

Men Begin To Catch Up With Women On Twitter

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Nearly 32 million Americans will access Twitter at least monthly this year

US usage of Twitter is still continuing to grow at healthy rates, though double-digit increases will end in 2014, eMarketer predicts.

This year, 31.8 million US internet users of any age will access Twitter at least monthly, up from just over 25 million in 2011 and rising to nearly 40 million by 2014.

For the first time, in 2012, that number will represent more than 20% of social network users and more than 10% of the total US population—still not a very great share considering the amount of media attention the microblogging service enjoys, but a growing base of users.

Growth in Twitter users will come this year mostly from the 18- to 24-year-old age group, which will jump 60.5%. Higher-than-average growth will also occur among those under 12 and over 55, a pattern that will continue throughout the forecast period.

These groups currently make up the smallest shares of Twitter users, so they have the most room for growth.

Meanwhile, growth among women, which was significantly higher than that of men in 2010 and 2011, will be edged out by increases in male users, as they begin to catch up. By 2014, the number of US men accessing Twitter will nearly reach parity with women.

eMarketer's estimates of Twitter users are based on the analysis of survey and traffic data from research firms and regulatory agencies; Twitter company releases; historical trends; internet and mobile adoption trends; and demographic adoption trends.

9 August 2012