

Other States	651,448	946,555	1,502,105	1,652,487	1,699,460	1,776,896	2,115,200	2,221,518	2,631,489	1,683,566	1,852,268	1,686,858
Total U.S.	1,711,028	2,486,124	3,945,276	4,340,255	4,463,630	4,667,014	5,555,570	5,759,057	6,755,701	4,378,427	4,758,355	4,296,402

9-12 Year Old Instagram DAP as a Percentage of United States 9-12 Year Old DAP [5]

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Arizona	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.23%	2.18%	2.15%	2.25%	2.17%	2.12%
California	12.78%	12.78%	12.78%	12.78%	12.78%	12.78%	12.54%	12.69%	13.24%	12.64%	12.61%	12.27%
Colorado	1.54%	1.54%	1.54%	1.54%	1.54%	1.54%	1.64%	1.52%	1.44%	1.56%	1.58%	1.71%
Connecticut	1.04%	1.04%	1.04%	1.04%	1.04%	1.04%	1.07%	1.06%	1.02%	1.01%	0.97%	1.01%
Delaware	0.28%	0.28%	0.28%	0.28%	0.28%	0.28%	0.27%	0.28%	0.28%	0.30%	0.29%	0.30%
Hawaii	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.38%	0.40%	0.40%	0.47%	0.44%	0.45%
Idaho	0.56%	0.56%	0.56%	0.56%	0.56%	0.56%	0.58%	0.52%	0.51%	0.64%	0.61%	0.55%
Illinois	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.97%	3.98%	3.73%	3.62%	3.54%	3.75%
Indiana	2.08%	2.08%	2.08%	2.08%	2.08%	2.08%	2.12%	2.06%	1.99%	2.14%	2.05%	2.15%
Kansas	0.84%	0.84%	0.84%	0.84%	0.84%	0.84%	0.87%	0.84%	0.78%	0.88%	0.89%	0.94%
Kentucky	1.36%	1.36%	1.36%	1.36%	1.36%	1.36%	1.32%	1.35%	1.30%	1.47%	1.38%	1.33%
Louisiana	1.38%	1.38%	1.38%	1.38%	1.38%	1.38%	1.40%	1.28%	1.31%	1.53%	1.50%	1.46%
Maine	0.33%	0.33%	0.33%	0.33%	0.33%	0.33%	0.32%	0.33%	0.32%	0.34%	0.33%	0.30%
Maryland	1.83%	1.83%	1.83%	1.83%	1.83%	1.83%	1.76%	1.83%	1.85%	1.87%	1.82%	1.82%
Minnesota	1.61%	1.61%	1.61%	1.61%	1.61%	1.61%	1.75%	1.63%	1.49%	1.55%	1.77%	1.63%
Nebraska	0.61%	0.61%	0.61%	0.61%	0.61%	0.61%	0.64%	0.62%	0.58%	0.62%	0.72%	0.69%
New Jersey	2.83%	2.83%	2.83%	2.83%	2.83%	2.83%	2.83%	2.82%	2.85%	2.82%	2.82%	2.74%
New York	5.44%	5.44%	5.44%	5.44%	5.44%	5.44%	5.55%	5.63%	5.41%	5.17%	4.85%	4.76%
North Carolina	3.32%	3.32%	3.32%	3.32%	3.32%	3.32%	3.30%	3.27%	3.31%	3.39%	3.32%	3.31%
Ohio	3.51%	3.51%	3.51%	3.51%	3.51%	3.51%	3.50%	3.36%	3.57%	3.58%	3.54%	3.48%
Oregon	1.09%	1.09%	1.09%	1.09%	1.09%	1.09%	1.13%	1.09%	1.05%	1.09%	1.18%	1.24%
Pennsylvania	3.72%	3.72%	3.72%	3.72%	3.72%	3.72%	3.74%	3.72%	3.78%	3.64%	3.53%	3.68%
Rhode Island	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.29%	0.30%	0.30%	0.31%	0.30%	0.27%
South Carolina	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.43%	1.50%	1.48%	1.60%	1.58%	1.57%
South Dakota	0.23%	0.23%	0.23%	0.23%	0.23%	0.23%	0.22%	0.22%	0.21%	0.29%	0.26%	0.24%
Virginia	2.62%	2.62%	2.62%	2.62%	2.62%	2.62%	2.66%	2.62%	2.59%	2.61%	2.60%	2.53%
Washington	2.10%	2.10%	2.10%	2.10%	2.10%	2.10%	2.12%	2.19%	2.06%	2.02%	2.20%	2.35%
West Virginia	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.48%	0.47%	0.53%	0.48%	0.42%
Wisconsin	1.66%	1.66%	1.66%	1.66%	1.66%	1.66%	1.78%	1.68%	1.56%	1.61%	1.77%	1.66%
Other States	38.07%	38.07%	38.07%	38.07%	38.07%	38.07%	38.07%	38.57%	38.95%	38.45%	38.93%	39.26%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Sources and Notes

[1] 2019 - 2023 DAP percentages are based off of Schedule 7.4. Percentages for 2012 - 2018 are computed with reference to IG Teen Saturation Rate and the relationship to 9-12 Year Old Daily usage responses with

[2] Schedule 2.5.

[3] 2012-2018 calculated as the average of 2019-2023.

[4] Schedule 7.3.

[5] 2018-2023 is from Schedule 2.6. 2012-2017 is calculated as the average for each state for the years 2018-2021.

[6] Teen DAU percentages by state (META3047MDL-188-00000001).

Other States	1,758,932	1,760,948	1,755,698	1,831,784	1,861,604	1,931,121	1,955,136	1,979,172	3,083,198	2,219,969	1,963,837	2,403,892
Total U.S.	4,786,711	4,781,625	4,744,643	4,782,658	4,851,993	4,939,146	4,946,703	4,912,137	7,600,164	5,388,833	4,758,355	5,783,618

9-12 Year Old Facebook DAP as a Percentage of United States 9-12 Year Old DAP [6]

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Arizona	2.20%	2.33%	2.45%	2.33%	2.46%	2.46%	2.47%	2.40%	2.36%	2.19%	2.02%	1.86%
California	13.97%	13.32%	12.38%	10.93%	9.35%	8.79%	7.72%	7.57%	7.49%	7.16%	8.32%	8.56%
Colorado	1.81%	2.05%	2.26%	2.32%	2.36%	2.31%	2.30%	2.17%	2.07%	1.89%	1.70%	1.56%
Connecticut	1.06%	1.04%	1.04%	1.09%	1.09%	1.02%	0.98%	0.92%	0.85%	0.79%	0.78%	0.75%
Delaware	0.24%	0.22%	0.21%	0.19%	0.21%	0.20%	0.20%	0.22%	0.21%	0.22%	0.23%	0.24%
Hawaii	0.46%	0.43%	0.35%	0.26%	0.27%	0.25%	0.25%	0.21%	0.23%	0.23%	0.24%	0.28%
Idaho	0.57%	0.65%	0.70%	0.70%	0.75%	0.76%	0.76%	0.69%	0.61%	0.59%	0.59%	0.57%
Illinois	4.24%	4.38%	4.53%	4.77%	4.76%	4.75%	5.00%	4.73%	4.86%	4.54%	4.09%	3.79%
Indiana	2.01%	2.02%	2.05%	2.09%	2.30%	2.38%	2.63%	2.67%	2.76%	2.79%	2.70%	2.67%
Kansas	0.90%	0.94%	1.02%	1.07%	1.20%	1.26%	1.38%	1.43%	1.37%	1.38%	1.29%	1.33%
Kentucky	1.26%	1.23%	1.22%	1.20%	1.31%	1.36%	1.53%	1.75%	2.11%	2.29%	2.23%	2.28%
Louisiana	1.19%	1.05%	0.98%	0.88%	1.01%	1.02%	1.17%	1.30%	1.41%	1.56%	1.56%	1.66%
Maine	0.40%	0.46%	0.51%	0.56%	0.58%	0.61%	0.65%	0.61%	0.54%	0.56%	0.54%	0.49%
Maryland	1.58%	1.45%	1.43%	1.49%	1.51%	1.45%	1.29%	1.31%	1.25%	1.29%	1.42%	1.44%
Minnesota	1.68%	1.72%	1.78%	1.89%	1.92%	1.94%	1.95%	1.89%	1.80%	1.83%	1.74%	1.73%
Nebraska	0.60%	0.63%	0.68%	0.74%	0.82%	0.88%	0.94%	0.93%	0.82%	0.83%	0.80%	0.80%
New Jersey	2.52%	2.31%	2.30%	2.15%	2.27%	2.11%	2.00%	1.90%	1.78%	1.77%	1.87%	1.90%
New York	6.60%	6.34%	6.53%	6.19%	5.89%	5.81%	5.58%	5.48%	5.17%	4.67%	4.77%	4.88%
North Carolina	2.79%	2.74%	2.68%	2.76%	2.75%	2.76%	2.74%	2.76%	2.96%	3.17%	3.29%	3.50%
Ohio	3.53%	3.40%	3.37%	3.43%	3.53%	3.64%	3.73%	3.85%	4.14%	4.23%	4.05%	3.89%
Oregon	1.25%	1.36%	1.42%	1.40%	1.49%	1.37%	1.29%	1.19%	1.09%	1.05%	1.09%	1.09%
Pennsylvania	3.61%	3.55%	3.49%	3.58%	3.66%	3.68%	3.62%	3.58%	3.55%	3.63%	3.50%	3.34%
Rhode Island	0.28%	0.27%	0.27%	0.28%	0.31%	0.29%	0.30%	0.30%	0.31%	0.28%	0.26%	0.24%
South Carolina	1.31%	1.31%	1.34%	1.35%	1.49%	1.47%	1.63%	1.65%	1.76%	1.84%	1.79%	1.88%
South Dakota	0.24%	0.26%	0.28%	0.31%	0.35%	0.36%	0.40%	0.42%	0.40%	0.43%	0.41%	0.42%
Virginia	2.33%	2.71%	2.27%	2.24%	2.35%	2.33%	2.37%	2.35%	2.27%	2.32%	2.37%	2.41%
Washington	2.28%	2.48%	2.79%	2.70%	2.70%	2.63%	2.42%	2.18%	1.94%	1.86%	1.89%	1.83%
West Virginia	0.50%	0.52%	0.53%	0.51%	0.55%	0.55%	0.66%	0.76%	1.01%	1.06%	1.03%	0.99%
Wisconsin	1.83%	2.02%	2.15%	2.28%	2.41%	2.45%	2.54%	2.47%	2.32%	2.35%	2.15%	2.03%
Other States	36.75%	36.83%	37.00%	38.30%	38.37%	39.10%	39.52%	40.29%	40.57%	41.20%	41.27%	41.56%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

hin the Thorn study for years 2019-2023.