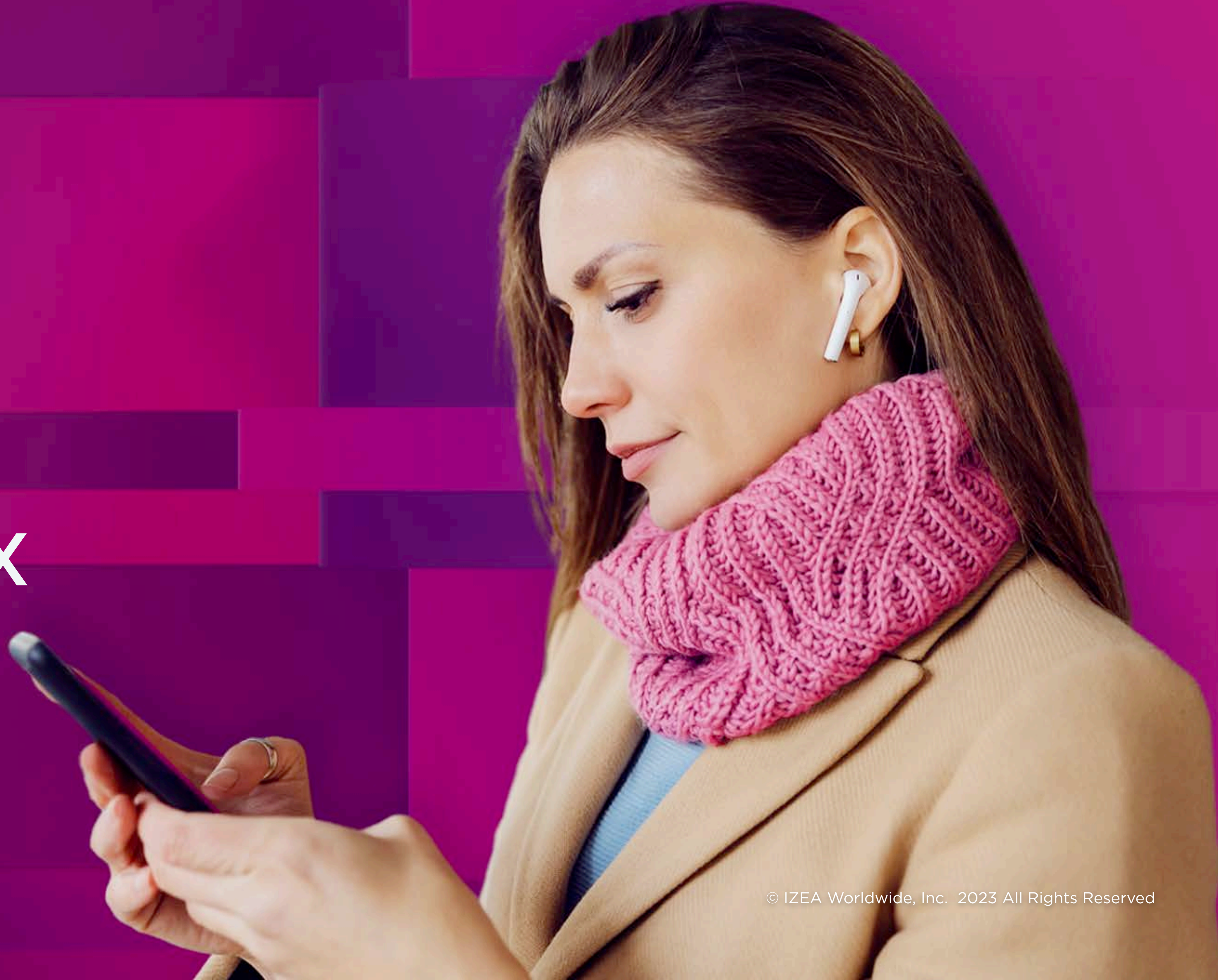




IZEA INSIGHTS SPECIAL REPORT

The State of Twitter X

AUGUST 2023





BACKGROUND

We surveyed over 1,200 U.S. social media users to help understand the state of **Twitter (X)** usage under the ownership of Elon Musk and what impact **Threads**, Meta's newly launched text-based Twitter rival, has had during its 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 strategize what social media platforms they should incorporate into their plans.
- 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

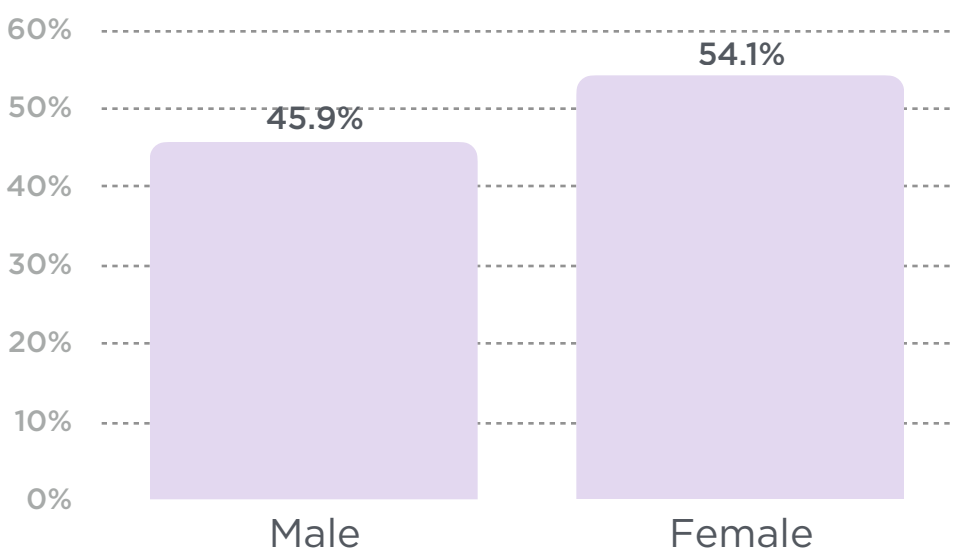
7/15/23
TO
7/16/23

DATA GATHERED

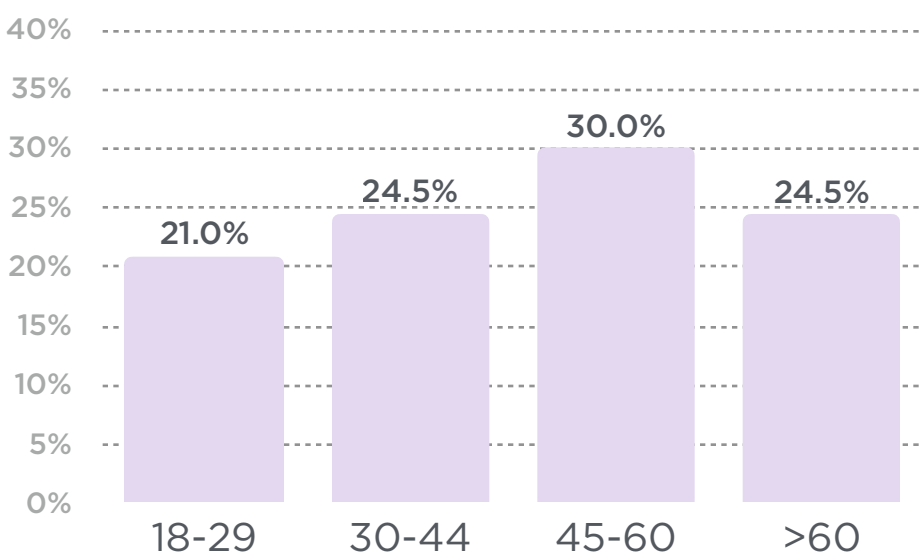
1,230 Respondents

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

SEX



AGE





TWITTER USERS

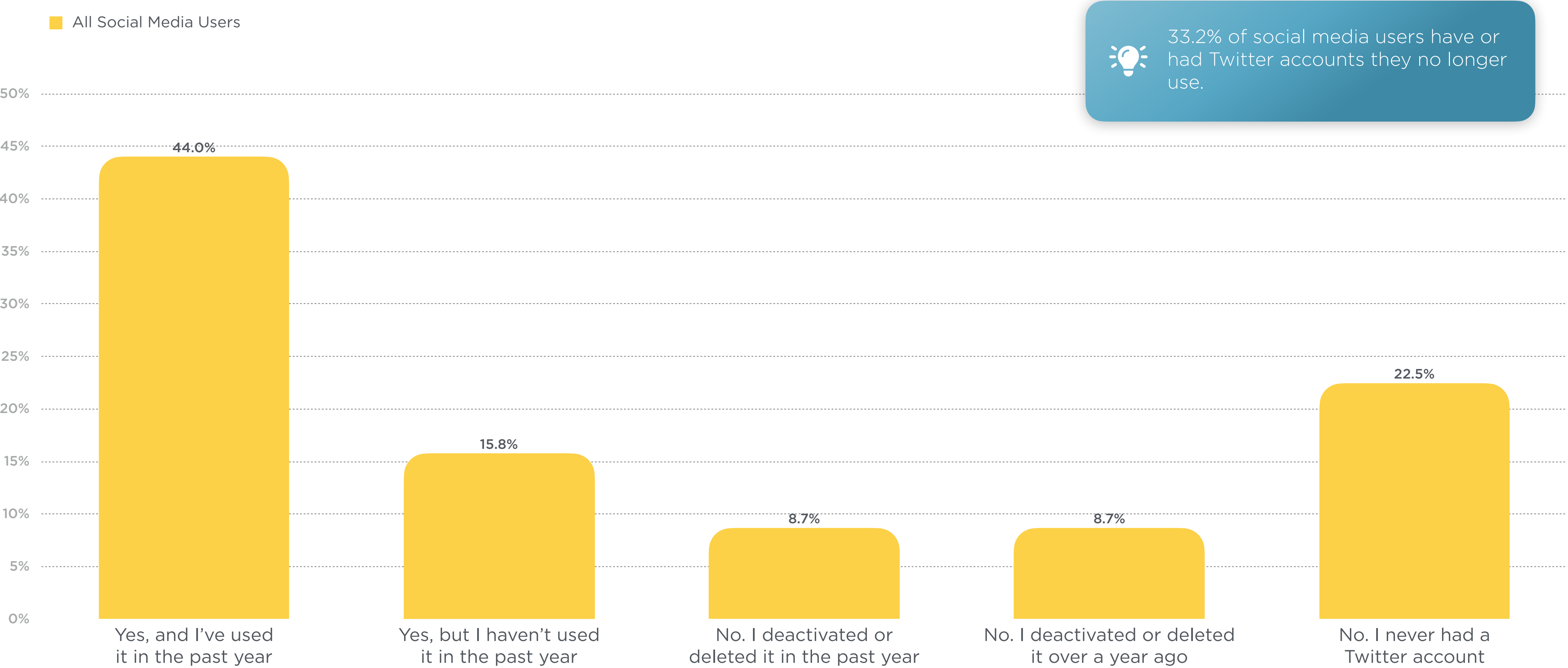
Twitter has long been a major player in the social media landscape, but with its acquisition by Elon Musk and subsequent changes to the user experience—and the recent rebrand to X—the platform has undergone major changes. We first look to see which social media users are using the platform and how they are using it.

WHO IS ON TWITTER?

- **44% of all social media users** say that they have an active Twitter account that they've used within the past year.
- **Men** are 1.2 times more likely to say they have a Twitter account than women.
- At 24.7%, **18- to 29-year-olds** are the most likely to say that they have deactivated or deleted their Twitter accounts.

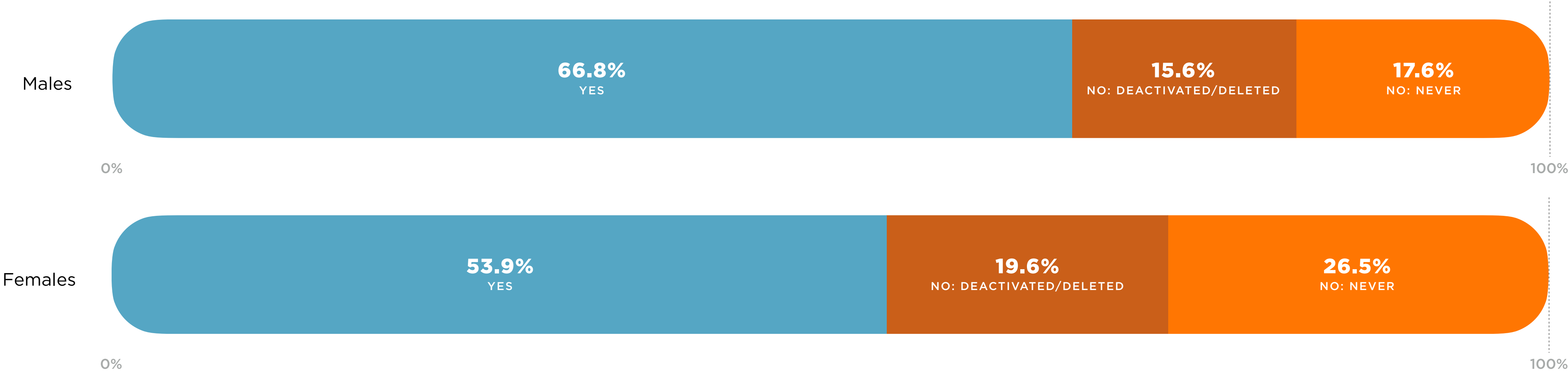
TWITTER USERS BY STATUS

Q: Do you have a Twitter account?



TWITTER USERS BY SEX

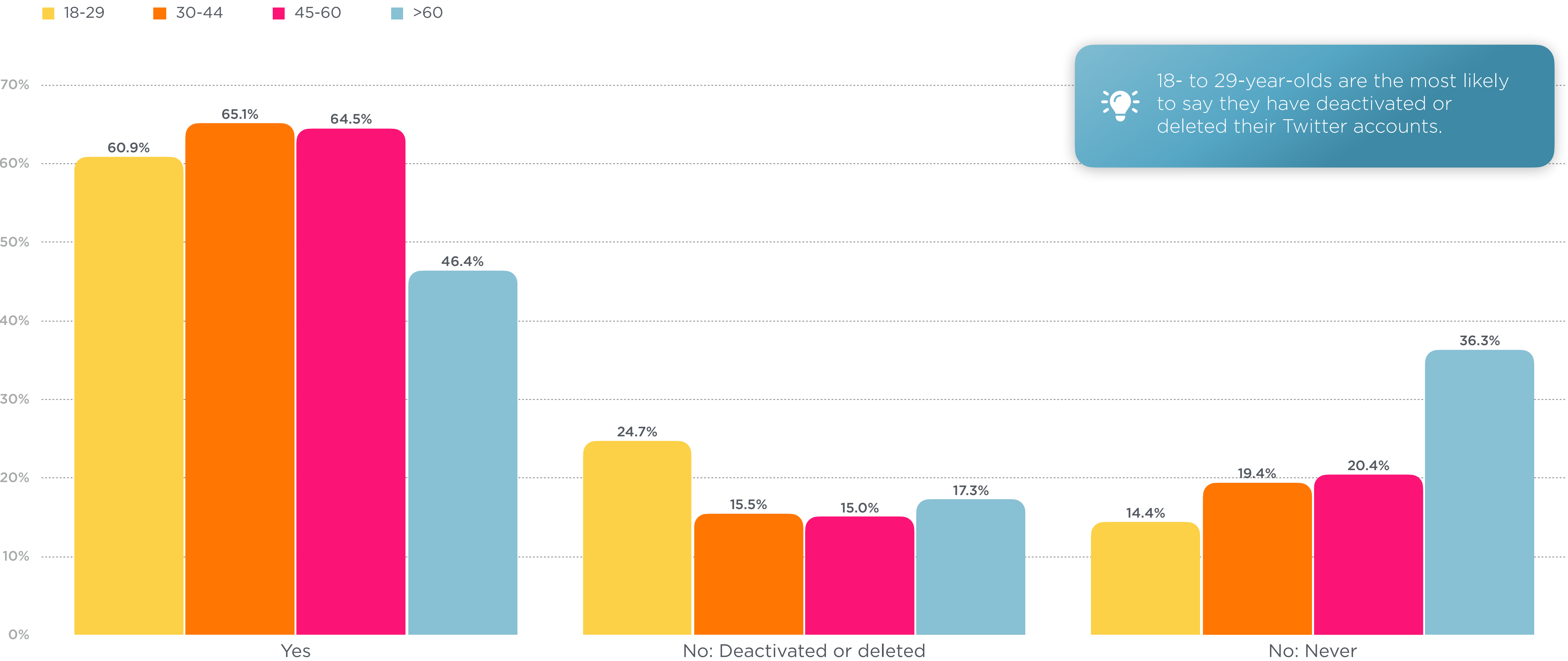
Q: Do you have a Twitter account?



Men are 1.2 times more likely to say they have a Twitter account than women.

TWITTER USERS BY AGE

Q: Do you have a Twitter account?



TWITTER USAGE

Reports have claimed that Twitter traffic has plummeted over the past year. Our survey sought to discover whether users reported a change in how often they use Twitter and what factors have contributed to the changes, if any.

HOW ARE PEOPLE USING TWITTER?

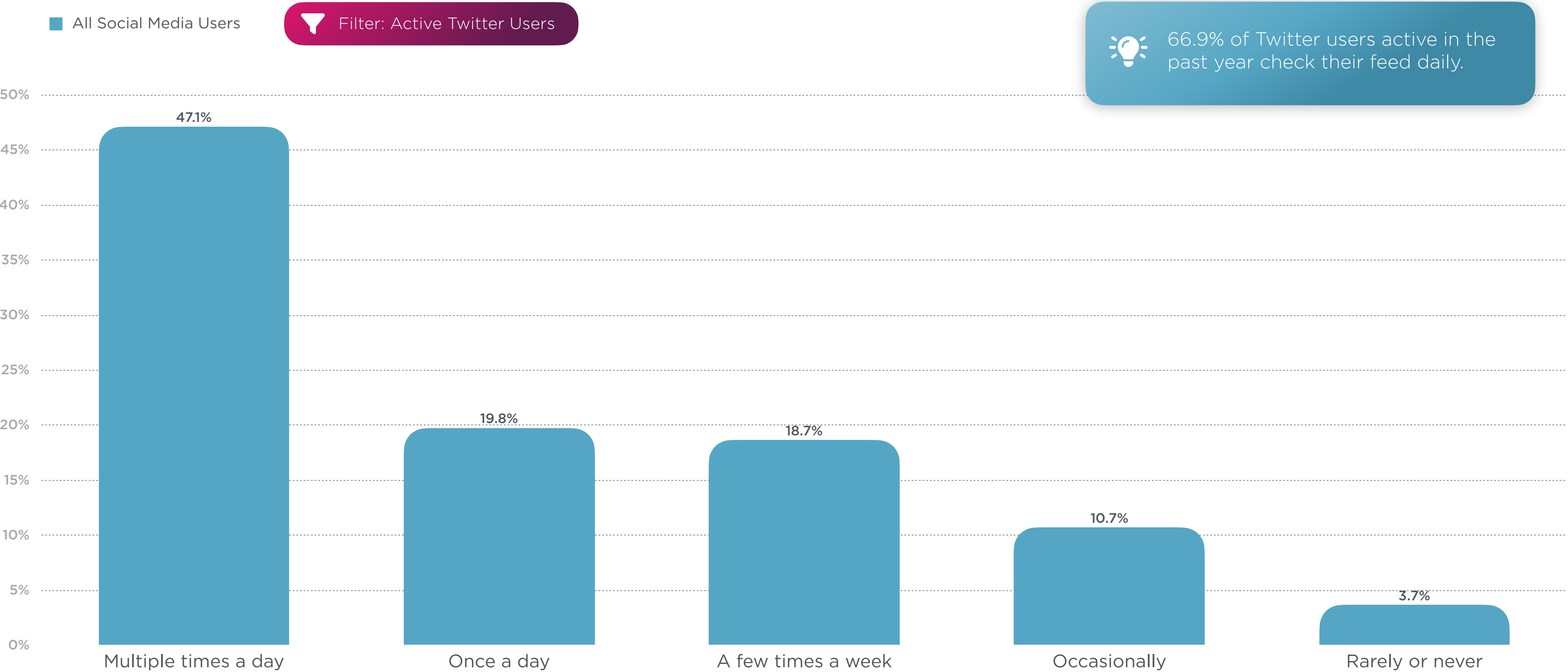
- 66.9% of Twitter users active in the past year **check their feed daily**.
- 38.8% of Twitter users active in the past year **tweet at least daily**.
- Influencers are 5.2 times more likely to **tweet multiple times per day** than regular social media users.



USAGE OF TWITTER - FEED VIEWS



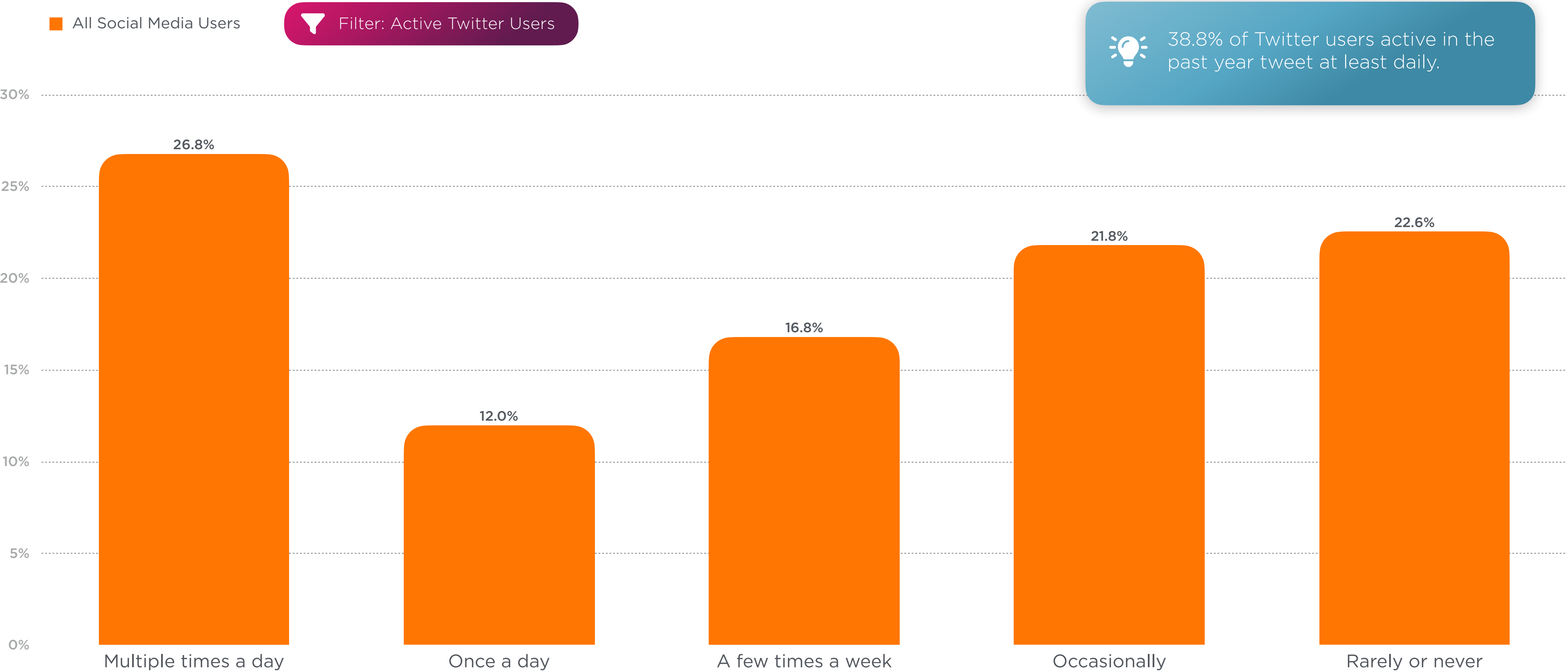
Q: How frequently do you look at your Twitter feed?



USAGE OF TWITTER - TWEETS AND REPLIES



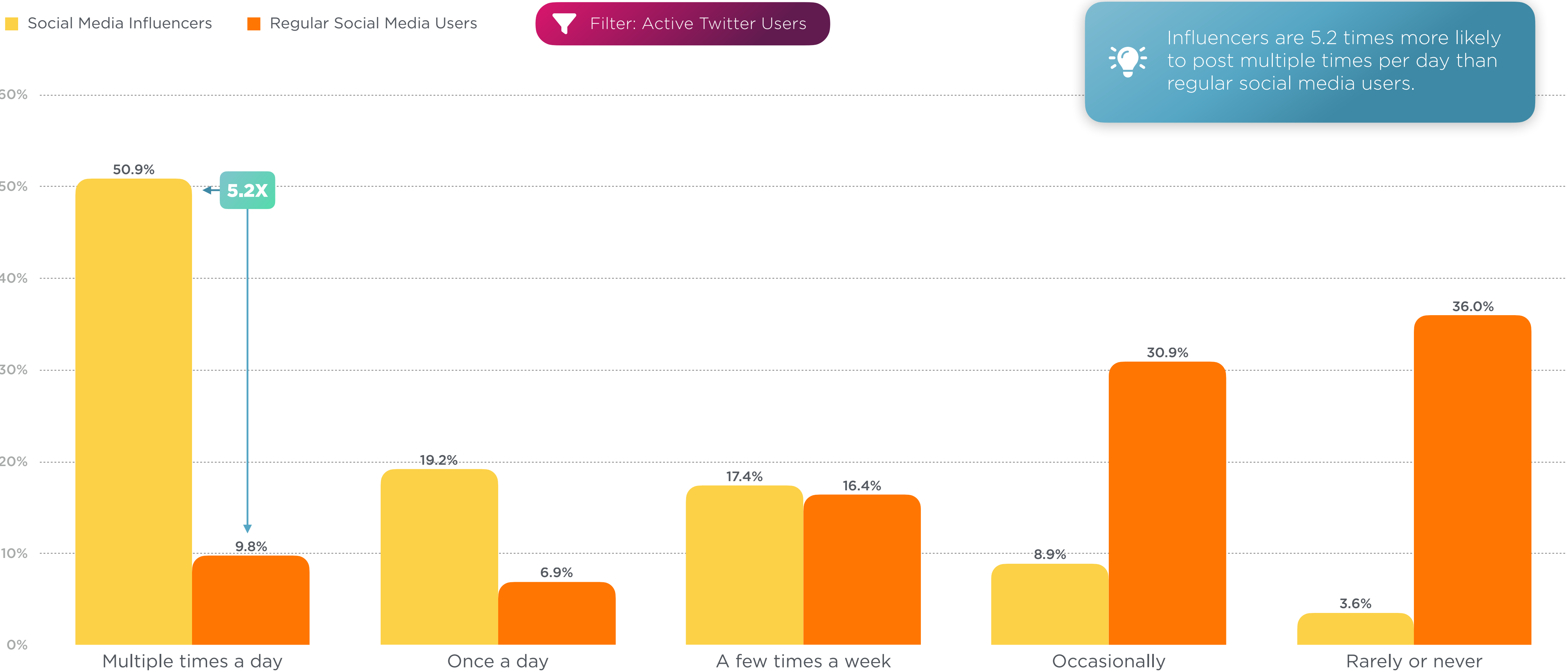
Q: How often do you post tweets or replies on Twitter?



USAGE OF TWITTER - INFLUENCERS

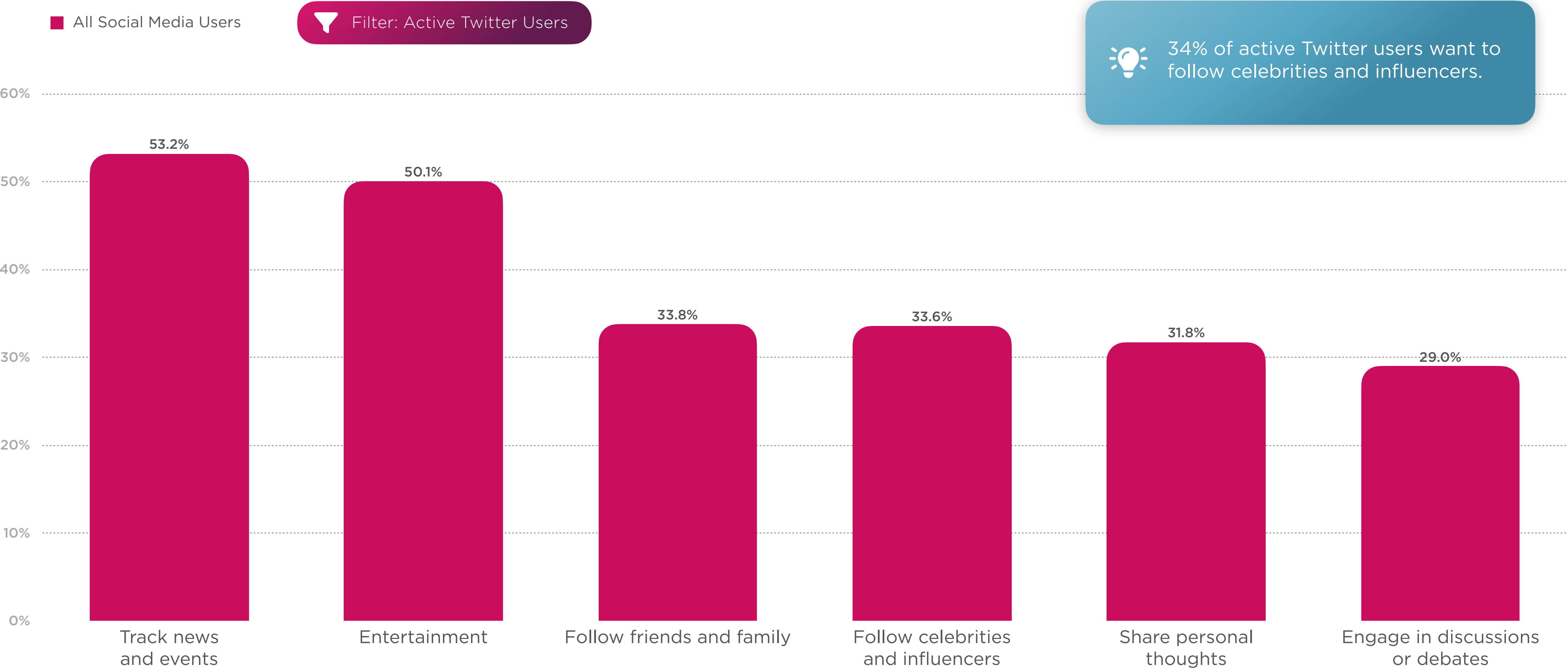


Q: How often do you post tweets or replies on Twitter?



TOP REASONS FOR USING TWITTER

Q: What are the main reasons for your Twitter usage?



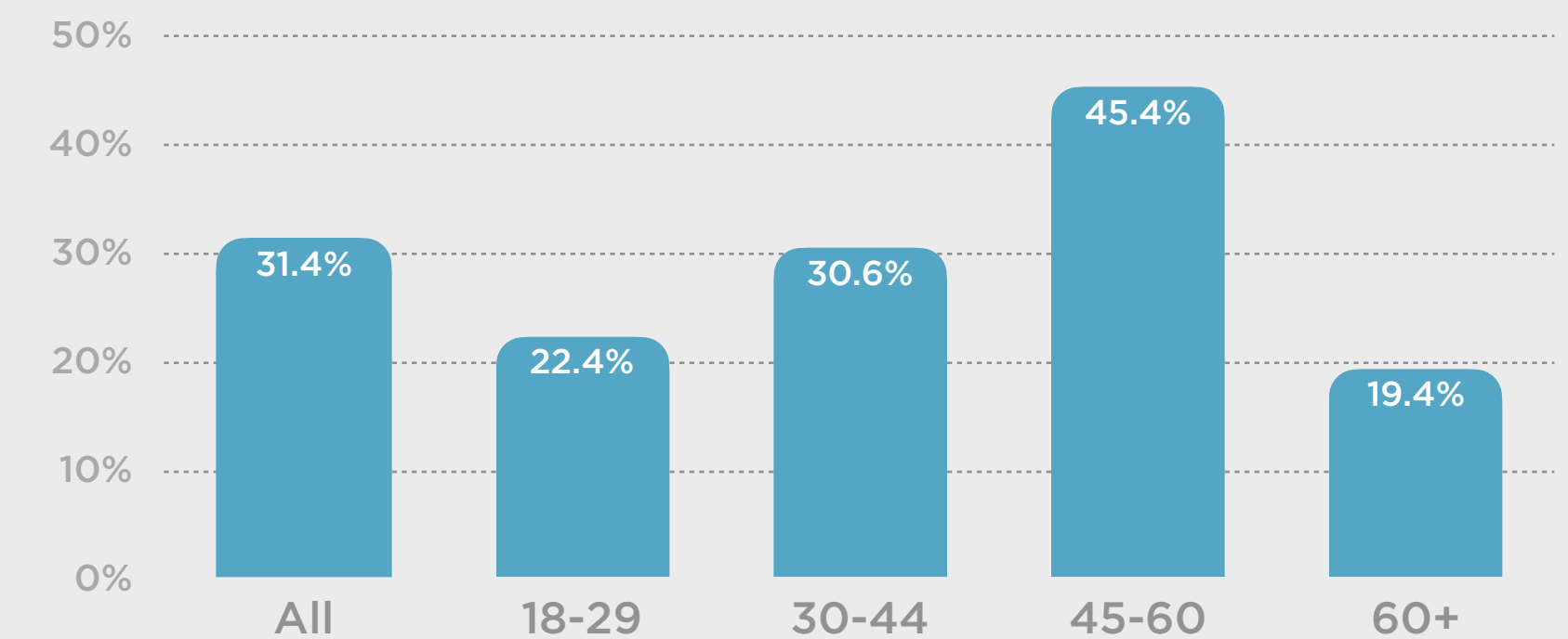
45%

OF TWITTER USERS AGES 45-60

Say that Twitter is a very important source of information for them.

Q: How important is Twitter as a source of information for you?

A: “Very Important” by age





TWITTER & INFLUENCE

We asked social media users for their thoughts about Twitter as a safe place for brands and influencers. We found the majority of respondents with an active account find Twitter to be a good place for both brands and influencers.

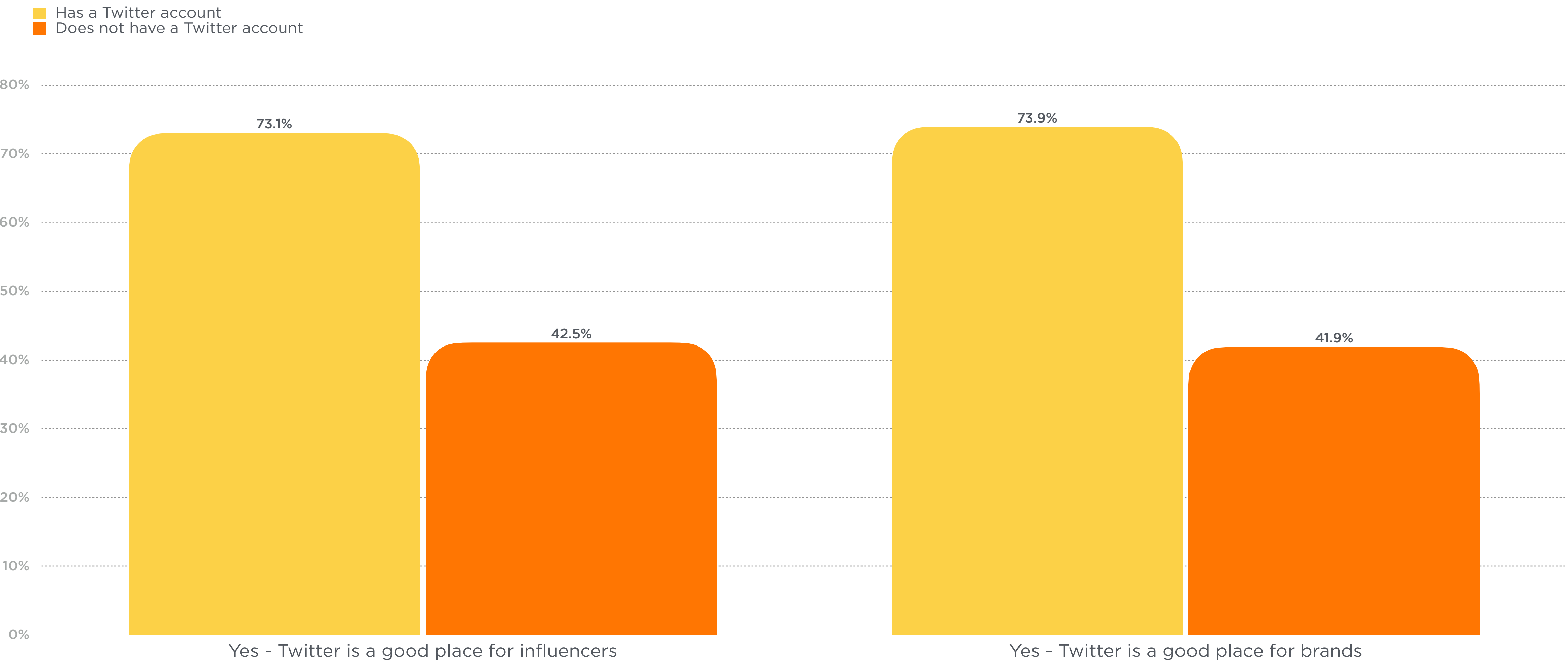
BRANDS AND INFLUENCERS ON TWITTER

- **Over 70% of Twitter users say the app is a good place** for influencers and brands.
- Among those without a Twitter account, **42% said Twitter is a good place for influencers and brands.**
- **81% of social media influencers** said they have posted sponsored content (or plan to) on Twitter.

TWITTER FOR INFLUENCERS & BRANDS



Q: Do you think Twitter is a good place for influencers and brands?

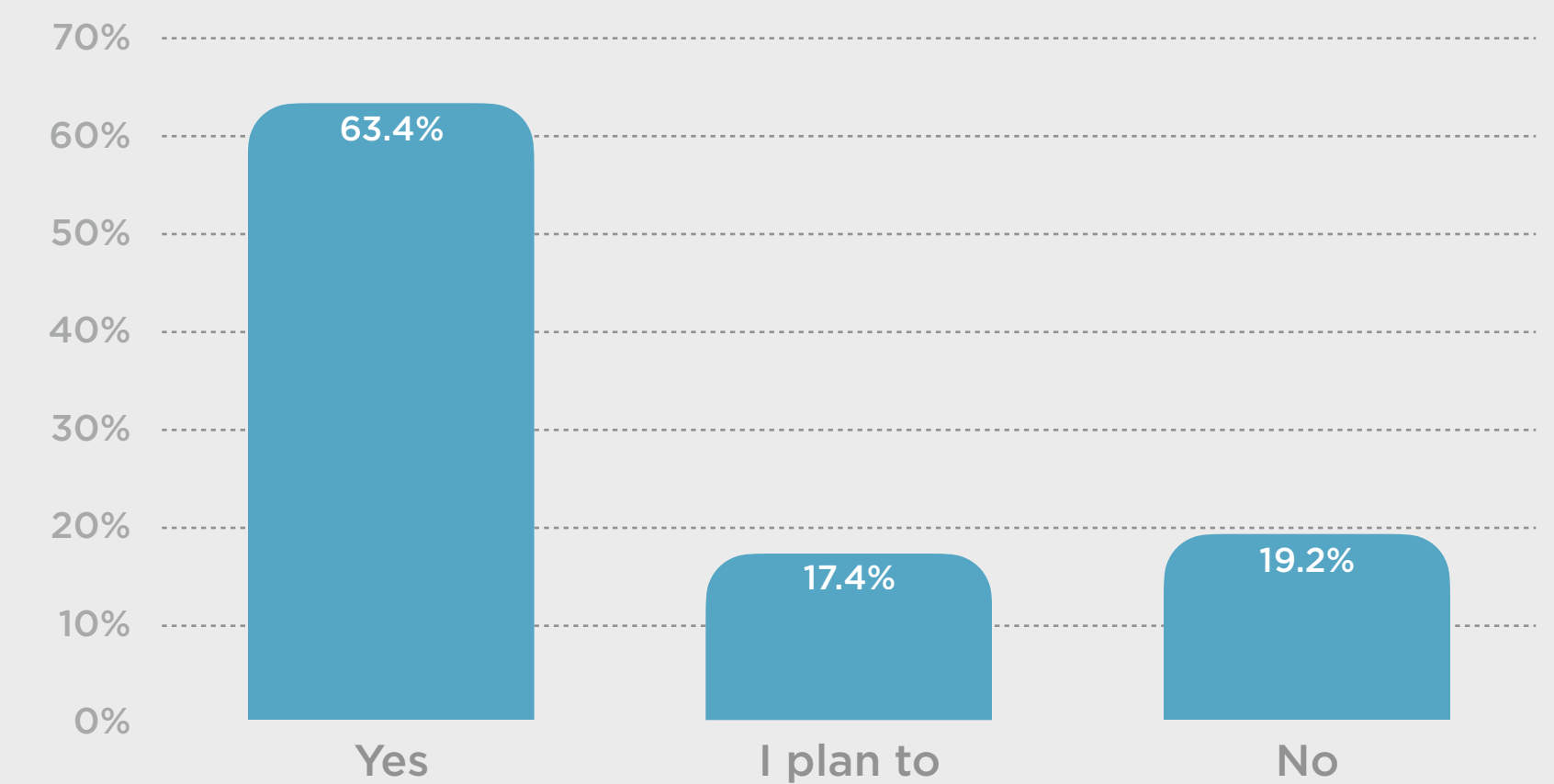


63%

OF SOCIAL MEDIA INFLUENCERS

Have posted a
sponsored post on
Twitter.

Q: Have you been compensated by brands for posts you make on Twitter?





TWITTER BLUE

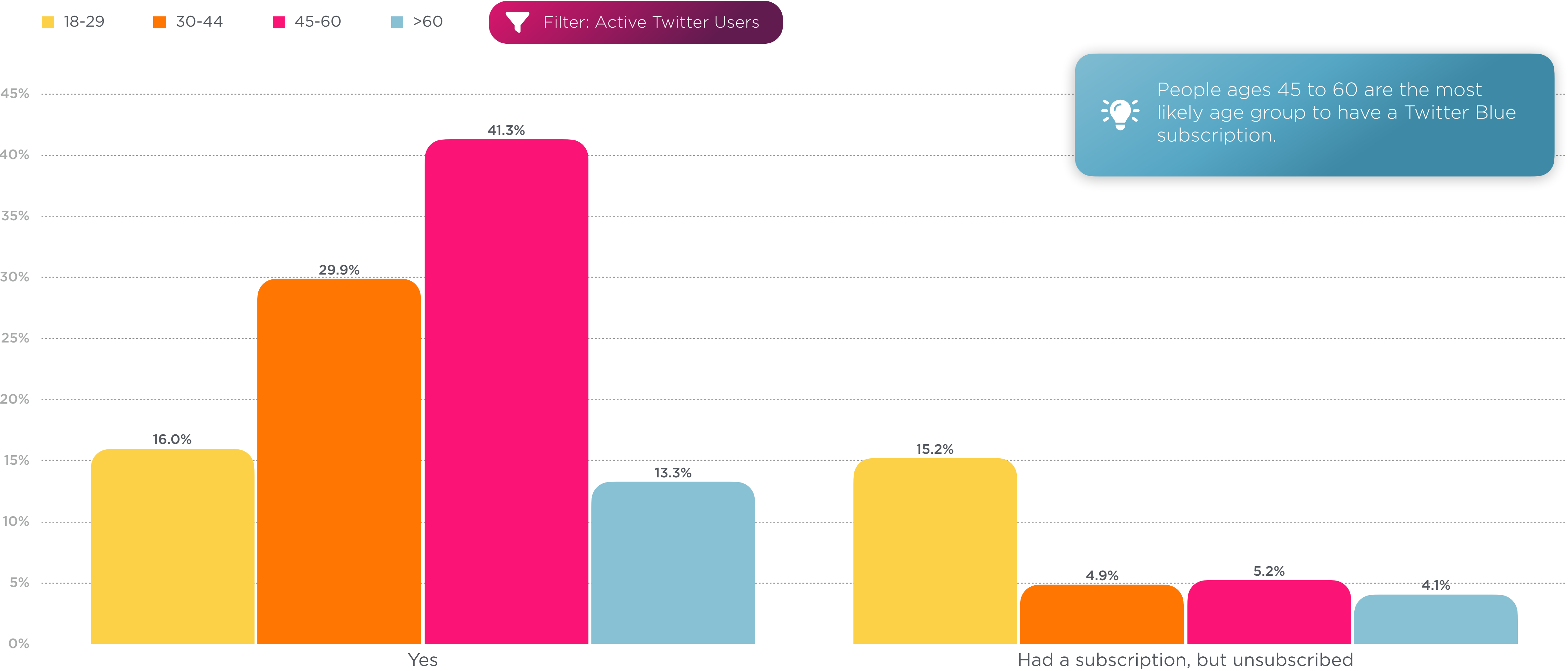
Twitter Blue is the app's paid subscription plan that offers access to various features and customizations, including the blue checkmark that previously indicated an account met the criteria of being authentic, notable and active. Owner Elon Musk changed the verification policy in April 2023, removing legacy checkmarks.

TWITTER BLUE SUBSCRIPTIONS

- **People ages 45 to 60** are the most likely age group to have an active Twitter Blue subscription.
- **Influencers are nine times more likely** to have a Twitter Blue subscription than other Twitter users.
- **11.2% of influencers** had Twitter Blue subscriptions but have since unsubscribed.

TWITTER BLUE SUBSCRIPTION BY AGE

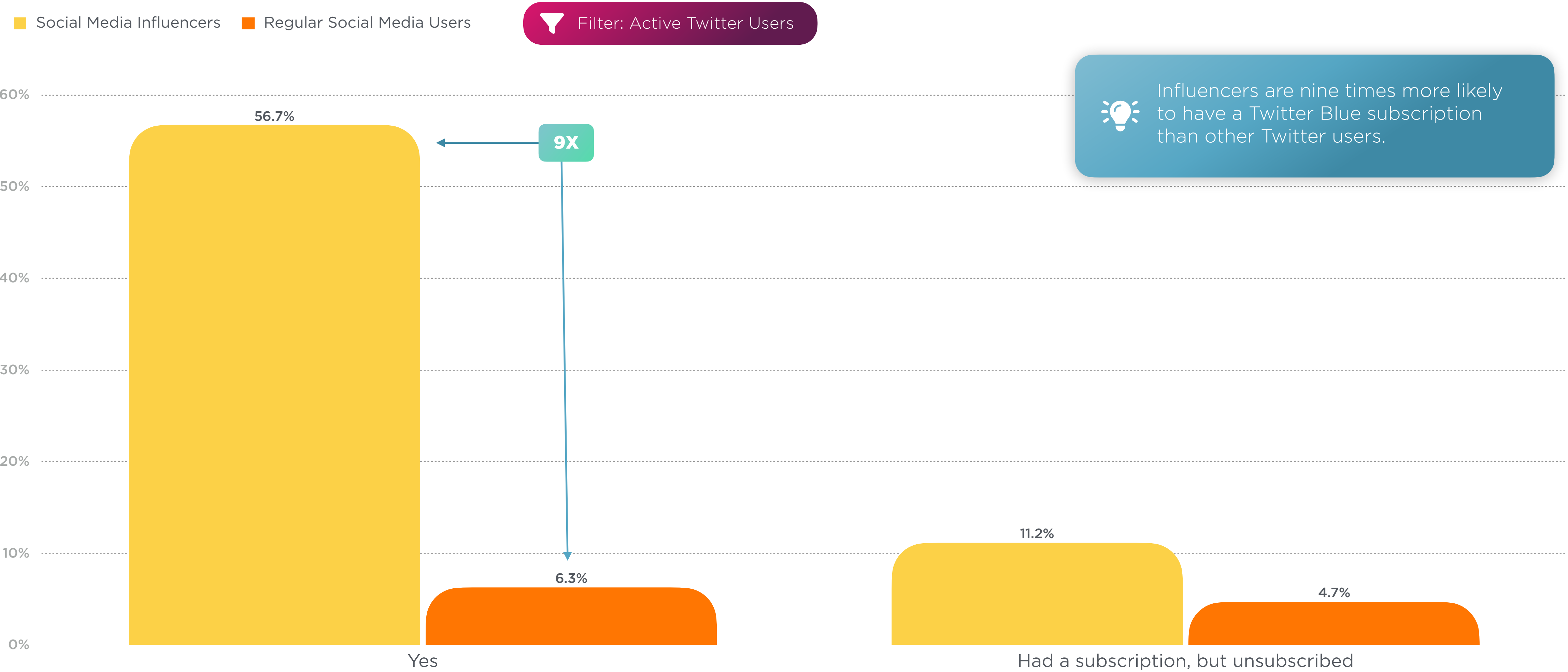
Q: Are you subscribed to Twitter Blue?



TWITTER BLUE SUBSCRIPTION & INFLUENCERS



Q: Are you subscribed to Twitter Blue?





ONGOING IMPACT

To determine whether the launch of Threads or the ownership by Elon Musk were causing changes to Twitter usage and sentiment, we asked social media users what concerns they had, if any, about using the platform.

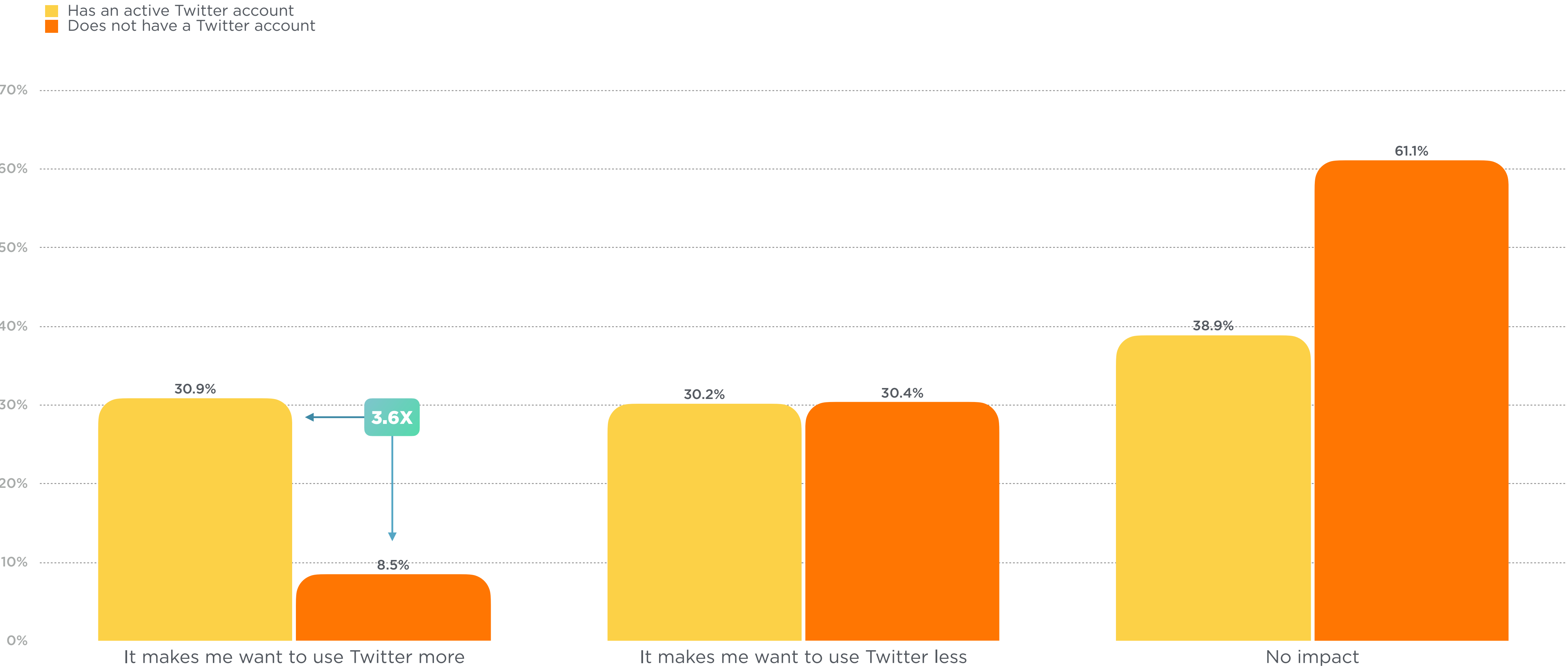
FACTORS IMPACTING TWITTER USAGE

- People who have actively used Twitter in the past year are 3.6 times more likely to say that **Elon Musk's ownership of Twitter** makes them want to use the platform more.
- **56%** of those who have **deactivated or deleted their Twitter accounts** in the past year say the ownership by Elon Musk was a factor in their decision.
- People **ages 45 to 60** with Twitter and Threads accounts are the most likely to say they **prefer using Twitter over Threads**.

ELON MUSK'S IMPACT ON TWITTER USAGE



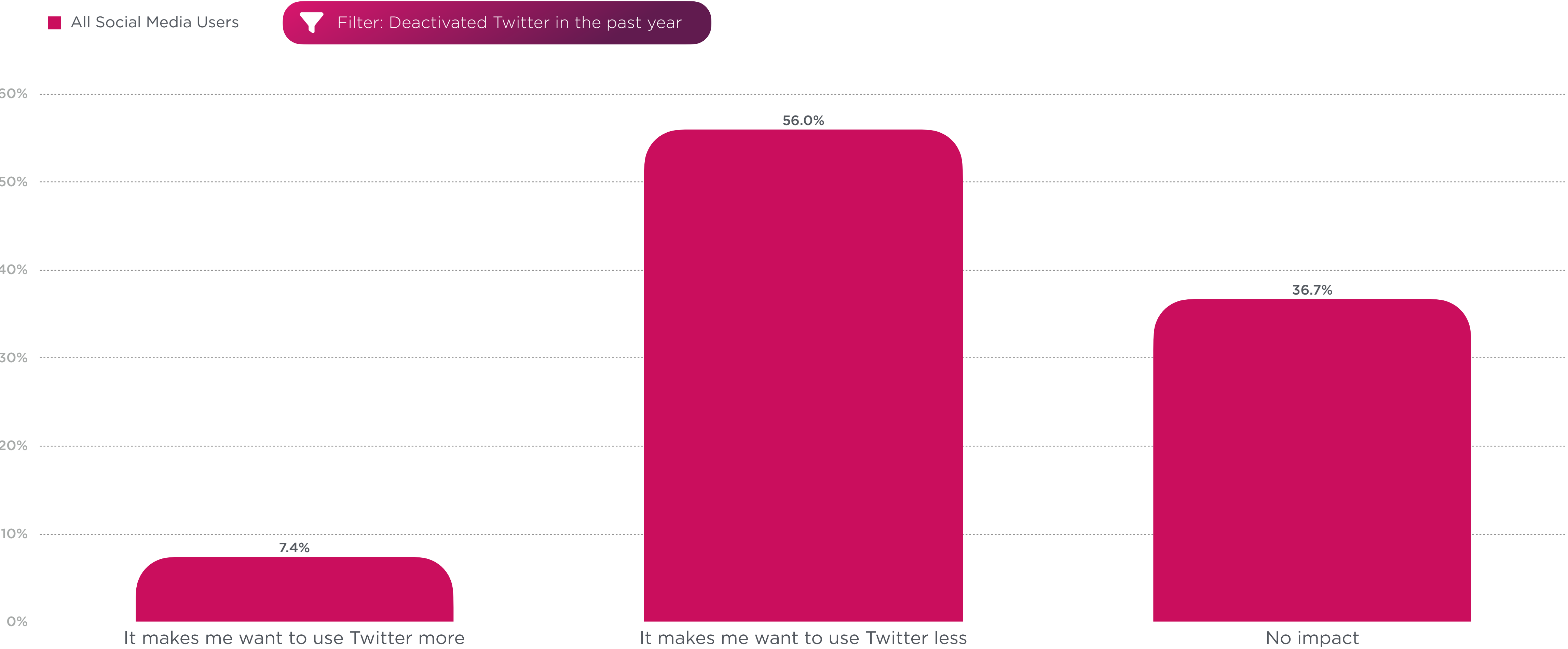
Q: What impact does the ownership of Twitter by Elon Musk have on your usage of Twitter?



ELON MUSK’S IMPACT ON RECENT DEACTIVATIONS



Q: What impact does the ownership of Twitter by Elon Musk have on your usage of Twitter?

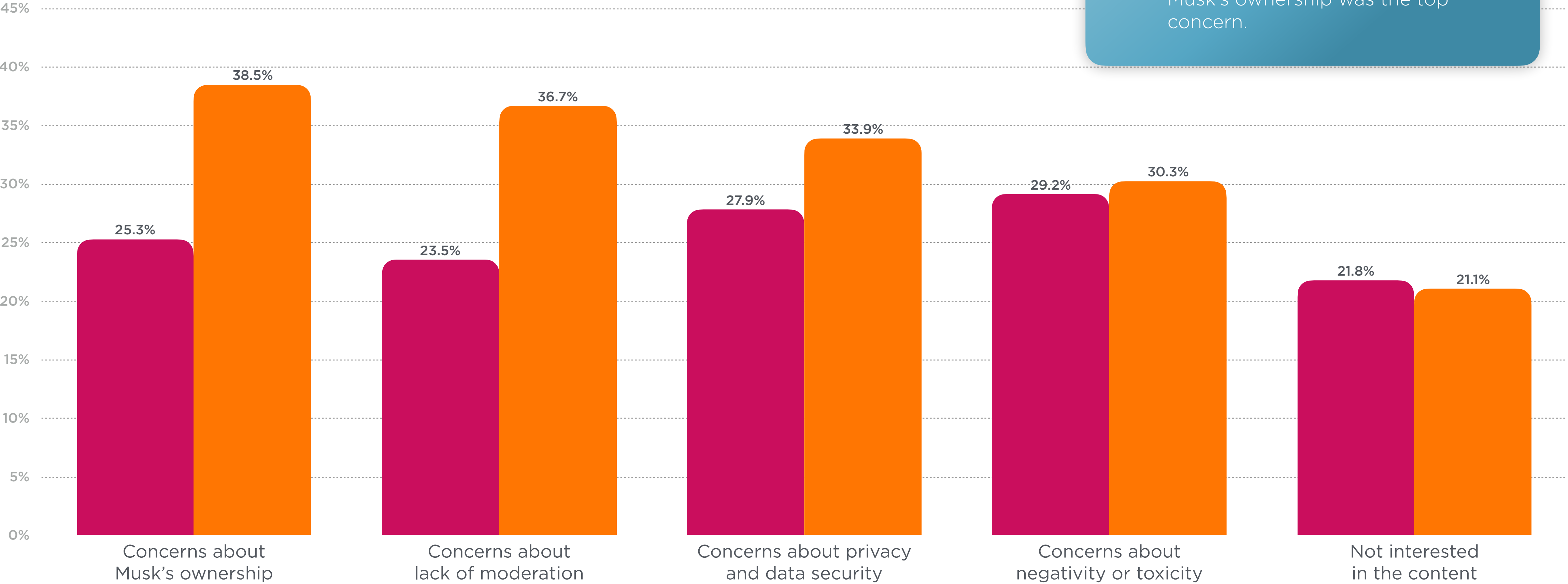


TOP CONCERNS ABOUT USING TWITTER



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

■ All Social Media Users ■ Deactivated Twitter in Past Year

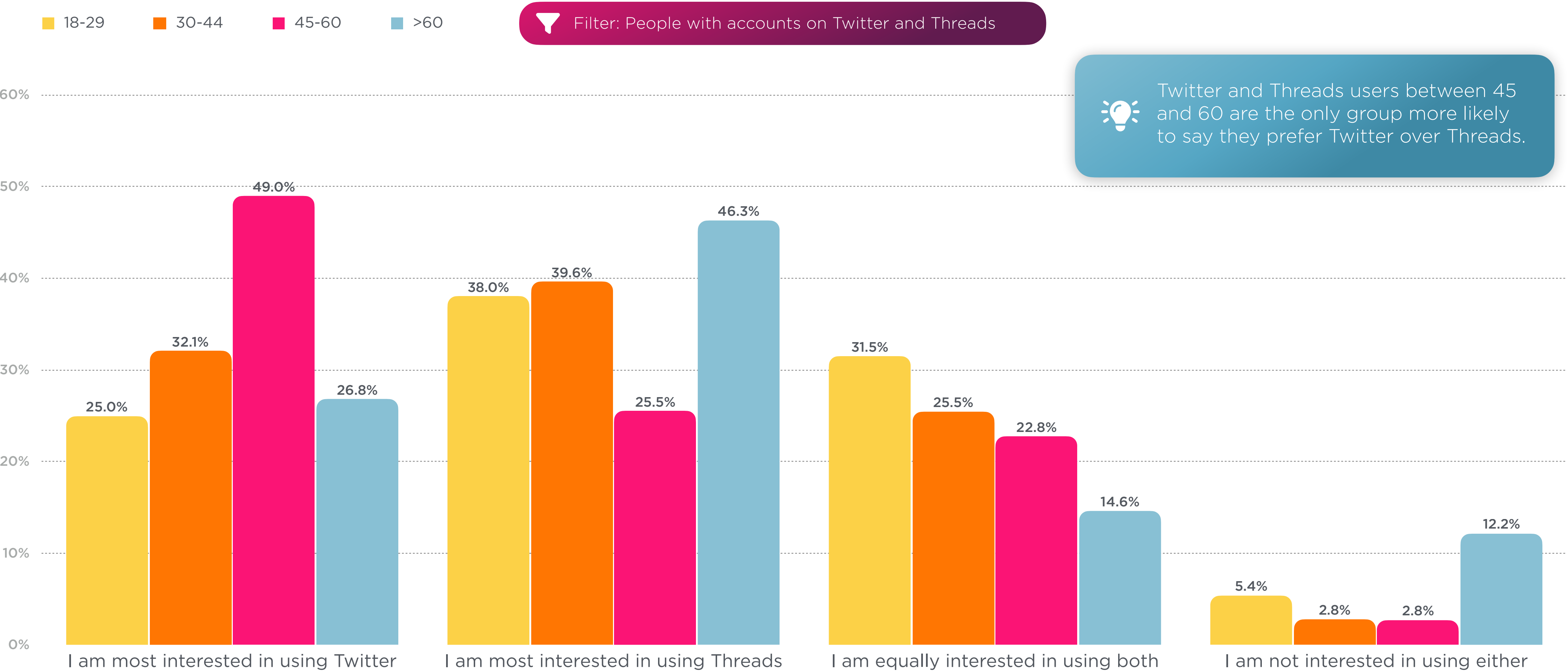


Among those who deactivated their Twitter accounts in the past year, Musk's ownership was the top concern.

THREADS VS. TWITTER



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





THANK YOU