

# 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<sup>†</sup>, 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

**560%**

2015  
112K

2016  
234K

2017  
452K

638K

2018  
638K

young people  
are **goal setters**

(and they're making real progress too!)



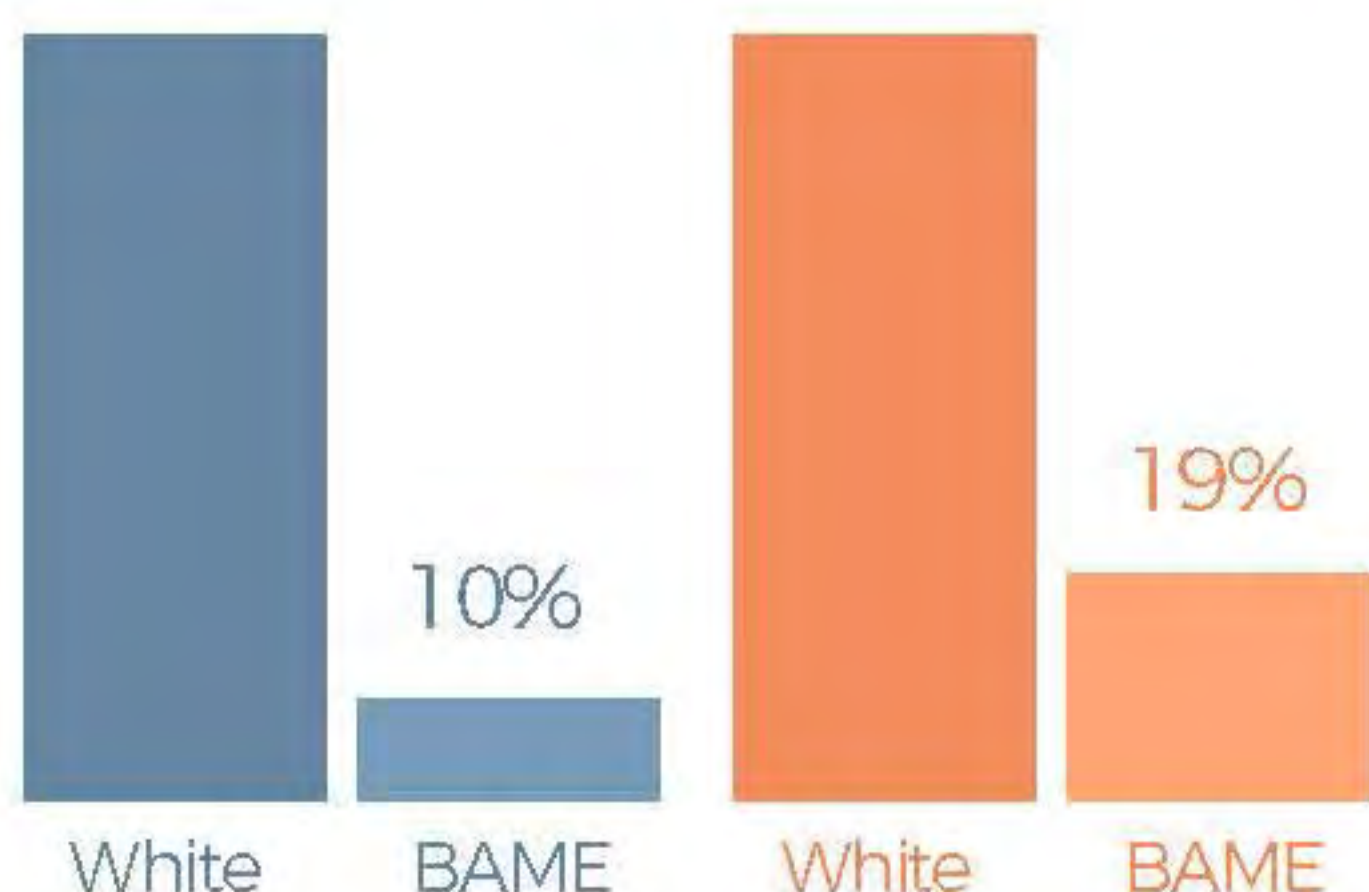
**6.8\*** Average Goal Movement

**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.

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.



Under 18s population in commissioned CCGs<sup>1</sup> Kooth



Getting Professional Help



Self-care or Self-help



Emotional Exploration

top user goals 2018



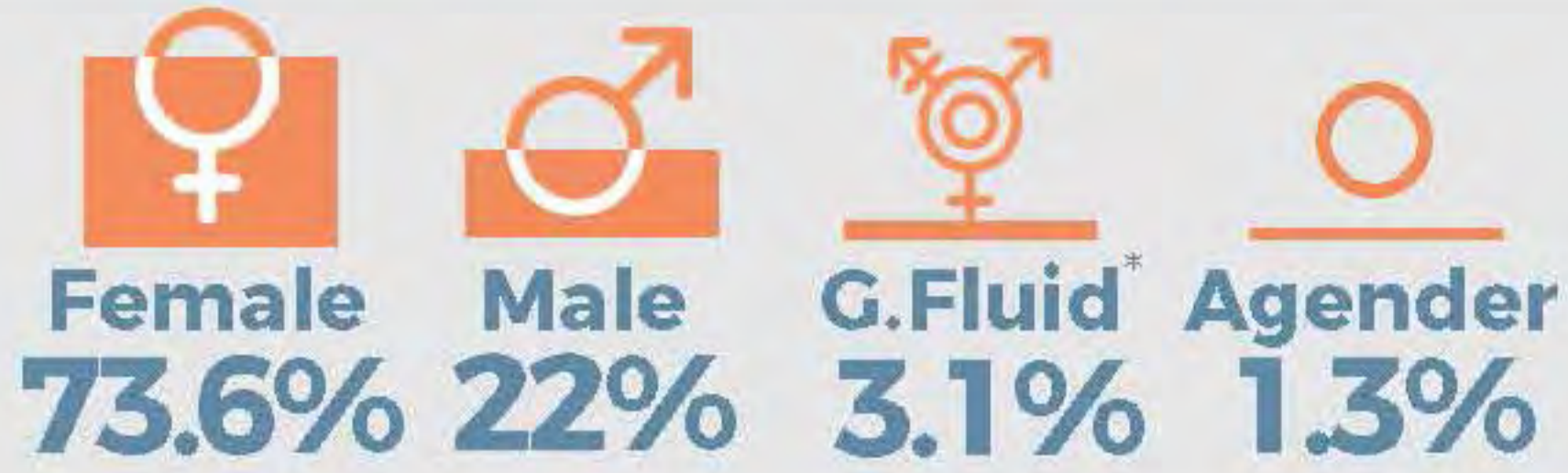
Kooth is providing a safe space for users to be themselves.



Overcoming Anxiety



Emotional Regulation



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

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

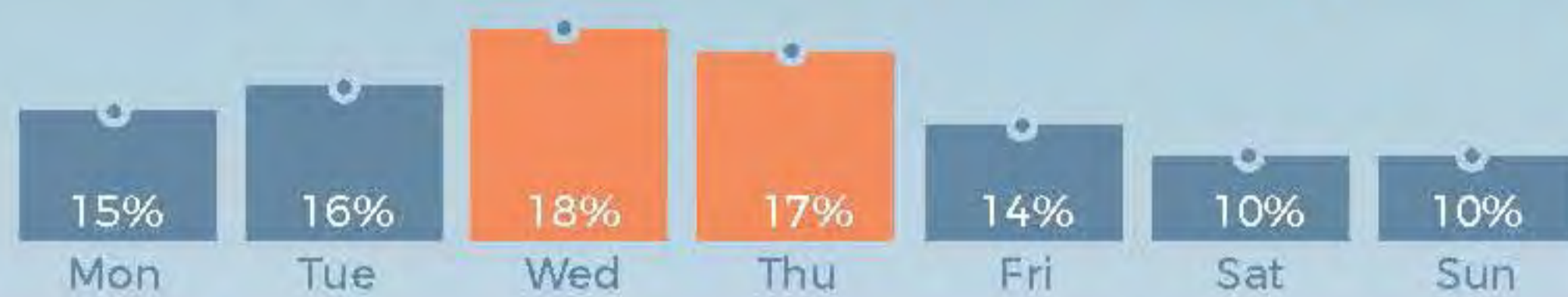
"I just wanna say thank you for the support and help you give to people like me. I've got lots of help from LGBTQ+ groups on here, I finally feel like I can be who I wanna be and not feel like I have to hide anymore".



● Commissioned Areas

**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.**



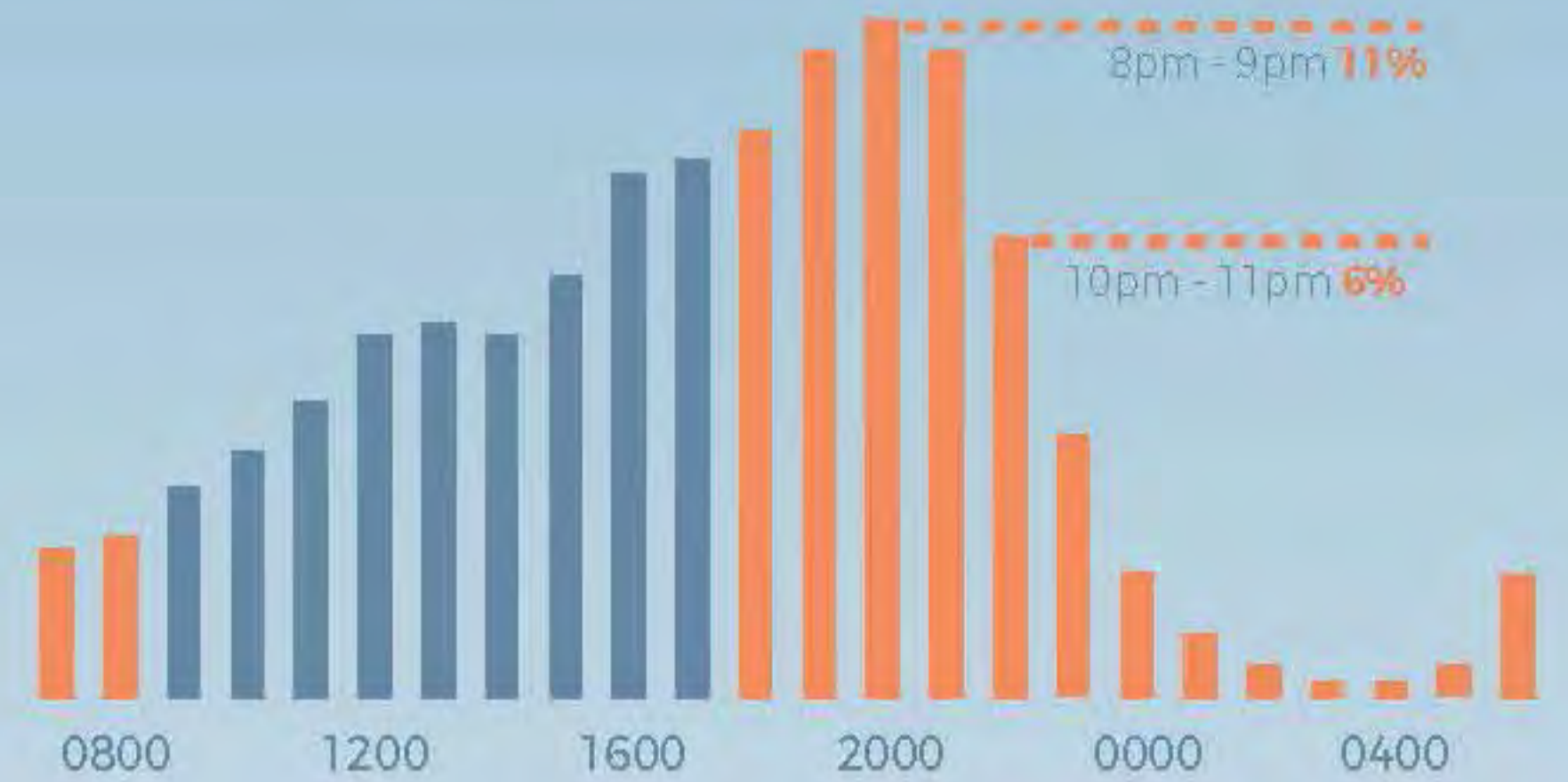
Mid-week is our most popular time. users are the most active between 8pm and 9pm.

**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.



◀ Kooth's most popular time



**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/2EkYbrD>

2. Practical Androgyny, UK Census Research (2014)

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

