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28,280,000 Brits make use of social media

940 millions social media users in the world

28,280,000 Brits (77% of the online population) use social media websites from time to time. Worldwide, 72% of Internet users use at least one social network, which translates to 940 million users worldwide. These are the results of a global study among 2,800 Internet users carried out by the research agency InSites Consulting. Eastern Europe and Asia are the regions with the lowest use (4 out of 10), while South America has the highest usage in terms of percentage (95%). Brits mostly surf to Facebook (50%), followed by Twitter (42%). Globally, Facebook remains the most popular online platform (51% use Facebook), followed by MySpace (20%) and Twitter (17%).

72% are members of two social network sites

The majority of surfers are members of two or more social network sites; this usually entails two sites used for private purposes. 16% are members of a professional network, of which LinkedIn is the most popular.

“It is becoming difficult for new social sites to recruit members. The majority of surfers are happy with their current situation and do not want to become members of a new platform. Furthermore, they do not intend to reduce their use of their current sites. There is therefore a certain degree of stability in this market,” explains Steven Van Belleghem of InSites Consulting.

Twice per day and 173 friends

Users of social media log in on average twice per day. On professional sites this percentage is significantly lower, where the average is nine times per month. Different types of users exist: there are those who log in often though rarely write anything themselves and mainly observe others (14%). There is another group of 26% who frequently log in and write something every time they do.

The average British social media user has 173 friends. The global average is 195, in which South America is highest with an average of 360 friends, followed by Portugal with 236 friends and the United States with 200 friends.

Unfriending is a popular activity

58% of social media users have unfriended a friend. South American users are highest in this category too – 81% have removed people from their social network.

These research details are the result of a market research study organized by InSites Consulting in January 2010. This market research mapped the usage of and attitude towards social networks. A total of 2.884 consumers participated in this online survey, spread over 14 countries, i.e. Belgium, the Netherlands, the United Kingdom, France, Germany, Spain, Italy, Portugal, Brazil, the United States, Australia, Romania, Russia & China. The results are representative of each country's Internet population, spread on age (18-55) and gender. The full report is available on SlideShare (<http://www.slideshare.net/stevenvanbelleghem/social-networks-around-the-world-2010>).



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InSites Consulting

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