



IZEA INSIGHTS SPECIAL REPORT

Influencer Aspirations

Finding the next wave of social media influencers.

APRIL 2022





BACKGROUND

We surveyed 1,085 social media users to help understand who considers themselves influencers, who aspires to become an influencer, and what role influencer marketing plays in the daily lives of consumers.

GOALS

- Provide insights for our partners who are responsible for marketing products and services on digital platforms.
- Educate and assist decision makers that 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 that can positively impact influencer marketing campaigns of all sizes.

All product names, logos, and brands are the intellectual property of their respective owners. All company, product, and service names used in this report are for identification purposes only. Use of these names, logos, and brands does not imply endorsement or partnership.



Sample Population

U.S. Social Media Users

U.S.

Geography

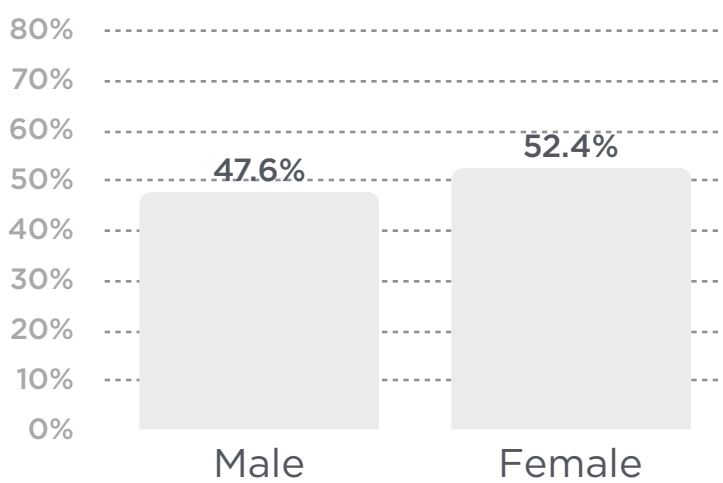
12/2/21
TO
12/3/21

Data Gathered

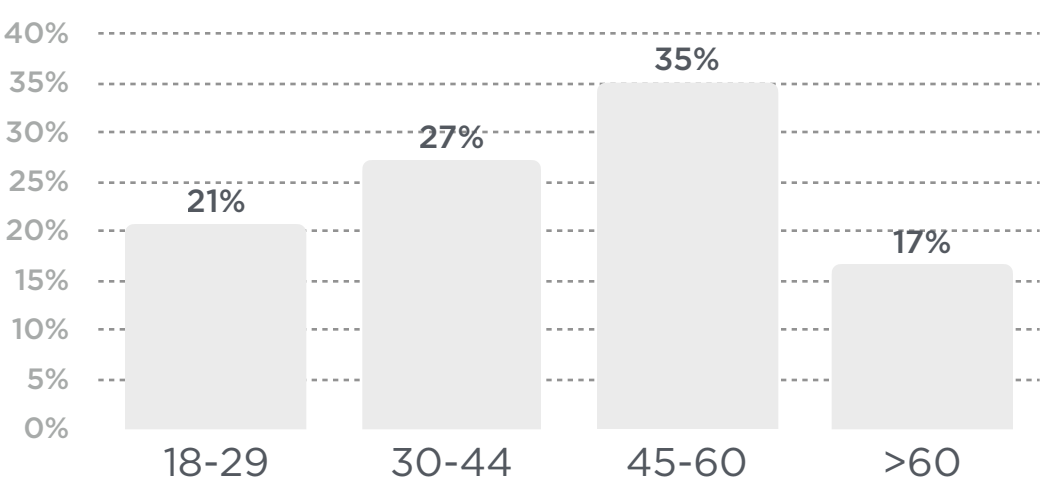
1,085 Qualified
Social Media Users

All respondents were required to have an internet connection in order to participate in the survey.

Gender



Age



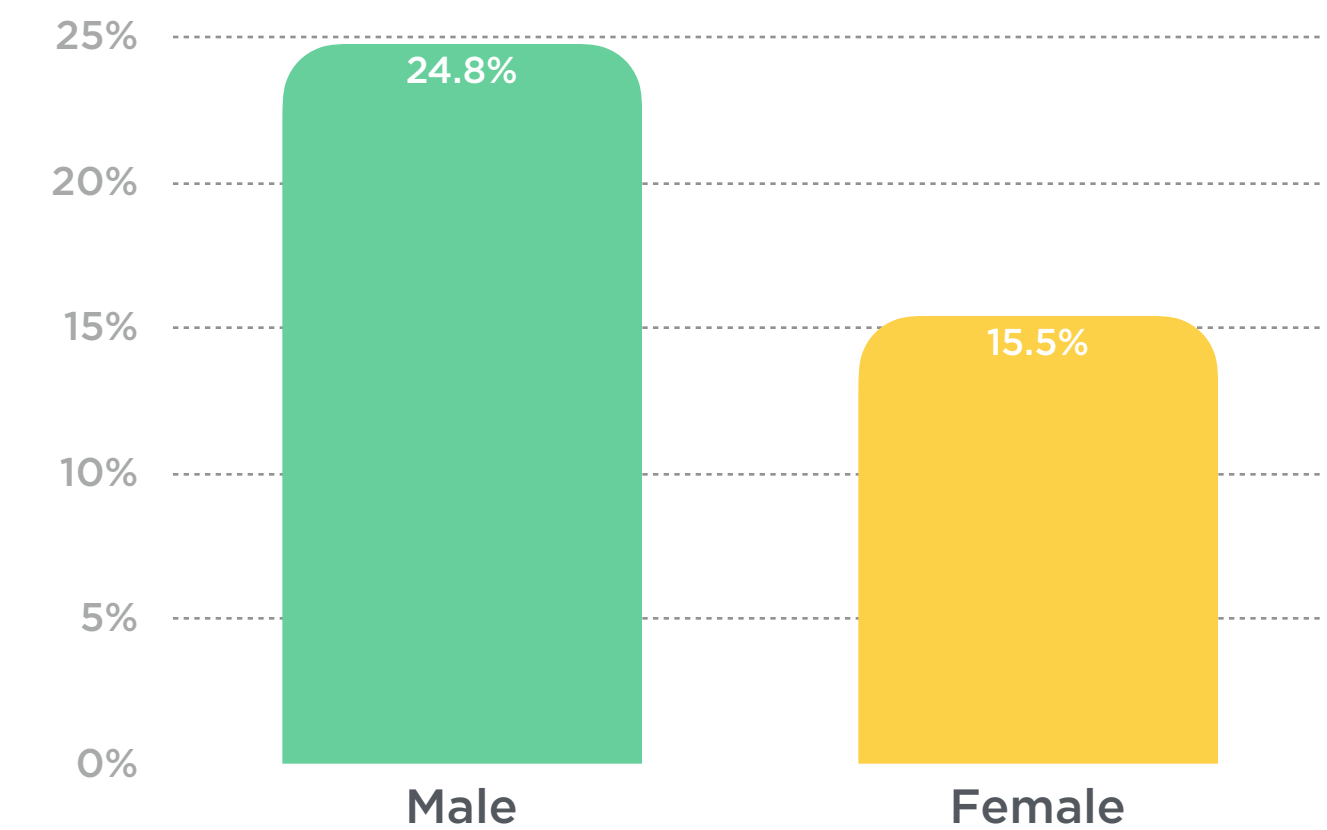


20%

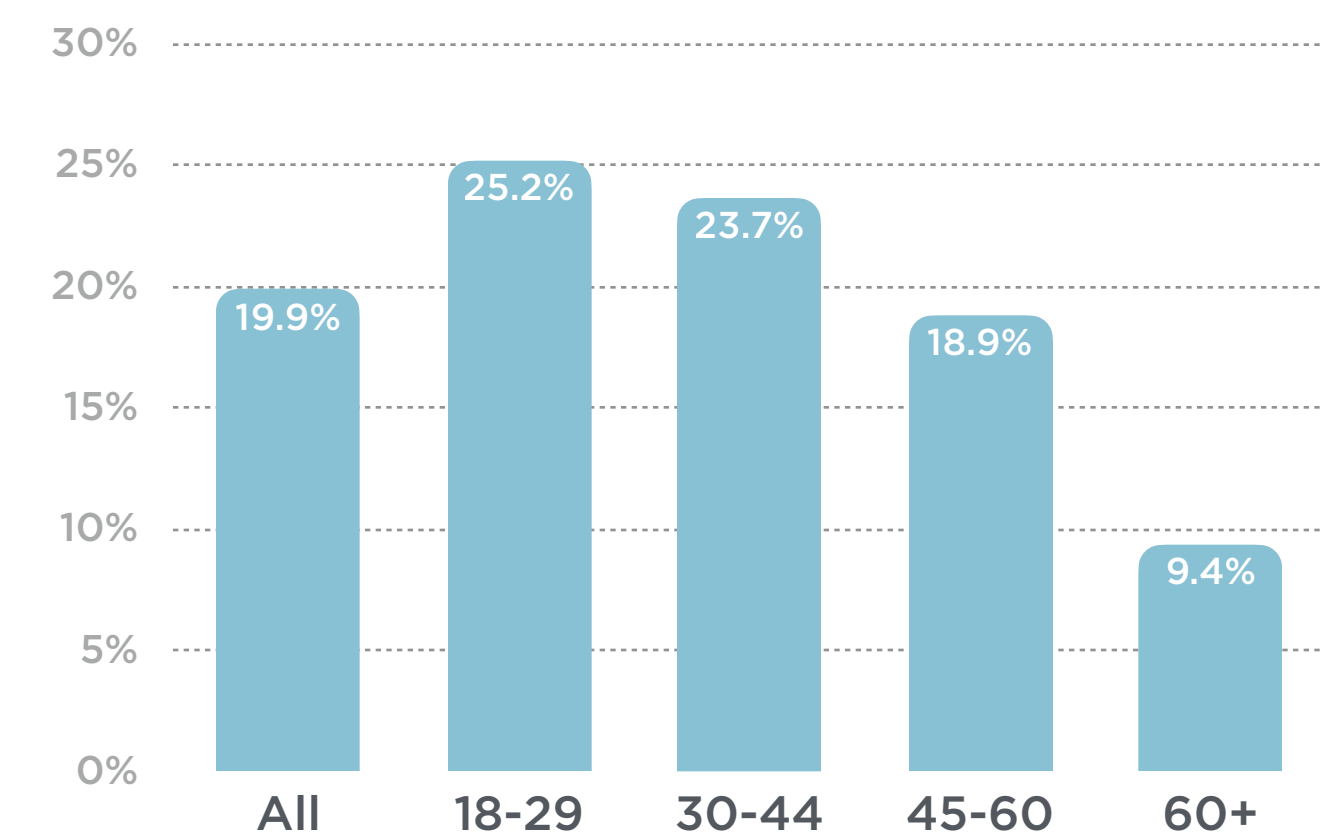
OF ALL RESPONDENTS

consider themselves
social media influencers.

BY GENDER



BY AGE GROUP



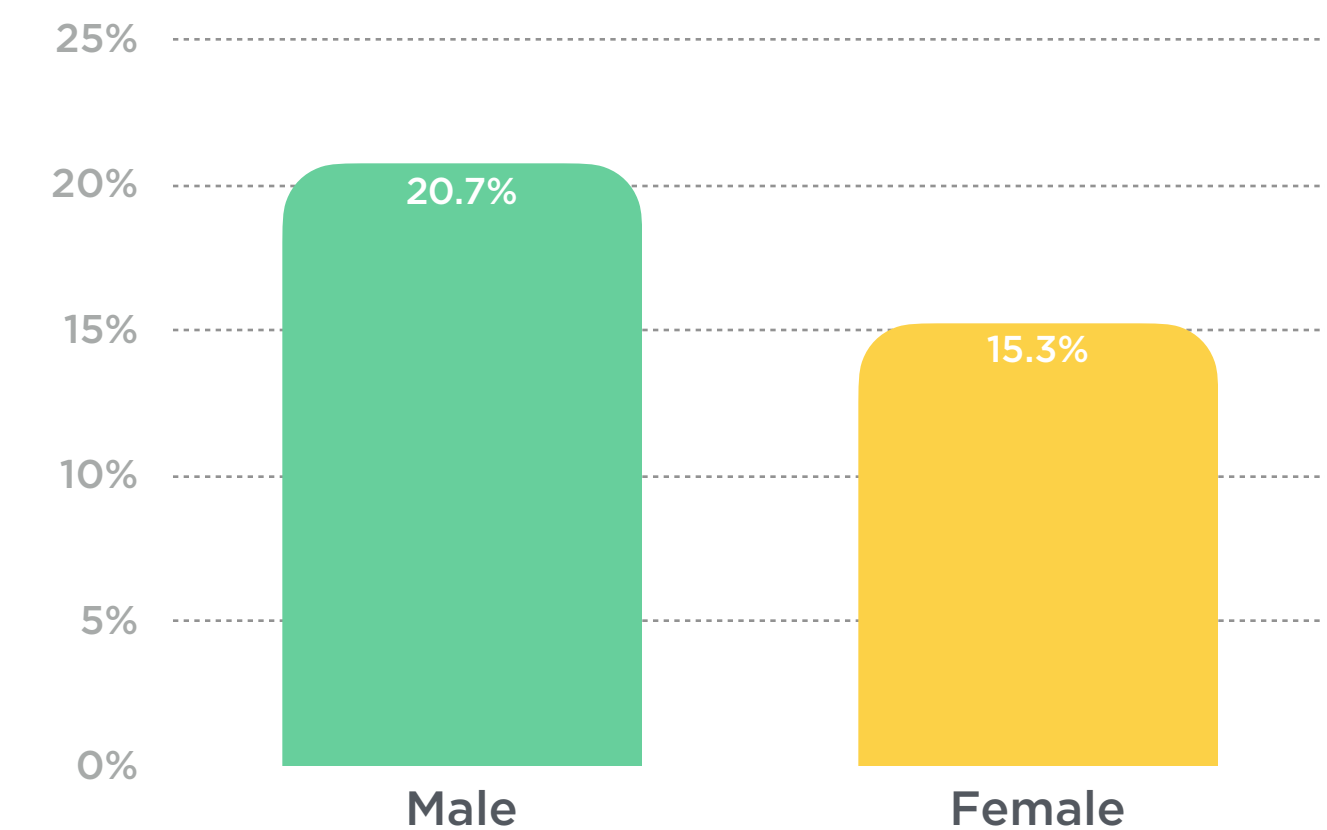


18%

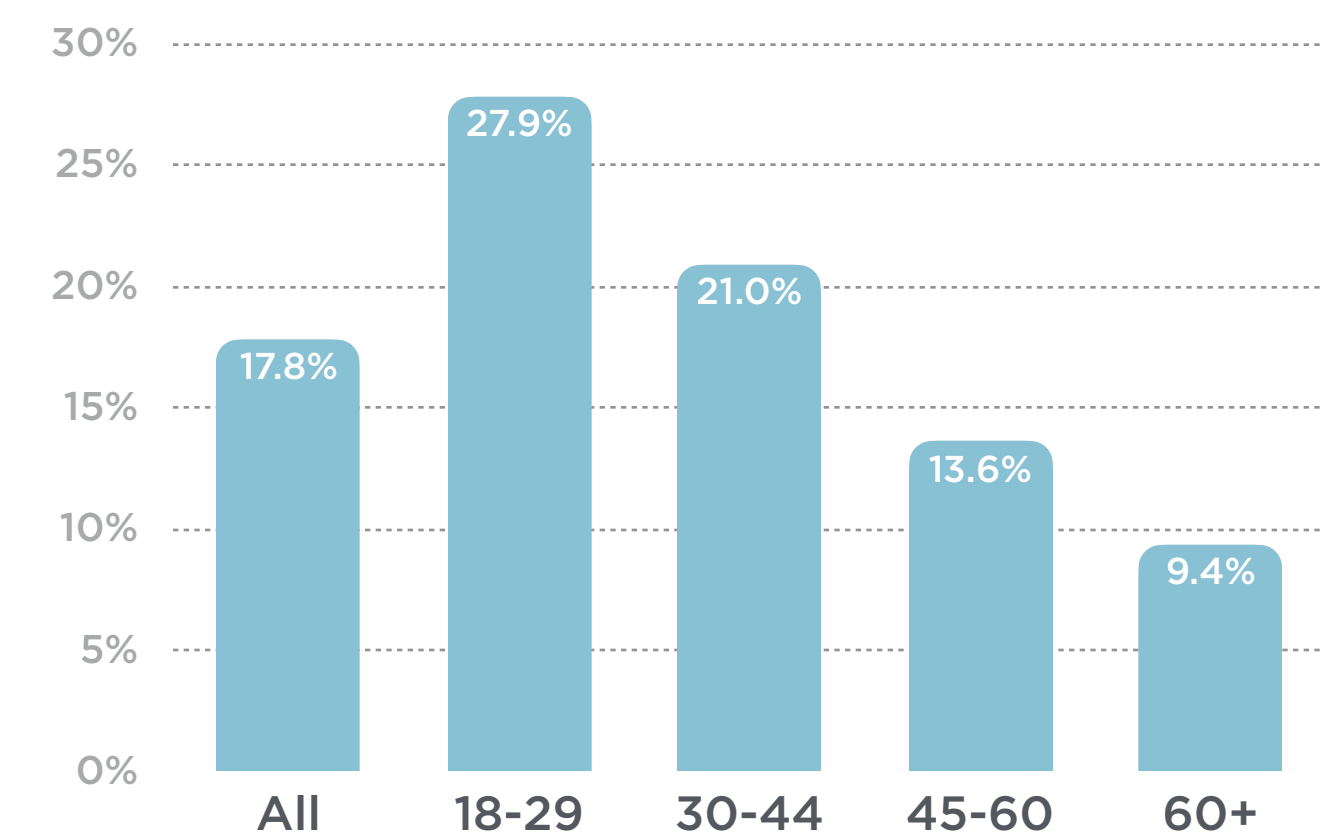
OF ALL RESPONDENTS

have been paid by or received products from brands to make posts on social media.

BY GENDER

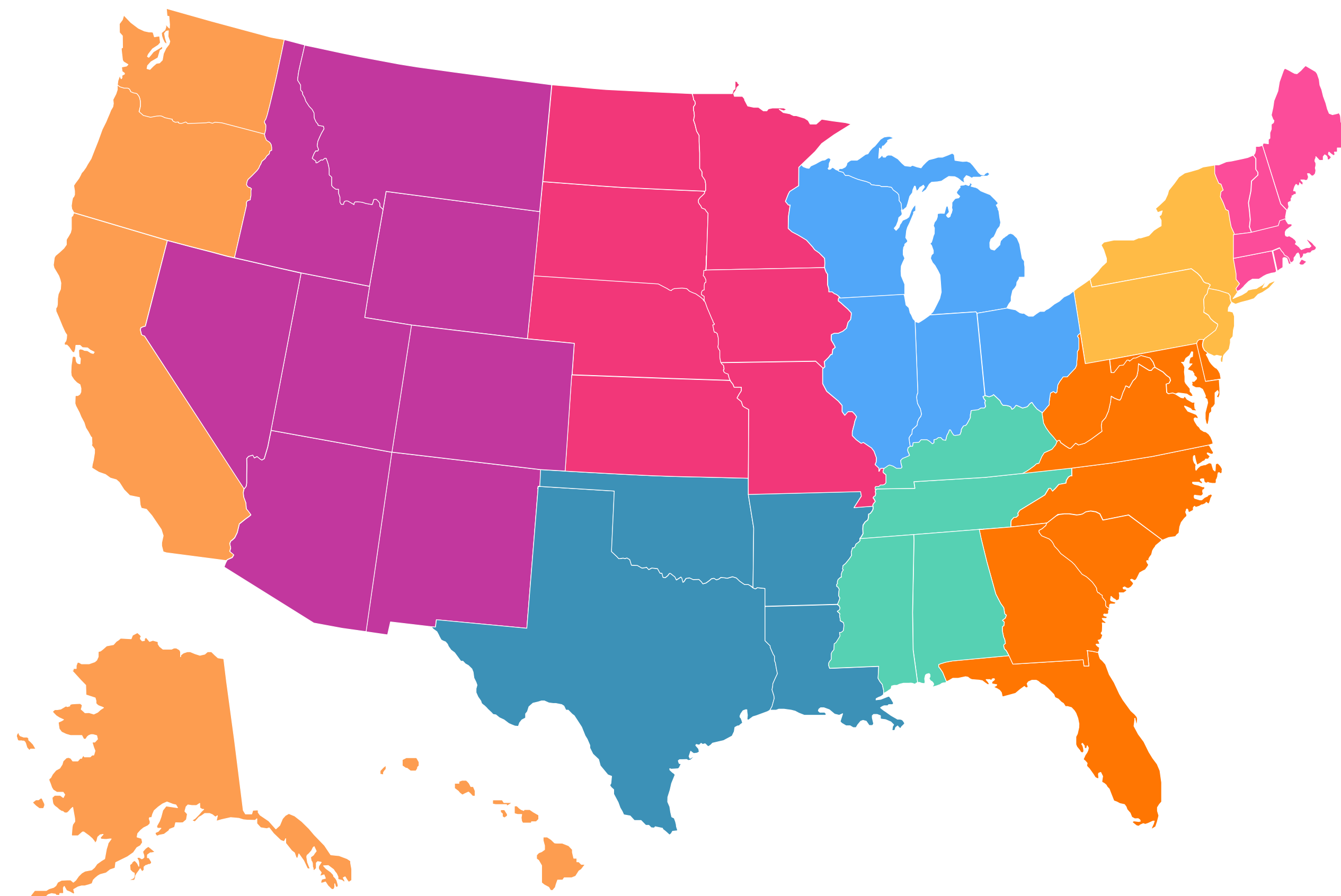


BY AGE GROUP



Q: Do you consider yourself
a social media influencer?

Influencers make up the biggest
percentage of the population in the
region made up of Texas, Oklahoma,
Arkansas and Louisiana.



A: "Yes."

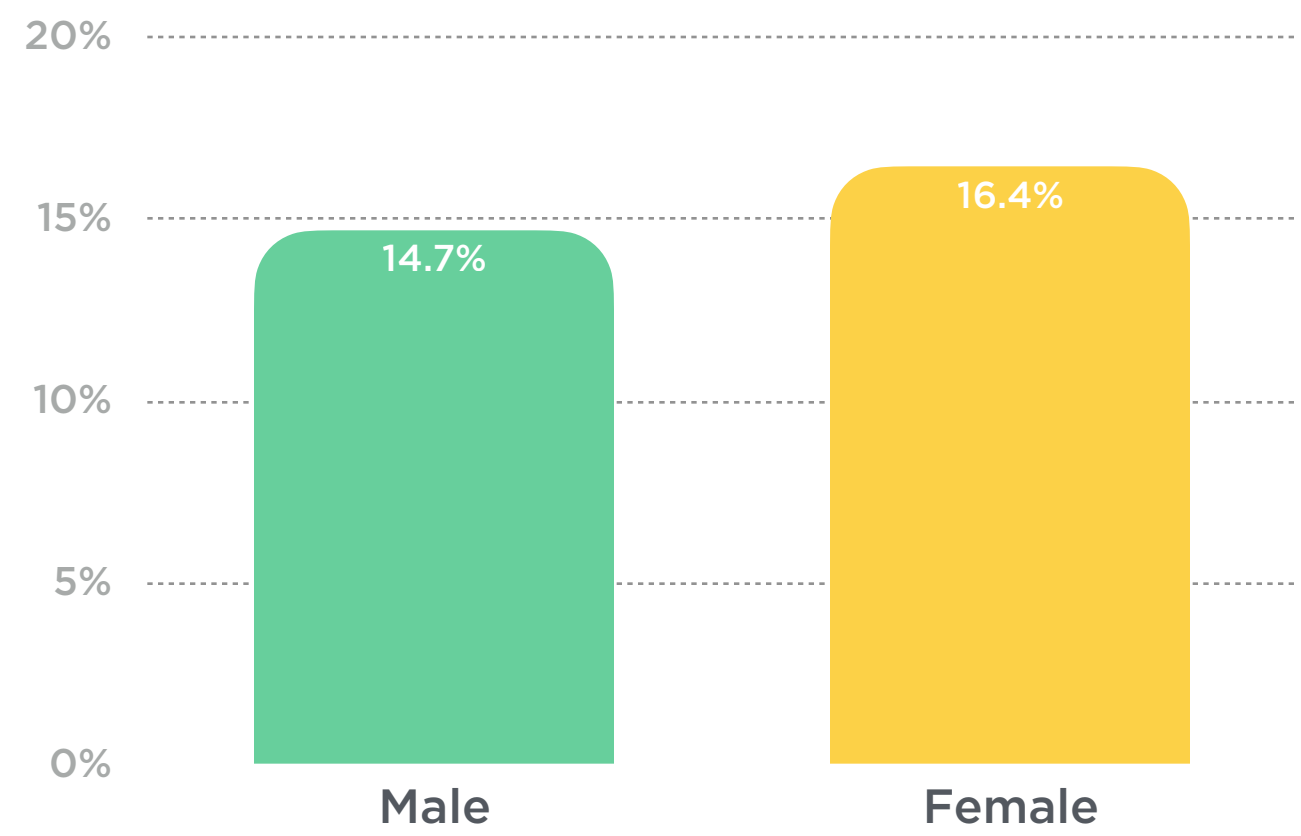
27.1%	West South Central
24.3%	Mid-Atlantic
24.2%	West North Central
21.8%	East South Central
18.2%	South Atlantic
17.8%	Pacific
15.7%	Mountain
14.9%	East North Central
13.3%	New England



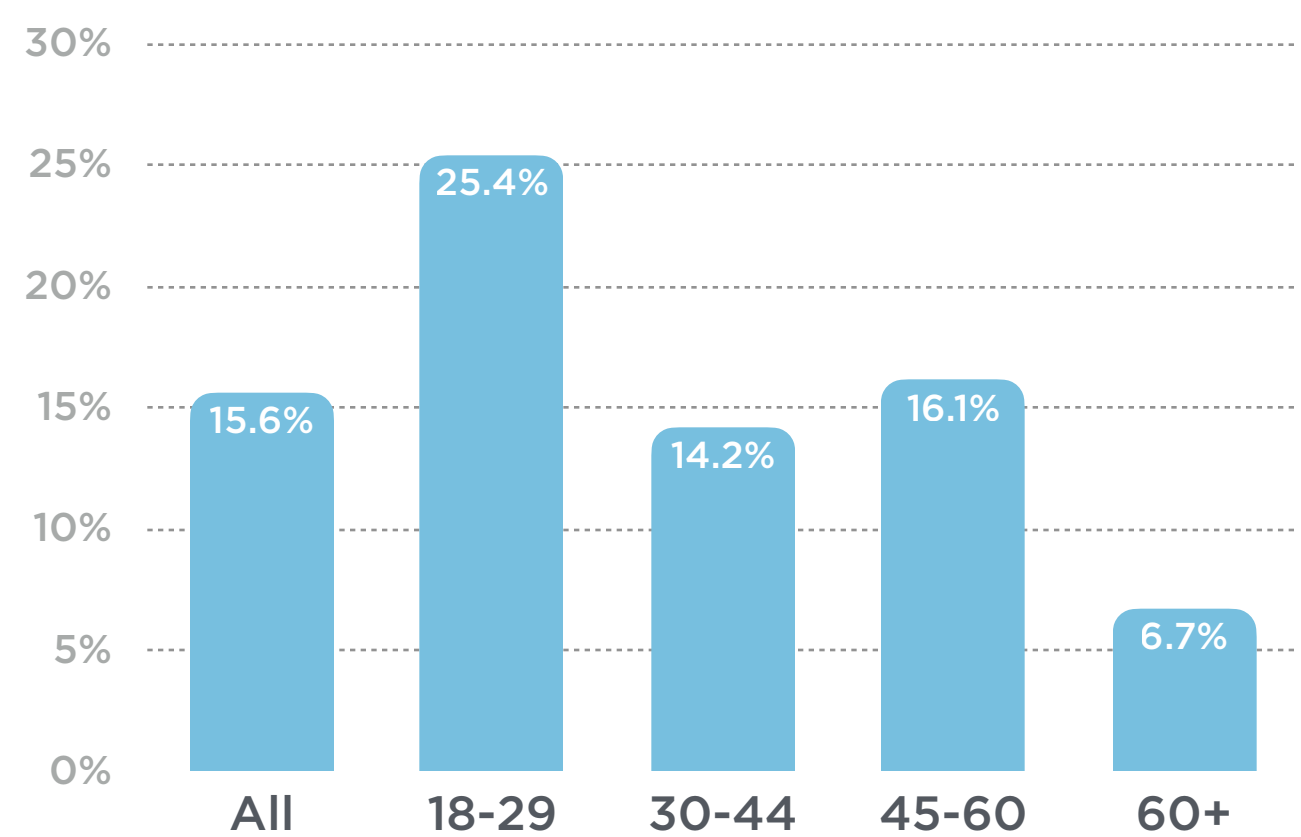
⌵ FILTER APPLIED

Those who do not already consider themselves influencers.

BY GENDER



BY AGE GROUP



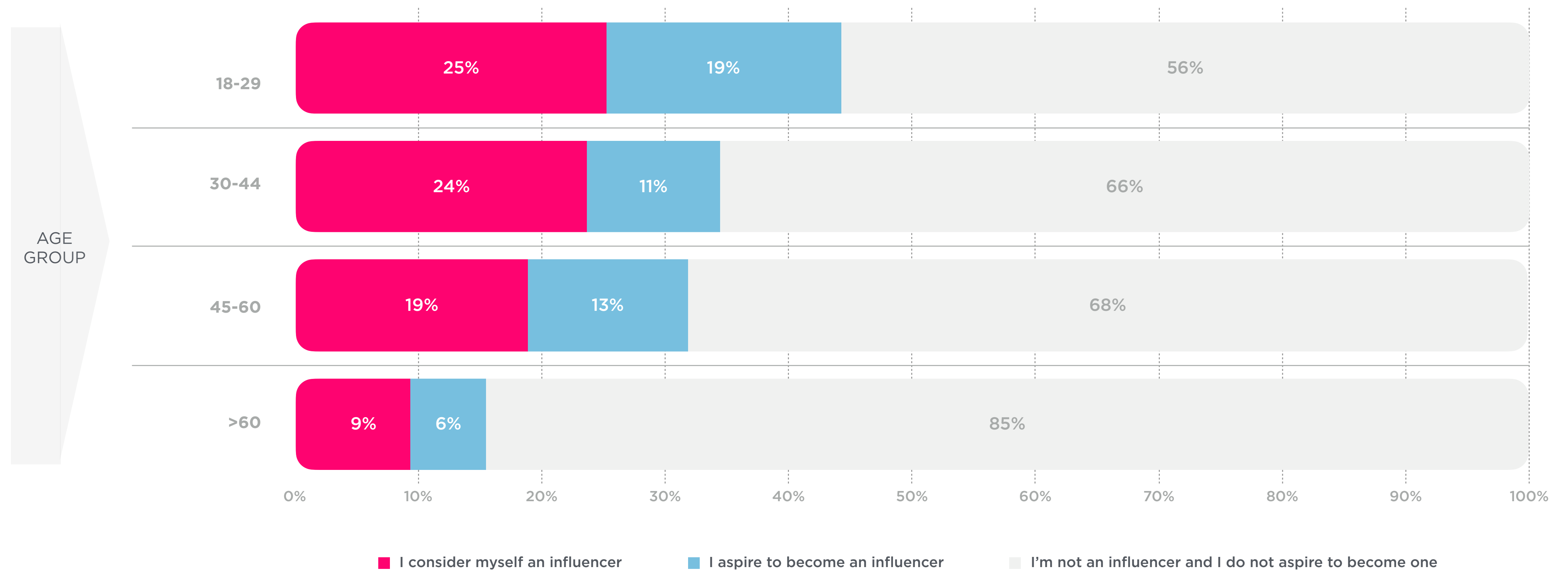
16%

OF RESPONDENTS THAT ARE NOT INFLUENCERS

aspire to become social media influencers.

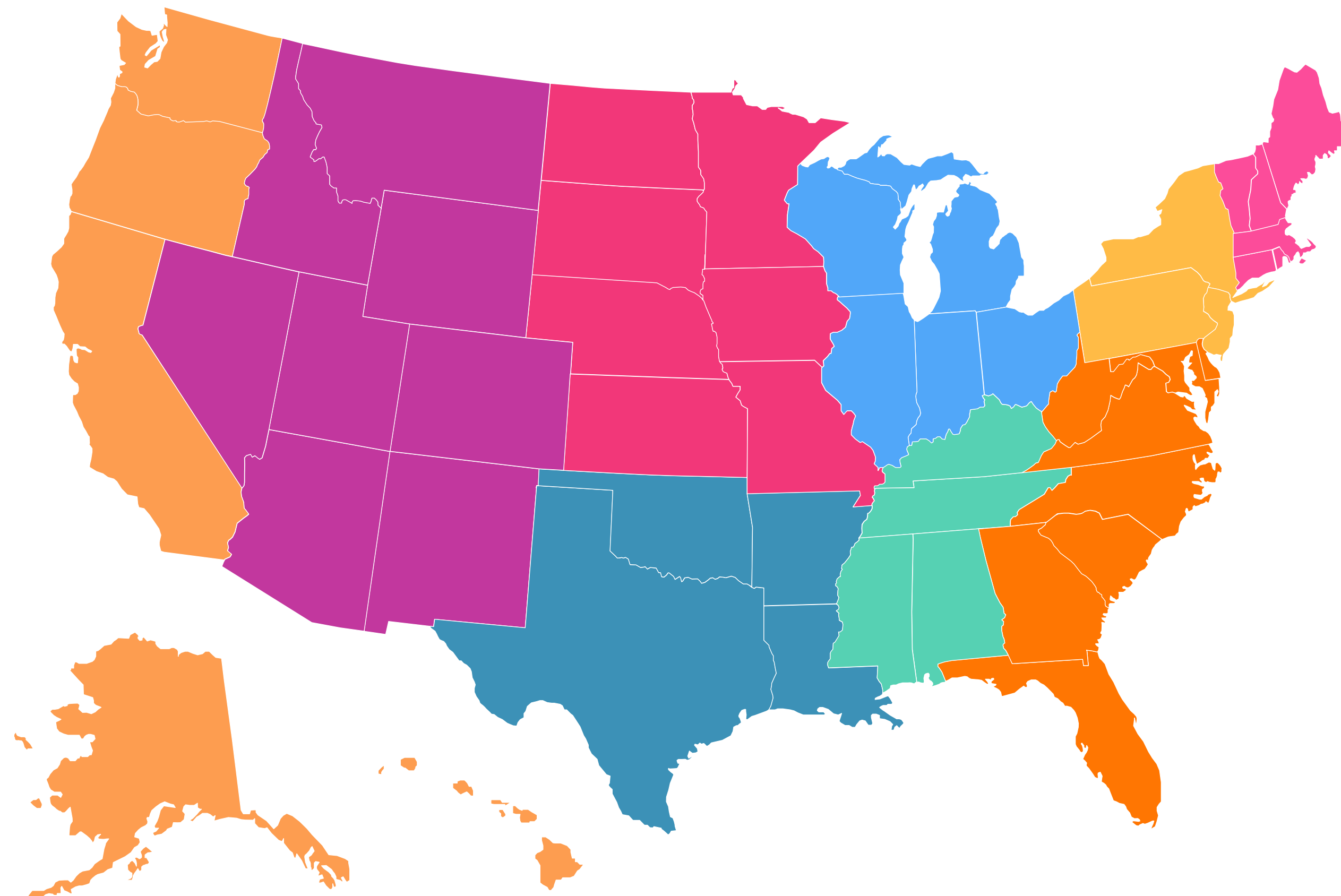
The influencer sphere is growing. 44% of those ages 18-29 are currently social media influencers or aspire to become one.

IZEA INSIGHT



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

Although in neighboring regions, those living in the Mid-Atlantic and New England have very different viewpoints on becoming influencers.



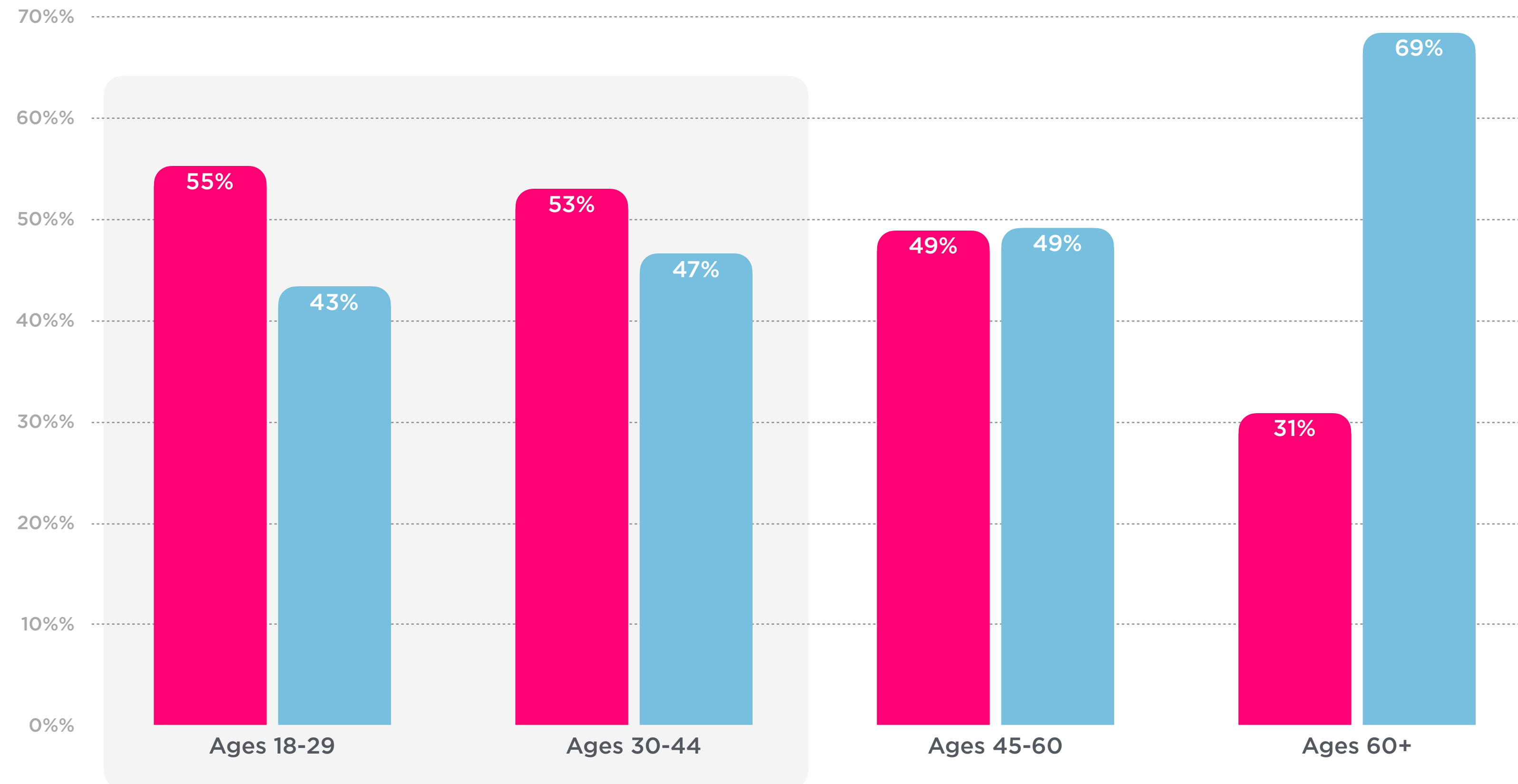
A: "Yes."

4.7x
More Likely

24.1%	Mid-Atlantic
19.8%	South Atlantic
15.1%	West South Central
14.7%	Pacific
14.0%	East South Central
13.9%	East North Central
12.0%	West North Central
11.4%	Mountain
5.1%	New England

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

1% of respondents said they were already working full-time as social media influencers.

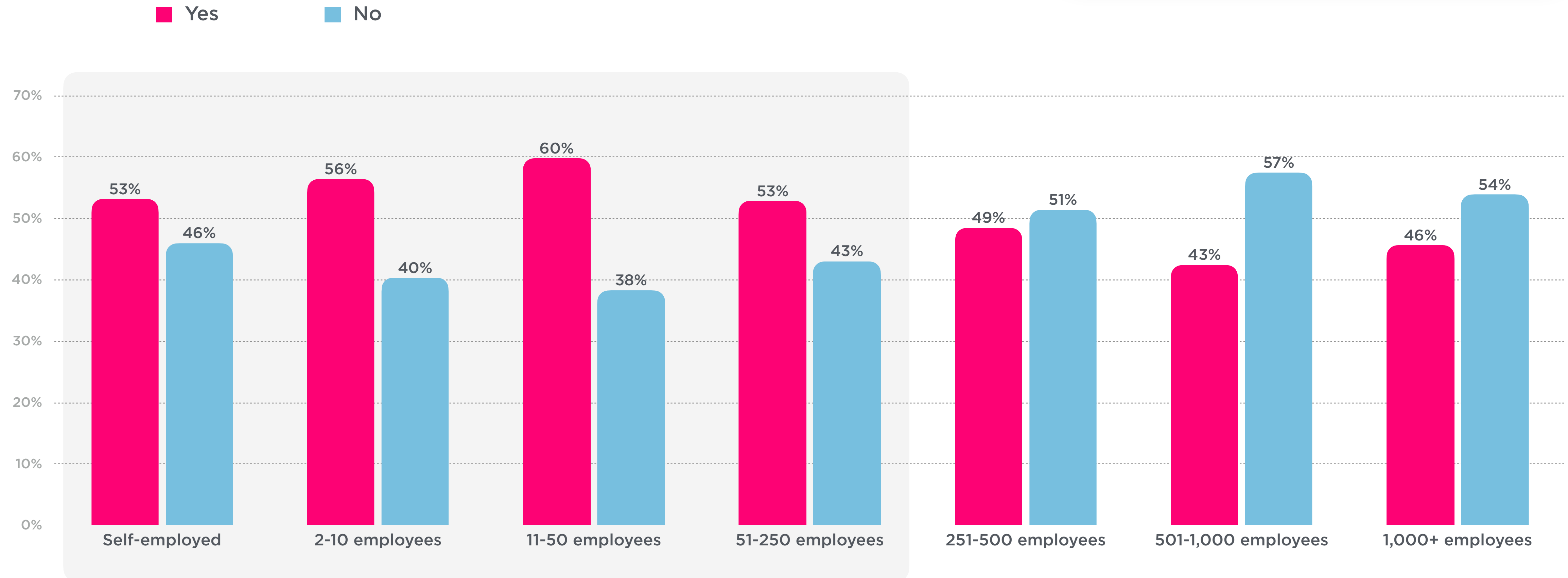


■ Yes ■ No

More than half of those under the age of 45 would quit their jobs to become a full time social media influencer.

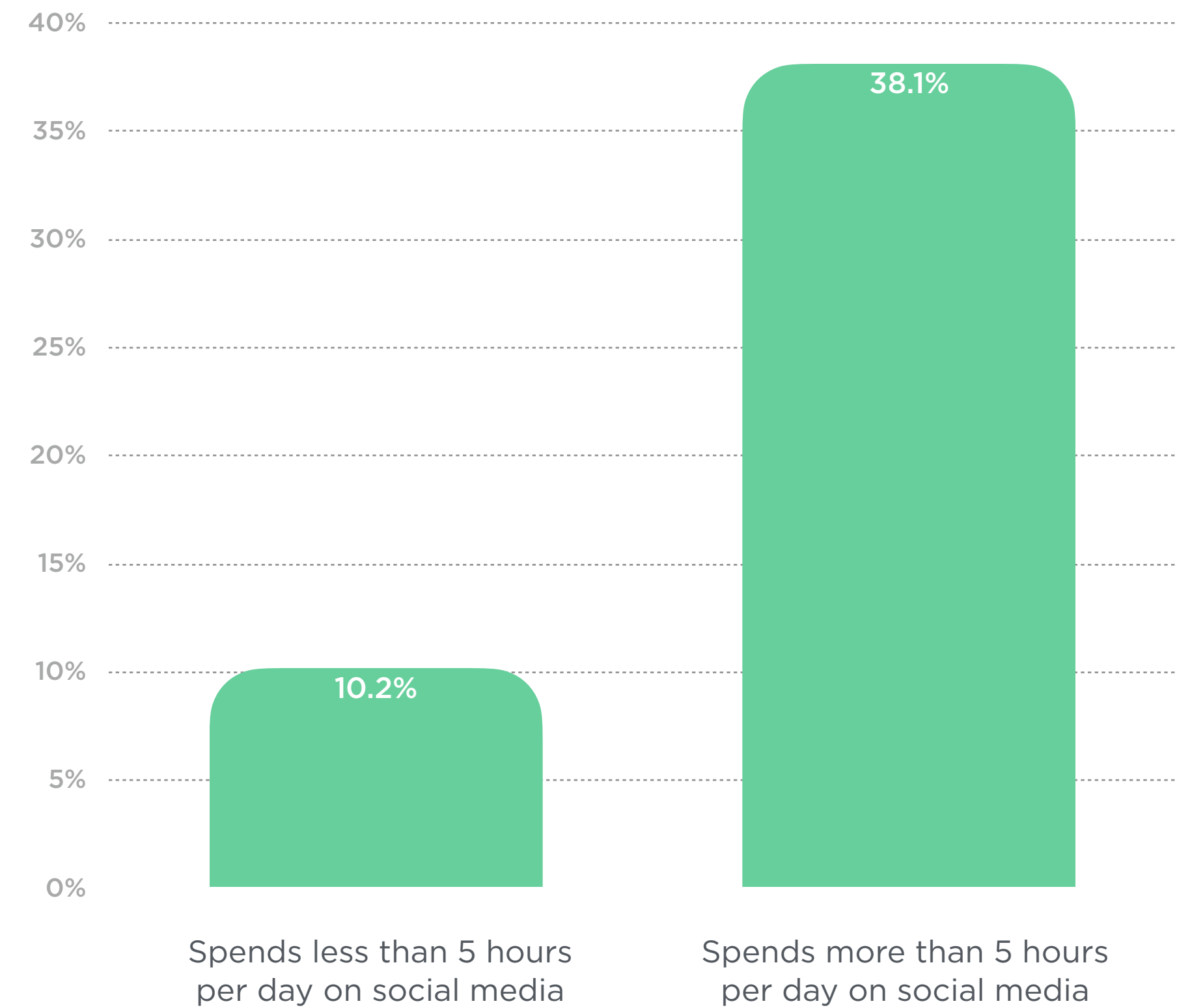
Q: If you could quit your job and make a living as a social media influencer, would you?

Those working at **companies with less than 250 people** are more likely to quit their job to become a full-time influencer.



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

A: “Yes.”



IZEA INSIGHT

The average respondent uses social media **4.7 hours per day.**

Those that spend more than 5 hours per day on social media are 3.7 times more likely to be compensated by brands to post influencer content on their channels.

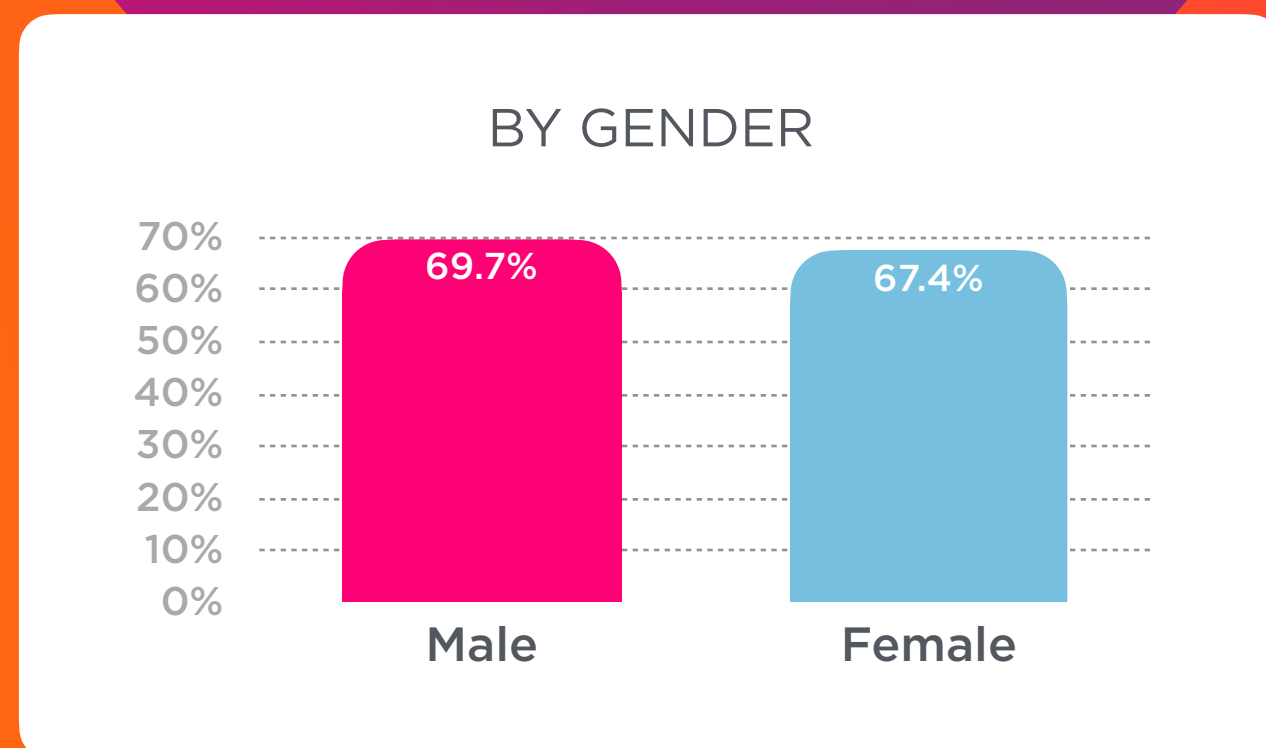
🔽 FILTER APPLIED

Those that have not been compensated by brands to post on social media.

68%

OF RESPONDENTS THAT HAVE NOT RECEIVED COMPENSATION TO POST

say **they would** accept payment or products to post on social media.



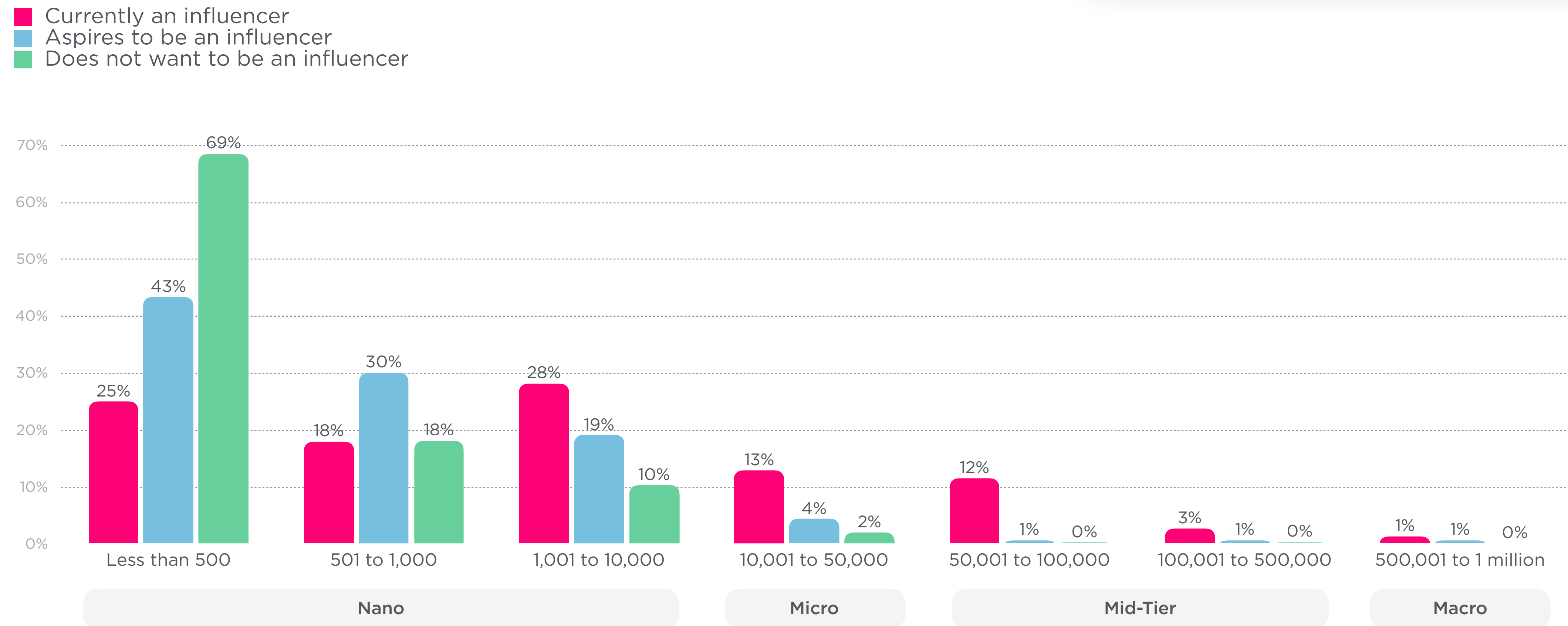
Q: Would you ever accept payment (or receive free items) from a brand to make a social media post?

RESPONSES BY AGE GROUP

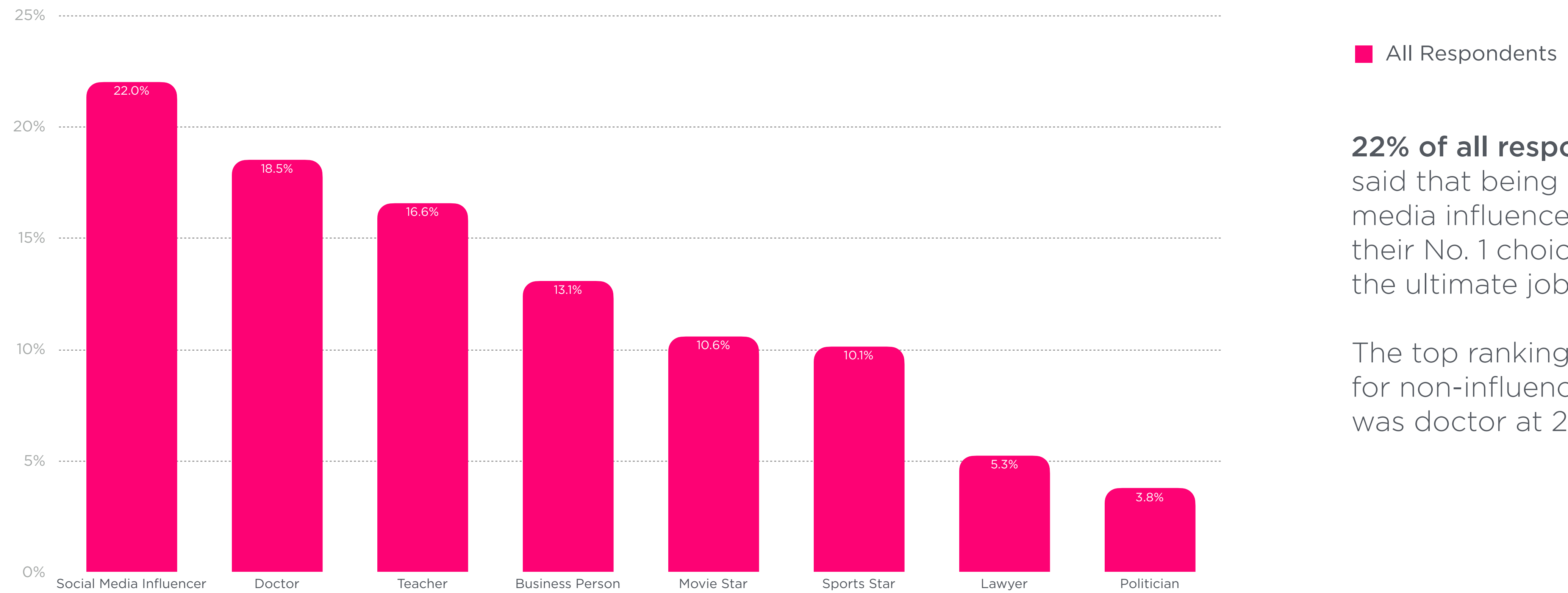
		RESPONSES BY AGE GROUP				
		All	18-29	30-44	45-60	>60
	Yes	68.4%	71.2%	74.8%	69.4%	54.9%
	No	31.6%	28.8%	25.2%	30.6%	45.1%

Q: How many people follow you on social media?

Smaller reach, mighty impact: **83% of influencers** surveyed are nano- or micro-influencers.



Q: If you could have the ultimate job out of these professions, which would be your No. 1 pick?



22% of all respondents said that being a social media influencer was their No. 1 choice for the ultimate job.

The top ranking choice for non-influencers was doctor at 20.2%.



For additional research visit:

izea.com/resources

