

- [Consumer](#)
- [Featured Insights](#)
- [Global](#)
- [Media + Entertainment](#)
- [Online + Mobile](#)



- [Reports + Downloads](#)

[Home](#) » [Global](#), [Media + Entertainment](#), [Nielsen News](#), [Online + Mobile](#)

Print

Search the archive...

[View](#)

[Comments](#)

[ShareThis](#)

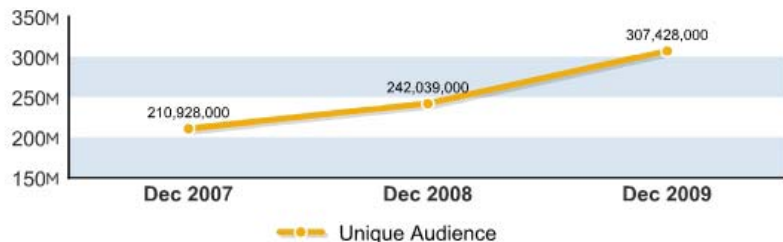
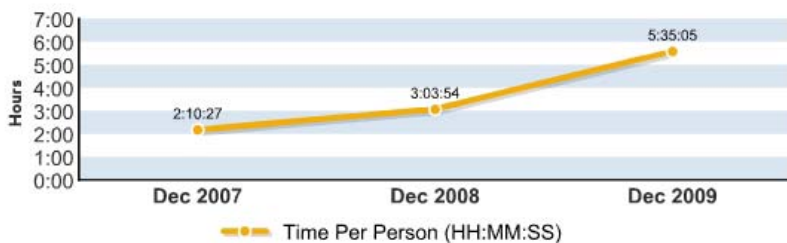
## Led by Facebook, Twitter, Global Time Spent on Social Media Sites up 82% Year over Year

January 22, 2010

According to The Nielsen Company, global\* consumers spent more than five and half hours on social networking sites like Facebook and Twitter in December 2009, an 82% increase from the same time last year when users were spending just over three hours on social networking sites. In addition, the overall traffic to social networking sites has grown over the last three years.

Globally, social networks and blogs are the most popular online category when ranked by average time spent in December, followed by online games and instant messaging. With 206.9 million unique visitors, Facebook was the No. 1 global social networking destination in December 2009 and 67% of global social media users visited the site during the month. Time on site for Facebook has also been on the rise, with global users spending nearly [six hours](#) per month on the site.

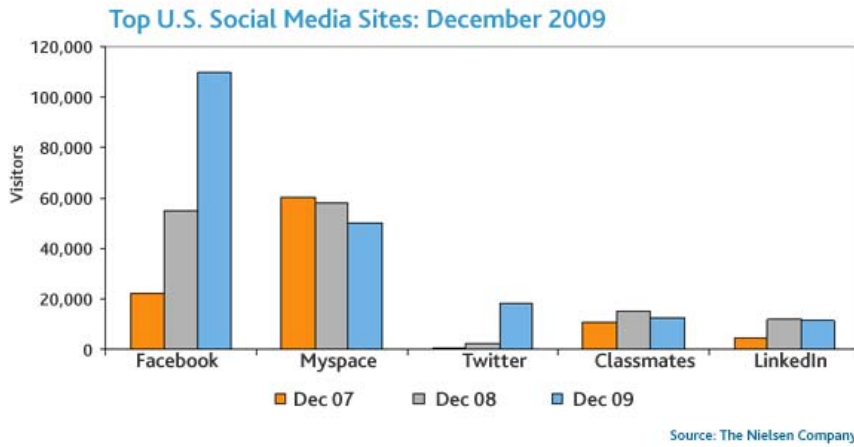
### Global Web Traffic to Social Networking Sites



Source: The Nielsen Company

### U.S. Growth in Average time Person on Facebook and Twitter Outpaces Growth of Overall Category

People in the U.S. continue to spend more time on social networking and blog sites as well, with total minutes increasing 210% year-over-year and the average time per person increasing 143% year-over-year in December 2009. Year-over-year growth in average time spent by U.S. users, for both Facebook and Twitter.com, outpaced the overall growth for the category, increasing 200% and 368%, respectively. Among, the top five U.S. social networking sites, Twitter.com continued its reign as the fastest-growing in December 2009 in terms of unique visitors, increasing 579% year-over-year, from 2.7 million unique visitors in December 2008 to 18.1 million in December 2009. However, month-over-month, unique visitors decreased 5%



**Australia Leads in Average Time Spent per Person on Social Media Sites in December**

When narrowed by individual country, with 142.1 million unique visitors the United States had the largest number of social media and blog users in December, followed by Japan, which had 46.6 million unique visitors during the month. Australia led in average time per person spent, with the average Australian spending nearly 7 hours on social media sites in December. The United States and the United Kingdom came in a close second and third, with 6 hours and 9 minutes and 6 hours and 8 minutes, respectively.

Country	Unique Audience (000)	Time per Person (hh:mm:ss)
United States	142,052	6:09:13
Japan	46,558	2:50:21
Brazil	31,345	4:33:10
United Kingdom	29,129	6:07:54
Germany	28,057	4:11:45
France	26,786	4:04:39
Spain	19,456	5:30:55
Italy	18,256	6:00:07
Australia	9,895	6:52:28
Switzerland	2,451	3:54:34

Source: The Nielsen Company

\*Global data takes into account the following countries: U.S., U.K., Australia, Brazil, Japan, Switzerland, Germany, France, Spain and Italy

For more: [Contact The Nielsen Company](#) or read about our [global practices](#).

Tags: [Facebook](#), [Google](#), [Internet usage](#), [LinkedIn](#), [Microsoft](#), [social networking](#), [time spent on web](#), [Top U.S. Web brands](#), [Twitter](#), [web analytics](#), [web traffic](#), [Yahoo](#)

**Related Posts**

- [Top U.S. Web Brands and Site Usage: December 2009](#)
- [U.S. Web Users Spent Just Over 66 Hours on the Computer in November](#)
- [June 2010: Top Online Sites and Brands in the U.S.](#)
- [Facebook and Twitter Post Large Year over Year Gains in Unique Users](#)
- [Top U.S. Web Brands and Parent Companies for September 2009](#)

4 people liked this.

**Add New Comment**

Showing 10 of 28 comments

Sort by **Newest first** 

 [Subscribe by email](#)

 [Subscribe by RSS](#)



[affloblueprint](#) 1 month ago

this is not at all surprising to me..social media is absolutely huge and GROWING!!

[Joe](#) 2 months ago

That {s pretty interesting. I believe social media will developed to be a sub version of the internet, a micro cosmos of personally relevant bits of info.

We will see.

[antalya tuz](#) 2 months ago

That's because the population of India is many times more than the population of European countries, and of Japan. Also, there are more people with internet access in India than in China, I think...

[Pitshou Kafuku](#) 3 months ago

Why are we spending more time on facebook or other social network than on websites where we can learn some positive things for our society and our community. People are changing the ways to see things and to use internet. I can wait to see this year increase rate of ppl spending on social network

[Gary O](#) 3 months ago

It seems that everything can be tracked. With this in mind, can it be determined how often an individual in one country is communicating w/ a person in a different country. If so, wouldn't this bring us closer together? We would know more about each other, allowing us to understand one another. It would make for less prejudice and a better world.

[Kristin P](#) 4 months ago

This information reflects the current online activity in my household. We spend more time on Facebook playing games and we hardly ever check our emails!

[Smithson](#) 4 months ago

i think it is a tendency, more and more people will spend more time on Social Media.

[exchange](#) 4 months ago

This is interesting. I wonder are there any numbers for China? Am surprised CH is so low.

[su bavileri](#) 5 months ago

Wow...I cannot believe how much facebook has managed to increase its number of users as compared to the rest. Also, I see that MySpace is the only one which has gone down...

[d&uuml;zce](#) 5 months ago

Great info especially for social media marketers. I would have liked to see India as well included in the study. I think a lot of Indians too are participating in such social networks

blog comments powered by [DISQUS](#)Recommend 

Enter Email For Updates

Subscribe

 Weekly  Monthly

## Monthly Archive

Select Month 

## Top Ads

nielsen TV's Most Effective Marketing  
week ending: 02-20-11

Top Ad Top Placement Top Hybrid

Disney: *How Quickly They Grow Up*  
Creative Agency: McGarryBowen

0:00 / 0:29



- [About](#)
- [Careers](#)
- [Privacy Policy](#)
- [Contact](#)

## Most Commented

- [Twitter Quitters Post Roadblock to Long-Term Growth](#)
- [Teens Don't Tweet; Twitter's Growth Not Fueled By Youth](#)
- [Twitter's Tweet Smell Of Success](#)
- [Global Advertising: Consumers Trust Real Friends and Virtual Strangers the Most](#)
- [Social Networking's New Global Footprint](#)
- [Social Media: The Next Great Gateway for Content Discovery?](#)
- [Top Mobile Phones, Sites and Brands for 2009](#)
- [Time Spent on Facebook up 700%, but MySpace Still Tops for Video](#)
- [Americans Watching More TV Than Ever; Web and Mobile Video Up too](#)
- [Is Social Media Impacting How Much We Email?](#)

## Nielsen In The News

- [The Top 50 UK Online Brands \(The Telegraph\)](#)
- [TV Industry Taps Social Media \(NY Times\)](#)
- [Topsy Turvy: Reorientating Supply and Demand \(Research World\)](#)
- [Vonn, White among Vancouver medalists still reaping rewards \(USA Today\)](#)
- [Why Verizon's iPhone Could Be Good for AT&T \(Harvard Business Review\)](#)
- [Super Bowl's Best-Liked and Most-Recalled Ads \(Ad Age\)](#)
- [Fans Want Star Classy \(Philadelphia Daily News\)](#)
- [Super Bowl ad: Is \\$3 million worth it? \(CNN\)](#)
- [Ten Last-Minute Tips to Build Your Super Bowl Ad Buzz \(Ad Age\)](#)
- ['Grey's Anatomy' gets a real-time iPad app \(CNN.com\)](#)

© 2011 [The Nielsen Company](#). All Rights Reserved. [Terms of Use](#) | [Privacy Policy](#)