

Random Web 2.0 Statistics (Nov 09)

Here are some interesting Web 2.0 Statistics gathered from a number of different sources.

- Web 2.0 users report a 20% decrease in communication and travel costs both internally and in external supplier relationships (according to a November 2009 T&D Magazine article, *The Wonders of Conversion*, quoting a [McKinsey & Company Survey](#))
- Using Web 2.0 tools, production innovation soared 20% because organizations could receive input from partners and customers quickly and apply feedback to products. (same source as above)
- Web 2.0 technology users increased their revenue across internal relations, external relations and dealing with suppliers and other external partners by 13%. (same source as above)
- The average consumer is exposed to over 3,000 messages a day. ([Digital: Beyond Our Control, But Within Our Reach](#))
- 2,000,000,000 (two billion) – approximate number of Google searches that occur every day ([How many searches has Google done?](#))
- An estimated 6.8 billion search queries were conducted at Google Search, representing 66.1 percent of all search queries in October 2009. ([Top US Search Providers October 2009](#))
- There are more than 85,000 active contributors working on more than 14,000,000 articles in more than 260 languages at Wikipedia. There are approximately 3,094,793 articles in English. Wikipedia has 10,992,799 registered users, including 1,696 administrators. ([Wikipedia About](#))
- The breakdown of bloggers, according to [Technorati](#), is Hobbyists (72%), Part-Timers (15%), Corporate (4%), Self Employed (9%). (Source is Technorati)
- Self-expression and sharing expertise are the primary motivations for bloggers, and 70% of all respondents stated that personal satisfaction is a way they measure the success of their blog. Among Pros, however, the leading metric of success is the number of unique visitors. (same source as above)
- A total of 16% of bloggers describe themselves as snarky. (same source as above)
- 20 hours of video are uploaded to YouTube every minute ([YouTube Blog](#))
- Meanwhile, at Facebook, There are more than 300 million active users and 50% of active users log on to Facebook in any given day while the fastest growing demographic is those 35 years old and older. ([Facebook Statistics](#))

- On Facebook, the average user has 130 friends on the site with more than 8 billion minutes spent on Facebook each day (worldwide) providing approximately 45 million status updates each day. (same source as above)
- Relative to the entire population of internet users, those who have been to graduate school are over represented on LinkedIn. ([Alexa, the Web Information Company](#))
- At LinkedIn, the average age is 41 with an average household income of \$109,703 with over 50% having an income of \$100k plus. About 64% are male and 34% own a Smartphone/PDA. ([Linkedintomarketing](#))
- Unique visitors to Twitter increased 1,382 percent year-over-year, from 475,000 unique visitors in February 2008 to 7 million in February 2009. ([Twitter's Tweet Smell Of Success](#))
- In February 2009 the largest age group on Twitter was 35-49; with nearly 3 million unique visitors, comprising almost 42 percent of the site's audience. (same source as above)
- The majority of people visit Twitter.com while at work, with 62 percent of the audience accessing the site from work only versus 35 percent that accessed it from home only. (same as above)