# Which Consumers **Trust Influencers?**

By Age, Gender & Ethnicity

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**92 percent** of consumers trust user-generated content more than they trust traditional advertising.

– Nielsen Consumer Trust Index

## **Attention Surveys**

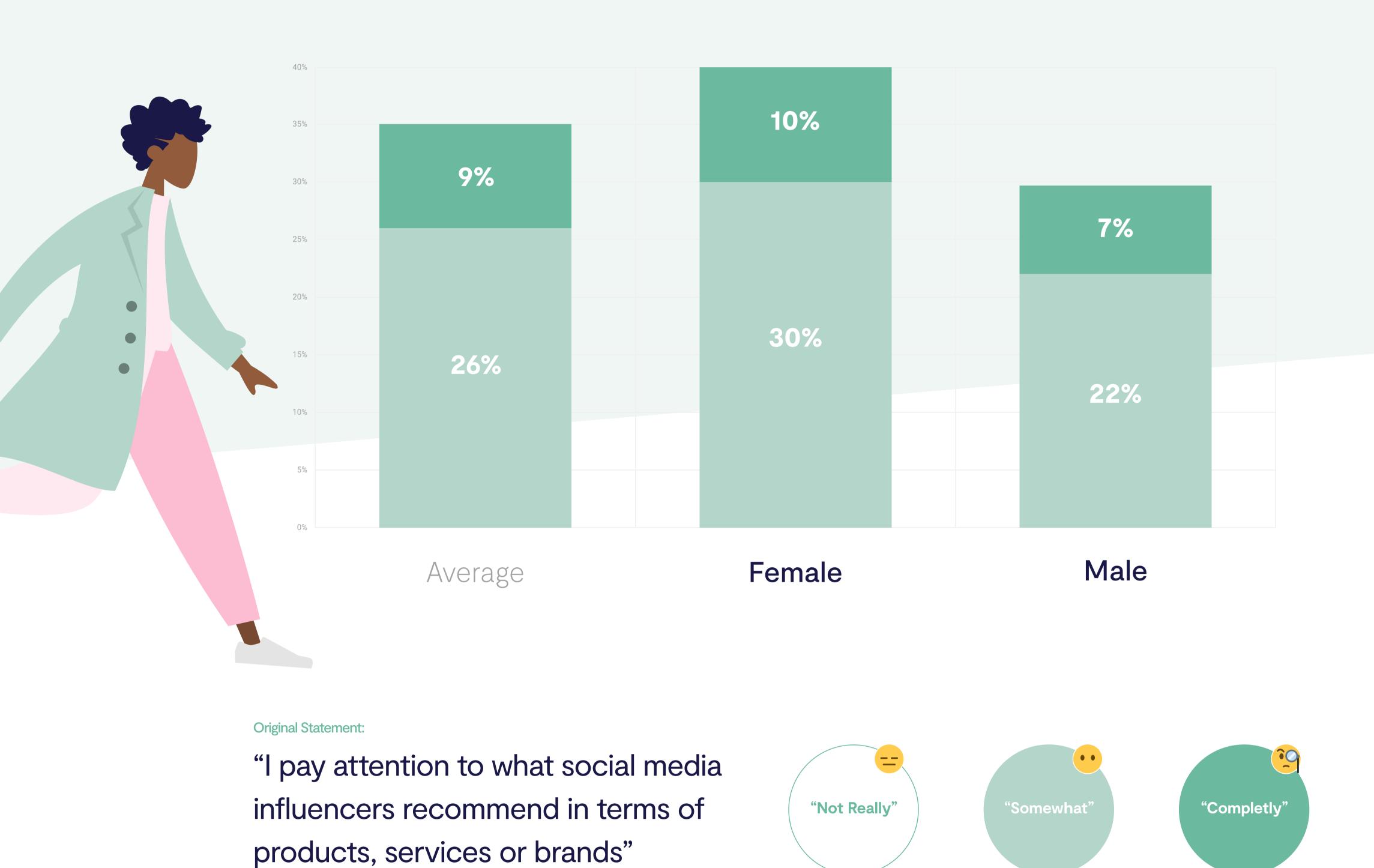
Various surveys conducted in April 2019\* found that, in the United States, different age, gender & ethnic groups paid attention to social media influencers' **recommendations of products, services & brands** at different levels. This is a visual representation of these surveys!

\* All sources stated below

#### By Gender \* Non-Binary genders not stated in survey

In an April 2019 survey it was found that 10 percent of female internet users in the United States said they paid attention to social media influencers' recommendations of products, services and brands. The same was true for seven percent of male survey participants. The average for all respondents was nine percent.

**?**?



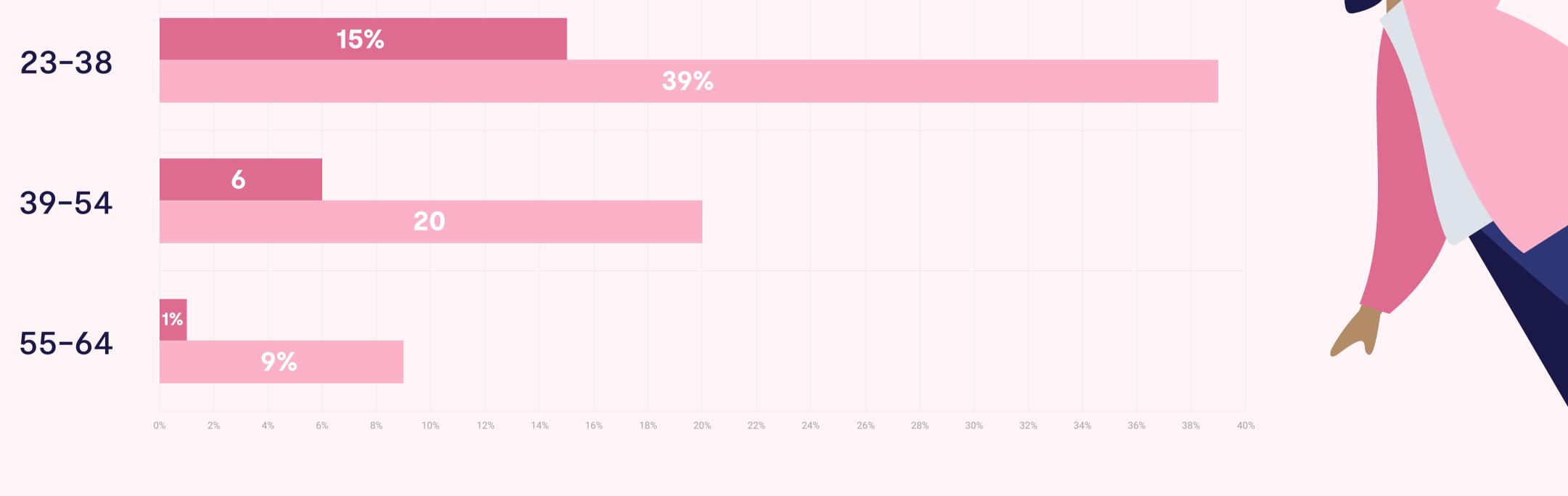


8%

38%

In a survey conducted in April 2019 it was found that 15 percent of internet users between the ages of 23 and 38 in the United States said they paid attention to social media influencers' recommendations of products, services and brands. The same was true for one percent of survey participants aged over 55. The average for all respondents was nine percent.





#### Original Statement:

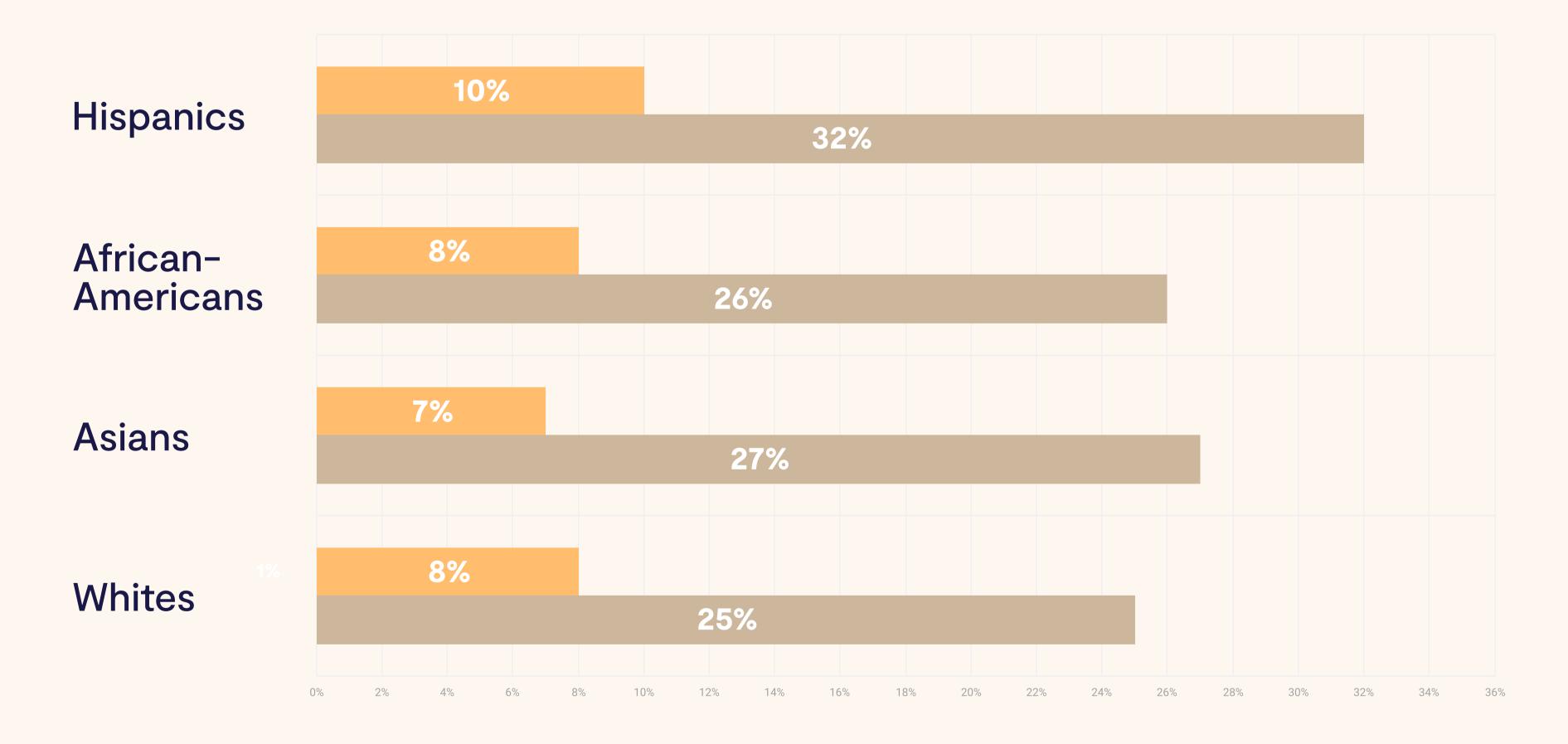
"I pay attention to what social media influencers recommend in terms of products, services or brands"



### By Ethnicity

\* Below are stated only the ethnic groups available in the study

In a survey conducted in April 2019 it was found that 15 percent of internet users between the ages of 23 and 38 in the United States said they paid attention to social media influencers' recommendations of products, services and brands. The same was true for one percent of survey participants aged over 55. The average for all respondents was nine percent.



#### Original Statement:

"I pay attention to what social media influencers recommend in terms of products, services or brands"



### Conclusion

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Although no considerable variation in attention comparing ethnic groups, there is a slight attention gap amongst people identifying as male or female, and a **massive disparity** when it comes to Age Groups.

**99** 

Graphic study by

# inbeat.co

Sources

Share of online users in the United States who say they pay attention to recommendations from social media influencers as of April 2019, by gender

https://www.statista.com/statistics/1081580/attention-towards-influencer-recommendations-gender-us/

Share of online users in the United Stateswho say they pay attention torecommendations from social mediainfluencers as of April 2019, by ethnicity

https://www.statista.com/statistics/1081744/attention-towards-influencer-recommendations-ethnic-us/

Share of online users in the United States who say they pay attention to recommendations from social media influencers as of April 2019, by age group

https://www.statista.com/statistics/1081751/attention-towards-influencer-recommendations-age-us/