



# 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:



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



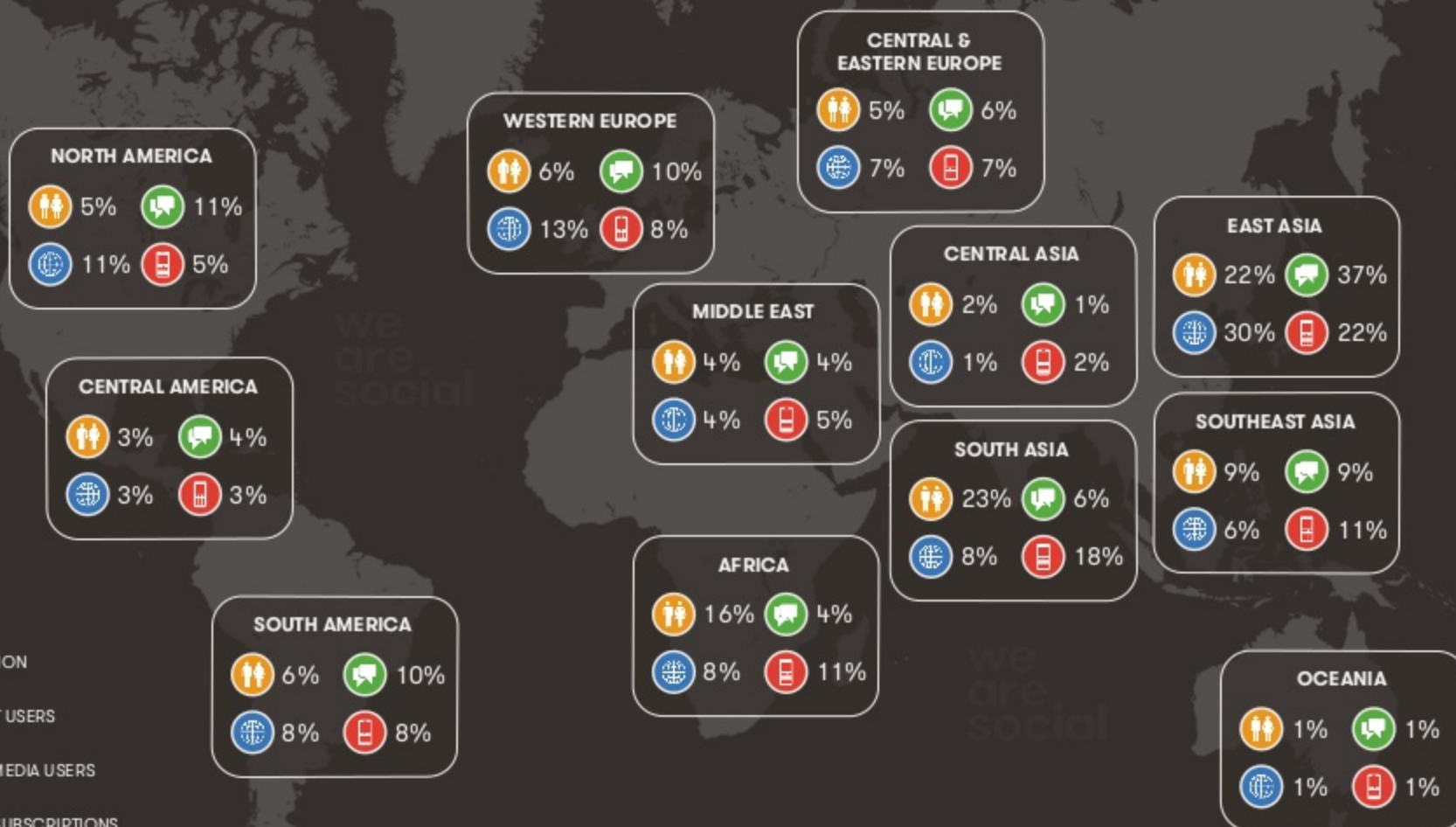
**93%**

MOBILE PENETRATION



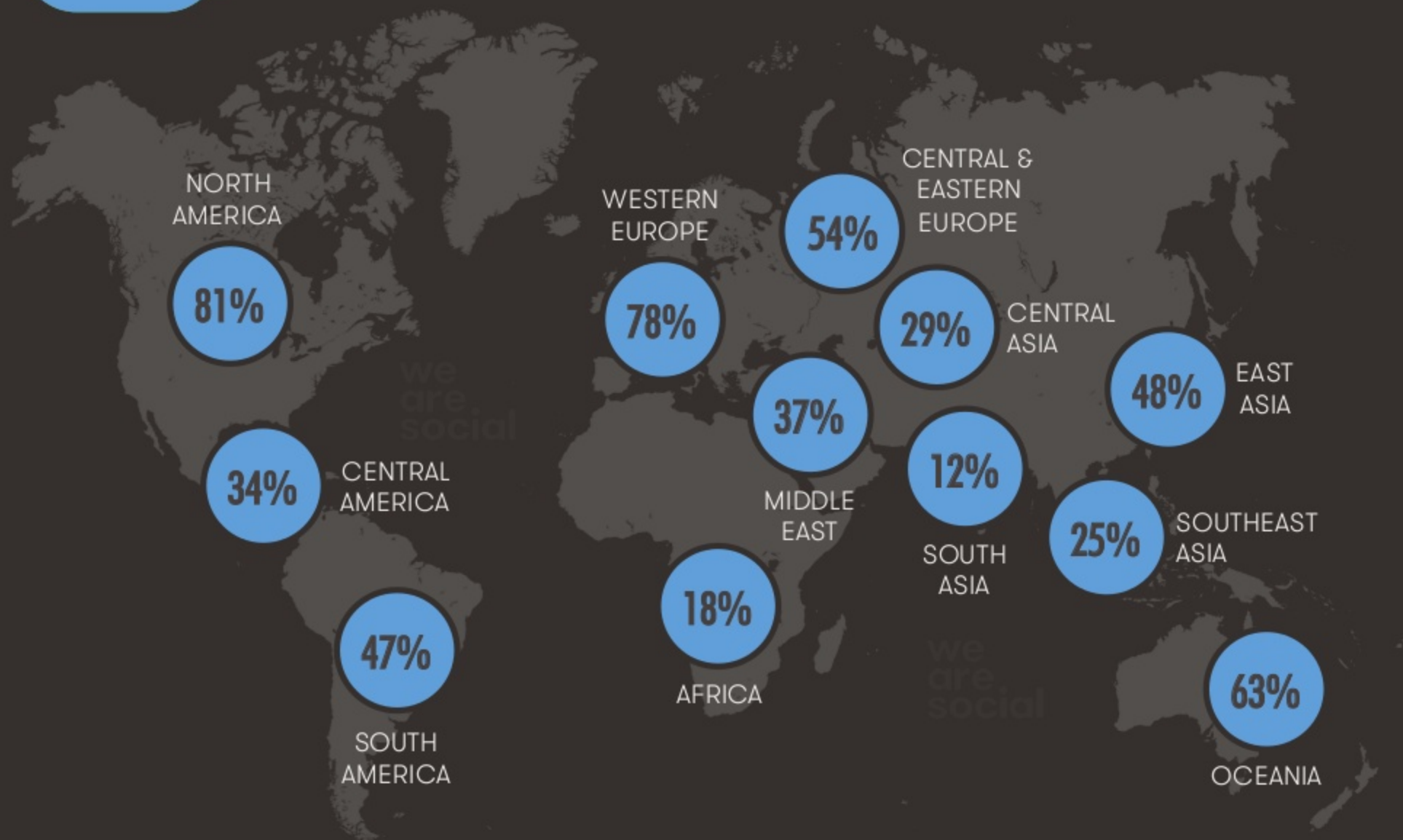
JAN  
2014

# SHARE OF GLOBAL USERS BY REGION



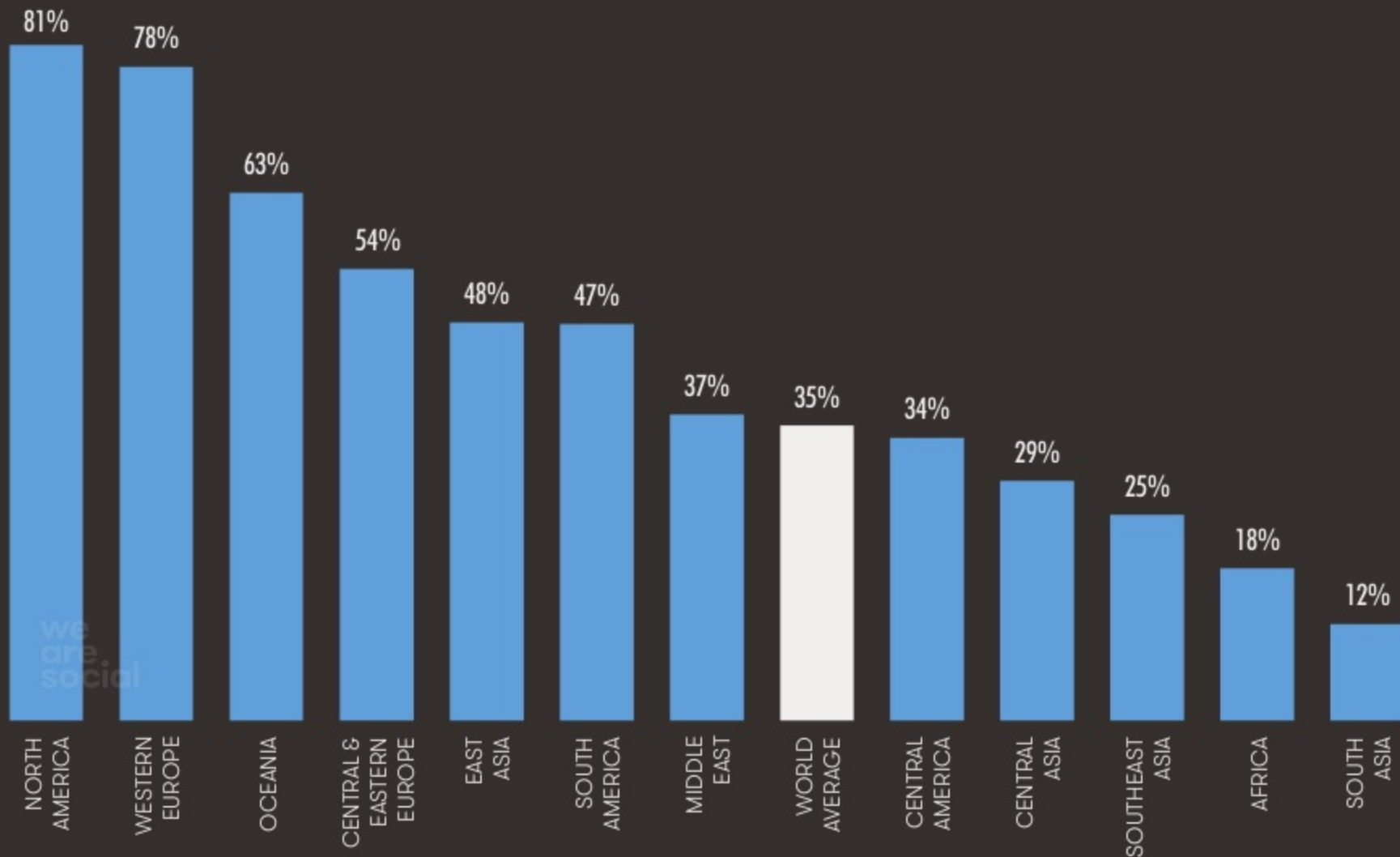
**JAN  
2014**

# INTERNET PENETRATION BY REGION



**JAN  
2014**

# INTERNET PENETRATION BY REGION

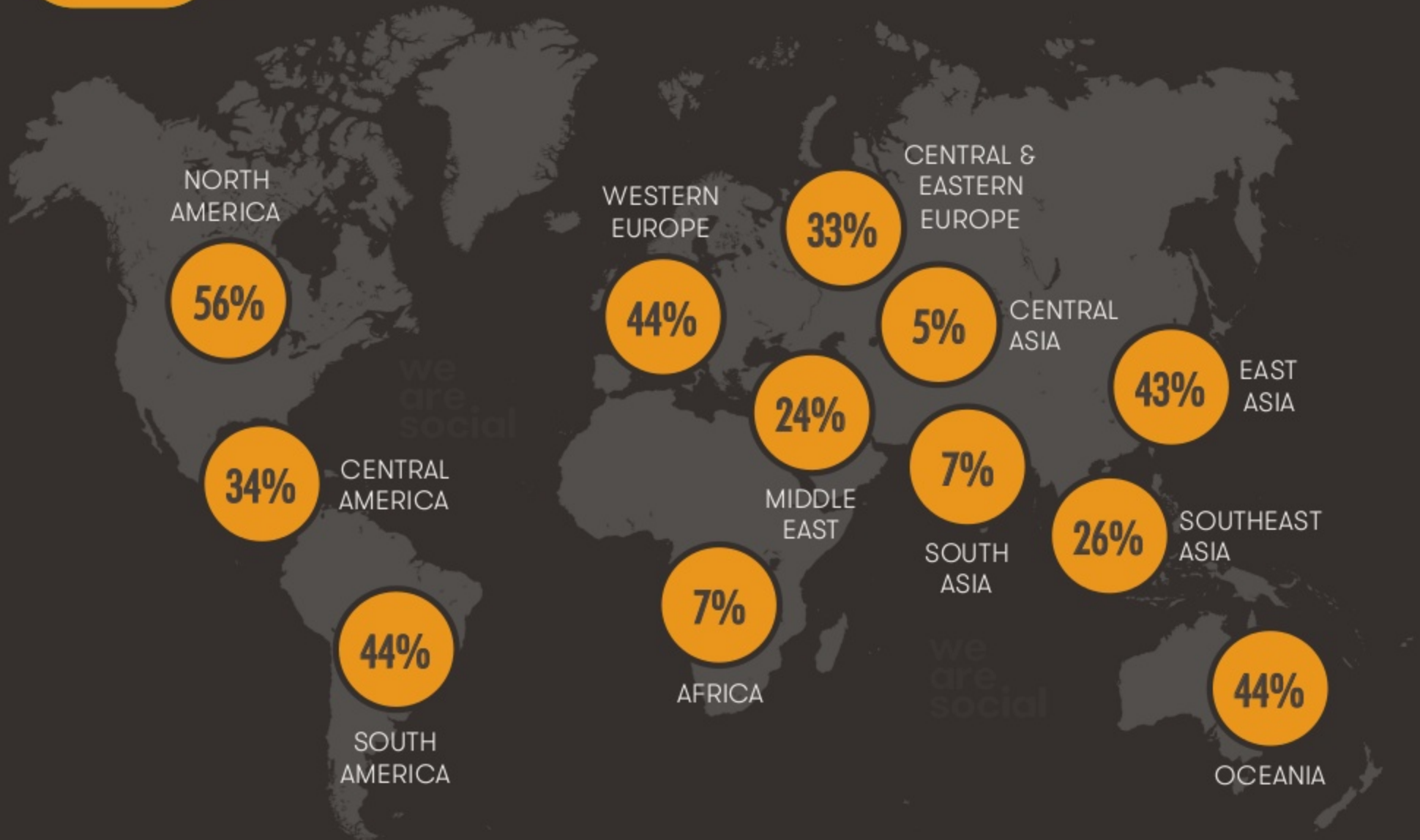




**JAN  
2014**

# **SOCIAL PENETRATION BY REGION**

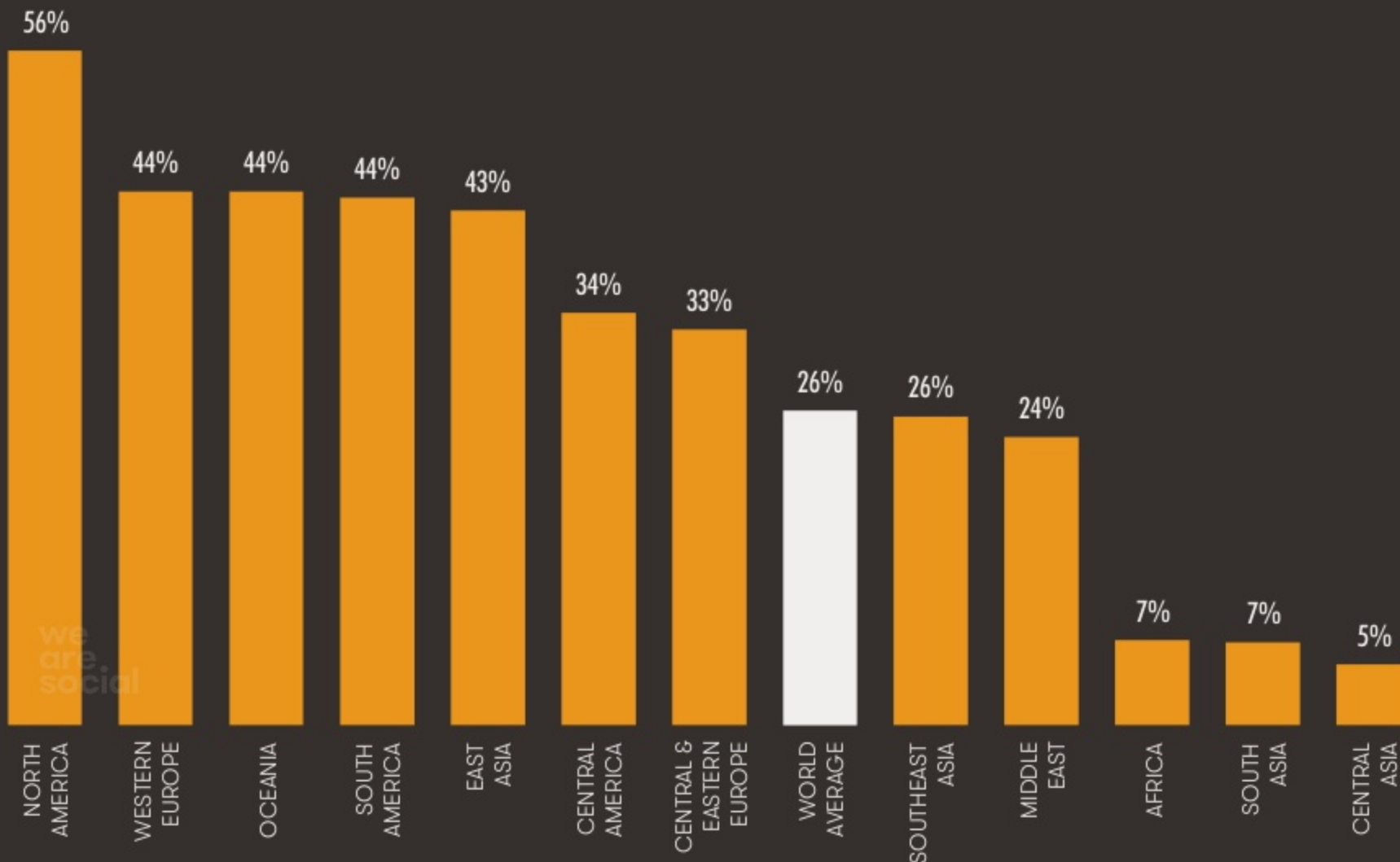
BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



**JAN  
2014**

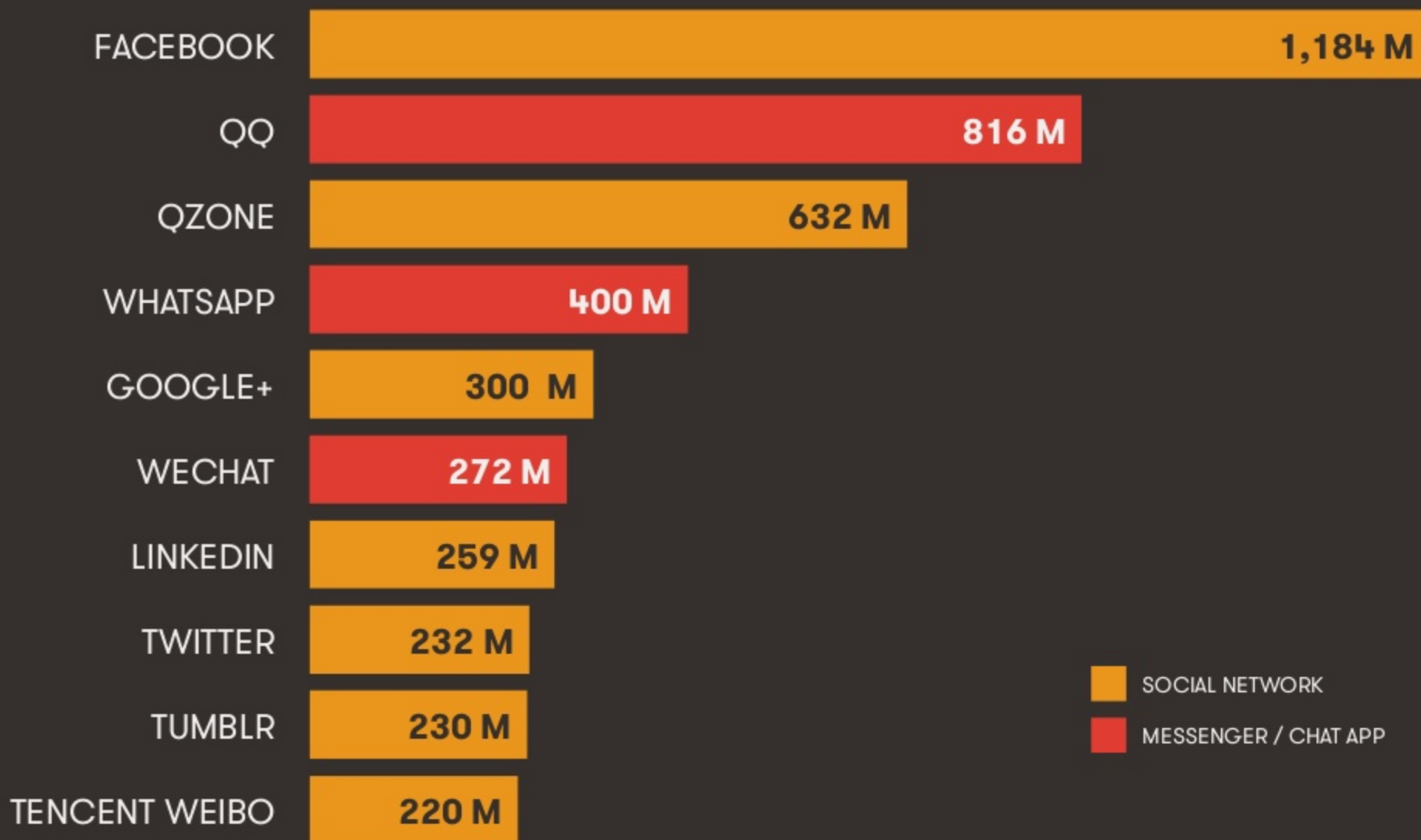
# SOCIAL PENETRATION BY REGION

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



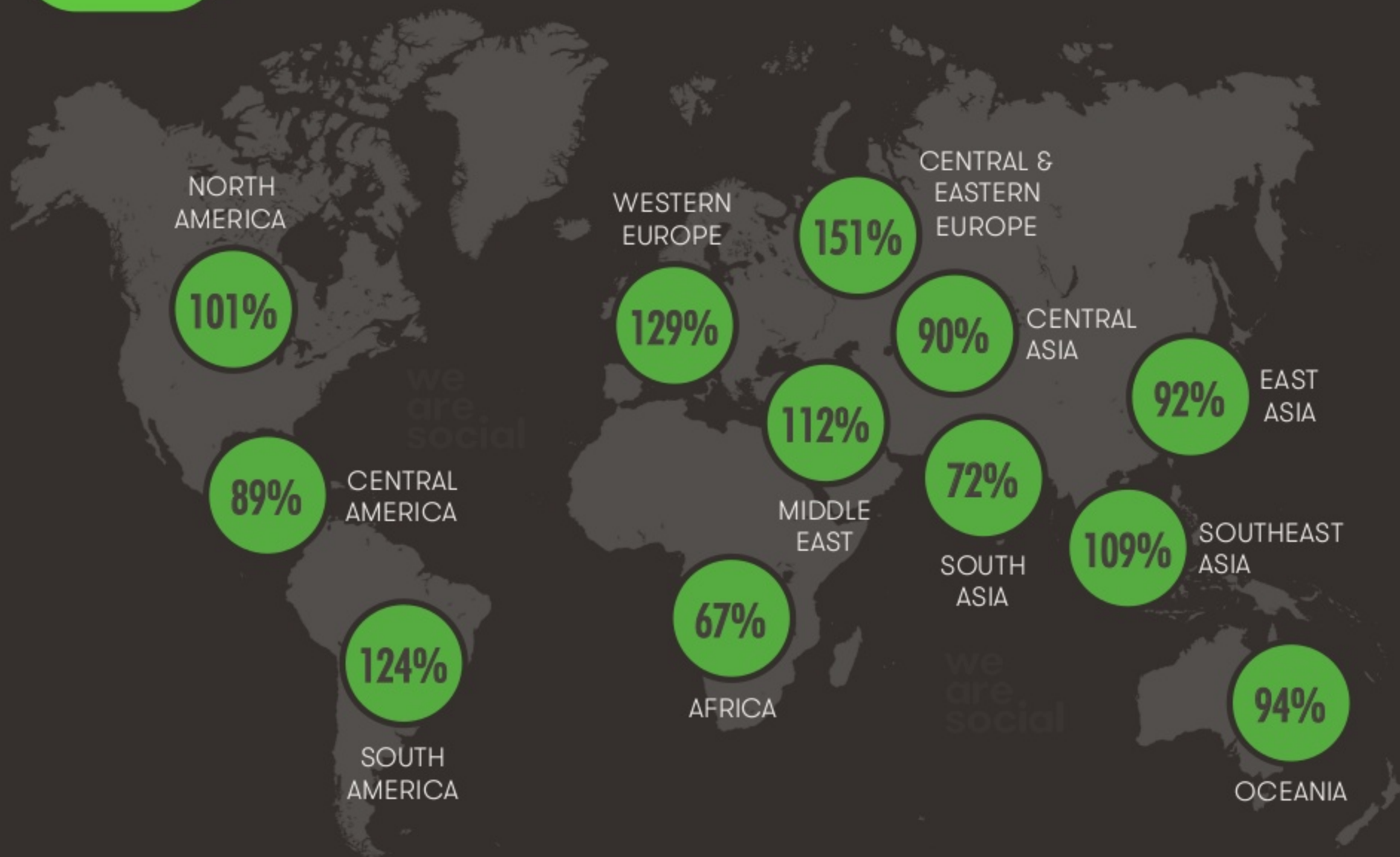
**JAN  
2014**

# ACTIVE USERS BY SOCIAL PLATFORM



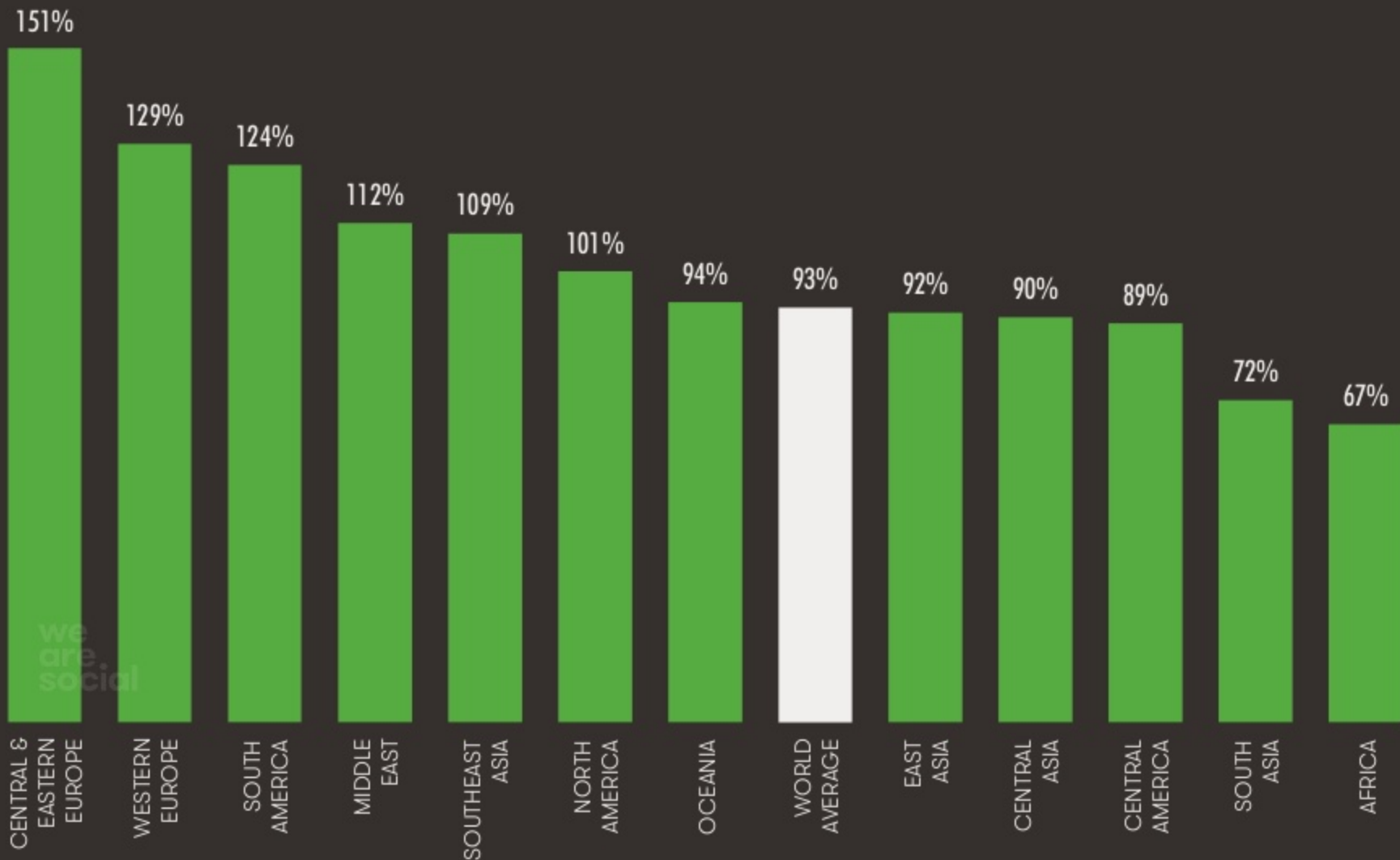
**JAN  
2014**

# MOBILE PENETRATION BY REGION



**JAN  
2014**

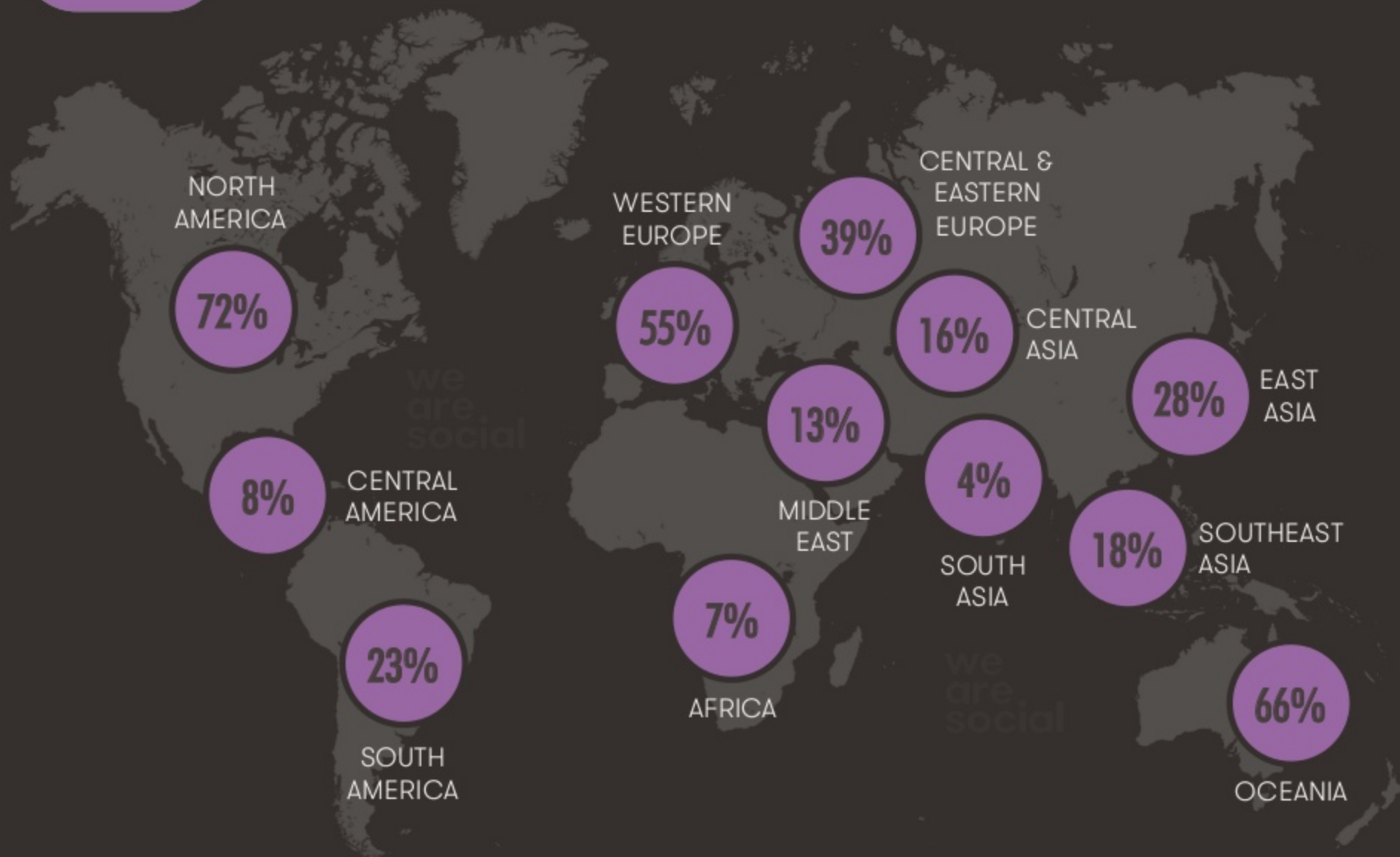
# MOBILE PENETRATION BY REGION





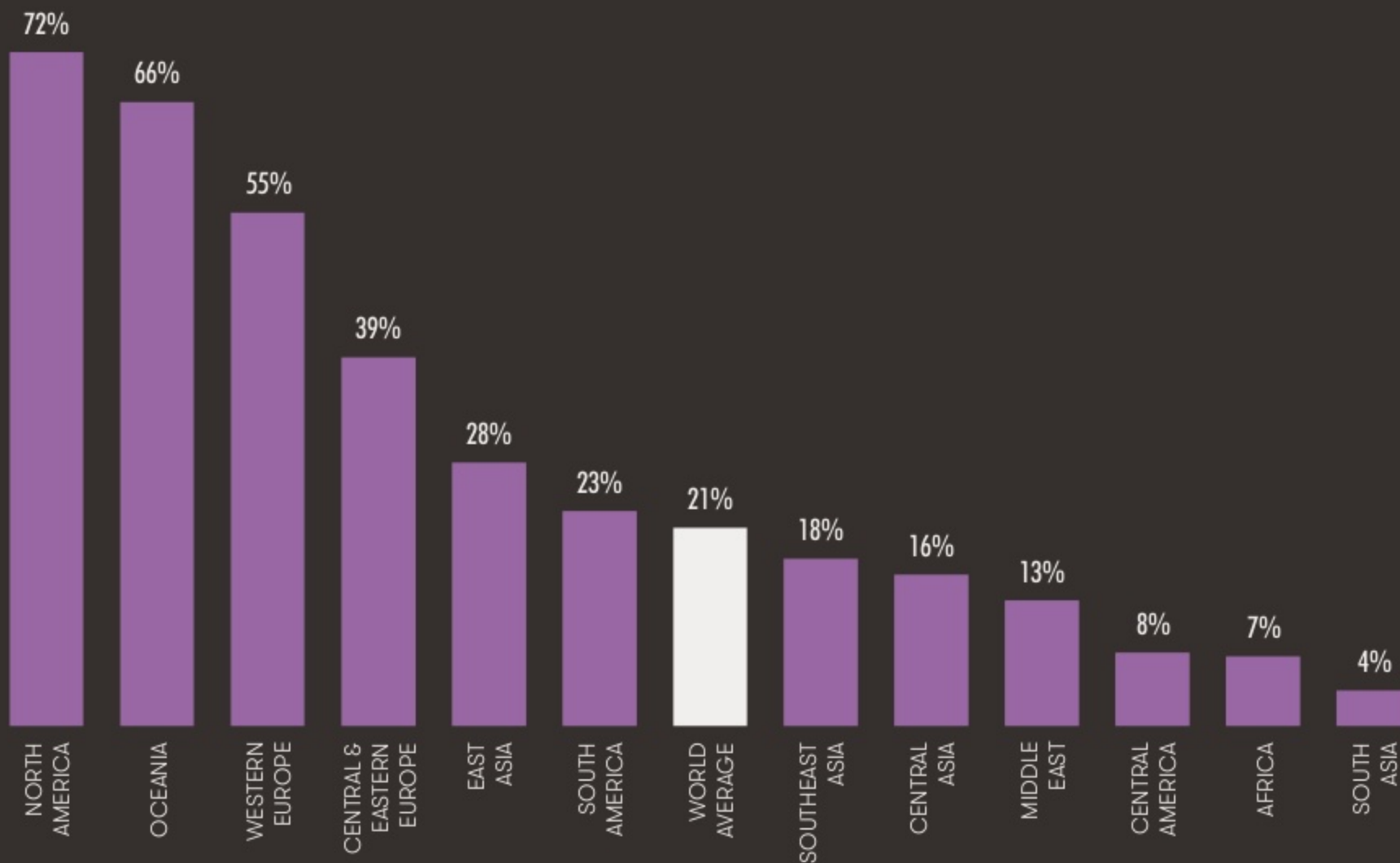
**JAN  
2014**

# MOBILE BROADBAND PENETRATION



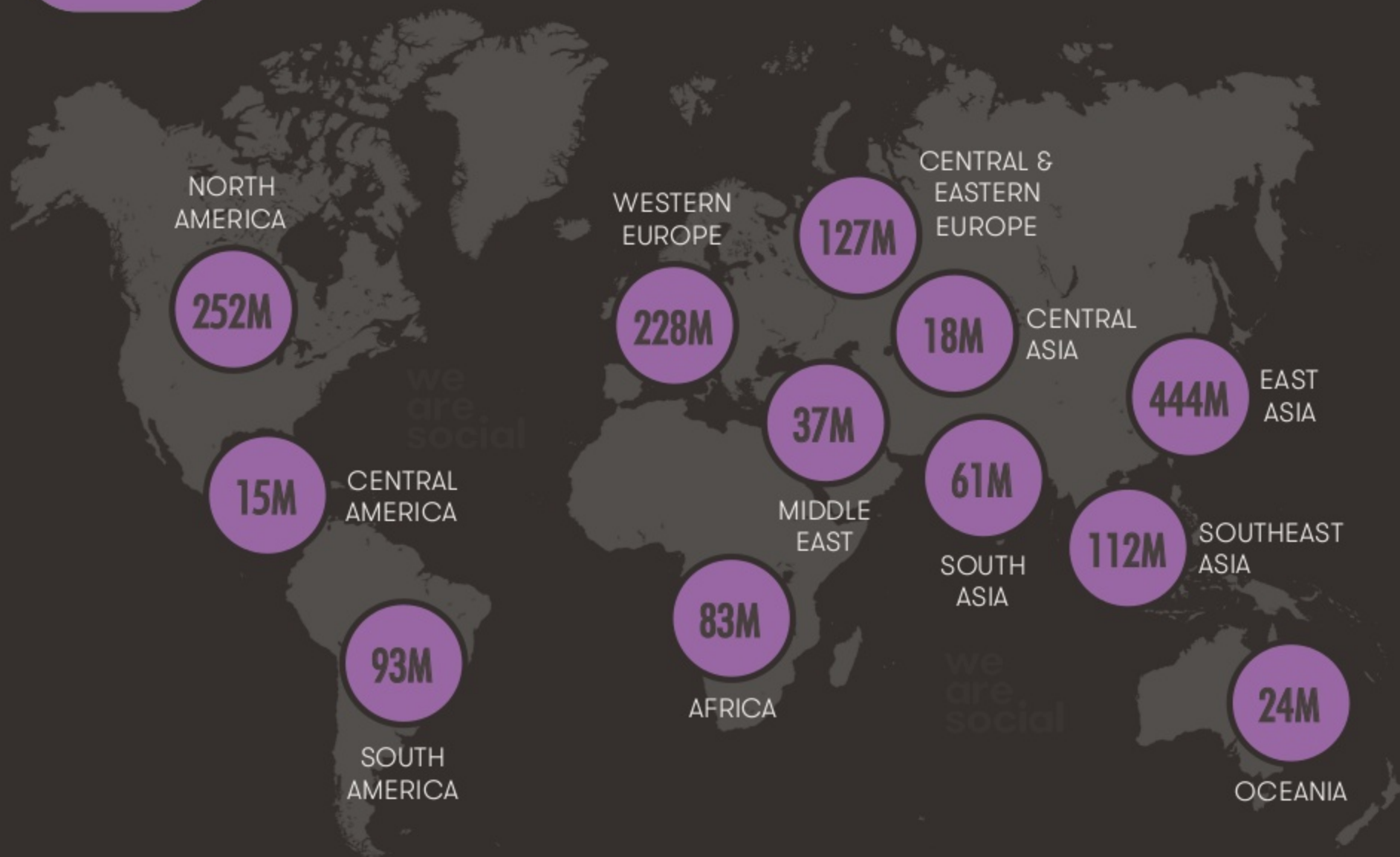
JAN  
2014

# MOBILE BROADBAND PENETRATION



**JAN  
2014**

# MOBILE BROADBAND SUBSCRIPTIONS



**JAN  
2014**

# NORTH AMERICA

**351,300,266**

TOTAL POPULATION



**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