



# 10 Quick Facts You Should Know About Consumer Behavior on Twitter

*From the 2011 Chadwick Martin Bailey  
Consumer Pulse*

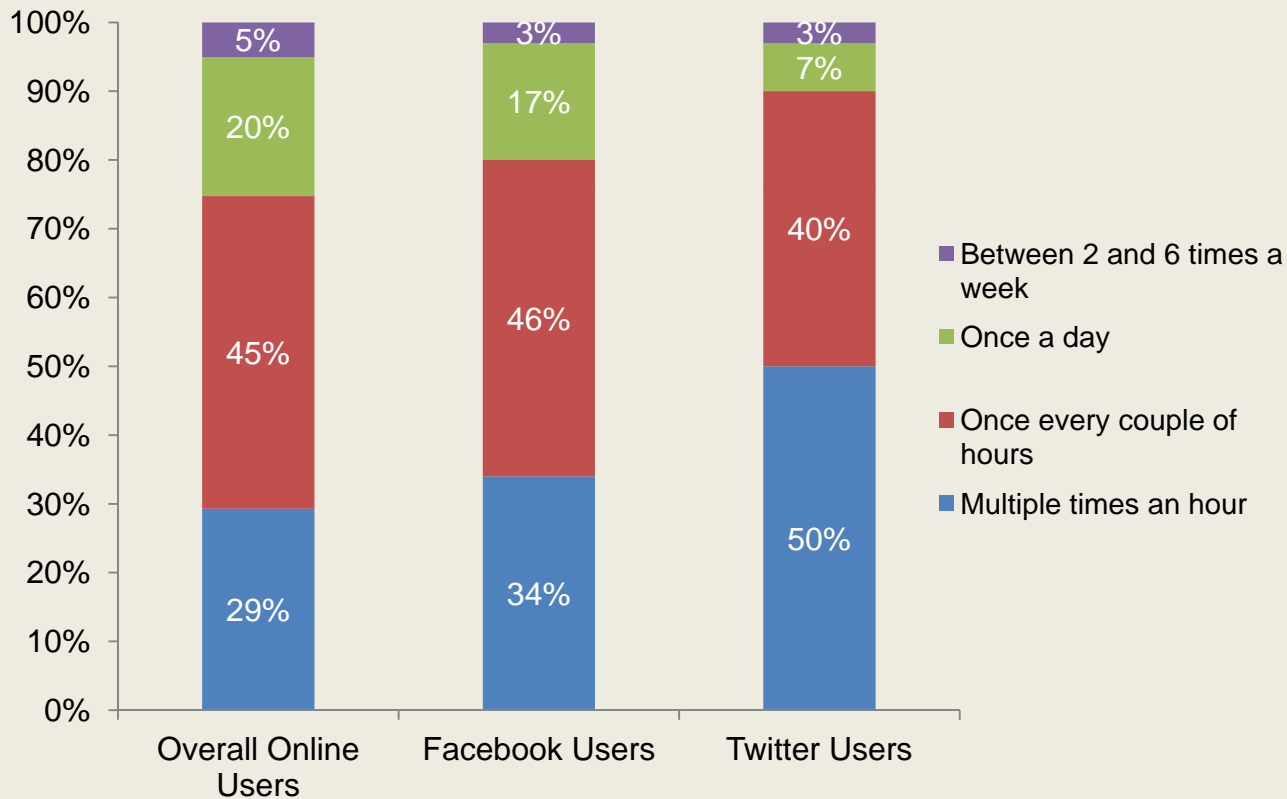


## About this study

- **Independent Research:**
  - Conducted through the [CMB Consumer Pulse](#)
  - Supported by [Constant Contact](#)
- **Methodology:**
  - Data collected from 1,491 consumers, age 18+ in the United States through the Research Now online panel
  - Data was collected through a 15-minute online questionnaire fielded in January 2011.

# Twitter users are frequent online users overall; 50% go online more than once an hour

### Time Spent Online

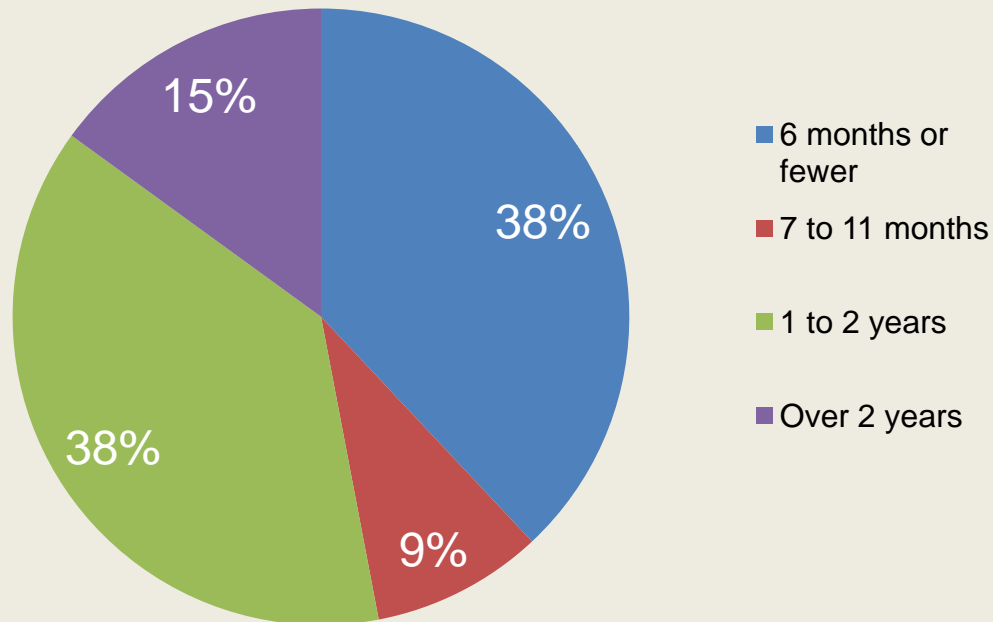


### Did You Know?

60% of Twitter users also use Facebook more than 3 hours a week (versus 49% of Facebook users overall).

# Twitter may be early in its lifecycle; nearly half of users have been tweeting less than one year

Length of Time as Twitter User

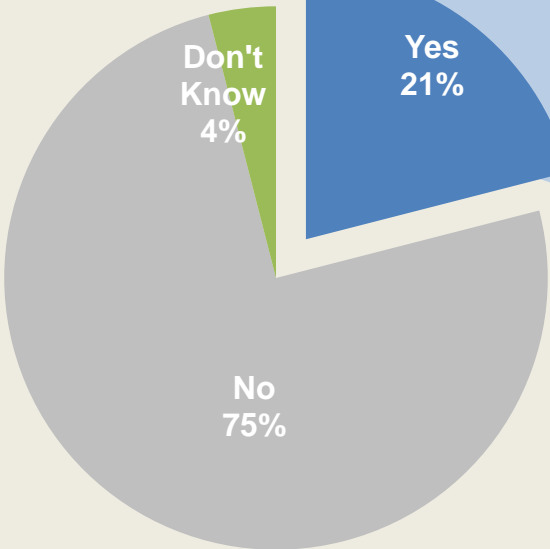


## Did You Know?

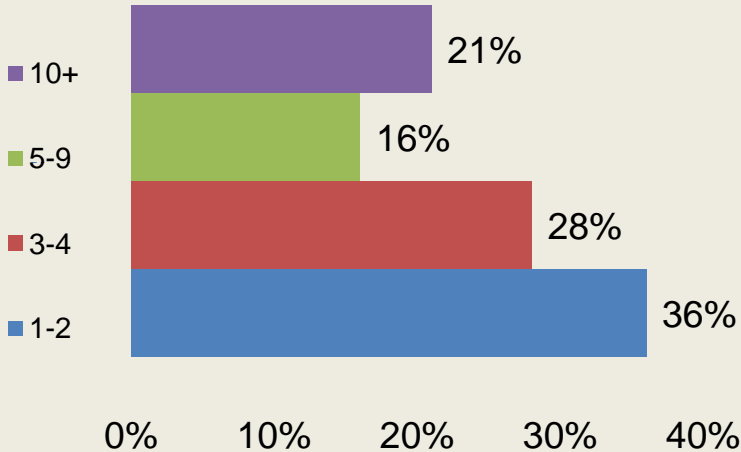
A quarter of Twitter users over age 50 have been tweeting less than one month.

# Most Twitter users are selective about brands they follow; 79% follow fewer than 10 brands

### Follow Brands on Twitter



### Number of Brands Followed on Twitter



Base: Those who follow brands on Twitter • Q34a. Approximately, how many brands do you follow?;  
Base: Those who use Twitter • Q34. Do you follow any brands on Twitter?



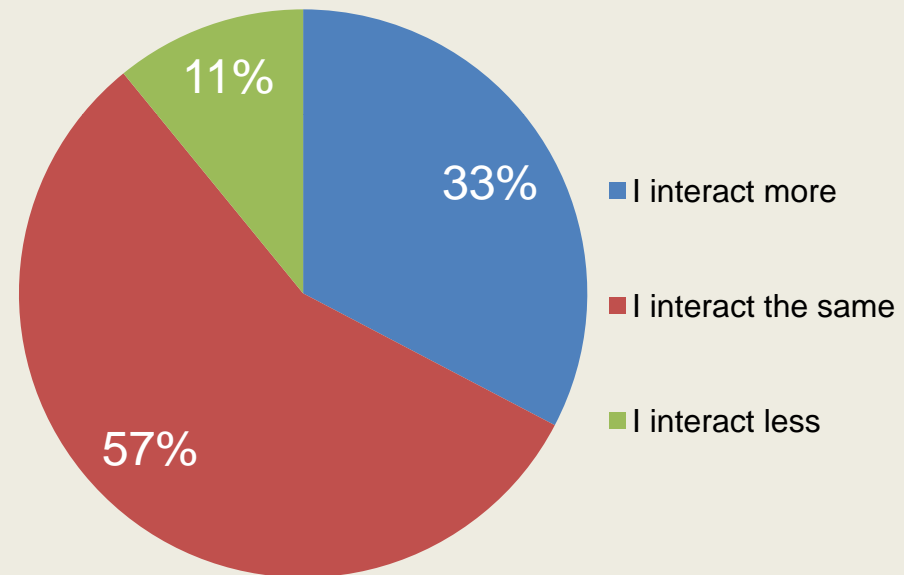
# One-third of brand followers are interacting with brands more this year than the previous year

Interaction with brands versus previous year



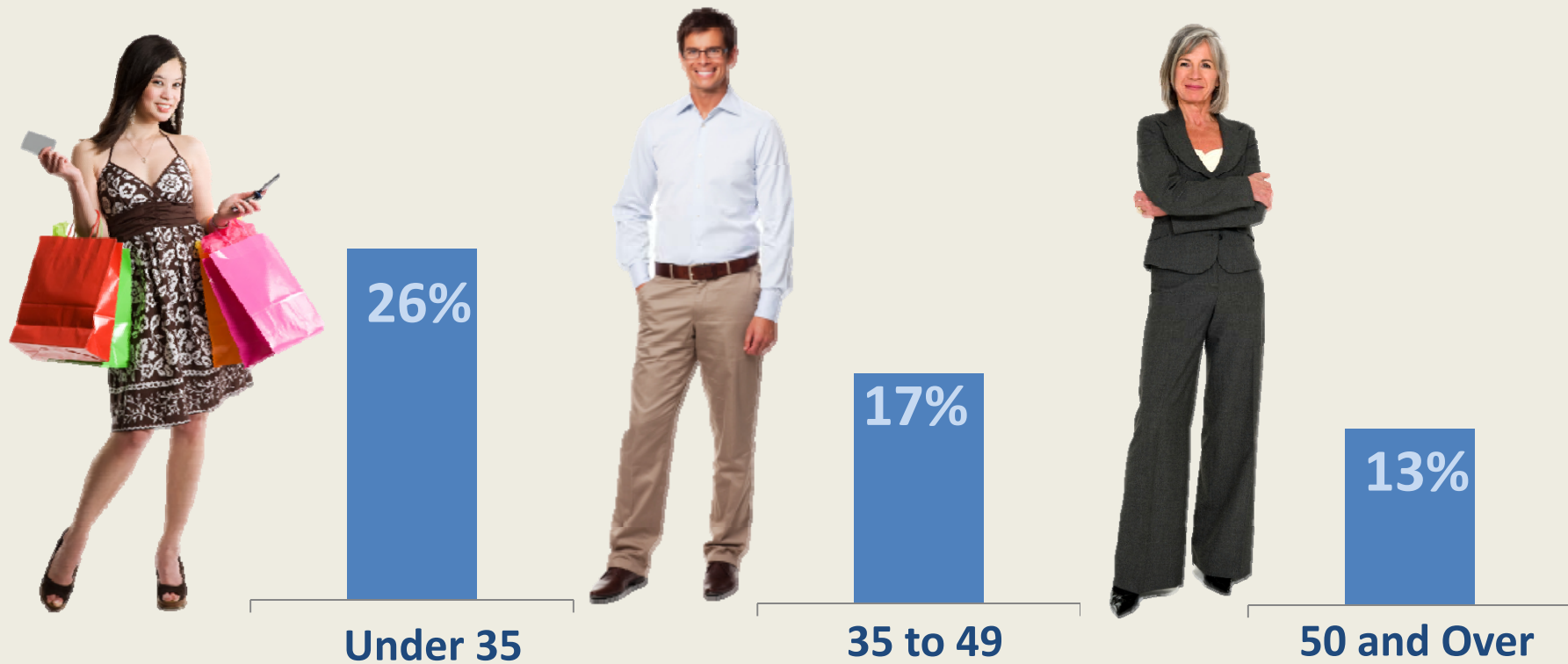
## Did you know?

Men increased their rate of brand interaction more from the previous year (38% vs. 27% of women)



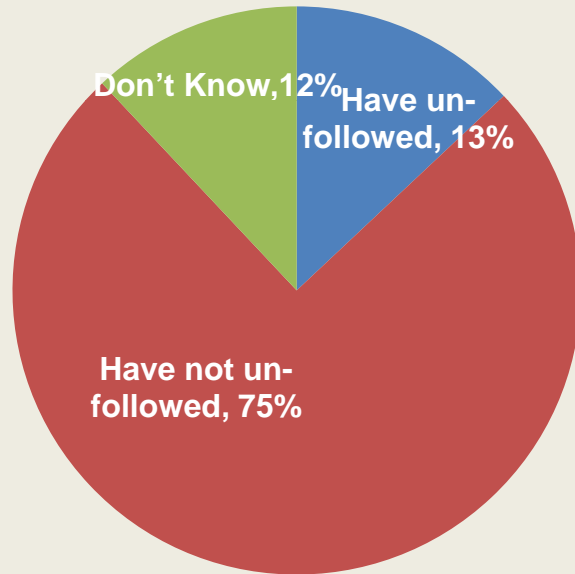
# Twitter users under 35 are much more likely to follow brands on Twitter than are older users

Twitter users who follow brands (by age)



# 75% of followers have never “un-followed” a brand

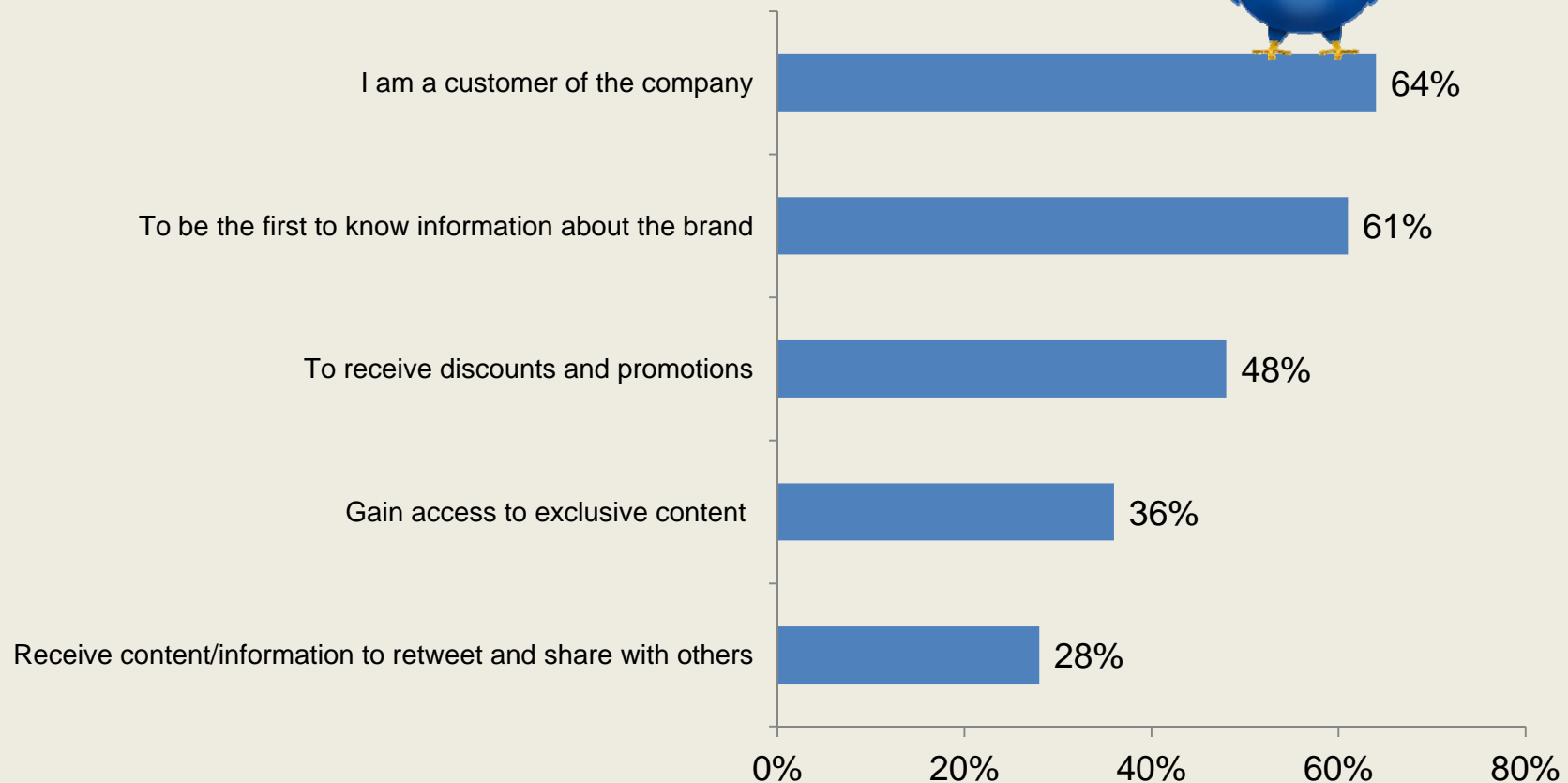
Percentage of Fans who have and have not “un-followed” a Brand on Twitter



**Did you know?**  
Brand followers over 35 are even more likely to stay followers.

# People follow brands to receive exclusivity, promotions, and be “in the know”

## Top Five Reasons for Following Brands on Twitter



# Followers read brand posts more than they tweet about brands

**84%** Read the tweets posted by the brand

**23%** Tweet about the brand



**Did You Know?**  
67% of brand followers expect unique content from the brands they follow.

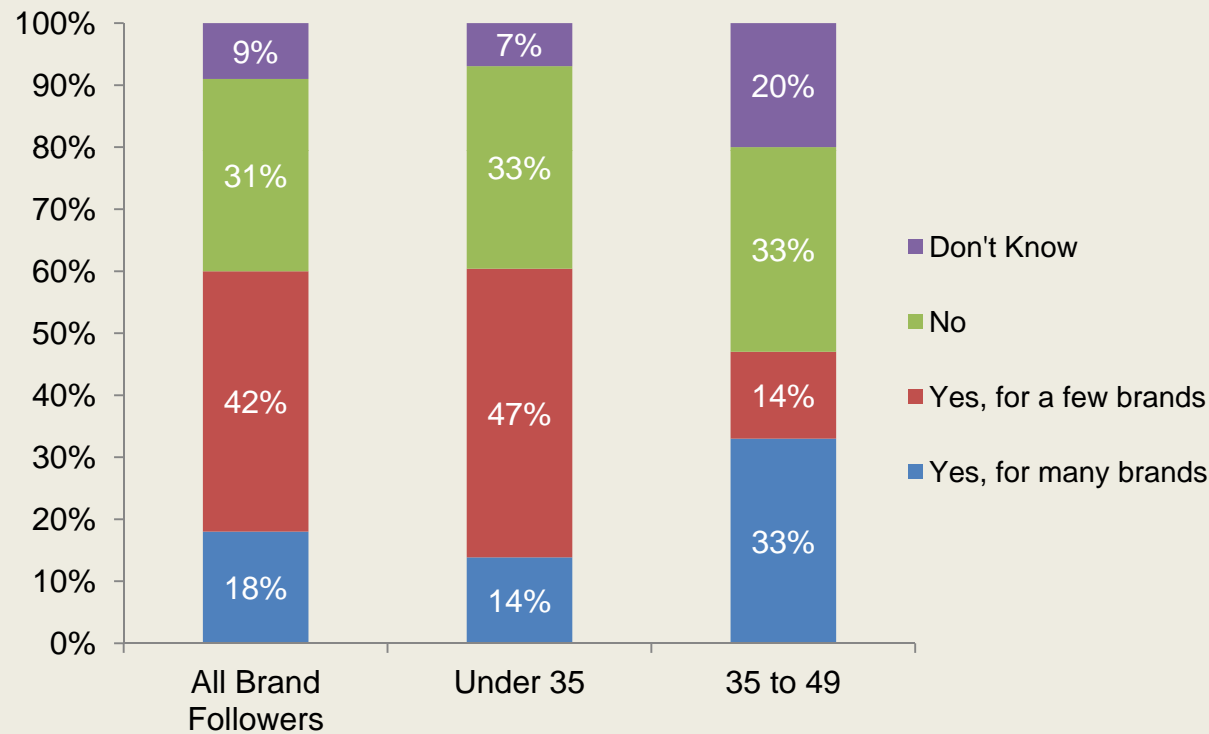


Base: Those who follow brands on Twitter • Q34I. For brands that you follow on Twitter, please describe what you do to interact with these brands.



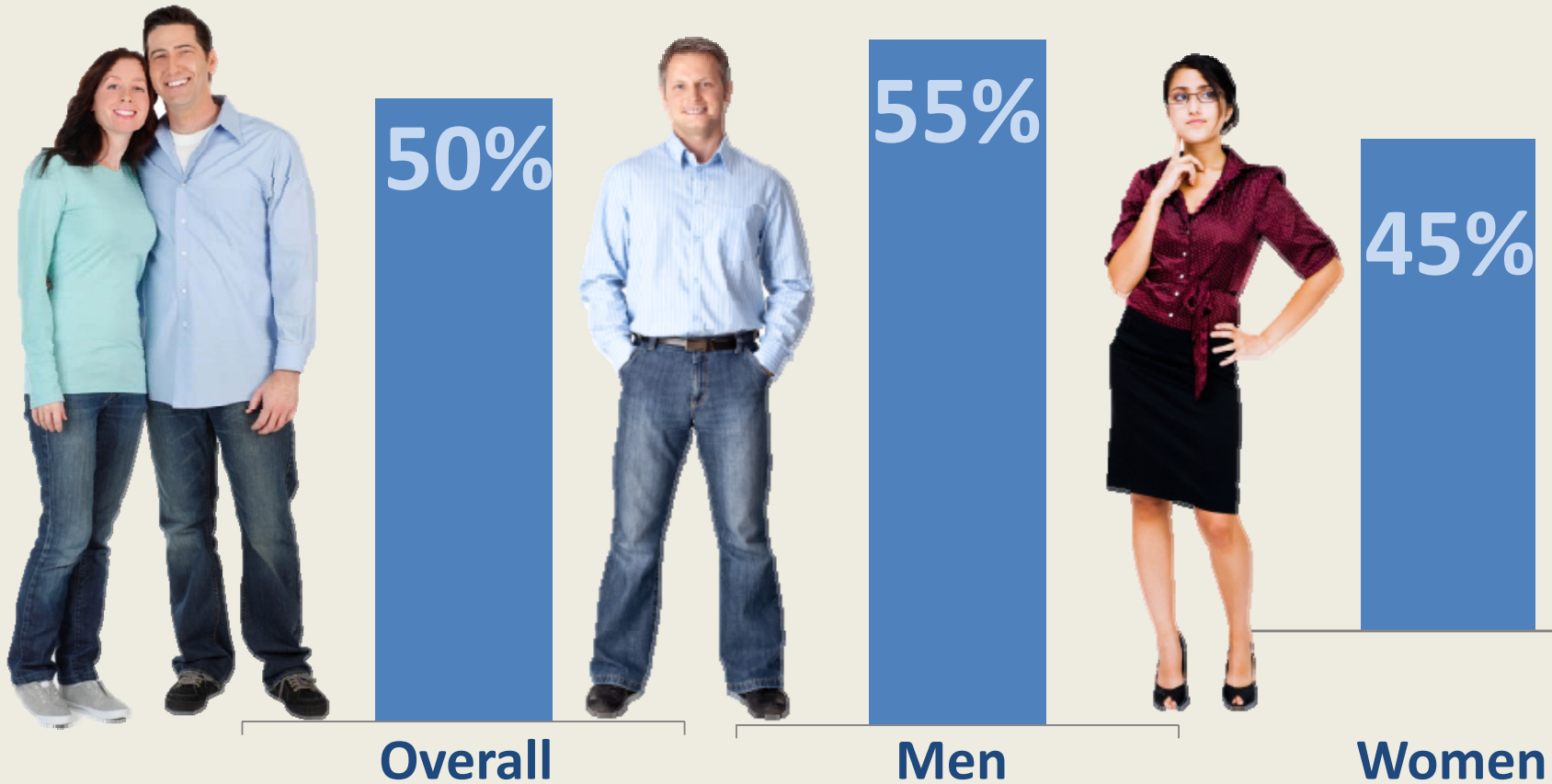
# 60% of followers say they're more likely to recommend a brand to a friend after following

Percentage of followers likely to recommend brand to friends after becoming followers



# Half of followers say they're more likely to buy a brand after following

## Men are More Likely to Buy Since Becoming a Follower



Base: Those who follow brands on Twitter • Q34e. Are you more likely to buy since becoming a follower? (% Yes)



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