

9-12 Year Old Instagram Daily Active Persons

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Arizona	37,695	54,771	86,917	95,619	98,337	102,817	123,750	125,555	145,534	98,532	103,248	91,227
California	218,669	317,726	504,205	554,683	570,450	596,443	696,941	730,862	894,462	553,617	600,185	527,370
Colorado	26,359	38,299	60,778	66,863	68,763	71,896	91,018	87,763	97,210	68,344	75,336	73,524
Connecticut	17,786	25,844	41,012	45,118	46,400	48,515	59,713	60,825	68,641	44,268	45,999	43,585
Delaware	4,846	7,042	11,175	12,294	12,643	13,219	14,890	16,215	19,095	13,169	13,726	13,094
Hawaii	7,060	10,258	16,279	17,909	18,418	19,257	21,325	22,932	27,011	20,518	20,727	19,231
Idaho	9,636	14,002	22,219	24,444	25,139	26,284	32,012	30,117	34,571	28,103	28,879	23,457
Illinois	65,418	95,053	150,841	165,943	170,660	178,436	220,502	228,963	252,016	158,420	168,300	160,996
Indiana	35,542	51,643	81,952	90,157	92,720	96,945	117,552	118,380	134,694	93,859	97,379	92,388
Kansas	14,399	20,921	33,201	36,525	37,563	39,274	48,152	48,493	52,826	38,330	42,204	40,530
Kentucky	23,304	33,861	53,734	59,114	60,794	63,564	73,455	77,781	88,102	64,409	65,490	57,244
Louisiana	23,600	34,291	54,418	59,866	61,567	64,373	77,971	73,464	88,577	66,858	71,386	62,743
Maine	5,637	8,191	12,998	14,299	14,705	15,375	18,053	19,095	21,910	14,753	15,886	13,061
Maryland	31,292	45,467	72,153	79,377	81,633	85,353	97,814	105,381	125,235	81,927	86,419	78,248
Minnesota	27,466	39,907	63,330	69,670	71,650	74,915	97,371	93,945	100,553	67,799	84,087	69,933
Nebraska	10,518	15,282	24,252	26,680	27,438	28,688	35,451	35,441	39,350	27,270	34,184	29,582
New Jersey	48,442	70,387	111,698	122,881	126,374	132,132	157,304	162,458	192,433	123,644	134,236	117,728
New York	93,086	135,254	214,637	236,125	242,837	253,902	308,443	324,153	365,694	226,265	230,614	204,478
North Carolina	56,800	82,530	130,968	144,080	148,175	154,927	183,396	188,478	223,644	148,612	157,984	142,043
Ohio	59,976	87,145	138,292	152,136	156,461	163,590	194,665	193,617	241,226	156,938	168,640	149,320
Oregon	18,638	27,081	42,975	47,277	48,621	50,836	62,930	62,793	70,699	47,616	55,949	53,084
Pennsylvania	63,618	92,437	146,690	161,376	165,963	173,525	207,709	213,950	255,071	159,511	167,809	158,014
Rhode Island	5,080	7,382	11,714	12,887	13,253	13,857	15,940	17,205	19,947	13,431	14,165	11,687
South Carolina	25,713	37,360	59,288	65,223	67,078	70,134	79,716	86,293	99,873	70,029	75,172	67,590
South Dakota	3,980	5,783	9,178	10,096	10,383	10,857	12,058	12,498	14,061	12,622	12,404	10,112
Virginia	44,773	65,056	103,238	113,574	116,802	122,125	147,537	150,725	174,660	114,226	123,811	108,809
Washington	35,877	52,129	82,725	91,007	93,594	97,858	117,760	126,008	139,398	88,275	104,776	101,163
West Virginia	8,483	12,325	19,559	21,517	22,129	23,137	28,047	27,552	32,012	23,027	23,020	17,868
Wisconsin	28,369	41,220	65,413	71,962	74,008	77,380	98,893	96,598	105,708	70,490	84,071	71,436
Total MDL States	1,052,063	1,528,647	2,425,839	2,668,700	2,744,560	2,869,614	3,440,370	3,537,539	4,124,212	2,694,861	2,906,087	2,609,544
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

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	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Arizona	105,354	111,356	116,302	111,502	119,537	121,386	122,088	118,123	179,711	118,205	96,149	107,832
California	668,646	636,862	587,211	522,854	453,734	434,153	381,921	371,951	569,591	385,902	395,774	495,007
Colorado	86,582	98,186	107,397	110,790	114,375	114,125	113,980	106,656	157,355	101,716	80,761	90,365
Connecticut	50,602	49,603	49,329	52,171	52,707	50,368	48,422	44,957	64,250	42,546	37,070	43,212
Delaware	11,436	10,515	9,795	9,179	10,048	9,965	9,827	10,605	15,839	11,972	11,032	14,134
Hawaii	22,257	20,403	16,665	12,640	13,146	12,575	12,265	10,169	17,416	12,570	11,618	15,979
Idaho	27,304	30,925	32,978	33,479	36,473	37,689	37,465	34,110	46,373	32,037	28,017	33,203
Illinois	202,853	209,543	214,864	228,333	230,848	234,617	247,239	232,468	369,030	244,470	194,401	219,311
Indiana	96,370	96,604	97,291	100,171	111,675	117,360	130,200	131,081	209,549	150,586	128,258	154,341
Kansas	42,970	44,827	48,465	51,414	58,100	62,345	68,345	70,426	103,897	74,488	61,486	76,789
Kentucky	60,489	58,840	58,064	57,457	63,790	67,282	75,565	86,029	160,470	123,185	106,231	131,859
Louisiana	57,155	50,358	46,642	42,115	48,783	50,205	57,889	64,061	107,341	83,845	74,266	96,253
Maine	19,367	21,846	24,408	26,645	28,270	30,328	31,957	29,775	40,825	30,053	25,574	28,521
Maryland	75,779	69,212	67,752	71,178	73,446	71,734	63,888	64,537	95,019	69,773	67,530	83,397
Minnesota	80,519	82,194	84,385	90,331	92,968	96,005	96,419	93,035	136,762	98,425	83,020	99,864
Nebraska	28,672	30,004	32,400	35,516	39,911	43,321	46,515	45,528	62,564	44,538	37,988	46,510
New Jersey	120,526	110,545	109,077	102,623	110,173	104,436	98,687	93,355	135,468	95,621	89,041	109,670
New York	315,844	303,345	309,699	295,866	285,677	286,793	276,123	269,196	392,914	251,409	226,875	282,496
North Carolina	133,379	130,831	126,941	132,059	133,526	136,184	135,297	135,668	224,696	170,604	156,421	202,696
Ohio	168,999	162,559	159,916	163,917	171,349	179,539	184,554	189,095	314,757	228,000	192,875	225,108
Oregon	59,997	64,989	67,185	67,116	72,191	67,494	63,738	58,659	82,907	56,654	51,959	63,148
Pennsylvania	172,703	169,874	165,387	171,135	177,767	181,650	179,305	176,092	269,511	195,766	166,592	193,359
Rhode Island	13,271	13,039	12,683	13,535	15,037	14,510	14,767	14,793	23,697	15,032	12,410	13,683
South Carolina	62,712	62,594	63,534	64,726	72,139	72,751	80,577	80,872	133,870	99,239	85,285	108,468
South Dakota	11,570	12,462	13,366	14,716	16,762	17,713	19,666	20,708	30,636	23,037	19,735	24,325
Virginia	111,750	129,377	107,821	106,995	113,913	115,086	117,152	115,601	172,545	125,143	112,786	139,287
Washington	109,264	118,476	132,351	129,228	130,841	130,044	119,841	107,119	147,271	100,204	89,755	105,983
West Virginia	23,993	24,795	25,051	24,194	26,486	27,250	32,410	37,208	76,600	57,271	49,151	57,342
Wisconsin	87,417	96,513	101,987	108,990	116,716	121,116	125,464	121,087	176,101	126,574	102,457	117,582
Total MDL States	3,027,779	3,020,678	2,988,945	2,950,874	2,990,389	3,008,025	2,991,567	2,932,964	4,516,966	3,168,864	2,794,517	3,379,726
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