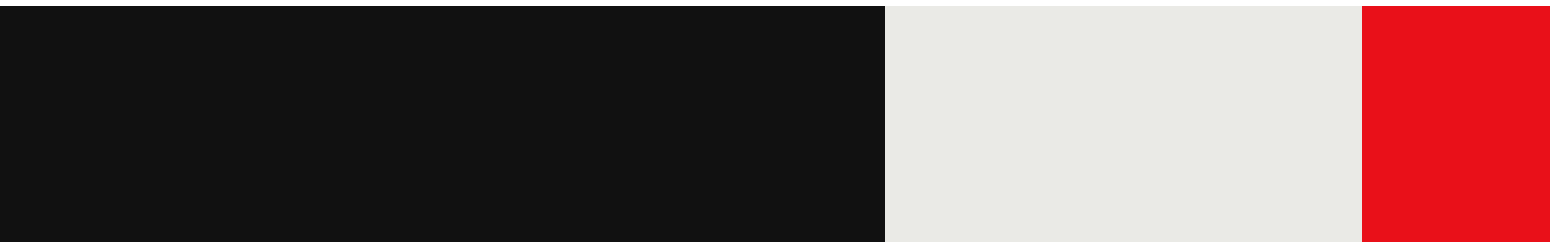



Creators help consumers make sense of the news

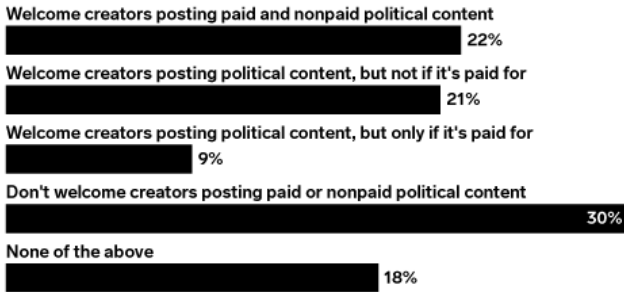
Article



People want (and expect) creators to speak about politics. Over half (52%) of US consumers welcomed creators posting political content during last year's election, per the Billion Dollar Boy survey. Many, however, drew a line between paid and unpaid political content. While that tracks with how people say they feel about sponsored versus organic creator content overall, it also suggests that there may be a boundary for creators between informing their audience and campaigning for a cause.

How Do US Consumers Feel About Creators Posting Political Content During an Election Year?

% of respondents, June 2024



Note: n=2,003 ages 16+

Source: Billion Dollar Boy survey conducted by Censuswide, Aug 8, 2024

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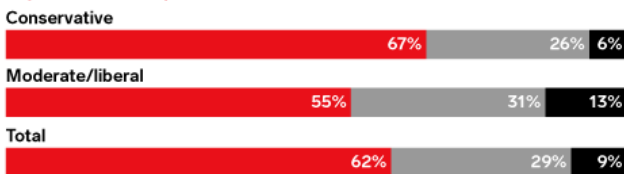


News creators help consumers understand current events. With information available at our fingertips, people are increasingly turning to sources who help them make sense of it all. News influencers and creators have stepped in to fill that role, offering real-time commentary on events and issues using natural language and in a more engaging format. That's resonating with consumers on both sides of the aisle.

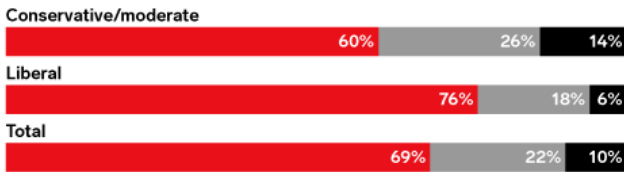
More Democrats Than Conservatives Say News Influencers Help Them Understand Current Events and Civic Issues

% of US adults who get news from news influencers* on social media, by political affiliation, Aug 2024

Republican/lean Republican



Democrat/lean Democrat



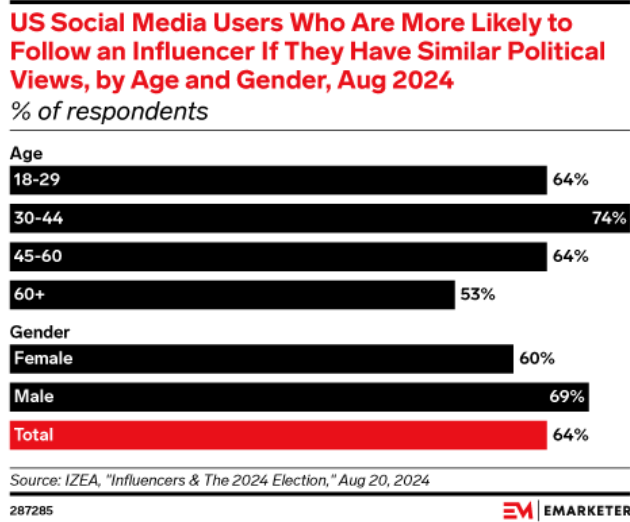
■ Helped them better understand ■ Not much difference
■ Made them more confused

Note: ages 18+; *individuals who regularly post about current events and civic issues on social media and have at least 100,000 followers on Facebook, Instagram, TikTok, X (formerly Twitter), or YouTube; can be independent content creators or journalists who are or were affiliated with a news organization; numbers may not add up to 100% due to rounding
Source: Pew Research Center, "America's News Influencers," Nov 18, 2024

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Consumers also look to creators to confirm their beliefs. Unlike traditional journalists, independent creators and influencers can—and do—provide partisan points of view. Consumers also tend to be more likely to follow creators and influencers whose political views they agree with, according to August 2024 data from IZEA. That reflects the ongoing polarization in our media consumption habits.



Creators generally aren't expected to fact-check news or political information. Only 36.9% of creators worldwide fact-checked source information before sharing content with their audiences, per September 2024 data from the United Nations Educational, Scientific and Cultural Organization (UNESCO). While that can be problematic, creators aren't alone in this: Fact-checking has also gone out of fashion among social executives, while "misinformation" has become a buzzword that encompasses everything from outright lies to viewpoints people disagree with.

Read the full report, [The Rise of Political and News Creators](#).

Report by Jasmine Enberg Jan 17, 2025

The Rise of Political and News Creators

