



**Pew Internet**  
Pew Internet & American Life Project

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**PewResearchCenter**

# 13% of online adults use Twitter

**Half of Twitter users access the service “on the go” via  
mobile phone**

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[http://pewinternet.org/ Reports/2011/Twitter-Update-2011.aspx](http://pewinternet.org/Reports/2011/Twitter-Update-2011.aspx)

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## 13% of online adults use Twitter, and half of Twitter users access the service on a cell phone

As of May 2011, 13% of online adults use the status update service Twitter. That represents a significant increase from the 8% of online adults who identified themselves as Twitter users the first time we asked our “stand-alone” question about Twitter adoption in November 2010.<sup>1</sup>

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### Who uses Twitter?

*% of internet users within each group who use Twitter*

<b>All internet users</b>	<b>13%</b>
<b>Gender</b>	
Men	14
Women	11
<b>Age</b>	
18-29	18*
30-49	14*
50-64	8
65+	6
<b>Race/Ethnicity</b>	
White, non-Hispanic	9
Black, non-Hispanic	25*
Hispanic	19*
<b>Household Income</b>	
Less than \$30,000	12
\$30,000-\$49,999	15
\$50,000-\$74,999	12
\$75,000+	15
<b>Education level</b>	
High school grad	8
Some college	12
College+	16*
<b>Geographic location</b>	
Urban	15*
Suburban	14*
Rural	7

**Source:** The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. \* indicates statistically significant difference between rows.

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<sup>1</sup> See <http://pewinternet.org/Reports/2010/Twitter-Update-2010.aspx>

For the first time in our May 2011 survey, we also included a follow-up question asking cell phone-owning Twitter users<sup>2</sup> if they access the service on their phones and found that half (54%) access the service in this way. Due to sample size limitations, we are unable to provide detailed statistics on mobile Twitter usage by different demographic groups.

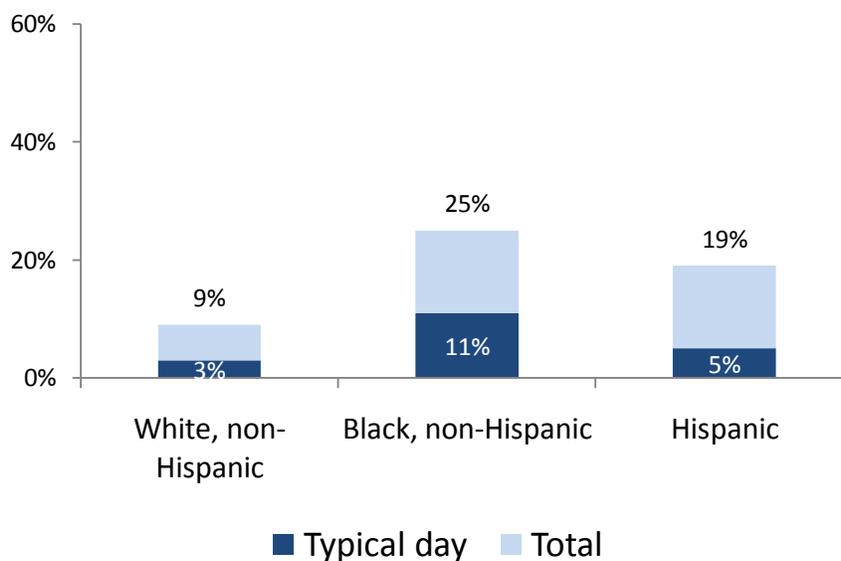
## Twitter adoption is particularly high among non-whites

Non-white internet users continue to have higher rates of Twitter use than their white counterparts; indeed, the Twitter adoption gap between African-Americans and whites has increased over the past six months. In November 2010, there was an eight percentage point difference in Twitter use between African-American and white internet users (13% for blacks vs. 5% for whites). By May 2011, that gap was 16 percentage points—25% of online African Americans now use Twitter, compared with 9% of such whites. African-American and Latino internet users are each significantly more likely than whites to be Twitter adopters. Even more notable: One in ten African-American internet users now visit Twitter on a typical day—that is double the rate for Latinos and nearly four times the rate for whites.

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### African-Americans and Latinos are more likely than whites to use Twitter

*% of internet users in each group who use Twitter (total and on a typical day)*



**Source:** The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

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<sup>2</sup> 95% of Twitter users own a cell phone, and 94% access the internet wirelessly using a mobile phone or some other device.

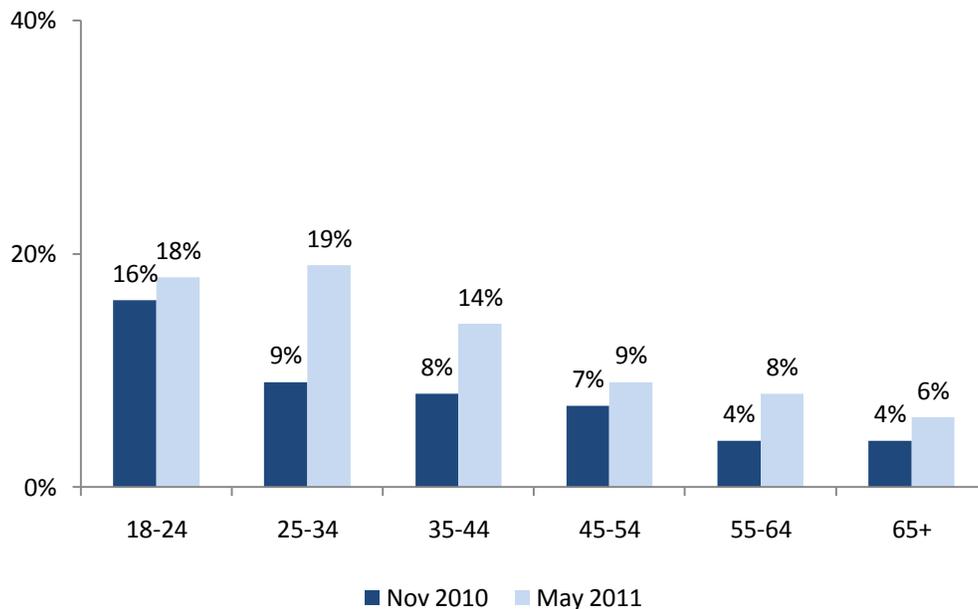
## Twitter usage by those ages 25-44 has grown significantly since late 2010

Although young adults continue to have relatively high rates of Twitter usage, the number of 30-49 year olds who use the service has doubled since late 2010—from 7% of such users in November to 14% in May 2011. This growth trend is especially pronounced among 25-34 year olds—Twitter use for this cohort roughly doubled between November 2010 and May 2011, from 9% to 19%—although growth in Twitter use among internet users ages 35-44 was notable as well (from 8% in late 2010 to 14% in spring 2011). By contrast, Twitter adoption over the same time period was stable among the youngest adults (those ages 18-24) who were the most likely to use the service in our first survey.

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### Twitter use by 25-44 year olds has grown significantly since late 2010

*% of internet users in each group who use Twitter*



**Source:** The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

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## Survey question

### Spring Change Assessment Survey 2011

Final Topline

5/25/2011

Data for April 26–May 22, 2011

Princeton Survey Research Associates International  
for the Pew Research Center's Internet & American Life Project

Sample: n= 2,277 national adults, age 18 and older, including 755 cell phone interviews

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,277]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,701]

Form B (the form used for online phone calling question) [n=846]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,914]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,015]

**WEB1** Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[INSERT; RANDOMIZE]? / Did you happen to do this **yesterday**, or not?<sup>3</sup> Based on all internet users [N=1,701]

Use Twitter

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Current	13	4	87	*	0
November 2010	8	2	92	0	*

<sup>3</sup> Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?" Unless otherwise noted, trends are based on all internet users for that survey.

## Methodology

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from April 26 to May 22, 2011, among a sample of 2,277 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,522) and cell phone (755, including 346 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.4 percentage points. For results based on Internet users (n=1,701), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage weight is the product of two adjustments made to the data – a Probability of Selection Adjustment (PSA) and a Phone Use Adjustment (PUA). The PSA corrects for the fact that respondents in the landline sample have different probabilities of being sampled depending on how many adults live in the household. The PUA corrects for the overlapping landline and cellular sample frames.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced by form to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2010 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the January-June 2010 National Health Interview Survey. Following is the full disposition of all sampled telephone numbers:

**Table 2: Sample Disposition**

Landline	Cell	
32,909	19,899	Total Numbers Dialed
1,416	364	Non-residential
1,428	35	Computer/Fax
32	----	Cell phone
16,833	8,660	Other not working
1,629	287	Additional projected not working
11,571	10,553	Working numbers
35.2%	53.0%	Working Rate
543	96	No Answer / Busy
3,091	3,555	Voice Mail
53	10	Other Non-Contact
7,884	6,892	Contacted numbers
68.1%	65.3%	Contact Rate
489	1,055	Callback
5,757	4,618	Refusal
1,638	1,219	Cooperating numbers
20.8%	17.7%	Cooperation Rate
56	33	Language Barrier
----	426	Child's cell phone
1,582	760	Eligible numbers
96.6%	62.3%	Eligibility Rate
60	5	Break-off
1,522	755	Completes
96.2%	99.3%	Completion Rate
13.6%	11.5%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 11.5 percent.