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?

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.
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**

<table>
<thead>
<tr>
<th>Audiences</th>
<th>Sample Size</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Creators</strong> (n=500 per market)</td>
<td>n=4,535</td>
<td>±1.45% at the 95% level of confidence.</td>
</tr>
<tr>
<td><strong>Gen Z Creators</strong> (n=500 per market)</td>
<td>n=5,111</td>
<td>±1.4% at the 95% level of confidence.</td>
</tr>
</tbody>
</table>

**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.

**MARKETS**

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

**METHOD**

15-minute online survey, Fielded May 2022 (5/4-5/20)
EXECUTIVE SUMMARY
Across the globe, the creator economy is vibrant and growing.

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.

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.

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 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.

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.

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

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.

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

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.

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.

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.

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.

**CREATOR EMPLOYMENT STATUS**

- **Employed full time**
  - South Korea: 67%
  - United Kingdom: 65%
  - France: 64%
  - Germany: 60%
  - United States: 59%
  - Japan: 55%
  - Spain: 55%
  - Brazil: 51%
  - Australia: 49%

- **Employed part time**
  - South Korea: 15%
  - United Kingdom: 18%
  - France: 18%
  - Germany: 18%
  - United States: 25%
  - Japan: 17%
  - Spain: 23%
  - Brazil: 16%
  - Australia: 18%

- **Self-employed full time**
  - South Korea: 5%
  - United Kingdom: 4%
  - France: 4%
  - Germany: 2%
  - United States: 3%
  - Japan: 5%
  - Spain: 3%
  - Brazil: 7%
  - Australia: 6%

- **Self-employed part time**
  - South Korea: 8%
  - United Kingdom: 11%
  - France: 8%
  - Germany: 12%
  - United States: 8%
  - Japan: 12%
  - Spain: 9%
  - Brazil: 16%
  - Australia: 20%

- **Other (Student, retired, homemaker, unemployed)**
  - South Korea: 6%
  - United Kingdom: 5%
  - France: 7%
  - Germany: 4%
  - United States: 2%
  - Japan: 2%
  - Spain: 5%
  - Brazil: 3%
  - Australia: 17%

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.

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.

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

Brazil 67% 62% 61% 58% 61% 53% 48% 40%
Spain 77% 67% 62% 54% 53% 54% 47% 47%
Germany 62% 61% 53% 48% 44% 44% 41% 16%
UK 61% 58% 53% 48% 44% 41% 28% 16%
US 58% 54% 53% 48% 43% 41% 16% 28%
France 61% 58% 53% 48% 44% 41% 28% 16%
South Korea 61% 58% 53% 48% 44% 41% 28% 16%
Japan 61% 58% 53% 48% 44% 41% 28% 16%

“CREATIVITY AND BEING CREATIVE COMES EASILY TO ME”
% Agree (T2B)

Spain US Brazil Germany UK Australia France South Korea Japan
55% 54% 53% 47% 44% 44% 41% 28% 16%

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
Isn’t afraid of experimenting and expressing themselves.”

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

**ACTIVITY PARTICIPATION**

<table>
<thead>
<tr>
<th>Activity</th>
<th>% selecting response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography</td>
<td>100%</td>
</tr>
<tr>
<td>Creative writing</td>
<td>63%</td>
</tr>
<tr>
<td>Painting/illustration</td>
<td>65%</td>
</tr>
<tr>
<td>Filmmaking</td>
<td>70%</td>
</tr>
<tr>
<td>Graphic design</td>
<td>62%</td>
</tr>
<tr>
<td>Woodworking/ metalworking, etc.</td>
<td>57%</td>
</tr>
<tr>
<td>VR or AR experiences</td>
<td>62%</td>
</tr>
<tr>
<td>Fashion design</td>
<td>57%</td>
</tr>
<tr>
<td>Music creation</td>
<td>55%</td>
</tr>
<tr>
<td>App/website creation/ gaming dev</td>
<td>57%</td>
</tr>
<tr>
<td>Creating podcasts</td>
<td>56%</td>
</tr>
<tr>
<td>NFTs</td>
<td>54%</td>
</tr>
</tbody>
</table>

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.

Demographics:

<table>
<thead>
<tr>
<th></th>
<th>Creators</th>
<th>Influencers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man/men</td>
<td>52%</td>
<td>60%</td>
</tr>
<tr>
<td>Mean Age</td>
<td>40 years</td>
<td>35 years</td>
</tr>
<tr>
<td>HHI - % T3 Income bracket</td>
<td>27%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Top Motivators:

<table>
<thead>
<tr>
<th></th>
<th>Creators</th>
<th>Influencers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wanted to express myself</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Can make money/turn it into a career</td>
<td>26%</td>
<td>43%</td>
</tr>
<tr>
<td>Wanted to explore an interest or passion</td>
<td>40%</td>
<td>42%</td>
</tr>
</tbody>
</table>

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.

**YEARS OF CONTENT EXPERIENCE**

<table>
<thead>
<tr>
<th></th>
<th>Creator</th>
<th>Influencer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 2 years</td>
<td>52%</td>
<td>42%</td>
</tr>
<tr>
<td>3+ Years</td>
<td>48%</td>
<td>58%*</td>
</tr>
</tbody>
</table>

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

**TIME SPENT PER WEEK ON CONTENT DEVELOPMENT**

<table>
<thead>
<tr>
<th></th>
<th>Creator</th>
<th>Influencer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly or less</td>
<td>32%</td>
<td>11%</td>
</tr>
<tr>
<td>At least weekly</td>
<td>68%</td>
<td>89%</td>
</tr>
<tr>
<td>Daily</td>
<td>2%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**AVERAGE NUMBER OF CREATIVE ACTIVITIES**

<table>
<thead>
<tr>
<th></th>
<th>Creator</th>
<th>Influencer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.8</td>
<td>4.0</td>
</tr>
</tbody>
</table>

**POSTING FREQUENCY**

9 hrs/week

15 hrs/week
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.

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

- **Creator**: 70%
- **Influencer**: 62%

**AVERAGE HOURLY WAGE**

- **Creator**: $61 per hour
- **Influencer**: $81 per hour

~$122k annually, if done full-time
~$162k annually, if done full-time

**COMPARABLE PROFESSIONAL INCOMES HOURLY WAGE**

- **Software Engineer**: $160K
- **Lawyer**: $129K
- **CPA**: $119K

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**

<table>
<thead>
<tr>
<th>Country</th>
<th>Creators</th>
<th>Influencers</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>77%</td>
<td>81%</td>
</tr>
<tr>
<td>UK</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>France</td>
<td>59%</td>
<td>61%</td>
</tr>
<tr>
<td>Germany</td>
<td>74%</td>
<td>83%</td>
</tr>
<tr>
<td>Spain</td>
<td>53%</td>
<td>55%</td>
</tr>
<tr>
<td>Brazil</td>
<td>58%</td>
<td>61%</td>
</tr>
<tr>
<td>Australia</td>
<td>74%</td>
<td>78%</td>
</tr>
<tr>
<td>Japan</td>
<td>70%</td>
<td>45%</td>
</tr>
<tr>
<td>South Korea</td>
<td>51%</td>
<td>60%</td>
</tr>
</tbody>
</table>

**HOURLY RATE**

<table>
<thead>
<tr>
<th>Country</th>
<th>Creators $ per hour</th>
<th>Influencers $ per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>54.84</td>
<td>76.61</td>
</tr>
<tr>
<td>UK</td>
<td>113.19</td>
<td>146.86</td>
</tr>
<tr>
<td>France</td>
<td>68.08</td>
<td>83.54</td>
</tr>
<tr>
<td>Germany</td>
<td>90.68</td>
<td>126.61</td>
</tr>
<tr>
<td>Spain</td>
<td>36.99</td>
<td>46.31</td>
</tr>
<tr>
<td>Brazil</td>
<td>27.12</td>
<td>35.01</td>
</tr>
<tr>
<td>Australia</td>
<td>75.00</td>
<td>75.09</td>
</tr>
<tr>
<td>Japan</td>
<td>39.04</td>
<td>54.55</td>
</tr>
<tr>
<td>South Korea</td>
<td>47.31</td>
<td>69.94</td>
</tr>
</tbody>
</table>

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 Korea (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 Korea (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 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’

---

**FUTURE ASPIRATIONS**

% Aspire to be both an Influencer and Business Owner

<table>
<thead>
<tr>
<th></th>
<th>11%</th>
<th>12%</th>
<th>15%</th>
<th>9%</th>
<th>3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creators</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gen Z</td>
<td>39%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Millenial</td>
<td></td>
<td>45%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gen X</td>
<td></td>
<td></td>
<td>44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boomer</td>
<td></td>
<td></td>
<td></td>
<td>37%</td>
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</tr>
</tbody>
</table>

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525. 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?

525 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.

FUTURE ASPIRATIONS
% Aspire to be both an Influencer and Business Owner

<table>
<thead>
<tr>
<th>Country</th>
<th>US</th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Spain</th>
<th>Brazil</th>
<th>Australia</th>
<th>Japan</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Current goal is becoming an influencer</td>
<td>35%</td>
<td>30%</td>
<td>17%</td>
<td>16%</td>
<td>18%</td>
<td>34%</td>
<td>24%</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>% Interest in owning a business to make money from creative content shared online: ‘Yes—it’s what I’m working towards’</td>
<td>37%</td>
<td>35%</td>
<td>40%</td>
<td>32%</td>
<td>38%</td>
<td>47%</td>
<td>37%</td>
<td>35%</td>
<td>49%</td>
</tr>
</tbody>
</table>

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.

32

525. 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.

ACTIVITIES PARTICIPATED IN AND BUSINESS OWNERSHIP INTEREST (% selecting response)

- Photography/photo editing: 63%
- Painting/illustration/animation/visual arts: 63%
- Creative writing: 65%
- Filmmaking/video editing: 67%
- Graphic design: 76%
- Fashion design/creation: 75%
- Music creation/production: 76%
- App/website creation/gaming development: 77%
- VR (Virtual Reality) / AR (Augmented Reality): 79%
- Woodworking/metalworking/sculpture/ceramics: 76%
- Creating/producing podcasts: 78%
- NFTs (non-fungible token): 87%

The more niche the activity they participate in, the more likely they want to be a business owner.
CREATING ON SOCIAL IS ESSENTIAL FOR EMOTIONAL WELL-BEING
“Creative people are happy people.”

— CREATOR, SOUTH KOREA
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 WHO POST MOST FREQUENTLY AND SPEND THE MOST TIME CREATING SOCIAL CONTENT ARE ALSO THE MOST POSITIVE. |

<table>
<thead>
<tr>
<th>General Overall Mood</th>
<th>% who describe their mood as positive (T3B)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Creators</strong></td>
<td></td>
</tr>
<tr>
<td><em>creators</em></td>
<td>62%</td>
</tr>
<tr>
<td><em>gen z creators</em></td>
<td>58%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Posting Frequency Among Creators</th>
<th>Daily Social Posters</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL CREATORS</td>
<td>71%</td>
</tr>
<tr>
<td>gen z creators</td>
<td>65%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Creation Time Among Creators</th>
<th>Spend 10+ hours per week creating social content</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL CREATORS</td>
<td>67%</td>
</tr>
<tr>
<td>gen z creators</td>
<td>61%</td>
</tr>
</tbody>
</table>

**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 positive (T3B)

<table>
<thead>
<tr>
<th>CREATORS</th>
<th>US</th>
<th>UK</th>
<th>FRANCE</th>
<th>GERMANY</th>
<th>SPAIN</th>
<th>BRAZIL</th>
<th>AUSTRALIA</th>
<th>JAPAN</th>
<th>SOUTH KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>62%</td>
<td>70%</td>
<td>64%</td>
<td>62%</td>
<td>53%</td>
<td>74%</td>
<td>80%</td>
<td>67%</td>
<td>46%</td>
<td>42%</td>
</tr>
</tbody>
</table>

SOCIAL POSTING FREQUENCY

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>UK</th>
<th>FRANCE</th>
<th>GERMANY</th>
<th>SPAIN</th>
<th>BRAZIL</th>
<th>AUSTRALIA</th>
<th>JAPAN</th>
<th>SOUTH KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>71%</td>
<td>83%</td>
<td>65%</td>
<td>58%</td>
<td>60%</td>
<td>76%</td>
<td>85%</td>
<td>80%</td>
<td>58%</td>
</tr>
<tr>
<td>Weekly</td>
<td>66%</td>
<td>72%</td>
<td>65%</td>
<td>61%</td>
<td>55%</td>
<td>76%</td>
<td>83%</td>
<td>68%</td>
<td>54%</td>
</tr>
<tr>
<td>Monthly or Less</td>
<td>54%</td>
<td>61%</td>
<td>63%</td>
<td>64%</td>
<td>49%</td>
<td>68%</td>
<td>71%</td>
<td>64%</td>
<td>33%</td>
</tr>
</tbody>
</table>

TIME SPENT CREATING SOCIAL CONTENT

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>UK</th>
<th>FRANCE</th>
<th>GERMANY</th>
<th>SPAIN</th>
<th>BRAZIL</th>
<th>AUSTRALIA</th>
<th>JAPAN</th>
<th>SOUTH KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>10+ hrs / week</td>
<td>67%</td>
<td>74%</td>
<td>70%</td>
<td>66%</td>
<td>53%</td>
<td>75%</td>
<td>86%</td>
<td>70%</td>
<td>54%</td>
</tr>
<tr>
<td>9 hrs or less / week</td>
<td>60%</td>
<td>67%</td>
<td>62%</td>
<td>60%</td>
<td>53%</td>
<td>74%</td>
<td>78%</td>
<td>65%</td>
<td>43%</td>
</tr>
</tbody>
</table>

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
Countries with a higher share of creators who **post weekly** tend to also have a higher share of positive Creators.
Among those who earn money, like business owners and influencers, posting daily further boosts positivity.

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Creators</th>
<th>Daily Social Posters</th>
<th>Business owner</th>
<th>Influencer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going outside in nature</td>
<td>35%</td>
<td>30%</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>Seeing and/or talking to friends or family</td>
<td>34%</td>
<td>29%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Listening to music</td>
<td>34%</td>
<td>32%</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Exercising</td>
<td>34%</td>
<td>31%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>Using social or creating social content</td>
<td>30%</td>
<td>39%</td>
<td>43%</td>
<td>47%</td>
</tr>
</tbody>
</table>

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)

I feel using social media causes me anxiety

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

ANTICIPATE DEVELOPING CREATIVE OR ORIGINAL SOCIAL CONTENT TO SHARE...
% Agree (T3B)

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?
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? 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

<table>
<thead>
<tr>
<th>Cause</th>
<th>Gen Z</th>
<th>Millennial</th>
<th>Gen X</th>
<th>Boomer+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial equality/equity</td>
<td>61%</td>
<td>55%</td>
<td>56%</td>
<td>52%</td>
</tr>
<tr>
<td>Women's rights</td>
<td>60%</td>
<td>55%</td>
<td>55%</td>
<td>59%</td>
</tr>
<tr>
<td>Climate change</td>
<td>58%</td>
<td>57%</td>
<td>58%</td>
<td>58%</td>
</tr>
<tr>
<td>Gender equality/equity</td>
<td>64%</td>
<td>64%</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Social justice</td>
<td>57%</td>
<td>59%</td>
<td>60%</td>
<td>53%</td>
</tr>
<tr>
<td>Food/housing security</td>
<td>54%</td>
<td>54%</td>
<td>57%</td>
<td>54%</td>
</tr>
<tr>
<td>Education/literacy issues</td>
<td>54%</td>
<td>54%</td>
<td>59%</td>
<td>54%</td>
</tr>
<tr>
<td>Diversity and inclusion</td>
<td>52%</td>
<td>51%</td>
<td>54%</td>
<td>51%</td>
</tr>
<tr>
<td>Conflict in Ukraine</td>
<td>64%</td>
<td>64%</td>
<td>65%</td>
<td>64%</td>
</tr>
<tr>
<td>LGBTQIA+ issues</td>
<td>67%</td>
<td>67%</td>
<td>67%</td>
<td>67%</td>
</tr>
<tr>
<td>Immigration</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
</tr>
</tbody>
</table>

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.

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.

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)

PERCEIVED IMPACT OF ONLINE CONTENT ON SOCIAL CAUSES
% who selected T2B Impact

<table>
<thead>
<tr>
<th></th>
<th>Creators</th>
<th>Influencers</th>
<th>Social Cause Creators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creates/increases awareness</td>
<td>51%</td>
<td>51%</td>
<td>60%</td>
</tr>
<tr>
<td>Gives a voice to people who otherwise wouldn’t have one</td>
<td>49%</td>
<td>48%</td>
<td>58%</td>
</tr>
<tr>
<td>Makes it easier for people to voice opinions on social movements</td>
<td>47%</td>
<td>52%</td>
<td>60%</td>
</tr>
<tr>
<td>Brings people together/creates community</td>
<td>46%</td>
<td>47%</td>
<td>55%</td>
</tr>
<tr>
<td>Helps solve issues</td>
<td>35%</td>
<td>41%</td>
<td>45%</td>
</tr>
<tr>
<td>Helps raise money</td>
<td>30%</td>
<td>39%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Highlighted text indicates significant difference between groups at the 95% confidence level
FURTHERMORE, THERE ARE LARGE BENEFITS—SOCIAL CAUSE CREATORS FEEL THE MOST POSITIVE AND ARE MORE LIKELY TO CREATE MORE OFTEN IN THE FUTURE.

**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% OF INFLUENCERS (vs. 28% of overall content creators) 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)