

Exclusive Report

Inside Twitter: An In-Depth Look Inside the Twitter World

Summary

Over the past few years, Twitter has experienced explosive growth, attracting celebrity users, and a growing mountain of media and blog coverage.

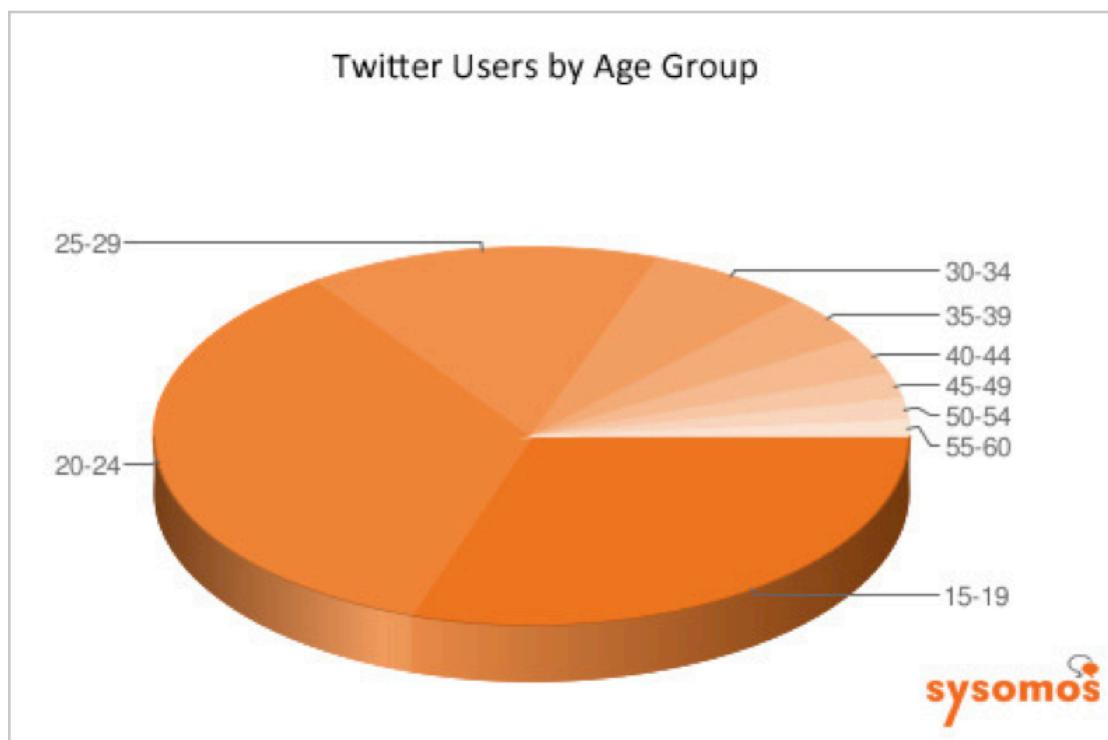
Sysomos Inc., one of the world's leading social media analytics companies, conducted an extensive study to document Twitter's growth and how people are using it. After analyzing information disclosed on 11.5 million Twitters accounts, we discovered that:

- 85.3% of all Twitter users post less than one update/day
- 21% of users have never posted a Tweet
- 93.6% of users have less than 100 followers, while 92.4% follow less than 100 people.
- 5% of Twitter users account for 75% of all activity
- New York has the most Twitters users, followed by Los Angeles, Toronto, San Francisco and Boston;
- More than 50% of all updates are published using tools – mobile and Web-based – other than Twitter.com. TweetDeck is the most popular non-Twitter.com tool with 19.7% market share.
- There are more women on Twitter (53%) than men (47%)
- Of the people who identify themselves as PR professionals, 15% follow more than 2,000 people. This compares with 0.29% of overall Twitter users who follow more than 2,000 people.

At Sysomos, we wanted to take an extensive snapshot of Twitter that goes far beyond anything done to document Twitter's growth and demographics. While Twitter's explosive growth has been well documented, we wanted to put the spotlight on how people use Twitter, as well as to identify many of the key trends in their backgrounds, demographics and activity. Our study, based on the most comprehensive dataset of Twitter users, provides a wealth of information for anyone interested in getting in-depth details about Twitter.

Twitter Self-Disclosed Age Demographics

The Facts: Based on a sample set of users who disclosed their age, 65% of Twitter users are under the age of 25. Note: Only 0.7% of users disclosed their age, with younger users showing a higher probability of doing so. Still, the statistics suggest Twitter is growing in popularity among younger people.



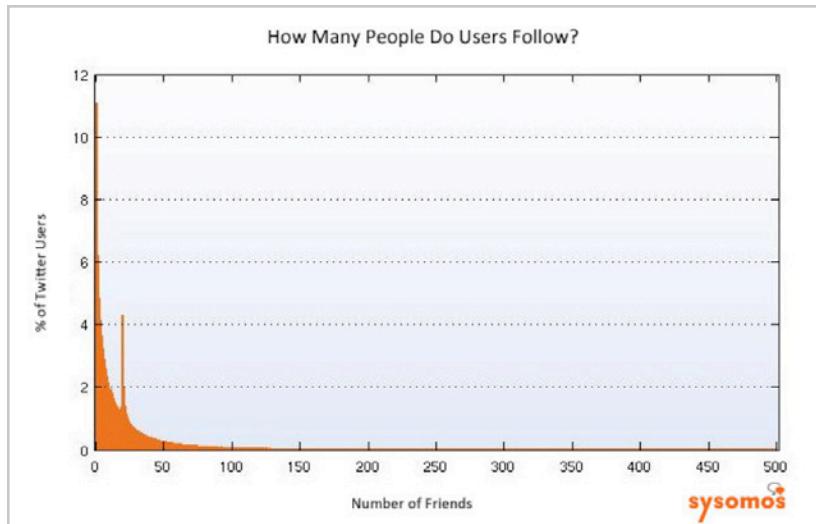
Age group	Percentage of twitter users
15-19	31
20-24	35
25-29	15
30-34	7
35-39	4
40-44	3
45-49	2
50-54	2
55-60	1

Source: sysomos.com

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Number of People Followed

The Facts: 92.4% of Twitter users follow less than 100 people, while 97.8% of Twitter users follow less than 400 people. At the other end of the extreme, 0.94% of Twitter users follow more than 1,000 people.



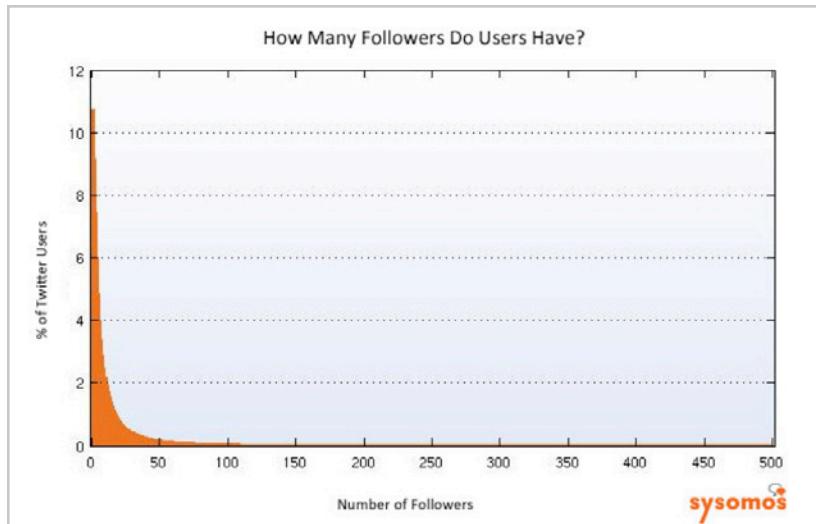
Number of friends	Percentage of all twitter users	Cumulative Percentage
0	11.08	11.08
1	7.01	18.09
2	6.20	24.29
3	4.85	29.14
4	4.13	33.27
5	3.64	36.91
6	3.22	40.12
7	2.87	43.00
8	2.58	45.58
9	2.34	47.92
10	2.14	50.06
11	1.95	52.01
12	1.80	53.81
13	1.66	55.47
14	1.53	57.00
15	1.43	58.43
16	1.35	59.77
17	1.28	61.05
18	1.23	62.28
19 and above	37.72	100.00
1-100	92.46	92.46
101-200	3.52	95.99
201-300	1.21	97.19
301-400	0.60	97.79
401-500	0.38	98.17

Source: sysomos.com

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Number of Followers

The Facts: 93.6% of Twitter users have less than 100 followers, while 98% of users have less than 400 followers. Meanwhile, 1.35% of users have more 500 followers, and only 0.68% of more than 1,000 followers.



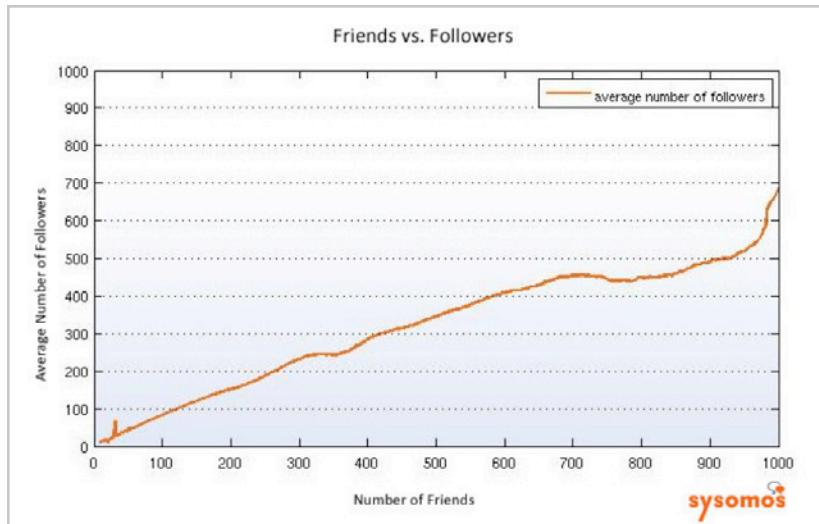
Number of follower	Percentage of all twitter users	Cumulative Percentage
0	2.09	2.09
1	10.73	12.82
2	10.74	23.56
3	9.18	32.73
4	7.45	40.18
5	5.99	46.17
6	4.85	51.02
7	4.01	55.03
8	3.37	58.40
9	2.88	61.29
10	2.49	63.77
11	2.19	65.97
12	1.94	67.90
13	1.72	69.62
14	1.56	71.18
15	1.39	72.57
16	1.26	73.83
17	1.15	74.98
18	1.05	76.03
19 and above	23.97	100.00
1-100	93.68	93.68
101-200	2.75	96.43
201-300	1.04	97.47
301-400	0.57	98.03
401-500	0.36	98.40

Source: sysomos.com

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Followers vs. Following Activity

Fast Fact: Until people have 150 followers, they follow about the same number of people. After that, this starts to break down. Twitter users who are following 950 people, for example, are only followed by 531.

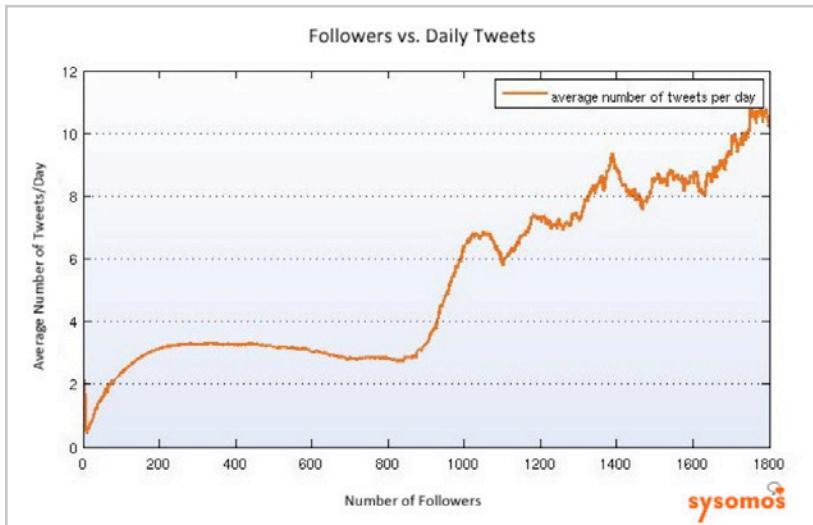


Number of friends	Average number of followers
50	48.86
100	90.17
150	126.25
200	155.18
250	194.67
300	236.99
350	244.59
400	291.58
450	317.65
500	351.02
550	382.50
600	411.34
650	434.22
700	454.69
750	439.81
800	448.84
850	463.60
900	495.56
950	531.34

Source: sysomos.com

The More Followers, the More You Tweet

Fast Fact: As Twitter users attract more followers, they tend to Tweet more often. This is particularly evident once someone has 1,000 followers the average number of Tweets/day climb from three to six. When someone has more than 1,750 followers, the number of Tweets/day rises to 10.



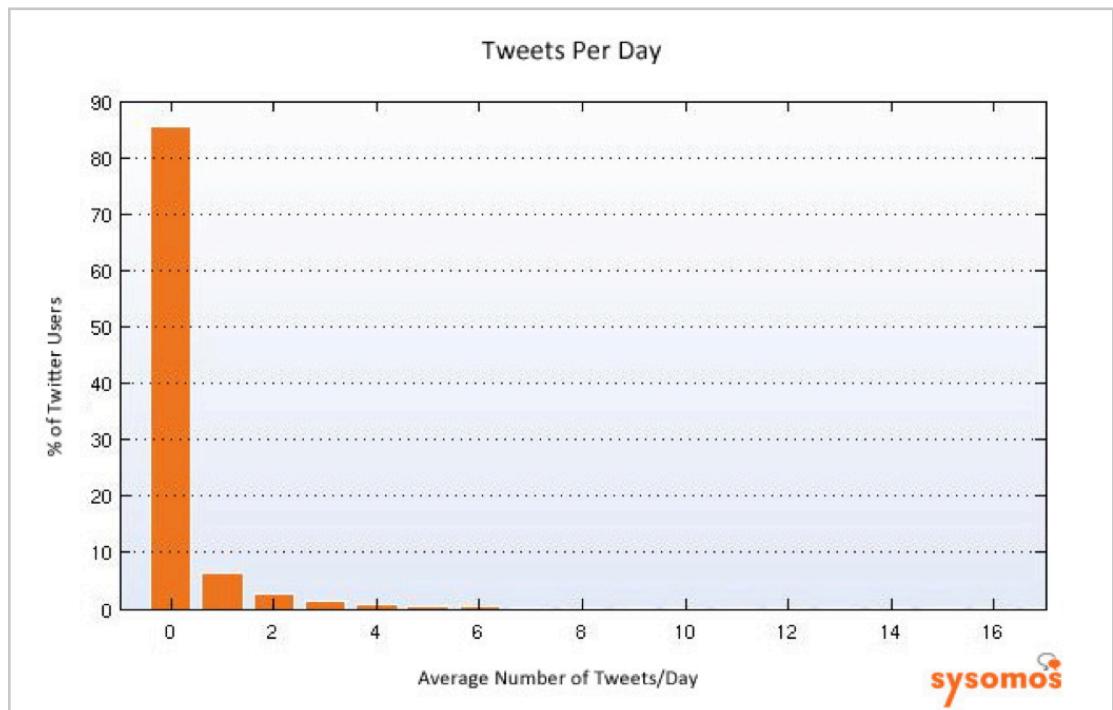
Number of followers	Average number of tweets
25	0.97
50	1.59
75	2.10
100	2.38
125	2.64
150	2.87
175	3.03
200	3.14
225	3.21
250	3.24
275	3.27
300	3.26
325	3.29
350	3.29
375	3.25
400	3.25
425	3.28
450	3.27
475	3.21
500	3.18
525	3.18
550	3.16
575	3.13
600	3.02
625	2.98
650	2.94
675	2.87
700	2.84
725	2.81
750	2.85
775	2.81
800	2.81
825	2.75
850	2.86
875	3.09
900	3.38
925	3.91
950	4.89
975	5.67
1000	6.44
1025	6.72
1050	6.80
1075	6.52
1100	5.87
1125	6.26
1150	6.72
1175	7.32
1200	7.18
1225	6.97
1250	7.11
1275	7.12
1300	7.21
1325	8.02
1350	8.49
1375	8.81
1400	8.86
1425	8.12
1450	7.89
1475	7.78
1500	8.53
1525	8.47
1550	8.63
1575	8.18
1600	8.74
1625	8.15
1650	8.66
1675	9.10
1700	9.81
1725	9.68
1750	10.68
1775	10.79
1800	10.21

Source: sysomos.com

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Tweets/Day

The Facts: 85.3% of Twitter users update less than once/day; while 1.13% Twitter users update more than average of 10 times a day.



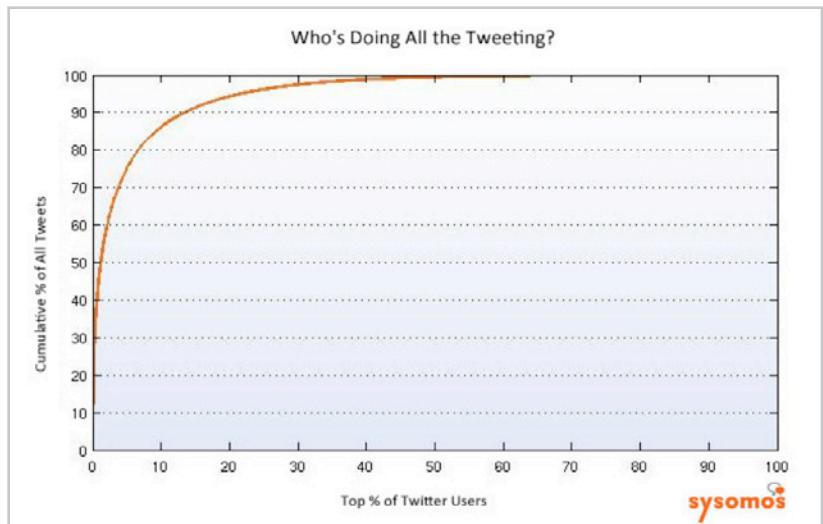
Average number of tweets	Percentage of all twitter users	Cumulative Percentage
0	85.37	85.37
1	6.48	91.86
2	2.80	94.66
3	1.53	96.19
4	0.93	97.12
5	0.62	97.73
6	0.42	98.16
7	0.31	98.47
8	0.23	98.70
9	0.18	98.88
0-9	98.88	98.88

Source: sysomos.com

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Twitter Activity

The Facts: As many people have speculated, a small group of Twitter users account for the bulk of activity. Sysomos discovered that 5% of users account for 75% of all activity, 10% account for 86% of activity, and the top 30% account for 97.4%



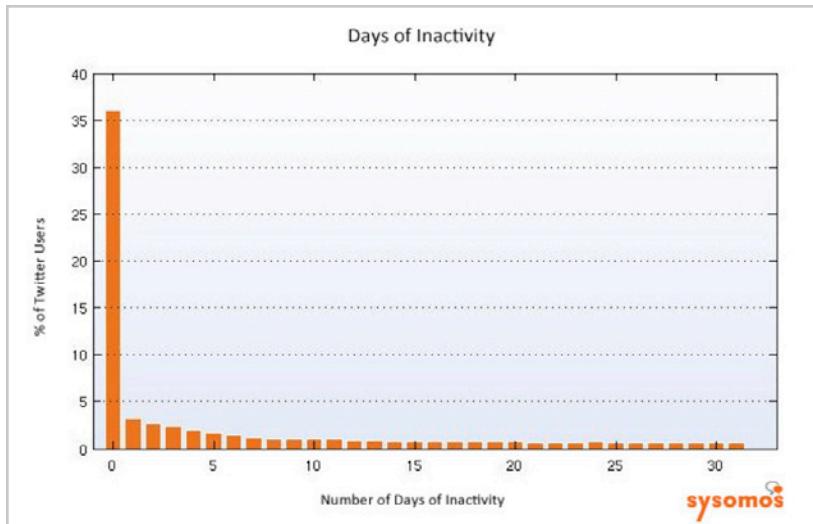
Top N percent of tweet user	Percentage of all tweets
5%	75.00
10%	86.07
15%	91.32
20%	94.32
25%	96.18
30%	97.41
35%	98.23
40%	98.79
45%	99.18
50%	99.44
55%	99.62
60%	99.75
65%	99.85
70%	99.90
75%	99.95
80%	100.00

Source: sysomos.com

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How Active Are Twitter Users?

The Facts 50.4% of Twitter users haven't updated their status in the last seven days.



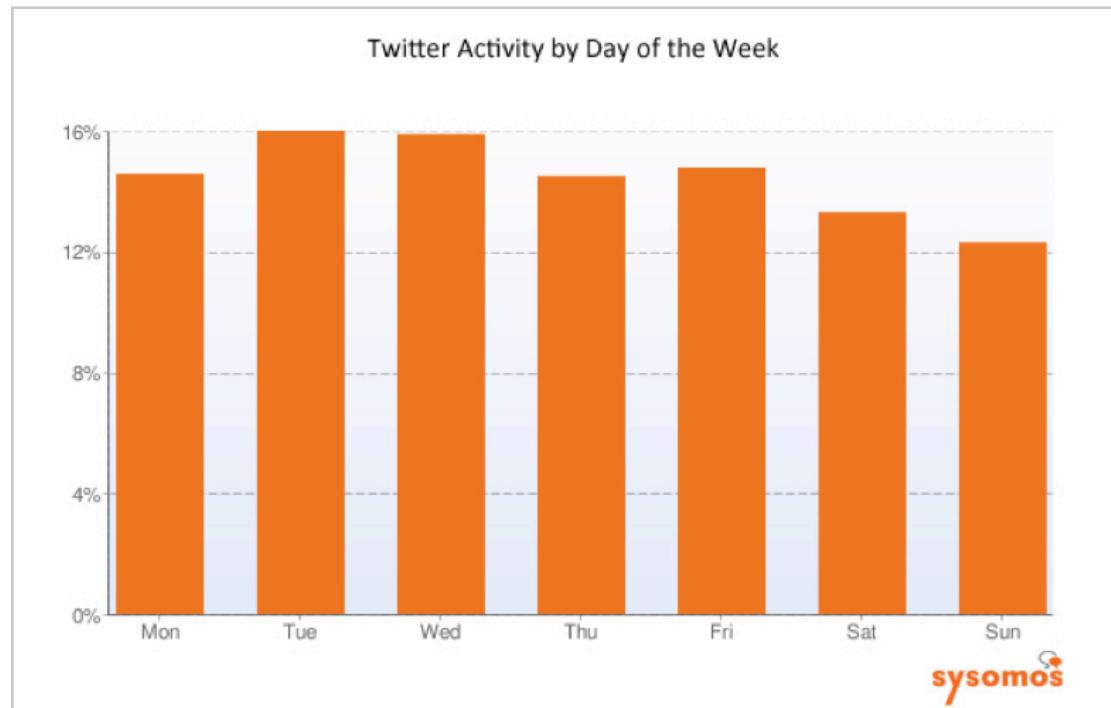
Days of inactivity	Percentage of all twitter users	Cumulative Percentage
0-6	49.63	49.63
7-13	7.30	56.93
14-20	5.41	62.34
21-27	4.72	67.06
28-34	3.98	71.04
35-41	3.14	74.18
42-48	2.68	76.87
49-55	2.51	79.37
56-62	2.29	81.67
63-69	1.91	83.58
70-76	1.57	85.15
77-83	1.28	86.43
84-90	1.12	87.55
91-97	0.92	88.47
98-104	0.74	89.21
105-111	0.60	89.81
112-118	0.48	90.30
119-125	0.43	90.73
126-132	0.37	91.10
133-139	0.33	91.44
140-146	0.27	91.71
147-153	0.26	91.97
154-160	0.29	92.26
161-167	0.30	92.56
168-174	0.29	92.85
175 and above	7.15	100.00

Source: sysomos.com

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Twitter Activity by Day of Week

The Facts: Based on a sample of 20 million Tweets, Tuesday is the most popular day for Twitter activity, accounting for 15.7% of total activity; followed by Wednesday (15.6%) and Friday (14.5%)



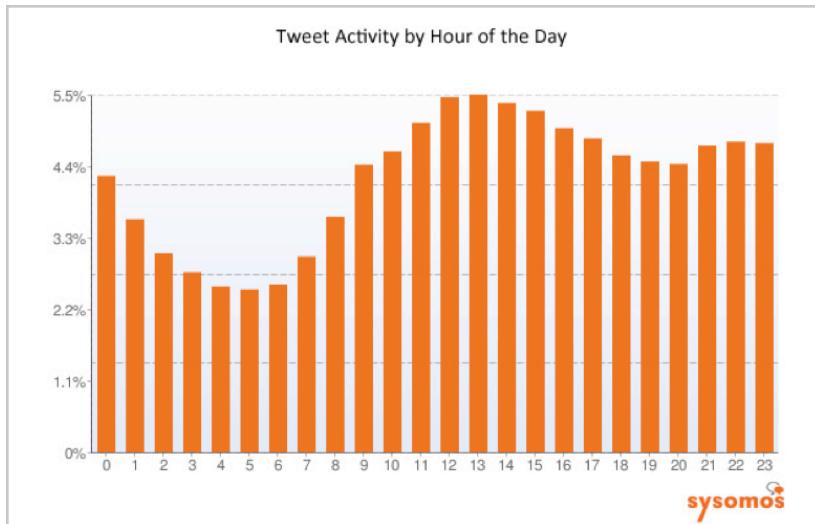
Day of the week	Percentage of all tweets
Mon	14.38
Tue	15.78
Wed	15.68
Thu	14.31
Fri	14.58
Sat	13.12
Sun	12.14

Source: sysomos.com

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Twitter Activity by Time of Day

The Facts: During the day, the most Twitter activity happens from 11 a.m. to 3 p.m. (EST)



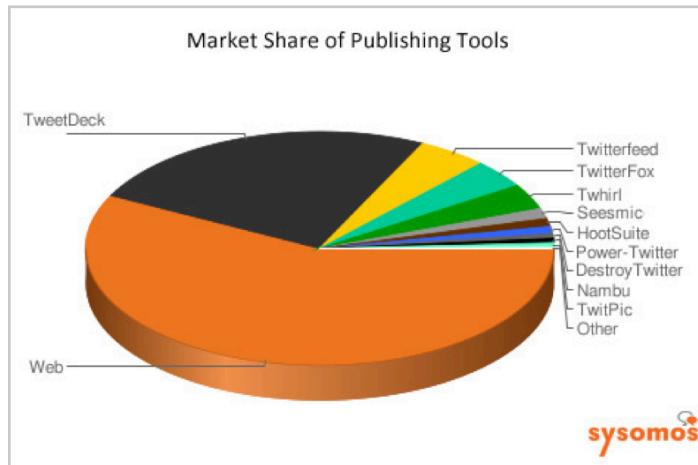
Hour of the day	Percentage of all tweets
0	4.20
1	3.54
2	3.03
3	2.73
4	2.52
5	2.48
6	2.55
7	2.98
8	3.58
9	4.37
10	4.57
11	5.01
12	5.40
13	5.44
14	5.31
15	5.19
16	4.93
17	4.77
18	4.51
19	4.42
20	4.38
21	4.66
22	4.72
23	4.70

Source: sysomos.com

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Publishing Tools

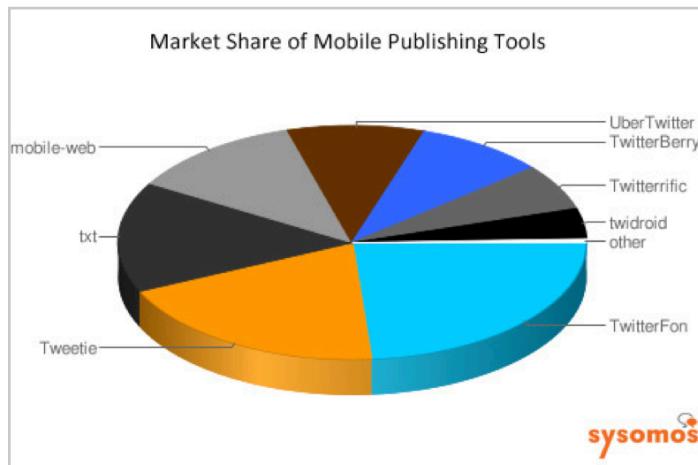
The Facts: More than half of Twitter users (55%) use something other than Twitter.com. TweetDeck is the most popular non-Twitter.com publishing tool with 19.7% market share, while Twitterfon had 4.5% and Twitterfeed 3.8% share.



Tweeting client	Percentage market share
web	45.70
TweetDeck	19.70
TwitterFon	4.50
twitterfeed	3.80
Tweetie	3.70
TwitterFox	3.10
txt	2.90
twhirl	2.80
mobile-web	2.30
UberTwitter	1.80
TwitterBerry	1.70
Twitterrific	1.20
Seesmic/Desktop	1.10
HootSuite	0.90
twidroid	0.80
Power-Twitter	0.80
DestroyTwitter	0.50
TwitPic	0.50
Nambu	0.50
Twittelator	0.40
Tween	0.40
TwitterGadget	0.30
Tweetbots	0.30
Blip_fm	0.30
TinyTwitter	0.20

Source: sysomos.com

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Top Twitter Countries

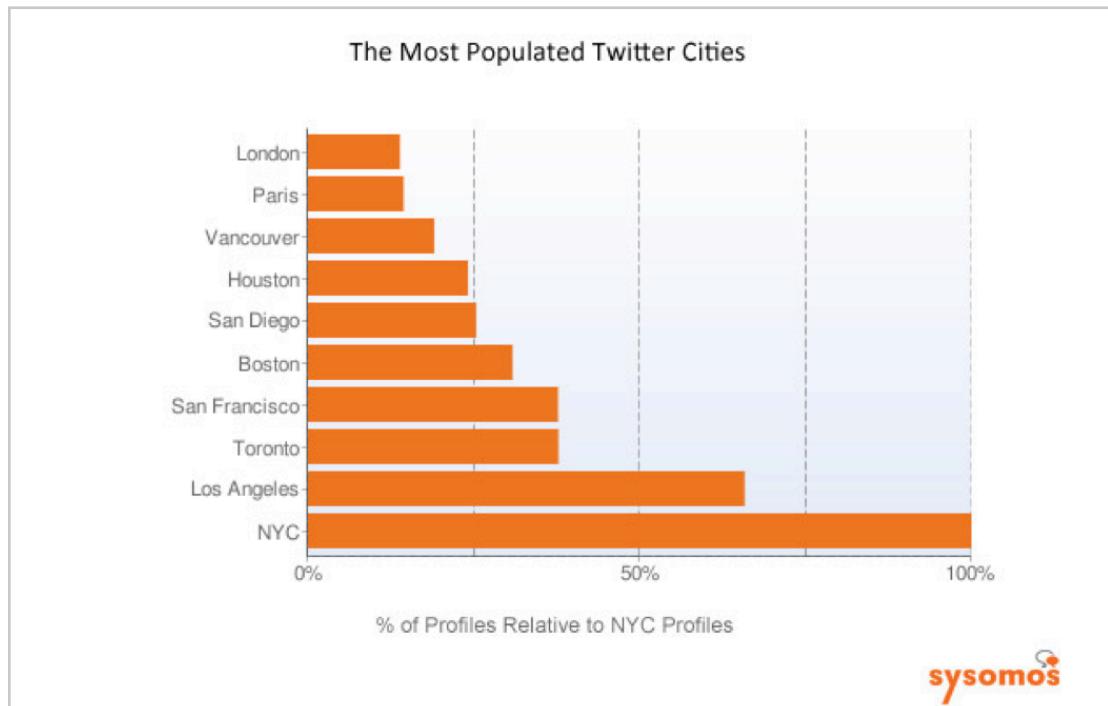
Country	Percentage of Twitter users
USA	62.14
UK	7.87
Canada	5.69
Australia	2.80
Brazil	2.00
Germany	1.51
Netherlands	1.28
France	0.90
India	0.87
South Africa	0.85
Japan	0.71
Philippines	0.64
Norway	0.63
Spain	0.63
Sweden	0.54
New Zealand	0.50
China	0.49

Source: sysomos.com



Fastest Growing Cities

The Facts: The cities with the biggest Twitter populations are New York, Los Angeles, Toronto, San Francisco and Boston.



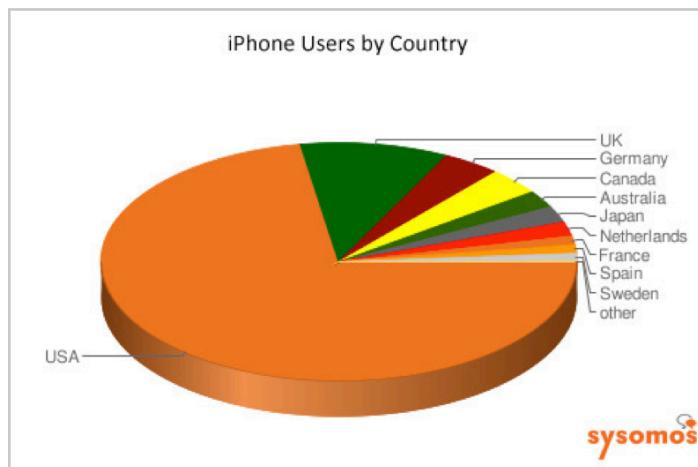
City	Percentage growth since Jan 2009	Percentage user relative to NYC
NYC	259.70	100.00
Los Angeles	267.53	65.79
Toronto	260.96	37.72
San Francisco	178.31	37.67
Boston	230.86	30.81
San Diego	255.82	25.34
Houston	279.94	24.10
Vancouver	231.70	19.02
Paris	190.42	14.40
London	225.00	13.86

Source: sysomos.com

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iPhone Users on Twitter

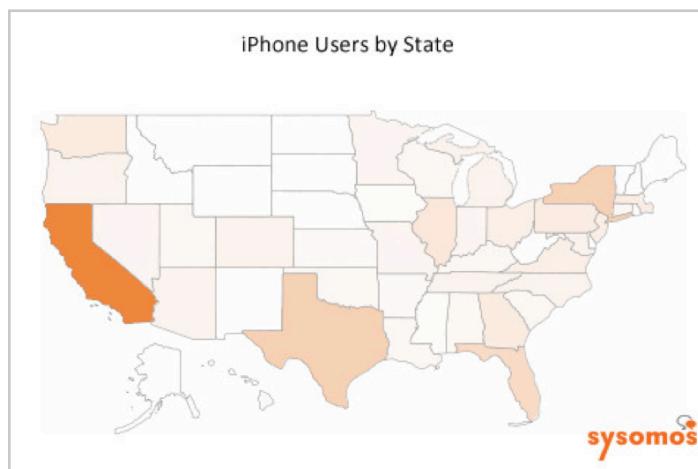
The Facts: Not surprisingly, the majority of iPhone owners using Twitter are located in the U.S. Note: These numbers are based on the number of iPhone users who use their devices to update their Twitter status. It also reflects higher penetration rates of the iPhone in the U.S.



Country	Percentage of iPhone users
USA	66.93
UK	9.32
Germany	3.63
Canada	3.34
Australia	2.18
Japan	2.05
Netherlands	1.74
France	1.14
Spain	1.05
Sweden	0.95
Brazil	0.67
Mexico	0.45
Switzerland	0.40
Italy	0.38
Russia	0.37

Source: sysomos.com

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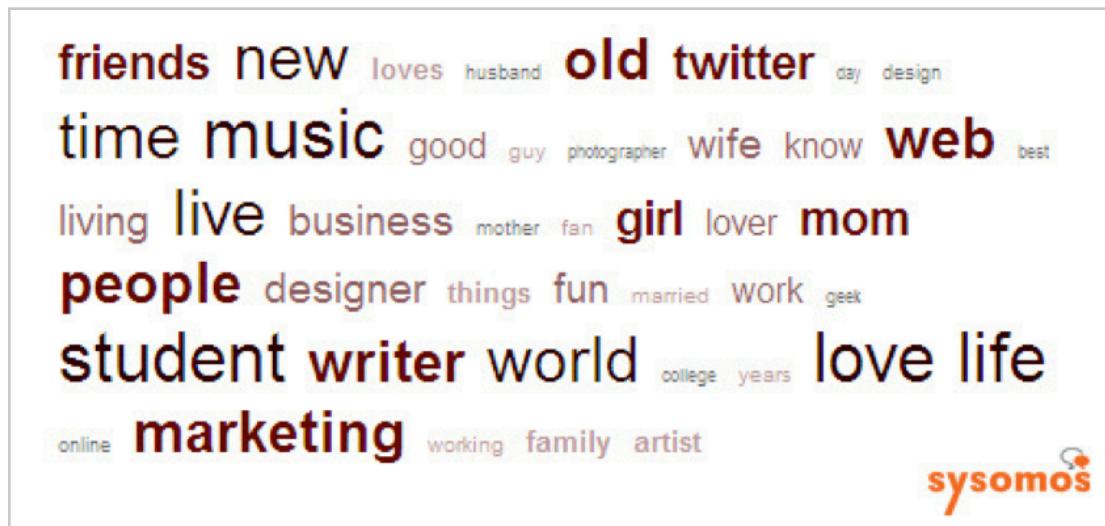
USA state	Percentage of iPhone users
CA	21.71
TX	8.22
NY	8.17
FL	6.12
IL	3.94
GA	3.23
WA	3.07
PA	2.95
MA	2.79
NJ	2.56
VA	2.35
OH	2.33
NC	2.00
MI	1.95
AZ	1.76
MD	1.71
OR	1.69
TN	1.67
CO	1.67
MO	1.51
MN	1.39
IN	1.30
NV	1.28
OK	1.20
LA	1.15
WI	1.08

Source: sysomos.com

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Most Common Keywords in Twitter Profiles

The word cloud below shows a list of common words in bio of Twitter users.

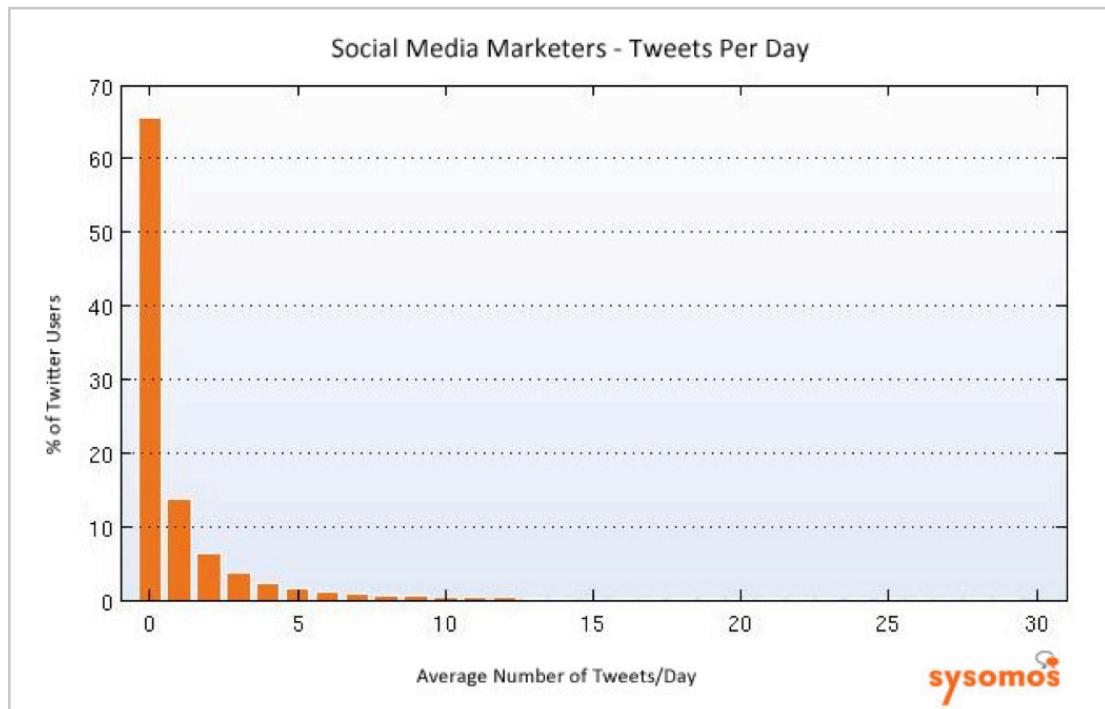


Insights on Social Media Marketers Using Twitter

The Facts: 15% of Twitter users who follow more than 2,000 people identify themselves as social media markets. More than 78% of social media marketers have more than 20 followers. As well, 35% write more than one update/day, compared with 15% for the overall Twitter population.

Average Tweets per Day

The Facts: 65.5% of social media marketers have posted no updates, compared with 85.3% of the general Twitter population. In addition, 6.3% post two updates a day (vs. 2.8 overall), while 4.3% post at least nine updates a day (vs. 0.17% overall). This suggests social media marketers are far more active than overall users.



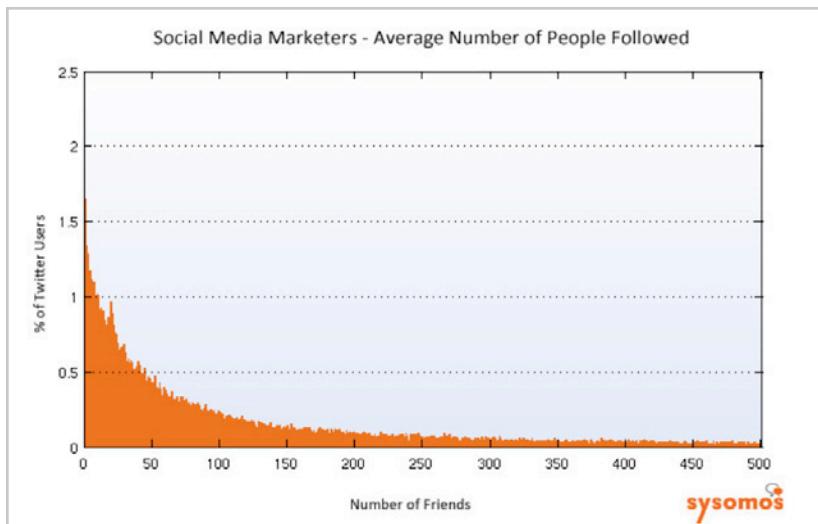
Average number of tweets	Percentage of all twitter users	Cumulative Percentage
0-0	65.50	65.50
1-1	13.68	79.18
2-2	6.37	85.55
3-3	3.60	89.15
4-4	2.25	91.40
5-5	1.58	92.98
6-6	1.14	94.12
7-7	0.90	95.02
8-8	0.67	95.69
9-9	0.40	96.26

Source: sysomos.com

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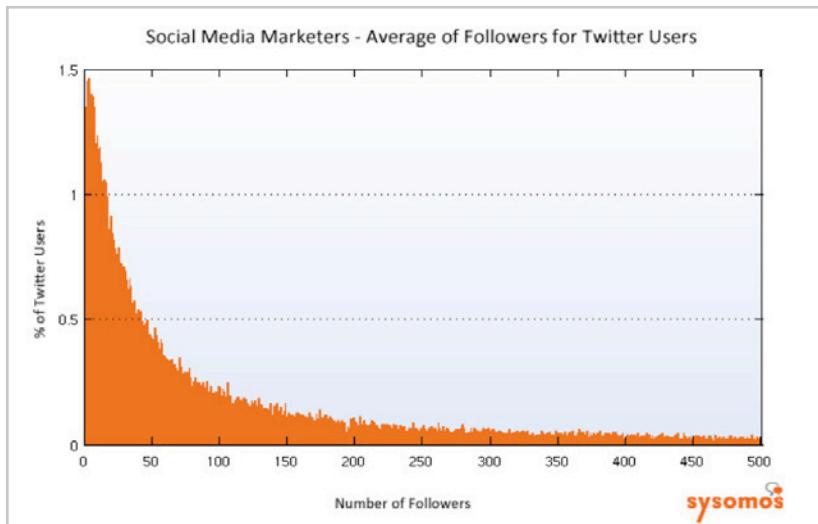
Number of Friends

The Facts: 17.69% of social media practitioners follow more than 500 people; 10.24% follow more than 1000 people; while 7.11% follow more than 1,500 people.



Number of Followers

The Facts: 17.01% of social media practitioners have more than 500 followers, 9.53% have more than 1,000 followers, while 6.12% have more than 1,500 followers.



Most Common Keywords in Profile of Social Media Marketers

The word cloud below shows a list of common words in bio of Social Media Marketers.



Twitter Communities

We analyzed our entire Twitter collection of 11.5 million users to identify communities. While the notion of a community is admittedly open to multiple interpretations, in our case we adopted the following intuitive definition: we seek to identify sets of Twitter users that are tightly “connected” in terms of following each other. Our results are astonishing:

- There are communities on Twitter for nearly any topic! Sample communities include users interested exclusively on children's books, lounge music, new parents, lawyers, state politics, city events, etc.
- The denser the community, the more specific the topics of interest. One, for example, can easily observe a tightly coupled community of mothers interested exclusively on children's books, as well as loosely coupled communities of individuals interested in politics in the U.S.
- Communities tend to be of manageable size (in accordance with known theories in sociology)

We will be updating our blog (blog.sysomos.com) with Twitter communities.

Methodology

Sysomos analyzed more than 11.5 million Twitter accounts, including the indexing of user profiles and status updates. Location and age information is based on information disclosed in their profile pages. Genders are based on the analysis of user's real names as disclosed against extensive lists of male and female names.

About Sysomos

Sysomos brings business intelligence to social media, providing instant and unlimited access to all social media conversations to quickly see what's happening, why it's happening, and who's driving the conversations.

Through the use of contextual text analytics and data mining technology, Sysomos collects data from blogs, Twitter, social networks, forums, video sites and major news sources.

Our products give you the ability to quickly discover the tone of the conversations and identify sentiment by gender, age and location.

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