

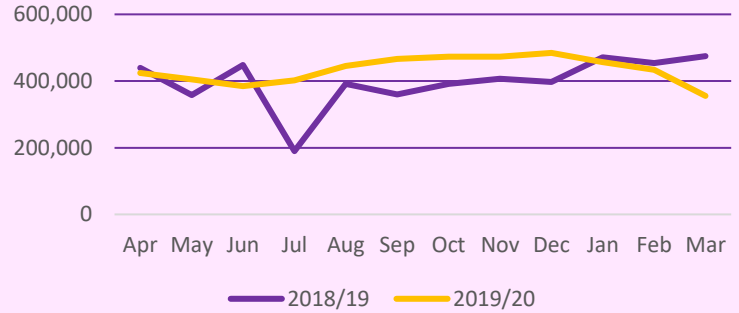
gt

Quarter 4 Report 2019/20



1,246,447 HITS IN Q4
↓ **11% from last year**

The outbreak of Covid-19 globally has had a significant effect on hits to the GT website with a drop of 11% compared to last year. Numbers were stable in January, but the drop becomes more evident towards the end of February and into March.



TOP 10 COUNTRIES

The share of calls from the UK continues to reduce with increases in the USA, Africa and South America. Falling numbers around Europe and China could be attributed to Coronavirus.

Rank	Country	No of Hits Q4 2019/20	No of hits Q4 2018/19	+/- Last year
1	UK	76,833	110,411	30.41%
2	USA	55,819	48,234	15.73%
3	Nigeria	33,946	22,255	52.53%
4	India	23,697	23,369	1.45%
5	Germany	21,490	29,360	26.81%
6	Canada	19,873	27,291	27.18%
7	Brazil	19,631	11,692	67.90%
8	China	9,709	23,845	59.28%
9	Russia	9,489	17,737	46.50%
10	Ireland	9,431	10,454	9.79%

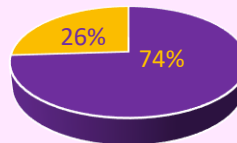


WEBSITE HITS IN NUMBERS

	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	1,246,447	5,202,469
+/-	(31,604)	371,740	234,239	152,664	421,711



GENDER SPLIT

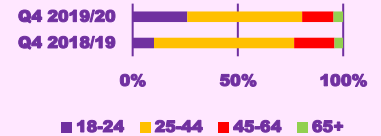


■ Male ■ Female

Despite the drop in traffic as a result of Coronavirus, the amount of female service users has increased forming 26% of hits, numerically this is an increase of 40,000 on last quarter.



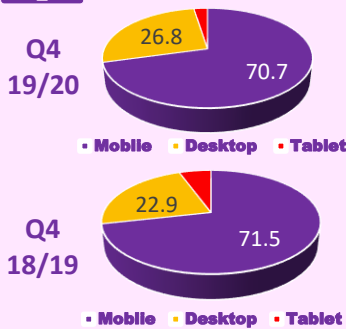
AGE GROUPS



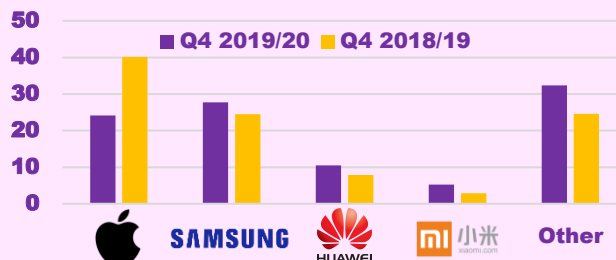
Q4 has seen a significant rise in the amount of calls we receive from people aged 18-24. Numbers in this category have more than doubled since last period rising 120%. This contrasts with other age groups which have seen falls in numbers.



DEVICE TYPE



MOBILE DEVICE



For the first time in over 2 years the amount of people accessing the GT service from a mobile device has dropped. The cause of this will be linked to the Coronavirus outbreak and the fact that many people will be staying at home. It is also worth noting the drop in usage from Apple devices this has been a consistent trend this year. There has also been a rise in unknown devices as well as Samsung and other android providers this will be due to our increased diversity in client locations.



GT GROUPS

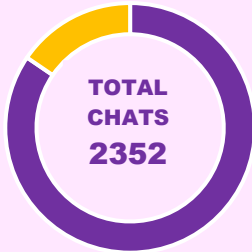
An encouraging quarter for groups with only the topic group and peer support groups showing slight drops in attendance. Additional ex-residents' groups and open groups are being held as there is currently high demand.

	October Attendees/Ave per group		November Attendees/Ave per group		December Attendees/Ave per group		Q4 Attendees/Ave per group		(+/-) Last qtr
Drop in	44	4.89	36	4.5	31	3.44	111	4.27	0.53
Ex Residents	15	3.75	12	3	23	4.6	50	3.85	1.85
Friends & Family	18	2	13	1.63	15	1.67	46	1.77	0.21
New Members	20	2.5	16	2	26	2.89	62	2.48	0.44
Topic Group	13	3.25	13	3.25	9	1.8	35	2.69	0.16
PG Peer support	20	4	22	5.5	19	4.75	61	4.69	0.31
Spanish	-	-	-	-	-	-	-	-	-
German	-	-	-	-	-	-	-	-	-
Italian	-	-	-	-	-	-	-	-	-



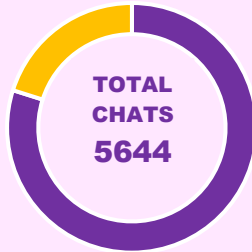
HELPLINE CHATS SERVED/MISSED

Q4 2018/2019

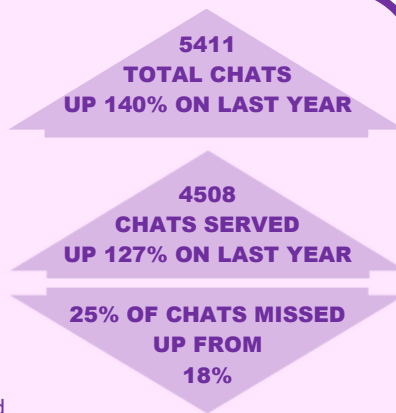


■ Calls Served ■ Calls Missed

Q4 2019/2020



■ Calls Served ■ Calls Missed



MEANINGFUL CALLS

83%

A huge number of our calls this quarter have been of a problem gambling nature and therefore meaningful. This is an extreme figure and is without doubt driven by the Coronavirus pandemic. Fortunately, the drop in numbers we have seen seem to come from meaningless calls and that those in need are still accessing the service for support.



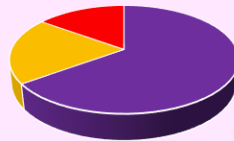
TOP 10 COUNTRIES

RANK	COUNTRY	%	↑ ↓
1	UK	27	=
2	USA	6	=
3	CANADA	5	↑ 4
4	TURKEY	5	↑ 1
5	RUSSIA	4	↑ 1
6	INDIA	4	↓ 2
7	ITALY	4	↓ 4
8	NETHERLANDS	4	NEW
9	GERMANY	3	↓ 1
10	IRELAND	3	NEW

This Quarter sees the Netherlands rejoin the top 10 whilst Southern Ireland joins for the first time. Strong growth was seen from Canada this quarter whilst Turkey and Russia continue to grow. The overall % shar of calls from the UK fell slightly again this period evidencing international growth.



GENDER SPLIT

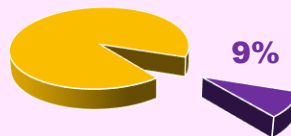


■ Male ■ Female ■ Unknown

65% Male 20% Female 15% unknown. Calls identified as Male or Female remained stable in Q4 calls of an undisclosed gender dropped to 15%.



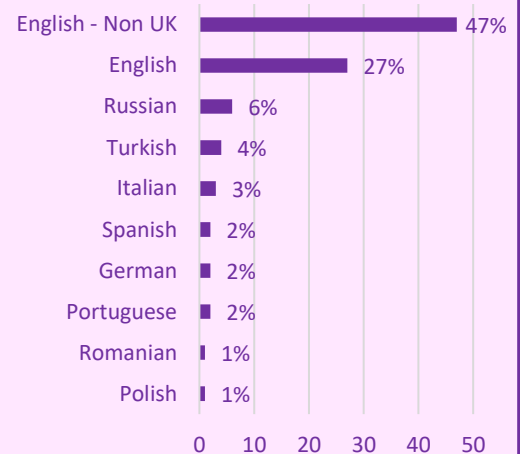
FRIENDS & FAMILY



9% of the calls taken on the helpline are from somebody concerned about a loved one's gambling. This has remained stable in Q4 with 72.5% of family and friends calls coming from female callers



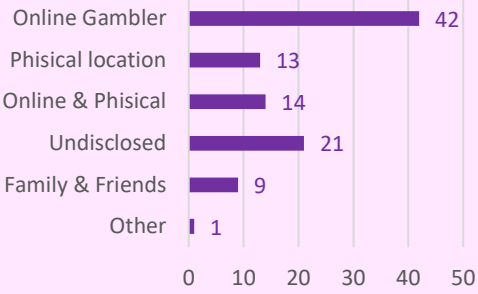
TOP 10 LANGUAGES



For the second successive quarter calls in English from outside of the UK form most calls to the service. Calls from the USA, Australia, Canada and countries in Africa account for most of these and are key countries to look at for resources as we strive to achieve a 24hr service. Calls from Russia have increased moved to 3rd on the list which is potentially influenced by Coronavirus issues in Italy and Spain. Of the countries not currently supported by a native speaking advisor Turkey, Germany and Portugal (to support with calls from Brazil) are priorities.



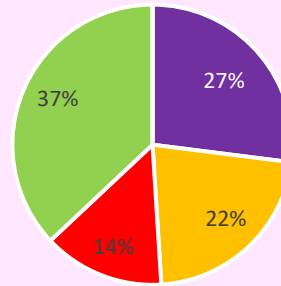
FORMS OF GAMBLING



There has been little change from Q3 to Q4. With those choosing not to disclose their form of gambling being the only area of growth. The impact of the closure of offline gambling due to Covid-19 is not yet evident and may take some months for this to become apparent.



OUTCOMES



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



SUICIDE IDEATION

66 Calls

Despite the slowdown in calls to the GT service through March as a result of Covid-19 the nature of the calls has often been very severe with at least 66 calls this quarter containing some form of suicide ideation. Our team are working hard to ensure that our team of advisors are equipped to take these calls with regular coaching, individual supervision and group supervisions focusing on popular trends. On call support has been made available so nobody has to take a call of this serious nature without access to a senior advisor on hand to support. Callers to the gambling therapy service that disclose suicide ideation are signposted to support organisations in their countries that can provide expert support and advice for those in need, our advisors have access to over 900 different support organisations globally.



Q4 2,806 APP DOWNLOADS
 ↓ 17% from same period last year

2018/19	iOS	ANDROID
Q1	1211	1575
Q2	1120	1512
Q3	1302	1815
Q4	1217	1589
TOTAL	4850	6491

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

Downloads of the App fell dramatically in March down 25% compared to January and February meaning a disappointing end to the year. As 62% of downloads come from Europe it is reasonable to assume that this is a consequence of the Covid-19 pandemic. Downloads for the year still finished up for both iOS and Android devices with iOS up 1% and Android up 9% a total increase of 609 downloads which a rise of 6%.



REGIONS

EUROPE

62%

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

ASIA

20%

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

USA & CANADA

14%

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

AFRICA

1%

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

S. AMERICA

3%

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.

35

At least 35 calls to the service this quarter referred to an issue with gaming, this figure is expected to rise over the coming months with the increase of young callers and the impact of Covid-19

help for problem gamblers

gordon moody
association