

Social Media

Week 1: Age
Demographics
of Facebook

QUESTIONS? Contact
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Facebook users not necessarily as young as you might think

Has “Do you Facebook?” replaced “Do you Google?” If the number of users is the measure, then the social media site Facebook has surpassed Google as the most popular site on the web.

Facebook accounted for 8.5 percent of all website visits for the week ending May 22, according to Hitwise, an online market research firm.

Google ranked second with 7.2 percent. Even Google acknowledged that Facebook is No. 1 with 540 million users in April.

Social media sites such as Facebook, Twitter and YouTube are not only capturing an increasing share of the online market, but people are spending more time on these sites.

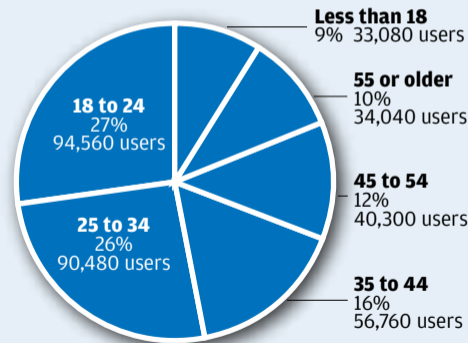
The Nielsen Co. reports that the amount of time consumers spent on social networking sites almost tripled from slightly over two hours per month in 2007 to more than six hours in 2009.

These sites are just for young people, right? Not according to Facebook’s own demographic data. Out of 126 million Facebook users in the U.S., almost 40 percent are 35 or over and 11 percent are 55 and older.

What about Madison, a region seemingly dominated by college students? In the Madison area, 36 percent of all Facebook users are 35 or older and almost 10 percent are at least 55.

The following chart displays the number of Facebook users by age within a 10-mile radius of the city of Madison.

Age of Facebook users within a 10-mile radius of Madison



Sources: hitwise.com, google.com, blog.nielsen.com/nielsenwire/