

## AUDIENCE PROFILE

### KEY STATS

Size: 2,452 people  
 Gender: 58.3% male  
 Age: 52.6 years  
 Income: \$61.8K / year

### TWITTER ACTIVITY

They tweet: 7.3 times a day  
 They have: 354 followers  
 They follow: 565 accounts

### LOCATION

Predominantly United States (95.5%), with top cities:

- New York (5.3%)
- Washington DC (5.3%)
- Los Angeles (2.8%)
- Houston (2.8%)

### Profile for this group (#Benghazi)

People in this group are in their fifties, typically white/caucasians married with children and with very high income. The group includes a notable concentration in Texas.

**Professionally**, people in this group work as authors/writers, lawyers, senior managers and journalists. **The group has an exceptionally high concentration of members of the military** (within the top 10% of overall Twitter distribution in this respect).

**In their spare time** they enjoy technology news, nightlife/partying, history, keeping pets and family life. Sports that rise most notably above Twitter norm include baseball, football and hockey.

**As consumers** they are affluent and active, with spending focused most strongly on home/family and travel. Their strongest main street brand affiliations include Lowe's, Home Depot, Petco, PetSmart and Chuck E Cheese's.

**On Twitter** they tweet more than average yet have relatively few followers. Accounts followed significantly more than Twitter average include @MittRomney, @SarahPalinUSA, @RepPaulRyan, @marcorubio and @FoxNews.

### THEY EAT AT



### THEY SHOP AT







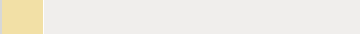





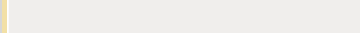

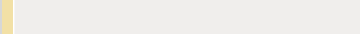

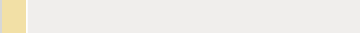

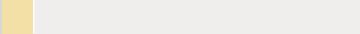

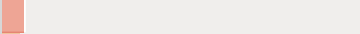

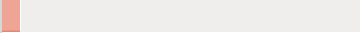





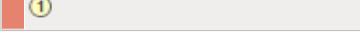

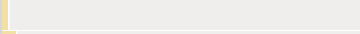

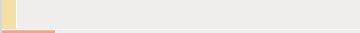



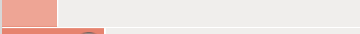





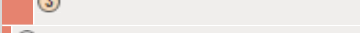

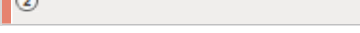

### THEY'RE DRESSED BY



### THEY USE








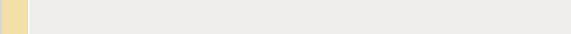

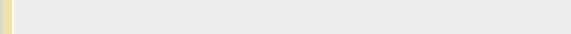

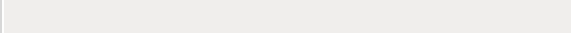









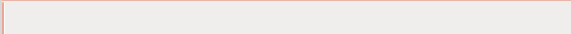

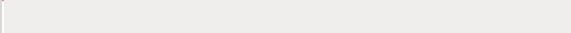

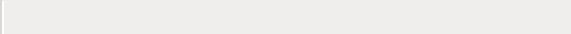

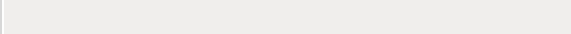

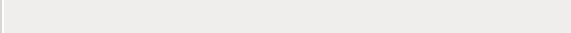

**BASIC DEMOGRAPHICS**

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Gender	Male	1,431	58.3%			47.4%	8.7%	86.0%
Gender	Female	1,021	41.7%			52.6%	13.8%	91.1%
Family status	Single	171	7.0%			38.1%	1.6%	98.2%
Family status	Married	2,281	93.0%			61.9%	1.9%	98.6%
Family status	Parents	1,761	71.8%			19.1%	1.1%	73.1%
Age	Age 16 and under	22	0.9%			14.2%	0.2%	86.3%
Age	Age 17 to 19	47	1.9%			17.8%	0.4%	70.1%
Age	Age 20 to 24	105	4.3%			21.4%	1.8%	72.1%
Age	Age 25 to 29	134	5.4%			16.0%	1.2%	57.1%
Age	Age 30 to 34	96	3.9%			7.5%	0.2%	40.0%
Age	Age 35 to 39	73	3.0%			8.3%	0.1%	38.1%
Age	Age 40 to 49	355	14.5%			11.2%	0.1%	70.0%
Age	Age 50 to 59	1,519	62.0%			2.3%	0.0%	23.0%
Age	Age 60 and over	94	3.8%			1.2%	0.0%	5.1%
Personal income	Under \$10,000	26	1.1%			44.8%	0.8%	97.0%
Personal income	\$10,000 - \$19,999	59	2.4%			17.5%	1.2%	77.0%
Personal income	\$20,000 - \$29,999	225	9.2%			14.6%	0.5%	45.0%
Personal income	\$30,000 - \$39,999	233	9.5%			10.0%	0.3%	30.1%
Personal income	\$40,000 - \$49,999	439	17.9%			5.8%	0.1%	31.1%
Personal income	\$50,000 - \$74,999	1,299	53.0%			5.1%	0.0%	47.1%
Personal income	\$75,000 - \$99,999	132	5.4%			1.8%	0.0%	15.2%
Personal income	Over \$100,000	38	1.5%			0.5%	0.0%	4.3%

**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: 

ETHNICITY									
Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to	
Race (US only)	White/caucasian	2,192	93.6%			65.7%	0.7%	99.7%	
Race (US only)	African American	106	4.5%			22.4%	0.3%	98.4%	
Race (US only)	Hispanic	41	1.7%			5.4%	0.4%	48.0%	
Race (US only)	Asian	3	0.1%			0.9%	0.0%	26.0%	
Religion	Jewish	1,280	52.2%			3.9%	0.1%	59.1%	
Religion	Christian	1,090	44.5%			90.8%	2.6%	99.8%	
Religion	Muslim	81	3.3%			2.6%	0.2%	97.0%	
Native language	English	2,442	99.6%			90.5%	3.7%	99.9%	
Native language	French	4	0.2%			0.3%	0.0%	48.0%	
Native language	Spanish	3	0.1%			1.5%	0.0%	92.2%	
Native language	German	1	0.0%			0.3%	0.0%	18.0%	
Native language	Dutch	1	0.0%			0.1%	0.0%	14.1%	
Native language	Swedish	1	0.0%			0.1%	0.0%	2.0%	

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### LOCATION SUMMARY

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Location: by country	United States	2,342	95.5%			35.0%	0.6%	97.6%
Location: by country	Canada	38	1.5%			1.4%	0.0%	45.0%
Location: by country	United Kingdom	16	0.6%			2.7%	0.0%	88.1%
Location: by country	Netherlands	6	0.2%			0.4%	0.0%	50.0%
Location: by country	Australia	4	0.2%			0.7%	0.0%	15.0%
Location: by country	France	4	0.2%			0.3%	0.0%	23.0%
Location: by US state	California	281	12.0%			21.7%	1.3%	74.0%
Location: by US state	Texas	258	11.0%			6.1%	0.5%	43.0%
Location: by US state	Florida	185	7.9%			6.4%	0.6%	45.0%
Location: by US state	New York State	123	5.2%			9.8%	0.7%	50.2%
Location: by US state	Pennsylvania	102	4.4%			2.9%	0.2%	21.0%
Location: by US state	Georgia	98	4.2%			3.4%	0.3%	40.0%
Location: by city	New York	130	5.3%			2.8%	0.0%	32.0%
Location: by city	Washington DC	130	5.3%			0.8%	0.0%	14.0%
Location: by city	Los Angeles	69	2.8%			2.0%	0.0%	36.0%
Location: by city	Houston	69	2.8%			0.8%	0.0%	7.1%
Location: by city	Atlanta	63	2.6%			1.3%	0.0%	31.0%
Location: by city	Boston	53	2.2%			0.6%	0.0%	5.0%
Location: by city	San Diego	50	2.0%			0.6%	0.0%	3.4%
Location: by city	Chicago	48	1.9%			1.3%	0.0%	12.0%
Location: by city	Dallas	45	1.8%			0.7%	0.0%	5.0%
Location: by city	Philadelphia	40	1.6%			0.8%	0.0%	7.0%
Location: by city	Austin	37	1.5%			0.5%	0.0%	4.1%

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LOCATION: BY COUNTRY

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Location: by country	United States	2,342	95.5%			35.0%	0.6%	97.6%
Location: by country	Canada	38	1.5%			1.4%	0.0%	45.0%
Location: by country	United Kingdom	16	0.6%			2.7%	0.0%	88.1%
Location: by country	Netherlands	6	0.2%			0.4%	0.0%	50.0%
Location: by country	Australia	4	0.2%			0.7%	0.0%	15.0%
Location: by country	France	4	0.2%			0.3%	0.0%	23.0%
Location: by country	UAE	2	0.1%			0.1%	0.0%	6.1%
Location: by country	Switzerland	2	0.1%			0.1%	0.0%	1.5%
Location: by country	Czech Republic	2	0.1%			0.1%	0.0%	0.7%
Location: by country	Germany	2	0.1%			0.4%	0.0%	16.0%
Location: by country	Ireland	2	0.1%			0.3%	0.0%	4.1%
Location: by country	Iran	2	0.1%			0.1%	0.0%	0.5%
Location: by country	Italy	2	0.1%			0.2%	0.0%	21.0%
Location: by country	Japan	2	0.1%			0.2%	0.0%	98.9%
Location: by country	Mexico	2	0.1%			0.4%	0.0%	58.0%
Location: by country	Philippines	2	0.1%			0.3%	0.0%	13.0%
Location: by country	Russia	2	0.1%			0.1%	0.0%	31.0%
Location: by country	Libya	2	0.1%			0.1%	0.0%	0.9%
Location: by country	Belgium	1	0.0%			0.1%	0.0%	2.4%
Location: by country	Colombia	1	0.0%			0.2%	0.0%	14.0%
Location: by country	Cuba	1	0.0%			0.1%	0.0%	0.6%
Location: by country	Denmark	1	0.0%			0.1%	0.0%	1.2%
Location: by country	Dom. Republic	1	0.0%			0.1%	0.0%	2.3%
Location: by country	Egypt	1	0.0%			0.1%	0.0%	4.1%

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LOCATION: BY US STATE

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Location: by US state	California	281	12.0%			21.7%	1.3%	74.0%
Location: by US state	Texas	258	11.0%			6.1%	0.5%	43.0%
Location: by US state	Florida	185	7.9%			6.4%	0.6%	45.0%
Location: by US state	New York State	123	5.2%			9.8%	0.7%	50.2%
Location: by US state	Pennsylvania	102	4.4%			2.9%	0.2%	21.0%
Location: by US state	Georgia	98	4.2%			3.4%	0.3%	40.0%
Location: by US state	Arizona	82	3.5%			1.9%	0.1%	14.0%
Location: by US state	North Carolina	77	3.3%			2.0%	0.2%	18.0%
Location: by US state	Ohio	76	3.3%			2.5%	0.2%	20.1%
Location: by US state	DC	73	3.1%			1.5%	0.1%	20.0%
Location: by US state	Massachusetts	59	2.5%			2.2%	0.1%	17.1%
Location: by US state	Illinois	57	2.5%			3.7%	0.3%	25.0%
Location: by US state	Washington	54	2.3%			1.8%	0.0%	15.0%
Location: by US state	Indiana	52	2.2%			2.1%	0.2%	26.1%
Location: by US state	Virginia	52	2.2%			2.2%	0.2%	25.0%
Location: by US state	Wisconsin	50	2.1%			1.0%	0.0%	6.2%
Location: by US state	Alabama	48	2.1%			1.1%	0.1%	40.1%
Location: by US state	Colorado	48	2.1%			1.9%	0.1%	17.0%
Location: by US state	South Carolina	47	2.0%			1.2%	0.1%	31.0%
Location: by US state	Tennessee	47	2.0%			1.6%	0.1%	14.1%
Location: by US state	Michigan	44	1.9%			2.5%	0.2%	24.0%
Location: by US state	New Jersey	42	1.8%			2.0%	0.1%	12.1%
Location: by US state	Missouri	37	1.6%			1.5%	0.1%	12.0%
Location: by US state	Maryland	32	1.3%			1.4%	0.1%	10.1%

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LOCATION: BY US STATE

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Location: by US state	Oklahoma	30	1.3%	③		0.7%	0.0%	7.1%
Location: by US state	Louisiana	28	1.2%			0.9%	0.0%	9.0%
Location: by US state	Oregon	27	1.1%			1.2%	0.0%	11.1%
Location: by US state	Nevada	25	1.1%			1.4%	0.1%	12.0%
Location: by US state	Minnesota	22	0.9%			1.3%	0.0%	9.0%
Location: by US state	Kentucky	20	0.9%	③		0.6%	0.0%	5.1%
Location: by US state	Kansas	19	0.8%	③		0.5%	0.0%	5.0%
Location: by US state	Arkansas	12	0.5%			0.5%	0.0%	5.1%
Location: by US state	Connecticut	12	0.5%			0.9%	0.0%	6.1%
Location: by US state	Hawaii	11	0.5%			0.5%	0.0%	11.1%
Location: by US state	Iowa	11	0.5%			0.5%	0.0%	4.2%
Location: by US state	Idaho	11	0.5%			0.4%	0.0%	11.1%
Location: by US state	Utah	11	0.5%			0.8%	0.0%	10.1%
Location: by US state	Alaska	10	0.4%	③		0.3%	0.0%	5.0%
Location: by US state	Nebraska	10	0.4%			0.4%	0.0%	7.1%
Location: by US state	West Virginia	10	0.4%	③		0.3%	0.0%	3.1%
Location: by US state	Mississippi	8	0.3%			0.6%	0.0%	12.0%
Location: by US state	New Hampshire	8	0.3%			0.4%	0.0%	4.2%
Location: by US state	Maine	7	0.3%			0.7%	0.0%	10.2%
Location: by US state	New Mexico	7	0.3%			0.4%	0.0%	4.2%
Location: by US state	Rhode Island	7	0.3%			0.3%	0.0%	5.3%
Location: by US state	Delaware	5	0.2%			1.0%	0.0%	57.0%
Location: by US state	Wyoming	5	0.2%			0.2%	0.0%	2.5%

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LOCATION: BY CITY

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Location: by city	New York	130	5.3%			2.8%	0.0%	32.0%
Location: by city	Washington DC	130	5.3%			0.8%	0.0%	14.0%
Location: by city	Los Angeles	69	2.8%			2.0%	0.0%	36.0%
Location: by city	Houston	69	2.8%			0.8%	0.0%	7.1%
Location: by city	Atlanta	63	2.6%			1.3%	0.0%	31.0%
Location: by city	Boston	53	2.2%			0.6%	0.0%	5.0%
Location: by city	San Diego	50	2.0%			0.6%	0.0%	3.4%
Location: by city	Chicago	48	1.9%			1.3%	0.0%	12.0%
Location: by city	Dallas	45	1.8%			0.7%	0.0%	5.0%
Location: by city	Philadelphia	40	1.6%			0.8%	0.0%	7.0%
Location: by city	Austin	37	1.5%			0.5%	0.0%	4.1%
Location: by city	Seattle	37	1.5%			0.6%	0.0%	3.3%
Location: by city	Denver	37	1.5%			0.6%	0.0%	3.2%
Location: by city	Phoenix	37	1.5%			0.5%	0.0%	4.1%
Location: by city	Pittsburgh	37	1.5%			0.4%	0.0%	2.3%
Location: by city	Las Vegas	32	1.3%			0.6%	0.0%	3.4%
Location: by city	Raleigh	29	1.2%			0.3%	0.0%	4.1%
Location: by city	Tampa	29	1.2%			0.5%	0.0%	2.7%
Location: by city	Indianapolis	29	1.2%			0.3%	0.0%	2.2%
Location: by city	Columbus	24	1.0%			0.4%	0.0%	2.3%
Location: by city	Cincinnati	24	1.0%			0.4%	0.0%	2.2%
Location: by city	San Francisco	21	0.9%			0.6%	0.0%	8.1%
Location: by city	Nashville	21	0.9%			0.4%	0.0%	5.0%
Location: by city	Milwaukee	21	0.9%			0.3%	0.0%	1.8%

POPULARITY WITH DEMOGRAPHIC:

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HIGH - Top 30% of all Twitter accounts:

AVERAGE - Mid 40% of all Twitter accounts:

LOW - Bottom 30% of all Twitter accounts:

LOCATION: BY CITY

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Location: by city	Jacksonville	21	0.9%	①		0.3%	0.0%	2.1%
Location: by city	Saint Louis	21	0.9%	②		0.5%	0.0%	2.3%
Location: by city	Minneapolis	19	0.8%			0.5%	0.0%	3.2%
Location: by city	Miami	19	0.8%			0.7%	0.0%	5.1%
Location: by city	Columbia, SC	19	0.8%	②		0.3%	0.0%	7.1%
Location: by city	Oklahoma City	16	0.6%	①		0.3%	0.0%	2.1%
Location: by city	Orlando	16	0.6%			0.5%	0.0%	2.5%
Location: by city	Birmingham, AL	16	0.6%	②		0.3%	0.0%	7.0%
Location: by city	Cleveland	16	0.6%	③		0.5%	0.0%	2.4%
Location: by city	Mesa, AZ	16	0.6%	①		0.2%	0.0%	2.3%
Location: by city	Vancouver	13	0.5%			0.5%	0.0%	8.0%
Location: by city	London	13	0.5%			1.9%	0.0%	54.0%
Location: by city	Charlotte	13	0.5%			0.4%	0.0%	4.1%
Location: by city	Portland	13	0.5%			0.5%	0.0%	3.0%
Location: by city	Louisville, KY	13	0.5%	②		0.3%	0.0%	2.2%
Location: by city	Buffalo	13	0.5%	①		0.2%	0.0%	1.4%
Location: by city	Honolulu	13	0.5%	②		0.3%	0.0%	1.6%
Location: by city	New Orleans	13	0.5%			0.4%	0.0%	3.2%
Location: by city	Kansas City	13	0.5%	③		0.4%	0.0%	2.0%
Location: by city	Marietta, GA	13	0.5%	②		0.3%	0.0%	2.3%
Location: by city	Baltimore	11	0.4%			0.4%	0.0%	4.1%
Location: by city	Madison, WI	11	0.4%	③		0.3%	0.0%	3.0%
Location: by city	Scottsdale, AZ	11	0.4%			0.4%	0.0%	2.2%

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OCCUPATIONS										
Category	Criteria	Size	Followers of @#Benghazi				Twitter distribution	T avg.	from	to
Occupations	Senior managers	246	10.1%					6.7%	0.9%	18.2%
Occupations	Military	239	9.7%					0.5%	0.0%	5.1%
Occupations	Authors/writers	203	8.3%					4.3%	0.6%	18.1%
Occupations	Students	198	8.1%					9.1%	1.3%	44.1%
Occupations	Journalists	187	7.6%					5.3%	0.7%	29.1%
Occupations	Entrepreneurs	121	4.9%					4.0%	0.5%	13.2%
Occupations	Teachers	118	4.8%					2.6%	0.3%	11.1%
Occupations	Musicians	103	4.2%					8.2%	0.8%	47.1%
Occupations	Lawyers	90	3.7%					1.3%	0.1%	14.1%
Occupations	Sales/marketing	82	3.4%					6.7%	0.7%	31.1%
Occupations	Consultants	82	3.4%					3.2%	0.3%	12.0%
Occupations	Artists	72	2.9%					2.5%	0.2%	13.1%
Occupations	Finance/banking	59	2.4%					0.9%	0.1%	5.2%
Occupations	Web developers	56	2.3%					2.8%	0.4%	17.0%
Occupations	Health workers	56	2.3%					1.4%	0.2%	8.0%
Occupations	Engineers	46	1.9%					1.7%	0.2%	11.1%
Occupations	Photographers	44	1.8%					1.4%	0.1%	7.2%
Occupations	TV/radio hosts	41	1.7%					0.8%	0.0%	3.4%
Occupations	Scientists	36	1.5%					0.4%	0.0%	2.6%
Occupations	Realtors	33	1.4%					0.7%	0.0%	7.1%
Occupations	Media production	31	1.3%					2.0%	0.3%	9.3%
Occupations	Nurses	23	0.9%					0.3%	0.0%	3.4%
Occupations	Church leaders	21	0.8%					0.3%	0.0%	7.1%
Occupations	Programmers	21	0.8%					0.9%	0.1%	8.2%

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### OCCUPATIONS

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Occupations	Construction	21	0.8%	②		0.4%	0.0%	3.1%
Occupations	Designers	18	0.7%			1.4%	0.2%	10.0%
Occupations	IT professionals	18	0.7%			0.5%	0.0%	5.0%
Occupations	Comedians	15	0.6%			0.5%	0.0%	4.0%
Occupations	Doctors	15	0.6%			0.5%	0.0%	4.0%
Occupations	Accountants	15	0.6%			0.4%	0.0%	4.4%
Occupations	Public service	15	0.6%	②		0.3%	0.0%	2.3%
Occupations	Secretarial/admin	15	0.6%	③		0.3%	0.0%	2.4%
Occupations	Actors	13	0.5%			1.8%	0.1%	15.1%
Occupations	Event planners	13	0.5%			1.2%	0.0%	6.1%
Occupations	Pilots	13	0.5%	②		0.2%	0.0%	1.7%
Occupations	DJs	10	0.4%			1.2%	0.0%	13.0%
Occupations	Graphic design	10	0.4%			1.4%	0.2%	20.0%
Occupations	Personal trainers	8	0.3%			0.6%	0.0%	4.2%
Occupations	Investors	8	0.3%			0.8%	0.0%	20.1%
Occupations	Dancers	5	0.2%			0.7%	0.0%	9.0%
Occupations	Hospitality	5	0.2%			0.2%	0.0%	2.2%
Occupations	Politics/gov't.	5	0.2%			0.1%	0.0%	1.7%
Occupations	Manufacturing	5	0.2%			0.3%	0.0%	4.5%
Occupations	Human resources	5	0.2%			0.3%	0.0%	2.4%
Occupations	Agents/promoters	3	0.1%			0.5%	0.0%	3.6%
Occupations	Architects	3	0.1%			0.5%	0.0%	4.3%
Occupations	Librarians	3	0.1%			0.1%	0.0%	2.0%

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LIKES & INTERESTS

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Likes & interests	Politics	1,362	55.5%			17.1%	1.1%	65.0%
Likes & interests	News	963	39.3%			26.9%	2.2%	68.1%
Likes & interests	Business	455	18.6%			3.8%	0.2%	35.1%
Likes & interests	Comedy	452	18.4%			13.2%	0.7%	47.1%
Likes & interests	Technology	422	17.2%			12.9%	0.9%	77.0%
Likes & interests	Sports	311	12.7%			6.5%	0.9%	51.0%
Likes & interests	Football	261	10.6%			3.6%	0.2%	37.0%
Likes & interests	Basketball	248	10.1%			10.1%	0.5%	52.0%
Likes & interests	Music	213	8.7%			14.0%	1.5%	53.0%
Likes & interests	TV/film	197	8.0%			8.8%	1.2%	35.1%
Likes & interests	Books/reading	187	7.6%			3.8%	0.4%	28.1%
Likes & interests	Fashion	152	6.2%			10.0%	1.0%	50.1%
Likes & interests	Health issues	151	6.1%			2.7%	0.2%	24.1%
Likes & interests	Charity	133	5.4%			3.8%	0.3%	28.0%
Likes & interests	Family life	116	4.7%			2.0%	0.2%	17.1%
Likes & interests	Wining & dining	109	4.5%			4.2%	0.3%	39.0%
Likes & interests	Cooking	106	4.3%			3.2%	0.2%	31.0%
Likes & interests	Art/culture	104	4.2%			4.4%	0.3%	32.0%
Likes & interests	Dating/romance	101	4.1%			4.5%	0.1%	25.1%
Likes & interests	Cycling	88	3.6%			1.9%	0.1%	17.2%
Likes & interests	Golf	80	3.2%			1.6%	0.1%	18.0%
Likes & interests	History	69	2.8%			0.7%	0.0%	8.1%
Likes & interests	Baseball	66	2.7%			1.0%	0.0%	10.0%
Likes & interests	Gaming	60	2.5%			3.2%	0.4%	17.0%

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LIKES & INTERESTS

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Likes & interests	Pets/animals	59	2.4%	③		1.1%	0.1%	6.4%
Likes & interests	Coffee	57	2.3%			2.2%	0.1%	17.2%
Likes & interests	Nightlife/partying	54	2.2%	①		0.7%	0.0%	4.3%
Likes & interests	Wrestling	53	2.2%	③		1.3%	0.0%	11.2%
Likes & interests	Tennis	51	2.1%			2.5%	0.1%	19.0%
Likes & interests	Cricket	51	2.1%			3.1%	0.1%	22.1%
Likes & interests	Travel	43	1.8%			3.2%	0.2%	28.2%
Likes & interests	Tea	41	1.7%	①		0.2%	0.0%	1.8%
Likes & interests	Soccer	37	1.5%			7.6%	0.5%	64.0%
Likes & interests	Boxing/MMA	33	1.3%			1.6%	0.0%	18.1%
Likes & interests	Outdoor life	29	1.2%			0.6%	0.0%	7.2%
Likes & interests	Hockey	29	1.2%	③		0.5%	0.0%	6.2%
Likes & interests	Photography	29	1.2%			1.1%	0.0%	7.2%
Likes & interests	Dogs	29	1.2%	②		0.3%	0.0%	2.7%
Likes & interests	Fitness	29	1.2%			0.7%	0.0%	6.1%
Likes & interests	Science	27	1.1%			0.9%	0.0%	6.3%
Likes & interests	Arts & crafts	27	1.1%			0.8%	0.0%	15.1%
Likes & interests	Extreme sports	22	0.9%			0.8%	0.0%	10.1%
Likes & interests	Writing	18	0.7%	③		0.5%	0.0%	3.0%
Likes & interests	Motor sports	17	0.7%			0.8%	0.0%	21.1%
Likes & interests	Social Media	17	0.7%			1.5%	0.0%	11.1%
Likes & interests	Home improvement	14	0.6%	①		0.1%	0.0%	1.6%
Likes & interests	Science fiction	14	0.6%	②		0.2%	0.0%	3.1%
Likes & interests	Boating	13	0.5%	②		0.1%	0.0%	1.8%

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TECHNOLOGIES									
Category	Criteria	Size	Followers of @#Benghazi			Twitter distribution	T avg.	from	to
Technologies	Tweetdeck	176	7.2%				4.4%	0.1%	27.1%
Technologies	Twitpic	171	7.0%				8.8%	0.6%	31.1%
Technologies	Youtube	154	6.3%				7.1%	0.8%	26.1%
Technologies	Twibbon	134	5.5%				1.9%	0.0%	14.0%
Technologies	iPhone	117	4.8%				4.2%	0.1%	18.2%
Technologies	Hootsuite	101	4.1%				4.7%	0.1%	34.2%
Technologies	Facebook	90	3.7%				7.2%	0.6%	17.3%
Technologies	Blogger	77	3.2%				1.8%	0.0%	10.1%
Technologies	Android	75	3.1%				2.0%	0.2%	19.1%
Technologies	Ubersocial	55	2.3%				3.3%	0.1%	35.1%
Technologies	TweetCaster	55	2.3%				1.6%	0.0%	14.1%
Technologies	Echofon	54	2.2%				1.6%	0.0%	12.2%
Technologies	USTREAM	46	1.9%				1.1%	0.0%	10.2%
Technologies	Firefox	37	1.5%				1.6%	0.0%	13.1%
Technologies	Woot	37	1.5%				0.6%	0.0%	9.3%
Technologies	Digg	37	1.5%				0.6%	0.0%	6.3%
Technologies	Wordpress	34	1.4%				0.5%	0.0%	3.6%
Technologies	Lockerz	32	1.3%				1.1%	0.0%	8.0%
Technologies	Twidroyd	27	1.1%				0.6%	0.0%	8.0%
Technologies	Seesmic	26	1.1%				1.1%	0.0%	8.3%
Technologies	Twitition	25	1.0%				1.0%	0.0%	36.0%
Technologies	iPad	22	0.9%				0.5%	0.0%	2.5%
Technologies	BlackBerry	21	0.9%				1.1%	0.0%	14.1%
Technologies	Dell	21	0.9%				0.6%	0.0%	8.1%

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TECHNOLOGIES										
Category	Criteria	Size	Followers of @#Benghazi				Twitter distribution	T avg.	from	to
Technologies	Fun140	18	0.7%					0.7%	0.0%	21.1%
Technologies	Amazon mp3	15	0.6%					0.8%	0.0%	7.2%
Technologies	Playstation	14	0.6%					0.8%	0.0%	6.1%
Technologies	twf.fm	12	0.5%					0.7%	0.0%	6.2%
Technologies	Tumblr	11	0.4%					1.0%	0.0%	12.1%
Technologies	Electronic Arts	11	0.4%					0.6%	0.0%	4.4%
Technologies	Myspace	8	0.3%					0.3%	0.0%	4.2%
Technologies	Linkedin	8	0.3%					0.3%	0.0%	4.4%
Technologies	Snaptu	6	0.2%					1.2%	0.0%	27.1%
Technologies	TwitterFeed	5	0.2%					0.6%	0.0%	12.0%
Technologies	Twiterrific	5	0.2%					0.1%	0.0%	0.7%
Technologies	Apple Mac	4	0.2%					0.3%	0.0%	3.2%
Technologies	HTC Phone	4	0.2%					0.2%	0.0%	1.1%
Technologies	HTC Peep	4	0.2%					0.2%	0.0%	1.1%
Technologies	Foursquare	4	0.2%					0.3%	0.0%	2.6%
Technologies	LiveJournal	3	0.1%					0.1%	0.0%	3.0%
Technologies	NetworkedBlogs	3	0.1%					0.1%	0.0%	1.0%
Technologies	Windows Phone	3	0.1%					0.1%	0.0%	0.9%
Technologies	Tweetbot	3	0.1%					0.1%	0.0%	1.0%
Technologies	About.me	3	0.1%					0.2%	0.0%	1.7%
Technologies	Paper.li	3	0.1%					0.2%	0.0%	1.5%
Technologies	Silver Bird	3	0.1%					0.1%	0.0%	0.9%
Technologies	Nimbuzz	2	0.1%					0.3%	0.0%	3.4%
Technologies	Osfoora	2	0.1%					0.1%	0.0%	2.4%

POPULARITY WITH DEMOGRAPHIC:















































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### BRANDS SUMMARY


Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Brands: Eat/drink at	Chick-Fil-A	814	33.2%			3.5%	0.2%	20.1%
Brands: Eat/drink at	McDonald's	554	22.6%			28.2%	7.2%	99.1%
Brands: Eat/drink at	Starbucks	515	21.0%			25.6%	6.6%	86.1%
Brands: Eat/drink at	Papa John's	375	15.3%			1.9%	0.3%	10.3%
Brands: Eat/drink at	Denny's	216	8.8%			2.3%	0.3%	12.1%
Brands: Eat/drink at	Burger King	206	8.4%			10.1%	2.1%	40.1%
Brands: Eat/drink at	Checkers	197	8.0%			1.8%	0.2%	14.1%
Brands: Eat/drink at	KFC	195	7.9%			10.0%	1.7%	99.3%
Brands: Eat/drink at	Arby's	195	7.9%			2.0%	0.2%	7.3%
Brands: Shop at	Walmart	826	33.7%			22.1%	2.0%	76.1%
Brands: Shop at	Target	429	17.5%			10.1%	0.9%	27.1%
Brands: Shop at	Best Buy	267	10.9%			9.7%	1.5%	25.2%
Brands: Shop at	Home Depot	245	10.0%			5.0%	0.5%	15.1%
Brands: Shop at	Whole Foods	226	9.2%			7.9%	0.9%	40.1%
Brands: Shop at	Lowe's	216	8.8%			3.4%	0.4%	11.2%
Brands: Shop at	Costco	208	8.5%			4.8%	0.5%	29.0%
Brands: Dressed by	Macy's	573	23.4%			9.2%	1.2%	27.1%
Brands: Dressed by	Banana Republic	354	14.5%			2.9%	0.3%	16.1%
Brands: Dressed by	Nordstrom	236	9.6%			5.2%	0.5%	16.2%
Brands: Dressed by	Victoria's Secret	225	9.2%			11.1%	2.1%	58.0%
Brands: Dressed by	Old Navy	199	8.1%			5.4%	0.5%	17.1%
Brands: Dressed by	Marshalls	184	7.5%			2.7%	0.4%	12.1%
Brands: Dressed by	Urban Outfitters	161	6.6%			5.3%	1.0%	26.0%

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**BRANDS: EAT/DRINK AT**

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Brands: Eat/drink at	Chick-Fil-A	814	33.2%			3.5%	0.2%	20.1%
Brands: Eat/drink at	McDonald's	554	22.6%			28.2%	7.2%	99.1%
Brands: Eat/drink at	Starbucks	515	21.0%			25.6%	6.6%	86.1%
Brands: Eat/drink at	Papa John's	375	15.3%			1.9%	0.3%	10.3%
Brands: Eat/drink at	Denny's	216	8.8%			2.3%	0.3%	12.1%
Brands: Eat/drink at	Burger King	206	8.4%			10.1%	2.1%	40.1%
Brands: Eat/drink at	Checkers	197	8.0%			1.8%	0.2%	14.1%
Brands: Eat/drink at	KFC	195	7.9%			10.0%	1.7%	99.3%
Brands: Eat/drink at	Arby's	195	7.9%			2.0%	0.2%	7.3%
Brands: Eat/drink at	Taco Bell	189	7.7%			4.9%	0.5%	27.2%
Brands: Eat/drink at	Wendy's	169	6.9%			3.8%	0.5%	23.1%
Brands: Eat/drink at	Olive Garden	140	5.7%			2.2%	0.2%	13.2%
Brands: Eat/drink at	Dunkin Donuts	140	5.7%			3.7%	0.5%	14.0%
Brands: Eat/drink at	Applebee's	138	5.6%			2.6%	0.3%	17.1%
Brands: Eat/drink at	On the Border	134	5.5%			0.8%	0.1%	5.3%
Brands: Eat/drink at	IHOP	125	5.1%			3.3%	0.3%	30.1%
Brands: Eat/drink at	Dominos	116	4.8%			5.0%	1.0%	21.1%
Brands: Eat/drink at	Hooters	114	4.6%			2.8%	0.4%	16.1%
Brands: Eat/drink at	Ben & Jerry's	110	4.5%			2.8%	0.3%	22.1%
Brands: Eat/drink at	Waffle House	90	3.7%			1.7%	0.2%	26.0%
Brands: Eat/drink at	Pizza Hut	82	3.3%			6.0%	1.1%	41.1%
Brands: Eat/drink at	Dairy Queen	75	3.1%			1.9%	0.2%	8.2%
Brands: Eat/drink at	Melting Pot	75	3.1%			0.9%	0.1%	7.1%
Brands: Eat/drink at	Krispy Kreme	75	3.1%			2.3%	0.3%	13.1%

**POPULARITY WITH DEMOGRAPHIC:**

- Within the top 10% of all twitter accounts
- Within the top 20% of all twitter accounts
- 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:

BRANDS: EAT/DRINK AT									
Category	Criteria	Size	Followers of @#Benghazi			Twitter distribution	T avg.	from	to
Brands: Eat/drink at	Red Lobster	74	3.0%				1.7%	0.2%	18.1%
Brands: Eat/drink at	Chipotle	72	2.9%				2.9%	0.3%	17.1%
Brands: Eat/drink at	Hard Rock Cafe	72	2.9%				5.3%	0.8%	36.0%
Brands: Eat/drink at	Subway	70	2.8%				3.3%	0.5%	13.2%
Brands: Eat/drink at	Cracker Barrel	67	2.7%				1.2%	0.1%	5.4%
Brands: Eat/drink at	Outback	66	2.7%				2.3%	0.3%	33.1%
Brands: Eat/drink at	Panera Bread	66	2.7%				2.0%	0.2%	9.2%
Brands: Eat/drink at	White Castle	62	2.5%				1.2%	0.1%	7.0%
Brands: Eat/drink at	Popeye's	58	2.4%				1.7%	0.2%	21.1%
Brands: Eat/drink at	Jack's	47	1.9%				1.1%	0.2%	9.1%
Brands: Eat/drink at	Buffalo Wild Wings	46	1.9%				1.7%	0.2%	12.0%
Brands: Eat/drink at	Chili's	43	1.8%				1.8%	0.3%	13.0%
Brands: Eat/drink at	Chuck E Cheese's	42	1.7%				1.6%	0.2%	8.3%
Brands: Eat/drink at	Sonic	41	1.7%				1.5%	0.2%	12.1%
Brands: Eat/drink at	Golden Corral	38	1.6%				1.0%	0.1%	7.4%
Brands: Eat/drink at	In-N-Out	38	1.6%				1.0%	0.1%	6.1%
Brands: Eat/drink at	Cold Stone	38	1.6%				1.8%	0.3%	10.1%
Brands: Eat/drink at	Five Guys	37	1.5%				0.9%	0.1%	3.6%
Brands: Eat/drink at	Whataburger	36	1.5%				0.8%	0.1%	12.0%
Brands: Eat/drink at	Bravo!	36	1.5%				1.9%	0.3%	54.0%
Brands: Eat/drink at	Cheesecake Factor	33	1.4%				1.8%	0.2%	7.3%
Brands: Eat/drink at	Jimmy John's	32	1.3%				1.1%	0.1%	6.2%
Brands: Eat/drink at	Godfather's Pizza	30	1.2%				0.6%	0.0%	3.1%

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:

BRANDS: SHOP AT									
Category	Criteria	Size	Followers of @#Benghazi			Twitter distribution	T avg.	from	to
Brands: Shop at	Walmart	826	33.7%				22.1%	2.0%	76.1%
Brands: Shop at	Target	429	17.5%				10.1%	0.9%	27.1%
Brands: Shop at	Best Buy	267	10.9%				9.7%	1.5%	25.2%
Brands: Shop at	Home Depot	245	10.0%				5.0%	0.5%	15.1%
Brands: Shop at	Whole Foods	226	9.2%				7.9%	0.9%	40.1%
Brands: Shop at	Lowe's	216	8.8%				3.4%	0.4%	11.2%
Brands: Shop at	Costco	208	8.5%				4.8%	0.5%	29.0%
Brands: Shop at	Sears	177	7.2%				4.3%	0.6%	18.0%
Brands: Shop at	Walgreens	163	6.7%				3.9%	0.4%	13.0%
Brands: Shop at	Ikea	139	5.7%				10.2%	1.2%	99.4%
Brands: Shop at	Barnes & Noble	108	4.4%				4.8%	0.5%	18.1%
Brands: Shop at	CVS	88	3.6%				4.7%	0.8%	62.0%
Brands: Shop at	Kmart	85	3.5%				2.6%	0.3%	15.1%
Brands: Shop at	Apple Store	82	3.3%				9.7%	2.3%	62.0%
Brands: Shop at	Trader Joe's	72	2.9%				1.8%	0.1%	9.3%
Brands: Shop at	Safeway	69	2.8%				2.0%	0.2%	11.1%
Brands: Shop at	Sam's Club	52	2.1%				1.9%	0.2%	11.1%
Brands: Shop at	Borders	48	1.9%				1.0%	0.1%	5.3%
Brands: Shop at	Toys R Us	48	1.9%				4.6%	0.8%	24.0%
Brands: Shop at	PetSmart	46	1.9%				1.5%	0.2%	6.1%
Brands: Shop at	Gamestop	45	1.8%				2.9%	0.4%	20.1%
Brands: Shop at	Office Depot	45	1.8%				2.0%	0.2%	12.1%
Brands: Shop at	Petco	43	1.7%				1.3%	0.2%	7.1%
Brands: Shop at	Radio Shack	37	1.5%				2.3%	0.4%	11.2%

POPULARITY WITH DEMOGRAPHIC:

- Within the top 10% of all twitter accounts
- Within the top 20% of all twitter accounts
- 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:

BRANDS: SHOP AT										
Category	Criteria	Size	Followers of @#Benghazi				Twitter distribution	T avg.	from	to
Brands: Shop at	Albertsons	30	1.2%	<span style="border: 1px solid black; border-radius: 50%; padding: 2px;">2</span>				0.5%	0.0%	3.3%
Brands: Shop at	Sephora	26	1.1%					3.9%	0.5%	28.1%
Brands: Shop at	Dollar General	25	1.0%					1.1%	0.1%	6.2%
Brands: Shop at	Bath & Body Works	21	0.8%					1.7%	0.2%	10.2%
Brands: Shop at	Big Lots	20	0.8%					0.7%	0.1%	2.7%
Brands: Shop at	Dollar Tree	20	0.8%					1.4%	0.2%	5.4%
Brands: Shop at	Hallmark	18	0.7%	<span style="border: 1px solid black; border-radius: 50%; padding: 2px;">3</span>				0.4%	0.0%	5.1%
Brands: Shop at	Bed Bath & Beyonc	17	0.7%					0.9%	0.1%	4.3%
Brands: Shop at	Sprint Store	17	0.7%					0.8%	0.1%	5.4%
Brands: Shop at	Body Shop	15	0.6%					1.7%	0.3%	22.1%
Brands: Shop at	Circle K	15	0.6%					0.6%	0.1%	50.1%
Brands: Shop at	Container Store	15	0.6%					0.5%	0.0%	3.4%
Brands: Shop at	Crate and Barrel	14	0.6%					0.5%	0.0%	4.1%
Brands: Shop at	Office Max	14	0.6%					0.9%	0.1%	7.3%
Brands: Shop at	Williams-Sonoma	14	0.6%					0.9%	0.0%	6.2%
Brands: Shop at	Blockbuster	12	0.5%					1.1%	0.2%	6.1%
Brands: Shop at	Guitar Center	12	0.5%					1.0%	0.1%	10.2%
Brands: Shop at	Party City	11	0.5%					0.7%	0.1%	4.3%
Brands: Shop at	Pottery Barn	11	0.5%					0.6%	0.0%	5.3%
Brands: Shop at	Yankee Candle	11	0.5%					0.5%	0.0%	5.2%
Brands: Shop at	Books A Million	10	0.4%					0.7%	0.0%	5.2%
Brands: Shop at	Build-A-Bear	10	0.4%					1.8%	0.2%	11.0%
Brands: Shop at	Disney Store	10	0.4%					1.1%	0.1%	11.0%

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:

**BRANDS: DRESSED BY**

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Brands: Dressed by	Macy's	573	23.4%			9.2%	1.2%	27.1%
Brands: Dressed by	Banana Republic	354	14.5%			2.9%	0.3%	16.1%
Brands: Dressed by	Nordstrom	236	9.6%			5.2%	0.5%	16.2%
Brands: Dressed by	Victoria's Secret	225	9.2%			11.1%	2.1%	58.0%
Brands: Dressed by	Old Navy	199	8.1%			5.4%	0.5%	17.1%
Brands: Dressed by	Marshalls	184	7.5%			2.7%	0.4%	12.1%
Brands: Dressed by	Urban Outfitters	161	6.6%			5.3%	1.0%	26.0%
Brands: Dressed by	Goodwill	124	5.1%			2.2%	0.2%	10.0%
Brands: Dressed by	Children's Place	109	4.5%			0.8%	0.1%	5.2%
Brands: Dressed by	American Eagle	81	3.3%			3.5%	0.5%	15.1%
Brands: Dressed by	Abercrombie & Fitcl	78	3.2%			1.5%	0.2%	14.1%
Brands: Dressed by	Neiman Marcus	63	2.6%			2.2%	0.2%	8.2%
Brands: Dressed by	Brooks Brothers	61	2.5%			1.3%	0.1%	11.0%
Brands: Dressed by	Payless	58	2.4%			3.7%	0.3%	21.2%
Brands: Dressed by	Dillard's	55	2.2%			1.3%	0.2%	8.1%
Brands: Dressed by	Burberry	52	2.1%			9.2%	2.0%	57.0%
Brands: Dressed by	Calvin Klein	52	2.1%			5.0%	0.8%	52.0%
Brands: Dressed by	Patagonia	46	1.9%			4.0%	0.1%	74.0%
Brands: Dressed by	REI	46	1.9%			1.4%	0.1%	14.2%
Brands: Dressed by	Forever 21	43	1.8%			6.8%	0.8%	50.2%
Brands: Dressed by	Gap	43	1.8%			2.1%	0.3%	10.2%
Brands: Dressed by	Niketown	43	1.8%			2.1%	0.3%	16.1%
Brands: Dressed by	American Apparel	40	1.6%			3.9%	0.6%	17.1%
Brands: Dressed by	Bloomingdale's	40	1.6%			1.8%	0.2%	8.1%

**POPULARITY WITH DEMOGRAPHIC:**

- Within the top 10% of all twitter accounts
- Within the top 20% of all twitter accounts
- 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:

BRANDS: DRESSED BY									
Category	Criteria	Size	Followers of @#Benghazi			Twitter distribution	T avg.	from	to
Brands: Dressed by	Foot Locker	40	1.6%				2.8%	0.3%	20.3%
Brands: Dressed by	Saks Fifth Avenue	40	1.6%				2.0%	0.3%	9.1%
Brands: Dressed by	Dick's Sporting Goc	37	1.5%				1.0%	0.1%	5.3%
Brands: Dressed by	Guess	37	1.5%				1.2%	0.2%	6.2%
Brands: Dressed by	Betsey Johnson	32	1.3%				3.0%	0.4%	11.3%
Brands: Dressed by	Lululemon	32	1.3%				4.2%	0.2%	30.1%
Brands: Dressed by	Sports Authority	32	1.3%				1.2%	0.1%	10.1%
Brands: Dressed by	French Connection	29	1.2%				1.4%	0.1%	11.0%
Brands: Dressed by	Anthropologie	26	1.1%				1.8%	0.1%	15.1%
Brands: Dressed by	Finish Line	26	1.1%				0.9%	0.1%	5.3%
Brands: Dressed by	Ann Taylor Loft	23	0.9%				1.2%	0.1%	5.4%
Brands: Dressed by	Louis Vuitton	23	0.9%				1.8%	0.3%	12.1%
Brands: Dressed by	Burlington Coat	17	0.7%				0.5%	0.0%	3.0%
Brands: Dressed by	Eddie Bauer	17	0.7%				0.9%	0.1%	8.0%
Brands: Dressed by	Fashion Bug	17	0.7%				0.5%	0.0%	3.1%
Brands: Dressed by	Men's Warehouse	17	0.7%				0.4%	0.0%	2.5%
Brands: Dressed by	Ralph Lauren	17	0.7%				1.8%	0.3%	12.2%
Brands: Dressed by	White House Black	17	0.7%				0.5%	0.0%	2.6%
Brands: Dressed by	Barneys NY	14	0.6%				1.5%	0.1%	10.1%
Brands: Dressed by	Gymboree	14	0.6%				0.7%	0.0%	8.0%
Brands: Dressed by	Hollister	14	0.6%				2.6%	0.2%	35.1%
Brands: Dressed by	Hot Topic	14	0.6%				1.3%	0.1%	20.1%
Brands: Dressed by	J Jill	14	0.6%				0.3%	0.0%	2.3%

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:

**FOLLOWING**

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Following	Mitt Romney	1,089	44.4%			5.6%	0.2%	49.0%
Following	Sarah Palin	1,031	42.1%			5.9%	0.5%	57.1%
Following	Paul Ryan	982	40.1%			8.9%	1.2%	58.2%
Following	Marco Rubio	968	39.5%			9.2%	0.8%	56.2%
Following	Fox News	960	39.1%			4.9%	0.3%	45.0%
Following	Glenn Beck	940	38.4%			7.3%	1.2%	59.1%
Following	Newt Gingrich	793	32.4%			5.1%	0.6%	48.0%
Following	Donald J. Trump	717	29.2%			4.6%	0.3%	26.0%
Following	Republican Party	713	29.1%			11.5%	1.3%	46.1%
Following	Bill O'Reilly	664	27.1%			10.1%	1.4%	41.1%
Following	Breaking News	652	26.6%			6.3%	0.5%	31.1%
Following	John Boehner	651	26.6%			6.2%	0.9%	49.1%
Following	WSJ	610	24.9%			5.3%	0.5%	34.0%
Following	Chris Christie	602	24.6%			8.3%	0.7%	44.1%
Following	Rick Perry	580	23.6%			6.0%	0.4%	37.1%
Following	Cato Institute	515	21.0%			6.3%	0.4%	33.1%
Following	Tim Tebow	505	20.6%			6.6%	0.4%	40.1%
Following	NRA	464	18.9%			10.6%	1.4%	53.1%
Following	Barack Obama	461	18.8%			20.4%	2.3%	54.1%
Following	Politico	455	18.6%			6.4%	0.5%	38.0%
Following	CNN News	412	16.8%			7.3%	0.8%	36.0%
Following	Reuters	406	16.5%			5.3%	0.5%	33.1%
Following	John McCain	401	16.4%			4.6%	0.3%	27.1%
Following	Washington Post	365	14.9%			4.8%	0.3%	30.1%

**POPULARITY WITH DEMOGRAPHIC:**

- Within the top 10% of all twitter accounts
- Within the top 20% of all twitter accounts
- 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:

FOLLOWING										
Category	Criteria	Size	Followers of @#Benghazi			Twitter distribution		T avg.	from	to
Following	The Onion	351	14.3%				7.8%	0.3%	32.2%	
Following	The White House	350	14.3%				4.9%	0.6%	32.0%	
Following	Rupert Murdoch	347	14.1%				5.3%	0.5%	31.0%	
Following	Conan O'Brien	339	13.8%				5.9%	0.3%	36.1%	
Following	The Pope	339	13.8%				2.8%	0.4%	18.1%	
Following	Anderson Cooper	318	13.0%				5.6%	0.3%	30.1%	
Following	YouTube	316	12.9%				12.9%	1.7%	43.1%	
Following	Rachel Maddow	312	12.7%				5.9%	0.4%	37.0%	
Following	CNN	288	11.8%				5.4%	0.6%	27.0%	
Following	AddThis	285	11.6%				6.6%	0.8%	21.1%	
Following	New York Times	282	11.5%				6.9%	0.7%	37.1%	
Following	Steve Martin	278	11.3%				6.9%	0.5%	29.1%	
Following	Stephen Colbert	270	11.0%				6.5%	0.4%	33.1%	
Following	TwitPic	262	10.7%				12.3%	1.5%	39.1%	
Following	The Economist	262	10.7%				5.7%	0.4%	37.0%	
Following	US Army	261	10.6%				6.7%	0.3%	41.0%	
Following	Charlie Sheen	258	10.5%				7.2%	0.4%	34.0%	
Following	US Marine Corp	245	10.0%				7.8%	0.3%	44.1%	
Following	Bill Cosby	244	10.0%				5.7%	0.6%	18.1%	
Following	BBC News	244	10.0%				5.7%	0.4%	38.0%	
Following	NASA	244	10.0%				4.8%	0.5%	20.1%	
Following	Twitter	242	9.9%				10.6%	1.1%	31.0%	
Following	Jack Welch	242	9.9%				3.8%	0.4%	17.0%	
Following	Bill Maher	241	9.8%				6.3%	0.5%	31.1%	

POPULARITY WITH DEMOGRAPHIC:

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- HIGH - Top 30% of all Twitter accounts:
- AVERAGE - Mid 40% of all Twitter accounts:
- LOW - Bottom 30% of all Twitter accounts:

**FOLLOWING**

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Following	twibbon.com	239	9.7%			4.7%	0.9%	20.1%
Following	Huffington Post	237	9.7%			6.3%	0.3%	30.1%
Following	Nancy Pelosi	228	9.3%			6.1%	0.5%	47.1%
Following	George Stephanop	222	9.1%			5.5%	0.4%	24.0%
Following	Jimmy Fallon	218	8.9%			5.9%	0.4%	29.1%
Following	Nate Silver	217	8.8%			6.8%	1.1%	37.0%
Following	Dalai Lama	203	8.3%			7.4%	0.7%	28.1%
Following	Shitmydadsays	199	8.1%			7.5%	0.5%	27.1%
Following	CBS News	199	8.1%			4.5%	0.3%	19.1%
Following	US Dept. of Defens	196	8.0%			6.1%	0.3%	37.1%
Following	Rick Warren	186	7.6%			3.8%	0.3%	51.0%
Following	ABC News	184	7.5%			4.0%	0.3%	18.1%
Following	BBC Global News	182	7.4%			4.5%	0.4%	27.0%
Following	Michael Moore	179	7.3%			4.1%	0.3%	27.1%
Following	Joe Biden	176	7.2%			6.1%	0.6%	44.0%
Following	Ellen DeGeneres	175	7.1%			8.3%	0.5%	48.0%
Following	Bill Gates	173	7.0%			7.0%	0.9%	35.1%
Following	TIME.com	173	7.0%			5.7%	0.6%	25.2%
Following	Cory Booker	173	7.0%			5.6%	0.3%	23.1%
Following	The Democratic Pai	173	7.0%			7.8%	1.0%	50.0%
Following	Daniel Tosh	172	7.0%			5.6%	0.5%	33.1%
Following	Bloomberg News	171	7.0%			4.3%	0.2%	28.1%
Following	William Shatner	170	6.9%			5.8%	0.7%	21.0%
Following	WikiLeaks	169	6.9%			5.3%	0.4%	34.1%

**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:

**FOLLOWING**

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Following	NPR News	168	6.9%			6.5%	0.3%	30.1%
Following	Newsweek	167	6.8%			4.7%	0.5%	18.2%
Following	Penn Jillette	166	6.8%			5.5%	0.8%	20.1%
Following	Noah Everett	165	6.7%			8.3%	1.1%	25.2%
Following	Ashton Kutcher	162	6.6%			9.3%	0.6%	35.0%
Following	Pete Cashmore	161	6.6%			8.3%	0.4%	43.0%
Following	OMGFacts	160	6.5%			5.2%	0.3%	21.2%
Following	HootSuite	159	6.5%			10.9%	0.9%	43.0%
Following	Paul Krugman	159	6.5%			3.7%	0.3%	32.0%
Following	NPR Politics	157	6.4%			6.2%	0.4%	28.1%
Following	Sarah Silverman	155	6.3%			5.5%	0.3%	29.0%
Following	Wolf Blitzer	153	6.2%			5.6%	0.5%	29.0%
Following	Arianna Huffington	152	6.2%			5.4%	0.4%	26.1%
Following	Al Gore	151	6.2%			4.9%	0.4%	25.1%
Following	ESPN	151	6.2%			5.0%	0.3%	37.1%
Following	MSNBC	151	6.2%			5.8%	0.4%	26.1%
Following	TweetDeck	147	6.0%			6.0%	0.9%	43.0%
Following	US Navy	144	5.9%			2.6%	0.2%	33.0%
Following	Craig Ferguson	141	5.8%			6.2%	0.7%	22.2%
Following	Arnold Schwarzenegger	140	5.7%			5.0%	0.5%	23.0%
Following	Shaquille O'Neal	139	5.7%			6.0%	0.3%	33.1%
Following	NFL	138	5.6%			4.5%	0.4%	31.0%
Following	FBI	138	5.6%			5.5%	0.4%	24.0%
Following	Alyssa Milano	135	5.5%			4.9%	0.3%	20.1%

**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:

**TWITTER STATS**

Category	Criteria	Size	Followers of @#Benghazi		Twitter distribution	T avg.	from	to
Number of followers	> 1,000 followers	739	30.1%			29.6%	0.8%	94.1%
Number of followers	101-1,000 followers	977	39.8%			54.1%	2.1%	78.0%
Number of followers	10-100 followers	587	23.9%			15.3%	0.3%	83.0%
Number of followers	< 10 followers	149	6.1%			1.0%	0.0%	29.0%
Time on Twitter	> 3 years	885	36.1%			28.3%	0.9%	93.2%
Time on Twitter	2-3 years	293	12.0%			27.4%	1.4%	74.1%
Time on Twitter	1-2 years	535	21.8%			33.9%	0.5%	67.1%
Time on Twitter	6-12 months	327	13.3%			8.5%	0.0%	69.0%
Time on Twitter	< 6 months	412	16.8%			1.9%	0.0%	33.0%
Accounts followed	> 1,000 accounts	852	34.7%			45.9%	4.4%	96.2%
Accounts followed	101-1,000 accounts	1,168	47.6%			50.3%	2.8%	88.0%
Accounts followed	10-100 accounts	427	17.4%			3.8%	0.1%	28.1%
Accounts followed	< 10 accounts	6	0.2%			0.1%	0.0%	0.8%
Twitter activity	> 5 tweets/day	1,392	56.8%			29.3%	1.7%	78.2%
Twitter activity	1-5 tweets/day	643	26.2%			28.5%	3.0%	40.1%
Twitter activity	1-7 twts/week	307	12.5%			26.5%	4.2%	43.1%
Twitter activity	1-4 twts/month	81	3.3%			9.5%	0.9%	34.0%
Twitter activity	< 1 twt/month	29	1.2%			6.2%	0.3%	60.0%
Twitter settings	Profile image	2,170	88.5%			96.1%	74.5%	99.7%
Twitter settings	Website set	679	27.7%			40.3%	5.2%	85.2%
Twitter settings	Geo-enabled	413	16.9%			21.3%	2.4%	38.0%
Twitter settings	Protected	128	5.2%			5.5%	0.3%	25.1%

**POPULARITY WITH DEMOGRAPHIC:**

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- HIGH - Top 30% of all Twitter accounts:
- AVERAGE - Mid 40% of all Twitter accounts:
- LOW - Bottom 30% of all Twitter accounts: