



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



PLEASE CONTACT US FOR REPORTS
ON OTHER COUNTRIES & REGIONS:



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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

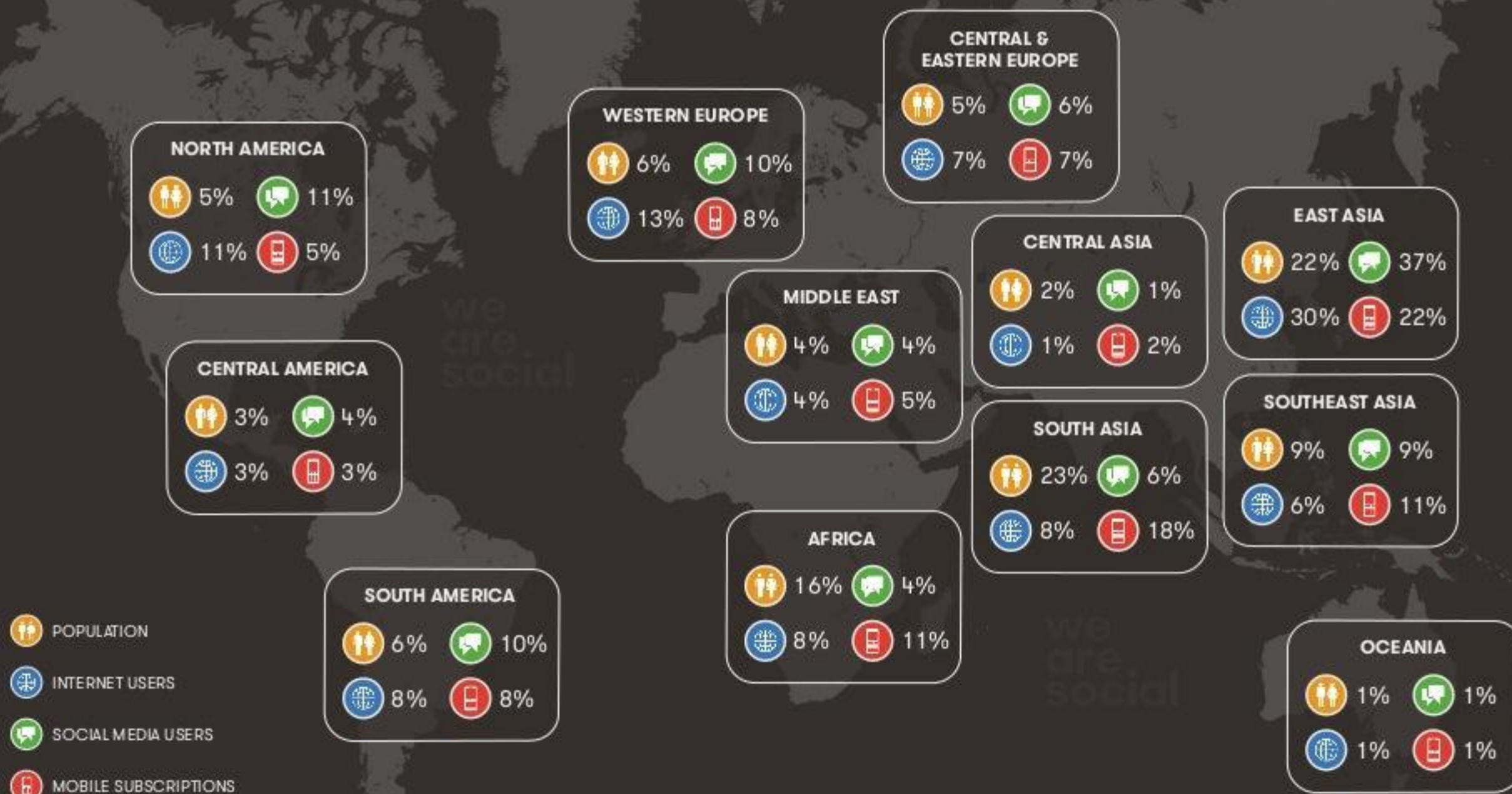


93%

MOBILE PENETRATION

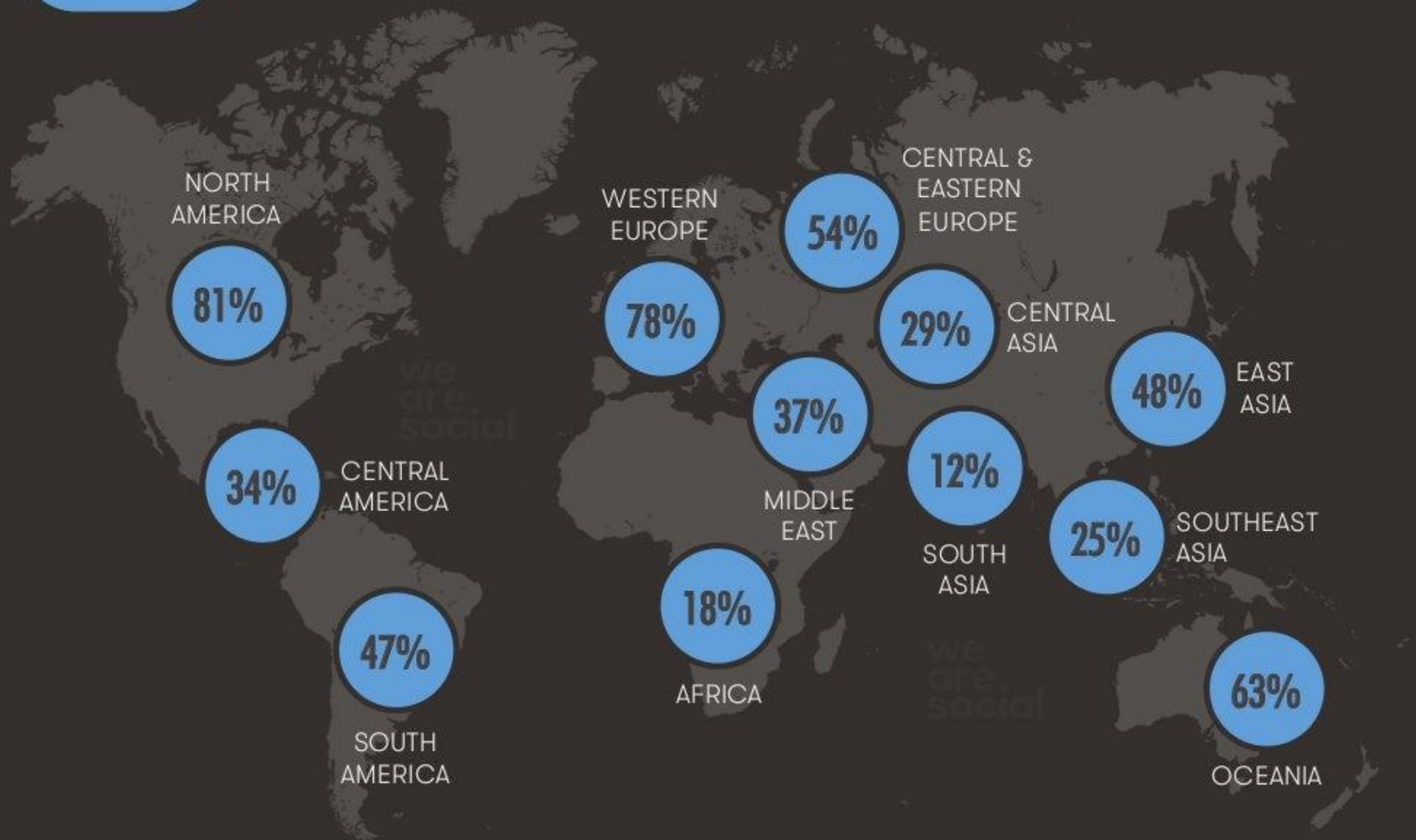
JAN
2014

SHARE OF GLOBAL USERS BY REGION



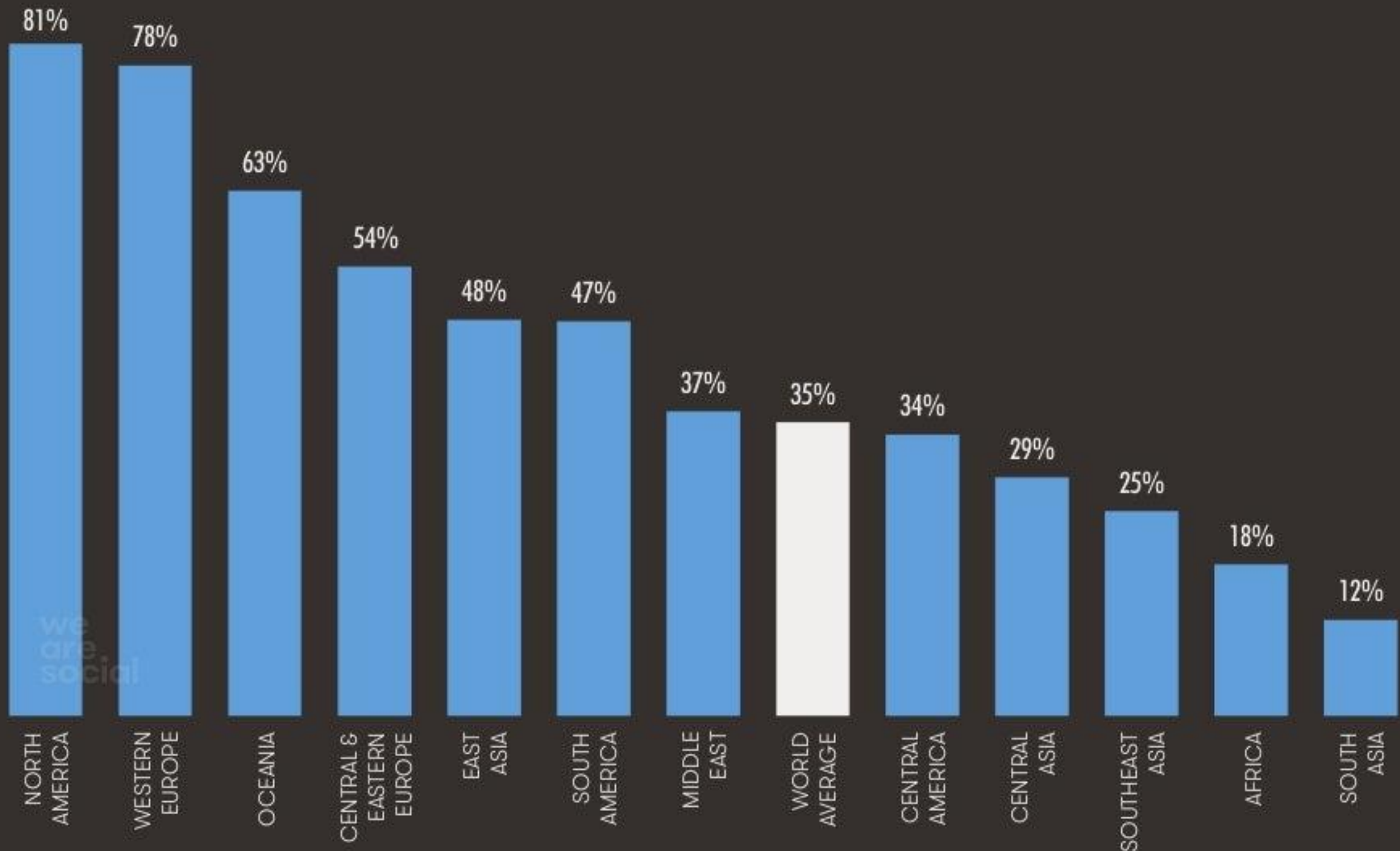
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INTERNET PENETRATION BY REGION



**JAN
2014**

INTERNET PENETRATION BY REGION



**JAN
2014**

SOCIAL PENETRATION BY REGION

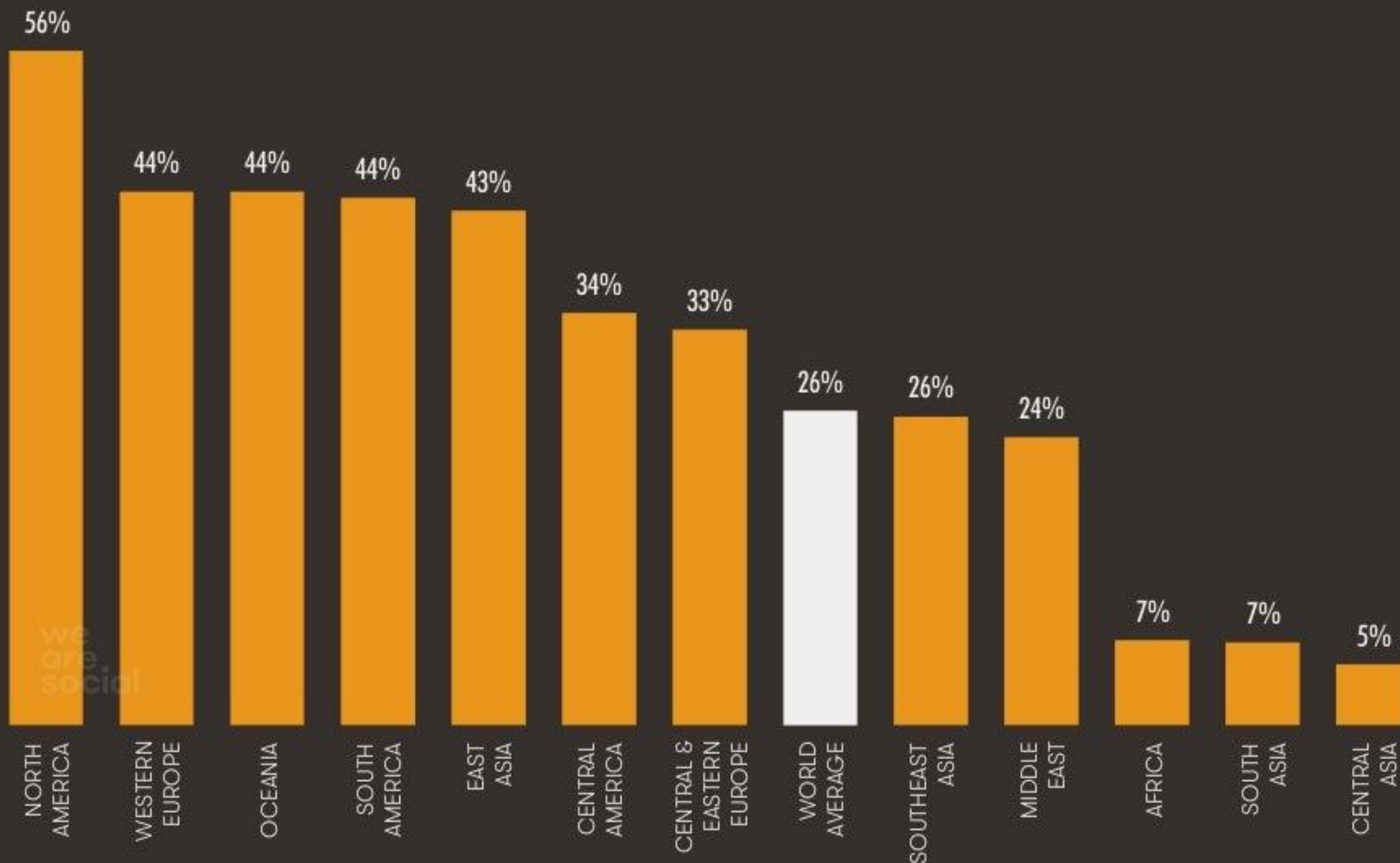
BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



**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



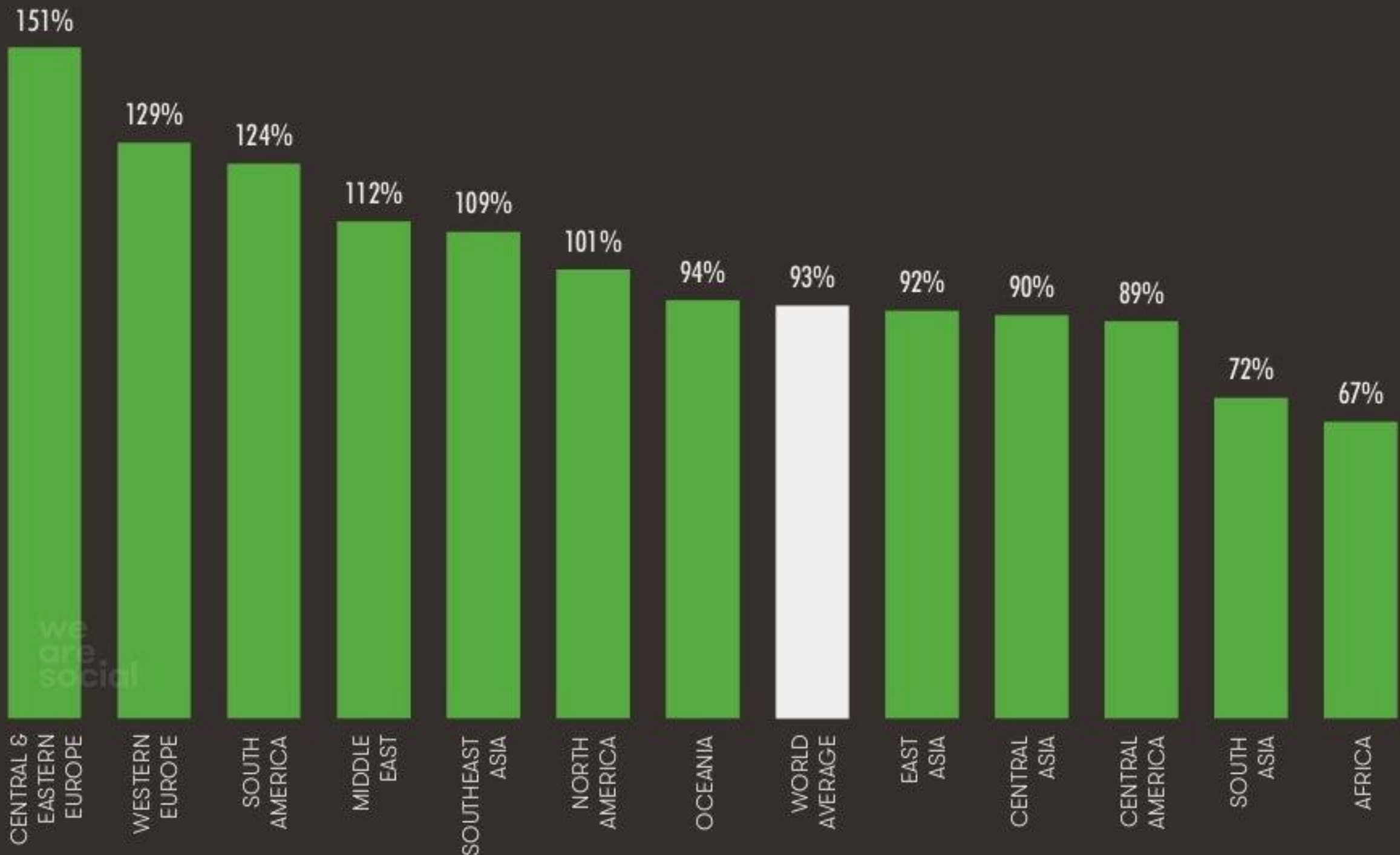
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MOBILE PENETRATION BY REGION



**JAN
2014**

MOBILE PENETRATION BY REGION



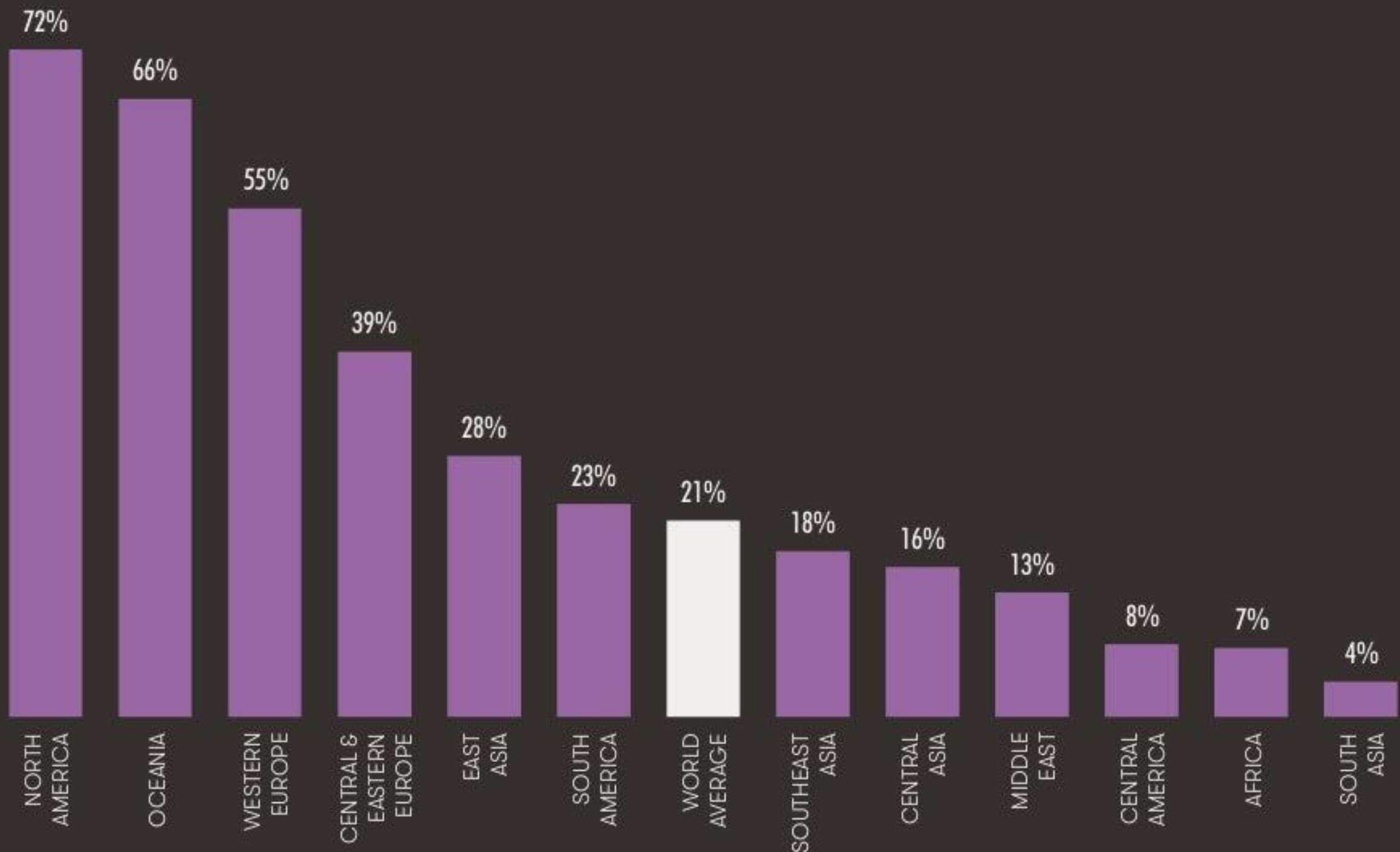
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MOBILE BROADBAND PENETRATION



**JAN
2014**

MOBILE BROADBAND PENETRATION



**JAN
2014**

MOBILE BROADBAND SUBSCRIPTIONS



**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