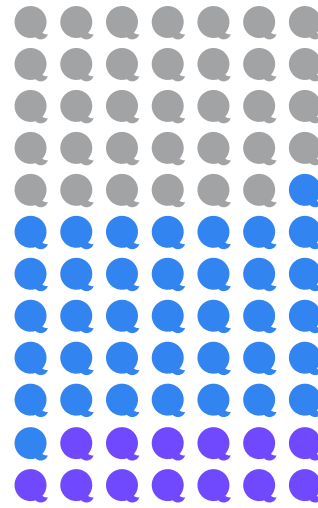


Creators Are Turning Questions Into Opportunities



57%

Creators who receive 10-50 audience questions each month.

16%

Creators who say they respond to every question.

Why do questions go unanswered?



37%

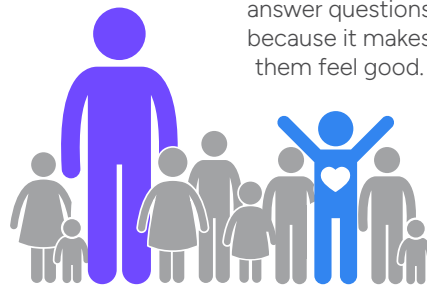
Question is repetitive or off topic.

30%

Answer is already in the video.

38%

Creators who answer questions because it makes them feel good.

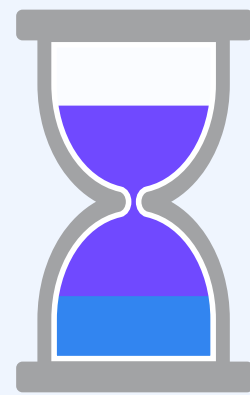


78%

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%

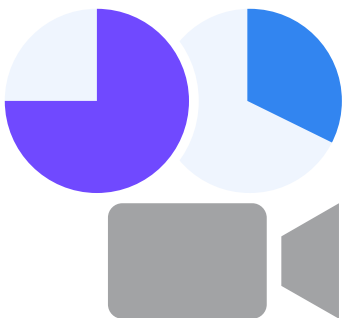
Creators with part-time help.

75%

Creators making custom content to answer questions.

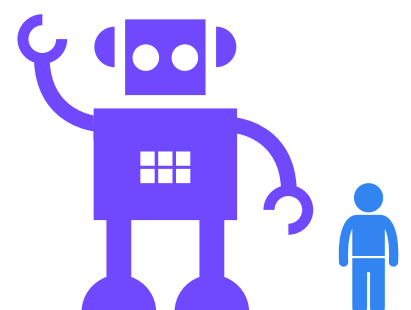
30%

Creators monetizing answers in some way.



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.

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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