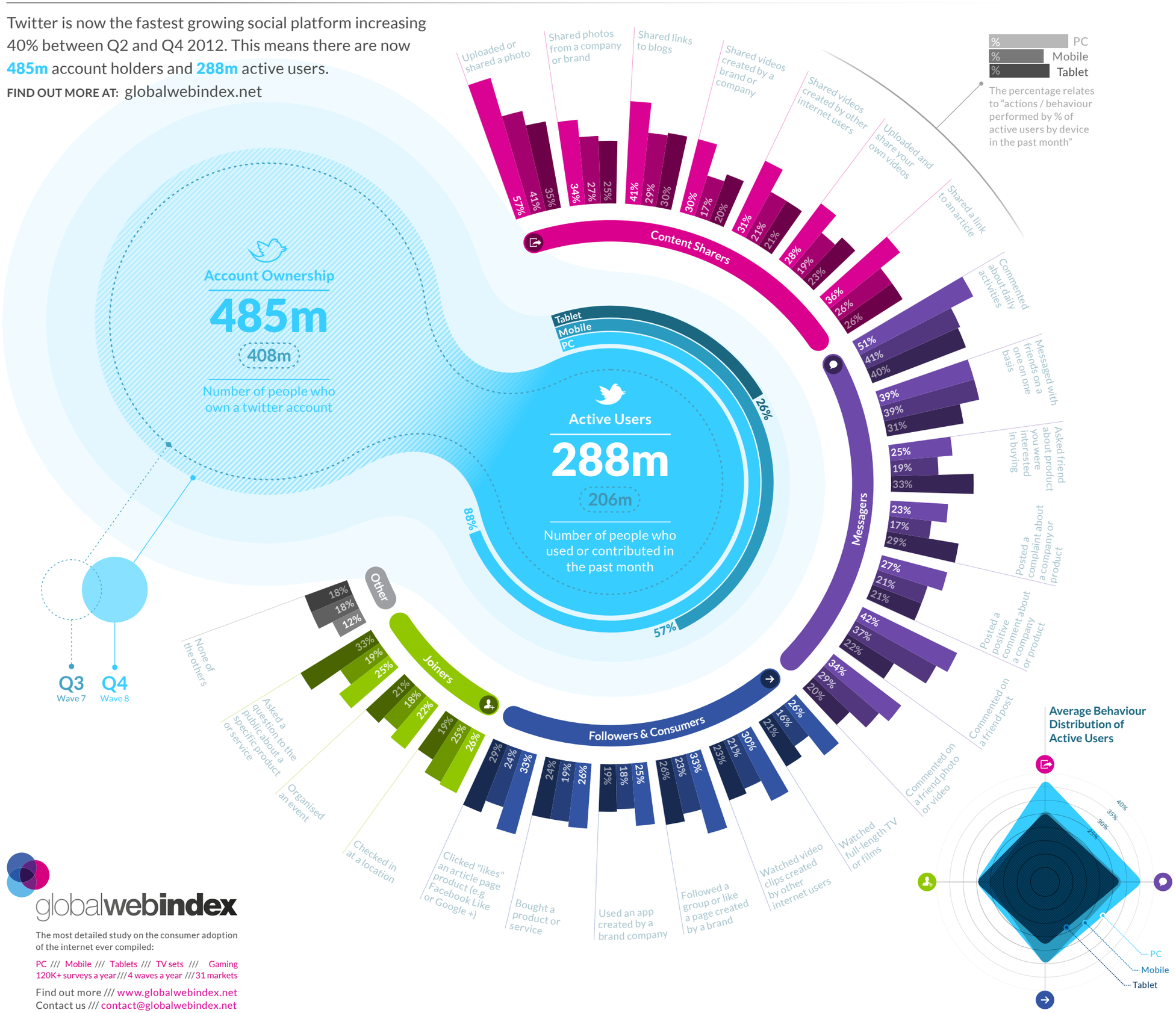
TWITTER The Fastest Growing Social Platform

Twitter is now the fastest growing social platform increasing 40% between Q2 and Q4 2012. This means there are now **485m** account holders and **288m** active users.

FIND OUT MORE AT: globalwebindex.net



ACTIVE USAGE **BY COUNTRY**

EMEA

Saudi Arabia	51%
Turkey	39%
UAE	34%
Spain	30%
South Africa	25%
UK	21%
Russia	21%
Italy	18%
Netherlands	15%
Sweden	10%
France	9%
Poland	7%
Germany	6%

APAC

Indonesia	49%
Philippines	39%
Japan	36%
India	33%
South Korea	31%
Malaysia	30%
Thailand	28%
Singapore	16%
Vietnam	15%
China	13%
Hong Kong	12%
Australia	12%
Taiwan	5%

AMER

Mexico	35%
Argentina	31%
Brazil	24%
USA	20%
Canada	18%

ACTIVE USER **DEMOGRAPHICS**

Profession (Mean 22%)

28%	Advertising, marketing or media
24%	Agriculture or mining
23%	Education
28%	Financial services
17%	Government
20%	Healthcare / medicine
31%	IT, internet, software, or computer services
21%	Manufacturing, engineering or construction
16%	Police or armed forces
22%	Professional services
19%	Retail
16%	Transport, logistics, or distribution
23%	Travel, tourism, or leisure services

Employment Type (Mean 20%)

22%	Full time worker
19%	Unemployed
22%	Part time worker
28%	Self employed
23%	Student
23%	Freelancer
17%	Full time parent

Age (Mean 19.4%)

22%	16 to 24
26%	25 to 34
20%	35 to 44
17%	45 to 54
11%	55 to 64

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