

Social Networks Data Brief

Highlights

MySpace is, by far, the most popular of the social networking sites, with Facebook in a distant, but rising, second place.

There are a number of other increasingly popular niche social network sites as well. The Division of eHealth Marketing, a unit of CDC's National Center for Health Marketing (NCHM), is currently forming partnerships with several of these sites.

MySpace:

- MySpace ranked as the second-most-viewed Web site in March 2006, and has consistently ranked as a top global site in 2006 and 2007.
- Additionally, according to Hitwise, MySpace is one of the most visited U.S. Web sites, accounting for almost **5% of all Internet visits**. At its peak in June 2007, the site accounted for 7% of all Internet visits.

From:

<http://www.time.com/time/business/article/0,8599,1675244,00.html>

Facebook:

- In the rapidly changing world of social networks, the number of visitors to Facebook has increased steadily. It recently ranked as the ninth most popular U.S Web site, accounting for about one percent of all Internet visits.

From: <http://www.time.com/time/business/article/0,8599,1675244,00.html>

US Unique Visitors to MySpace and Facebook, October 2006-October 2007 (thousands, % reach and % change)

	MySpace			Facebook		
	Unique visitors	% reach	% change vs. prior month	Unique visitors	% reach	% change vs. prior month
October 2006	56,053	32.0%	-	15,108	9.0%	-
November 2006	57,242	33.0%	2.1%	16,695	10.0%	10.5%
December 2006	60,887	35.0%	6.4%	19,105	11.0%	14.4%
January 2007	61,524	35.0%	1.0%	18,961	11.0%	-0.8%
February 2007	64,443	37.0%	4.7%	16,737	10.0%	-11.7%
March 2007	66,298	37.0%	2.9%	20,826	12.0%	24.4%
April 2007	66,778	37.0%	0.7%	23,042	13.0%	10.6%
May 2007	68,939	39.0%	3.2%	26,649	15.0%	15.7%
June 2007	70,478	39.0%	2.2%	27,965	16.0%	4.9%
July 2007	69,617	39.0%	-1.2%	30,557	17.0%	9.3%
August 2007	68,392	38.0%	-1.8%	33,745	19.0%	10.4%
September 2007	68,449	38.0%	0.1%	30,601	17.0%	-9.3%
October 2007	71,982	40.0%	5.2%	32,910	18.0%	7.5%
% change October 2006-October 2007	-	-	28.4%	-	-	118.0%

Note: home, work and university locations

Source: comScore Media Metrix, as cited in press releases, November 2006-November 2007; eMarketer calculations, December 2007

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www.eMarketer.com

Top 10 Social Networking Sites among US Internet Users, Ranked by Visits, December 2006 & December 2007 (% market share and % change)

	December 2006	December 2007	% change
1. MySpace	78.89%	72.32%	-8%
2. Facebook	10.59%	16.03%	51%
3. Bebo	0.99%	1.09%	10%
4. BlackPlanet.com	0.96%	1.04%	8%
5. Club Penguin	0.54%	0.80%	48%
6. Gaiaonline.com	0.58%	0.76%	31%
7. myYearbook	0.14%	0.73%	407%
8. hi5	0.64%	0.63%	-1%
9. Classmates	0.58%	0.55%	-7%
10. Yahoo! 360	0.91%	0.54%	-40%

Source: Hitwise as cited in press release, January 16, 2008

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Average Time Spent per Visitor to the Top Five Social Networking Sites* among US Internet Users, December 2006 & December 2007 (mins:secs and % change)

	December 2006	December 2007	% change
1. MySpace	30:05	29:36	-2%
2. Facebook	09:56	19:51	100%
3. Bebo	29:19	30:24	4%
4. BlackPlanet.com	22:26	25:16	13%
5. Club Penguin	12:00	13:27	12%

Note: *ranked by market share of visits

Source: Hitwise as cited in press release, January 16, 2008

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Demographics

Demographic Profile of US MySpace and Facebook Users, November 2006 (millions and % of total)

	MySpace users	Facebook users	Online population 2006	US population
Population	49.5	8.7	157.1	281.4
Gender				
Male	48%	43%	48%	49%
Female	52%	57%	52%	51%
Age				
<18	23%	55%	20%	26%
18+	77%	45%	80%	74%
21-34	22%	14%	17%	20%
35-49	30%	12%	28%	23%
50-64	14%	6%	23%	15%
65+	2%	1%	9%	12%
Household income				
<\$25,000	6%	4%	6%	28%
\$25,000-\$49,999	22%	18%	23%	23%
\$50,000-\$74,999	30%	29%	27%	18%
\$75,000-\$99,999	20%	19%	19%	11%
\$100,000-\$149,999	15%	18%	16%	10%
\$150,000	7%	11%	8%	9%
No response	1%	1%	3%	-
Race/ethnicity				
White	87%	89%	89%	80%
Black	9%	8%	8%	13%
Asian	3%	2%	2%	4%
Other	1%	0%	1%	3%

Source: Nielsen//NetRatings as cited in "The User Revolution: The New Advertising Ecosystem and the Rise of the Internet as a Mass Medium," Piper Jaffray & Co., February 2007

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From: <http://onlineadvertising.about.com/od/socialnetworkingmarketing/a/demographics.htm>

Age Update:

Many social networks are experiencing an age shift in their users, according to Online Advertising from About.com. In fact, in the fall of 2006 the "online audience measurement firm comScore reported that over half of MySpace users are older than 35 (while also noting that the site has the broadest appeal across all age segments), with a user base whose profile closely maps to the overall online population as a whole. Friendster, a social network that saw an initial surge in users after launching in 2002 and has since seen its popularity eclipsed by MySpace and Facebook, similarly has an audience that skews older, with nearly 71% of its users ages 25 and up...

Facebook, which began life as a networking site for college students and recent graduates to meet and stay in touch with other each, opened up its network to a general audience last September (2006) and has since experienced a rapid influx of older users. According to a comScore study released in July 2007, Facebook saw predictably steep growth in users ages 12 to 17 in the 12 months from May 2006 to May 2007, but the fastest-growing segment was in fact 25-to-34 year olds, with users over the age of 35 seeing the third-quickest growth."