

# Meta Platforms

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Meta Platforms

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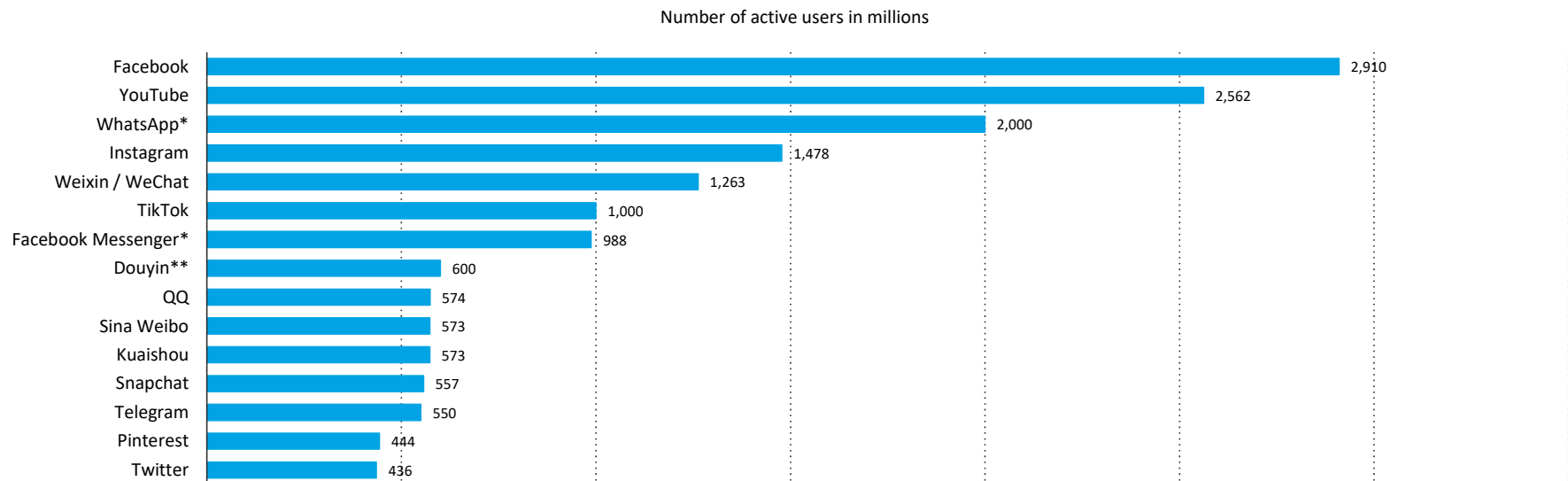
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# Overview

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# Global social networks ranked by number of users 2022

Most popular social networks worldwide as of January 2022, ranked by number of monthly active users (in millions)



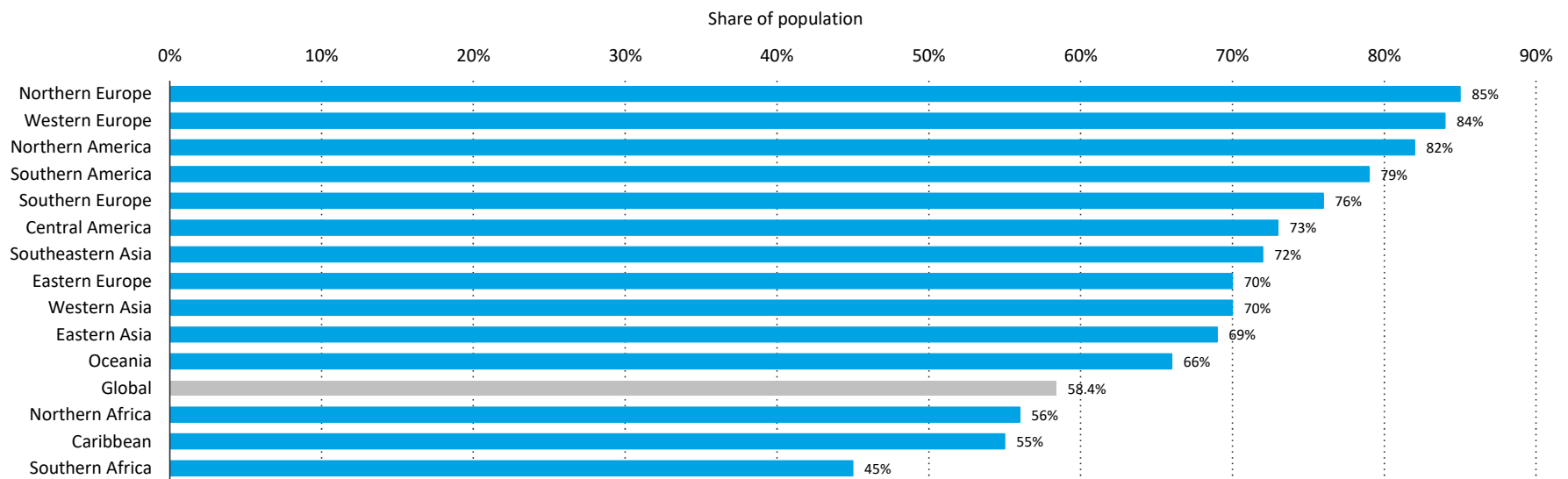
**Note(s):** Worldwide; January 2022; social networks and messenger/chat app/voip included; figures for TikTok does not include Douyin

Further information regarding this statistic can be found on [page 66](#).

**Source(s):** We Are Social; Various sources (Company data); Hootsuite; DataReportal; KepiosID 272014

# Social media: global penetration rate 2022, by region

Global social network penetration rate as of January 2022, by region



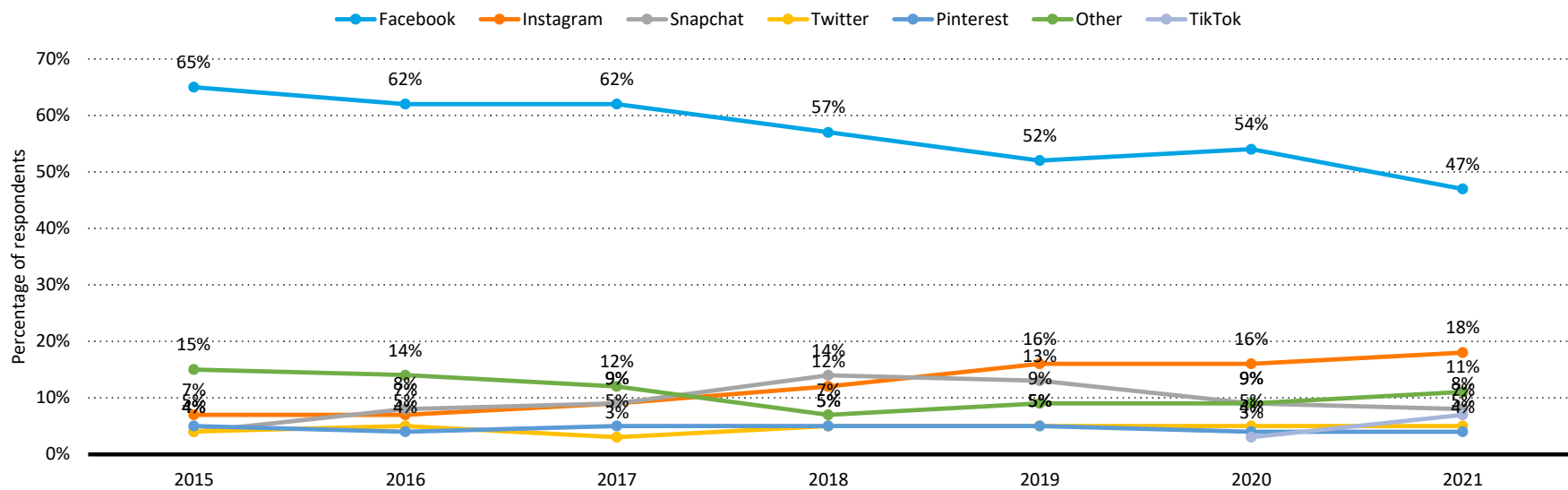
**Note(s):** Worldwide; January 2022; Social media users as a share of total population

Further information regarding this statistic can be found on [page 67](#).

**Source(s):** We Are Social; DataReportal; HootsuiteID 269615

# U.S. social media brands used most often 2015-2021

Most used social media brands in the United States from 2015 to 2021



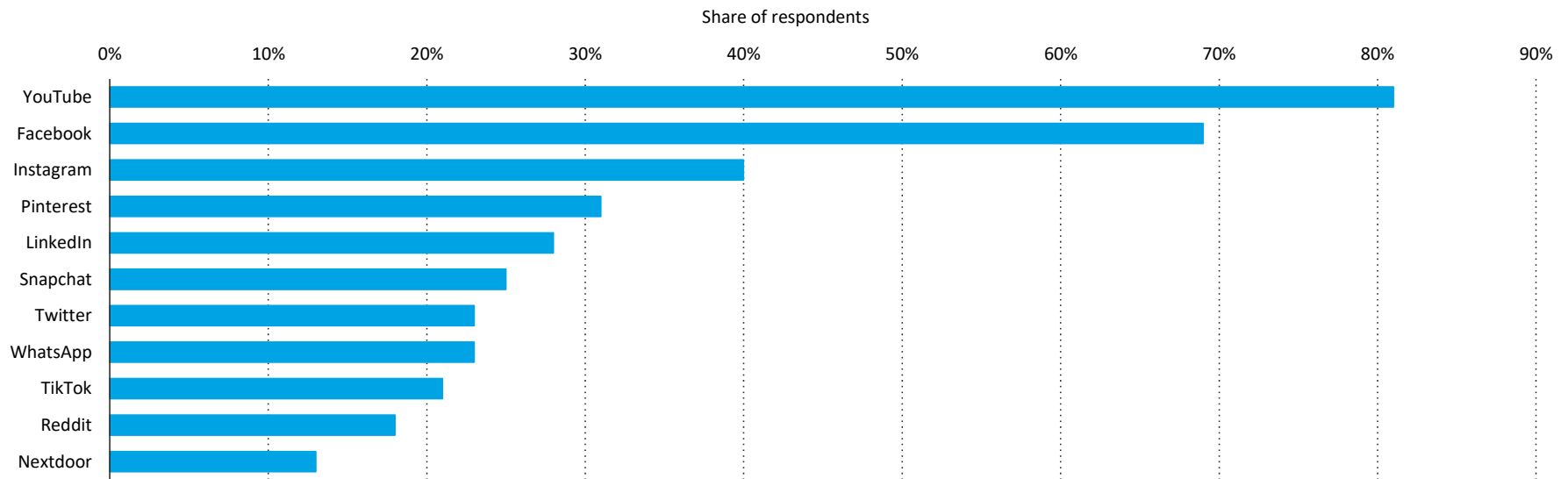
**Note(s):** United States; January 2021; 12 years and older; 1,507 respondents

Further information regarding this statistic can be found on [page 68](#).

**Source(s):** Edison Research; Triton Digital; Inside RadioID 265071

# U.S. adults who use selected social networks 2021

Share of internet users in the United States who use selected social media networks as of February 2021



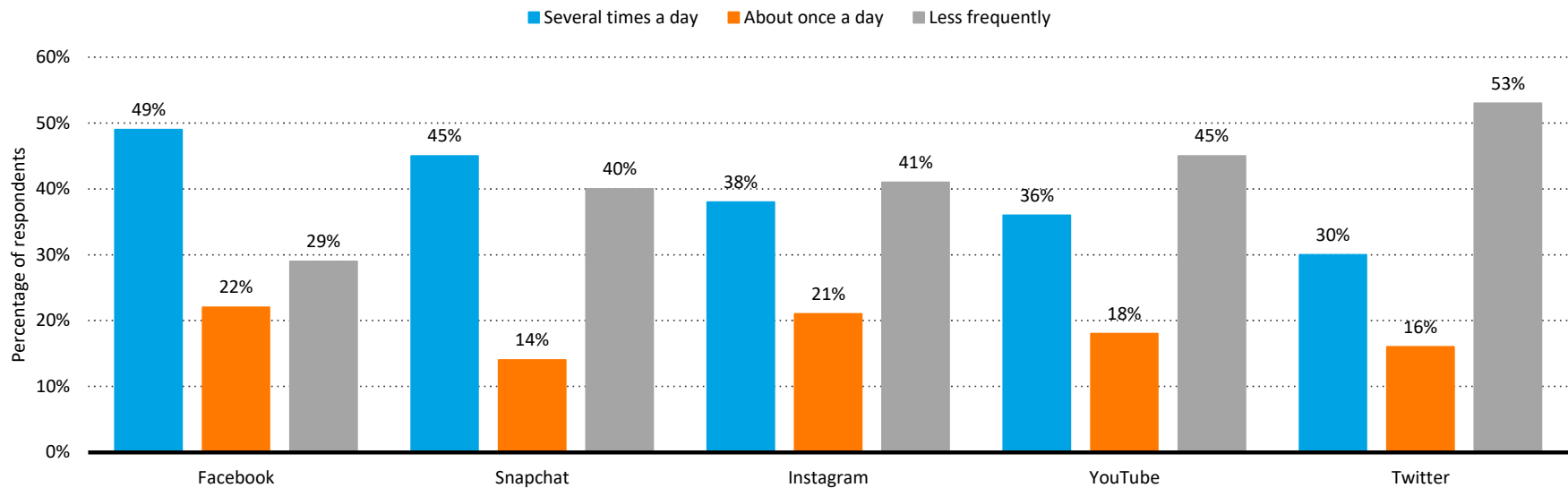
**Note(s):** United States; January 25 to February 8, 2021; 18 years and older; 1,502 respondents

Further information regarding this statistic can be found on [page 69](#).

**Source(s):** Pew Research Center [ID 246230](#)

# U.S. social media visits 2021, by frequency

Share of social media users in the United States who visit selected platforms as of February 2021, by frequency



**Note(s):** United States; January 25 to February 8, 2021; 18 years and older; 1,502 respondents

Further information regarding this statistic can be found on [page 70](#).

**Source(s):** Pew Research Center [ID 191969](#)

# Company

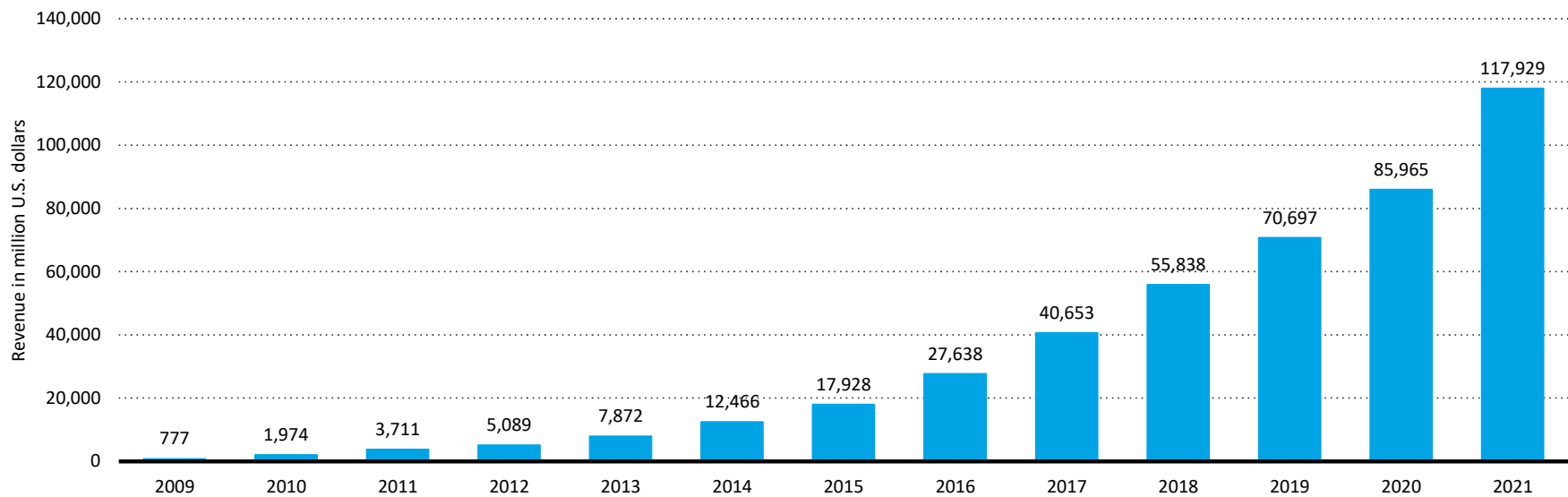
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# Meta: annual revenue 2009-2021

Meta's (formerly Facebook Inc.) annual revenue from 2009 to 2021 (in million U.S. dollars)



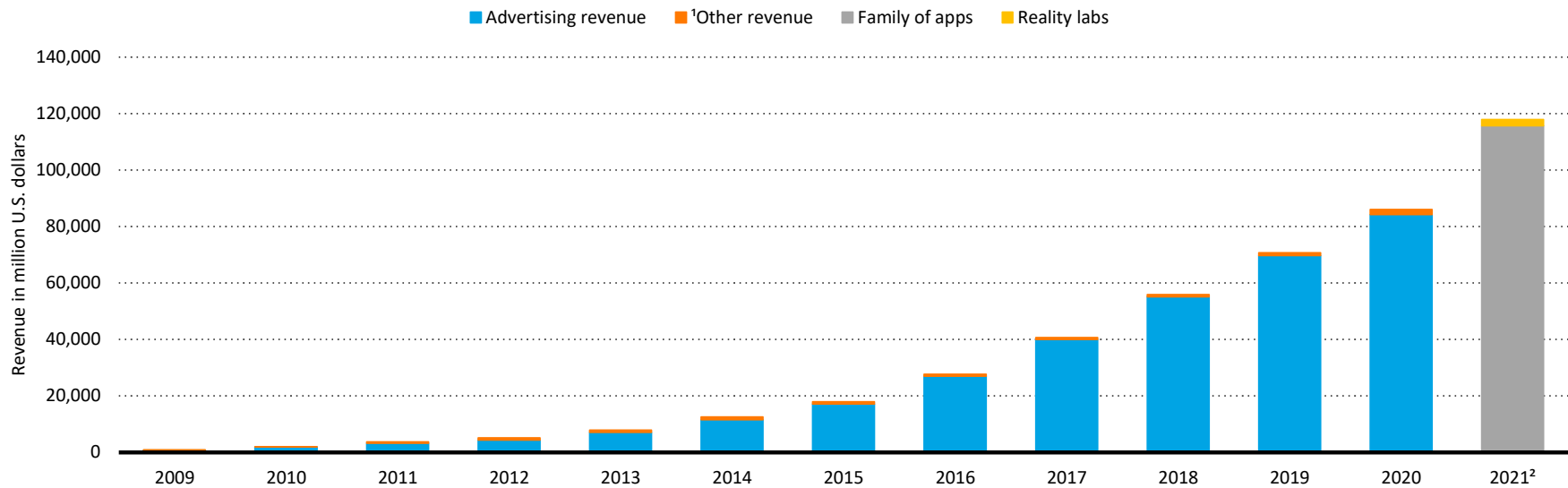
**Note(s):** Worldwide; 2009 to 2021

Further information regarding this statistic can be found on [page 71](#).

**Source(s):** Facebook; Meta Platforms [ID 268604](#)

# Meta: annual revenue 2009-2021, by segment

Meta's (formerly Facebook Inc.) annual revenue from 2009 to 2021, by segment (in million U.S. dollars)



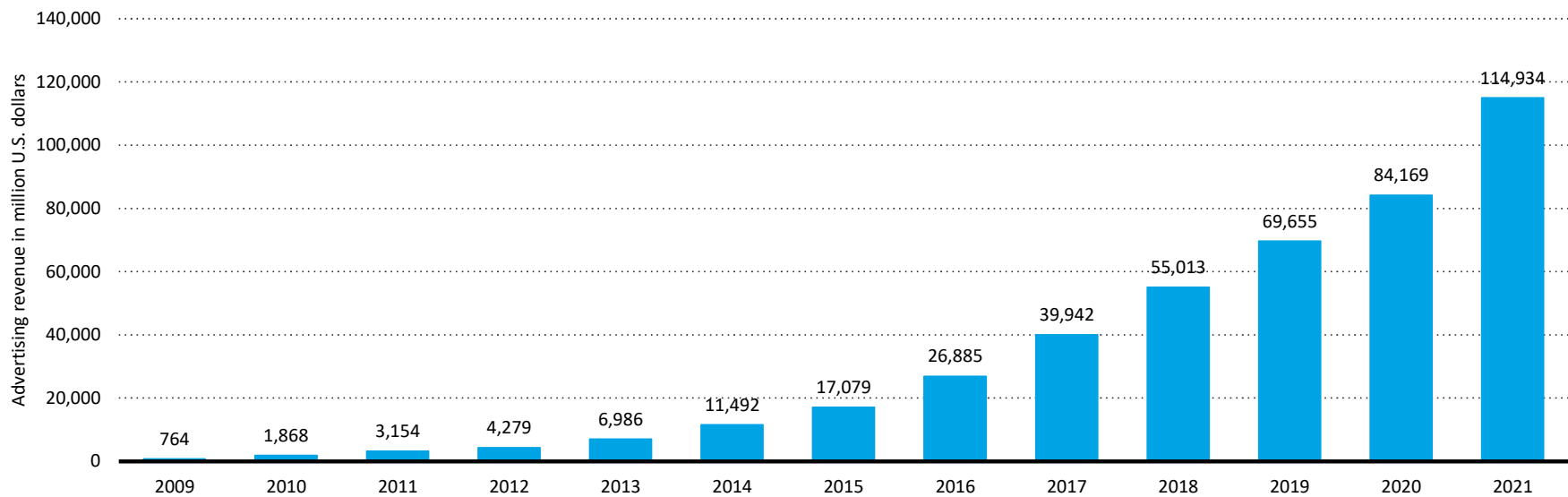
**Note(s):** Worldwide; 2009 to 2021; Family of Apps (FoA) includes Advertising

Further information regarding this statistic can be found on [page 72](#).

**Source(s):** Facebook; Meta Platforms [ID 267031](#)

# Meta: advertising revenue worldwide 2009-2021

Meta's (formerly Facebook Inc.) advertising revenue worldwide from 2009 to 2021 (in million U.S. dollars)



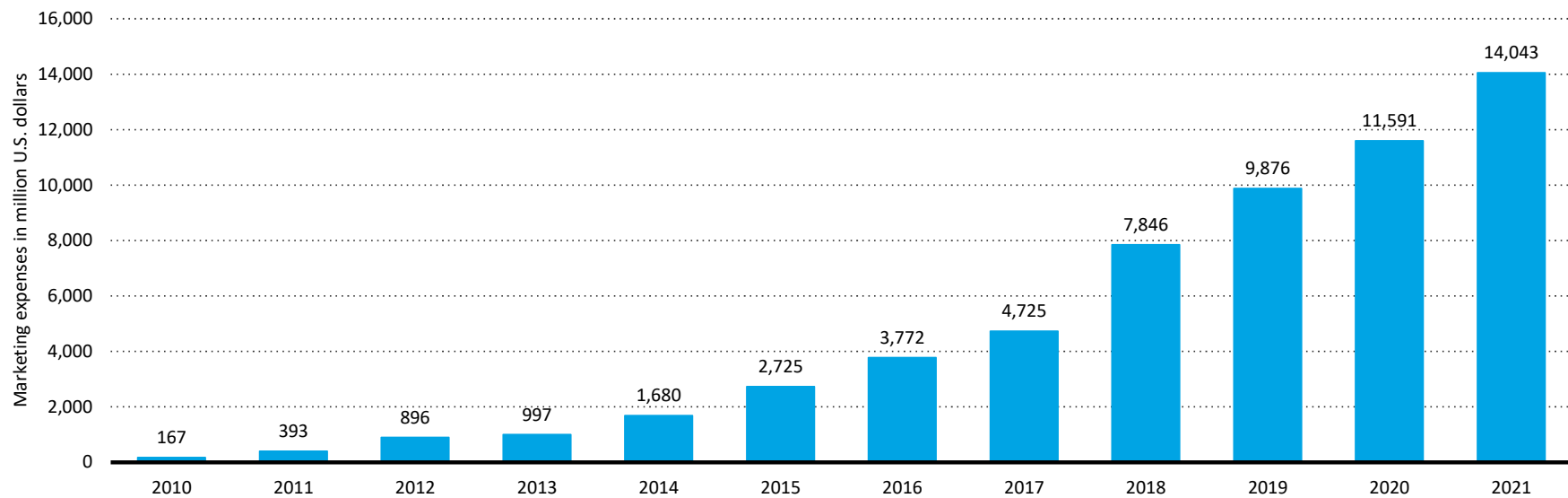
**Note(s):** Worldwide; 2009 to 2021

Further information regarding this statistic can be found on [page 73](#).

**Source(s):** Facebook; Meta Platforms [ID 271258](#)

# Meta: worldwide marketing expenditure 2010-2021

Annual global marketing and sales costs of Meta (formerly Facebook Inc) from 2010 to 2021 (in million U.S. dollars)



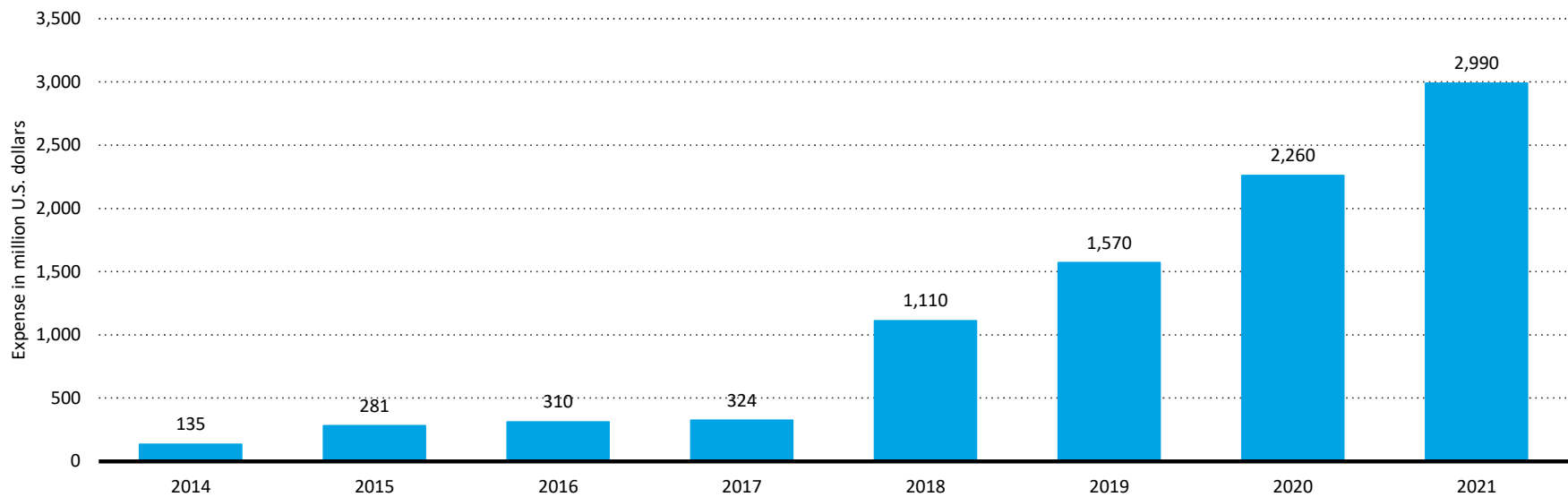
**Note(s):** Worldwide; 2010 to 2021; marketing and sales

Further information regarding this statistic can be found on [page 74](#).

**Source(s):** Facebook; Meta PlatformsID 506867

# Meta ad spend 2014-2021

Advertising expense of Meta (formerly Facebook Inc.) from 2014 to 2021 (in million U.S. dollars)



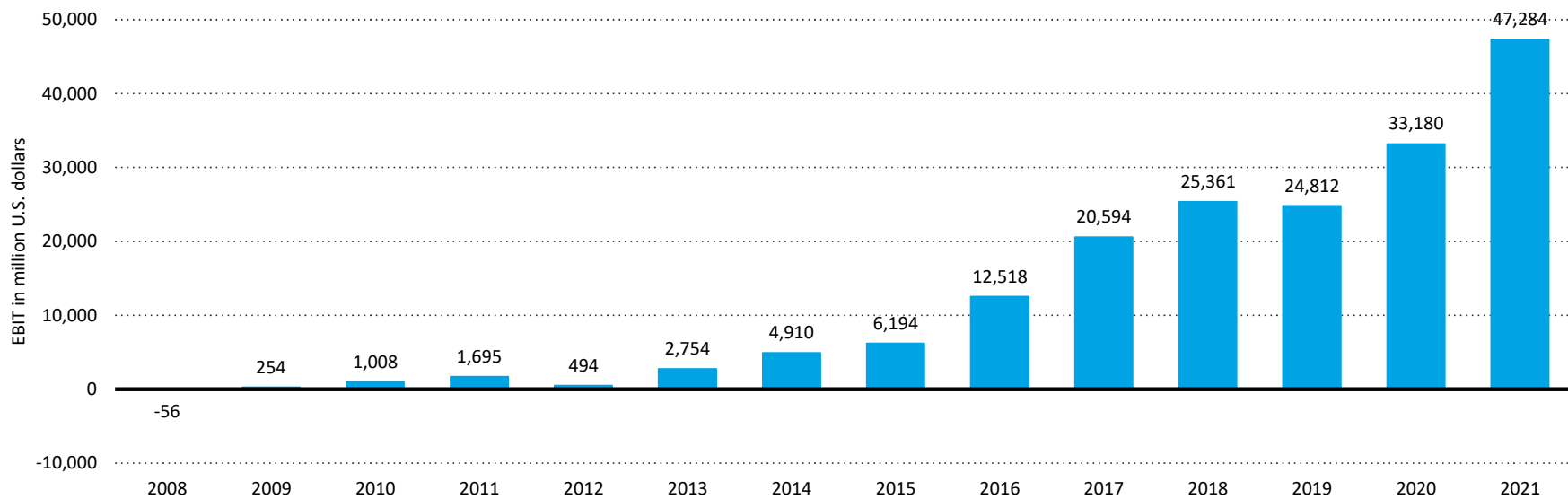
**Note(s):** Worldwide; 2014 to 2021

Further information regarding this statistic can be found on [page 75](#).

**Source(s):** Facebook; Meta Platforms [ID 685531](#)

# Meta: annual EBIT 2008-2021

Annual Meta (formerly Facebook Inc.) EBIT from 2008 to 2021 (in million U.S. dollars)



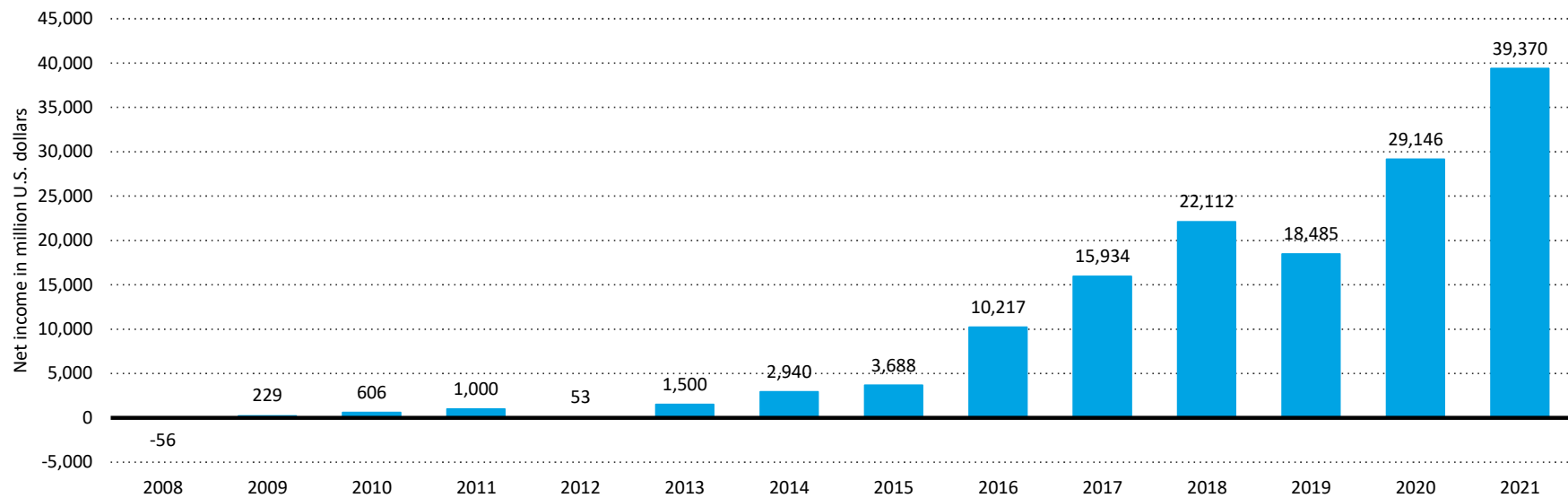
**Note(s):** Worldwide; 2008 to 2021; income before provision for income taxes

Further information regarding this statistic can be found on [page 76](#).

**Source(s):** Facebook; Meta PlatformsID 273564

# Meta: annual net income 2018-2021

Annual Meta (formerly Facebook Inc.) net income from 2008 to 2021 (in million U.S. dollars)



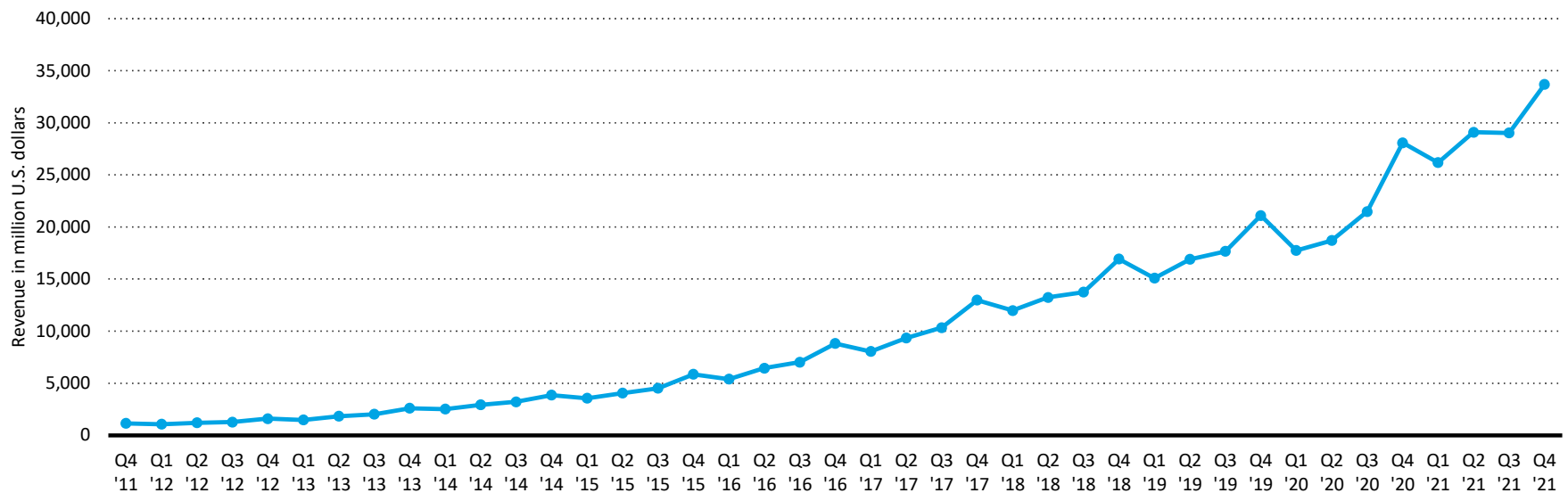
**Note(s):** Worldwide; 2008 to 2021

Further information regarding this statistic can be found on [page 77](#).

**Source(s):** Facebook; Meta Platforms [ID 1289490](#)

# Meta: worldwide quarterly revenue 2011-2021

Meta's (formerly Facebook Inc.) global revenue as of 4th quarter 2021 (in million U.S. dollars)



**Note(s):** Worldwide; Q4 2011 to Q4 2021

Further information regarding this statistic can be found on [page 78](#).

**Source(s):** Facebook; Meta PlatformsID 422035

# Meta: worldwide quarterly revenue 2020-2021, by segment

Global revenue generated by Meta (formerly Facebook Inc.) as of 4th quarter 2021, by segment (in million U.S. dollars)

	Advertising	Other	Family of Apps revenue [TOTAL]	Reality labs
2020 Q4	27187	168	27355	717
2021 Q1	25439	198	25637	534
2021 Q2	28580	192	28772	305
2021 Q3	28276	176	28452	558
2021 Q4	32639	155	32794	887

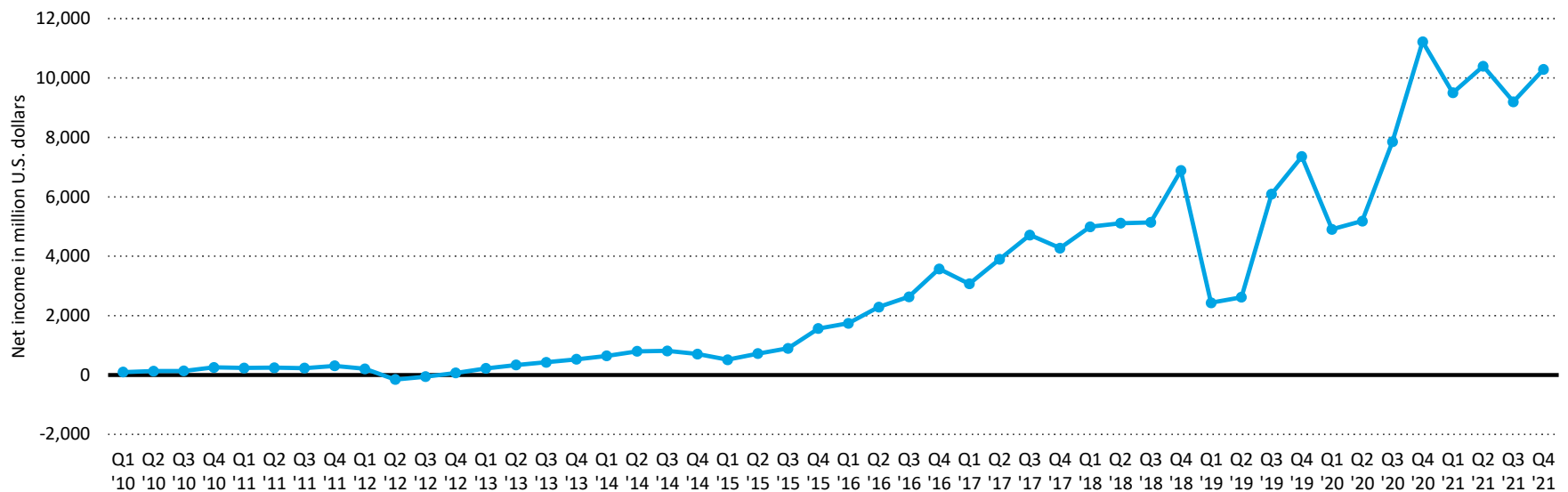
**Note(s):** Worldwide; Q4 2020 to Q4 2021

Further information regarding this statistic can be found on [page 79](#).

**Source(s):** Facebook; Meta PlatformsID 1288912

# Meta: quarterly net income 2010-2021

Meta's (formerly Facebook Inc.) net income from 1st quarter 2010 to 4th quarter 2021 (in million U.S. dollars)



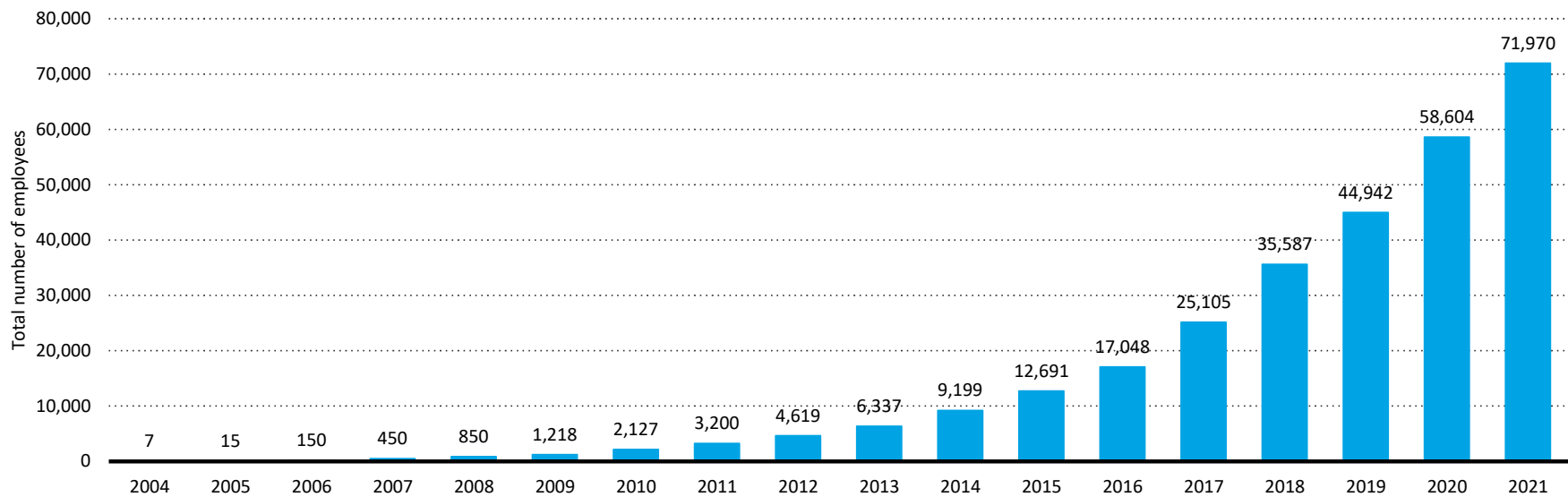
**Note(s):** Worldwide; Q1 2010 to Q4 2021; GAAP net income

Further information regarding this statistic can be found on [page 80](#).

**Source(s):** Facebook; Meta Platforms [ID 223289](#)

# Meta: number of employees 2004-2021

Number of full-time Meta (formerly Facebook Inc.) employees from 2004 to 2021



**Note(s):** Worldwide; 2004 to 2021

Further information regarding this statistic can be found on [page 81](#).

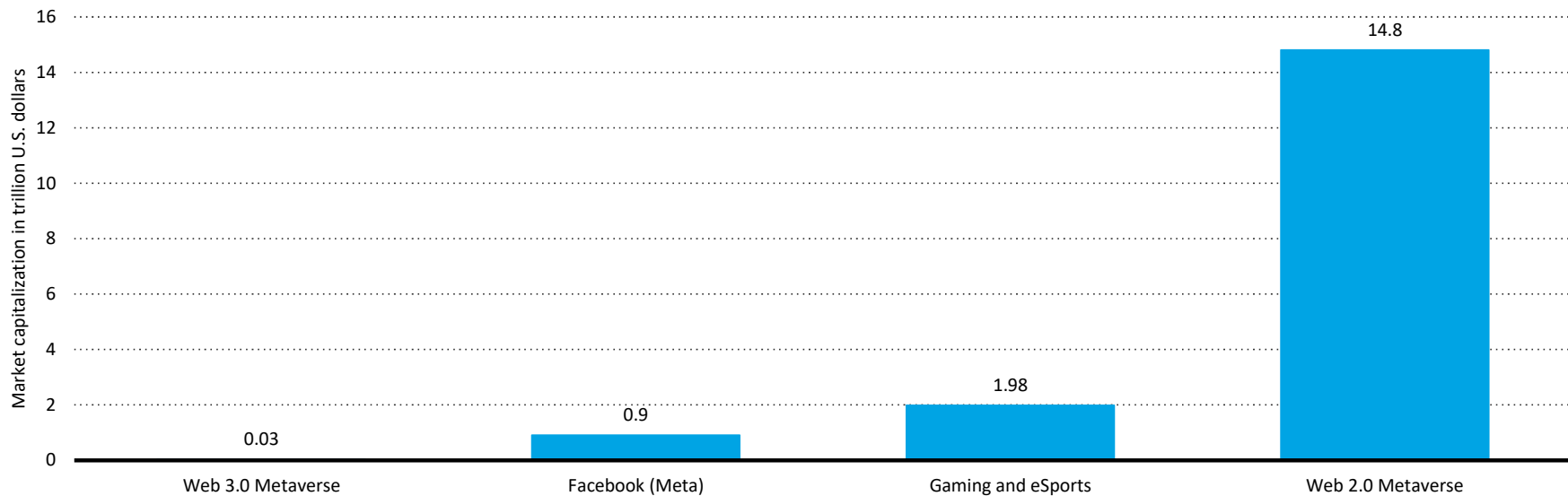
**Source(s):** Facebook; Meta Platforms [ID 273563](#)

# Benchmark

## Meta Platforms

# Global market capitalization of metaverse, Facebook and gaming 2021

Market capitalization of the metaverse, Facebook and gaming worldwide as of October 2021 (in trillion U.S. dollars)



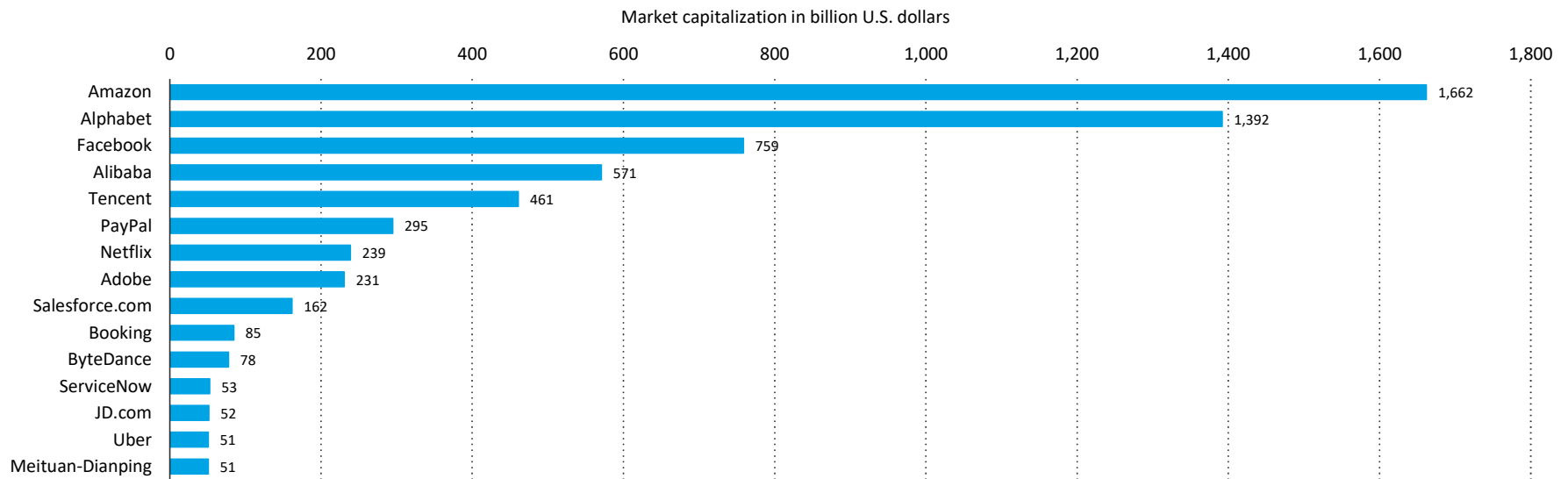
**Note(s):** Worldwide; October 29, 2021

Further information regarding this statistic can be found on [page 82](#).

**Source(s):** CoinGecko; Bloomberg; MVIS; Roundhill Investments [ID 1280565](#)

# Market value of the largest internet companies worldwide 2021

Market capitalization of the largest internet companies worldwide as of February 2021 (in billion U.S. dollars)



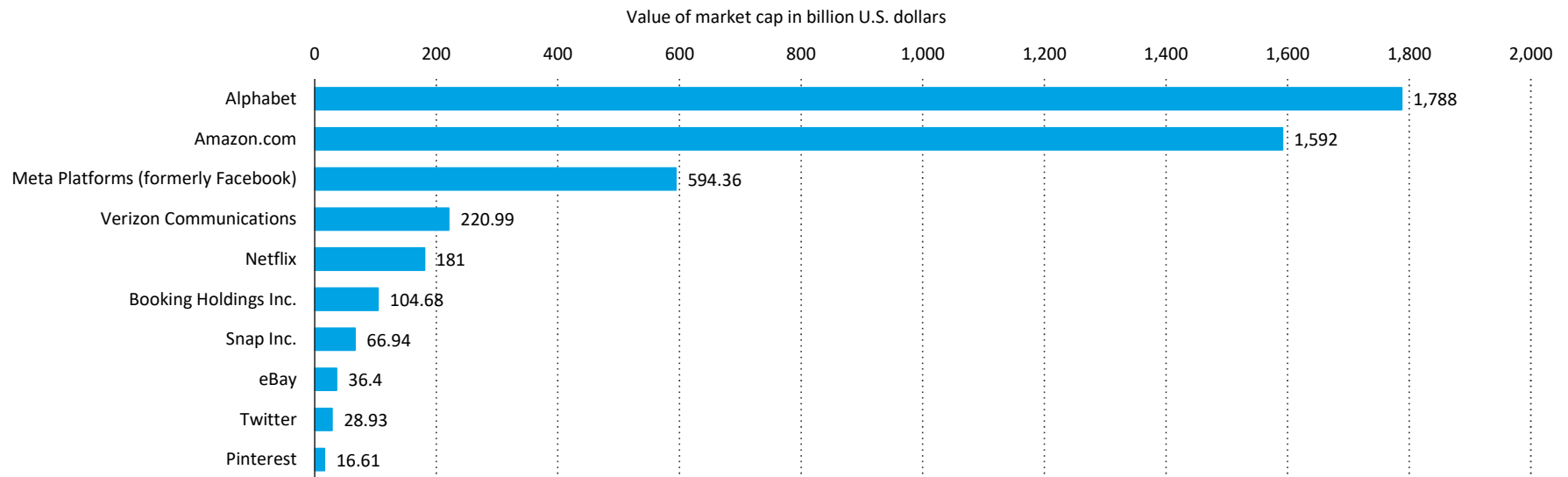
**Note(s):** Worldwide; 2021

Further information regarding this statistic can be found on [page 83](#).

**Source(s):** Various sources; MarkinblogID 277483

# Market capitalization of the largest U.S. internet companies 2022

Market capitalization of the largest U.S. internet companies as of February 2022 (in billion U.S. dollars)



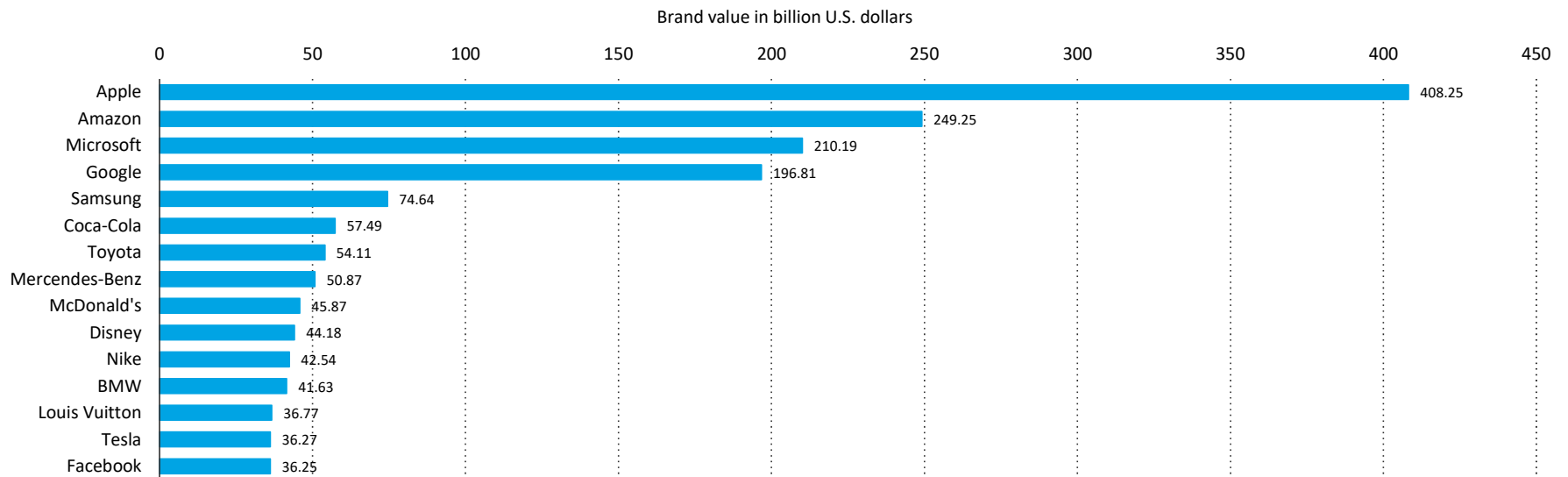
**Note(s):** United States; February 14, 2022

Further information regarding this statistic can be found on [page 84](#).

**Source(s):** Yahoo! [ID 209331](#)

# Most valuable brands worldwide 2021

Leading brands worldwide in 2021, by brand value (in billion U.S. dollars)



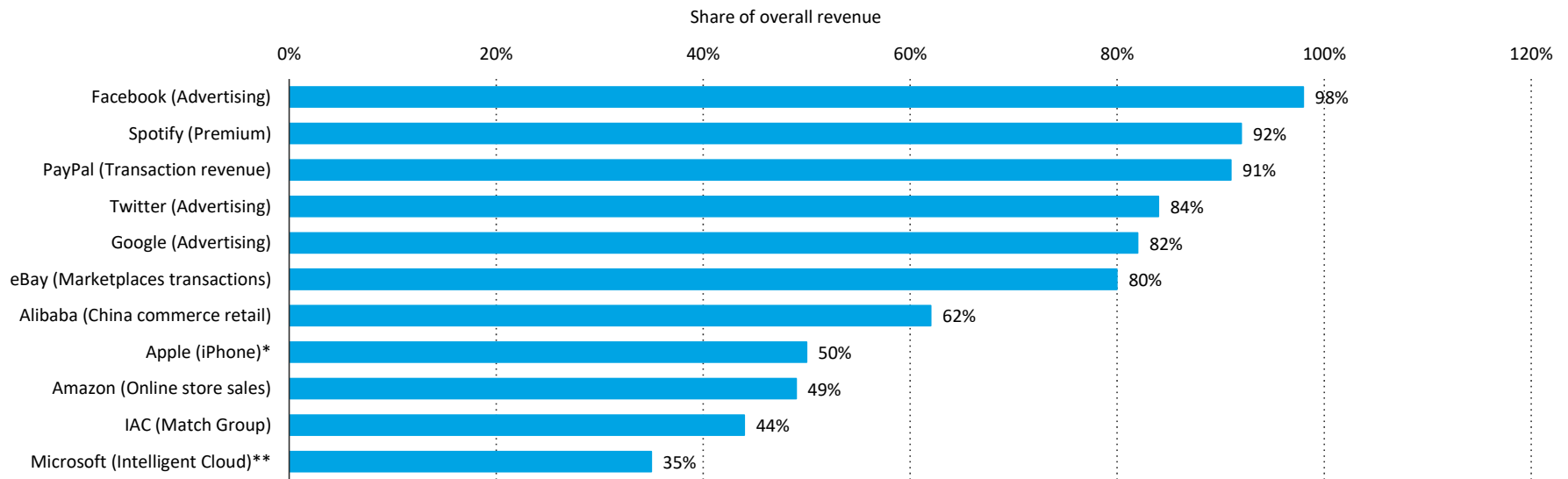
**Note(s):** Worldwide; 2020

Further information regarding this statistic can be found on [page 85](#).

**Source(s):** InterbrandID [264826](#)

# Biggest revenue source of leading tech companies 2020

Biggest revenue source of leading online and tech companies in most recently reported quarter ending March 2020



**Note(s):** Worldwide; June 25, 2020

Further information regarding this statistic can be found on [page 86](#).

**Source(s):** Apple; Amazon; Microsoft; Facebook; Statista; Alphabet; PayPal; Spotify; eBay; Twitter; Alibaba; IAC [ID 218701](#)

# Workforce of leading global online companies 2014-2021

Number of employees of leading internet companies worldwide from 2014 to 2021

	2014	2015	2016	2017	2018	2019	2020	2021
Amazon	154100	230800	341400	566000	647500	798000	1298000	1608000
Alphabet	53600	61814	72053	88110	98771	118899	135301	156500
Meta (formerly Facebook Inc.)	9199	12691	17048	25105	35587	44942	58604	71970
PayPal*		16800	18100	18700	21800	23200	26500	30900
eBay*	34600	11600	12600	14100	14000	13300	12700	10800
Twitter	3638	3898	3583	3372	3920	4900	5500	7500
Pinterest					1797	2217	2545	3225
Alibaba	34985	36450	50092	66421	101958	117600	251462	
Yahoo**	12500	10400	8500					
LinkedIn	6897	9372						

**Note(s):** Worldwide; year-end 2014 to 2021

Further information regarding this statistic can be found on [page 87](#).

**Source(s):** Twitter; Amazon; Google; eBay; Alibaba; Yahoo; Facebook; LinkedIn; Statista; PayPal; Pinterest [ID 271575](#)

# Internet companies ranked by revenue 2017-2021

Leading online companies ranked by revenue from 2017 to 2021 (in billion U.S. dollars)

	2017	2018	2019	2020	2021
Amazon.com	177.87	232.89	280.52	386.06	469.82
Apple	229.23	265.6	260.17	274.52	365.82
Google	109.65	136.22	160.74	181.69	256.74
Meta (formerly Facebook Inc.)	40.65	55.84	70.7	85.97	117.93
Netflix	11.69	55.84	20.16	25	26.7
PayPal	13.09	15.45	17.77	21.45	25.37
eBay	8.01	8.65	7.43	8.89	10.42
Alibaba	22.99	56.15	71.99	109.48	
Baidu	13.03	14.88	15.43	16.41	
Tencent	21.9	45.56	54.08	73.88	

**Note(s):** Worldwide; 2017 to 2021

Further information regarding this statistic can be found on [page 88](#).

**Source(s):** Amazon; Apple; Alibaba; Alphabet; Meta Platforms; Tencent; Netflix; PayPal; Baidu; eBay [ID 277123](#)

# Segment - Family of Apps

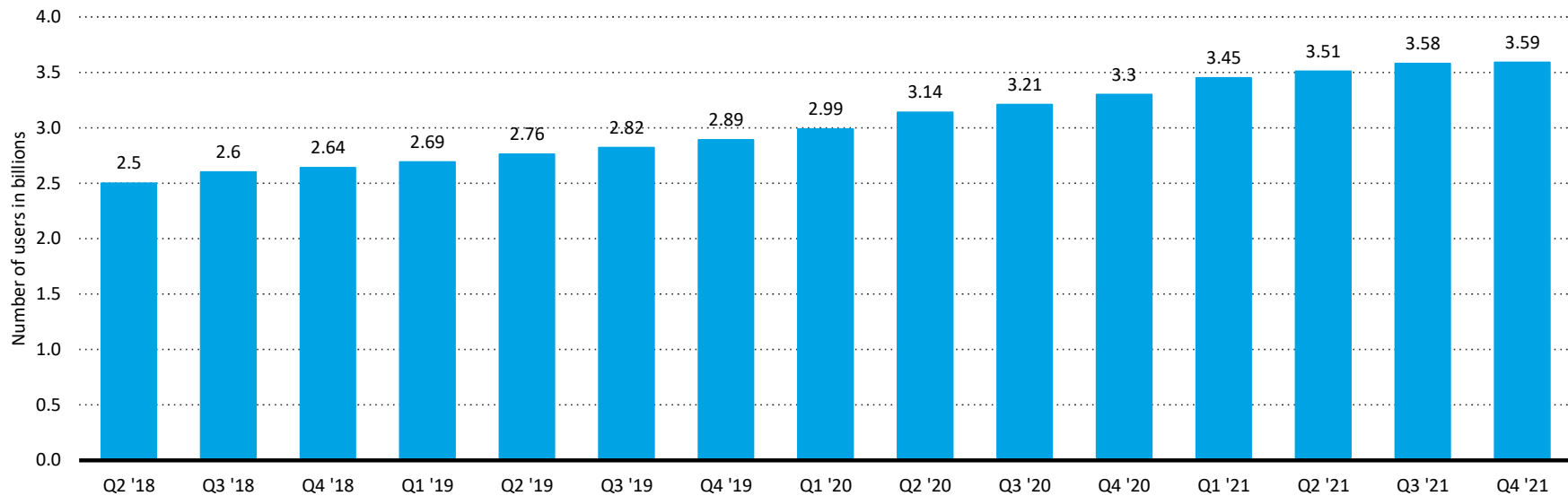
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# Meta: monthly active product family users 2021

Cumulative number of monthly Meta (formerly Facebook Inc.) product users as of 4th quarter 2021 (in billions)



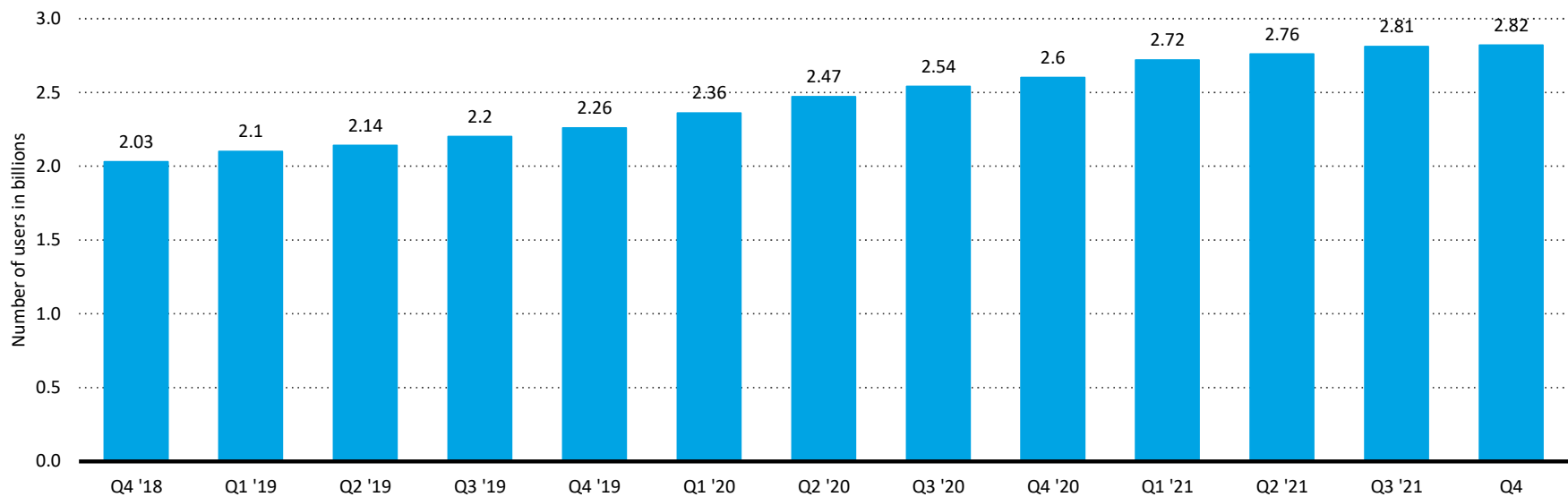
**Note(s):** Worldwide; Q2 2018 to Q4 2021; Facebook, WhatsApp, Instagram, and Messenger

Further information regarding this statistic can be found on [page 89](#).

**Source(s):** Facebook; Meta PlatformsID 947869

# Meta: daily active product family users 2021

Cumulative number of daily Meta (formerly Facebook Inc.) product users as of 4th quarter 2021 (in billions)



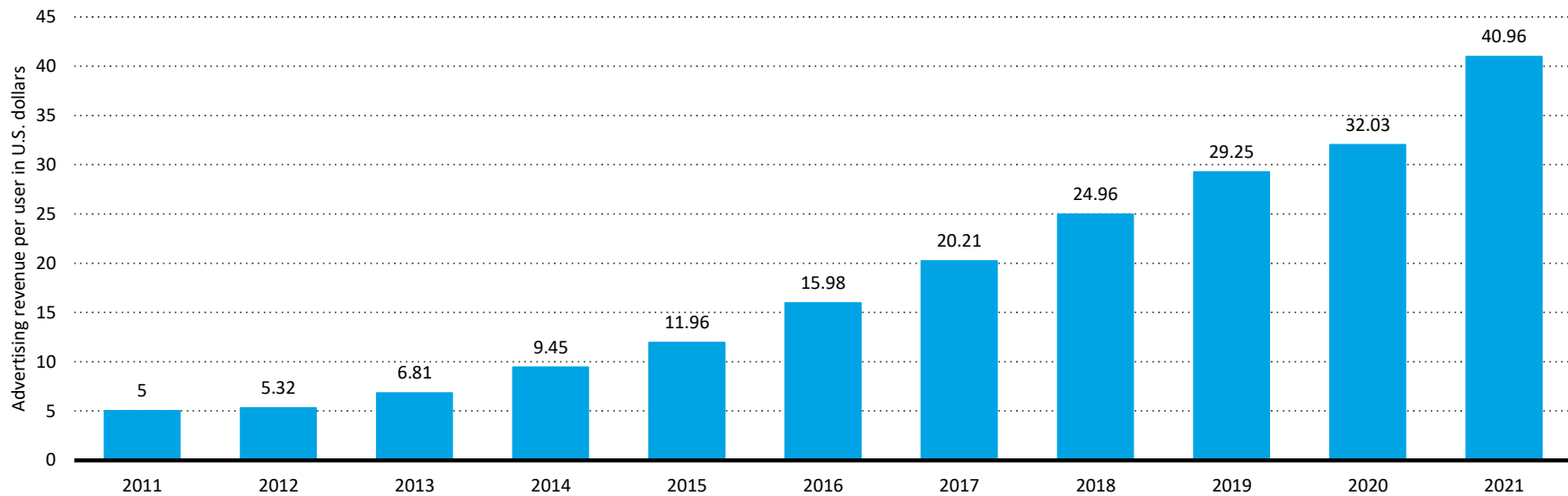
**Note(s):** Worldwide; Q4 2018 to Q4 2021; Facebook, WhatsApp, Instagram, and Messenger

Further information regarding this statistic can be found on [page 90](#).

**Source(s):** Facebook; Meta Platforms [ID 1092227](#)

# Meta: average revenue per user 2011-2021

Meta's (formerly Facebook Inc.) average revenue per user (ARPU) from 2012 to 2021 (in U.S. dollars)



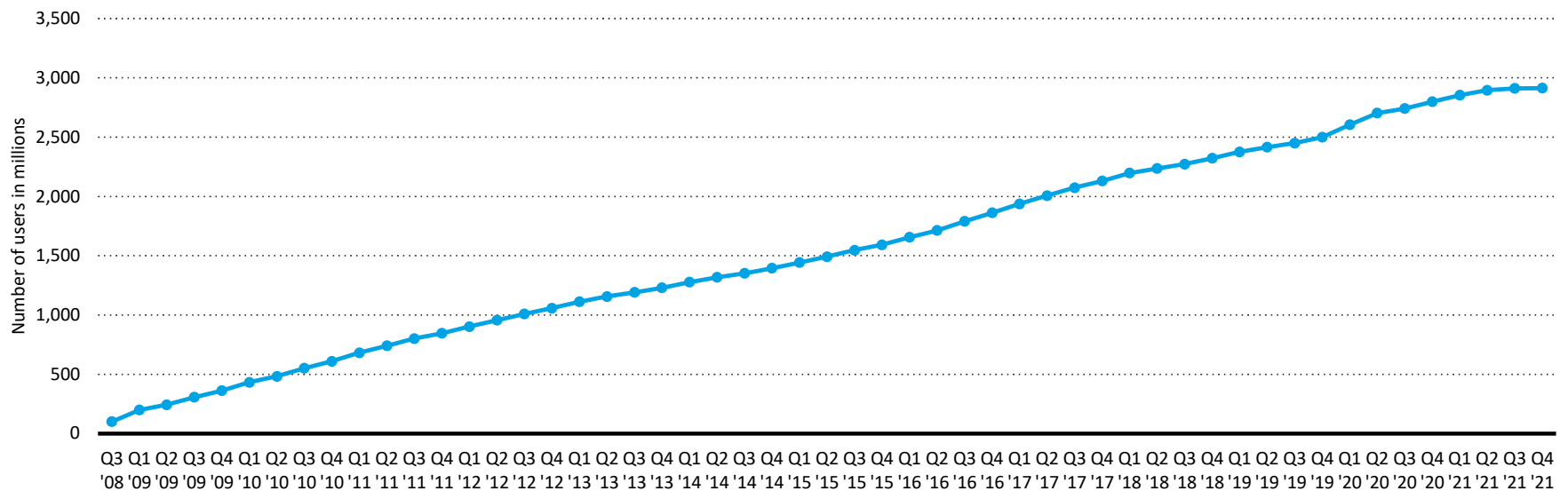
**Note(s):** Worldwide; 2011 to 2021

Further information regarding this statistic can be found on [page 91](#).

**Source(s):** Facebook; Meta Platforms [ID 234056](#)

# Facebook: number of monthly active users worldwide 2008-2021

Number of monthly active Facebook users worldwide as of 4th quarter 2021 (in millions)



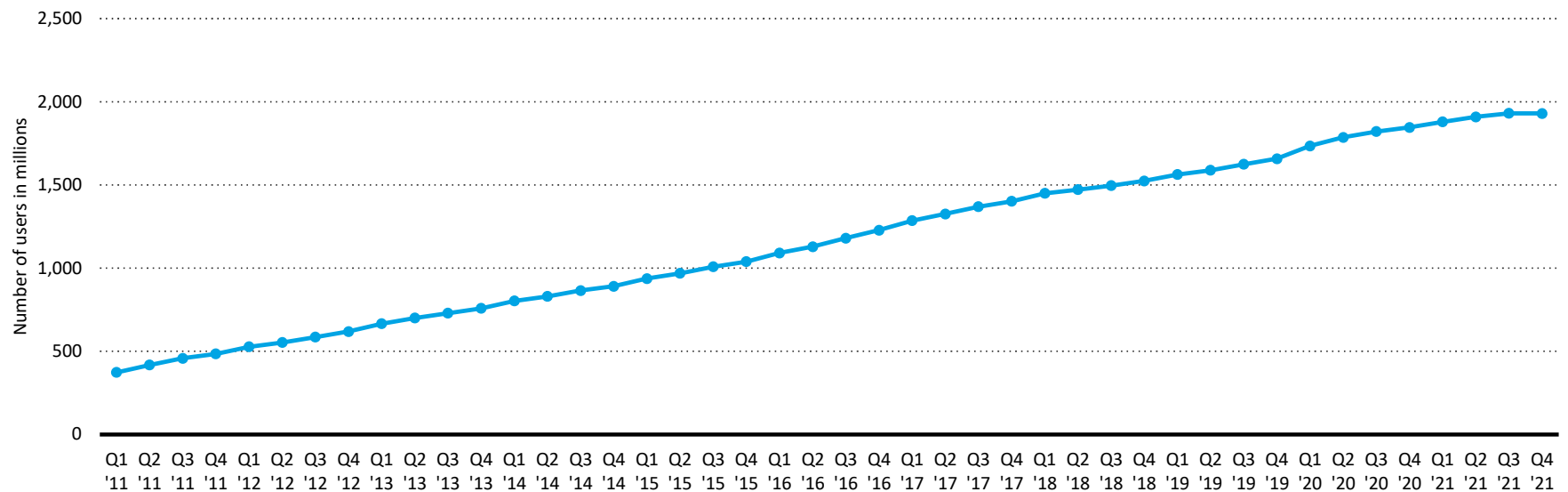
**Note(s):** Worldwide; Q3 2008 to Q4 2021

Further information regarding this statistic can be found on [page 92](#).

**Source(s):** Facebook; Meta PlatformsID 264810

# Facebook: number of daily active users worldwide 2011-2021

Number of daily active Facebook users worldwide as of 4th quarter 2021 (in millions)



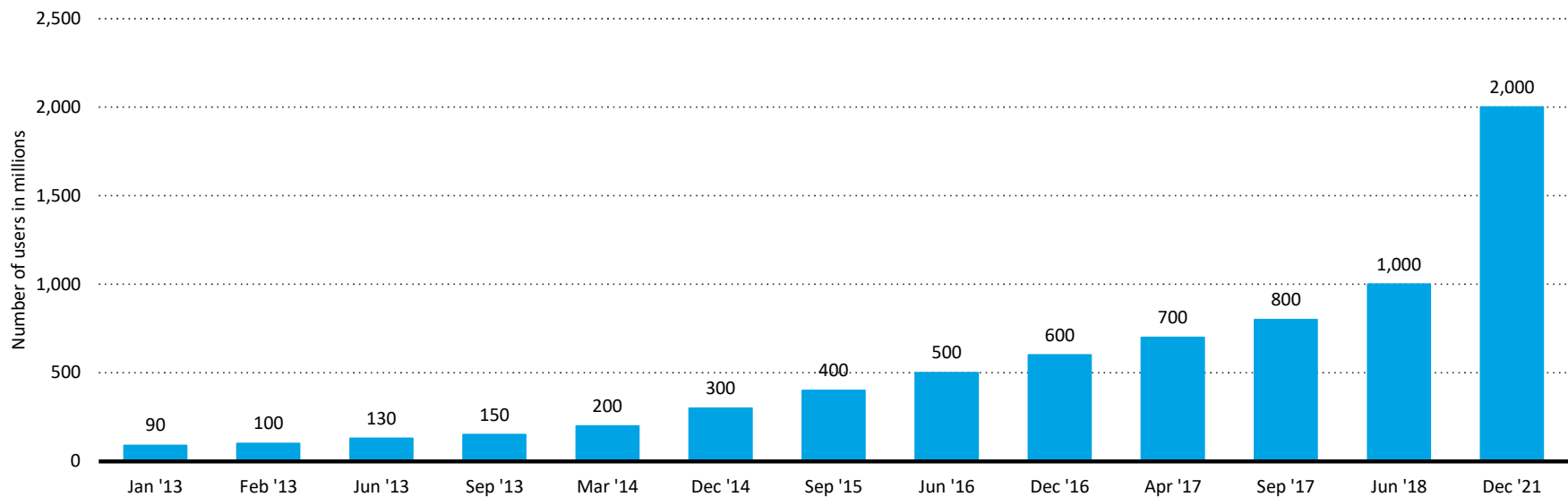
**Note(s):** Worldwide; Q1 2011 to Q4 2021

Further information regarding this statistic can be found on [page 93](#).

**Source(s):** Facebook; Meta PlatformsID 346167

# Number of monthly active Instagram users 2013-2021

Number of monthly active Instagram users from January 2013 to December 2021 (in millions)



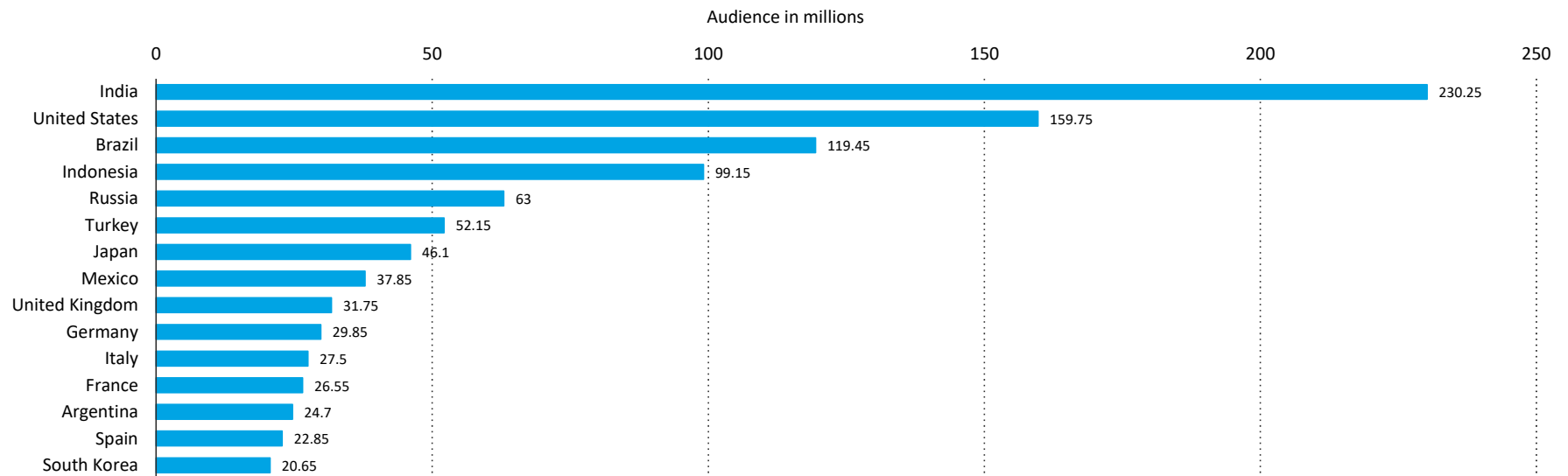
**Note(s):** Worldwide; January 2013 to December 2021

Further information regarding this statistic can be found on [page 94](#).

**Source(s):** Instagram; TechCrunch; CNBC [ID 253577](#)

# Countries with the most Instagram users 2022

Leading countries based on Instagram audience size as of January 2022 (in millions)



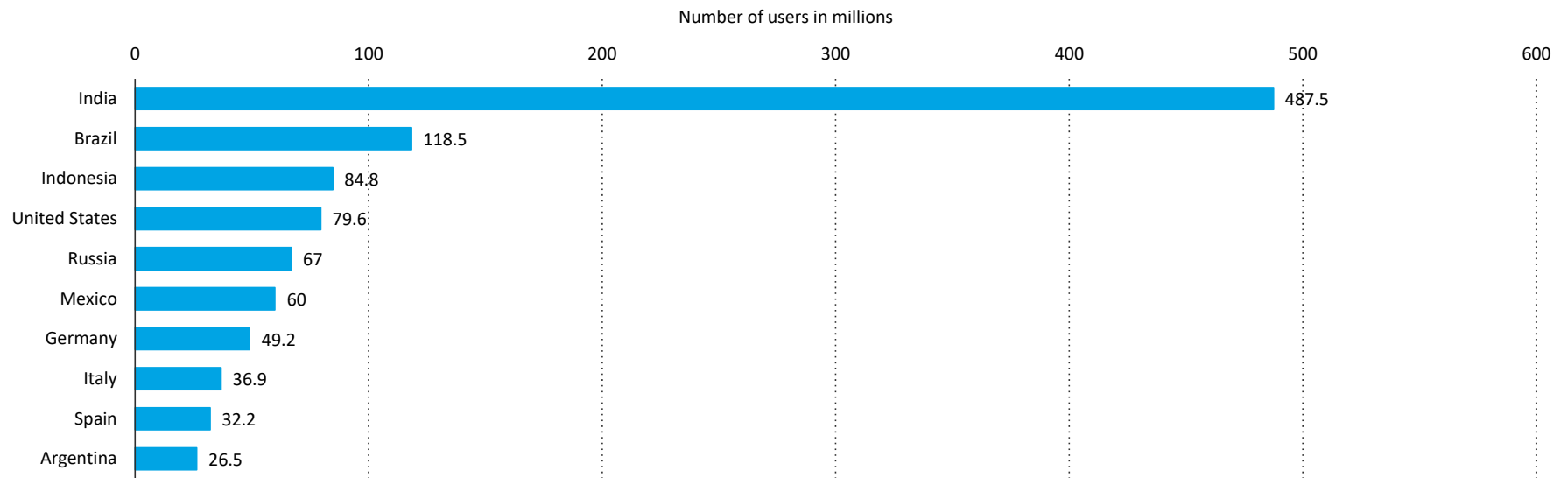
**Note(s):** Worldwide; January 2022; 13 years and older; based on addressable ad audience

Further information regarding this statistic can be found on [page 95](#).

**Source(s):** We Are Social; Hootsuite; DataReportalID 578364

# Global WhatsApp users in selected countries 2021

Number of WhatsApp users in selected countries worldwide as of June 2021 (in millions)



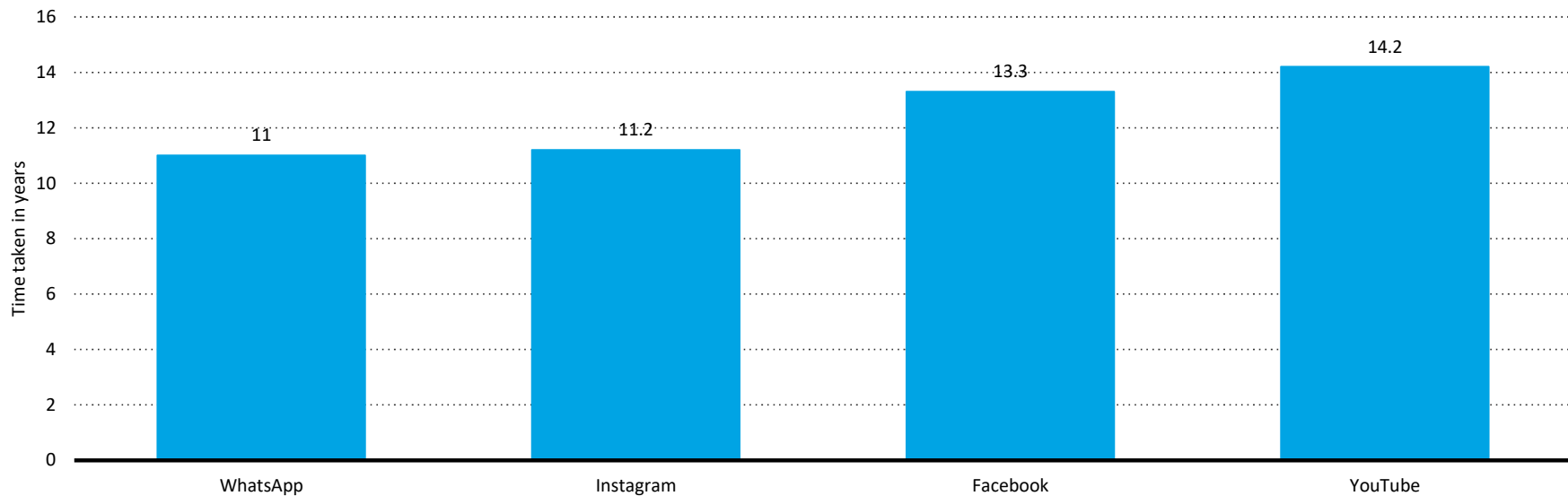
**Note(s):** Worldwide; June 2021

Further information regarding this statistic can be found on [page 96](#).

**Source(s):** eMarketerID [289778](#)

# Time taken for global social media platforms to reach 2 billion users 2021

Time taken for selected social media platforms to reach 2 billion active users worldwide as of December 2021 (in years)



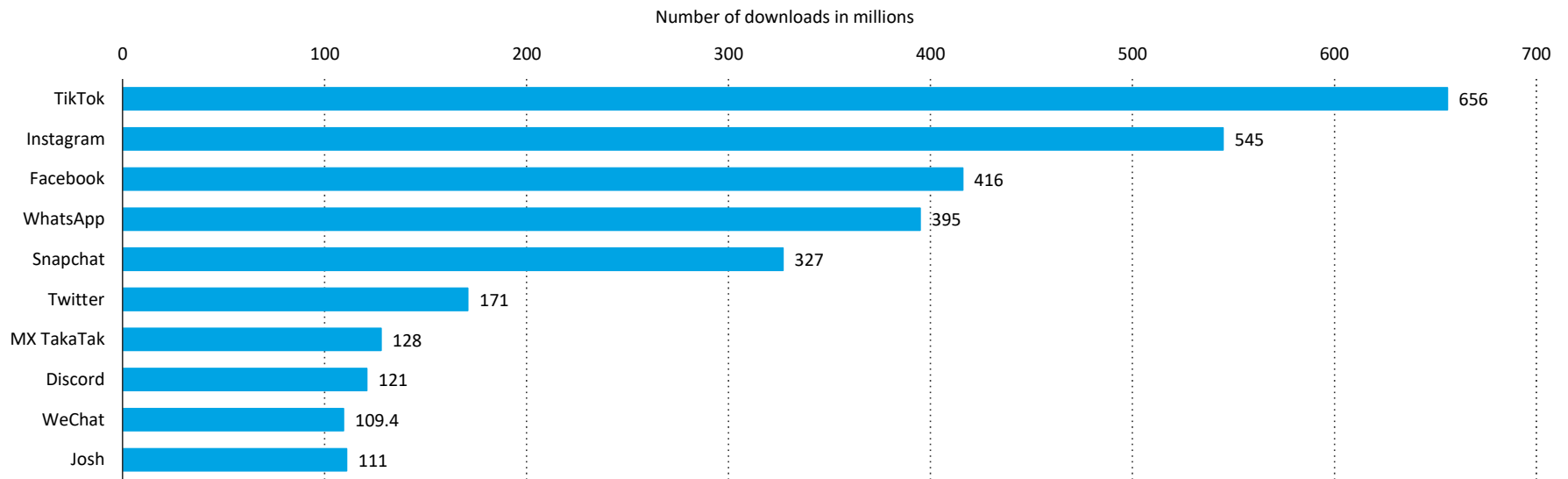
**Note(s):** Worldwide; December 2021

Further information regarding this statistic can be found on [page 97](#).

**Source(s):** AxiosID 1285008

# Most downloaded social media apps worldwide 2021

Leading social media apps worldwide in 2021, by downloads (in millions)



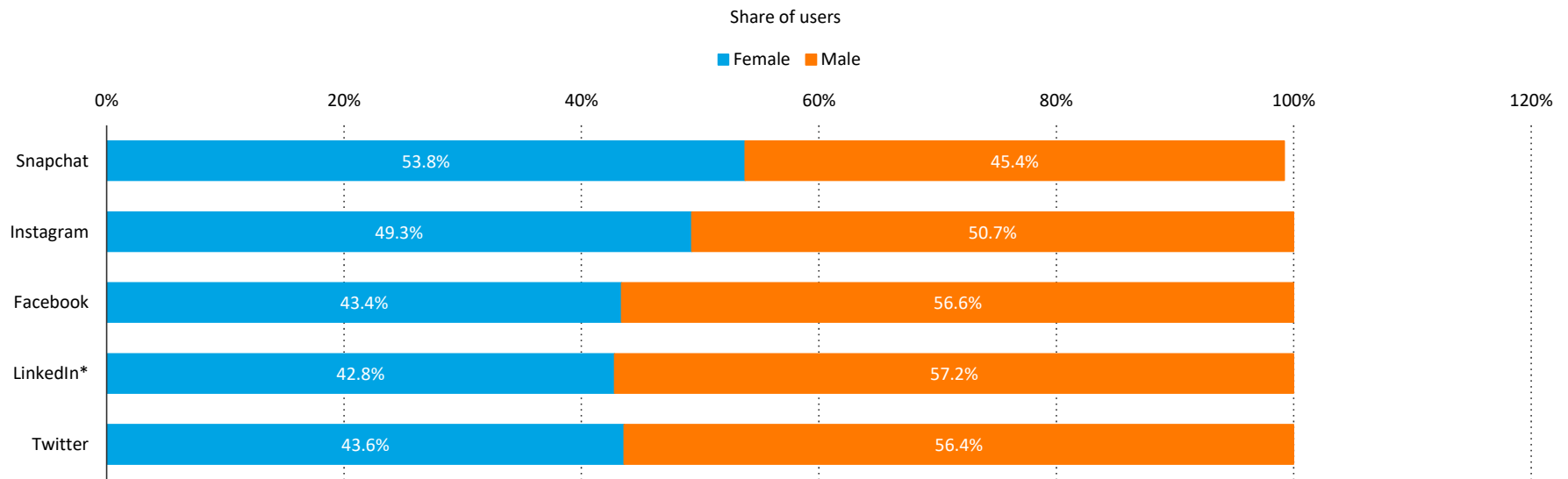
**Note(s):** Worldwide; 2021

Further information regarding this statistic can be found on [page 98](#).

**Source(s):** ApptopiaID 1284900

# Gender distribution of social media audiences worldwide 2022, by platform

Gender distribution of social media audiences worldwide as of January 2022, by platform



**Note(s):** Worldwide; January 2022; 13 years and older

Further information regarding this statistic can be found on [page 99](#).

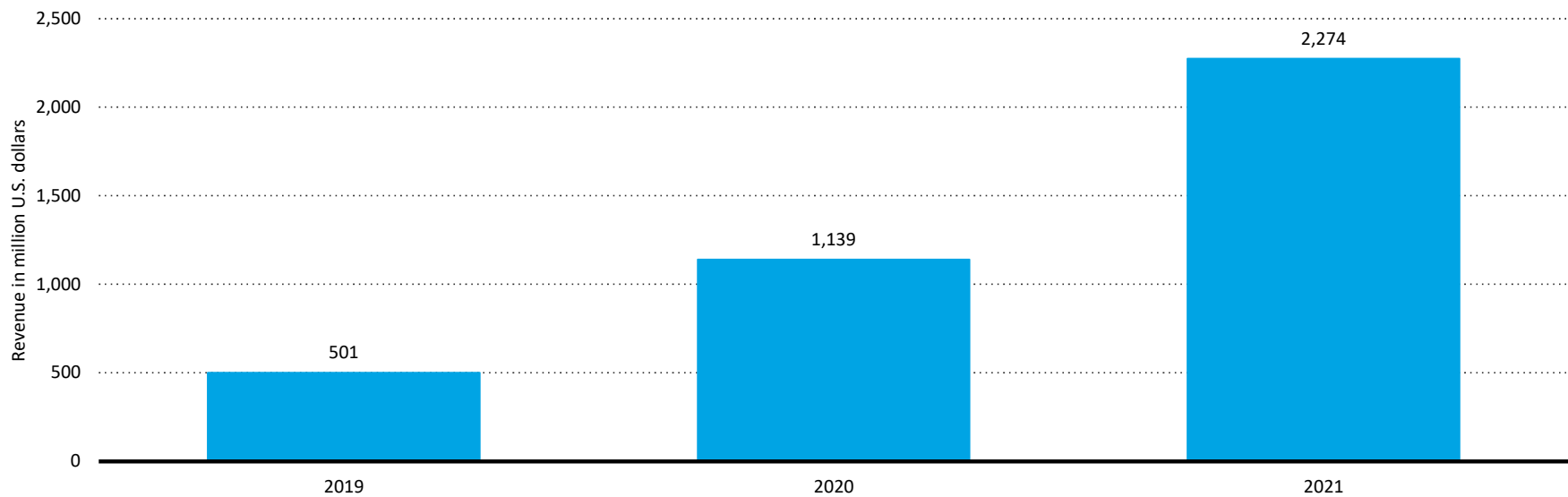
**Source(s):** DataReportal; We Are Social; Hootsuite; LinkedIn; Pinterest; Facebook; Twitter; Instagram; Snap Inc. [ID 274828](#)

# Segment - Reality Labs

Meta Platforms

# Meta: Reality Labs annual segment revenue 2019-2021

Meta's (formerly Facebook Inc.) annual Reality Labs revenue from 2019 to 2021 (in million U.S. dollars)



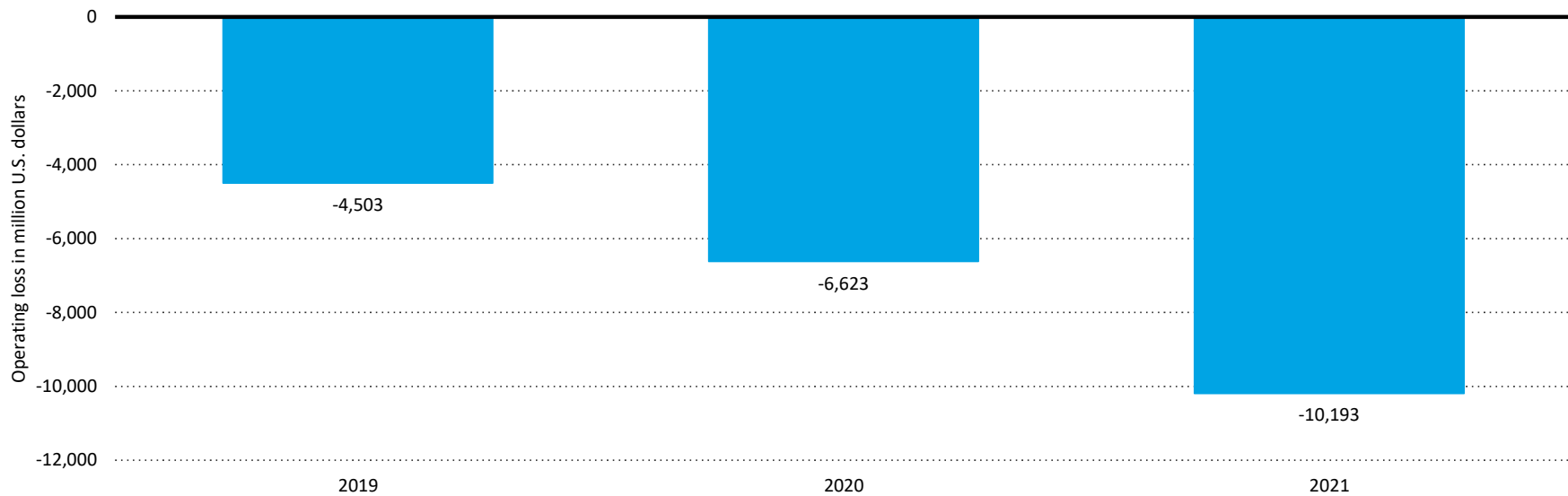
**Note(s):** Worldwide; 2019 to 2021

Further information regarding this statistic can be found on [page 100](#).

**Source(s):** Facebook; Meta Platforms [ID 1290133](#)

# Meta: Reality Labs annual operating income/loss 2019-2021

Meta's (formerly Facebook Inc.) annual Reality Labs segment operating loss from 2019 to 2021 (in million U.S. dollars)



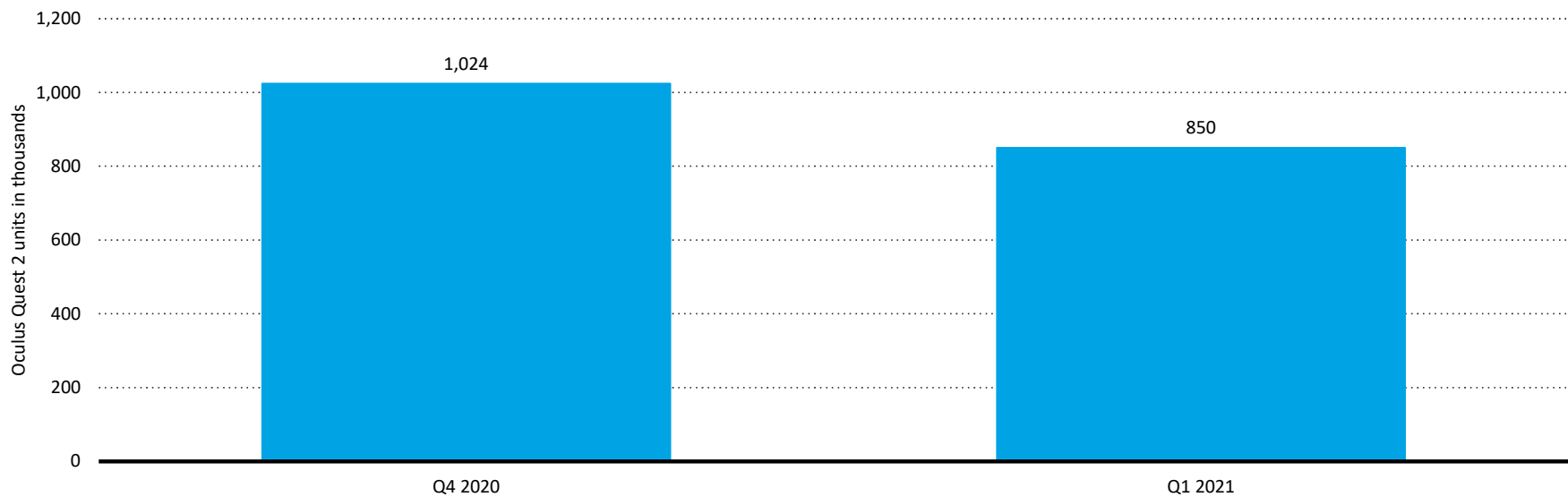
**Note(s):** Worldwide; 2019 to 2021

Further information regarding this statistic can be found on [page 101](#).

**Source(s):** Facebook; Meta Platforms [ID 1290156](#)

# Oculus Quest 2 units sold worldwide 2020-2021, by quarter

Oculus Quest 2 headset unit sales worldwide from 2020 to 2021, by quarter (in 1,000s)



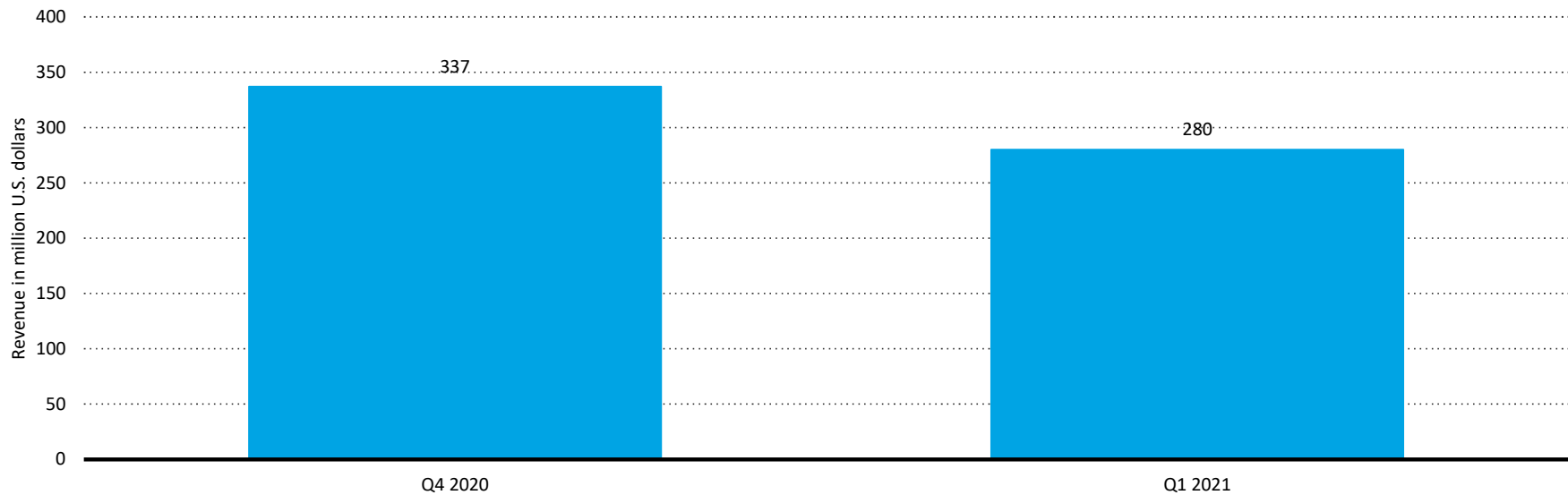
**Note(s):** Worldwide; Q4 2020 to Q1 2021

Further information regarding this statistic can be found on [page 102](#).

**Source(s):** AR Insider; Facebook [ID 1249850](#)

# Oculus Quest 2 revenue worldwide by quarter 2020-2021

Oculus Quest 2 headset revenue worldwide from 4th quarter 2020 to 1st quarter 2021 (in million U.S. dollars)



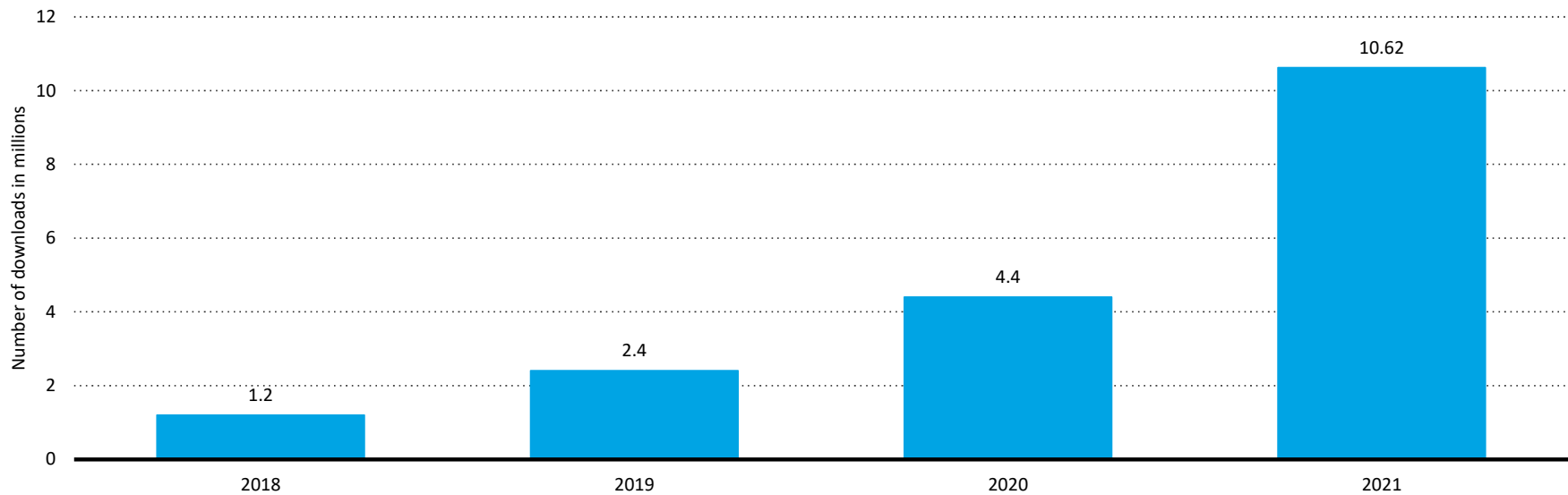
**Note(s):** Worldwide; Q4 2020 to Q1 2021

Further information regarding this statistic can be found on [page 103](#).

**Source(s):** AR Insider; Facebook [ID 1249867](#)

# Oculus mobile app global downloads 2018-2021

Number of downloads of the Oculus mobile app worldwide from 2018 to 2021 (in millions)



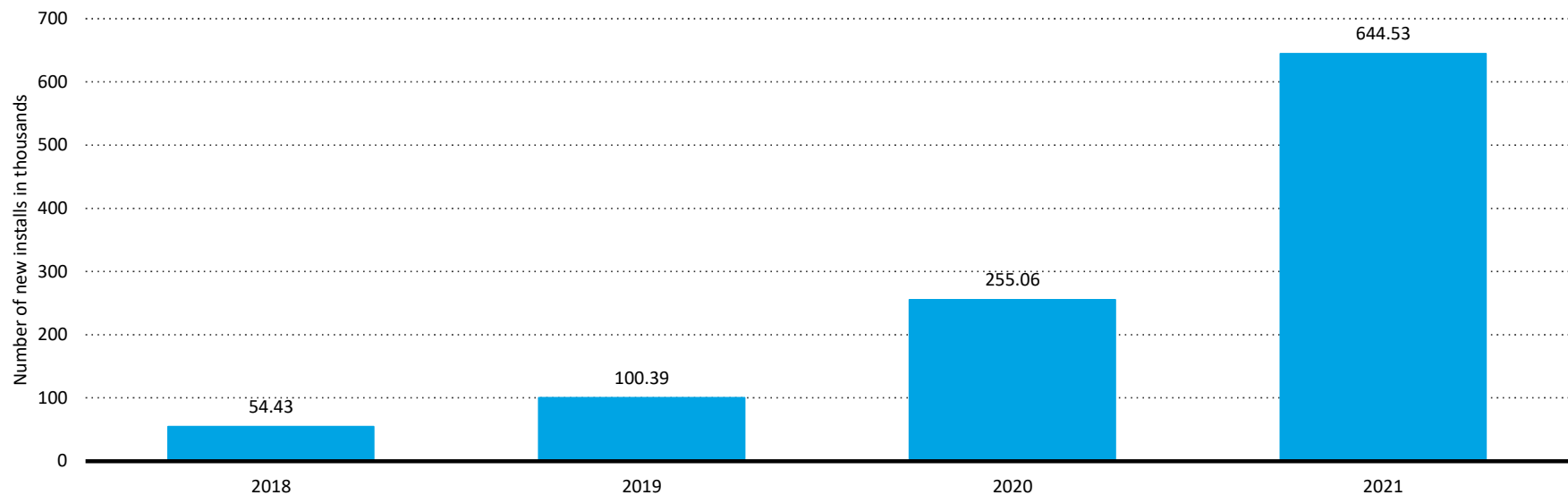
**Note(s):** Worldwide; 2018 to 2021

Further information regarding this statistic can be found on [page 104](#).

**Source(s):** TechCrunch; ApptopiaID 1283740

# Oculus mobile app global new installs during Christmas 2018-2021

Number of new installs of the Oculus mobile app worldwide between December 24 and 26 from 2018 to 2021 (in 1,000s)



**Note(s):** Worldwide; December 24 to 26, 2018 to 2021

Further information regarding this statistic can be found on [page 105](#).

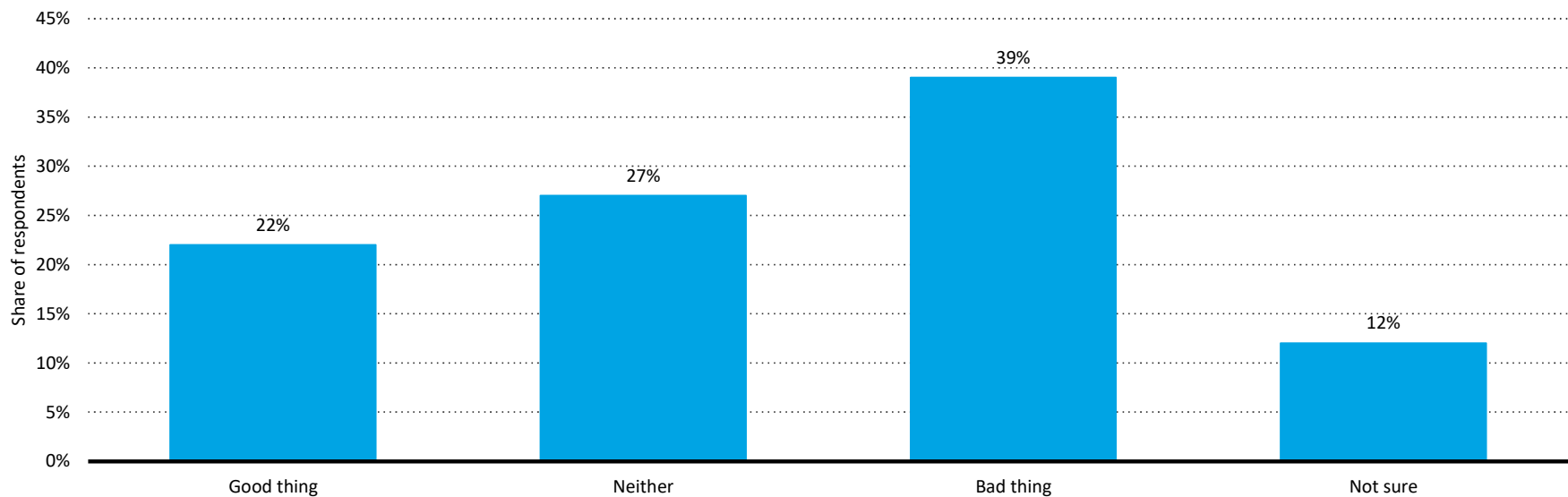
**Source(s):** TechCrunch; Apptopia [ID 1283725](#)

# Public opinion

Meta Platforms

# U.S. internet users who think social media is good or bad for society 2021

Share of internet users in the United States who think social media is a good or bad thing for society as of September 2021



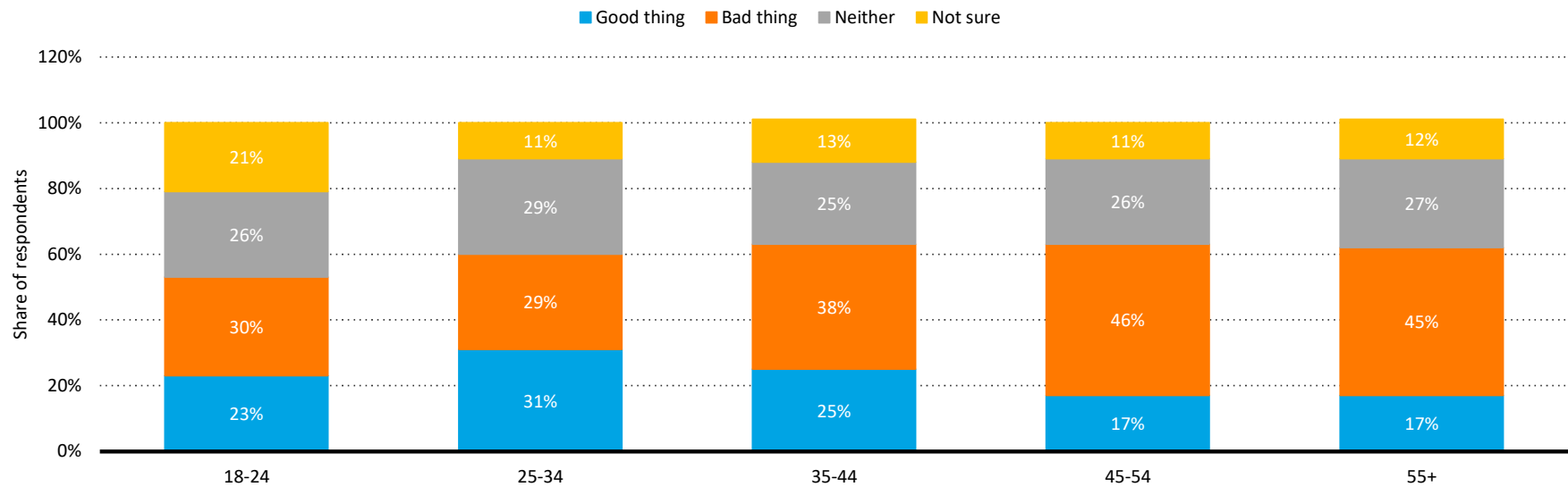
**Note(s):** United States; September 2021; 18 years and older; 7,134 respondents

Further information regarding this statistic can be found on [page 106](#).

**Source(s):** YouGov/[ID 1268213](#)

# U.S. internet users who think social media is good or bad for society 2021, by age

Share of internet users in the United States who think social media is a good or bad thing for society as of September 2021, by age group



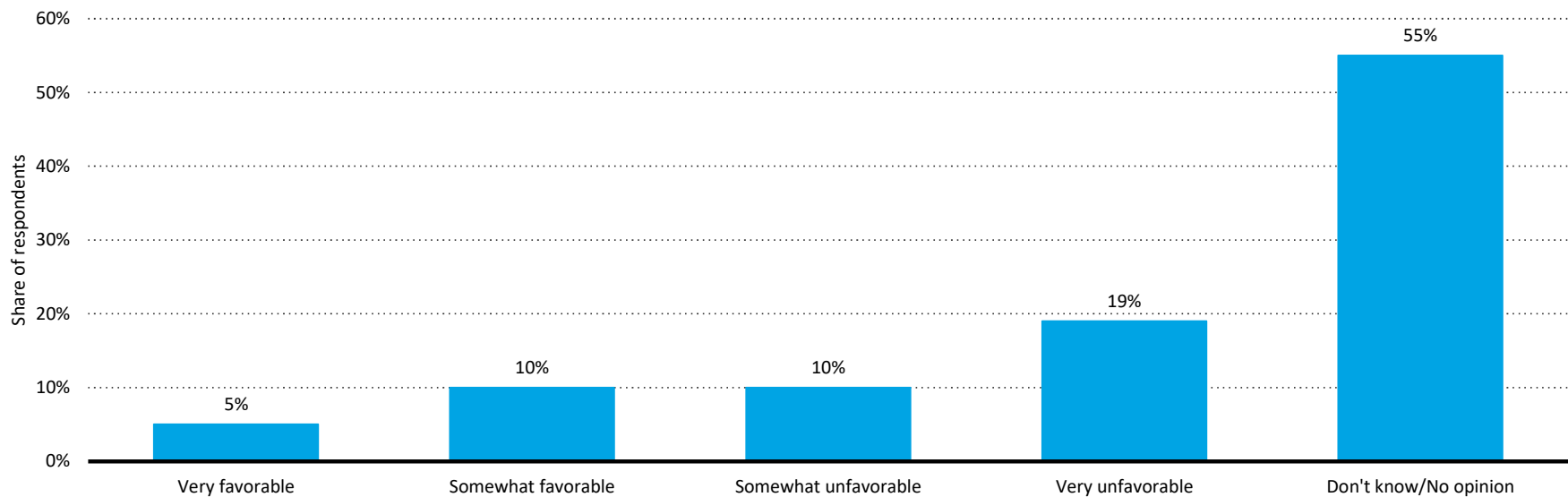
**Note(s):** United States; September 2021; 18 years and older; 7,134 respondents

Further information regarding this statistic can be found on [page 107](#).

**Source(s):** YouGov/[ID 1268356](#)

# U.S. adults who have a favorable opinion of Meta 2021

Share of adults in the United States who have a favorable opinion of Meta as of November 2021



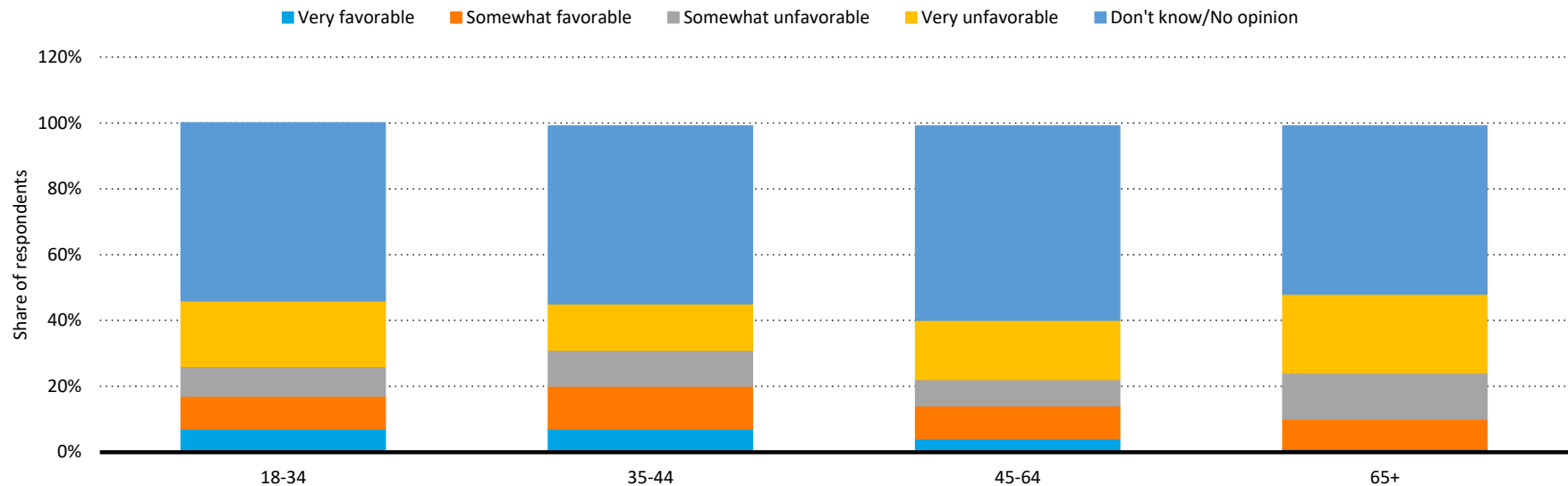
**Note(s):** United States; October 29 to November 1, 2021; 18 years and older; 2,200 respondents

Further information regarding this statistic can be found on [page 108](#).

**Source(s):** Morning Consult [ID 1278780](#)

# U.S. adults who have a favorable opinion of Meta 2021, by age group

Share of adults in the United States who have a favorable opinion of Meta as of November 2021, by age group



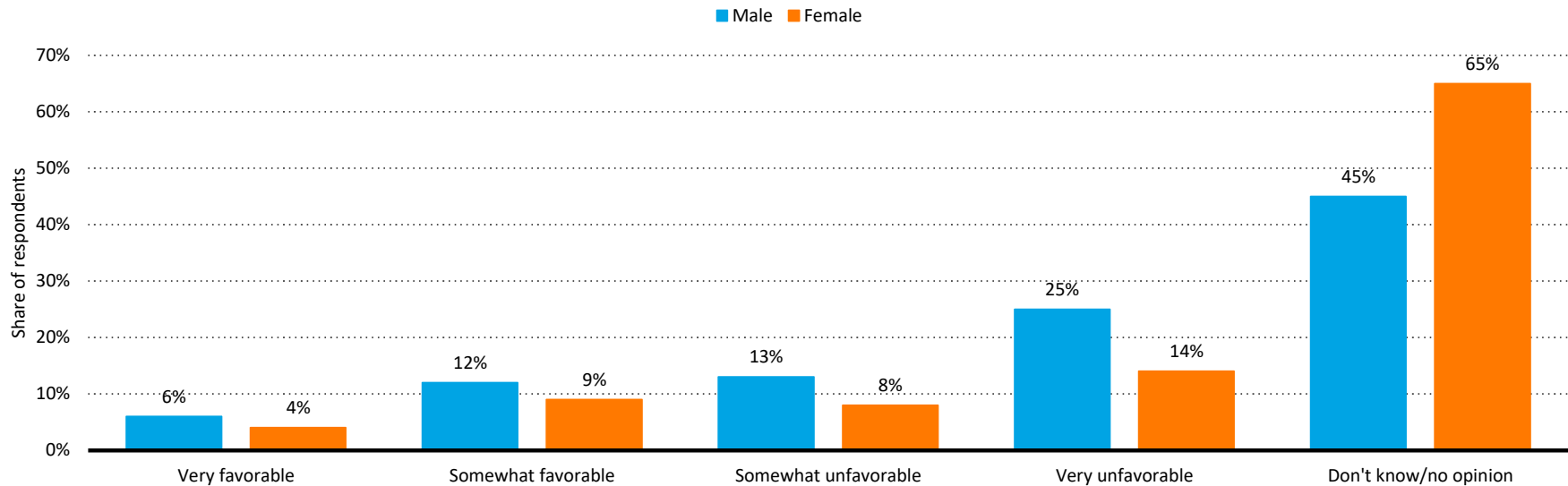
**Note(s):** United States; October 29 to November 1, 2021; 18 years and older; 2,200 respondents

Further information regarding this statistic can be found on [page 109](#).

**Source(s):** Morning Consult [ID 1278784](#)

# U.S. adults who have a favorable opinion of Meta 2021, by gender

Share of adults in the United States who have a favorable opinion of Meta as of November 2021, by gender



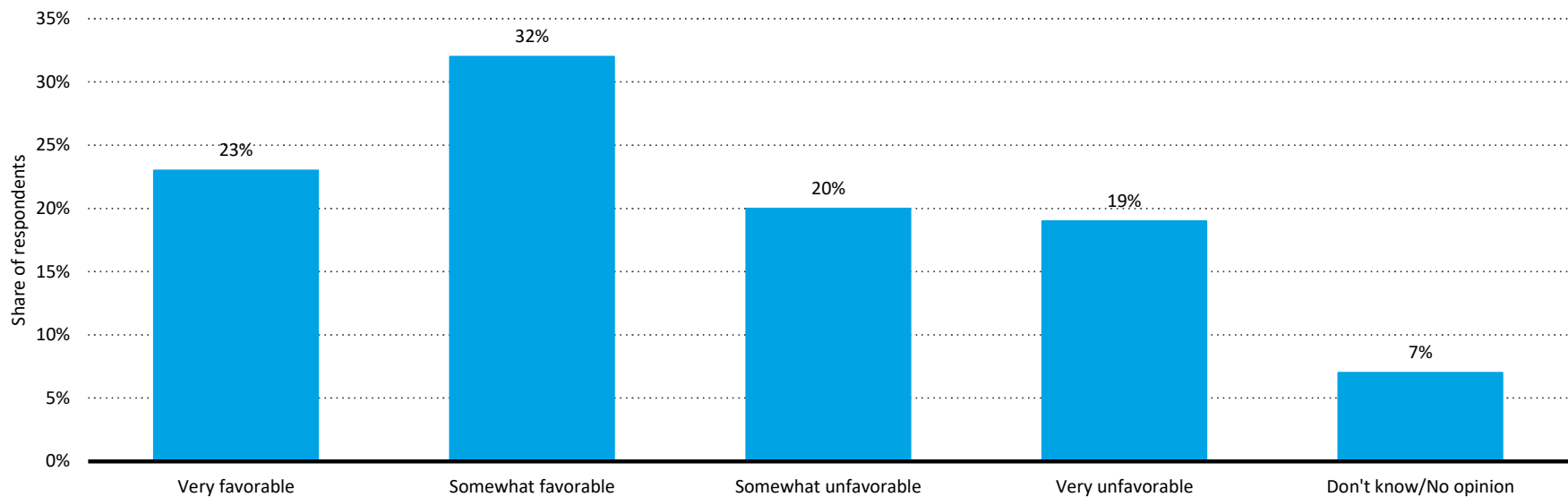
**Note(s):** United States; October 29 to November 1, 2021; 18 years and older; 2,200 respondents

Further information regarding this statistic can be found on [page 110](#).

**Source(s):** Morning Consult [ID 1278782](#)

# U.S. adults who have a favorable opinion of Facebook 2021

Share of adults in the United States who have a favorable opinion of Facebook as of November 2021



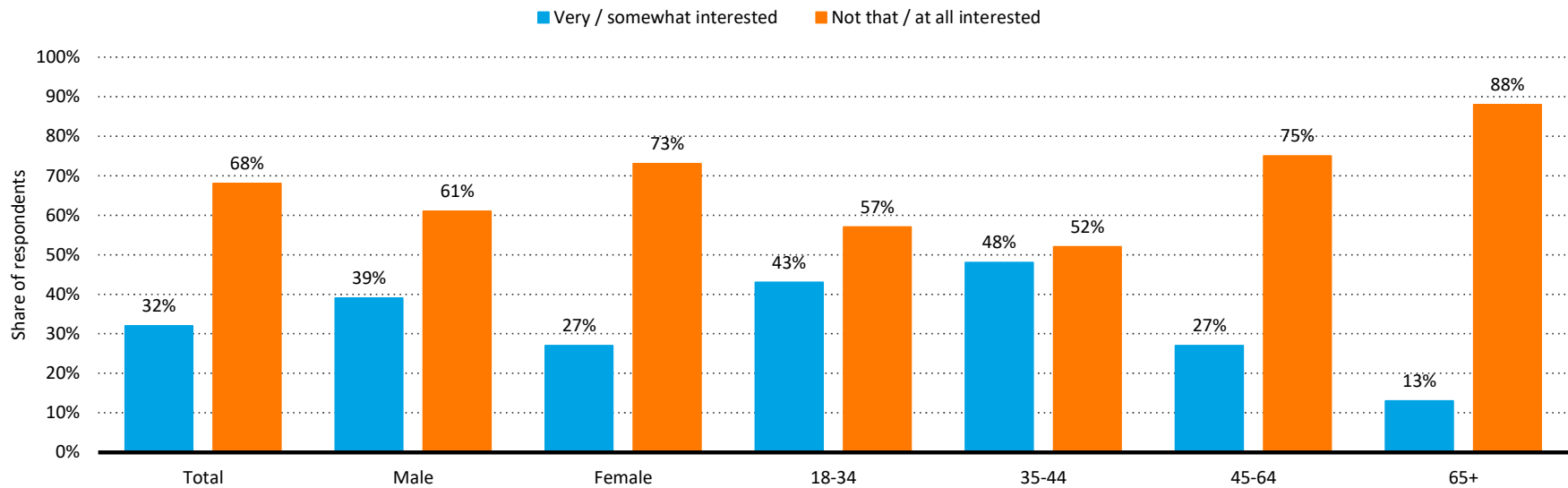
**Note(s):** United States; October 29 to November 1, 2021; 18 years and older; 2,200 respondents

Further information regarding this statistic can be found on [page 111](#).

**Source(s):** Morning Consult [ID 1277332](#)

# U.S. adult interest in Meta's VR project metaverse 2021

Share of adults in the United States who are interested in Meta's new virtual reality project known as the metaverse as of November 2021



**Note(s):** United States; October 29 to November 1, 2021; 18 years and older; 2,200 respondents

Further information regarding this statistic can be found on [page 112](#).

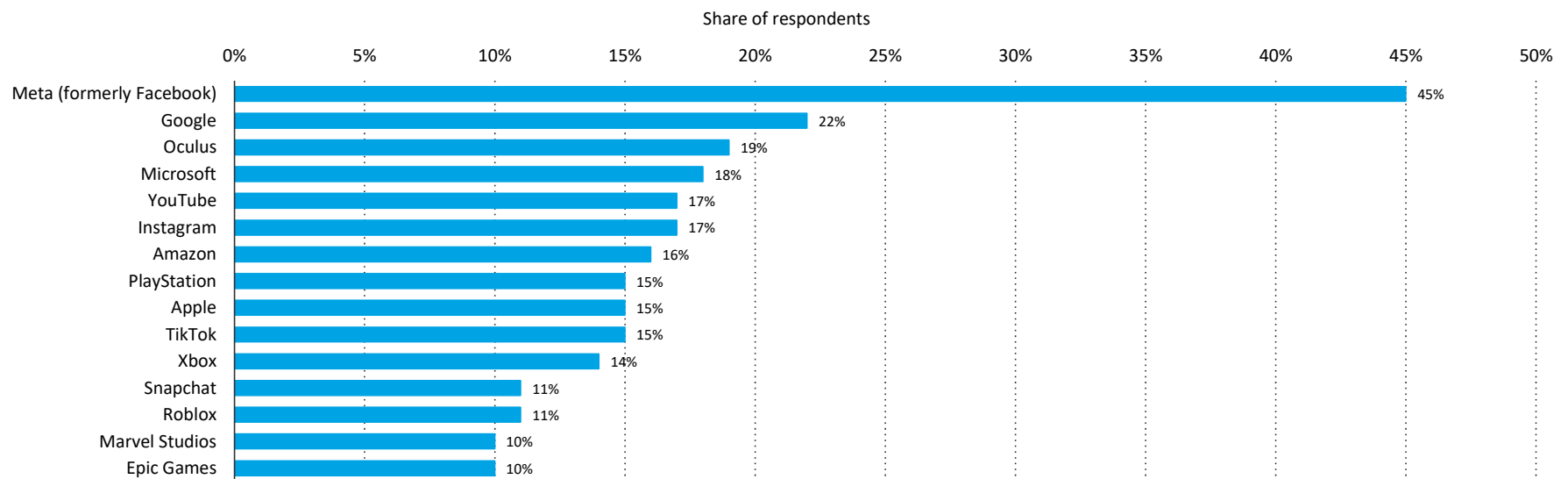
**Source(s):** Morning Consult [ID 1277855](#)

# Outlook: the metaverse

Meta Platforms

# U.S. adults brands most associated with the metaverse 2022

Brands most associated with the metaverse according to adults in the United States as of January 2022



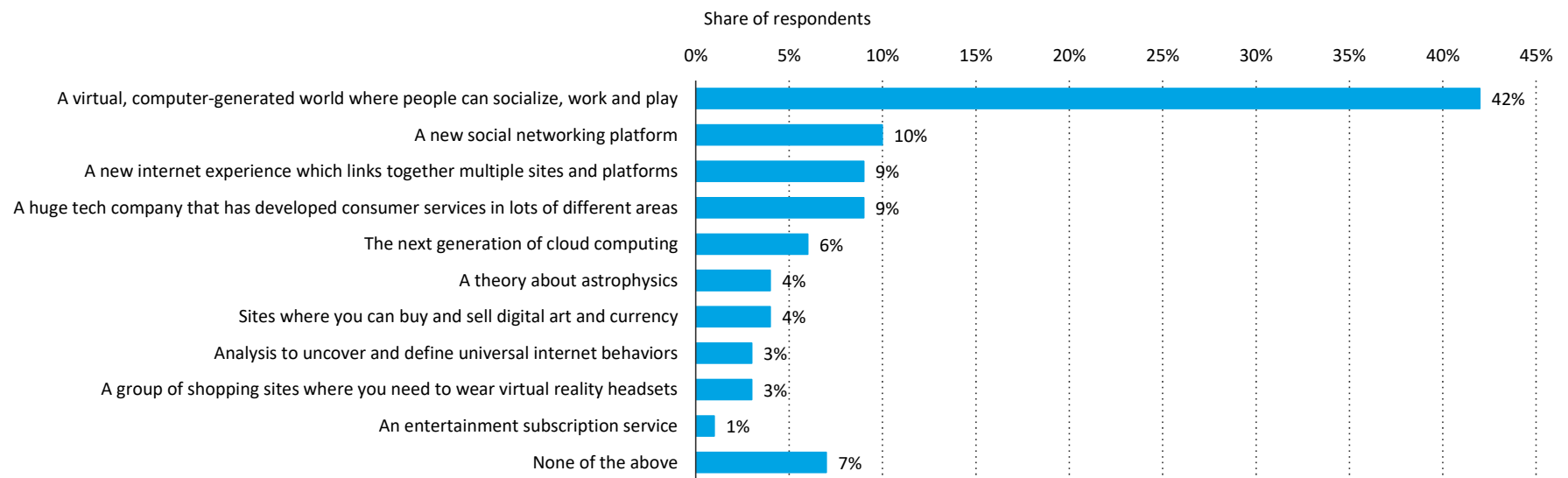
**Note(s):** United States; January 21 to January 24, 2022; 18 years and older; 1,001 respondents

Further information regarding this statistic can be found on [page 113](#).

**Source(s):** Ipsos [ID 1290674](#)

# U.S. adults descriptions of the metaverse 2022

Most accurate descriptions of the metaverse according to adults in the United States as of January 2022



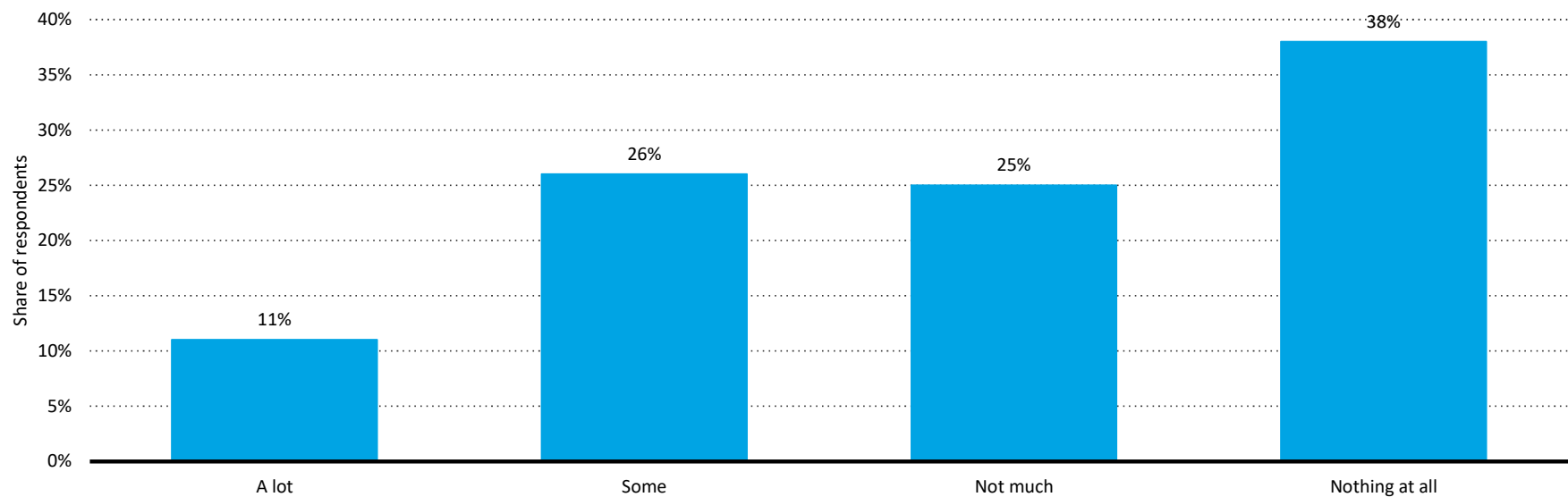
**Note(s):** United States; January 21 to January 24, 2022; 18 years and older; 1,001 respondents

Further information regarding this statistic can be found on [page 114](#).

**Source(s):** IpsosID 1290424

# U.S. adults who have heard of Facebook's VR project metaverse 2021

Share of adults in the United States who have heard of Facebook's virtual reality project metaverse as of November 2021



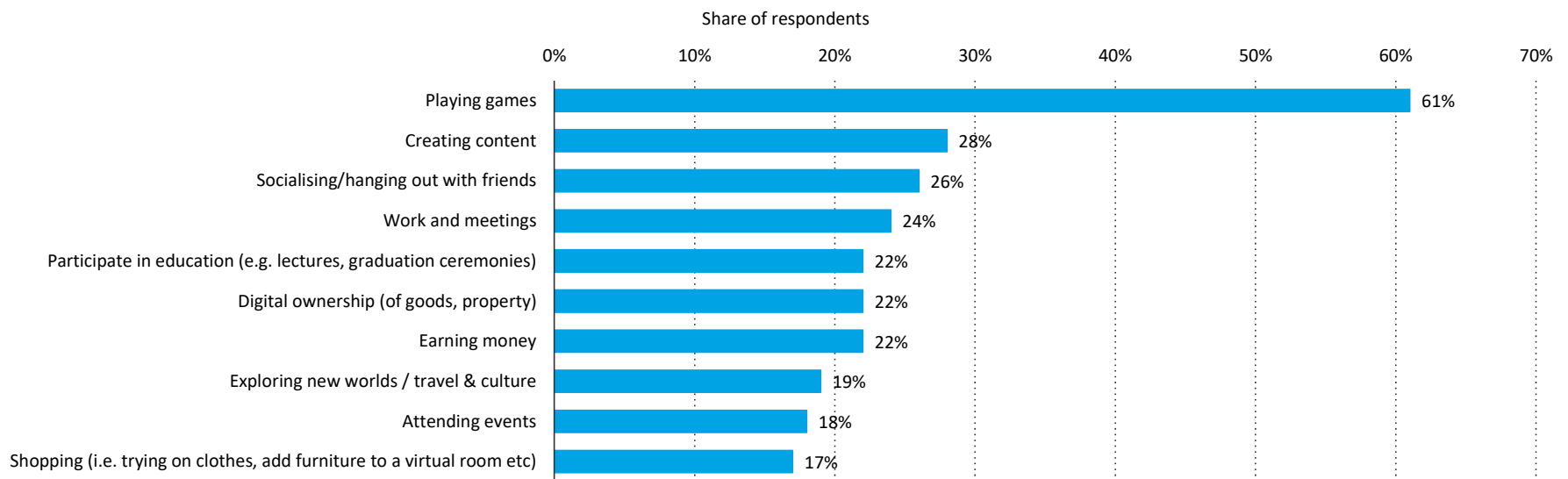
**Note(s):** United States; October 29 to November 1, 2021; 18 years and older; 2,200 respondents

Further information regarding this statistic can be found on [page 115](#).

**Source(s):** Morning Consult [ID 1278840](#)

# Planned metaverse usage according to U.S. gamers 2021

Prospective use of the metaverse according to video gamers in the United States as of November 2021



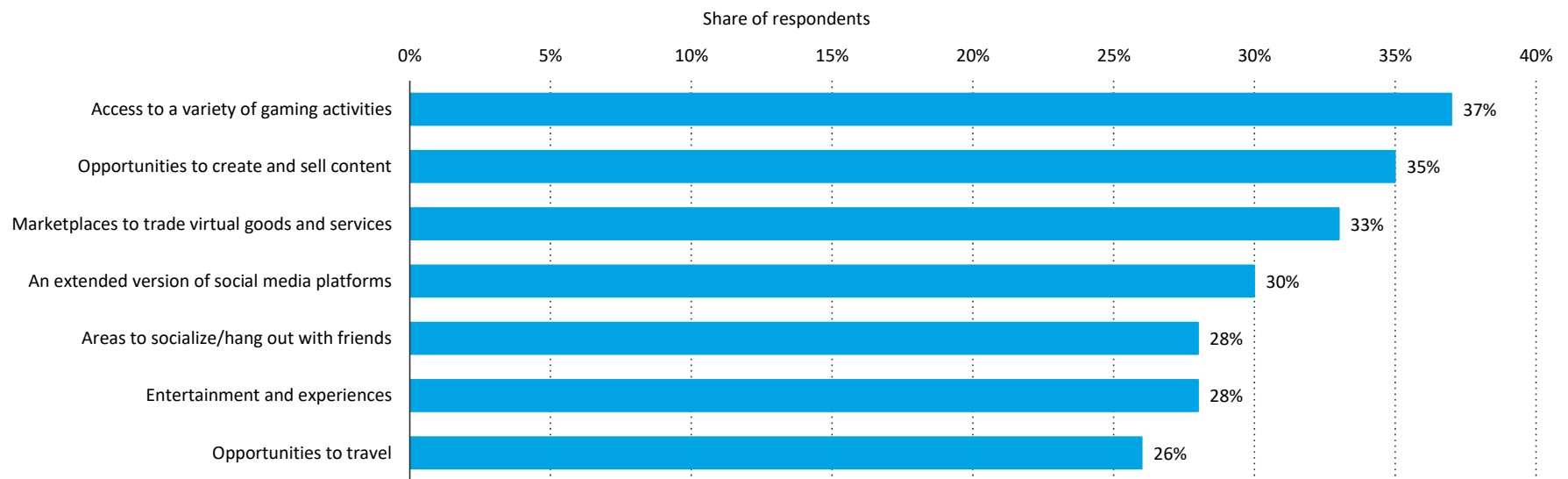
**Note(s):** United States; November 18 to 29, 2021; 1,000 respondents; gamers

Further information regarding this statistic can be found on [page 116](#).

**Source(s):** OnePoll; ImprobableID 1289236

# Metaverse feature expectations according to U.S. game developers 2021

Expected features of the metaverse according to video game developers in the United States as of November 2021



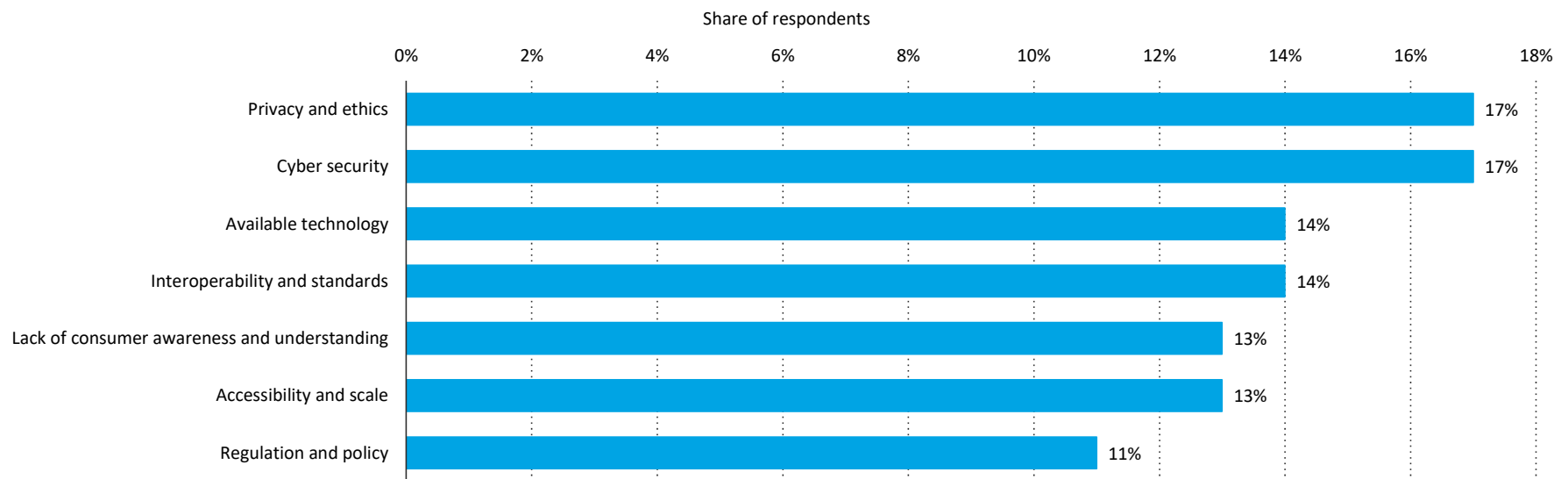
**Note(s):** United States; November 18 to 29, 2021; 400 respondents; game developers

Further information regarding this statistic can be found on [page 117](#).

**Source(s):** OnePoll; Improbable [ID 1289132](#)

# Leading barrier to creating the metaverse according to U.S. game developers 2021

Single biggest barrier to creating the metaverse according to video game developers in the United States as of November 2021



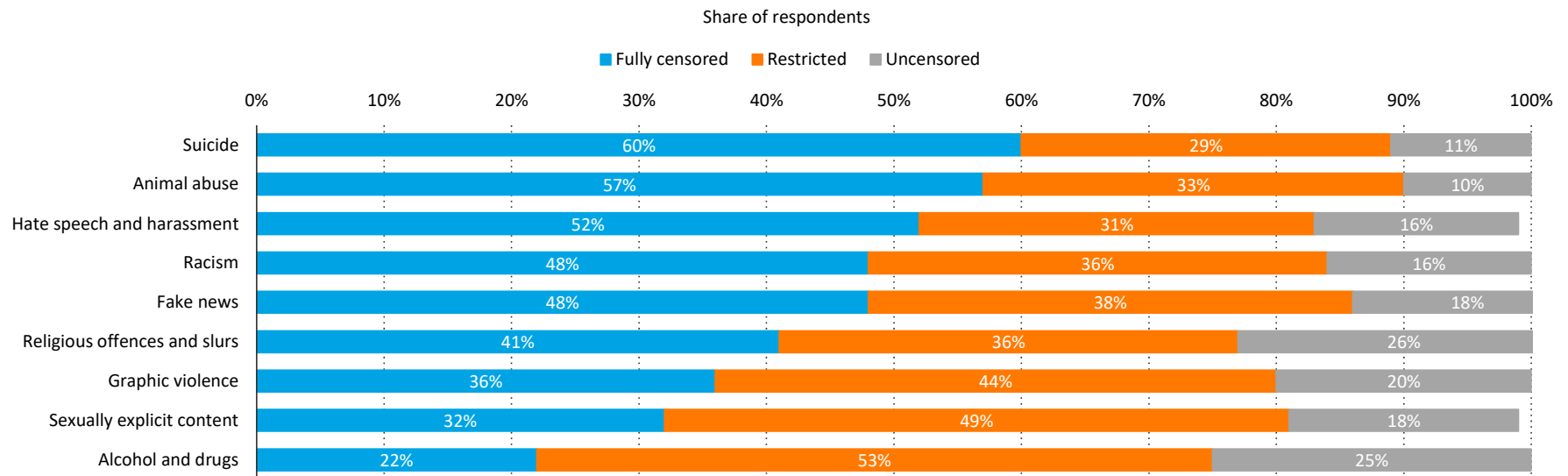
**Note(s):** United States; November 18 to 29, 2021; 400 respondents; game developers

Further information regarding this statistic can be found on [page 118](#).

**Source(s):** OnePoll; Various sources (Improbable) [ID 1289176](#)

# Metaverse content that should be censored worldwide 2021

Which contents of the metaverse should be censored or restricted?



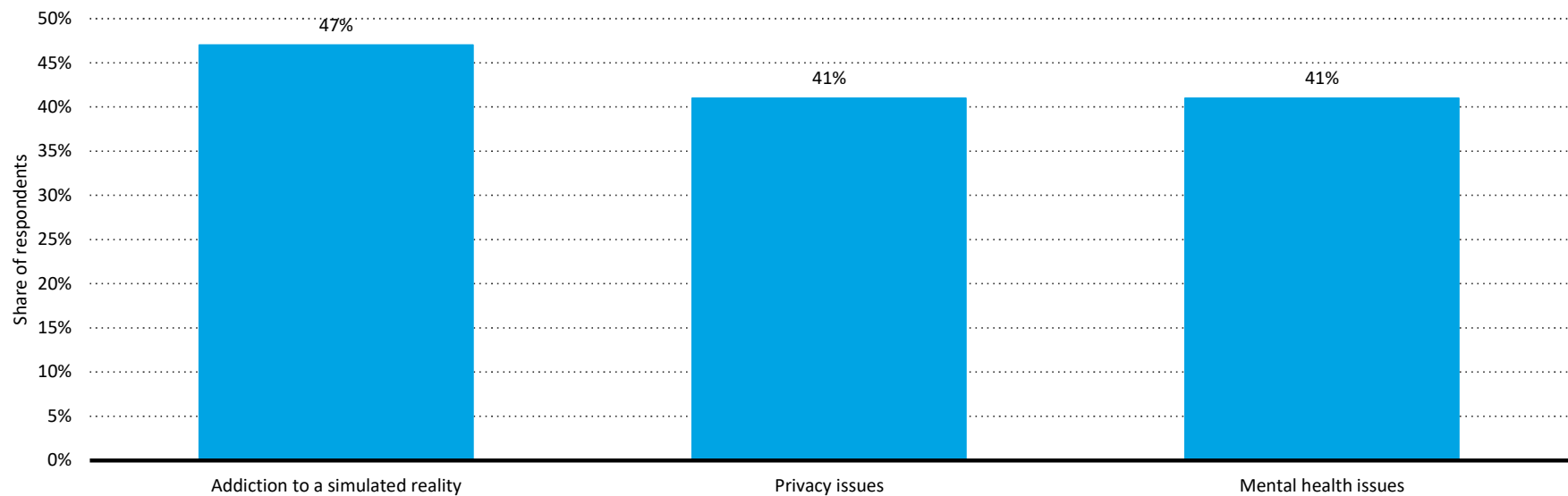
**Note(s):** Worldwide; 2021; 1,050 respondents

Further information regarding this statistic can be found on [page 119](#).

**Source(s):** TidioID 1288748

# Dangers of the metaverse worldwide 2021

Dangers of the metaverse according to internet users worldwide in 2021



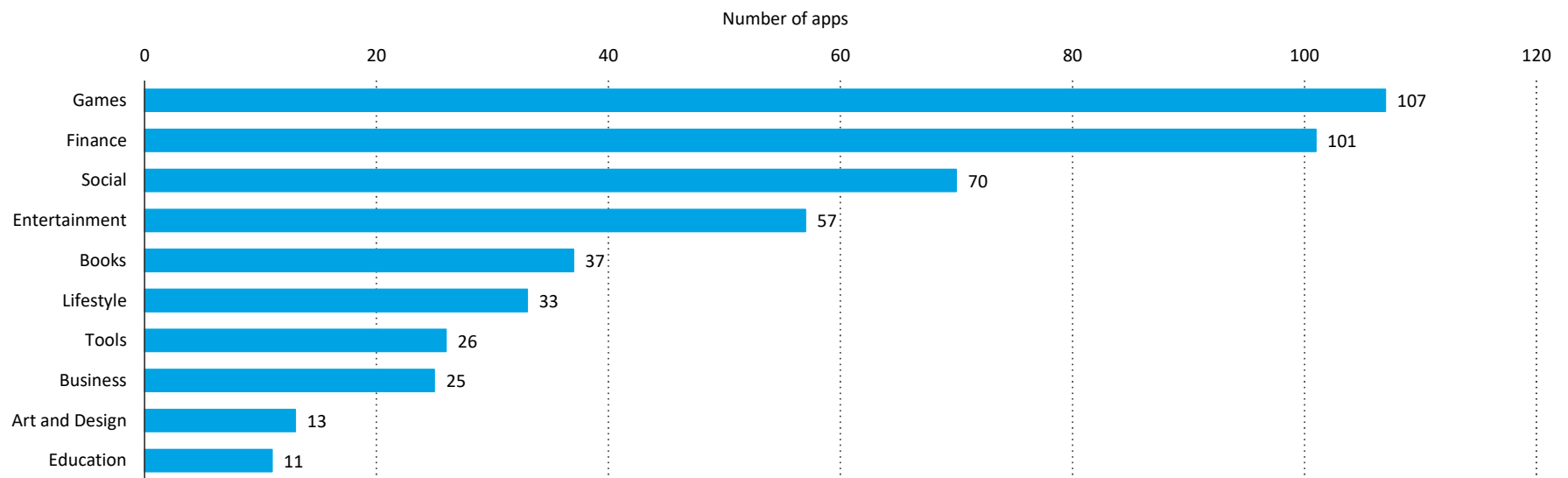
**Note(s):** Worldwide; 2021; 1,050 respondents

Further information regarding this statistic can be found on [page 120](#).

**Source(s):** PC Magazine; TidioID 1288822

# Number of apps with "metaverse" in their name 2022

Number of mobile apps with the keyword "metaverse" in their name or description as of February 2022, by category



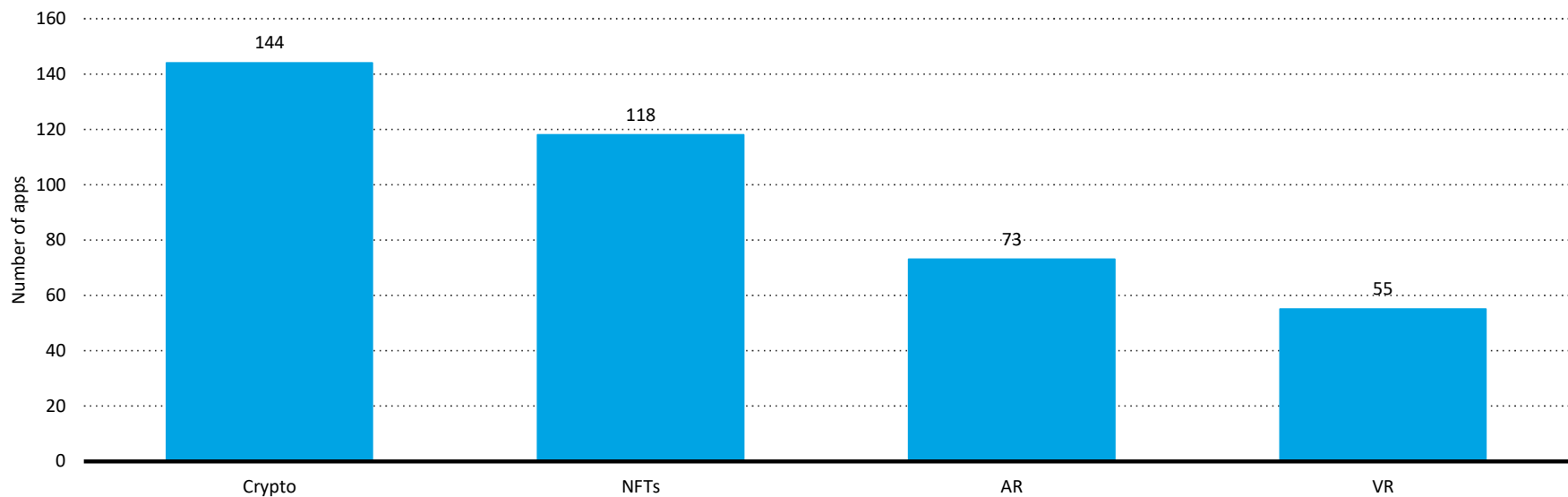
**Note(s):** Worldwide; February 2022

Further information regarding this statistic can be found on [page 121](#).

**Source(s):** Sensor Tower [ID 1289589](#)

# Apps mentioning selected keywords along with "metaverse" 2022

Number of mobile apps referring to the metaverse together with selected popular keywords as of February 2022



**Note(s):** Worldwide; February 2022; 552 apps including the keyword "metaverse"

Further information regarding this statistic can be found on [page 122](#).

**Source(s):** Sensor Tower; DIWID [1289576](#)

# References

Meta Platforms

# Global social networks ranked by number of users 2022

Most popular social networks worldwide as of January 2022, ranked by number of monthly active users (in millions)

## Source and methodology information

Source(s)	We Are Social; Various sources (Company data); Hootsuite; DataReportal; Kepios
Conducted by	Various sources (Company data); DataReportal; Kepios
Survey period	January 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	social networks and messenger/chat app/voip included; figures for TikTok does not include Douyin
Published by	We Are Social; Hootsuite; DataReportal
Publication date	January 2022
Original source	Digital 2022: Global digital overview, page 99
Website URL	<a href="#">visit the website</a>

## Notes:

\*Platforms have not published updated user figures in the past 12 months, figures may be out of date and less reliable \*\*Figure uses daily active users, so monthly active user number is likely higher

# Social media: global penetration rate 2022, by region

Global social network penetration rate as of January 2022, by region

## Source and methodology information

Source(s)	We Are Social; DataReportal; Hootsuite
Conducted by	DataReportal
Survey period	January 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Social media users as a share of total population
Published by	We Are Social; DataReportal; Hootsuite
Publication date	January 2022
Original source	Digital 2022: Global digital overview, page 90
Website URL	<a href="#">visit the website</a>

## Notes:

The source adds the following information: ""Users" may not represent unique individuals, so figures may exceed internet penetration values." Data are not comparable with previous reports.

# U.S. social media brands used most often 2015-2021

Most used social media brands in the United States from 2015 to 2021

## Source and methodology information

Source(s)	Edison Research; Triton Digital; Inside Radio
Conducted by	Edison Research; Triton Digital
Survey period	January 2021
Region(s)	United States
Number of respondents	1,507
Age group	12 years and older
Special characteristics	<i>n.a.</i>
Published by	Inside Radio
Publication date	March 2021
Original source	insideradio.com
Website URL	<a href="https://www.insideradio.com">visit the website</a>

## Notes:

n.a.

# U.S. adults who use selected social networks 2021

Share of internet users in the United States who use selected social media networks as of February 2021

## Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	January 25 to February 8, 2021
Region(s)	United States
Number of respondents	1,502
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	October 2021
Original source	<a href="https://www.pewresearch.org">pewresearch.org</a>
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# U.S. social media visits 2021, by frequency

Share of social media users in the United States who visit selected platforms as of February 2021, by frequency

## Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	January 25 to February 8, 2021
Region(s)	United States
Number of respondents	1,502
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	October 2021
Original source	<a href="https://www.pewresearch.org">pewresearch.org</a>
Website URL	<a href="#">visit the website</a>

## Notes:

According to the source: "Less frequency category includes users who visit these sites a few times a week, every few weeks or less often".

# Meta: annual revenue 2009-2021

Meta's (formerly Facebook Inc.) annual revenue from 2009 to 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2009 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, 80
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Meta: annual revenue 2009-2021, by segment

Meta's (formerly Facebook Inc.) annual revenue from 2009 to 2021, by segment (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2009 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Family of Apps (FoA) includes Advertising
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, 65
Website URL	<a href="#">visit the website</a>

## Notes:

<sup>1</sup>In 2019, "payments and other fees revenue" was renamed into "other revenue". <sup>2</sup>Beginning in the fourth quarter of 2021, we report our financial results based on two reportable segments: Family of Apps (FoA) and Reality Labs (RL). FoA includes Facebook, Instagram, Messenger, WhatsApp, and other serv

# Meta: advertising revenue worldwide 2009-2021

Meta's (formerly Facebook Inc.) advertising revenue worldwide from 2009 to 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2009 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, page 93
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Meta: worldwide marketing expenditure 2010-2021

Annual global marketing and sales costs of Meta (formerly Facebook Inc) from 2010 to 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2010 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	marketing and sales
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, page 67
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Meta ad spend 2014-2021

Advertising expense of Meta (formerly Facebook Inc.) from 2014 to 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2014 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, page 88
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Meta: annual EBIT 2008-2021

Annual Meta (formerly Facebook Inc.) EBIT from 2008 to 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2008 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	income before provision for income taxes
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, page 64
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Meta: annual net income 2018-2021

Annual Meta (formerly Facebook Inc.) net income from 2008 to 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2008 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, page 64
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Meta: worldwide quarterly revenue 2011-2021

Meta's (formerly Facebook Inc.) global revenue as of 4th quarter 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	Q4 2011 to Q4 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Q4 2021 Press Release, page 8
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Meta: worldwide quarterly revenue 2020-2021, by segment

Global revenue generated by Meta (formerly Facebook Inc.) as of 4th quarter 2021, by segment (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	Q4 2020 to Q4 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	November 2021
Original source	Meta Q4 2021 Earnings Presentation, page 4
Website URL	<a href="#">visit the website</a>

## Notes:

Beginning in the fourth quarter of 2021, we report our financial results based on two reportable segments: Family of Apps ( FoA) and Reality Labs (RL). FoA includes Facebook, Instagram, Messenger, WhatsApp, and other services. RL includes augmented and virtual reality related consumer hardware, soft

# Meta: quarterly net income 2010-2021

Meta's (formerly Facebook Inc.) net income from 1st quarter 2010 to 4th quarter 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	Q1 2010 to Q4 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	GAAP net income
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Q4 2021 Press Release, page 1
Website URL	<a href="#">visit the website</a>

## Notes:

In the fourth quarter of 2016, Facebook elected to early adopt ASU 2016-09. As such, 2016 quarterly GAAP net income includes the impact of the ASU 2016-09 adoption. Q1 2019 includes a 3 billion U.S. dollar legal expense accrued in Q1 2019 related to the ongoing FTC matter as discussed in Q1 2019 pre

# Meta: number of employees 2004-2021

Number of full-time Meta (formerly Facebook Inc.) employees from 2004 to 2021

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2004 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, page 10
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Global market capitalization of metaverse, Facebook and gaming 2021

Market capitalization of the metaverse, Facebook and gaming worldwide as of October 2021 (in trillion U.S. dollars)

## Source and methodology information

Source(s)	CoinGecko; Bloomberg; MVIS; Roundhill Investments
Conducted by	CoinGecko; Bloomberg; MVIS; Roundhill Investments
Survey period	October 29, 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grayscale
Publication date	November 2021
Original source	The Metaverse Web 3.0 Virtual Cloud Economies, page 9
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Market value of the largest internet companies worldwide 2021

Market capitalization of the largest internet companies worldwide as of February 2021 (in billion U.S. dollars)

## Source and methodology information

Source(s)	Various sources; Markinblog
Conducted by	Various sources; Markinblog
Survey period	2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Markinblog
Publication date	February 2021
Original source	markinblog.com
Website URL	<a href="#">visit the website</a>

## Notes:

Data drawn from various sources Figures have been rounded

# Market capitalization of the largest U.S. internet companies 2022

Market capitalization of the largest U.S. internet companies as of February 2022 (in billion U.S. dollars)

## Source and methodology information

Source(s)	Yahoo
Conducted by	Yahoo
Survey period	February 14, 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Yahoo
Publication date	February 2022
Original source	finance.yahoo.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Most valuable brands worldwide 2021

Leading brands worldwide in 2021, by brand value (in billion U.S. dollars)

## Source and methodology information

Source(s)	Interbrand
Conducted by	Interbrand
Survey period	2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Interbrand
Publication date	October 2021
Original source	interbrand.com
Website URL	<a href="#">visit the website</a>

## Notes:

Figures have been rounded.

# Biggest revenue source of leading tech companies 2020

Biggest revenue source of leading online and tech companies in most recently reported quarter ending March 2020

## Source and methodology information

Source(s)	Apple; Amazon; Microsoft; Facebook; Statista; Alphabet; PayPal; Spotify; eBay; Twitter; Alibaba; IAC
Conducted by	Statista; Alibaba; Amazon; Apple; eBay; Facebook; Alphabet; IAC; Microsoft; PayPal; Spotify; Twitter
Survey period	June 25, 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	June 2020
Original source	Source links can be found in the "more information" section
Website URL	<a href="#">visit the website</a>

## Notes:

This statistic covers each company's most recently reported quarterly figures, please note that this is not necessarily Q1 2020. \*Apple's fiscal Q2 2020 ended March 28, 2020 \*\* Microsoft's fiscal Q3 2020 ended March 31, 2020 IAC to spin off Match Group by Q2 2020. Data has been compiled by Statista u

# Workforce of leading global online companies 2014-2021

Number of employees of leading internet companies worldwide from 2014 to 2021

## Source and methodology information

Source(s)	Twitter; Amazon; Google; eBay; Alibaba; Yahoo; Facebook; LinkedIn; Statista; PayPal; Pinterest
Conducted by	Twitter; Amazon; Google; eBay; Alibaba; Yahoo; Facebook; LinkedIn; Statista; PayPal; Pinterest
Survey period	year-end 2014 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Twitter; Amazon; Google; eBay; Alibaba; Yahoo; Facebook; LinkedIn; Statista; PayPal; Pinterest
Publication date	March 2022
Original source	Annual company reports
Website URL	<a href="#">visit the website</a>

## Notes:

\* In July 2015, PayPal split from eBay to become an independent company. There are no separate figures regarding PayPal employees in 2014. \*\* Yahoo was acquired by Verizon Communications in June 2017. LinkedIn was acquired by Microsoft in December 2016. Alibaba FY 2020 ended March 31, 2020.

# Internet companies ranked by revenue 2017-2021

Leading online companies ranked by revenue from 2017 to 2021 (in billion U.S. dollars)

## Source and methodology information

Source(s)	Amazon; Apple; Alibaba; Alphabet; Meta Platforms; Tencent; Netflix; PayPal; Baidu; eBay
Conducted by	Amazon; Apple; Alibaba; Alphabet; Meta Platforms; Tencent; Netflix; PayPal; Baidu; eBay
Survey period	2017 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Amazon; Apple; Alibaba; Alphabet; Meta Platforms; Tencent; Netflix; PayPal; Baidu; eBay
Publication date	March 2022
Original source	Company filings
Website URL	<a href="#">visit the website</a>

## Notes:

\*Apple's fiscal year ends in September of each year. Alibaba's fiscal year ends March 31.

# Meta: monthly active product family users 2021

Cumulative number of monthly Meta (formerly Facebook Inc.) product users as of 4th quarter 2021 (in billions)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	Q2 2018 to Q4 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Facebook, WhatsApp, Instagram, and Messenger
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Q4 2021 Earnings Slides, page 11
Website URL	<a href="#">visit the website</a>

## Notes:

Meta: "We define a daily active person (DAP) as a registered and logged-in user of Facebook, Instagram, Messenger, and/or WhatsApp (collectively, our "Family" of products) who visited at least one of these Family products through a mobile device application or using a web or mobile browser on a give

# Meta: daily active product family users 2021

Cumulative number of daily Meta (formerly Facebook Inc.) product users as of 4th quarter 2021 (in billions)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	Q4 2018 to Q4 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Facebook, WhatsApp, Instagram, and Messenger
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Q4 2021 Earnings Slides, page 10
Website URL	<a href="#">visit the website</a>

## Notes:

Meta: "We define a daily active person (DAP) as a registered and logged-in user of Facebook, Instagram, Messenger, and/or WhatsApp (collectively, our "Family" of products) who visited at least one of these Family products through a mobile device application or using a web or mobile browser on a give

# Meta: average revenue per user 2011-2021

Meta's (formerly Facebook Inc.) average revenue per user (ARPU) from 2012 to 2021 (in U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2011 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, page 59
Website URL	<a href="#">visit the website</a>

## Notes:

*n.a.*

# Facebook: number of monthly active users worldwide 2008-2021

Number of monthly active Facebook users worldwide as of 4th quarter 2021 (in millions)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	Q3 2008 to Q4 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Q4 2021 Earnings Slides, page 14
Website URL	<a href="#">visit the website</a>

## Notes:

Facebook measures monthly active users as users that have logged in during the past 30 days. Figures do not include Instagram or WhatsApp users unless they would otherwise qualify as such users, respectively, based on their other activities on Facebook.

# Facebook: number of daily active users worldwide 2011-2021

Number of daily active Facebook users worldwide as of 4th quarter 2021 (in millions)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	Q1 2011 to Q4 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Q4 2021 Earnings Slides, page 13
Website URL	<a href="#">visit the website</a>

## Notes:

According to the source: "The numbers for DAUs and MAUs do not include users on Instagram, WhatsApp, or our other products unless they would otherwise qualify as DAUs or MAUs, respectively, based on their other activities on Facebook."

# Number of monthly active Instagram users 2013-2021

Number of monthly active Instagram users from January 2013 to December 2021 (in millions)

## Source and methodology information

Source(s)	Instagram; TechCrunch; CNBC
Conducted by	Instagram
Survey period	January 2013 to December 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Instagram; TechCrunch; CNBC
Publication date	December 2021
Original source	cnbc.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Countries with the most Instagram users 2022

Leading countries based on Instagram audience size as of January 2022 (in millions)

## Source and methodology information

Source(s)	We Are Social; Hootsuite; DataReportal
Conducted by	DataReportal
Survey period	January 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	13 years and older
Special characteristics	based on addressable ad audience
Published by	We Are Social; DataReportal; Hootsuite
Publication date	January 2022
Original source	Digital 2022: Global Overview Reprot, page 147
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Global WhatsApp users in selected countries 2021

Number of WhatsApp users in selected countries worldwide as of June 2021 (in millions)

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	June 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	October 2021
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>

## Notes:

Internet users of any age who access their WhatsApp account via any device at least once per month.

# Time taken for global social media platforms to reach 2 billion users 2021

Time taken for selected social media platforms to reach 2 billion active users worldwide as of December 2021 (in years)

## Source and methodology information

Source(s)	Axios
Conducted by	Axios
Survey period	December 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Axios
Publication date	December 2021
Original source	axios.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Most downloaded social media apps worldwide 2021

Leading social media apps worldwide in 2021, by downloads (in millions)

## Source and methodology information

Source(s)	Apptopia
Conducted by	Apptopia
Survey period	2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Apptopia
Publication date	December 2021
Original source	Worldwide and U.S. Download Leaders 2021, page 15
Website URL	<a href="#">visit the website</a>

## Notes:

According to the source: "All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data".

# Gender distribution of social media audiences worldwide 2022, by platform

Gender distribution of social media audiences worldwide as of January 2022, by platform

## Source and methodology information

Source(s)	DataReportal; We Are Social; Hootsuite; LinkedIn; Pinterest; Facebook; Twitter; Instagram; Snap Inc.
Conducted by	DataReportal; LinkedIn; Pinterest; Facebook; Twitter; Instagram; Snap Inc.
Survey period	January 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	13 years and older
Special characteristics	<i>n.a.</i>
Published by	DataReportal; We Are Social; Hootsuite
Publication date	January 2022
Original source	Digital 2022: Global digital overview, page 120, 142, 173, 184 and 192
Website URL	<a href="#">visit the website</a>

## Notes:

Figures represent addressable ad audiences, and may not totally reflect active users of member bases. \* LinkedIn audience is 18 years and older.

# Meta: Reality Labs annual segment revenue 2019-2021

Meta's (formerly Facebook Inc.) annual Reality Labs revenue from 2019 to 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2019 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, page 65
Website URL	<a href="#">visit the website</a>

## Notes:

According to the source: "RL includes our augmented and virtual reality related consumer hardware, software and content".

# Meta: Reality Labs annual operating income/loss 2019-2021

Meta's (formerly Facebook Inc.) annual Reality Labs segment operating loss from 2019 to 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	Facebook; Meta Platforms
Conducted by	Meta Platforms
Survey period	2019 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Meta Platforms
Publication date	February 2022
Original source	Meta Annual Report 2021, page 109
Website URL	<a href="#">visit the website</a>

## Notes:

According to the source: "RL includes our augmented and virtual reality related consumer hardware, software and content".

# Oculus Quest 2 units sold worldwide 2020-2021, by quarter

Oculus Quest 2 headset unit sales worldwide from 2020 to 2021, by quarter (in 1,000s)

## Source and methodology information

Source(s)	AR Insider; Facebook
Conducted by	AR Insider
Survey period	Q4 2020 to Q1 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	AR Insider
Publication date	May 2021
Original source	arinsider.co
Website URL	<a href="https://arinsider.co">visit the website</a>

## Notes:

The source indicates that these are estimated figures based on Facebook's quarterly non-advertising revenue.

# Oculus Quest 2 revenue worldwide by quarter 2020-2021

Oculus Quest 2 headset revenue worldwide from 4th quarter 2020 to 1st quarter 2021 (in million U.S. dollars)

## Source and methodology information

Source(s)	AR Insider; Facebook
Conducted by	AR Insider
Survey period	Q4 2020 to Q1 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	AR Insider
Publication date	May 2021
Original source	arinsider.co
Website URL	<a href="https://arinsider.co">visit the website</a>

## Notes:

The source indicates that these are estimated figures based on Facebook's quarterly non-advertising revenue.

# Oculus mobile app global downloads 2018-2021

Number of downloads of the Oculus mobile app worldwide from 2018 to 2021 (in millions)

## Source and methodology information

Source(s)	TechCrunch; Apptopia
Conducted by	Apptopia
Survey period	2018 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	TechCrunch
Publication date	January 2022
Original source	techcrunch.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Oculus mobile app global new installs during Christmas 2018-2021

Number of new installs of the Oculus mobile app worldwide between December 24 and 26 from 2018 to 2021 (in 1,000s)

## Source and methodology information

Source(s)	TechCrunch; Apptopia
Conducted by	Apptopia
Survey period	December 24 to 26, 2018 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	TechCrunch
Publication date	January 2022
Original source	techcrunch.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# U.S. internet users who think social media is good or bad for society 2021

Share of internet users in the United States who think social media is a good or bad thing for society as of September 2021

## Source and methodology information

Source(s)	YouGov
Conducted by	YouGov
Survey period	September 2021
Region(s)	United States
Number of respondents	7,134
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	YouGov
Publication date	September 2021
Original source	<a href="https://yougov.com">yougov.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: Do you think social media is more of a good thing or bad thing for society?

# U.S. internet users who think social media is good or bad for society 2021, by age

Share of internet users in the United States who think social media is a good or bad thing for society as of September 2021, by age group

## Source and methodology information

Source(s)	YouGov
Conducted by	YouGov
Survey period	September 2021
Region(s)	United States
Number of respondents	7,134
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	YouGov
Publication date	September 2021
Original source	<a href="https://yougov.com">yougov.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: Do you think social media is more of a good thing or bad thing for society?  
Values may not add up to 100 percent due to rounding.

# U.S. adults who have a favorable opinion of Meta 2021

Share of adults in the United States who have a favorable opinion of Meta as of November 2021

## Source and methodology information

Source(s)	Morning Consult
Conducted by	Morning Consult
Survey period	October 29 to November 1, 2021
Region(s)	United States
Number of respondents	2,200
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Morning Consult
Publication date	November 2021
Original source	National Tracking Poll #2110196, page 34
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: Do you have a favorable or unfavorable opinion of each of the following? Meta

# U.S. adults who have a favorable opinion of Meta 2021, by age group

Share of adults in the United States who have a favorable opinion of Meta as of November 2021, by age group

## Source and methodology information

Source(s)	Morning Consult
Conducted by	Morning Consult
Survey period	October 29 to November 1, 2021
Region(s)	United States
Number of respondents	2,200
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Morning Consult
Publication date	November 2021
Original source	National Tracking Poll #2110196, page 34
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: Do you have a favorable or unfavorable opinion of each of the following? Meta

# U.S. adults who have a favorable opinion of Meta 2021, by gender

Share of adults in the United States who have a favorable opinion of Meta as of November 2021, by gender

## Source and methodology information

Source(s)	Morning Consult
Conducted by	Morning Consult
Survey period	October 29 to November 1, 2021
Region(s)	United States
Number of respondents	2,200
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Morning Consult
Publication date	November 2021
Original source	National Tracking Poll #2110196, page 34
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: Do you have a favorable or unfavorable opinion of each of the following? Meta

# U.S. adults who have a favorable opinion of Facebook 2021

Share of adults in the United States who have a favorable opinion of Facebook as of November 2021

## Source and methodology information

Source(s)	Morning Consult
Conducted by	Morning Consult
Survey period	October 29 to November 1, 2021
Region(s)	United States
Number of respondents	2,200
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Morning Consult
Publication date	November 2021
Original source	National Tracking Poll #2110196, page 6
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "Do you have a favorable or unfavorable opinion of each of the following? Facebook"

# U.S. adult interest in Meta's VR project metaverse 2021

Share of adults in the United States who are interested in Meta's new virtual reality project known as the metaverse as of November 2021

## Source and methodology information

Source(s)	Morning Consult
Conducted by	Morning Consult
Survey period	October 29 to November 1, 2021
Region(s)	United States
Number of respondents	2,200
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Morning Consult
Publication date	November 2021
Original source	National Tracking Poll #2110196, page 70
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: Based on what you know, how interested are you in using Facebook's new virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment? Values exceeding 100 percent are due to rounding.

# U.S. adults brands most associated with the metaverse 2022

Brands most associated with the metaverse according to adults in the United States as of January 2022

## Source and methodology information

Source(s)	Ipsos
Conducted by	Ipsos
Survey period	January 21 to January 24, 2022
Region(s)	United States
Number of respondents	1,001
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	January 2022
Original source	ipsos.com
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: Which companies or brands do you most associated with the Metaverse?  
(Select all that apply)

# U.S. adults descriptions of the metaverse 2022

Most accurate descriptions of the metaverse according to adults in the United States as of January 2022

## Source and methodology information

Source(s)	Ipsos
Conducted by	Ipsos
Survey period	January 21 to January 24, 2022
Region(s)	United States
Number of respondents	1,001
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	January 2022
Original source	ipsos.com
Website URL	<a href="#">visit the website</a>

## Notes:

Which of the following best describes Metaverse? (select one) [Asked only to those familiar].  
According to the source: "The data is weighted so that the sample composition best reflects the demographic profile of the U.S. adult population according to the most recent census data."

# U.S. adults who have heard of Facebook's VR project metaverse 2021

Share of adults in the United States who have heard of Facebook's virtual reality project metaverse as of November 2021

## Source and methodology information

Source(s)	Morning Consult
Conducted by	Morning Consult
Survey period	October 29 to November 1, 2021
Region(s)	United States
Number of respondents	2,200
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Morning Consult
Publication date	November 2021
Original source	National Tracking Poll #2110196, page 42
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: How much have you seen, read or heard about each of the following?  
Facebook's virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment.

# Planned metaverse usage according to U.S. gamers 2021

Prospective use of the metaverse according to video gamers in the United States as of November 2021

## Source and methodology information

Source(s)	OnePoll; Improbable
Conducted by	OnePoll
Survey period	November 18 to 29, 2021
Region(s)	United States
Number of respondents	1,000
Age group	<i>n.a.</i>
Special characteristics	gamers
Published by	Improbable
Publication date	January 2022
Original source	Improbable Metaverse Poll - Gamers, page 5
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "What would you personally like to use the metaverse for?" More than one response allowed.

# Metaverse feature expectations according to U.S. game developers 2021

Expected features of the metaverse according to video game developers in the United States as of November 2021

## Source and methodology information

Source(s)	OnePoll; Improbable
Conducted by	OnePoll
Survey period	November 18 to 29, 2021
Region(s)	United States
Number of respondents	400
Age group	<i>n.a.</i>
Special characteristics	game developers
Published by	Improbable
Publication date	January 2022
Original source	Improbable Metaverse Poll - Game Developers, page 5
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "Which features do/would you expect to find in the metaverse?" More than one response allowed.

# Leading barrier to creating the metaverse according to U.S. game developers 2021

Single biggest barrier to creating the metaverse according to video game developers in the United States as of November 2021

## Source and methodology information

Source(s)	OnePoll; Various sources (Improbable)
Conducted by	OnePoll
Survey period	November 18 to 29, 2021
Region(s)	United States
Number of respondents	400
Age group	<i>n.a.</i>
Special characteristics	game developers
Published by	Various sources (Improbable)
Publication date	January 2022
Original source	Improbable Metaverse Poll - Game Developers, page 13
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "What do you see as the single biggest barrier to creating the metaverse?" Only one response allowed.

# Metaverse content that should be censored worldwide 2021

Which contents of the metaverse should be censored or restricted?

## Source and methodology information

Source(s)	Tidio
Conducted by	Tidio
Survey period	2021
Region(s)	Worldwide
Number of respondents	1,050
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Tidio
Publication date	December 2021
Original source	tidio.com
Website URL	<a href="https://tidio.com">visit the website</a>

## Notes:

The source did not provide an exact date of survey. Values may not sum up to 100 percent due to rounding.

# Dangers of the metaverse worldwide 2021

Dangers of the metaverse according to internet users worldwide in 2021

## Source and methodology information

Source(s)	PC Magazine; Tidio
Conducted by	Tidio
Survey period	2021
Region(s)	Worldwide
Number of respondents	1,050
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	PC Magazine
Publication date	December 2021
Original source	pcmag.com
Website URL	<a href="#">visit the website</a>

## Notes:

The source did not provide an exact date of survey.

# Number of apps with "metaverse" in their name 2022

Number of mobile apps with the keyword "metaverse" in their name or description as of February 2022, by category

## Source and methodology information

Source(s)	Sensor Tower
Conducted by	Sensor Tower
Survey period	February 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sensor Tower
Publication date	February 2022
Original source	<a href="https://sensortower.com">sensortower.com</a>
Website URL	<a href="https://sensortower.com">visit the website</a>

## Notes:

The source does not provide an exact survey date. The date provided is the publication date.

# Apps mentioning selected keywords along with "metaverse" 2022

Number of mobile apps referring to the metaverse together with selected popular keywords as of February 2022

## Source and methodology information

Source(s)	Sensor Tower; DIW
Conducted by	Sensor Tower
Survey period	February 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	552 apps including the keyword "metaverse"
Published by	DIW
Publication date	February 2022
Original source	<a href="https://digitalinformationworld.com">digitalinformationworld.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

The source does not provide an exact survey date. The date provided is the publication date.