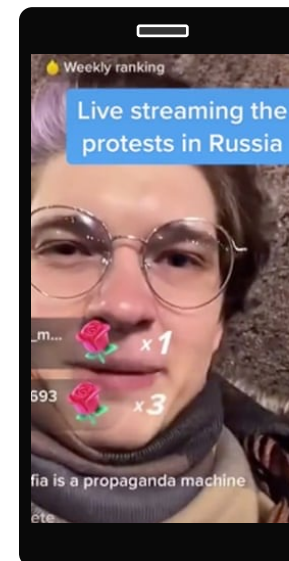
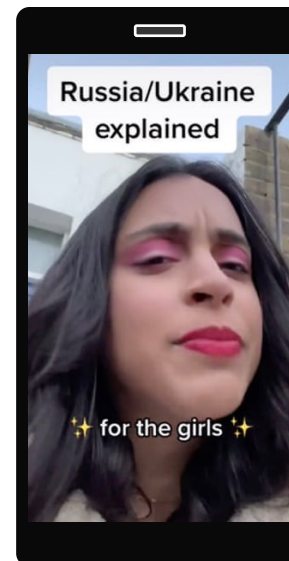


# HOW INFLUENCERS HAVE BECOME THE MAIN SOURCE OF NEWS TO GEN Z AND MILLENNIALS

YouTube influencers have become one of the main ways that Gen Z and Millennials learn about breaking news and what is happening in the world. Not only are these generations paying greater attention to their favorite creators' takes on global events, but they also trust them more. These are the reasons that younger adults are ditching mass media news and relying on influencers instead.

## 1. TRUST

Viewers trust their favorite influencers more than mass media: Studies show that 60% of Millennials are more likely to take advice from an influencer than traditional media personalities.



## 2. REACH

YouTube reaches more 18-49-year-olds than all cable TV networks combined. Meaning more people this age are paying attention to what influencers have to say.

## 3. UNCENSORED OPINIONS

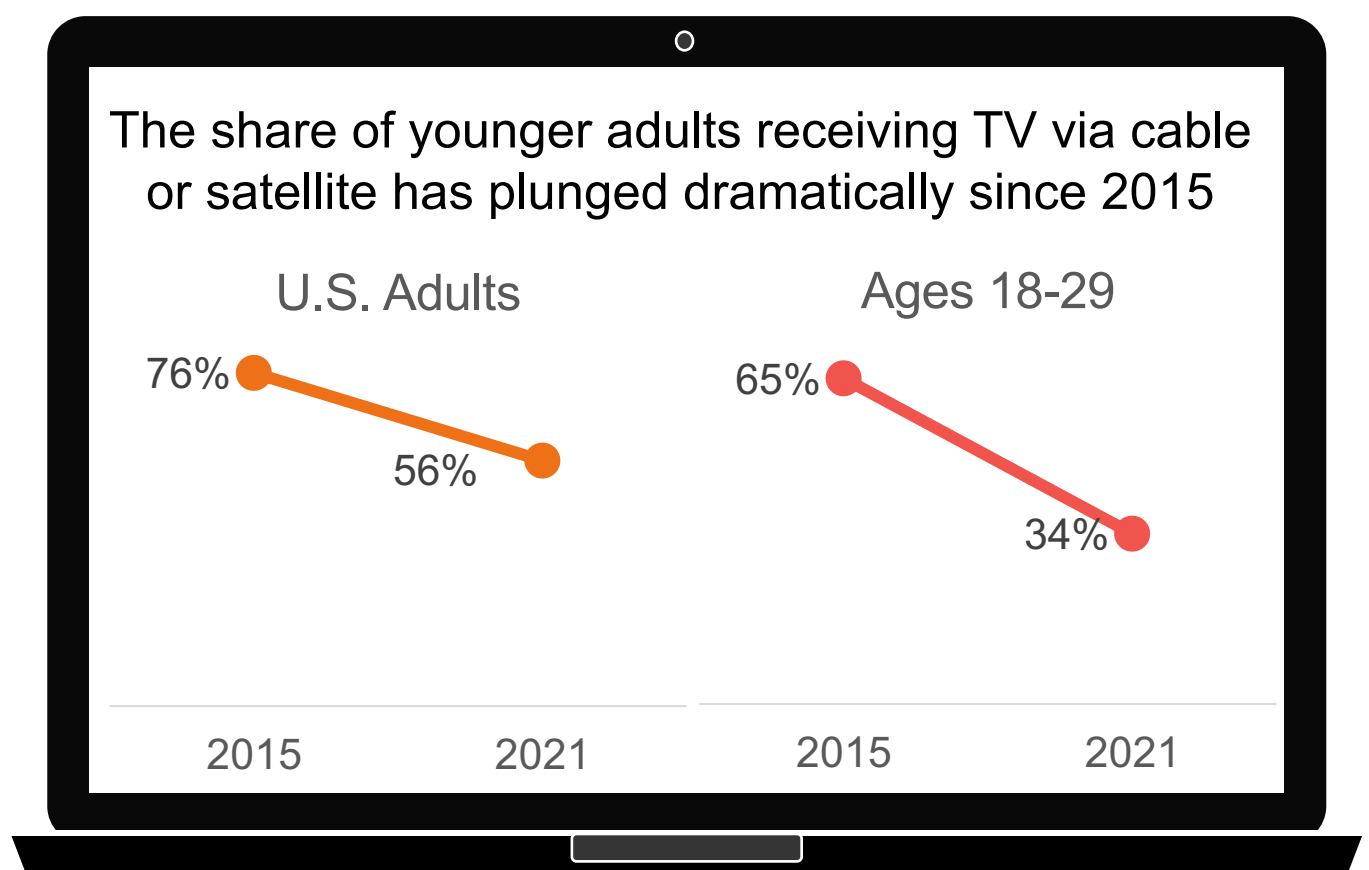
Most influencers have nearly complete creative oversight on what they post. What they say and the issues they cover are not controlled by an outside force. News that influencers cover is often an uncensored opinion, opposed to mass media news that often leans to one side or another.

## 4. VARIETY OF SOURCES

Important events are covered by creators that aren't just focused on the news. Creators from all genres take to social media to post their thoughts and opinions, which spreads breaking news at the same time.

## 5. RAPID SOURCE OF INFORMATION

When an influencer wants to talk about an issue, they can record/post immediately. This means new information is able to be searched for almost instantaneously on social media.



81% OF ADULTS USE



YOUTUBE IS THE 2ND MOST POPULAR SEARCH ENGINE BEHIND GOOGLE/GOOGLE IMAGES

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