



## ONGOING STATS BANK

*\*Note: Unless hyperlinked, all stats have been pulled directly from the ingestion materials shared by IFT/TOP.*

- **Sexual exploitation and exposure**

- 65% of child sex trafficking victims recruited on social media were recruited on Facebook; 14% on Instagram.
- 22% of minors on Instagram reported a sexually explicit interaction.
- TikTok-related child exploitation investigations increased seven-fold from 2019 to 2021.

- **Mental health, body image & self-esteem**

- More than 40% of teens said Instagram made them feel unattractive.
- 32% of teen girls said Instagram made body image struggles worse.
- Suicide rates among adolescent girls are [higher now](#) than ever recorded.
- Gen Z girls have [higher suicide rates](#) than previous generations across multiple countries.
- 14-year-old girls who spend five or more hours a day on social media are [three times as likely](#) to be depressed.
- Each additional hour on social media [raises depression risk](#) by 13% for adolescents.
- Anxiety [increased](#) 134% and depression 106% from 2010–2018, with Gen Z hit hardest.

- **Dangerous and addictive content**

- TikTok pushed self-harm content every 2.6 minutes and eating disorder content every 8 minutes to young users.
- Smoking carries about a 15% lifetime risk of lung cancer, typically later in life, while social media use leads to [near-immediate addiction](#) and negative effects for most kids.

- **Platform reach and daily use**

- The largest U.S. TikTok user group is ages 10–19.
- More than half of U.S. minors use TikTok daily.
- 67% of teens use TikTok, second only to YouTube.
- One in ten users [habitually watch](#) YouTube for more than two hours a day.
- [30% of users](#) ages 18–24 say YouTube cuts into sleep.

- **Drugs and advertising**

- One in four kids said they were advertised drugs on social media, including Meta platforms.