

PRESS RELEASE



Tasty Edits Survey on Creators' Mental Health and Stress Coping Strategies Shows 79% Have Experienced Burnout

For Immediate Release

A new study conducted by Tasty Edits, a Las Vegas video editing company specialized in the creator economy, completed an in-depth semi-structured survey of 160 creators to gain understanding of their mental health and stress coping strategies. The results are concerning, as 79% of the creators have experienced burnout in the past. However, successful creators on platforms like YouTube have developed strategies for coping with the mental toll of content production.

“Though the creator economy is burgeoning, creator burnout has emerged as a serious problem. For years, reports of people losing all their energy and interest in their work and giving up their creation efforts have been circulating,” says Alex Lefkowitz, founder of Tasty Edits. “However, so far there has been no systematic investigation to get a deep understanding of creators’ own approaches to mental health and burnout. Tasty Edits’ study set out to address this knowledge gap.”

The study winnowed down a list of over 29,000 creators to conduct an in-depth survey and follow-up interviews with 163 of them. They were asked about how they deal with stress, how their personal and private networks help them thrive, and whether they had experienced creator burnout in the past. The results, summarized in a 20-page report, show that 79% of creators report having experienced burnout in the past. That number is even higher among those who struggle to monetize their channels (83%).

To deal with stress, 98% of successful creators regularly take time off, 93% rely on physical exercise, 92% integrate self-care into their daily schedule, and 56% meditate. In addition, 45% regularly see a mental health professional. Furthermore, the majority of creators (63%) say that delegating tasks is a key stress coping strategy.

The majority of creators who were surveyed were US-based (60%), between 25 and 26 years old, and active on YouTube (98%), Instagram (69%) and Facebook (53%). On YouTube, they have an average of 50 K - 250 K subscribers. 37% of them make a full-time income off the platform, 19% of them earn over \$5,000 per month. The results also show that channel size is not the most reliable predictor of a creator’s income. Other factors are more important, including how long they have been active, how frequently they post, how many hours they spend creating, and the diversity of their monetization strategies.

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TASTY EDITS

Tasty Edits is a video editing company specialized in the creator economy. Apart from video editing, it offers YouTube channel management services to help creators’ grow their audience and succeed.