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## The 2008 Social Network Analysis Report - Geographic - Demographic and Traffic Data Revealed

November 19, 2008

In recent times I have compiled two interesting Social Network Reports. The [Social Network Geographic report](#) and the [Social Network Traffic Report](#). Both reports conveyed some interesting insights. **The sources for all data below were pulled from [Google Insights](#) and [Google Adplanner](#).**

The last real insight into these social networks is the *Social Network Demographic data*. Below you will find all three combined for ease of reference.

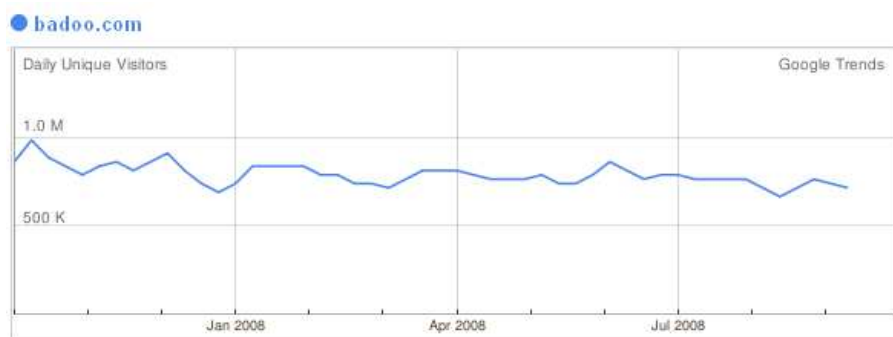
*Update: I have added Ning.com, Multiply.com and Tuenti.com. Let me know if there are others you would like included.*

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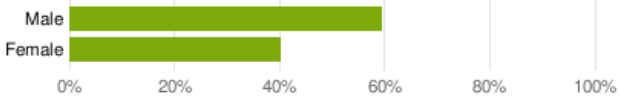


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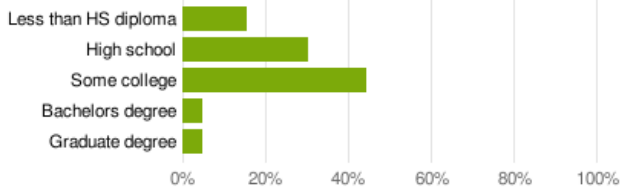


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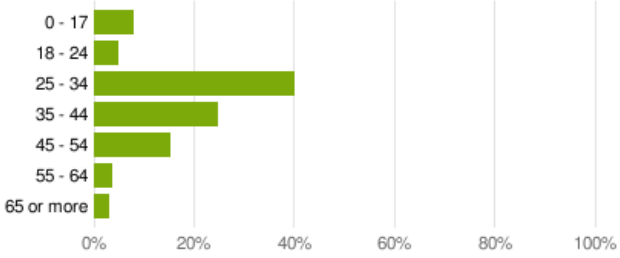
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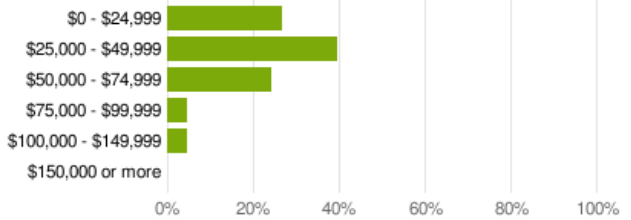
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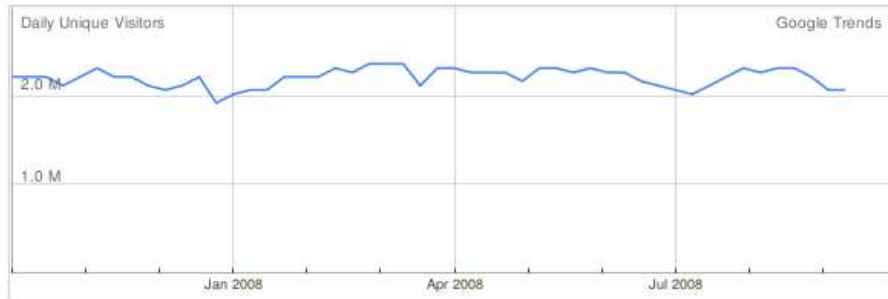


#### Household income



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bebo.com

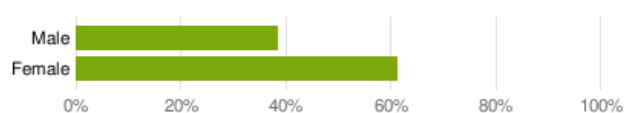


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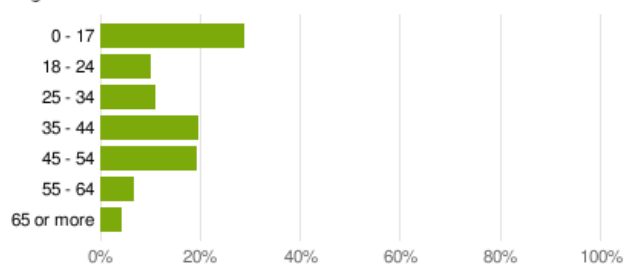


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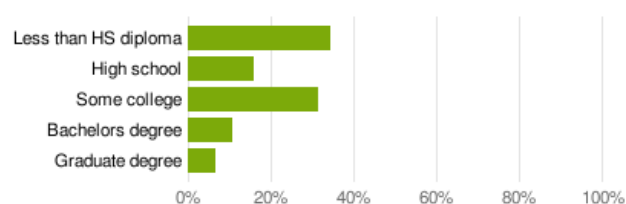
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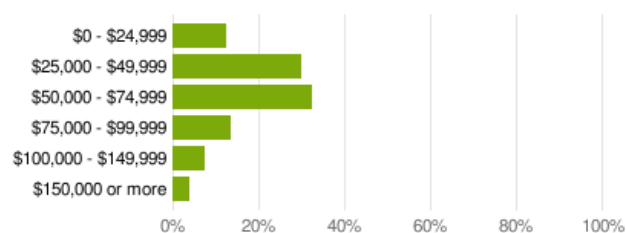
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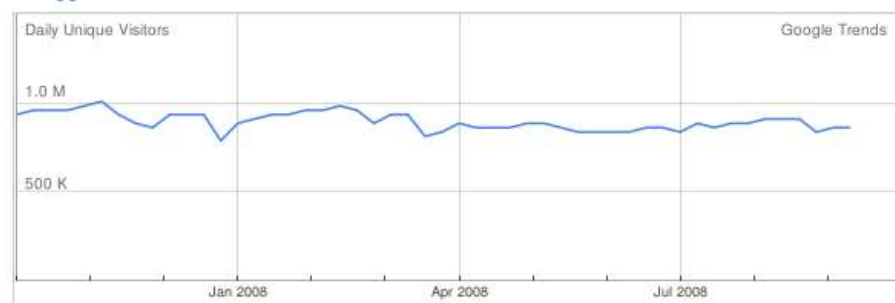


### Household income



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digg.com

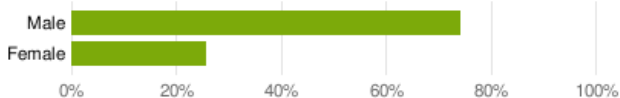


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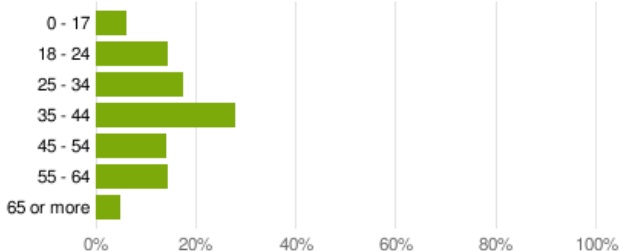


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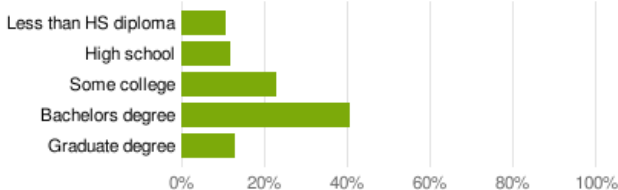
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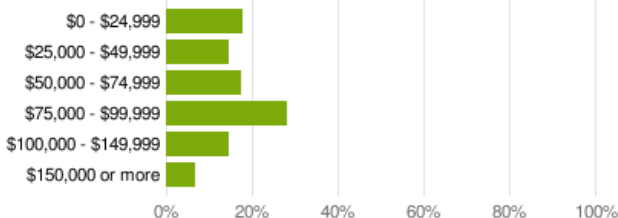
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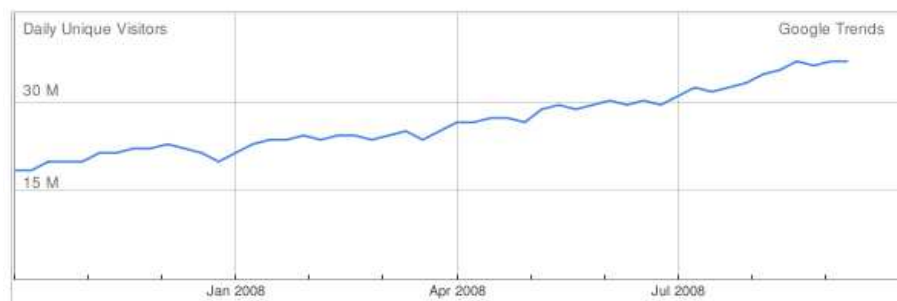


#### Household income

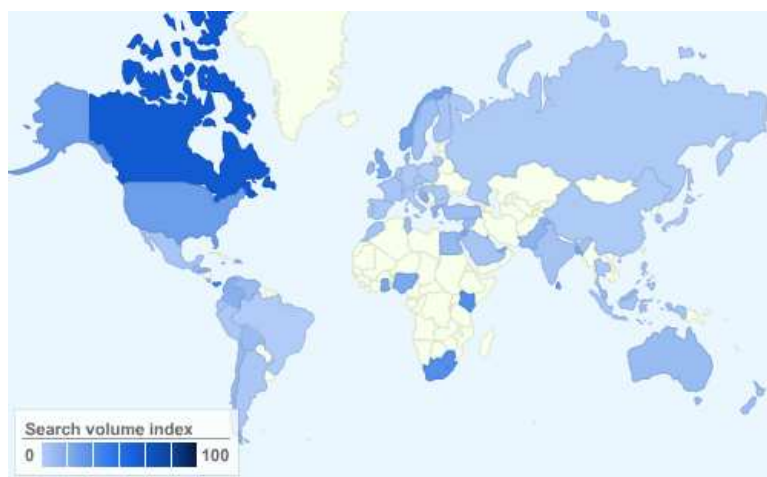


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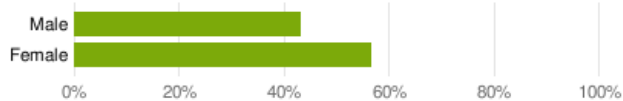
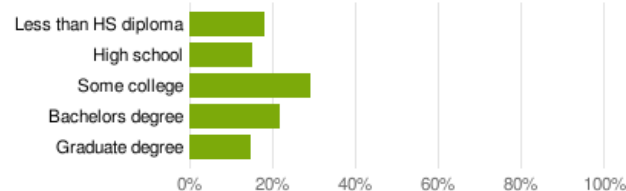
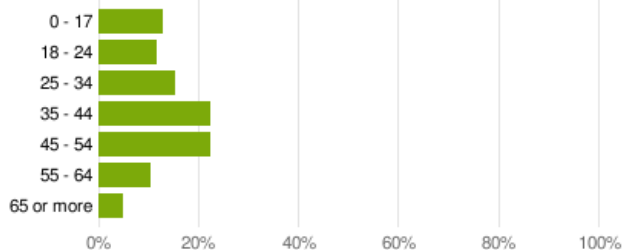
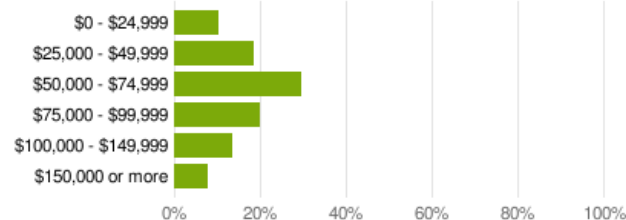
facebook.com



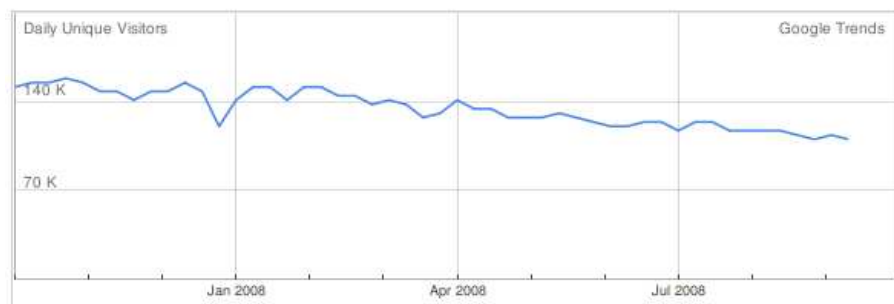
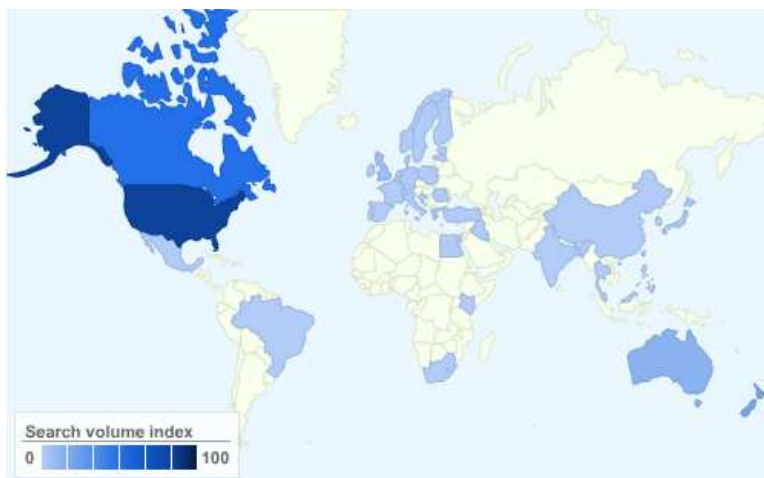
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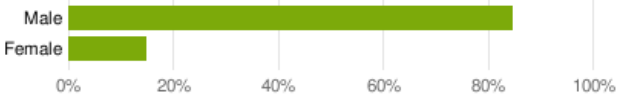
### Facebook Demographic Data

**Gender****Education****Age****Household income****Fark.com Domain Search Traffic**

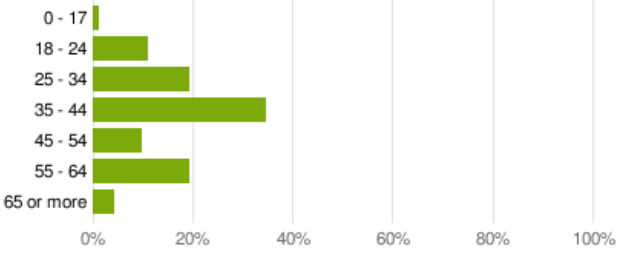
fark.com

**Fark Geographic Data****Fark Demographic Data**

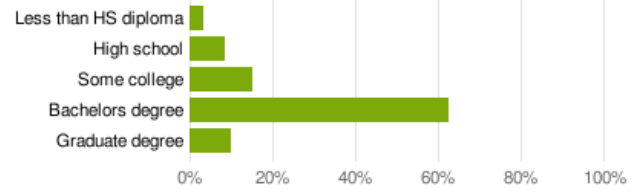
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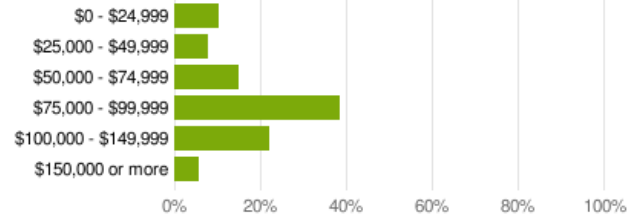
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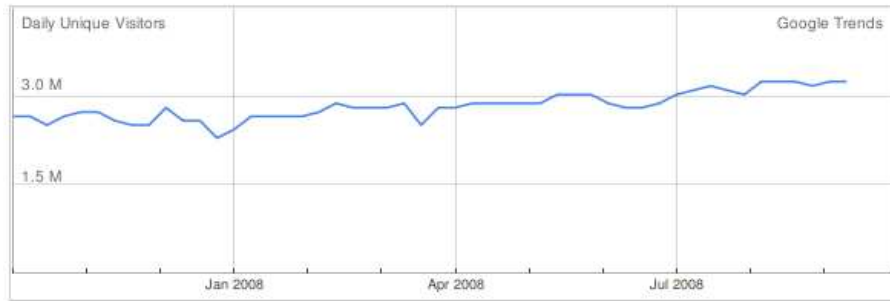


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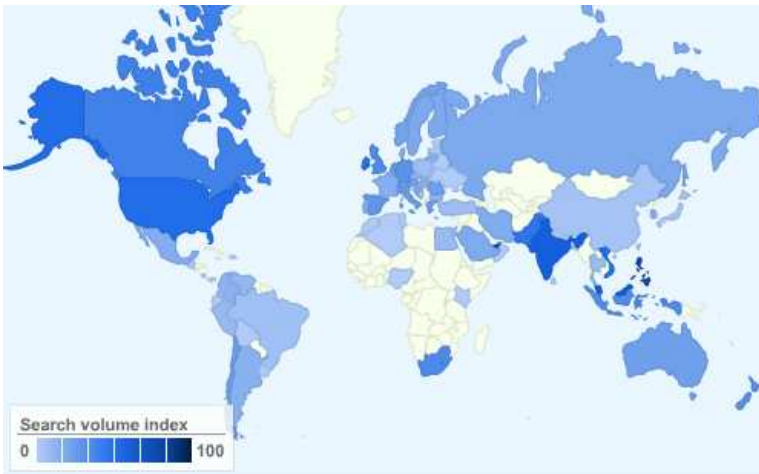


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flickr.com

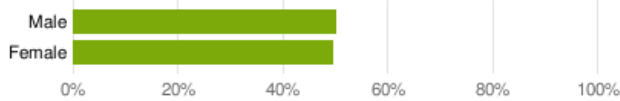


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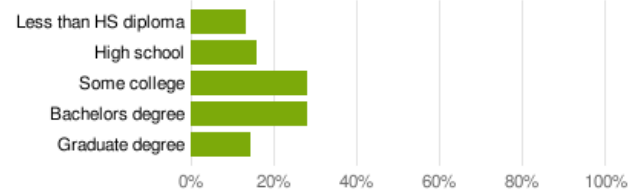


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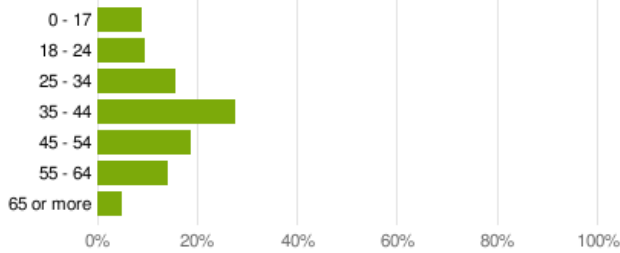
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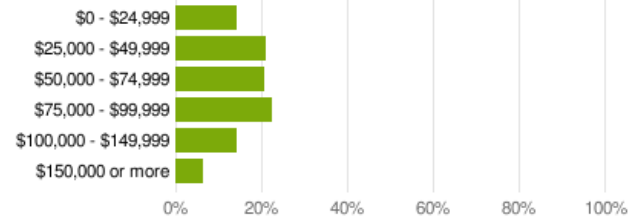
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#### Age

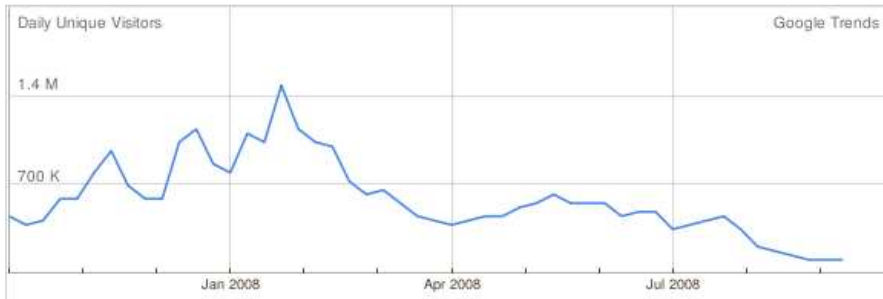


#### Household income



### Flixster.com Domain Search Traffic

● flixster.com

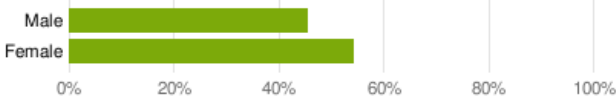
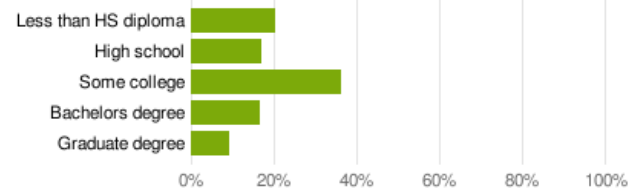
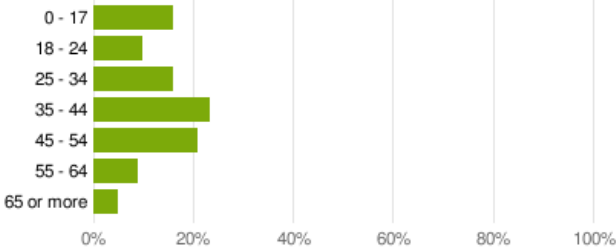
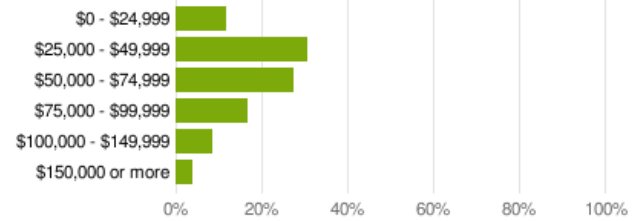


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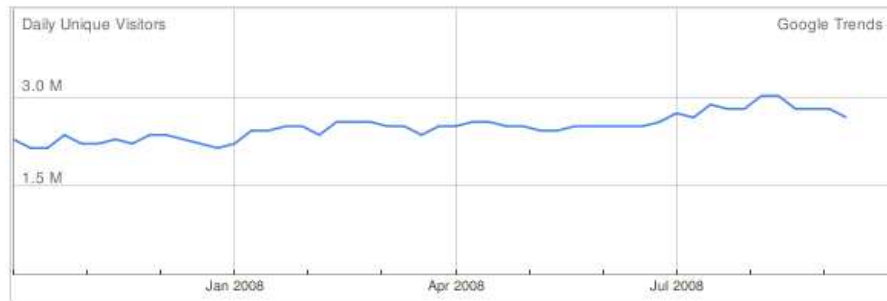


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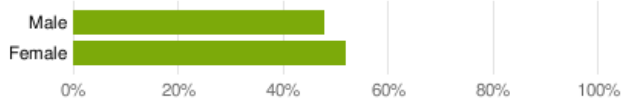


**Gender****Education****Age****Household income****Friendster.com Domain Search Traffic**

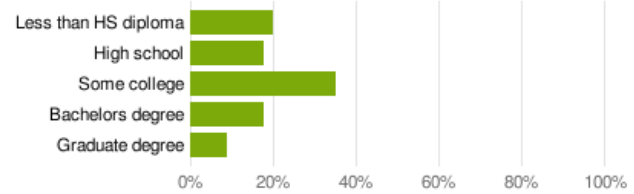
● friendster.com

**Friendster Geographic Data****Friendster Demographic Data**

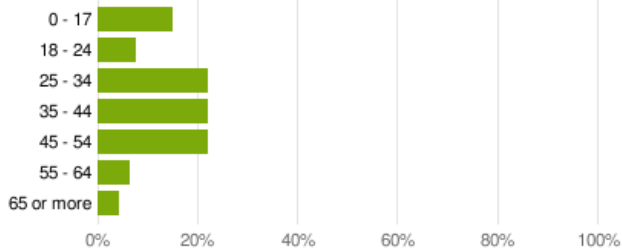
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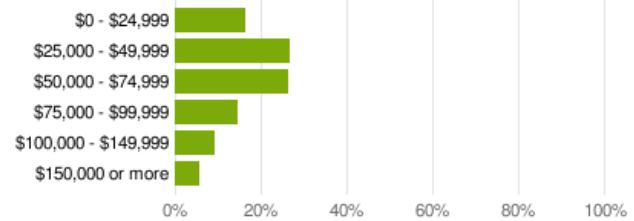
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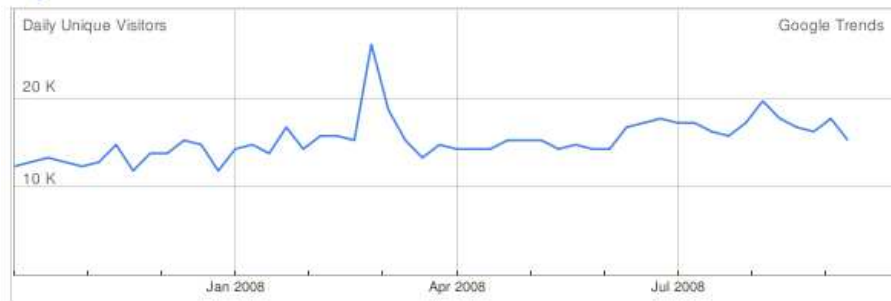


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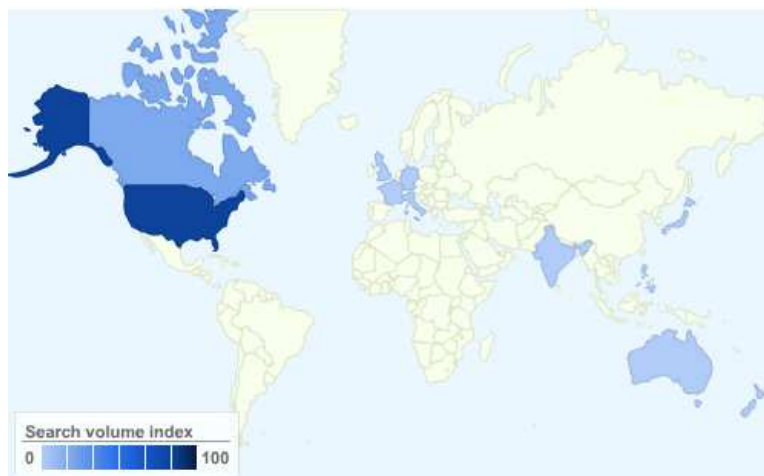


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gather.com

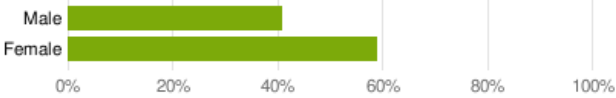


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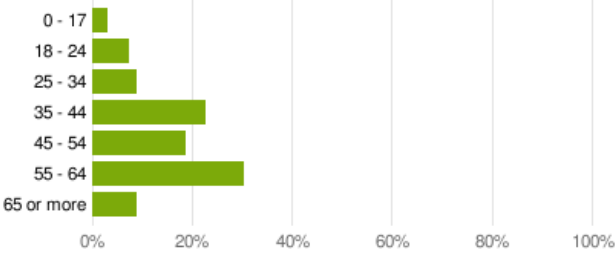


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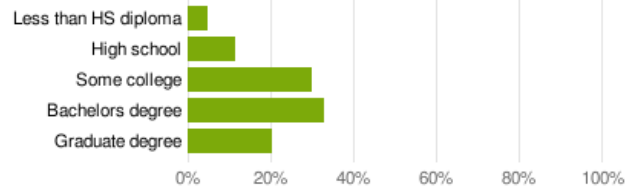
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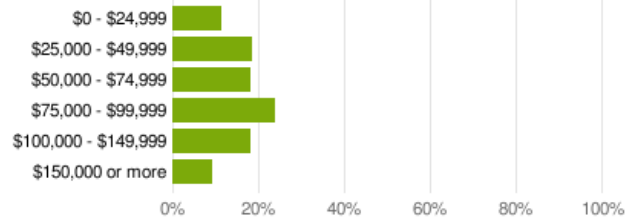
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#### Education

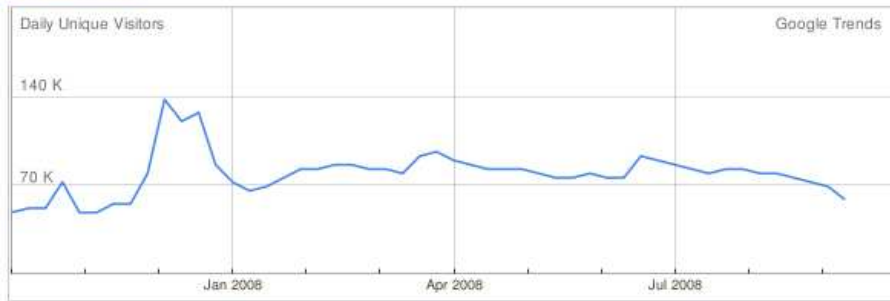


#### Household income



### Habbo.com Domain Search Traffic

habbo.com

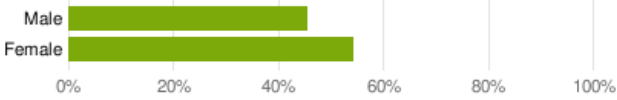


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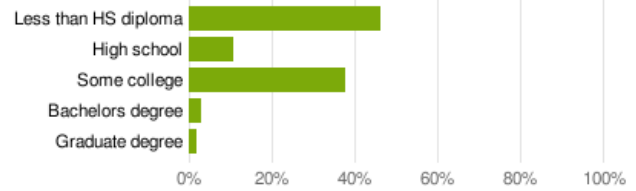


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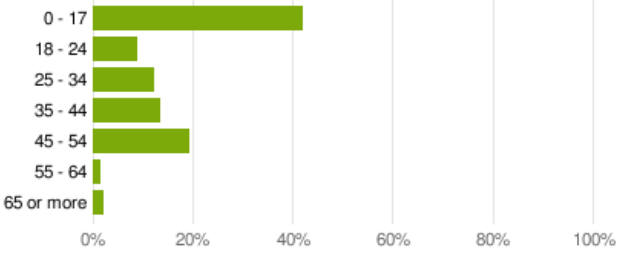
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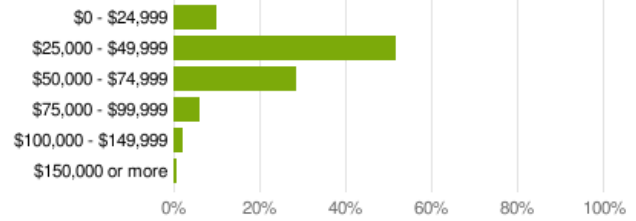
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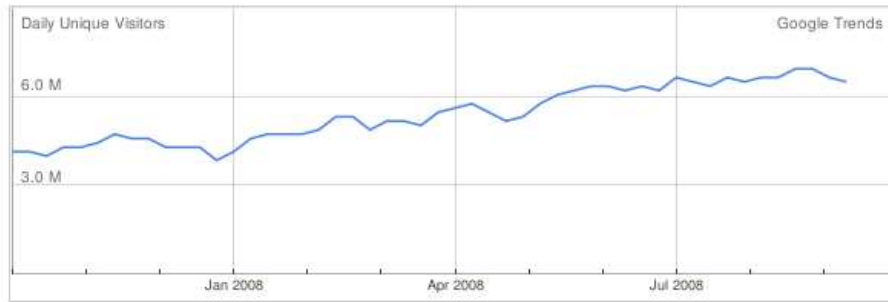


#### Household income



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● hi5.com

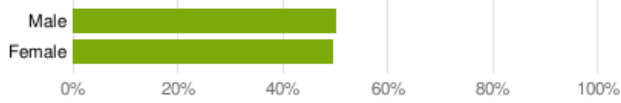


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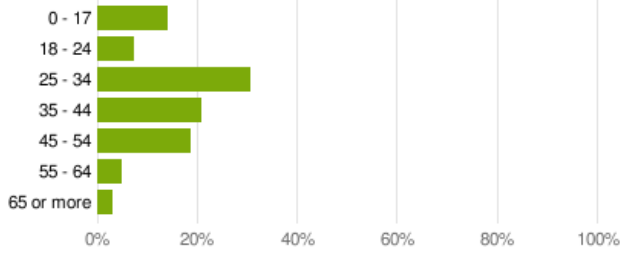


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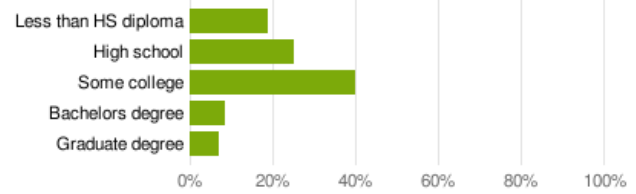
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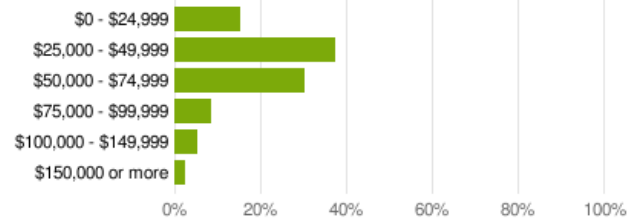
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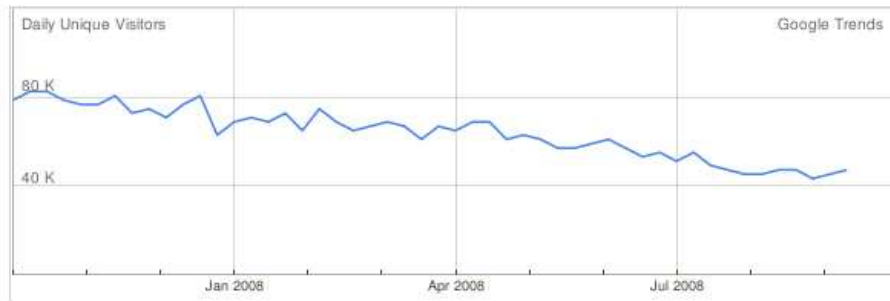


#### Household income

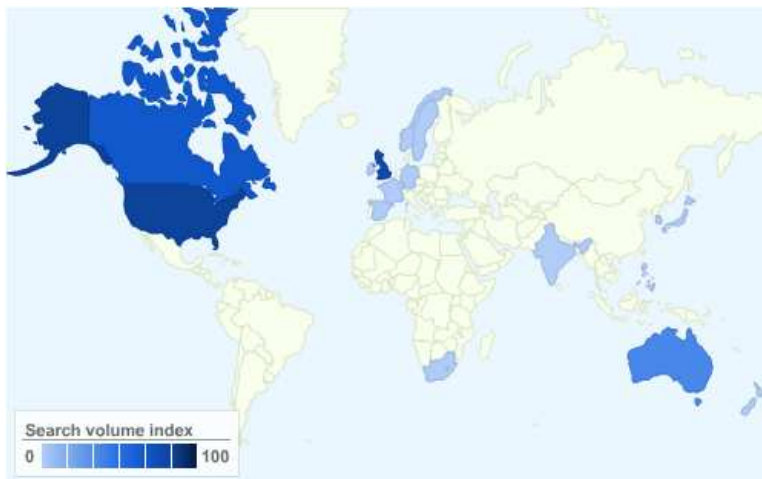


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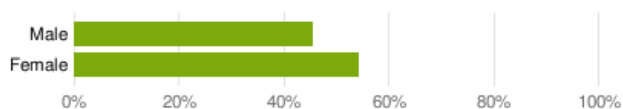
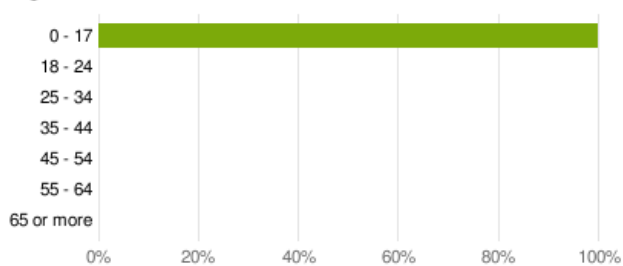
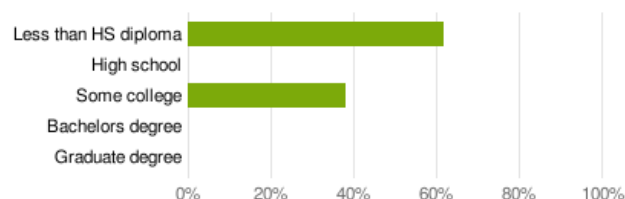
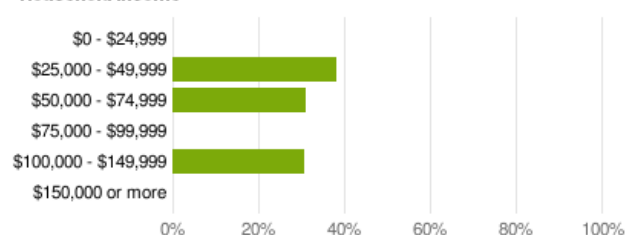
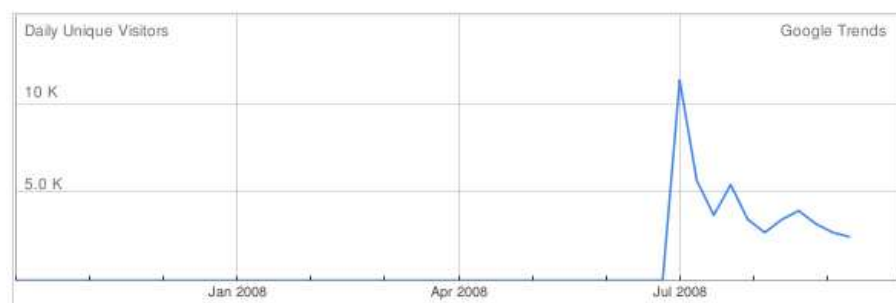
● i-am-bored.com



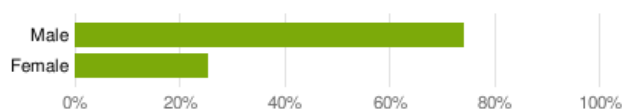
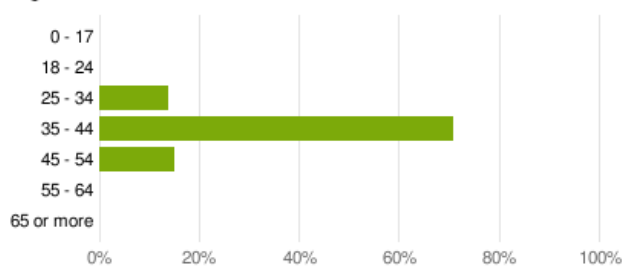
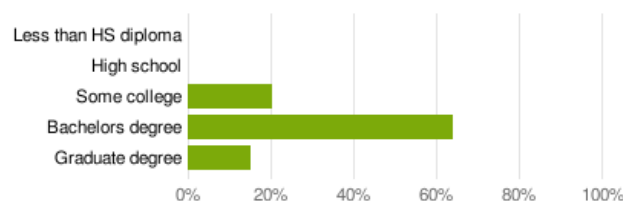
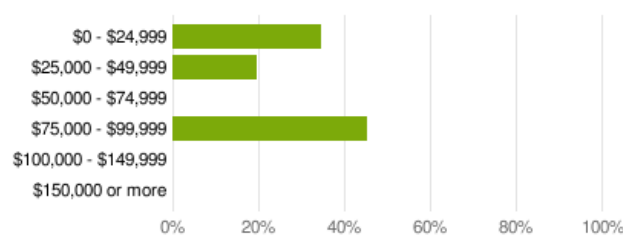
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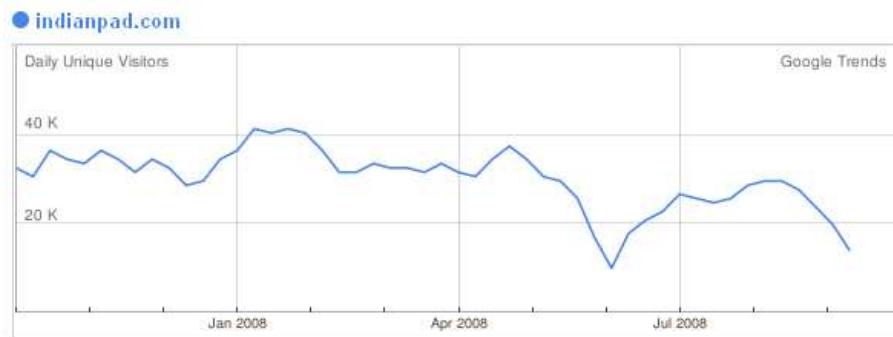


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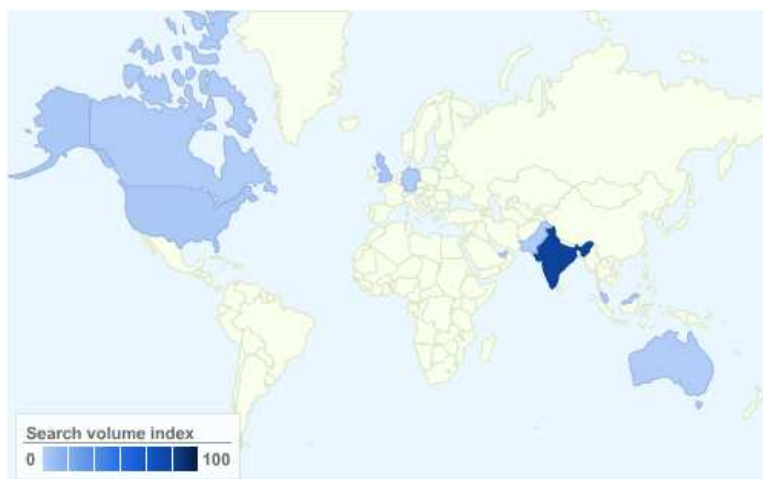
**Gender****Age****Education****Household income****Identi.ca Domain Search Traffic**● **identi.ca****Identi.ca Geographic Data**

n/a

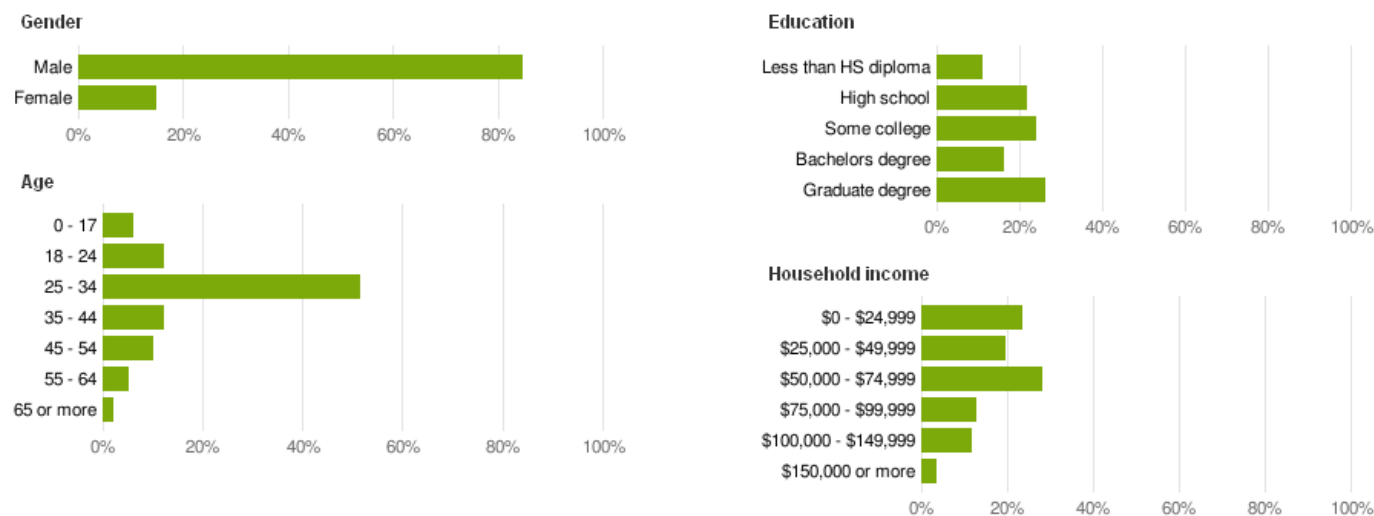
**Identi.ca Demographic Data****Gender****Age****Education****Household income****Indianpad.com Domain Search Traffic**



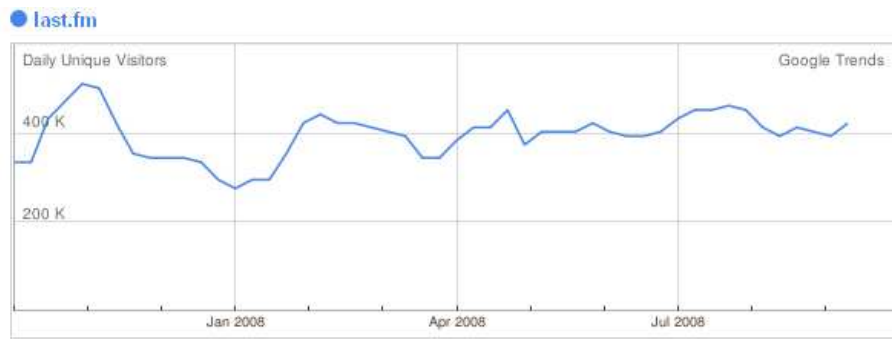
## Indianpad Geographic Data



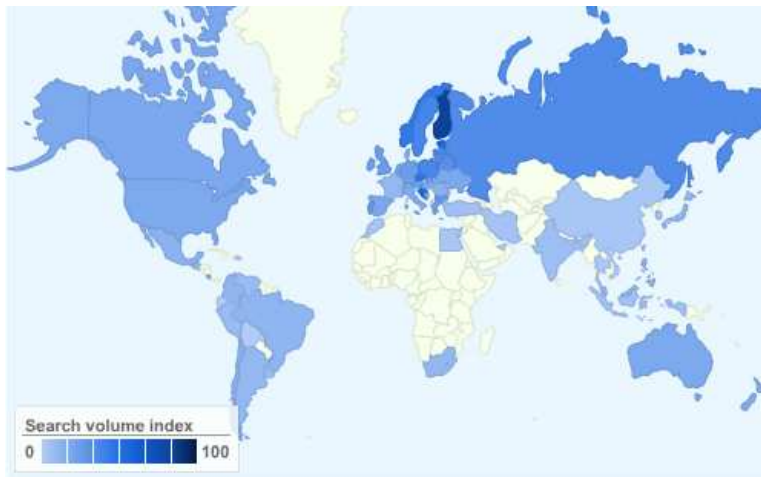
## Indianpad Demographic Data



## Last.fm Domain Search Traffic

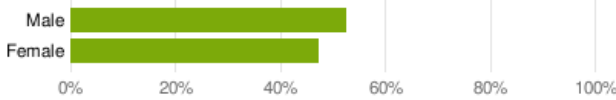


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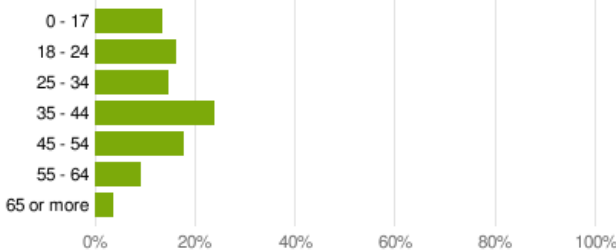


### Last.fm Demographic Data

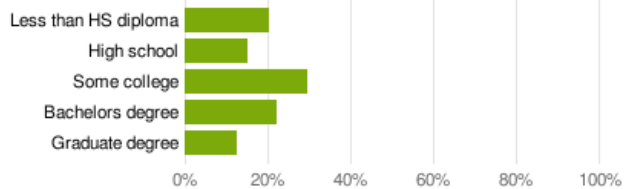
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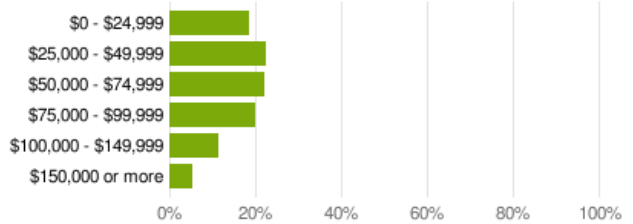
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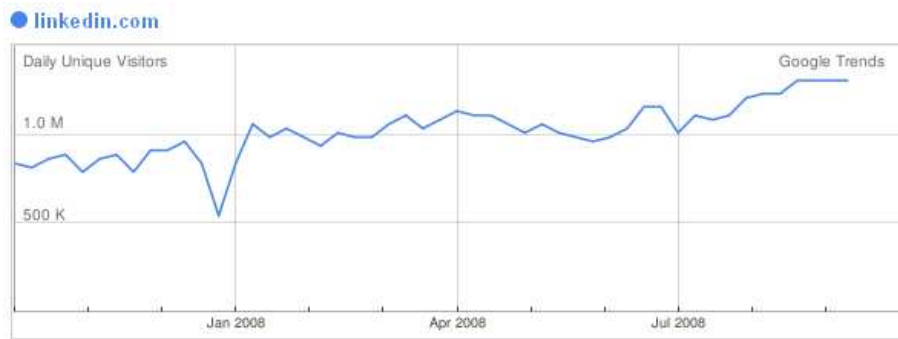


#### Household income

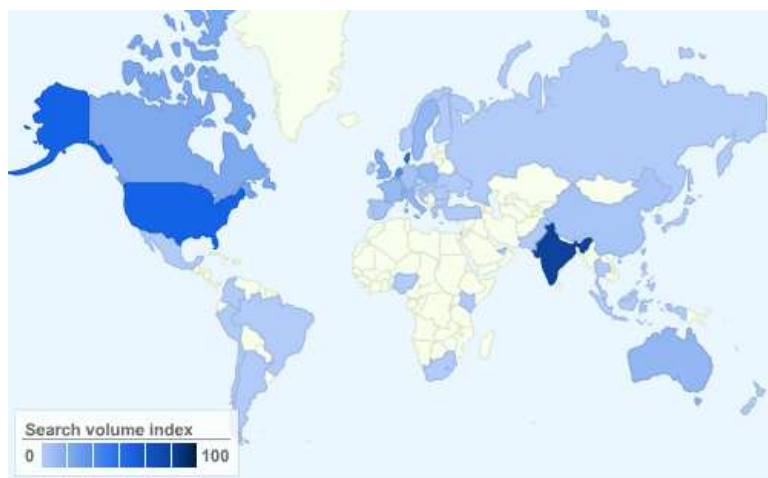


### Linkedin.com Domain Search Traffic



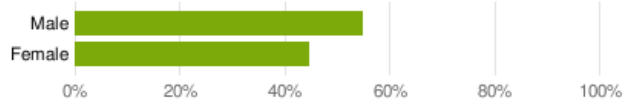


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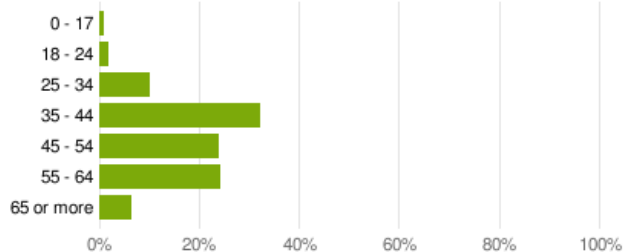


## Linkedin Demographic Data

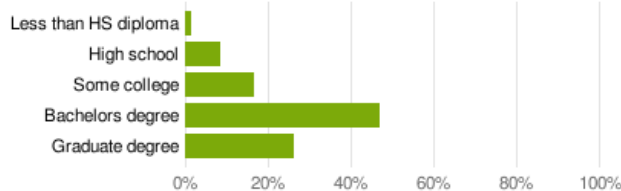
### Gender



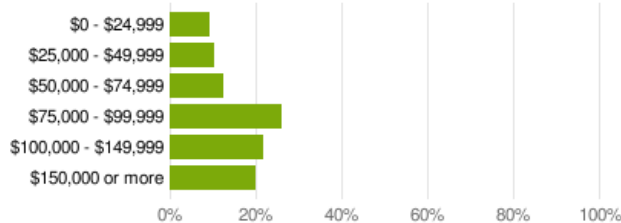
### Age



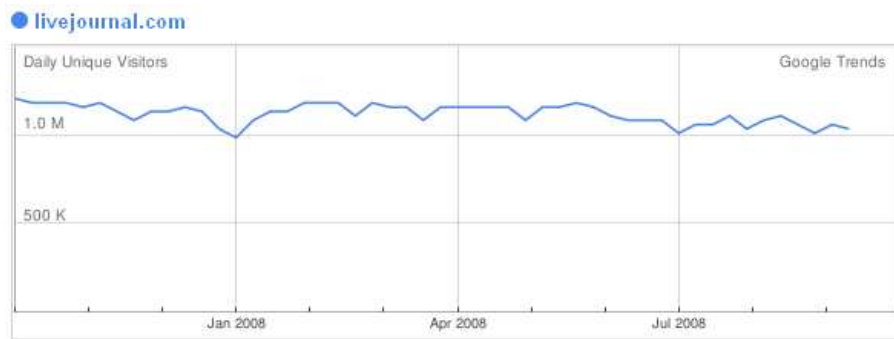
### Education



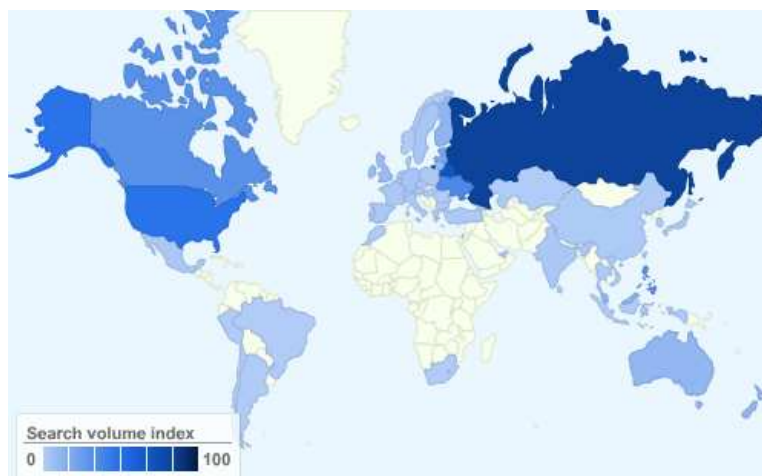
### Household income



## LiveJournal.com Domain Search Traffic

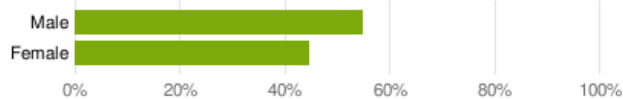


### Livejournal Geographic Data

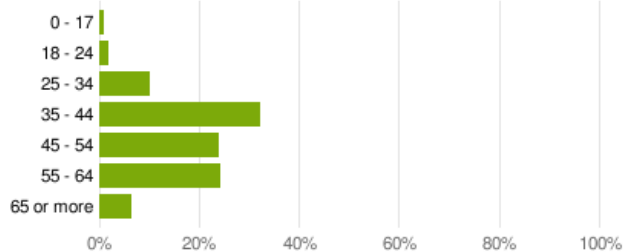


### Livejournal Demographic Data

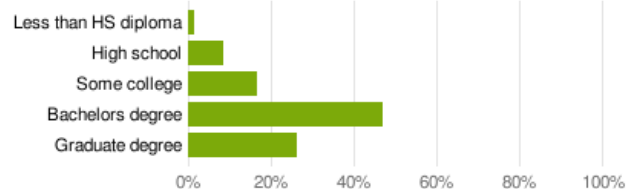
#### Gender



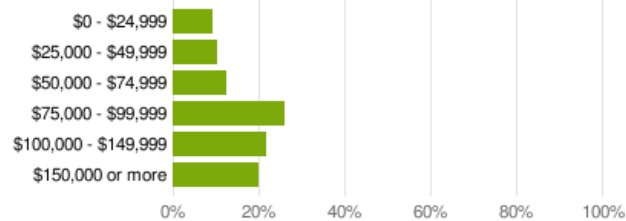
#### Age



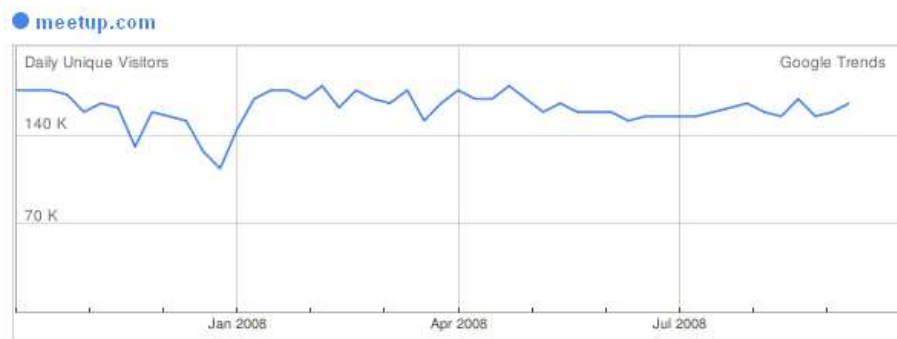
#### Education



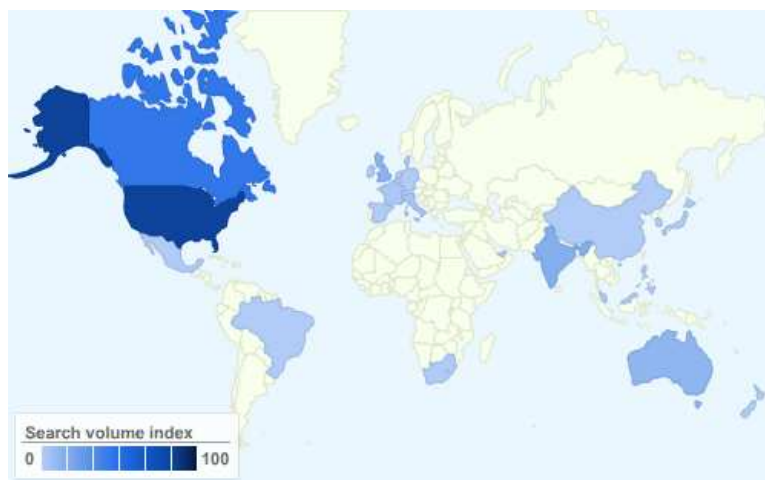
#### Household income



### Meetup.com Domain Search Traffic

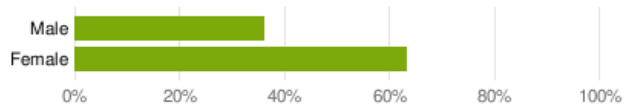


### Meetup Geographic Data

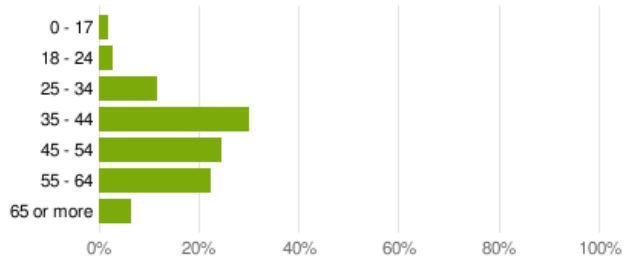


### Meetup Demographic Data

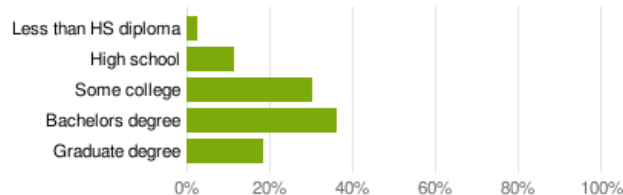
#### Gender



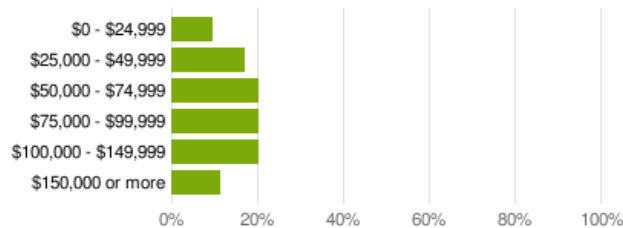
#### Age



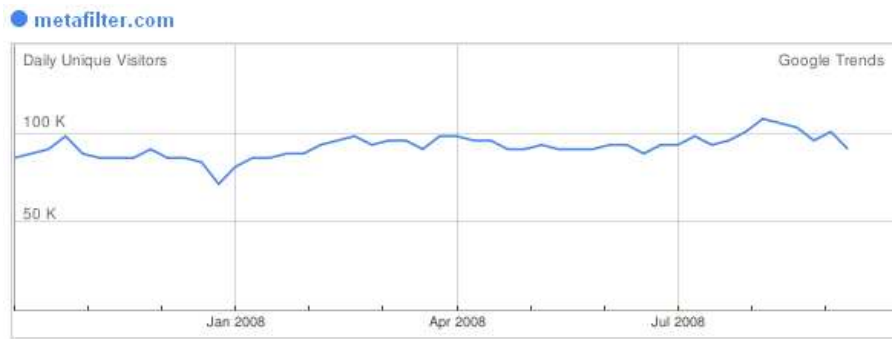
#### Education



#### Household income



### Metafilter.com Domain Search Traffic

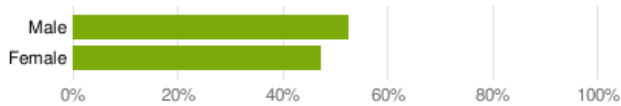


### Metafilter Geographic Data

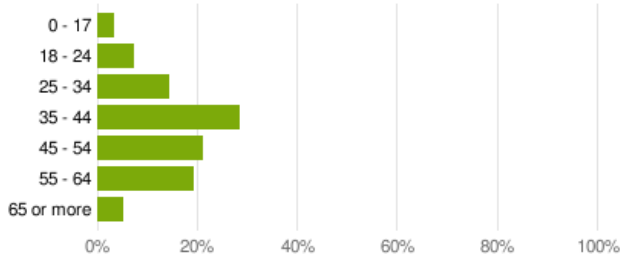


### Metafilter Demographic Data

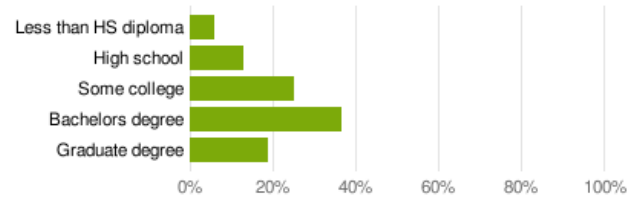
#### Gender



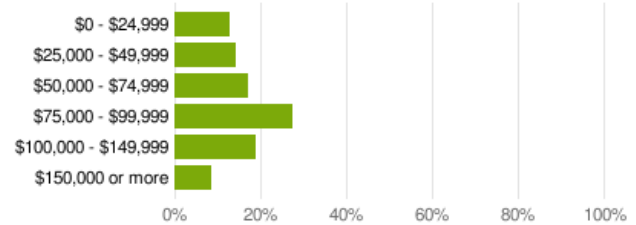
#### Age



#### Education

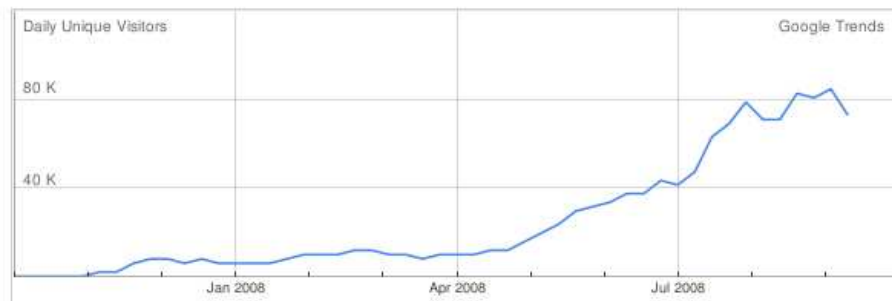


#### Household income

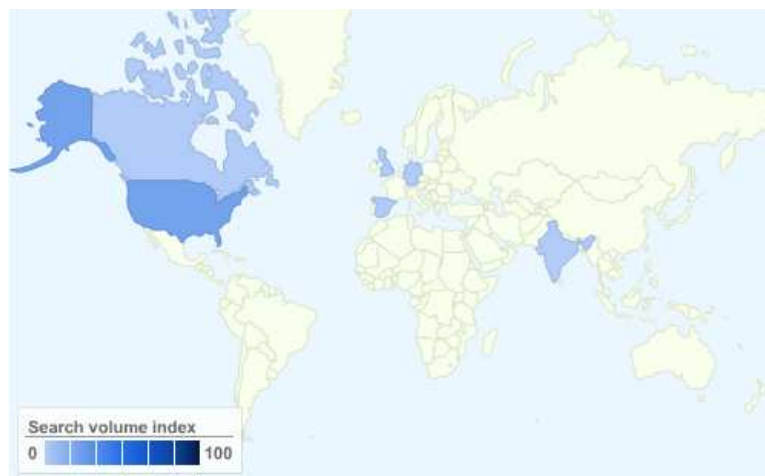


### Mixx.com Domain Search Traffic

● mixx.com

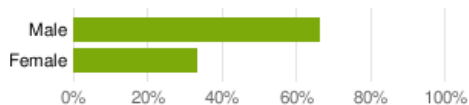


## Mixx Geographic Data

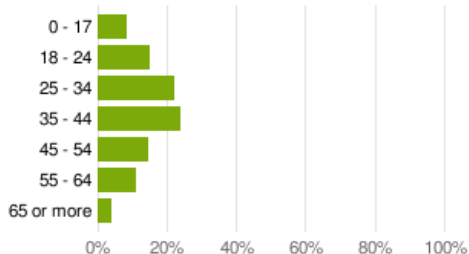


## Mixx Demographic Data

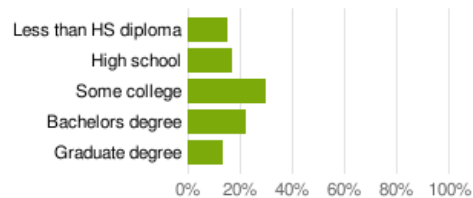
### Gender



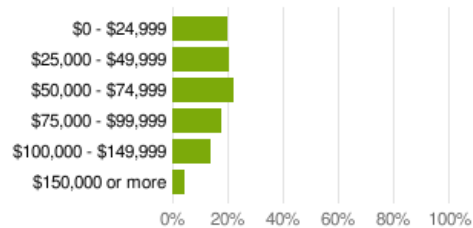
### Age



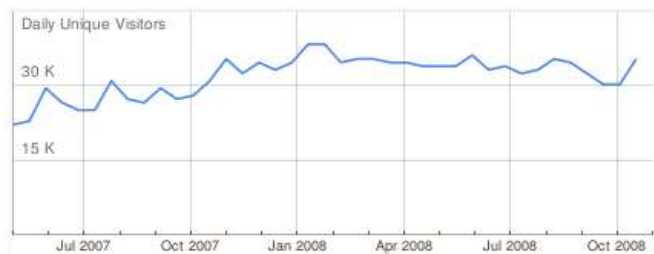
### Education



### Household income



## Multiply.com Domain Search Traffic

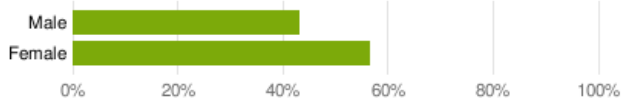


## Multiply Geographic Data

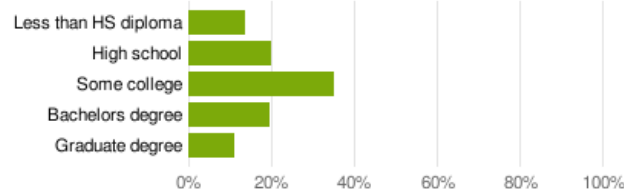


## Multiply Demographic Data

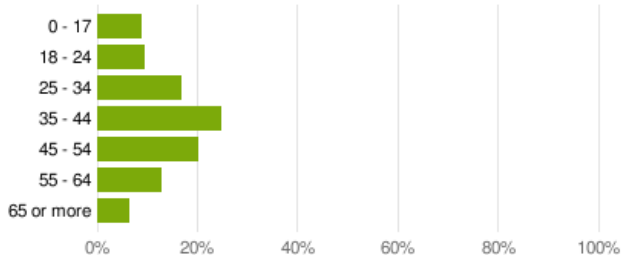
### Gender



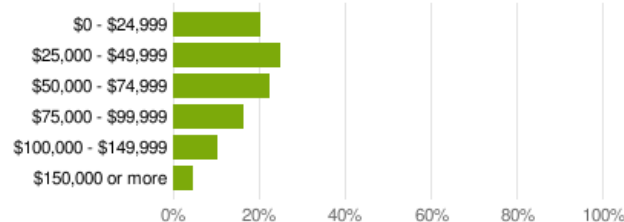
### Education



### Age

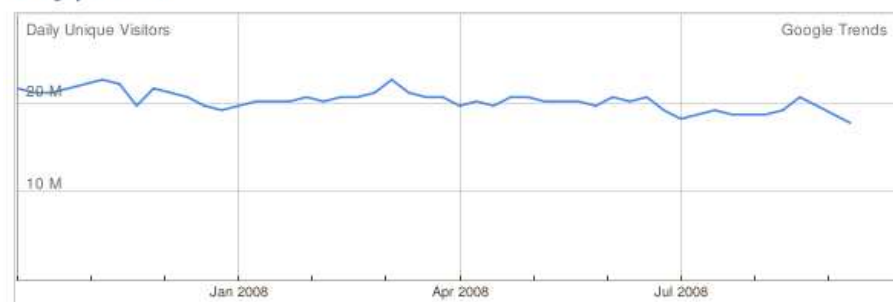


### Household income

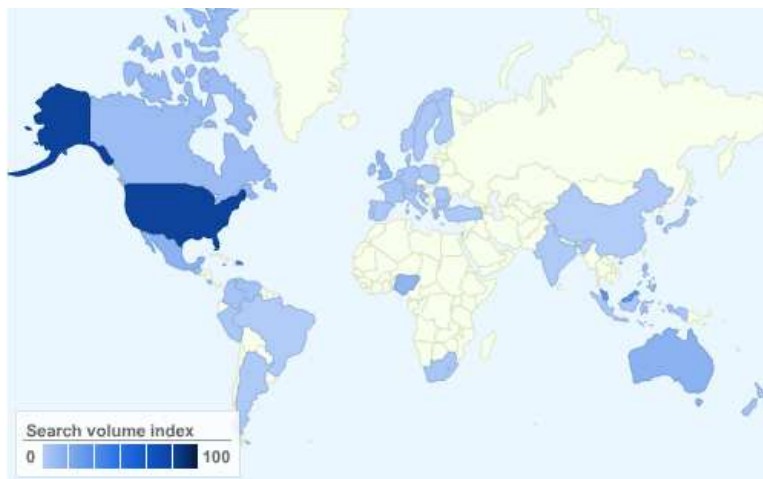


## Myspace.com Domain Search Traffic

myspace.com

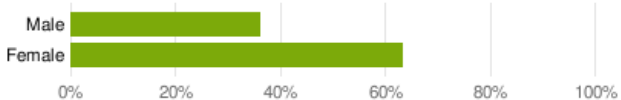


## Myspace Geographic Data

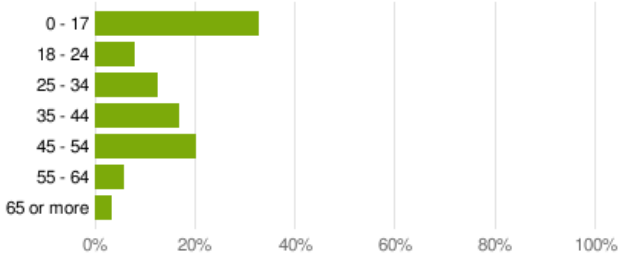


## Myspace Demographic Data

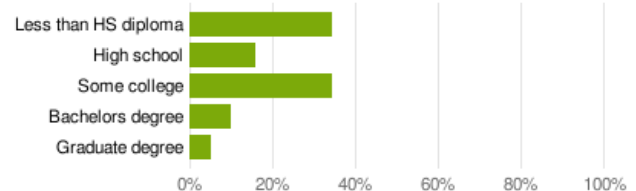
### Gender



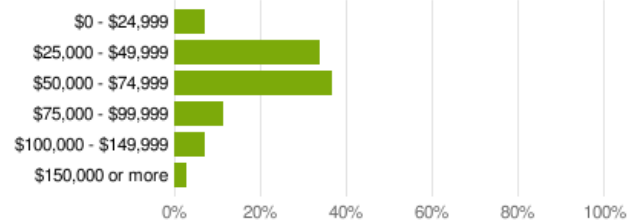
### Age



### Education

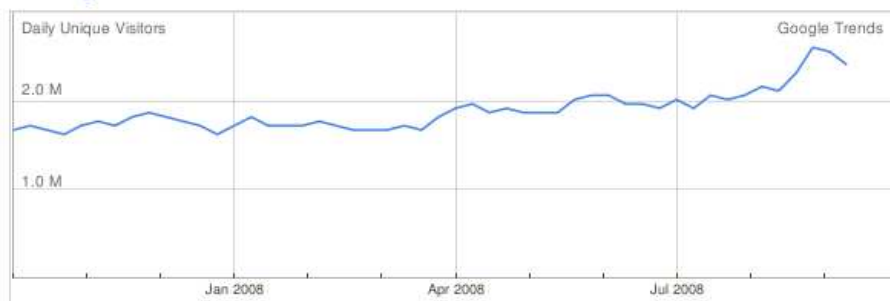


### Household income

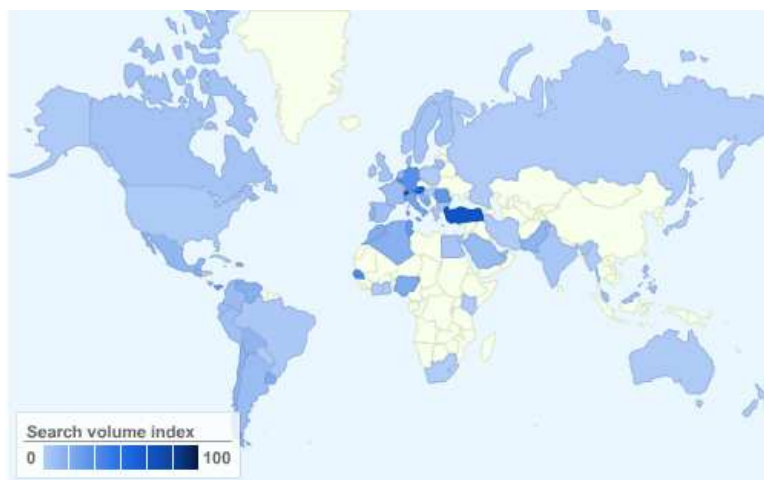


## Netlog.com Domain Search Traffic

netlog.com

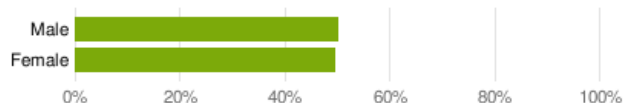


## Netlog Geographic Data

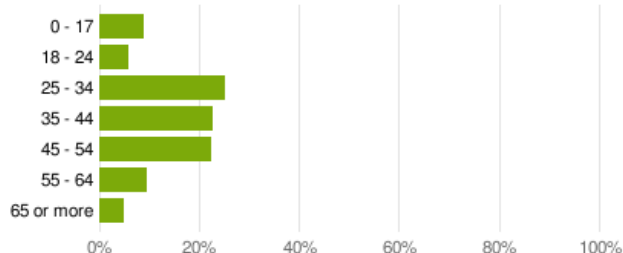


## Netlog Demographic Data

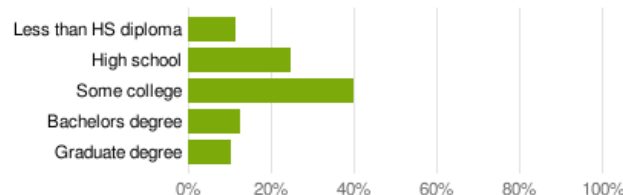
### Gender



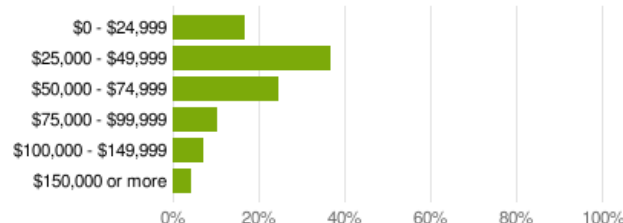
### Age



### Education

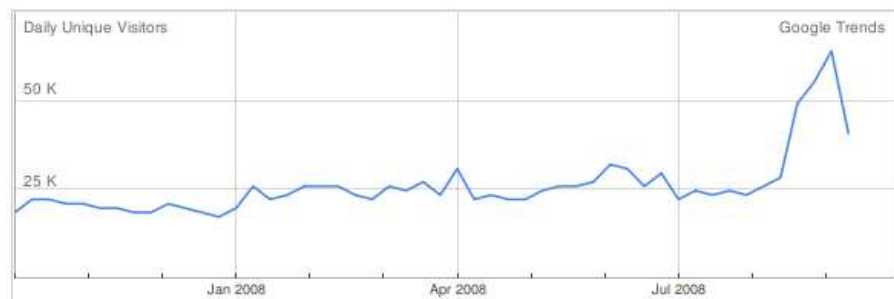


### Household income



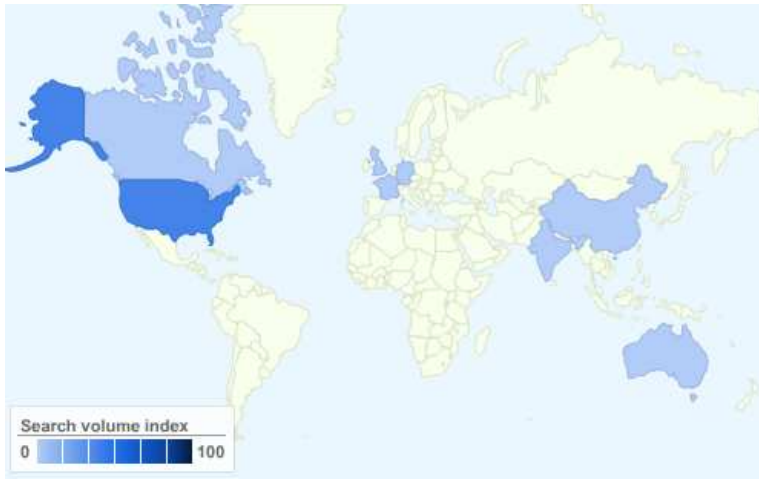
## Newsvine.com Domain Search Traffic

newsvine.com



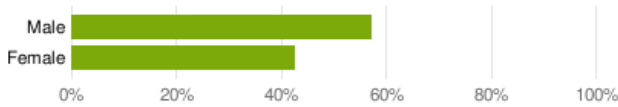
## Newsvine Geographic Data



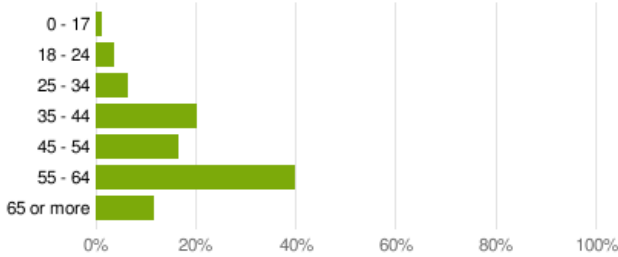


## Newsvine Demographic Data

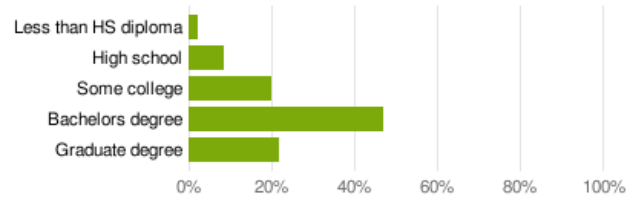
### Gender



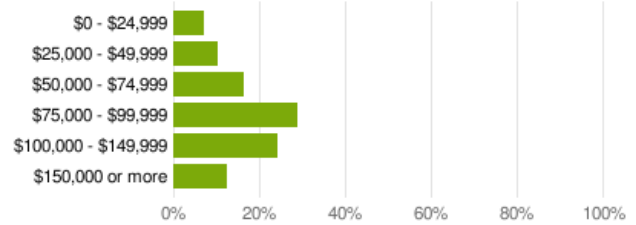
### Age



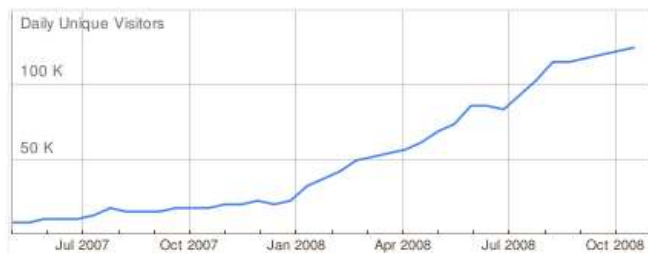
### Education



### Household income



## Ning.com Domain Search Traffic

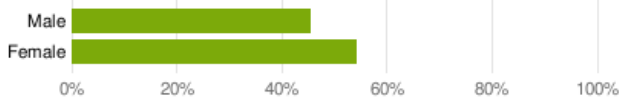


## Ning Geographic Data

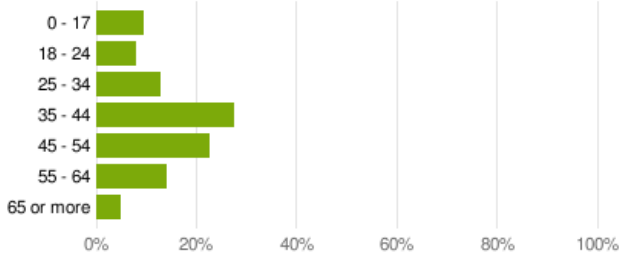


### Ning Demographic Data

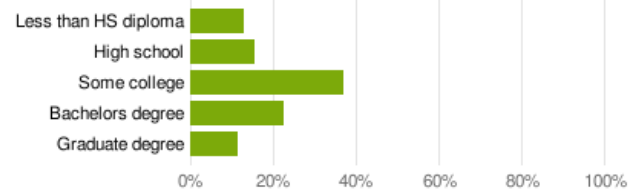
#### Gender



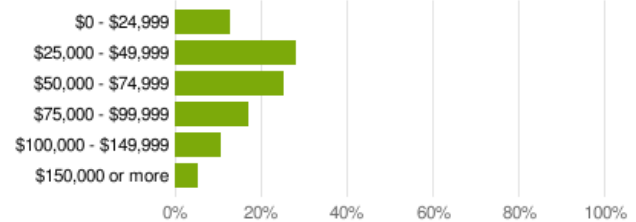
#### Age



#### Education



#### Household income



### Orkut.com Domain Search Traffic

N/A

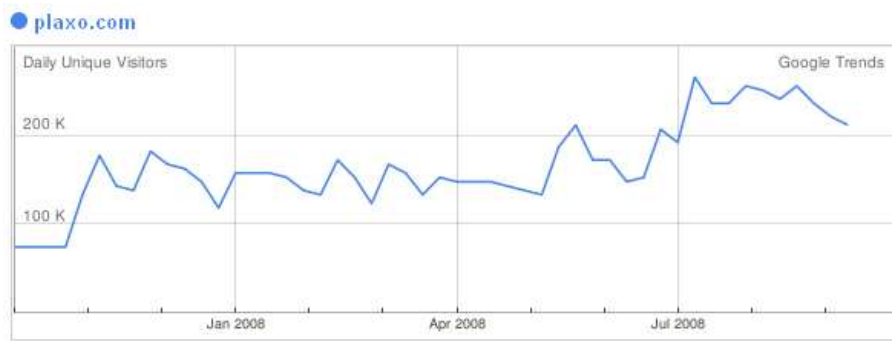
### Orkut Geographic Data



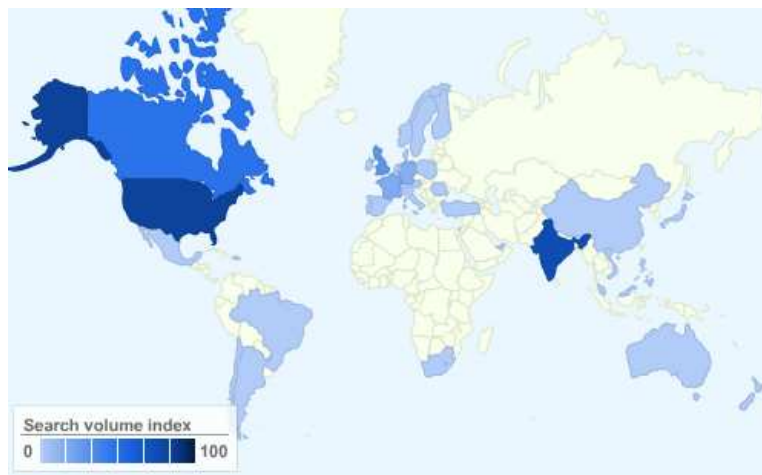
### Orkut Demographic Data

N/A

## Plaxo.com Domain Search Traffic

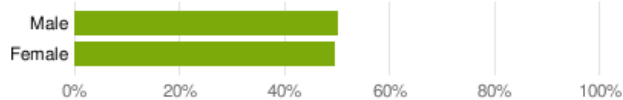


## Plaxo Geographic Data

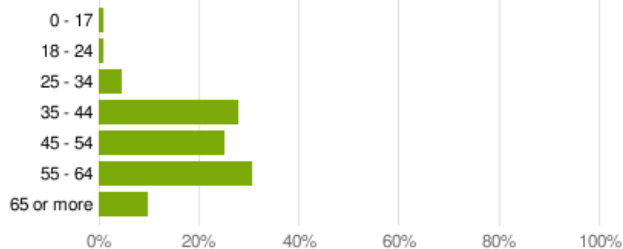


## Plaxo Demographic Data

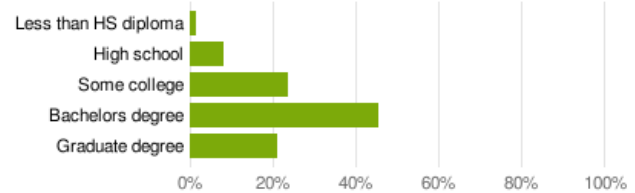
### Gender



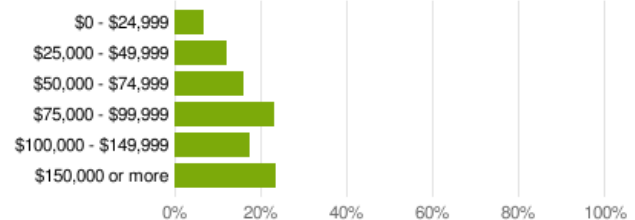
### Age



### Education

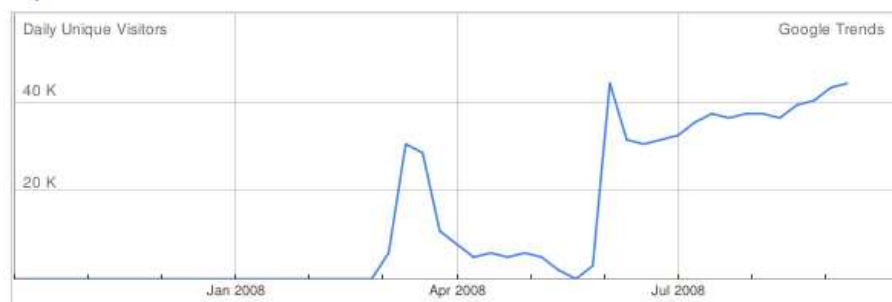


### Household income



## Plurk.com Domain Search Traffic

plurk.com

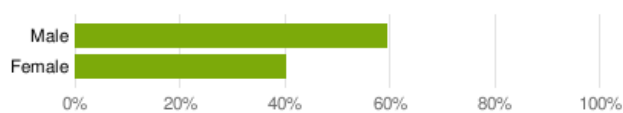


## Plurk Geographic Data

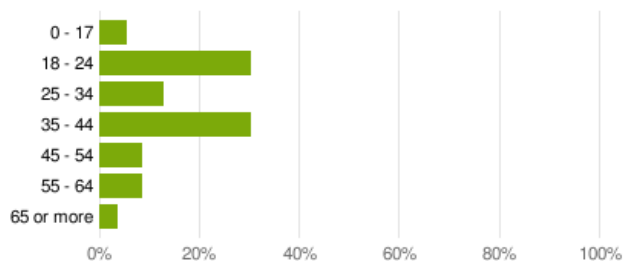
N/A

## Plurk Demographic Data

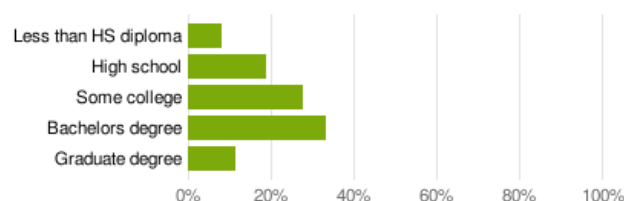
### Gender



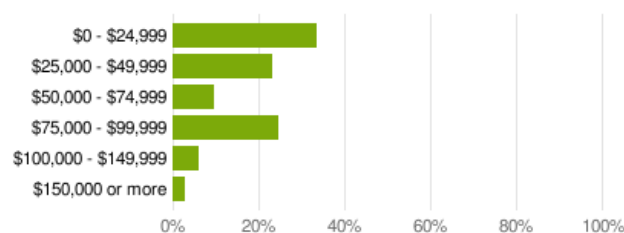
### Age



### Education

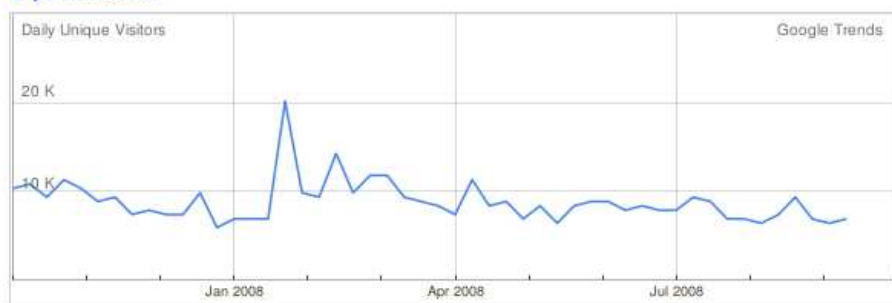


### Household income

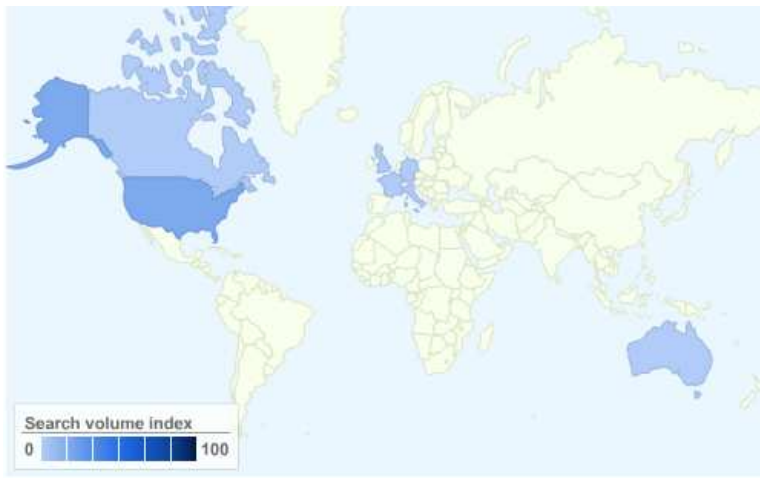


## Pownce.com Domain Search Traffic

pownce.com

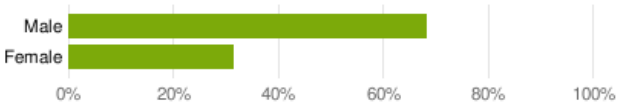


## Pownce Geographic Data

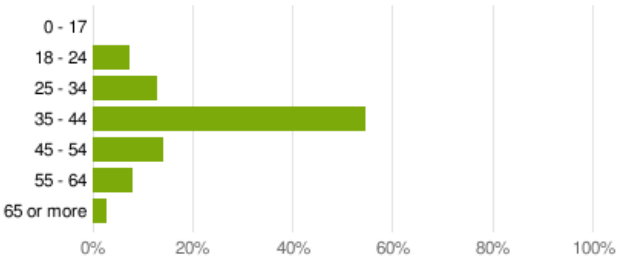


## Pownce Demographic Data

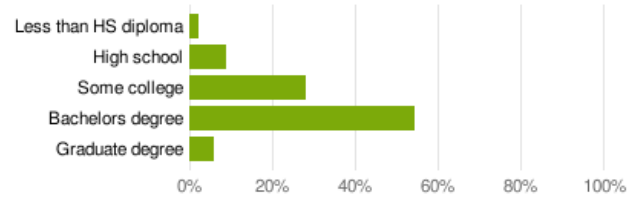
### Gender



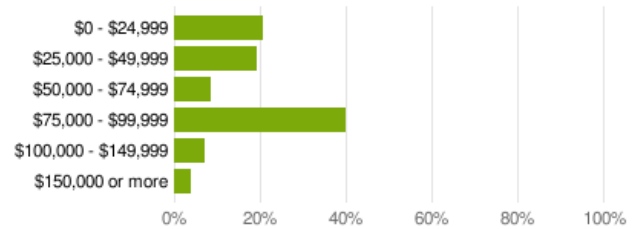
### Age



### Education

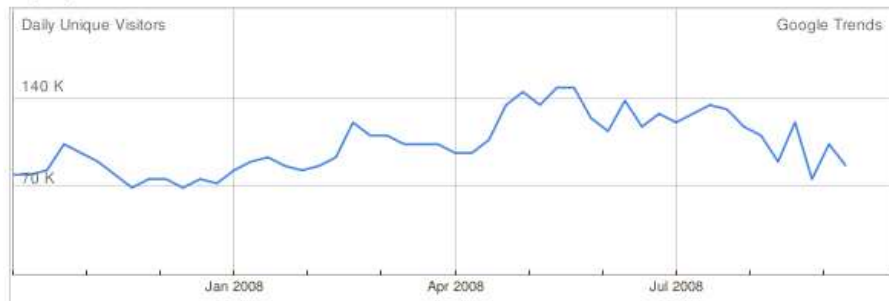


### Household income

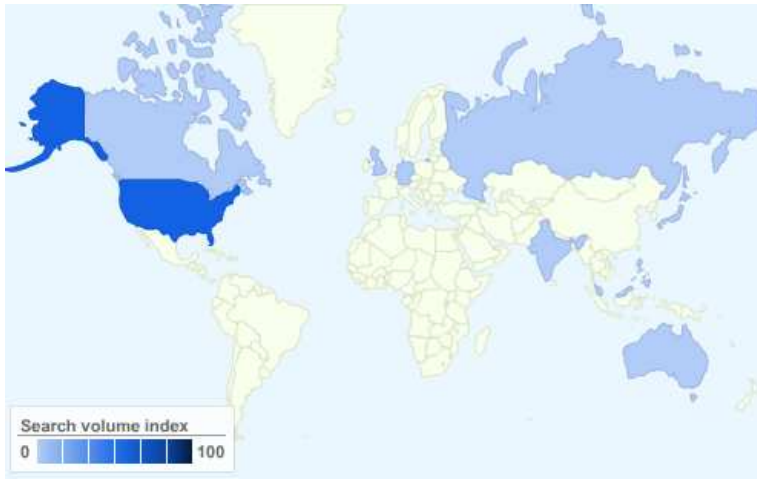


## Propeller.com Domain Search Traffic

propeller.com

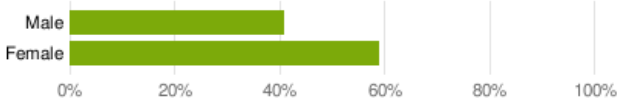


## Propeller Geographic Data

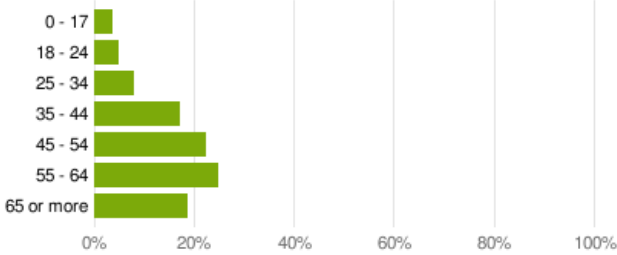


## Propeller Demographic Data

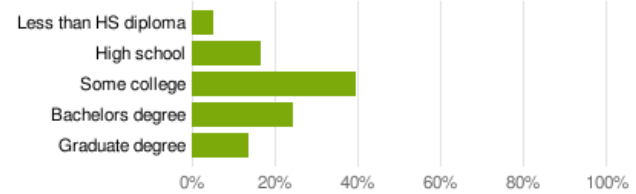
### Gender



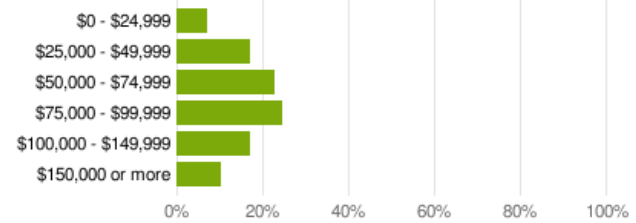
### Age



### Education

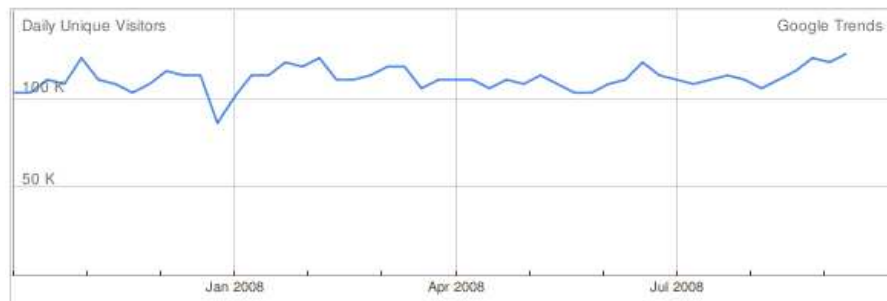


### Household income



## Reddit.com Domain Search Traffic

reddit.com

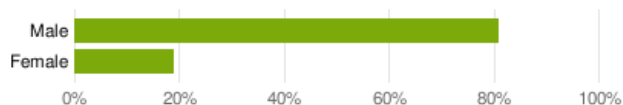


## Reddit Geographic Data

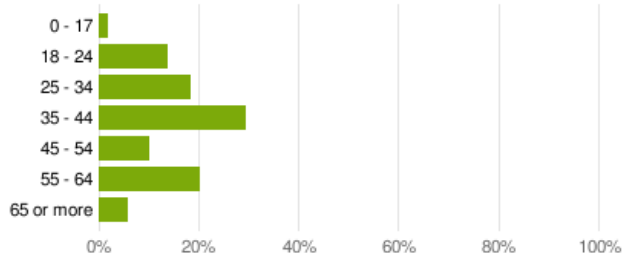


## Reddit Demographic Data

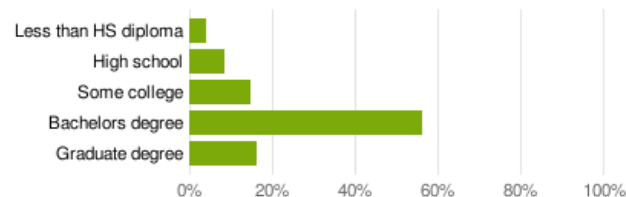
### Gender



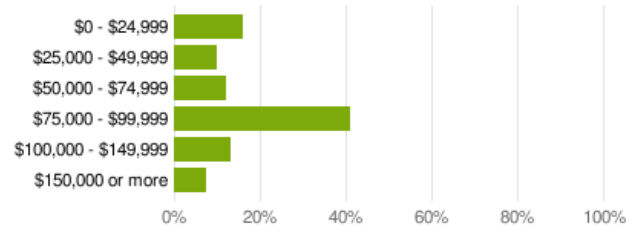
### Age



### Education

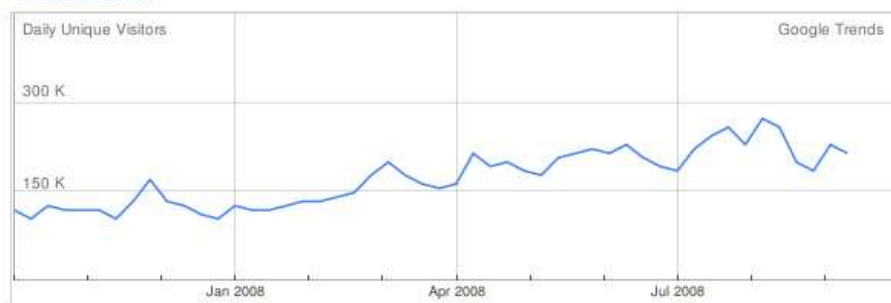


### Household income

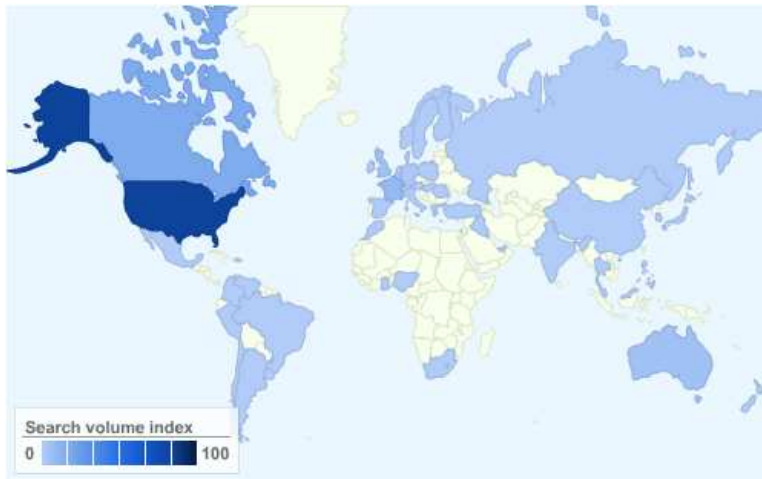


## Reunion.com Domain Search Traffic

reunion.com

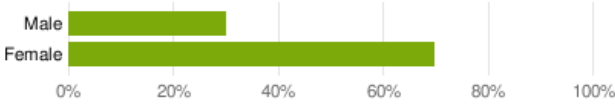


## Reunion Geographic Data

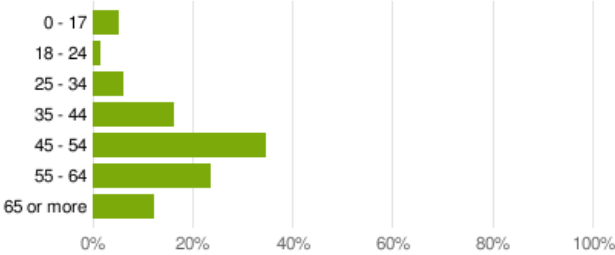


## Reunion Demographic Data

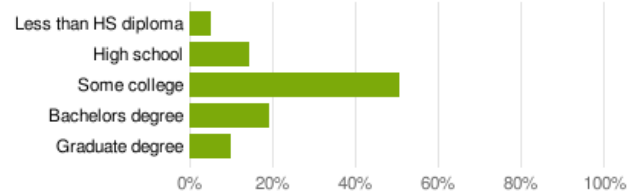
### Gender



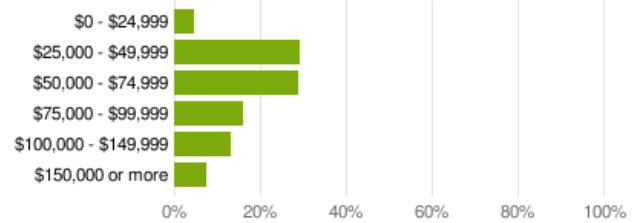
### Age



### Education

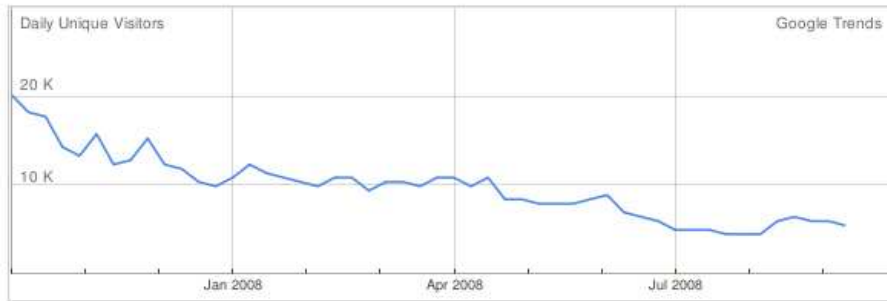


### Household income



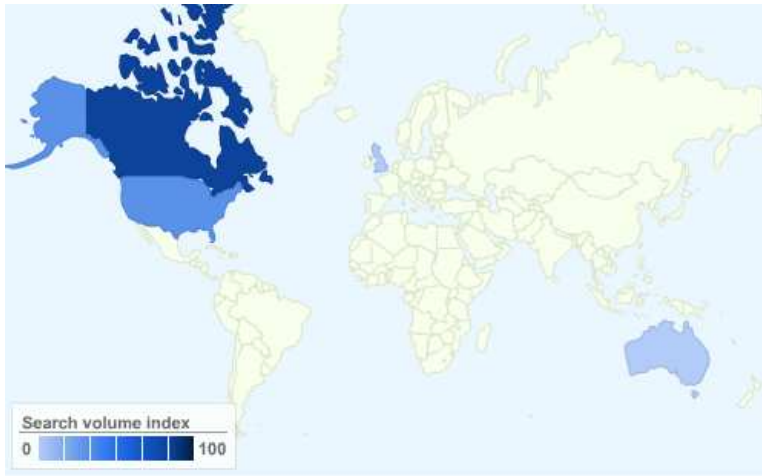
## Shoutwire.com Domain Search Traffic

shoutwire.com



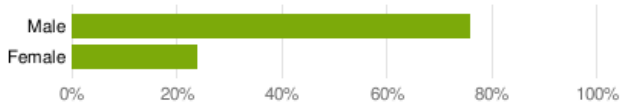
## Shoutwire Geographic Data



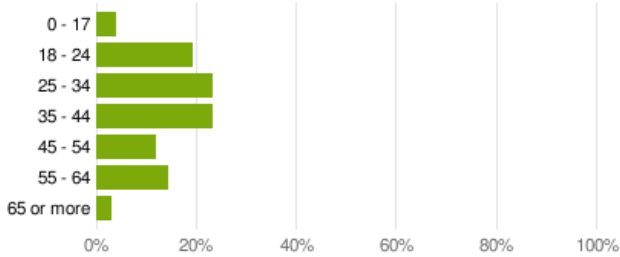


### Shoutwire Demographic Data

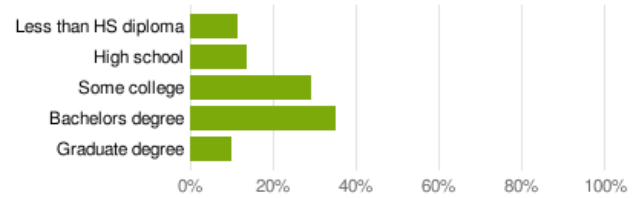
#### Gender



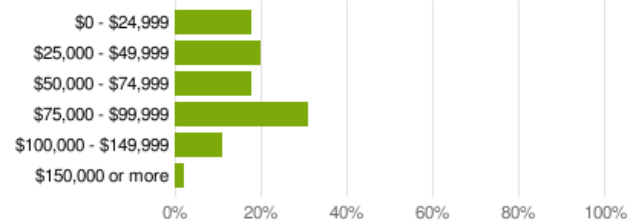
#### Age



#### Education



#### Household income



### Skyrock.com Domain Search Traffic

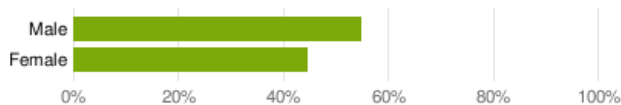


### Skyrock Geographic Data

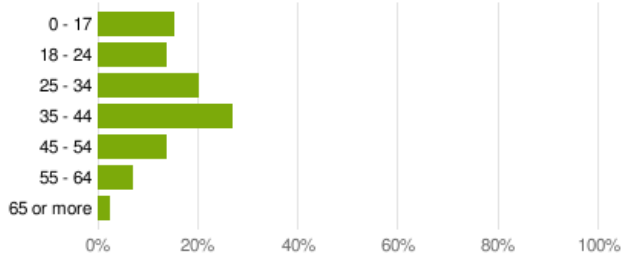
N/A

### Skyrock Demographic Data

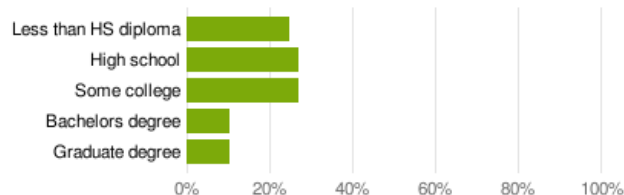
#### Gender



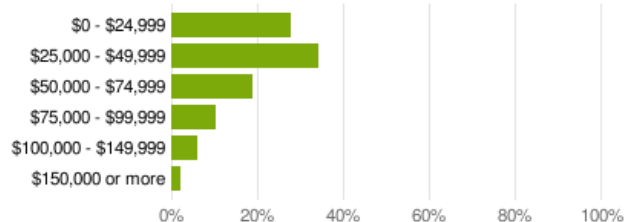
#### Age



#### Education

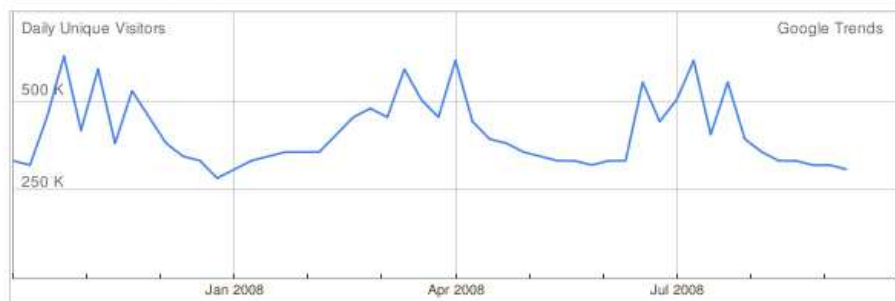


#### Household income

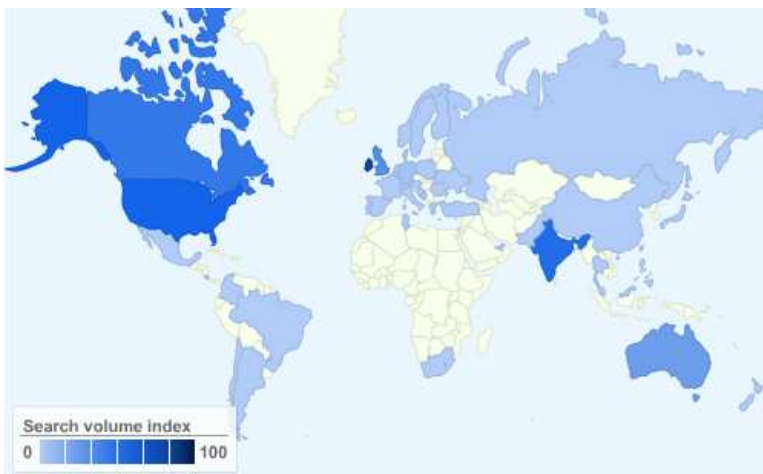


### Stumbleupon.com Domain Search Traffic

stumbleupon.com

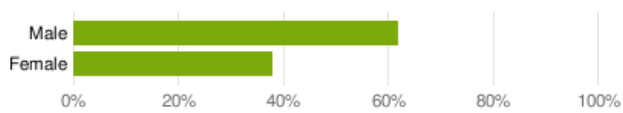


### Stumbleupon Geographic Data

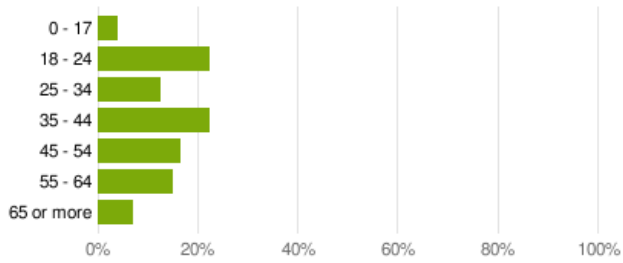


### Stumbleupon Demographic Data

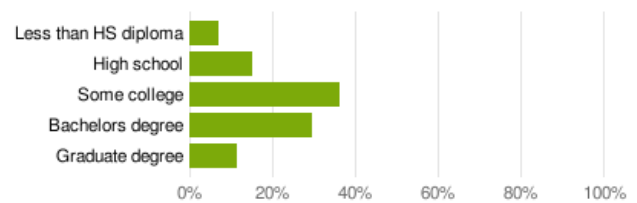
#### Gender



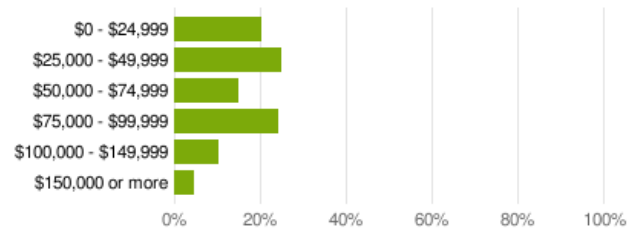
#### Age



#### Education

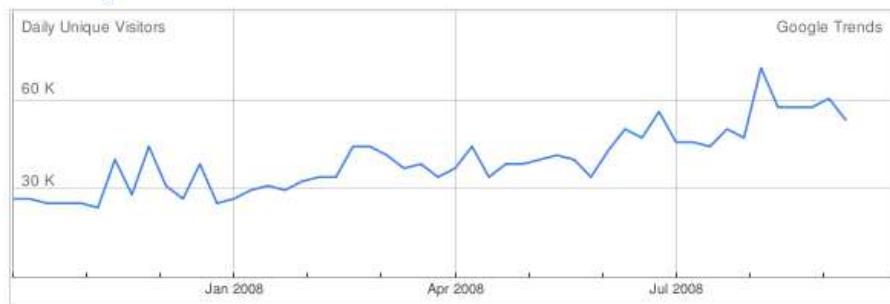


#### Household income

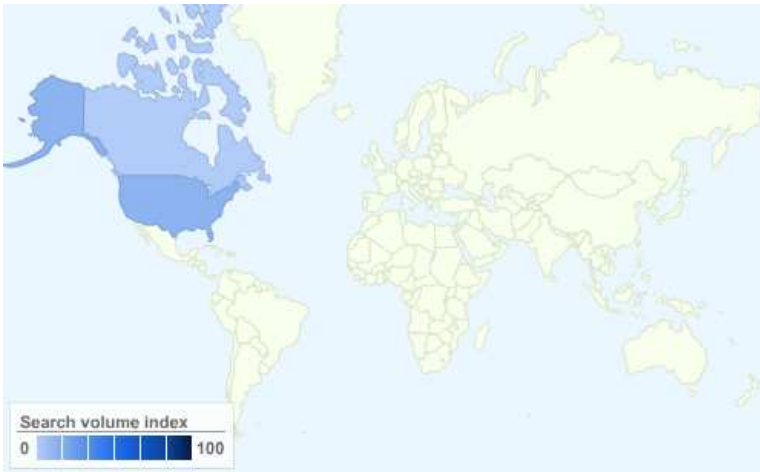


### Teamsugar.com Domain Search Traffic

teamsugar.com

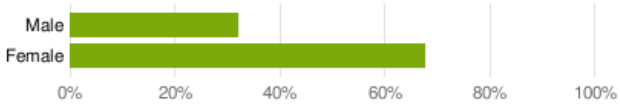


### Teamsugar Geographic Data

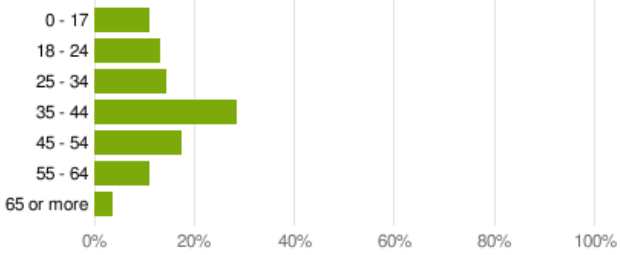


### Teamsugar Demographic Data

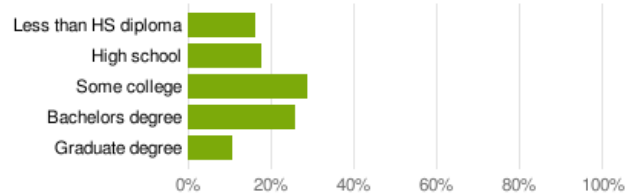
#### Gender



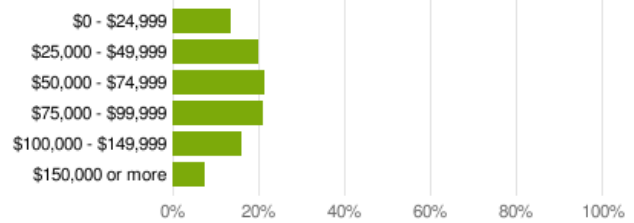
#### Age



#### Education

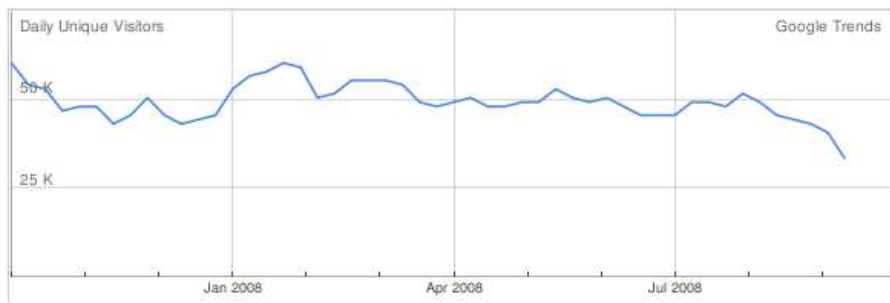


#### Household income

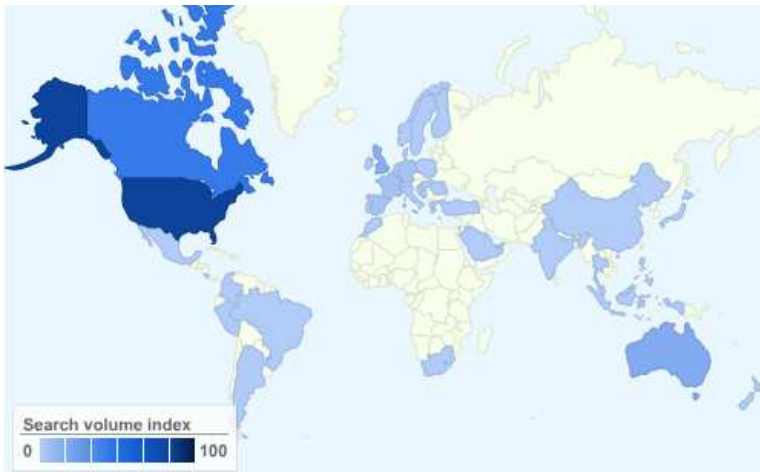


### Tribe.net Domain Search Traffic

● tribe.net

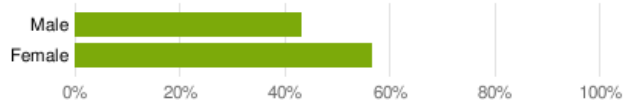


### Tribe Geographic Data

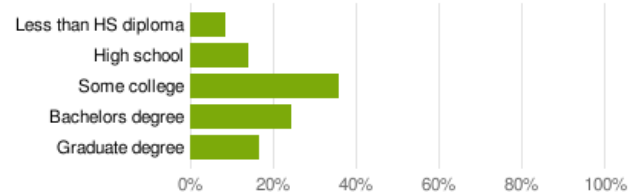


### Tribe Demographic Data

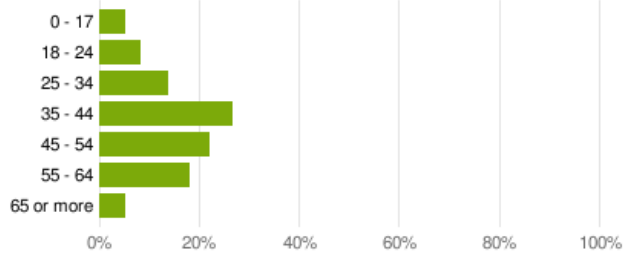
#### Gender



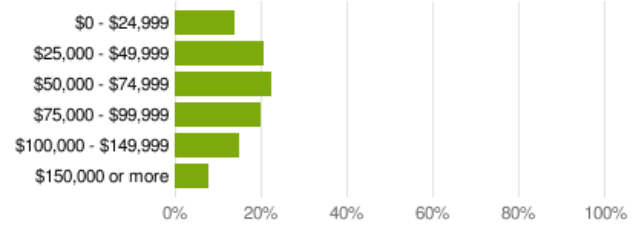
#### Education



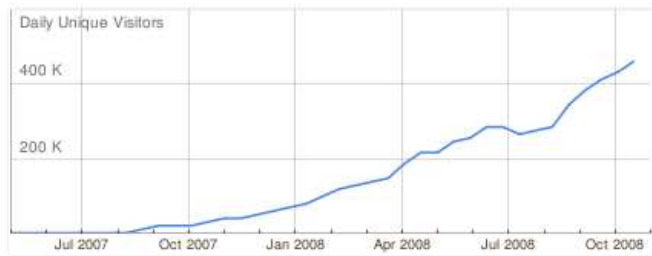
#### Age



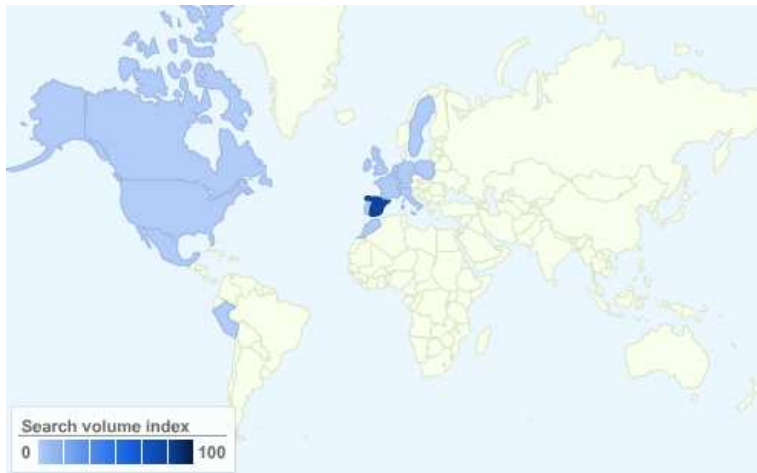
#### Household income



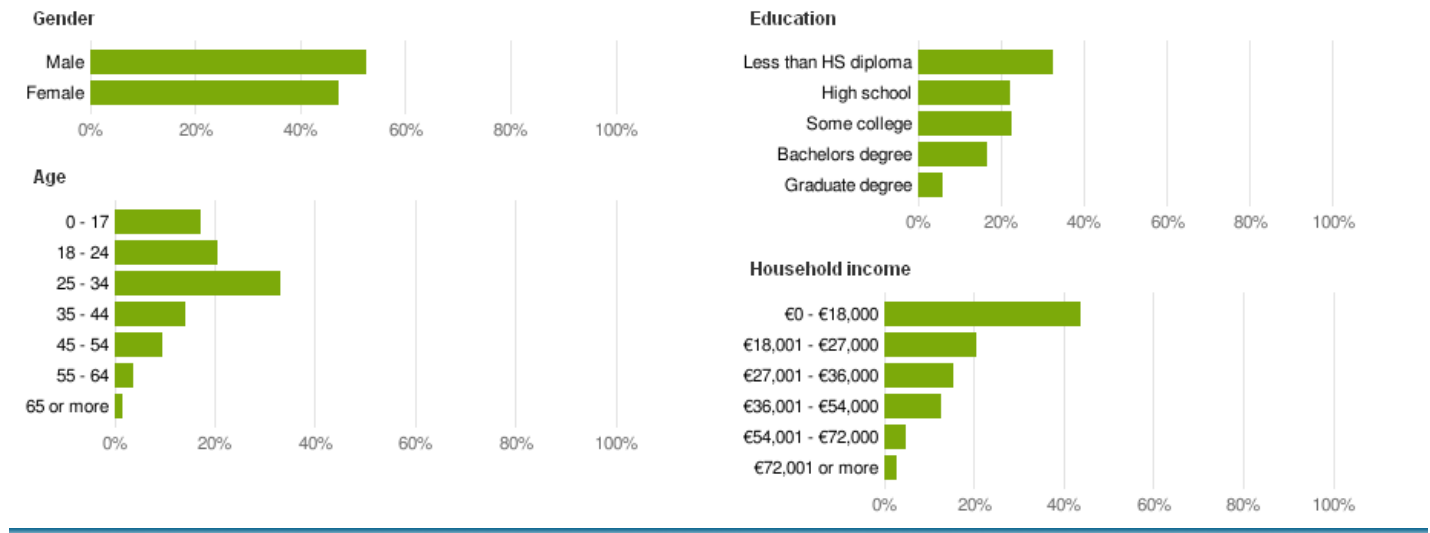
### Tuenti.com Domain Search Traffic



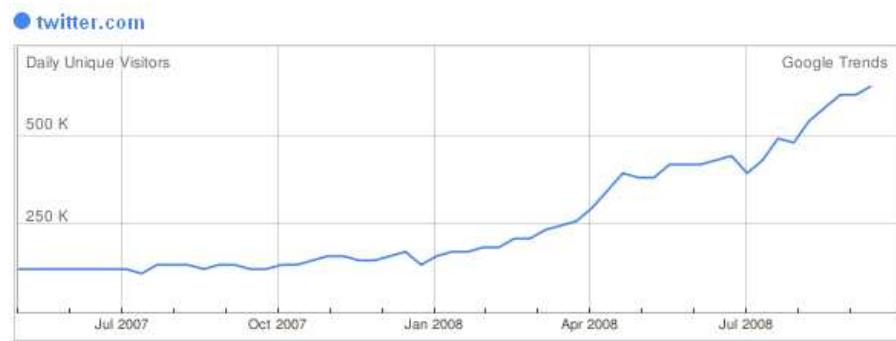
### Tuenti Geographic Data



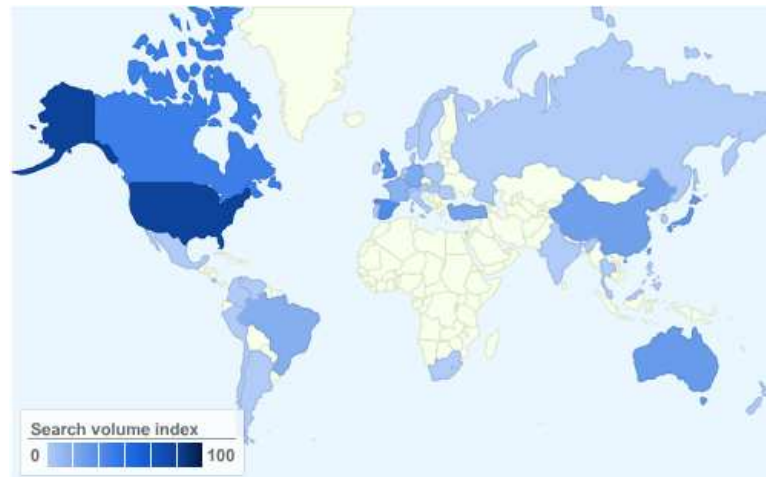
### Tuenti Demographic Data



### Twitter.com Domain Search Traffic

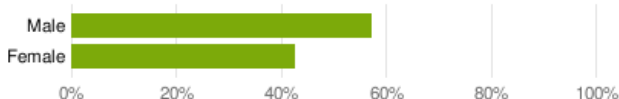


### Twitter Geographic Data

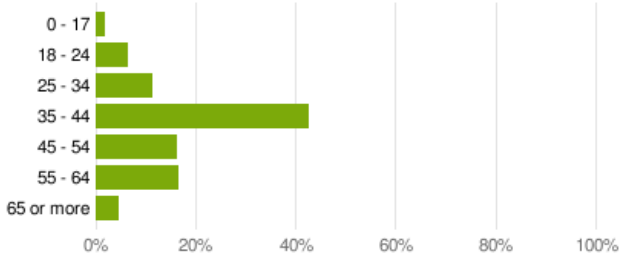


### Twitter Demographic Data

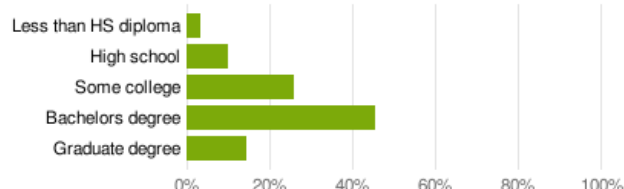
## Gender



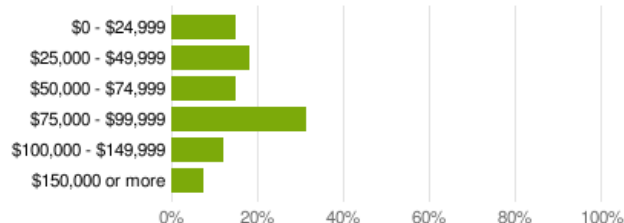
## Age



## Education

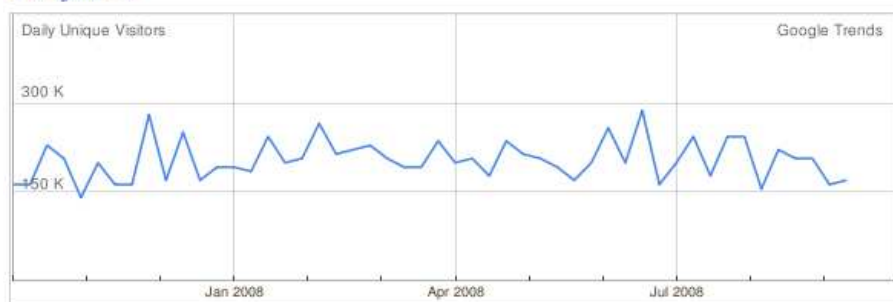


## Household income



## Wayn.com Domain Search Traffic

wayn.com

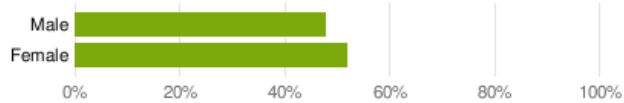


## Wayn Geographic Data

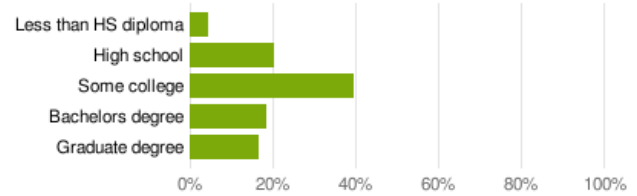


## Wayn Demographic Data

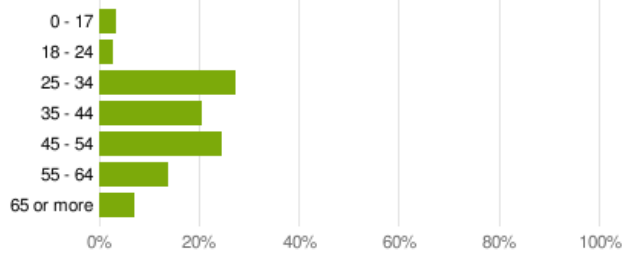
#### Gender



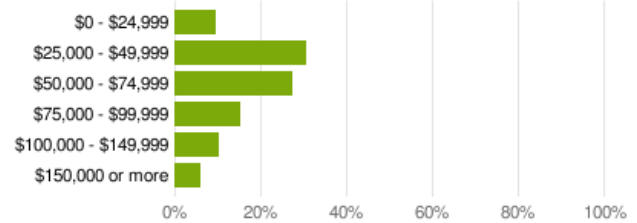
#### Education



#### Age

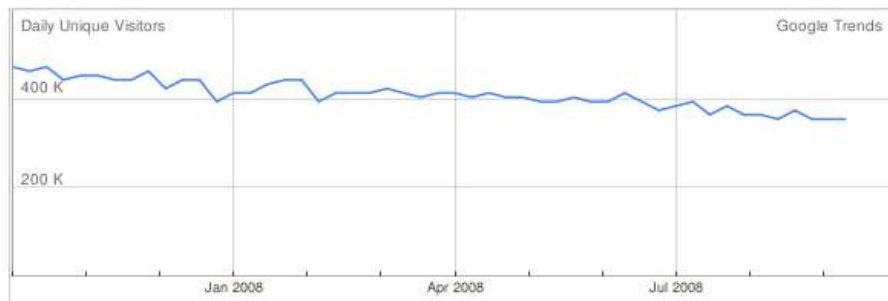


#### Household income

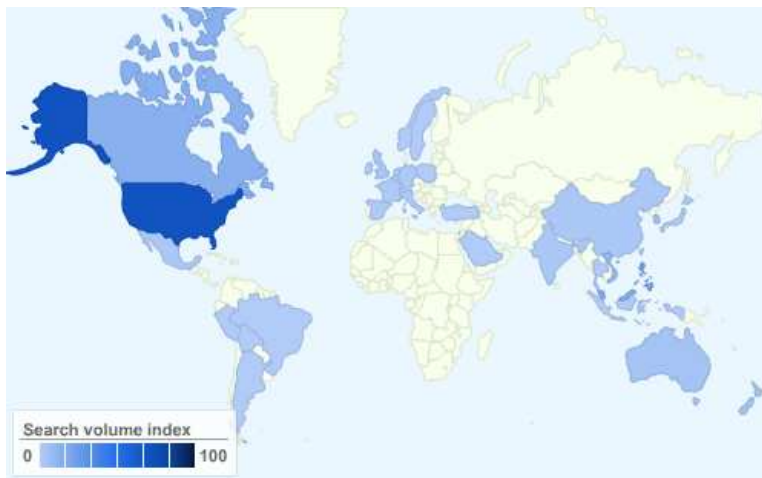


### Xanga.com Domain Search Traffic

xanga.com



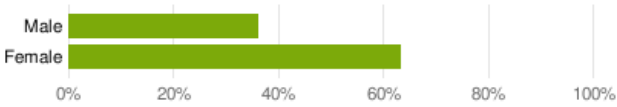
### Xanga Geographic Data



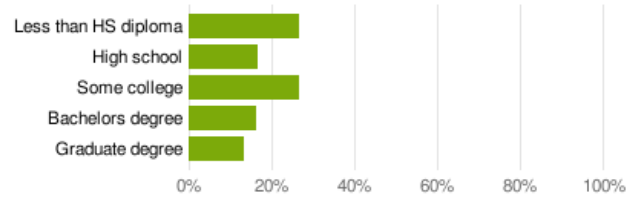
### Xanga Demographic Data



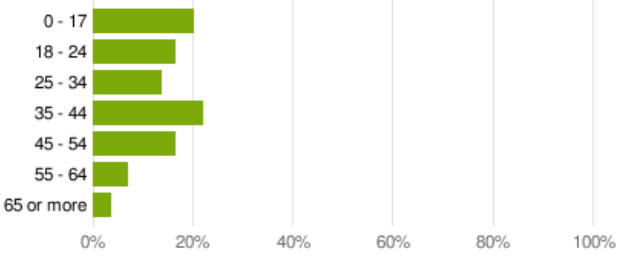
#### Gender



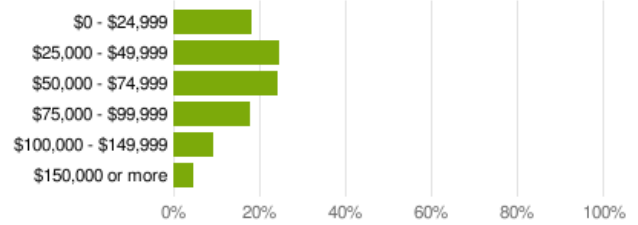
#### Education



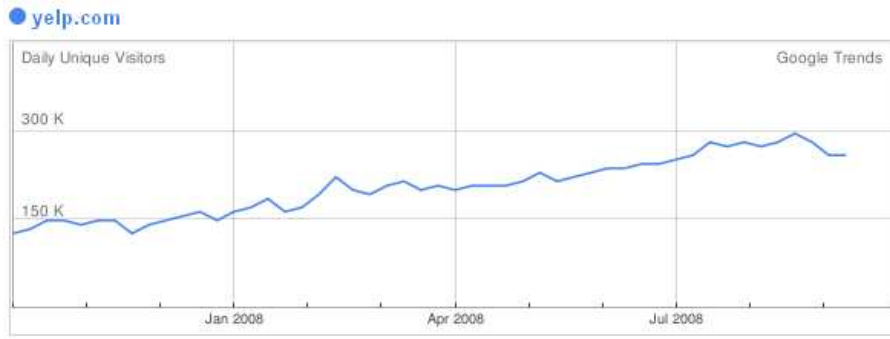
#### Age



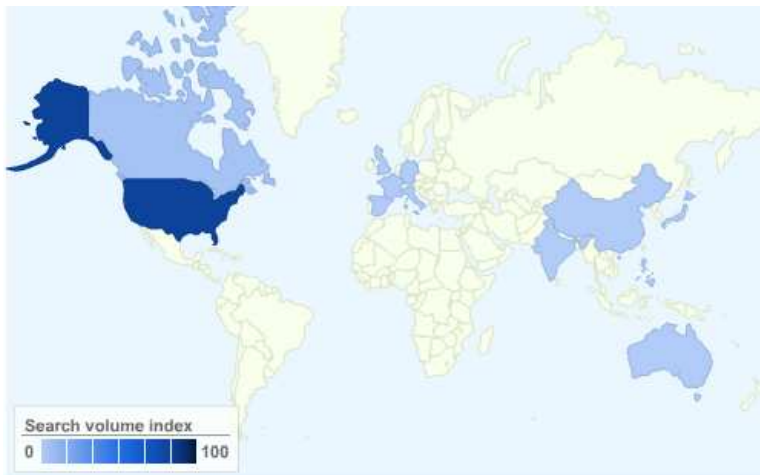
#### Household income



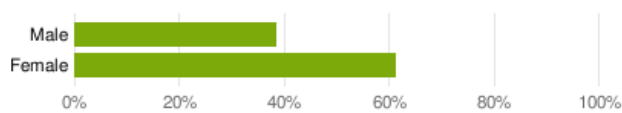
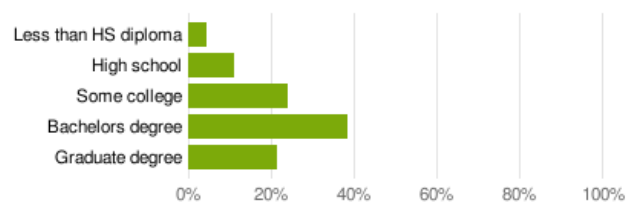
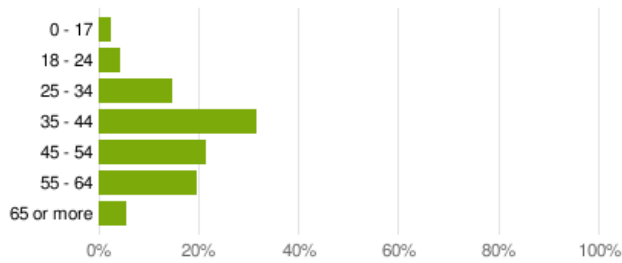
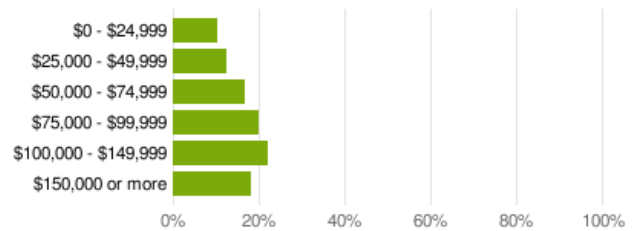
### Yelp.com Domain Search Traffic



### Yelp Geographic Data



### Yelp Demographic Data

**Gender****Education****Age****Household income****Youtube.com Domain Search Traffic**

N/A

**YouTube Geographic Data****Youtube Demographic Data**

N/A

[Share This](#)Posted by Brian Chappell | Filed Under [Blog](#), [Social Networking](#) ([Edit](#))**Comments****41 Responses to “The 2008 Social Network Analysis Report - Geographic - Demographic and Traffic Data Revealed”**

1. [Jason Peck](#) on November 19th, 2008 1:33 pm ([Edit](#))

Great info! Thanks for compiling this!!

Jason Peck's last blog post..[SportsVids - YouTube for Sports](#)

2. Brian Chappell on November 19th, 2008 1:39 pm ([Edit](#))

Hey Jason, NP. Let me know if there any networks you would like to see included and I will dig up the stats and add them above.

3. [Adam Gainer](#) on November 19th, 2008 1:47 pm ([Edit](#))

This is a really cool post, I was curious to see internationally who uses what.

Adam Gainer's last blog post..[Media tracking and coverage](#)

4. [Bill Sodeman](#) on November 19th, 2008 3:30 pm ([Edit](#))

Great post! This is helpful information.

5. [Diane Aull \(Torka\)](#) on November 19th, 2008 4:37 pm ([Edit](#))

Goodness gracious, it must have taken forever to compile all this! Thanks for taking the time, though — fascinating information.

6. [Jason Cormier](#) on November 19th, 2008 4:48 pm ([Edit](#))

Interesting correlation between the 18-24 and 35-44 age groups on Plurk. If I had to pick the most exciting with respect to education, overall volume and/or positive trending — looks like Facebook, Hi5 and Twitter are showing the most promise.

This is certainly a great snapshot to reference for strategic direction or prioritization around outreach. It's been good to watch organizations get more comfortable with the fact that it's no longer all about what's on their web property. I'll bookmark this post forever, with the hope you'll update it again some day!

Thanks to Brett Boarders at copybrighter for referring this to me. Brian, let me know if you might be interesting in doing a podcast about this with me at ctcblog.com. I guess you could argue we are competitors... but there is plenty to go around, don't you think?

Jason Cormier's last blog post..[The 7 Deadly Sins of Social Media](#)

7. [Jon Henshaw](#) on November 19th, 2008 11:12 pm ([Edit](#))

Thanks for spending the time to put this together. It's a very interesting list and a lot to digest.

Jon Henshaw's last blog post..[Stop Words Becoming Increasingly More Relevant to Domains and Search \[1\]](#)

8. <http://twitter.com/teedubya> on November 20th, 2008 1:22 am ([Edit](#))

Twitter is blowing up. That trending line is incredible.

Facebook and Twitter have the most promise from this wave, it appears.

Fark and Digg appear to be losing steam.

Pownce doesn't have a chance.

Interesting data. Great post!

<http://twitter.com/teedubya>

9. [Miriam Schwab](#) on November 20th, 2008 2:18 am ([Edit](#))

What a crazy awesome resource! Thanks so much for putting it together. I'll definitely be referring to it.

Miriam Schwab's last blog post..[Social Media Marketing – A Guide for the Common Man](#)

10. [Kitz007](#) on November 20th, 2008 3:00 am ([Edit](#))

Interesting data, quite useful to take some imp decisions:).!!

But it's strange to see Stumbleupon so low in the list,, i thought it to stand somewhere near Digg...:-| ..?

Kitz007's last blog post..[Beautiful Deepawali Wishes](#)

11. Brian Chappell on November 20th, 2008 9:43 am ([Edit](#))

@Jon @TWya @Diane @Bill @Adam @Miriam Thanks guys.

12. [Kenneth Darryl Brown](#) on November 20th, 2008 11:49 am ([Edit](#))

This is wonderful! It really allows you to compare your social network with your target market and evaluate where to focus your efforts. Also, it gives you an appreciation for other social networks around the world! Thank you, Jason Brett! [www.twitter.com/KenE3C](http://www.twitter.com/KenE3C)

13. [Stuart Foster](#) on November 20th, 2008 1:05 pm ([Edit](#))

Wow, can't even imagine how long it took to compile this data. Amazing stuff, it really gives you a macro look at the demographics of each social networking site. So plug in your niche to the correct site...and insert content... Looking forward to using some of this data at least.

Stuart Foster's last blog post..[Why Facebook?](#)

14. [Kevin Singarayar](#) on November 20th, 2008 3:41 pm ([Edit](#))

Not sure how many hours of sleep you skipped to put this great resource together, but it definitely won't go unappreciated. Good stuff Brian.

Kevin Singarayar's last blog post..[Stuff I Found That Might Interest You - November 19, 2008](#)

15. Adam Gershenbaum on November 20th, 2008 4:02 pm ([Edit](#))

Wow man! You've totally done your homework here. Thanks for a resource that provides many utilities to me and for putting it all in one spot!

16. [Glenn Murray](#) on November 20th, 2008 5:35 pm ([Edit](#))

Hey Brian. Great post. Thanks! Interesting that only 15 of these services are showing noticeable growth. What's your take on that? (Or does that ratio actually compare favorably against non-social media sites?)

Also what's your Twitter id?

Glenn (@divinewrite).

Cheers.

17. Haidong on November 20th, 2008 6:13 pm ([Edit](#))

Nice post!

but, I think google's demographic data is not very accurate, taking facebook for example, the age is definitely screwed.

18. [Brett Borders](#) on November 20th, 2008 8:20 pm ([Edit](#))

This is really great data, I've been looking for stuff like this for quite and while! Cheers!

19. [Mari Smith](#) on November 20th, 2008 10:17 pm ([Edit](#))

Brian!! This is fantastic! Thank you for so generously compiling all this valuable info on the socnet world. I'm telling my Twitter & Stumble buds now.

Cheers

@marismith

20. [Jon Aizlewood](#) on November 21st, 2008 6:31 am ([Edit](#))

This is GOLD!

You, sir, are a rockstar. Thank you for this.

Jon

Jon Aizlewood's last blog post..[+35 social media tools that make life easier](#)

21. Brian Chappell on November 21st, 2008 10:55 am ([Edit](#))

@Jon @mari @Brett Thanks for the kind words

@Haidong -

From what I have read google demo data is about as accurate as it gets.

Brett Tabke breaks it down as well as anyone has:

[http://www.webmasterworld.com/google\\_adwords/3682464.htm](http://www.webmasterworld.com/google_adwords/3682464.htm)

"Lets look at some of things google could be able to deduce about you (in varying degrees):

- your income (from your location and surf habits)

- your job (your work ip and search habits)
- your spouse and family relationships
- your sexual preferences
- whether you own your home or not
- if you are married
- your social relationships
- your websites visitors better than you know them ”

-Glenn-

You can follow me on twitter

@

<http://twitter.com/brianchappell>

22. [David](#) on November 21st, 2008 4:22 pm ([Edit](#))

Have you seen this study on Obama and how he used social networks in his campaign? What do you think of it? <http://www.yovia.com/>

23. [Ann](#) on November 21st, 2008 5:01 pm ([Edit](#))

Amazing work! Thanks for this resource.

24. [Linda](#) on November 21st, 2008 6:42 pm ([Edit](#))

This is awesome, thank you! So interesting.

25. [aftercancer](#) on November 22nd, 2008 10:35 pm ([Edit](#))

Well I literally Stumbled on to you and WOW! There are networks here I'd not heard of before. Thanks for the hard work!

26. [Stephanie Calahan - Productive & Organized-We'll help you find your way! tm](#) on November 24th, 2008 3:28 pm ([Edit](#))

This information is exactly what I have been searching for. Thank you for taking the time to compile all of your reports into one comprehensive digest. Working with data for decisions is always a better way to go for the long term. I have already made some modifications to how I will be spending my time and I plan on telling my clients and colleagues too.

To your success!

Steph

PS Much thanks to the Blog Squad for letting me know it was here!

Stephanie Calahan - Productive & Organized-We'll help you find your way! tm's last blog post..[Does Lack of Confidence Impact Your Productivity?](#)

27. [Cyril](#) on November 24th, 2008 9:21 pm ([Edit](#))

Thanks for all this info. That's really important to select the web community in which we will fit in 😊

Cyril's last blog post..[Book \(I haven't read yet\) review](#)

28. [Luis](#) on November 28th, 2008 7:18 am ([Edit](#))

What about Tuenti? It is the biggest one in Spain.

29. [Dana Theus](#) on December 1st, 2008 9:05 am ([Edit](#))

Excellent resource. Thanks for posting!

Dana Theus's last blog post..[How Will Business Socialize: Exploring the Social vs. Collaboration Conundrum](#)

30. [Brian Chappell](#) on December 1st, 2008 11:37 am ([Edit](#))

@Luis

Added Tuenti. It seems to be seeing great growth at the moment.

31. [Michela Ledwidge](#) on December 3rd, 2008 7:18 pm ([Edit](#))

Thanks for all this. Really interesting. Any chance you could add multiply.com?

32. [Jeremiah Owyang](#) on December 3rd, 2008 9:47 pm ([Edit](#))

This is useful, but it's not clear where the data sources are from, can you please update the post to indicate that? For example, how'd you get the demographic information?

Are you using Google insight to find out which terms are being mentioned the most?

Please share the methodology of your report, that's standard procedure.

Jeremiah Owyang's last blog post..[Weekly Digest of the Social Networking Space: Dec 3, 2008](#)

33. [Manny Hernandez](#) on December 3rd, 2008 9:50 pm ([Edit](#))

Curious how YouTube's traffic is so huge in Peru!

34. [sarah browne](#) on December 3rd, 2008 10:06 pm ([Edit](#))

@Jason Cormier — Re your comment: "Interesting correlation between the 18-24 and 35-44 age groups on Plurk."

In proprietary competitive landscape studies I've recently conducted for clients-whose-brands-you-would-know, there have been some intriguing correlations in psychographics, particularly in usage between 13-18 and 45-54 age groups. Fascinating similarities — virtually mirror-stats — in video, music and photo behaviors. We're about to do a deep-dive to learn more but the hypothesis is that children and parents are much greater influences on each other than we might have believed.

Will this possible pattern trend in social networking now that it's no longer (totally) creepy to get a Friend Request from Mom?

Love this site and yours, Jason.

35. [wallpapers](#) on December 4th, 2008 4:16 am ([Edit](#))

some of the sites have a much lower audience than i was expecting - except facebook!

36. [Glenn Murray](#) on December 4th, 2008 9:09 am ([Edit](#))

Great comment, Sarah! Very interesting. I'd love to see some of those results (both those you already have, and those you're planning to uncover). Any chance you could share? - Glenn (Twitter: @divinewrite)

37. Brian Chappell on December 4th, 2008 9:36 am ([Edit](#))

@Jeremiah

Thanks for stopping by.

The sources were noted at the top of the post. I made them bold so they will stand out more now.

The demographic data is being pulled in from Google Adplanner.

Brett Tabke gives great insight into how Google compiles this info:

[http://www.webmasterworld.com/google\\_adwords/3682464.htm](http://www.webmasterworld.com/google_adwords/3682464.htm)

@Sarah

Wonderful insight.

38. [Dana Theus](#) on December 4th, 2008 9:43 am ([Edit](#))

Sarah:

As a mom of (youngish Gen Yers) I don't find your stats surprising at all. I'm the coolest mom on my kids' Facebook (but then I watch this stuff alot). Those are great stats. How will we know when you publish?

Dana Theus  
Magus Consulting

Dana Theus's last blog post..[How Will Business Socialize: Exploring the Social vs. Collaboration Conundrum](#)

39. [Jeremiah Owyang](#) on December 4th, 2008 9:52 am ([Edit](#))

Thanks Brian

I'm familiar with the sources, (cept the demographics one is new) but it's important to note that Google insight tracks mentions of search terms. That's not truly indicative of activity within the site, it just reflects who is looking for keywords, so this data could be interpreted in a number of ways.

I agree that what you've done is helpful (I linked to it from my blog) and since there isn't a strong third party site that can give true web analytics across all websites accurately, I appreciate your work. thanks

40. [sarah browne](#) on December 4th, 2008 12:49 pm ([Edit](#))

Dana,

So glad to hear from another 'coolest Mom on Facebook' — it wasn't easy at first, was it? My daughter is used to Mom being the early adopter — I was one of the first AOL Greenhouse Partners (that infamous incubator presided over by early-cyber genius Ted Leonsis) when we bumbled along on 1200 baud back in 1995. She was used to Mom taking the Apple Quicktake to the grade school talent show and hosting Wired Women events.

But Facebook— that was tricky.

My old (wonderful) client — former Yahoo CMO Cammie Dunaway, now at Nintendo — says \*she\* is the 'coolest Mom' with her new job. How about a challenge match?? How did/are your kids handling your social media savvy?

I'm working on getting permission from the Big Name client re the 'mirror' psychographic data. I might be able to release unattributed to them. Back at you soon.

41. [espinete](#) on December 5th, 2008 4:50 am ([Edit](#))

Mister,

where are the sources for all data below were pulled from Google Insights and Google Adplanner ?? Can I download or see it ???

Thanks.

It's great !!

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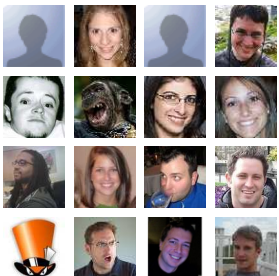
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