



EXECUTIVE SUMMARY

State of the Creator Economy: US 2021

Every day, YouTube helps Americans build businesses, learn new skills, and discover content that's meaningful to them. From teaching dance to documenting farm life, YouTube gives its community of content creators the opportunity to earn revenue from their videos, and provides a platform for diverse creators and content.

Download the full Oxford Economics
2021 Impact Report:

[YT.BE/IMPACT](https://yt.be/impact)



 / DAWN JONES REDSTONE
Filmmaker, YouTube Learner

By the numbers

CONTRIBUTING REVENUE

\$25B+

Total contribution
to US GDP in 2021

SUPPORTING EMPLOYMENT

425K+

Full-time equivalent US
jobs supported in 2021

BROAD REACH

45K+

US channels with ≥100K
subscribers in 2021

A PLATFORM FOR CREATORS

5.5K+

US channels with ≥1M
subscribers in 2021

ECONOMIC IMPACT

PROMPTING GROWTH

85%

Of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their customer base by reaching new audiences.

VIABLE BUSINESS

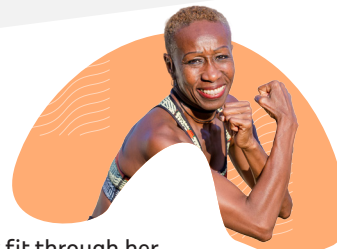
80%

Of creative entrepreneurs agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.

/ KUKUWA FITNESS

International Fitness Sensation, Creator

Kukuwa has been helping people all over the world stay fit through her native African dance workouts for decades, and inspired thousands through her channel during the pandemic with a fun, heart-pumping workout.



/ WHITE HOUSE ON THE HILL

A Family's Life on the Farm, Creators

Jake and Becky left the city life to raise their family on a farm in rural Missouri. They've built a successful YouTube channel sharing videos about raising kids on a farm with animals, building a farm, and now earn a majority of their income from YouTube.



SOCIETAL IMPACT

A POSITIVE IMPACT

90%

Of creative entrepreneurs agree they want to use the influence they discovered on YouTube to make a positive impact on society.

USEFUL RESOURCE

93%

Of users report they learn how to fix practical problems on YouTube.

CULTURAL IMPACT

EXPANDING REACH

78%

Of creative entrepreneurs agree that YouTube is an essential platform to earn a global presence.

PLACE TO BELONG

70%

Of creative entrepreneurs agree that they identify and feel like they have a place to belong on YouTube.

 / [RHETT PRICE](#)

Hip-hop Violinist, Creator

Hip-hop violinist Rhett Price attributes his full-time music career to YouTube, which has catapulted him to record with well-known artists and taken him to venues around the world. He also gives back to his community and inspires young people to learn to play the violin.



 / [JUSTIN ELLEN](#)

Cake Decorator, YouTube Learner

With a passion for decorating cakes stemming from his childhood, Justin turned to YouTube to not only learn the intricate techniques of cake decorating, but also to learn business skills that enabled him to start his own cake business.



DIVERSITY & INCLUSION IMPACT

SHARING PASSIONS

86%

Of female creators agree that YouTube helps them share their passions and ideas.

A PLACE TO BE DISCOVERED

77%

Of media and music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.

Read more about other creators & learners:

[YT.BE/IMPACT-STORIES](#)

In their words

“

I cannot thank YouTube enough for giving me my dream job. This wouldn't have been possible 20 years ago, and now it's achievable for millions of people.

— Creator, 500K+ Subscribers

“

Being a local artist myself, I cannot help but praise YouTube for giving me the hope and motivation to keep on going with my passion even if in small bits.

— User, 25-34, Oregon

“

YouTube has given me a sense of accomplishment, a stronger voice, a sense of purpose, and has helped me to prioritize and better structure my day.

— Creator, 1K+ Subscribers

DEMOCRATIZING LEARNING

“

YouTube is an important discovery mechanism. For the people who want to learn about niche topics, there's really good content on those topics. For the creators, keep working on your niche, and if you keep going, you'll probably have something that could at minimum support you. There's real potential there.

Sal Khan

Founder & CEO, Khan Academy



See the full State of the Creator Economy US 2021 report at [yt.be/impact](#)

Learn more about Oxford Economics and their methodology at [oxfordeconomics.com](#)