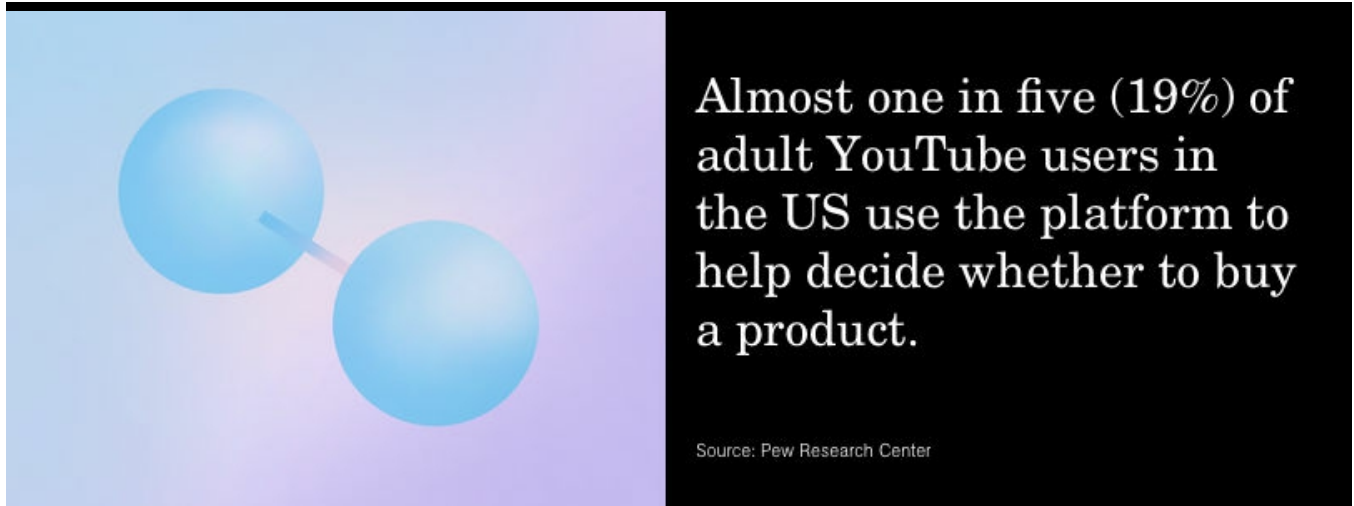


STAT: YOUTUBE SHAPES CONSUMER SPENDING

By Livvy Houghton and Alex Hawkins

16 : 11 : 2018 Retail : YouTube : Social Commerce



A new survey of US adults conducted by Pew Research Center shows that YouTube is playing a significant role in its users' consumption habits and decision-making processes. Product reviews and recommendations on the site are increasingly helping visitors to decide whether or not to make purchases.

The findings also highlight YouTube's role in helping users learn how to do things they have never done before, with 51% turning to the site to learn new things. According to Pew, this works out as 35% of all US adults, once both users and non-users of the site are accounted for. For more on the power of video to influence the buying process, see our [Social Commerce](#) market.