CREATORS IN THE CREATOR ECONOMY

A GLOBAL STUDY

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CREATORS IN THE *CREATOR ECONOMY*

Adobe conducted a study to understand how creativity is changing around the world, speaking directly with those at the forefront of online creativity—creators in the creator economy.

Understanding the current state of creators globally

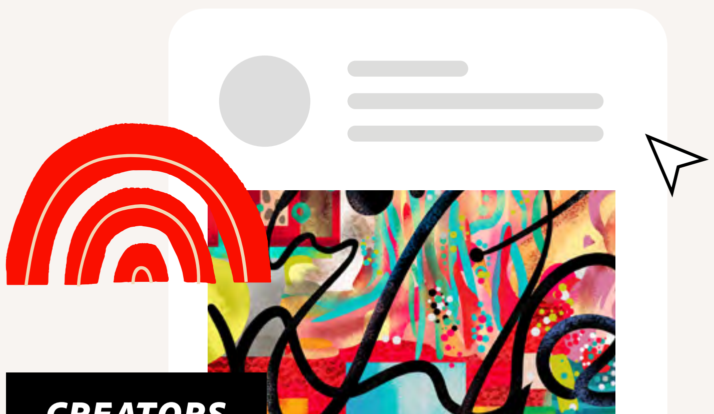
- Who are the creators of today and how does content creation give a voice to people of different backgrounds?
- How many creators are influencers, who are influencers, and is becoming an influencer the creator dream?
- What is the impact of creation on mental health? What types of benefits and challenges do creators and influencers face by operating in a largely digital driven work environment?
- How is creativity a force for good and positive change?

STAY TUNED:

Explore the future of creators and their impact on business

- What does inclusivity and equality mean for creators across gender and ethnicity?
- How will the future of business be impacted by the creator economy?
- What does the future of monetization look like for creators around the world?
- What role does the metaverse/NFTs play in the future of the creator economy?

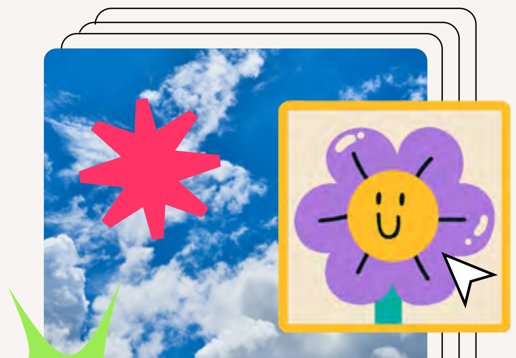
KEY AUDIENCES SURVEYED



CREATORS

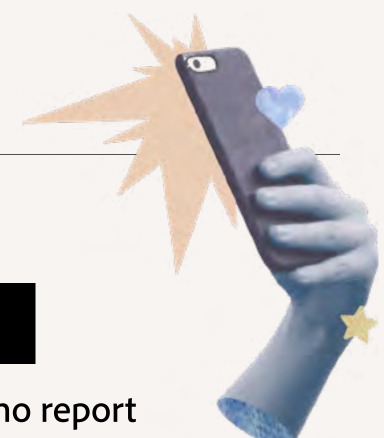
Includes adults over the age of 18 who either:

- Participate in creative activities (like photography, creative writing, NFT creation, etc.) and post, share, or promote their work from these activities online.
- Are dedicated to creating social content at least monthly with the goals of growing their social presence.



GEN Z CREATORS

Content creators between the ages of 16-25.



INFLUENCERS

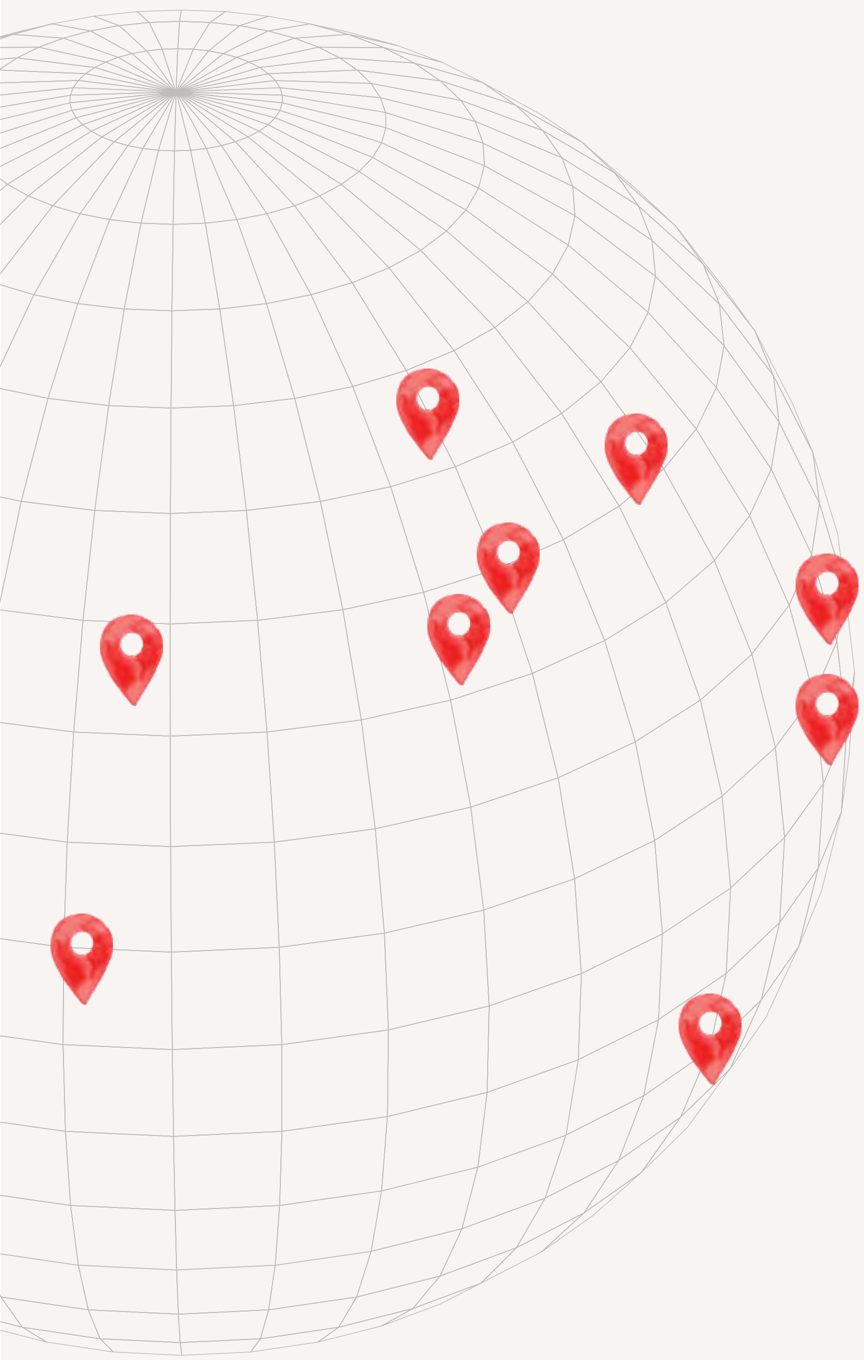
Content creators who report having over 5,000 followers on their main social channel and currently earn money through posting social media content.

SOCIAL CAUSE CREATORS

Content creators who create original online content to support or advance causes or issues that are important to them.

BUSINESS OWNERS

Content creators who own a business (including being a contractor/ freelancer) that sells or makes money from creative content shared online.



SURVEY METHODOLOGY

Adobe conducted a 15-minute survey with online creators in nine global markets, fielded May 4–May 20, 2022. While the sample was managed to create a representative gen pop sample, this is not a market-sizing exercise; therefore, market share stated within this report is estimated.

AUDIENCES

Creators
(n=500 per market)

Gen Z Creators
(n=500 per market)

SAMPLE SIZE

n=4,535
Margin of error: ±1.45% at the 95% level of confidence.

n=5,111 oversample; natural fallout
Margin of error: ±1.4% at the 95% level of confidence.

AUDIENCE DEFINITIONS

Ages 18+
Recruitment managed to reflect Gen-Pop based on age, gender.

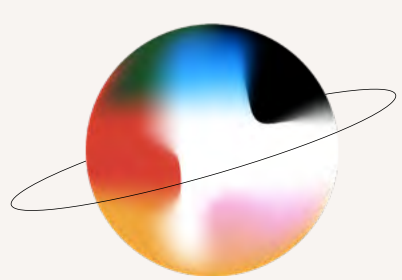
Ages 16-25
Recruitment managed to reflect Gen-Pop based on gender.

METHOD

15-minute online survey,
Fielded May 2022 (5/4-5/20)

MARKETS

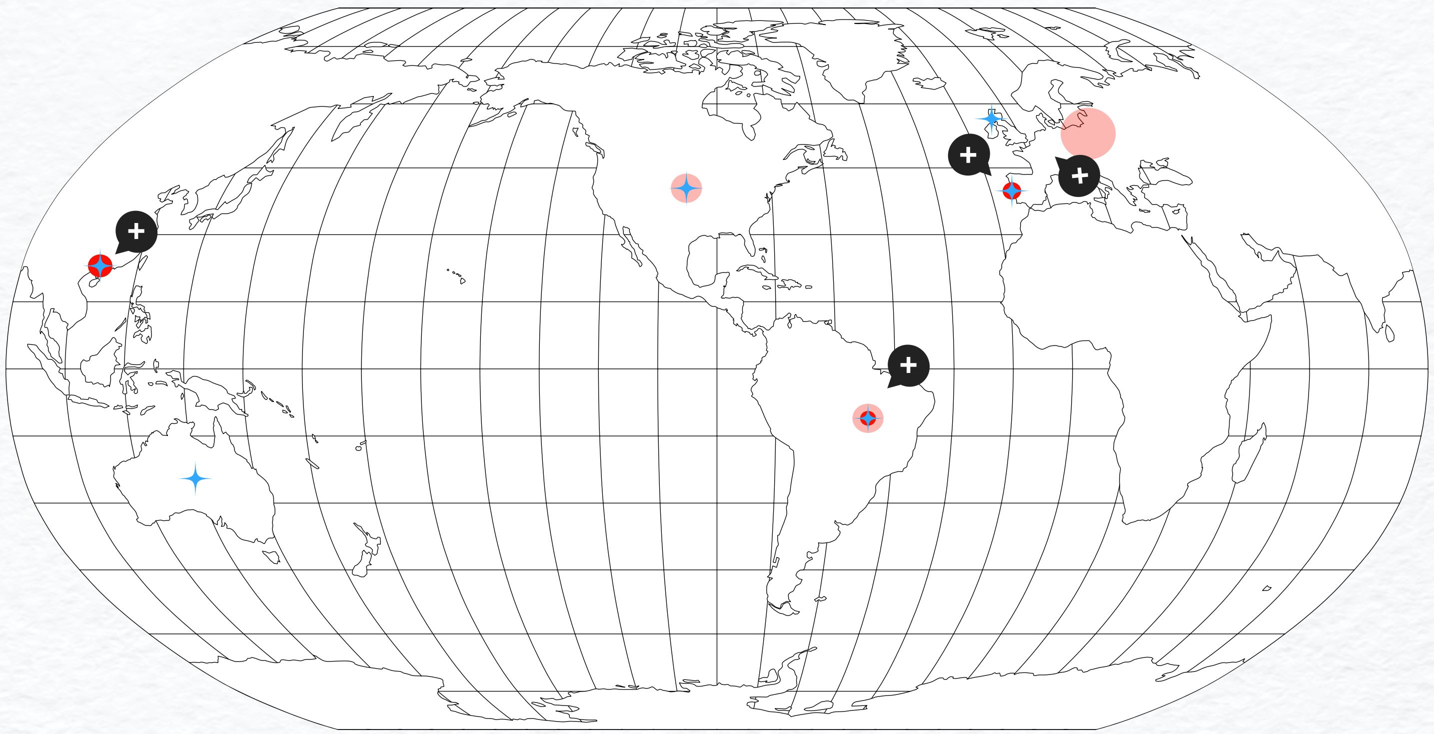
US, UK, France, Germany, Spain, Australia, Japan, South Korea, Brazil



EXECUTIVE SUMMARY

CREATOR *HOT SPOTS* WORLDWIDE

Across the globe, the creator economy is **vibrant** and **growing**.



- HIGH CONCENTRATION OF CREATORS
- SIGNIFCANT JUMPS IN NEW CREATORS
- BIGGEST CREATOR POPULATIONS
- CREATOR HOTSPOTS

***CREATORS* MAKE UP**

23%

of people across surveyed countries - meaning that **nearly 1 in 4 people** are contributing to our online spaces.

Markets like **Brazil**, **Spain** and **South Korea** have the **highest concentration** of creators while markets like the **US**, **Brazil**, and **Germany** have the **biggest** creator populations.

SINCE 2020, THE CREATOR ECONOMY HAS GROWN EXPONENTIALLY.

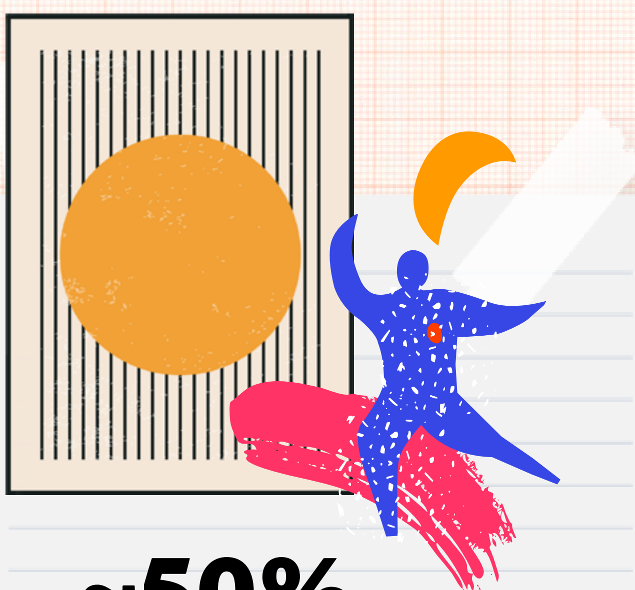
Over 1 in 2 (**52%**) creators began posting social content in the past two years. Markets like **Brazil**, **South Korea**, **Spain** and **France** show **significant jumps** in new creators.

THERE ARE BENEFITS TO LIVING IN *CREATOR HOTSPOTS*—

—markets with overall higher concentrations of creators tend to have more happy creators who create more and note locational creativity advantages. The US, Brazil, Spain, Australia and the UK consistently stand out for these factors.

THE *CURRENT STATE* OF CREATORS

Creators create to **express themselves** and they **look beyond monetary rewards**.



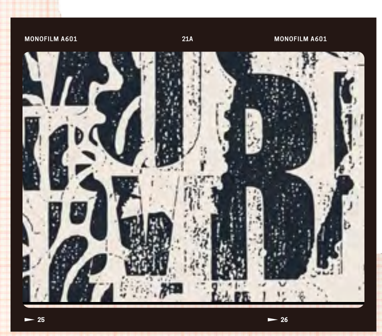
~50%

OF CREATORS' TOP MOTIVATIONS TO CREATE

are to **express themselves**, to **do something fun**, and to **explore some of their passion/interests**. While **less than one-third** of creators create for monetary reasons.

CREATOR VS INFLUENCER

There is a **difference** between a creator and influencer. **Influencers** make up a small share of all creators—**only 14% of all global creators**—or 3% of the population in surveyed markets. However, they are more prominent in markets like **Brazil**, **Australia**, **UK**, and **US**.



THE *VISUAL ARTS*

are most important amongst creators. **Over half** of those participating in any given activity are also participating in photography, and **4 in 10** are also producing creative writing.

THE *RUMORS* ARE TRUE

Being an influencer does bring in money. **More than half** (**51%**) **of influencers** are making in the top income bracket or the US equivalent of bringing in over household income of **$100K+** (value equalized across countries). Bringing in the money is the result of hard work and dedication to the craft.

CREATING ON SOCIAL IS ESSENTIAL FOR *MENTAL WELL-BEING*

The more creators post and the more time they spend creating—the more positive they feel especially among business owners and influencers.

For creators, and especially influencers, using or creating social content is even ranked as a **top necessity for mental health** (**47% of influencers**).

Clinical research has tied social media use with depression among adults.

However, in the case of creators who find and derive pleasure from sharing their work, there is an inverse relationship with social media. **The more time spent creating and posting social content, the higher the reported positivity.**

Creating social content on the daily is just as much of a driver for **happiness** as making money.

A CALL FOR *SOCIAL CAUSE* CREATORS

Creators are the **first** to say that **supporting social causes is important** and that creating online content has a big impact on advancing causes. However, **only 1 in 4 creators** use their content creation abilities to create original social cause content.

Creators agree that **creating online content has a big impact on advancing causes**—especially **influencers** (**74%**) and **social cause creators** (**73%**).

For those fearing an impact on monetization, many social cause creators earn money from social despite posting potentially sensitive content. Similarly, influencers **don't shy away from social cause activism**—in fact, they embrace it.

There are **large benefits** to creating social cause content—social cause creators feel the **most positive** and are more likely to **create more often** in the future.

DETAILED FINDINGS

CREATIVE HOT SPOTS AND MARKET DIFFERENCES AT A GLANCE

A CREATIVE PERSON...

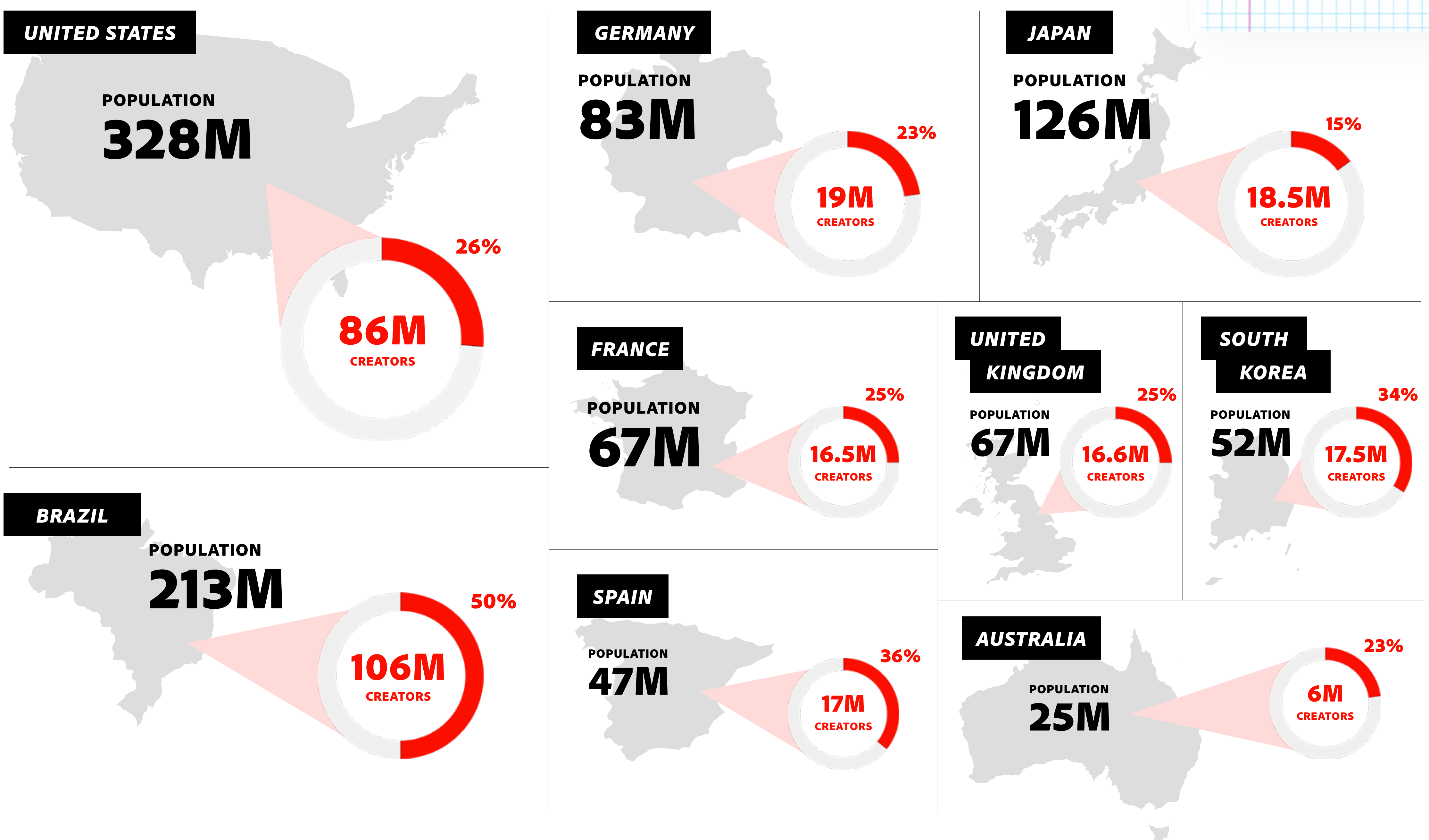
"Sees, imagines and creates with everything that surrounds it."

— CREATOR, SPAIN

CREATORS MAKE UP *23% OF PEOPLE* ACROSS SURVEYED COUNTRIES—MEANING THAT NEARLY *1 IN 4 PEOPLE* ARE CONTRIBUTING TO OUR ONLINE SPACES.

303M

CREATORS ACROSS 9 MARKETS



Base: Creators by market (US (n=508), UK (n=501), AU (n=500), FR (n=506), DE (n=500), SP (n=500), BR (n=512), JP (n=506), SK (n=501)

IN THE LAST TWO YEARS, A NEW GROUP OF CREATORS WAS MOTIVATED TO JOIN THE GLOBAL CREATOR ECONOMY—ESPECIALLY IN PLACES LIKE BRAZIL, SOUTH KOREA, SPAIN AND FRANCE.

+165M
CREATORS WHO STARTED SINCE 2020

UNITED STATES
86M CREATORS
+34M NEW CREATORS — 40%

GERMANY
19M CREATORS
+9M NEW CREATORS — 49%

JAPAN
18.5M CREATORS
+9M NEW CREATORS — 48%

BRAZIL +
106M CREATORS
+73M NEW CREATORS — 69%

FRANCE +
16.5M CREATORS
+8M NEW CREATORS — 50%

UNITED KINGDOM
16.6M CREATORS
+8M NEW CREATORS — 46%

SOUTH KOREA +
17.5M CREATORS
+11M NEW CREATORS — 62%

SPAIN +
17M CREATORS
+10M NEW CREATORS — 57%

AUSTRALIA
6M CREATORS
+3M NEW CREATORS — 48%

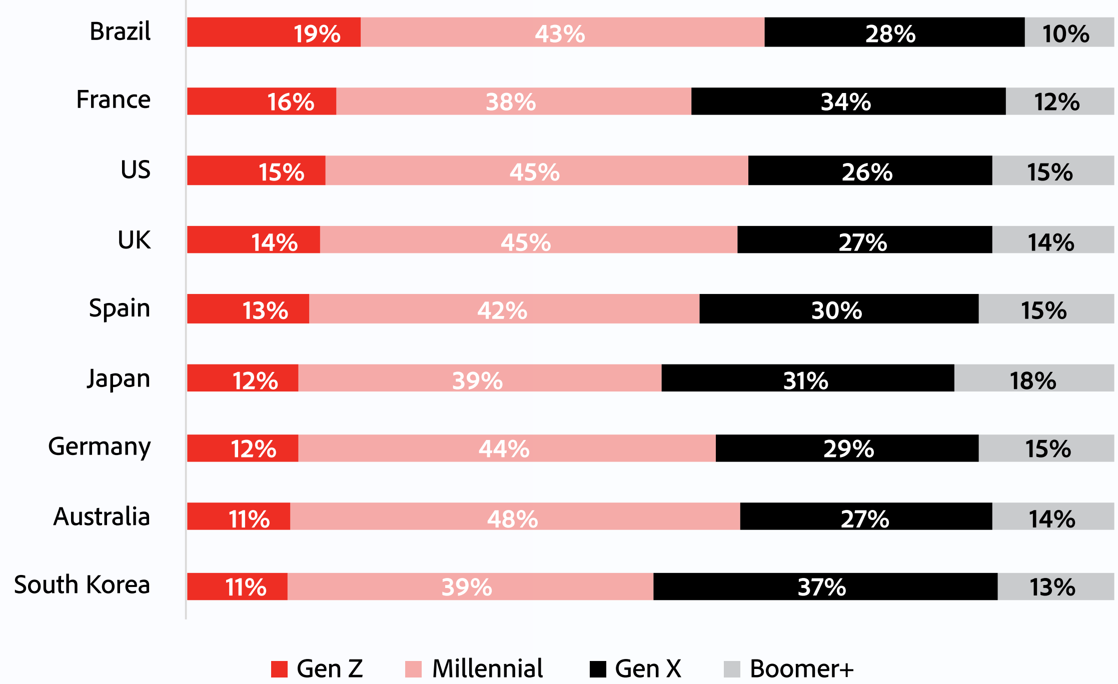
Q4: How long have you been posting creative or original social media content online?
Base: Creators by market (US (n=508), UK (n=501), AU (n=500), FR (n=506), DE (n=500), SP (n=500), BR (n=512), JP (n=506), SK (n=501)

MORE THAN 40% OF CREATORS, GLOBALLY, ARE MILLENNIALS AND THEY SKEW SLIGHTLY MALE AT 52%.

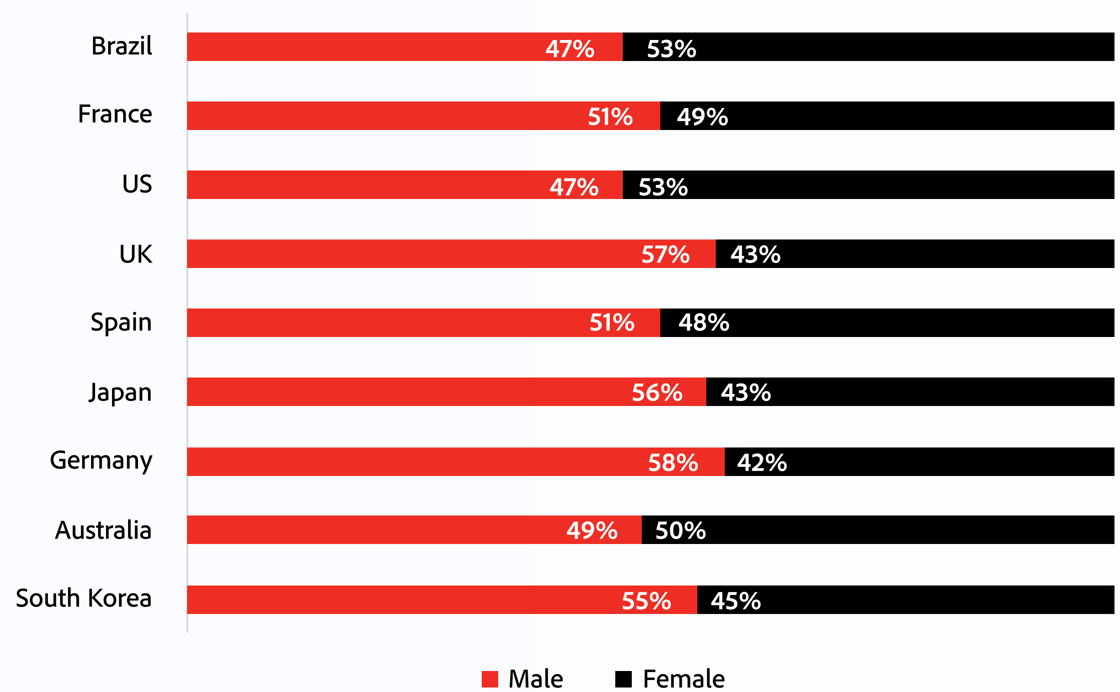
On average, creators are **40 years old**, with **Gen Z only representing 14% of all creators**.

Brazil, **France**, **US**, and **UK** have the **highest** concentration of Gen Z creators, and **South Korea** and **Australia** the **fewest**.

CREATORS BY GENERATION



CREATORS BY GENDER



S3. How old are you? S4. How do you identify?
Base: Creators by market (US (n=508), UK (n=501), AU (n=500), FR (n=506), DE (n=500), SP (n=500), BR (n=512), JP (n=506), SK (n=501)

6 IN 10 CREATORS HAVE FULL-TIME JOBS, BUT MARKETS LIKE AUSTRALIA, BRAZIL, AND JAPAN HAVE A HIGHER SHARE OF CREATORS WHO WORK PART-TIME.

Employed full time

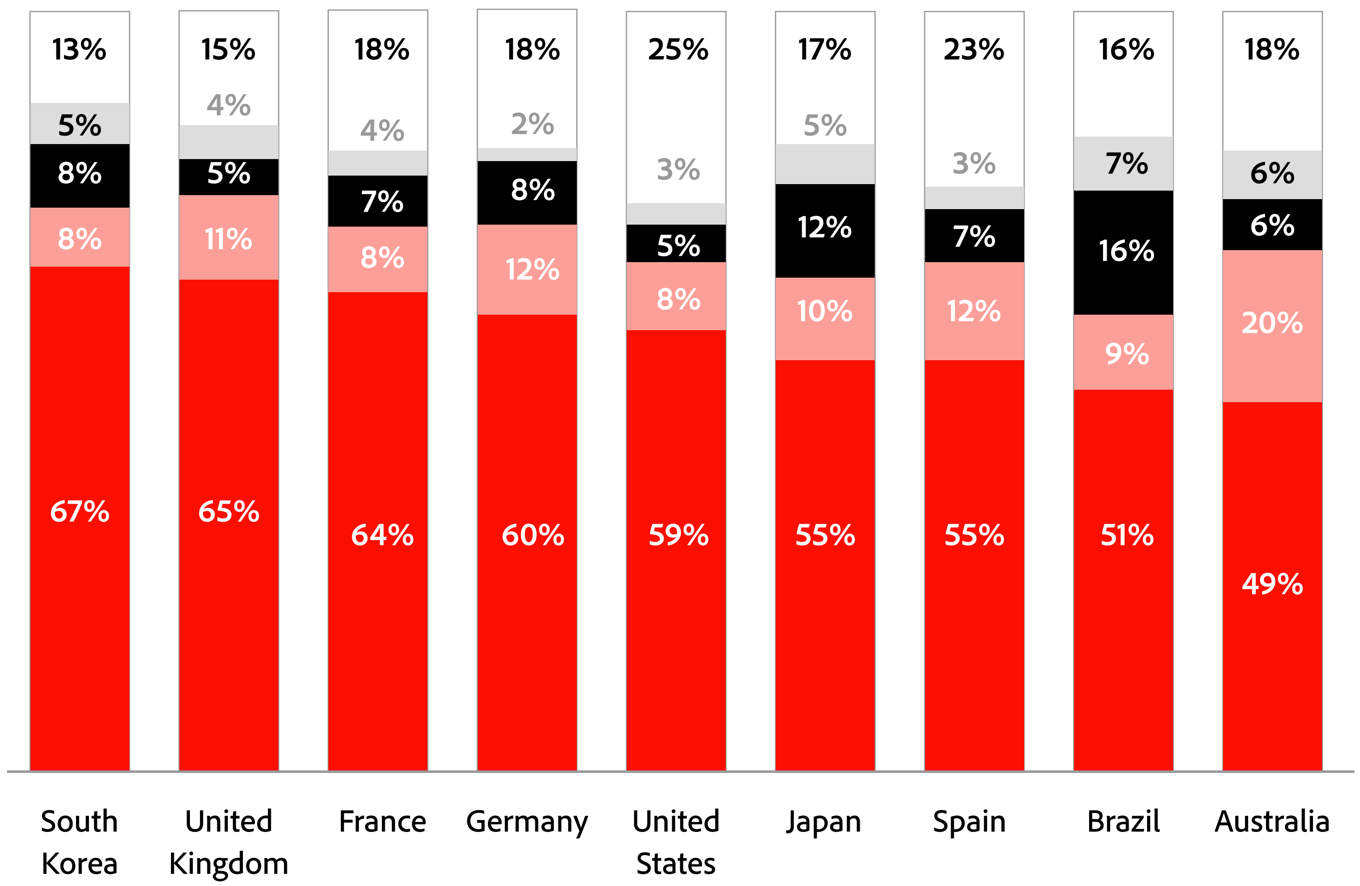
Employed part time

Self-employed full time

Self-employed part time

Other (Student, retired, homemaker, unemployed)

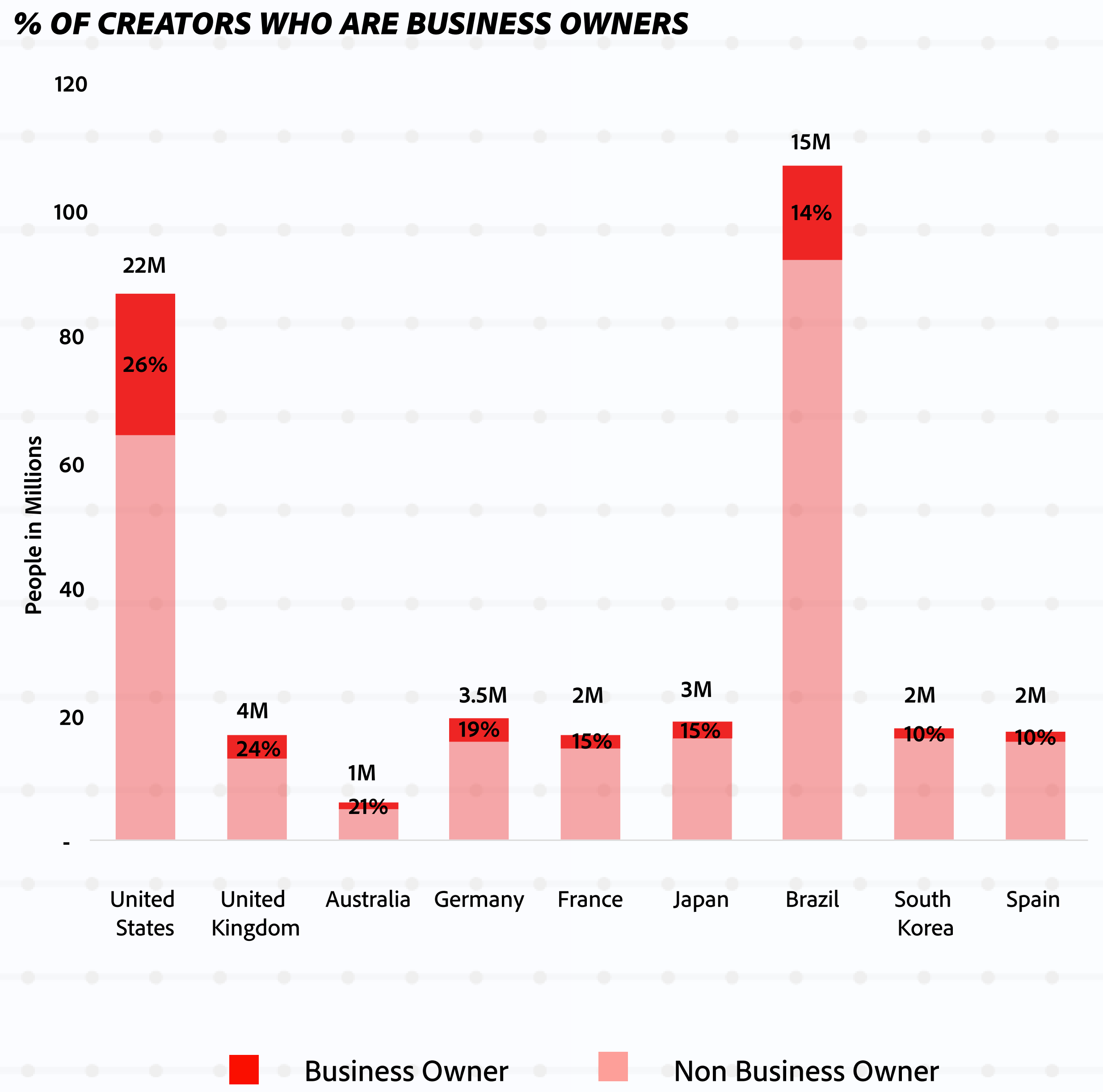
CREATOR EMPLOYMENT STATUS



D4: Which of the following best describes your current employment status?
Base: Creators by market (US (n=508), UK (n=501), AU (n=500), FR (n=506), DE (n=500), SP (n=500), BR (n=512), JP (n=506), SK (n=501)

2 IN 10 CREATORS OWN THEIR OWN CONTENT RELATED BUSINESS—WITH THE US, UK, AUSTRALIA, AND GERMANY NOTING THE HIGHEST SHARE.

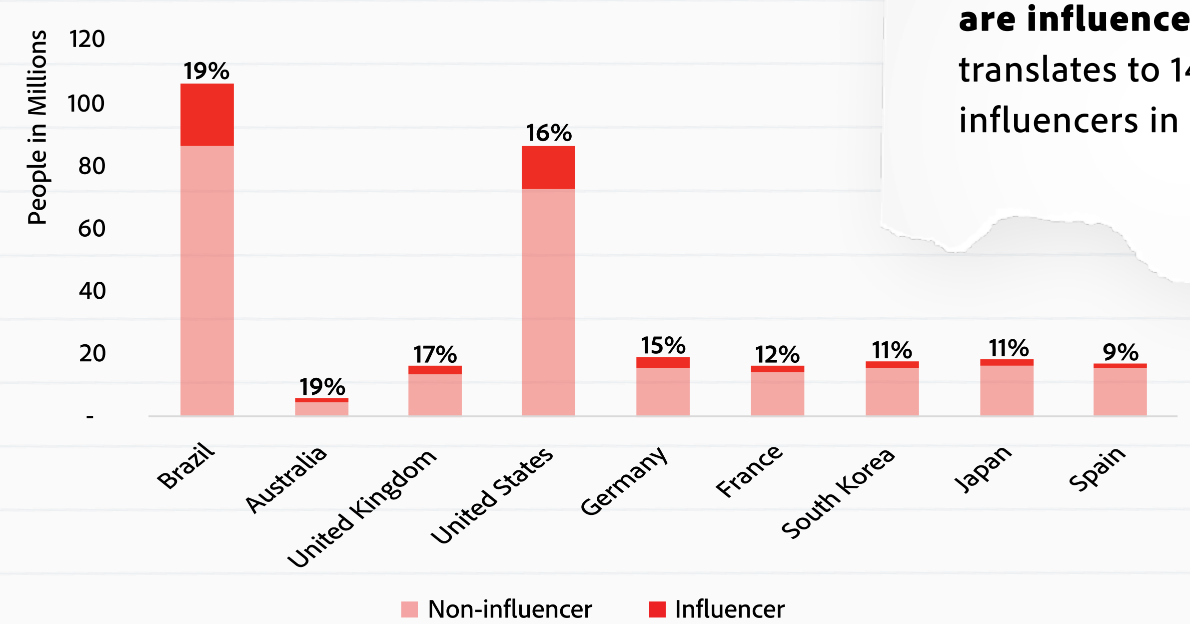
26% of creators in the US **are business owners**—and this translates to **22 million business owners in the US.**



Q13: Thinking about the future, would you be interested in owning or running your own business (including being a contractor / freelancer) that allowed you to sell or make money from the type of creative or original social media content you share online? Base: Creators by market (US (n=508), UK (n=501), AU (n=500), FR (n=506), DE (n=500), SP (n=500), BR (n=512), JP (n=506), SK (n=501)

INFLUENCERS MAKE UP A SMALL SHARE OF ALL CREATORS BUT, ARE MOST PROMINENT IN BRAZIL, AUSTRALIA, THE UK AND THE US.

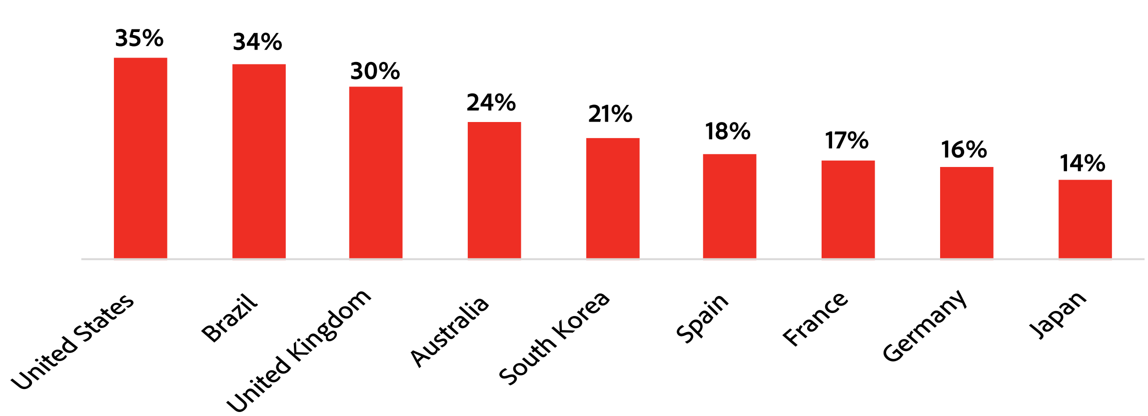
% OF CREATORS WHO ARE INFLUENCERS



16% of creators in US are influencers — this translates to 14 million influencers in the US.

BECOMING AN INFLUENCER IS A GOAL

% Creators stated is current goal

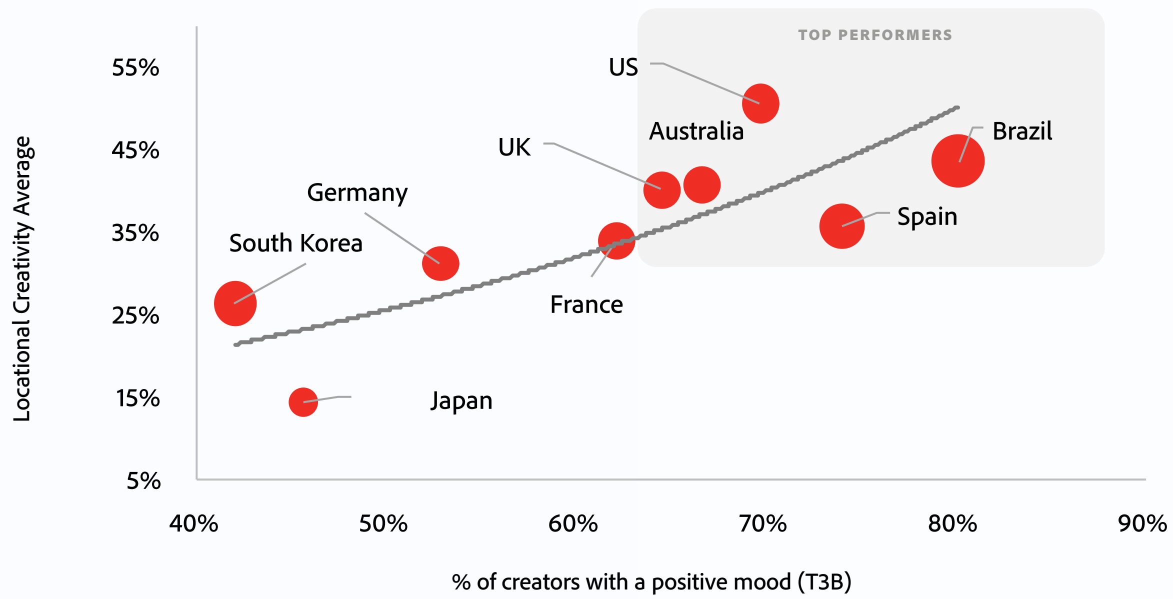


S26: Do you currently earn money through posting social media content? D1: Approximately how many followers do you currently have on social media? S25. When you think about the future as it relates to the social media content you post, which of these are goals, aspirations, or outcomes you would consider?
Base: Creators by market (US (n=508), UK (n=501), AU (n=500), FR (n=506), DE (n=500), SP (n=500), BR (n=512), JP (n=506), SK (n=501)

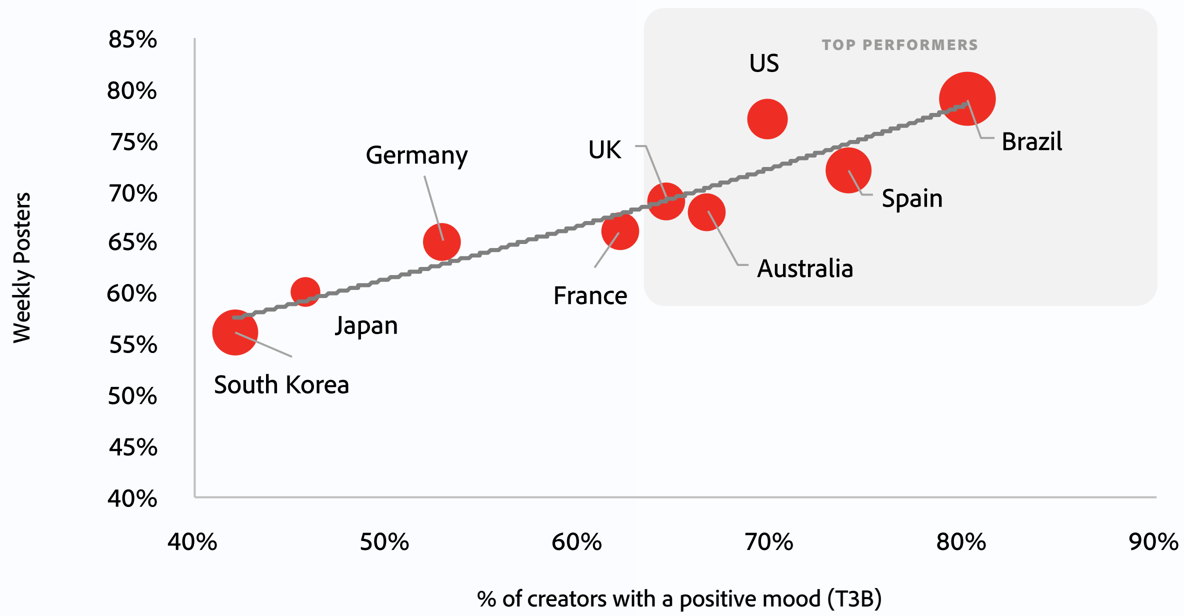
THERE ARE BENEFITS TO LIVING IN CREATOR HOTSPOTS—MARKETS WITH OVERALL HIGHER CONCENTRATIONS OF CREATORS TEND TO HAVE HAPPIER CREATORS WHO CREATE MORE AND NOTE LOCATIONAL CREATIVITY ADVANTAGES.

The **US**, **Brazil**, **Spain**, **Australia**, and the **UK** consistently stand out for these factors.

POSITIVE RELATIONSHIP BETWEEN LOCATIONAL CREATIVITY AND HAPPINESS



POSITIVE RELATIONSHIP BETWEEN CREATING FREQUENCY AND HAPPINESS



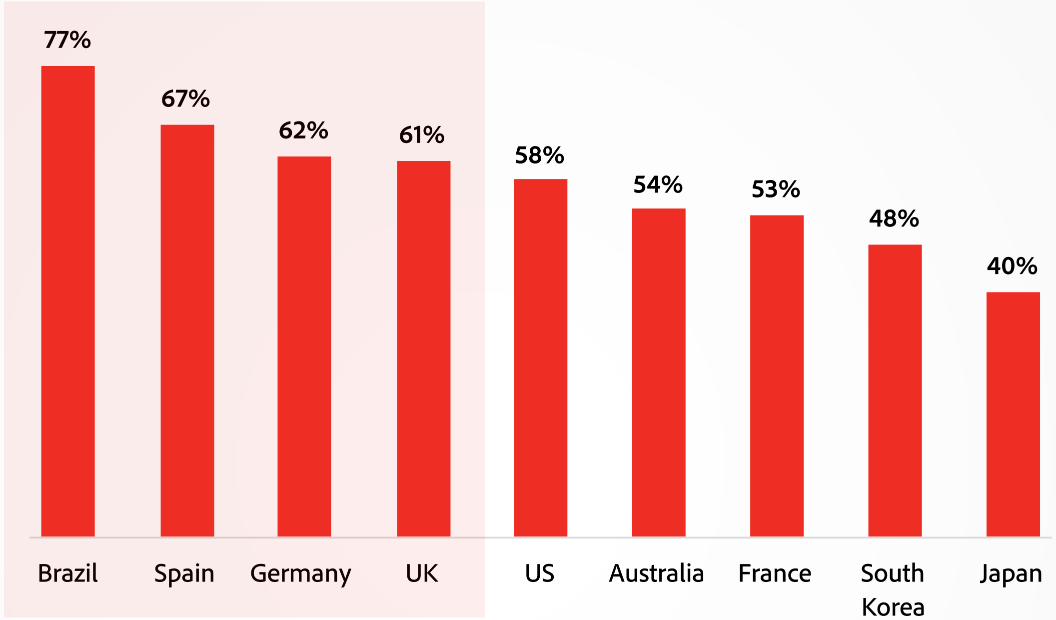
Note: Locational creativity average is calculated among those who agree (T2B) with the following statements: The area around where I live is a source of inspiration, has a lot of creative energy, is the most creative environment I could imagine living in, inspires my creativity, and creative expression is highly valued.

Q26: Generally, how would you describe your current mood overall?
Q15. Where do you get inspiration for your creative activities? Q16. When thinking about the area where you live (e.g., your city / town or neighborhood), how much do you agree or disagree with the following statements? Base: Creators by market (US (n=508), UK (n=501), AU (n=500), FR (n=506), DE (n=500), SP (n=500), BR (n=512), JP (n=506), SK (n=501)

HOT SPOT MARKETS TEND TO BE WHERE PEOPLE DESCRIBE THEMSELVES AS *MOST CREATIVE*.

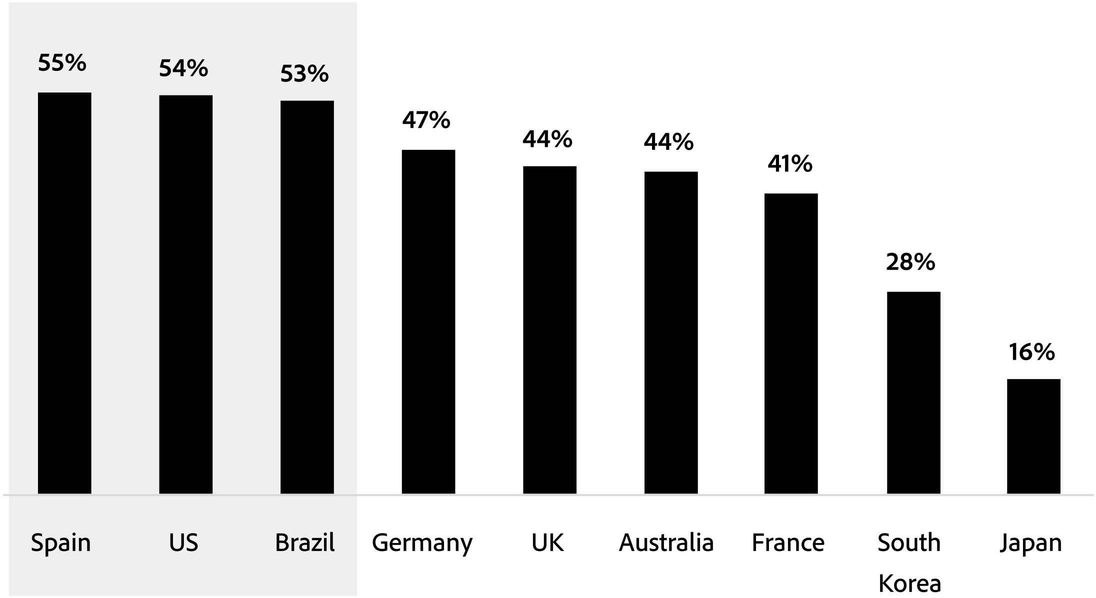
CONTENT CREATORS WHO SELF-DESCRIBE AS "CREATIVE"

% Selected



"CREATIVITY AND BEING CREATIVE COMES EASILY TO ME"

% Agree (T2B)



S16: Which of the following do you feel describes you? Q2: How much do you agree or disagree with the following statements?
Base: Creators by market (US (n=508), UK (n=501), AU (n=500), FR (n=506), DE (n=500), SP (n=500), BR (n=512), JP (n=506), SK (n=501)

THE CURRENT STATE OF CREATORS

A CREATIVE PERSON…

"Isn't afraid of experimenting and expressing themselves."

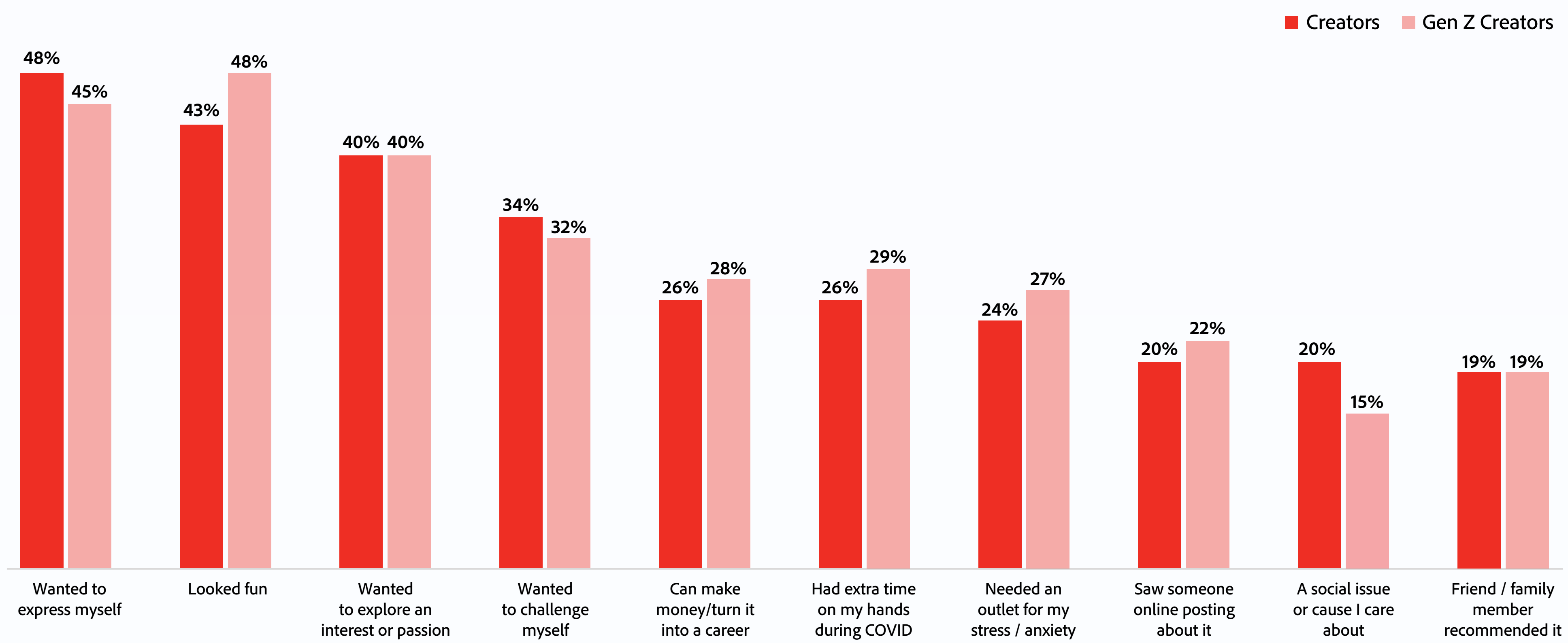
— CREATOR, UNITED STATES

FREEDOM TO EXPRESS ONESELF IS THE NUMBER ONE MOTIVATOR FOR CREATORS.

Other top motivators include wanting to **do something fun** and **explore an interest or passion**. Motivators are similar for Gen Z creators, however they are most motivated by 'fun', and more motivated by needing an outlet for anxiety.

MOTIVATIONS FOR ENGAGING IN CREATIVE ACTIVITIES

% Creators stated is current goal



Q3. What motivated you to start engaging in creative activities or creating original social media content? S16. Which of the following do you feel describes you?
Base: Creators (n=4535), Gen Z Creators (n=5111)

WOMAN/WOMEN CREATORS ARE *YOUNGER* THAN THEIR MAN/MEN COUNTERPARTS.

Fewer women monetize their content and make less money doing it.

Highlighted text indicates significant difference between groups at the 95% confidence level

ACTIVITIES	MALE CREATORS	FEMALE CREATORS
Filmmaking	27%	23%
Graphic design	23%	18%
Woodworking/metalworking/etc.	21%	15%
Music creation	19%	13%
App/website creation/gaming development	19%	14%
Creating podcasts	13%	11%
VR or AR experiences	21%	14%
NFTs	14%	8%
Painting/illustrating/other visual arts	24%	32%
Fashion design	13%	20%
Creative writing	28%	31%

AGE	MALE CREATORS	FEMALE CREATORS
Mean (in years)	43	38
MONETIZATION		
Earn money from social	41%	32%
Monthly income $5k+	25%	18%
ASPIRATIONS		
Own or working toward owning business	59%	53%
Current goal of becoming an influencer	25%	21%
Current goal of earning money through content	36%	32%
Current goal of actively growing followers	44%	41%
TIME SPENT		
Mean number of years creating	3.6 years	3.1 years

Base: Male Creators (n=2370), Female Creators (n=2153)

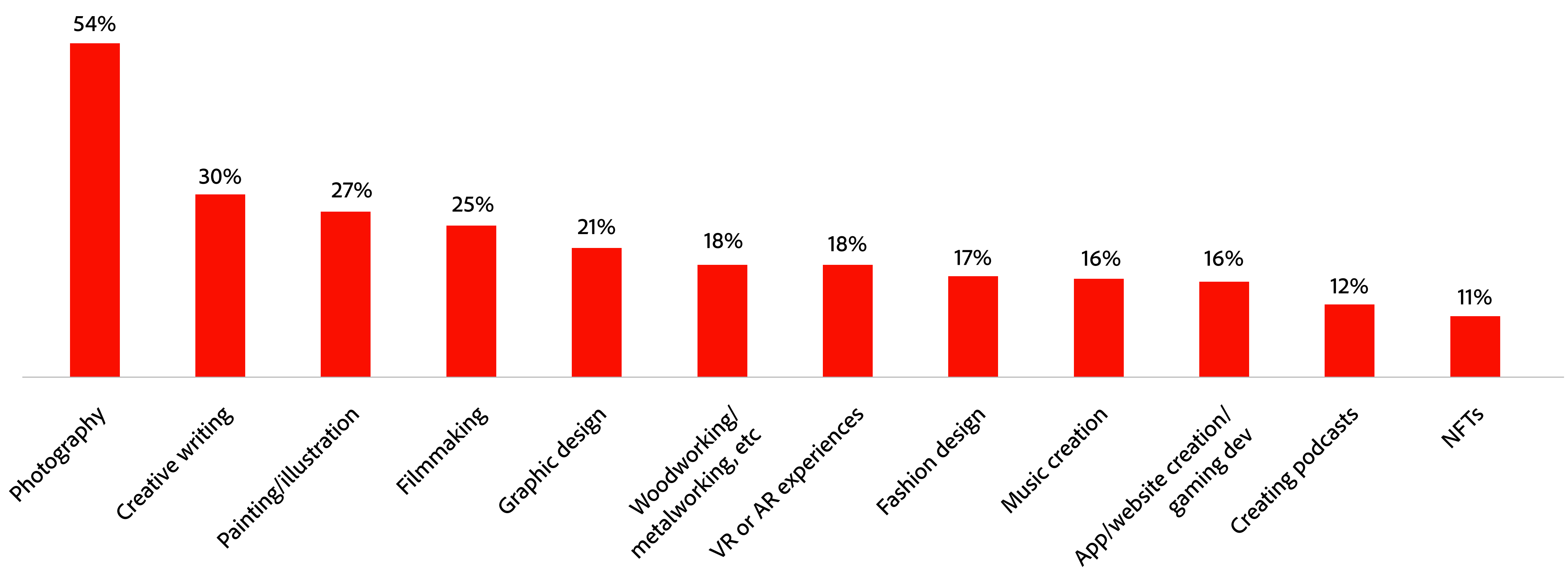
WHILE CREATORS TEND TO PARTICIPATE IN 3 MEDIUMS ON AVERAGE, THE VISUAL ARTS ARE MOST POPULAR, ESPECIALLY PHOTOGRAPHY.

Average number of activites that creators participate in

2.8

ACTIVITY PARTICIPATION
% selecting response

Photography	100%	63%	65%	70%	62%	57%	62%	57%	55%	57%	56%	54%



S17. Through which, if any, of the following activities have you personally created products, works, materials, etc., in the past 12 months?
Base: Creators (n=4535)

INFLUENCERS ARE NOT AS POPULAR AS THEY MAY SEEM—ONLY ABOUT *14% OF CREATORS* ARE INFLUENCERS.

Spain, **US**, **UK** and **Brazil** have the **highest share of influencers**, globally. Influencers skew man/men, Millennial, and 2 in 5 were motivated to start creating by possibility of turning it into a career.

% OF CONTENT CREATORS WHO ARE INFLUENCERS

	US	UK	AU	FR	DE	JP	BR	SP	SK
	16%	17%	19%	12%	15%	11%	19%	9%	11%
	16%	18%	17%	22%	21%	16%	13%	9%	11%

DEMOS	CREATORS	INFLUENCERS
Man/men	52%	**60%**
Mean Age	40 years	**35 years**
HHI - % T3 Income bracket	27%	**51%**

TOP MOTIVATORS		
Wanted to express myself	48%	46%
Can make money/turn it into a career	26%	**43%**
Wanted to explore an interest or passion	40%	42%

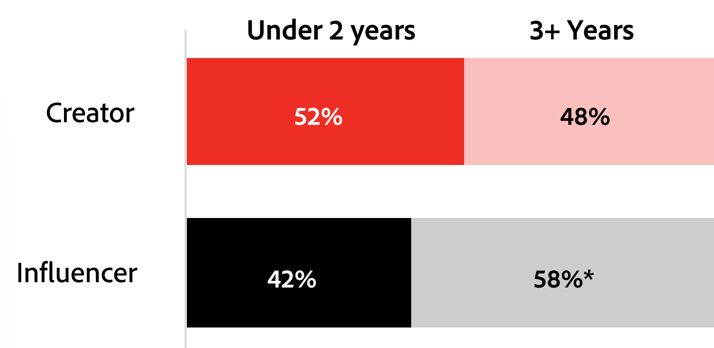
Note: Influencer defined as those with 5K+ followers (S26) and earn money from social (D1)
Base: Creators (n=4,535), Gen Z Creators (n=5,111), Influencers (n=657)

HOWEVER, TO BECOMING AN INFLUENCER TAKES *DEDICATION* AND *TIME*.

Influencers, on average, work an **additional 6 hours per week** compared to general creators. They also post more frequently and have more creative skills.

DEDICATION

YEARS OF CONTENT EXPERIENCE



*Indicates significant difference between groups at the 95% confidence level

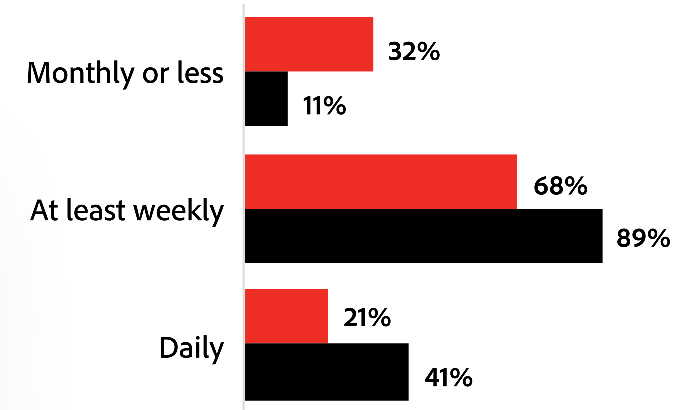
AVERAGE NUMBER OF CREATIVE ACTIVITIES

2.8 CREATOR

4.0 INFLUENCER

TIME

POSTING FREQUENCY



TIME SPENT PER WEEK ON CONTENT DEVELOPMENT

9 hrs/week CREATOR

15 hrs/week INFLUENCER

S17: Through which, if any, of the following activities have you personally created products, works, materials, etc., in the past 12 months?
S23: How often, if ever, do you create and post original social media content (e.g., videos, photos, animations, GIFs, memes, commentary on specific topics, etc.)?
Q4: How long have you been posting creative or original social media content online?
Q6: Approximately how many hours a week do you spend developing the creative or original social media content you share online?
Base: Creators (n=4,535), Influencers (n=657)

AND ALL THAT WORK PAYS OFF—LITERALLY.

Influencers earn most of their income from their creative endeavors and are earning as much as some of the top professions.

AVERAGE HOURLY WAGE

CREATOR

$61 per hour

~$122k annually, if done full-time

INFLUENCER

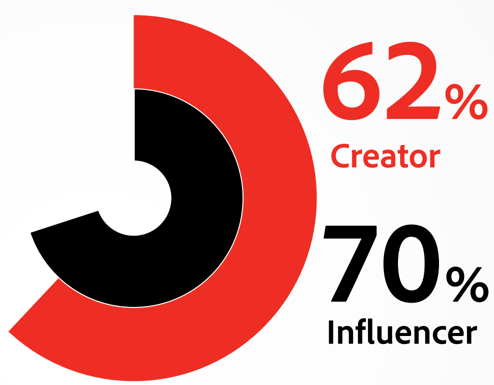
$81 per hour

~$162k annually, if done full-time

COMPARABLE PROFESSIONAL INCOMES HOURLY WAGE

Software Engineer $160K
Lawyer $129K
CPA $119K

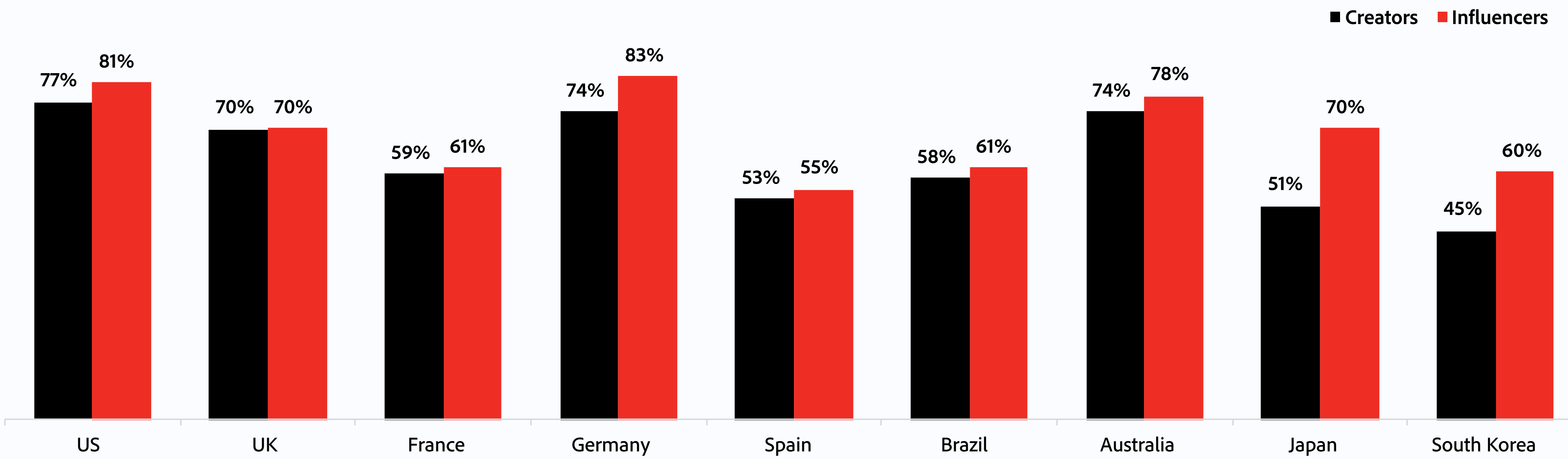
INCOME MADE FROM CREATING MAKES UP HALF OR MORE OF MONTHLY INCOME



Q6. Approximately how many hours a week do you spend developing the creative or original social media content you share online?
Q45: In an average month, approximately how much money do you earn from posting creative or original social media content online?
Q46: You indicated you earn [$x] in an average month through the creative or original social media content you post online. What portion of your total monthly income does this represent?
Hourly rate calculation: Average monthly income / (Average hour per week * 4); Converted to US dollars.
Base: Creator who monetize via social media (n=1,535), Influencer (n=657)

WHILE INFLUENCERS IN THE UK EARN THE MOST PER HOUR, MORE INFLUENCERS IN THE US AND GERMANY INDICATE THE INCOME IS HALF OR MORE OF THEIR MONTHLY INCOME.

INCOME MADE FROM CREATING MAKES UP HALF OR MORE OF MONTHLY INCOME

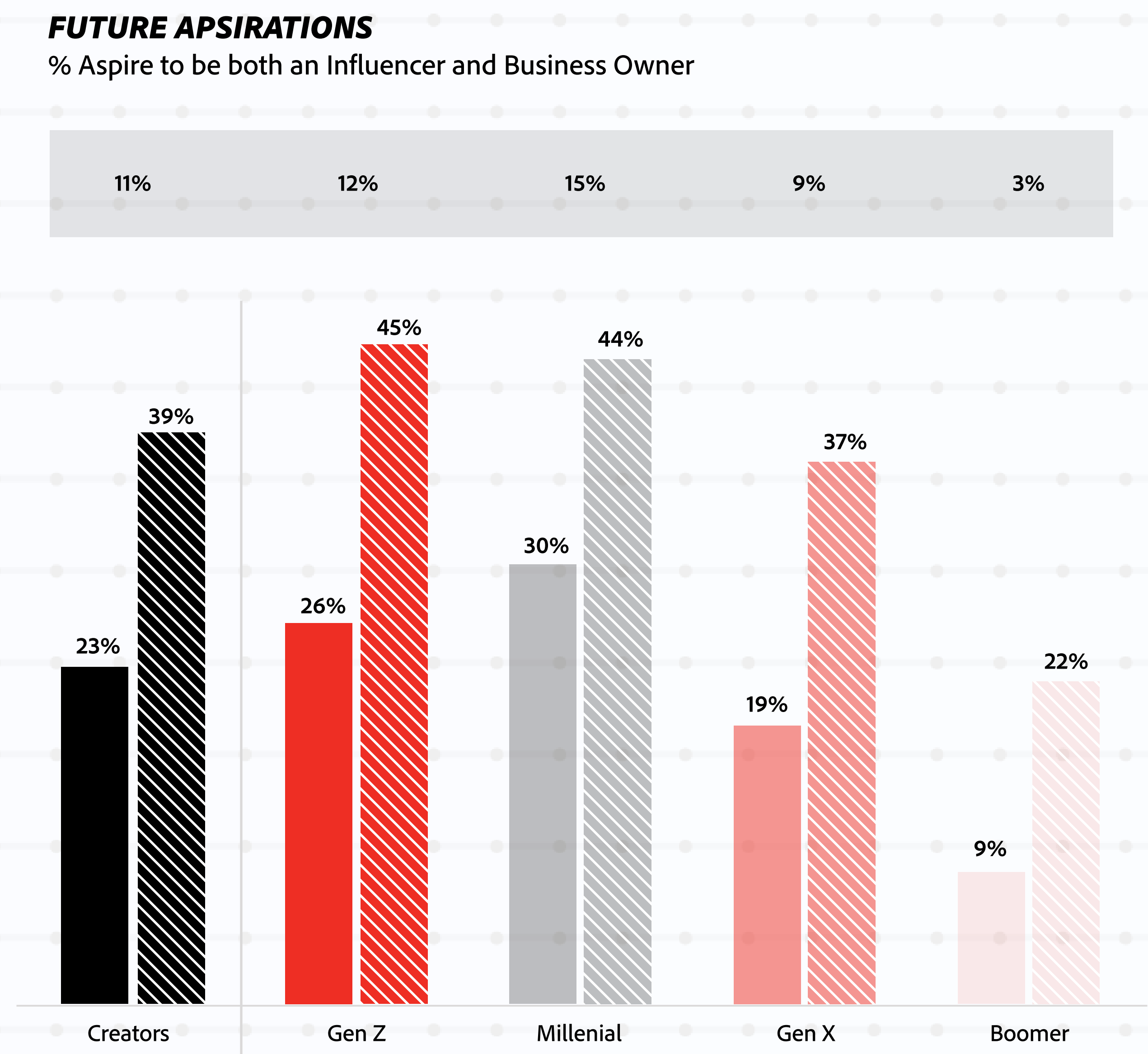


HOURLY RATE	**US**	**UK**	**FRANCE**	**GERMANY**	**SPAIN**	**BRAZIL**	**AUSTRALIA**	**JAPAN**	**SOUTH KOREA**
Creators $ per hour	54.84	113.19	68.08	90.68	36.99	27.12	75.00	39.04	47.31
Influencers $ per hour	76.61	146.86	83.54	126.61	46.31	35.01	75.09	54.55	69.94

Q6. Approximately how many hours a week do you spend developing the creative or original social media content you share online?
Q45: In an average month, approximately how much money do you earn from posting creative or original social media content online?
Q46: You indicated you earn [$x] in an average month through the creative or original social media content you post online. What portion of your total monthly income does this represent?
Hourly rate calculation: Average monthly income / (Average hour per week * 4); Converted to US dollars.
Base: Creators who monetize via social media US (n=196), UK (n=172), France (n=157), Germany (n=150), Spain (n=124), Brazil (n=184), Australia (n=177), Japan (n=183), South Kora (n=192)
Base: Influencers US (n=79), UK (n=87), France (n=61), Germany (n=75), Spain (n=47), Brazil (n=99), Australia (n=95), Japan (n=57), South Kora (n=57)

BUT RATHER THAN ASPIRING TO BE AN INFLUENCER, ABOUT 40% OF CREATORS ASPIRE TO ONE-DAY BECOMING A BUSINESS OWNER.

Gen Z and Millennials report the highest percentage of individuals aspiring to be a be an influencer and business owner.



- Current goal is becoming an influencer
- % interest in owning a business to make money from creative content shared online: 'Yes—it's what I'm working towards'

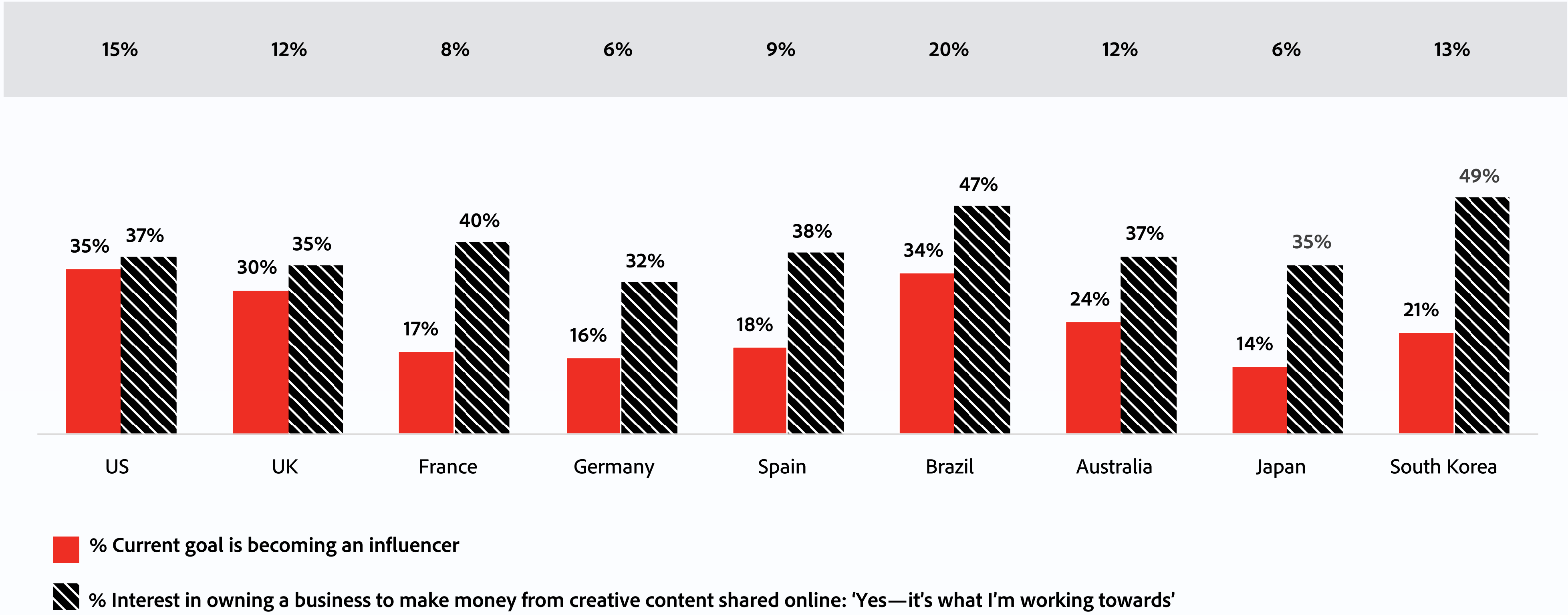
S25. When you think about the future as it relates to the original social media content you post, which of these are goals, aspirations, or outcomes you would consider? Q13. Thinking about the future, would you be interested in owning or running your own business (including being a contractor / freelancer) that allowed you to sell or make money from the type of creative or original social media content you share online?
S25 Base: Creators (n=4178), Gen Z Creator (n=589), Millennial Creator (n=1820), Gen X Creator (n=1246), Boomer+ Creator (n=523)
Q13 Base: Creators (n=4535), Gen Z Creator (n=619), Millennial Creator (n=1929), Gen X Creator (n=1356), Boomer+ Creator (n=631)

GLOBALLY, CREATORS ARE MORE INTERESTED IN BECOMING *BUSINESS OWNERS* THAN INFLUENCERS.

Creators in **Brazil** are most interested in **becoming influencers**, alongside those in the **US** and **UK**. However, creators in Brazil are also most interested in **becoming business owners**, along with **South Korean creators**

FUTURE APSIRATIONS

% Aspire to be both an Influencer and Business Owner



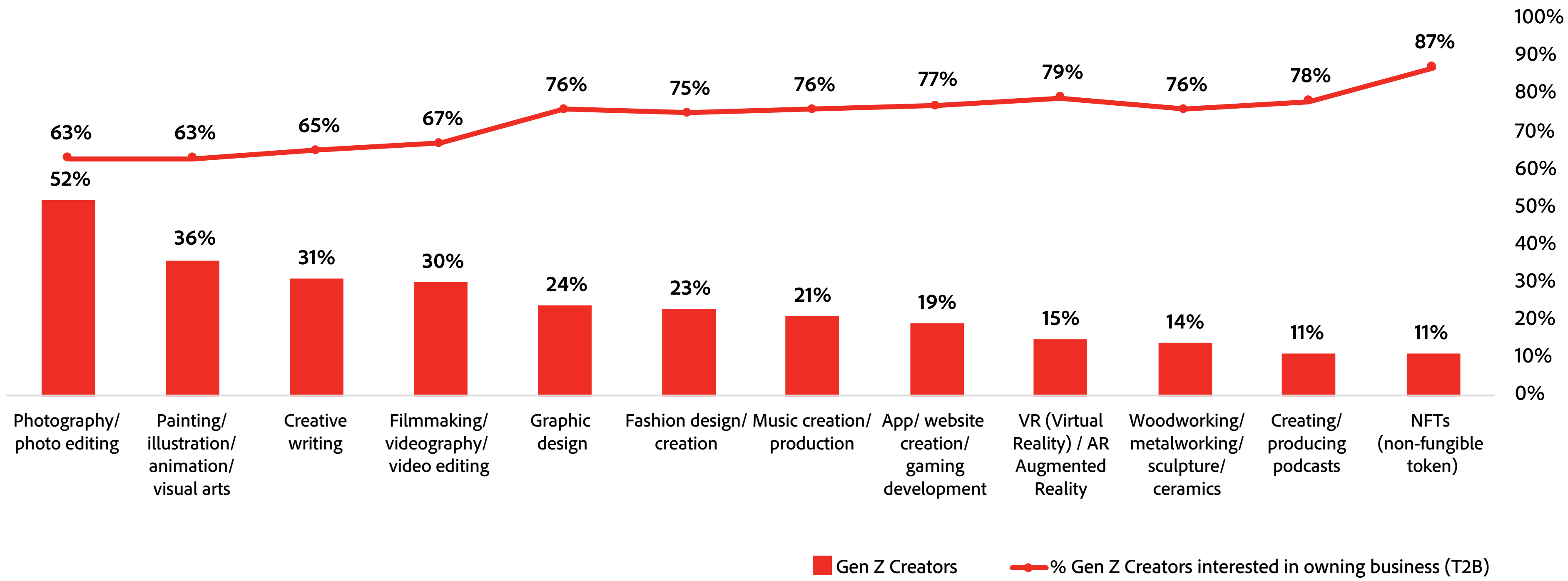
S25. When you think about the future as it relates to the original social media content you post, which of these are goals, aspirations, or outcomes you would consider? Q13. Thinking about the future, would you be interested in owning or running your own business (including being a contractor / freelancer) that allowed you to sell or make money from the type of creative or original social media content you share online?
Base: Creators US (n=508), UK (n=501), France (n=506), Germany (n=500), Spain (n=500), Brazil (n=513), Australia (n=500), Japan (n=506), South Korea (n=501)

GEN Z CREATORS ARE SEEKING *NEW* AND *FUTURE-LEANING CREATIVE ENDEAVORS* THAT CAN LEAD THEM TO THE PATH OF A BUSINESS OWNER.

The more **niche** the activity they participate in, the more likely they want to be a business owner.

ACTIVITIES PARTICIPATED IN AND BUSINESS OWNERSHIP INTEREST

(% selecting response)



S17. Through which, if any, of the following activities have you personally created products, works, materials, etc., in the past 12 months?
Base: Gen Z Creators (n=5,111)

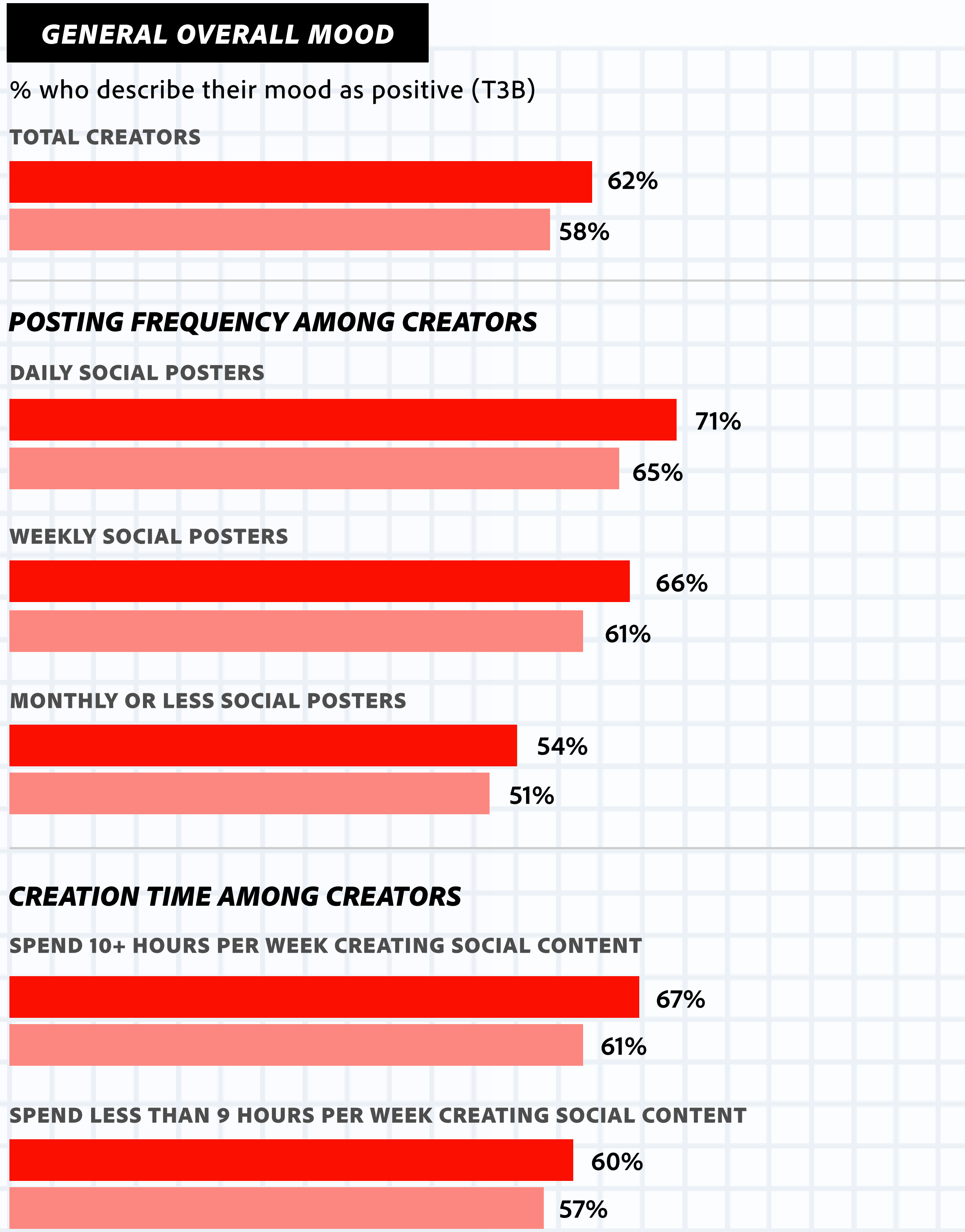
CREATING ON SOCIAL IS ESSENTIAL FOR *EMOTIONAL WELL-BEING*

“Creative people are happy people.”

— CREATOR, SOUTH KOREA

CREATORS WHO POST *MOST FREQUENTLY* AND SPEND THE *MOST TIME CREATING* SOCIAL CONTENT ARE ALSO THE *MOST POSITIVE*.

Clinical research has tied social media use with depression among adults. However, in the case of creators who find and derive pleasure from sharing their work there is an inverse relationship with social media. The more time spent creating and posting social content the higher the reported positivity.



- Creators
- Gen Z creators

Q26. Generally, how would you describe your current mood overall? S23. How often, if ever, do you create and post social media content (e.g., videos, photos, animations, GIFs, memes, etc.)? Q6. Approximately how many hours a week do you spend developing the creative content you share online?
Base: Creators (n=4535), Daily Social Posters (n=972), Weekly Social Posters (n=3086), Monthly or less Social Posters (n=1449) Spend 9 hours creating content (n=3234), 10+ hours creating content (n=1301); Gen Z Creators (n=5111), Gen Z Daily Social Posters (n=1075), Gen Z Weekly Social Posters (n=3390), Gen Z Monthly or less Social Posters (1721), Gen Z Spend 9 hours creating content (n=3853), Gen Z 10+ hours creating content (n=1258)

INCREASED PARTICIPATION IS TIED TO A MORE POSITIVE MOOD ACROSS ALL COUNTRIES.

GENERAL OVERALL MOOD

% who describe their mood as potiive (T3B)

CREATORS

62%

US	UK	FRANCE	GERMANY	SPAIN	BRAZIL	AUSTRALIA	JAPAN	SOUTH KOREA
70%	64%	62%	53%	74%	80%	67%	46%	42%

SOCIAL POSTING FREQUENCY		US	UK	FRANCE	GERMANY	SPAIN	BRAZIL	AUSTRALIA	JAPAN	SOUTH KOREA
Daily	71%	83%	65%	58%	60%	76%	85%	80%	58%	47%
Weekly	66%	72%	65%	61%	55%	76%	83%	68%	54%	47%
Monthly or Less	54%	61%	63%	64%	49%	68%	71%	64%	33%	36%

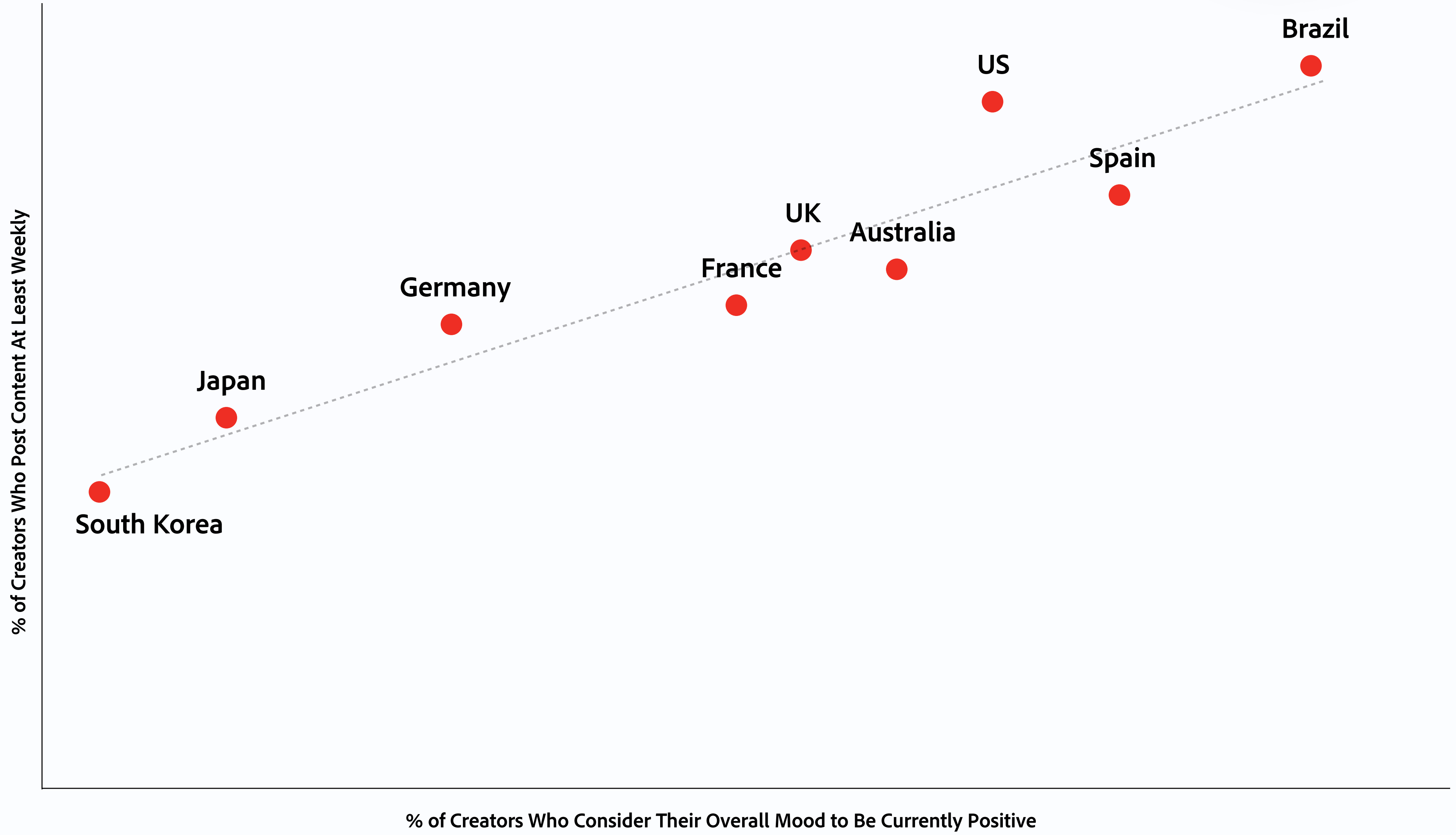
TIME SPENT CREATING SOCIAL CONTENT

		US	UK	FRANCE	GERMANY	SPAIN	BRAZIL	AUSTRALIA	JAPAN	SOUTH KOREA
10+ hrs / week	67%	74%	70%	66%	53%	75%	86%	70%	54%	50%
9 hrs or less / week	60%	67%	62%	60%	53%	74%	78%	65%	43%	39%

Q26 Generally, how would you describe your current mood overall? S23. How often, if ever, do you create and post social media content (e.g., videos, photos, animations, GIFs, memes, etc.)?
Q6. Approximately how many hours a week do you spend developing the creative content you share online?
Base: Creators (n=4535) *Base sizes vary by country

AND ACROSS COUNTRIES, THE SAME TREND HOLDS TRUE.

Countries with a higher share of creators who **post weekly** tend to also have a higher share of positive Creators.

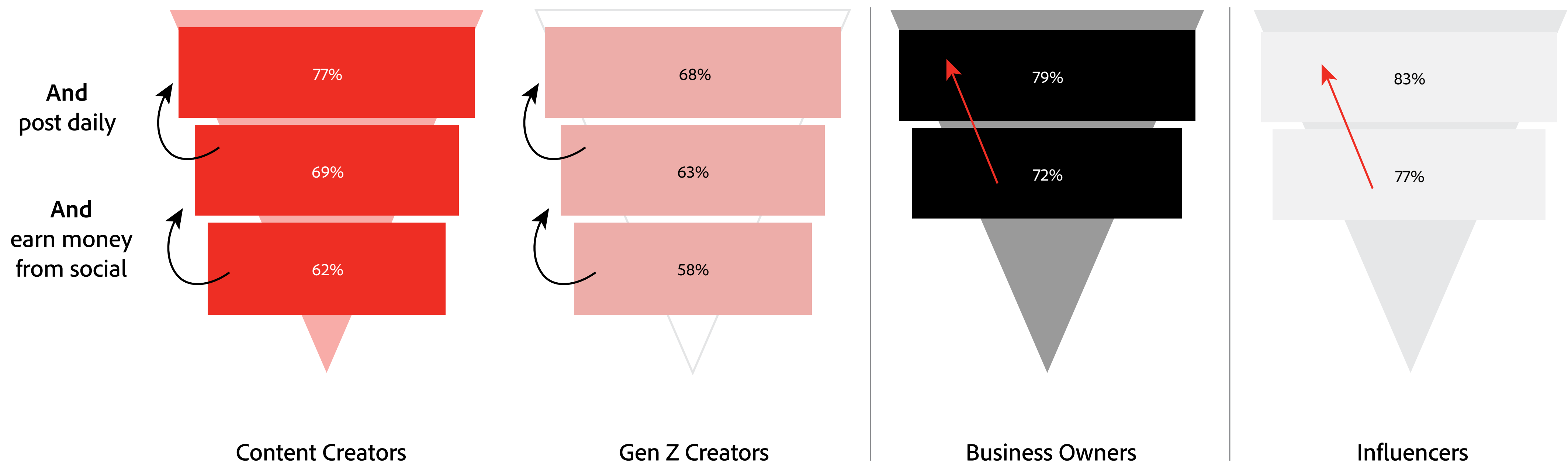


Q26: Generally, how would you describe your current mood overall?
Base: Content creators by market US (n=508), UK (n=501), Australia (n=500), France (n=506), Germany (n=500), Japan (n=506), Brazil (n=513), Spain (n=500), South Korea (n=501)

CREATING SOCIAL CONTENT ON THE *DAILY* DRIVES JUST AS MUCH HAPPINESS AS *MAKING MONEY*.

Among those who earn money, like business owners and influencers, **posting daily further boosts positivity**.

GENERAL OVERALL CURRENT MOOD
% Who Describe Their Mood as Positive (T3B)

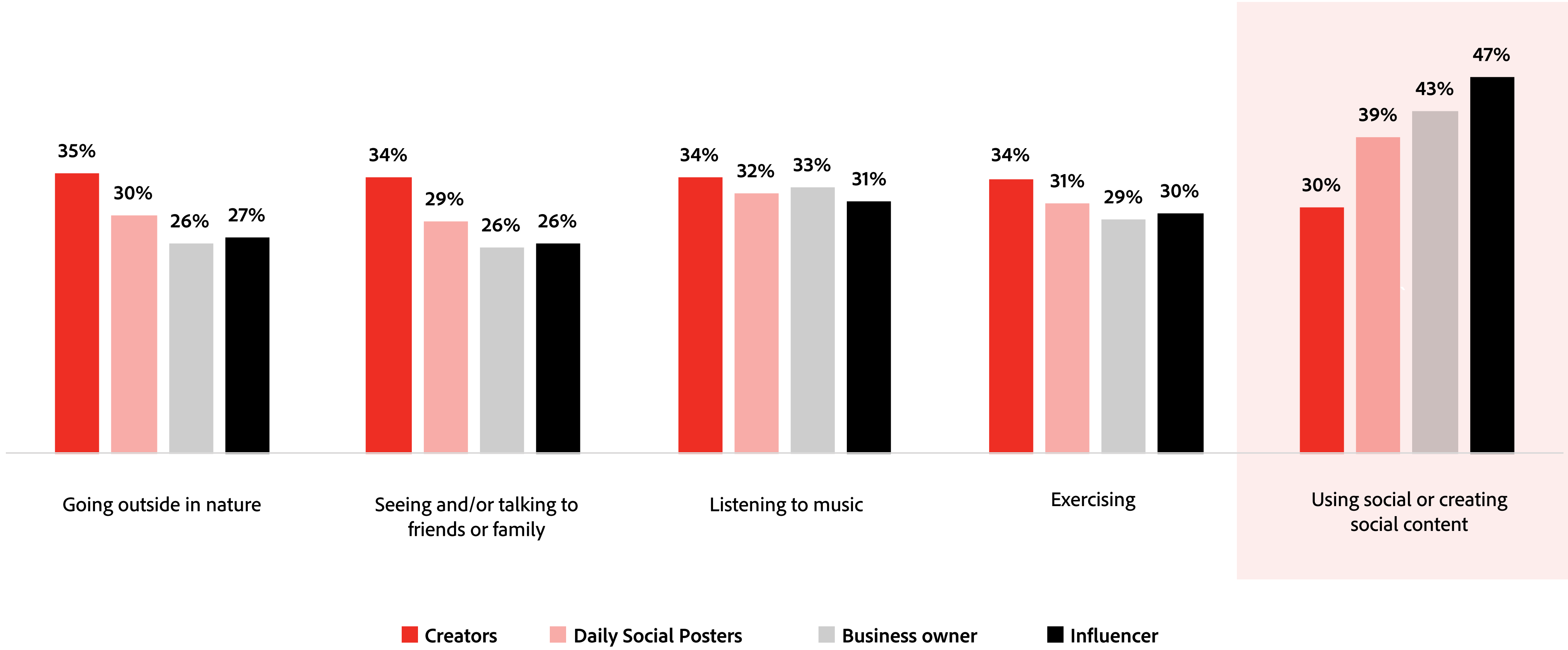


Q26 Generally, how would you describe your current mood overall? Base: Content Creators (n=4535), Daily Content Creators (n=1148), Social Monetizers (n= 1535), Social Monetizers who post daily (n=532), Business Owners (n=785), Business Owners who post daily (n= 325), Influencers (n=657), Influencers who post daily (n=271)

FOR CREATORS, AND ESPECIALLY INFLUENCERS, USING OR CREATING SOCIAL CONTENT IS EVEN RANKED AS A TOP NECESSITY FOR MENTAL HEALTH.

HOW IMPORTANT EACH IS IN HELPING MAINTAIN A POSITIVE MOOD OR GOOD MENTAL HEALTH

% Who Ranked Each Within Their Top 3 Most Important

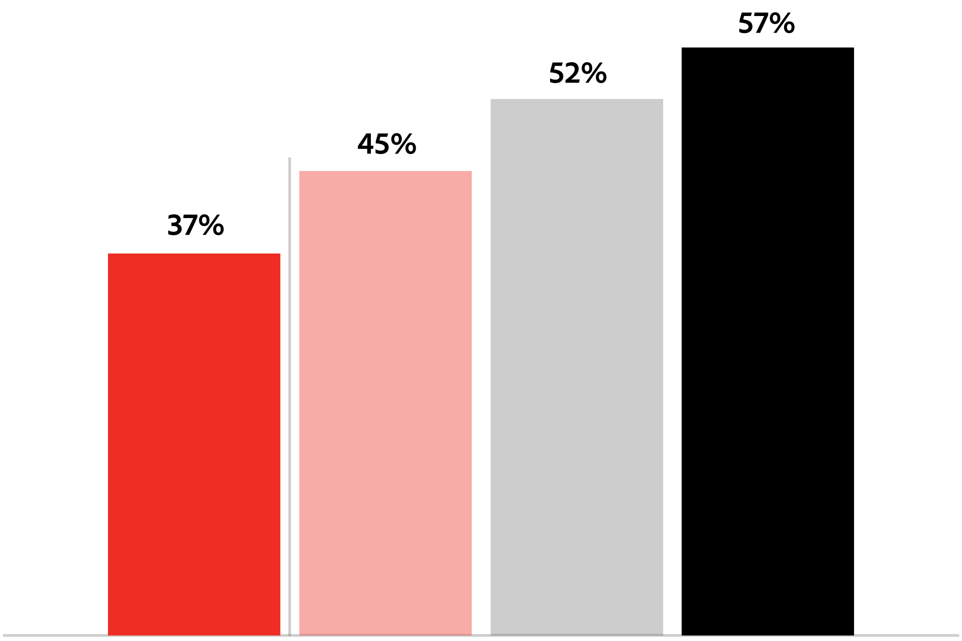


Q27 Please rank the following based on how important each is in helping you maintain a positive mood or good mental health. Please rank up to 5 where #1 is the most important in helping you maintain a positive mood or good mental health. Base: Content Creators (n=4,535), Daily social Posters (n= 972), Business Owners (n=785), Influencers (n=657)

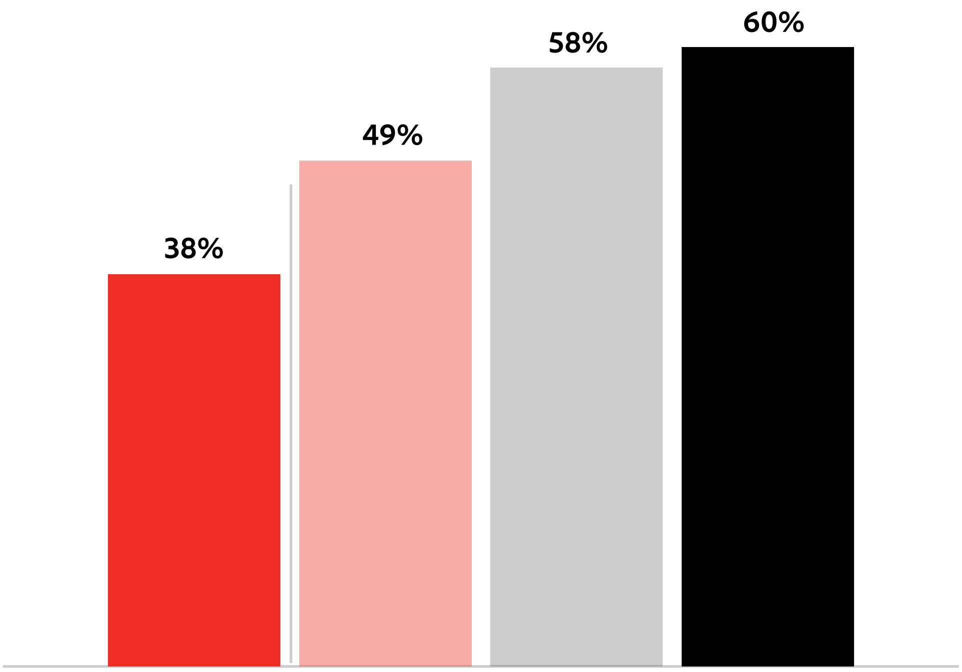
SOCIAL PRESSURES AND CREATIVE WORK DEMANDS CAN BE *DIFFICULT FOR CREATORS TO BALANCE*, ESPECIALLY FOR *BUSINESS OWNERS*.

CONTENT CREATOR STRESSORS
Showing % Who Agree (T3B)

Creators | Daily Social Posters | Influencers | Business Owner



I feel using social media causes me anxiety



Creating content as part of my work negatively impacts my ability to be creative

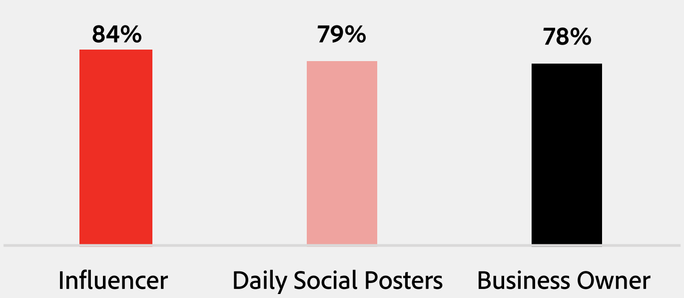
D3 How much do you agree or disagree with the following statements? Q14 Please indicate how much you agree or disagree with the following statements
Base: Content Creators (n=1381), Daily Social Posters (n=972), Business Owners (n=785), Influencers (n=657)

BUT CREATING CONTENT ONLINE *FUELS CREATIVITY AND PERSONAL FULFILLMENT*, WHICH DRIVES CREATORS TO CONTINUE CREATING.

CREATING AND SHARING CONTENT ONLINE LETS ME BE CREATIVE IN WAYS I CAN'T FIND ANYWHERE ELSE

% Agree (T3B)

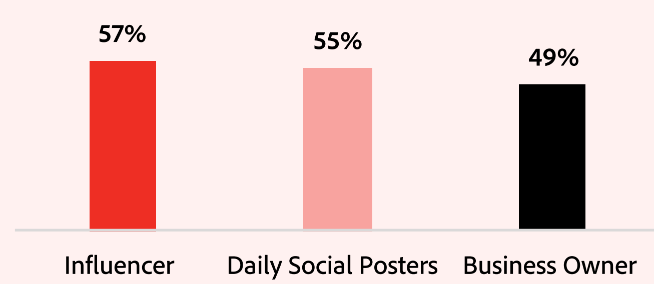
69%
Creators



ANTICIPATE DEVELOPING CREATIVE OR ORIGINAL SOCIAL CONTENT TO SHARE…

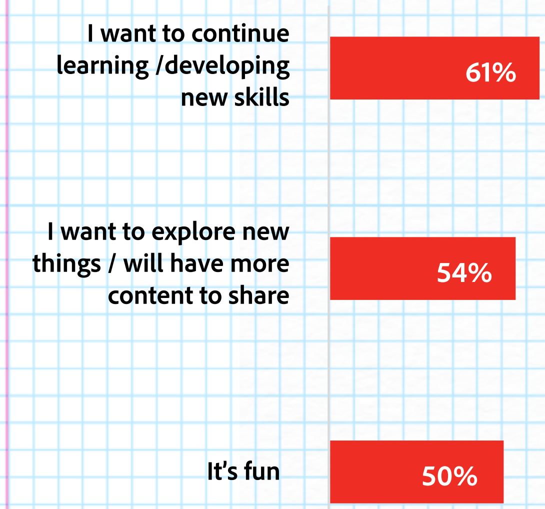
% Agree (T3B)

43%
Creators



TOP REASONS FOR DEVELOPING CREATIVE OR ORIGINAL SOCIAL MEDIA CONTENT MORE OFTEN

% Creators who plan to share more often



Q2 How much do you agree or disagree with the following statements?
Q9Thinking about the next two years, do you anticipate developing creative or original social media content to share online more or less often than you currently do? Q10 Why do you think you'll be developing creative or original social media content to share online more often over the next two years Base: Content Creators (n=1381), Daily Social Posters (n=972), Business Owners (n=785), Influencers (n=657)

A CALL FOR *SOCIAL CAUSE CREATORS*

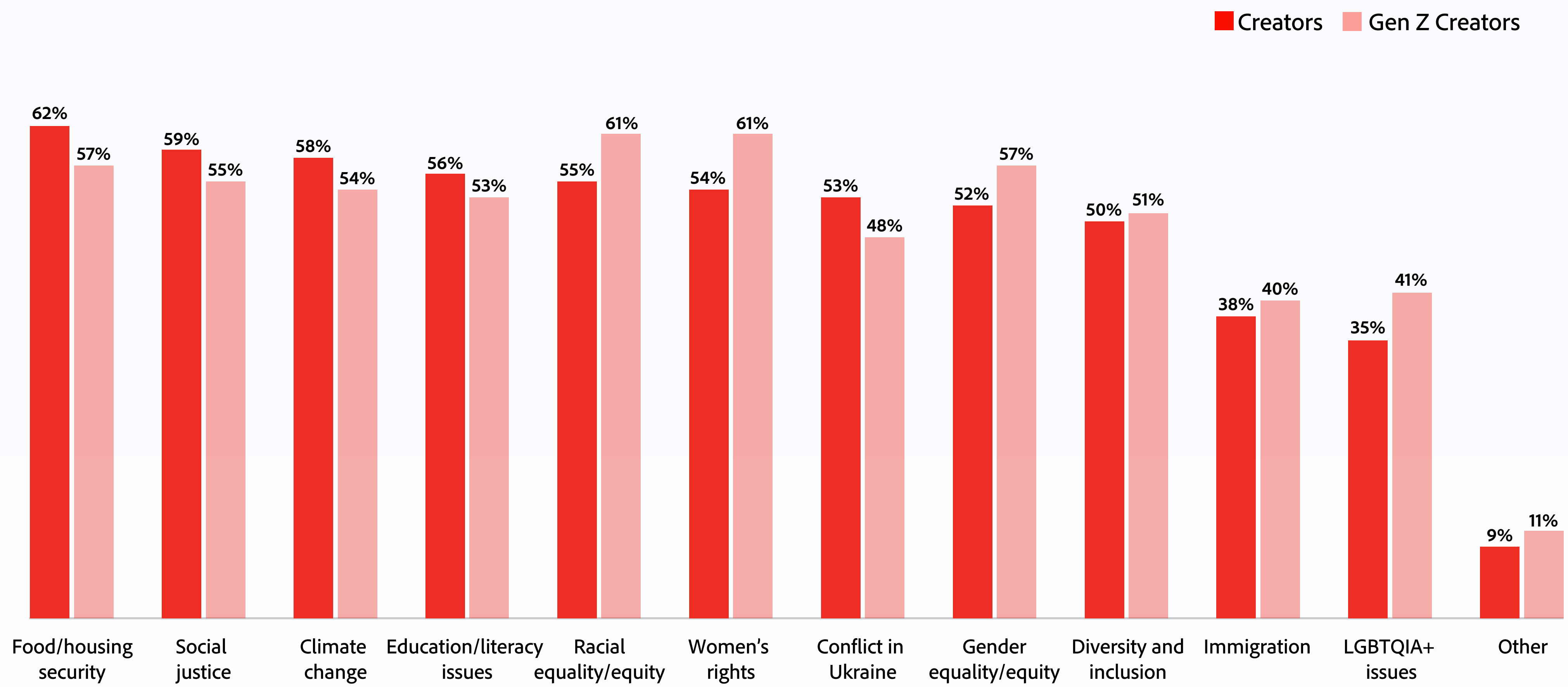
A CREATIVE PERSON IS…

“Trying everything and not being afraid of failure”

— CREATOR, JAPAN

SOCIAL CAUSES ARE TOP OF MIND FOR CREATORS—WITH GEN Z CREATORS MORE LIKELY TO NOTE THE IMPORTANCE OF EQUITY ACROSS RACE, GENDER AND LGBTQIA+ ISSUES.

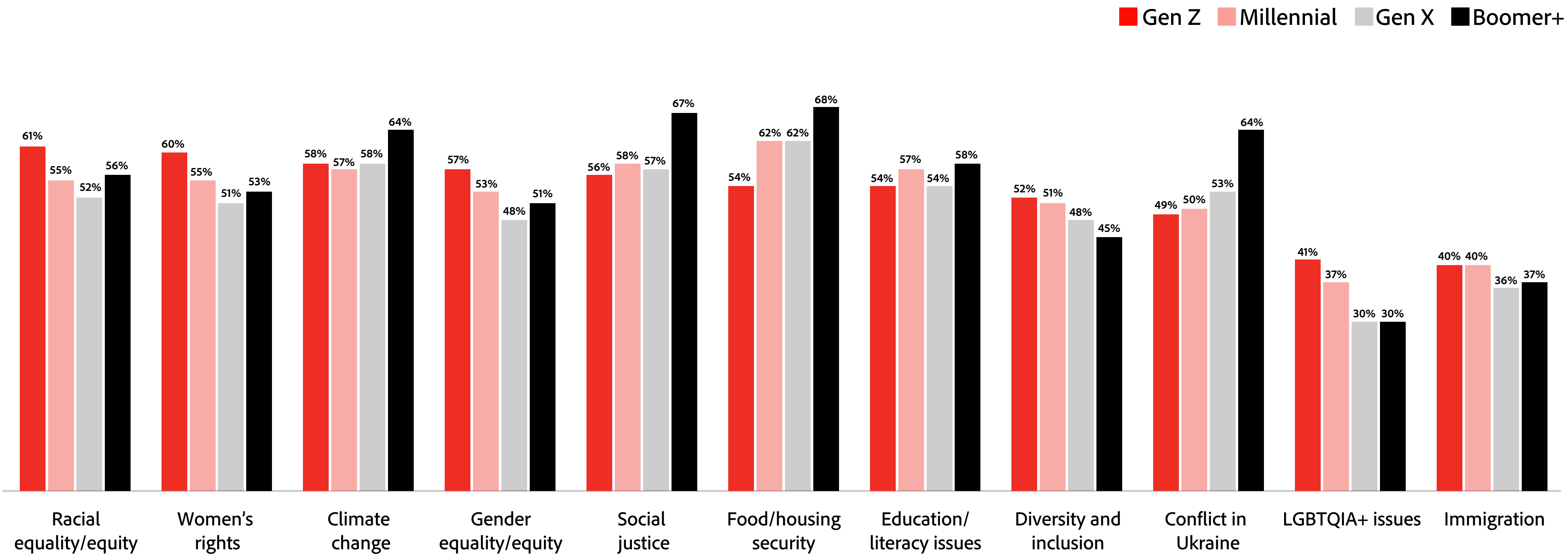
% WHO SELECTED EACH CAUSE AS IMPORTANT TO THEM



Q32: How important are each of the following causes and issues to you personally?
Base: Content Creators (n=4535), Gen Z Creators (n=5,111)

YOUNGER GENERATIONS ARE CONCERNED WITH *DIVERSITY, EQUITY AND INCLUSION ISSUES*, WHILE BOOMERS ARE MORE CONCERNED WITH *CLIMATE CHANGE*, *SOCIAL JUSTICE*, *FOOD-HOUSING* AND THE *CONFLICT IN UKRAINE*

% WHO SELECTED EACH CAUSE AS IMPORTANT TO THEM



Q32: How important are each of the following causes and issues to you personally?
Base: Gen Z Creators (n=619), Millennial Creators (n=1929), Gen X Creators (n=1356), Boomer + Creators (n=631)

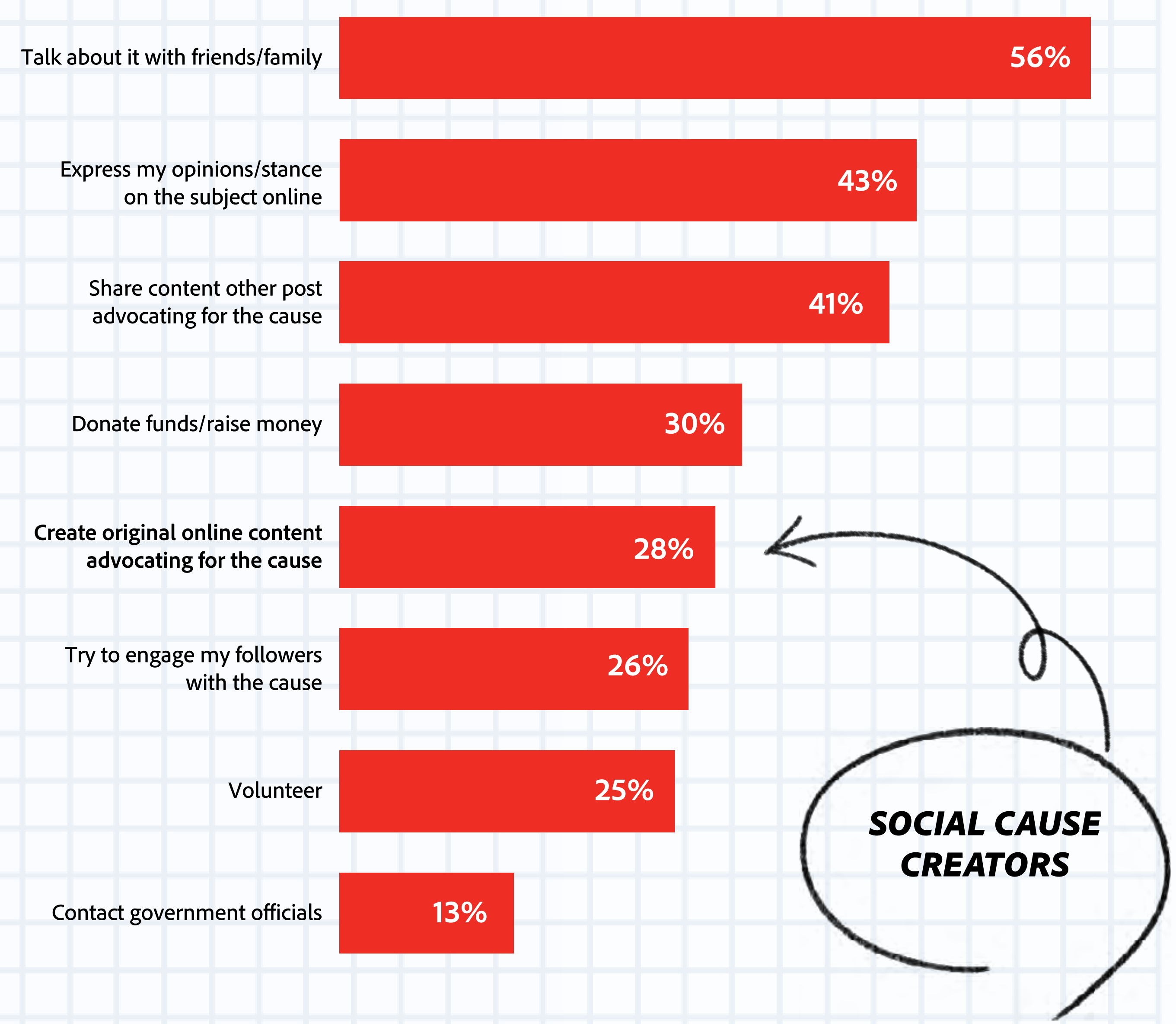
CREATORS ARE ACTIVE IN ADVOCATING FOR SOCIAL CAUSES; HOWEVER, *ONLY 1 IN 4* USE THEIR CONTENT CREATION ABILITIES TO *CREATE ORIGINAL SOCIAL CAUSE CONTENT*.

95% ***OF CREATORS***

are taking any action at all to **advance** or **support** causes or issues important to them.

ACTIONS THEY ARE TAKING

% selected

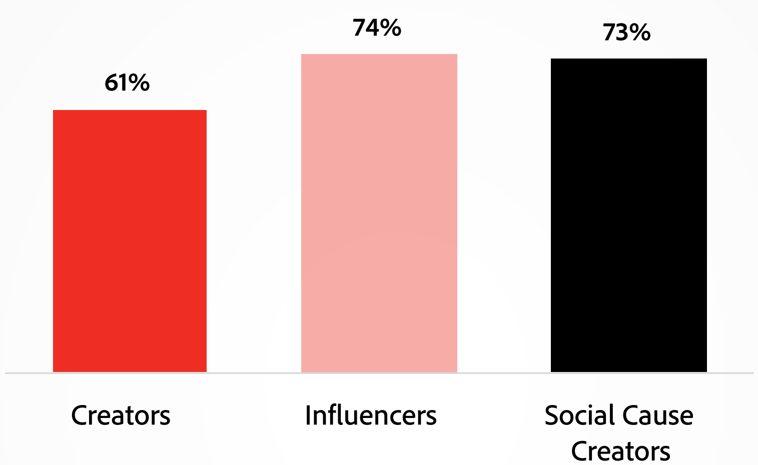


Q33. What actions, if any, do you take to support or advance causes or issues that are important to you?
Base: Content Creators (n=4535)

CREATORS ACROSS THE BOARD AGREE THAT CREATING ONLINE CONTENT HAS A BIG IMPACT ON ADVANCING CAUSES—ESPECIALLY INFLUENCERS AND SOCIAL CAUSE CREATORS.

PERCEIVED IMPACT OF ONLINE CONTENT ON SOCIAL CAUSES

% who selected T2B Impact



HOW ONLINE CONTENT ADVANCES SOCIAL CAUSES

% selected

	CREATORS	INFLUENCERS	SOCIAL CAUSE CREATORS
Creates/increases awareness	51%	51%	60%
Gives a voice to people who otherwise wouldn't have one	49%	48%	58%
Makes it easier for people to voice opinions on social movements	47%	52%	60%
Brings people together/ creates community	46%	47%	55%
Helps solve issues	35%	41%	45%
Helps raise money	30%	39%	39%

Highlighted text indicates significant difference between groups at the 95% confidence level

Q39. How much of positive impact do you think online creative and original social media content can have in advancing causes like these? Bases: Content Creators (n=4535), Influencers (n=657), Social Content Posters (n=1251)
Q40. How do you think online creative and original social media content can make a positive impact on causes? Bases: Content Creators (n=4266), Influencers (n=621), Social Content Posters (n=1199)

FURTHERMORE, THERE ARE *LARGE BENEFITS*—SOCIAL CAUSE CREATORS FEEL THE *MOST POSITIVE* AND ARE MORE LIKELY TO *CREATE MORE OFTEN* IN THE FUTURE.

SELF REPORTED MOOD
% who selected T3B Positive

62%
Creators

71%
Social Cause Creators

ANTICIPATED CHANGE IN CREATION FREQUENCY
% who selected T2B More Often

43%
Creators

58%
Social Cause Creators

Of those who anticipate creating more in the next two years,

38%
OF CREATORS

VS

50%
OF SOCIAL CAUSE CREATORS

say it's because they feel like they're **making a difference**

Q9. Thinking about the next two years, do you anticipate developing creative or original social media content to share online more or less often than you currently do? Bases: Content Creators (n=4535), Social Cause Content Creators (n=1251)
Q10. Why do you think you'll be developing creative or original social media content to share online more often over the next two years? Bases: Content Creators (n=1936), Social Cause Content Creators (n=716)
Q26. Generally, how would you describe your current mood overall? Bases: Content Creators (n=4535), Social Cause Content Creators (n=1251)

FOR THOSE FEARING AN IMPACT ON MONETIZATION, *SOCIAL CAUSE CREATORS* CAN *EARN MONEY* FROM SOCIAL DESPITE POSTING POTENTIALLY SENSITIVE CONTENT.

SIMILARLY, *INFLUENCERS* DON'T SHY AWAY FROM SOCIAL CAUSE ACTIVISM— IN FACT, THEY *EMBRACE IT*.

1 in 2

SOCIAL CAUSE CREATORS

earn money from their social media content (**48%**).

24%

OF SOCIAL CAUSE CREATORS

also qualify as **Influencers**.

46% (vs. 28% of overall content creators)

OF INFLUENCERS

also create **social cause content**.

S26. Do you currently earn money through posting social media content? Bases: Content Creators (n=4178), Social Content Posters (n=1206)
Q33. What actions, if any, do you take to support or advance causes or issues that are important to you? Bases: Content Creators (n=4535), Influencers (n=657)
D1. Approximately how many followers do you currently have on social media? Please consider the platform where you have the most followers. Bases: Content Creators (n=4535), Social Cause Content Creators (n=1251)

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