Creators Are Turning Questions Into Opportunities

Why do questions go unanswered?

- 37% Question is repetitive or off topic.
- 30% Answer is already in the video.
- 78% Creators who answer questions to build community and foster loyalty.

3-10 Hours

The amount of time half of all creators spend answering questions each week.

- 72% Creators answering questions by themselves.
- 22% Creators with part-time help.

60%

People paying creators for answers on AsqMe with a 24 hour guaranteed response time.

72%

Creators using AI to help draft answers.

28%

Creators who are not using AI yet.

75%

Creators making custom content to answer questions.

30%

Creators monetizing answers in some way.

METHODOLOGY

AsqMe conducted a national study of 300 YouTube creators between January 5-9, 2024 using an online data collection methodology. The objective of the study was to understand how creators are using questions and answers to engage with audiences and create new monetization opportunities.

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