



## TWITTER STATISTICS

# NEWS YOU CAN USE

## FACTS TO KNOW ABOUT TWITTER

# TWITTER

### FACT



#### Twitter Users

- Titter has 330 million monthly active users worldwide.
- The percentage of U.S. adults who use Twitter as of February 2019 are men according to Statistica Research.

### FACT



#### Using Images and Video Help Drive Engagement

- Cisco Cisco Visual Networking Index: Forecast and Methodology, 2016-2021 says 75% of business executives watch work-related videos weekly.

### FACT



- According to Statistica- U.S. adult Twitter users are younger and more likely to be Democrats than the general public
- The top Twitter users by country as of April 2019 are the United States and japan followed by the United Kingdom:Source: Statistica

### FACT



- Twitter ads are 11% more effective than TV ads according to Hootsuite
- Ad-supported TV accounted for 84 percent of top 10 trending twitter topics during primetime according October 2018, according to Statistica.