

# Multicultural Young Adults and Influencers: Incl Impact of COVID-19 - US - November 2020

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## This report looks at the following areas:

- The impact of COVID-19 on multicultural young adult consumer behavior and influencer marketing
- Perceptions of influencers' authenticity in comparison to traditional advertising during the pandemic
- Young adults' preference for relatable influencers across race, ethnicity and areas of interests
- Motivations among multicultural young adults to engage with influencers beyond "likes"

Influencers are a part of multicultural young adults' entertainment as well as an information source for exposure to new ideas and trends, as well as products and services. Influencers have a greater impact on their followers over traditional advertising because influencers are routinely transparent with their thoughts across interests and social issues, as well as opinions about products and services. Multicultural young adults tend to have a base level of engagement with influencers and their engagement level with brands hinges on their belief that an influencer is delivering an honest recommendation rather than just acting as a paid spokesperson.



"Influencers are a 'friend in the head' for multicultural young adults who see them as more trustworthy than traditional advertisers because they are authentic people who are willing to be transparent with their thoughts on society, expose them to trends and recommend products and services."

– Toya Mitchell – Senior Multicultural Analyst

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## MULTICULTURAL YOUNG ADULTS BY THE NUMBERS

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