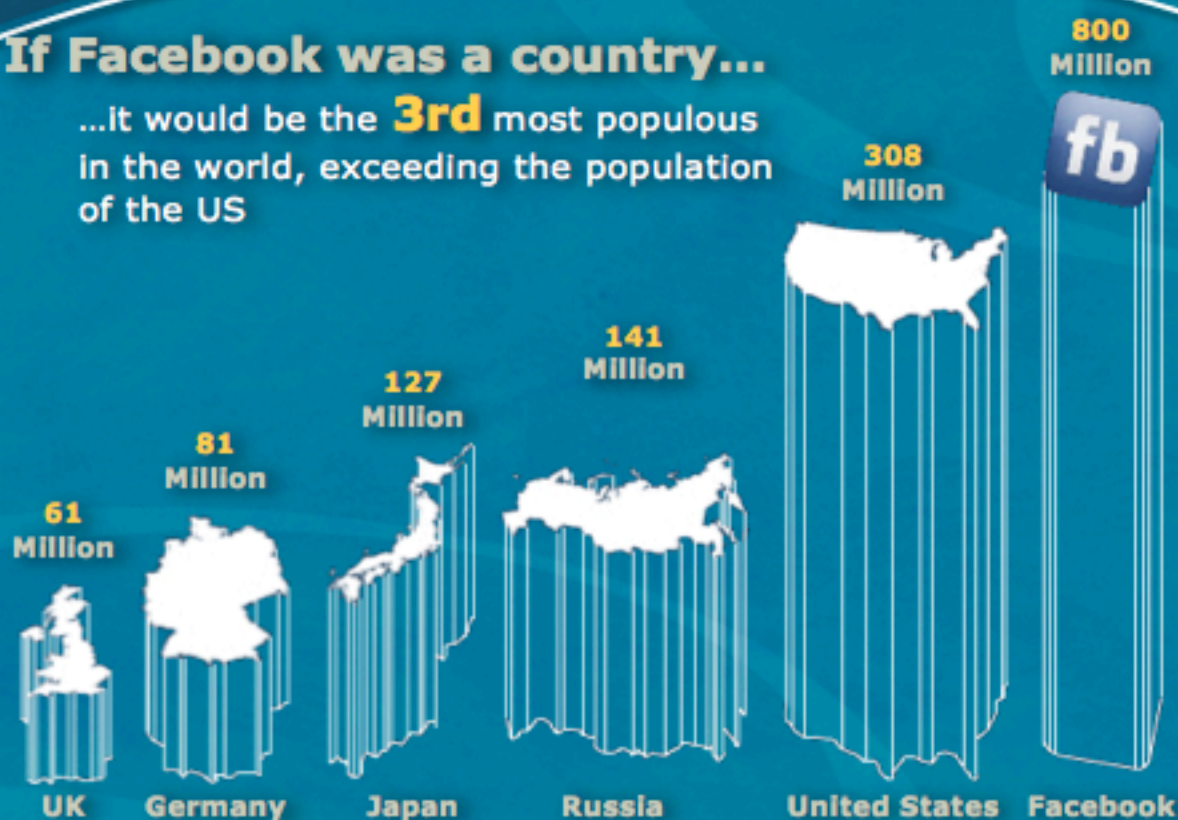


## If Facebook was a country...

...it would be the **3rd** most populous in the world, exceeding the population of the US



30%

## Everybody's doing it.

Represents the percentage of Facebook users who are 35+



**79%** Generation X use social networking sites



**65+** the Baby Boomer age group is the fastest growing adopters of social media

## Are we obsessed?

**48%** of 18-34 year olds check Facebook right when they wake up

**28%** check their Facebook on their smart phones before getting out of bed

**57%** of people talk to people more online than they do in real life

**48%** of young Americans said they find out about news through Facebook