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De-Influencing Blog – GWI Data

May 2023

How much do you trust product/brand recommendations made by social media influencers?

	Audience %	Data Point	Universe	Index	Responses
Do not trust at all	41%	100%	17,312389	100	999
Trust a little	30%	100%	12,874245	100	503
Trust a lot	9%	100%	3,766258	100	119
Trust completely	7%	100%	2,810406	100	57
I don't know/no opinion	13%	100%	5,579188	100	326

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Thinking about social media influencers, to what extent do you agree or disagree with the following? – I am happy with the volume of promoted products/brands I see from influencers

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	19%	100%	8,176,569	100	499
Somewhat Disagree	16%	100%	6,852,837	100	265
Neither agree nor disagree	39%	100%	16,382,584	100	887
Somewhat agree	21%	100%	8,873,798	100	286
Strongly agree	5%	100%	2,056,698	100	67

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Thinking about social media influencers, to what extent do you agree or disagree with the following? – I am likely to purchase a product recommended by influencers

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	41%	100%	17,228,261	100	1,004
Somewhat Disagree	18%	100%	7,619,775	100	335
Neither agree nor disagree	21%	100%	9,037,547	100	416
Somewhat agree	15%	100%	9,037,547	100	201
Strongly agree	5%	100%	2,261,620	100	48

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Thinking about social media influencers, to what extent do you agree or disagree with the following? –
I follow influencers who regularly promote products/brands

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	47%	100%	19,827,310	100	1,184
Somewhat Disagree	15%	100%	6,158,411	100	256
Neither agree nor disagree	14%	100%	5,945,407	100	273
Somewhat agree	19%	100%	7,872,214	100	238
Strongly agree	6%	100%	2,539,143	100	53

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Thinking about social media influencers, to what extent do you agree or disagree with the following? – Influencer recommendations are more engaging than regular ads

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	26%	100%	10,801,991	100	644
Somewhat Disagree	14%	100%	5,994,399	100	300
Neither agree nor disagree	32%	100%	13,650,744	100	673
Somewhat agree	23%	100%	9,927,264	100	336
Strongly agree	5%	100%	1,968,086	100	51

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Thinking about social media influencers, to what extent do you agree or disagree with the following? – Influencer recommendations are more trustworthy than regular ads

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	33%	100%	14,071,701	100	792
Somewhat Disagree	21%	100%	8,871,798	100	380
Neither agree nor disagree	27%	100%	11,515,160	100	580
Somewhat agree	13%	100%	5,287,802	100	206
Strongly agree	6%	100%	2,596,024	100	46

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Thinking about social media influencers, to what extent do you agree or disagree with the following? – Influencers are more knowledgeable about the products they recommend

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	24%	100%	10,349,699	100	580
Somewhat Disagree	22%	100%	9,329,698	100	395
Neither agree nor disagree	30%	100%	12,470,506	100	668
Somewhat agree	18%	100%	7,678,714	100	305
Strongly agree	6%	100%	2,513,868	100	56

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Thinking about social media influencers, to what extent do you agree or disagree with the following? – Recommendations from influencers are more informative than celebrities

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	21%	100%	8,899,445	100	503
Somewhat Disagree	14%	100%	5,880,078	100	249
Neither agree nor disagree	39%	100%	16,447,266	100	875
Somewhat agree	20%	100%	8,535,745	100	311
Strongly agree	6%	100%	2,579,950	100	66

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Thinking about social media influencers, to what extent do you agree or disagree with the following? – I follow influencers that have the same beliefs/values as me

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	29%	100%	12,404,764	100	808
Somewhat Disagree	12%	100%	5,090,314	100	239
Neither agree nor disagree	30%	100%	12,723,947	100	581
Somewhat agree	22%	100%	9,198,775	100	301
Strongly agree	7%	100%	2,924,686	100	75

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Thinking about social media influencers, to what extent do you agree or disagree with the following? –
Influencers make reliable product/brands recommendations

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	20%	100%	8,609,331	100	509
Somewhat Disagree	18%	100%	7,426,987	100	348
Neither agree nor disagree	37%	100%	15,727,767	100	796
Somewhat agree	19%	100%	8,033,316	100	301
Strongly agree	6%	100%	2,545,084	100	50

Source: GWI March 2023 Zeitgeist: De-Influencing, Social Media Influencers Statement Agreements, Location: UK, Number
of Responses: 2,004

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Thinking about social media influencers, to what extent do you agree or disagree with the following? – Influencers promote products/brands in the best interests of their audience

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	24%	100%	9,940,771	100	591
Somewhat Disagree	20%	100%	8,266,846	100	381
Neither agree nor disagree	31%	100%	13,114,894	100	665
Somewhat agree	20%	100%	8,658,471	100	296
Strongly agree	6%	100%	2,361,504	100	71

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Thinking about social media influencers, to what extent do you agree or disagree with the following? – the products promoted by influencers are of good quality

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	13%	100%	5,289,671	100	301
Somewhat Disagree	12%	100%	5,045,907	100	211
Neither agree nor disagree	47%	100%	19,985,548	100	1099
Somewhat agree	23%	100%	9,535,026	100	328
Strongly agree	6%	100%	2,486,333	100	65

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*Thinking about social media influencers, to what extent do you agree or disagree with the following? –
wherever possible, influencer content should be environmentally friendly*

	Audience %	Data Point	Universe	Index	Responses
Strongly disagree	6%	100%	2,459,221	100	120
Somewhat Disagree	5%	100%	1,943,774	100	82
Neither agree nor disagree	34%	100%	14,333,764	100	758
Somewhat agree	32%	100%	13,730,278	100	592
Strongly agree	23%	100%	9,875,448	100	452

Source: GWI March 2023 Zeitgeist: De-Influencing, Social Media Influencers Statement Agreements, Location: UK, Number of Responses: 2,004

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Metrics Explained

- ***Audience %*** *- shows how many people in your audience match with the attribute.*

- ***Data point %*** *- shows the contribution that your selected audience makes to the total audience that matches with the attribute*

- ***Universe*** *- shows GWI's estimate of how many real-world people are represented by the Audience %*

- ***Index*** *- compares your Audience to the base audience you have applied, showing how much more or less likely they are to match with an attribute*

- ***Responses*** *- shows the number of people from our panel who match with the attribute*

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THANK YOU!

Get in touch at: *insights@tipigroup.com*