



Its that time of the year again and I thought our readers would be curious how the different social networks have progressed over the last 2 years since we started analyzing the various social networks from around the world. It is interesting to note that the domain type in traffic has fallen for almost all of the social networks we analyzed. We are not sure if this is an anomaly with the Google Insights for Search tool, or if users are realizing you don't need to Google *domain.com*, you simply need to use the browser for what it was intended for. In any case, I have highlighted some of the changes below. Remember all insight is gathered from [Google Ad Planner](#) and [Google Insights for Search](#).

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Badoo.com

Badoo.com Domain Search Traffic

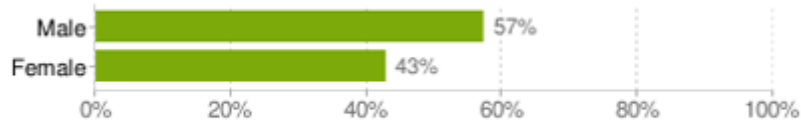


Badoo Geographic Data

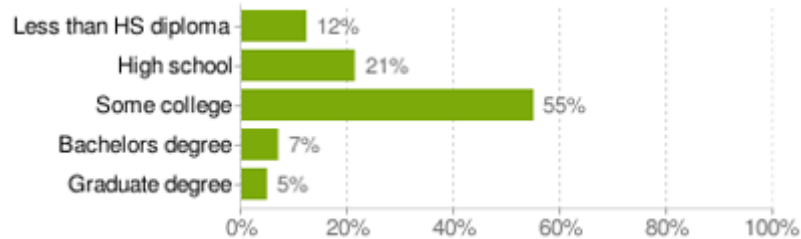


Badoo Demographic Data

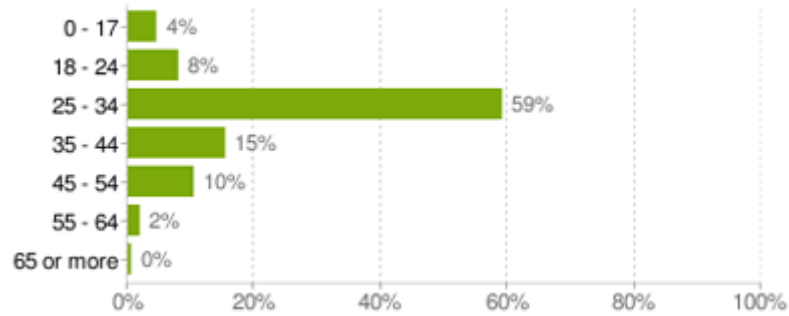
Gender



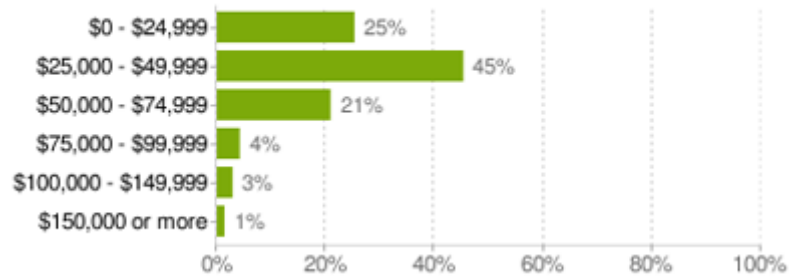
Education



Age



Household income



Badoo.com 2009-2010 Analysis

- Increase in traffic from males
- The majority of traffic continues to be young users and users with higher education

Bebo.com

Bebo.com Domain Search Traffic

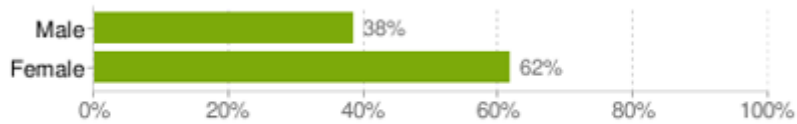


Bebo Geographic Data

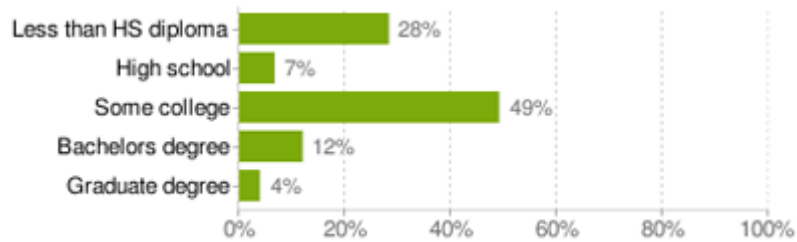


Bebo Demographic Data

Gender

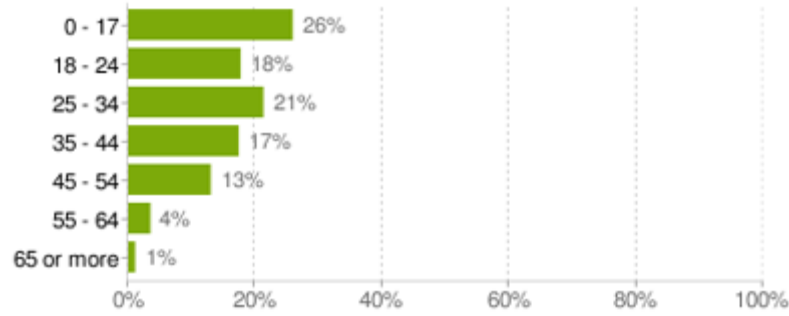


Education

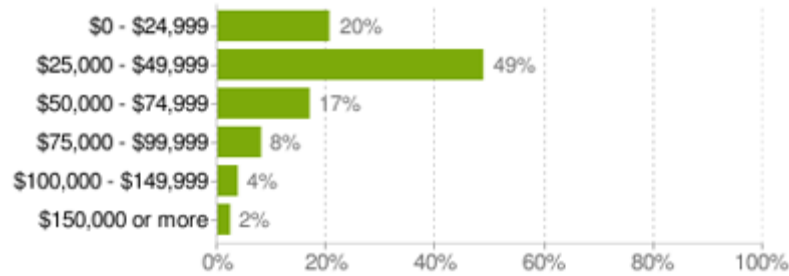




Age



Household income



Bebo 2009-2010 Analysis

- An increase in multiple age ranges outside of 0-17

Digg.com

Digg.com Domain Search Traffic

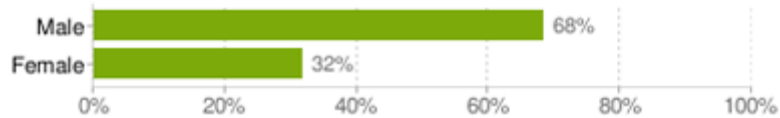


Digg Geographic Data

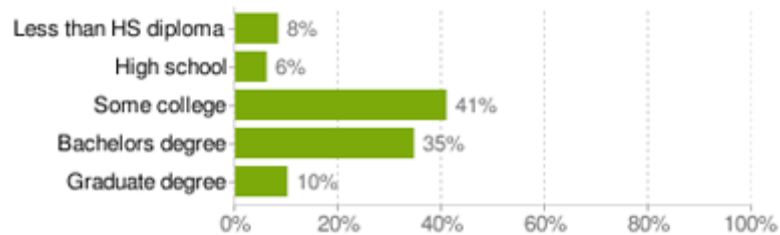


Digg Demographic Data

Gender

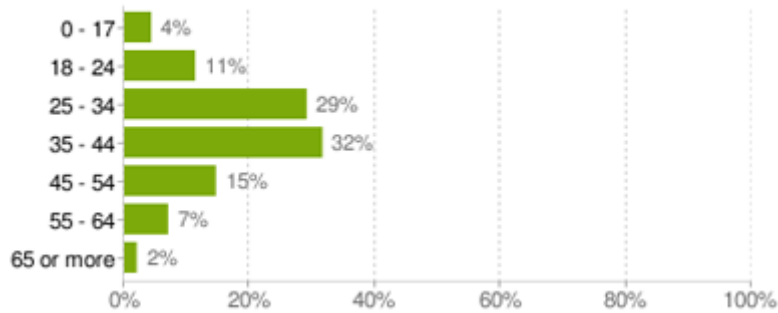


Education

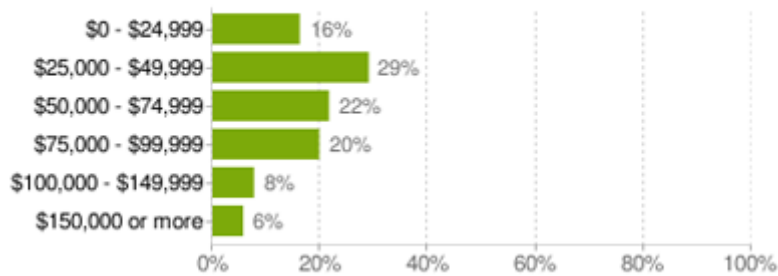




Age



Household income



Digg 2009-2010 Analysis

- Global increase in domain searches, with North America continuing to be the center of traffic
- Decrease in upper income households, decrease in users aged 0-17, and decrease in users with a lower education level
- Increase in traffic from ages 18-24

Facebook.com

Facebook.com Domain Search Traffic



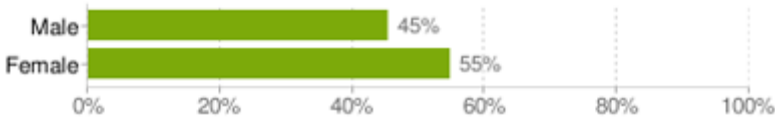
Facebook Geographic Data



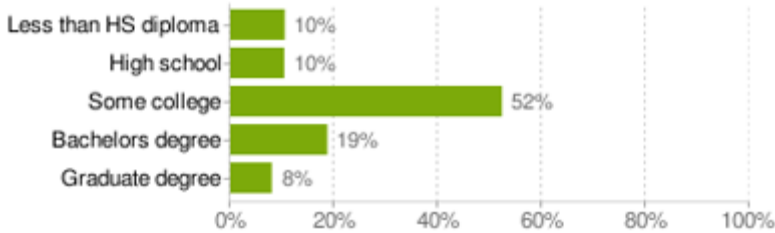
Facebook Demographic Data



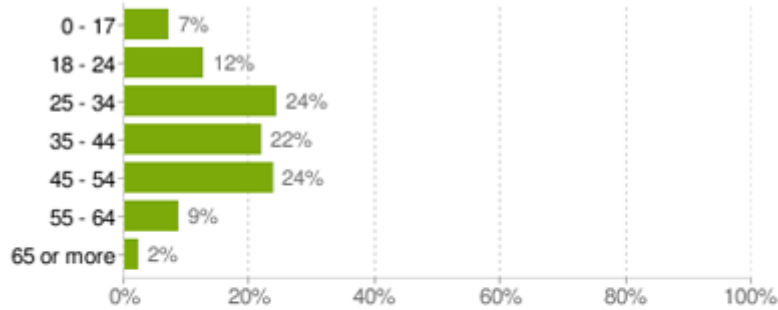
Gender



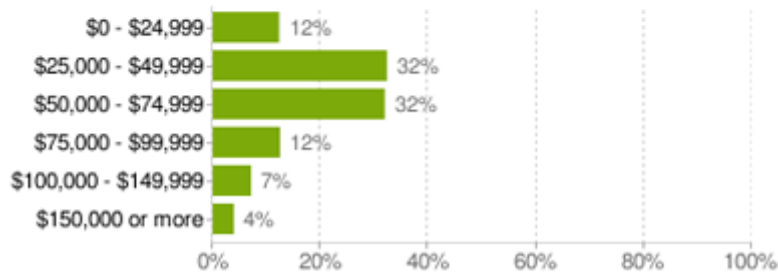
Education



Age



Household income



Facebook 2009-2010 Analysis

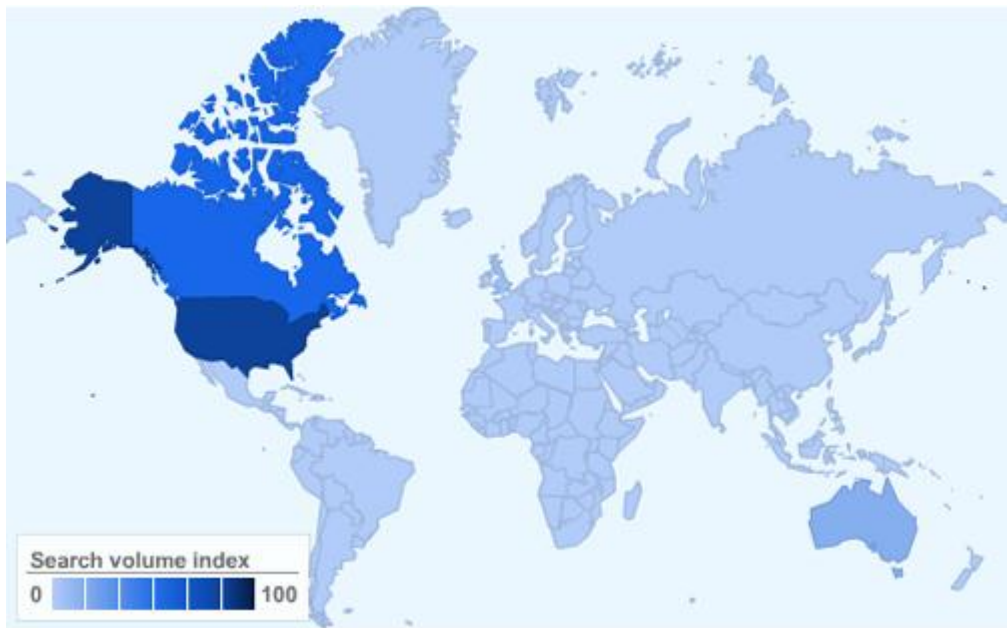
- Significant drop in domain searches since the beginning of 2010
- Increase in traffic from middle-age users and users with some college

Fark.com

Fark.com Domain Search Traffic



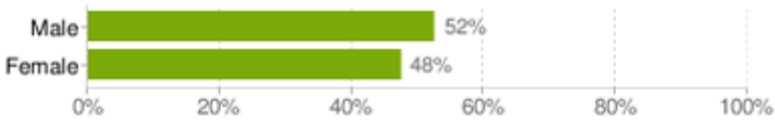
Fark Geographic Data



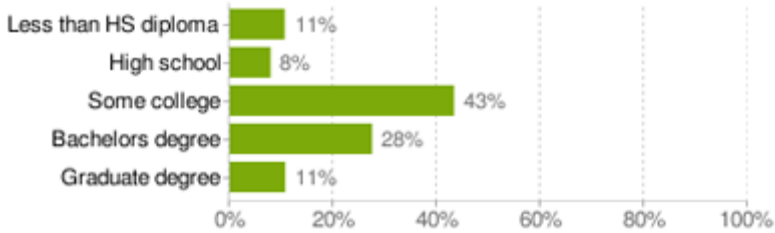
Fark Demographic Data



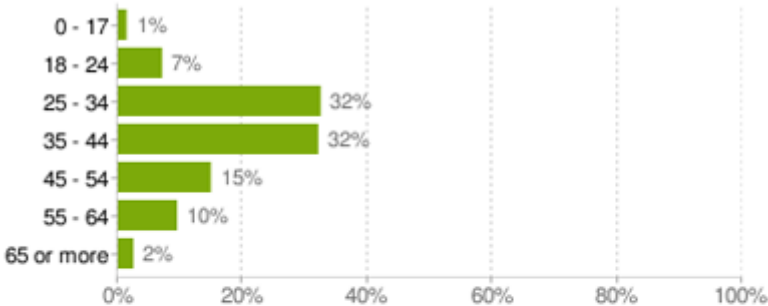
Gender



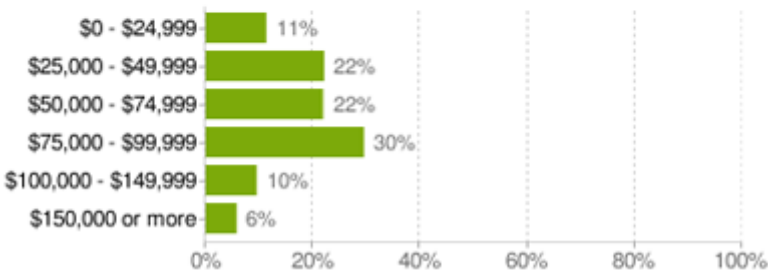
Education



Age



Household income



Fark 2009-2010 Analysis

- Continued decrease in domain searches, however the United States continues to be the leading source of traffic
- The female-to-male traffic ratio is leveling off
- Increase in traffic from ages 45-64

Flickr.com

Flickr.com Domain Search Traffic



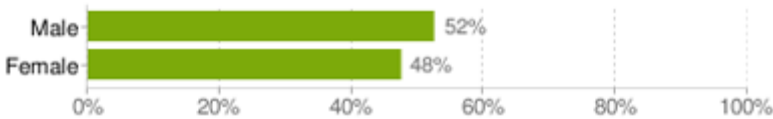
Flickr Geographic Data



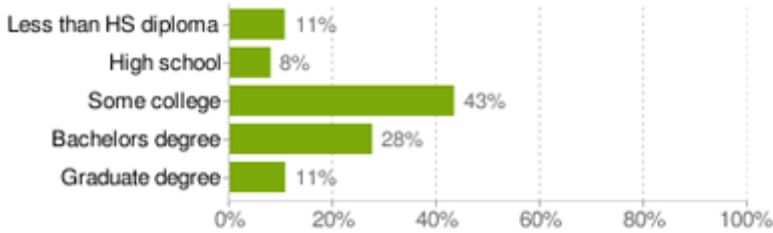
Flickr Demographic Data



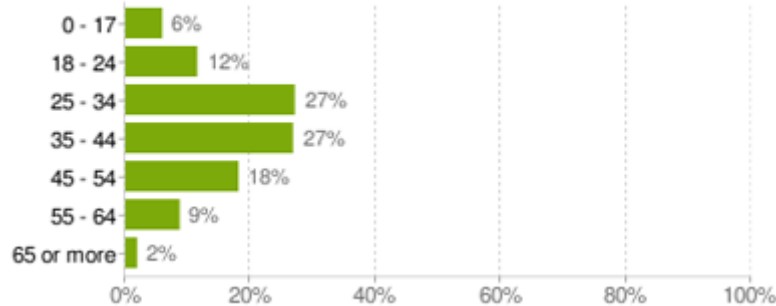
Gender



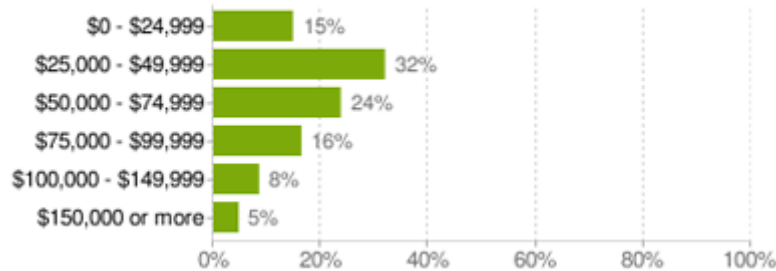
Education



Age



Household income



Flickr 2009-2010 Analysis

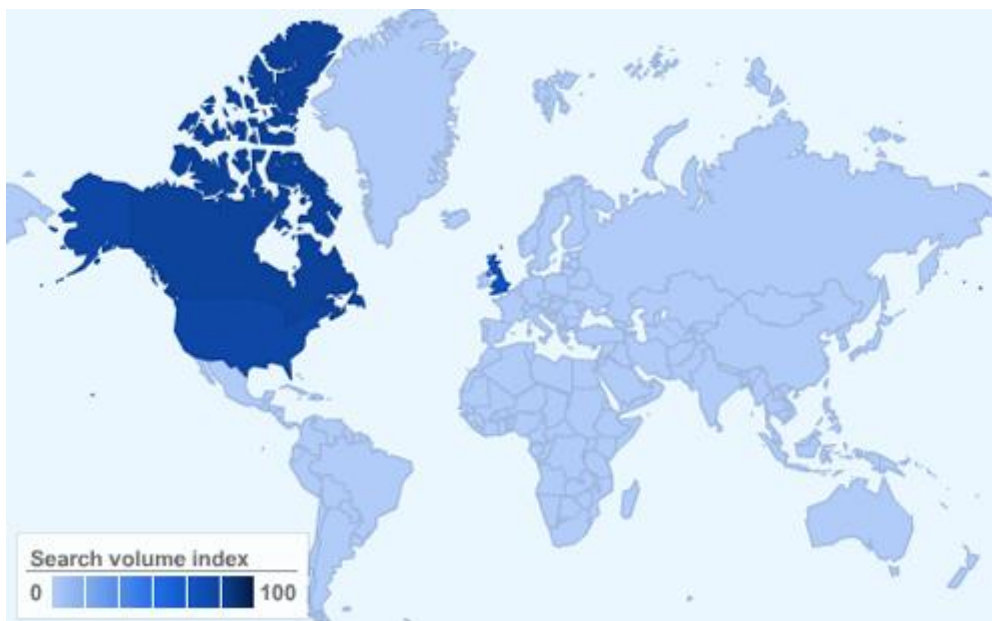
- Drop in domain searches, with the most traffic originating from North America and India
- Decrease in young users and increase in users with upper income levels

Flixster.com

Flixster.com Domain Search Traffic



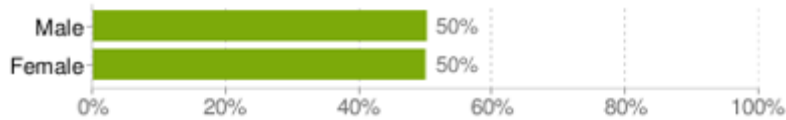
Flixster Geographic Data



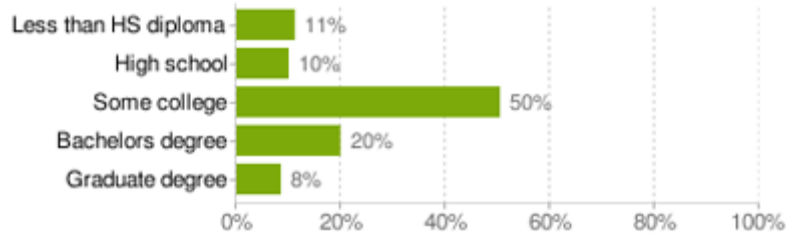
Flixster Demographic Data



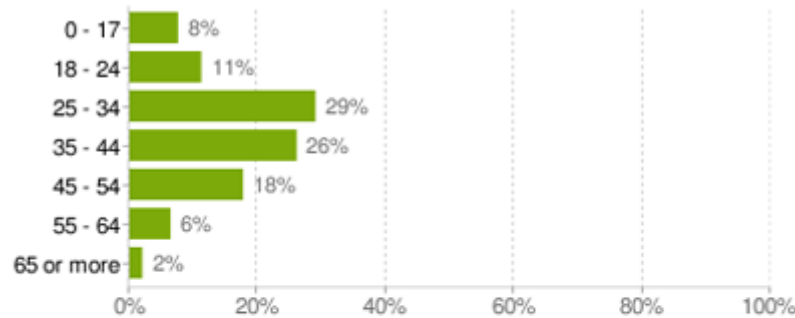
Gender



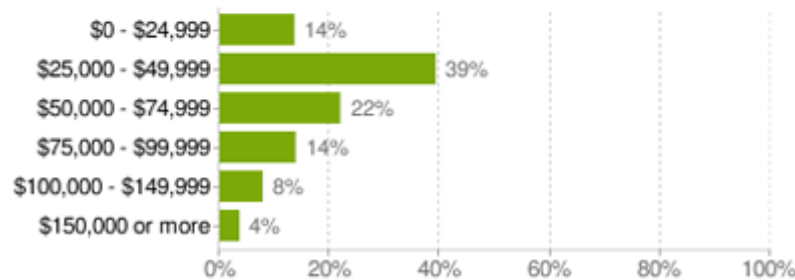
Education



Age



Household income

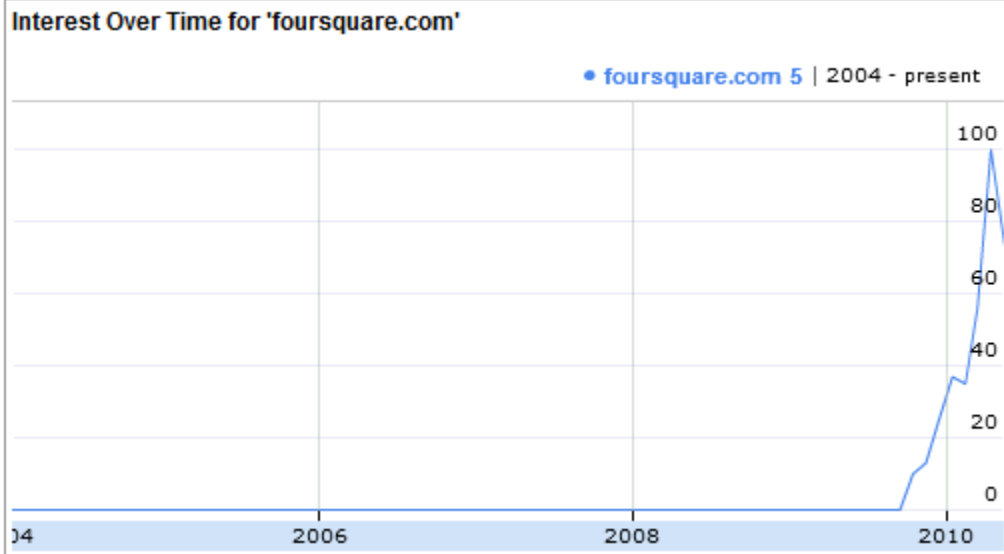


Flixster 2009-2010 Analysis

- Drop in domain searches
- Increase in traffic from the United states, United Kingdom, and Canada
- Male-to-female ratio leveling off from 2009
- Increase in traffic from upper income households

Foursquare.com

Foursquare.com Domain Search Traffic

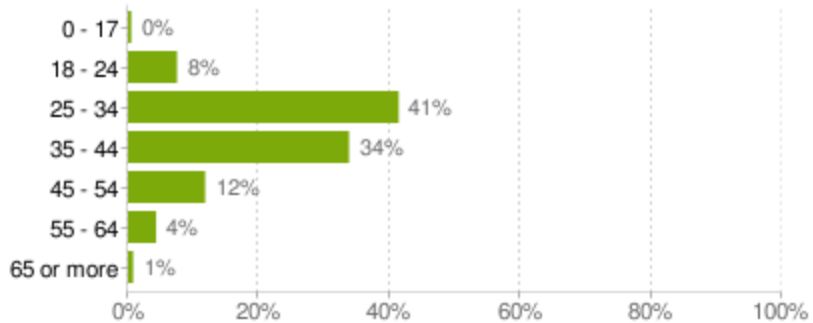


Foursquare Geographic Data

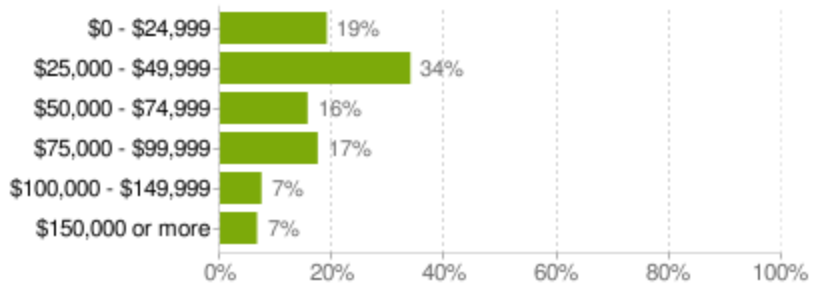
N/A

Foursquare Demographic Data

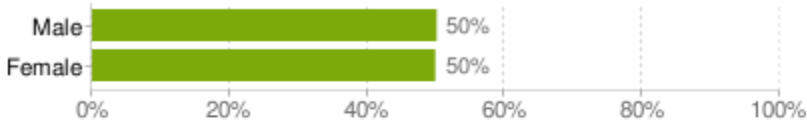
Age



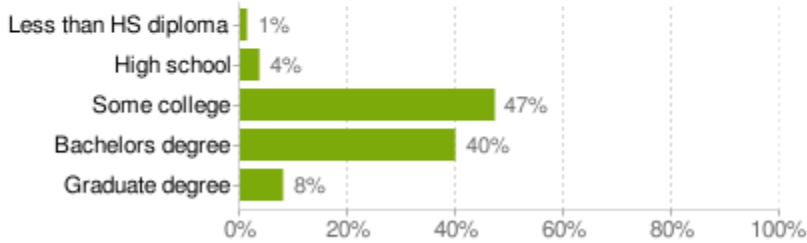
Household income



Gender



Education



Foursquare 2009-2010 Analysis

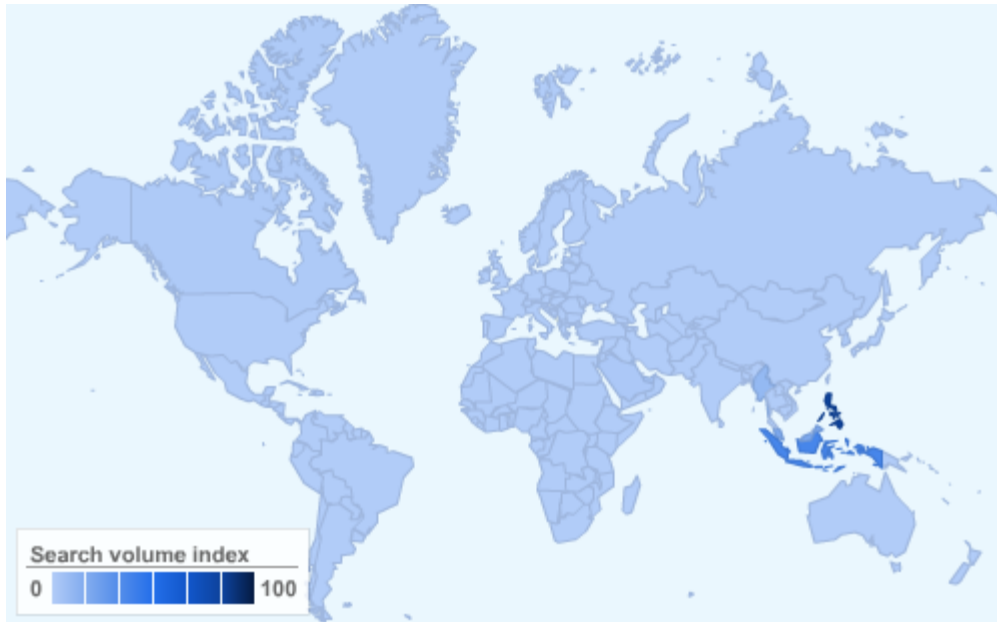
- New site: No added analysis

Friendster.com

Friendster.com Domain Search Traffic

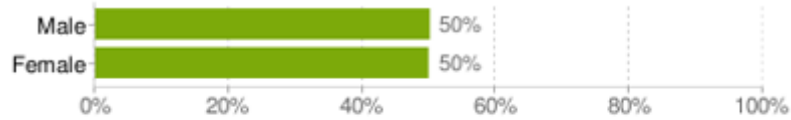


Friendster Geographic Data

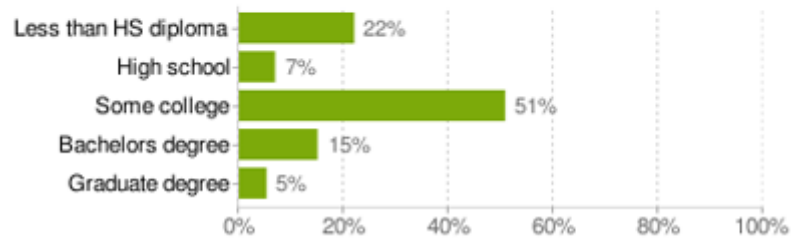


Friendster Demographic Data

Gender

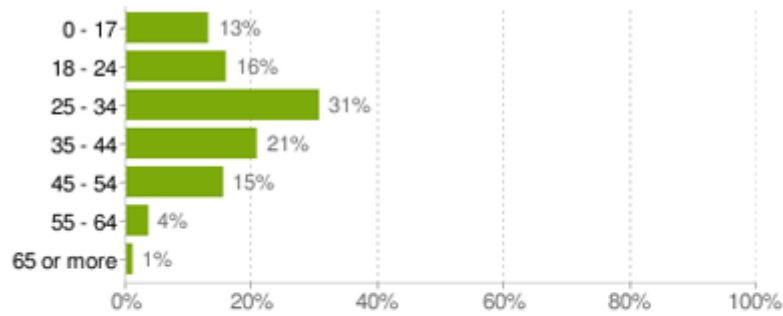


Education

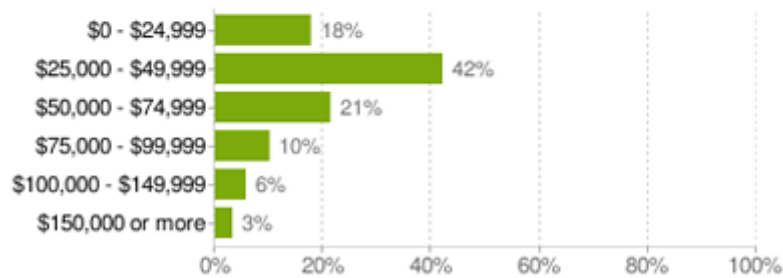




Age



Household income



Friendster 2009-2010 Analysis

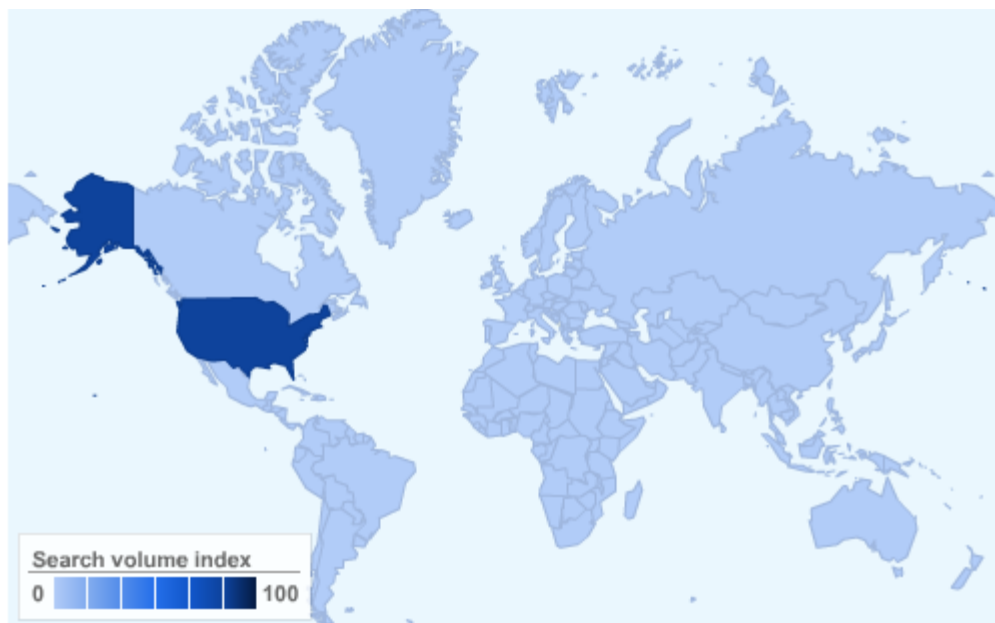
- Continued decrease in domain searches
- Increase in lower middle income households
- Continued interest among educated groups with a large increase in users who have completed some college

Gather.com

Gather.com Domain Search Traffic

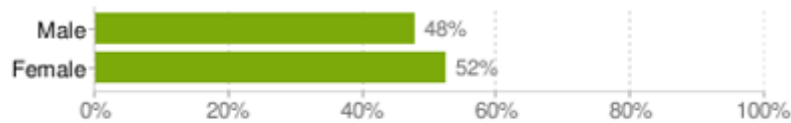


Gather Geographic Data

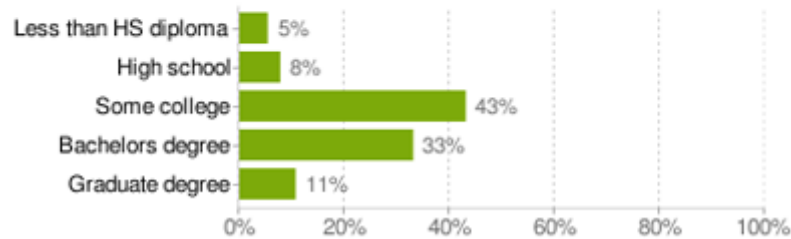


Gather Demographic Data

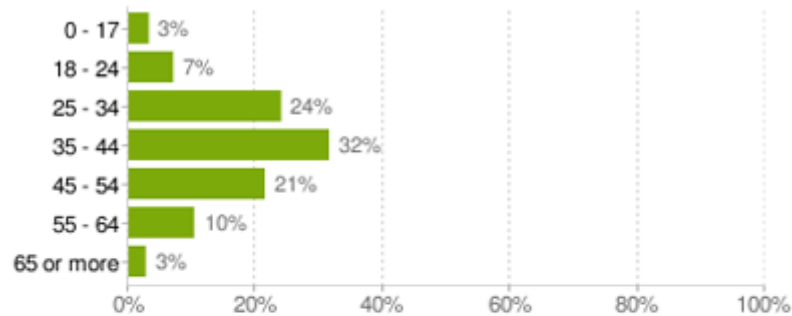
Gender



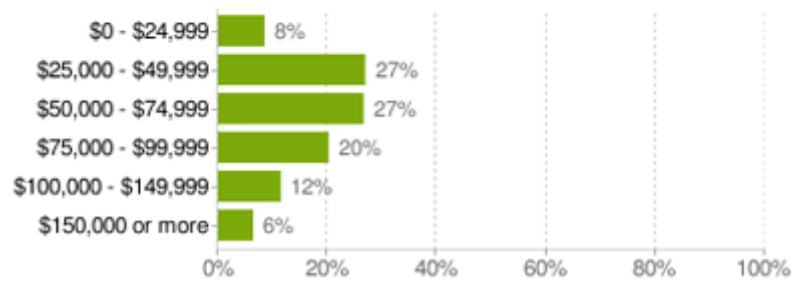
Education



Age



Household income



Gather 2009-2010 Analysis

- Male-to-female ratio leveling off since 2009
- Slight increase in traffic from ages 35-44
- Decrease in searches from India, with most traffic driven from the United States

Habbo.com

Habbo.com Domain Search Traffic



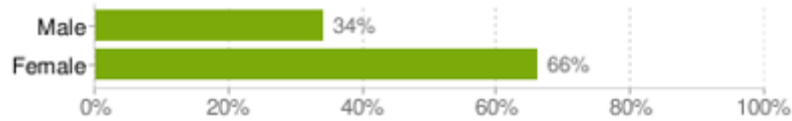
Habbo Geographic Data



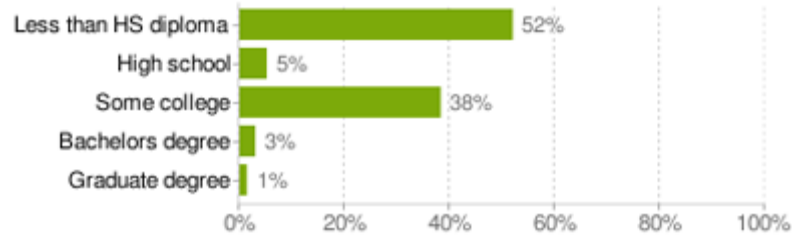
Habbo Demographic Data



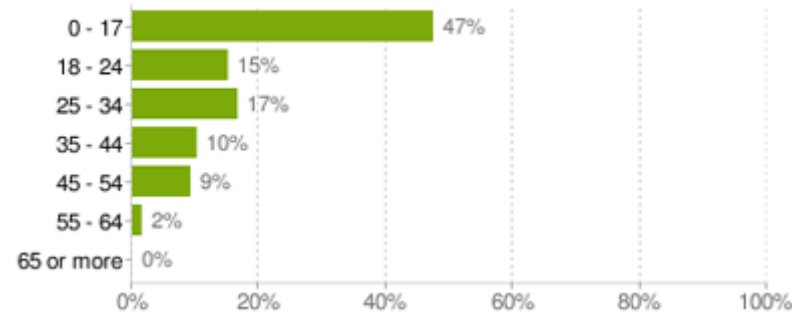
Gender



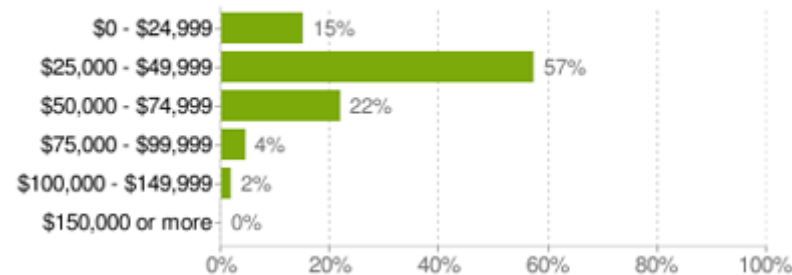
Education



Age



Household income



Habbo 2009-2010 Analysis

- Decrease in domain searches
- Increase in users with some college education, increase in younger users, and an increase in users from a lower middle household income

Hi5.com

Hi5.com Domain Search Traffic



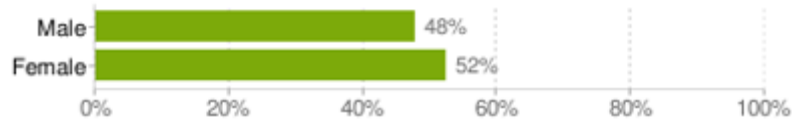
Hi5 Geographic Data



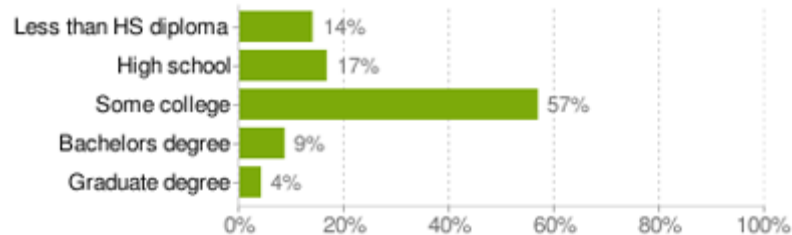
Hi5 Demographic Data



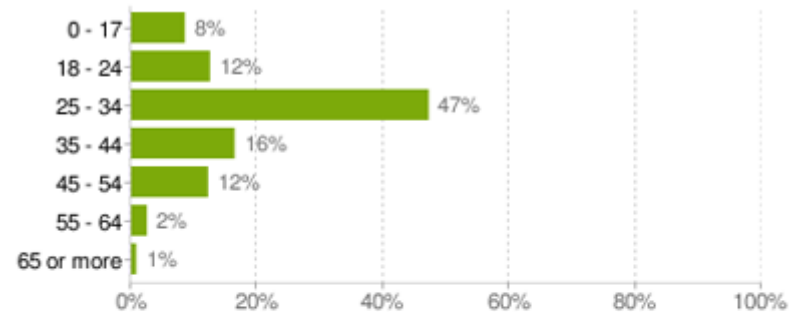
Gender



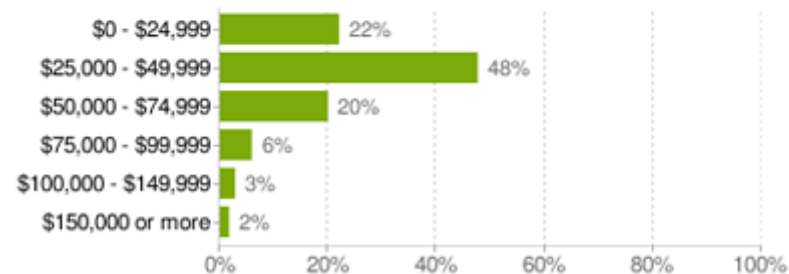
Education



Age



Household income



Hi5 2009-2010 Analysis

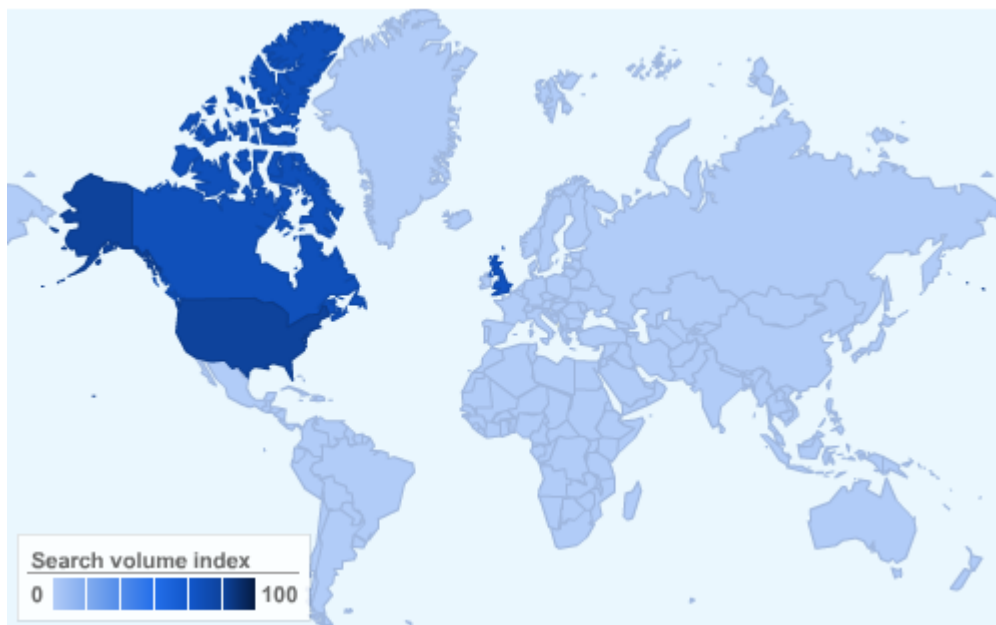
- Decrease in domain searches
- Male-to-female ratio leveling off since 2009
- Increase in users in the 25-34 age group and decrease in traffic from upper income households

Iambored.com

Iambored.com Domain Search Traffic



Iambored Geographic Data



Iambored Demographic Data

N/A

Iambored 2009-2010 Analysis

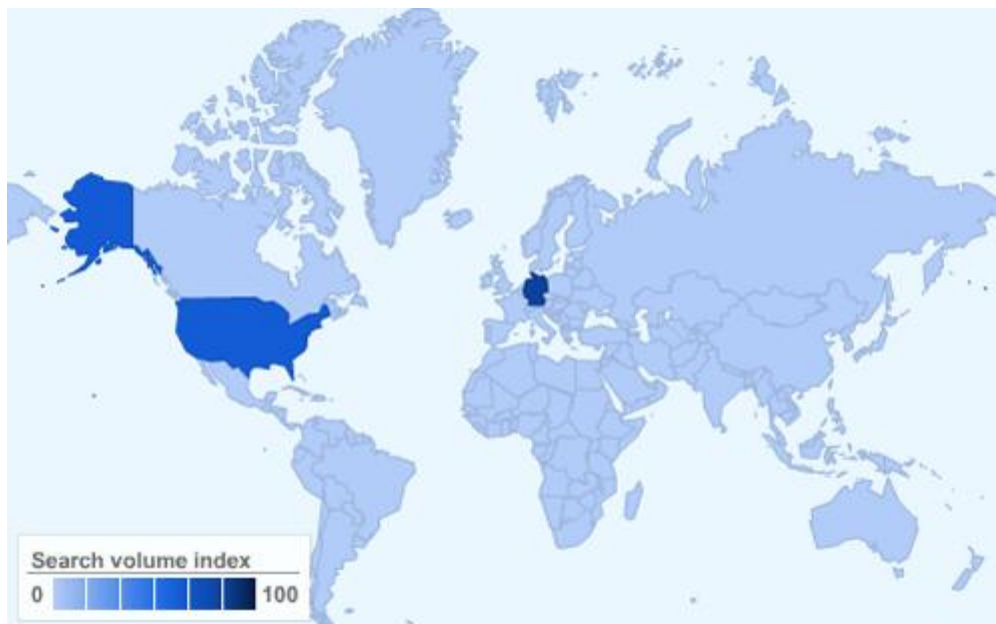
- Areas of domain search growth include Central and South America, Europe, and Asia.
- United States, United Kingdom, and Canada continue to drive most of the traffic

Identi.ca

Identi.ca Domain Search Traffic



Identi.ca Geographic Data



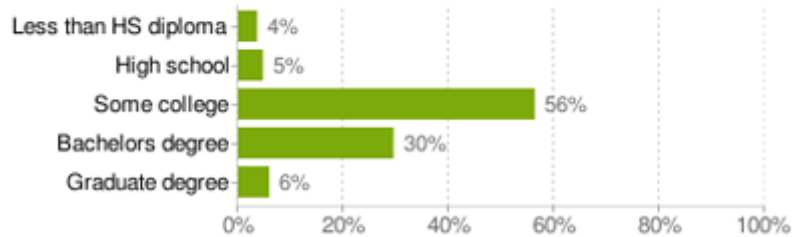
Identi.ca Demographic Data



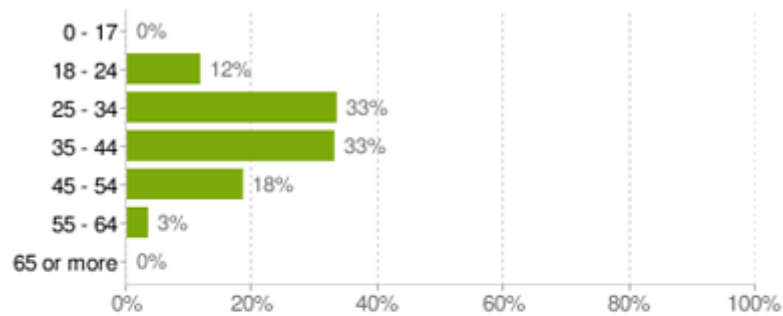
Gender



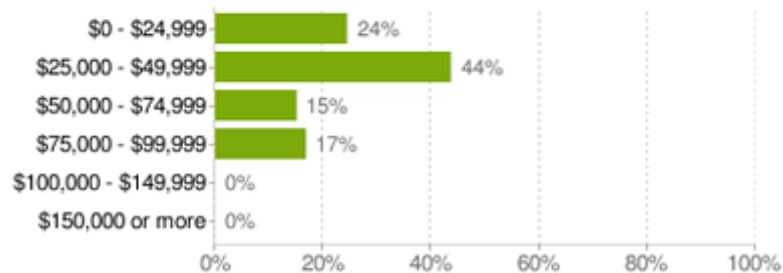
Education



Age



Household income



Identi.ca 2009-2010 Analysis

- Recent spike in domain searches
- Decrease in traffic from Canada, and an increase in traffic from the United States and Germany
- Increase in traffic from males
- Increase in traffic from lower middle income households

IndianPad.com

IndianPad.com Domain Search Traffic



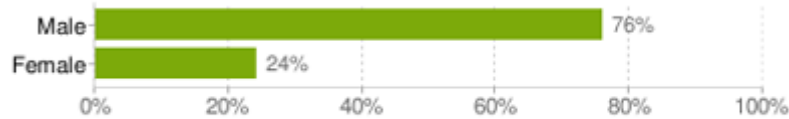
IndianPad Geographic Data



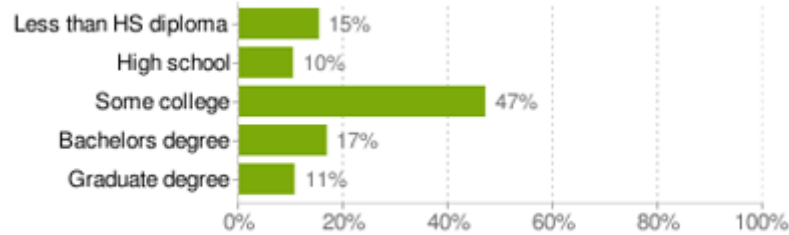
IndianPad Demographic Data



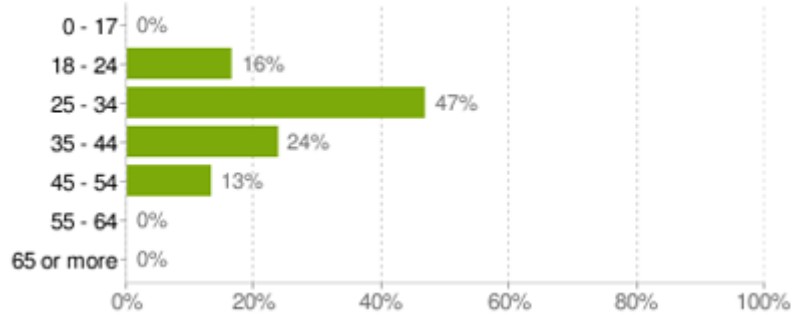
Gender



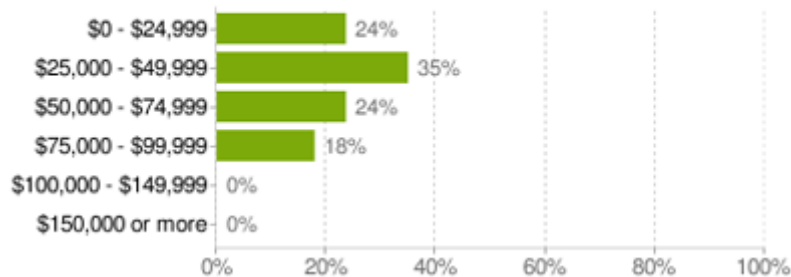
Education



Age



Household income



IndianPad 2009-2010 Analysis

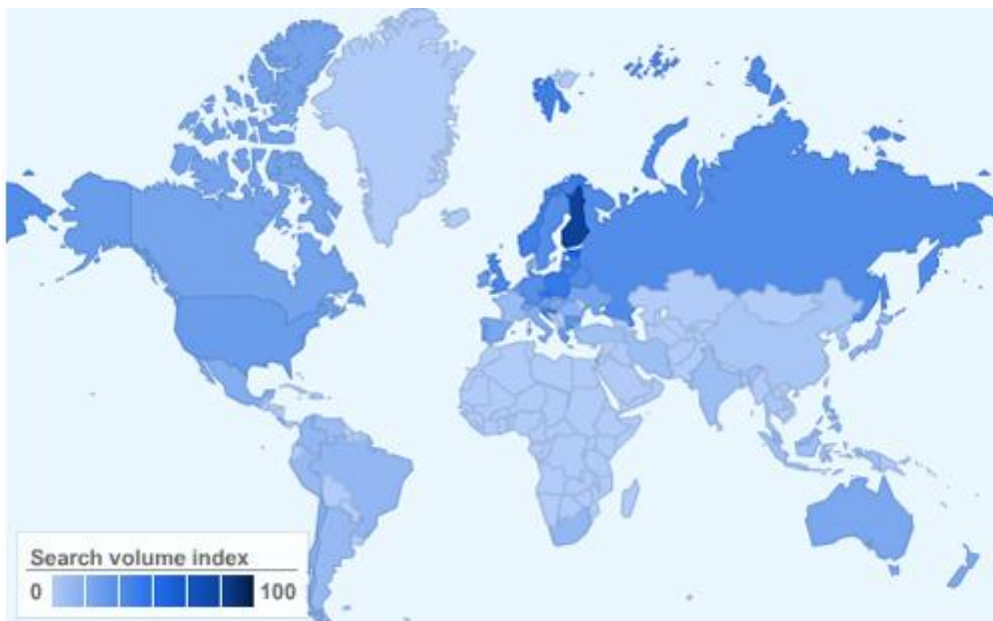
- Significant decrease in global traffic, with the most traffic based in India

Last.fm

Last.fm Domain Search Traffic



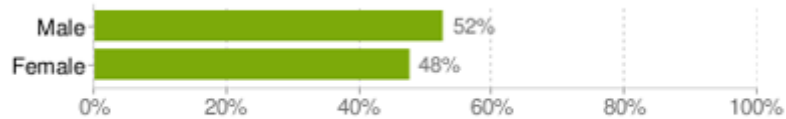
Last.fm Geographic Data



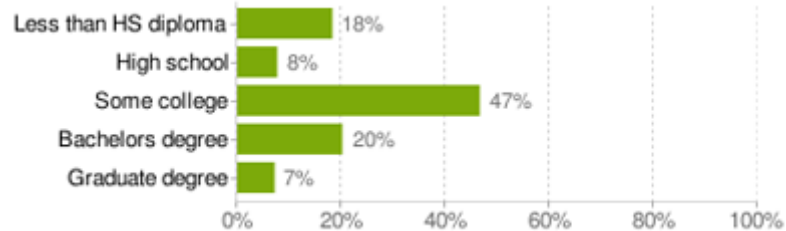
Last.fm Demographic Data



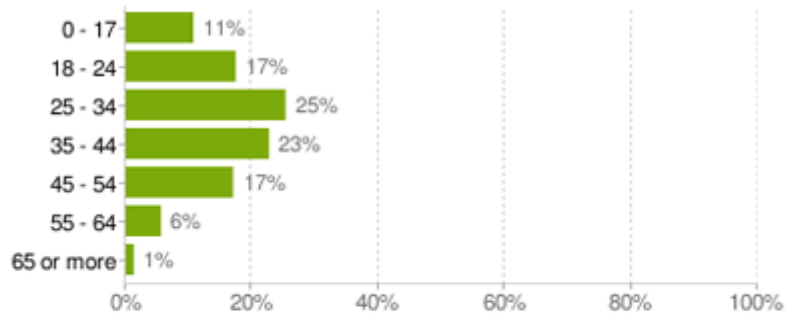
Gender



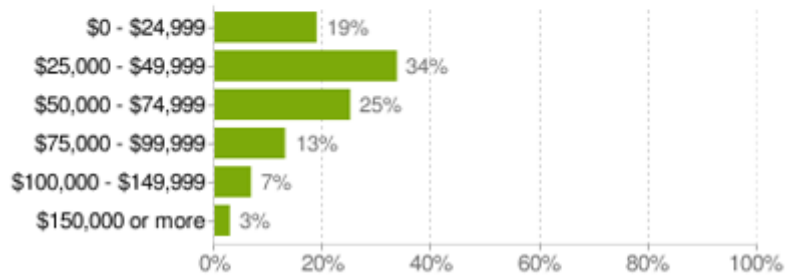
Education



Age



Household income



Last.fm 2009-2010 Analysis

- Traffic is generally unchanged since 2009, except for an increase in users with some college education

Linkedin.com

Linkedin.com Domain Search Traffic



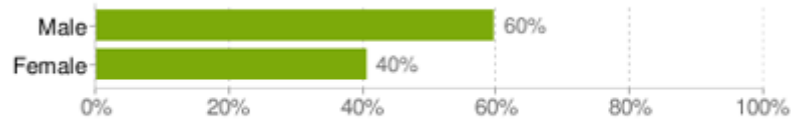
LinkedIn Geographic Data



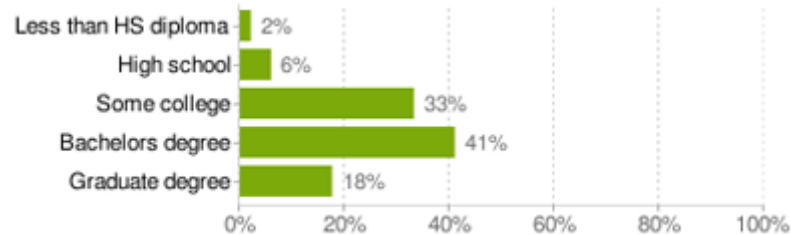
LinkedIn Demographic Data



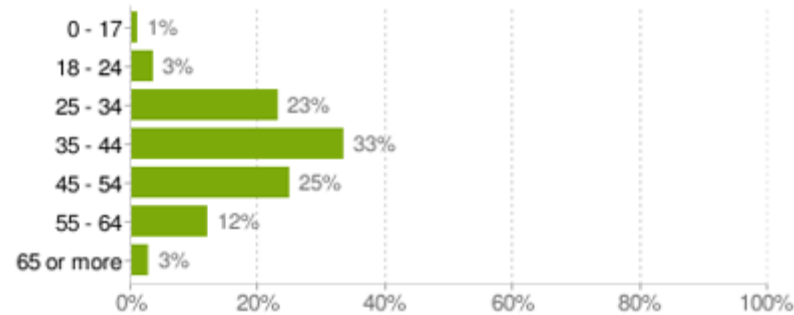
Gender



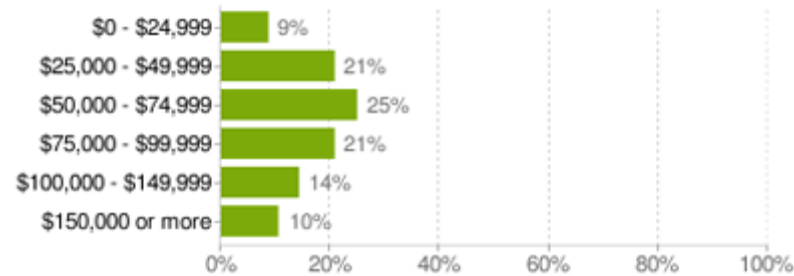
Education



Age



Household income



Linkedin 2009-2010 Analysis

- Significant increase in traffic from male users

Livejournal.com

Livejournal.com Domain Search Traffic



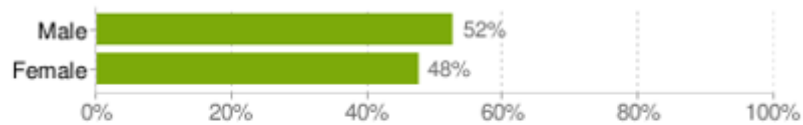
Livejournal Geographic Data



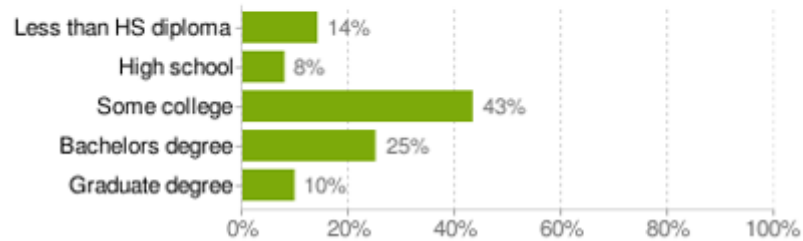
Livejournal Demographic Data



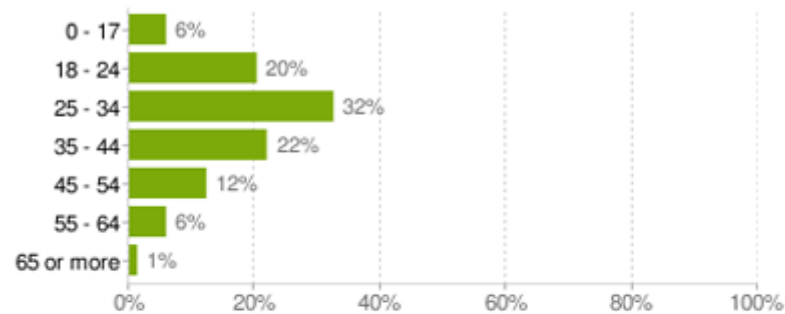
Gender



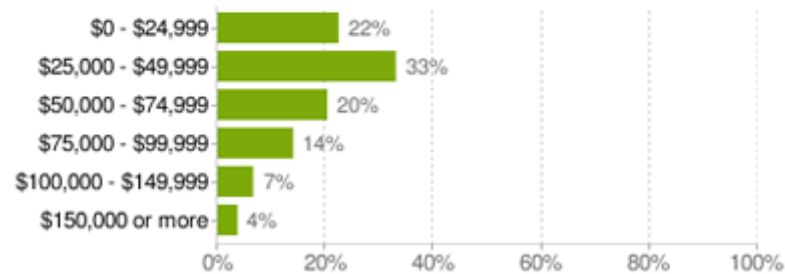
Education



Age



Household income



Livejournal 2009-2010 Analysis

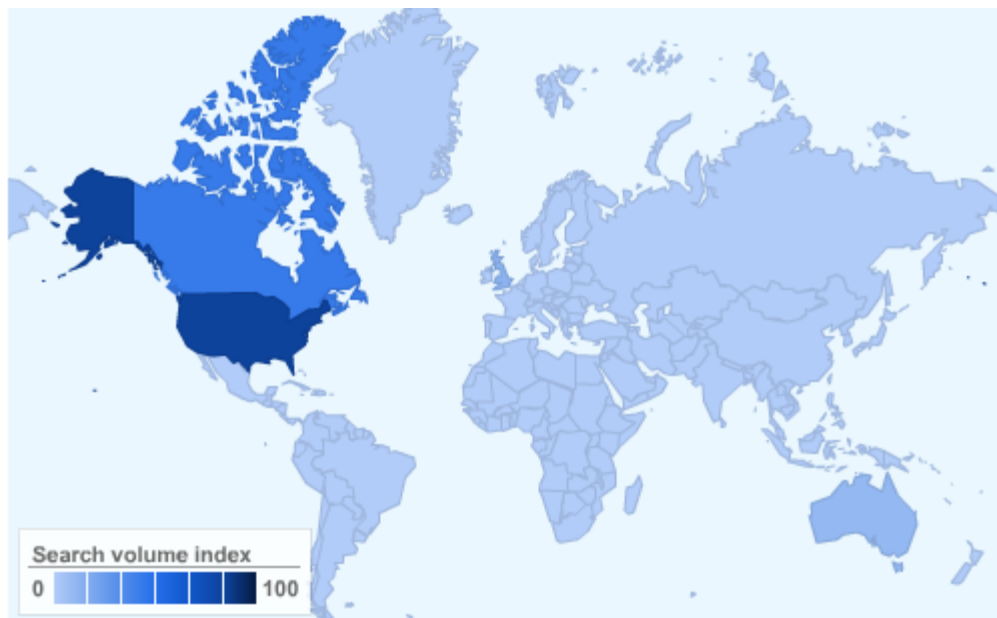
- Increase in traffic from lower middle income households

Meetup.com

Meetup.com Domain Search Traffic



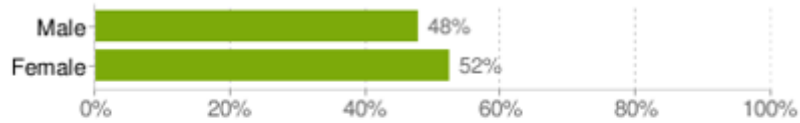
Meetup Geographic Data



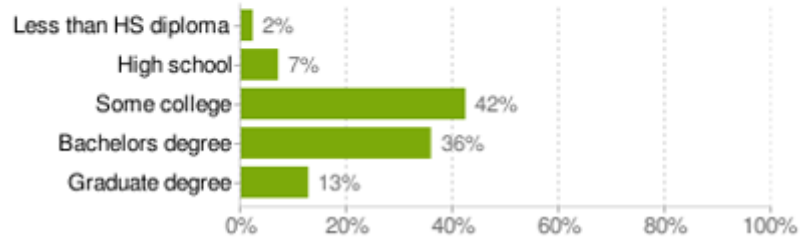
Meetup Demographic Data



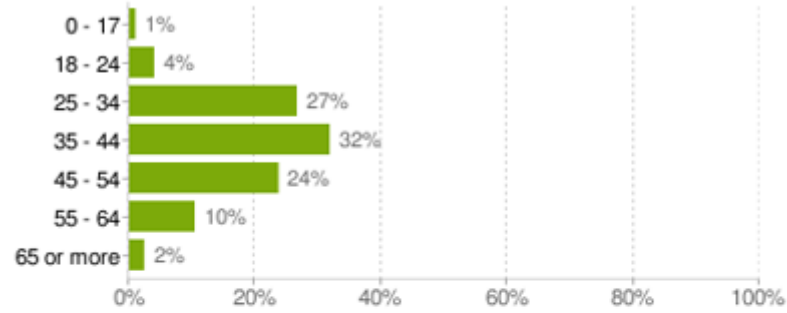
Gender



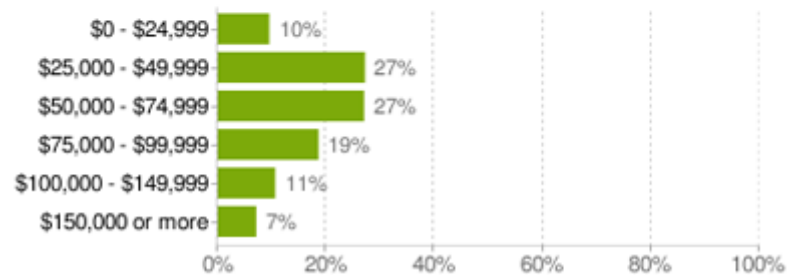
Education



Age



Household income

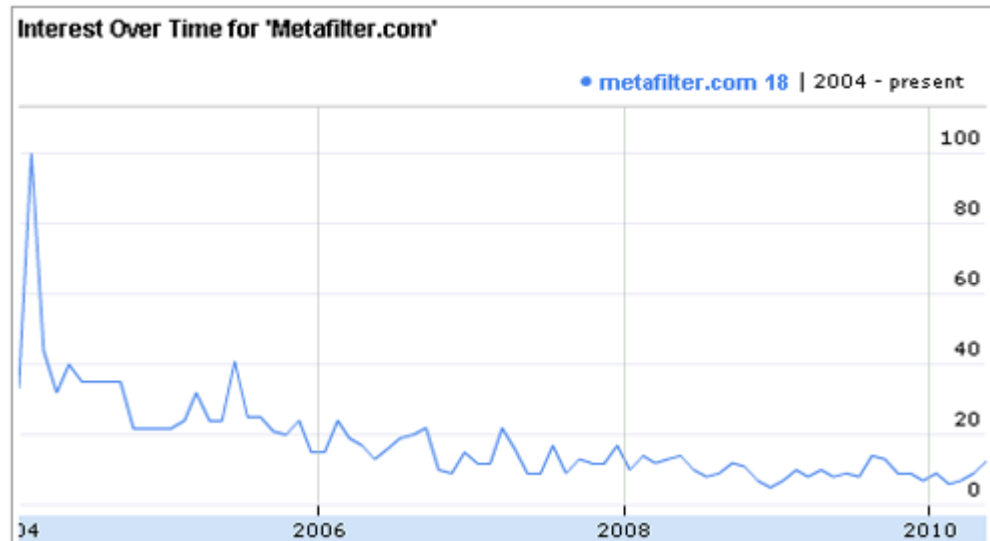


Meetup 2009-2010 Analysis

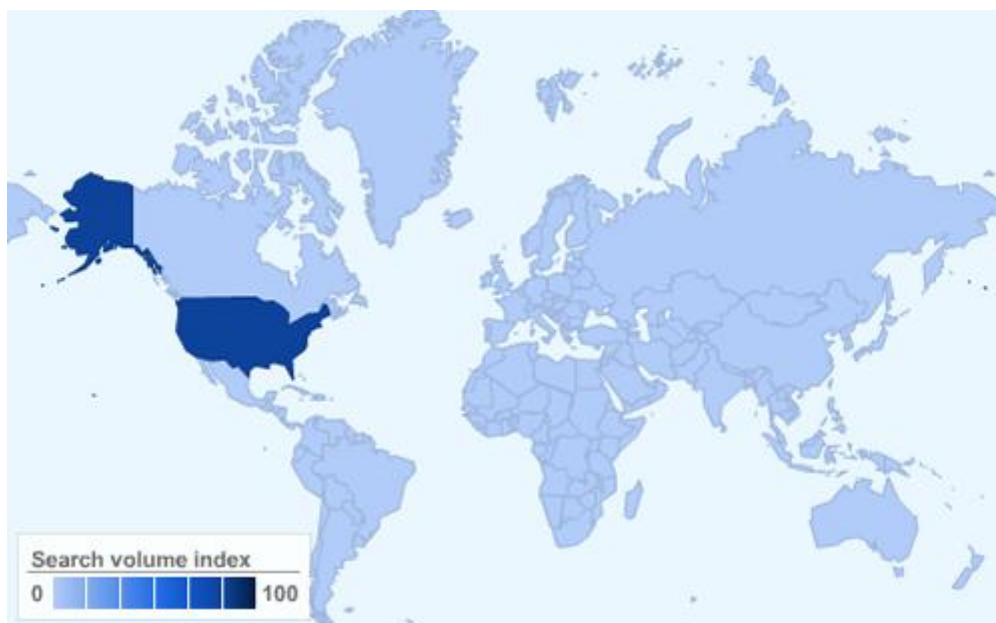
- Increase in traffic from ages 25-34

Metafilter.com

Metafilter.com Domain Search Traffic



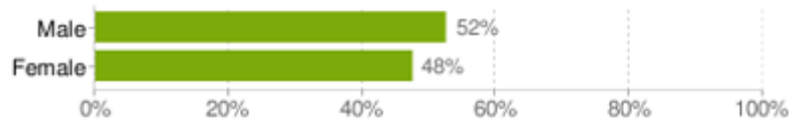
Metafilter Geographic Data



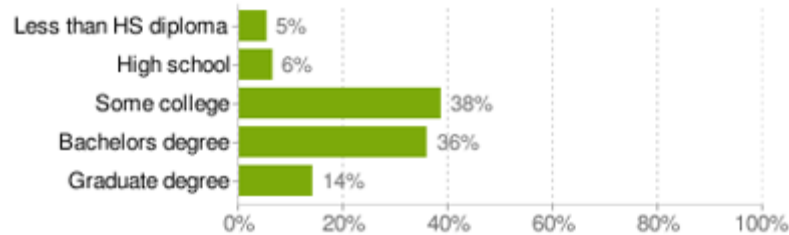
Metafilter Demographic Data



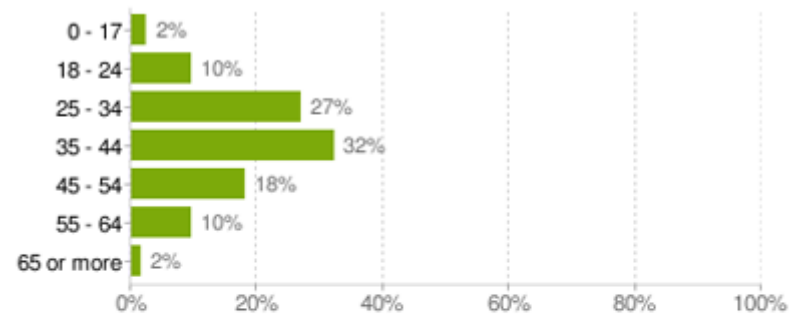
Gender



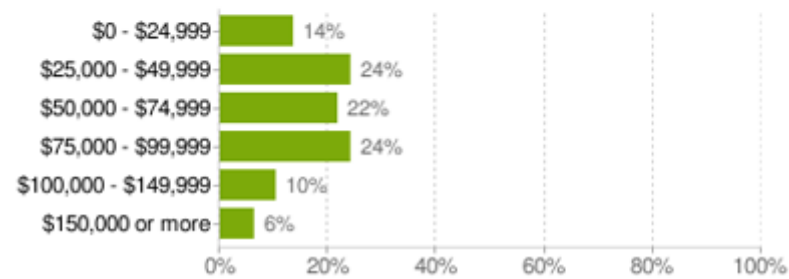
Education



Age



Household income



Metafilter 2009-2010 Analysis

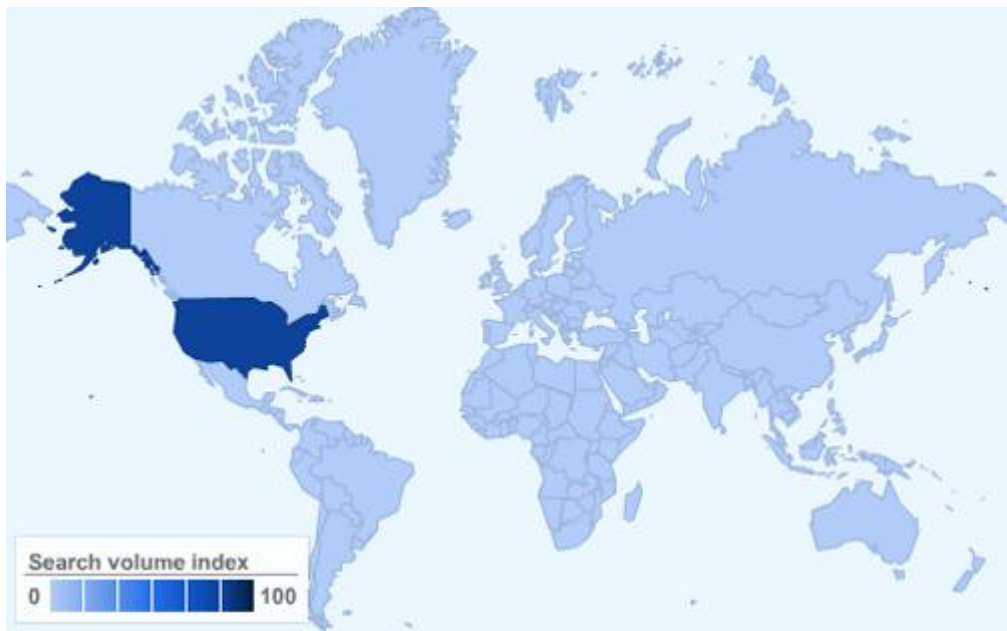
- significant decrease in traffic from Canada, and an increase in traffic from the United States
- Increase in traffic from middle age users

Mixx.com

Mixx.com Domain Search Traffic



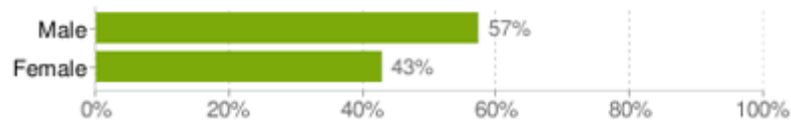
Mixx Geographic Data



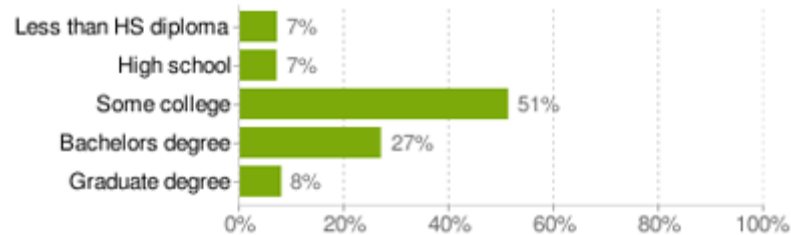
Mixx Demographic Data



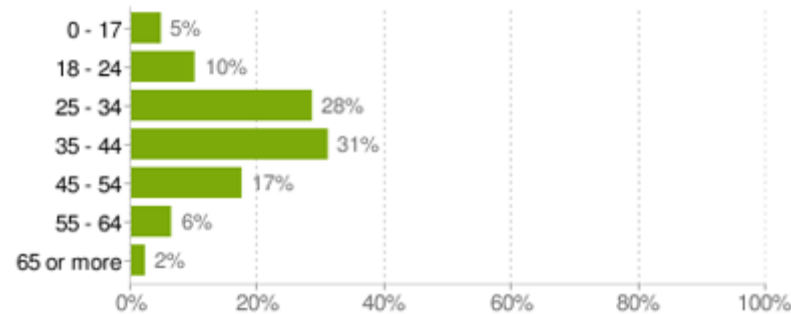
Gender



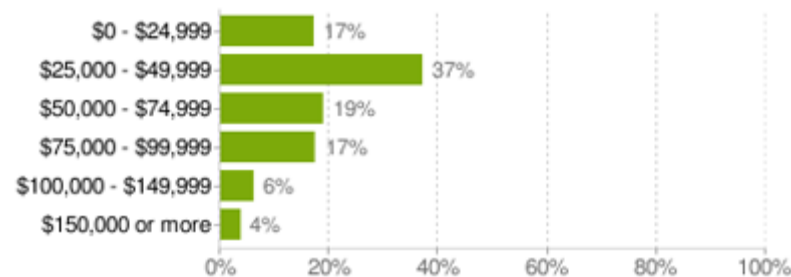
Education



Age



Household income



Mixx 2009-2010 Analysis

- Traffic increase from the United States, and a significant decrease in users from India
- Increase in traffic from middle age users and lower middle household incomes

Multiply.com

Multiply.com Domain Search Traffic



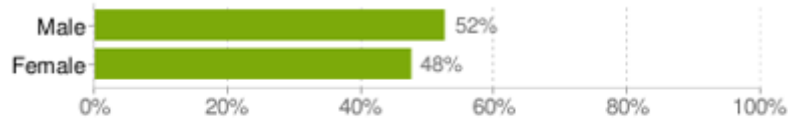
Multiply Geographic Data



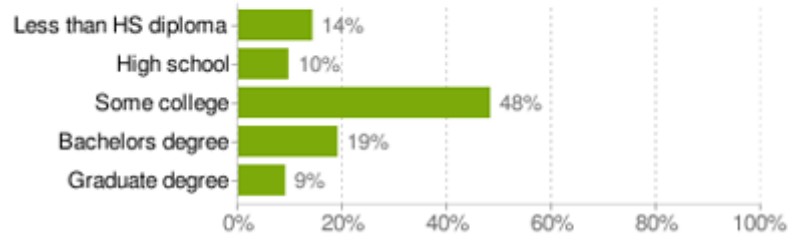
Multiply Demographic Data



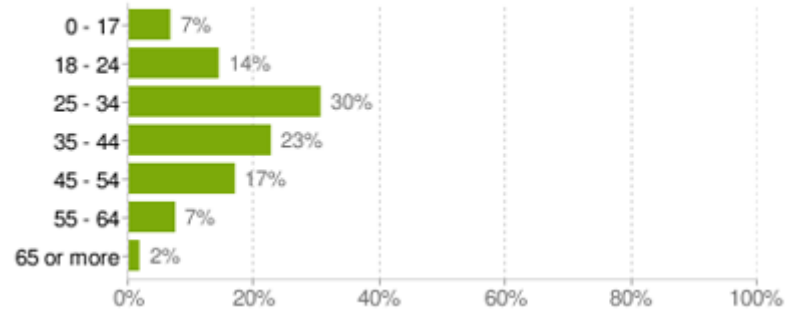
Gender



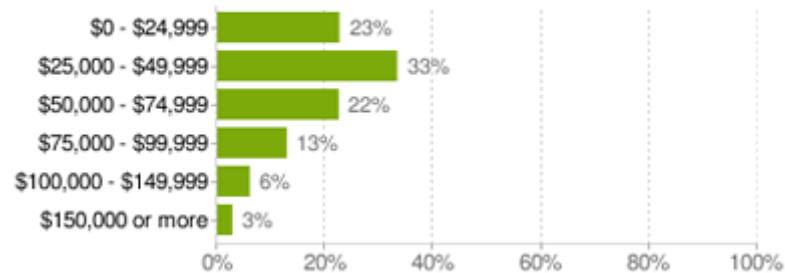
Education



Age



Household income



Multiply 2009-2010 Analysis

- Increase in traffic from ages 25-34

MySpace.com

MySpace.com Domain Search Traffic



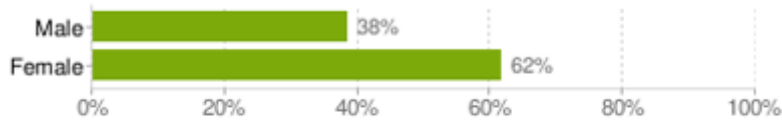
MySpace Geographic Data



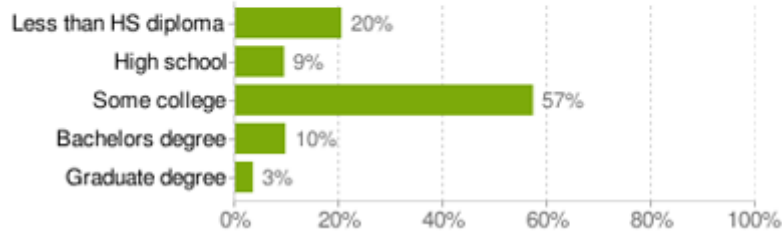
MySpace Demographic Data



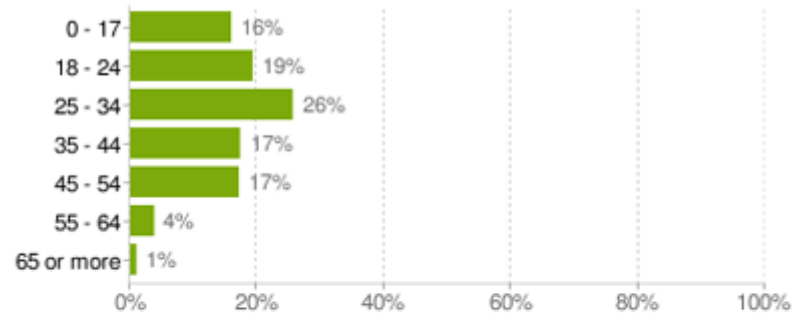
Gender



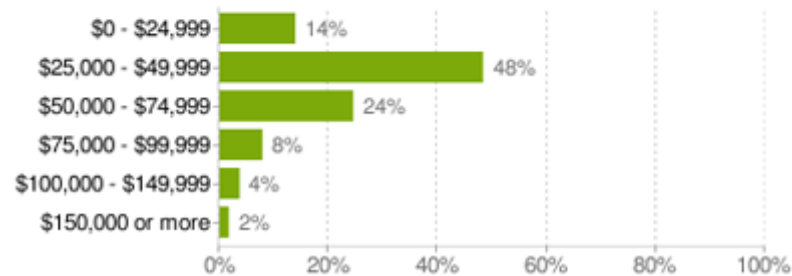
Education



Age



Household income



MySpace 2009-2010 Analysis

- Decrease in domain searches from the United States
- Decrease in traffic from young users
- Increase in lower-middle household incomes

Netlog.com

Netlog.com Domain Search Traffic



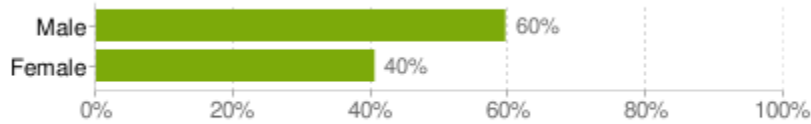
Netlog Geographic Data



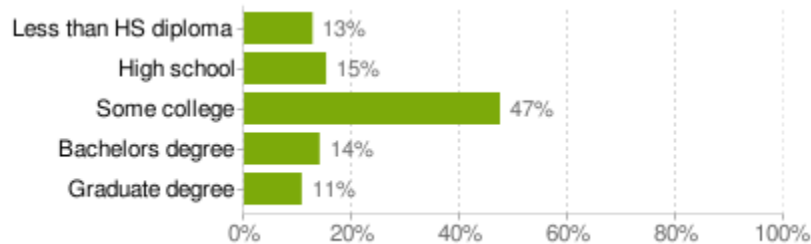
Netlog Demographic Data



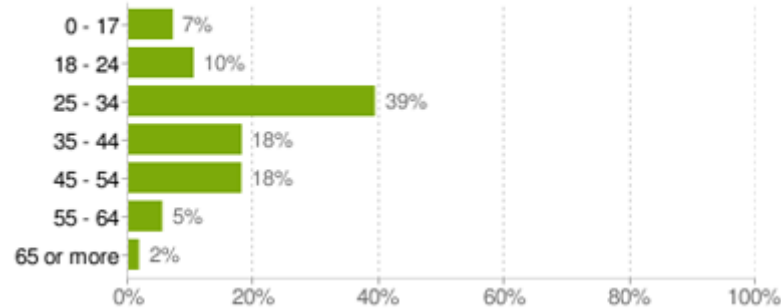
Gender



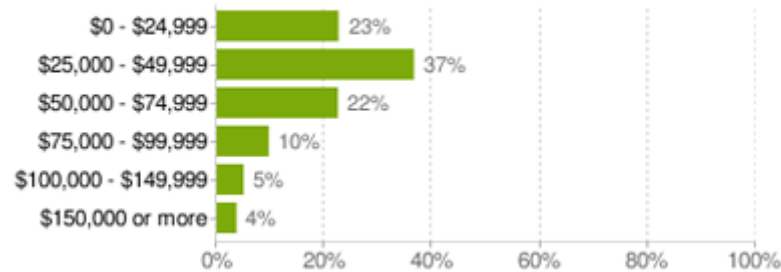
Education



Age



Household income



MySpace 2009-2010 Analysis

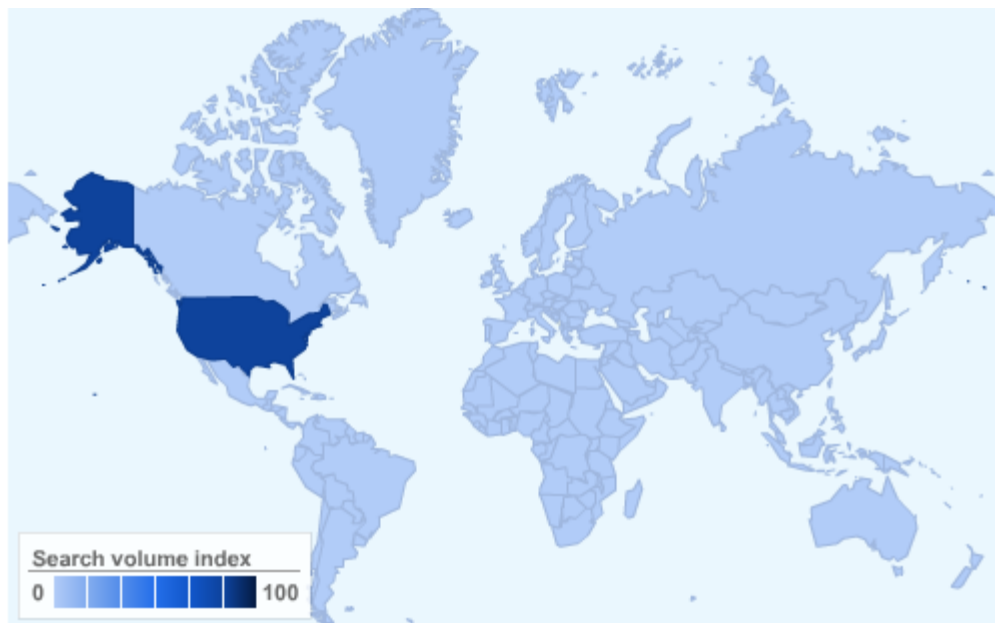
- Domain searches have greatly increased in 2009.
- African and European countries had the greatest increases.
- Turkey, in particular, had a huge increase in searches.
- No significant demographic changes.

Newsvine.com

Newsvine.com Domain Search Traffic



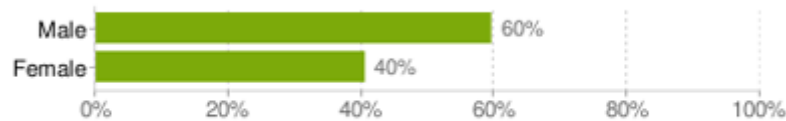
Newsvine Geographic Data



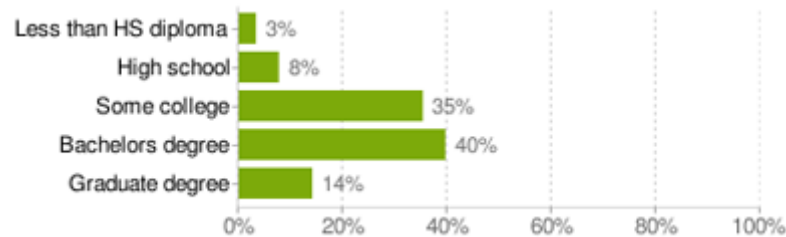
Newsvine Demographic Data



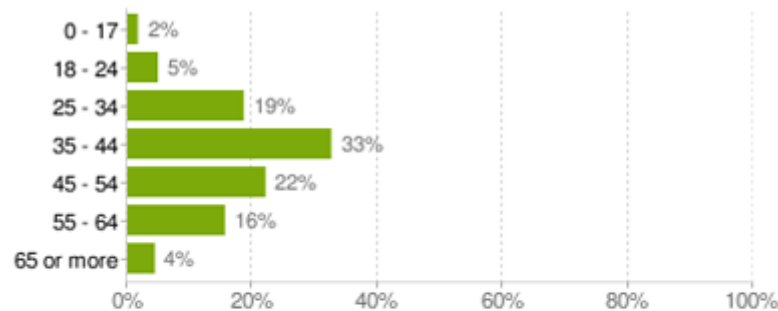
Gender



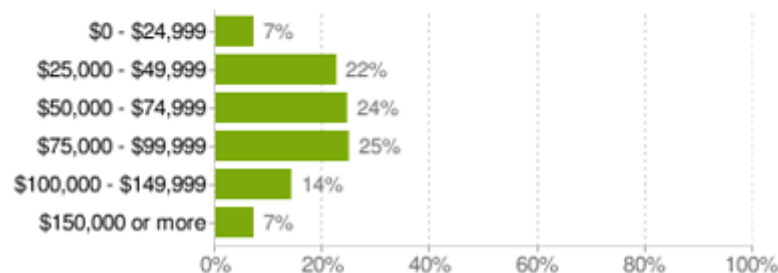
Education



Age



Household income



Newsvine 2009-2010 Analysis

- Traffic increase from United States
- Increase in male users, increase in users with upper level education, and increase in traffic from ages 25-34
- Decrease in traffic from middle income households

Ning.com

Ning.com Domain Search Traffic



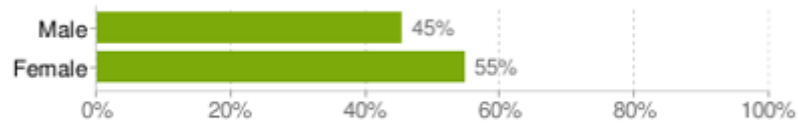
Ning Geographic Data



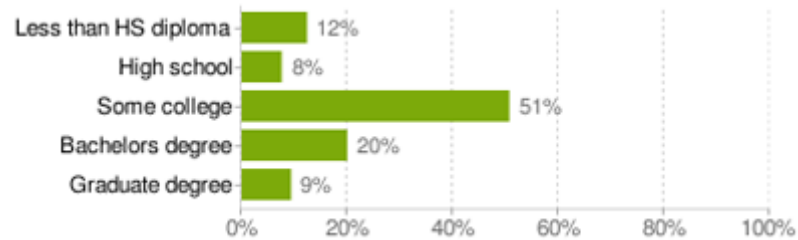
Ning Demographic Data



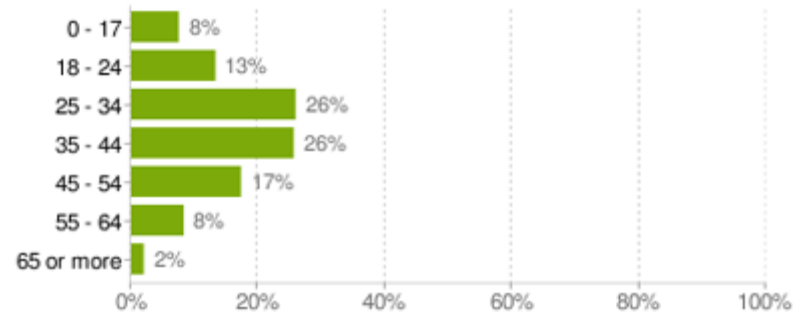
Gender



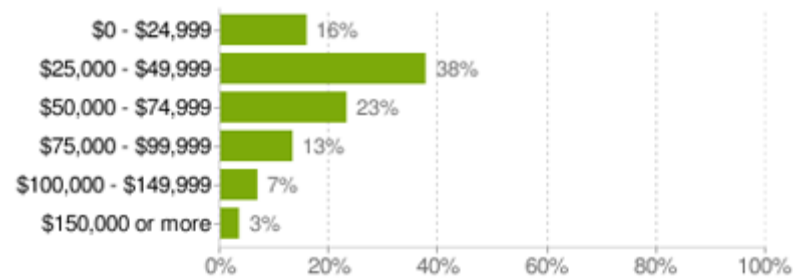
Education



Age



Household income



Ning 2009-2010 Analysis

- NO DATA

Plaxo.com

Plaxo.com Domain Search Traffic



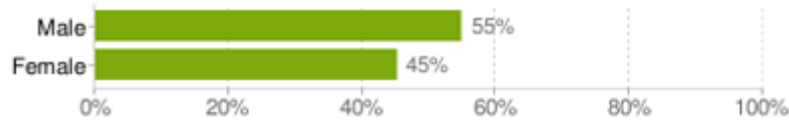
Plaxo Geographic Data



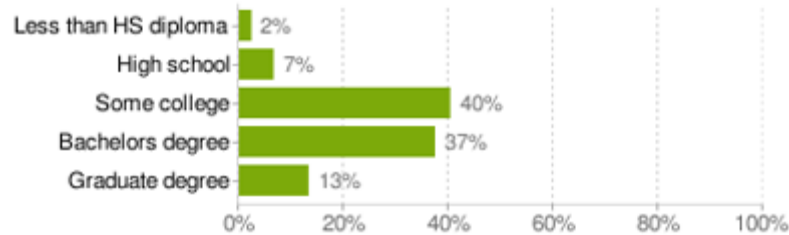
Plaxo Demographic Data



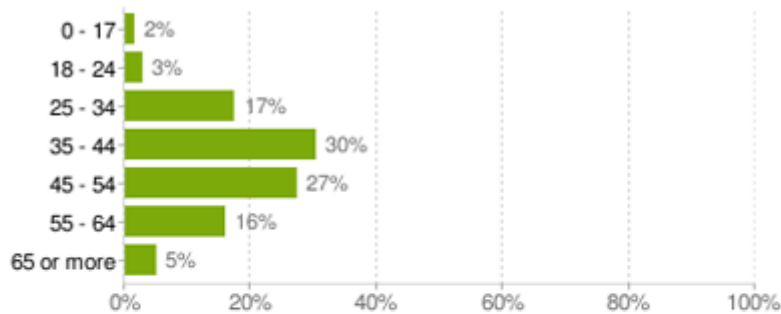
Gender



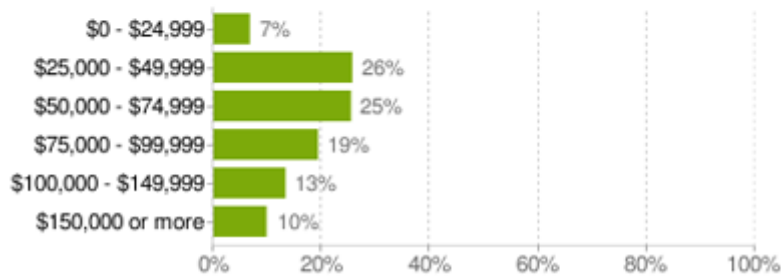
Education



Age



Household income

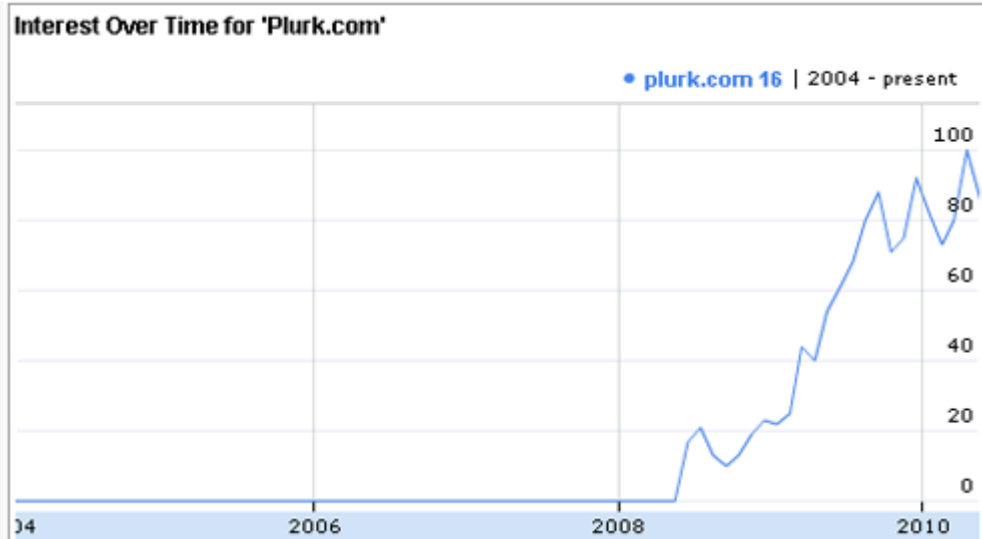


Plaxo 2009-2010 Analysis

- Increase in domain searches from United States, Canada, and India.
- Increase in male users over female users from 2009
- Increase in traffic from males and ages 25-34

Plurk.com

Plurk.com Domain Search Traffic



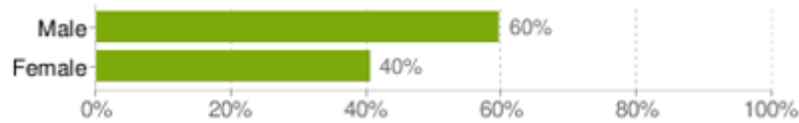
Plurk Geographic Data



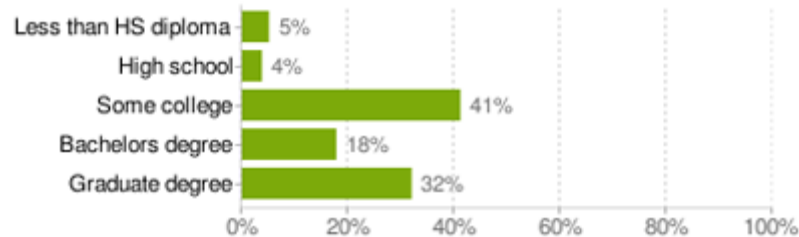
Plurk Demographic Data



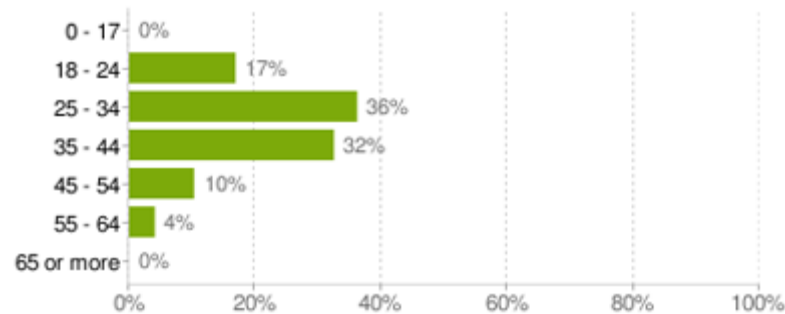
Gender



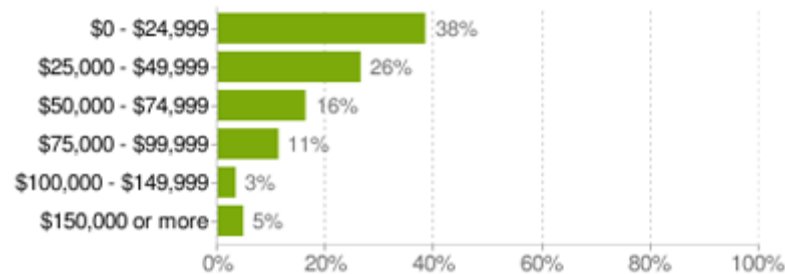
Education



Age



Household income



Plurk 2009-2010 Analysis

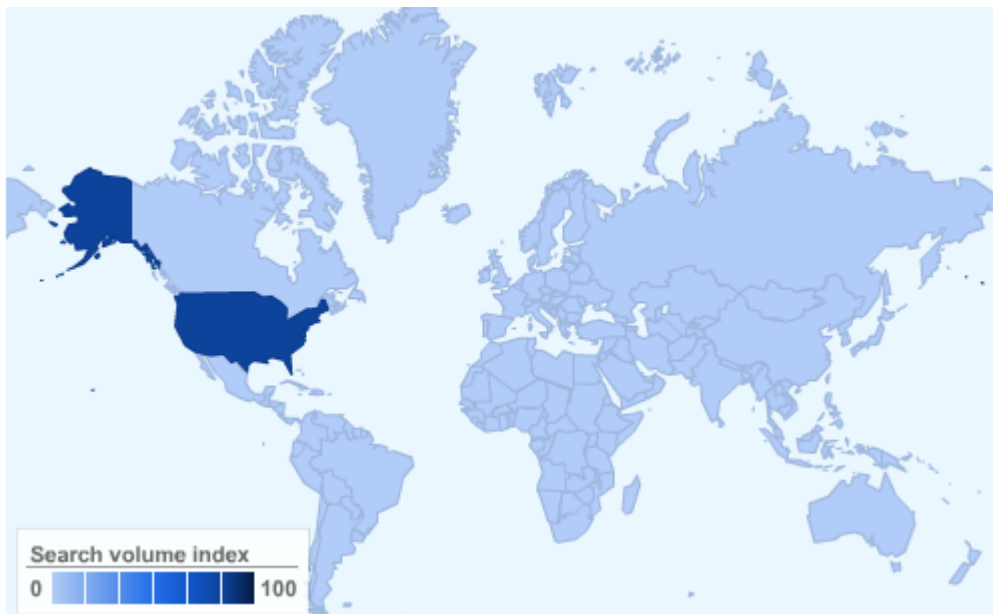
- Increase in traffic from males and lower income households
- Decrease in traffic from middle age users and users with a graduate degree

Propeller.com

Propeller.com Domain Search Traffic



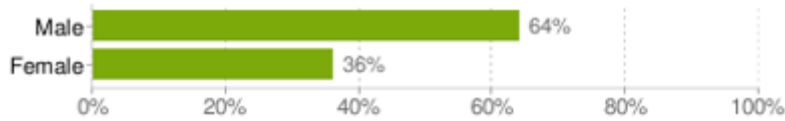
Propeller Geographic Data



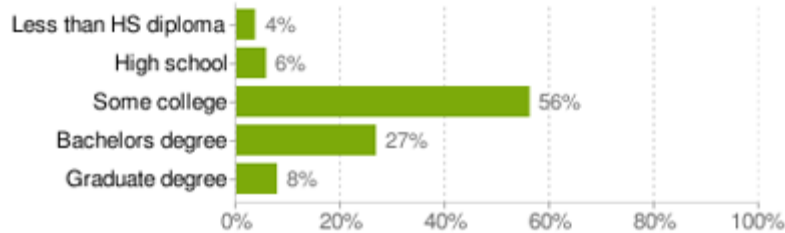
Propeller Demographic Data



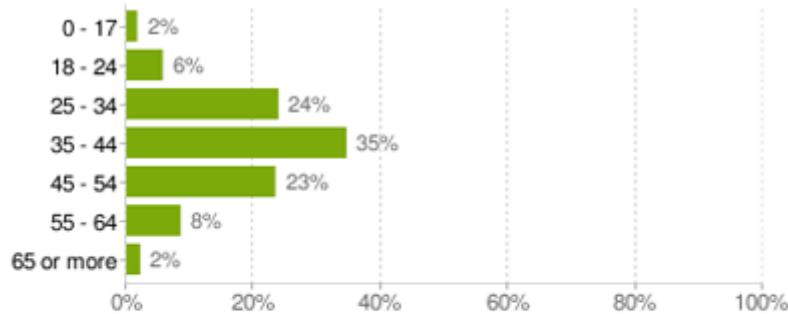
Gender



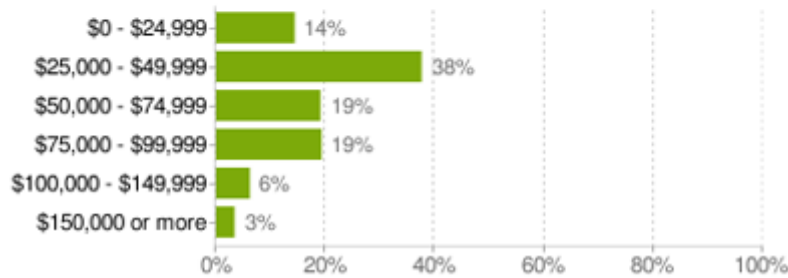
Education



Age



Household income



Propeller 2009-2010 Analysis

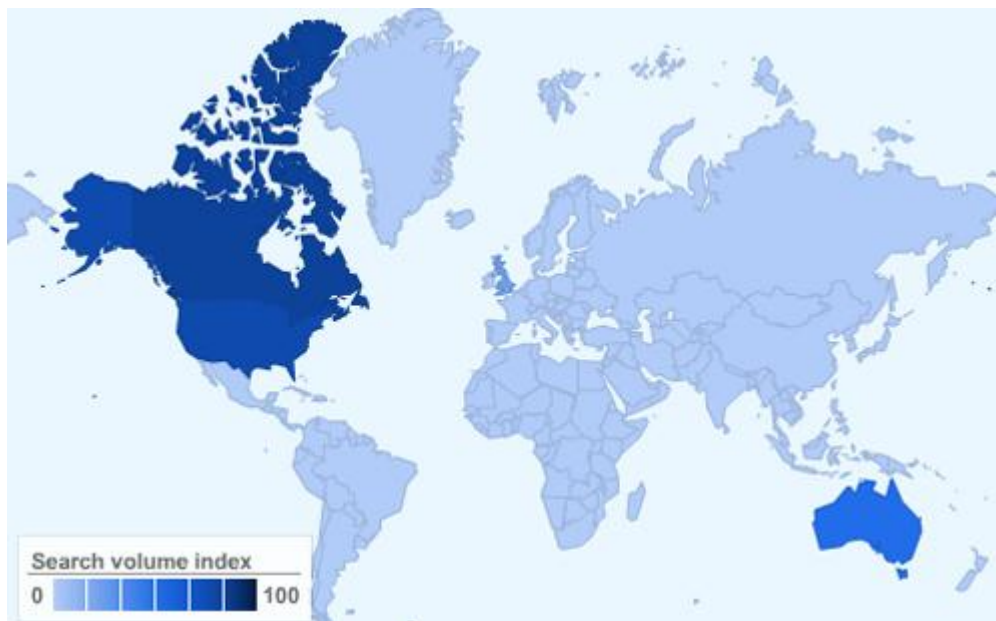
- Significant decrease in searches
- Increase in searches from the United States
- Increase in male users, increase in middle age users, and increase in traffic from lower middle income households

Reddit.com

Reddit.com Domain Search Traffic



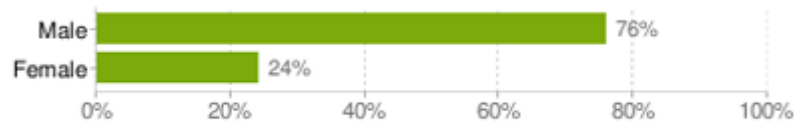
Reddit Geographic Data



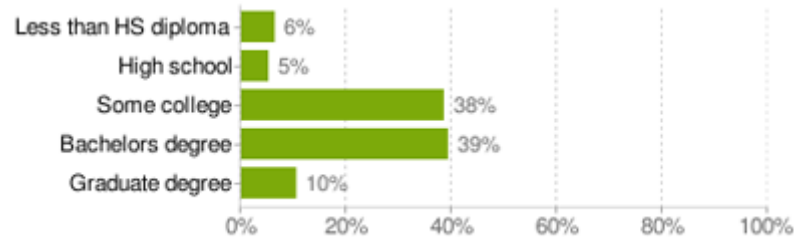
Reddit Demographic Data



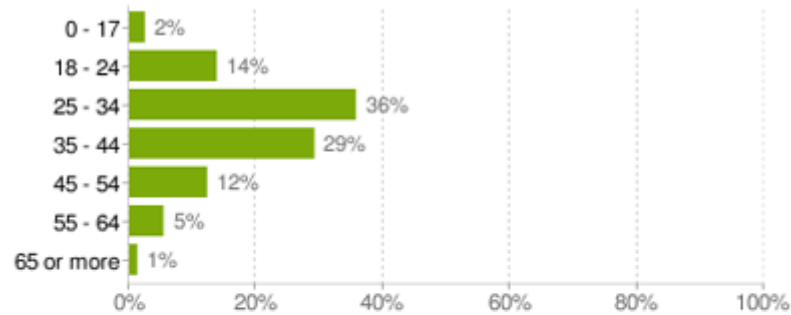
Gender



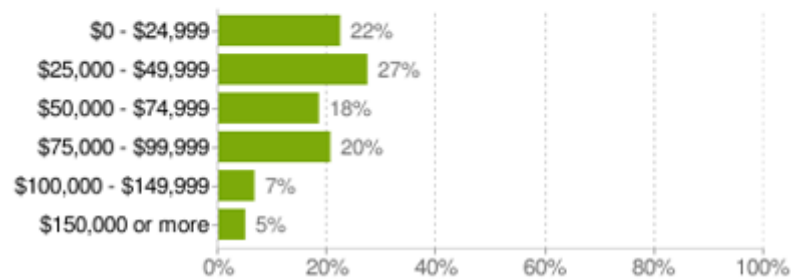
Education



Age



Household income

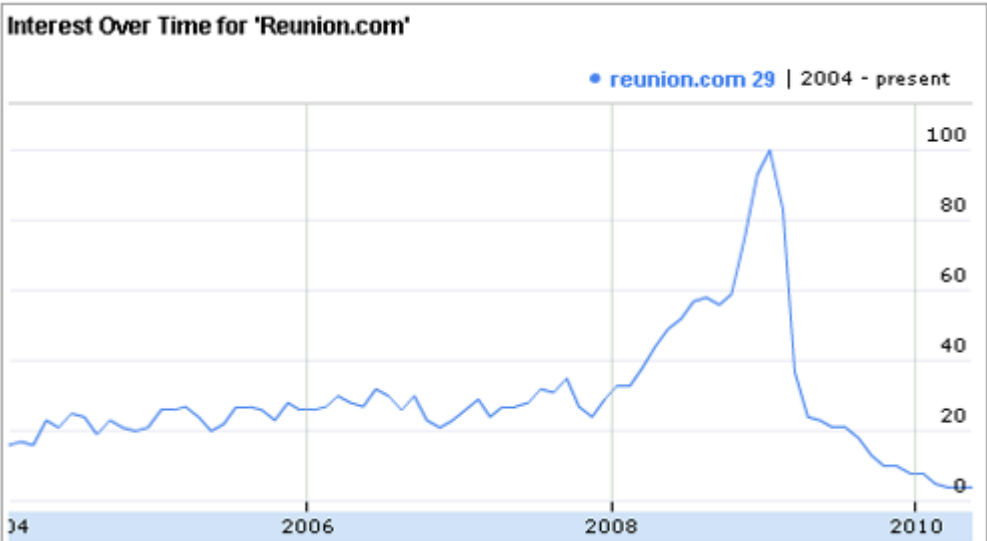


Reddit 2009-2010 Analysis

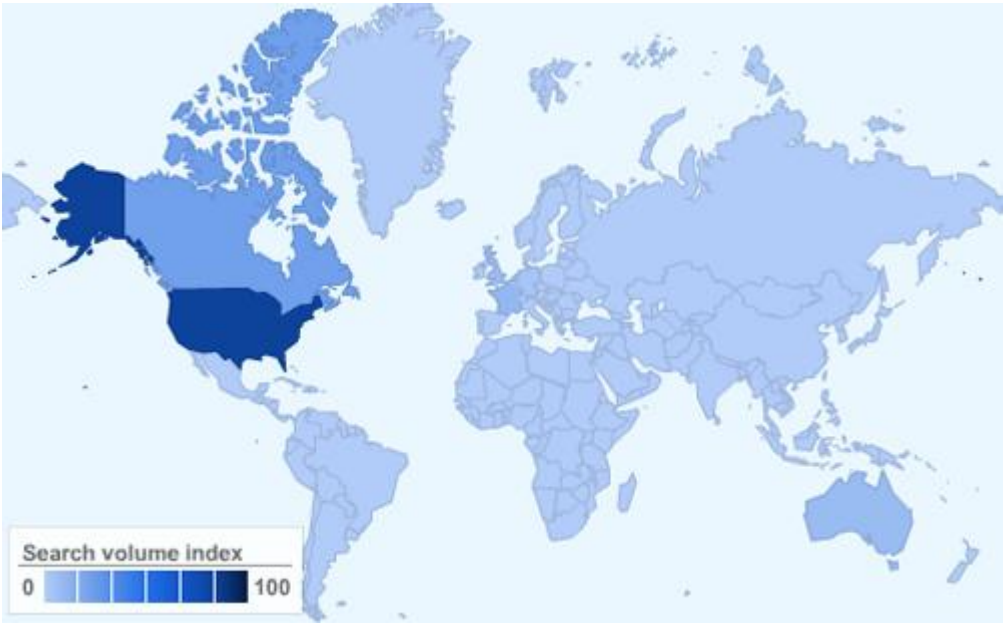
- Searches peaked and then decreased
- Increase in traffic from Canada and ages 25-34

Reunion.com

Reunion.com Domain Search Traffic



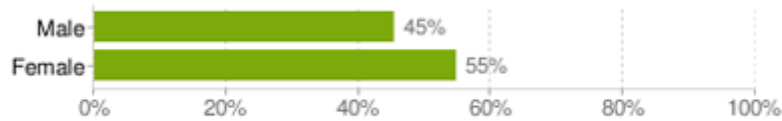
Reunion Geographic Data



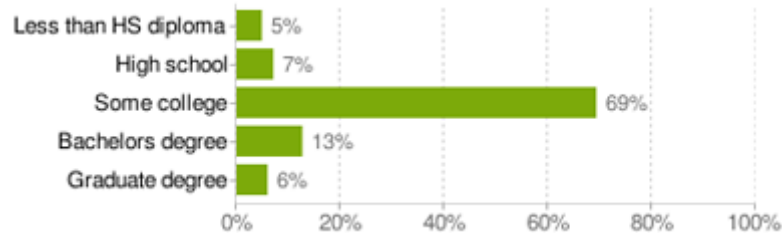
Reunion Demographic Data



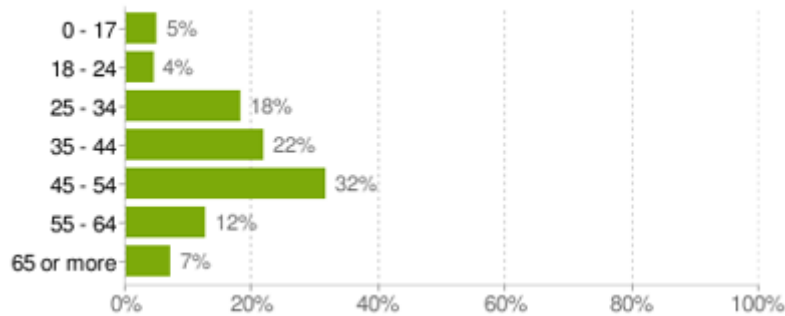
Gender



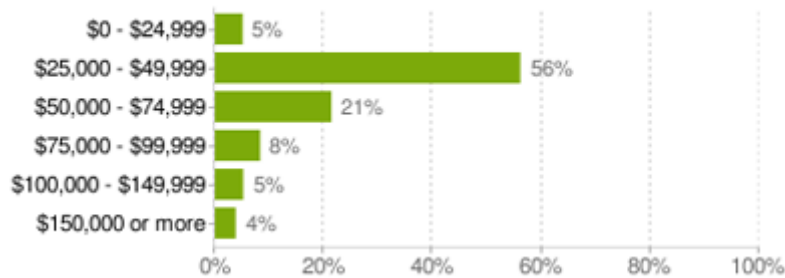
Education



Age



Household income



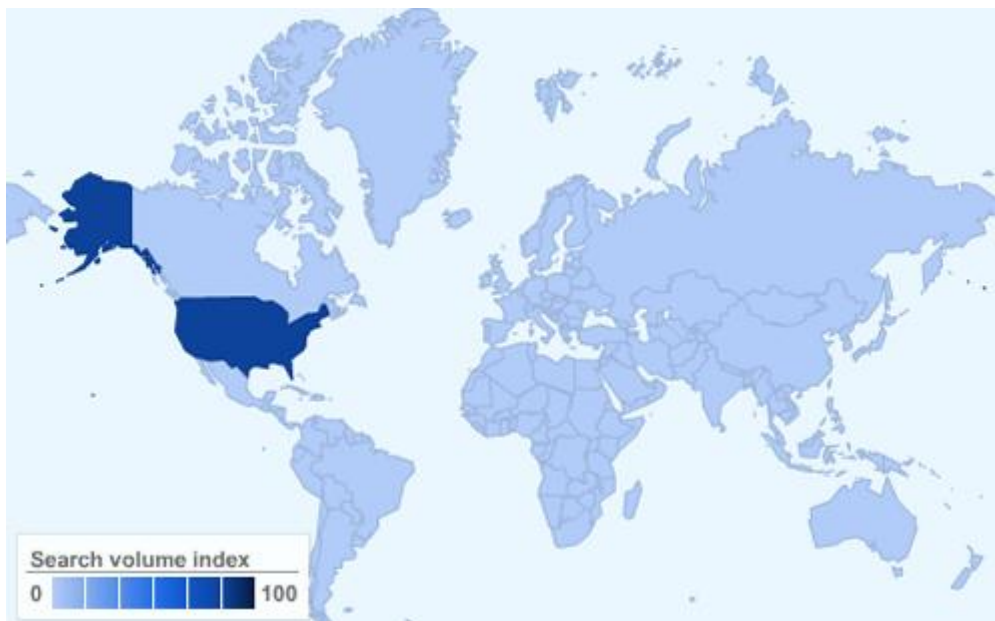
Reunion 2009-2010 Analysis

- Decrease in searches
- Increase in traffic from males, lower middle income households, and ages 25-34

Shoutwire.com Domain Search Traffic



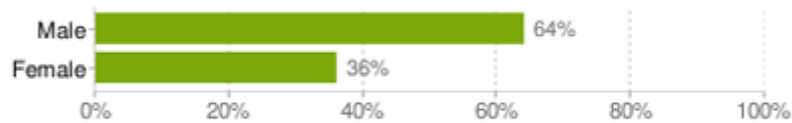
ShoutwireGeographic Data



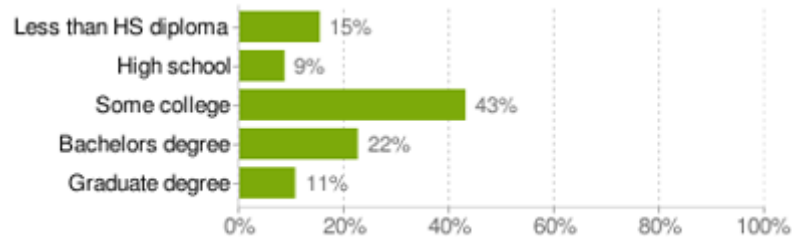
Shoutwire Demographic Data



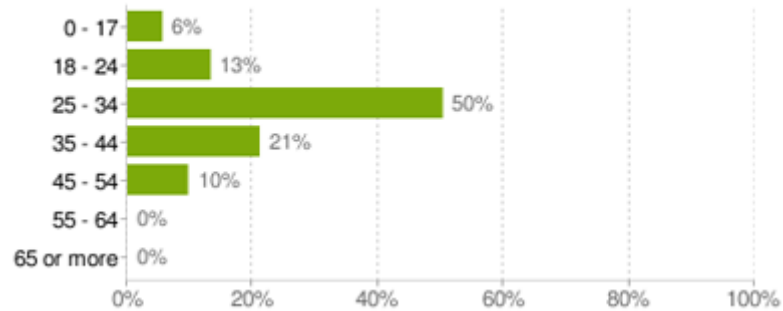
Gender



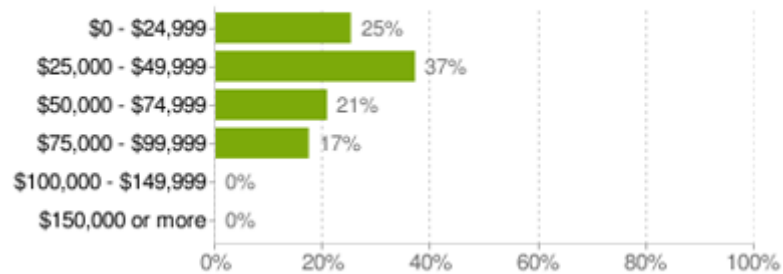
Education



Age



Household income



Shoutwire 2009-2010 Analysis

- Searches remained steady, with only minor increases in Malaysia and Germany.
- Increase in traffic from ages 25-34

Skyrock.com

Skyrock.com Domain Search Traffic



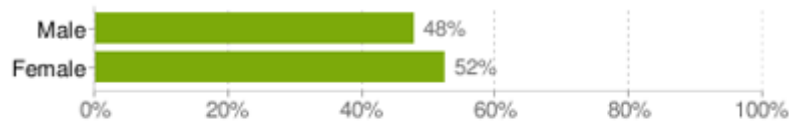
Skyrock Geographic Data



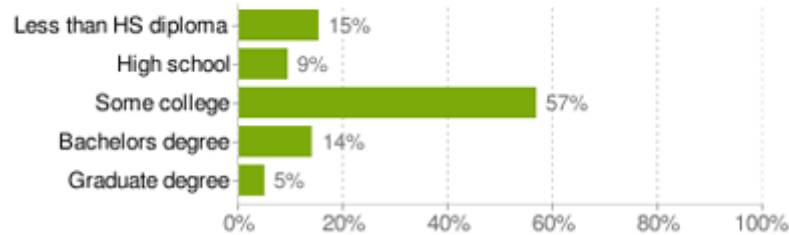
Skyrock Demographic Data



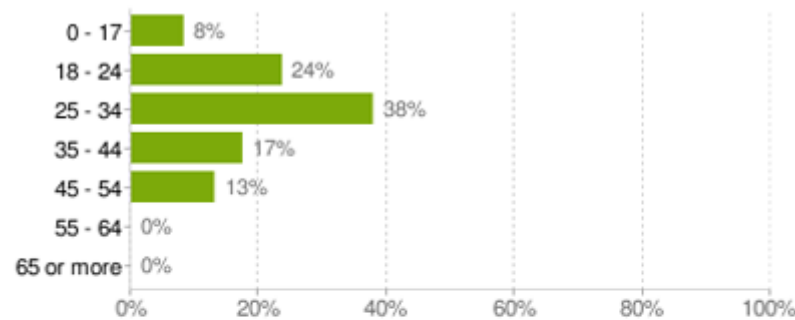
Gender



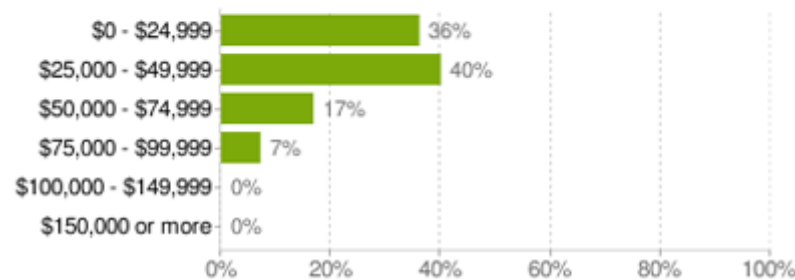
Education



Age



Household income



Skyrock 2009-2010 Analysis

- Decrease in domain searches
- Increase in traffic from users with some college education and ages 25-34

Stumbleupon.com

Stumbleupon.com Domain Search Traffic



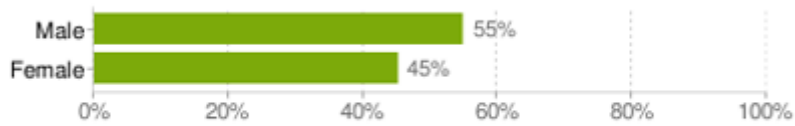
Stumbleupon Geographic Data



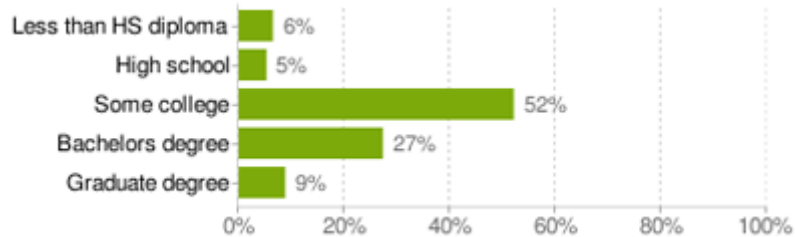
Stumbleupon Demographic Data



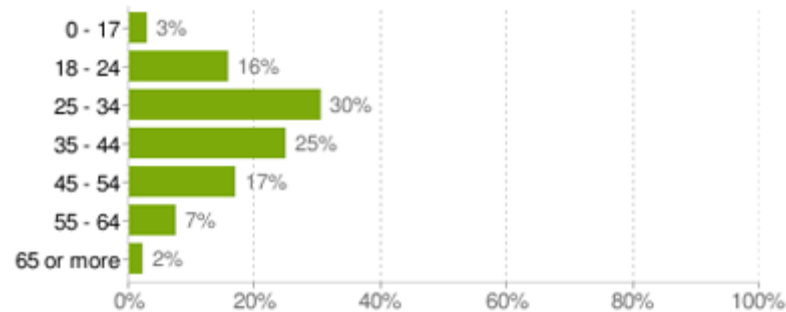
Gender



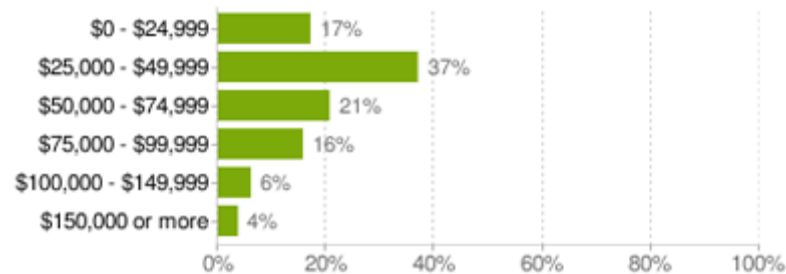
Education



Age



Household income



Stumbleupon 2009-2010 Analysis

- Increase in traffic from the United States and Canada
- Increase in traffic from lower middle income households

Teamsugar.com

Teamsugar.com Domain Search Traffic

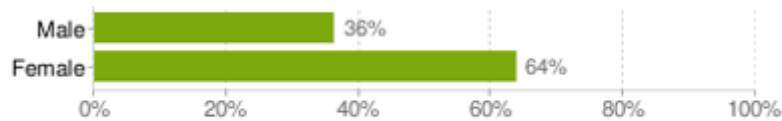


Teamsugar Geographic Data

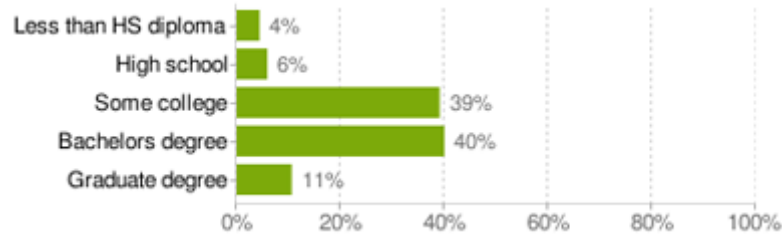
Teamsugar Demographic Data



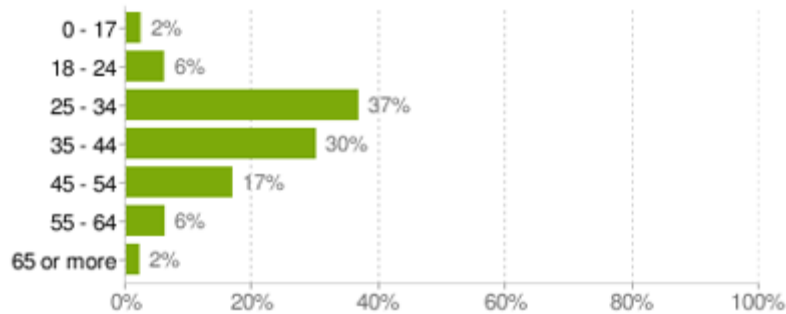
Gender



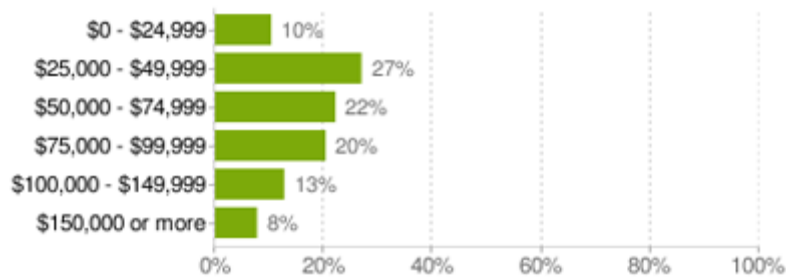
Education



Age



Household income



Teamsugar 2009-2010 Analysis

- Decrease in domain searches
- Increase in users with a higher education level

Tribe.net

Tribe.net Domain Search Traffic



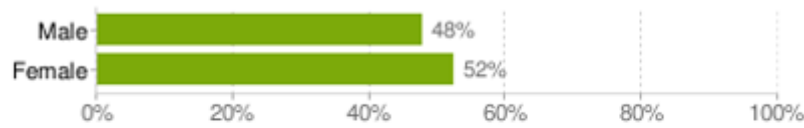
Tribe Geographic Data



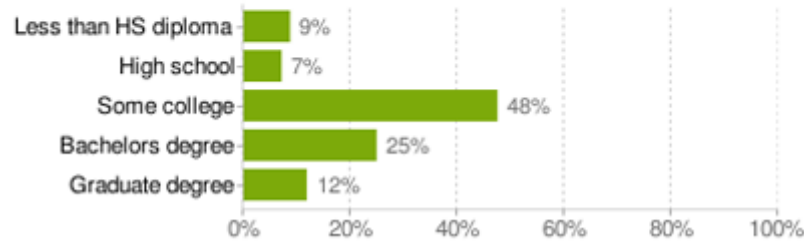
Tribe Demographic Data



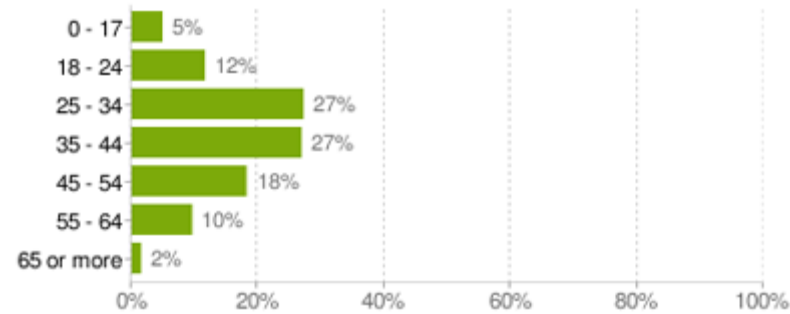
Gender



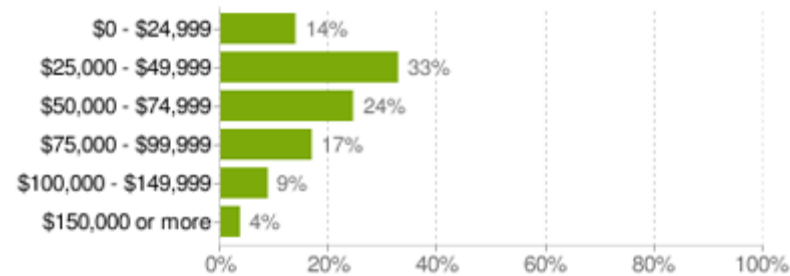
Education



Age



Household income

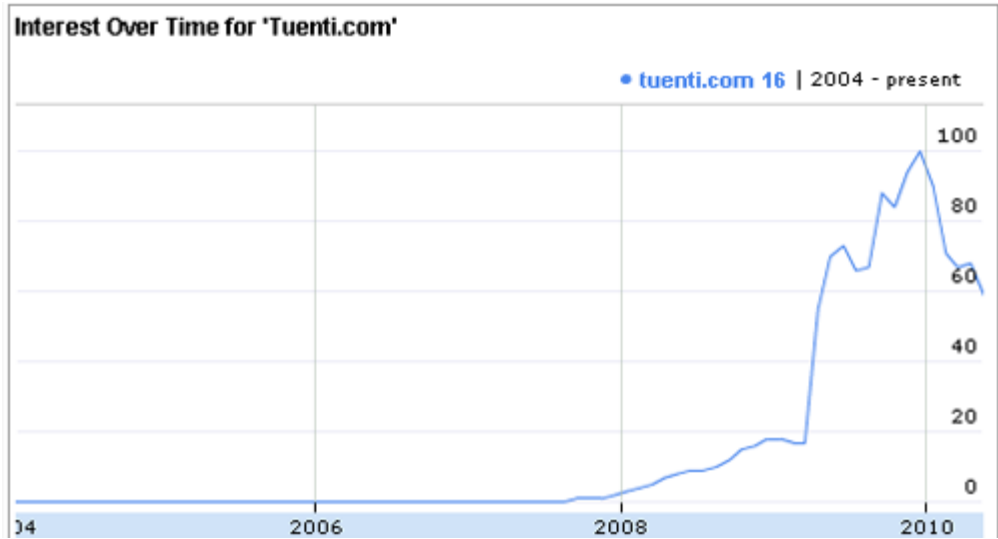


Tribe 2009-2010 Analysis

- Few significant demographic changes
- Increase in traffic from lower middle income households

Tuenti.com

Tuenti.com Domain Search Traffic



Tuenti Geographic Data



Tuenti Demographic Data

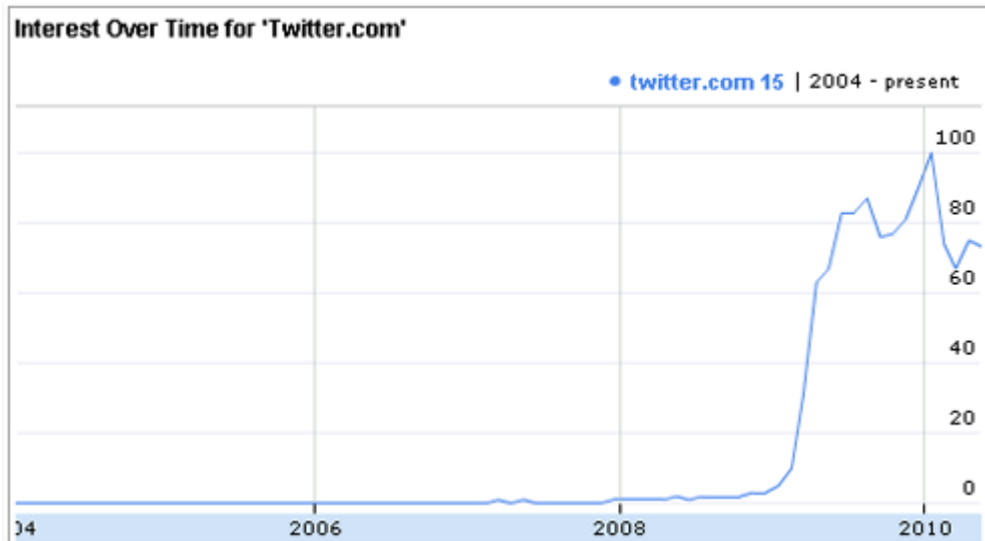
N/A

Tuenti 2009-2010 Analysis

- Decrease in domain searches

Twitter.com

Twitter.com Domain Search Traffic



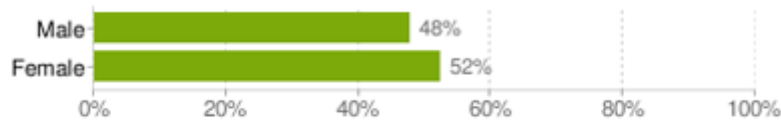
Twitter Geographic Data



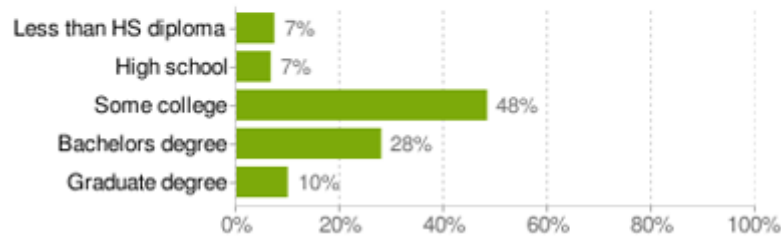
Twitter Demographic Data



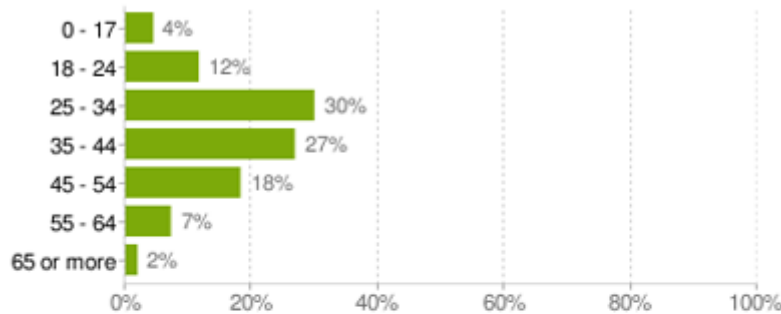
Gender



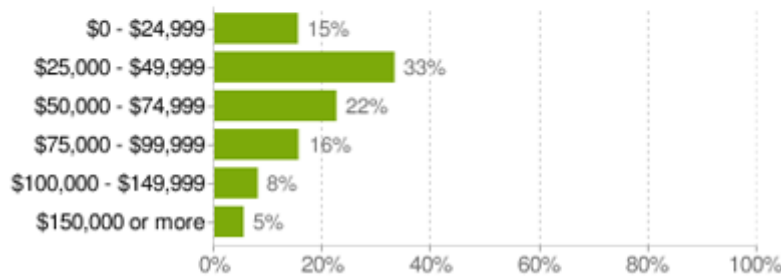
Education



Age



Household income



Twitter 2009-2010 Analysis

- Few significant demographic changes
- Increase in global traffic share
- Increase in traffic from ages 25-34

Wayn.com

Wayn.com Domain Search Traffic



Wayn Geographic Data



Wayn 2009-2010 Analysis

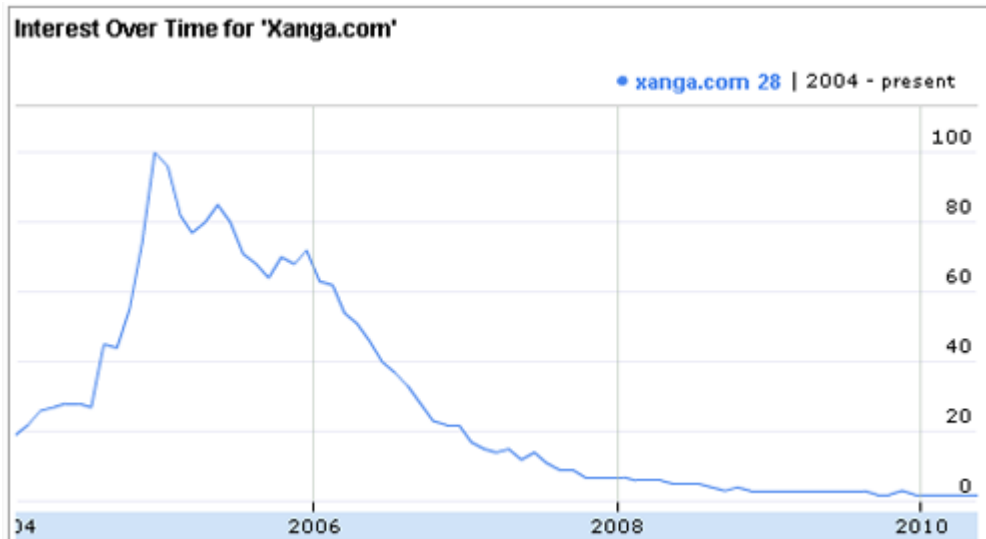
- Few significant demographic changes
- Increase in traffic from India

Wayn Demographic Data

N/A

Xanga.com

Xanga.com Domain Search Traffic



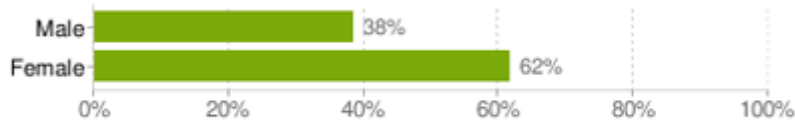
Xanga Geographic Data



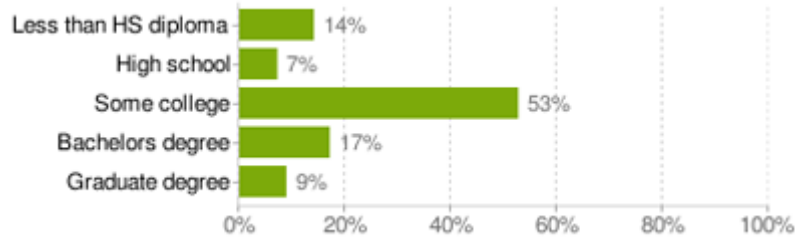
Xanga Demographic Data



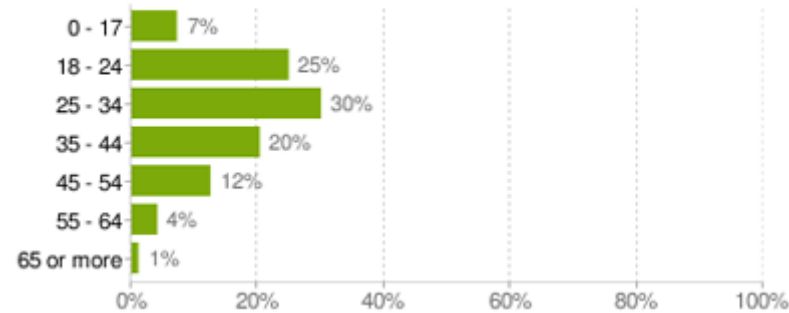
Gender



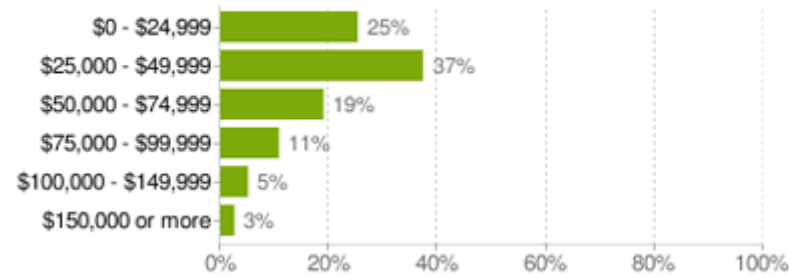
Education



Age



Household income



Xanga 2009-2010 Analysis

- Decrease in traffic from younger users and users with less than a high school diploma

Yelp.com

Yelp.com Domain Search Traffic



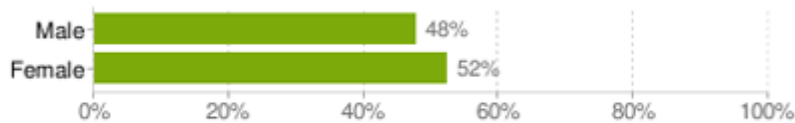
Yelp Geographic Data



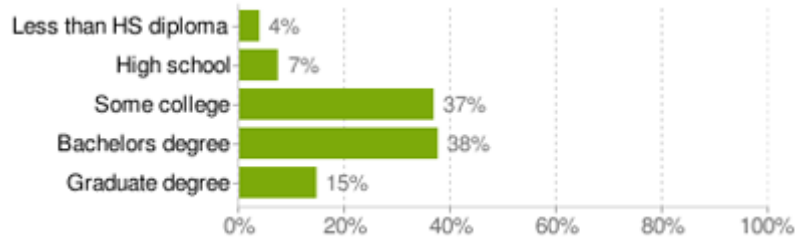
Yelp Demographic Data



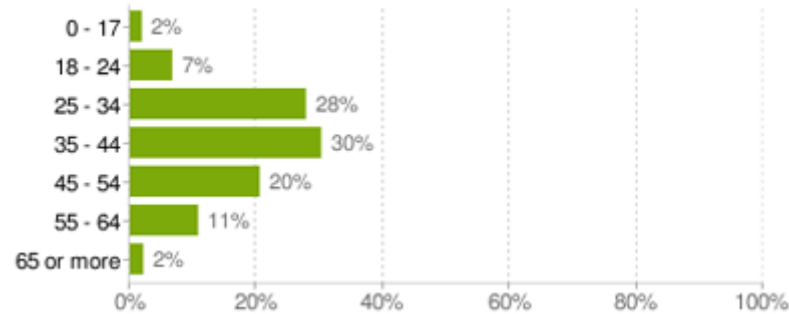
Gender



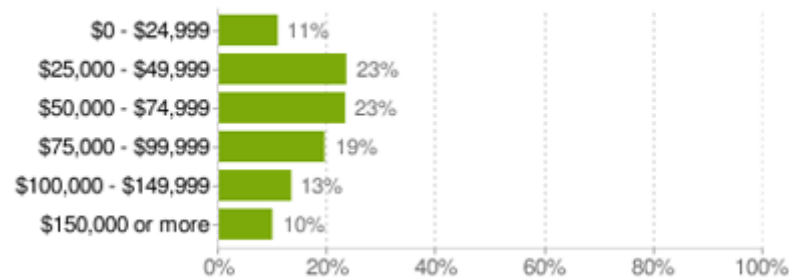
Education



Age



Household income

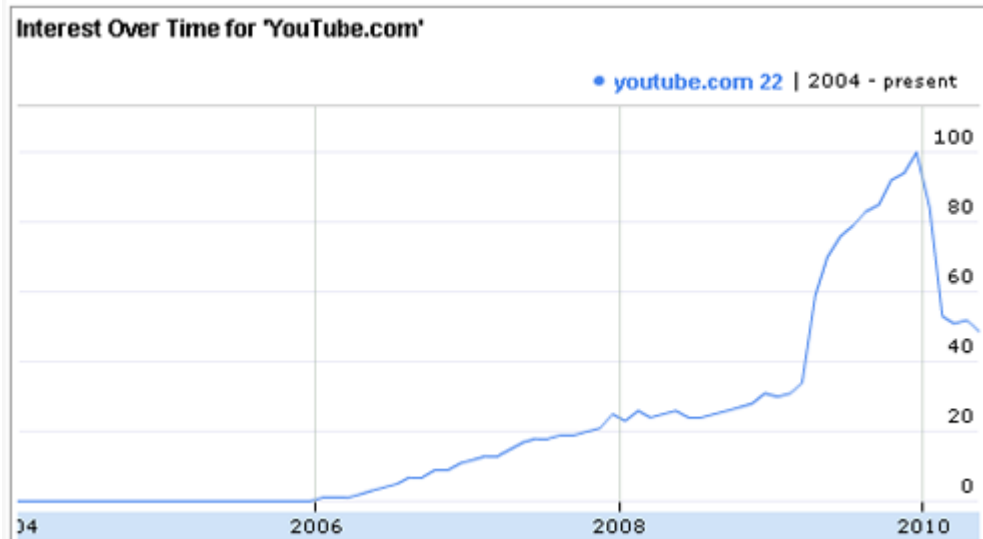


Yelp 2009-2010 Analysis

- Increasing global interest
- Decrease in interest from young users with - or less than - a high school diploma

YouTube.com

YouTube.com Domain Search Traffic



YouTube Geographic Data



YouTube Demographic Data

N/A

Youtube.com 2009-2010 Analysis

- Significant decrease in domain searches