

U.S. Facebook User Demographics

	<u>Age</u> 13-17	<u>Ages</u> 18-24	<u>Ages</u> 25-34	<u>Ages</u> 35-44	<u>Ages</u> 45-54	<u>Ages</u> 55-64	<u>Ages</u> 65+	<u>Total</u>
Male	3,796,860	10,415,820	9,550,840	6,682,580	3,986,860	2,092,940	1,181,020	37,706,920
Female	5,015,460	11,366,100	12,344,480	9,190,880	6,434,900	3,661,440	1,680,360	49,693,620
Total	8,812,320	21,781,920	21,895,320	15,873,460	10,421,760	5,754,380	2,861,380	87,400,540

- Male/Female: 43% Male / 57% Female (July 2009: 42% Male / 58% Female)
- 35+ Age groups: 40% (July 2009: 30%)
- Increase in U.S. users since July 1, 2009: 27,201,180

Date: October 1, 2009. *InterneXperts* is a leading U.S. digital agency, specializing in Facebook advertising. For information, call 1-888-749-2774.