



KEY MEDIA STATISTICS

Calls to National Debtline on an annual basis	
1994	36,321
1996	59,375
1998	116,608
2000	127,466
2002	107,690
2003	129,526
2004	131,206
2005	245,882
2006	274,442
2007	208,224
2008	256,173
2009	405,167

CLIENT PROFILE INFORMATION

Gender	
Female	49.92%
Male	50.08%

Employment status	
Armed forces	0.11%
Carer	0.81%
Caring for dependants	4.81%
Disabled	2.03%
Full-time employed	38.25%
In prison	0.09%
Part time employed	11.57%
Pensioner	4.82%
Self-employed	11.02%
Sick	6.16%
Student	1.59%
Temping	1.01%
Unemployed	17.73%

Age	
Under 18	0.11%
18 – 24	8.60%
25 – 35	29.81%
36 – 50	41.64%
51 – 65	16.34%
65 +	3.50%

Marital status	
Divorced	5.51%
Lone parent	3.43%
Married/living with partner	51.51%
Separated	6.48%
Single	31.00%
Widowed	2.07%

Where callers hear about National Debtline	
Advice agency	13.82%
Banks / building society	12.50%
BT directory	2.27%
Friend / relative	8.57%
Internet	36.93%
Media	3.70%
Yellow Pages	2.46%
All others	5.19%

The type of debt our callers have	
Bank / building society loans / overdrafts	71.76%
Benefit/tax credit overpayments	2.47%
Business debt	3.51%
Catalogues	11.62%
Council Tax	14.60%
Credit cards/ charge cards/ store cards	69.08%
Family debt	2.38%
Finance house loan	4.18%
Fuel	12.41%
Hire purchase/conditional sale	8.14%
Mortgage arrears	10.60%
Mortgage shortfall	1.91%
Rent arrears	6.55%
Secured loan / second mortgage	4.64%
Student loans	1.35%
Tax/national insurance	2.62%
Telephone	4.72%
Water	4.92%
Other	5.81%

Amount of debt	
None	2.02%
£1 - £5,000	20.54%
£5,000- £15,000	29.55%
£15,000- £25,000	18.16%
£25,000- £50,000	20.20%
£50,000- £100,000	7.78%
£100,000+	1.75%