Its that time of the year again and I thought our readers would be curious how the different social networks have progressed over the last year. Without much surprise there has been significant movement within some of the social networks over the course of the last year. I have highlighted some of the changes below. Remember all insight is gathered from Google Ad planner and Google Insights.

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Badoo.com

Badoo.com Domain Search Traffic
Analysis

- Only significant geographic changes come from increases in Morocco, Egypt, and Saudi Arabia.
- Domain searchers are slightly younger, more educated, and wealthier (more middle income than low income) now than in 2008.

Bebo.com
The 2008 Social Network Analysis

Most increases are in African and Russia

The US has highest search growth, but there are also increases in Europe and Asia.

Also, the searching population is slightly younger and has a higher income than in 2008.

Increased domain searches in Western Europe, Africa, and Asia (particularly China).

Africa, India, and China show the greatest increases in domain searchers

Significant spike in domain searches for 2009

SERVICES

North America continues to be the center of much of this traffic.

Significant increase in domain searches

Major increase in searches for 25

Younger, less educated, and less wealthy audiences are increasing in their searches for

Major increase in 2009 domain searchers

Increases in middle income households

A small increase in domain traffic searches

Significant increase in visits from the 45

Increase in younger users particularly those 0

Those with higher education levels have increased their domain searches.

- Increase in searchers for those with some college education

Leveling off of household income (more people making $0

- - -

Increase in domain searches among older age groups (35

Friendster searches are decreasing.

- Areas of domain search growth include Central and South America, Europe, and Asia.

Increases in domain searches in Africa and South America

Those with lower household incomes increased in their domain searches.

African countries and Russia have seen the most increase

Increase in lower income levels, increases in users 0

Searchers are slightly younger, more educated, and wealthier (more middle income than low

Increase in female searchers

Only significant geographic changes come from increases in Morocco, Egypt, and Saudi Arabia

Shift from middle to lower income among searchers

Increases in domain searches in younger (0

Only significant geographic changes come from increases in Morocco, Egypt, and Saudi Arabia

Increase in middle income ($50,000

Increase in 54 year olds

Only significant geographic changes come from increases in Morocco, Egypt, and Saudi Arabia

Increase in middle income ($50,000

Digg.com

Digg.com Domain Search Traffic

Analysis

- Only significant geographic changes come from increases in Morocco, Egypt, and Saudi Arabia

- Searchers are slightly younger, more educated, and wealthier (more middle income than low income) now than in 2008.
Increase in users with less than a HS diploma and those with some college education now than in 2008.

Areas of domain search growth include Central and South America, Europe, and Asia. Significant increase in search interest in younger users particularly those 0-17, and increases in users with lower income levels, increases in users 0-17, and increases in users with lower education levels.

**Analysis**
- A small increase in domain traffic searches
- North America continues to be the center of much of this traffic.
- Increase in lower income levels, increases in users 0-17, and increases in users with lower education levels

**Facebook.com**

Facebook.com Domain Search Traffic
Analysis
- Significant spike in domain searches for 2009
- Algeria, Ethiopia, and Uruguay all experienced the largest increases.
- Demographically, there were increases in older users, the 35-45 age group, and the 45-54 age group.

Fark.com

Fark.com Domain Search Traffic
Chile and Russia are the only countries with a significant increase in unique users.
Ages 45-54 increased, as did those with some college education
Those with lower household incomes increased in their domain searches.

Flickr.com

Flickr.com Domain Search Traffic
Analysis

- Major increase in 2009 domain searches
- Increases in Central and South American countries, as well as African nations, and Russia
- Increase in female searchers
- Increase in younger users particularly those 0-17
- Increase in users with less than a HS diploma and those with some college
- Leveling off of household income (more people making $0-$24,999 and less people making $50,000-$74,999)

**Flixster.com**

Flixster.com Domain Search Traffic
Demographically, there were increases in older users, the 35-54 age group, and significant spikes in domain searches for 2009. Younger, less educated, and less wealthy audiences are increasing in their searches for social network websites.

Increase in domain searches among older age groups (35-54) compared to 2008. Only significant geographic changes come from increases in Morocco, Egypt, and Saudi Arabia. Female interest has increased.

Increase in searches from among upper income brackets ($100,000 and above) compared to 2008. There was a steady increase in domain searches since 2008. Also, the searching population is slightly younger and has a higher income than in 2008. Increase in female searchers.

Increases in domain searches in younger (0-17) and older (55-64) audiences. Shift from middle to lower income among searchers. Significant increase in domain searches in Brazil and 45+ year olds. Searchers are slightly younger, more educated, and wealthier (more middle income than low income) now than in 2008. Much of that increase is due to continued high domain search traffic in the US and India.

Areas of domain search growth include Central and South America, Europe, and Asia. Significant increase in searches for 25-34 year olds. Younger and lower income audiences are increasing searches. North America continues to be the center of much of this traffic. Those with lower household incomes increased in their domain searches. Major increase in searches for 25-34 year olds.

Increasing levels of household income (more people making $0-$24,999). Much of this increase is due to continued high domain search traffic in the US and India. Significant increase in search interest. Domain searchers are slightly younger, more educated, and wealthier (more middle income than low income) now than in 2008. Younger and lower income audiences are increasing searches.

Significant increase in searches for 25-34 year olds. Areas of domain search growth include Central and South America, Europe, and Asia. Younger and lower income audiences are increasing searches. North America continues to be the center of much of this traffic. Those with lower household incomes increased in their domain searches.

Slight leveling off of household income (more people making $0-$24,999). Much of that increase is due to continued high domain search traffic in the US and India.

Analysis
- Sharp increase in unique users
- African countries and Russia have seen the most increase
- Increase in households earning $25,000-$49,999

Friendster.com
 Significant spike in domain searches for 2009

- Significant geographic increases in searches come from Morocco, Egypt, and Saudi Arabia
- Sharp increase in unique users
- Shift from middle to lower income among searchers
- Younger and lower income audiences are increasing searches.
  - The US has highest search growth, but there are also increases in Europe and Asia.

Ages 45
- Leveling off of household income (more people making $0

Analysis

- Friendster searches are decreasing.
- Significant increase in domain searches in Brazil and 45-54 year olds
- Decreases in domain searches among all education groups
- Increases in middle income households
The 2009 Social Network Analysis Report

Search traffic increased in early 2009 and then began to decrease by the end of January. North America continues to be the center of much of this traffic. Increase in younger users particularly those under 25. Areas of domain search growth include Central and South America, Europe, and Asia. Major increase in searches for ages 25-34. Same trends continue from 2008 with minor increases in Eastern Europe. Africa, India, and China show the greatest increases in domain searches. Significant increases in domain searches in younger (0-17) and older (45-54) age groups. Increases in searches from among upper income brackets ($100,000 or more). Searchers are slightly younger, more educated, and wealthier (more middle income than low). Lower household income groups are also increasing their searches. African countries and Russia have seen the most increase in searches. Significant increase in search interest in Africa and South America.

Analysis
- Africa, India, and China show the greatest increases in domain searchers
- Increases in domain searches in younger (0-17) and older (45-54) age groups
- Shift from middle to lower income among searchers
- Increase in female searchers

**Gather Geographic Data**

**Gather Demographic Data**

- Gender:
  - Male: 38%
  - Female: 62%

- Age:
  - 0-17: 11%
  - 18-24: 5%
  - 25-34: 12%
  - 35-44: 24%
  - 45-54: 20%
  - 55-64: 18%
  - 65 or more: 3%

- Household income:
  - $0-$24,999: 8%
  - $25,000-$49,999: 21%
  - $50,000-$74,999: 25%
  - $75,000-$99,999: 21%
  - $100,000-$149,999: 11%
  - $150,000 or more: 4%

- Children in household:
  - Yes: 19%
  - No: 81%

- Education:
  - Less than HS diploma: 12%
  - High school: 12%
  - Some college: 41%
  - Bachelors degree: 26%
  - Graduate degree: 8%
Younger, less educated, and less wealthy audiences are increasing in their searches for domain names.

- Minor increases in traffic in Central America, Western Europe, and India
- Increased domain searches in Western Europe, Africa, and Asia (particularly China).
- North America continues to be the center of much of this traffic.

- Much of that increase is due to continued high domain search traffic in the US and India.
- Those with lower household incomes increased in their domain searches.

Demographically, there were increases in older users, the 35-44 age group and African countries and Russia have seen the most increase. Younger and lower income audiences are increasing searches.

Major increase in searches for 25-34 age group.

Domain searchers are slightly younger, more educated, and wealthier (more middle income than low income) now than in 2008.

Increase in searches from among upper income brackets ($100,000 or more).

Search traffic increased in early 2009 and then began to decrease by the end of January.

Analysis
- Increases in domain searches in Africa and South America
Hi5.com

Hi5.com Domain Search Traffic

**Hi5 Geographic Data**

**Hi5 Demographic Data**

- **Gender**
  - Male: 40%
  - Female: 60%

- **Age**
  - 0-17: 21%
  - 18-24: 8%
  - 25-34: 22%
  - 35-44: 19%
  - 45-54: 23%
  - 55-64: 6%
  - 65+ or more: 3%

- **Household Income**
  - $0-$24,999: 9%
  - $25,000-$49,999: 41%
  - $50,000-$74,999: 35%
  - $75,000-$99,999: 9%
  - $100,000-$149,999: 9%
  - $150,000+ or more: 2%

- **Children in household**
  - Yes: 36%
  - No: 62%

- **Education**
  - Less than HS diploma: 19%
  - High school: 19%
  - Some college: 19%
  - Bachelors degree: 4%
  - Graduate degree: 4%

**Analysis**

- Significant overall spike in interest
- Increase in searches from the 45-54 year old age group
- Increase in middle income ($50,000-$74,999) category
- Significant increase in domain searches
- Most increases are in African and Russia
- Female interest has increased.
- Increase in domain searches among older age groups (35-44 and 45-54)

**lambored.com**

**lambored.com Domain Search Traffic**

**lambored Geographic Data**

**lambored Demographic Data**

**Gender**

- Male: 47%
- Female: 53%

**Age**

- 0 - 17: 18%
- 18 - 24: 15%
- 25 - 34: 15%
- 35 - 44: 10%
- 45 - 54: 32%
- 55 - 64: 0%
- 65 or more: 0%

**Household Income**

- $0 - $24,999: 0%
- $25,000 - $44,999: 12%
- $30,000 - $74,999: 62%
- $75,000 - $99,999: 0%
- $100,000 - $149,999: 0%
- $150,000 or more: 0%

**Children in household**

- Yes: 62%
- No: 38%

**Education**

- Less than HS diploma: 55%
- High school: 10%
- Some college: 45%
- Bachelors degree: 0%
- Graduate degree: 0%
Analysis

- Areas of domain search growth include Central and South America, Europe, and Asia.
- Significant increase in visits from the 45-54 age group
- Increase in searches from among upper income brackets ($100,000-149,999)

### Identi.ca

**Identi.ca Domain Search Traffic**

![Identi.ca Domain Search Traffic Graph](image)

**Identi.ca Geographic Data**

![Identi.ca Geographic Data Map](image)

**Identi.ca Demographic Data**

- **Gender**
  - Male: 47%
  - Female: 53%

- **Age**
  - 0-17: 3%
  - 18-24: 9%
  - 25-34: 27%
  - 35-44: 39%
  - 45-54: 15%
  - 55-64: 8%
  - 65 or more: 0%

- **Household income**
  - <$24,999: 31%
  - $25,000 - $49,999: 26%
  - $50,000 - $74,999: 16%
  - $75,000 - $99,999: 17%
  - $100,000 - $149,999: 7%
  - $150,000 or more: 5%

- **Children in household**
  - Yes: 6%
  - No: 94%

- **Education**
  - Less than HS diploma: 4%
  - High school: 4%
  - Some college: 4%
  - Bachelors degree: 30%
  - Graduate degree: 5%
Analysis
- Steady increase in domain searches since 2008.
- Those with higher education levels have increased their domain searches.

IndianPad.com

IndianPad.com Domain Search Traffic

IndianPad Geographic Data

IndianPad Demographic Data

Gender
- Male: 70%
- Female: 30%

Age
- 0-17: 19%
- 18-24: 8%
- 25-34: 40%
- 35-44: 15%
- 45-54: 16%
- 55-64: 3%
- 65 or more: 1%

Household income
- $0-$24,999: 13%
- $25,000-$49,999: 25%
- $50,000-$74,999: 30%
- $75,000-$99,999: 20%
- $100,000-$149,999: 10%
- $150,000 or more: 2%

Children in household
- Yes: 22%
- No: 78%

Education
- Less than HS diploma: 19%
- High school: 14%
- Some college: 32%
- Bachelors degree: 18%
- Graduate degree: 17%
Analysis

- Increased domain searches in Western Europe, Africa, and Asia (particularly China).
- Increase in male interest and decrease in female interest
- Major increase in searches for 25-34 age group
- Lower household income groups are also increasing their searches

Last.fm

Last.fm Domain Search Traffic

![Last.fm Domain Search Traffic graph](image)

Last.fm Geographic Data

![Last.fm Geographic Data map](image)

Last.fm Demographic Data

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
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<tbody>
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<td>21%</td>
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<td>45-54</td>
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<td>55-64</td>
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<th>Household income</th>
<th>$0 - $24,999</th>
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<th>$40,001 - $64,999</th>
<th>$65,000 - $99,999</th>
<th>$100,000 - $149,999</th>
<th>$150,000 or more</th>
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</thead>
<tbody>
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<td></td>
<td>10%</td>
<td>27%</td>
<td>33%</td>
<td>18%</td>
<td>10%</td>
<td>3%</td>
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<table>
<thead>
<tr>
<th>Children in household</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-17</td>
<td>34%</td>
<td>66%</td>
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<table>
<thead>
<tr>
<th>Education</th>
<th>Less than HS diploma</th>
<th>High school</th>
<th>Some college</th>
<th>Bachelors degree</th>
<th>Graduate degree</th>
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<tbody>
<tr>
<td></td>
<td>20%</td>
<td>11%</td>
<td>33%</td>
<td>19%</td>
<td>7%</td>
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</tbody>
</table>
Analysis

- Search traffic increased in early 2009 and then began to decrease by the end of January.
- Regional patterns remained the same with a few minor increases in the Middle East and Africa.
- Younger and lower income audiences are increasing searches.

Linkedin.com

Linkedin.com Domain Search Traffic

![Linkedin Geographic Data](image)

Linkedin Geographic Data

![Linkedin Demographic Data](image)

Linkedin Demographic Data

- Gender:
  - Male: 50%
  - Female: 50%

- Age:
  - 0 - 17: 3%
  - 18 - 24: 2%
  - 25 - 34: 15%
  - 35 - 44: 30%
  - 45 - 54: 29%
  - 55 - 64: 17%
  - 65 or more: 3%

- Household income:
  - $0 - $24,999: 10%
  - $25,000 - $49,999: 16%
  - $50,000 - $74,999: 20%
  - $75,000 - $99,999: 23%
  - $100,000 - $149,999: 16%
  - $150,000 or more: 9%

- Children in household:
  - Yes: 4%
  - No: 92%

- Education:
  - Less than HS diploma: 5%
  - High school: 9%
  - Some college: 34%
  - Bachelors degree: 38%
  - Graduate degree: 14%
Analysis

- Major increase in searches
- Much of that increase is due to continued high domain search traffic in the US and India.
- Younger, less educated, and less wealthy audiences are increasing in their searches for linkedin.com.

Livejournal.com

Livejournal.com Domain Search Traffic

Livejournal Geographic Data

Livejournal Demographic Data

- Gender
  - Male: 45%
  - Female: 55%

- Age
  - 0-17: 16%
  - 18-24: 13%
  - 25-34: 21%
  - 35-44: 23%
  - 45-54: 17%
  - 55-64: 9%
  - 65 or more: 2%

- Household income
  - $0 - $24,999: 14%
  - $25,000 - $49,999: 19%
  - $50,000 - $74,999: 12%
  - $75,000 - $99,999: 10%
  - $100,000 - $149,999: 9%
  - $150,000 or more: 3%

- Children in household
  - Yes: 28%
  - No: 72%

- Education
  - Less than HS diploma: 21%
  - High school: 39%
  - Some college: 9%
  - Bachelors degree: 23%
  - Graduate degree: 7%
Analysis

- Significant geographic increases in searches come from Morocco, Egypt, and Saudi Arabia.
- Searchers are slightly younger, more educated, and wealthier (more middle income than low income) now than in 2008.

Meetup.com

Meetup.com Domain Search Traffic

Meetup Geographic Data

Meetup Demographic Data

Gender

- Male: 40%
- Female: 60%

Age

- 0-17: 1%
- 18-24: 3%
- 25-34: 1%
- 35-44: 30%
- 45-54: 20%
- 55-64: 19%
- 65 or more: 9%

Household income

- $0-$24,999: 6%
- $25,000-$49,999: 22%
- $50,000-$74,999: 32%
- $75,000-$99,999: 20%
- $100,000-$149,999: 1%
- $150,000 or more: 5%

Children in household

- Yes: 11%
- No: 89%

Education

- Less than HS diploma: 6%
- High school: 11%
- Some college: 44%
- Bachelors degree: 30%
- Graduate degree: 8%
Analysis
- Significant increase in search interest
- The US has highest search growth, but there are also increases in Europe and Asia.

Metafilter.com
Metafilter.com Domain Search Traffic

Metafilter Geographic Data

Metafilter Demographic Data

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<th>18-24</th>
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<th>45-54</th>
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<td>9%</td>
<td>6%</td>
<td>18%</td>
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<tr>
<th>Household income</th>
<th>$0-$24,999</th>
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<th>$50,000-$74,999</th>
<th>$75,000-$99,999</th>
<th>$100,000-$149,999</th>
<th>$150,000 or more</th>
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<tr>
<td></td>
<td>9%</td>
<td>20%</td>
<td>29%</td>
<td>26%</td>
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<table>
<thead>
<tr>
<th>Children in household</th>
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<tr>
<td></td>
<td>15%</td>
<td>85%</td>
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<th>Education</th>
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<th>Bachelor's degree</th>
<th>Graduate degree</th>
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<tr>
<td></td>
<td>11%</td>
<td>9%</td>
<td>38%</td>
<td>32%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Analysis
- Minor increases in traffic in Central America, Western Europe, and India
- Searchers in 2009 are slightly older, more educated, and make more money than in 2008

**Mixx.com**

**Mixx.com Domain Search Traffic**

**Mixx Geographic Data**

**Mixx Demographic Data**

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<th>0 - 17</th>
<th>18 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65 or more</th>
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<td>17%</td>
<td>8%</td>
<td>19%</td>
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<td>27%</td>
<td>33%</td>
<td>17%</td>
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<table>
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<th>No</th>
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<td>62%</td>
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<td>23%</td>
<td>12%</td>
<td>42%</td>
<td>19%</td>
<td>7%</td>
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</tbody>
</table>
- Significant increases in domain searches
- The US, Brazil, India, Australia, Russia, China, Japan, and an array of Western European countries significantly increased their domain searches.
- Also, the searching population is slightly younger and has a higher income than in 2008.

**Multiply.com**

**Multiply.com Domain Search Traffic**

**Multiply Geographic Data**

**Multiply Demographic Data**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>47%</td>
</tr>
<tr>
<td></td>
<td>53%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Age</th>
<th>0-17</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13%</td>
<td>9%</td>
<td>18%</td>
<td>21%</td>
<td>23%</td>
<td>12%</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household income</th>
<th>$0 - $24,999</th>
<th>$25,000 - $49,999</th>
<th>$50,000 - $74,999</th>
<th>$75,000 - $99,999</th>
<th>$100,000 - $149,999</th>
<th>$150,000 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-17</td>
<td>13%</td>
<td>23%</td>
<td>34%</td>
<td>15%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children in household</th>
<th>Yes</th>
<th>No</th>
</tr>
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<tr>
<td></td>
<td>26%</td>
<td>24%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Less than HS diploma</th>
<th>High school</th>
<th>Some college</th>
<th>Bachelors degree</th>
<th>Graduate degree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17%</td>
<td>12%</td>
<td>48%</td>
<td>17%</td>
<td>0%</td>
</tr>
</tbody>
</table>
MySpace Demographic Data

Analysis
- Same trends continue from 2008 with minor increases in Eastern Europe
- Increase in searchers for those with some college education
- Shift from middle to lower income among searchers

MySpace.com

MySpace.com Domain Search Traffic

MySpace Geographic Data

MySpace Demographic Data

Gender

Age

Search volume index

0 10 20 30 40 50 60 70 80 90 100

0 10 20 30 40 50 60 70 80 90 100

0 10 20 30 40 50 60 70 80 90 100

0 10 20 30 40 50 60 70 80 90 100

Gender

Age
Analysis

- Increase in search traffic in 2009
- Significant increase in traffic coming from Russia
- Virtually no demographic changes

Netlog.com

Netlog.com Domain Search Traffic

Netlog Geographic Data

Netlog Demographic Data
Increase in search traffic in 2009

There is not much variation regionally with various parts of Africa, Central America, and Search volume increases in Eastern Europe, South America, and Russia. 

No geographic information from last year

Those with lower household incomes increased their searches. 

There was a significant spike in searches from households making $50,000 

Virtually no demographic changes 

Increases in searchers with some college and decreases in searches from the income bracket $0

Most increases came from the US, Mexico, Turkey, Finland, and New Zealand. 

Searches continue to decrease.

Major increase in searches in late 2008/early 2009, then a sharp decline right afterward. 

Significant increase in searchers from 0

Increase in searchers from the $25,000-

Increase in domain searches continues. 

Searches have increased since 2009 due to increases in Central and South America, Eastern 

No significant demographic changes except that the age of the searchers seems to have -

Increase in searchers from 0

Decrease in female searches

African and European countries had the greatest increases. 

Ning searches continue to increase at the beginning of 2009 and then take a small dip. 

Decrease in male searchers and increase in female searchers

A major increase in searchers in the income bracket $50,000 

Increases in the 0-

Searchers are becoming slightly younger. 

Major increase in domain searches for 2009 

Increases in Twitter searches are occurring across the board from the US, to Europe, to Asia, to -

The US remains the top searcher, but the UK, Spain, Germany, Austria, and Australia had gains. 

Increase in male searches and decrease in female searches

Searchers are becoming more educated as well. 

There are only minor increases in such places as South America, Africa, Eastern Europe, and the 

Searches for Twitter continue to rise sharply. 

Those searching Newsvine are younger, less educated, and make less money than in 2008. 

High Concentration of searchers with some college education 

Increases in searches from Western Europe and Southeast Asia, but largest increase is in the US. 

No previous graph

Females now search for Twitter more than males. 

Twitter Demographic Data
Increase in search traffic in 2009

- Significant increase in traffic coming from Russia
- Mass increase in male searchers and significant decrease in female searchers
- Searches have increased since 2009 due to increases in Central and South America, Eastern Europe, and the Middle East.

Ning.com

Ning.com Domain Search Traffic

Ning Geographic Data

Ning Demographic Data

Analysis

- Major increase in domain searches for 2009
- The US and Western Europe had the greatest gains
- Those searching NewsVine are younger, less educated, and make less money than in 2008.
- Also, more females than males now search for this site.
Analysis

- Ning searches continue to increase at the beginning of 2009 and then take a small dip.
- Increases in South America, Africa, and specifically Thailand were present.
- Increases in the 0-17 ages group, as well as those with less than a HS education
- Decrease in female searches

**Plaxo.com**

Plaxo.com Domain Search Traffic

Plaxo Geographic Data

Plaxo Demographic Data
Analysis

- Significant increases in Eastern Europe, Southeast Asia, Russia, and South Africa.
- Female searches have increased.
- Searchers have become slightly younger, less educated, and have less income.

Plurk.com

Plurk.com Domain Search Traffic

Plurk Geographic Data

Plurk Demographic Data
Analysis

- No geographic information from last year
- Searches have greatly increased
- Searches from males decreased, while searches from females increased.
- There was a major search increase in the 35-44 age group.
- Searchers are becoming more educated as well.

Pownce.com

Pownce.com Domain Search Traffic

Pownce Geographic Data

Pownce Demographic Data
**Analysis**

- Pownce has been shut down and has closed its doors

---

**Propeller.com**

**Propeller.com Domain Search Traffic**

**Propeller Geographic Data**

**Propeller Demographic Data**
Analysis

- Increases in searches from Western Europe and Southeast Asia, but largest increase is in the US.
- Searchers are becoming slightly younger.
- There was a significant spike in searches from households making $50,000-$74,999 annually.

Reddit.com

Reddit.com Domain Search Traffic

Reddit Geographic Data

Reddit Demographic Data

Gender

- Male: 68%
- Female: 32%

Age

- 0-17: 8%
- 18-24: 8%
- 25-34: 22%
- 35-44: 16%
- 45-54: 10%
- 55-64: 11%
- 65 or more: 3%
MySpace Demographic Data

Analysis

- Increase in search traffic in 2009
- Searchers are becoming slightly younger.
- Massive increase in male searchers and significant decrease in female searchers.
- Decrease in male searchers and increase in female users.
- A spike in searchers from those with incomes $75,000-
- Those with lower household incomes increased their searches.
- No geographic changes in searchers.
- Significant increase in traffic coming from Russia.
- Increases in the 0-17 ages group, as well as those with less than a high school diploma.
- Virtually no demographic changes.
- There is not much variation regionally with various parts of Africa, Central America, and South America increasing in their searches.
- Increases in South America, Africa, Eastern Europe, and specifically Thailand were present.
- Most increases came from the US, Mexico, Turkey, Finland, and New Zealand.
- Those searching Newsvine are younger, less educated, and make less money than in 2008.
- Domain searches increase for Yelp.com in 2009.
- Searchers seem to be less educated now and from lower income groups.
- Increase in domain searches continues.
- Significant increases in Eastern Europe, Southeast Asia, Russia, and South Africa.
- Increases in searches from Western Europe and Southeast Asia, but largest increase is in the US.
- Search volume increases in Eastern Europe, South America, and Russia.
- Increase in searches at the beginning of 2009, followed by a significant drop off.
- Significance increase in searchers from 0-17 age group, as well as those with less than a high school diploma.
- Increase in searches from the $25,000-
- Increase in searchers from households with lower incomes.
- Domain searches have greatly increased in 2009.
- Searches from males decreased, while searches from females increased.
- Searches from males decreased, while searches from females increased.
- Searchers have greatly increased.
- Increase in searchers from 0-17 age group.
- The US and Western Europe had the greatest gains.
- Increase in searches from the $24,000-
- Increase in searchers from households with lower incomes.
- Increase in searchers from 0-17 age group.
- Increase in searches at the beginning of 2009, followed by a significant drop off.
- Significance increase in searchers from 0-17 age group.
- Female searches have increased.
- Searches remained steady, with only minor increases in Malaysia and Germany.
- Regional increases were found in Africa, South America, Southeast Asia, and the Middle East.
- There was an increase in searchers ages 0-17 and in searchers with at least some college or some college degree.
- Increases in some college degree searches more than $44 age group.
- Decrease in female searches.
- There are only minor increases in such places as South America, Africa, Eastern Europe, and the Middle East.
- Major increase in searches in late 2008/early 2009, then a sharp decline right afterward.
- No previous graph.
- Increases in Central and South America, Eastern Europe, Africa, India, and Southeast Asia.
- Searches have increased since 2009 due to increases in Central and South America, Eastern Europe, Africa, India, and Southeast Asia.
- Searches seem to be less educated now and from lower income groups.
- A spike in searches from those with incomes $75,000-$99,999 annually.

Reunion.com

Reunion.com Domain Search Traffic

Reunion Geographic Data

Reunion Demographic Data
**Analysis**

- Major increase in searches in late 2008/early 2009, then a sharp decline right afterward.
- Massive increase in male searchers and significant decrease in female searchers
- Significant increase in searchers holding a Bachelors degree
- Increase in searchers from households with lower incomes

**Shoutwire.com Domain Search Traffic**

**Shoutwire Geographic Data**

**Shoutwire Demographic Data**
Analysis

- Searches remained steady, with only minor increases in Malaysia and Germany.
- Decrease in male searchers and increase in female searchers.
- High concentration of searchers with some college education.
- Those with lower household incomes increased their searches.
- Significant increase in the 0-17 age group.

Skyrock.com

Skyrock.com Domain Search Traffic

Skyrock Geographic Data

Skyrock Demographic Data
Analysis

- No previous graph
- Decrease in male searchers and increase in female users
- Increase in 0-17 and 35-44 age groups, and decrease in 25-34 age group
- Slight increase in searchers with lower education levels.

Stumbleupon.com

Stumbleupon.com Domain Search Traffic

Stumbleupon Geographic Data

Stumbleupon Demographic Data
Analysis

- Increase in searches at the beginning of 2009, followed by a significant drop off
- Regional increases were found in Africa, South America, Southeast Asia, and the Middle East.
- No significant demographics changes except that the age of the searchers seems to have increased in 2009

Teamsugar.com

Teamsugar.com Domain Search Traffic

Teamsugar Geographic Data

Search volume index

Teamsugar Demographic Data

Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>36%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Education

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than HS diploma</td>
<td>27%</td>
</tr>
<tr>
<td>High school</td>
<td>10%</td>
</tr>
<tr>
<td>Some college</td>
<td>30%</td>
</tr>
</tbody>
</table>
Analysis

- Searches are very erratic. They spike in late 2008 and then fall before evening out a bit.
- The US remains the top searcher, but the UK, Spain, Germany, Austria, and Australia had gains.
- A significant increase in the 0-17 age group.
- Increase in searchers with less than a high school education and those with some college

Tribe.com

Tribe.com Domain Search Traffic

Tribe Geographic Data

Tribe Demographic Data
Analysis

- Searches continue to decrease.
- Search volume increases in Eastern Europe, South America, and Russia.
- Increase in searches from 0-17 and those with less than a high school diploma
- Increase in searches from the $25,000-$49,999 and $50,000-$74,000 income brackets

**Tuenti.com**

Tuenti.com Domain Search Traffic

![Tuenti.com Domain Search Traffic](image1)

Tuenti Geographic Data

![Tuenti Geographic Data](image2)

Tuenti Demographic Data

![Tuenti Demographic Data](image3)
Analysis

- Increase in domain searches continues.
- No geographic changes in searches
- Increase in male searches and decrease in female searches
- Major decrease in searches in the age groups from 35 to 54
- Increases in searches with some college and decreases in searches from the income bracket $0 to $24,000

Twitter.com

Twitter.com Domain Search Traffic

Twitter Geographic Data

Twitter Demographic Data
Increase in search traffic in 2009

- There was an increase in searchers ages 0-17, and those with less than a high school diploma, increased in 2009.
- African and European countries had the greatest increases. Significant increases in Eastern Europe, Southeast Asia, Russia, and South Africa.
- Decrease in male searchers and increase in female users.
- Slight increase in searchers with lower education levels.
- Major increase in searches in late 2008/early 2009, then a sharp decline right afterward.
- There is not much variation regionally with various parts of Africa, Central America, and the Middle East.
- Domain searches have greatly increased in 2009.
- Significant increase in the 0-17 age group.
- Searches seem to be less educated now and from lower income groups.
- Searches remained steady, with only minor increases in Malaysia and Germany.
- No geographic changes in searchers.
- Domain searches have greatly increased in 2009.
- High Concentration of searchers with some college education.
- The US remains the top searcher, but the UK, Spain, Germany, Austria, and Australia had gains.
- Increases in South America, Africa, and specifically Thailand were present.
- Increases in searchers with some college and decreases in searches from the income bracket $0-$49,999.
- Increases in searchers from 0-17 age group.
- Searchers have become slightly younger, less educated, and have less income.
- Decrease in male searchers and increase in female searches.
- Increases in searches from Western Europe and Southeast Asia, but largest increase is in the US.
- Virtually no demographic changes.
- Turkey, in particular, had a huge increase in searches.
- Massive increase in male searchers and significant decrease in female searchers.
- Female searches have increased.
- Searchers are becoming more educated as well.
- Searchers have greatly increased.
- Search volume increases in Eastern Europe, South America, and Russia.
- Increase in searchers from the $25,000 to $74,999 income bracket.
- Increases in South America, Africa, and specifically Thailand were present.
- Increases in searches from males decreased, while searches from females increased.
- More females than males now search for this site.

Wayn.com

Wayn.com Domain Search Traffic

Wayn Geographic Data

Analysis

- Searches for Twitter continue to rise sharply.
- Increases in Twitter searches are occurring across the board from the US, to Europe, to Asia, to Africa, and the Middle East.
- Females now search for Twitter more than males.
- Significant increase in searchers from 0-17 year olds, and thus, those with less than a high school diploma.
- An increase in searchers in the income brackets of $25,000 to $74,999.
Increase in search traffic in 2009

Most increases came from the US, Mexico, Turkey, Finland, and New Zealand.

Increase in searchers from the $25,000 income bracket.

Increases in searches from Western Europe and Southeast Asia, but largest increase is in the US.

Domain searches have greatly increased in 2009.

High Concentration of searchers with at least a college education.

Significant increases in Eastern Europe, Southeast Asia, Russia, and South Africa.

Searches are very erratic.

Increases in Twitter searches are occurring across the board from the US, to Europe, to Asia, to Middle East.

Increase in searchers with less than a high school education and those with some college.

Decrease in female searches.

African and European countries had the greatest increases.

Decrease in male searchers and increase in female searchers.

There was a major search increase in the 35-44 age groups, and decrease in 25-34 age group.

Searchers are becoming more educated as well.

Significant increase in searchers from 0-17 ages group, as well as those with less than a high school education.

Increases in searches at the beginning of 2009, followed by a significant drop off in the middle of 2009.

Significant increase in traffic coming from Russia.

Virtually no demographic changes.

A spike in searchers from those with incomes $75,000 annually.

Turkey, in particular, had a huge increase in searches.

There was a significant spike in searches from households making $50,000 annually.

- There is not much variation regionally with various parts of Africa, Central America, and Southeast Asia increasing in their searches.

Wayn Demographic Data

N/A

Xanga.com

Xanga.com Domain Search Traffic

Xanga Geographic Data

Xanga Demographic Data

Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
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<td>0%</td>
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Education

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<th>80%</th>
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<tbody>
<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school</td>
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<td>26%</td>
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<tr>
<td>Some college</td>
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<td>6%</td>
<td>12%</td>
<td>18%</td>
<td>24%</td>
<td>30%</td>
</tr>
<tr>
<td>Bachelors degree</td>
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<td>14%</td>
<td>21%</td>
<td>28%</td>
<td>35%</td>
<td>42%</td>
</tr>
<tr>
<td>Graduate degree</td>
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<td>2%</td>
<td>4%</td>
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<td>8%</td>
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</table>

Household income

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<tr>
<th>Income</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
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</thead>
<tbody>
<tr>
<td>$0 - $24,999</td>
<td>31%</td>
<td>44%</td>
<td>57%</td>
<td>70%</td>
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<td>95%</td>
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<td>75%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
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<td>28%</td>
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<td>61%</td>
<td>72%</td>
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<td>$75,000 - $98,999</td>
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<td>25%</td>
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<td>52%</td>
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<td>$100,000 - $149,999</td>
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<td>19%</td>
<td>23%</td>
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<tr>
<td>$150,000 or more</td>
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<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
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Children in household

<table>
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<th></th>
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<tr>
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<td>41%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Age

<table>
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<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
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<td>26%</td>
<td>14%</td>
<td>16%</td>
<td>19%</td>
<td>17%</td>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Analysis

- There are only minor increases in such places as South America, Africa, Eastern Europe, and the Middle East.

Yelp.com

Yelp.com Domain Search Traffic

Yelp Geographic Data

Yelp Demographic Data

<table>
<thead>
<tr>
<th>Gender</th>
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<th>Female</th>
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<table>
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<th>High school</th>
<th>Some college</th>
<th>Bachelors degree</th>
<th>Graduate degree</th>
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</thead>
<tbody>
<tr>
<td>0%</td>
<td>10%</td>
<td>10%</td>
<td>35%</td>
<td>32%</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household income</th>
<th>$0 - $24,999</th>
<th>$25,000 - $45,999</th>
<th>$50,000 - $74,999</th>
<th>$75,000 - $99,999</th>
<th>$100,000 - $149,999</th>
<th>$150,000 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>8%</td>
<td>16%</td>
<td>32%</td>
<td>21%</td>
<td>16%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children in household</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>14%</td>
<td>86%</td>
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<table>
<thead>
<tr>
<th>Age</th>
<th>0 - 17</th>
<th>18 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
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<th>65 or more</th>
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<tbody>
<tr>
<td>0%</td>
<td>8%</td>
<td>4%</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>29%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Increase in search traffic in 2009
No geographic changes in searchers
Significant increases in Eastern Europe, Southeast Asia, Russia, and South Africa.
Increases in Twitter searches are occurring across the board from the US, to Europe, to Asia, to African and European countries had the greatest increases.
Significant increase in searchers from
Searches remained steady, with only minor increases in Malaysia and Germany.
The US remains the top searcher, but the UK, Spain, Germany, Austria, and Australia had gains.
No previous graph
Decrease in female searches
Regional increases were found in Africa, South America, Southeast Asia, and the Middle East.
High Concentration of searchers with come college education
Searchers have greatly increased
Domain searches have greatly increased in 2009.
Search volume increases in Eastern Europe, South America, and Russia.
There was an increase in searchers ages 0-17 and in searchers with at least some college or more.
A major increase in searchers in the income bracket $50,000-$74,999.

YouTube.com

YouTube.com Domain Search Traffic

![YouTube.com Domain Search Traffic Graph]

YouDrive Geographic Data

![YouDrive Geographic Data Map]

YouDrive Demographic Data
N/A

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0 Comments
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