|  | Betting Data - turnover (Em) |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| Off course | 9,914.93 | 9,277.82 | 8,943.69 | 9,280.26 | 9,163.97 | 8,939.40 | 8,829.69 | 8,785.75 |
| Pool | 493.36 | 461.34 | 487.48 | 499.47 | 473.24 | 521.22 | 543.39 | 500.29 |
| On course | 336.05 | 337.14 | 330.54 | 316.97 | 282.92 | 274.16 | 241.81 | 232.32 |
| Total | 10,744.34 | 10,076.30 | 9,761.71 | 10,096.70 | 9,920.13 | 9,734.78 | 9,614.89 | 9,518.36 |
| \% Change |  | -6\% | -3\% | 3\% | -2\% | -2\% | -1\% | -1\% |
|  | Betting Data -gross gambling yield ( $£ \mathrm{~mm}$ ) |  |  |  |  |  |  |  |
|  | Apr 2008 | Apr 2009 | Apr 2010 |  | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| Off course | 1,657.99 | 1,463.68 | 1,487.55 | 1,403.82 | 1,495.08 | 1,436.18 | 1,414.97 | 1,359.91 |
| Pool | 0.24 | 0.03 | -0.06 | 137.99 | 131.64 | 143.07 | 142.96 | 116.9 |
| On course | 0.00 | 0.05 | -0.09 | 29.28 | 24.18 | 25.66 | 22.74 | 22.16 |
| Total | 1,658.23 | 1,463.76 | 1,487.39 | 1,571.09 | 1,650.91 | 1,604.91 | 1,580.67 | 1,499.05 |
| \% Change |  | -12\% | 2\% | 6\% | 5\% | -3\% | 2\% | -5\% |
|  | Betting Data - Off course turnover |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| Horses | 5,743.51 | 5,442.78 | 5,153.82 | 5300.90 | 5084.20 | 4887.39 | 4759.76 | 4756.16 |
| Football | 941.73 | 954.98 | 1,031.13 | 1014.88 | 1160.57 | 1166.98 | 1316.03 | 1261.44 |
| Dogs | 1,580.50 | 1,405.15 | 1,364.31 | 1345.43 | 1323.54 | 1272.45 | 1214.53 | 1216.49 |
| Numbers | 870.79 | 854.13 | 836.60 | 856.07 | 955.65 | 995.21 | 975.29 | 983.64 |
| Other | 778.40 | 620.78 | 557.83 | 762.98 | 640.01 | 617.37 | 564.09 | 568.01 |
| Total | 9,914.93 | 9,277.82 | 8,943.69 | 9,280.26 | 9,163.97 | 8,939.40 | 8,829.69 | 8,785.75 |
| \% Change |  | -6\% | 4\% | 4\% | -1\% | -2\% | -1\% | 0\% |
|  | Betting Data - Off course GGY |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| Horses | 843.79 | 768.42 | 704.78 | 675.34 | 696.75 | 678.75 | 636.37 | 605.33 |
| Football | 224.94 | 155.29 | 273.95 | 233.61 | 292.56 | 242.35 | 280.67 | 255.49 |
| Dogs | 303.95 | 279.89 | 261.07 | 242.63 | 236.84 | 235.23 | 219.80 | 215.48 |
| Numbers | 166.30 | 167.14 | 170.23 | 158.82 | 186.33 | 206.16 | 195.84 | 197.05 |
| Other | 119.01 | 92.94 | 77.52 | 93.42 | 82.61 | 73.70 | 82.29 | 86.55 |
| Total | 1,657.99 | 1,463.68 | 1,487.55 | 1,403.82 | 1,495.08 | 1,436.18 | 1,414.97 | 1,359.91 |
| \% Change |  | -12\% | 2\% | -6\% | 7\% | -4\% | -1\% | -4\% |
|  | Average number of machines |  |  |  |  |  |  |  |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| B2 | 31,439 | 33,663 | 32,832 | 33,294 | 33,356 | 34,542 | 34,894 | 34,704 |
| B3 | 220 | 506 | 227 | 147 | 79 | 73 | 90 | 62 |
| ${ }^{\text {c }}$ | 320 | 373 | 190 | 105 | 81 | 58 | 44 | 41 |
| Total | 31,979 | 34,542 | 33,249 | 33,546 | 33,516 | 34,673 | 35,029 | 34,807 |
| \% Change |  | 8\% | -4\% | 1\% | 0\% | 3\% | 1\% | -1\% |


|  | Betting Data - Off course Machines GGY ( $£$ ) |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| B2 | 1,050.71 | 1,166.50 | 1,302.35 | 1,455.95 | 1,542.12 | 1,566.84 | 1,674.96 | 1,696.90 |
| Aggregated categories | 16.18 | 7.67 | 2.24 | 0.54 | 3.74 | 0.18 | 2.41 | 4.45 |
| в3 | 2.46 | 7.69 | 2.07 | 1.76 | 1.64 | 1.02 | 0.99 | 0.78 |
| c | 1.64 | 1.08 | 0.61 | 0.25 | 0.19 | 0.14 | 0.06 | 0.05 |
| Total | 1,070.99 | 1,182.94 | 1,307.28 | 1,458.50 | 1,547.69 | 1,568.18 | 1,678.43 | 1,702.18 |
| \% Change |  | 10\% | 11\% | 12\% | 6\% | 1\% | 7\% | 1\% |
|  | Betting Data - Off course combined GGY (Em) |  |  |  |  |  |  |  |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| Machines | 1,070.99 | 1,182.94 | 1,307.28 | 1,458.50 | 1,547.69 | 1,568.18 | 1,678.43 | 1,702.18 |
| Over the counter | 1,657.99 | 1,463.68 | 1,487.55 | 1,403.82 | 1,495.08 | 1,436.18 | 1,414.97 | 1,359.91 |
| Total | 2,728.98 | 2,646.62 | 2,794.82 | 2,862.32 | 3,042.77 | 3,004.37 | 3,093.40 | 3,062.09 |
| \% Change |  | -3\% | 6\% | 2\% | 6\% | -1\% | 3\% | -1\% |


|  | Betting Data - On course turnover |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| Horses | 278.98 | 282.99 | 273.82 | 255.23 | 238.35 | 234.82 | 209.17 | 200.05 |
| Dogs | 49.30 | 41.64 | 38.35 | 37.31 | 33.35 | 27.97 | 22.57 | 20.51 |
| Other | 7.77 | 12.51 | 18.37 | 24.44 | 11.22 | 11.37 | 10.08 | 11.75 |
| Total | 336.05 | 337.14 | 330.54 | 316.97 | 282.92 | 274.16 | 241.81 | 232.32 |
| \% Change |  | 0\% | -2\% | -4\% | -11\% | -3\% | -12\% | -4\% |
|  | Betting Data - On course GGY |  |  |  |  |  |  |  |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| Horses | 23.17 | 24.03 | 21.09 | 21.06 | 18.61 | 21.15 | 18.29 | 17.59 |
| Other | 0.74 | 1.81 | 2.28 | 5.13 | 2.69 | 2.63 | 2.88 | 3.07 |
| Dogs | 3.85 <br> 2.76 | 3.34 | 3.04 | 3.09 | 2.89 | 1.88 | 1.57 | 1.50 |
| Total | 27.76 | 29.18 | 26.42 | 29.28 | 24.18 | 25.66 | 22.74 | 22.16 |
| \% Change |  | 5\% | -9\% | 11\% | -17\% | 6\% | -11\% | -3\% |
|  | Betting Data - Pool turnover |  |  |  |  |  |  |  |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| Horses | 377.80 | 355.46 | 392.03 | 408.13 | 388.71 | 437.38 | 459.15 | 436.74 |
| Dogs | 54.69 | 48.08 | 50.21 | 43.65 | 42.43 | 41.22 | 57.37 | 60.50 |
| Football | 59.21 | 56.09 | 43.96 | 47.02 | 42.10 | 42.28 | 26.56 | 13.82 |
| Other | 1.66 | 1.71 | 1.27 | 0.67 | 0.01 | 0.35 | 0.31 | 0.00 |
| Total | 493.36 | 461.34 | 487.48 | 499.47 | 473.24 | 521.22 | 543.39 | 511.06 |
| \% Change |  | -6\% | 6\% | 2\% | -5\% | 10\% | 4\% | -6\% |


|  | Betting Data - Pool GGY |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Apr 2008 Mar 2009 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | $\begin{aligned} & \text { Apr } 2014 \\ & \text { Mar } 2015 \end{aligned}$ | Oct 2014 <br> Sept 2015 |
| Horses | 85.01 | 78.36 | 84.45 | 88.23 | 84.55 | 100.00 | 107.32 | 99.64 |
| Dogs | 14.66 | 13.63 | 12.40 | 12.57 | 11.93 | 11.77 | 15.34 | 16.05 |
| Football | 46.59 | 43.54 | 39.29 | 37.42 | 35.17 | 30.95 | 19.76 | 9.88 |
| Other | 0.24 | 0.03 | -0.06 | -0.23 | 0.00 | 0.35 | 0.55 | 0.10 |
| Total | 146.50 | 135.56 | 136.08 | 137.99 | 131.64 | 143.07 | 142.96 | 125.67 |
| \% Change |  | -7\% | 0\% | 1\% | -5\% | 9\% | 0\% | -12\% |
| Number of premises |  |  |  |  |  |  |  |  |
|  | at 31 Mar 2009 at 31 Mar 2010 at 31 Mar 2011 at 31 Mar 2012 at 31 Mar 2013 |  |  |  |  | $\begin{gathered} \text { at } 31 \mathrm{Mar} \\ 2014 \end{gathered}$ | $\begin{gathered} \text { at } 31 \text { Mar } \\ 2015 \end{gathered}$ | $\underset{2016}{\substack{\text { at } 31 \text { Mar }}}$ |
| William Hill | 2,238 | 2,263 | 2,350 | 2,320 | 2,345 | 2,382 | 2,308 | 2,320 |
| Ladbrokes | 2,080 | 2,073 | 2,097 | 2,131 | 2,227 | 2,271 | 2,190 | 2,150 |
| Gala Coral Group | 1,630 | 1,645 | 1,712 | 1,725 | 1,745 | 1,812 | 1,838 | 1,835 |
| Betfred | 808 | 829 | 840 | 1,345 | 1,369 | 1,383 | 1,375 | 1,366 |
| Tote | 516 | 512 | 514 |  |  |  |  |  |
| ${ }_{\text {O }}^{\text {Other operators }}$ Total | 1,600 8,872 | ${ }_{8,822}^{1,500}$ | 1,554 9,067 | 1,607 9,128 | $\begin{aligned} & 1,414 \\ & 9,100 \end{aligned}$ | $\begin{aligned} & 1,263 \\ & 9,111 \end{aligned}$ | $\begin{aligned} & 1,264 \\ & 8,975 \end{aligned}$ | 1,138 8,809 |
|  |  | 1\% | 3\% | 1\% |  | 0\% | -1\% |  |
| \% Change |  | -1\% | 3\% | 1\% | 0\% | 0\% | -1\% | -2\% |


|  | Number of employees |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | at 31 Mar | at 31 Mar | at 31 Mar | at 31 Mar | at 31 Mar | at 31 Mar | at 31 Mar | at 30 Sept |
|  | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2015 |
| Number of employees | n/a | 54,956 | 55,411 | 55,882 | 55,332 | 52,527 | 51,400 | 52,566 |
|  | Social responsibility data |  |  |  |  |  |  |  |
|  | Apr 2008 | Apr 2009 | Apr 2010 | Apr 2011 | Apr 2012 | Apr 2013 | Apr 2014 | Oct 2014 |
|  | Mar 2009 | Mar 2010 | Mar 2011 | Mar 2012 | Mar 2013 | Mar 2014 | Mar 2015 | Sept 2015 |
| New self-exclusions | 11,424 | 16,312 | 20,977 | 20,303 | 22,577 | 24,470 | 30,964 | 29,946 |
| Known breaches of selfexclusion | 4,033 | 8,389 | 10,509 | 11,071 | 14,850 | 19,586 | 20,475 | 19,635 |
| Number of individuals who cancelled their self-exclusion after minimum period | 1,160 | 1,867 | 2,774 | 2,720 | 3,780 | 4,743 | 6,290 | 6,242 |
| Challenged upon entry but unable to prove age | 87,727 | 521,505 | 565,510 | 523,483 | 588,358 | 580,989 | 518,244 | 475,6 |
| Challenged when attempting to gamble but unable to prove age | 22,008 | 70,282 | 90,384 | NA | NA | NA | NA | NA |
| Challenged having gambled but unable to prove age | NA | NA | NA | 34,606 | 27,383 | 27,203 | 27,445 | 23,6 |


Non-remote on-course betting GGY
 - Horses -Other $\square_{\text {Dogs }-\% \text { Change }}$
Non-remote pool betting GGY


[^0]8. As of October 2011, the question 'challenged when attempting to gamble but unable to prove age' and the guidance is
9. This publication uses the employee figures detaiied on the latest regulatory return submitted before the reporting date


[^0]:    Notes on the data in this section

    1. All years above refer to the period April-March unless othervise stated.
    2. The "Other" category captures all betting activity outside tose lisill
    
    3. "Aggregated categories" refers to $G$ GY figures that have been provided but not broken down by machine category.
    4. The Tote warc purchased by Betfred, hence the merging of their premises numbers in the tabtications. abe
    5. "other operators' figures in the premises table were based on estimations in
     represents sthe number of separate encidents, rather than the number of individuals. The majority of the figures in the 'known breaches / attempted breaches of seff exclusion' field are incidents where a customer has attempted to breach their self exclusion but has been successfully detected and prevented from gambling by the operator.
    6. As of October 2011, the question 'chall
