



- In 2021, Ofcom completed a survey that concluded 99% of households with children have internet access.
- Children aged between 5-16 spend at least 6 hours a day looking at screens - split between gaming, television and mobile phones (source: Specsavers).
- Older children falling into the 11-14 year old bracket increase their daily screen time usage to around 9 hours (source: The Independent).
- By age 11, 91% of UK children have their own smartphone (source: Guardian).
- In 2023, the average time spent by a child on TikTok was 127 minutes a day (source: Statista).
- A 2019 survey concluded that 47% of parents were concerned around the effects of screen use on their children's health (source: Gov).
- Research shows that excessive screen time can contribute to child obesity, poor mental health and disrupted sleep (source: Parliament).
- Over 70% of young people in the UK do not complete at least one hour of physical activity a day (source: Parliament).