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Q1. Which social media sites or apps do you use? Select all that apply.

		gender:grouped			politicalLeaning:grouped		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
YouTube	81%	79%	84%	91%	81%	82%	81%
Snapchat	71%	77%	65%	63%	74%	71%	68%
Instagram	69%	78%	57%	71%	73%	68%	66%
Facebook	61%	70%	51%	65%	69%	58%	57%
Twitter	49%	51%	45%	61%	56%	46%	44%
TikTok	10%	13%	6%	17%	12%	10%	8%
None	2%	1%	2%	0%	1%	2%	3%
Refused	1%	0%	2%	0%	0%	1%	0%
(Unweighted N)	(1500)	(652)	(777)	(71)	(446)	(817)	(229)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
YouTube	81%	81%	87%	84%	78%	67%	88%	80%
Snapchat	71%	72%	66%	75%	67%	92%	76%	49%
Instagram	69%	69%	67%	77%	63%	77%	72%	63%
Facebook	61%	64%	70%	61%	48%	69%	64%	70%
Twitter	49%	49%	38%	55%	48%	47%	40%	42%
TikTok	10%	11%	5%	12%	6%	20%	7%	7%
None	2%	1%	2%	3%	2%	0%	1%	10%

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Refused	1%	1%	2%	1%	1%	0%	0%	4%
(Unweighted N)	(1500)	(1018)	(151)	(90)	(124)	(12)	(86)	(19)

Q2. Would you like to be a social media influencer?

	gender:grouped				politicalLeaning:grouped		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Yes	19%	21%	17%	21%	20%	19%	18%
No	80%	79%	81%	79%	79%	81%	81%
Refused	1%	0%	2%	0%	0%	0%	0%
Total	100%	100%	100%	100%	99%	100%	99%
(Unweighted N)	(1500)	(652)	(777)	(71)	(446)	(817)	(229)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	19%	17%	16%	19%	25%	28%	26%	23%
No	80%	82%	83%	78%	74%	72%	74%	73%
Refused	1%	0%	2%	2%	1%	0%	0%	4%
Total	100%	99%	101%	99%	100%	100%	100%	100%
(Unweighted N)	(1500)	(1018)	(151)	(90)	(124)	(12)	(86)	(19)

Q3. Do you think being a social media influencer is a legitimate job?

	gender:grouped				politicalLeaning:grouped		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Yes	42%	42%	43%	39%	47%	42%	31%
No	57%	58%	56%	61%	53%	57%	69%
Refused	1%	1%	2%	0%	0%	1%	0%
Total	100%	101%	101%	100%	100%	100%	100%
(Unweighted N)	(1500)	(652)	(777)	(71)	(446)	(817)	(229)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	42%	40%	46%	47%	40%	58%	51%	34%
No	57%	59%	52%	50%	60%	42%	49%	62%
Refused	1%	0%	2%	3%	1%	0%	0%	4%
Total	100%	99%	100%	100%	101%	100%	100%	100%
(Unweighted N)	(1500)	(1018)	(151)	(90)	(124)	(12)	(86)	(19)

Q4. How many different influencers do you follow on social media?

	gender:grouped				politicalLeaning:grouped		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
51+	6%	6%	5%	14%	7%	6%	4%
21-50	7%	8%	6%	2%	6%	8%	7%
1-20	41%	47%	34%	41%	48%	39%	36%
0	39%	34%	46%	37%	34%	41%	45%
I'm not on social media	6%	4%	7%	2%	5%	6%	7%
Refused	1%	0%	2%	4%	1%	1%	0%
Total	100%	99%	100%	100%	101%	101%	99%
(Unweighted N)	(1500)	(652)	(777)	(71)	(446)	(817)	(229)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
51+	6%	6%	6%	5%	8%	0%	4%	0%
21-50	7%	6%	7%	13%	6%	8%	5%	7%
1-20	41%	38%	46%	51%	39%	59%	49%	60%
0	39%	45%	33%	21%	39%	34%	37%	19%
I'm not on social media	6%	5%	6%	7%	6%	0%	5%	10%
Refused	1%	0%	2%	2%	2%	0%	0%	4%
Total	100%	100%	100%	99%	100%	101%	100%	100%
(Unweighted N)	(1500)	(1018)	(151)	(90)	(124)	(12)	(86)	(19)

Q5. How often do you feel pressured to make your own social media posts look more like an influencer's?

	gender:grouped				politicalLeaning:grouped		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Often	4%	4%	3%	4%	3%	4%	2%
Sometimes	13%	18%	7%	13%	17%	12%	9%
Rarely	24%	27%	19%	24%	26%	22%	27%
Never	58%	50%	69%	58%	53%	61%	61%
Refused	1%	1%	2%	0%	0%	1%	0%
Total	100%	100%	100%	99%	99%	100%	99%
(Unweighted N)	(1500)	(652)	(777)	(71)	(446)	(817)	(229)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Often	4%	3%	4%	2%	6%	0%	11%	0%
Sometimes	13%	13%	16%	13%	16%	16%	15%	0%
Rarely	24%	26%	26%	21%	18%	27%	26%	13%
Never	58%	58%	51%	60%	60%	57%	48%	83%
Refused	1%	0%	2%	3%	1%	0%	0%	4%
Total	100%	100%	99%	99%	101%	100%	100%	100%
(Unweighted N)	(1500)	(1018)	(151)	(90)	(124)	(12)	(86)	(19)

Q6. Do you think influencer culture on social media has...

	gender:grouped				politicalLeaning:grouped		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
A negative impact on people's body image	76%	80%	70%	89%	78%	78%	67%
No impact on people's body image	16%	12%	22%	6%	13%	15%	26%
A positive impact on people's body image	6%	7%	6%	4%	8%	5%	6%
Refused	1%	1%	2%	0%	1%	1%	0%
Total	99%	100%	100%	99%	100%	99%	99%
(Unweighted N)	(1500)	(652)	(777)	(71)	(446)	(817)	(229)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
A negative impact on people's body image	76%	78%	71%	76%	71%	60%	88%	82%
No impact on people's body image	16%	16%	20%	13%	17%	34%	7%	14%
A positive impact on people's body image	6%	5%	6%	9%	12%	7%	5%	0%
Refused	1%	1%	3%	2%	1%	0%	1%	4%
Total	99%	100%	100%	100%	101%	101%	101%	100%
(Unweighted N)	(1500)	(1018)	(151)	(90)	(124)	(12)	(86)	(19)

Q7. About how often do you buy items you saw an influencer post about?

	gender:grouped				politicalLeaning:grouped		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Once a week or more	2%	1%	2%	5%	1%	2%	1%
A few times a month	1%	1%	1%	0%	3%	0%	2%
Once a month	1%	2%	1%	2%	2%	1%	0%
A few times a year	6%	8%	3%	7%	7%	6%	4%
Once a year	9%	11%	6%	14%	11%	8%	7%
Never	80%	76%	86%	72%	77%	81%	85%
Refused	1%	1%	2%	0%	0%	1%	1%
Total	100%	100%	101%	100%	101%	99%	100%
(Unweighted N)	(1500)	(652)	(777)	(71)	(446)	(817)	(229)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Once a week or more	2%	1%	1%	3%	2%	0%	1%	5%
A few times a month	1%	1%	4%	2%	2%	8%	1%	6%
Once a month	1%	1%	1%	3%	1%	0%	0%	0%
A few times a year	6%	5%	9%	9%	5%	0%	11%	7%
Once a year	9%	9%	9%	13%	6%	0%	11%	13%
Never	80%	82%	73%	68%	84%	92%	75%	66%
Refused	1%	1%	3%	2%	1%	0%	0%	4%
Total	100%	100%	100%	100%	101%	100%	99%	101%
(Unweighted N)	(1500)	(1018)	(151)	(90)	(124)	(12)	(86)	(19)

Q8. How confident are you that you can tell when an influencer was paid to promote a product?

		gender:grouped			politicalLeaning:grouped		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Very confident	45%	45%	47%	37%	43%	48%	43%
Somewhat confident	43%	45%	41%	45%	46%	40%	46%
Not very confident	6%	5%	7%	6%	6%	6%	5%
Not confident at all	5%	5%	4%	7%	4%	6%	5%
Refused	1%	1%	2%	4%	1%	0%	0%
Total	100%	101%	101%	99%	100%	100%	99%
(Unweighted N)	(1500)	(652)	(777)	(71)	(446)	(817)	(229)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Very confident	45%	45%	33%	53%	44%	59%	42%	52%
Somewhat confident	43%	45%	50%	37%	42%	34%	37%	37%
Not very confident	6%	6%	8%	3%	5%	7%	17%	0%
Not confident at all	5%	4%	7%	5%	8%	0%	5%	7%
Refused	1%	1%	2%	1%	2%	0%	0%	4%
Total	100%	101%	100%	99%	101%	100%	101%	100%
(Unweighted N)	(1500)	(1018)	(151)	(90)	(124)	(12)	(86)	(19)

Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 1501 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IPF) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is $\pm 2.9\%$. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

Influencer Culture poll

September 2019 - 1501 US college students



About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>