

#Twitter Facts and Figures

twitter

facts and figures

All the latest Twitter stats...

We're regularly asked by clients for the latest facts and figures about Twitter so we thought it might be useful to create a simple infographic that had some handy user information.

Compiled from a range of online sources we've handily taken the pain away from researching Twitter for yourself and put it altogether.

Enjoy and feel free to pass it on.

#Twitter and Tweets

there are **200,000,000** registered Twitter users

not bad in just 5 years...

almost **88%** of people have awareness of Twitter

there are **450,000** new Twitter accounts created every day

that's 52 every second, every day...

there are **one BILLION** new Tweets posted every week

that's over 1,650 Tweets every second

there are up to **180,000,000** new tweets posted every day

every minute there are **138,888** new Tweets

as many as **52%** of users update their status every day

daily updates make the difference...

addictive personalities...

24% of all users check Twitter several times a day

just **5%** of Twitter users create 75% of the content

that's a few very busy Tweeters...

want a retweet? **5PM** is the best time to get retweeted

search and ye shall find...

#Twitter Usage

there are **18,000** search queries every second which is around 1.6bn searches each day

approx **40%** of all Tweets come from a mobile device

Twitter on the go...

50% of users access Twitter on more than one platform eg. mobile and iPad or Blackberry and home PC

mobile's where it's at...

that's a **182%** increase in mobile device usage in 12 months

1.5m Twitter users follow more than 500 people

81% of users follow less than 100 people

61% of all Tweets are in English

Comprende?

as much as **75%** of traffic comes from outside Twitter

that's quite a few referrals heading Twitter's way...

there are now more than **1,000,000** registered apps that work with Twitter and a new app is registered every 1.5 seconds

70% of Twitter accounts are outside the US

big in america but even bigger elsewhere...

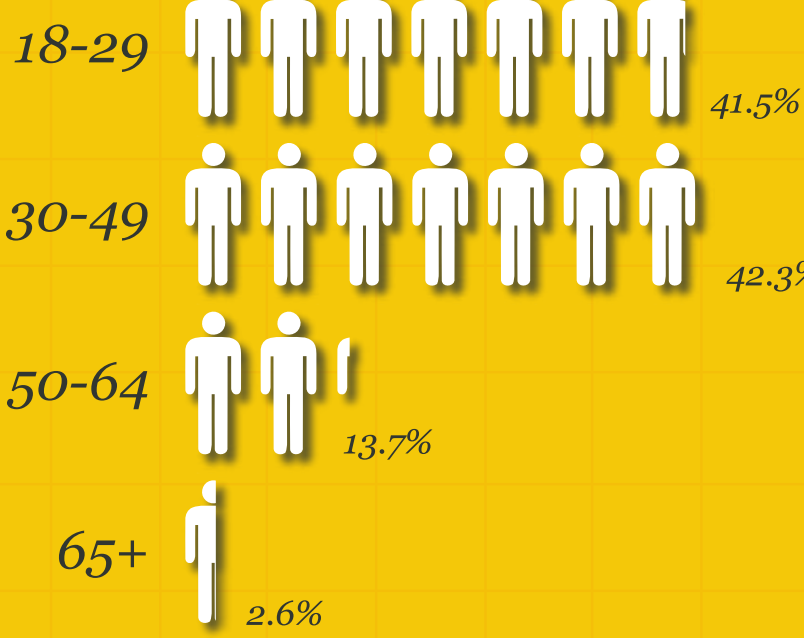
#Twitter User Demographics

46% of users are male

54% of users are female

age profile of users

the majority of Twitter users are aged 30-49...



more time to Tweet... **53%** of Twitter users don't have children

47% of Twitter users have children

when do parents find the time...

11% of the UK online population are on Twitter

early adopters and higher earners...

30% of Twitter users have a household income of over \$100,000

#Twitter and Brands

43% of people follow a brand on Twitter for special offers/deals

24% of current customers follow that brand on Twitter

75% of users are more likely to purchase from a brand they follow

use Twitter to drive purchases of products and services...

67% of users are likely to recommend a brand they follow to others

users like to spread the love...

66% of all questions asked on Twitter have some commercial intent

up to **85%** of companies are now using social media as part of their recruitment process

it costs around **\$120,000** each day for a promoted Tweet

big money brings big exposure...

around **80%** of those customer service Tweets are negative or critical

keep an eye on what people are saying and take action...

88 of the 100 Fortune Global Companies post daily news and updates

the big boys are busy tweeters

1,000,000 people view Tweets about customer service each week

\$8,000,000,000.00 latest valuations makes Twitter worth about \$8billion

and last but not least...

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