



IZEA INSIGHTS SPECIAL REPORT

# First Look: The Impact of Threads

JULY 2023





## BACKGROUND

We surveyed over 1,200 U.S. social media users to help understand the adoption, usage, and awareness of **Threads**, Meta's newly launched text-based Twitter rival, during the platform's **first 10 days**.

## GOALS

- Provide insights for our customers to help them understand the potential benefits, applications, and challenges of incorporating Twitter and Threads in their ongoing marketing campaigns.
- Inform, educate, and assist content creators as they consider expanding their reach to this new social media platform.
- Provide valuable insights to our solutions partners to help them navigate the evolving Creator Economy effectively.

# SAMPLE POPULATION

U.S. SOCIAL MEDIA USERS

United States

GEOGRAPHY

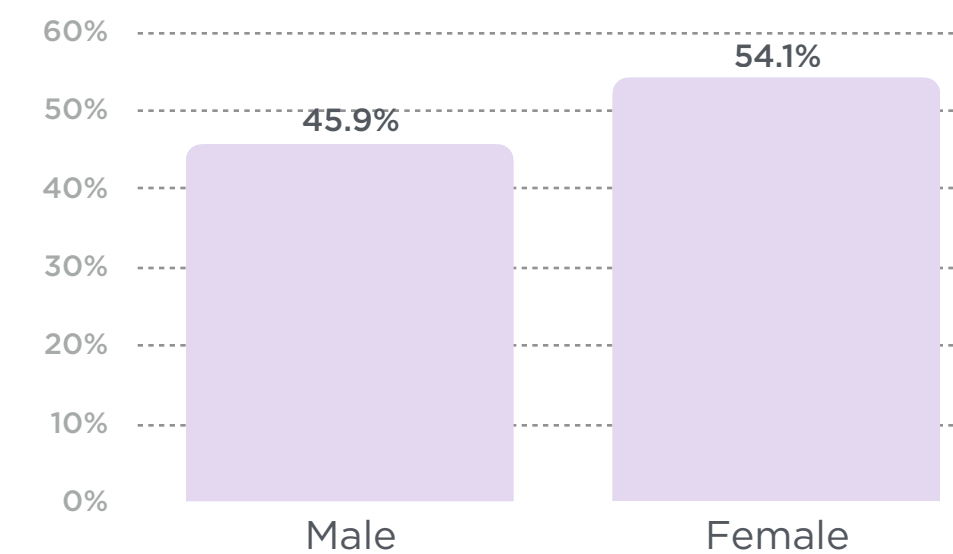
7/15/23  
TO  
7/16/23

DATA GATHERED

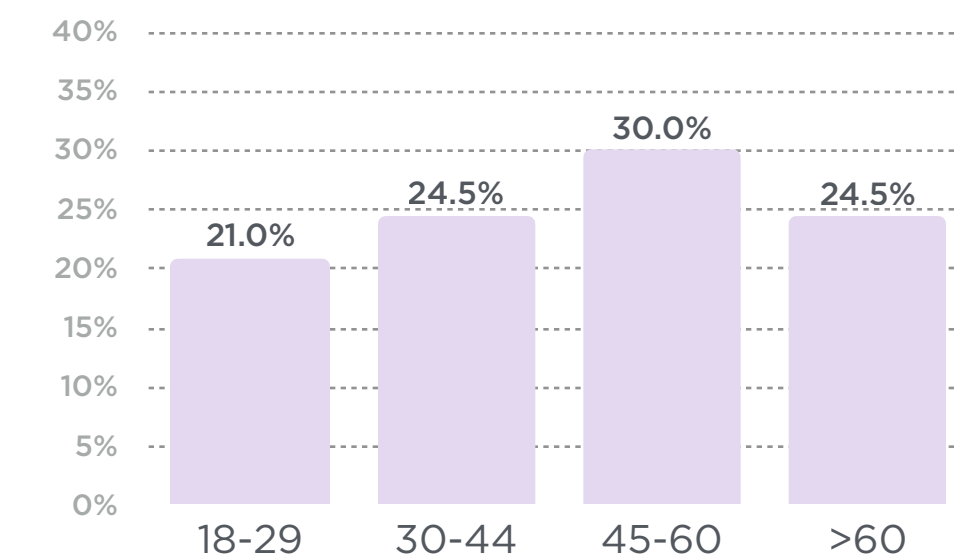
## 1,230 Respondents

All respondents were required to have an internet connection in order to participate in the survey.

SEX



AGE



IZEA

# THREADS LAUNCH

Threads launched on July 5, 2023, and had as many as 100 million sign-ups within the first week. Our survey, conducted July 15 and 16, looked to see who downloaded the app, how often they are using it, and what drove them to join.

## WHO IS ON THREADS: FIRST 10 DAYS

- **Gen X was most likely to join Threads**, with 36% of those ages 45-60 creating an account, compared to only 9% of those over 60.
- **More males than females signed up**, with 33.2% of males joining compared to 21.9% of females.
- **Social media influencers continued their roles as trendsetters**, with 60.9% creating accounts in the first 10 days.



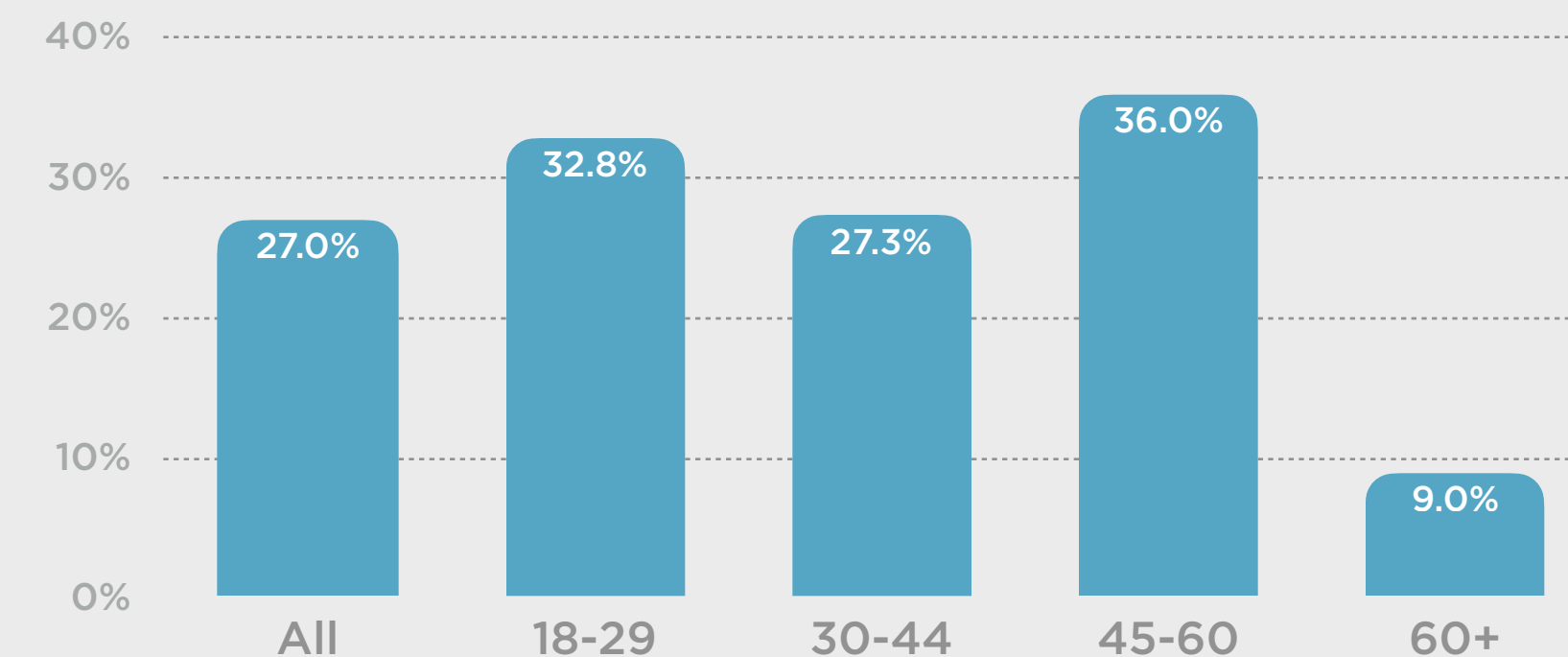
# 36%

OF RESPONDENTS AGES 45-60

Created an account on  
Threads during the first  
10 days.

**Q:** Did you create an account on Threads, the new social media app that launched last week?

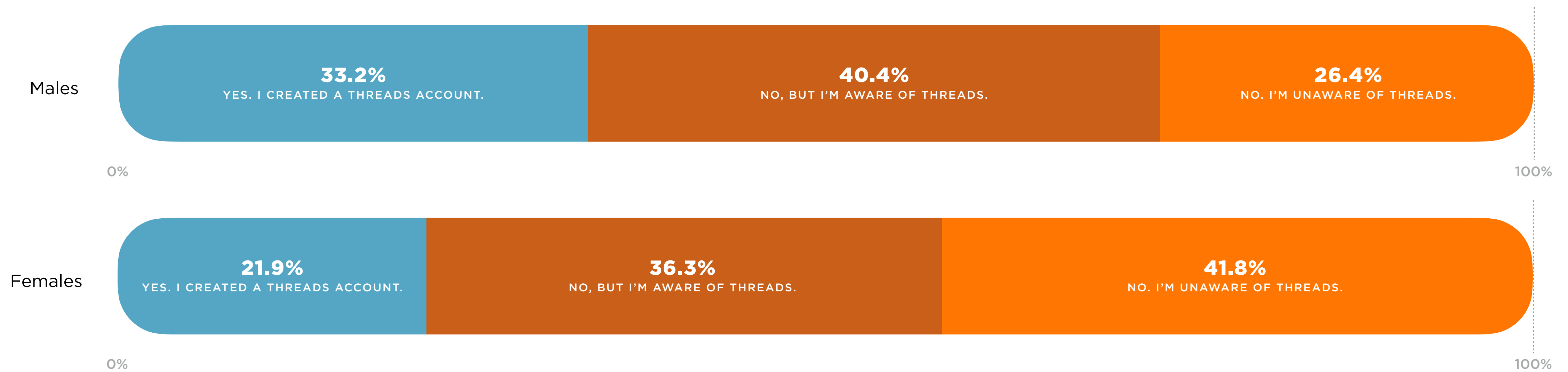
**A:** "Yes" By Age Group



# THREADS GROWTH BY SEX



Q: Did you create an account on Threads?

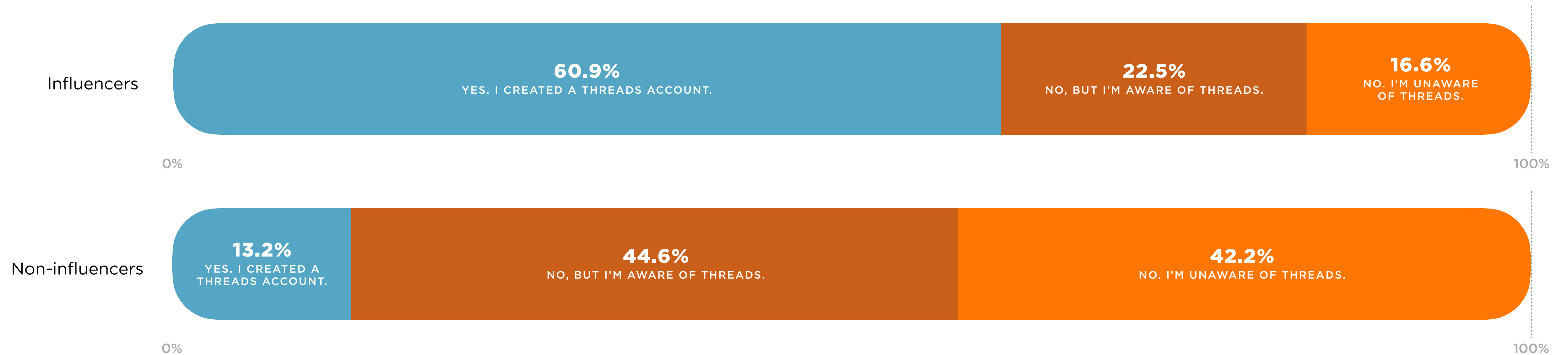


Men are 1.5 times more likely to say they have signed up for Threads than women.

# THREADS GROWTH & INFLUENCERS



Q: Did you create an account on Threads?



The 29% of respondents who consider themselves social media influencers are 4.6 times more likely to have created a Threads account than regular social media users.



# THREADS USAGE

Although reports claim that Threads usage has been down since the first week, and our findings around deactivations and deletions confirm this, we turn to the 21% of social media users still actively using Threads to understand their ongoing use of Threads.

## HOW ARE PEOPLE USING THREADS?

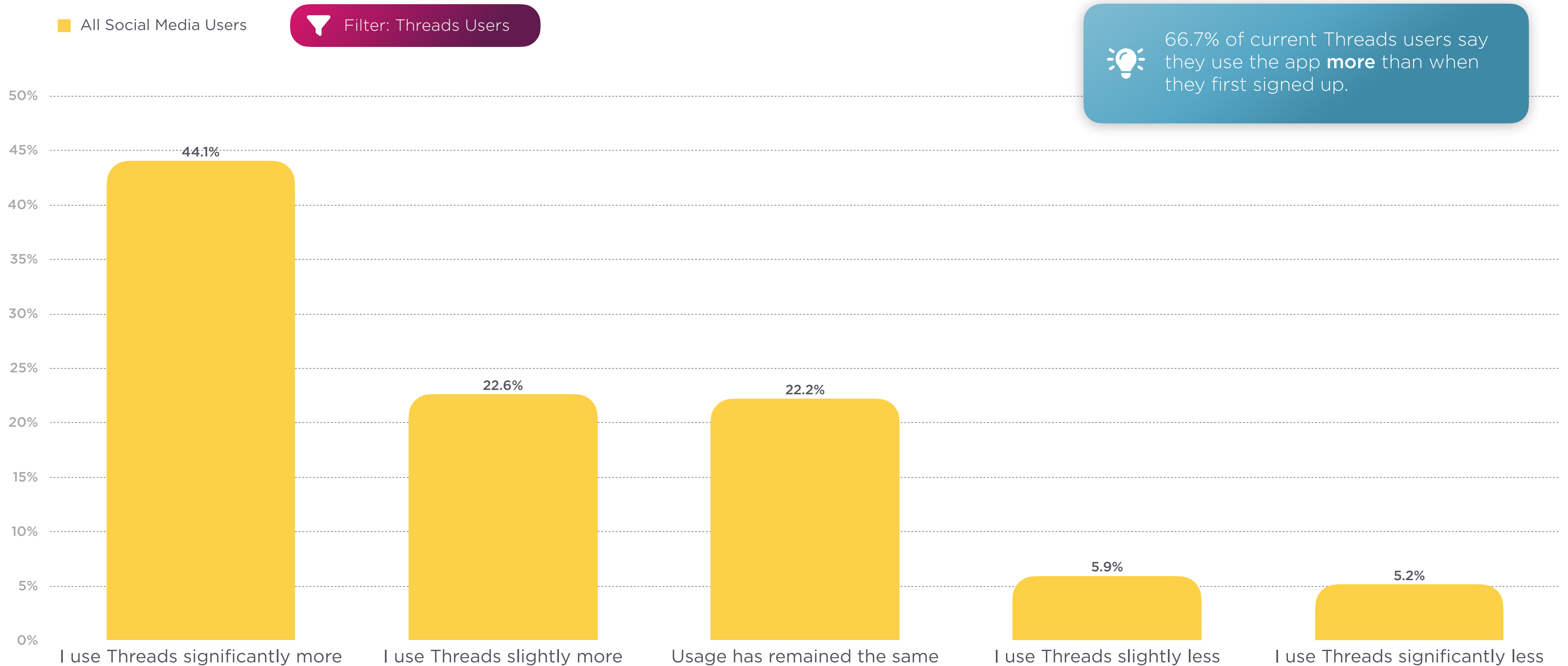
- 67% of continuing Threads users say they have been using the app **more frequently** than when they initially signed up.
- 71% of Threads users expect to check their feed **at least once per day**.
- **Curiosity** is the most selected reason for creating a Threads account, while **wanting a Twitter alternative** is No. 3.



# CONTINUING USAGE OF THREADS



Q: How active have you been on Threads compared to your first days using the app?

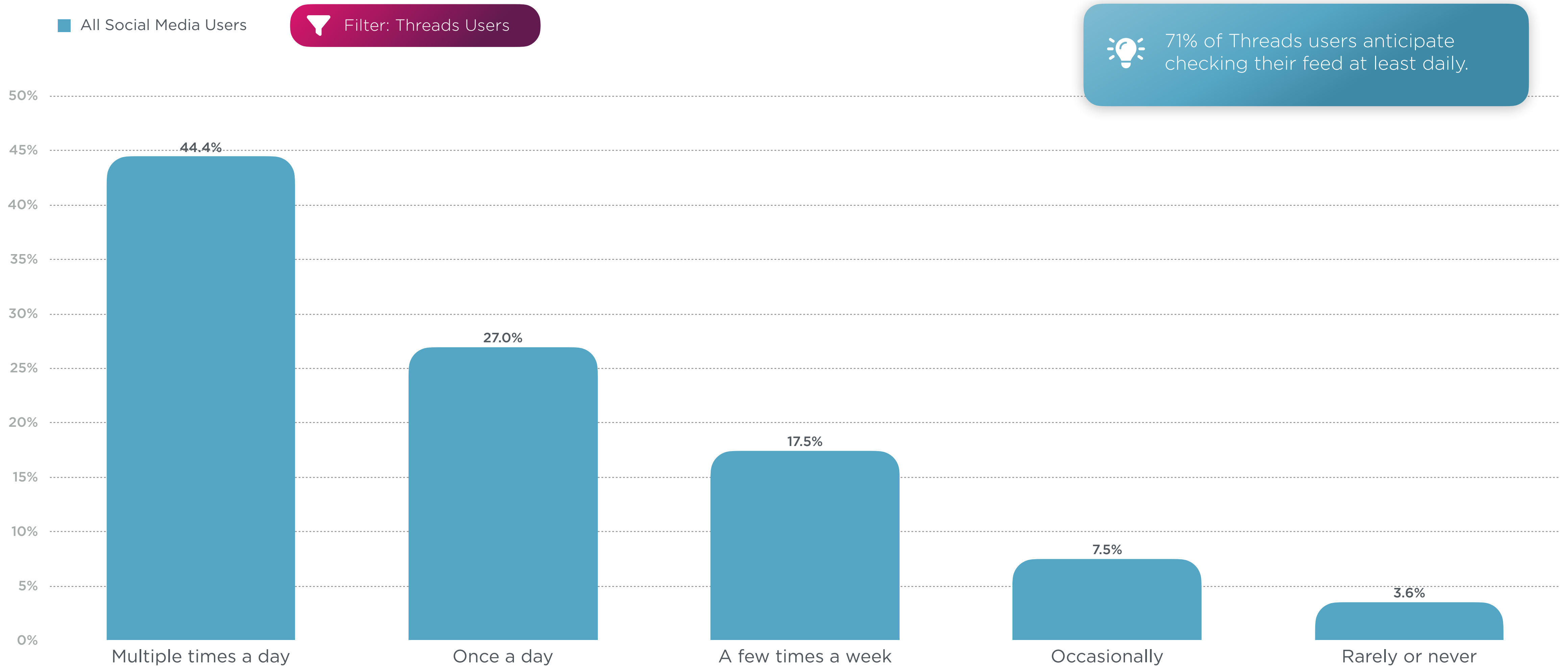


💡 66.7% of current Threads users say they use the app **more** than when they first signed up.

# CONTINUING USAGE OF THREADS



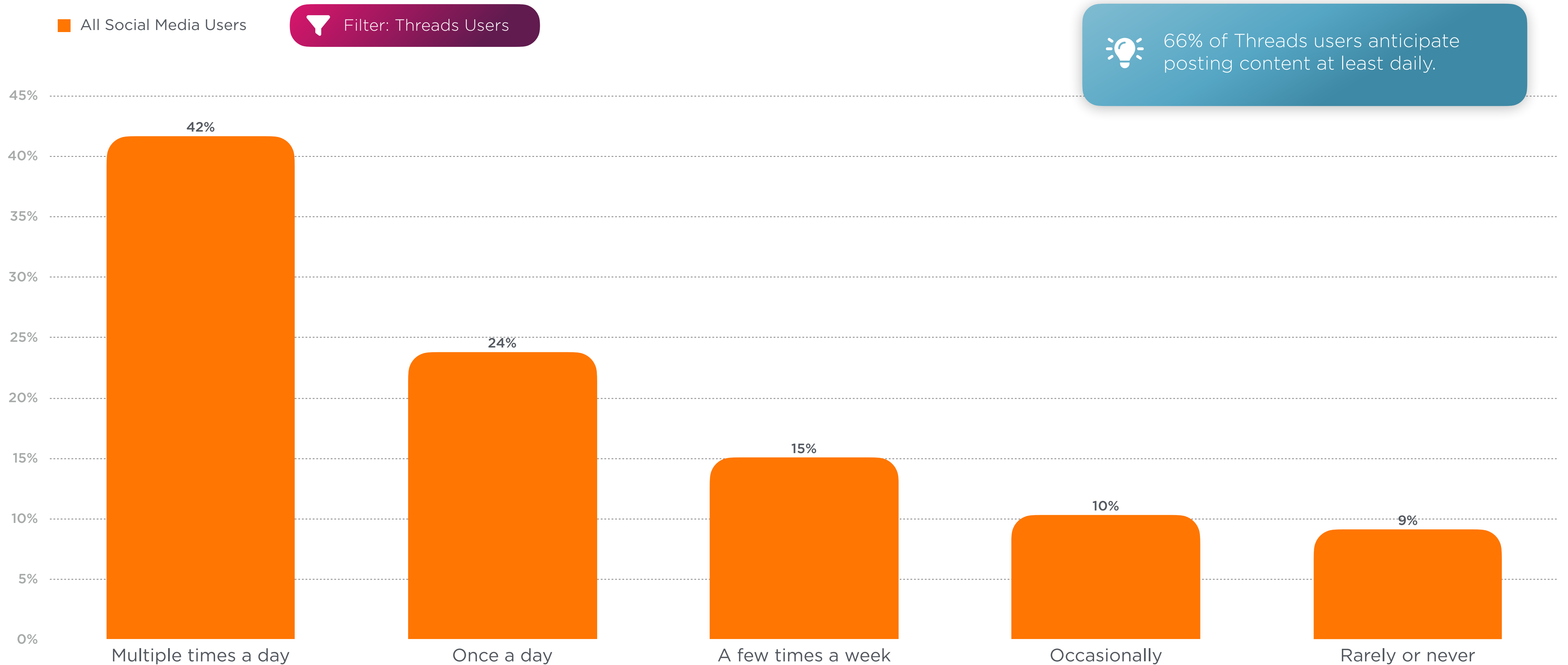
Q: How frequently do you anticipate looking at your Threads feed?



# CONTINUING USAGE OF THREADS



Q: How often do you (or plan to) post on Threads?



# TOP REASONS FOR JOINING THREADS



Q: What are your main reasons for creating a Threads account?





# THREADS & INFLUENCE

Our ongoing research finds that social media influencers are the early adopters and trendsetters of new tech and commerce. With nearly **61% of influencers** creating a Threads account, this holds true. But how critical of a role will influencers play in shaping the new platform?

## TAKING A LOOK AT BRANDS & INFLUENCERS

- 90% of active Threads users think the app will be a **good place for both brands and influencers.**
- 84% of social media influencers are open to **monetizing their Threads posts.**
- 54% of social media influencers **have already posted sponsored content** on Threads.

# THREADS FOR INFLUENCERS & BRANDS

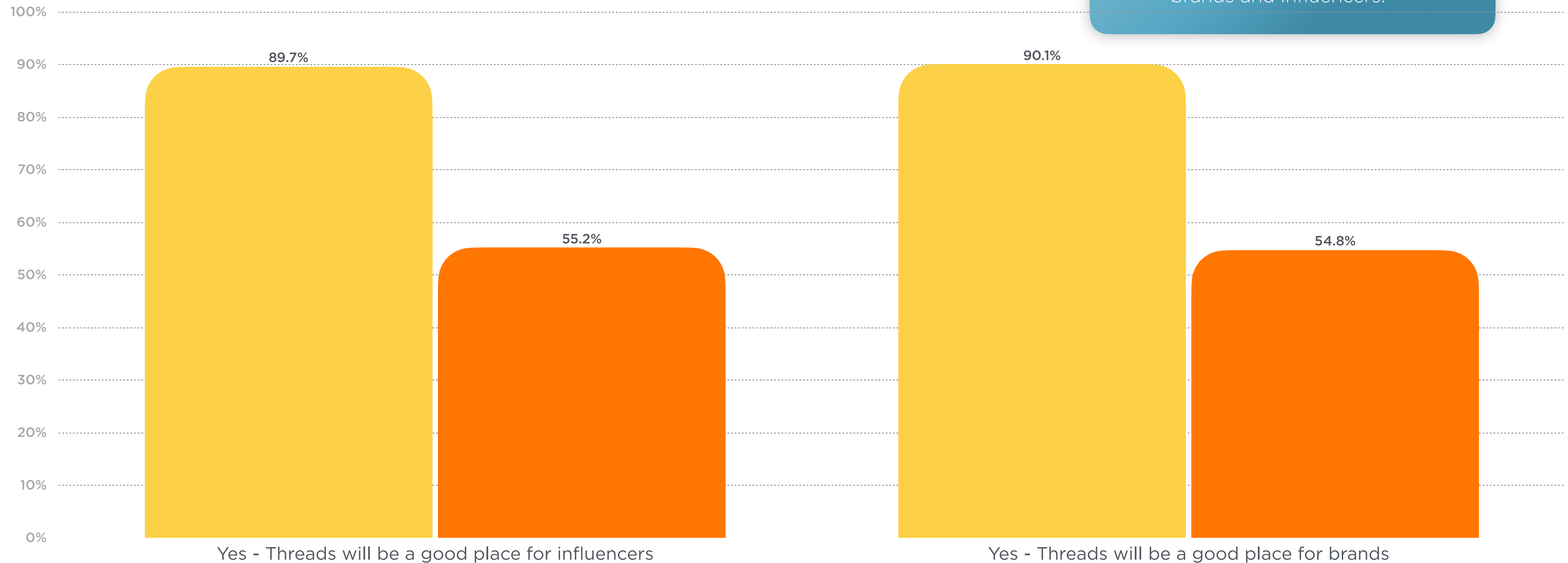


Q: Do you think Threads will be a good place for influencers and brands?

- Has an active Threads account
- Does not have an active Threads account

Filter: People aware of Threads

People with active Threads accounts are 1.6 times more likely to say Threads is good for brands and influencers.



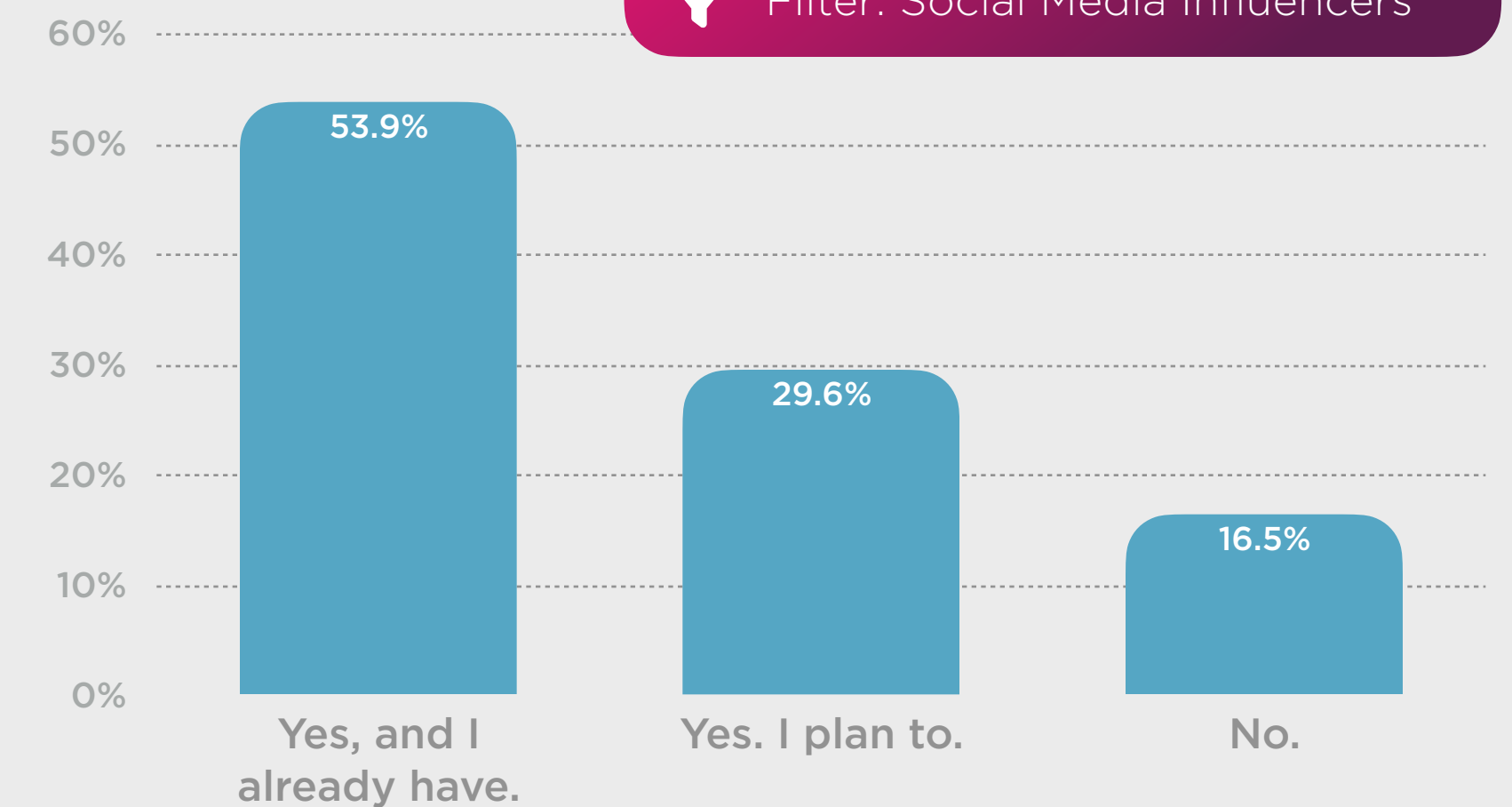
# 54%

OF SOCIAL MEDIA INFLUENCERS

Have already posted a sponsored post on Threads.

**Q:** Do you plan to get compensated by brands for posts you make on Threads?

Filter: Social Media Influencers





# THREADS IMPACT

The launch of Threads drew a digital line in the sand, giving users seeking an alternative to Twitter a new place to turn to. When pitting these rivals against each other, it's important to look at what drives people toward (and away) from each platform.

## MEASURING THE IMPACT OF THREADS

- **50%** of Threads users say that the app's ownership by **Meta positively impacts** them to use the app more.
- **28%** of all social media users aware of Threads say that **Meta's ownership of Threads is a top concern.**
- When surveying people with Twitter and Threads accounts, **those ages 45 to 60** are the only group most likely to **prefer using Twitter** over Threads.



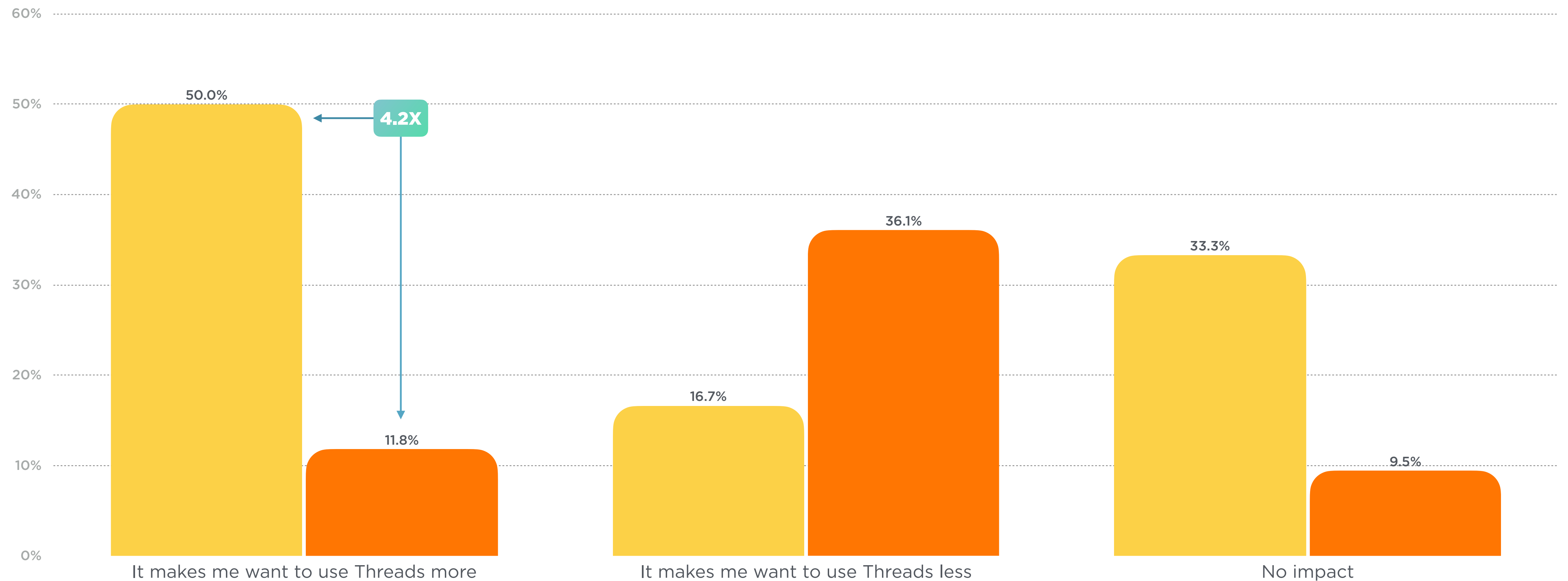
# META'S IMPACT ON THREADS USAGE



Q: What impact does the ownership of Threads by Meta have on your usage of Threads?

Has an active Threads account  
Does not have an active Threads account

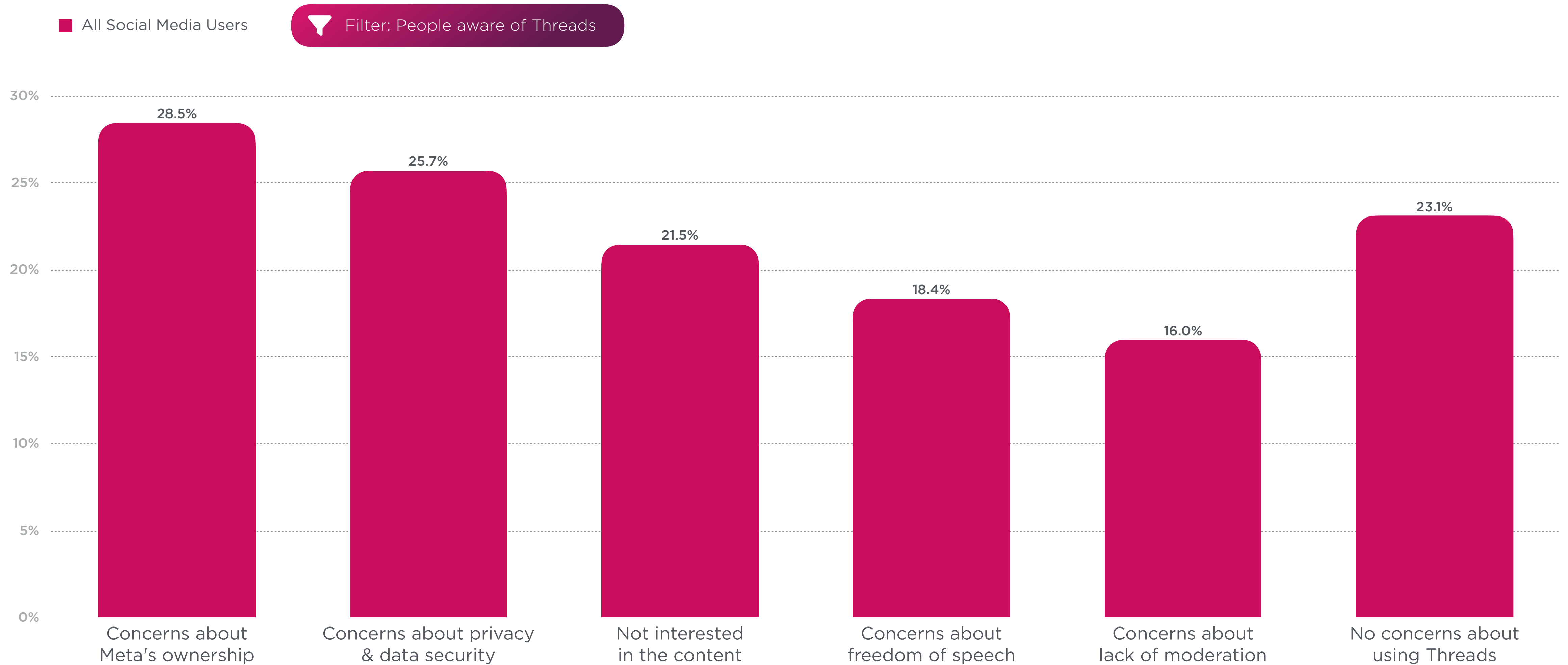
Filter: People aware of Threads



# TOP CONCERNS ABOUT USING THREADS



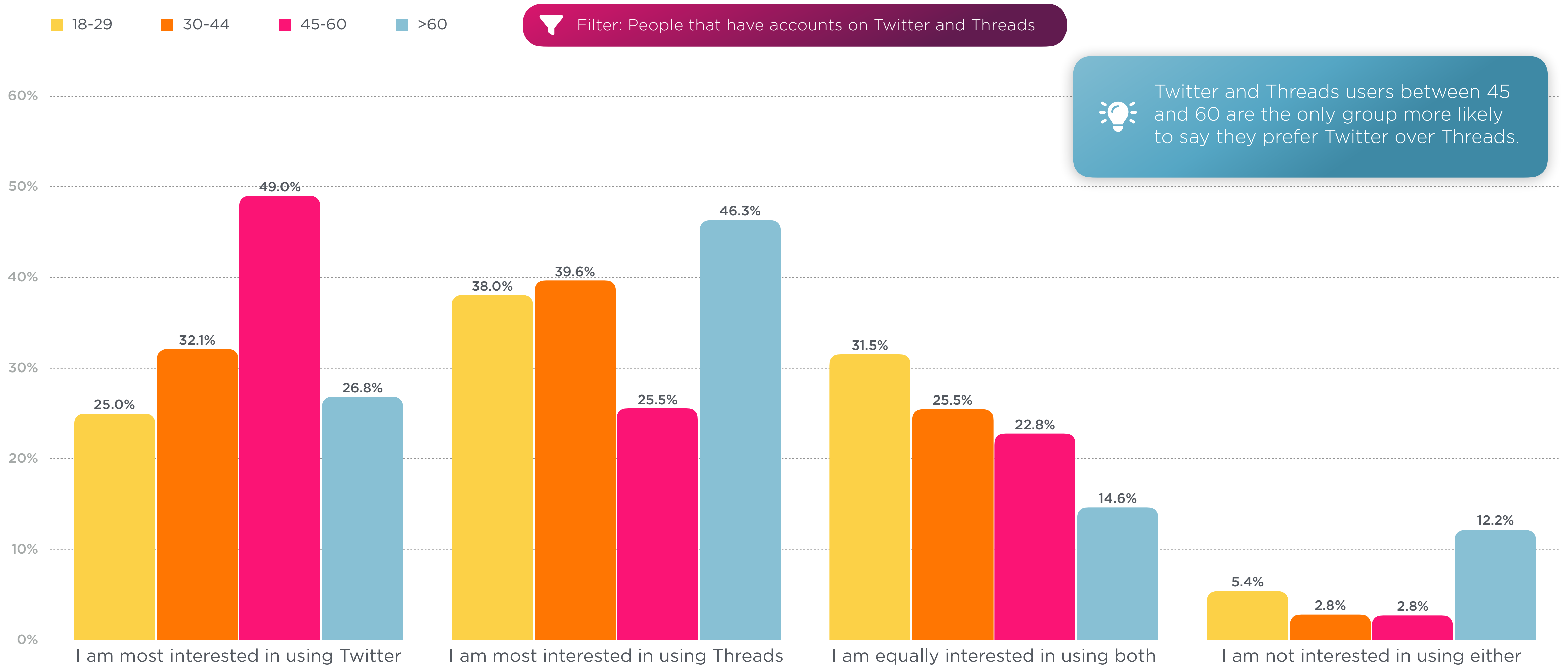
Q: What concerns (if any) do you have about using Threads?



# THREADS VS. TWITTER



Q: Between Twitter and Threads, which platform are you most interested in using in the future?





# LEAVING THREADS

Although millions of social media users flocked to Threads, not all were eager to continue using the new app. We found that 24% of new Threads users indicated that they had already deactivated or deleted their accounts by the end of the first week.

## WHO LEFT THREADS IN WEEK ONE

- **Nearly half of 18- to 29-year-olds** who joined Threads have already deactivated or deleted their accounts.
- Females are more likely to have shut down their accounts than males.
- **28%** of users that have deactivated or deleted their account say that they received **unwanted attention or harassment from other users**.

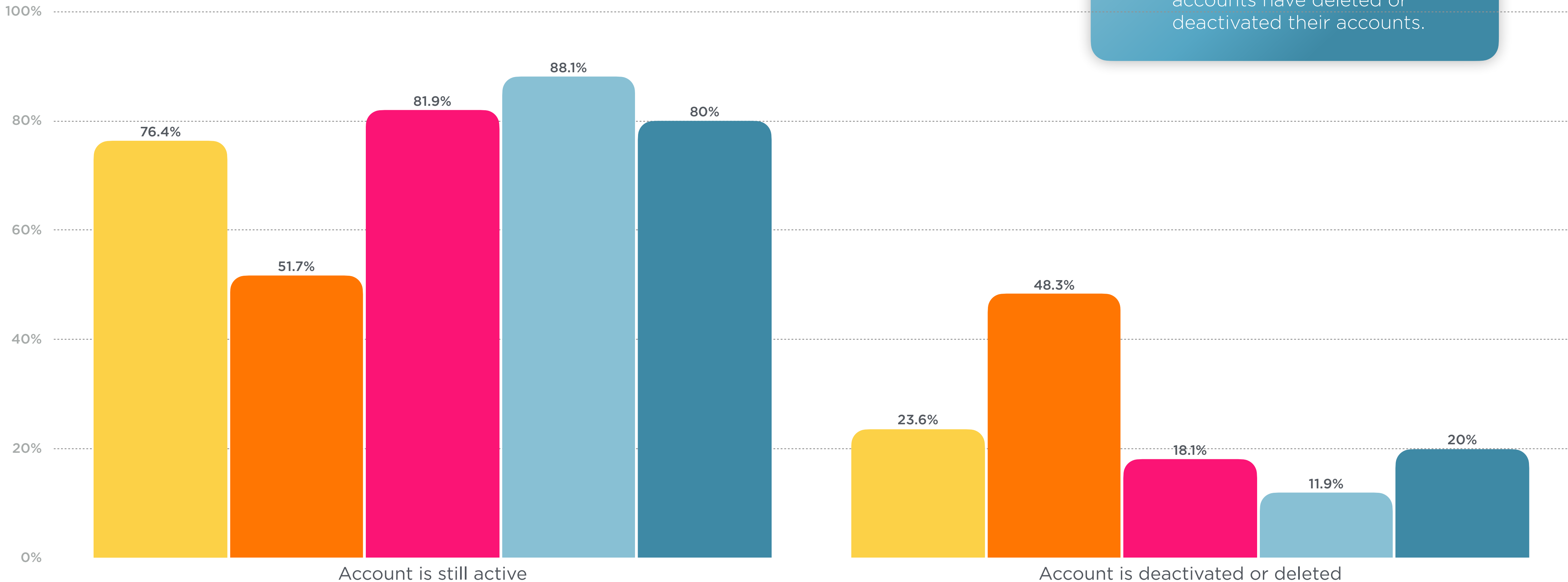
# THREADS ACCOUNT STATUS BY AGE



■ All Social Media Users ■ 18-29 ■ 30-44 ■ 45-60 ■ > 60

Filter: People who created Threads accounts

💡 Nearly half of the 18- to 29-year-olds that created Threads accounts have deleted or deactivated their accounts.



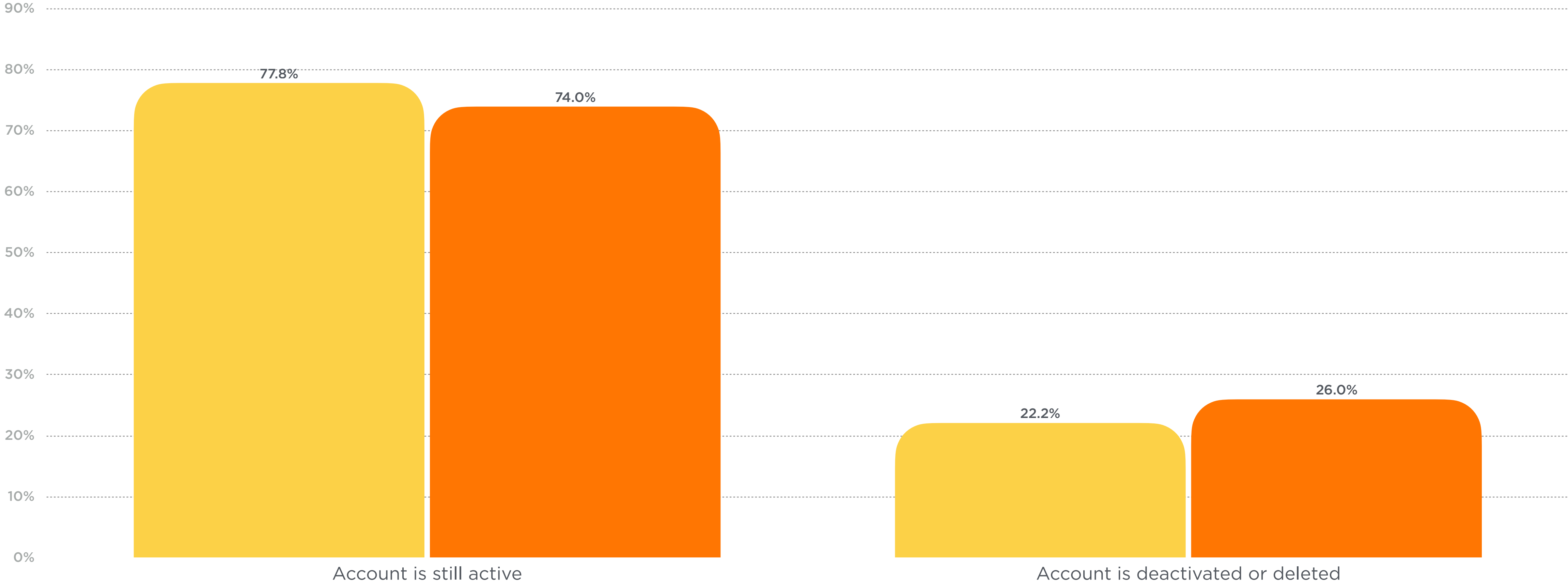
# THREADS ACCOUNT STATUS BY SEX



Male

Female

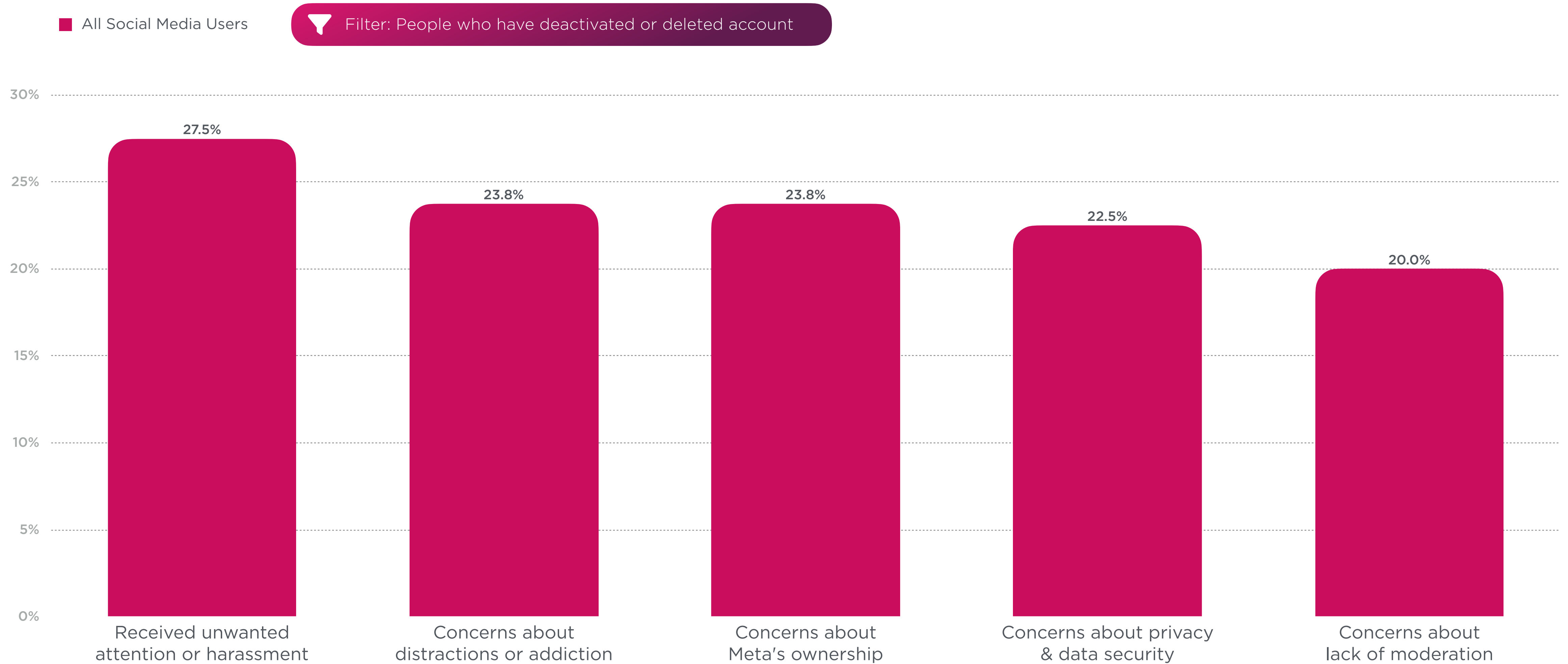
Filter: People who created Threads accounts



# TOP CONCERNS FOR THOSE WHO LEFT THREADS



Q: What concerns do you have about using Threads?





**THANK YOU**