



CM Article

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Social Network Popularity Around the World

With the help of Google data, Pingdom, a Sweden based web hosting firm, looked at **10 of the top social networks** to answer a simple, but highly interesting question: In what countries are the top social networks most popular?

The social networks we included in this survey were [MySpace](#), [Facebook](#), [Friendster](#), [LinkedIn](#), [Orkut](#), [LiveJournal](#), [Xanga](#), [Bebo](#), [Imeem](#) and [Twitter](#). Data was gathered using [Google Insights for Search](#).

Some interesting observations

- Facebook is most popular in Turkey and Canada.
- Friendster and Imeem are most popular in the Philippines.
- LinkedIn is most popular in India.
- Twitter is most popular in Japan.
- LiveJournal is more popular in Russia than it is in the United States.
- Orkut is more popular in Iran than it is in the United States.
- MySpace is the only social network which is most popular in the United States.
- MySpace, LinkedIn, LiveJournal, Xanga, and Twitter are the only social networks in this survey which have the United States in their top five countries, popularity-wise.

MySpace: Countries with the highest interest in MySpace:

1. United States
2. Puerto Rico
3. Australia
4. United Kingdom
5. Malaysia

Dig deeper into Google's search statistics for MySpace [here](#).

Facebook: Countries with highest interest in Facebook:

1. Turkey
2. Canada

3. United Kingdom
4. South Africa
5. Colombia

Dig deeper into Google's search statistics for Facebook [here](#).

LinkedIn: Countries with highest interest in LinkedIn:

1. India
2. Netherlands
3. Denmark
4. Belgium
5. United States

Dig deeper into Google's search statistics for LinkedIn [here](#).

Twitter: Countries with highest interest in Twitter:

1. Japan
2. Taiwan
3. United States
4. Singapore
5. Hong Kong

Dig deeper into Google's search statistics for Twitter [here](#).

Friendster: Countries with highest interest in Friendster:

1. Philippines
2. Malaysia
3. Indonesia
4. Singapore
5. Myanmar

Dig deeper into Google's search statistics for Friendster [here](#).

Orkut: Countries with highest interest in Orkut:

1. Brazil
2. Paraguay
3. India
4. Pakistan
5. Portugal

Dig deeper into Google's search statistics for Orkut [here](#).

LiveJournal: Countries with highest interest in LiveJournal:

1. Singapore
2. Russia
3. Belarus
4. United States
5. Philippines

Dig deeper into Google's search statistics for LiveJournal [here](#).

Xanga: Countries with highest interest in Xanga:

1. Hong Kong
2. United States
3. Singapore
4. Malaysia
5. Philippines

Dig deeper into Google's search statistics for Xanga [here](#).

Bebo: Countries with highest interest in Bebo:

1. Ireland
2. New Zealand
3. United Kingdom
4. Fiji
5. Australia

Dig deeper into Google's search statistics for Bebo [here](#).

Imeem: Countries with highest interest in Imeem:

1. Philippines
2. Thailand
3. Malaysia
4. Singapore
5. Jamaica

Dig deeper into Google's search statistics for Imeem [here](#).

Conclusion

This survey clearly shows that social networks are truly global affairs. It also shows that the geographic focus varies greatly between different social networks.

How have these differences come about? Culture, demographics, business norms and characteristics of the various social networks all play a part. For example, cell phones are an integral part of the lives of the Japanese, thus it is no surprise that they prefer Twitter. There are likely similar factors that explain the "geographic popularity" for the other social networks as well.