

# State of the Twittersphere

January 2010



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# Overview

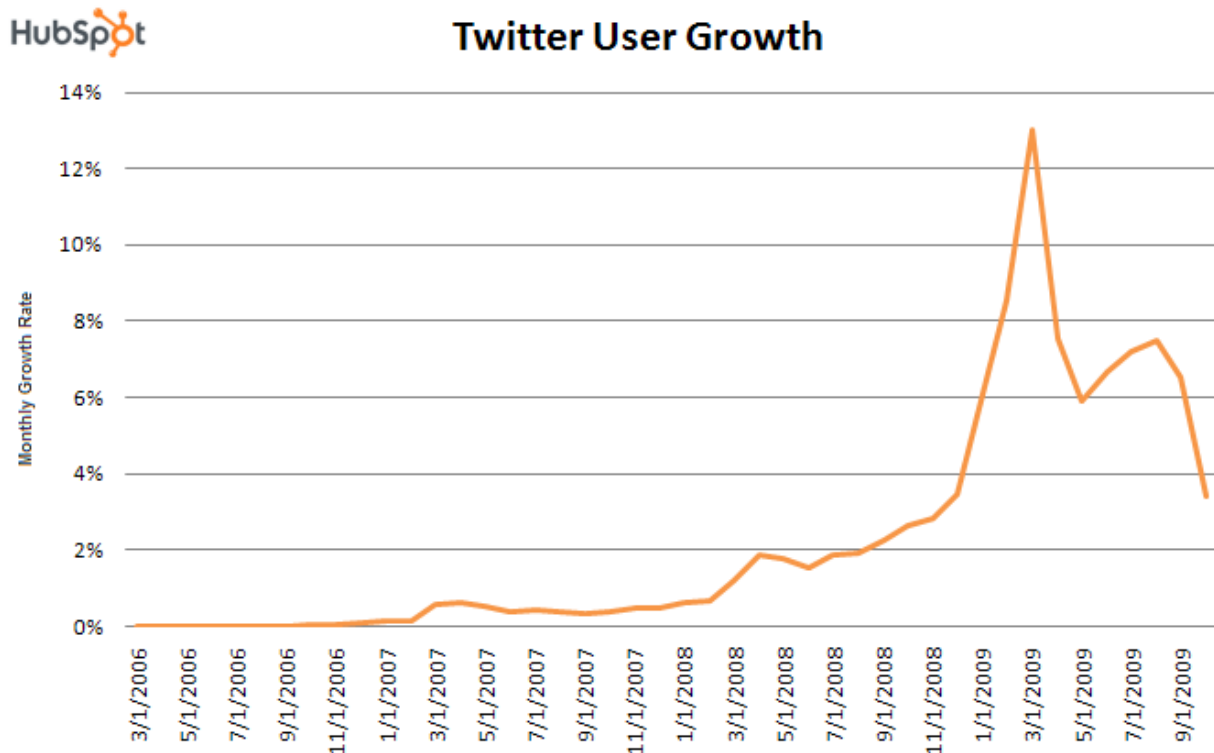
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One year ago this month US Airways flight 1549 landed in the Hudson River. It was a spectacular story of heroism – and one that was first captured and broadcast via Twitter as eyewitnesses snapped photos and described the scene.

The US Airways landing marked the beginning of a torrid five months of growth in the Twittersphere. News events like the landing, and Twittering celebrities like Ashton Kutcher and Oprah Winfrey, exposed the microblogging service to new audiences, boosting monthly user growth to as high as 13%.

So what’s the State of the Twittersphere today? **Twitter’s growth is slower.**

Growth has fallen from a high of 13% in March of 2009 to 3.5% in October 2009, the most recent month for which we have data.



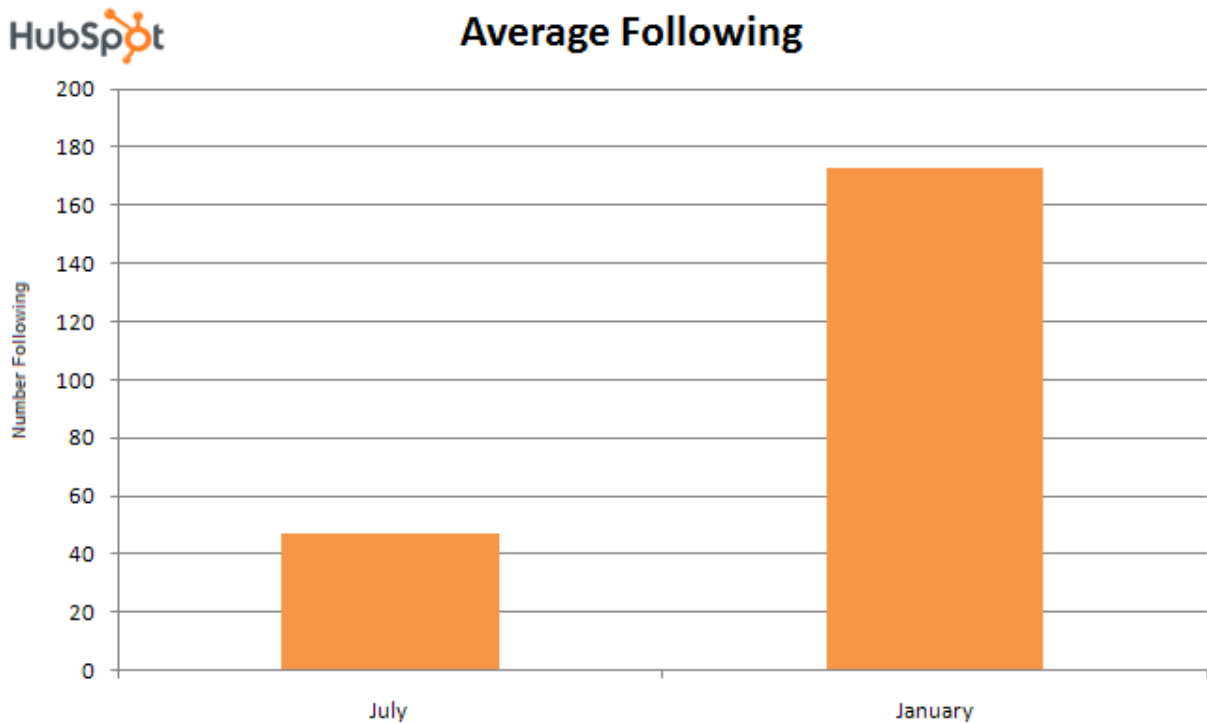
This report reveals changes to the population of Twitter users over the past seven months, as well basic characteristics of that population. It is based on analysis of over 5 million Twitter

accounts and 6 million tweets, all collected by HubSpot's free Twitter Grader tool ([twitter.grader.com](http://twitter.grader.com)). The monthly growth rate was calculated using account-creation dates for the 5 million profiles we examined.

## Average Accounts Are More Engaged

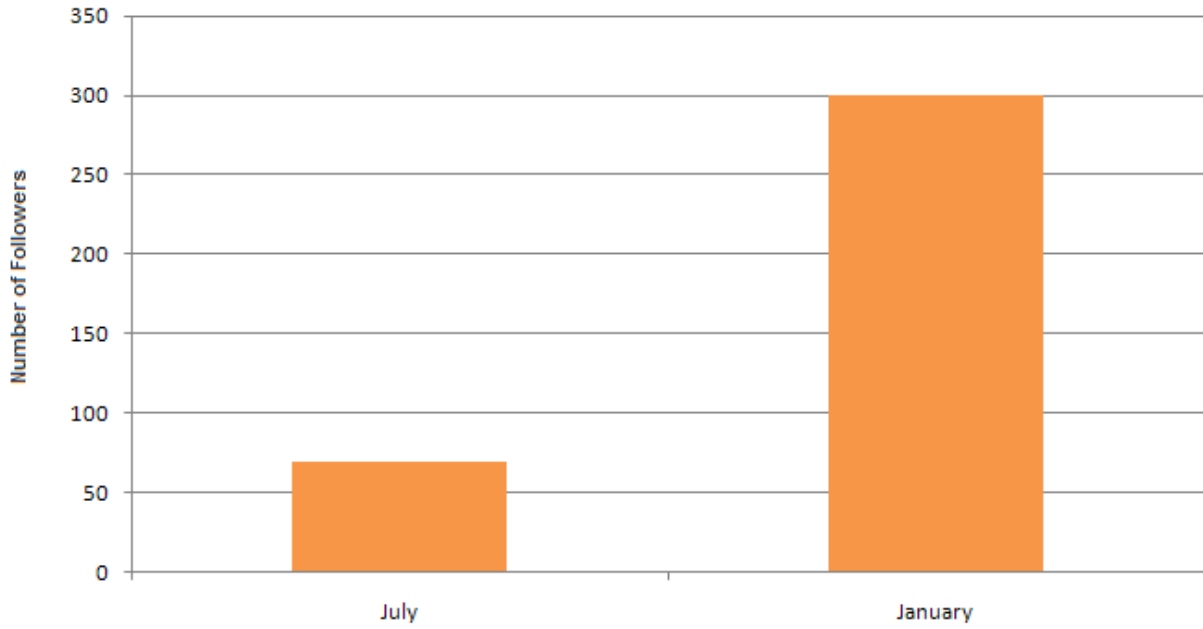
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In the seven months since we last examined the State of the Twittersphere, the average Twitter account holder has become less of a newbie. The average user is following more people, followed by more people and has posted more updates.

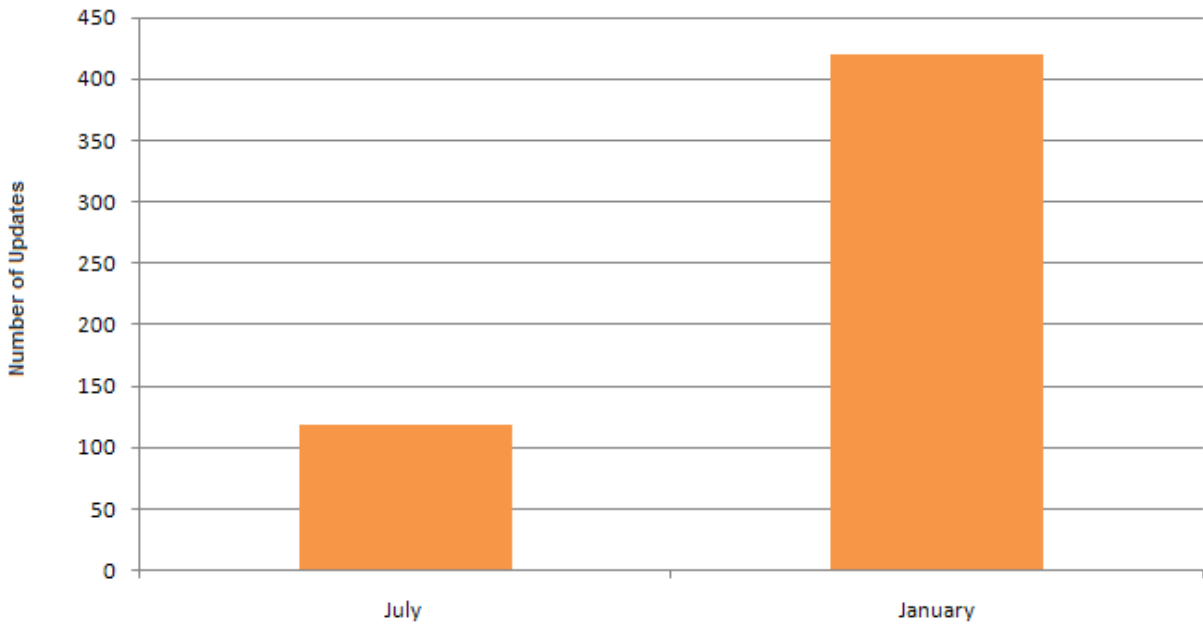




## Average Followers



## Average Total Updates



What caused the increase in use by the average account?

The change may be a reflection of the slowing growth rate. Because of the slowing growth, today's population of Twitter users has been using the tool longer than the population several months ago. Consider the following:

- 76% of user growth from July 2008 – June 2009 happened in the second half of that period
- 53% of user growth from Nov 2008 – Oct 2009 happened in the second half of that period.

In the more recent period, experienced users makeup a larger portion of the population.

## Better Adherence to Best Practices

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In addition to increased engagement on Twitter, the average Twitter account became better implemented during the period from July 2009 to January 2010. More users completed their profiles, adding bios, locations and web addresses:

	July 2009	January 2010
<b>Bio in Profile</b>	24%	53%
<b>Location in Profile</b>	31%	65%
<b>Web Address in Profile</b>	20%	41%

These changes may also be related to the slowing growth rate. As the average age of a Twitter user goes up, the average Twitter user has more time to learn and implement best practices.

## Increasingly International

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Twitter has always been an international tool – but our most recent State of the Twittersphere shows its international footprint increasing.

Consider the difference in top locations listed in Twitter profiles:

- 15% of the top 20 Twitter locations in July 2009 were outside North America
- 40% of the top 20 Twitter locations in January 2010 are outside North America

The list of self-reported locations (below) shows that much of this growth is in non-English-speaking parts of the world.

<b>Top Locations in July 2009 Report</b>	<b>Top Locations in Jan 2010 Report</b>
London	London
Los Angeles	Brasil
Chicago	USA
New York	New York
San Francisco	California
Toronto	Los Angeles
Atlanta	UK
Seattle	Chicago
Boston	Canada
Austin	Germany
Sydney	Sau Paulo
San Diego	Singapore
Washington, DC	Indonesia
Melbourne	Texas
Portland	Australia
Houston	Toronto
Vancouver	Florida
Dallas	India
Brooklyn	San Francisco
Philadelphia	Washington, DC

## User Characteristics & Patterns of Use

Our study also examined user characteristics and patterns of use.

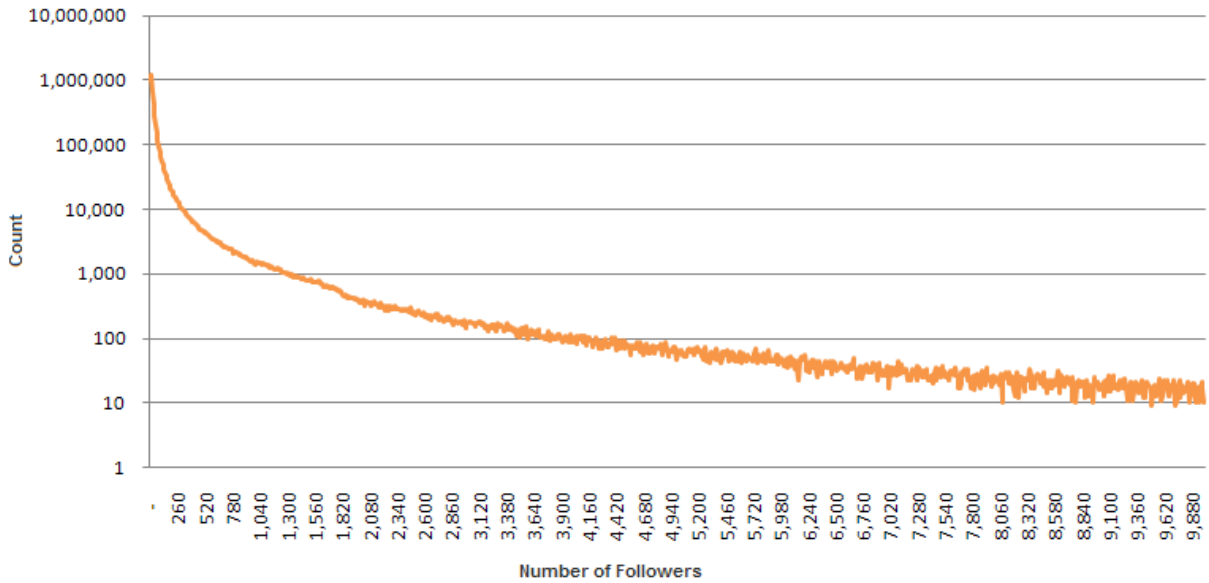
The vast majority of Twitter users have networks under 100 people. In addition, we found the following key characteristics of the Twittersphere and its users:

- 82% of Twitter users have less than 100 followers
- 81% of Twitter users are following less than 100 people
- Thursday and Friday are the most active days on Twitter, each accounting for 16% of total tweets in our study.
- 10-11 pm is the most active hour on Twitter, accounting for 4.8% of the tweets in an average day.

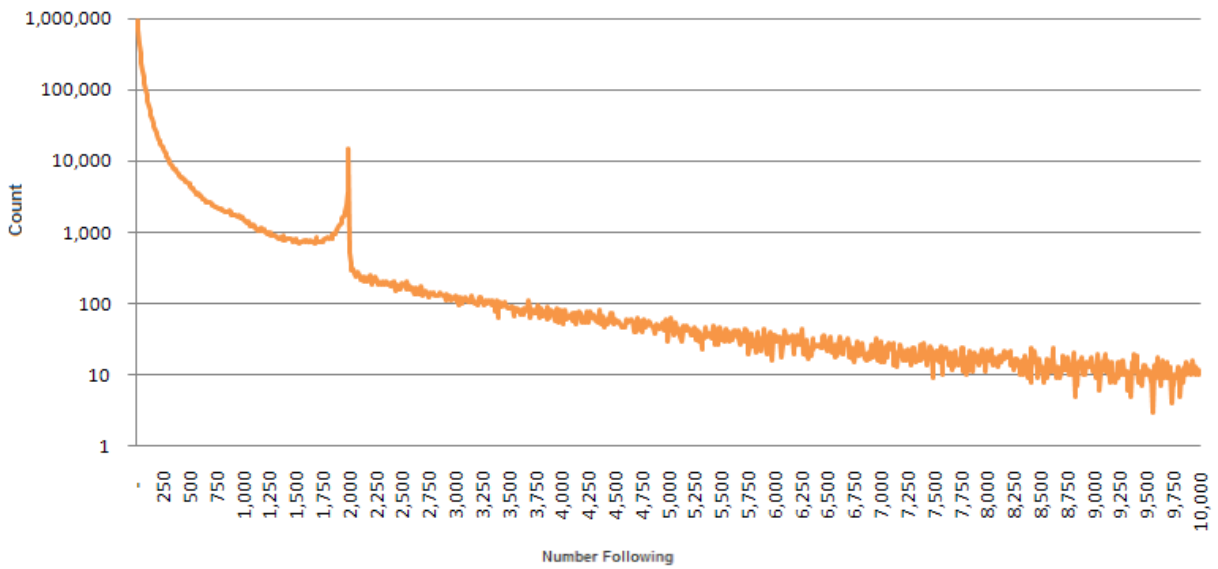
You can see the full distribution of Twitter followers more clearly in the following two charts (displayed on a logarithmic scale). The distribution of following levels has a peak at 2,000 because Twitter imposes a temporary limit on following there.



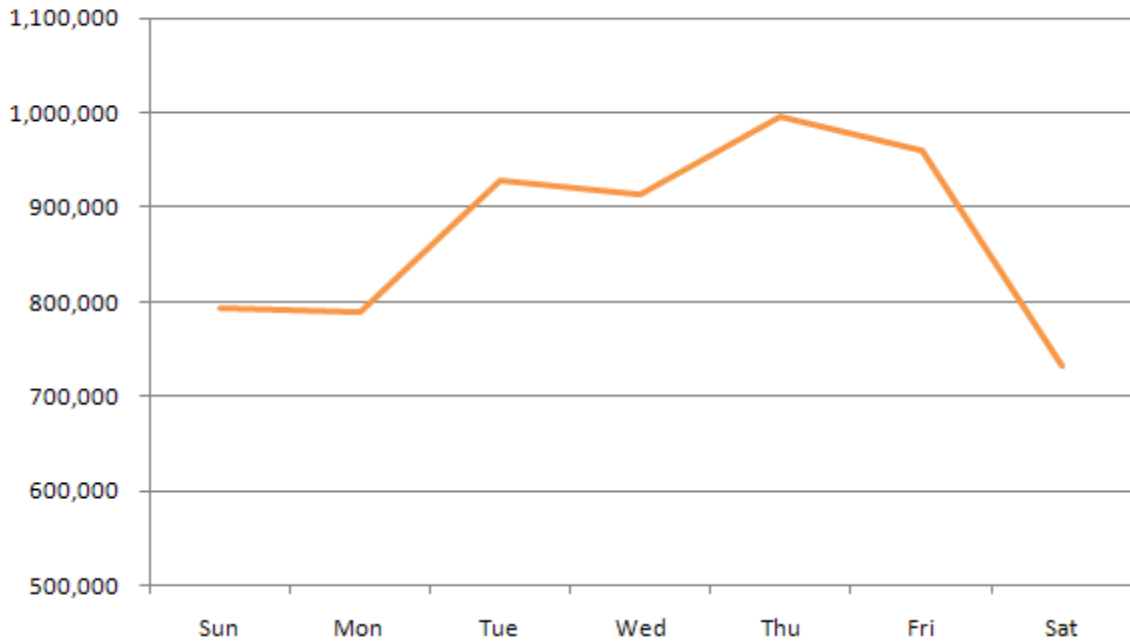
## Distribution of Follower Counts



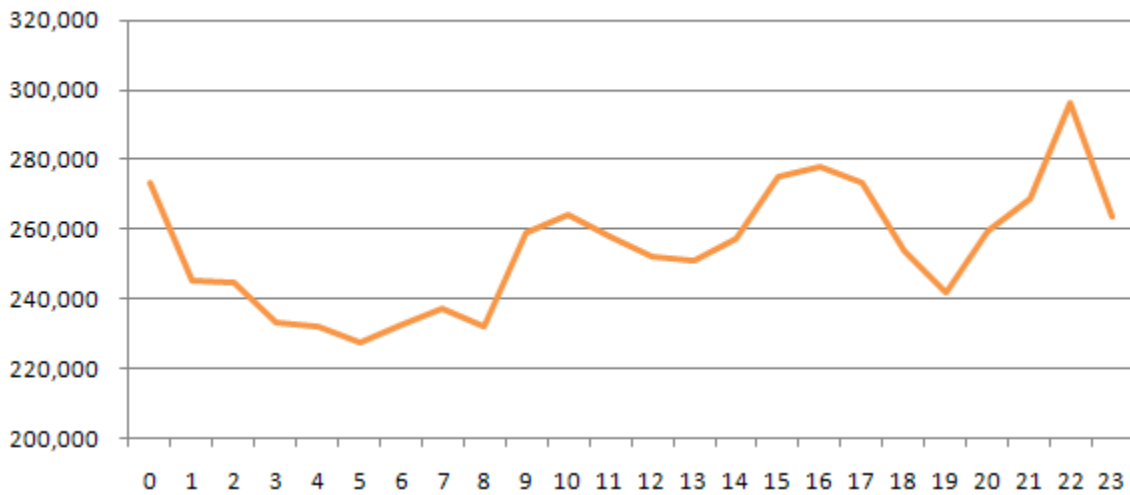
## Distribution of Following Counts



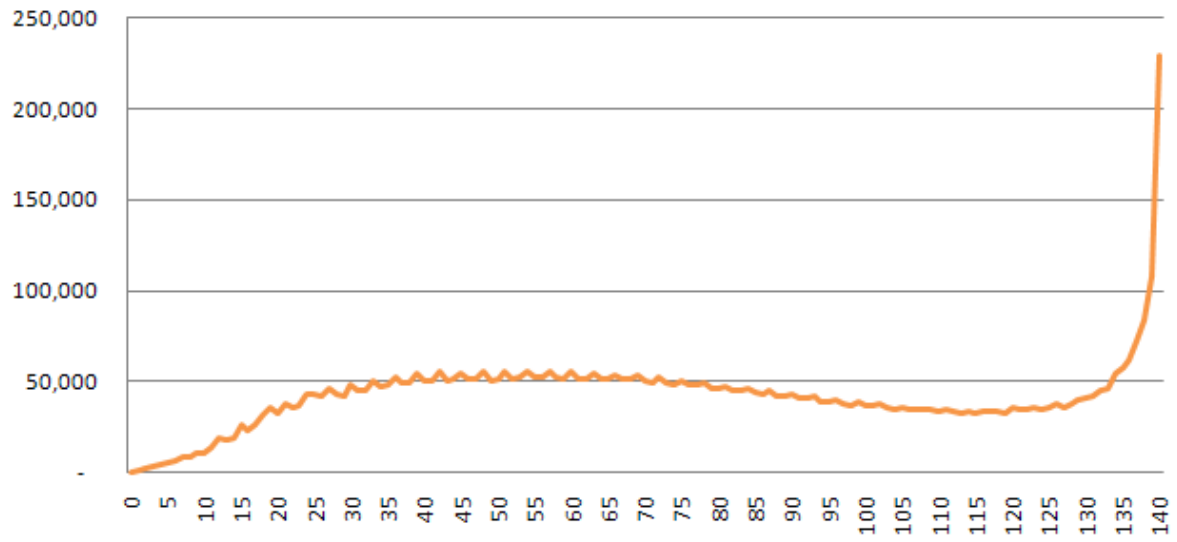
## Distribution of Tweets by Day



## Distribution of Tweets by Hour



### Distribution of Tweet Length (In Characters)



## Questions?

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Have questions about Twitter and Inbound Marketing tools and techniques? Visit <http://inbound.org> to view, post, or answer all of your marketing questions.

## Data Sources

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The findings in this report are based on data pulled from over 5 million Twitter profiles and 6 million Tweets analyzed by Twitter Grader (<http://twitter.grader.com>).

## About HubSpot

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HubSpot is an inbound marketing software system that helps your company get found online, generate more inbound leads and convert a higher percentage of them into paying customers. Based in Cambridge, MA, HubSpot can be found at <http://www.hubspot.com>

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