

Total Unique U13 Persons by Platform (2015 - 2023)

	Instagram	Facebook
Arizona	550,471	579,980
California	3,193,892	2,381,725
Colorado	403,586	529,155
Connecticut	263,383	241,026
Delaware	73,519	58,157
Hawaii	106,262	66,412
Idaho	137,723	173,147
Illinois	978,694	1,168,569
Indiana	531,278	661,814
Kansas	222,076	341,124
Kentucky	342,203	471,720
Louisiana	346,990	346,857
Maine	81,727	145,958
Maryland	463,707	375,669
Minnesota	411,802	486,263
Nebraska	162,203	219,139
New Jersey	710,183	524,353
New York	1,342,581	1,455,032
North Carolina	837,097	805,866
Ohio	873,731	992,025
Oregon	288,689	324,258
Pennsylvania	940,196	927,969
Rhode Island	73,488	72,201
South Carolina	386,869	435,636
South Dakota	57,795	102,561
Virginia	657,332	620,869
Washington	562,209	587,793
West Virginia	117,601	203,425
Wisconsin	423,093	597,338
Total MDL States	15,540,381	15,896,041
Other States	9,843,979	10,662,026
Total U.S.	25,384,360	26,558,068