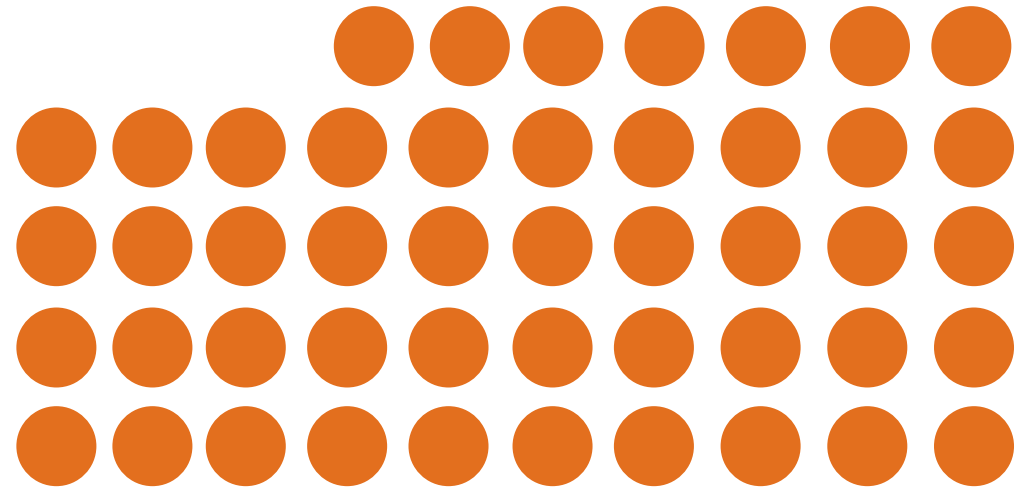


47



HANDY FACEBOOK STATS AND CHARTS

47 Handy Facebook Stats and Charts

By Amanda Sibley

Amanda Sibley is a member of the paid marketing team at HubSpot. She helps create and manage paid advertisements and external vendors to help generate leads across various platforms. Amanda is also a regular contributor to the HubSpot blog, where she writes about various topics across inbound marketing.



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AN INTRODUCTION




Everyone is talking about how Facebook can drive traffic, leads and customers to your site. But how much do you really know about Facebook?

Who is actually using it, and for what? How can you best optimize your Facebook presence to get the most return on your efforts?

By knowing who your audience is on Facebook, you will be able to engage with them more effectively. You can find the best time to reach them and what type of content resonates with them. Read on to see some interesting and surprising statistics about the social media giant we all know and love.





**Users of
Facebook**

1

There are over
950 million
people on
Facebook
worldwide.



Source: Facebook

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2

500 million users
log into Facebook
each day.

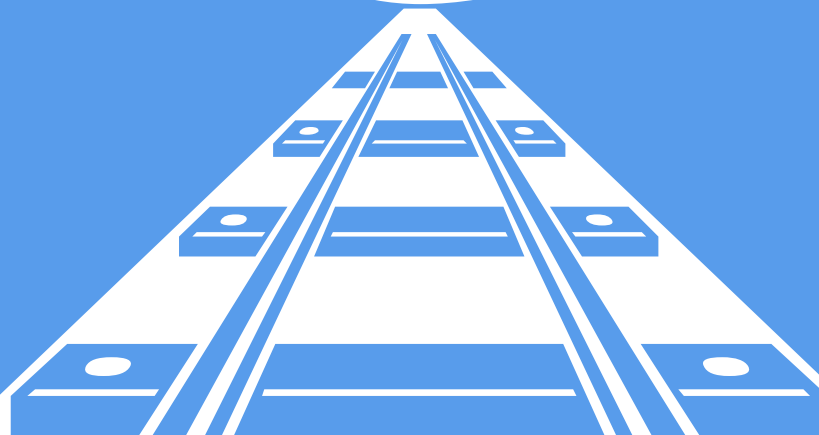


...a 48% increase from 2010 to 2011.



3

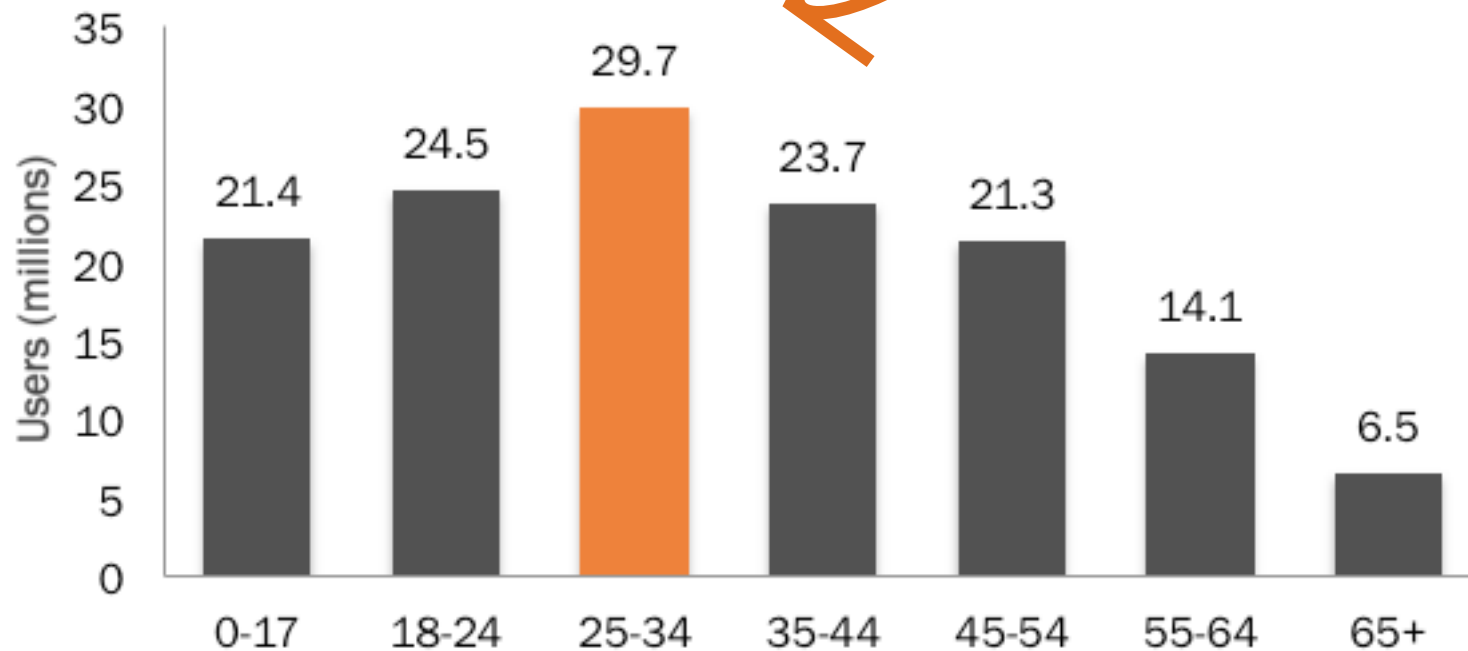
Over 223 million
people in **Europe**
are on Facebook.



Source: Search
Engine Journal

4

People ages 25-34
use Facebook
the most.



Source: Emarketer 2012

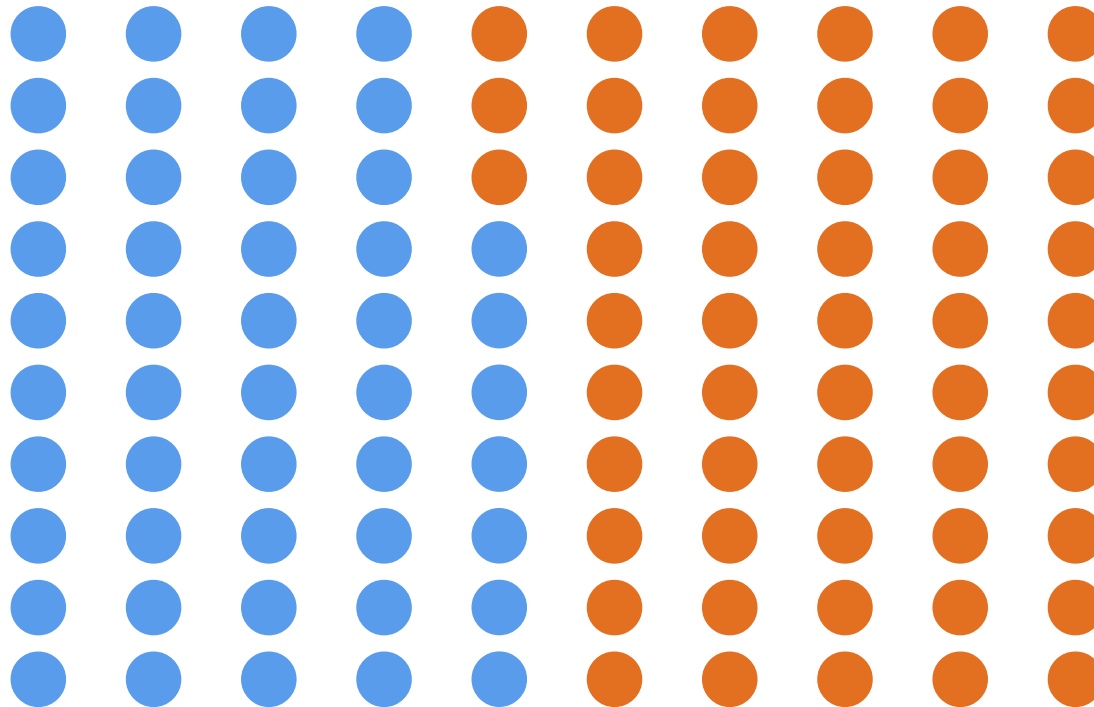
5

5 new Facebook profiles are made every second.



6

Facebook users are...



♂
47%
male

♀
53%
female



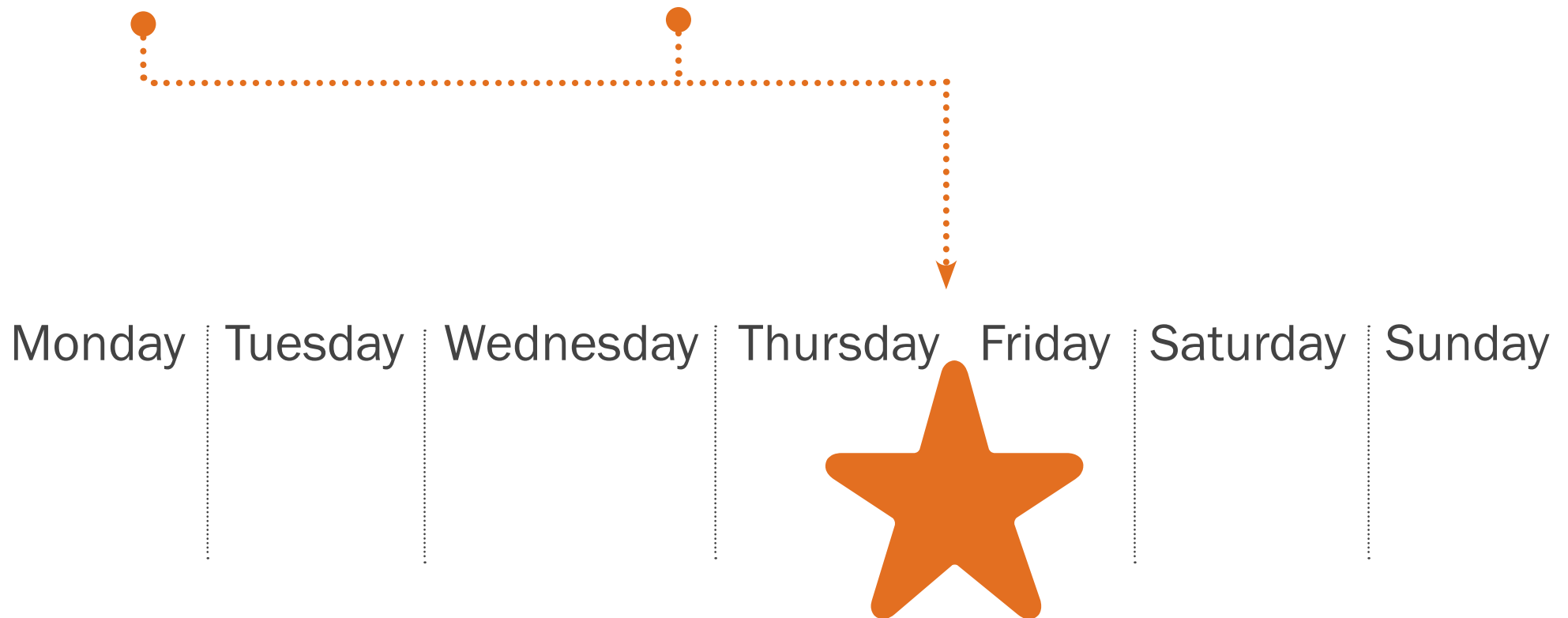
7

Traffic is highest
mid-week between
1-3pm



8

Engagement is 18% higher on Thursdays & Fridays.



Source: [Bit.ly blog](#)

9

There are 83 million **fake** Facebook profiles.



10



300 million photos are uploaded each day.

Source: Gizmodo

11

The average
time spent
on Facebook is
20 minutes
per visit.

Source: Infodocket



12

Every 60 seconds...

136,000 photos
are uploaded

510,000
comments
are posted.

293,000
statuses are
updated

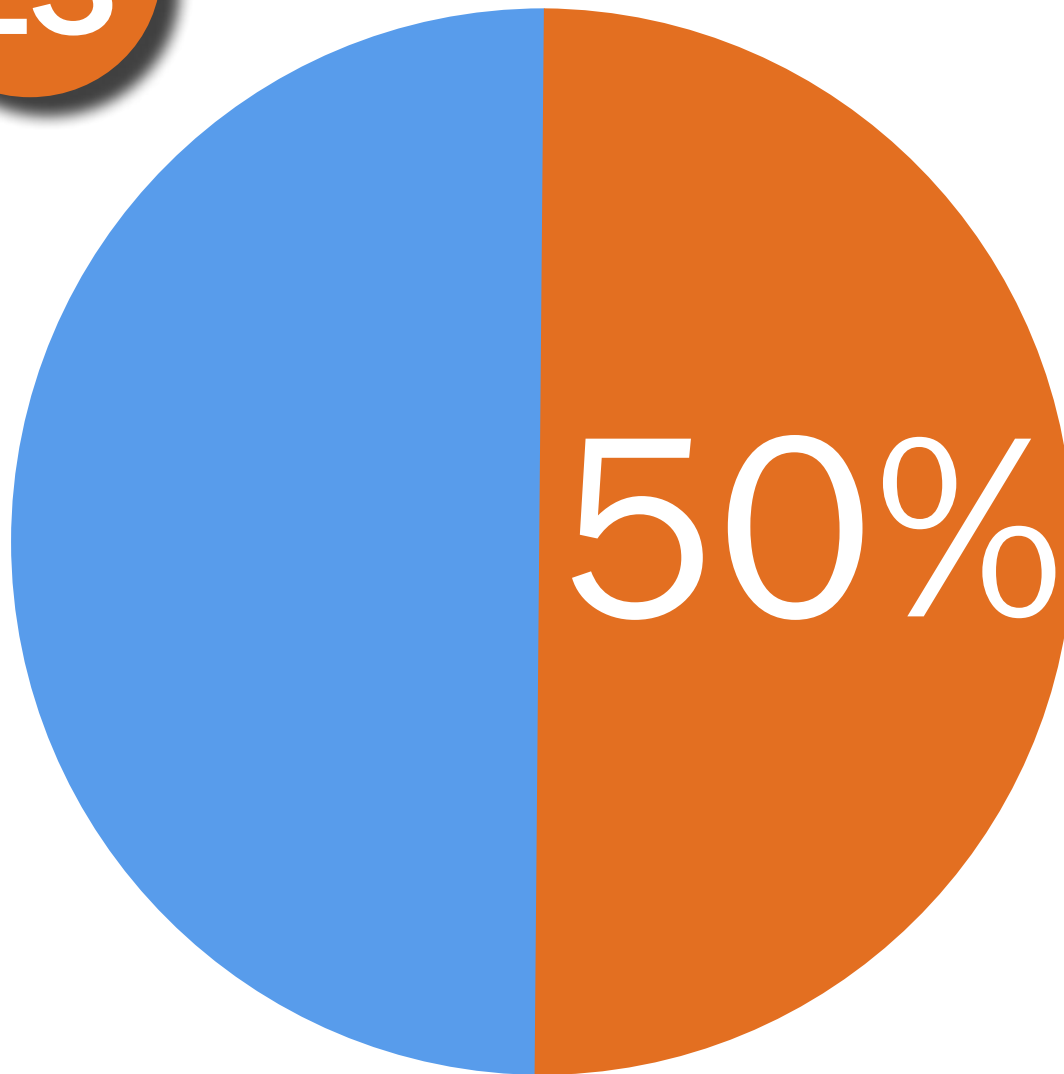
Source: The Social Skinny

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13



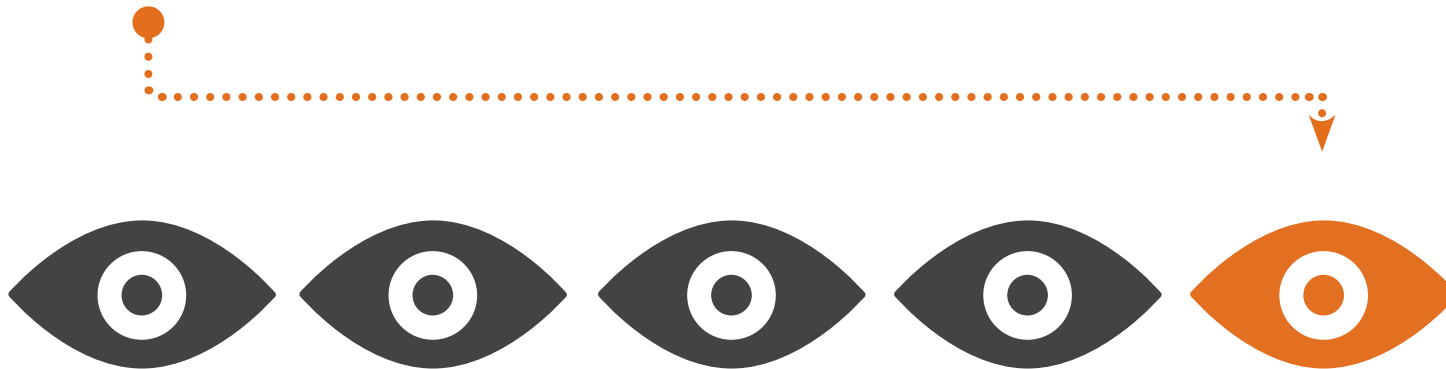
of 18-24 year-olds check Facebook when they **wake up.**

Source: The Social Skinny



14

1 in 5 page views in the US occurs on Facebook.



Source: Infodocket 2012



15

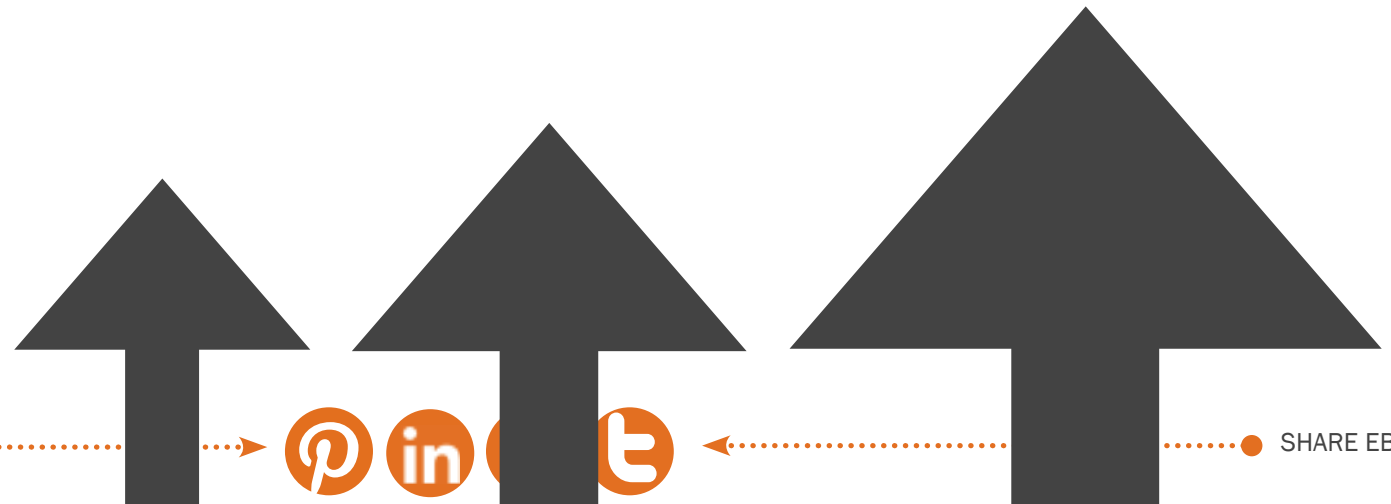
42% OF MARKETERS SAY
FACEBOOK IS CRITICAL OR
IMPORTANT TO THEIR
BUSINESS.

Source: State of Inbound
Marketing 2012

16

Brand engagement in 2011 increased by **176%**

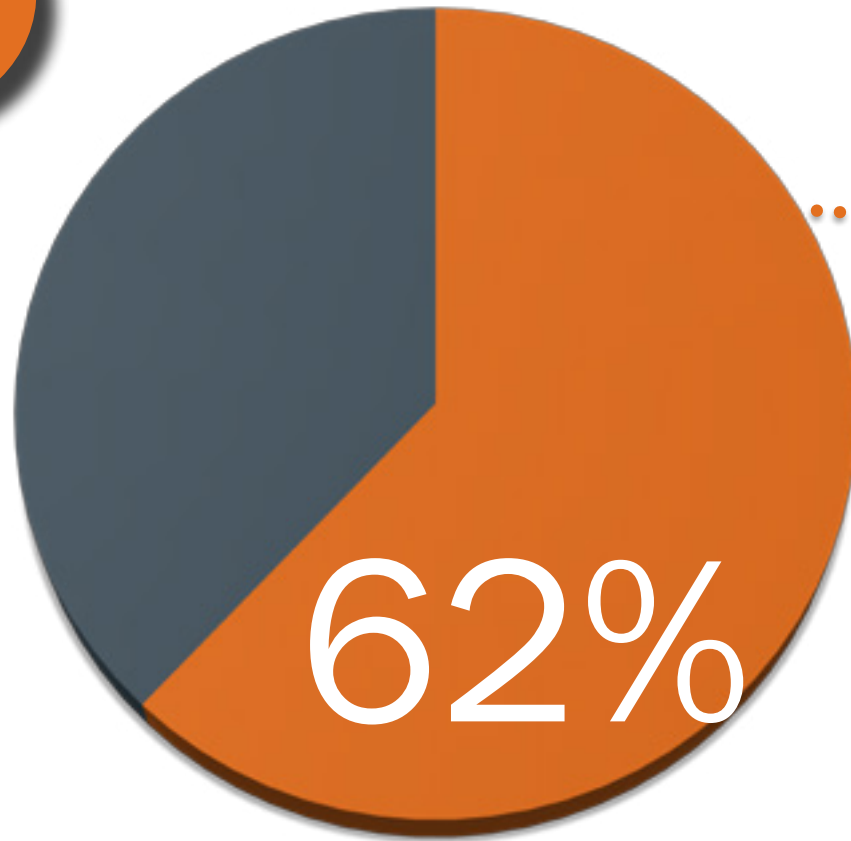
Source: State of Inbound Marketing, HubSpot 2012





**Facebook for
Business**

17



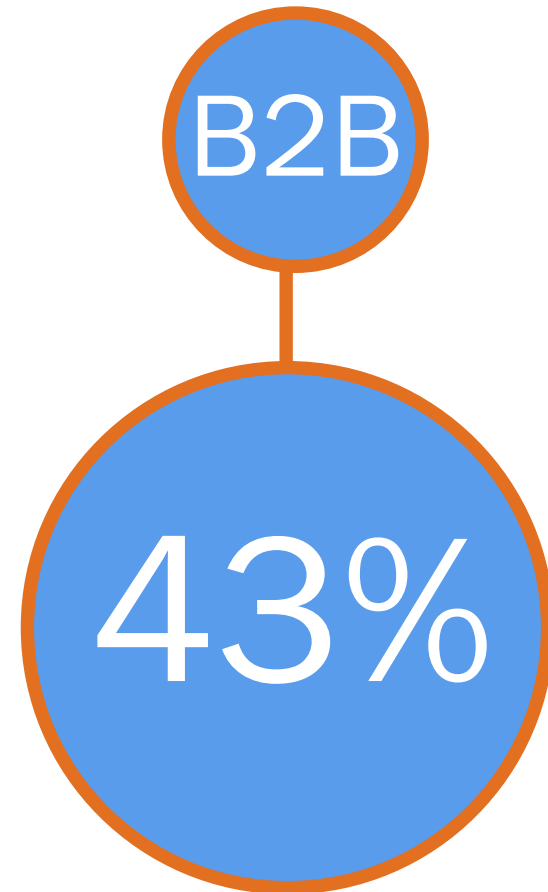
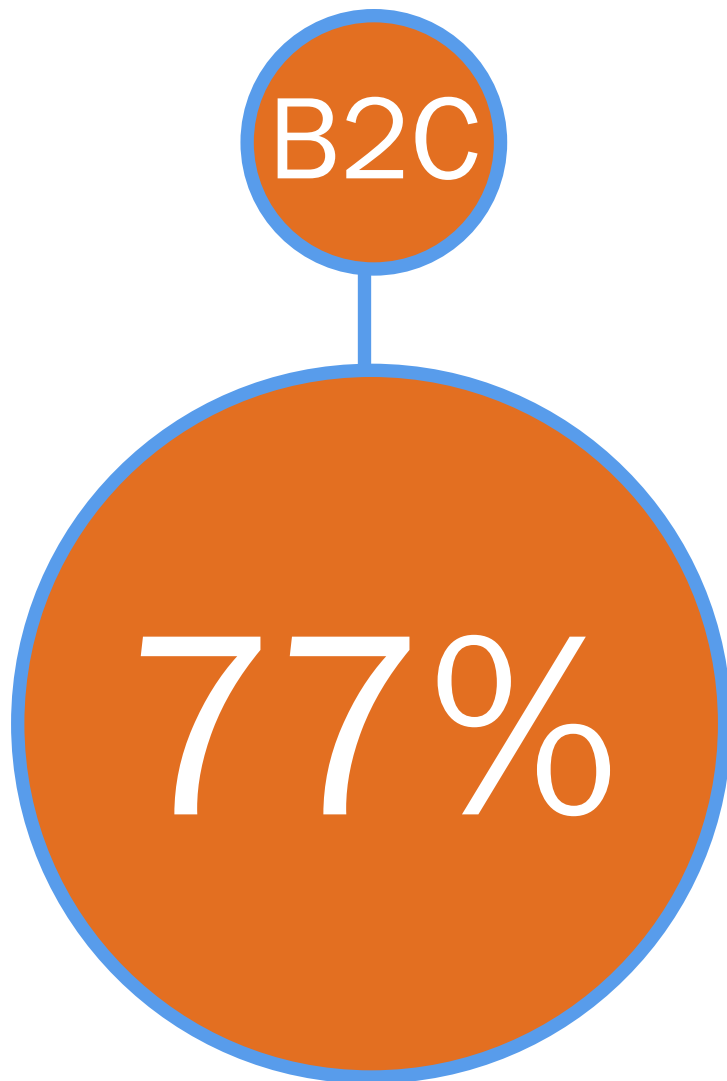
of marketers said social media became **more important** to their marketing campaigns in the last 6 months.

Source: State of Inbound Marketing, HubSpot 2012



18

Companies that acquired customers from Facebook:

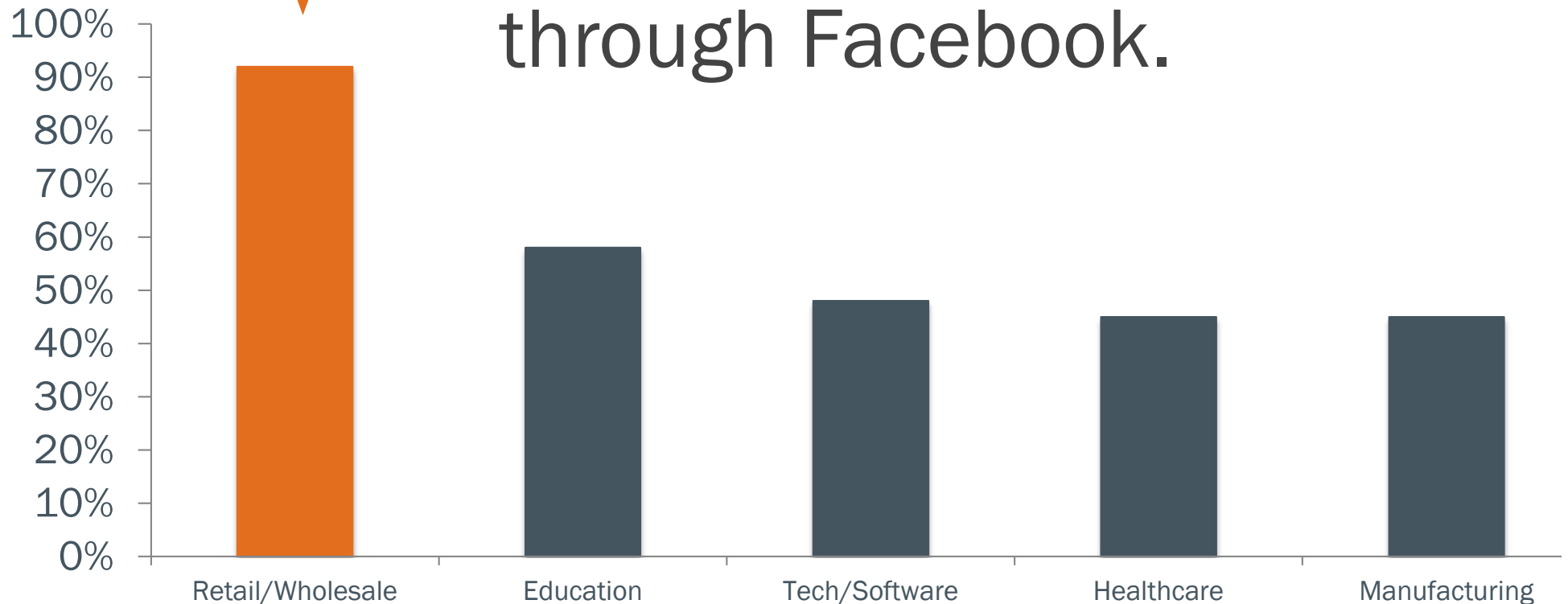


Source: State of Inbound Marketing 2012



19

Retail is the top industry that has acquired customers through Facebook.



Source: State of Inbound Marketing, HubSpot 2012

20

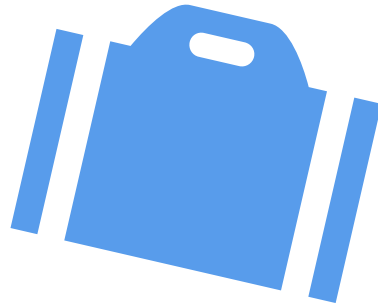


Send them packing!

8%

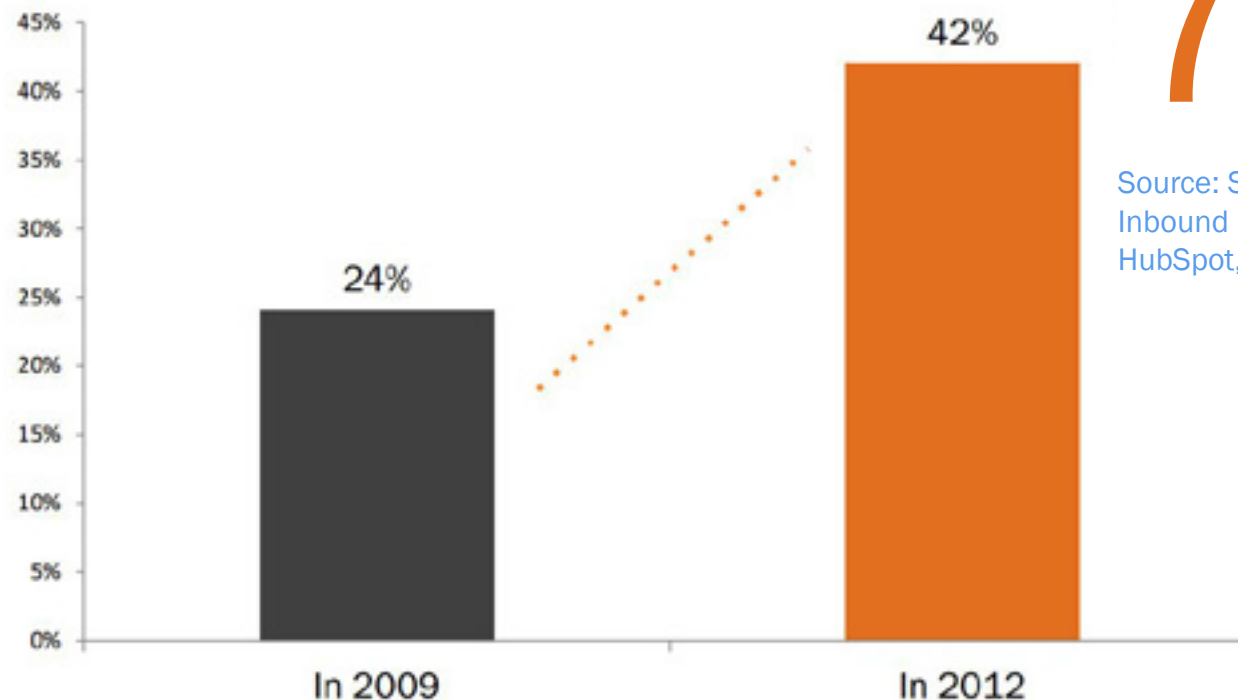
of US companies have **fired** someone because of what they have posted on social media.

Source: The Social Skinny



21

The number of businesses that say Facebook is **critical** or **important** to their business has increased by



Source: State of
Inbound Marketing,
HubSpot, March 2012

22



HubSpot

80% of US
social network
users prefer to
connect to
brands through
Facebook.

Source: State of Inbound Marketing,
HubSpot, March 2012



23

Brands have seen a **46%** increase in **user engagement** with the new business Timeline.

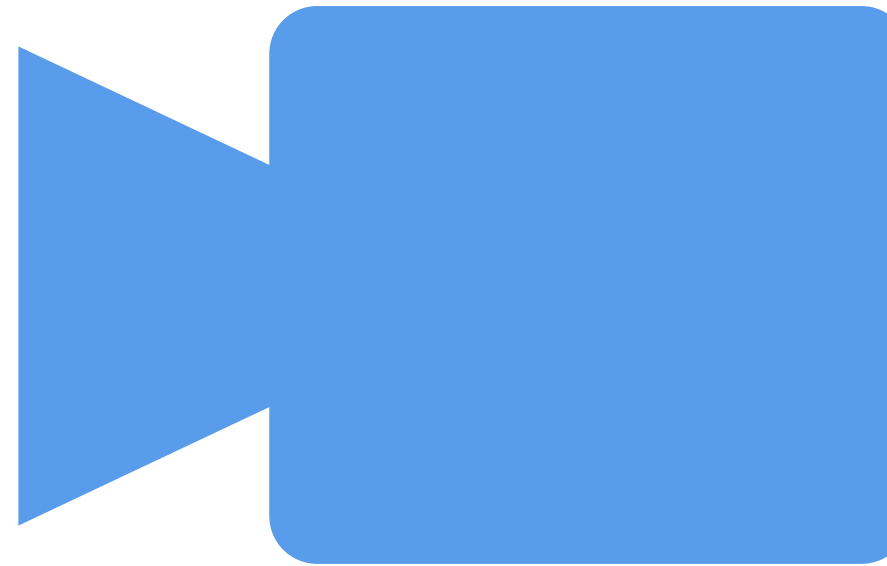


Source: Simply Measured

24

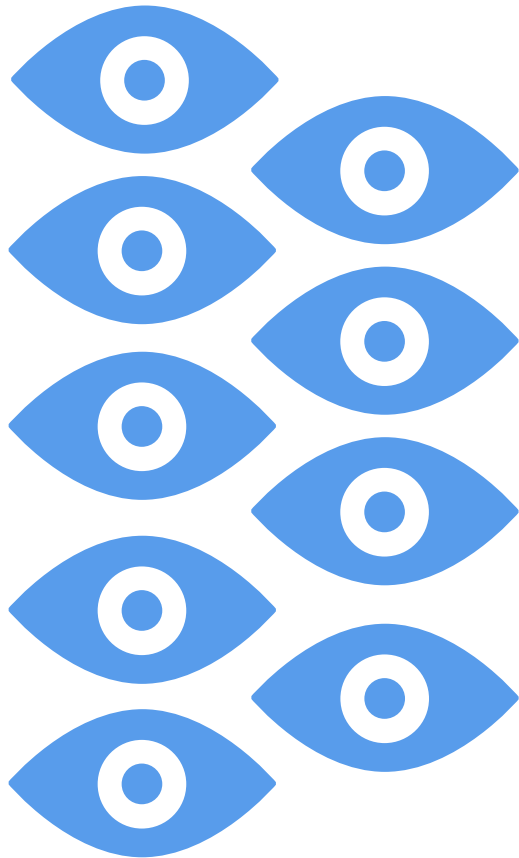
Brands have seen a 65% increase in user engagement of **INTERACTIVE** content with the new Timeline.

Source: Simply Measured



25

Ratio of **views** to **shares** of Facebook comments:

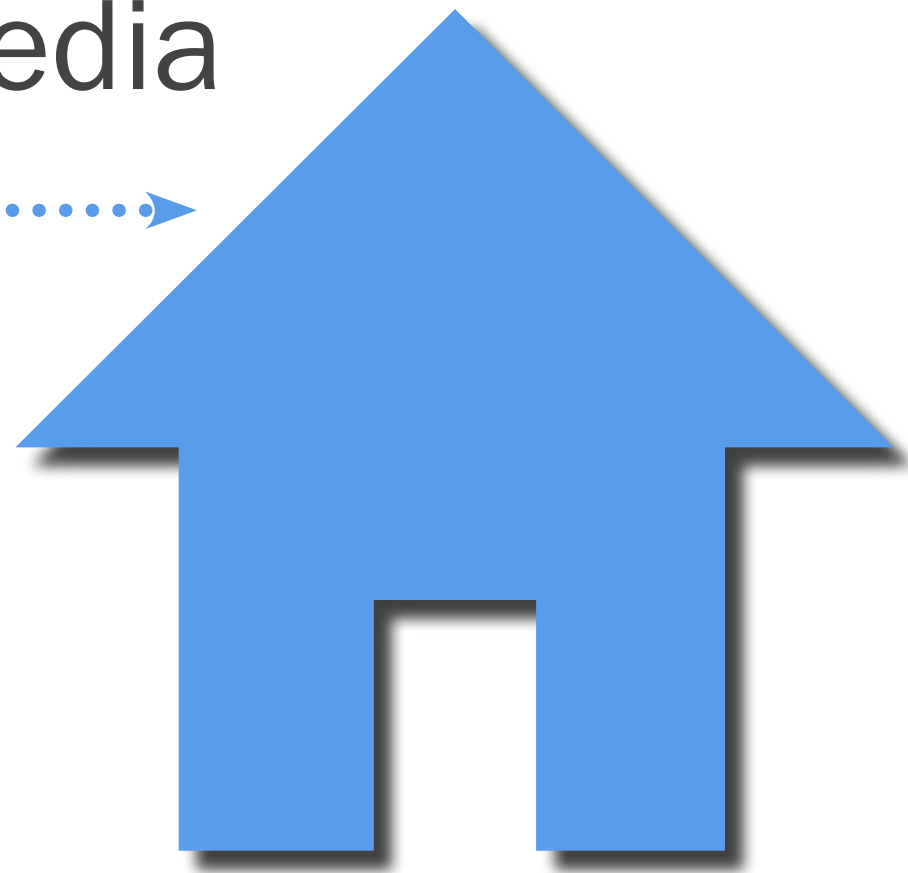


9:1



Source: FactBrowser

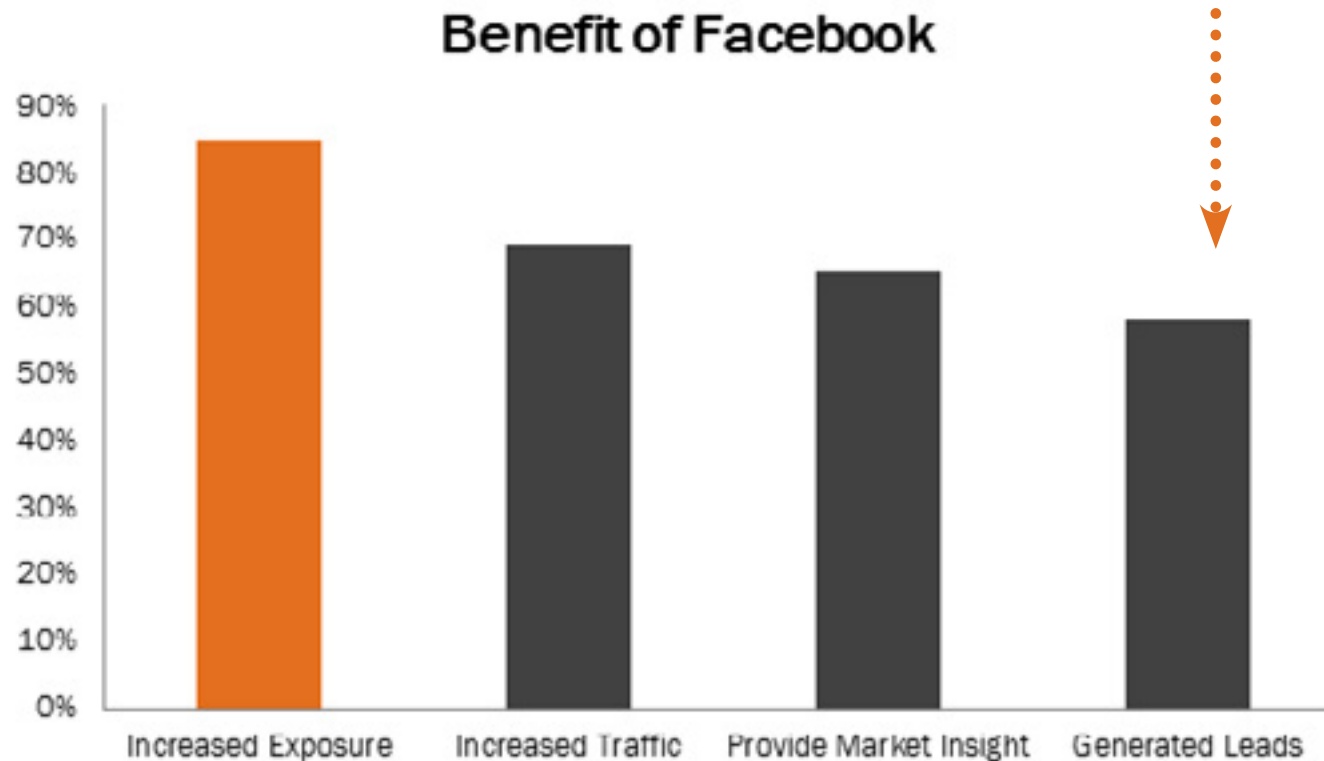
72% of marketers
handle social media
inhouse.



Source: State of Inbound Marketing, HubSpot 2012

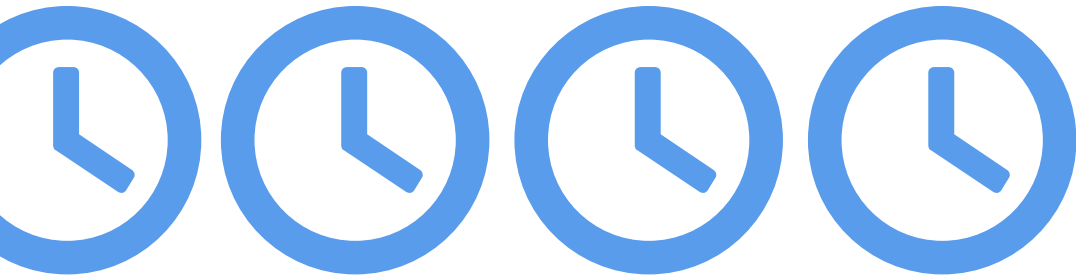
27

Marketers struggle with lead generation on Facebook.

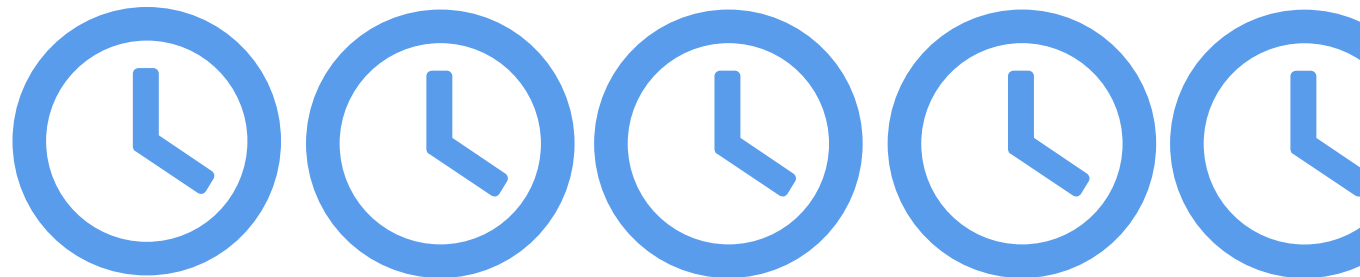


Source: SocialMediaExaminer





43% of people ages 20-29 use Facebook for marketing **+11 hours** per week.



Source: SocialMediaExaminer

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29

Auto-posting to
Facebook
decreases likes
and comments by
70%.

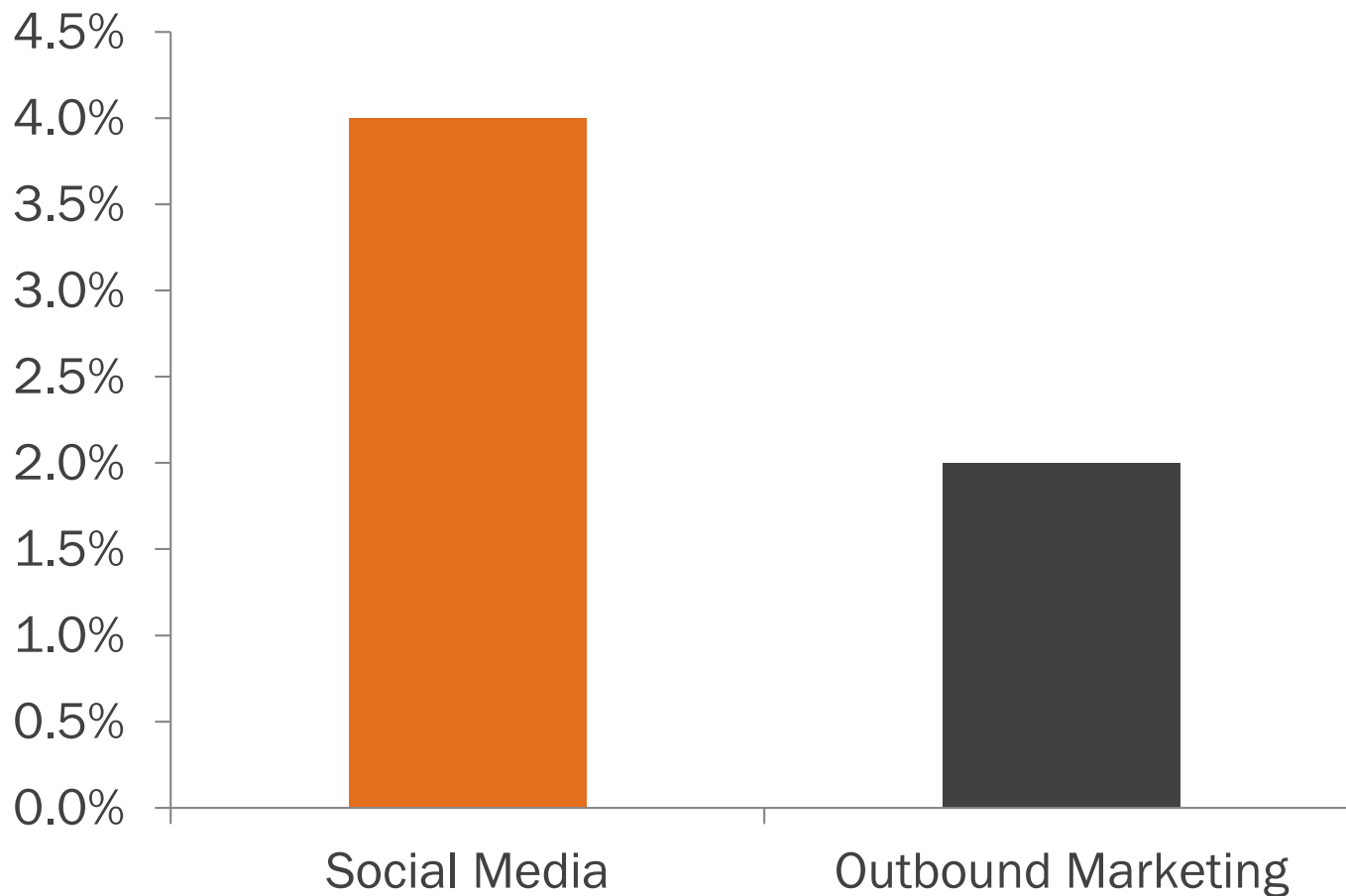
Source: Digital Buzz Blog 2012

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Social media has a 100% higher lead-to-close rate than outbound marketing.



Source: State of Inbound Marketing, HubSpot 2012



31



Small businesses spend
18% of their budgets
on social media, the most out
of all marketing channels.



**Retail Brands
on Facebook**

32

53% of shoppers who clicked through from a friend's Facebook page have made a purchase.



33

Consumers who followed a link to a retail site from Facebook spent an average of \$102.59.



Source: FactBrowser

51% of fans are more likely to purchase from brands they “Like” on Facebook.



Source: HubSpot

Friends of Fans

35



67% of US online

consumers trust information

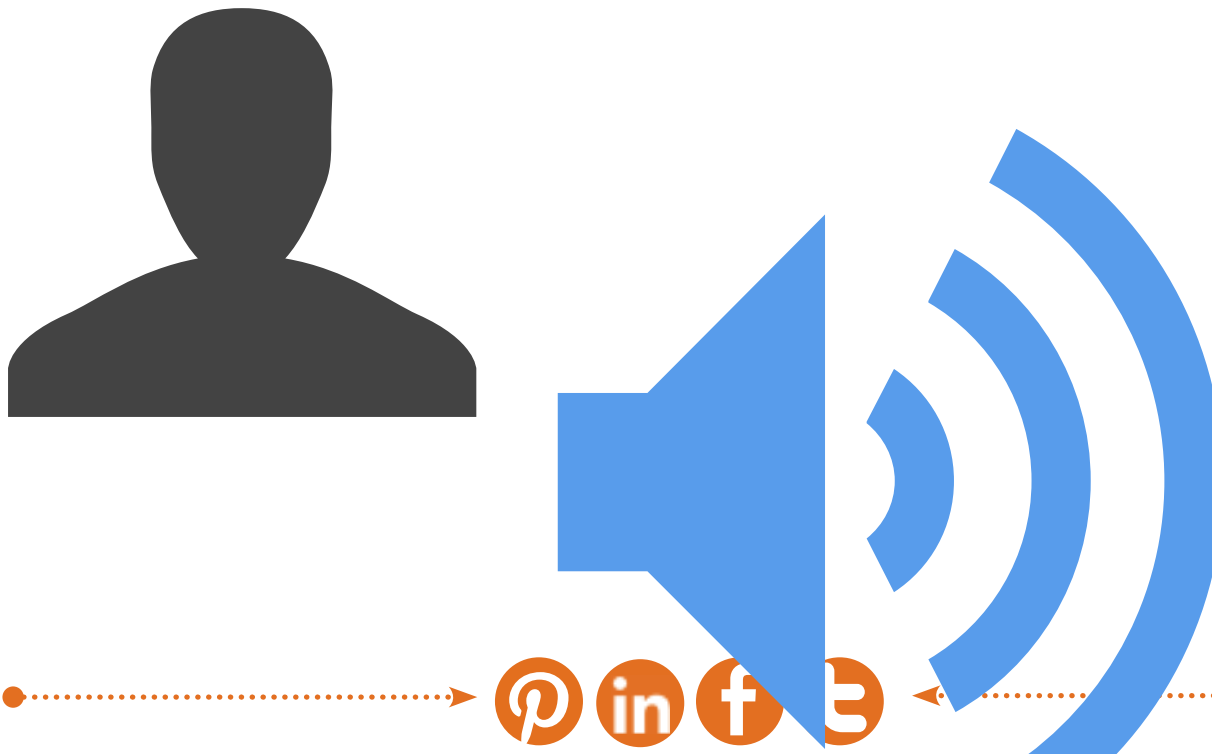
and advice they hear on

Facebook.

Source: FactBrowser



56% of people are more likely to **recommend** a brand after becoming a fan on Facebook.



Source: Digital Buzz Blog

37

33% 
of U.S. online consumers have made a
purchase based on **recommendations**
from friends on Facebook.

Source: Fricay Corner: 10 Mobile Marketing Stats



70% of Facebook consumers follow **links** posted by family and friends.



Source: Pew Research



SHARE EBOOK

39

Fans and their friends **bought** **16%** more frequently in stores when exposed to paid media from the brand.



Source: The Power of the Like II, comScore and Facebook, June 2012


40



Brands on Facebook extend their reach to friends of fans by 50-200%.

Source: FactBrowser





**Facebook
Advertising**

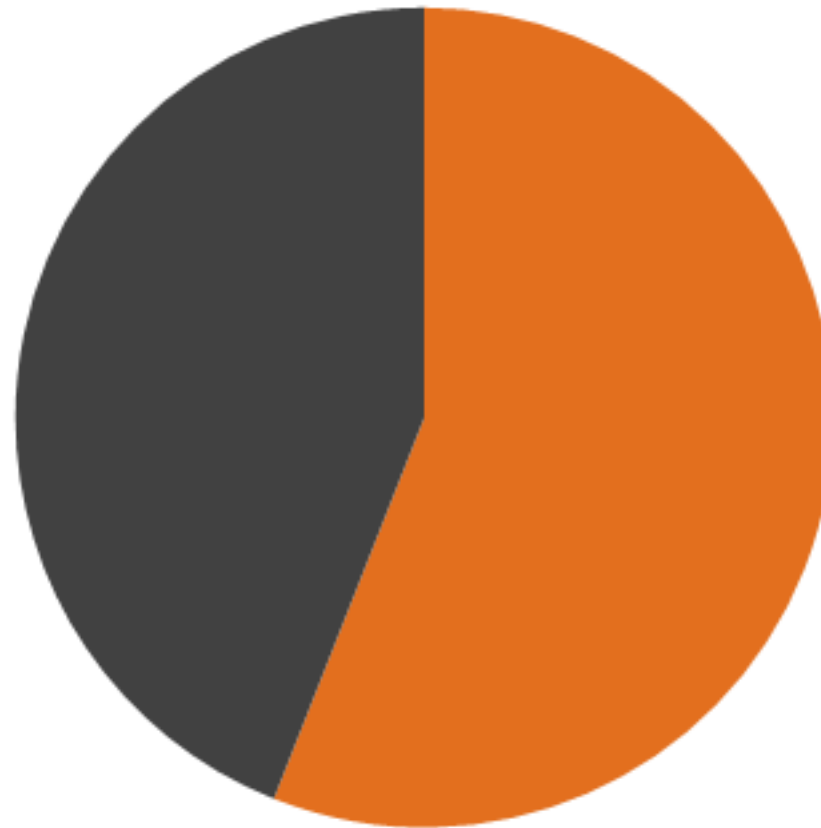


90%

of marketers
plan on using
Facebook ads
in the future.

Source: Social Media Today

56% of marketers have **increased** their Facebook ad budget for 2012.



Source: State of Inbound Marketing, HubSpot 2012





68% of marketers say that Facebook ads are **effective** in fan and customer acquisition.

Source: Social Media Today



39% of advertisers on Facebook have **driven traffic off** of their Facebook ads, and onto an external landing page.



Source: Social Media Today

45

The average cost per click increased

25%

between Q4 2011 and Q1 2012.



The average Facebook advertising costs in 2012 are:



Source: Social Bakers



47

95% of all wall posts are
not answered
by brands.



Source: Social Skinny



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