

Google+

Only **8%** of Americans 12+ have a Google+ profile page

The Google +1 button is used **5 billion** times per day

48% of fortune global 100 companies are now on Google+

47% of Hispanic consumers use Google+, compared to the U.S. average of **18%**

Google+

At least **60%** of Google+ users log in daily

625,000 new users on Google+ every day

At least **80%** of Google+ users engage on a weekly basis

The automotive industry has **2.7MM** circlers on Google+, compared to **1.9MM** for electronics, and **1.3MM** for luxury goods

68% of Google+ users are Male, while **32%** of Google+ users are female

Google+ users spend on average **12** minutes per day in the Google+

Google+ cost **\$585** million and took **500** employees to build