% to 26% of total calls this quarter. Calls from Males fell slightly to 58% and undisclosed calls sit at 16% up 2%.



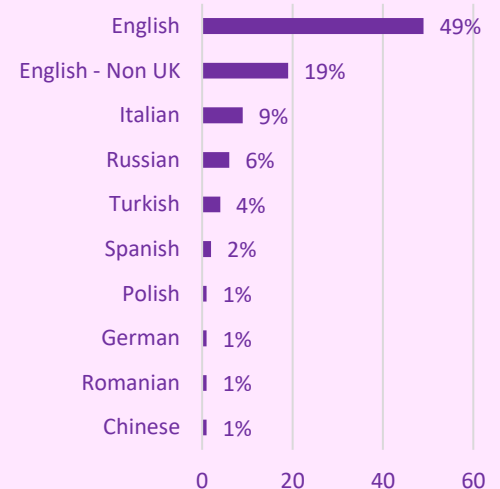
FRIENDS & FAMILY



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



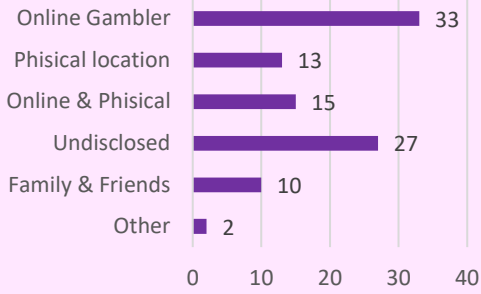
TOP 10 LANGUAGES



In the Last quarter English language made up 75% of all calls on the service. Being able to drill down into more detail in the data this quarter we can see that 19% of the calls taken in English originated from overseas. The addition of a Russian speaking advisor means that Turkish is now the most popular language used on the service for which we do not have a native speaking advisor.



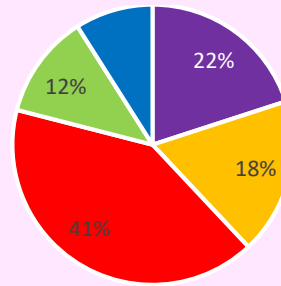
FORMS OF GAMBLING



The number of Gamblers who disclosed they gamble exclusively online fell from 45% to 33% this Quarter. Signposting to GMA services rose from 20% to 41% this quarter this is due to a focus on our services and training of advisors.



OUTCOMES



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



SUICIDE IDEATION

1 IN 14

Despite a fall in the amount of calls where suicide has been mentioned (1 in 14 calls this quarter as opposed to 1 in 11 last quarter) it has been noticed the content of these calls has become more severe. Policy, Training, offline information, supervision telephone support and referrals are all areas that we are looking to develop to ensure that those that are calling our service in distress are getting the help that they need whilst the advisors welfare on the service is protected. 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.



Q2 5,418 APP DOWNLOADS
 ↑ 25% from same period last year

2018/19	iOS	ANDROID
Q1	1211	1575
Q2	1120	1512
Q3		
Q4		
TOTAL		

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

Downloads of the GT App have fallen slightly from Q1 to Q2 but in comparison to last year the downloads have continued to increase and at half year the downloads of the GT App have increased by 25%. iOS downloads of the App have increased by 4.5% compared to last year but the significant increase has come from downloads on Android which have risen 32% compared to the same period last year. Europe remains the most popular area for Downloads followed by Asia then US.



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

18%

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

2%

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 AND GAMING Q2

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There were no reports of under 18's accessing the service for advice during Q2 although they are not obliged to disclose their age the nature of the calls did not suggest they were from under 18 callers.

10

10 callers to the site expressed issues relating to Gaming. All 10 callers were female.

help for problem gamblers

gordon moody
association