

Global Study of "Delete Facebook Account" Search Behavior



Country	State	City	People Likely Affected by Breach	Average Monthly Searches	March '18 Searches	Change
Australia			311,127	41,370	80,750	95%
Australia		Melbourne		7,189	16,440	129%
Australia		Sydney		8,031	17,260	115%
Australia		Canberra		919	1,950	112%
Australia		Perth		3,427	6,070	77%
Australia		Brisbane		4,298	7,600	77%
Australia		Adelaide		2,683	4,500	68%
Australia		Gold Coast		1,065	1,760	65%
Australia		Wollongong		431	690	60%
Australia		Newcastle		576	890	55%
Australia		Geelong		280	430	54%
Brazil			443,117	233,037	241,130	3%
Brazil		São Paulo		22,577	22,700	1%
Brazil		Rio de Janeiro		11,966	10,950	-8%
Brazil		Brasília		6,515	6,430	-1%
Brazil		Salvador		4,039	3,780	-6%
Brazil		Fortaleza		5,006	4,030	-19%
Canada			622,161	45,825	126,040	175%
Canada		Vancouver		1,651	5,780	250%
Canada		Toronto		5,885	17,080	190%
Canada		Ottawa		1,963	5,540	182%
Canada		Calgary		2,922	7,330	151%
Canada		London		1,049	2,550	143%
Canada		Winnipeg		1,304	3,050	134%
Canada		Mississauga		1,598	3,620	127%
Canada		Vaughan		677	1,520	125%
Canada		Surrey		1,193	2,580	116%
Canada		Saskatoon		483	1,030	113%

Canada	Hamilton	1,221	2,590	112%	
Canada	Montreal	4,911	9,940	102%	
Canada	Edmonton	1,483	2,980	101%	
Canada	Markham	716	1,400	96%	
Canada	Brampton	1,398	2,680	92%	
Canada	Longueuil	286	540	89%	
Canada	Kitchener	1,155	2,170	88%	
Canada	Gatineau	888	1,430	61%	
Canada	Quebec City	1,510	2,330	54%	
Canada	Laval	1,171	1,760	50%	
France		211,667	118,065	135,480	15%
France	Lyon	2,588	3,040	17%	
France	Marseille	2,399	2,660	11%	
France	Paris	10,347	11,410	10%	
France	Toulouse	1,933	2,070	7%	
France	Strasbourg	1,108	1,150	4%	
France	Bordeaux	1,447	1,450	0%	
France	Nantes	1,265	1,290	0%	
France	Lille	1,374	1,370	0%	
France	Nice	1,377	1,320	-4%	
France	Montpellier	1,295	1,210	-7%	
Germany		310,000	166,670	244,190	47%
Germany	Hamburg	6,359	10,140	59%	
Germany	Berlin	10,244	15,010	47%	
Germany	Stuttgart	3,016	4,300	43%	
Germany	Munich	5,442	7,500	38%	
Germany	Essen	2,629	3,620	38%	
Germany	Düsseldorf	2,636	3,550	35%	
Germany	Dortmund	2,769	3,710	34%	
Germany	Cologne	5,293	7,050	33%	
Germany	Frankfurt	3,736	4,680	25%	
Germany	Leipzig	2,356	2,760	17%	
India		562,455	408,342	611,060	50%

India	Mumbai	10,468	15,300	46%	
India	Bangalore	19,076	26,300	38%	
India	Ahmedabad	6,043	8,200	36%	
India	Surat	1,780	2,390	34%	
India	Hyderabad	10,966	14,660	34%	
India	Chennai	11,443	14,880	30%	
India	Jaipur	6,185	7,940	28%	
India	Pune	10,166	12,790	26%	
India	Delhi	16,490	20,500	24%	
India	Kolkata	11,811	13,700	16%	
Indonesia		1,096,666	78,663	72,110	-8%
Indonesia	Jakarta	13,431	9,700	-28%	
Indonesia	Surabaya	6,705	4,630	-31%	
Indonesia	Bandung	3,745	2,880	-23%	
Italy		214,134	91,066	104,150	14%
Italy	Milan	5,027	6,180	23%	
Italy	Bologna	1,796	1,980	10%	
Italy	Turin	2,697	2,910	8%	
Italy	Genoa	1,754	1,890	8%	
Italy	Rome	7,396	7,790	5%	
Italy	Palermo	2,317	2,310	0%	
Italy	Bari	1,416	1,400	-1%	
Italy	Florence	1,756	1,720	-2%	
Italy	Catania	1,488	1,350	-9%	
Italy	Naples	3,504	3,140	-10%	
Mexico		789,880	122,573	128,890	5%
Mexico	Ciudad Juárez	1,661	1,920	16%	
Mexico	Ecatepec	2,668	2,880	8%	
Mexico	Monterrey	2,778	2,940	6%	
Mexico	Guadalajara	3,821	4,030	5%	
Mexico	Mexico City	7,516	5,090	-32%	
Netherlands		89,373	64,136	103,360	61%
Netherlands	Utrecht	1,869	2,730	46%	

Netherlands	Rotterdam		3,735	5,330	43%
Netherlands	Eindhoven		1,398	1,930	38%
Netherlands	The Hague		2,649	3,610	36%
Netherlands	Amsterdam		4,097	4,670	14%
New Zealand		63,724	7,856	15,950	103%
New Zealand	Wellington		686	1,540	124%
New Zealand	Auckland		2,945	5,210	77%
New Zealand	Christchurch		982	1,600	63%
New Zealand	Hamilton		513	790	54%
New Zealand	Tuaranga		347	520	50%
Philippines		1,175,870	35,598	43,330	22%
Philippines	Quezon City		4,996	5,520	10%
Philippines	Davao City		1,225	1,160	-5%
Philippines	Manila		2,487	2,340	-6%
Romania		122,421	6,979	9,290	33%
Romania	Cluj-Napoca		320	400	25%
Romania	Bucarest		1,345	1,620	20%
Romania	Timișoara		299	300	0%
Spain		136,985	53,017	65,980	24%
Spain	Zaragoza		1,145	1,580	38%
Spain	Valencia		1,963	2,360	20%
Spain	Madrid		5,475	6,560	20%
Spain	Barcelona		3,286	3,910	19%
Spain	Seville		1,808	2,070	14%
United Kingdom		1,079,031	118,792	239,240	101%
United Kingdom	London		16,027	38,370	139%
United Kingdom	Brighton		516	1,180	129%
United Kingdom	Bristol		1,508	3,180	111%
United Kingdom	Edinburgh		1,304	2,580	98%
United Kingdom	Sunderland		406	790	95%
United Kingdom	Sheffield		1,381	2,670	93%
United Kingdom	Cardiff		786	1,480	88%
United Kingdom	Coventry		1,004	1,700	69%

United Kingdom		Leicester	819	1,350	65%
United Kingdom		Belfast	1,241	2,010	62%
United Kingdom		Newcastle	932	1,500	61%
United Kingdom		Liverpool	2,046	3,110	52%
United Kingdom		Glasgow	2,220	3,370	52%
United Kingdom		Manchester	1,932	2,930	52%
United Kingdom		Leeds	2,035	3,030	49%
United Kingdom		Hull	762	1,100	44%
United Kingdom		Birmingham	3,023	4,330	43%
United Kingdom		Nottingham	924	1,310	42%
United Kingdom		Stoke-on-Trent	626	820	31%
United Kingdom		Bradford	991	1,260	27%
United States			70,632,350	474,812	1,101,460
United States	California	San Francisco	2,493	8,830	254%
United States	Washington	Seattle	2,759	9,210	234%
United States	California	San Jose	2,297	7,080	208%
United States	Oregon	Portland	2,286	6,930	203%
United States	Texas	Austin	2,700	7,030	160%
United States	California	San Diego	3,113	8,050	159%
United States	Minnesota	Minneapolis	2,325	5,820	150%
United States	California	Los Angeles	8,664	21,280	146%
United States	Vermont	Burlington	203	490	141%
United States	New York	New York	15,615	36,550	134%
United States	Maine	Portland	432	990	129%
United States	Colorado	Denver	3,276	7,440	127%
United States	Massachusetts	Boston	2,203	4,980	126%
United States	Connecticut	Hartford	657	1,430	118%
United States	Utah	Salt Lake City	1,588	3,440	117%
United States	Washington D.C.	Washington D.C.	2,626	5,670	116%
United States	Alaska	Anchorage	687	1,480	115%
United States	Hawaii	Honolulu	931	1,990	114%
United States	New Hampshire	Manchester	334	710	113%
United States	Idaho	Boise	742	1,570	112%

United States	Illinois	Chicago	7,136	15,000	110%
United States	Arizona	Phoenix	3,710	7,740	109%
United States	Wisconsin	Milwaukee	1,481	3,070	107%
United States	Arkansas	Little Rock	566	1,170	107%
United States	Louisiana	New Orleans	958	1,970	106%
United States	Iowa	Des Moines	674	1,380	105%
United States	Ohio	Columbus	1,794	3,650	103%
United States	Kentucky	Louisville	1,549	3,140	103%
United States	Nebraska	Omaha	1,349	2,710	101%
United States	Kentucky	Louisville	1,598	3,210	101%
United States	South Carolina	Charleston	648	1,300	101%
United States	Pennsylvania	Philadelphia	3,336	6,650	99%
United States	Rhode Island	Providence	706	1,380	95%
United States	Montana	Billings	335	650	94%
United States	Delaware	Wilmington	429	830	93%
United States	Tennessee	Nashville	1,915	3,690	93%
United States	Maryland	Baltimore	2,045	3,940	93%
United States	Nevada	Las Vegas	3,201	6,060	89%
United States	New Mexico	Albuquerque	1,826	3,450	89%
United States	Georgia	Atlanta	3,209	6,060	89%
United States	Alabama	Birmingham	1,160	2,190	89%
United States	Virginia	Virginia Beach	1,040	1,960	88%
United States	Oklahoma	Oklahoma City	1,424	2,680	88%
United States	Florida	Miami	2,775	5,110	84%
United States	Wyoming	Cheyenne	268	490	83%
United States	Kansas	Wichita	822	1,490	81%
United States	South Dakota	Sioux Falls	439	790	80%
United States	Texas	Houston	6,426	11,480	79%
United States	Florida	Jacksonville	1,756	3,130	78%
United States	New Jersey	Newark	717	1,250	74%
United States	Texas	Dallas	4,244	7,270	71%
United States	North Carolina	Charlotte	2,397	4,100	71%
United States	North Dakota	Fargo	316	540	71%

United States	Tennessee	Memphis	1,644	2,750	67%
United States	Texas	Fort Worth	2,004	3,350	67%
United States	Indiana	Indianapolis	2,121	3,440	62%
United States	Texas	San Antonio	3,769	5,790	54%
United States	Michigan	Detroit	2,056	3,010	46%
United States	West Virginia	Charleston	368	530	44%
United States	Mississippi	Jackson	756	1,030	36%
United States	Texas	El Paso	1,946	2,570	32%
United States	Oregon		6,291	20,300	223%
United States	Washington		11,034	34,250	210%
United States	Vermont		1,028	2,950	187%
United States	Massachusetts		10,275	27,800	171%
United States	Colorado		9,360	25,130	168%
United States	California		58,570	155,040	165%
United States	Minnesota		7,269	18,700	157%
United States	Maine		2,117	5,420	156%
United States	Connecticut		5,041	12,830	155%
United States	Virginia		11,825	29,620	150%
United States	Maryland		7,880	19,160	143%
United States	New Hampshire		1,939	4,700	142%
United States	New York		29,978	72,630	142%
United States	Arizona		10,786	25,540	137%
United States	Montana		1,654	3,910	136%
United States	Alaska		1,125	2,620	133%
United States	Wisconsin		6,806	15,450	127%
United States	New Jersey		12,268	27,700	126%
United States	Utah		5,082	11,440	125%
United States	Florida		28,324	62,910	122%
United States	Iowa		3,746	8,310	122%
United States	Pennsylvania		16,837	37,250	121%
United States	Illinois		19,085	42,140	121%
United States	Michigan		13,525	29,770	120%
United States	Idaho		2,651	5,810	119%

United States	Kansas		3,759	8,170	117%
United States	Rhode Island		1,792	3,890	117%
United States	Missouri		8,322	17,910	115%
United States	Ohio		15,432	32,850	113%
United States	North Carolina		15,690	33,370	113%
United States	North Dakota		1,102	2,340	112%
United States	Nebraska		2,814	5,910	110%
United States	Nevada		5,268	10,880	107%
United States	Hawaii		2,332	4,760	104%
United States	Oklahoma		5,297	10,660	101%
United States	Kentucky		6,702	13,070	95%
United States	Delaware		1,493	2,910	95%
United States	Tennessee		10,351	19,970	93%
United States	Indiana		8,882	16,980	91%
United States	New Mexico		4,008	7,620	90%
United States	South Dakota		1,254	2,370	89%
United States	Wyoming		991	1,870	89%
United States	Georgia		15,706	29,520	88%
United States	Texas		44,294	82,690	87%
United States	South Carolina		7,370	13,710	86%
United States	West Virginia		2,685	4,930	84%
United States	Alabama		7,384	12,590	71%
United States	Louisiana		6,422	10,900	70%
United States	Arkansas		4,100	6,900	68%
United States	Mississippi		4,192	6,270	50%
Vietnam		427,446	136,554	164,380	20%
Vietnam	Ho Chi Minh City		29,780	33,460	12%
Vietnam	Hai Phong		2,181	2,400	10%
Vietnam	Hanoi		11,394	11,090	-3%