

Volume of calls to the National Gambling HelpLine

	2015/16	2014/15	2013/14
Target calls answered	28,231	27,056	22,875
Total calls answered	46,851	40,946	30,648

GamCare Counselling Clients

	2015/16	2014/15	2013/14
TOTAL	6,832	5,500	3,947
GamCare London	8%	14%	17%
GamCare Partners	92%	86%	83%
TYPE OF CLIENT			
Gambler	94%	91%	97%
Partner or family member	6%	9%	3%

Ethnicity of callers to the National Gambling HelpLine

	2015/16	2014/15	2013/14
Asian or Asian British: Bangladeshi	1%	1%	1%
Asian or Asian British: Chinese	0%	1%	0%
Asian or Asian British: Indian	3%	3%	3%
Asian or Asian British: Other	2%	2%	2%
Asian or Asian British: Pakistani	2%	2%	2%
Black or Black British: African	2%	2%	2%
Black or Black British: Caribbean	1%	2%	2%
Black or Black British: Other	0%	0%	0%
Mixed: Other	1%	0%	1%
Mixed: White & Asian	0%	0%	0%
Mixed: White & Black African	0%	0%	0%
Mixed: White & Black Caribbean	0%	0%	0%
White: British	79%	79%	78%
White: European	5%	4%	5%
White: Irish	1%	1%	1%
White: Other	1%	1%	2%
Other	2%	2%	1%
Total	8973	9439	4109

National Gambling HelpLine Caller Location

	2015/16	2014/15	2013/14
n=	12,013	10965	8422
London	16%	17%	19%
South East	16%	16%	17%
North West	14%	15%	15%
East Midlands	4%	4%	4%
Scotland	6%	7%	6%
South West	6%	6%	6%
West Midlands	13%	11%	10%
Eastern	5%	5%	5%
Yorkshire and Humber	8%	8%	8%
North East	7%	7%	6%
Wales	4%	3%	3%
Northern Ireland	1%	1%	1%

Debt disclosed via National Gambling HelpLine

Amount of debt	2015/16			2014/15			2013/14		
	All	Affected Other	Gambler	All	Affected Other	Gambler	All	Affected Other	Gambler
n=	11,115	585	10,530	12,427	573	11,854	5,564	265	5,299
Not disclosed	11%	12%	11%	13%	22%	13%	13%	21%	13%
None	23%	26%	23%	23%	24%	23%	22%	20%	23%
Some	32%	33%	32%	31%	34%	31%	28%	31%	27%
Less than £5,000	14%	11%	15%	15%	9%	15%	17%	13%	17%
£5,000 to £9,999	6%	4%	6%	6%	2%	6%	6%	5%	6%
£10,000 to £14,999	3%	2%	4%	3%	1%	3%	4%	2%	4%
£15,000 to £19,999	3%	3%	2%	2%	2%	2%	2%	1%	2%
£20,000 to £99,999	6%	6%	5%	6%	6%	6%	7%	7%	7%
£100,000 or more	0%	1%	0%	0%	0%	0%	0%	0%	0%
Bankruptcy	1%	1%	1%	1%	0%	1%	1%	0%	1%
IVA	1%	1%	1%	0%	0%	0%	0%	0%	0%