



Clubhouse!

SWOT analysis

As leaders at the nexus of sports, culture and entertainment, **Whistle** conducted research among Clubhouse users A18-34 in March 2021 to decode the hottest new platform's chances at sustained success. Here's what we found:

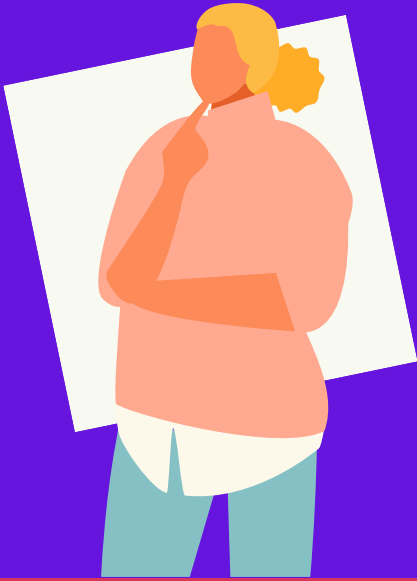
Strength: Education



87% of Clubhouse users agree that social media is a place to learn, paving the way for people of all walks of life to knowledge share. Clubhouse user's top interests vs. non-users are:

1. Sports
2. Business
3. Tech

Weakness: Engagement



Only 40% of Clubhouse users say they are highly engaged while using the platform. This is less than the 47% of podcast users who say the same. To increase user engagement, Clubhouse's algorithm needs to help users discover relevant content.

Opportunity: Brands



70% of Clubhouse users want brands to join the platform and 69% are open to seeing ads. Combine this with Clubhouse's affluent user base (+45% more likely to have HHI \$100K+) and the platform becomes a prime discoverability destination for brands.

Threat: The Usual Suspects



Despite the platform's fast start and promising growth outlook, **54% of 18-34 year olds would prefer using a Twitter or Facebook competitor.**



Key takeaway

Clubhouse has been growing steadily and has solid prospects for continued growth, but major platforms like Twitter or Facebook have strong odds of ending the trajectory with a "knock-off."