



1. Children aged 5-16 spend at least 6 hours a day looking at screens (source: Specsavers).
2. By age 11, 91% of UK children have their own smartphone (source: Guardian)
3. In 2023, the average time spent by a child on TikTok was over 2 hours a day (source: Statista).
4. A 2019 survey showed that half of the parents were concerned about the effects of screen time on their child's health (source: Gov).
5. Over 70% of young people in the UK are not active for 1 hour a day (source: Parliament).