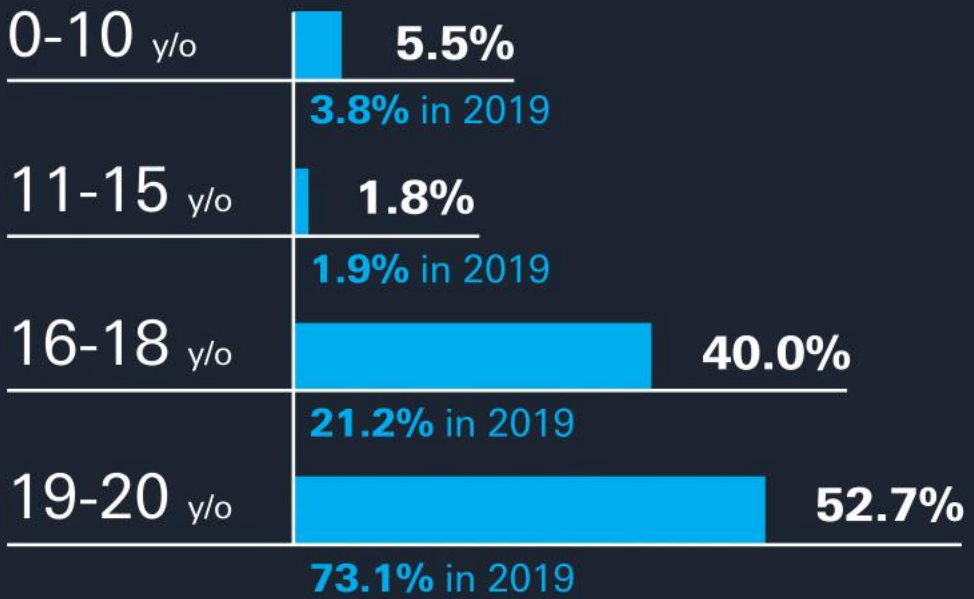


Youthfluencer Study

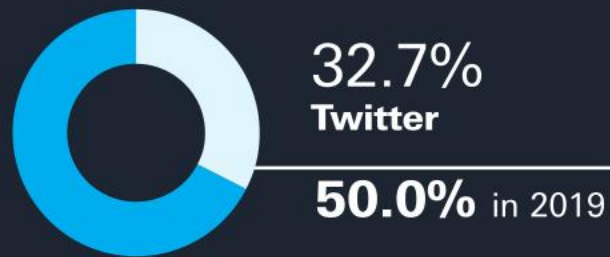
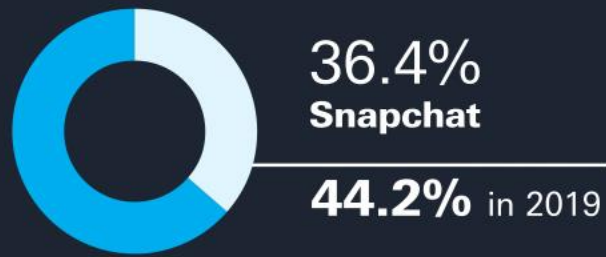
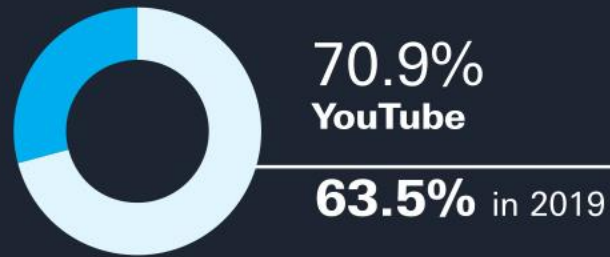
unicef 
für jedes Kind



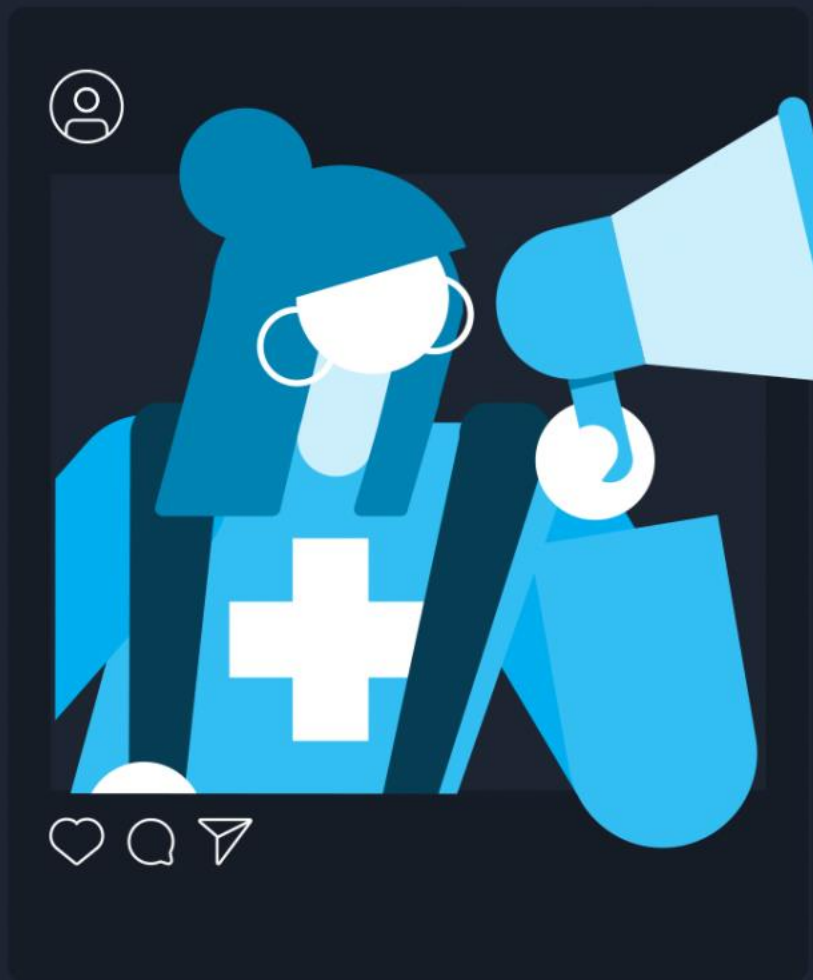
Youthfluencers' age and gender in 2020



Youthfluencers' channels in 2020



Youthfluencers' followers in 2020



20.5 m

Top 54 Swiss youthfluencers

10.4 m
Top 52 in 2019



8.63 m

population

8.5 m
in 2019

Top 1



Noemi Nikita ● **5 m**

Top 1 in 2019

Chiara Castelli ● **2.3 m**

Youthfluencers' activity in 2020



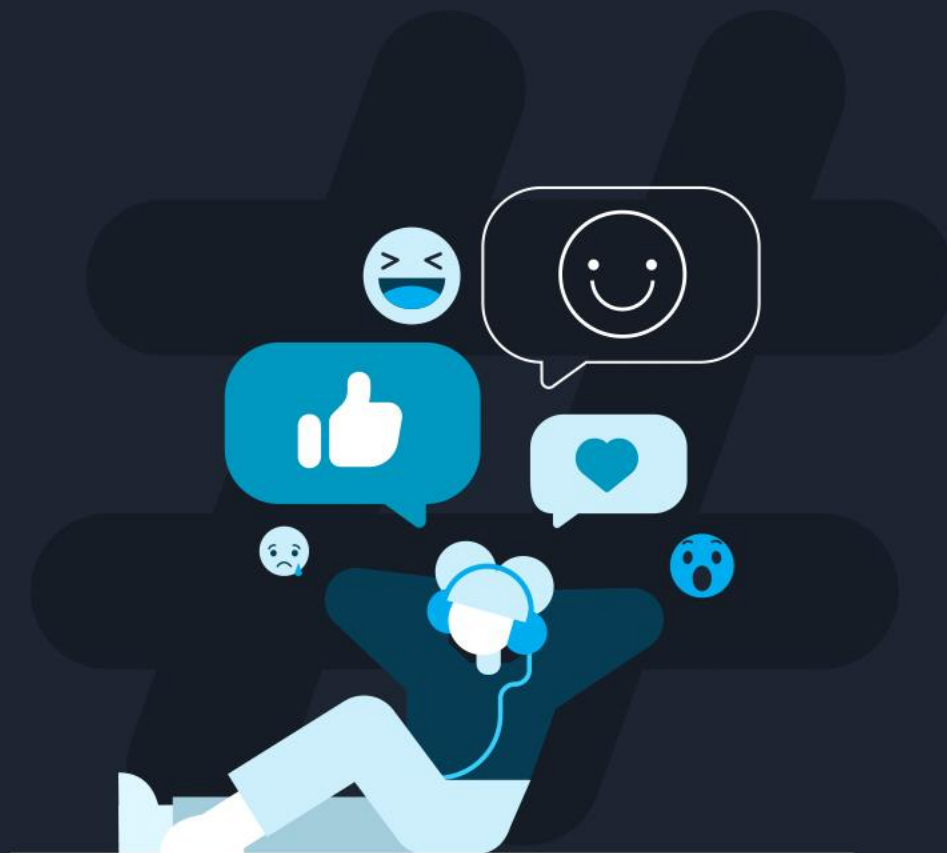
Number of posts:		
1 - 100	29.6%	52.6%
101 - 200	9.3%	10.5%
201 - 400	16.7%	5.3%
401 - 600	25.9%	7.9%
601 - 800	3.7%	7.9%
801 - 1 000	7.4%	2.6%
> 1 000	7.4%	13.2%

Youthfluencers' interactions in 2020

Interactions



< 1 000	33.3%	39.5%
1 000 - 5 000	44.4%	10.5%
5 000 - 10 000	9.3%	21.1%
10 000 - 20 000	1.9%	7.9%
> 20 000	11.1%	21.1%



Corona lockdown March – May 2020

unicef 
for every child



Corona as a topic 84%

Role model function 40%

Made fun of corona 36%

Bored, lonely 36%

Fear 20%

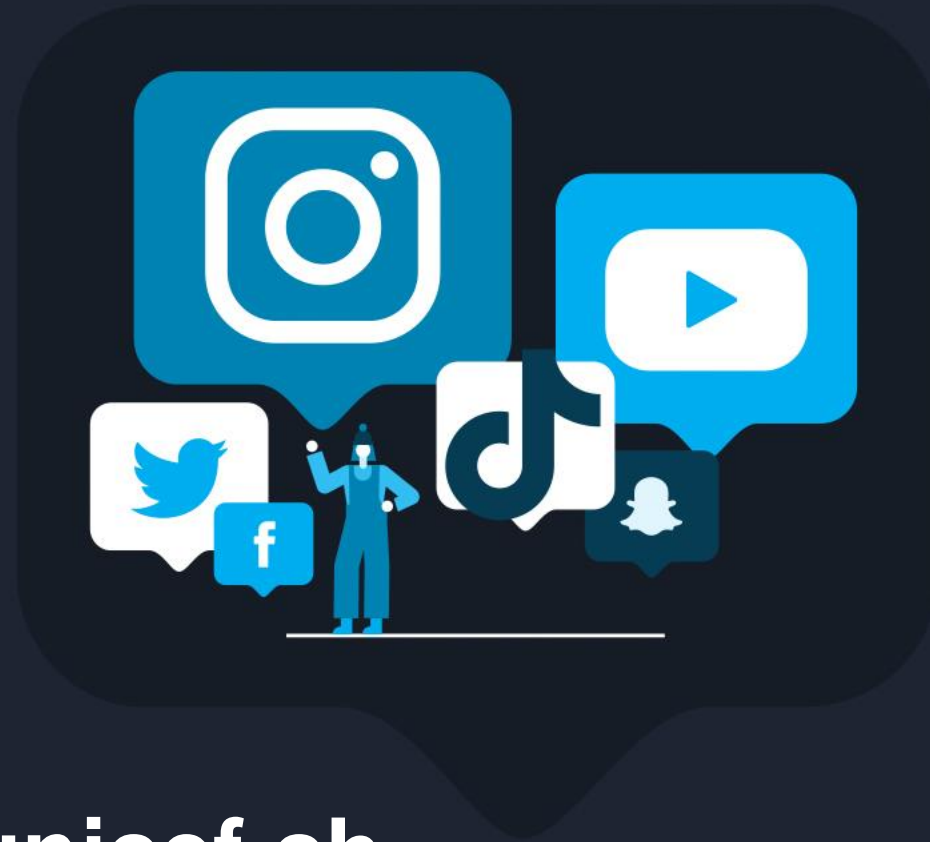


Growth in followers:

+ 1.2% per month

(September 2019 – February 2020: + 2.3% per month)

Kontakt



marketing@unicef.ch