

The Importance of Influencers

Percentage of respondents saying influencers are “best” sources of ideas and information, and percentage saying “advertising” is best source, with point difference

| | People | Ads | Difference |
|---------------------------|--------|-----|------------|
| Restaurants to try | 83% | 35% | 48 |
| New meals, dishes to try | 73% | 24% | 49 |
| Places to go on visit | 71% | 33% | 38 |
| Prescription drugs to buy | 71% | 21% | 50 |
| Hotels to stay in | 63% | 27% | 36 |
| Ways to improve health | 61% | 19% | 42 |
| Movies to see | 61% | 67% | -6 |
| Which brands are best | 60% | 33% | 27 |
| Videos to rent or buy | 59% | 45% | 14 |
| Retirement planning | 58% | 9% | 49 |
| Merits of cars | 58% | 36% | 22 |
| Saving and investing | 57% | 12% | 45 |
| Finding best buys | 54% | 47% | 7 |
| Appearance of home | 50% | 28% | 22 |
| Clothes to buy | 50% | 59% | -9 |
| Finding a new job | 47% | 54% | -7 |
| Computer equipment | 40% | 18% | 22 |
| Web sites to visit | 37% | 12% | 25 |

Roper Reports

