

# facebook vs. twitter

a breakdown of 2010 social demographics

**500 Million**  
total users

**88%** of people are aware of facebook

**41%** login everyday

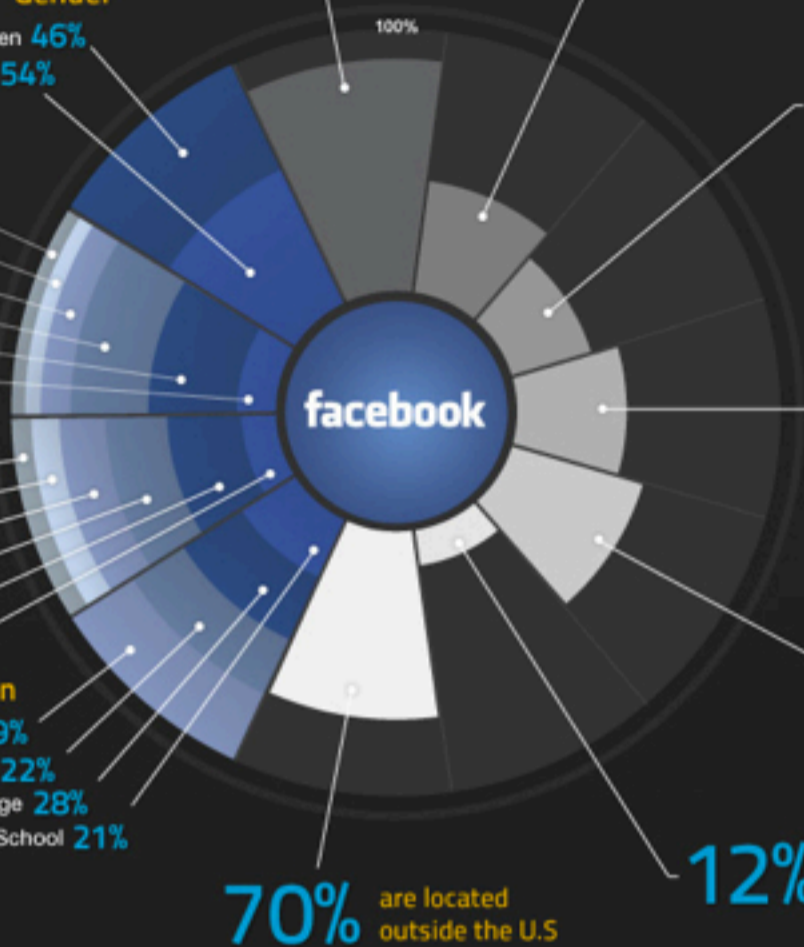
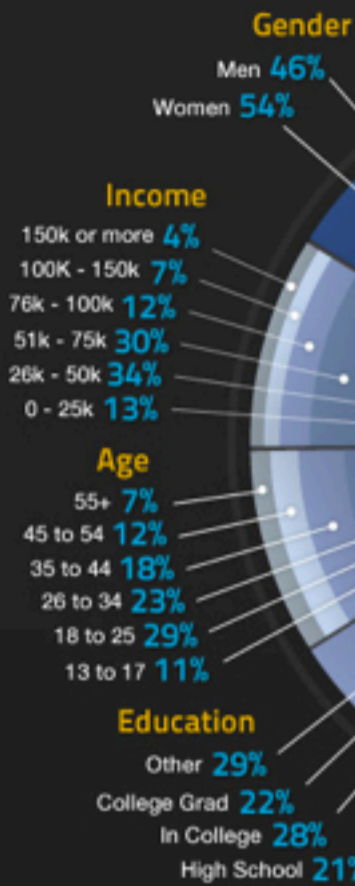
**30%** login via mobile device

**40%** follow a brand

**51%** of brand followers will purchase that specific brand

**12%** update their status everyday

**70%** are located outside the U.S



**106 Million**  
total users

**87%** of people are aware of Twitter

**27%** login everyday

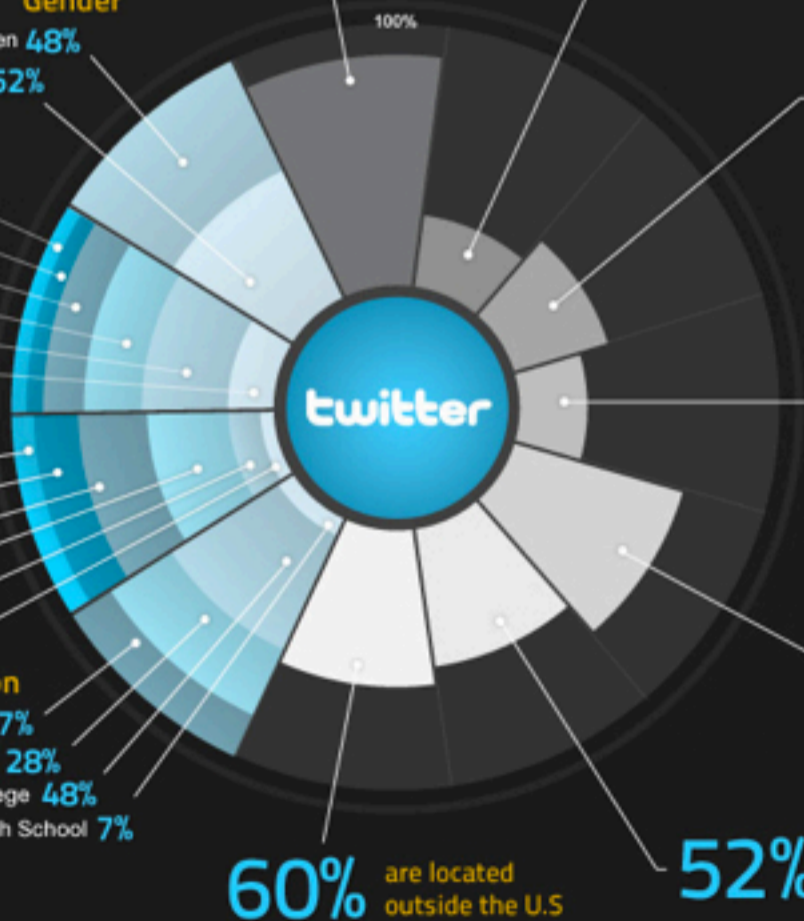
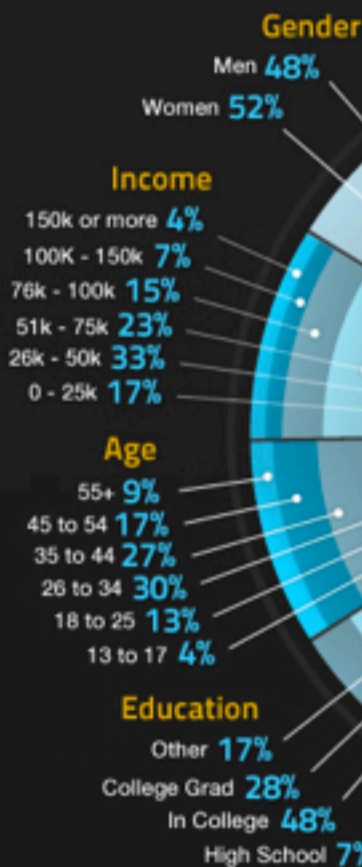
**37%** login via mobile device

**25%** follow a brand

**67%** of brand followers will purchase that specific brand

**52%** update their status everyday

**60%** are located outside the U.S



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Sources:  
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