

JOKE, PHILOSOPHY

CAN THIS BE TRUE?

29.10.2019

Only 3 days ago [I opened a new twitter channel](#). to accompany this blog. Only a few tweets later without any follower, Twitter has some first analytics: the audience here is married, rich people with completed high school who have an interested in dogs, comedy, sports and sciences. Whatever that means.

Analytics Home Tweets Audiences Events More ▾

Science Surf ▾  Sign up for Twitter Ads

Audience insights

Science Surf @wjstde_Science

All Twitter users ▾ Country: United States Persona: All Twitter Add more filters

+Add comparison audience

OVERVIEW Top interest Dogs **DEMOGRAPHICS** Top language English **LIFESTYLE** Top lifestyle type Online buyers **CONSUMER BEHAVIOR** Top buying style Quick & easy **MOBILE FOOTPRINT** Top wireless carrier AT&T

Interests

Interest name	% of audience
Dogs	99%
Comedy (Hobbies and interests)	93%
Music festivals and concerts	89%
Sports news	82%
Science news	80%
Comedy (Movies and television)	78%
Sporting events	73%
Tech news	72%
Weather	68%
Technology	68%

Values based on 28.1% match rate from Twitter partners

Occupation

Occupation type	% of audience
Professional/technical	28%
Homemaker	25%
Health services	21%
Self-employed	19%
Management	14%
White collar worker	13%
Tradesman/labourer	12%
Retired	12%
Sales/marketing	11%
Student	6%

Values based on 9.5% match rate from Twitter partners

Consumer buying styles

Consumer style name	% of audience
Quick & easy	75%
Premium brands	71%
Home cooking & grilling	66%

Household income categories

Income category	% of audience
\$75,000 - \$99,999	15%
\$100,000 - \$124,999	13%
\$60,000 - \$74,999	11%
\$150,000 - \$199,999	9%
\$125,000 - \$149,999	8%

Values based on 28.1% match rate from Twitter partners

Net worth

Net worth category	% of audience
\$1 - \$100,000	36%
\$100,000 - \$1,000,000	36%
\$1,000,000 - \$1,999,999	12%
\$2,000,000 +	10%
\$150,000 to \$249,999	2%
\$100,000 to \$149,999	2%
\$25,000 to \$49,999	2%

Values based on 11.4% match rate from Twitter partners

Marital status

Marital status	% of audience
Married	54%
Single	47%

Values based on 12.6% match rate from Twitter partners

Education (highest level completed)

Completed high school	65%
Completed college	27%
Completed graduate school	9%