

PULSAR 

Twitter Passion Networks

How interests shape
audiences





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What are passion networks?

Successfully targeting your audience based on demographics and interests is the most effective way to get bang for your buck on social media. But there are so many wrong turns to take, that reaching the right people is not always straight forward.

The 'spray and pray' targeting approach is out. It now requires a lot more nuance to reach the people who are truly interested in your product or brand.

Planners and strategists need to delve much deeper to understand these audiences. Twitter is made up of thousands of densely connected passion communities. Truly understanding these networks is the key to finding the right people to target.

Pulsar set out to define Twitter audiences by their interests, and randomly sampled and analyzed 800,000 Twitter users globally to understand the demographic traits and interests of eight major passion networks (100,000 from each). The passion networks consisted of Fashion, Technology, Politics, TV & Film, Fitness, Music, Food and Sports.

We found that it is impractical to define users by generic terms. User passion networks tend to show lifestyle choices, and cluster around either geographic, ethnic or interest affinities, sometimes a mix of all three: the interest shapes the audience.

Using the following/follower relationship in Twitter's Social Graph maps these cultural affinities and delivers a granular ready-to-use audience segmentation. This makes it easy to produce relevant marketing and targeting in sync with the moments, the behaviors and the affinities of the audience.





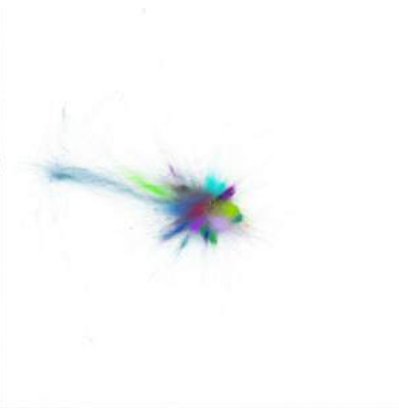
Take aways: for brands and agencies

- Passion areas are not monolithic audiences, rather *they are articulated in a dense network* of well defined sub-communities.
- The analysis clearly shows that the sub-communities emerging in each passion area *tend to cluster around either geographic, ethnic or interest affinities*, sometimes a mix of all three.
- Whatever the clustering driver behind each community, *talking to a passion audience requires targeted approaches* that transcend demographics and focus instead on cultural affinities.
- *For planners*, this means that a single message aimed at targeting the generic audience of a passion area won't spread across the entire audience *because the audience is fragmented and the message will only be relevant to a portion of that audience*.
- In terms of *strategy*, this means developing creative that is *tailored to the key sub-communities* of a passion area rather than following a one-size-fits-all approach.
- In terms of *targeting*, it means *creating micro-targets based on the cultural profile of the identified sub-communities* in order to increase relevance and engagement within the key communities of each passion area.
- Finally this means *identifying and engaging the many micro-influencers who can connect to the various sub-communities* rather than prioritising the macro-influencers who can reach the entire passion area because they will deliver a message that's less relevant, less engaging and it's unlikely to travel very far.

Overview

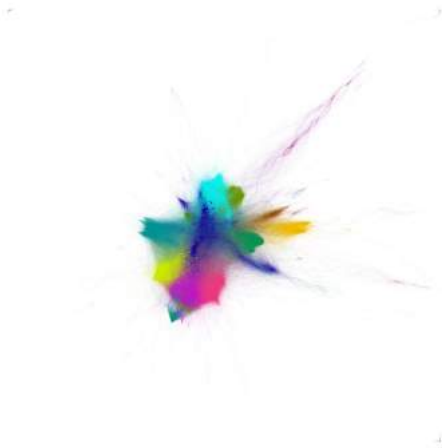
Fashion

A diverse audience fragmented in a large amount of small national and international communities congregating around global influencers, cultural scenes and professional hubs.



Politics

A very homogenous audience sharing common interests and passions, well connected in a small number of large national and international communities brought together by national and global influencers.



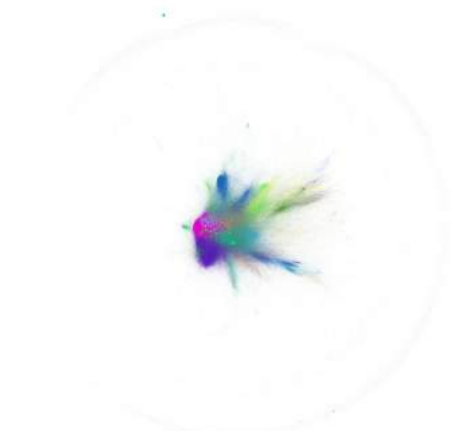
Technology

A very homogenous audience, extremely interconnected and clustered into a small number of large global or city-level communities showing a consistent overlap of interests and passions.



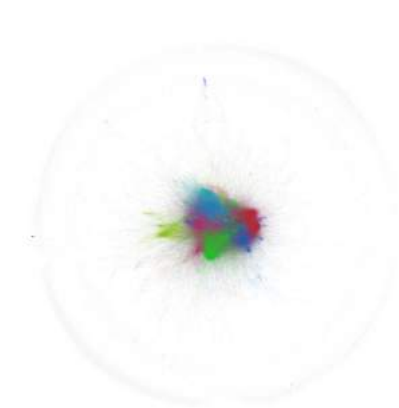
TV & Film

A diverse audience showing a wide range of interests and passions, which is not well connected but less fragmented than expected. Unlike other diverse audiences, they tend to congregate in global communities built around genre affiliations and global influencers.



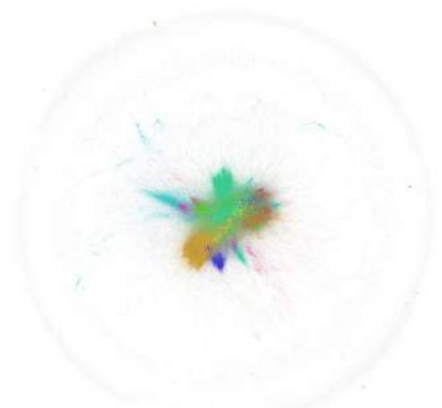
Fitness

A fairly homogenous audience sharing a similar set of passions but fragmented in many small communities, congregating around local influencers.



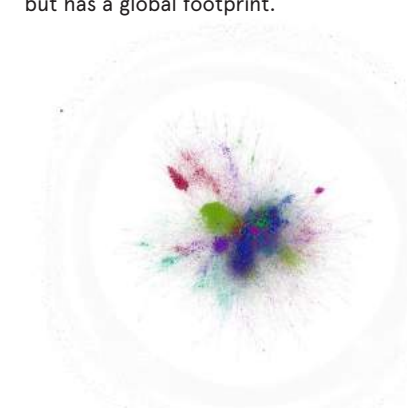
Food

A very diverse audience rooted in local city-level scenes resulting in the most fragmented passion area, featuring the smallest communities which tend to cluster around geography and ethnicity.



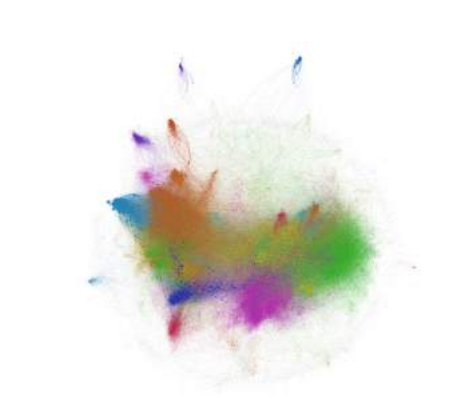
Music

A very diverse audience, extremely fragmented in many small communities showing almost no overlap of interests. This audience comes together around music genres, music scenes and niche influencers but has a global footprint.



Sports

A diverse audience but one that is very interconnected into large communities. These form around specific sports, personalities and media outlets, tend to have a national profile (rather than global) and are very insular.



Fashion

Those who are interested in fashion connect based on preferences for individual styles and networks.

The average number of interconnections within the fashion network is 3.7, with just over 300,000 connections between the 100,000 fashion fans surveyed. Following/follower relationships are low compared to the other passion areas, perhaps because fashion is communicated through inspiration as opposed to conversation.

The fashion world is made up of several small communities. These tend to cluster around cultural and ethnic affiliations or professional specialisation, more than around geography. This can create cross-national audiences, but not necessarily global ones because fashion trends are often contextual, and especially depend upon professional ecosystems of what is relevant and affordable in different areas.

Top communities

- Fashion professionals 6.3%
- Japanese pop 6.2%
- Fashion bloggers 3.6%

Top communities

→ Fashion professional

Fashion professionals, 6.3% of the total fashion network, are 76% female and 91% from the UK, meaning they are a very homogenous community, united by location and their careers.

This also means they share several similar interests, including pop, hip-hop and dance music, as well as drama and reality TV including The Great British Bake Off, Orange Is The New Black and Pretty Little Liars. They are interested in topics close to their industry, including beauty, modelling and celebrity gossip.

Marketers and advertisers looking to speak to this group would need to understand the conversations being had about the industry, before finding out who the fashion professionals are looking up to for inspiration.

→ Japanese pop

Japanese pop fans are clustered around their location - with 81% of this audience based in Japan, creating a tight network that spreads through conversation about their favourite pop and rock music, and catching up with this on TV.

To get a true understanding of this audience, creatives would need to understand the Japanese entertainment industry, to find cultural references for their style. Their favourite TV shows include the Japanese chart show, the Friday Night variety show and the soap opera A Girl and Three Sweethearts. They also watch anime shows, and are interested in travel, perhaps for the 19% of the community who are not based in Japan, and of course fashion.

→ Fashion bloggers

Although fashion bloggers cross over into the fashion professionals' networks, there is a clear distinction between the subjects that create mutual follower/following 'edges' in the network, as they discuss their shared interests of beauty, celebrity gossip and modelling. Fashion bloggers often create their own looks so are interested in beauty products and taking inspiration from models and musicians - their favourite genres include hip hop and dance. They look up to reality TV stars, as shown by their favourite shows including Love Island and The Great British Bake Off, starring more down-to-earth personalities, but they share a mutual love of Game of Thrones, Orange Is The New Black and Pretty Little Liars with the fashion professionals. To speak to this community, it's important to enter the conversations they're having, and show an interest in authenticity.

How to communicate to this audience

→ For brands looking to communicate to those interested in fashion, they must delve deep into the communities that inspire the fashionistas.

→ From fashion professionals and bloggers to Japanese pop fans, the connections they make are bigger than just a similar interest in clothes, they take inspiration from the industry's biggest players, their favourite pop stars, or bloggers, and add their own mark.

→ The fashion community is not well connected as a whole, so an understanding of what fragments it into smaller groups and the motivation of each of these groups is key.



Politics

The politics audience is very well connected, with an average degree of interconnections at 7.7, a high average compared to many Twitter other passion areas.

However, this is spread across a small number of communities, often concentrated in the countries where users live. These communities contain large numbers of users, and overlap on broader interests like current affairs, business, tech and sport. Follower/following relationships are high, showing that politics is made up of conversation and debate on Twitter, but gets most granular when discussing national issues.

Top communities

- Euro politics 14%
- US politics 12%
- UK politics 11%

Top communities

→ Euro politics

Euro political interests are skewed towards the UK with 15% of the group's members based there. Other prominent locations are Germany (6%), Netherlands (5%) and Spain (4%). 71% of this network are male.

As well as politics, this group's interests include news, tech, science, business and entrepreneurship - perhaps showing that their interest in European politics stems from being part of professions which are affected by international trade. On TV they watch sports, news, business news and talk shows to keep up with what's on the agenda. Shows include BBC Match of the Day, The Great British Bake Off and House of Cards, an interesting skew towards UK and US based shows despite being in Europe, and further implying that they are internationally biased. This means that speaking to this audience requires a broad understanding of what's on the global agenda.

→ US politics

Unsurprisingly, 99% of those interested in US politics are US-based. They are also 62% male, and interested in news, business and sports. Politics seems to be the bread and butter of those who use Twitter to find out what's going on in the wider world, and a true knowledge of the ins and outs of the mainstream is the best way to speak to this audience.

The sports this group are interested in are all top American sports like baseball, college football and basketball, and TV show genres range from sports to talk shows to sci-fi with The Late Show with Stephen Colbert, The Rachel Maddow Show and The O'Reilly Factor all amongst the most popular shows. While this seems like a group who would be easy to target, it is important not to paint them with the same brush with the other political aficionados.

→ UK politics

Interestingly, 92% of those interested in UK politics seem to be from the US, but this sub community is just as tightly woven as the Euro and US politics communities, perhaps showing a spread across the world. The reason for this geo-clustering might be that UK based politicians are also interested in European Politics. The UK political fans are also united by their interest in UK sports and TV shows. BBC Match of the Day and UK talk shows like the Andrew Marr show and Daily Politics are all common interests. As well as sport and politics, they are also interested in music, and another popular TV genre between them is children & family shows, implying they might be older than the US political fans who are interested in college sports. To really get to the heart of what they like and speak to this audience, it is important to look at them through the lens of all of their interests to get an idea of a persona.

How to communicate to this audience

- If you want to learn how to interest political fans, find out what's on TV. News and sports shows dominate their interests, and the densely connected networks - with some of highest average connections between Twitter users - spread ideas and trends quickly.
- Often they are reacting to what's already on the agenda, rather than creating it. While they are generically clustered around national borders, there is a lot of interest in the similarities of different systems - with many Euro political fans based in the UK and many UK politics followers in the US.
- Their consistent overlap in terms of interests shows that politics is a global interest, but changes from country to country, and is strongly tied to culture.



Fitness

The fitness network is very homogenous. It is divided into hundreds of small sub-communities, mainly clustered around geography and ethnicity.

This implies that 'fitness' is too much of a blanket term for this passion interest. It relies on local health aesthetic and lifestyle values, which generally are determined by geography and ethnicity.

The top communities here are a lot smaller than in the other Twitter passion networks, but offer an interesting picture of micro influencers. The average connection degree of mutual following/follower connections here is just 3.5, but there are nearly 39,000 individual communities, showing an example of how Twitter is used for inspiration.

Top communities

- Fit and stylish 6.5%
- Gym life 4.1%
- Nutri-Bullets 3.2%
- Latin fit 2.8%

Top communities

→ Fit and stylish

This community is mainly UK-based and female, showing a crossover between fitness and looking good. Its members' top interests include style, fashion and food, but the TV shows they're interested in are a mixed bag of sports, drama, comedy and variety, with top shows including Match of the Day, Celebrity Big Brother and The Great British Bake Off. This community are likely to use Twitter to get fitness and style inspiration, rather than discussing specific techniques and sharing secrets within fitness.

→ Nutri-Bullets

This niche community are united by a single item - the Nutri-Bullet. So unsurprisingly, their similar interests are foodie: nutrition, vegetarianism and veganism, but also include books: specifically self improvement, mindfulness and meditation. They are also interested in health & lifestyle, and sports. This is a diverse audience with a few influencers leading the pack, but a good level of interconnection at its core. They are mainly based in the US, Canada and the UK, showing the spread of the popularity of the Nutri-Bullet itself. Their other interests include a wide range of TV genres and sports. It seems the one key way to speak to this audience is about their Nutri-Bullets.

→ Gym life

The gym life community is 85% UK based and made up of 65% of men. Their interests are broad including sport, music and gaming. TV shows in common are made up of mainstream sports and reality TV, such as Love Island, BBC Match of the Day and The Great British Bake Off, but music genres span pop, dance, hip hop and R&B, and sports interests ranging from soccer and cricket to boxing and bodybuilding. This community seem only united by their passion for the gym, with a dense centre made up of conversation presumably about the gym, but little else connecting it.

→ Latin fit

This is another niche audience spread across countries - community members live in Spain, Mexico, Venezuela and the US. It made up of 71% men and interests are unified between sports, tech and gaming. TV genres they enjoy include sports, variety, reality and talk shows, and specific shows in common are mainly sports broadcasts. Sport types include bodybuilding, soccer, jogging and tennis. Given that there is a range of interests at hand, speaking to this audience requires understanding the passion network itself - everything this audience discuss seems related to the core interest at hand.

How to communicate to this audience

→ Fitness spreads into almost too broad a passion network to be united as one area.

The four sub-communities examined are incredibly different to one another, all fixating on one specific area within fitness, be it sports, the gym, a lifestyle as dictated by the Nutri-Bullet, or an ethnicity division like Latin fit.

→ Speaking to fitness audiences means really deeply understanding these niche passions, as while many people define themselves by being interested in fitness, there is a deeper level of connection to an identity within this.

→ The fitness community is the best example of the broad common interest type almost becoming inaccurate when you delve deeper.



Food

Food is a passion network with the highest number of sub-communities.

These are almost entirely clustered around geography and ethnicity – both being hugely important areas to food identity. The network connections drill down to city level, although the people with this interest are generally also interested in travel, so while they have a key knowledge of their own network, they are also interested in exploring food scenes in other places. The average degree of connectivity is 3.1, but the communities, numbering nearly 44,000 created are tightly interconnected, if small.

Top communities

- Food bloggers 8%
- Food truckers 3.7%
- Indian foodies 3.4%

Top communities

→ Food bloggers

Food bloggers are clustered in the UK and US - 93% in the UK and 7% in the US. They are 59% female and are interested in travel and books (specifically cookbooks), and of course food - recommendations, reviews and exploration.

Their travel interests break down in to UK travel, adventure and luxury travel. It seems they use Twitter for research and inspiration, and the graph shows the network is closely connected, with a few big influencers who everybody looks up to.

Speaking to this audience is all about finding out what's happening in the UK food scene. The bloggers are all trying new recipes and restaurants, and using social media to explore further.

→ Food truckers

This network is 96% based in the US and 4% in Mexico. They are 58% female, a similar ratio to food bloggers, but seem to be a lot more adventurous, going to visit food trucks and street food venues around the country. They are interested in cooking and eating out, plus business, implying they want to know what's going on in the restaurant scene, and the business of food. Their TV genres are less wholesome, with sports including basketball and NFL football dominating, and drama, comedy, reality and sci-fi also taking up a lot of their screen time. They are also interested in travel, street food, wine and Italian cuisine. This appears to be an influential and affluent group, and if brands want to speak to this audience, they need to know what's going on not only in the food scene, but in the lifestyle scene in general.

→ Indian foodies

Indian foodies are 75% based in India, but the network bleeds into the US (11%) and UAE (7%). They are very much more business-focused, with other interests including entrepreneurship, tech marketing and start-ups, personal finance and sports.

The graph shows little interconnection and conversation between participants, with a few big influencers. TV genres they like include drama, variety, reality and comedy, and sport is dominated by cricket soccer and tennis. To speak to this audience, it is a case of harnessing these interests as opposed to the food element alone.

How to communicate to this audience

→ The food network is again almost too wide a term to categorize as one interest.

→ The stark differences between the sub-communities, and the fact a lot of their connections are based on locality or ethnicity show that understanding these audiences is about getting to grips with local scenes, and the ins and outs of different stories around cuisines.

→ While it is possible to paint a broad portrait of various communities, particularly food truckers, based on similarities in taste and an assumption of income, jobs and locality, it is very important to examine the food community not as a whole, but as a series of bitesized pieces.



Technology

The technology audience is one of the most tightly connected on Twitter.

Tech updates, proposals and innovations are announced, discussed and shared on the platform. This is a community with a 15.63 degree of connections, showing a strong follower/following relationship, although the sub-communities are generally clustered around individuals. These often figures enter debate and

discussion more than influencer figures in other networks, and discussion of what is being said by these thought leaders influences conversation between other users also. Interests between the tech sub-communities overlap often, showing that this is a term that does unite its users, albeit one that still breaks down into recognizable sub-communities.

Top communities

- US biz innovators 18.3%
- London tech hub 10.8%
- Programers 8.9%
- Educators 7.1%

Top communities

→ US business innovators

We can tell this network live mainly in San Francisco and the Silicon Valley area, and New York. They are 68% male, with an average age of 38, and an average income of \$58k. They work in sales and marketing, as senior managers or entrepreneurs. As well as tech, they are interested in business, news and politics, keeping up with Techcrunch, the Wall Street Journal and the New York Times. What these users say has impact on the rest of the community who are all connected to one another - Twitter is a key medium for sharing the latest tech news, and discussing its implication. Speaking to this audience means really knowing what you're saying about technology innovation.

→ London tech hub

This intersection of the tech network live in London have an average age of 37 and an average income of \$51k. They work in sales and marketing, senior management or as web developers, and are interested in news, politics and comedy, reading The Guardian, The Next Web and Wired for their updates. This network is still tightly interconnected with a lot of conversation going on, but isn't as focussed on big personalities as in the US, although a few still dominate. Speaking to the London tech hub means making sure you're differentiating between what you're saying in other tech networks.

How to communicate to this audience

- The tech community is a large one, so understanding its sub-communities is the best way to make sense of it.
- Although all the communities discussed are a lot more interconnected than many other passion networks, there are still distinct markers between the four biggest sub-communities.
- However, their interests are so similar on the surface, that it is helpful to divide some of these sub-communities into personas, based on their careers and networks, and design messaging to connect with this audience this way, as well as understanding the niches of local networks.

→ Programers

Programers may be 79% male, like the London and US innovators, but are spread more globally between California, New York, Mumbai and Bangalore amongst others, with an average salary of \$45k. This may be why their graph shows a lot more fragmentation than the tightly-connected geographically-based innovator hubs. Programers have slightly more generic interests - they are into politics, news, TV and film, and read Engadget and Tech Meme, as well as taking a large interest in what Google and Android are doing. For brands and agencies to speak to them, you need to understand the latest programing news in individual locations and globally.

→ Educators

This is the only subnetwork in the tech community which is majority female. 55% of tech educators are female, and they mainly live in New York, Minneapolis and Toronto. They work as teachers, with a large interest in news and politics. They read Education Week and the Huffington Post, and watch TED Talks, and the US Department of Education has a strong influence on this group, discussing the intersection of the country's future and technology's future. This network's influencers also feed down into the other tech networks, so being able to speak to this audience means understanding the 'blue sky thinking' that inspires the industry.



TV & Film

The TV & Film passion community is a diverse audience, characterised by a relatively small amount of interconnectedness.

Its communities tend to cluster around interests and less around geography, indicating a progressive Twitter audience which consumes media in a global fashion.

There is a similarity in demographics in the TV & Film fans: about 60% of this passion community are men aged 22 to 32, who tend to live in English-speaking cities such as New York, London and LA. But there is a very low average degree of following/follower relationships at just 2.6. Apart from the attributes mentioned above, each sub-community is rather unique in its interests and brands would be wise to address them individually.

Top communities

- Film buffs 10.2%
- TV fanatics 8.2%
- Supernaturals 5.5%
- Sports nuts 4.7%

Top communities

→ Film buffs

This group make up the largest sub-community of the TV & Film network and identify as mainly men (56%), with an average age of 32 who live in the US (NY and LA, more specifically). They tend mainly talk about large movie franchises such as Star Wars and consider iconic actors like Tom Hanks as influencers, with a few hugely influential accounts at the centre of the graph. Finally, they tend to enjoy comedy and big-budget TV shows such as Game of Thrones. Speaking to this group means appealing to their desire to comment on the new film releases, and the movements of the biggest stars.

→ Supernaturals

The TV genre that generates most conversation is the supernatural. Those who love it are 74% male, live in London and NYC and have an average income of \$25k - it's probable they are students or recent graduates. The shows they discuss most are Doctor Who, Supernatural, and Once Upon A Time, and are most influenced by actors from supernatural shows, like Ian Somerholder and Nina Dobrev from Vampire Diaries. But a clue to their interest in these shows comes from the fact that they also love talking about books and romance - perhaps what attracts them to the supernatural is the escapism it offers. Understanding this network seems to lie in their youth and desire for distraction.

→ TV fanatics

TV fanatics are mainly based in the UK. They are 55% male with an average income of \$34k and have an average age of 30. They are mainly involved in 'second-screening', tweeting along with big screenings like the airing of popular TV series like Doctor Who, or with live events like Eurovision, as well as seeing the stars appear on talk shows like Jonathan Ross. They see TV stars like Stephen Fry as influencers, and when they're not talking about TV, they also like to discuss books and arts. Getting a grip on what this group is about is all about understanding how they like to broadcast their opinions on what's on.

→ Sports nuts

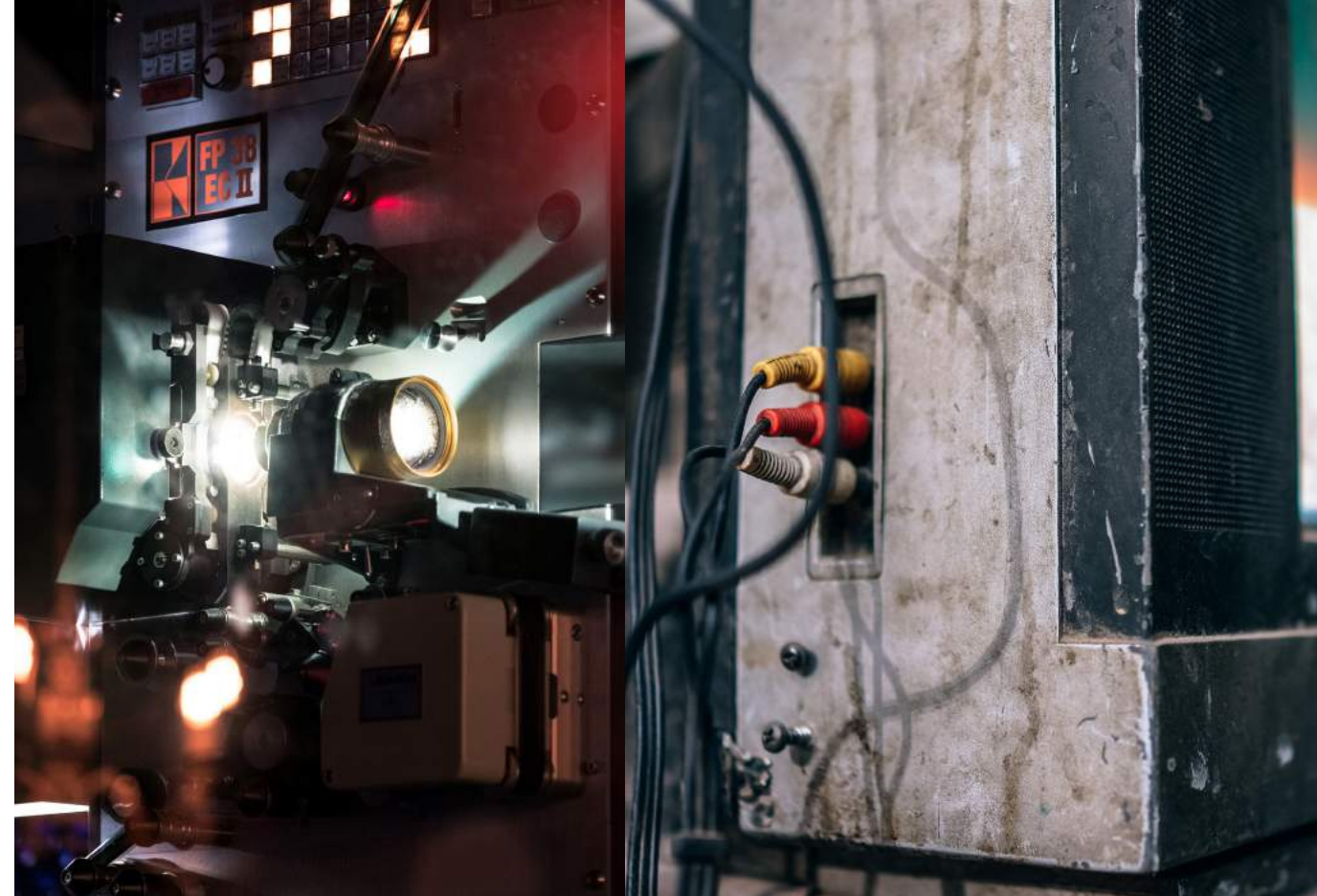
Naturally, this sub-group is mainly interested in watching sports, rather than taking part. The main sports which they enjoy watching are American football and basketball, but they also keep up with general sports news on several channels, the main one being CNN. They also talk about their eating likes and dislikes with one favourite being Chipotle, the burrito chain. When they're not watching sports, they enjoy dramas like Scandal. They are almost equally split between men and women, have an average age of 29, and an average income of \$41k. Understanding the sports they talk about is the answer to 'getting' this group, but also understanding the lifestyle that comes with watching sports.

How to communicate to this audience

→ The demographics in this group are rather broad. For example, the age gap between opposite ends of the scale is 10 years, and a difference in average income is \$30,000. However, their interests apart from their primary type of TV shows or movies is other forms of culture, like other genres of show, books and arts rather than specific brands or activities.

→ An assumption we can make from this is that this passion group is so ingrained with paid online streaming services or cable TV and satellite channels as well as cinema that they may not be as engaged with commercials.

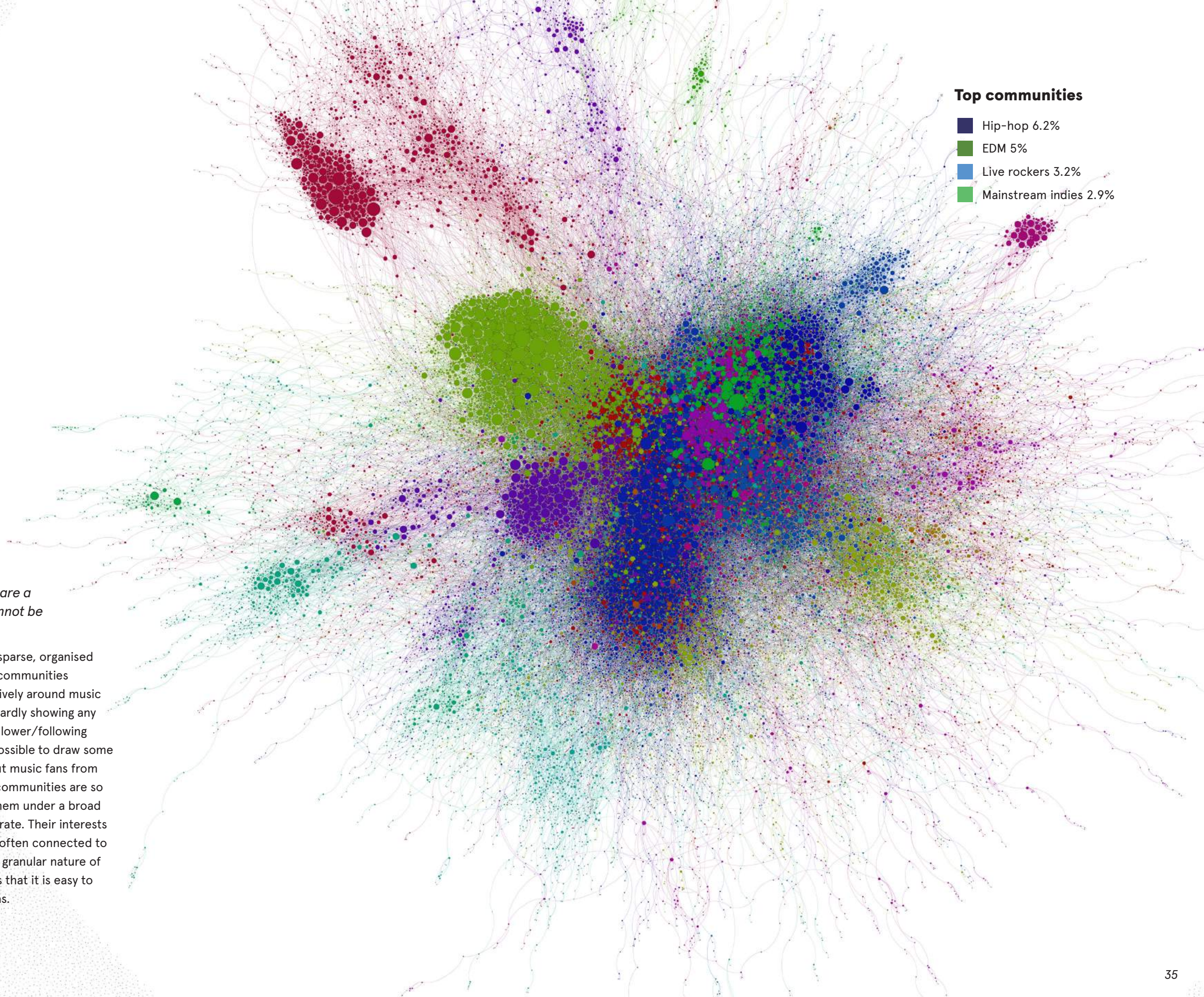
→ Brands will need to get creative in regards to what channels they try and target here, but understanding what draws them to the shows and movies they watch is an excellent way of learning how to speak to these groups.



Music

Music fans on Twitter are a demographic that cannot be summarized.

The graph is incredibly sparse, organised into a number of small communities clustered almost exclusively around music genres and countries, hardly showing any overlap. The average follower/following degree is just 2.1. It is possible to draw some broad conclusions about music fans from the research but their communities are so disparate that uniting them under a broad umbrella term is inaccurate. Their interests hardly overlap, and are often connected to where fans live, but the granular nature of the communities means that it is easy to draw them into personas.



Top communities

- Hip-hop 6.2%
- EDM 5%
- Live rockers 3.2%
- Mainstream indies 2.9%

Top communities

→ Hip-hop

Hip-hop fans have an average age of 26, and an average salary of \$27k, but are nearly equally split between male and female, with 56% male members. They are spread between the West Coast of the US, New York and London. Some are professional musicians, but others are fans who like to produce their own music. They use Soundcloud a lot and listen to Kanye West, Snoop Dogg and Wiz Khalifa. They also have strong brand affinities to fast food chains including Wingstop, Hooters and Buffalo Wild Wings. This seems to be a group who live a fast-paced lifestyle, as we can infer from the food preferences, so speaking to them requires understanding moments around this, as well as the ins and outs of the hip-hop scene.

→ Mainstream indies

This is a group that is 55% male, with an average age of 28, mainly from London, and with an average income of \$31k. Their jobs are in journalism and music, and the graph shows they are not very tightly connected, looking up to a handful of influencers. They use Spotify more than any other service, and read Pitchfork and Rolling Stone magazines. Their stronger than average brand affinities include Hard Rock Cafe, Apple and Benefit Cosmetics. This is a group with a hand on their heart, throwing back to nostalgia of the heyday of indie music, so speaking to them means understanding this.

→ Live rockers

A marginally older group, with an average age of 30, and a salary on average of \$47k. They are 52% male, mainly live in California and NYC and as well as loving live music, they enjoy craft beer and photography, and follow politics. Their stronger than average brand affinities include Livenation, Guitar Centre, Hard Rock Cafe, Jack Daniels, Fender and Budweiser. Some of these affinities overlap with the EDM fans, but the live rocker group paints a far stronger picture of a more mature type of persona, and it is understanding their lifestyle, and how rock music infiltrates it, which will be the key to communicating to them.

→ EDM

The EDM sub-community are another group that aspire to make the music they enjoy. With an average age of 24, mainly from California and Texas, some DJ professionally, and they like to use Soundcloud, often sharing tracks on Twitter. Some of their favourite EDM stars include Calvin Harris, Tiesto and Deadmau5 and their stronger-than-average brand affinities include Heineken, Budweiser and the Hard Rock Cafe, again showing a lifestyle associated with being out and about. Speaking to this audience means understanding where and when they enjoy the music, as well as a deep understanding of what's happening within the scene.

How to communicate to this audience

→ To speak to these audiences, brands and agencies must find local passions because music scenes are often based around where people live.

→ Defining micro-influencers is important here: mainstream pop musicians are often too big to have any meaningful impact.

→ Telling true stories is also key for campaigns appealing to this audience: music is based on authenticity, and stories of connections with artists are what is most important to fans.



Sport

Sports fans are well-connected within their communities.

They have a high average degree of connections (9.6), but these are all clustered within a few communities based around individual sports, and therefore tightly connected to location.

They also are fairly insular, rarely overlapping in terms of interests and affinities and clustering around influential sports stars and personalities.

Top communities

- Premier Leaguers 14.3%
- American Football fans 13.7%
- US sports nuts 9.4%

Top communities

→ Premier Leaguers

Premier Leaguers are generally young men - with an average age of 25, and 74% male domination of this subcommunity. The majority of them live in the London or Manchester areas in the UK. Their average income is \$31k. They are mainly football fans and tweet about the Premiership more than anyone else - their top influencers are Rio Ferdinand and Wayne Rooney, and their stronger than average brand affinities are to beers - Carlsberg and Guinness and cheap travel, Ryanair.

The graph shows a tightly knit centre of following/follower relationships and gives some insights into the sort of brand affinities they identify with, as well as an idea of the budget and demographic they live in. Speaking to this audience, although requiring an understanding of the Premier League, also requires understanding what sort of people are passionate about it.

→ American Football fans

In a similar way to the Premier Leaguers, American Football fans are mainly young and male, with an average age of 21 and a 61% male make-up. They generally live in the US, especially Texas, Florida and Illinois and their average salary is \$22k. The brand map is slightly less tightly interconnected, with influence amongst the biggest sports brands including Sportscentre, NFL, ESPN, Nike and Sportsnation. Their stronger than average brand affinities include Tropical Smoothie, McAlisters and Wingstop restaurants.

Speaking to this audience requires knowing about the culture surrounding American Football - full of statistics, which is why knowledge centres like Sportscentre and Sportsnation are among the top influencers as opposed to players themselves. Similarly, watching the game is something of an event for them, possibly explaining why their brand affinities are largely food.

→ US sports nuts

The American Football fans seem to grow into US sports nuts.

This sub community's average age is 29, and they are mainly based in California and Texas, with an average income of \$51k. Their brand affinities are with Samuel Adams, Budweiser, and Newcastle Brown Ale, showing that they use sports to switch off and have a drink, or catch up with friends. Their biggest influencers are ESPN and Sportscentre, but also individuals like Adam Schefter and Shaquille O'Neal.

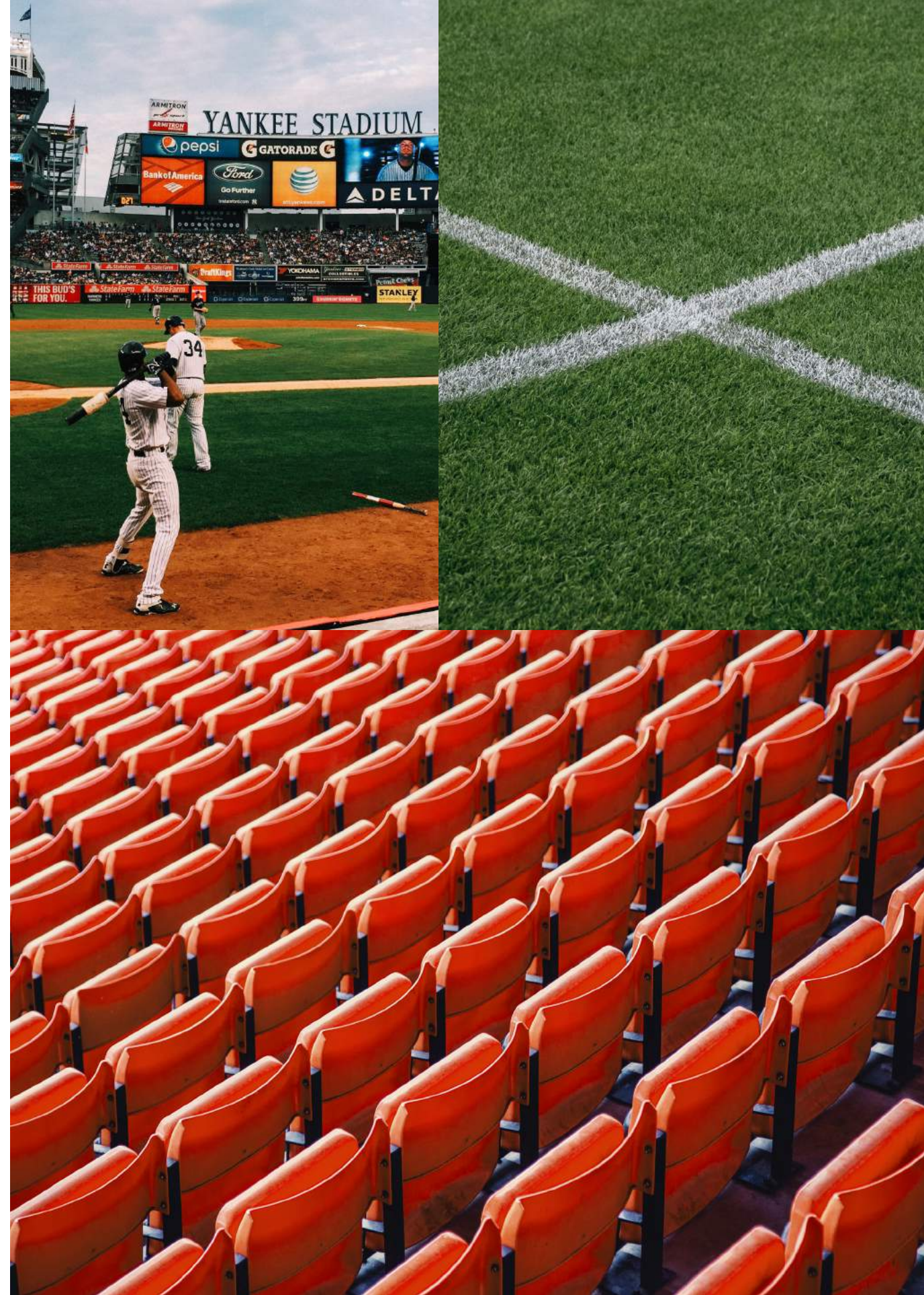
This group seem to have sports as a key part of their lifestyle, rather than an obsession, in the way the younger, perhaps college-based American Football fans do. Understanding them requires a working knowledge of several US sports including basketball and football, but also being aware of the lifestyle surrounding them.

How to communicate to this audience

→ Sport is a lifestyle for most of its fans. For brands and agencies to really be able to target their planning and creative at sports fans, it's important to get under the hood of not only the games themselves, but the moments that surround sports fans, whether its going to the game itself, or watching at home with friends.

→ Influence is fleeting between sports stars themselves, so an understanding of how the games related to their locations, and how and when they are enjoyed is more important here.

→ Team news and stories surrounding the sports industry are also important, if fleeting. The communities are so divided into the particular sports affinities that it is not enough to just know some big stars. Sports fans will see straight through you if you don't know the exact reference you're making.





Methodology

1. Building the sample

We randomly sampled 100,000 Twitter users globally and per passion area (100,000 x 8). The screener was based on the following features:

- Any country
- Any languages
- User bio contains keywords that identify the user as close to the passion area (This was expanded out beyond the immediately most obvious. So not just 'sport' but also 'football', 'tennis' etc.)
- User has less than 3000 followers (in order to prevent the analysis being biased towards more influencers, brands and media etc.)

2. Building the graph

- For each passion area we then extracted the list of friends and followers for each of the 100,000 randomly sampled accounts from the Twitter Graph API.
- We then mapped following/friend connections within the 100,000 sample for each passion area and visualised them in a network graph.

3. Community profiles

- For the top communities in each passion network we extracted the handles of the users in each community and analyzed them as separate audiences using the Twitter Audience API and Demographic Pro to identify the key demographic and psychographic features.

4. Community identification

- We then ran a clustering algorithm on the graph to identify the communities that structure the audience based on the density of following/friend connections.
- A community is identified as a sub-section of the network when the users identified as being part of that community show a higher density of following/friend relationships between them.
- The community the user belongs to is represented by the color of the node in the network graph.
- The layout of the graph is Force Directed, meaning nodes and communities with less or no connections are spaced further away from each other, and those with connections hold positions within closer proximity.

Benefit of this approach

One key benefit of this method of analysis is that it goes beyond the active users and captures the shape of the communities including the people who don't necessarily tweet about those passions but consume Twitter content about them.



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