



EU Reporter Twitter followers (source Twitter & Hootsuite)

@eureporter's followers are in their late thirties, typically married men with high income. The account has a notable audience concentration in Brussels.

- **Professionally**, @eureporter's followers work as politicians, lawyers, consultants, senior managers, civil servants / functionaries and sales/marketing managers.
- **Journalists:** The account has an exceptionally high concentration of journalists (within the top 10% of all Twitter accounts in this respect).
- **In their spare time** they enjoy history, political news, reading, science news and travel. @eureporter followers are charitably generous.
- **As consumers** they are relatively affluent, with spending focused most strongly on travel, technology and hobbies. Brand affinities far stronger than Twitter average include Ryanair, Brussels Airlines, British Airways, Easy Jet and Lufthansa.
- **On social media** they talk most often about news/politics, business and technology. Strong influences for this audience include The Economist, BBC News, Reuters, New York Times and BBC Global News.
 - 59.4% are male
 - 97.2% are married
 - 26.9% are parents
 - 36.2 yrs. average age
 - \$42.9k/yr. average. income

@eureporter has an international audience, with a notable audience concentration in Brussels. Top cities are:

- Brussels (17.7%)
- London (12.7%)
- New York (2.8%)
- Paris (2.6%)
- Athens (2.5%)

The main #Hashtags used are:

#Putin #Humanrights #Eurovision #EU'Brexit #internet #Russian #journalism #PopeFrancis #tourism #fishing #Thailand #Ukraine #Twitter #investment

The audience has the following Brand Affinities:

