

## Screening Survey & Topline Data

Using Project C's membership mailing list, Project C and CNTI invited indie info providers to participate in a screening survey covering basic background information, audience size, revenue and platform choice. This survey also helped determine eligibility for follow up-interviews. In total, 61 adults took the survey, 43 of whom met the eligibility criteria. (Most who did not meet the criteria were neither U.S. based nor working for a primarily U.S. audience; one was a duplicate response.) Although this report draws primarily on insights from the interviews, the topline survey data is included below as a secondary source. Note that the total interviewed is 25 because one of the 26 interviewees did not take the survey.

**1. What title do you use when you talk about your work? [open ended]**

**2. Do you consider yourself a journalist?**

|                  | Interviewed | Total surveyed |
|------------------|-------------|----------------|
| Yes              | 20          | 35             |
| No               | 1           | 1              |
| It's complicated | 4           | 8              |
| Total            | 25          | 43             |

**3. What field or sector were you working in when you started creating content?  
[open-ended]**

**4. What was your job title when you started creating content? [open-ended]**

**5. When did you launch your content creation venture?**

|                      | <b>Interviewed</b> | <b>Total surveyed</b> |
|----------------------|--------------------|-----------------------|
| Before 2020          | 3                  | 5                     |
| 2020                 | 2                  | 4                     |
| 2021                 | 2                  | 3                     |
| 2022                 | 2                  | 4                     |
| 2023                 | 4                  | 5                     |
| 2024                 | 5                  | 9                     |
| January to June 2025 | 4                  | 7                     |
| Since July 2025      | 3                  | 6                     |
| Total                | 25                 | 43                    |

**6. What topic(s) do you cover? [open-ended]**

**7. What platforms are you sharing your content on? Select all that apply**

|             | <b>Interviewed</b> | <b>Total surveyed</b> |
|-------------|--------------------|-----------------------|
| Beehiiv     | 10                 | 12                    |
| Facebook    | 11                 | 19                    |
| Ghost       | 5                  | 10                    |
| Instagram   | 18                 | 32                    |
| Substack    | 7                  | 12                    |
| Telegram    | -                  | 1                     |
| Threads     | 5                  | 13                    |
| TikTok      | 6                  | 12                    |
| Twitch      | -                  | -                     |
| WeChat      | -                  | -                     |
| WhatsApp    | -                  | 1                     |
| X (Twitter) | 6                  | 8                     |
| YouTube     | 9                  | 18                    |
| Other       | 22                 | 19                    |
| Total       |                    |                       |

**8. Who do you see as your primary audience(s)? [open-ended]**

**9. Approximately how many total followers do you have across platforms?**

|                | Interviewed | Total surveyed |
|----------------|-------------|----------------|
| Less than 25k  | 18          | 28             |
| 25k-100k       | 2           | 8              |
| 100k-500k      | 4           | 4              |
| 500k-1 million | 1           | 1              |
| Over 1 million | -           | 1              |
| Total          | 25          | 43             |

**10. What other content creators do you work directly with, if any? [open-ended]**

**11. What journalism organizations do you work directly with, if any? [open-ended]**

**12. Are you able to support your lifestyle with your content creation work?**

|                                     | Interviewed | Total |
|-------------------------------------|-------------|-------|
| I am not trying to monetize my work | -           | -     |
| Not at all                          | 12          | 23    |
| Yes, partially                      | 10          | 15    |
| Yes, fully                          | 3           | 5     |
| Total                               | 25          | 43    |

**13. What are your revenue streams for your content creation work? Please select all that apply.**

|                                                                                 | Interviewed | Total |
|---------------------------------------------------------------------------------|-------------|-------|
| Advertisements                                                                  | 10          | 14    |
| Brand partnerships or sponsorships                                              | 8           | 12    |
| Subscriptions                                                                   | 13          | 23    |
| Memberships or donations                                                        | 10          | 17    |
| Freelance or contract production work (e.g. video, copywriting, PR)             | 10          | 14    |
| Content-related service or consulting (e.g. financial advice, personal styling) | 4           | 5     |
| Other                                                                           | 6           | 10    |

**14. Which revenue stream is currently most profitable? [open-ended]**

**15. What is your gender? - Selected Choice**

|                            | Interviewed | Total surveyed |
|----------------------------|-------------|----------------|
| Woman                      | 11          | 22             |
| Man                        | 13          | 20             |
| Non-binary or gender-queer | 1           | 1              |
| Prefer to self-describe    | -           | -              |
| Choose not to respond      | -           | -              |
| Total                      | 25          | 43             |