

Check Breakdown: Social Media Subscriptions & Willingness to Pay

Willingness to Pay Across Platforms

Active users of social media platforms indicate some willingness to pay for an ad-free experience. Willingness to pay a fee is relatively stronger among social media users who utilize each platform for business purposes or to promote themselves for monetary reasons.

Twitter Use Cases

While Twitter is most commonly used for fun/entertainment and checking the news, there is a decent sized pocket of users who engage with the platform to promote themselves or their brand/work or to advertise services/products.

Twitter Users: Interest and Willingness To Pay For Premium Features

Twitter users are interested in a host of potential new features that we showed them. The highest percentage of users are interested in a breaking news feature or a Tweet edit button. Among those who are interested in each feature we tested, viewing private or premium versions of accounts they follow is the feature they are most likely to pay for.

Cross-Tab Analysis | Who is Most Willing to Pay?

What we found in our cross-tab analysis of the data is that:

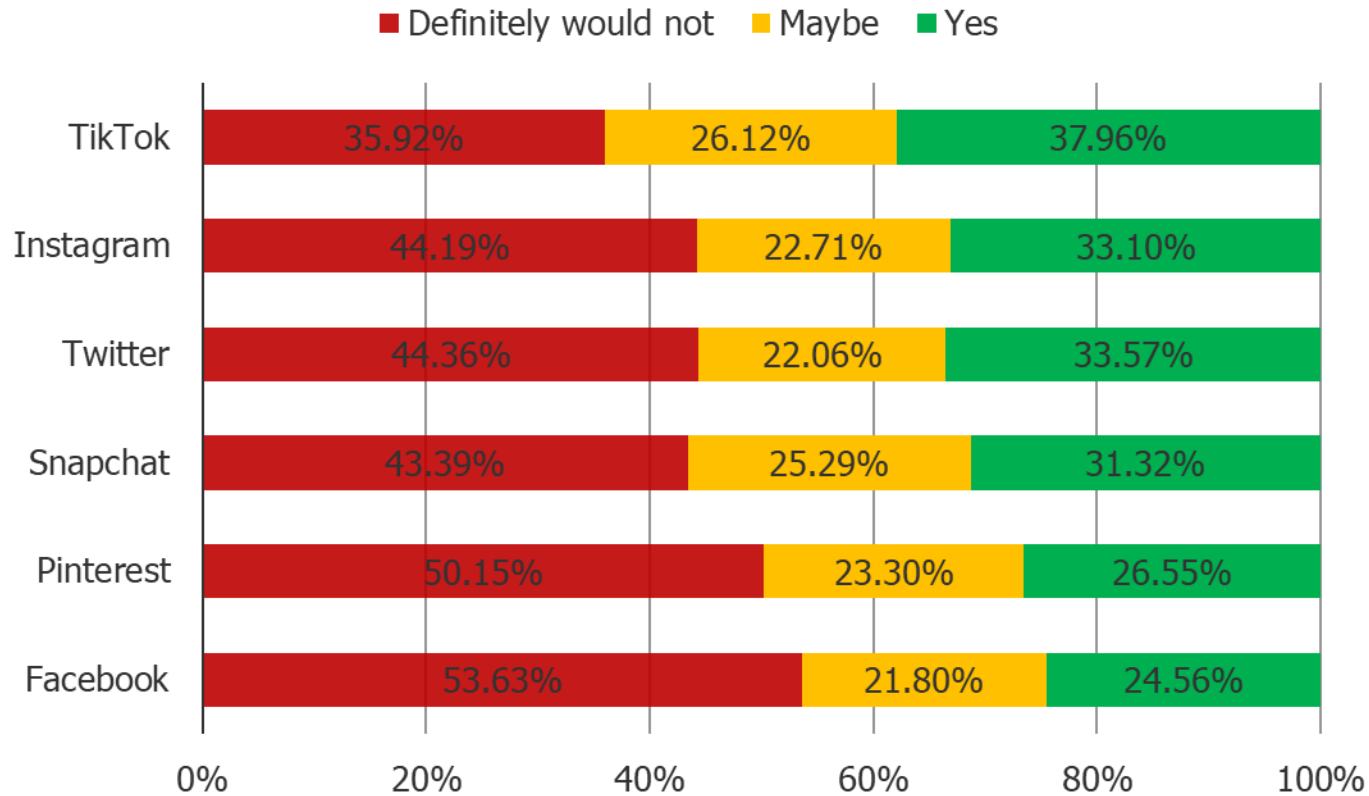
- “Power users” (ie, those who use Twitter more often, have more followers, post more often, etc) of Twitter are more likely to have interest in the potential features we showed them and a higher degree of willingness to pay for them.
- Respondents who use Twitter to promote their brand, a product, a service, or their work are the most likely to be interested in paying for potential features that we showed them.

Audience: 400 Twitter Users, 348 Snapchat Users, 339 Pinterest Users, 568 Instagram Users, 798 Facebook Users, and 245 TikTok Users.

I: All Platforms

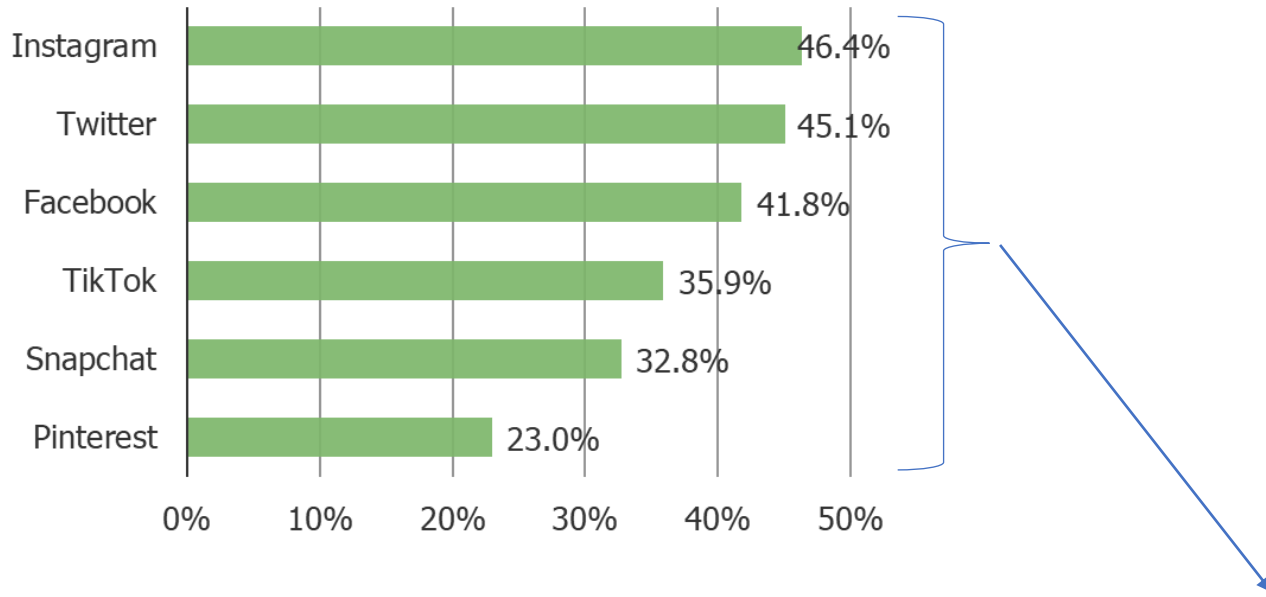
Would you be willing to pay for an ad-free experience using this platform?

Posed to respondents who use each platform at least once per month or more often.

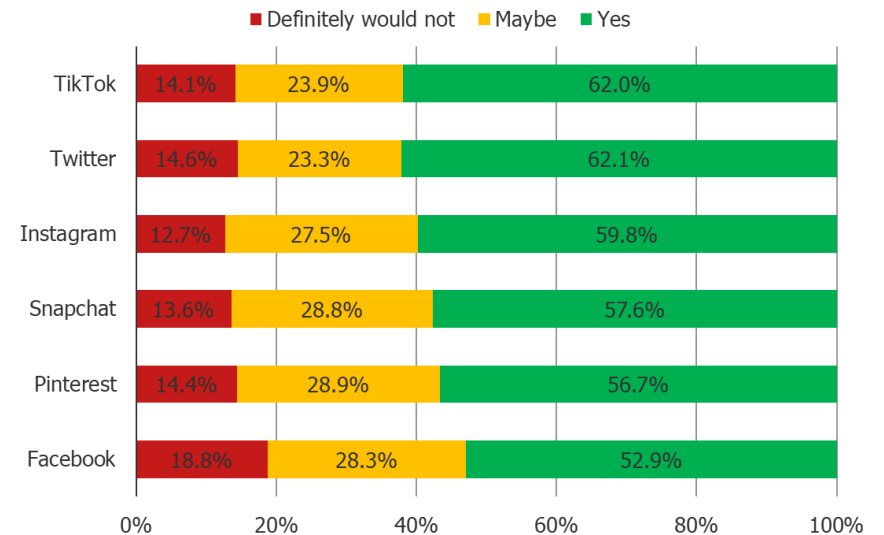


Bespoke | Social Media Subscriptions & Twitter Deep-Dive (JULY 2020 RESULTS)

% of users of each platform who say they use the platform for business purposes or to promote themselves for monetary reasons.



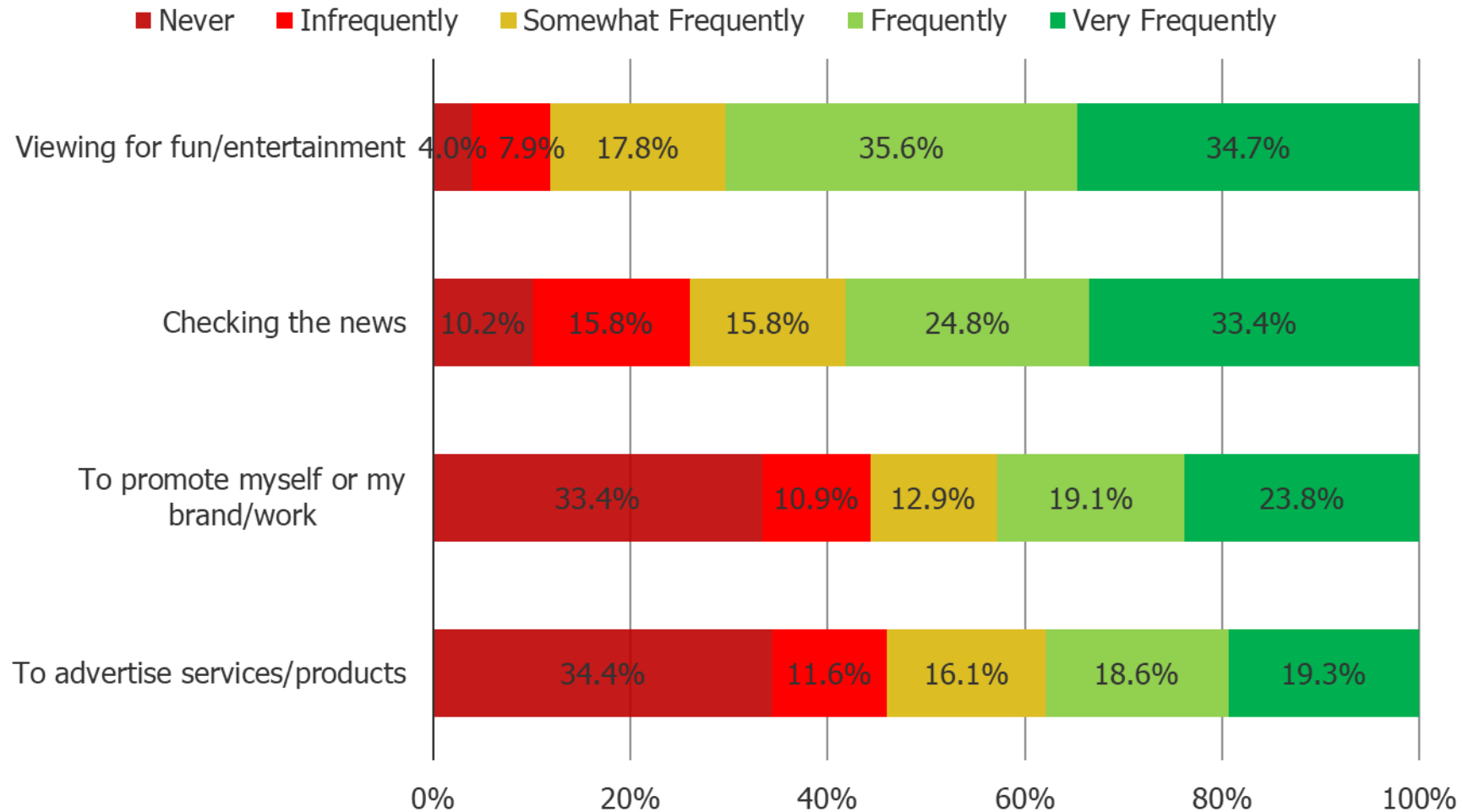
Would you pay a fee for better analytics or other features to help you promote yourself/products?



II: Twitter Deep-Dive

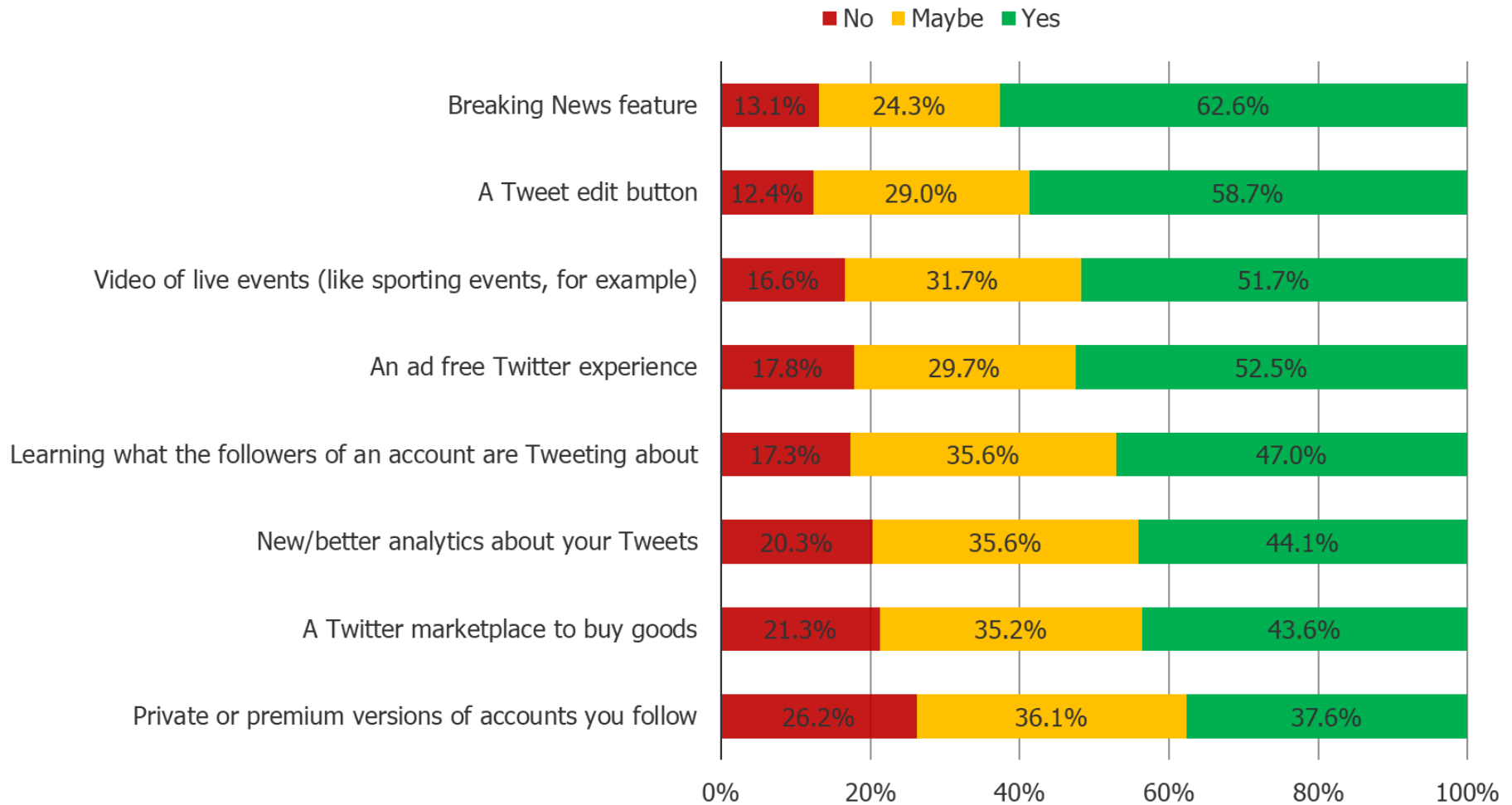
How often do you use Twitter for...

Posed to respondents who use Twitter once a month or more often.



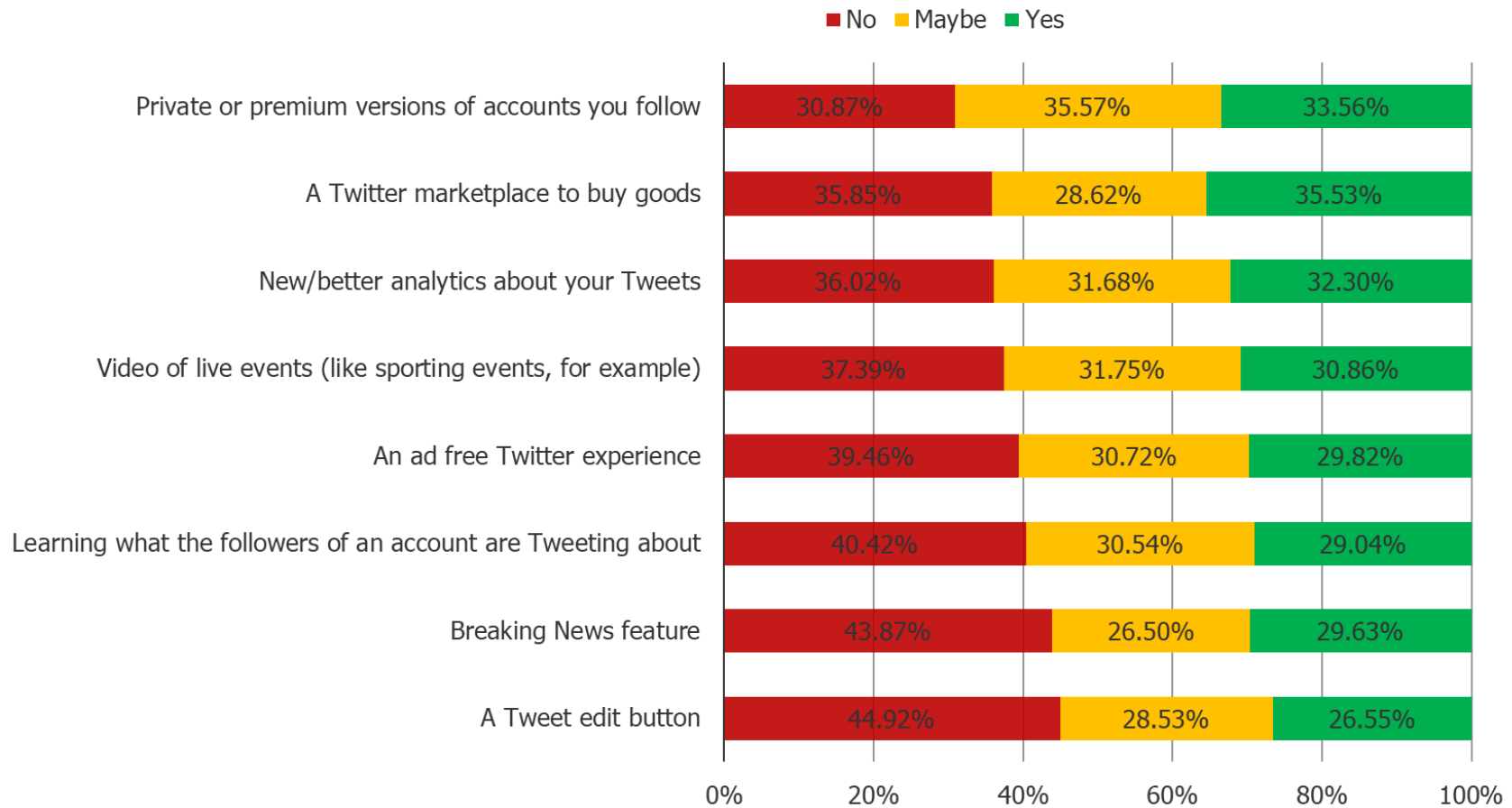
Would you like the following features on Twitter?

Posed to respondents who use Twitter once a month or more often.



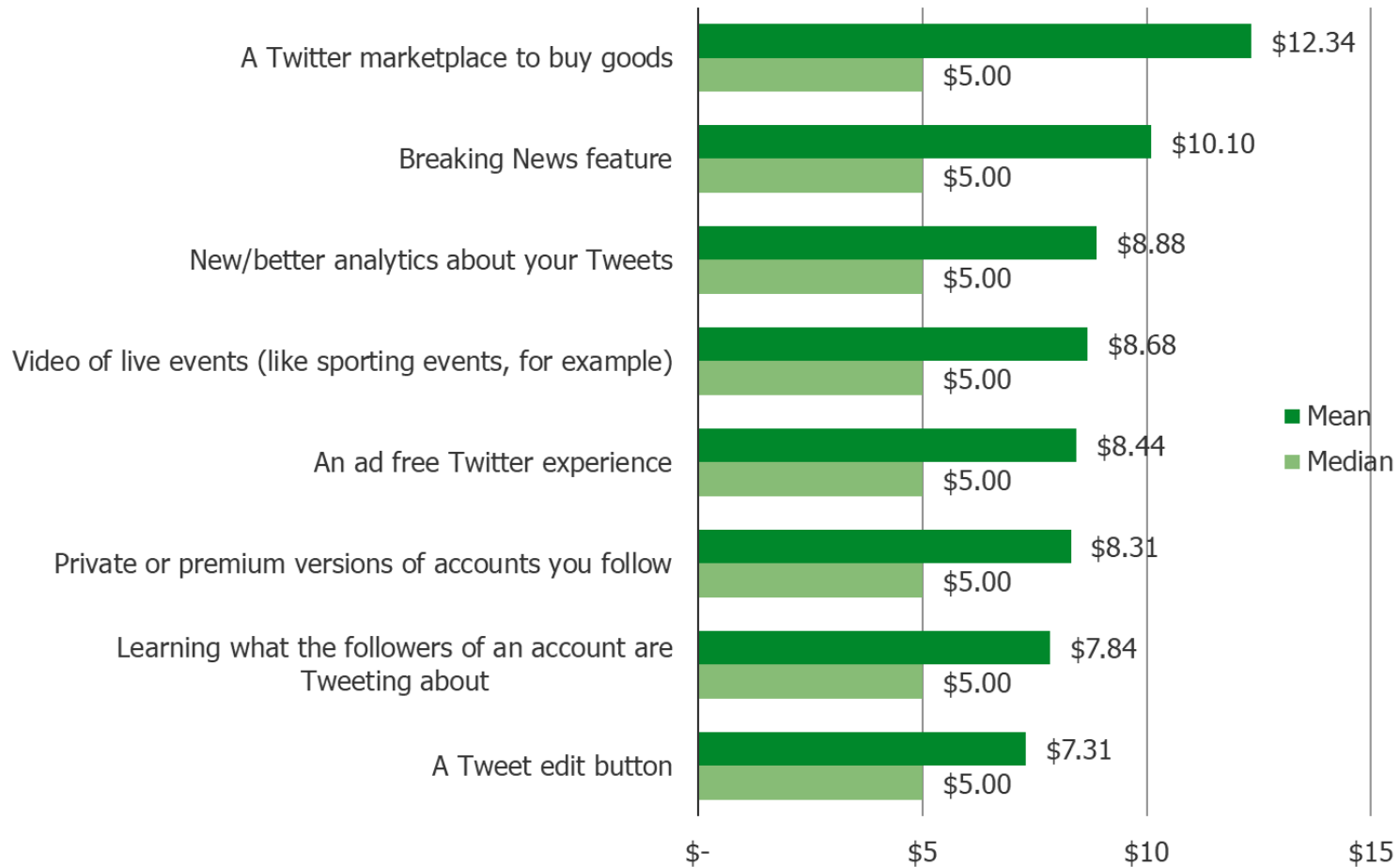
Would you be willing to pay for these features?

Posed to respondents *who said yes or maybe when asked if they'd like these features on Twitter.*



How much would you be willing to pay PER MONTH for this feature?

Posed to respondents *who said yes or maybe when asked if they'd pay for these features on Twitter.*



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Would you like the following features on Twitter? (1 = no, 2 = maybe, 3 = yes)

Posed to respondents *who said yes or maybe when asked if they'd like these features on Twitter.*

	All Twitter Users	Uses Once Per Day or More Often	Uses Less Than Once Per Day	Spends More than 30 Min Per Day on Twitter	Spends Less Than 30 Min Per Day on Twitter	Has 1,000 or more Twitter Followers	Has Fewer Than 1,000 Followers	Uses Twitter For News Frequently or Very Frequently	Uses Twitter To Advertise Services or Products	Uses Twitter To Promote Myself or My Brand/Work Frequently or Very Frequently	Uses Twitter For Fun / Entertainment	Posts Tweets Daily	Posts Tweets Less Than Daily
New/better analytics about your Tweets	2.24	2.38	1.82	2.5	2.25	2.54	2.09	2.59	2.73	2.67	2.46	2.61	1.99
Breaking News feature	2.49	2.64	2.05	2.66	2.62	2.65	2.41	2.79	2.8	2.73	2.65	2.7	2.35
A Tweet edit button	2.47	2.55	2.22	2.58	2.51	2.65	2.38	2.62	2.71	2.65	2.55	2.64	2.35
Private or premium versions of accounts you follow	2.12	2.22	1.84	2.3	2.12	2.45	1.96	2.38	2.59	2.53	2.25	2.48	1.88
An ad free Twitter experience	2.35	2.44	2.07	2.52	2.35	2.59	2.23	2.65	2.77	2.73	2.5	2.72	2.09
Video of live events	2.35	2.48	1.99	2.58	2.36	2.59	2.24	2.6	2.71	2.66	2.49	2.62	2.17
Learning what followers of an account are Tweeting	2.3	2.42	1.95	2.46	2.36	2.55	2.18	2.58	2.73	2.69	2.44	2.63	2.07
A Twitter marketplace to buy goods	2.22	2.35	1.88	2.45	2.22	2.54	2.07	2.48	2.68	2.63	2.38	2.59	1.98

Cross-Tab Analysis: Based On Their Usage of Twitter

Users who use twitter to advertise products/services or promote themselves/their work are most likely to be interested and most likely to pay for a Twitter subscription.

Would you like the following features on Twitter?

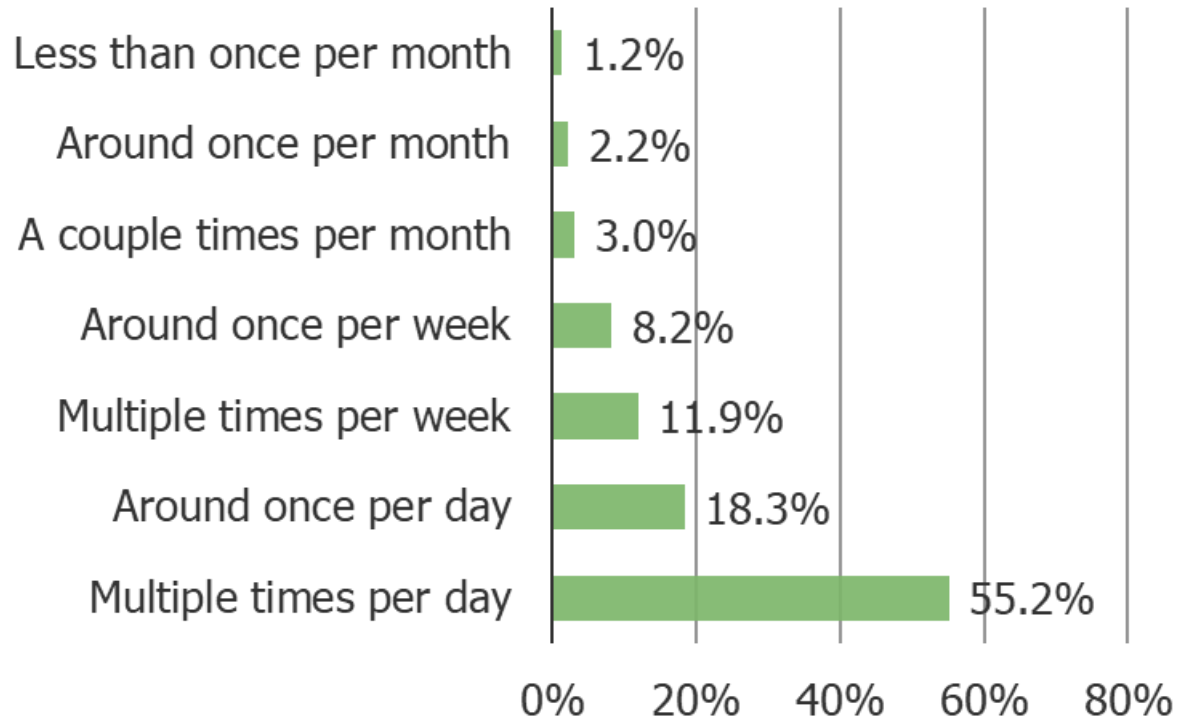
Posed to respondents *who said yes or maybe when asked if they'd like these features on Twitter.*

	All Twitter Users	Uses Once Per Day or More Often	Uses Less Than Once Per Day	Spends More than 30 Min Per Day on Twitter	Spends Less Than 30 Min Per Day on Twitter	Has 1,000 or more Twitter Followers	Has Fewer Than 1,000 Followers	Uses Twitter For News Frequently or Very Frequently	Uses Twitter To Advertise Services or Products	Uses Twitter To Promote Myself or My Brand/Work Frequently or Very Frequently	Uses Twitter For Fun / Entertainment	Posts Tweets Daily	Posts Tweets Less Than Daily
New/better analytics about your Tweets	1.97	2.06	1.62	2.21	1.87	2.17	1.85	2.16	2.35	2.33	2.08	2.25	1.72
Breaking News feature	1.86	1.96	1.47	2.15	1.74	2.12	1.72	2.08	2.31	2.26	1.97	2.14	1.63
A Tweet edit button	1.83	1.9	1.58	2.13	1.61	2.14	1.66	2.04	2.32	2.3	1.95	2.2	1.54
Private or premium versions of accounts you follow	2.03	2.13	1.68	2.28	1.92	2.24	1.89	2.17	2.31	2.37	2.14	2.29	1.79
An ad free Twitter experience	1.92	2.05	1.47	2.23	1.81	2.18	1.76	2.15	2.37	2.33	2.05	2.24	1.63
Video of live events	1.94	2.03	1.58	2.2	1.82	2.15	1.82	2.14	2.35	2.3	2.05	2.2	1.72
Learning what followers of an account are Tweeting	1.9	1.99	1.54	2.21	1.72	2.15	1.74	2.12	2.38	2.31	2.02	2.22	1.62
A Twitter marketplace to buy goods	2	2.09	1.66	2.33	1.79	2.21	1.87	2.19	2.42	2.37	2.14	2.22	1.81

Cross-Tab Analysis: Based On Their Usage of Twitter

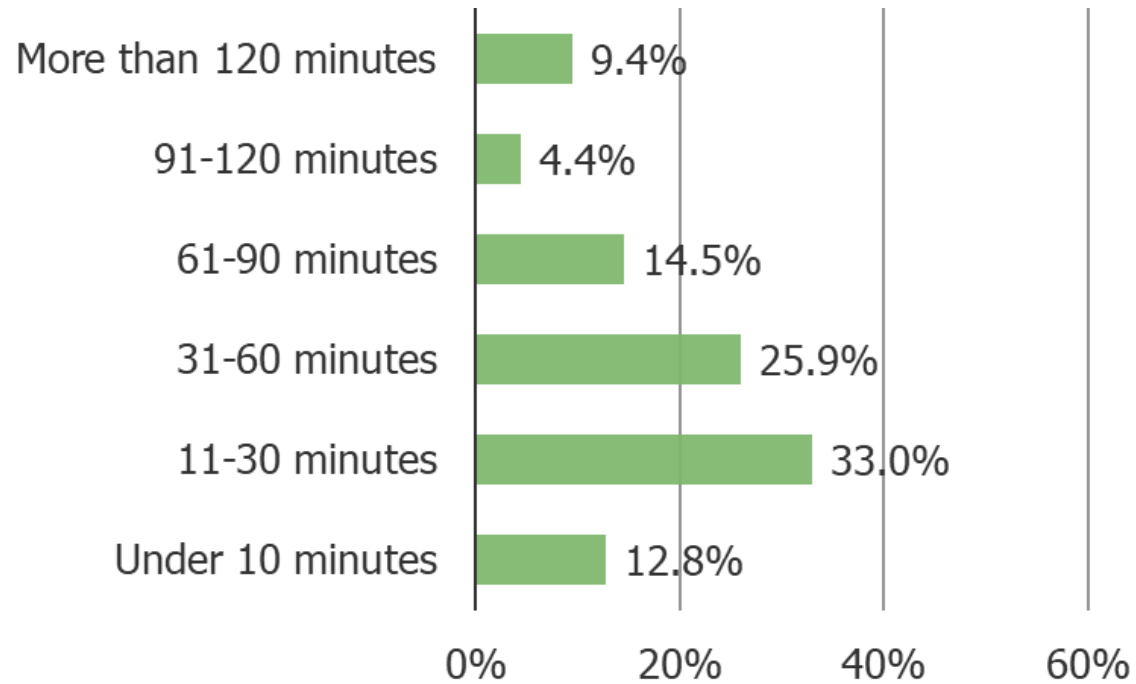
How often do you use Twitter?

Posed to respondents who use Twitter once a month or more often.



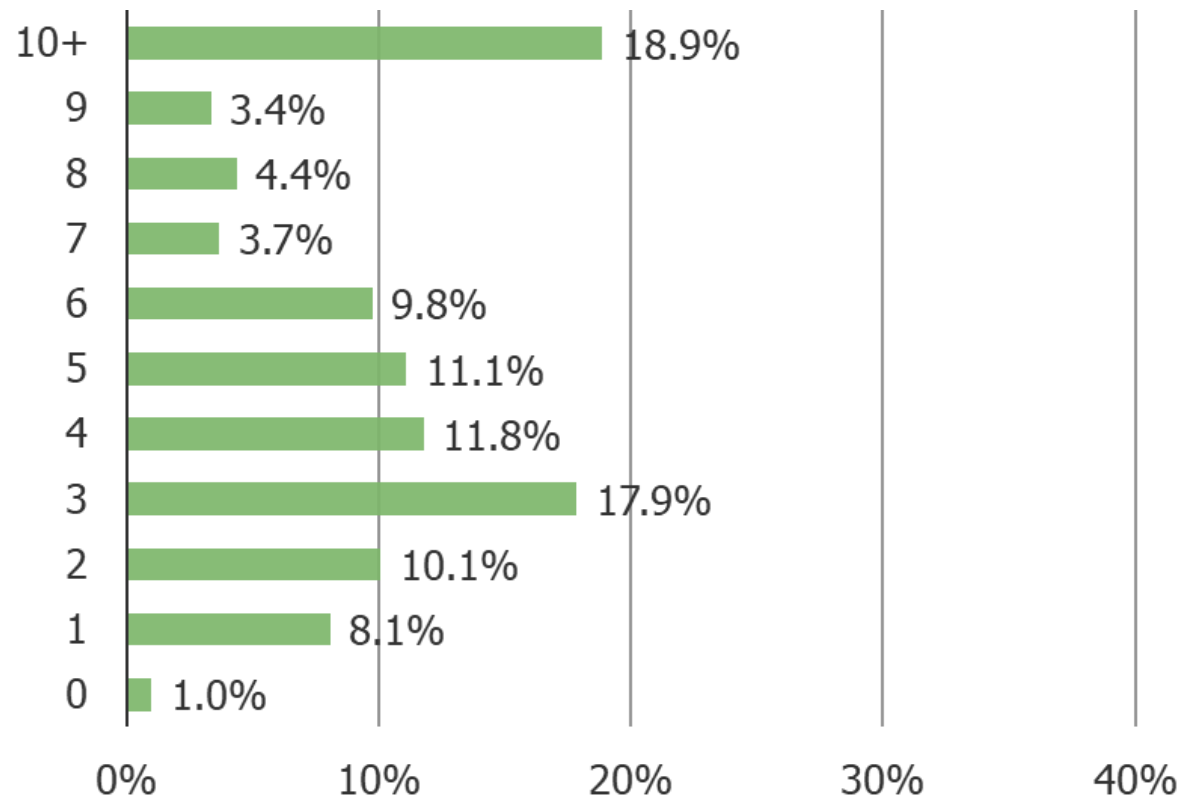
How many minutes per day would you estimate you spend on Twitter?

Posed to respondents who use Twitter once a day or more often.



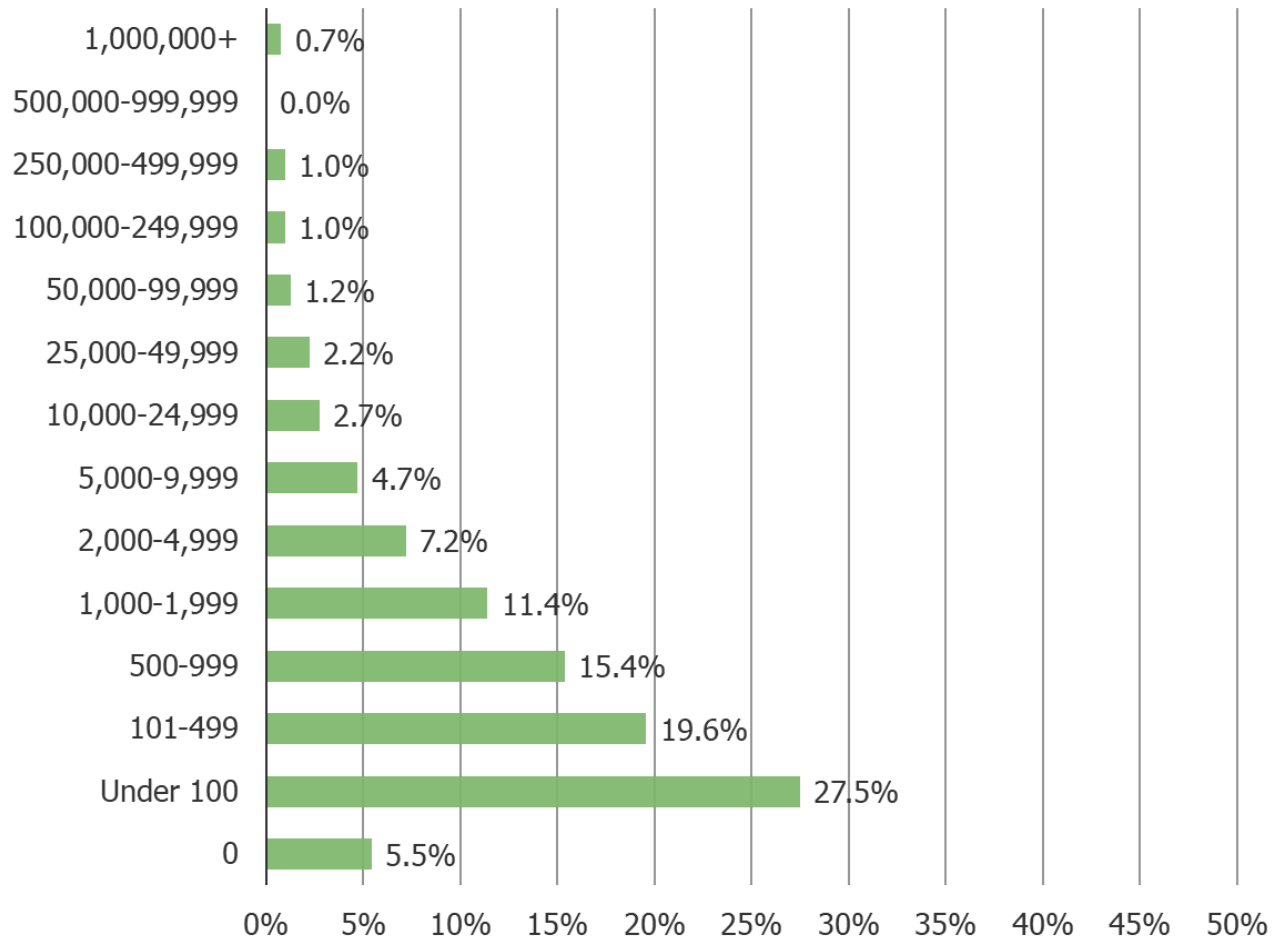
Approximately how many times per day would you estimate you open the Twitter app or visit the Twitter website?

Posed to respondents who use Twitter once a day or more often.



Approximately how many followers do you have on Twitter?

Posed to respondents who use Twitter once a month or more often.



How often do you post Tweets?

Posed to respondents who use Twitter once a month or more often.

