



AUS EDITION

 **Hoozu** +  **Huume**

SPECIAL REPORT

Influencer Aspirations

October 2024



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**WE KNOW
HUMAN
CONNECTION
DRIVES
ACTION**





BACKGROUND

We surveyed over 1,000 Australia-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

AUSTRALIAN SOCIAL MEDIA USERS

Australia

GEOGRAPHY

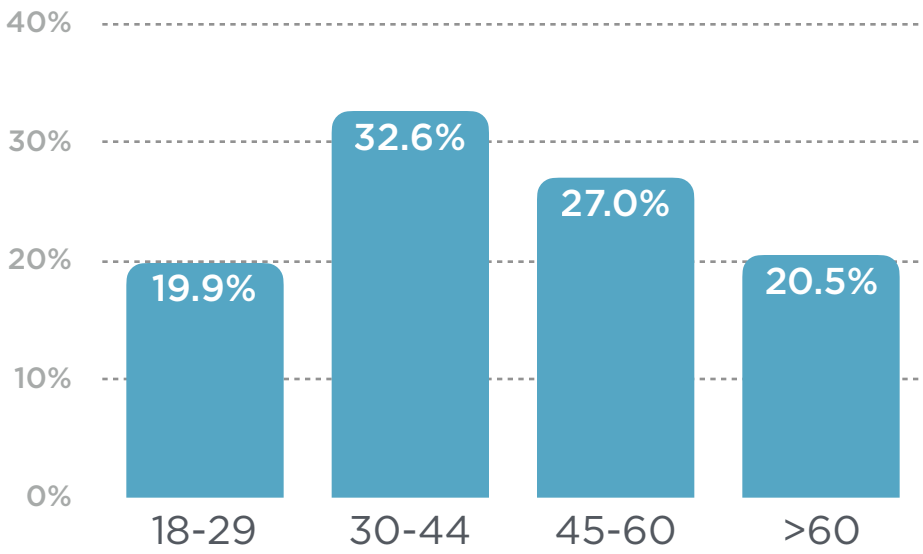
5/16/24
TO
5/17/24

DATA GATHERED

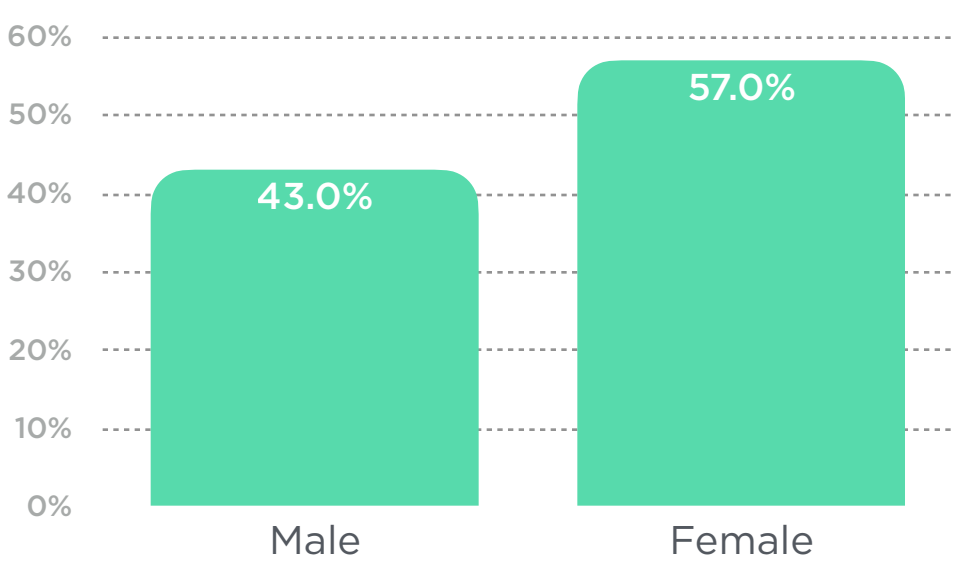
1,006 Respondents

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

AGE



GENDER





25%

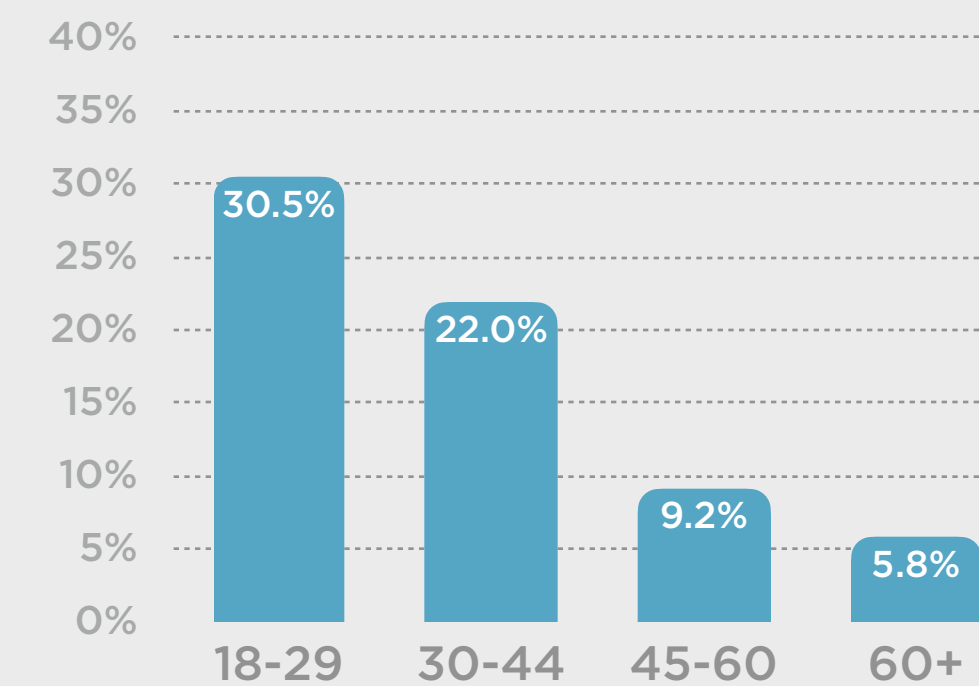
OF AUSTRALIAN SOCIAL MEDIA USERS AGES 18-44

consider themselves **influencers.**

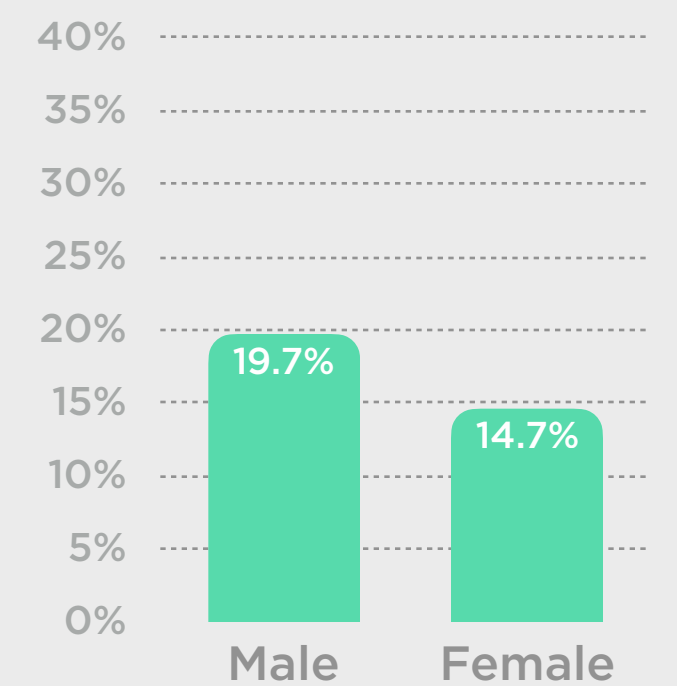


Q: Do you consider yourself a social media influencer?

“Yes” by Age Group



“Yes” by Gender



INFLUENCER FOLLOWINGS

Q: How many people follow you on social media?





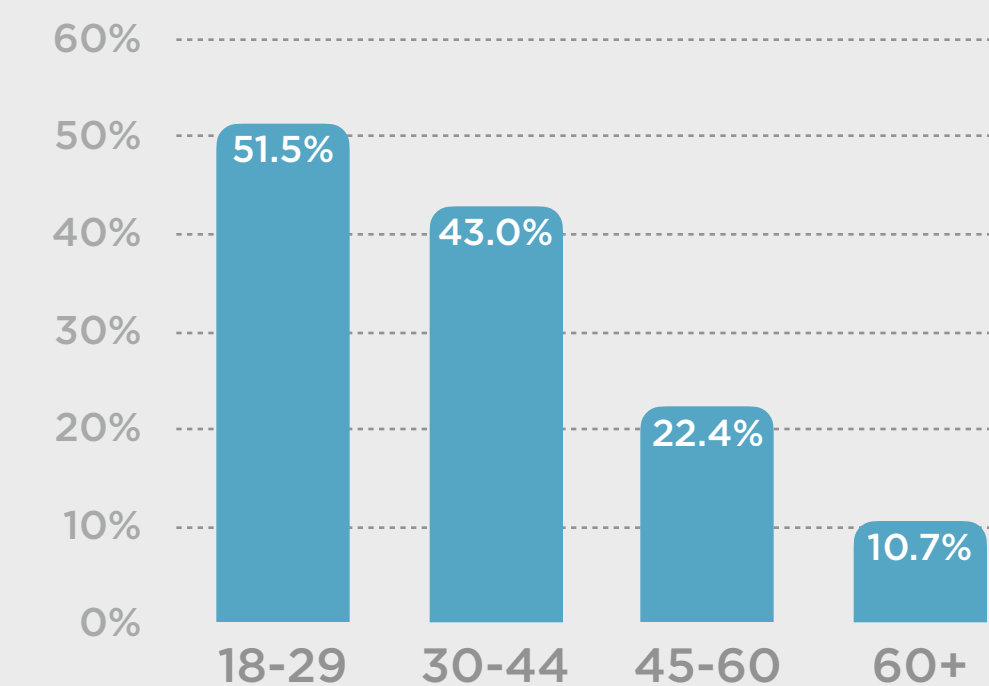
33%

OF AUSTRALIAN SOCIAL MEDIA USERS

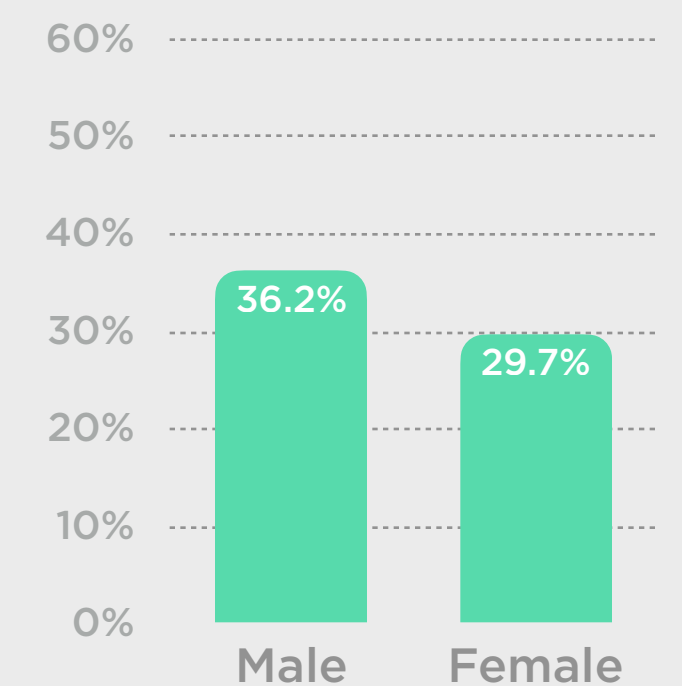
personally know someone (e.g. friend, family, coworker) who makes money as a social media influencer.

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

“Yes” by Age Group

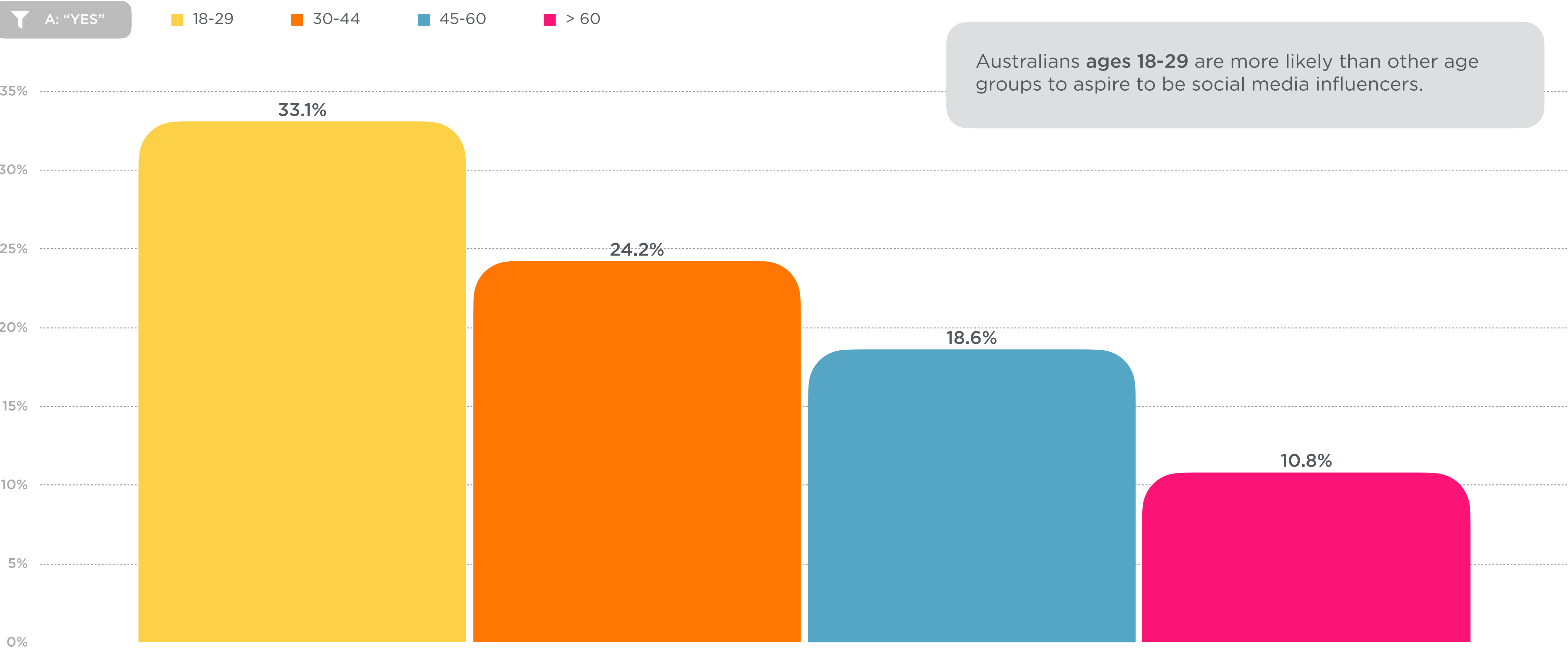


“Yes” by Gender



INFLUENCER ASPIRATIONS BY AGE

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





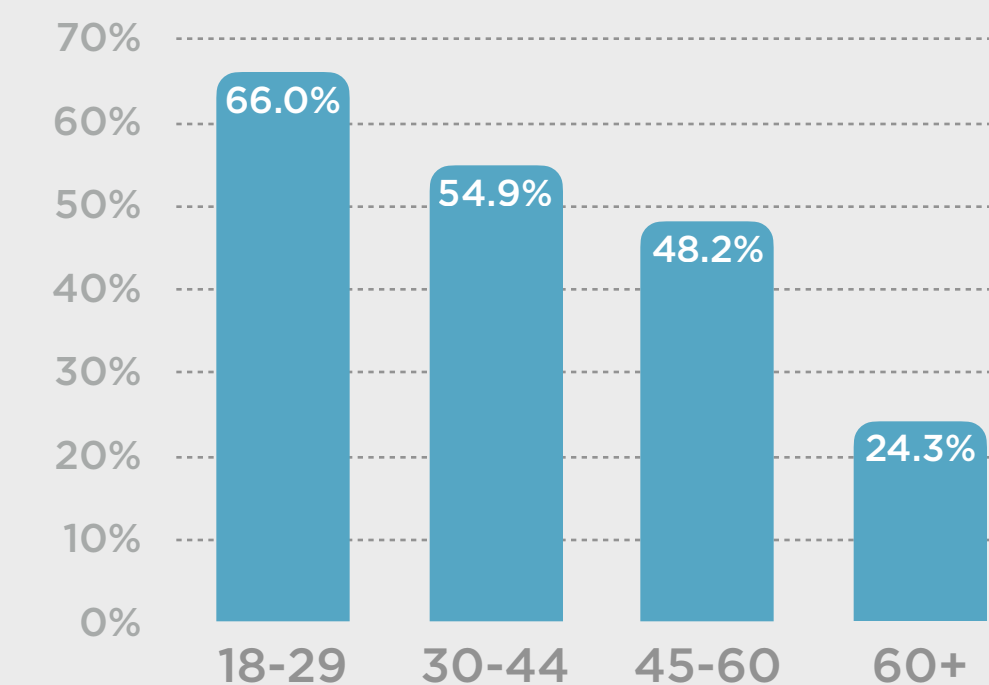
55%

OF AUSTRALIAN SOCIAL MEDIA USERS AGES 18-60

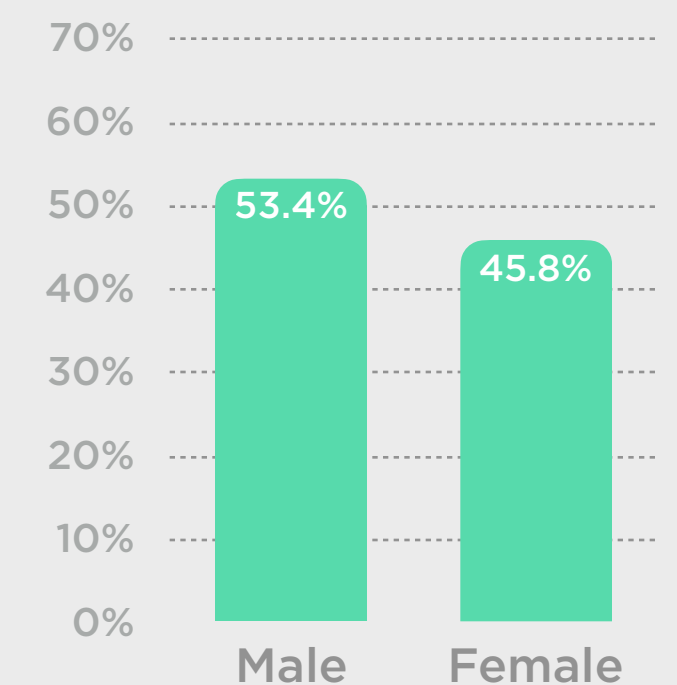
would quit their job to make a living as a social media influencer.

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

“Yes” by Age Group



“Yes” by Gender





69%

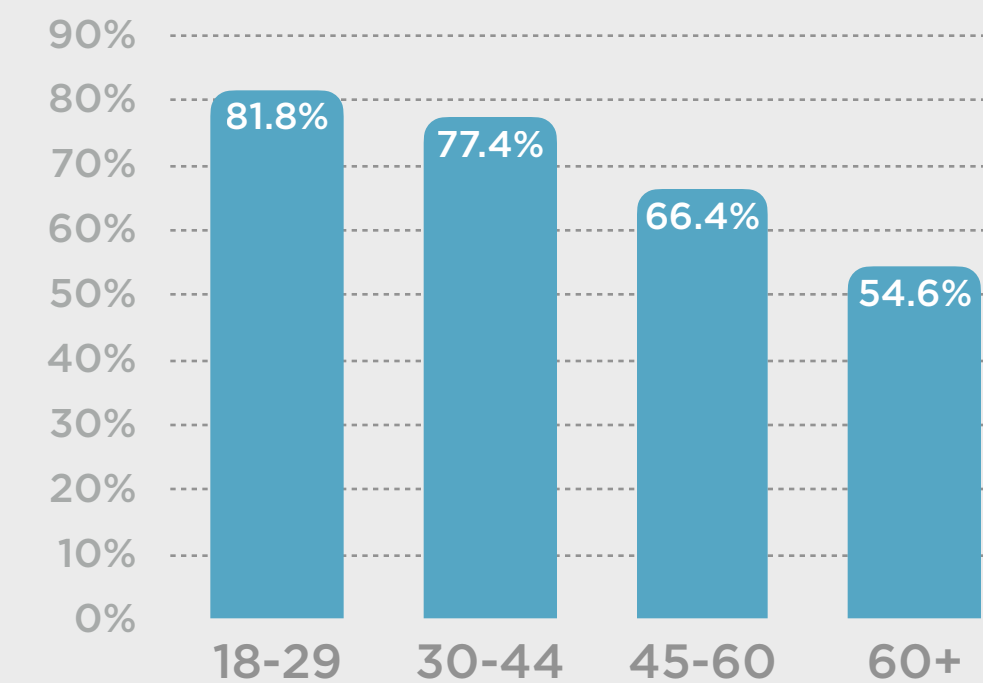
OF AUSTRALIAN SOCIAL MEDIA USERS

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

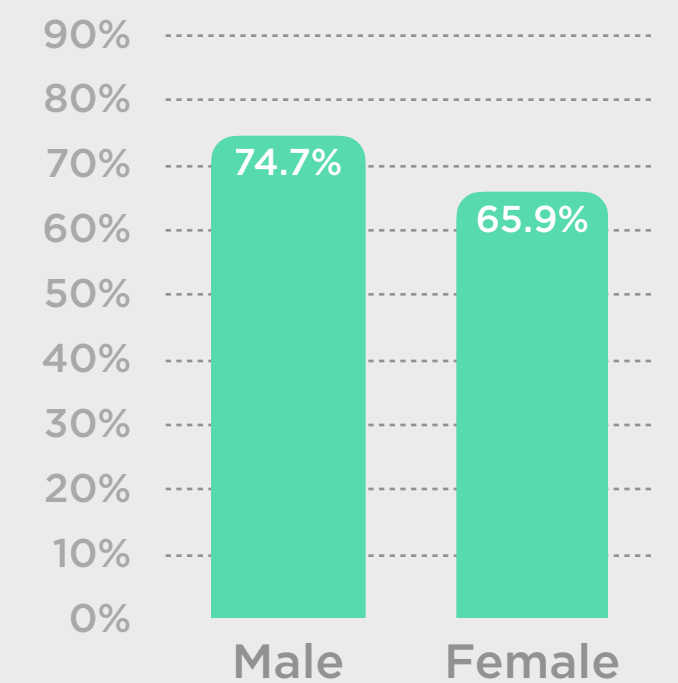


Q: Would you accept payment (or receive free items) from a brand to make a social media post promoting their products?

“Yes” by Age Group

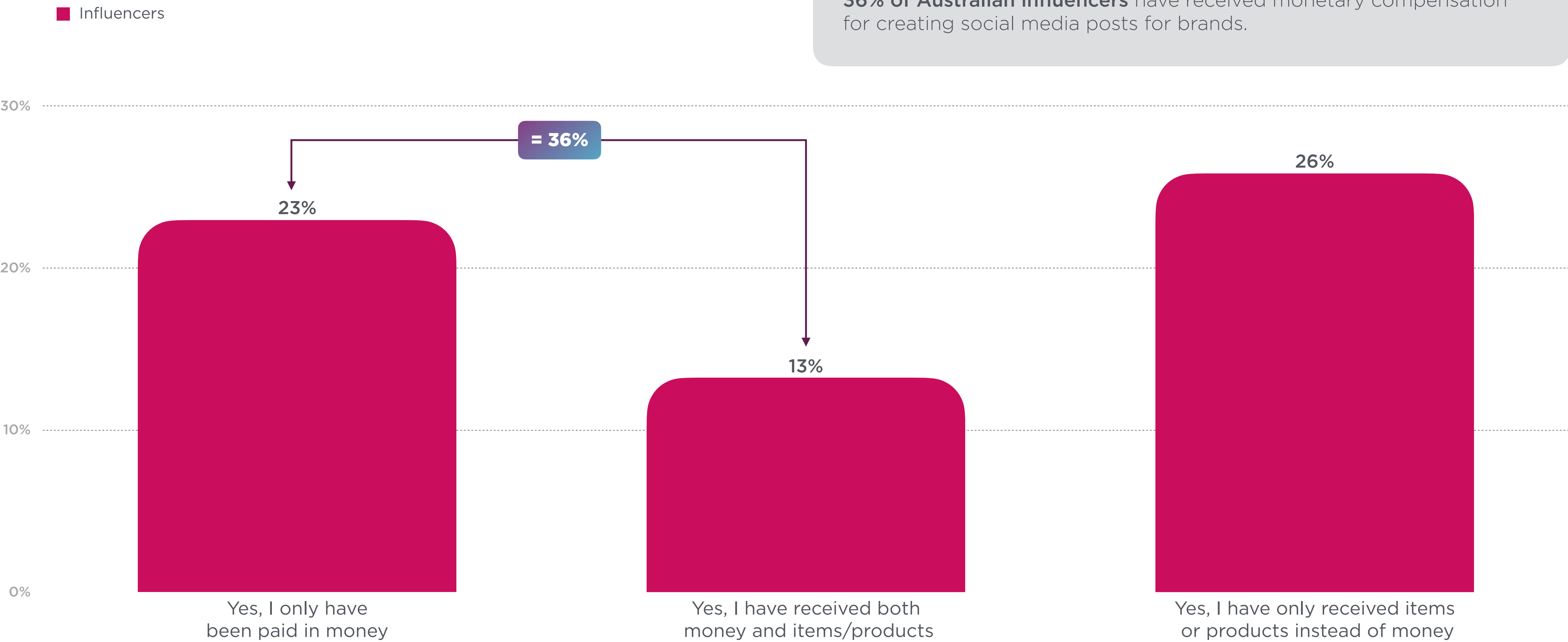


“Yes” by Gender



INFLUENCER COMPENSATION

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



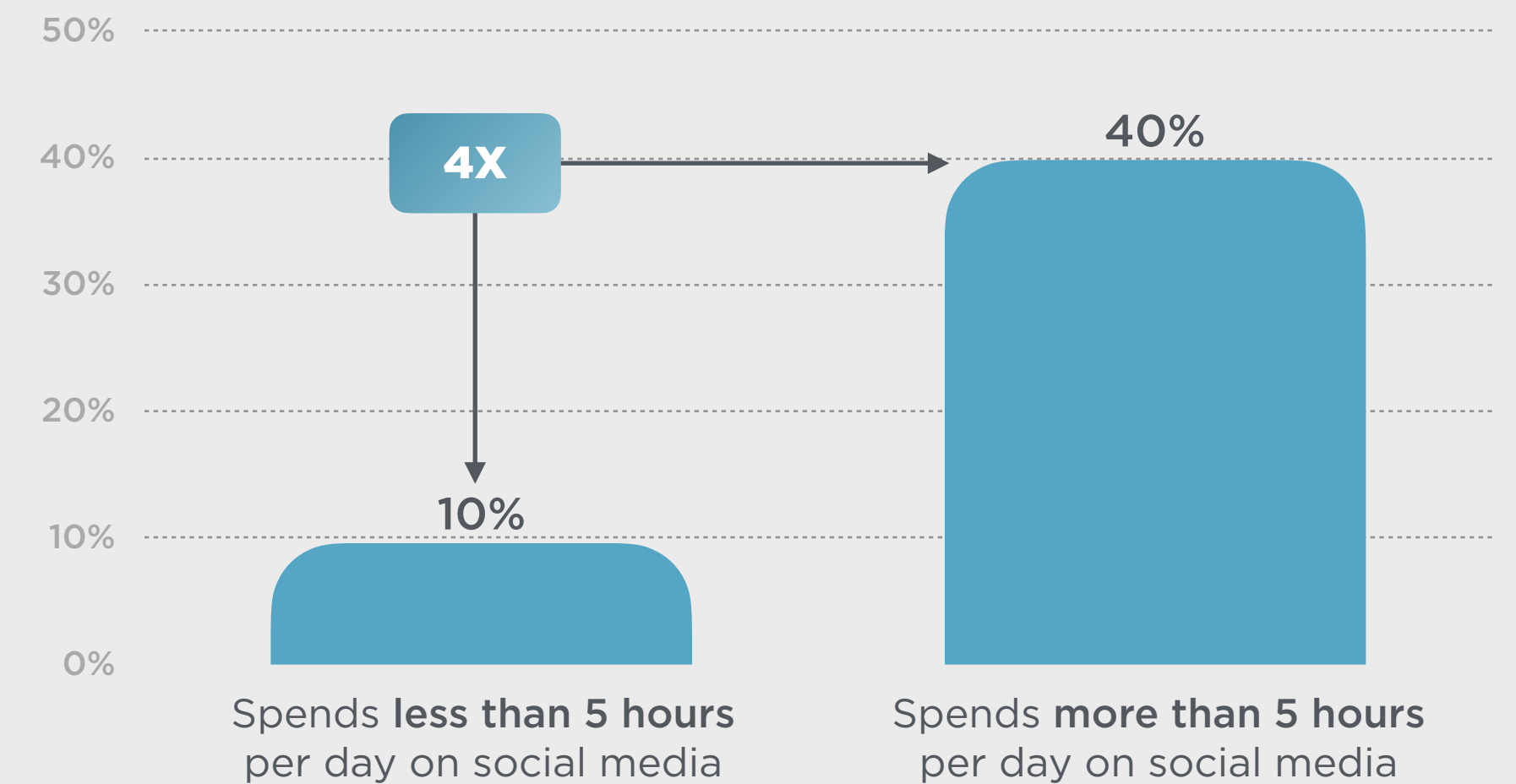


PUT IN THE WORK. GET PAID.

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



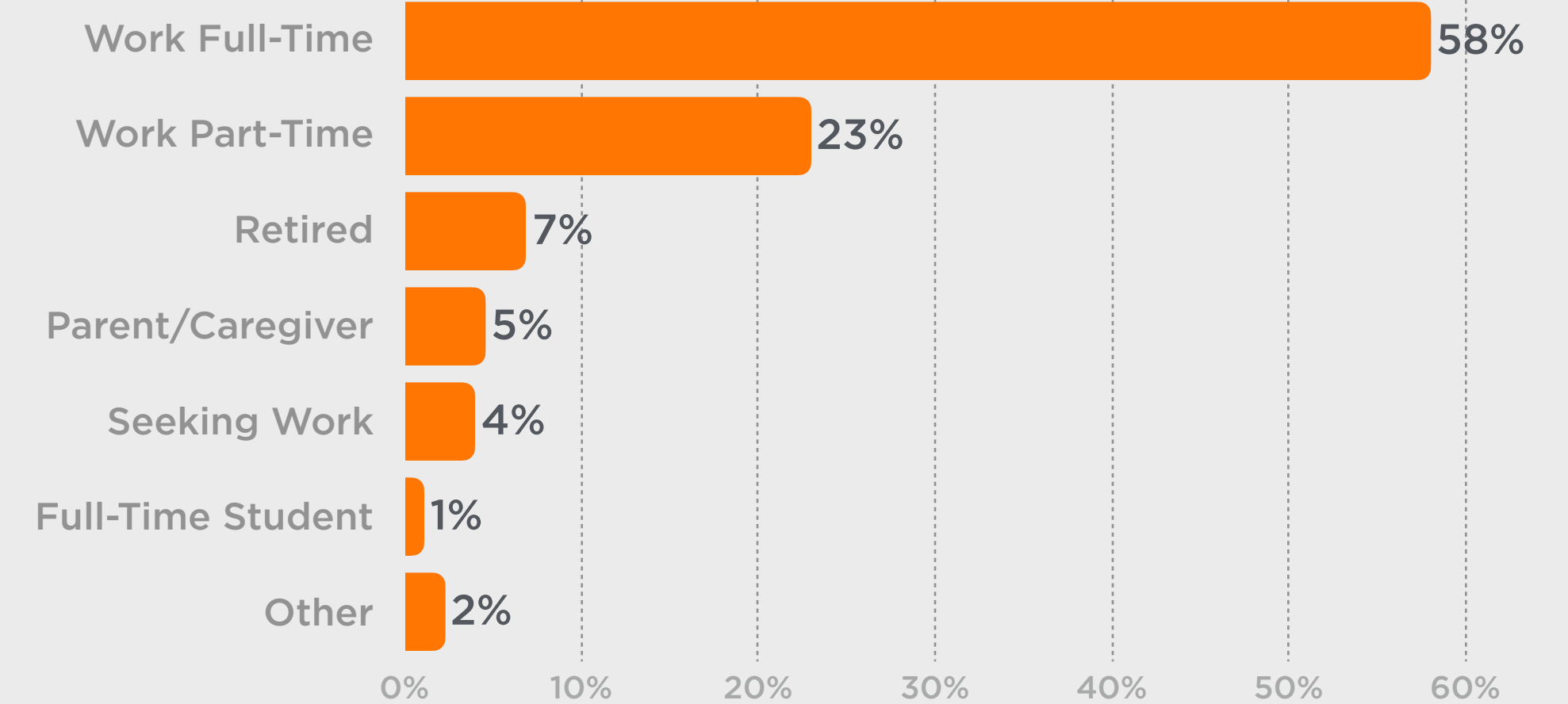
58%

OF AUSTRALIAN INFLUENCERS

say they **work full-time.**



Q: What best describes your employment status?



INFLUENCERS

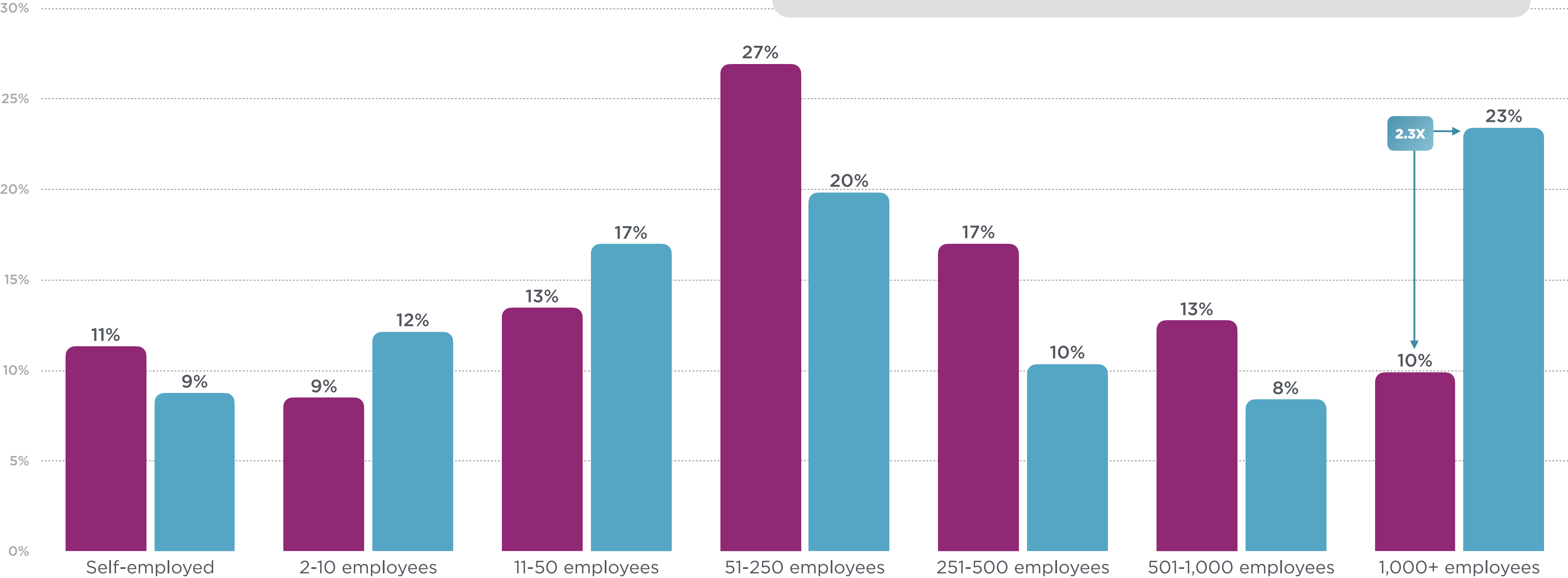
COMPANY SIZE COMPARISON

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



■ Influencers ■ General Social Media Users

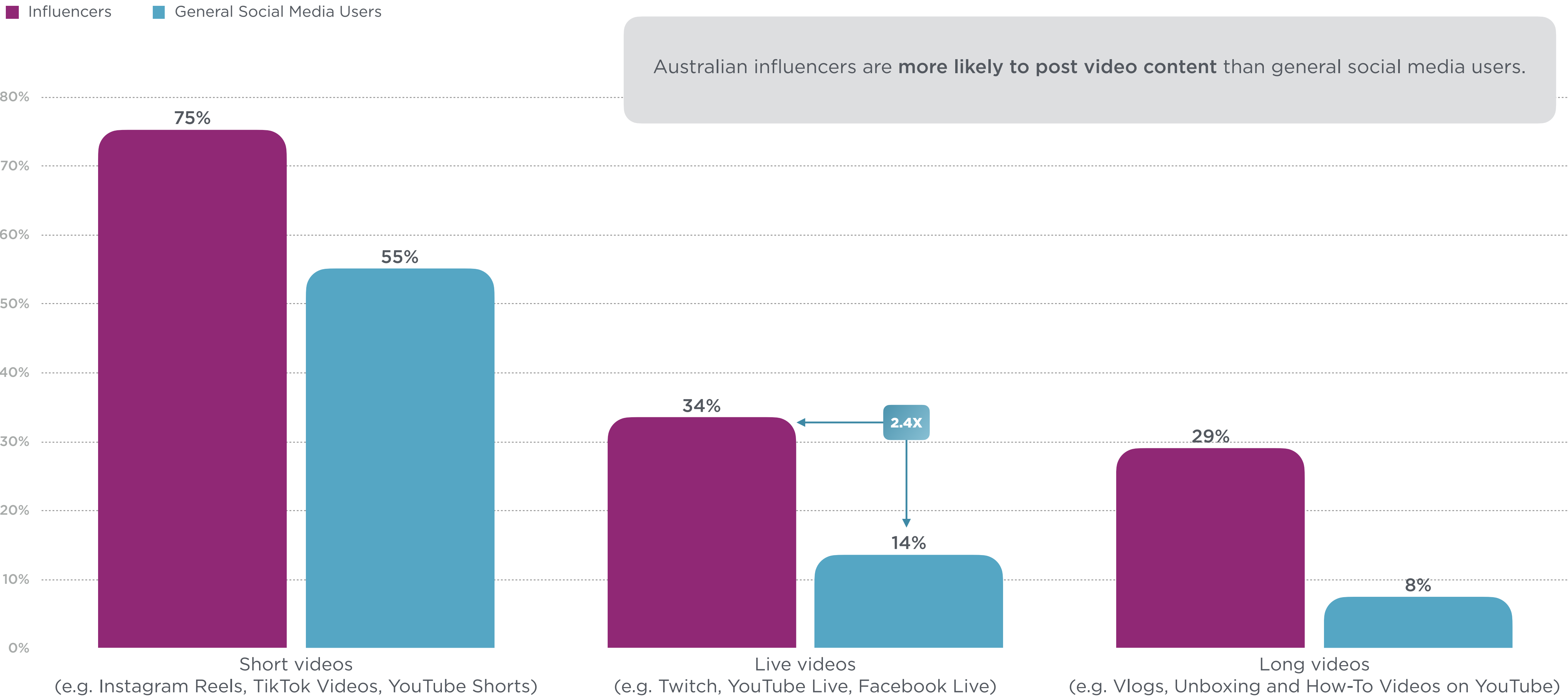
Australian influencers are 2.3 times less likely to work for a large company with over 1,000 employees, compared to general social media users.



THE RISE OF VIDEO CONTENT



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

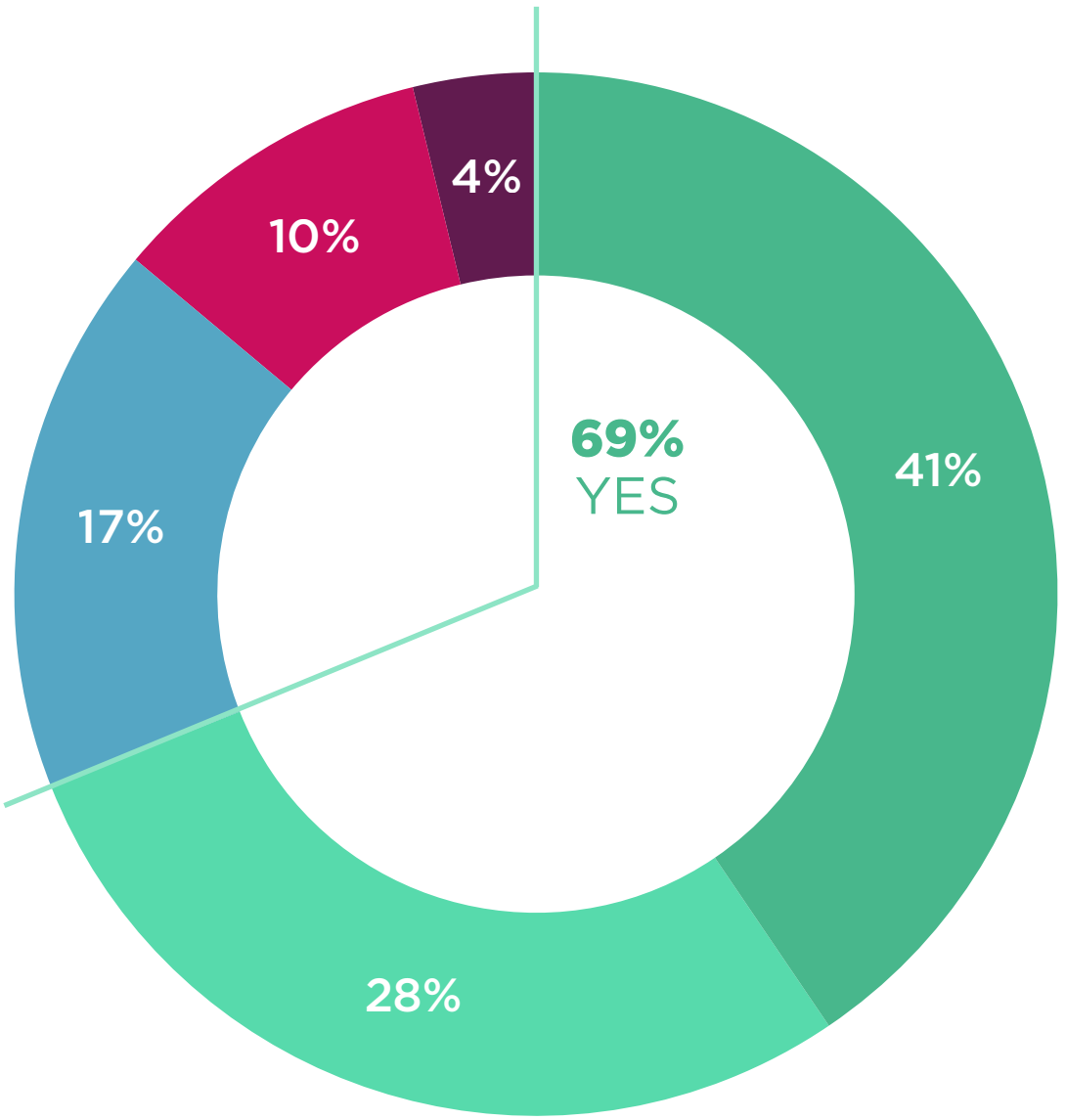


AI USE IN CONTENT CREATION

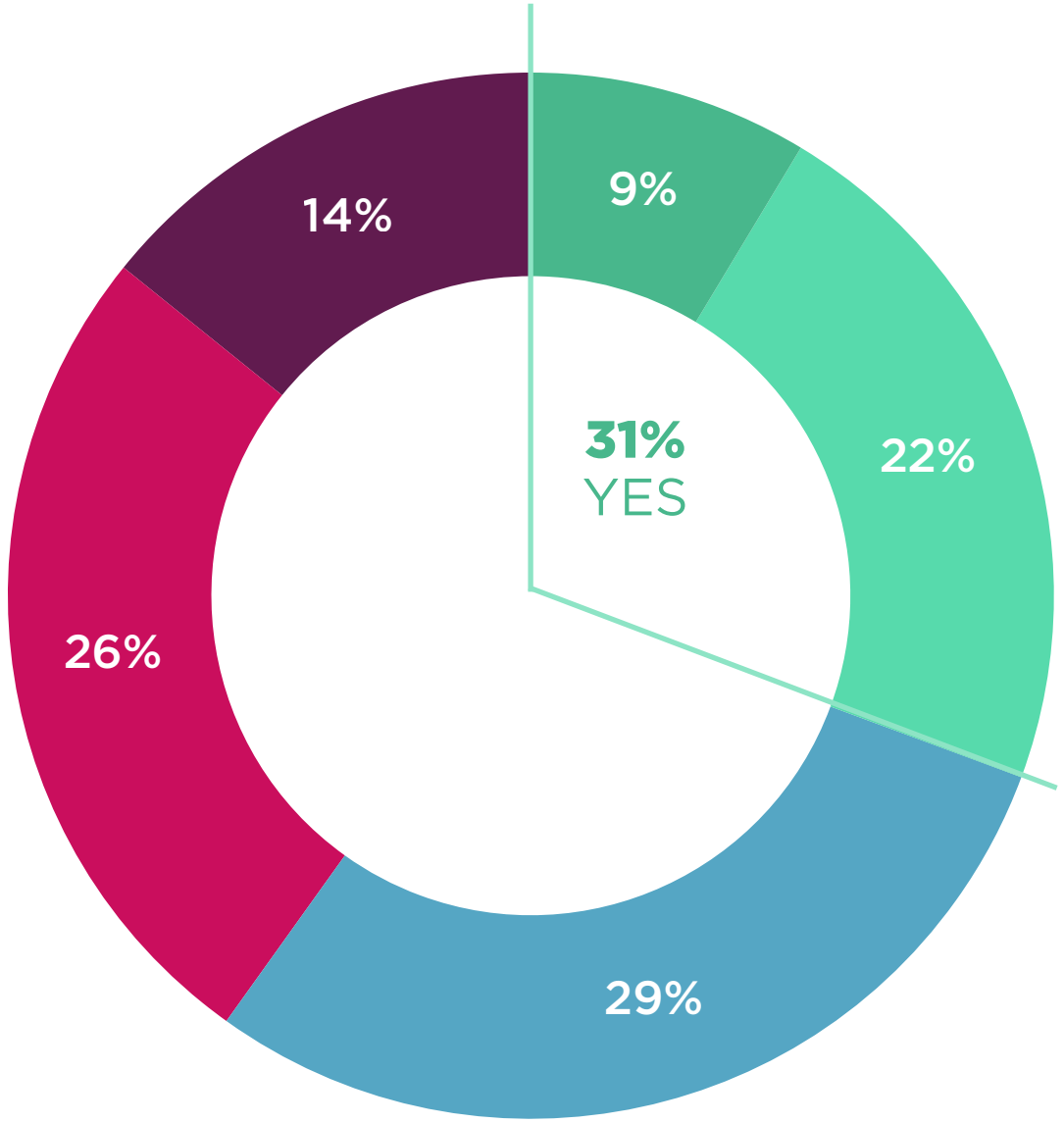
Q: Do you use AI tools to assist in creating any of the content you post on social media?



INFLUENCERS



GENERAL SOCIAL MEDIA USERS



- Yes, I regularly use AI tools for content creation.
- Yes, but I only occasionally use AI tools.
- No, but I am interested in exploring AI tools for content creation.
- No, I prefer to create content without AI assistance.
- I am not familiar with AI tools for content creation.

69%

of Australian social media influencers use AI in content creation

VS.

31%

of general social media users.

INFLUENCER MARKETING

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