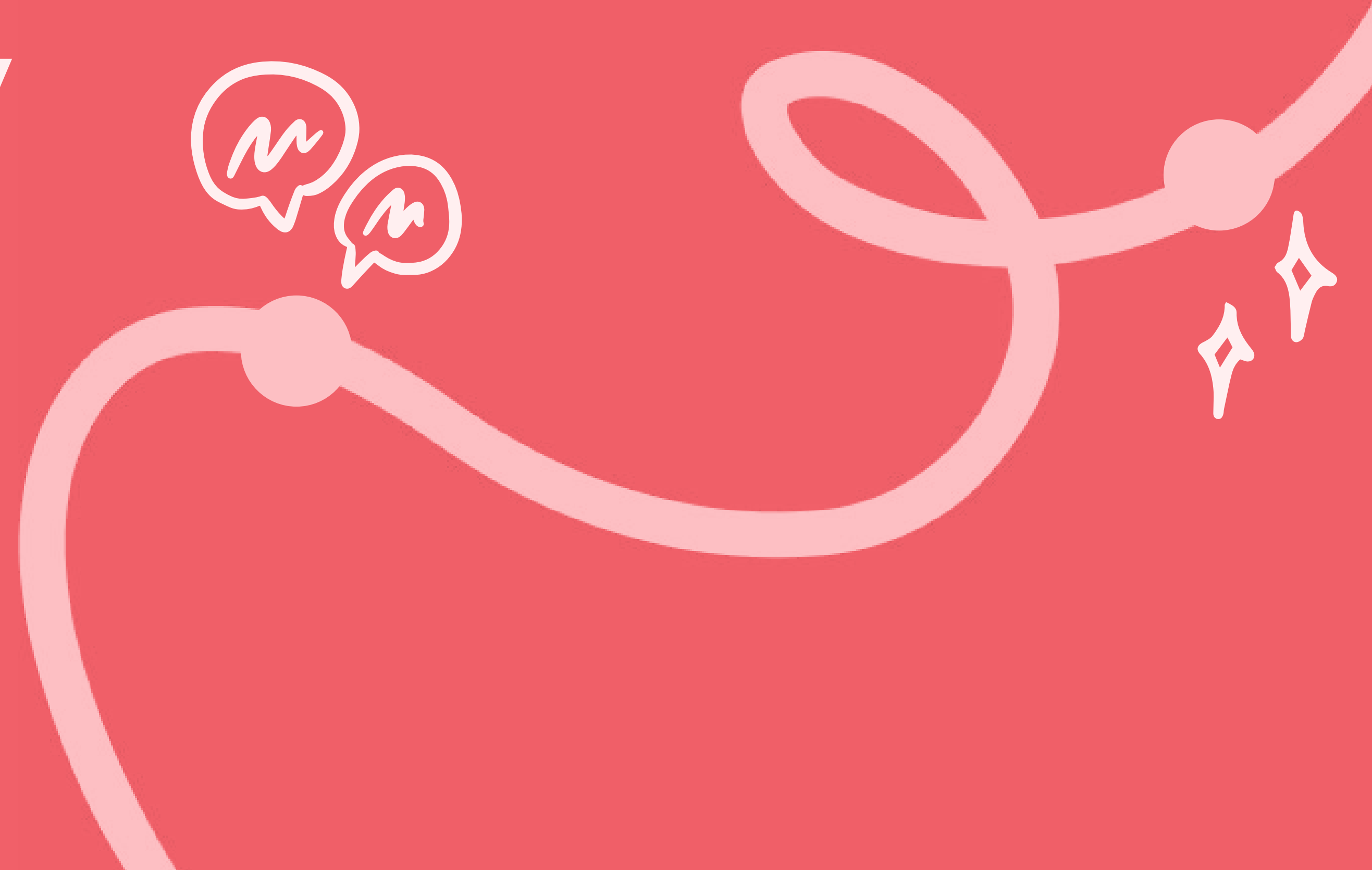


State of the Creator Economy 2024

POWERED BY  ConvertKit



The creator economy is all about people using tech and creativity to connect with audiences around the world.

We asked **1,000 creators** to share an inside look at their business and plans for the upcoming year. They told us about the easiest (and most lucrative) income streams, how the economy affects their perspectives, and even gave us a few surprises when it comes to their content creation choices and income ranges.

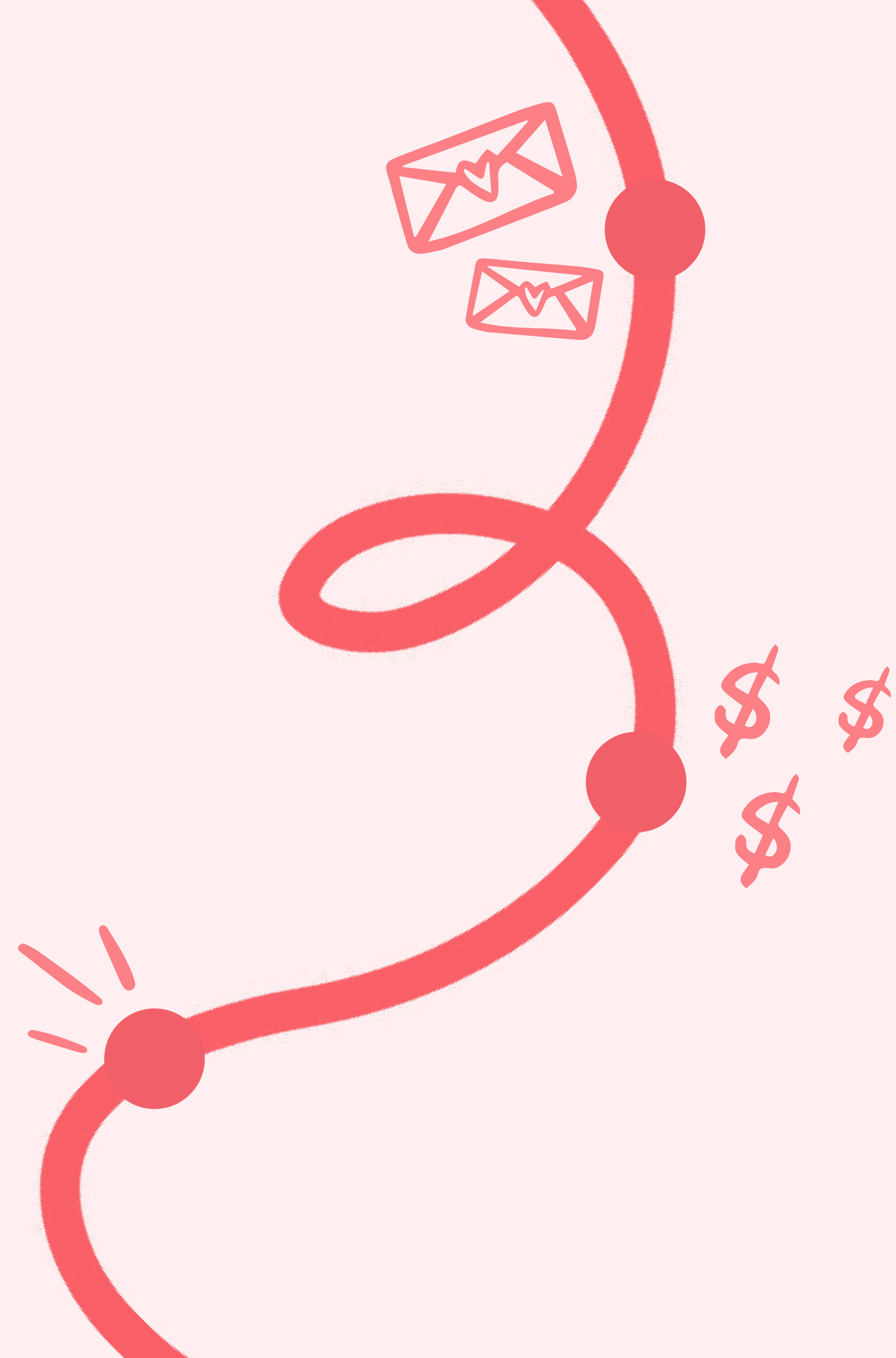


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01

The creators of 2024

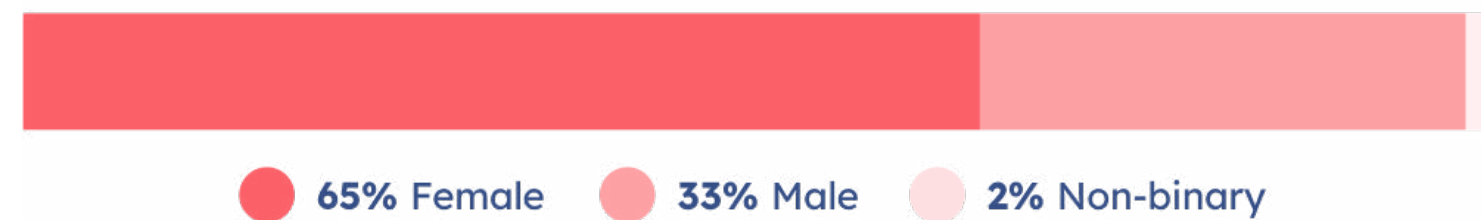
Here's what we learned about the
people behind the businesses.

The creator economy is consistently woman-led



One group consistently outnumbers the rest—women.

Creators by gender identity

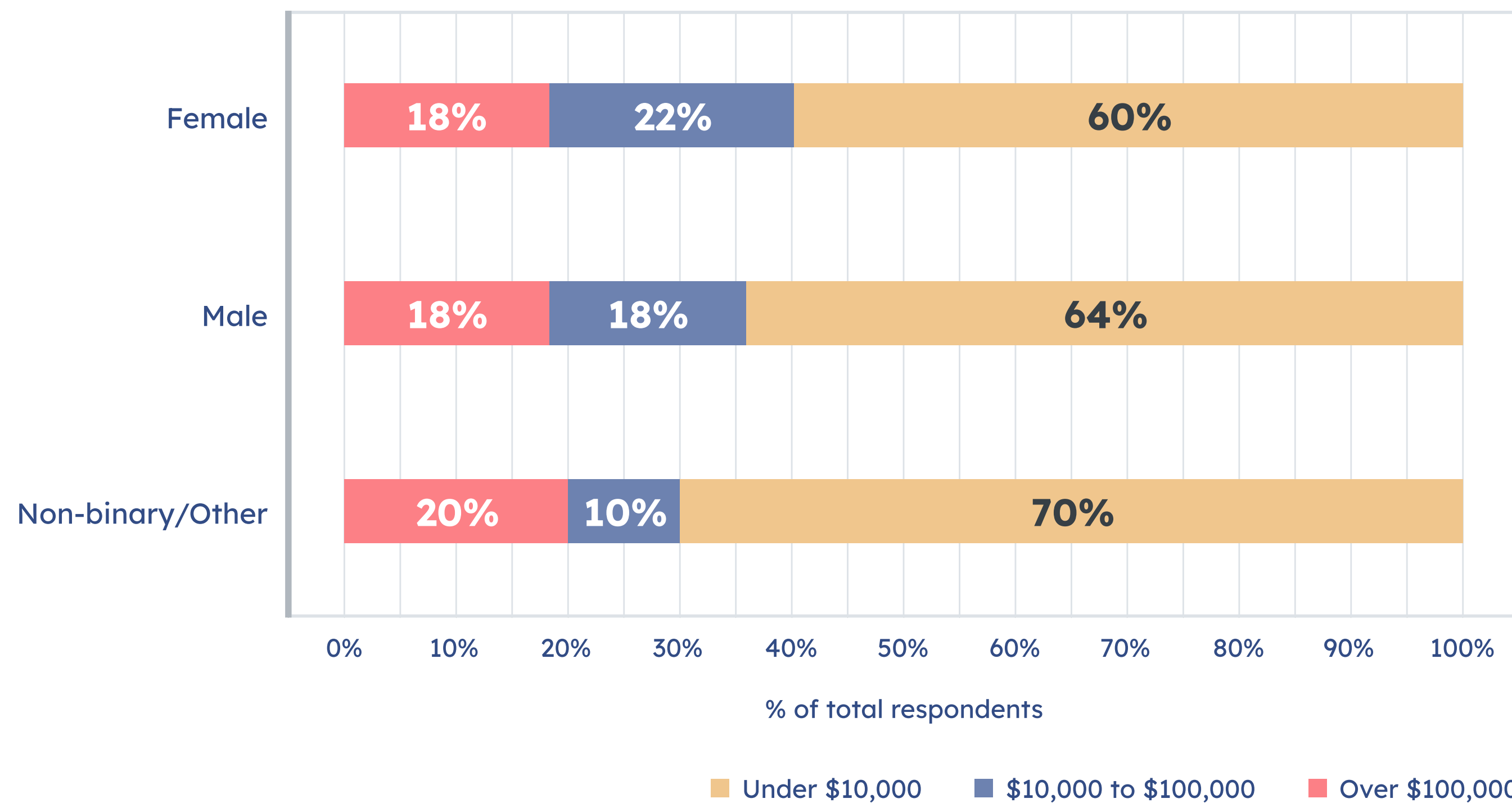


While the demographic split has been about the same year over year, there's a positive trend in earning equality across the board in the creator economy.

Since our first report in 2022, women were less likely than men to make over \$100,000 a year.

This year, though, **there's an equal proportion of men and women earning six-figures or more.**

Earning equality in the creator economy has improved



Six, 6-figure+ earning female creators



Bonnie Christine
Founder of Bonnie Christine



Gillian Perkins
Digital Marketing Strategist and
CEO of Startup Society



Nisha Vora
Founder of Rainbow
Plant Life



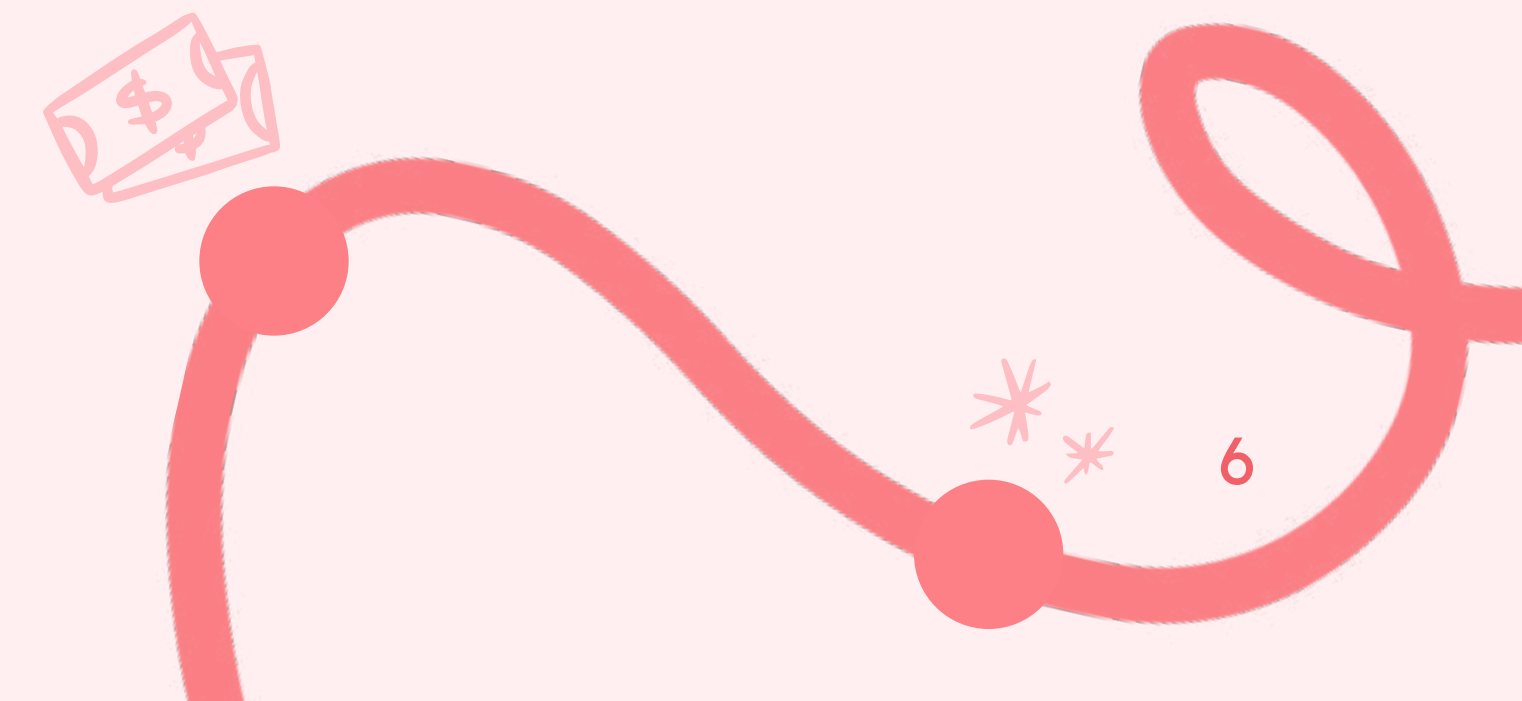
Chaitra Radhakrishna
Founder of Pinkpot Studio



Abbey Ashley
Founder & CEO
of The Virtual Savvy



XayLi Barclay
Camera Confidence Coach





Bonnie Christine
Founder,
Bonnie Christine

I think one of the most important things you can do is connect the money you earn (or hope to earn) to the purpose and impact you hope to have. Money doesn't make you happy, but it makes things possible. Maybe you want to pay off debt and set your family up for generational success. Maybe you want to give away more than you keep to make an impact in the places of this world you want to do most. Maybe you want to create jobs for other women in your industry. Whatever it is, connect it to your purpose and let the sky be the limit.



XayLi Barclay
Camera Confidence Coach

Realizing I was giving my all and still not able to live the life that I desired helped me overcome the struggle of feeling like it was okay to earn a certain amount. That moment was eye opening for me. After this realization, I began to respect my time and the quality of work I was doing. I was also able to raise my prices based on what I desired to make instead of only being focused on setting random prices for my work.

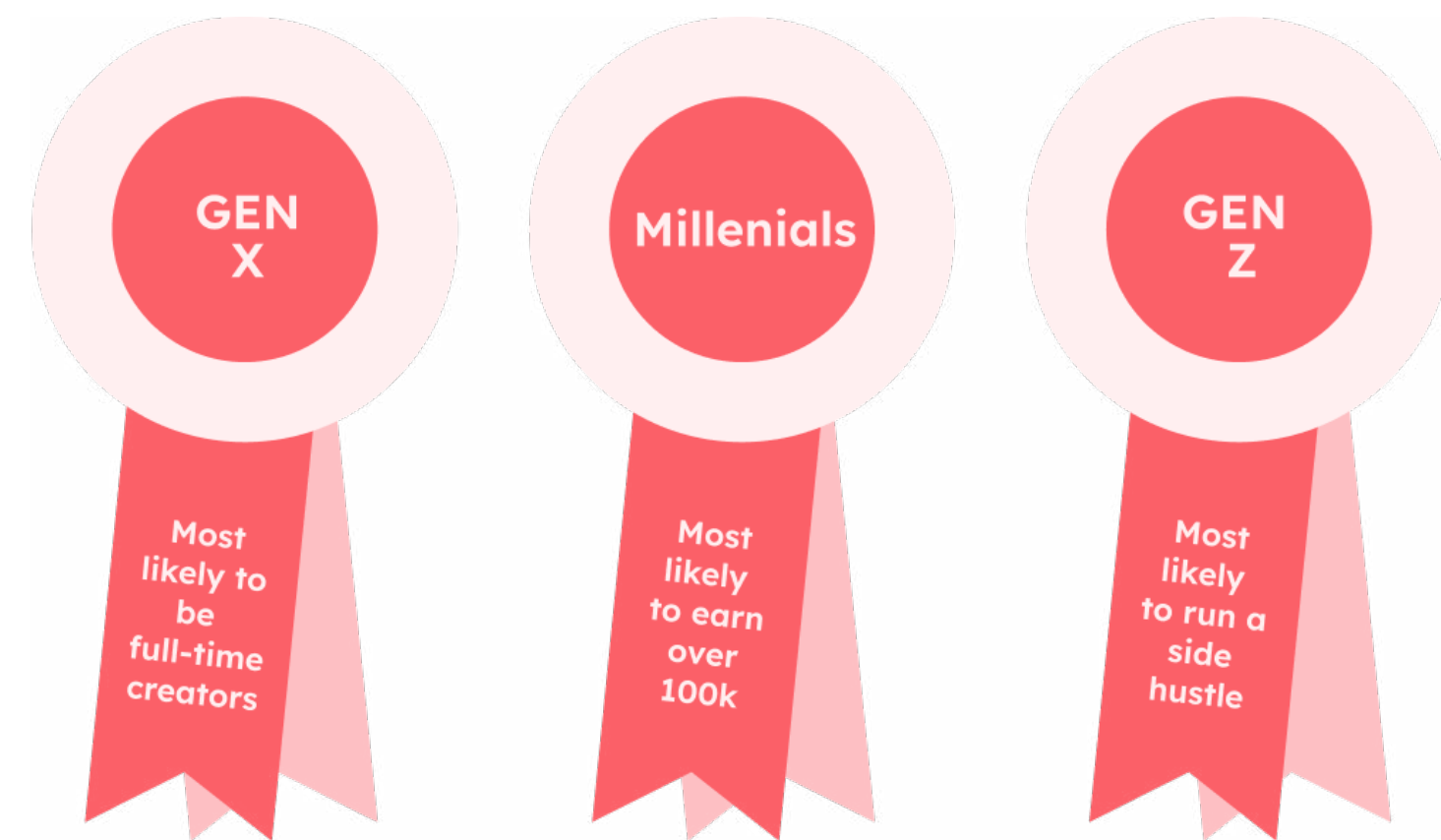


Abbey Ashley
Founder & CEO,
The Virtual Savvy

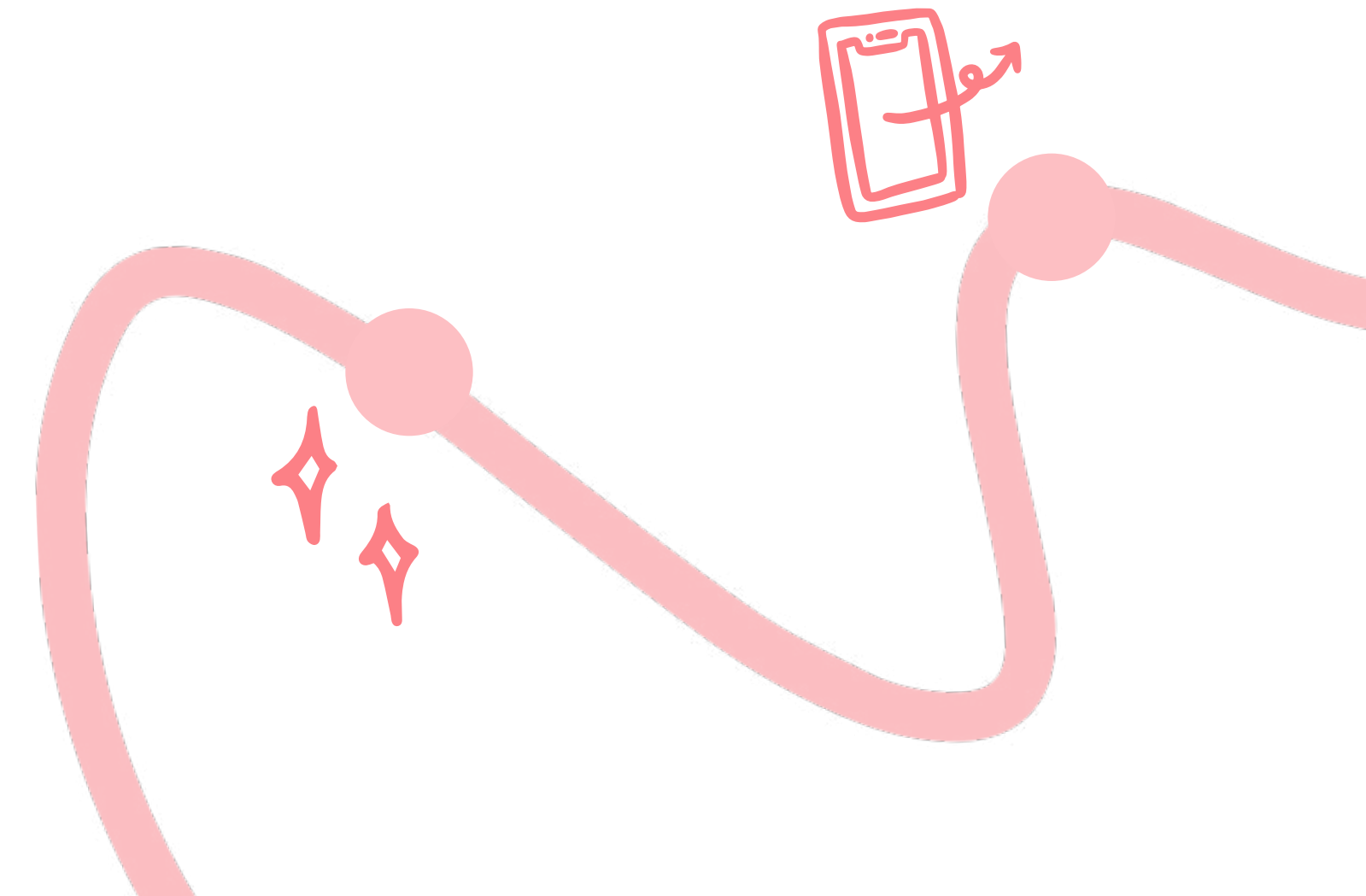
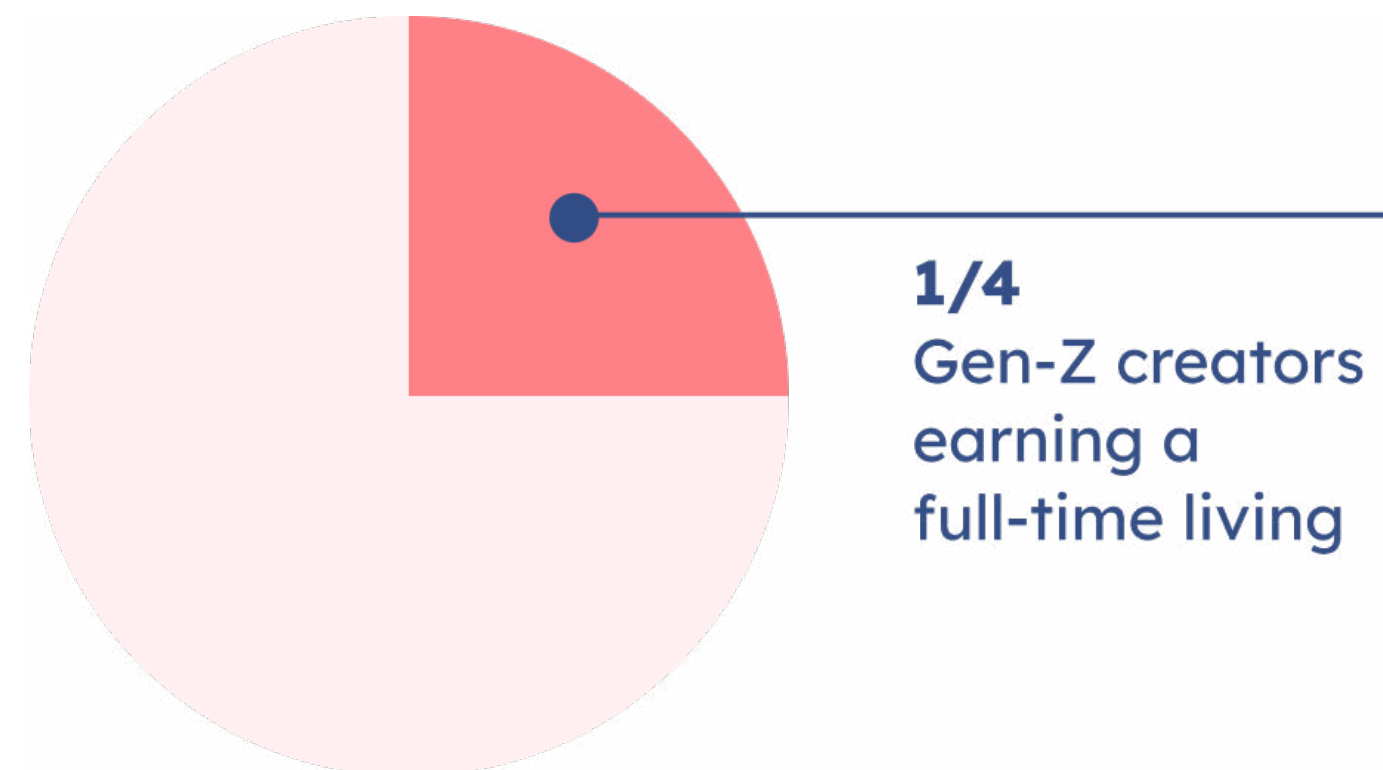
I often feel very alone as a 7-figure female business owner. I literally can count on one hand the women I am in personal relationship with that have hit that milestone. I think the most important thing is for others to know, "You're not alone in this journey".

Generational differences in the creator economy

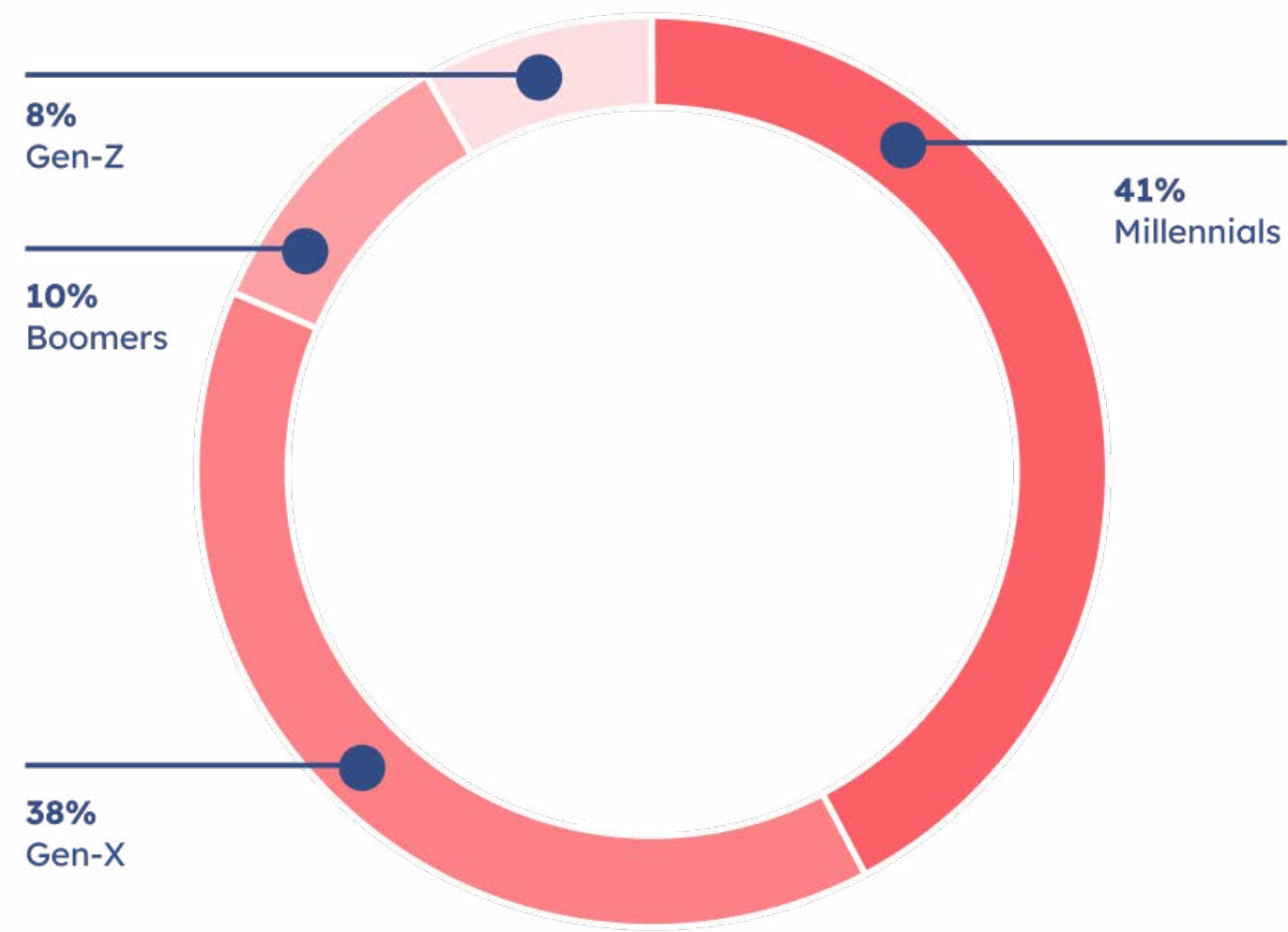
Cultural differences between generations are clear when you ask a boomer vs. Gen-Z to pantomime answering a phone call, but are there generational differences showing up in the creator space?



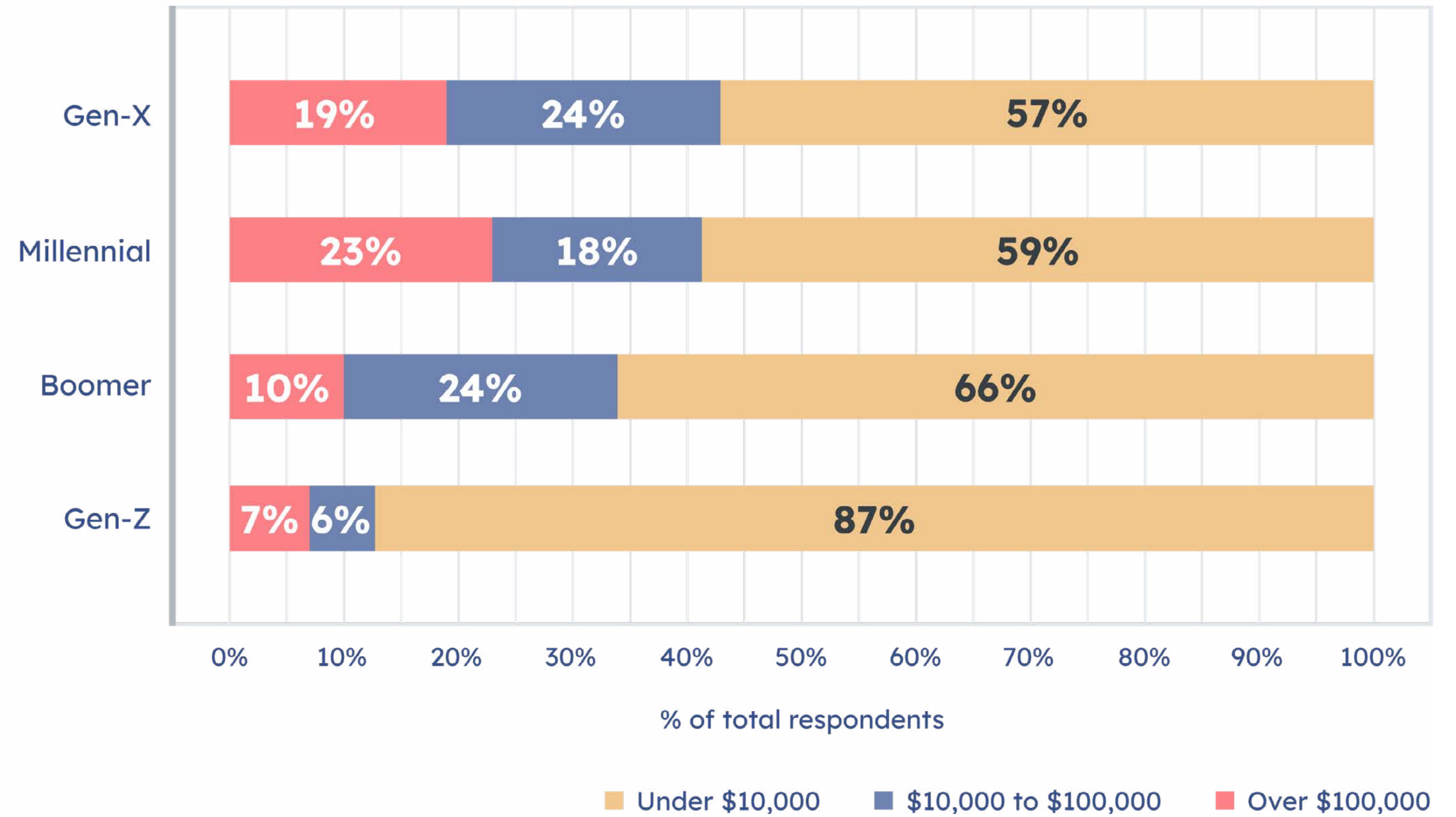
Gen-Z is the side-hustle generation, accounting for the largest share of hobbyists and part-time creators. And while **87% of Gen-Z creators earn under \$10,000 a year**, there are some positive trends for Gen-Z. In our first report, around 3% of Gen-Z respondents were full-time creators and now around a quarter of all Gen-Z creators make a full-time living from their business.



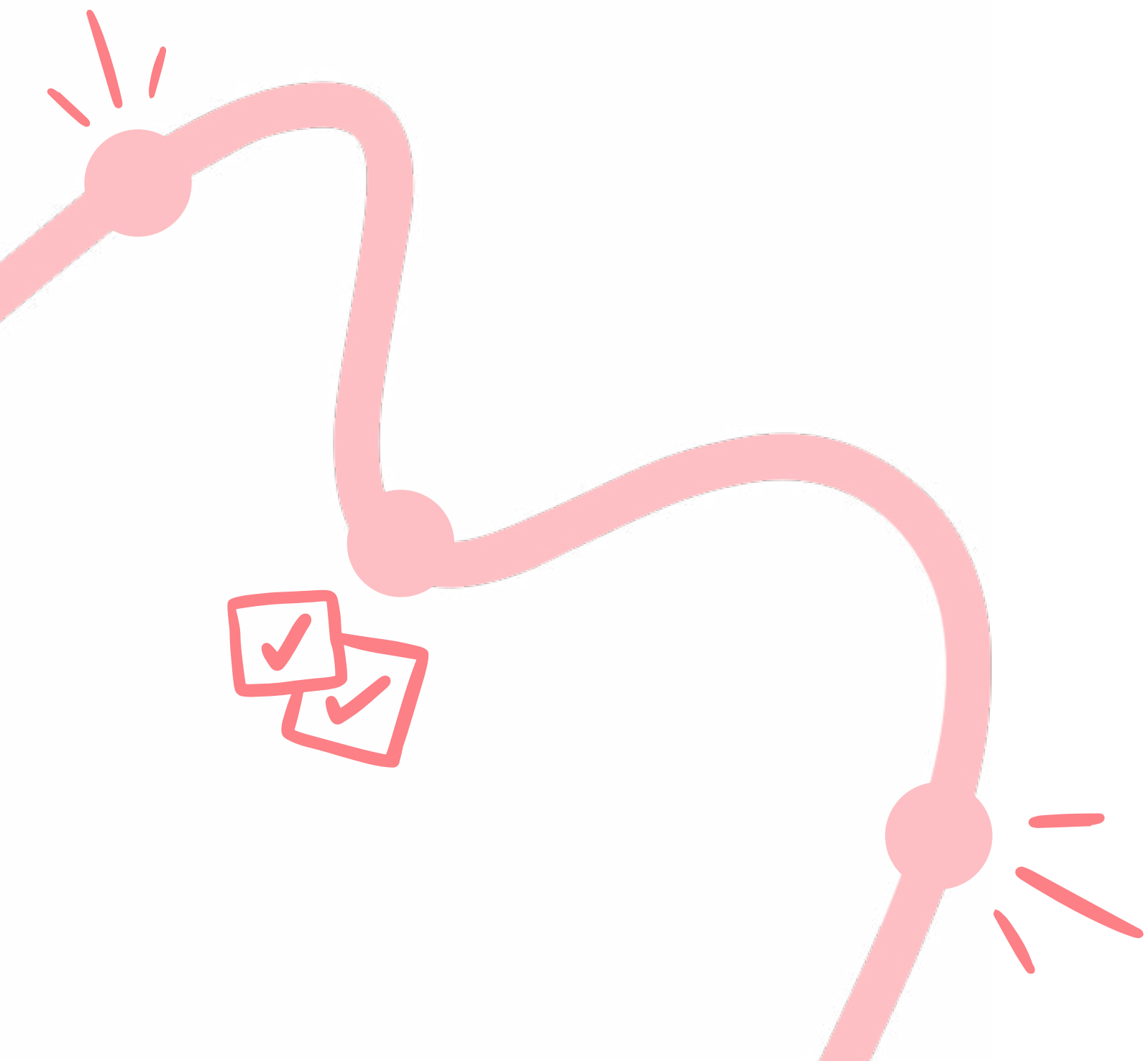
Creators by generation



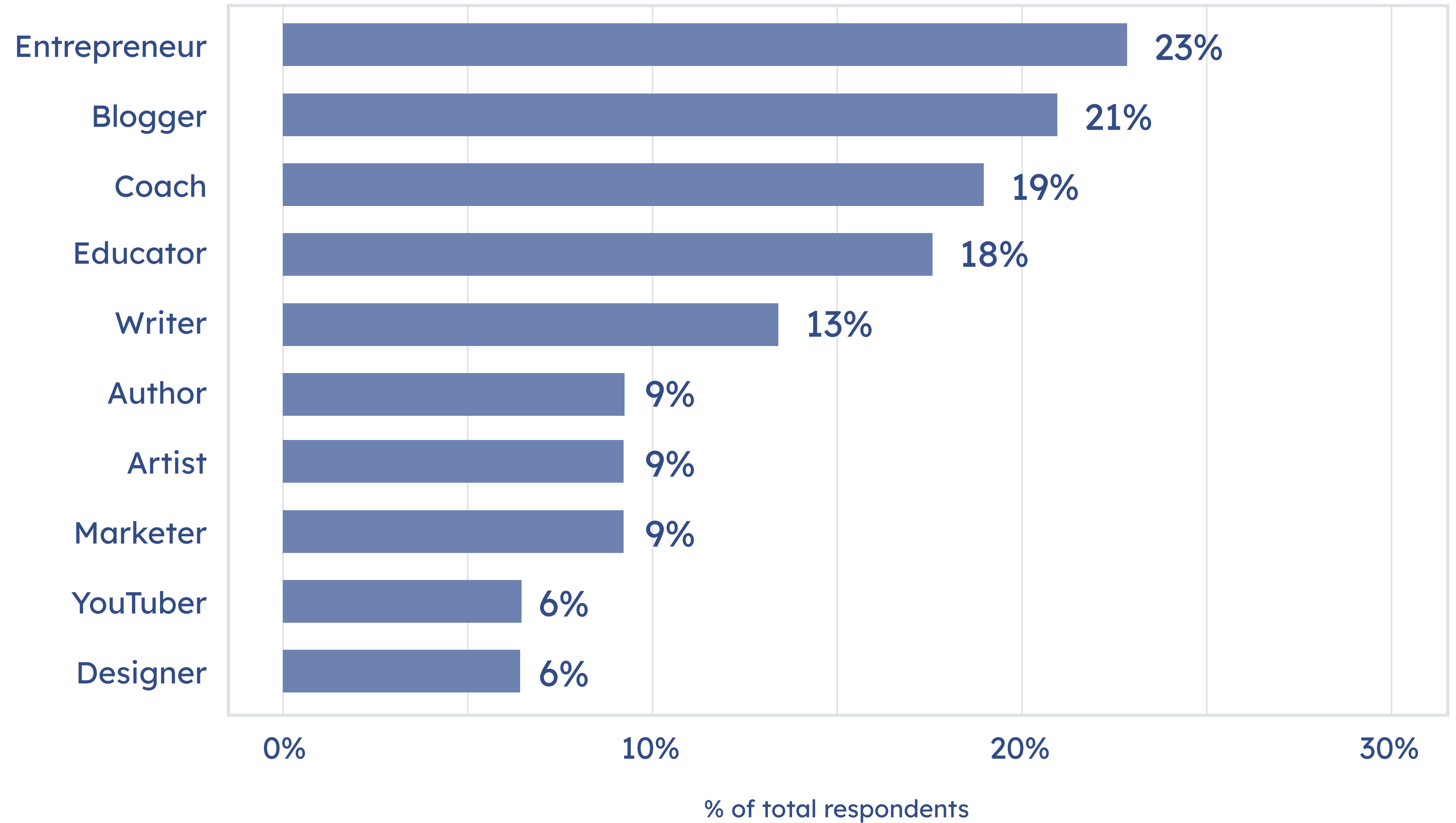
Generational income split



Bonus stats about the creators of 2024

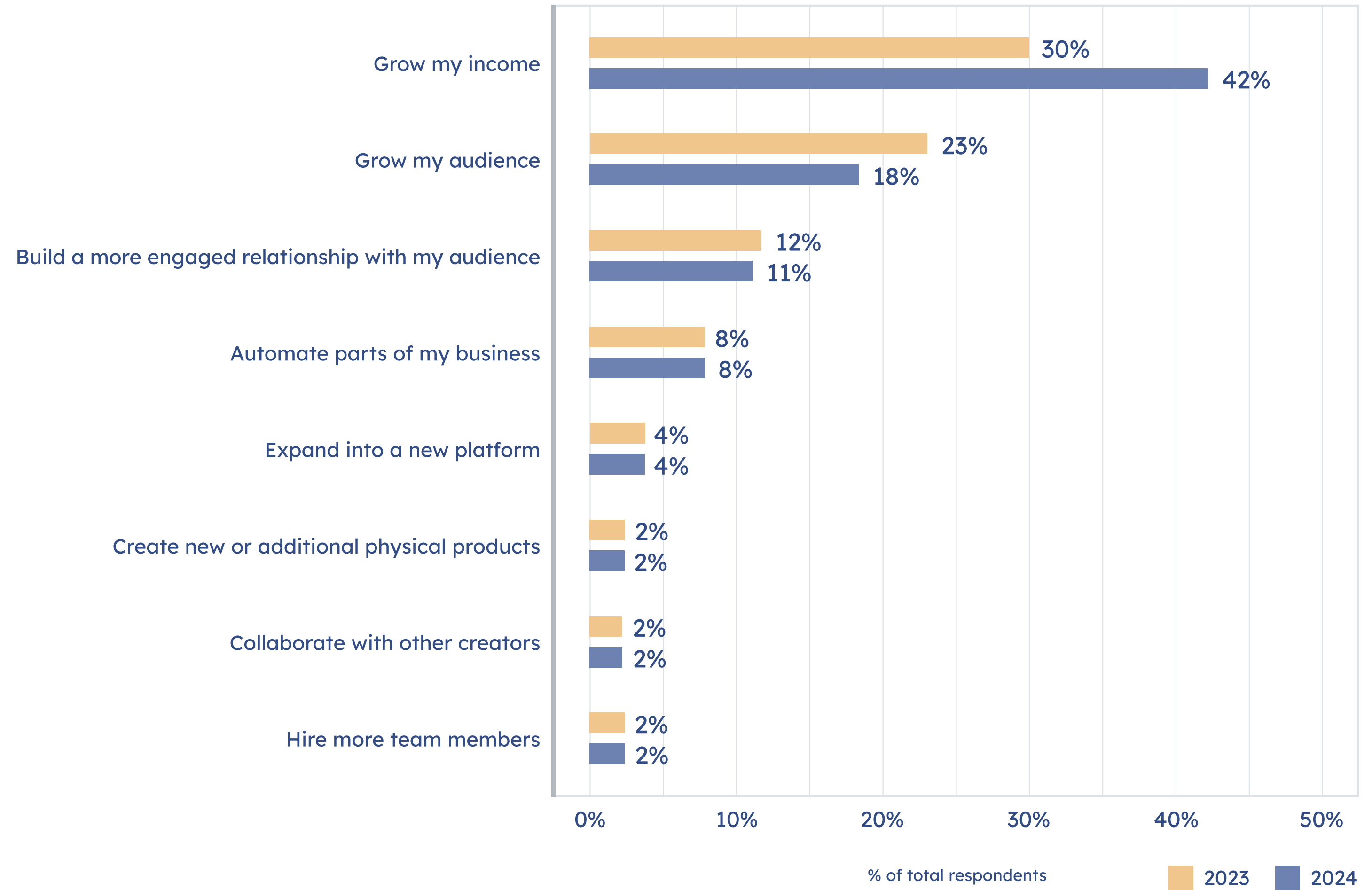


Top 10 most common creator types in 2023





Creators' top priorities for 2023 and 2024



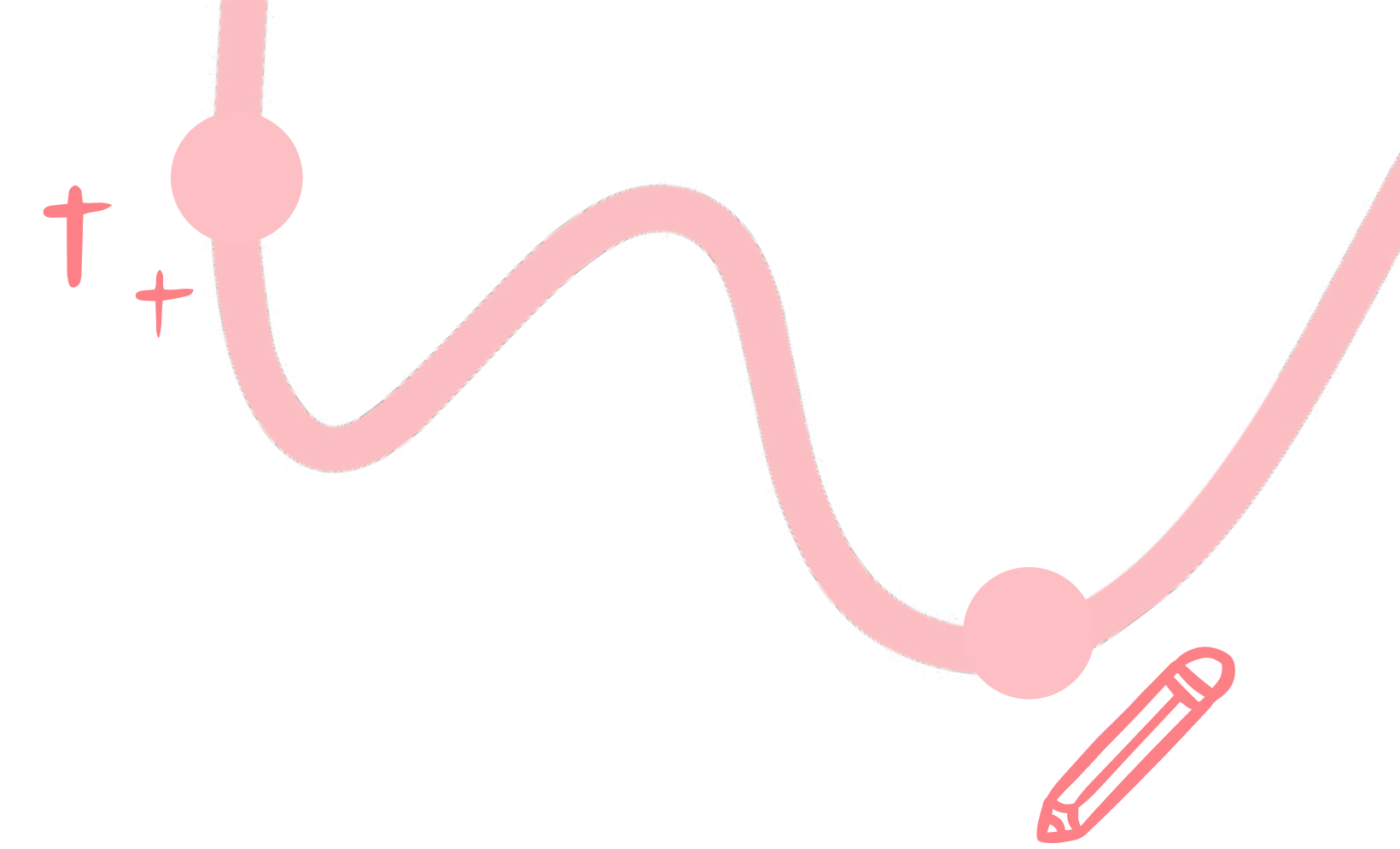


02

Creative output

Content creation is at the heart of every creator business, connecting the creator to their audience. But the types of content creators are publishing might actually surprise you...because it surprised us.

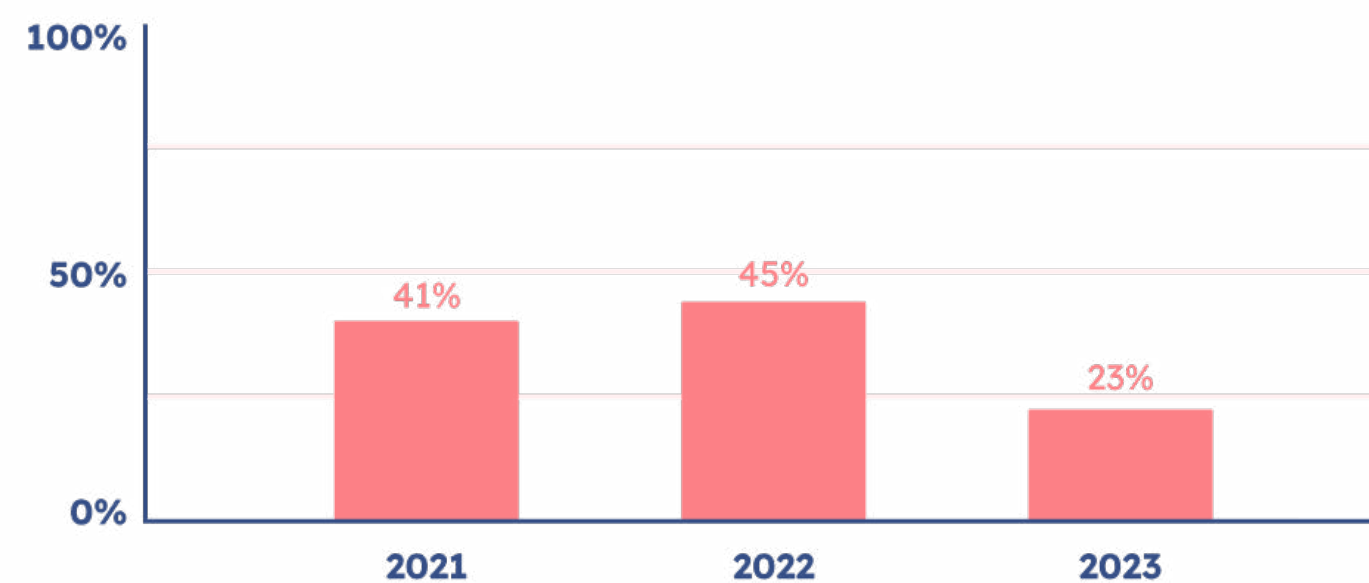
Step aside TikTok, written content is the clear winner



Back in our State of the Creator Economy Report in 2022, we made a prediction: “TikTok will be a preferred platform for new creators next year.”

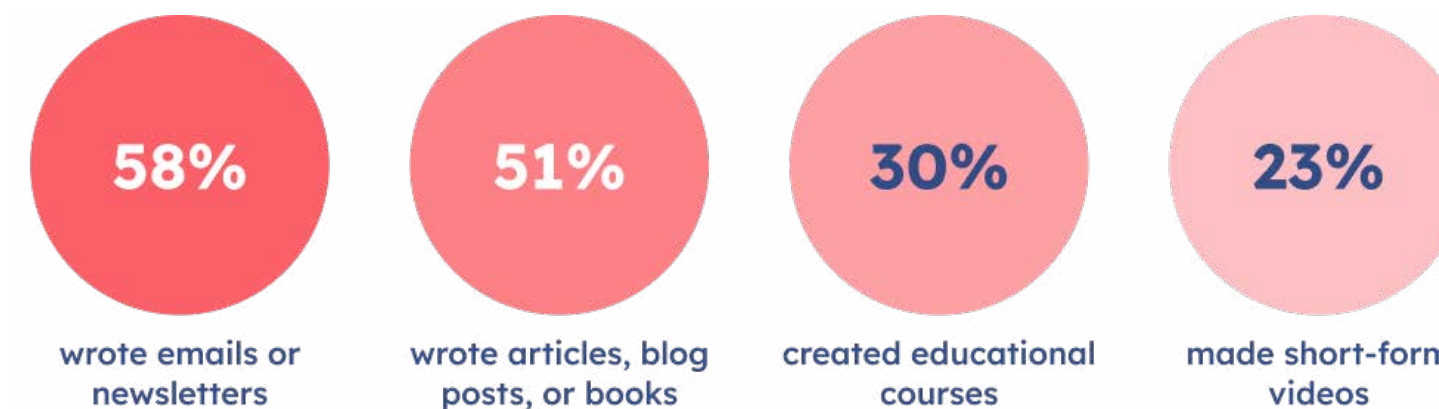
We were wrong.

Short-form video creation



At first, it seemed like creators were making the move to short-form content as we saw the content type rising in popularity year over year in our report. We even heard from creators that 12% planned to add TikTok to their lineup in 2023.

What content was *actually* created in 2023



In one year, the rate of creators making short-form videos cut in half.

So what happened? We can't be sure, but we have some theories on why creators might be moving on from short-form videos:

- Low engagement: only 2% of creators had the best engagement on TikTok
- Workload overwhelm: it's a lot of work to create content across many different platforms
- Poor monetization: TikTok's original creator fund had frustratingly low payouts and then shut down. Now the platform will prioritize longer videos for its revenue share replacement



Terry Rice
Head of Growth &
Partnerships,
Good People Digital

Your newsletter is the best way to develop business resilience and future-proof your career as a creator. We all know how unpredictable social media algorithms can be. And, since we know that, it's on us to create a predictable and reliable way to connect with our audience. The savviest and smartest creators know a large social media following is a great way to boost your ego, but an engaged email list is the best way to boost your revenue.



Justin Moore
Sponsorship Coach,
Creator Wizard

If you compare “reach” for email vs social, I have so much more control over whether my subscribers read my emails. E.g. 45% Open rate vs only reaching 10% of my followers on social media. Plus if I hone my copywriting skills and write better subject lines, I can increase that 45% even higher!

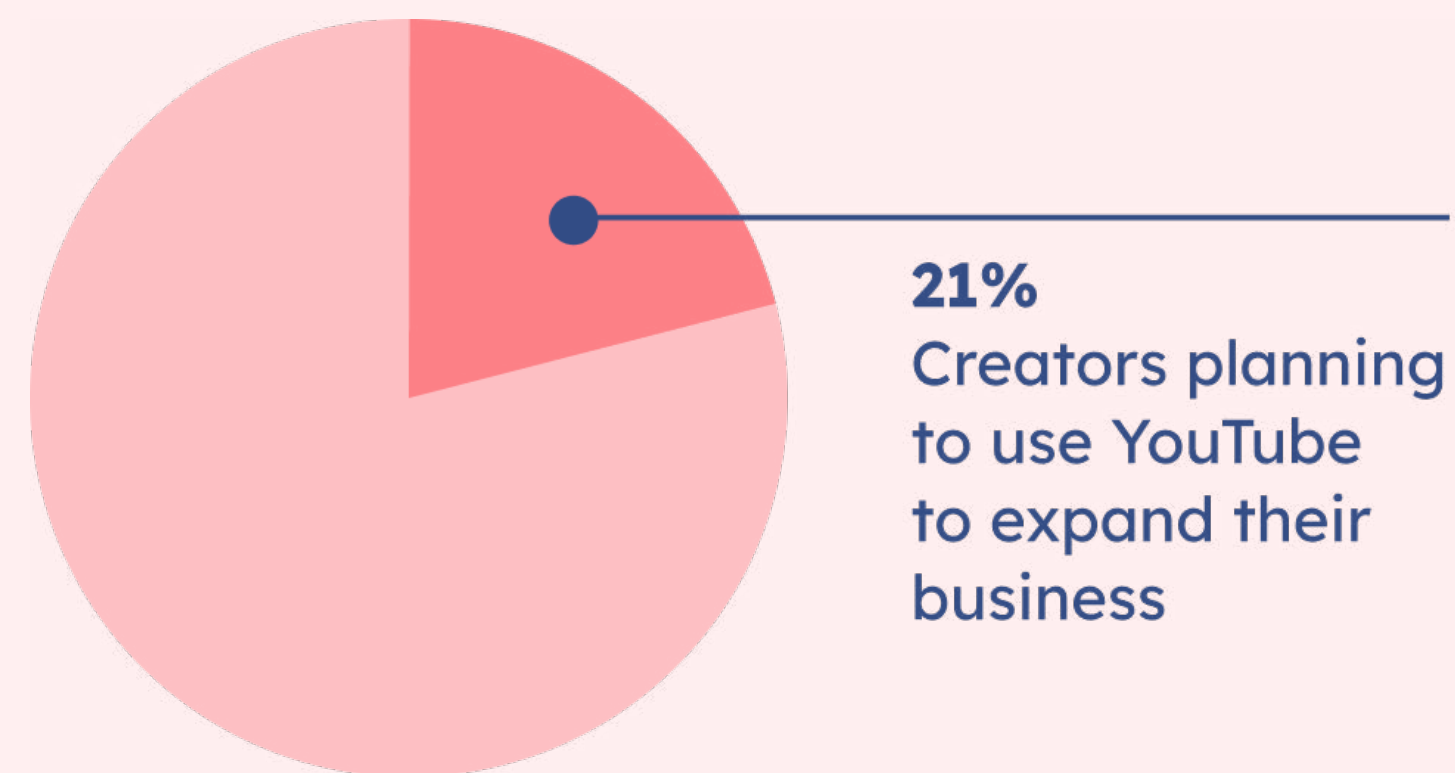
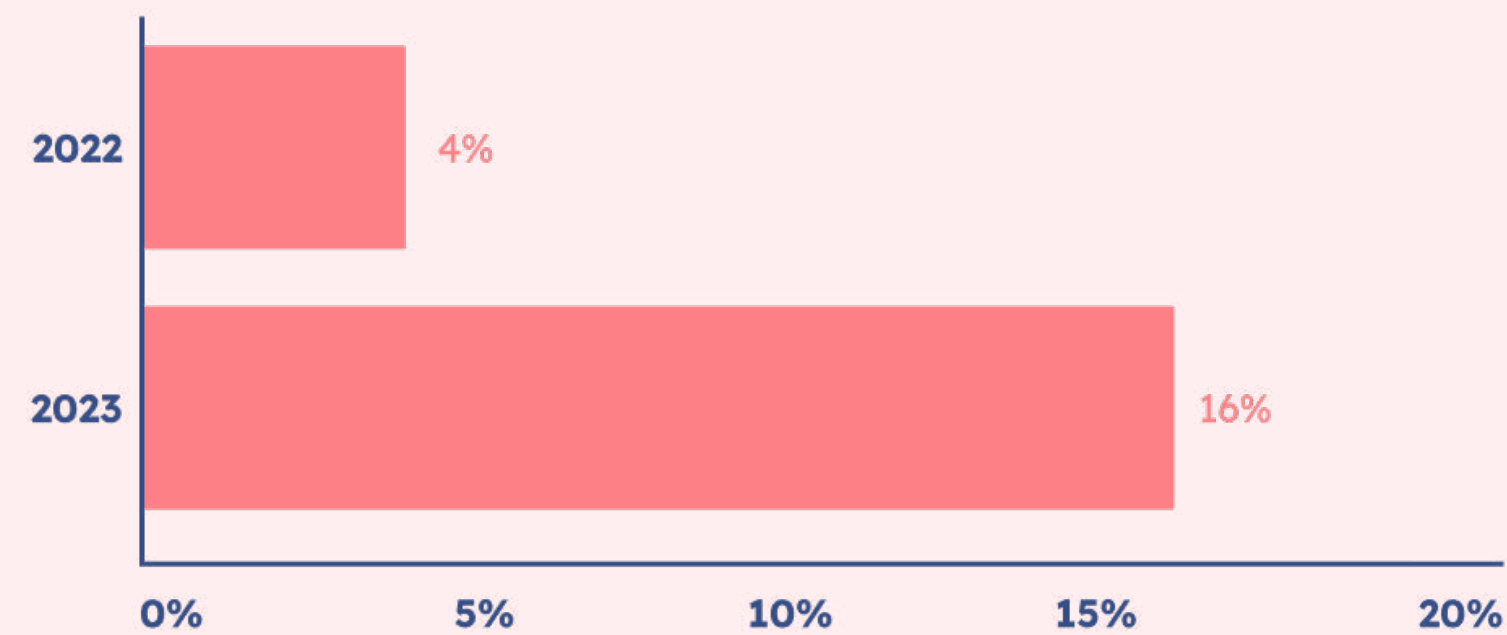


Timothy Moser
LearnCraft Spanish

It's nice not to need permission from Facebook, Instagram, or TikTok to communicate directly with my customers. I don't have to use a third-party platform to communicate with my customers. I can reach them directly through their email.

2025 Prediction: The **continued rise** of long-form YouTube videos

Creators producing long-form/ YouTube videos:



Justin Moore
Sponsorship Coach,
Creator Wizard

YouTube is the #2 search engine in the world (behind Google), so if your business is educational, it's a no brainer to have a presence on YouTube. Also, video as a medium allows your audience/customers to spend more digital time with you, increasing the Know, Like, and Trust factor.



Justin Brooke
Happily Unemployed

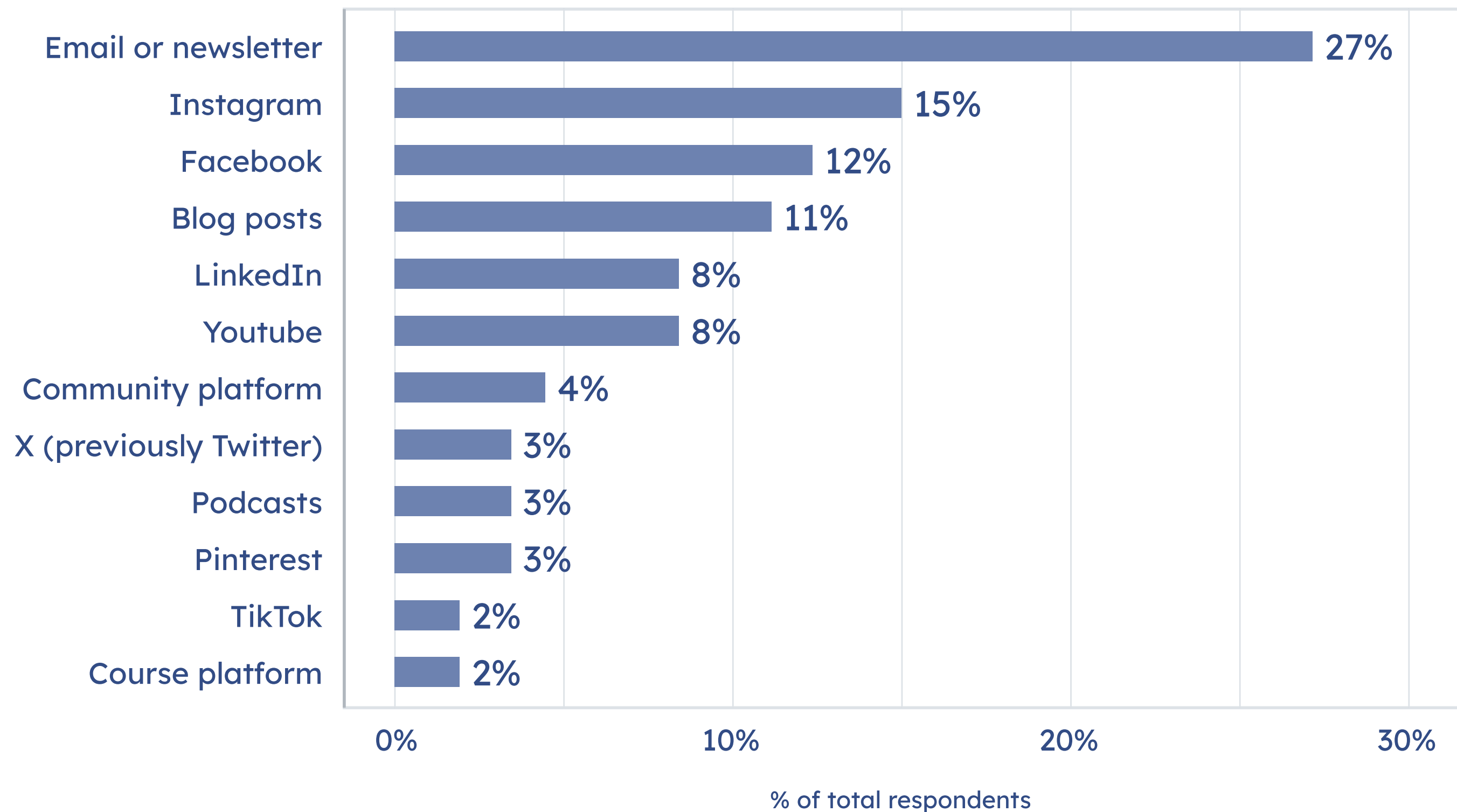
Like blogging and email, Youtube has a long-tail value that platforms like TikTok and IG do not. Youtube is like building a video blog, there is cumulative value over time as more is uploaded. It's a very profitable investment on time spent.

Email is where to get the **highest** audience engagement

11% of creators say their top priority this year is building a more engaged relationship with their audience. And creators are turning to the inbox to do that.

Creators had the best audience engagement through their emails and newsletters in 2023.

Top engagement platforms





Eman Ismail
Email Strategist,
Eman Copy Co.

Even though we think of email as a one-to-many marketing tool, it's really a one-to-one marketing tool.

When we hit send, we send that email to thousands of people, sure. But each individual who reads it...reads it as an individual. Email is personal. Email is intimate. Email is not a one-to-many tool. When you talk TO your subscribers instead of talking AT them...when you create and encourage conversation...your subscribers will engage with you and talk back.



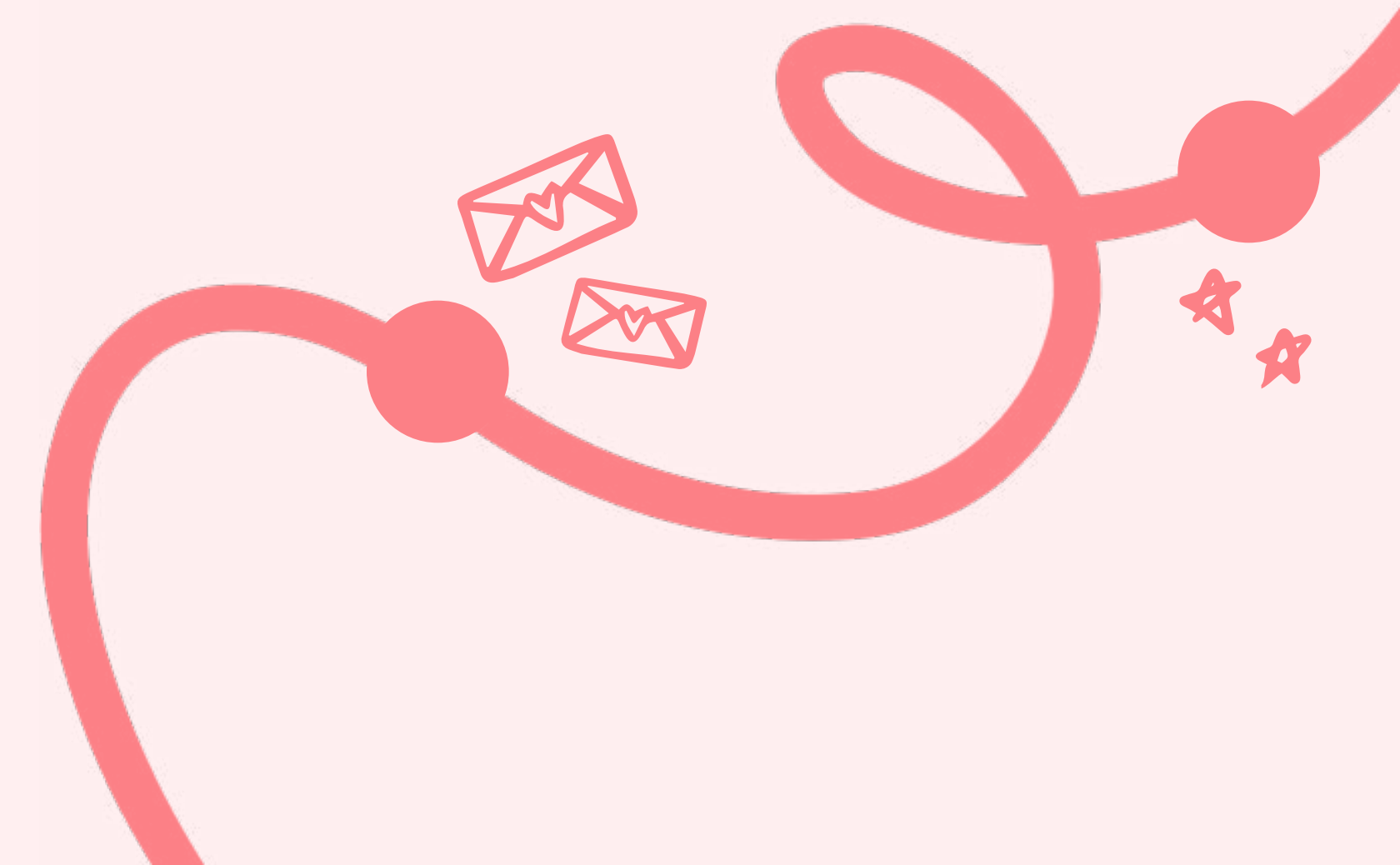
Jamie Northrup
Founder,
Minimalist Hustler

Email is a more personal way to communicate with people, you can develop deeper connections and relationships there.



Ashley R. Cummings
Freelance Writer & Owner,
Content Connect

The audience makes a conscious choice to double-opt in to your newsletter. They want to hear from you.



An important distinction between email marketing and social media channels might be the engagement differences—and algorithms. If the algorithm starts prioritizing a different type of content, creators have to adjust to keep up. That gets exhausting, so creators turn to the algorithm-free inbox.

Since email is a type of channel and not a single company, it's also less likely to disappear or shut down, which can't be said for social channels (like the potential [TikTok ban](#).)

If you turned to email marketing last year to connect with your audience, you're in great (and growing) company. Last year, **ConvertKit creators sent 28,456,533,134 emails in 2023**, equivalent to **902 every second**.

ConvertKit creators sent

902 emails every second

in 2023

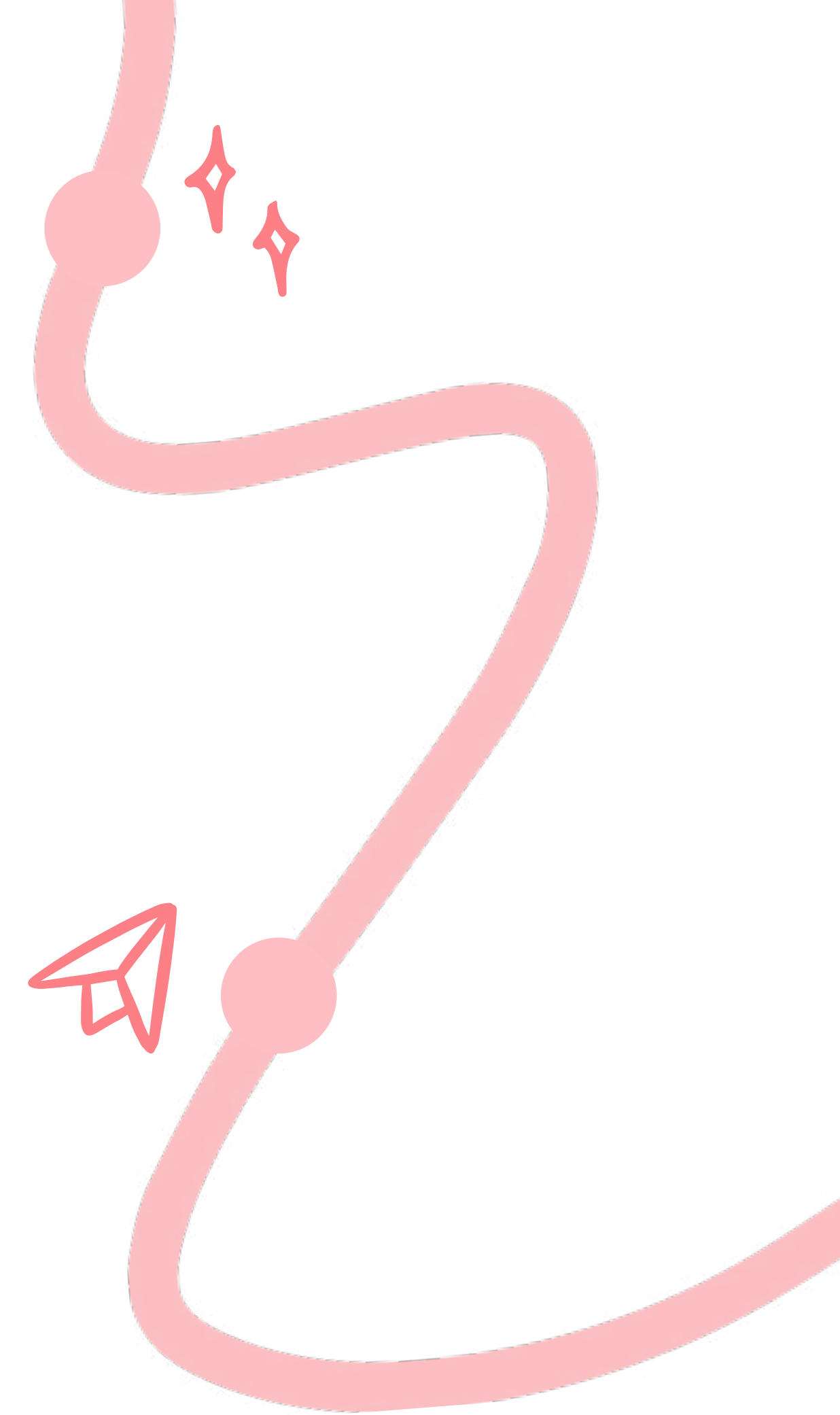


For a frame of reference, in 2021, ConvertKit creators sent 530 emails every second. That's a **70% increase in sending volume in just three years.**

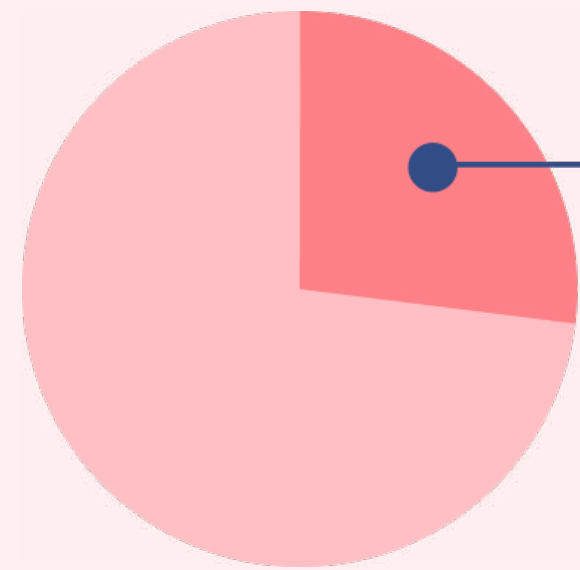
Want to build an audience you can have direct access to?

Over 650,000 creators use ConvertKit to connect with their audience.

START A FREE TRIAL TODAY 



2025 Prediction: Newsletters become a staple tool in the creator tech stack



27%
Creators planning
to start a
newsletter



Josh Spector
Marketing strategist and
creator, For The Interested
newsletter and I Want To
Know podcast

A newsletter is the single strongest connection you can have to your audience. It's also the only one that is algorithm-proof. Every single person who says they want to hear from you, actually will.



Ashley R. Cummings
Freelance Writer & Owner,
Content Connect

Newsletters and email are one of the only channels you own. If your favorite social network changes its algorithm, your audience could go away. Your subscribers won't. Moreover, newsletter subscribers opt-in to hear from you. They like you. They've invited you. They're a highly attentive audience and qualified leads (if you sell products and services). EMAIL FOR PRESIDENT!



Terry Rice
Head of Growth &
Partnerships,
Good People Digital

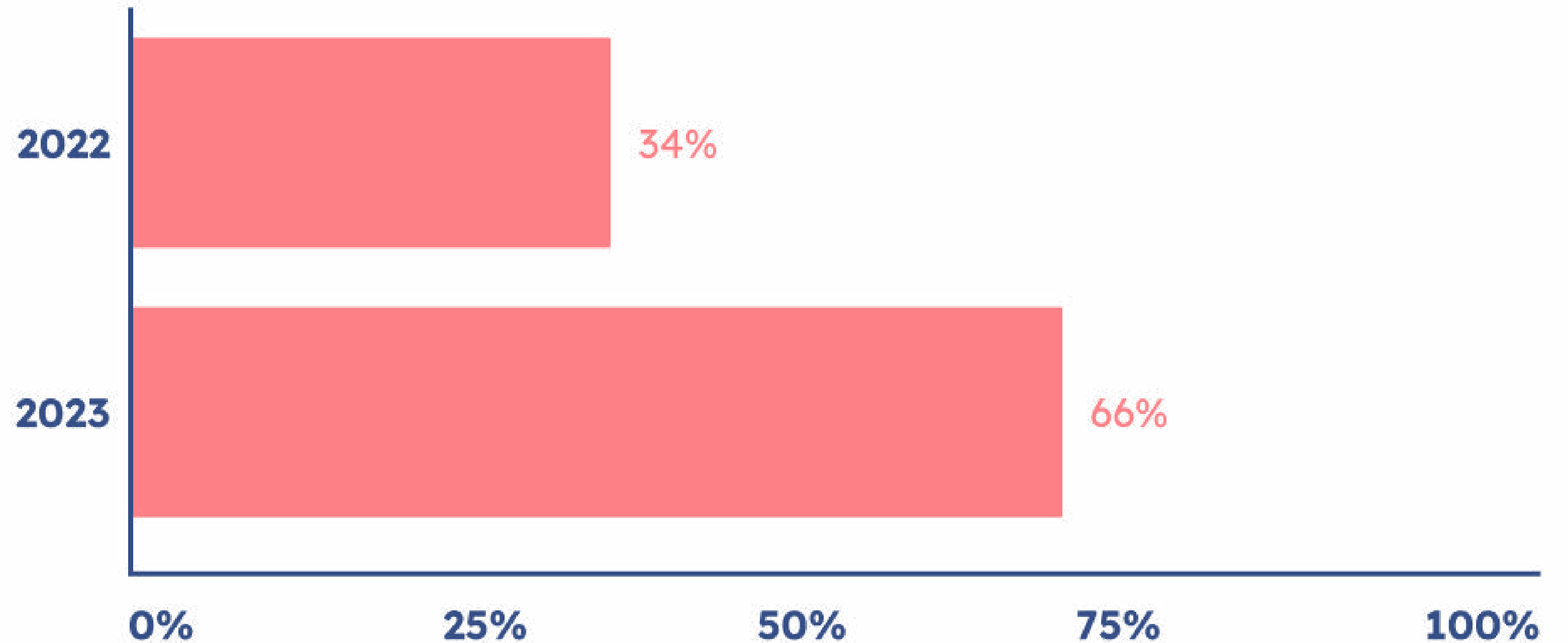
Your newsletter is the best way to develop business resilience and future-proof your career as a creator. We all know how unpredictable social media algorithms can be. And, since we know that, it's on us to create a predictable and reliable way to connect with our audience. The savviest and smartest creators know a large social media following is a great way to boost your ego, but an engaged email list is the best way to boost your revenue.

More creators are using AI

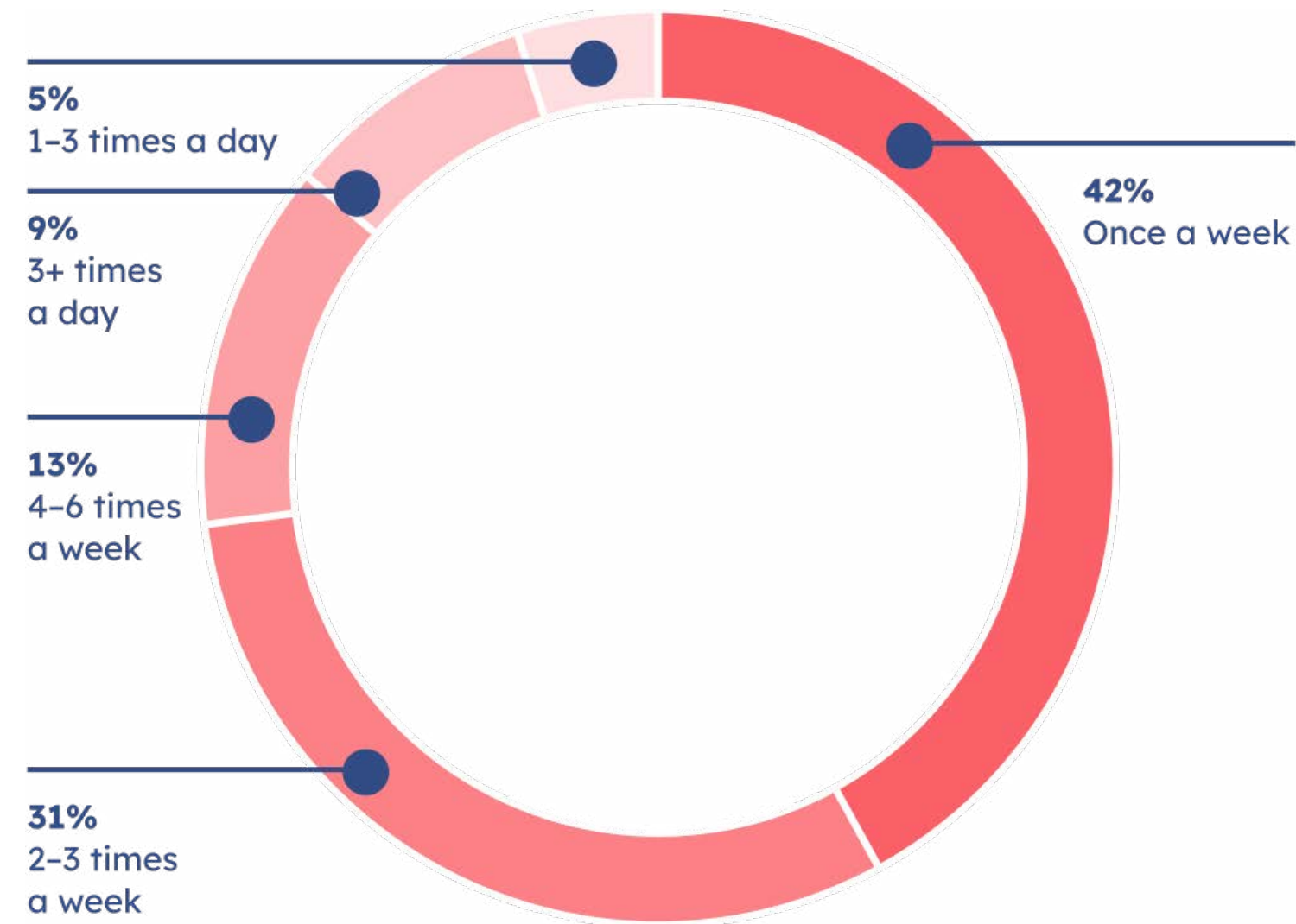
We expected AI usage to increase in 2023 because 51% of creators in our [previous State of the Creator Economy](#) report said they wanted to give it a try. But the reality defied our expectations.

While that's a seriously impressive leap in a single year, there's still 2/3rds of creators who didn't touch AI last year, and those that do only use it occasionally.

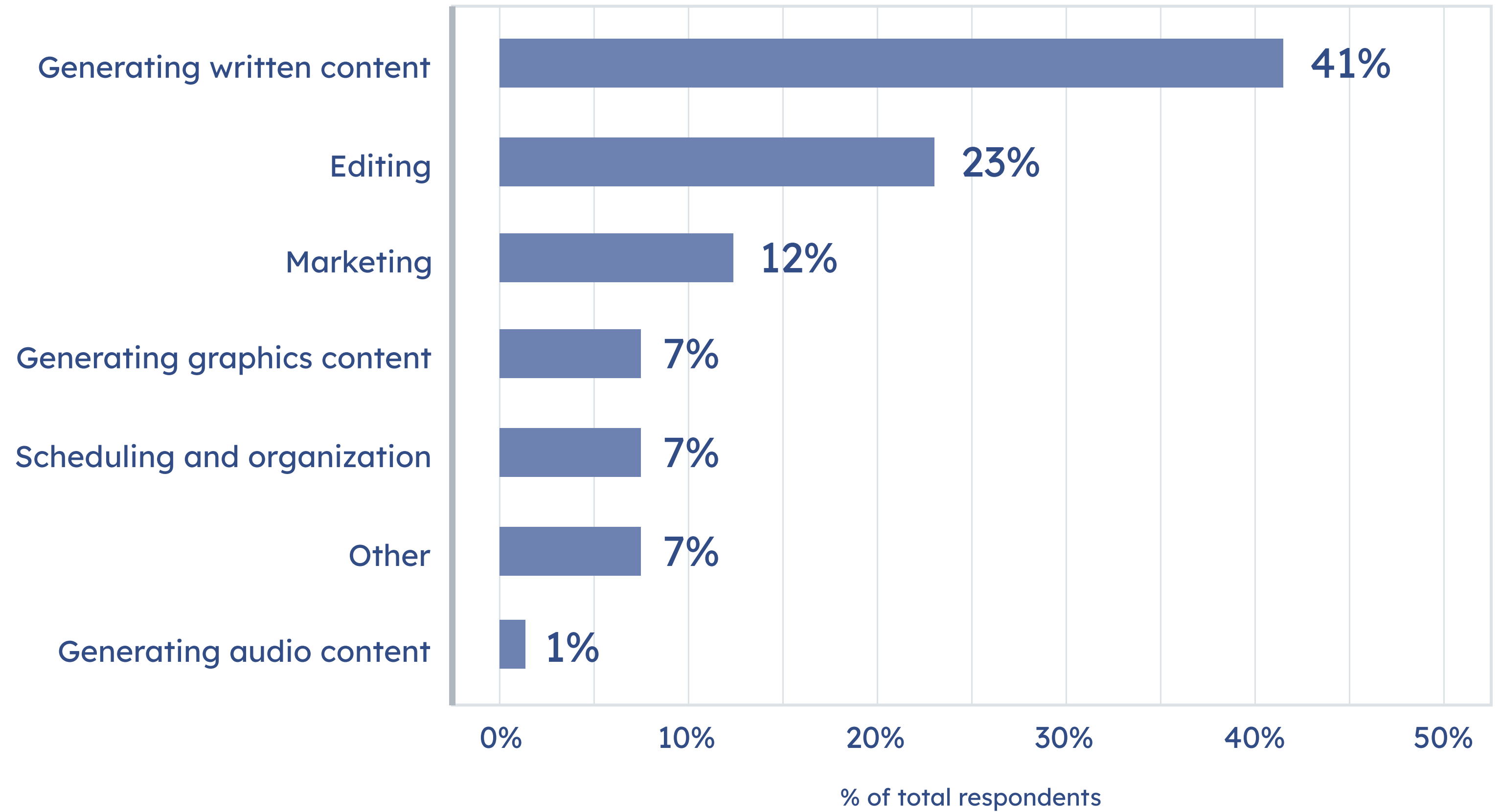
AI usage nearly doubled



AI usage

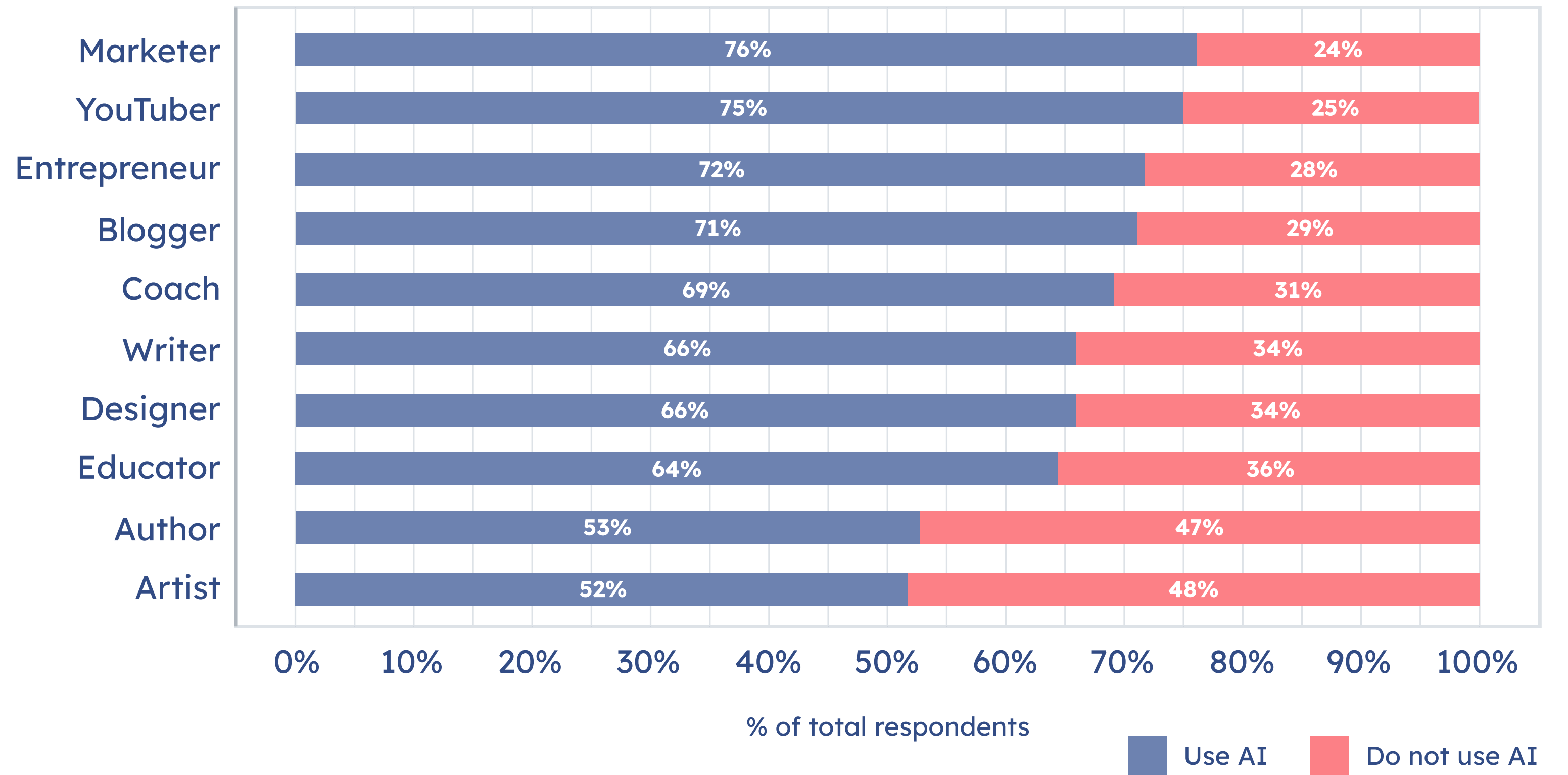


How do creators use AI?



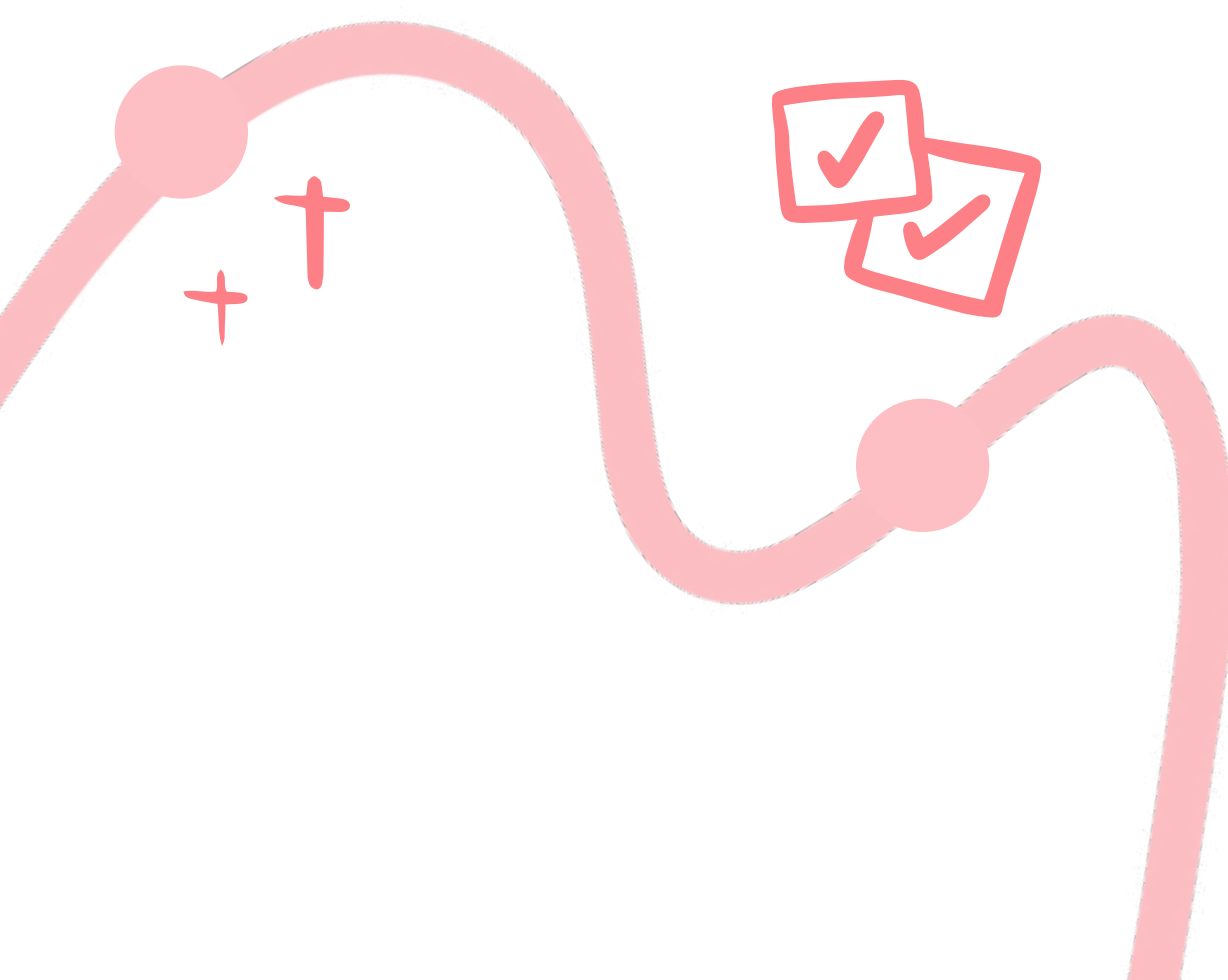
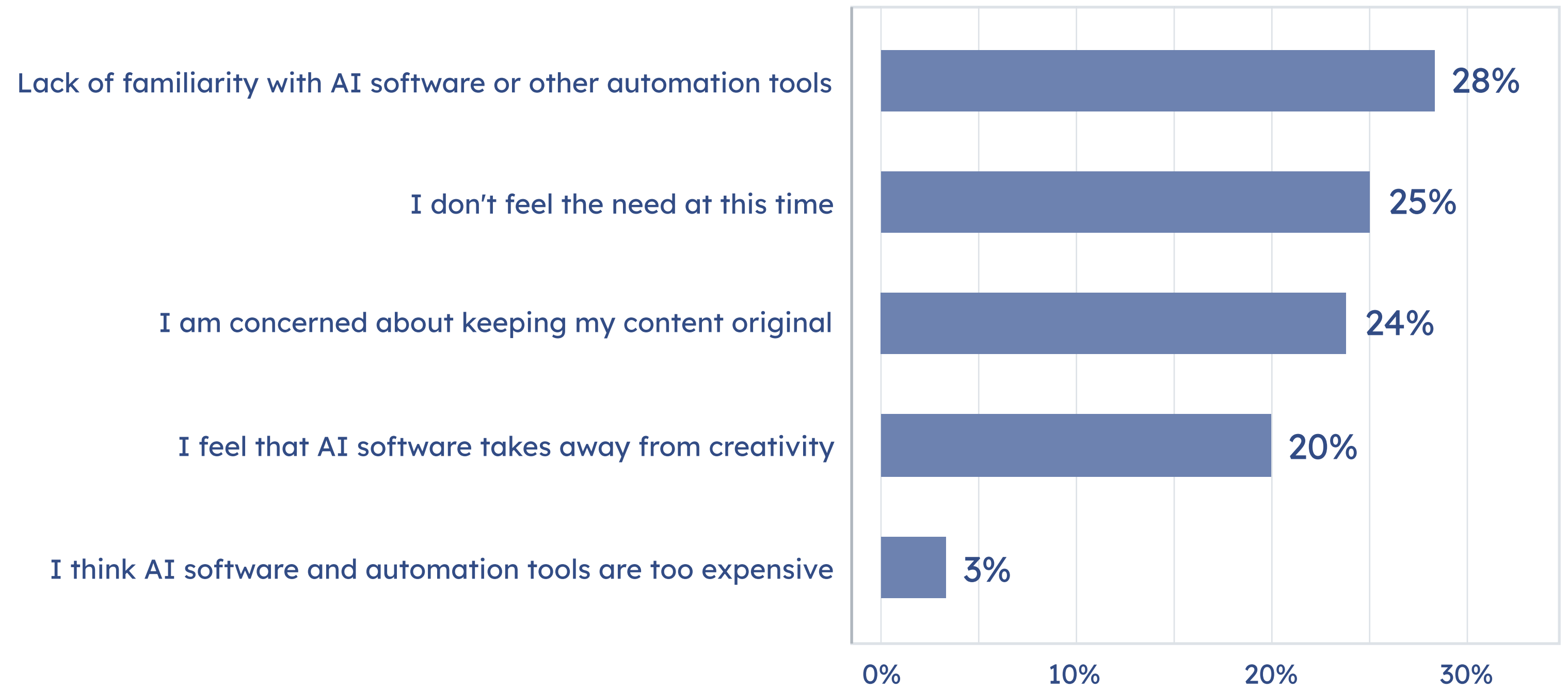
AI-assisted written content is more popular than visual outputs like images, which could explain why there's differences between the types of creators that use AI.

AI usage by creator type



Since AI isn't a brand new concept in the creator economy anymore, unfamiliarity is becoming less of a barrier for trying AI. But skepticism is on the rise.

Why creators didn't use AI





Justin Brooke
Happily Unemployed

AI has not yet been a good source of finish-worthy content, however, it's the best tool in the world for content ideation. From headlines to outlines, AI, especially ChatGPT is phenomenal at producing content ideas at scale. As well as doing so faster and cheaper than any human assistant could.



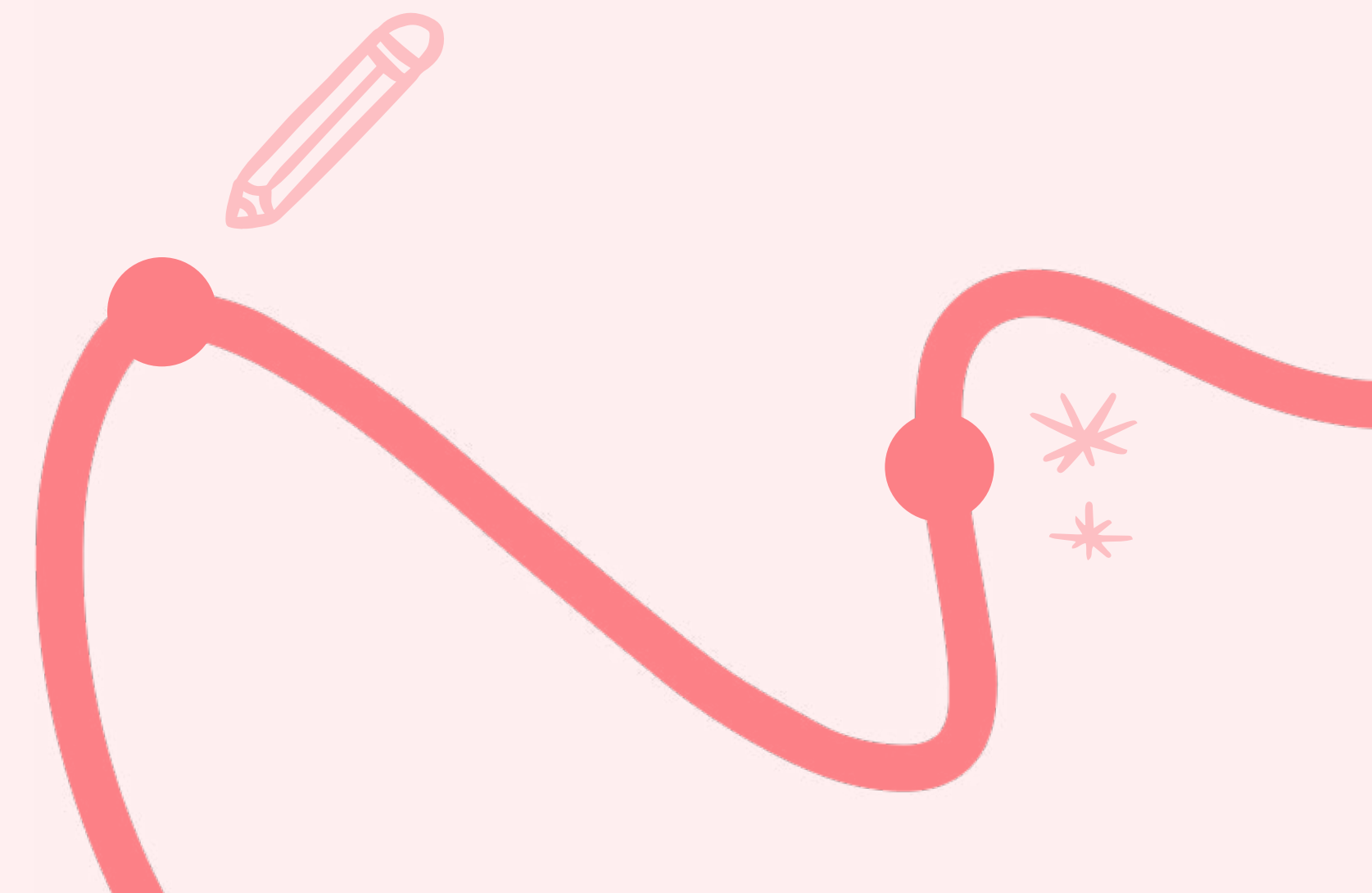
Allea Grummert
Email Copywriter
and Automation Expert,
Duett

I'm only using AI to help me analyze my client's existing voice and copy used on their blog posts — that way we can make sure we're tactically writing copy that reflects their style. We use AI very sparingly; we're a copywriting agency and write everything from scratch.



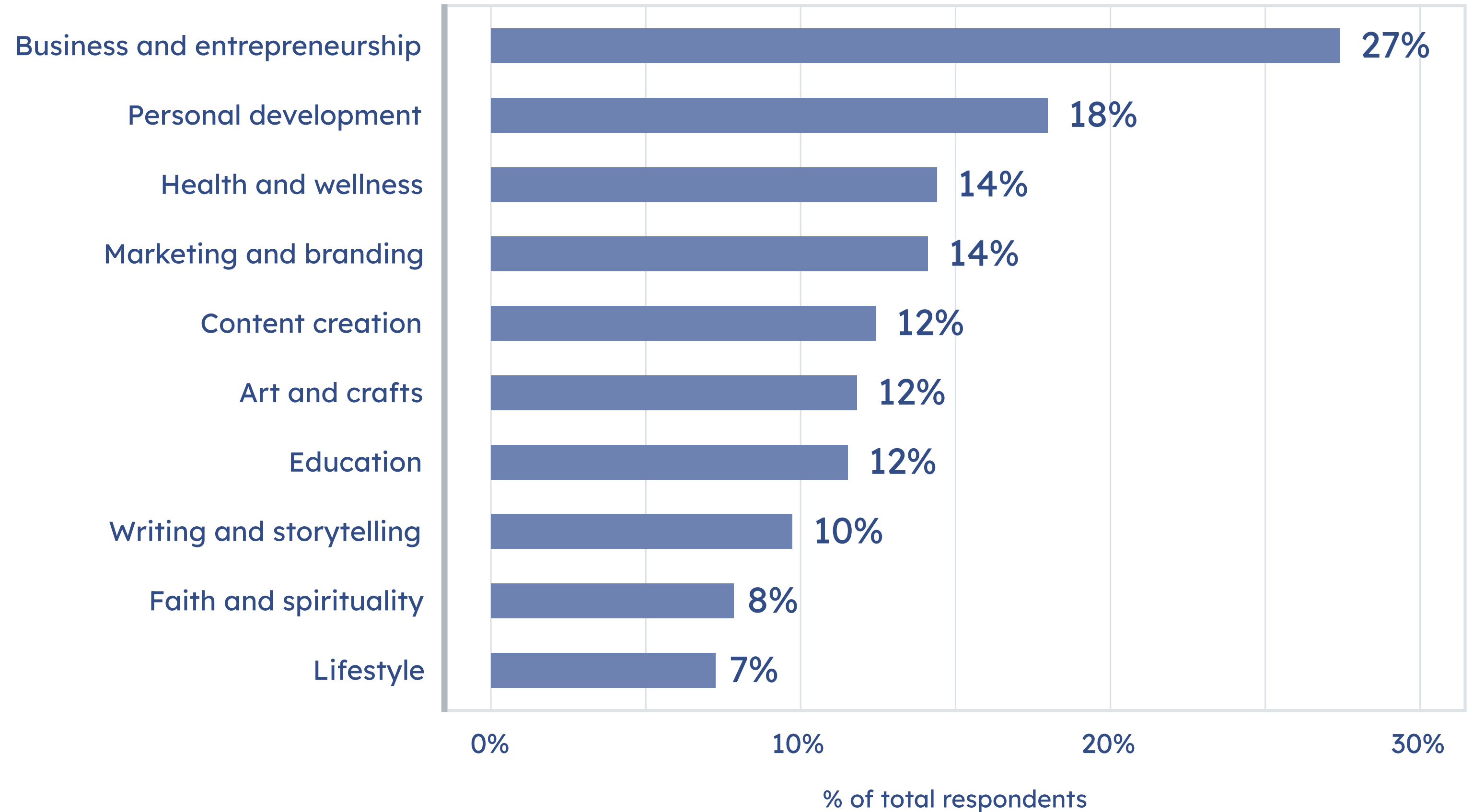
Jamie Northrup
Founder,
Minimalist Hustler

Whenever I've tried to use it, it's taken up too much of my time with very little (if any) reward. It's much easier for me to just lean on my current systems that involve some automation, but no AI.



Bonus stats about creator content

Topics covered by creators





03

How creators make money

With the variety of ways to earn a living online, you can find the best monetization strategies to fit your audience and your business.



Six-figure creators prefer advertising for easy monetization



Mid-size creators say digital products are the easiest and most lucrative



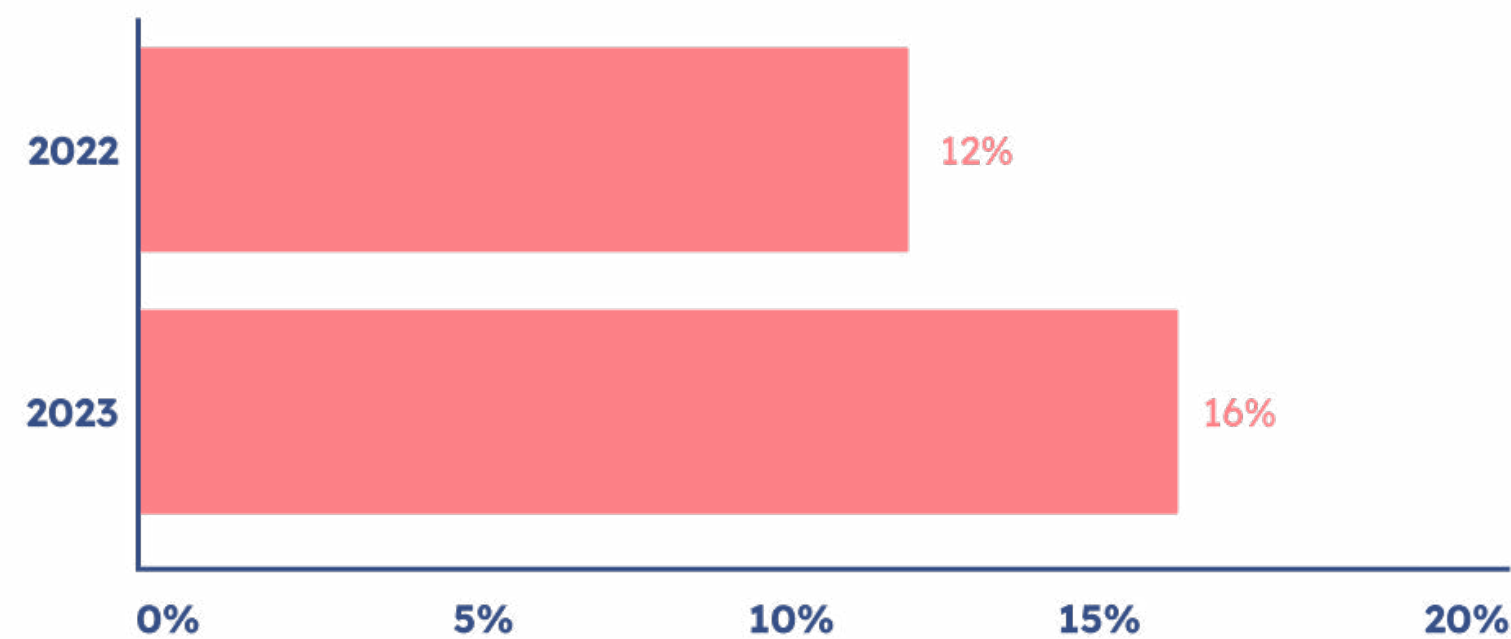
Subscriptions and paid memberships made new creators the most money

How much creators **earn**

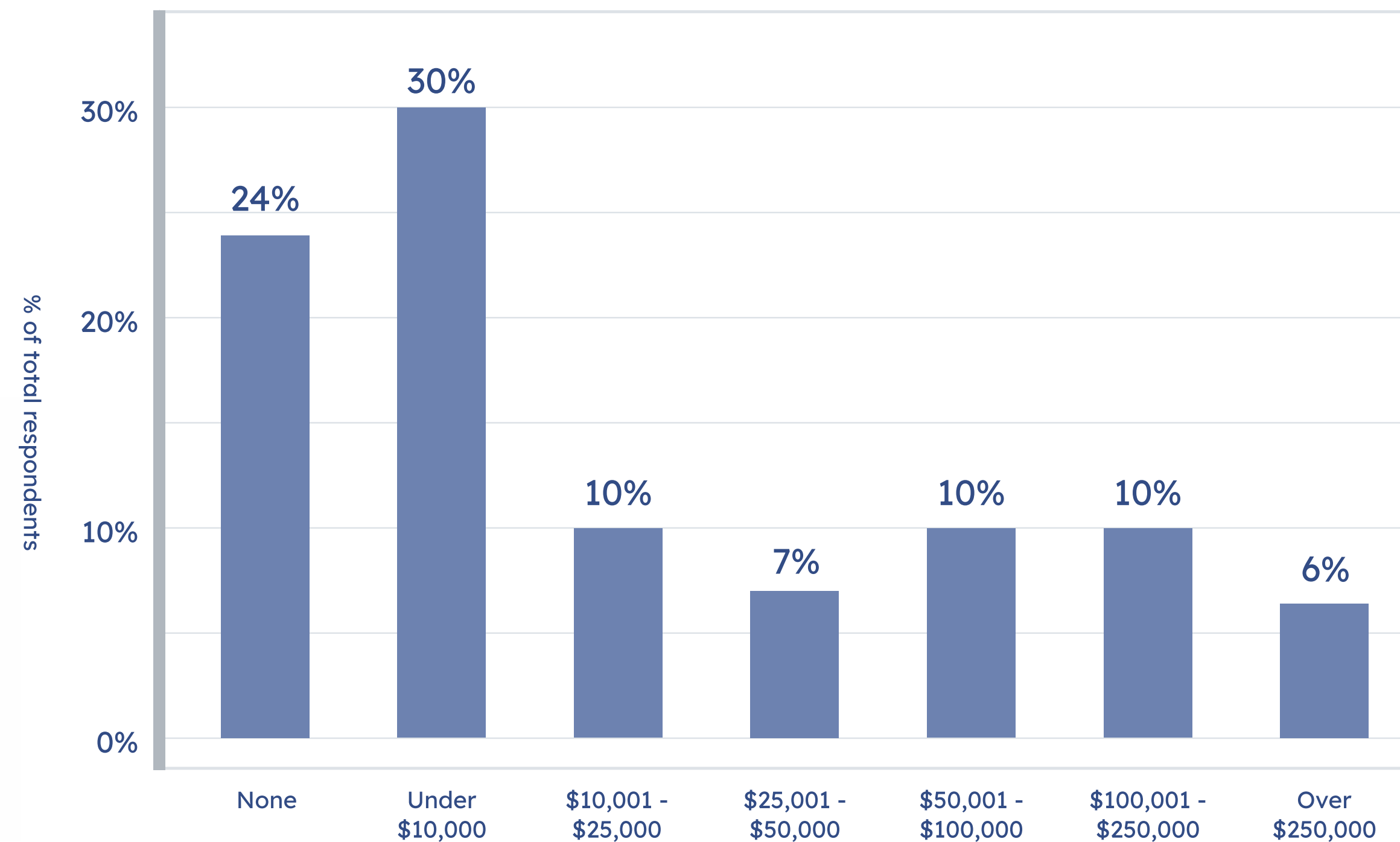
The value of hearing how much other creators earn goes beyond simple curiosity. Knowing the real numbers behind the stories helps creators know what's happening in their community.

More creators made over \$100,000 in 2023 than the previous year.

Creators earning over \$100k



How much creators earned in 2023

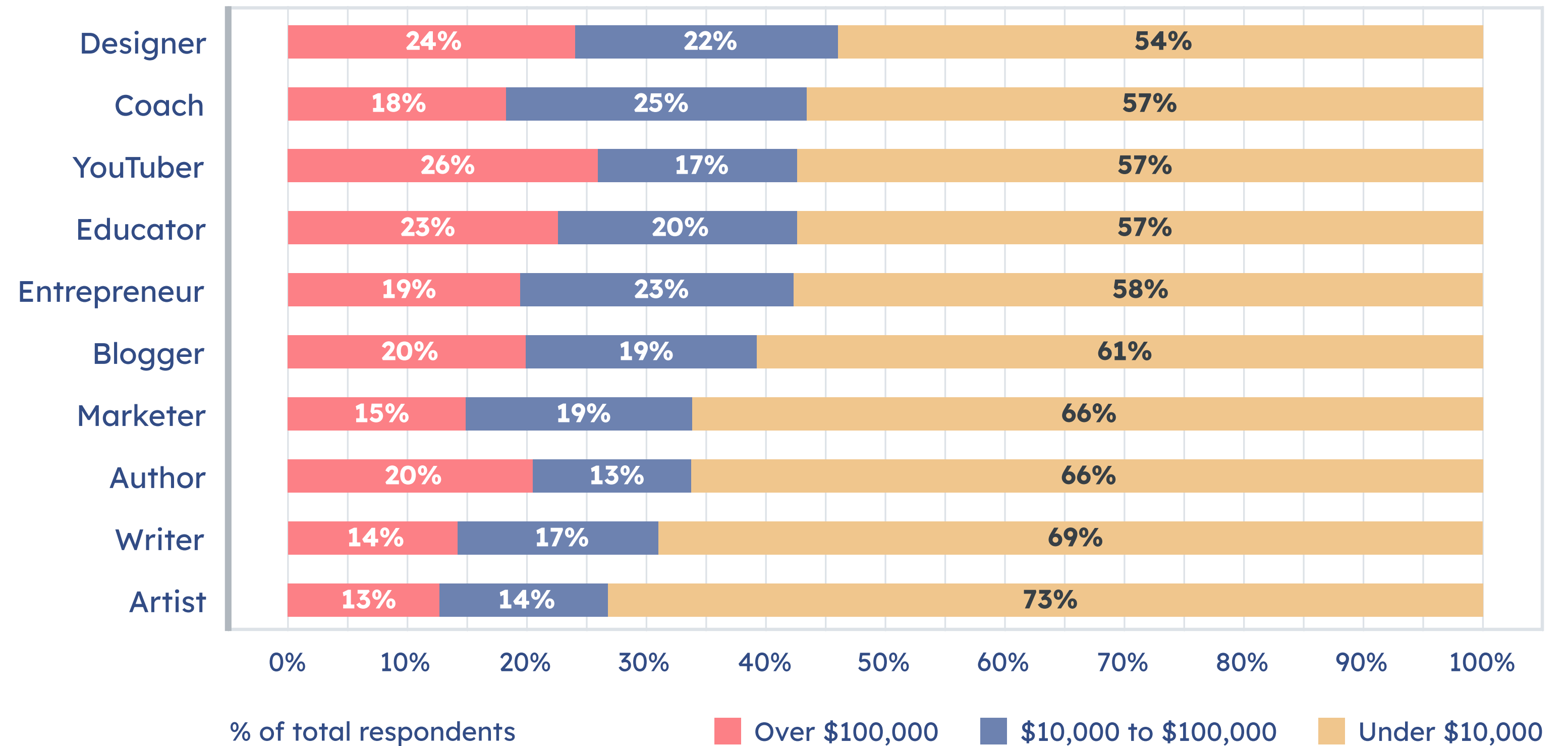


The highest percentage of respondents earning over \$100K were YouTuber's followed closely by designers and then educators.

And while 24% of creators have yet to make their first dollar in their creator business and 30% made less than \$10,000 last year, we know making a living as a creator takes time. Almost every creator making six-figures went through years of making much less before they broke through.

But based on what creators said, here are a few of the easiest ways to start earning more.

Top earning creator types



Digital products are the easiest way to monetize

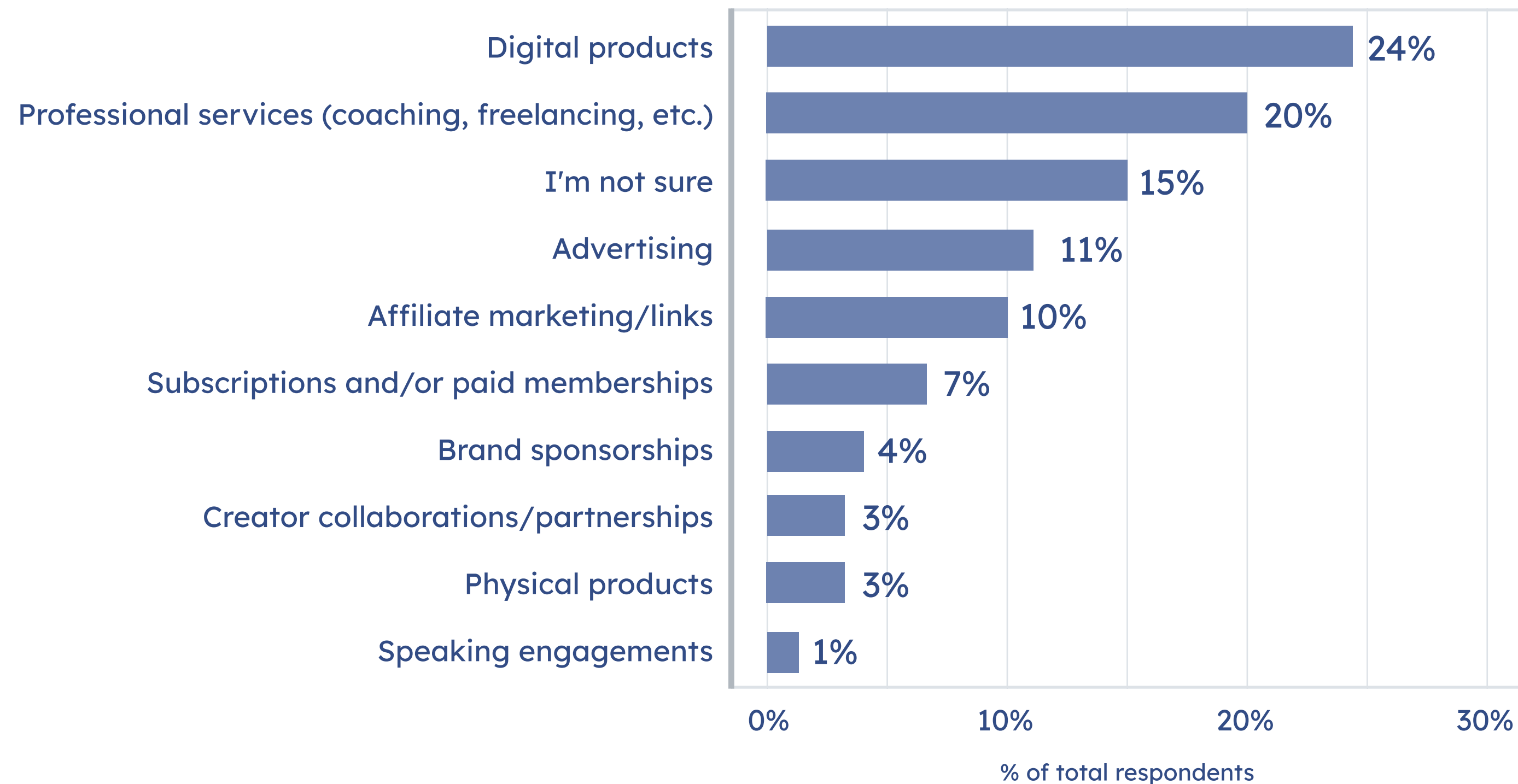
In 2023, creators using [ConvertKit Commerce](#) made **21,073 new digital products**—a 27% increase from the previous year.



Eman Ismail
Email Strategist,
Eman Copy Co.

Digital products are the easiest income stream to monetize. But I'm also experimenting with selling my services more and not just leaning on my digital products. As a result, I sold a \$16K package which just goes to show that with the right email strategy, email CAN sell high-ticket 1:1 services...not just digital products.

What creators think are easiest ways to monetize



Types of products creators using ConvertKit Commerce sell



Kevin Cheung
Founder, Public Lab

I'm a creator-educator so I see digital educational products to be a problem solver. If you can solve even just one tiny problem for people, they will buy.

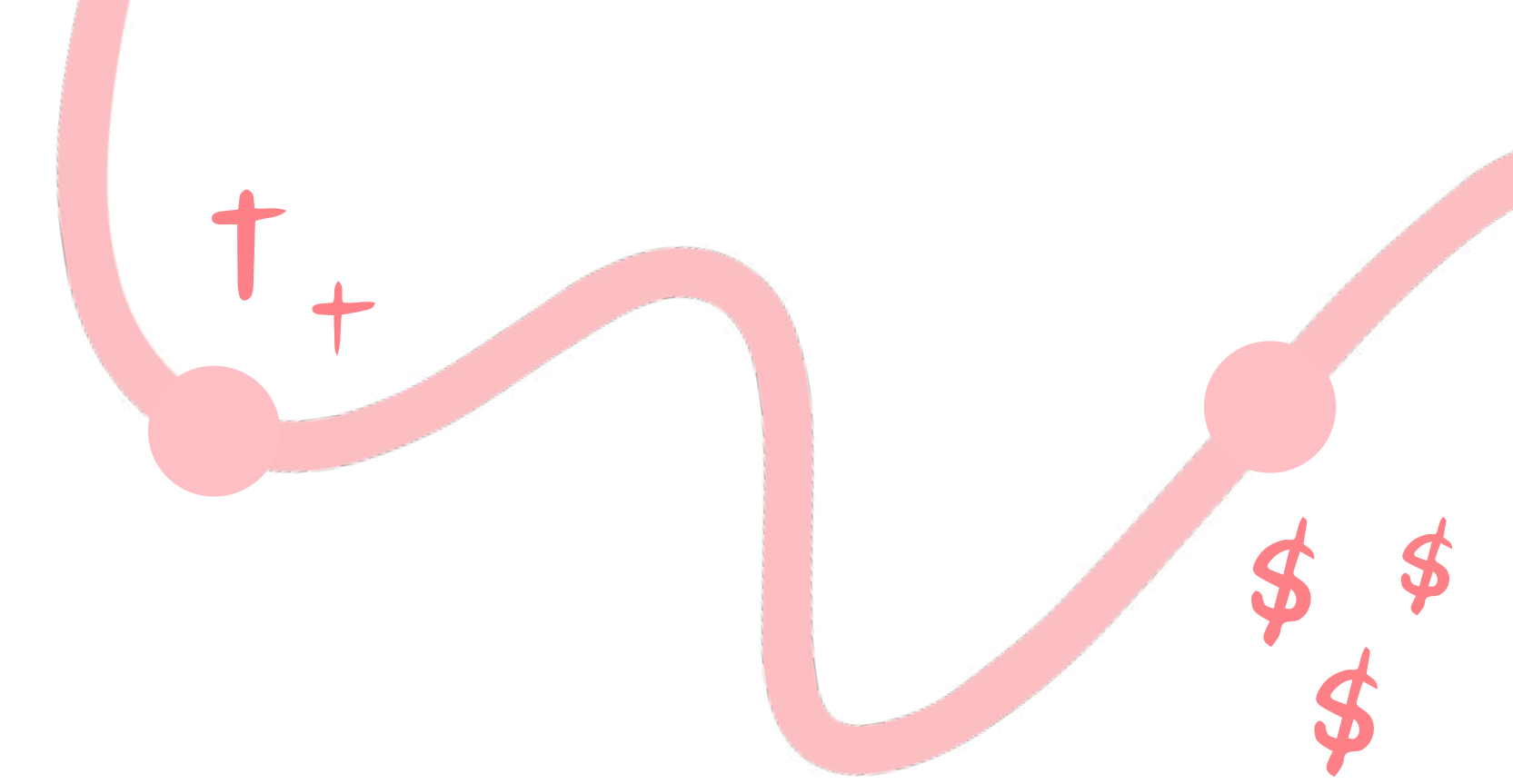
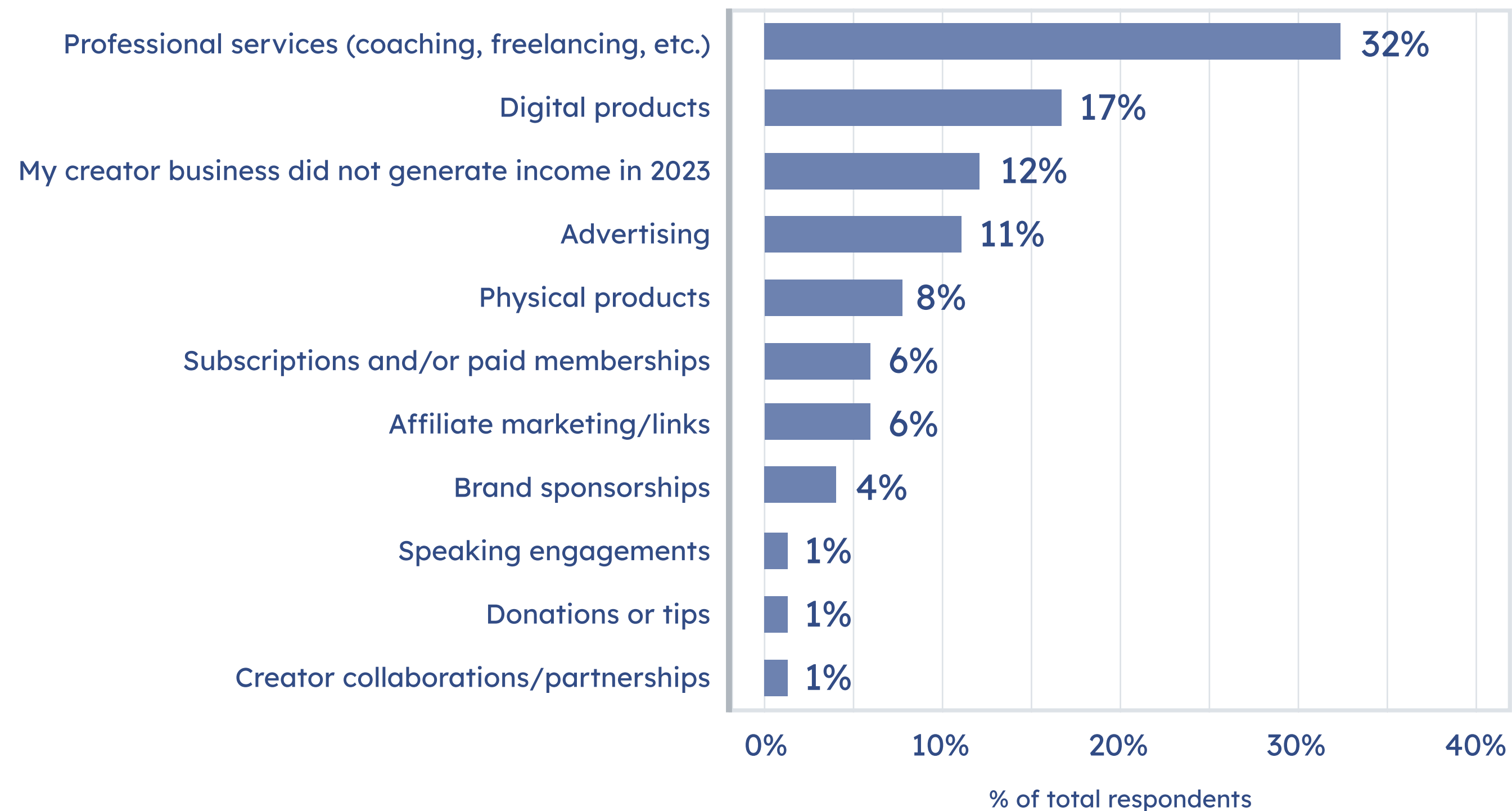
Creators collectively made \$11,221,288 in 2023 using ConvertKit Commerce.

START EARNING & GROW →

The most-loved income streams

Adding income streams increases your creator earnings, but they take time to spin up. That's why it's unsurprising that hobbyist creators are most likely not to have any income streams yet, while **full-time creators are most likely to have more than six**.

Top income streams





Terry Rice
Head of Growth &
Partnerships,
Good People Digital

Personally, I've found it's easier to generate revenue through paid brand partnerships. I made \$200k in brand deals in just one year. The best part? This came from me landing two brand deals. With paid brand partnerships, I only needed two people to say "Yes".



Justin Moore
Sponsorship Coach,
Creator Wizard

I love sponsorships because if you can articulate and illustrate to a brand that you can serve as the conduit to help them access a big pool of prospective customers (i.e. your audience), it can be an extremely lucrative and predictable income stream.



Allea Grummert
Email Copywriter and
Automation Expert, Duett

I primarily run a service-based business, so 1:1 client sales are the easiest (and highest) income stream for me.

The challenges of earning

Making money as a creator takes effort, and it's not always easy.

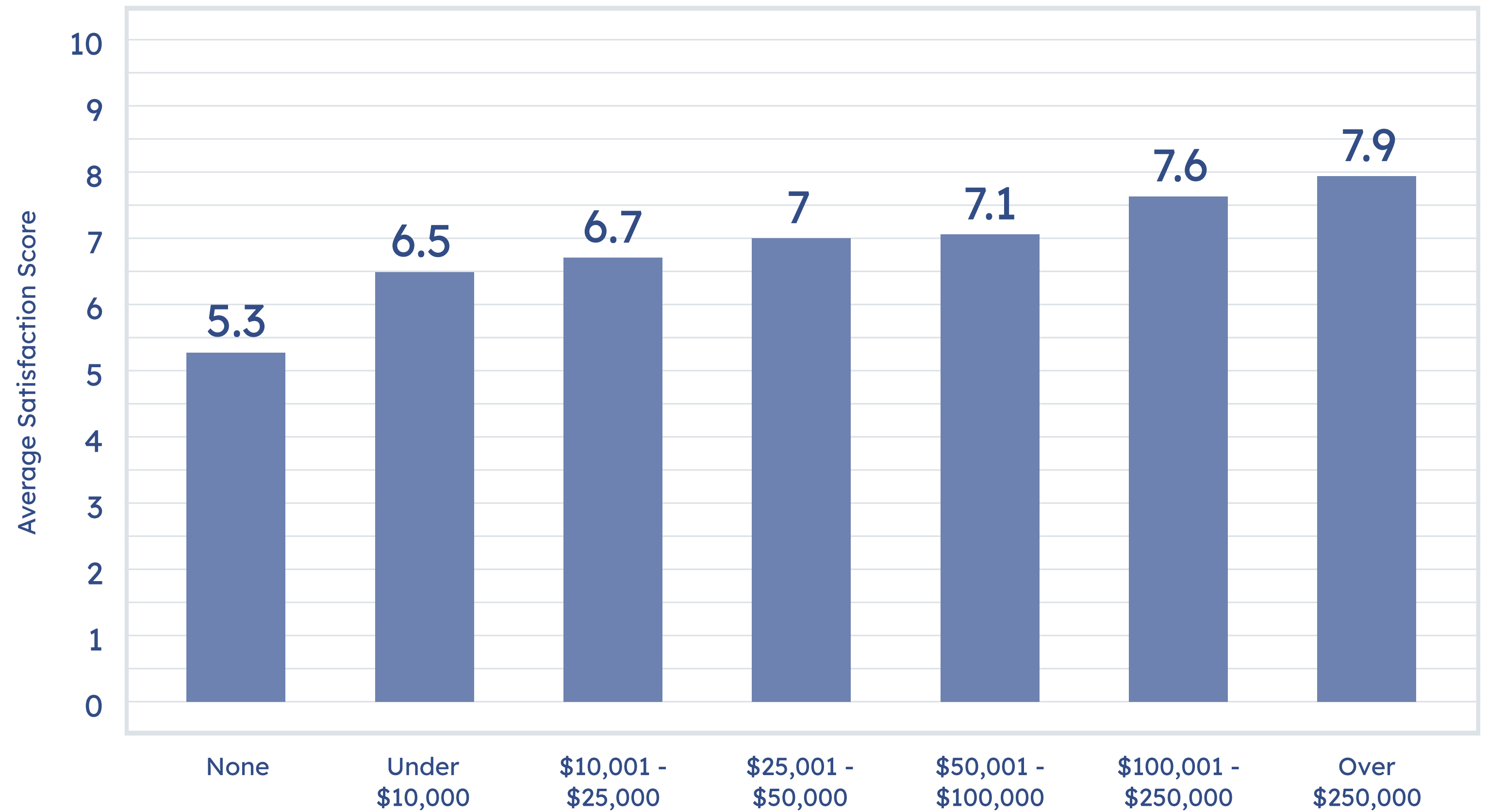
It is a delicate balance to make time for working in the business and on the business. Creators say tools like [email automations](#) help free up their time to work on new content while still keeping up with their business growing.

Top 3 monetization challenges



Bonus stats about creator earnings

Higher income, higher satisfaction





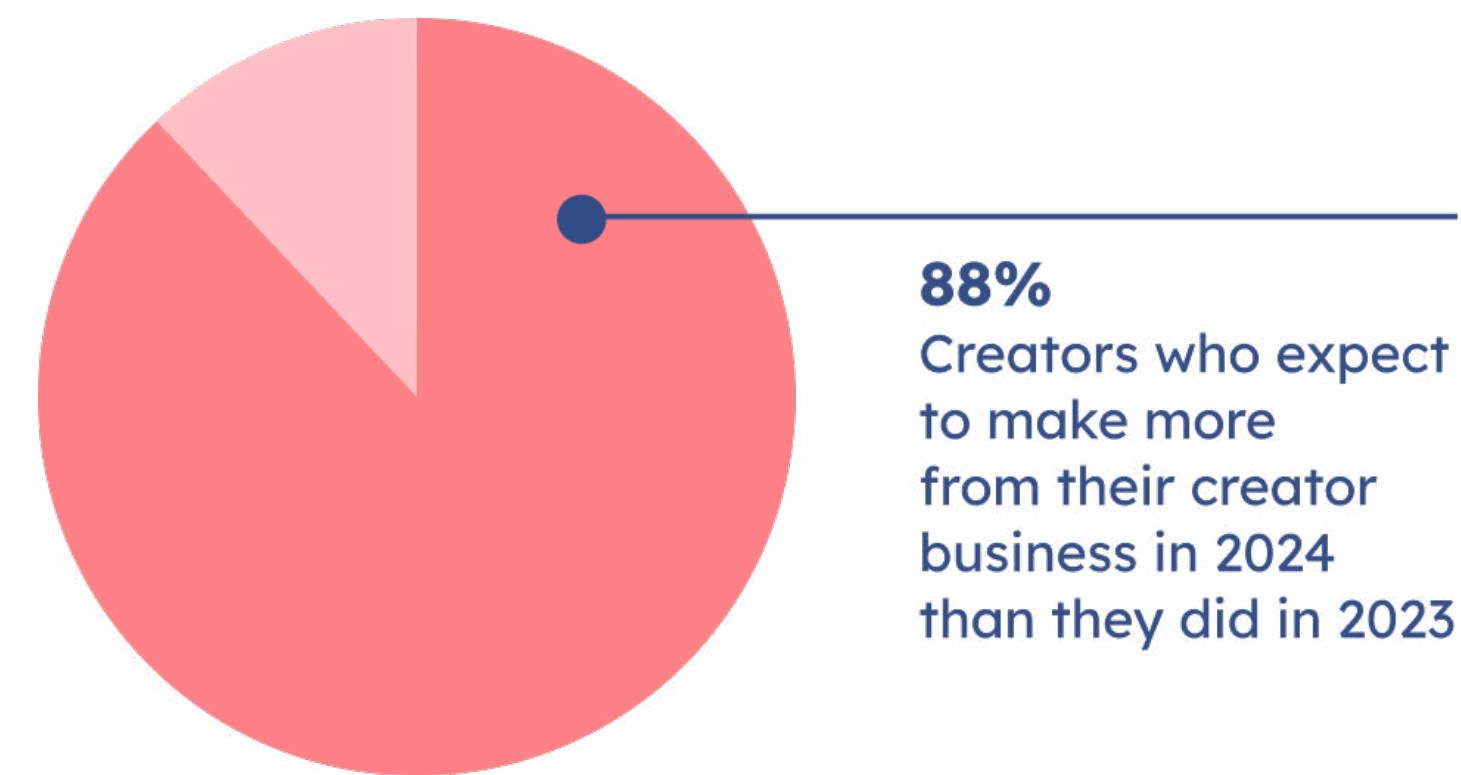
04

The **future** of the creator economy

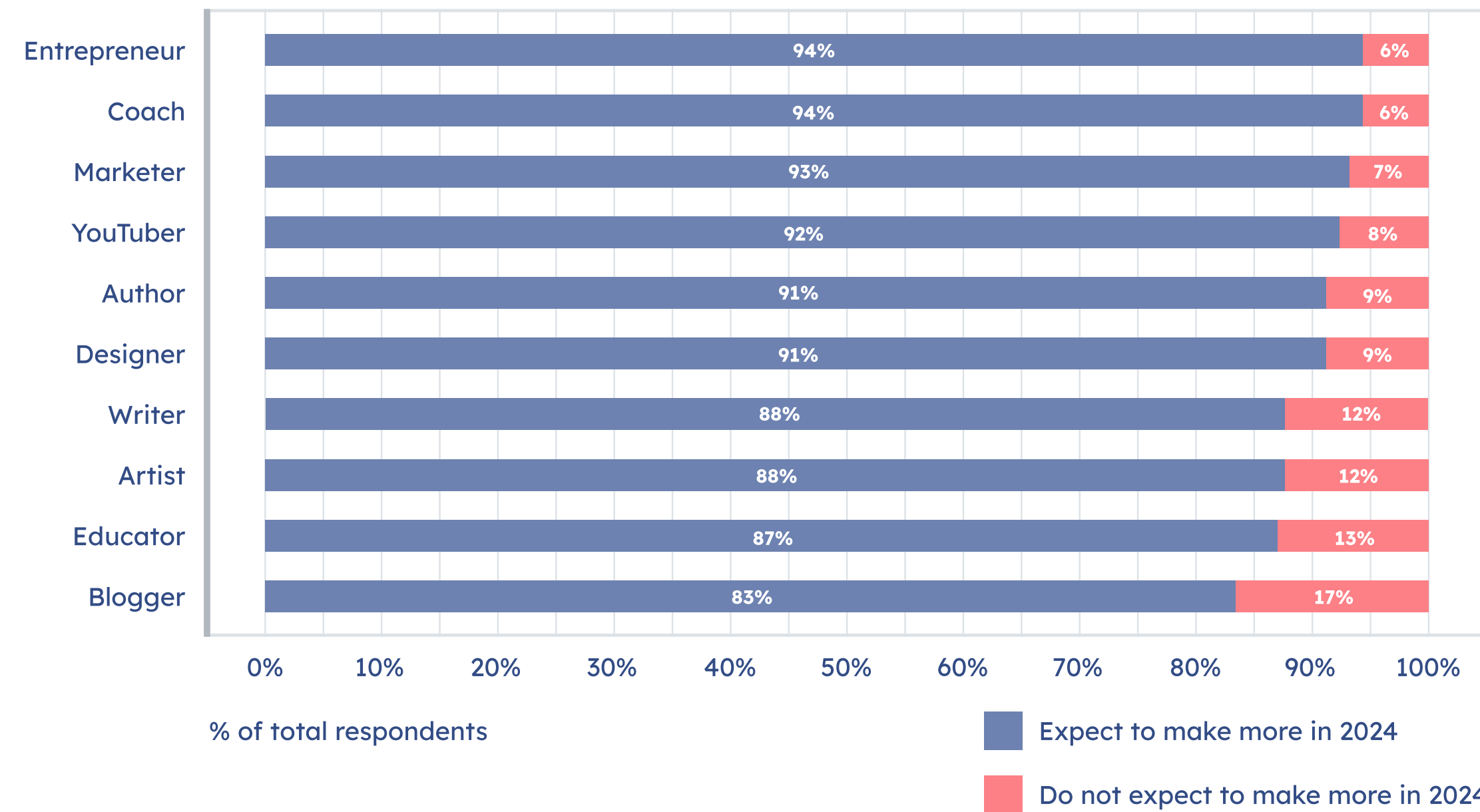
There's plenty of optimism around income for the year ahead, and creators are trying a few new methods to earn.

Creators set their sights on higher income—and expect to get it

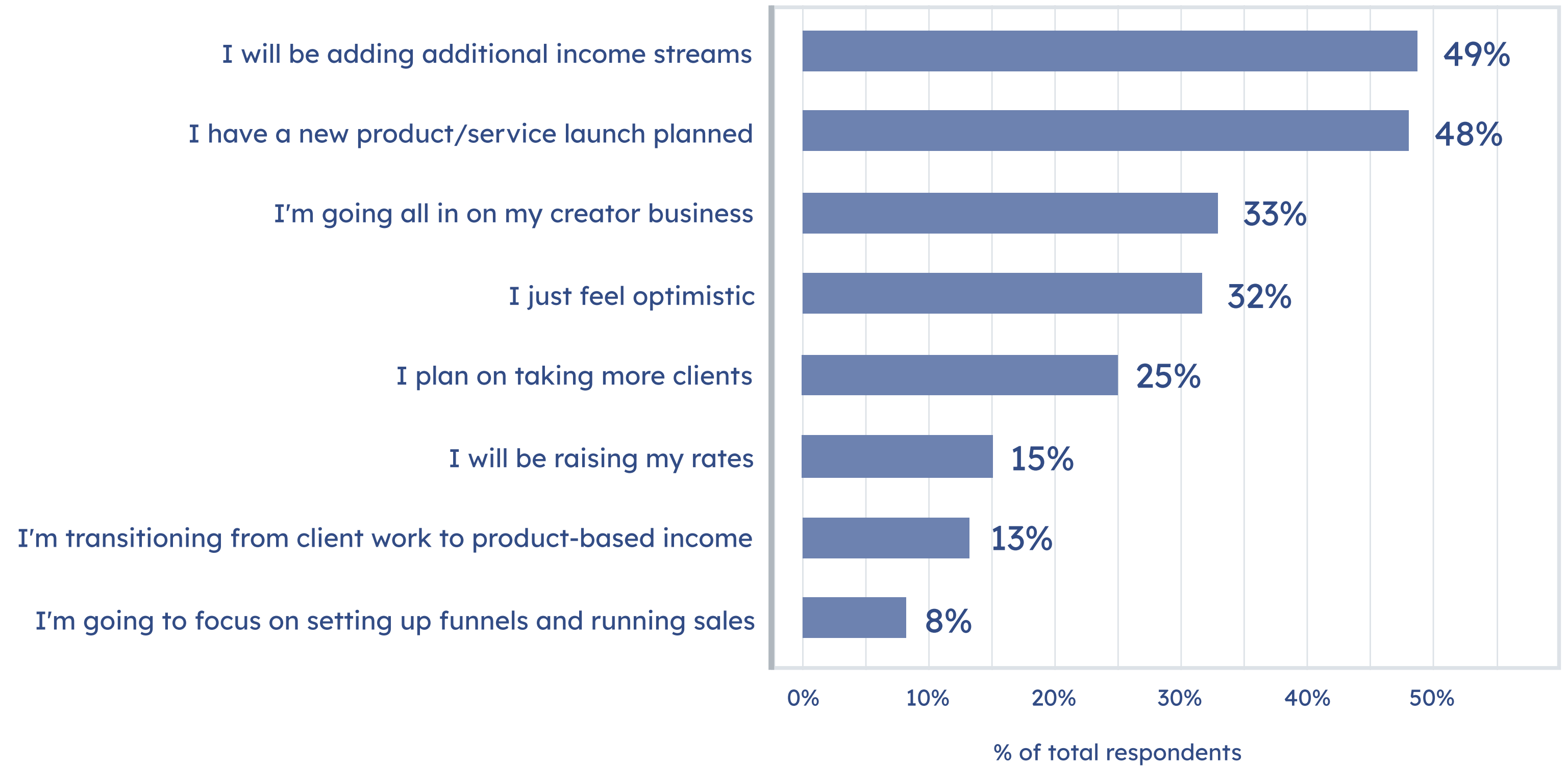
The upward trend of income optimism that's been around for the last few years continues to soar.



Most creators expect to make more money this year than last



How creators expect to increase their income in 2024

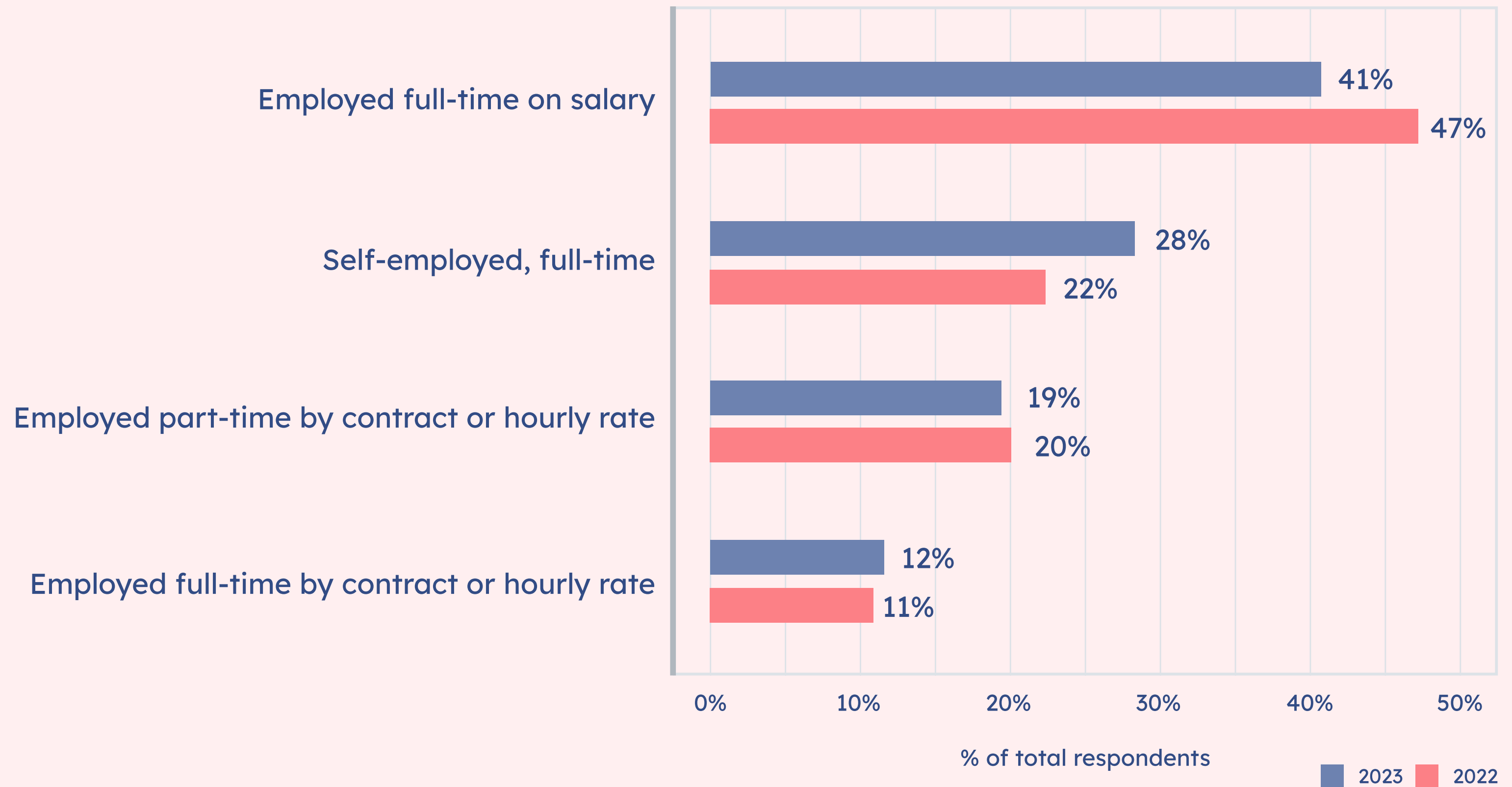


2025 Prediction: Even more creators will leave their salaried jobs to go all-in on their creator business

With 33% of creators expecting to make more money this year because they're going all-in on their creator business and 25% planning to earn more by taking on more clients, we expect to see more creators taking the leap and leaving their salaried roles.

In our first report, we found that the COVID-19 pandemic created a surge of new creators with nearly a quarter of the respondents starting their creator business during 2020.

Employment status



Now, we're seeing creators step away from the traditional full-time roles they've held down alongside their creator business.

Our research doesn't point to a massive shift yet. Still, economic uncertainty and layoffs may be playing a role in more people starting their creator journey.

There were more than 260,000 layoffs in the tech industry in 2023, and experts anticipate a slight increase in unemployment and layoffs this year. So perhaps some are using this time to commit fully to their creator business. At the very least, a growing creator business can help smooth out personal finances for those who find themselves between full-time roles.



Amanda Goetz
Marketer & Creator,
Life's a Game Newsletter
& Community

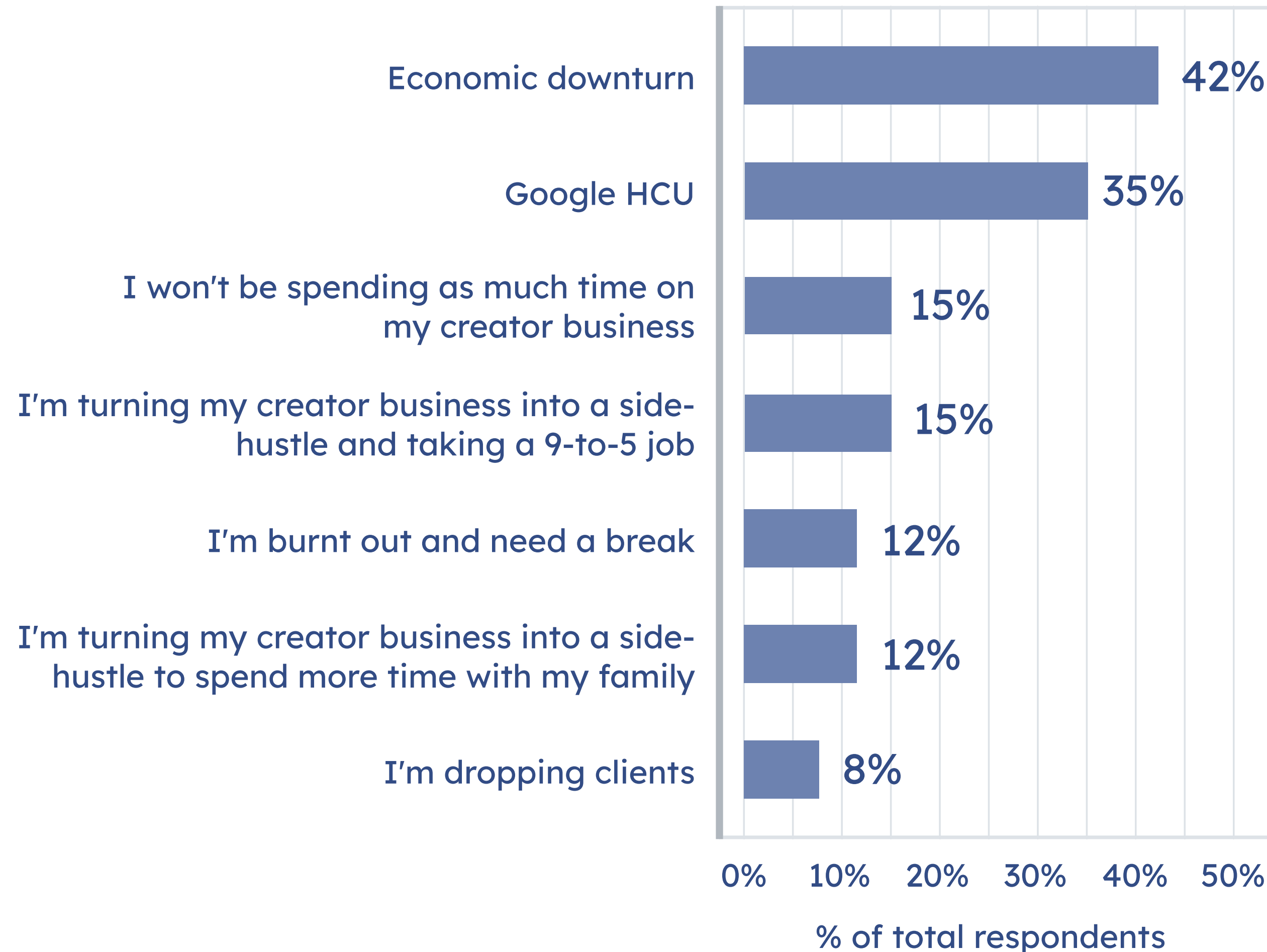
In September 2023 I left a 20 year career as a 2x founder and 3x CMO to build my creator business. I had never monetized my online audience before and, in 9 months, I doubled my last CMO salary. As a single mom of 3 kids, this has been the best move for my family and career.

Tech updates and the economy leave some feeling uncertain

This year creators have to adapt to changes like the loss of third-party cookies and Google's Helpful Content Update (HCU). Some are also feeling uncertain about the economy.

These external factors led **2.6% of respondents** expecting to make less money this year.

Why some creators expect to make less money this year



How to **prepare** for the year ahead

External changes, like the economy or technology updates, can make you feel out of control of your income. But there are steps you can take to prepare your business:

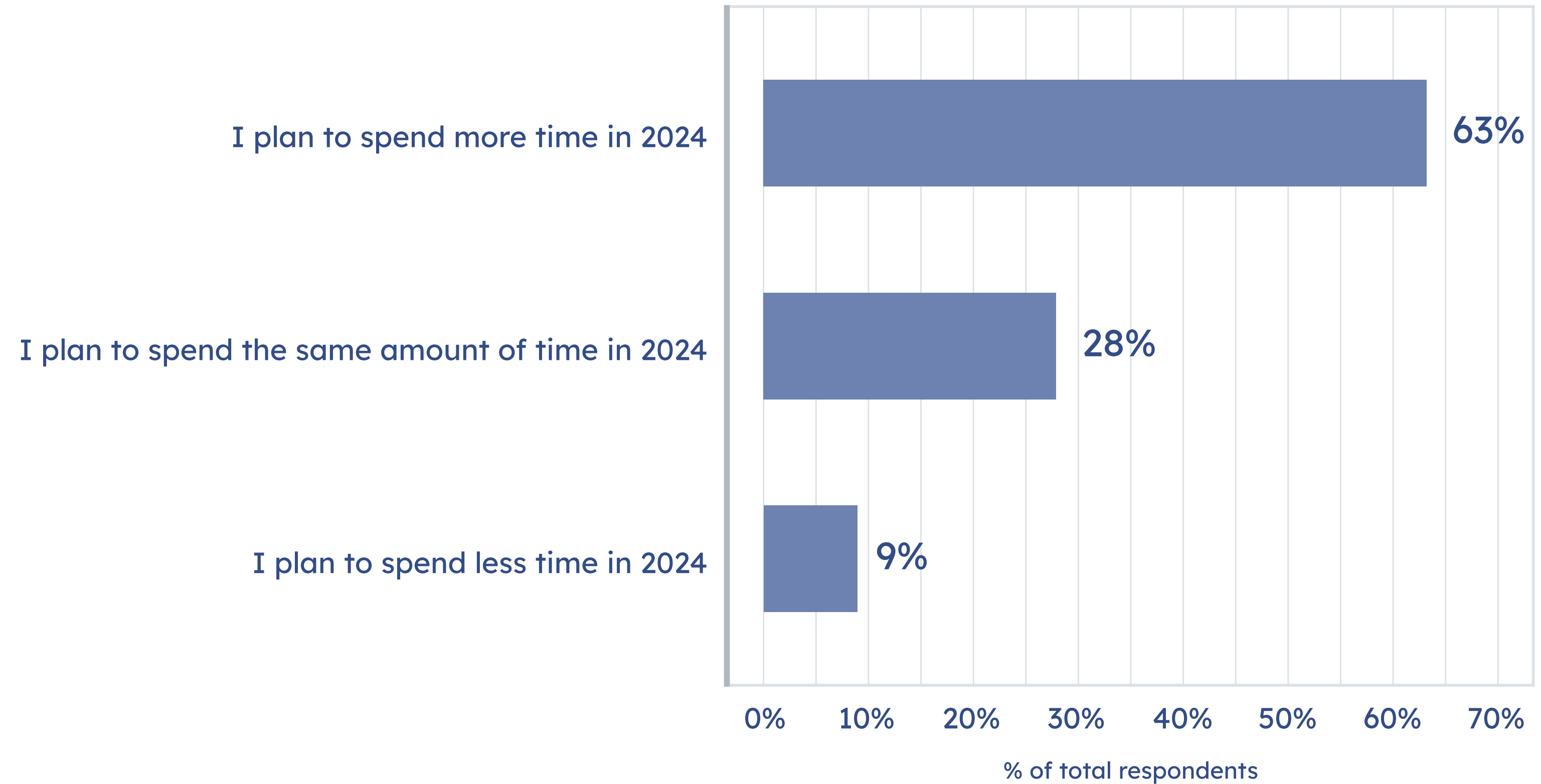
- Focus on your best channels to ride economic waves
- [Prepare for the loss of third-party cookies](#)
- Make updates to adhere to new Yahoo and Google [sender requirements](#).



Creators plan to work more this year

But one thing creators need to be aware of with an increase in work is the increase in burnout we've seen come through the data.

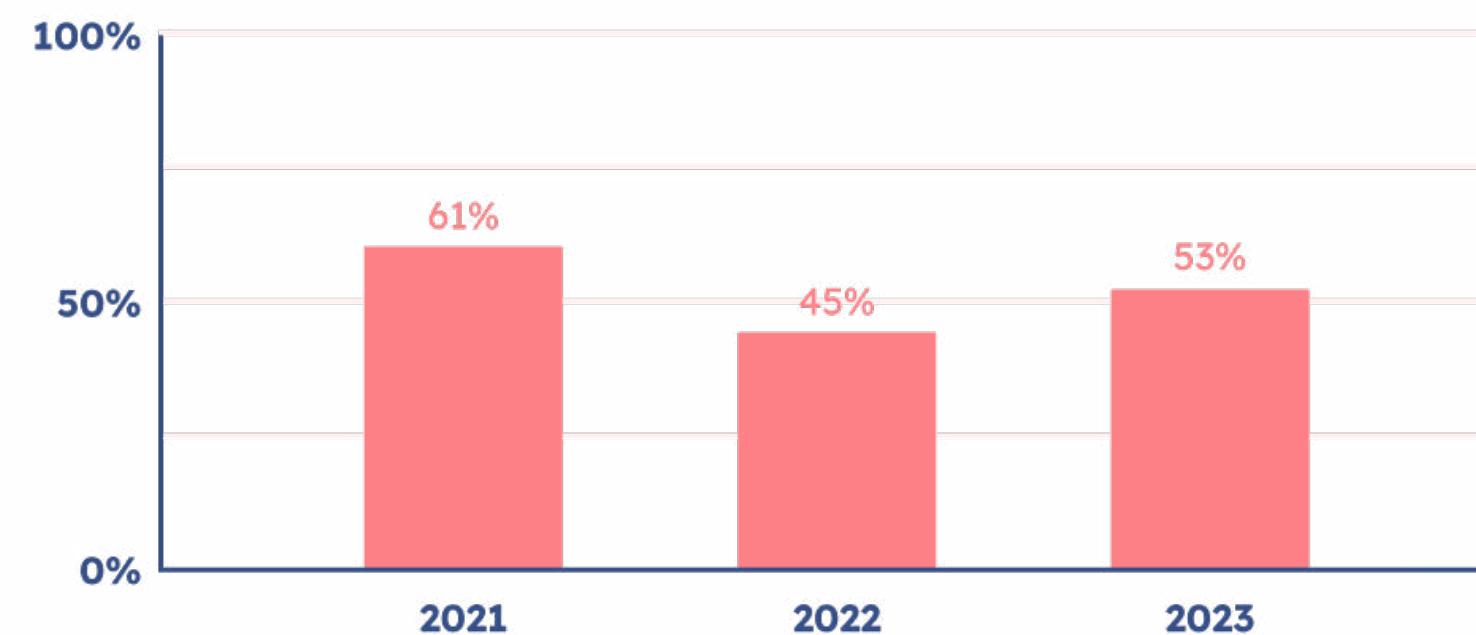
Creator work expectations for 2024



Burnout **increased** over the last year

Our data shows a slight increase in burnout this year for creators.

Creators who experienced burnout



But what's behind creator burnout? In Shelby Church's video about why top YouTubers are quitting, she points out challenges like the sometimes all-consuming nature of being a creator, adapting to appeal to algorithms, and the isolating nature of working alone.

This year's research also revealed elements that might lead to burnout increasing:

- **Creating becomes your full-time job.** Burnout can creep in as you spend more time in your creator business and rely more on the income it generates. 59% of full-time creators experienced burnout last year, while 42% of hobbyists did.

- **It takes you a while to start making money.** 68% of creators who took at least five years to earn their first creator dollar have experienced burnout, which is above the average.
- **You're part of a younger generation.** As we mentioned earlier, younger creators have higher burnout rates. In 2023, 65% of Gen-Z creators experienced burnout, while 41% of Boomers felt burnt out.

Interestingly, **income doesn't dramatically change burnout rates for creators.** While there is a difference—59% of creators earning under \$10K felt it while 50% of \$100,000+ earners did—the gap isn't as wide as other factors.

How to protect yourself from burnout

Burnout is a uniquely individual experience, so how you prevent and heal from it varies. Still, based on our research about the top challenges that lead to creator burnout, we can offer a few tips to look after yourself and avoid burnout this year:

- Connect with fellow creators to feel a sense of community, and reach out for help if you need it
- Focus on your top-performing channels and income streams to keep from spreading yourself too thin
- Grow an email list to connect with your audience without constantly playing to algorithms
- Set clear boundaries in your business
- Take breaks to rest and restore

Another way to beat burnout: Get off the content creation hamster wheel by using email automation and evergreen content.

Copy Jay Clouse's newsletter growth flywheel that automated his list growth by 7x in two years.



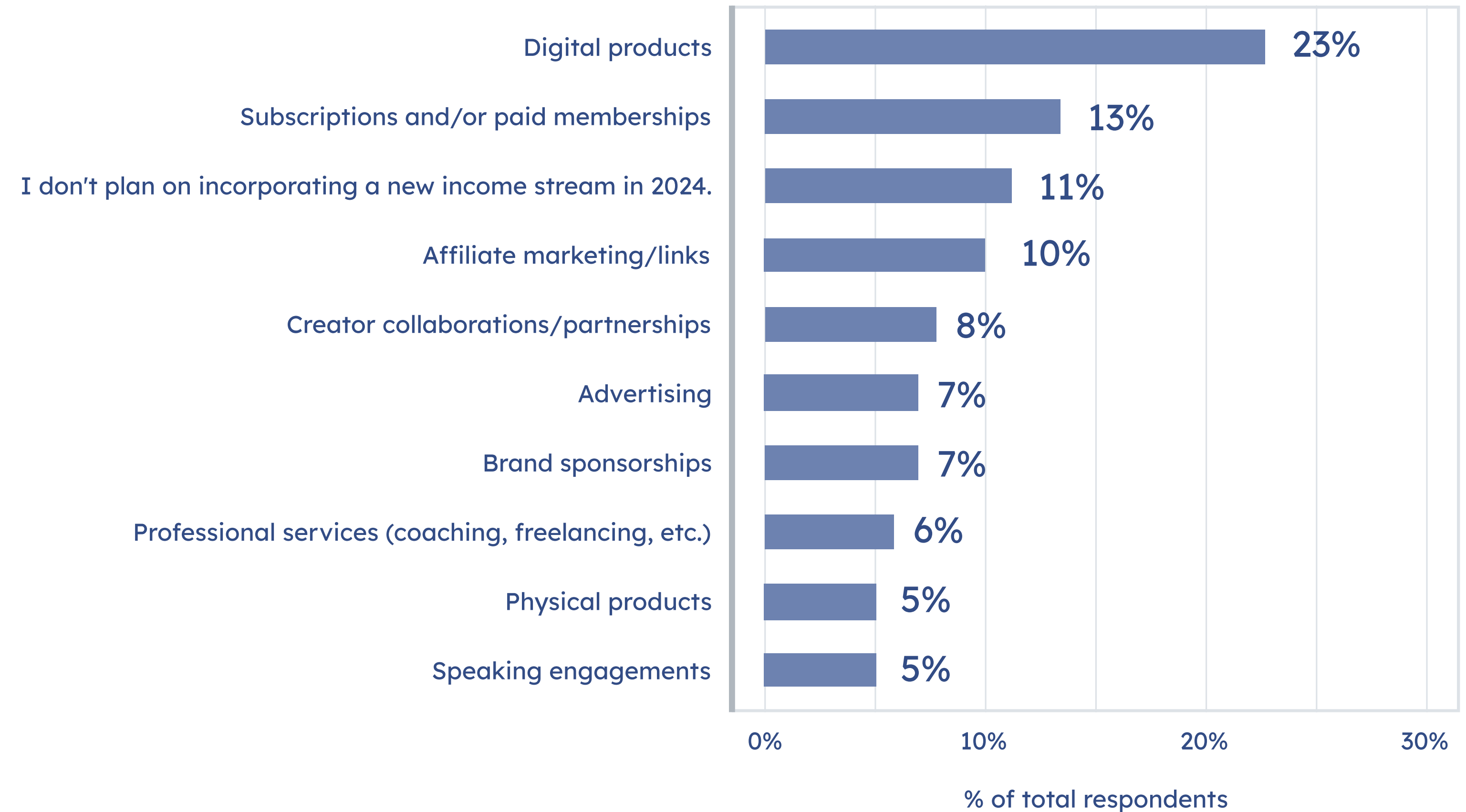
WATCH HOW IT WORKS →



The 9 ways creators plan to make more money

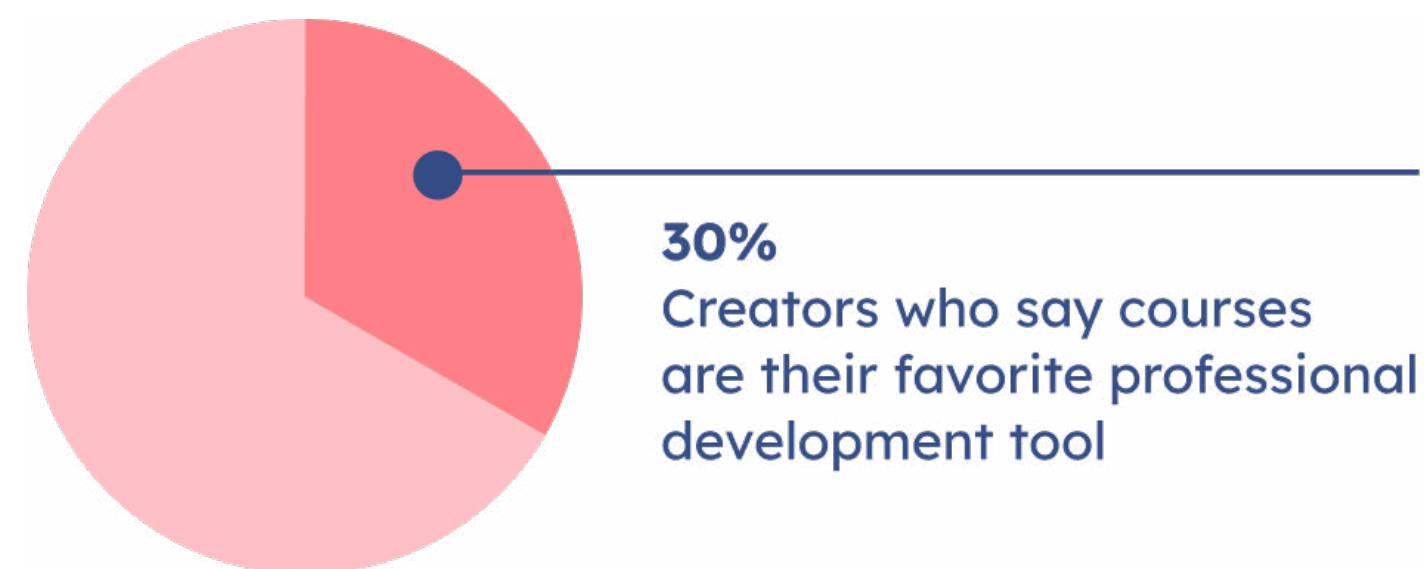
Similar to last year's survey, digital products are the most common new income stream that creators plan to add to their business in 2024.

The income streams creators plan to add this year



Here's how creators plan to make more money this year:

- **Digital products.** Ebooks, clothing patterns, audiobooks, stock photos, and website themes are some of the digital products that creators use to grow their business. Online courses are another popular digital product:
- 30% of creators say courses are their favorite professional development tool—so there's an opportunity to teach your fellow creators this year.



- **Subscription products and memberships.** Recurring revenue from paid newsletters, fan clubs, fitness sites, coaching programs, and communities create a consistent income base to build upon.

Connect your community and email marketing to increase your revenue with the ConvertKit + Mighty Networks integration

Learn how to keep your list engaged and diversify your income with paid memberships and courses.

- **Affiliate marketing.** Your audience trusts your perspective and experience, and partnering with the tools and products you love to recommend is a solid passive income strategy.
- **Creator collaborations.** So far, creators have earned \$359,224.37 for recommending other newsletters to their audiences with Paid recommendations through ConvertKit.



Sinem Günel is a multi 6-figure writer who uses Paid Recommendations to earn money that offsets her business costs.

“That’s something that just runs on the backend and that I don’t lift a finger for, but it just keeps generating revenue month by month.”

– Sinem Günel

FIND OUT HOW MUCH YOU COULD EARN WITH PAID RECOMMENDATIONS. →

- **Ads.** A benefit of growing a large and engaged audience is that you can monetize each view or visit with ad placements.

Earn directly from your email list

With newsletter ads you can earn revenue with programmatic ads that are both optimized to your subscribers' interests and align with your brand values.

JOIN THE CONVERTKIT ADS BETA
WAITLIST TO START EARNING 

- **Brand sponsorships.** The [ConvertKit Sponsor Network](#) makes earning money from sponsors easy by managing advertiser relationships for you. So far, creators have earned \$1,463,541 of gross revenue through the ConvertKit Sponsor Network.



Mark Manson
#1 NYT Bestselling author

I realized I needed to start pivoting my business to monetizing through email and social directly.

[Find out how Mark uses the ConvertKit Sponsor Network to make \\$15k a month directly from his newsletter](#)

- **Professional services.** Working one-on-one with clients keeps you close to your audience.
- **Physical products.** Creators can sell physical products locally at craft shows, through marketplaces like Etsy, or even on their own website with an ecommerce platform.
- **Speaking engagements.** Having a dedicated landing page with past speaking engagement examples and contact info makes it easy to direct potential clients to.



Creator collaboration builds community

It's 2024, and creators aren't competing with fellow creators—they're collaborating with them.

Supporting and learning from the creator community builds connections that offer personal and professional benefits.

Talking to people who understand your work and challenges is such a comforting and empowering feeling. But where do creators find this community?

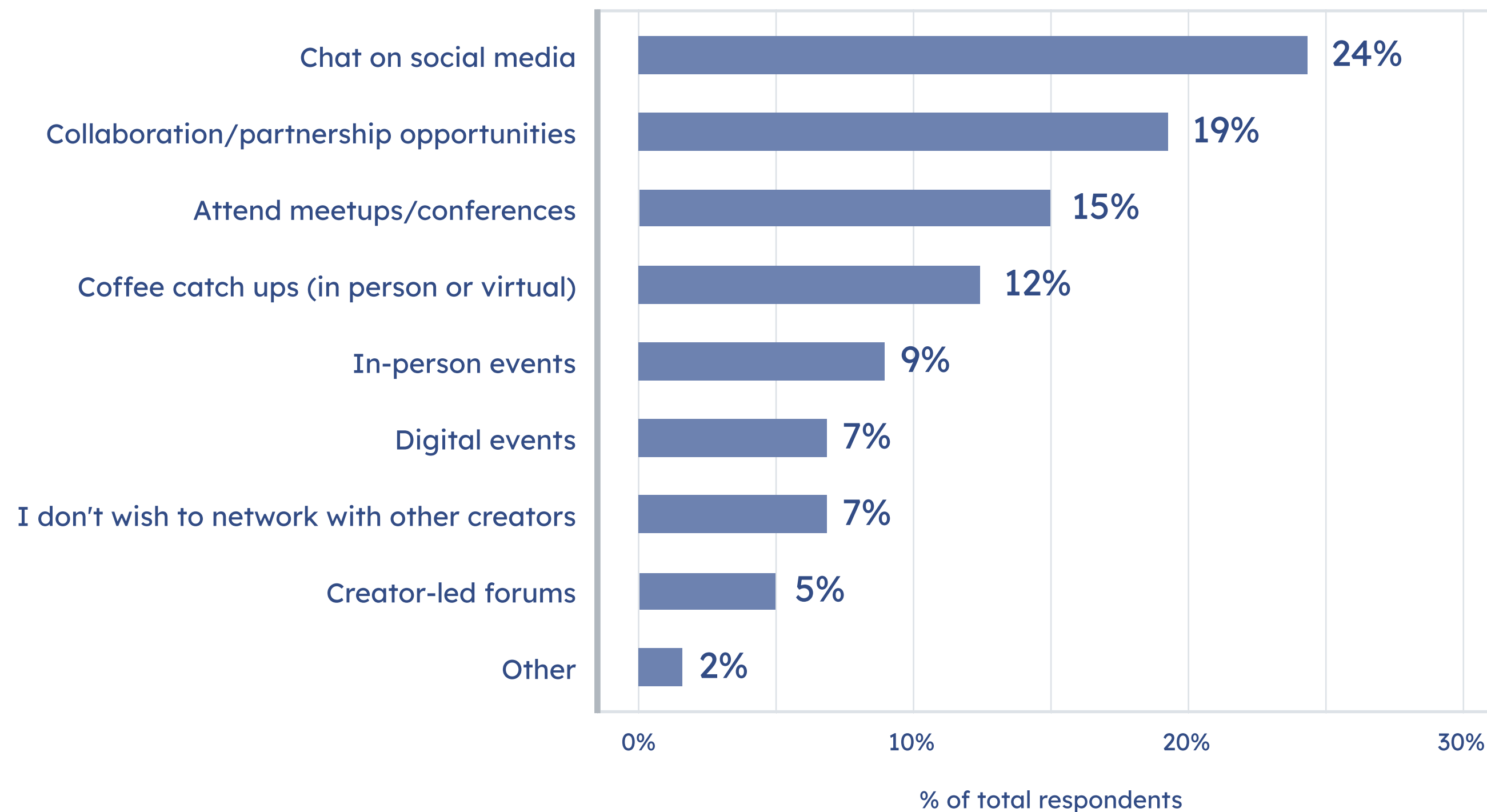
Looking to build meaningful relationships with other creators?

Find creators you want to work with, cross-promote your content, and grow your business.

Leverage the power of creators and help each other grow.

DISCOVER CREATORS TO CONNECT WITH AND GROW YOUR BUSINESSES TOGETHER →

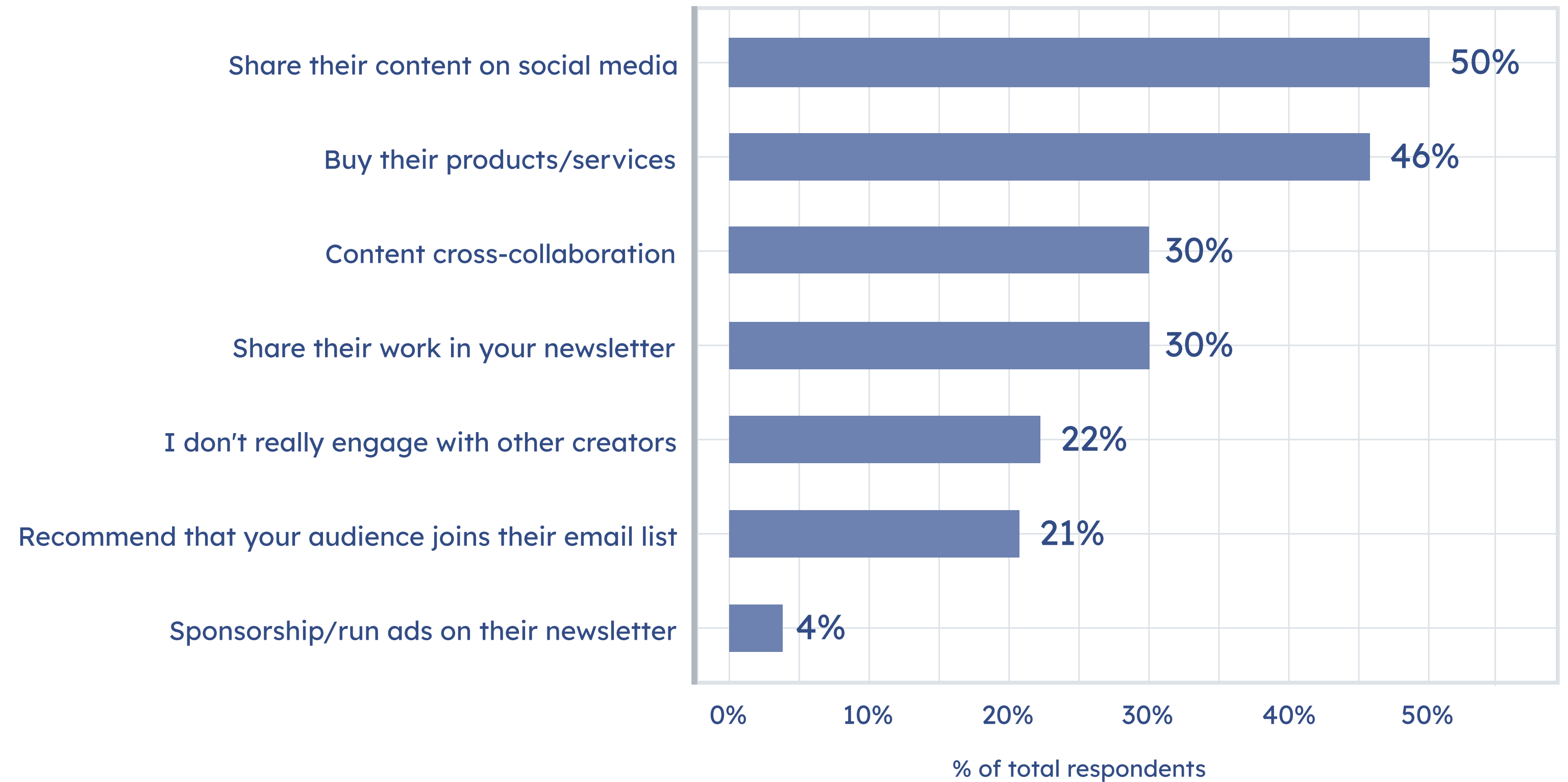
How creators build community



Want more ideas to connect and collab with other creators?

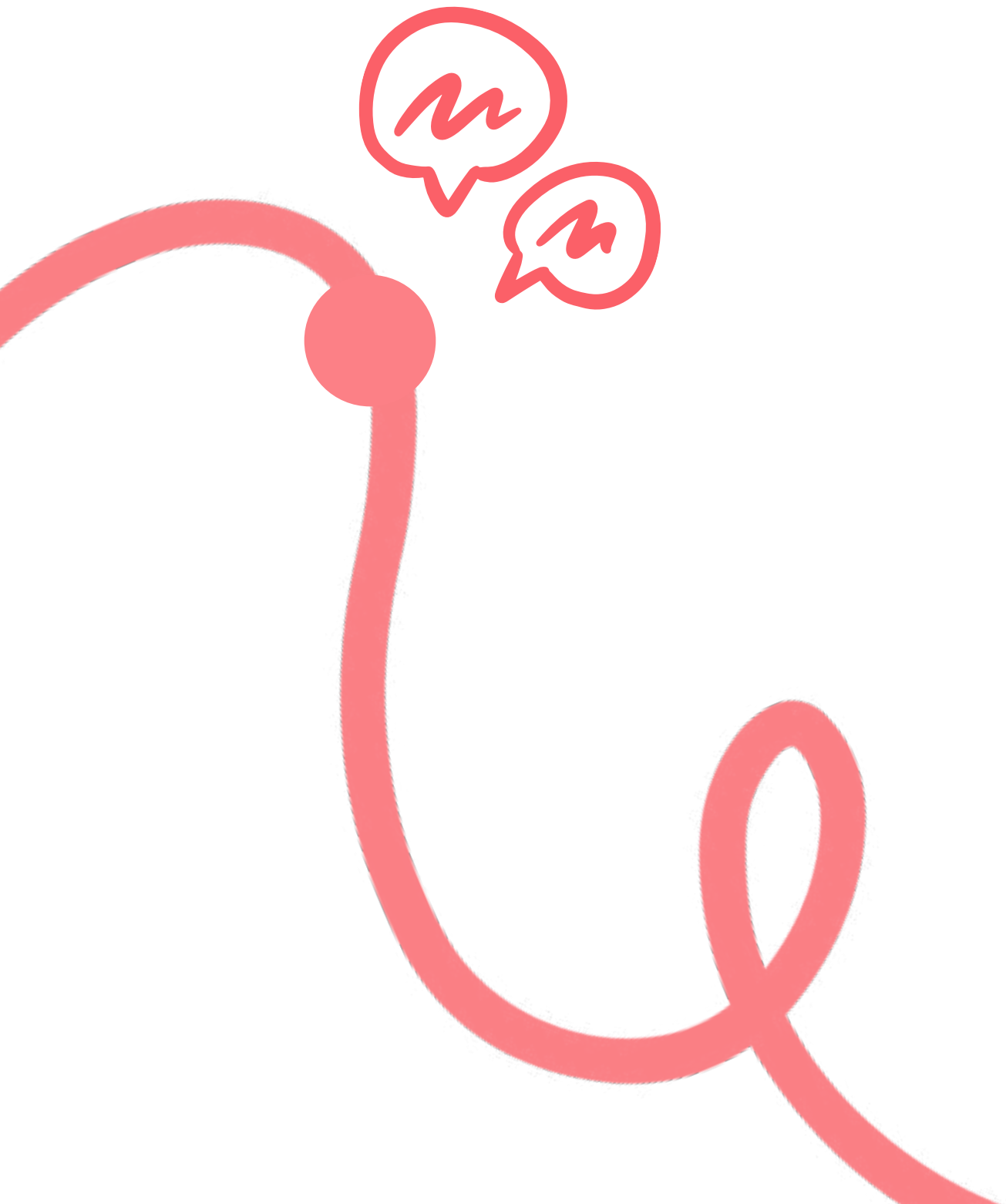
Sharing a creator's work on social media is the top way creators like to support their peers. You can also run content cross-collaborations and share their work in your newsletter.

How creators support each other

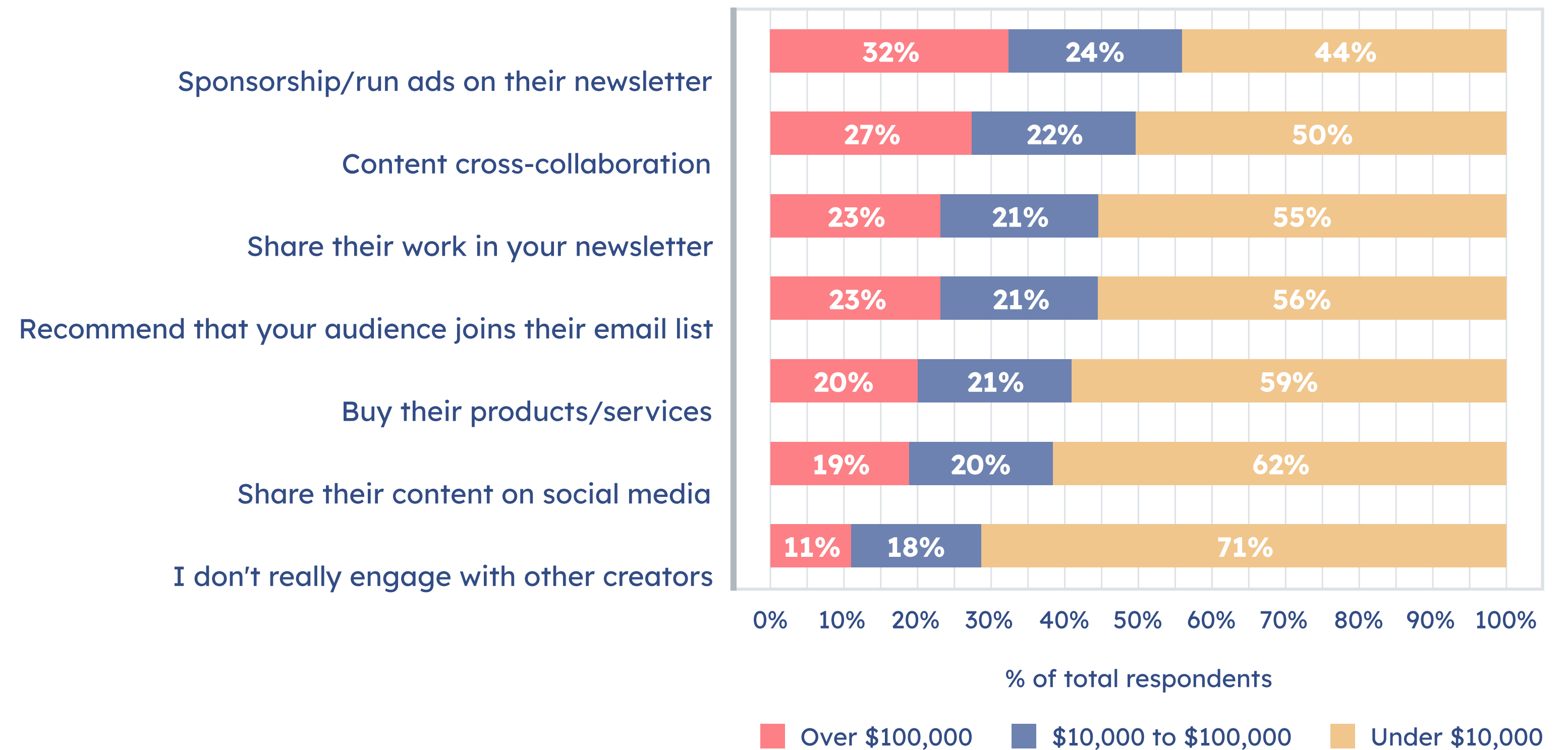


Once creators start earning a living from their business, they love to pay it forward to their peers.

Creators who make more than \$100,000 a year prefer to engage with their fellow creators by sponsoring or placing ads on their newsletters, and entrepreneurs and coaches are the most likely to buy their peers' work.



How creators support each other by income range



05

The road to full-time creator

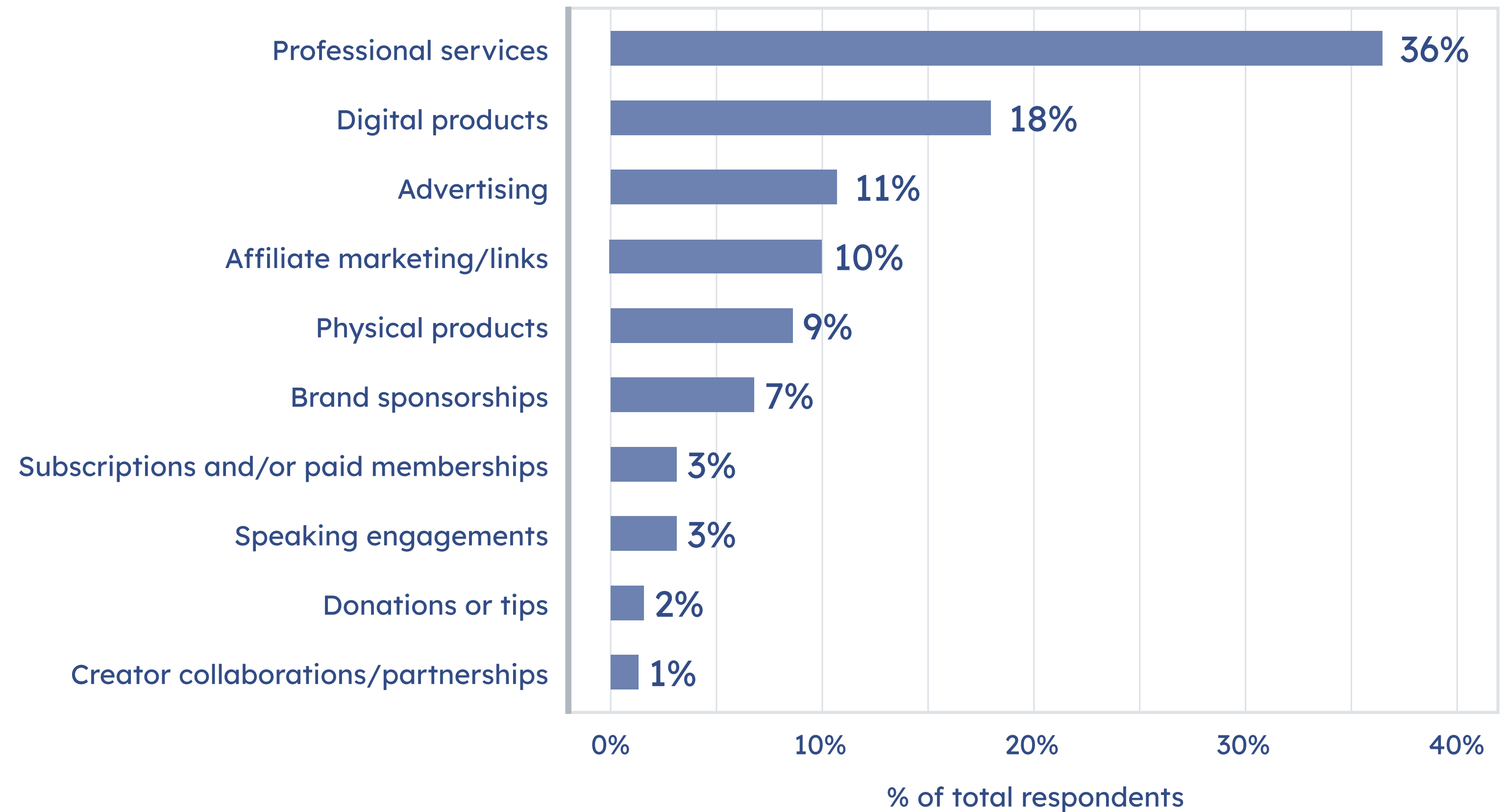
Taking a creator business from a hobby to a side-hustle to a full-time career takes time and dedication.

We asked professional creators how they built their businesses and found ways to take your business to the next level with the right tools.

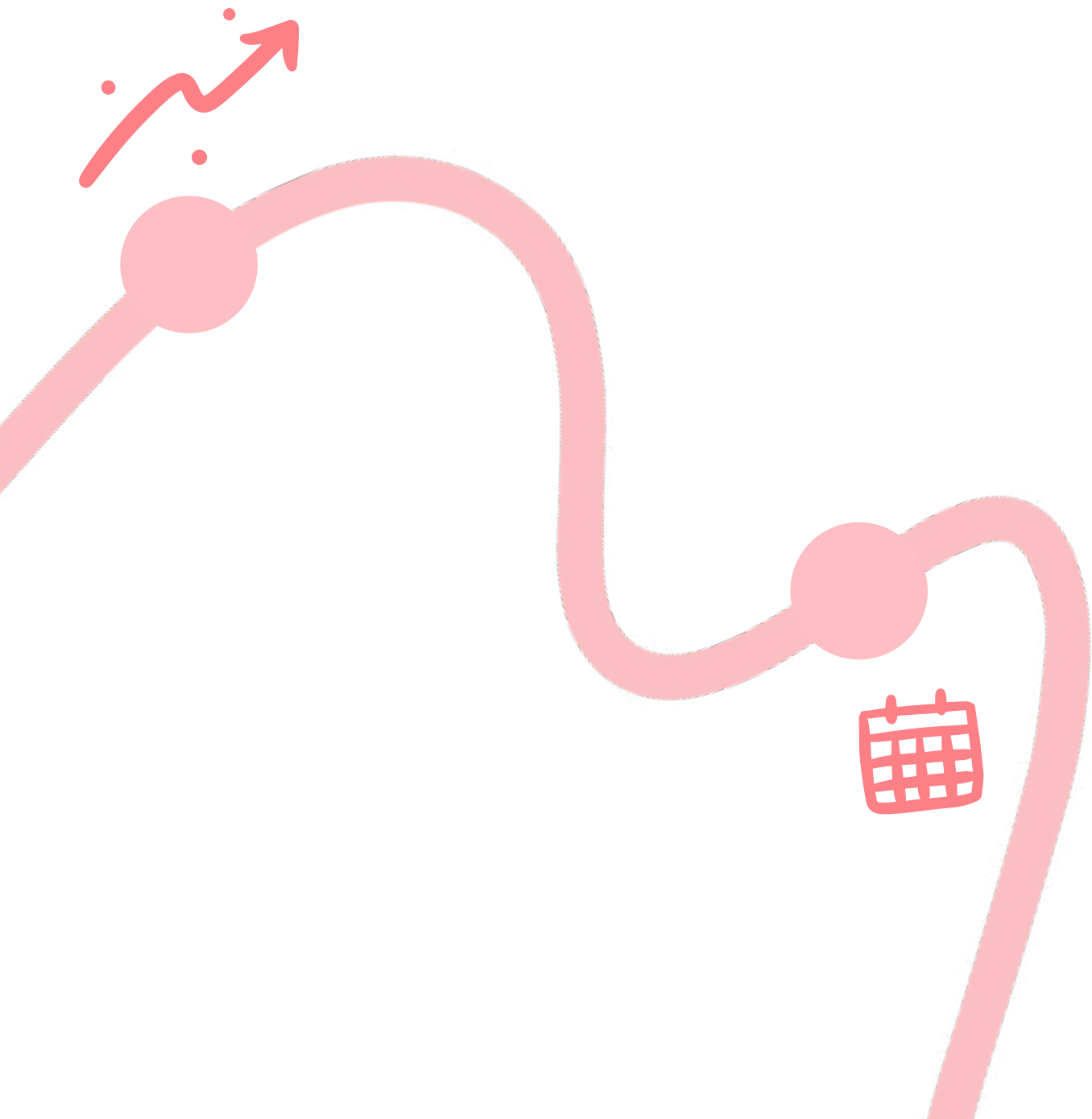
How long it takes to become a full-time creator

Many full-time creators earn their first dollar pretty quickly—**55% of them start making money through their creator business in their first year.**

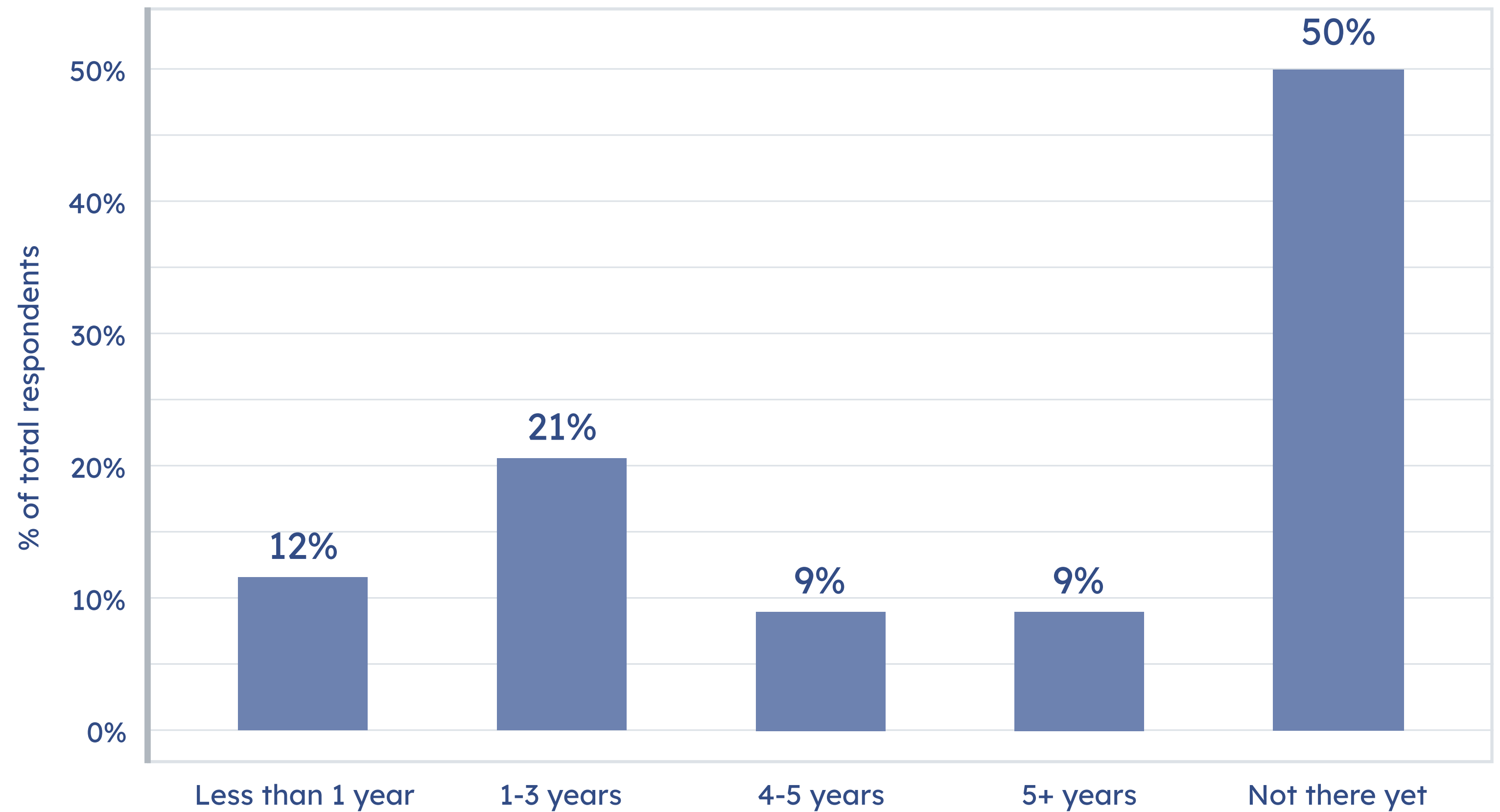
How full-time creators earn their first dollar



Beyond the first dollar, turning a creator business into a full-time income replacement takes time.



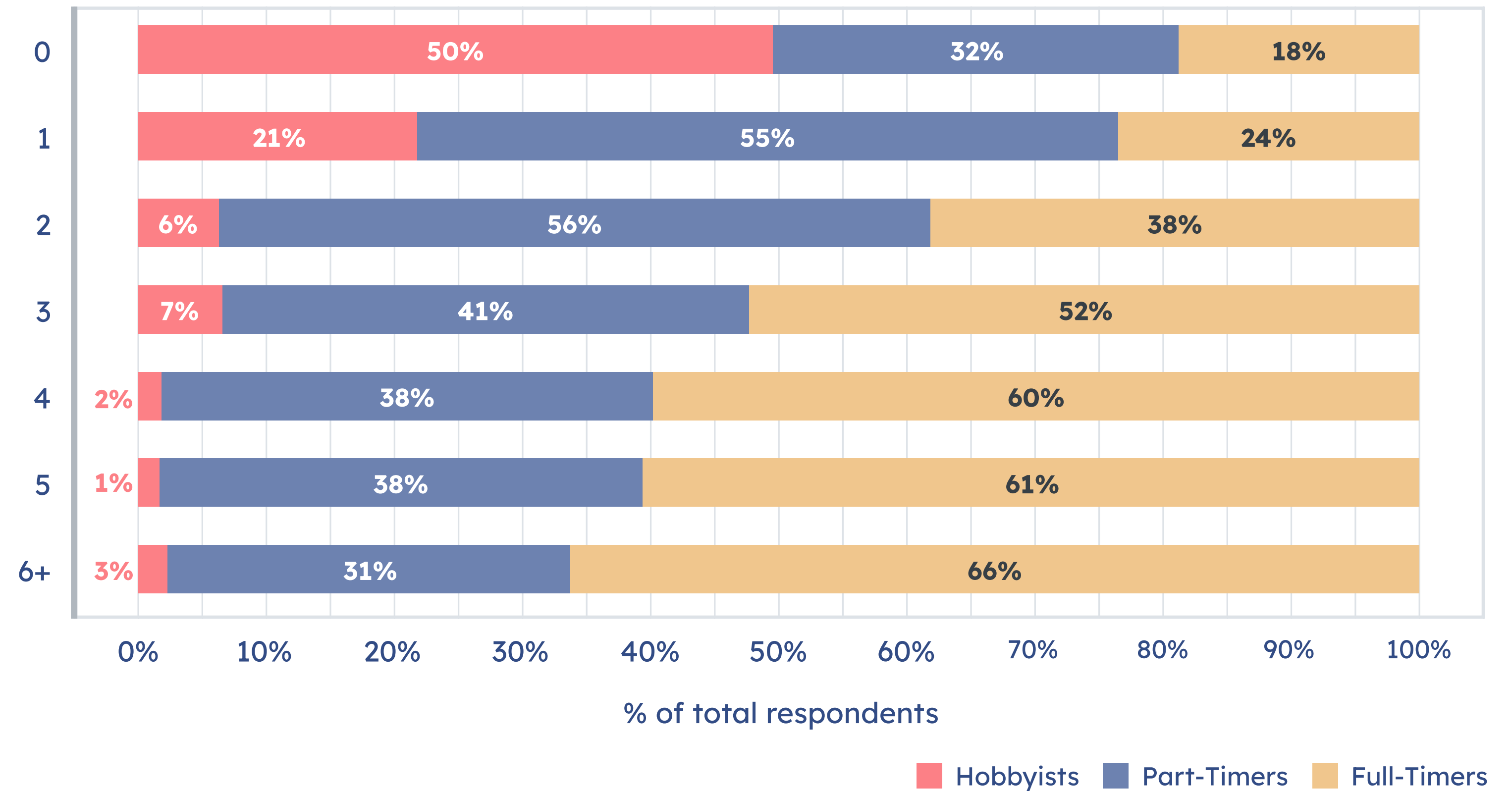
Creators spend years building up to a full-time income



It also involves spinning some plates. Full-time creators understand the importance of diversifying their monetization.

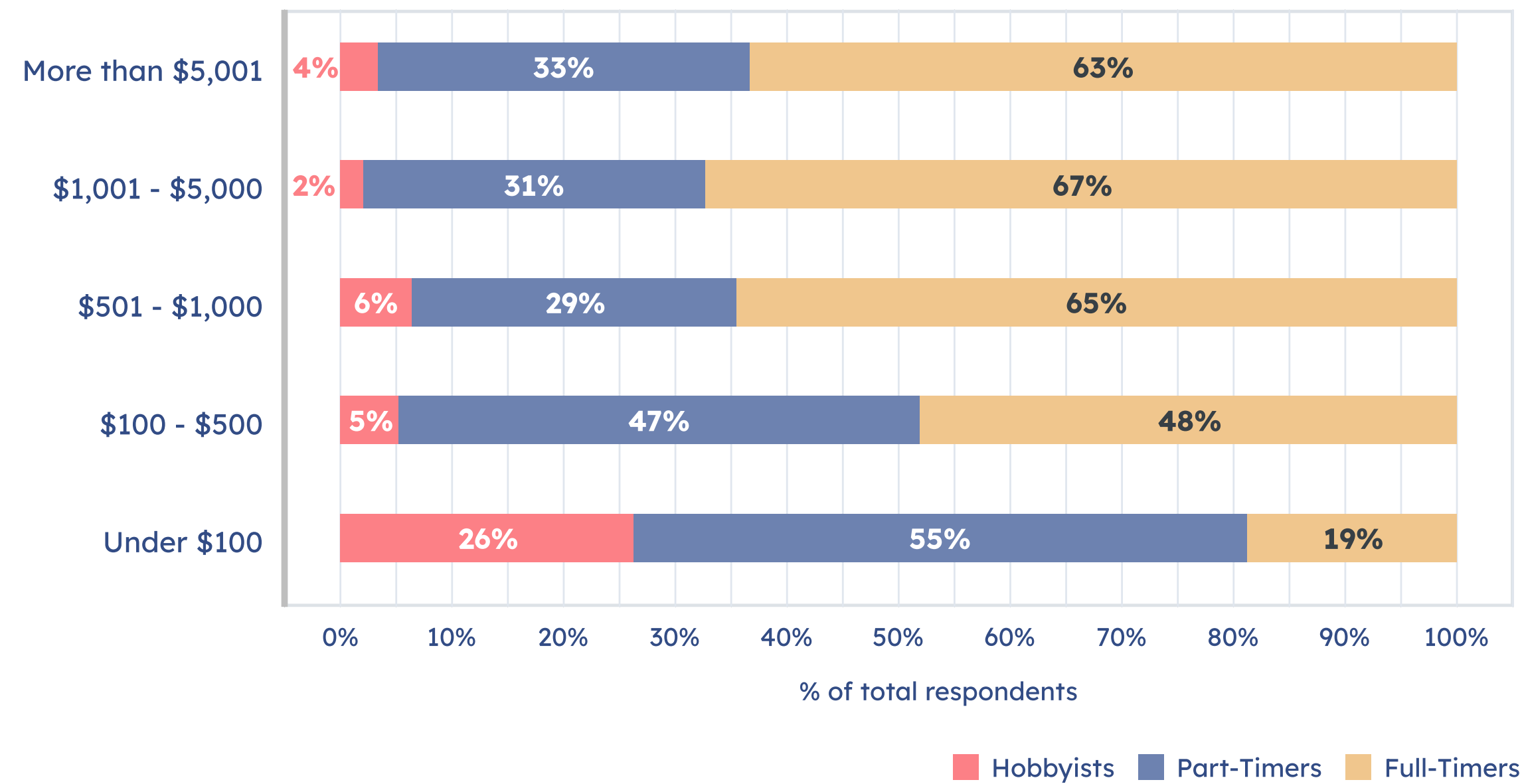
So how do full-time creators manage all this work? They've found the right tools to get the work done efficiently so they can keep on doing what they love.

Number of income streams by creators



The go-to tools vary by creator income

How much creators spend on their tech stack each month



It doesn't take huge investments to make it as a creator.

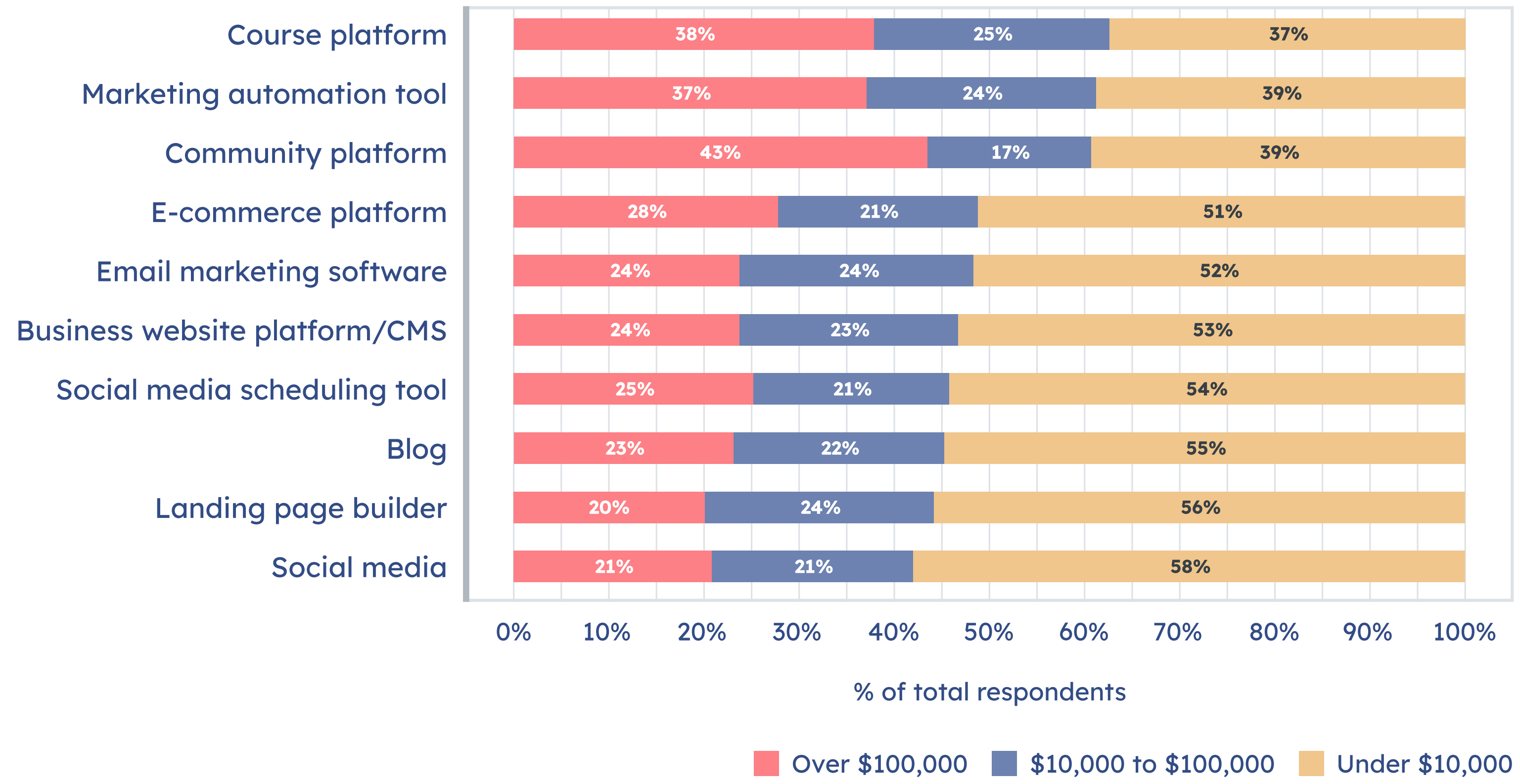
Nearly three out of four creators spend under \$500 a month on their tech stack, and it's most common for creators to spend between \$100 and \$500 a month.

Even full-time creators only need a few hundred dollars worth of tools to run their businesses. 67% of full-time creators spend under \$500 a month on creator tools, down from 72% in 2021. And 19% of full-time creators actually spend under \$100 a month on their tech stack.

The two most common creator tools are consistent yearly, with 77% of creators using social media platforms and 68% investing in email marketing software. But the go-to tools vary between creator incomes and paint a picture of how creators use software to grow and scale their business.






The tools creators use



The **beginner** creator tech stack

Top 3 tools:

-  social media platforms
-  a landing page
-  a blog

#1 challenge:

-  Deciding how to monetize

How to level up:

-  Set up an email newsletter to grow an audience away from the algorithms.




Want to build an audience you can have direct access to?

Over 650,000 creators use ConvertKit to connect with their audience.

START A FREE TRIAL TODAY 

The **emerging** creator tech stack

Top 3 tools:

-  a course platform
-  a landing page builder
-  an email marketing tool

#1 challenge:

-  Creating recurring revenue

How to level up:




-  Add a recurring income stream with a paid newsletter or community



Artist Danny Gregory's paid newsletter has made \$45,000 in two years—learn how he set it up here.

The **advanced** creator tech stack


Top 3 tools:

-  community platforms
-  marketing automation software
-  course platforms

#1 challenge:

-  Diversifying income

How to level up:

-  Add a new income stream like Sponsored Newsletter placements or Paid Recommendations that earn for you while you keep working on other things.

Find out how much potential revenue is already hiding in your email list with ConvertKit's Potential Revenue Calculator

Creators are consistently optimistic

Now that we've surveyed creators for a few years in a row, we can start to plot trend lines.

While the creator economy has challenges, like burnout and the effort to monetize, creators are consistently hopeful. Each year, a vast majority of creators expect to make more money in the coming year, add new income streams, and try new strategies.

Whether you've been a creator for 10 days or 10-plus years, we can't wait to see what you do in 2024.



Methodology

ConvertKit State of the Creator Economy Research (2024): This report aims to help define who a creator is in 2024, what they work on, and how they create a living online.

The main categories we used to segment creators throughout the report are 3 creator status: Full-time (creating is their full-time job), Part-time (they create on the side of a full-time job), and Hobbyist (they create without expectation of income).

ConvertKit Creator Survey (2024): We surveyed 1,008 creators. 76% of respondents found the survey through ConvertKit promotion, and 24% of respondents found the survey through a mix of partner companies and creators whose audiences are also creators. Those percentages also mirror the 78% ConvertKit users to 22% non-ConvertKit users split.

All data was self-reported by creators in our survey of 50 questions. These questions were a mix of multiple choice, Yes/No, scales of 1-10, and write-in answers. In multiple choice questions, the choices were listed in alphabetical order along with an “I don’t know”, “Other”, or “I’d prefer not to say” answer option.

Response rates to individual questions varied due to open-ended questions and qualitative data. Percentages for all quantitative data were rounded to the nearest whole number as fit.

ConvertKit Creator Survey Analysis (2024): The data from the Creator Survey was compiled and analyzed by creative content marketing agency CXD and synthesized by topical themes to understand how creators at all stages of the creator journey work and earn a living online.

Acknowledgements

Big thanks to our partners for helping us create this year's report:

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Hollie Arnett

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Site design

For sharing our survey:

Thanks to these partners for sharing the survey with their audience. Your help in spreading the word made this research more of a reflection of different corners of the creator economy.

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Mighty Networks

Hey Marvelous

Segmentrics

