

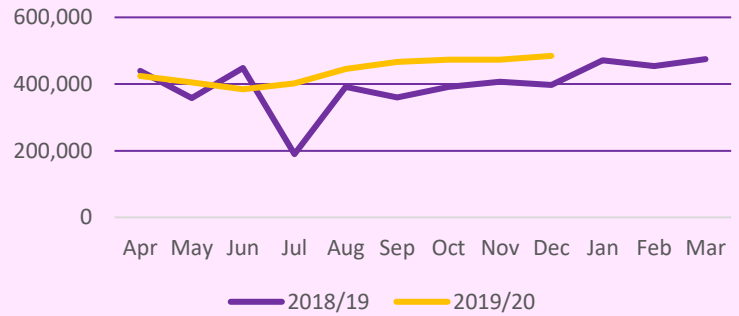
gt

Quarter 3 Report 2019/20



1,430,090 HITS IN Q3
↑ **20% from last year**

A consistently strong performance in Q3 means that year on year we have increased our hits by 17% which equates to an extra 574,375 hits up to the end of Q3. With this consistent performance end of year hits should exceed 5.5 million.



TOP 10 COUNTRIES

Whilst the UK is still in growth its share of the top 10 has fallen from 33.6% in Q1 to 26.5% in Q3. This demonstrates the increase in hits to GT from overseas. Poland is a new entry in the top 10.

Rank	Country	No of Hits Q3 2019/20	No of hits Q3 2018/19	+/- Last year
1	UK	92,519	72,410	27.77%
2	USA	54,821	46,019	19.13%
3	Nigeria	43,507	26,140	66.44%
4	Germany	37,538	15,108	148.46%
5	India	34,557	11,750	194.10%
6	Canada	25,675	13,277	93.38%
7	Brazil	19,087	25,513	25.19%
8	France	14,401	13,221	8.93%
9	China	13,889	20,941	33.68%
10	Poland	12,872	9,322	38.08%

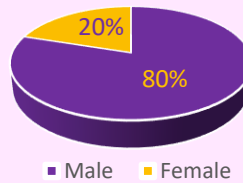


WEBSITE HITS IN NUMBERS

	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	1,430,090		
+/-	(31,604)	371,740	234,239		



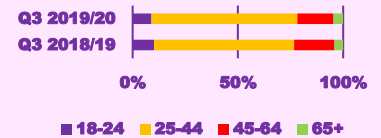
GENDER SPLIT



Female use has increased this quarter by 31,770. The growth has not been as high as male users and the split is 80/20 compared to 78/22 from Q3 last year.



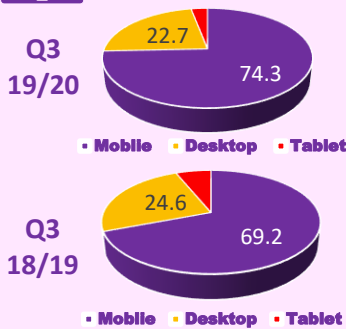
AGE GROUPS



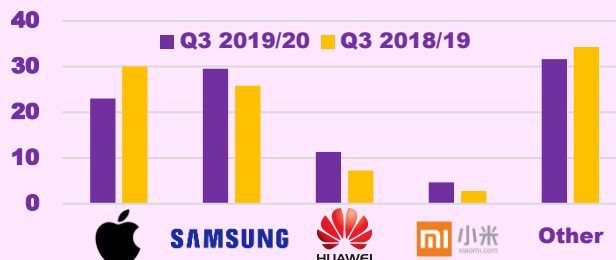
This graph shows the increase in Q3 of calls from the 25-44 age group which makes up 69% of our calls in a year has halved from over 6% to 3%. 18-24 continues to fall whilst the 65+ age group is increasing.



DEVICE TYPE



MOBILE DEVICE



The continued growth of mobile device use is clear in the pie charts as again mobile use has grown by 5%. Desktop use has not fallen as fast dropping only 2%. The major change is in tablet use which in a year has halved from over 6% to 3%. Looking at the detail of mobile use the graph shows that android devices continue to grow, Samsung, Huawei and Xiaomi all show growth whilst use of Apple devices has declined.



GT GROUPS

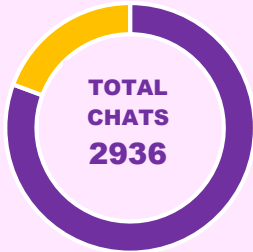
A decision was made to suspend the international groups due to poor numbers and need for those hours to be spent on the helpline. Numbers over Christmas tended to decline as can be seen by December's groups.

	October Attendees/Ave per group		November Attendees/Ave per group		December Attendees/Ave per group		Q3 Attendees/Ave per group		(+/-) Last qtr
Drop in	42	4.67	31	3.88	28	3.5	101	3.74	0.07
Ex Residents	15	3	7	1.75	6	1.2	28	2	1
Friends & Family	16	1.6	13	1.63	10	1.43	39	1.56	0.12
New Members	18	2	18	2.5	13	1.85	49	2.04	0.73
Topic Group	8	2	18	4.5	11	2.2	37	2.85	0.64
PG Peer support	26	5.2	24	6	10	3.33	60	5	0.16
Spanish	-	-	-	-	-	-	-	-	-
German	-	-	-	-	-	-	-	-	-
Italian	-	-	-	-	-	-	-	-	-



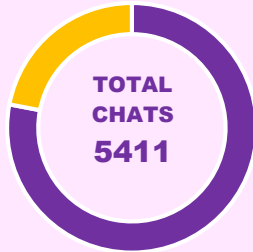
HELPLINE CHATS SERVED/MISSED

Q3 2018/2019



■ Calls Served ■ Calls Missed

Q3 2019/2020



■ Calls Served ■ Calls Missed

5411
TOTAL CHATS
UP 84% ON LAST YEAR

4221
CHATS SERVED
UP 78% ON LAST YEAR

22% OF CHATS MISSED
UP FROM
19%



MEANINGFUL CALLS

50%

Due to an increase in meaningless calls from India and Turkey the split of meaningful calls during Q3 has slipped back to 50/50. Often the cause of meaningless calls come from badly worded/translated information on an operator's page leading to us receiving calls for technical support not problem gambling support.



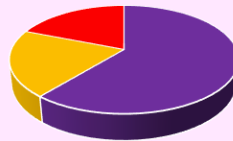
TOP 10 COUNTRIES

RANK	COUNTRY	%	↑ ↓
1	UK	30	=
2	USA	8	↑ 1
3	ITALY	5	↓ 1
4	INDIA	5	↑ 2
5	TURKEY	4	↓ 1
6	RUSSIA	4	↑ 2
7	CANADA	3	↓ 1
8	GERMANY	3	NEW
9	IRELAND	2	NEW
10	ROMANIA	2	NEW

The column on the right shows the change in rank from Q2. The share of UK calls has fallen from 36% to 30% which evidences the growth in international calls. USA calls have increased as have Russian, Indian and German calls. Ireland and Romania are new to the list.



GENDER SPLIT

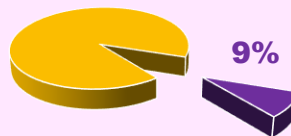


■ Male ■ Female ■ Unknown

61% Male 20% Female 19% undisclosed. Calls identified as Male or Female have dropped equally in Q3 whilst calls of an undisclosed gender rose by 5%.



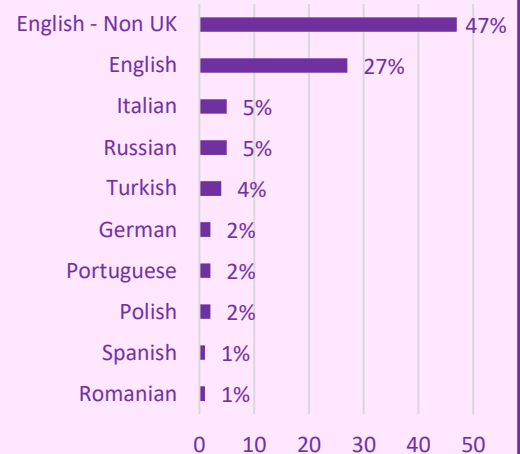
FRIENDS & FAMILY



9% of the calls taken on the helpline are from somebody concerned about a loved one's gambling. This has fallen 1% from Q2. All the Friend and Family calls we received in Q3 were from Female callers.



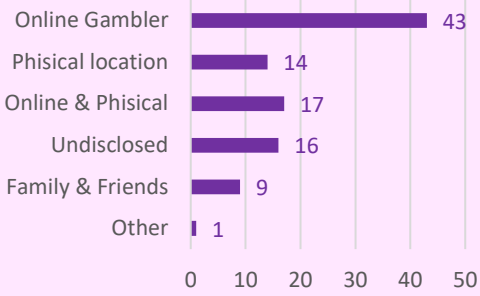
TOP 10 LANGUAGES



For the first time English – Non-UK is the most popular language on the GT service taking up 47% of calls. This is a huge turnaround from last quarter where 49% of our calls were English UK speaking. Calls from the US, India, Nigeria and Ireland have all increased significantly this quarter and along with calls from Australia, New Zealand and the Netherlands these make up the bulk of calls that we receive in English from outside of the UK. Portuguese is new to the list this quarter due to the increasing popularity of the GT service in Brazil.



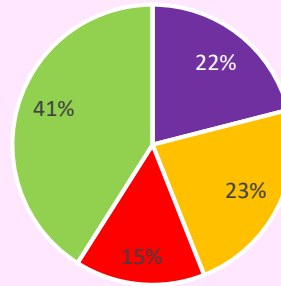
FORMS OF GAMBLING



The rise in online gambling this quarter (10%) is equal to the drop in undisclosed submissions (11%). This demonstrates the continuing growth of the online gambling market compared to other areas that have remained stable.



OUTCOMES



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



SUICIDE IDEATION

1 IN 14

The level of calls to the GT service where a caller has expressed some form of suicide ideation has remained stable at around 1 in 14. The content of these calls also continue to be of an increasing level of severity and as a team we are continually reviewing our Policies, Training, Offline information, supervision and Referrals to ensure that the caller is getting the best information possible and the welfare of the advisors is also 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.



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

2018/19	iOS	ANDROID
Q1	1211	1575
Q2	1120	1512
Q3	1302	1815
Q4		
TOTAL		

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

Despite posting its highest figure of the year so far downloads of the GT app have fallen for iOS devices this quarter compared to Q3 last year but year to date growth is still at 11%. Downloads of the GT app on Android devices are seeing much stronger growth with an 11% increase this quarter and year to date growth of 27%. Overall downloads of the GT app have grown 4% this quarter and 16% for the year.



REGIONS

EUROPE

59%

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

20%

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

1%

Calls to the GT service from suspected under 18's remains very low amounting to just 1% of the calls this period.

11%

In contrast calls to the service where the caller engages in gaming activity have risen sharply to 11%. This could continue to grow with the continued association between gaming and gambling.

help for problem gamblers

gordon moody
association