



Inside Twitter

An In-Depth Look Inside the Twitter World

June 2009

By Sysomos Inc.

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www.sysomos.com

→ Online Version: <http://www.sysomos.com/insidetwitter/>

→ Appendix for Reference: <http://www.sysomos.com/insidetwitter/>

Summary

Over the past few months, Twitter has experienced explosive growth, attracting celebrity users such as Oprah, 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:

72.5% of all users joining during the first five months of 2009.

- 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; while Detroit was the fast-growing city over the first five months of 2009
- 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 people who identify themselves as PR professionals, 65.5% have never posted an update
- 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.

“We wanted to take an extensive snapshot of Twitter that goes far beyond anything done to document Twitter's growth and demographics,” said Nick Koudas, Sysomos' co-founder and chief executive. “While Twitter's growth has been well documented, we wanted to put the spotlight on how people use Twitter, as well as 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.”

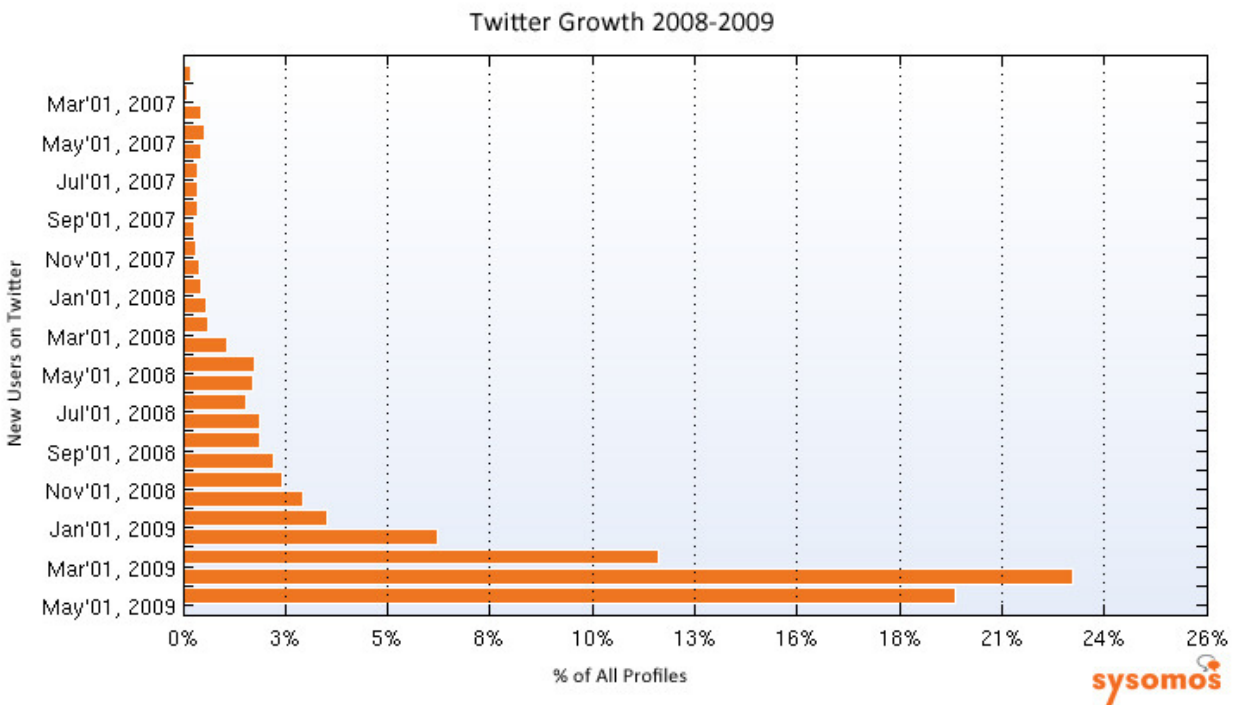
Twitter's Hockey Stick-Like Growth in '09

The Facts: Since the beginning of the year, 72.5% of Twitter users have signed up for the service. This includes 22.7% of total users in March and 19.7% in April.

So what accounted for the tremendous growth in March and April? In March, Twitter started to attract significant media attention after Compete.com reported that the number of Twitter users had skyrocketed in February.

In April, Twitter's profile was enhanced when Ashton Kutcher (aka @aplusk) waged a public race against CNN to be the first to have one million followers. Then, on April 17, talk show celebrity Oprah Winfrey (aka @oprah) started using Twitter, making her first Tweet on her show with help from Twitter co-founder Ev Williams.

Although April did show impressive growth, it was also the first time in nine months that Twitter had a decline in month-over-month growth.



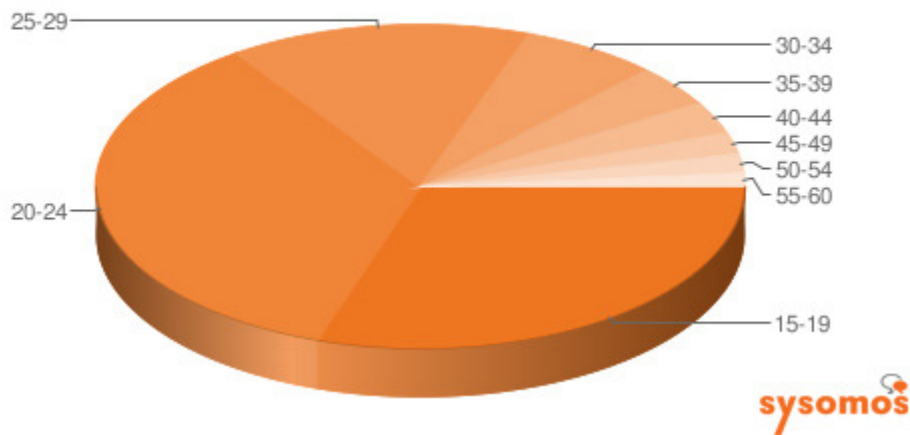
Month	Percentage	Cumulative percentage
Before Feb,2007	0.2143	0.2143
Feb,2007	0.1059	0.3202
Mar,2007	0.4509	0.7710
Apr,2007	0.5382	1.3092
May,2007	0.4692	1.7784
Jun,2007	0.3810	2.1594
Jul,2007	0.3828	2.5422
Aug,2007	0.3574	2.8996
Sep,2007	0.2917	3.1913
Oct,2007	0.3392	3.5304
Nov,2007	0.4339	3.9644
Dec,2007	0.4523	4.4166
Jan,2008	0.5861	5.0027
Feb,2008	0.6466	5.6493
Mar,2008	1.1320	6.7813
Apr,2008	1.8234	8.6047
May,2008	1.7947	10.3995
Jun,2008	1.5940	11.9934
Jul,2008	1.9476	13.9410
Aug,2008	1.9457	15.8868
Sep,2008	2.3071	18.1938
Oct,2008	2.5521	20.7460
Nov,2008	3.0876	23.8335
Dec,2008	3.6748	27.5083
Jan,2009	6.4859	33.9942
Feb,2009	12.1601	46.1544
Mar,2009	22.7378	68.8922
Apr,2009	19.7305	88.6227
May,2009 (Partial)	11.3373	99.9600

Source: sysomos.com

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.

Twitter Users by Age Group

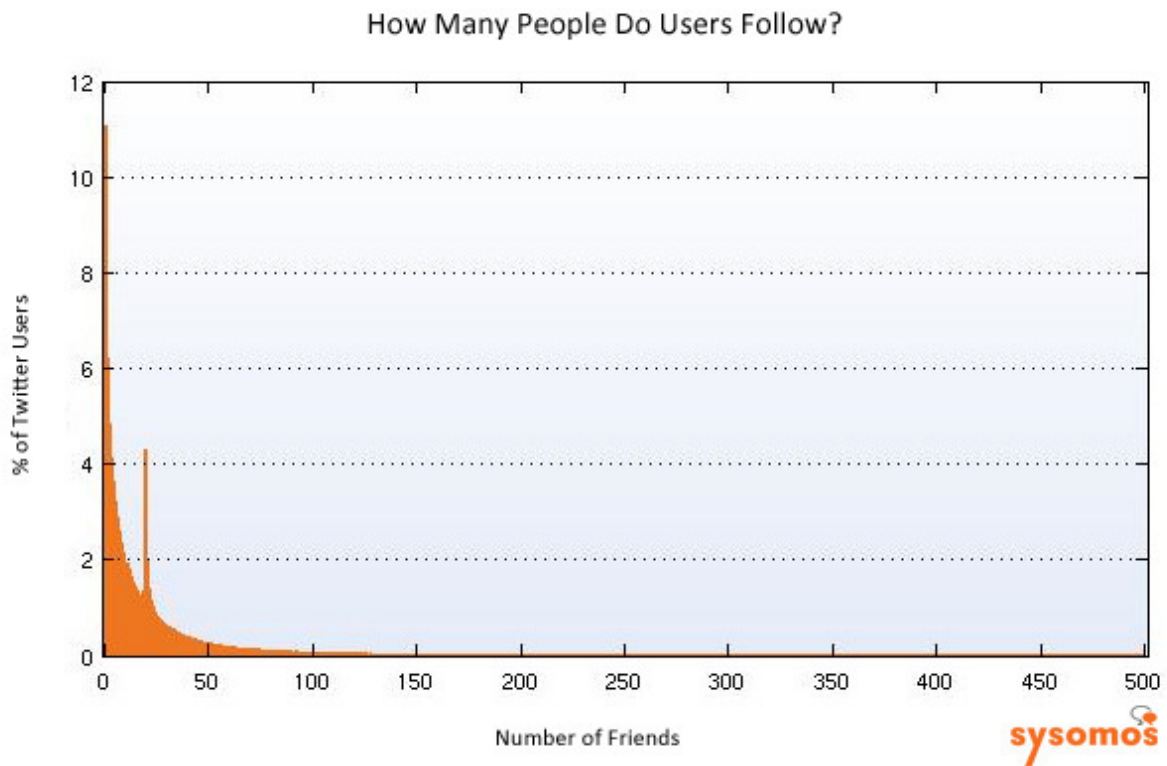


Age group	Percentage of twitter users
15-19	31
20-24	35
25-29	15
30-34	7
35-39	4
40-44	3
45-49	2
50-54	2
55-60	1

Source: sysomos.com

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.

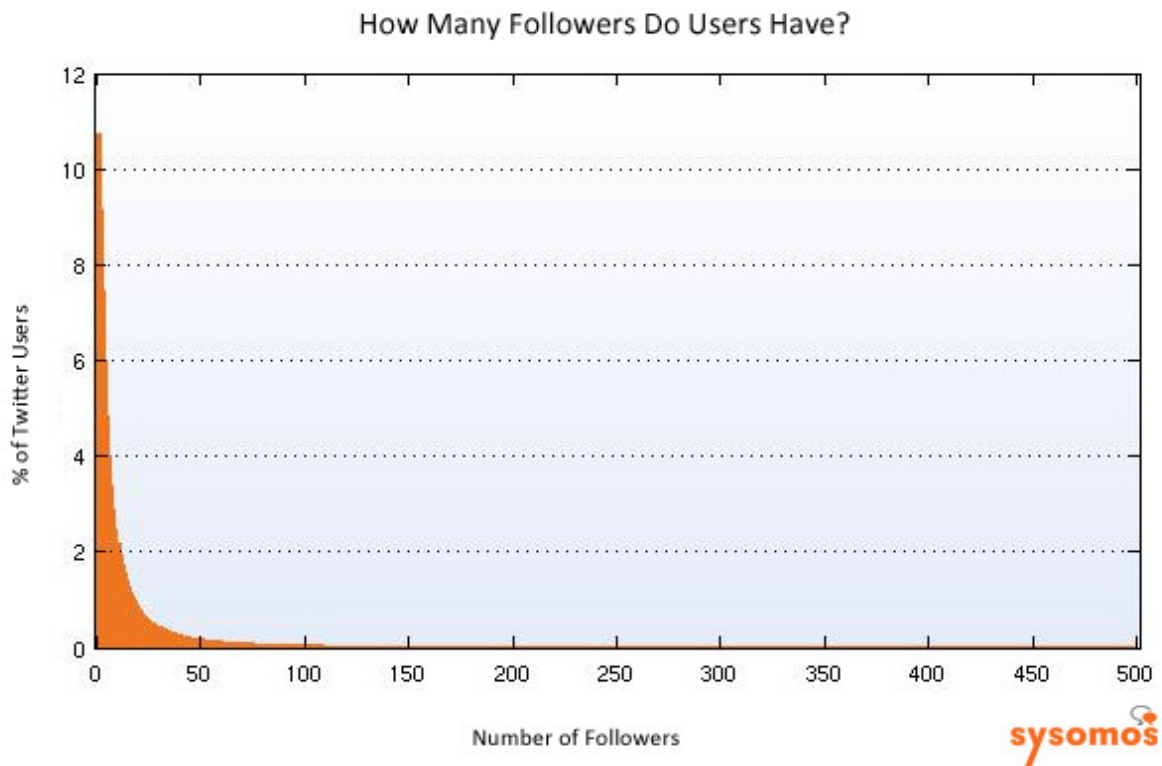


Number of friends	Percentage of all twitter users	Cumulative Percentage
0	7.01	7.01
1	11.08	18.09
2	6.20	24.29
3	4.85	29.14
4	4.13	33.27
5	3.64	36.91
6	3.22	40.12
7	2.87	43.00
8	2.58	45.58
9	2.34	47.92
10	2.14	50.06
11	1.95	52.01
12	1.80	53.81
13	1.66	55.47
14	1.53	57.00
15	1.43	58.43
16	1.35	59.77
17	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

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

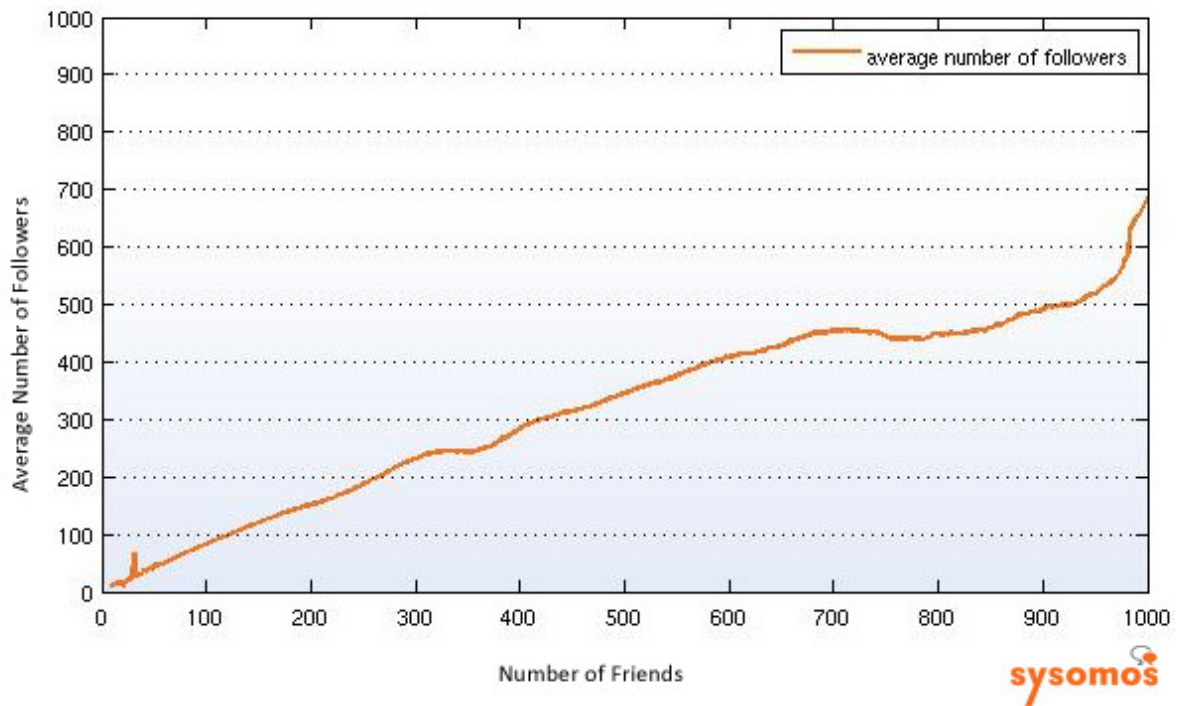
Source: sysomos.com



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 follow 950 people, for example, are only followed by 531.

Friends vs. Followers

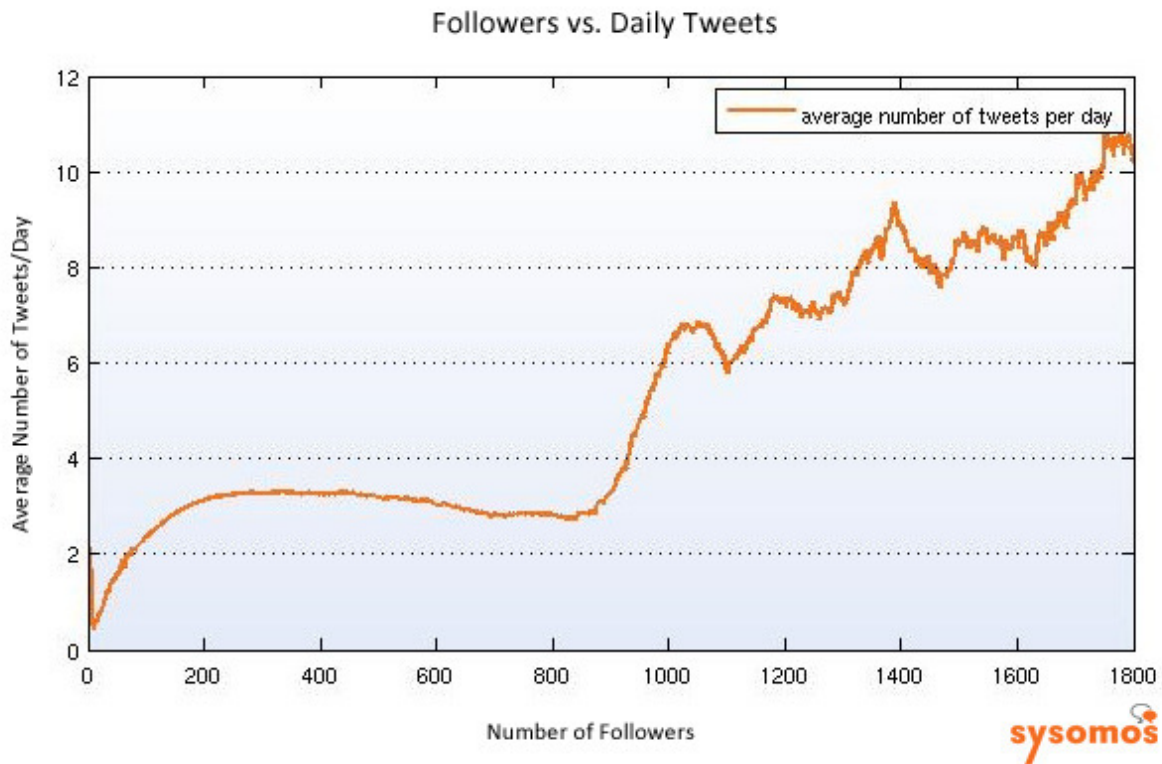


Number of friends	Average number of followers
50	48.86
100	90.17
150	126.25
200	155.18
250	194.67
300	236.99
350	244.59
400	291.58
450	317.65
500	351.02
550	382.50
600	411.34
650	434.22
700	454.69
750	439.81
800	448.84
850	463.60
900	495.56
950	531.34

Source: sysomos.com

The More Followers, the More You Tweet

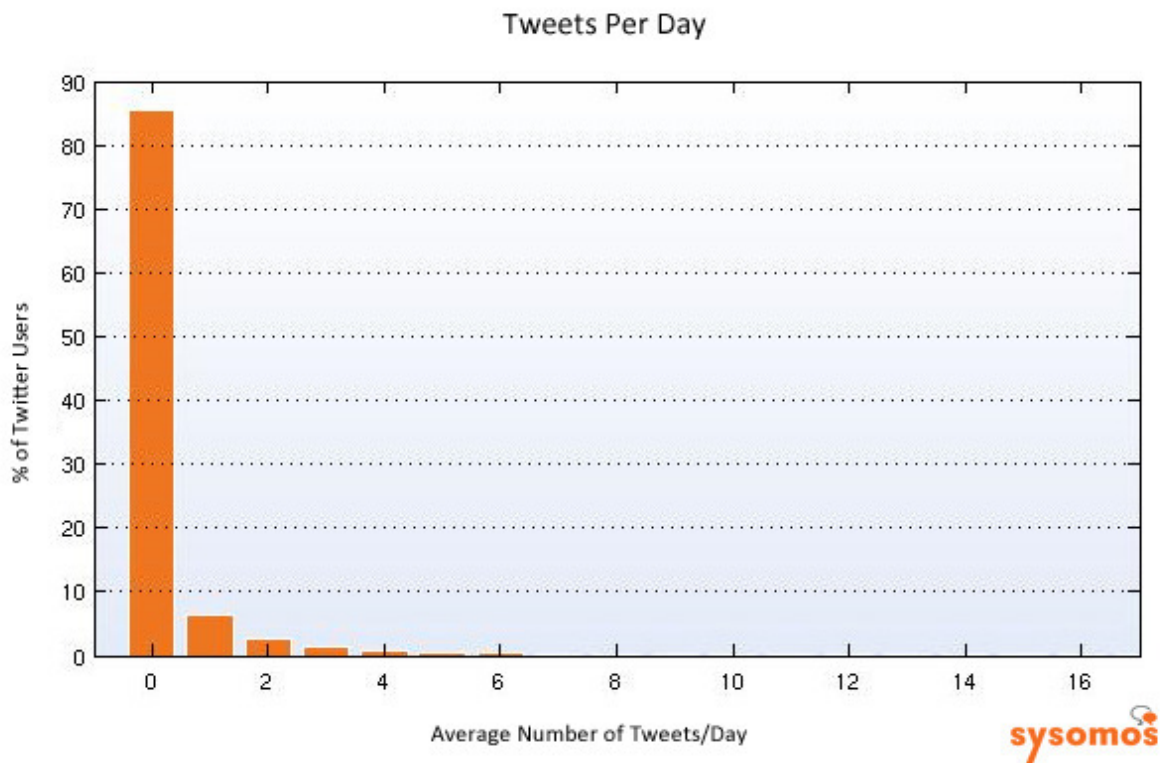
Fast Fact: As Twitter users attract more followers, they tend to Tweet more often. This is particularly evident once someone has 1,000 followers the average number of Tweets/day climb from three to six. When someone has more than 1,750 followers, the number of Tweets/day rises to 10.



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

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.

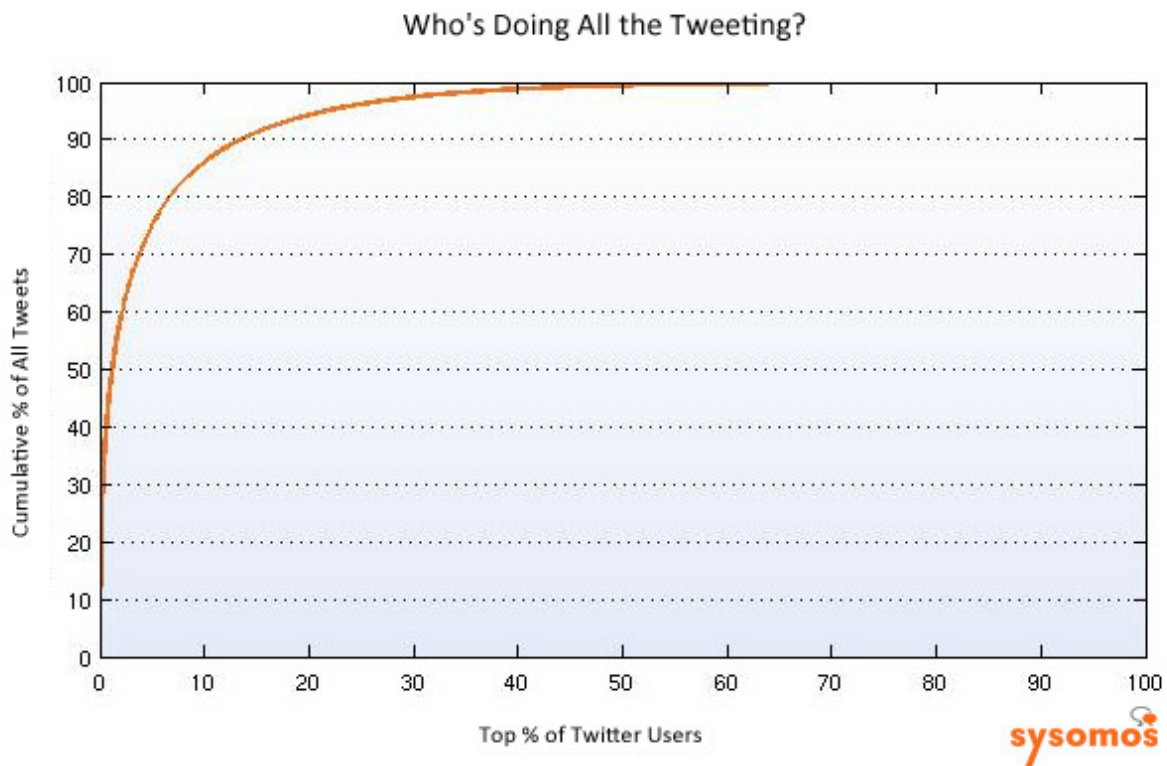


Average number of tweets	Percentage of all twitter users	Cumulative Percentage
0	85.37	85.37
1	6.48	91.86
2	2.80	94.66
3	1.53	96.19
4	0.93	97.12
5	0.62	97.73
6	0.42	98.16
7	0.31	98.47
8	0.23	98.70
9	0.18	98.88
0-9	98.88	98.88

Source: sysomos.com

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%



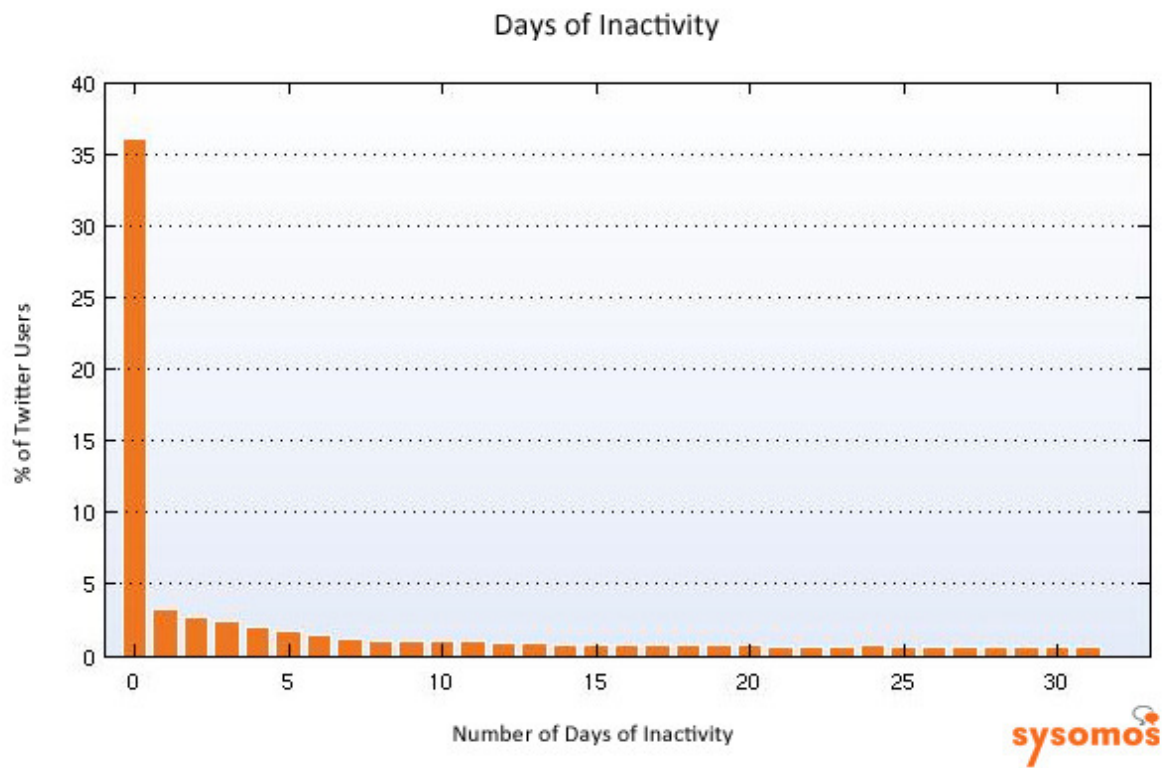
Top N percent of tweet user	Percentage of all tweets
5%	75.00
10%	86.07
15%	91.32
20%	94.32
25%	96.18
30%	97.41
35%	98.23
40%	98.79
45%	99.18
50%	99.44
55%	99.62
60%	99.75
65%	99.85
70%	99.90
75%	99.95
80%	100.00

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.



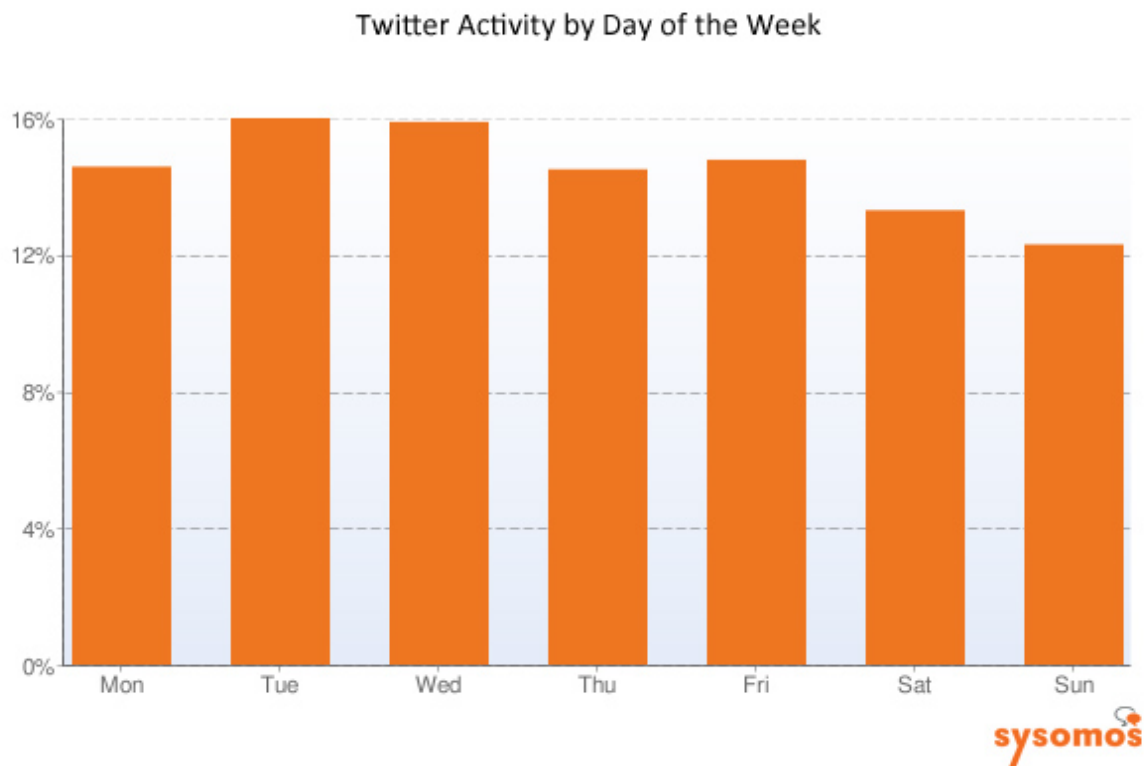
Days of inactivity	Percentage of all twitter users	Cumulative Percentage
0-6	49.63	49.63
7-13	7.30	56.93
14-20	5.41	62.34
21-27	4.72	67.06
28-34	3.98	71.04
35-41	3.14	74.18
42-48	2.68	76.87
49-55	2.51	79.37
56-62	2.29	81.67
63-69	1.91	83.58
70-76	1.57	85.15
77-83	1.28	86.43
84-90	1.12	87.55
91-97	0.92	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



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

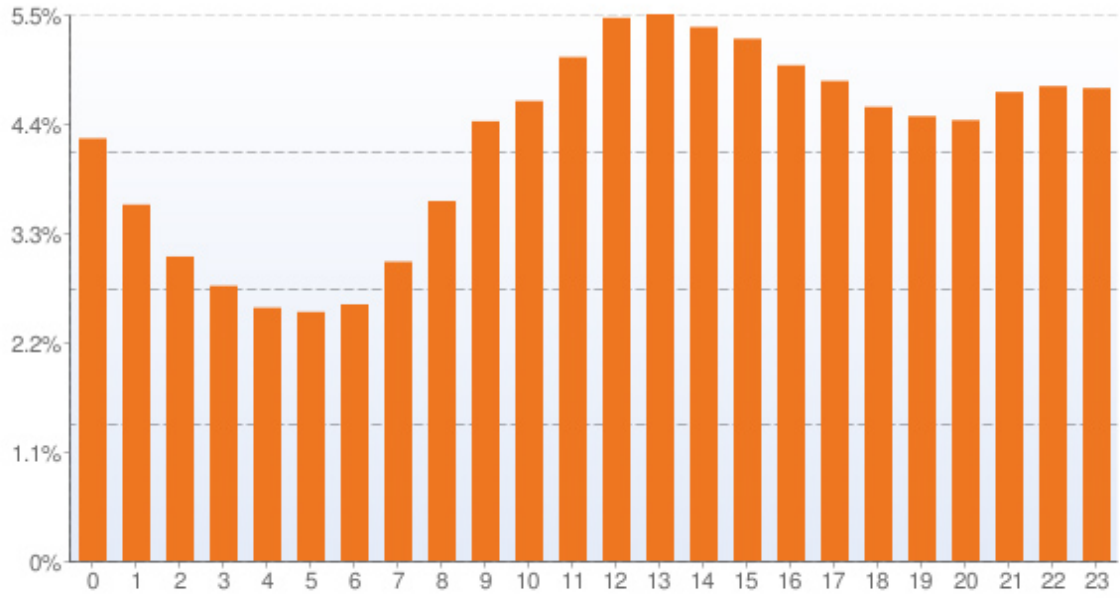
Source: sysomos.com

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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)

Tweet Activity by Hour of the Day



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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

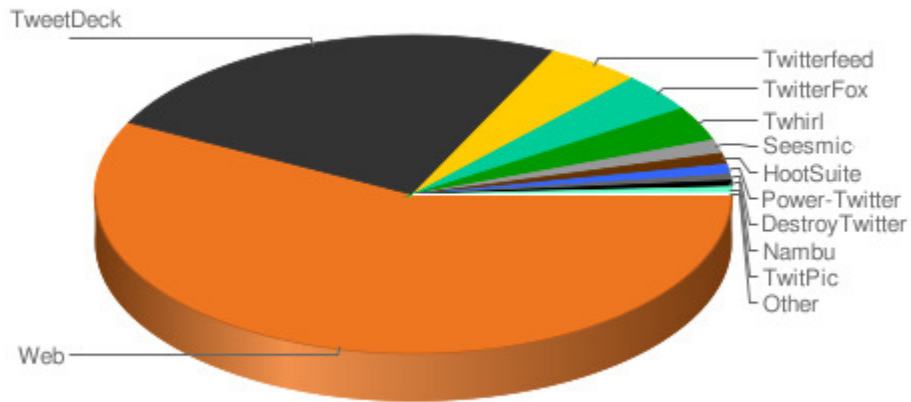
Source: sysomos.com

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Publishing Tools

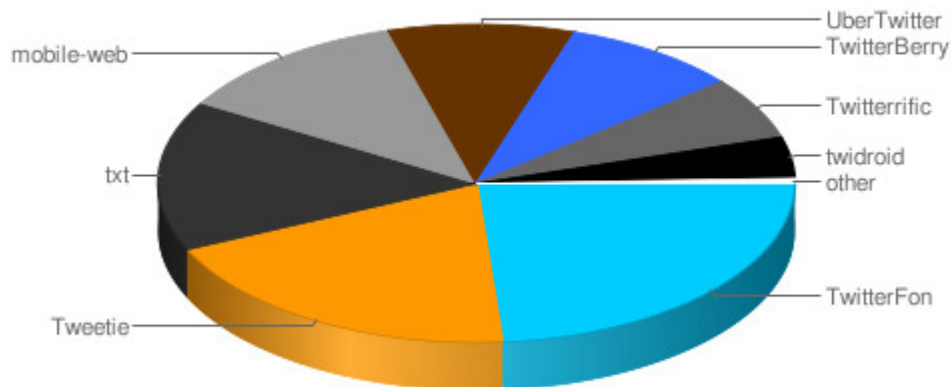
The Facts: More than half of Twitter users (55%) use something other than Twitter.com. TweetDeck is the most popular non-Twitter.com publishing tool with 19.7% market share, while Twitterfon had 4.5% and Twitterfeed 3.8% share.

Market Share of Publishing Tools



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Market Share of Mobile Publishing Tools

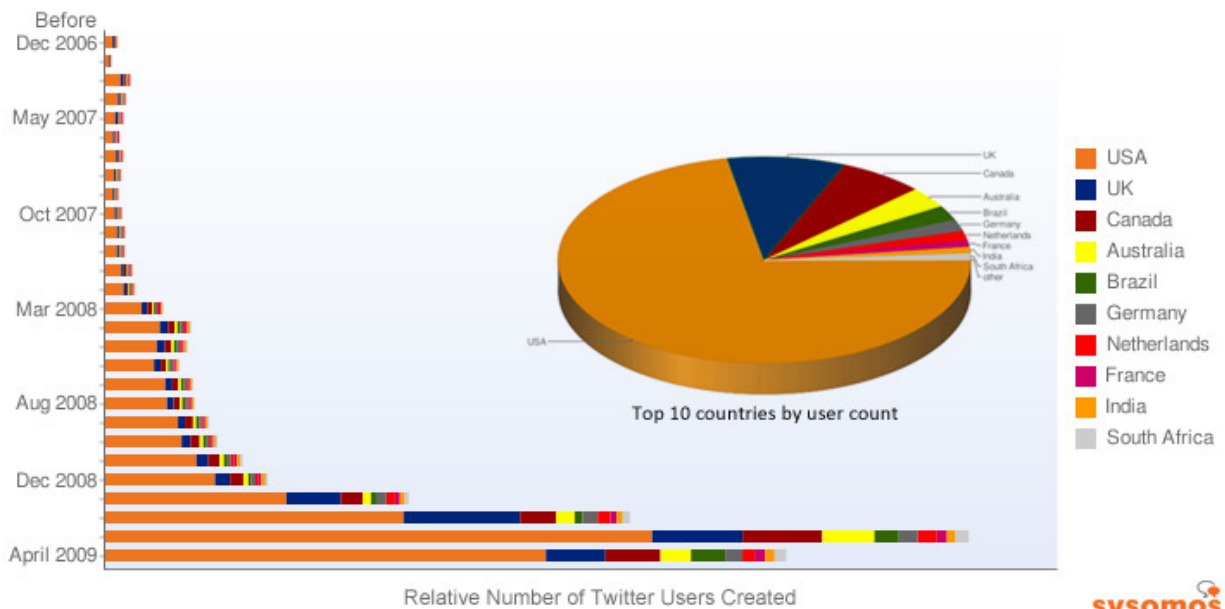


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Tweeting client	Percentage market share
web	45.70
TweetDeck	19.70
TwitterFon	4.50
twitterfeed	3.80
Tweetie	3.70
TwitterFox	3.10
txt	2.90
twirl	2.80
mobile-web	2.30
UberTwitter	1.80
TwitterBerry	1.70
Twitterrific	1.20
Seismic-Desktop	1.10
HootSuite	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	

Top Twitter Countries

New Twitter Users by Country



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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

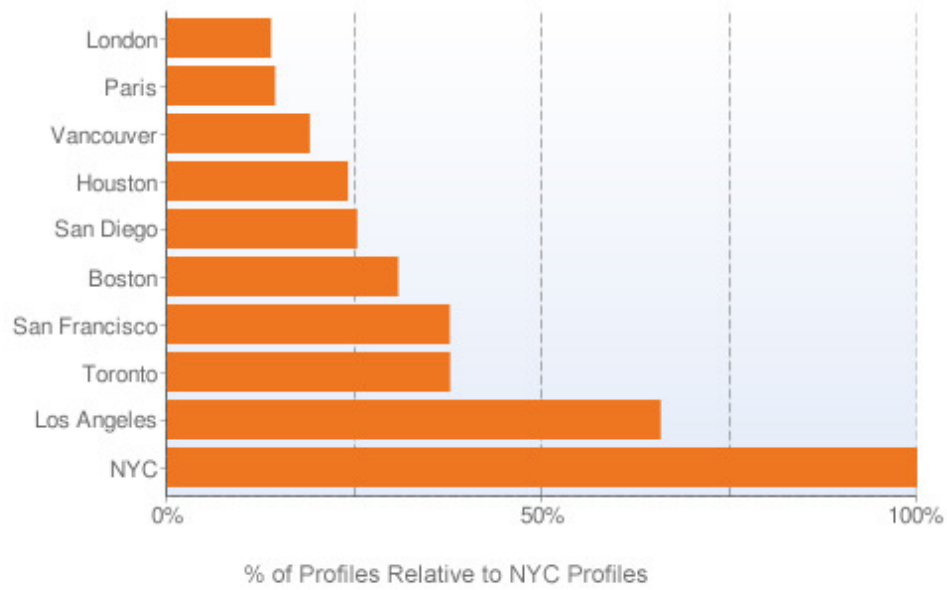
Source: sysomos.com

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Fastest Growing Cities

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

The Most Populated Twitter Cities



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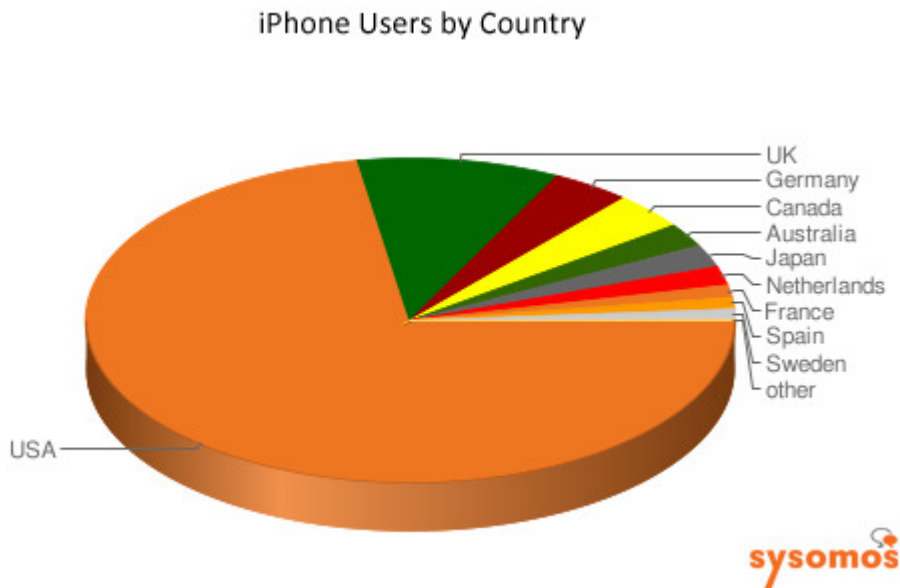
City	Percentage growth since Jan 2009	Percentage user relative to NYC
NYC	259.70	100.00
Los Angeles	267.53	65.79
Toronto	260.96	37.72
San Francisco	178.31	37.67
Boston	230.86	30.81
San Diego	255.82	25.34
Houston	279.94	24.10
Vancouver	231.70	19.02
Paris	190.42	14.40
London	225.00	13.86

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.



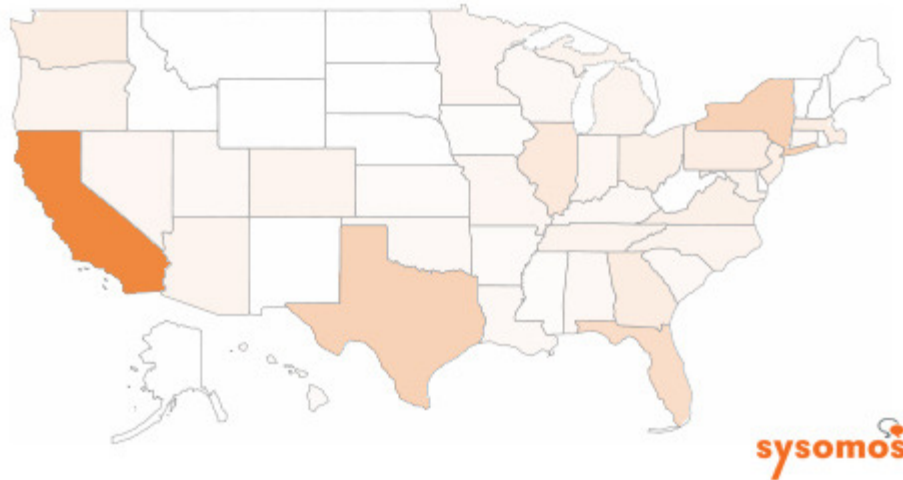
Country	Percentage of iPhone users
USA	66.93
UK	9.32
Germany	3.63
Canada	3.34
Australia	2.18
Japan	2.05
Netherlands	1.74
France	1.14
Spain	1.05
Sweden	0.95
Brazil	0.67
Mexico	0.45
Switzerland	0.40
Italy	0.38
Russia	0.37

Source: sysomos.com

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Within the U.S., iPhone Twitter users are located in:

iPhone Users by State

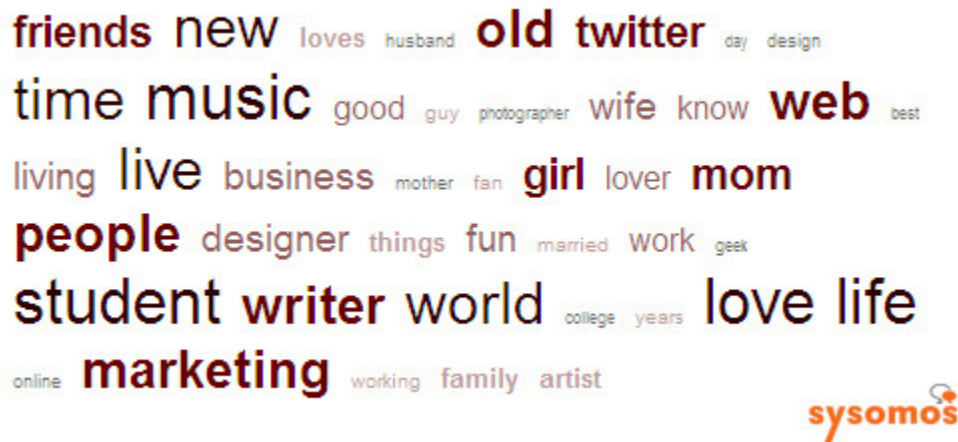


USA state	Percentage of iPhone users
CA	21.71
TX	8.22
NY	8.17
FL	6.12
IL	3.94
GA	3.23
WA	3.07
PA	2.95
MA	2.79
NJ	2.56
VA	2.35
OH	2.33
NC	2.00
MI	1.95
AZ	1.76
MD	1.71
OR	1.69
TN	1.67
CO	1.67
MO	1.51
MN	1.39
IN	1.30
NV	1.28
OK	1.20
LA	1.15
WI	1.08

Source: sysomos.com

Most Common Keywords in Twitter Profiles

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

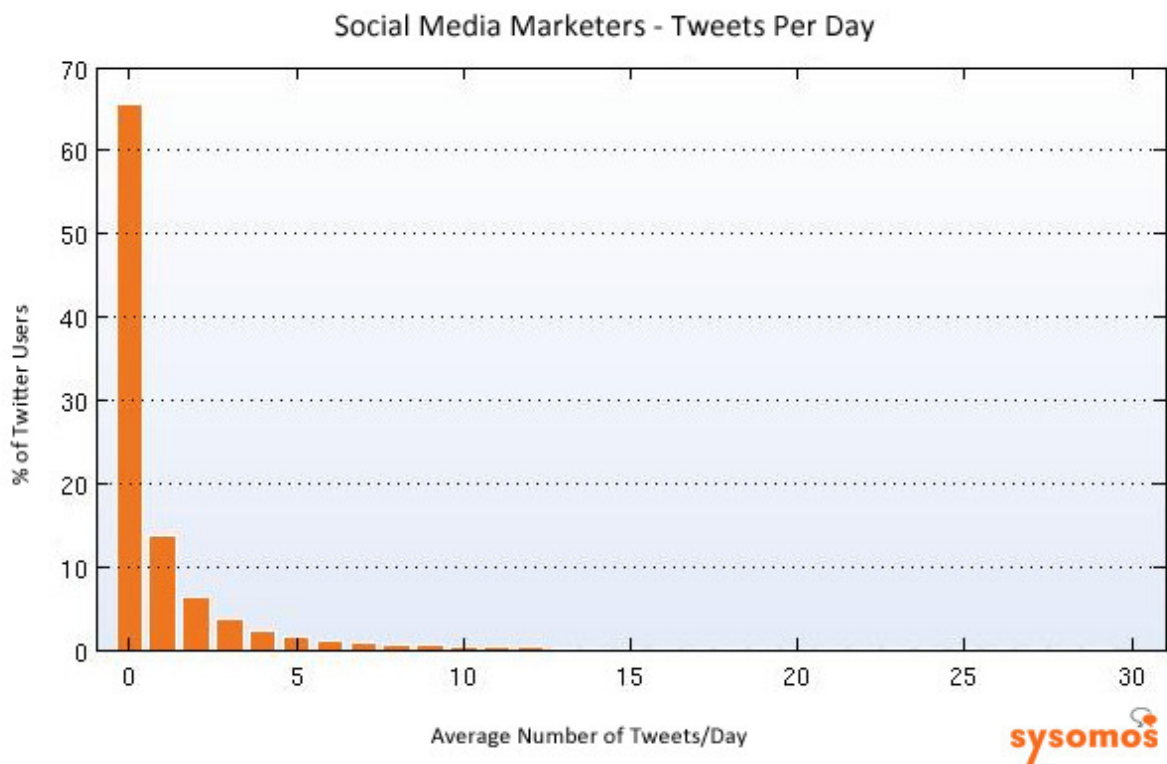


Insights on Social Media Marketers Using Twitter

The Facts: 15% of Twitter users who follow more than 2,000 people identify themselves as social media marketers. 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.

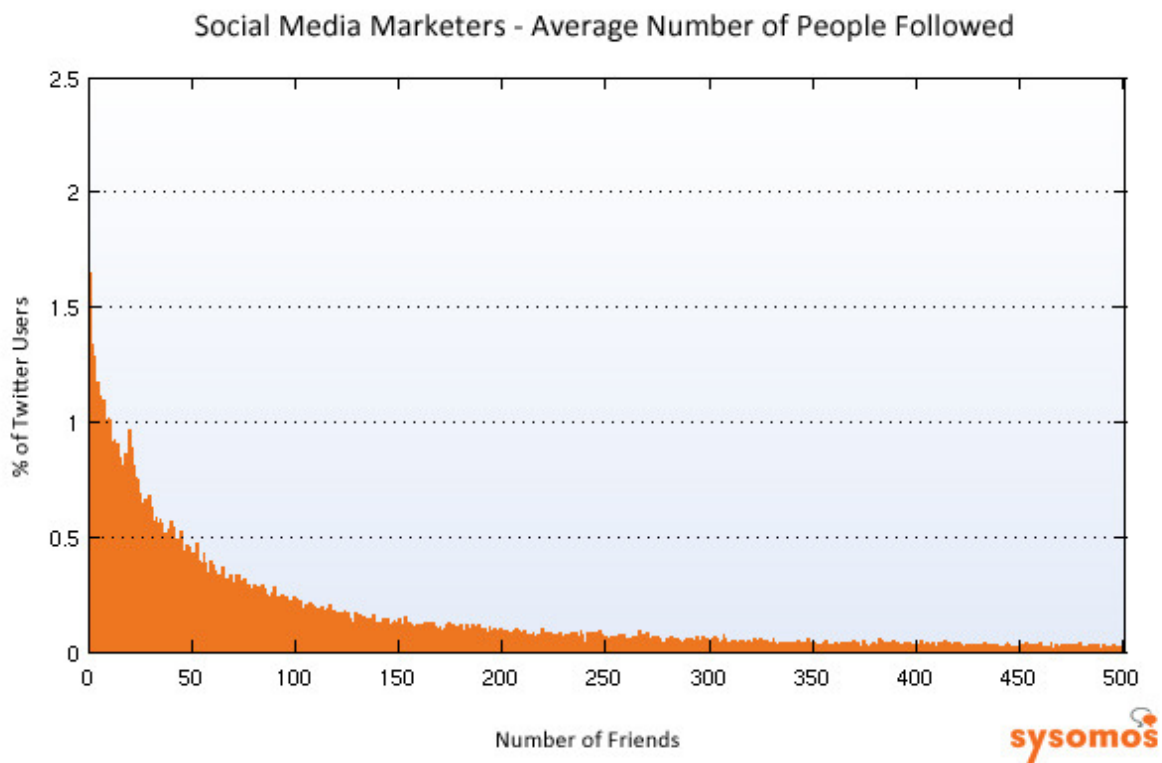


Average number of tweets	Percentage of all twitter users	Cumulative Percentage
0-0	65.50	65.50
1-1	13.68	79.18
2-2	6.37	85.55
3-3	3.60	89.15
4-4	2.25	91.40
5-5	1.58	92.98
6-6	1.14	94.12
7-7	0.90	95.02
8-8	0.67	95.69
0-9	96.26	96.26

Source: sysomos.com

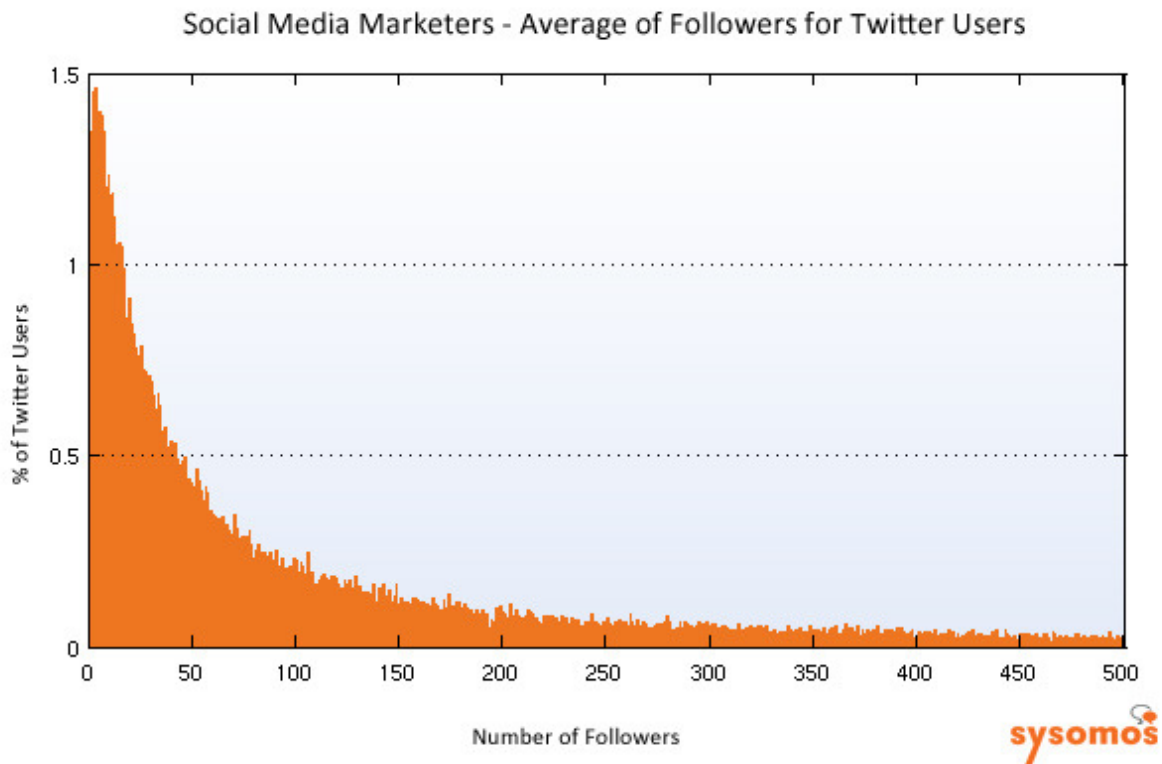
Number of Friends

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.

design pr business world seo manager specialist
branding agency music entrepreneur writer student blogger
investment tech digital marketing working internet
advertising professional university relations
development love lover online technology life work creative
communications enthusiast new brand marketer
consultant web public

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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 (link to the appendix with graphs on how many people disclose location/age/gender). Genders are based on the analysis of user's real names as disclosed against extensive lists of male and female names. Note: this survey report was produced in May and, as a result, data for May 2009 is not complete.

About Sysomos

Sysomos is redefining social media analytics by providing corporations, marketers, public relations agencies and advertisers with the intelligence and insight needed to make smarter business and strategic decisions. The Sysomos platform provides instant and unlimited access to all social media conversations to see what's happening, why it's happening, and who's driving the conversations.

Sysomos' products include

MAP A feature-rich service that offers customers the ability to analyze and understand social media conversations. MAP delivers insight and intelligence about the major conversations, why they're happening and who's driving them. You can make unlimited queries on any topic to get real-time results, collaborate, and generate detailed reports for clients.

Heartbeat A cost-effective, real-time monitoring and measurement tool that provides constantly updated snapshots of social media conversations delivered using a variety of user-friendly and intuitive graphics. Heartbeat organizes conversations, manage workflow, facilitate collaboration, and provide ways to engage with key influencers.

Where to find Sysomos

Web site www.sysomos.com

Twitter @sysomos

Sysomos has collected a comprehensive collection of data from Twitter user profiles and updates. We will be publishing our analysis of this ever-changing and growing data on a regular basis. To leave comments (including the kind of information you would like to see) about this report, visit our blog (blog.sysomos.com). If you're linking to the report on Twitter, please use the hashtag #sysomossurvey.