



FACEBOOK

JAN
2020

FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



we
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1.95
BILLION

SHARE OF POPULATION
AGED 13+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON FACEBOOK



32%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



+1.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



44%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



56%

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FACEBOOK REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL FACEBOOK ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	INDIA	260,000,000	-3.7%	-10,000,000
02	U.S.A.	180,000,000	0%	[UNCHANGED]
03	INDONESIA	130,000,000	+8.3%	+10,000,000
04	BRAZIL	120,000,000	0%	[UNCHANGED]
05	MEXICO	84,000,000	+2.4%	+2,000,000
06	PHILIPPINES	70,000,000	+2.9%	+2,000,000
07	VIETNAM	61,000,000	+1.7%	+1,000,000
08	THAILAND	47,000,000	0%	[UNCHANGED]
09	EGYPT	38,000,000	+2.7%	+1,000,000
10=	TURKEY	37,000,000	0%	[UNCHANGED]
10=	U.K.	37,000,000	0%	[UNCHANGED]
12	BANGLADESH	34,000,000	+6.3%	+2,000,000

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
13	PAKISTAN	33,000,000	+3.1%	+1,000,000
14	COLOMBIA	32,000,000	0%	[UNCHANGED]
15	FRANCE	31,000,000	0%	[UNCHANGED]
16=	ARGENTINA	29,000,000	0%	[UNCHANGED]
16=	ITALY	29,000,000	0%	[UNCHANGED]
18	GERMANY	28,000,000	0%	[UNCHANGED]
19	NIGERIA	24,000,000	+4.3%	+1,000,000
20=	MALAYSIA	22,000,000	0%	[UNCHANGED]
20=	PERU	22,000,000	0%	[UNCHANGED]
22=	CANADA	21,000,000	0%	[UNCHANGED]
22=	MYANMAR	21,000,000	+5.0%	[UNCHANGED]
22=	SPAIN	21,000,000	-4.5%	[UNCHANGED]

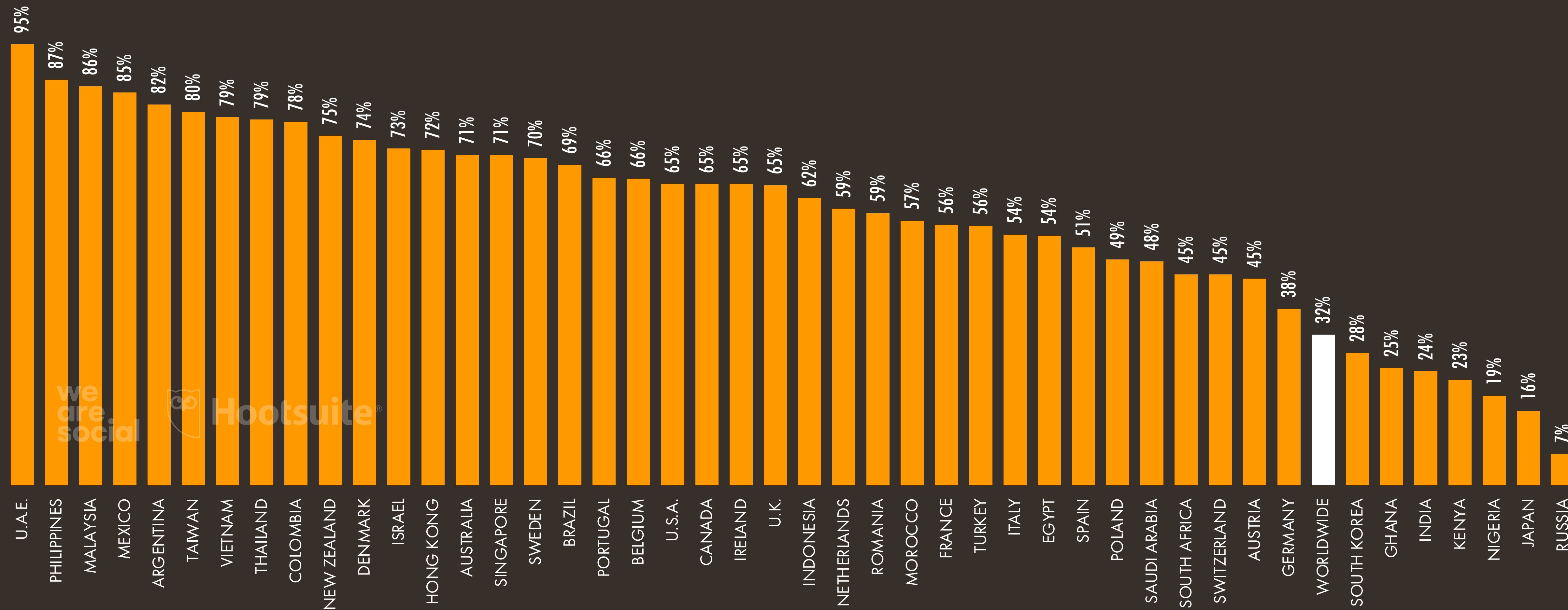
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ELIGIBLE AUDIENCE REACH RATE: FACEBOOK

TOTAL POTENTIAL FACEBOOK ADVERTISING REACH COMPARED TO POPULATION AGED 13+



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FACEBOOK ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL FACEBOOK ADVERTISING REACH COMPARED TO POPULATION AGED 13+

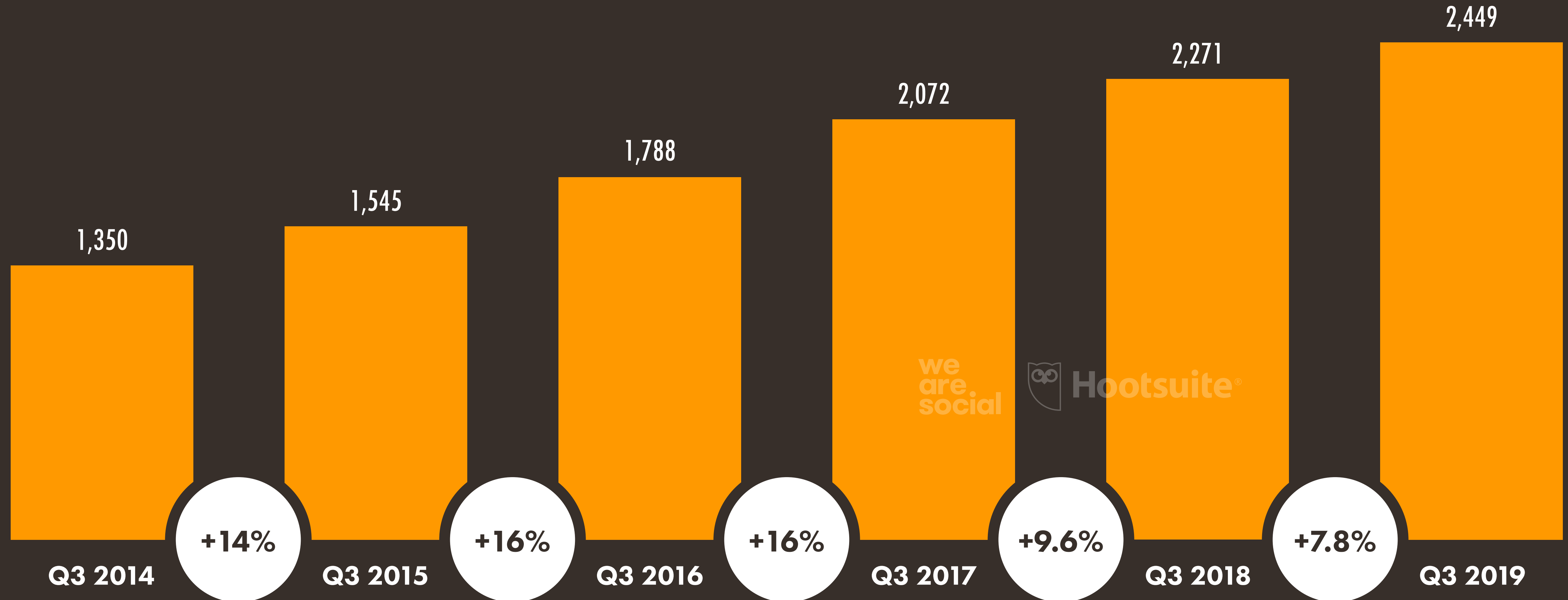
#	COUNTRY	% 13+	REACH	▲ QOQ
01	ARUBA	96%	87,000	+1.2%
02	QATAR	96%	2,400,000	0%
03	U.A.E.	95%	8,100,000	+5.2%
04	MALTA	93%	360,000	0%
05	LIBYA	93%	4,800,000	+4.3%
06	SAMOA	91%	120,000	0%
07	TONGA	90%	66,000	+1.5%
08	ECUADOR	90%	12,000,000	+9.1%
09	MONGOLIA	90%	2,100,000	+5.0%
10	BRUNEI	89%	310,000	0%

#	COUNTRY	% 13+	REACH	▲ QOQ
11	ICELAND	88%	250,000	-3.8%
12	PHILIPPINES	87%	70,000,000	+2.9%
13	MALAYSIA	86%	22,000,000	0%
14	PERU	86%	22,000,000	0%
15	MEXICO	85%	84,000,000	+2.4%
16	CYPRUS	84%	870,000	+2.4%
17	SEYCHELLES	84%	65,000	0%
18	BOLIVIA	83%	7,100,000	+2.9%
19	GUAM	83%	110,000	0%
20	ARGENTINA	82%	29,000,000	0%

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FACEBOOK'S MONTHLY ACTIVE USERS OVER TIME

THE LATEST REPORTED NUMBER OF MONTHLY ACTIVE FACEBOOK USERS AT THE START OF EACH YEAR, WITH ASSOCIATED YEAR-ON-YEAR CHANGE



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FACEBOOK AUDIENCE: LARGEST INCREASES

COUNTRIES AND TERRITORIES* WITH THE GREATEST QUARTER-ON-QUARTER INCREASES IN POTENTIAL FACEBOOK ADVERTISING REACH

COUNTRIES AND TERRITORIES WITH THE GREATEST **ABSOLUTE** INCREASES

#	ABSOLUTE INCREASE	▲ USERS	▲ %
01	INDONESIA	+10,000,000	+8.3%
02=	BANGLADESH	+2,000,000	+6.3%
02=	MEXICO	+2,000,000	+2.4%
02=	PHILIPPINES	+2,000,000	+2.9%
02=	SOUTH AFRICA	+2,000,000	+11%
06=	ECUADOR	+1,000,000	+9.1%
06=	EGYPT	+1,000,000	+2.7%
06=	MYANMAR	+1,000,000	+5.0%
06=	NIGERIA	+1,000,000	+4.3%
06=	PAKISTAN	+1,000,000	+3.1%
06=	SAUDI ARABIA	+1,000,000	+8.3%
06=	VIETNAM	+1,000,000	+1.7%

COUNTRIES AND TERRITORIES WITH THE GREATEST **RELATIVE** INCREASES

#	RELATIVE INCREASE	▲ %	▲ USERS
01	GUINEA-BISSAU	+71%	+100,000
02	CHAD	+19%	+50,000
03	UZBEKISTAN	+17%	+160,000
04	ETHIOPIA	+15%	+800,000
05=	BURKINA FASO	+14%	+200,000
05=	TAJIKISTAN	+14%	+30,000
07=	ESWATINI	+14%	+30,000
07=	RWANDA	+14%	+60,000
09	SOUTH SUDAN	+13%	+30,000
10	SOUTH AFRICA	+11%	+2,000,000

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FACEBOOK AUDIENCE: LARGEST DECREASES

COUNTRIES AND TERRITORIES* WITH THE GREATEST QUARTER-ON-QUARTER DECREASES IN POTENTIAL FACEBOOK ADVERTISING REACH

COUNTRIES AND TERRITORIES WITH THE GREATEST **ABSOLUTE** DECREASES

#	ABSOLUTE DECREASE	▲ USERS	▲ %
01	INDIA	-10,000,000	-3.7%
02=	SPAIN	-1,000,000	-4.5%
02=	SOUTH KOREA	-1,000,000	-7.1%
03	TIMOR-LESTE	-110,000	-22%
04=	SINGAPORE	-100,000	-2.6%
04=	SENEGAL	-100,000	-3.2%
04=	NORWAY	-100,000	-2.9%
04=	JORDAN	-100,000	-2.0%
04=	HONG KONG	-100,000	-2.0%
04=	GREECE	-100,000	-1.9%
04=	CROATIA	-100,000	-5.6%
04=	ALBANIA	-100,000	-8.3%

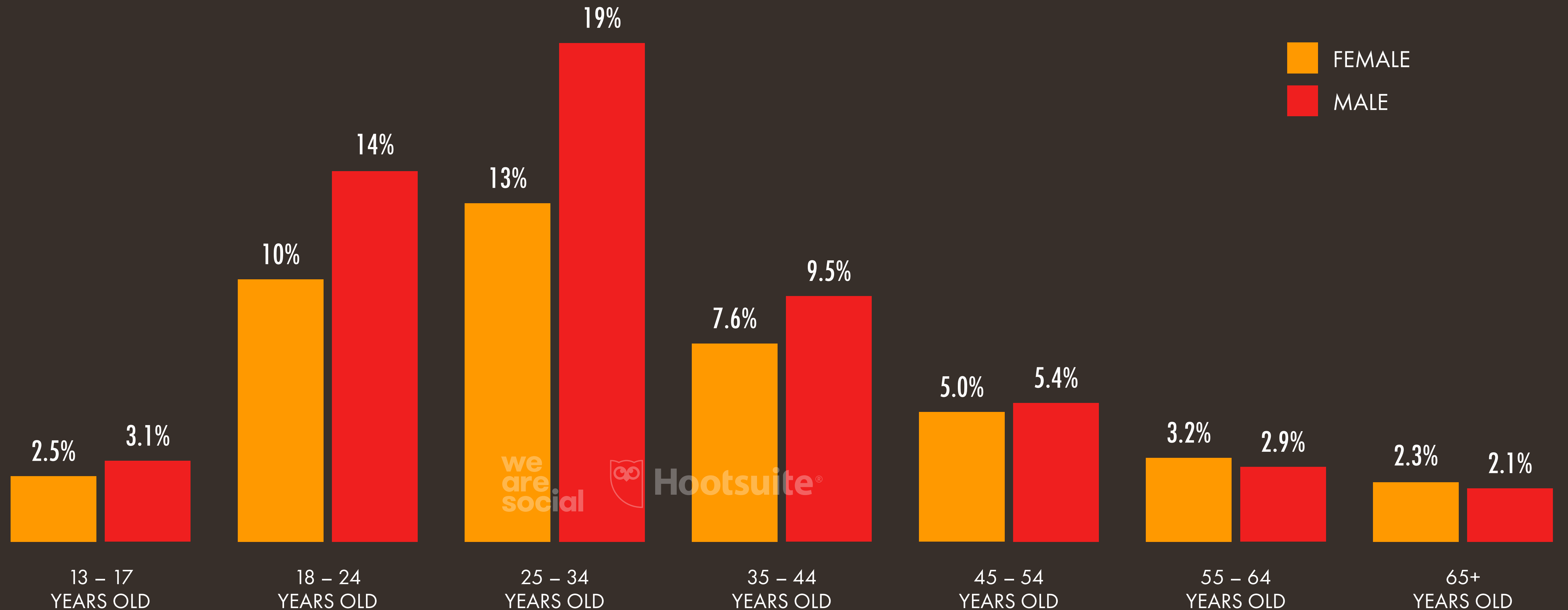
COUNTRIES AND TERRITORIES WITH THE GREATEST **RELATIVE** DECREASES

#	RELATIVE DECREASE	▲ %	▲ USERS
01	TIMOR-LESTE	-22%	-110,000
02	ERITREA	-9.1%	-2,000
03	ALBANIA	-8.3%	-100,000
04	SOUTH KOREA	-7.1%	-1,000,000
05	ZIMBABWE	-6.5%	-60,000
06	CROATIA	-5.6%	-100,000
07	SPAIN	-4.5%	-1,000,000
08	BENIN	-4.2%	-40,000
09	U.S. VIRGIN IS.	-4.2%	-1,000
10	ICELAND	-3.8%	-10,000

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PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



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FACEBOOK'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON FACEBOOK BY AGE GROUP AND BY GENDER*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	109,000,000	48,700,000	2.5%	60,300,000	3.1%
18–24	474,800,000	196,300,000	10%	278,500,000	14%
25–34	627,000,000	253,400,000	13%	373,600,000	19%
35–44	332,500,000	148,200,000	7.6%	184,300,000	9.5%
45–54	201,500,000	97,200,000	5.0%	104,400,000	5.4%
55–64	119,000,000	63,000,000	3.2%	56,000,000	2.9%
65+	85,100,000	45,100,000	2.3%	40,100,000	2.1%
TOTAL	1,949,000,000	851,900,000	43.7%	1,097,100,000	56.3%



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FACEBOOK GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF FACEBOOK AUDIENCE BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT **FEMALE** SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	BELARUS	61%	410,000
02	UKRAINE	60%	8,100,000
03	MOLDOVA	57%	620,000
04	LATVIA	57%	490,000
05	U.S. VIRGIN IS.	57%	13,000
06	CURAÇAO	56%	63,000
07	FED. STATES OF MICRONESIA	56%	19,000
08=	AMERICAN SAMOA	56%	15,000
08=	VENEZUELA	56%	6,000,000
10	ESTONIA	55%	360,000

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT **MALE** SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	87%	1,900,000
02	AFGHANISTAN	85%	2,900,000
03	NIGER	82%	340,000
04	CHAD	82%	250,000
05	PAKISTAN	81%	27,000,000
06	OMAN	78%	1,200,000
07	SAUDI ARABIA	78%	9,700,000
08	SOUTH SUDAN	77%	210,000
09	INDIA	77%	200,000,000
10	QATAR	76%	1,800,000

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FACEBOOK USERS BY LANGUAGE

THE NUMBER OF PEOPLE IN FACEBOOK'S ADVERTISING AUDIENCE WHO SPEAK EACH LANGUAGE, WITH RESPECTIVE SHARE OF TOTAL AUDIENCE

#	LANGUAGE	USERS	SHARE
01	ENGLISH	1,100,000,000	56.4%
02	SPANISH	350,000,000	18.0%
03	HINDI	180,000,000	9.2%
04	ARABIC	170,000,000	8.7%
05	INDONESIAN	170,000,000	8.7%
06	PORTUGUESE	160,000,000	8.2%
07	FRENCH	120,000,000	6.2%
08	RUSSIAN	96,000,000	4.9%
09	VIETNAMESE	70,000,000	3.6%
10	FILIPINO	67,000,000	3.4%

#	LANGUAGE	USERS	SHARE
11	BENGALI	62,000,000	3.2%
12	TURKISH	57,000,000	2.9%
13	THAI	54,000,000	2.8%
14	GERMAN	44,000,000	2.3%
15	JAPANESE	44,000,000	2.3%
16	ITALIAN	38,000,000	1.9%
17	CHINESE	36,000,000	1.8%
18	URDU	36,000,000	1.8%
19	JAVANESE	36,000,000	1.8%
20	KOREAN	22,000,000	1.1%

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FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



98%



PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS VIA A
LAPTOP OR DESKTOP COMPUTER



1.9%



PERCENTAGE OF FACEBOOK
USERS WHO ACCESS VIA BOTH
PHONES AND COMPUTERS



19%



PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS
VIA A MOBILE PHONE



79%

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SHARE OF FACEBOOK ACCESS BY MOBILE OS

PERCENTAGE OF FACEBOOK'S MOBILE AUDIENCE BY MOBILE OPERATING SYSTEM

PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING
VIA APPS ON ANDROID DEVICES



80.8%

PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING
VIA APPS ON IOS DEVICES



14.2%

PERCENTAGE OF MOBILE FACEBOOK
USERS ACCESSING VIA OTHER OPERATING
SYSTEMS OR MOBILE WEB BROWSERS*



5.0%

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FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER* PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



KEPIOS

1

FEMALE: MALE:

1

1

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



KEPIOS

13

FEMALE: MALE:

15

12

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



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5

FEMALE: MALE:

7

4

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



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1

FEMALE: MALE:

2

1

FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



12

FEMALE: MALE:

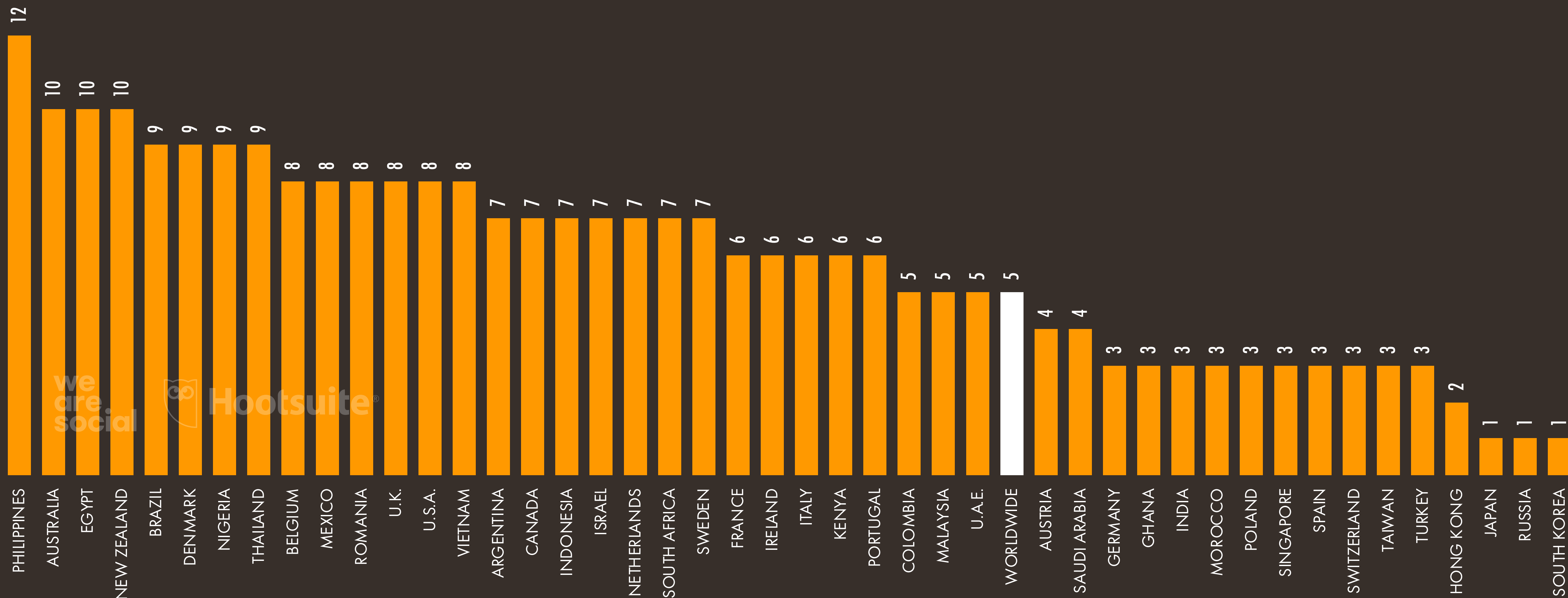
14

10

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MEDIAN MONTHLY FACEBOOK COMMENTS PER USER

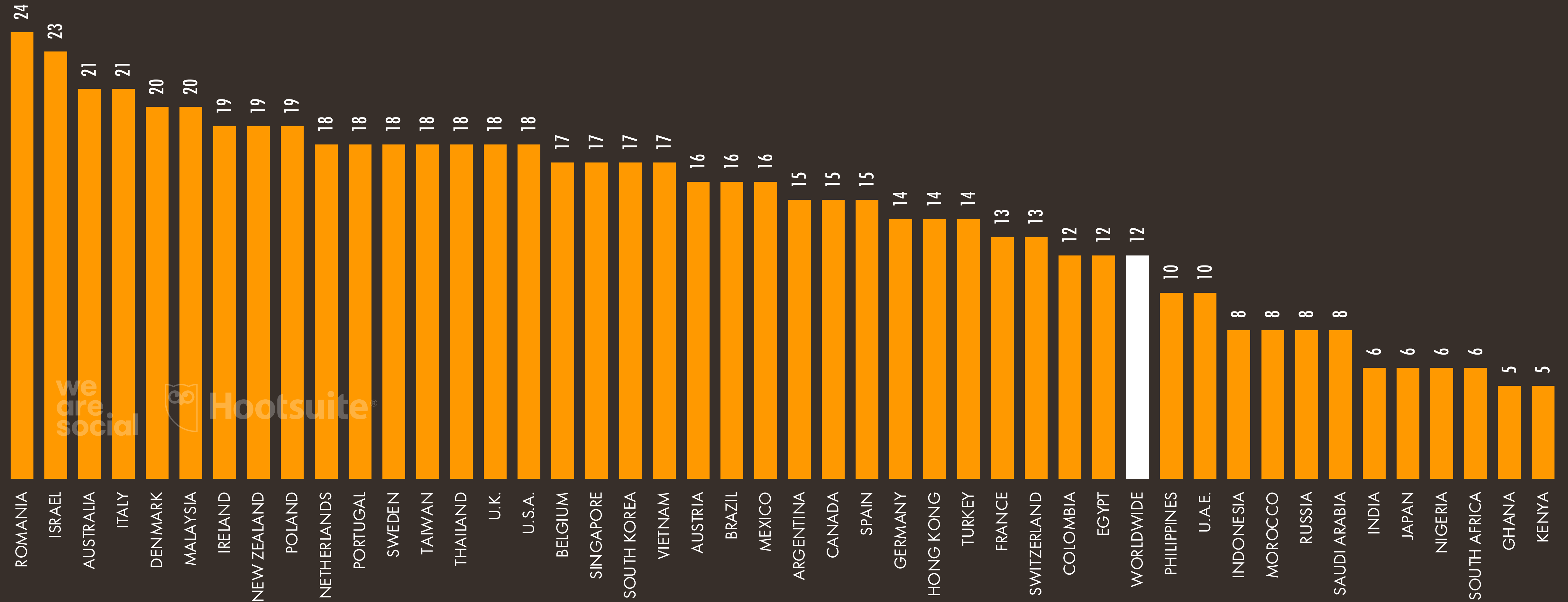
THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER* COMMENTS ON FACEBOOK POSTS



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MEDIAN MONTHLY FACEBOOK ADVERT CLICKS PER USER

THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER* CLICKS OR TAPS ON AN ADVERT ON FACEBOOK (ANY AD FORMAT)



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FACEBOOK PAGE REACH BENCHMARKS

AVERAGE* MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE CONTRIBUTION OF PAID MEDIA

AVERAGE MONTHLY
CHANGE IN PAGE LIKES



0.12%

Q-O-Q CHANGE:

-4.0%

-1 BPS

locowise

AVERAGE POST REACH
vs. PAGE LIKES



7.01%

Q-O-Q CHANGE:

-1.4%

-10 BPS

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AVERAGE ORGANIC
REACH vs. PAGE LIKES



5.17%

Q-O-Q CHANGE:

-3.1%

-16 BPS

locowise

PERCENTAGE OF PAGES
USING PAID MEDIA



26.7%

Q-O-Q CHANGE:

+0.1%

+3 BPS

owl

AVERAGE PAID REACH
vs. TOTAL REACH



28.1%

Q-O-Q CHANGE:

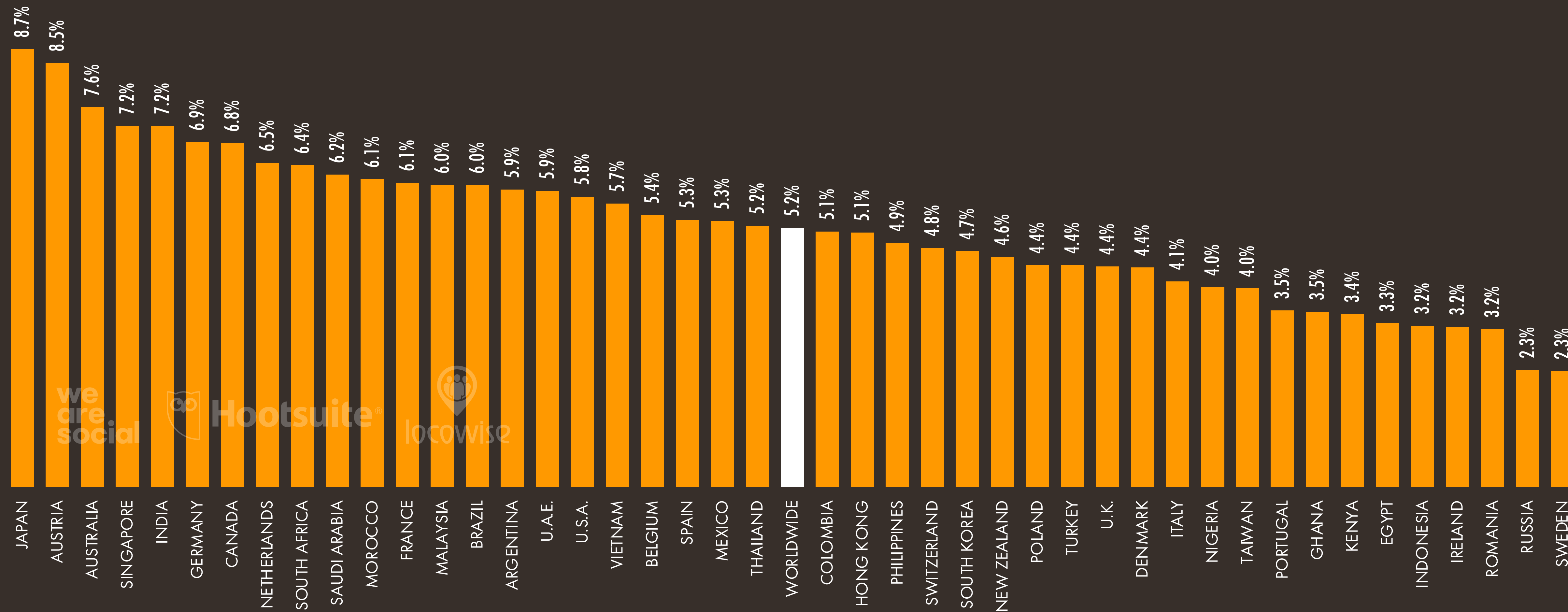
+0.4%

+11 BPS

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FACEBOOK PAGES: ORGANIC REACH BENCHMARKS

AVERAGE ORGANIC REACH* OF FACEBOOK PAGE POSTS COMPARED TO THE NUMBER OF PAGE LIKES AT THE TIME OF POST PUBLICATION



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FACEBOOK ENGAGEMENT BENCHMARKS

AVERAGE* NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE POST COMPARED TO POST REACH

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS OF ANY KIND



3.39%

Q-O-Q CHANGE:

-0.9%

-3 BPS

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



6.09%

Q-O-Q CHANGE:

+0.8%

+5 BPS

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE IMAGE POSTS



4.42%

Q-O-Q CHANGE:

+1.5%

+7 BPS

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



2.72%

Q-O-Q CHANGE:

-2.3%

-6 BPS

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



1.44%

Q-O-Q CHANGE:

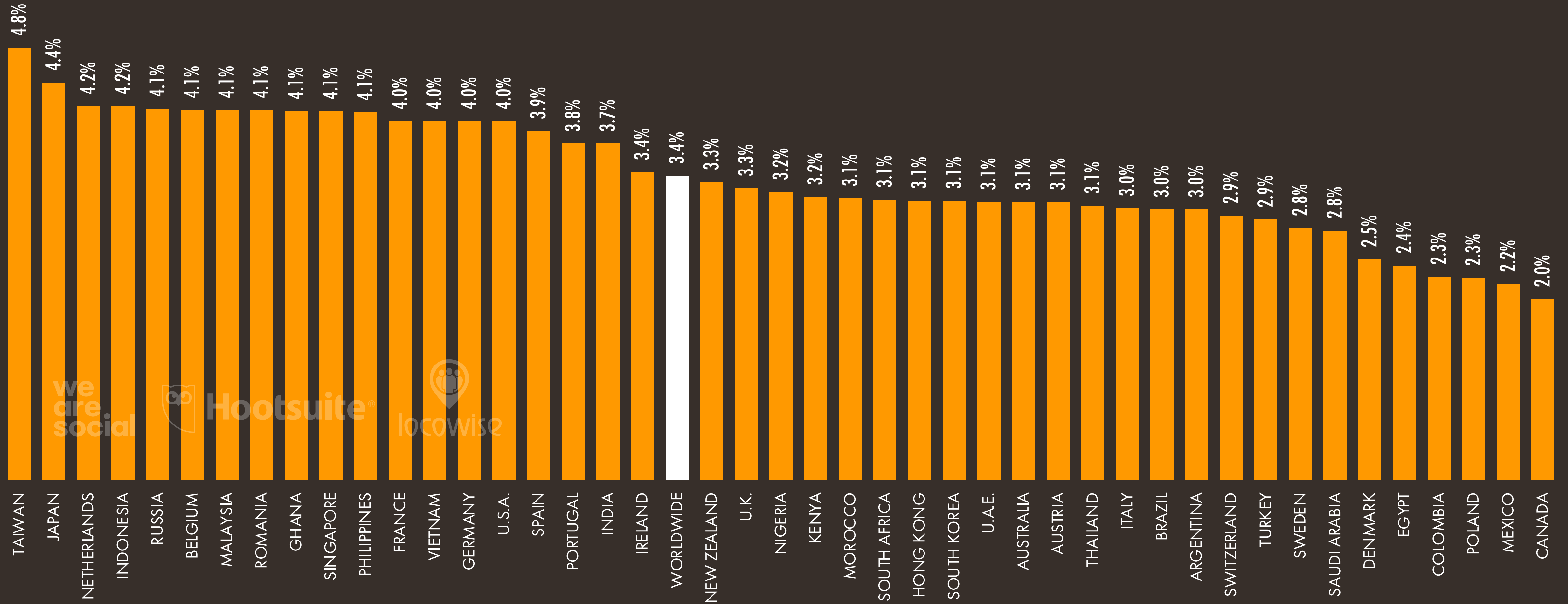
-13.5%

-23 BPS

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FACEBOOK PAGES: AVERAGE ENGAGEMENT RATES

AVERAGE NUMBER* OF CLICKS, TAPS, LIKES, COMMENTS, AND SHARES ON FACEBOOK PAGE POSTS COMPARED TO POST REACH



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COMPARING FACEBOOK PERFORMANCE BY PAGE SIZE

COMPARING THE ORGANIC REACH AND OVERALL ENGAGEMENT RATES OF PAGES WITH FEWER THAN 10,000 FANS, AND MORE THAN 100,000 FANS

PAGES WITH FEWER THAN 10,000 'FANS'

AVERAGE ORGANIC PAGE
POST REACH vs. PAGE LIKES*



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4.62%

AVERAGE ENGAGEMENT RATE
FOR FACEBOOK PAGE POSTS*



locowise

8.21%

PAGES WITH MORE THAN 100,000 'FANS'

AVERAGE ORGANIC PAGE
POST REACH vs. PAGE LIKES*



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2.34%

AVERAGE ENGAGEMENT RATE
FOR FACEBOOK PAGE POSTS*



2.19%

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TOP FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF PAGE LIKES IN JANUARY 2020

#	FACEBOOK PAGE	PAGE LIKES	FOLLOWERS
01	FACEBOOK	214,710,000	214,720,000
02	SAMSUNG	160,180,000	160,180,000
03	CRISTIANO RONALDO	122,200,000	123,210,000
04	REAL MADRID FC	110,820,000	108,950,000
05	COCA-COLA	107,370,000	107,370,000
06	FC BARCELONA	103,170,000	101,150,000
07	SHAKIRA	100,100,000	97,380,000
08	TASTY	97,650,000	100,870,000
09	VIN DIESEL	96,880,000	94,440,000
10	CGTN	91,720,000	91,580,000

#	FACEBOOK PAGE	PAGE LIKES	FOLLOWERS
11	LEO MESSI	90,160,000	91,460,000
12	EMINEM	86,600,000	82,850,000
13	CHINA DAILY	84,640,000	84,940,000
14	MR. BEAN	84,460,000	89,720,000
15	YOUTUBE	84,130,000	88,790,000
16	MCDONALD'S	79,830,000	79,830,000
17	RIHANNA	79,030,000	74,580,000
18	WILL SMITH	77,000,000	79,060,000
19	JUSTIN BIEBER	76,450,000	75,630,000
20	MANCHESTER UNITED	73,240,000	71,900,000