

## Social Networking

### Highlights

- Social Networks like Facebook and MySpace are increasingly popular activities.
- Social network users most value the increased ability to connect to people.

Source: eMarketer, December 2009. Chart 110112.

- The most popular social networking activities include posting status updates, commenting on pages, and uploading pictures.

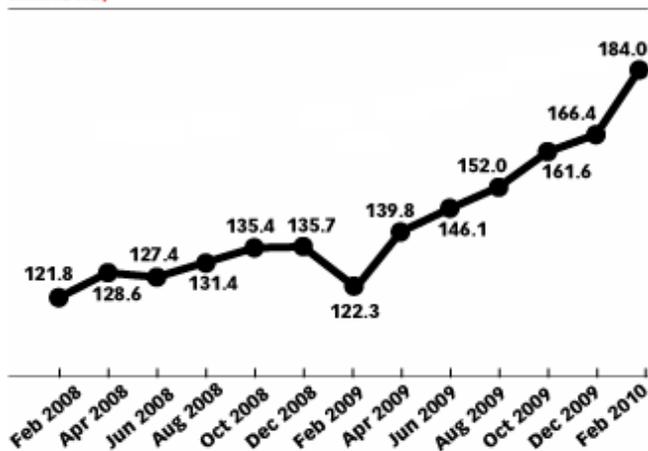
Source: eMarketer, March 2010. Chart 113512

Key eMarketer Numbers—Social Network Demographics and Usage	
<b>65.8%</b>	Percent of US Internet users visiting social networks monthly in 2014, up from 57.5% in 2010
<b>164.9 million</b>	Number of US Internet users visiting social networks monthly in 2014, up from 127.0 million in 2010
<b>69.3%</b>	Percent of US adult* Internet users visiting social networks monthly in 2014, up from 59.2% in 2010
<b>139.6 million</b>	Number of US adult* Internet users visiting social networks in 2014, up from 105.8 million in 2010
<b>85.7%</b>	Percent of US teen** Internet users visiting social networks monthly in 2014, up from 78.2% in 2010
<b>21.0 million</b>	Number of US teen** Internet users visiting social network sites in 2014, up from 18.6 million in 2010
Note: use at least monthly via any device; *ages 18+; **ages 12-17 Source: eMarketer, April 2010	

### Trends

The use of social networking sites has grown dramatically in the last few years, due in part by dramatic Facebook growth and the growth of mobile social networking. Not only do large segments of the population use social networks, they use the frequently.

**US Internet Users Who Visit Social Networking Sites, February 2008-February 2010 (unique visitors in millions)**



Source: comScore, provided to eMarketer, March 31, 2010

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**Frequency with Which US Internet Users Use Select Social Media Sites and Portals, February 2010 (% of respondents)**

	Facebook	Twitter	MySpace	Yahoo!	Google
Have never used	27%	75%	58%	12%	5%
Have an account but do not use	5%	10%	20%	9%	2%
Less than once a month	6%	4%	8%	16%	6%
At least once per month	5%	3%	4%	8%	6%
At least once per week	6%	2%	3%	6%	7%
A few times per week	12%	3%	3%	12%	17%
1-2 times per day	16%	2%	2%	13%	19%
3+ times per day	23%	2%	1%	25%	38%

Note: n=1,504 ages 18+; numbers may not add up to 100% due to rounding

Source: Chadwick Martin Bailey and iModerate Research Technologies as cited in press release, March 10, 2010

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eMarketer projects that mobile social network users in the United States will reach 32.7 million, or almost 40 percent of mobile internet users, by the end of 2010.

**US Mobile Social Network Users, 2008-2013 (millions and % penetration)**

	2008	2009	2010	2011	2012	2013
Mobile social network users	9.6	21.9	32.7	42.1	49.0	56.2
% of mobile phone users	4.2%	9.3%	13.5%	17.0%	19.5%	22.0%
% of mobile Internet users	18.9%	31.9%	39.2%	43.0%	44.1%	44.5%

Note: as of December for each year; CAGR (2008-2013)=42.4%  
Source: eMarketer, November 2009

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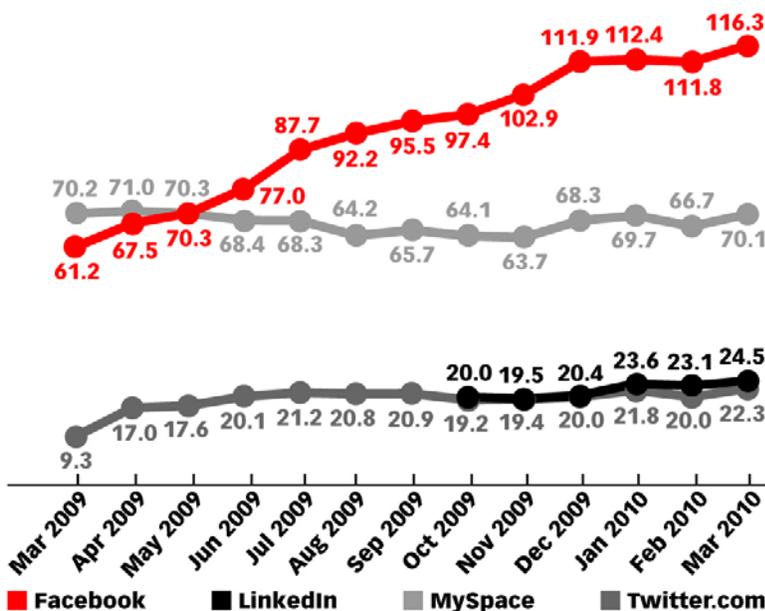
**Popular Social Networking Sites**

- Facebook is the largest social networking site, with 78% of social network users, followed by MySpace (51%) and LinkedIn(16%).
- Facebook is also the third largest web brand. Google and Yahoo are the first and second.  
*Source: eMarketer, March 2010. Chart 2000644.*
- Facebook had 500 million users as of June 2010. Those users are active – with 50% logging on each day. They are popular, too – the average user has 130 friends. In total, over 700 billion minutes are spent on Facebook each month.

Source:Facebook. Accessed from

113512http://www.fachttp://www.facebook.com/#!/press/info.php?statisticsebook.com/#!/press/info.php?statistics.

**US Unique Visitors to Select Social Media Sites, March 2009-March 2010 (millions)**



Source: comScore, provided to eMarketer, April 12, 2010

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## Demographics

### Age

- Teens and young adults (those aged 12-24 years) use social networks quite frequently, although the net increase in growth has slowed and eMarketer projects only 7.2 million new young adult users between 2009 and 2014.
- However, the Boomer Generation (age 46-64) has experienced the most rapid growth since 2008, with a 17% surge in users.
- During the same time frame, the number of seniors ages 65 and older using social networks will increase by 7.7 million.

### US Social Network Users, by Age, 2008-2014 (millions)

	2008	2009	2010	2011	2012	2013	2014
0-11	1.4	2.0	2.6	3.1	3.5	3.8	4.3
12-17	17.0	17.6	18.6	19.4	20.2	20.6	21.0
18-24	21.3	22.7	24.2	25.0	25.6	26.2	26.5
25-34	19.8	25.0	28.0	30.5	31.7	32.6	33.5
35-44	11.8	17.0	20.8	23.0	24.8	26.1	27.1
45-54	9.2	14.4	18.0	20.3	22.0	23.3	24.5
55-64	3.3	8.2	11.0	13.6	15.4	16.7	18.0
65+	0.7	2.3	3.8	5.3	7.2	8.6	10.0

Note: use at least monthly via any device  
Source: eMarketer, April 2010

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### Ethnicity

Ethnicity is not as big a determining factor of social network usage as age. White (49%) and Hispanic (50%) users are only slightly more likely than blacks (45%) to have used a social network.

### US Online Social Network Users and Usage, by Race/Ethnicity, September 2009 (% of Internet users in each group)

	Black	Hispanic	White	Total
Ever used an online social network	45%	50%	49%	47%
Used an online social network yesterday	26%	26%	28%	27%

Note: ages 18+  
Source: Pew Internet & American Life Project, "Usage Over Time," October 30, 2009

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**Sex**

- In general females are more social: 61% of adult female internet users have participate in social networks, versus 53% of adult male internet users.
- Although there are differences in gender usage by social networking site, and certain niche sites target audiences like moms, physicians or Hispanics.

