



IZEA INSIGHTS SPECIAL REPORT

Influencer Aspirations

November 2024



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BACKGROUND

We surveyed over 6,000 social media users across six countries — with over 1,000 respondents from each — to understand who considers themselves influencers, who aspires to become one, and the role influencer marketing plays in the daily lives of consumers around the world.

GOALS

- Provide insights for our partners who are responsible for marketing products and services on digital platforms.
- Educate and assist decision-makers who must stay informed on social media and influencer marketing trends to operate their businesses.
- Help all parties understand how the growing creator ecosystem is introducing a wide range of voices who can positively impact influencer marketing campaigns of all sizes.

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SAMPLE POPULATION

INTERNATIONAL SOCIAL MEDIA USERS

United States
Mexico
Canada
Australia
United Kingdom
China

GEOGRAPHY

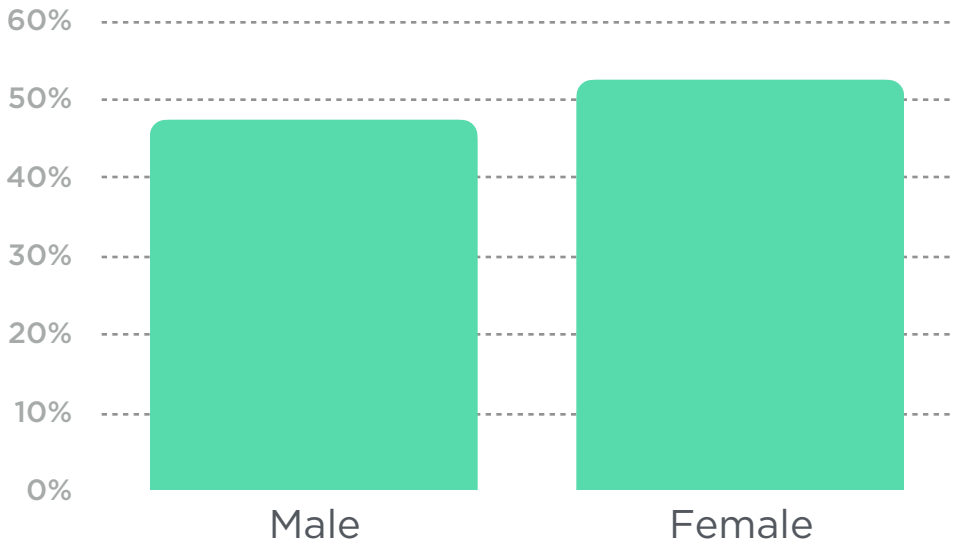
12/27/23
TO
5/30/24

DATA GATHERED

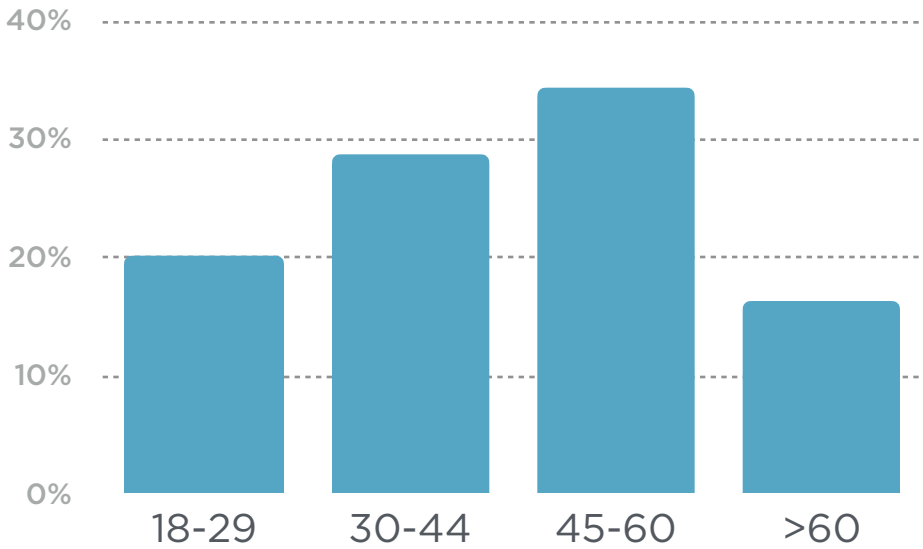
6,322 Respondents

All respondents were required to have an internet connection and be a social media user in order to participate in the survey.

SEX



AGE





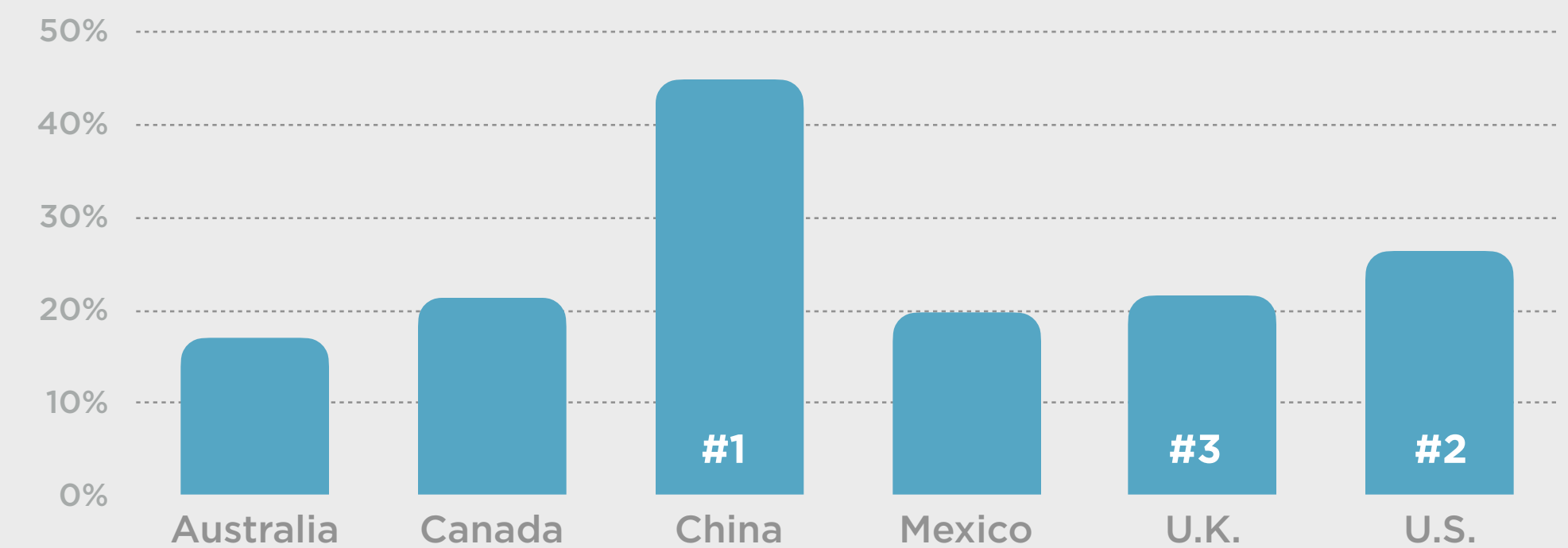
25%

OF SOCIAL MEDIA USERS SURVEYED

consider themselves **influencers.**

Q: Do you consider yourself a social media influencer?

“Yes” by Country



INFLUENCER FOLLOWINGS

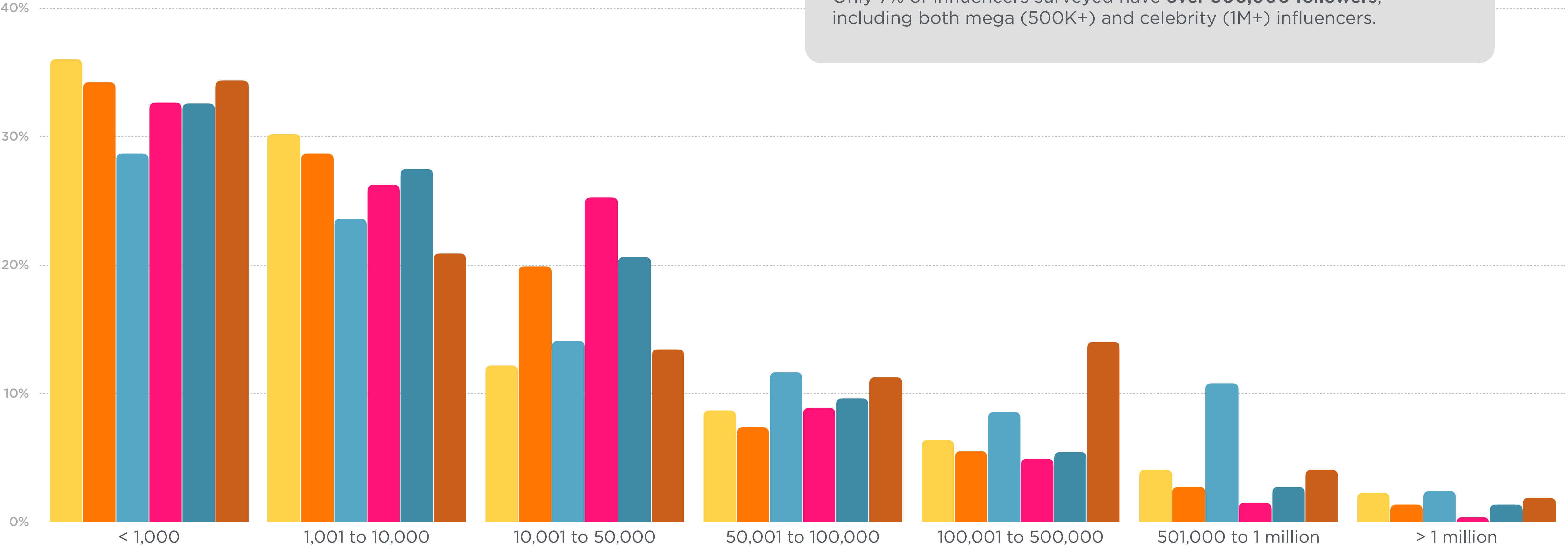
Q: How many people follow you on social media?



INFLUENCERS

Australia Canada China
Mexico United Kingdom United States

Only 7% of influencers surveyed have **over 500,000 followers**, including both mega (500K+) and celebrity (1M+) influencers.





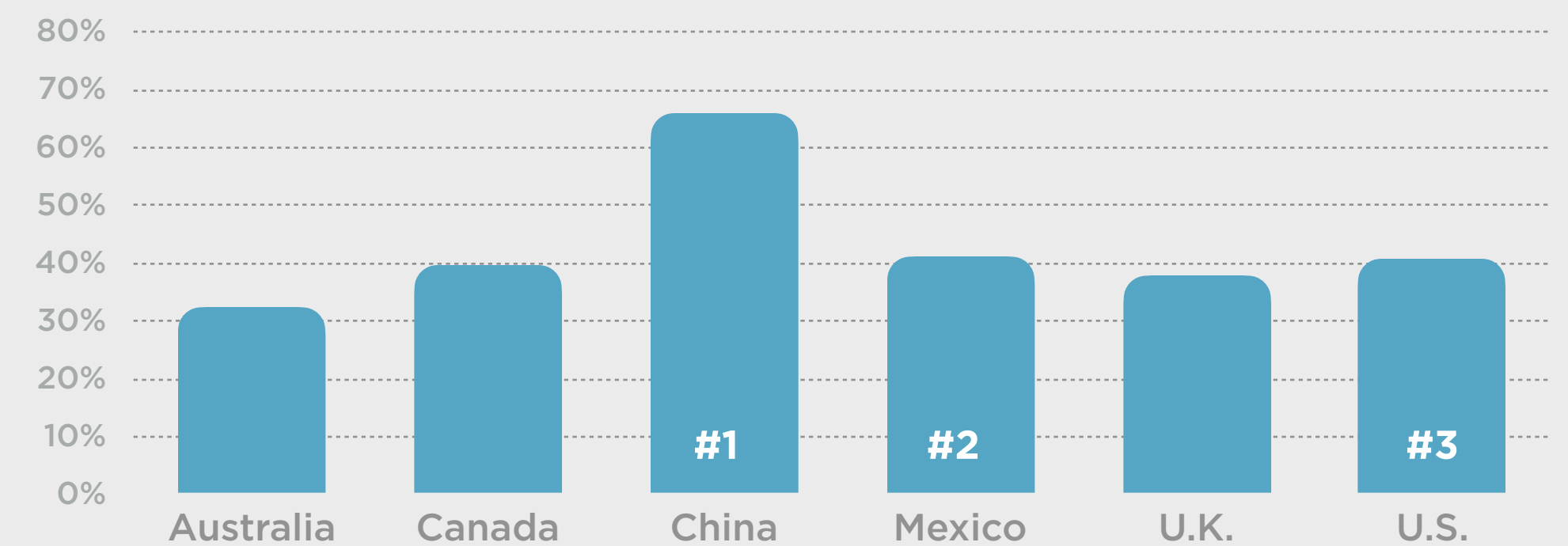
43%

OF SOCIAL MEDIA USERS SURVEYED

personally know someone (e.g. a friend, family, coworker) who makes money as a social media influencer.

Q: Do you personally know someone (e.g. friend, family, coworker) who makes money as a social media influencer?

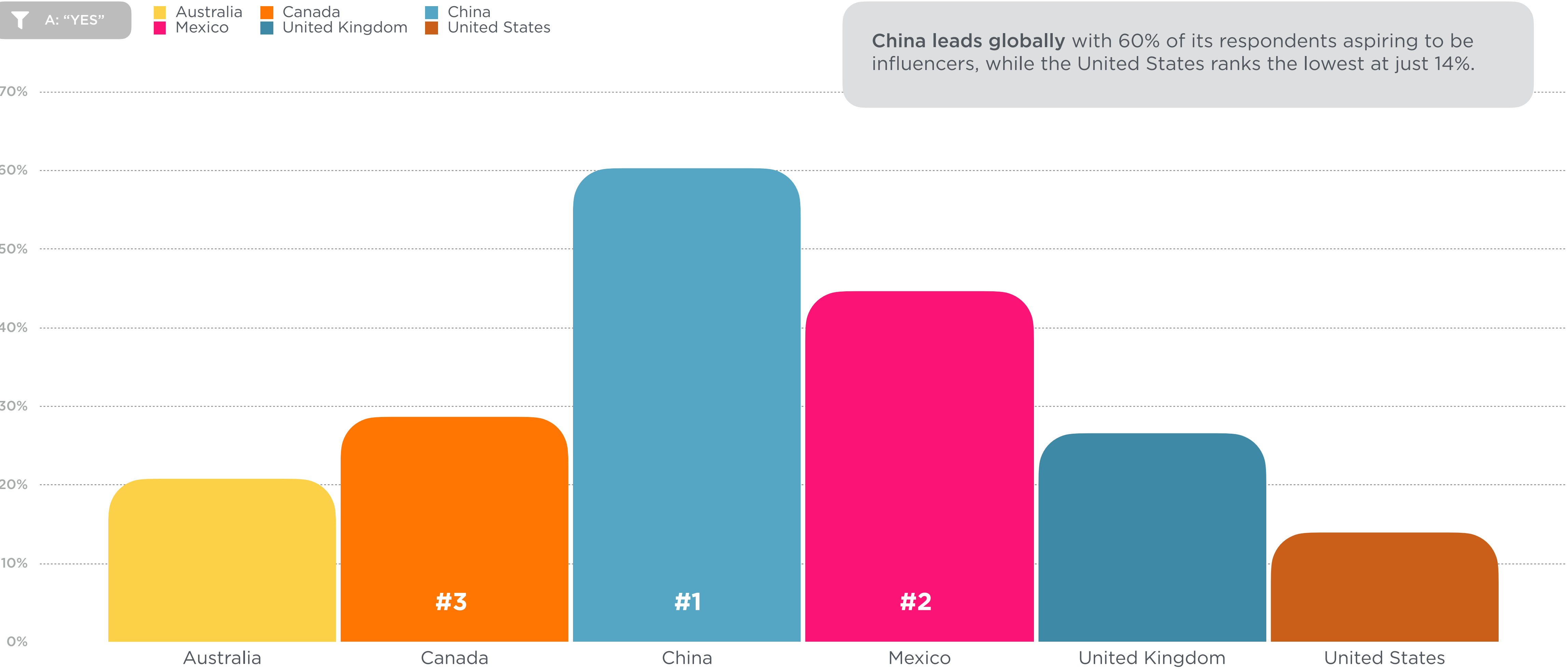
“Yes” by Country



INFLUENCER ASPIRATIONS BY COUNTRY



Q: Do you aspire to become a social media influencer?





63%

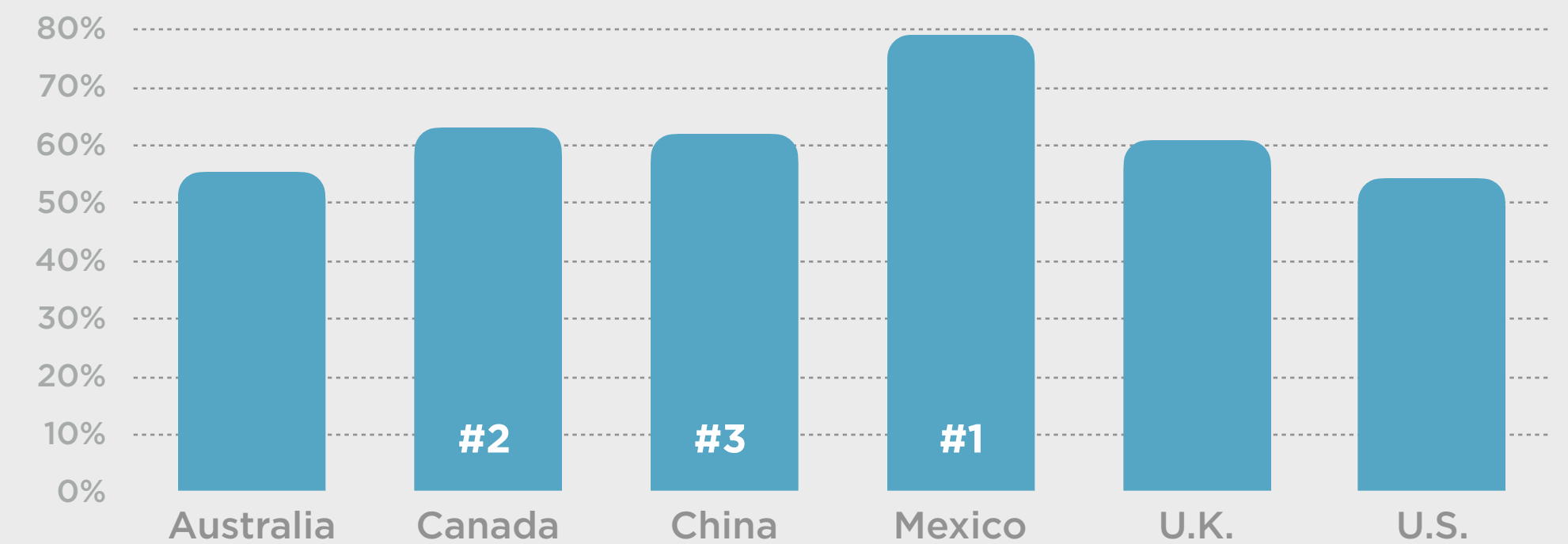
OF SOCIAL MEDIA USERS AGES 18-60

would quit their job to make a living as a social media influencer.



Q: If you could quit your job and make a living as a full-time social media influencer, would you?

“Yes” by Country

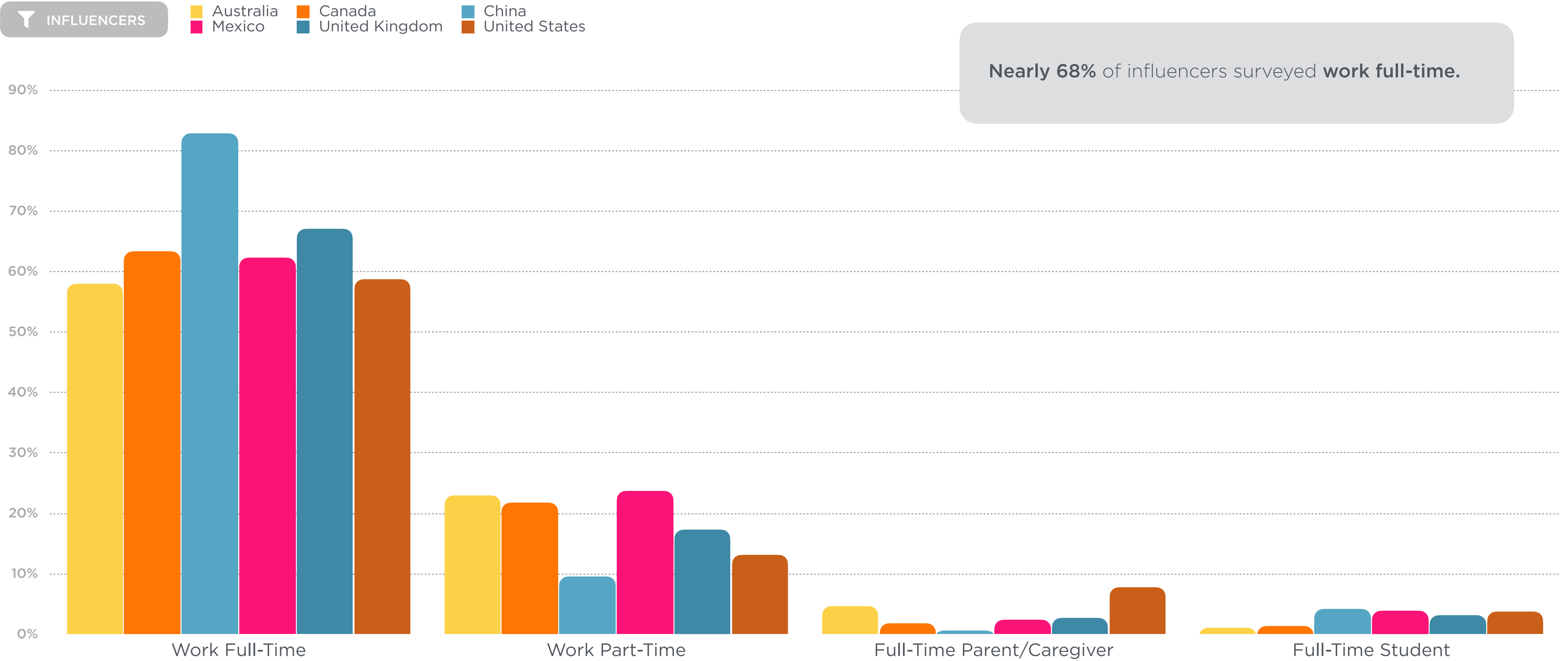


AGES 18-60

INFLUENCER EMPLOYMENT



Q: What best describes your employment status?



SELF-EMPLOYMENT COMPARISON

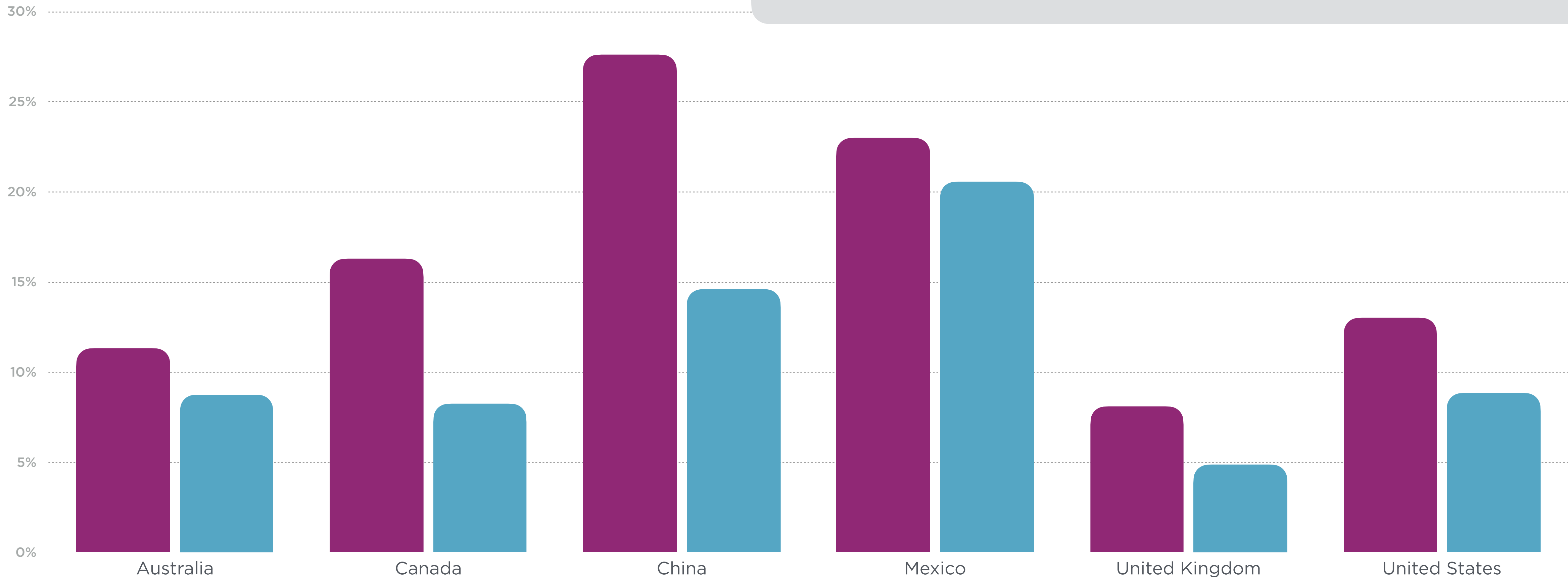


Q: What is the size of the company you work for?

🔼 A: "I AM SELF-EMPLOYED"

■ Influencers ■ General Social Media Users

Influencers are more likely to be self-employed than general social media users.





78%

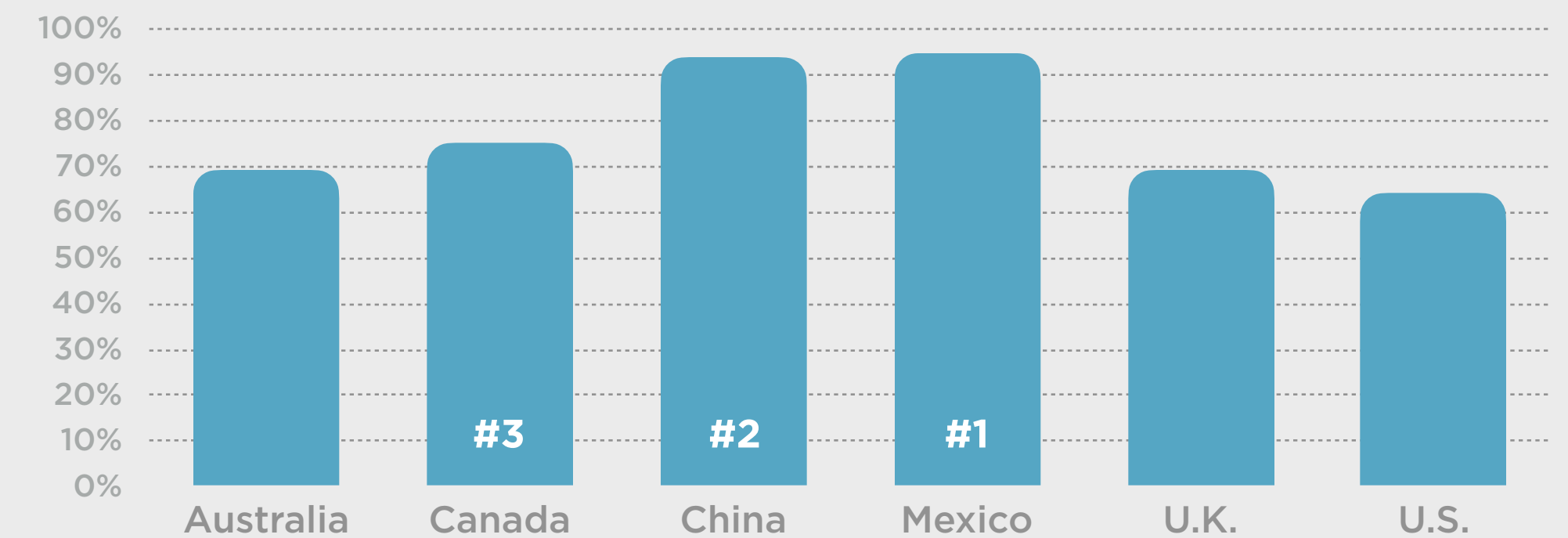
OF SOCIAL MEDIA USERS SURVEYED

would accept payment or receive free items from brands to **promote products** on their social media channels.



Q: Would you accept payment (or receive free items) from a brand to make a social media post promoting their products?

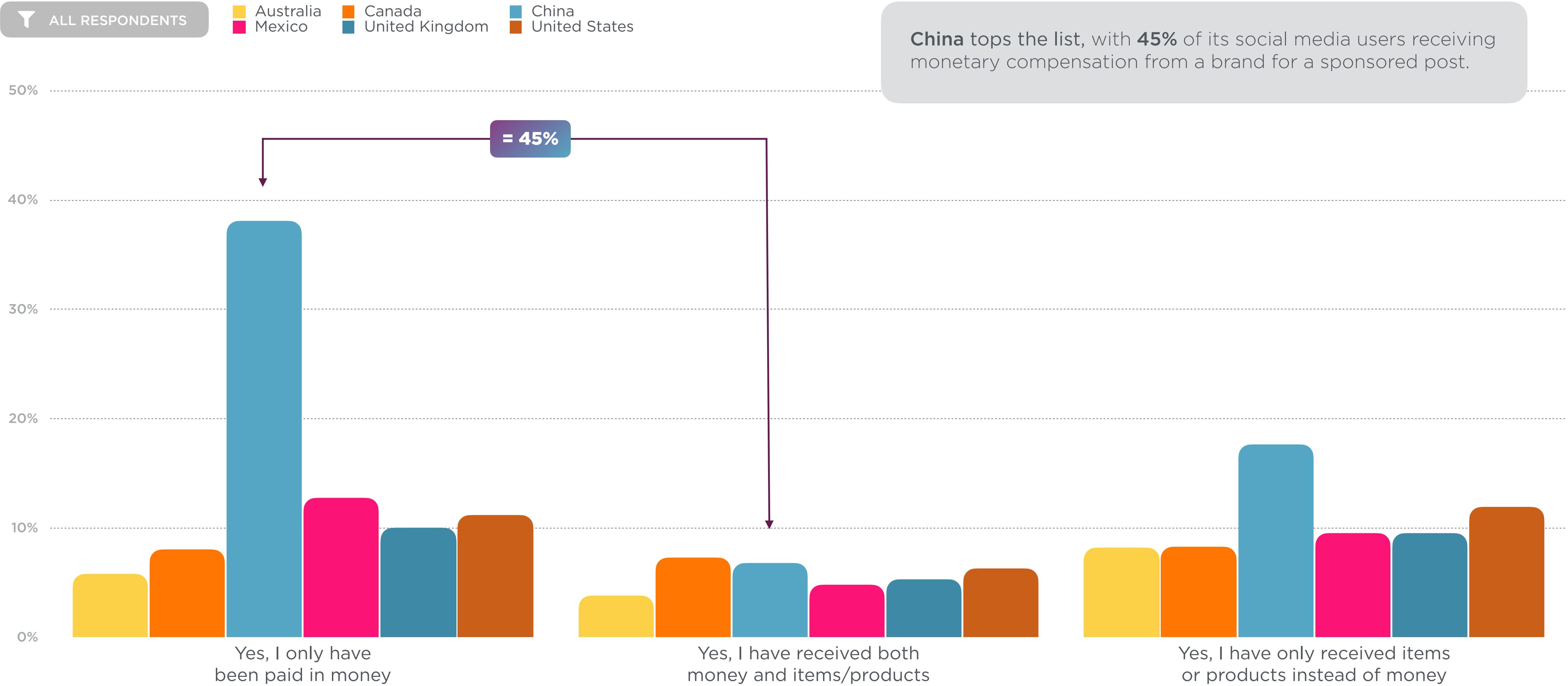
“Yes” by Country



COMPENSATION FOR SPONSORED POSTS



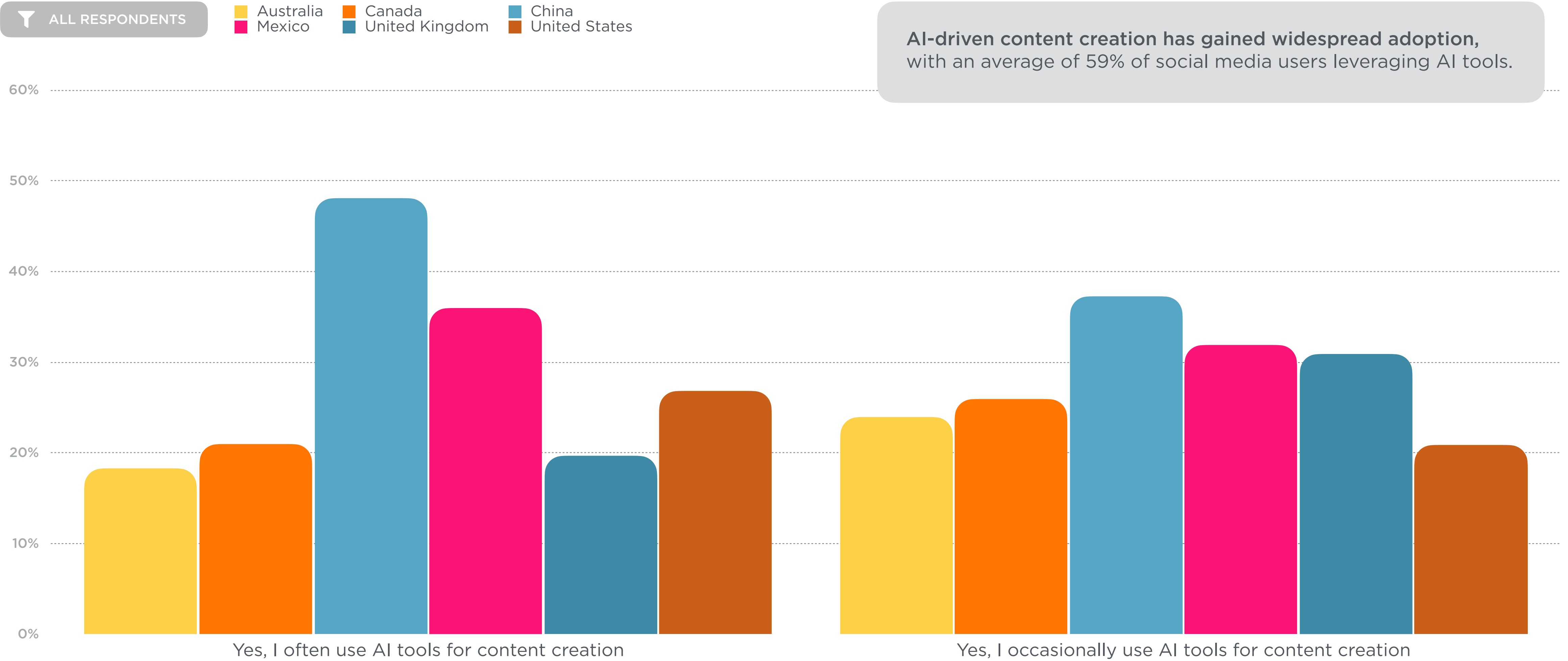
Q: Have you ever been paid (or received items as payment) by a brand to make social media posts?



AI ADOPTION BY COUNTRY



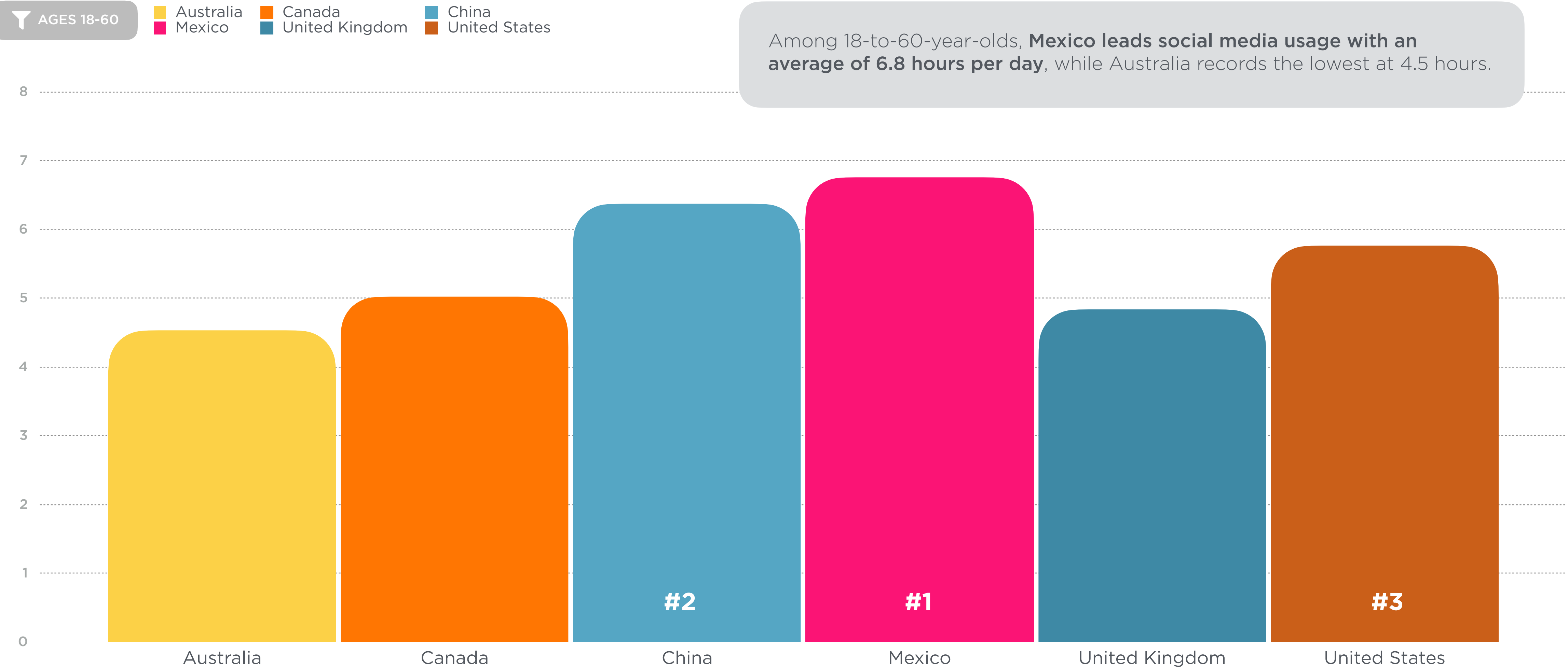
Q: Do you use AI tools to assist in creating any of the content you post on social media?



HOURS SPENT ON SOCIAL MEDIA BY COUNTRY



Q: How many hours a day do you spend on social media?



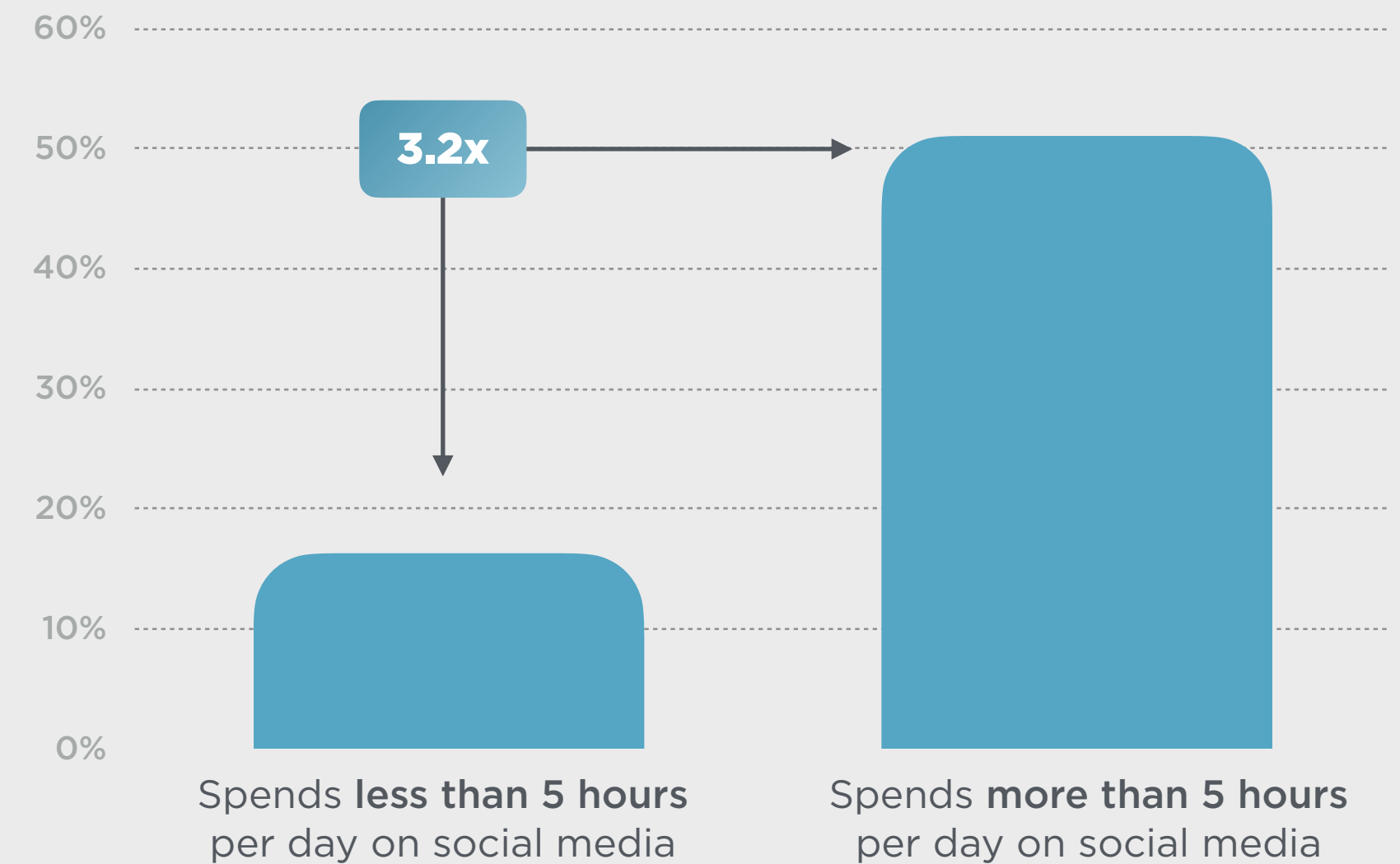


PUT IN THE WORK. GET PAID.

Those who spend more than **5 hours per day** on social media are **3.2 times** more likely to be compensated by brands to post online.



Q: Have you ever been paid (or received items as payment) by a brand to make social media posts?



A: "YES" - ALL RESPONDENTS



For additional research visit:

izea.com/resources

