**What Consumers Think Of Virtual Influencers**

A survey conducted by The Influencer Marketing Factory revealed 58% of respondents follow at least one virtual influencer and 35% have bought a product or service they've promoted. Survey respondents typically follow virtual influencers on YouTube followed by Instagram, TikTok and Facebook and the 34- to 44-year-old group is most likely to find them relatable and have the most trust in products that they tout.

***Social Media Today 4.4.22***

[*https://www.socialmediatoday.com/news/new-study-looks-at-the-rise-of-virtual-influencers-infographic/621544/*](https://www.socialmediatoday.com/news/new-study-looks-at-the-rise-of-virtual-influencers-infographic/621544/)

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