



# GLOBAL DIGITAL STATISTICS 2014

WE ARE SOCIAL'S SNAPSHOT OF KEY DIGITAL INDICATORS

# COUNTRIES DETAILED IN THIS REPORT




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



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



52%

URBAN

48%

RURAL

2,484,915,152

INTERNET USERS



35%

INTERNET PENETRATION

1,856,680,860

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

6,572,950,124

MOBILE SUBSCRIBERS

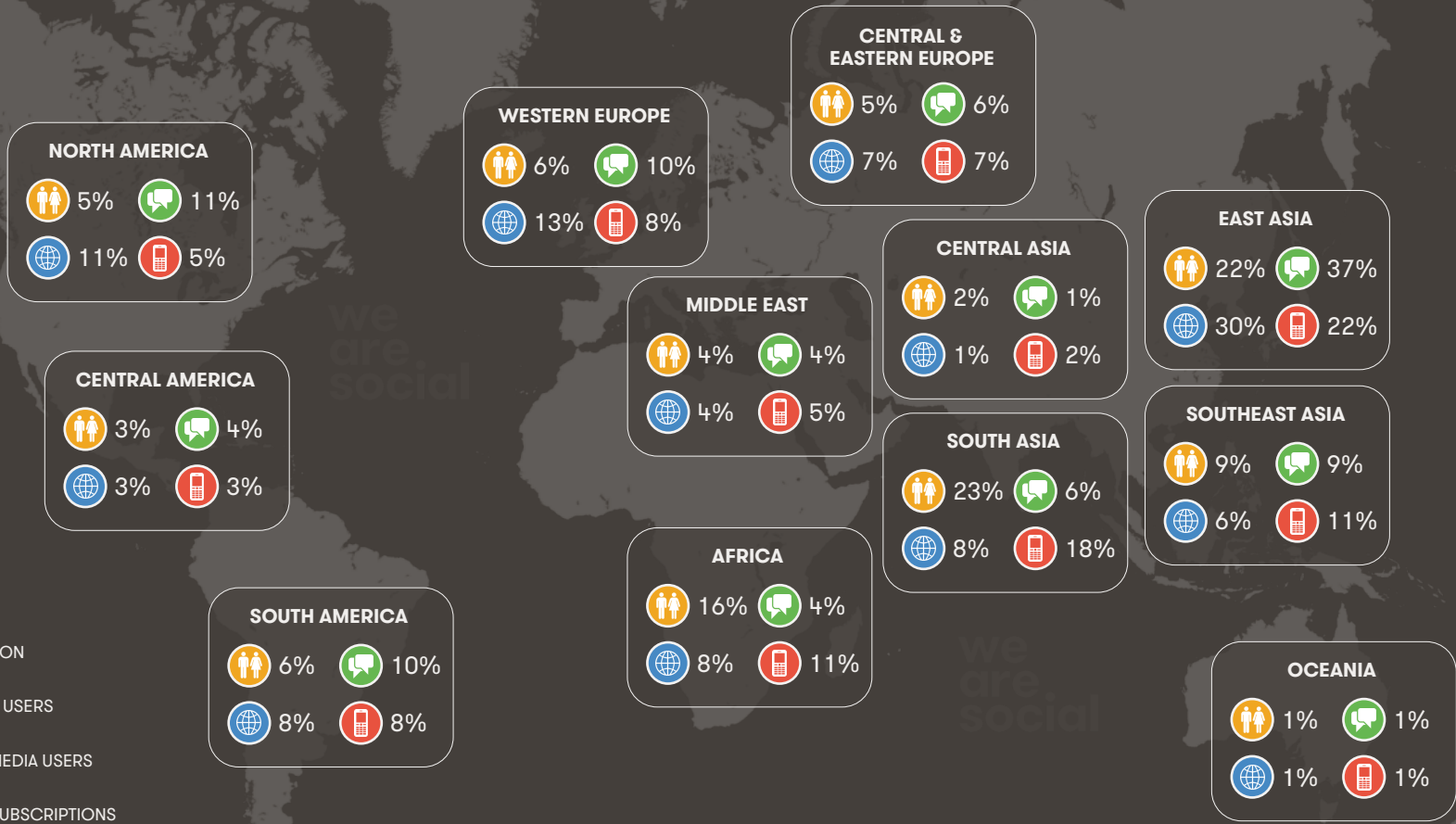


93%

MOBILE PENETRATION

JAN  
2014

# SHARE OF GLOBAL USERS BY REGION



**JAN  
2014**

# INTERNET PENETRATION BY REGION

NORTH  
AMERICA

81%

WESTERN  
EUROPE

78%

CENTRAL &  
EASTERN  
EUROPE

54%

CENTRAL  
ASIA

29%

EAST  
ASIA

48%

34%

CENTRAL  
AMERICA

37%

MIDDLE  
EAST

12%

SOUTH  
ASIA

25%

SOUTHEAST  
ASIA

47%

SOUTH  
AMERICA

18%

AFRICA

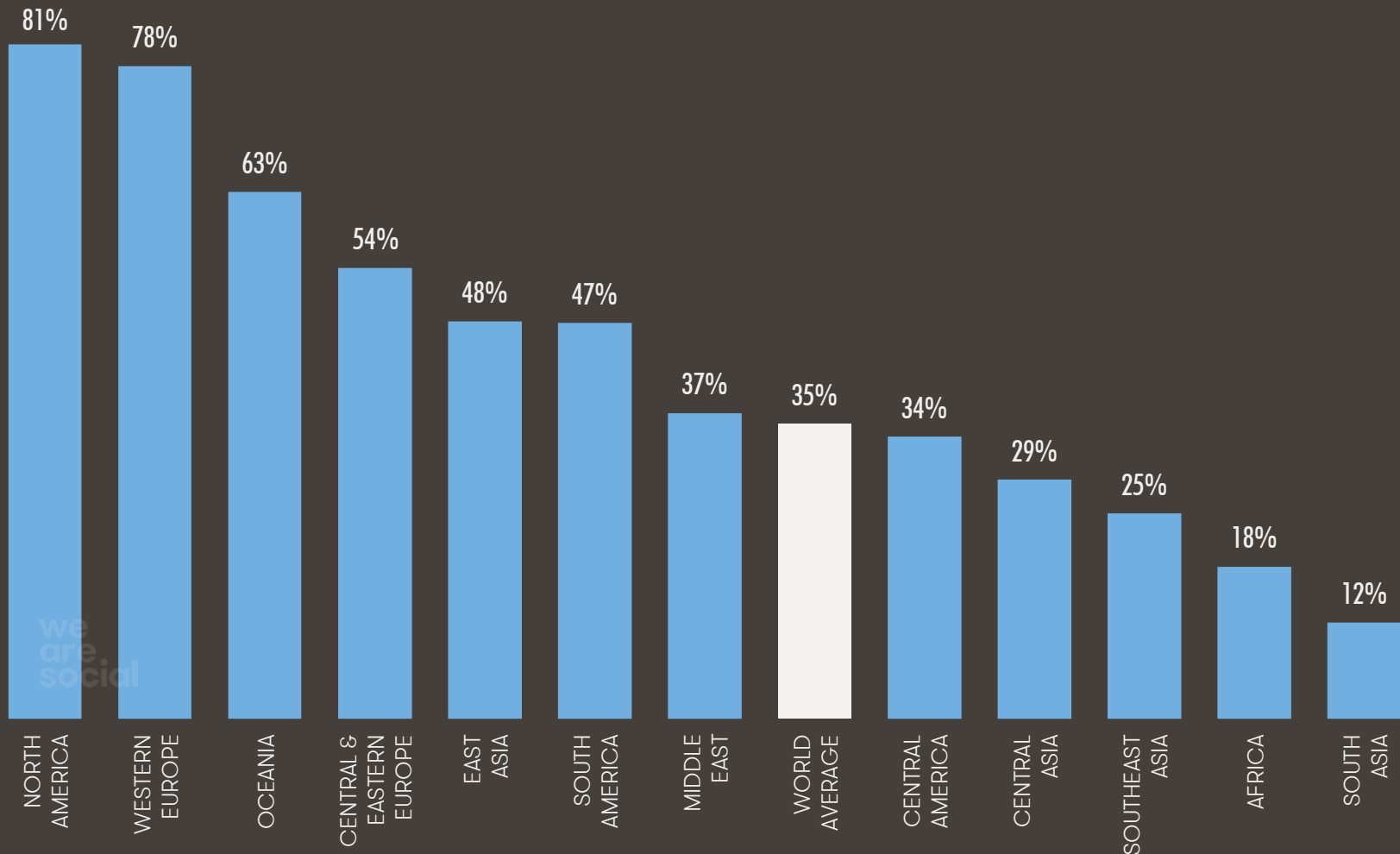
We  
are  
social

63%

OCEANIA

JAN  
2014

# INTERNET PENETRATION BY REGION

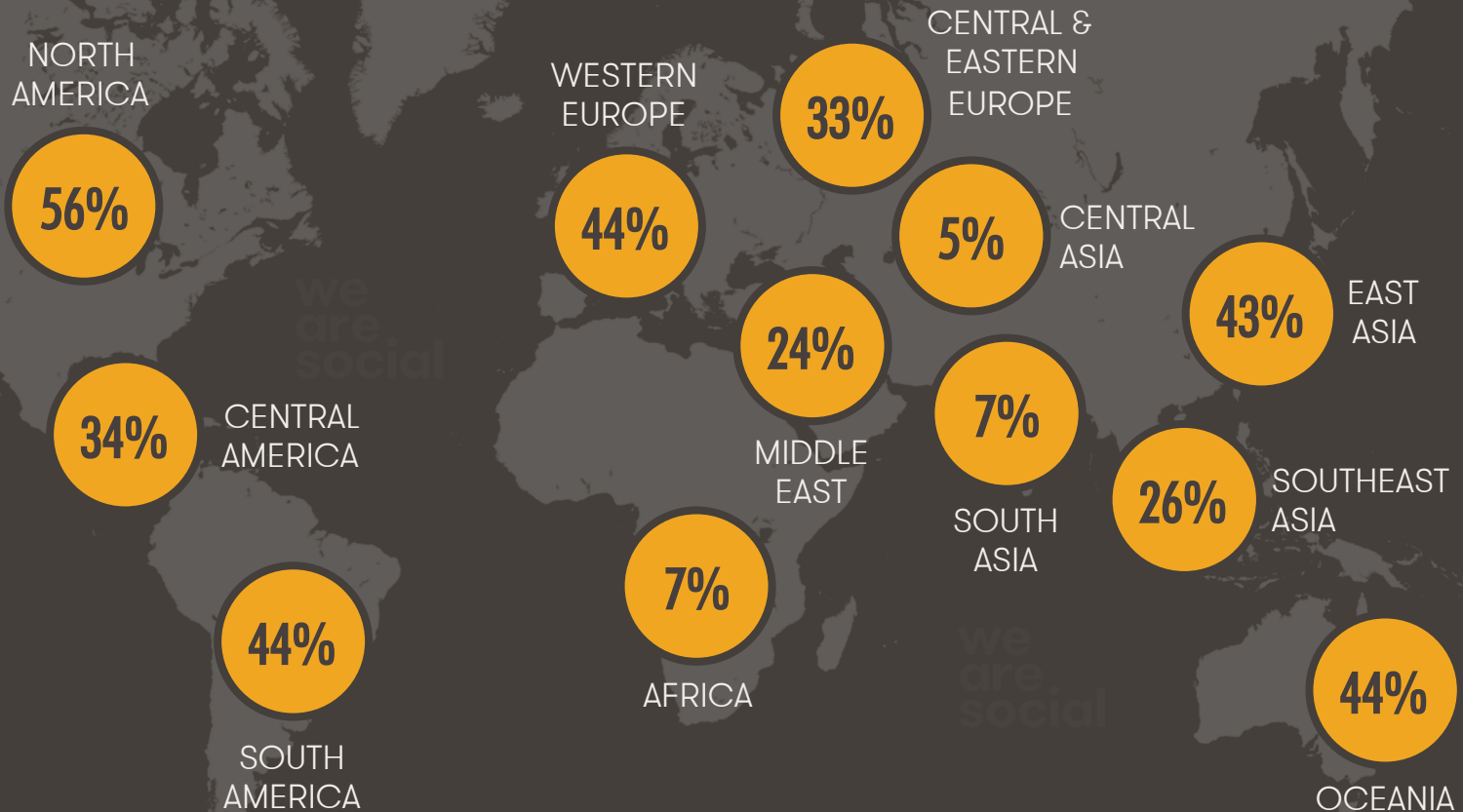




**JAN  
2014**

# **SOCIAL PENETRATION BY REGION**

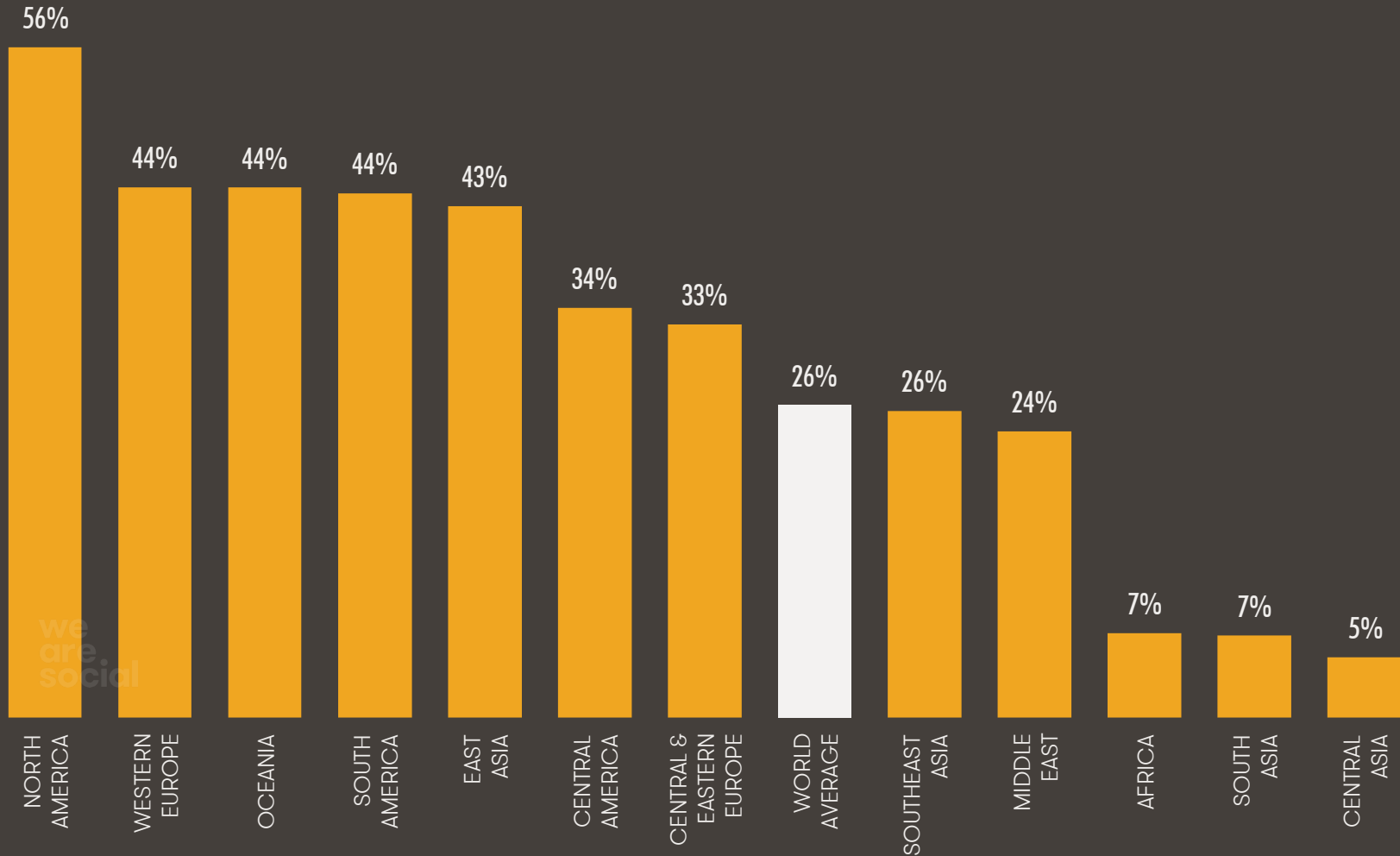
BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



**JAN  
2014**

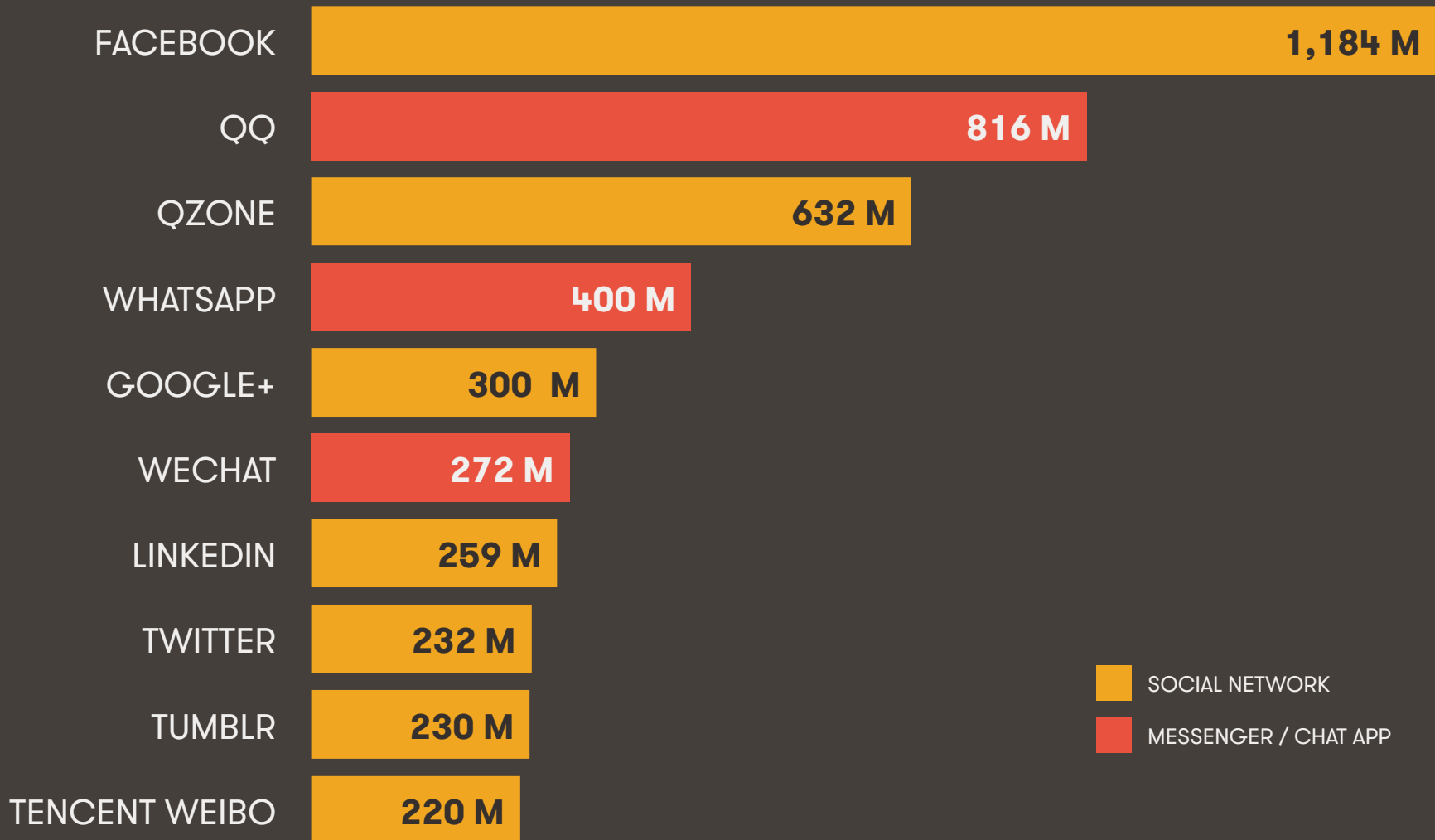
# SOCIAL PENETRATION BY REGION

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

NORTH  
AMERICA

101%

WESTERN  
EUROPE

129%

CENTRAL &  
EASTERN  
EUROPE

151%

CENTRAL  
ASIA

90%

EAST  
ASIA

92%

CENTRAL  
AMERICA

89%

MIDDLE  
EAST

112%

72%

SOUTHEAST  
ASIA

109%

67%

AFRICA

SOUTH  
ASIA

SOUTH  
AMERICA

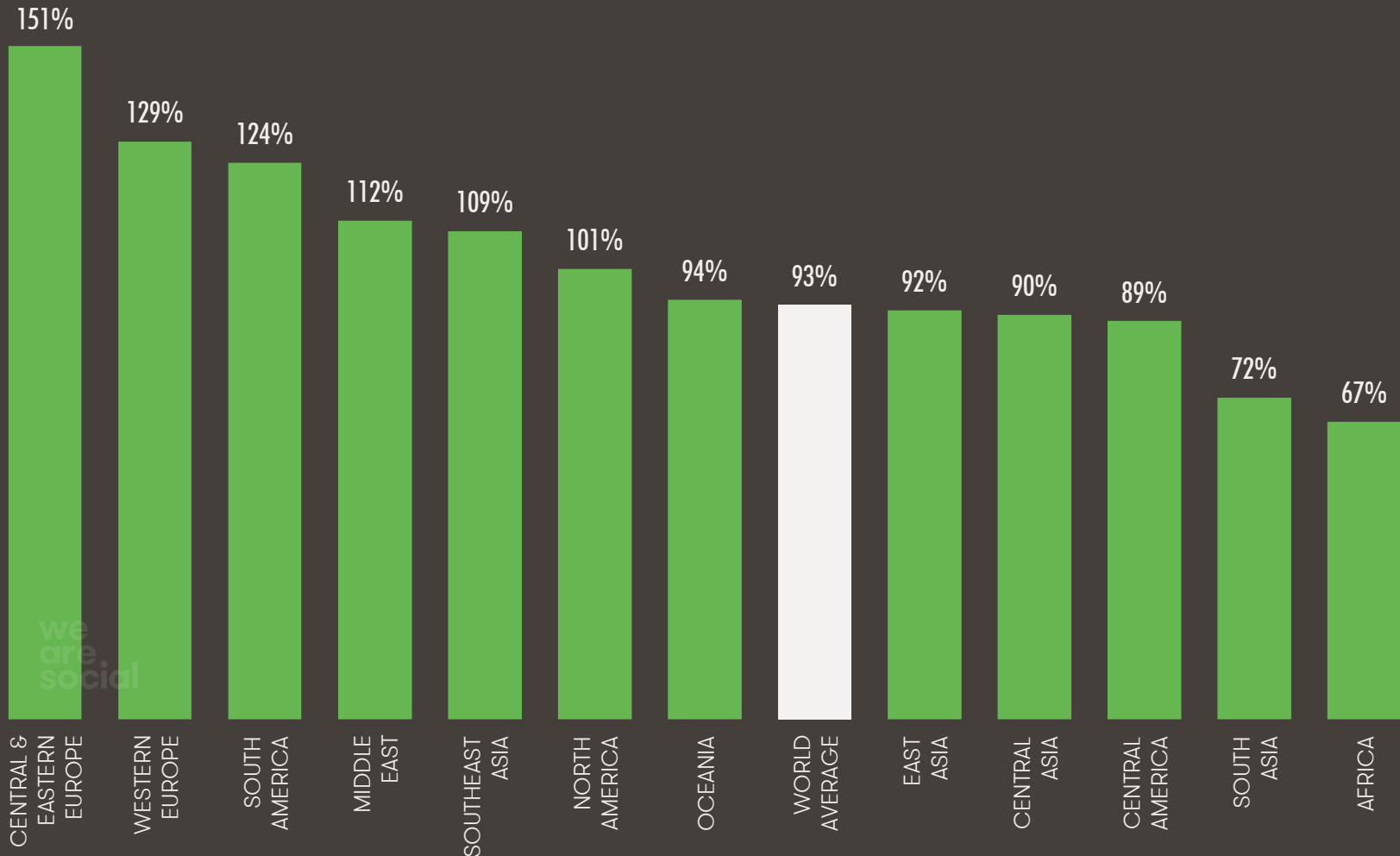
124%

94%

OCEANIA

JAN  
2014

# MOBILE PENETRATION BY REGION



JAN  
2014

# MOBILE BROADBAND PENETRATION

NORTH  
AMERICA

72%

WESTERN  
EUROPE

55%

CENTRAL &  
EASTERN  
EUROPE

39%

CENTRAL  
ASIA

16%

EAST  
ASIA

28%

8%

CENTRAL  
AMERICA

13%

MIDDLE  
EAST

4%

SOUTH  
ASIA

18%

SOUTHEAST  
ASIA

23%

SOUTH  
AMERICA

7%

AFRICA

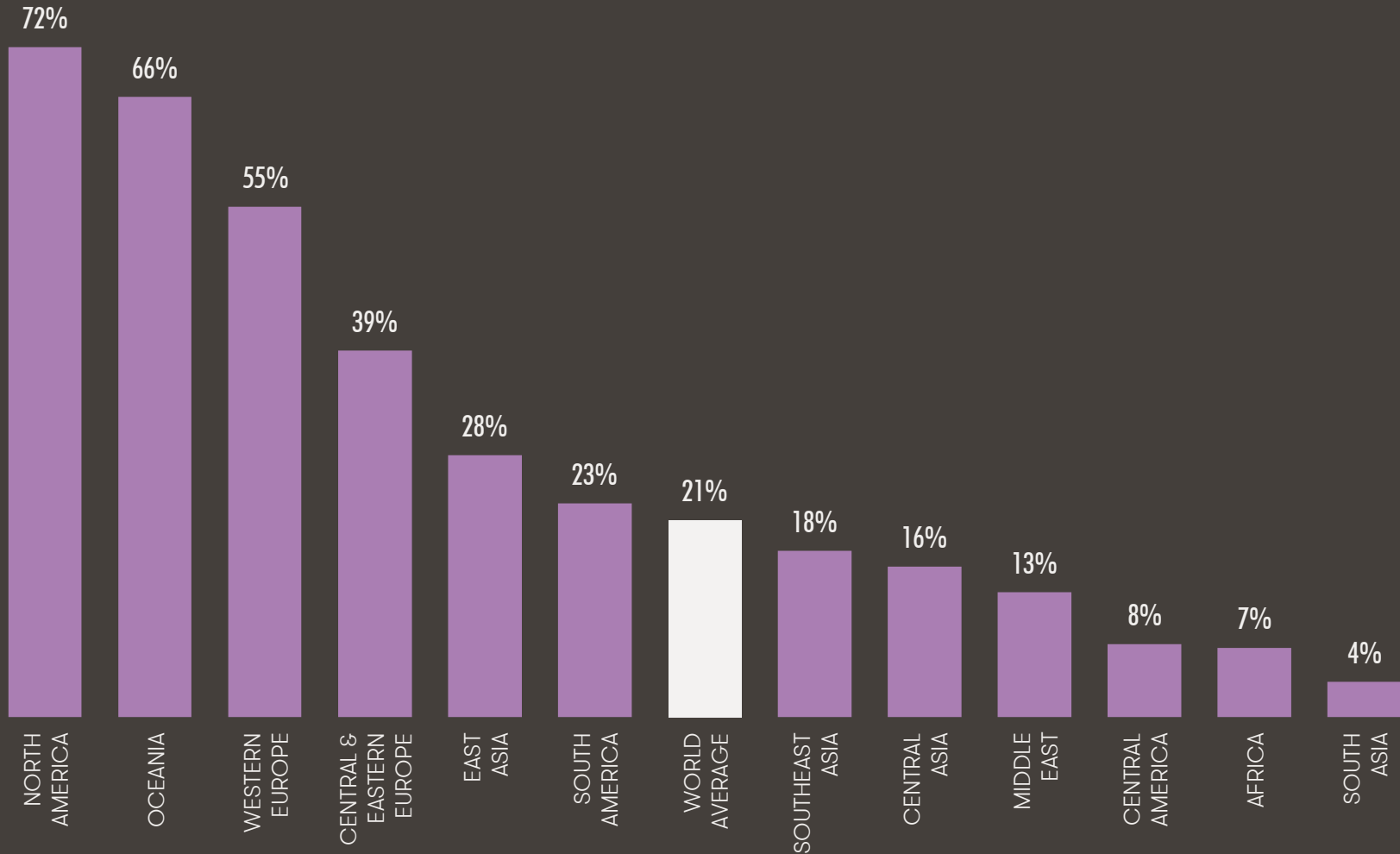
we  
are  
social

66%

OCEANIA

**JAN  
2014**

# MOBILE BROADBAND PENETRATION



JAN  
2014

# MOBILE BROADBAND SUBSCRIPTIONS

NORTH  
AMERICA

252M

WESTERN  
EUROPE

228M

CENTRAL &  
EASTERN  
EUROPE

127M

CENTRAL  
ASIA

18M

EAST  
ASIA

444M

15M

CENTRAL  
AMERICA

37M

MIDDLE  
EAST

61M

SOUTH  
ASIA

SOUTHEAST  
ASIA

112M

93M

SOUTH  
AMERICA

83M

AFRICA

we  
are  
social

24M

OCEANIA



**JAN  
2014**

# NORTH AMERICA

**351,300,266**

TOTAL POPULATION



82%

URBAN

18%

RURAL

**284,093,742**

INTERNET USERS



81%

INTERNET PENETRATION

**197,033,600**

ACTIVE SOCIAL NETWORK USERS



56%

SOCIAL NETWORKING PENETRATION

**353,899,984**

ACTIVE MOBILE SUBSCRIPTIONS



101%

MOBILE PENETRATION

**JAN  
2014**

# CENTRAL AMERICA

**195,127,178**

TOTAL POPULATION



71%

URBAN

29%

RURAL

**66,034,487**

INTERNET USERS



34%

INTERNET PENETRATION

**66,951,880**

ACTIVE SOCIAL NETWORK USERS



34%

SOCIAL NETWORKING PENETRATION

**173,787,140**

ACTIVE MOBILE SUBSCRIPTIONS



89%

MOBILE PENETRATION

JAN  
2014

# SOUTH AMERICA

**408,157,815**

TOTAL POPULATION



83%

URBAN

17%

RURAL

**193,655,950**

INTERNET USERS



47%

INTERNET PENETRATION

**179,145,980**

ACTIVE SOCIAL NETWORK USERS



44%

SOCIAL NETWORKING PENETRATION

**508,079,743**

ACTIVE MOBILE SUBSCRIPTIONS



124%

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



**68%**

URBAN

**32%**

RURAL

**174,727,847**

INTERNET USERS



**54%**

INTERNET PENETRATION

**106,440,000**

ACTIVE SOCIAL NETWORK USERS



**33%**

SOCIAL NETWORKING PENETRATION

**486,919,115**

ACTIVE MOBILE SUBSCRIPTIONS



**151%**

MOBILE PENETRATION

**JAN  
2014**

# MIDDLE EAST

**279,192,238**

TOTAL POPULATION



72%

URBAN

28%

RURAL

**102,346,717**

INTERNET USERS



37%

INTERNET PENETRATION

**66,900,000**

ACTIVE SOCIAL NETWORK USERS



24%

SOCIAL NETWORKING PENETRATION

**311,419,837**

ACTIVE MOBILE SUBSCRIPTIONS



112%

MOBILE PENETRATION

**JAN  
2014**

# AFRICA

**1,125,664,947**

TOTAL POPULATION



**39%**

URBAN

**61%**

RURAL

**205,185,547**

INTERNET USERS



**18%**

INTERNET PENETRATION

**79,851,240**

ACTIVE SOCIAL NETWORK USERS



**7%**

SOCIAL NETWORKING PENETRATION

**750,257,377**

ACTIVE MOBILE SUBSCRIPTIONS



**67%**

MOBILE PENETRATION

JAN  
2014

# CENTRAL ASIA

113,197,987

TOTAL POPULATION



38%

URBAN

62%

RURAL

32,444,899

INTERNET USERS



29%

INTERNET PENETRATION

5,740,000

ACTIVE SOCIAL NETWORK USERS



5%

SOCIAL NETWORKING PENETRATION

102,433,527

ACTIVE MOBILE SUBSCRIPTIONS



90%

MOBILE PENETRATION



**JAN  
2014**

# **SOUTH ASIA**

**1,630,919,286**

TOTAL POPULATION



**31%**

URBAN

**69%**

RURAL

**188,303,759**

INTERNET USERS



**12%**

INTERNET PENETRATION

**112,696,000**

ACTIVE SOCIAL NETWORK USERS



**7%**

SOCIAL NETWORKING PENETRATION

**1,173,703,583**

ACTIVE MOBILE SUBSCRIPTIONS



**72%**

MOBILE PENETRATION

**JAN  
2014**

# EAST ASIA

**1,584,806,482**

TOTAL POPULATION



**56%**

URBAN

**44%**

RURAL

**756,093,363**

INTERNET USERS



**48%**

INTERNET PENETRATION

**678,728,200**

ACTIVE SOCIAL NETWORK USERS



**43%**

SOCIAL NETWORKING PENETRATION

**1,451,087,957**

ACTIVE MOBILE SUBSCRIPTIONS



**92%**

MOBILE PENETRATION

**JAN  
2014**

# SOUTHEAST ASIA

**630,551,581**

TOTAL POPULATION



**45%**

URBAN

**55%**

RURAL

**155,173,606**

INTERNET USERS



**25%**

INTERNET PENETRATION

**161,996,000**

ACTIVE SOCIAL NETWORK USERS



**26%**

SOCIAL NETWORKING PENETRATION

**688,607,654**

ACTIVE MOBILE SUBSCRIPTIONS



**109%**

MOBILE PENETRATION

**JAN  
2014**

# OCEANIA

**36,425,600**

TOTAL POPULATION



71%

URBAN

29%

RURAL

**23,025,488**

INTERNET USERS



63%

INTERNET PENETRATION

**16,163,220**

ACTIVE SOCIAL NETWORK USERS



44%

SOCIAL NETWORKING PENETRATION

**34,181,507**

ACTIVE MOBILE SUBSCRIPTIONS

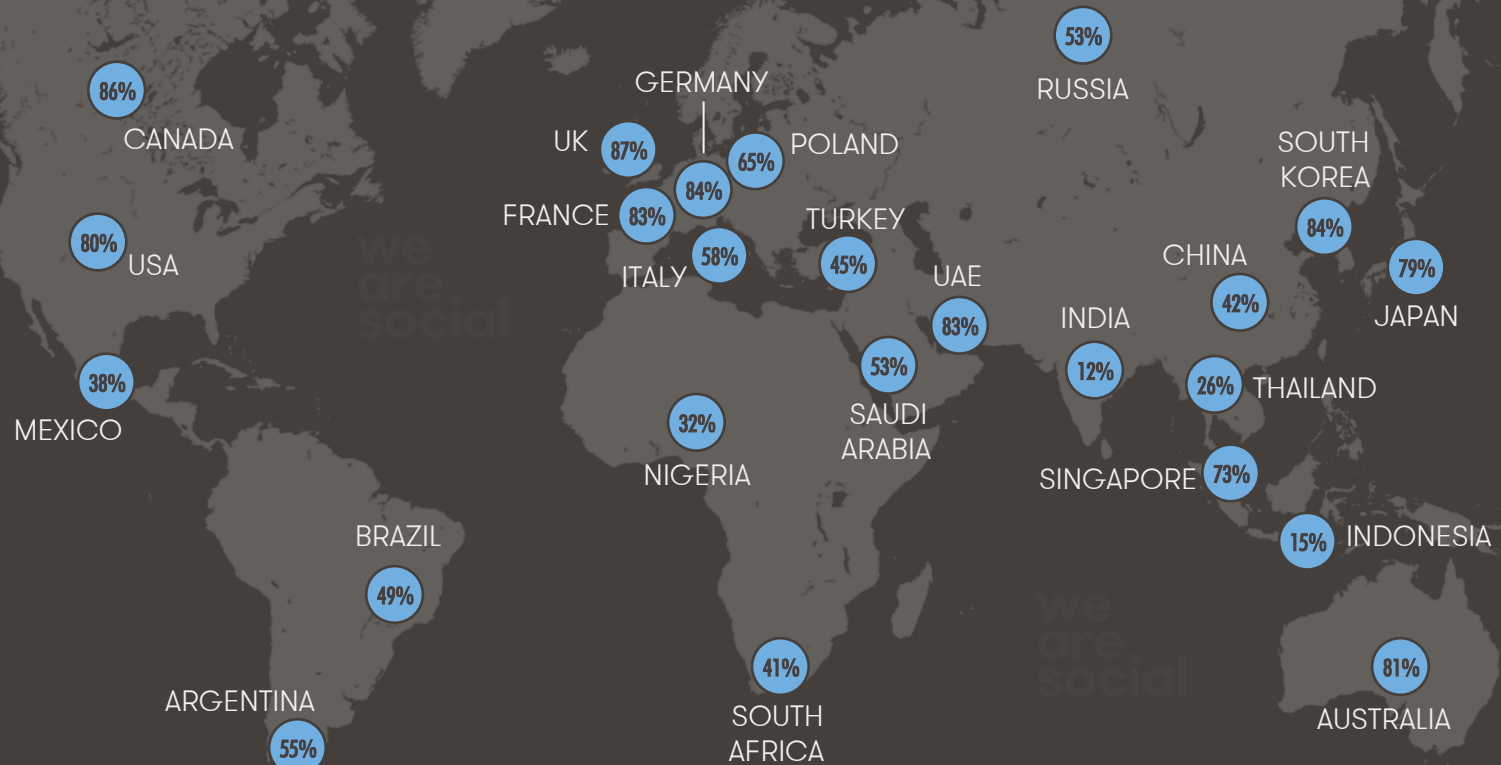


94%

MOBILE PENETRATION

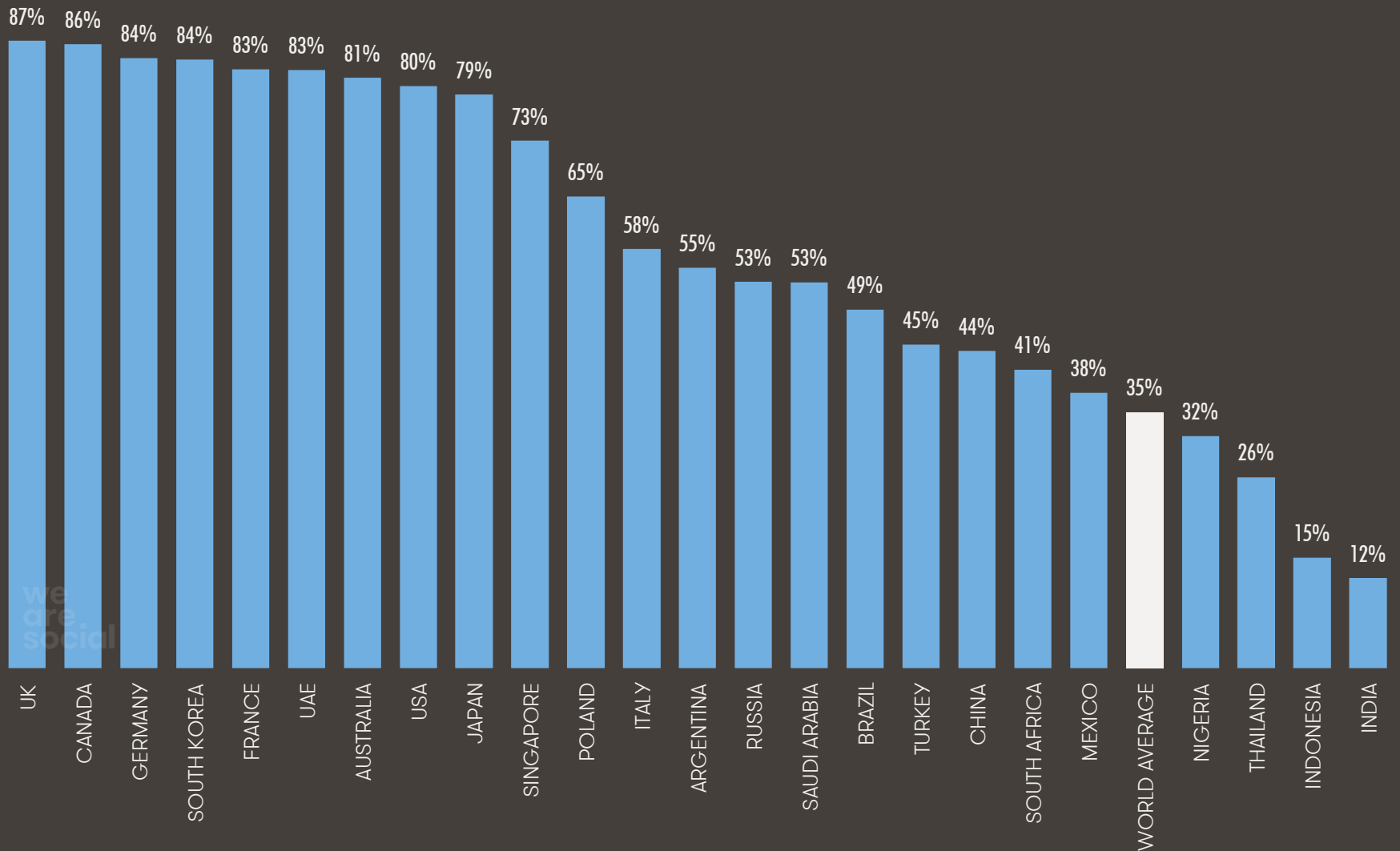
JAN  
2014

# INTERNET PENETRATION BY COUNTRY



JAN  
2014

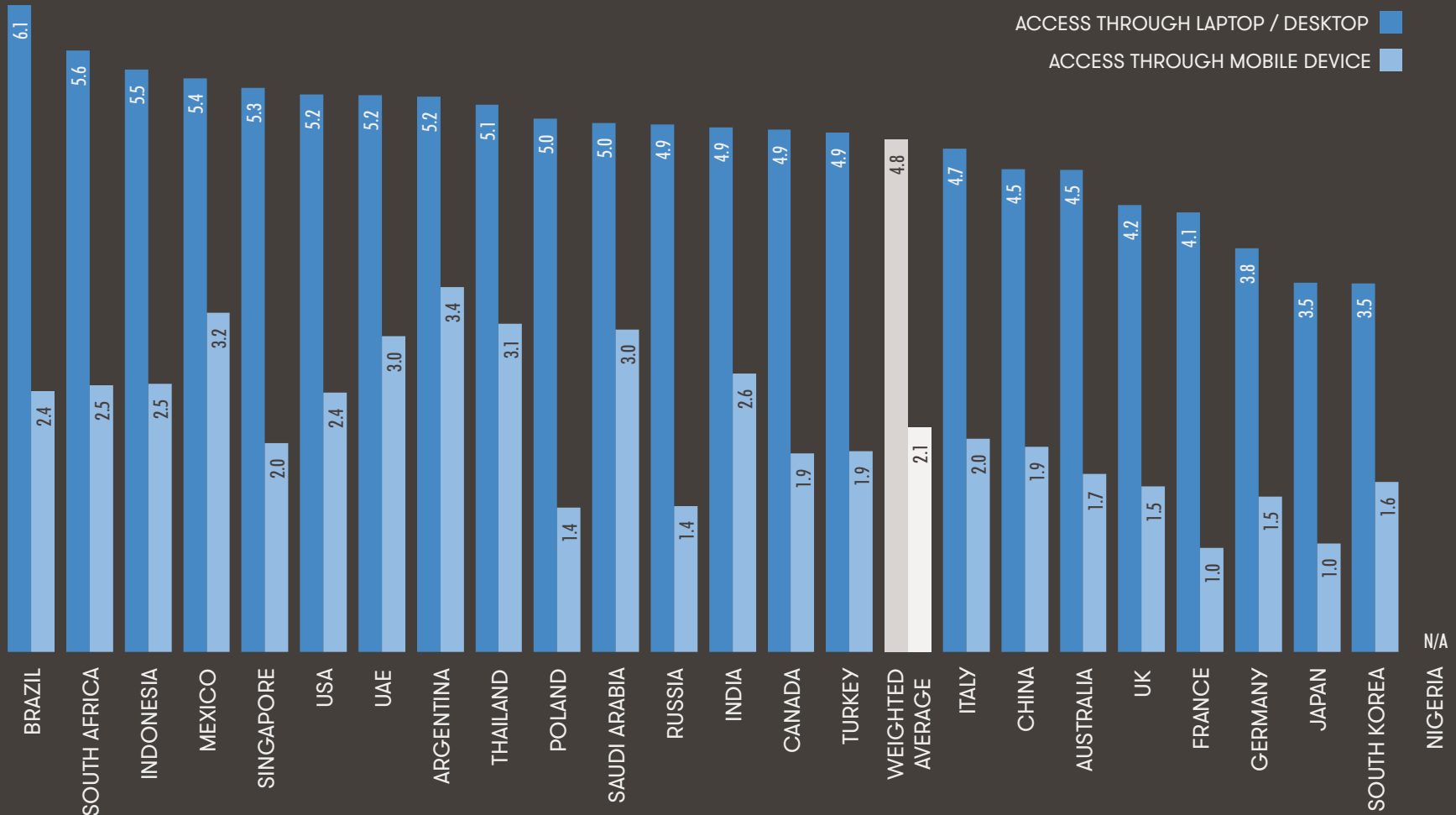
# INTERNET PENETRATION BY COUNTRY



JAN  
2014

# TIME SPENT ON THE INTERNET

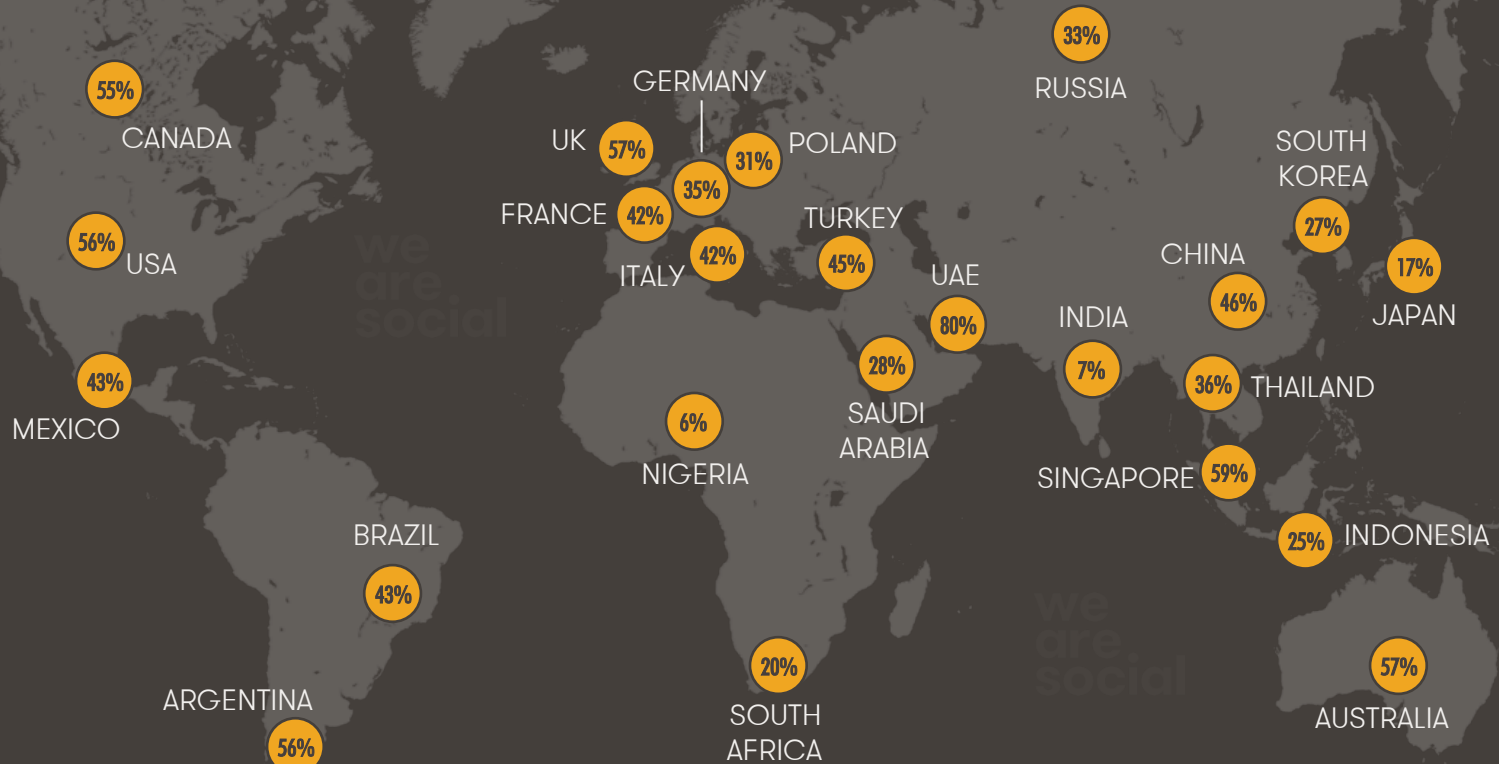
AVERAGE NUMBER OF HOURS PER DAY SPENT BY INTERNET USERS ON THE INTERNET



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

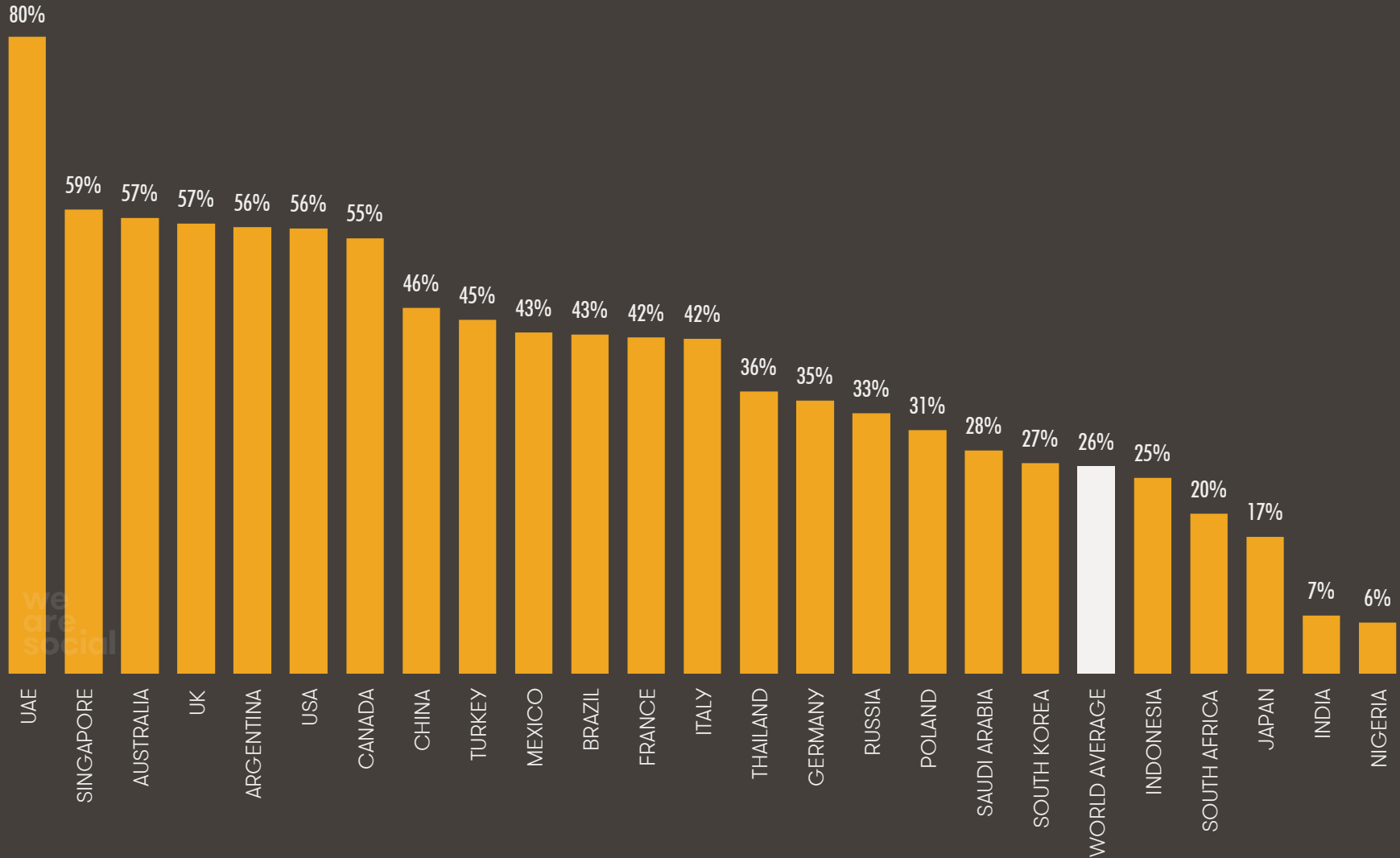
VERSION 2: BASED ON A GLOBALWEBINDEX SURVEY OF EACH COUNTRY'S INTERNET USERS



JAN  
2014

# SOCIAL PENETRATION BY COUNTRY

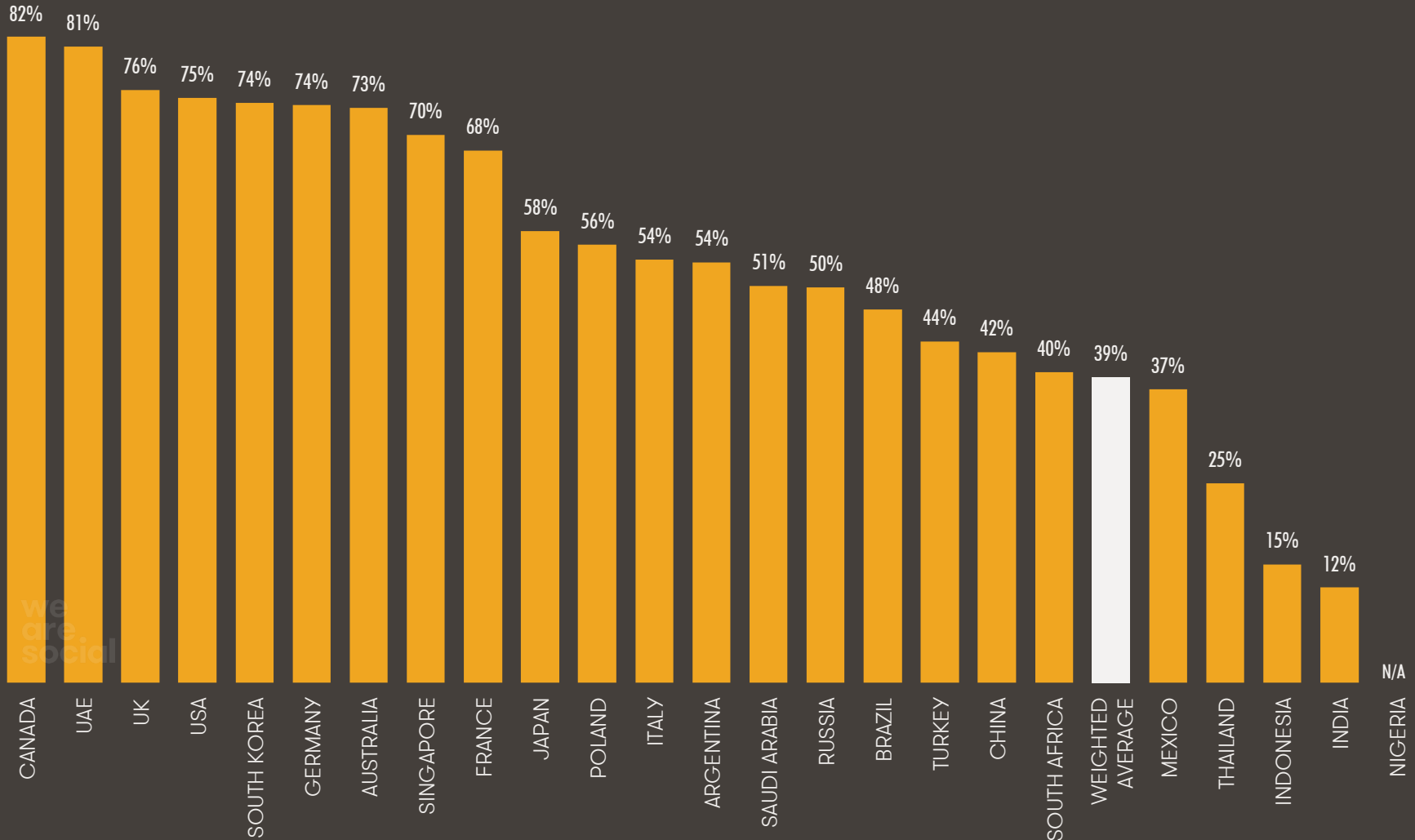
VERSION 1: BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



JAN  
2014

# SOCIAL PENETRATION BY COUNTRY

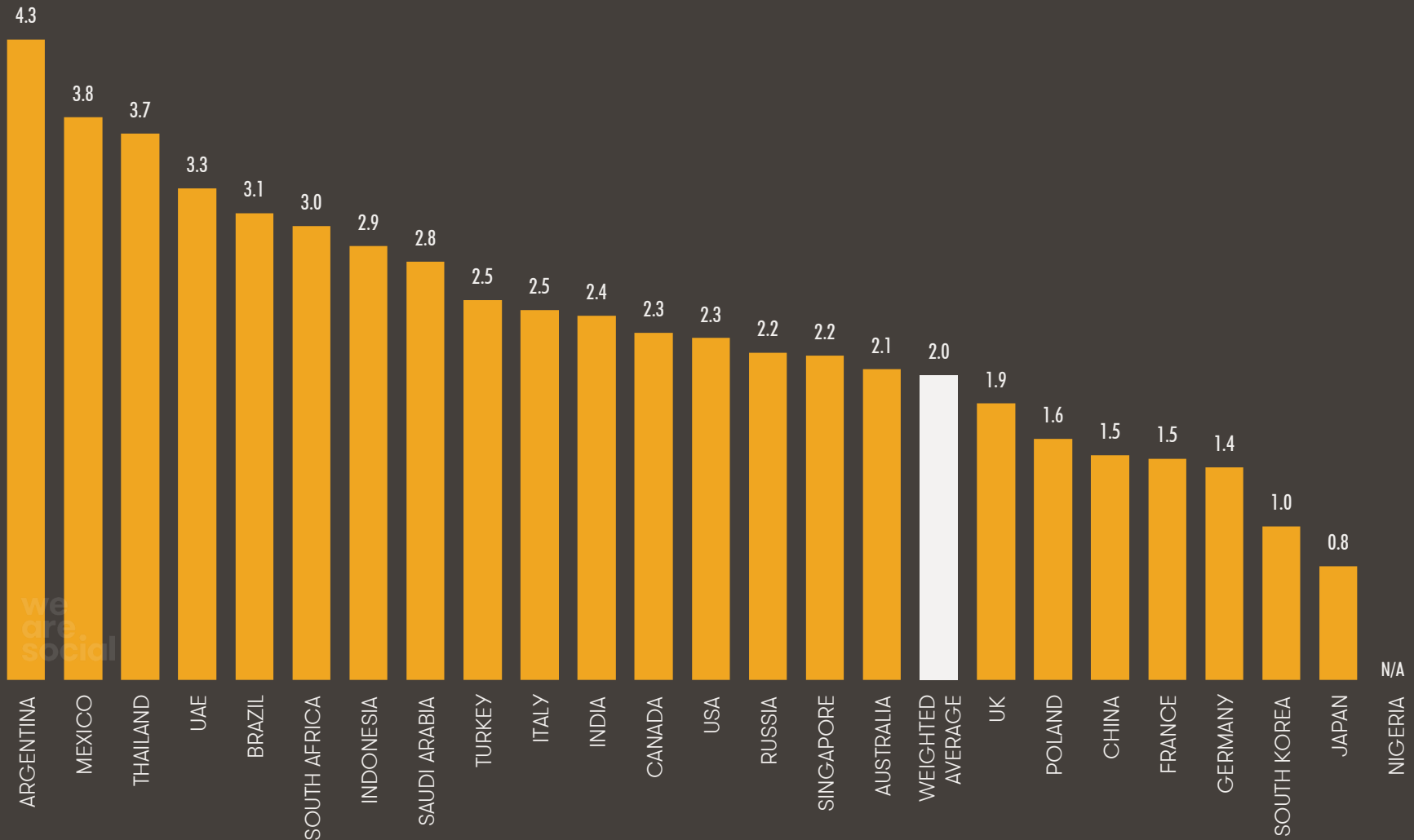
VERSION 2: BASED ON A GLOBALWEBINDEX SURVEY OF EACH COUNTRY'S INTERNET USERS



JAN  
2014

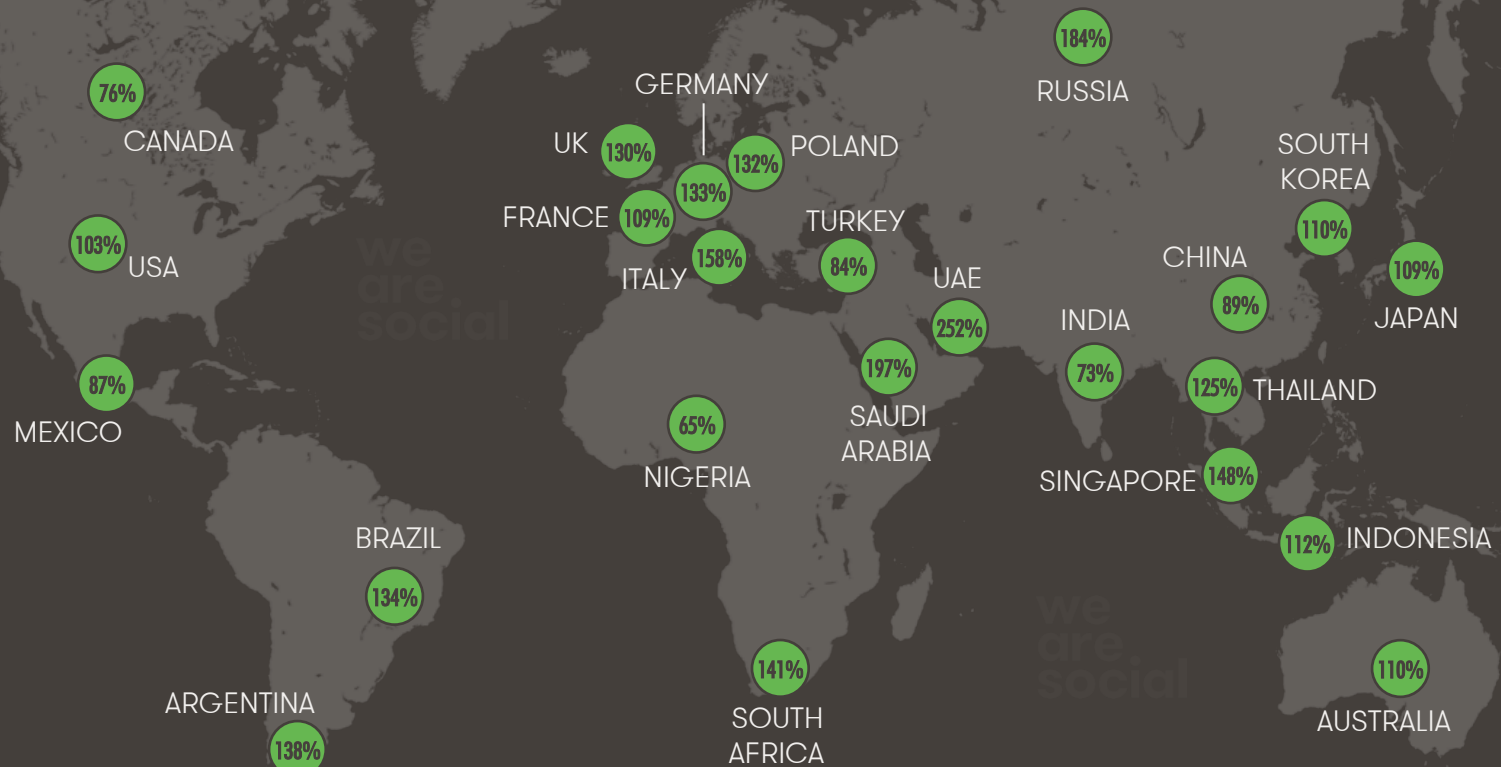
# TIME SPENT ON SOCIAL MEDIA

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



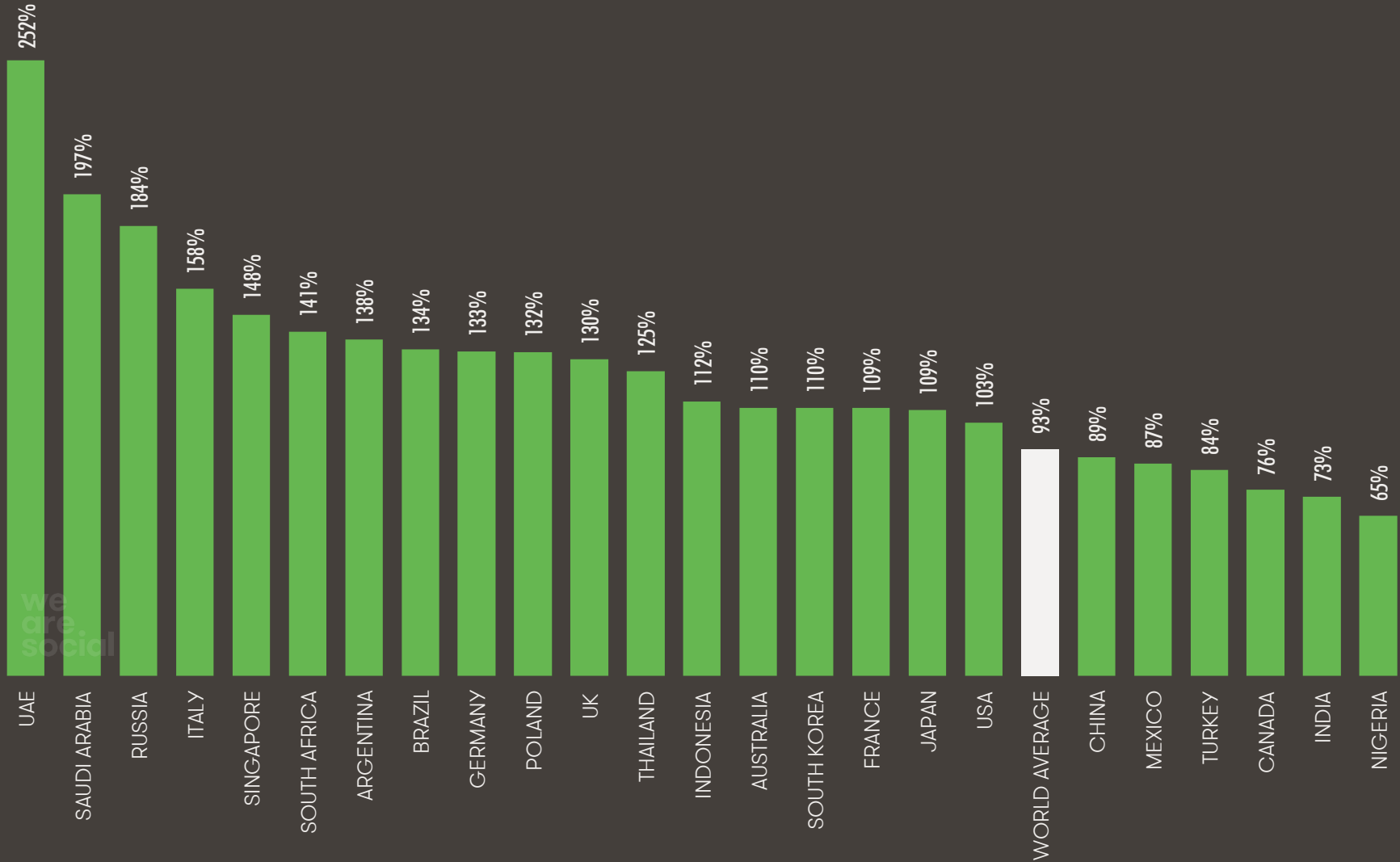
JAN  
2014

# MOBILE PENETRATION BY COUNTRY



JAN  
2014

# MOBILE PENETRATION BY COUNTRY





## INDIVIDUAL COUNTRY SNAPSHOTS



**ARGENTINA**



JAN  
2014

# ARGENTINA: DATA SNAPSHOT



42,610,981

TOTAL POPULATION



93%

URBAN

7%

RURAL

23,543,412

INTERNET USERS



55%

INTERNET PENETRATION

24,000,000

ACTIVE FACEBOOK USERS



56%

FACEBOOK PENETRATION

58,599,390

ACTIVE MOBILE SUBSCRIPTIONS



138%

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%**

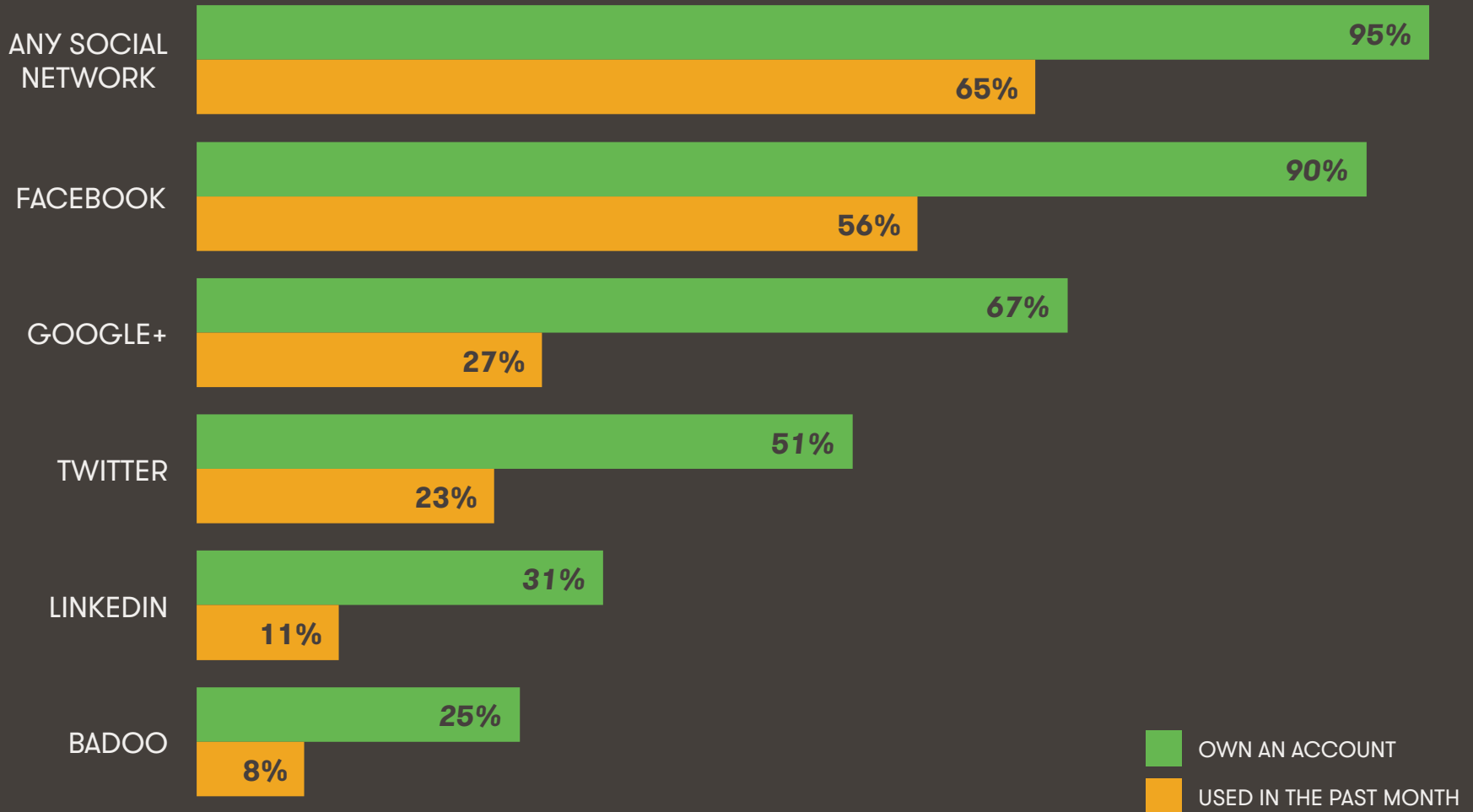
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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

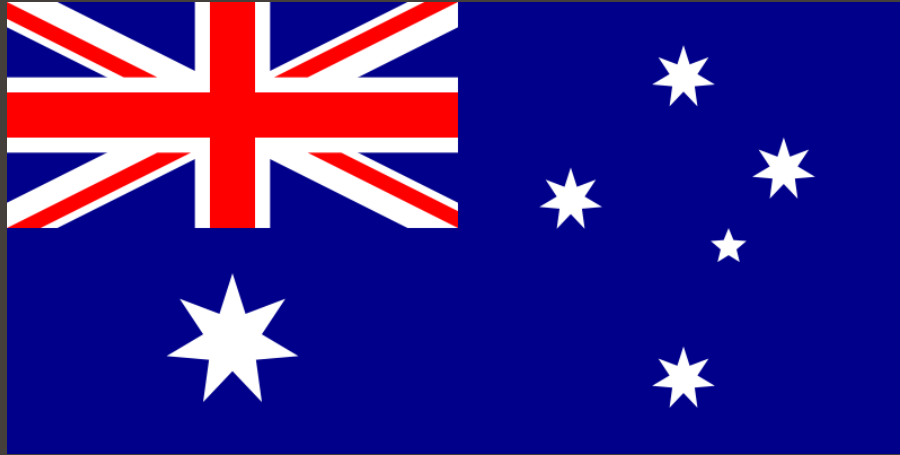


85%

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



25%



# AUSTRALIA

JAN  
2014

# AUSTRALIA: DATA SNAPSHOT



22,262,501

TOTAL POPULATION



89%

URBAN

11%

RURAL

18,129,727

INTERNET USERS



81%

INTERNET PENETRATION

12,800,000

ACTIVE FACEBOOK USERS



57%

FACEBOOK PENETRATION

24,400,000

ACTIVE MOBILE SUBSCRIPTIONS



110%

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%**

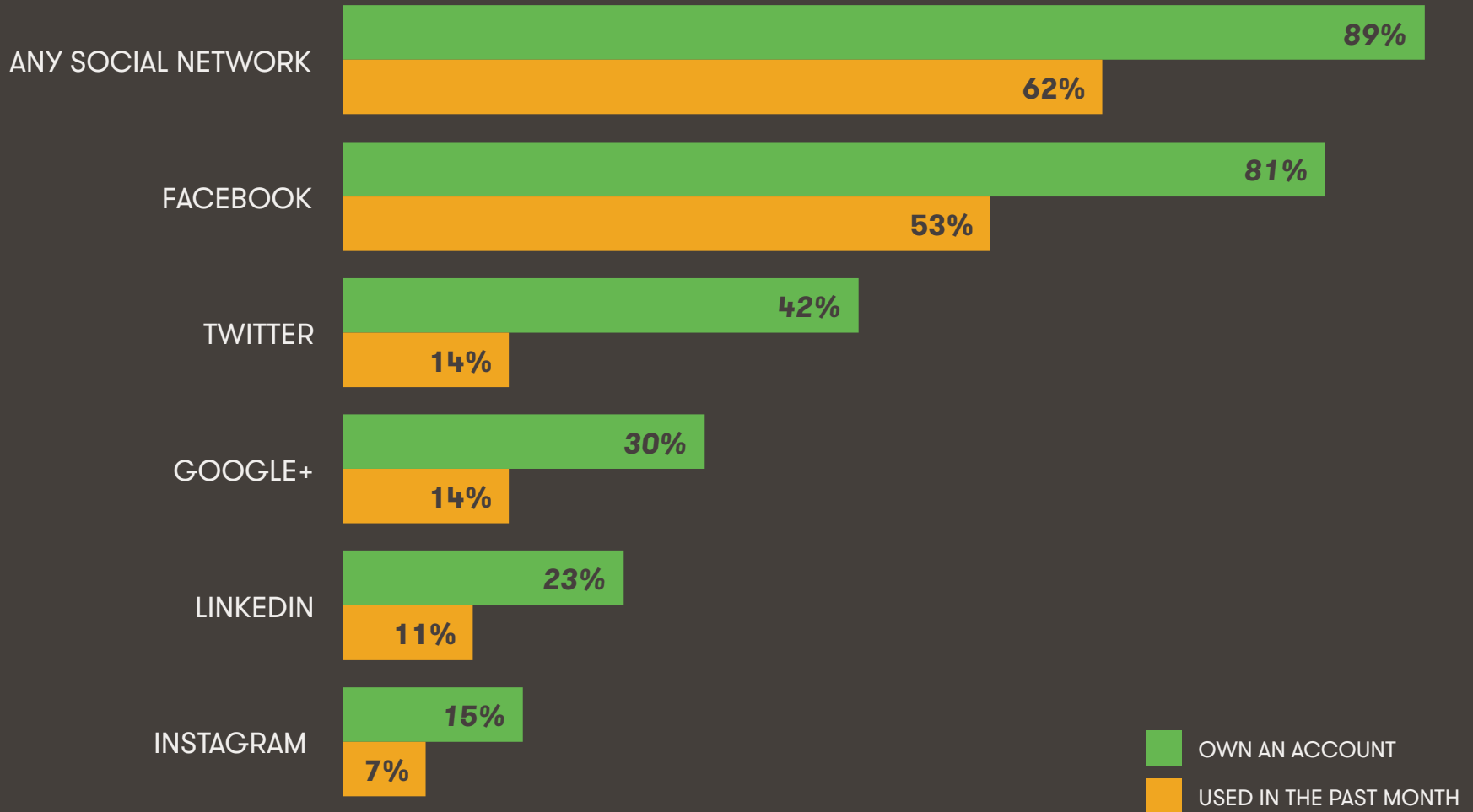
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



85%

URBAN

15%

RURAL

99,357,737

INTERNET USERS



49%

INTERNET PENETRATION

86,000,000

ACTIVE FACEBOOK USERS



43%

FACEBOOK PENETRATION

268,440,423

ACTIVE MOBILE SUBSCRIPTIONS



134%

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%**

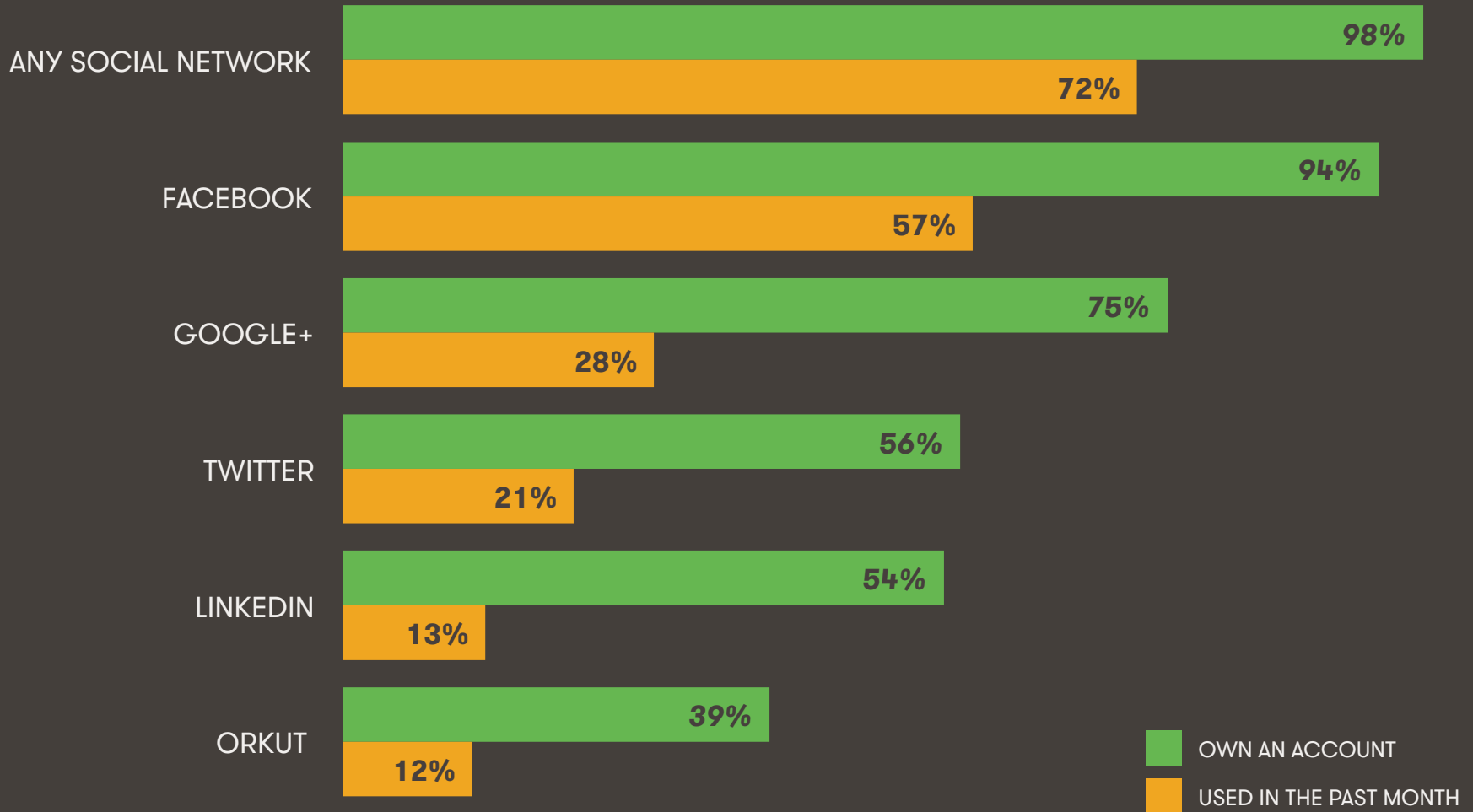
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



81%

URBAN

19%

RURAL

**29,760,764**

INTERNET USERS



86%

INTERNET PENETRATION

**19,000,000**

ACTIVE FACEBOOK USERS



55%

FACEBOOK PENETRATION

**26,263,000**

ACTIVE MOBILE SUBSCRIPTIONS



76%

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%**

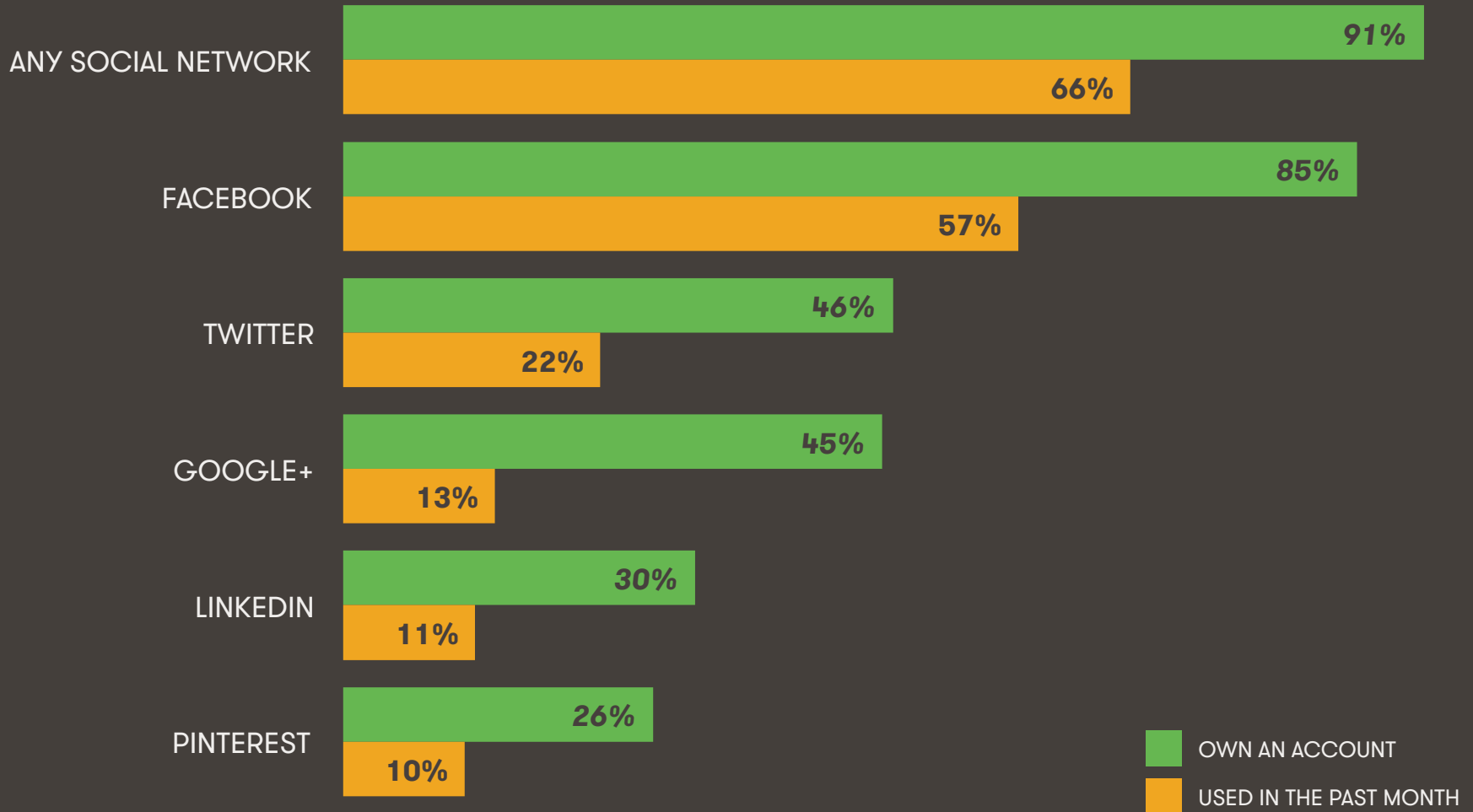
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



51%

URBAN

49%

RURAL

590,560,000

INTERNET USERS



44%

INTERNET PENETRATION

623,300,000

ACTIVE QZONE USERS



46%

QZONE PENETRATION

1,206,553,000

ACTIVE MOBILE SUBSCRIPTIONS



89%

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%**

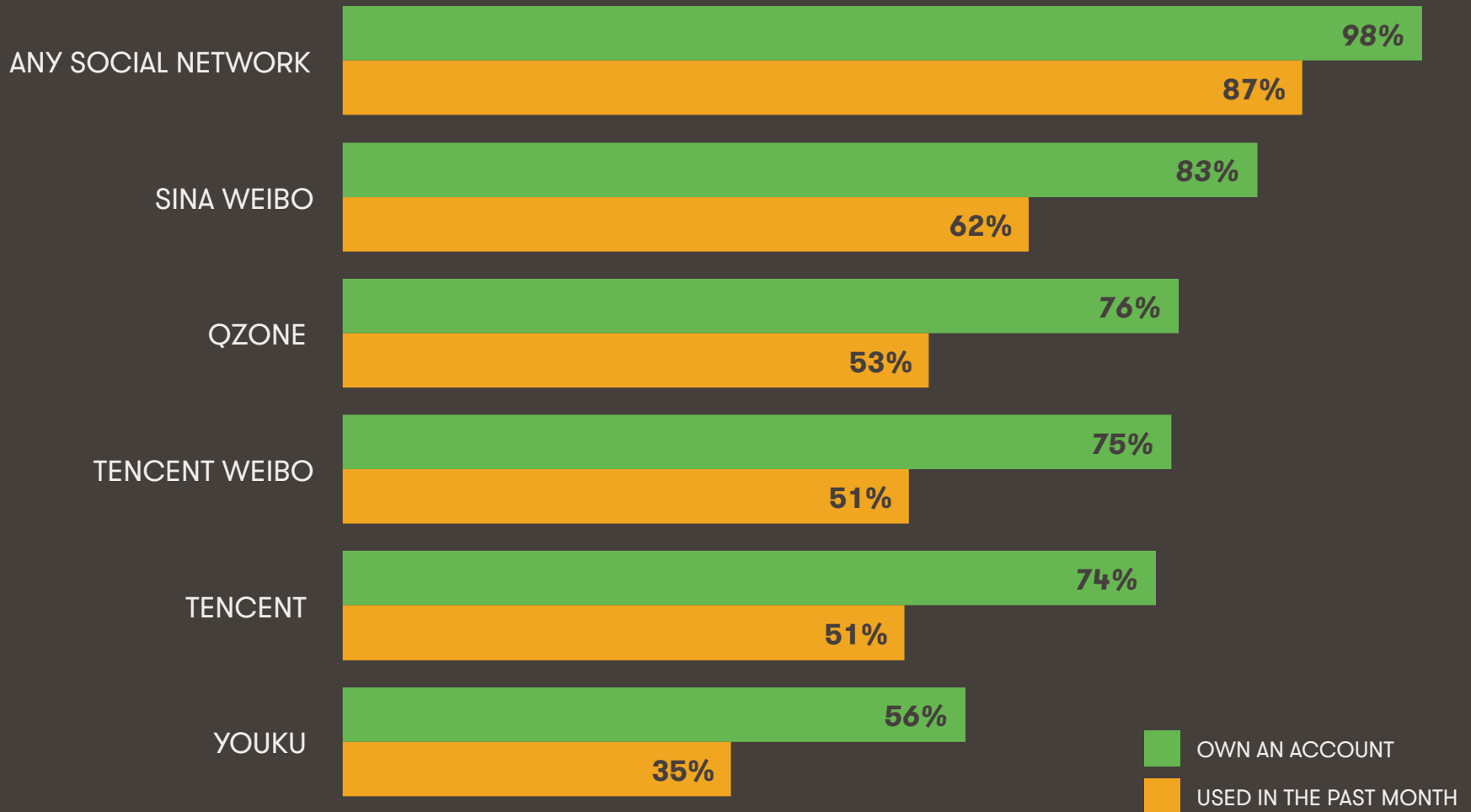
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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

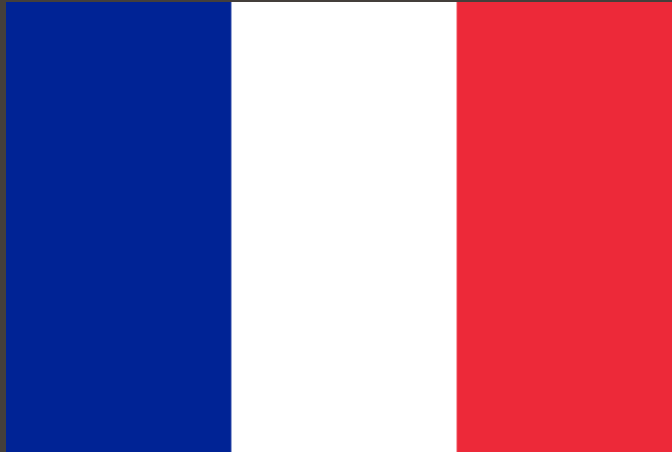


**98%**

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



**69%**



**FRANCE**

JAN  
2014

# FRANCE: DATA SNAPSHOT



**65,951,611**

TOTAL POPULATION



86%

URBAN

14%

RURAL

**54,473,474**

INTERNET USERS



83%

INTERNET PENETRATION

**28,000,000**

ACTIVE FACEBOOK USERS



42%

FACEBOOK PENETRATION

**72,180,000**

ACTIVE MOBILE SUBSCRIPTIONS



109%

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%**

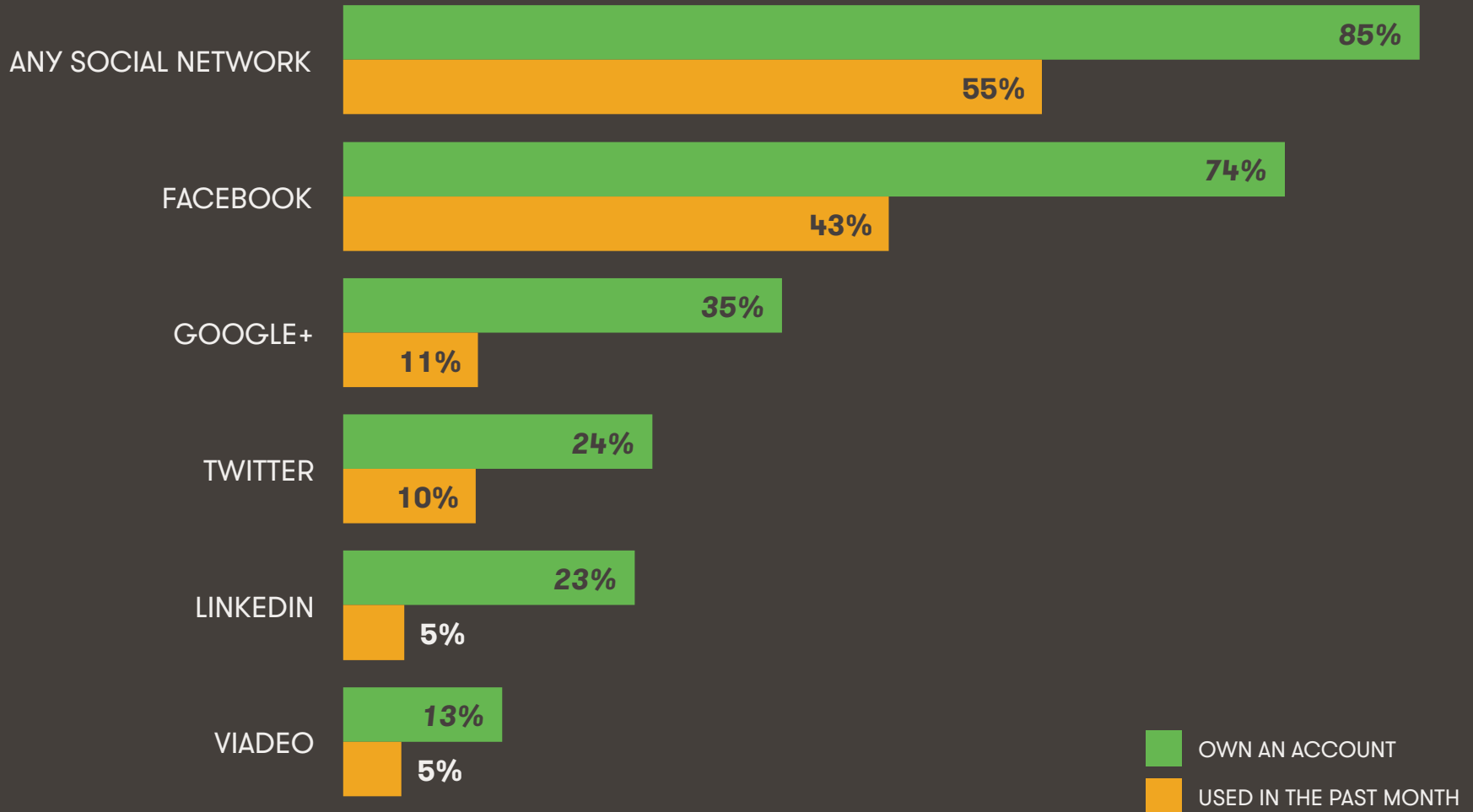
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



74%

URBAN

26%

RURAL

**68,296,919**

INTERNET USERS



84%

INTERNET PENETRATION

**28,000,000**

ACTIVE FACEBOOK USERS



35%

FACEBOOK PENETRATION

**107,700,000**

ACTIVE MOBILE SUBSCRIPTIONS



133%

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%**

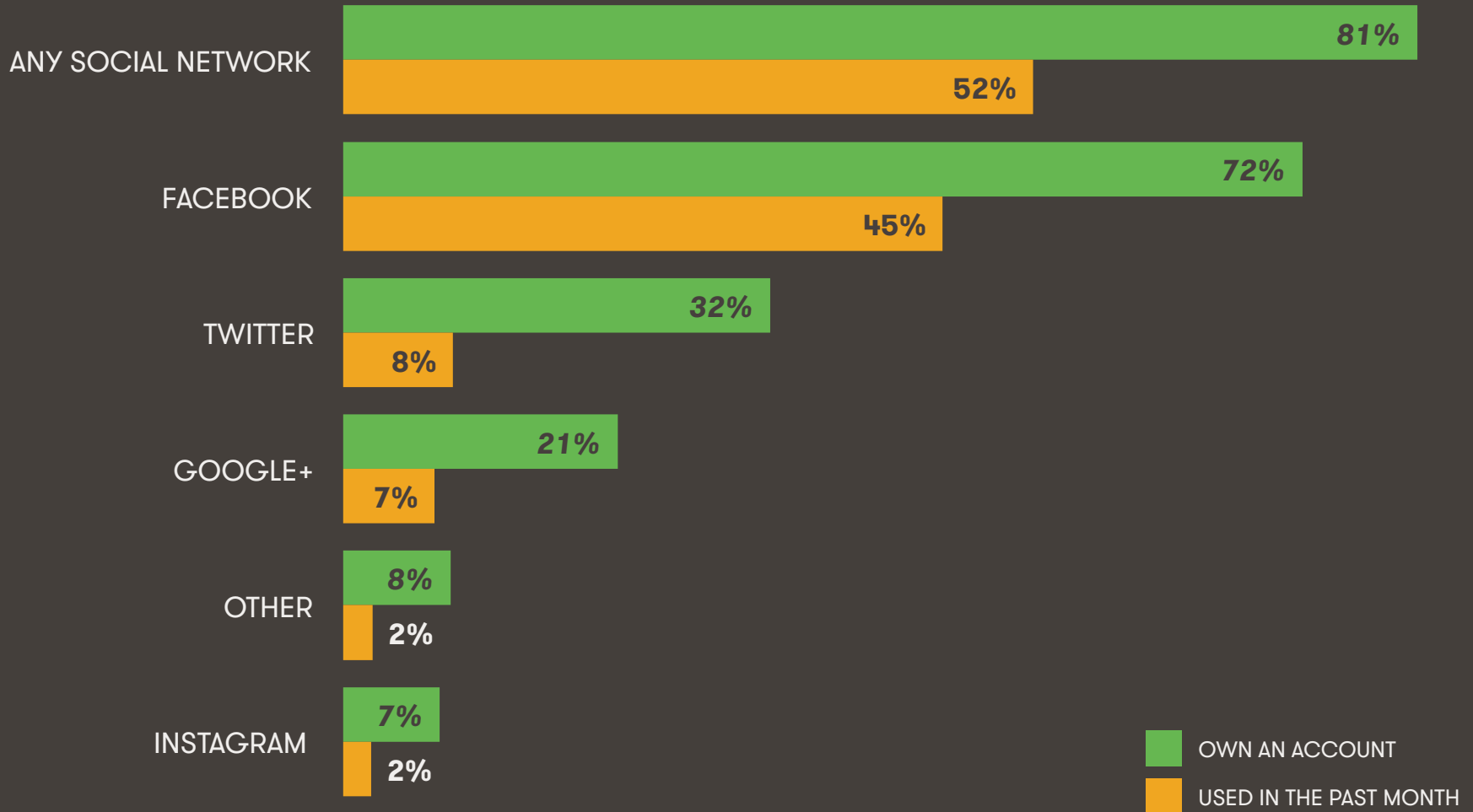
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



31%

URBAN

69%

RURAL

151,598,994

INTERNET USERS



12%

INTERNET PENETRATION

90,000,000

ACTIVE FACEBOOK USERS



7%

FACEBOOK PENETRATION

893,862,000

ACTIVE MOBILE SUBSCRIPTIONS



73%

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%**

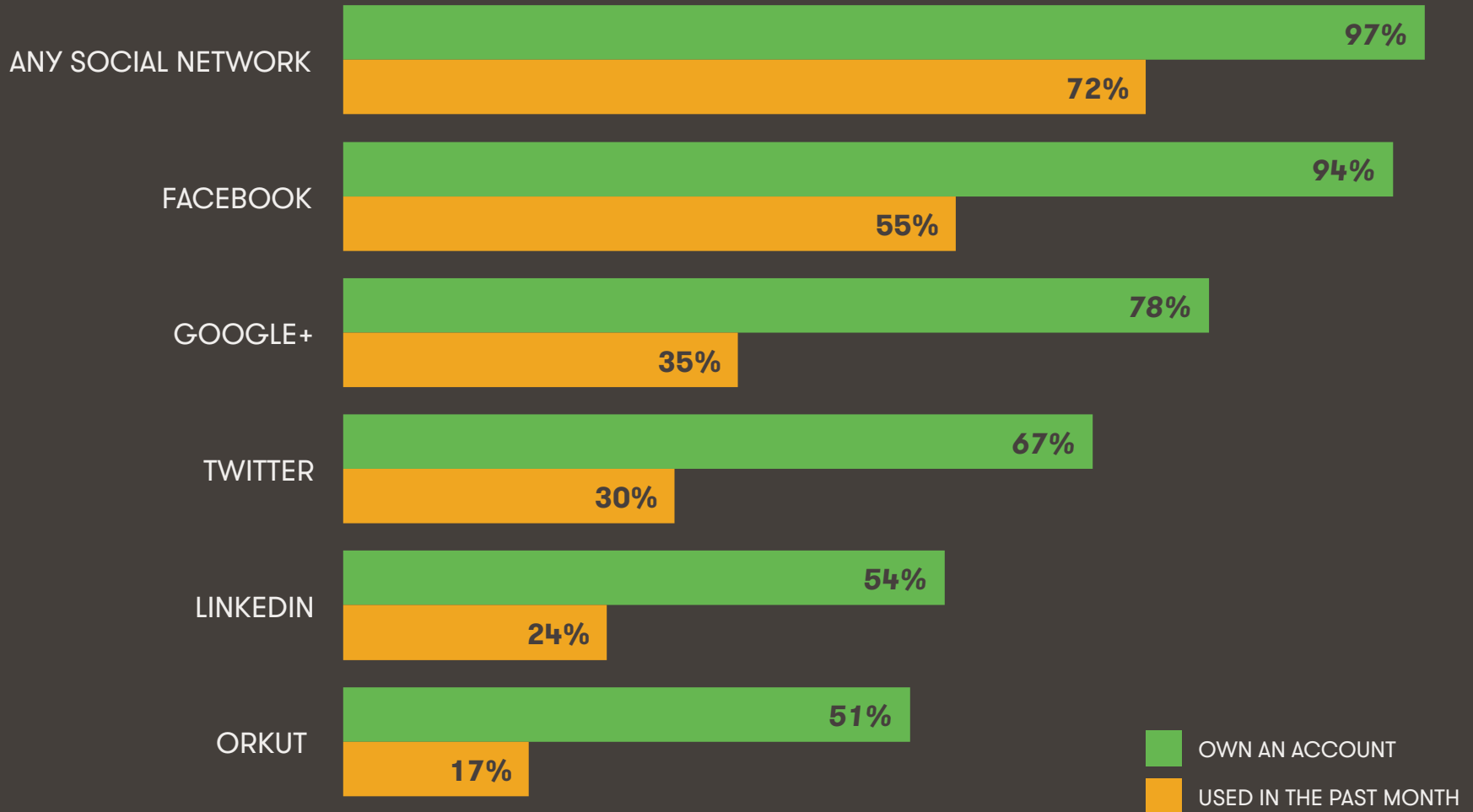
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



51%

URBAN

49%

RURAL

38,191,873

INTERNET USERS



15%

INTERNET PENETRATION

62,000,000

ACTIVE FACEBOOK USERS



25%

FACEBOOK PENETRATION

281,963,665

ACTIVE MOBILE SUBSCRIPTIONS



112%

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%**

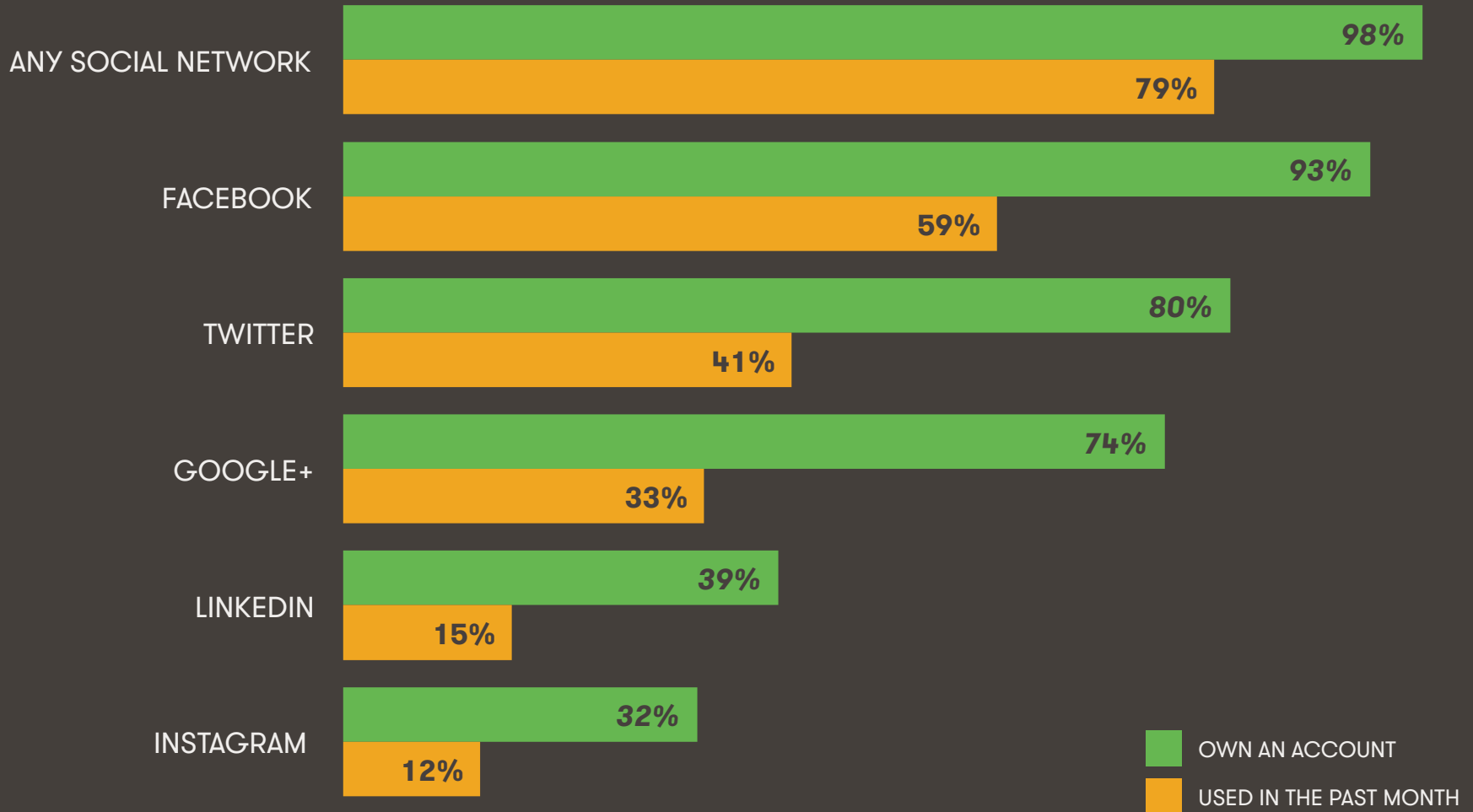
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



68%

URBAN

32%

RURAL

**35,531,527**

INTERNET USERS



58%

INTERNET PENETRATION

**26,000,000**

ACTIVE FACEBOOK USERS



42%

FACEBOOK PENETRATION

**97,226,000**

ACTIVE MOBILE SUBSCRIPTIONS



158%

MOBILE PENETRATION

**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%**

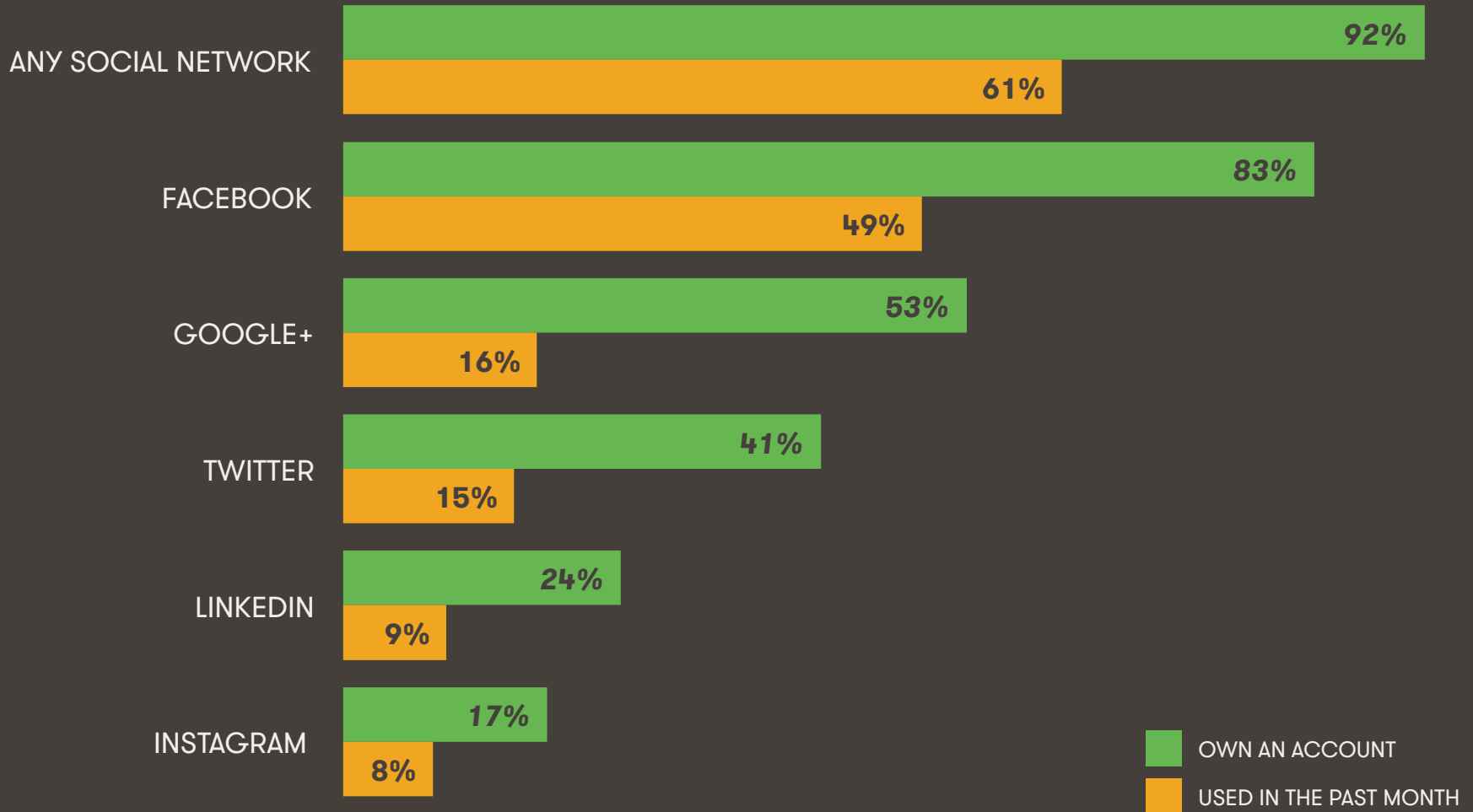
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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

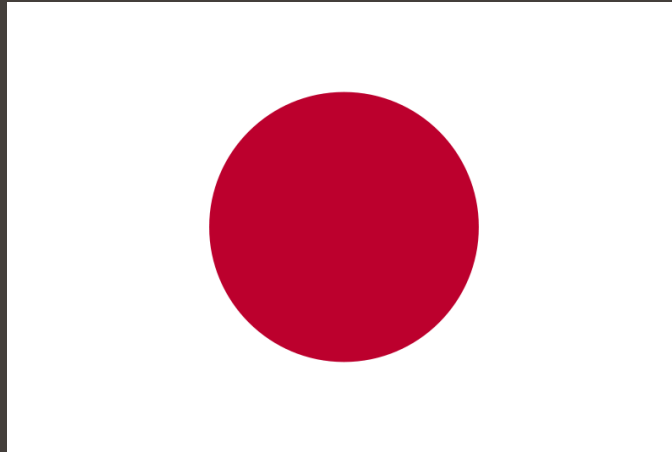


**84%**

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



**30%**



**JAPAN**

JAN  
2014

# JAPAN: DATA SNAPSHOT



127,253,075

TOTAL POPULATION



91%

URBAN

9%

RURAL

100,684,474

INTERNET USERS



79%

INTERNET PENETRATION

22,000,000

ACTIVE FACEBOOK USERS



17%

FACEBOOK PENETRATION

138,362,823

ACTIVE MOBILE SUBSCRIPTIONS



109%

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%**

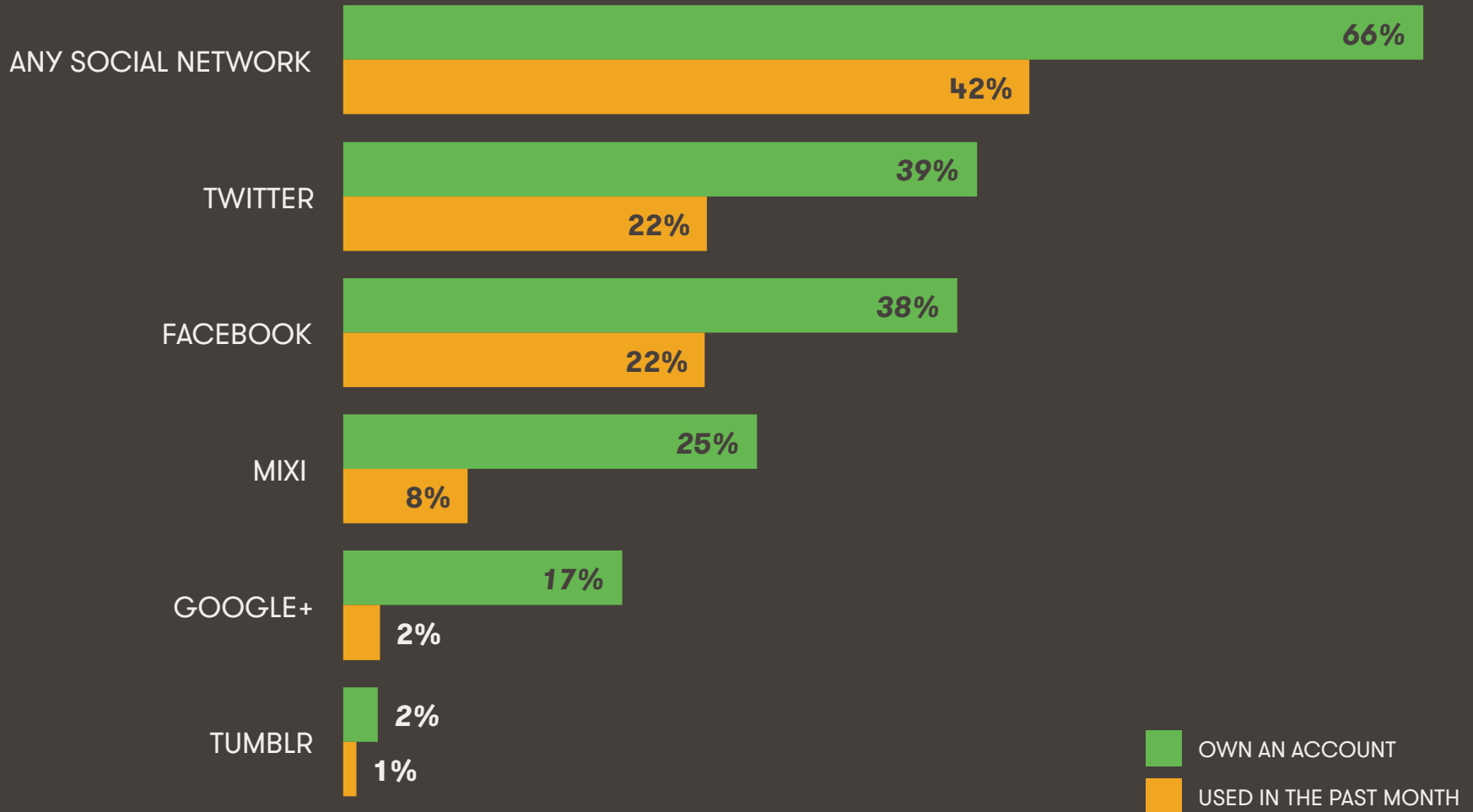
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



78%

URBAN

22%

RURAL

44,173,551

INTERNET USERS



38%

INTERNET PENETRATION

50,000,000

ACTIVE FACEBOOK USERS



43%

FACEBOOK PENETRATION

100,785,917

ACTIVE MOBILE SUBSCRIPTIONS



87%

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%**

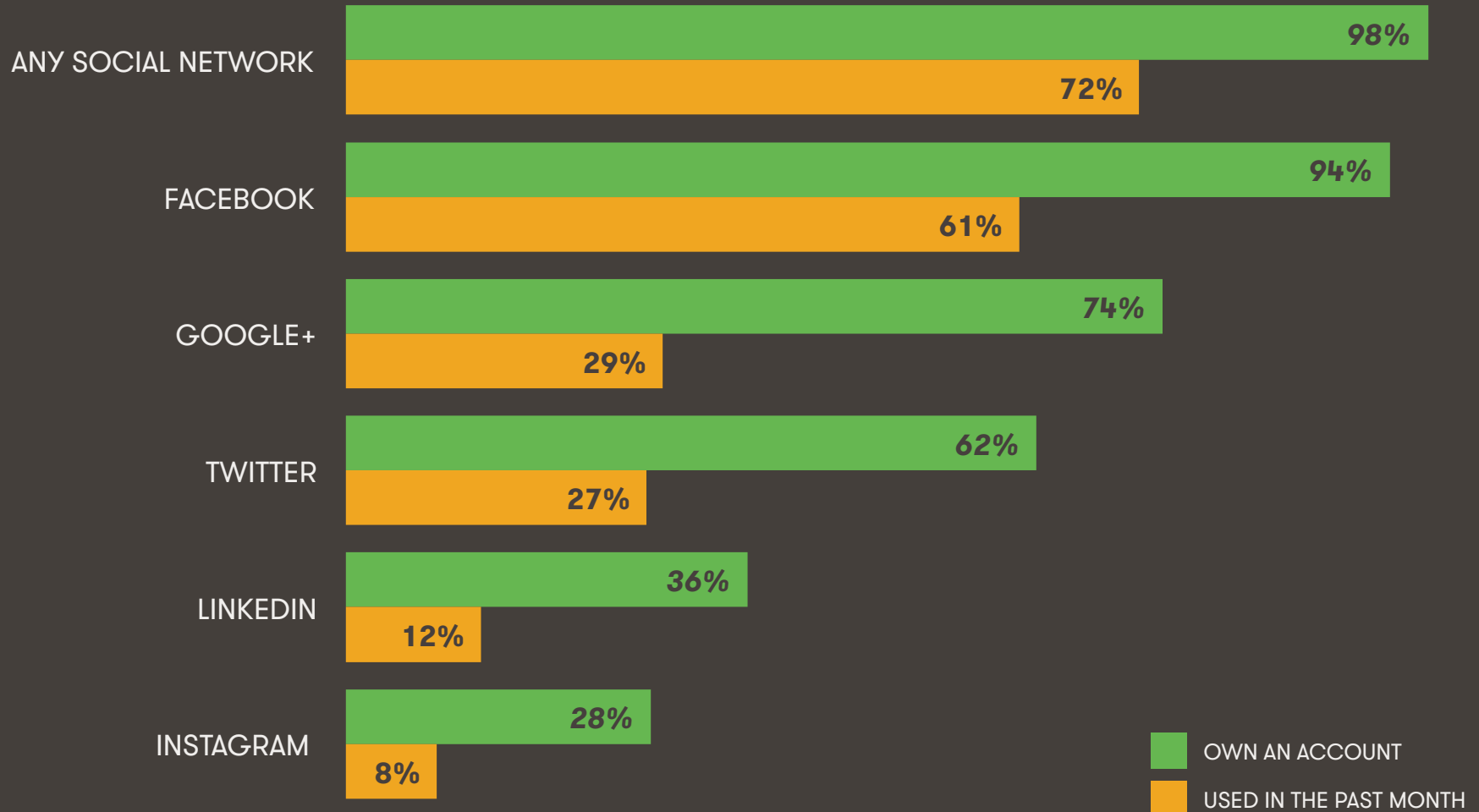
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



50%

URBAN

50%

RURAL

**55,930,391**

INTERNET USERS



32%

INTERNET PENETRATION

**11,200,000**

ACTIVE FACEBOOK USERS



6%

FACEBOOK PENETRATION

**114,000,000**

ACTIVE MOBILE SUBSCRIPTIONS



65%

MOBILE PENETRATION



**POLAND**

JAN  
2014

# POLAND: DATA SNAPSHOT



**38,383,809**

TOTAL POPULATION



61%

URBAN

39%

RURAL

**24,969,935**

INTERNET USERS



65%

INTERNET PENETRATION

**11,800,000**

ACTIVE FACEBOOK USERS



31%

FACEBOOK PENETRATION

**50,840,000**

ACTIVE MOBILE SUBSCRIPTIONS



132%

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%**

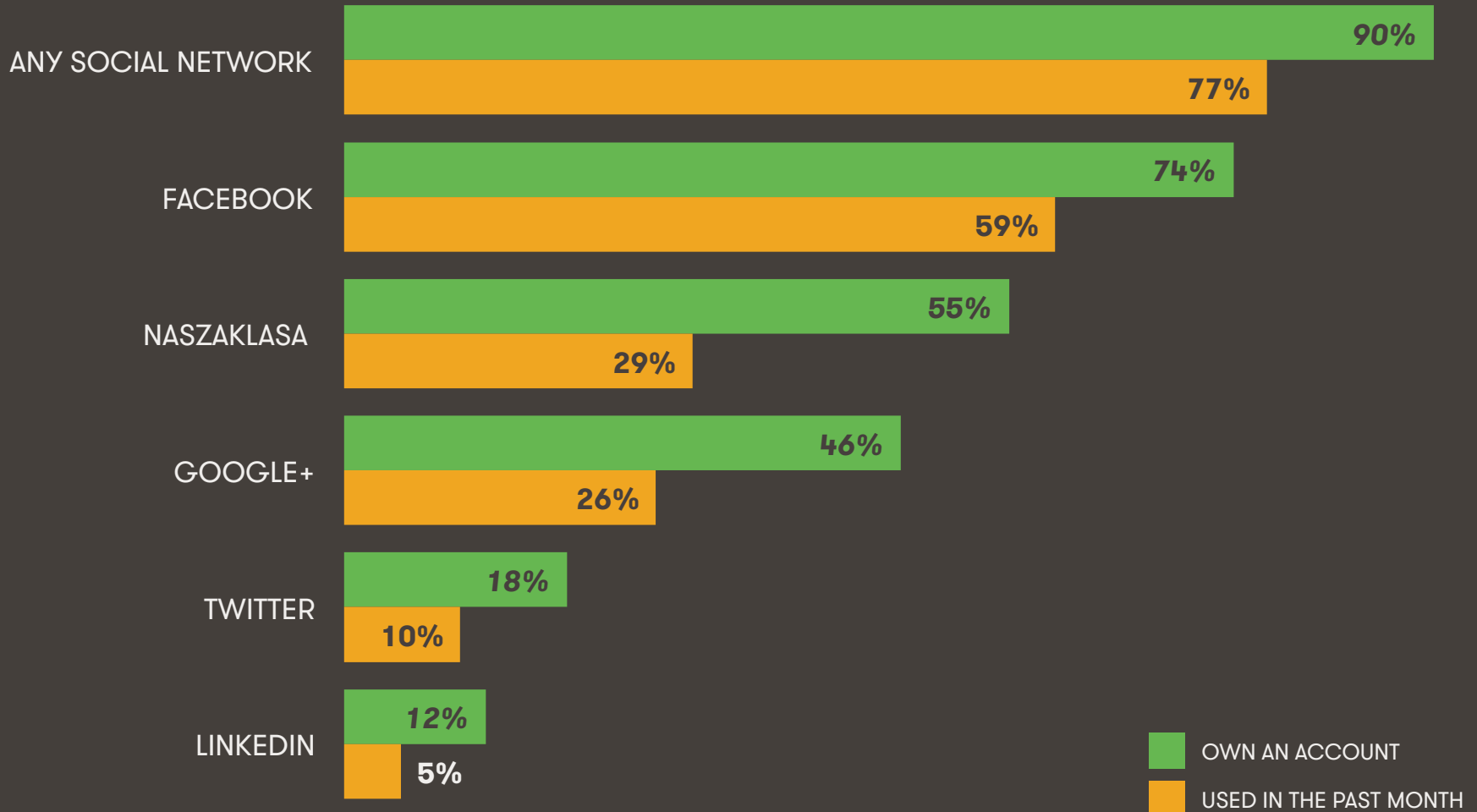
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



74%

URBAN

26%

RURAL

75,926,004

INTERNET USERS



53%

INTERNET PENETRATION

46,800,000

ACTIVE VKONTAKTE USERS



33%

VKONTAKTE PENETRATION

261,886,329

ACTIVE MOBILE SUBSCRIPTIONS



184%

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%**

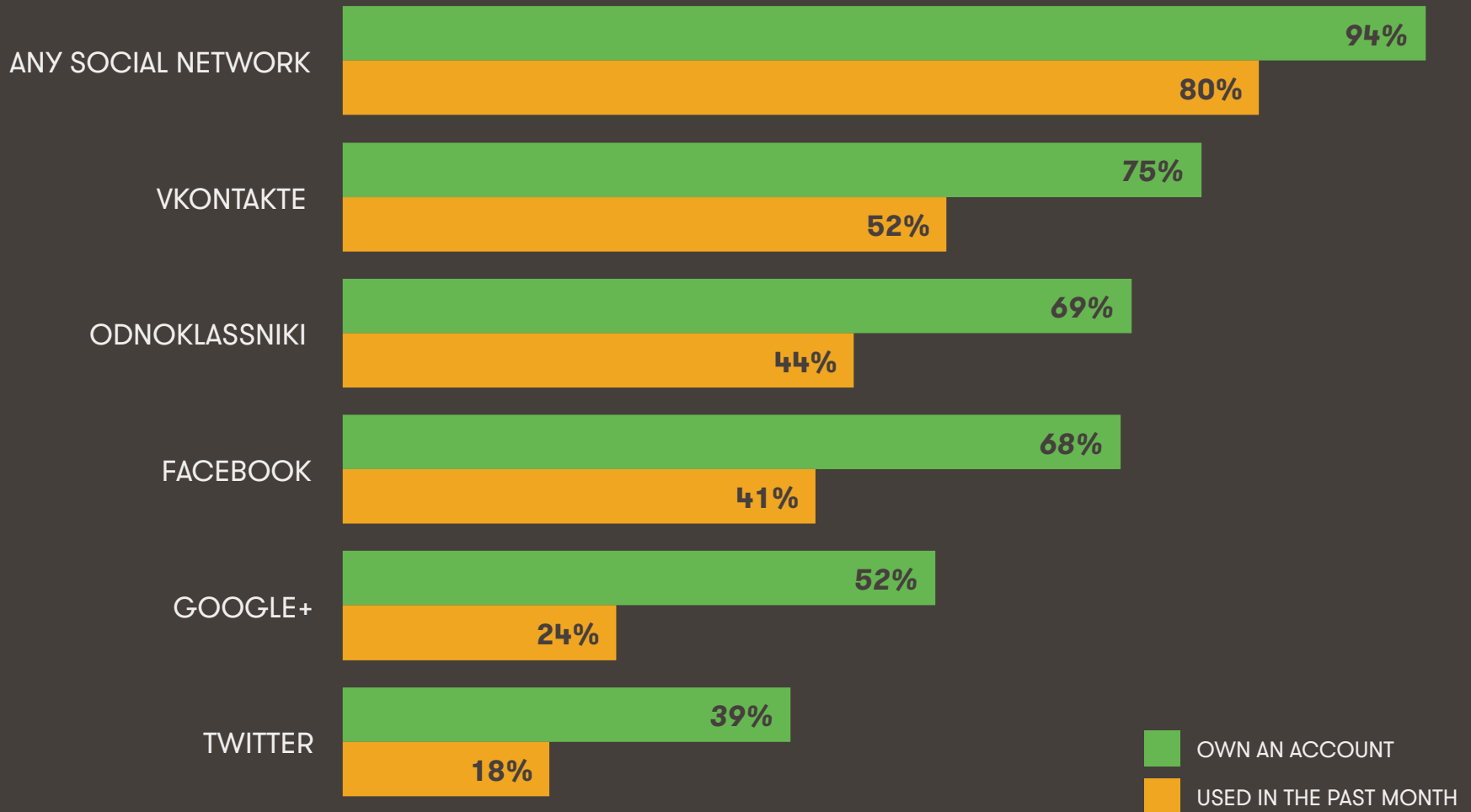
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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

السعودية

26,939,583

TOTAL POPULATION



82%

URBAN

18%

RURAL

14,328,632

INTERNET USERS



53%

INTERNET PENETRATION

7,600,000

ACTIVE FACEBOOK USERS



28%

FACEBOOK PENETRATION

53,012,322

ACTIVE MOBILE SUBSCRIPTIONS



197%

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%**

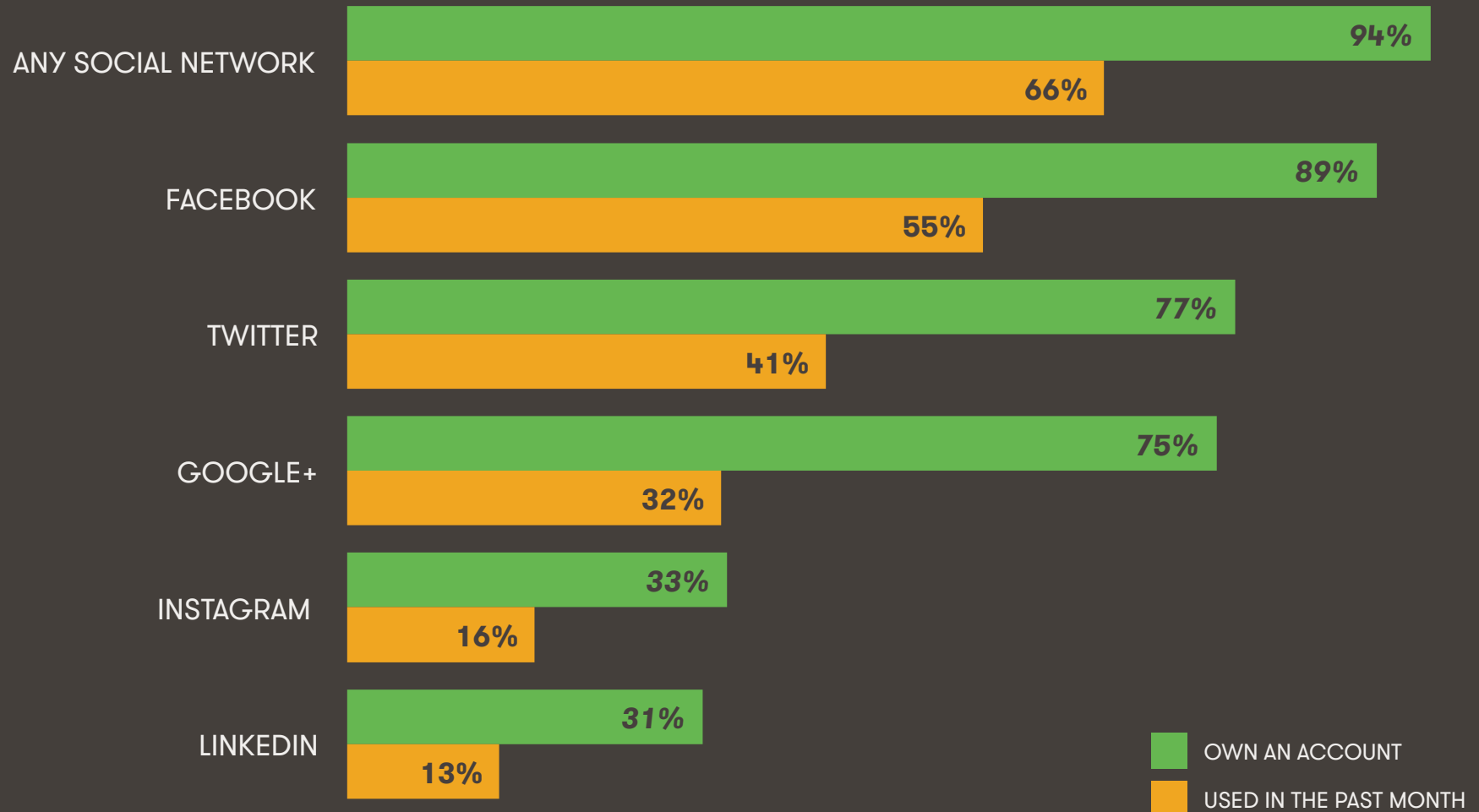
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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%**

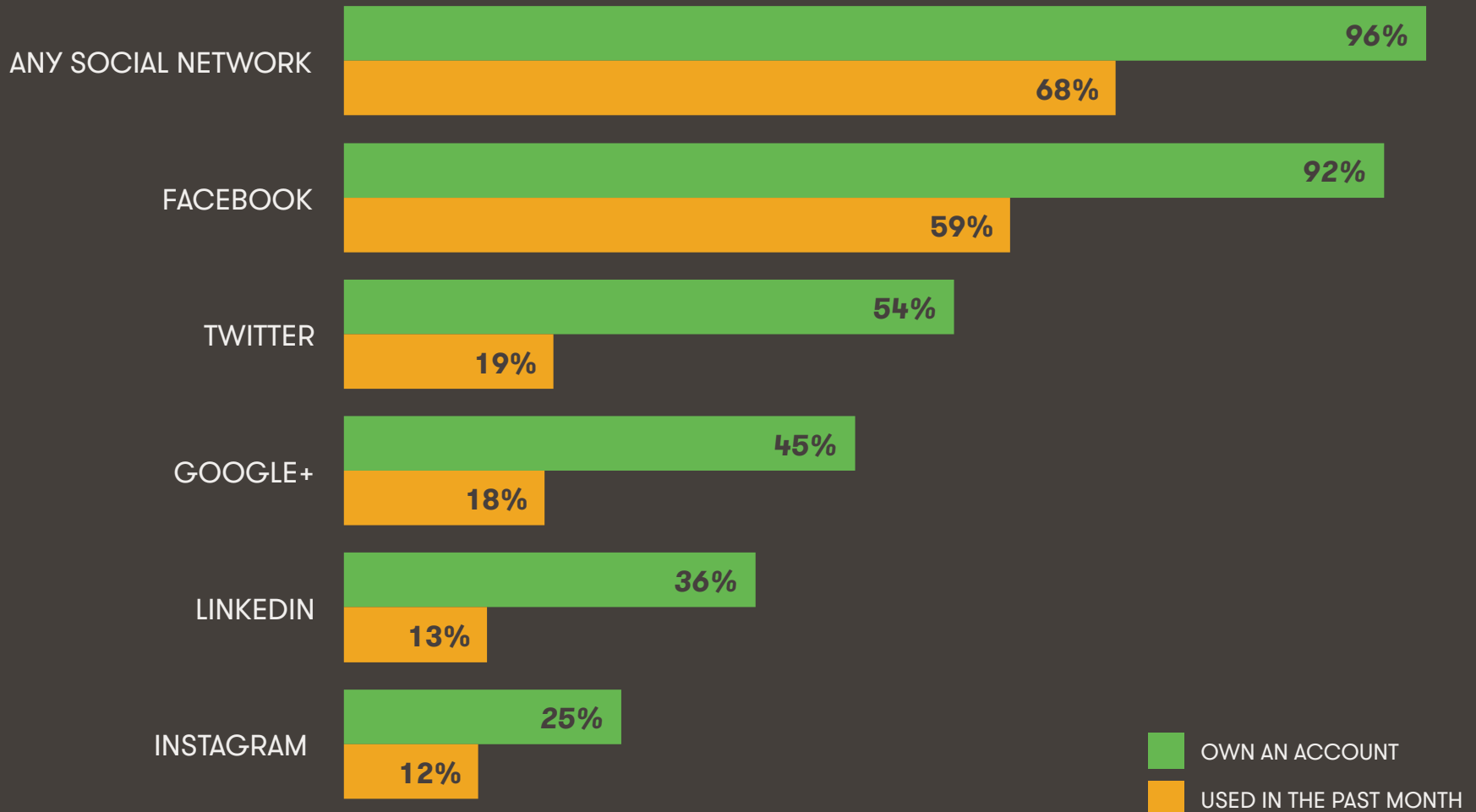
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



62%

URBAN

38%

RURAL

**20,012,275**

INTERNET USERS



41%

INTERNET PENETRATION

**9,800,000**

ACTIVE FACEBOOK USERS



20%

FACEBOOK PENETRATION

**68,394,000**

ACTIVE MOBILE SUBSCRIPTIONS



141%

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%**

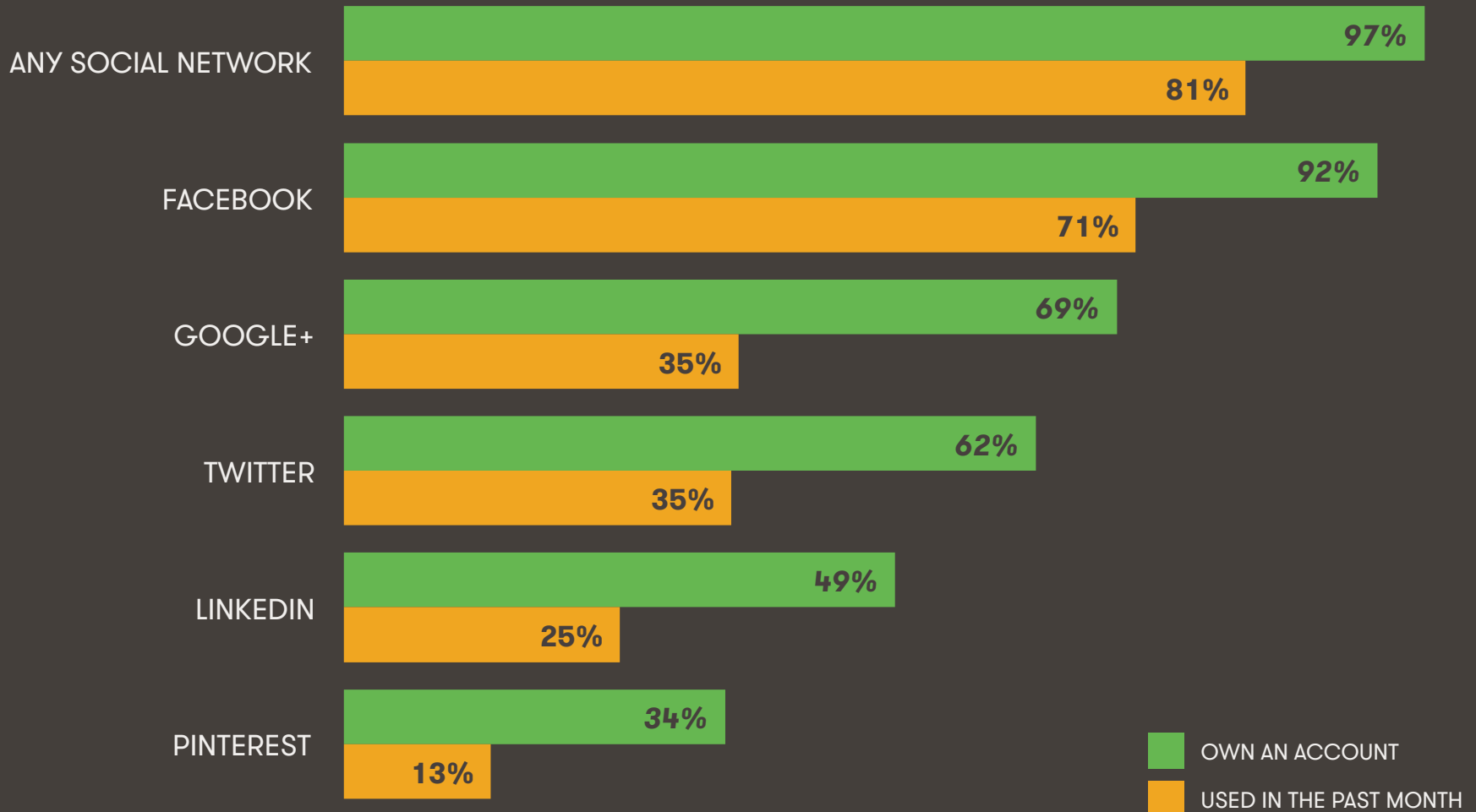
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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

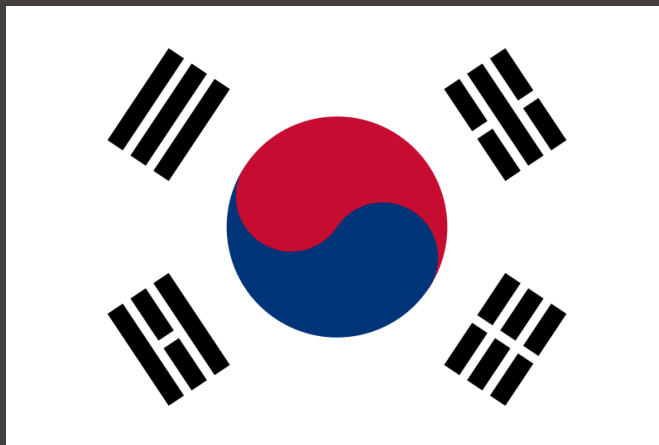


**89%**

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



**30%**



# SOUTH KOREA



JAN  
2014

# SOUTH KOREA: DATA SNAPSHOT



**48,955,203**

TOTAL POPULATION



83%

URBAN

17%

RURAL

**41,091,681**

INTERNET USERS



84%

INTERNET PENETRATION

**13,000,000**

ACTIVE FACEBOOK USERS



27%

FACEBOOK PENETRATION

**53,624,427**

ACTIVE MOBILE SUBSCRIPTIONS



110%

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%**

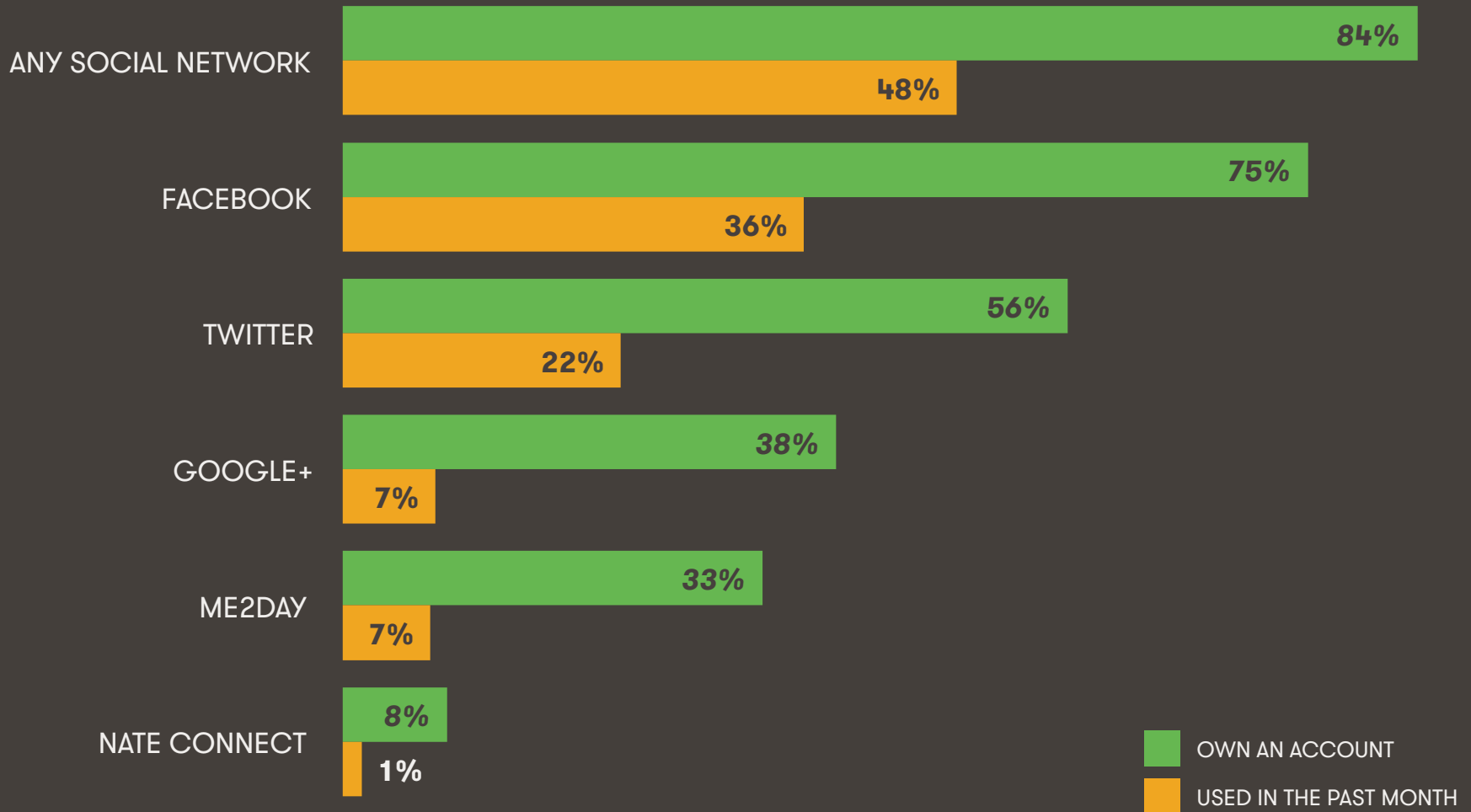
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



34%

URBAN

66%

RURAL

17,779,139

INTERNET USERS



26%

INTERNET PENETRATION

24,000,000

ACTIVE FACEBOOK USERS



36%

FACEBOOK PENETRATION

84,075,036

ACTIVE MOBILE SUBSCRIPTIONS



125%

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%**

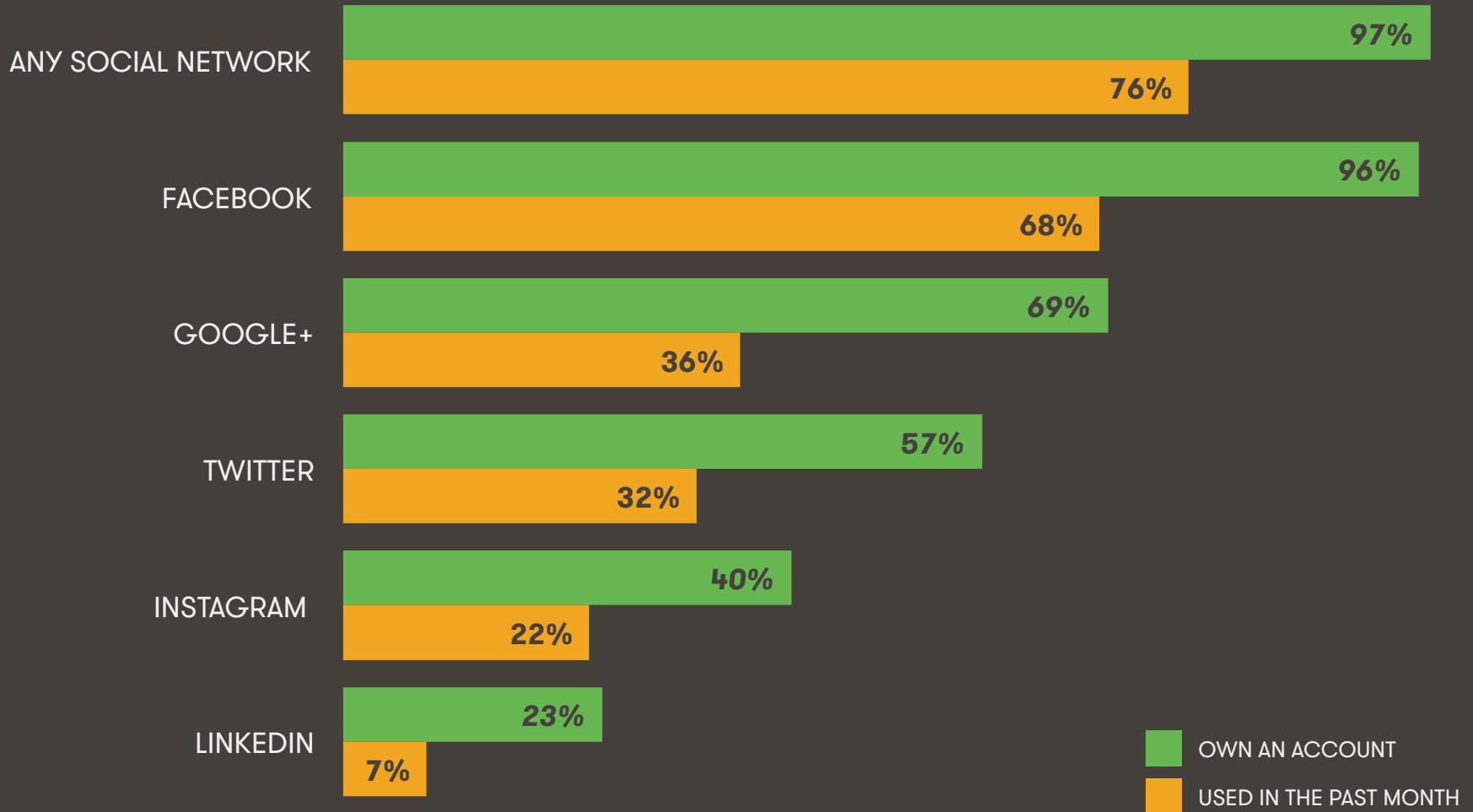
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



72%

URBAN

28%

RURAL

35,990,932

INTERNET USERS



45%

INTERNET PENETRATION

36,000,000

ACTIVE FACEBOOK USERS



45%

FACEBOOK PENETRATION

68,000,000

ACTIVE MOBILE SUBSCRIPTIONS



84%

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%**

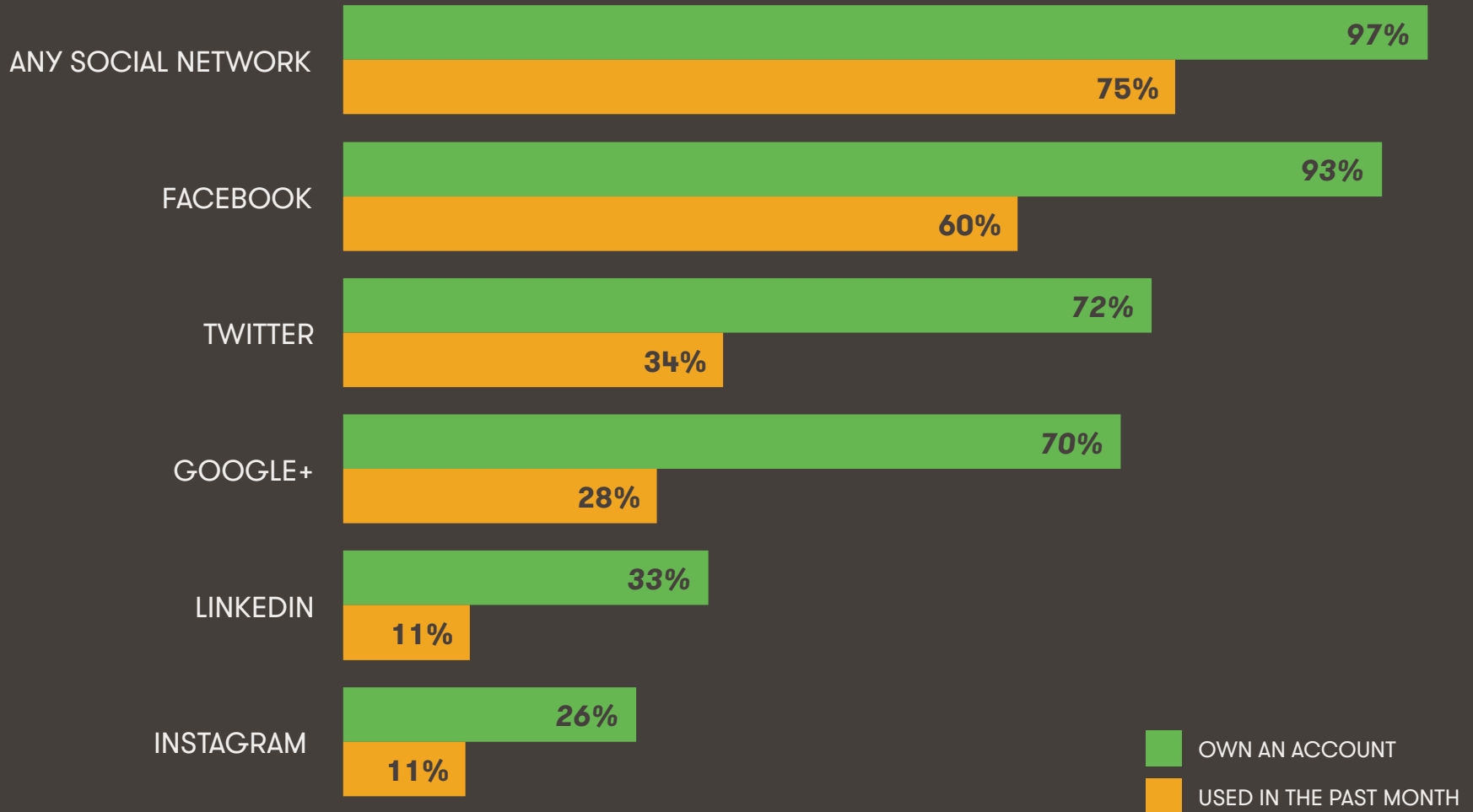
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



84%

URBAN

16%

RURAL

**4,517,169**

INTERNET USERS



83%

INTERNET PENETRATION

**4,400,000**

ACTIVE FACEBOOK USERS



80%

FACEBOOK PENETRATION

**13,775,252**

ACTIVE MOBILE SUBSCRIPTIONS



252%

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%**

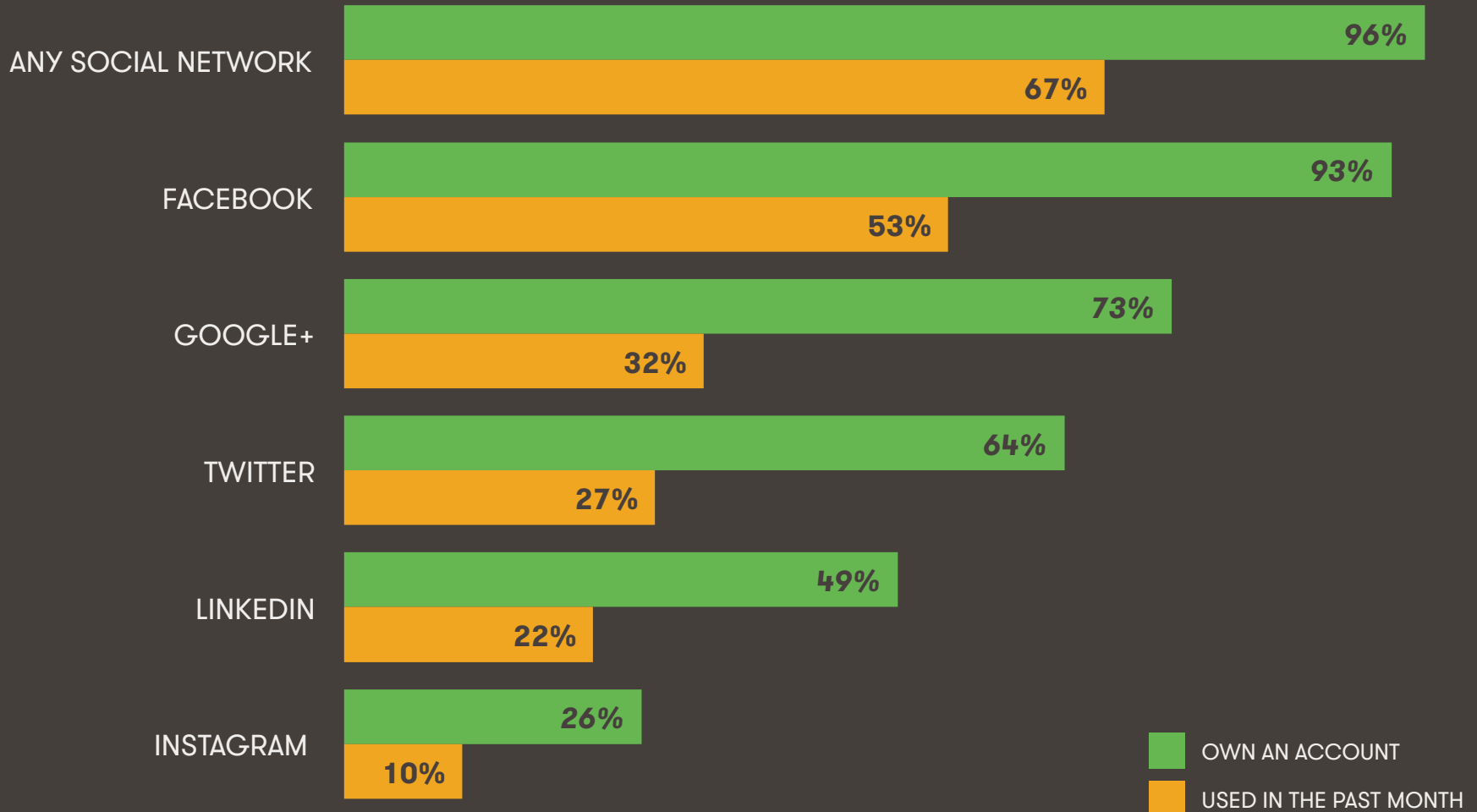
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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

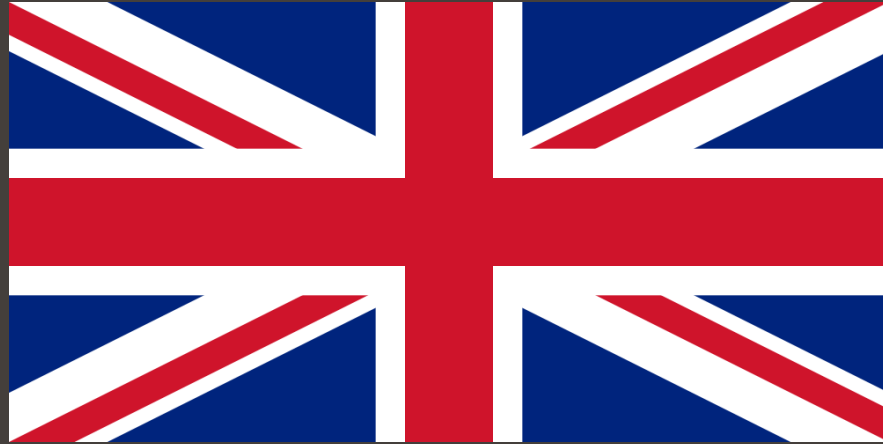


**82%**

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



**38%**



# UNITED KINGDOM



JAN  
2014

# UK: DATA SNAPSHOT



**63,395,574**

TOTAL POPULATION



80%

URBAN

20%

RURAL

**54,861,245**

INTERNET USERS



87%

INTERNET PENETRATION

**36,000,000**

ACTIVE FACEBOOK USERS



57%

FACEBOOK PENETRATION

**82,109,000**

ACTIVE MOBILE SUBSCRIPTIONS



130%

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%**

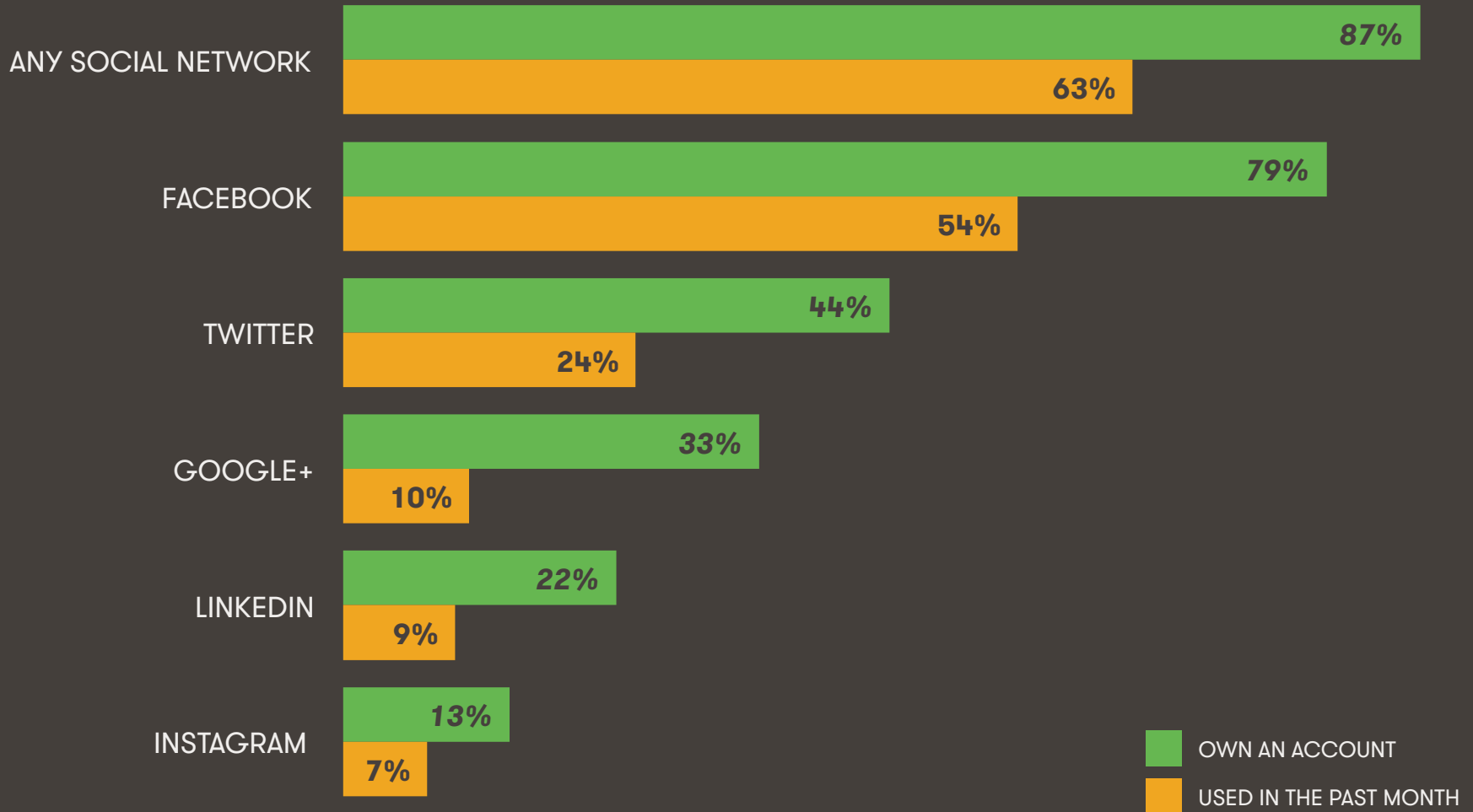
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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



82%

URBAN

18%

RURAL

**254,295,536**

INTERNET USERS



80%

INTERNET PENETRATION

**178,000,000**

ACTIVE FACEBOOK USERS



56%

FACEBOOK PENETRATION

**327,577,529**

ACTIVE MOBILE SUBSCRIPTIONS



103%

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%**

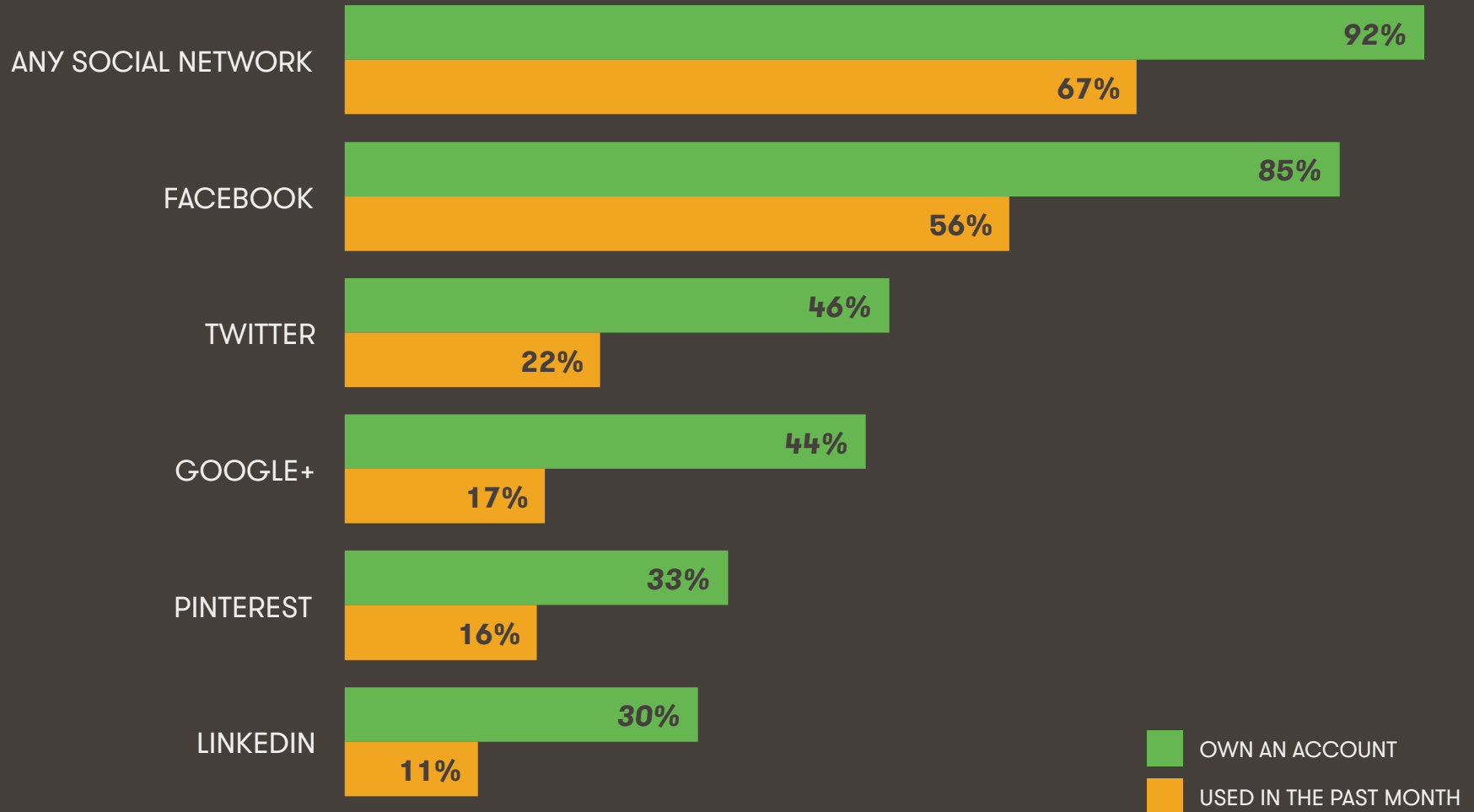
PERCENTAGE OF  
MOBILE USERS USING  
LOCATION-BASED  
SERVICES



**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.

**we  
are.  
social**

**FIND OUT MORE AT  
WEARESOCIAL.SG**

# we are. social

WE ARE SOCIAL IS A GLOBAL CONVERSATION AGENCY.

WE HELP BRANDS TO LISTEN TO, UNDERSTAND,  
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WE'RE ALREADY HELPING MANY OF THE WORLD'S  
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DIAGEO, NESTLÉ, HEINZ, AND LVMH.

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