For the second consecutive year, we surveyed over 1,200 U.S.-based consumers to help understand their sentiments around influencer marketing and see how those thoughts differ across gender, age and other key demographic data.

**GOALS**

• Provide insights for our partners who are responsible for marketing products and services on digital platforms.
• Educate and assist decision makers that must stay informed on social media and influencer marketing trends to operate their businesses.
• Help all parties understand how they may be able to interact with consumers as social media preferences and influencer reach evolve over time.

All product names, logos, and brands are the intellectual property of their respective owners. All company, product, and service names used in this report are for identification purposes only. Use of these names, logos, and brands does not imply endorsement or partnership.
All respondents were required to have an internet connection in order to participate in the survey.
More than half of all respondents now say that they’ve purchased a product after seeing it used by a social media influencer.

The 45-60 age range saw the biggest increase (+38.5%) year-over-year.
Q: In your opinion, what is the best platform to promote a product through an influencer?

Gen Z is turning to TikTok as their preferred platform for influencing.

Filter: 18-29 Year Olds

2021: 32%, 33%, 15%
2022: 26%, 24%, 31%

Increase: TikTok (63%)
Decrease: YouTube (18%), Instagram (27%)

More 18 to 29-Year-Olds Turn to TikTok Than Friends & Family

Q: How do you typically research a product/service before making a big purchase?
Nintendo + @ryansecret

**35%**

**OF ALL RESPONDENTS**

say influencer posts are the No. 1 way to get them to try new products.

Q: Which of these is most likely to get you to try a new product?

<table>
<thead>
<tr>
<th>Method</th>
<th>ALL</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Social Media Influencer Posts</td>
<td>35.2%</td>
<td>26.5%</td>
<td>42.7%</td>
</tr>
<tr>
<td>2. Television Ads</td>
<td>29.8%</td>
<td>30.4%</td>
<td>29.4%</td>
</tr>
<tr>
<td>3. Paid Social Ads</td>
<td>12.9%</td>
<td>16.4%</td>
<td>9.9%</td>
</tr>
<tr>
<td>4. Magazine Ads</td>
<td>9.7%</td>
<td>10.3%</td>
<td>9.1%</td>
</tr>
<tr>
<td>5. Banner Ads</td>
<td>8.1%</td>
<td>9.9%</td>
<td>6.6%</td>
</tr>
<tr>
<td>6. Radio Ads</td>
<td>4.3%</td>
<td>6.5%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

**RESPONSES BY GENDER**
Influencer posts are the top choice for respondents under 60.

Q: Which of these is most likely to get you to try a new product?

<table>
<thead>
<tr>
<th></th>
<th>RESPONSES BY AGE GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18-29</td>
</tr>
<tr>
<td>Influencer Post</td>
<td>44.0%</td>
</tr>
<tr>
<td>Television Ad</td>
<td>11.6%</td>
</tr>
<tr>
<td>Paid Social Ad</td>
<td>24.1%</td>
</tr>
<tr>
<td>Banner Ad</td>
<td>10.4%</td>
</tr>
<tr>
<td>Magazine Ad</td>
<td>7.5%</td>
</tr>
<tr>
<td>Radio Ad</td>
<td>2.5%</td>
</tr>
</tbody>
</table>
Q: Are you more likely to trust a sponsored post from an A-List celebrity or a social media influencer?

62% of all respondents say they are more likely to trust a sponsored post from an influencer over an A-List celebrity.
63% OF ALL RESPONDENTS have engaged with a sponsored influencer post.

Q: Have you “liked” or commented on a sponsored influencer post in the past?

A: "YES" BY AGE GROUP

- 18-29: 71.4%
- 30-44: 60.1%
- 45-60: 65.4%
- > 60: 56.2%
Q: How many influencers do you follow on social media?

Social media influencers reach 90% of all respondents ages 18-29.
Q: In your opinion, what is the best platform to promote a product through an influencer?

Women are more likely to say Instagram and Facebook are the top ways to promote products, but men are more likely to say YouTube is the top way.
Q: In your opinion, what is the best platform to promote a product through an influencer?

YouTube, Facebook, Instagram and TikTok remain the top four picks for all social media users.
Influencer marketing is a powerful tool used to introduce consumers of all ages to new products.

For Gen Z in particular, influencers are an important source—if not the most important source—of information when making purchase decisions.
For additional research visit:
izea.com/resources