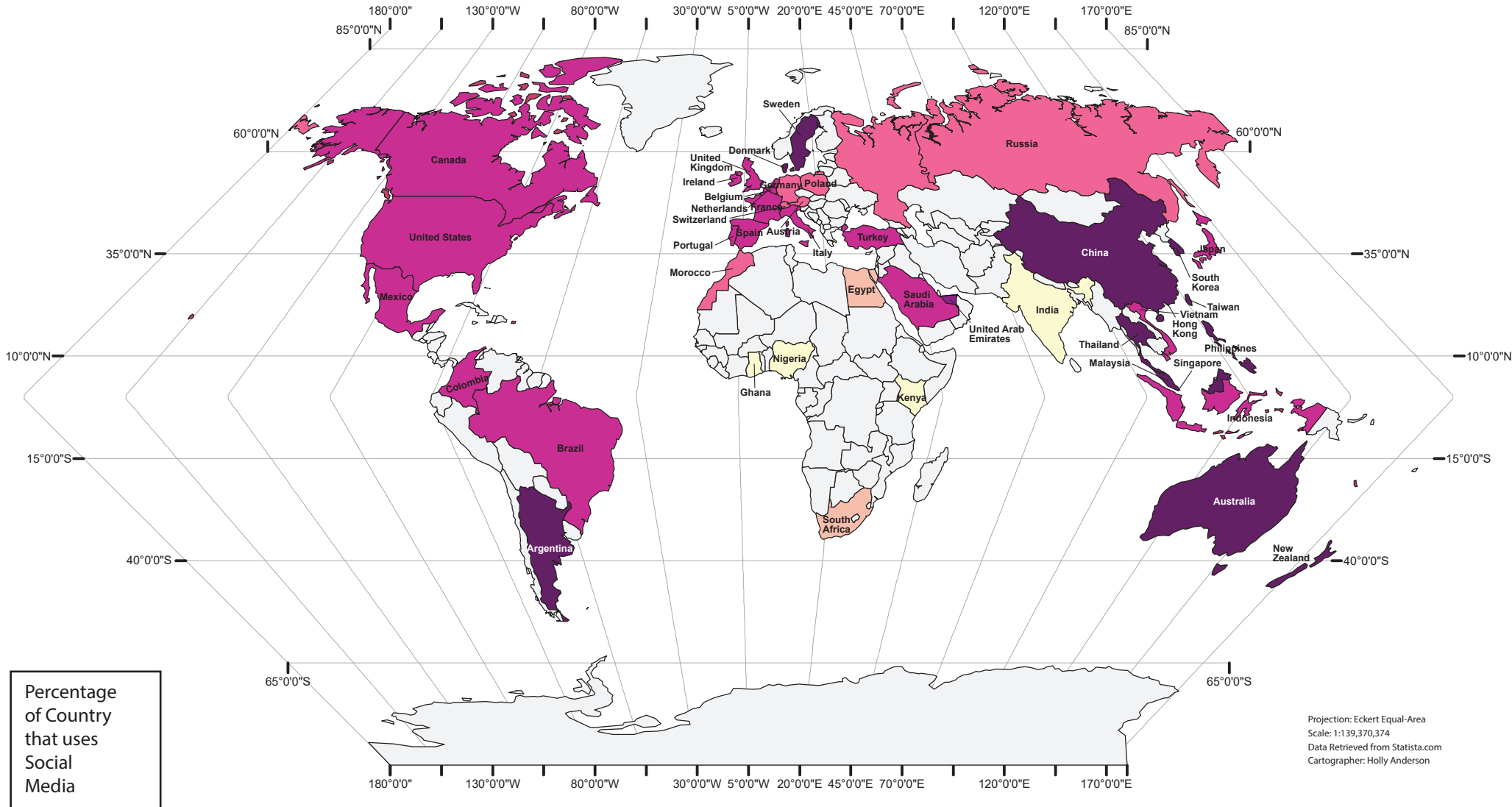


# Social Media: Percentage of Active Users in Selected Countries

This map examines the percentages of social media "penetration" in 44 selected countries in the month of January 2019, AKA the active social networking usage rate among the population of the country. In the case of this data, the percentage represents the amount of internet users that engaged with social networking sites at some point in the month.



Projection: Eckert Equal-Area  
 Scale: 1:139,370,374  
 Data Retrieved from Statista.com  
 Cartographer: Holly Anderson

Percentage of Country that uses Social Media

- 70 - 85
- 55 - 70
- 40 - 55
- 25 - 40
- 12 - 25
- No data provided

### Fun Fact

You may notice that many of the highest percentages are in Asia. That is due to the high mobile connectivity in these areas, as well as the surge in popularity of networking apps such as WhatsApp. WhatsApp is one of the most popular mobile message apps worldwide, with over 1.3 billion monthly active users.

Top 5 Countries: Highest Percentage of Social Media Users in January 2019

- United Arab Emirates
- Taiwan
- South Korea
- Singapore
- Hong Kong

