

Creator Signals

What creators are doing in 2026, built on exclusive first-party insights to help you plan smarter campaigns.

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Creators shape culture. Brands fuel it.

At #paid, we connect brands with creators during authentic life moments, because content built around genuine milestones drives better results.

We surveyed our network to unlock the real creator insights shaping the year ahead, revealing what matters most and where brands have the greatest opportunity to engage in ways that truly resonate.

Report by



Olivia ↗

Contributors



Roger ↗



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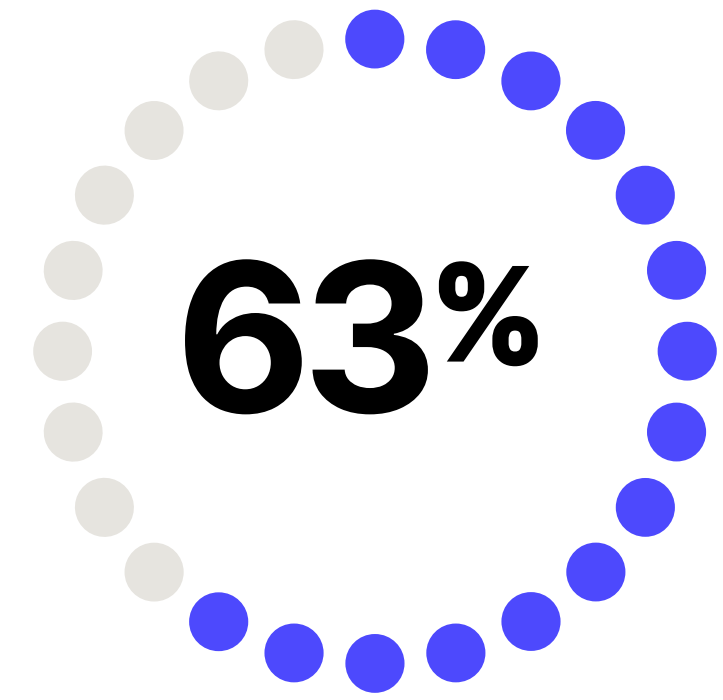


Shevaun ↗

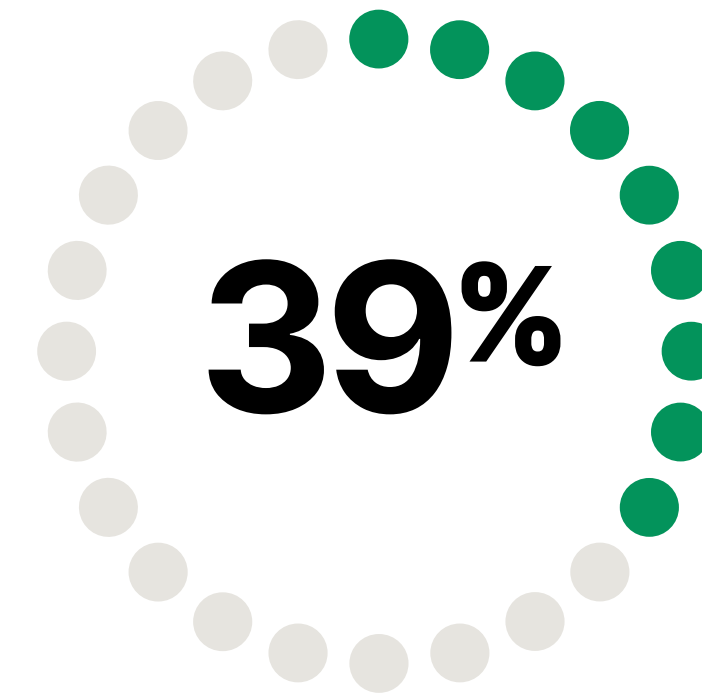


Sylvia ↗

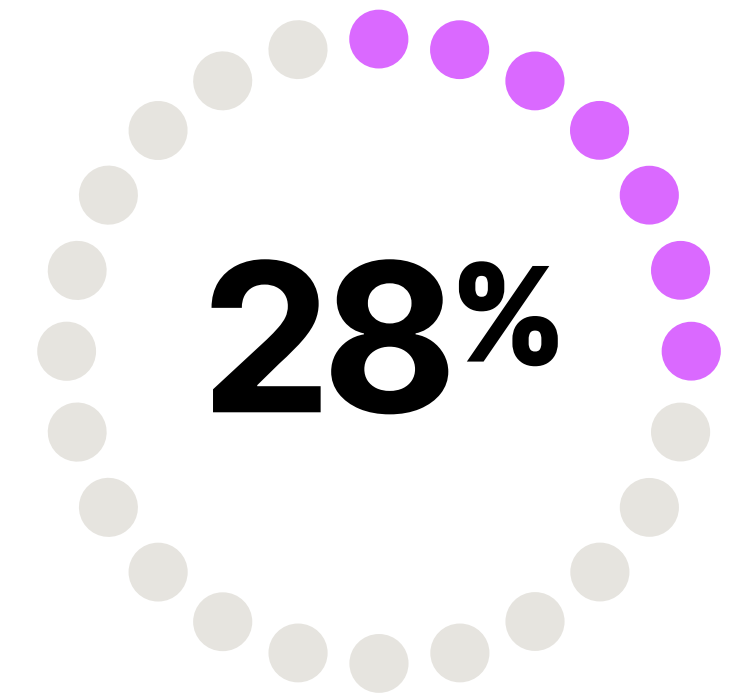
Occupation. 63% of our network are full-time creators but many wear multiple hats.



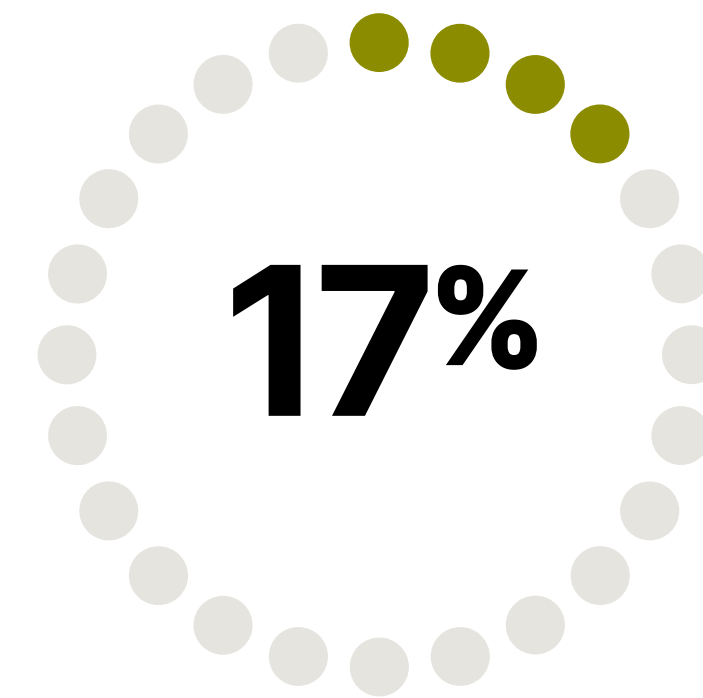
Full-time creators



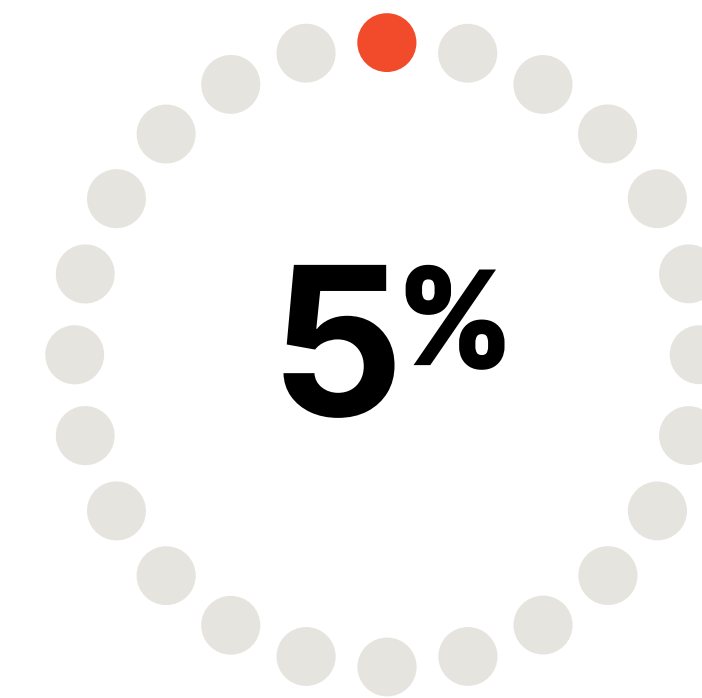
Part-time
Creators



Small business
owners



Employee
(non-creator job)

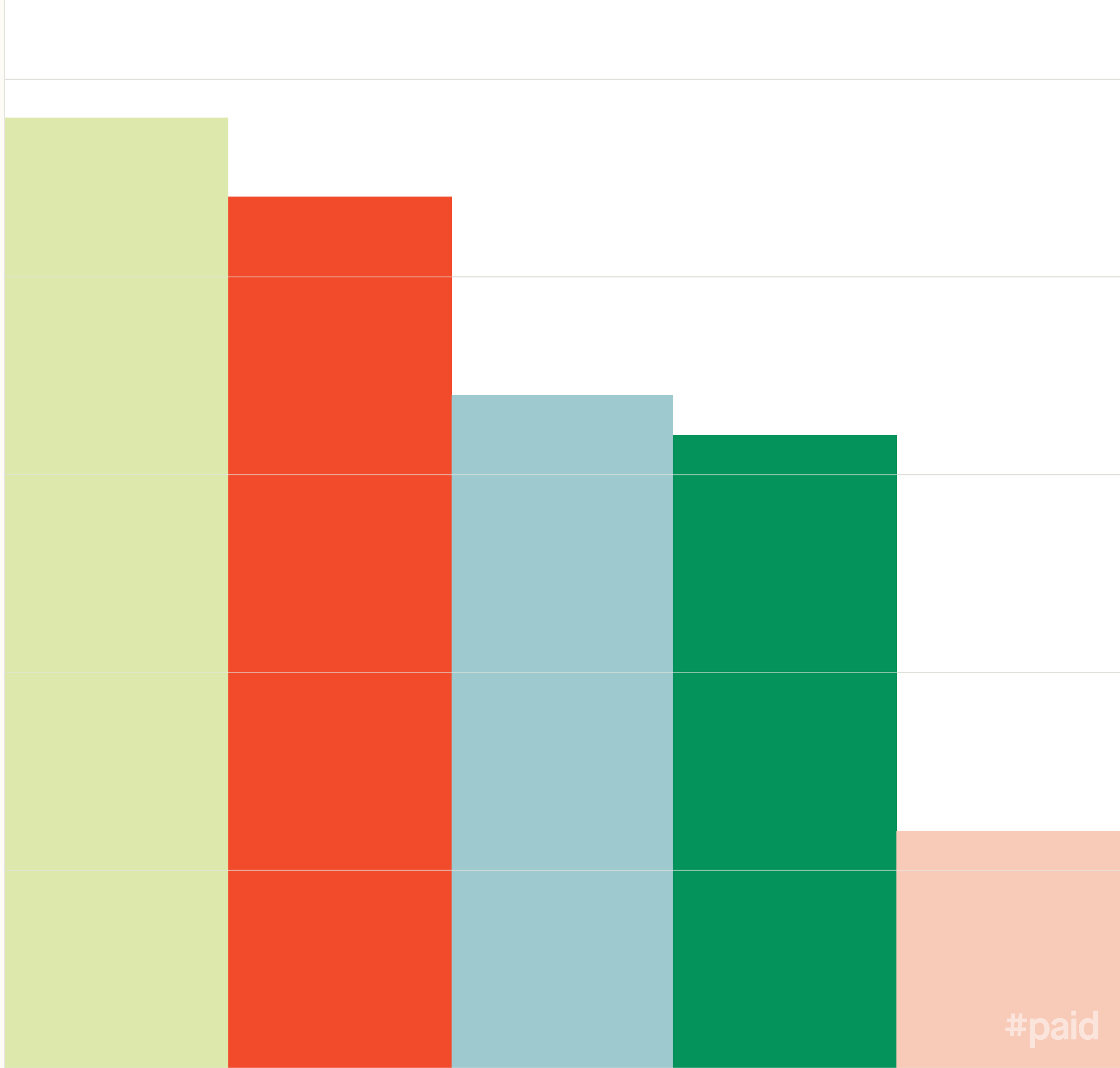


Student

Income

Annual earnings. For most creators, content isn't a side project, it's the business.

- 24% \$50K-\$100K
- 22% \$10K-\$50K
- 17% \$100K-\$200K
- 16% Under \$10K
- 6.6% \$200K+



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Income

Primary income stream.
81% of creators have
brand partnerships
as their primary
creator income.

81%

Earn income from brand partnerships

8%

Affiliate marketing

3%

Platform payouts

2%

Physical products

2%

Digital products

Professionalization of creators

You're no longer partnering with hobbyists. You're collaborating with structured, revenue-generating businesses that understand deliverables, timelines, and performance metrics, positioning creators as a strategic marketing channel rather than a media add-on.

Content Style

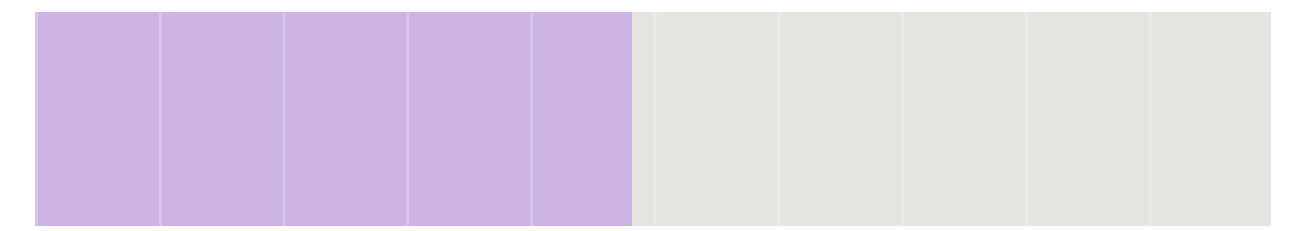
Top content formats. Raw, talk-to-camera content is now a staple for 43% of creators, signalling a shift toward real connection over polish.

Niche content types

- 11% ASMR
- 8% Comedian / Sketch
- 7% Family / Parenting
- 7% Visual artist
- 4% Dancer
- 3% DJ / Musician
- 3% DJ / Musician
- 3% Outdoor
- 3% Gamer / Livestreamer



58%
Travel + vlog style



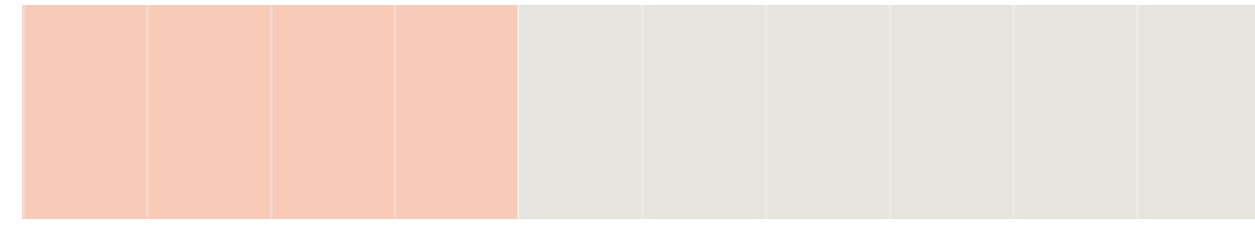
47%
Fashion + styling



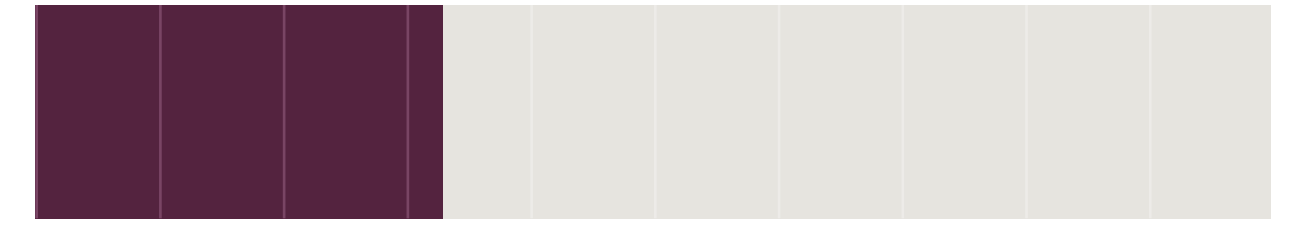
44%
Raw talk-to-camera



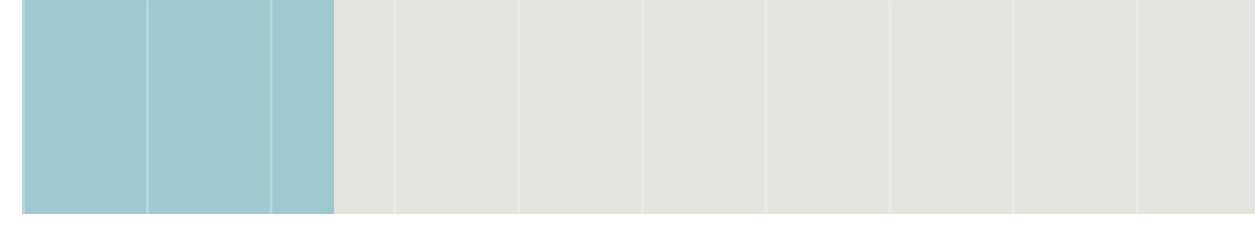
43%
Product reviews + unboxings



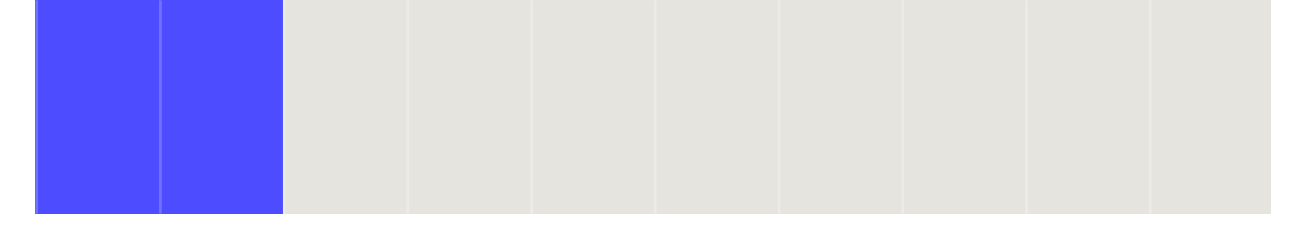
40%
Beauty tutorials



33%
Food + recipe content



25%
Educational content



20%
Cinematic Storytelling

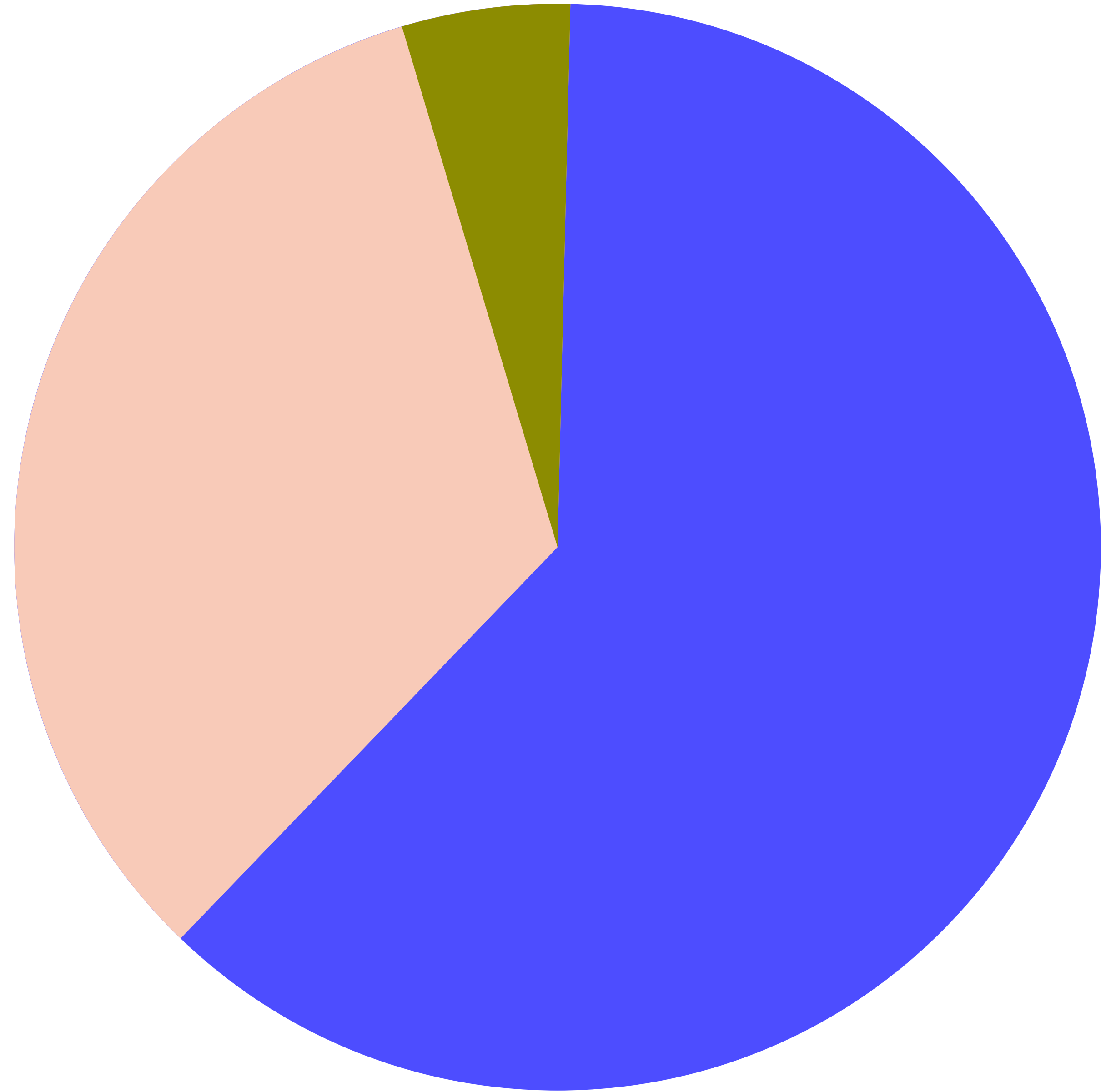
3.41x Growth in lifestyle content

The surge in Travel / Vlog Style Content (17% 2025 → 58% 2026) signals that day-in-the-life and immersive storytelling now dominate feeds, creating space for brands to integrate seamlessly into lived experiences while cross-pollinating niches to extend reach.

Family

Children status. Most creators are still in the chapter of building their own story.

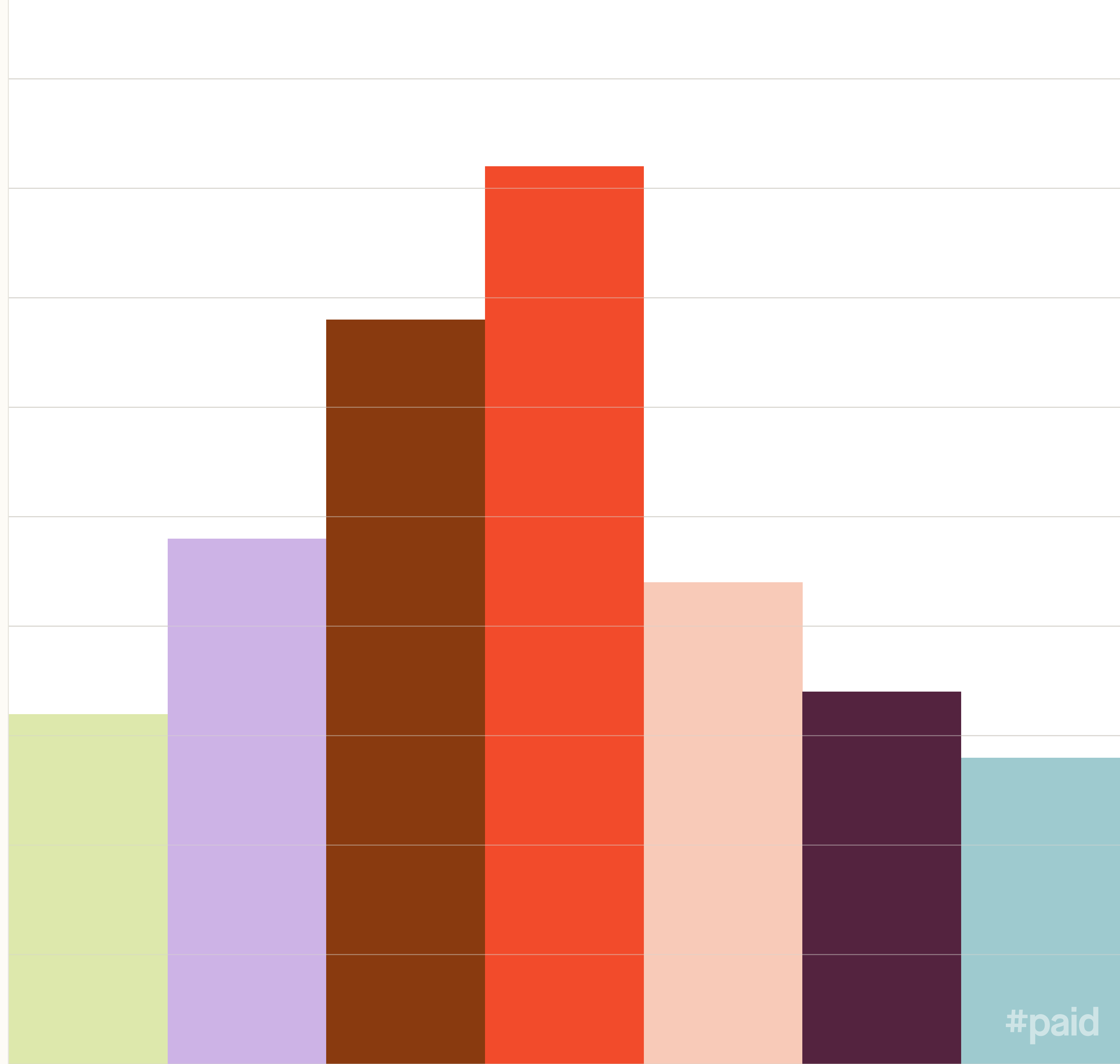
- 59% No kids
- 38% Have kids
- 5% Trying



Family

Children age. School-age kids lead the pack, a stage where content and commerce intersect.

- 16% Less than 1
- 24% Age 1-2
- 34% Age 3-5
- 41% Age 6-10
- 22% Age 11-13
- 17% Age 14-17
- 14% Age 18+

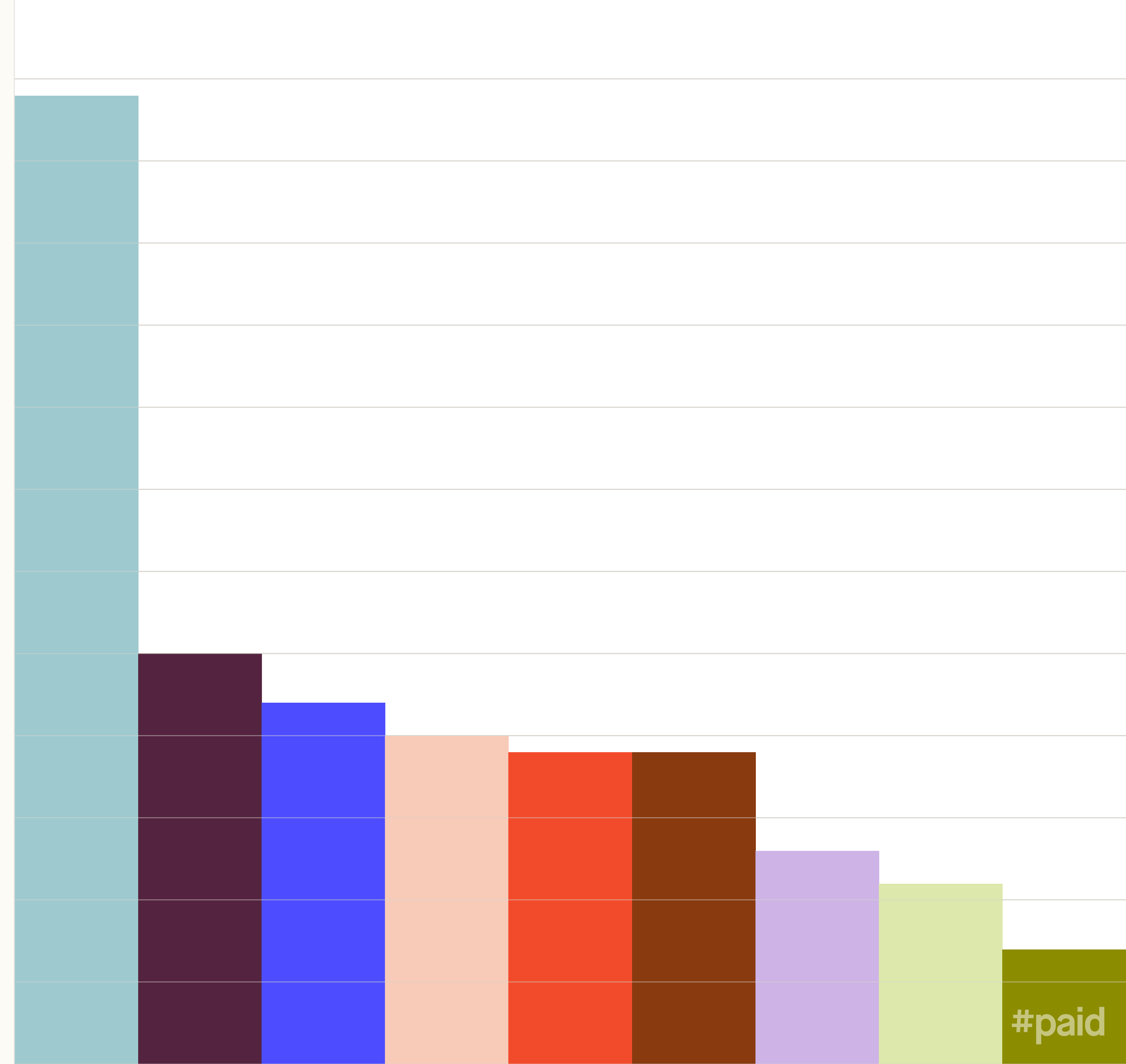


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Milestones

Big Moments. The biggest moments in life are happening right now, making authentic brand integration more relevant than ever.

- 59% Going on a big trip
- 25% Moving
- 22% Launching a business
- 20% Hitting a savings milestone
- 19% Buying a home
- 19% Doing a fitness challenge
- 13% Getting married
- 11% Running a marathon or race
- 7% Having a baby



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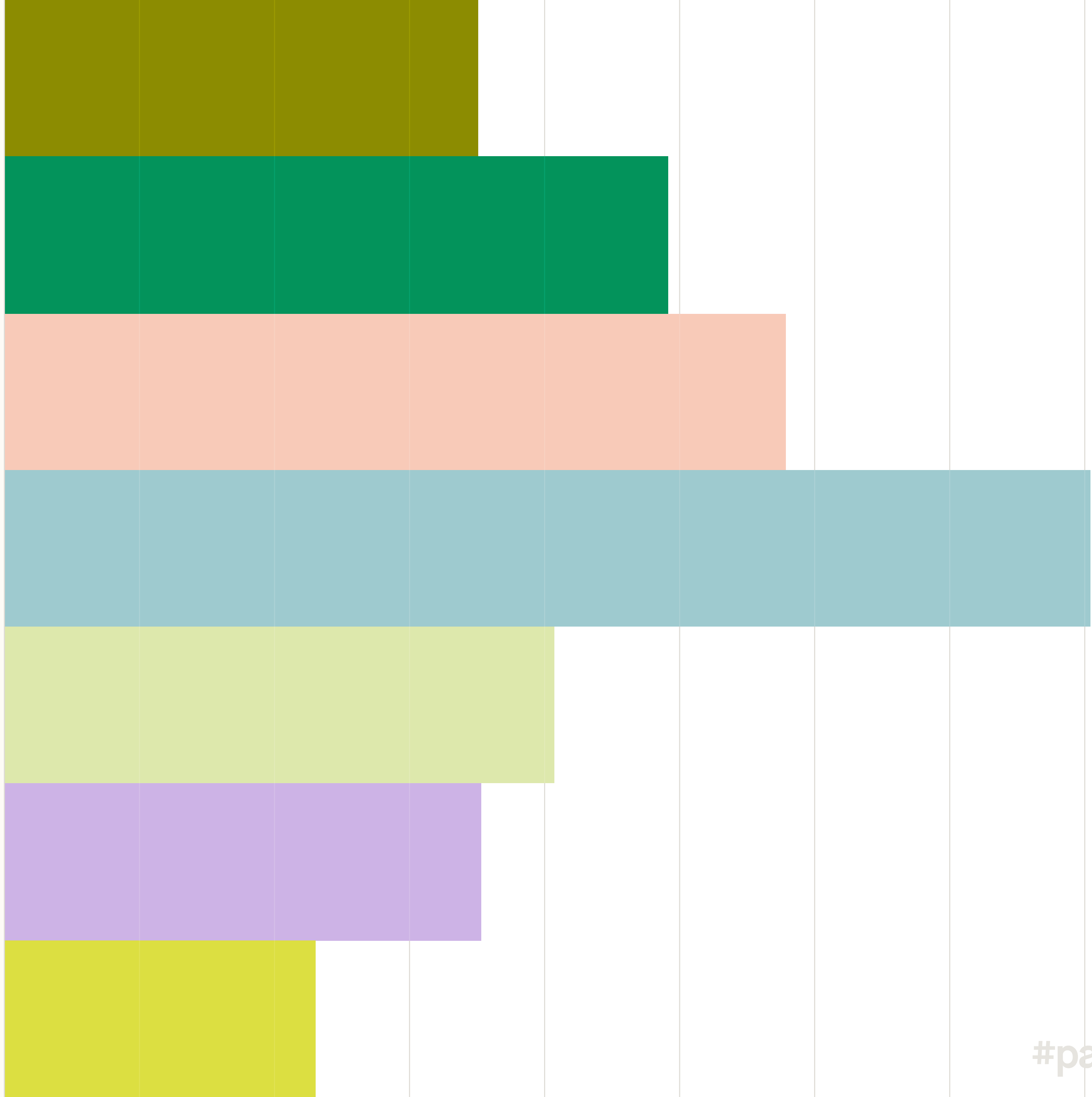
Leaning into milestones

While all milestone categories increased year over year, the jump in moving is especially notable, as rising relocation rates open expanded opportunities across home, utilities, retail, and local services — making “new chapter” storytelling particularly resonant right now.

Wellness

Active hobbies. Creators move, and they do it in more ways than one.

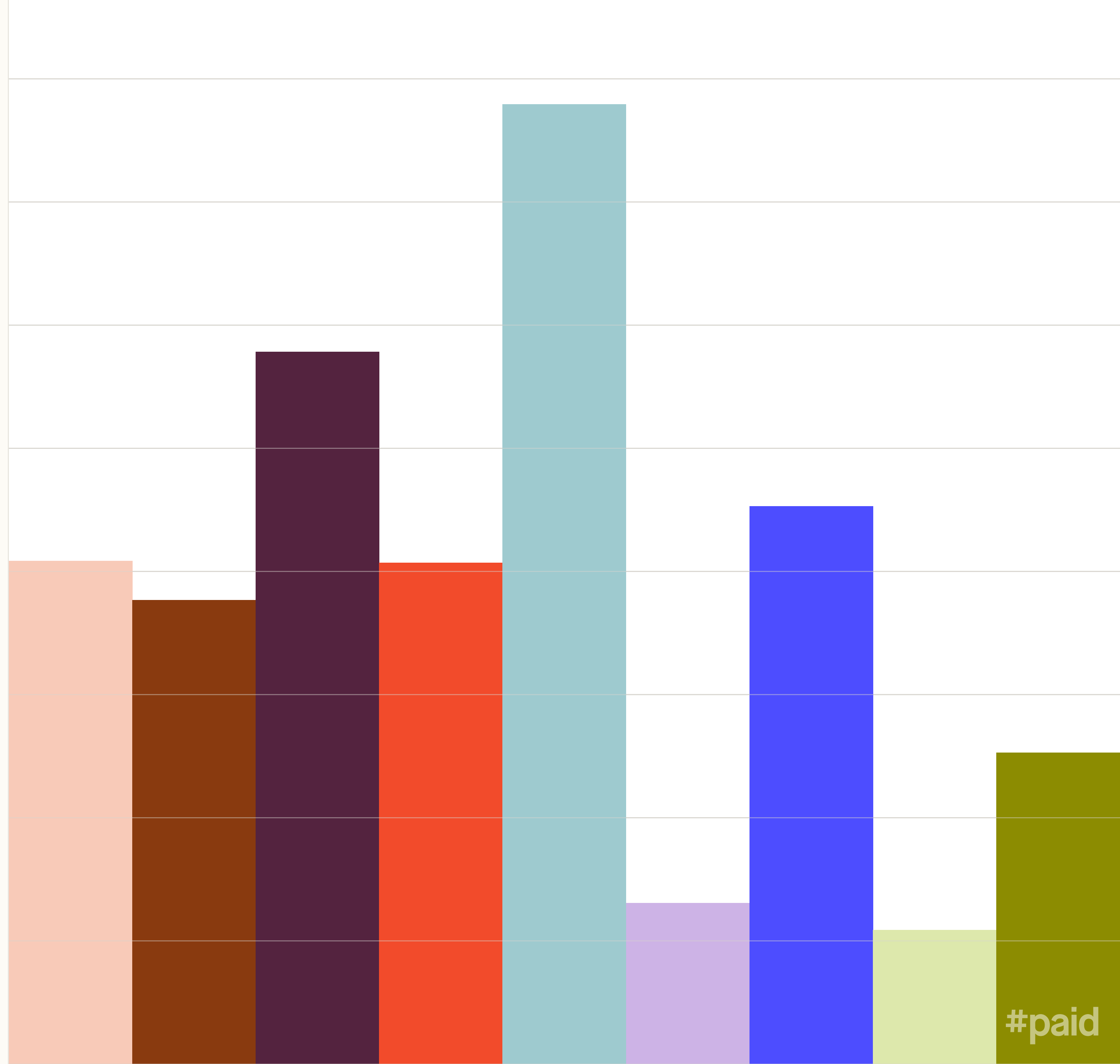
- 35% Running
- 49% Home workout
- 57% Strength training
- 81% Walking / hiking
- 41% Pilates
- 36% Yoga
- 23% Dance



Wellness

Hobbies. Creativity
doesn't clock out,
it shows up just as
strongly off-screen
as on.

- 41% Music
- 37% DIY projects
- 57% Cooking/baking
- 41% Reading
- 77% Traveling
- 13% Crafting
- 46% Photography
- 11% Hiking/camping
- 26% Writing



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Wellness

Health. The biggest health challenges impacting creators.

- 16% Allergies
- 14% Anxiety
- 9% Depression
- 9% Hair loss
- 9% ADHD
- 7% Migraines
- 7% Asthma
- 7% Digestion issues
- 6% IBS
- 3% Diabetes
- 3% Arthritis
- 10% Other



4.05x Growth in Walking & Hiking

With walking and hiking hitting 81% adoption, wellness has shifted from a specialized niche to a universal baseline. This "active lifestyle" surge allows brands—from tech to CPG—to integrate into daily routines naturally, positioning movement not as a performance hobby, but as a core component of the modern creator's creative output.

Finances

Financial Plans. 76%
are focused on saving
in general, but the
financial priorities run
much deeper than that.

Buying a home

26%

Selling a home

4%

Refinancing

5%

Saving for
a life goal

39%

Starting to invest

38%

Getting life
insurance

38%

Paying off debt

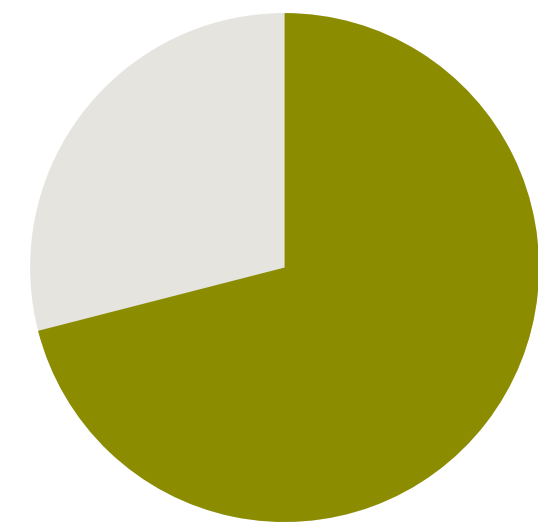
39%

Switching banks

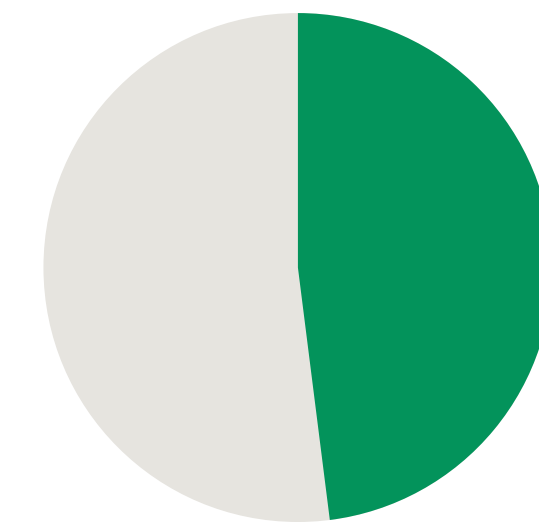
6%

Finances

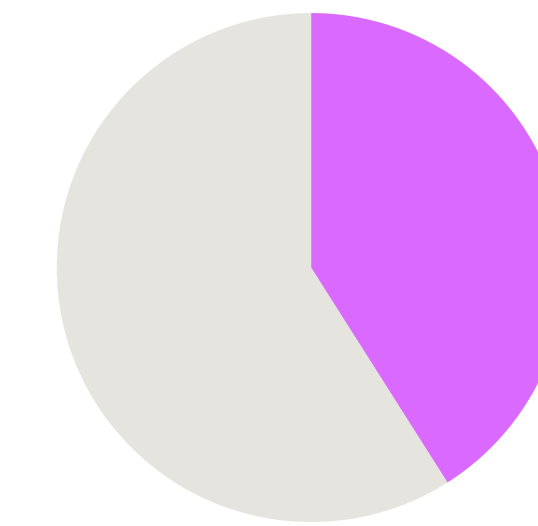
Big Purchases. When creators spend big, it's on experiences first and building out their lives second.



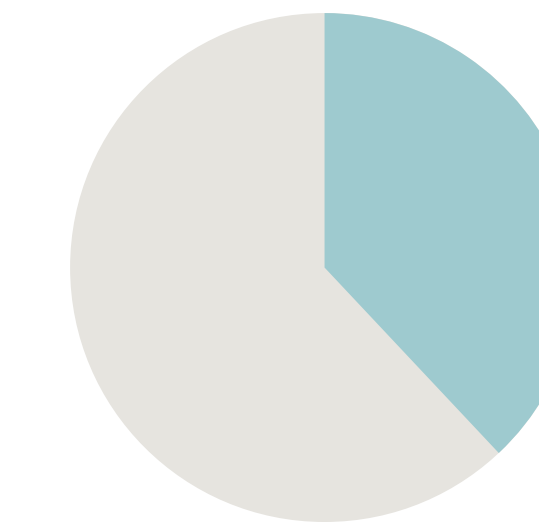
71%
Travel



48%
Furniture



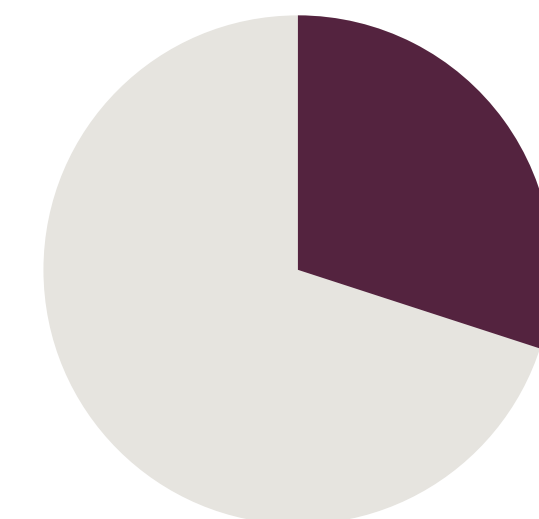
41%
Decor



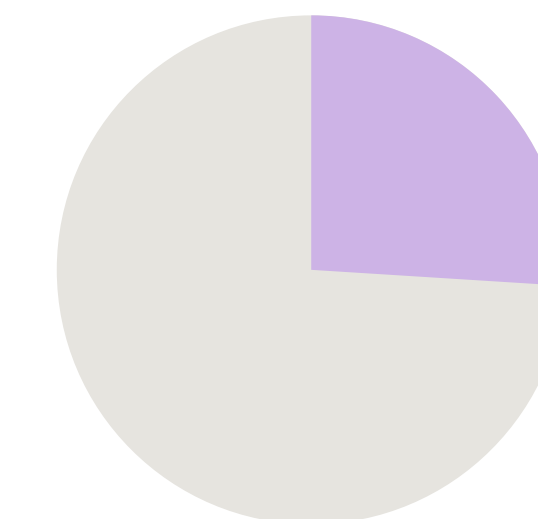
38%
Car



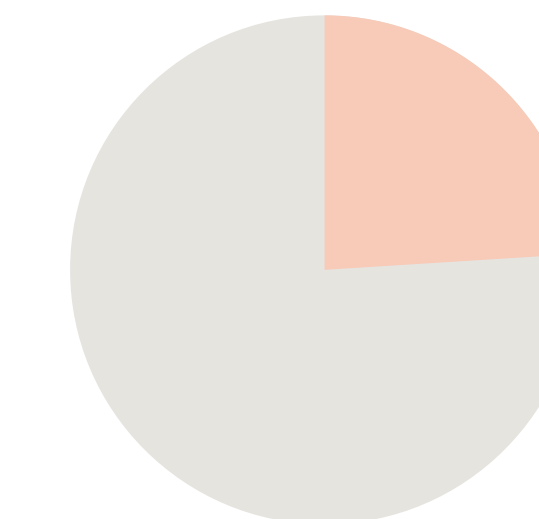
33%
Appliances



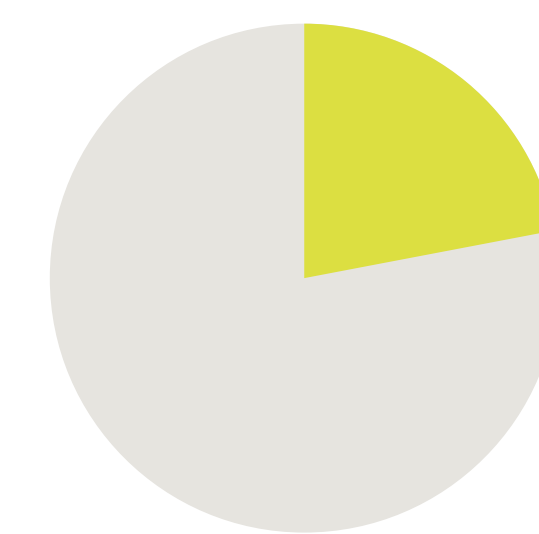
32%
New computer



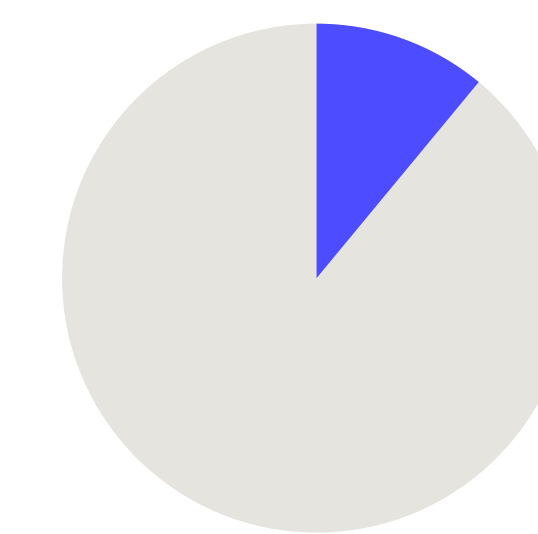
26%
House



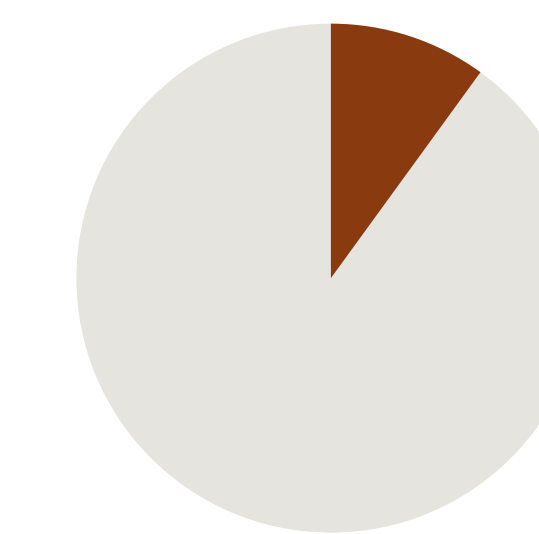
24%
Renovation



22%
Dental



11%
Pet



10%
Wedding

Saving in general up 2.38x from last year

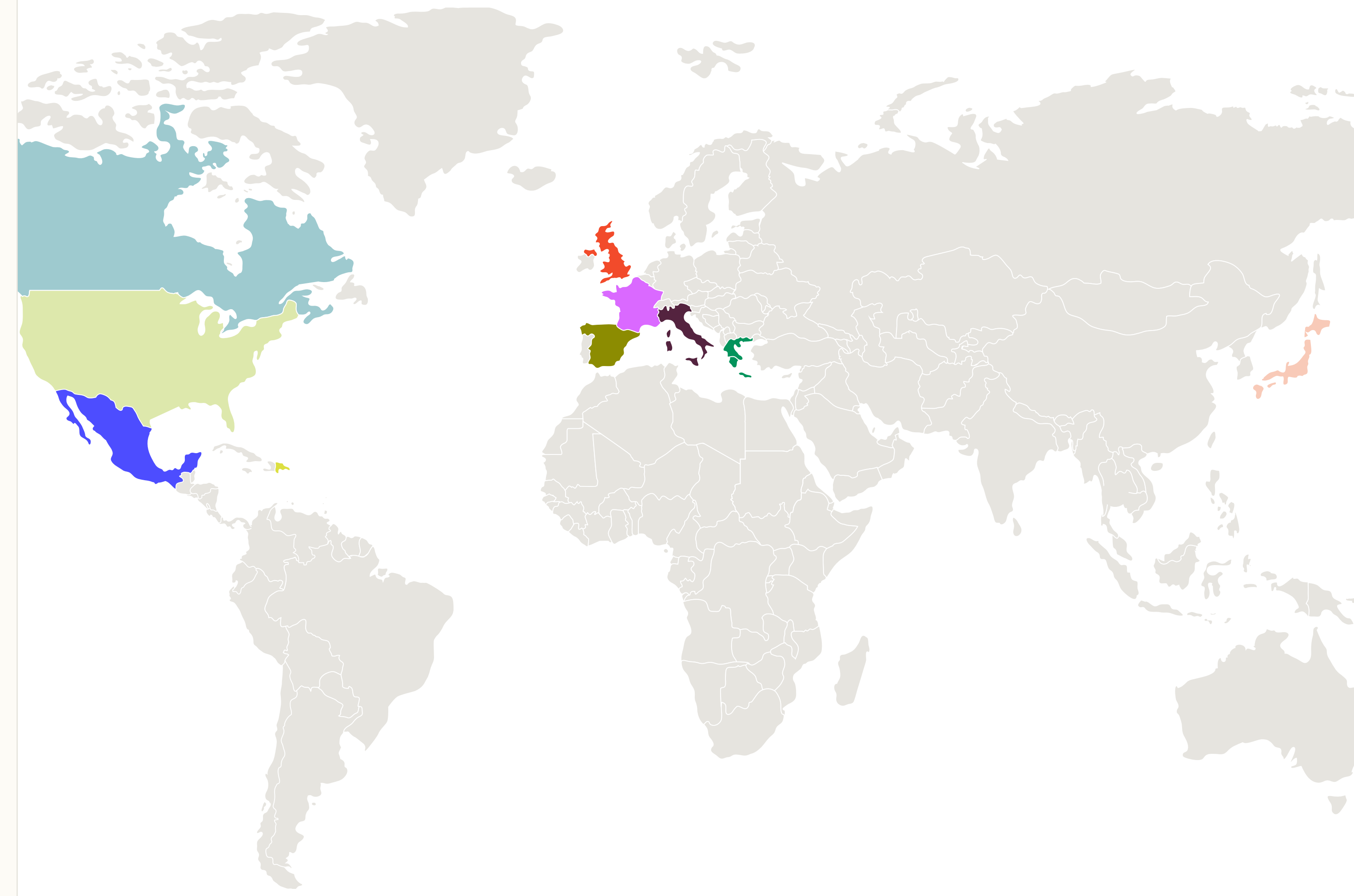
The sharp rise in Saving in General (32% 2025 → 76% 2026) indicates that budget-conscious consumers aren't pulling back — they're becoming more intentional, prioritizing brands that align with long-term value and financial responsibility.

Travel

Top Destinations.

Travel is no longer a seasonal trend but a perpetual content pillar.

- 25% U.S.
- 19% Canada
- 19% Mexico
- 22% Japan
- 13% Italy
- 11% UK
- 11% Greece
- 7% Spain
- 7% France
- 7% Thailand
- 7% Dominican Republic
- 13% Europe (General)



Travel

Travel tools. Creators rely on travel tools that match their mobile-first, on-the-go lifestyle.

73%

Uber

71%

Airbnb

68%

Expedia

55%

Booking.com

51%

Lyft

43%

Trip Advisor

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US domestic travel up 1.58x

The growth in Domestic U.S. Travel (24% 2025 → 38% 2026) shows that regional exploration is gaining cultural momentum, allowing local and national campaigns alike to feel aspirational rather than purely practical.

2026 Calendar. Where creators are going — the biggest events of H1 2026.

Jan

- 3% CES Conference
- 4% Creator Economy Live
- 4% Sundance Film Festival
- 2% Winter X Games

Feb

- 6% 2026 Winter Olympics
- 8% Super Bowl LX
- 1% Berlin Film Festival

Mar

- 5% March Madness
- 6% Ultra Music Festival
- 2% Kitchen & Bath Show

Apr

- 14% Coachella Weekend 1
- 10% Coachella Weekend 2
- 6% Stagecoach

May

- 6% Kentucky Derby
- 3% Cannes Film Festival
- 2% Indy 500

Jun

- 2% Bonnaroo
- 19% FIFA World Cup
- 5% Cannes Lions
- 4% NHL Finals
- 7% NBA Finals
- 6% VidCon
- 5% Wimbledon

Events

2026 Calendar. Where creators are going — the biggest events of H2 2026.

Jul

- 2% Tour de France
- 8% Calgary Stampede
- 7% Lollapalooza
- 4% Caribana

Aug

- 1% UK Soccer Games
- 3% VELD
- 6% Osheaga
- 3% Boots & Hearts

Sep

- 9% US Open
- 3% Chicago Marathon
- 1% FinCon
- 21% NYC Fashion Week
- 7% College Tailgating

Oct

- 3% VidSummit
- 6% F1 Austin
- 4% Austin City Limits
- 4% MLB World Series

Nov

- 6% NYC Marathon
- 11% F1 Vegas

Dec

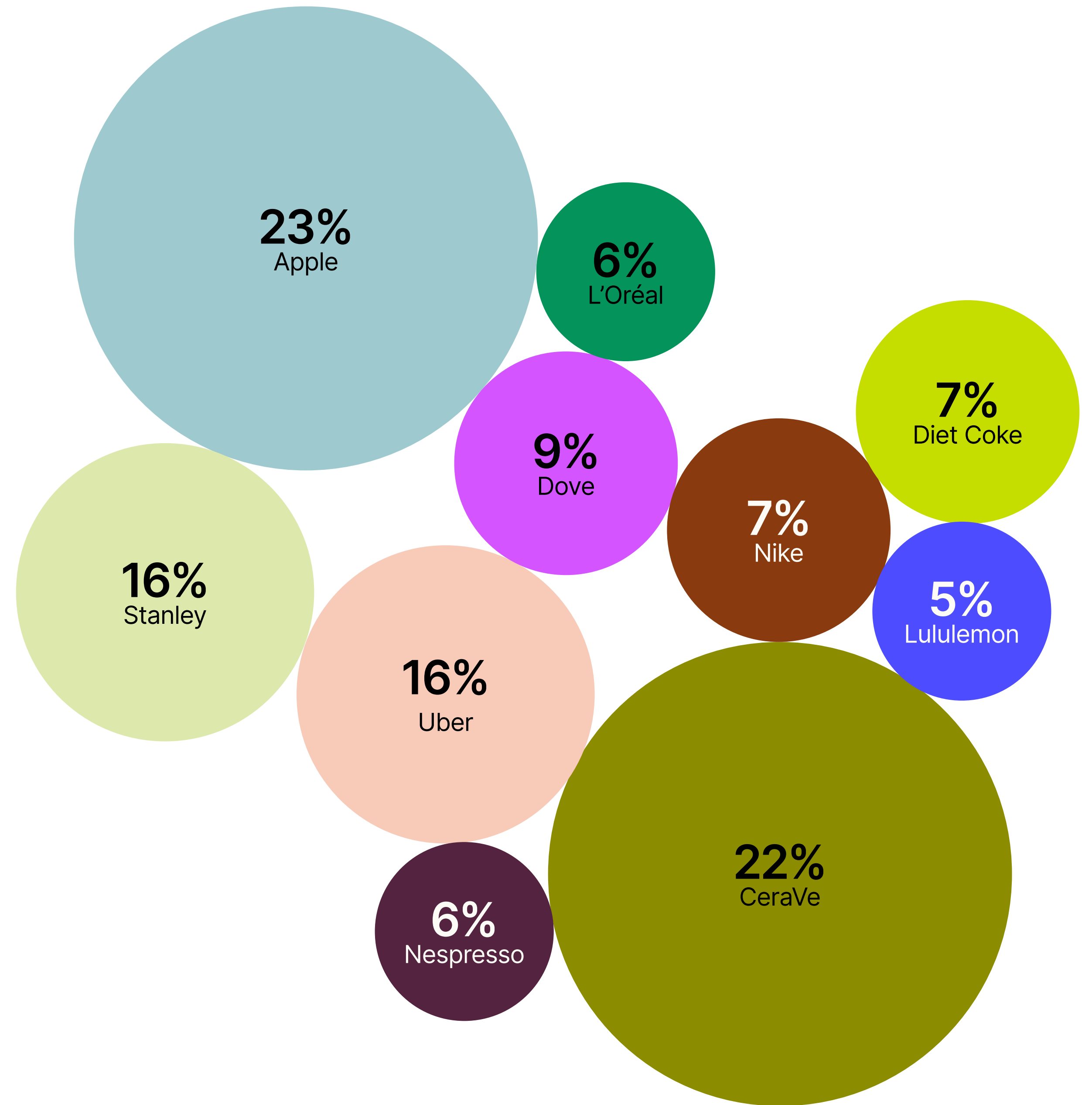
- 14% Art Basel Miami

The New Cultural Front Row

Creators are no longer just attendees; they are the primary broadcasters of global moments. High-density clusters at events like NYC Fashion Week (21%) and the FIFA World Cup (19%) represent strategic "gravity points" where influence is concentrated. By aligning with these IRL anchors, brands can transition from outside observers to active participants.

Brand Affinity

Daily Brands. Ritual essentials that anchor a creator's day-to-day lives.

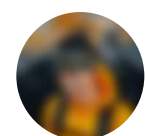


Brand Affinity

Dream Brand Partnerships. Creators are seeking deep, long-term alignment with the brands they already use, trust, and truly love.

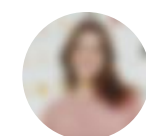
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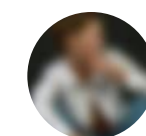
I would love to work with Notion because use it every day. I am also super excited about Hatch. Generally I would love to have a lot of freedom with the brief, that's when my content shines the best. I had a paid partnership with Timeleft and they trusted me with my storytelling and that video got 130k organic views.

🇨🇦 Canada 👤 15.3K Followers



I am a perfumery student going back and forth from Paris to Toronto. It would be a dream to incorporate something like Netflix (Emily in Paris), Air Canada (I fly 2x/month), or something related to my life as a perfumery student in France!

🇨🇦 Canada 👤 615.6K Followers



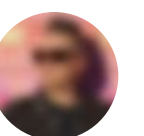
Nike would 100% be my dream partnership. I would love to collab with Nike throughout Marathon training / rep them at a world major + secure a bib at one!

🇺🇸 USA 👤 47.8K Followers



I would LOVE to work with American Express and Shopify. I'll be launching my business in 2026 — AmEx is amazing for business owners (especially ones like myself who travels a LOT) and Shopify is my e-commerce platform.

🇺🇸 USA 👤 165.5K Followers



I would love to
with Sony can
would look lik
shooting my r
photography
and stop-mot
animation wo

🇺🇸 USA 👤 15.8K Followers

Fuel Big Moments With Bigger Ideas

From milestone celebrations to everyday passions, creators are shaping culture in ways that resonate deeply with their audiences. By partnering with creators during these milestone moments, you're not just crafting campaigns; you're fuelling stories that inspire, engage, and deliver results.

Network

Our creators don't live on one platform. They build audiences across ecosystems and show up wherever culture actually moves.

On Instagram

97%

On TikTok

88%

On YouTube

52%



Audience Distribution

- 46% Under 50K
- 12% 50K-100K
- 42% 100K+



Geography

- 72% USA
- 28% Canada

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**#paid is a creator
marketplace built
for seamless brand
partnerships**

hashtagpaid.com/book-a-demo