Selon Socialbakers

- 81% des utilisateurs de Facebook ont plus de 18 ans.
- Les compagnies aériennes et les opérateurs mobiles comptent parmi les entreprises les plus disposées à répondre sur Facebook.
- La majorité des check-in s’opère dans les aéroports internationaux.
- Les États-Unis, l’Indonésie, l’Inde, la Turquie, le Royaume-Uni et le Mexique sont les pays comptant le plus d’utilisateurs Facebook.
- Coca-Cola est la marque la plus populaire sur Facebook, avec près de 35M de fans.
- Avec près de 48M de fans, Eminem figure comme la personnalité ayant le plus de fans sur Facebook.
- Lady Gaga apparaît quant à elle comme la personnalité la plus suivie sur Twitter. Elle comptabilise près de 15M de followers.
- Mark Zuckerberg est pour sa part la personnalité la plus populaire sur Google +.

SOCIAL MEDIA WORLD
IN STATISTICS

Brought by socialbakers

G+ 30 million | LinkedIn 120 million | Twitter 200 million | Facebook 760 million

LARGEST IMPACT
SOCIAL NETWORKS WITH THE LARGEST IMPACT ON THE GLOBAL CONSUMER AND SOURCE OF CUSTOMER DATA FOR ALL MARKETING AND INDUSTRY PROFESSIONALS

TOP PEOPLE

Eminem 47.2 mil. fans
Rihanna 46.2 mil. fans
Lady Gaga 45.8 mil. fans
Michael Jackson 45.2 mil. fans
Shakira 42.7 mil. fans

Lady Gaga 13.9 mil. followers
Justin Bieber 13.8 mil. followers
Barack Obama 10.4 mil. followers
Katy Perry 10.2 mil. followers
Kim Kardashian 10.0 mil. followers

Mark Zuckerberg 250 thousand followers
Larry Page 100 thousand followers
Sergey Brin 250 thousand followers
Vic Gundotra 240 thousand followers
Pete Cashmore 300 thousand followers

81 % OF ALL FACEBOOK USERS ARE OLDER THAN 18 YEARS

TOP BRANDS

Coca Cola 34.5 mil. fans
Disney 28.6 mil. fans
Starbucks 23.3 mil. fans
Oreo 22.1 mil. fans
Red Bull 22.0 mil. fans

Whole Foods Mkt. 2.0 mil. followers
Starbucks Coffee 1.7 mil. followers
Threadless 1.7 mil. followers
JetBlue Airways 1.7 mil. followers
wsj.com 1.6 mil. followers

THURSDAY
THE MOST ENGAGING DAY FOR THE BRANDS TO SHARE THEIR STATUS IS THURSDAY

INDUSTRY

Comparison of Facebook industries' engagement rate with the response rate

Engagement rate by fans
Response rate by admin

Airlines, Telecom, Alcohol, Automobile, Retail, Food / Hotel, Businesses, Fashion, Media, FMCG

AIRLINES & TELECOM
AIRLINES AND TELECOM ARE THE MOST RESPONSIVE INDUSTRIES ACROSS FACEBOOK. WELL-MANAGED PAGE COMMUNICATION CLAIMS ONE OF THE GREATEST FAN ENGAGEMENTS

TOP PLACES

Places with the highest check-in rates

USA

Denver I. A. 334 000 check-ins
San Francisco I. A. 360 000 check-ins
Los Angeles I. A. 600 000 check-ins
Chicago O'Hare I. A. 400 000 check-ins
Hartsfield Jackson I. A. 550 000 check-ins

EUROPE

Amsterdam Schiphol 90 000 check-ins
The O1 (London) 80 000 check-ins
London Heathrow 119 000 check-ins
Oslo Gardermoen 79 000 check-ins
Frankfurt Airport 139 000 check-ins

AIRPORTS
MAJORITY OF TOP PLACES WORLDWIDE ARE INTERNATIONAL AIRPORTS. TOP 5 ARE ALL LOCATED IN THE USA

TOP COUNTRIES

World countries with the highest number of Facebook users

United States 155.7 mil. users (percentage 20.4 %)
Indonesia 40.3 mil. users (percentage 5.28 %)
India 36.4 mil. users (percentage 4.77 %)
Turkey 30.7 mil. users (percentage 4.02 %)
United Kingdom 30.5 mil. users (percentage 4.0 %)
Mexico 29.4 mil. users (percentage 3.85 %)

40 %
373 MILLION FACEBOOK USERS IN THE TOP 6 COUNTRIES MAKE UP 40 % OF TOTAL FACEBOOK POPULATION

Data
Data as of September 2011. Pictures mostly taken from respective pages at that time. Infographic has been prepared using branded product, SocialBakers Engagement Analytics.

For up-to-date statistics visit:
www.socialbakers.com
analytics.socialbakers.com