

10 Remarkable Twitter Statistics for 2015

- 1. The number of people using Twitter has increased by more than 50 million in the past year. The network now has over 270 million active users.**
- 2. In 2013, Twitter generated \$716 million in Auto Sales. The best returns were on luxury model cars. For every \$1 invested in Twitter marketing, luxury car brands saw a return of \$17.80. That's a return of 1,780%.**
- 3. Over 300 billion tweets have been shared since the network launched. 0.01% of these (32 million) were shared during the 2014 World Cup final. This is more tweets than were shared during any other single event, including the Superbowl.**
- 4. By 2015, one fifth (20.5%) of internet users in the US are expected to have Twitter accounts. This figure has grown from 15.2% in 2012, and is set to rise to 24.2% by 2018.**
- 5. Katy Perry (60 million) and Justin Bieber (57 million) each have more Twitter followers than Barack Obama (50 million). Lady Gaga is 6th in the world with 43 million followers, ahead of Britney Spears at 39.5 million.**
- 6. The average Twitter user follows five or more businesses. Over a third (37%) of Twitter users will buy from a brand they follow.**
- 7. Mobile users are more active on Twitter than desktop users. People with Twitter on their smartphone are 79% more likely to access Twitter several times a day. They're also twice as likely to use Twitter the moment they wake up.**
- 8. Americans *love* to Tweet about what they're watching. Between January and April 2014, 17 million Americans shared tweets about a TV show. In total during this period, over 361 million tweets were shared about TV.**
- 9. Three in ten small businesses have yet to join Twitter. What are you waiting for guys?**
- 10. YouTube is the most popular brand on Twitter, with 46.5 million followers. They're ahead of Instagram (36 million followers) and Twitter**

(33 million followers). Facebook has just 14 million Twitter followers, less than the New York Times.

Twitter facts and statistics

1. The hashtag (#) first proposed by the user **Chris Messina** debuted in August, 2007. The common wisdom at the time was that it would be “too techy” to catch on. **Chris** now has over 75,000 followers.
2. The US Airways crash in New York City’s Hudson River in January 2009 heralded Twitter as becoming the prominent news breaking social media network
3. In 2010 Twitter started monetizing its platform with promoted tweets, trends and accounts, 4 years after it launched in March 2006
4. In 2011 it teamed up with Apple and Twitter was integrated into Apple’s mobile operating system IOS 5. This provided a huge surge in user acquisition
5. For fun in 2014 it launched a “**Discover your first tweet**” service.
6. Timeline views for the last 3 months touched 182 billion
7. Revenue at Twitter is approaching an annualized rate of \$2 billion a year. The latest quarter revenue results were \$432 million which was a 97 percent increase.
8. Monthly active users (MAU) sit currently at 288 million
9. There are 3,600 employees
10. 50% of the employees are engineers
11. 80% of Twitter active users are on mobile
12. Vine (the looping video app) has 40 million users
13. 500 million tweets are sent per day
14. Three of the five richest people in the world have a verified Twitter account. **Bill Gates, Warren Buffett** and **Larry Ellison** have a combined \$206.2 billion, according to *Forbes*, and are all sending 140-character messages.
15. The most **retweeted tweet** ever came from Ellen DeGeneres in March 2014. The star-studded selfie tweet at the Oscars produced 3.4 million retweets.
16. The first user to hit **1 million followers** was Ashton Kutcher, beating out CNN in a race that was broadcast in a live stream from Kutcher’s home.
17. Seven of the 10 most followed accounts belong to singers.
18. Twitter won’t allow you to follow more than 2,000 people unless you have 2,000 followers.
19. Twitter only added 4 million users in the last 3 months
20. There are 391 million Twitter accounts with no followers
21. Twitter’s technology can handle 18 quintillion followers
22. Estimated number of Twitter users un the USA by 2018 – 66 million

23.33% of American Teens use Twitter

Sources: [Twitter](#), [CNBC](#). [Expanded Ramblings](#), [Pew Research](#)

So how will you use Twitter?

Is it just for fun? Do you use it to for driving traffic to your website or blog, creating brand awareness or following your favorite sports figure or artist?