

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.



## Audience insights

Science Surf @wjstde\_Science

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

+Add comparison audience

| OVERVIEW             | DEMOGRAPHICS            | LIFESTYLE                           | CONSUMER BEHAVIOR                | MOBILE FOOTPRINT             |
|----------------------|-------------------------|-------------------------------------|----------------------------------|------------------------------|
| Top interest<br>Dogs | Top language<br>English | Top lifestyle type<br>Online buyers | Top buying style<br>Quick & easy | Top wireless carrier<br>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%           |

## Occupation

| Occupation type        | % of audience |
|------------------------|---------------|
| Professional/technical | 28%           |
| Homemaker              | 25%           |
| Health services        | 21%           |
| Self-employed          | 19%           |
| Management             | 14%           |
| White collar worker    | 13%           |
| Tradesman/laborer      | 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)

