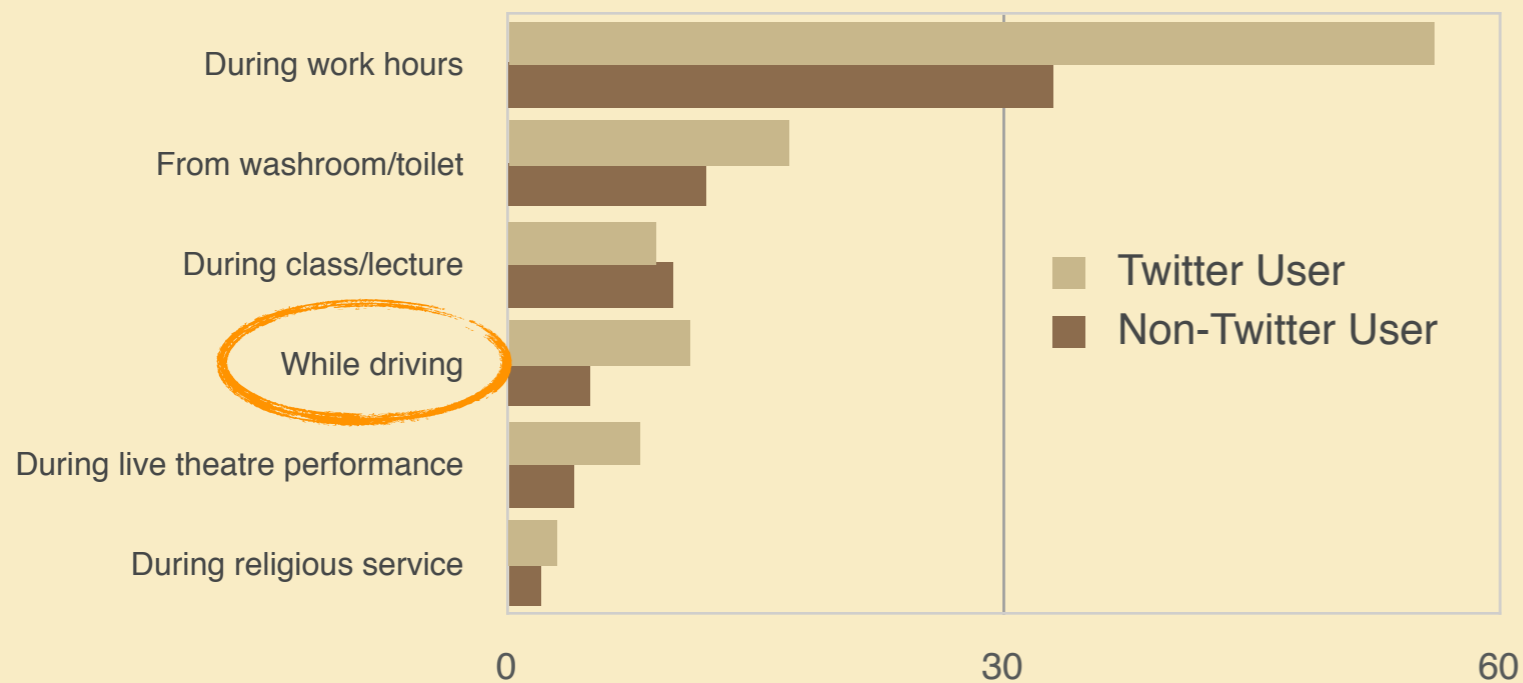
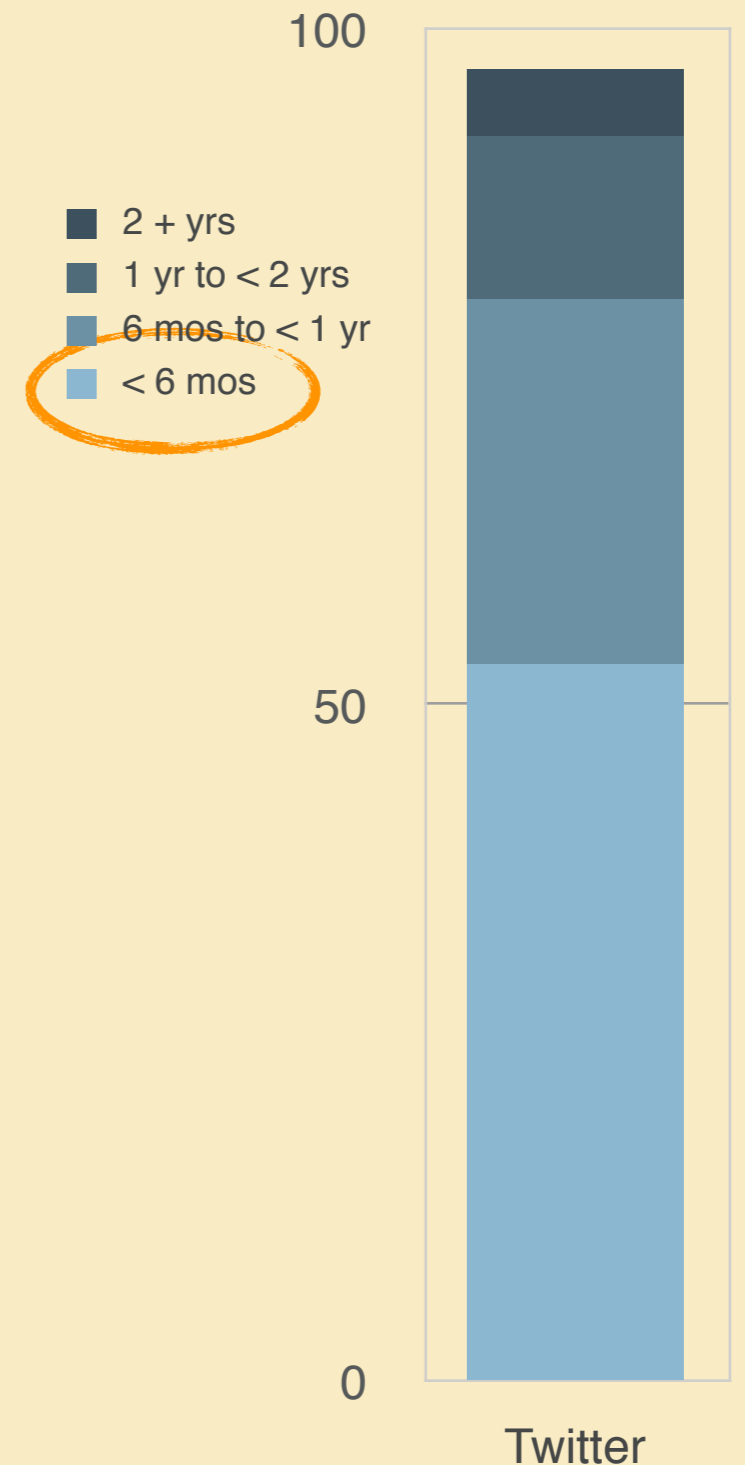


Social Media Insights: Twitter Users

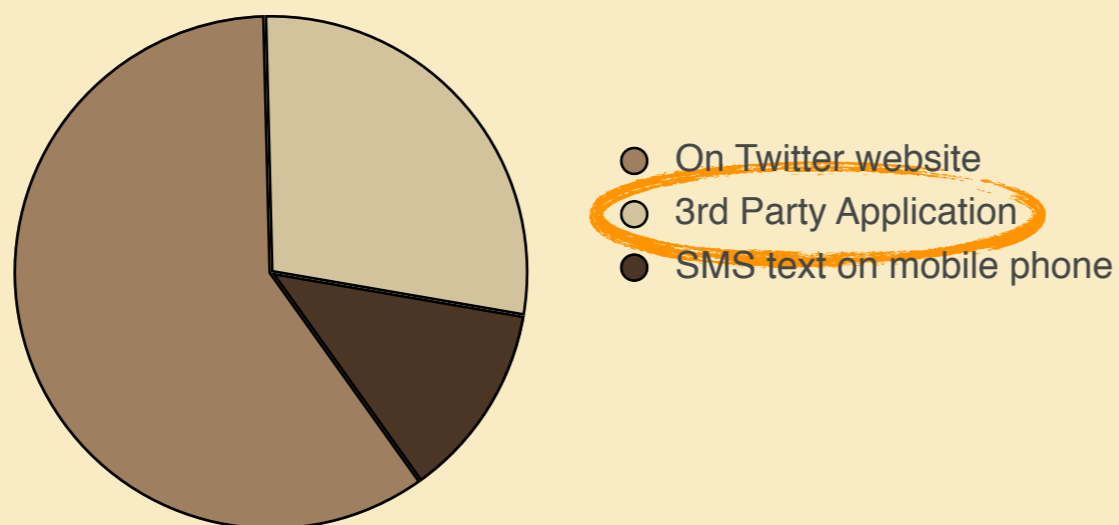
Social Media Access Location



Length of time using Twitter



Twitter Access



Social Media Insights: Twitter Highlights

- As the 'new kid on the block' among social media options, Twitter usage among study participants appears to be in growth phase.
 - ➔ Most Twitter users started using it within the past 12-month period.
- Among respondents using Twitter, daily tweeting is conducted by about half the proportion of those checking updates daily.
- A noteworthy proportion of Twitter users by-pass the Twitter website, using 3rd-party applications to access it.
- Respondents using Twitter (vs. respondents using only other social media) comprise greater proportions of...
 - ➔ **tech-entrenched**, early adopters
 - ➔ those claiming use of online social media is their **favorite leisure activity**
 - ➔ those using **multiple forms of online social media**
 - ➔ those **over 30** years of age
 - ➔ **self-employed**, entrepreneurs
 - ➔ those **using mobile phones to access** their respective social media
 - ➔ those **preferring to contact friends via online social media** vs. the telephone
 - ➔ those accessing social media **from a washroom or while driving**

Twitter Study - Complete Results

Request Complete Results:

<http://info.crowdscience.com/l/1742/2009-11-06/EN>