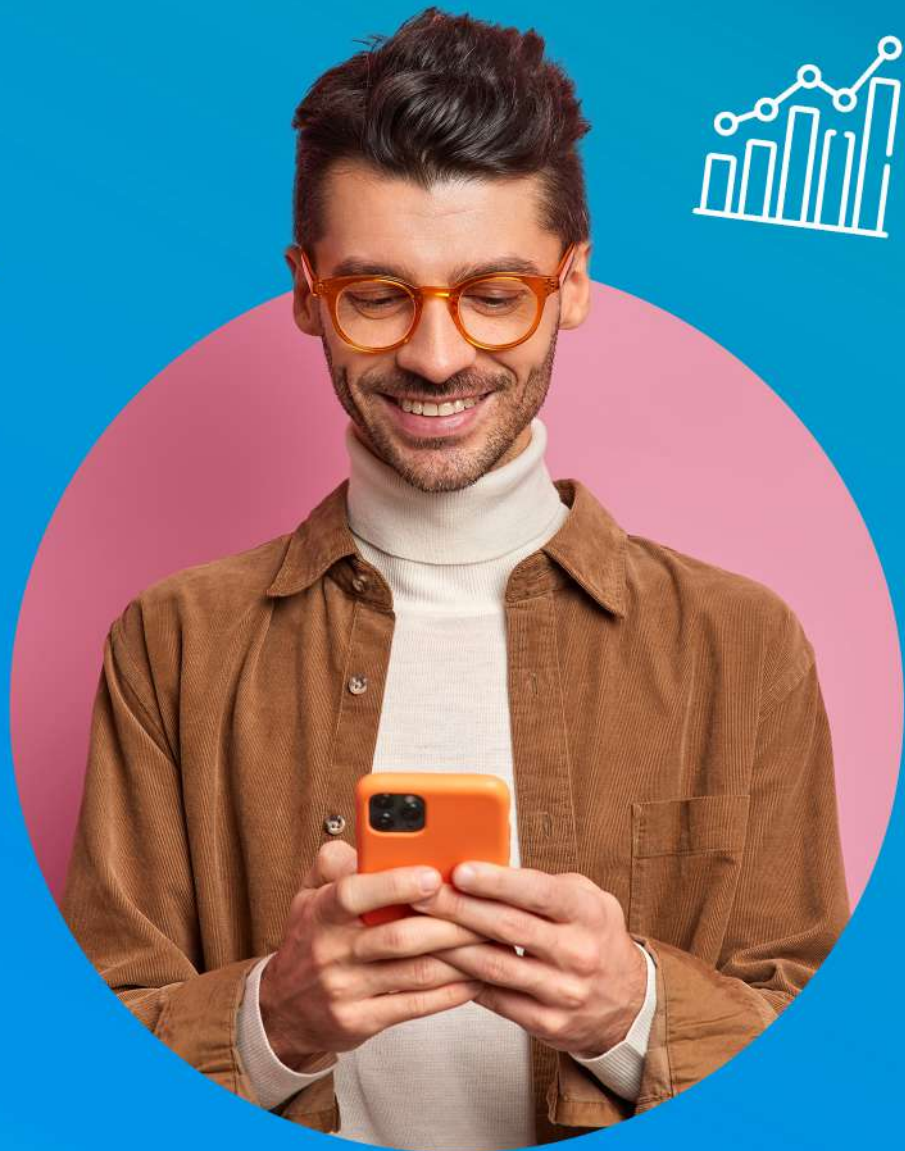


Twitter Statistics

2023



 *InstaFollowers*

General Twitter Statistics

Monthly Active Users (MAUs):

As of the second quarter of 2021, Twitter had 206 million MAUs, which is an increase of 11% compared to the same quarter of the previous year.

Daily Active Users (DAUs):

Twitter does not disclose its DAU figures. However, in 2019, the company reported that it had 126 million DAUs.

Revenue:

In the second quarter of 2021, Twitter's revenue was \$1.19 billion, which is an increase of 74% compared to the same quarter of the previous year.

Net Income:

In the second quarter of 2021, Twitter's net income was \$66 million, compared to a net loss of \$1.23 billion in the same quarter of the previous year.



Mobile Usage:

As of the second quarter of 2021, 80% of Twitter's users accessed the platform through mobile devices.



International Usage:

As of the second quarter of 2021, Twitter had 163 million international MAUs, which represents 79% of its total MAUs.

Tweets:

As of 2019, Twitter users send approximately 500 million tweets per day.



Top Countries:

As of 2021, the United States is the country with the highest number of Twitter users, followed by Japan, India, and the United Kingdom.

Top Accounts:

The most-followed Twitter accounts are those of celebrities and public figures, with the account of former US President Barack Obama having the most followers, followed by Justin Bieber and Katy Perry.

Twitter Statistic for Business

Ad Engagement:

According to Twitter, the platform's ad engagement rates are up to 23 times higher than the industry average.

Video Ads:

Twitter video ads have been shown to be 50% more effective than non-video ads, according to a study by the platform.

Audience Reach:

Twitter has a global audience of over 330 million monthly active users, which provides businesses with a large potential reach.

Targeted Advertising:

Twitter's targeting capabilities allow businesses to reach specific audiences based on factors such as interests, demographics, and location.

Customer Service:

Twitter is commonly used as a customer service channel, with 80% of Twitter users having mentioned a brand in a tweet and 54% of users having used Twitter to ask a customer service question.



Twitter Ads Revenue:

Twitter's advertising revenue in \$1.05 billion, which is an increase of 87% compared to the same quarter of the previous year.

Ad Formats:

Twitter offers various ad formats for businesses, including promoted tweets, promoted accounts, and promoted trends.

Cost:

The cost of Twitter advertising varies depending on factors such as the type of ad, targeting options, and bid amount. According to AdEspresso, the average cost per engagement for a Twitter ad in the US is \$0.50.

ROI:

According to Twitter, businesses that use the platform's advertising products have seen a 40% increase in purchase intent and a 2.7x increase in message association.



Twitter User Statistics

Monthly Active Users (MAUs):

As of the second quarter of 2021, Twitter had 206 million MAUs, which is an increase of 11% compared to the same quarter of the previous year.

Gender:

According to a 2020 survey by Hootsuite, Twitter's user base is slightly more male (56%) than female (44%).



Age:

According to the same Hootsuite survey, Twitter's user base is predominantly younger, with 38% of users aged 18-29 and 26% aged 30-49.

Location:

As of the second quarter of 2021, Twitter had 163 million international MAUs, which represents 79% of its total MAUs. The United States has the largest number of Twitter users, followed by Japan, India, and the United Kingdom.



Education:

According to a 2021 survey by Pew Research Center, 42% of Twitter users in the US have a college degree or higher, compared to 31% of the general population.

Income:

According to the same Pew Research Center survey, 41% of US Twitter users have an annual household income of \$75,000 or more, compared to 32% of the general population.

Twitter Usage Statistics

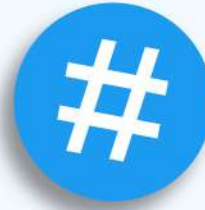
Daily Active Users (DAUs):

As of the second quarter of 2021, Twitter had 41 million DAUs, which is an increase of 11% compared to the same quarter of the previous year.

Time Spent:

According to a 2021 report by eMarketer, the average US adult Twitter user spends 25 minutes per day on the platform.





Tweet Frequency:

According to a 2019 study by Pew Research Center, 46% of US adult Twitter users say they tweet at least once a day, while 29% say they tweet less often than that.

Hashtags:

Hashtags are an important feature on Twitter, and according to a 2019 study by Sprout Social, tweets with at least one hashtag have 12.6% more engagement than those without.

Retweets:

Retweets are another key feature on Twitter, and according to a 2019 study by Hootsuite, tweets with at least one retweet have 106% more engagement than those without.

User-generated Content:

User-generated content is also popular on Twitter, with 49% of users saying they have created at least one tweet containing user-generated content, according to a 2020 study by GlobalWebIndex.

Trends:

Twitter's "trending topics" feature is widely used, with the platform reporting that 500 million tweets are sent every day and 125 million of those contain a hashtag.

Active Users by Country:

As of the second quarter of 2021, the United States had the largest number of Twitter users, with 69 million MAUs, followed by Japan with 50 million and India with 18 million.

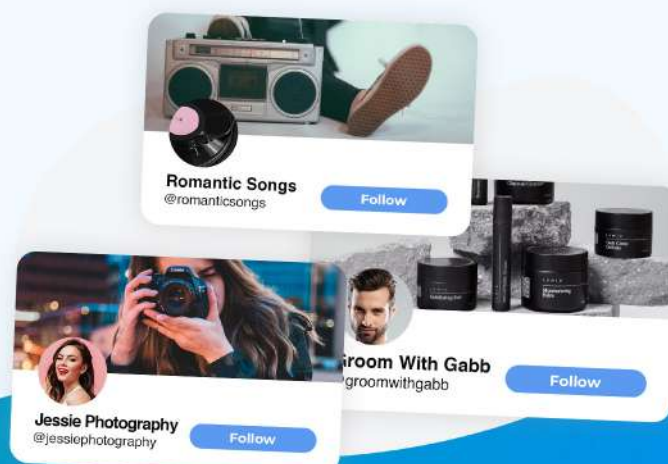
Top Emojis:

According to a 2021 report by Brandwatch, the most-used emoji on Twitter is the "face with tears of joy" emoji, followed by the heart eyes emoji and the red heart emoji.

Twitter Follower Statistics

Most-Followed Accounts:

The most-followed Twitter accounts are those of celebrities and public figures, with the account of former US President Barack Obama having the most followers at over 133 million, followed by Justin Bieber with over 115 million and Katy Perry with over 109 million.



Verified Accounts:

Verified accounts are those that have been confirmed by Twitter as being authentic. As of 2021, there are over 360,000 verified accounts on Twitter.

Follower Counts:

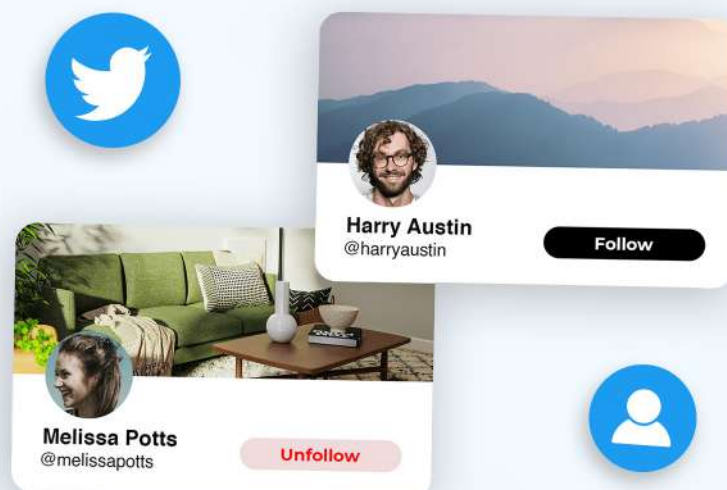
According to a 2021 report by Hootsuite, the average Twitter account has 707 followers, but this varies widely depending on the account type and content.

Influencers:

Twitter is a popular platform for influencers, and according to a 2019 survey by Hopper HQ, the top-earning influencer on Twitter is Cristiano Ronaldo, who reportedly earns over \$1 million per sponsored post.

Engagement Rates:

Engagement rates are a measure of how many followers interact with a user's content. According to a 2021 report by HypeAuditor, the average engagement rate for Twitter influencers is 0.5%, but this can vary widely depending on factors such as the type of content and the size of the following.



Bot Accounts:

Bot accounts are automated accounts that are often used for spamming or spreading misinformation. According to a 2021 report by the Pew Research Center, an estimated 15% of adult Twitter users in the US say that they have an account that is automated to post content.

Brand Accounts:

Many businesses use Twitter to engage with customers and promote their products or services. As of 2021, the most-followed brand accounts on Twitter include Amazon, McDonald's, and Nike.

Celebrity Accounts:

Celebrities are some of the most-followed accounts on Twitter, with many using the platform to connect with fans and promote their work. As of 2021, the most-followed celebrity accounts on Twitter include Justin Bieber, Katy Perry, and Rihanna.



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