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.

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.

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.

For the first time in over 2 years the amount of people accessing the GT service from a mobile devise 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.
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.

### HELPLINE CHATS SERVED/MISSED

**Q4 2018/2019**
- **Total Chats**: 2352
- **Calls Served**: 5411
- **Calls Missed**: 207

**Q4 2019/2020**
- **Total Chats**: 5644
- **Calls Served**: 4464
- **Calls Missed**: 1047

**5411 TOTAL CHATS UP 140% ON LAST YEAR**

**4508 CHATS SERVED UP 127% ON LAST YEAR**

**25% OF CHATS MISSED UP FROM 18%**

### 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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UK</td>
<td>27</td>
<td>=</td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td>6</td>
<td>=</td>
</tr>
<tr>
<td>3</td>
<td>CANADA</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>TURKEY</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>RUSSIA</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>INDIA</td>
<td>4</td>
<td>-2</td>
</tr>
<tr>
<td>7</td>
<td>ITALY</td>
<td>4</td>
<td>-4</td>
</tr>
<tr>
<td>8</td>
<td>NETHERLANDS</td>
<td>4</td>
<td>NEW</td>
</tr>
<tr>
<td>9</td>
<td>GERMANY</td>
<td>3</td>
<td>-1</td>
</tr>
<tr>
<td>10</td>
<td>IRELAND</td>
<td>3</td>
<td>NEW</td>
</tr>
</tbody>
</table>

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**: 65%
- **Female**: 20%
- **Unknown**: 15%

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

### TOP 10 LANGUAGES

- **English - Non UK**: 47%
- **English**: 27%
- **Russian**: 6%
- **Turkish**: 4%
- **Italian**: 3%
- **Spanish**: 2%
- **German**: 2%
- **Portuguese**: 2%
- **Romanian**: 1%
- **Polish**: 1%

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.

### 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.

This Quarter groups seeing a slight drop in overall %...
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.

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.

Calls 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.

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**FORMS OF GAMBLING**

<table>
<thead>
<tr>
<th>FORMS</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Gambler</td>
<td>22</td>
<td>24</td>
<td>26</td>
<td>28</td>
<td>100</td>
</tr>
<tr>
<td>Physical location</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>62</td>
</tr>
<tr>
<td>Online &amp; Physical</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>62</td>
</tr>
<tr>
<td>Undisclosed</td>
<td>18</td>
<td>20</td>
<td>22</td>
<td>24</td>
<td>84</td>
</tr>
<tr>
<td>Family &amp; Friends</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>42</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

**OUTCOMES**

- 37% Advice & Support
- 27% Signposted External
- 22% Signposted to GMA services
- 16% Signposted to GMA services & External
- 14% Disconnected

**SUICIDE IDEATION**

66 Calls

**Q4 2,806 APP DOWNLOADS**

- 17% from same period last year

<table>
<thead>
<tr>
<th>2018/19</th>
<th>iOS</th>
<th>ANDROID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>1211</td>
<td>1575</td>
</tr>
<tr>
<td>Q2</td>
<td>1120</td>
<td>1512</td>
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<tr>
<td>Q3</td>
<td>1302</td>
<td>1815</td>
</tr>
<tr>
<td>Q4</td>
<td>1217</td>
<td>1589</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4850</td>
<td>6491</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2018/19</th>
<th>iOS</th>
<th>ANDROID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>843</td>
<td>1146</td>
</tr>
<tr>
<td>Q2</td>
<td>1065</td>
<td>1297</td>
</tr>
<tr>
<td>Q3</td>
<td>1365</td>
<td>1637</td>
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<tr>
<td>Q4</td>
<td>1531</td>
<td>1848</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4804</td>
<td>5928</td>
</tr>
</tbody>
</table>

**REGIONS**

**EUROPE**

- 62% Key Areas: UK, Spain, Italy, Germany, Russia
- App Languages: Danish, Italian, Spanish, French, Polish

**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

**S. AMERICA**

- 3% Key Areas: Brazil, Paraguay
- App Languages: English, Spanish

**2018/19 iOS ANDROID**

- Q1: 1211 1575
- Q2: 1120 1512
- Q3: 1302 1815
- Q4: 1217 1589
- TOTAL: 4850 6491

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 699 downloads which a rise of 6%.

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

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.