

BASIC DEMOGRAPHICS

Category	Criteria	Size	Followers of @taylorswift13		Twitter distribution	T avg.	from	to
Gender	Male	11,483,920	23.9%			46.1%	3.2%	95.9%
Gender	Female	36,647,300	76.1%			53.9%	4.1%	96.8%
Family status	Single	42,645,837	88.6%			50.6%	1.9%	99.5%
Family status	Married	5,485,383	11.4%			49.4%	0.6%	98.1%
Family status	Parents	4,125,556	8.6%			13.5%	0.5%	74.9%
Age	Age 16 and under	16,779,047	34.9%			6.1%	0.1%	87.7%
Age	Age 17 to 19	18,097,891	37.6%			31.7%	0.5%	90.6%
Age	Age 20 to 24	9,366,289	19.5%			32.5%	2.0%	75.0%
Age	Age 25 to 29	2,549,605	5.3%			16.3%	0.1%	59.4%
Age	Age 30 to 34	663,041	1.4%			5.7%	0.0%	45.3%
Age	Age 35 to 39	283,985	0.6%			3.1%	0.0%	36.3%
Age	Age 40 to 49	280,555	0.6%			3.4%	0.0%	74.7%
Age	Age 50 to 59	63,034	0.1%			0.6%	0.0%	42.7%
Age	Age 60 and over	41,855	0.1%			0.5%	0.0%	7.6%
Personal income	Under \$10,000	31,784,112	66.0%			55.5%	0.9%	99.0%
Personal income	\$10,000 - \$19,999	8,538,175	17.7%			20.0%	0.7%	86.8%
Personal income	\$20,000 - \$29,999	4,468,138	9.3%			13.6%	0.2%	55.4%
Personal income	\$30,000 - \$39,999	1,840,151	3.8%			5.8%	0.0%	31.0%
Personal income	\$40,000 - \$49,999	845,541	1.8%			2.8%	0.0%	35.4%
Personal income	\$50,000 - \$74,999	604,417	1.3%			2.0%	0.0%	54.0%
Personal income	\$75,000 - \$99,999	45,403	0.1%			0.2%	0.0%	13.3%
Personal income	Over \$100,000	5,282	0.0%			0.1%	0.0%	2.8%

POPULARITY WITH DEMOGRAPHIC:

- ① Within the top 10% of all twitter accounts
- ② Within the top 20% of all twitter accounts
- ③ Within the top 30% of all twitter accounts

HIGH - Top 30% of all Twitter accounts:

AVERAGE - Mid 40% of all Twitter accounts:

LOW - Bottom 30% of all Twitter accounts: