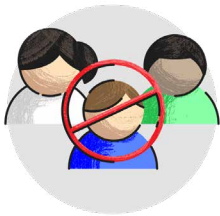
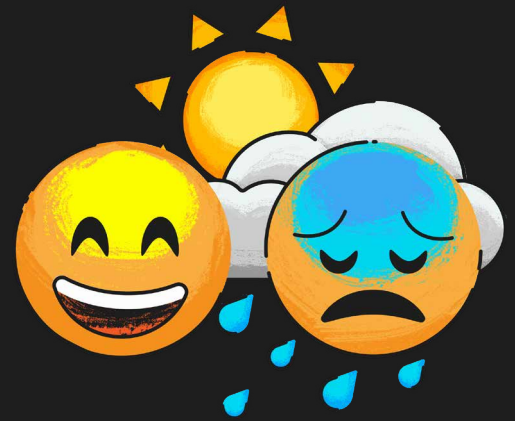


Bark's Annual Report on Children and Technology

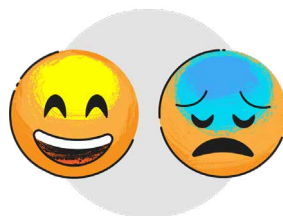
In 2019, Bark analyzed more than **873.8 million messages** across texts, email, YouTube, and 30+ apps and social media platforms. These findings exclude school-based accounts.

Our data can give parents and guardians important insights into what it's like to grow up on the internet today, allowing them to better protect their children while they use technology.



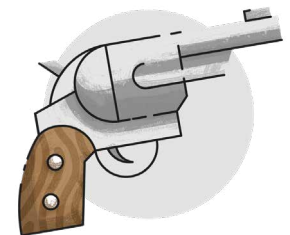
Cyberbullying

76.2% of tweens and **78.4%** of teens experienced cyberbullying as a bully, victim, or witness.



Mental Health

55.1% of tweens and **67.1%** of teens engaged in conversations about depression.



Violence

86.8% of tweens and **89.6%** of teens expressed or experienced violent subject matter/thoughts.



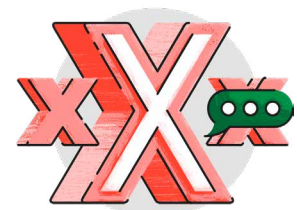
Drugs/Alcohol

75.5% of tweens and **84.6%** of teens engaged in conversations surrounding drugs/alcohol.



Self-Harm/Suicide

35.1% of tweens and **54.4%** of teens were involved in a self-harm/suicidal situation.



Sexual Content

70.7% of tweens and **84.0%** of teens encountered nudity or content of a sexual nature.