

Source: Global Web Index
Wave 1 2009

Social Web Involvement



Upload photos online



Uploaded a video online



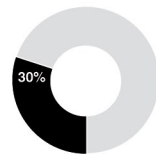
Manage a social network profile



Written your own blog



Use a micro-blogging service



Percentage with access

About the map

This map provides a global snapshot of active social web involvement by market. The charts show the percentages those who are active by each form of social involvement. The size of the arch's, represents the audience volume in millions. Visit globalwebindex.net to find the reasons behind the trends, how different demographics are involved, what motivates web users to get online and the quantification of how brands should be active in social media.

More about the study

We interview 32,000 web users in the 16 countries represented in this chart to provide a unique international perspective on web behaviour and social media involvement across the world. More importantly we explore the impact on consumer behaviour, the power of social communications and the role for brands. The Global Web Index was created by Trendstream in partnership with Lightspeed Research.