designed by rikard.andresen@gmail.com

Global Map of Social Networking 2011

Canada
- 11.72m
- 54%
- 43%
- 26%

USA
- 114.55m
- 51%
- 51%
- 20%

Mexico
- 12.80m
- 52%
- 63%
- 37%

Brazil
- 33.49m
- 54%
- 51%
- 34%

The Netherlands
- 6.30m
- 45%
- 42%
- 18%

UK
- 19.27m
- 44%
- 40%
- 28%

Germany
- 18.81m
- 47%
- 38%
- 32%

France
- 15.92m
- 57%
- 45%
- 28%

Spain
- 10.10m
- 47%
- 45%
- 36%

Poland
- 12.03m
- 48%
- 46%
- 26%

Italy
- 12.66m
- 38%
- 49%
- 36%

India
- 35.08m
- 50%
- 64%
- 49%

Russia
- 26.06m
- 56%
- 62%
- 46%

China
- 155.29m
- 47%
- 53%
- 34%

Japan
- 13.66m
- 16%
- 16%
- 8%

South Korea
- 10.93m
- 23%
- 33%
- 11%

Hong Kong
- 2.56m
- 39%
- 56%
- 33%

Philippines
- 14.43m
- 60%
- 73%
- 46%

Malaysia
- 11.50m
- 54%
- 63%
- 41%

Indonesia
- 18.93m
- 57%
- 66%
- 52%

Singapore
- 1.96m
- 48%
- 57%
- 32%

Australia
- 7.05m
- 50%
- 48%
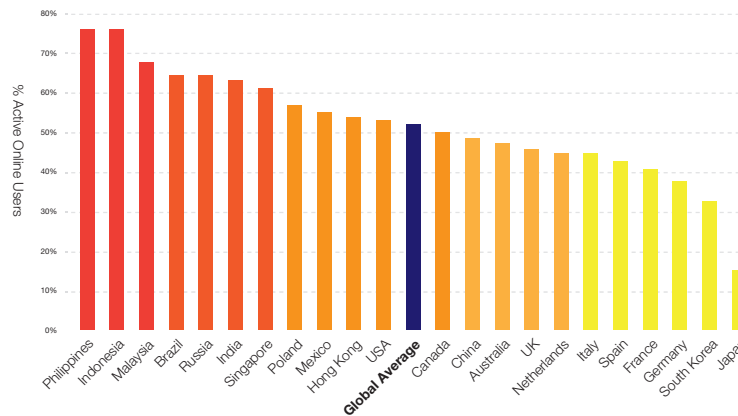- 27%

About the Map

This shows the universe size of active social networkers for each market and then segments users into three behaviour types: Messagers, Groupers and Content Sharers. This behavioural data is based on a number of detailed questions we conduct into the way that consumers use social networks. Because social networking is now so big and touches every aspect of our internet experience, this detail is essential for the effective planning and implementation of marketing activity across social networks. This data reveals that users across the world are very different in how they utilise their network, with more focus on messaging and less on content sharing in established markets like the US and UK but more focus on content and groups in fast growing markets like Indonesia and China.

Behaviour Types:
- active social networkers (millions)
- messengers and mailers
- content sharers
- joiners and creators of groups
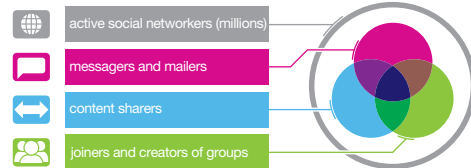
Global Social Network Penetration

% Active Online Users

Philippines, Indonesia, Malaysia, Brazil, Russia, India, Singapore, Poland, Mexico, Hong Kong, USA, **Global Average**, Canada, China, Australia, UK, Netherlands, Italy, Spain, France, Germany, South Korea, Japan

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