



10 Quick Facts You Should Know About Consumer Behavior on Twitter

*From the 2011 Chadwick Martin Bailey
Consumer Pulse*



About this study

- **Independent Research:**

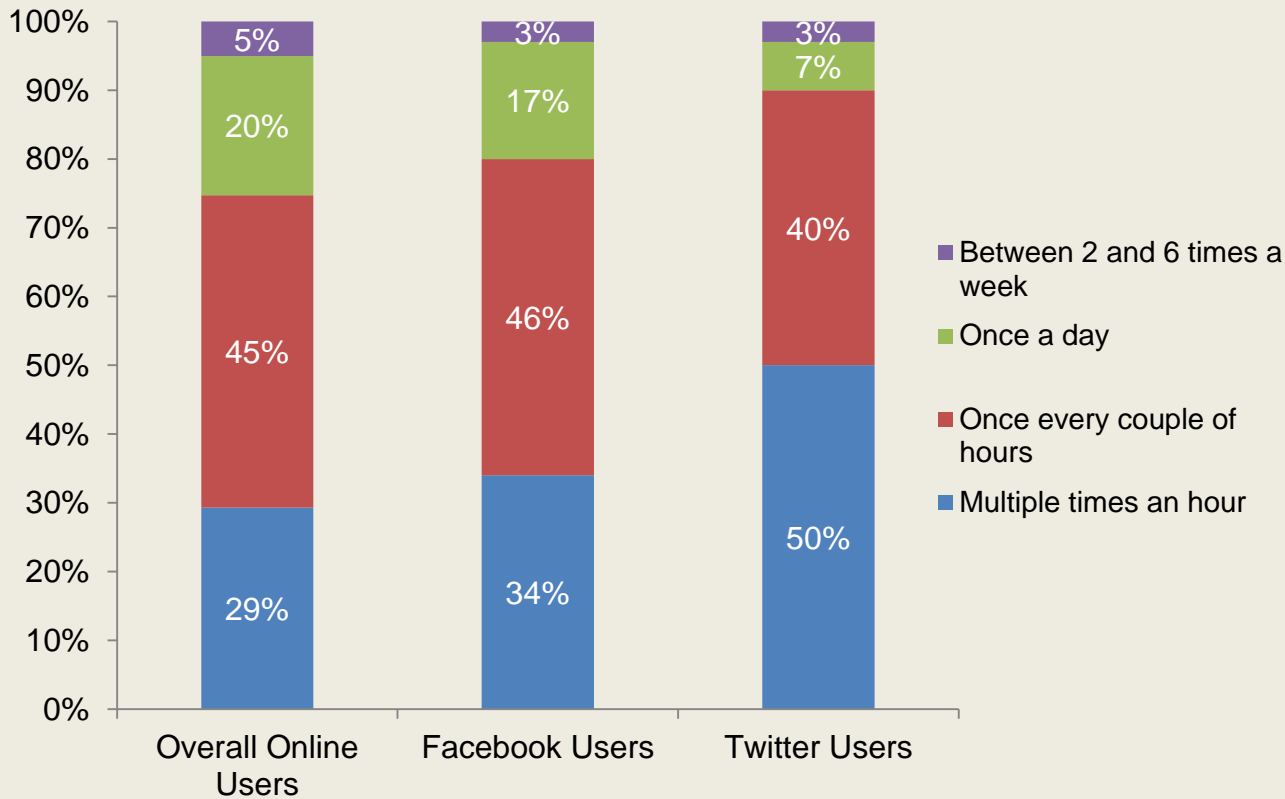
- Conducted through the [CMB Consumer Pulse](#)
- Supported by [Constant Contact](#)

- **Methodology:**

- Data collected from 1,491 consumers, age 18+ in the United States through the Research Now online panel
- Data was collected through a 15-minute online questionnaire fielded in January 2011.

Twitter users are frequent online users overall; 50% go online more than once an hour

Time Spent Online

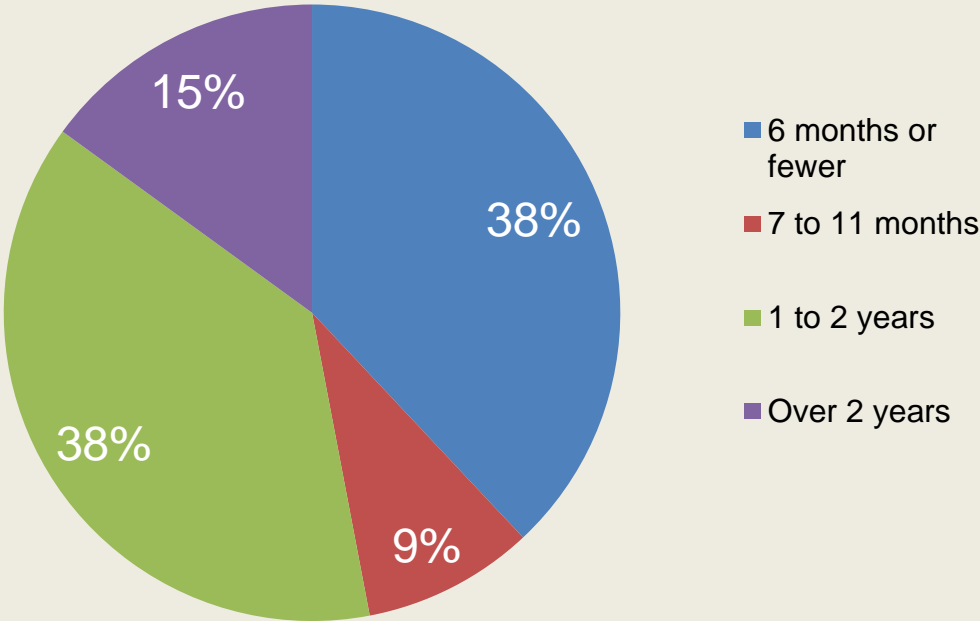


Did You Know?

60% of Twitter users also use Facebook more than 3 hours a week (versus 49% of Facebook users overall).

Twitter may be early in its lifecycle; nearly half of users have been tweeting less than one year

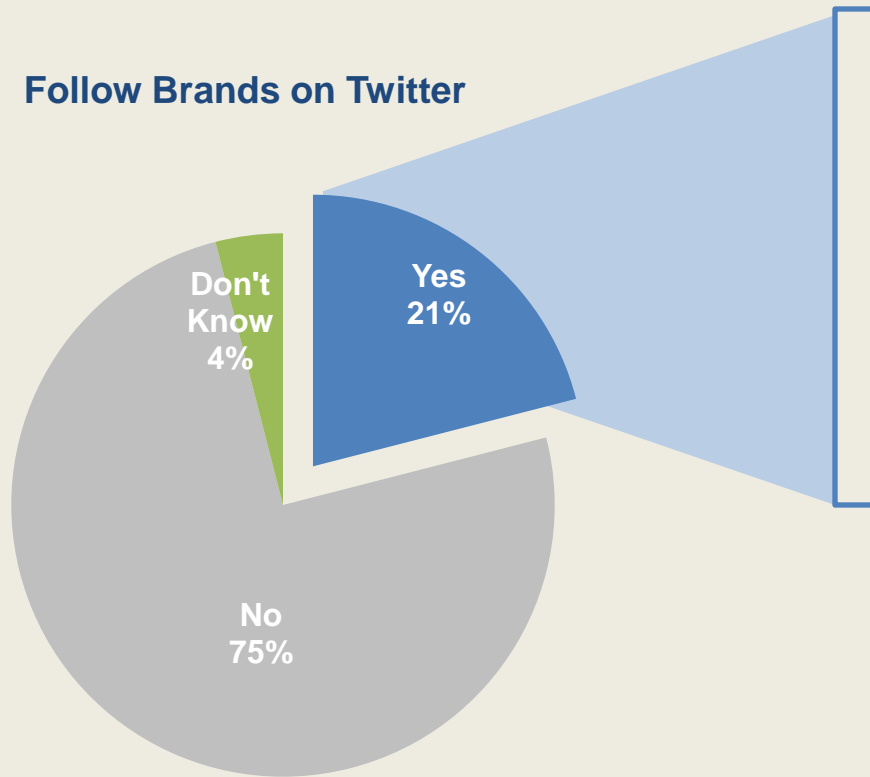
Length of Time as Twitter User



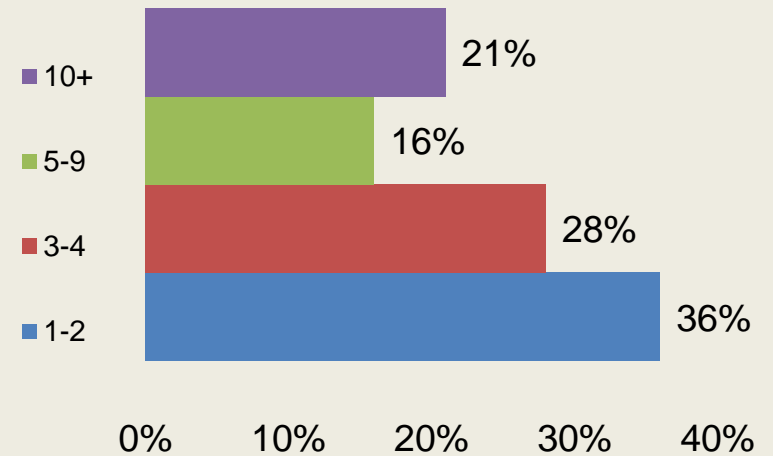
Did You Know?
A quarter of Twitter users over age 50 have been tweeting less than one month.

Most Twitter users are selective about brands they follow; 79% follow fewer than 10 brands

Follow Brands on Twitter



Number of Brands Followed on Twitter



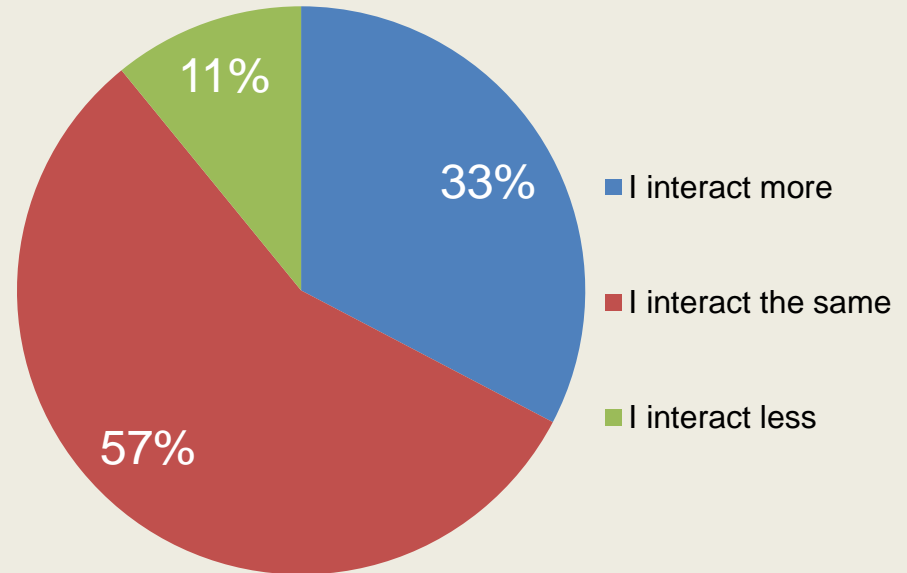
One-third of brand followers are interacting with brands more this year than the previous year



Did you know?

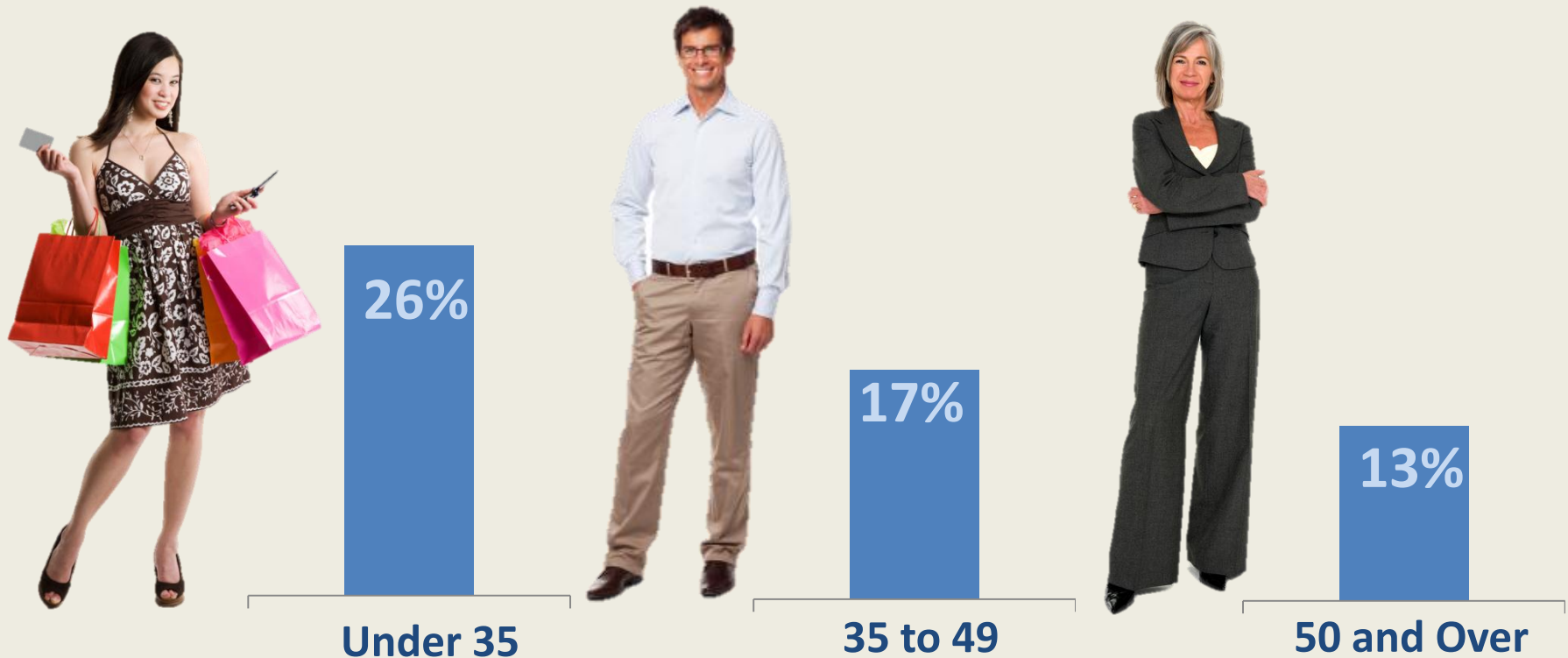
Men increased their rate of brand interaction more from the previous year (38% vs. 27% of women)

Interaction with brands versus previous year



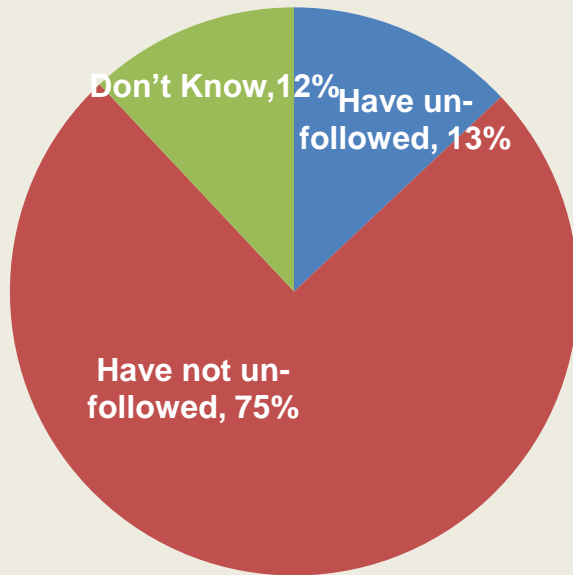
Twitter users under 35 are much more likely to follow brands on Twitter than are older users

Twitter users who follow brands (by age)



75% of followers have never “un-followed” a brand

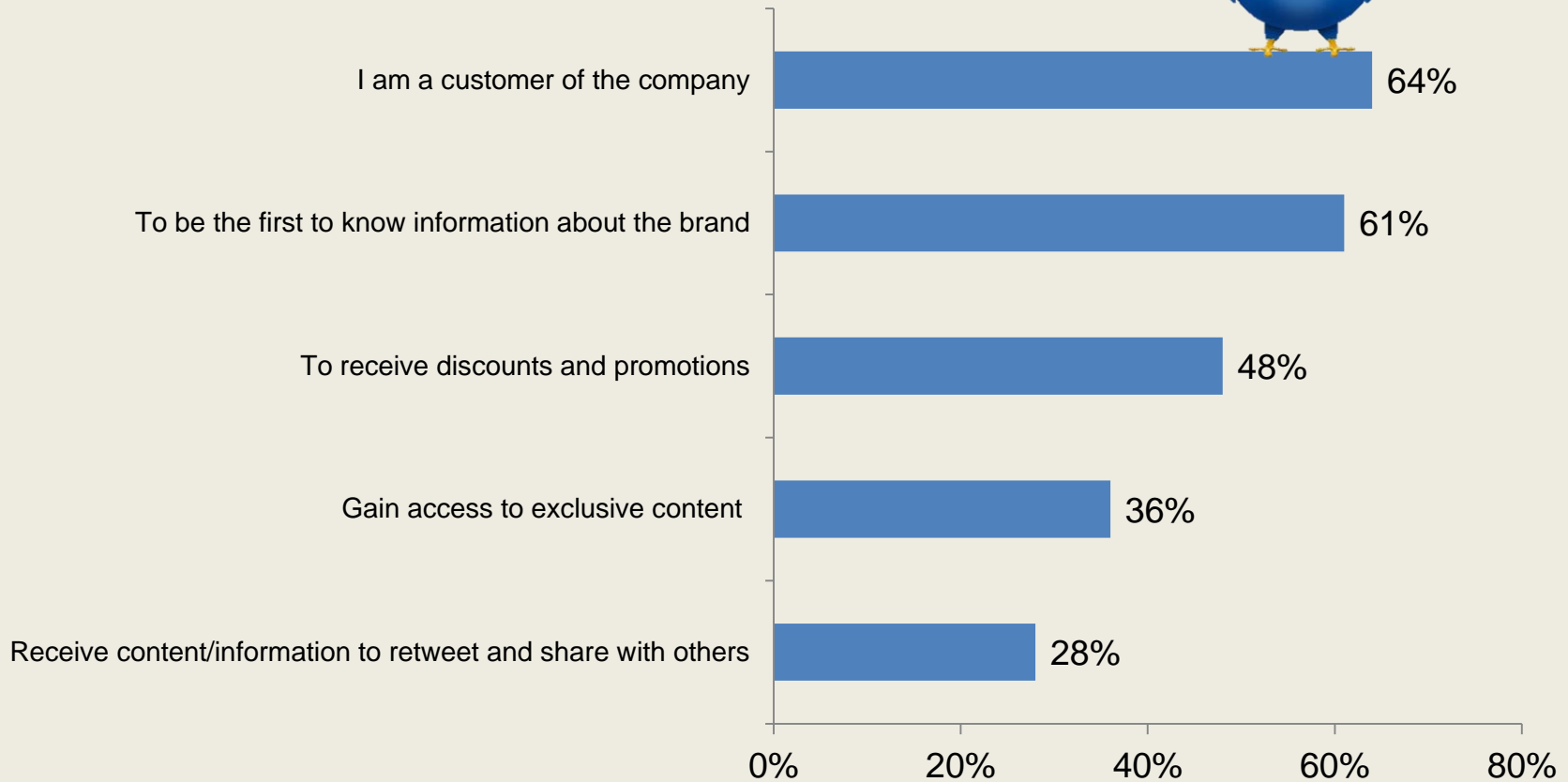
Percentage of Fans who have and have not “un-followed” a Brand on Twitter



Did you know?
Brand followers over 35 are even more likely to stay followers.

People follow brands to receive exclusivity, promotions, and be “in the know”

Top Five Reasons for Following Brands on Twitter



Followers read brand posts more than they tweet about brands

84% Read the tweets posted by the brand

23% Tweet about the brand

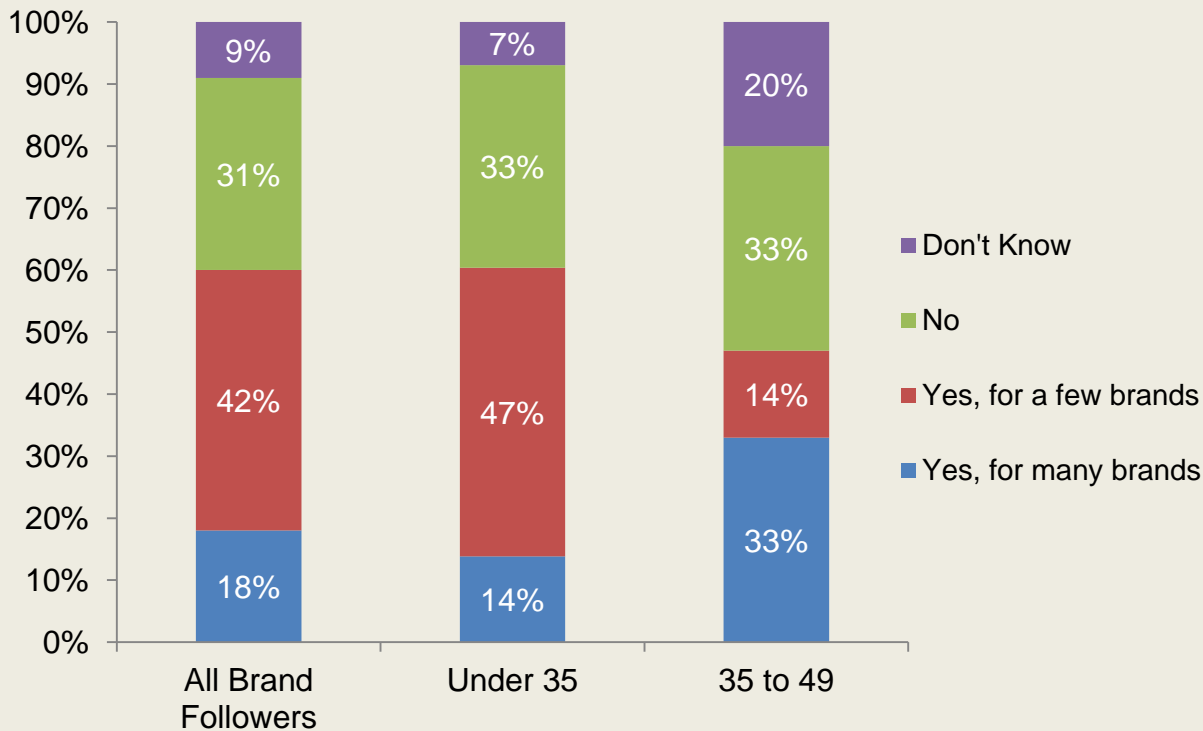


Did You Know?
67% of brand followers expect unique content from the brands they follow.

60% of followers say they're more likely to recommend a brand to a friend after following

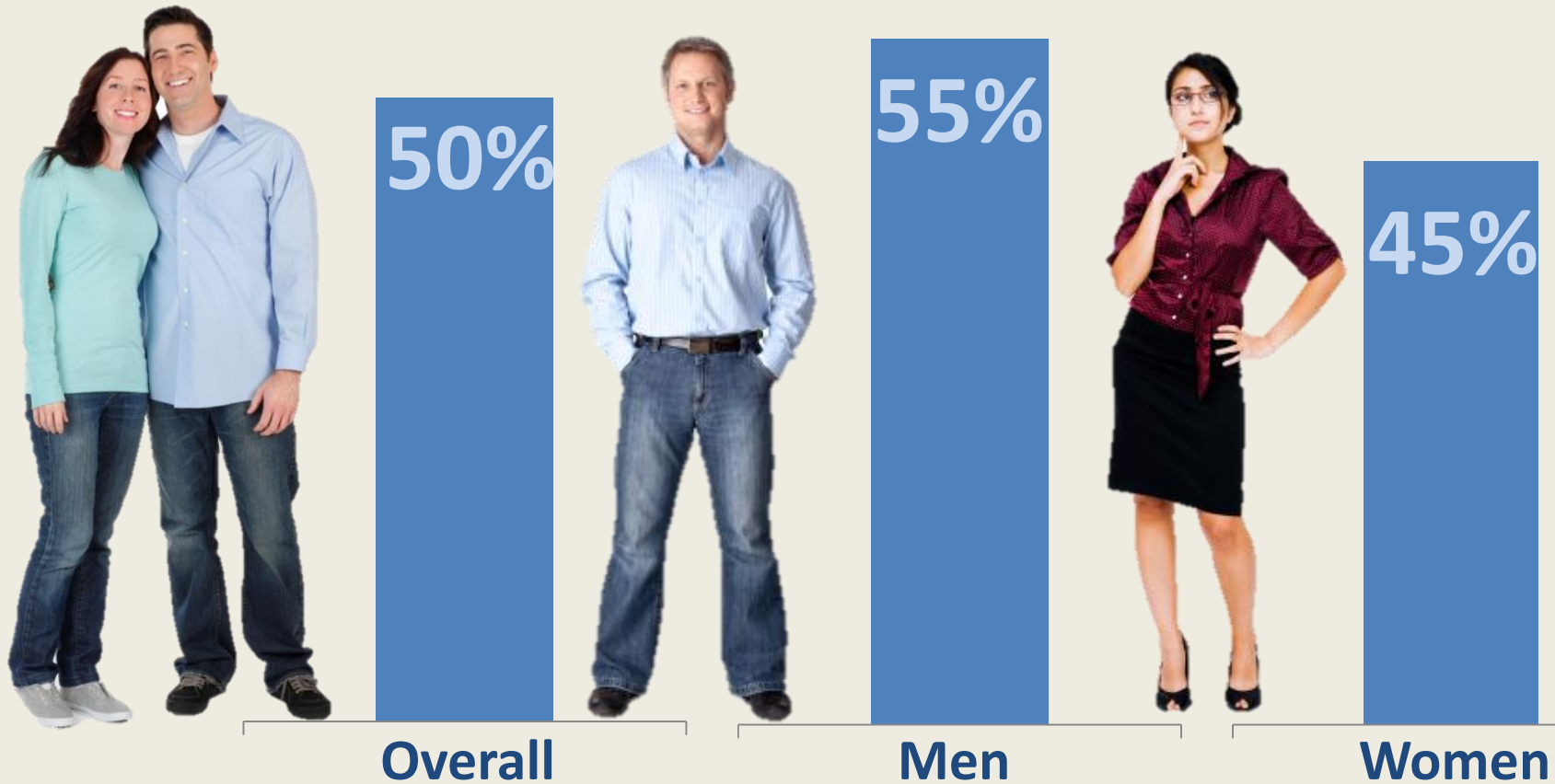


Percentage of followers likely to recommend brand to friends after becoming followers



Half of followers say they're more likely to buy a brand after following

Men are More Likely to Buy Since Becoming a Follower



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- For more information contact:
 - [Kristen Garvey](#) at Chadwick Martin Bailey
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