

# 2019

## THE MULTICULTURAL MAJORITY RISES: LET'S LOOK AT SOCIAL MEDIA "STARS"



### WHO WE ARE

The Culture Marketing Council: The Voice of Hispanic Marketing is the only national trade organization representing the entire Hispanic marketing, communications and media industry. For the past 20 years, we have championed the Hispanic market in corporate boardrooms and advocated for increased investment in multicultural marketing strategies—all while ensuring that experts with trusted Hispanic cultural expertise were at the forefront of this discussion. Through our thought leadership initiatives and groundbreaking research, we have helped organizations gain market share, increase revenue and grow profits by reaching and connecting with America's Hispanic consumers. As such, our association has grown to represent more than 45,000 marketing, research and media executives who have trusted Hispanic expertise.

CULTURAL  
INSIGHTS

**CMC**  
CULTURE MARKETING COUNCIL

2020 marks the first time that the 17-and-under segment will be a multicultural majority—the first demographic domino to fall. In 2033, the majority of all persons under 50 will be multicultural, significantly impacting and redefining what we consider “mainstream marketing.” However, we are already seeing signs of this shift, and forward-thinking marketers are already plotting new strategic courses—In May, we examined the multicultural influence on the music world. [\[Click here if you missed this article.\]](#) This month we tackle the second harbinger of the multicultural majority: social media “stars”—aka influencers.

Social media influencers are on many marketers’ radars and getting a lot of press for their power and effectiveness in amplifying brand messages in authentic and organic ways.



In the world of social media, both the followed and their followers are **already a multicultural majority** among 13–49 year-olds. In other words, they **ARE** the mainstream.

## WHY?

### #1, THE FOLLOWED

Becoming a social media star operates within a true equal opportunity environment. Unlike TV, film or digital studios, social media has no gatekeeping “face control” over who gets the chance to become a star.

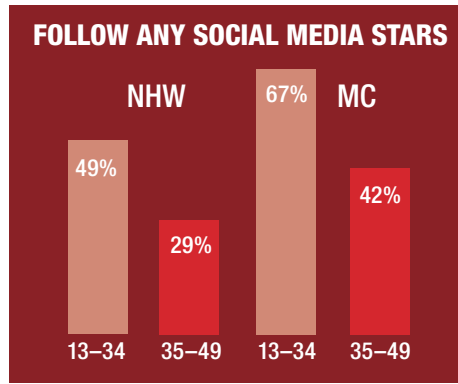
According to [UCLA's 2018 Hollywood Diversity report](#), 93 percent of TV scripted show creators are white. Not surprisingly, 81 percent of TV scripted leads are white, 86 percent for film.

Conversely, in the “no gatekeeper” social media world, **62 percent** of the combined average of the top 20 Instagram/You Tube vloggers are multicultural (based on subs/followers). This lines up with [CMC's 2018 Digital Lives study](#), which found that **58 percent** of the 13–17 age segment’s social media favorites were multicultural and **64 percent** for 18–34s.

## #2, THE FOLLOWERS

Multiculturals ages 13–49 are significantly more likely to follow social media vloggers than their non-Hispanic White (NHW) counterparts. African Americans (AA) & Hispanics (HISP) follow at similar high levels.

This translates into the follower market being majority multicultural; 55 percent of the 13–17 follower market (6.7M) and 51 percent of the 18–49 market (31.3M).

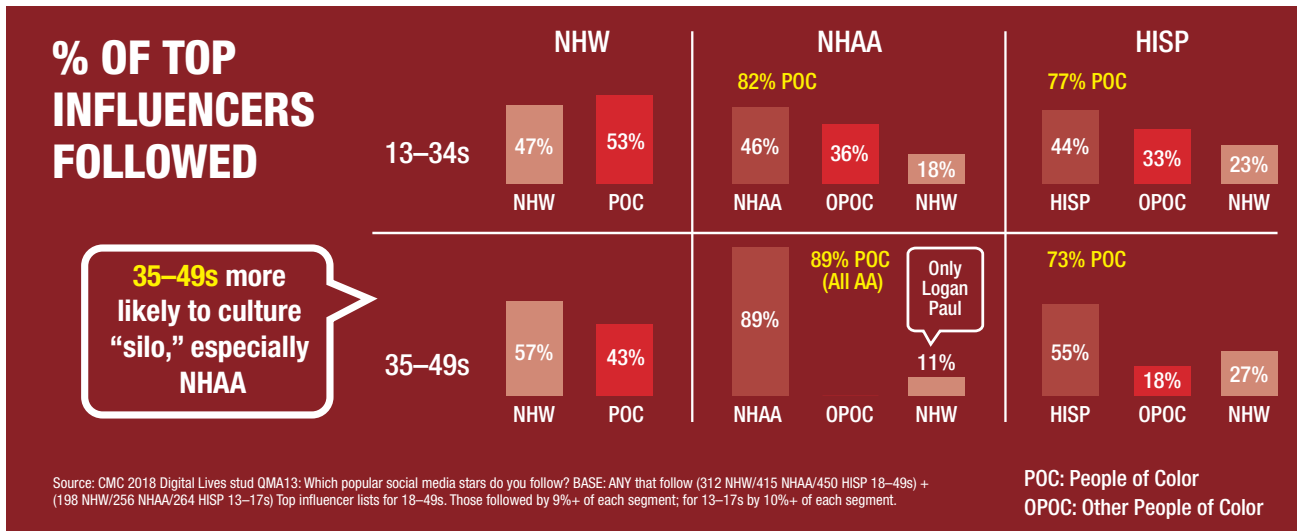


Source: CMC 2018 Digital Lives study.

### Who is being followed?

Younger 13–34 social media users follow more influencers outside their own racial/ethnic segment. Almost half of each segment’s favorite influencers are of their OWN racial/ethnic group. Interestingly, 53 percent of the NHW 13–34 segment’s favorites are people of color; however, only 18 percent of non-Hispanic African American and 23 percent of Hispanic favorites are non-Hispanic whites. Outside of their own racial/ethnic segment, **people of color are following primarily other people of color.**

The older 35–49 segment’s favorites are more concentrated within their own racial/ethnic culture silo; however NHW & Hispanics still follow a significant number of influencers outside their own culture to the tune of 43 and 45 percent, respectively. This does not hold true for non-Hispanic African Americans with 89 percent of favorites being African American with one exception: Logan Paul\* who is non-Hispanic white.



## Which Social Media stars cross all three measured cultures?

According to [CMC's 2018 Digital Lives study](#), the younger the follower group, the more influencers cross all three cultures measured (non-Hispanic white, non-Hispanic African American, Hispanic). Nine stars cross all three cultures among the 13-17 segment, four among 18-34s, and only two among 35-49s (Logan Paul and Daym Drops).

### 13-17s

King Bach 18M Insta	Cameron Dallas 6M YT/21M Insta	Eva Gutowski 10M YT/6M Insta	Liza Koshy 17M YT/18M Insta
			

**6 of the 9 (67%)  
Top Influencers Crossing Teen  
Cultural Silos are MC...  
1/3 are mixed race**

Logan Paul 19M YT/16M Insta	Lele Pons 14M YT/34M Insta	Brent Rivera 13M Insta	Jordyn Woods 10M Insta	Maddie Ziegler 3M YT/13M Insta
				

### 18-34s

Lilly Singh 15M YT/8M Insta	Lele Pons 14M YT/34M Insta	Liza Koshy 17M YT/18M Insta
		

**3 of 4 Top 18-34 Influencers  
Crossing Silos are MC Women**

- 3 MC funny ladies
- The comedic, controversial & irreverent Logan Paul
- BTW... Lilly takes over Carson Daly's late night slot on TV with *A Little Late with Lilly Singh* this fall



Logan Paul  
19M YT/16M Insta

Source: CMC Digital Lives study QMA13: Which popular social media stars do you follow?  
BASE: Any that follow (312 NHW/415 NHAA/450 HISP 18-49s) + 198 NHW/256 NHAA/264 HISP 13-17s) Top influencer lists for 18-49s: Those followed by 9%+ of each segment; for 13-17s, by 10%+ of each segment.

The signs of approaching multicultural majority abound in music trends, social media influencers and in other places as well. Stay tuned next month for more.

Note: This study was fielded prior to Logan Paul's various controversial activity although he continues to have 19M YouTube subs and 16M Instagram followers, increased total vlog views & made more money. For more information, please see this [Forbes article](#).