



## 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.