

# Facebook Users by the Numbers

THERE ARE  
**845**

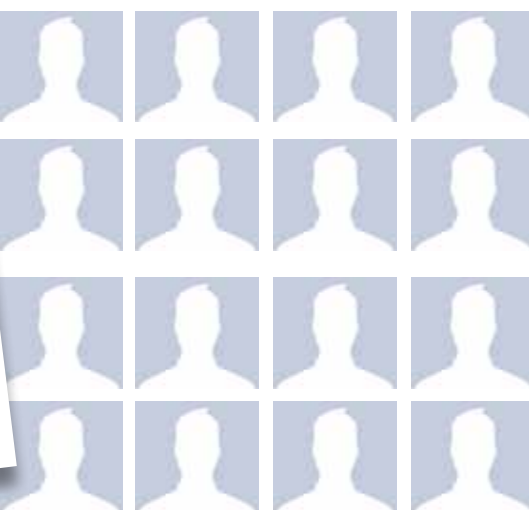
million  
monthly active users  
on Facebook.

**483**  
million  
return to  
the site daily.

**360**  
million  
users are active  
6 out of 7 days.

These users upload  
more than  
**250 million**  
photos  
to the site  
each day.

Facebook  
stores  
more than  
**100 petabytes**  
of photos  
and video.



as of  
DECEMBER 31, 2011,  
there have been  
more than

**100**  
billion  
friend connections

## Big Money

Facebook  
made

**1** billion  
in **2011**  
on total  
revenue  
of

**\$3.7**  
billion.



In 2010, it made  
**\$606 million**  
(88% increase  
year over year).

That  
makes  
each  
Facebook  
profile

worth  
about **\$43.79**



Mark Zuckerberg made  
**\$1.5 million**  
in total compensation  
last year on salary of  
**\$500,000.**

COO Sheryl Sandberg made  
**\$30 million**  
on a base salary of  
**\$300,000.**

Zuckerberg holds  
**28 percent**  
of the company,  
which puts his net  
worth around  
**\$28 billion**  
assuming a  
valuation of  
**\$100 billion.**

Next year, **Zuckerberg** will earn a **base salary of \$1.**

Part of **Zuckerberg's** 2011 compensation was  
**\$692,679** in **chartered jet services** as part  
of his "**comprehensive security program.**"

Social gaming  
company **Zynga**  
accounted for  
approximately  
**12%** of  
Facebook's  
total revenue.

**44**  
percent of  
2011 revenue came  
from **outside**  
the **US.**

Advertising  
accounted for  
**85%**  
of Facebook  
revenue  
in 2011

Last year,  
Facebook spent  
**\$388 million** on  
research and  
development.  
That's from  
\$144 million in  
2010 and \$87  
million in 2009.

