

# a year on kooth 18/19

Kooth is the largest Mental Health and Emotional Wellbeing platform for Children and Young Adults living in the UK. Available for around half of all areas across England and Wales†, Kooth gives Young People under the age of 20 fast, free and anonymous access to professional counsellors with safe online support 365 days a year.

**kooth**

“The online counselling on Kooth is fab, I feel supported and listened to and the counsellors here are so great at understanding how I am feeling and they help me to deal with things that I may not be able to say with words.”

**2018**

## 638,000 logins

Every 50 seconds somebody logs into Kooth

**1 in 2** young people\* have access to Kooth

\*aged 11 - 19 years in England and Wales

**2018**

## 98,000 unique logins

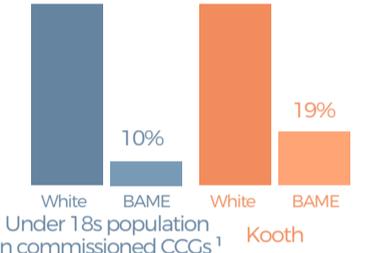
### Kooth keeps growing!

In the last four years, Kooth has grown

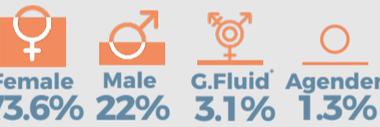


Our users are **2X** more diverse than their local populations.

We're reaching even deeper into our local communities, with high engagement of BAME users.



Kooth is providing a safe space for users to be themselves.



**4.4%** of users identify as a non-binary gender (compared to 0.4% of the UK Population)<sup>2</sup>

young people are **goal setters** (and they're making real progress too!)

**6.8\*** Average Goal Movement

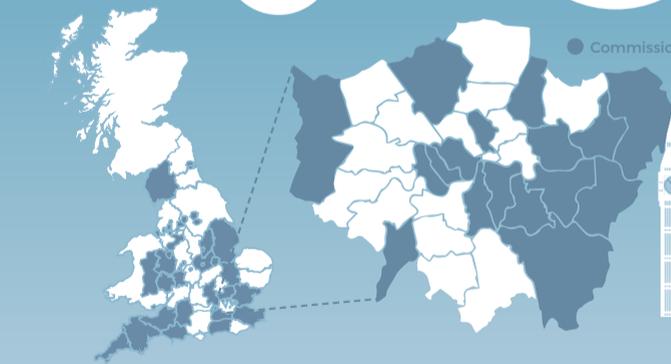
12K Goals Achieved or progressed

\*The minimum value for a goal is 0 and the maximum is 10. All goals start with a value of 0 and the higher the score the more the young person feels they are achieving that goal.

**top user goals 2018**

- Getting Professional Help
- Self-care or Self-help
- Emotional Exploration
- Overcoming Anxiety
- Emotional Regulation

Gender Identity remains a popular forum topic on Kooth, as well as the LGBTQ+ articles on Kooth Magazine.

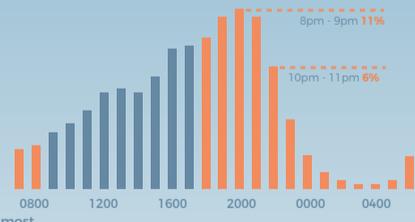


**97 CCGs<sup>†</sup>** (Clinical Commissioning Groups) now give free Kooth access including seventeen in LONDON

Kooth doesn't stop, we're here **365 days a year.**



Mid-week is our most popular time. users are the most active between 8pm and 9pm.



**53%** of our users found out about Kooth through their school or teacher which might have something to do with...

**95%** of our users would recommend Kooth to a friend.

**72%** of Kooth logins are outside of normal office hours. Our platform is more accessible for young people with busy schedules.

Our team visited over **1,500** school assemblies & classrooms in 2018

2018 saw us reach more young people than ever before. We're determined to grow even bigger in 2019 and make Kooth available to as many young people as we can.



**#ayearonkooth**

Charts in this infographic are for illustrative purposes only

Statistics and Sources:

1. EPI Report, 2017: <https://bit.ly/2EiXy0d>

2. Practical Androgyny: UK Census Research (2014)

<sup>†</sup>Kooth's commissioned areas are local CCGs and Welsh Health Boards