

Social media endorsements online questionnaire results

Introduction

1. This report sets out the results of the Social Media Endorsements online questionnaire.
2. The questionnaire was made available between 16 August and 1 October 2018 through a link from the CMA’s case page to Survey Monkey. It was highlighted to consumers during the CMA’s case opening press activity, including postings about the case on a number of social media sites. The questionnaire was open for anyone aged 16 or over to complete. In total, 533 people started to complete the questionnaire, but some were ineligible to continue (by age and/or social media use) and others dropped out (either completely or from specific questions) as the questionnaire progressed. Therefore, base sizes (the number of consumers who answered each question) vary.
3. The section below presents the questions asked in the questionnaire and the results.

Questions asked and results

Which of these age bands do you fall into? Please choose one answer only.

Table 1

	<i>Number of responses</i>
15 or under	1
16-24	86
25-34	264
35-44	110
45-54	50
55+	20
Prefer not to say	2
Total	533

Do you use social media? By this, we mean websites or apps that allow you to communicate with other people over the internet, including Facebook, Instagram, Snapchat, Twitter, YouTube etc. Please choose one answer only.

Table 2

	<i>Number of responses</i>
Yes	522
No	5
Prefer not to say	1
Don't know	0
Total	528

Which of the following types of post do you look at on social media, if any? Do you look at posts by...? Please choose as many answers as apply.

In total, 498 respondents gave at least one answer to this multiple-choice question.

Table 3

	<i>Number of responses</i>
Family	393
Friends	439
People you know personally through the world of business/industry/work	355
People you don't know personally through the world of business/industry/work	289
Authors, journalists and writers	281
Female personalities (actresses, artists/designers, comedienne, DJs, gamers, models, producers/directors, reality TV stars, singers/musicians, TV presenters etc.)	380
Male personalities (actors, artists/designers, comedians, DJs, gamers, models, producers/directors, reality TV stars, singers/musicians, TV presenters etc.)	266
Female social media personalities such as bloggers and vloggers	390
Male social media personalities such as bloggers and vloggers	181
Politicians	149
Religious Leaders	29
Scientists	95
Sportswomen	124
Sportsmen	126
Other "ordinary"/non-famous users of social media (people you 'met' online/don't know personally)	238
None of these	1

Thinking about the people whose social media posts you look at, do any of them promote (or appear to promote) brands, products and/or services in their posts?

Table 4

	<i>Number of responses</i>
Yes	468
No	14
Don't know	11
Total	493

Why do you think people promote brands, products and/or services in their social media posts? Please choose as many answers as apply.

In total, 469 respondents gave at least one answer to this multiple-choice question.

Table 5

	<i>Number of responses</i>
They get paid or rewarded to promote brands, products and services	454
It's a quick and easy way of bringing brands/products/services to the attention of lots of people	241
They want to give free publicity to brands, products and services they personally use and like	130
It's part of keeping their followers up to date on their activities	104
Another reason	50
Don't know	4

What would you say is the main reason why people promote brands, products and/or services in their social media posts? Please choose one answer only.

Table 6

	<i>Number of responses</i>
They get paid or rewarded to promote brands, products and services	417
It's a quick and easy way of bringing brands/products/services to the attention of lots of people	16
It's part of keeping their followers up to date on their activities	12
They want to give free publicity to brands, products and services they personally use and like	4
Another reason	15
Don't know	4
Total	468

How often, if at all do you click on:

a) Photos and/or videos

b) Links in posts

to find out more about the brands, products and/or services you've seen?

Please choose one answer only in each row.

Table 7

<i>Photos and/or videos</i>	<i>Number of responses</i>
Always or nearly always	36
Very often	100
Sometimes	168
Hardly ever	107
Never	26
Don't know	1
Total	438

Table 8

<i>Links in posts</i>	<i>Number of responses</i>
Always or nearly always	10
Very often	44
Sometimes	153
Hardly ever	155
Never	74
Don't know	1
Total	437

Have you ever...?

Table 9

<i>... bought a product or service that was included in a post you've seen?</i>	<i>Number of responses</i>
Yes	249
No	155
Don't know/can't remember	36
Total	440

Table 10

<i>... used a discount code for a brand, product and/or service that was included in a post you've seen?</i>	<i>Number of responses</i>
Yes	202
No	205
Don't know/can't remember	32
Total	439

Finally, are you...?

	<i>Number of responses</i>
Male	80
Female	351
Prefer not to say	8
Total	439