

2017

twitter

STATISTICS



Twitter Has 319 Million, Monthly Active Users

< 500 Million people visit the site each month without logging in



Of active users access Twitter via mobile

65.8%

Of US companies use Twitter for marketing purposes

23%

Of millennials follow a brand on Twitter

47%

Of people who follow a brand on Twitter are more likely to visit that companies website

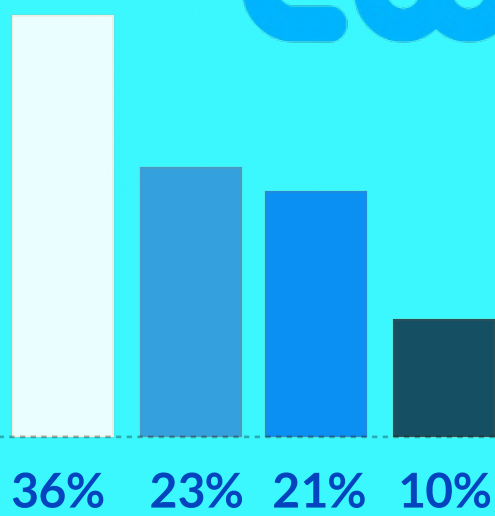


24% Of online women use Twitter

25% Of online men use Twitter

Percentage of Online Adults who Use

twitter



- 65+ years old
- 50-64 years old
- 18-29 years old
- 30-39 years old

Twitter engagement is **17% higher** on the weekends

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