



LinkedIn

## Social Media Statistics 2013

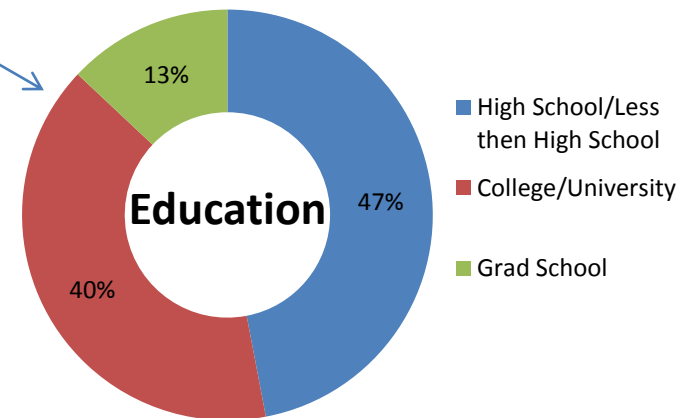
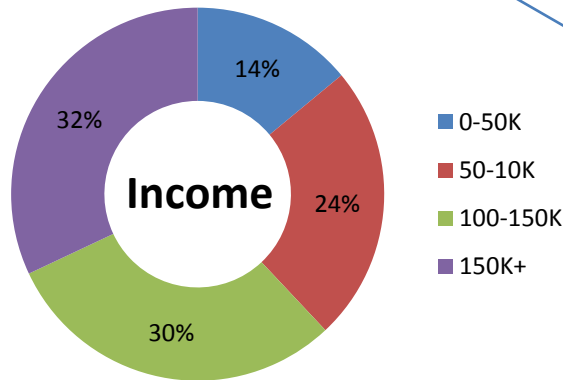
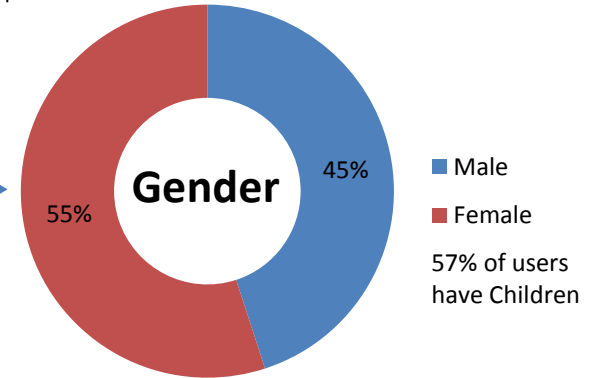
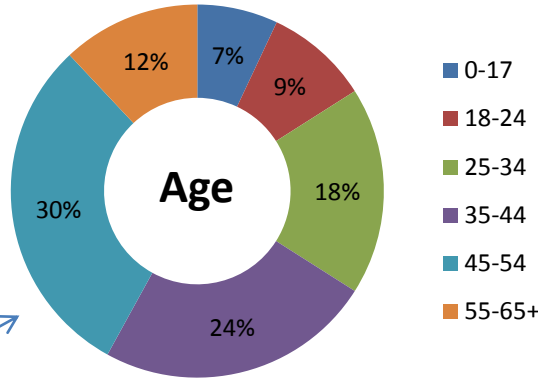


YouTube

# Facebook

Users: 1.11 billion

Daily Active Users: 850 million



## Additional Facts:

Average # of friends per user: 141.5

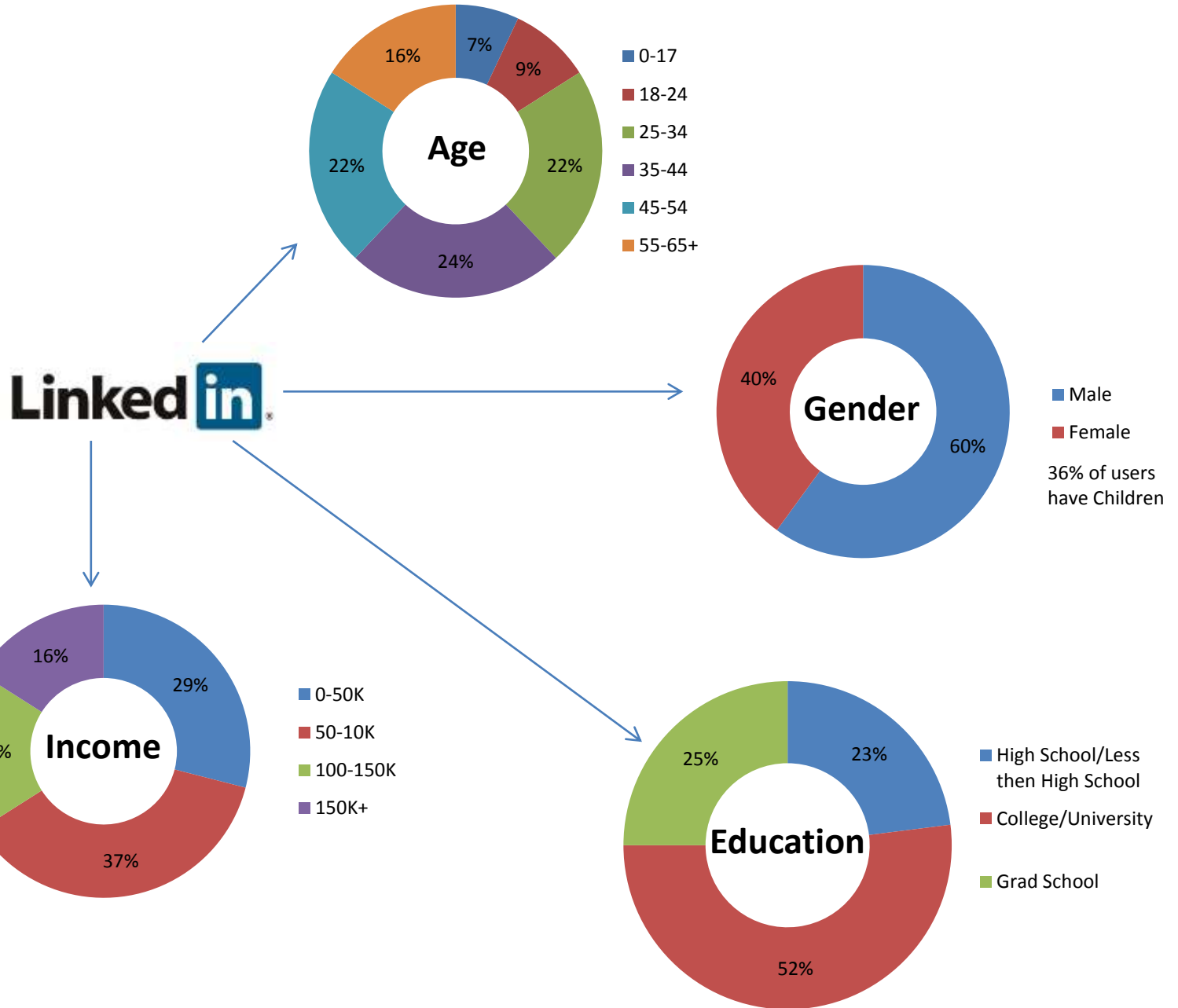
Average time spent per visit per user: 20 minutes

Average weekly local business page views: 645 million

Average weekly comments on local business pages: 13 million

# LinkedIn

Users: 225 million



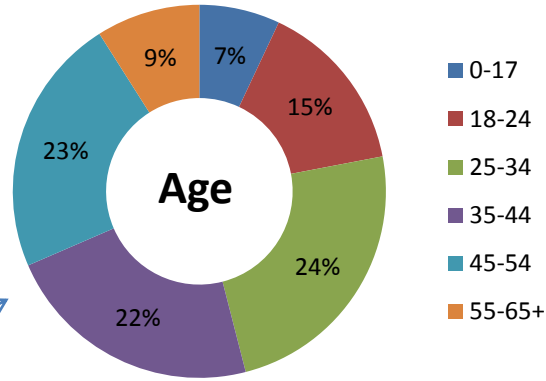
## Additional Facts:

Average time spent per month per user: 17 minutes

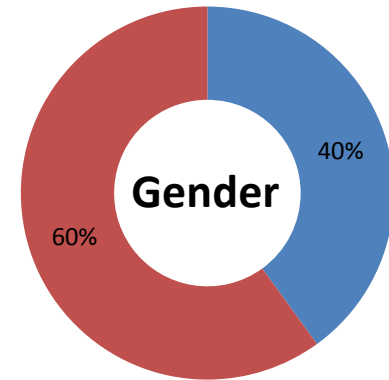
# Twitter

Users: 500 million

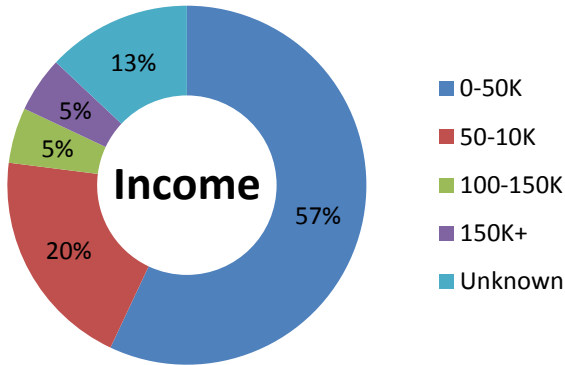
Monthly Active Users: 200 million



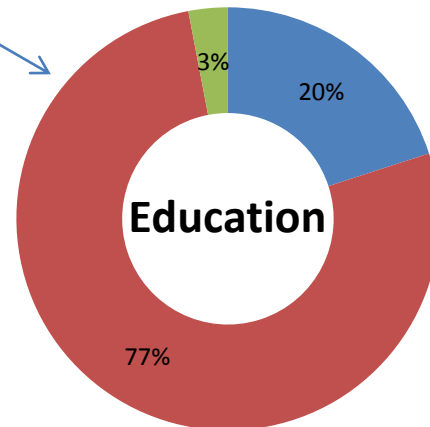
- 0-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-65+



- Male
  - Female
- 36% of users have Children



- 0-50K
- 50-10K
- 100-150K
- 150K+
- Unknown



- High School/Less than High School
- College/University
- Grad School

## Additional Facts:

Average # of followers per user: 208

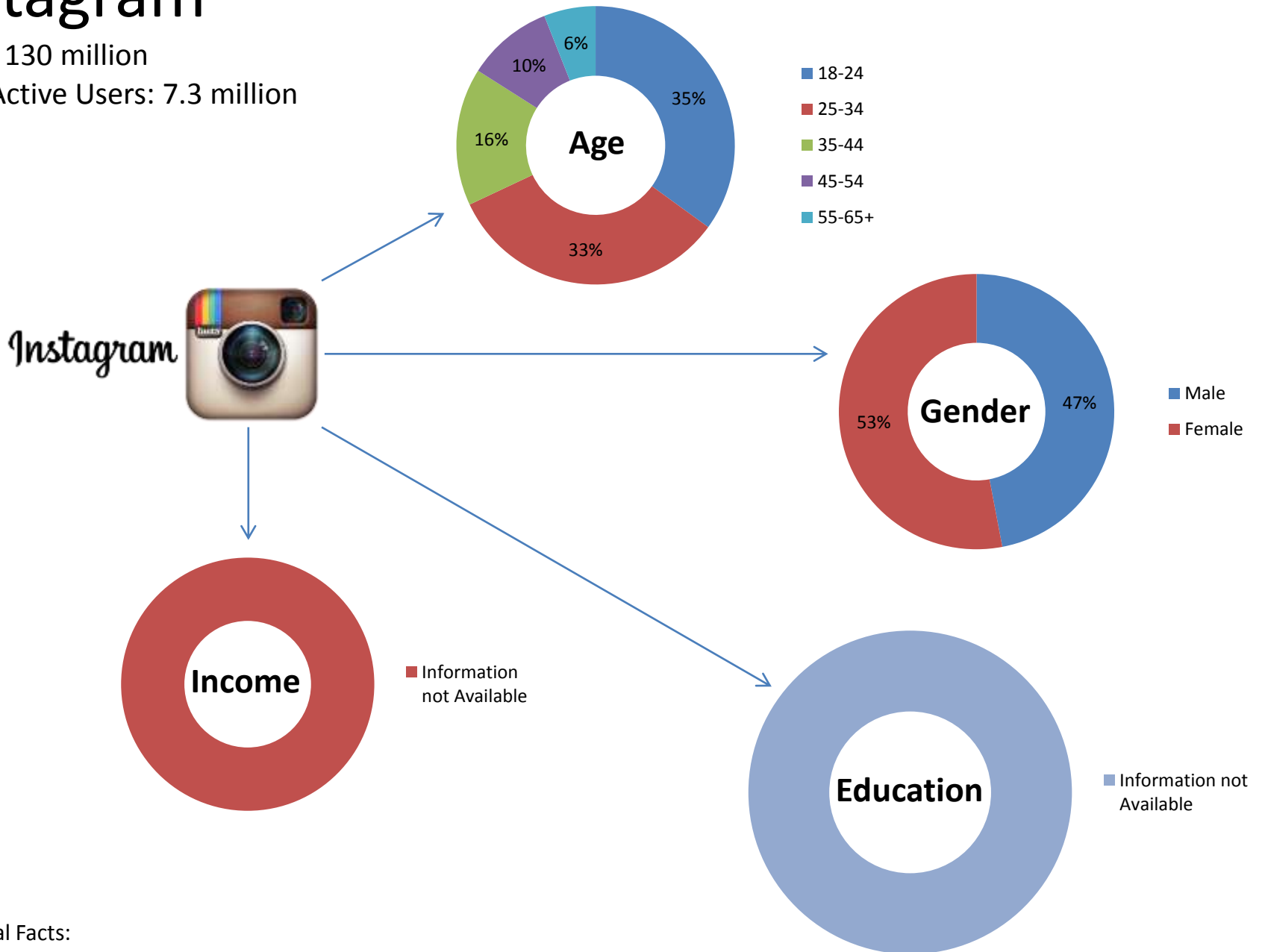
Average time spent per month per user: 170 minutes

Average # of tweets sent per day (all of twitter): 400 million

# Instagram

Users: 130 million

Daily Active Users: 7.3 million



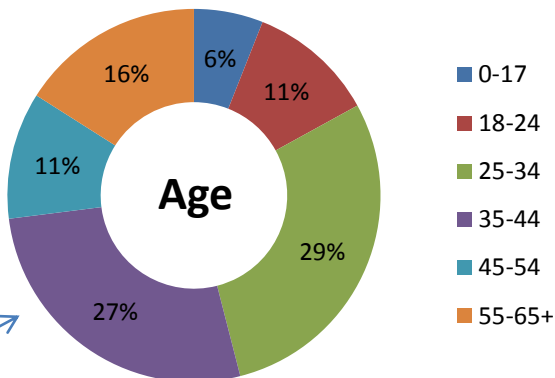
Additional Facts:

Average time spent per month per user: 257 minutes

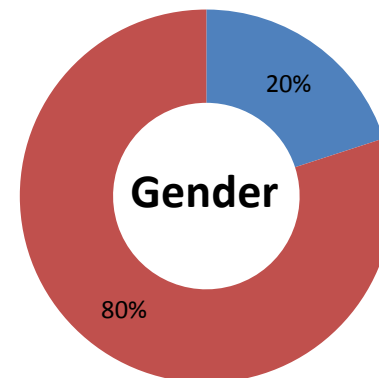
# Pinterest

Users: 70 million

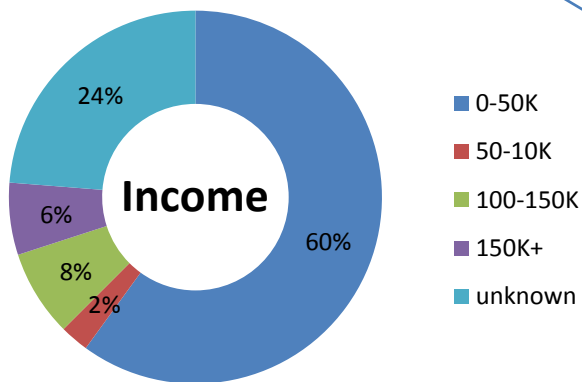
*Pinterest*



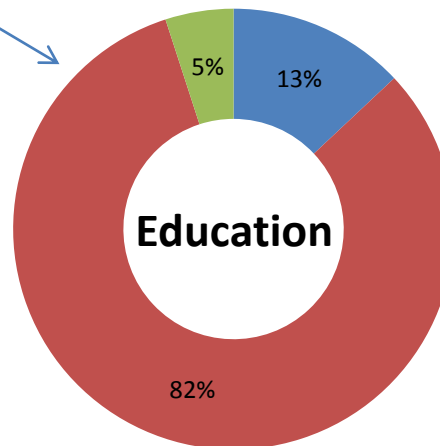
- 0-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-65+



- Male
  - Female
- 50% of users have Children



- 0-50K
- 50-10K
- 100-150K
- 150K+
- unknown



- High School/Less than High School
- College/University
- Grad School

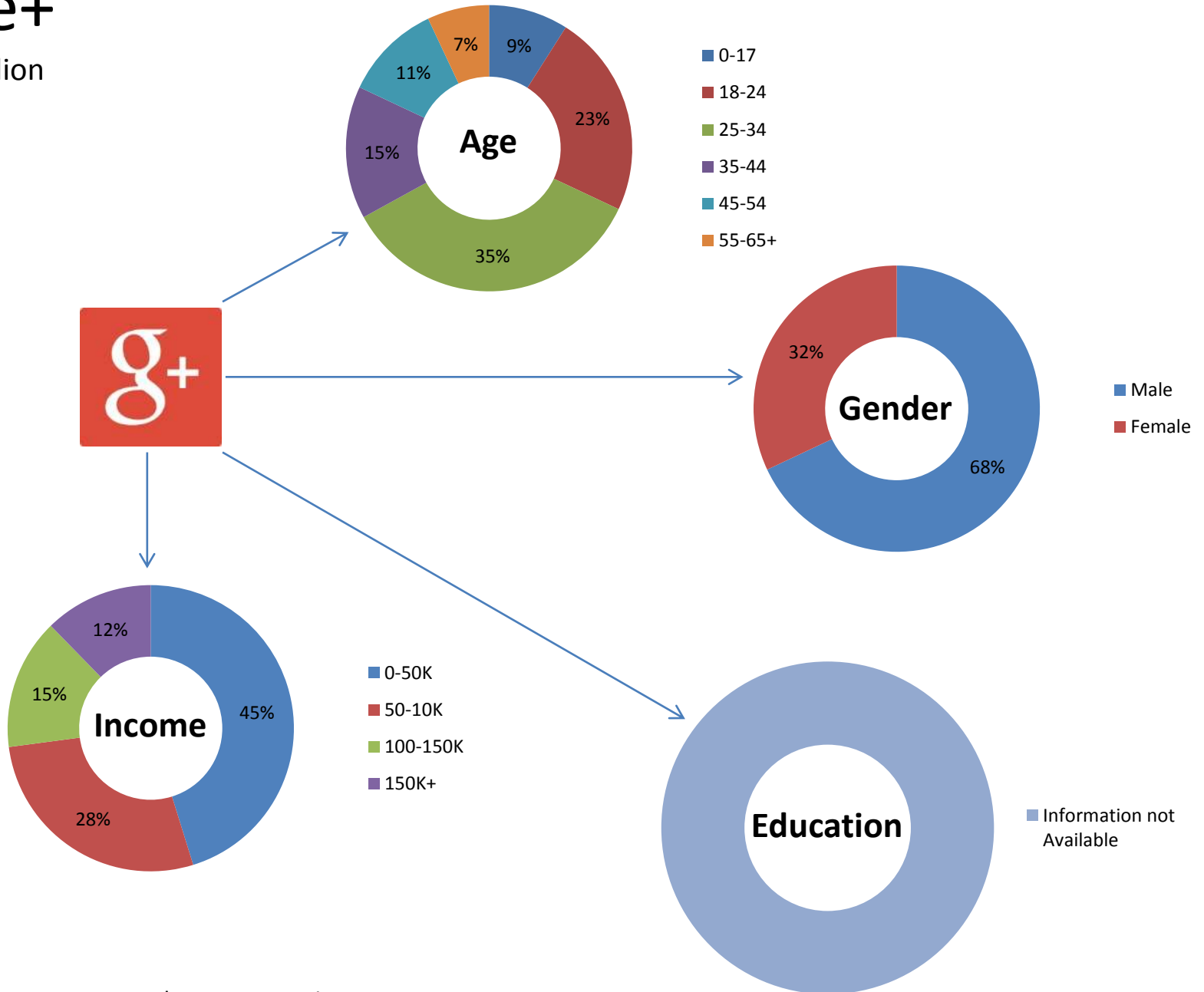
## Additional Facts:

Average time spent per visit per user: 14.2 minutes

Average time spent per month per user: 98 minutes

# Google+

Users: 343 million

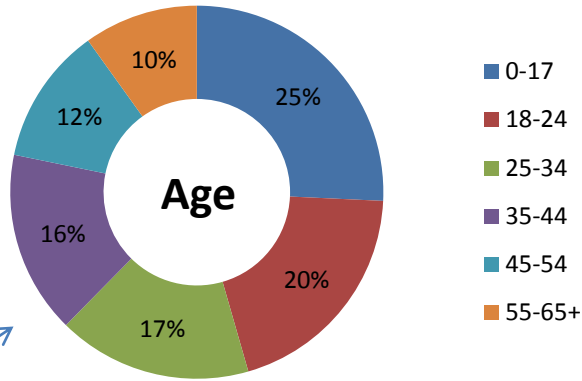


## Additional Facts:

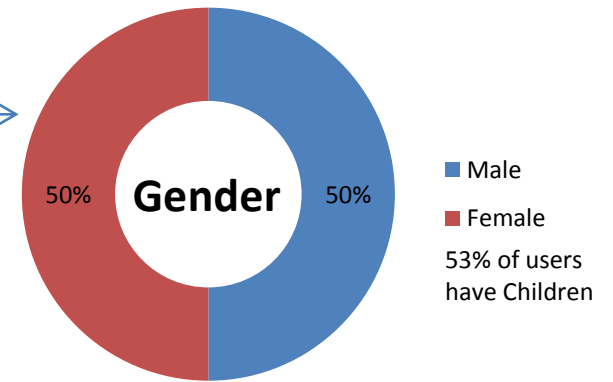
Average time spent per month per user: 7 minutes

# YouTube

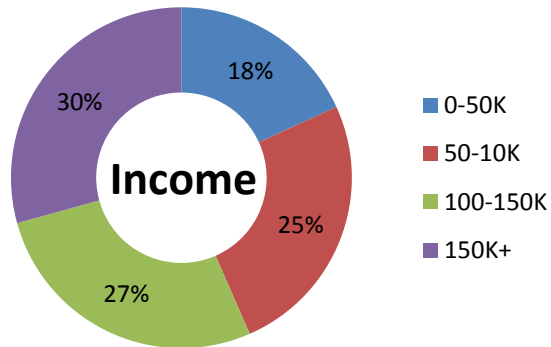
Users: 1 billion



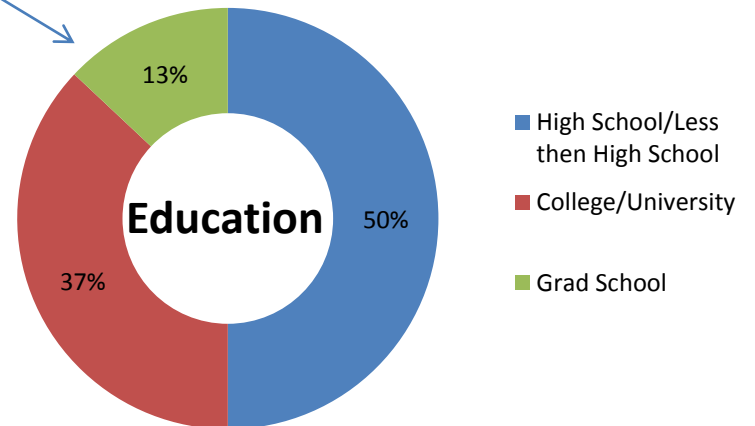
- 0-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-65+



- Male
  - Female
- 53% of users have Children



- 0-50K
- 50-10K
- 100-150K
- 150K+



- High School/Less than High School
- College/University
- Grad School

Additional Facts:

Average time spent per month per user: 397 minutes