Two-Thirds Of Web Users To Visit Soc Nets In 2014

Contributed by eMarketer
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Social network usage explodes

Usage of social networking sites rose sharply in 2009, thanks to the ever-increasing popularity of Facebook.

eMarketer estimates that 57.5% of Internet users, or 127 million people, will use a social network at least once a month in 2010.

â€œThere is no doubt anymore that social networks, reaching more than 50% of the total US Internet audience, are an essential part of the Internet experience,â€• said Debra Aho Williamson, eMarketer senior analyst and author of the new report â€œSocial Network Demographics and Usage.â€•

By 2014, nearly two-thirds of all Internet users, or 164.9 million people, will be regular users of social networks.

Last year, the social network audience widened sharply beyond the base of teens and young adults who popularized the activity. This year, 59.2% of adult Internet users will visit social networks monthly, up from 52.4% in 2009.

â€œTeens and young adults are old news,â€• said Ms. Williamson. â€œThis year, 60% of Internet users ages 35 to 44 and one-of those in the 45-to-54 age group will use social networks at least once a month. Women, especially moms, are still driving much of the growth.â€•

By 2014, these changes will become more pronounced. More than one-half (56.8%) of 55-to-64-year-old Internet users will visit social networks regularly that year, up from 34.3% in 2009.

Even seniors 65 and up, only 14.1% of whom used social networks in 2009, will get in on the act, reaching 37.9% penetration in 2014.

â€œThe connections and interactions that social networking makes possible didnâ€™t even exist a few short years ago,â€• said Williamson. â€œStatus updating, commenting and sharing openly are all activities that will not go away.â€•

The full report, â€œSocial Network Demographics and Usage ,â€• also answers these key questions:

* How many people use social networks?
* Will Facebook, the Internet juggernaut, grow even larger?
* What are the primary activities people do on social networks?
* How are consumers using mobile devices and location-aware services to enhance their social networking experience?

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