

Topline results, *You're Stronger Than You Think*
Campaign April-May 2015

	April and May 2015	April and May 2014	Percentage difference
Face to face total clients	42,762	37,125	+15.15%
Face to Face counselling sessions	4,760	3,791	+25.56%
Online total target clients	Not yet available		
Telephone total target clients	1,351	1,205	+12.12
Website unique visitors	36,595	5,559	+558.89%
Website page views	63,848	24,020	+165%

Key Survey results

- Those who have seen the campaign are 3.5 times more likely to know about web-based help and more than four times more likely to have a positive view of it than people who have not seen the ad. Similar but less dramatic results were recorded for face to face and telephone help.
- The strong positive response to the campaign is consistent (83% approve of the positive tone and 79% think it should be seen more widely).
- 49% of problem gamblers and 32% of non-problem (but regular) gamblers recalled the campaign, indicating that the targeting has been successful.
- Male problem gamblers who say the ad prompted them to seek help for themselves is 22%, the same as the mid-campaign survey.
- Those who had actually called the helpline had a lower opinion of it than those who had not called.