

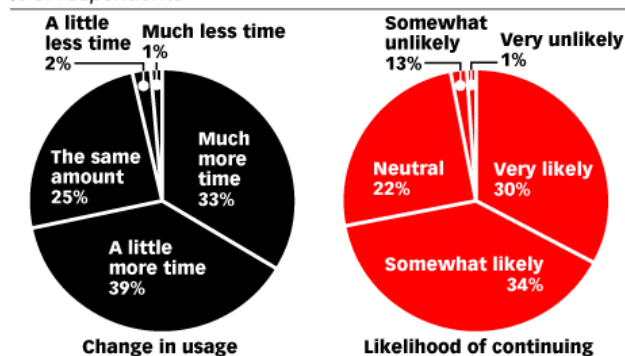
Influencer Followers Will Continue Spending More Time on Social Media After Restrictions Lift

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Of US and UK consumers who follow social media influencers, 72% are spending more time on social since the outbreak, according to a May 2020 GlobalWebIndex and Influencer survey.

Change in Social Media Usage Among US and UK Social Media Influencer Followers Since the Coronavirus Pandemic vs. the Likelihood They Will Continue This Usage After Restrictions Lift, May 2020
% of respondents



Note: ages 16-64; numbers may not add up to 100% due to rounding
Source: GlobalWebIndex and Influencer, "The Age of Influence," July 19, 2020

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And 64% of respondents are likely to continue using social media to the same extent once pandemic-related restrictions are lifted.

"Social media has received a significant and sustained boost in usage during the pandemic," said Jasmine Enberg, eMarketer senior global trends analyst at Insider Intelligence. "Most of the heightened activity on social media is also taking place on platforms where influencers were already active, and that has helped boost user engagement with influencers."

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