we are social

2014 EDITION

GLOBAL DIGITAL STATISTICS 2014

WE ARE SOCIAL'S SNAPSHOT OF KEY DIGITAL INDICATORS

COUNTRIES DETAILED IN THIS REPORT

1 ARGENTINA
2 AUSTRALIA
3 BRAZIL
4 CANADA
5 CHINA
6 FRANCE
7 GERMANY
8 INDIA
9 INDONESIA
10 ITALY
11 JAPAN
12 MEXICO
13 NIGERIA
14 POLAND
15 RUSSIA
16 SAUDI ARABIA
17 SINGAPORE
18 SOUTH AFRICA
19 SOUTH KOREA
20 TURKEY
21 THAILAND
22 UNITED ARAB EMIRATES
23 UNITED KINGDOM
24 UNITED STATES

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PLEASE CONTACT US FOR REPORTS ON OTHER COUNTRIES & REGIONS:

SAYHELLO@WEARESOCIAL.SG

@WEARESOCIALSG

+65 6423 1051

WEARESOCIAL.SG

GLOBAL OVERVIEW

JAN 2014

GLOBAL DATA SNAPSHOT

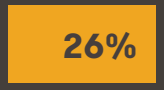
7,095,476,818
TOTAL WORLD POPULATION

URBAN RURAL

2,484,915,152
INTERNET USERS

INTERNET PENETRATION

1,856,680,860
ACTIVE SOCIAL NETWORK USERS



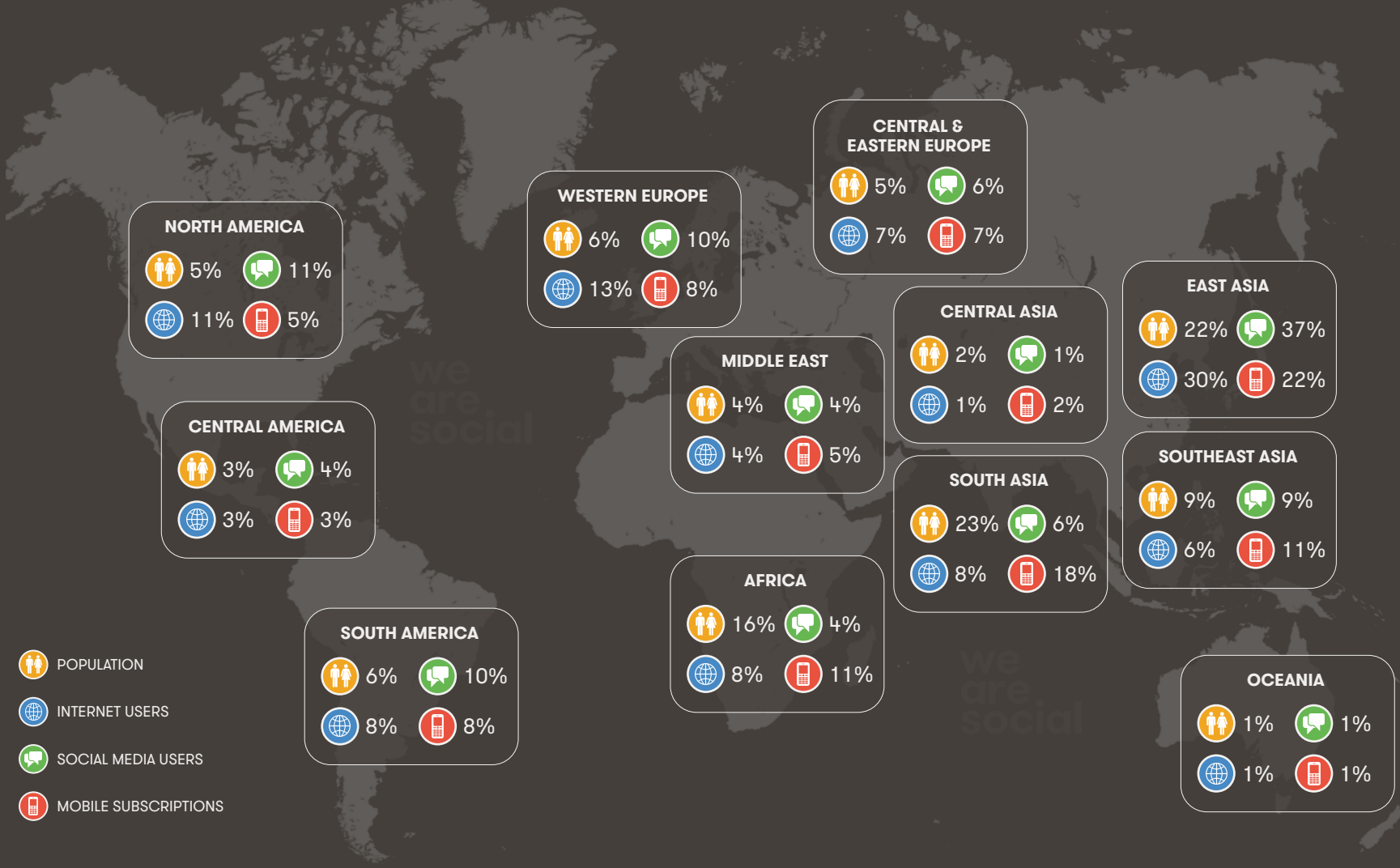
SOCIAL NETWORKING PENETRATION

6,572,950,124
MOBILE SUBSCRIBERS

MOBILE PENETRATION

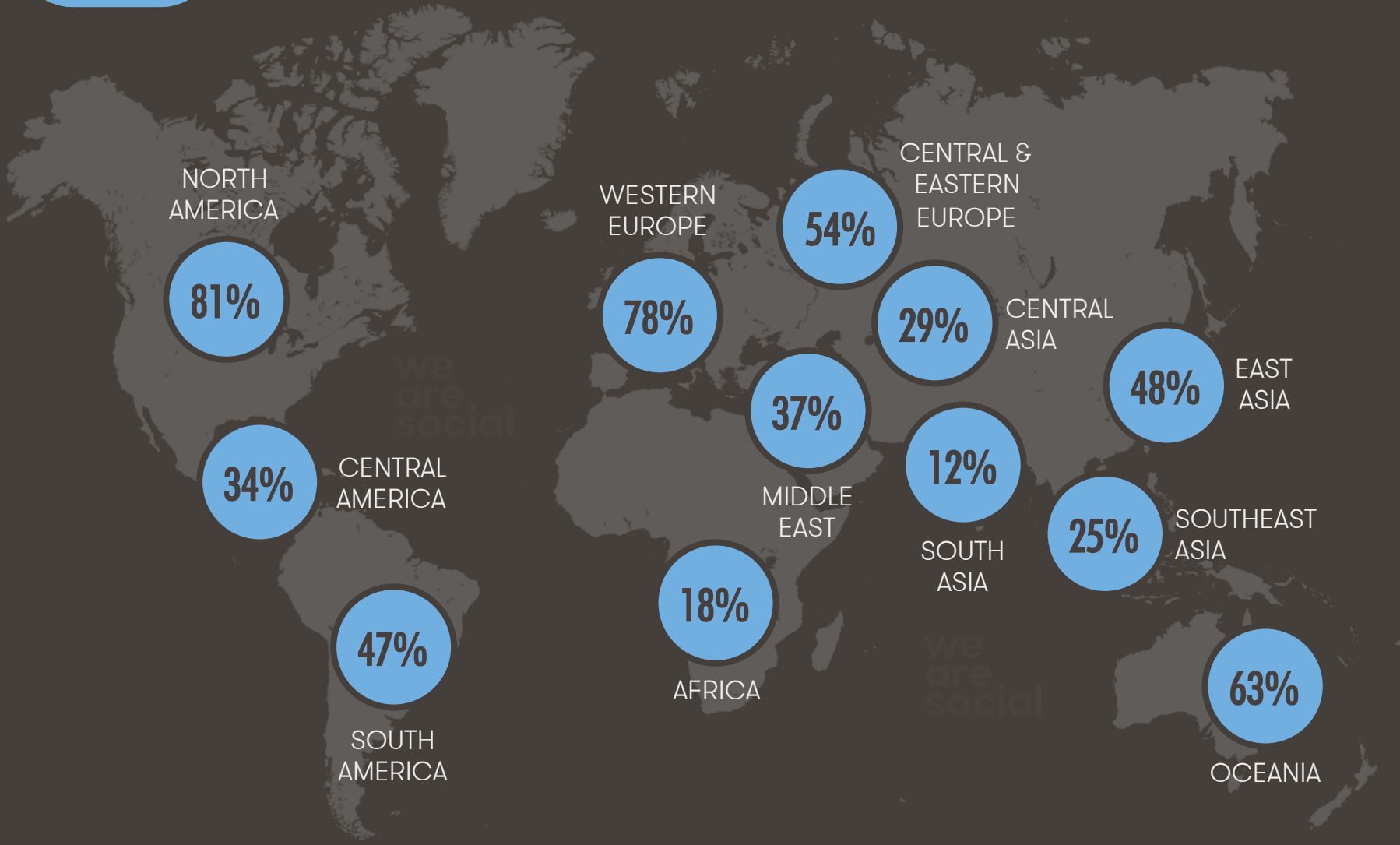
JAN 2014

SHARE OF GLOBAL USERS BY REGION



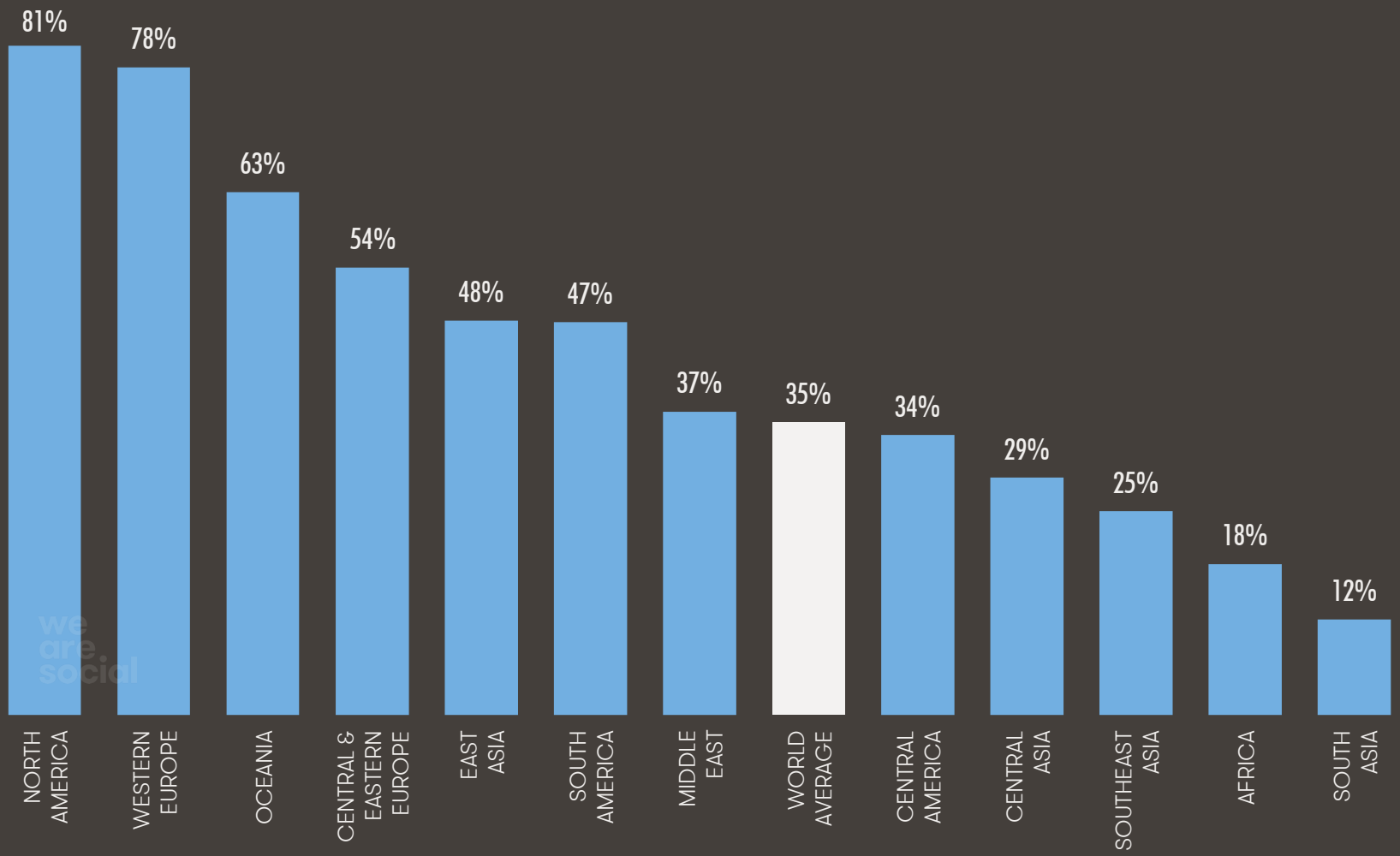
JAN 2014

INTERNET PENETRATION BY REGION



JAN 2014

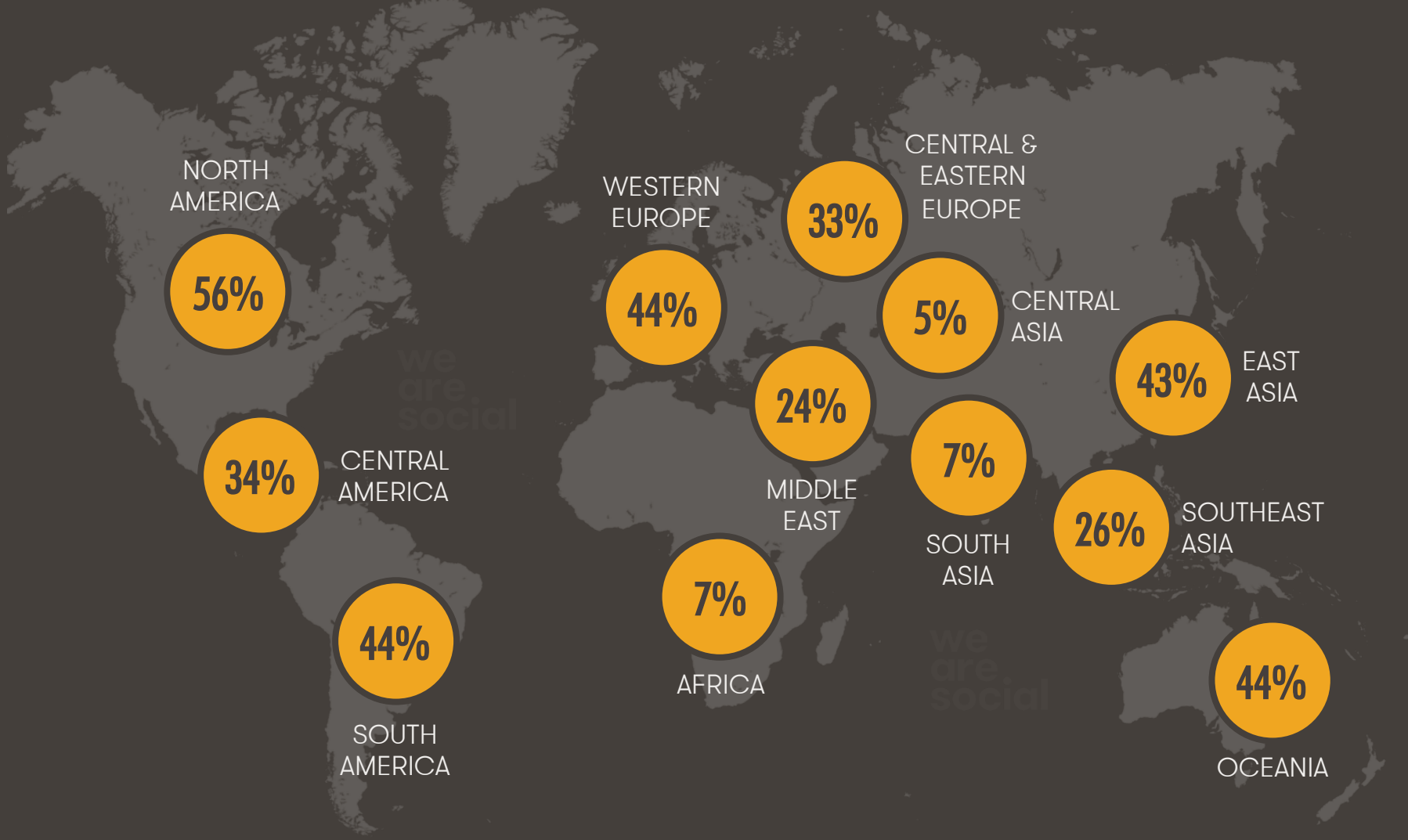
INTERNET PENETRATION BY REGION



JAN 2014

SOCIAL PENETRATION BY REGION

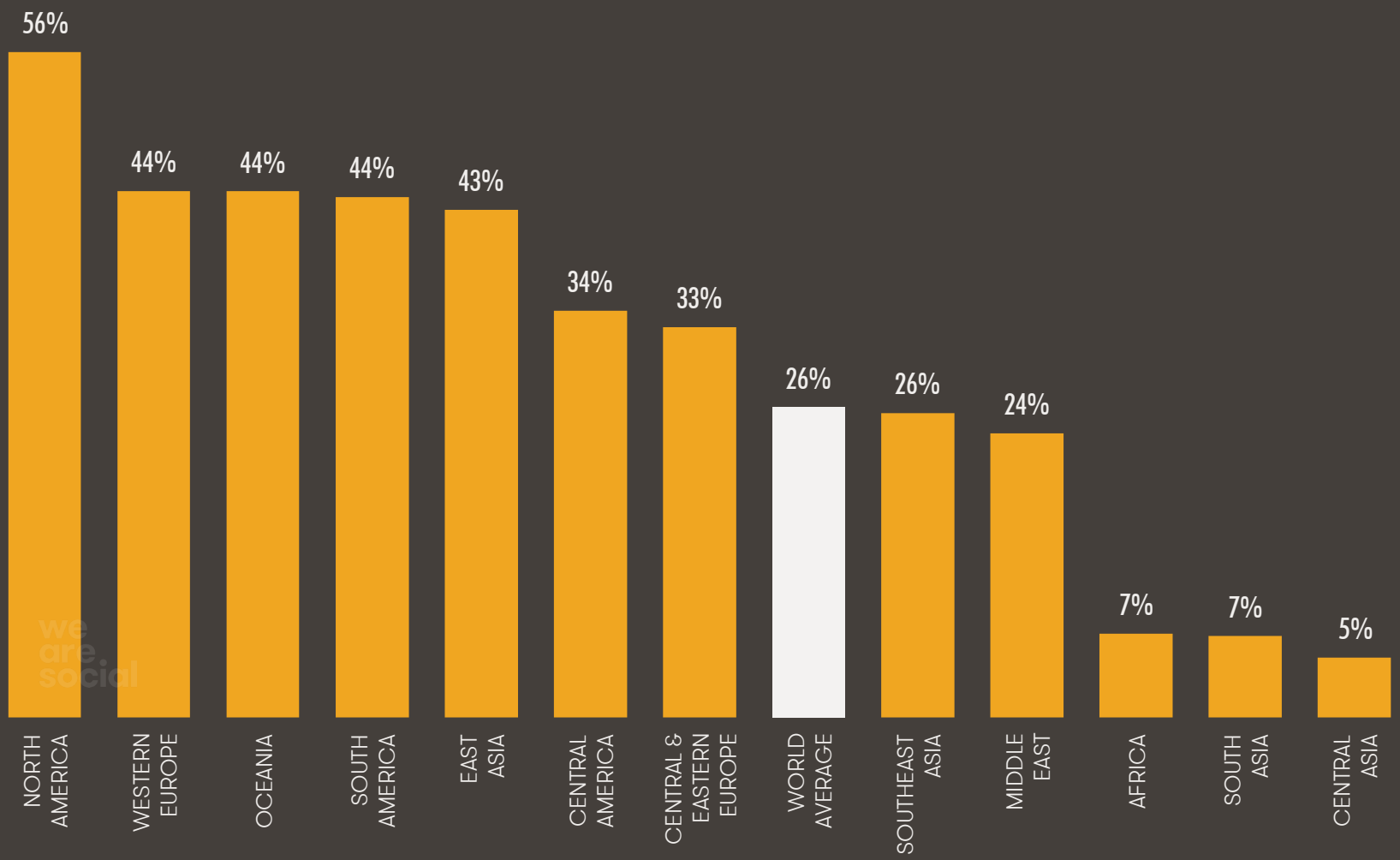
BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



JAN 2014

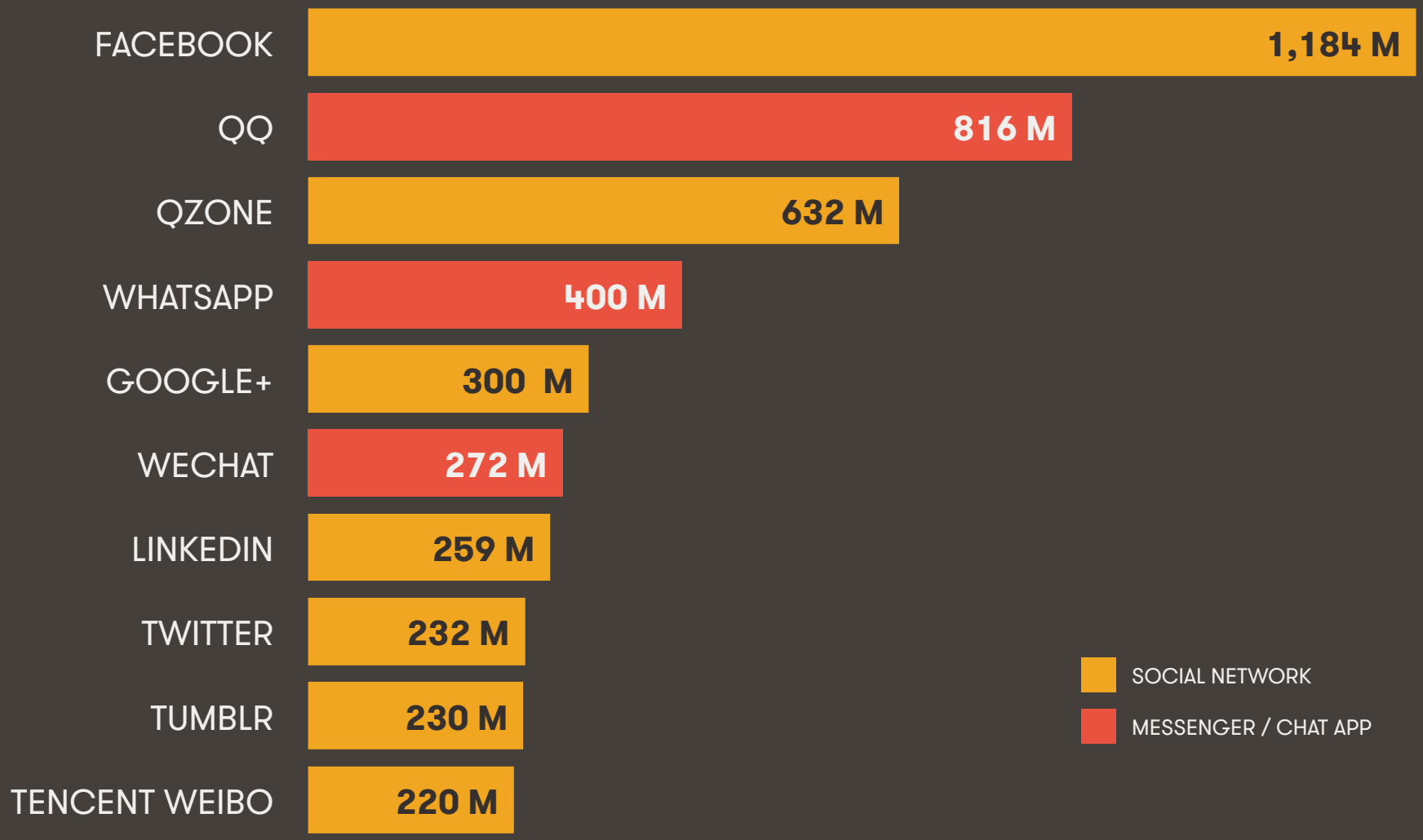
SOCIAL PENETRATION BY REGION

BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



JAN 2014

ACTIVE USERS BY SOCIAL PLATFORM

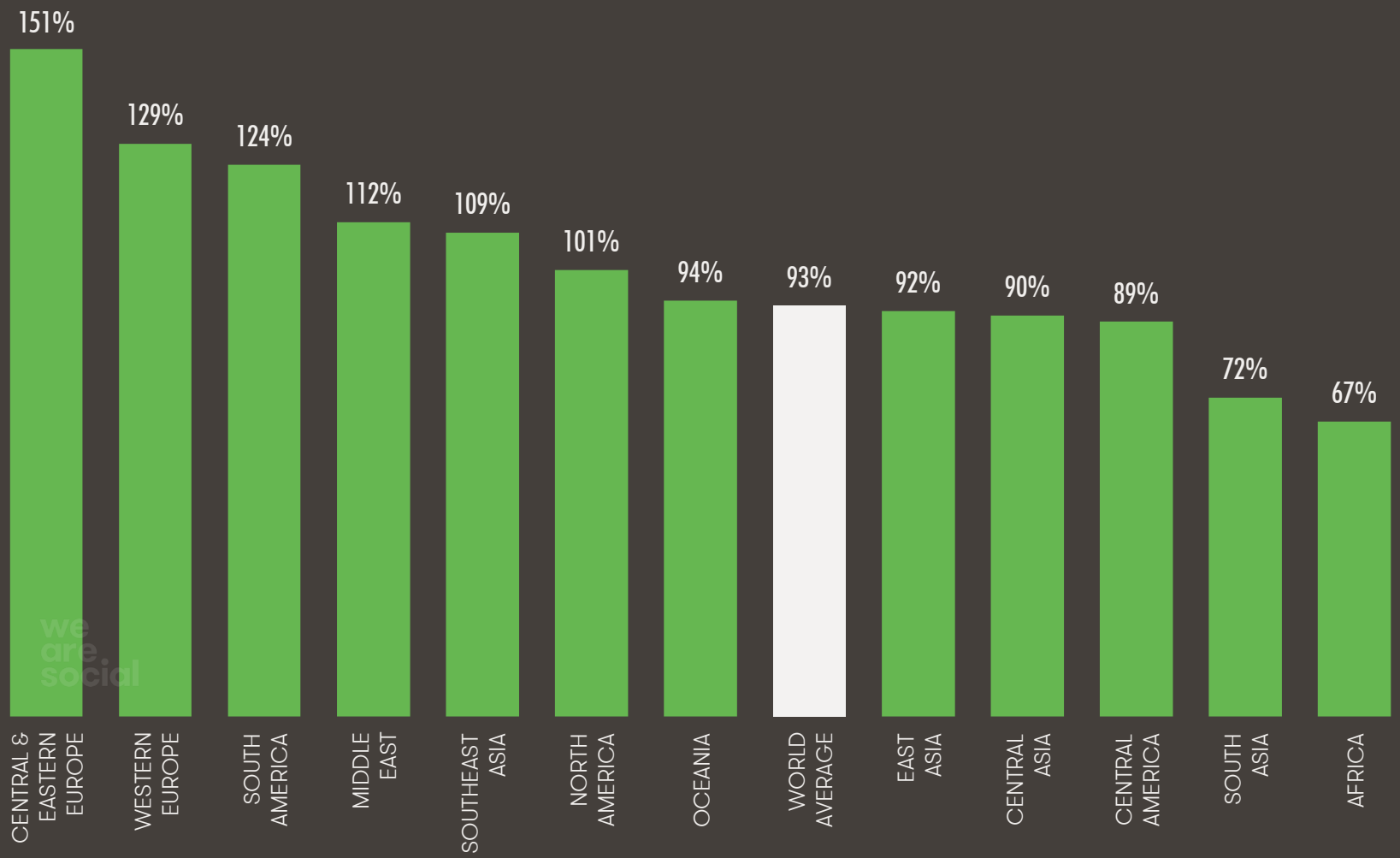


JAN 2014

MOBILE PENETRATION BY REGION

JAN 2014

MOBILE PENETRATION BY REGION

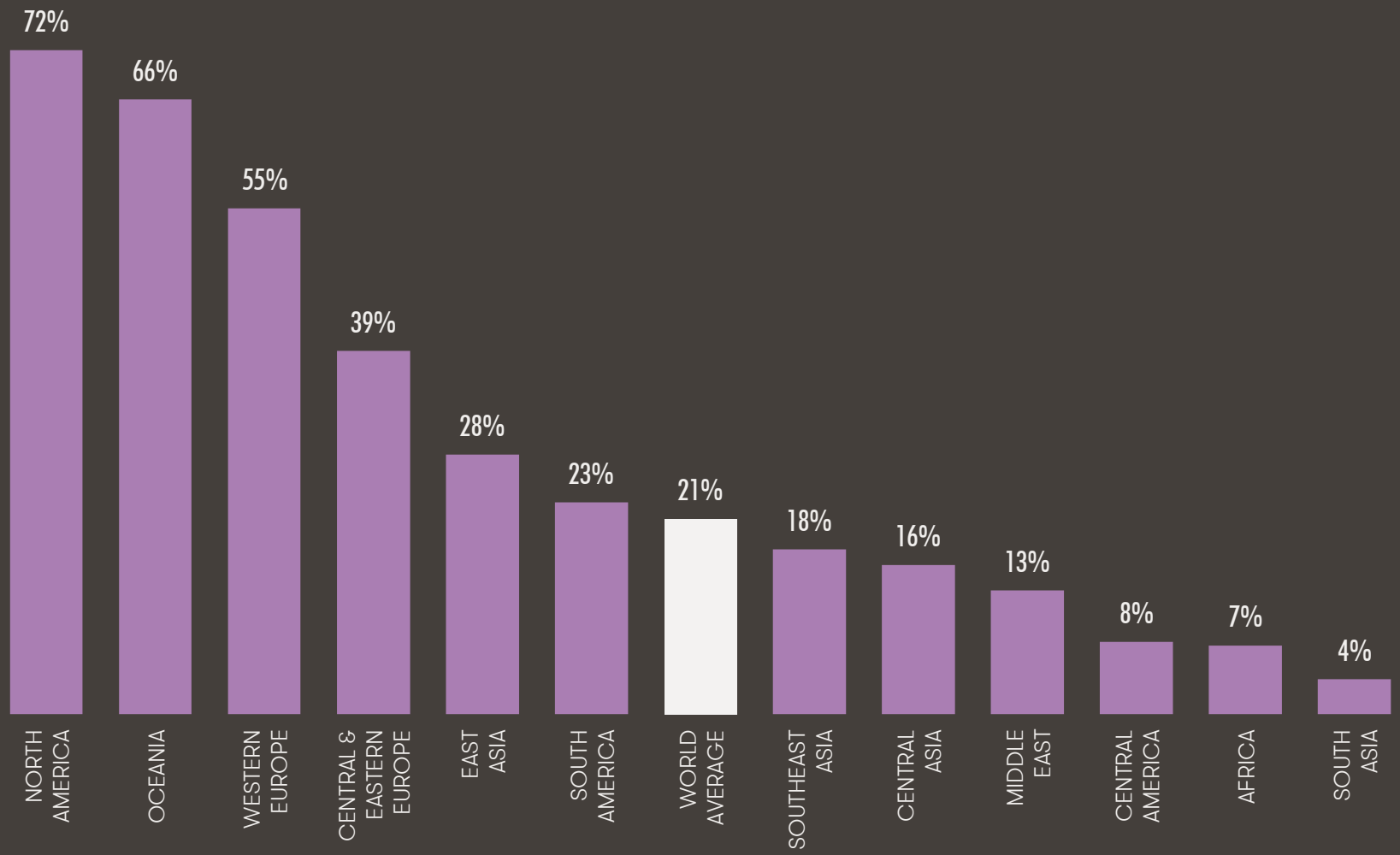


JAN 2014

MOBILE BROADBAND PENETRATION

JAN 2014

MOBILE BROADBAND PENETRATION



JAN 2014

MOBILE BROADBAND SUBSCRIPTIONS

JAN 2014

NORTH AMERICA

351,300,266
TOTAL POPULATION

URBAN RURAL

284,093,742
INTERNET USERS

INTERNET PENETRATION

197,033,600
ACTIVE SOCIAL NETWORK USERS

SOCIAL NETWORKING PENETRATION

353,899,984
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

CENTRAL AMERICA

195,127,178
TOTAL POPULATION

66,034,487
INTERNET USERS

66,951,880
ACTIVE SOCIAL NETWORK USERS

173,787,140
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

SOUTH AMERICA

408,157,815
TOTAL POPULATION

URBAN RURAL

193,655,950
INTERNET USERS

INTERNET PENETRATION

179,145,980
ACTIVE SOCIAL NETWORK USERS

SOCIAL NETWORKING PENETRATION

508,079,743
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

WESTERN EUROPE

416,767,521
TOTAL POPULATION

77% URBAN
23% RURAL

326,197,681
INTERNET USERS

78%
INTERNET PENETRATION

185,034,740
ACTIVE SOCIAL NETWORK USERS

44%
SOCIAL NETWORKING PENETRATION

538,572,700
ACTIVE MOBILE SUBSCRIPTIONS

129%
MOBILE PENETRATION

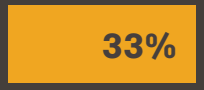
JAN 2014

CENTRAL & EASTERN EUROPE

323,365,917
TOTAL POPULATION

174,727,847
INTERNET USERS

106,440,000
ACTIVE SOCIAL NETWORK USERS



486,919,115
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

MIDDLE EAST

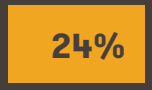
279,192,238
TOTAL POPULATION

URBAN RURAL

102,346,717
INTERNET USERS

INTERNET PENETRATION

66,900,000
ACTIVE SOCIAL NETWORK USERS



SOCIAL NETWORKING PENETRATION

311,419,837
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

AFRICA

1,125,664,947
TOTAL POPULATION

205,185,547
INTERNET USERS

79,851,240
ACTIVE SOCIAL NETWORK USERS

750,257,377
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

CENTRAL ASIA

113,197,987
TOTAL POPULATION

32,444,899
INTERNET USERS

5,740,000
ACTIVE SOCIAL NETWORK USERS

102,433,527
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

SOUTH ASIA

1,630,919,286
TOTAL POPULATION

188,303,759
INTERNET USERS

112,696,000
ACTIVE SOCIAL NETWORK USERS

1,173,703,583
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

EAST ASIA

1,584,806,482
TOTAL POPULATION

756,093,363
INTERNET USERS

678,728,200
ACTIVE SOCIAL NETWORK USERS

1,451,087,957
ACTIVE MOBILE SUBSCRIPTIONS

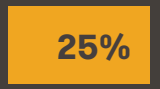
JAN 2014

SOUTHEAST ASIA

630,551,581
TOTAL POPULATION

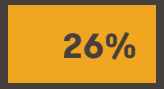
URBAN RURAL

155,173,606
INTERNET USERS



INTERNET PENETRATION

161,996,000
ACTIVE SOCIAL NETWORK USERS



SOCIAL NETWORKING PENETRATION

688,607,654
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

OCEANIA

36,425,600
TOTAL POPULATION

23,025,488
INTERNET USERS

16,163,220
ACTIVE SOCIAL NETWORK USERS

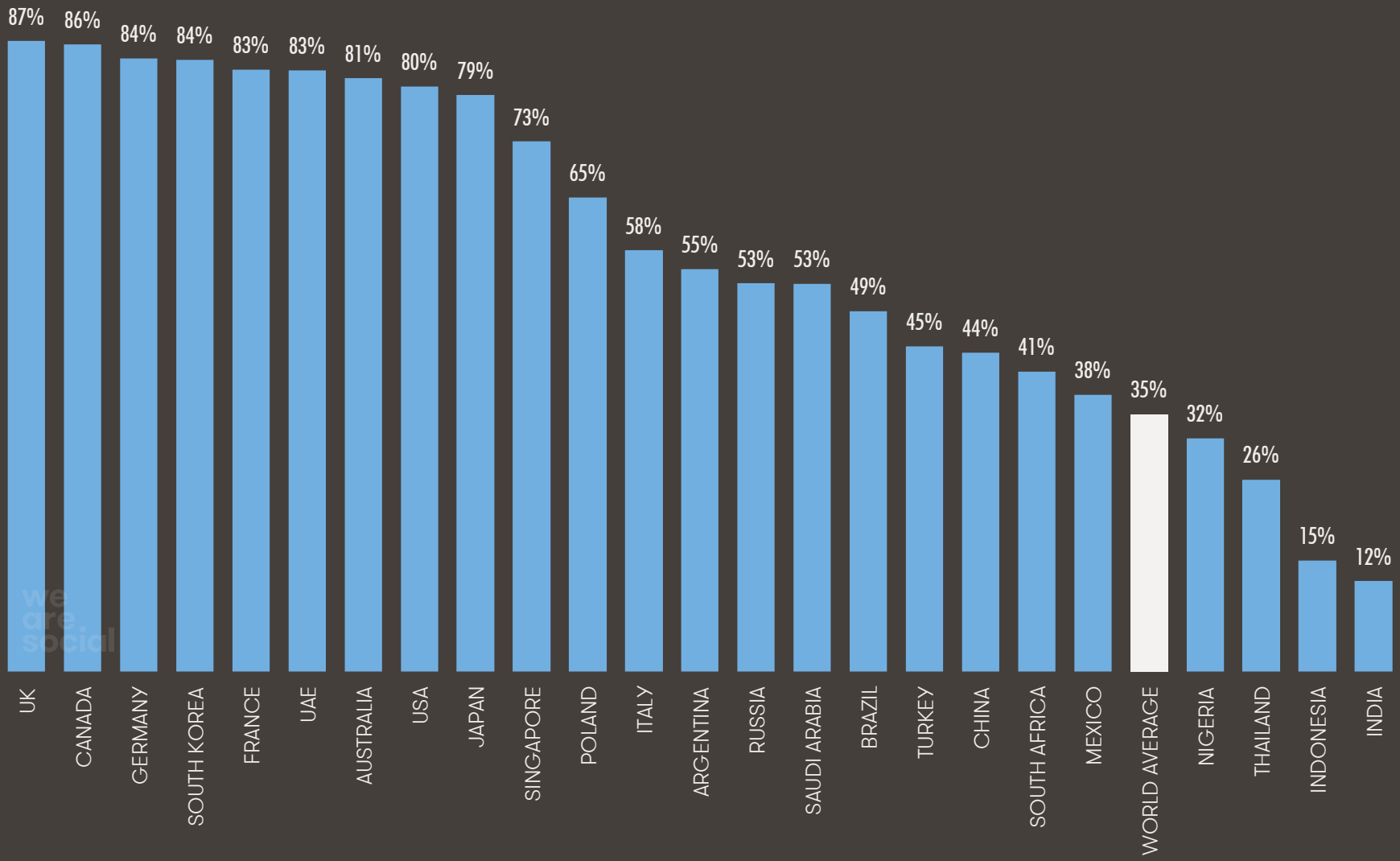
34,181,507
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

INTERNET PENETRATION BY COUNTRY

JAN 2014

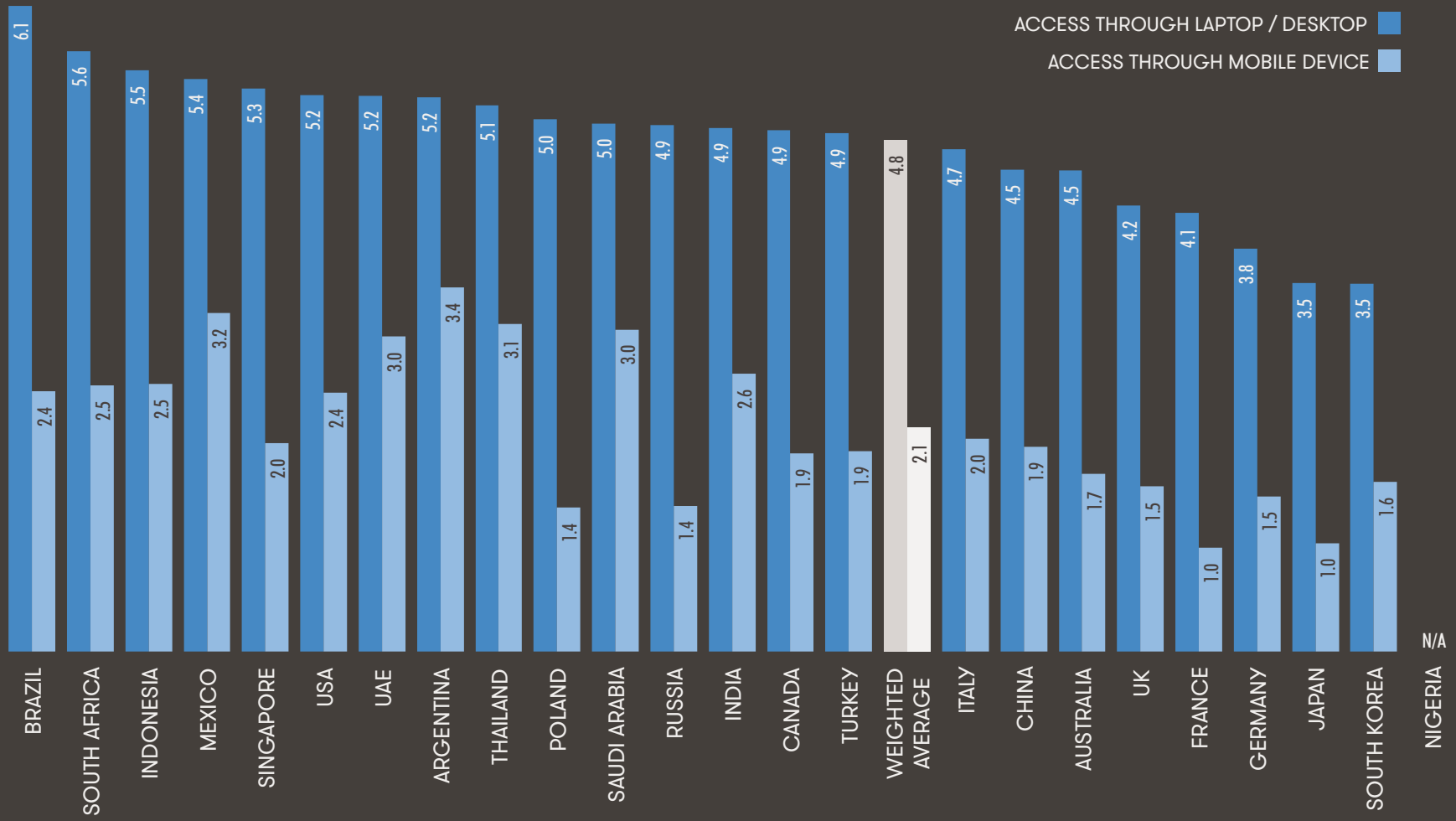
INTERNET PENETRATION BY COUNTRY



JAN 2014

TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS PER DAY SPENT BY INTERNET USERS ON THE INTERNET



JAN 2014

SOCIAL PENETRATION BY COUNTRY

VERSION 1: BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY

JAN 2014

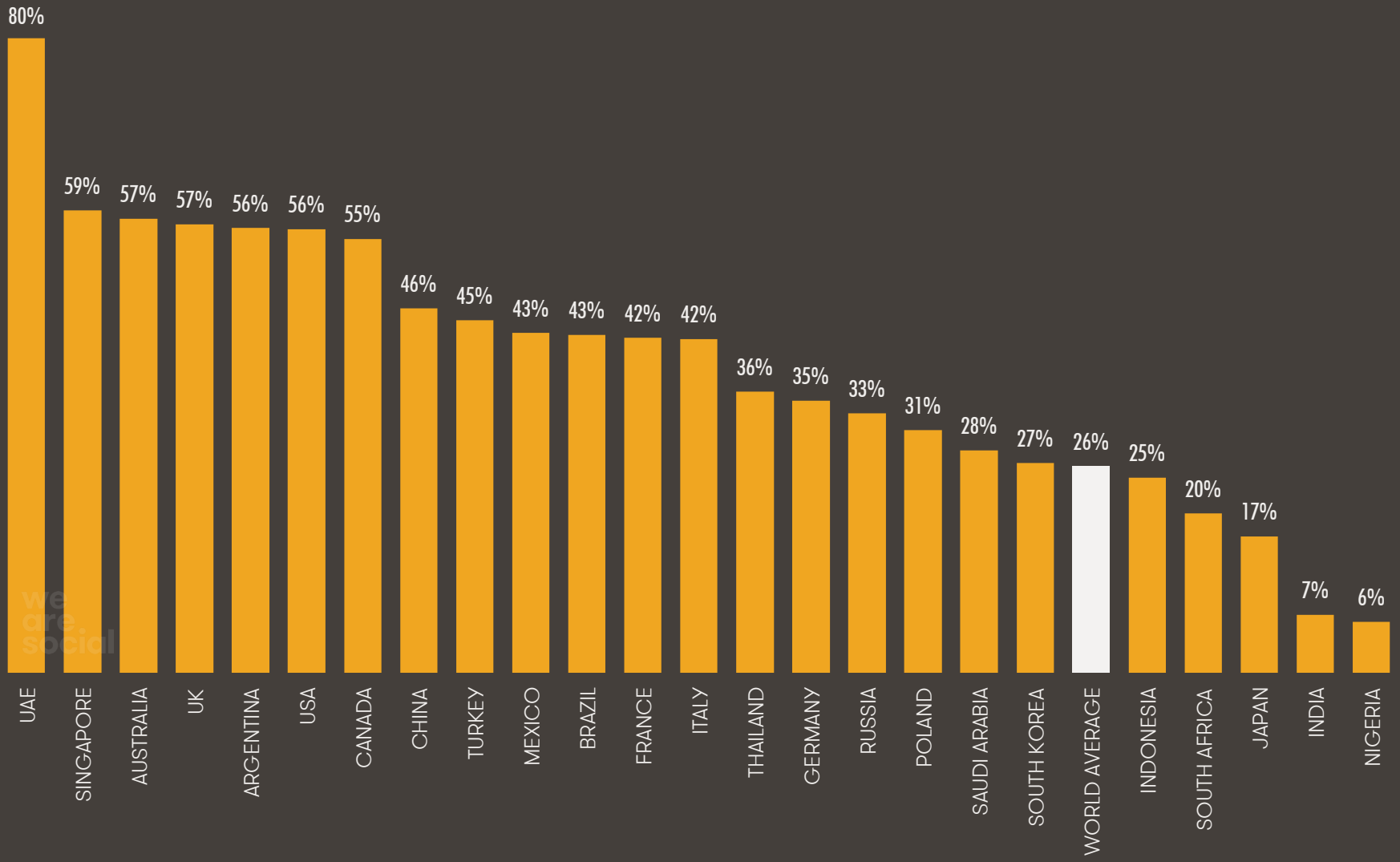
SOCIAL PENETRATION BY COUNTRY

VERSION 2: BASED ON A GLOBALWEBINDEX SURVEY OF EACH COUNTRY'S INTERNET USERS

JAN 2014

SOCIAL PENETRATION BY COUNTRY

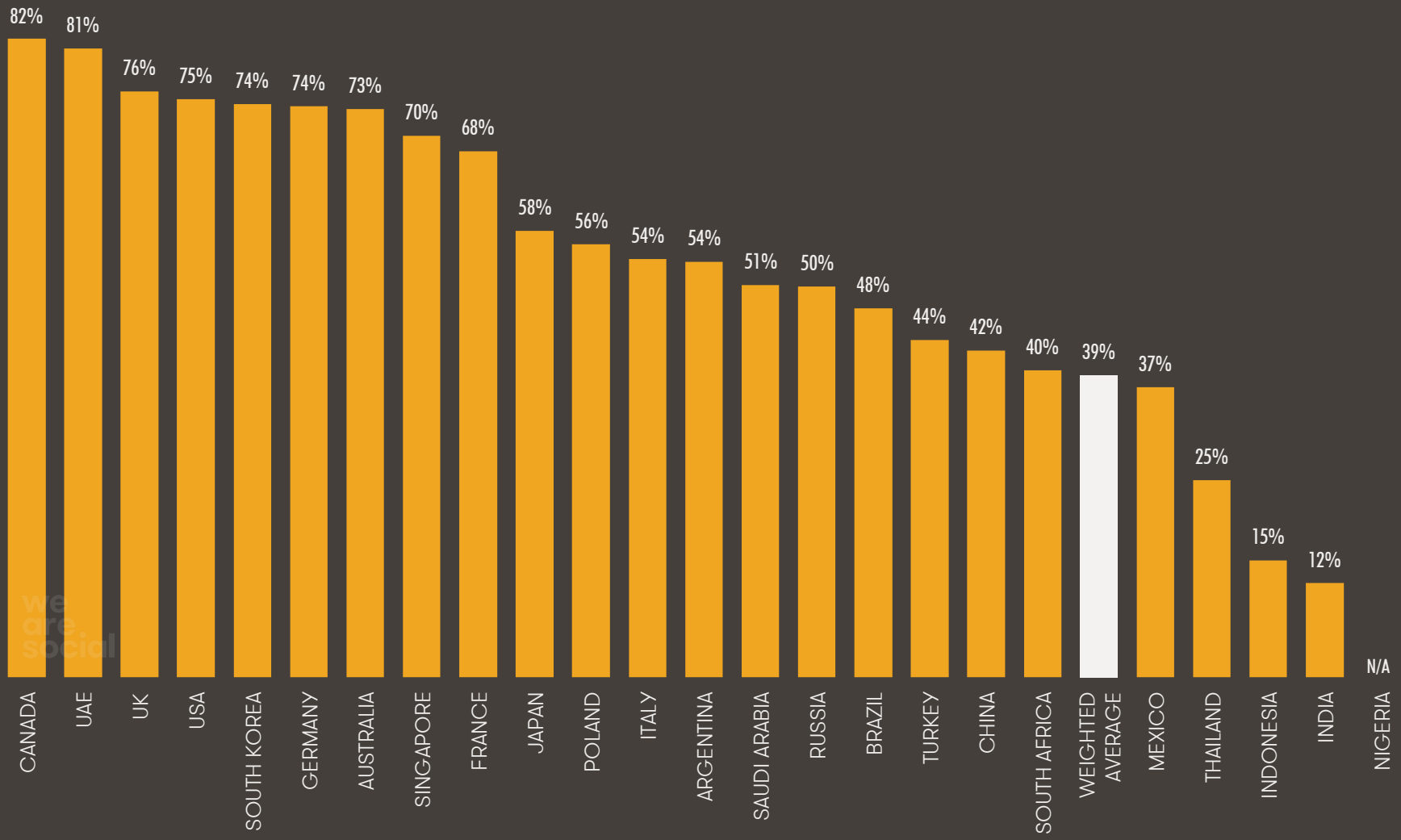
VERSION 1: BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



JAN 2014

SOCIAL PENETRATION BY COUNTRY

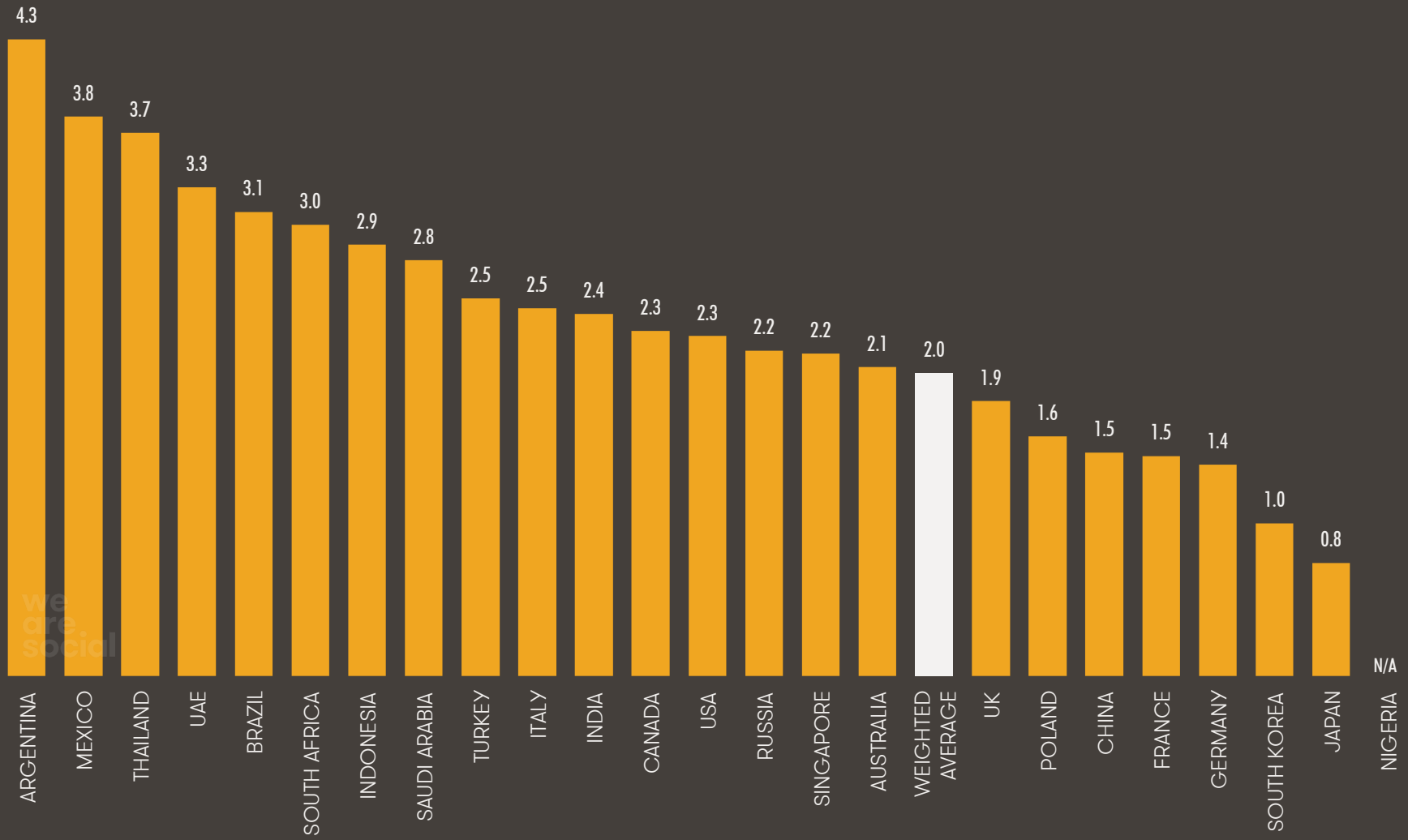
VERSION 2: BASED ON A GLOBALWEBINDEX SURVEY OF EACH COUNTRY'S INTERNET USERS



JAN 2014

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS PER DAY SPENT BY SOCIAL MEDIA USERS ON ALL SOCIAL CHANNELS

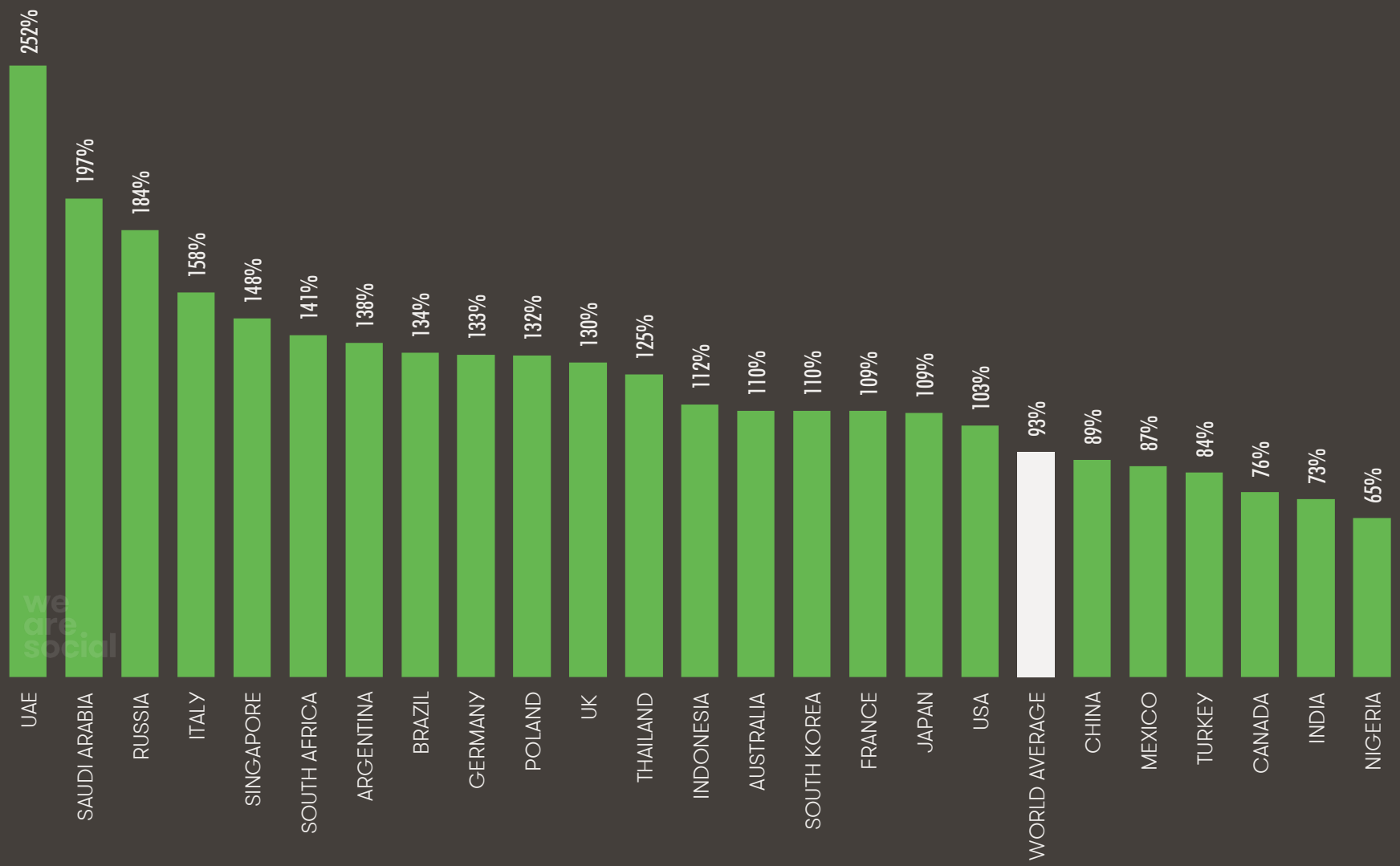


JAN 2014

MOBILE PENETRATION BY COUNTRY

JAN 2014

MOBILE PENETRATION BY COUNTRY



INDIVIDUAL COUNTRY SNAPSHOTS

ARGENTINA

JAN 2014

ARGENTINA: DATA SNAPSHOT

42,610,981
TOTAL POPULATION

URBAN RURAL

23,543,412
INTERNET USERS

INTERNET PENETRATION

24,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

58,599,390
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

ARGENTINA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

5H 11M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

42%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

3H 25M

JAN 2014

ARGENTINA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

54%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

4H 17M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

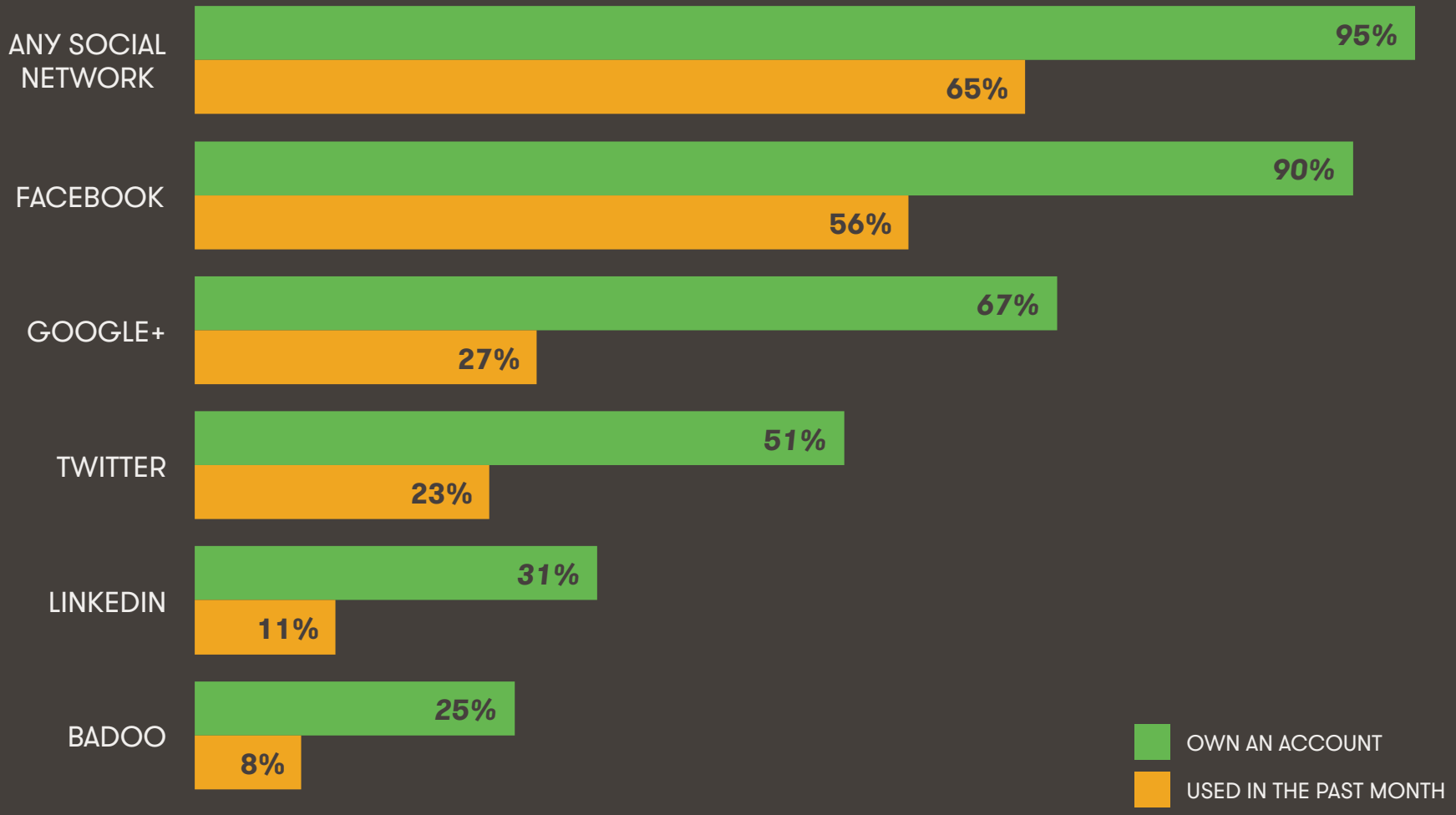
59%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

21%

JAN 2014

ARGENTINA: SOCIAL MEDIA USE



JAN 2014

ARGENTINA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

31%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

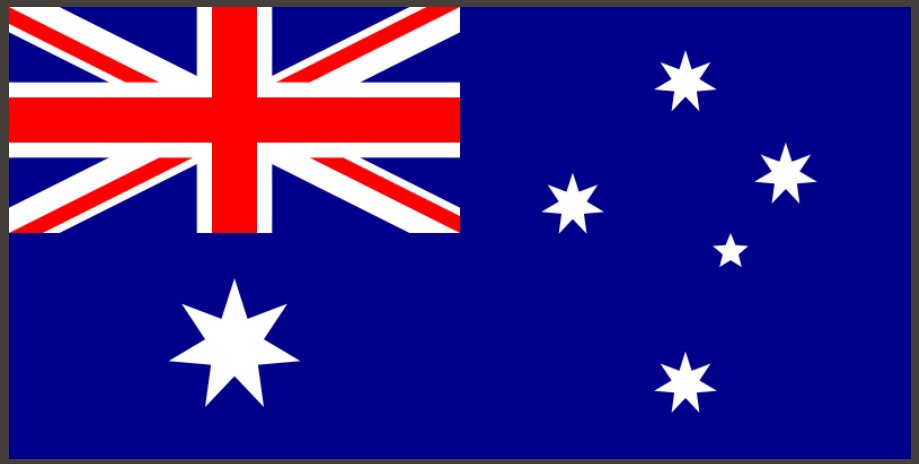
86%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

85%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

25%



AUSTRALIA

JAN 2014

AUSTRALIA: DATA SNAPSHOT

22,262,501
TOTAL POPULATION

URBAN RURAL

18,129,727
INTERNET USERS

INTERNET PENETRATION

12,800,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

24,400,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

AUSTRALIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 30M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

59%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 40M

JAN 2014

AUSTRALIA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

73%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 05M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

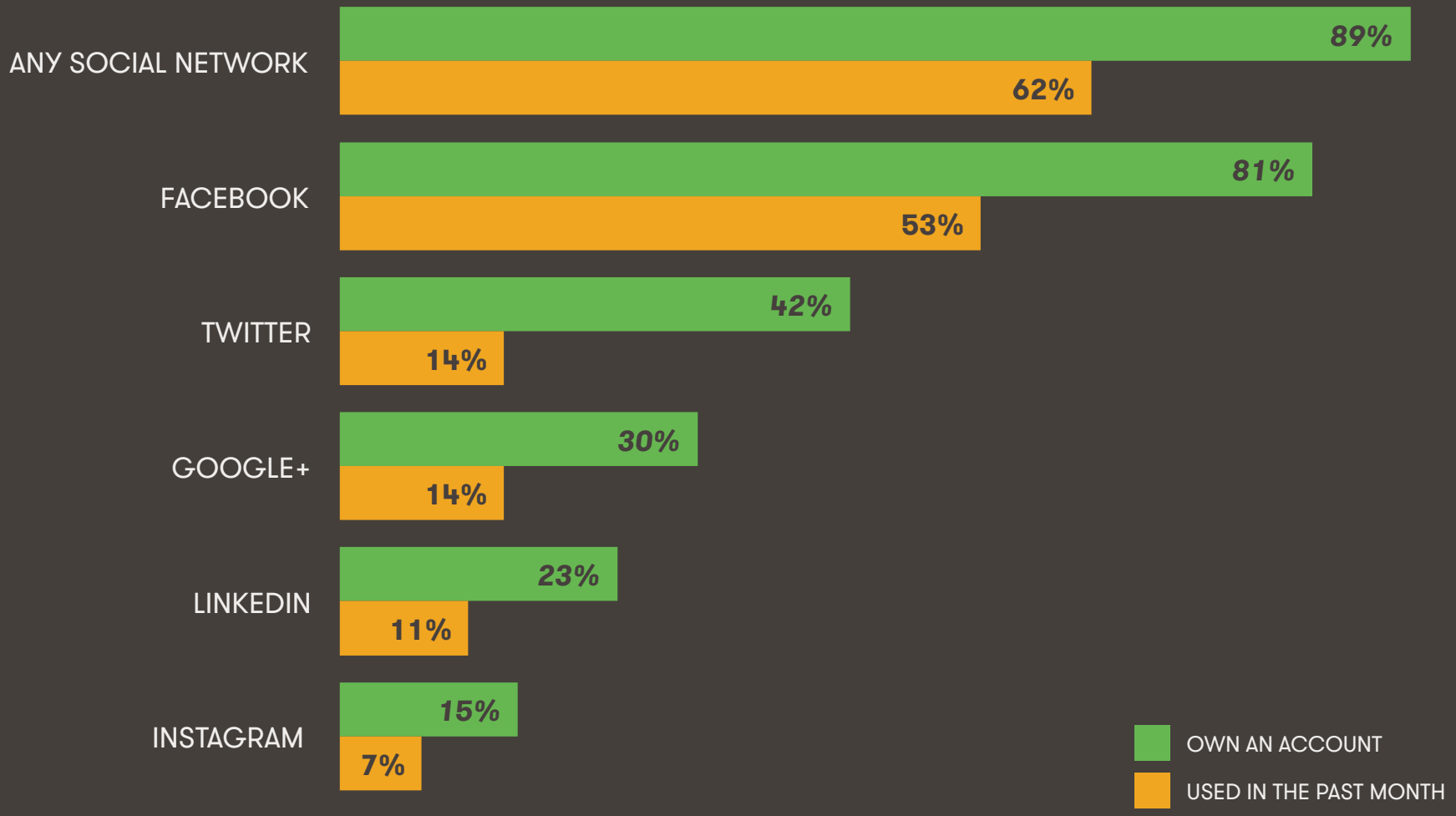
55%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

14%

JAN 2014

AUSTRALIA: SOCIAL MEDIA USE



JAN 2014

AUSTRALIA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

65%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

90%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

78%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

41%

BRAZIL

JAN 2014

BRAZIL: DATA SNAPSHOT

201,009,622
TOTAL POPULATION

URBAN RURAL

99,357,737
INTERNET USERS

INTERNET PENETRATION

86,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

268,440,423
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

BRAZIL: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

6H 03M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

39%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

2H 26M

JAN 2014

BRAZIL: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

48%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

3H 08M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

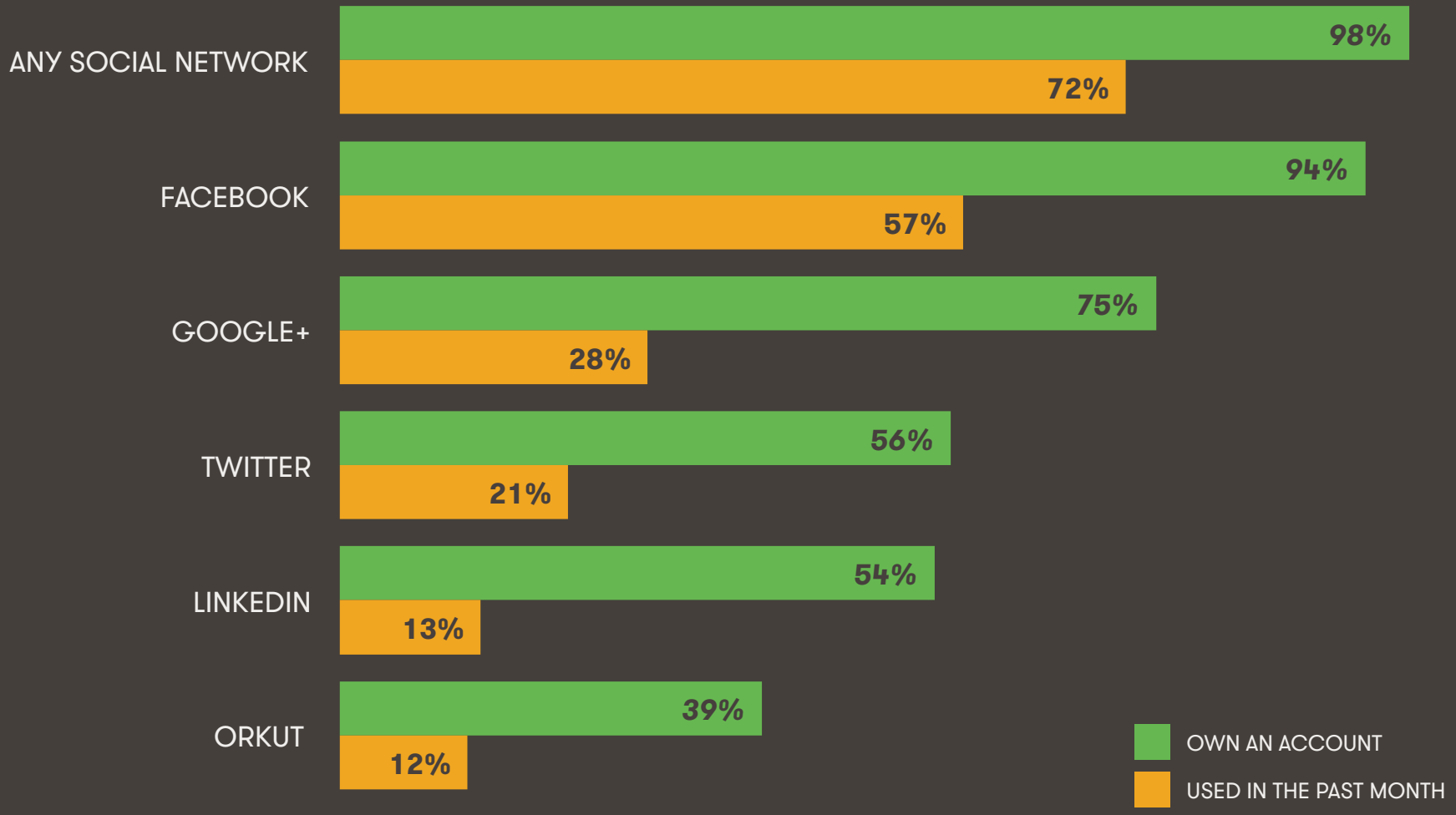
59%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

24%

JAN 2014

BRAZIL: SOCIAL MEDIA USE



JAN 2014

BRAZIL: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

26%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

89%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

82%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

30%

CANADA

JAN 2014

CANADA: DATA SNAPSHOT

34,568,211
TOTAL POPULATION

URBAN RURAL

29,760,764
INTERNET USERS

INTERNET PENETRATION

19,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

26,263,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

CANADA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 53M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

58%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 51M

JAN 2014

CANADA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

82%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 19M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

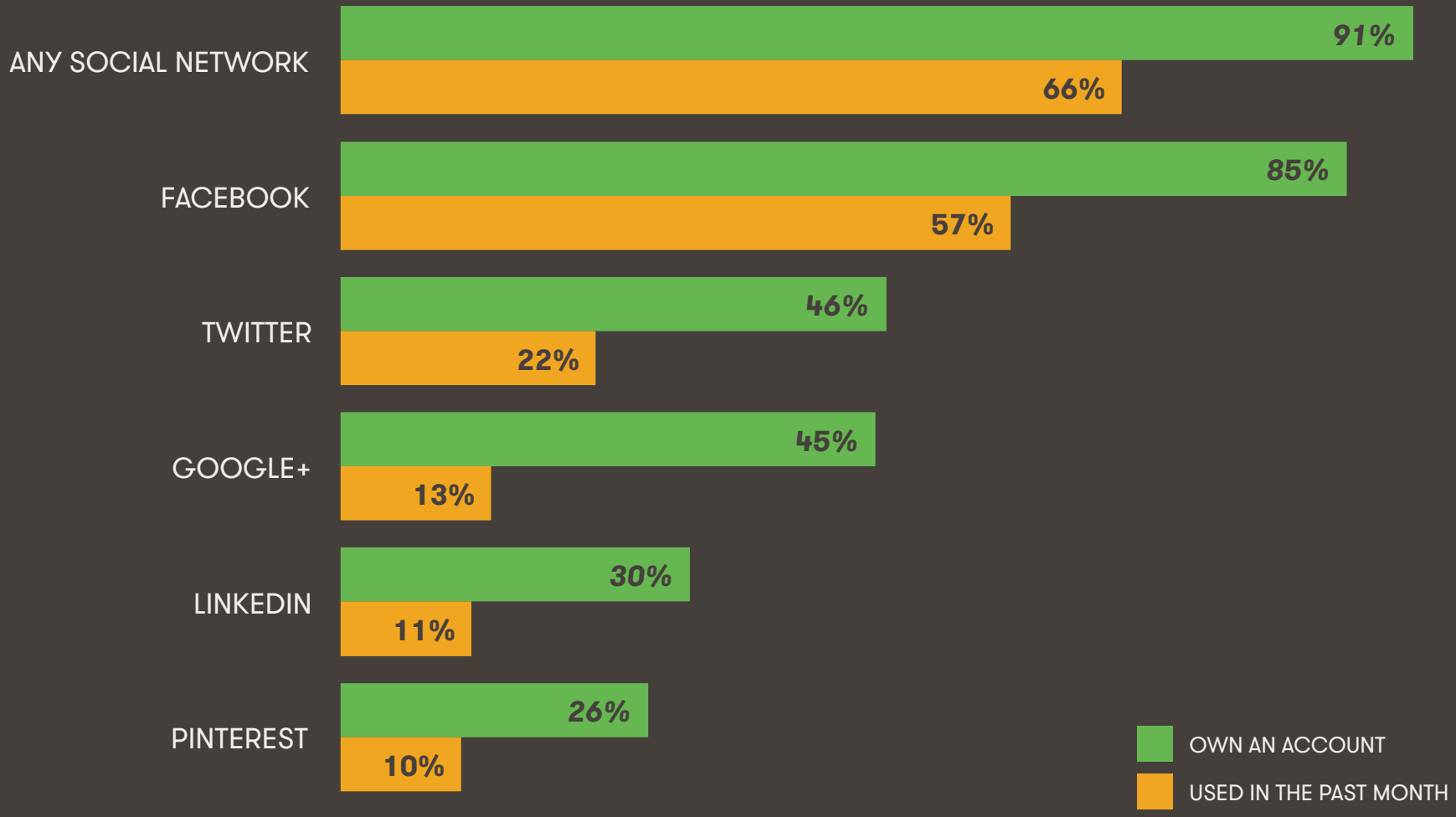
46%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

9%

JAN 2014

CANADA: SOCIAL MEDIA USE



JAN 2014

CANADA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

56%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

89%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

77%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

27%

CHINA

JAN 2014

CHINA: DATA SNAPSHOT

1,349,585,838
TOTAL POPULATION

URBAN RURAL

590,560,000
INTERNET USERS

INTERNET PENETRATION

623,300,000
ACTIVE QZONE USERS

QZONE PENETRATION

1,206,553,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

CHINA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 31M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

43%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 55M

JAN 2014

CHINA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

42%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

1H 30M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

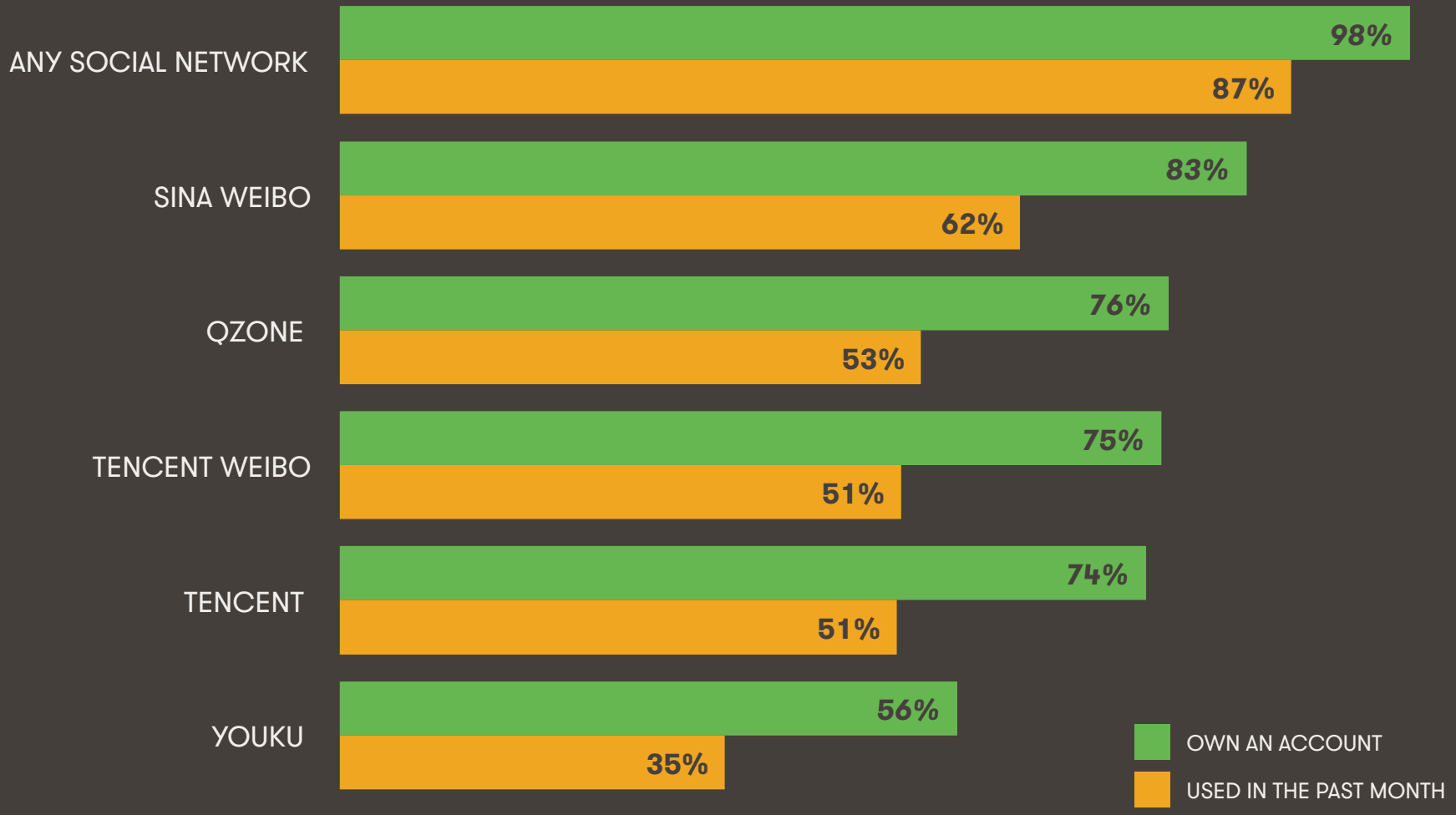
51%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

24%

JAN 2014

CHINA: SOCIAL MEDIA USE



JAN 2014

CHINA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

47%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

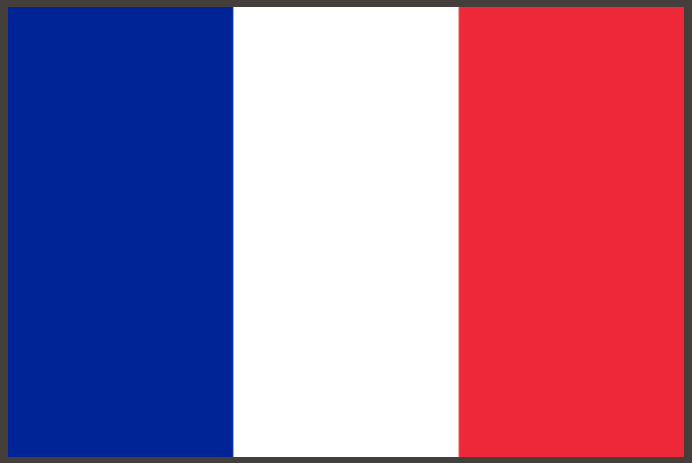
96%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

98%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

69%



FRANCE

JAN 2014

FRANCE: DATA SNAPSHOT

65,951,611
TOTAL POPULATION

URBAN RURAL

54,473,474
INTERNET USERS

INTERNET PENETRATION

28,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

72,180,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

FRANCE: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 07M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

54%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

0H 58M

JAN 2014

FRANCE: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

68%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

1H 29M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

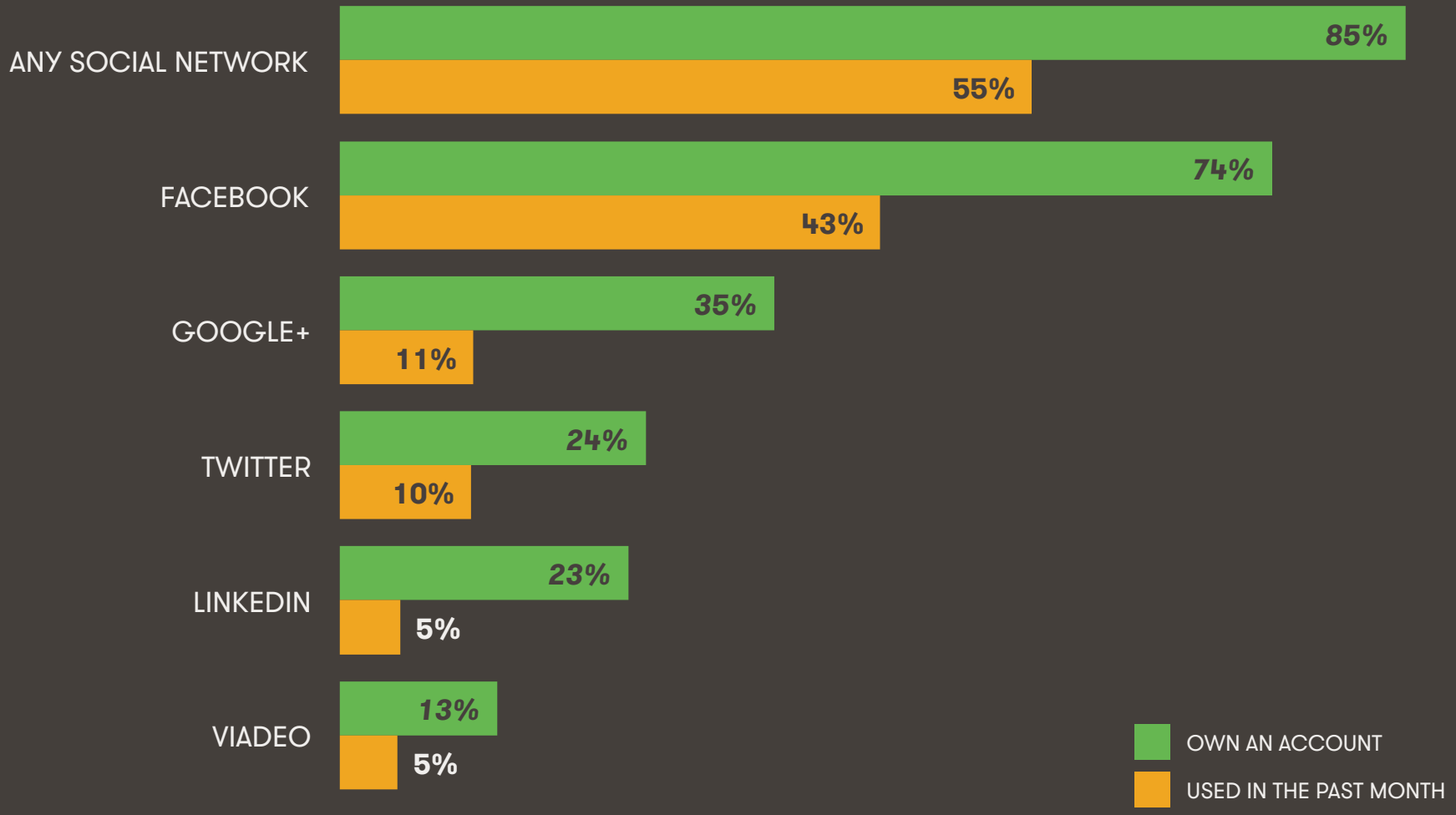
41%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

10%

JAN 2014

FRANCE: SOCIAL MEDIA USE



JAN 2014

FRANCE: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

42%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

88%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

74%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

26%

GERMANY

JAN 2014

GERMANY: DATA SNAPSHOT

81,147,265
TOTAL POPULATION

URBAN RURAL

68,296,919
INTERNET USERS

INTERNET PENETRATION

28,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

107,700,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

GERMANY: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

3H 46M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

62%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 27M

JAN 2014

GERMANY: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

74%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

1H 25M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

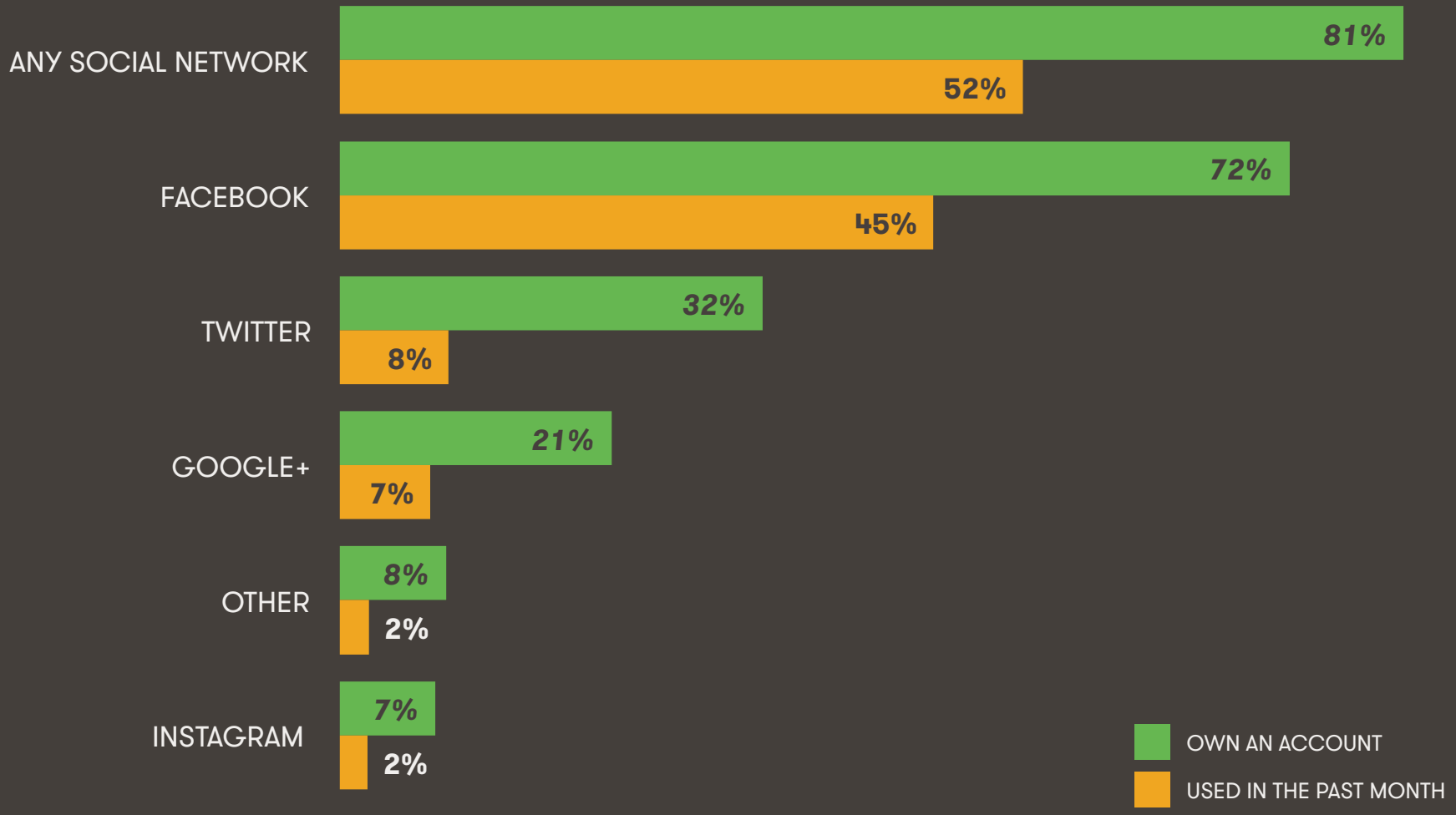
46%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

13%

JAN 2014

GERMANY: SOCIAL MEDIA USE



JAN 2014

GERMANY: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

40%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

88%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

76%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

32%

INDIA

JAN 2014

INDIA: DATA SNAPSHOT

1,220,800,359
TOTAL POPULATION

URBAN RURAL

151,598,994
INTERNET USERS

12%
INTERNET PENETRATION

90,000,000
ACTIVE FACEBOOK USERS

7%
FACEBOOK PENETRATION

893,862,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

INDIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 54M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

11%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

2H 36M

JAN 2014

INDIA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

12%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 26M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

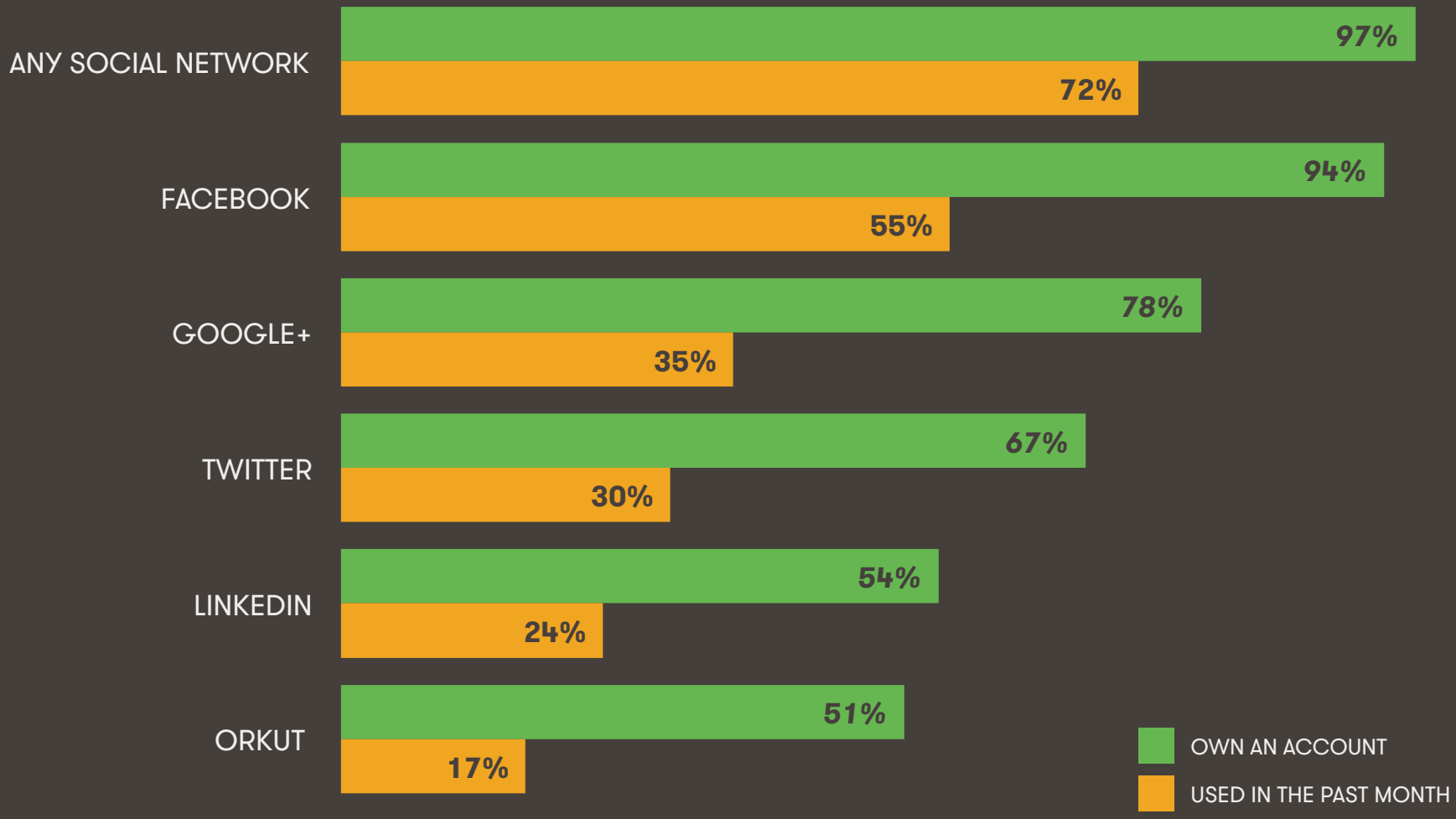
57%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

29%

JAN 2014

INDIA: SOCIAL MEDIA USE



JAN 2014

INDIA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

13%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

95%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

91%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

54%

INDONESIA

JAN 2014

INDONESIA: DATA SNAPSHOT

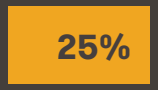
251,160,124
TOTAL POPULATION

URBAN RURAL

38,191,873
INTERNET USERS

15%
INTERNET PENETRATION

62,000,000
ACTIVE FACEBOOK USERS



FACEBOOK PENETRATION

281,963,665
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

INDONESIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

5H 27M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

14%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

2H 30M

JAN 2014

INDONESIA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

15%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 54M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

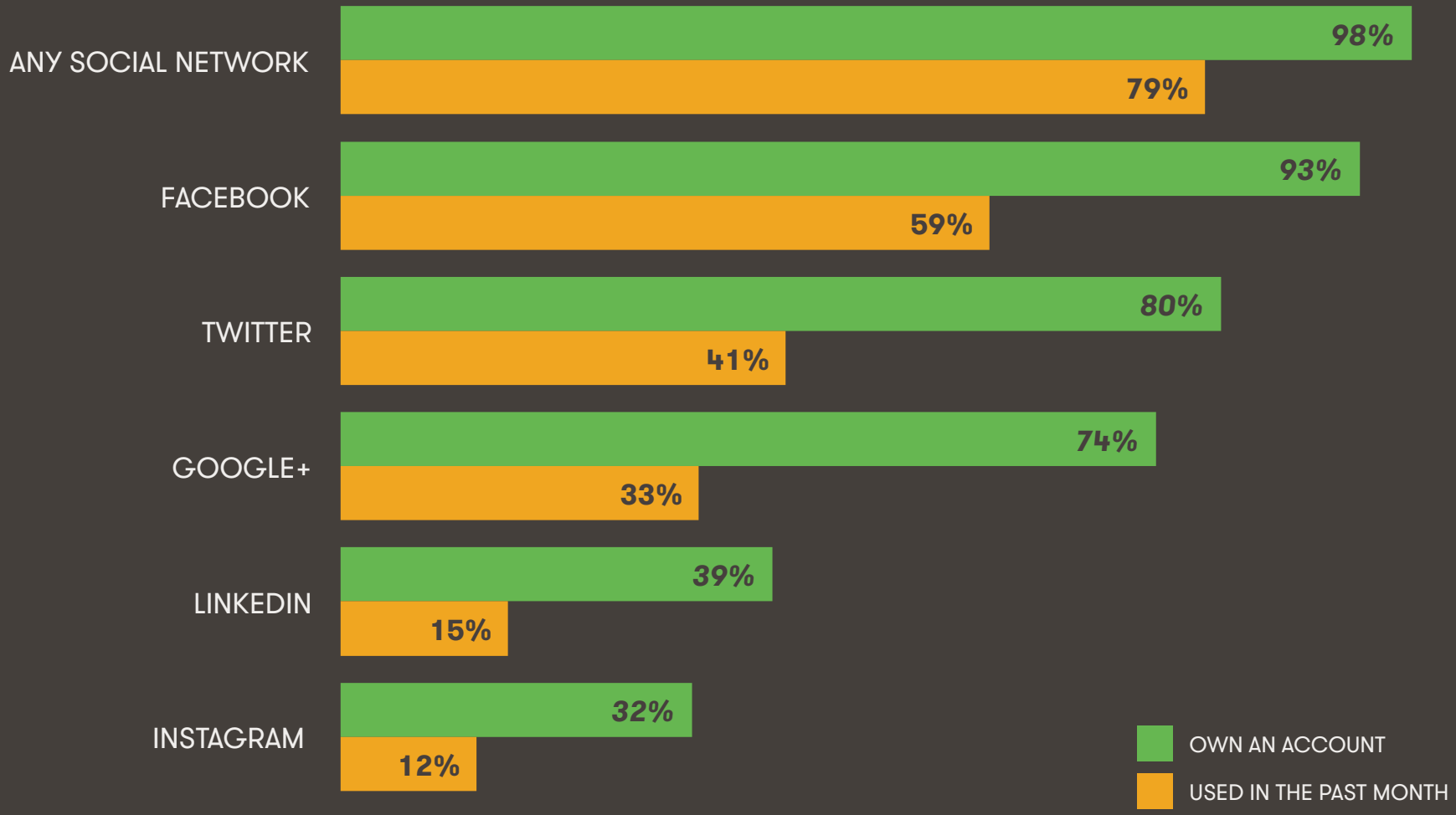
74%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

32%

JAN 2014

INDONESIA: SOCIAL MEDIA USE



JAN 2014

INDONESIA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

14%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

94%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

95%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

57%

ITALY

JAN 2014

ITALY: DATA SNAPSHOT

61,482,297
TOTAL POPULATION

35,531,527
INTERNET USERS

26,000,000
ACTIVE FACEBOOK USERS

97,226,000
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

ITALY: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 42M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

46%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 59M

JAN 2014

ITALY: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

54%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 29M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

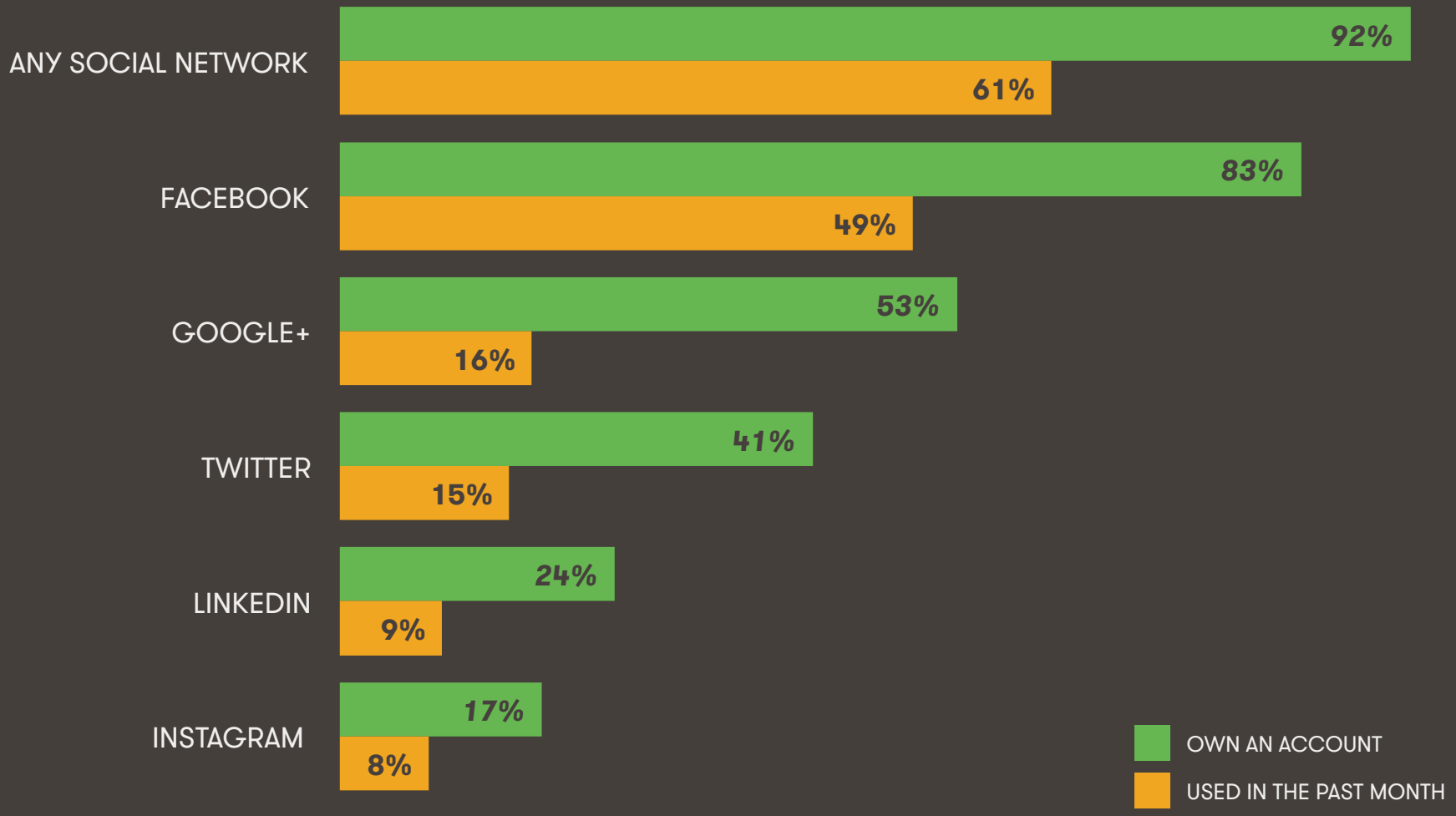
47%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

16%

JAN 2014

ITALY: SOCIAL MEDIA USE



JAN 2014

ITALY: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

41%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

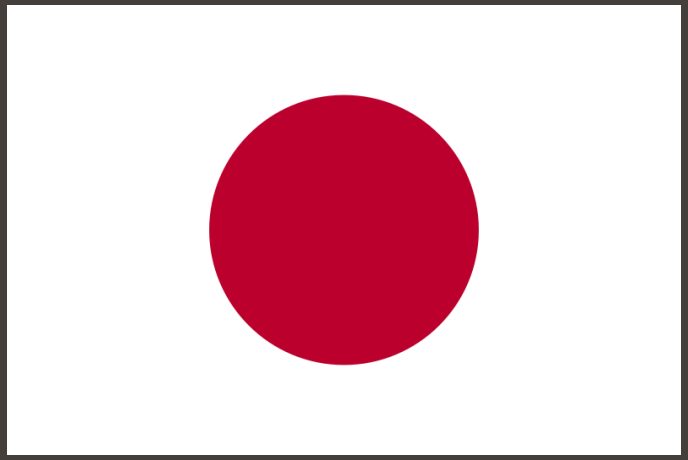
92%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

84%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

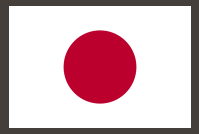
30%



JAPAN

JAN 2014

JAPAN: DATA SNAPSHOT



127,253,075
TOTAL POPULATION

URBAN RURAL

100,684,474
INTERNET USERS

INTERNET PENETRATION

22,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

138,362,823
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

JAPAN: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

3H 27M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

48%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 01M

JAN 2014

JAPAN: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

58%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

0H 45M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

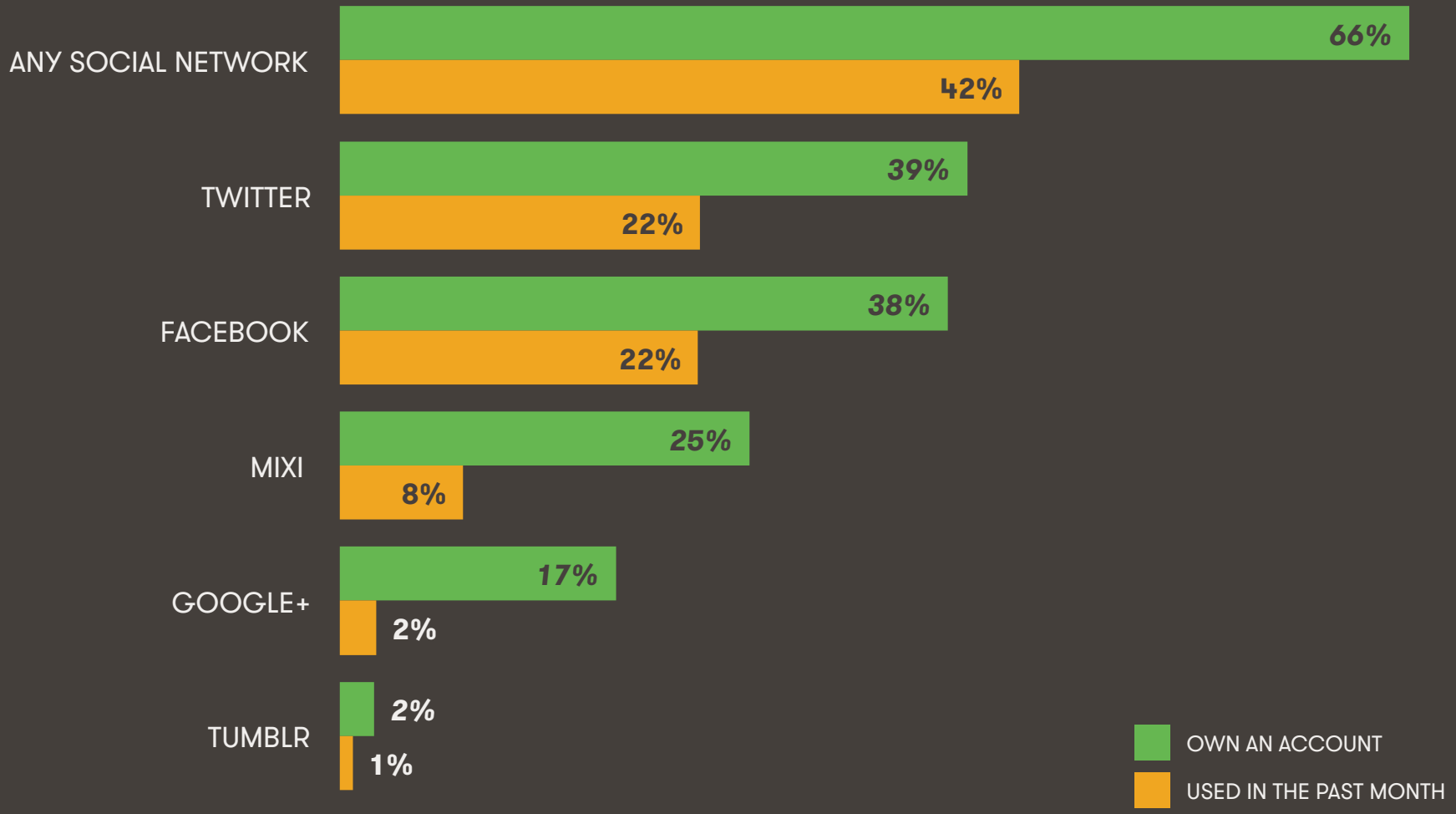
11%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

5%

JAN 2014

JAPAN: SOCIAL MEDIA USE



JAN 2014

JAPAN: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

25%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

89%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

81%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

44%

MEXICO

JAN 2014

MEXICO: DATA SNAPSHOT

116,220,947
TOTAL POPULATION

URBAN RURAL

44,173,551
INTERNET USERS

INTERNET PENETRATION

50,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

100,785,917
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

MEXICO: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

5H 22M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

33%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

3H 10M

JAN 2014

MEXICO: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

37%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

3H 46M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

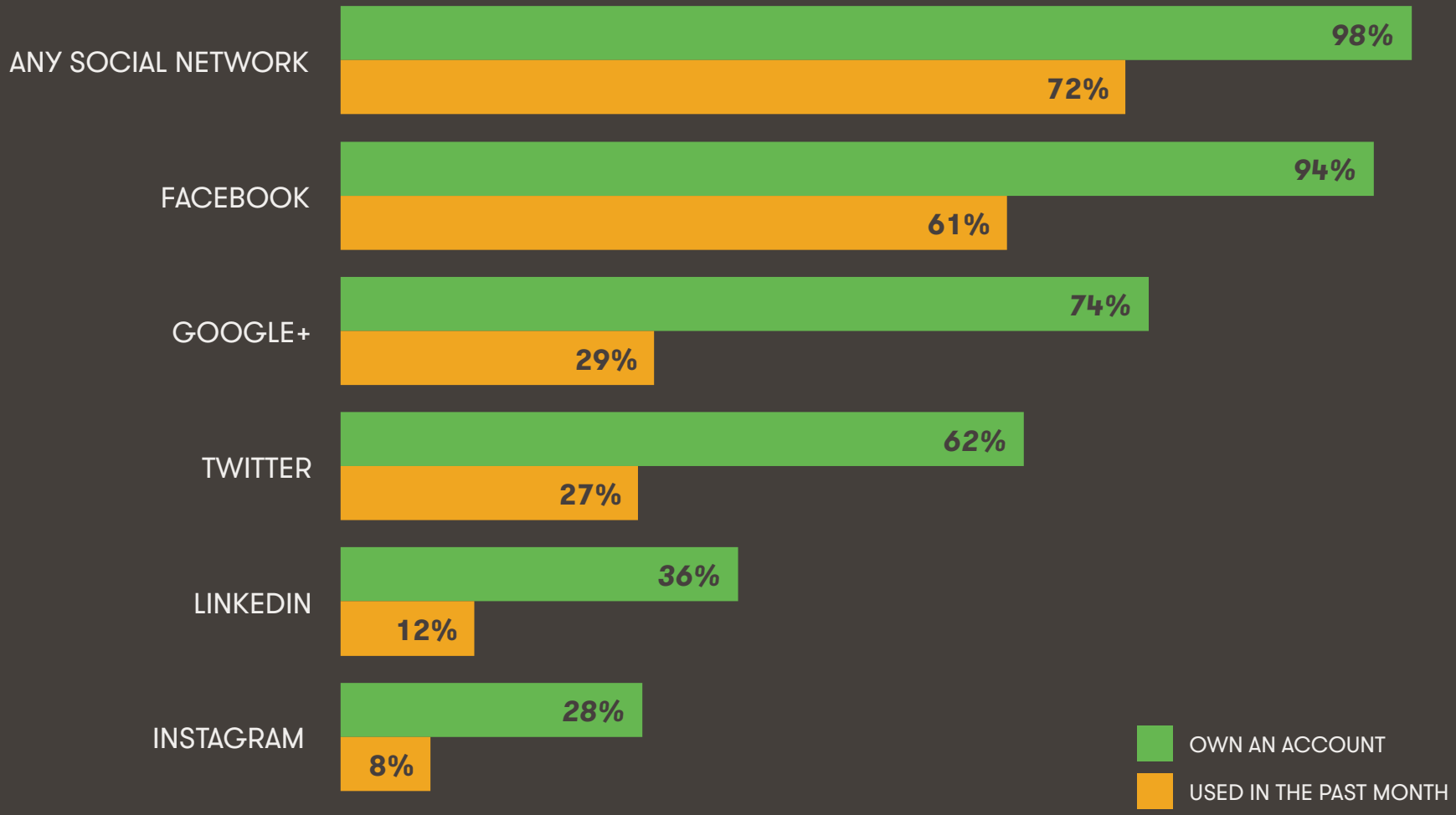
59%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

21%

JAN 2014

MEXICO: SOCIAL MEDIA USE



JAN 2014

MEXICO: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

37%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

95%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

91%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

39%

NIGERIA

JAN 2014

NIGERIA: DATA SNAPSHOT

174,507,539
TOTAL POPULATION

URBAN RURAL

55,930,391
INTERNET USERS

INTERNET PENETRATION

11,200,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

114,000,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

POLAND

JAN 2014

POLAND: DATA SNAPSHOT

38,383,809
TOTAL POPULATION

URBAN RURAL

24,969,935
INTERNET USERS

INTERNET PENETRATION

11,800,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

50,840,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

POLAND: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 59M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

45%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 21M

JAN 2014

POLAND: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

56%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

1H 37M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

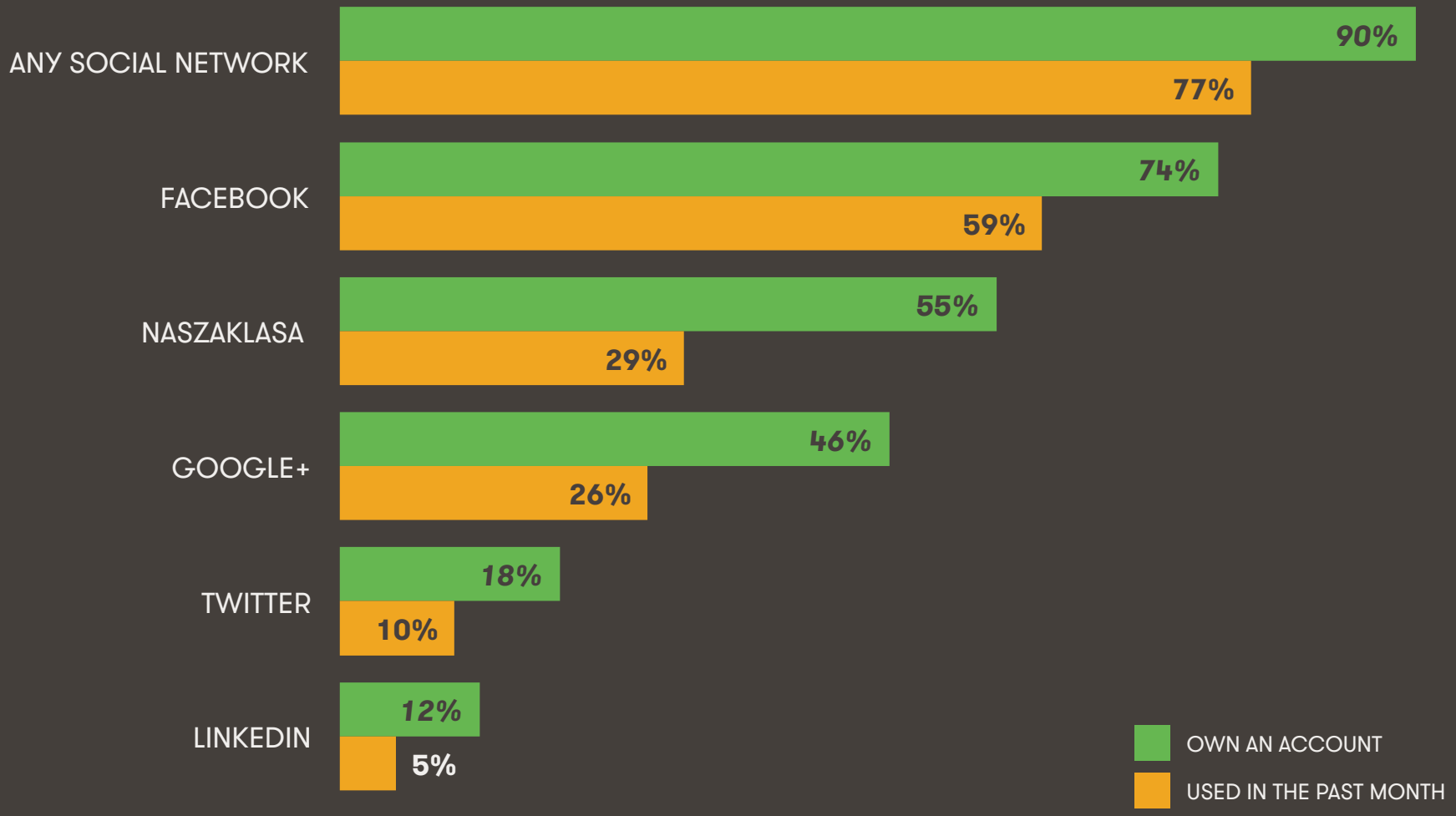
27%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

9%

JAN 2014

POLAND: SOCIAL MEDIA USE



JAN 2014

POLAND: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

35%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

90%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

78%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

28%

RUSSIA

JAN 2014

RUSSIA: DATA SNAPSHOT

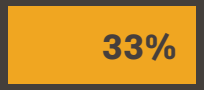
142,500,482
TOTAL POPULATION

URBAN RURAL

75,926,004
INTERNET USERS

INTERNET PENETRATION

46,800,000
ACTIVE VKONTAKTE USERS



VKONTAKTE PENETRATION

261,886,329
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

RUSSIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 56M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

36%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 22M

JAN 2014

RUSSIA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

50%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 11M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

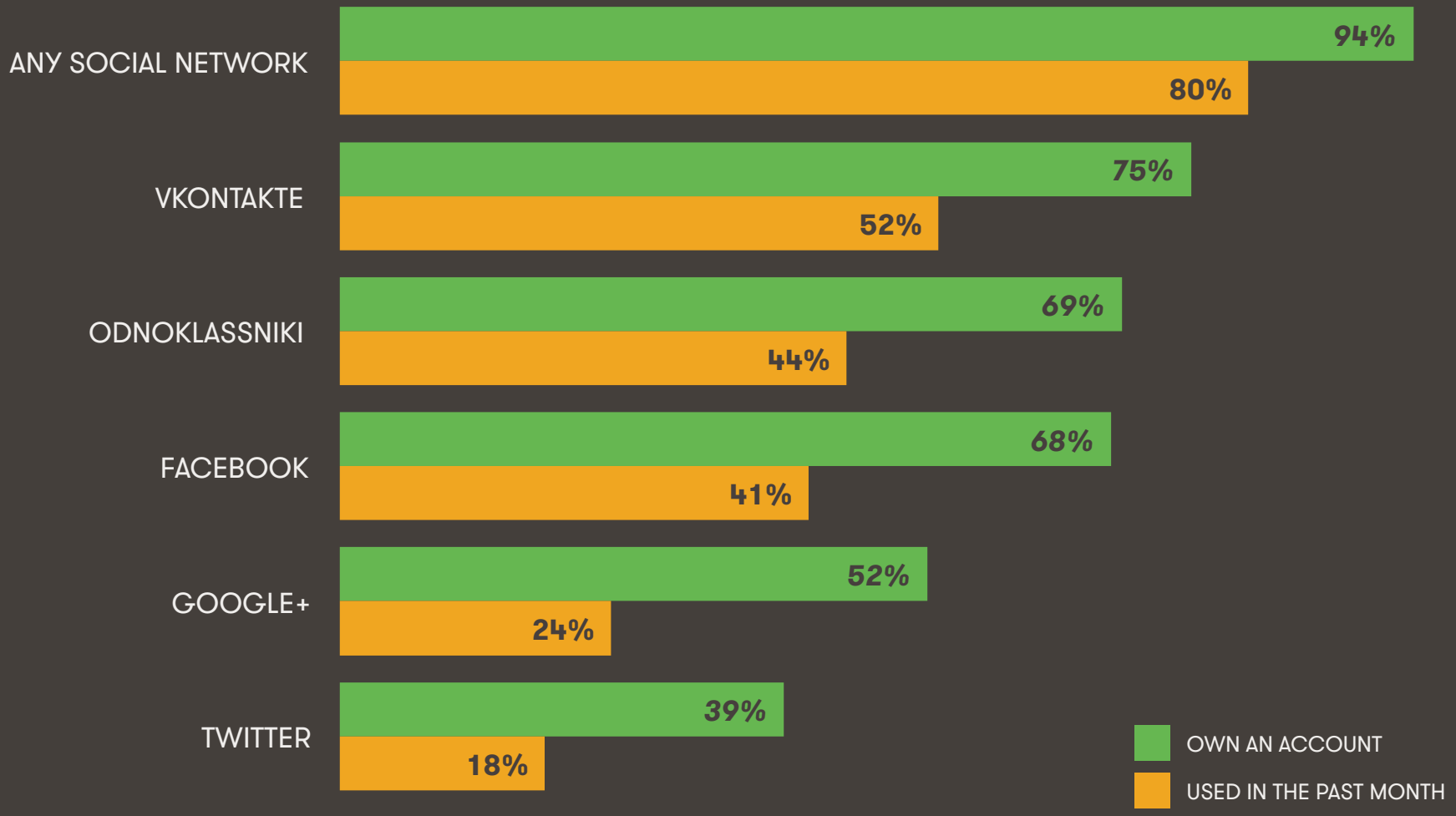
46%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

12%

JAN 2014

RUSSIA: SOCIAL MEDIA USE



JAN 2014

RUSSIA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

36%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

93%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

82%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

39%

SAUDI ARABIA

JAN 2014

SAUDI ARABIA: DATA SNAPSHOT

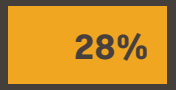
26,939,583
TOTAL POPULATION

URBAN RURAL

14,328,632
INTERNET USERS

INTERNET PENETRATION

7,600,000
ACTIVE FACEBOOK USERS



FACEBOOK PENETRATION

53,012,322
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

SAUDI ARABIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 57M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

47%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

3H 01M

JAN 2014

SAUDI ARABIA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

51%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 48M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

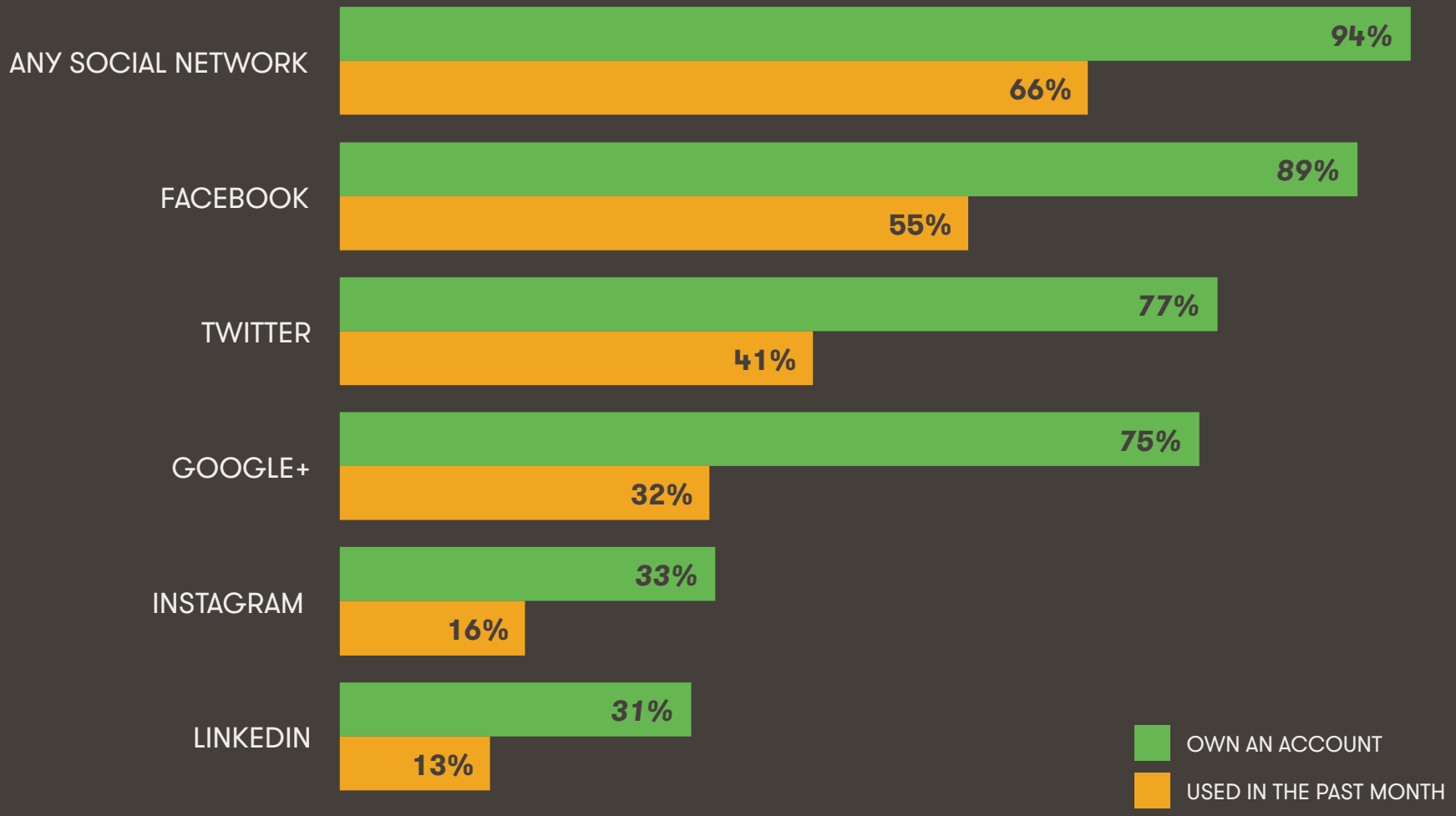
51%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

20%

JAN 2014

SAUDI ARABIA: SOCIAL MEDIA USE



JAN 2014

SAUDI ARABIA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

73%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

89%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

83%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

31%

SINGAPORE

JAN 2014

SINGAPORE: DATA SNAPSHOT

5,460,302
TOTAL POPULATION

100%
URBAN

3,971,318
INTERNET USERS

73%
INTERNET PENETRATION

3,200,000
ACTIVE FACEBOOK USERS

59%
FACEBOOK PENETRATION

8,063,000
ACTIVE MOBILE SUBSCRIPTIONS

148%
MOBILE PENETRATION

JAN 2014

SINGAPORE: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

5H 16M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

64%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 57M

JAN 2014

SINGAPORE: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

70%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 10M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

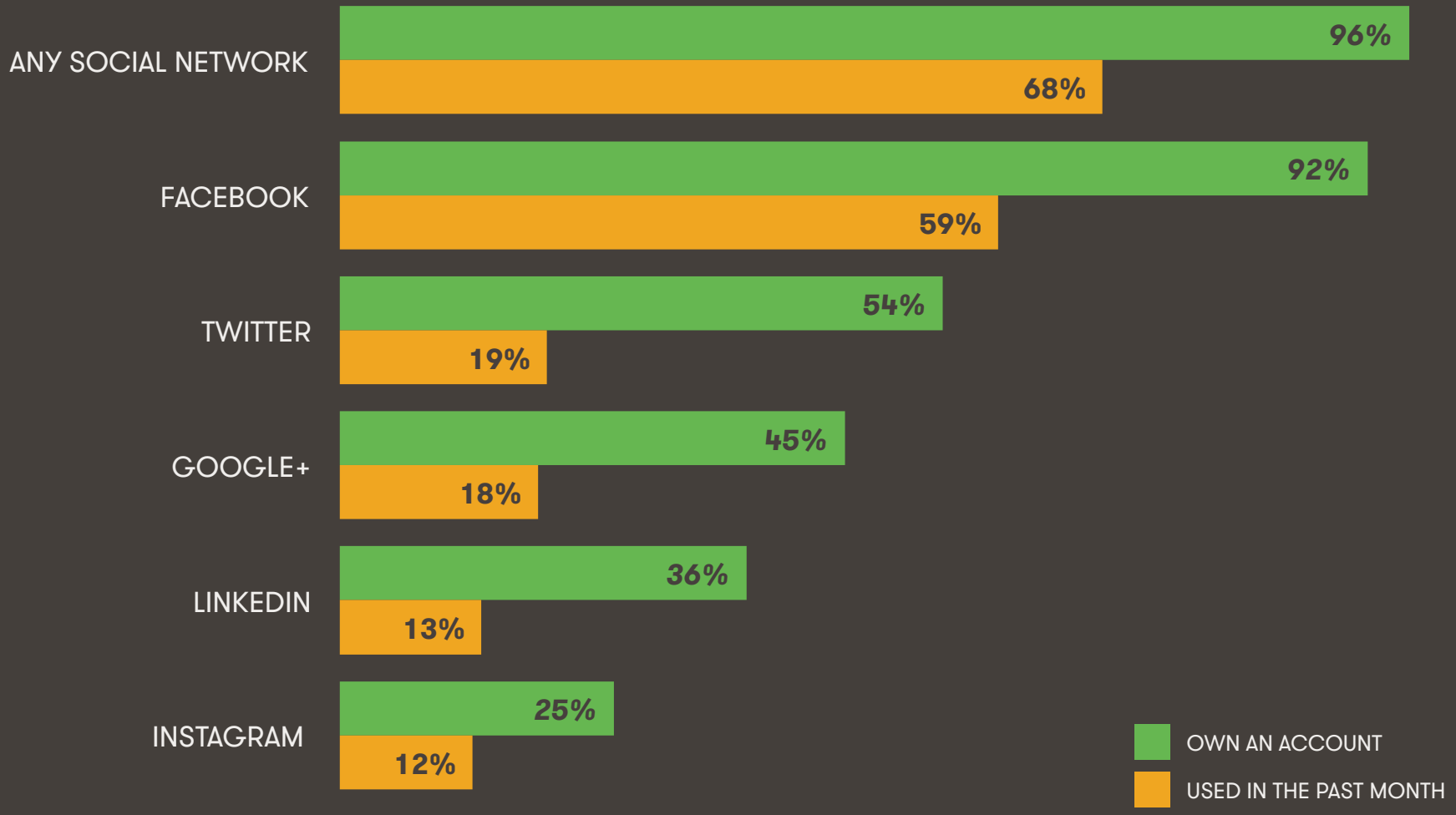
49%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

18%

JAN 2014

SINGAPORE: SOCIAL MEDIA USE



JAN 2014

SINGAPORE: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

72%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

96%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

87%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

44%

SOUTH AFRICA

JAN 2014

SOUTH AFRICA: DATA SNAPSHOT

48,601,098
TOTAL POPULATION

URBAN RURAL

20,012,275
INTERNET USERS

INTERNET PENETRATION

9,800,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

68,394,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

SOUTH AFRICA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

5H 37M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

38%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

2H 29M

JAN 2014

SOUTH AFRICA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

40%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

3H 02M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

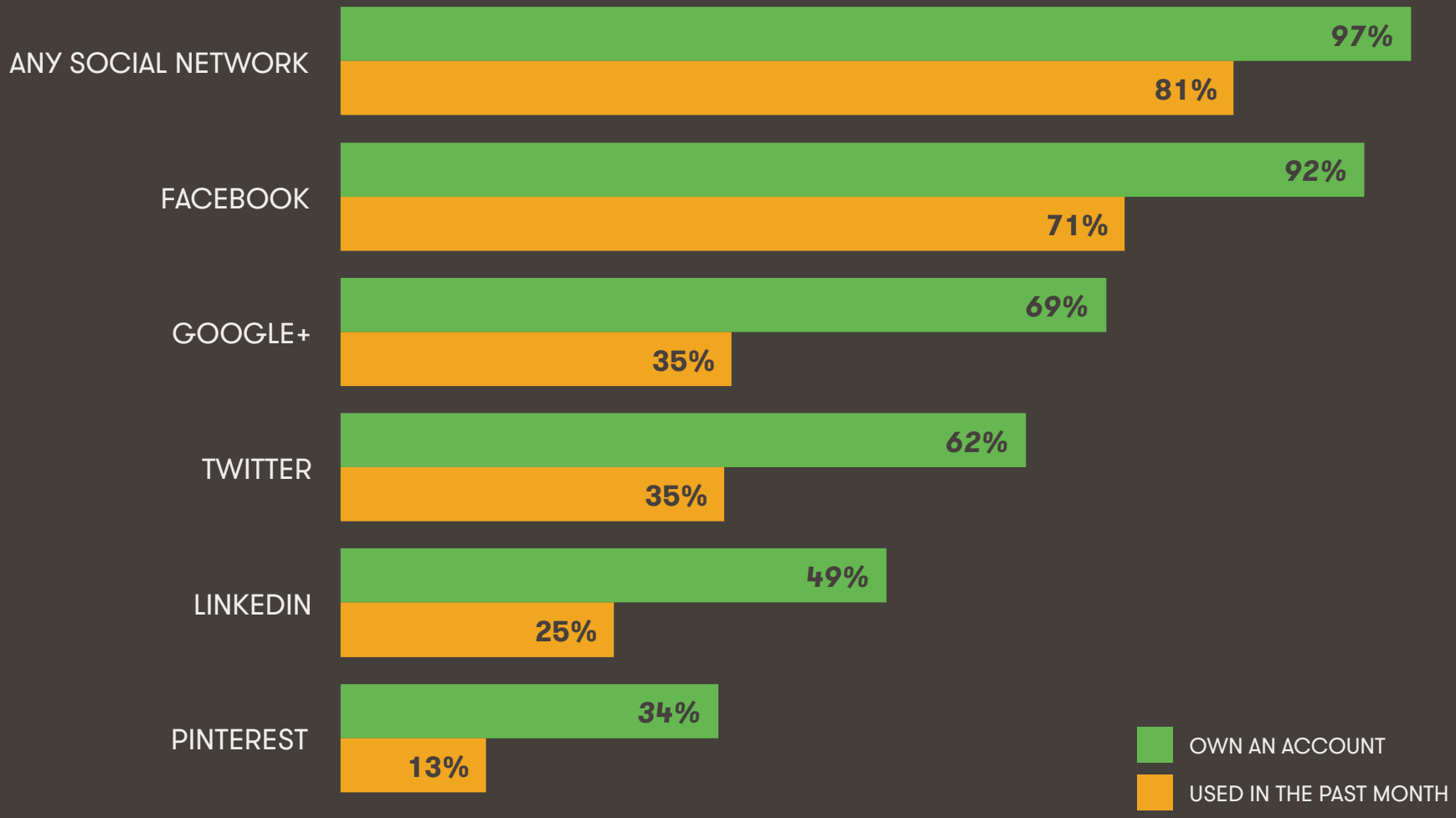
59%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

19%

JAN 2014

SOUTH AFRICA: SOCIAL MEDIA USE



JAN 2014

SOUTH AFRICA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

40%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

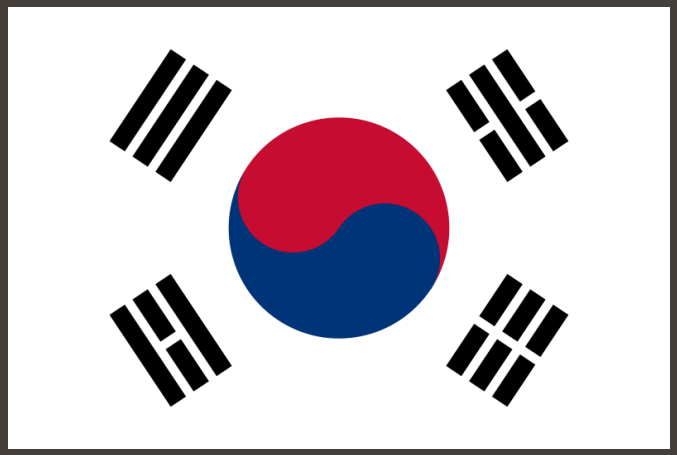
92%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

89%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

30%



SOUTH KOREA

JAN 2014

SOUTH KOREA: DATA SNAPSHOT

48,955,203
TOTAL POPULATION

URBAN RURAL

41,091,681
INTERNET USERS

INTERNET PENETRATION

13,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

53,624,427
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

SOUTH KOREA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

3H 27M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

75%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 35M

JAN 2014

SOUTH KOREA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

74%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

1H 01M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

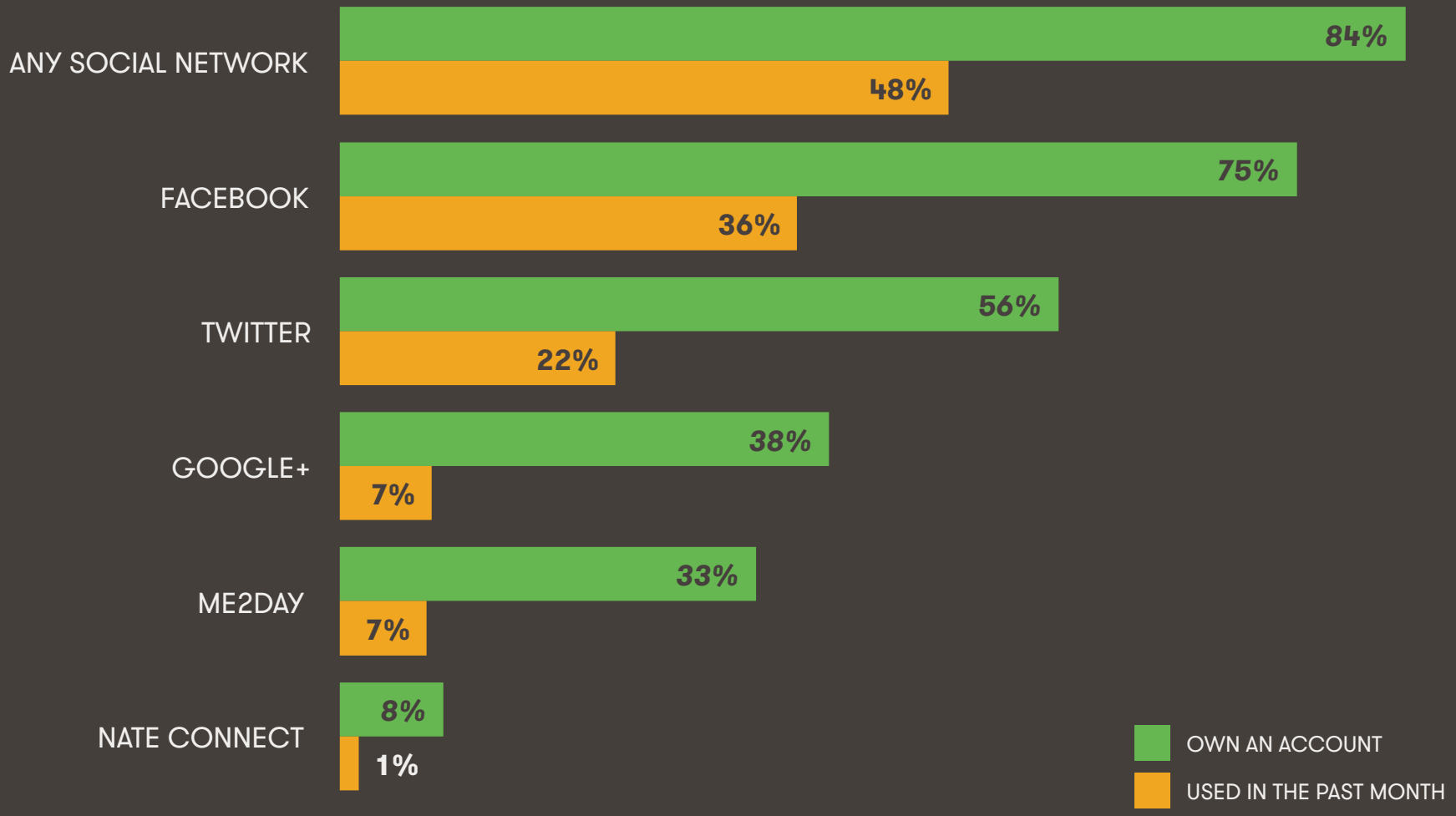
37%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

17%

JAN 2014

SOUTH KOREA: SOCIAL MEDIA USE



JAN 2014

SOUTH KOREA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

73%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

94%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

94%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

56%

THAILAND

JAN 2014

THAILAND: DATA SNAPSHOT

67,448,120
TOTAL POPULATION

URBAN RURAL

17,779,139
INTERNET USERS

INTERNET PENETRATION

24,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

84,075,036
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

THAILAND: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

5H 07M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

24%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

3H 04M

JAN 2014

THAILAND: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

25%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

3H 39M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

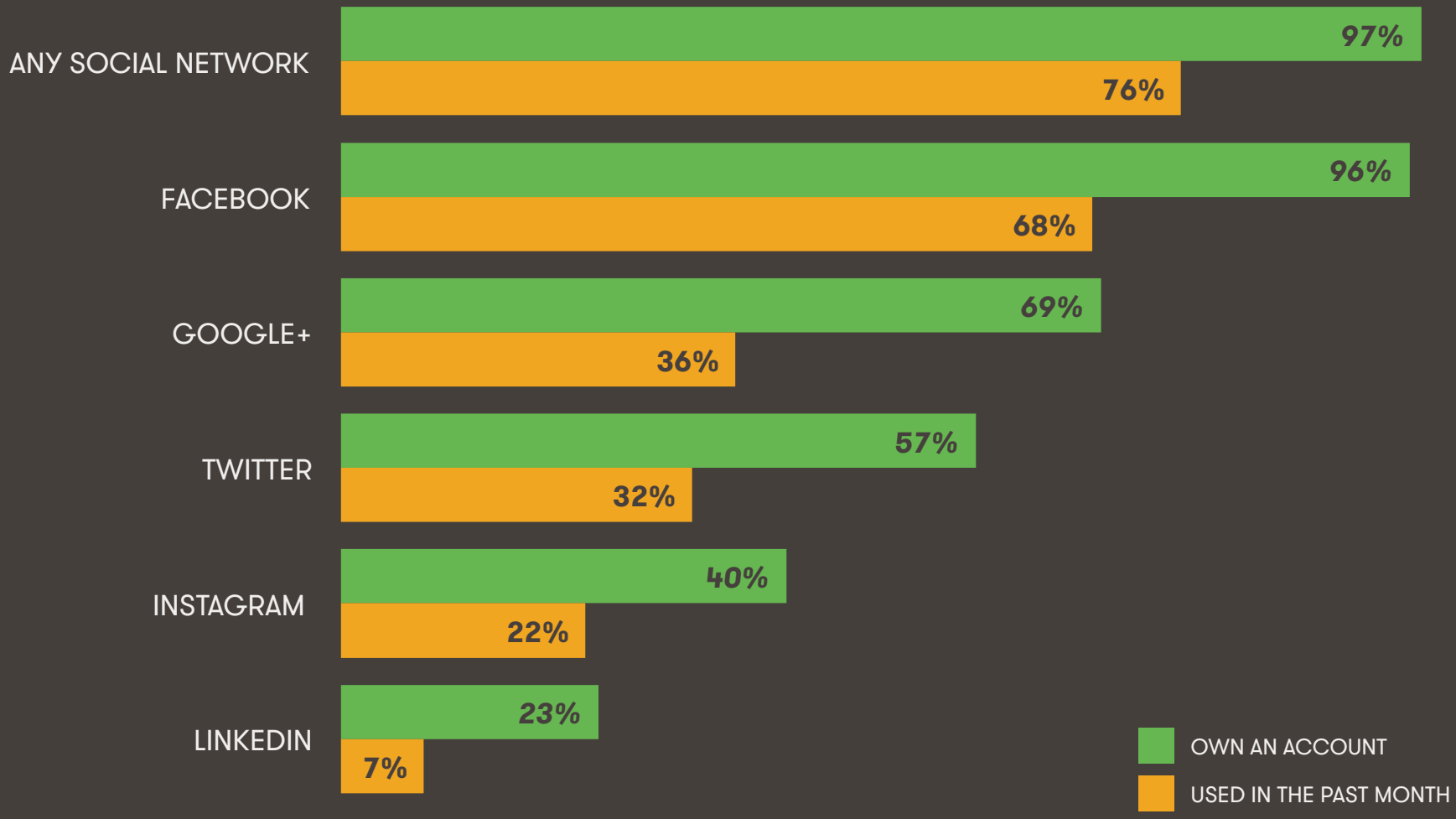
50%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

36%

JAN 2014

THAILAND: SOCIAL MEDIA USE



JAN 2014

THAILAND: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

31%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

95%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

94%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

51%

TURKEY

JAN 2014

TURKEY: DATA SNAPSHOT

80,694,485
TOTAL POPULATION

URBAN RURAL

35,990,932
INTERNET USERS

INTERNET PENETRATION

36,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

68,000,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

TURKEY: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 51M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

36%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 53M

JAN 2014

TURKEY: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

44%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 32M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

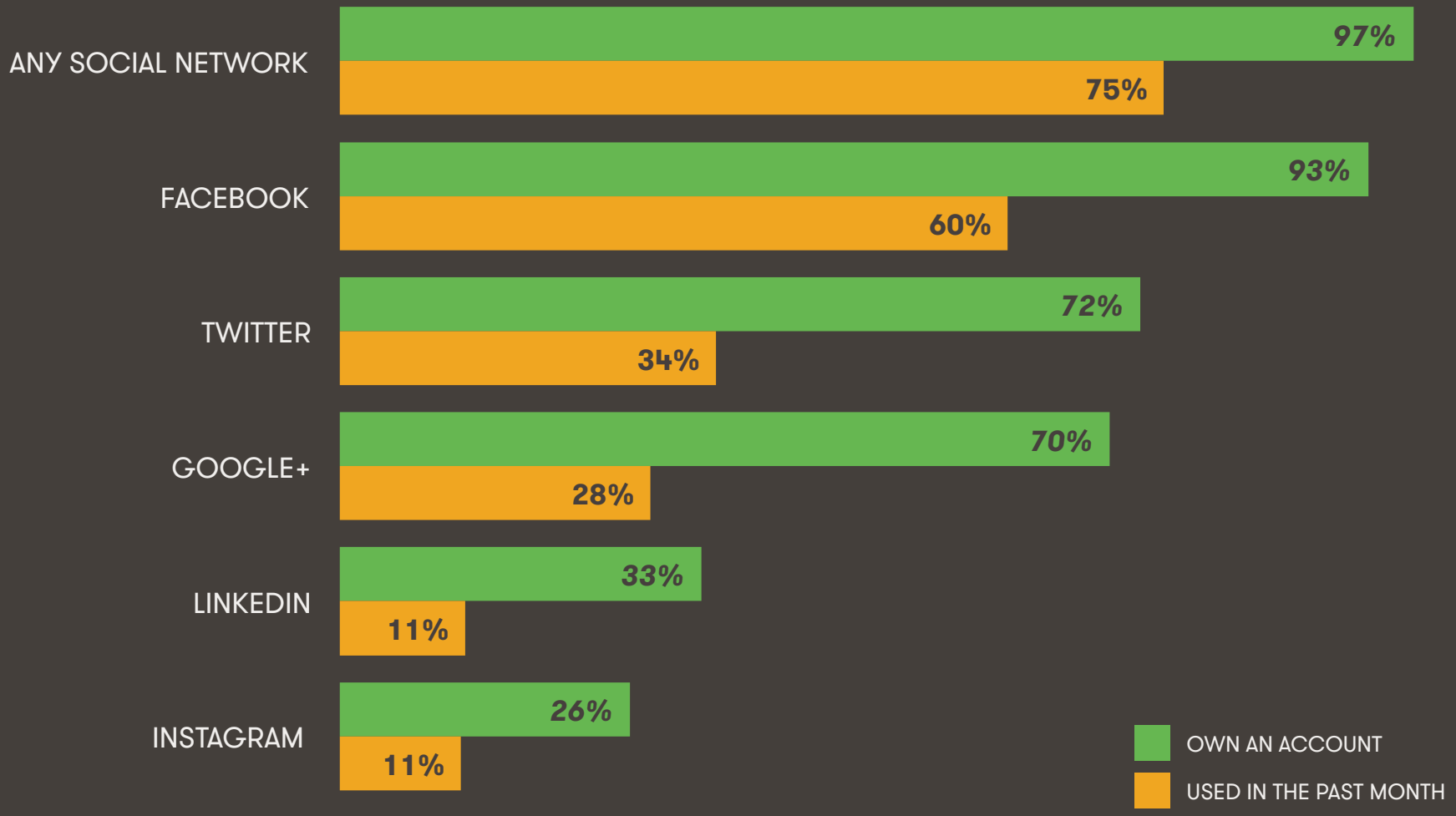
51%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

26%

JAN 2014

TURKEY: SOCIAL MEDIA USE



JAN 2014

TURKEY: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

30%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

95%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

92%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

43%

UNITED ARAB EMIRATES

JAN 2014

UAE: DATA SNAPSHOT

5,473,972
TOTAL POPULATION

URBAN RURAL

4,517,169
INTERNET USERS

INTERNET PENETRATION

4,400,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

13,775,252
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

UAE: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

5H 12M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

71%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

2H 57M

JAN 2014

UAE: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

81%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

3H 17M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

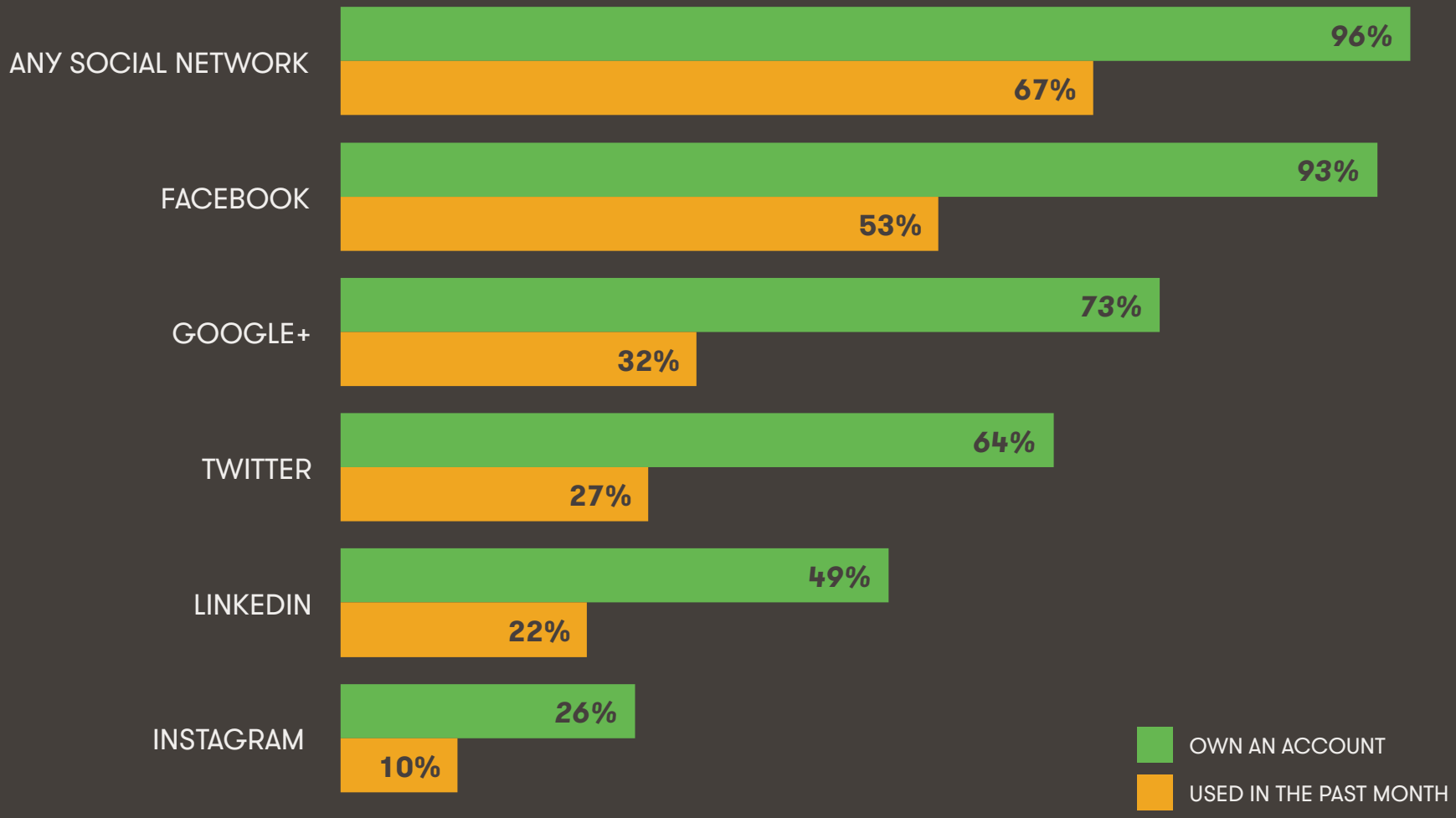
52%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

22%

JAN 2014

UAE: SOCIAL MEDIA USE



JAN 2014

UAE: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

74%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

90%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

82%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

38%

UNITED KINGDOM

JAN 2014

UK: DATA SNAPSHOT

63,395,574
TOTAL POPULATION

URBAN RURAL

54,861,245
INTERNET USERS

INTERNET PENETRATION

36,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

82,109,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

UK: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

4H 11M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

64%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

1H 32M

JAN 2014

UK: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

76%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

1H 51M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

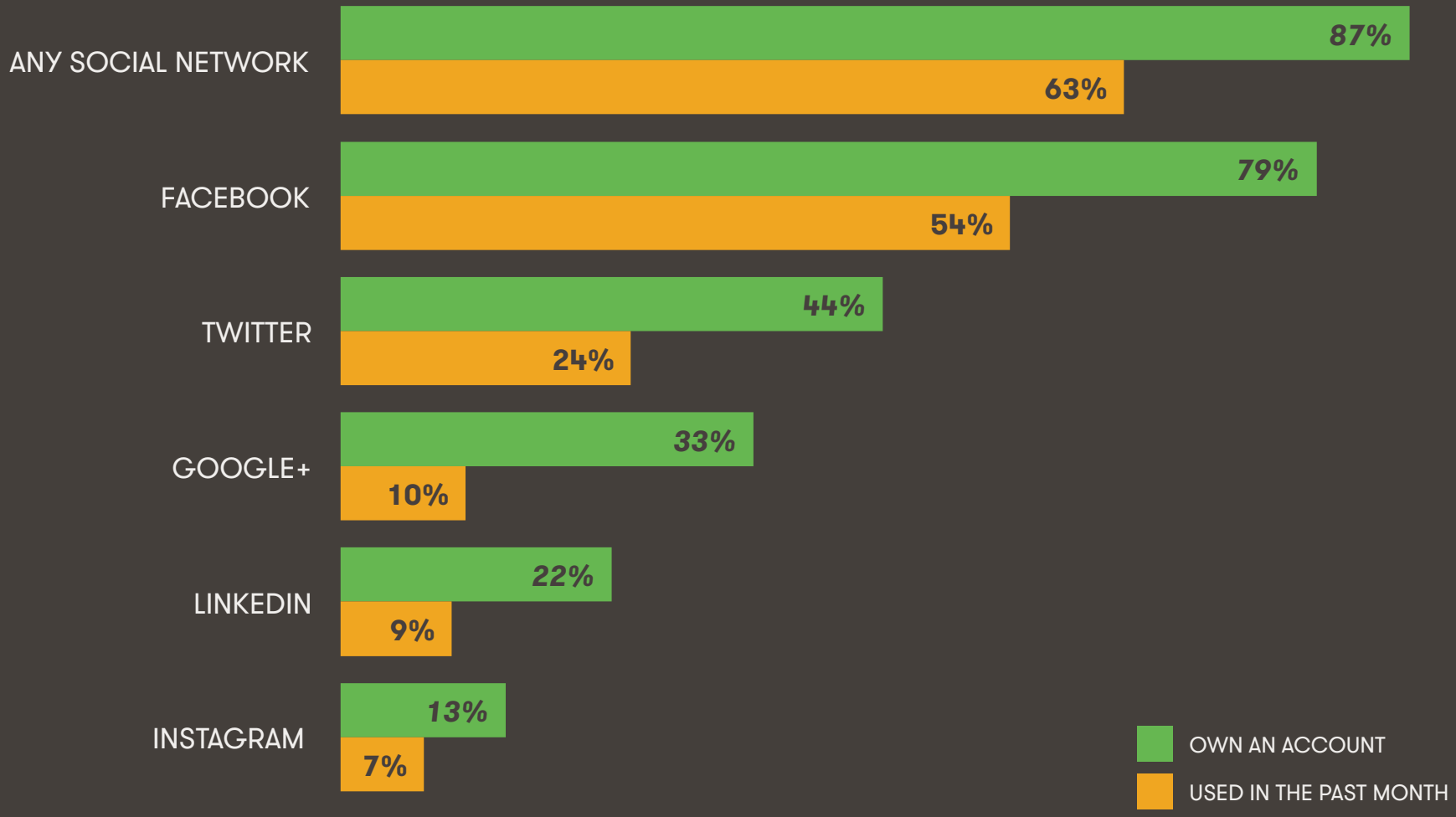
45%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

9%

JAN 2014

UK: SOCIAL MEDIA USE



JAN 2014

UK: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

62%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

87%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

73%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

39%

UNITED STATES OF AMERICA

JAN 2014

USA: DATA SNAPSHOT

316,668,567
TOTAL POPULATION

URBAN RURAL

254,295,536
INTERNET USERS

INTERNET PENETRATION

178,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

327,577,529
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION

JAN 2014

USA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

5H 13M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

60%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

2H 25M

JAN 2014

USA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

75%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 17M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

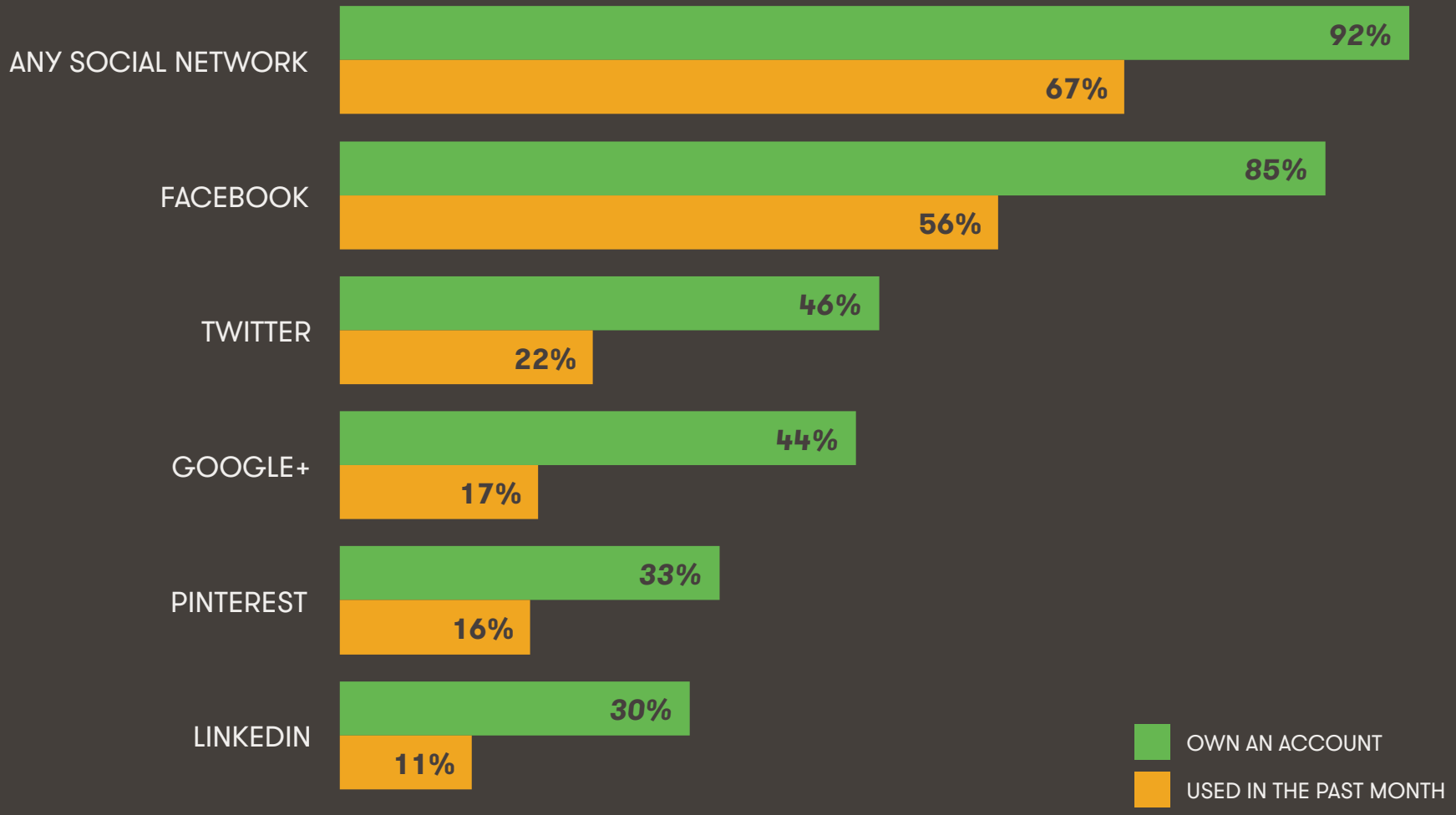
54%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

15%

JAN 2014

USA: SOCIAL MEDIA USE



JAN 2014

USA: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

56%

SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE

94%

SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE

77%

SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE

46%

DATA SOURCES USED IN THIS REPORT

Population data
Latest available data from the United States Census Bureau (based on 2013 data), correct as at January 2014.

Internet user data
Latest available data from InternetWorldStats.com and the China Internet Network Information Centre, correct as at January 2014; usage behaviour data from GlobalWebIndex Wave 11 (Q3 2013).

Social media user data
Latest site-reported monthly active user data from Facebook, Google+, Qzone, Sina Weibo, Tencent Weibo Twitter, and VKontakte, correct as at January 2014; usage behaviour data extrapolated from GlobalWebIndex Wave 11 (Q3 2013).

Mobile phone user data
Latest available data from Ericsson Mobility Report (November 2013), the International Telecommunication Union (ITU), and the CIA Government Factbook, correct as at January 2014; usage behaviour data extrapolated from GlobalWebIndex Wave 11 (Q3 2013), and Google's "Our Mobile Planet" Report from May 2013.

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