

DATA AT A GLANCE

# Leading Countries in Facebook Users and Internet Users; Facebook is Normative Among the Wired Populations

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Facebook is undoubtedly the number one social network app in the world, with more than two billion active users each month. Facebook is frequently reported as immensely popular in a few countries, such as those in Asia, but, where exactly in the whole wide world does the app have the most numbers of users? Also, crucially, in countries where Facebook has the largest user-base, do their numbers of users constitute the bulk—or just a fraction—of the overall pools of their internet users?

Table 1 shows the top 10 countries worldwide having the most numbers of Facebook users (five of these countries are in Asia). The raw data analyzed in this report were drawn from Internet World Stats (2017) and Statista (2018). India tops the list, followed by the United States, Brazil, and Indonesia. Having a range of 41.0 million to 270.0 million Facebook users in 2018, these 10 countries had provided the app in that year with more than a billion, possibly ultra-dedicated, subscribers.

Moreover, Table 1 reveals that the world’s leading countries in Facebook users are as well the world’s leading countries in internet users, with an internet user-population ranging from 56.0 million to 462.0 million in 2017. India, the United States, Brazil, and Indonesia are the runaway leaders having about a billion internet users combined.

We divided each of the country-specific numbers of Facebook users in Table 1’s first column (the numerator) by each of the parallel country-specific numbers of internet users in Table 1’s second column (the denominator), and multiplied each quotient by 100; the overall results are shown in Table 1’s third column. We found that Facebook users comprised 58.4% to 100.0% of the internet users in 2017–2018 in

the 10 countries included in the analysis. Facebook, an app that continues reinventing itself, is indeed a way of life for many wired populations.

**Table 1**

*World’s Top 10 Countries in Facebook Users and Their Global Ranking in Internet Users, and Percentages of Facebook Users Among Internet Users*

<b>Top 10 Countries and Numbers of Facebook Users (in millions), 2018</b>	<b>Global Ranking in Terms of Internet Users (in millions), 2017</b>	<b>% of Facebook Users among Internet Users</b>
1. India – 270.0	2 (462.1)	58.4
2. United States – 210.0	3 (312.3)	67.2
3. Brazil – 130.0	4 (149.1)	87.2
4. Indonesia – 130.0	5 (143.3)	90.7
5. Mexico – 85.0	9 (85.0)	100.0
6. Philippines – 70.0	12 (67.0)	100.0
7. Vietnam – 59.0	13 (64.0)	92.2
8. Thailand – 50.0	16 (57.0)	87.7
9. Turkey – 44.0	18 (56.0)	78.6
10. United Kingdom – 41.0	14 (63.1)	64.9

## References

- Internet World Stats. (2017). Top 20 countries in internet users vs rest of the world – December 21, 2017. Retrieved from <https://www.internetworldstats.com/top20.htm>
- Statista. (2018). *Leading countries based on number of Facebook users as of July 2018 (in millions)*. Retrieved from <https://goo.gl/1J22EC>

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# Marked Gaps in International Tourist Arrivals in Countries with Contrasting Conditions

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In every nook and cranny of the world, countries are striving to scale up their international tourism arrivals, for the benefit of their national coffers as well as their domestic companies and workforce. The prospects of countries to draw more international tourists also depend on how they are classified by global organizations (e.g., the World Bank) according to their conditions. This report establishes the linkage between the economic-political classification of countries and their numbers of international tourist arrivals, defined as those who visit another country for less than 12 months for non-remunerative purposes.

With raw 1996-2016 data drawn from the World Bank (2018) and analyzed in this report, Table 1 suggests that countries in higher income levels, including those that are not fragile and not affected

by conflict, tend to have more international tourist arrivals. Countries at the top of the classification receive international tourists by several hundreds of millions during the period, while countries in the lower strata only receive either some millions or some tens of millions of international tourists. Regardless of classifications, the data clearly indicate that all countries have increases in their international tourist arrivals, with low-tiered countries seeing far more increases than their richer counterparts. For example, the former (e.g., Nepal) received 50% to 100% more in international tourists in 1996–2006 and in 2006–2016, while the latter (e.g., Singapore) received far less numbers (<40%). Data have tourism marketing and promotion implications for many countries throughout the world.

**Table 1**

*Number of International Tourist Arrivals by Countries Classified According to Economic-Political Conditions, 1996–2016*

Classification of Countries	Arrivals			% Change, 1996-2006, 2006-2016
	1996	2006	2016	
High income (e.g., Singapore)	390,435,530	538,504,917	749,546,775	37.9, 39.2
Upper-middle income (e.g., Russian Federation)	119,330,472	217,526,032	337,029,449	82.3, 54.9
Lower-middle income (e.g., Sudan)	34,553,041	84,928,134	133,242,209	145.8, 56.9
Low income (e.g., Nepal)	5,810,806	10,001,308	16,104,549	72.1, 61.0
Heavily-indebted poor countries (e.g., Malawi)	5,096,742	11,138,075	21,590,019	118.5, 93.8
Fragile and conflict affected countries (e.g., Afghanistan)	6,201,841	14,408,939	No data	132.3

## Reference

The World Bank. (2018). *International tourism, number of arrivals*. Retrieved from <https://data.worldbank.org/indicator/st.int.arvl>