
MARKET FACTS!

MARKET FACT #88

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30%

of kids aged 8 to 12 years old listed “Youtuber” as their top career choice in a recent global survey of 2019, which is 3x more than “astronaut”.

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COMMENT: The FUTURE of your marketing and your HR strategy for talent acquisition will change if you're a business. If future “employees” are spending their time on digital 100% of the time, resumés become a Youtube link. Entrepreneurship also gets more concentrated on Youtube if kids want to pursue that path, which will make Google more valuable. Also, more content overload.

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