Screener Survey & Topline Data

Using Code for Africa's network, CfA 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, 43 adults took the survey, 42 of whom met the eligibility criteria. (The one who did not meet the criteria was neither South African-based nor working for a primarily South African audience.) Although this report draws primarily on insights from the interviews, the topline survey data is included below as a secondary source.

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

2. **Do you consider yourself a journalist? - Selected Choice**

	Interviewed	**Total surveyed**
Yes	11	27
No	0	4
It's complicated	7	11
Total	18	42

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?**

	Interviewed	**Total surveyed**
Before 2020	12	29
2020	0	0
2021	0	1
2022	2	3

Source: Center for News, Technology & Innovation * South African Indie Info Providers

2023	3	4
2024	1	4
January to June 2025	0	0
Since July 2025	0	1
Total	18	42

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

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

	Interviewed	**Total surveyed**
Beehiiv	1	1
Facebook	13	31
Ghost		-
Instagram	14	29
LinkedIn	13	28
Substack	2	6
Telegram		2
Threads	2	6
TikTok	10	18
Twitch	-	-
WeChat	-	-
WhatsApp	9	20
X (Twitter)	9	21
YouTube	14	23
Other	8	16

Source: Center for News, Technology & Innovation * South African Indie Info Providers

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
No answer	1	3
Less than 25k	6	19
25k-100k	8	14
100k-500k	0	3
500k-1 million	1	1
Over 1 million	2	2
Total	18	42

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

11. **What journalism organisations 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	1	4
Not at all	5	9
Yes, partially	8	14
Yes, fully	4	15
Total	18	42

Source: Center for News, Technology & Innovation * South African Indie Info Providers

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

	Interviewed	Total
Advertisements	8	19
Brand partnerships or sponsorships	11	20
Subscriptions	2	8
Memberships or donations	7	9
Freelance or contract production work (e.g. video, copywriting, PR)	10	18
Content-related service or consulting (e.g. financial advice, personal styling)	6	10
Other	4	9

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

15. What is your gender? - Selected Choice

	Interviewed	Total surveyed
Woman	6	14
Man	11	27
Choose not to respond	1	1
Total	18	42

Source: Center for News, Technology & Innovation * South African Indie Info Providers