Only 26% of Americans 13+ have a Google+ profile page.

68% of fortune global 100 companies are now on Google+.

47% of Hispanic consumers use Google+, compared to the U.S. average of 19%.

625,000 new users on Google+ every day.

At least 59% of Google+ users log in daily.

At least 40% of Google+ users engage on a weekly basis.

The automotive industry has 2.7MM circles 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 $589 million and took 500 employees to build.