

# What eMarketer Analysts Expect in 2020 with Mark Dolliver and Lucy Koch: Demographic Changes

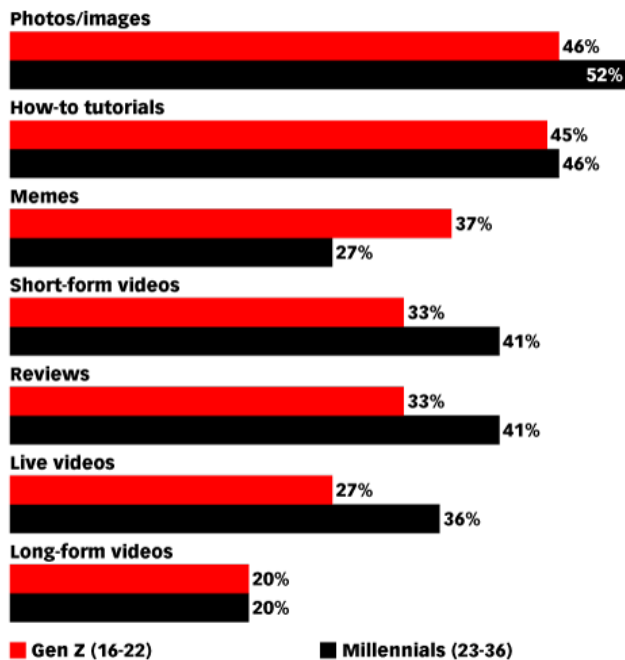
**AUDIO** |

**eMarketer Editors**

eMarketer principal analyst Mark Dolliver and junior analyst Lucy Koch discuss one thing that summed up 2019 for each of them, as well as some of their predictions for 2020, focusing on demographics.

### Types of Influencer Content that US/UK Gen Z vs. Millennial Social Media Users\* Want to See More Frequently on Social Media Platforms, Aug 2019

% of respondents in each group



Note: \*who currently follow influencers on social media platforms

Source: GlobalWebIndex, "Influencer Marketing," Sep 24, 2019

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