



IZEA INSIGHTS SPECIAL REPORT

# Influencers & The 2024 Election

August 2024



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## BACKGROUND

We surveyed over 2,000 U.S. social media users to explore how social media influences political engagement, the role of influencers in shaping political opinions, and the overall impact of social media on political discourse and sentiment.

## 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 and political campaigns.
- Help all parties understand how the growing creator ecosystem is introducing a wide range of voices who can impact political sentiment.





# SAMPLE POPULATION

U.S. SOCIAL MEDIA USERS

United States

GEOGRAPHY

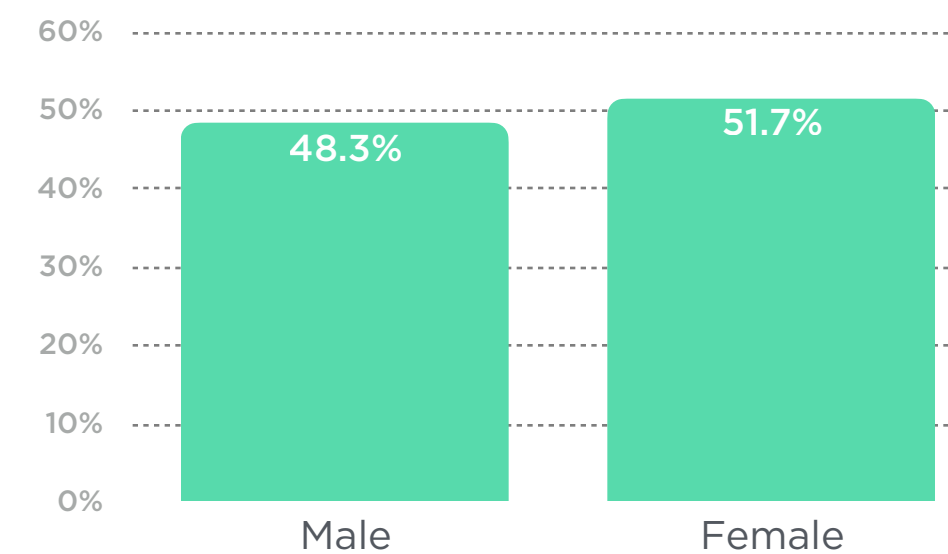
07/31/24  
TO  
08/09/24

DATA GATHERED

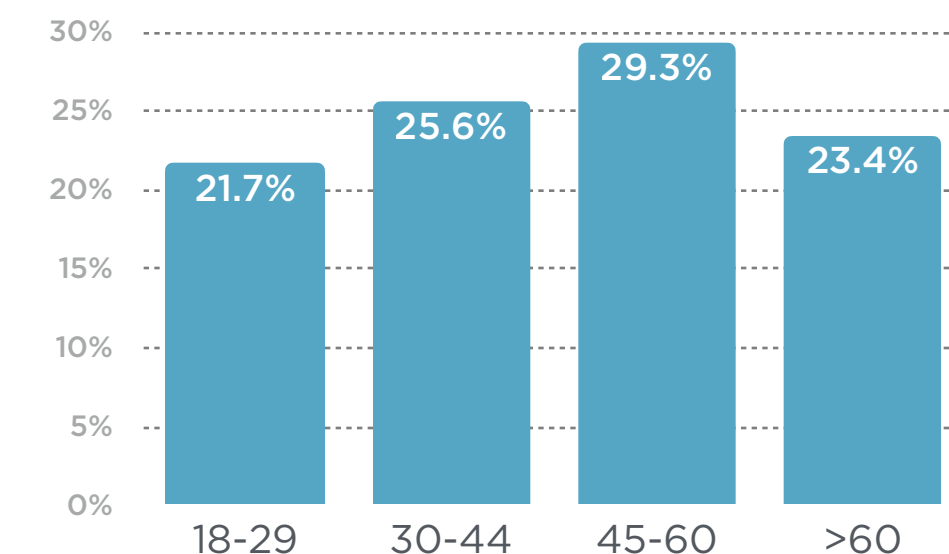
## 2,260 Respondents

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

SEX



AGE



# STAYING POLITICALLY INFORMED

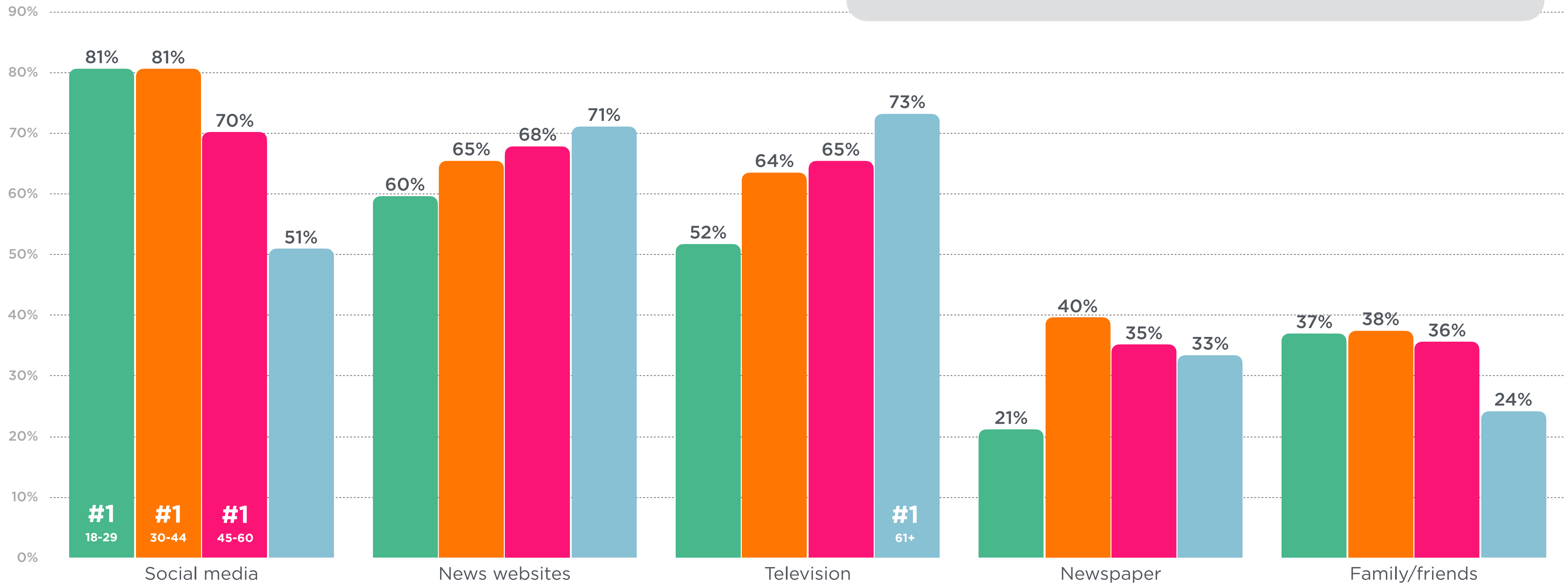


Q: How do you plan to stay informed about political developments during this year's election?

All Respondents

18-29 30-44 45-60 > 60

Social media is the top choice for staying informed about political developments among all respondents under the age of 61.



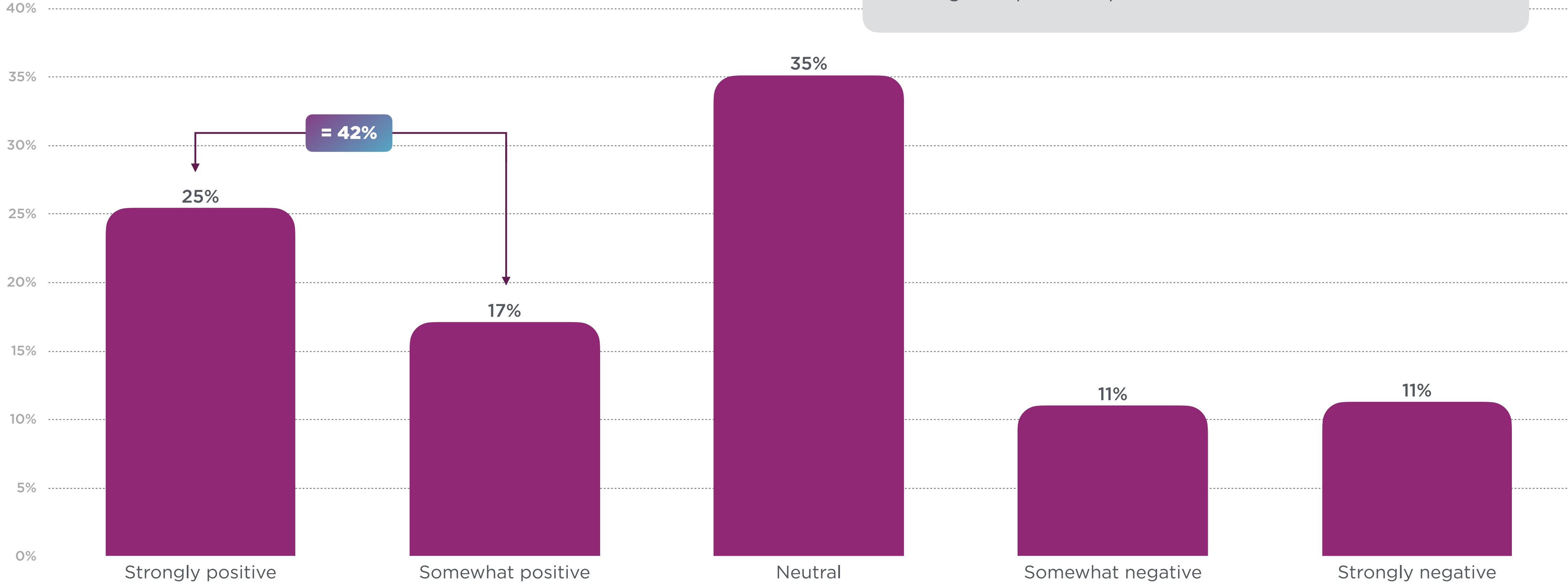
# INFLUENTIAL OPINIONS



Q: How do you feel about social media influencers sharing their political opinions online?

All Respondents

42% of respondents feel positive about social media influencers sharing their political opinions online.





# 46%

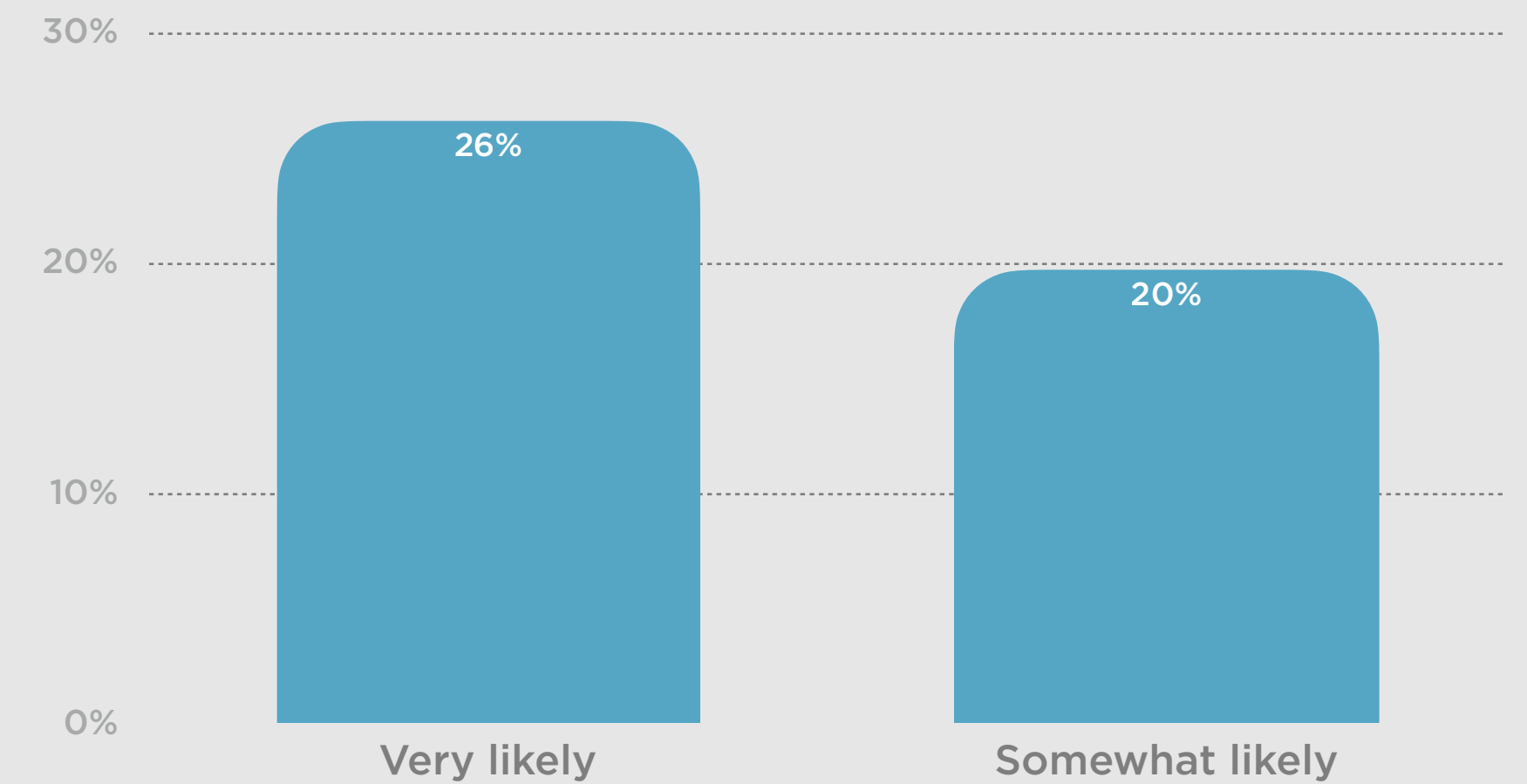
OF SOCIAL MEDIA USERS

say they think they could be **influenced** by influencers who share their political opinions online.



**Q:** Do you think you could be influenced by influencers who share their political opinions online?

▼ All Respondents

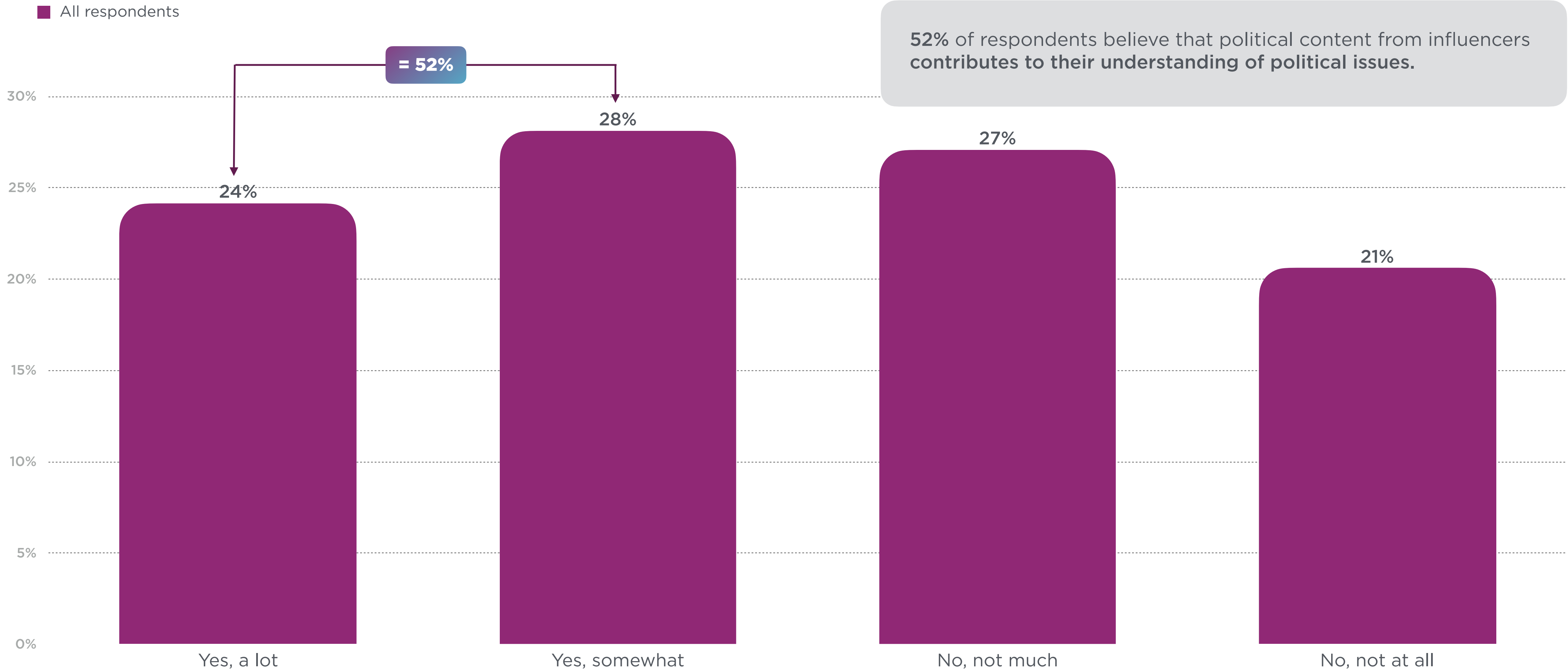




# POLITICAL UNDERSTANDING



Q: Do you think political content from influencers contributes to your understanding of political issues?





# 46%

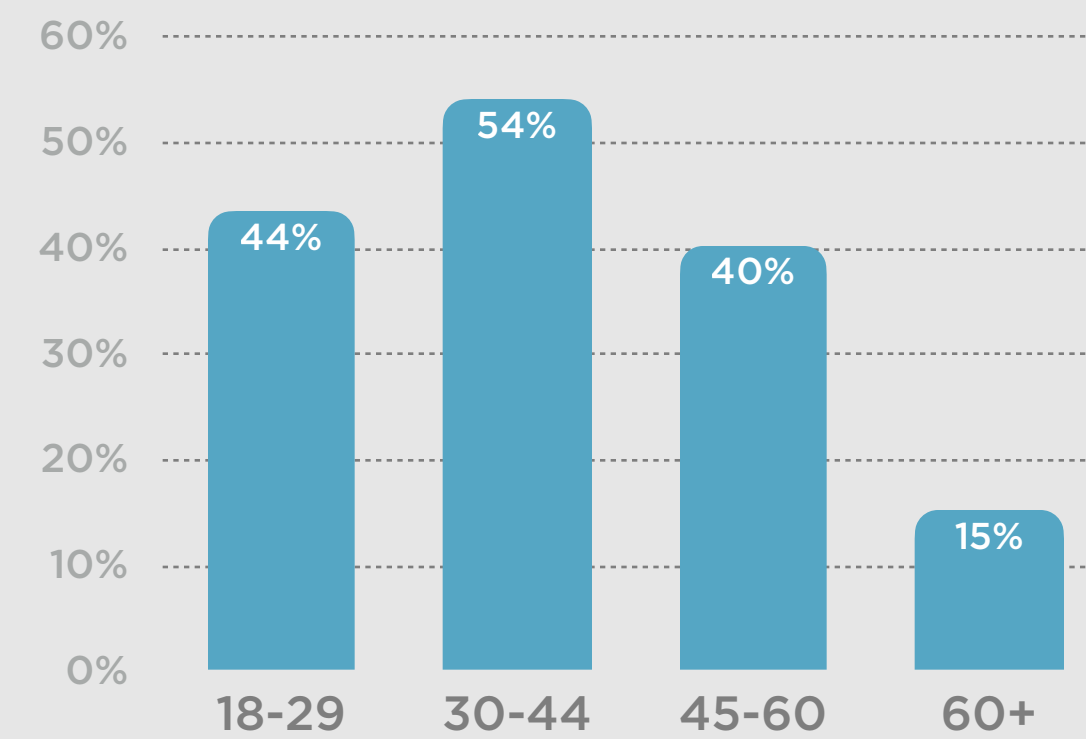
OF SOCIAL MEDIA USERS AGES 18-60

say they have **changed their political opinion** based on an influencer's content.

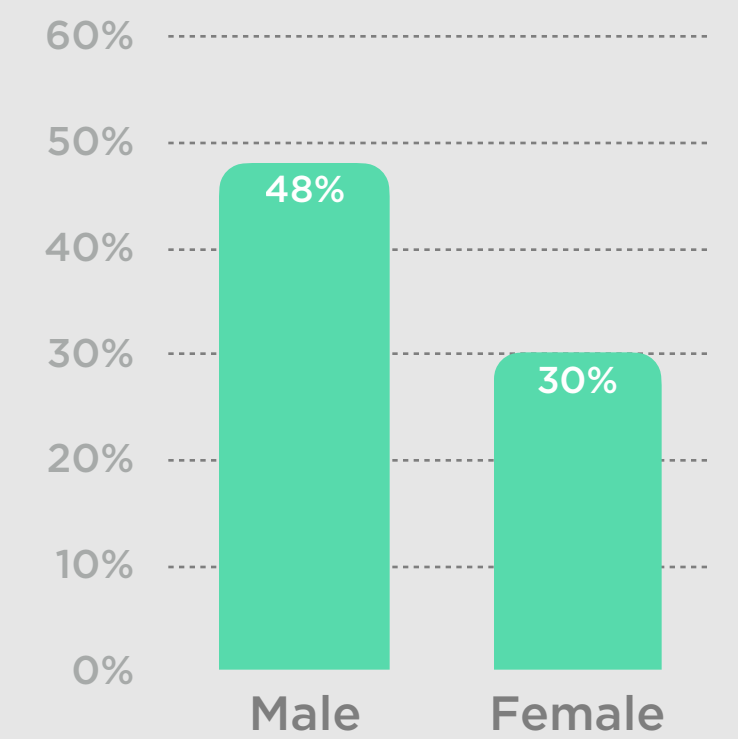
**Q:** Have you ever changed your political opinion on a topic based on an influencer's content?

All Respondents

"Yes" by Age Group



"Yes" by Sex







# 52%

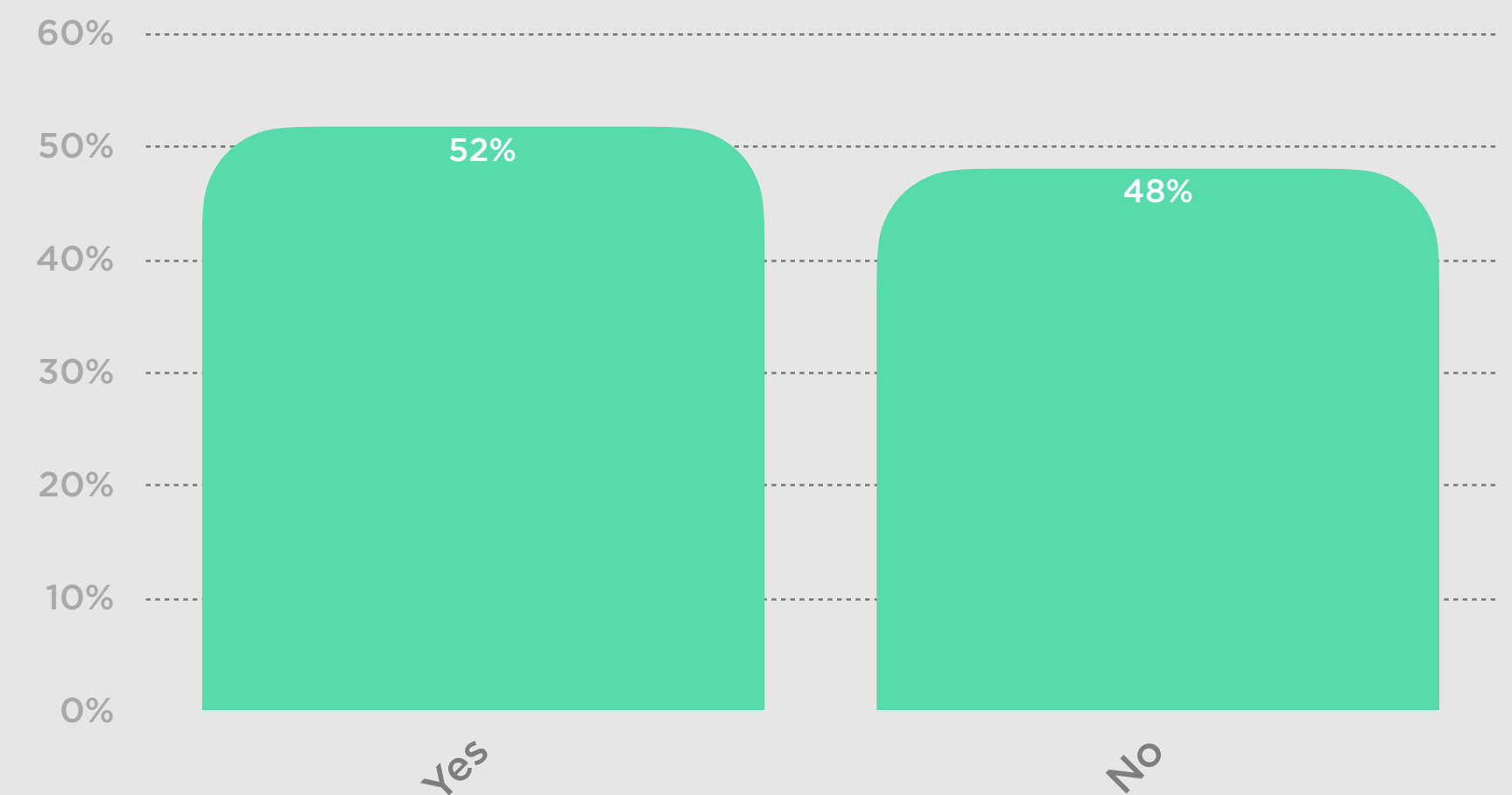
OF SOCIAL MEDIA USERS

believe that influencers have a **responsibility** to use their platforms for political advocacy.



**Q:** Do you think influencers have a responsibility to use their platforms for political advocacy?

All Respondents





# 93%

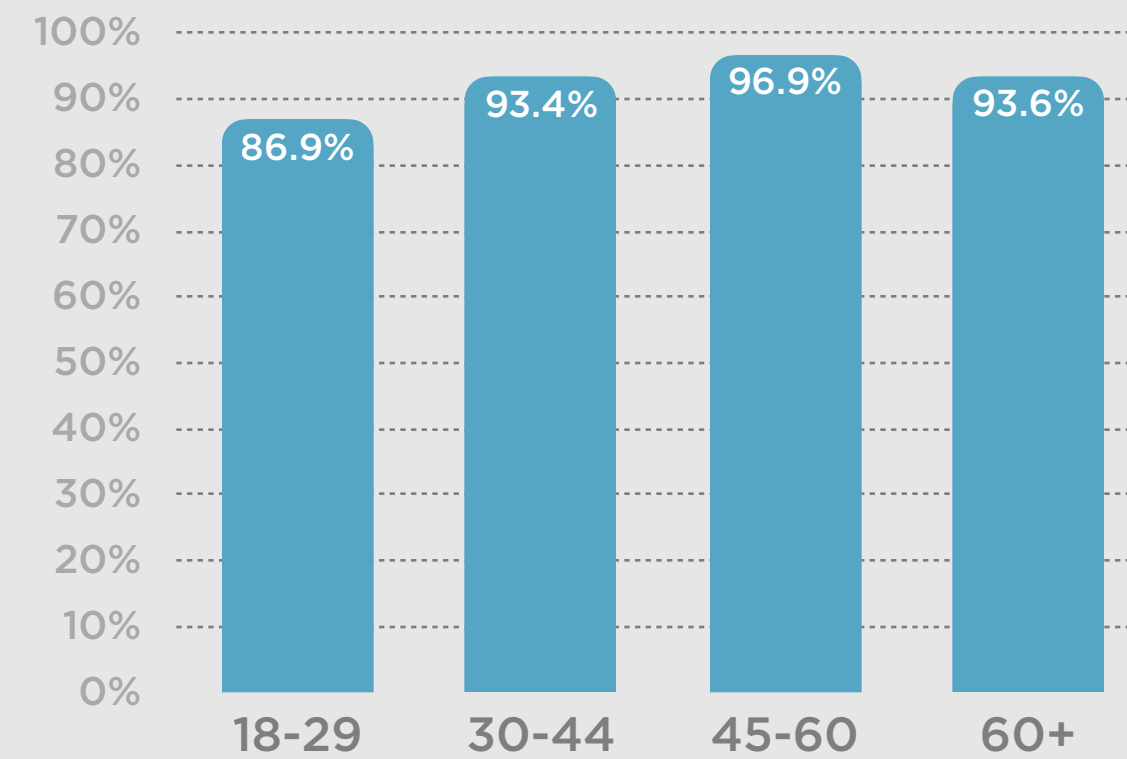
OF INFLUENCERS

**plan to vote** in the upcoming U.S. presidential election.

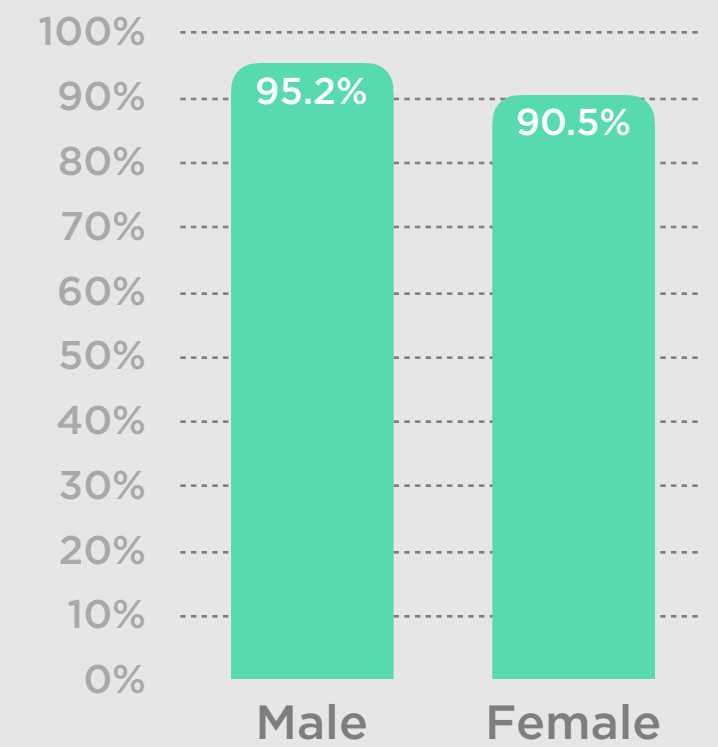


**Q:** Do you plan to vote in the upcoming U.S. presidential election?

“Yes” by Age Group



“Yes” by Sex



▾ Influencers



# INFLUENCING THE POLITICAL SCENE

82%



87%



92%

OF INFLUENCERS

plan to share their **political views** online during the presidential election

OF INFLUENCERS

plan to use their social media channels to encourage **voter registration** and participation

OF INFLUENCERS

believe sharing their political views online could **influence their followers' opinions** on political topics





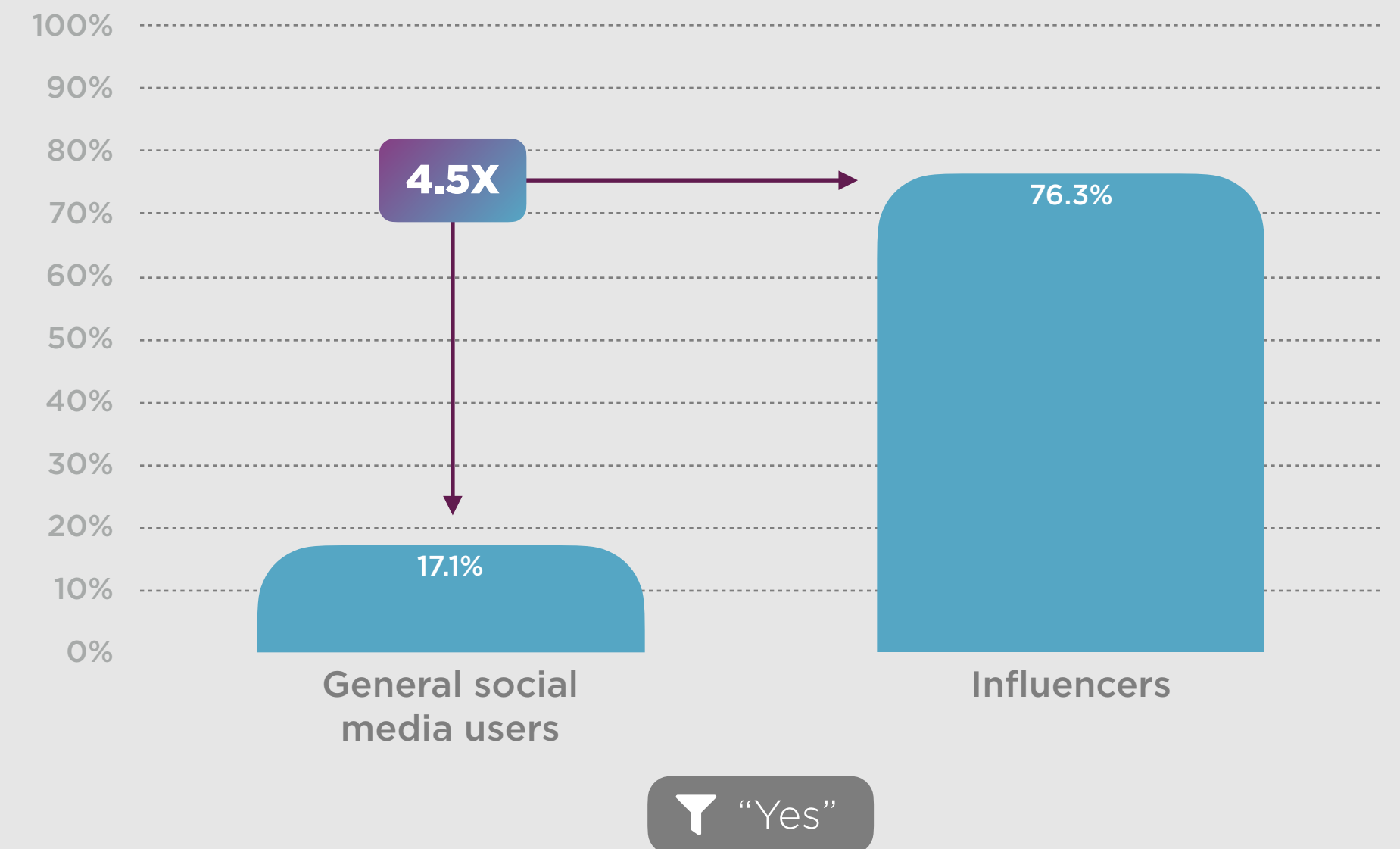
# 76%

OF INFLUENCERS

plan to support political campaigns **financially** during the 2024 U.S. presidential election.



**Q:** Do you plan to support any political campaigns financially?



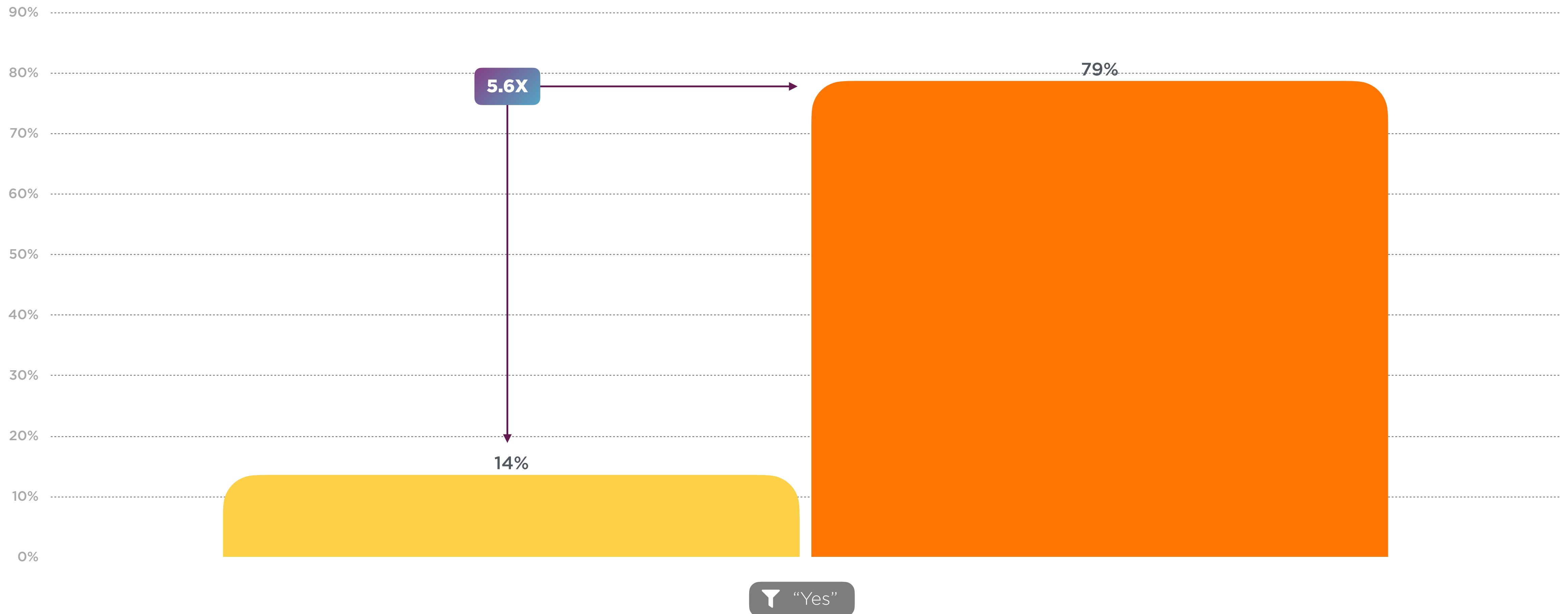
# POLITICAL PARTICIPATION



Q: Do you participate in political events or rallies, or do you plan to do so in the future?

■ General social media users   ■ Influencers

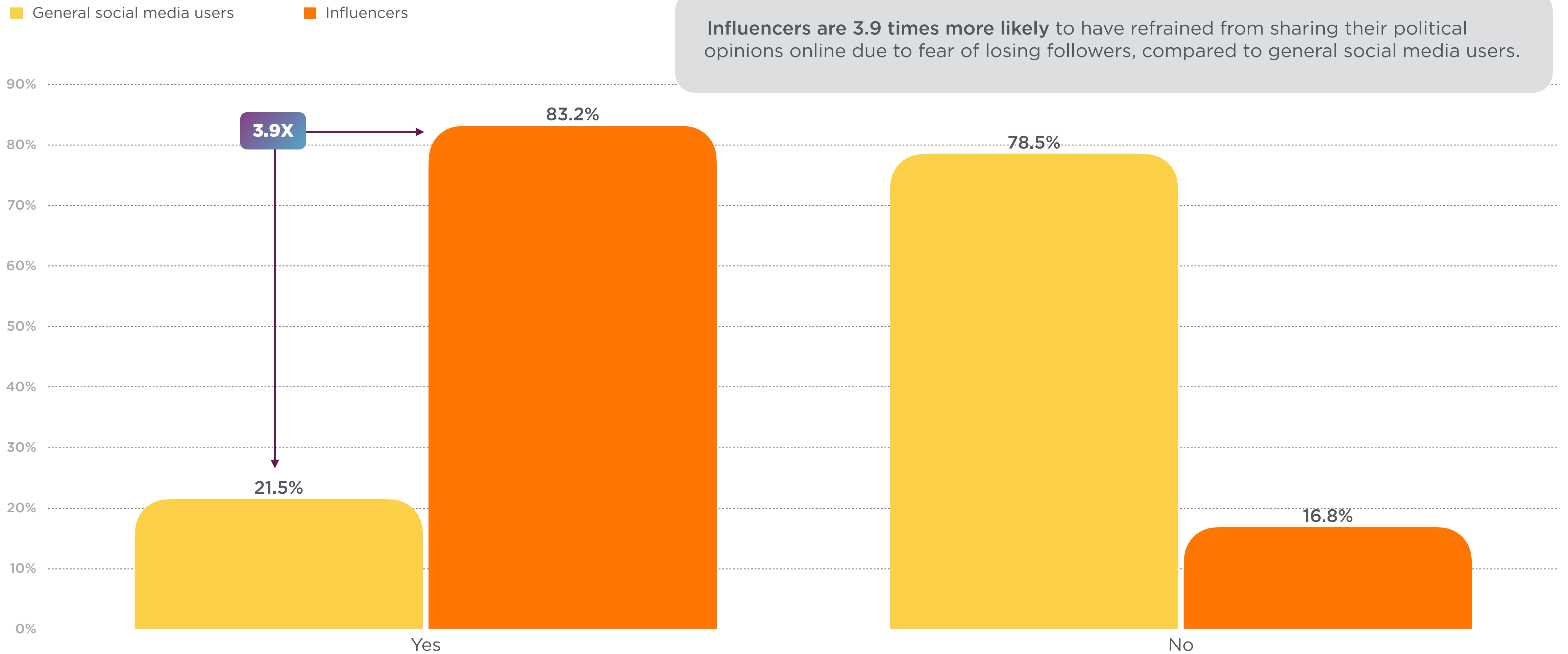
**79% of influencers** participate in political events or rallies, or plan to do so in the future, compared to 14% of general social media users.



# SHARING POLITICAL OPINIONS



Q: Have you ever refrained from sharing your political opinions online due to fear of losing followers?







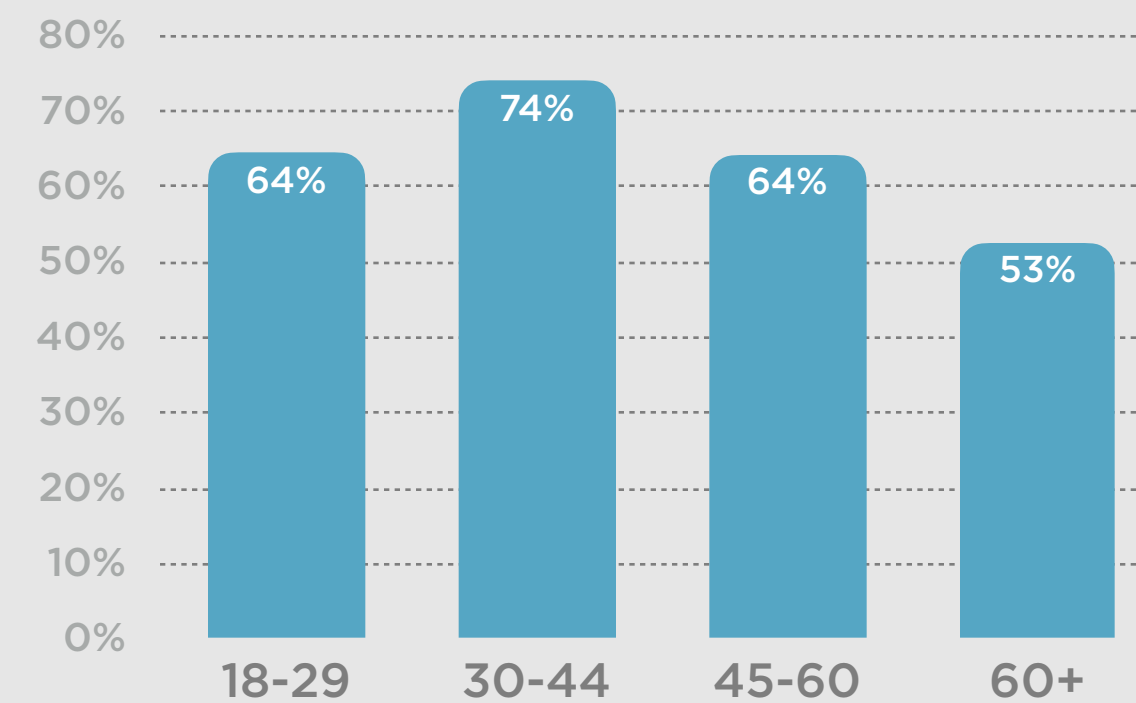
# 64%

OF SOCIAL MEDIA USERS

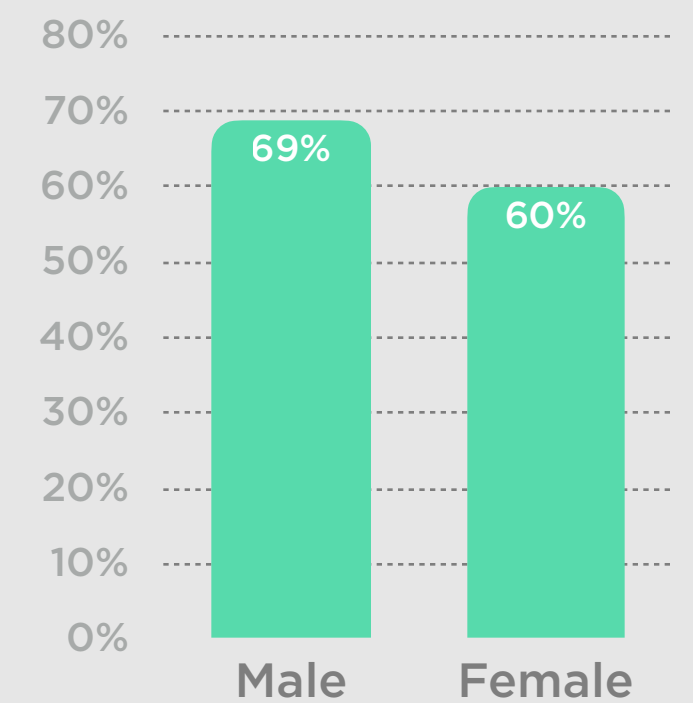
say they are **more likely to follow** an influencer who has similar political views as their own.

**Q:** Are you more likely to follow an influencer if they have similar political views as your own?

“Yes” by Age Group



“Yes” by Sex



▾ All Respondents



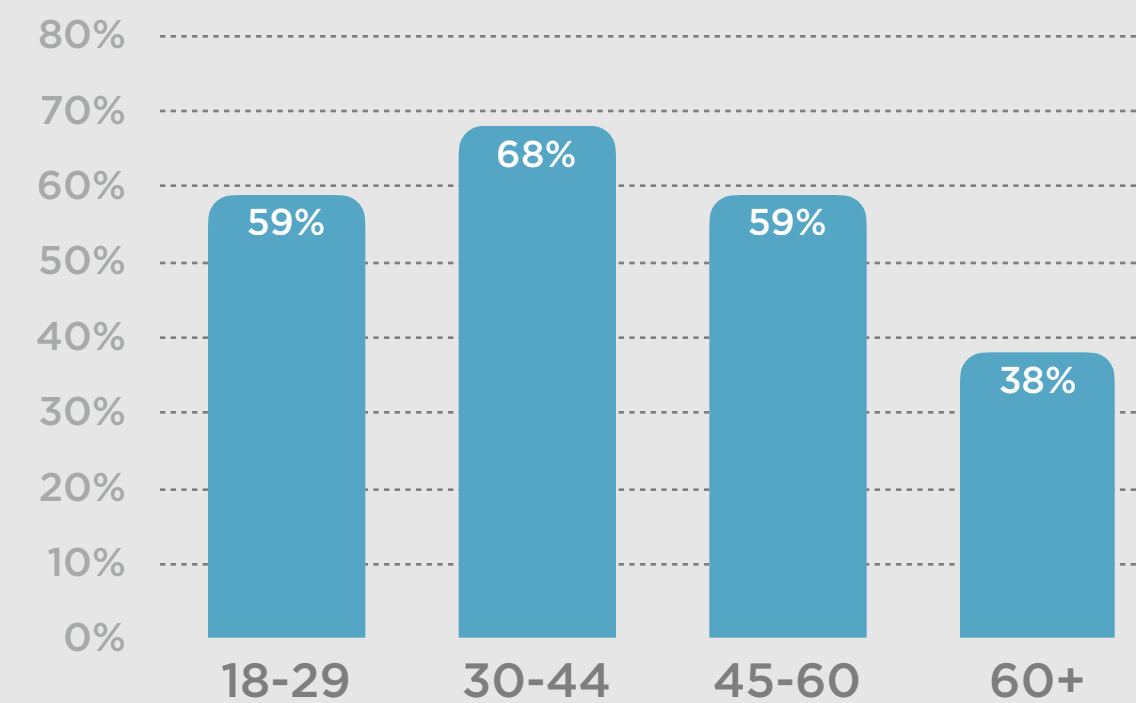
# 56%

OF SOCIAL MEDIA USERS

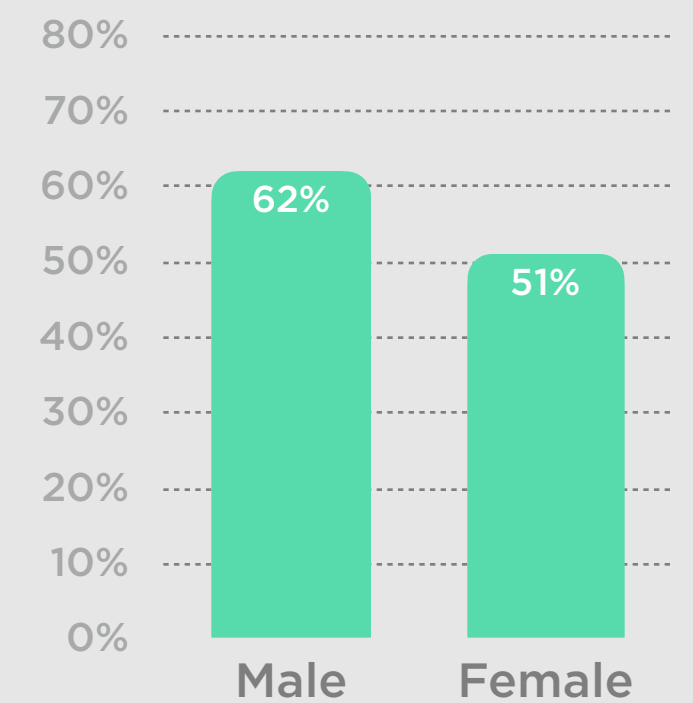
say they have **unfollowed** an influencer based on their political views.

**Q:** Have you ever unfollowed an influencer based on their political views?

“Yes” by Age Group



“Yes” by Sex

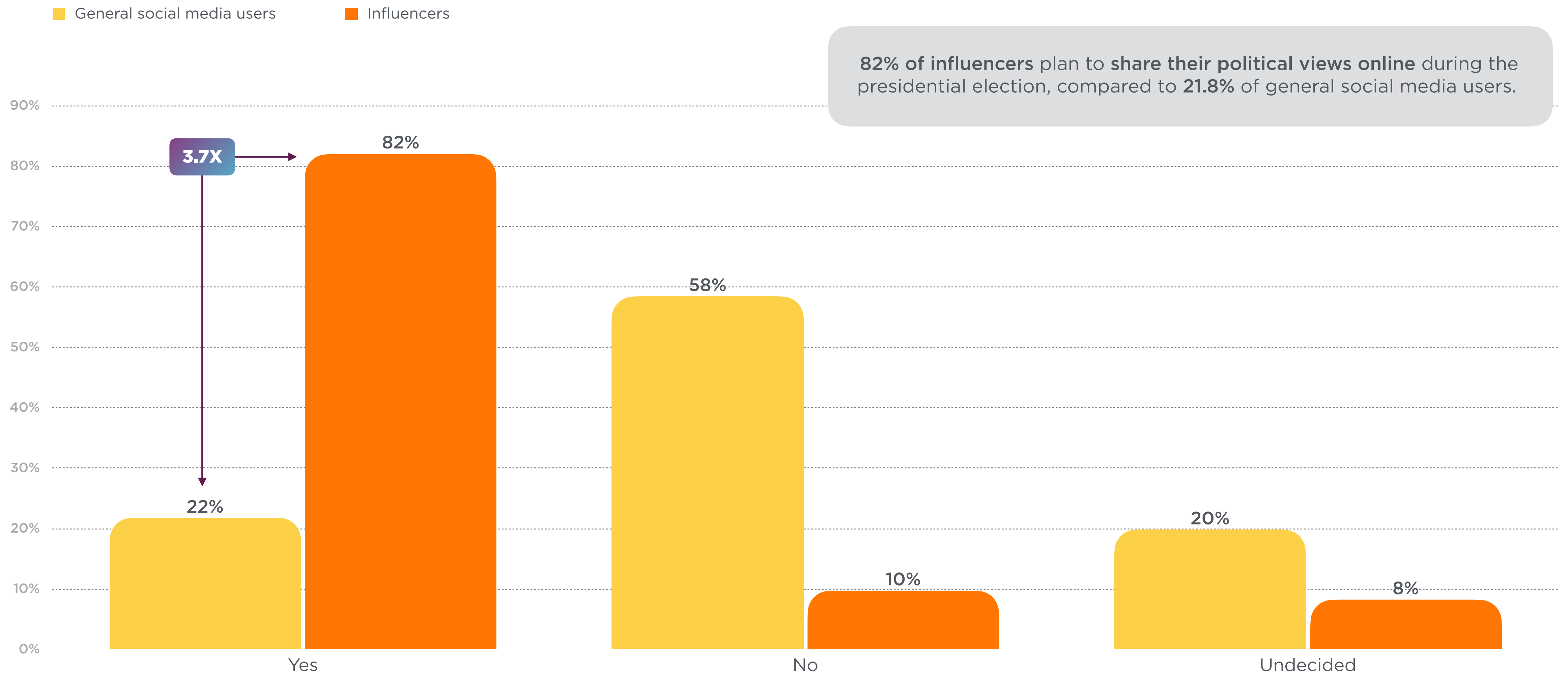


▾ All Respondents

# SHARING POLITICAL OPINIONS



Q: Do you plan to publicly share your political views online during the election?





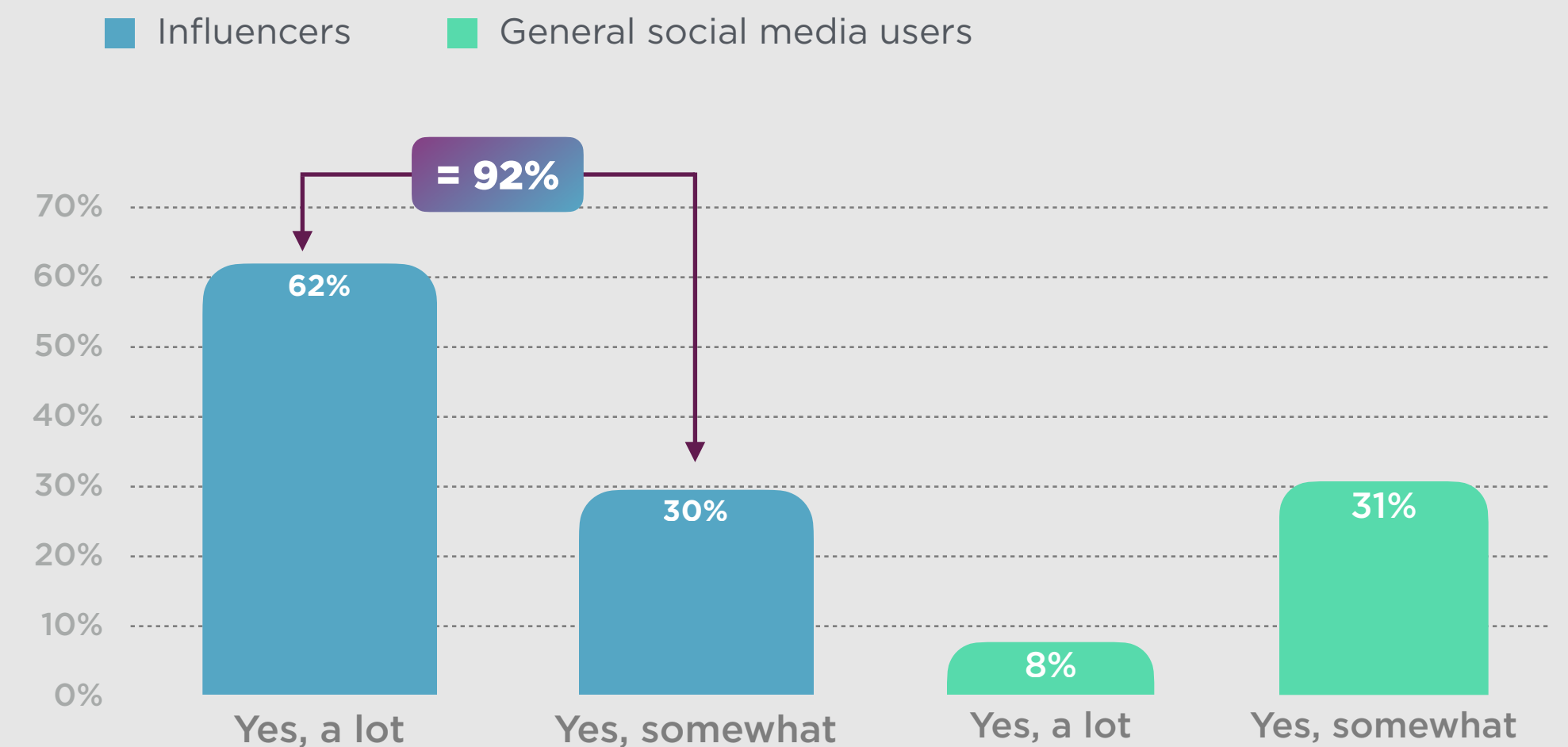


# 92%

OF INFLUENCERS

think sharing their political views online could **influence their followers' opinions** on political topics, compared with just 39% of general social media users.

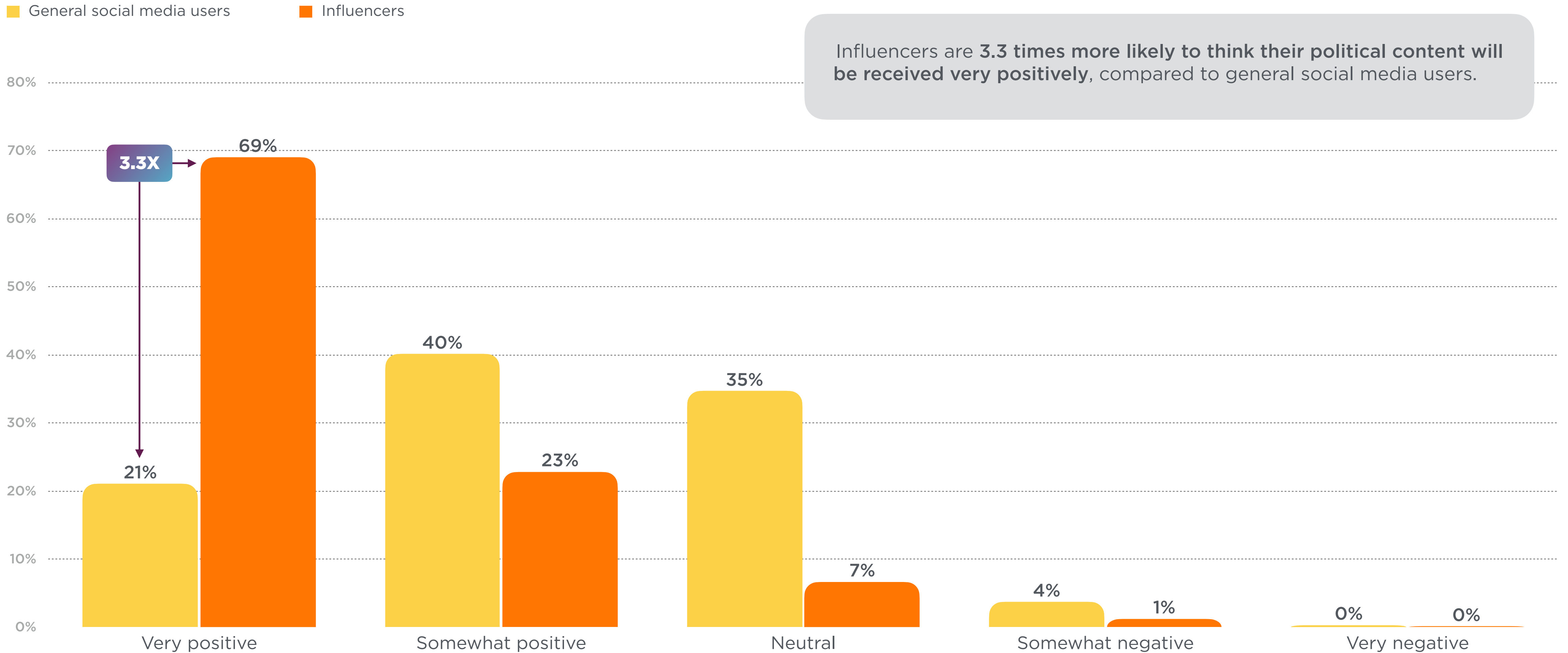
**Q:** Do you think sharing your political views online could influence your followers' opinions on political topics?



# PUBLIC RECEPTION



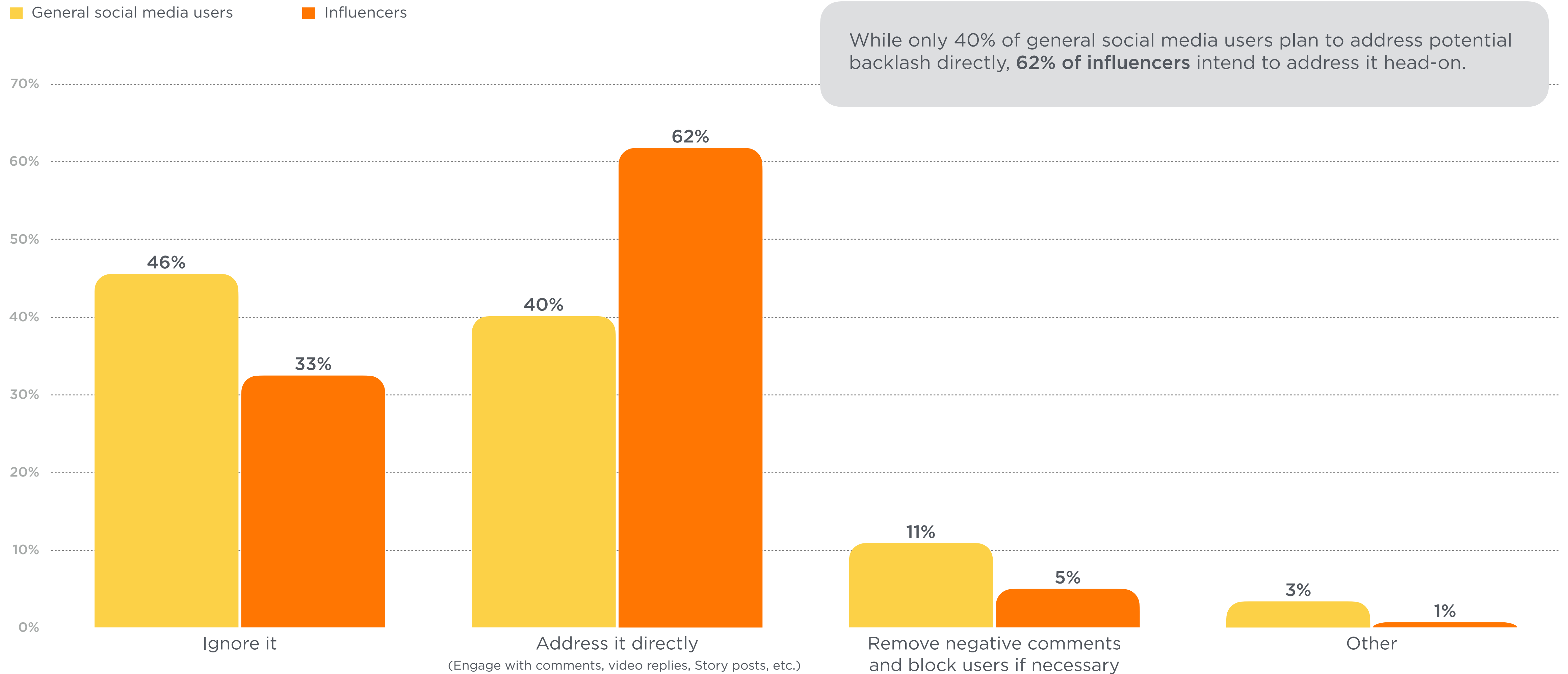
Q: How do you think your political content will be received by your audience?



# SHARING POLITICAL OPINIONS



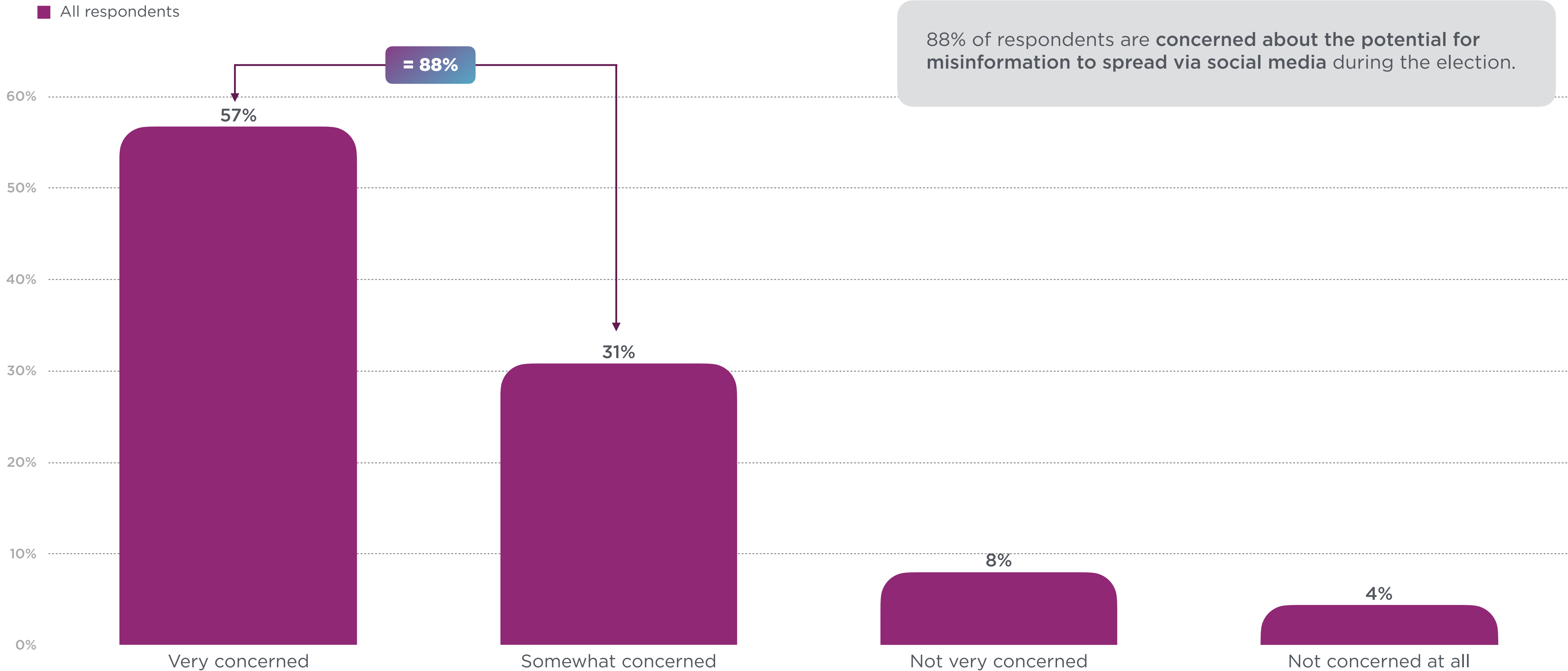
Q: How do you plan to handle potential backlash from sharing your political opinions online?



# MISINFORMATION CONCERNS



Q: How concerned are you about the potential for misinformation to spread via social media during the election?







# 90%

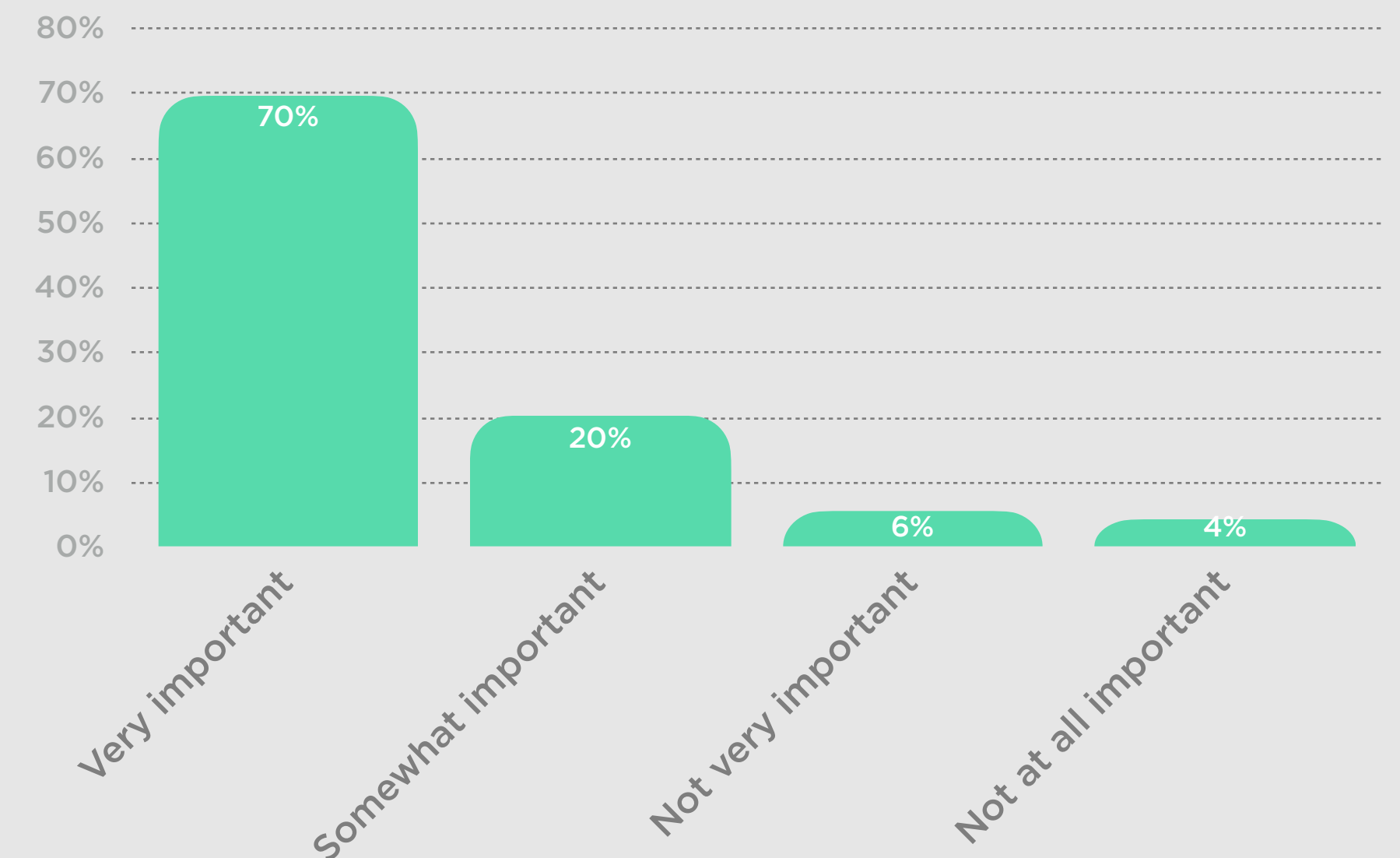
OF SOCIAL MEDIA USERS

believe it's important for influencers to **verify the accuracy** of political information that they share.



**Q:** How important is it for influencers to verify the accuracy of the political information they share?

All Respondents





# 90%

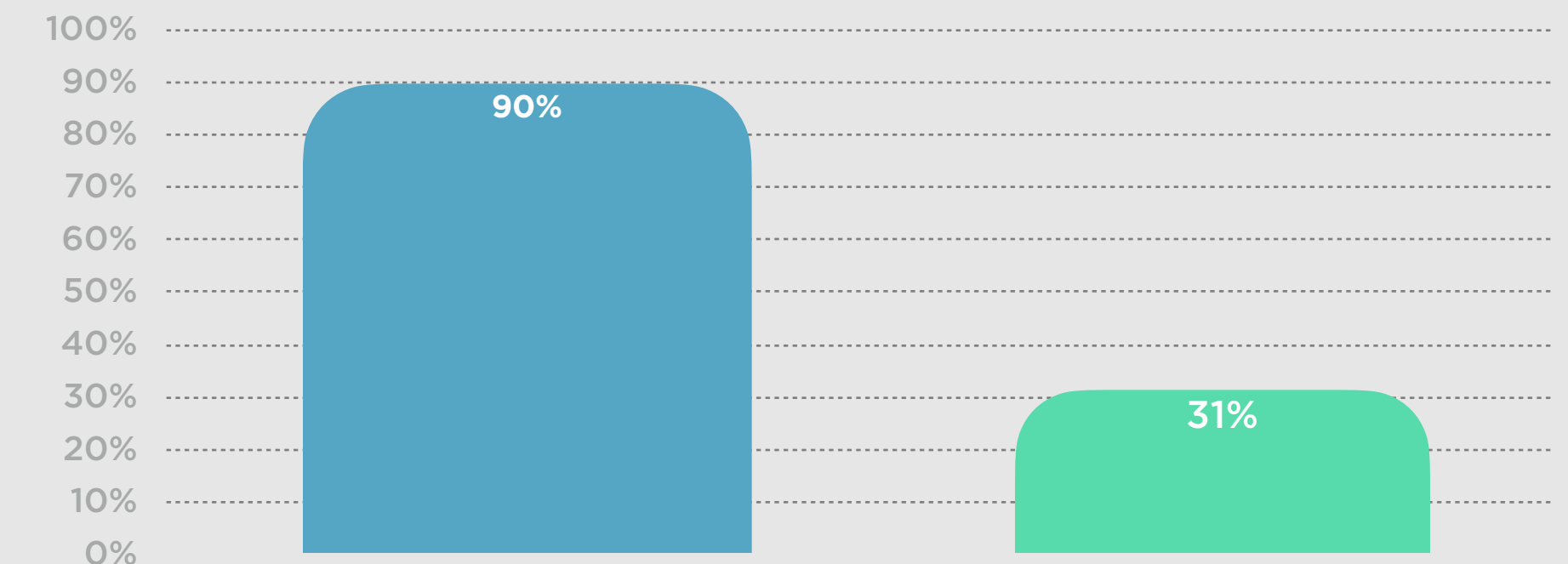
OF INFLUENCERS

are willing to be **paid** to collaborate with brands, organizations, or political parties **to post political messages online.**



**Q:** Would you be willing to be paid to collaborate with brands, organizations, or political parties to post political messages online?

■ Influencers   ■ General social media users



▼ "Yes"



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