yougov.uk

Social Media Influencers - Internal

Fieldwork Dates: 1st - 4th March 2019

Sample: 1,259 Adults

	Total	Age							Gender		Follower/non-follower of social media influencers		Bought brand/product as a result of recommendation		Happy with purchase		
		18-24	25-34	35-44	45-54	55+	Net: 18 to 34	Net: 35 to 55+	Male	Female	NET: Follower	Non-follower	NET: Bought/buy brands/products	No, never bought	NET: Happy with purchase	Neither happy nor disappointed	NET: Not happy
		K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Which, if any, of the following social media sites/apps do you visit regularly? Please select all that apply.

	Total	18-24	25-34	35-44	45-54	55+	Net: 18 to 34	Net: 35 to 55+	Male	Female	NET: Follower	Non-follower	NET: Bought	No, never bought	NET: Happy	Neither	NET: Not happy
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Facebook	80%	84%	76%	80%	75%	82% N	79%	80%	74%	85% R	80%	79%	82%	80%	81%	88% *	67% **
Instagram	32%	70%	50%	38%	21%	16%	58% L	22%	24%	39% R	44% U	16%	65% W	37%	63%	71% *	68% **
Twitter	31%	45%	35% O	36%	33% O	23%	39%	28% O	35% S	28%	43% U	17%	42%	43%	43%	45% *	17% **
YouTube	57%	79%	64%	58% O	57% O	47%	70% L	52% O	65% S	48%	62% U	51%	70% W	58%	68%	80% *	55% **
Snapchat	12%	57%	20%	8%	4% O	1%	35% L	3% O	11%	13%	19% U	4%	30% W	15%	25%	42% *	38% **
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	- *	- **

On which, if any, of the following social media sites/apps do you follow a celebrity, vlogger, influencer or popular account? Please select all that apply.

	Total	18-24	25-34	35-44	45-54	55+	Net: 18 to 34	Net: 35 to 55+	Male	Female	NET: Follower	Non-follower	NET: Bought	No, never bought	NET: Happy	Neither	NET: Not happy
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Facebook	28%	33% N.O	34%	36%	20%	24%	34%	26% N	26%	29%	51% U	-	53%	50%	53%	61% *	28% **
Twitter	22%	35%	28%	30% O	21% O	13%	31%	19% O	25% S	19%	41% U	-	39%	41%	42%	37% *	17% **
Instagram	21%	57%	40%	27%	11% O	6%	47% L	12% O	13%	29% R	40% U	-	61% W	31%	60%	65% *	68% **
YouTube	21%	52%	29%	27%	14% O	9%	38% L	14% O	24% S	17%	38% U	-	46% W	35%	51%	34% *	23% **
Snapchat	5%	28%	8%	3%	1% O	-	16% L	1% O	3%	7% R	9% U	-	16% W	7%	16%	21% *	- **
None of the above	46%	16%	26% K	30%	59%	63%	22%	55%	47%	45%	-	100% T	-	-	-	- *	- **

Have you ever bought a brand or product because it was recommended by a celebrity, vlogger or social media influencer via a social media site?

Social Media Influencers - Internal

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	Total	Age							Gender		Follower/non-follower of social media influencers		Bought brand/product as a result of recommendation		Happy with purchase		
		18-24	25-34	35-44	45-54	55+	Net: 18 to 34	Net: 35 to 55+	Male	Female	NET: Follower	Non-follower	NET: Bought/buy brands/products	No, never bought	NET: Happy with purchase	Neither happy nor disappointed	NET: Not happy
		K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Unweighted base	679	116	149	140	86	188	265	414	322	357	679	-	182	480	133	34	12
Base	681	118	151	141	86	186	269	413	324	357	681	-	182	482	133	33	12
Yes, I do this all the time	3%	4% *	5%	2%	2% *	1%	4%	2%	2%	3%	3%	- **	10% W	-	12%	3% *	10% **
Yes, I've done this a couple of times	13%	18% *	21%	14%	11% *	5%	20%	9%	9%	18%	13%	- **	50%	-	53%	42% *	42% **
Yes, I've done this once	11%	15% *	15%	16%	6% *	2%	15%	8% O	7%	14% R	11%	- **	40% W	-	35%	55% X*	47% **
No, I've never done this	71%	61% *	57%	64%	79% *	90% K.L.M.N.P	59%	79%	80% S	63%	71%	- **	-	100% V	-	- *	- **
I don't know	3%	2% *	3%	3%	1% *	3%	3%	2%	3%	2%	3%	- **	-	-	-	- *	- **
Net: Yes I have bought	27%	37% *	40%	33%	20% O*	8%	39%	19% O	18%	35% R	27%	- **	100% W	-	100%	100% *	100% **

Did the brand or product live up to your expectations?

	Total	18-24	25-34	35-44	45-54	55+	Net: 18 to 34	Net: 35 to 55+	Male	Female	NET: Follower	Non-follower	NET: Bought/buy brands/products	No, never bought	NET: Happy with purchase	Neither happy nor disappointed	NET: Not happy
		K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Unweighted base	182	44	60	46	18	14	104	78	55	127	182	-	182	-	133	34	12
Base	182	43	61	46	17	15	104	79	57	125	182	-	182	-	133	33	12
Yes I was very happy with the brand/product	23%	26% *	25%	15% *	30% **	21% **	25%	19% *	25% *	22%	23%	- **	23%	- **	31% Y	- *	- **
Yes, I was happy with the brand/product	50%	43% *	52% *	55% *	43% **	57% **	48% *	53% *	48% *	51%	50%	- **	50%	- **	69% Y	- *	- **
I was neither happy nor disappointed with the brand/product	18%	16% *	17% *	24% *	22% **	7% **	17% *	20% *	14% *	20%	18%	- **	18%	- **	-	100% X*	- **
No, I was disappointed with the brand/product	6%	8% *	7% *	4% *	- **	7% **	7% *	4% *	7% *	5%	6%	- **	6%	- **	-	- *	85% **
No, I was very disappointed with the brand/product	1%	- *	- *	2% *	5% **	- **	- *	2% *	- *	1%	1%	- **	1%	- **	-	- *	15% **
Don't know	2%	6% *	- *	- *	- **	7% **	3% L*	1% *	7% S*	-	2%	- **	2%	- **	-	- *	- **
Net: Happy with purchase	73%	70% *	76% *	70% *	73% **	79% **	74% *	72% *	73% *	73%	73%	- **	73%	- **	100% Y	- *	- **
Net: Not happy with purchase	7%	8% *	7% *	7% *	5% **	7% **	7% *	6% *	7% *	7%	7%	- **	7%	- **	-	- *	100% **

Social Media Influencers - Internal

Fieldwork Dates: 1st - 4th March 2019

Sample: 1,259 Adults

	Total	Age							Gender		Follower/non-follower of social media influencers		Bought brand/product as a result of recommendation		Happy with purchase		
		18-24	25-34	35-44	45-54	55+	Net: 18 to 34	Net: 35 to 55+	Male	Female	NET: Follower	Non-follower	NET: Bought/buy brands/products	No, never bought	NET: Happy with purchase	Neither happy nor disappointed	NET: Not happy
		K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Do you know whether this was a paid advertisement/sponsorship?																	
Unweighted base	182	44	60	46	18	14	104	78	55	127	182	-	182	-	133	34	12
Base	182	43	61	46	17	15	104	79	57	125	182	-	182	-	133	33	12
Yes, it was a paid advertisement/sponsorship	32%	32% *	45% M *	21% *	22% **	20% **	40% M *	21% *	33% *	31%	32%	- **	32%	- **	30%	36% *	41% **
No, it wasn't a paid advertisement/sponsorship	26%	29% *	18% *	32% *	24% **	30% **	23% *	30% *	28% *	25%	26%	- **	26%	- **	29% *	14% *	31% **
Don't know	43%	40% *	36% *	47% *	55% **	50% **	38% *	49% *	39% *	45%	43%	- **	43%	- **	41% *	50% *	28% **
To what extent do you agree or disagree with the following statements?																	
If my favourite celebrity/influencer recommends a brand or product, I would be more likely to try it																	
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Strongly disagree	38%	20%	22%	22%	40%	54% K.L.M.N.P	21%	44%	41% S	34%	25%	53% T	3%	33% V	2%	7% *	8% **
Somewhat disagree	15%	15%	16%	22%	13%	13%	16%	15% O	14%	16%	16%	14%	11%	19% V	12%	10% *	9% **
Neither agree nor disagree	26%	24%	28% O	29% O	34%	21%	27% O	25% O	27%	25%	30% U	21%	27%	31%	24%	31% *	48% **
Somewhat agree	16%	33%	26%	21%	8%	9%	29% O	11% O	12%	19% R	24% U	7%	49% W	13%	51%	41% *	35% **
Strongly agree	2%	3%	5%	3% O	1%	1%	4%	1%	2%	2%	3% U	1%	8% W	1%	8%	10% *	- **
Don't know	4%	4%	3%	5%	4%	3%	3%	4%	4%	4%	3%	4%	2%	3%	3%	- *	- **
Net: Agree	18%	36%	30%	24%	10%	10%	33% O	13%	15%	21% R	27% U	8%	56% W	14%	59%	51% *	35% **
And to what extent do you agree or disagree with the following statements?																	
I trust influencers more than online reviews																	
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Strongly disagree	48%	40%	48%	41%	53% K.M	52% K.M	45%	50% M	52% S	45%	39%	60% T	19%	47% V	17%	31% *	17% **
Somewhat disagree	23%	29%	28%	27%	25% O	17%	28% O	21%	22%	24%	27% U	18%	31%	25%	32%	26% *	35% **
Neither agree nor disagree	19%	17%	16%	21%	16%	22% L.P	16%	21%	17%	22% R	23% U	15%	32% W	20%	34%	21% *	33% **
Somewhat agree	4%	5%	6% N	3%	2%	4%	5% N	3%	4%	4%	6% U	2%	9% W	4%	9%	10% *	8% **
Strongly agree	2%	3%	2%	2%	1%	1%	2%	1%	2%	1%	2% U	1%	6% W	1%	7%	7% *	- **
Don't know	4%	6% L.P	1%	5% L	3%	4% L	3% L	4% L	4%	4%	3%	5%	2%	3%	1%	6% *	8% **
Net: Agree	5%	8% N	8% N	6%	3%	5%	8% N	4%	6%	5%	8% U	2%	16% W	5%	16%	17% *	8% **

Social Media Influencers - Internal

Fieldwork Dates: 1st - 4th March 2019

Sample: 1,259 Adults

	Total	Age							Gender		Follower/non-follower of social media influencers		Bought brand/product as a result of recommendation		Happy with purchase		
		18-24	25-34	35-44	45-54	55+	Net: 18 to 34	Net: 35 to 55+	Male	Female	NET: Follower	Non-follower	NET: Bought/buy brands/products	No, never bought	NET: Happy with purchase	Neither happy nor disappointed	NET: Not happy
		K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

I get annoyed when I see celebrities/influencers do a sponsored post

	Total	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Strongly disagree	6%	6%	3%	5%	5%	7%	4%	6%	6%	5%	4%	7% T	6%	3%	5%	13% *	- **
Somewhat disagree	7%	14%	9%	10%	4%	5%	11%	6%	7%	8%	10% U	4%	19% W	7%	22%	16% *	4% **
Neither agree nor disagree	30%	22%	30%	31%	31%	32% K	27%	32% K	29%	32%	32%	29%	33%	31%	36%	28% *	16% **
Somewhat agree	25%	36%	31%	24%	25%	19%	33%	21% O	24%	25%	29% U	19%	31%	29%	27%	29% *	64% **
Strongly agree	28%	19%	24%	24%	30%	32%	22%	30% K.M.P	30%	25%	22%	34% T	8%	27% V	8%	7% *	8% **
Don't know	5%	4%	3%	6%	5%	5%	3%	5%	5%	4%	3%	7% T	3%	4%	2%	7% *	8% **
Net: Agree	52%	55%	55%	47%	55%	51%	55%	51%	54%	50%	51%	53%	38%	56% V	35%	35% *	72% **

I have considered buying a brand/product as a result of a sponsored post

	Total	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Strongly disagree	42%	25%	28%	31%	48%	55%	27%	48%	46% S	39%	30%	57% T	1%	42% V	2%	- *	- **
Somewhat disagree	18%	21%	17%	18%	21%	15%	19%	17%	20% S	15%	18%	17%	8%	22% V	8%	8% *	13% **
Neither agree nor disagree	16%	13%	10%	20% L.P	15%	18% L.P	11%	18% L.P	14%	19% R	17%	15%	18%	17%	18%	19% *	25% **
Somewhat agree	19%	31%	39%	25%	13%	9%	36%	13% O	16%	23% R	29% U	8%	62% W	16%	62%	63% *	44% **
Strongly agree	2%	7%	5%	3%	-	0%	6%	1%	2%	2%	3% U	1%	8% W	2%	8%	11% *	10% **
Don't know	2%	4%	1%	4% L	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	- *	8% **
Net: Agree	22%	38%	44%	28%	13%	9%	41% L	14% O	18%	25% R	32% U	9%	70% W	17%	70%	74% *	54% **

There are certain celebrities/influencers who post paid advertisements/sponsorships that I will pay more attention to than others

	Total	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Strongly disagree	44%	25%	28%	30%	53%	58%	27%	51%	47% S	41%	31%	60% T	5%	41% V	4%	6% *	- **
Somewhat disagree	15%	13%	19% O	19%	14%	13%	17%	14%	14%	15%	18% U	11%	17%	18%	19%	12% *	20% **
Neither agree nor disagree	21%	22%	23%	26%	20%	19%	23%	21%	20%	22%	24% U	18%	29%	22%	27%	33% *	45% **
Somewhat agree	13%	30%	22%	15%	9% O	5%	25%	8% O	12%	14%	19% U	5%	36% W	13%	38%	33% *	8% **
Strongly agree	4%	8%	6%	3%	3%	2%	6%	2%	3%	4%	5% U	2%	10% W	3%	8%	14% *	19% **
Don't know	3%	3%	2%	6% N.P	2%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	1% *	8% **
Net: Agree	16%	37%	27%	18%	12%	7%	31% L.	11% O	15%	18%	24% U	8%	46% W	15%	46%	48% *	27% **

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	Total	Age							Gender		Follower/non-follower of social media influencers		Bought brand/product as a result of recommendation		Happy with purchase		
		18-24	25-34	35-44	45-54	55+	Net: 18 to 34	Net: 35 to 55+	Male	Female	NET: Follower	Non-follower	NET: Bought/buy brands/products	No, never bought	NET: Happy with purchase	Neither happy nor disappointed	NET: Not happy
		K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
I find it hard to truly believe celebrities/influencers in a sponsored post																	
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Strongly disagree	6%	1%	2%	6% K.L.P	7% K.L.P	8% K.L.P	2%	7% K.L.P	5%	6%	4%	8% T	2%	5%	3%	3% *	- **
Somewhat disagree	5%	12% L.	5%	5%	3%	4%	8% L	4%	5%	5%	7% U	3%	12% W	5%	14%	6% *	12% **
Neither agree nor disagree	15%	17%	13%	19%	15%	12%	15%	14%	11%	18% R	17% U	12%	28% W	13%	29%	29% *	24% **
Somewhat agree	25%	30%	33%	25%	22%	22%	32%	22%	23%	27%	28% U	21%	35% W	25%	35%	41% *	20% **
Strongly agree	46%	36%	43%	39%	51% K.M.P	50% K.M.P	40%	48% K.M.P	51% S	41%	41%	52% T	20%	49% V	19%	21% *	28% **
Don't know	4%	4%	2%	6%	3%	4%	3%	4%	4%	4%	3%	5%	2%	4%	1%	- *	16% **
Net: Agree	71%	66%	77% K.M.P	64%	72%	72%	72% K	70% M	74% S	68%	69%	73%	55%	74% V	54%	62% *	48% **
I am more likely to buy a product that's advertised/sponsored by a social media influencer rather than a celebrity																	
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Strongly disagree	35%	16%	27%	29% K	43%	44%	23% K	40%	40% S	32%	24%	49% T	5%	32% V	4%	7% *	8% **
Somewhat disagree	13%	20%	17%	18%	8%	9%	18%	11%	12%	13%	15% U	10%	14%	16%	15%	12% *	20% **
Neither agree nor disagree	36%	37%	36%	39%	37%	34%	37%	36%	34%	38%	39% U	32%	42%	38%	39%	48% *	32% **
Somewhat agree	9%	14%	14%	6%	6%	7%	14%	7%	7%	11% R	13% U	3%	28% W	8%	30%	23% *	18% **
Strongly agree	3%	6%	3%	4%	2%	2%	4% O	2%	3%	3%	4% U	1%	8% W	3%	9%	6% *	15% **
Don't know	4%	8% L.P	2%	5%	4%	4%	4% L	4%	4%	5%	3%	5%	3%	3%	3%	4% *	8% **
Net: Agree	12%	20%	18%	10%	8%	9%	19%	9%	10%	13%	18% U	5%	36% W	11%	39%	29% *	32% **
Which of the below statements fits closet to how you typically respond when you see that a celebrity/influencer post is a sponsor/paid advertisement?																	
Unweighted base	679	116	149	140	86	188	265	414	322	357	679	-	182	480	133	34	12
Base	681	118	151	141	86	186	269	413	324	357	681	-	182	482	133	33	12
I tend to read/watch some of the post and move on	47%	58% *	52%	50%	39% *	38%	55%	42%	38%	56% R	47%	-	66%	39%	70%	67% *	20% **
I tend to read/watch the whole post	9%	11%	11%	9%	12%	3%	11%	7%	10%	8%	9%	- **	20%	4%	20%	13% *	44% **
I don't tend to read/watch any of the post	44%	31% *	37%	41%	49% *	59%	34%	51%	53% S	37%	44%	- **	14%	57%	9%	21% *	36% **

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	Total	Age							Gender		Follower/non-follower of social media influencers		Bought brand/product as a result of recommendation		Happy with purchase		
		18-24	25-34	35-44	45-54	55+	Net: 18 to 34	Net: 35 to 55+	Male	Female	NET: Follower	Non-follower	NET: Bought/buy brands/products	No, never bought	NET: Happy with purchase	Neither happy nor disappointed	NET: Not happy
		K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

To what extent do you agree or disagree with the following statements?

All celebrities/influencers should make it clear when something is a paid advertisement

	Total	18-24 K	25-34 L	35-44 M	45-54 N	55+ O	Net: 18 to 34 P	Net: 35 to 55+ Q	Male R	Female S	NET: Follower T	Non-follower U	NET: Bought/buy V	No, never bought W	NET: Happy X	Neither Y	NET: Not happy Z
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Strongly disagree	1%	3% O	2%	1%	1%	0%	2%	1%	1%	1%	2%	1%	2%	1%	1%	5% *	8% **
Somewhat disagree	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	3%	- *	9% **
Neither agree nor disagree	7%	6%	12%	8% O	7%	4%	9%	6% O	6%	7%	7%	7%	11% W	5%	10%	14% *	20% **
Somewhat agree	11%	9%	11%	16% N.P	8%	11%	10%	12%	13%	10%	12%	10%	14%	12%	17% Y	3% *	- **
Strongly agree	78%	76%	75%	68%	81% M	81% M.P	75%	78% M	76%	79%	76%	80%	68%	78% V	68%	74% *	56% **
Don't know	2%	5% L.O.P	-	5% L.	1%	2%	2% L	2% L	2%	2%	2%	2%	2%	2%	1%	4% *	8% **
Net: Agree	89%	85%	85%	85%	90%	93%	85%	90% L.M.P	89%	89%	88%	90%	82% V	90%	85%	77% *	56% **

Rules around online advertising are currently not strong enough

	Total	18-24 K	25-34 L	35-44 M	45-54 N	55+ O	Net: 18 to 34 P	Net: 35 to 55+ Q	Male R	Female S	NET: Follower T	Non-follower U	NET: Bought/buy V	No, never bought W	NET: Happy X	Neither Y	NET: Not happy Z
Unweighted base	1259	138	202	199	208	512	340	919	607	652	679	580	182	480	133	34	12
Base	1259	140	205	201	209	504	345	914	611	648	681	578	182	482	133	33	12
Strongly disagree	1%	4%	2% O	2%	1%	0%	3%	1% O	2%	1%	2%	1%	2%	2%	1%	5% *	- **
Somewhat disagree	2%	10%	2%	1%	1%	1%	5% L.	1%	2%	2%	4% U	1%	6% W	3%	7%	4% *	4% **
Neither agree nor disagree	13%	16% O	17%	21%	11%	8%	16%	11% O	12%	14%	15% U	11%	20% W	12%	16%	26% *	36% **
Somewhat agree	25%	38% L.	27%	27%	21%	21%	32% L	23%	23%	27%	30% U	19%	34%	29%	37%	23% *	26% **
Strongly agree	51%	22%	48%	39% K	56% K.M.P	63%	37% K	56%	53%	49%	43%	60% T	32%	47% V	32%	36% *	26% **
Don't know	8%	10%	5%	10%	9%	6%	7% L	8%	8%	7%	7%	8%	7%	7%	6%	6% *	8% **
Net: Agree	76%	60%	75%	66%	77% K.M.P	84% K.L.M.N.P	69% K	79% K.M.P	76%	76%	73%	79% T	66%	76% V	70%	59% *	52% **