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.

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 doesn’t stop, we’re here 365 days a year.

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

#ayearonkooth

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

638,000 logins
Every 50 seconds somebody logs into Kooth

"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".

In the last four years, Kooth has grown

In 2018, Kooth achieved 6.8* Average Goal Movement

12% of our users found out about Kooth through their school or teacher, which might have something to do with...

72% of our users would recommend Kooth to a friend.

Statistics and Sources:
2. Practical Androgymy, UK Census Research (2014)
4. Statistics that highlight the number of users who identify as trans or gender fluid.

"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."

560% increase from 2015 to 2018
36% increase from 2016 to 2017
10% increase from 2017 to 2018
19% increase from 2015 to 2016

638K 2018
452K 2017
112K 2015

0800             1200             1600             2000             0000            0400
8pm - 9pm
11pm - 12am
2am - 3am
3am - 4am

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

Kooth’s commissioned areas are local CCGs and Welsh Health Boards

"1 in 2 young people have access to Kooth"

In the last four years, Kooth has grown in commissioned CCGs

Commissioned Areas

Mid-week is our most popular time.

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

Kooth keeps growing!
In the last four years, Kooth has grown

15% 16% 18% 17% 14% 10% 10%

97 CCGs (Clinical Commissioning Groups) now give free Kooth access including seventeen in LONDON

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

Our users are goal setters (and they’re making real progress too!)

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

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

"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."