SA Twitter Report 2010

Analysis and Demographics
Of South African Twitter Usage

Provided by



Fuseware
strategic social media integration

The South African Tweeter

To date, there has been no extensive analysis of South African Twitter usage.

Fuseware has profiled millions of tweets from South Africa and tens of thousands of users to better understand the South African Tweeter. We have aggregated this information into dozens of graphs and word clouds for easy reading and dissemination.

This information is based on Twitter data from March and April 2010. It is free to use and reference this information, provided that it is attributed to Fuseware.

Grand Totals

Number of Active* SA Twitter users	55000
Monthly tweets from SA	1.5 million
Twitter web penetration	4.5% of SA sites reference Twitter
Twitter SA site popularity	7th most visited website in SA
Average Twitter followers for SA	115
Average friends for SA	122
Average total tweets per user for SA	346
Percent of protected accounts	0.38%
Percent of geo-location enabled accounts	12.96%
Percent of Twitter verified accounts	0.014%

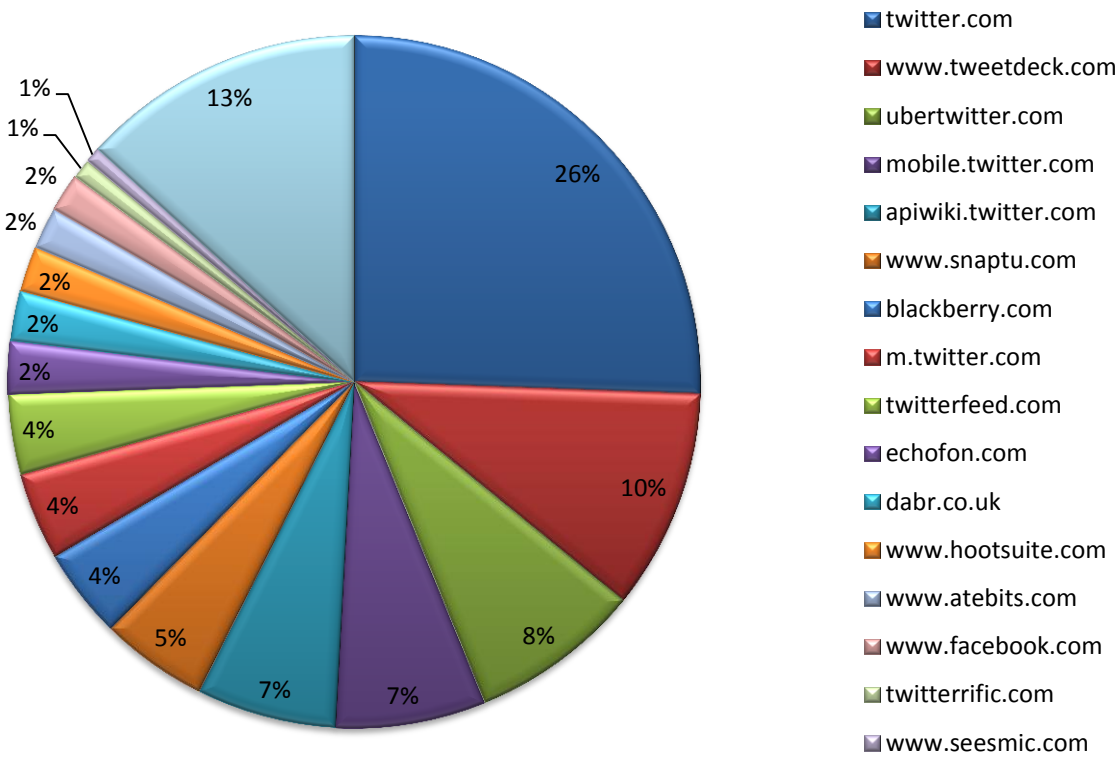
* At least one tweet in the last month

Tweet Statistics

Percent which are retweets	23%
Percent which are questions	17.3%
Percent containing links	24.5%
Percent addressing another user	47%
Average character count	81.4
Average word count	13.8
Percent containing swear words	1.47%
Tweets from mobile (approx)	35-40%

* At least one tweet in the last 2 months

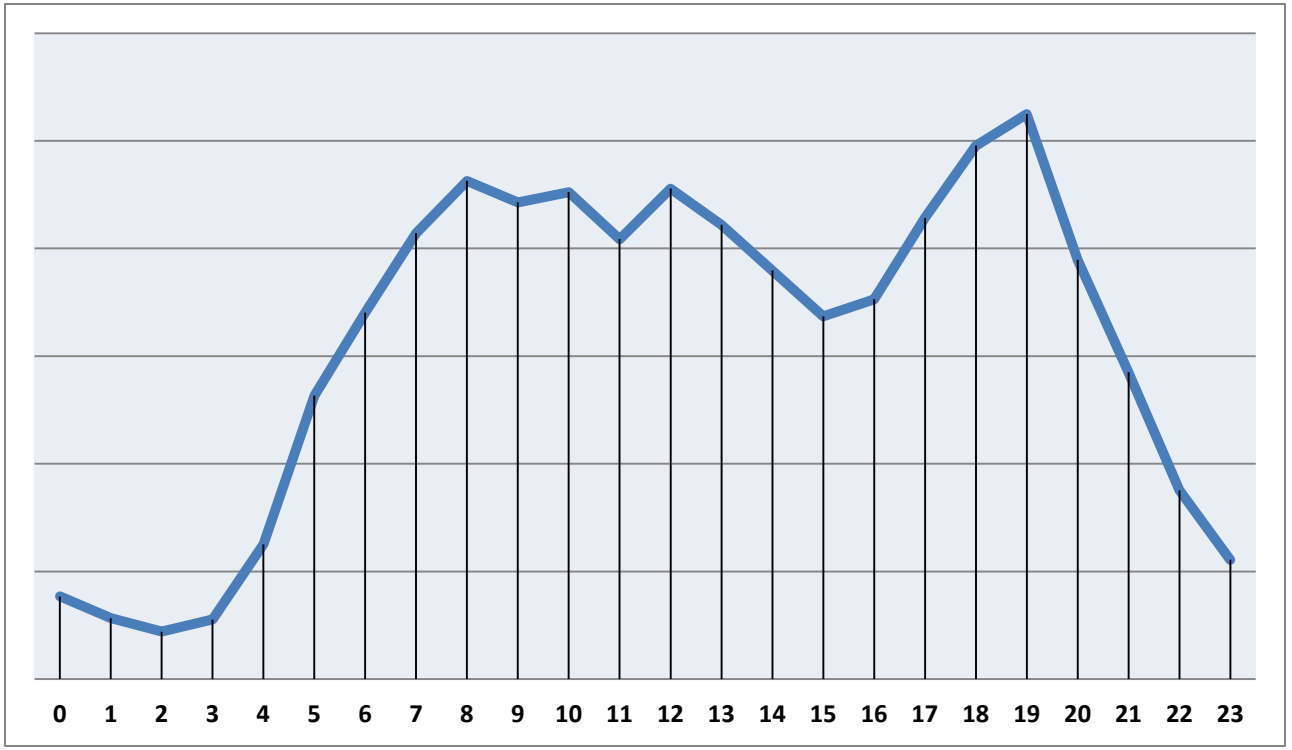
Top Twitter Posting Sources



People hardly use Twitter.com directly for posting tweets, with only 26% logging into the site to post updates.

The most popular Twitter client is TweetDeck, with 10% of all SA tweeters using it.

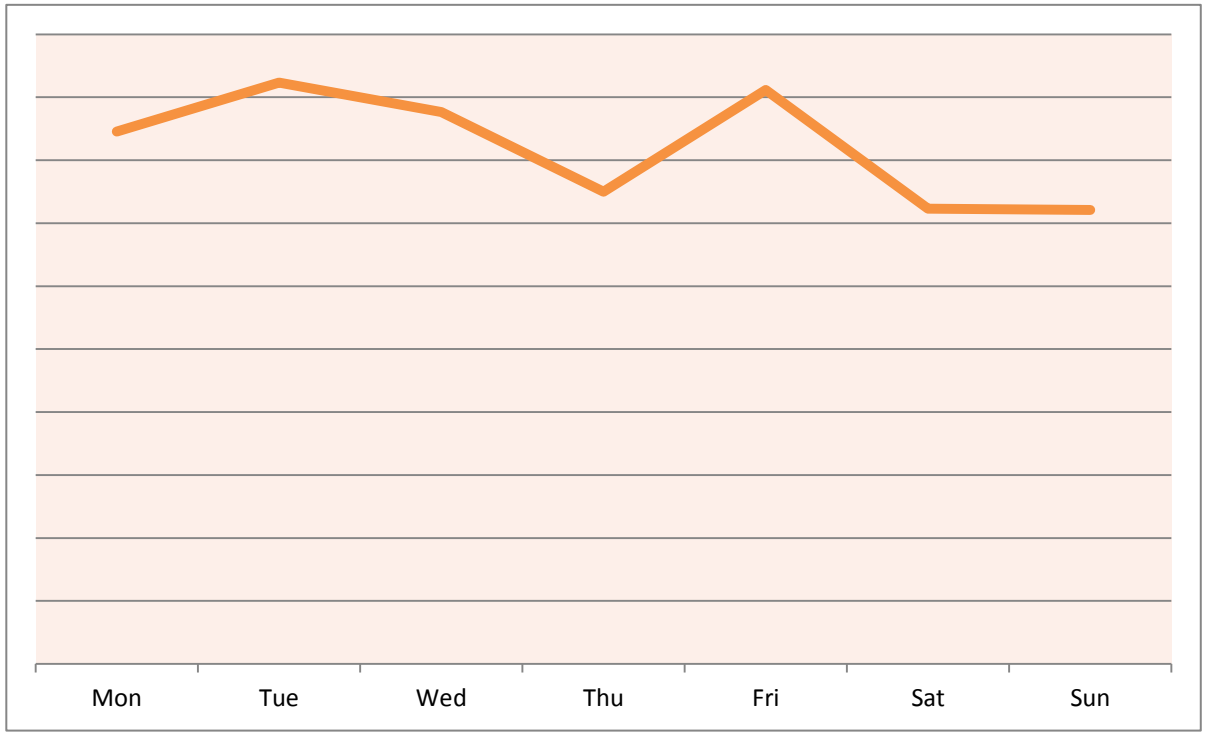
Hourly Tweets



SA mostly tweets at night, between 7 and 8 pm.

Many also tweet first thing in the morning, and over lunch.

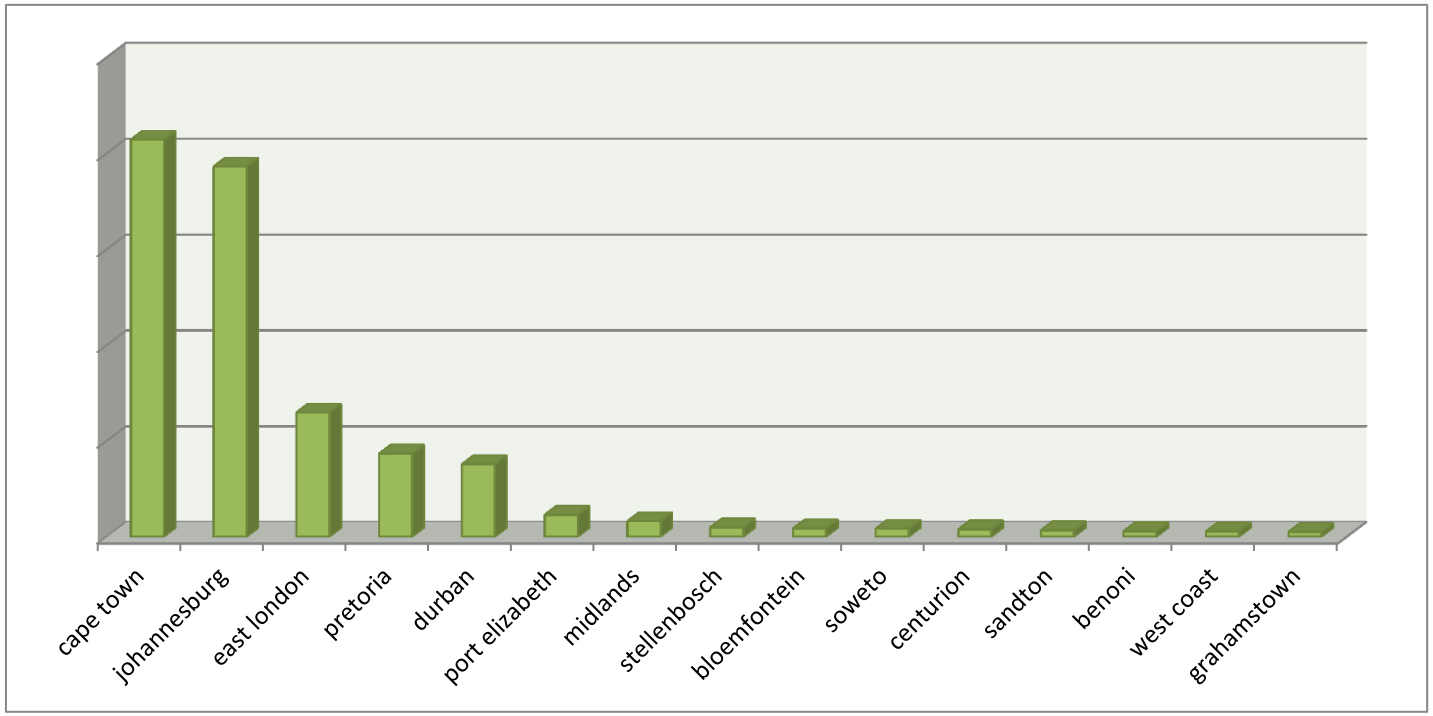
Daily Tweets



A surprising find is that SA tweets more on Tuesday than any other day of the week.

The least popular day to tweet is Sunday.

Top Towns



The bulk of SA Twitter users are located in Cape Town, which has almost a third of all users.

Tweeting is still confined to the few developed cities, with Cape Town and Johannesburg taking a vast lead. Pretoria, while being a large city, does not take much interest in Twitter.

Users with the Most Followers

Rank	User	Rank	User
1	TinaCook	11	donnette
2	FIFAWorldCupTM	12	howdous
3	GarethCliff	13	GraemeSmith49
4	travelscout_sa	14	followf1
5	justinharrison	15	BibleThoughts
6	WCUP2010	16	FatLoss_Help
7	Neelsdl	17	5FM
8	geoffreygordon	18	RobAndersonsays
9	LifeCanBeDffrnt	19	big_edlange
10	wentzeldk	20	jodenecoza

Users with the Most Tweets

Rank	User	Rank	User
1	howdous	11	Rubyletters
2	donnette	12	cameronolivier
3	bertbrussen	13	ExMi
4	iol	14	AshHoney101
5	Shaman777	15	cazpi
6	GGDGAFxxk	16	Passionatematch
7	DirtyPopStar	17	tinyvamp
8	SteveBuchalter	18	karinb_za
9	baspaternotte	19	Milieunet
10	News24	20	kambabe

Users with the Most Friends

Rank	User	Rank	User
1	TinaCook	11	FatLoss_Help
2	travelscout_sa	12	RobAndersonsays
3	justinharrison	13	FIFAWorldCupTM
4	Neelsdl	14	jodenecoza
5	LifeCanBeDffrnt	15	big_edlange
6	geoffreygordon	16	BibleThoughts
7	wentzeldk	17	LionsRugbyTeam
8	donnette	18	busrep
9	followf1	19	SteveBuchalter
10	howdous	20	OnAfricanSafari

Users SA talks to the Most

Rank	User	Rank	User
1	f1sasha	11	fabpee
2	tranq15	12	garethcliff
3	hayleykn	13	5fm
4	khayadlanga	14	anele
5	djfreshsa	15	mslelob
6	bonang	16	choo_me
7	alambchop	17	akianastasiou
8	mvelasep	18	siyabulelas
9	mslishia	19	al_ice
10	lulocafe	20	justinbieber

Most Common hashtags

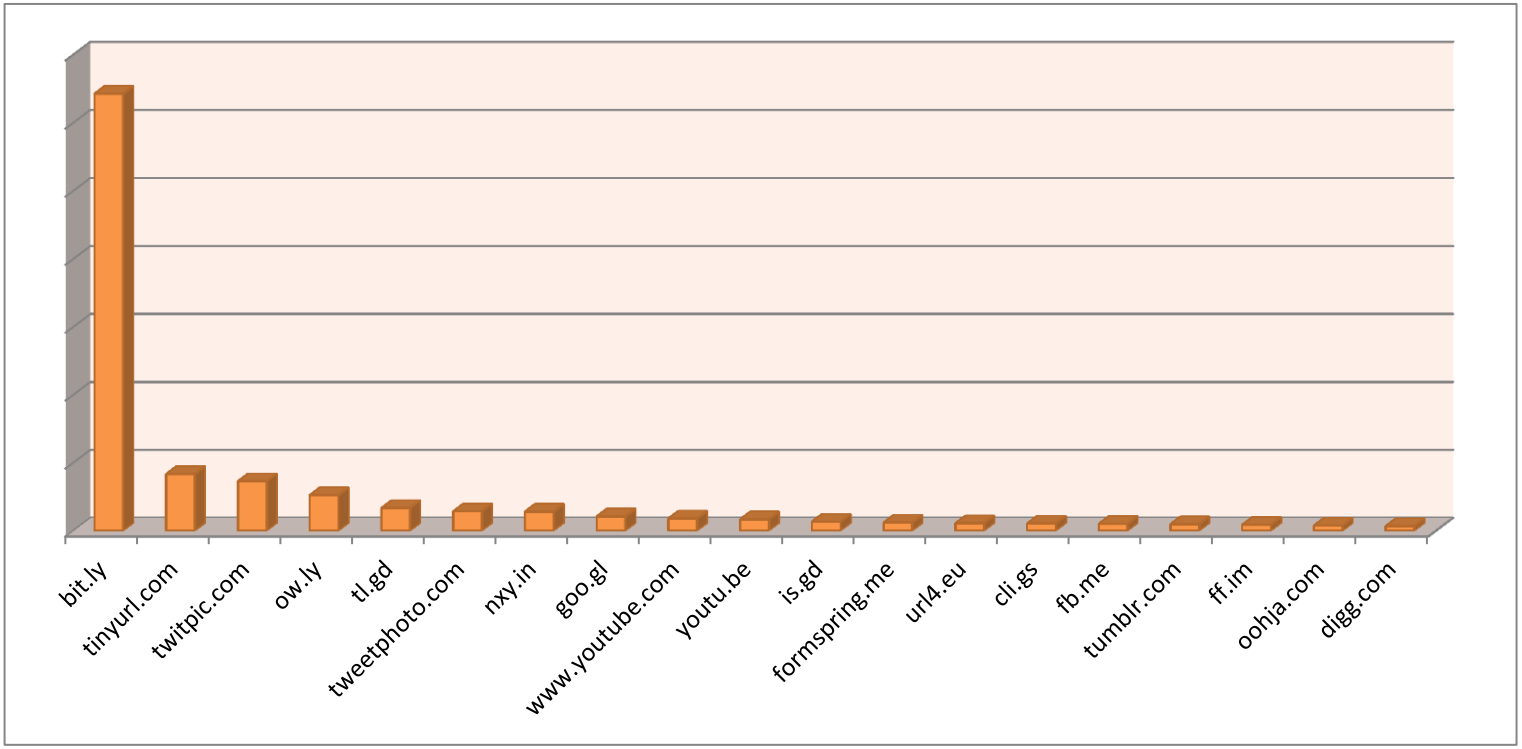
Rank	Hashtag	Rank	Hashtag
1	nowplaying	11	touchmeonmystudio
2	ff	12	capetown
3	fb	13	quote
4	sama16	14	justsaying
5	smed10	15	southafrica
6	wheniwasinschool	16	f1
7	generations	17	shoutout
8	followfriday	18	worldcup2010
9	fail	19	babyavatarweek
10	worldcup	20	wc2010



Hashtags are a way to add searchable tags to Twitter posts.

The most common hashtag is #nowplaying, indicating which song a user is currently playing. The latest Internet meme, “touchmeonmystudio”, also makes an appearance.

Most Common URL domains



Twitter users love posting links to sites. The most popular domain is bit.ly, which is the most popular URL shortener in the world.

Pictures and videos are shared ravenously by SA Twitter users.

Most Common Occupations



This word cloud was made by mining the Twitter bios of every SA Twitter user for occupational information. Bigger words indicate a more popular occupation.

The most popular users of Twitter are designers, students, writers and engineers.

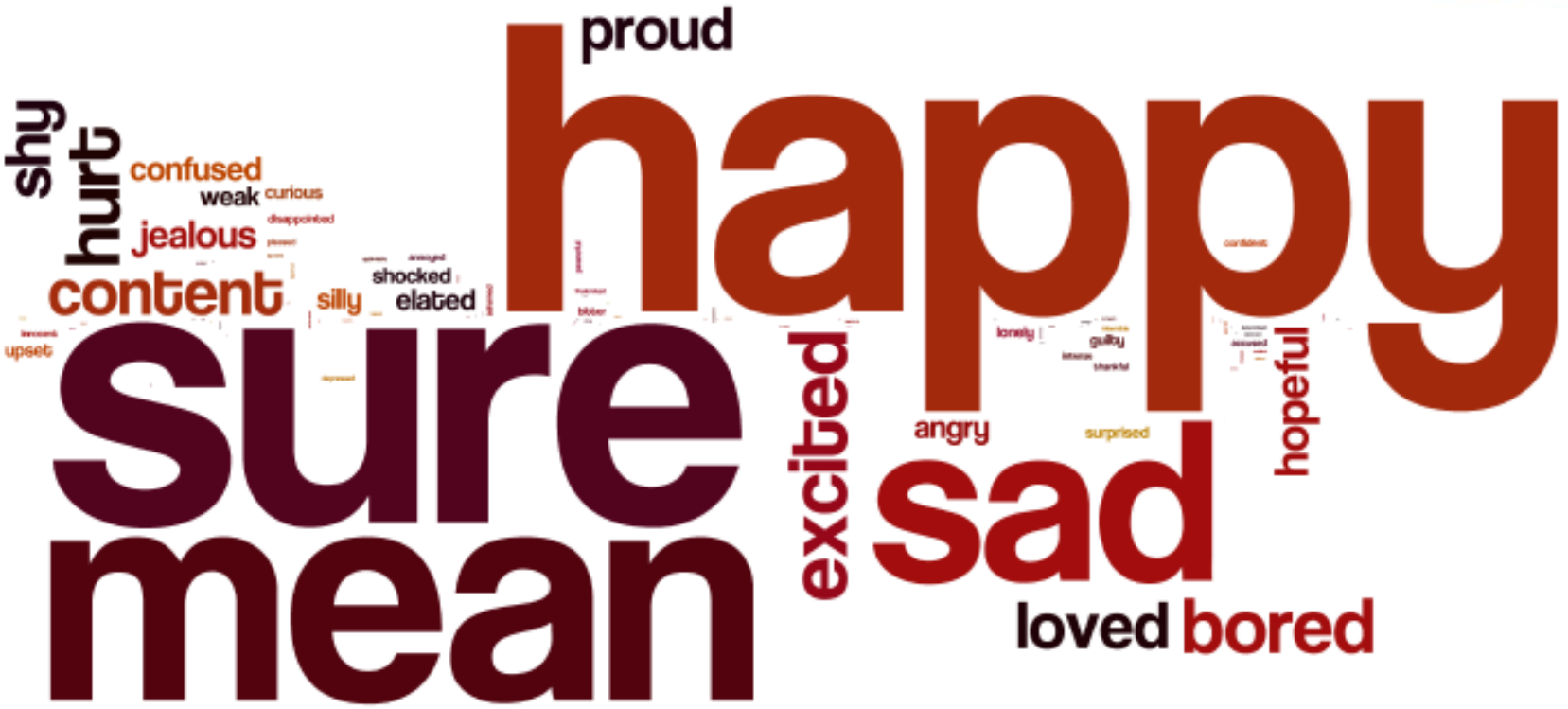
Most Common Bio Interests



This word cloud was made by mining the Twitter bios of every SA Twitter user for information regarding their interests. Bigger words indicate a more popular interest.

The most popular interests of SA Twitter users are love, life and music.

Most Common Emotions



This word cloud was made by mining every tweet for emotional information.

SA users are mostly happy, sure of something or think that something is mean.

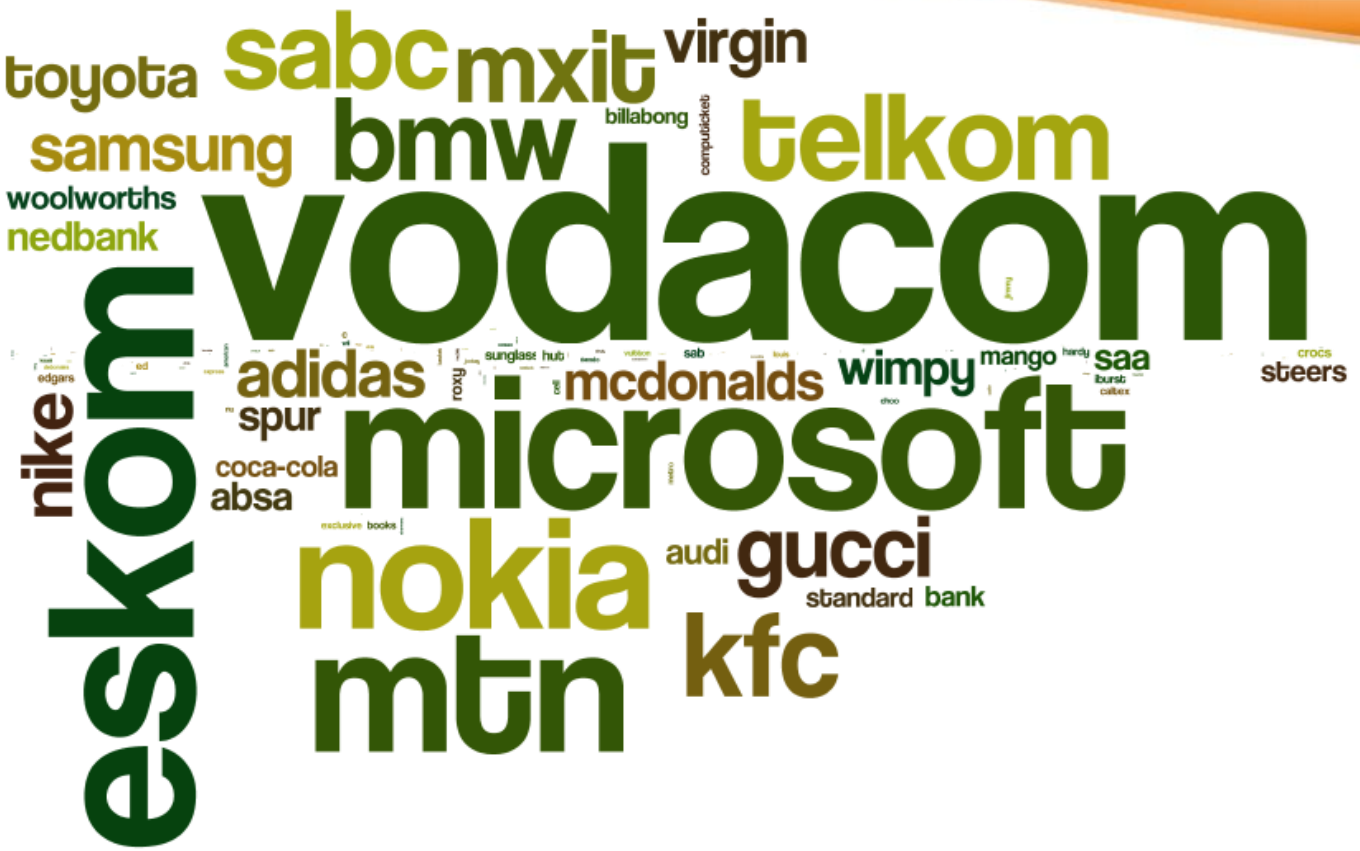
What SA Talks About



This word cloud was made by extracting the nouns from every tweet and profiling it.

SA tweets mostly contain “you” and “me”, but people also talk about their day, what they love and what their plans are.

Brands SA Talks About



The most popular companies that users talk about on Twitter are Vodacom, Eskom and Microsoft.

Sentiment analysis of these tweets has indicated that many of them are negative.

Our Data

Our data has been analysed and verified by data algorithms as well as competent people. If there is reason to suspect invalidity, please contact us.

If more data is required to segment the provided information, give more details or perform custom data mining of Twitter and other social media networks, contact Fuseware to see what we can do for you.

contact@fuseware.net

Fuseware
strategic social media integration