

Social Media Demographics: Facebook's for girls!

Tue, Feb 10, 2009 | Posted by [Gregory Lyons](#)



Over the weekend I [read an article](#) that included some interesting demographic and traffic stats comparing facebook, myspace, flickr and linkedin, unfortunately they had used US data (not that handy for us Brits) and it was pretty old (July 2008) so I decided to take a look at it myself. Here at iCrossing social (and search) is what we do, so better understanding this area is always of interest to us.

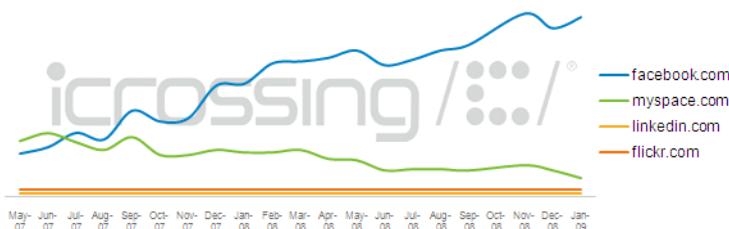
The table below looks at some of the key stats for the four social networking sites (unique visitors per month, total pageviews, number of times a user returns per month and how long they spend on the site).

	Unique Visitors (UK)	Unique Visitors (Worldwide)	Pageviews (UK)	Pageviews (Worldwide)	Visits per User (UK)	Visits per User (Worldwide)	Avg. Time on Site (UK) (mins)	Avg. Time on Site (Worldwide) (mins)
	17 M	250 M	8.5 B	84 B	25	18	21.7	20.0
	5.6 M	130 M	1.4 B	57 B	9.8	13	21.7	23.3
	3.5 M	81 M	170 M	2.7 B	3.8	2.8	9.3	8.7
	1 M	26 M	38 M	880 M	4	3.2	9.2	9.2

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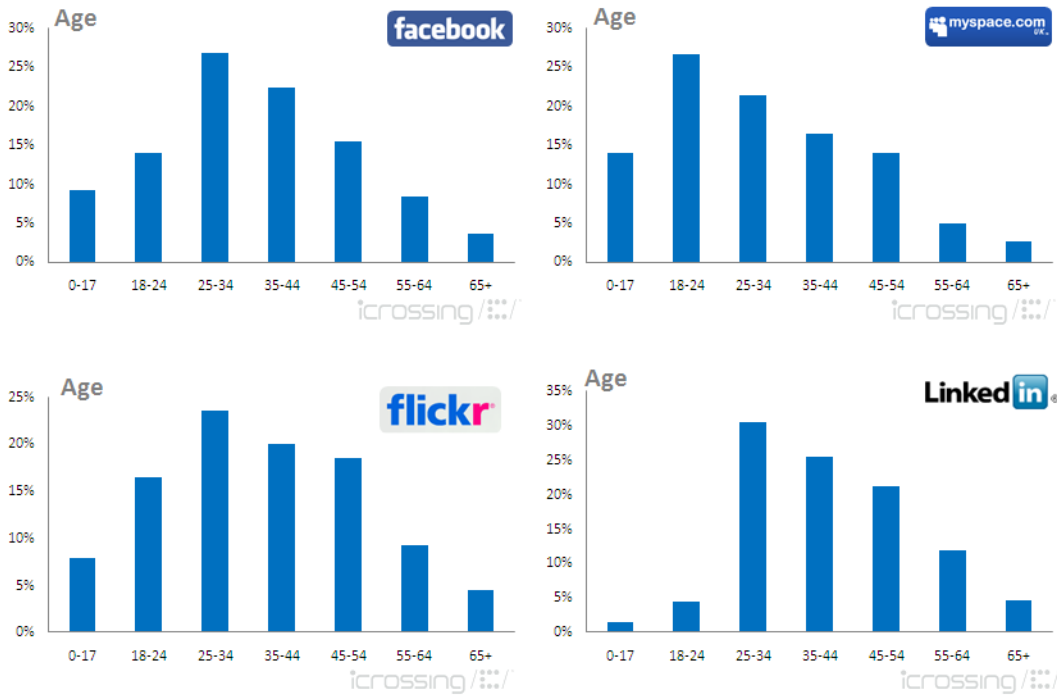
A quick look at the numbers reveals that the heavy weight title that once belonged to myspace is now facebook's. With 17 million unique visitors every month (here in the UK) and 250 million worldwide facebook has taken the [social media](#) crown. Facebook's users also appear to be the most engaged users, spending the most time on site (in the UK) and returning back to the site most often.

UK Site Traffic

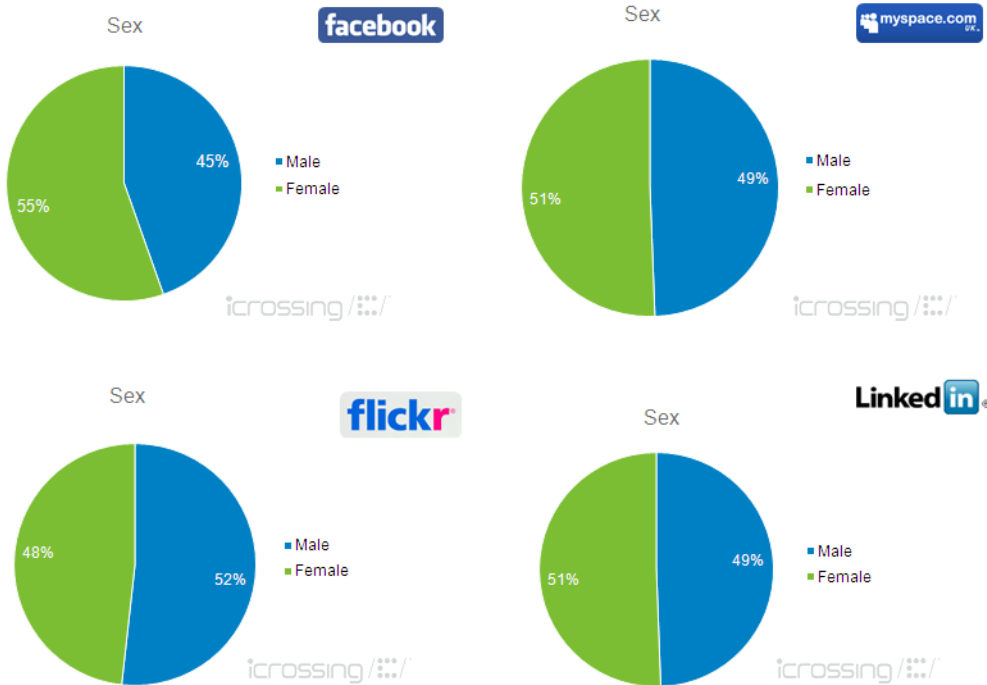


The graph above charts facebook's rise to power, overtaking myspace in July 2008. Is this growth sustainable, probably not, but the key will be remaining relevant, they don't want to become another friendsreunited. The interweb is notorious for its fads, but perhaps with its slightly older, less fickle

audience (see below) facebook can remain on top.

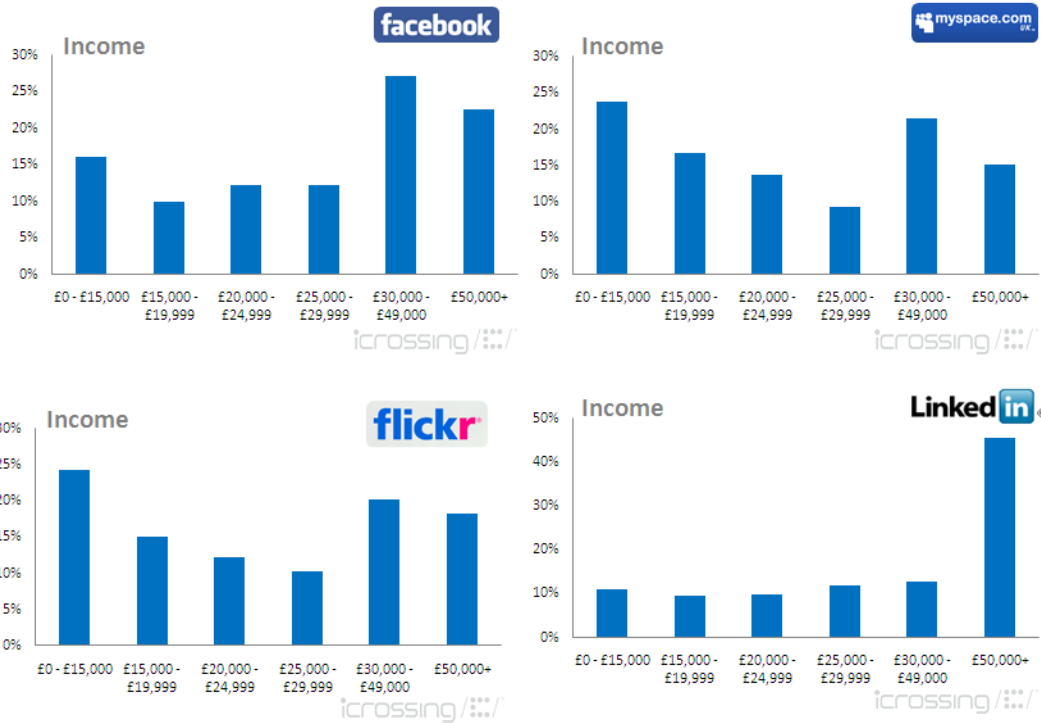


Above we can see the different age groups that use these sites. Myspace has a younger demographic (on average) compared to facebook, with myspace being most popular with 18-24 year olds and facebook popular with 25-34 year olds. Unsurprisingly LinkedIn, the networking site for professionals has very few users under the age of 25, the majority falling between 25-54.



Looking at the male/female breakdown for the sites we see that there are more women than men using these websites, does that mean they're more social? Interestingly, flickr is slightly more popular with men

then women (although just by a whisker).



Finally we looked at average income levels across the four sites. Users of Facebook, perhaps because they're slightly older, earn more than Myspace users but king of this hill is LinkedIn where most people earn over £50,000 (or at least say they do!).

So if you're looking for young friends (or people to advertise to) head to Myspace, want rich friends/prospects head to LinkedIn or if you simply like to follow the crowd head to Facebook, everyone else is.