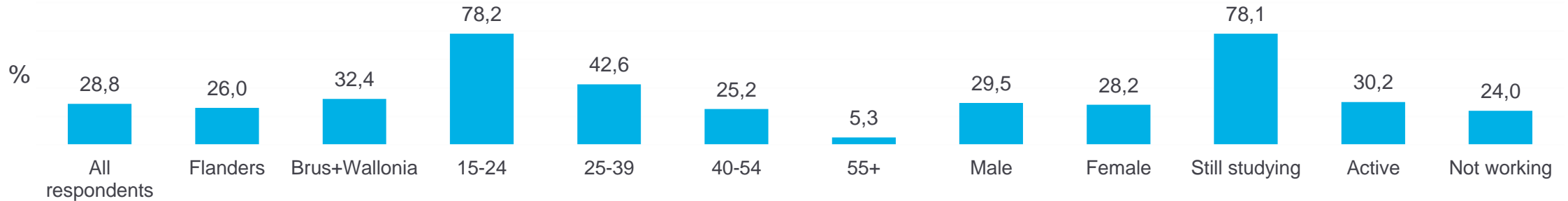


Influencers & digital content creators in Belgium

Where social media are not created equal

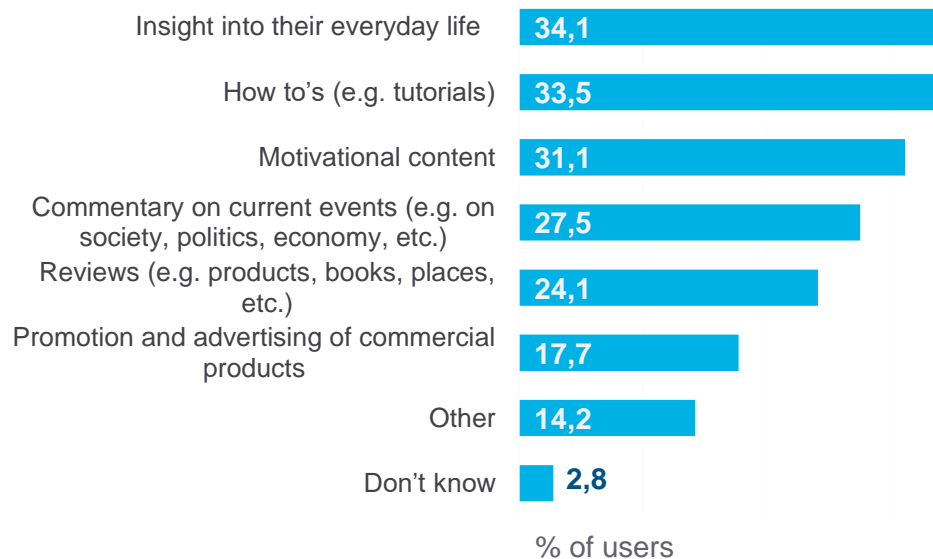
Penetration by segment

Do you follow any influencers or content creators on social media channels (e.g. YouTube, Instagram, or TikTok, etc.)?



Reasons why

What type of content from influencers or content creators do you prefer?



Social media usage in last 7 days

