

EXHIBIT 8

States v. Meta
Unique Instagram and Facebook Teens

Schedule 6.3.1

State	[1]	[2]	[3]		[4]	[5]	[6]		[7]		[8]	
	Calculation Method 1 - Lower Bound		Calculation Method 2 - Conservative Estimate		Unique IG Teen MAPs (2018.02 - 2024.03)	Unique IG Teen MAPs (2012 - 2024.03)	Calculation Method 1 - Lower Bound		Calculation Method 2 - Conservative Estimate		Unique IG Teen MAPs (2012 - 2024.03)	Unique FB Teen MAPs (2012 - 2024.03)
	Unique IG Teen MAPs (2018.02 - 2024.03)	Unique FB Teen MAPs (2012 - 2024.03)	Unique IG Teen MAPs (2018.02 - 2024.03)	Unique FB Teen MAPs (2012 - 2024.03)			Unique IG Teen MAPs (2012 - 2024.03)	Unique FB Teen MAPs (2012 - 2024.03)				
Arizona	873,379	644,208	1,052,175	872,813	135,967		1,009,346	644,208		1,188,142	872,813	
California	4,738,551	3,850,308	5,743,407	4,633,849	769,221		5,507,772	3,850,308		6,512,629	4,633,849	
Colorado	683,586	534,766	838,443	705,729	97,473		781,058	534,766		935,915	705,729	
Connecticut	435,613	278,138	533,073	390,428	63,536		499,149	278,138		596,609	390,428	
Delaware	113,225	70,095	138,697	97,515	17,390		130,615	70,095		156,088	97,515	
Hawaii	158,948	130,350	196,361	148,296	24,936		183,884	130,350		221,298	148,296	
Idaho	231,318	166,312	291,431	235,465	35,173		266,490	166,312		326,603	235,465	
Illinois	1,631,810	1,246,715	1,977,216	1,688,842	240,394		1,872,204	1,246,715		2,217,610	1,688,842	
Indiana	881,517	641,576	1,077,255	910,997	131,890		1,013,406	641,576		1,209,145	910,997	
Kansas	391,356	297,454	491,387	451,598	54,053		445,409	297,454		545,440	451,598	
Kentucky	560,536	434,943	699,545	637,880	87,879		648,415	434,943		787,424	637,880	
Louisiana	598,346	388,622	712,712	553,896	89,355		687,701	388,622		802,067	553,896	
Maine	132,179	118,890	163,457	170,466	21,110		153,289	118,890		184,566	170,466	
Maryland	705,666	461,137	850,107	633,554	112,290		817,956	461,137		962,396	633,554	
Minnesota	685,404	486,456	860,432	687,660	100,039		785,443	486,456		960,472	687,660	
Nebraska	265,721	192,070	321,675	275,828	38,239		303,961	192,070		359,915	275,828	
New Jersey	1,072,255	677,752	1,325,059	938,097	171,506		1,243,761	677,752		1,496,565	938,097	
New York	2,062,016	2,025,716	2,589,106	2,491,678	339,976		2,401,993	2,025,716		2,929,082	2,491,678	
North Carolina	1,311,143	870,620	1,597,427	1,214,639	208,319		1,519,462	870,620		1,805,746	1,214,639	
Ohio	1,444,642	1,051,723	1,773,890	1,463,892	221,329		1,665,971	1,051,723		1,995,218	1,463,892	
Oregon	486,687	344,347	588,302	471,107	67,928		554,615	344,347		656,230	471,107	
Pennsylvania	1,515,491	1,026,070	1,847,718	1,399,603	231,948		1,747,440	1,026,070		2,079,667	1,399,603	
Rhode Island	113,751	81,663	147,226	114,128	18,569		132,319	81,663		165,794	114,128	
South Carolina	659,426	432,456	758,767	617,985	98,203		757,628	432,456		856,969	617,985	
South Dakota	96,378	84,495	123,135	124,412	14,723		111,101	84,495		137,858	124,412	
Virginia	1,010,978	756,578	1,272,938	1,000,825	161,429		1,172,407	756,578		1,434,367	1,000,825	
Washington	895,224	779,188	1,117,389	863,856	130,580		1,025,804	779,188		1,247,969	863,856	
West Virginia	203,900	173,398	244,955	254,792	32,598		236,498	173,398		277,552	254,792	
Wisconsin	716,867	543,373	852,754	766,362	104,693		821,560	543,373		957,447	766,362	
Total MDL States	24,675,912	18,789,417	30,186,039	24,816,192	3,820,745		28,496,658	18,789,417		34,006,784	24,816,192	
Other States	16,582,441	11,451,624	20,103,670	15,788,543	2,418,768		19,001,209	11,451,624		22,522,438	15,788,543	
Total U.S.	41,258,354	30,241,042	50,289,709	40,604,735	6,239,513		47,497,867	30,241,042		56,529,222	40,604,735	

Sources and Notes

- [1] Schedule 6.3.2.
- [2] Schedule 6.3.3.
- [3] Schedule 6.3.4.
- [4] Schedule 6.3.5.
- [5] Schedule 2.1.