

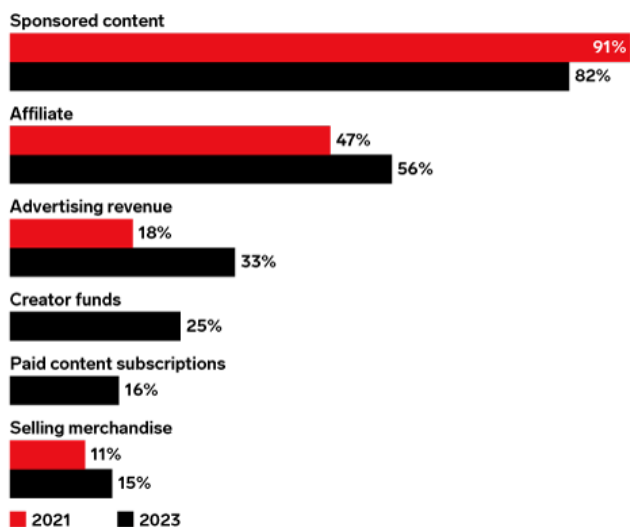
# Where does creator income come from?

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

## How Do US Creators Earn Income?

% of respondents, 2021 & 2023



Source: Mavrck, "Creator Compensation Report," Aug 15, 2023

282946

Insider Intelligence | eMarketer

**Key stat:** 82% of US creators will earn income from sponsored content this year, down from 91% in 2021, according to Mavrck.

### Beyond the chart:

- Creators are diversifying their revenue streams, relying increasingly on affiliate marketing, ad revenues, and paid subscriptions.
- "Social platforms are now a launchpad, rather than a final destination, for many creators," said our analyst Jasmine Enberg in our [Influencer Marketing 2023](#) report.
- Creators may be relying more on ad revenues, but US influencer marketing spending will grow faster over the next few years than ad spending, per our forecast.

### Use this chart:

- Evaluate options for working with creators.
- Discover how the influencer landscape is changing.

### More like this:

- [What's happening with TikTok Shop? The opportunity, the advantage, and the drawbacks](#)
- [Creators function like standalone media channels](#)

- 5 ad trends you should be paying attention to now, according to an agency expert
- What the 'death' of social media means for advertisers, according to our forecast

### More Chart of the Day:

- 9/14 - The fastest-growing industries by digital ad spending
- 9/13 - Calling on mcommerce
- 9/12 - Biometrics don't pass the trust test
- 9/11 - Customer service calls
- 9/8 - Do we have your attention?

*Methodology: Data is from the August 2023 Mavrck "Creator Compensation Report." 689 US content creators ages 18+ were surveyed during June 2023.*