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2027

Influencer Marketing Benchmark Report

AUTHOR

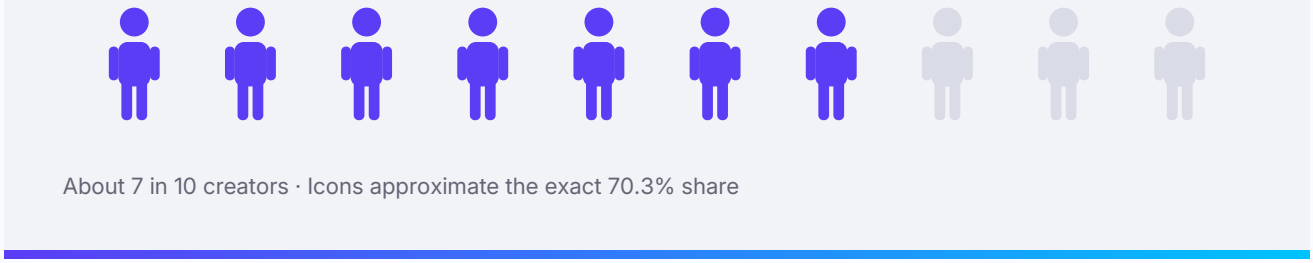
Steph Payes

CMO, NeoReach



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Brand partnerships underpin creator businesses



The 2027 NeoReach Influencer Marketing Benchmark Report combines new 2026 creator research with consumer insights to identify practical priorities for influencer marketing strategy and operations.

Our 2027 research captures a creator economy where brand partnerships underpin many businesses and inconsistent income remains creators' most frequently reported career challenge. As AI-native processes take on routine execution, we believe the teams that redesign work around creative judgment, audience understanding, and strategy will set the pace for 2027.

This report brings together NeoReach creator research and U.S. consumer research to examine how creators earn, how audiences respond, and what makes a partnership workable. The evidence supports a practical planning approach: define the intended action, select the relevant audience and content, and agree the work and measurement needed to assess the outcome.

Steph Payes · CMO, NeoReach · Updated 9 November 2026

Exact share: 70.3% of 434 creators. Seven icons out of ten approximate the share selecting brand deals or sponsored posts. NeoReach Creator Earnings Survey, May–November 2026; one main revenue source per respondent.

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Key Findings

50.2%

of creators report annual income of $10,000 or less from creator work.

A demanding brief can require substantial production work from a lower-income creator. Scope, production requirements, and compensation need to be assessed together.

70.3%

of creators identify brand deals as their main revenue source.

Payment timing, usage rights, and exclusivity affect a creator's leading revenue source and belong in the initial partnership discussion.

44.8%

of U.S. consumers report buying at least one item per month based on creator suggestions.

Another 48.7% report zero monthly purchases. Audience receptivity is an explicit input when setting purchase expectations.

56.1%

of creators identify day-in-the-life content among their strongest-performing approaches.

Briefs can test products in recognizable everyday situations, with performance assessed against a defined campaign metric.

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Key Findings, Continued

76.6%

of creators use time and effort to determine their rates.

A comparable quotation needs a defined production scope, including assets, filming requirements, revisions, and publication obligations.

91.2%

of creators cite smooth communication as a reason to work with a brand again.

Clear contacts, consolidated feedback, and agreed approval dates address a prominent creator priority for repeat work.

41.7%

of creators identify inconsistent income as their hardest career challenge.

Creators need to assess the reliability of contracted work and its payment schedule alongside the stated fee.

41.9%

of Gen Z report creator-influenced product purchases, compared with 17.1% of Gen X.

The 24.8 percentage-point difference makes age composition relevant to audience planning. The comparison describes the surveyed groups.

Executive Summary

CREATOR ECONOMICS. CONSUMER ACTION. BETTER PARTNERSHIPS.

In the earnings survey, 50.2% report annual creator income of $10,000 or less. Brand deals are the main revenue source for 70.3% of detailed-question respondents. Brands planning 2027 activity should make production requirements, usage rights, payment timing, and the fee visible at the start of the relationship.

In the January consumer study, 44.8% report buying at least one item per month based on creator suggestions, while 48.7% report zero. Stated purchase likelihood after a sponsored post is 32.5%. These measures describe different questions; each helps identify what a campaign needs to test before a purchase or revenue assumption is used.

Consumers most often select relatable ads, product demonstrations, and ads addressing a relevant problem. Creators favor everyday context and storytelling in their own performance assessments. A useful 2027 brief connects the creator's presentation with the information the audience needs to evaluate the product.

Pay and brand alignment receive high importance ratings from 87.7% and 84.8% of creators. Smooth communication and fast payment are selected by 91.2% and 81.5% as reasons to work together again. These findings give brands specific subjects to address in outreach, production, and renewal processes.

Product purchase influence is higher among Gen Z than Gen X within the consumer module's 18–64 coverage. The creator earnings sample is concentrated in Instagram, TikTok, and lifestyle content. A plan focused on other populations or platforms needs evidence that matches its intended market.

The resulting 2027 agenda is to define commercially workable assignments, build clear paths to action, test formats against product needs, and track the outcomes each partnership is expected to produce.

Research Base and Method

472
Creator earnings responses

487
Creator impact responses

1,050
U.S. consumer respondents

NeoReach's research combines 959 analyzed creator survey responses across two dedicated 2026 studies: 472 on creator earnings and 487 on creator impact. A separate Consumer Insights study of 1,050 U.S. internet users aged 18–64 examines creator-led discovery, purchase behavior, and advertising preferences. Additional Consumer Insights research provides broader platform and media context, with question bases reaching 60,261 respondents.

The framework connects creator economics, creators' assessments of content and partnerships, and consumers' reported actions. Creator responses are deduplicated by email within each study. Participation overlaps across the creator studies, which retain separate bases; 959 is the retained response count across both.

The Creator Earnings Survey collected 516 submissions. Repeat submissions are counted once, using the latest response per normalized email address, leaving 472 responses for analysis. Detailed income-source questions have 434 responses; the remaining 38 respondents report zero sponsored posts and did not answer that section.

The creator surveys describe the participating samples. The 959 retained creator responses include participation in both studies and are not a count of distinct people. Consumer findings retain the population, fieldwork period, and question base of each source. Percentages are rounded to one decimal place; combined shares and differences are calculated from unrounded counts.

The 2027 edition uses research collected in 2025 and 2026, with the analysis snapshot dated 9 November 2026. Findings describe the surveyed samples and support conditional implications for 2027 planning. Quantified market-growth, spending, and ROI forecasts require additional evidence.

The cover portrait and team photograph were supplied by NeoReach. The product-demo and partnership photographs are AI-generated editorial illustrations; they do not depict survey respondents or documented campaigns.

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Letter from the Editors



The NeoReach team

Creator marketing's next chapter depends on the people behind the content. Brands asking for audience trust need to consider whether their partnerships make creator work sustainable.

In NeoReach's earnings survey, 34.3% of creators identify connecting with their audience as their principal motivation. In our separate impact study, 41.7% say inconsistent income is the hardest part of their career. These findings bring the audience relationship and the economics of creator work into the same conversation.

Creators are selective about the recommendations they make: 84.8% in our impact study rate brand alignment as highly important when considering a deal. For your next campaign, that means examining product relevance alongside the brief, the fee and the terms.

Use this report to question your assumptions, improve the next partnership and define the outcomes that justify continued investment. The industry's progress depends on the value audiences receive and the people who make that value possible.

The NeoReach editorial team

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CHAPTER 1

Creator Earnings

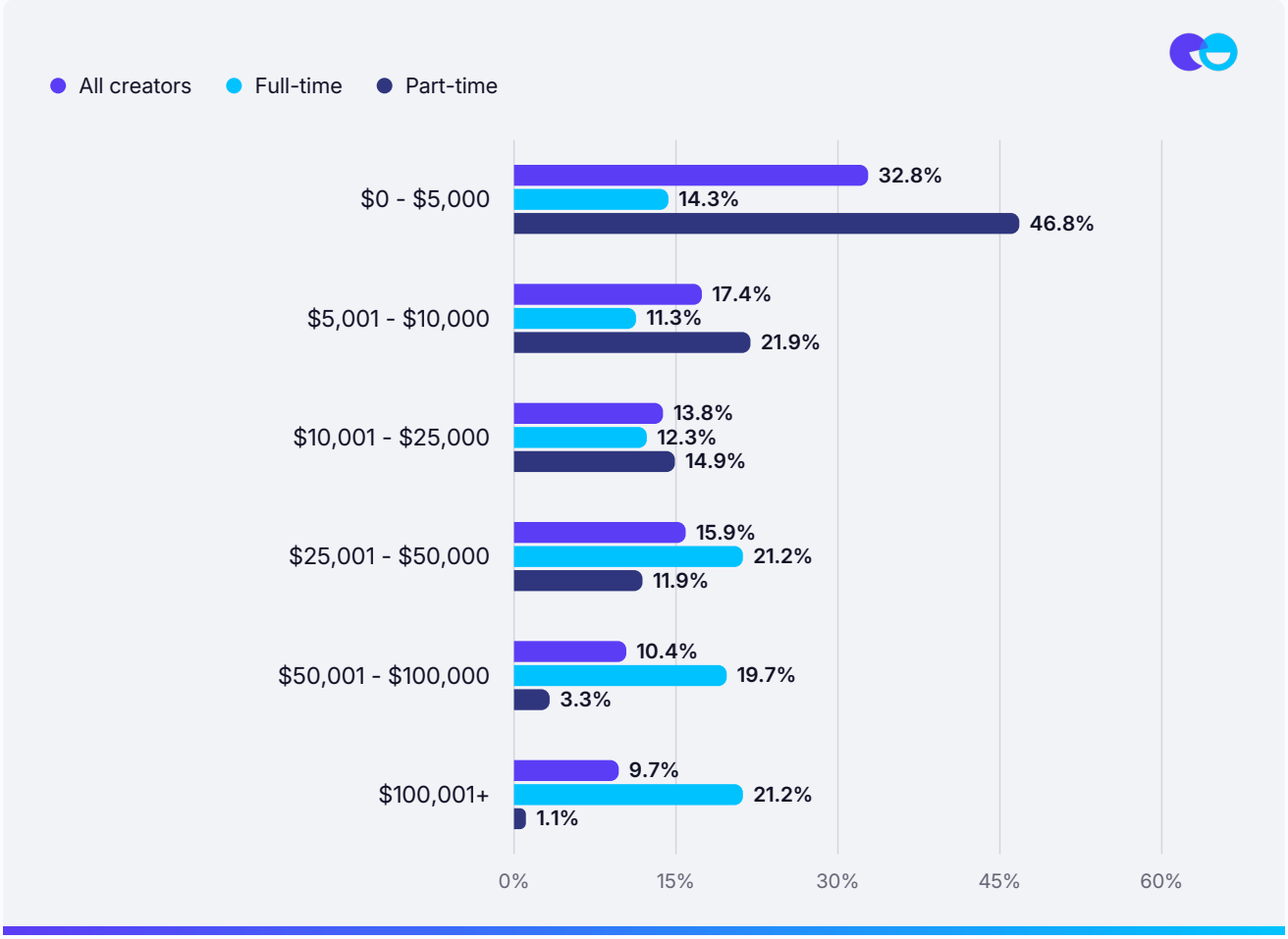
Half of surveyed creators report annual creator income of $10,000 or less. A further 29.7% earn $10,001 to $50,000, while 20.1% earn above $50,000. The upper-income group includes 9.7% reporting more than $100,000. These bands show the different business scales represented in the sample.

Income, revenue source, and sponsored-content volume answer separate commercial questions. Read together, they help establish the creator's revenue context, the scale of paid work, and the production commitment a proposed assignment would require.

Annual income differs by working model

Among full-time creators, 40.9% earn above $50,000, compared with 4.5% of part-time creators. At the lower end, 25.6% of full-time creators and 68.8% of part-time creators report $10,000 or less. Full-time status is self-reported and can coexist with low annual earnings.

Annual creator income by work status



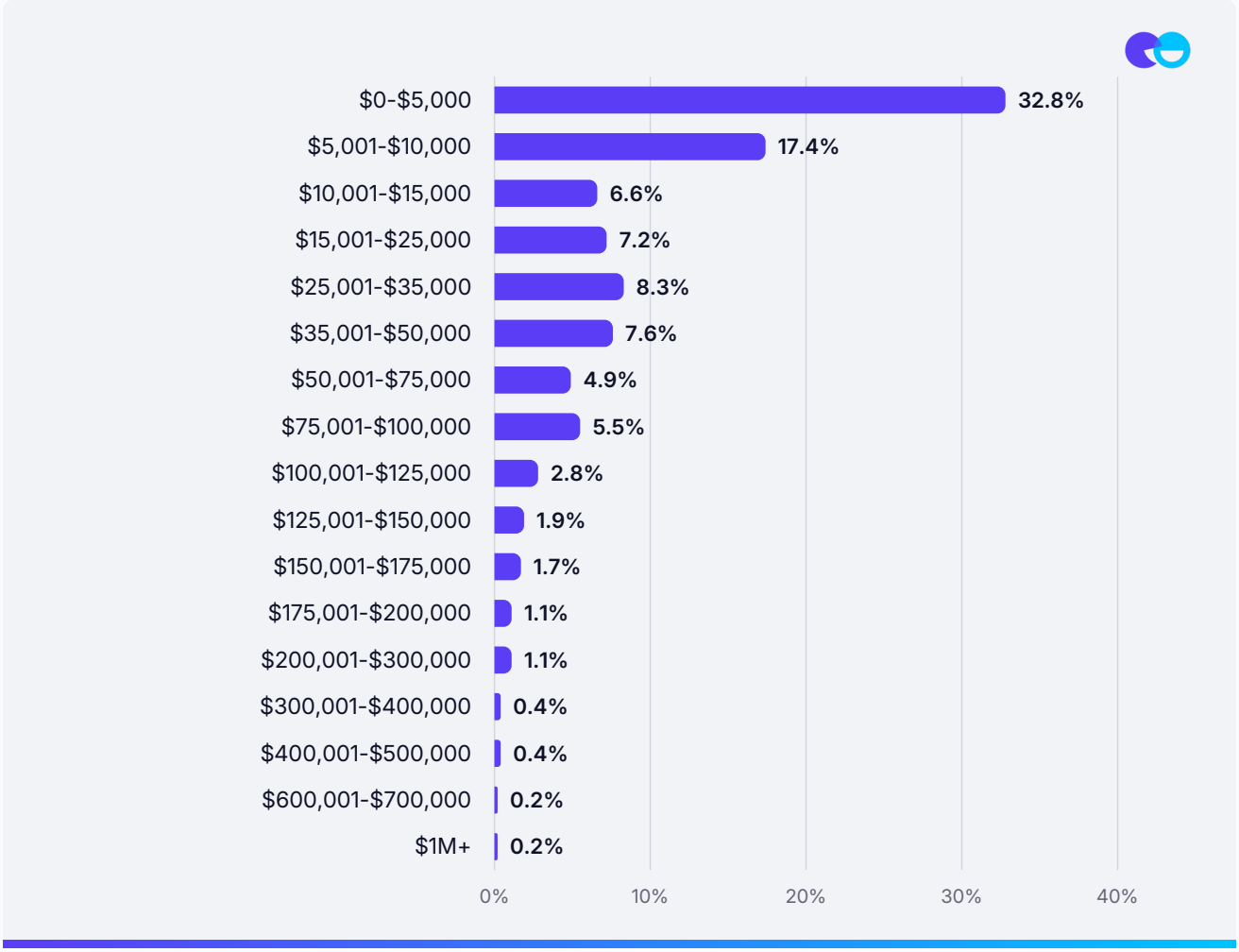
Base: 472 creators overall, including 203 full-time and 269 part-time creators. Percentages use the indicated work-status group and may differ from 100% because of rounding. The share above $50,000 is calculated from unrounded counts.

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Half of creators earn $10,000 or less

The detailed income bands below show the range of annual receipts within the sample. They describe creators operating at different business scales and should be considered alongside production costs and workload.

Share of creators in each annual creator-income band (%)



NeoReach Creator Earnings Survey, May–Nov 2026. 472 creators selected one answer.

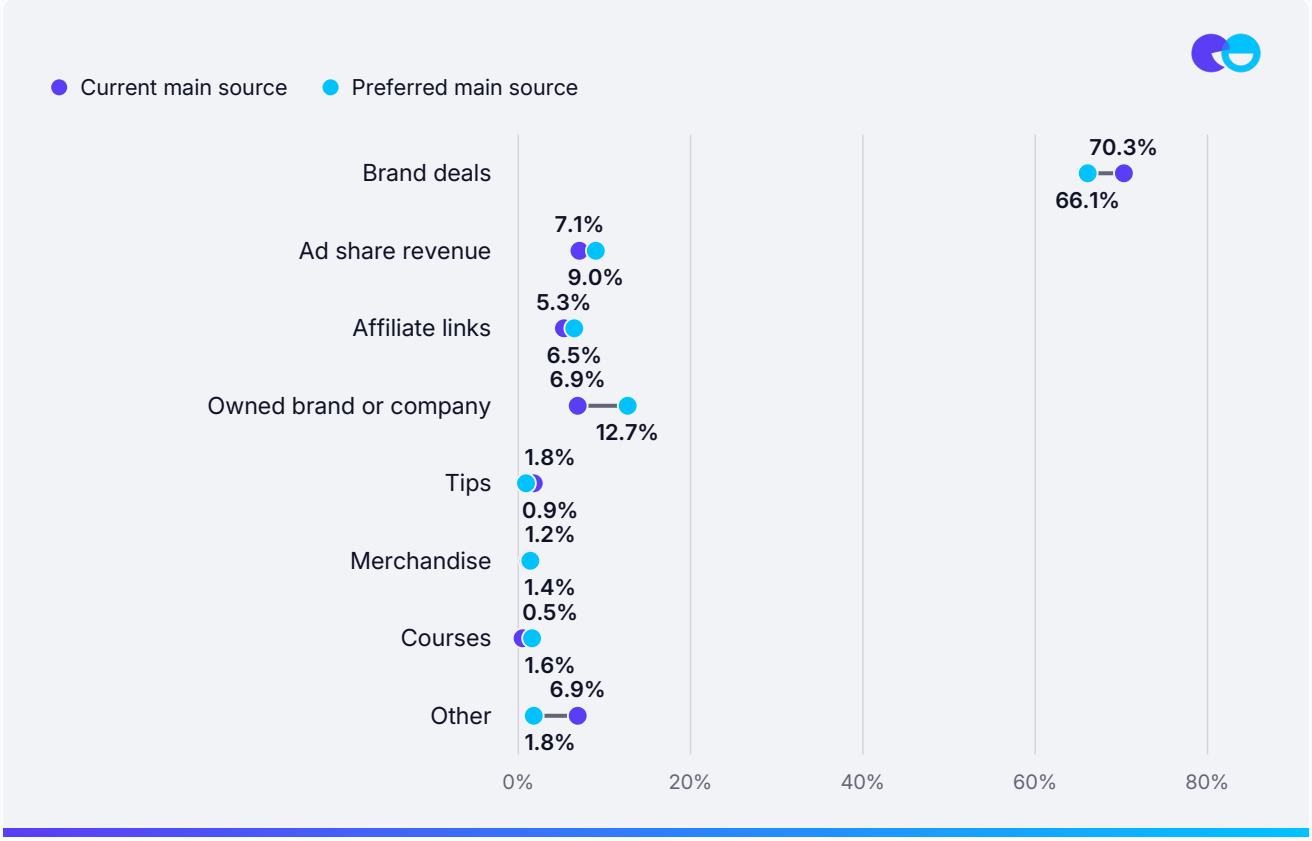
Partnership budgets should distinguish the work required from the creator's current earnings. A lower-income creator may still face substantial production costs for a demanding brief. Brands can make proposals easier to assess by specifying deliverables, production requirements, usage rights, payment timing, and the work covered by the fee. Creators can use the distribution to set income goals against the economics of their own workload.

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Current and preferred revenue sources

Brand deals are the main revenue source for 70.3% of detailed-question respondents. Ad share revenue is the main source for 7.1%, an owned brand or company for 6.9%, and affiliate links for 5.3%. Each creator selects one leading source, allowing us to identify the income model their business depends on most.

Share selecting each source as current or preferred main income (%)



NeoReach Creator Earnings Survey 2026 · 434 respondents · One current and one preferred main source per respondent. Preferences describe stated choices, not an observed change over time.

Preferences show greater interest in owned businesses and ad share revenue. An owned brand or company is the preferred main source for 12.7%, compared with 6.9% currently. Ad share revenue is preferred by 9.0%, compared with 7.1% currently. These are current preferences within the same survey, providing direction for partnership discussions and business planning in 2027.

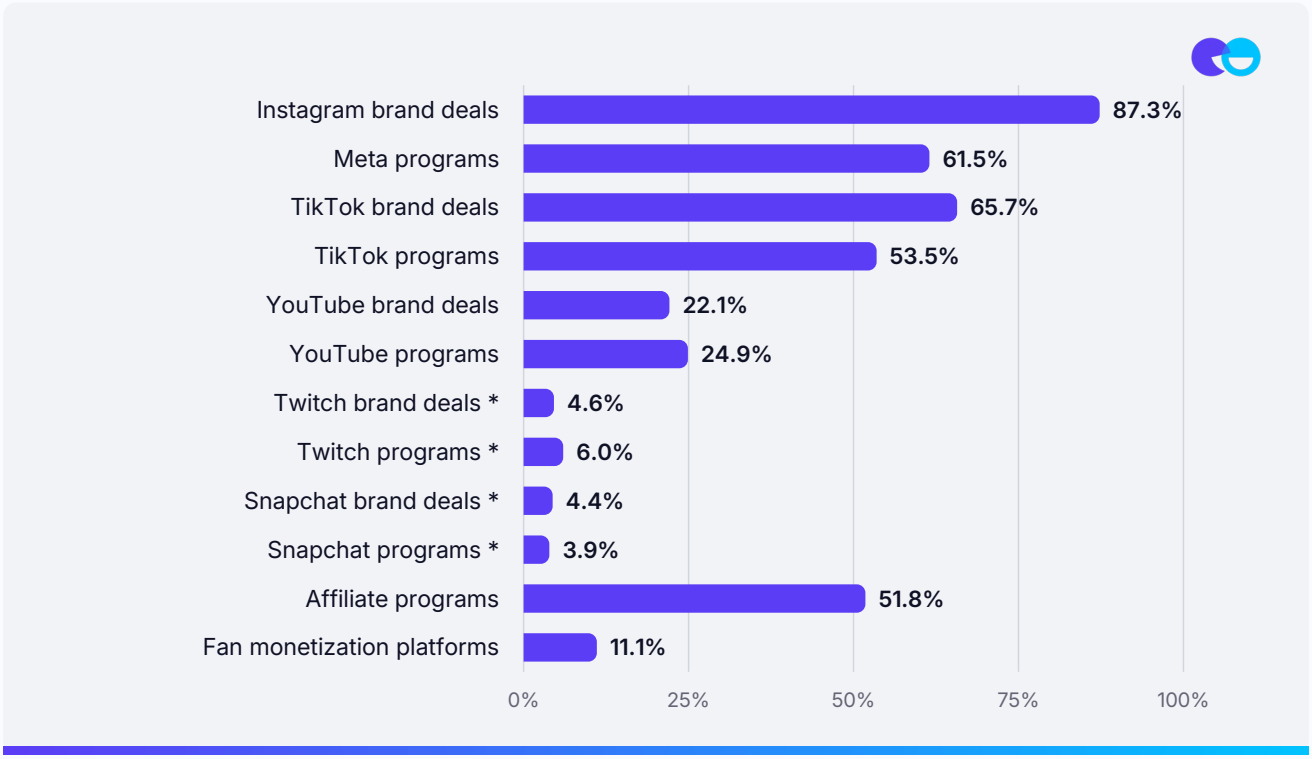
Ad share revenue is the main income source for 7.1% of detailed-question respondents. The platform payout questions combine advertising revenue, bonuses, subscriptions, and other program earnings. Those amounts provide a benchmark of platform program income. Estimating the dollar share attributable to advertising requires a separate revenue breakdown.

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Where creators earn platform income

Instagram brand deals reach the largest share of detailed respondents, with 87.3% reporting positive earnings. Their median annual band from this source is $2,501 to $5,000. TikTok brand deals reach 65.7%, with a median of $1,001 to $2,500 among earners.

Share reporting earnings above zero from each source in the preceding 12 months



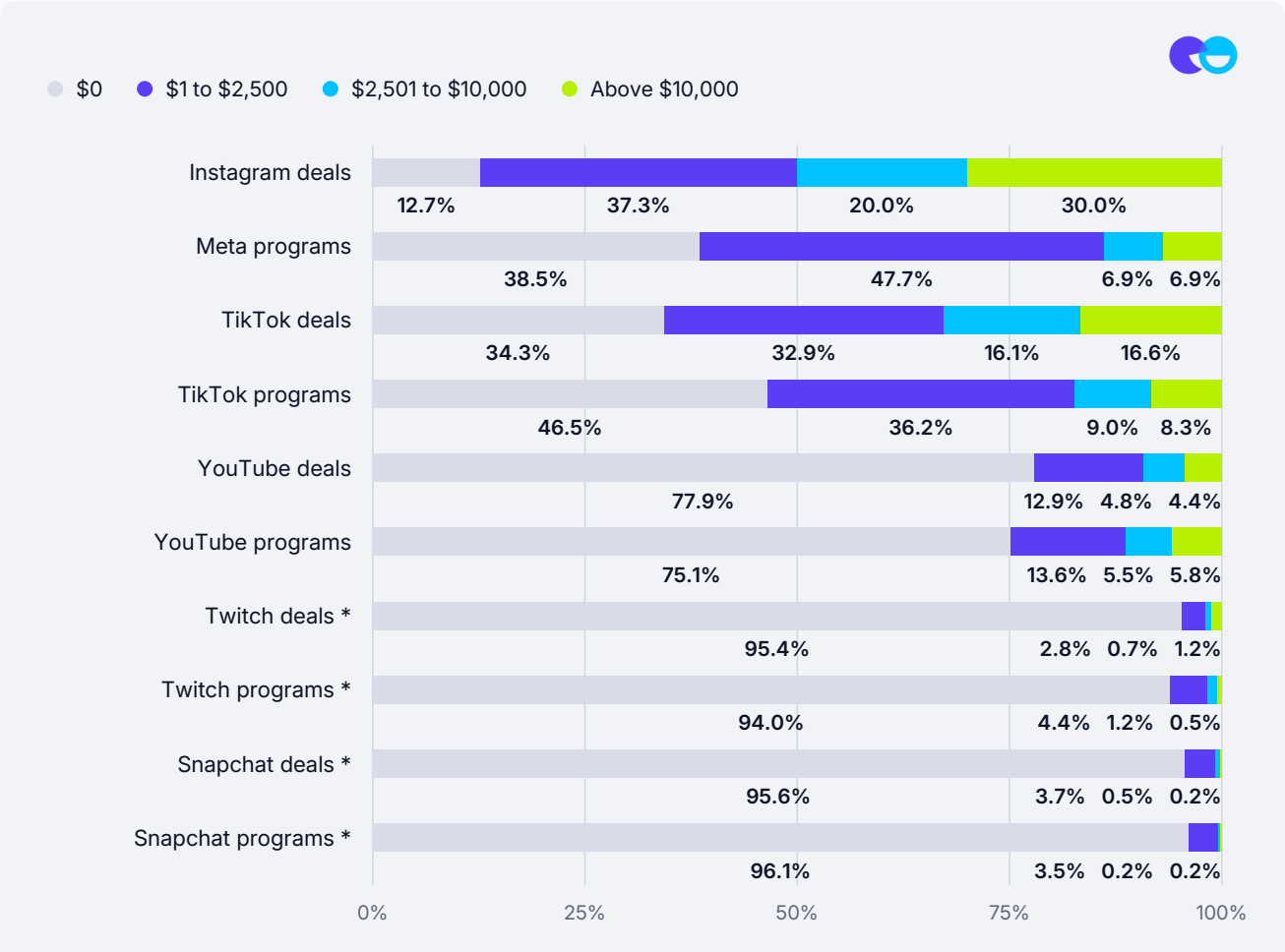
NeoReach Creator Earnings Survey 2026. Base: 434 respondents for each source, including those reporting zero income. * Fewer than 30 positive earners per source; exploratory. Median annual bands among positive earners are listed in Supporting Research. The sample's primary platforms are Instagram for 64.8% and TikTok for 27.3%; these results describe the surveyed group.

Platform program income reaches 78.6% through at least one of the five measured programs. Meta programs reach 61.5% and TikTok programs 53.5%, each with a median earner band of $501 to $1,000. YouTube programs reach 24.9%, with a median of $1,001 to $2,500. These figures compare income participation and annual amounts within the surveyed group.

Annual income within each platform source

Instagram brand deals produce more than $10,000 annually for 30.0% of detailed respondents. TikTok brand deals reach that level for 16.6%. For program payouts, the corresponding shares are 6.9% for Meta, 8.3% for TikTok, and 5.8% for YouTube. All percentages use the same base of 434, including respondents reporting zero from each source.

Share of detailed respondents in each annual income band (%)



Base: 434 respondents per source, including those reporting zero income. Each row totals 100% before rounding. * Fewer than 30 positive earners per source; exploratory. Income amounts cover the preceding 12 months. Program income can include advertising, bonuses, subscriptions, and other platform earnings.

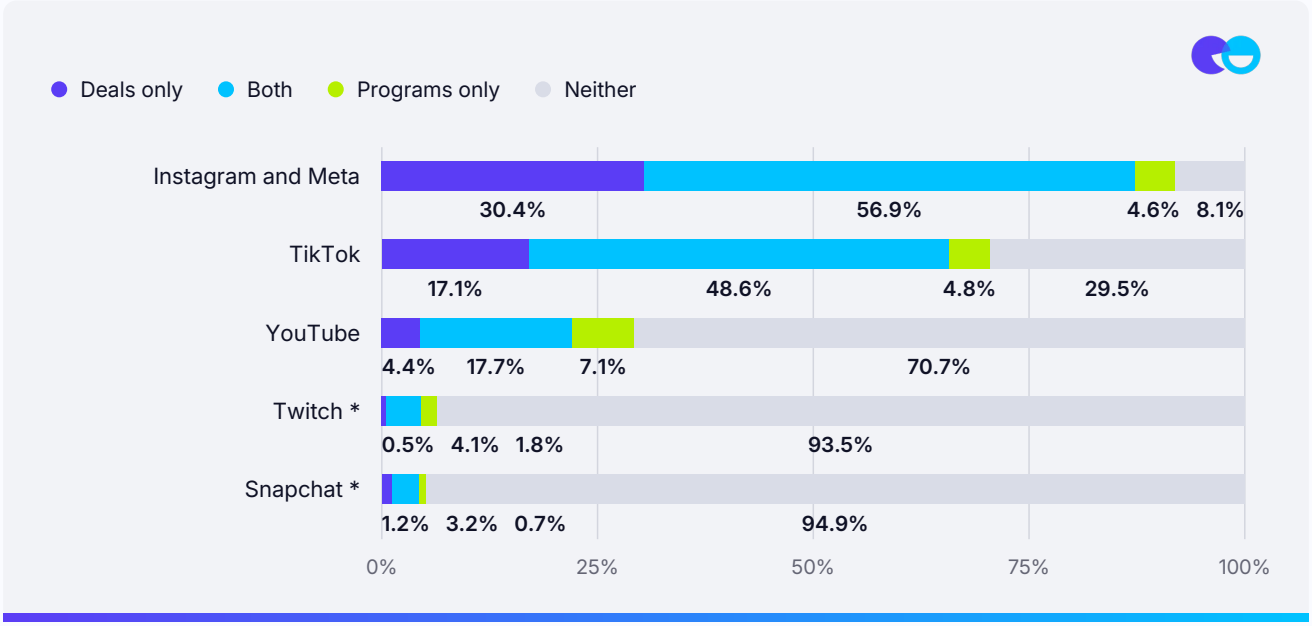
Among positive program earners, 77.5% earn $2,500 or less from Meta programs and 67.7% from TikTok programs. YouTube has a smaller earning group, with 23.1% of its 108 program earners reporting more than $10,000. These within-source figures help distinguish a widely accessed income source from one producing substantial annual receipts.

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Brand deal and program income overlap

Brand deals and platform programs often operate together. In the detailed sample, 56.9% report both Instagram brand-deal income and Meta program income. For TikTok, 48.6% earn from both brand deals and programs. These overlapping groups show why a creator can earn platform payouts while depending primarily on sponsorship.

Brand deal and program income overlap



NeoReach Creator Earnings Survey 2026. Base: 434 paired responses per platform. Categories are mutually exclusive within each row. Both means positive income from the brand-deal and program questions; neither means zero in both. Instagram brand deals are paired with the broader Meta program question. * Fewer than 30 earners per source; exploratory. Percentages may differ from 100% because of rounding.

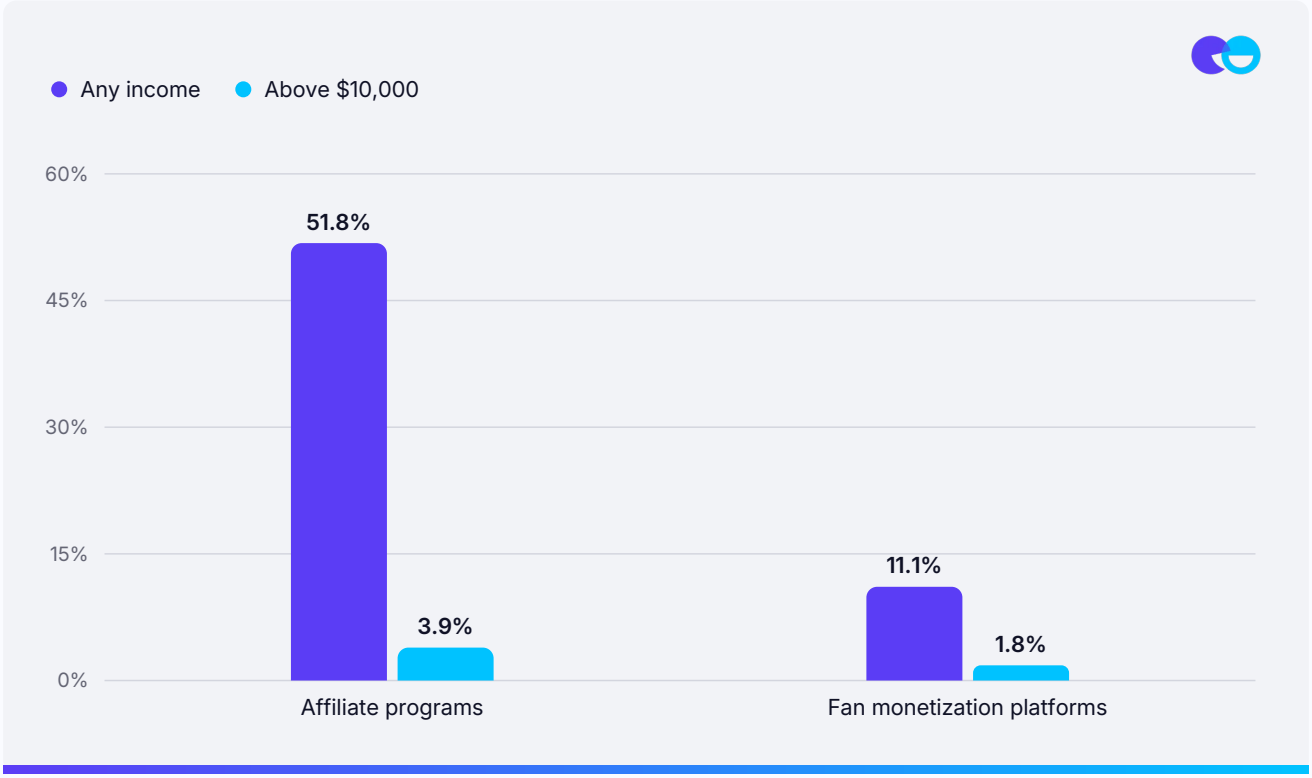
Across platforms, 46.3% report positive income from at least two measured platform programs. This measures the presence of several income sources. Dollar concentration, predictability, and the stability of these payouts require more detailed income records.

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Affiliate and fan-platform income

Affiliate programs reach 51.8% of detailed respondents, with a median annual earner band of $251 to $500. Fan monetization platforms reach 11.1%, with a median of $501 to $1,000. A smaller group reports more substantial receipts: 3.9% of the full detailed sample earn above $10,000 from affiliate programs, and 1.8% from fan platforms.

Share earning any income or more than $10,000 annually from each source (%)



NeoReach Creator Earnings Survey 2026. Base: 434 detailed respondents. Median annual income bands use positive earners only. Fan-platform examples in the survey include Patreon, Passes, and Ko-fi. The questions measure income bands and do not establish margins or payout stability. Above $10,000 is a subset of any income.

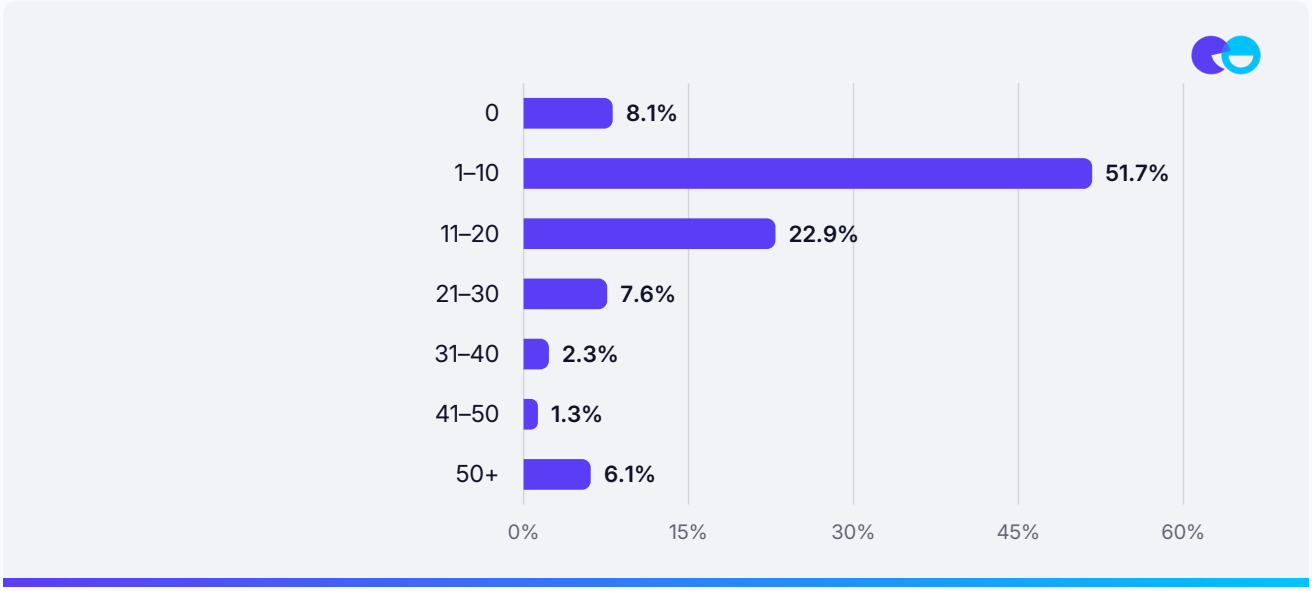
For 2027, these sources offer distinct ways to plan a creator business. Affiliate work depends on attributable customer purchases. Fan platforms rely on direct audience support. Creators can assess each option against their audience, ongoing work, and reported income bands before committing additional production time.

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How many sponsored posts did creators publish?

A combined 74.6% report one to twenty sponsored posts over twelve months, including 51.7% in the one-to-ten range. Another 8.1% report zero sponsored posts, and 6.1% select fifty or more. A single activity benchmark would combine creators with very different levels of brand work.

Share of creators by sponsored post count in the past 12 months



472 creators, NeoReach Creator Earnings Survey, May–Nov 2026. One answer each. Bands as asked.

For a 2027 brief, the practical question is how the proposed assignment fits the creator's capacity and commercial calendar. A multi-post agreement may represent a meaningful share of a lower-volume creator's annual sponsored work. Brands should confirm production capacity, existing commitments, exclusivity, and the time available for revisions before setting delivery dates. Creators can assess the opportunity against their total paid workload and expected income.

Figure 1.4. Most respondents report one to twenty sponsored posts over twelve months.

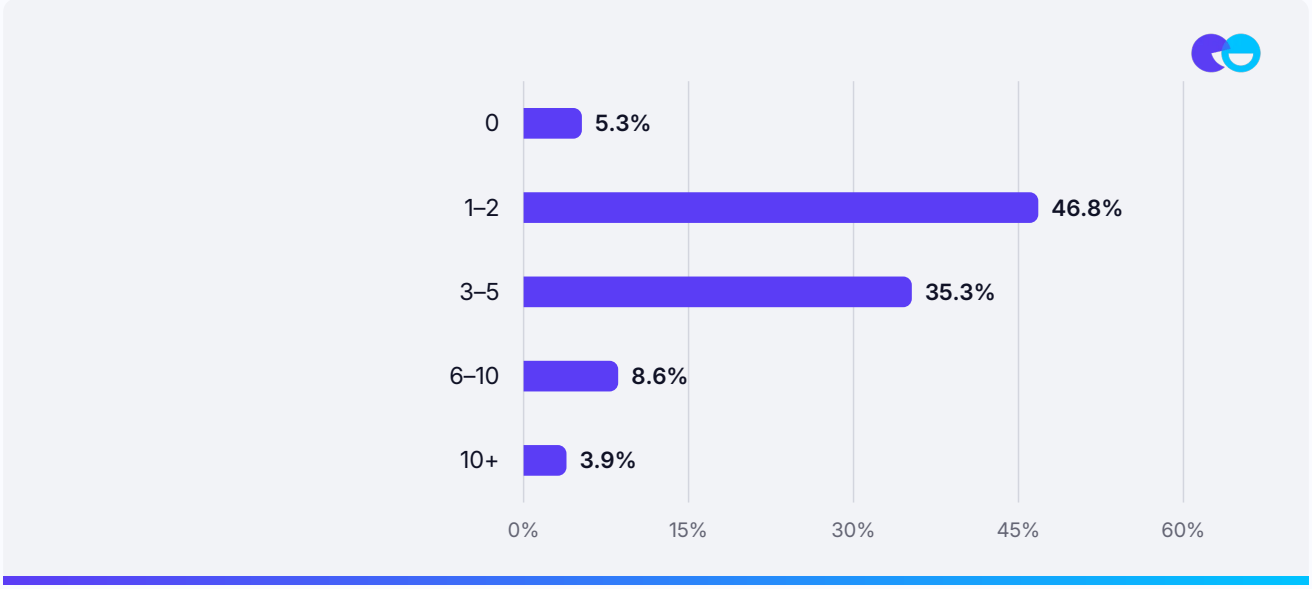
The measure counts sponsored posts over twelve months. Partnership counts in the supporting research describe brand relationships and have a separate unit and period.

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Monthly brand partnerships

A combined 82.1% of impact respondents report one to five monthly partnerships. The measure counts relationships. A 2027 capacity assessment also needs the deliverables, production work, and overlapping commitments attached to those relationships.

Share of creators by reported monthly partnership count (%)



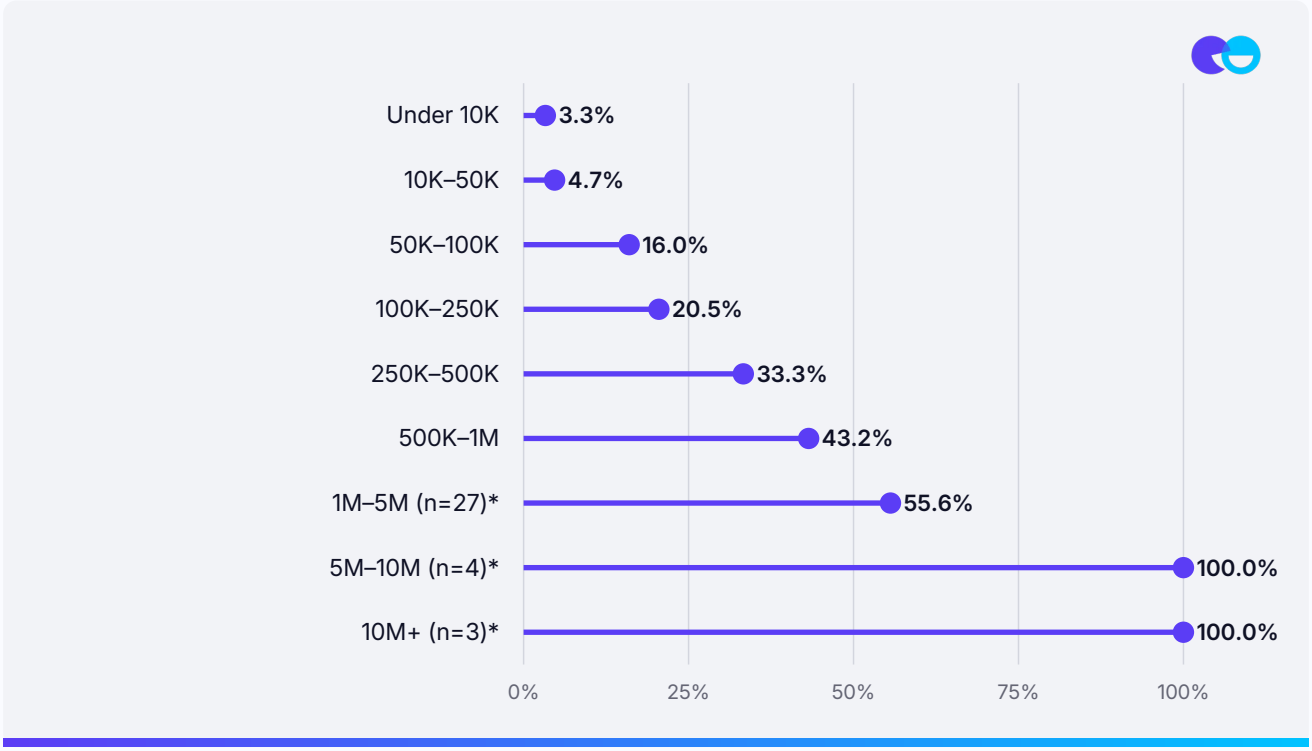
NeoReach Creator Impact Survey 2026 · 487 creators · One answer per respondent. Categories are shown as asked. Partnerships count relationships, not individual posts. Percentages may differ from 100% because of rounding.

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Creator income by combined following

Annual income differs substantially across combined-follower bands. The share earning above $50,000 is 4.7% among creators with 10,000–50,000 followers and 43.2% among those with 500,000–1 million. Even in the latter group, 56.8% report income of $50,000 or less. Audience scale is associated with earnings, while creators within each band retain a wide range of economic outcomes.

Share in each follower band earning more than $50,000 annually from creator work



NeoReach Creator Earnings Survey 2026 · 472 creators · Each percentage uses its own follower group. * Groups below 30 are exploratory; the two 100% results describe only four and three creators. Audiences may overlap across channels.

Follower count can help define a comparison group when it is considered alongside content costs, audience relevance, and commercial activity. Creators evaluating audience-growth investments should specify how additional reach could produce revenue through sponsorship, native payouts, affiliate activity, or owned products. The upper follower tiers require particular caution because their small bases give individual responses considerable influence over the percentages.

Figure 1.5. Higher audience bands have a higher share of creators earning above $50,000.

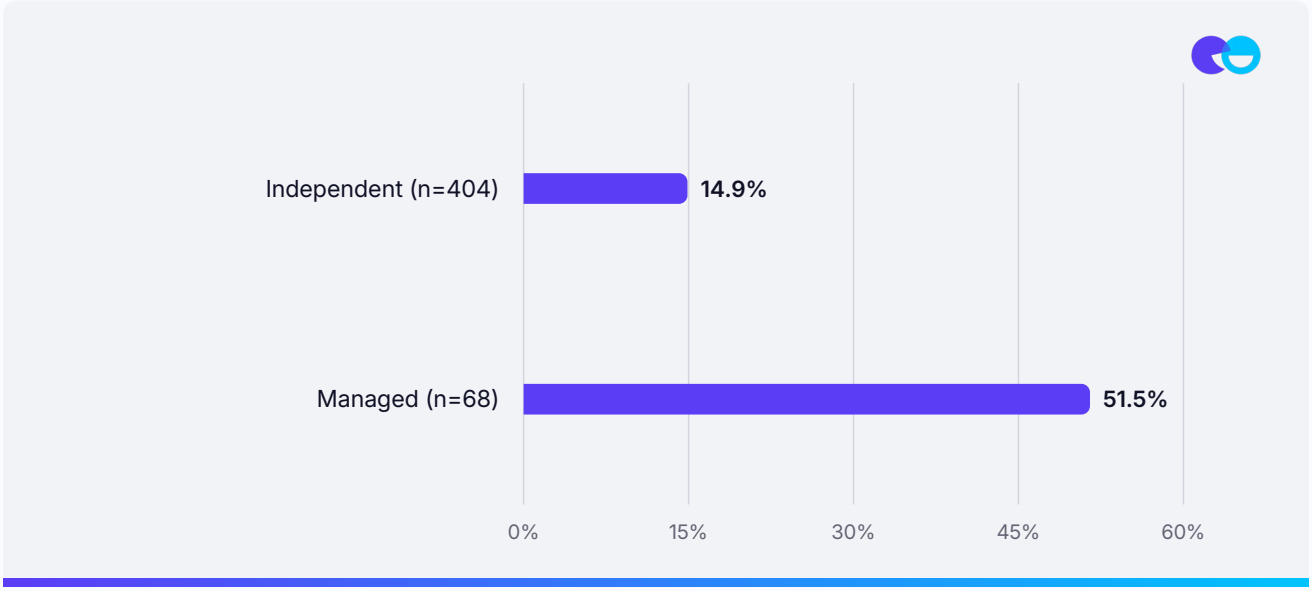
The chart compares within-band income shares. Combined following is self-reported across channels, and groups below thirty respondents are exploratory.

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Creator income by management status

Among represented creators, 51.5% report annual income above $50,000, compared with 14.9% of independent creators. The median income band is $50,001–$75,000 for the 68 represented respondents and $5,001–$10,000 for the 404 independent respondents. These groups may also differ in audience scale, experience, workload, and the likelihood of securing representation.

Share in each group earning more than $50,000 annually from creator work



NeoReach Creator Earnings Survey 2026 · 472 creators · Comparisons are unadjusted for audience size, experience and selection into management.

The 2027 decision for a creator considering management is whether the proposed service improves the economics and operation of their own business. That assessment should specify fees, scope, negotiation support, payment administration, and the work the creator still needs to perform. Brands engaging represented creators can clarify who controls creative decisions, contracting, approvals, and reporting. Evaluating management's independent contribution would require a comparison that accounts for relevant creator characteristics.

Figure 1.6. Managed creators more often report annual income above $50,000.

The earnings difference is descriptive. Audience size, experience, and selection into representation remain possible explanations for the observed association.

CHAPTER 2

Creator Impact

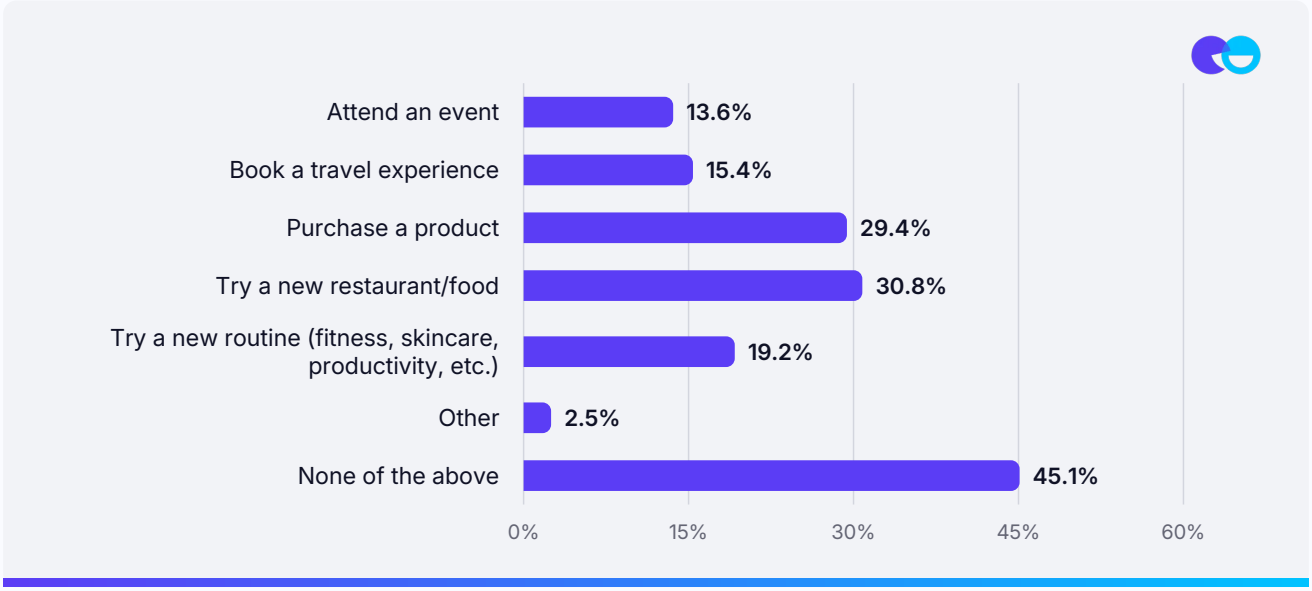
The path from creator exposure to purchase contains several decisions: whether the audience is receptive, which product category matters, how often people encounter the message, and how they find and buy the product. The consumer evidence identifies both responsive groups and substantial shares reporting resistance or uncertainty.

A defined path to action connects the product proposition with discovery, repeated exposure, and the next purchase step. Each element can be tested with its own audience and outcome measure. The consumer and creator findings provide starting hypotheses for that design.

What have online creators influenced consumers to do?

In the January consumer study, 30.8% report trying a restaurant or food because of a creator, 29.4% report buying a product, and 19.2% report trying a routine. Travel bookings and event attendance also appear. At the same time, 45.1% select none of the listed actions, showing the importance of identifying a receptive audience.

Share reporting each action in response to an online creator



1,050 U.S. internet users aged 18–64, Jan 13–20, 2026. Multiple answers allowed.

The campaign brief should name the intended action before selecting the creator and format. A restaurant visit, product purchase, app download, and change in routine each require a different offer and measurement approach. The survey provides a set of outcomes to consider; campaign evaluation needs a defined audience, a specific action, and a way to observe that action within an appropriate period.

Figure 2.1. Consumer actions span food, products, routines, travel, and events.

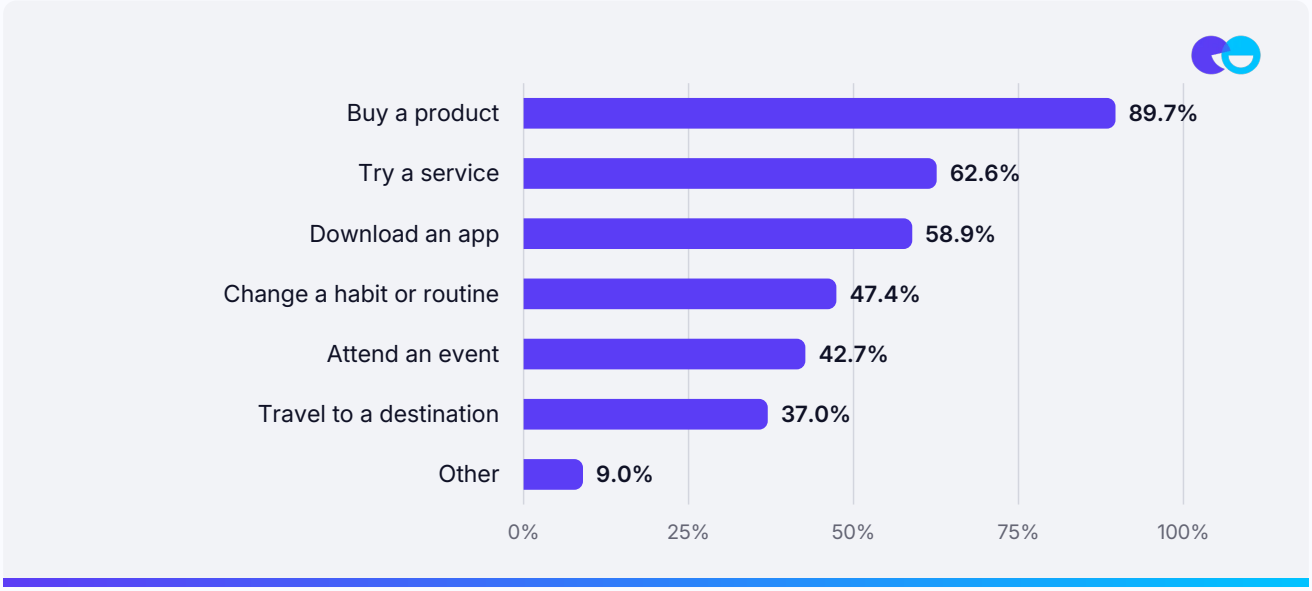
Consumers can select several actions. Each share uses the full base of 1,050 U.S. internet users aged 18–64.

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What creators say they've influenced their audience to do

Product buying is the most widely reported action in the creator impact sample: 89.7% say they have influenced their audience to buy a product. Trying a service receives 62.6%, downloading an app 58.9%, and changing a habit or routine 47.4%. The breadth of reported actions gives brands several ways to define a creator's contribution beyond a single product category.

Share of creators who report having influenced each action at least once (%)



NeoReach Creator Impact Survey, Jan–Mar 2026. 487 creators could select multiple answers.

Discovery conversations should ask creators for examples relevant to the proposed outcome and the evidence available to support them. A creator's experience with app downloads may be useful for an acquisition brief; experience with routines may be useful for a product that needs explanation and repeated use. The consumer and creator surveys provide separate perspectives, with different questions and populations. Each perspective should retain its own denominator in reporting.

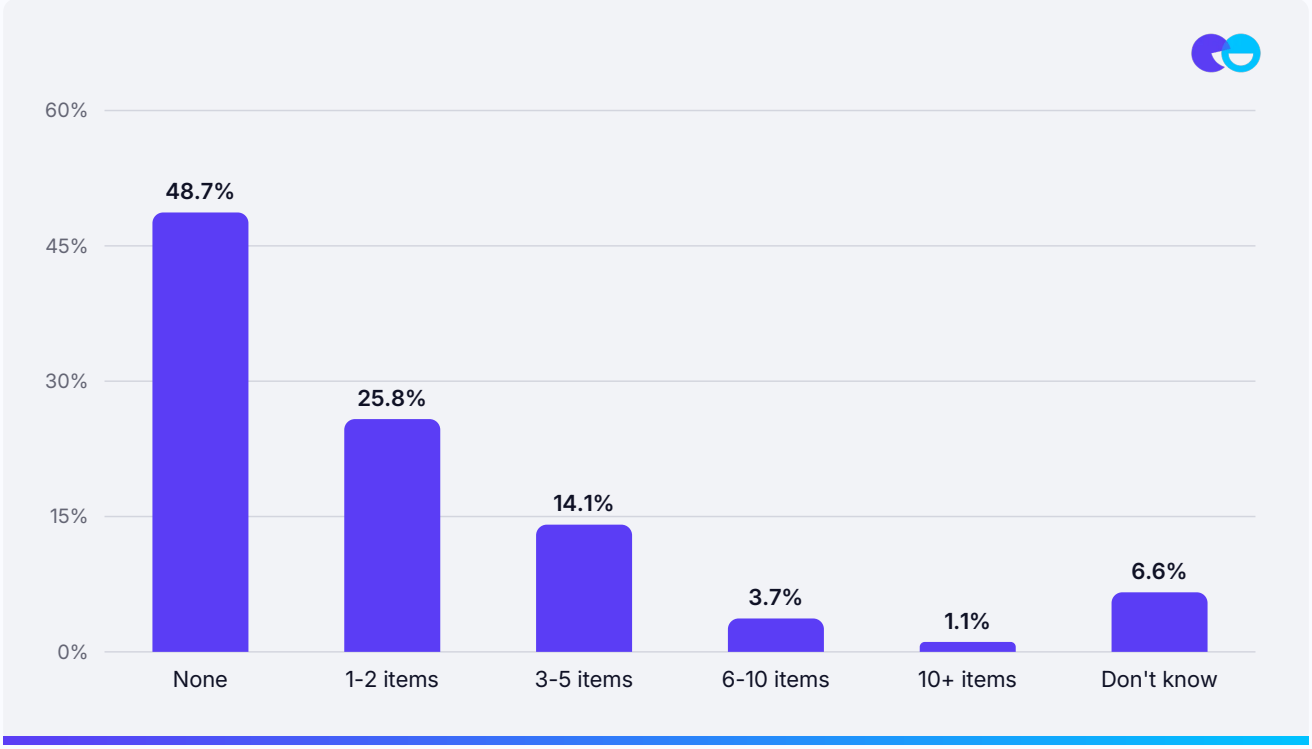
Figure 2.2. Creators report influence across several commercial actions.

The unit is a creator who reports influencing an action. Audience-level conversion requires audience exposure and outcome data.

How often consumers buy on creator suggestions

A combined 44.8% of consumers report buying at least one item per month based on creator suggestions. The largest purchasing group selects one to two items, at 25.8% of the full sample. Another 14.1% select three to five, while 4.9% select six or more. A further 48.7% report zero monthly items and 6.6% are uncertain.

Items purchased per month based on creators' suggestions (% of respondents)



Statista Consumer Insights, Jan 2026. 1,050 U.S. internet users aged 18–64 selected one answer.

Purchase-frequency assumptions should reflect this uneven distribution. A campaign addressing an audience with limited creator-led buying may need a stronger product explanation, a relevant offer, or additional consideration time. Brands can use the survey as context for testing frequency and repeat purchase within their own customer base. Revenue forecasts require product prices, measured conversion, purchase frequency, and audience size from the campaign or business being planned.

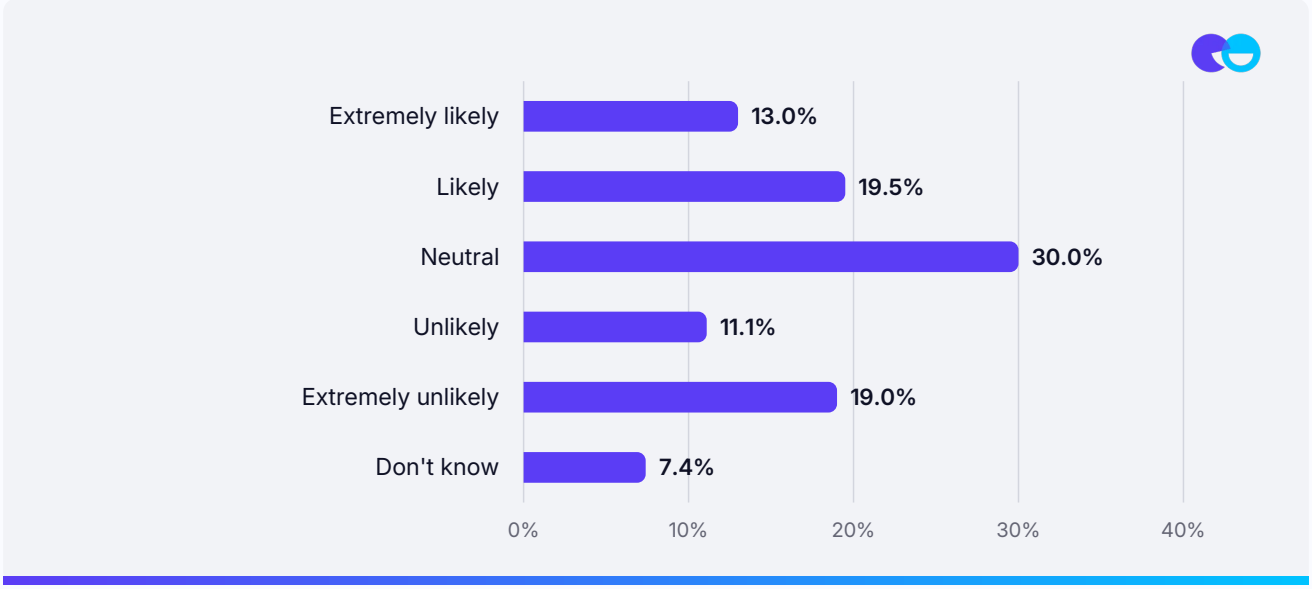
Figure 2.3. 44.8% report at least one monthly purchase on creator suggestions.

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Purchase intent after sponsored content is divided

A combined 32.5% select likely or extremely likely, 30.1% select unlikely or extremely unlikely, and 30.0% are neutral. Another 7.4% are uncertain. The result makes audience receptivity an explicit planning variable, alongside product relevance and the execution of the post.

Share selecting each purchase-likelihood response (%) · Labels shown to one decimal place



1,050 U.S. internet users aged 18–64, Jan 13–20, 2026. One answer per person.

Brands should use creative tests to establish which audiences respond to a clear proposition and which messages help neutral consumers evaluate the product. A useful test defines the audience, offer, exposure, and outcome before comparing variants. The survey's stated intent can guide those questions. A purchase forecast requires observed campaign response and an estimate of how exposure relates to completed transactions.

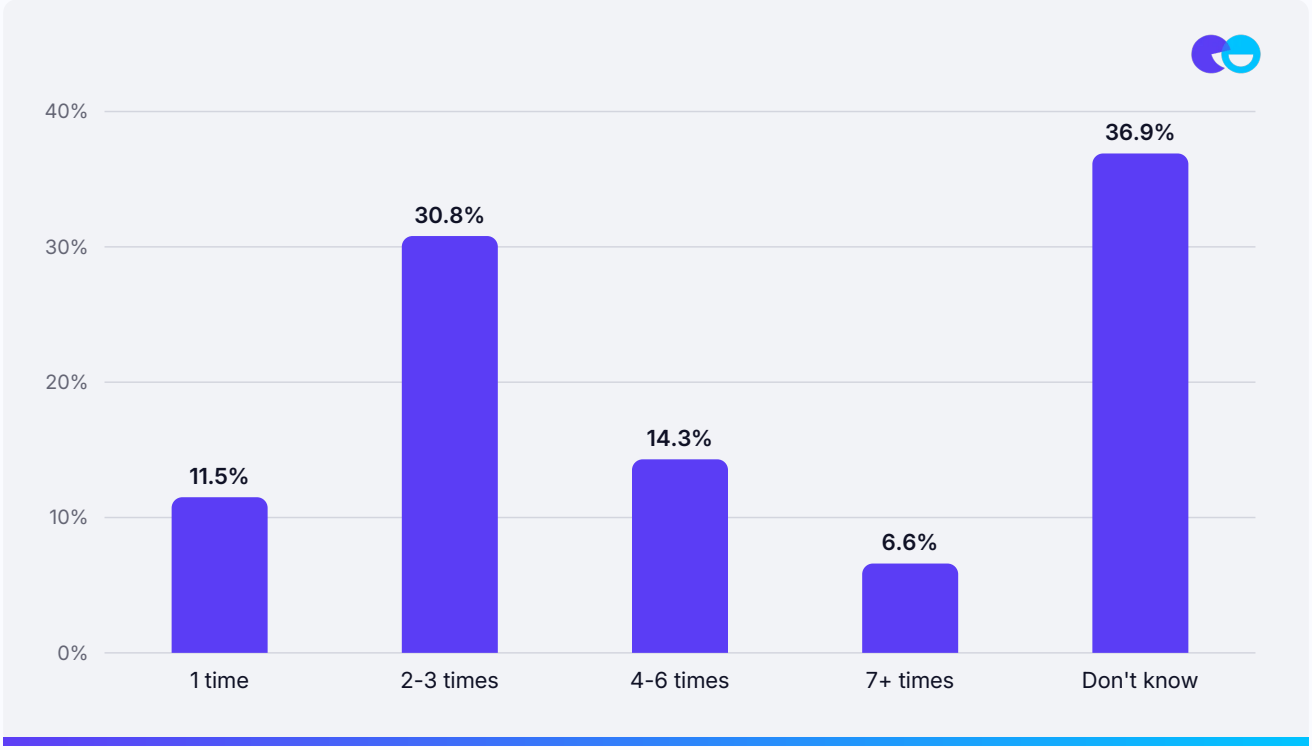
Figure 2.4. Purchase intent after sponsored content is divided.

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How many times do people say they need to see a sponsored post or ad?

Consumers most often specify two to three exposures to a sponsored post or advertisement before purchase, selected by 30.8%. One exposure receives 11.5%, four to six receives 14.3%, and seven or more receives 6.6%. The largest individual answer is uncertainty, at 36.9%, which places a clear boundary around frequency assumptions derived from recall.

Reported exposures before deciding to buy the advertised product (% of respondents)



Statista Consumer Insights, Jan 2026. 1,050 U.S. internet users aged 18–64 selected one answer.

A repeated-exposure test should compare audience response at defined levels of delivered frequency and account for message variation. Brands can set a clear stopping or scaling rule based on measured outcomes and cost. The survey supports examining repeated exposure as a planning question. The effective level for a particular campaign depends on the product, audience, message, and the frequency people actually receive.

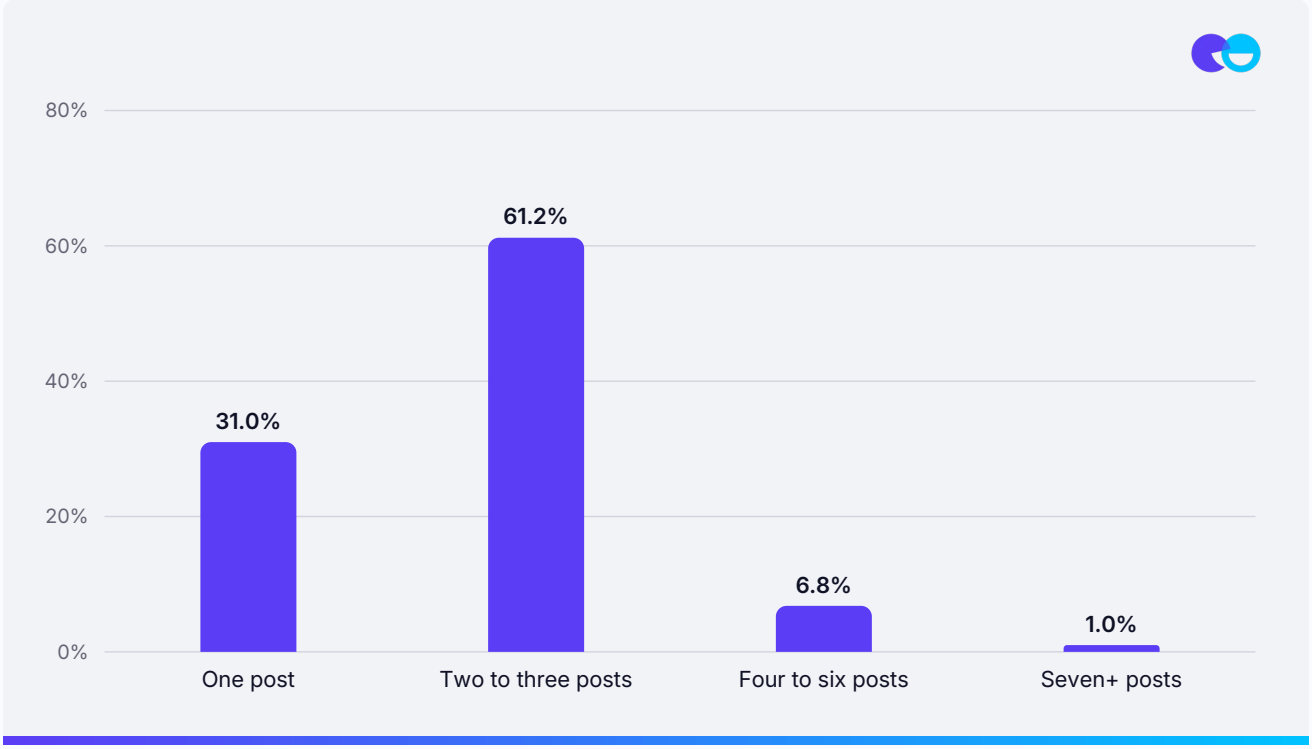
Figure 2.5. Two to three exposures is the most frequently specified purchase response.

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How many brand posts precede meaningful audience action?

Among creators, 61.2% report typically needing two to three posts to see meaningful audience action when promoting a brand. One post receives 31.0%; four or more receives 7.8%. The result gives a practical reason to assess the sequence of a campaign's messages and the role of each contracted post.

Share of creators by the number of posts they typically say it takes



487 creators, NeoReach Creator Impact Survey, Jan–Mar 2026. One answer each. Counts refer to posts.

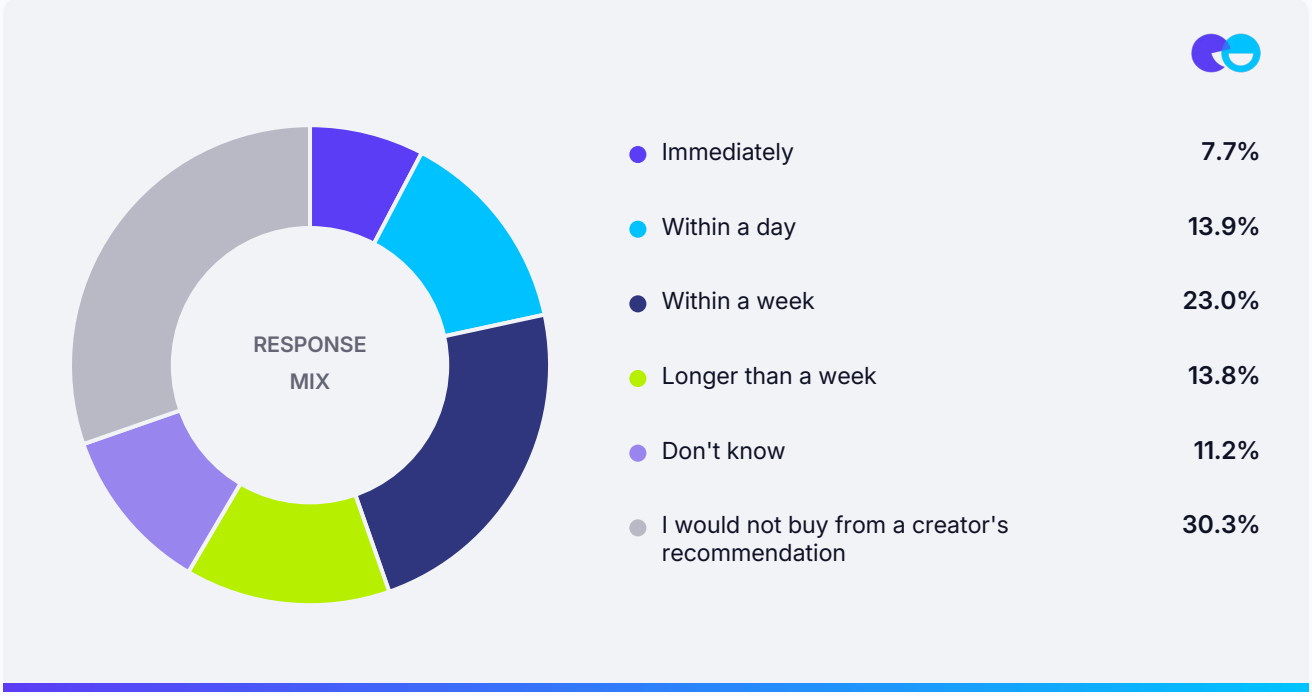
A 2027 multi-post brief can assign a clear purpose to each deliverable, such as introducing a product, demonstrating use, or answering questions. Brands and creators should agree on the intended action and the evidence used to assess it. This is particularly important because the survey's meaningful-action category is broad. The creator assessment and the consumer exposure question describe different units, so their similar response labels support separate tests.

Figure 2.6. Creators most often identify two to three posts before meaningful action.

Purchase timing extends beyond the first response

An immediate purchase receives 7.7%, within a day 13.9%, and within a week 23.0%. Another 13.8% select longer than a week. A further 30.3% say they would refrain from buying on a creator recommendation, while 11.2% are uncertain.

Share by usual purchase timing, including non-buyers and unsure respondents



1,050 U.S. internet users aged 18–64, Jan 13–20, 2026. One answer per person.

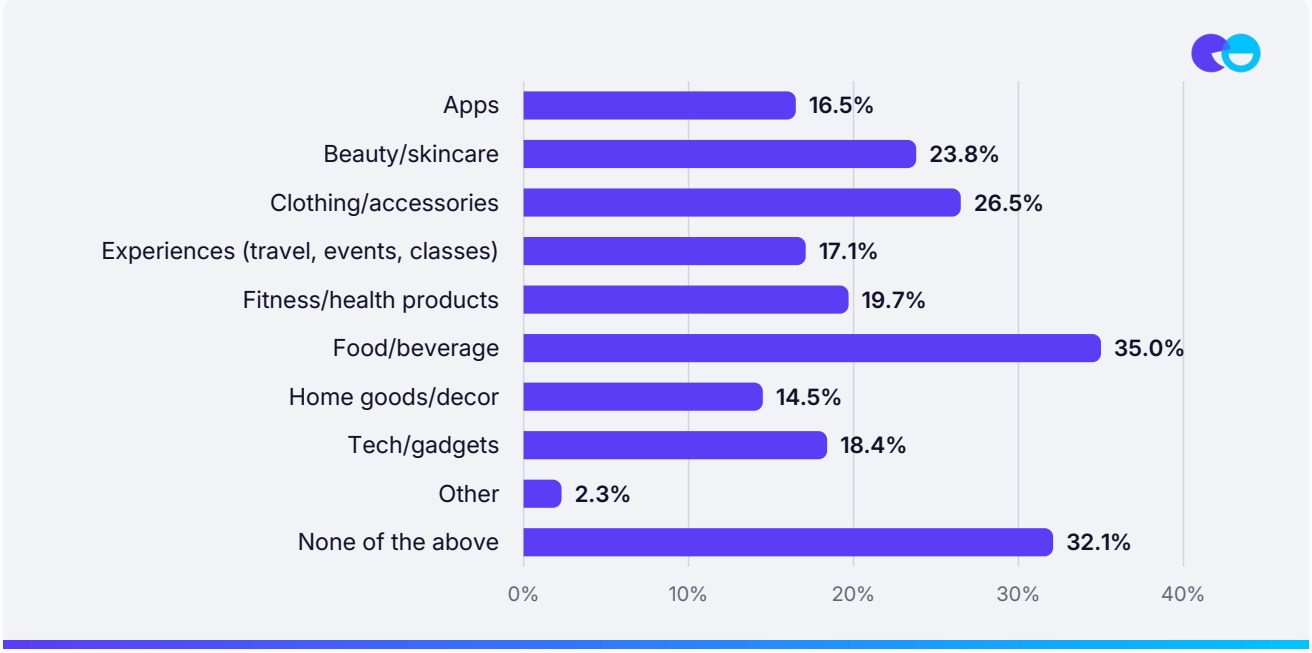
Campaign measurement should specify when an action is expected and how delayed response will be captured. The relevant observation period may differ for a low-cost purchase, a travel decision, or an item requiring research. Brands can compare short-window results with later outcomes where data access allows. The survey provides timing context; choosing a campaign attribution window requires transaction timing, exposure information, and a measurement design suited to the product.

Figure 2.7. Reported purchase timing extends beyond the immediate response.

Product category changes receptivity

Food and beverage leads stated receptivity to buying on a creator recommendation, selected by 35.0% of consumers. Clothing and accessories receives 26.5%, beauty and skincare 23.8%, and fitness and health products 19.7%. A further 32.1% select none of the listed categories. Category relevance therefore belongs near the start of a creator-marketing brief.

Share selecting each category as a likely purchase



Statista Consumer Insights · January 13–20, 2026 · 1,050 US internet users aged 18–64 · Multiple selections allowed

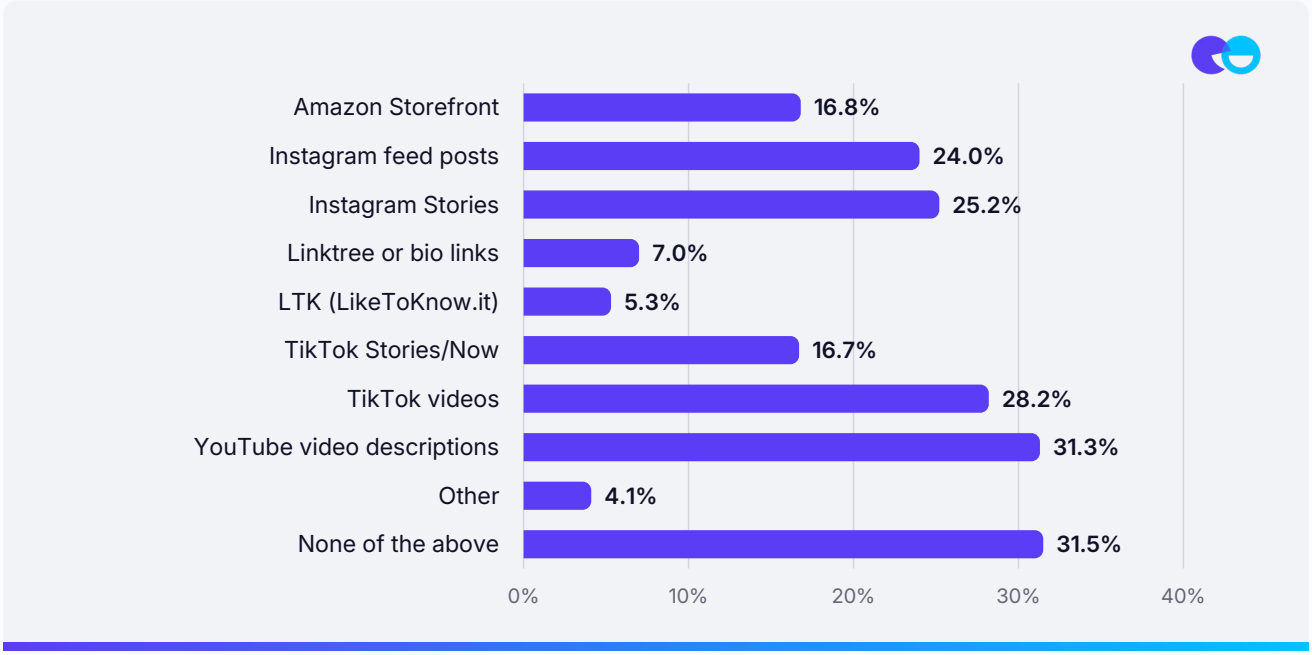
Product teams should identify the specific question that content needs to answer: taste, use, fit, appearance, or another purchase consideration. Creator selection and creative development can then be assessed against that question. The category ranking provides context for setting expectations across a portfolio. Budget allocation requires the brand's own evidence on audience quality, acquisition costs, margins, and incremental outcomes for each product.

Figure 2.8. Food and beverage leads category receptivity.

Where consumers discover creator recommendations

YouTube video descriptions lead reported discovery surfaces for creator-recommended products at 31.3%, followed by TikTok videos at 28.2%, Instagram Stories at 25.2%, and Instagram feed posts at 24.0%. Amazon Storefront receives 16.8%. Discovery can therefore occur in the content itself or through the links and product information that accompany it.

Share who usually find recommended products in each place (%)



Statista Consumer Insights, Jan 2026. 1,050 U.S. internet users aged 18–64 could select multiple answers.

Every deliverable should specify where a consumer can find the product after viewing. Brands and creators can check links, product naming, availability, landing pages, and the information needed to continue evaluating the offer. The practical measurement question is how discovery connects to the next action. Tracking should preserve the distinction between the surface where the product is found and the channel where the transaction is completed.

Figure 2.9. Discovery spans videos, Stories, and links beside content.

CHAPTER 3

Platforms and Content

Facebook and YouTube have broad consumer usage in the supplied research, while the creator earnings sample is concentrated in Instagram and TikTok. Consumers show strong short-video preference, and creators identify everyday context, storytelling, and direct presentation as useful creative approaches.

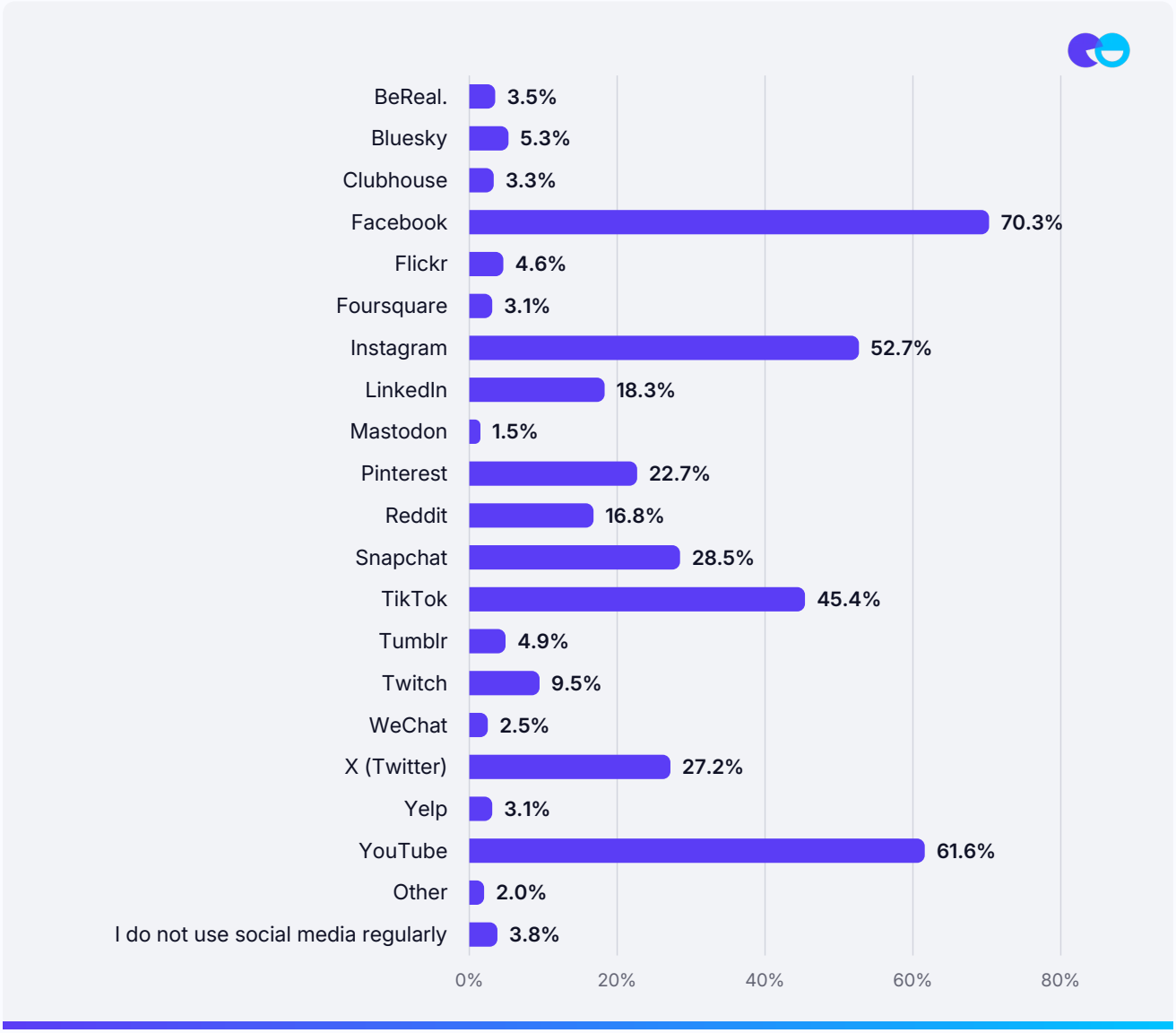
Platform reach identifies where an audience may be available. Creative format determines how the product can be explained, and the next step determines how interested consumers can act. Testing those elements together gives the allocation decision a specific commercial basis.



Regular platform use extends beyond creator samples

In the larger consumer dataset, regular use is highest for Facebook at 70.3%, followed by YouTube at 61.6%, Instagram at 52.7%, and TikTok at 45.4%. The earnings survey is more concentrated: Instagram is the primary platform for 64.8% of creators and TikTok for 27.3%. These results describe separate samples and reveal the scope of each evidence source.

Share reporting regular use of each platform



60,261 U.S. internet users aged 18–64, surveyed in 2025. Multiple answers allowed.

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Regular platform use extends beyond creator samples

Regular use among U.S. internet users aged 18–64

70.3%

Facebook

52.7%

Instagram

45.4%

TikTok

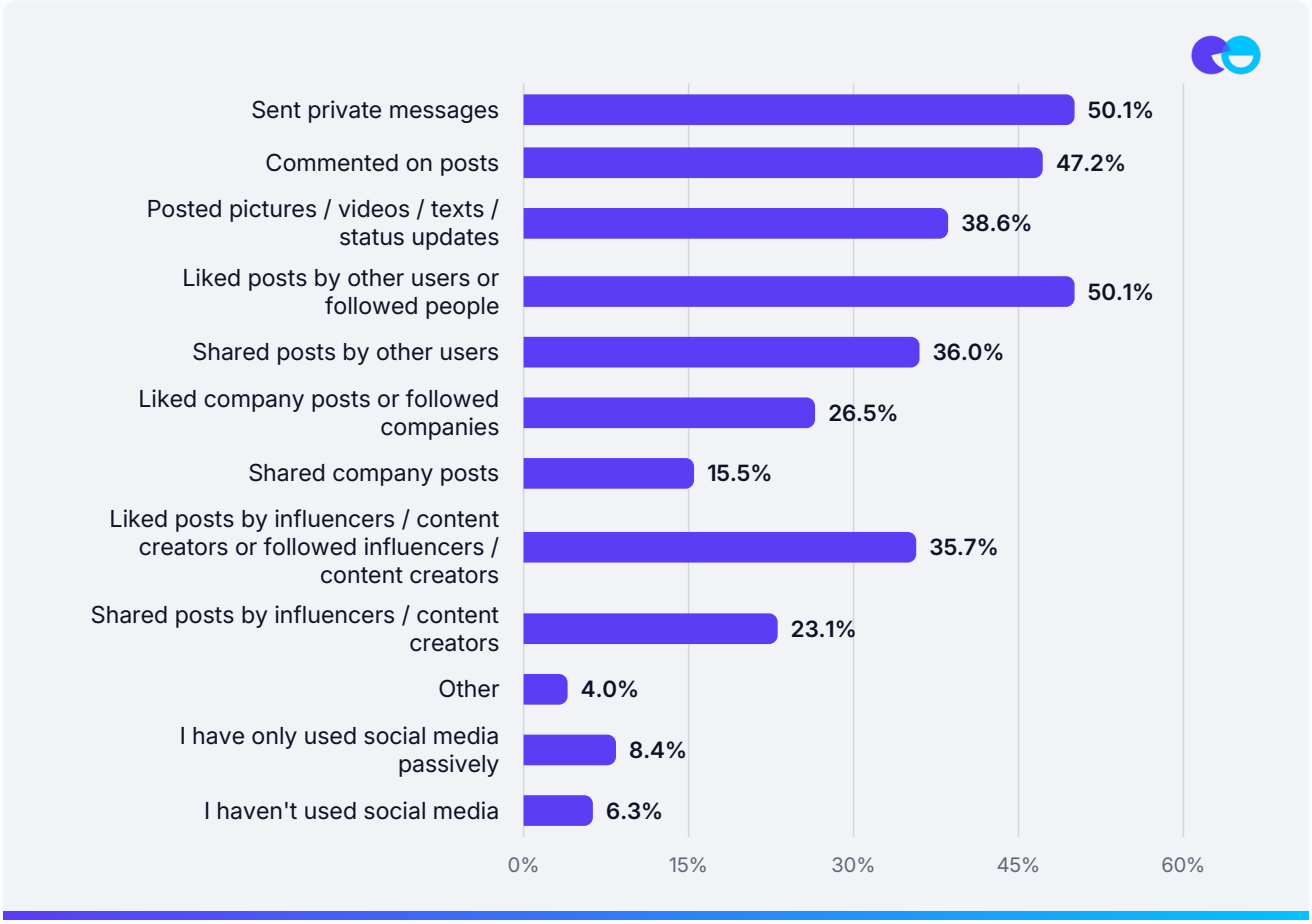
Platform selection should start with the intended audience and action. Broad usage provides a reach baseline, while creator discovery needs an assessment of audience composition, content suitability, and commercial evidence on that platform. The earnings results offer the most detail for Instagram- and TikTok-focused creators. A plan centered on other platforms will benefit from additional creator and campaign evidence specific to those channels.

Figure 3.1. Facebook and YouTube lead regular consumer platform use.

How consumers interact with creators and companies

Consumers more often report liking creator posts or following creators than liking company posts or following companies: 35.7% versus 26.5% over the previous four weeks. Sharing shows a similar pattern, at 23.1% for creator content and 15.5% for company content. The differences describe how broadly each activity appears across respondents.

Share of respondents who reported each activity (%)



Statista Consumer Insights, four waves in Jan–Dec 2025. 60,261 U.S. internet users aged 18–64 could select multiple answers.

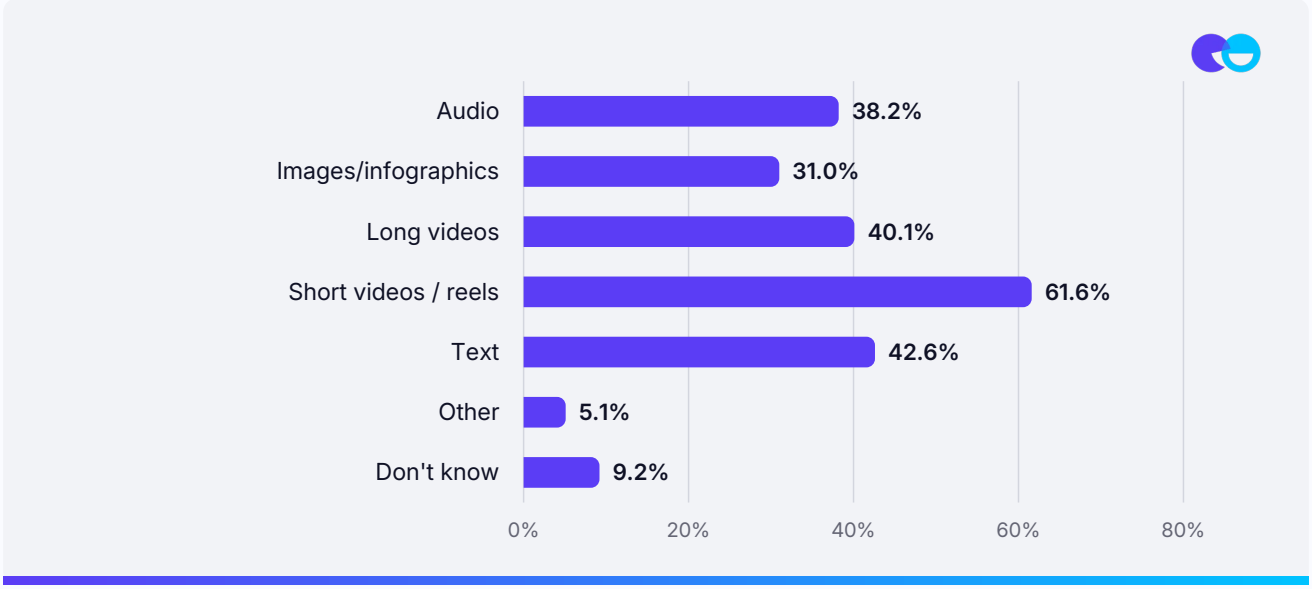
Creator content can be evaluated as one route to audience interaction within the broader media plan. Brands should define what a share, comment, follow, or save contributes to the campaign objective and assess the quality of those interactions where possible. Comparing creative approaches requires comparable exposure data. The survey measures participation in activities, so campaign tests need their own denominators for engagement rates and costs.

Figure 3.2. More consumers report interacting with creators than with companies.

Which media formats do consumers prefer?

Short videos and reels receive the highest media-format preference at 61.6%. Text receives 42.6%, long video 40.1%, audio 38.2%, and images or infographics 31.0%. Multiple selections show that consumers can value several formats. A format plan can therefore combine broad appeal with the depth of explanation a product requires.

Share selecting each format when asked how they prefer to consume media



8,610 U.S. internet users aged 18–64, surveyed in 2025. Multiple answers allowed.

Short video is a clear candidate for testing discovery and concise demonstrations. Longer video or text can support more detailed product questions where audience behavior and the content environment make them suitable. The supporting research also shows live viewing and replay audiences. Format decisions should account for the intended action, production requirements, and the customer information needed at that point in the journey.

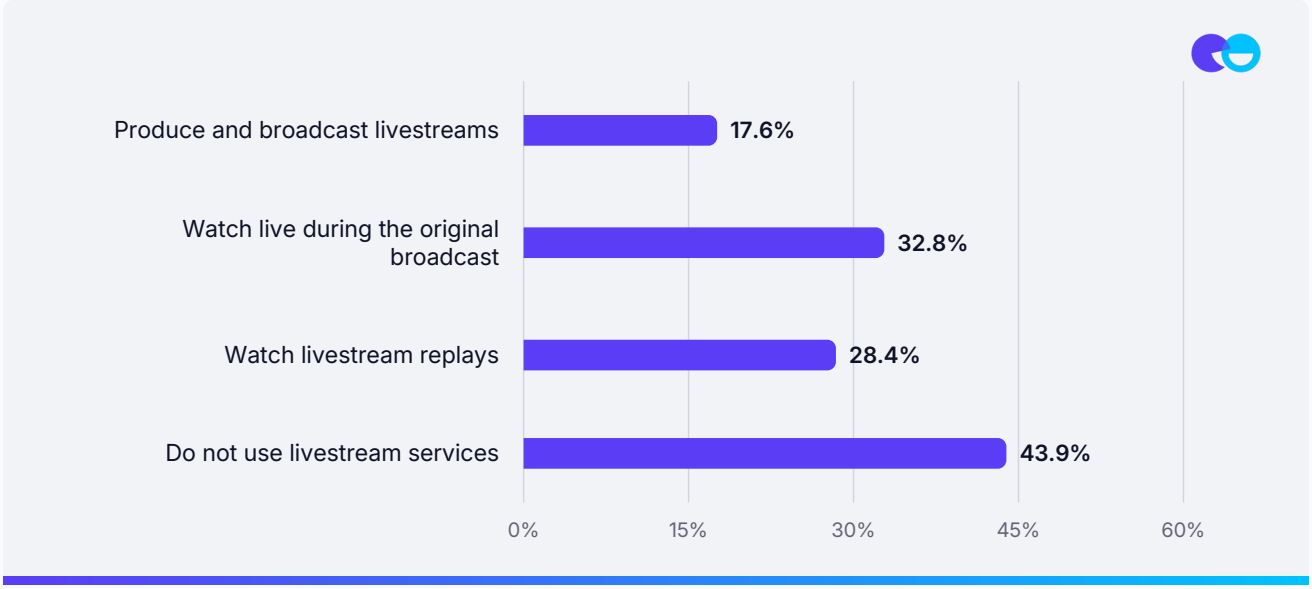
Figure 3.3. Short video leads preference while other formats retain audiences.

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How consumers use livestreams

Live viewing during the original broadcast is reported by 32.8%, and replay viewing by 28.4%. Livestream plans can define the role of the live interaction and the recording separately, with an outcome and production requirement for each.

Share reporting each livestream activity (%)



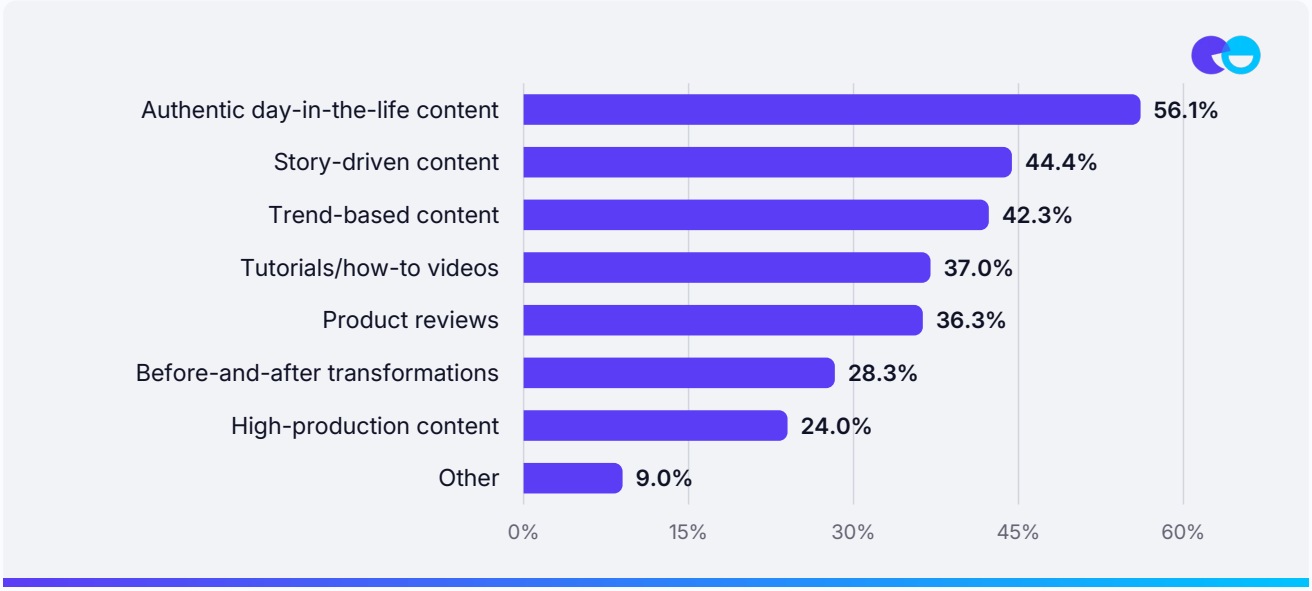
Statista Consumer Insights, Global survey · U.S. internet users aged 18–64 · Fieldwork in 2025 · Question base 8,613 · Export prepared for NeoReach · Multiple responses allowed.

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Creators favor everyday context and storytelling

Creators most often identify authentic day-in-the-life content as producing their strongest results, at 56.1%. Story-driven content receives 44.4%, trend-based content 42.3%, tutorials 37.0%, and product reviews 36.3%. High-production content receives 24.0%. The selections point toward recognizable situations, narrative, and explanation as useful starting points for creative development.

Formats creators say produce their strongest results (% of creators)



NeoReach Creator Impact Survey, Jan–Mar 2026. 487 creators could select multiple answers. Creators defined their own strongest results.

A brief can ask the creator to show where the product fits in a real routine and what the audience needs to understand about it. Brands should agree on the product claims and essential information while giving the creator room to determine the presentation. Because creators define their own strongest results, testing should specify whether success means attention, engagement, site activity, or a transaction.

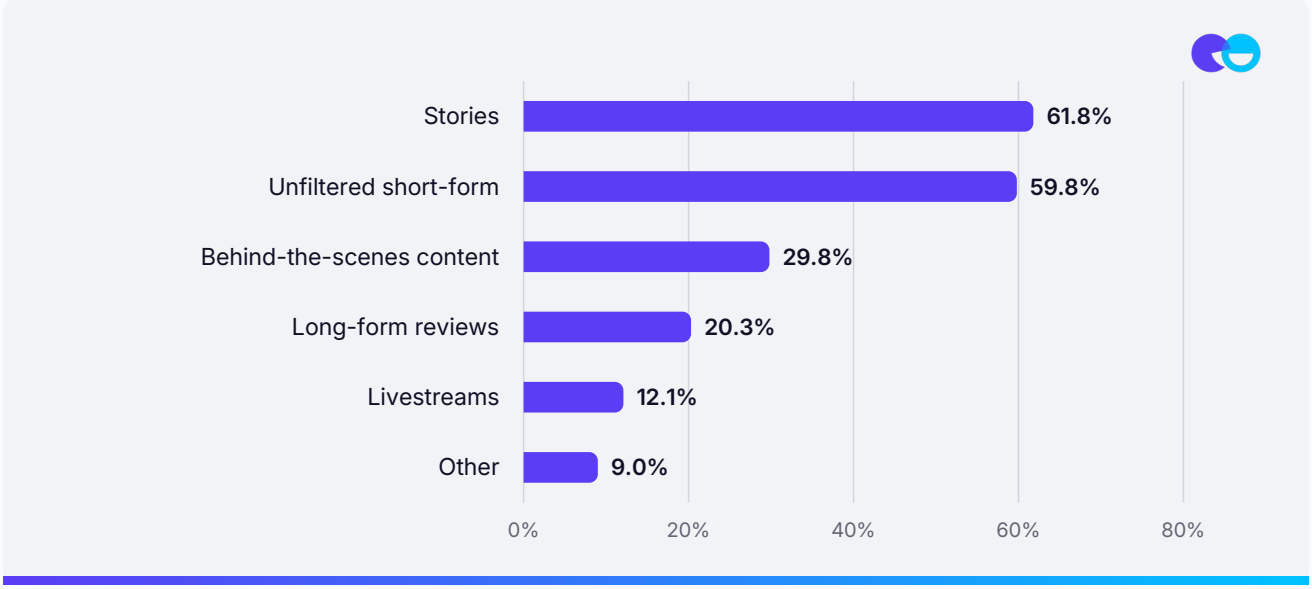
Figure 3.4. Creators favor everyday context and storytelling in reported performance.

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Stories and unfiltered video lead trust assessments

Stories are selected by 61.8% of creators as a format that builds the most audience trust, and unfiltered short-form content by 59.8%. Behind-the-scenes content receives 29.8%, long-form reviews 20.3%, and livestreams 12.1%. The leading responses suggest that creators associate trust with formats that allow a direct and familiar presentation.

Formats creators say build the most trust with their audience (% of creators)



NeoReach Creator Impact Survey, Jan–Mar 2026. 487 creators could select multiple answers.

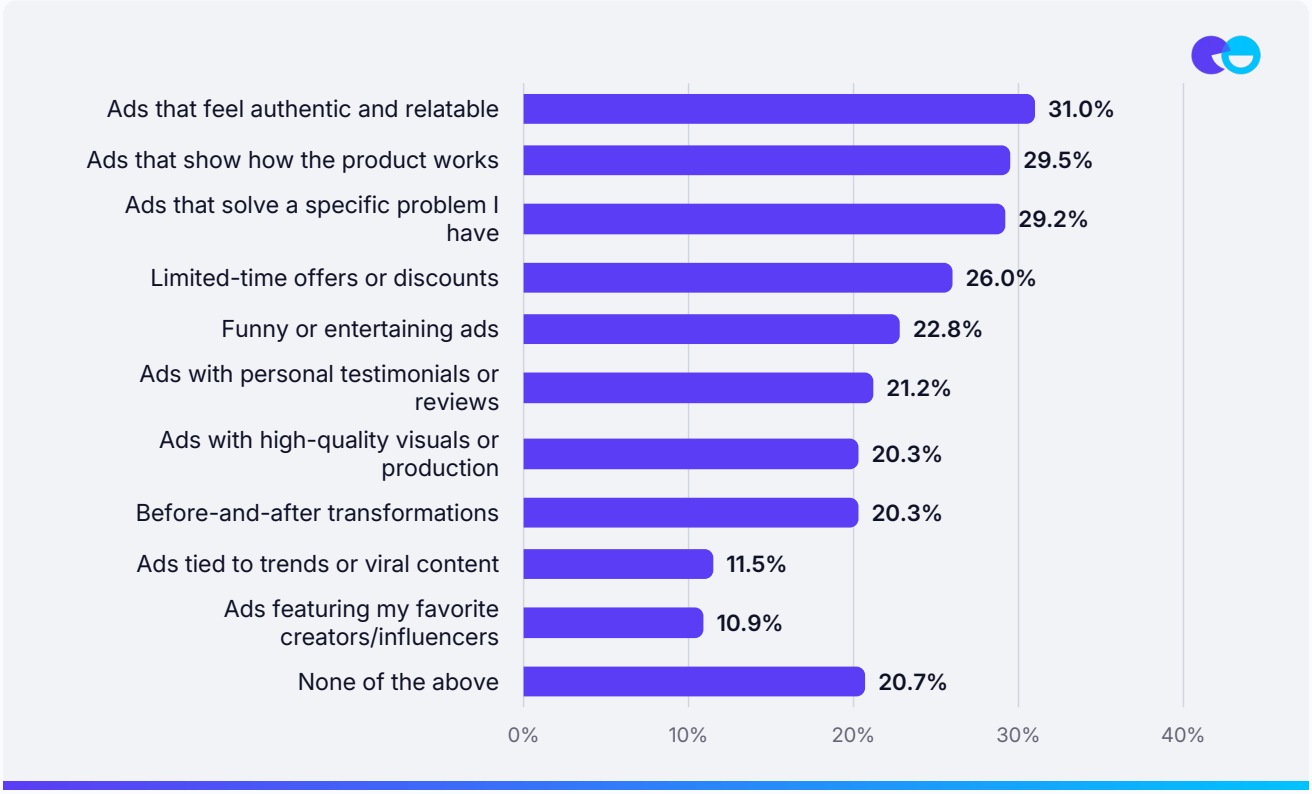
Trust-focused content can make the creator's experience with the product visible and explain the basis for the recommendation. The brief should allow enough time for product access and a credible account of use. Brands can assess audience trust directly through a defined survey or relevant research alongside campaign outcomes. The creator's format preference helps generate the test; the audience's response determines whether the approach works for the brand.

Figure 3.5. Stories and unfiltered short video lead creators' trust assessments.

Useful advertising helps consumers evaluate a product

Authentic and relatable ads lead stated purchase influence at 31.0%, closely followed by ads showing how a product works at 29.5% and ads addressing a specific problem at 29.2%. Ads featuring a favorite creator receive 10.9%. The result makes the content's usefulness and the proposition important parts of creator selection and briefing.

Share selecting each type of advertising



1,050 U.S. internet users aged 18–64, Jan 13–20, 2026. Multiple answers allowed.

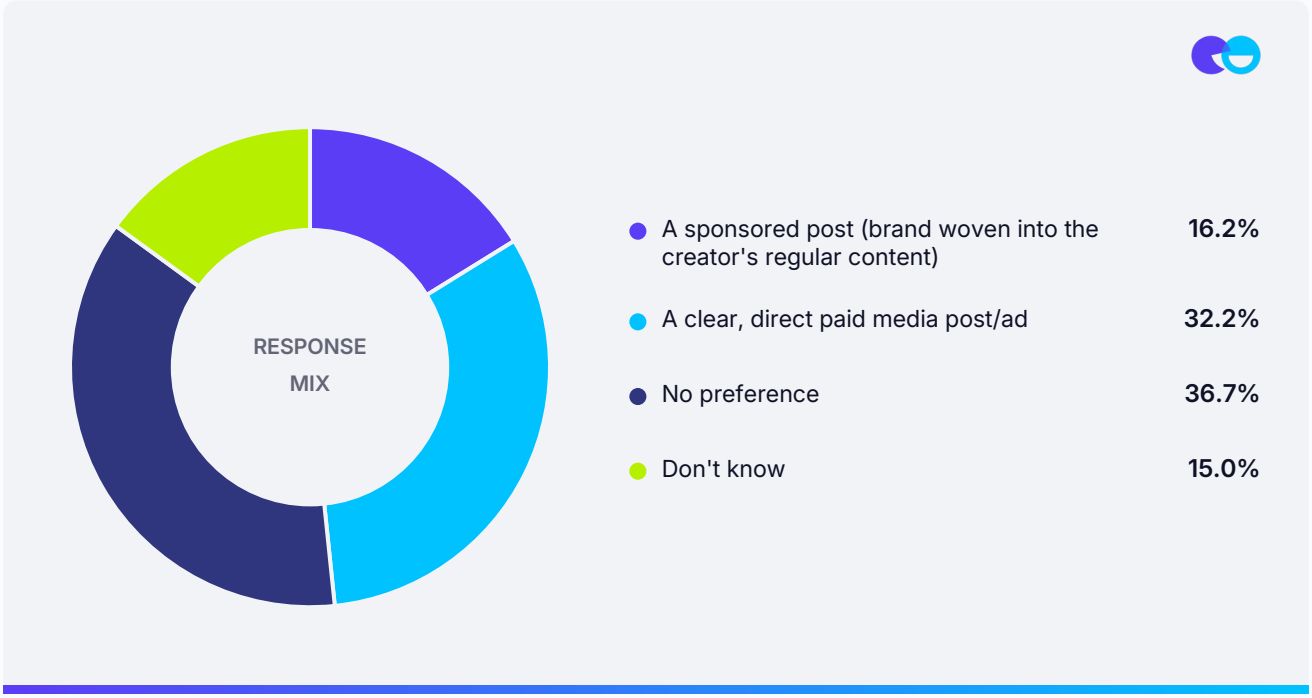
Briefs should identify the audience problem, the product's relevant function, and the evidence the creator can show. Creative tests can compare a demonstration, a personal account, and an offer while keeping the target audience and measurement consistent. This approach gives the brand a clearer basis for deciding which message works. A preferred creator can contribute context and credibility when the content also answers a purchase question.

Figure 3.6. Consumers prioritize relatability, demonstration, and a relevant problem.

Consumers leave room for direct ads and sponsorship

When asked which approach is more likely to prompt a purchase, 32.2% of consumers select a clear, direct paid advertisement and 16.2% select sponsorship woven into a creator's regular content. The largest group, 36.7%, expresses equal preference, and 15.0% is uncertain. These responses leave room for several creative and distribution approaches.

Share of respondents selecting each answer (%)



Statista Consumer Insights, Jan 2026. 1,050 U.S. internet users aged 18–64 selected one answer.

Brands can compare a clear product message with an integrated creator treatment using a defined audience, equivalent objectives, and appropriate outcome measures. Rights and distribution costs should be included when assessing the economics of each option. Preference is one input into that test. The stronger commercial decision will depend on observed response, the cost of producing and distributing the content, and the campaign's contribution to the intended outcome.

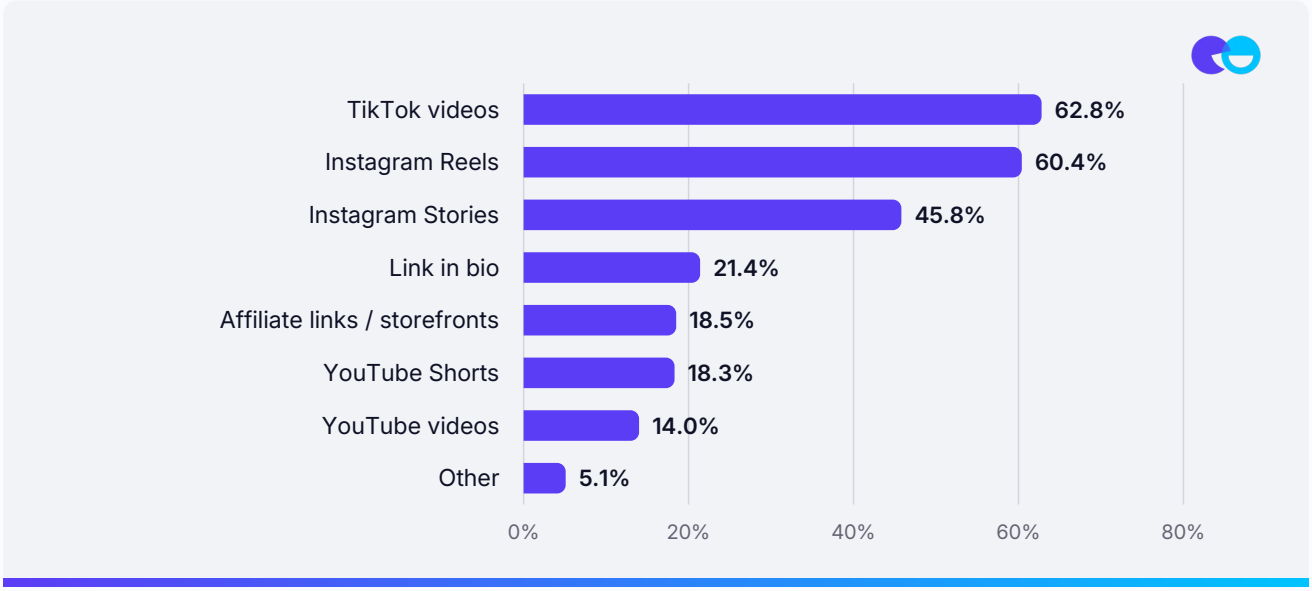
Figure 3.7. Direct paid ads receive more purchase preference than integrated sponsorship.

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Where creators report their strongest audience response

TikTok videos are selected by 62.8% of creators as a source of their strongest conversion or audience action, and Instagram Reels by 60.4%. Instagram Stories receives 45.8%, followed by links in a bio at 21.4% and affiliate links or storefronts at 18.5%. Creators can select several formats, reflecting multiple routes to action within their work.

Formats creators select for the strongest conversions or audience action (% of creators)



NeoReach Creator Impact Survey, Jan–Mar 2026. 487 creators could select multiple answers.

These responses support testing how a short video connects with the next step, whether that is a Story, product page, tracked link, or storefront. Each step should have a defined role and an observable measure where data access allows. The creator's assessment can guide format selection, while the brand's campaign data can establish which combinations produce the desired action at an acceptable cost.

Figure 3.8. TikTok videos and Instagram Reels lead creators' action assessments.

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CHAPTER 4

Brand Partnerships

Creators place high importance on compensation and brand fit, identify production time as a major pricing input, and associate repeat work with communication and payment speed. These subjects can be addressed directly in the proposal, contract, production process, and renewal discussion.

A proposal that defines scope, compensation, creative responsibilities, and payment terms gives both parties a concrete basis for deciding whether to work together. The same agreement can guide production reviews and the decision to renew.

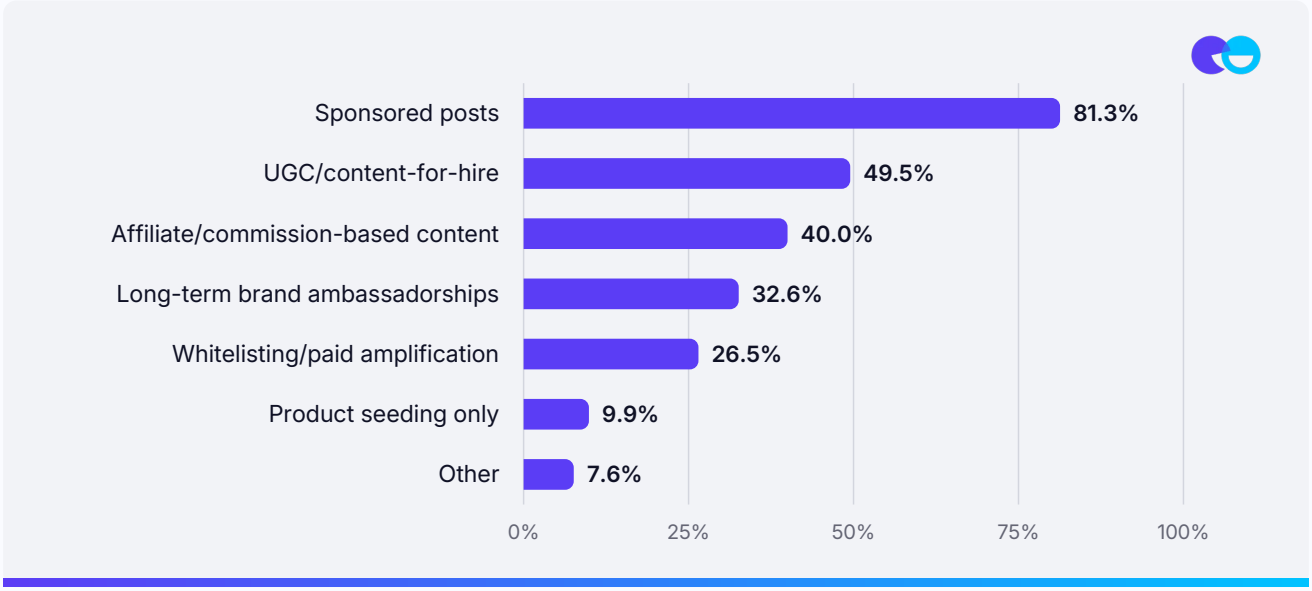


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What a creator partnership actually buys

Sponsored posts are the most common collaboration model at 81.3%, while 49.5% of creators select user-generated content or content-for-hire, 40.0% select affiliate work, and 32.6% select long-term ambassadorships. Paid amplification appears in 26.5%. The same creator can participate in several models, with different work, rights, and commercial responsibilities.

Share of creators selecting each collaboration type



NeoReach Creator Impact Survey 2026 · 487 creators · Multiple selections allowed

A proposal should specify what the brand is purchasing: content production, access to the creator's audience, paid distribution rights, an ongoing relationship, or a combination. That definition determines deliverables, approval requirements, compensation, and measurement. Content-for-hire can be assessed against its production scope and use; a sponsored post also requires an audience and distribution assessment. Affiliate work needs clear tracking, commission terms, and payment administration.

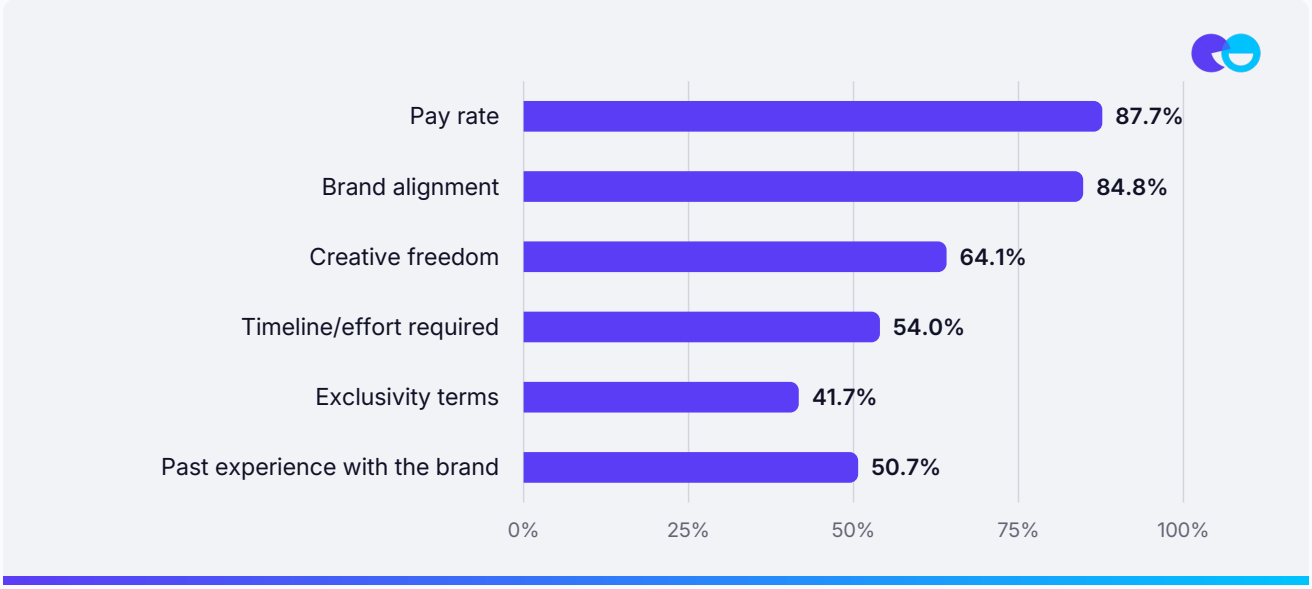
Figure 4.1. Creators work across sponsored posts, content production, and affiliate models.

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Pay and brand fit lead deal acceptance

Pay rate receives a rating of four or five from 87.7% of creators, and brand alignment from 84.8%. Creative freedom receives 64.1%, followed by timeline and effort at 54.0%. The leading factors place the commercial offer and the relevance of the brand at the center of the creator's decision.

Share rating each factor 4 or 5 for importance



NeoReach Creator Impact Survey 2026 · 487 creators per factor · Scale from 1 (least important) to 5 (most important).

Outreach should provide enough information for a creator to evaluate both. The proposal can state the objective, audience rationale, product, deliverables, fee, rights, and timing in one coherent brief. A clear explanation of fit is particularly useful where the creator needs to judge how the product relates to their existing content and audience. Brands can assess response quality and negotiation friction as part of improving their proposal process.

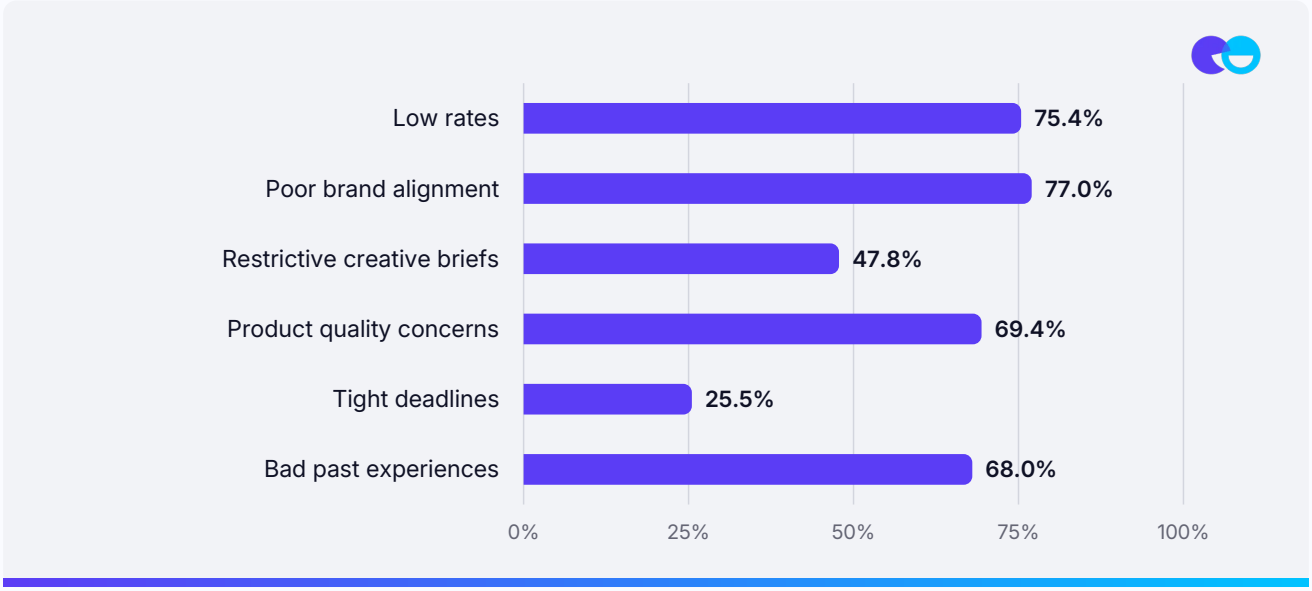
Figure 4.2. Pay and brand fit lead deal acceptance priorities.

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Why creators decline brand deals

Poor brand alignment receives a high rejection rating from 77.0% of creators, low rates from 75.4%, product quality concerns from 69.4%, and bad past experiences from 68.0%. Restrictive briefs receive 47.8%. The responses show why deal screening needs information on the product and relationship as well as the proposed compensation.

Share rating each factor 4 or 5 on a five-point likelihood scale



487 creators, NeoReach Creator Impact Survey, Jan–Mar 2026. Each factor rated separately.

Brands should identify potential fit and product concerns before contracting. Early product access, accurate claims, clear expectations, and a defined contact can help creators assess the assignment. Teams should also review the record of prior work together, including payment and approval issues. Where a concern remains unresolved, recording the reason helps distinguish a budget constraint from a product, audience, or execution issue in future outreach.

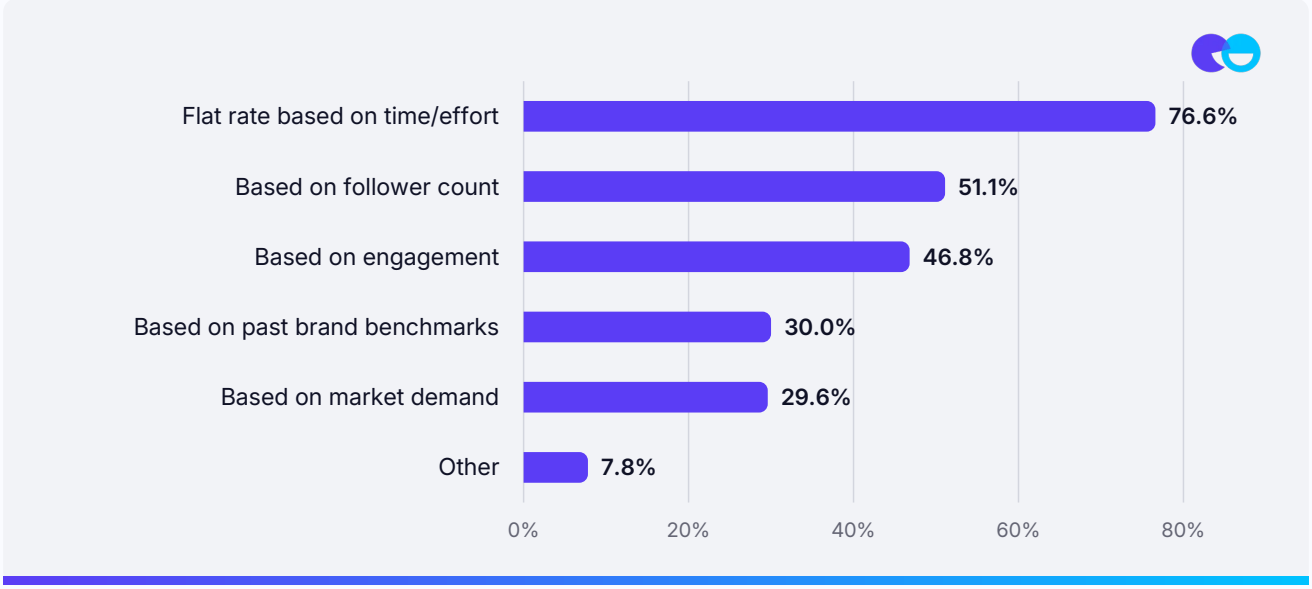
Figure 4.3. Brand fit and product quality are central screening criteria.

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How creators determine their rates

Time and effort is the most commonly selected pricing method, at 76.6%. Follower count receives 51.1%, engagement 46.8%, and previous brand benchmarks 30.0%. The result gives production requirements a clear role in rate discussions, alongside the scale and response of the audience reached.

Share of creators using each pricing method



NeoReach Creator Impact Survey 2026 · 487 creators · Multiple selections allowed

A comparable quotation should define the number and type of assets, filming requirements, revisions, usage rights, exclusivity, and publication obligations. This makes it easier to understand why fees differ and to compare proposals with similar scope. The supplied surveys provide evidence on pricing inputs and annual income bands. Establishing a fee benchmark for a specific deliverable requires normalized contract or transaction data that identifies the work and rights covered.

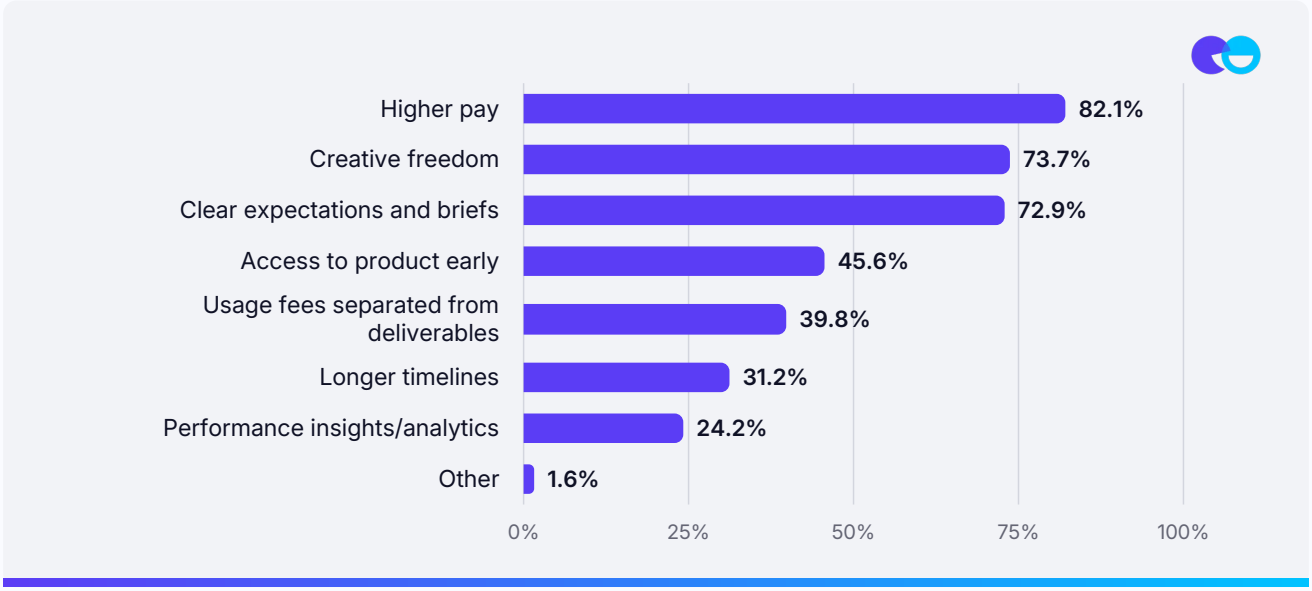
Figure 4.4. Production time is the most common pricing input.

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The support creators need from brands

Higher pay is selected by 82.1% of creators as support that would help produce better-performing content. Creative freedom receives 73.7% and clear expectations and briefs 72.9%. Early product access receives 45.6%, while separate usage fees receive 39.8%. Creators therefore place value on resources, clarity, and discretion within the assignment.

Support creators say would help them make better-performing content (% of creators)



NeoReach Creator Impact Survey, Jan–Mar 2026. 487 creators could select multiple answers.

A 2027 brief can define the intended audience action, required product information, substantiated claims, deliverables, rights, and approval process. The creator can then propose the narrative, setting, language, and presentation suited to their audience. Early product access gives that process time to develop. A clear distinction between the essential requirements and the creator's execution choices can reduce uncertainty during production and provide a more specific basis for reviewing the finished work.

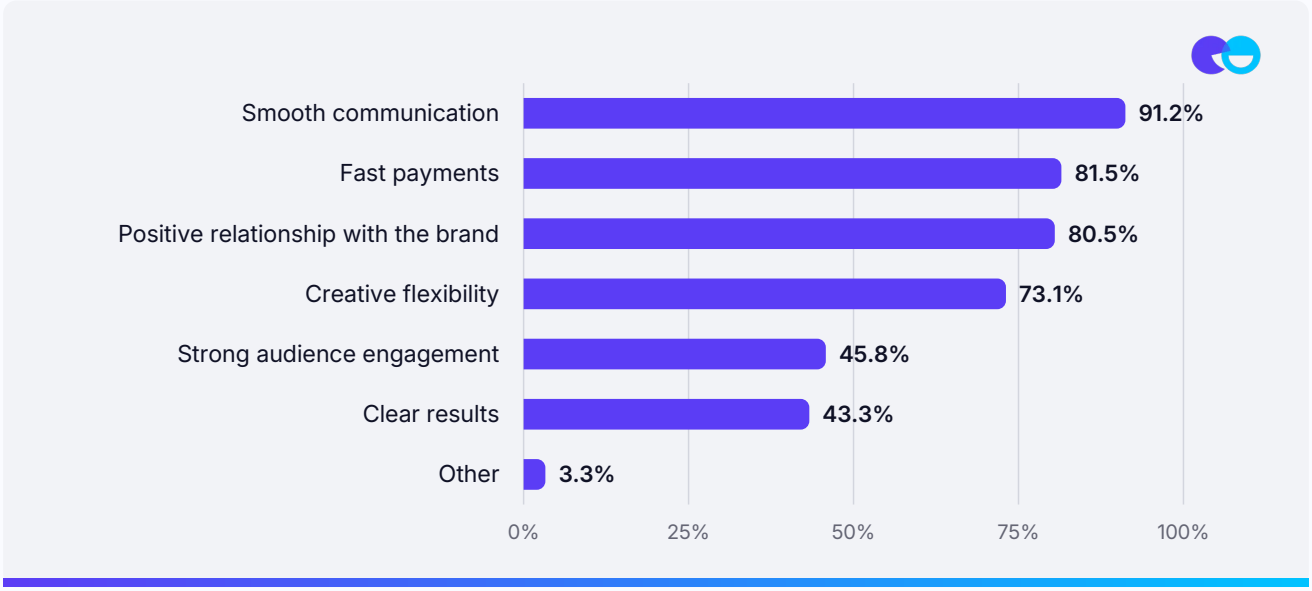
Figure 4.5. Creators ask for clear briefs, creative discretion, and sufficient pay.

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Communication and payment shape repeat partnerships

Smooth communication is selected by 91.2% of creators as a reason to work with a brand again. Fast payment receives 81.5%, a positive relationship 80.5%, and creative flexibility 73.1%. Audience engagement and clear results also matter, at 45.8% and 43.3%. The strongest selections concern the day-to-day operation of the relationship.

Share selecting each reason for another partnership; about 9 in 10 cited smooth communication



487 creators, NeoReach Creator Impact Survey, Jan–Mar 2026. Multiple answers allowed.

Brands can make repeat work easier to assess by assigning a clear contact, consolidating feedback, specifying approval dates, and agreeing payment terms before production. A renewal discussion should review the campaign evidence alongside the working experience. These operating practices address the priorities creators identify. Measuring their commercial value requires the brand to track repeat participation, delivery quality, and the costs associated with its partnership process.

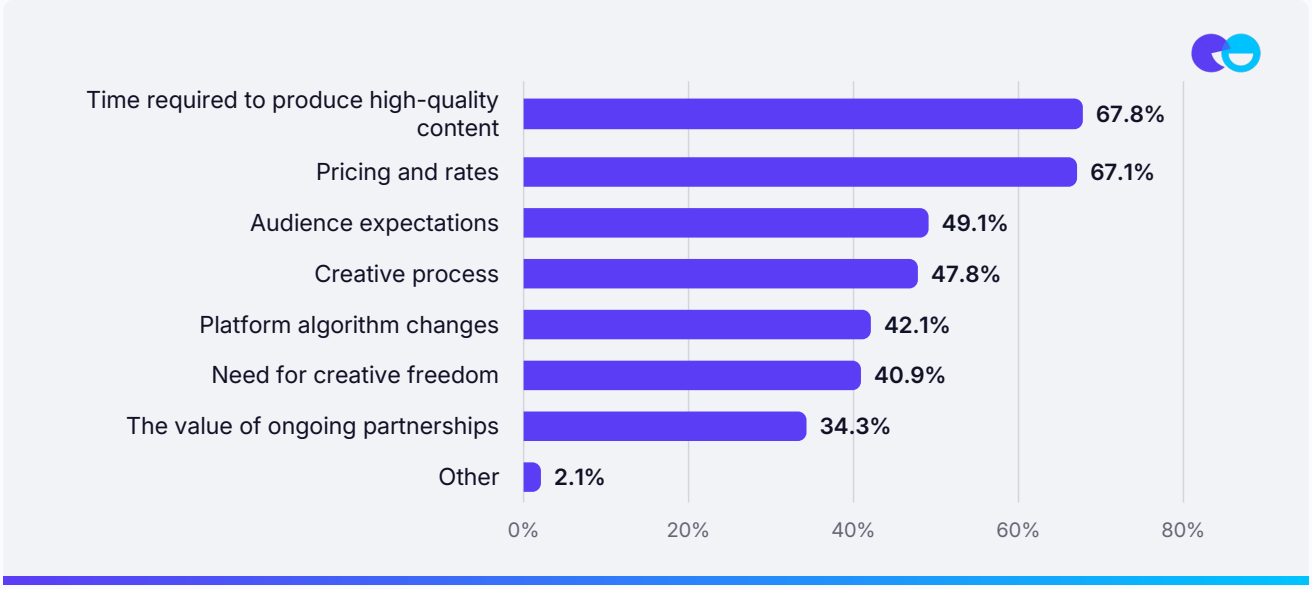
Figure 4.6. Communication and payment speed lead repeat partnership preferences.

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Production time and pricing are often misunderstood

Creators most often identify production time, at 67.8%, and pricing, at 67.1%, as areas brands misunderstand. Audience expectations receive 49.1% and the creative process 47.8%. The distribution points to a recurring need for a shared definition of the work before an assignment begins.

Share selecting each topic



NeoReach Creator Impact Survey 2026 · 487 creators · Multiple selections allowed

A scope discussion can identify research, concept development, filming, editing, approvals, revisions, publication, and reporting where those activities apply. The agreed fee and timeline can then be evaluated against that scope. Creators should make material production requirements visible; brands should explain the decisions and constraints that shape the brief. A common scope record gives both parties a concrete basis for managing changes and resolving questions during delivery.

Figure 4.7. Production time and pricing create the most reported misunderstandings.

CHAPTER 5

Creator Careers

In the earnings sample, 57.0% describe their work as part-time. In the impact sample, inconsistent income is the most commonly selected career pressure. These conditions influence how creators assess time commitments and commercial opportunities.

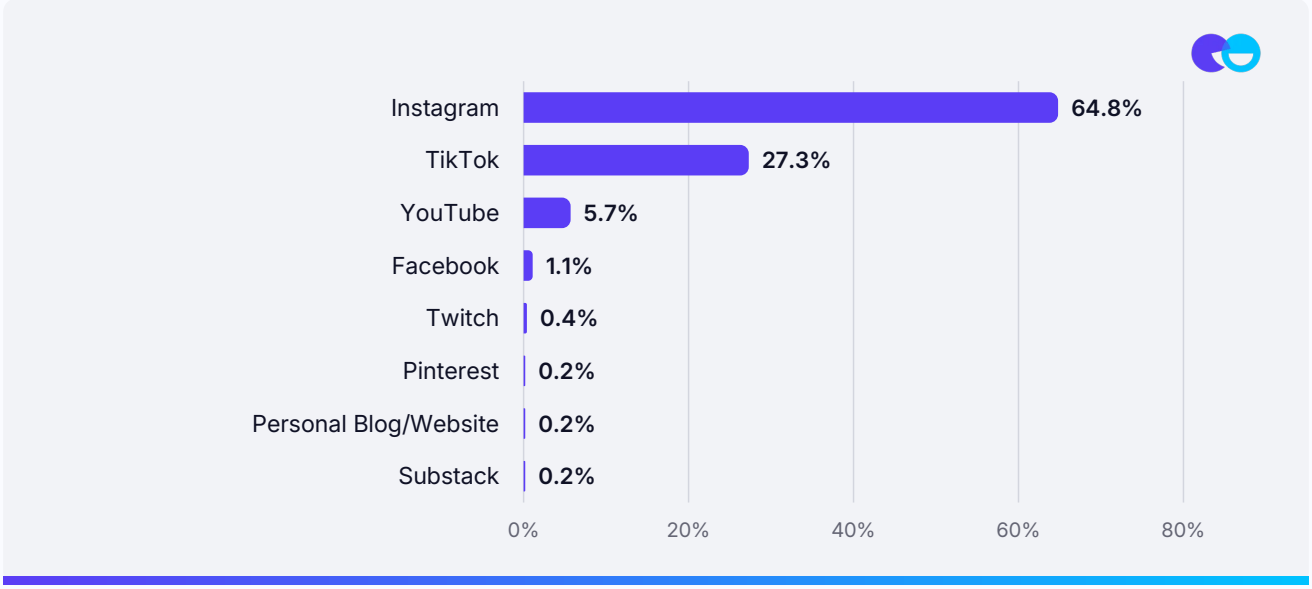
Working status, available hours, and business structure give a brief its capacity context. Pairing those details with payment commitments and the creator’s own content schedule helps both parties assess a feasible assignment.

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Who the earnings sample represents

The earnings sample is concentrated among creators aged 25–34, who account for 53.8%; those aged 35–44 account for 21.8%, and those aged 18–24 for 19.1%. Instagram is the primary platform for 64.8%, followed by TikTok at 27.3%. Lifestyle appears as a content niche for 64.6%, with multiple niches permitted.

Share of earnings-survey respondents naming each primary platform (%)



NeoReach Creator Earnings Survey, May–Nov 2026. 472 creators selected one answer.

These characteristics define where the earnings benchmarks are most directly informative. Brands using the results to assess a different platform, niche, or career group should first compare the available sample with the creators they intend to engage. A specialist program may need additional evidence on that segment's production requirements and economics. The impact survey provides another creator perspective with its own composition and question design.

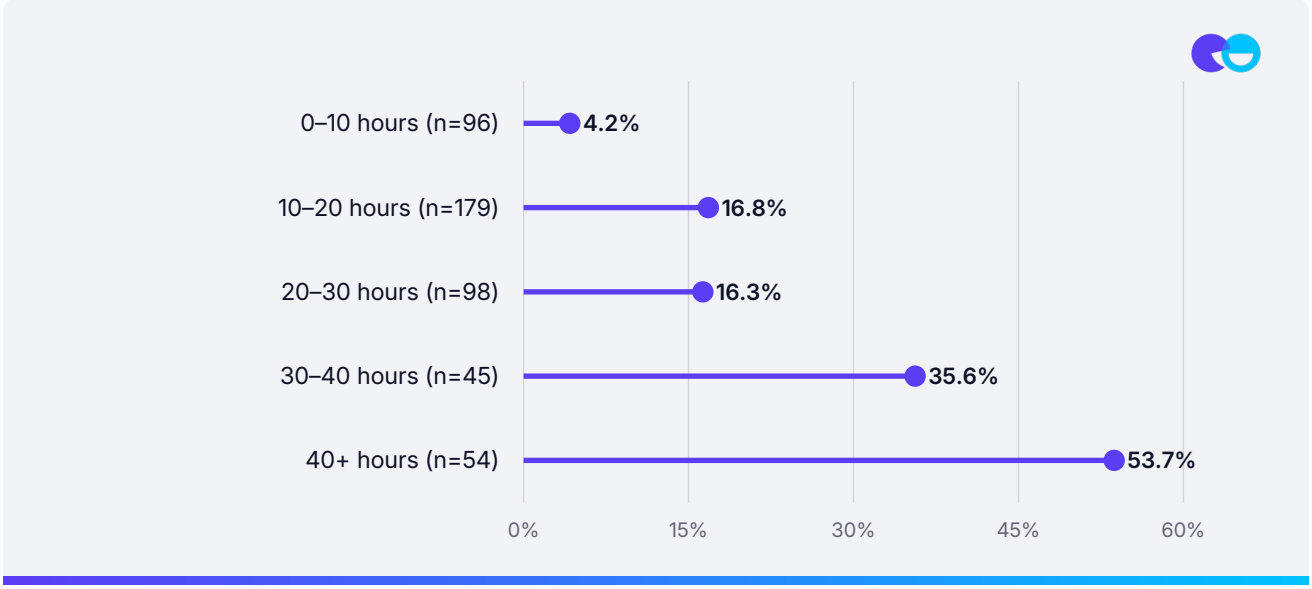
Figure 5.1. Instagram is the primary platform for 64.8% of earnings respondents.

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Creator income by weekly hours

Full-time creators account for 43.0% of the earnings sample, and 40.9% of that group report annual income above $50,000. Among part-time creators, the corresponding share is 4.5%. Weekly hours show another difference: 53.7% of those reporting forty or more hours earn above $50,000, compared with 4.2% of those reporting zero to ten hours.

Share in each hours band earning more than $50,000 annually from creator work



NeoReach Creator Earnings Survey 2026 · 472 creators · Each percentage uses its own hours group.

Capacity planning should consider the creator's working model and existing commitments alongside the brief. A demanding project can require time for preparation, production, revisions, and business administration. Creators considering a larger time commitment should assess expected income, costs, and the reliability of their work pipeline. The associations reported here are compatible with several explanations, including audience size, experience, and the ability of higher earners to devote more time to creation.

Figure 5.2. Higher time commitment is associated with higher annual income.

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Weekly hours spent on creator work

Share of all 472 creators in the NeoReach earnings survey. Figure 5.2 reports the share earning more than $50,000 within each hours group.

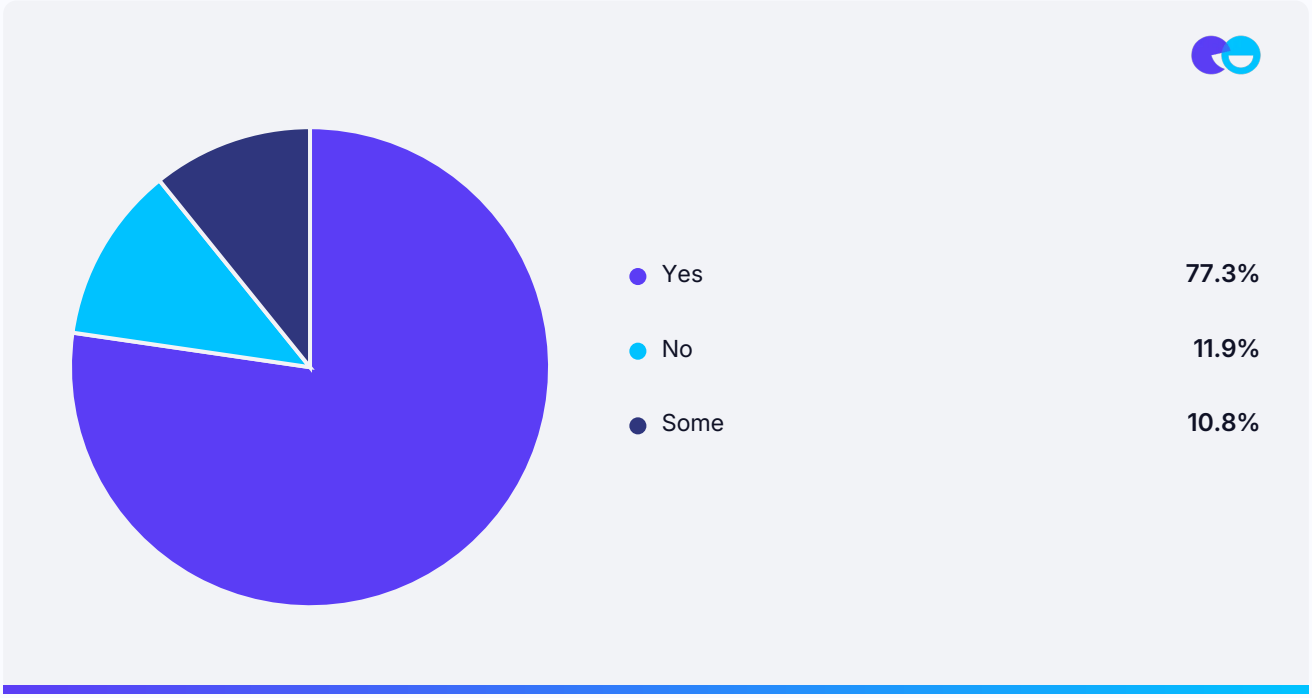
Weekly hours	Share of earnings respondents
10-20	37.9%
20-30	20.8%
0-10	20.3%
40+	11.4%
30-40	9.5%

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Higher education is common in the earnings sample

Higher-education attendance is reported by 77.3% of earnings respondents, with another 10.8% selecting some attendance. Among the 416 follow-up respondents, 39.7% identify employment as a financing source, 36.8% financial aid, 36.8% family support, and 34.4% student loans. Creator work appears as an education-financing source for 10.3%.

Share of creators choosing each attendance response



NeoReach Creator Earnings Survey 2026 · 472 creators · One response per person

The practical career question is which skills and financing arrangements support a creator's own business goals. The survey identifies varied educational routes and several ways of paying for them. It provides background for understanding respondents' circumstances. Assessing the financial return from education or recommending a specific qualification would require information on costs, completion, skills, and comparable career outcomes across education groups.

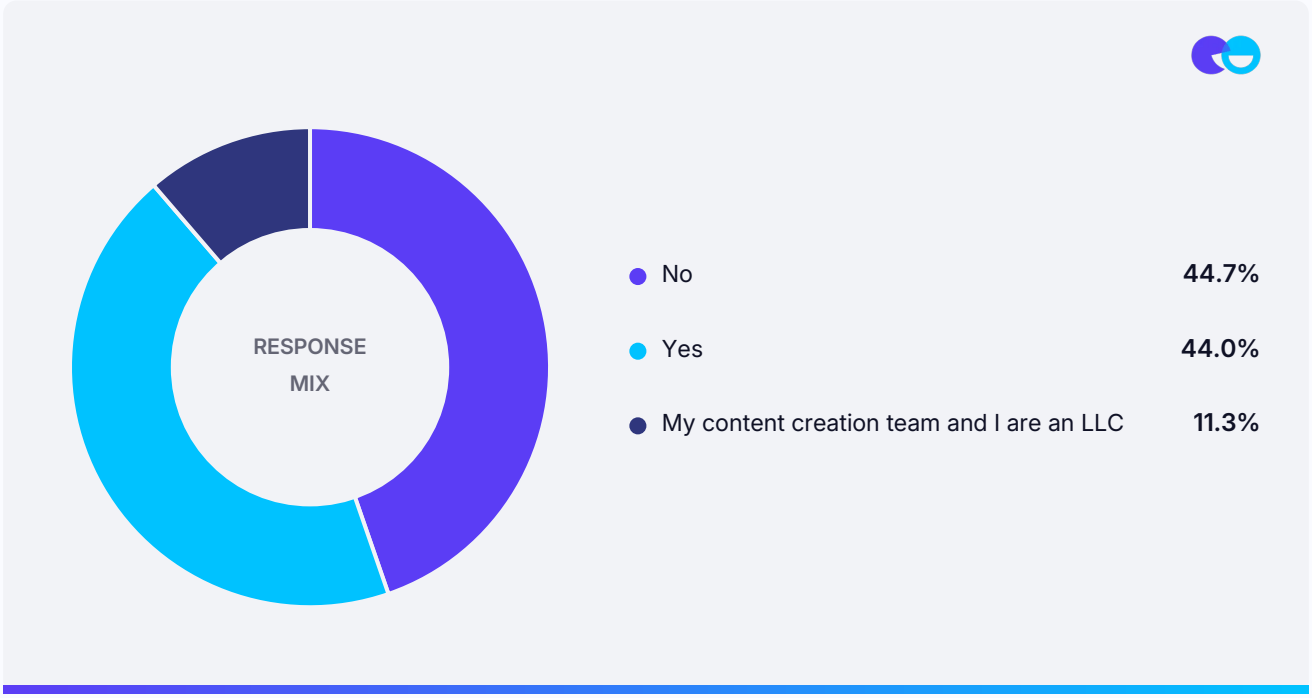
Figure 5.3. Higher education is common in the creator earnings sample.

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Do creators own a business or brand?

Among the 434 respondents answering the ownership question, 44.0% select owning a business or brand and 11.3% select a creator-team LLC. Another 44.7% select no ownership. The separate formation-timing question places 18.7% in the one-to-two-year stage and 12.7% in the two-to-three-year stage of their creator career.

Share choosing each ownership response



NeoReach Creator Earnings Survey 2026 · 434 creators answered · One response per person

Commercial planning should clarify who supplies the work, who owns the relevant assets, and which entity receives payment. Creators considering an owned product or business need a plan for the additional work it involves, including product development and customer operations. The preference for an owned business as a main income source in Section 1.2 provides context for that decision. The survey's ownership and formation questions retain their own categories and should be assessed separately.

Figure 5.4. Business ownership and creator-team LLCs represent distinct structures.

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Business formation timing

The formation question places 18.7% of detailed respondents at one to two years into their creator career and 12.7% at two to three years. Its categories provide context for business planning and should be kept separate from the ownership-status question.

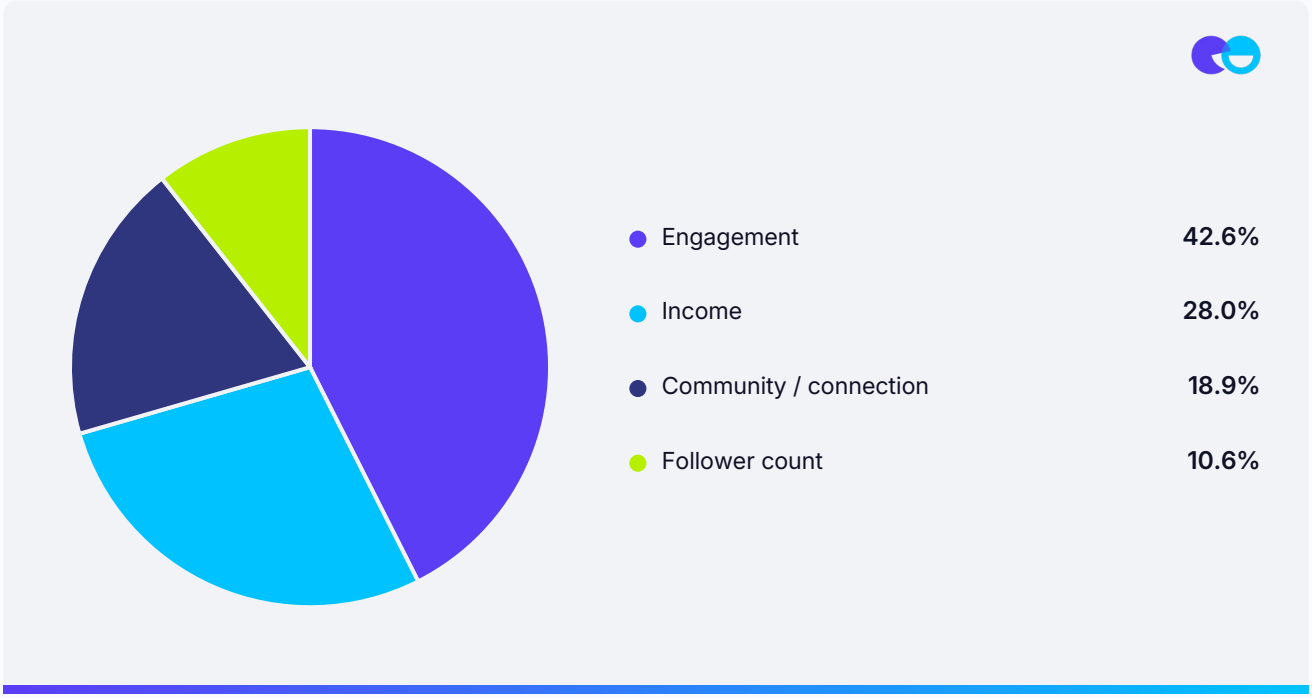
Response	Count	Share
I did not start a business/brand/LLC	211	48.6%
1-2 years into being a creator	81	18.7%
2-3 years into being a creator	55	12.7%
5+ years into being a creator	37	8.5%
3-4 years into being a creator	33	7.6%
4-5 years into being a creator	17	3.9%

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How creators define success

Engagement is the primary measure of success for 42.6% of earnings respondents, followed by income at 28.0%, community or connection at 18.9%, and follower count at 10.6%. At post level, views are used by 80.5%, while likes, comments, and shares each receive selections from more than half of respondents.

Share selecting each measure as their primary indicator of success



472 creators, NeoReach Creator Earnings Survey, May–Nov 2026. One answer per person.

Brands and creators should agree which measures serve the assignment and which describe the creator's wider goals. Views can establish distribution; comments and saves can inform an assessment of response; purchases require transaction evidence. A shared reporting plan should name the outcome, its denominator, the data source, and the reporting period. This gives the partnership a clearer basis for judging performance and deciding what to repeat.

Figure 5.5. Engagement leads creators' primary definitions of success.

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Creators' motivations and the metrics they use for individual posts

The NeoReach earnings survey included 472 creators. Each selected one primary motivation and could select multiple post metrics.

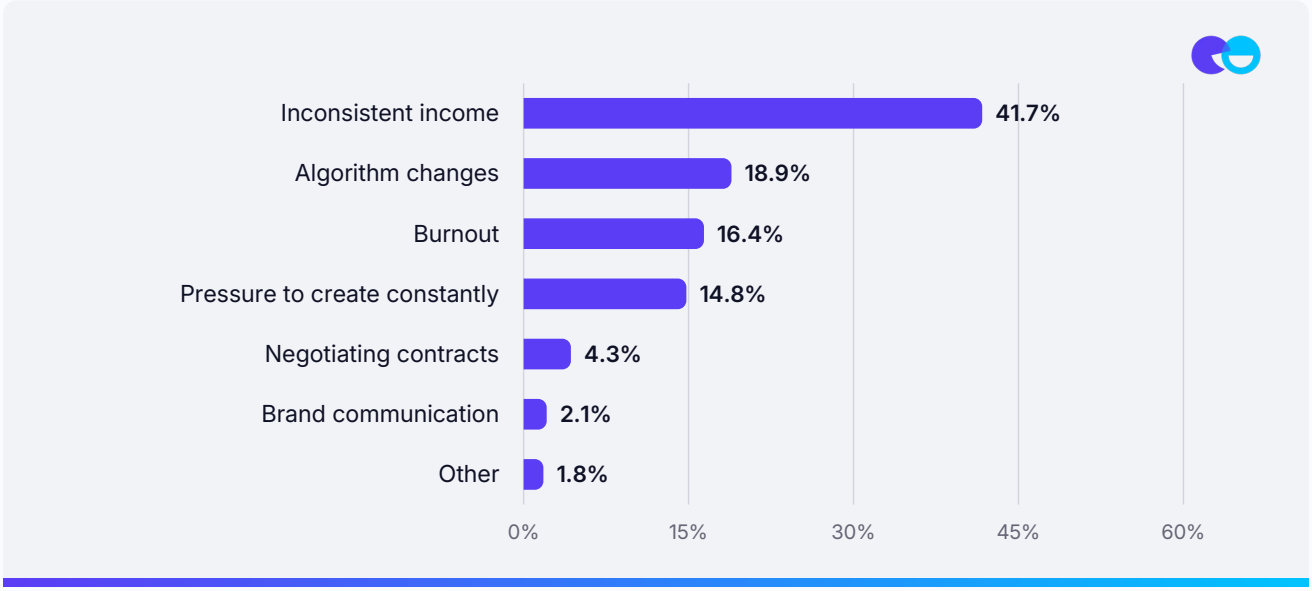
Measure	Response	Creators	Share
Motivation	I care most about connecting with my audience	162	34.3%
Motivation	I care most about creating the best content I can	147	31.1%
Motivation	I care most about making money from my content	104	22.0%
Motivation	I care most about building a following	59	12.5%
Post metrics	Views	380	80.5%
Post metrics	Likes	290	61.4%
Post metrics	Comments	279	59.1%
Post metrics	Shares	274	58.1%
Post metrics	Saves	216	45.8%
Post metrics	Watch time	208	44.1%
Post metrics	Other	11	2.3%

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What do creators find hardest about their career?

Inconsistent income is the hardest part of the career for 41.7% of impact-survey respondents, ahead of algorithm changes at 18.9%, burnout at 16.4%, and pressure to create constantly at 14.8%. In a separate question on performance influences, algorithm changes receive 67.8% and posting frequency 53.6%. Financial stability and content performance therefore need separate attention.

Share choosing each challenge as the hardest part of being an influencer



487 creators, NeoReach Creator Impact Survey, Jan–Mar 2026. One answer per person.

A creator's capacity plan can bring together contracted work, payment dates, production hours, and time available for their own content. Brands considering ongoing agreements should specify the commitment, scheduling flexibility, and payment cadence so the creator can assess the work. The survey identifies the pressures creators report; assessing whether a particular contract improves stability requires income and workload data over time.

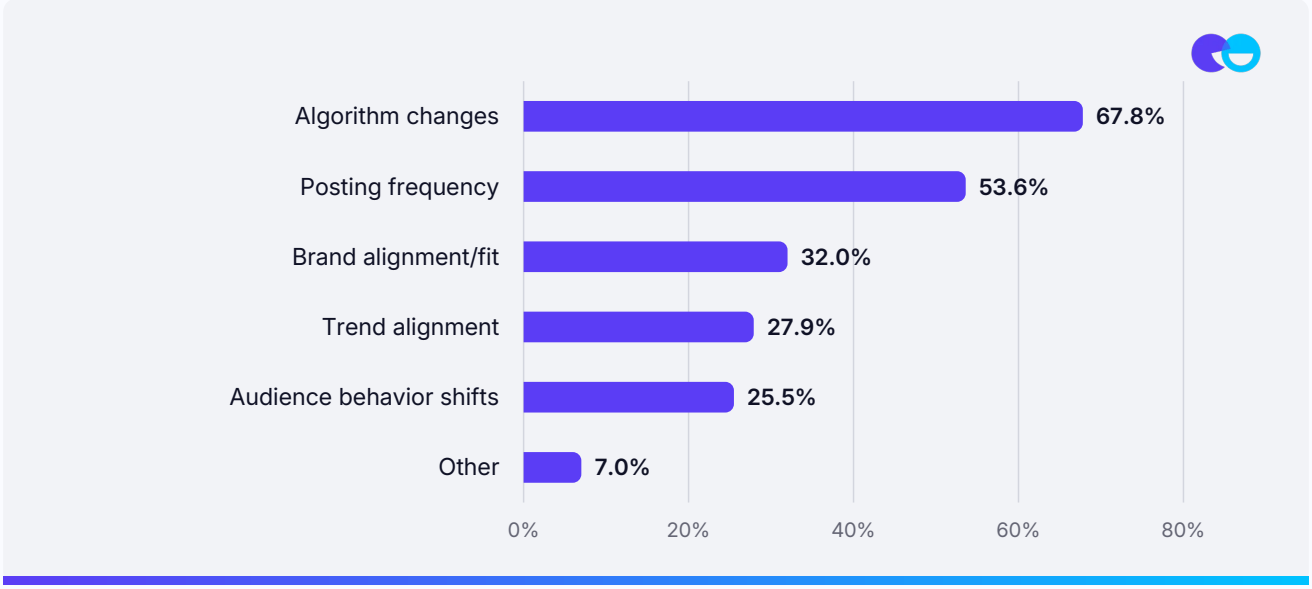
Figure 5.6. Income consistency is creators' most commonly selected career pressure.

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What creators say affects content performance

Algorithm changes receive 67.8% of selections as an influence on content performance, and posting frequency 53.6%. A 2027 plan should record the creator's production capacity and use campaign evidence to assess how delivery conditions relate to the intended outcome.

Share selecting each influence on performance (%)



NeoReach Creator Impact Survey 2026 · 487 creators · Multiple selections allowed. These are creators' assessments, not measured causal effects.

CHAPTER 6

Consumers and Brands

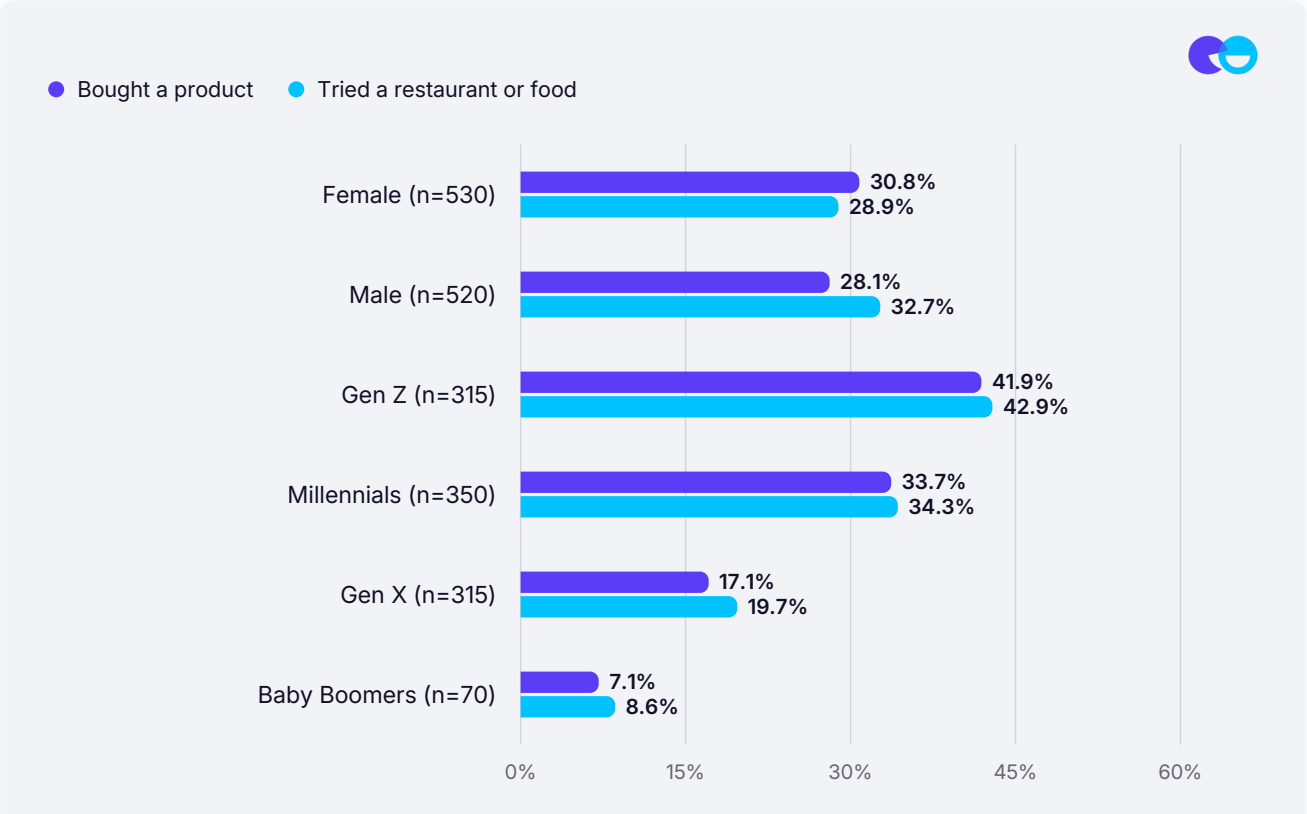
Younger groups in the January consumer module report more creator-influenced product purchases. Offers and product information receive strong purchase-driver selections. Brand values attract both loyalty and potential rejection, with support varying across issues.

A relevant offer and clear product evidence can be assessed alongside the audience's age, interests, and values. Public-position campaigns require further precision about the specific issue and stance being communicated.

Creator-influenced actions by gender and generation

Reported product purchases influenced by creators reach 41.9% among Gen Z respondents, 33.7% among Millennials, and 17.1% among Gen X. The 24.8 percentage-point difference between Gen Z and Gen X is larger than the observed 2.7-point female–male difference. Trying food or restaurants follows a similar age pattern within this consumer module.

Share reporting each action within the indicated audience group (%)



Statista Consumer Insights, 13–20 January 2026 · U.S. internet users aged 18–64 · Separate gender and generation comparisons. Baby Boomers are represented only through age 64. Multiple selections allowed.

Brands should examine the age composition of the audience they intend to reach before applying a broad purchase assumption. A creator's relevance to a particular life stage may matter to the product proposition and content. These cuts describe the survey's U.S. internet-user population aged 18–64. More detailed targeting decisions need adequate segment bases and evidence specific to the product, audience, and campaign.

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Consumers reporting none of the listed creator-influenced actions

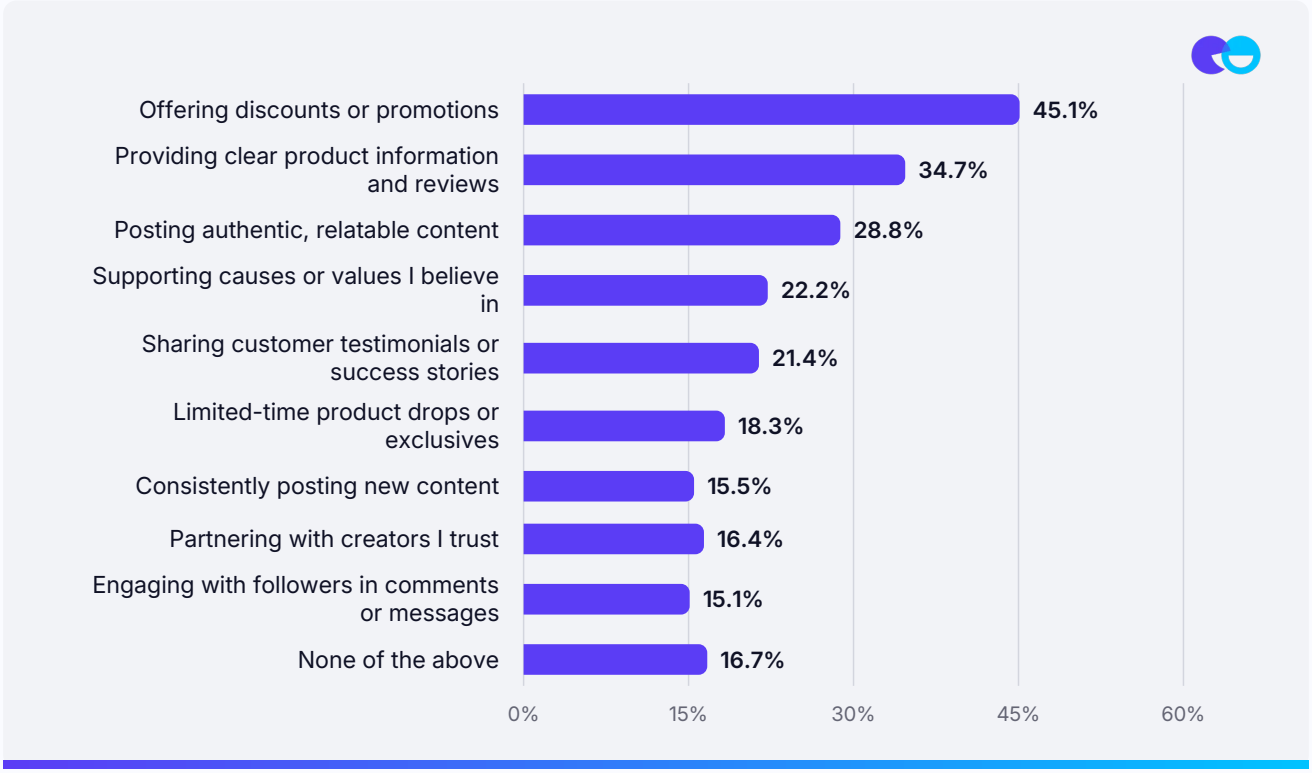
Statista Consumer Insights, January 2026, surveyed 1,050 U.S. internet users aged 18–64. Shares use the indicated group base. Gender and generation are separate comparisons. Baby Boomers are represented only through age 64.

Audience	Respondents	Selected none of the listed actions
Female	530	45.7%
Male	520	44.6%
Gen Z	315	21.0%
Millennials	350	41.4%
Gen X	315	65.7%
Baby Boomers	70	80.0%

Offers and product information lead purchase drivers

Discounts and promotions receive the most selections as a brand behavior that encourages purchase, at 45.1%. Clear product information and reviews receive 34.7%, authentic content 28.8%, and support for aligned causes or values 22.2%. Trusted creator partnerships receive 16.4%. The findings place the offer and the information needed to evaluate it alongside the choice of messenger.

Share selecting each brand behavior



1,050 U.S. internet users aged 18–64, Jan 13–20, 2026. Multiple answers allowed.

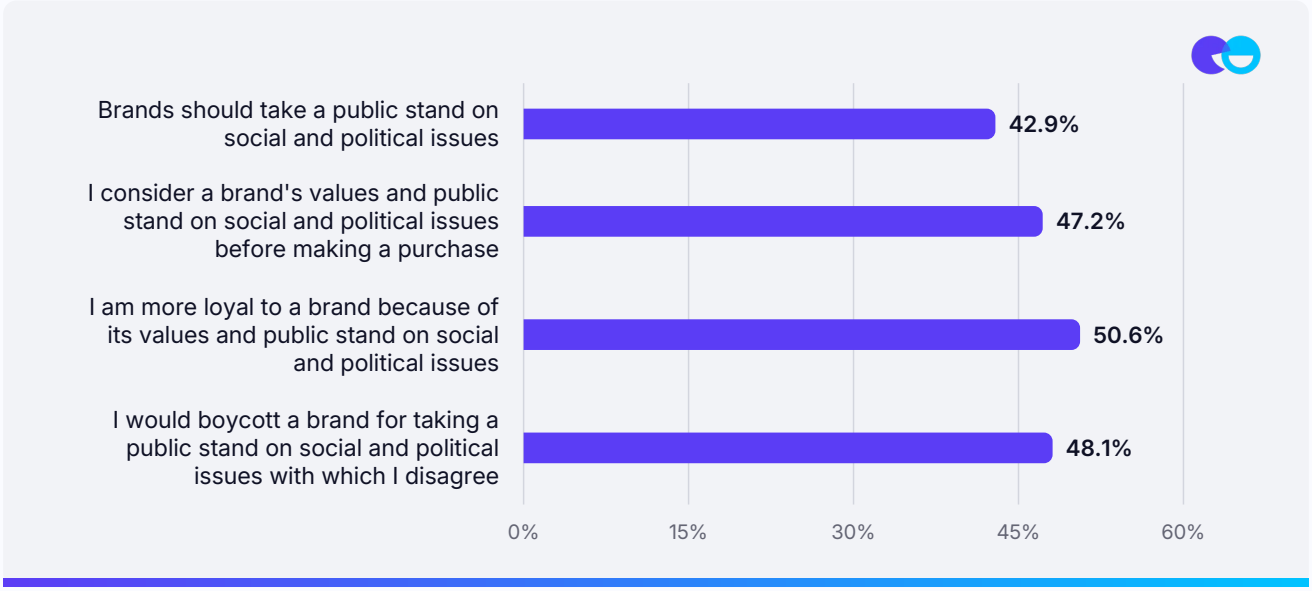
A creator brief should connect the content with the product page and commercial offer. The customer needs consistent product information, an available item, and a clear next step. Where a promotion is used, the brief should define its terms and timing. Brands can test the content and offer together while tracking the costs and margins relevant to the sale. This makes the commercial proposition easier to evaluate across the campaign.

Figure 6.2. Offers and product information lead stated brand purchase drivers.

Brand values can influence loyalty and rejection

In the brand-values module, 50.6% agree that a brand's values and public positions make them more loyal, and 48.1% say they would boycott a brand over a position they disagree with. Another 47.2% consider those values and positions before purchase. On the general question of whether brands should take a public stand, agreement is 42.9% and disagreement 41.3%.

Share agreeing with each statement (%)



Statista Consumer Insights, Jun–Oct 2025. Each statement had 2,050 U.S. internet users aged 18–64. Respondents could agree with several.

Values-based partnership decisions should specify the audience, issue, product relationship, and position being communicated. Brands and creators can assess whether their stated values and proposed content are compatible before entering an agreement. The close overall split makes audience-specific research particularly useful. The module measures general brand attitudes; a forecast of campaign response requires evidence on the actual message and the people exposed to it.

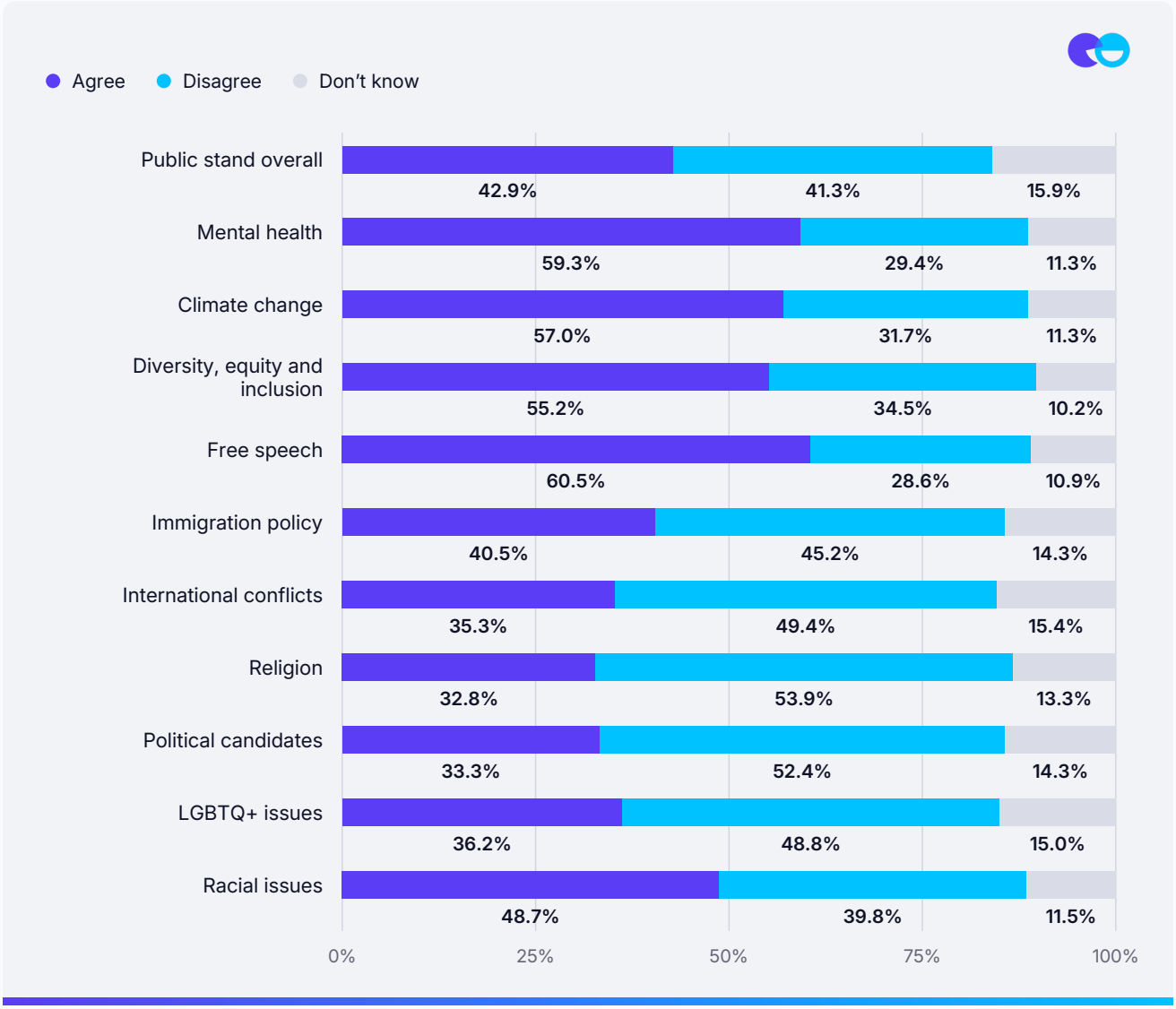
Figure 6.3. Brand values feature in loyalty and boycott intentions.

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Public positions need an issue-specific assessment

Agreement that brands should take a public position is highest for free speech at 60.5%, mental health at 59.3%, and climate change at 57.0%. Political candidates receive 33.3% and religion 32.8%. The detailed responses also show disagreement above fifty percent for those latter two subjects. Values-based content therefore needs an issue-specific assessment.

Agreement, disagreement and uncertainty for each issue



Statista Consumer Insights · June–October 2025 · 2,050 US internet users aged 18–64 per issue · Each row totals 100% before rounding.

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Public positions need an issue-specific assessment

Should brands take a public stand on social and political issues?

42.9%	41.3%	15.9%
Agree	Disagree	Don't know

A campaign involving a public position should define the subject and intended audience precisely. Support for discussing an issue leaves open how consumers will respond to a particular stance, creative treatment, or spokesperson. Brands and creators can use research on the specific position and audience to assess relevance and possible disagreement. The full agree, disagree, and uncertain distributions provide a more complete starting point than a single agreement percentage.

Figure 6.4. Support for public brand positions varies by issue.

The full distributions make disagreement and uncertainty visible for each issue. For a 2027 campaign, the relevant research question concerns the specific position, audience, and message. Agreement with discussing an issue leaves the response to a particular stance open to further assessment.

2027

Planning Priorities

The evidence identifies several decisions that brands, agencies, and creators can make explicit in their 2027 plans. These priorities translate the supplied research into a practical agenda. Their value should be assessed against the objectives, economics, and audiences of the program being developed.

Define the audience and action

Specify who the campaign needs to reach and what action it should produce. Use category and age evidence to frame the audience hypothesis, then validate that hypothesis with the brand's own research or campaign data. A product purchase, restaurant visit, app download, and repeat use each require different information and observation periods. Keep the outcome visible through creator selection, briefing, and reporting.

Make partnership economics explicit

Describe the production work, publication requirements, rights, revisions, exclusivity, fee, and payment schedule. Creators' reliance on sponsorship, use of time and effort in pricing, and concerns about income consistency make these terms important planning inputs. A clear scope allows both parties to assess whether the assignment is commercially workable and provides a basis for discussing changes during delivery.

Build a clear route from content to purchase

Connect the product explanation with an available item, accurate information, a functioning link, and a defined next step. Test repeated exposure and delayed response where they are relevant to the product. If measured results show that consideration extends beyond the first interaction, the evaluation should capture the later actions that matter to the business. Keep discovery surfaces, delivered exposure, and checkout channels distinguishable in the data.

2027

Planning Priorities

Test creative choices against the product need

Use short video, everyday context, storytelling, demonstrations, or direct paid treatments as explicit hypotheses. Define the purchase question each treatment is intended to answer. Compare variants with suitable audience and exposure measures, and include production and distribution costs in the assessment. If one treatment produces stronger measured outcomes under comparable conditions, it provides a basis for the next test or allocation.

Make repeat work operationally reliable

Assign a clear contact, consolidate feedback, agree approval dates, and administer payment as contracted. Creators identify these working conditions as prominent reasons to return. Track the quality of delivery and the creator's experience alongside campaign results. A renewal decision can then consider whether the partnership meets its commercial objective and whether the operating process supports another assignment.

Use forecasts with explicit assumptions

A quantified 2027 forecast needs a defined market, period, addressable audience, activity level, conversion assumption, cost base, and uncertainty range. The supplied surveys can inform selected hypotheses about income, preferences, and partnership conditions. Numerical forecasts for industry spending, campaign ROI, or incremental sales require additional market or campaign evidence. Conditional scenarios should show which assumptions change the result and what evidence would justify revising them.

The Value We Build in 2027

Our research gives us a practical starting point for the creator economy's next chapter: the quality of the relationship between creators, audiences, and brands.

For creators, that relationship has economic consequences. Brand deals are the main revenue source for 70.3% of respondents answering our detailed earnings questions. In our separate creator impact study, inconsistent income is the most commonly identified career challenge. These findings place compensation, production requirements, and payment commitments at the center of a workable partnership.

The terms of that partnership also shape the work an audience receives. Creators place considerable importance on brand alignment, creative freedom, and clear expectations. Brands have an opportunity to define the product information and commercial objective precisely, then give creators sufficient room to communicate through the approaches they understand and use.

For audiences, the value of a recommendation rests partly in what it helps them understand or do. Our consumer research identifies demand for relatable advertising, product demonstrations, and information that addresses a relevant problem. These preferences give the industry a concrete standard against which to assess its content: the usefulness of the information and the quality of the decision it supports.

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The Next Chapter

The commercial response remains uneven. While 44.8% of surveyed consumers report at least one monthly purchase based on creator suggestions, 48.7% report zero. Audience relevance, product fit, and the path to purchase therefore deserve explicit attention in every campaign. Brands need evidence connecting their investment with the outcome they intend to produce.

The same discipline should guide decisions about AI. A recommendation needs a clear basis for its product claims and the experience it represents. As brands and creators consider generated content, they should examine how audiences understand its origin, assess its credibility, and respond to it.

We believe the industry's 2027 agenda should make these responsibilities tangible. That means commercially workable agreements, credible recommendations, reliable payment, and measurement suited to the intended outcome. The choices made in individual partnerships give those principles practical effect.

The creator economy we want to help build gives audiences useful information, gives creators a viable basis for their work, and gives brands evidence of the value their investment produces. That is the standard against which we believe its next chapter should be judged.

RESEARCH APPENDIX

Supporting Research

The following tables provide additional context on creator composition, commercial activity, media behavior, and brand attitudes. Each retains its own survey population, question, and base. The accompanying notes identify how the distribution can inform 2027 planning.

Where earnings respondents are based

California, Florida, Texas, and New York account for 47.2% of earnings respondents combined. This concentration helps define the sample's geographic context. A location-specific 2027 program should compare its intended creator market with the respondents represented here.

Response	Count	Share
California	85	18.0%
Florida	54	11.4%
Texas	47	10.0%
New York	37	7.8%
Georgia	25	5.3%
Illinois	23	4.9%
North Carolina	21	4.4%
Arizona	18	3.8%
New Jersey	16	3.4%
Massachusetts	15	3.2%
Michigan	12	2.5%
Ohio	12	2.5%
Maryland	11	2.3%
Washington	10	2.1%
Colorado	9	1.9%
Nevada	9	1.9%
Pennsylvania	8	1.7%
South Carolina	6	1.3%
Washington, D.C.	5	1.1%

Where earnings respondents are based (continued)

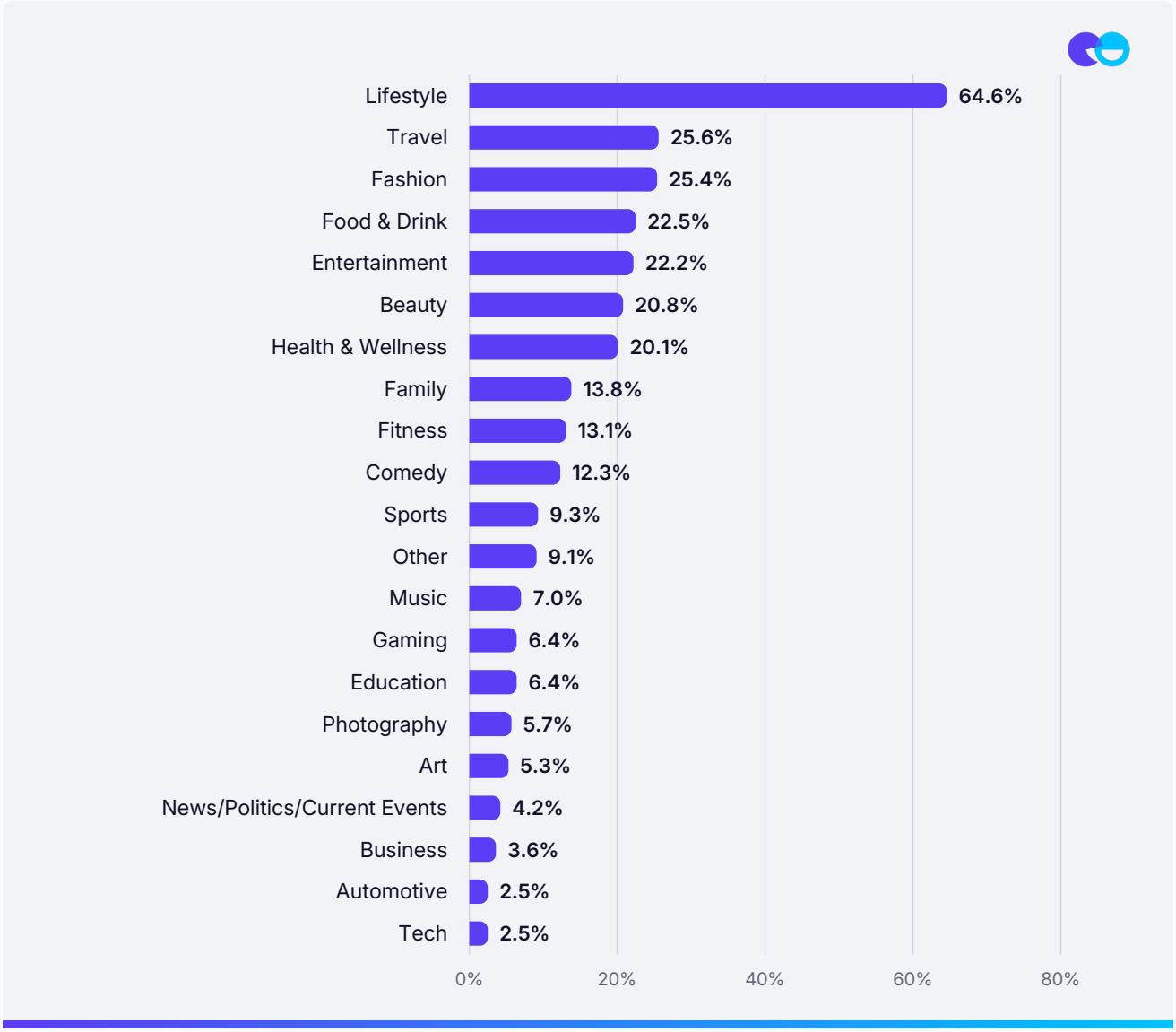
Response	Count	Share
Connecticut	5	1.1%
Missouri	5	1.1%
Virginia	4	0.8%
Indiana	4	0.8%
Minnesota	4	0.8%
Kentucky	4	0.8%
Tennessee	4	0.8%
Hawaii	4	0.8%
Utah	4	0.8%
Kansas	3	0.6%
Alabama	2	0.4%
Oregon	1	0.2%
Arkansas	1	0.2%
Oklahoma	1	0.2%
United States Virgin Islands	1	0.2%
Puerto Rico	1	0.2%
Louisiana	1	0.2%

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Content niches in the earnings sample

Lifestyle receives 64.6% of earnings-sample selections, while travel and fashion each receive about one quarter. Multiple niches can describe the same creator. For a specialist 2027 brief, niche-specific production and commercial evidence will improve the relevance of the comparison.

Share of earnings-survey respondents selecting each niche (%)



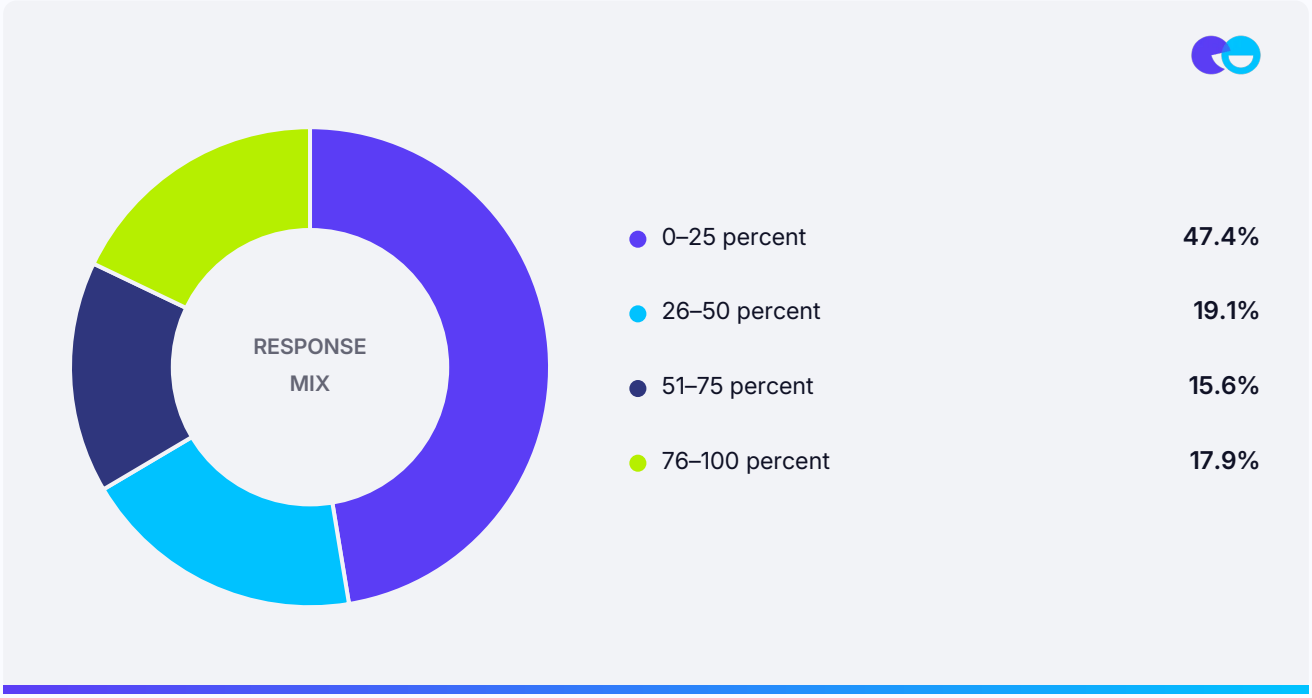
NeoReach Creator Earnings Survey 2026 · 472 creators · Multiple selections allowed; percentages can exceed 100% in total.

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How much of creator income comes from brand work?

Brand work supplies up to one quarter of income for 47.4% of impact respondents, while 17.9% place it in the 76–100% range. This variation supports asking each creator about their commercial model when assessing exclusivity and the commitment required by an ongoing agreement.

Share of creators in each brand-income band (%)



NeoReach Creator Impact Survey 2026 · 487 creators · One answer per respondent. Bands describe the share of income from brand work.

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Combined following

In the impact sample, 22.6% report 10,000–50,000 combined followers and 20.5% report 100,000–250,000. Combined follower bands describe potential scale across channels; audience overlap and relevance require separate assessment for a 2027 partnership.

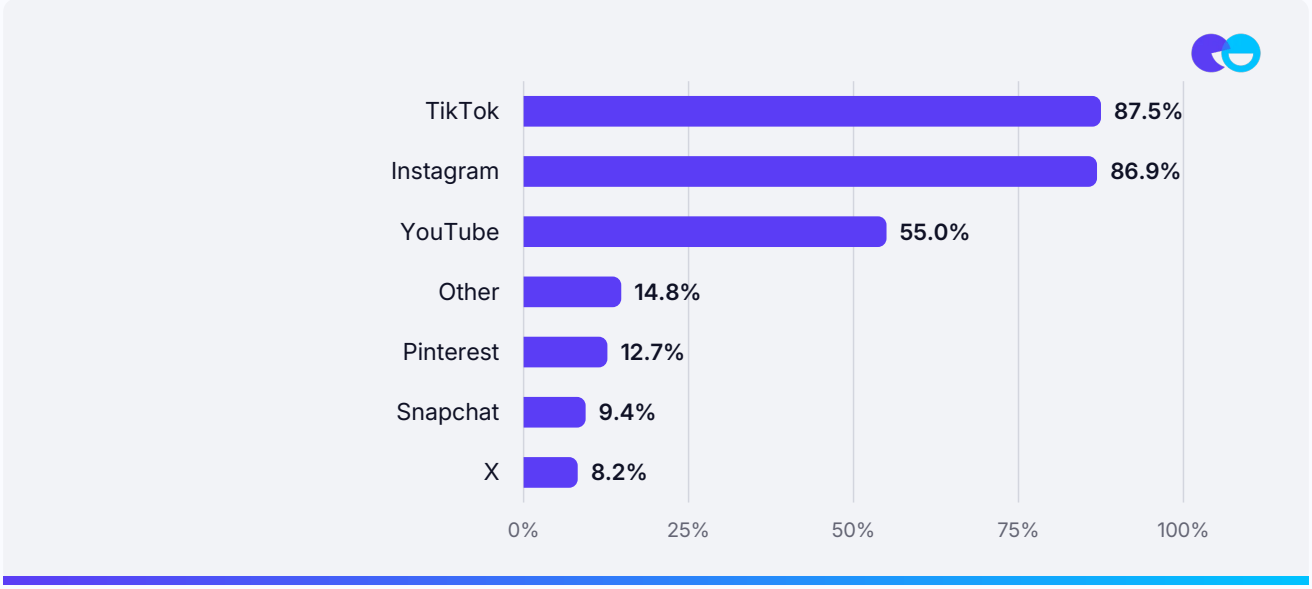
Response	Count	Share
10K–50K	110	22.6%
100K–250K	100	20.5%
50K–100K	75	15.4%
250K–500K	69	14.2%
Under 10K	48	9.9%
500K–1M	42	8.6%
1M-5M	36	7.4%
5M–10M	5	1.0%
10M+	2	0.4%

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Platforms used by creators

TikTok and Instagram are used by 87.5% and 86.9% of impact respondents, with YouTube at 55.0%. Multiple selections show overlapping platform participation. These figures provide context for the sample's format and action assessments.

Share of impact-survey respondents using each platform (%)



NeoReach Creator Impact Survey 2026 · 487 creators · Multiple selections allowed. Platform audiences and creator participation can overlap.

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Primary niche

Lifestyle is the primary niche for 26.3% of impact respondents, followed by entertainment and pop culture at 11.3%. This is a single-choice niche question. The earnings survey permits several niches, so the two distributions retain their own meanings.

Response	Count	Share
Lifestyle	128	26.3%
Entertainment / Pop Culture	55	11.3%
Beauty / Skincare	45	9.2%
Fashion / Style	43	8.8%
Other	40	8.2%
Travel	36	7.4%
Food & Cooking	30	6.2%
Gaming	20	4.1%
Art / Creative	20	4.1%
Fitness / Wellness	17	3.5%
Home / DIY	14	2.9%
Parenting / Family	12	2.5%
Tech / Gadgets	11	2.3%
Education	11	2.3%
Finance / Business	5	1.0%

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Which creator topics interest consumers

Comedy, food and cooking, and movies and television lead listed creator-content interests at 42.8%, 41.8%, and 38.9%. For 2027, product relevance should be assessed within the interests of the intended audience and the creator's actual content.

Response	Count	Share
Adult content	2216	25.7%
Advice & self-help	2086	24.2%
Animals & nature	2300	26.7%
Business & economy	1694	19.7%
Cars & vehicles	1871	21.7%
Comedy	3690	42.8%
Family & parenting	1674	19.4%
Finance	1547	18.0%
Food & cooking	3603	41.8%
Gaming & e-sports	1852	21.5%
Health & fitness	2271	26.4%
History	1534	17.8%
Love & relationships	1636	19.0%
Movies & TV	3349	38.9%
Music	3241	37.6%
News & politics	1736	20.2%
Religion & philosophy	1010	11.7%
Science & technology	1477	17.1%
Shopping & product reviews	1662	19.3%

Which creator topics interest consumers (continued)

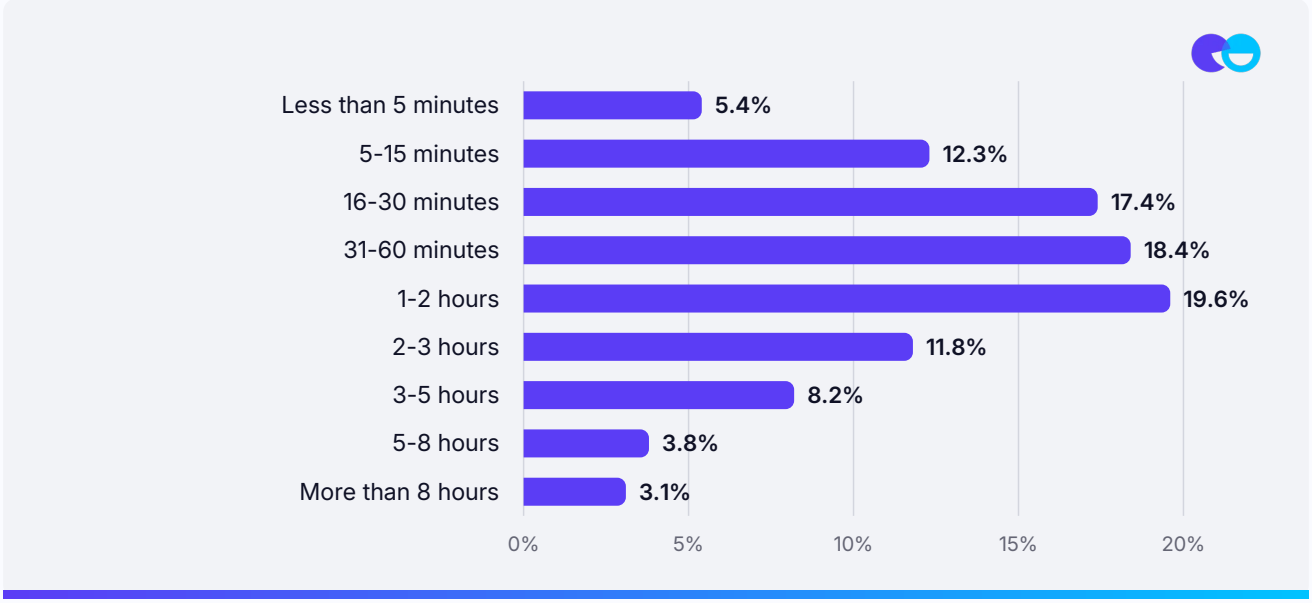
Response	Count	Share
Society & culture	1183	13.7%
Sports	2006	23.3%
True crime & law	1770	20.6%
VIPs & celebrities	716	8.3%
Other	263	3.1%
Don't know	157	1.8%
I do not take in any content from influencers / content creators	844	9.8%

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Daily time on social media

Time spent on social media spans brief visits and several hours of daily use. The largest individual category is one to two hours at 19.6%. Campaign planning needs evidence on delivered reach and attention within the selected audience and content environment.

Share of social-media users in each daily-time band (%)



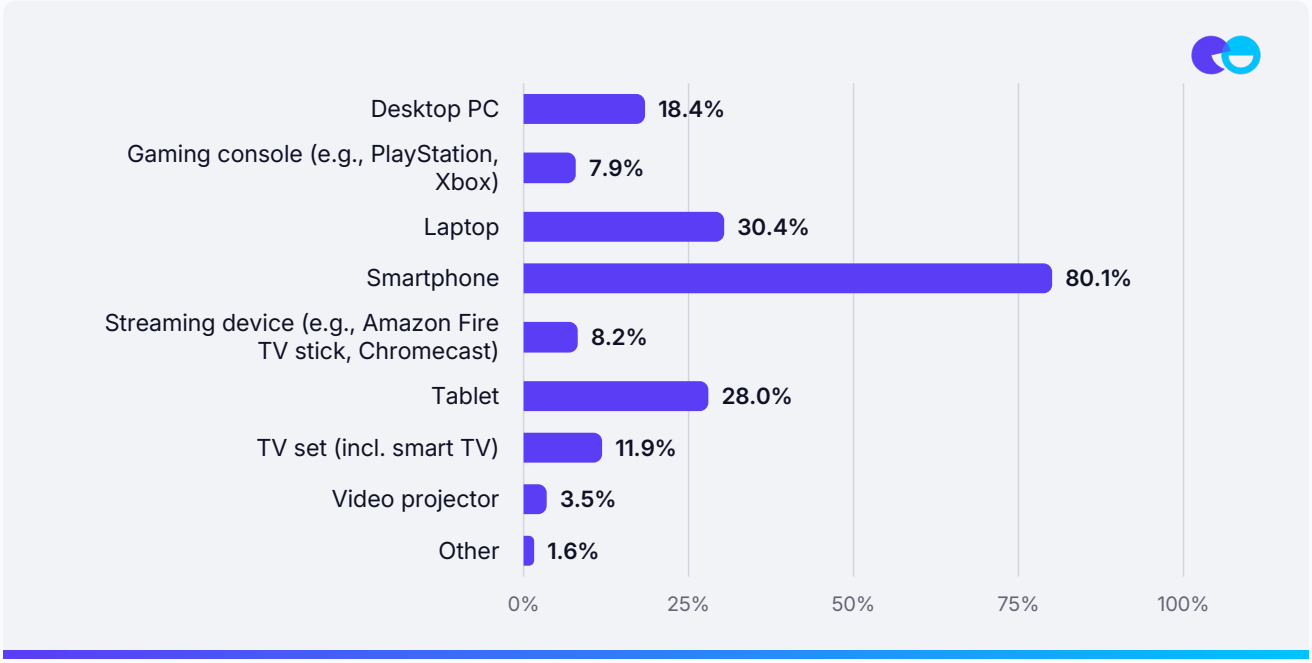
Statista Consumer Insights, Media survey · U.S. internet users aged 14–98 · 17 June–29 December 2025 · Social-user question base 13,296 · Export prepared for NeoReach · One answer per respondent.

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Devices used for social media

Smartphones are used for social media by 80.1% of the social-user base, compared with 30.4% for laptops and 28.0% for tablets. A 2027 execution plan can check video legibility, product information, links, and purchase steps on the devices relevant to its audience.

Share of social-media users selecting each device (%)



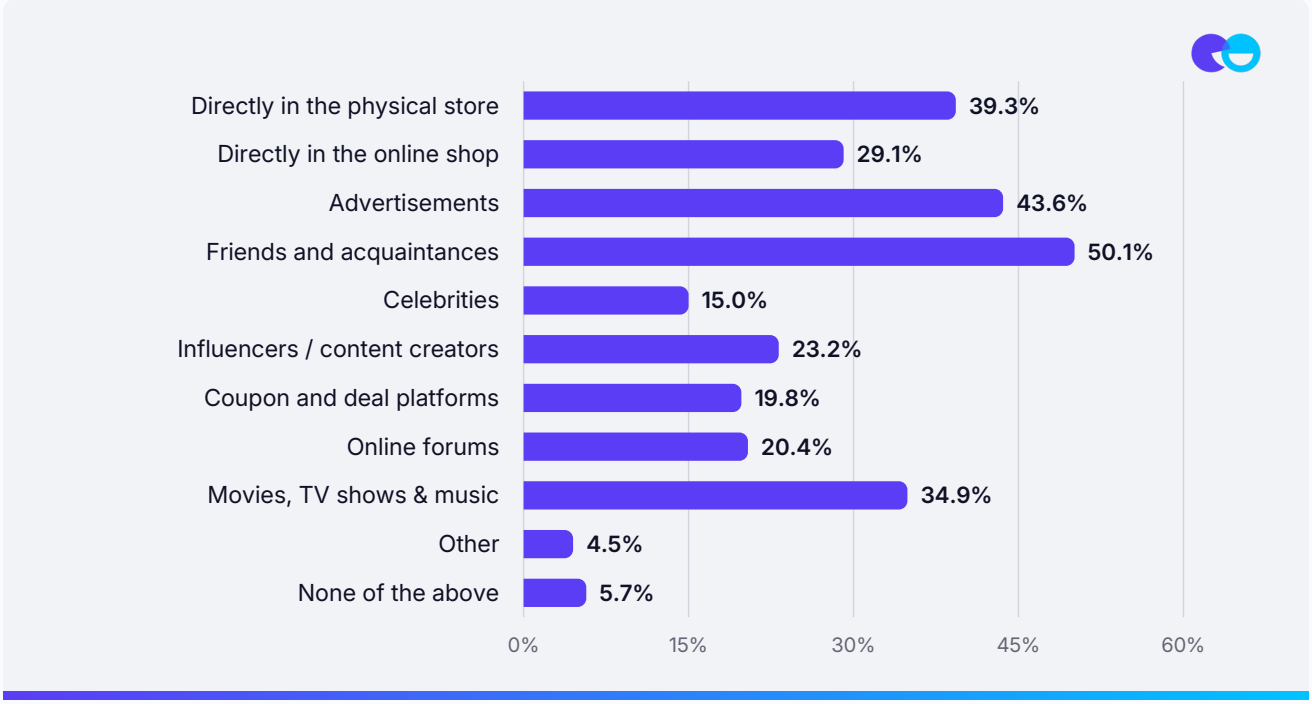
Statista Consumer Insights, Media survey · U.S. internet users aged 14–98 · 17 June–29 December 2025 · Social-user question base 13,296 · Export prepared for NeoReach · Multiple responses allowed.

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Creators operate within a broader set of purchase influences

Friends and acquaintances receive 50.1% of product-inspiration selections, advertisements 43.6%, and creators 23.2%. Creator content operates within a broader set of influences. Measurement should define the contribution the campaign is designed to assess.

Share selecting each source of product inspiration (%)



Statista Consumer Insights, Media survey · U.S. internet users aged 14–98 · 17 June–29 December 2025 · Question base 14,445 · Export prepared for NeoReach · Multiple responses allowed.

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Income among creators who earned through each source

In the NeoReach earnings survey, 434 creators answered each item. Median bands use only creators who reported positive income from that source in the preceding 12 months. Groups with fewer than 30 earners are exploratory.

Revenue source	Earners	Median income band among earners
Instagram deals	379	$2,501-$5,000
Meta native payouts	267	$501-$1,000
TikTok deals	285	$1,001-$2,500
TikTok native payouts	232	$501-$1,000
YouTube deals	96	$1,001-$2,500
YouTube native payouts	108	$1,001-$2,500
Twitch deals	20	$1,001-$2,500
Twitch native payouts	26	$501-$1,000
Snapchat deals	19	$501-$1,000
Snapchat native payouts	17	$251-$500
Fan monetization platforms	48	$501-$1,000
Affiliate programs	225	$251-$500

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Median income by following and management

The NeoReach earnings survey included 472 creators. Each median uses the creators in the indicated group. Groups with fewer than 30 creators are exploratory. The two groupings describe the same sample.

Grouping	Creator group	Creators	Median annual income band
Combined following	Under 10K	30	$0-$5,000
Combined following	10K–50K	148	$5,001-$10,000
Combined following	50K–100K	81	$10,001-$15,000
Combined following	100K–250K	88	$10,001-$15,000
Combined following	250K–500K	54	$15,001-$25,000
Combined following	500K–1M	37	$35,001-$50,000
Combined following	1M-5M	27	$50,001-$75,000
Combined following	5M-10M	4	$150,001-$175,000
Combined following	10M+	3	$125,001-$150,000
Management	Independent	404	$5,001-$10,000
Management	Represented	68	$50,001-$75,000

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Average ratings for accepting and declining deals

In the NeoReach impact survey, 487 creators rated each factor separately on a five-point ordinal scale. The averages summarize responses within each question.

Question	Factor	Mean rating out of 5
Importance when accepting	Pay rate	4.40
Importance when accepting	Brand alignment	4.32
Importance when accepting	Creative freedom	3.83
Importance when accepting	Timeline/effort required	3.55
Importance when accepting	Exclusivity terms	3.18
Importance when accepting	Past experience with the brand	3.32
Likelihood of declining	Low rates	4.14
Likelihood of declining	Poor brand alignment	4.13
Likelihood of declining	Restrictive creative briefs	3.41
Likelihood of declining	Product quality concerns	3.90
Likelihood of declining	Tight deadlines	2.78
Likelihood of declining	Bad past experiences	3.87

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Age, gender identity and sponsored-work platform

The NeoReach earnings survey included 472 creators. Age and main sponsored platform allowed one answer. Creators could select multiple gender identities.

The main platform for sponsored work is a separate question from the creator's primary platform overall. The two distributions describe different aspects of platform use.

Measure	Response	Creators	Share
Age	25-34	254	53.8%
Age	35-44	103	21.8%
Age	18-24	90	19.1%
Age	45-54	21	4.4%
Age	55-64	3	0.6%
Age	65+	1	0.2%
Gender identity	Cisgender woman	283	60.0%
Gender identity	Cisgender man	135	28.6%
Gender identity	Prefer not to disclose	42	8.9%
Gender identity	Gender non-conforming	11	2.3%
Gender identity	Transgender man	2	0.4%
Gender identity	Transgender woman	1	0.2%
Main sponsored platform	Instagram	301	63.8%
Main sponsored platform	TikTok	134	28.4%
Main sponsored platform	YouTube	21	4.4%
Main sponsored platform	Other	10	2.1%
Main sponsored platform	Blog	3	0.6%
Main sponsored platform	Facebook	3	0.6%

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Income by work status, experience and video share

The NeoReach earnings survey included 472 creators. Sample share uses all 472 respondents. Income share uses the number of creators in each row. Groups below 30 are exploratory.

Measure	Group	Creators	Sample share	In group earning over $50,000
Career status	Part-time	269	57.0%	4.5%
Career status	Full-time	203	43.0%	40.9%
Experience	5+ years	196	41.5%	25.5%
Experience	3-4 years	134	28.4%	18.7%
Experience	1-2 years	72	15.3%	4.2%
Experience	4-5 years	48	10.2%	29.2%
Experience	Less than 1 year	22	4.7%	13.6%
Video share	75-100% video	211	44.7%	19.9%
Video share	50-75% video	85	18.0%	17.6%
Video share	100% video	71	15.0%	28.2%
Video share	25-50% video	62	13.1%	17.7%
Video share	0-25% video	43	9.1%	16.3%

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Education and how creators finance it

Each follow-up question had 416 responses in the NeoReach earnings survey. Education and financing permitted multiple answers. Degree relevance used a 1–5 scale with unspecified verbal endpoints.

Measure	Response	Creators	Share of 416
Highest education	4-year university	246	59.1%
Highest education	Graduate school	90	21.6%
Highest education	Community college	61	14.7%
Highest education	Other	30	7.2%
Highest education	Trade school	25	6.0%
Highest education	Medical school (any kind of doctoral program, nursing school, etc.)	12	2.9%
Highest education	PhD program	6	1.4%
Education financing	Part-time or full-time job	165	39.7%
Education financing	Financial aid	153	36.8%
Education financing	Supported by family	153	36.8%
Education financing	Student loans	143	34.4%
Education financing	Scholarships	133	32.0%
Education financing	Being a creator	43	10.3%
Education financing	Work-study	36	8.7%
Education financing	Other	25	6.0%

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Degree relevance and interruptions to education

Measure	Response	Creators	Share of 416
Degree relevance / 5	1.0	153	36.8%
Degree relevance / 5	3.0	81	19.5%
Degree relevance / 5	4.0	64	15.4%
Degree relevance / 5	5.0	64	15.4%
Degree relevance / 5	2.0	54	13.0%
Postponed/dropped out	No	380	91.3%
Postponed/dropped out	Yes	36	8.7%

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Research Notes

Study	Fieldwork and respondent base
NeoReach Creator Earnings Survey 2026	516 submissions; 472 retained emails. 14 May–8 November 2026
NeoReach Creator Impact Survey 2026 · Used in NeoReach's Creator Impact Report 2026	539 submissions; 487 retained emails. 21 January–3 March 2026
Statista Consumer Insights, Pulse January 2026 · Used in NeoReach's Creator Impact Report 2026	13–20 January 2026. U.S. internet users 18–64; n=1,050.
Statista Consumer Insights, Pulse November 2025 · Export prepared for NeoReach	10 June–22 October 2025. U.S. internet users 18–64. Footer n=12,297; included question bases n=2,050.
Statista Consumer Insights, Global January 2026 · Export prepared for NeoReach	Four waves, 1 January–17 December 2025. U.S. internet users 18–64. Bases 60,261; 8,610; 8,613 depending on question.
Statista Consumer Insights, Media December 2025 · Export prepared for NeoReach	17 June–29 December 2025. U.S. internet users 14–98. Base 14,445; social-user questions 13,296.

The cover portrait and team photograph were supplied by NeoReach. The product-demo and partnership photographs are AI-generated editorial illustrations; they do not depict survey respondents or documented campaigns. Analysis snapshot: 9 November 2026. This designed edition reflects the published NeoReach benchmark captured on 11 November 2026.