

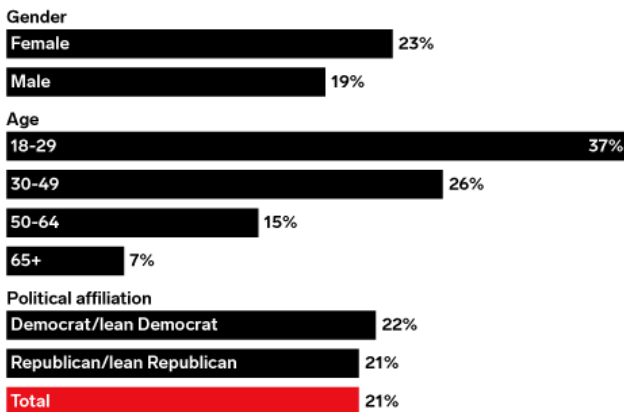
Over 20% of US adults get news from social media influencers

Article



Roughly One-Fifth of US Adults Regularly Get News From Social Media News Influencers

% of US adults who get news from news influencers* on social media, by demographic, Aug 2024



Note: n=10,658 ages 18+; *individuals who regularly post about current events and civic issues on social media and have at least 100,000 followers on Facebook, Instagram, TikTok, X (formerly Twitter), or YouTube; can be independent content creators or journalists who are or were affiliated with a news organization
Source: Pew Research Center, "America's News Influencers," Nov 18, 2024

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Key stat: One in 5 (21%) US adults regularly gets their news from [social media](#) news influencers, according to a November 2024 report from the Pew Research Center.

Beyond the chart:

- 45.0% of [smartphone](#) users will consume news through news apps in 2025, according to our October 2024 forecast.
- Spend on US [influencer marketing](#) will grow 14.2% this year to \$9.29 billion, per our March 2024 forecast.

Use this chart: [Marketers](#) can use this to further understand the reach of news influencers and to adapt their [creator](#) partnerships.

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