

Is ChatGPT Plus still worth using in 2026?

If you use ChatGPT regularly for work, it's worth it. Higher message limits and features like Deep Research and a virtual assistant mode make for a significantly better experience.

Nowadays, the phrase "I'll ask ChatGPT" has almost replaced "I'll search on Google" for many people. The free version of ChatGPT has become an essential tool in most people's daily toolkits, helping them compose emails, brainstorm ideas, or settle debates about whether or not to put ketchup on hot dogs.

But if you start relying on ChatGPT for more than just occasional quick questions – for example, longer sessions, complex projects, or creative workflows – then the limitations of the free plan will quickly become insignificant.

That's when you might start wondering if ChatGPT Plus (\$20/month) is worth it.

The answer isn't clear. If you use ChatGPT regularly for work, then it's worthwhile. Higher message limits and features like Deep Research and a virtual assistant mode make for a significantly better experience. But if you only use it a few times a week for casual questions, the free plan will suffice.

1. What is ChatGPT Plus? How to register for ChatGPT Plus in Vietnam

ChatGPT Plus's features make the subscription package worthwhile.

Here are some of the standout features of ChatGPT Plus that justify its \$20/month subscription fee.

Instant access to the latest models

OpenAI is releasing new or updated models at an impressive, if not dizzying, pace. If using the latest models is important to you, choose ChatGPT Plus. Sure, you'll eventually be able to access the latest models on the free plan, but you'll have to wait a while.

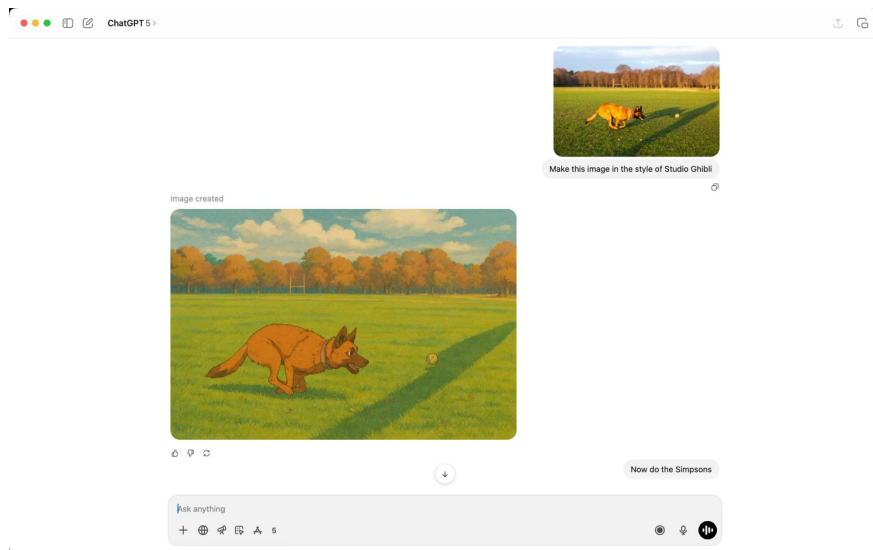
Given OpenAI's rapid model updates, this isn't the most compelling reason to upgrade—the model could be nearly as powerful as the latest one at any given time. But if you want complete optimization and maximum power, ChatGPT Plus will provide it as soon as OpenAI releases it.

Higher message limits

Free users can send a maximum of 10 messages every 5 hours. After that, you will be automatically downgraded to the mini version of the model until your limit is reset. The mini version works well for well-defined tasks, but performance will not be as good as the larger version.

Plus plan users receive a significantly higher message limit (approximately 160 messages per 3 hours), allowing for much more flexibility in refining prompts and completing longer work sessions without interruption. This approximately 16-fold performance difference is crucial when you're iterating on a project or tackling a complex task.

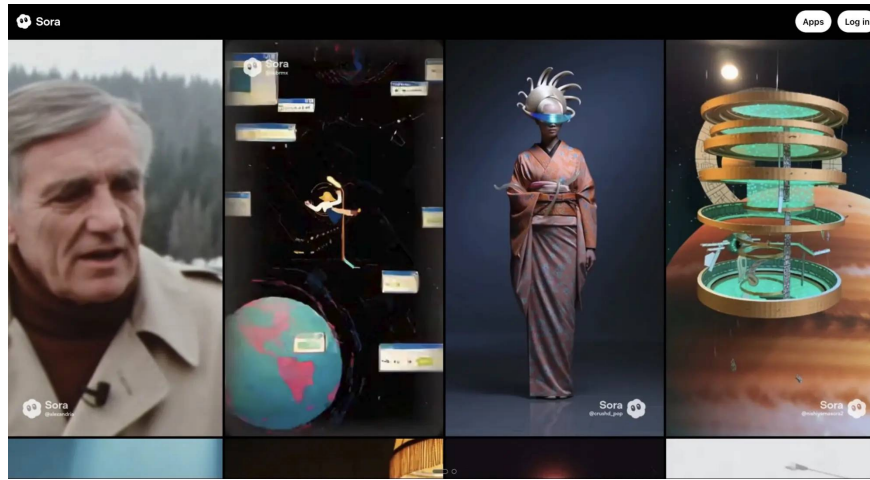
Create advanced images



The latest versions of ChatGPT allow you to create images directly. Technically, both the free and Plus plans have vague image creation limits, but you're much more restricted with the free plan. If image creation is one of ChatGPT's primary uses, the Plus plan will help alleviate that inconvenience.

The Plus plan also generates images faster, but the speed difference might only save you 30 seconds to a minute. (Think about all the TikTok videos you could watch in that amount of time. That's a never-ending gift.)

Create videos with Sora



If you want to go beyond creating static images, ChatGPT Plus also includes Sora, OpenAI's text-to-video AI model. You can create videos from text prompts, take an image and turn it into a video, or take a video clip and lengthen or rewind it over time.

You're limited to a certain number of watermarked videos with a maximum resolution of 720p and a length of 5 seconds, but for quick social media clips, product mockups, or creative experiments, that's a compelling advantage. Free users don't have access to Sora's video creation features.

Deep Research and ChatGPT agent

One of Plus's standout features is Deep Research. Instead of spending hours manually researching a topic, you can use ChatGPT to delve deep into any topic of your choosing, and then compile a detailed report on its findings.

Free users have limited access to Deep Research, but users with a Plus subscription can run significantly more Deep Research queries, making this a major upgrade if research is a regular part of your workflow.

Users who subscribe to the Plus plan also get access to the ChatGPT agent, which allows you to delegate multi-step tasks to automated AI agents that can perform actions on your behalf. For example, you can ask the assistant to access the highest-ranking pages for a query, identify trends (such as article structure and metadata), and generate gap reports to share with your SEO team. This feature is completely unavailable in the free plan.

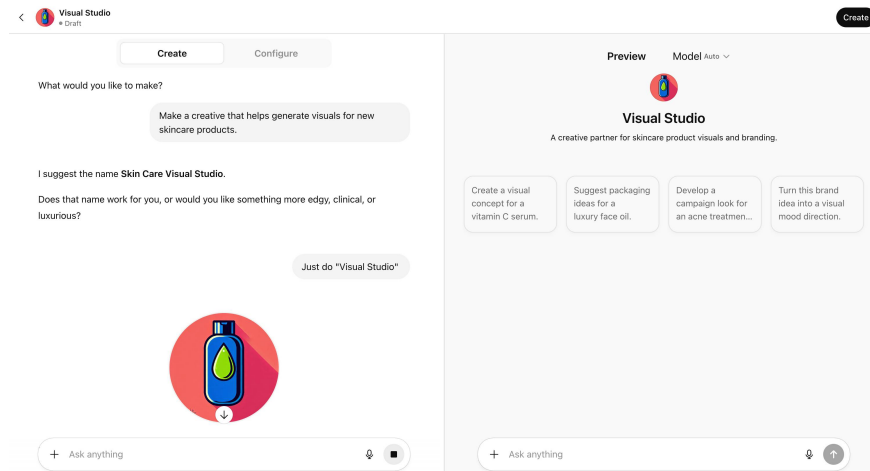
Voice and video chat

ChatGPT's free plan allows you to chat using only your voice, enabling you to speak naturally and receive voice responses. However, like most other notable features, usage is limited.

With the Plus plan, you get expanded access to voice chats. For example, if you use ChatGPT to brainstorm while on the go or practice a language, the higher usage limits could be a real draw – or it could be a nightmare, depending on the voice option selected.

The Plus plan also unlocks limited access to the voice-with-video feature, where ChatGPT can see where your camera is pointed and respond in real time. For example, you can point your camera at a product shelf and receive real-time suggestions from ChatGPT on how to rearrange products to boost sales. You can't do this with the free plan.

Build your own custom GPT



With the ChatGPT Plus subscription plan, you can build your own custom ChatGPTs (OpenAI calls them GPTs). You can use one of the pre-built GPTs—like Data Analysis—or build your own, tailored to your company or personal goals. If you're using the free plan, you're only allowed to use existing GPTs—you can't create your own.

In short, you can create custom chatbots for free using Zapier Chatbots , so you can still get the job done for free without subscribing to ChatGPT Plus.

Priority access during peak hours

With a ChatGPT Plus account, you get priority access during peak traffic times, meaning fewer interruptions even when demand is high. This doesn't guarantee no downtime, but in experience, it makes a real difference.

Conversely, free users are given reduced priority when the server is busy, so you're very likely to lose access precisely when you need it most.

People received more "ChatGPT is currently overloaded" notifications when ChatGPT – and AI chatbots in general – were new and popular, and everyone was rushing to use them to write funny poems. But with so many similarly powerful AI chatbots on the market, downtime due to high traffic will become rare.

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