

# The State of the Creator Economy

## Assessing the Economic, Cultural, and Societal Impact of YouTube in the US in 2022

Every day, YouTube can help US users learn new skills, connect with others, and enrich their lives. It also provides a platform for a diverse range of content creators to share their interests and passions with audiences within the US and beyond, creating opportunities to build new careers and businesses.



**\$35B+**

YouTube's creative ecosystem contributed over \$35 billion to US GDP in 2022.

**390K+**

YouTube's creative ecosystem supported more than 390,000 full-time equivalent (FTE) jobs in the US.

## The Home of Creators

YouTube allows creators to find opportunities, earn income, and launch new careers and businesses by sharing their interests, skills, and passions. As channels grow, creators can extend their economic impact by employing others to help them grow their channels.

**83%**

### Providing Opportunity

83% of creators who earn money from YouTube agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.

**74%**

### Positive Professional Impact

74% of creators who earn money from YouTube report that YouTube has had a positive impact on their professional goals.

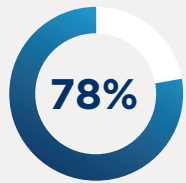


**YouTube is a great platform which grants you all the space and resources necessary to grow and turn a passion into a living.**

— Creator, Florida, 50,001 to 100,000 subscribers

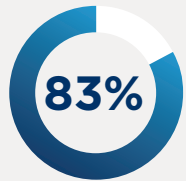
## Helping Businesses Grow

Businesses can use YouTube as a conduit to reach and connect with audiences, build their brand, and help train their staff—which is how the platform can help businesses grow their revenue.



### Business Growth

78% of SMBs who use YouTube agree that YouTube is essential to their business growth.



### Local Visibility

83% of businesses with a YouTube channel agree that YouTube has helped them develop a following from their local area.

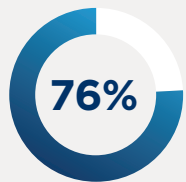
### @HerculesCandy

East Syracuse, NY-based Hercules Candy used YouTube to build an online audience and expand their customer base. New demand and growth allowed the company to move out of a home basement and back into a brick and mortar location in 2018 for the first time in 70 years.



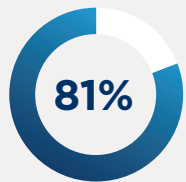
## Diversity of Voices

Through YouTube, creators of all backgrounds and viewpoints can build audiences around shared values, interests, and passions, while users can find community or gain new perspectives.



### Diverse Content

76% of users agree that YouTube is home to diverse content and perspectives.



### Promoting Diverse Voices

81% of users agree that with YouTube they can hear from diverse communities and/or cultures from around the world.

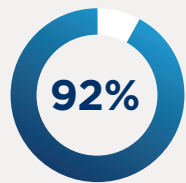
### @CanticosWorld

Susie Jamarillo produces bilingual animated children's videos for hundreds of thousands of subscribers. The content is focused on Spanish language and cultural education through storytelling and nursery rhymes, allowing parents to help their children learn another language while discovering a new culture.



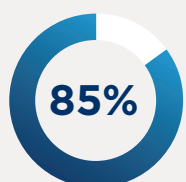
## Supporting Learning at All Ages

Learners see YouTube as a useful resource to gain new skills and develop knowledge. Parents and teachers recognize the educational value of YouTube both inside the classroom and beyond.



### Accessible Information

92% of users report using YouTube to gather information and knowledge.



### Quality Content

85% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) provides quality content for their children's learning and/or entertainment.



YouTube is my “go to” expert, where I find valuable information, and answers to my pressing questions. In addition, through browsing, I constantly find new things to learn and explore!

— User, Florida