



# Facebook User Figures and Population Penetration

## November 2009 - June 2010

\*Sources: xa.net; [http://en.wikipedia.org/wiki/List\\_of\\_countries\\_by\\_population](http://en.wikipedia.org/wiki/List_of_countries_by_population) and Facebook Ad Targeting tool

	Population	Nov. 2009 Facebook Users	Nov. 2009 Population Penetration	Nov. 2009 Penetration Rank	June 2010 Facebook Users	June 2010 Population Penetration	June 2010 Penetration Rank	Total User Growth	Total Penetration Growth	Total Penetration Gain/loss
Iceland	317,900	167,460	53%	1	190,720	60%	1	14%	7%	0
Norway	4,884,700	2,161,900	44%	2	2,568,460	53%	2	19%	8%	0
Hong Kong	7,026,400	2,607,100	37%	5	3,408,320	49%	3	31%	11%	2
Canada	34,127,000	14,018,920	41%	3	16,037,640	47%	4	14%	6%	-1
Denmark	5,534,738	2,198,160	40%	4	2,566,300	46%	5	17%	7%	-1
Singapore	4,987,600	1,804,660	36%	7	2,253,640	45%	6	25%	9%	1
United Kingdom	62,041,708	22,529,240	36%	6	27,145,020	44%	7	20%	7%	-1
Sweden	9,354,462	2,926,060	31%	11	3,918,620	42%	8	34%	11%	3
Australia	22,370,598	7,328,960	33%	9	9,300,240	42%	9	27%	9%	0
<b>United States</b>	<b>309,418,000</b>	<b>97,178,980</b>	<b>31%</b>	<b>10</b>	<b>125,560,420</b>	<b>41%</b>	<b>10</b>	<b>29%</b>	<b>9%</b>	<b>0</b>
Chile	17,082,000	5,732,060	34%	8	6,822,600	40%	11	19%	6%	-3
Malta	416,333	120,060	29%	12	164,400	39%	12	37%	11%	0
Israel	7,579,500	2,100,240	28%	14	2,963,840	39%	13	41%	11%	1
New Zealand	4,372,200	1,258,140	29%	13	1,675,540	38%	14	33%	10%	-1
Bahamas	342,000	87,200	25%	17	123,900	36%	15	42%	11%	2
Ireland	4,459,300	1,128,220	25%	19	1,604,580	36%	16	42%	11%	3
United Arab Emirates	4,599,000	1,082,680	24%	22	1,622,280	35%	17	50%	12%	5
Finland	5,361,300	1,381,280	26%	16	1,816,240	34%	18	31%	8%	-2
Macedonia	2,061,315	444,580	22%	26	688,400	33%	19	55%	12%	7
Cyprus	801,851	216,320	27%	15	266,600	33%	20	23%	6%	-5
Belgium	10,827,519	2,746,420	25%	18	3,500,540	32%	21	27%	7%	-3
Luxembourg	502,207	125,020	25%	20	161,980	32%	22	30%	7%	-2
Turkey	72,561,312	15,581,560	21%	27	22,556,800	31%	23	45%	10%	4
Switzerland	7,782,900	1,805,500	23%	23	2,243,260	29%	24	24%	6%	-1
France	65,447,374	13,795,260	21%	29	18,778,720	29%	25	36%	8%	4
Puerto Rico	3,982,000	941,780	24%	21	1,137,000	29%	26	21%	5%	-5
Taiwan	22,894,384	5,054,080	22%	24	6,439,540	28%	27	27%	6%	-3
Slovenia	2,058,990	447,400	22%	25	575,920	28%	28	29%	6%	-3
Bahrain	791,000	143,920	18%	34	218,300	28%	29	52%	9%	5
Italy	60,325,805	12,768,180	21%	28	16,387,840	27%	30	28%	6%	-2
Qatar	1,409,000	227,520	16%	39	379,560	27%	31	67%	11%	8
Croatia	4,435,056	884,220	20%	30	1,182,160	27%	32	34%	7%	-2
Slovakia	5,424,925	921,580	17%	37	1,437,600	26%	33	56%	10%	4
Maldives	309,000	58,320	19%	32	78,380	25%	34	34%	6%	-2
Trinidad & Tobago	1,339,000	253,660	19%	31	337,720	25%	35	33%	6%	-4
Argentina	40,134,425	7,097,440	18%	35	10,035,840	25%	36	41%	7%	-1
Greece	11,306,183	2,085,980	18%	33	2,807,240	25%	37	35%	6%	-4
Czech Republic	10,512,397	1,670,060	16%	41	2,609,420	25%	38	56%	9%	3
Austria	8,372,930	1,248,200	15%	44	2,047,700	24%	39	64%	10%	5
Malaysia	28,306,700	3,507,860	12%	47	6,882,940	24%	40	96%	12%	7
Uruguay	3,361,000	592,040	18%	36	801,240	24%	41	35%	6%	-5
Lebanon	4,224,000	669,320	16%	42	983,140	23%	42	47%	7%	0
Spain	46,030,109	7,383,520	16%	40	10,439,000	23%	43	41%	7%	-3
Venezuela	28,801,000	4,888,060	17%	38	6,491,560	23%	44	33%	6%	-6
Portugal	10,636,888	932,700	9%	55	2,385,340	22%	45	156%	14%	10
Colombia	45,469,000	7,003,920	15%	43	10,020,240	22%	46	43%	7%	-3
Bosnia and Herzegovina	3,767,000	516,500	14%	45	791,140	21%	47	53%	7%	-2
Serbia	9,850,000	1,290,480	13%	46	2,064,960	21%	48	60%	8%	-2
Bulgaria	7,576,751	755,140	10%	52	1,458,640	19%	49	93%	9%	3
Lithuania	3,329,227	352,960	11%	50	622,160	19%	50	76%	8%	0
Kuwait	2,985,000	303,740	10%	51	501,800	17%	51	65%	7%	0
Panama	3,322,576	386,260	12%	49	541,620	16%	52	40%	5%	-3
Mauritius	1,288,000	149,960	12%	48	208,600	16%	53	39%	5%	-5
Estonia	1,340,021	98,040	7%	60	216,440	16%	54	121%	9%	6
Costa Rica	4,579,000	342,700	7%	58	714,360	16%	55	108%	8%	3
Netherlands	16,614,825	1,543,580	9%	53	2,552,100	15%	56	65%	6%	-3
Phillipines	92,226,600	7,488,700	8%	57	13,757,420	15%	57	84%	7%	0
Tunisia	10,432,500	919,200	9%	54	1,516,800	15%	58	65%	6%	-4
Jordan	6,316,000	540,300	9%	56	891,540	14%	59	65%	6%	-3
Hungary	10,013,628	534,000	5%	64	1,313,020	13%	60	146%	8%	4
Jamaica	2,719,000	201,220	7%	59	329,720	12%	61	64%	5%	-2
Germany	81,757,600	5,069,240	6%	61	9,544,840	12%	62	88%	5%	-1
Mexico	107,550,697	5,928,100	6%	62	12,176,640	11%	63	105%	6%	-1
Indonesia	231,369,500	12,606,020	5%	63	24,722,360	11%	64	96%	5%	-1
Saudi Arabia	25,721,000	1,279,700	5%	66	2,260,000	9%	65	77%	4%	1
Peru	29,132,013	1,450,720	5%	65	2,419,040	8%	66	67%	3%	-1
Dominican Republic	10,090,000	389,520	4%	71	810,460	8%	67	108%	4%	4
Ecuador	14,190,000	552,700	4%	70	1,108,040	8%	68	100%	4%	2
Poland	38,163,895	1,301,400	3%	72	2,656,820	7%	69	104%	4%	3
Bolivia	9,879,000	457,760	5%	68	669,220	7%	70	46%	2%	-2
Romania	21,466,174	416,320	2%	82	1,302,000	6%	71	213%	4%	11
El Salvador	6,163,000	197,220	3%	75	373,060	6%	72	89%	3%	3
Thailand	63,525,062	1,664,160	3%	77	3,757,340	6%	73	126%	3%	4
South Africa	49,320,500	2,309,580	5%	67	2,833,860	6%	74	23%	1%	-7
Morocco	31,827,000	1,053,820	3%	73	1,753,180	6%	75	66%	2%	-2
Oman	2,845,000	91,380	3%	74	151,680	5%	76	66%	2%	-2
Latvia	2,241,500	55,520	2%	78	117,400	5%	77	111%	3%	1

Egypt	78,539,000	2,174,620	3%	76	3,436,140	4%	78	58%	2%	-2
Guatemala	14,027,000	309,380	2%	79	594,800	4%	79	92%	2%	0
Honduras	7,466,000	160,940	2%	80	289,600	4%	80	80%	2%	0
Paraguay	6,349,000	119,680	2%	83	220,160	3%	81	84%	2%	2
Nicaragua	5,743,000	94,080	2%	84	169,900	3%	82	81%	1%	2
Sri Lanka	20,238,000	405,220	2%	81	568,280	3%	83	40%	1%	-2
Palestine	3,935,249	181,800	5%	69	94,020	2%	84	-48%	-2%	-15
Brazil	193,024,000	2,193,040	1%	88	4,349,160	2%	85	98%	1%	3
Ghana	23,837,000	293,260	1%	87	492,600	2%	86	68%	1%	1
South Korea	49,773,145	377,180	1%	89	897,560	2%	87	138%	1%	2
Kenya	39,802,000	513,900	1%	86	715,560	2%	88	39%	1%	-2
Pakistan	169,665,000	1,242,060	1%	90	2,302,660	1%	89	85%	1%	1
Vietnam	85,789,573	1,127,400	1%	85	945,780	1%	90	-16%	0%	-5
Nigeria	154,729,000	894,980	1%	92	1,442,180	1%	91	61%	0%	1
Japan	127,360,000	770,860	1%	91	1,137,860	1%	92	48%	0%	-1
Ukraine	45,962,900	198,940	0%	94	374,900	1%	93	88%	0%	1
India	1,181,685,000	4,923,440	0%	95	9,557,600	1%	94	94%	0%	1
Russia	141,927,297	628,240	0%	93	1,108,340	1%	95	76%	0%	-2
Iraq	30,747,000	103,240	0%	97	199,860	1%	96	94%	0%	1
Bangladesh	162,221,000	592,160	0%	96	876,020	1%	97	48%	0%	-1
China	23,131,093	58,960	0%	98	36,180	0%	98	-39%	0%	0

<b>Total</b>	<b>4,471,936,335</b>	<b>326,915,060</b>	<b>7.3%</b>		<b>465,562,160</b>	<b>10.41%</b>		<b>42.41%</b>		
--------------	----------------------	--------------------	-------------	--	--------------------	---------------	--	---------------	--	--