



US EDITION



IZEA INSIGHTS SPECIAL REPORT

# U.S. Influencer Aspirations

July 2024



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## BACKGROUND

For the third consecutive year, we surveyed over 1,200 U.S.-based consumers to help understand who considers themselves influencers, who aspires to become influencers, 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 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

U.S. SOCIAL MEDIA USERS

United States

GEOGRAPHY

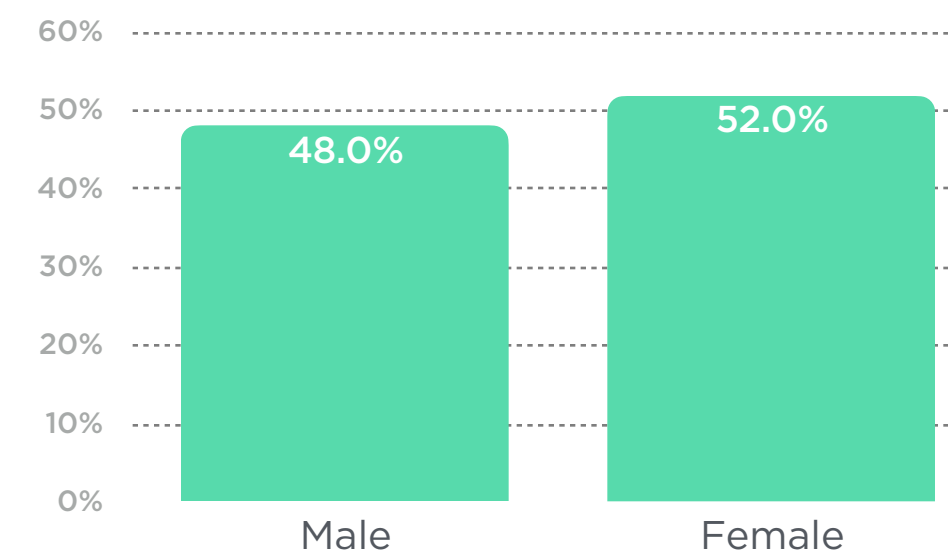
12/27/23  
TO  
12/28/23

DATA GATHERED

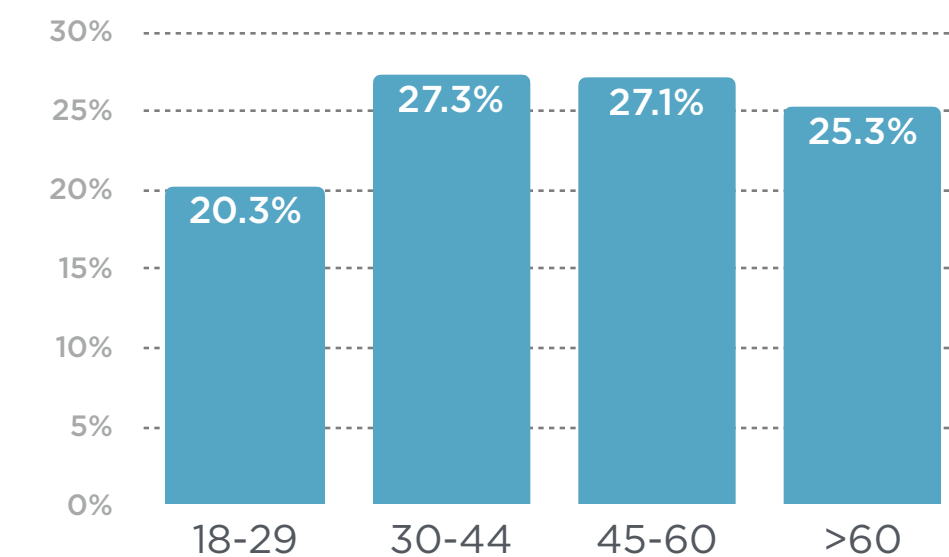
## 1,217 Respondents

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

### SEX



### AGE





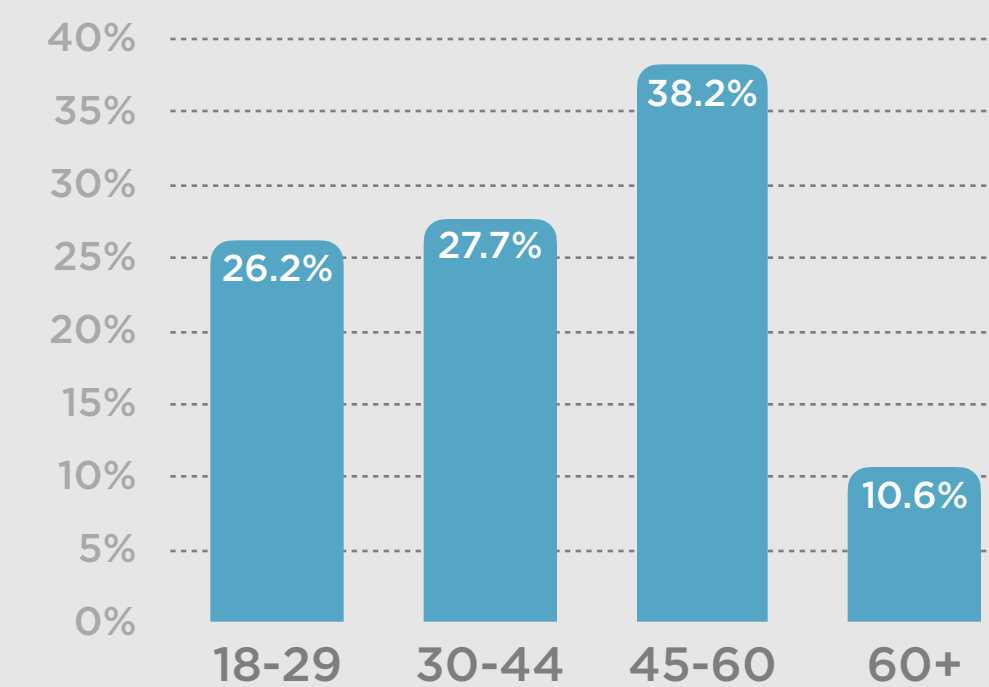
# 26%

OF SOCIAL MEDIA USERS

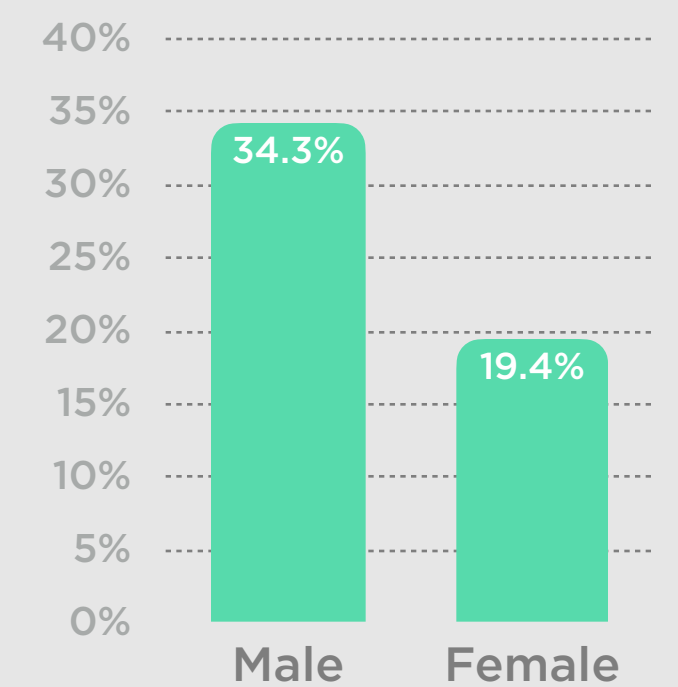
consider themselves  
to be **influencers.**

**Q:** Do you consider yourself a social media influencer?

“Yes” by Age Group



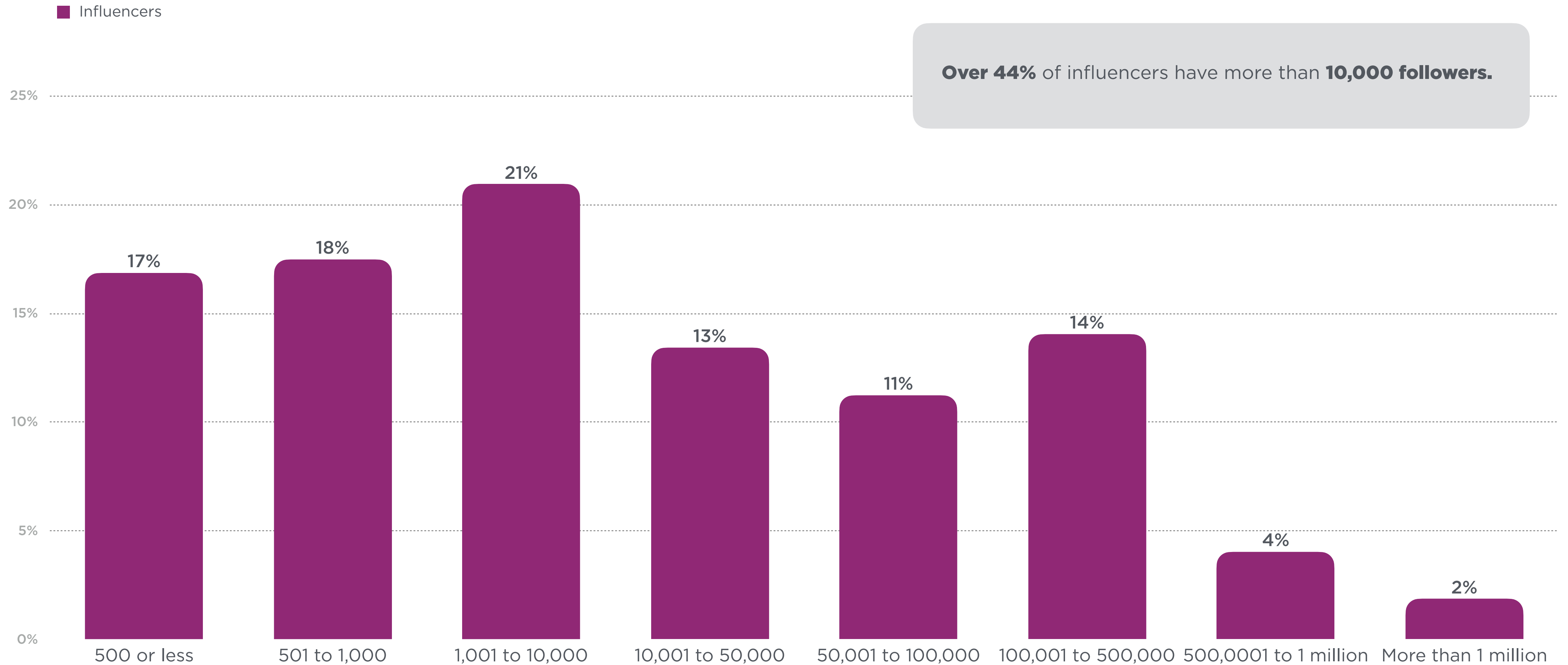
“Yes” by Sex



# INFLUENCER FOLLOWINGS



Q: How many people follow you on social media?





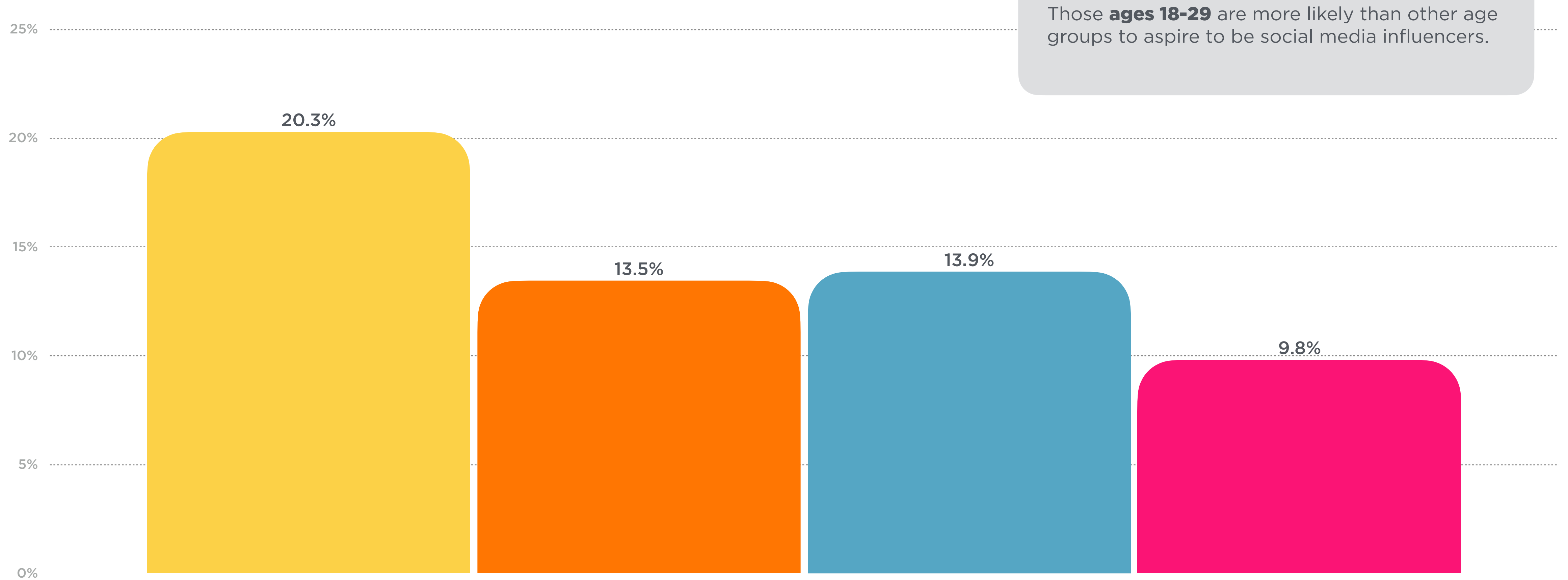
# INFLUENCER ASPIRATIONS BY AGE



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

A: "YES"

18-29 30-44 45-60 > 60



Those **ages 18-29** are more likely than other age groups to aspire to be social media influencers.



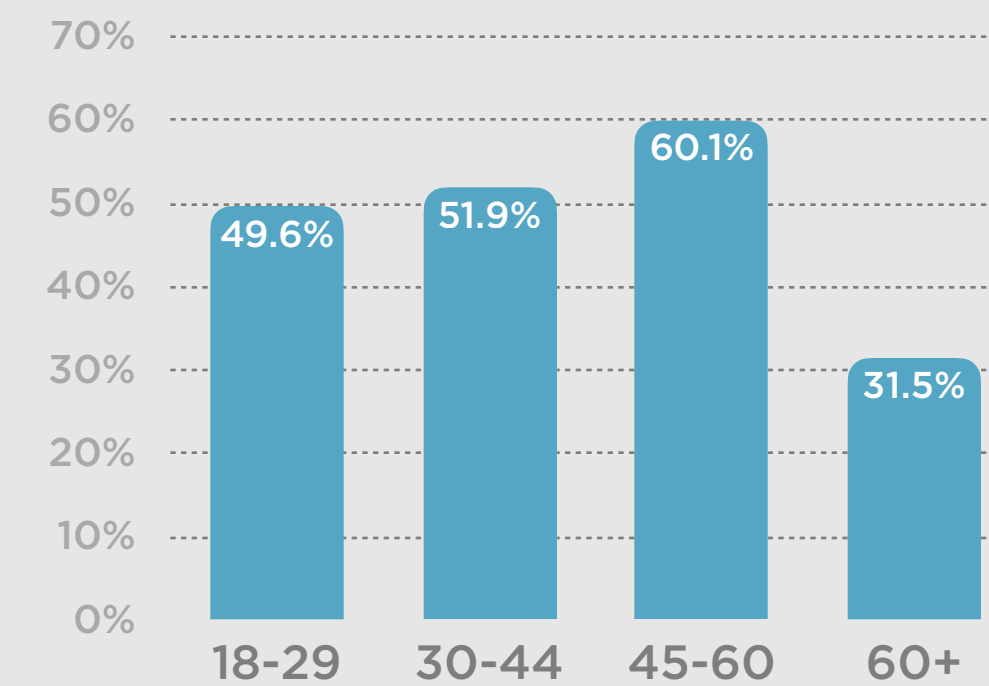
# 54%

OF RESPONDENTS AGES 18-60

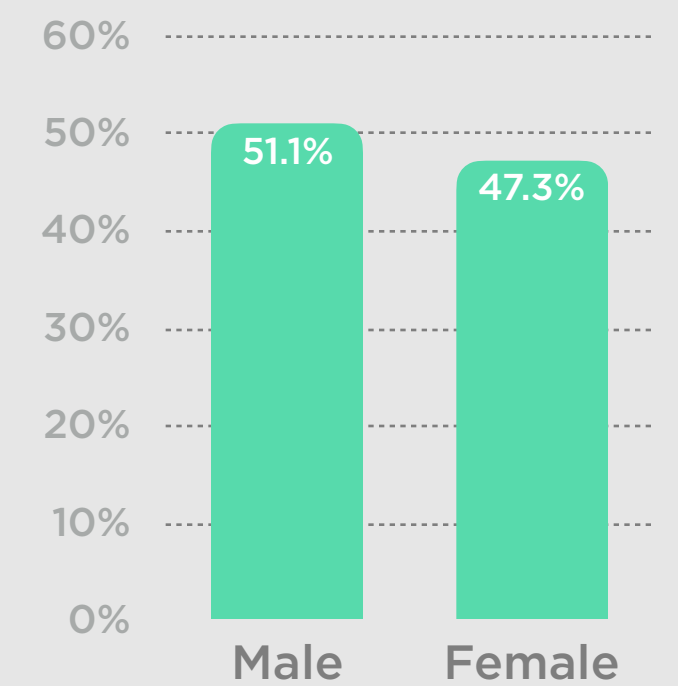
**would quit their job** to make a living as a social media influencer.

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

“Yes” by Age Group



“Yes” by Sex





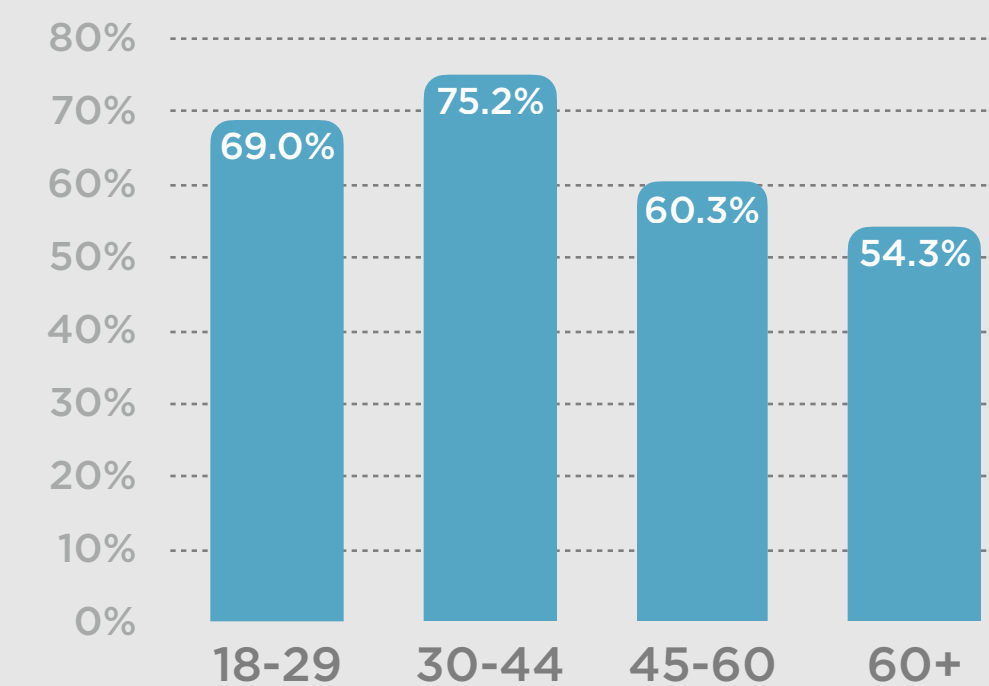
# 64%

OF SOCIAL MEDIA USERS

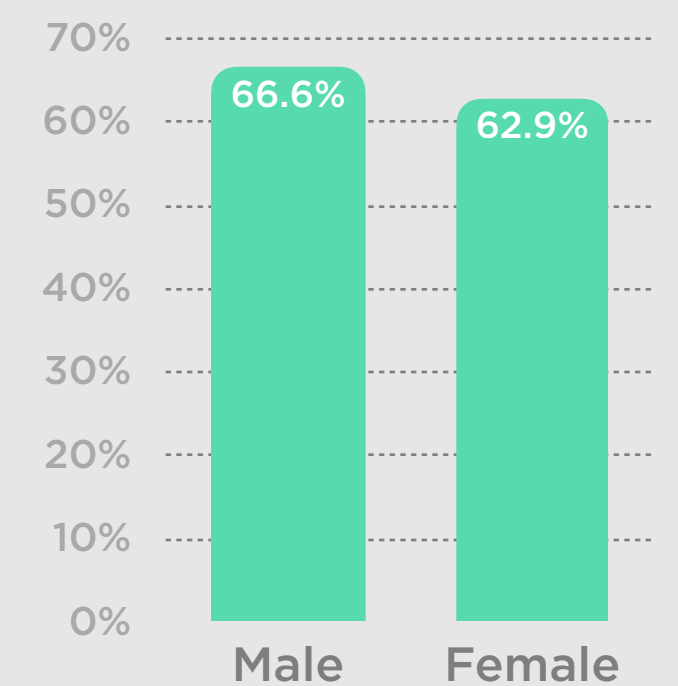
would accept payment from brands to promote their products on their social media channels.

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

“Yes” by Age Group



“Yes” by Sex



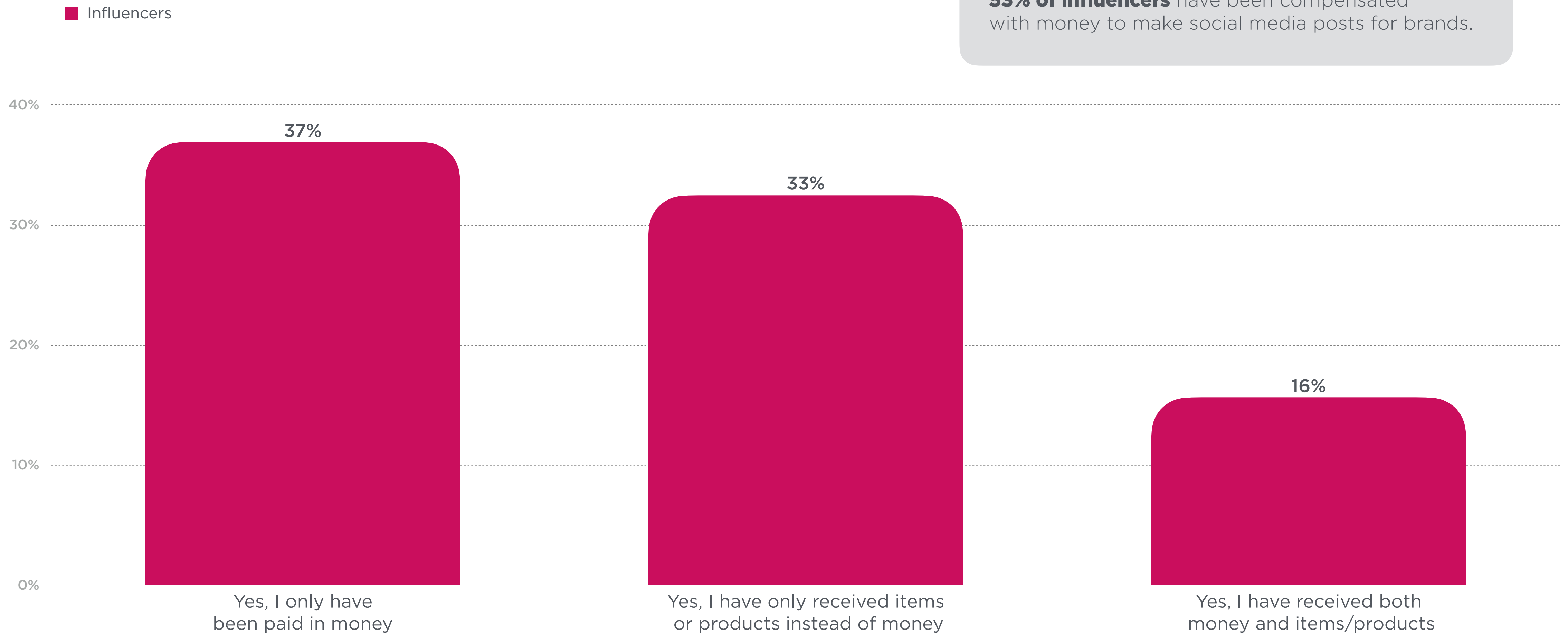


# INFLUENCER COMPENSATION



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

**53% of influencers** have been compensated with money to make social media posts for brands.



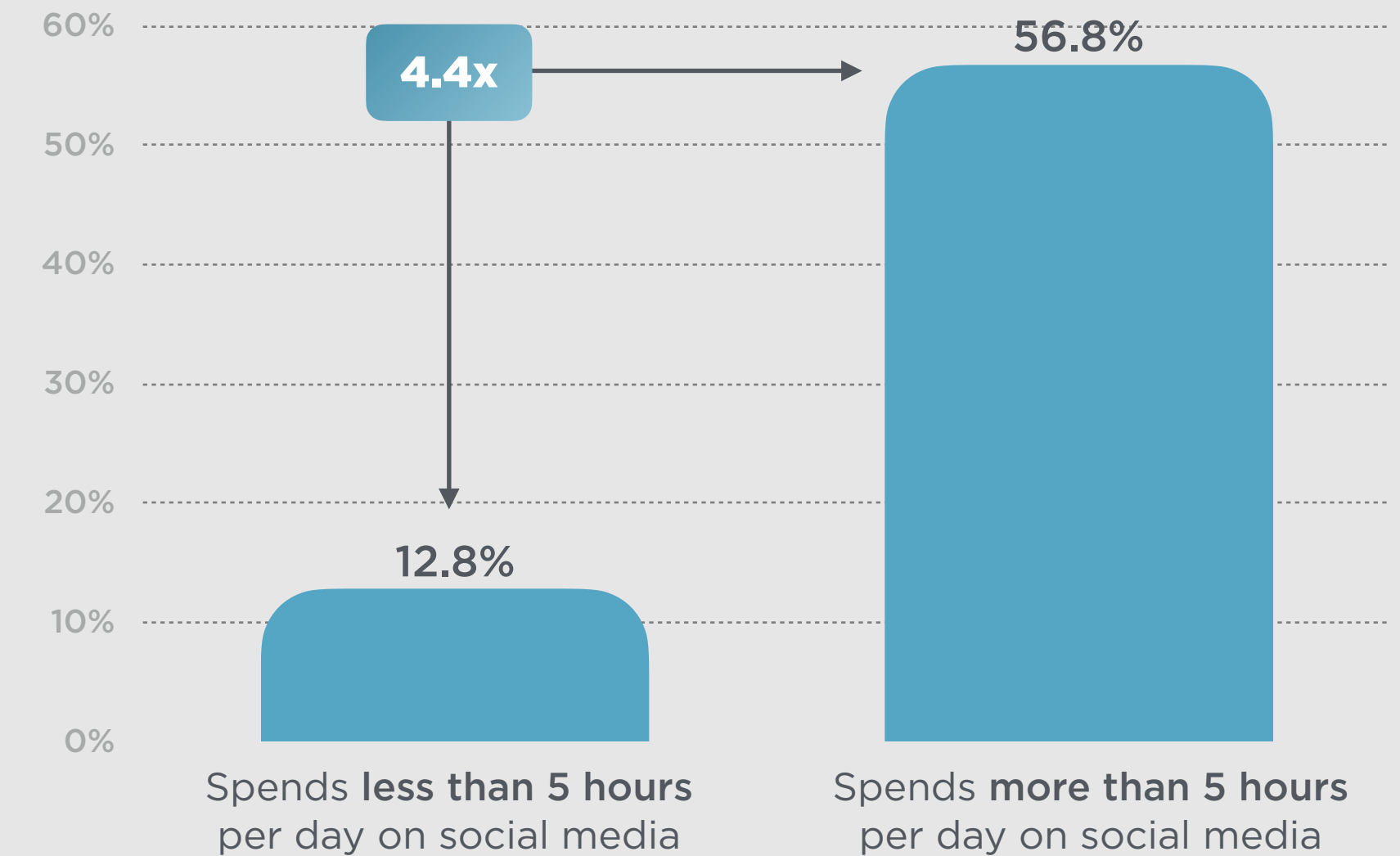


# PUT IN THE WORK. GET PAID.

Those who spend more than **5 hours per day** on social media are **4.4 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"

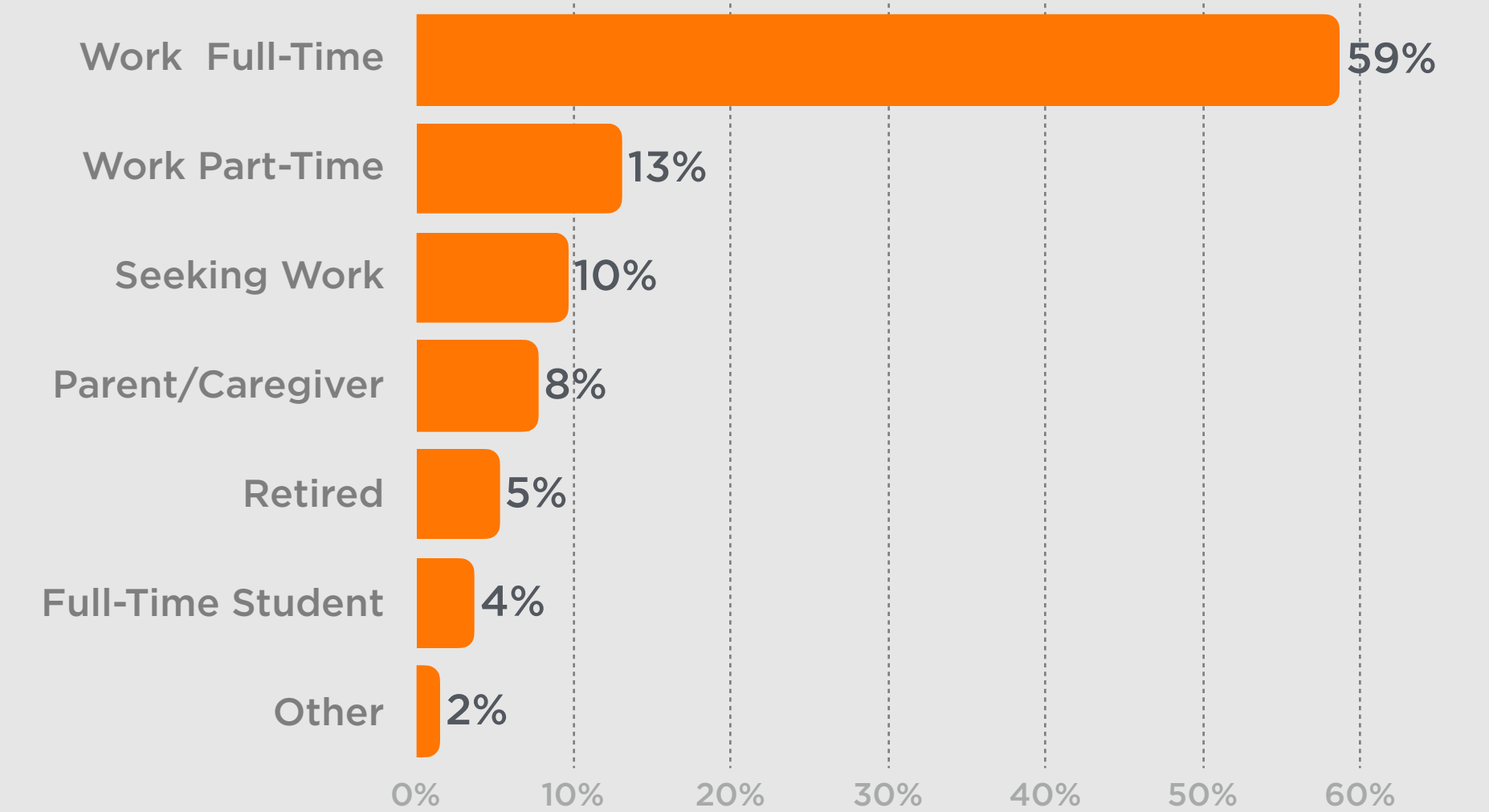


# 59%

OF INFLUENCERS SURVEYED

say they work full-time.

Q: What best describes your employment status?



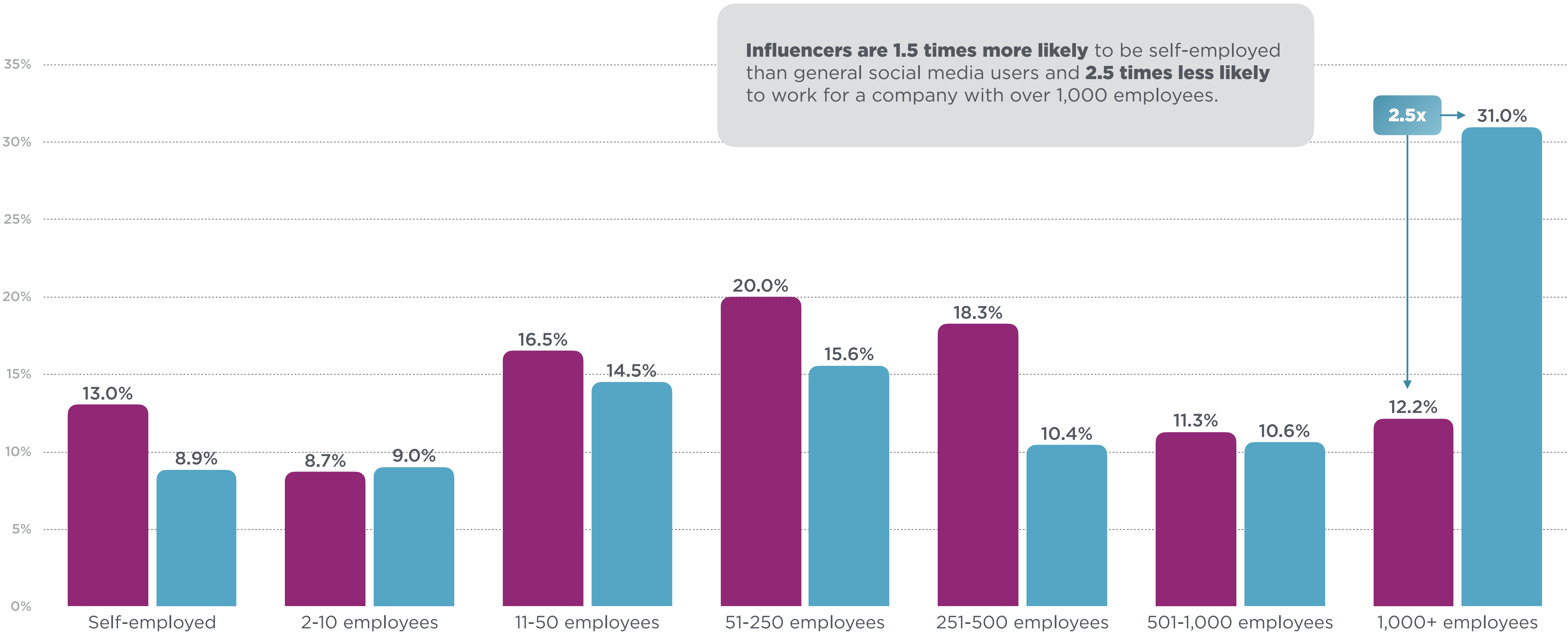


# COMPANY SIZE COMPARISON



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

■ Influencers ■ General Social Media Users



# INFLUENCER INCOME

Q: What is your household income?



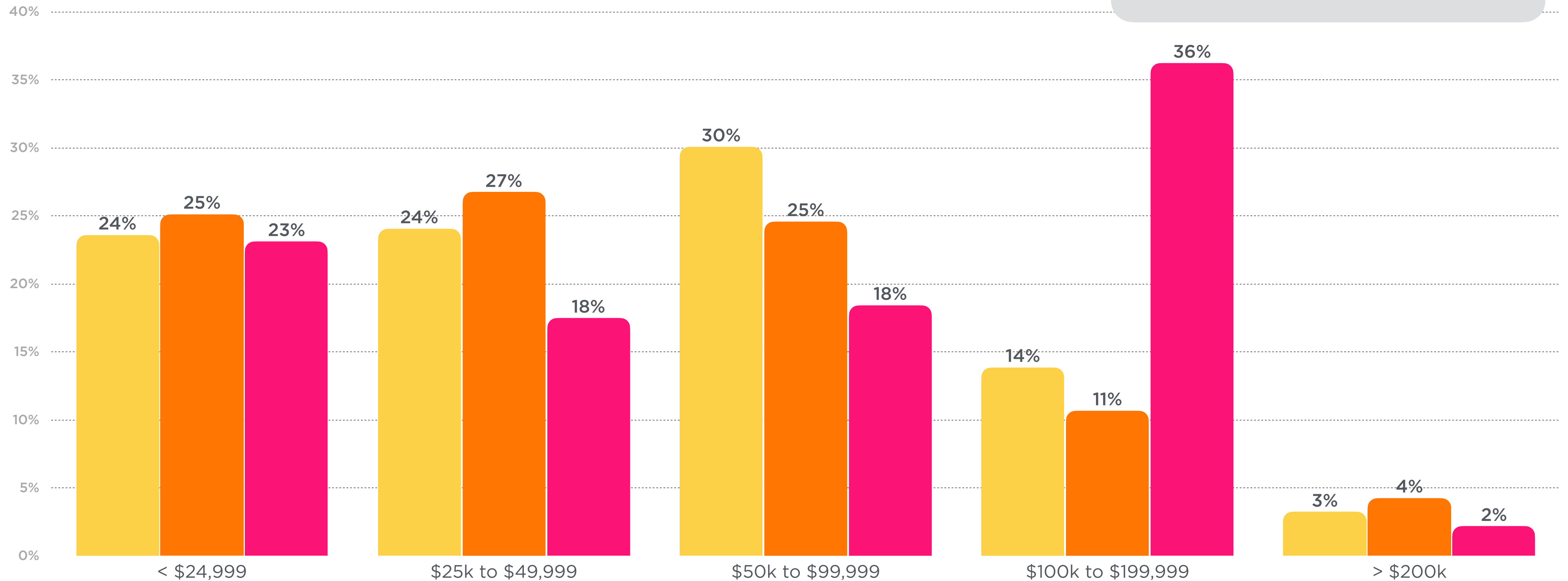
INFLUENCERS

2021

2022

2023

Over **38% of influencers** surveyed have a household income of **over 100k** a year, a 2.5 times jump from the year prior.

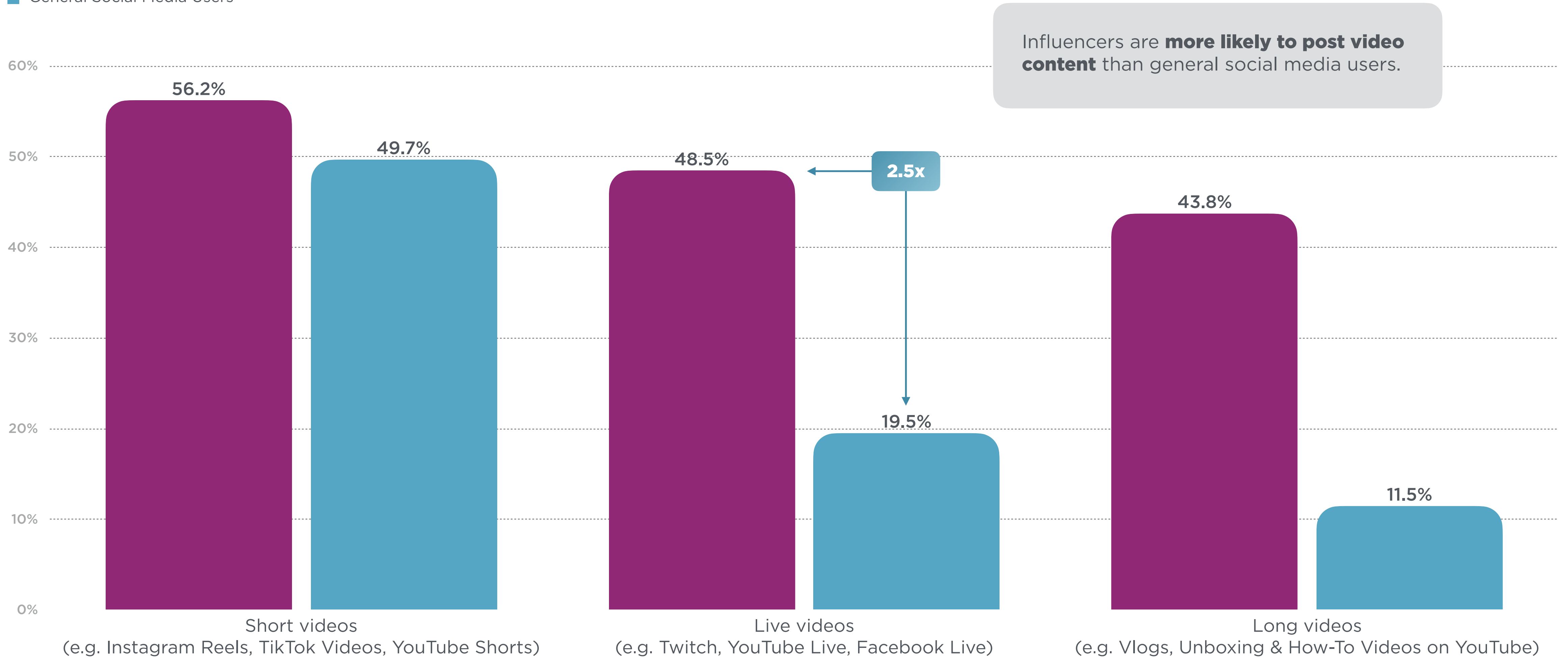


# THE RISE OF VIDEO CONTENT



Q: Which of the following content types do you create to post on social media?

■ Influencers  
■ General Social Media Users

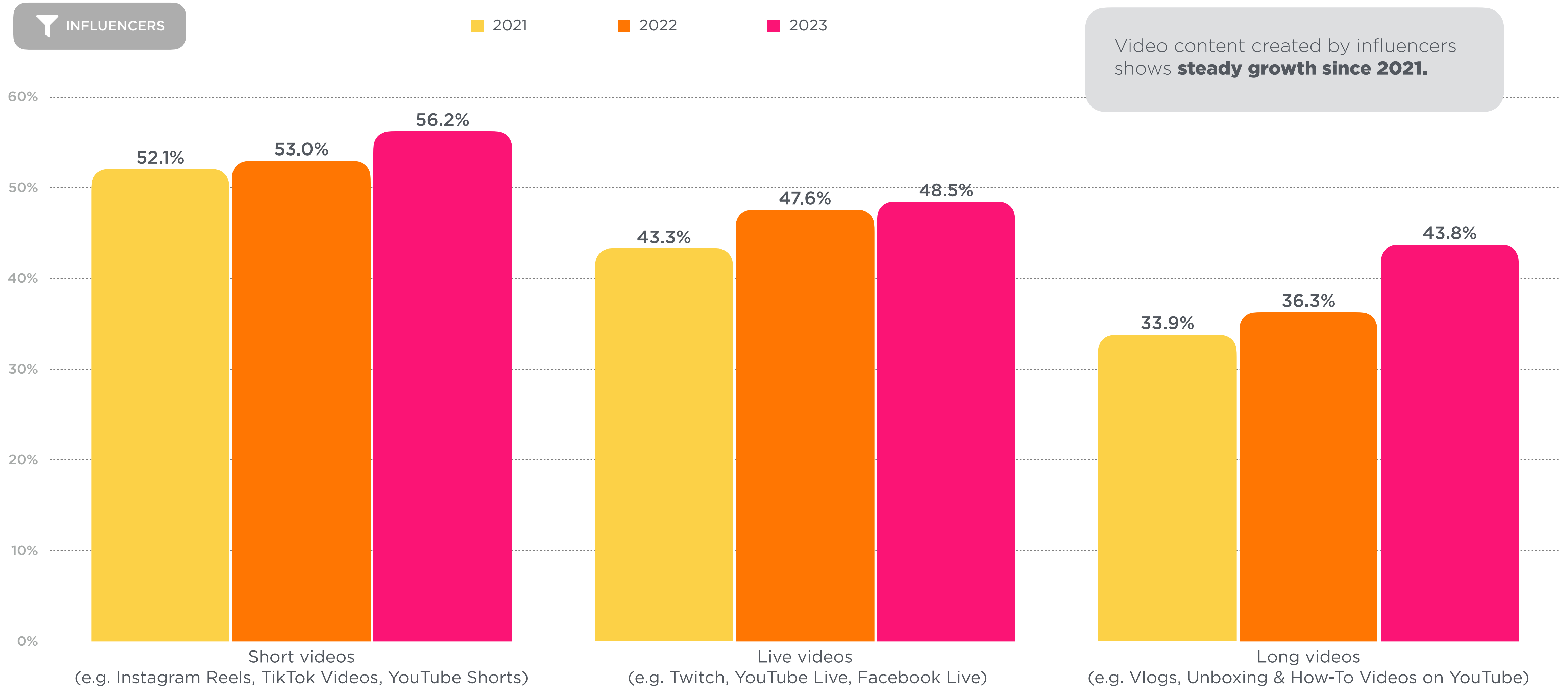




# THE RISE OF VIDEO CONTENT



Q: Which of the following content types do you create to post on social media?





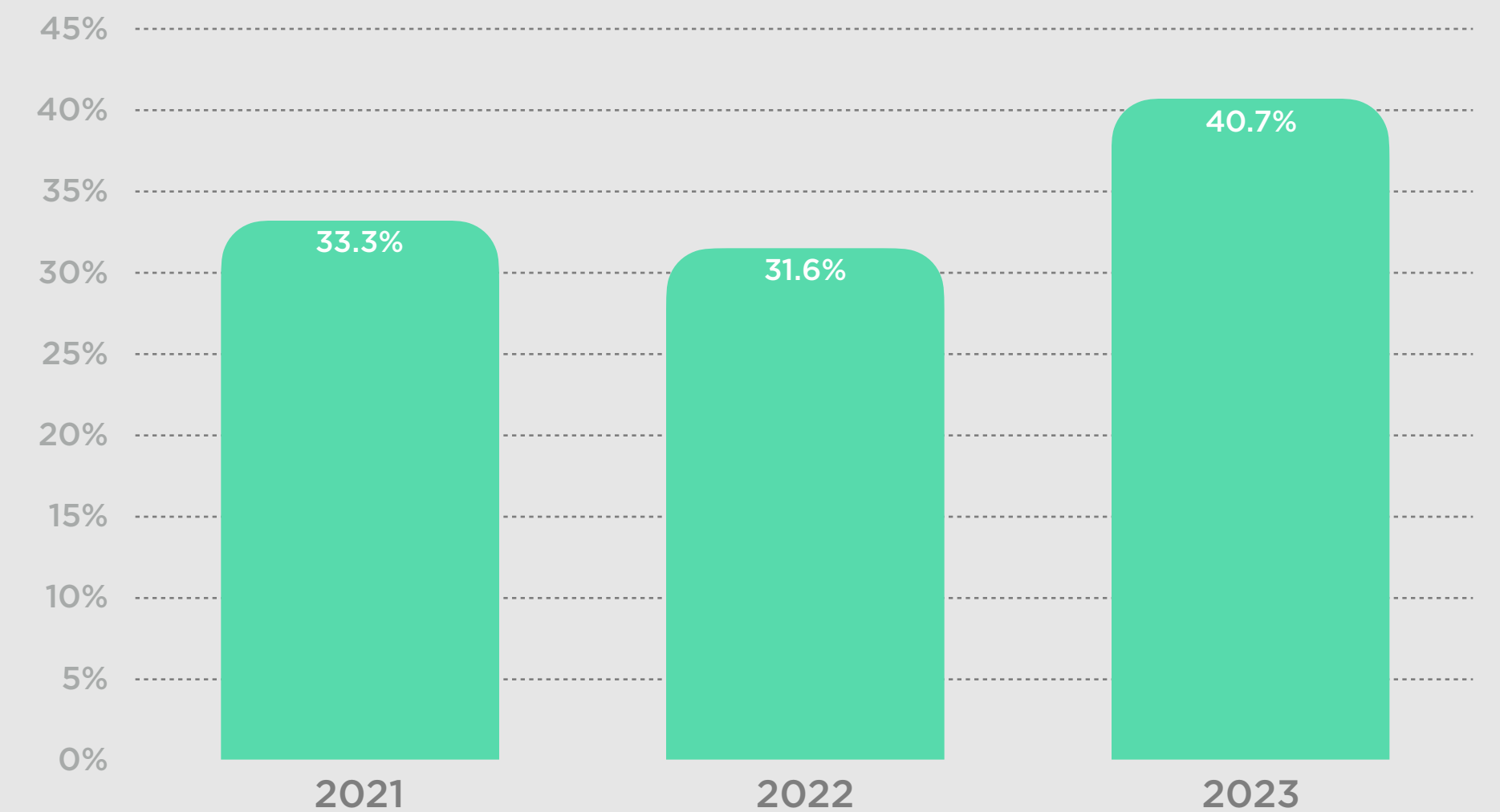
# 41%

OF SOCIAL MEDIA USERS

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



Q: Do you personally know someone who makes money as an influencer?





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