Creators Uncovered:
Insights from a Nationally Representative Study of US Creators

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Introduction

In the evolving landscape of digital media and content creation, the role of Creators has emerged as a powerful and influential force, shaping the way people consume, interact with, and understand the world around us. The act of creating content, whether through social media platforms, blogs, videos, podcasts, or other mediums, has evolved from a niche pursuit into a dynamic and diverse profession that touches the lives of millions.

Engaging with Creators has also become a growing and increasingly important part of the marketing mix for businesses. Creators enjoy trust from their communities because they are seen as authentic. Partnerships between Creators and brand marketers to create and distribute content is a way for brands to become part of the Creator's conversation with their audience and a way to help fund their activity; for brands, it is a way to take advantage of the trust Creators have earned at a time when advertising and many other forms of marketing are tuned out or their veracity is doubted.

The marketing trade press, major consulting firms, academic journals as well as financial institutions are replete with statistics about the size, scope and growth of the Creator Economy. While there is near universal agreement about the growing size and importance of the Creator economy, estimates vary widely.

For example:

- Citi estimates there are over 120 million content creators generating $60 billion of revenue, a figure which it estimates is growing at about 10% per year;
- Goldman Sachs has a very different estimate, saying the total addressable market of the creator economy could roughly double in size over the next five years to $480 billion by 2027 from $250 billion today – this is far bigger estimate of today's Creator economy than Citi's. Meanwhile, it estimates there are presently 50 million global creators, growing at 10-20% per year – this is far less than Citi.

Introduction (con't)

A review of the literature finds an important void, namely a nationally representative study of Creators that can be used to understand accurately a range of important metrics about Creators. Surveys about Creators exist, but they are typically based on convenience samples drawn from databases and thus tend to interview only those who have joined influencer networks.

"Creators Uncovered: Insights from a Nationally Representative Study of US Creators" takes an important first step to fill that void. It is the first nationally representative study of Creators in the US. The results provide a solid and scientific grounding for better understanding the US Creator universe. This study sheds much needed light on the multifaceted world of content creation and the people who create it, by delving into critical topics such as the number of Creators in the US, their income levels and how they earn it, their motivations for entering this field, and their relationship with both audiences and brands. Topics investigated in the research include:

- Who are the Creators? How many, demographics and earning power
- Creator Behavior & Motivations
- Platform Preferences and Reasons for Platform Choice
- Sources of Revenue & the Role of Brands
- Creators Look to the Future

In essence, "Creators Uncovered" moves the conversation about Creators from the realm of anecdote and convenience samples to reliable, statistically valid data based on high quality survey research, the type that brand marketers rely on for other types of marketing planning and investments they make. As the size and scope of their investment in and relationships with Creators grows, the same level of reliable data and insight is needed.

We hope this study provides a new, timely and relevant perspective for understanding the evolving landscape of content creation.

-- Ed Keller (ed@keller-advisory.com)

Creators Uncovered: Methodology

- A national cross-section of 5,854 Americans ages 16 to 54 was screened to identify Creators
  - An online survey was conducted
  - Results were weighted to represent the population
- Creators are defined as those who:
  - Consider themselves to be a Creator or influencer AND
  - Received income in the past year for their work as a Creator, whether in the form of cash <u>or</u> goods/services
- A comprehensive survey was then completed with nationally representative sample of 1,045 Creators
  - Interviewing took place during the period of April 20 through July 11, 2023
- Design and analysis was conducted by The Keller Advisory Group
  - Special thanks to co-authors Heather Evans, Ben Schneider, and research assistant Akriti Lnu for their invaluable role in research design and analysis
- Data collection was conducted by Focaldata Ltd

Summary of Findings & Key Takeaways

6% of Americans 16-54 are full-time Creators or influencers, earning an average of $179k per year

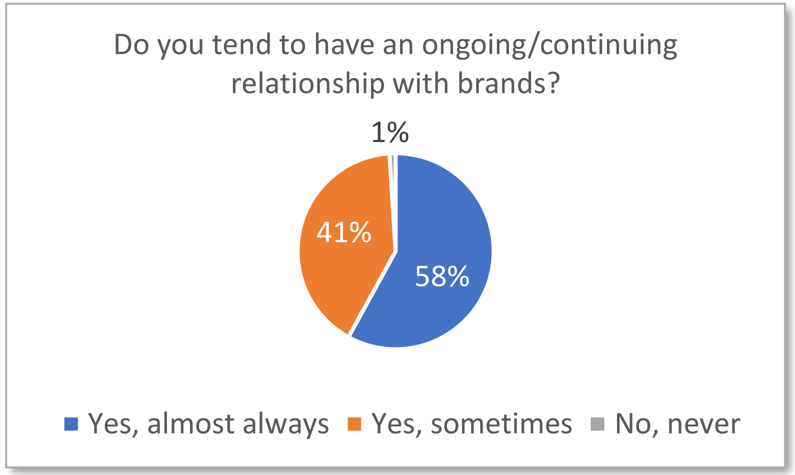
- There are 27m paid Creators in the US, or 14% of 16-54s
  - It is a full-time job for 44% of them (11.6m), with 32% (8.5m) doing it part-time and 24% (6.5m) doing it as a hobby
- About 1 in 10 Creators (3.3m) are macro influencers with 250k+ followers; another 1 in 4 (6.8m) are mid tier with between 50k and 250k followers
  - The greatest number (10.4m) are nano influencers (<10k followers)
- The mean income of Creators is $93k per year, but there is a large bifurcation
  - More than half of Creators make less than $10k annually; 1/3 makes $1-2k
  - Full-timers earn $179k per year, versus $36k for part-timers and $16k for hobbyists
  - Macro influencers earn $344k per year; mid-tiers earn $129k
  - Meanwhile, micro influencers earn an average of $45k and nano influencers earn $17k
- Creators' top motivations: it's a hobby, a creative outlet, or a way to share their life with their followers
  - Money ranks 4th on the list of Creator motivations, cited by a third
  - For full-timers, money ranks #7 on the list
  - Creators say audiences follow them because they share similar interests, their content is funny

Who are the Creators? How many, demographics, motivations & earning power

- Key takeaways
  - The total number of Creators in the US is larger than most estimates, likely based on the one third of Creators who earn <$2k per year and are probably not counted in studies based on convenience sample of Creators
  - Meanwhile, the livelihood of the 11.6m full-time creators is a robust $179k/year affirming the ability of Creators to make a good living once they can devote full-time to being a Creator
  - The marketing trade press reports a growing fascination with nano influencers, which comprise the largest # of influencers (39%); however, with an average income of $17k/year, it is doubtful that this is truly the group being reached by a growing number of brands but rather a smaller subset that are making their way into influencer platforms and represent growth for the future
  - While money matters and full-time creators earn a good living, brands that work with Creators should take note that their main motivation lies elsewhere

Sources of Revenue & the Role of Brands

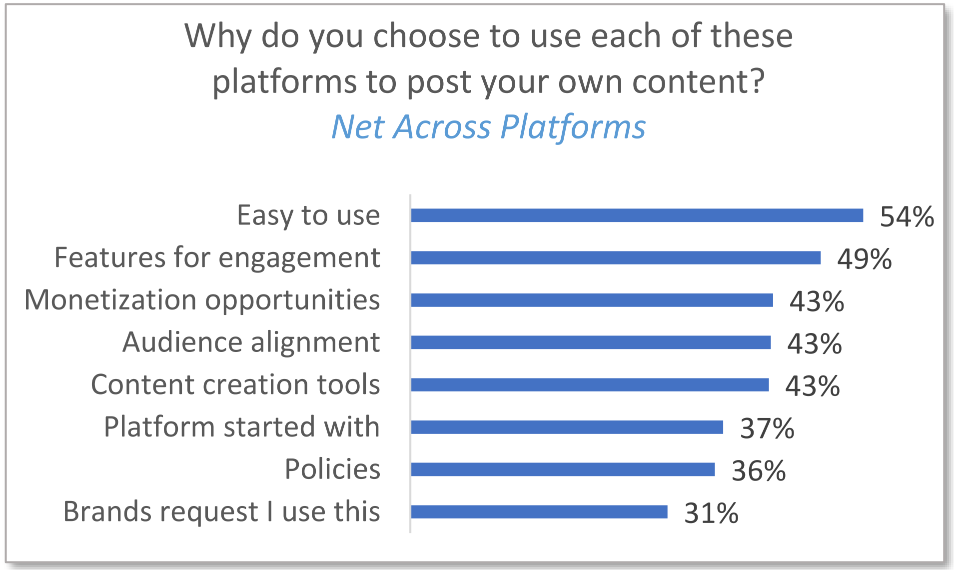
- Creator income comes from a range of sources, with none earning majority status
  - Advertising, subscriptions and creator funds top the list
  - Brand partnerships and sponsorships round out the top 5
- Nearly 6 in 10 Creators "almost always" have an ongoing/continuing relationship with brands
  - In fact, for macro influencers it is the #2 source of revenue
- Majorities choose to work with brands based on the quality of products (63%) and alignment with their personal values (54%); only a third say they do it "for the compensation"



- The brand-Creator relationship is generally working well, with large majorities saying they can feel authentic while working with brands
  - Majorities also say brands help them by giving advice on content and also helping them find/expand their audience
  - However, majorities say they have experienced difficulty getting paid and would like to change the collaboration process they have with brands
- Key takeaways
  - The Creator-brand relationship is positive, and one of a number sources of income
  - Creators seek to work with brands based on factors such as product quality and alignment with personal values; the money itself is a rather low motivation.
  - Brands should make sure they understand these motivations and can clearly articulate who they are and what they stand for when working to secure Creator partnerships

Platform Preferences

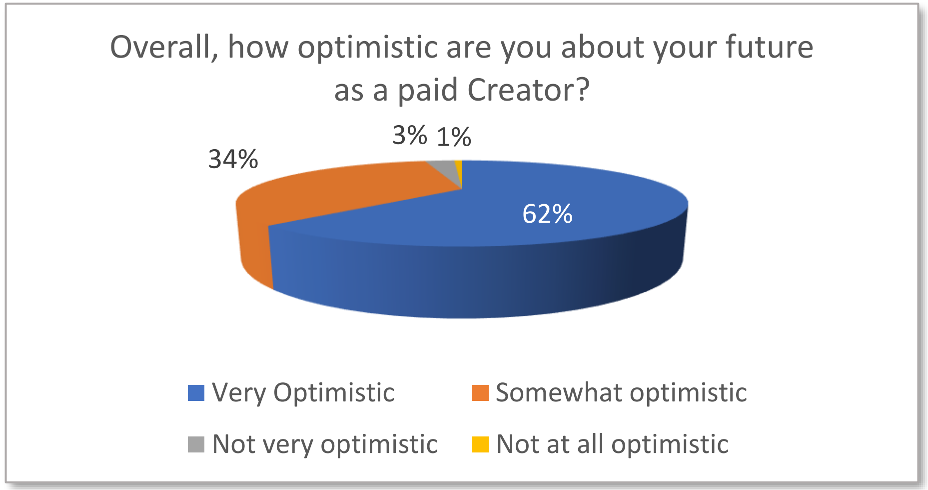
- Creators use 3 channels on average to reach their audience, led by social media
- Majorities of Creators use YouTube, Facebook, and TikTok; Instagram and X (formerly Twitter) used by between 40 and 50%
- Ease of use is a leading reason why Creators use a platform, followed by "better features that increase audience engagement"
- Looking ahead, the top platforms Creators want to increase their usage of mirrors the platforms they currently use



- Key takeaways
  - Goldman Sachs talks about incumbent platforms being in the driver's seat, with more Creators moving to these platforms as the platforms as part of "a flight to quality whereby creators will prioritize platforms with stability, scale and monetization potential"
  - The study supports this as to top platforms Creators expect to use more of in the future mirror those that they are using at present
  - Podcasts and Twitch are the only two platforms that have a different set of top reasons Creators use it, which may lead to greater growth in the future

Creators Look to the Future

- Creators are overwhelmingly optimistic about their future as a paid Creator (62% are very optimistic, 34% are somewhat)
  - Consistent with other findings in this survey, they are most excited about growing and connecting with fans; money is secondary
  - A third of Creators (45% among full timers) report burnout due to the demands of creating content
- They expect to be doing more brand work in the next year, as well as exploring new platforms/technologies
  - Deinfluencing is a big topic in the trade press, but few Creators expect to be doing more of it



- AI is on the minds of Creators, with half saying they want to start working with AI/machine learning in the future
  - Virtual reality/augmented reality is #2 on their list of tech they'd like to engage with in the future
  - For full-timers, big data analytics pops to the #2 spot
- Key takeaways
  - Creators have an optimistic outlook for the future and expect to expand their relationship with brands
  - New platforms and technologies are of interest and anything platforms or brand partners can do to assist in the exploration and execution will no doubt be valued
  - Beware of the hype surrounding topics *du jour* such as deinfluencing – it's far less of a topic among influencers as the trade press would have us believe

7 Questions for Brands to Ask

- **How Well Do You Understand Creator Motivations?** Given that money ranks fourth on the list of Creator motivations, are your brand partnerships aligning with creators' primary motivations, such as creative expression and sharing their lives with followers?

- **Are You Valuing Authenticity Over Compensation?** Do you prioritize building authentic relationships with Creators based on factors like product quality and shared values, rather than solely focusing on financial compensation?

- **Are You Nurturing the Brand-Creator Relationship?** Are you actively providing guidance on content and helping Creators expand their audience, fostering a positive and collaborative relationship with them?

- **Are You Ensuring Fair Compensation Practices?** Given that some creators have experienced difficulties getting paid, are you reviewing and improving your compensation and collaboration processes?

- **Are You Sensitive to Burnout Among Creators?** With a significant portion of Creators reporting burnout, how are you ensuring the well-being of Creators involved in your brand partnerships?

- **Are You Helping Creators Get Ready for Emerging Technologies?** Considering Creators' interest in AI, VR, AR, and big data analytics, are you prepared to explore innovative technologies in collaboration with Creators?

- **Are You Staying Grounded Amid Hype Trends?** The size and enthusiasm of Creators is every bit as big – or bigger – than industry statistics suggest. Are you separating fact from hype about trending topics like deinfluencing and focusing on strategies that align with creators' actual priorities, as opposed to industry buzz?

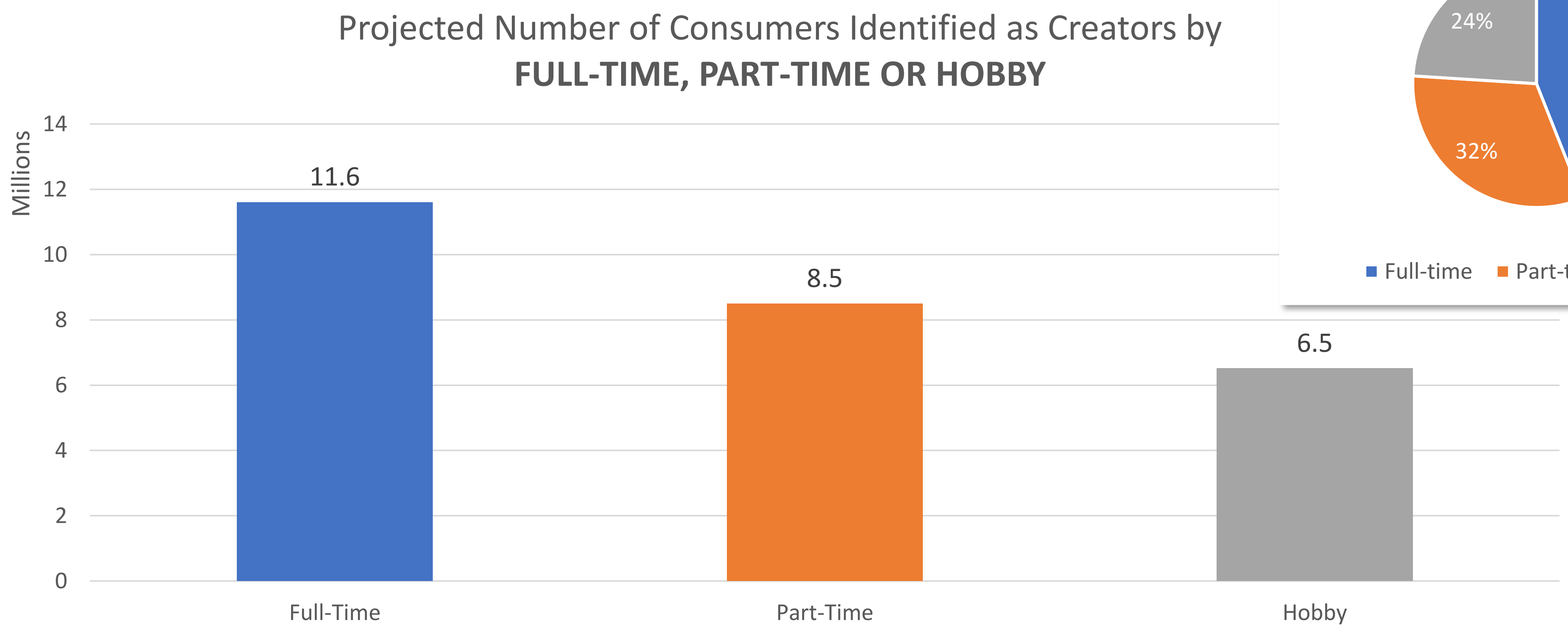
Detailed Findings

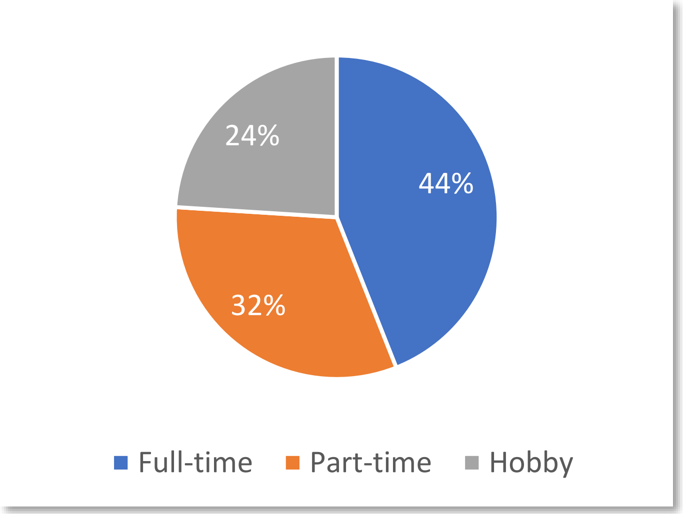
THE KELLER ADVISORY GROUP

Who are the Creators?

How many, demographics and earning power

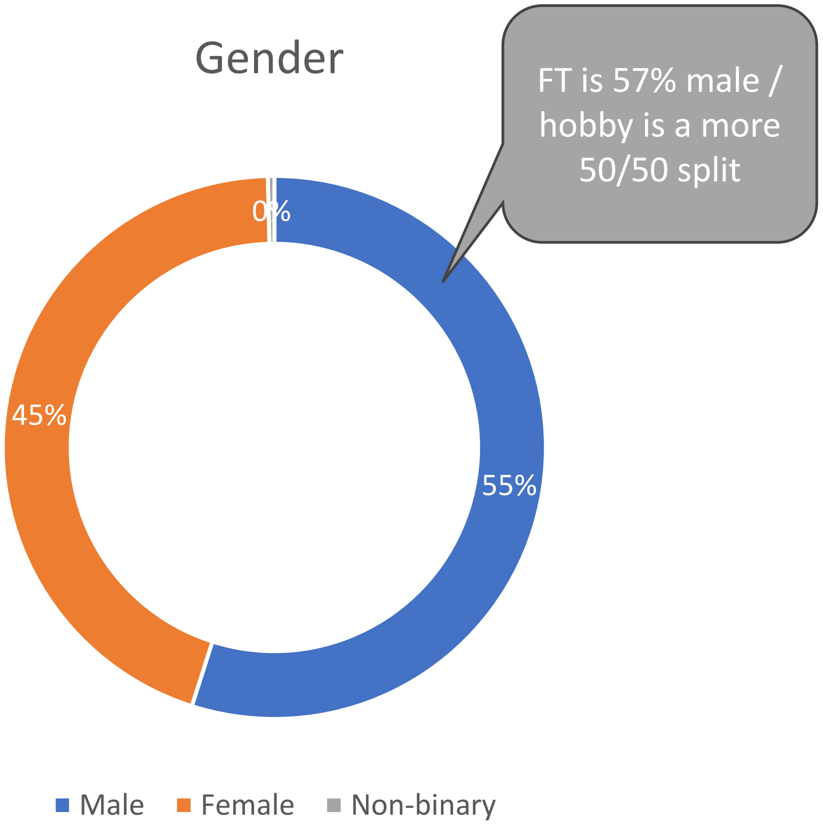
There are ~27M paid Creators in the US, or 14% of 16-54 year olds
- It is a full-time job for 44% of these Creators (12M)

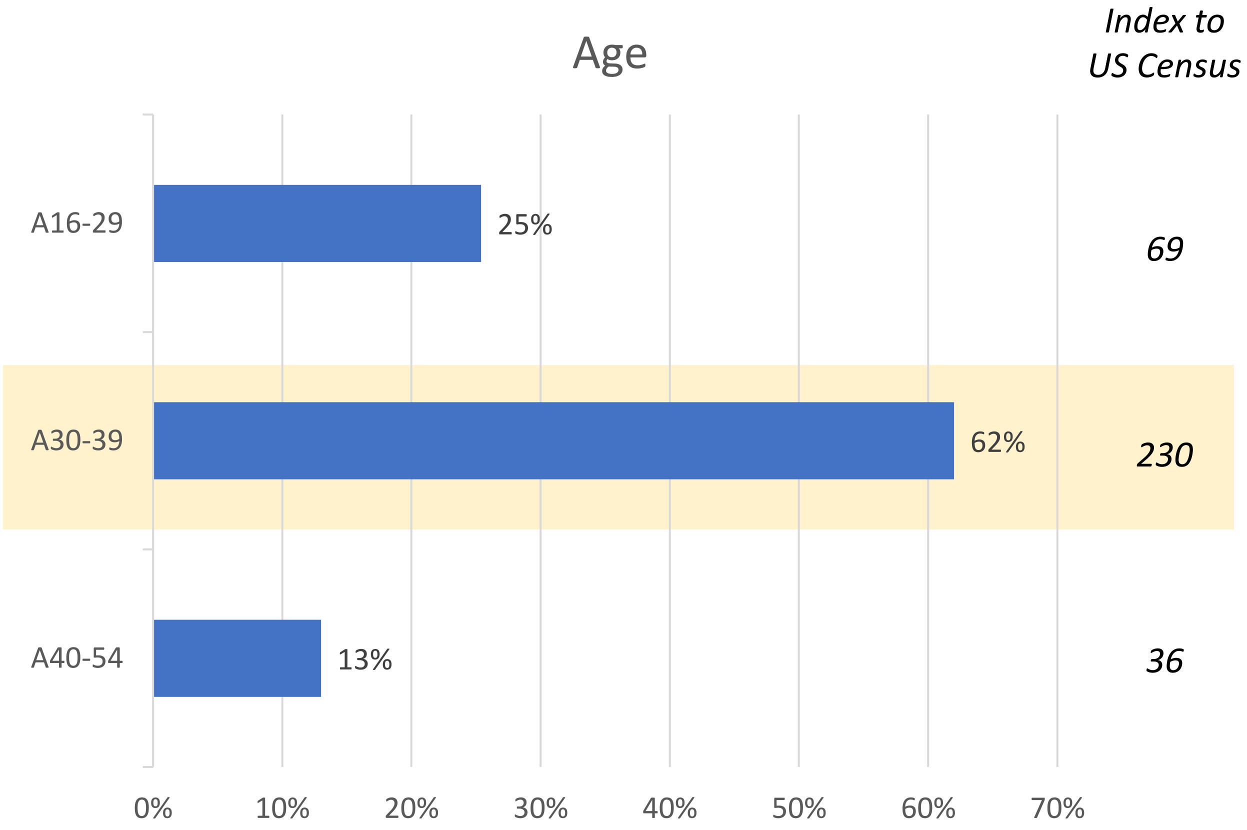




Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

30-somethings make up a two thirds majority of paid Creators; slight male skew





Base: Creators Ages 16-54 (Total, n=1,045) *Population ages 16-54
Source: The Keller Advisory Group, Creators Uncovered (2023)

By region, the Creator population largely matches the general population

Region	% Creators	*Index to Census**
West	25%	*100*
South	38%	*100*
NE	20%	*118*
MW	17%	*85*

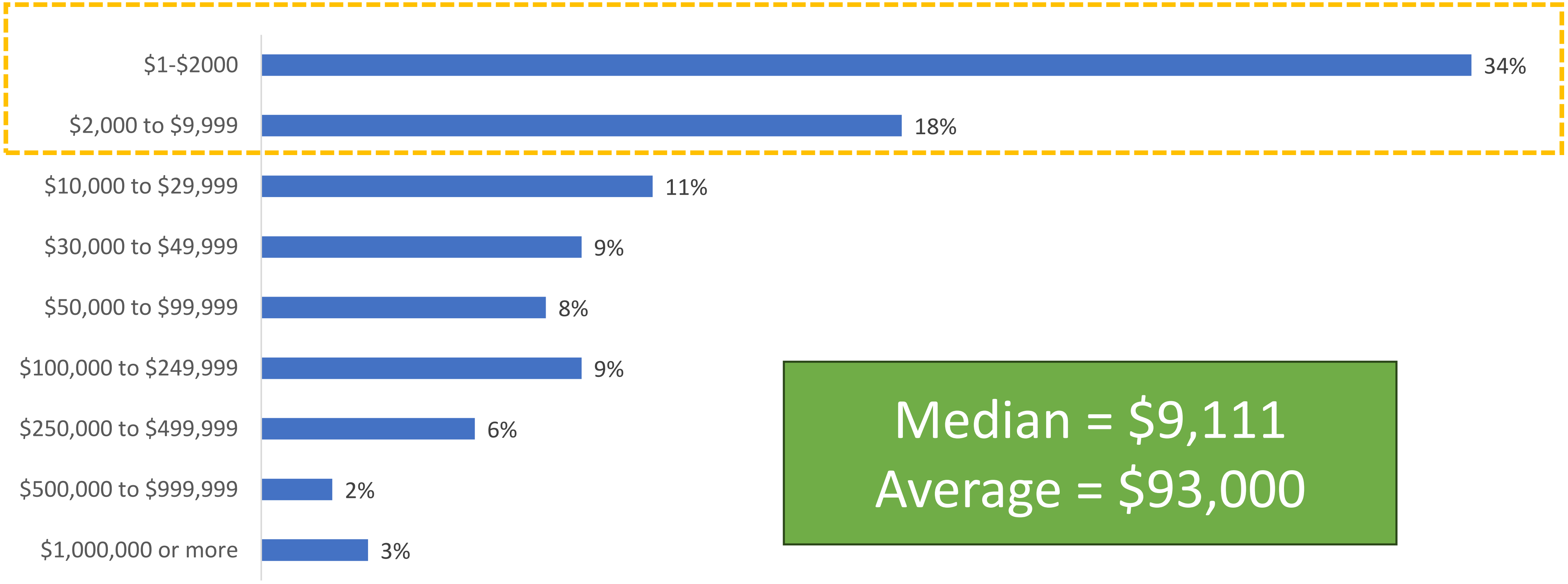
Base: Creators Ages 16-54 (Total, n=1,045) *Population ages 16-54
Source: The Keller Advisory Group, Creators Uncovered (2023)

The average Creator makes $93k per year, even as ~half of Creators make less than $10k per year

- One-third make under $2k per year

Total value of what earned in past year for publishing content as a Creator

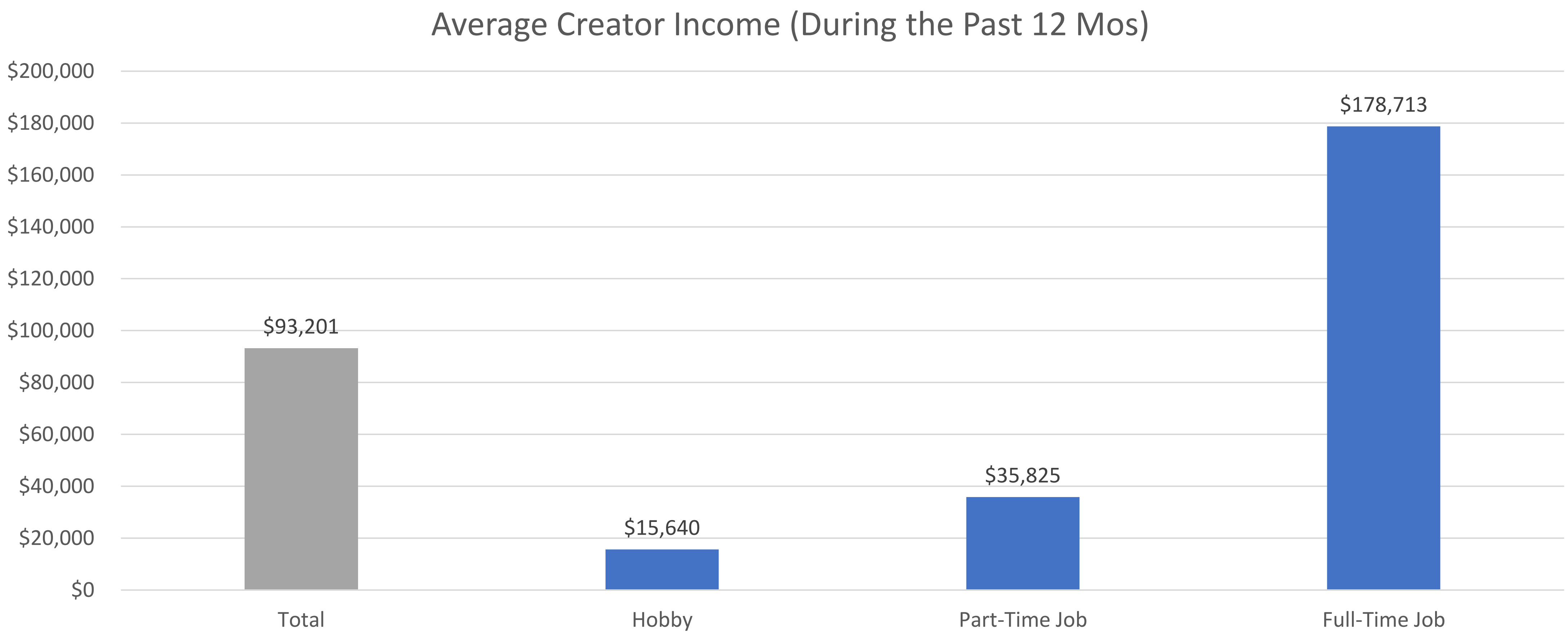
(incl: cash, merchandise, services, etc.)



Median = $9,111
Average = $93,000

Base: Creators Ages 16-54 (Total, n=1,045) *Based on median income multiplied by projected number of Creators
Source: The Keller Advisory Group, Creators Uncovered (2023)

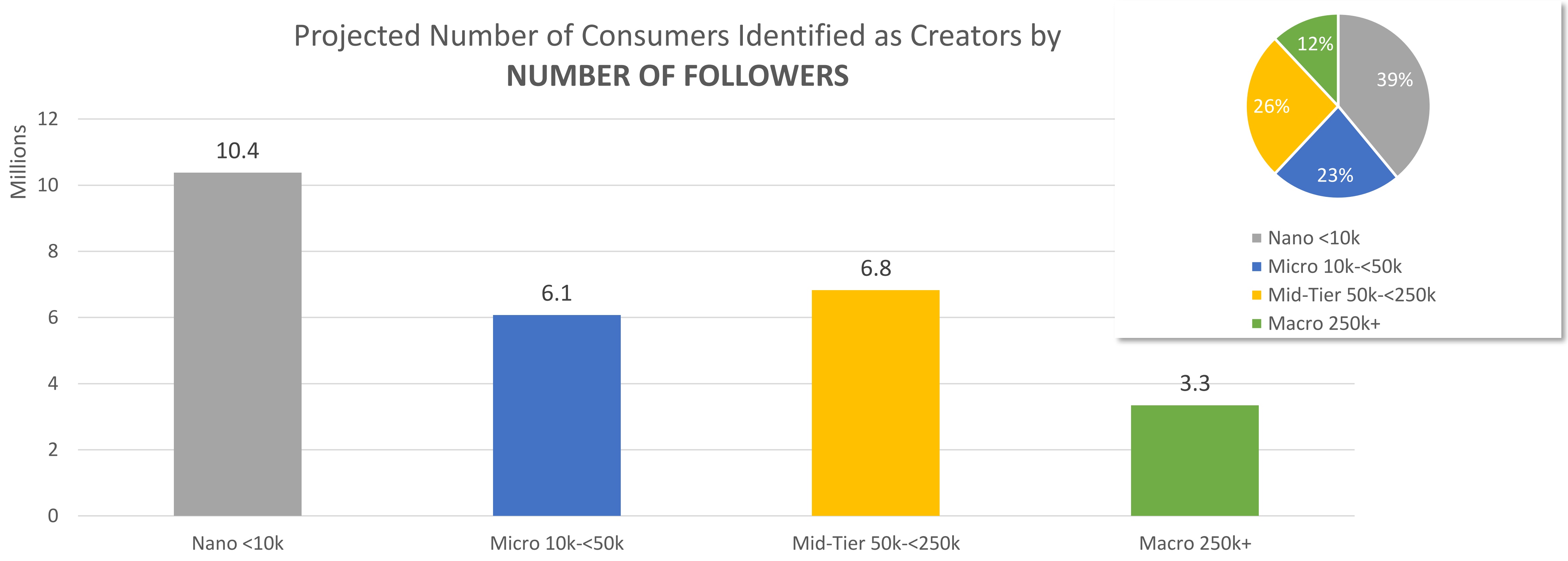
Full time Creators earn an average of $178k per year
- Part timers earn 1/5 as much: ~35k on average
- Hobbyists earn ~$15k per year



Base: Creators Ages 16-54 (Total, n=1,045; Full-Time, n=476; Part-Time, n=333; Hobby, n=236)
Source: The Keller Advisory Group, Creators Uncovered (2023)

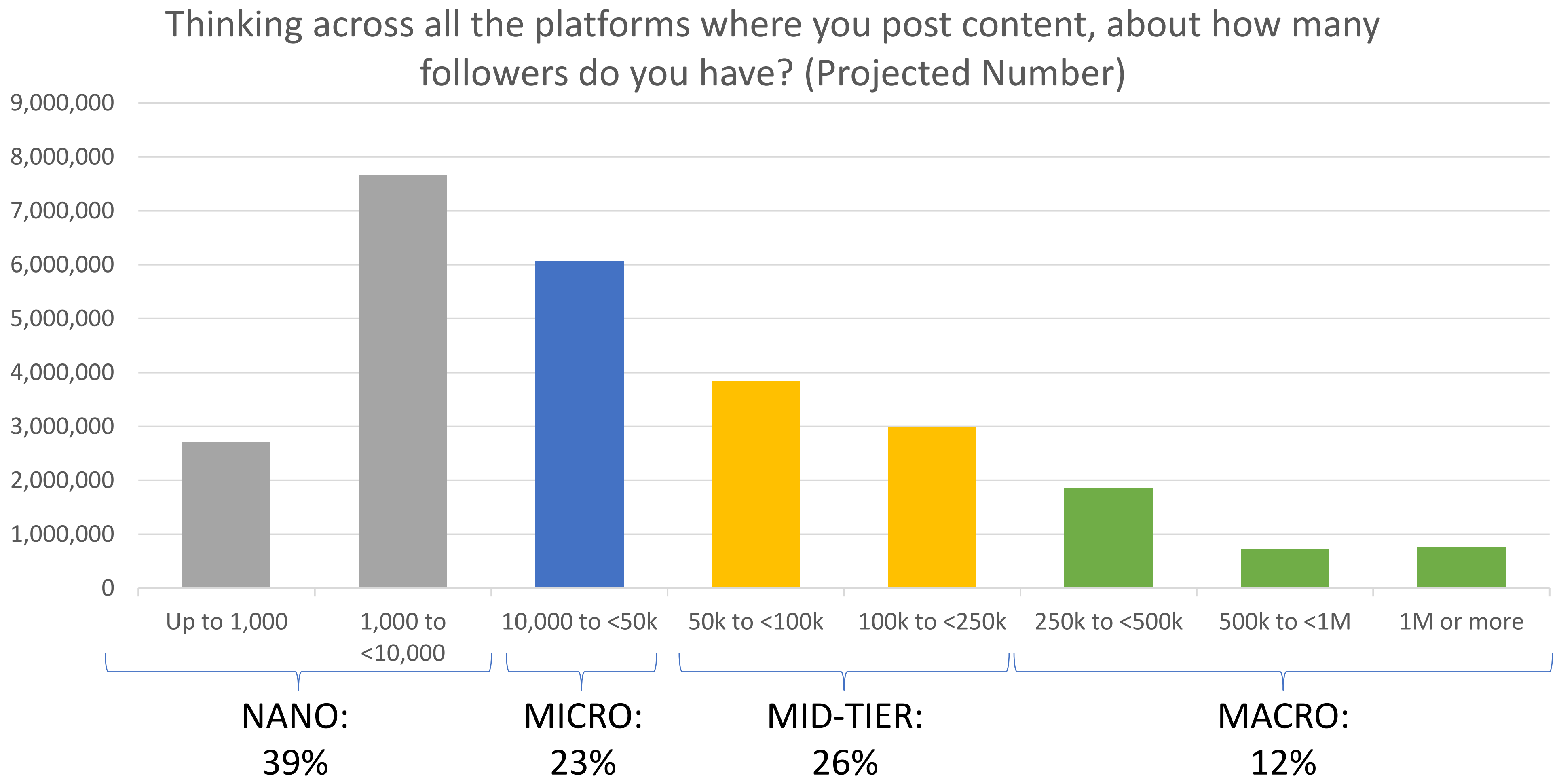
About 1 in 10 Creators (3.3m) are macro influencers with 250k+ followers; another 1 in 4 (6.8m) are mid tier with between 50k and 250k followers

- The greatest number (10.4m) are nano influencers (<10k followers)



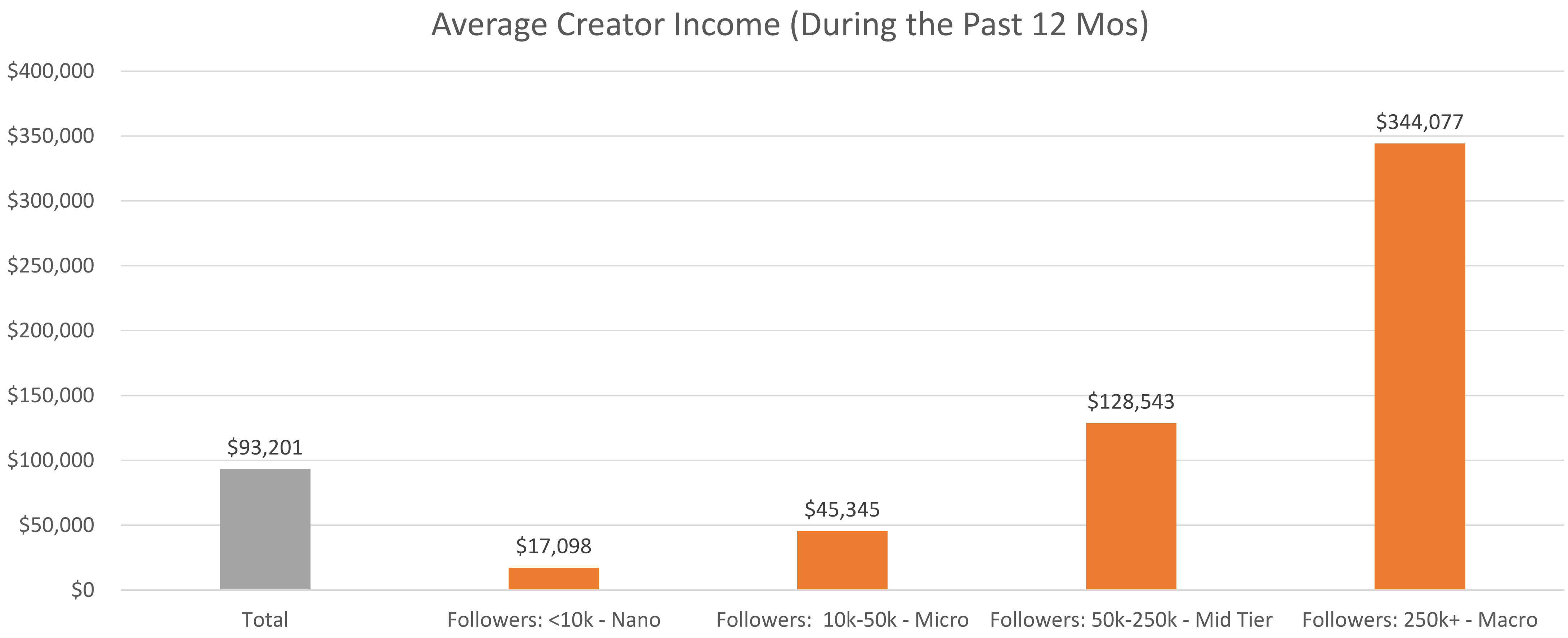
Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Detailed follower breakdown shows the largest group of Creators are Nano's between 1k-<10k or 10k-<50k followers



Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

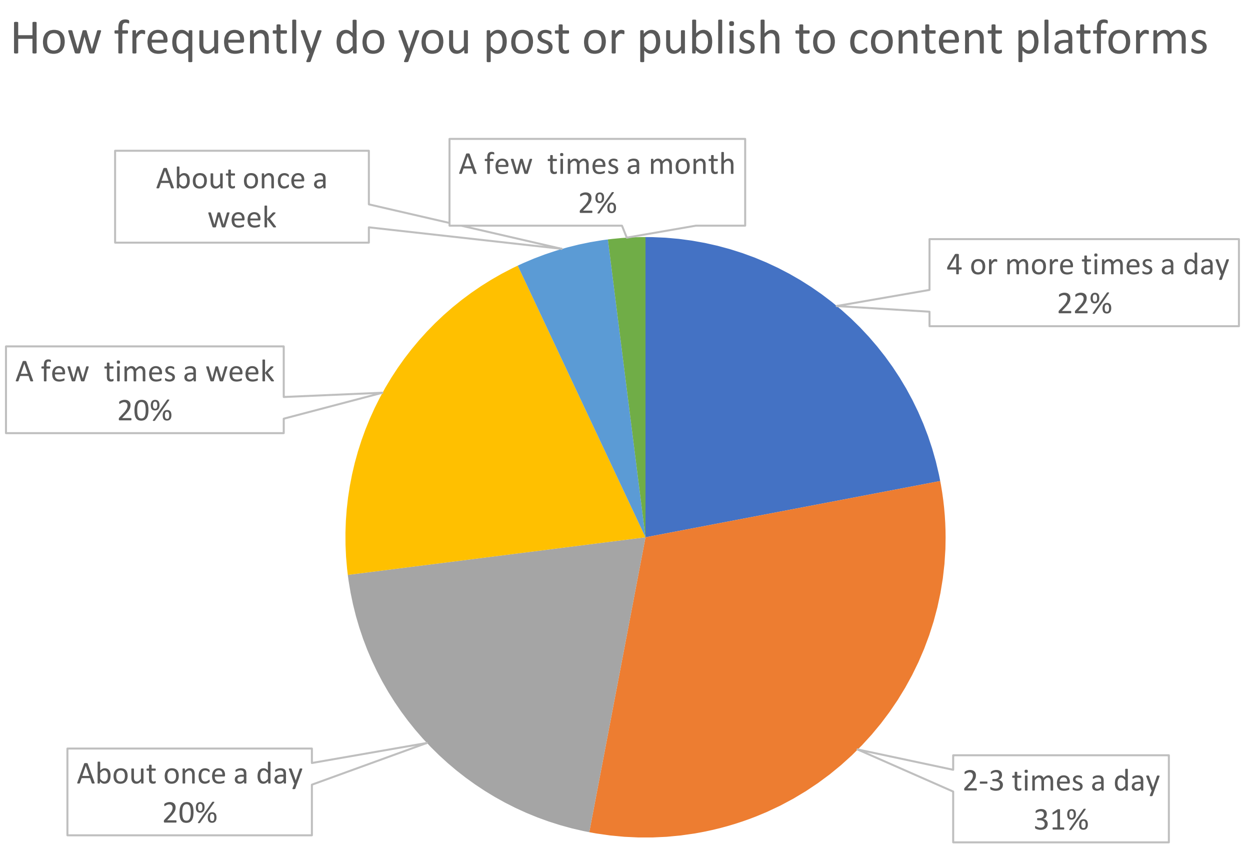
Income rises sharply as the # of followers increases
- Income peaks at $344k for Macro influencers and $128k for Mid Tier
- Micro influencers early $43k and Nano influencers earn $17k on average



Base: Creators Ages 16-54 (Total, n=1,045; Nano, n=382; Micro, n=234; Mid-Tier, n=288; Macro, n=141)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Creator Behavior & Motivations

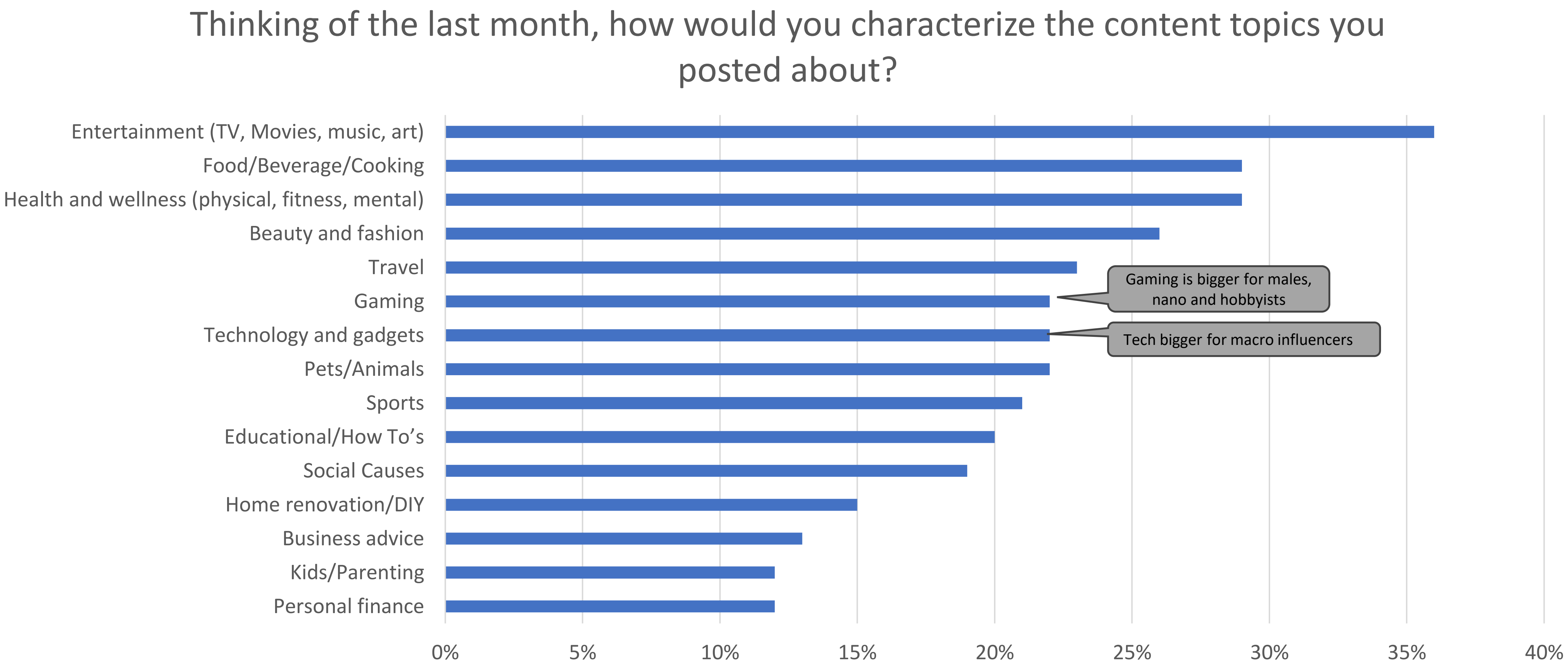
Nearly 3-in-4 Creators post or publish to platforms once a day or more; half of Creators post multiple times a day



Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Entertainment tops the list of content Creators post about, followed by food/beverage/cooking and health and wellness

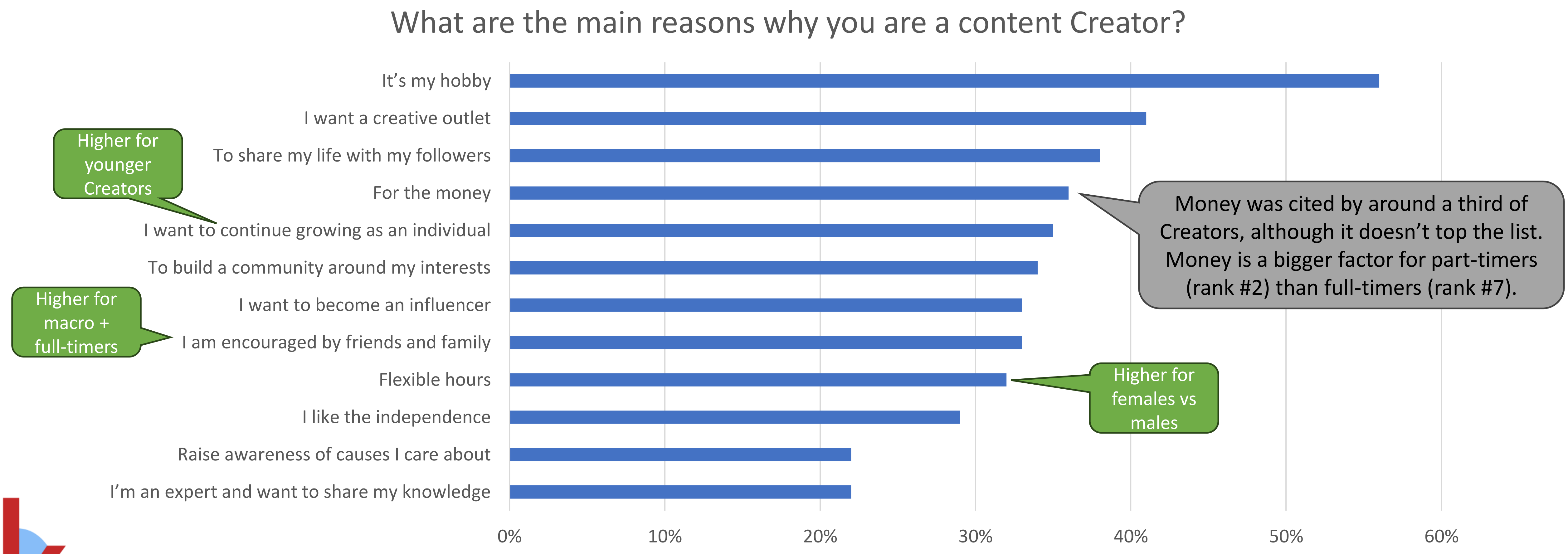
- Beauty/fashion and travel round out the top 5 content categories



Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

What are Creators' top motivations? Hobby, creative outlet, to share their life with their followers

- Money is important but not top of the list



Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

“It’s my hobby” tops the list for all Creators; sharing life with followers and encouragement by family/friends round out the top 3 for full-time Creators

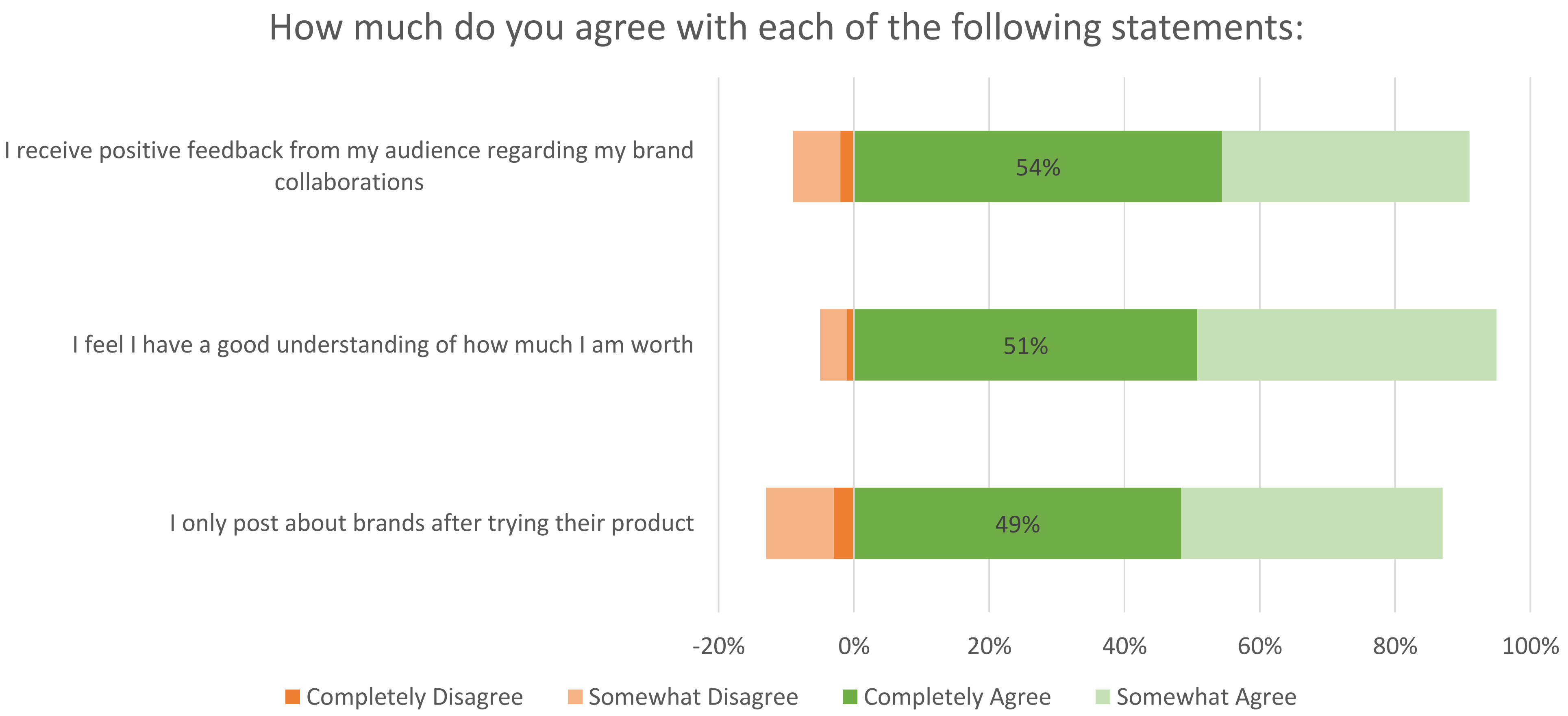
- For the money is #2 among part-timers, but 7th for full-timers
- To continue growing as a person ranks #2 among those doing it purely as a hobby

What are the main reasons why you are a content Creator?

(Ranked by Full-Time)	Full-Time	Part-Time	Hobby
It’s my hobby	**49%**	**56%**	**67%**
To share my life with my followers	**41%**	38%	33%
I am encouraged by friends and family	**39%**	28%	28%
I want a creative outlet	39%	**40%**	**48%**
I want to become an influencer	35%	36%	24%
I want to continue growing as an individual	34%	37%	**37%**
To build a community around my interests	32%	34%	35%
Flexible hours	32%	32%	32%
For the money	32%	**41%**	36%
I like the independence	27%	32%	29%
Raise awareness of causes I care about	25%	24%	15%
I’m an expert and want to share my knowledge	24%	24%	17%

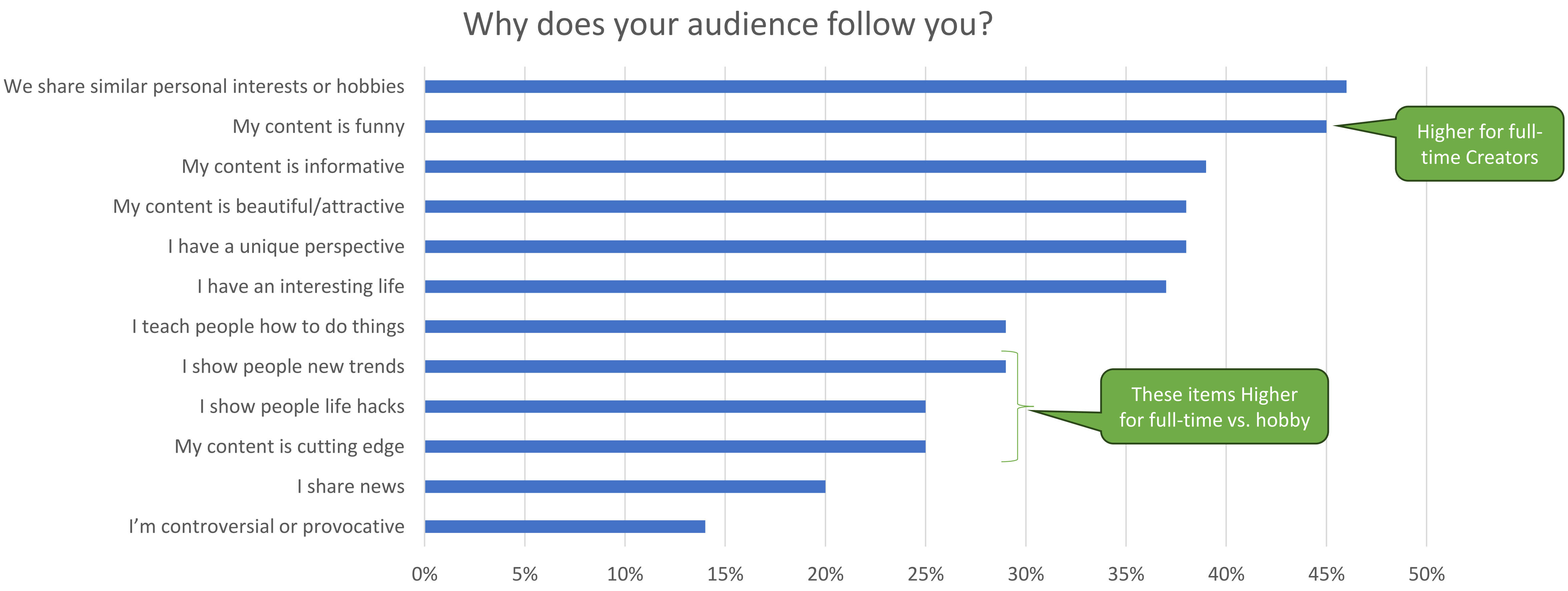
Base: Creators Ages 16-54 (Full-Time, n=476; Part-Time, n=333; Hobby, n=236) Top 3 items bolded, in each segment.
Source: The Keller Advisory Group, Creators Uncovered (2023)

More than half of Creators have a good understanding of how much they are worth and receive positive feedback from their audience



Base: Creators Ages 16-54 Working with Brands on Partnerships and/or Sponsorships (Total, n=596)
Source: The Keller Advisory Group, Creators Uncovered (2023)

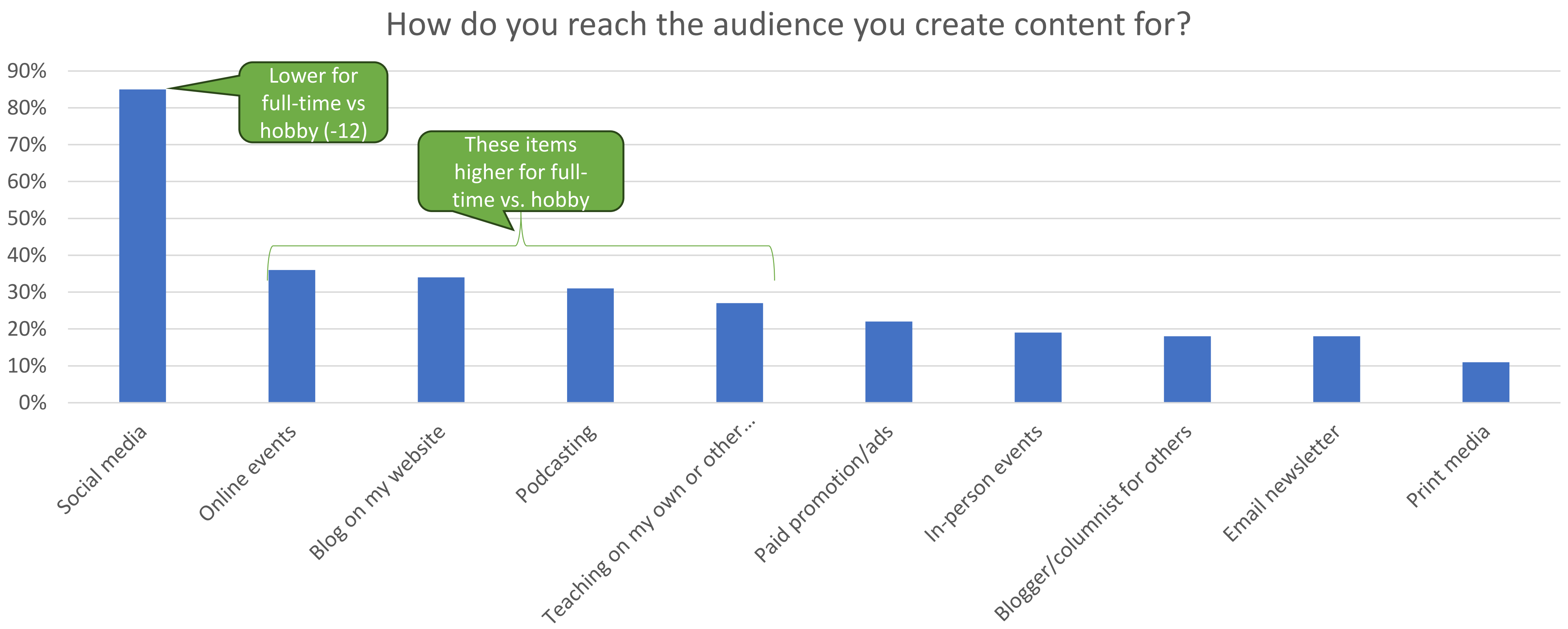
Creators believe their audience follows them because they share similar interests or funny content, according to half of Creators



Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

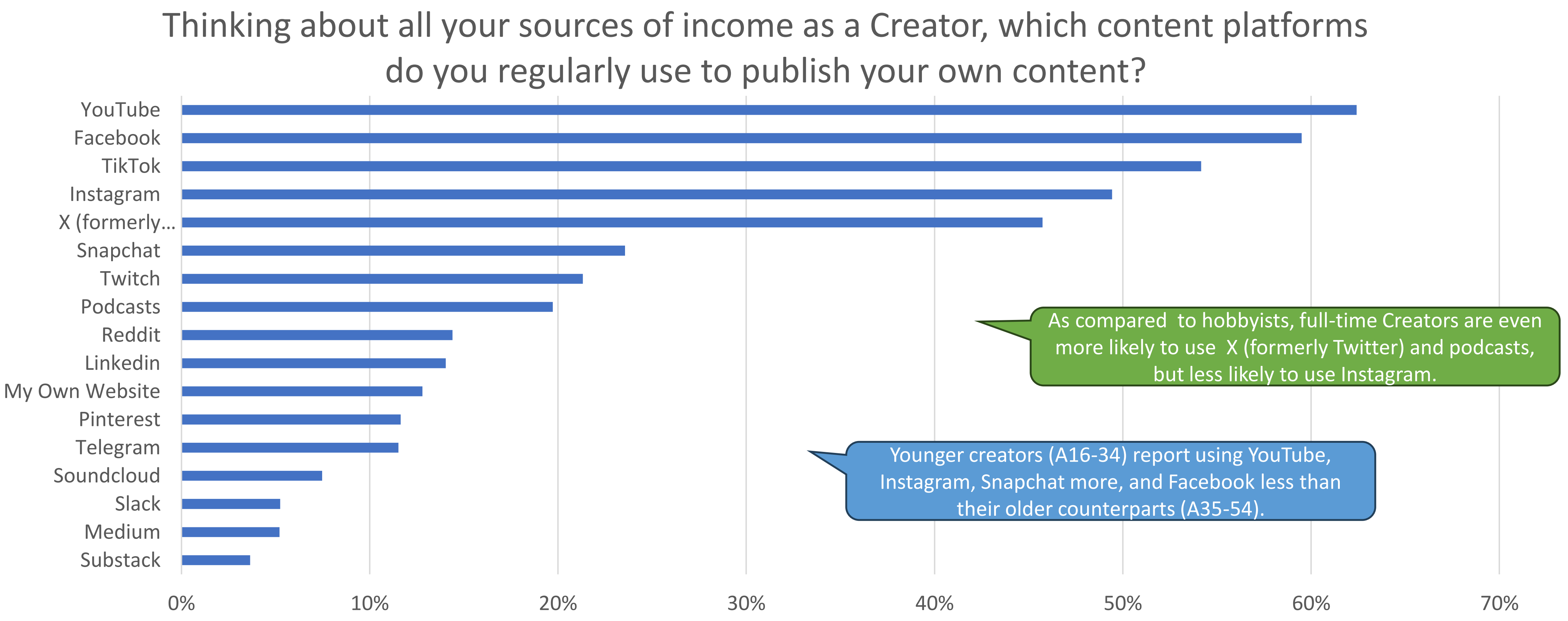
Platform Preferences

Creators use 3 channels on average to reach their audience, led by social media



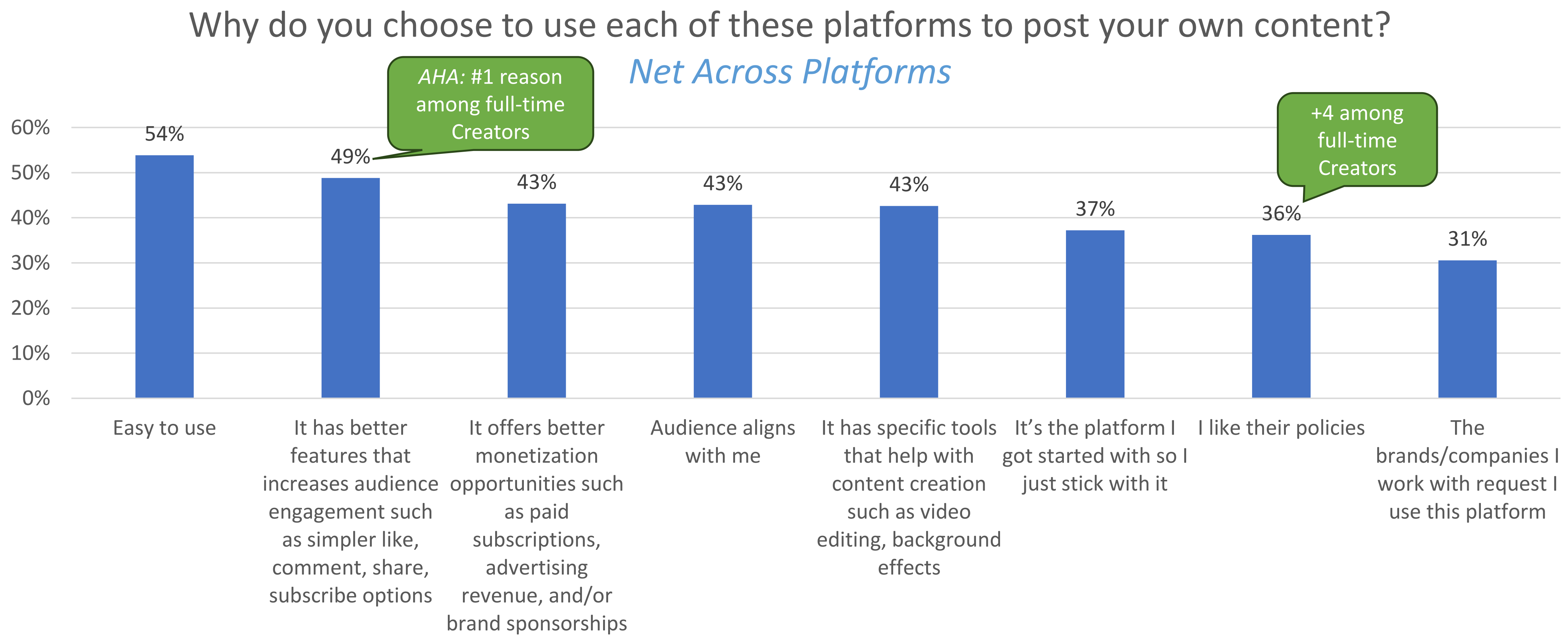
Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Majorities of Creators use YouTube, Facebook, and TikTok; Instagram and X (formerly Twitter) used by between 40 and 50%



Base: Creators Ages 16-54 (Total, n=1,045; Full-Time, n=476; Hobby, n=236; A16-34, n=552; A35-54, n=493)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Ease of use is a leading reason why Creators use a platform, followed by “better features that increase audience engagement”



Base: Creators Ages 16-54 Total Platforms Used (Total, n=2,369)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Ease of use #1 for most platforms, but better features that increase audience engagement is #1 for Snapchat, X (formerly Twitter) & LinkedIn (tie)

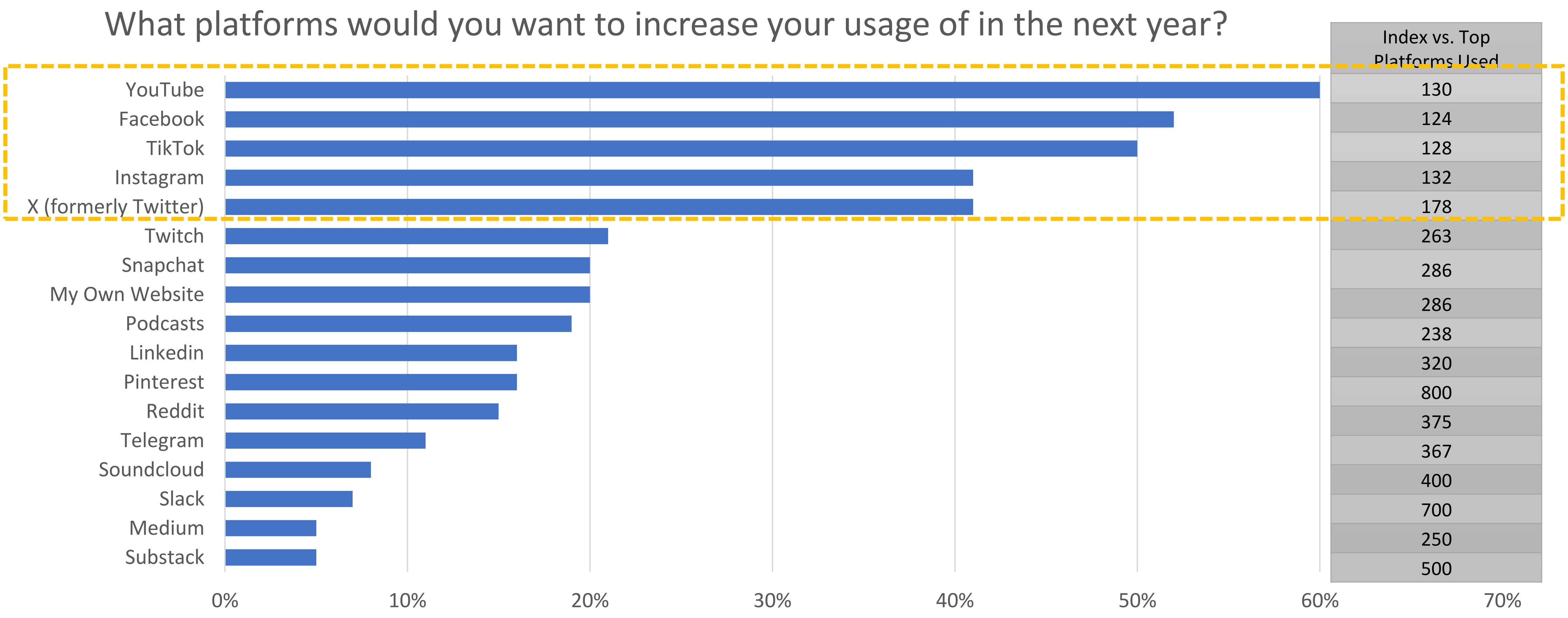
Why do you choose to use each of these platforms to post your own content?

	YouTube	Facebook	TikTok	Instagram	X (formerly Twitter)	Podcasts	Twitch	Snapchat	My Own Website	Linkedin
Easy to use	**57%**	**58%**	**56%**	**60%**	**46%**	39%	**55%**	**46%**	**46%**	**43%**
It has better features that increases audience engagement such as simpler like, comment, share, subscribe options	**51%**	**47%**	**54%**	**47%**	**55%**	40%	40%	**60%**	40%	**43%**
It offers better monetization opportunities such as paid subscriptions, advertising revenue, and/or brand sponsorships	48%	41%	49%	41%	41%	**41%**	39%	32%	**47%**	36%
It has specific tools that help with content creation such as video editing, background effects	43%	40%	50%	40%	43%	**41%**	**42%**	44%	38%	38%
Audience aligns with me	41%	45%	48%	46%	39%	29%	**42%**	33%	44%	30%
I like their policies	39%	39%	37%	31%	32%	38%	35%	38%	25%	49%
It's the platform I got started with so I just stick with it	36%	44%	37%	37%	36%	30%	35%	43%	35%	28%
The brands/companies I work with request I use this platform	31%	29%	35%	32%	25%	32%	29%	28%	27%	34%

Top 2 highlighted per platform

Base: Creators Ages 16-54 by Platform Usage (YouTube, n=454; Facebook, n=450; TikTok, n=409; Instagram, n=316; X (formerly Twitter), n=241; Podcasts, n=81; Twitch, n=72; Snapchat, n=68; My Own Website, n=72; LinkedIn, n=47*) *Red denotes low base size
Source: The Keller Advisory Group, Creators Uncovered (2023)

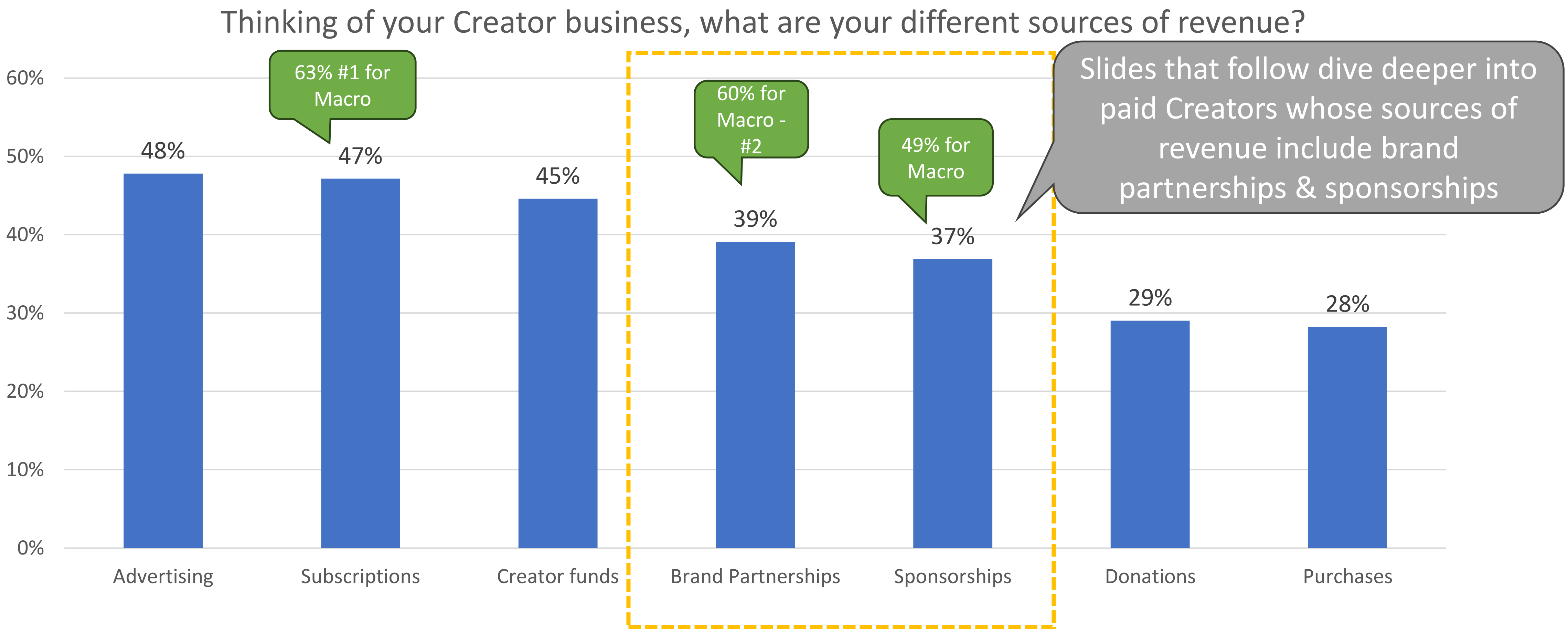
Looking ahead, the top platforms Creators want to increase their usage of mirrors the platforms they currently use



Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Sources of Revenue & the Role of Brands

Sources of revenue vary, without a majority for any one source - *Advertising, subscriptions and creator funds are top tier*



Base: Creators Ages 16-54 (Total, n=1,045)
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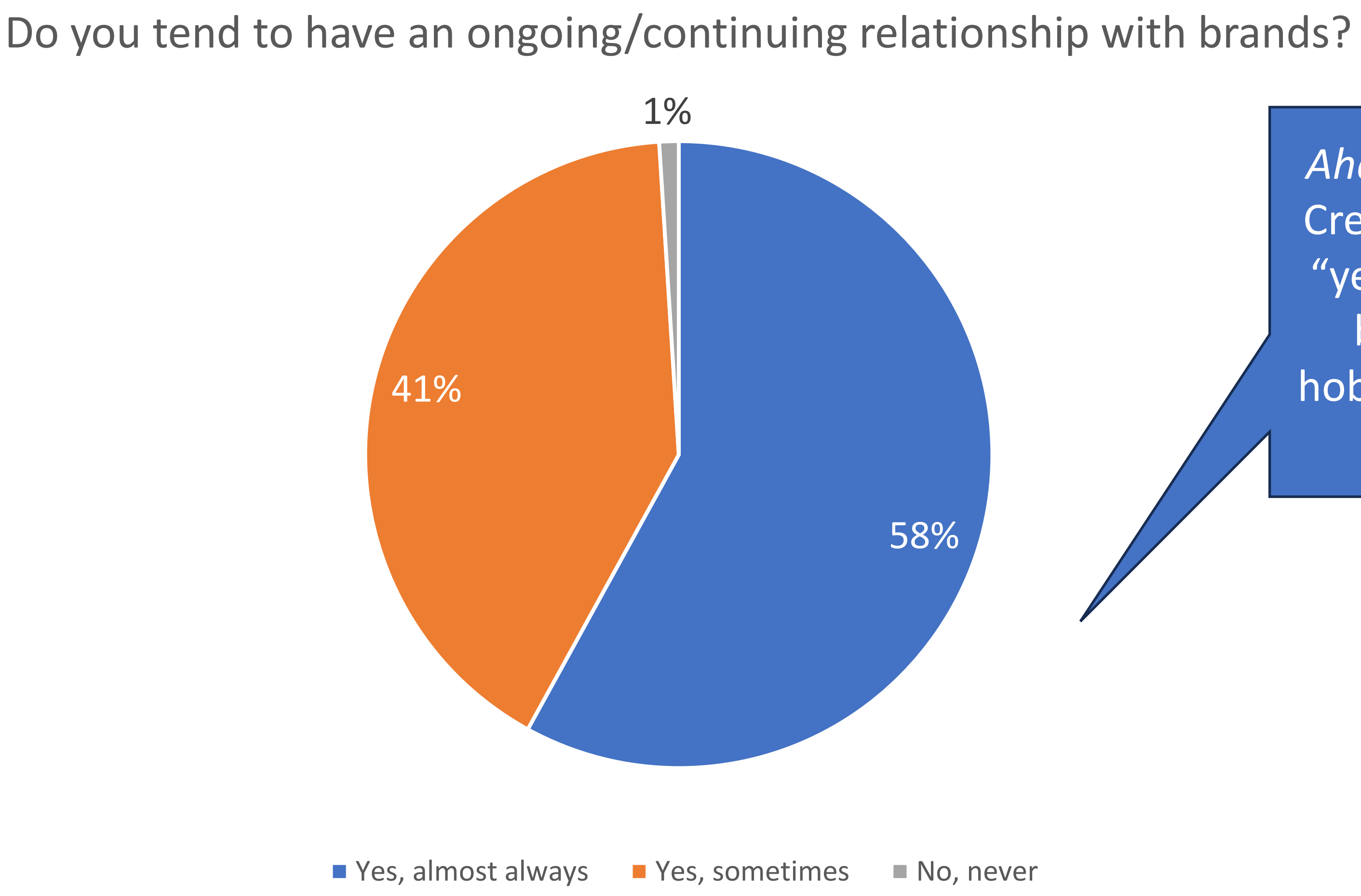
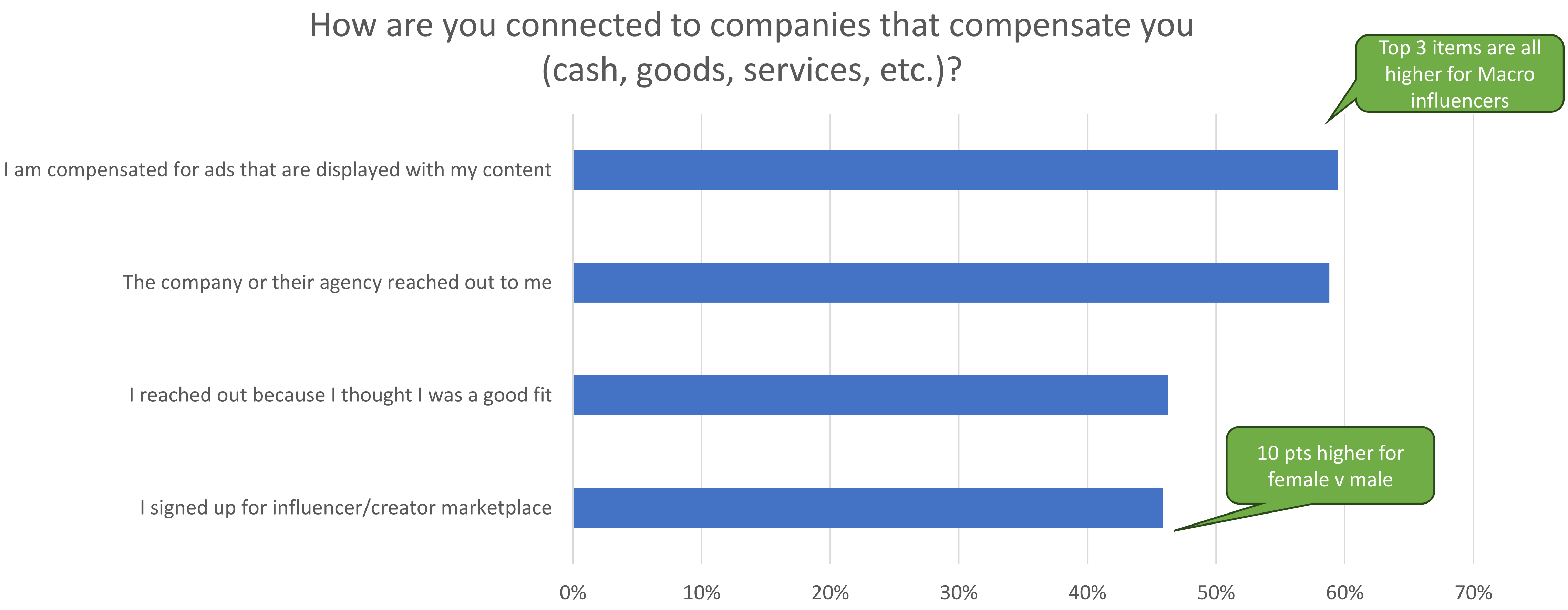
Nearly 6 in 10 Creators have an ongoing/continuing relationship with brands



Aha: Among full-time Creators 65% indicate "yes, almost always," but even among hobbyists this figure is 45%

Base: Creators Ages 16-54 Working with Brands on Partnerships and/or Sponsorships (Total, n=598)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Majority are compensated for ads that are displayed with their content and/or the company reached out directly to the Creator



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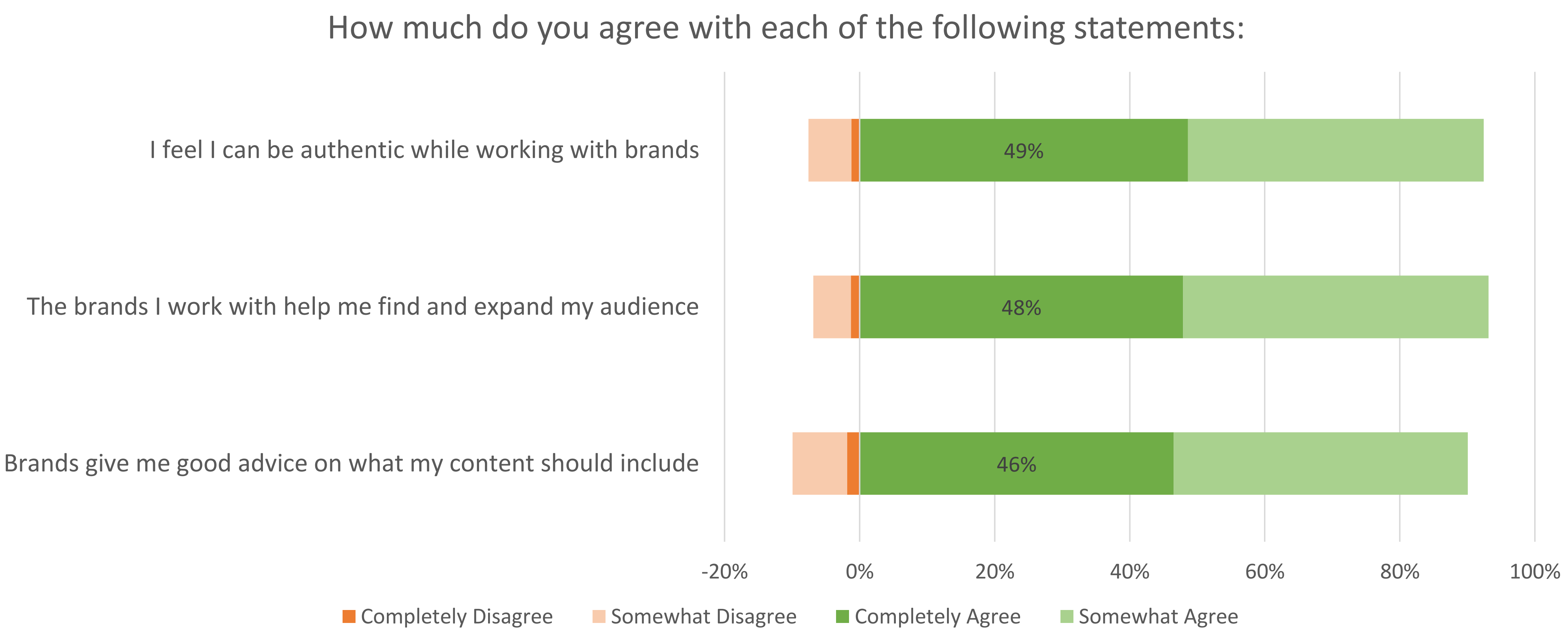
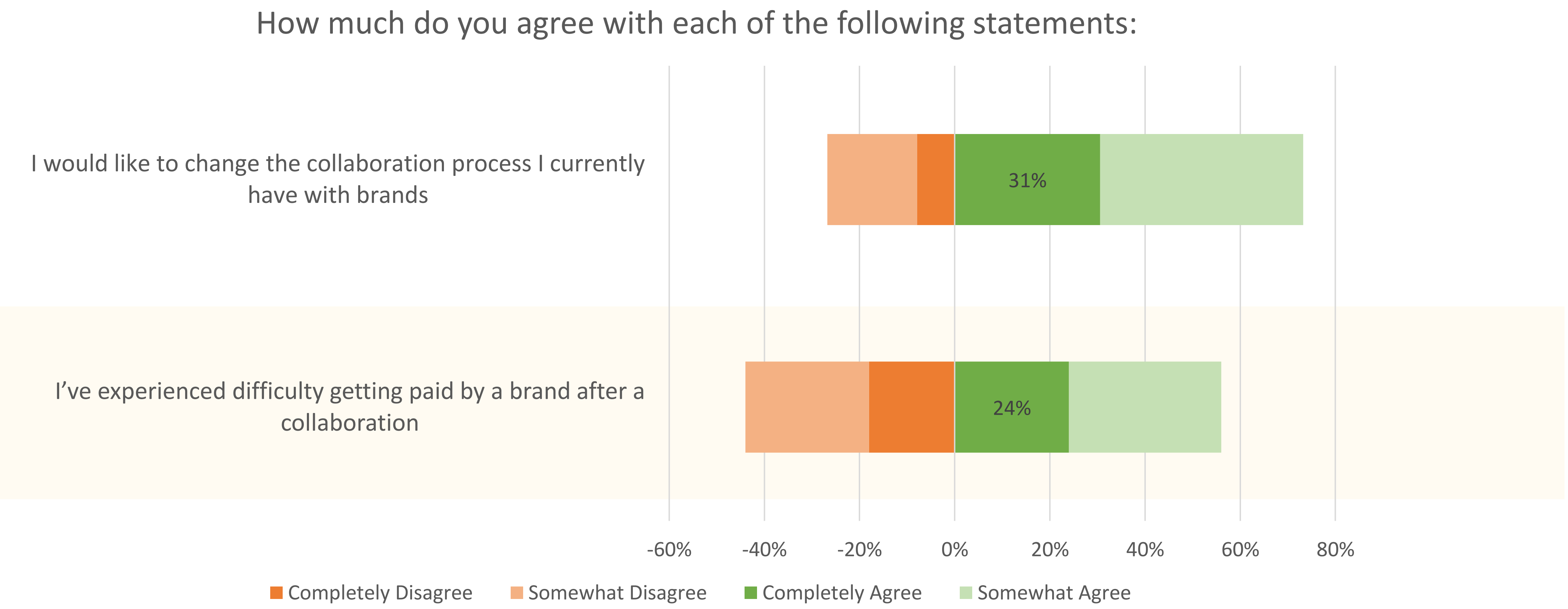
Source: The Keller Advisory Group, Creators Uncovered (2023)

Creators overwhelmingly feel they have a good relationship with brands, including receiving advice about content and audience development



Base: Creators Ages 16-54 Working with Brands on Partnerships and/or Sponsorships (Total, n=596)
Source: The Keller Advisory Group, Creators Uncovered (2023)

But a majority say that they've experienced difficulty getting paid by a brand, and even more would like to change their collaboration process with brands



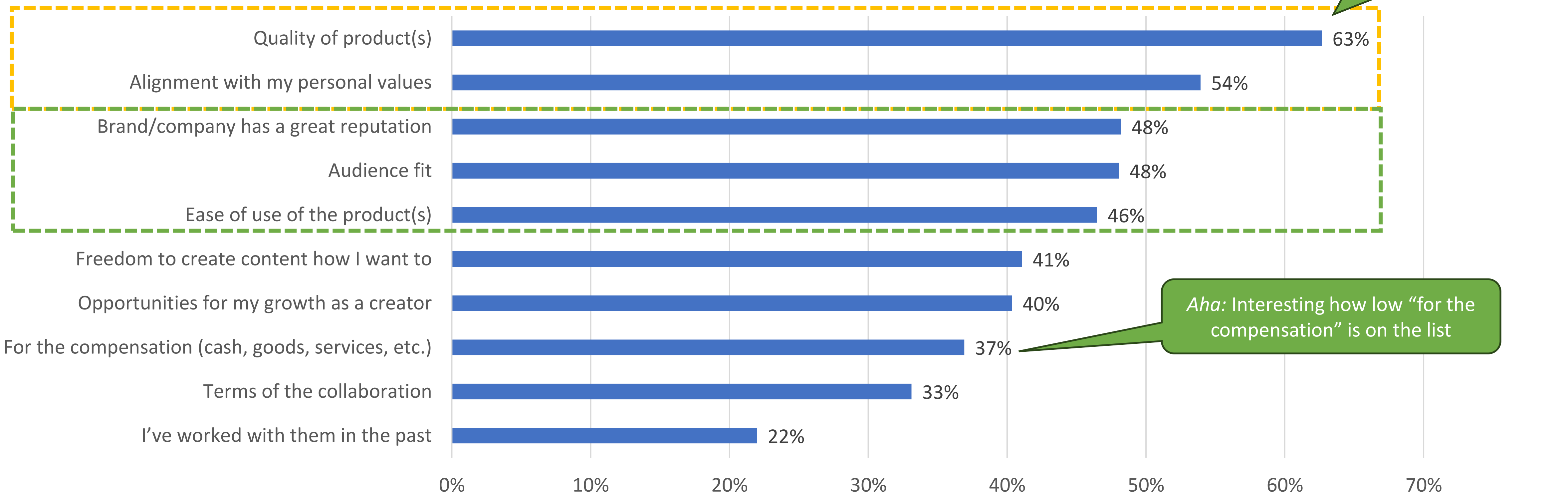
Base: Creators Ages 16-54 Working with Brands on Partnerships and/or Sponsorships (Total, n=596)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Majority of Creators choose to work with a brand or company based on the quality of their product

- Alignment with personal values selected by over half

Among full timers, alignment w/ personal values is the leading reason (62%) followed closely by quality

Thinking of the brand or company you worked with most recently, why did you choose to work them?



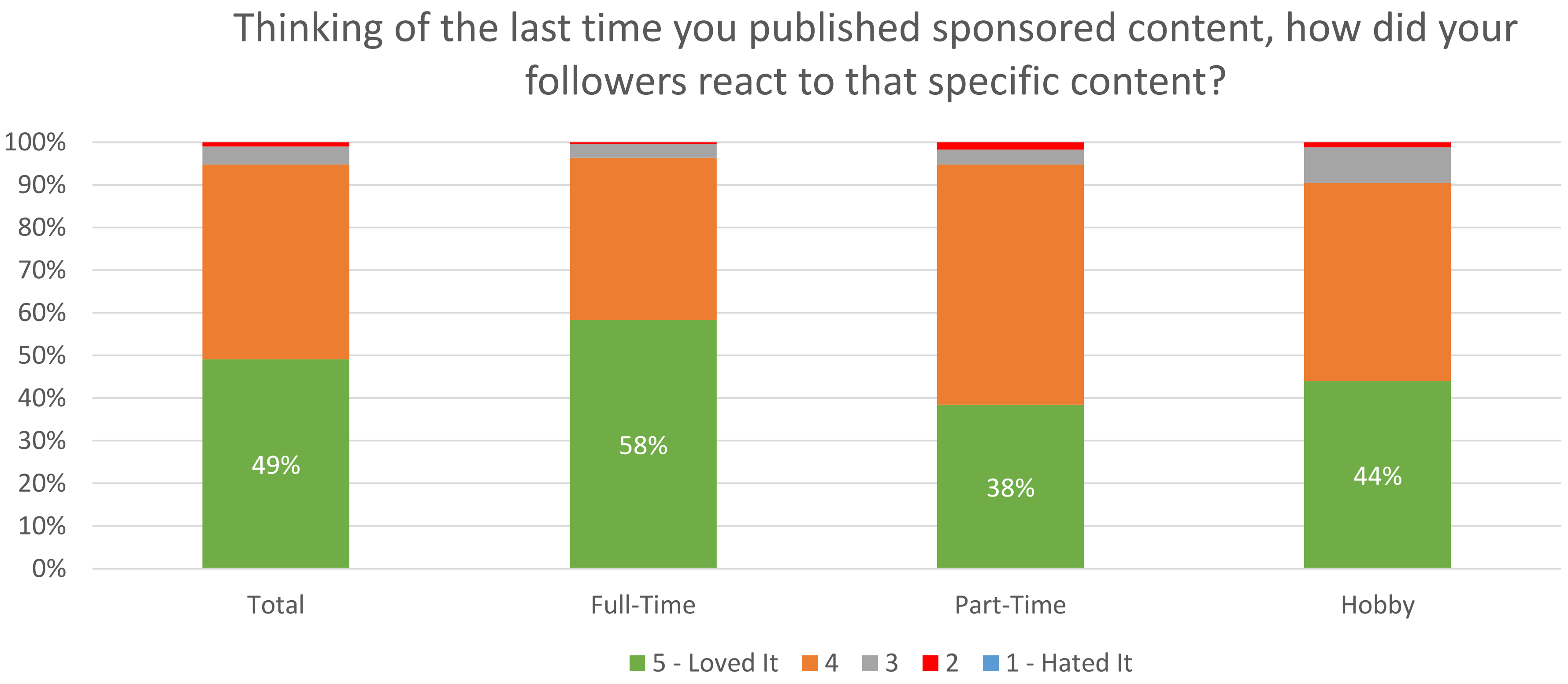
Base: Creators Ages 16-54 Working with Brands on Partnerships and/or Sponsorships (Total, n=598)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Creators "feel the love" when they publish sponsored content, with strongest favorability among full-timers

It was relatable and easy to follow

It is very good motivational video

Because I love making food, I put a lot of effort into the video content, and the audience loves it



It was already a popular product but I did my own review about it with my unique perspective.

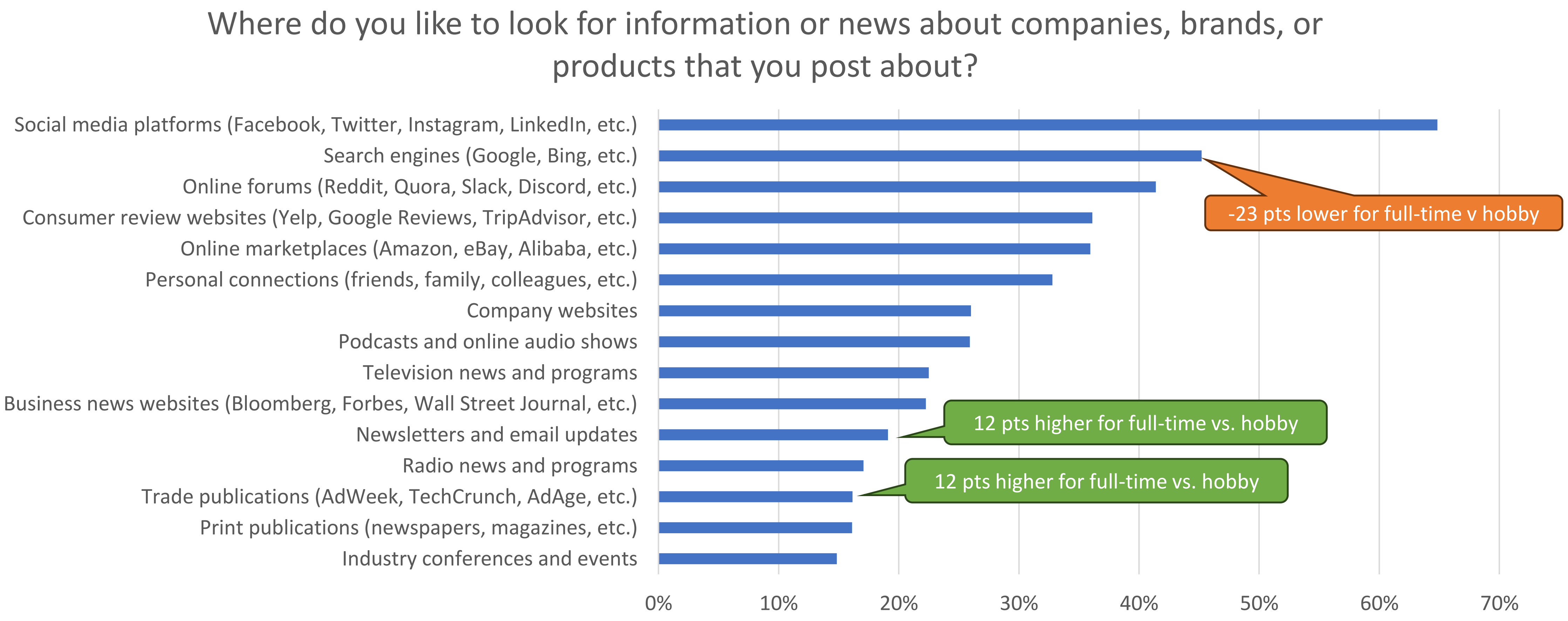
I believe it was because they love me and who I am

It was nothing but positive feedback and a lot of people visited the brand

Because I put my personality into my content creation.

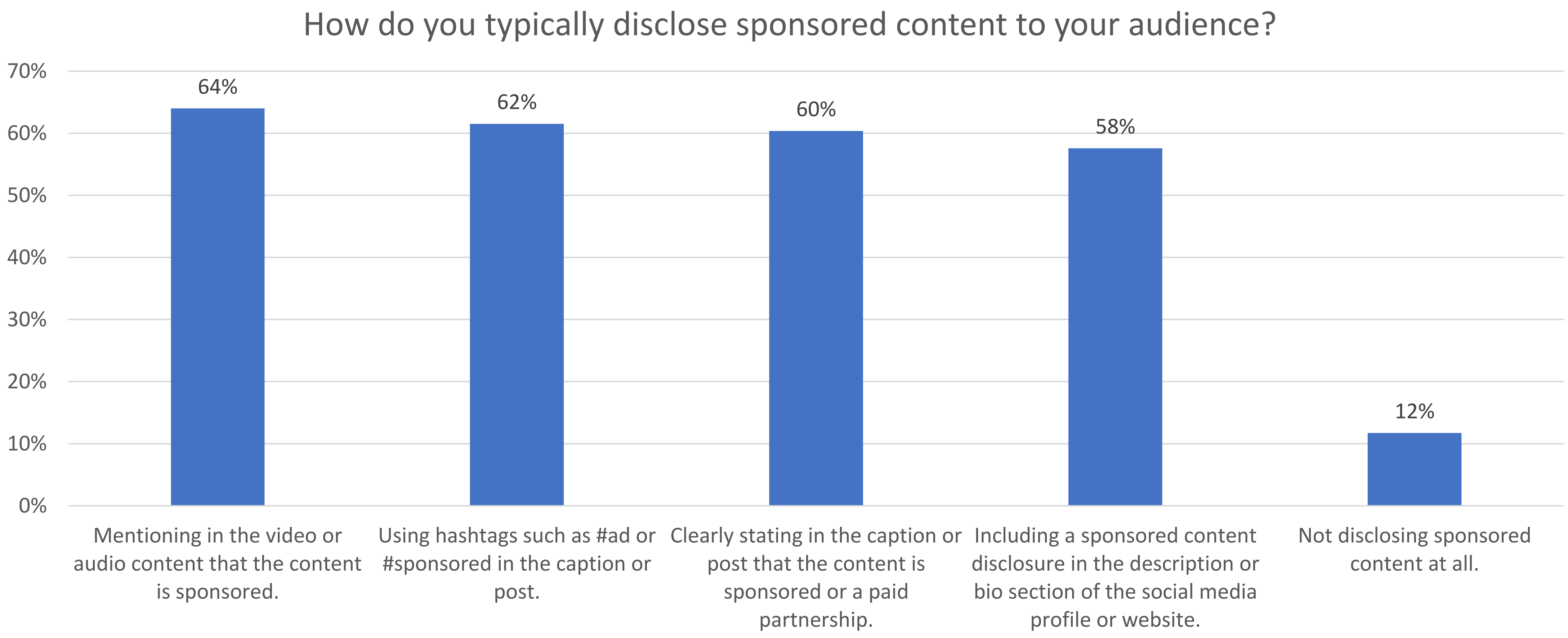
Base: Creators Ages 16-54 Working with Brands on Partnerships and/or Sponsorships (Total, n=598, Full-time, n=300; Part-time, n=199, Hobby, n=99)
Note: Handful of verbatim responses to a follow-up question "Why would you say your followers reacted in that way?" shown above.
Source: The Keller Advisory Group, Creators Uncovered (2023)

Social media is the top place Creators go to look for info/news about brands/products they post about



Base: Creators Ages 16-54 (Total, n=1,044)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Majority of Creators working in conjunction with brands are clear with how they disclose sponsored content
Only 12% say they are not disclosing sponsored content at all



Base: Creators Ages 16-54 Working with Brands on Partnerships and/or Sponsorships (Total, n=597)
Source: The Keller Advisory Group, Creators Uncovered (2023)

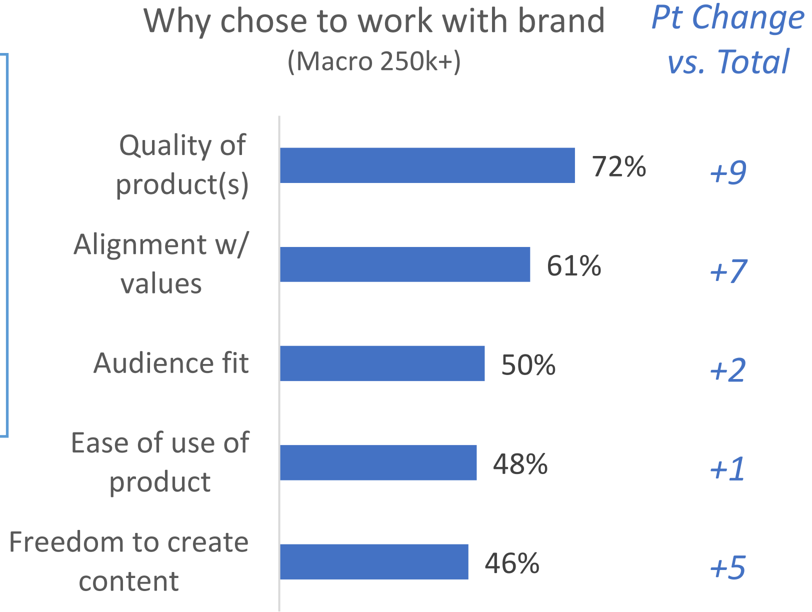
Spotlight on Macro Creators

- Areas where Creators with a macro level of following stand out

Encouragement from friends and family is a bigger reason why macro influencers are Creators; money – although a similar percentage - ranks further down the list

Ranked by Macro	Total	Macro (250k+)
It's my hobby	**56%**	**64%**
I am encouraged by friends and family	33%	**44%**
To share my life with my followers	**38%**	**44%**
I want a creative outlet	**41%**	43%
To build a community around my interests	34%	40%
I want to become an influencer	33%	37%
For the money	36%	36%
I want to continue growing as an individual	35%	35%

Quality of product(s) and alignment with personal values are top reasons why macro influencers work with brands – even higher than average



Looking to the future, macro influencers…

Report that they will be using more of the platforms they are currently using, such as X (formerly Twitter), Facebook and Linkedin versus up-and-coming platforms like Substack.

And, they have their eye on technologies like blockchain, NLP, big data analytics, and Internet of Things (IoT).

Base: Creators Ages 16-54/Those who work with brands or sponsors (Total, n=1,045/598; Macro, n=288/98)
Source: The Keller Advisory Group, Creators Uncovered (2023)

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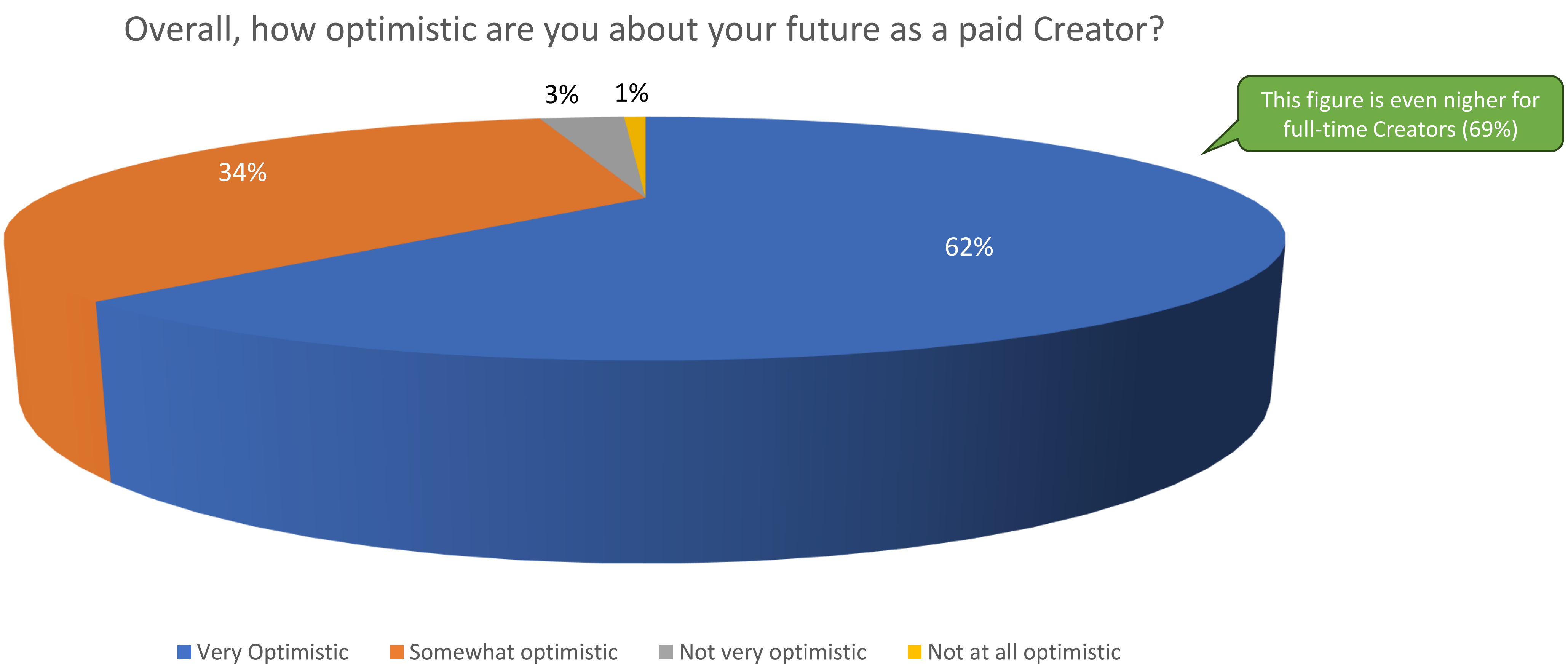
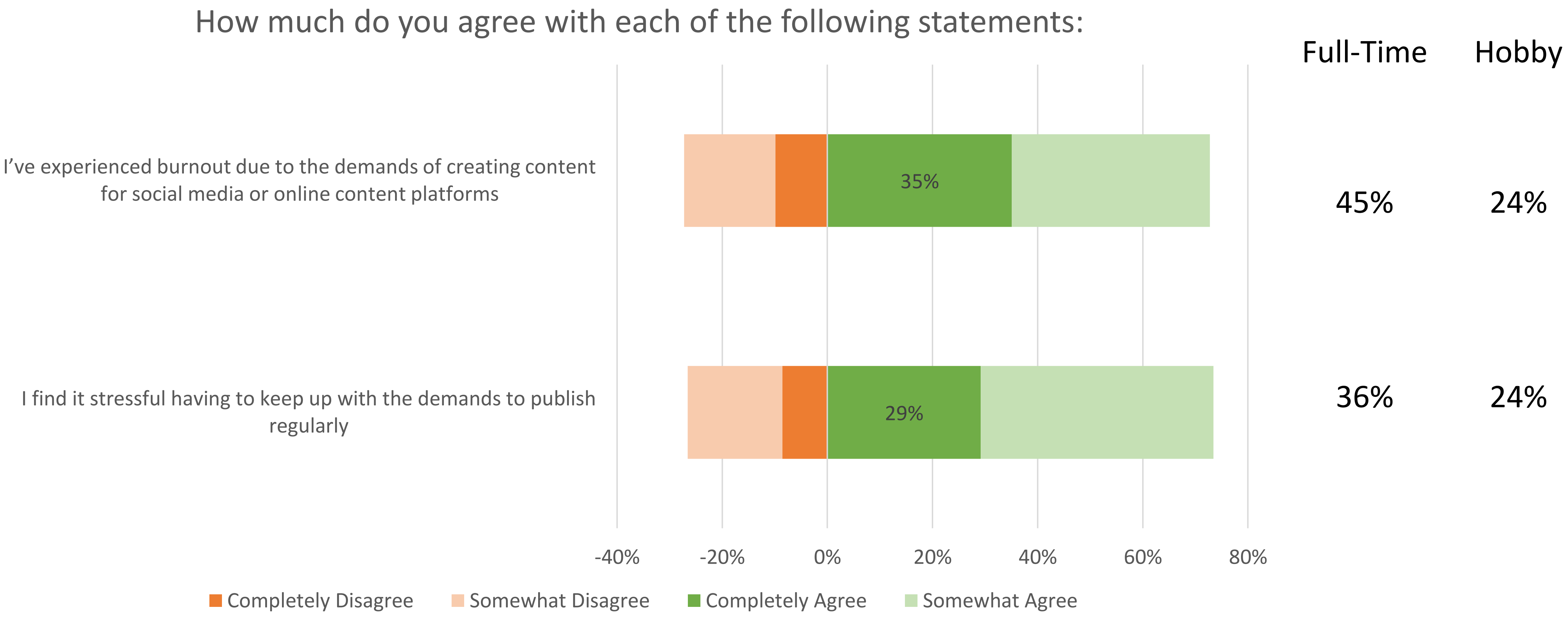
Creators Look to the Future

Creators show optimism for their future as a paid Creator



Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Despite their generally optimistic outlook, 35% of Creators (45% among full timers) report burnout due to the demands of creating content; 29% find it stressful keeping up with demands to publish regularly



Base: Creators Ages 16-54 Working with Brands on Partnerships and/or Sponsorships (Total, n=596, Full-time, n=300; Hobby, n=99)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Most excited about in terms of future as a Creator

Creators are most excited about growing and connecting with people (fans); money and content are secondary

Taking all things into consideration, what are you most excited about in terms of your future as a Creator?

Growing more followers and people to connect with

Growing my brand and my followers and receiving money for my honest reviews.

I am excited about making more money.

A lot more fans, like minded people

Creating content that will actually help people

I am most excited that I can have more fans like me and support me.

Making money and also happiness and enjoyment for others

To learn more ways to engage with people, gain more followers and make better content.

Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Most concerned about in terms of future as a Creator

Content and people/fans/followers surface as key areas of concerns for Creators future

And, what things are you most concerned about?
(in terms of your future as a creator]

The exhaustion of inspiration for content creation

Being cancelled for content

I care most about the content I create, and having someone who can give me good feedback, not snide comments.

How to maintain fans

I'm concerned about burning out. Always trying to create content has caught up with me over the last few months and I'm not enjoying it as much as I used to

How to get more fans and get their love

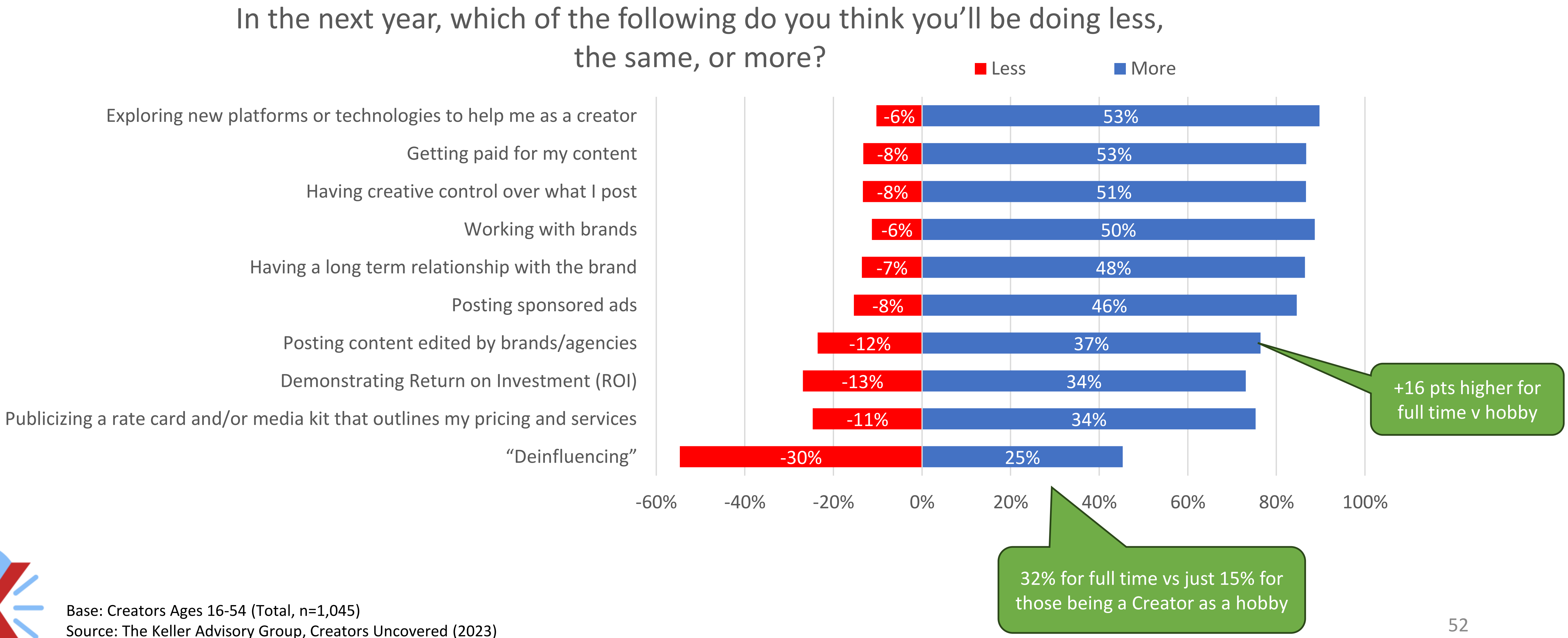
Future technological development

I'm most concerned about my followers dropping

Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

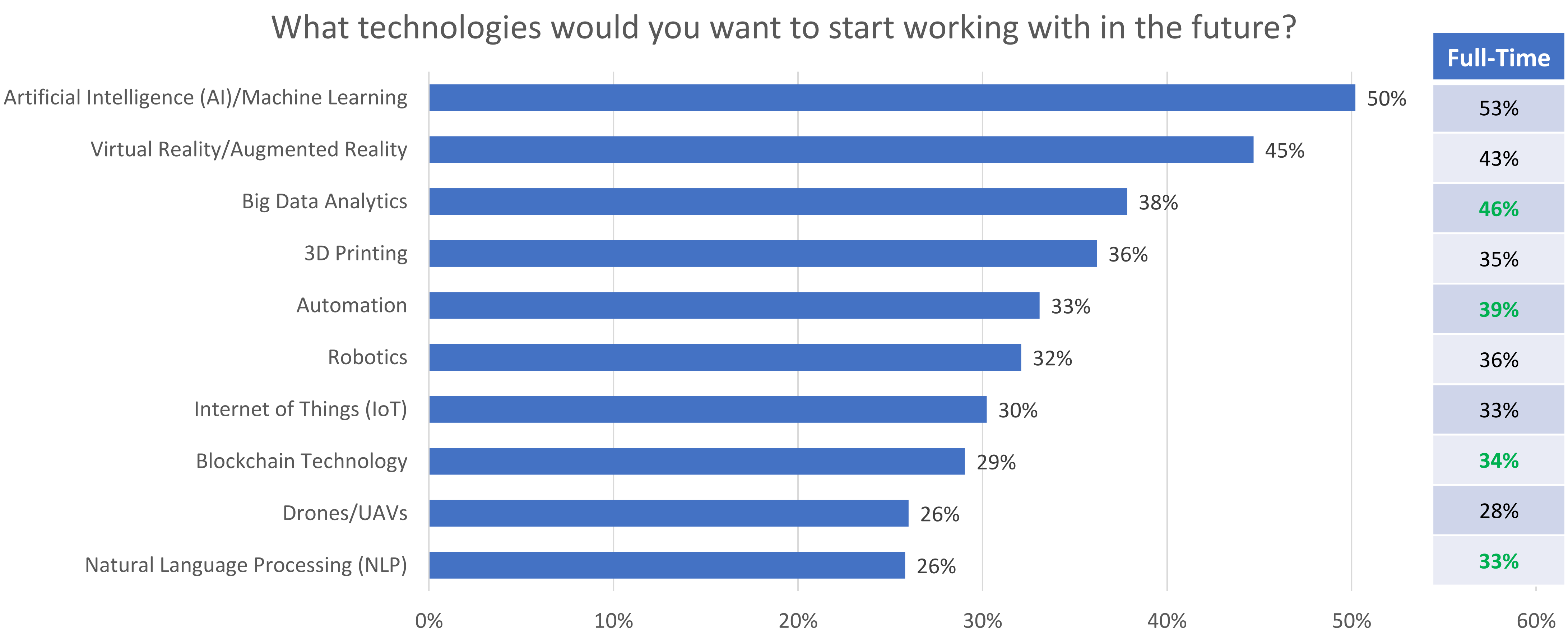
Half of Creators report they will be doing more paid brand work in the next year, as well as exploring new platforms/technologies

- Definfluencing is a big topic in the trade press, but few expect to be doing more of it



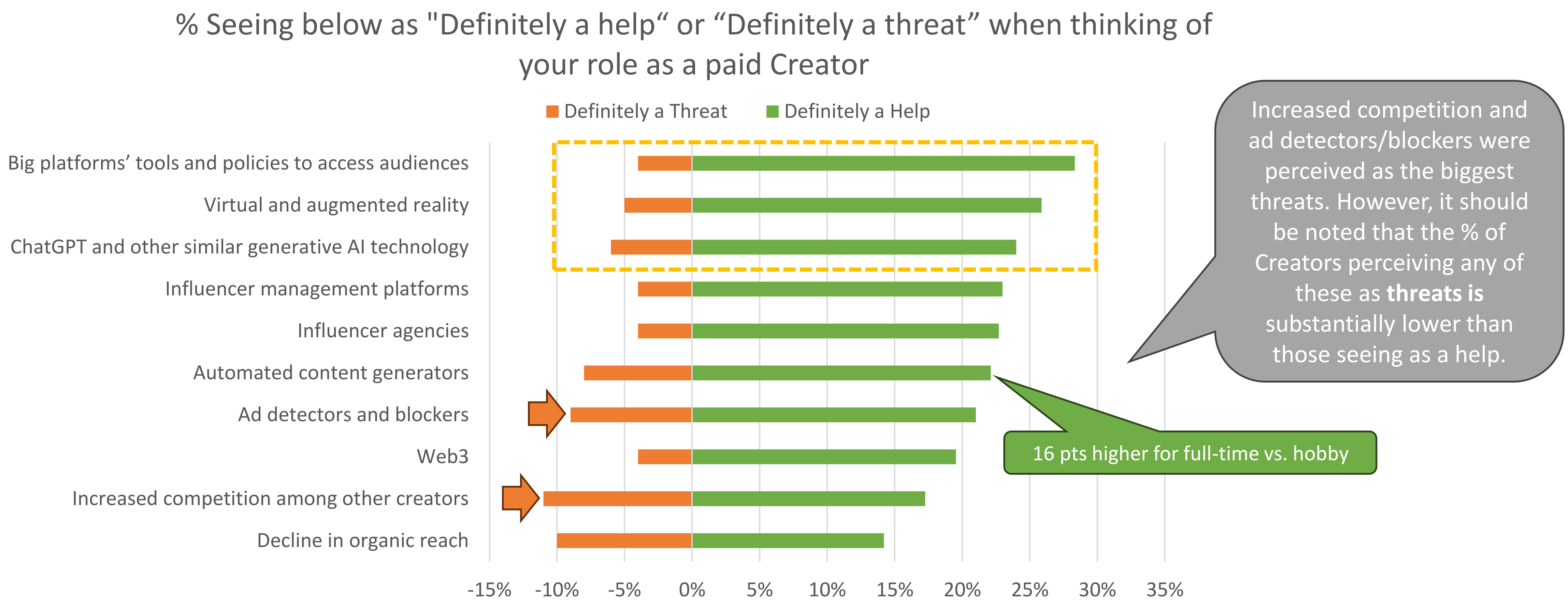
Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Half of paid Creators report wanting to work with AI in the future; big data analytics also on the horizon for full-timers



Base: Creators Ages 16-54 (Total, n=1,045; Full-Time Creators, n=476)
Source: The Keller Advisory Group, Creators Uncovered (2023)

Biggest help: big platform tools/policies to access audiences, virtual/AR
Biggest threats: increased competition and decline in organic reach



Base: Creators Ages 16-54 (Total, n=1,045)
Source: The Keller Advisory Group, Creators Uncovered (2023)

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APPENDIX

List of Base Sizes

Throughout this report, callouts depict results for key segments. The table below shows the base sizes for these segments.

Sample	Total Sample of Creators	Creators Working with Brands on Partnerships/Sponsorships (Drop-Base)
Creators Ages 16-54 (Total Sample)	1,045	598
Full-Time Creators	476	300
Part-Time Creators	333	199
Hobbyists	236	99
Macro Influencers	141	98
Mid-Tier Influencers	288	187
Micro Influencers	234	138
Nano Influencers	382	175
Female	611	345
Male	432	251

Source: The Keller Advisory Group, Creators Uncovered (2023)

Appendix: About the Author

Ed Keller is CEO of the Keller Advisory Group and a visiting Scholar of UPenn's Annenberg School.

He is one of the foremost experts in word of mouth, influencer marketing, and consumer insights. As both an entrepreneur in social data & analytics and a top exec in leading insights agencies, he has built and sold businesses, launched data and insights platforms and products, acquired and integrated businesses, managed global teams, and worked with many of the world's leading brands. He is a sought after board member and advisor for SaaS, data/analytics & MRX companies.

Ed has been called "one of the most recognized names in word of mouth" and was a Social Intelligence 50 honoree in 2023. Ed is inducted into the Word of Mouth Marketing Hall of Fame as well as the Market Research Hall of Fame. He was an ESOMAR Insight250 awardee in 2022. The publication of his book, The Influentials, has been called the "seminal moment in the development of word of mouth." His second book, The Face-to-Face Book: Why Real Relationships Rule in a Digital Marketplace, was named the Best Book in Marketing by the American Marketing Association. He holds patents for (1) System and method for measuring social influence of a brand for improving the brand's performance and (2) System and method of identifying individuals of influence.

Ed is a leader and innovator in word of mouth measurement, analytics, and strategy as well as word of mouth marketing, influencer marketing and the creator economy, social media analytics, and consumer insights. His work has earned numerous awards as well as multiple patents. His clients include many of the largest and most sophisticated marketing organizations in the world across a range of sectors.

Ed was the first Chairman of the Board of the Word of Mouth Marketing Association and has served on the Board of the Advertising Research Foundation. He is a Past President of the Market Research Council and a member of UPenn Annenberg School's Alumni Advisory Board.

Appendix: About the Co-Authors

Heather Evans has twenty years of experience in the field of data and analytics. Heather is currently Head of Product at Engagement Labs, where she plays a vital role in the development and evolution of all major products, including TotalSocial. Heather is an experienced story-teller, weaving word-of-mouth and influencer data and insights in an easy-to-understand manner for a wide variety of industries and brands.

In her prior role at Dow Jones, Heather managed consumer and business-to-business market research, utilizing both quantitative and qualitative approaches. Before that, she held a market intelligence and research position at Factiva, a Dow Jones & Reuters company.

Heather holds a Bachelor of Science degree in Marketing from The College of New Jersey.

Ben Schneider has fifteen years of experience in the field of data and analytics and played a vital role in combining the consumer conversations that occur both online and offline. Currently, as the VP of Data Development at Engagement Labs, Ben works closely with technology partners, to deliver the most actionable data possible to his clients.

In 2013, Ben won the Gold Rising Star Award from the ARF for his work connecting social media, word of mouth and advertising to TV viewership in a groundbreaking study for the CRE. He has also provided custom research services to a wide range of clients in the categories of media, video games, technology, telecom, consumer packaged goods, as well as media agencies.

Ben holds a Bachelor of Science degree in Political Science from Northeastern University.