

State of the Twittersphere

June 2009



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<http://Twitter.Grader.com> or [@Grader](https://twitter.com/Grader)

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Compiled by Dan Zarrella [@DanZarrella](https://twitter.com/DanZarrella)

Overview

Here at HubSpot, we're big fans of Twitter (you can follow [@HubSpot](#) and [@Grader](#) and we built Twitter Grader (<http://Twitter.Grader.com>) to help people evaluate and improve their Twitter presence. With all the data we've collected from Twitter Grader (information on over 4.5 million users), we thought it was time to update last year's State of the Twittersphere and share that back with the community for all of you marketing and Internet geeks (like us).

This time around we think the most interesting points of data we see center around the “activity” levels of many accounts on Twitter. For instance:

- 79.79% failed to provide a homepage URL
- 75.86% of users have not entered a bio in their profile
- 68.68% have not specified a location
- 55.50% are not following anyone
- 54.88% have never tweeted
- 52.71% have no followers

In an effort to quantify exactly how many dormant accounts exist, we labeled users as inactive if they satisfy **all** of the following conditions:

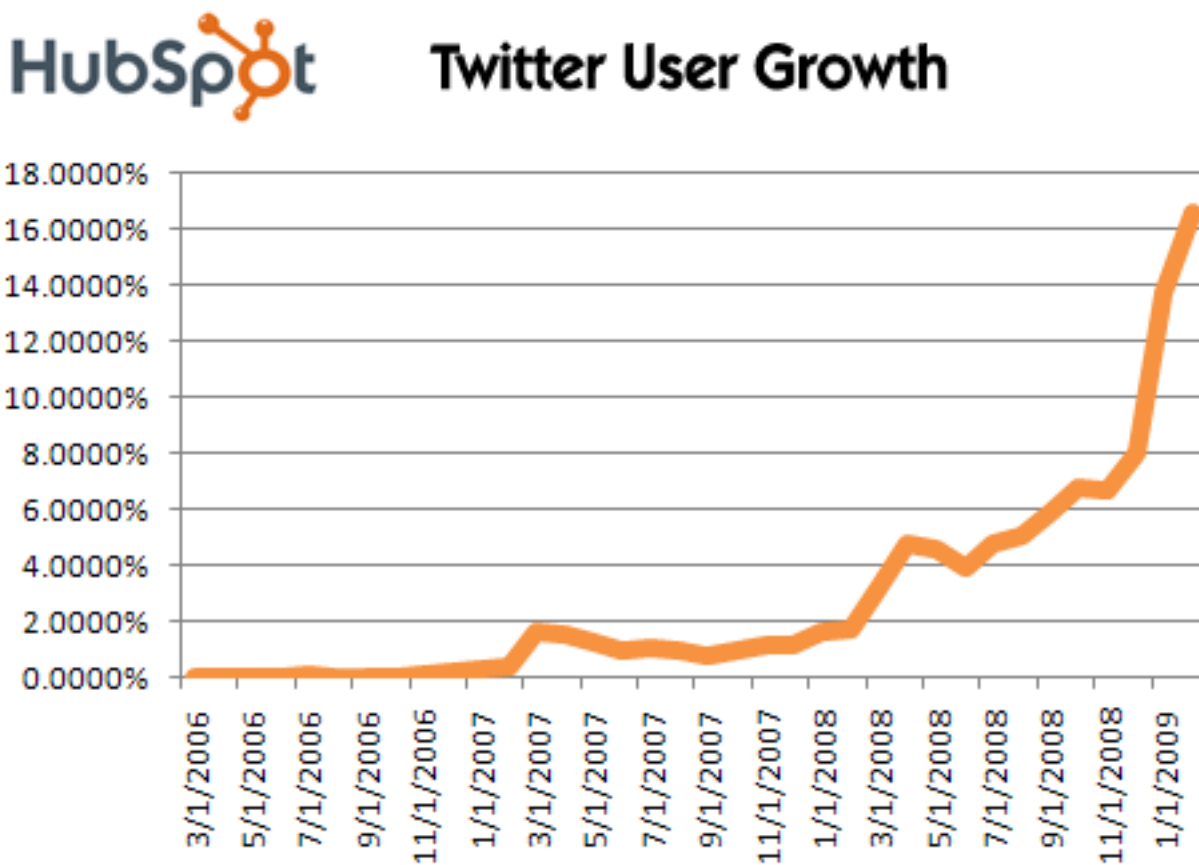
- Fewer than 10 followers
- Fewer than 10 friends
- Fewer than 10 updates

By this definition, 9.06% of all Twitter users are inactive.

Twitter Growth

In last year's version of this report, we discovered that Twitter was growing at an astounding rate of 5-10 thousand new accounts per day. Clearly that rate has since accelerated and it has reached a point where it is futile to attempt to generate a flat growth rate number.

The graph below how the percentage of users of the service who joined in each month we have data on.



Twitter User Base Statistics

In the last version of the State of the Twittersphere, we reported that 80% of users had specified a bio in their Twitter profile. This time around we've seen that number (as well as a few other indicators of account activity and completeness) shift dramatically.

- 24.14% of users have a bio in their profile
- 31.32% of users have a location in their profile
- 20.21% of users have a homepage URL in their profile
- 45.12% of users have tweeted at least once
- 47.29% of users have at least one follower
- 44.50% of users are following at least one account

Though we have noticed that those users who are actively using Twitter do so on a regular basis.

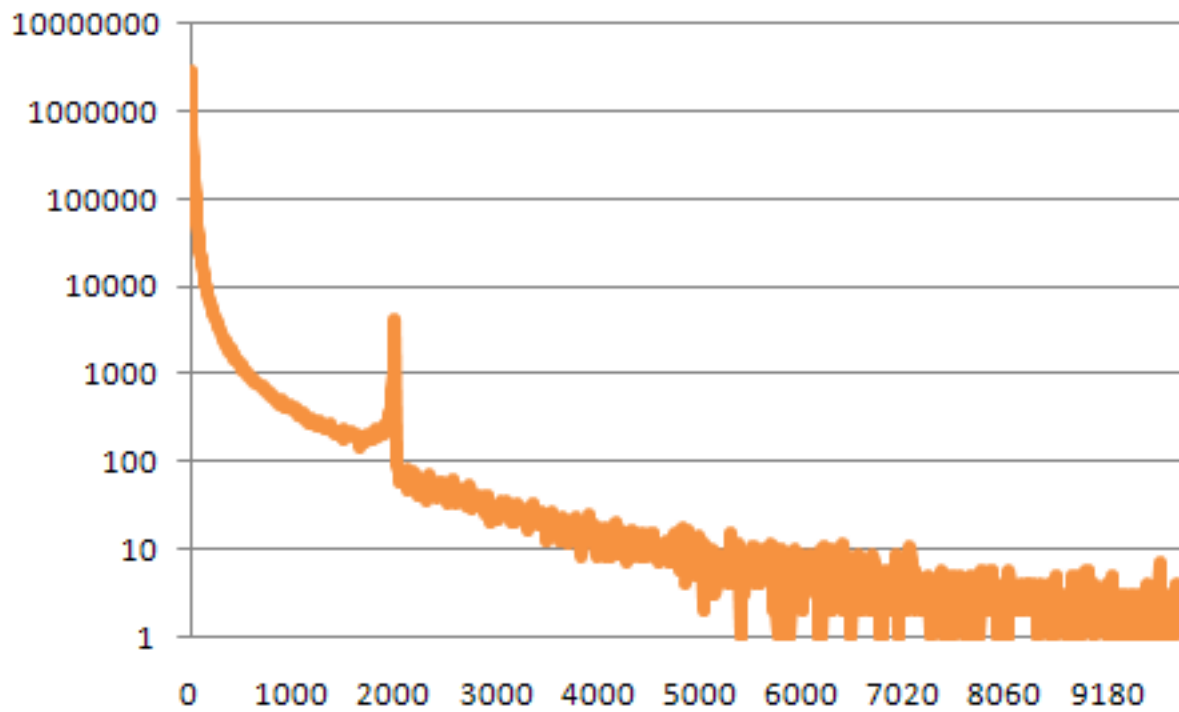
- The average user tweets .97 times per day
- The average user has tweeted 119.34 times in total
- The average user has a following-to-follower ratio of .7738

We have also found that the distribution of following and follower numbers falls into a pattern very similar to a power-law or “long tail” curve, as evidenced by the two graphs on the following page.

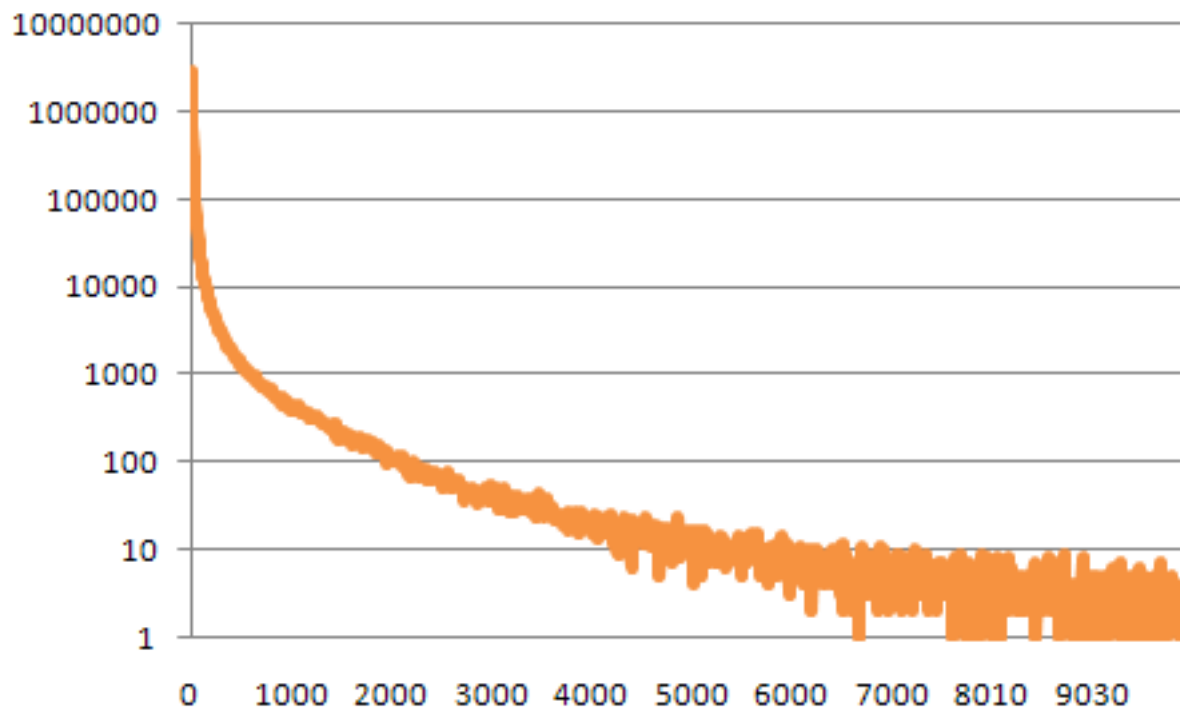
You'll notice a spike around 2000 on the following graph, this is due to the fact that Twitter limits users to only following a maximum of 2000 users until they have more than 2000 followers.

The y-axis of the following graphs is on a logarithmic scale to allow for more granularity.

HubSpot Distribution of Following Counts



HubSpot Distribution of Follower Counts



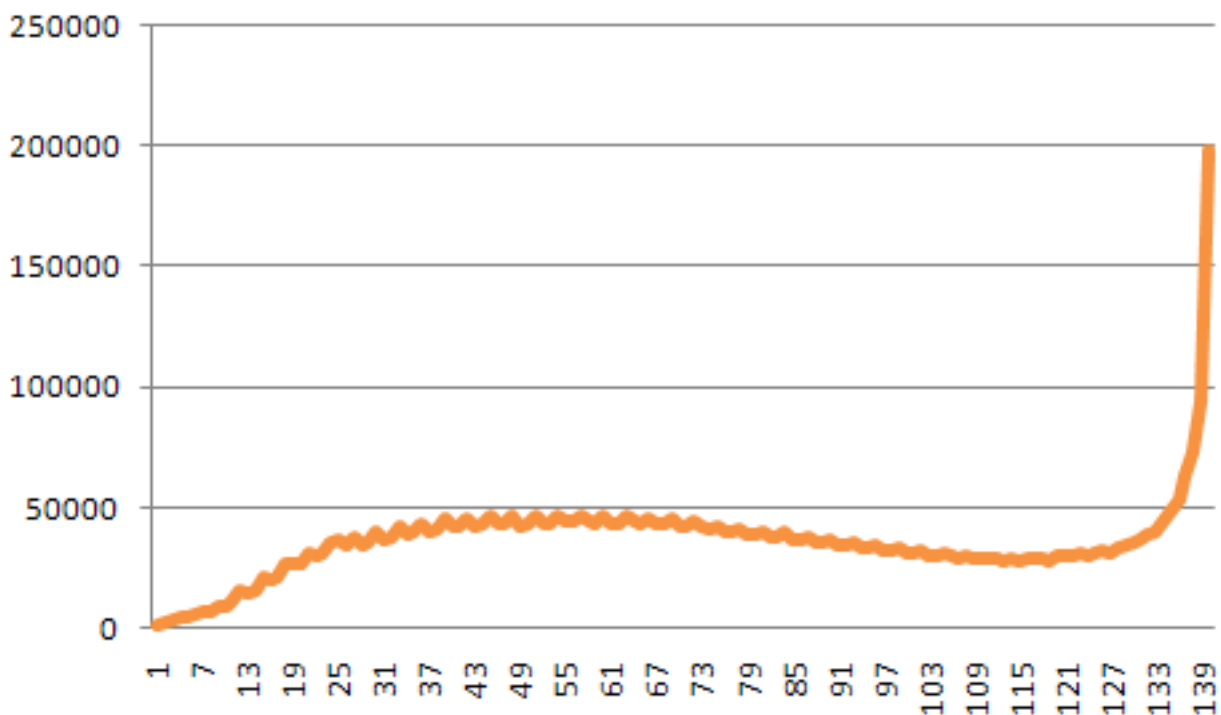
Statistics on Tweets

When we look at the content of tweets that are posted by users we see that users are frequently using Twitter to interact and communicate with other users rather than just answer the “What are you doing?” question.

- 1.44% of all tweets are retweets
- 37.95% of all tweets contain an “@” symbol (mentions)
- 33.44% of all tweets start with an “@” symbol (replies)

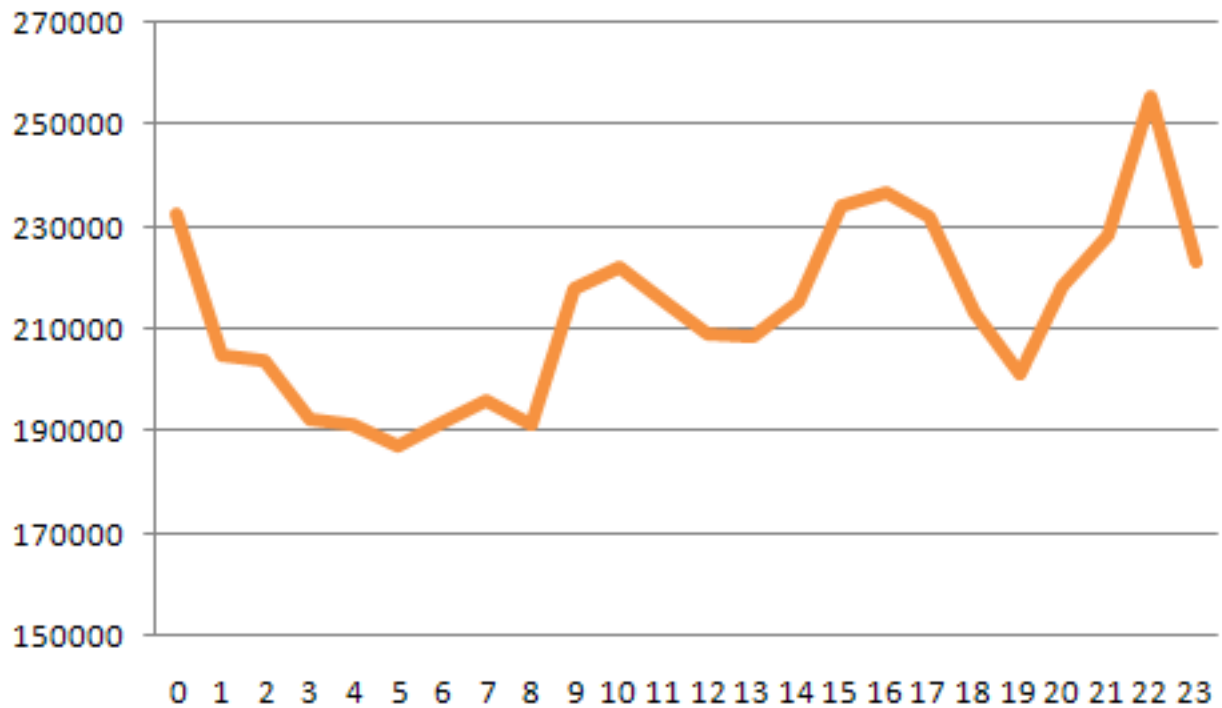
We also see that many users are reaching the 140-character limit in an attempt to get as much content as possible into every update.

HubSpot Distribution of Tweet Length

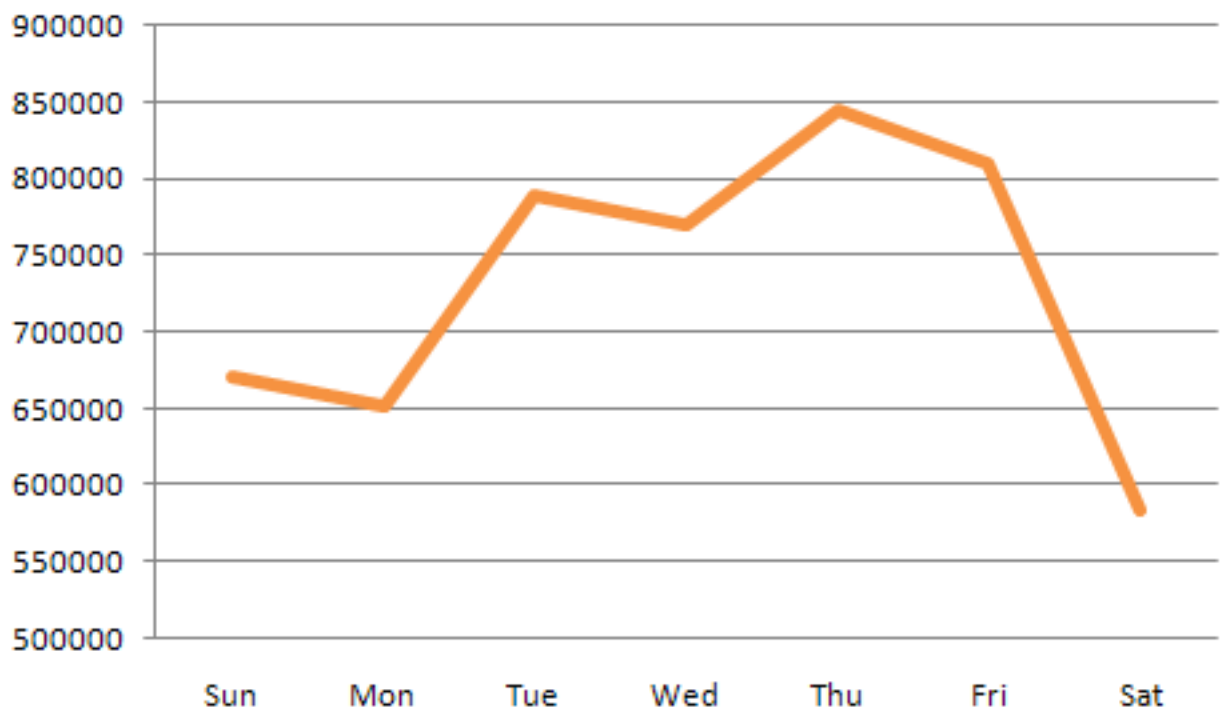


The distribution of posting over days and times-of-day shows us that business hours during the business week in the US are the most popular, as seen in the next two graphs.

HubSpot Distribution of Tweets-per-Hour



HubSpot Distribution of Tweets-per-Day



Geography

Because the location field on Twitter profiles does not contain any structured data (Twitter does not require people to separate city from state or province, etc.) it is hard to do any detailed analysis on this data. However, the list of the top thirty most common phrases people type into their location section on their bio shows that Twitter seems to be popular in major English-speaking cities.

Top 20 Locations in Last Report

Top 20 Locations in this Report

London
USA
San Francisco
New York
Chicago
Los Angeles
California
Toronto
Austin, TX
New York, NY
NYC
San Francisco, CA
Canada
Texas
Atlanta, GA
Washington, DC
UK
Los Angeles, CA
Chicago, IL
new york city

London
Los Angeles
Chicago
New York
San Francisco
Toronto
Atlanta
Seattle
Boston
Austin
Sydney
San Diego
Washington, DC
Melbourne
Portland
Houston
Vancouver
Dallas
Brooklyn
Philadelphia

Data Sources

Nearly all of the data in this report comes from <http://Twitter.Grader.com> which has information on over 4.5 million Twitter profiles as of June 2009.

About HubSpot

HubSpot is inbound marketing software 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>

Find and follow HubSpotters on Twitter: <http://www.HubSpot.com/Twitter>

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