

# CONSUMER INFLUENCERS ARE FAR MORE ACTIVE IN SOCIAL MEDIA AND MUCH MORE ENGAGED WITH BRANDS COMPARED TO THE GENERAL POPULATION

Consumer influencers are using social media platforms **45%-100% more** on a daily basis compared to other consumers.

## Increase in Daily Use of Social Media



**+45%**



**+45%**



**+56%**



**+100%**



**+100%**

Consumer influencers are **4 times more likely** than other consumers to engage with **over 50 brands** in social media.



Sample: n=815 consumer influencers ages 18-54 and n=225 non-influencer consumer control panel. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

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