IN TWO DECADES, EVERYTHING'S CHANGED

2004 → 2024

2004
Nokias ruled

2007
The first iPhone launches

2008
Apple app store opens

2012
4G launches in the UK, enabling internet everywhere

2024
89% of 12-year-olds own a smartphone, permanently connected to the internet via 4g/5g

YOUNG PEOPLE WISH THINGS WERE DIFFERENT

67%
of 16-18 year olds think smartphones are harmful

Parentkind poll, 2024

1in5
of 16-18 year olds have felt “life is not worth living” due to social media

Parentkind poll, 2024

50%
of teens say they are “addicted” to social media

Millennium Cohort Study, 2024

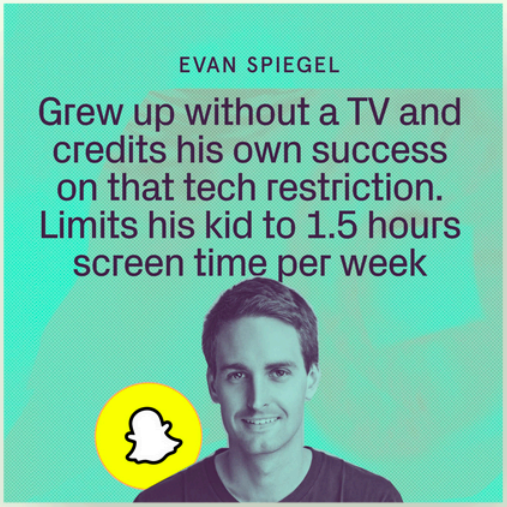
“The mental health crisis among young people is an emergency. It is time to require a warning label on social media platforms.”

Dr Vivek Murthy
US Surgeon General, 2024

“Behind every screen on your phone, a thousand engineers have worked to make it maximally addicting. Children are particularly susceptible to this kind of manipulative design.”

Aza Raskin
Co-inventor of ‘infinite scroll’, turned campaigner

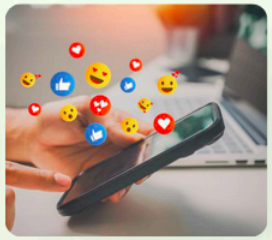
It’s little wonder that many of the people who created this technology keep it away from their kids



OUR RECOMMENDED APPROACH

- Simple phone until at least the end of Year 9
- Delay social media until 16
- Internet & WhatsApp access via a shared family computer
- Track with an Airtag if you want to know where they are

SMARTPHONE



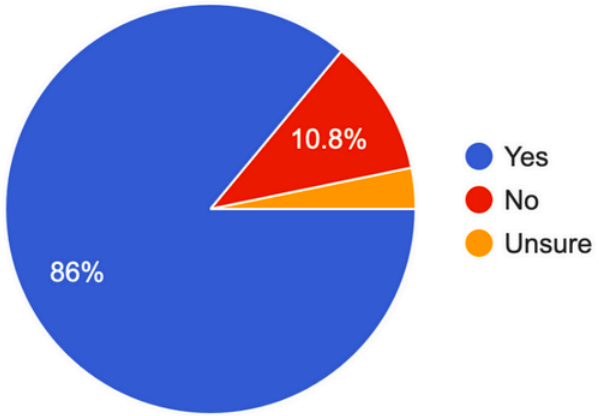
SOCIAL MEDIA

SIMPLE PHONE

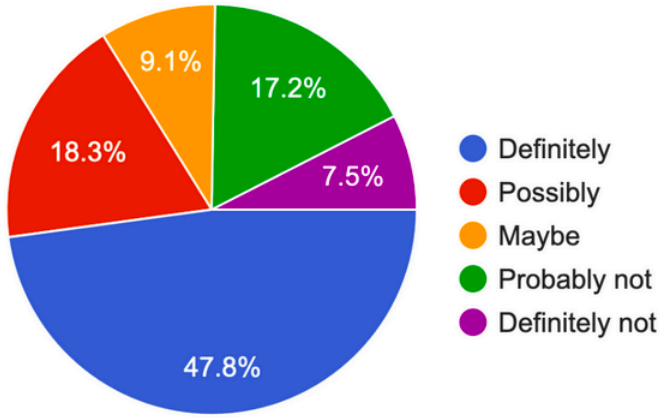
FAMILY COMPUTER

When Grove parents were surveyed, they said…

Do you have any concerns regarding your child/ren having their own smartphone?



If other parents delayed giving smartphones, would this impact the decisions you would make for your own children?



What are the impacts of smartphones?

Harmful images

50% of UK 12 year-olds have seen hardcore content

Addiction

46% of teens say they use their phone "almost constantly"

Mental health

24% of UK 17 year-olds have self-harmed in the previous year

Bullying

84% of bullying of children who have smartphones is online