

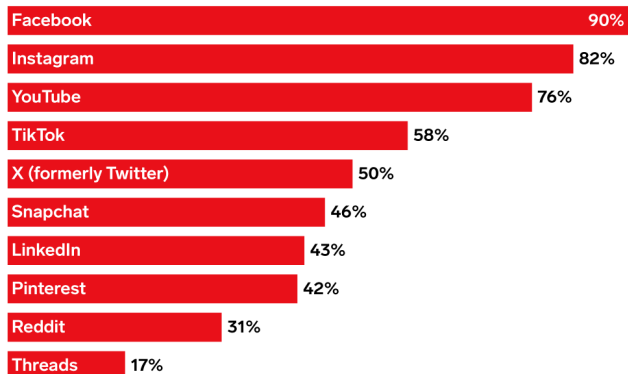
# Ninety percent of consumers have a Facebook profile

Article



## Social Networks Consumers Worldwide Have a Profile On, Sep 2024

% of respondents



Source: Sprout Social, "The 2025 Sprout Social Index: What Consumers Want on Social" conducted by Glimpse, Jan 8, 2025

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**Key stat:** Nine in 10 consumers worldwide have a profile on [Facebook](#), according to a January report from Sprout Social.

### Beyond the chart:

- Facebook will reach \$36.76 billion in ad revenues this year, up 7.7% YoY, per our November 2024 forecast.
- Facebook users will spend an average of a half an hour (0:30) a day on the social network in 2025, per our January forecast.

**Use this chart:** [Marketers](#) and [retailers](#) can use this chart to know where to find audiences on [social media](#) and be aware of specific networks' market reach.

### Related EMARKETER reports:

- [Social Trends to Watch in 2025](#) (EMARKETER subscription required)
- [Creator Economy Trends to Watch in 2025](#) (EMARKETER subscription required)

*Methodology: Data is from the January 2025 Sprout Social report titled "The 2025 Sprout Social Index: What Consumers Want on Social." 4,044 consumers worldwide who followed at least five brands on social media, 900 social media practitioners involved in managing their brand's social media strategy, and 322 marketing leaders who oversee social media teams*

*were surveyed online during September 13-27, 2024 by Glimpse. Respondents represented Australia, Canada, the UK, and the US.*