

Aleteia

**The faith of young people and their
influencers on the social networks**

Worldwide Social Listening Study

**Jornadas Nacionais de Comunicação Social
e III Jornadas de Comunicação Digital**

Fatima, September, 2018

A large multi-masted sailing ship with white sails is shown on a blue sea under a clear sky. The ship is moving towards the right, creating a white wake. Several crew members are visible on the deck. In the background, another smaller sailing ship is visible on the left side of the frame.

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*Worldwide social listening study
on young people who share their
Catholic faith on social networks
and on their influencers.*

A photograph of Pope Francis, dressed in white papal attire, smiling and shaking hands with a group of young people. The background is a bright, slightly blurred outdoor setting with a blue sky and clouds. The image is overlaid with a semi-transparent blue gradient on the right side where the text is located.

INTRODUCTION

Young people and the faith is the topic Pope Francis chose for the most important event that the Church will celebrate in 2018, the Synod of Bishops on Young People (Vatican, 3 to 28 October 2018).

Letter of Pope Francis to Young People:

*“The Church wishes to listen to your voice,
your sensitivities and your faith;
even your doubts and your criticism.”*

**This study is a fact-finding
contribution to the participants
in the Synod of Bishops**

METHODOLOGY



Audience: Generation Z (ages 18 to 25).



Media Types: Facebook and Instagram.



Time frame: Year 2017



Sample: 539,596,500 young people registered on Facebook and Instagram. Analysis of statistical data (not personal information) of all the youth registered during that time.



Geography: All countries worldwide, except for Cuba, Venezuela, Bolivia, Iran, Egypt, the Republic of Sudan, Uganda, Bahrain, French Guiana, and the Republic of the Congo, due to a lack of available data.



Data: The study material are statistical data facilitated by Facebook and Instagram to communications and advertising agencies.



Key words: The key words analyzed were (in their different languages): "Religion," and particularly "Christian," "Catholic," "Church," "Pope," and "Prayer."



Influencers: The hierarchy of the influencers is measured by their popularity among the young people analyzed in this study.

That ranking is presented alongside the absolute number of the influencers' followers on Facebook, Instagram, Twitter, and YouTube, cross-referenced with the Klout.com score.

PART 1

Social Listening

*The faith of
Generation Z on the
social networks*

“Listen to understand”

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GLOBAL CONTEXT

Global population: 7.5 billion

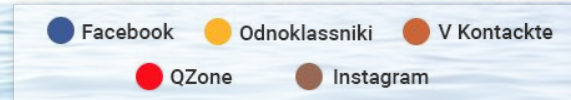
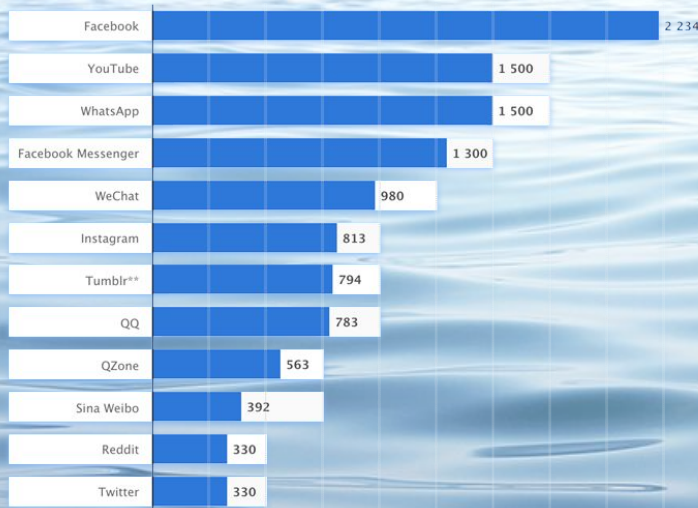
Internet users: 4 billion (53% penetration)

Social media users: 3.1 billion (42% penetration)

Growth since January 2017 of +13%, that is, 362 million

With 2.2 billion active users per month, Facebook is the biggest network.

Social Media Users Penetration 42%

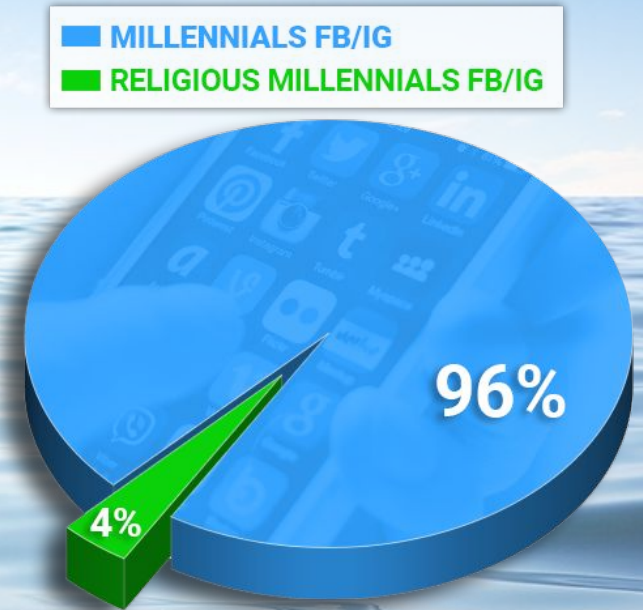


World Map of Social Networks,
showing the most popular social
networking sites by country, according
to Alexa & SimilarWeb traffic data
(January, 2018)

WORLD NUMBERS

540 million youth of Generation Z (ages 18-25) on Facebook and Instagram.

Out of that number, 4% (21 million) are interested in religious topics (Christian/Catholic themes).



MAIN FINDINGS

IN GENERAL, YOUNG PEOPLE IN SOCIAL MEDIA LOOK FOR:



- **Entertainment: video games, media, TV series, music, sport...**
- **Brands to share interests and to be recognised by the others.**
- **Having fun (humor) is their favorite language.**

MAIN FINDINGS

YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL NETWORKS:



- The level of academic attainment is higher.
- Committed with social and cultural interests.
- As their peers, they love having fun on social media.

20 COUNTRIES WITH THE MOST YOUNG PEOPLE ON SOCIAL MEDIA

India	90,000,000	Turkey	10,000,000
Indonesia	40,000,000	Colombia	9,000,000
Brazil	35,000,000	Myanmar	9,000,000
USA	35,000,000	Argentina	8,000,000
Mexico	25,000,000	Algeria	8,000,000
Philippines	20,000,000	Peru	7,000,000
Viet Nam	15,000,000	France	7,000,000
Pakistan	15,000,000	Germany	7,000,000
Thailand	15,000,000	UK	7,000,000
Bangladesh	10,000,000	Malaysia	7,000,000



539,596,500 young people on



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20 COUNTRIES

WITH THE MOST YOUNG PEOPLE INTERESTED IN RELIGION

Brazil	5,000,000	Poland	450,000
Philippines	2,000,000	Ecuador	350,000
India	1,000,000	Chile	350,000
USA	900,000	Guatemala	350,000
Peru	900,000	Egypt	350,000
Italy	700,000	France	300,000
Vietnam	600,000	Nigeria	300,000
Colombia	600,000	Venezuela	250,000
Argentina	600,000	Germany	200,000
Indonesia	500,000	U.K.	200,000



**15.9 million young people in
the top 20**

FINDINGS:

20 COUNTRIES

WITH THE MOST YOUNG PEOPLE ON SOCIAL MEDIA

- 1) Half of these 20 countries are Christian-majority countries. This fact shows how the social networks have become potentially the first space in which the Church can enter into contact with these young people.**
- 2) Young Indians are the leading group worldwide on these social networks.**
- 3) They are followed by Vietnam, Pakistan, and Thailand, countries that are not traditionally Christian, and in which social media can become a place to get to know and encounter Christianity.**

FINDINGS:

20 COUNTRIES

WITH THE MOST YOUNG PEOPLE INTERESTED IN RELIGION

- 1) Brazil, the country with the most Catholics in the world, is also the great world power of young people interested in religion.**
- 2) The high numbers from the Philippines, India, and the United States show a great opportunity to evangelize on social media.**
- 3) It is surprising to see the strong interest from young people in Vietnam, a Communist country (4% of youth are interested).**
- 4) The top five countries (totaling 9.8 million youth) make up 46% of all young people interested in religion on Facebook and Instagram.**

20 COUNTRIES WITH THE BIGGEST PERCENTAGE OF YOUTH INTERESTED IN RELIGION

Timor-Est	33.33%	Nicaragua	11.11%
Costa Rica	25.00%	Philippines	10.00%
El Salvador	20.00%	Chile	10.00%
Paraguay	20.00%	Angola	10.00%
Brazil	14.29%	Honduras	10.00%
Puerto Rico	14.29%	Portugal	10.00%
Italy	14.00%	Lithuania	10.00%
Guatemala	14.00%	Papua N.G.	10.00%
Peru	12.86%	Réunion	10.00%
Poland	11.25%	Malta	10.00%

Ireland 7%
USA 2.5%
WORLD 4%



FINDINGS:

20 COUNTRIES

WITH THE BIGGEST PERCENTAGE OF YOUTH INTERESTED IN RELIGION

- 1) On this list, half are Latin American countries. Surprisingly, Mexican youth are absent.**
- 2) In Europe: Italy, Poland, Portugal, Lithuania, and Malta are the countries that show the greatest interest in religion. Religion is not dead in Europe.**
- 3) It is surprising to see the very low representation of the United States and Mexico.**

PORTUGAL: YOUNG PEOPLE ON SOCIAL NETWORKS



Interest

1. Video Games & Games
2. Brands (sports, food)
3. Entertainment: Comedians



Job

1. Community and Social Services
2. Arts, Entertainment, Sports and Media
3. Sales



What are
they like?

Deep impact of the Western way of
life.



Relationship

- 58.3% Single
- 2.2% Married
- 32.9% In a relation
- 6.6% Engaged



Education

- 34.3% High School
- 64.4% College
- 1.2% Graduate School

SAMPLE SIZE

1.000.000

PORTUGAL: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL NETWORKS



Interest

1. Culture and Art
2. Entertainment/Sport
3. Charity organizations



Relationship

- 54.1% Single
- 2.8% Married
- 35.4% In a relation
- 7.7% Engaged



Job

1. Arts, Entertainment, Sports and Media
2. Sales
3. Administrative Services



Education

- 27.9% High School
- 70.2% College
- 19% Graduate School



What are they like?

A lot of interest in educational and university issues.

SAMPLE SIZE

100.000

PORTUGAL: YOUNG PEOPLE ON SOCIAL NETWORKS

- **Video games, having fun, entertainment, are the three main interests of the Portuguese young people on social networks.**
- **Young people interested in religion are more focused on culture and non profit organizations. People interested in religion have a very high level of education.**

ITALY: YOUNG PEOPLE ON SOCIAL NETWORKS



Interest

1. Funny things
2. Public figures: Entertainment
3. Brands



Job

- 1 Arts, Entertainment, Sports and Media
2. Sales
3. Food and Restaurants



What are they like?

Humor is even more searched than image.



Relationship

- 57.1% Single
- 19.4% Married
- 15% In a relation
- 8.6% Engaged



Education

- 42.6% High School
- 55.7% College
- 1.8% Graduate School

SAMPLE SIZE

5,000,000

ITALY: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL NETWORK



Interest

1. Funny things
2. Tv shows/entertainment
3. Brands



Job

1. Arts, Entertainment, Sports and Media
2. Sales
3. Food and Restaurants



What are they like?

They combine the interest for religious issues with having fun and brands.



Relationship

- 53.8% Single
- 2.13% Married
- 15.5% In a relation
- 9.3% Engaged



Education

- 38.9% High School
- 58.7% College
- 2.4% Graduate School

SAMPLE SIZE

700.000

ITALY: YOUNG PEOPLE ON SOCIAL NETWORKS

- Both groups have something in common: they want to have fun on social media.
- It means, that humor, and also brands (in particular fashion), are the way to affirm their personality on social networks.
- Entertainment, in particular music and TV series, have a big impact in their lives.
- Young people interested on religion do not show particular differences of interest.

POLAND: YOUNG PEOPLE ON SOCIAL NETWORKS



Interest

1. Brands (Clothing, drink...)
2. Just for fun
3. Entertainment



Job

1. Food and Restaurants
2. Entertainment, Sports, Media
3. Administrative Services



What are they like?

Their interest are similar to the Western countries.



Relationship

47.4%	Single
8.9%	Married
34,1%	In a relation
9.6%	Engaged



Education

42.6%	High School
56.5%	College
1 %	Graduate School

SAMPLE SIZE
4,000,000

POLAND: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL NETWORKS



1. Catholic faith: religious organizations, religious events (WYD)
2. Educational and Cultural topics.
3. Music



1. Food and Restaurants
2. Arts, Entertainment, Sports and Media
3. Administrative Services



Generation of the Krakow's WYD



- | | |
|-------|---------------|
| 50,3% | Single |
| 8,8% | Married |
| 31,7% | In a relation |
| 9,2% | Engaged |



- | | |
|-------|-----------------|
| 44,1% | High School |
| 54,9% | College |
| 1,1% | Graduate School |

SAMPLE SIZE

450.000

POLAND: YOUNG PEOPLE ON SOCIAL NETWORKS

- In general, Polish young people are very attracted by the “American” way of live, based on having fun, brands, and entertainment.
- In the case of the young people interested in religion, there is a big difference. They are truly motivated by their faith. They have a real interest in religious organizations and socials issues. They are the World Youth Day generation...

FRANCE: YOUNG PEOPLE ON SOCIAL NETWORKS



Interest

1. Brands (food & clothing)
2. Video games
3. Movies:



Job

1. Sales
2. Healthcare and Medical Services
3. Arts, Entertainment, Sports and Media



What are they like?

Focused on brands and entertainment:
Consumerism everywhere



Relationship

- | | |
|-------|---------------|
| 56% | Single |
| 4.8% | Married |
| 33.5% | In a relation |
| 5.8% | Engaged |



Education

- | | |
|-------|-----------------|
| 32.5% | High School |
| 61.4% | College |
| 6.1% | Graduate School |

SAMPLE SIZE

7.000.000

FRANCE: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL NETWORKS



1. Artists: (actors, singers, authors).
2. Public Figures (Comic authors, Pope Francis, influencers...)
3. Community: social services and fun.



- 55.9% Single
- 4.8% Married
- 34% In a relation
- 5.3% Engaged



1. Arts, Entertainment, Sports and Media
2. Sales
3. Healthcare and Medical Services



- 30.3% High School
- 62.3% College
- 7.5% Graduate School



Engaged with social causes.
Cultural interests

SAMPLE SIZE
300.000

FRANCE: YOUNG PEOPLE ON SOCIAL NETWORKS

It strikes the difference of interests between Christian young people and the others:

- **Christian young people are very committed with social and cultural interests. They love sports, arts... Pope Francis is their favorite public figure.**
- **Young people not interested in religion are the perfect example of “religion of consumerism”: their interest is focused on brands, video games, entertainment.**

GERMANY: YOUNG PEOPLE ON SOCIAL NETWORKS



Interest

1. Brands
2. Video Games
3. Just for fun



Job

1. Sales & Services
2. Healthcare and Medical Services
3. Arts, Entertainment, Sports and Media



What are they like?

They love humor and satire.



Relationship

- | | |
|-------|---------------|
| 48.1% | Single |
| 4% | Married |
| 40.3% | In a relation |
| 7.6% | Engaged |



Education

- | | |
|-------|-----------------|
| 44.3% | High School |
| 54.7% | College |
| 1% | Graduate School |

SAMPLE SIZE

7.000.000

GERMANY: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL NETWORKS



1. Church institutions
2. Politics & Government Organizations
3. No- profit organizations
4. Electronic brand/ Music/Cars



- 50.7% Single
- 4.6% Married
- 37.4% In a relation
- 7.4% Engaged



1. Arts, Entertainment, Sports and Media
2. Healthcare and Medical Services
3. Administrative Services/ Government Employ



- 41% High School
- 57.5% College
- 15% Graduate School



A clear interest about their faith in their profiles.

SAMPLE SIZE
200.000

GERMANY: YOUNG PEOPLE ON SOCIAL NETWORKS

- **Humor and satire are the way to affirm their identity on social media.**
- **Young people interested in religion are very committed: they follow, for example, the German bishops' conference website; they are interested on politics, and non profit organizations (for example, responsible drinking). They are looking for guidelines from the Catholic institutions.**
- **Young people interested in religion have a higher level of education.**

UK AND NORTHERN IRELAND: YOUNG PEOPLE ON SOCIAL NETWORKS



1. Just For Fun
2. Clothing (Brand)
3. Video Game
4. Brand/ Food



1. Food and Restaurants
2. Personal Care and Home Services
3. Arts, Entertainment, Sports and Media
4. Healthcare and Medical Services
5. Business and Finance
6. Management



Interested in fun, particularly video games.
Interested in consumer goods.



- 6.3% Engaged
- 37% In a Relationship
- 6.2% Married
- 50.5% Single



- 69.6% College
- 26.5% High School
- 3.9% Graduate School

SAMPLE SIZE 7M

UK AND NORTHERN IRELAND: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL NETWORKS



1. Entertainment and brands
2. Many follow a condom company
3. Fans of Pope Francis



1. Sales
2. Administrative Services
3. Food and Restaurants
4. Production
5. Arts, Entertainment, Sports and Media
6. Personal Care and Home Services
7. Business and Finance
8. Management



Their interest in religious topics involves humor
Interested in entertainment and video games in particular



- 48.7% Single
- 6.9% Married
- 37.8% In a Relationship
- 6.6% Engaged



- 4.5% Graduate School
- 23.7% High School
- 71.8% College

SAMPLE SIZE 200K

FINDINGS: YOUNG PEOPLE FROM THE UK AND NORTHERN IRELAND ON THE SOCIAL NETWORKS

- **The “consumer” perspective is what characterizes these young people. They are especially interested in video games, music, and brands.**
- **The youth who are interested in religion are a small community but they have a strong capacity for humor and irony.**
- **The level of academic attainment is higher among youth interested in religion.**
- **The percentage of young people interested in religion (2.86%) is higher than in the United States (2.57%)**

SPAIN: YOUNG PEOPLE ON SOCIAL NETWORKS



Interest

1. Video Games, Toys
2. Just for fun
3. Clothing brands



Job

1. Food/ restaurant/sales
2. Personal Care and Home Services
3. Management/ business & Finance



What are they like?

Not clear cultural identity: their interest are common to the rest of the Western World.



Relationship

- 52.5% Single
- 5.6% Married
- 34.1% In a relation
- 7.9% Engaged



Education

- 33.4% High School
- 64.7% College
- 1.8% Graduate School

SAMPLE SIZE
3.500.000

SPAIN: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL NETWORKS



1. Just for fun
2. Blogs and culture
3. Political organizations
4. Entertainment: Comedians



1. Food and Restaurants
2. Sales & Services
3. Business & Finance



Cultural and political interests.



- 49.2% Single
- 7% Married
- 35.6% In a relation
- 8.2% Engaged



- 29.5% High School
- 67.6% College
- 2.8% Graduate School

SAMPLE SIZE:

150.000

SPAIN: YOUNG PEOPLE ON SOCIAL NETWORKS

- **The first interest of Spanish young people are video games, combined with fun pages and entertainment (music, actors, TV series...).**
- **Spanish young people interested in religion keep the great interest in having fun ("Hacer reír es una cosa muy seria"), but they are also attracted by culture and politics. They have a higher level of education.**

TURKEY: YOUNG PEOPLE ON SOCIAL NETWORKS



Interest

1. Young Influencers
2. Entertainment: fun & music
3. Western brands.



Job

1. Healthcare and Medical Services
2. Arts, Entertainment, Sports and Media
3. Education and Libraries



What are they like?

The social and political tension do not take out the joy of life.
The way of life of the Western world has a clear attraction.



Relationship

- 65.2% Single
- 3.8% Married
- 14.5% In a relation
- 16.5% Engaged



Education

- 31.8% High School
- 66.5% College
- 1.8% Graduate School

SAMPLE SIZE

10,000,000

TURKEY: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL MEDIA



Interest

1. Western brands
2. Entertainment: American movies
3. ONGs & culture



Relationship

- 64% Single
- 4% Married
- 13% In a relation
- 1.9% Engaged



Job

1. Healthcare and Medical Services
2. Arts, Entertainment, Sports and Media
3. Education and Libraries



Education

- 31% High School
- 67% College
- 2% Graduate School



What are they like?

Very oriented to Western/American culture
Committed with NGOs

SAMPLE SIZE
90,000

TURKEY: YOUNG PEOPLE ON SOCIAL NETWORKS

- The young people interested in religion are deeply attracted by the Western culture, and in particular, the American one.
- Their interest in Christian religion can be explained as a research to understand better the Western culture.
- There are not real influencers in Turkish able to witness Christian life in the social networks.

BELGIUM YOUNG PEOPLE ON SOCIAL NETWORKS



Interest

1. Culture & fun
2. Video games
3. Movies



Job

1. Sales
2. Arts, Entertainment, Sports and Media
3. Administrative Services



What are they like?

High cultural interest and education level.

Flemish language more representative than French.



Relationship

- 52.3% Single
- 4.4% Married
- 38.5% In a relation
- 4.8% Engaged



Education

- 31.3% High School
- 61.1% College
- 7.6% Graduate School

SAMPLE SIZE

1,000,000

BELGIUM: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL MEDIA



Interest

1. Media (TV, radio, Internet)
2. Sports (Red Devils)
3. Video games



Relationship

- 52% Single
- 5% Married
- 39% In a relation
- 4% Engaged



Job

1. Arts, Entertainment, Sports and Media
2. Sales
4. Administrative Services



Education

- 28% High School
- 63% College
- 10% Graduate School



What are they like?

Very attracted by the Belgium culture and sports.
They speak mainly in French

SAMPLE SIZE
70,000

BELGIUM: YOUNG PEOPLE ON SOCIAL NETWORKS

- **Young people from Belgium have a very high level of education and cultural interest and they know how to combine with having fun.**
- **Christian young people speak mainly in French.**
- **Both groups have a great sense of humor.**

AUSTRIA YOUNG PEOPLE ON SOCIAL NETWORKS



Interest

1. Clothing brands
2. Travel
3. Funny things & Entertainment



Job

1. Healthcare and Medical Services
2. Arts, Entertainment, Sports and
3. Media Sales



What are they like?

They love having fun on social networks,
entertainment... and discover the world
travelling.



Relationship

- 50.7% Single
- 3.2% Married
- 39.4% In a relation
- 6.7% Engaged



Education

- 35.9% High School
- 62.8% College
- 1.8% Graduate School

SAMPLE SIZE

900,000

AUSTRIA: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL MEDIA



Interest

1. Fun on Internet
2. Austrian culture and institutions
3. Public figure: Cardinal Christoph Schönborn



Relationship

- 51% Single
- 3% Married
- 40% In a relation
- 6% Engaged



Job

1. Arts, Entertainment, Sports and Media
2. Healthcare and Medical Services
3. Food and Restaurants



Education

- 34% High School
- 65% College
- 1% Graduate School



What are they like?

Austrian culture and identity

SAMPLE SIZE

60,000

AUSTRIA: YOUNG PEOPLE ON SOCIAL NETWORKS

- **“Proud to be Austrian” is one of the main interest of young people interested in religion.**
- **They follow Austrian institutions and movements promoting Austrian culture and values.**
- **The first public figure of the young people interested in religion is cardinal Christoph Schönborn, Archbishop of Vienna.**

IRELAND: YOUNG PEOPLE ON SOCIAL NETWORKS



1. Medical Company (“safe sex”)
2. Food & Beverage
3. Personal Blog
4. Movie and Characters movies
5. Shopping



1. Sales
2. Food and Restaurants
3. Administrative Services
4. Personal Care and Home Services
5. Healthcare and Medical Services



What are they like?

They have interests that are fairly aligned with those of young people in the United Kingdom and the United States. In particular, they are interested in entertainment and consumer goods.



- 6.5% Engaged
- 36.4% In a Relationship
- 3% Married
- 54.1% Single



- 73.5% College
- 23.7% High school
- 2.8% Graduate school

SAMPLE SIZE 500K

IRELAND: YOUNG PEOPLE INTERESTED IN RELIGION ON SOCIAL MEDIA



1. Irish culture
2. Medical Company (sex safe)
3. Self-deprecating humor in the way of living religion



1. Sales
2. Administrative Services
3. Food and Restaurants
4. Production
5. Arts, Entertainment, Sports and Media
6. Healthcare and Medical Services



They are very interested in Irish culture, such as art, and also in academic topics



- 8% Engaged
- 36% In a Relationship
- 4% Married
- 53% Single



- 78% College
- 18% High school
- 4% Graduate school

SAMPLE SIZE 35K

FINDINGS:

IRISH YOUNG PEOPLE ON SOCIAL NETWORKS

- **The young people who are interested in religion have a true passion for Irish culture, including its national sports (this element is not seen in the other youth).**
- **The young people with a religious sensibility have a higher academic level.**
- **In spite of the crisis of Catholicism in Ireland in recent years, interest in religion among young people (7%) is higher than in the United States (2.57%) and the United Kingdom (2.86%).**

PART 2

To understand young people, we have to know who their influencers are

“Tell me who your influencer is and I’ll tell you who you are”

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INFLUENCERS OF YOUNG PEOPLE AND VALUES IN GENERAL



	Name	FB	TW	IG
1	Rowan Blanchard	1.5M	622K	5,3M
2	Melinda Gates	1.5M	2.17M	288K
3	Jack Johnson	5.9M	378K	543k
4	Michael Moore	2.3M	6.07M	253K
5	Richard Branson	3.1M	12.4M	2.4M
6	Leonardo DiCaprio	17M	19.2M	22.2M
7	Madonna	18.5M	2.17M	10.9M
8	Lady Gaga	60.2 M	77.6M	27.9M
9	Eva Longoria	5.6M	7.7M	4.5M
10	Amy Schumer	6.6M	4.72M	2.7M

INFLUENCERS OF YOUNG PEOPLE INTERESTED IN RELIGION AND VALUES



	Name	FB	TW	IG	YT
1	Pope Francis Catholic Leader		4.7M	5.3M	
2	Paulo Coelho Brazilian novelist	29.6M	15.3M	1.56M	
3	Dalai Lama Buddhist Leader	13.8M	12.9M	969K	96.4K
4	Sania Mirza Tennis Player	12.6M	7.97M	4.2M	
5	Amma Hindu spiritual Leader	12.8M	17.2K		
6	Deepak Chopra Alternative Medicine	2.2M	3.3M	818K	194K
7	Sadie Robertson American Actress	763.2K	1.94M	3M	
8	Yusuf Al Qaradawi Islamic Theologian	2.2M	2.27M		
9	Thích Nhất Hạnh Buddhist Master	1.7M	412K		
10	Brian Houston Christian Pastor	340.3K	558K	510K	

FINDINGS:

INFLUENCERS AND VALUES IN GENERAL

- **Pope Francis is the undisputed world leader among young people interested in religion when speaking of values in general.**
- **Among the top 10, there are no other Catholic influencers. The leading Protestant influencer does not represent a historical Church, but rather a new community with a great impact on evangelization through music, Hillsong Church.**
- **Great impact of the New Age, with the Brazilian writer Paulo Coelho, and other leaders from India.**
- **Young people who do not show an interest in religion on the networks appreciated professional or economic success above all, particularly in the world of entertainment, and they also embrace social causes (environmentalism, women's rights).**

INFLUENCERS OF YOUNG PEOPLE CULTURE AND ENTERTAINMENT



	facebook	twitter	instagram	youtube
Katy Perry	69.1M	109M	68.7M	
Selena Gomez	61.8M	56.2M	134M	
Taylor Swift	73.6M	85.6M	106M	
Miley Cyrus	45.4M	40M	74.7M	
PewDiePie	7.4M	15.3M	13.8M	61.4M
ElRubius	6.9M	11.1M	7.8M	27.9M
Ellen DeGeneres	29.5M	77.2M	51.5M	23.8M
Yuya	13.1M	10.4M	11.2M	20.8M
Ariana Grande	33.2M	56.9M	118M	19.1M
E. L. James	2.4M	1.3M	687K	

INFLUENCERS OF YOUNG PEOPLE INTERESTED IN RELIGION CULTURE AND ENTERTAINMENT



	facebook	twitter	instagram	youtube
Justin Bieber	78.5M	106M	97.8M	
Kim Kardashian	30.1m	59.1m	109M	
Oprah Winfrey	12.1M	42M	13.7M	
Rihanna	81M	87.5M	60.9M	
Beyoncé	63.6M	15.2M	112M	
Alejandro Sanz	6.5M	19.3M	2.7M	
J. K. Rowling	5.6M	14.3M		
Kylie Jenner	21.1M	24.9M	105M	
Shakira	103.6M	51.3M	46M	19M
Jennifer Lopez	44.9M	45M	73.3M	

FINDINGS: INFLUENCERS OF CULTURE AND ENTERTAINMENT

- There are cases of successful artists, like Justin Bieber, whose open testimony of faith attracts youth who are interested in religion.
- Katy Perry's 109 million Twitter followers, or Justin Bieber's 106 million (double those of the Pope), show the incredible influence of entertainment personalities on youth.
- In the entertainment world, the most popular influencers are singers, followed by television actors. It's interesting to see that out of the influencers who came out of the digital world, only PewDiePie and ElRubius stand out. The big influencers continue coming from the traditional entertainment world.

INFLUENCERS OF YOUNG PEOPLE

SPORT



	facebook	twitter	instagram	youtube
Leo Messi	89.6M		88.6M	38K
Kayla Itsines	18.9M	430K	9.1M	234.3K
Rob Dyrdek	7.6M	3.71M	4.2M	
David Beckham	54M		43.1	
Rafael Nadal	14.7M	15.5M	4.5M	
Kelly Slater	1.9M	958K	2.1M	
Lewis Hamilton	4.1M	5.29M	6M	
Simone Biles	973K	1.05M	3.4M	
Floyd Mayweather	13.7M	8.09M	20.1M	
Ronda Rousey	11.3M	3.55M	10M	

INFLUENCERS OF YOUNG PEOPLE INTERESTED IN RELIGION SPORT



	facebook	twitter	instagram	youtube
Neymar Jr.	60.8M	38.5M	90.5M	541K
Cristiano Ronaldo	122.4M	70.2M	122M	877.5K
LeBron James	23.1M	41M	36.1M	
Dwayne Johnson	58.2M	12.7M	61.2K	
Serena Williams	5.3M	10.7M	7.8M	
Roger Federer	15.1M	12.1M	4.7M	
Stephen Curry	8M	12.2M	19.6M	
James Rodríguez	32.8M	16.5M	35.3M	
Ronaldinho	34.9M	17.6M	30.5M	
Odell Beckham Jr.	1.5M	3.54M	10.3M	

FINDINGS: INFLUENCERS OF SPORT

- **The soccer rivalry between Cristiano Ronaldo and Leo Messi is reflected even among the young users of FB and IG: Ronaldo is one of the main sports influencers for users interested in religion; Messi is popular among the rest.**
- **As in other sections, there are leaders like Neymar (soccer) or Serena Williams (tennis) who often include religious messages on their pages.**
- **If we analyze the number of followers of the great champions, the numbers are impressive: Are sports the new religion for many people?**

INFLUENCERS OF YOUNG PEOPLE TECHNOLOGY



	facebook	twitter	instagram	youtube
SSSniper Wolf	2.4M	978K	2.9M	8.3M
Unbox Therapy	330K	1.64M	1.2M	10M
Cory Doctorow		436K		
DanTDM	924K	1.4M	2.8M	18M
Kara Swisher	248K	1.31M		
Aaron Levie		2.51M		
Markiplier	3.3M	11.4M	6.5M	20M
Linus TECH/Sebastian	595K	647K	349K	7.5M
iHasCupquake	313K	820K	1.1M	8.19M
Tim Cook		10.4M		

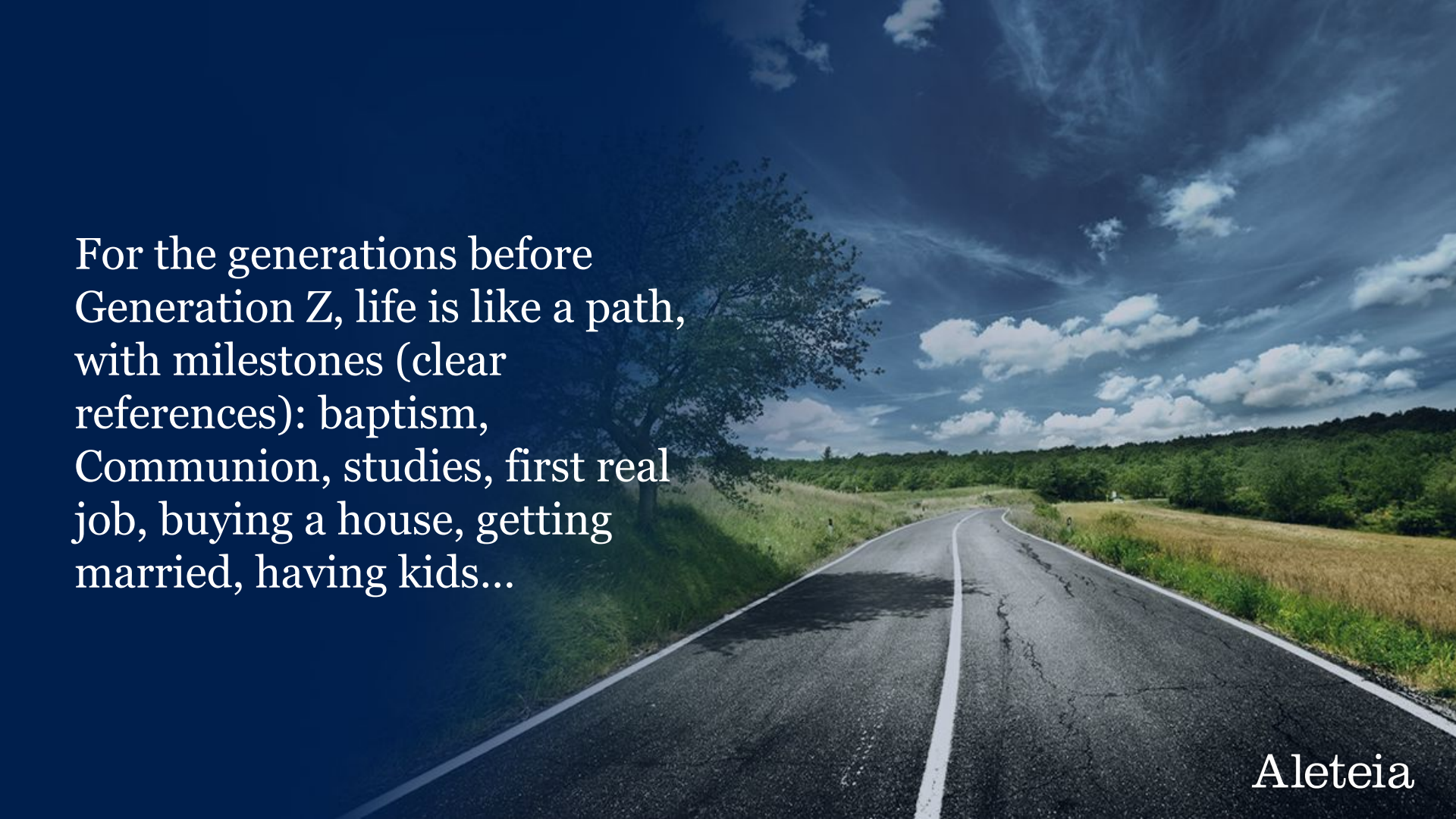
INFLUENCERS OF YOUNG PEOPLE INTERESTED IN RELIGION TECHNOLOGY



	facebook	twitter	instagram	youtube
1. Mark Zuckerberg	105.8M		4.2M	
2. Bill Gates	19.7M	45.3M	1.2M	
3. Jack Dorsey		4.18M		
4. Elon Musk		20.8M		
5. Marques Brownlee	299K	2.75M	1.4M	5.9M
6. Tim O'Reilly	28.9K	1.99M		
7. Guy Kawasaki	449K	1.5M	68.3K	
8. Paul Graham		1.06M		
9. Gary Vaynerchuk	2.7M	1.71M	3.1M	1.2M
10. Walt Mossberg	250K	901K		

FINDINGS: INFLUENCERS OF TECHNOLOGY

- **The technology influencers most followed by young people without interest in religion are involved in the most playful areas of this specialty. The only exception is Tim Cook, from Apple. (Incidentally, one of the few people Cook follows on Twitter is Pope Francis.)**
- **Many of the influencers in technology for young people interested in religion are very successful in professional life (Mark Zuckerberg, Bill Gates, Elon Musk). The rest of the young people have more concentrated preferences in technology experts.**



For the generations before
Generation Z, life is like a path,
with milestones (clear
references): baptism,
Communion, studies, first real
job, buying a house, getting
married, having kids...

Aleteia

This study shows how Generation Z does not have clear reference points, but appears to feel obligated to seek the wind to sail into the sea of life.



Into the Deep

Bob Dylan sang that the answer to life's important questions is "blowing in the wind."

John Paul II added:

'But not in the wind that spread everything in whirlwinds of nothingness, but the wind that is the breath and voice of the Holy Spirit, a voice that calls and says: "Come"'
(27 September 1997)

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Aleteia (aleteia.org) is global Catholic network distributed in eight languages (English, French, Portuguese, Spanish, Italian, Arabic, Polish and Slovenian).

Aleteia offers a Christian vision of the world by providing general and religious content that is free from ideological influences.

With more than 500,000 subscribers to our newsletter and more than 3 million fans on Facebook, Aleteia reaches more than 11 million unique visitors a month.

Since its launch in 2013, the initiative has been supported by the Foundation for Evangelization through the Media (FEM), which began in Rome in 2011.

In July 2015, the Média-Participations Group became Aleteia's industrial operator. Média-Participations is a European media group specializing in publishing (with more than 40 publishers), the printing industry (10 magazines), audiovisual production, and websites.

Created through the passion and professional expertise of lay Catholics, since its launch Aleteia has been accompanied by the Pontifical Council for Social Communications.

Aleteia collaborates with bishops conferences and religious orders, congregations and communities, some of which are directly involved in the Board of Directors of the Foundation for Evangelization through the Media (FEM).

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