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# Twitter by the Numbers: Stats, Demographics & Fun Facts

🕒 Last updated: Feb 10, 2020



## Company Info

**URL:** <https://twitter.com/>

**Founded on:** March, 2006

**CEO:** Jack Dorsey

**Headquarters:** San Francisco, CA

**Employees:** 4800 ([source](#))



## Twitter Statistics

**Total Number of Monthly Active Twitter Users:**

### Categories

- Analytics
- Business
- Content Marketing
- Conversion Optimization
- Email Marketing
- Guide
- Infographics
- Internet Stats
- News
- PPC
- SEO
- Social Media

330 million ([source](#))

Last updated: 9/5/19

## Total Number of Tweets sent per Day:

500 million ([source](#))

Last updated: 9/5/19

## Percentage of Twitter users on Mobile:

80%

Last updated: 6/24/18

## Number of Twitter Daily Active Users:

152 million ([source](#))

Last updated: 9/5/19

## Twitter Demographics

- **34% of Twitter users** are females and 66% are males.
- **22% of US adults** use Twitter.
- **24% of All Internet male users** use Twitter, whereas 21% of All Internet Female users use Twitter.
- There are 262 million International Twitter users (users outside the US) which make up 79% of all Twitter accounts.
- There are 48.35 million monthly active Twitter users in the US.
- Roughly **42% of Twitter users** are on the platform daily.
- US accounts for just **31 million** monetizable daily active Twitter users.
- The total number of **Twitter users in the UK** is **13.7 million**.
- **38% of Twitter users** are between the ages of 18 and 29, 26% users are 30-49 years old.
- 56% of Twitter users \$50,000 and more in a year.
- **80%** of Twitter users are **affluent millennials**.
- **93% of Twitter** community members are open to brands getting involved, if done so in the right way.
- The **top three countries** by user count outside the U.S. are Japan (35.65 million users), Russia (13.9 million), and U.K. (13.7 million).
- **80% of Twitter users** accessing the platform on a mobile device, and 93% of video views are on mobile.

## Twitter Financials

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- Twitter's total revenue in Q4 2019 reached **1,01 billion U.S. dollars**
- Advertising revenue totaled **\$885 million**, an increase of 12% year-over-year.
- US is Twitter's largest market in terms of revenue: it generated **\$591 million**, an increase of 17 percent year-over-year.
- **Mobile advertising revenue** was 88% of total advertising revenue.
- Total ad engagements were up **29% year-over-year**.
- Twitter is currently valued at **\$24.6 billion**.

## Fun Facts

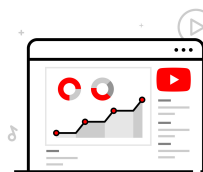
- Twitter can handle **18 quintillion** user accounts.
- **71% of Twitter users** say they use the network to get their news.
- **85% of small and medium business** users use Twitter to **provide customer service**.
- **93% of Twitter** community members are open to brands getting involved, if done so in the right way.
- Tweets with GIFs get **55% more** engagement than those without. However, only **2% of Tweets** contain GIFs.
- Twitter **hosted 1,300 live streamed events**, 80% of which streamed to a global audience.
- Twitter also live-streamed **96 million hours of live user-generated content** in Q3 via Periscope.
- **Twitter's timeline** generates +31% higher emotional connection and +28% higher levels of memorability versus the social media average.
- As of December 31, 2019, there were **more than 1,700 Topics** that people could follow in six languages.
- **92.23 percent of UN** member countries had some Twitter presence. Overall, 95 percent of G20 countries were active on Twitter.
- Twitter's revenue per employee is **\$210,417**.
- Barack Obama is currently the **most followed account on Twitter** with over 112 million followers.
- **93%** of Twitter's **video views** happen on a mobile device.
- Twitter is the preferred social network for **news consumption**.
- **Twitter app** got **11.7 million** downloads for AppStore.
- Daily limit of tweets is **2,400 per day**.
- Most used emoji in tweets is "Face with Tears of Joy" (used **more than 2.7 billion times**)

**Note: Please link back to OmnicoreAgency.com and this page when you reference/quote the statistic.**

### Instagram Statistics 2020



### Youtube Statistics 2020



### Linkedin Statistics 2020



### Pinterest Statistics 2020

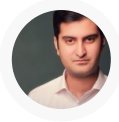


### Periscope Statistics 2020



### Digital Marketing Stats 2020

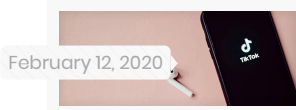




## Salman Aslam

Salman Aslam is the Founder & CEO of Omnicore, a leading Healthcare Digital Advertising & Marketing Agency helping clients across the globe. You can follow him on [Twitter](#) for tweets and rants about latest news, tips and advice on digital marketing.

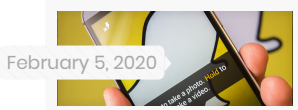
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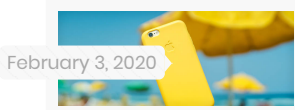
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#### About Omnicore

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We are part of the Omnicore Group.



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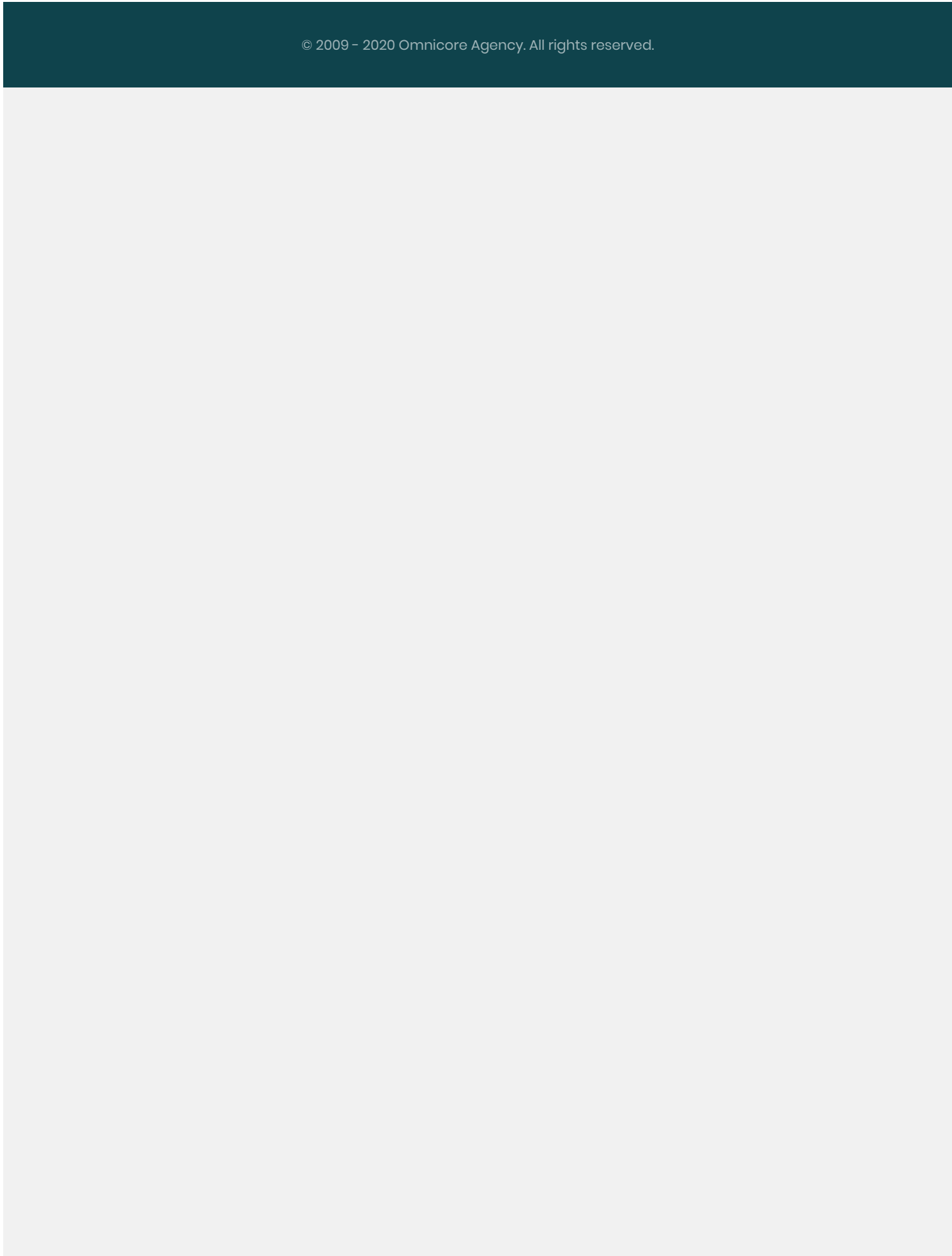
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