Table 1

Weight Axis - Country

Base: All respondents

	UNWEIGHTED BASE	WEIGHTED BASE	
Base	2300	2300	
England	**2033**	1932	
	88%	84%	
Scotland	**156**	184	
	7%	8%	
Northern Ireland	**37**	69	
	2%	3%	
Wales	**74**	115	
	3%	5%	

Table 2

Weight Axis- Social grade

Base: All respondents

	UNWEIGHTED BASE	WEIGHTED BASE	
Base	2300	2300	
ABC1	**1350**	1366	
	59%	59%	
C2DE	**950**	934	
	41%	41%	

Ipsos

Table 3

Age by gender

Base: All respondents

	UNWEIGHTED BASE	WEIGHTED BASE	
Base	2300	2300	
Male 13-15	**82**	57	
	4%	2%	
Male 16-24	**187**	188	
	8%	8%	
Male 25-34	**223**	239	
	10%	10%	
Male 35-54	**450**	459	
	20%	20%	
Male 55-64	**179**	197	
	8%	9%	
Female 13-15	**87**	58	
	4%	3%	
Female 16-24	**208**	191	
	9%	8%	
Female 25-34	**221**	243	
	10%	11%	
Female 35-54	**466**	467	
	20%	20%	
Female 55-64	**197**	200	
	9%	9%	

Table 4
Q1 - News websites/apps visited in last month

Base: All respondents

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Daily Star (dailystar.co.uk)	151	89	56	4	2	93	58	6	145	29	42	49	18	8	98	53	136	3	12	-
	7%	9%	5%	3%	2%	8%	5%	2%	7%	12%	9%	11%	4%	2%	7%	6%	7%	3%	7%	-
		b				f			glm	ghlm	glm	ghlm								
Evening Standard (standard.co.uk)	189	108	73	5	3	113	75	8	181	26	55	42	39	18	140	48	176	5	6	2
	8%	11%	7%	4%	2%	10%	7%	3%	9%	10%	11%	9%	8%	5%	10%	5%	9%	4%	4%	3%
		b				f			gm	gm	gm	gm	gm		o		r			
Daily Express (express.co.uk)	242	127	107	6	3	132	110	8	234	32	63	68	36	34	160	82	211	11	16	4
	11%	13%	10%	4%	2%	12%	9%	3%	11%	13%	13%	15%	8%	9%	12%	9%	11%	10%	9%	5%
									gl	gl	glm	ghlm	g	g	o					
The I (inews.co.uk)	123	71	46	5	2	75	47	6	116	14	31	38	21	12	91	32	112	3	6	2
	5%	7%	4%	4%	1%	7%	4%	3%	6%	6%	7%	8%	4%	3%	7%	3%	6%	3%	3%	3%
		b				f			gm		gm	ghlm			o					
Independent (independent.co.uk)	311	161	145	3	3	164	148	6	306	47	89	74	54	42	223	89	261	16	29	6
	14%	16%	14%	2%	2%	14%	13%	2%	15%	19%	18%	17%	11%	11%	16%	9%	13%	14%	16%	8%
									glm	glm	glm	glm	g	g	o					
Daily Mail (dailymail.co.uk)	670	289	350	14	18	302	368	32	639	86	172	148	132	101	435	235	584	27	50	9
	29%	28%	34%	11%	15%	26%	32%	13%	31%	34%	36%	33%	28%	25%	32%	25%	30%	24%	27%	13%
			a				e		gm	gm	glm	gm	g	g	o		s			
Metro (metro.co.uk)	442	221	190	14	16	235	207	30	412	51	118	106	92	45	301	141	399	3	32	8
	19%	22%	18%	11%	14%	21%	18%	12%	20%	21%	24%	24%	19%	11%	22%	15%	21%	3%	18%	11%
									gm	gm	ghm	gm	gm		o		q		q	
Daily Mirror (mirror.co.uk)	409	204	188	8	8	212	197	16	392	53	118	102	81	39	242	167	365	8	25	11
	18%	20%	18%	6%	7%	19%	17%	7%	19%	21%	25%	23%	17%	10%	18%	18%	19%	7%	13%	16%
									gm	gm	ghlm	glm	gm				q			
The Sun (thesun.co.uk)	455	228	190	18	19	247	208	37	418	59	115	103	89	52	271	184	387	21	39	8
	20%	23%	18%	15%	16%	22%	18%	15%	20%	24%	24%	23%	19%	13%	20%	20%	20%	19%	21%	11%
		b				f			gm	gm	gm	gm	m							
The Guardian (theguardian.com)	566	268	277	11	9	279	287	21	545	88	149	136	96	76	399	167	484	16	46	19
	25%	26%	27%	9%	8%	25%	25%	8%	27%	35%	31%	30%	20%	19%	29%	18%	25%	14%	25%	28%
									glm	ghlm	glm	glm	g	g	o		q			
The Daily Telegraph (telegraph.co.uk)	338	181	148	4	5	185	153	9	329	50	96	80	52	51	244	94	289	13	28	8
	15%	18%	14%	3%	4%	16%	13%	4%	16%	20%	20%	18%	11%	13%	18%	10%	15%	11%	15%	11%
		b				f			gl	glm	glm	gl	g	g	o					
Buzzfeed (buzzfeed.com)	349	134	166	22	28	156	194	50	299	78	100	60	47	15	237	113	291	10	37	11
	15%	13%	16%	17%	24%	14%	17%	20%	15%	31%	21%	13%	10%	4%	17%	12%	15%	9%	20%	16%
							e	hklm	lm	ghjklm	hklm	m	m		o				q	
The Huffington Post (huffingtonpost.co.u k)	327	168	140	10	10	177	150	20	307	34	84	76	66	48	219	108	274	16	29	7
	14%	17%	13%	8%	9%	16%	13%	8%	15%	13%	17%	17%	14%	12%	16%	12%	14%	14%	16%	11%
									g	g	gm	gm	g		o					
BBC News (bbc.co.uk)	1273	632	570	32	39	664	609	70	1202	146	285	275	273	224	842	431	1071	60	104	37
	55%	62%	55%	25%	32%	58%	53%	29%	59%	59%	59%	62%	57%	56%	62%	46%	55%	52%	57%	54%
		b				f			g	g	g	g	g	g	o					
Vice (vice.com)	129	71	49	4	4	76	53	9	120	31	52	28	5	3	84	45	118	3	7	-
	6%	7%	5%	3%	4%	7%	5%	3%	6%	13%	11%	6%	1%	1%	6%	5%	6%	3%	4%	-
		b				f			lm	lm	ghklm	ghklm	lm							
Financial Times (ft.com)	189	118	67	3	1	121	67	4	185	29	60	57	27	12	140	49	160	12	14	4
	8%	12%	6%	3%	1%	11%	6%	2%	9%	12%	12%	13%	6%	3%	10%	5%	8%	10%	7%	6%
		b				f			glm	glm	ghlm	ghlm	g		o					
Any other news website (please specify)	89	47	37	3	2	50	39	5	84	7	16	9	17	36	56	33	67	7	13	2
	4%	5%	4%	2%	1%	4%	3%	2%	4%	3%	3%	2%	4%	9%	4%	4%	3%	6%	7%	3%
														ghijkl					p	
None of these	396	132	156	60	48	192	203	108	288	21	43	62	81	81	182	213	311	29	35	21
	17%	13%	15%	48%	40%	17%	18%	44%	14%	8%	9%	14%	17%	20%	13%	23%	16%	25%	19%	30%
								hijklm	ij			ij		hijk		n		p	p	p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base

Table 5

Q1 - News websites/apps visited in last month

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Daily Star (dailystar.co.uk)	151	141	10	-	111	40	106	32	102	19	30	85	18	49	72	22	57	74	19	58	103	22	26
	7%	7%	7%	-	6%	8%	6%	7%	9% ij	5%	4%	10% m	7% m	4%	13% p	8% p	4%	13% s	11% s	4%	11% uv	4%	3%
Evening Standard (standard.co.uk)	189	177	11	1	138	51	132	41	115	29	44	92	21	76	100	19	70	72	19	97	113	34	42
	8%	8%	7%	2%	8%	10%	7%	9%	10% j	8%	6%	11% m	8%	6%	18% op	7%	5%	12% s	11% s	6%	12% uv	7%	5%
Daily Express (express.co.uk)	242	222	18	2	178	64	171	52	150	36	57	110	33	99	102	35	105	100	26	116	136	52	54
	11%	11%	12%	5%	10%	13%	10%	11%	13% j	10%	8%	13% m	13% m	8%	18% p	14% p	7%	17% s	15% s	8%	14% uv	10% v	7%
The I (inews.co.uk)	123	114	8	1	84	38	83	27	77	14	32	61	16	46	68	20	35	54	14	55	67	25	31
	5%	5%	5%	2%	5%	8% df	5%	6%	7% j	4%	4%	7% m	6%	4%	12% p	8% p	2%	9% s	8% s	4%	7% v	5%	4%
Independent (independent.co.uk)	311	296	13	2	234	77	229	68	177	50	84	138	32	141	122	46	143	89	34	188	173	67	71
	14%	14%	9%	4%	13%	15%	13%	15%	15% j	14%	11%	17% m	13%	11%	22% p	18% p	10%	15%	20% s	12%	18% uv	13% v	9%
Daily Mail (dailymail.co.uk)	670	622	44	5	518	152	512	135	366	106	198	300	70	300	224	82	363	218	51	402	324	159	187
	29%	29% c	29% c	12%	29%	30%	29%	29%	31% j	29%	26%	37% lm	29%	24%	40% op	32% p	25%	37% s	29%	26%	33% v	31% v	23%
Metro (metro.co.uk)	442	419	20	3	325	117	319	101	269	58	115	201	54	187	175	59	208	145	39	258	264	75	103
	19%	20%	14%	8%	18%	23% df	18%	22%	23% ij	16%	15%	25% m	22% m	15%	31% op	23% p	14%	25% s	23%	17%	27% uv	15%	13%
Daily Mirror (mirror.co.uk)	409	390	17	2	325	84	320	68	254	49	106	181	50	178	160	46	203	135	40	234	218	94	96
	18%	18% bc	12%	5%	18%	17%	18%	15%	21% ij	13%	14%	22% m	21% m	14%	28% op	18% p	14%	23% s	23% s	15%	22% v	18% v	12%
The Sun (thesun.co.uk)	455	425	24	6	359	96	354	81	278	57	120	209	37	209	155	61	239	166	41	248	239	90	125
	20%	20%	16%	14%	20%	19%	20%	17%	24% ij	15%	16%	26% lm	15%	17%	28% p	24% p	16%	29% s	24% s	16%	25% uv	18%	15%
The Guardian (theguardian.com)	566	537	27	2	422	144	416	131	308	91	167	224	80	262	202	78	286	153	53	360	289	140	138
	25%	25% bc	18% c	5%	23%	29% df	24%	28% df	26%	25%	22%	27% m	33% m	21%	36% p	30% p	19%	26%	31% s	23%	30% v	27% v	17%
The Daily Telegraph (telegraph.co.uk)	338	315	21	2	257	81	250	73	199	47	93	158	40	140	148	44	146	117	38	183	177	80	81
	15%	15%	14%	6%	14%	16%	14%	16%	17% j	13%	12%	19% m	16% m	11%	26% op	17% p	10%	20% s	22% s	12%	18% v	16% v	10%
Buzzfeed (buzzfeed.com)	349	337	8	4	288	61	282	51	230	45	75	201	45	104	134	41	174	140	38	171	216	73	60
	15%	16% b	5%	9%	16% eg	12%	16% eg	11%	19% ij	12%	10%	24% lm	18% m	8%	24% op	16%	12%	24% s	22% s	11%	22% uv	14% v	7%
The Huffington Post (huffingtonpost.co.uk)	327	317	8	2	244	83	238	70	194	52	81	131	50	145	129	52	146	94	28	205	150	78	99
	14%	15% b	5%	5%	14%	17%	14%	15%	16% j	14%	11%	16% m	21% m	12%	23% p	20% p	10%	16%	16%	13%	15% v	15%	12%
BBC News (bbc.co.uk)	1273	1194	68	11	975	298	960	278	655	208	409	452	138	682	340	162	771	293	95	885	514	308	450
	55%	57% bc	45% c	27%	54%	59% d	55%	60% df	55%	57%	54%	55%	57%	55%	60% p	63% p	52%	50%	55%	57% q	53% t	60%	55%
Vice (vice.com)	129	123	6	-	97	32	91	22	94	19	16	80	24	24	63	22	43	69	15	45	91	25	12
	6%	6%	4%	-	5%	6%	5%	5%	8% j	5% j	2%	10% m	10% m	2%	11% p	9% p	3%	12% s	9% s	3%	9% uv	5% v	2%
Financial Times (ft.com)	189	175	11	3	142	47	136	41	123	22	43	93	24	72	94	25	70	75	25	89	127	41	21
	8%	8%	7%	7%	8%	9%	8%	9%	10% ij	6%	6%	11% m	10% m	6%	17% op	10% p	5%	13% s	14% s	6%	13% uv	8% v	3%
Any other news website (please specify)	89	80	9	-	61	27	61	26	48	11	29	12	6	63	13	11	65	5	5	79	25	19	45
	4%	4%	6%	-	3%	5% df	3%	6% df	4%	3%	4%	1%	6% k	5% k	2%	4%	4% n	1%	3%	5% q	3%	4%	6% t
None of these	396	355	28	13	343	53	336	46	176	64	156	111	25	260	45	27	325	87	18	291	136	78	181
	17%	17%	19%	32% a	19% eg	11%	19% eg	10%	15%	17%	21% h	14%	10%	21% kl	8%	10%	22% no	15%	10%	19% qr	14%	15%	22% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 6
Q1 - News websites/apps visited in last month

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Daily Star (dailystar.co.uk)	151	35	116	77	74	35	116	103	35	28	57	142	10	144	7	80	51	94	85	102	69	67
	7%	11%	6%	9%	5%	11%	6%	8%	17%	11%	11%	7%	4%	7%	3%	10%	5%	14%	21%	22%	12%	20%
			b		df		df		gij								p		qt	qt		qt
Evening Standard (standard.co.uk)	189	43	146	94	95	43	146	117	39	36	68	185	4	181	8	93	77	96	87	82	107	82
	8%	14%	7%	11%	7%	14%	7%	9%	19%	13%	13%	9%	2%	9%	4%	12%	7%	14%	21%	18%	19%	24%
			b		df		df		g	g	g	l		n		p			q		q	qs
Daily Express (express.co.uk)	242	51	191	124	118	51	191	145	42	40	81	232	10	233	9	122	96	155	126	115	122	112
	11%	17%	10%	14%	8%	17%	10%	11%	20%	15%	16%	11%	5%	11%	4%	15%	9%	23%	31%	25%	22%	33%
			b		df		df		g		g	l		n		p			qt		q	qst
The I (inews.co.uk)	123	24	99	58	65	24	99	67	22	22	40	116	7	118	5	61	48	62	54	42	83	55
	5%	8%	5%	7%	5%	8%	5%	5%	11%	8%	8%	6%	3%	6%	2%	8%	4%	9%	13%	9%	15%	16%
			b		d		df		g	g	g			n		p			q		qs	qs
Independent (independent.co.uk)	311	67	244	141	170	67	244	177	41	55	99	296	15	300	11	157	128	141	121	108	210	137
	14%	22%	12%	16%	12%	22%	12%	14%	20%	20%	19%	14%	7%	14%	6%	20%	11%	21%	29%	24%	37%	40%
			b		df		cdf		g	g	g	l		n		p			q		qrs	qrs
Daily Mail (dailymail.co.uk)	670	122	548	304	367	122	548	392	90	91	191	633	38	640	30	305	284	670	222	232	240	187
	29%	40%	27%	34%	26%	40%	27%	31%	43%	34%	37%	30%	17%	30%	15%	38%	25%	100%	54%	51%	42%	55%
			b		df		df		gi		g	l		n		p		rstu	t	t		t
Metro (metro.co.uk)	442	86	356	214	228	86	356	263	62	74	138	417	25	420	22	202	194	209	171	178	200	124
	19%	28%	18%	24%	16%	28%	18%	21%	30%	28%	27%	20%	12%	20%	11%	25%	17%	31%	42%	39%	35%	37%
			b		df		df		g	g	g	l		n		p			qt	q		
Daily Mirror (mirror.co.uk)	409	77	331	195	213	77	331	238	50	57	131	384	24	388	20	193	175	222	409	196	180	125
	18%	25%	17%	22%	15%	25%	17%	19%	24%	21%	25%	18%	11%	18%	10%	24%	16%	33%	100%	43%	32%	37%
			b		df		df		g	g	g	l		n		p		qstu	qt			
The Sun (thesun.co.uk)	455	96	359	218	237	96	359	277	63	70	142	427	28	429	26	214	183	232	196	455	162	127
	20%	31%	18%	25%	17%	31%	18%	22%	30%	26%	28%	21%	13%	20%	13%	27%	16%	35%	48%	100%	29%	37%
			b		df		cdf		g		g	l		n		p		t	qtu	qrtu		t
The Guardian (theguardian.com)	566	102	464	251	315	102	464	332	55	72	163	545	21	547	19	253	248	240	180	162	566	203
	25%	33%	23%	28%	22%	33%	23%	26%	27%	27%	32%	26%	10%	26%	9%	32%	22%	36%	44%	36%	100%	60%
			b		df		df		g		g	l		n		p			qs		qrsu	qrs
The Daily Telegraph (telegraph.co.uk)	338	67	272	148	190	67	272	188	43	47	97	325	14	323	15	163	145	187	125	127	203	338
	15%	22%	14%	17%	13%	22%	14%	15%	21%	18%	19%	16%	6%	15%	8%	20%	13%	28%	30%	28%	36%	100%
			b		df		cdf		g		g	l		n		p			qs		qrst	
Buzzfeed (buzzfeed.com)	349	90	259	192	158	90	259	237	45	53	137	340	10	338	12	195	116	154	116	124	155	97
	15%	30%	13%	22%	11%	30%	13%	19%	22%	20%	27%	16%	4%	16%	6%	24%	10%	23%	28%	27%	27%	29%
			b		df		cdf				gi	l		n		p			q			
The Huffington Post (huffingtonpost.co.uk)	327	53	274	151	176	53	274	188	32	43	84	316	11	313	14	151	136	153	114	109	182	116
	14%	17%	14%	17%	12%	17%	14%	15%	15%	16%	16%	15%	5%	15%	7%	19%	12%	23%	28%	24%	32%	34%
					df		d					l		n		p					qs	qs
BBC News (bbc.co.uk)	1273	177	1096	514	759	177	1096	703	98	138	268	1197	76	1209	64	476	623	454	302	325	431	260
	55%	58%	55%	58%	54%	58%	55%	55%	47%	51%	52%	57%	35%	58%	32%	60%	55%	68%	74%	71%	76%	77%
				d				h				l		n		p			q		q	q
Vice (vice.com)	129	36	93	76	53	36	93	79	31	29	61	125	4	124	5	85	29	60	57	46	76	49
	6%	12%	5%	9%	4%	12%	5%	6%	15%	11%	12%	6%	2%	6%	3%	11%	3%	9%	14%	10%	13%	14%
			b		df		df		g	g	g	l		n		p			q		q	q
Financial Times (ft.com)	189	42	146	92	97	42	146	107	34	36	59	183	6	183	6	109	55	95	83	75	112	86
	8%	14%	7%	10%	7%	14%	7%	8%	16%	13%	12%	9%	3%	9%	3%	14%	5%	14%	20%	16%	20%	25%
			b		df		df		g	g	g	l		n		p			q		q	qs
Any other news website (please specify)	89	4	85	25	63	4	85	44	3	4	6	87	2	86	3	27	49	19	10	11	23	10
	4%	1%	4%	3%	4%	1%	4%	3%	1%	1%	1%	4%	1%	4%	1%	3%	4%	3%	3%	2%	4%	3%
			a		e		e	j				l										
None of these	396	32	364	120	276	32	364	208	18	29	63	314	81	316	79	81	201	-	-	-	-	-
	17%	10%	18%	14%	19%	10%	18%	16%	9%	11%	12%	15%	37%	15%	40%	10%	18%	-	-	-	-	-
			a		ce		ce	hij					k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 7

Q2 - Internet usage

Base: All respondents

		Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Multiple times an hour	877	378	390	56	54	433	444	109	768	110	203	178	166	112	541	336	757	37	59	24
	38%	37%	38%	44%	45%	38%	38%	45% hlm	37% m	44% hlm	42% lm	40% m	35% m	28%	40%	36%	39%	32%	32%	35%
Around once an hour	322	144	146	15	17	159	162	31	290	34	76	63	71	46	199	122	256	20	28	17
	14%	14%	14%	12%	14%	14%	14%	13%	14%	14%	16%	14%	15%	12%	15%	13%	13%	17%	15%	25% p
Every 2-3 hours	315	154	130	16	15	170	145	31	284	33	71	71	58	51	193	122	261	22	23	9
	14%	15%	13%	13%	13%	15%	13%	13%	14%	13%	15%	16%	12%	13%	14%	13%	14%	19%	13%	14%
Several times a day	596	256	280	33	27	289	307	60	536	43	100	99	146	148	346	250	491	33	55	17
	26%	25%	27%	26%	23%	25%	26%	24% i	26% ij	17%	21%	22%	30% ijk	37% ghijkl	25%	27%	25%	29%	30%	24%
Around once a day	117	50	62	1	4	51	66	5	112	15	18	22	23	34	57	60	103	3	11	-
	5%	5%	6%	1%	3%	5%	6%	2% g	6% g	6%	4%	5%	5%	9% ghjkl	4%	6% n	5%	3%	6%	-
4 or 5 times a week	32	15	14	1	2	17	15	3	29	10	4	7	7	1	13	19	29	-	3	-
	1%	2%	1%	1%	1%	1%	1%	1%	1%	4% ghjklm	1%	2%	1%	*	1%	2% n	1%	-	2%	-
2 or 3 times a week	22	9	10	3	1	12	11	4	19	3	5	5	3	3	10	12	19	-	1	2
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	3%
Around once a week	10	5	4	1	-	6	4	1	10	2	4	-	2	1	6	4	7	-	3	-
	*	1%	*	1%	-	1%	*	*	*	1%	1%	-	*	*	*	*	*	-	2% p	-
Less than once a week	9	3	5	1	1	4	5	1	8	-	1	2	4	1	1	8	9	-	-	-
	*	*	*	*	1%	*	*	1%	*	-	*	*	1%	*	*	1% n	*	-	-	-
NET: Heavy users (Multiple times an hour to several times a day)	2109	932	946	119	112	1051	1059	232	1878	219	450	411	440	357	1279	830	1765	112	165	67
	92%	92%	91%	94%	94%	92%	91%	94% im	91%	88%	93% i	92%	92%	90%	94% o	89%	91%	97% r	90%	97%
NET: Medium users (Around once a day to 4 or 5 times a week)	149	65	76	3	5	68	81	8	141	25	22	29	30	35	70	79	131	3	15	-
	6%	6%	7%	2%	4%	6%	7%	3%	7% g	10% gj	5%	6%	6%	9% gj	5%	8% n	7%	3%	8%	-
NET: Light users (Around 2 or 3 times a week to less than once a week)	41	17	19	4	2	21	20	6	36	5	10	7	9	5	17	24	35	-	5	2
	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	3% n	2%	-	2%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 8

Q2 - Internet usage

Base: All respondents

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatc h) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphon e/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)	
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798	
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818	
Multiple times an hour	877	877	-	-	668	209	658	190	540	93	244	398	81	398	287	80	510	279	57	541	482	172	223	
	38%	42% bc	-	-	37%	42%	37%	41%	46% ij	26%	32% i	49% lm	33%	32%	51% op	31%	34%	48% rs	33%	35%	50% uv	34% v	27%	
Around once an hour	322	322	-	-	269	53	265	49	181	51	90	111	38	172	62	44	216	74	24	224	131	81	110	
	14%	15% bc	-	-	15% eg	10%	15% eg	11%	15% j	14%	12%	14%	16%	14%	11%	17% n	15% n	13%	14%	14%	14%	16%	13%	
Every 2-3 hours	315	315	-	-	251	64	247	57	166	57	92	111	40	164	69	48	198	82	25	208	128	75	112	
	14%	15% bc	-	-	14%	13%	14%	12%	14%	16%	12%	14%	16%	13%	12%	19% np	13%	14%	14%	13%	13%	15%	14%	
Several times a day	596	596	-	-	476	119	464	114	239	120	237	158	65	373	110	61	425	107	48	441	174	141	281	
	26%	28% bc	-	-	27%	24%	26%	25%	20%	33% h	32% h	19%	27% k	30% k	20%	24%	29% n	18%	28% q	29% q	18%	27% t	34% tu	
Around once a day	117	-	117	-	78	39	76	35	32	37	49	19	11	87	18	18	81	19	10	88	27	30	60	
	5%	-	79% ac	-	4%	8% df	4%	8% df	3%	10% hj	7% h	2%	4%	7% k	3%	7% n	5% n	3%	6% q	6%	3% t	6% t	7%	
4 or 5 times a week	32	-	32	-	19	12	17	9	16	3	13	12	7	13	11	5	15	11	8	13	17	7	8	
	1%	-	21% ac	-	1%	2% df	1%	2% df	1%	1%	2%	2%	3% m	1%	2%	2%	1%	2% s	4% s	1%	2%	1%	1%	
2 or 3 times a week	22	-	-	22	19	4	18	4	3	3	16	4	2	16	3	1	18	6	1	16	4	3	15	
	1%	-	-	54% ab	1%	1%	1%	1%	*	1%	2% h	*	1%	1%	1%	*	1%	1%	1%	1%	*	1%	2% t	
Around once a week	10	-	-	10	10	-	10	-	3	1	6	4	-	6	3	-	7	1	2	7	6	2	2	
	*	-	-	25% ab	1%	-	1%	-	*	*	1%	*	-	1%	1%	-	*	*	1%	*	1%	*	*	
Less than once a week	9	-	-	9	6	3	6	2	3	1	5	2	-	7	1	-	8	2	-	7	1	2	6	
	*	-	-	21% ab	*	1%	*	*	*	*	1%	*	-	1%	*	-	1%	*	-	*	*	*	1% t	
NET: Heavy users (Multiple times an hour to several times a day)	2109	2109	-	-	1665	444	1634	411	1125	322	662	778	224	1107	528	233	1348	542	154	1414	915	468	726	
	92%	100% bc	-	-	93% eg	88%	93% eg	89%	95% ij	88%	88%	95% m	92%	90%	94%	90%	91%	93% r	88%	91%	94% uv	91%	89%	
NET: Medium users (Around once a day to 4 or 5 times a week)	149	-	149	-	97	52	92	44	48	39	62	32	18	100	29	24	96	31	17	101	44	37	68	
	6%	-	100% ac	-	5%	10% df	5%	10% df	4%	11% h	8% h	4%	7%	8% k	5%	9% n	7%	5%	10% q	7%	5%	7% t	8% t	
NET: Light users (Around 2 or 3 times a week to less than once a week)	41	-	-	41	35	7	34	6	9	5	27	10	2	30	7	1	33	8	3	30	11	7	24	
	2%	-	-	100% ab	2%	1%	2%	1%	1%	1%	4% hi	1%	1%	2% k	1%	*	2%	1%	2%	2%	1%	1%	3% t	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 9

Q2 - Internet usage

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Multiple times an hour	877	144	733	376	501	144	733	503	86	108	238	807	70	813	64	380	367	273	178	200	248	147
	38%	47%	37%	42%	35%	47%	37%	40%	42%	40%	46%	39%	32%	39%	33%	48%	33%	41%	44%	44%	44%	43%
		b		df		df					g	l				p						
Around once an hour	322	40	281	114	207	40	281	182	24	29	64	296	26	298	24	111	159	98	62	60	87	52
	14%	13%	14%	13%	15%	13%	14%	14%	12%	11%	12%	14%	12%	14%	12%	14%	14%	15%	15%	13%	15%	15%
Every 2-3 hours	315	34	282	124	191	34	282	176	39	47	73	280	35	281	35	102	161	89	50	67	75	46
	14%	11%	14%	14%	14%	11%	14%	14%	19%	17%	14%	13%	16%	13%	18%	13%	14%	13%	12%	15%	13%	13%
Several times a day	596	64	531	198	398	64	531	327	38	59	107	533	63	543	53	161	329	162	98	99	128	70
	26%	21%	27%	22%	28%	21%	27%	26%	18%	22%	21%	26%	29%	26%	27%	20%	29%	24%	24%	22%	23%	21%
			a		ce		ce	hj									o					
Around once a day	117	13	104	37	80	13	104	47	12	12	19	101	16	105	12	24	73	34	15	17	19	13
	5%	4%	5%	4%	6%	4%	5%	4%	6%	4%	4%	5%	7%	5%	6%	3%	6%	5%	4%	4%	3%	4%
																	o					
4 or 5 times a week	32	6	26	19	12	6	26	17	5	11	10	28	4	29	3	13	14	9	2	8	7	9
	1%	2%	1%	2%	1%	2%	1%	1%	2%	4%	2%	1%	2%	1%	1%	2%	1%	1%	*	2%	1%	3%
				d						g												r
2 or 3 times a week	22	2	20	10	13	2	20	10	1	-	2	19	3	18	4	3	13	2	-	4	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	*	-	*	1%	1%	1%	2%	*	1%	*	-	1%	*	*
Around once a week	10	1	9	4	6	1	9	4	1	2	1	9	1	8	2	3	5	3	-	-	-	1
	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	1%	*	*	*	-	-	-	*
Less than once a week	9	-	9	3	6	-	9	3	1	1	2	7	2	7	2	2	5	-	2	2	1	-
	*	-	*	*	*	-	*	*	*	*	*	*	1%	*	1%	*	*	-	*	*	*	-
NET: Heavy users (Multiple times an hour to several times a day)	2109	283	1827	813	1297	283	1827	1188	187	243	481	1916	193	1934	176	754	1015	622	390	425	537	315
	92%	93%	92%	92%	92%	93%	92%	94%	91%	90%	93%	92%	89%	92%	89%	94%	90%	93%	95%	93%	95%	93%
																p						
NET: Medium users (Around once a day to 4 or 5 times a week)	149	19	130	56	93	19	130	64	17	23	30	130	19	134	15	37	87	44	17	24	27	21
	6%	6%	6%	6%	7%	6%	6%	5%	8%	9%	6%	6%	9%	6%	7%	5%	8%	7%	4%	5%	5%	6%
								g									o					
NET: Light users (Around 2 or 3 times a week to less than once a week)	41	3	38	17	24	3	38	16	3	2	4	36	5	34	7	8	24	5	2	6	2	2
	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	4%	1%	2%	1%	*	1%	*	1%
															m							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Ipsos

Table 10

Q3 - Device used most often to access the internet

Base: All respondents

		Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Tablet	383	163	203	12	5	175	208	17	366	11	32	43	129	151	211	172	316	21	35	11
	17%	16%	19%	9%	5%	15%	18%	7%	18%	4%	7%	10%	27%	38%	15%	18%	16%	18%	19%	16%
			a						gijk			i	ghijk	ghijkl						
Smartphone	1378	562	614	97	104	659	719	201	1177	180	342	301	213	140	836	541	1154	67	106	50
	60%	55%	59%	77%	88%	58%	62%	82%	57%	72%	71%	67%	44%	35%	61%	58%	60%	59%	58%	73%
					c		e	hijklm	lm	hlm	hlm	hlm	m							
Laptop	290	139	142	6	3	144	145	9	280	32	60	47	85	57	174	116	242	16	28	4
	13%	14%	14%	5%	3%	13%	13%	4%	14%	13%	12%	11%	18%	14%	13%	12%	13%	14%	15%	5%
								g	g	g	g	g	ghjk	g						
PC/Desktop	171	105	59	6	1	111	60	7	164	13	31	31	43	46	100	71	147	10	12	2
	7%	10%	6%	5%	1%	10%	5%	3%	8%	5%	6%	7%	9%	11%	7%	8%	8%	8%	7%	3%
		b		d		f			g		g	g	g	ghijk						
Smartwatch	36	23	7	4	3	27	10	6	30	8	9	8	5	-	20	17	34	2	1	-
	2%	2%	1%	3%	2%	2%	1%	3%	1%	3%	2%	2%	1%	-	1%	2%	2%	1%	*	-
		b				f		m	m	hlm	m	m								
Smart TV	38	22	12	2	3	23	14	4	33	5	7	16	3	2	22	15	35	-	1	2
	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	4%	1%	1%	2%	2%	2%	-	*	3%
												hjlm								
Something else (please tell us what)	5	1	4	-	-	1	4	-	5	-	1	1	1	2	3	2	5	-	-	-
	*	*	*	-	-	*	*	-	*	-	*	*	*	*	*	*	*	-	-	-
NET: Mobile device (tablet smartphone, smartwatch)	1797	748	824	113	112	861	937	225	1572	200	384	351	347	291	1067	730	1503	90	143	62
	78%	74%	79%	89%	95%	75%	81%	92%	77%	80%	79%	79%	72%	73%	78%	78%	78%	78%	78%	89%
			a				e	hijklm		l		lm	l							
NET: Non-mobile device (laptopPC/ desktop,smart TV, something else)	503	266	216	14	6	280	223	20	482	50	99	96	132	106	299	204	429	25	41	7
	22%	26%	21%	11%	5%	25%	19%	8%	23%	20%	21%	21%	28%	27%	22%	22%	22%	22%	22%	11%
			b				f		g	g	g	g	gijk	gj						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 11

Q3 - Device used most often to access the internet

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Tablet	383	338	35	10	383	-	383	-	162	65	156	45	32	306	66	38	278	30	24	329	98	73	212
	17%	16%	23%	25%	21%	-	22%	-	14%	18%	21%	6%	13%	25%	12%	15%	19%	5%	14%	21%	10%	14%	26%
			a		eg		eg				h		k	kl			n		q	qr		t	tu
Smartphone	1378	1297	58	24	1378	-	1378	-	752	225	401	607	153	618	349	149	880	428	109	840	655	322	401
	60%	61%	39%	57%	77%	-	78%	-	64%	61%	53%	74%	63%	50%	62%	58%	60%	74%	63%	54%	68%	63%	49%
		b		b	eg		eg		j	j		lm	m					rs	s		v	v	
Laptop	290	263	23	4	-	290	-	290	142	44	103	79	31	179	79	39	172	60	16	213	112	56	122
	13%	12%	15%	9%	-	58%	-	63%	12%	12%	14%	10%	13%	15%	14%	15%	12%	10%	9%	14%	12%	11%	15%
						df		df						k						q			tu
PC/Desktop	171	148	21	2	-	171	-	171	73	21	77	43	19	109	34	23	113	22	13	136	60	41	70
	7%	7%	14%	5%	-	34%	-	37%	6%	6%	10%	5%	8%	9%	6%	9%	8%	4%	7%	9%	6%	8%	9%
			a			df		df			hi			k						q			
Smartwatch	36	31	5	1	36	-	-	-	21	6	10	20	4	12	16	4	17	16	7	14	22	9	6
	2%	1%	3%	2%	2%	-	-	-	2%	2%	1%	2%	2%	1%	3%	2%	1%	3%	4%	1%	2%	2%	1%
					efg									m			p	s	s		v		
Smart TV	38	29	8	1	-	38	-	-	30	4	4	23	5	10	21	4	13	23	5	10	22	10	6
	2%	1%	5%	2%	-	7%	-	-	3%	1%	1%	3%	2%	1%	4%	2%	1%	4%	3%	1%	2%	2%	1%
			a			dfg				j			m			p		s	s		v		
Something else (please tell us what)	5	5	-	-	-	5	-	-	3	1	1	2	-	3	-	-	5	1	-	4	2	1	2
	*	*	-	-	-	1%	-	-	*	*	*	*	-	*	-	-	*	*	-	*	*	*	*
						dfg																	
NET: Mobile device (tablet smartphone, smartwatch)	1797	1665	97	35	1797	-	1761	-	935	295	567	673	189	936	431	192	1175	474	140	1182	774	405	619
	78%	79%	65%	84%	100%	-	100%	-	79%	81%	75%	82%	77%	76%	76%	74%	79%	82%	81%	77%	80%	79%	76%
		b		b	eg		eg			j		m						s			v		
NET: Non-mobile device (laptopPC/ desktop,smart TV, something else)	503	444	52	7	-	503	-	460	248	70	185	147	55	301	134	66	303	107	34	363	195	108	200
	22%	21%	35%	16%	-	100%	-	100%	21%	19%	25%	18%	23%	24%	24%	26%	21%	18%	19%	23%	20%	21%	24%
			ac			df		df			i			k						q			t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 12

Q3 - Device used most often to access the internet

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Tablet	383	24	359	117	266	24	359	205	23	34	48	336	47	339	44	67	250	106	51	58	71	44
	17%	8%	18%	13%	19%	8%	18%	16%	11%	13%	9%	16%	21%	16%	22%	8%	22%	16%	12%	13%	13%	13%
			a	e	ce		ce	j							m		o					
Smartphone	1378	235	1143	634	744	235	1143	883	126	176	392	1259	119	1272	106	568	577	406	269	296	346	206
	60%	77%	57%	72%	53%	77%	57%	70%	61%	65%	76%	60%	55%	61%	54%	71%	51%	61%	66%	65%	61%	61%
		b		df		df	d	h			ghi					p						
Laptop	290	19	271	68	221	19	271	88	26	25	35	259	30	260	29	85	160	86	54	50	82	47
	13%	6%	14%	8%	16%	6%	14%	7%	13%	9%	7%	12%	14%	12%	15%	11%	14%	13%	13%	11%	14%	14%
			a		ce		ce	gj									o					
PC/Desktop	171	10	161	31	139	10	161	49	12	14	17	155	15	159	12	40	107	50	14	31	49	26
	7%	3%	8%	4%	10%	3%	8%	4%	6%	5%	3%	7%	7%	8%	6%	5%	10%	7%	3%	7%	9%	8%
			a		ce		ce										o	r		r	r	r
Smartwatch	36	8	29	18	18	8	29	22	12	10	13	34	3	34	3	20	15	7	5	5	5	7
	2%	3%	1%	2%	1%	3%	1%	2%	6%	4%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%
									gj													
Smart TV	38	8	29	15	22	8	29	17	8	9	9	35	3	35	3	19	13	15	15	15	14	7
	2%	3%	1%	2%	2%	3%	1%	1%	4%	3%	2%	2%	1%	2%	1%	2%	1%	2%	4%	3%	2%	2%
									g		g					p						
Something else (please tell us what)	5	1	4	2	3	1	4	4	-	1	2	4	1	4	1	1	4	2	1	-	-	1
	*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*	-	-	*
NET: Mobile device (tablet smartphone, smartwatch)	1797	267	1530	769	1028	267	1530	1110	161	220	453	1629	168	1645	153	654	842	518	325	359	422	257
	78%	87%	77%	87%	73%	87%	77%	88%	78%	82%	88%	78%	77%	78%	77%	82%	75%	77%	79%	79%	74%	76%
		b		df		df	d	hi			hi					p						
NET: Non-mobile device (laptopPC/ desktop,smart TV, something else)	503	38	464	117	386	38	464	158	46	49	63	453	50	457	45	145	283	152	84	96	144	81
	22%	13%	23%	13%	27%	13%	23%	12%	22%	18%	12%	22%	23%	22%	23%	18%	25%	23%	21%	21%	26%	24%
			a		cef		ce		gj	gj							o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Ipsos

Table 13

Q4 - Social media usage:

Base: All respondents

	Facebook	Instagram	Twitter	Snapchat	YouTube	Other social media sites/apps	News websites	
Unweighted Base	**2300**	2300	2300	2300	2300	2300	2300	
Weighted Base	**2300**	2300	2300	2300	2300	2300	2300	
Multiple times an hour (12)	**313**	237	136	196	250	143	90	
	14%	10%	6%	9%	11%	6%	4%	
Around once an hour (11)	**216**	145	115	76	134	139	124	
	9%	6%	5%	3%	6%	6%	5%	
Every 2-3 hours (10)	**227**	171	118	125	177	148	181	
	10%	7%	5%	5%	8%	6%	8%	
Several times a day (9)	**427**	266	196	184	409	316	488	
	19%	12%	9%	8%	18%	14%	21%	
Around once a day (8)	**302**	166	175	116	307	241	539	
	13%	7%	8%	5%	13%	10%	23%	
4 or 5 times a week (7)	**63**	78	82	58	205	97	165	
	3%	3%	4%	3%	9%	4%	7%	
2 or 3 times a week (6)	**110**	97	89	56	228	112	163	
	5%	4%	4%	2%	10%	5%	7%	
Around once a week (5)	**84**	69	93	52	163	83	126	
	4%	3%	4%	2%	7%	4%	5%	
2 or 3 times a month (4)	**37**	28	66	31	110	52	61	
	2%	1%	3%	1%	5%	2%	3%	
Around once a month (3)	**54**	48	73	34	90	60	54	
	2%	2%	3%	1%	4%	3%	2%	
Less often than once a month (2)	**70**	84	154	96	115	144	93	
	3%	4%	7%	4%	5%	6%	4%	
Never (1)	**397**	910	1003	1276	113	764	218	
	17%	40%	44%	55%	5%	33%	9%	
NET: Daily	**1485**	986	740	697	1276	988	1422	
	65%	43%	32%	30%	55%	43%	62%	
NET: Weekly	**1742**	1230	1004	863	1872	1279	1875	
	76%	53%	44%	38%	81%	56%	82%	
NET: Less frequently than weekly	**161**	160	293	162	315	256	207	
	7%	7%	13%	7%	14%	11%	9%	
NET: Ever	**1903**	1390	1297	1024	2187	1536	2082	
	83%	60%	56%	45%	95%	67%	91%	

Table 14
Q4_1 - Usage of Facebook

Base: All respondents

												Demographics								
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Multiple times an hour (12)	313	131	142	19	21	150	163	40	273	31	78	76	62	25	180	133	271	10	22	9
	14%	13%	14%	15%	18%	13%	14%	16%	13%	13%	16%	17%	13%	6%	13%	14%	14%	9%	12%	14%
								m	m	m	m	hm	m							
Around once an hour (11)	216	106	87	14	9	119	97	23	193	25	51	44	43	29	124	92	177	14	23	2
	9%	10%	8%	11%	8%	10%	8%	9%	9%	10%	11%	10%	9%	7%	9%	10%	9%	12%	12%	3%
Every 2-3 hours (10)	227	109	94	12	11	122	105	23	204	28	61	48	37	29	124	102	189	10	18	9
	10%	11%	9%	10%	9%	11%	9%	9%	10%	11%	13%	11%	8%	7%	9%	11%	10%	9%	10%	14%
											lm									
Several times a day (9)	427	185	210	9	23	194	233	32	395	36	101	87	102	69	245	181	350	34	25	18
	19%	18%	20%	7%	19%	17%	20%	13%	19%	15%	21%	19%	21%	17%	18%	19%	18%	29%	13%	26%
					c				g		gi	g	gi					pr		
Around once a day (8)	302	138	134	15	16	152	150	30	272	33	58	56	53	71	197	106	243	16	37	6
	13%	14%	13%	12%	13%	13%	13%	12%	13%	13%	12%	13%	11%	18%	14%	11%	13%	14%	20%	8%
														hjkl	o					p
4 or 5 times a week (7)	63	21	36	3	3	25	39	6	57	7	14	15	10	11	41	22	56	-	7	-
	3%	2%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	3%	-	4%	-
2 or 3 times a week (6)	110	51	51	6	2	57	53	8	102	15	22	23	20	22	67	43	90	6	8	6
	5%	5%	5%	5%	2%	5%	5%	3%	5%	6%	5%	5%	4%	6%	5%	5%	5%	5%	5%	8%
Around once a week (5)	84	35	41	5	3	40	44	8	76	9	16	13	17	21	43	40	74	2	4	4
	4%	3%	4%	4%	2%	4%	4%	3%	4%	4%	3%	3%	4%	5%	3%	4%	4%	1%	2%	5%
2 or 3 times a month (4)	37	14	16	2	4	16	21	7	30	8	5	5	9	3	23	14	35	-	1	-
	2%	1%	2%	2%	4%	1%	2%	3%	1%	3%	1%	1%	2%	1%	2%	1%	2%	-	1%	-
								m		hjkm										
Around once a month (3)	54	23	25	4	2	27	27	6	49	13	10	6	12	8	33	22	47	-	4	4
	2%	2%	2%	3%	2%	2%	2%	2%	2%	5%	2%	1%	2%	2%	2%	2%	2%	-	2%	5%
										hjkm										
Less often than once a month (2)	70	29	35	4	2	34	37	6	64	7	19	13	18	8	41	30	64	5	1	-
	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	4%	3%	4%	2%	3%	3%	3%	4%	1%	-
Never (1)	397	172	169	33	23	205	192	56	341	36	47	60	97	100	249	148	334	18	34	11
	17%	17%	16%	26%	19%	18%	17%	23%	17%	14%	10%	13%	20%	25%	18%	16%	17%	16%	18%	16%
								hijk	j				jk	hijk						
NET: Daily	1485	669	667	69	80	738	747	149	1336	154	350	311	297	224	870	615	1231	85	125	45
	65%	66%	64%	54%	67%	65%	64%	61%	65%	62%	73%	70%	62%	56%	64%	66%	64%	74%	68%	65%
					c				m		ghilm	gilm								
NET: Weekly	1742	776	795	83	88	859	883	171	1571	185	401	363	344	278	1021	721	1451	92	144	54
	76%	77%	76%	66%	74%	75%	76%	70%	76%	74%	83%	81%	72%	70%	75%	77%	75%	80%	78%	78%
									glm		ghilm	ghilm								
NET: Less frequently than weekly	161	66	76	10	8	76	85	18	143	28	35	24	38	19	96	65	147	5	6	4
	7%	7%	7%	8%	7%	7%	7%	8%	7%	11%	7%	5%	8%	5%	7%	7%	8%	4%	3%	5%
										hkm							r			
NET: Ever	1903	842	872	93	96	936	968	189	1714	213	436	387	381	297	1117	786	1598	97	150	58
	83%	83%	84%	74%	81%	82%	83%	77%	83%	86%	90%	87%	80%	75%	82%	84%	83%	84%	82%	84%
									gm	gm	ghlm	glm								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base

Table 15

Q4_1 - Usage of Facebook

Base: All respondents

		Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
	Total	Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Multiple times an hour (12)	313	302	8	3	250	63	243	52	313	-	-	176	19	119	128	21	164	130	27	156	195	50	68
	14%	14%	5%	8%	14%	13%	14%	11%	26%	-	-	21%	8%	10%	23%	8%	11%	22%	15%	10%	20%	10%	8%
		b							ij			lm			op			s	s		uv		
Around once an hour (11)	216	211	5	-	181	35	174	30	216	-	-	106	21	89	78	24	114	87	13	116	112	40	64
	9%	10%	3%	-	10%	7%	10%	7%	18%	-	-	13%	9%	7%	14%	9%	8%	15%	7%	8%	12%	8%	8%
		bc			eg		g		ij			m			p			rs			uv		
Every 2-3 hours (10)	227	215	12	-	173	54	170	45	227	-	-	103	35	90	83	29	116	80	23	124	108	63	56
	10%	10%	8%	-	10%	11%	10%	10%	19%	-	-	13%	14%	7%	15%	11%	8%	14%	13%	8%	11%	12%	7%
		c							ij			m	m		p			s	s		v	v	
Several times a day (9)	427	397	24	6	331	96	327	88	427	-	-	155	50	222	104	65	258	96	35	295	168	93	166
	19%	19%	16%	15%	18%	19%	19%	19%	36%	-	-	19%	21%	18%	18%	25%	17%	17%	20%	19%	17%	18%	20%
									ij				np										
Around once a day (8)	302	267	33	2	242	60	239	56	-	302	-	80	51	171	52	54	196	55	27	220	115	76	111
	13%	13%	22%	5%	13%	12%	14%	12%	-	83%	-	10%	21%	14%	9%	21%	13%	9%	16%	14%	12%	15%	14%
			ac							hj		km	k		np		n	q	q				
4 or 5 times a week (7)	63	55	6	3	54	10	51	10	-	63	-	21	12	31	12	11	40	15	9	39	18	20	25
	3%	3%	4%	7%	3%	2%	3%	2%	-	17%	-	3%	5%	2%	2%	4%	3%	3%	5%	3%	2%	4%	3%
										hj		m			np		n	s			t		
2 or 3 times a week (6)	110	92	11	8	82	28	76	28	-	-	110	28	8	74	15	17	78	15	13	83	39	26	45
	5%	4%	7%	18%	5%	6%	4%	6%	-	-	15%	3%	3%	6%	3%	7%	5%	2%	8%	5%	4%	5%	5%
				ab							hi			k		n		n	q				
Around once a week (5)	84	77	6	1	60	24	58	23	-	-	84	20	10	54	11	8	65	10	5	68	22	18	43
	4%	4%	4%	2%	3%	5%	3%	5%	-	-	11%	2%	4%	4%	2%	3%	4%	2%	3%	4%	2%	4%	5%
											hi			k			n			q			t
2 or 3 times a month (4)	37	31	4	2	25	12	24	12	-	-	37	17	5	15	5	3	29	11	4	22	15	9	12
	2%	1%	3%	5%	1%	2%	1%	3%	-	-	5%	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	2%	2%
											hi												
Around once a month (3)	54	50	3	2	36	19	36	17	-	-	54	20	5	29	10	4	41	15	4	36	24	11	20
	2%	2%	2%	5%	2%	4%	2%	4%	-	-	7%	2%	2%	2%	2%	1%	3%	3%	2%	2%	2%	2%	2%
						df		df			hi												
Less often than once a month (2)	70	63	7	1	51	20	51	19	-	-	70	13	7	50	14	3	53	10	1	59	26	16	28
	3%	3%	5%	2%	3%	4%	3%	4%	-	-	9%	2%	3%	4%	3%	1%	4%	2%	1%	4%	3%	3%	3%
											hi			k						qr			
Never (1)	397	350	32	14	314	83	312	81	-	-	397	81	22	293	52	20	325	59	12	326	125	91	180
	17%	17%	21%	35%	17%	16%	18%	18%	-	-	53%	10%	9%	24%	9%	8%	22%	10%	7%	21%	13%	18%	22%
				a							hi			kl			no			qr		t	t
NET: Daily	1485	1393	81	11	1177	308	1153	271	1183	302	-	619	175	691	445	192	848	448	126	911	699	321	466
	65%	66%	54%	27%	65%	61%	66%	59%	100%	83%	-	76%	72%	56%	79%	75%	57%	77%	72%	59%	72%	63%	57%
		bc	c		g		g		ij	j		m	m		p	p		s	s		uv	v	
NET: Weekly	1742	1616	104	23	1372	370	1338	331	1183	366	194	688	205	849	483	228	1030	487	154	1102	778	386	578
	76%	77%	70%	55%	76%	74%	76%	72%	100%	100%	26%	84%	84%	69%	86%	89%	70%	84%	88%	71%	80%	75%	71%
		c							j	j		m	m		p	p		s	s		uv		
NET: Less frequently than weekly	161	143	14	4	111	50	111	48	-	-	161	50	17	94	29	10	123	35	8	118	65	35	60
	7%	7%	9%	11%	6%	10%	6%	10%	-	-	21%	6%	7%	8%	5%	4%	8%	6%	5%	8%	7%	7%	7%
						df		df			hi						no						
NET: Ever	1903	1759	117	27	1484	420	1449	379	1183	366	355	739	221	943	512	238	1153	522	162	1219	844	421	639
	83%	83%	79%	65%	83%	84%	82%	82%	100%	100%	47%	90%	91%	76%	91%	92%	78%	90%	93%	79%	87%	82%	78%
		c							j	j		m	m		p	p		s	s		uv		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 16
Q4_1 - Usage of Facebook

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Multiple times an hour (12)	313	61	252	141	173	61	252	202	46	49	93	282	31	289	24	143	120	90	74	92	72	54
	14%	20% b	13%	16% df	12%	20% df	13%	16%	22% g	18%	18%	14%	14%	14%	12%	18% p	11%	13%	18% qt	20% qt	13%	16%
Around once an hour (11)	216	35	181	103	114	35	181	131	26	31	58	201	15	201	15	87	105	68	49	60	61	37
	9%	11%	9%	12% df	8%	11% df	9%	10%	12%	12%	11%	10%	7%	10%	7%	11%	9%	10%	12%	13%	11%	11%
Every 2-3 hours (10)	227	43	184	106	121	43	184	132	32	30	63	211	16	209	18	97	92	66	50	56	66	38
	10%	14% b	9%	12% df	9%	14% df	9%	10%	15% g	11%	12%	10%	7%	10%	9%	12% p	8%	10%	12%	12%	12%	11%
Several times a day (9)	427	46	381	168	259	46	381	250	33	48	93	395	31	400	27	151	216	142	81	70	109	70
	19%	15%	19%	19%	18%	15%	19%	20%	16%	18%	18%	19%	14%	19%	14%	19%	19%	21% s	20%	15%	19%	21%
Around once a day (8)	302	36	266	96	207	36	266	168	21	31	62	271	31	276	26	97	163	88	37	46	74	41
	13%	12%	13%	11%	15% c	12%	13%	13%	10%	11%	12%	13%	14%	13%	13%	12%	14%	13% r	9%	10%	13%	12%
4 or 5 times a week (7)	63	7	56	22	41	7	56	32	7	9	14	59	4	58	6	25	34	18	12	11	17	6
	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	2%
2 or 3 times a week (6)	110	10	100	39	72	10	100	49	9	16	19	99	12	99	12	37	52	33	18	20	29	11
	5%	3%	5%	4%	5%	3%	5%	4%	4%	6%	4%	5%	5%	5%	6%	5%	5%	5%	4%	4%	5%	3%
Around once a week (5)	84	11	73	33	51	11	73	40	6	7	15	76	8	79	5	24	39	30	14	17	16	10
	4%	4%	4%	4%	4%	4%	4%	3%	3%	3%	3%	4%	4%	4%	2%	3%	3%	5%	3%	4%	3%	3%
2 or 3 times a month (4)	37	7	29	15	21	7	29	19	-	3	9	32	4	35	2	17	14	11	6	7	12	6
	2%	2%	1%	2%	2%	2%	1%	1%	-	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%
Around once a month (3)	54	6	48	21	33	6	48	28	4	9	9	49	6	50	5	17	28	9	9	8	11	7
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	1%	2%	2%	2%	2%
Less often than once a month (2)	70	8	63	20	51	8	63	33	6	9	13	59	12	59	12	18	38	19	10	16	20	10
	3%	2%	3%	2%	4%	2%	3%	3%	3%	3%	2%	3%	5% k	3%	6% m	2%	3%	3%	2%	3%	4%	3%
Never (1)	397	35	361	125	272	35	361	184	20	27	69	348	48	349	47	84	224	96	50	53	79	50
	17%	11%	18% a	14%	19% ce	11%	18% ce	14%	9%	10%	13%	17%	22% k	17%	24% m	11%	20% o	14%	12%	12%	14%	15%
NET: Daily	1485	221	1264	612	873	221	1264	883	157	189	368	1360	125	1375	110	576	696	454	291	324	382	239
	65%	72% b	63%	69% df	62%	72% df	63%	70%	76%	70%	71%	65% l	57%	65% n	56%	72% p	62%	68%	71%	71%	67%	71%
NET: Weekly	1742	249	1493	706	1037	249	1493	1005	178	221	416	1594	148	1610	132	662	822	535	334	372	444	266
	76%	82% b	75%	80% df	73%	82% df	75%	79%	86% g	82%	81%	77% l	68%	77% n	67%	83% p	73%	80%	82%	82%	78%	79%
NET: Less frequently than weekly	161	21	140	56	106	21	140	80	9	21	31	140	22	143	19	52	80	40	25	30	43	22
	7%	7%	7%	6%	7%	7%	7%	6%	5%	8%	6%	7%	10%	7%	9%	7%	7%	6%	6%	7%	8%	7%
NET: Ever	1903	270	1633	761	1142	270	1633	1085	187	241	447	1734	170	1753	151	715	902	574	359	402	487	289
	83%	89% b	82%	86% df	81%	89% df	82%	86%	91%	90%	87%	83% l	78%	83% n	76%	89% p	80%	86%	88%	88%	86%	85%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 17

Q4_2 - Usage of Instagram

Base: All respondents

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Multiple times an hour (12)	237	78	111	23	25	101	136	47	190	60	70	44	13	3	156	81	214	3	15	6
	10%	8%	11%	18%	21%	9%	12%	19%	9%	24%	14%	10%	3%	1%	11%	9%	11%	2%	8%	8%
			a				e	hklm	lm	hjklm	hklm	lm	m		o		q			
Around once an hour (11)	145	63	55	14	13	77	68	28	118	34	43	22	11	7	94	51	114	10	18	4
	6%	6%	5%	11%	11%	7%	6%	11%	6%	13%	9%	5%	2%	2%	7%	5%	6%	8%	10%	5%
								hklm	lm	hklm	hklm	lm								
Every 2-3 hours (10)	171	63	78	13	17	76	95	31	141	37	48	39	11	6	106	65	152	7	9	4
	7%	6%	7%	10%	15%	7%	8%	13%	7%	15%	10%	9%	2%	1%	8%	7%	8%	6%	5%	5%
								hlm	lm	hjklm	hlm	lm								
Several times a day (9)	266	92	129	20	26	112	154	46	220	35	99	41	28	16	170	96	228	8	23	7
	12%	9%	12%	16%	22%	10%	13%	19%	11%	14%	21%	9%	6%	4%	12%	10%	12%	7%	13%	10%
			a				e	hklm	lm	klm	hiklm	m								
Around once a day (8)	166	68	80	9	10	77	89	18	148	18	38	39	37	17	111	55	151	6	6	4
	7%	7%	8%	7%	8%	7%	8%	7%	7%	7%	8%	9%	8%	4%	8%	6%	8%	5%	3%	5%
									m		m	m	m		o		r			
4 or 5 times a week (7)	78	36	32	6	4	42	36	10	68	8	26	15	11	7	49	29	67	4	6	-
	3%	4%	3%	5%	3%	4%	3%	4%	3%	3%	5%	3%	2%	2%	4%	3%	3%	4%	3%	-
											hlm									
2 or 3 times a week (6)	97	47	42	4	4	52	46	8	90	9	23	22	20	15	62	35	74	10	12	2
	4%	5%	4%	3%	3%	5%	4%	3%	4%	4%	5%	5%	4%	4%	5%	4%	4%	8%	6%	3%
Around once a week (5)	69	36	29	2	2	39	31	4	66	6	9	11	15	24	35	34	48	6	7	8
	3%	4%	3%	2%	1%	3%	3%	2%	3%	2%	2%	3%	3%	6%	3%	4%	3%	6%	4%	11%
														ghijkl						p
2 or 3 times a month (4)	28	13	15	-	-	13	15	-	28	3	5	5	9	6	15	13	24	-	4	-
	1%	1%	1%	-	-	1%	1%	-	1%	1%	1%	1%	2%	2%	1%	1%	1%	-	2%	-
													g	g						
Around once a month (3)	48	31	16	2	-	32	16	2	47	3	5	11	15	13	29	19	41	-	4	4
	2%	3%	2%	1%	-	3%	1%	1%	2%	1%	1%	2%	3%	3%	2%	2%	2%	-	2%	6%
			b				f						gj	gj						
Less often than once a month (2)	84	39	38	3	3	42	41	6	78	3	9	25	29	13	47	36	73	5	2	4
	4%	4%	4%	3%	2%	4%	4%	2%	4%	1%	2%	6%	6%	3%	3%	4%	4%	4%	1%	6%
									ij			gij	ghij							
Never (1)	910	448	415	30	16	478	432	46	864	35	108	172	279	270	490	420	746	57	79	28
	40%	44%	40%	24%	14%	42%	37%	19%	42%	14%	22%	39%	58%	68%	36%	45%	39%	50%	43%	41%
				d		f			gij		i	gij	ghijk	ghijkl		n				
NET: Daily	986	363	452	79	91	442	544	170	816	183	298	185	101	49	638	347	858	33	71	24
	43%	36%	43%	62%	77%	39%	47%	69%	40%	74%	62%	41%	21%	12%	47%	37%	44%	28%	39%	34%
			a		c		e	hjklm	lm	hjklm	hklm	lm	m		o		q			
NET: Weekly	1230	483	556	92	100	574	656	192	1038	206	356	234	147	95	785	445	1048	53	96	33
	53%	48%	53%	72%	84%	50%	57%	78%	51%	83%	74%	52%	31%	24%	57%	48%	54%	46%	52%	48%
			a		c		e	hklm	lm	hjklm	hklm	lm	m		o		q			
NET: Less frequently than weekly	160	83	69	5	3	88	72	8	152	8	19	41	52	32	92	68	138	5	10	8
	7%	8%	7%	4%	2%	8%	6%	3%	7%	3%	4%	9%	11%	8%	7%	7%	7%	4%	5%	11%
									gij			gij	ghij	gij						
NET: Ever	1390	566	625	96	103	662	728	199	1191	215	375	275	199	127	876	514	1186	58	105	41
	60%	56%	60%	76%	86%	58%	63%	81%	58%	86%	78%	61%	42%	32%	64%	55%	61%	50%	57%	59%
				c			e	hklm	lm	hjklm	hklm	lm	m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 18

Q4_2 - Usage of Instagram

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Multiple times an hour (12)	237	230	6	1	208	29	205	22	165	22	50	237	-	-	121	15	102	157	16	64	175	35	26
	10%	11%	4%	2%	12%	6%	12%	5%	14%	6%	7%	29%	-	-	21%	6%	7%	27%	9%	4%	18%	7%	3%
		b			eg		eg		ij			lm			op			rs	s		uv	v	
Around once an hour (11)	145	139	4	3	112	33	108	27	103	11	31	145	-	-	67	17	61	94	9	43	105	25	15
	6%	7%	3%	7%	6%	7%	6%	6%	9%	3%	4%	18%	-	-	12%	6%	4%	16%	5%	3%	11%	5%	2%
									ij			lm			op			rs			uv	v	
Every 2-3 hours (10)	171	160	9	2	136	35	130	29	118	19	34	171	-	-	70	20	81	86	26	59	103	38	30
	7%	8%	6%	5%	8%	7%	7%	6%	10%	5%	5%	21%	-	-	12%	8%	5%	15%	15%	4%	11%	7%	4%
									ij			lm			p			s	s		v	v	
Several times a day (9)	266	250	12	4	217	50	209	44	154	49	63	266	-	-	95	40	131	114	36	115	149	70	47
	12%	12%	8%	10%	12%	10%	12%	9%	13%	13%	8%	32%	-	-	17%	15%	9%	20%	21%	7%	15%	14%	6%
									j	j		lm			p	p		s	s		v	v	
Around once a day (8)	166	152	13	1	133	33	130	30	86	44	36	-	166	-	43	48	76	39	29	98	68	52	46
	7%	7%	8%	2%	7%	7%	7%	7%	7%	12%	5%	-	68%	-	8%	18%	5%	7%	17%	6%	7%	10%	6%
									j	hj			km		p	np			qs			tv	
4 or 5 times a week (7)	78	72	5	1	56	22	55	20	38	18	21	-	78	-	24	22	32	18	21	38	38	19	20
	3%	3%	3%	3%	3%	4%	3%	4%	3%	5%	3%	-	32%	-	4%	8%	2%	3%	12%	2%	4%	4%	3%
													km		p	np			qs				
2 or 3 times a week (6)	97	83	12	3	75	23	73	21	44	20	33	-	-	97	24	20	54	10	10	77	33	22	42
	4%	4%	8%	7%	4%	5%	4%	5%	4%	5%	4%	-	-	8%	4%	8%	4%	2%	6%	5%	3%	4%	5%
			a											kl		np			q	q			
Around once a week (5)	69	59	8	2	55	14	54	14	33	16	21	-	-	69	13	9	47	10	5	54	25	12	33
	3%	3%	6%	5%	3%	3%	3%	3%	3%	4%	3%	-	-	6%	2%	4%	3%	2%	3%	4%	3%	2%	4%
														kl						q			
2 or 3 times a month (4)	28	26	2	-	21	7	21	7	12	7	9	-	-	28	6	4	17	-	1	27	9	6	13
	1%	1%	1%	-	1%	1%	1%	2%	1%	2%	1%	-	-	2%	1%	2%	1%	-	1%	2%	1%	1%	2%
														kl						q			
Around once a month (3)	48	44	4	1	38	10	35	8	24	8	17	-	-	48	12	2	34	4	1	44	14	14	21
	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	-	-	4%	2%	1%	2%	1%	1%	3%	1%	3%	3%
														kl						q			
Less often than once a month (2)	84	79	3	2	63	20	63	20	40	13	31	-	-	84	7	10	67	3	1	79	25	27	31
	4%	4%	2%	4%	4%	4%	4%	4%	3%	4%	4%	-	-	7%	1%	4%	5%	1%	1%	5%	3%	5%	4%
														kl		n	n			qr		t	
Never (1)	910	816	71	22	683	226	678	218	368	137	405	-	-	910	83	51	776	45	18	847	225	192	493
	40%	39%	48%	54%	38%	45%	38%	47%	31%	37%	54%	-	-	74%	15%	20%	52%	8%	10%	55%	23%	37%	60%
			a		df		df		h	hi				kl		n	no			qr	t	tu	
NET: Daily	986	931	44	11	806	180	782	152	625	146	215	820	166	-	396	138	451	490	117	379	600	221	165
	43%	44%	30%	26%	45%	36%	44%	33%	53%	40%	29%	100%	68%	-	70%	54%	31%	84%	67%	25%	62%	43%	20%
		bc			eg		eg		ij	j		lm	m		op	p		rs	s		uv	v	
NET: Weekly	1230	1144	69	17	991	239	963	207	740	200	290	820	244	167	457	189	584	529	153	548	696	274	260
	53%	54%	46%	40%	55%	48%	55%	45%	63%	55%	39%	100%	100%	13%	81%	73%	40%	91%	88%	35%	72%	54%	32%
					eg		eg		ij	j		m	m		op	p		s	s		uv	v	
NET: Less frequently than weekly	160	149	8	3	123	37	120	35	75	29	56	-	-	160	25	17	118	7	3	150	48	47	65
	7%	7%	6%	6%	7%	7%	7%	8%	6%	8%	7%	-	-	13%	4%	7%	8%	1%	2%	10%	5%	9%	8%
														kl			n			qr		t	t
NET: Ever	1390	1293	78	19	1114	276	1083	242	815	229	347	820	244	327	482	206	702	536	156	698	744	321	325
	60%	61%	52%	46%	62%	55%	62%	53%	69%	63%	46%	100%	100%	26%	85%	80%	48%	92%	90%	45%	77%	63%	40%
		b			eg		eg		ij	j		m	m		p	p		s	s		uv	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 19
Q4_2 - Usage of Instagram

Base: All respondents

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Multiple times an hour (12)	237	86	151	150	87	86	151	178	44	59	122	223	14	227	10	163	49	91	57	67	60	44
	10%	28% b	8%	17% df	6%	28% cdf	8%	14% g	21% g	22% g	24% g	11%	6%	11% n	5%	20% p	4%	14%	14%	15% t	11%	13%
Around once an hour (11)	145	43	102	83	62	43	102	86	22	27	55	140	5	140	6	85	41	54	33	37	48	35
	6%	14% b	5%	9% df	4%	14% cdf	5%	7%	10%	10%	11% g	7% l	2%	7% n	3%	11% p	4%	8%	8%	8%	8%	10%
Every 2-3 hours (10)	171	38	133	92	79	38	133	112	29	34	53	161	10	159	12	102	45	60	38	43	46	38
	7%	12% b	7%	10% df	6%	12% df	7%	9%	14% g	13%	10%	8%	4%	8% n	6%	13% p	4%	9%	9%	9%	8%	11%
Several times a day (9)	266	47	219	130	136	47	219	169	28	36	81	253	13	253	13	148	80	96	53	63	70	42
	12%	15% b	11%	15% df	10%	15% df	11%	13%	14%	13%	16%	12% l	6%	12% n	6%	18% p	7%	14%	13%	14%	12%	12%
Around once a day (8)	166	25	141	70	96	25	141	91	20	19	39	153	13	155	11	73	66	49	34	23	54	25
	7%	8%	7%	8%	7%	8%	7%	7%	10%	7%	7%	7%	6%	7%	6%	9% p	6%	7%	8%	5%	10% s	8%
4 or 5 times a week (7)	78	15	63	37	41	15	63	44	16	13	26	76	2	74	4	33	32	22	16	13	26	15
	3%	5%	3%	4%	3%	5%	3%	3%	8% g	5%	5%	4% l	1%	4%	2%	4%	3%	3%	4%	3%	5%	4%
2 or 3 times a week (6)	97	9	88	36	62	9	88	44	7	9	21	92	5	93	4	41	45	28	22	22	36	19
	4%	3%	4%	4%	4%	3%	4%	3%	3%	3%	4%	4%	2%	4%	2%	5%	4%	4%	5%	5%	6%	6%
Around once a week (5)	69	6	64	32	37	6	64	46	8	5	9	65	4	65	4	22	33	25	10	13	21	12
	3%	2%	3%	4%	3%	2%	3%	4% j	4%	2%	2%	3%	2%	3%	2%	3%	3%	4%	2%	3%	4%	3%
2 or 3 times a month (4)	28	3	25	14	14	3	25	14	1	2	8	26	2	27	1	7	16	9	6	9	9	6
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	2%	2%	2%	2%
Around once a month (3)	48	3	46	14	35	3	46	28	1	7	6	41	7	40	8	8	27	11	11	13	10	9
	2%	1%	2%	2%	2%	1%	2%	2%	*	3%	1%	2%	3%	2%	4%	1%	2% o	2%	3%	3%	2%	3%
Less often than once a month (2)	84	6	78	23	60	6	78	42	5	3	7	74	9	73	10	14	49	29	15	18	24	6
	4%	2%	4%	3%	4% c	2%	4%	3% j	2%	1%	1%	4%	4%	3%	5%	2%	4% o	4%	4%	4%	4%	2%
Never (1)	910	26	884	204	706	26	884	414	26	55	89	776	115	795	115	103	643	198	114	133	163	88
	40%	8%	44% a	23% e	50% cef	8%	44% ce	33% hij	13%	20% h	17%	37%	62% k	38%	58% m	13%	57% o	30%	28%	29%	29%	26%
NET: Daily	986	238	747	525	460	238	747	636	142	175	350	931	54	934	52	571	281	349	215	233	277	184
	43%	78% b	37%	59% df	33%	78% cdf	37% d	50% g	69% g	65% g	68% g	45%	25%	44% n	26%	72% p	25%	52%	53%	51%	49%	54%
NET: Weekly	1230	268	962	631	599	268	962	770	173	202	406	1164	66	1166	64	667	391	423	262	281	360	229
	53%	88% b	48%	71% df	42%	88% cdf	48% d	61%	84% gi	75% g	79% g	56% l	30%	55% n	32%	83% p	35%	63%	64%	62%	64%	68%
NET: Less frequently than weekly	160	11	149	51	109	11	149	84	7	12	21	142	18	141	19	29	92	49	32	41	43	22
	7%	4%	7% a	6%	8% e	4%	7% e	7% j	3%	4%	4%	7%	8%	7%	10%	4%	8% o	7%	8%	9%	8%	6%
NET: Ever	1390	279	1111	682	708	279	1111	854	180	213	427	1306	84	1307	83	696	482	472	294	322	403	250
	60%	92% b	56%	77% df	50%	92% cdf	56% d	67% gi	87% g	80% g	83% g	63% l	38%	62% n	42%	87% p	43%	70%	72%	71%	71%	74%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 20
Q4_3 - Usage of Twitter

Base: All respondents

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Multiple times an hour (12)	136	77	42	12	5	89	47	17	119	23	31	40	18	7	79	57	122	2	11	2
	6%	8%	4%	9%	4%	8%	4%	7%	6%	9%	6%	9%	4%	2%	6%	6%	6%	1%	6%	3%
		b				f		lm	m	hlm	m	hlm								
Around once an hour (11)	115	60	45	6	5	65	50	11	104	19	33	24	18	11	75	40	94	7	12	2
	5%	6%	4%	4%	4%	6%	4%	4%	5%	7%	7%	5%	4%	3%	5%	4%	5%	6%	6%	3%
									m	lm	lm	m								
Every 2-3 hours (10)	118	61	43	4	9	65	52	14	104	17	36	22	19	9	71	46	99	2	15	2
	5%	6%	4%	3%	8%	6%	5%	6%	5%	7%	7%	5%	4%	2%	5%	5%	5%	1%	8%	3%
								m	m	m	lm								q	
Several times a day (9)	196	94	81	11	11	104	92	21	175	21	50	35	43	24	125	71	166	7	12	11
	9%	9%	8%	8%	9%	9%	8%	9%	9%	9%	10%	8%	9%	6%	9%	8%	9%	6%	7%	16%
											m									
Around once a day (8)	175	88	70	6	11	94	81	18	158	22	52	34	32	18	110	65	132	19	19	5
	8%	9%	7%	5%	9%	8%	7%	7%	8%	9%	11%	8%	7%	4%	8%	7%	7%	17%	10%	7%
										m	m	hlm						p		
4 or 5 times a week (7)	82	38	38	4	2	43	39	6	76	9	20	23	10	14	54	28	72	3	5	2
	4%	4%	4%	4%	1%	4%	3%	2%	4%	4%	4%	5%	2%	3%	4%	3%	4%	3%	3%	3%
												l								
2 or 3 times a week (6)	89	48	36	3	2	51	38	5	84	15	19	20	21	9	56	33	78	-	11	-
	4%	5%	3%	2%	2%	4%	3%	2%	4%	6%	4%	4%	4%	2%	4%	3%	4%	-	6%	-
										gm									q	
Around once a week (5)	93	46	37	2	7	49	44	9	83	14	12	17	19	21	60	33	82	1	6	4
	4%	5%	4%	2%	6%	4%	4%	4%	4%	6%	2%	4%	4%	5%	4%	4%	4%	1%	3%	5%
										j				j						
2 or 3 times a month (4)	66	25	35	3	4	28	38	6	60	10	16	15	10	9	47	19	59	-	8	-
	3%	3%	3%	2%	3%	2%	3%	3%	3%	4%	3%	3%	2%	2%	3%	2%	3%	-	4%	-
															o					
Around once a month (3)	73	30	36	3	4	33	40	6	66	11	21	9	17	9	48	25	67	2	2	2
	3%	3%	3%	2%	3%	3%	3%	3%	3%	4%	4%	2%	4%	2%	4%	3%	3%	1%	1%	3%
											k									
Less often than once a month (2)	154	60	82	8	3	69	85	12	142	14	34	32	34	27	97	57	134	5	7	8
	7%	6%	8%	7%	3%	6%	7%	5%	7%	6%	7%	7%	7%	7%	7%	6%	7%	4%	4%	11%
Never (1)	1003	386	497	64	56	450	553	120	883	73	159	175	237	239	543	460	827	67	78	32
	44%	38%	48%	51%	47%	39%	48%	49%	43%	29%	33%	39%	50%	60%	40%	49%	43%	59%	42%	46%
			a				e	ijk	ij			i	hijk	ghijkl		n		pr		
NET: Daily	740	380	280	39	41	419	321	80	660	102	202	157	130	69	461	279	613	36	68	22
	32%	37%	27%	31%	35%	37%	28%	33%	32%	41%	42%	35%	27%	17%	34%	30%	32%	32%	37%	32%
		b				f		m	lm	ghlm	ghklm	lm	m							
NET: Weekly	1004	512	391	49	52	561	443	101	903	140	253	216	180	113	631	373	845	41	90	28
	44%	50%	38%	38%	44%	49%	38%	41%	44%	56%	52%	48%	38%	28%	46%	40%	44%	36%	49%	40%
		b				f		m	lm	ghklm	ghlm	lm	m		o					
NET: Less frequently than weekly	293	116	153	13	11	129	164	24	268	36	71	56	61	45	192	101	260	7	16	10
	13%	11%	15%	11%	9%	11%	14%	10%	13%	14%	15%	12%	13%	11%	14%	11%	13%	6%	9%	14%
			a												o					
NET: Ever	1297	628	543	62	63	690	607	125	1171	176	324	272	241	158	823	474	1105	48	106	37
	56%	62%	52%	49%	53%	61%	52%	51%	57%	71%	67%	61%	50%	40%	60%	51%	57%	41%	58%	54%
		b				f		m	lm	ghklm	ghlm	glm	m		o		q		q	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base

Table 21

Q4_3 - Usage of Twitter

Base: All respondents

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Facebook Heavy user (h)	Facebook Medium user (i)	Facebook Light user (j)	Instagram Heavy user (k)	Instagram Medium user (l)	Instagram Light user (m)	Twitter Heavy user (n)	Twitter Medium user (o)	Twitter Light user (p)	Snapchat Heavy user (q)	Snapchat Medium user (r)	Snapchat Light user (s)	YouTube Heavy user (t)	YouTube Medium user (u)	YouTube Light user (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Multiple times an hour (12)	136	129	6	-	108	28	106	24	97	15	24	97	10	29	136	-	-	72	12	52	102	15	19
	6%	6%	4%	-	6%	6%	6%	5%	8% ij	4%	3%	12% lm	4%	2%	24% op	-	-	12% s	7% s	3%	10% uv	3%	2%
Around once an hour (11)	115	105	7	3	89	26	85	17	90	8	17	82	11	22	115	-	-	61	10	44	93	11	11
	5%	5%	5%	8%	5%	5%	5%	4%	8% ij	2%	2%	10% lm	5% m	2%	20% op	-	-	10% s	6% s	3%	10% uv	2%	1%
Every 2-3 hours (10)	118	111	6	1	92	26	85	23	84	13	20	75	17	25	118	-	-	56	20	42	74	24	20
	5%	5%	4%	2%	5%	5%	5%	5%	7% ij	4%	3%	9% m	7% m	2%	21% op	-	-	10% s	11% s	3%	8% uv	5%	2% v
Several times a day (9)	196	183	10	3	143	53	140	49	121	28	46	99	29	67	196	-	-	69	19	108	94	57	44
	9%	9%	7%	7%	8%	11%	8%	11%	10% j	8%	6%	12% m	12% m	5%	35% op	-	-	12% s	11% s	7%	10% v	11% v	5%
Around once a day (8)	175	162	14	-	129	46	126	46	105	37	33	64	45	67	-	175	-	50	27	99	95	46	34
	8%	8%	9% c	-	7%	9%	7%	10% df	9% j	10% j	4%	8% m	18% km	5%	-	68% np	-	9% qs	15%	6%	10% v	9% v	4%
4 or 5 times a week (7)	82	71	10	1	63	20	62	16	33	29	21	27	25	31	-	82	-	29	15	38	33	22	28
	4%	3%	7% a	2%	3%	4%	3%	3%	3%	8% hj	3%	3%	10% km	2%	-	32% np	-	5% s	9% s	2%	3%	4%	3%
2 or 3 times a week (6)	89	74	14	1	67	22	63	21	37	20	32	30	12	48	-	-	89	20	8	62	43	21	25
	4%	4%	9% a	2%	4%	4%	4%	5%	3%	5% h	4%	4%	5%	4%	-	-	6% no	3%	4%	4%	4%	4%	3%
Around once a week (5)	93	89	2	1	68	24	68	24	41	16	35	29	7	56	-	-	93	18	3	71	37	24	32
	4%	4%	2%	2%	4%	5%	4%	5%	3%	4%	5%	4%	3%	5%	-	-	6% no	3%	2%	5%	4%	5%	4%
2 or 3 times a month (4)	66	61	5	1	51	15	48	14	32	8	26	30	6	30	-	-	66	14	5	48	24	20	23
	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	4%	3%	2%	-	-	4% no	2%	3%	3%	2%	4%	3%
Around once a month (3)	73	69	2	2	58	15	58	13	39	7	27	21	6	46	-	-	73	14	5	55	37	9	27
	3%	3%	1%	4%	3%	3%	3%	3%	3%	2%	4%	3%	2%	4%	-	-	5% no	2%	3%	4%	4% u	2%	3%
Less often than once a month (2)	154	141	7	6	122	32	121	30	81	20	53	51	12	90	-	-	154	29	9	116	53	44	57
	7%	7%	5%	14% b	7%	6%	7%	7%	7%	5%	7%	6%	5%	7%	-	-	10% no	5%	5%	8% q	5%	9% t	7%
Never (1)	1003	913	67	23	809	195	801	183	421	165	417	214	64	725	-	-	1003	151	41	812	286	219	498
	44%	43%	45%	56% b	45% e	39%	45% eg	40%	36%	45% h	55% hi	26%	26%	59% kl	-	-	68% no	26%	23%	53% qr	30%	43% t	61% tu
NET: Daily	740	690	43	7	560	180	541	159	498	101	141	418	111	211	565	175	-	307	88	344	458	154	129
	32%	33% c	29%	17%	31%	36% f	31%	35%	42% ij	28% j	19%	51% m	46% m	17%	100% op	68% p	-	53% s	51% s	22%	47% uv	30% v	16%
NET: Weekly	1004	925	69	10	758	246	733	221	609	166	229	503	155	346	565	258	182	374	115	515	570	220	214
	44%	44% c	46% c	24%	42%	49% df	42%	48% df	52% ij	45% j	30%	61% m	64% m	28%	100% op	100% p	12%	64% s	66% s	33%	59% uv	43% v	26%
NET: Less frequently than weekly	293	271	13	8	231	62	227	56	152	34	106	102	25	166	-	-	293	56	18	218	113	73	107
	13%	13%	9%	20% b	13%	12%	13%	12%	13%	9%	14% i	12%	10%	13%	-	-	20% no	10%	11%	14% q	12%	14%	13%
NET: Ever	1297	1196	82	18	989	308	960	277	762	200	335	605	180	512	565	258	475	430	133	733	683	293	321
	56%	57%	55%	44%	55%	61% df	55%	60% f	64% ij	55% j	45%	74% m	74% m	41%	100% p	100% p	32%	74% s	77% s	47%	70% uv	57% v	39%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 22
Q4_3 - Usage of Twitter

Base: All respondents

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	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Multiple times an hour (12)	136	38	98	87	49	38	98	91	22	30	52	131	5	133	3	77	46	62	55	48	56	41
	6%	13% b	5%	10% df	3%	13% df	5%	7%	11%	11% g	10% g	6% l	2%	6%	1% n	10% p	4%	9%	14% q	10%	10%	12%
Around once an hour (11)	115	30	85	60	56	30	85	69	18	20	36	108	7	108	7	71	31	45	35	35	43	32
	5%	10% b	4%	7% df	4%	10% df	4%	5%	9%	7% g	7%	5%	3%	5%	4%	9% p	3%	7%	9%	8%	8%	10%
Every 2-3 hours (10)	118	24	93	66	51	24	93	77	28	27	46	111	7	111	7	62	37	41	23	28	30	28
	5%	8% b	5%	7% df	4%	8% df	5%	6%	14% g	10% g	9% g	5%	3%	5%	4%	8% p	3%	6%	6%	6%	5%	8%
Several times a day (9)	196	33	163	105	90	33	163	122	25	33	53	189	7	190	5	93	70	77	46	46	73	47
	9%	11%	8%	12% df	6%	11% d	8%	10%	12%	12%	10%	9% l	3%	9% n	3%	12% p	6%	11%	11%	10%	13%	14%
Around once a day (8)	175	33	142	83	93	33	142	100	25	20	52	169	6	166	9	78	70	61	31	44	54	34
	8%	11% b	7%	9% df	7%	11% df	7%	8%	12% g	7%	10%	8% l	3%	8%	5%	10% p	6%	9%	7%	10%	10%	10%
4 or 5 times a week (7)	82	14	68	36	46	14	68	39	15	16	20	76	6	75	7	36	40	21	16	17	24	10
	4%	5%	3%	4%	3%	5%	3%	3%	7% gj	6% g	4%	4%	3%	4%	4%	5%	4%	3%	4%	4%	4%	3%
2 or 3 times a week (6)	89	15	74	38	52	15	74	38	9	12	27	84	5	86	3	35	40	26	13	15	25	10
	4%	5%	4%	4%	4%	5%	4%	3%	5%	4%	5% g	4%	2%	4%	2%	4%	4%	4%	3%	3%	4%	3%
Around once a week (5)	93	9	84	32	60	9	84	54	4	9	18	86	6	88	4	30	49	28	16	21	28	12
	4%	3%	4%	4%	4%	3%	4%	4%	2%	3%	4%	4%	3%	4%	2%	4%	4%	4%	4%	5%	5%	3%
2 or 3 times a month (4)	66	9	58	26	41	9	58	39	5	5	17	66	1	66	1	28	20	21	13	13	20	11
	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3% l	*	3% n	*	4% p	2%	3%	3%	3%	3%	3%
Around once a month (3)	73	9	64	30	42	9	64	47	6	4	16	66	7	67	6	27	35	28	18	13	17	8
	3%	3%	3%	3%	3%	3%	3%	4%	3%	1%	3%	3% l	3%	3%	3%	3% p	3%	4%	4%	3%	3%	2%
Less often than once a month (2)	154	17	136	48	106	17	136	82	7	15	27	137	17	140	14	39	75	46	26	30	41	14
	7%	6%	7%	5%	7%	6%	7%	6%	3%	6%	5%	7%	8%	7%	7%	5%	7%	7%	6%	7%	7%	4%
Never (1)	1003	73	930	275	728	73	930	509	40	79	151	859	144	873	131	221	612	215	118	147	156	93
	44%	24%	47% a	31% e	51% cef	24%	47% ce	40% hij	19%	30% h	29% h	41%	66% k	42%	66% m	28%	54% o	32%	29%	32%	28%	27%
NET: Daily	740	159	581	401	339	159	581	459	120	129	239	708	32	708	32	381	253	286	190	199	255	182
	32%	52% b	29%	45% df	24%	52% cdf	29% d	36%	58% gij	48% g	46% g	34% l	15%	34% n	16%	48% p	23%	43%	47%	44%	45%	54% qst
NET: Weekly	1004	197	806	507	497	197	806	591	149	166	305	954	50	957	47	483	382	361	235	253	333	213
	44%	65% b	40%	57% df	35%	65% cdf	40% d	47%	72% gij	62% g	59% g	46% l	23%	46% n	24%	60% p	34%	54%	57%	55%	59%	63% qs
NET: Less frequently than weekly	293	35	258	104	189	35	258	168	18	23	60	269	24	272	20	95	131	95	56	56	77	32
	13%	11%	13%	12%	13%	11%	13%	13% i	9%	9%	12%	13%	11%	13%	10%	12%	12%	14% u	14%	12%	14%	10%
NET: Ever	1297	232	1064	611	686	232	1064	760	167	189	364	1223	74	1230	67	578	513	455	291	308	410	246
	56%	76% b	53%	69% df	49%	76% cdf	53% d	60% gij	81%	70% g	71% g	59% l	34%	58% n	34%	72% p	46%	68%	71%	68%	72%	73%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Ipsos

Table 23
Q4_4 - Usage of Snapchat

Base: All respondents

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
													Demographics							
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Multiple times an hour (12)	196	66	69	30	30	96	100	60	136	50	43	26	11	5	123	73	163	9	18	5
	9%	7%	7%	23%	26%	8%	9%	24%	7%	20%	9%	6%	2%	1%	9%	8%	8%	8%	10%	8%
								hjklm	lm	hjklm	lm	lm								
Around once an hour (11)	76	36	18	11	11	47	29	22	54	20	18	15	2	-	52	25	69	3	3	2
	3%	4%	2%	9%	9%	4%	3%	9%	3%	8%	4%	3%	*	-	4%	3%	4%	2%	2%	3%
		b					f	hjklm	lm	hjklm	lm	lm								
Every 2-3 hours (10)	125	47	49	15	15	62	63	30	95	24	39	18	13	1	82	43	108	-	13	4
	5%	5%	5%	12%	12%	5%	5%	12%	5%	10%	8%	4%	3%	*	6%	5%	6%	-	7%	5%
								hklm	m	hklm	hklm	m	m				q		q	
Several times a day (9)	184	66	69	20	29	86	98	49	135	36	51	22	19	7	108	76	150	10	15	9
	8%	6%	7%	16%	24%	8%	8%	20%	7%	14%	11%	5%	4%	2%	8%	8%	8%	9%	8%	13%
								hjklm	lm	hklm	hklm	m								
Around once a day (8)	116	49	52	8	6	58	58	15	101	27	31	25	11	6	73	43	100	8	6	2
	5%	5%	5%	7%	5%	5%	5%	6%	5%	11%	6%	6%	2%	2%	5%	5%	5%	7%	3%	3%
								lm	lm	ghjklm	lm	lm								
4 or 5 times a week (7)	58	20	33	2	3	22	36	5	53	12	14	16	6	6	34	24	49	4	6	-
	3%	2%	3%	2%	3%	2%	3%	2%	3%	5%	3%	4%	1%	1%	2%	3%	3%	3%	3%	-
										lm		l								
2 or 3 times a week (6)	56	30	24	1	2	30	25	3	53	13	16	9	8	8	34	22	48	3	3	2
	2%	3%	2%	*	2%	3%	2%	1%	3%	5%	3%	2%	2%	2%	3%	2%	2%	3%	1%	3%
										ghklm										
Around once a week (5)	52	26	23	3	1	29	23	3	49	11	16	9	9	4	35	17	50	2	-	-
	2%	3%	2%	2%	1%	3%	2%	1%	2%	4%	3%	2%	2%	1%	3%	2%	3%	1%	-	-
										gm	m						r			
2 or 3 times a month (4)	31	13	18	1	-	14	18	1	31	2	12	5	8	5	21	10	27	-	1	4
	1%	1%	2%	*	-	1%	2%	*	2%	1%	2%	1%	2%	1%	2%	1%	1%	-	1%	5%
									g		g									
Around once a month (3)	34	16	15	1	1	17	16	2	31	2	13	7	4	6	20	14	30	-	4	-
	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	3%	2%	1%	2%	1%	1%	2%	-	2%	-
											l									
Less often than once a month (2)	96	40	52	3	1	43	53	4	92	12	25	20	24	12	57	39	78	-	11	8
	4%	4%	5%	2%	1%	4%	5%	2%	4%	5%	5%	4%	5%	3%	4%	4%	4%	-	6%	11%
									g	g	g	g	g						q	pq
Never (1)	1276	604	619	32	20	636	639	52	1223	39	205	276	363	339	729	547	1059	77	105	34
	55%	60%	60%	25%	17%	56%	55%	21%	60%	16%	43%	62%	76%	85%	53%	59%	55%	67%	57%	50%
									gij		gi	gij	ghijk	ghijkl		n		p		
NET: Daily	697	265	257	84	91	349	348	175	522	158	182	106	57	19	437	260	591	29	55	22
	30%	26%	25%	66%	77%	31%	30%	71%	25%	63%	38%	24%	12%	5%	32%	28%	31%	25%	30%	31%
								hjklm	lm	hjklm	hklm	lm	m		o					
NET: Weekly	863	341	336	90	97	430	433	186	677	194	227	139	80	36	540	323	738	38	64	23
	38%	34%	32%	71%	81%	38%	37%	76%	33%	78%	47%	31%	17%	9%	40%	35%	38%	33%	35%	34%
					c			hjklm	lm	hjklm	hklm	lm	m		o					
NET: Less frequently than weekly	162	69	85	5	2	74	88	7	155	16	50	31	35	23	98	64	135	-	15	11
	7%	7%	8%	4%	2%	6%	8%	3%	8%	6%	10%	7%	7%	6%	7%	7%	7%	-	8%	16%
									g	g	gm	g	g				q		q	pq
NET: Ever	1024	410	421	94	99	504	520	193	831	210	277	170	115	59	638	387	873	38	79	35
	45%	40%	40%	75%	83%	44%	45%	79%	40%	84%	57%	38%	24%	15%	47%	41%	45%	33%	43%	50%
								hjklm	lm	hjklm	hklm	lm	m		o		q			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base

Table 24
Q4_4 - Usage of Snapchat

Base: All respondents

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone e/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)	
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798	
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818	
Multiple times an hour (12)	196	191	3	3	166	30	161	18	138	17	40	167	13	15	100	13	83	196	-	-	161	24	12	
	9%	9%	2%	6%	9%	6%	9%	4%	12%	5%	5%	20%	5%	1%	18%	5%	6%	34%	-	-	17%	5%	1%	
			b		eg		eg		ij			lm	m		op			rs			uv	v		
Around once an hour (11)	76	69	7	1	60	16	58	12	55	7	15	63	7	7	44	7	25	76	-	-	61	10	5	
	3%	3%	5%	1%	3%	3%	3%	3%	5%	2%	2%	8%	3%	1%	8%	3%	2%	13%	-	-	6%	2%	1%	
									ij			lm	m		op			rs			uv	v		
Every 2-3 hours (10)	125	110	12	3	95	30	92	27	89	15	21	97	14	15	61	19	46	125	-	-	85	21	19	
	5%	5%	8%	7%	5%	6%	5%	6%	8%	4%	3%	12%	6%	1%	11%	7%	3%	22%	-	-	9%	4%	2%	
									ij			lm	m		p	p		rs			uv			
Several times a day (9)	184	173	9	2	154	30	148	25	111	31	42	124	23	37	53	40	91	184	-	-	113	38	32	
	8%	8%	6%	5%	9%	6%	8%	6%	9%	8%	6%	15%	10%	3%	9%	15%	6%	32%	-	-	12%	8%	4%	
					g		g		j			lm	m		p	np		rs			uv	v		
Around once a day (8)	116	103	10	3	92	24	87	21	67	25	24	61	32	23	43	27	46	-	116	-	62	34	20	
	5%	5%	7%	7%	5%	5%	5%	4%	6%	7%	3%	7%	13%	2%	8%	11%	3%	-	67%	-	6%	7%	2%	
									j	j		m	km		p	p			qs		v	v		
4 or 5 times a week (7)	58	51	7	-	49	9	46	8	31	11	15	26	19	13	19	15	24	-	58	-	28	18	13	
	3%	2%	5%	-	3%	2%	3%	2%	3%	3%	2%	3%	8%	1%	3%	6%	2%	-	33%	-	3%	3%	2%	
												m	km		p	p			qs		v			
2 or 3 times a week (6)	56	49	6	1	45	11	43	10	30	11	15	25	12	19	17	13	26	-	-	56	27	14	15	
	2%	2%	4%	2%	3%	2%	2%	2%	2%	3%	2%	3%	5%	2%	3%	5%	2%	-	-	4%	3%	3%	2%	
												m	m			p				qr				
Around once a week (5)	52	48	4	-	40	12	39	12	26	6	20	18	10	23	9	10	34	-	-	52	21	16	15	
	2%	2%	3%	-	2%	2%	2%	3%	2%	2%	3%	2%	4%	2%	2%	4%	2%	-	-	3%	2%	3%	2%	
													m							qr				
2 or 3 times a month (4)	31	28	2	2	26	6	24	5	8	8	15	8	4	19	5	6	21	-	-	31	9	5	18	
	1%	1%	1%	5%	1%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	-	-	2%	1%	1%	2%	
										h	h									q			t	
Around once a month (3)	34	33	-	1	29	4	29	4	19	8	7	8	5	21	10	2	22	-	-	34	19	8	7	
	1%	2%	-	3%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%	-	-	2%	2%	2%	1%	
																				q		v		
Less often than once a month (2)	96	92	3	1	81	15	81	15	47	22	27	28	9	59	20	14	62	-	-	96	50	18	28	
	4%	4%	2%	4%	4%	3%	5%	3%	4%	6%	4%	3%	4%	5%	4%	6%	4%	-	-	6%	5%	4%	3%	
																				qr				
Never (1)	1276	1164	86	25	961	315	953	303	561	204	510	193	96	987	185	92	999	-	-	1276	334	306	636	
	55%	55%	58%	60%	53%	63%	54%	66%	47%	56%	68%	24%	39%	80%	33%	36%	68%	-	-	83%	34%	60%	78%	
					df		df		h		hi		k	kl			no			qr		t	tu	
NET: Daily	697	645	41	11	566	131	546	103	460	95	142	512	89	96	300	106	291	581	116	-	482	128	88	
	30%	31%	27%	27%	31%	26%	31%	22%	39%	26%	19%	62%	36%	8%	53%	41%	20%	100%	67%	-	50%	25%	11%	
					eg		eg		ij	j		lm	m		op	p		rs	s		uv	v		
NET: Weekly	863	793	58	12	700	163	675	133	547	123	193	582	131	151	345	143	375	581	174	108	558	175	130	
	38%	38%	39%	29%	39%	32%	38%	29%	46%	34%	26%	71%	54%	12%	61%	56%	25%	100%	100%	7%	58%	34%	16%	
					eg		eg		ij	j		lm	m		p	p		s	s		uv	v		
NET: Less frequently than weekly	162	152	5	4	136	26	133	25	74	38	49	44	18	100	35	22	104	-	-	162	77	31	53	
	7%	7%	3%	11%	8%	5%	8%	5%	6%	10%	7%	5%	7%	8%	6%	9%	7%	-	-	10%	8%	6%	6%	
										hj			k							qr				
NET: Ever	1024	945	63	17	836	188	808	157	622	161	242	626	148	250	380	165	479	581	174	269	635	207	183	
	45%	45%	42%	40%	47%	37%	46%	34%	53%	44%	32%	76%	61%	20%	67%	64%	32%	100%	100%	17%	66%	40%	22%	
					eg		eg		ij	j		lm	m		p	p		s	s		uv	v		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base

Table 25
Q4_4 - Usage of Snapchat

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Multiple times an hour (12)	196	69	127	124	72	69	127	138	44	40	97	186	10	188	8	132	40	81	51	76	61	43
	9%	23%	6%	14%	5%	23%	6%	11%	21%	15%	19%	9%	5%	9%	4%	17%	4%	12%	12%	17%	11%	13%
		b		df		cdf			g		g	l		n		p				qt		
Around once an hour (11)	76	22	54	46	31	22	54	46	12	12	29	72	5	72	4	47	19	32	21	16	24	19
	3%	7%	3%	5%	2%	7%	3%	4%	6%	4%	6%	3%	2%	3%	2%	6%	2%	5%	5%	3%	4%	6%
		b		df		df										p						
Every 2-3 hours (10)	125	38	87	74	51	38	87	83	30	33	53	116	9	115	10	70	39	44	28	37	38	27
	5%	13%	4%	8%	4%	13%	4%	7%	14%	12%	10%	6%	4%	5%	5%	9%	3%	7%	7%	8%	7%	8%
		b		df		cdf			g	g	g					p						
Several times a day (9)	184	47	137	102	82	47	137	116	23	34	58	172	12	173	11	101	57	61	34	37	30	28
	8%	15%	7%	11%	6%	15%	7%	9%	11%	13%	11%	8%	6%	8%	6%	13%	5%	9%	8%	8%	5%	8%
		b		df		df										p		t				
Around once a day (8)	116	19	97	55	61	19	97	75	18	22	35	111	5	111	5	67	34	33	29	30	41	28
	5%	6%	5%	6%	4%	6%	5%	6%	8%	8%	7%	5%	2%	5%	3%	8%	3%	5%	7%	6%	7%	8%
												l				p						q
4 or 5 times a week (7)	58	14	44	28	30	14	44	38	8	11	22	55	3	56	2	23	26	18	11	12	13	9
	3%	5%	2%	3%	2%	5%	2%	3%	4%	4%	4%	3%	2%	3%	1%	3%	2%	3%	3%	3%	2%	3%
		b		df		df																
2 or 3 times a week (6)	56	6	50	19	37	6	50	33	12	6	18	56	-	54	2	24	28	16	8	13	17	7
	2%	2%	3%	2%	3%	2%	3%	3%	6%	2%	3%	3%	-	3%	1%	3%	3%	2%	2%	3%	3%	2%
									g			l										
Around once a week (5)	52	9	43	27	25	9	43	32	4	8	15	48	4	48	4	22	20	13	14	15	18	7
	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%	3%	3%	3%	2%
				d																		
2 or 3 times a month (4)	31	3	28	14	18	3	28	17	3	3	7	29	2	30	1	11	17	12	4	8	10	2
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%
Around once a month (3)	34	1	33	9	25	1	33	15	5	3	4	31	3	31	3	10	15	8	7	12	12	7
	1%	*	2%	1%	2%	*	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%	2%	2%
Less often than once a month (2)	96	13	83	42	55	13	83	52	4	10	14	90	7	92	5	37	39	24	23	18	29	12
	4%	4%	4%	5%	4%	4%	4%	4%	2%	4%	3%	4%	3%	4%	2%	5%	3%	4%	6%	4%	5%	4%
Never (1)	1276	63	1212	348	928	63	1212	623	44	86	163	1117	159	1133	143	254	792	329	177	181	275	147
	55%	21%	61%	39%	66%	21%	61%	49%	21%	32%	32%	54%	73%	54%	72%	32%	70%	49%	43%	40%	49%	43%
			a	e	cef		ce	hij		h	h		k		m		o	s			s	
NET: Daily	697	195	502	400	297	195	502	458	127	142	272	656	41	659	38	418	189	251	164	196	193	146
	30%	64%	25%	45%	21%	64%	25%	36%	62%	53%	53%	32%	19%	31%	19%	52%	17%	37%	40%	43%	34%	43%
		b		df		cdf	d		gj	g	g	l		n		p				t		t
NET: Weekly	863	225	638	474	389	225	638	561	152	167	327	815	48	816	47	487	263	297	197	236	240	169
	38%	74%	32%	53%	28%	74%	32%	44%	73%	62%	64%	39%	22%	39%	24%	61%	23%	44%	48%	52%	42%	50%
		b		df		cdf	d		gij	g	g	l		n		p				qt		t
NET: Less frequently than weekly	162	17	144	64	97	17	144	84	12	15	26	150	11	153	8	57	70	44	35	39	51	22
	7%	6%	7%	7%	7%	6%	7%	7%	6%	6%	5%	7%	5%	7%	4%	7%	6%	7%	9%	8%	9%	6%
NET: Ever	1024	242	782	538	486	242	782	645	163	182	353	965	59	969	55	544	334	341	232	274	291	191
	45%	79%	39%	61%	34%	79%	39%	51%	79%	68%	68%	46%	27%	46%	28%	68%	30%	51%	57%	60%	51%	57%
		b		df		cdf	d		gij	g	g	l		n		p				qt		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 26

Q4_5 - Usage of YouTube

Base: All respondents

												Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Multiple times an hour (12)	250	107	97	28	18	135	115	46	204	59	61	51	26	8	147	103	221	9	18	2
	11%	11%	9%	22%	15%	12%	10%	19% hjklm	10% lm	24% hjklm	13% lm	11% lm	5% m	2%	11%	11%	11%	7%	10%	3%
Around once an hour (11)	134	68	43	10	13	78	56	24	110	27	40	26	16	2	88	46	121	2	11	-
	6%	7% b	4%	8%	11%	7% f	5%	10% hklm	5% m	11% hklm	8% hlm	6% m	3% m	*	6%	5%	6%	1%	6%	-
Every 2-3 hours (10)	177	81	65	19	11	101	76	30	146	32	66	26	13	9	102	74	154	10	8	6
	8%	8%	6%	15%	9%	9% f	7%	12% hklm	7% lm	13% hklm	14% lm	6%	3%	2%	7%	8%	8%	8%	4%	8%
Several times a day (9)	409	189	146	43	32	231	178	74	335	50	110	87	59	28	261	148	327	25	42	15
	18%	19% b	14%	34%	27%	20% f	15%	30% hijklm	16% lm	20% lm	23% hlm	19% lm	12% m	7%	19%	16%	17%	22%	23%	21%
Around once a day (8)	307	145	133	7	23	152	155	29	278	27	77	65	61	47	188	119	258	15	27	7
	13%	14%	13%	5%	19% c	13%	13%	12%	14%	11%	16%	14%	13%	12%	14%	13%	13%	13%	15%	11%
4 or 5 times a week (7)	205	81	107	6	11	87	118	17	189	23	39	49	46	32	120	86	174	8	13	11
	9%	8%	10%	5%	9%	8%	10% e	7%	9%	9%	8%	11%	10%	8%	9%	9%	9%	7%	7%	16%
2 or 3 times a week (6)	228	101	116	4	6	106	122	10	217	8	38	47	70	54	131	97	199	11	11	7
	10%	10%	11%	3%	5%	9%	10%	4%	11% gi	3%	8% i	10% gi	15% ghij	14% gij	10%	10%	10%	10%	6%	10%
Around once a week (5)	163	70	85	5	2	75	88	8	155	6	17	31	51	51	89	74	129	9	19	6
	7%	7%	8%	4%	2%	7%	8%	3%	8% gij	3%	3%	7% gij	11% ghij	13% ghijk	7%	8%	7%	8%	10%	8%
2 or 3 times a month (4)	110	51	56	2	2	53	57	3	107	4	10	21	28	43	74	37	94	5	6	6
	5%	5%	5%	1%	1%	5%	5%	1%	5% gij	2%	2%	5% gij	6% gij	11% ghijkl	5%	4%	5%	4%	3%	8%
Around once a month (3)	90	33	56	-	1	33	57	1	89	6	8	11	26	37	52	38	70	5	11	4
	4%	3%	5% a	-	1%	3%	5% e	*	4% gj	2% g	2%	2%	6% g	9% gijk	4%	4%	4%	4%	6%	6%
Less often than once a month (2)	115	44	70	1	-	45	70	1	115	-	8	18	45	43	62	53	95	11	7	2
	5%	4%	7% a	*	-	4%	6% e	*	6% gij	-	2% i	4% gij	9% ghijk	11% ghijk	5%	6%	5%	10%	4%	3%
Never (1)	113	44	67	2	-	45	67	2	111	6	8	16	37	43	54	59	91	6	11	4
	5%	4%	6% a	1%	-	4%	6% e	1%	5% gj	3%	2%	4% g	8% ghijk	11% ghijk	4%	6% n	5%	6%	6%	5%
NET: Daily	1276	590	483	107	97	696	580	204	1073	196	354	254	174	94	785	491	1081	59	107	30
	55%	58% b	46%	84%	82%	61% f	50%	83% hjklm	52% lm	79% hklm	73% hklm	57% lm	36% m	24%	57%	53% o	56%	52%	58%	43%
NET: Weekly	1872	843	791	122	116	965	908	239	1634	233	448	380	341	231	1125	747	1582	88	149	54
	81%	83% b	76%	97%	98%	85% f	78%	97% hjklm	80% lm	93% hklm	93% hklm	85% lm	71% m	58%	82%	80%	82%	76%	81%	78%
NET: Less frequently than weekly	315	128	182	3	2	130	185	5	310	10	27	50	100	123	188	127	258	21	24	12
	14%	13%	18% a	2%	2%	11%	16% e	2%	15% gij	4%	6% g	11% gij	21% ghijk	31% ghijkl	14%	14%	13%	18%	13%	17%
NET: Ever	2187	971	973	125	119	1095	1092	244	1944	243	475	431	441	354	1313	875	1841	109	173	65
	95%	96% b	94%	99%	100%	96% f	94%	99% hklm	95% lm	97% lm	98% hlm	96% lm	92%	89%	96%	94% o	95%	94%	94%	95%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 27
Q4_5 - Usage of YouTube

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Multiple times an hour (12)	250	240	9	-	188	62	183	52	162	25	63	159	24	66	114	25	111	134	16	100	250	-	-
	11%	11%	6%	-	10%	12%	10%	11%	14%	7%	8%	19%	10%	5%	20%	10%	7%	23%	9%	6%	26%	-	-
			c						ij			lm	m		op			rs			uv		
Around once an hour (11)	134	125	7	2	101	33	99	30	97	10	26	91	14	28	69	14	51	72	13	49	134	-	-
	6%	6%	5%	4%	6%	7%	6%	7%	8%	3%	4%	11%	6%	2%	12%	5%	3%	12%	7%	3%	14%	-	-
									ij			lm	m		op			s	s		uv		
Every 2-3 hours (10)	177	164	8	5	150	27	139	21	109	22	45	107	17	53	74	23	80	82	24	70	177	-	-
	8%	8%	5%	12%	8%	5%	8%	5%	9%	6%	6%	13%	7%	4%	13%	9%	5%	14%	14%	5%	18%	-	-
					eg		g		j			lm			p	p		s	s		uv		
Several times a day (9)	409	386	20	4	336	73	331	69	215	75	118	173	52	184	106	66	237	132	36	241	409	-	-
	18%	18%	13%	9%	19%	15%	19%	15%	18%	21%	16%	21%	21%	15%	19%	26%	16%	23%	21%	16%	42%	-	-
					e		e			j		m	m		np			s			uv		
Around once a day (8)	307	285	20	2	255	52	248	50	145	65	97	107	45	155	56	51	200	58	35	213	-	307	-
	13%	14%	13%	5%	14%	10%	14%	11%	12%	18%	13%	13%	19%	13%	10%	20%	14%	10%	20%	14%	-	60%	-
					e		e		hj			km			np		n	qs		q		tv	
4 or 5 times a week (7)	205	183	17	5	150	55	147	48	99	32	74	62	26	117	52	17	137	35	16	154	-	205	-
	9%	9%	12%	12%	8%	11%	8%	10%	8%	9%	10%	8%	11%	9%	9%	6%	9%	6%	9%	10%	-	40%	-
																				q		tv	
2 or 3 times a week (6)	228	205	14	8	166	61	163	61	108	24	96	37	25	166	35	23	170	28	9	191	-	-	228
	10%	10%	9%	20%	9%	12%	9%	13%	9%	7%	13%	5%	10%	13%	6%	9%	12%	5%	5%	12%	-	-	28%
				a				df			hi	k	k				n			qr			tu
Around once a week (5)	163	151	10	2	117	46	116	42	77	30	56	25	17	120	23	10	130	13	5	146	-	-	163
	7%	7%	7%	5%	7%	9%	7%	9%	6%	8%	8%	3%	7%	10%	4%	4%	9%	2%	3%	9%	-	-	20%
						d							k	k			no			qr			tu
2 or 3 times a month (4)	110	97	9	5	84	27	83	26	46	24	40	16	6	89	14	10	86	8	6	97	-	-	110
	5%	5%	6%	12%	5%	5%	5%	6%	4%	7%	5%	2%	2%	7%	3%	4%	6%	1%	3%	6%	-	-	13%
				a						h				kl			n			q			tu
Around once a month (3)	90	82	7	1	78	12	78	12	36	18	35	17	5	68	6	6	78	10	4	76	-	-	90
	4%	4%	5%	2%	4%	2%	4%	3%	3%	5%	5%	2%	2%	6%	1%	2%	5%	2%	2%	5%	-	-	11%
					e		e							kl			no			q			tu
Less often than once a month (2)	115	103	9	3	89	26	89	24	51	19	45	13	8	93	9	11	95	5	3	107	-	-	115
	5%	5%	6%	6%	5%	5%	5%	5%	4%	5%	6%	2%	3%	8%	2%	4%	6%	1%	2%	7%	-	-	14%
														kl			n	n		qr			tu
Never (1)	113	89	19	6	85	28	84	27	36	21	55	11	5	97	8	2	103	5	6	101	-	-	113
	5%	4%	12%	13%	5%	5%	5%	6%	3%	6%	7%	1%	2%	8%	1%	1%	7%	1%	4%	7%	-	-	14%
			a	a						h	h			kl			n	n		q	q		tu
NET: Daily	1276	1200	64	13	1029	248	1001	221	729	198	350	638	152	486	419	179	679	478	125	673	969	307	-
	55%	57%	43%	30%	57%	49%	57%	48%	62%	54%	47%	78%	62%	39%	74%	69%	46%	82%	72%	44%	100%	60%	-
		bc			eg		eg		ij	j		lm	m		p	p		rs	s		uv	v	
NET: Weekly	1872	1739	105	28	1462	411	1427	372	1013	283	576	763	220	889	528	229	1116	554	155	1164	969	512	391
	81%	82%	71%	67%	81%	82%	81%	81%	86%	78%	77%	93%	90%	72%	93%	89%	76%	95%	89%	75%	100%	100%	48%
		bc							ij			m	m		op	p		rs	s		v	v	
NET: Less frequently than weekly	315	282	25	8	251	64	250	62	133	61	120	46	19	250	29	27	260	22	13	280	-	-	315
	14%	13%	17%	20%	14%	13%	14%	13%	11%	17%	16%	6%	8%	20%	5%	10%	18%	4%	7%	18%	-	-	39%
										h	h			kl			n	no		qr			tu
NET: Ever	2187	2021	131	36	1712	475	1677	434	1146	345	696	809	239	1140	556	256	1375	576	168	1444	969	512	706
	95%	96%	88%	87%	95%	95%	95%	94%	97%	94%	93%	99%	98%	92%	99%	99%	93%	99%	96%	93%	100%	100%	86%
		bc							ij			m	m		p	p		rs			v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Multiple times an hour (12)	250	66	183	131	119	66	183	166	48	51	108	226	23	228	22	135	70	77	65	75	83	44
	11%	22% b	9%	15% df	8%	22% cdf	9%	13%	23% g	19% g	21% g	11%	11%	11%	11%	17% p	6%	11%	16% q	16% q	15%	13%
Around once an hour (11)	134	28	106	80	54	28	106	73	24	30	48	125	9	124	10	71	48	49	30	39	43	39
	6%	9% b	5%	9% df	4%	9% df	5% d	6%	12% g	11% g	9% g	6%	4%	6%	5%	9% p	4%	7%	7%	8%	8%	12% qr
Every 2-3 hours (10)	177	49	128	91	85	49	128	109	28	30	56	159	18	160	16	93	57	59	39	39	45	39
	8%	16% b	6%	10% df	6%	16% cdf	6%	9%	14% g	11%	11%	8%	8%	8%	8%	12% p	5%	9%	10%	9%	8%	12%
Several times a day (9)	409	67	342	184	225	67	342	246	40	54	116	386	23	380	29	182	154	139	85	87	117	55
	18%	22% b	17%	21% df	16%	22% df	17%	19%	19%	20%	23%	19% l	10%	18%	15%	23% p	14%	21%	21%	19%	21%	16%
Around once a day (8)	307	35	272	109	198	35	272	183	23	31	67	275	32	281	26	116	144	92	55	52	81	49
	13%	11%	14%	12%	14%	11%	14%	14%	11%	12%	13%	13%	15%	13%	13%	15%	13%	14%	13%	11%	14%	14%
4 or 5 times a week (7)	205	26	179	84	121	26	179	118	13	25	37	188	17	190	15	64	117	67	40	38	58	31
	9%	9%	9%	10%	9%	9%	9%	9%	6%	9%	7%	9%	8%	9%	8%	8%	10%	10%	10%	8%	10%	9%
2 or 3 times a week (6)	228	13	214	82	146	13	214	125	11	13	30	206	21	214	14	51	143	53	42	58	55	30
	10%	4%	11% a	9% e	10% e	4%	11% e	10% hij	5%	5%	6%	10%	10%	10%	7%	6%	13% o	8%	10%	13% q	10%	9%
Around once a week (5)	163	11	152	45	118	11	152	71	7	13	22	147	16	150	13	28	112	38	15	22	31	20
	7%	4%	8% a	5%	8% ce	4%	8% ce	6%	4%	5%	4%	7%	7%	7%	7%	4%	10% o	6%	4%	5%	6%	6%
2 or 3 times a month (4)	110	3	107	23	88	3	107	49	4	3	8	101	9	101	9	16	83	25	16	12	24	8
	5%	1%	5% a	3%	6% ce	1%	5% ce	4% ij	2%	1%	2%	5%	4%	5%	5%	2%	7% o	4%	4%	3%	4%	2%
Around once a month (3)	90	4	86	22	67	4	86	50	3	8	12	82	8	84	6	21	59	18	7	10	16	8
	4%	1%	4% a	2%	5% ce	1%	4% ce	4%	2%	3%	2%	4%	4%	4%	3%	3%	5% o	3%	2%	2%	3%	2%
Less often than once a month (2)	115	3	112	17	98	3	112	43	1	8	3	101	14	103	12	14	86	27	10	15	12	11
	5%	1%	6% a	2%	7% ce	1%	6% ce	3% hj	*	3%	1%	5%	6%	5%	6%	2%	8% o	4% t	2%	3%	2%	3%
Never (1)	113	1	112	17	96	1	112	35	3	2	10	85	27	88	25	9	52	26	7	8	-	4
	5%	*	6% a	2%	7% ce	*	6% ce	3% hj	2%	1%	2%	4%	13% k	4%	12% m	1%	5% o	4% rstu	2% t	2% t	-	1% t
NET: Daily	1276	244	1032	596	681	244	1032	777	164	197	395	1171	105	1172	104	597	473	416	273	291	370	226
	55%	80% b	52%	67% df	48%	80% cdf	52% d	61%	79% g	73% g	77% g	56%	48%	56%	53%	75% p	42%	62%	67%	64%	65%	67%
NET: Weekly	1872	294	1578	807	1065	294	1578	1091	195	248	483	1713	160	1726	146	739	845	574	370	410	515	307
	81%	96% b	79%	91% df	75%	96% cdf	79% d	86%	94% g	92% g	94% g	82% l	73%	82%	74%	93% p	75%	86%	90% q	90% q	91% q	91% q
NET: Less frequently than weekly	315	10	305	62	253	10	305	142	8	18	23	284	31	288	27	50	228	70	32	38	51	27
	14%	3%	15% a	7%	18% cef	3%	15% ce	11% hij	4%	7%	4%	14%	14%	14%	14%	6%	20% o	10%	8%	8%	9%	8%
NET: Ever	2187	304	1883	869	1318	304	1883	1234	204	266	506	1997	191	2014	173	789	1073	644	402	447	566	334
	95%	100% b	94%	98% df	93%	100% df	94%	97%	98%	99%	98%	96% l	87%	96% n	88%	99% p	95%	96%	98% q	98% q	100% qrsu	99% q

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Ipsos

Table 29
Q4_6 - Usage of Other social media sites/apps

Base: All respondents

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Demographics																				
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Multiple times an hour (12)	143	56	64	13	10	69	74	24	120	19	42	37	18	4	84	59	124	2	14	4
	6%	6%	6%	10%	9%	6%	6%	10%	6%	8%	9%	8%	4%	1%	6%	6%	6%	2%	8%	5%
								hlm	m	lm	hlm	lm	m							
Around once an hour (11)	139	65	53	14	7	79	60	21	118	26	32	28	23	9	85	54	112	5	15	7
	6%	6%	5%	11%	6%	7%	5%	9%	6%	10%	7%	6%	5%	2%	6%	6%	6%	4%	8%	11%
								lm	m	hlm	m	m								
Every 2-3 hours (10)	148	82	49	10	7	93	55	17	131	33	41	31	21	4	92	56	125	6	12	6
	6%	8%	5%	8%	6%	8%	5%	7%	6%	13%	9%	7%	4%	1%	7%	6%	6%	5%	6%	8%
		b				f		m	m	ghjklm	lm	m	m							
Several times a day (9)	316	120	147	21	28	141	175	49	267	43	77	63	51	33	196	121	264	16	21	15
	14%	12%	14%	17%	23%	12%	15%	20%	13%	17%	16%	14%	11%	8%	14%	13%	14%	14%	12%	22%
								hklm	m	lm	lm	m								
Around once a day (8)	241	101	115	13	12	114	127	25	216	31	58	44	43	39	148	93	195	21	20	6
	10%	10%	11%	10%	10%	10%	11%	10%	11%	13%	12%	10%	9%	10%	11%	10%	10%	18%	11%	8%
																		p		
4 or 5 times a week (7)	97	27	60	3	7	30	67	11	86	8	23	26	23	6	66	31	82	4	7	4
	4%	3%	6%	3%	6%	3%	6%	4%	4%	3%	5%	6%	5%	2%	5%	3%	4%	4%	4%	5%
			a				e	m	m		m	m	m							
2 or 3 times a week (6)	112	54	52	-	6	54	58	6	106	17	25	21	24	18	73	39	92	3	11	5
	5%	5%	5%	-	5%	5%	5%	2%	5%	7%	5%	5%	5%	4%	5%	4%	5%	3%	6%	7%
				c				g	g											
Around once a week (5)	83	40	33	6	3	46	37	10	73	7	14	19	16	17	53	30	77	2	4	-
	4%	4%	3%	5%	3%	4%	3%	4%	4%	3%	3%	4%	3%	4%	4%	3%	4%	2%	2%	-
2 or 3 times a month (4)	52	26	23	3	-	29	23	3	49	5	11	9	14	11	30	22	48	-	2	2
	2%	3%	2%	2%	-	3%	2%	1%	2%	2%	2%	2%	3%	3%	2%	2%	2%	-	1%	3%
Around once a month (3)	60	32	26	2	1	34	27	2	58	5	15	10	9	20	36	25	50	3	7	-
	3%	3%	2%	1%	1%	3%	2%	1%	3%	2%	3%	2%	2%	5%	3%	3%	3%	3%	4%	-
														ghikl						
Less often than once a month (2)	144	56	75	8	5	64	80	13	131	11	29	18	37	35	91	53	124	7	9	4
	6%	6%	7%	6%	4%	6%	7%	5%	6%	5%	6%	4%	8%	9%	7%	6%	6%	6%	5%	6%
													k	ik						
Never (1)	764	355	344	32	33	387	377	65	700	45	115	140	199	201	413	351	639	47	61	17
	33%	35%	33%	25%	28%	34%	33%	26%	34%	18%	24%	31%	42%	51%	30%	38%	33%	41%	33%	25%
								i	gij			ij	ghijk	ghijkl		n				
NET: Daily	988	424	428	72	64	496	492	136	852	152	250	204	156	90	604	384	821	49	81	37
	43%	42%	41%	57%	54%	44%	42%	55%	41%	61%	52%	46%	33%	23%	44%	41%	42%	42%	44%	54%
								hklm	lm	hjklm	hlm	lm	m							
NET: Weekly	1279	545	572	82	80	627	653	162	1117	184	312	270	220	131	796	483	1071	58	104	46
	56%	54%	55%	65%	68%	55%	56%	66%	54%	74%	65%	61%	46%	33%	58%	52%	55%	50%	57%	67%
								hlm	lm	ghjklm	hlm	hlm	m			o				
NET: Less frequently than weekly	256	114	124	13	6	127	130	19	238	21	55	36	60	66	157	99	222	10	19	6
	11%	11%	12%	10%	5%	11%	11%	8%	12%	8%	11%	8%	12%	16%	11%	11%	11%	9%	10%	8%
								gk				gk	ghijk							
NET: Ever	1536	659	696	95	86	753	782	181	1355	205	367	307	280	196	953	582	1293	68	123	52
	67%	65%	67%	75%	72%	66%	67%	74%	66%	82%	76%	69%	58%	49%	70%	62%	67%	59%	67%	75%
								hlm	lm	ghklm	hklm	lm	m			o				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Ipsos

Table 30
Q4_6 - Usage of Other social media sites/apps

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Multiple times an hour (12)	143	142	2	-	117	27	116	20	111	12	21	99	11	34	70	13	61	72	14	57	118	18	8
	6%	7%	1%	-	6%	5%	7%	4%	9%	3%	3%	12%	4%	3%	12%	5%	4%	12%	8%	4%	12%	3%	1%
		b							ij			lm			op			s	s		uv	v	
Around once an hour (11)	139	131	7	1	110	29	101	22	101	10	27	99	9	30	78	9	53	84	8	47	103	23	13
	6%	6%	4%	3%	6%	6%	6%	5%	9%	3%	4%	12%	4%	2%	14%	3%	4%	14%	5%	3%	11%	4%	2%
									ij			lm			op			rs			uv	v	
Every 2-3 hours (10)	148	134	12	3	112	37	105	30	97	17	35	87	19	42	65	19	64	68	15	65	98	36	15
	6%	6%	8%	7%	6%	7%	6%	6%	8%	5%	5%	11%	8%	3%	12%	7%	4%	12%	9%	4%	10%	7%	2%
									ij			m	m		p	p		s	s		v	v	
Several times a day (9)	316	302	11	3	262	55	255	50	194	38	85	170	35	111	107	41	169	124	33	159	180	69	67
	14%	14%	7%	7%	15%	11%	14%	11%	16%	10%	11%	21%	15%	9%	19%	16%	11%	21%	19%	10%	19%	13%	8%
		b			eg		e		ij			lm	m		p	p		s	s		uv	v	
Around once a day (8)	241	226	15	-	196	45	193	40	122	55	64	85	44	112	61	52	127	59	35	147	116	59	65
	10%	11%	10%	-	11%	9%	11%	9%	10%	15%	8%	10%	18%	9%	11%	20%	9%	10%	20%	10%	12%	12%	8%
		c	c						hj			km			np			qs			v	v	
4 or 5 times a week (7)	97	87	8	2	82	15	80	14	48	25	24	36	19	41	24	13	61	30	15	51	38	32	27
	4%	4%	5%	4%	5%	3%	5%	3%	4%	7%	3%	4%	8%	3%	4%	5%	4%	5%	9%	3%	4%	6%	3%
									hj			km						s	s		v		
2 or 3 times a week (6)	112	95	12	5	80	31	80	30	46	21	45	34	20	58	24	20	68	18	15	79	35	34	43
	5%	5%	8%	11%	4%	6%	5%	7%	4%	6%	6%	4%	8%	5%	4%	8%	5%	3%	9%	5%	4%	7%	5%
				a							h		km			p			q	q		t		
Around once a week (5)	83	74	6	3	57	26	56	25	35	12	35	16	15	52	15	14	54	18	4	60	26	21	35
	4%	3%	4%	7%	3%	5%	3%	5%	3%	3%	5%	2%	6%	4%	3%	5%	4%	3%	3%	4%	3%	4%	4%
						df		df					k	k									
2 or 3 times a month (4)	52	42	9	1	40	12	39	11	16	13	23	13	5	34	5	6	41	8	4	40	13	12	27
	2%	2%	6%	2%	2%	2%	2%	2%	1%	4%	3%	2%	2%	3%	1%	2%	3%	1%	2%	3%	1%	2%	3%
			a							h	h						n						t
Around once a month (3)	60	56	2	2	50	11	50	8	33	8	19	15	6	39	12	6	41	5	3	52	24	7	29
	3%	3%	1%	5%	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%	3%	3%	1%	2%	3%	2%	1%	4%
																				q			u
Less often than once a month (2)	144	136	5	3	117	27	117	26	73	25	47	33	14	97	23	18	103	23	9	113	42	30	72
	6%	6%	3%	8%	7%	5%	7%	6%	6%	7%	6%	4%	6%	8%	4%	7%	7%	4%	5%	7%	4%	6%	9%
														k			n			q			tu
Never (1)	764	684	61	19	576	188	570	183	306	131	328	133	45	586	81	47	636	70	18	675	174	172	418
	33%	32%	41%	45%	32%	37%	32%	40%	26%	36%	44%	16%	19%	47%	14%	18%	43%	12%	11%	44%	18%	34%	51%
			a			df		df		h	hi			kl			no			qr		t	tu
NET: Daily	988	935	46	7	795	192	770	163	625	132	231	540	119	329	380	133	474	408	106	474	615	204	168
	43%	44%	31%	17%	44%	38%	44%	35%	53%	36%	31%	66%	49%	27%	67%	52%	32%	70%	61%	31%	63%	40%	21%
		bc			eg		eg		ij			lm	m		op	p		rs	s		uv	v	
NET: Weekly	1279	1191	72	16	1014	265	985	232	755	190	335	627	173	480	444	180	656	474	140	665	715	292	273
	56%	56%	48%	39%	56%	53%	56%	50%	64%	52%	45%	76%	71%	39%	79%	70%	44%	82%	81%	43%	74%	57%	33%
		c			g		g		ij	j		m	m		op	p		s	s		uv	v	
NET: Less frequently than weekly	256	234	16	6	207	50	206	44	122	45	89	60	25	171	40	31	185	36	15	205	80	48	128
	11%	11%	10%	15%	12%	10%	12%	10%	10%	12%	12%	7%	10%	14%	7%	12%	13%	6%	9%	13%	8%	9%	16%
														k			n	n		q			tu
NET: Ever	1536	1425	88	23	1221	314	1191	277	877	235	424	687	198	651	484	210	841	511	156	870	795	340	401
	67%	68%	59%	55%	68%	63%	68%	60%	74%	64%	56%	84%	81%	53%	86%	82%	57%	88%	89%	56%	82%	66%	49%
		b			eg		eg		ij	j		m	m		p	p		s	s		uv	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base

Table 31
Q4_6 - Usage of Other social media sites/apps

Base: All respondents

		Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
	Total	Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Multiple times an hour (12)	143	44	100	83	60	44	100	95	39	34	60	137	7	136	8	77	50	58	44	47	42	32
	6%	14%	5%	9%	4%	14%	5%	8%	19%	13%	12%	7%	3%	6%	4%	10%	4%	9%	11%	10%	7%	9%
		b		df		cdf			gj	g	g	l				p						
Around once an hour (11)	139	30	109	70	69	30	109	89	23	24	52	125	14	127	12	80	42	50	35	34	48	35
	6%	10%	5%	8%	5%	10%	5%	7%	11%	9%	10%	6%	6%	6%	6%	10%	4%	7%	9%	8%	8%	10%
		b		df		df			g		g					p						
Every 2-3 hours (10)	148	33	115	79	69	33	115	94	23	32	55	139	9	137	11	67	54	45	29	37	39	25
	6%	11%	6%	9%	5%	11%	6%	7%	11%	12%	11%	7%	4%	7%	6%	8%	5%	7%	7%	8%	7%	7%
		b		df		df			g		g					p						
Several times a day (9)	316	58	259	159	157	58	259	204	31	43	89	293	23	297	20	147	124	102	75	73	86	47
	14%	19%	13%	18%	11%	19%	13%	16%	15%	16%	17%	14%	11%	14%	10%	18%	11%	15%	18%	16%	15%	14%
		b		df		df										p						
Around once a day (8)	241	40	201	110	130	40	201	154	22	34	64	229	12	226	15	93	111	85	47	57	65	46
	10%	13%	10%	12%	9%	13%	10%	12%	11%	13%	12%	11%	5%	11%	8%	12%	10%	13%	12%	13%	12%	14%
				d								l										
4 or 5 times a week (7)	97	16	81	43	54	16	81	56	14	12	23	85	12	88	9	33	47	32	18	18	27	13
	4%	5%	4%	5%	4%	5%	4%	4%	7%	5%	4%	4%	6%	4%	4%	4%	4%	5%	4%	4%	5%	4%
2 or 3 times a week (6)	112	12	100	40	72	12	100	57	11	14	22	104	8	104	7	48	50	31	22	24	39	21
	5%	4%	5%	5%	5%	4%	5%	4%	5%	5%	4%	5%	3%	5%	4%	6%	4%	5%	5%	5%	7%	6%
Around once a week (5)	83	6	77	28	55	6	77	46	4	6	10	74	9	77	6	27	43	28	13	19	21	20
	4%	2%	4%	3%	4%	2%	4%	4%	2%	2%	2%	4%	4%	4%	3%	3%	4%	4%	3%	4%	4%	6%
2 or 3 times a month (4)	52	5	47	16	36	5	47	23	3	6	9	47	5	45	7	17	27	15	8	7	14	4
	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%
Around once a month (3)	60	9	52	19	41	9	52	40	3	8	14	57	4	58	2	17	30	16	8	18	21	10
	3%	3%	3%	2%	3%	3%	3%	3%	1%	3%	3%	3%	2%	3%	1%	2%	3%	2%	2%	4%	4%	3%
Less often than once a month (2)	144	13	132	53	91	13	132	83	12	7	28	130	14	134	10	47	77	40	26	31	32	21
	6%	4%	7%	6%	6%	4%	7%	7%	6%	3%	5%	6%	6%	6%	5%	6%	7%	6%	6%	7%	6%	6%
								i														
Never (1)	764	43	722	185	579	43	722	329	21	50	89	661	104	673	91	145	472	169	82	90	132	65
	33%	14%	36%	21%	41%	14%	36%	26%	10%	18%	17%	32%	48%	32%	46%	18%	42%	25%	20%	20%	23%	19%
			a		e		cef		hij		h	h		k	m		o			su		
NET: Daily	988	204	784	502	485	204	784	635	139	167	321	924	64	922	65	464	380	339	230	249	281	185
	43%	67%	39%	57%	34%	67%	39%	50%	67%	62%	62%	44%	29%	44%	33%	58%	34%	51%	56%	55%	50%	55%
		b		df		cdf			g	g	g			n		p				t		
NET: Weekly	1279	237	1043	613	666	237	1043	793	168	198	376	1187	92	1192	87	573	521	430	284	310	368	238
	56%	78%	52%	69%	47%	78%	52%	63%	81%	74%	73%	57%	42%	57%	44%	72%	46%	64%	69%	68%	65%	70%
		b		df		cdf			gj	g	g	l		n		p						
NET: Less frequently than weekly	256	26	230	88	169	26	230	146	18	20	50	234	22	237	19	80	133	71	42	55	66	35
	11%	8%	12%	10%	12%	8%	12%	11%	9%	8%	10%	11%	10%	11%	10%	10%	12%	11%	10%	12%	12%	10%
NET: Ever	1536	263	1273	701	835	263	1273	939	186	219	426	1421	114	1429	106	654	654	501	326	366	434	273
	67%	86%	64%	79%	59%	86%	64%	74%	90%	82%	83%	68%	52%	68%	54%	82%	58%	75%	80%	80%	77%	81%
		b		df		cdf			gij	g	g	l		n		p			q			q

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 32

Q4_7 - Usage of News websites

Base: All respondents

Demographics

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Multiple times an hour (12)	90	50	35	3	2	53	37	5	85	10	22	21	19	12	60	30	80	8	2	-
	4%	5%	3%	2%	2%	5%	3%	2%	4%	4%	5%	5%	4%	3%	4%	3%	4%	7%	1%	-
																		r		
Around once an hour (11)	124	66	52	6	1	71	53	6	118	9	35	32	29	13	79	45	107	6	10	-
	5%	6%	5%	4%	1%	6%	5%	3%	6%	3%	7%	7%	6%	3%	6%	5%	6%	6%	6%	-
				d					g		gim	gim		g						
Every 2-3 hours (10)	181	111	61	3	6	115	66	9	172	17	45	46	39	25	117	64	161	3	11	6
	8%	11%	6%	3%	5%	10%	6%	4%	8%	7%	9%	10%	8%	6%	9%	7%	8%	3%	6%	8%
		b				f			g		g	gm	g							
Several times a day (9)	488	256	207	17	8	273	215	25	463	39	109	105	121	88	322	166	391	27	50	21
	21%	25%	20%	14%	7%	24%	19%	10%	23%	16%	23%	23%	25%	22%	24%	18%	20%	23%	27%	30%
		b				f			gi		gi	gi	gi		o				p	
Around once a day (8)	539	229	264	20	26	249	290	45	494	71	97	106	113	107	310	229	458	26	41	14
	23%	23%	25%	16%	22%	22%	25%	18%	24%	28%	20%	24%	24%	27%	23%	25%	24%	22%	22%	21%
									g	gj				gj						
4 or 5 times a week (7)	165	74	79	7	4	81	83	11	153	23	37	39	28	26	111	53	146	3	9	6
	7%	7%	8%	5%	4%	7%	7%	5%	7%	9%	8%	9%	6%	6%	8%	6%	8%	3%	5%	8%
										g		g			o					
2 or 3 times a week (6)	163	50	93	9	11	59	104	20	143	25	40	26	29	24	95	68	140	3	17	4
	7%	5%	9%	7%	9%	5%	9%	8%	7%	10%	8%	6%	6%	6%	7%	7%	7%	2%	9%	6%
			a				e			k										
Around once a week (5)	126	40	64	11	10	51	74	21	104	14	26	21	20	23	62	63	105	11	6	4
	5%	4%	6%	9%	8%	4%	6%	9%	5%	6%	5%	5%	4%	6%	5%	7%	5%	10%	3%	6%
			a				e	hkl								n				
2 or 3 times a month (4)	61	19	34	2	6	21	40	8	52	8	16	6	15	8	34	27	53	1	5	2
	3%	2%	3%	1%	5%	2%	3%	3%	3%	3%	3%	1%	3%	2%	2%	3%	3%	1%	3%	3%
							e													
Around once a month (3)	54	21	23	4	5	26	28	10	44	3	13	10	11	7	28	25	48	2	3	2
	2%	2%	2%	4%	4%	2%	2%	4%	2%	1%	3%	2%	2%	2%	2%	3%	2%	2%	1%	3%
								i												
Less often than once a month (2)	93	27	52	8	6	35	58	15	78	13	19	7	15	24	53	40	76	8	9	-
	4%	3%	5%	7%	5%	3%	5%	6%	4%	5%	4%	2%	3%	6%	4%	4%	4%	7%	5%	-
			a				e	k	k	k	k			hk						
Never (1)	218	71	78	36	33	107	111	69	149	18	23	28	39	41	95	122	168	17	22	11
	9%	7%	7%	29%	28%	9%	10%	28%	7%	7%	5%	6%	8%	10%	7%	13%	9%	15%	12%	16%
			a				e	hijklm	k	k	k		j		hjk	n				
NET: Daily	1422	712	618	49	43	761	661	91	1330	146	308	310	321	245	887	534	1197	70	114	41
	62%	70%	59%	39%	36%	67%	57%	37%	65%	59%	64%	69%	67%	62%	65%	57%	62%	61%	62%	59%
		b				f			g	g	g	gim	gi	g	o					
NET: Weekly	1875	876	855	76	68	952	923	144	1731	208	412	396	398	318	1156	719	1587	87	146	54
	82%	86%	82%	60%	57%	83%	80%	59%	84%	83%	85%	89%	83%	80%	85%	77%	82%	76%	80%	79%
		b				f			gm	g	gm	ghlm	g		g	o				
NET: Less frequently than weekly	207	67	108	15	18	82	126	33	175	23	48	23	42	39	115	93	176	11	16	4
	9%	7%	10%	11%	15%	7%	11%	13%	9%	9%	10%	5%	9%	10%	8%	10%	9%	10%	9%	5%
			a				e	hkl	k		k		k	k						
NET: Ever	2082	943	963	90	86	1034	1049	176	1906	231	460	419	439	356	1271	811	1764	98	162	58
	91%	93%	93%	71%	72%	91%	90%	72%	93%	93%	95%	94%	92%	90%	93%	87%	91%	85%	88%	84%
									gm	g	glm	gm	g		g	o				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 33

Q4_7 - Usage of News websites

Base: All respondents

	Total	Internet Use — Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Facebook — Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram — Heavy user (k)	Medium user (l)	Light user (m)	Twitter — Heavy user (n)	Medium user (o)	Light user (p)	Snapchat — Heavy user (q)	Medium user (r)	Light user (s)	YouTube — Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Multiple times an hour (12)	90	88	2	-	68	21	63	17	61	10	19	49	5	36	52	8	30	40	7	43	64	13	12
	4%	4%	1%	-	4%	4%	4%	4%	5%	3%	3%	6%	2%	3%	9%	3%	2%	7%	4%	3%	7%	3%	1%
									j			lm			op			s			uv		
Around once an hour (11)	124	120	4	-	90	34	88	28	92	14	18	69	6	50	64	11	49	51	7	66	88	11	25
	5%	6%	3%	-	5%	7%	5%	6%	8%	4%	2%	8%	2%	4%	11%	4%	3%	9%	4%	4%	9%	2%	3%
									ij			lm			op			rs			uv		
Every 2-3 hours (10)	181	172	7	1	139	42	134	37	119	19	42	81	20	79	70	23	88	58	16	107	91	31	58
	8%	8%	5%	3%	8%	8%	8%	8%	10%	5%	6%	10%	8%	6%	12%	9%	6%	10%	9%	7%	9%	6%	7%
									ij			m			p			s			u		
Several times a day (9)	488	477	9	2	366	122	362	118	255	70	164	157	55	276	148	61	279	116	26	346	212	121	155
	21%	23%	6%	5%	20%	24%	21%	26%	22%	19%	22%	19%	23%	22%	26%	24%	19%	20%	15%	22%	22%	24%	19%
		bc						df							p					r		v	
Around once a day (8)	539	494	41	4	427	112	425	107	269	98	172	185	64	290	108	76	356	114	40	384	200	140	198
	23%	23%	28%	9%	24%	22%	24%	23%	23%	27%	23%	23%	26%	23%	19%	29%	24%	20%	23%	25%	21%	27%	24%
		c	c												n	n				q		t	
4 or 5 times a week (7)	165	142	16	7	130	35	122	30	78	38	49	51	22	91	34	30	100	34	27	103	58	49	58
	7%	7%	11%	16%	7%	7%	7%	6%	7%	10%	7%	6%	9%	7%	6%	12%	7%	6%	16%	7%	6%	10%	7%
			a	a						hj						np			qs			t	
2 or 3 times a week (6)	163	135	20	8	123	40	123	37	70	32	61	57	21	85	31	11	121	37	12	114	61	37	65
	7%	6%	13%	20%	7%	8%	7%	8%	6%	9%	8%	7%	9%	7%	6%	4%	8%	6%	7%	7%	6%	7%	8%
			a	a													no						
Around once a week (5)	126	109	15	2	99	27	97	24	66	14	46	46	12	67	15	14	96	34	11	80	45	27	54
	5%	5%	10%	4%	5%	5%	5%	5%	6%	4%	6%	6%	5%	5%	3%	6%	6%	6%	6%	5%	5%	5%	7%
			a													n	n						
2 or 3 times a month (4)	61	52	7	2	44	16	43	14	21	7	32	17	9	34	8	7	46	17	5	39	20	16	25
	3%	2%	5%	5%	2%	3%	2%	3%	2%	2%	4%	2%	4%	3%	1%	3%	3%	3%	3%	3%	2%	3%	3%
											hi						n						
Around once a month (3)	54	46	5	4	48	6	46	5	22	14	18	15	8	31	6	3	44	15	5	34	25	8	20
	2%	2%	3%	8%	3%	1%	3%	1%	2%	4%	2%	2%	3%	2%	1%	1%	3%	3%	3%	2%	3%	2%	2%
				a						h							n						
Less often than once a month (2)	93	83	7	3	78	16	78	13	44	17	32	32	9	52	7	4	82	18	6	69	24	18	51
	4%	4%	5%	6%	4%	3%	4%	3%	4%	5%	4%	4%	4%	4%	1%	2%	6%	3%	4%	4%	2%	4%	6%
																	no						tu
Never (1)	218	192	16	10	185	33	181	30	87	33	99	61	12	145	22	9	187	48	12	158	81	40	96
	9%	9%	11%	23%	10%	7%	10%	7%	7%	9%	13%	7%	5%	12%	4%	3%	13%	8%	7%	10%	8%	8%	12%
				ab	eg		eg				hi			kl			no						tu
NET: Daily	1422	1351	63	7	1091	331	1072	307	796	211	415	540	150	731	442	178	802	379	96	947	656	317	449
	62%	64%	43%	17%	61%	66%	61%	67%	67%	58%	55%	66%	62%	59%	78%	69%	54%	65%	55%	61%	68%	62%	55%
		bc	c			d		df	ij			m			op	p		r			uv	v	
NET: Weekly	1875	1737	114	24	1443	432	1414	398	1009	295	571	695	206	975	522	234	1119	484	146	1245	819	429	626
	82%	82%	77%	58%	80%	86%	80%	86%	85%	81%	76%	85%	84%	79%	92%	91%	76%	83%	84%	81%	85%	84%	77%
			c	c		df		df	ij			m			op	p					v	v	
NET: Less frequently than weekly	207	181	19	8	170	38	166	32	87	38	82	64	26	117	21	14	172	50	16	142	69	43	96
	9%	9%	13%	19%	9%	7%	9%	7%	7%	10%	11%	8%	11%	9%	4%	6%	12%	9%	9%	9%	7%	8%	12%
				a							h						no						t
NET: Ever	2082	1917	133	32	1613	470	1580	430	1096	333	653	759	232	1091	543	249	1291	533	162	1387	888	472	722
	91%	91%	89%	77%	90%	93%	90%	93%	93%	91%	87%	93%	95%	88%	96%	97%	87%	92%	93%	90%	92%	92%	88%
			c	c		df		df	j	j		m	m		p	p					v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 34

Q4_7 - Usage of News websites

Base: All respondents

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	**2300**	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	**2300**	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Multiple times an hour (12)	90	15	75	42	47	15	75	59	15	12	29	85	5	84	6	42	35	35	35	34	39	28
	4%	5%	4%	5%	3%	5%	4%	5%	7%	5%	6%	4%	2%	4%	3%	5% p	3%	5%	9% q	7%	7%	8%
Around once an hour (11)	124	24	100	59	65	24	100	73	23	23	36	118	6	116	8	51	59	47	34	44	41	37
	5%	8% b	5%	7% d	5%	8% df	5%	6%	11% g	8%	7%	6%	3%	6%	4%	6%	5%	7%	8%	10%	7%	11% q
Every 2-3 hours (10)	181	28	153	75	106	28	153	106	23	28	48	169	12	170	11	68	92	65	42	41	59	29
	8%	9%	8%	8%	7%	9%	8%	8%	11%	10%	9%	8%	5%	8%	5%	8%	8%	10%	10%	9%	10%	9%
Several times a day (9)	488	66	422	207	281	66	422	273	49	59	115	459	30	463	25	181	238	203	113	109	181	104
	21%	22%	21%	23% d	20%	22%	21%	22%	24%	22%	22%	22% l	14%	22% n	13%	23%	21%	30% s	28%	24%	32% s	31% s
Around once a day (8)	539	67	472	189	350	67	472	306	38	55	117	488	51	496	43	184	267	176	93	116	130	68
	23%	22%	24%	21%	25%	22%	24%	24%	18%	20%	23%	23%	24%	24%	22%	23%	24% u	26%	23%	26%	23%	20%
4 or 5 times a week (7)	165	23	142	61	103	23	142	78	13	20	32	153	12	153	12	53	84	43	30	32	36	22
	7%	7%	7%	7%	7%	7%	7%	6%	6%	8%	6%	7%	5%	7%	6%	7%	7%	6%	7%	7%	6%	7%
2 or 3 times a week (6)	163	24	139	62	101	24	139	84	13	22	36	148	15	151	13	63	79	32	23	29	37	15
	7%	8%	7%	7%	7%	8%	7%	7%	6%	8%	7%	7%	7%	7%	6%	8%	7%	5%	6%	6%	7%	5%
Around once a week (5)	126	17	109	50	75	17	109	61	8	13	26	110	16	109	16	44	58	28	18	17	19	17
	5%	6%	5%	6%	5%	6%	5%	5%	4%	5%	5%	5%	7%	5%	8%	6%	5%	4%	4%	4%	3%	5%
2 or 3 times a month (4)	61	7	54	20	40	7	54	33	6	8	15	54	7	57	4	20	30	14	8	12	8	4
	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	2%	2%	3%	1%	1%
Around once a month (3)	54	5	49	20	34	5	49	35	6	3	9	47	7	51	3	10	32	12	5	9	4	8
	2%	2%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%	3%	2%	1%	1%	3% o	2%	1%	2%	1%	2% t
Less often than once a month (2)	93	12	81	30	63	12	81	53	2	9	17	80	13	83	10	34	42	9	2	2	8	5
	4%	4%	4%	3%	4%	4%	4%	4% h	1%	4%	3%	4%	6%	4%	5%	4%	4%	1%	1%	1%	1%	2%
Never (1)	218	18	200	69	149	18	200	108	12	17	37	172	46	169	48	50	109	7	6	10	3	-
	9%	6%	10% a	8%	11% ce	6%	10% e	8%	6%	6%	7%	8%	21% k	8%	24% m	6%	10% o	1%	1%	2% u	*	-
NET: Daily	1422	200	1222	572	849	200	1222	817	148	176	344	1318	104	1329	92	525	692	526	318	344	450	267
	62%	65%	61%	65% d	60%	65%	61%	64%	71%	66%	67%	63% l	48%	63% n	47%	66%	61%	78%	78%	76%	80%	79%
NET: Weekly	1875	263	1612	746	1128	263	1612	1040	181	231	437	1729	146	1742	133	685	913	629	389	422	543	321
	82%	86% b	81%	84% df	80%	86% df	81%	82%	87%	86%	85%	83% l	67%	83% n	67%	86% p	81%	94%	95%	93%	96% s	95%
NET: Less frequently than weekly	207	24	184	71	137	24	184	120	14	21	41	181	26	191	16	64	105	34	15	23	20	17
	9%	8%	9%	8%	10%	8%	9%	9%	7%	8%	8%	9%	12%	9%	8%	8%	9%	5%	4%	5%	4%	5%
NET: Ever	2082	287	1795	817	1265	287	1795	1160	195	251	478	1910	172	1933	149	749	1017	664	403	445	563	338
	91%	94% b	90%	92% d	89%	94% df	90%	92%	94%	94%	93%	92% l	79%	92% n	76%	94% p	90%	99%	99%	98%	100% s	100% rs

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 35
QINF1 - Frequency of seeing posts - Summary

Base: All Cell 1

	Always	Very often	Sometimes	Rarely	Never	NET: Ever	
Unweighted Base	**550**	550	550	550	550	550	
Weighted Base	**532**	532	532	532	532	532	
Frequency of seeing 01a. Maria J short_1 no change	**45**	111	198	108	70	462	
	8%	21%	37%	20%	13%	87%	
Frequency of seeing 02. Neutrogena	**50**	143	205	77	57	476	
	9%	27%	39%	14%	11%	89%	
Frequency of seeing 03. Backpacker_no change	**50**	145	187	85	65	467	
	9%	27%	35%	16%	12%	88%	
Frequency of seeing 04. Lorraine_1 spon	**25**	89	226	117	76	457	
	5%	17%	42%	22%	14%	86%	
Frequency of seeing 05. Gina Burgess Nutrition brand mention_1 ad	**42**	120	211	101	57	475	
	8%	23%	40%	19%	11%	89%	
Frequency of seeing 06. IKEA	**37**	113	207	112	64	469	
	7%	21%	39%	21%	12%	88%	
Frequency of seeing 07. Zoe Sugg_1 no change	**47**	109	165	129	82	450	
	9%	20%	31%	24%	15%	85%	
Frequency of seeing 08. Cozmo_1 no change	**18**	66	207	156	85	447	
	3%	12%	39%	29%	16%	84%	
Frequency of seeing 09. Anthony Joshua	**44**	90	194	121	83	449	
	8%	17%	36%	23%	16%	84%	
Frequency of seeing 10. Liam McAleese discount code_1 ad	**36**	87	188	132	89	443	
	7%	16%	35%	25%	17%	83%	
Frequency of seeing 11. Gary Barlow	**40**	108	210	105	69	463	
	7%	20%	40%	20%	13%	87%	
Frequency of seeing 12. Em Sheldon topshop_1 advert	**44**	102	192	121	74	458	
	8%	19%	36%	23%	14%	86%	

Table 36
QINF1 - Frequency of seeing posts - Summary

Base: All Cell 2

	Always	Very often	Sometimes	Rarely	Never	NET: Ever
Unweighted Base	**550**	550	550	550	550	550
Weighted Base	**534**	534	534	534	534	534
Frequency of seeing 01a. Maria J short_2 Advert	**30**	105	204	103	93	441
	6%	20%	38%	19%	17%	83%
Frequency of seeing 02. Neutrogena	**40**	127	209	84	74	460
	7%	24%	39%	16%	14%	86%
Frequency of seeing 03. Backpacker_no change	**58**	121	198	79	78	456
	11%	23%	37%	15%	15%	85%
Frequency of seeing 04. Lorraine_2 ad	**25**	103	207	118	81	453
	5%	19%	39%	22%	15%	85%
Frequency of seeing 05. Gina Burgess Nutrition brand mention_2 paidpartnership	**34**	121	200	103	76	458
	6%	23%	38%	19%	14%	86%
Frequency of seeing 06. IKEA	**29**	98	228	98	81	452
	5%	18%	43%	18%	15%	85%
Frequency of seeing 07. Zoe Sugg_2 Ad	**42**	108	185	100	99	435
	8%	20%	35%	19%	19%	81%
Frequency of seeing 08. JamesLock3_2 no change	**18**	84	194	128	110	424
	3%	16%	36%	24%	21%	79%
Frequency of seeing 09. Anthony Joshua	**31**	110	201	106	86	448
	6%	21%	38%	20%	16%	84%
Frequency of seeing 10. Liam McAleese discount code_2 ad	**24**	95	188	114	113	421
	5%	18%	35%	21%	21%	79%
Frequency of seeing 11. Gary Barlow	**35**	97	189	109	103	431
	7%	18%	35%	20%	19%	81%
Frequency of seeing 12. Em Sheldon topshop_2 no change	**35**	121	200	89	89	445
	6%	23%	37%	17%	17%	83%

Table 37

QINF1 - Frequency of seeing posts - Summary

Base: All Cell 3

	Always	Very often	Sometimes	Rarely	Never	NET: Ever	
Unweighted Base	400	400	400	400	400	400	
Weighted Base	414	414	414	414	414	414	
Frequency of seeing 01a. Maria J full post_3 Ad	33	69	148	86	78	336	
	8%	17%	36%	21%	19%	81%	
Frequency of seeing 02. Neutrogena	49	95	144	59	66	347	
	12%	23%	35%	14%	16%	84%	
Frequency of seeing 03. Backpacker_no change	44	102	132	69	66	347	
	11%	25%	32%	17%	16%	84%	
Frequency of seeing 04. Lorraine_2 sponsored	23	62	159	93	77	337	
	5%	15%	38%	23%	19%	81%	
Frequency of seeing 05. Gina Burgess Nutrition brand mention_3 advertisment	28	89	159	71	68	346	
	7%	21%	38%	17%	16%	84%	
Frequency of seeing 06. IKEA	18	83	160	82	71	342	
	4%	20%	39%	20%	17%	83%	
Frequency of seeing 07. Zoe Sugg_3 Advert black	21	75	127	107	84	330	
	5%	18%	31%	26%	20%	80%	
Frequency of seeing 08. JamesLock6_3 ad	20	54	128	117	94	320	
	5%	13%	31%	28%	23%	77%	
Frequency of seeing 09. Anthony Joshua	29	74	144	76	91	323	
	7%	18%	35%	18%	22%	78%	
Frequency of seeing 10. Liam McAleese discount code_3 no change	20	60	133	112	89	325	
	5%	14%	32%	27%	21%	79%	
Frequency of seeing 11. Gary Barlow	30	75	143	95	71	343	
	7%	18%	35%	23%	17%	83%	
Frequency of seeing 12. Em Sheldon stripey_3 advert	33	70	145	87	78	336	
	8%	17%	35%	21%	19%	81%	

Table 38

QINF1 - Frequency of seeing posts - Summary

Base: All Cell 4

	Always	Very often	Sometimes	Rarely	Never	NET: Ever	
Unweighted Base	400	400	400	400	400	400	
Weighted Base	414	414	414	414	414	414	
Frequency of seeing 01a. Maria J full post_4 Ad	29	94	131	87	74	340	
	7%	23%	32%	21%	18%	82%	
Frequency of seeing 02. Neutrogena	43	111	137	64	60	354	
	10%	27%	33%	15%	14%	86%	
Frequency of seeing 03. Backpacker_no change	42	121	118	70	64	350	
	10%	29%	28%	17%	15%	85%	
Frequency of seeing 04. Lorraine_4 ad	27	78	154	81	74	340	
	6%	19%	37%	20%	18%	82%	
Frequency of seeing 05. Gina Burgess Nutrition brand mention_4 no label	37	94	152	69	63	351	
	9%	23%	37%	17%	15%	85%	
Frequency of seeing 06. IKEA	22	78	166	69	79	335	
	5%	19%	40%	17%	19%	81%	
Frequency of seeing 07. Zoe Sugg_4 Advert white	34	84	126	91	80	334	
	8%	20%	30%	22%	19%	81%	
Frequency of seeing 08. JamesLock6_4 no change	20	61	133	100	100	314	
	5%	15%	32%	24%	24%	76%	
Frequency of seeing 09. Anthony Joshua	27	73	147	97	71	343	
	7%	18%	35%	23%	17%	83%	
Frequency of seeing 10. Liam McAleese discount code_4 advert	26	61	136	96	95	319	
	6%	15%	33%	23%	23%	77%	
Frequency of seeing 11. Gary Barlow	33	85	144	65	87	327	
	8%	21%	35%	16%	21%	79%	
Frequency of seeing 12. Em Sheldon stripey_4 no change	34	86	132	86	76	338	
	8%	21%	32%	21%	18%	82%	

Ipsos

Table 75

QINF1_1 - Frequency of seeing 01a. Maria J - short_1 no change

Base: Cell 1

													Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	45	20	17	3	6	22	23	8	36	14	11	7	3	1	31	14	41	1	2	-
	8%	10%	8%	4%	10%	8%	8%	7%	9%	27%	13%	8%	3%	2%	10%	7%	9%	4%	5%	-
									m	ghjklm	lm									
Very often	111	40	45	14	13	54	58	27	85	20	22	22	13	8	76	36	96	6	10	-
	21%	20%	21%	21%	22%	20%	22%	22%	21%	39%	24%	24%	13%	11%	23%	17%	22%	24%	22%	-
								m	m	ghlm	m	m								
Sometimes	198	58	77	31	32	89	109	63	135	11	31	40	32	22	110	88	167	5	14	12
	37%	29%	37%	47%	55%	34%	41%	51%	33%	21%	34%	43%	33%	28%	34%	42%	38%	23%	30%	63%
								hijlm				i								
Rarely	108	54	38	9	7	63	45	17	92	5	21	13	33	21	67	42	86	6	9	7
	20%	27%	18%	14%	13%	24%	17%	13%	22%	9%	23%	14%	34%	27%	21%	20%	19%	23%	21%	37%
		b				f			gi		i		ghik	gik						
Never	70	26	34	9	-	36	34	9	61	2	5	11	17	26	40	30	54	6	10	-
	13%	13%	16%	14%	-	14%	13%	8%	15%	4%	6%	12%	18%	33%	12%	14%	12%	26%	22%	-
				d					gij				gij	ghijkl						
NET: Ever	462	171	177	57	58	228	235	114	348	49	86	81	80	52	284	179	390	18	35	20
	87%	87%	84%	86%	100%	86%	87%	92%	85%	96%	94%	88%	82%	67%	88%	86%	88%	74%	78%	100%
					c			hlm	m	hlm	hlm	m	m							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 76

QINF1_1 - Frequency of seeing 01a. Maria J - short_1 no change

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	45	42	3	-	31	14	29	11	30	5	10	33	6	6	20	7	17	26	3	15	26	12	8
	8%	8%	10%	-	7%	19%	6%	17%	10%	5%	7%	16%	9%	2%	15%	13%	5%	17%	7%	5%	11%	9%	5%
						df		df				m	m		p	p		s			v		
Very often	111	105	5	1	102	9	98	9	68	20	24	70	12	29	39	18	55	54	13	44	78	20	14
	21%	21%	19%	10%	22%	13%	22%	14%	24%	21%	15%	34%	21%	11%	28%	30%	16%	34%	32%	13%	32%	15%	9%
									j			lm	m		p	p		s	s		uv		
Sometimes	198	189	7	3	174	24	170	20	106	40	52	77	31	90	55	17	126	57	18	123	89	57	52
	37%	38%	24%	28%	38%	32%	38%	30%	37%	44%	34%	38%	52%	33%	40%	29%	38%	36%	44%	37%	36%	44%	33%
													m										
Rarely	108	101	4	3	91	17	90	16	57	17	34	18	8	82	18	16	74	18	5	85	36	29	43
	20%	20%	14%	31%	20%	23%	20%	25%	20%	19%	22%	9%	14%	30%	13%	28%	22%	11%	12%	26%	15%	23%	27%
														kl		n	n			q			t
Never	70	58	9	3	60	10	59	9	26	10	34	5	3	62	5	-	65	3	2	65	15	12	43
	13%	12%	33%	31%	13%	14%	13%	14%	9%	11%	22%	3%	4%	23%	4%	-	19%	2%	4%	20%	6%	9%	27%
											hi			kl			no			qr			tu
NET: Ever	462	437	19	7	398	64	387	57	261	82	120	197	57	208	132	58	272	156	38	268	229	118	116
	87%	88%	67%	69%	87%	86%	87%	86%	91%	89%	78%	97%	96%	77%	96%	100%	81%	98%	96%	80%	94%	91%	73%
									j	j		m	m		p	p		s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 77
QINF1_1 - Frequency of seeing 01a. Maria J - short_1 no change

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	45	12	33	31	14	12	33	38	16	14	24	42	3	42	3	29	12	14	12	11	6	8
	8%	14%	7%	12%	5%	14%	7%	10%	25%	19%	16%	9%	7%	8%	7%	15%	5%	8%	14%	11%	6%	11%
		b		d		df			g	g						p			t			
Very often	111	37	75	83	29	37	75	92	21	27	57	108	3	108	3	74	27	46	22	33	39	23
	21%	41%	17%	31%	11%	41%	17%	25%	33%	36%	37%	22%	8%	22%	8%	38%	11%	28%	25%	31%	37%	31%
		b		df		df	d			g	g	l		n		p						
Sometimes	198	29	169	94	104	29	169	138	17	24	46	183	15	183	15	63	95	61	30	38	31	25
	37%	32%	38%	35%	40%	32%	38%	38%	26%	32%	30%	37%	39%	37%	38%	32%	38%	38%	35%	35%	29%	33%
Rarely	108	10	98	42	66	10	98	75	9	9	20	101	7	101	7	21	65	28	20	18	23	11
	20%	11%	22%	16%	25%	11%	22%	20%	15%	12%	13%	20%	18%	20%	18%	11%	26%	17%	23%	17%	21%	14%
			a		ce		ce										o					
Never	70	2	68	19	51	2	68	25	1	1	5	60	11	59	11	7	50	14	3	6	9	9
	13%	2%	15%	7%	19%	2%	15%	7%	1%	1%	3%	12%	27%	12%	28%	3%	20%	9%	3%	6%	8%	12%
			a		ce		ce	i					k		m		o					r
NET: Ever	462	88	375	250	213	88	375	343	63	72	147	434	28	434	29	187	198	149	83	100	98	66
	87%	98%	85%	93%	81%	98%	85%	93%	99%	99%	97%	88%	73%	88%	72%	97%	80%	91%	97%	94%	92%	88%
		b		df		df				g		l		n		p			u			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 78

QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 1

															Demographics					
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	50	17	23	5	5	22	28	11	40	11	17	8	4	-	32	18	47	-	2	1
	9%	9%	11%	8%	9%	8%	10%	9% m	10% m	22% ghklm	19% ghlm	8% m	4%	-	10%	9%	10%	-	5%	6%
Very often	143	48	63	10	22	58	85	33	110	18	25	30	17	20	92	51	119	5	15	4
	27%	24%	30%	16%	38% c	22%	32% e	26%	27%	36% l	27%	33% l	17%	26%	28%	25%	27%	22%	34%	19%
Sometimes	205	68	87	29	21	97	108	50	155	15	33	37	43	28	122	84	166	11	16	13
	39%	34%	41%	44%	36%	37%	40%	40%	38%	30%	36%	40%	44%	36%	38%	40%	37%	44%	35%	65%
Rarely	77	44	18	7	8	51	26	15	62	5	12	9	20	16	47	30	65	5	5	2
	14%	22% b	9%	11%	14%	19% f	10%	12%	15%	9%	13%	10%	21%	20%	15%	14%	15%	21%	12%	10%
Never	57	21	20	14	2	35	22	15	41	2	4	8	14	14	32	25	47	3	6	-
	11%	11%	10%	20% d	3%	13%	8%	12%	10%	4%	5%	8%	14% j	18% ij	10%	12%	11%	13%	14%	-
NET: Ever	476	176	191	52	56	229	247	108	367	49	87	84	84	64	292	183	397	21	39	20
	89%	89%	90%	80%	97% c	87%	92%	88%	90%	96% m	95% lm	92%	86%	82%	90%	88%	89%	87%	86%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 79
QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	50	46	4	-	45	5	42	5	32	11	6	33	4	14	25	7	19	24	5	21	32	12	7
	9%	9%	14%	-	10%	7%	9%	7%	11%	12%	4%	16%	6%	5%	18%	11%	6%	15%	12%	6%	13%	9%	4%
									j	j		lm			p			s			v		
Very often	143	131	8	4	117	26	113	22	86	26	32	68	23	52	44	21	78	58	16	70	71	35	37
	27%	26%	30%	38%	26%	35%	25%	34%	30%	28%	20%	34%	38%	19%	32%	36%	23%	36%	39%	21%	29%	27%	23%
									j			m	m		p			s	s				
Sometimes	205	195	8	3	183	23	179	20	111	36	58	79	24	102	50	21	135	54	15	136	96	54	54
	39%	39%	28%	32%	40%	31%	40%	30%	39%	39%	38%	39%	41%	38%	36%	35%	40%	34%	38%	41%	40%	42%	34%
Rarely	77	75	2	-	64	13	63	13	44	12	21	14	6	57	14	8	55	16	3	58	28	21	28
	14%	15%	9%	-	14%	18%	14%	20%	15%	13%	14%	7%	10%	21%	11%	13%	16%	10%	7%	18%	12%	16%	18%
														kl						q			
Never	57	49	5	3	50	7	49	6	13	7	37	8	3	46	5	2	50	7	2	49	16	8	33
	11%	10%	19%	30%	11%	9%	11%	9%	5%	7%	24%	4%	5%	17%	4%	4%	15%	4%	4%	15%	7%	6%	21%
											hi			kl			no			q			tu
NET: Ever	476	447	22	7	409	67	398	60	273	85	117	194	57	225	133	56	287	153	38	285	228	121	127
	89%	90%	81%	70%	89%	91%	89%	91%	95%	93%	76%	96%	95%	83%	96%	96%	85%	96%	96%	85%	93%	94%	79%
									j			m	m		p	p		s			v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 80

QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	50	16	35	33	17	16	35	42	13	13	24	48	2	45	5	28	16	18	15	17	14	13
	9%	17%	8%	12%	6%	17%	8%	11%	20%	18%	16%	10%	5%	9%	13%	15%	7%	11%	17%	16%	14%	17%
		b		df		df										p						
Very often	143	37	106	96	47	37	106	115	29	26	53	137	6	140	3	71	55	54	32	43	37	26
	27%	41%	24%	36%	18%	41%	24%	31%	45%	36%	35%	28%	15%	28%	8%	37%	22%	33%	37%	40%	34%	34%
		b		df		df			g					n		p						
Sometimes	205	29	176	92	113	29	176	143	13	26	56	187	19	185	20	74	94	58	26	32	36	25
	39%	32%	40%	34%	43%	32%	40%	39%	20%	35%	37%	38%	48%	38%	50%	38%	38%	36%	31%	31%	34%	33%
					c			h		h	h											
Rarely	77	7	70	30	47	7	70	48	7	6	11	74	3	73	4	14	44	19	9	9	14	5
	14%	8%	16%	11%	18%	8%	16%	13%	11%	8%	7%	15%	8%	15%	11%	7%	18%	12%	10%	9%	13%	7%
			a		ce		e	j									o					
Never	57	2	55	18	39	2	55	20	2	2	9	48	9	49	8	7	38	13	4	4	5	7
	11%	2%	12%	7%	15%	2%	12%	5%	4%	2%	6%	10%	23%	10%	19%	4%	16%	8%	5%	4%	5%	9%
			a		ce		ce						k				o					
NET: Ever	476	88	387	251	225	88	387	348	62	71	143	446	29	443	32	187	209	150	82	102	102	69
	89%	98%	88%	93%	85%	98%	88%	95%	96%	98%	94%	90%	77%	90%	81%	96%	84%	92%	95%	96%	95%	91%
		b		df		df						l				p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 81

QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	50	16	21	4	9	20	30	13	37	13	10	7	4	2	33	17	44	-	5	1
	9%	8%	10%	7%	15%	8%	11%	11% m	9%	26% ghjklm	11% m	8%	4%	3%	10%	8%	10%	-	11%	6%
Very often	145	51	59	18	18	69	77	36	110	14	24	33	23	15	100	46	129	3	12	2
	27%	26%	28%	27%	30%	26%	28%	29%	27%	29%	27%	36% m	23%	19%	31% o	22%	29%	11%	27%	9%
Sometimes	187	69	73	21	23	90	96	44	142	16	32	29	35	29	109	77	153	11	14	9
	35%	35%	35%	32%	40%	34%	36%	36%	35%	32%	36%	32%	36%	38%	34%	37%	34%	44%	31%	48%
Rarely	85	36	27	14	8	51	35	22	63	4	15	10	20	14	51	34	68	6	6	5
	16%	18%	13%	22%	14%	19% f	13%	18%	15%	7%	17%	11%	20% i	18%	16%	16%	15%	26%	14%	28%
Never	65	25	31	8	1	33	32	9	57	3	9	12	16	17	31	34	51	5	8	2
	12%	13%	15%	12% d	1%	13%	12%	7%	14% g	6%	9%	13%	17% g	22% gij	10%	16% n	12%	19%	17%	9%
NET: Ever	467	172	180	58	57	230	237	115	352	48	82	80	81	60	293	174	393	19	37	18
	88%	87%	85%	88% c	99%	87%	88%	93% hlm	86%	94% m	91% m	87%	83%	78%	90% o	84%	88%	81%	83%	91%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 82

QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	50	48	2	-	47	3	43	3	37	7	6	36	4	10	24	9	17	30	1	19	35	10	5
	9%	10%	7%	-	10%	4%	10%	5%	13%	8%	4%	18%	6%	4%	18%	15%	5%	19%	3%	6%	14%	8%	3%
									j			lm			p	p		rs			v		
Very often	145	136	6	4	123	22	122	15	91	28	26	74	26	46	51	21	74	55	16	75	81	32	32
	27%	27%	22%	38%	27%	30%	27%	24%	32%	31%	17%	36%	44%	17%	37%	36%	22%	35%	39%	22%	33%	25%	20%
									j			m	m		p	p		s	s		v		
Sometimes	187	177	9	1	159	28	156	28	89	34	64	67	22	97	41	23	123	53	18	116	74	60	52
	35%	36%	31%	10%	35%	37%	35%	42%	31%	37%	41%	33%	37%	36%	30%	40%	36%	33%	45%	35%	30%	47%	33%
											h											tv	
Rarely	85	80	3	2	76	10	74	9	43	14	28	19	6	60	15	3	67	15	4	66	36	16	33
	16%	16%	11%	20%	16%	13%	17%	13%	15%	15%	18%	9%	11%	22%	11%	6%	20%	10%	11%	20%	15%	12%	21%
														kl			no			q			
Never	65	54	8	3	53	12	51	11	26	9	30	6	2	57	7	2	56	6	1	58	17	11	37
	12%	11%	29%	32%	12%	16%	12%	17%	9%	10%	20%	3%	3%	21%	5%	3%	17%	4%	3%	18%	7%	9%	23%
											hi			kl			no			qr			tu
NET: Ever	467	441	20	6	405	62	395	55	260	83	124	195	58	214	131	56	280	154	39	275	226	118	123
	88%	89%	71%	68%	88%	84%	88%	83%	91%	90%	80%	97%	97%	79%	95%	97%	83%	96%	97%	82%	93%	91%	77%
									j	j		m	m		p	p		s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 83
QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	50	14	36	35	14	14	36	43	13	12	27	47	2	47	3	28	14	19	10	15	12	11
	9%	16%	8%	13%	5%	16%	8%	12%	21%	17%	18%	10%	6%	10%	7%	14%	6%	12%	12%	14%	11%	14%
		b		df		df										p						
Very often	145	39	106	94	52	39	106	116	26	34	61	141	5	143	3	78	52	55	32	35	41	25
	27%	44%	24%	35%	20%	44%	24%	31%	41%	47%	40%	28%	13%	29%	7%	40%	21%	34%	37%	33%	38%	33%
		b		df		df				g		l		n		p						
Sometimes	187	26	161	91	96	26	161	130	18	21	41	172	15	172	15	67	84	54	27	40	41	26
	35%	29%	36%	34%	36%	29%	36%	35%	28%	29%	27%	35%	38%	35%	38%	34%	34%	33%	32%	37%	39%	35%
Rarely	85	9	76	32	53	9	76	52	3	4	13	78	7	74	11	13	53	23	11	9	6	7
	16%	11%	17%	12%	20%	11%	17%	14%	5%	5%	8%	16%	19%	15%	29%	7%	22%	14%	13%	8%	6%	9%
					ce			hi							m		o		t			
Never	65	1	64	17	48	1	64	27	3	2	10	56	9	57	8	8	44	11	6	8	7	7
	12%	1%	15%	6%	18%	1%	15%	7%	5%	3%	7%	11%	23%	12%	20%	4%	18%	7%	6%	7%	7%	9%
			a	e	ce		ce						k				o					
NET: Ever	467	89	378	252	216	89	378	341	61	71	142	438	29	435	32	186	204	152	81	99	100	69
	88%	99%	85%	94%	82%	99%	85%	93%	95%	97%	93%	89%	77%	88%	80%	96%	82%	93%	94%	93%	93%	91%
		b		df		cdf						l				p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 84
QINF1_4 - Frequency of seeing 04. Lorraine_1 spon

Base: Cell 1

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	25	11	9	4	2	14	11	5	20	3	7	5	4	1	19	6	24	-	1	-
	5%	6%	4%	5%	3%	5%	4%	4%	5%	6%	8%	5%	4%	2%	6%	3%	5%	-	3%	-
Very often	89	28	38	9	14	37	52	23	66	13	19	17	11	7	57	32	75	4	9	1
	17%	14%	18%	13%	24%	14%	19%	18%	16%	25% lm	21% m	18%	11%	9%	18%	15%	17%	16%	21%	6%
Sometimes	226	83	92	23	28	106	120	51	175	23	39	45	39	30	132	94	184	6	20	16
	42%	42%	44%	35%	48%	40%	45%	41%	43%	46%	42%	49%	40%	38%	41%	45%	41%	24%	45%	84%
Rarely	117	46	39	21	11	67	50	32	85	9	18	12	26	20	74	43	101	10	4	2
	22%	23%	19%	32%	19%	25%	19%	26% k	21%	18%	20%	13%	26% k	26% k	23%	21%	23% r	41%	9%	10%
Never	76	30	33	10	4	40	36	13	62	3	8	13	19	20	42	34	61	5	10	-
	14%	15%	15%	15%	6%	15%	13%	11%	15%	6%	8%	15%	19% ij	26% ghij	13%	16%	14%	19%	22%	-
NET: Ever	457	168	179	56	54	224	233	111	346	48	83	79	79	57	282	175	383	19	35	20
	86%	85%	85%	85%	94%	85%	87%	89% m	85% m	94% lm	92% lm	85%	81%	74%	87%	84%	86%	81%	78%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 85
QINF1_4 - Frequency of seeing 04. Lorraine_1 spon

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/desktop, smart TV, something else)	Smartphone/Tablet	PC/Laptop/Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	25	22	3	-	20	5	18	3	18	4	3	17	5	3	14	2	9	13	4	8	14	6	5
	5%	4%	10%	-	4%	7%	4%	5%	6%	4%	2%	9%	8%	1%	10%	3%	3%	8%	10%	2%	6%	5%	3%
									j			m	m		p			s	s				
Very often	89	84	4	1	76	13	74	9	54	12	23	45	11	33	31	11	46	39	4	45	56	15	18
	17%	17%	16%	10%	17%	17%	17%	14%	19%	14%	15%	22%	19%	12%	23%	19%	14%	25%	11%	14%	23%	12%	11%
												m			p			s			uv		
Sometimes	226	218	5	3	195	31	190	29	136	39	52	99	31	95	65	26	135	70	26	130	104	68	54
	42%	44%	18%	28%	42%	42%	43%	45%	47%	42%	33%	49%	53%	35%	48%	45%	40%	44%	65%	39%	43%	52%	34%
									j			m	m						qs			v	
Rarely	117	108	6	2	104	13	103	13	57	25	35	31	10	76	18	16	83	32	3	82	51	25	41
	22%	22%	23%	21%	23%	17%	23%	20%	20%	27%	23%	15%	17%	28%	13%	27%	25%	20%	7%	25%	21%	20%	25%
														k		n	n			r			
Never	76	63	9	4	64	12	62	11	22	12	42	10	2	64	9	3	64	5	3	68	19	15	42
	14%	13%	33%	42%	14%	16%	14%	17%	8%	13%	27%	5%	3%	24%	6%	5%	19%	3%	7%	20%	8%	11%	26%
											hi			kl			no			qr			tu
NET: Ever	457	433	19	6	395	62	385	55	264	80	112	192	58	207	129	55	273	154	37	266	224	115	118
	86%	87%	67%	58%	86%	84%	86%	83%	92%	87%	73%	95%	97%	76%	94%	95%	81%	97%	93%	80%	92%	89%	74%
									j	j		m	m		p	p		s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 86

QINF1_4 - Frequency of seeing 04. Lorraine_1 spon

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	25	8	17	17	8	8	17	20	13	10	13	25	-	25	-	16	8	10	7	5	8	5
	5%	9%	4%	6%	3%	9%	4%	5%	20%	14%	9%	5%	-	5%	-	8%	3%	6%	8%	4%	7%	7%
			b			df			gj	g						p						
Very often	89	26	63	61	28	26	63	67	17	19	35	87	2	85	4	48	30	32	20	26	25	18
	17%	29%	14%	23%	11%	29%	14%	18%	27%	26%	23%	18%	5%	17%	10%	25%	12%	19%	24%	24%	24%	24%
		b		df		df						l				p						
Sometimes	226	38	188	117	109	38	188	168	25	29	68	209	17	211	15	91	100	67	38	53	46	32
	42%	43%	42%	44%	41%	43%	42%	46%	40%	40%	45%	42%	43%	43%	37%	47%	40%	41%	44%	50%	43%	42%
Rarely	117	16	101	50	66	16	101	83	6	11	25	108	9	107	10	31	60	35	16	16	20	12
	22%	18%	23%	19%	25%	18%	23%	23%	9%	16%	17%	22%	23%	22%	25%	16%	24%	21%	19%	15%	18%	16%
								h									o					
Never	76	1	75	23	53	1	75	30	3	3	10	64	11	65	11	9	50	20	5	6	9	8
	14%	1%	17%	8%	20%	1%	17%	8%	4%	5%	7%	13%	29%	13%	28%	4%	20%	12%	6%	6%	8%	11%
			a	e	ce		ce						k		m		o					
NET: Ever	457	89	368	246	211	89	368	338	61	70	142	430	27	428	29	185	198	144	81	100	98	67
	86%	99%	83%	92%	80%	99%	83%	92%	96%	95%	93%	87%	71%	87%	72%	96%	80%	88%	94%	94%	92%	89%
		b		df		cdf						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 87

QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_1 ad

Base: Cell 1

		Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	**550**	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	**532**	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	**42**	15	17	5	6	20	23	10	32	8	10	10	3	1	29	13	37	1	2	1
	8%	8%	8%	7%	10%	7%	8%	8%	8%	16%	11%	11%	3%	1%	9%	6%	8%	4%	6%	6%
								m	m	hlm	lm	lm								
Very often	**120**	46	51	12	12	58	63	23	97	20	29	24	12	12	79	41	106	3	11	-
	23%	23%	24%	18%	20%	22%	23%	19%	24%	39%	32%	26%	12%	15%	24%	20%	24%	11%	25%	-
										ghlm	glm	l								
Sometimes	**211**	63	90	26	31	90	122	58	154	14	32	38	44	25	121	91	171	10	14	16
	40%	32%	43%	40%	54%	34%	45%	47%	38%	28%	35%	42%	45%	33%	37%	43%	38%	42%	32%	84%
			a				e	i					i							
Rarely	**101**	47	33	15	7	62	40	22	79	7	11	10	23	28	61	40	79	9	12	2
	19%	24%	15%	22%	12%	23%	15%	18%	19%	14%	13%	11%	24%	36%	19%	19%	18%	35%	26%	10%
			b				f						k	ghijk						
Never	**57**	27	20	8	2	35	23	10	47	1	9	10	16	11	34	23	50	2	5	-
	11%	13%	10%	12%	4%	13%	8%	8%	12%	2%	10%	10%	16%	15%	11%	11%	11%	7%	12%	-
									i				i	i						
NET: Ever	**475**	171	191	58	56	229	246	114	362	50	82	82	82	66	290	185	394	22	39	20
	89%	87%	90%	88%	96%	87%	92%	92%	88%	98%	90%	90%	84%	85%	89%	89%	89%	93%	88%	100%
										hlm										

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 88
QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_1 ad

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	42	38	4	-	37	5	35	4	26	9	7	32	6	5	19	4	20	24	4	14	28	9	6
	8%	8%	14%	-	8%	7%	8%	5%	9%	10%	4%	16%	9%	2%	14%	6%	6%	15%	10%	4%	11%	7%	4%
												m	m		p			s			v		
Very often	120	115	2	3	104	16	101	13	75	17	28	66	12	42	39	20	61	44	10	66	68	26	26
	23%	23%	9%	27%	23%	22%	23%	21%	26%	19%	18%	33%	20%	16%	29%	35%	18%	28%	25%	20%	28%	20%	16%
												m			p	p					v		
Sometimes	211	200	7	4	182	29	177	26	126	33	52	78	30	103	58	22	132	72	16	123	97	61	53
	40%	40%	27%	42%	40%	39%	40%	40%	44%	36%	34%	39%	50%	38%	42%	38%	39%	45%	41%	37%	40%	47%	33%
									j													v	
Rarely	101	94	7	-	86	15	85	15	42	22	38	19	12	70	16	10	75	15	8	78	35	23	43
	19%	19%	24%	-	19%	20%	19%	22%	15%	24%	24%	9%	20%	26%	12%	16%	22%	10%	19%	23%	14%	18%	27%
										h	h		k	k			n			q			t
Never	57	47	7	3	49	9	48	8	17	11	30	7	1	50	5	3	49	4	2	52	16	10	31
	11%	10%	26%	31%	11%	12%	11%	12%	6%	12%	19%	3%	1%	18%	4%	5%	15%	2%	5%	16%	6%	8%	20%
											h			kl			no			q			tu
NET: Ever	475	448	20	7	410	66	399	58	270	81	124	195	59	221	132	55	287	156	38	282	228	119	128
	89%	90%	74%	69%	89%	88%	89%	88%	94%	88%	81%	97%	99%	82%	96%	95%	85%	98%	95%	84%	94%	92%	80%
									j			m	m		p	p		s			v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 89

QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_1 ad

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	42	13	29	29	14	13	29	34	12	11	20	39	3	39	4	29	10	17	9	9	10	6
	8%	15%	7%	11%	5%	15%	7%	9%	19%	15%	13%	8%	9%	8%	9%	15%	4%	10%	10%	8%	9%	8%
		b		d		df			g							p						
Very often	120	30	91	80	40	30	91	97	26	23	52	118	2	116	4	66	40	45	27	34	31	26
	23%	33%	20%	30%	15%	33%	20%	26%	41%	31%	34%	24%	6%	24%	9%	34%	16%	28%	32%	32%	29%	35%
		b		df		df			g			l		n		p						
Sometimes	211	37	175	109	102	37	175	154	17	28	55	193	19	196	15	77	95	63	36	44	44	26
	40%	41%	39%	41%	39%	41%	39%	42%	26%	39%	36%	39%	48%	40%	39%	40%	38%	38%	42%	41%	41%	34%
								h														
Rarely	101	9	92	35	67	9	92	65	8	9	20	95	6	92	9	15	67	23	11	15	14	9
	19%	10%	21%	13%	25%	10%	21%	18%	13%	13%	13%	19%	16%	19%	23%	8%	27%	14%	12%	14%	13%	12%
			a		ce		ce										o					
Never	57	1	56	16	42	1	56	18	1	2	4	49	8	49	8	7	36	16	4	5	8	8
	11%	1%	13%	6%	16%	1%	13%	5%	1%	2%	3%	10%	21%	10%	20%	3%	14%	10%	4%	5%	7%	11%
			a		ce		ce						k				o					
NET: Ever	475	89	386	253	222	89	386	350	63	71	148	445	30	443	32	187	212	148	82	101	99	67
	89%	99%	87%	94%	84%	99%	87%	95%	99%	98%	97%	90%	79%	90%	80%	97%	86%	90%	96%	95%	93%	89%
		b		df		df						l				p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 90

QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 1

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	37	16	12	7	2	23	14	8	28	7	13	5	4	-	25	12	34	-	2	-
	7%	8%	6%	10%	3%	9%	5%	7% m	7% m	13% lm	14% hlm	6% m	4%	-	8%	6%	8%	-	6%	-
Very often	113	40	46	13	14	54	59	27	86	13	22	30	10	11	80	33	99	3	9	2
	21%	20%	22%	20%	23%	20%	22%	22% l	21% l	26% l	24% l	33% hlm	10%	14%	25% o	16%	22%	13%	21%	10%
Sometimes	207	71	90	24	24	94	113	47	160	21	33	38	41	28	113	95	166	11	18	13
	39%	36%	42%	36%	41%	36%	42%	38%	39%	41%	36%	42%	41%	36%	35%	45% n	37%	44%	40%	65%
Rarely	112	42	38	14	18	57	55	32	80	9	19	7	26	19	72	40	95	7	6	3
	21%	21%	18%	21%	31%	21%	21%	26% k	20% k	18%	21% k	7%	26% k	24% k	22%	19%	21%	30%	14%	16%
Never	64	28	26	8	1	36	27	9	54	1	4	11	18	20	35	29	49	3	9	2
	12%	14%	12%	12% d	3%	14%	10%	8%	13% ij	2%	5%	12% i	18% gij	26% ghijk	11%	14%	11%	13%	20%	10%
NET: Ever	469	169	185	58	56	227	242	114	355	50	87	80	80	58	289	180	395	21	36	18
	88%	86%	88%	88%	97% c	86%	90%	92% lm	87% m	98% hklm	95% hlm	88% m	82%	74%	89%	86%	89%	87%	80%	90%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 91

QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 1

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often: Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	37	35	2	-	30	7	27	6	25	8	4	27	4	6	21	5	11	21	1	15	25	5	7
	7%	7%	7%	-	7%	9%	6%	8%	9%	8%	3%	14%	6%	2%	15%	8%	3%	13%	2%	4%	10%	4%	4%
									j	j		m			p			s			uv		
Very often	113	106	5	2	100	13	98	10	68	18	27	62	17	34	39	16	58	45	14	54	63	28	22
	21%	21%	19%	17%	22%	18%	22%	16%	24%	20%	17%	31%	29%	12%	28%	28%	17%	28%	36%	16%	26%	22%	14%
												m	m		p			s	s		v		
Sometimes	207	196	8	3	181	26	175	22	123	33	51	76	30	102	55	21	131	52	18	137	94	59	54
	39%	40%	31%	32%	40%	35%	39%	34%	43%	36%	33%	38%	50%	38%	40%	36%	39%	33%	45%	41%	38%	46%	34%
									j												v		
Rarely	112	104	4	4	92	20	92	20	52	24	37	28	9	75	16	15	81	34	7	71	47	25	40
	21%	21%	13%	42%	20%	27%	21%	30%	18%	26%	24%	14%	14%	28%	11%	26%	24%	21%	17%	21%	19%	20%	25%
														kl		n	n						
Never	64	54	8	1	55	9	54	8	19	9	36	8	1	55	7	1	55	7	-	56	16	12	36
	12%	11%	31%	10%	12%	12%	12%	12%	7%	10%	23%	4%	1%	20%	5%	2%	16%	4%	-	17%	7%	9%	23%
											hi			kl			no			qr			tu
NET: Ever	469	441	19	9	404	65	393	58	267	83	119	194	59	216	130	57	281	152	40	277	228	118	124
	88%	89%	69%	90%	88%	88%	88%	88%	93%	90%	77%	96%	99%	80%	95%	98%	84%	96%	100%	83%	93%	91%	77%
									j	j		m	m		p	p		s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 92

QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 1

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	37	14	23	29	7	14	23	31	12	12	22	36	1	35	2	25	10	13	9	13	9	6
	7%	15% b	5%	11% df	3%	15% df	5%	9%	19% g	17% g	14% g	7%	2%	7%	5%	13% p	4%	8%	10%	12%	8%	8%
Very often	113	33	80	77	36	33	80	93	22	22	48	111	2	111	2	66	35	44	28	35	34	27
	21%	37% b	18%	29% df	14%	37% df	18%	25%	34%	30%	31%	22% l	6%	22% n	6%	34% p	14%	27%	32%	33%	32%	35%
Sometimes	207	29	178	100	108	29	178	151	21	23	51	192	15	193	14	75	91	60	32	38	40	26
	39%	33%	40%	37%	41%	33%	40%	41%	33%	32%	33%	39%	40%	39%	35%	39%	37%	37%	37%	36%	37%	35%
Rarely	112	12	100	45	67	12	100	73	6	14	26	105	7	104	8	23	67	28	10	11	18	7
	21%	13%	23% a	17%	25% ce	13%	23% e	20% h	9%	19%	17%	21%	17%	21%	21%	12%	27% o	17%	12%	10%	17%	9%
Never	64	2	62	17	47	2	62	20	3	1	6	51	13	51	13	5	45	18	7	9	6	10
	12%	2%	14% a	6%	18% ce	2%	14% ce	5%	4%	2%	4%	10%	34% k	10%	33% m	2%	18% o	11%	8%	9%	6%	13%
NET: Ever	469	88	381	252	217	88	381	348	61	72	146	443	26	442	27	189	203	146	79	97	101	66
	88%	98% b	86%	94% df	82%	98% df	86%	95%	96%	98%	96%	90% l	66%	90% n	67%	98% p	82%	89%	92%	91%	94%	87%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 93

QINF1_7 - Frequency of seeing 07. Zoe Sugg_1 no change

Base: Cell 1

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	47	19	16	4	8	23	24	12	35	11	9	12	2	1	32	15	45	1	1	-
	9%	9%	8%	6%	13%	9%	9%	10%	9%	22%	10%	13%	2%	1%	10%	7%	10%	4%	3%	-
								lm	lm	ghlm	lm	lm								
Very often	109	29	52	10	18	39	70	28	81	21	23	18	10	9	76	33	88	4	14	3
	20%	15%	25%	15%	30%	15%	26%	22%	20%	42%	26%	19%	10%	12%	23%	16%	20%	18%	31%	15%
			a		c		e	l	l	ghklm	lm				o					
Sometimes	165	46	69	23	27	69	97	50	116	12	24	29	28	23	99	67	137	6	13	9
	31%	23%	33%	34%	47%	26%	36%	40%	28%	24%	27%	31%	29%	29%	31%	32%	31%	27%	29%	46%
			a				e	hij												
Rarely	129	65	42	16	5	81	47	21	108	4	27	23	29	25	72	57	108	6	9	6
	24%	33%	20%	24%	9%	31%	18%	17%	26%	7%	29%	25%	30%	32%	22%	27%	24%	25%	21%	29%
		b		d		f			gi		gi	i	gi	gi						
Never	82	38	30	13	1	51	31	14	69	3	7	11	29	19	46	36	67	6	8	2
	15%	19%	14%	20%	1%	19%	12%	11%	17%	5%	8%	11%	29%	25%	14%	17%	15%	26%	17%	9%
				d		f			ij				ghijk	gijk						
NET: Ever	450	160	181	53	57	212	238	110	340	48	84	81	69	58	278	172	377	18	37	18
	85%	81%	86%	80%	99%	81%	88%	89%	83%	95%	92%	89%	71%	75%	86%	83%	85%	74%	83%	91%
					c		e	lm	l	hlm	hlm	lm								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 94
QINF1_7 - Frequency of seeing 07. Zoe Sugg_1 no change

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	47	43	4	-	39	8	36	8	29	6	12	35	6	5	22	6	19	27	8	12	35	8	5
	9%	9%	14%	-	8%	11%	8%	13%	10%	6%	8%	17%	11%	2%	16%	10%	6%	17%	20%	4%	14%	6%	3%
												m	m		p			s	s		uv		
Very often	109	105	3	2	97	12	94	10	64	22	24	66	10	33	40	19	50	52	9	48	65	25	20
	20%	21%	9%	17%	21%	17%	21%	15%	22%	24%	15%	33%	17%	12%	29%	33%	15%	33%	22%	14%	27%	19%	12%
												lm			p			s			v		
Sometimes	165	158	5	2	145	21	141	18	90	28	47	71	24	71	42	16	107	55	12	98	80	47	38
	31%	32%	19%	21%	32%	28%	32%	28%	32%	31%	30%	35%	39%	26%	31%	28%	32%	35%	30%	29%	33%	37%	24%
												m	m								v		
Rarely	129	119	7	3	107	21	107	19	66	26	36	20	16	92	23	12	94	19	9	100	43	34	51
	24%	24%	26%	30%	23%	29%	24%	29%	23%	28%	24%	10%	27%	34%	17%	20%	28%	12%	23%	30%	18%	26%	32%
													k	k			n			q		t	t
Never	82	70	9	3	71	11	68	10	37	10	36	10	3	70	10	6	67	5	2	75	21	15	46
	15%	14%	33%	32%	16%	15%	15%	16%	13%	11%	23%	5%	5%	26%	7%	9%	20%	3%	5%	22%	9%	12%	29%
											hi			kl			n			qr			tu
NET: Ever	450	425	19	6	387	63	378	55	249	82	119	192	57	201	128	53	270	154	38	259	222	114	114
	85%	86%	67%	68%	84%	85%	85%	84%	87%	89%	77%	95%	95%	74%	93%	91%	80%	97%	95%	78%	91%	88%	71%
									j	j		m	m		p			s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 95
QINF1_7 - Frequency of seeing 07. Zoe Sugg_1 no change

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	47	17	29	33	14	17	29	39	16	15	25	44	3	43	4	30	8	17	9	10	7	6
	9%	19%	7%	12%	5%	19%	7%	10%	25%	20%	17%	9%	9%	9%	9%	16%	3%	10%	10%	9%	7%	8%
		b		df		df			g	g						p						
Very often	109	40	69	79	30	40	69	89	20	32	53	105	4	104	5	73	28	45	26	33	40	31
	20%	45%	16%	29%	11%	45%	16%	24%	31%	43%	35%	21%	10%	21%	12%	38%	11%	27%	31%	31%	37%	41%
		b		df		cdf			g	g						p						q
Sometimes	165	19	146	83	82	19	146	118	14	18	46	154	12	154	11	62	76	49	27	34	33	17
	31%	21%	33%	31%	31%	21%	33%	32%	22%	24%	30%	31%	30%	31%	28%	32%	31%	30%	32%	32%	31%	23%
			a				e															
Rarely	129	8	121	43	85	8	121	80	10	6	18	118	11	118	11	20	77	33	18	22	17	13
	24%	9%	27%	16%	32%	9%	27%	22%	16%	8%	12%	24%	28%	24%	27%	11%	31%	20%	21%	21%	16%	17%
			a		ce		ce	ij									o					
Never	82	5	77	30	52	5	77	43	3	3	9	74	9	73	9	8	57	20	6	8	10	8
	15%	6%	17%	11%	20%	6%	17%	12%	5%	5%	6%	15%	23%	15%	23%	4%	23%	12%	7%	7%	10%	11%
			a		ce		ce										o					
NET: Ever	450	84	366	239	211	84	366	325	61	70	143	420	30	419	31	186	190	144	80	99	97	67
	85%	94%	83%	89%	80%	94%	83%	88%	95%	95%	94%	85%	77%	85%	77%	96%	77%	88%	93%	93%	90%	89%
		b		df		df										p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 96

QINF1_8 - Frequency of seeing 08. Cozmo_1 no change

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
									Demographics											
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	18	7	3	7	2	14	5	9	10	3	1	5	1	-	13	5	18	-	-	-
	3%	3%	1%	10%	4%	5%	2%	7%	2%	5%	1%	5%	1%	-	4%	3%	4%	-	-	-
						f		hjlm		m										
Very often	66	27	19	9	11	36	30	20	46	10	18	10	7	2	43	23	59	3	4	-
	12%	14%	9%	13%	19%	14%	11%	16%	11%	20%	20%	10%	7%	3%	13%	11%	13%	11%	10%	-
								lm		m	lm	hlm								
Sometimes	207	74	83	25	25	99	108	50	157	19	36	46	33	22	124	83	169	7	21	10
	39%	37%	39%	38%	43%	38%	40%	40%	38%	39%	40%	50%	34%	29%	38%	40%	38%	29%	47%	53%
												hlm								
Rarely	156	58	66	18	14	76	80	32	124	10	27	21	33	34	94	62	129	10	12	6
	29%	30%	31%	27%	24%	29%	30%	26%	30%	20%	29%	23%	33%	43%	29%	30%	29%	40%	26%	29%
														ghik						
Never	85	31	40	7	6	39	46	13	72	8	9	10	24	20	50	35	69	5	8	4
	16%	16%	19%	11%	10%	15%	17%	11%	18%	16%	10%	11%	25%	25%	15%	17%	16%	20%	17%	18%
													gjk	gjk						
NET: Ever	447	166	171	59	52	225	223	111	337	42	82	81	74	58	274	173	375	19	37	16
	84%	84%	81%	89%	90%	85%	83%	89%	82%	84%	90%	89%	75%	75%	85%	83%	84%	80%	83%	82%
								lm			lm	lm								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 97
QINF1_8 - Frequency of seeing 08. Cozmo_1 no change

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	18	17	2	-	13	3	13	1	10	4	4	11	3	4	9	3	7	10	2	6	12	4	3
	3%	3%	7%	-	3%	4%	3%	1%	4%	4%	3%	6% m	5%	2%	6% p	4%	2%	6% s	5%	2%	5%	3%	2%
Very often	66	62	3	1	56	10	54	8	42	11	13	42	11	13	30	9	26	36	7	23	48	11	7
	12%	13%	12%	7%	12%	14%	12%	13%	15%	12%	9%	21% m	19% m	5%	22% p	16% p	8%	23% s	18% s	7%	20% uv	8%	4%
Sometimes	207	194	9	4	172	35	169	31	124	35	47	82	33	92	63	25	118	66	20	120	104	55	48
	39%	39%	32%	42%	37%	47%	38%	48%	43% j	38%	31%	40%	56% km	34%	46% p	44%	35%	42%	52%	36%	43% v	42% v	30%
Rarely	156	150	2	4	139	17	136	17	80	27	49	44	12	100	22	18	116	34	7	114	56	40	60
	29%	30%	7%	42%	30%	22%	30%	25%	28%	29%	32%	22%	20%	37% kl	16%	31% n	34% n	21%	19%	34% qr	23%	31%	38% t
Never	85	73	12	1	76	9	75	8	29	15	41	23	1	62	13	3	69	12	3	70	23	20	42
	16%	15%	42%	10%	17%	13%	17%	13%	10%	16% h	26% l	11%	1%	23% kl	9%	5%	21% no	8%	7%	21% qr	9%	16%	26% tu
NET: Ever	447	423	16	9	383	65	372	57	257	77	114	179	59	209	125	55	267	147	37	264	221	109	117
	84%	85%	58%	90%	83%	87%	83%	87%	90% j	84%	74%	89% m	99% km	77%	91% p	95% p	79%	92% s	93% s	79%	91% v	84% v	74%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 98

QINF1_8 - Frequency of seeing 08. Cozmo_1 no change

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	18	3	16	8	10	3	16	17	10	9	11	17	2	17	2	12	5	5	2	3	3	1
	3%	3%	4%	3%	4%	3%	4%	4%	15%	13%	7%	3%	5%	3%	5%	6%	2%	3%	3%	3%	3%	1%
									g	g						p						
Very often	66	28	38	54	12	28	38	51	18	21	31	63	3	63	3	45	16	26	17	23	22	17
	12%	31%	9%	20%	5%	31%	9%	14%	28%	29%	21%	13%	9%	13%	8%	23%	7%	16%	20%	22%	21%	22%
		b		df		cdf	d		g	g						p						
Sometimes	207	40	167	115	92	40	167	148	27	28	63	196	11	193	14	75	94	63	39	48	42	32
	39%	44%	38%	43%	35%	44%	38%	40%	42%	38%	41%	40%	29%	39%	35%	39%	38%	38%	45%	45%	39%	43%
Rarely	156	12	143	64	92	12	143	110	8	11	31	142	13	144	12	44	82	44	24	22	26	15
	29%	14%	32%	24%	35%	14%	32%	30%	12%	16%	20%	29%	35%	29%	29%	23%	33%	27%	28%	21%	24%	20%
			a	e			ce	hij									o					
Never	85	7	78	27	58	7	78	43	2	3	16	77	8	76	9	18	51	26	4	9	14	11
	16%	8%	18%	10%	22%	8%	18%	12%	3%	4%	10%	16%	22%	15%	23%	9%	20%	16%	5%	9%	13%	14%
			a		ce		ce	h									o		r			r
NET: Ever	447	83	364	242	205	83	364	325	62	70	137	417	30	417	31	176	197	137	82	97	93	65
	84%	92%	82%	90%	78%	92%	82%	88%	97%	96%	90%	84%	78%	85%	77%	91%	80%	84%	95%	91%	87%	86%
		b		df		df			g							p			qu			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 99

QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 1

														Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	44	24	11	6	4	30	15	10	34	10	11	8	4	1	29	15	40	3	2	-
	8%	12%	5%	9%	7%	11%	5%	8%	8%	20%	12%	8%	4%	2%	9%	7%	9%	11%	4%	-
		b				f		m	m	ghklm	lm				o					
Very often	90	35	27	17	11	52	38	28	62	14	18	15	11	3	64	26	81	4	4	-
	17%	18%	13%	26%	19%	20%	14%	23%	15%	28%	20%	17%	11%	4%	20%	12%	18%	18%	10%	-
								hlm	m	hlm	m				o					
Sometimes	194	66	83	22	23	88	106	45	149	16	33	41	34	25	101	94	156	4	21	13
	36%	34%	39%	33%	40%	34%	39%	36%	37%	32%	36%	44%	35%	33%	31%	45%	35%	18%	46%	66%
																n				
Rarely	121	43	48	13	17	56	65	29	91	5	22	14	25	25	78	43	97	10	8	7
	23%	22%	23%	20%	29%	21%	24%	24%	22%	11%	24%	15%	25%	33%	24%	20%	22%	41%	17%	34%
								i	i				i	ik						
Never	83	30	42	8	3	38	45	11	72	5	7	14	23	22	52	31	70	3	10	-
	16%	15%	20%	12%	5%	14%	17%	9%	18%	9%	8%	16%	24%	29%	16%	15%	16%	13%	22%	-
								gj					gij	ghijk						
NET: Ever	449	168	169	58	55	226	224	113	337	46	84	78	74	55	272	177	374	21	35	20
	84%	85%	80%	88%	95%	86%	83%	91%	82%	91%	92%	84%	76%	71%	84%	85%	84%	87%	78%	100%
								hlm	m	lm	hlm	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 100

QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	44	40	5	-	36	9	32	7	31	6	7	36	4	5	28	7	10	29	6	10	35	6	4
	8%	8%	16%	-	8%	12%	7%	10%	11%	6%	5%	18%	6%	2%	20%	12%	3%	18%	14%	3%	14%	5%	2%
									j			lm	m		p	p		s	s		uv		
Very often	90	87	2	1	78	12	77	10	58	12	20	48	17	25	39	14	37	46	11	33	57	20	13
	17%	18%	6%	10%	17%	16%	17%	15%	20%	13%	13%	24%	29%	9%	28%	25%	11%	29%	28%	10%	23%	16%	8%
												m	m		p	p		s	s		v	v	
Sometimes	194	184	7	4	173	22	168	21	108	33	53	82	22	90	49	23	123	53	17	124	91	52	51
	36%	37%	25%	38%	38%	29%	38%	32%	38%	36%	34%	41%	37%	33%	35%	39%	37%	33%	42%	37%	37%	40%	32%
Rarely	121	115	3	2	101	20	100	17	57	25	38	27	13	81	15	12	94	26	6	89	44	33	44
	23%	23%	13%	20%	22%	27%	22%	26%	20%	28%	25%	14%	21%	30%	11%	20%	28%	16%	16%	27%	18%	25%	28%
														k			n			q			t
Never	83	69	11	3	71	12	70	11	31	16	36	8	4	71	7	3	73	6	-	77	17	18	48
	16%	14%	40%	32%	15%	17%	16%	17%	11%	17%	23%	4%	6%	26%	5%	5%	22%	4%	-	23%	7%	14%	30%
											h			kl			no			qr		t	tu
NET: Ever	449	426	17	6	388	62	377	54	255	76	119	193	56	200	130	55	264	153	40	257	226	111	112
	84%	86%	60%	68%	85%	83%	84%	83%	89%	83%	77%	96%	94%	74%	95%	95%	78%	96%	100%	77%	93%	86%	70%
									j			m	m		p	p		s	s		uv	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 101

QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	44	14	31	36	9	14	31	41	19	14	24	44	1	41	3	32	8	17	12	14	13	9
	8%	15%	7%	13%	3%	15%	7%	11%	30%	19%	16%	9%	2%	8%	7%	16%	3%	10%	14%	14%	12%	12%
		b		df		df	d		gj							p						
Very often	90	28	62	66	24	28	62	74	16	20	43	86	4	87	3	60	23	30	14	24	22	17
	17%	31%	14%	25%	9%	31%	14%	20%	25%	28%	28%	17%	11%	18%	6%	31%	9%	19%	17%	23%	21%	23%
		b		df		df					g					p						
Sometimes	194	34	160	106	88	34	160	139	20	24	49	183	11	183	12	66	87	66	36	41	44	29
	36%	38%	36%	40%	33%	38%	36%	38%	32%	33%	32%	37%	29%	37%	29%	34%	35%	41%	42%	38%	41%	39%
Rarely	121	11	109	40	81	11	109	77	7	13	25	110	11	110	10	25	75	30	17	17	21	13
	23%	13%	25%	15%	31%	13%	25%	21%	11%	18%	17%	22%	28%	22%	26%	13%	30%	18%	20%	16%	20%	18%
			a		ce		ce										o					
Never	83	3	81	21	62	3	81	38	2	2	11	72	11	71	13	11	56	20	6	10	7	6
	16%	3%	18%	8%	24%	3%	18%	10%	3%	2%	7%	15%	30%	14%	32%	5%	22%	12%	7%	10%	6%	8%
			a		ce		ce	i					k		m		o					
NET: Ever	449	87	362	248	201	87	362	330	62	71	141	422	27	422	27	183	192	143	80	96	100	69
	84%	97%	82%	92%	76%	97%	82%	90%	97%	98%	93%	85%	70%	86%	68%	95%	78%	88%	93%	90%	94%	92%
		b		df		df				g		l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 102

QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_1 ad

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	**550**	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	**532**	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	**36**	16	12	4	5	20	16	9	27	9	9	7	3	-	23	14	32	3	1	-
	7%	8%	5%	6%	8%	8%	6%	7% m	7% m	18% ghlm	9% m	7% m	3%	-	7%	6%	7%	11%	3%	-
Very often	**87**	33	26	16	12	49	37	28	59	14	18	14	8	5	59	28	76	1	9	-
	16%	17%	12%	25%	20%	19%	14%	23% hlm	14%	28% hlm	19% lm	15%	8%	7%	18%	13%	17%	4%	21%	-
Sometimes	**188**	63	81	20	25	83	105	44	144	16	36	42	28	22	109	79	160	6	14	7
	35%	32%	38%	30%	42%	31%	39%	36%	35%	32%	39%	46% lm	28%	29%	34%	38%	36%	27%	32%	37%
Rarely	**132**	48	55	16	14	64	69	29	103	7	18	16	32	30	76	56	104	5	13	10
	25%	24%	26%	24%	23%	24%	26%	24%	25%	14%	20%	17%	33% ik	39% ghijk	24%	27%	24%	20%	28%	54%
Never	**89**	38	38	10	3	48	41	14	76	4	11	13	27	20	57	32	71	9	7	2
	17%	19%	18%	15%	6%	18%	15%	11% gi	18%	7%	12%	15%	28% ghijk	26% gij	18%	15%	16%	38%	16%	9%
NET: Ever	**443**	160	173	56	55	216	228	110	333	47	80	78	70	57	266	177	373	15	38	18
	83%	81%	82%	85%	94%	82%	85%	89% hlm	82% l	93% hlm	88% lm	85% l	72%	74%	82%	85%	84%	62%	84%	91%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 103
QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_1 ad

Base: Cell 1

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device: Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	36	32	4	-	29	7	24	6	23	6	7	29	3	4	22	4	10	23	2	11	25	8	4
	7%	7%	14%	-	6%	10%	5%	10%	8%	6%	5%	14%	5%	2%	16%	7%	3%	14%	5%	3%	10%	6%	2%
												lm			p			s			v		
Very often	87	84	2	-	74	13	73	11	54	15	18	55	10	21	35	14	38	46	11	29	61	14	12
	16%	17%	9%	-	16%	18%	16%	17%	19%	16%	12%	27%	17%	8%	26%	24%	11%	29%	28%	9%	25%	11%	7%
												m	m		p	p		s	s		uv		
Sometimes	188	179	5	4	169	19	166	18	116	31	41	82	30	77	50	24	114	61	20	107	98	48	42
	35%	36%	18%	39%	37%	26%	37%	27%	41%	33%	27%	40%	50%	28%	36%	41%	34%	39%	49%	32%	40%	37%	27%
									j			m	m						s		v		
Rarely	132	123	7	3	112	21	111	18	64	26	42	24	15	94	22	15	95	23	5	104	39	44	49
	25%	25%	24%	29%	24%	28%	25%	27%	22%	28%	27%	12%	25%	35%	16%	26%	28%	14%	13%	31%	16%	34%	31%
												k		k			n			qr		t	t
Never	89	76	10	3	75	14	73	12	29	15	45	12	2	75	8	2	79	6	2	82	21	16	52
	17%	15%	36%	32%	16%	19%	16%	18%	10%	16%	29%	6%	3%	28%	6%	3%	23%	3%	4%	25%	8%	13%	33%
											hi			kl			no			qr			tu
NET: Ever	443	419	18	6	383	60	373	54	257	77	109	190	58	195	129	56	258	154	38	252	223	113	107
	83%	85%	64%	68%	84%	81%	84%	82%	90%	84%	71%	94%	97%	72%	94%	97%	77%	97%	96%	75%	92%	87%	67%
									j	j		m	m		p	p		s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 104

QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_1 ad

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	36	15	22	31	6	15	22	30	10	10	19	36	-	35	1	25	8	10	9	12	9	8
	7%	16%	5%	11%	2%	16%	5%	8%	16%	13%	13%	7%	-	7%	3%	13%	3%	6%	10%	11%	9%	10%
		b		df		df		g								p						
Very often	87	27	60	55	32	27	60	71	24	23	41	82	4	82	4	59	20	38	23	28	25	18
	16%	30%	14%	20%	12%	30%	14%	19%	37%	31%	27%	17%	12%	17%	11%	30%	8%	23%	27%	27%	23%	24%
		b		df		df		g	g							p						
Sometimes	188	36	152	109	79	36	152	143	22	24	57	176	12	177	11	83	76	65	35	43	45	28
	35%	40%	34%	40%	30%	40%	34%	39%	34%	33%	38%	36%	32%	36%	27%	43%	31%	40%	41%	40%	42%	38%
				d												p						
Rarely	132	11	122	46	87	11	122	79	5	13	24	122	11	123	9	20	84	35	13	16	19	13
	25%	12%	28%	17%	33%	12%	28%	22%	7%	18%	16%	25%	28%	25%	23%	10%	34%	21%	16%	15%	18%	18%
			a		ce		ce	h									o					
Never	89	2	87	29	60	2	87	44	4	4	10	78	11	75	14	8	60	16	6	7	8	8
	17%	2%	20%	11%	23%	2%	20%	12%	6%	5%	7%	16%	29%	15%	36%	4%	24%	10%	7%	6%	8%	10%
			a	e	ce		ce						k		m		o					
NET: Ever	443	88	356	240	203	88	356	324	60	69	142	416	27	418	26	186	188	147	80	99	98	67
	83%	98%	80%	89%	77%	98%	80%	88%	94%	95%	93%	84%	71%	85%	64%	96%	76%	90%	93%	94%	92%	90%
		b		df		cdf						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 105

QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Always	40	18	14	4	4	22	18	8	32	9	14	4	4	1	26	14	36	-	2	1
	7%	9%	7%	6%	7%	8%	7%	6%	8%	18% ghklm	15% ghklm	4%	4%	2%	8%	7%	8%	-	5%	6%
Very often	108	33	44	15	17	47	61	32	76	11	22	26	8	9	72	36	93	4	8	4
	20%	17%	21%	22%	30%	18%	23%	26% lm	19% l	22% l	24% l	28% hlm	8%	12%	22%	17%	21%	18%	17%	19%
Sometimes	210	76	85	24	25	100	110	49	161	21	32	40	38	30	123	87	171	6	22	11
	40%	39%	40%	36%	44%	38%	41%	40%	39%	42%	35%	43%	39%	39%	38%	42%	39%	27%	49%	55%
Rarely	105	42	40	15	9	57	48	24	81	6	17	10	28	20	60	44	90	9	3	4
	20%	21%	19%	23%	15%	21%	18%	19%	20% k	12%	19%	11%	29% ik	25% k	19%	21%	20% r	36%	6%	19%
Never	69	29	29	8	3	38	32	11	58	3	7	12	19	17	43	27	55	5	10	-
	13%	15%	14%	13%	4%	14%	12%	9%	14%	6%	7%	14%	20% gij	22% gij	13%	13%	12%	20%	22%	-
NET: Ever	463	168	182	57	55	226	237	113	350	48	85	79	79	60	281	182	390	19	35	20
	87%	85%	86%	87%	96%	86%	88%	91% lm	86%	94% lm	93% lm	86%	80%	78%	87%	87%	88%	80%	78%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 106
QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	40	38	1	1	29	11	26	10	32	2	6	28	4	7	21	5	14	24	-	15	29	3	8
	7%	8%	3%	11%	6%	14%	6%	15%	11%	2%	4%	14%	7%	3%	15%	8%	4%	15%	-	5%	12%	2%	5%
						df		df	ij			m			p			rs			uv		
Very often	108	98	8	2	97	11	92	10	63	19	25	61	15	32	42	17	49	47	12	50	62	35	12
	20%	20%	31%	18%	21%	15%	21%	15%	22%	21%	16%	30%	25%	12%	30%	30%	15%	29%	29%	15%	25%	27%	7%
												m	m		p	p		s	s		v	v	
Sometimes	210	201	6	3	186	25	183	21	119	39	52	83	29	99	58	23	130	64	20	127	98	51	62
	40%	41%	22%	30%	41%	33%	41%	32%	42%	42%	34%	41%	49%	36%	42%	40%	38%	40%	50%	38%	40%	40%	39%
Rarely	105	100	3	2	89	16	89	15	49	24	31	20	10	75	13	11	81	19	7	79	39	28	38
	20%	20%	11%	21%	19%	22%	20%	23%	17%	26%	20%	10%	16%	28%	9%	19%	24%	12%	18%	24%	16%	22%	24%
										h				k			n			q			t
Never	69	58	9	2	57	12	56	10	23	7	39	10	1	58	5	2	63	5	1	63	17	12	40
	13%	12%	33%	20%	12%	16%	13%	15%	8%	8%	25%	5%	2%	21%	3%	3%	19%	3%	3%	19%	7%	10%	25%
											hi			kl			no			qr			tu
NET: Ever	463	437	19	8	401	62	390	56	263	85	115	192	58	213	133	56	274	154	38	271	227	117	119
	87%	88%	67%	80%	88%	84%	87%	85%	92%	92%	75%	95%	98%	79%	97%	97%	81%	97%	97%	81%	93%	90%	75%
									j	j		m	m		p	p		s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 107

QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 1

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	40	12	28	31	9	12	28	29	15	11	23	38	2	37	3	26	13	16	11	10	7	7
	7%	13%	6%	12%	3%	13%	6%	8%	23%	14%	15%	8%	4%	8%	7%	13%	5%	10%	13%	9%	7%	9%
		b		df		df			g		g					p						
Very often	108	33	75	71	37	33	75	89	19	22	39	105	3	105	4	61	36	40	17	25	31	21
	20%	37%	17%	26%	14%	37%	17%	24%	30%	30%	25%	21%	9%	21%	9%	32%	14%	24%	19%	24%	29%	28%
		b		df		df										p						
Sometimes	210	31	179	102	109	31	179	150	20	29	58	197	14	197	14	79	91	61	40	49	46	29
	40%	35%	41%	38%	41%	35%	41%	41%	30%	40%	38%	40%	35%	40%	35%	41%	37%	37%	46%	46%	43%	39%
Rarely	105	9	96	46	59	9	96	73	8	9	20	96	9	97	8	19	62	32	11	15	18	12
	20%	10%	22%	17%	22%	10%	22%	20%	13%	13%	13%	19%	23%	20%	20%	10%	25%	20%	12%	14%	16%	16%
			a		e		e										o					
Never	69	4	65	19	50	4	65	27	2	2	12	58	11	57	12	9	46	15	8	7	5	6
	13%	5%	15%	7%	19%	5%	15%	7%	3%	3%	8%	12%	29%	12%	30%	4%	18%	9%	10%	7%	4%	8%
			a		ce		ce						k		m		o					
NET: Ever	463	86	378	250	213	86	378	341	62	71	140	436	28	435	28	185	202	149	78	99	102	69
	87%	95%	85%	93%	81%	95%	85%	93%	97%	97%	92%	88%	71%	88%	70%	96%	82%	91%	90%	93%	96%	92%
		b		df		df							l		n	p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 108

QINF1_12 - Frequency of seeing 12. Em Sheldon - topshop_1 advert

Base: Cell 1

															Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11	
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**	
Always	44	17	11	7	10	24	21	16	28	8	12	7	1	-	30	14	38	1	5	-	
	8%	9%	5%	10%	17%	9%	8%	13% hlm	7% lm	17% hlm	13% lm	7% lm	1%	-	9%	7%	9%	4%	10%	-	
Very often	102	33	45	10	13	44	58	23	79	11	18	27	16	6	70	32	82	6	12	1	
	19%	17%	21%	15%	22%	17%	22%	19% m	19% m	22% m	20% m	30% hlm	17%	8%	22%	15%	19%	24%	27%	6%	
Sometimes	192	68	76	24	24	92	100	48	144	23	36	30	33	23	101	90	163	3	12	13	
	36%	34%	36%	36%	42%	35%	37%	39%	35%	45%	39%	33%	33%	30%	31%	43% n	37%	13%	28%	65%	
Rarely	121	46	50	15	9	62	59	24	96	7	17	15	32	25	75	46	100	9	6	6	
	23%	24%	24%	23%	16%	23%	22%	20%	24%	14%	18%	16%	33% gijk	32% gijk	23%	22%	22%	38%	14%	29%	
Never	74	33	29	10	2	43	31	12	62	1	9	13	16	23	48	26	60	5	9	-	
	14%	17%	14%	15% d	4%	16%	12%	10%	15% i	2%	10%	14%	16% i	30% ghijkl	15%	12%	14%	20%	20%	-	
NET: Ever	458	165	182	56	56	221	238	112	347	50	82	79	82	54	276	183	384	19	36	20	
	86%	83%	86%	85%	96% c	84%	88%	90% m	85% m	98% hklm	90% m	86% m	84% m	70%	85%	88%	86%	80%	80%	100%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 109
QINF1_12 - Frequency of seeing 12. Em Sheldon - topshop_1 advert

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Always	44	41	4	-	35	10	32	9	35	4	5	33	6	6	24	6	14	29	6	9	29	8	8
	8%	8%	13%	-	8%	13%	7%	13%	12% ij	4%	3%	16% m	9% m	2%	18% p	10%	4%	18% s	15% s	3%	12% v	6%	5%
Very often	102	96	3	3	84	17	81	14	65	16	21	62	16	24	39	18	44	48	9	44	66	17	18
	19%	19%	10%	32%	18%	23%	18%	22%	23% j	17%	14%	31% m	27% m	9%	29% p	32% p	13%	30% s	23%	13%	27% uv	13%	11%
Sometimes	192	178	10	3	171	21	167	18	99	39	55	72	27	93	52	22	118	57	19	116	91	58	43
	36%	36%	36%	37%	37%	29%	37%	28%	34%	42%	35%	36%	45%	34%	38%	38%	35%	36%	47%	35%	37% v	45% v	27%
Rarely	121	116	4	1	105	16	104	15	65	20	36	23	9	88	17	10	94	17	5	99	35	33	52
	23%	23%	14%	10%	23%	22%	23%	23%	23%	22%	23%	12%	15%	33% kl	12%	17%	28% n	11%	12%	30% qr	15%	26% t	33% t
Never	74	65	7	2	64	10	63	9	23	13	37	12	2	60	5	2	67	8	2	99	22	13	39
	14%	13%	26%	21%	14%	13%	14%	14%	8%	15%	24% h	6%	4%	22% kl	4%	4%	20% no	5%	4%	19% qr	9%	10%	24% tu
NET: Ever	458	430	20	7	394	64	383	57	263	79	117	190	57	211	132	56	270	151	38	269	222	116	121
	86%	87%	74%	79%	86%	87%	86%	86%	92% j	85%	76%	94% m	96% m	78%	96% p	96% p	80%	95% s	96% s	81%	91% v	90% v	76%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 110

QINF1_12 - Frequency of seeing 12. Em Sheldon - topshop_1 advert

Base: Cell 1

Return to Index

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Always	44	15	30	34	11	15	30	36	16	13	25	44	-	42	2	29	13	21	12	15	10	11
	8%	16%	7%	13%	4%	16%	7%	10%	25%	17%	17%	9%	-	9%	5%	15%	5%	13%	14%	14%	9%	15%
		b		df		df				g	g					p						
Very often	102	34	67	71	31	34	67	89	22	27	42	99	3	100	2	67	25	41	20	23	33	23
	19%	38%	15%	26%	12%	38%	15%	24%	35%	37%	27%	20%	7%	20%	4%	35%	10%	25%	23%	22%	31%	31%
		b		df		cdf				g		l		n		p						
Sometimes	192	30	162	99	92	30	162	129	18	23	57	176	15	175	17	61	88	52	29	41	33	20
	36%	33%	37%	37%	35%	33%	37%	35%	28%	31%	38%	36%	40%	35%	43%	31%	35%	32%	34%	38%	30%	27%
Rarely	121	10	111	47	73	10	111	79	5	9	21	108	13	112	9	27	69	28	15	17	21	10
	23%	11%	25%	18%	28%	11%	25%	22%	8%	12%	14%	22%	34%	23%	23%	14%	28%	17%	18%	16%	20%	13%
			a		ce		ce	hj									o					
Never	74	2	73	17	57	2	73	35	2	2	7	67	8	64	10	10	53	21	9	10	10	11
	14%	2%	16%	7%	22%	2%	16%	10%	4%	2%	5%	13%	20%	13%	25%	5%	21%	13%	11%	9%	10%	14%
			a		ce		ce	i							m		o					
NET: Ever	458	88	370	251	207	88	370	333	62	71	145	427	31	428	30	184	195	143	77	96	96	65
	86%	98%	84%	93%	78%	98%	84%	90%	96%	98%	95%	87%	80%	87%	75%	95%	79%	87%	89%	91%	90%	86%
		b		df		df				g				n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 111
QINF1_1 - Frequency of seeing 01a. Maria J - short_2 Advert

Base: Cell 2

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	30	6	19	1	3	7	22	4	25	8	10	5	2	-	26	4	25	2	1	2
	6%	3%	9%	2%	5%	3%	8%	4%	6%	15%	10%	6%	2%	-	8%	2%	6%	7%	3%	11%
			a				e			m	ghlm	lm	m			o				
Very often	105	33	35	15	22	49	56	37	68	17	29	15	3	4	69	36	95	5	6	-
	20%	16%	17%	26%	35%	18%	21%	30%	16%	32%	29%	17%	3%	5%	22%	17%	21%	18%	12%	-
								hklm	lm	hklm	hlm	lm								
Sometimes	204	80	73	27	24	107	97	51	154	19	37	36	36	26	111	94	163	9	21	11
	38%	39%	35%	44%	39%	40%	36%	42%	37%	35%	37%	41%	39%	34%	35%	43%	37%	37%	47%	58%
														n						
Rarely	103	43	40	11	8	55	48	20	83	4	14	17	29	19	62	41	88	5	8	2
	19%	21%	19%	19%	14%	21%	18%	16%	20%	7%	14%	20%	31%	24%	19%	19%	20%	19%	17%	11%
									i				ghij	i						
Never	93	43	40	6	4	48	44	10	83	6	10	15	23	29	51	42	74	5	10	4
	17%	21%	19%	10%	7%	18%	17%	8%	20%	10%	10%	17%	25%	37%	16%	19%	17%	20%	21%	21%
									gj				gij	ghijk						
NET: Ever	441	163	167	55	57	218	224	112	330	49	90	73	70	48	268	174	370	20	36	15
	83%	79%	81%	90%	93%	82%	83%	92%	80%	90%	90%	83%	75%	63%	84%	81%	83%	80%	79%	79%
								hlm	m	lm	hlm	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 112

QINF1_1 - Frequency of seeing 01a. Maria J - short_2 Advert

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	30	29	1	-	26	4	25	3	19	4	7	22	5	3	15	5	10	20	6	5	23	4	3
	6%	6%	3%	-	6%	5%	6%	5%	7%	4%	4%	10% m	9% m	1%	12% p	8%	3%	11% s	11% s	1%	9% v	3%	2%
Very often	105	95	9	1	88	17	82	13	60	20	25	70	17	18	30	16	59	51	25	29	68	22	15
	20%	19%	28%	11%	19%	22%	18%	21%	22%	23%	15%	32% m	31% m	7%	22%	26%	17%	28% s	49% qs	9%	27% v	19% v	9%
Sometimes	204	191	8	5	182	22	177	19	117	33	55	87	21	96	58	22	124	77	15	113	103	50	51
	38%	39%	25%	62%	40%	30%	40%	31%	42% j	38%	32%	40%	39%	37%	44%	36%	36%	43%	29%	37%	40%	44% v	31%
Rarely	103	95	8	-	87	16	87	11	47	19	37	25	8	69	18	13	72	23	4	76	33	22	48
	19%	19%	24%	-	19%	21%	20%	17%	17%	22%	22%	11%	16%	27% k	13%	21%	21%	13%	7%	25% qr	13%	19%	29% t
Never	93	84	6	2	77	16	76	16	34	12	47	17	3	73	12	5	75	9	2	81	28	17	47
	17%	17%	20%	27%	17%	21%	17%	26%	12%	13%	27% hi	8%	5%	28% kl	9%	9%	22% no	5%	4%	27% qr	11%	15%	29% tu
NET: Ever	441	410	26	6	383	59	370	45	243	75	123	204	50	187	121	55	266	170	49	222	226	98	118
	83%	83%	80%	73%	83%	79%	83%	74%	88% j	87% j	73%	92% m	95% m	72%	91% p	91% p	78%	95% s	96% s	73%	89% v	85% v	71%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 113

QINF1_1 - Frequency of seeing 01a. Maria J - short_2 Advert

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	30	16	13	25	4	16	13	26	11	7	16	30	-	29	1	25	4	10	8	15	9	8
	6%	17% b	3%	9% df	2%	17% df	3%	7%	17% g	10%	10%	6%	-	6%	2%	12% p	1%	7%	8%	14%	8%	12%
Very often	105	34	71	67	37	34	71	86	18	19	52	102	2	101	3	54	33	29	18	19	31	11
	20%	34% b	16%	25% df	14%	34% df	16%	24%	27%	26%	35% g	21% l	5%	21% n	7%	27% p	14%	21%	19%	18%	25%	17%
Sometimes	204	37	167	111	93	37	167	144	22	27	47	190	14	192	12	90	76	63	47	52	45	26
	38%	38%	38%	41%	35%	38%	38%	40%	34%	36%	32%	39%	30%	39%	26%	45% p	32%	46%	49%	49%	36%	41%
Rarely	103	8	95	35	68	8	95	65	10	12	22	92	11	93	10	18	71	20	15	13	23	10
	19%	8%	22% a	13%	26% ce	8%	22% ce	18%	15%	16%	15%	19%	24%	19%	21%	9%	30% o	15%	15%	12%	18%	16%
Never	93	4	88	32	61	4	88	42	4	9	12	73	19	71	21	14	54	15	9	8	16	9
	17%	4%	20% a	12% e	23% ce	4%	20% ce	11%	6%	12%	8%	15%	41% k	15%	44% m	7%	23% o	11%	9%	7%	13%	14%
NET: Ever	441	95	346	239	203	95	346	321	61	66	137	414	28	415	27	187	184	122	88	99	108	55
	83%	96% b	80%	88% df	77%	96% cdf	80%	89%	94%	88%	92%	85% l	59%	85% n	56%	93% p	77%	89%	91%	93%	87%	86%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 114

QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 2

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	40	10	24	3	3	13	27	6	34	5	13	12	4	1	30	10	38	2	-	-
	7%	5%	12%	5%	5%	5%	10%	5%	8%	8%	13%	14%	4%	1%	9%	5%	9%	7%	-	-
			a				e			m	m	glm	glm		o					
Very often	127	42	59	8	18	50	77	26	101	19	38	17	17	9	85	42	109	7	9	2
	24%	21%	28%	13%	30%	19%	29%	22%	24%	35%	38%	19%	19%	12%	27%	20%	24%	27%	21%	11%
					c		e			m	ghklm									
										gklm										
Sometimes	209	75	79	29	25	104	105	54	154	19	35	32	38	30	114	95	167	10	22	9
	39%	36%	38%	48%	42%	39%	39%	45%	37%	36%	35%	36%	41%	39%	36%	44%	38%	41%	49%	49%
Rarely	84	37	22	17	9	53	31	26	59	5	9	14	16	15	51	34	70	3	8	4
	16%	18%	11%	27%	15%	20%	12%	21%	14%	10%	9%	16%	17%	19%	16%	16%	16%	13%	17%	19%
		b				f		j												
Never	74	42	22	4	5	46	27	10	64	6	5	14	18	22	39	34	60	3	6	4
	14%	20%	11%	7%	8%	17%	10%	8%	16%	11%	5%	16%	19%	28%	12%	16%	14%	13%	14%	21%
		b				f			gj			j	gj	ghij						
NET: Ever	460	164	185	56	56	220	240	112	348	49	95	74	76	55	279	181	384	22	39	15
	86%	80%	89%	93%	92%	83%	90%	92%	84%	89%	95%	84%	81%	72%	88%	84%	86%	87%	86%	79%
			a				e	hlm		m	hklm									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 115

QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 2

		Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
	Total	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	40	39	-	1	32	8	30	7	30	5	5	25	7	8	20	6	15	20	7	12	29	10	1
	7%	8%	-	11%	7%	10%	7%	11%	11% j	6%	3%	11% m	14% m	3%	15% p	9%	4%	11% s	15% s	4%	12% v	8% v	1%
Very often	127	119	7	1	112	15	107	12	80	18	28	65	9	53	39	17	71	52	15	60	72	24	31
	24%	24%	21%	12%	24%	20%	24%	20%	29% j	21%	17%	30% m	16%	20%	29%	29% s	21%	29%	29%	20%	28% v	20%	19%
Sometimes	209	189	16	3	182	27	180	23	102	36	70	84	26	99	46	24	139	68	19	122	94	50	65
	39%	38%	50%	41%	40%	36%	40%	38%	37%	42%	41%	38%	48%	38%	35%	40%	41%	38%	36%	40%	37%	43%	40%
Rarely	84	77	6	2	72	13	69	8	32	19	33	33	8	43	17	12	55	28	7	50	34	19	31
	16%	16%	17%	20%	16%	17%	15%	13%	12%	22% h	19% h	15%	16%	17%	13%	19%	16%	15%	14%	16%	13%	17%	19%
Never	74	69	4	1	61	13	60	11	33	7	34	13	3	57	11	2	61	11	3	60	25	13	36
	14%	14%	11%	15%	13%	17%	14%	19%	12%	8%	20% hi	6%	6%	22% kl	8%	3%	18% no	6%	6%	20% qr	10%	11%	22% tu
NET: Ever	460	425	28	7	398	62	386	50	245	79	136	208	50	203	122	59	280	168	48	244	229	102	129
	86%	86%	89%	85%	87%	83%	86%	81%	88% j	92% j	80%	94% m	94% m	78%	92% p	97% p	82%	94% s	94% s	80%	90% v	89% v	78%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 116

QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	40	12	28	32	8	12	28	36	12	13	23	40	-	40	-	27	10	18	13	12	16	9
	7%	12%	6%	12%	3%	12%	6%	10%	19%	17%	16%	8%	-	8%	-	14%	4%	13%	13%	11%	13%	14%
				df		d		g				l		n		p						
Very often	127	36	91	73	54	36	91	105	23	26	49	118	9	117	10	58	50	42	32	34	46	22
	24%	36%	21%	27%	21%	36%	21%	29%	35%	35%	33%	24%	19%	24%	20%	29%	21%	31%	33%	32%	37%	34%
		b				df																
Sometimes	209	36	173	108	101	36	173	146	23	20	51	200	9	200	9	86	88	50	33	38	36	19
	39%	36%	40%	40%	38%	36%	40%	40%	35%	27%	34%	41%	18%	41%	18%	42%	37%	37%	34%	35%	29%	30%
								i				l		n								
Rarely	84	14	71	39	45	14	71	48	5	14	18	76	9	76	9	23	47	16	14	15	14	6
	16%	14%	16%	14%	17%	14%	16%	13%	7%	18%	12%	16%	19%	16%	18%	11%	20%	12%	14%	14%	11%	9%
										h							o					
Never	74	2	72	18	55	2	72	27	2	3	9	53	21	53	21	8	44	11	5	8	12	8
	14%	2%	16%	7%	21%	2%	16%	7%	3%	3%	6%	11%	44%	11%	43%	4%	18%	8%	5%	8%	10%	13%
			a		ce		ce						k		m		o					
NET: Ever	460	97	363	252	208	97	363	335	63	72	141	434	26	433	27	193	194	126	91	99	112	56
	86%	98%	84%	93%	79%	98%	84%	93%	97%	97%	94%	89%	56%	89%	57%	96%	82%	92%	95%	92%	90%	87%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 117

QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 2

			Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10	
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**	
Always	58	18	27	4	9	22	36	13	45	10	19	8	3	5	40	18	50	5	4	-	
	11%	9%	13%	7%	14%	8%	13%	10%	11%	19%	19%	9%	3%	6%	12%	9%	11%	18%	8%	-	
								l	l	lm	hklm										
Very often	121	43	46	15	17	58	63	32	89	16	30	24	18	1	78	43	110	3	4	4	
	23%	21%	22%	25%	28%	22%	23%	26%	22%	30%	30%	27%	19%	1%	25%	20%	25%	13%	8%	19%	
								m	m	m	m	m					r				
Sometimes	198	77	75	23	23	100	98	46	153	20	37	33	31	32	112	86	162	11	18	8	
	37%	38%	36%	37%	38%	38%	37%	38%	37%	37%	37%	38%	33%	41%	35%	40%	37%	42%	39%	41%	
Rarely	79	30	28	13	7	44	35	20	59	6	6	11	19	17	49	30	60	5	10	4	
	15%	15%	14%	22%	11%	17%	13%	17%	14%	11%	6%	12%	20%	22%	15%	14%	14%	21%	22%	19%	
								j	j				j	j							
Never	78	36	31	6	5	42	36	11	67	2	7	13	23	22	40	38	62	2	11	4	
	15%	18%	15%	9%	8%	16%	13%	9%	16%	3%	7%	15%	25%	29%	12%	18%	14%	6%	24%	21%	
									gij			i	gij	ghijk							
NET: Ever	456	169	176	55	56	224	232	111	345	52	93	75	70	55	279	177	382	23	35	15	
	85%	82%	85%	91%	92%	84%	87%	91%	84%	97%	93%	85%	75%	71%	88%	82%	86%	94%	76%	79%	
								hlm	m	hklm	hlm	m									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 118

QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	58	56	1	1	52	6	50	5	39	8	11	35	6	17	22	8	28	26	11	21	36	15	8
	11%	11%	2%	11%	11%	8%	11%	8%	14%	9%	6%	16%	11%	6%	16%	14%	8%	14%	21%	7%	14%	13%	5%
									j			m			p			s	s		v	v	
Very often	121	113	7	1	106	15	102	11	82	11	28	70	13	38	30	14	78	57	10	53	71	27	23
	23%	23%	23%	11%	23%	20%	23%	18%	30%	12%	16%	32%	24%	15%	22%	22%	23%	32%	20%	18%	28%	24%	14%
									ij			m						s			v		
Sometimes	198	180	14	4	169	29	163	26	92	49	57	82	22	94	47	28	123	64	24	110	93	43	62
	37%	36%	45%	51%	37%	39%	37%	42%	33%	57%	34%	37%	42%	36%	35%	47%	36%	36%	47%	36%	37%	37%	37%
										hj													
Rarely	79	75	3	1	68	11	67	8	33	12	34	22	7	50	17	7	55	20	4	55	34	14	31
	15%	15%	9%	12%	15%	14%	15%	13%	12%	14%	20%	10%	13%	19%	13%	11%	16%	11%	8%	18%	13%	12%	19%
											h			k						q			
Never	78	70	7	1	64	14	64	12	31	6	40	12	5	61	18	3	57	12	2	64	20	16	42
	15%	14%	21%	15%	14%	18%	14%	19%	11%	7%	24%	5%	10%	23%	13%	5%	17%	7%	4%	21%	8%	14%	26%
											hi			kl			o			qr			tu
NET: Ever	456	424	25	7	395	61	382	49	246	80	130	209	48	199	115	57	284	167	49	240	234	99	123
	85%	86%	79%	85%	86%	82%	86%	81%	89%	93%	76%	95%	90%	77%	87%	95%	83%	93%	96%	79%	92%	86%	74%
									j	j		m	m		p			s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 119
QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	58	17	41	37	21	17	41	51	16	13	33	55	3	54	4	35	14	19	15	19	18	11
	11%	17%	9%	14%	8%	17%	9%	14%	25%	17%	22%	11%	6%	11%	9%	17%	6%	14%	16%	18%	15%	18%
		b		d		df			g		g					p						
Very often	121	32	89	84	37	32	89	102	20	24	45	116	4	115	5	67	37	32	32	28	34	12
	23%	32%	20%	31%	14%	32%	20%	28%	31%	33%	30%	24%	9%	24%	11%	33%	16%	23%	34%	26%	27%	19%
		b		df		df	d					l		n		p						
Sometimes	198	38	161	94	104	38	161	128	21	24	45	182	17	185	13	71	96	52	31	36	41	21
	37%	38%	37%	35%	39%	38%	37%	35%	33%	32%	30%	37%	35%	38%	28%	35%	40%	38%	32%	34%	33%	33%
Rarely	79	11	68	31	48	11	68	48	6	7	16	74	5	75	4	19	44	20	9	18	17	9
	15%	11%	16%	11%	18%	11%	16%	13%	10%	10%	11%	15%	11%	15%	9%	9%	19%	14%	9%	17%	14%	14%
					c												o					
Never	78	2	76	24	54	2	76	32	1	6	10	60	18	57	21	10	47	14	9	6	13	10
	15%	2%	18%	9%	21%	2%	18%	9%	1%	9%	6%	12%	38%	12%	43%	5%	20%	10%	9%	6%	11%	16%
			a	e	ce		ce	h					k		m		o					s
NET: Ever	456	98	358	247	209	98	358	330	64	68	140	427	29	429	27	192	191	123	88	101	111	54
	85%	98%	82%	91%	79%	98%	82%	91%	99%	91%	94%	88%	62%	88%	57%	95%	80%	90%	91%	94%	89%	84%
		b		df		cdf		g				l		n		p				u		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 120

QINF1_4 - Frequency of seeing 04. Lorraine_2 ad

Base: Cell 2

															Demographics					
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	25	6	14	3	3	9	17	6	20	2	10	5	1	1	17	8	20	4	1	-
	5%	3%	7%	5%	4%	3%	6%	5%	5%	3%	10% hlm	6%	1%	1%	5%	4%	4%	18%	3%	-
Very often	103	41	48	8	7	49	54	15	88	19	31	21	12	6	69	34	92	-	10	2
	19%	20%	23%	13%	11%	18%	20%	12%	21% gm	35% ghlm	31% glm	23% gm	13%	7%	22%	16%	21%	-	21%	10%
Sometimes	207	75	71	28	33	103	104	61	146	21	37	29	34	25	123	84	163	9	21	13
	39%	37%	34%	46%	54%	39%	39%	50% hklm	35%	39%	37%	33%	36%	33%	39%	39%	37%	38%	46%	70%
Rarely	118	46	47	15	10	61	57	25	93	10	16	17	28	21	63	55	101	8	7	2
	22%	22%	23%	24%	17%	23%	21%	20%	23%	19%	16%	20%	30% j	28%	20%	26%	23%	34%	15%	9%
Never	81	37	28	7	8	44	36	15	66	2	5	16	19	24	47	34	69	3	7	2
	15%	18%	14%	12%	14%	17%	14%	13%	16% ij	3%	5%	18% ij	20% ij	31% ghij	15%	16%	16%	10%	15%	11%
NET: Ever	453	168	179	54	53	222	232	106	347	52	95	72	75	53	272	182	375	22	39	17
	85%	82%	86%	88%	86%	83%	86%	87% m	84% m	97% hklm	95% hklm	82%	80%	69%	85%	84%	84%	90%	85%	89%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 121

QINF1_4 - Frequency of seeing 04. Lorraine_2 ad

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	25	24	1	-	21	4	21	3	18	4	3	15	4	6	15	5	5	14	5	6	18	6	2
	5%	5%	3%	-	5%	5%	5%	5%	7%	4%	2%	7%	8%	2%	11%	9%	1%	8%	10%	2%	7%	5%	1%
									j			m	m		p	p		s	s		v		
Very often	103	95	9	-	83	20	79	14	72	15	17	58	11	34	38	14	51	51	11	41	60	30	13
	19%	19%	27%	-	18%	27%	18%	23%	26%	17%	10%	26%	21%	13%	28%	24%	15%	29%	22%	13%	23%	26%	8%
									j			m			p			s			v	v	
Sometimes	207	189	12	6	187	20	181	16	103	31	73	100	20	86	58	20	128	72	24	111	109	35	63
	39%	38%	36%	74%	41%	26%	40%	26%	37%	35%	43%	45%	37%	33%	44%	33%	38%	40%	47%	37%	43%	31%	38%
					eg		eg		j			m									u		
Rarely	118	110	7	1	101	17	99	15	49	27	42	32	14	71	12	17	89	29	7	81	44	32	42
	22%	22%	20%	11%	22%	22%	22%	24%	18%	31%	25%	15%	27%	27%	9%	28%	26%	16%	14%	27%	17%	28%	25%
										h			k	k		n	n			q		t	
Never	81	75	5	1	67	14	66	13	36	10	35	15	4	62	9	4	68	12	3	65	23	12	46
	15%	15%	14%	15%	15%	19%	15%	22%	13%	12%	20%	7%	7%	24%	7%	6%	20%	7%	7%	21%	9%	10%	28%
											h			kl			no			qr			tu
NET: Ever	453	418	28	7	393	60	380	48	242	76	135	206	49	198	124	57	273	167	48	239	231	103	119
	85%	85%	86%	85%	85%	81%	85%	78%	87%	88%	80%	93%	93%	76%	93%	94%	80%	93%	93%	79%	91%	90%	72%
									j			m	m		p	p		s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 122

QINF1_4 - Frequency of seeing 04. Lorraine_2 ad

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	25	8	18	18	8	8	18	20	9	9	15	25	-	23	2	16	7	8	8	10	12	6
	5%	8%	4%	6%	3%	8%	4%	5%	15%	12%	10%	5%	-	5%	4%	8%	3%	6%	8%	10%	10%	9%
						d			g	g												
Very often	103	31	72	66	38	31	72	83	26	25	47	96	7	96	7	56	33	47	27	30	39	22
	19%	31%	17%	24%	14%	31%	17%	23%	39%	34%	32%	20%	15%	20%	14%	28%	14%	34%	28%	28%	31%	34%
		b		df		df			g	g	g					p						
Sometimes	207	44	162	120	87	44	162	149	20	21	49	195	12	199	8	87	82	46	39	42	39	22
	39%	45%	37%	44%	33%	45%	37%	41%	31%	29%	33%	40%	25%	41%	17%	43%	35%	34%	41%	40%	31%	35%
				d		d		i				l		n								
Rarely	118	13	105	41	77	13	105	75	5	12	25	104	14	103	15	32	66	22	14	19	21	5
	22%	13%	24%	15%	29%	13%	24%	21%	7%	16%	17%	21%	29%	21%	31%	16%	28%	16%	15%	17%	17%	8%
			a		ce		ce	h									o					
Never	81	3	77	27	54	3	77	35	5	7	12	66	15	64	17	10	49	13	9	6	13	9
	15%	3%	18%	10%	21%	3%	18%	10%	8%	9%	8%	14%	31%	13%	34%	5%	21%	9%	9%	5%	10%	14%
			a		e		ce						k		m		o					s
NET: Ever	453	96	357	244	209	96	357	327	60	68	137	421	33	422	32	191	189	124	88	101	111	55
	85%	97%	82%	90%	79%	97%	82%	90%	92%	91%	92%	86%	69%	87%	66%	95%	79%	91%	91%	95%	90%	86%
		b		df		cdf						l		n		p				u		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 123

QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_2 paidpartnership

Base: Cell 2

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	34	6	23	4	1	10	24	6	28	4	14	7	2	1	25	9	24	4	3	2
	6%	3%	11%	7%	2%	4%	9%	5%	7%	7%	14%	8%	2%	1%	8%	4%	5%	18%	7%	11%
			a				e				ghlm		m							
Very often	121	50	41	15	16	65	57	31	91	17	34	17	16	7	81	41	106	5	8	2
	23%	24%	20%	25%	26%	24%	21%	25%	22%	32%	34%	19%	17%	9%	25%	19%	24%	19%	18%	10%
								m	m	lm	hklm									
Sometimes	200	75	75	22	29	96	104	51	150	27	34	34	32	23	114	86	169	3	19	9
	38%	36%	36%	36%	47%	36%	39%	42%	36%	49%	34%	38%	35%	30%	36%	40%	38%	13%	41%	49%
										m										
Rarely	103	35	39	17	11	52	50	28	74	5	9	15	23	23	57	45	84	11	6	2
	19%	17%	19%	28%	18%	20%	19%	23%	18%	9%	9%	17%	25%	30%	18%	21%	19%	43%	13%	9%
								ij	j				ij	hijk						
Never	76	40	29	3	4	43	33	7	69	2	9	16	20	23	41	35	61	2	10	4
	14%	20%	14%	4%	6%	16%	12%	5%	17%	3%	9%	18%	21%	30%	13%	16%	14%	7%	21%	20%
								gi				gi	gij	ghij						
NET: Ever	458	165	178	58	57	223	235	115	343	52	91	72	73	54	277	181	384	23	36	15
	86%	80%	86%	96%	94%	84%	88%	95%	83%	97%	91%	82%	79%	70%	87%	84%	86%	93%	79%	80%
								hklm	m	hklm	lm									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 124

QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_2 paidpartnership

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	34	33	1	-	28	6	26	6	26	5	4	23	6	6	12	8	14	15	8	11	20	11	3
	6%	7%	3%	-	6%	8%	6%	10%	9% j	5%	2%	10% m	11% m	2%	9% p	13% p	4%	8% s	15% s	4%	8% v	10% v	2%
Very often	121	114	6	1	108	14	104	11	79	14	28	72	15	35	39	15	67	58	19	43	70	28	23
	23%	23%	19%	12%	23%	18%	23%	17%	29% ij	16%	17%	32% m	28% m	13%	30% p	25%	20%	33% s	38% s	14%	28% v	24% v	14%
Sometimes	200	179	17	4	173	27	168	19	98	41	60	83	20	98	54	22	124	73	15	112	104	38	58
	38%	36%	53%	51%	38%	36%	38%	32%	35%	48% h	36%	37%	37%	38%	40%	37%	36%	41%	30%	37%	41%	33%	35%
Rarely	103	95	6	2	89	14	88	13	46	20	36	30	10	62	18	12	72	22	7	74	39	23	40
	19%	19%	18%	22%	19%	18%	20%	21%	17%	24%	21%	13%	20%	24% k	14%	21%	21%	12%	13%	24% q	16%	20%	25% t
Never	76	72	2	1	61	14	60	12	28	6	42	14	3	59	9	3	64	10	2	64	20	15	41
	14%	15%	8%	15%	13%	19%	14%	20%	10%	7%	25% hi	6%	5%	23% kl	7%	4%	19% no	6%	4%	21% qr	8%	13%	25% tu
NET: Ever	458	421	30	7	398	60	386	49	250	80	128	207	50	201	124	58	277	169	49	240	234	100	124
	86%	85%	92%	85%	87%	81%	86%	80%	90% j	93% j	75%	94% m	95% m	77%	93% p	96% p	81%	94% s	96% s	79%	92% v	87% v	75%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 125
QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_2 paidpartnership

Base: Cell 2

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	34	16	18	25	9	16	18	29	8	9	22	34	-	33	1	24	7	7	7	12	12	6
	6%	16%	4%	9%	3%	16%	4%	8%	13%	12%	15%	7%	-	7%	2%	12%	3%	5%	7%	11%	10%	10%
		b		df		df					g					p						
Very often	121	33	89	76	45	33	89	100	26	18	50	115	6	112	10	67	34	43	34	37	41	24
	23%	33%	20%	28%	17%	33%	20%	28%	40%	24%	33%	24%	13%	23%	20%	33%	14%	31%	36%	34%	33%	37%
		b		df		df			gi							p						
Sometimes	200	30	170	105	95	30	170	139	21	28	45	182	18	186	14	77	93	56	35	33	45	23
	38%	30%	39%	39%	36%	30%	39%	39%	33%	37%	30%	37%	39%	38%	30%	38%	39%	41%	37%	31%	36%	36%
Rarely	103	18	85	39	64	18	85	65	7	13	22	94	9	94	8	23	59	19	13	21	17	4
	19%	18%	20%	14%	24%	18%	20%	18%	10%	18%	15%	19%	18%	19%	18%	11%	25%	14%	13%	20%	14%	6%
					c												o			u		
Never	76	3	73	25	51	3	73	29	3	8	9	61	14	61	15	10	45	13	7	5	9	7
	14%	3%	17%	9%	19%	3%	17%	8%	5%	10%	6%	13%	30%	13%	31%	5%	19%	9%	7%	4%	8%	12%
			a	e	ce		ce						k		m		o					
NET: Ever	458	96	362	246	213	96	362	333	62	67	140	425	33	425	33	191	193	124	90	102	114	57
	86%	97%	83%	91%	81%	97%	83%	92%	95%	90%	94%	87%	70%	87%	69%	95%	81%	91%	93%	96%	92%	88%
		b		df		cdf						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 126

QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 2

											Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	29	7	16	3	3	10	19	6	23	1	14	8	1	-	21	8	24	-	1	4
	5%	3%	8%	4%	5%	4%	7%	5%	6%	2%	14%	9%	1%	-	6%	4%	5%	-	3%	21%
									m		ghilm	lm								
Very often	98	39	37	9	13	48	50	21	76	18	29	13	9	7	63	34	88	3	7	-
	18%	19%	18%	14%	21%	18%	19%	18%	19%	33%	29%	15%	10%	9%	20%	16%	20%	13%	15%	-
									lm	ghklm	ghklm									
Sometimes	228	80	88	29	31	109	119	60	168	21	36	40	40	31	135	92	193	12	15	7
	43%	39%	43%	47%	51%	41%	44%	49%	41%	39%	36%	45%	43%	40%	43%	43%	43%	49%	34%	38%
Rarely	98	40	35	15	9	55	43	23	75	8	15	12	23	16	56	42	74	5	16	4
	18%	19%	17%	24%	14%	21%	16%	19%	18%	15%	15%	13%	25%	21%	18%	19%	17%	19%	35%	20%
													k						p	
Never	81	39	31	6	6	45	36	12	70	6	6	16	20	23	43	38	67	5	6	4
	15%	19%	15%	10%	9%	17%	14%	10%	17%	10%	6%	18%	21%	30%	14%	18%	15%	19%	13%	21%
									gj			j	gj	ghij						
NET: Ever	452	166	176	54	55	221	232	110	343	49	94	72	74	54	275	177	378	20	40	15
	85%	81%	85%	90%	91%	83%	86%	90%	83%	90%	94%	82%	79%	70%	86%	82%	85%	81%	87%	79%
									hlm	m	hklm									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 127
QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	29	28	1	-	21	8	19	5	23	3	3	24	2	3	18	3	8	19	6	4	20	3	6
	5%	6%	2%	-	5%	11%	4%	8%	8%	3%	2%	11%	4%	1%	13%	5%	2%	11%	12%	1%	8%	3%	4%
						df			j			m			p			s	s		v		
Very often	98	88	9	1	84	14	78	11	66	12	19	56	12	30	37	12	49	42	18	37	55	27	16
	18%	18%	28%	12%	18%	18%	17%	18%	24%	14%	11%	25%	23%	12%	28%	20%	14%	24%	35%	12%	22%	23%	9%
									ij			m			p			s	s		v	v	
Sometimes	228	213	10	4	210	18	206	17	103	45	79	94	25	108	50	28	150	77	16	135	110	51	67
	43%	43%	32%	51%	46%	24%	46%	28%	37%	52%	47%	43%	48%	42%	37%	46%	44%	43%	31%	44%	43%	44%	40%
					eg		eg			h													
Rarely	98	88	8	2	80	18	79	13	52	17	29	32	11	55	18	11	69	30	8	61	46	23	30
	18%	18%	26%	22%	17%	24%	18%	21%	19%	20%	17%	14%	21%	21%	14%	18%	20%	17%	15%	20%	18%	20%	18%
Never	81	76	4	1	64	17	64	15	33	10	39	15	3	64	10	6	65	11	3	68	22	12	47
	15%	16%	12%	15%	14%	23%	14%	25%	12%	11%	23%	7%	5%	24%	8%	11%	19%	6%	6%	22%	9%	11%	28%
						d		df			hi			kl			n			qr			tu
NET: Ever	452	417	28	7	395	57	382	46	245	77	131	206	50	196	123	54	276	168	48	236	232	103	118
	85%	84%	88%	85%	86%	77%	86%	75%	88%	89%	77%	93%	95%	76%	92%	89%	81%	94%	94%	78%	91%	89%	72%
					eg		g		j	j		m	m		p			s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 128
QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	29	8	21	20	9	8	21	27	8	7	14	29	-	28	1	19	7	8	7	9	5	3
	5%	8%	5%	8%	3%	8%	5%	7%	13%	10%	10%	6%	-	6%	2%	10%	3%	6%	8%	8%	4%	5%
				d		d										p						
Very often	98	32	66	68	30	32	66	80	27	23	45	92	6	94	4	54	32	35	23	25	41	16
	18%	32%	15%	25%	11%	32%	15%	22%	42%	30%	30%	19%	12%	19%	8%	27%	14%	26%	24%	23%	33%	26%
		b		df		df			g							p						
Sometimes	228	43	185	120	107	43	185	158	21	29	54	214	14	213	15	91	98	58	41	46	45	29
	43%	43%	43%	44%	41%	43%	43%	44%	33%	39%	36%	44%	30%	44%	31%	45%	41%	42%	43%	43%	36%	45%
Rarely	98	12	86	34	64	12	86	66	6	8	25	92	6	91	7	30	51	22	18	19	21	9
	18%	12%	20%	13%	24%	12%	20%	18%	9%	11%	17%	19%	13%	19%	15%	15%	22%	16%	18%	18%	17%	14%
					ce		c															
Never	81	4	77	28	53	4	77	32	2	8	11	61	21	60	21	8	49	13	8	8	12	7
	15%	4%	18%	10%	20%	4%	18%	9%	3%	10%	7%	12%	44%	12%	44%	4%	21%	10%	8%	7%	9%	11%
			a		ce		ce						k		m		o					
NET: Ever	452	95	357	242	210	95	357	330	63	67	139	426	26	425	27	194	189	124	89	99	112	57
	85%	96%	82%	90%	80%	96%	82%	91%	97%	90%	93%	88%	56%	88%	56%	96%	79%	90%	92%	93%	91%	89%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 129

QINF1_7 - Frequency of seeing 07. Zoe Sugg_2 Ad

Base: Cell 2

							Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	42	5	27	1	9	6	36	10	32	5	17	9	1	-	31	12	38	-	2	2
	8%	2%	13%	2%	14%	2%	13%	8%	8%	10%	17%	10%	1%	-	10%	5%	8%	-	5%	11%
			a		c		e	lm	lm	lm	ghlm	lm								
Very often	108	35	38	17	17	52	56	34	74	16	26	13	12	7	66	41	89	6	11	2
	20%	17%	19%	28%	28%	20%	21%	28%	18%	29%	26%	15%	13%	9%	21%	19%	20%	22%	24%	9%
								hklm		hklm	lm									
Sometimes	185	65	76	24	21	89	97	44	141	23	36	28	36	17	108	77	151	11	14	9
	35%	32%	37%	39%	34%	33%	36%	36%	34%	42%	36%	32%	39%	23%	34%	36%	34%	45%	30%	49%
								m		m		m								
Rarely	100	45	30	15	9	60	40	24	76	5	10	22	19	20	57	43	82	5	11	2
	19%	22%	15%	25%	15%	23%	15%	20%	18%	9%	10%	25%	20%	26%	18%	20%	18%	20%	24%	9%
						f						ij		ij						
Never	99	55	35	4	5	59	40	9	90	6	10	16	26	33	56	43	84	3	7	4
	19%	27%	17%	6%	9%	22%	15%	7%	22%	10%	10%	18%	27%	43%	18%	20%	19%	13%	16%	21%
		b				f		gij				g	ij	ghijkl						
NET: Ever	435	150	172	57	56	207	228	112	323	49	90	72	68	44	263	172	360	22	38	15
	81%	73%	83%	94%	91%	78%	85%	93%	78%	90%	90%	82%	73%	57%	82%	80%	81%	87%	84%	79%
			a				e	hklm	m	hlm	hlm	m	m							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 130

QINF1_7 - Frequency of seeing 07. Zoe Sugg_2 Ad

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	42	40	3	-	34	8	34	5	30	4	8	35	3	4	22	4	17	31	5	7	29	8	6
	8%	8%	8%	-	7%	11%	8%	8%	11%	5%	5%	16%	6%	2%	16%	6%	5%	17%	10%	2%	11%	7%	4%
									j			m			p			s	s		v		
Very often	108	102	5	1	89	19	81	14	66	15	27	68	15	25	34	14	60	57	17	34	73	22	13
	20%	21%	14%	12%	19%	25%	18%	23%	24%	17%	16%	31%	28%	10%	26%	23%	18%	32%	33%	11%	29%	19%	8%
									j			m	m					s	s		v	v	
Sometimes	185	168	13	4	165	20	161	16	91	32	62	80	20	85	46	21	118	58	22	105	89	42	54
	35%	34%	41%	52%	36%	26%	36%	26%	33%	37%	36%	36%	37%	33%	35%	35%	35%	32%	43%	35%	35%	37%	33%
Rarely	100	92	8	1	91	9	90	9	44	30	26	24	11	64	14	17	69	22	5	73	41	20	39
	19%	19%	23%	10%	20%	12%	20%	15%	16%	34%	16%	11%	21%	25%	10%	29%	20%	12%	10%	24%	16%	17%	24%
										hj				k		n	n			qr			
Never	99	92	4	2	80	19	80	17	46	6	47	13	5	82	17	5	77	12	2	85	22	23	53
	19%	19%	13%	26%	17%	26%	18%	28%	17%	7%	28%	6%	9%	31%	13%	8%	23%	7%	4%	28%	9%	20%	32%
							d		i		hi			kl			no			qr		t	tu
NET: Ever	435	401	28	6	380	55	366	44	231	81	123	208	48	179	116	56	264	167	49	219	232	92	112
	81%	81%	87%	74%	83%	74%	82%	72%	83%	93%	72%	94%	91%	69%	87%	92%	77%	93%	96%	72%	91%	80%	68%
					g				j	hj		m	m		p	p		s	s		uv	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 131

QINF1_7 - Frequency of seeing 07. Zoe Sugg_2 Ad

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	42	15	27	36	6	15	27	37	12	12	28	41	1	40	2	32	9	18	9	14	14	8
	8%	15%	6%	13%	2%	15%	6%	10%	18%	17%	19%	9%	2%	8%	4%	16%	4%	13%	10%	13%	11%	13%
		b		df		df	d				g					p						
Very often	108	35	72	73	35	35	72	90	25	16	44	105	3	104	4	60	36	33	22	31	31	17
	20%	36%	17%	27%	13%	36%	17%	25%	38%	21%	30%	21%	7%	21%	8%	30%	15%	24%	23%	29%	25%	26%
		b		df		df			gi			l		n		p						
Sometimes	185	36	149	99	86	36	149	132	18	29	49	174	11	175	10	75	73	48	36	36	41	16
	35%	37%	34%	37%	33%	37%	34%	36%	28%	39%	33%	36%	23%	36%	20%	37%	31%	35%	38%	34%	33%	25%
														n								
Rarely	100	11	88	38	62	11	88	53	6	9	20	87	13	87	13	21	59	19	18	18	17	11
	19%	12%	20%	14%	24%	12%	20%	15%	10%	12%	13%	18%	29%	18%	27%	11%	25%	14%	18%	17%	14%	17%
			a		ce		ce										o					
Never	99	1	98	24	75	1	98	51	4	9	8	80	19	80	19	13	61	18	11	8	21	12
	19%	1%	23%	9%	28%	1%	23%	14%	6%	11%	6%	16%	40%	16%	40%	7%	26%	13%	11%	7%	17%	19%
			a	e	ce		ce	j					k		m		o				s	s
NET: Ever	435	98	337	246	189	98	337	312	61	66	141	407	28	406	29	188	177	119	85	99	103	52
	81%	99%	77%	91%	72%	99%	77%	86%	94%	89%	94%	84%	60%	84%	60%	93%	74%	87%	89%	93%	83%	81%
		b		df		cdf					g	l		n		p				tu		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 132

QINF1_8 - Frequency of seeing 08. JamesLock3_2 no change

Base: Cell 2

		Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	18	7	7	3	2	10	8	4	14	5	5	3	1	-	16	2	18	-	-	-
	3%	3%	3%	5%	3%	4%	3%	4%	3%	9% lm	5%	3%	1%	-	5% o	1%	4%	-	-	-
Very often	84	25	39	11	8	36	47	19	64	14	27	14	5	4	46	37	73	4	4	2
	16%	12%	19%	18%	14%	14%	18%	16% lm	16% lm	25% lm	27% ghlm	16% lm	5%	5%	15%	17%	16%	18%	10%	10%
Sometimes	194	76	62	28	28	104	90	56	138	19	35	32	30	22	110	83	161	11	14	7
	36%	37%	30%	46%	46%	39%	34%	46% hlm	33%	35%	35%	36%	32%	29%	35%	39%	36%	44%	31%	39%
Rarely	128	44	54	15	15	59	69	30	98	11	18	20	33	16	78	50	105	5	14	4
	24%	21%	26%	25%	24%	22%	26%	25%	24%	21%	18%	22%	35% hj	21%	25%	23%	24%	19%	31%	20%
Never	110	54	45	4	8	57	53	12	98	6	15	20	24	34	67	43	86	5	13	6
	21%	26%	22%	6%	14%	22%	20%	10% gi	24%	10%	15%	22% g	26% gi	45% ghijkl	21%	20%	19%	20%	29%	31%
NET: Ever	424	152	162	57	53	209	215	110	314	49	85	68	69	42	251	172	358	20	32	13
	79%	74%	78%	94%	86%	78%	80%	90% hklm	76% m	90% hlm	85% m	78% m	74% m	55%	79%	80%	81%	80%	71%	69%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 133
QINF1_8 - Frequency of seeing 08. JamesLock3_2 no change

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	18	16	2	-	13	5	12	4	12	2	4	14	2	2	10	3	5	11	4	3	13	3	2
	3%	3%	6%	-	3%	7%	3%	6%	4%	2%	2%	6%	4%	1%	7%	5%	2%	6%	8%	1%	5%	2%	1%
												m			p			s	s		v		
Very often	84	77	7	-	70	14	64	8	55	9	20	51	10	22	32	11	41	45	11	27	52	19	12
	16%	16%	20%	-	15%	18%	14%	13%	20%	11%	12%	23%	19%	9%	24%	17%	12%	25%	22%	9%	21%	17%	7%
									j			m	m		p			s	s		v	v	
Sometimes	194	177	13	3	169	25	164	22	105	35	54	97	26	71	49	24	121	80	22	92	110	40	44
	36%	36%	41%	40%	37%	33%	37%	36%	38%	40%	32%	44%	50%	27%	37%	39%	35%	44%	43%	30%	43%	35%	27%
												m	m					s			v		
Rarely	128	117	7	4	110	18	109	15	62	25	41	43	8	77	25	14	89	29	12	87	48	32	48
	24%	24%	21%	44%	24%	24%	25%	24%	22%	29%	24%	20%	15%	29%	19%	23%	26%	16%	24%	29%	19%	27%	29%
														kl				s		q			t
Never	110	105	4	1	97	14	96	12	43	16	51	15	7	88	16	9	85	14	2	95	30	21	59
	21%	21%	11%	15%	21%	18%	21%	20%	16%	18%	30%	7%	13%	34%	12%	15%	25%	8%	4%	31%	12%	19%	35%
											hi			kl			n			qr			tu
NET: Ever	424	388	28	7	363	61	350	49	234	71	119	206	46	172	116	51	256	165	49	209	224	94	106
	79%	79%	89%	85%	79%	82%	79%	80%	84%	82%	70%	93%	87%	66%	88%	85%	75%	92%	96%	69%	88%	81%	65%
									j	j		m	m		p			s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 134
QINF1_8 - Frequency of seeing 08. JamesLock3_2 no change

Base: Cell 2

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	18	5	13	11	7	5	13	15	4	4	10	17	1	17	1	11	4	4	3	5	3	1
	3%	5%	3%	4%	3%	5%	3%	4%	6%	5%	7%	4%	2%	4%	2%	6% p	2%	3%	3%	5%	2%	2%
Very often	84	24	59	56	27	24	59	71	19	22	39	81	3	79	5	48	25	30	22	24	24	17
	16%	24% b	14%	21% df	10%	24% df	14%	20%	30%	29%	26%	17%	6%	16%	10%	24% p	11%	22%	23%	23%	20%	27%
Sometimes	194	45	149	115	78	45	149	135	33	30	56	176	18	178	15	85	75	57	41	51	49	26
	36%	45%	34%	43% df	30%	45%	34%	37%	50% g	40%	37%	36%	37%	37%	32%	42% p	31%	41%	42%	48%	40%	40%
Rarely	128	17	111	51	77	17	111	86	6	11	28	122	6	123	4	37	66	29	20	16	28	10
	24%	17%	26%	19%	29% ce	17%	26% c	24% h	9%	15%	19%	25%	13%	25% n	9%	19%	28% o	21%	21%	15%	22%	15%
Never	110	8	102	37	74	8	102	56	3	8	16	91	19	88	22	20	67	18	11	10	19	10
	21%	8%	24% a	14%	28% ce	8%	24% ce	15% h	5%	11%	11%	19%	41% k	18%	47% m	10%	28% o	13%	11%	9%	15%	16%
NET: Ever	424	91	332	234	190	91	332	306	62	67	133	396	28	398	26	181	170	119	85	97	105	54
	79%	92% b	76%	86% df	72%	92% df	76%	85% g	95%	89%	89%	81% l	59%	82% n	53%	90% p	72%	87%	89%	91%	85%	84%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 135

QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 2

																Demographics					
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10	
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**	
Always	31	17	10	3	1	20	11	4	27	7	12	4	1	2	20	11	27	-	2	2	
	6%	8%	5%	5%	2%	8%	4%	3%	6%	14%	12%	4%	1%	3%	6%	5%	6%	-	5%	10%	
										gklm	glm										
Very often	110	48	33	16	13	64	46	29	81	19	25	22	11	5	67	44	95	7	5	4	
	21%	23%	16%	27%	21%	24%	17%	24%	20%	34%	25%	25%	12%	7%	21%	20%	21%	26%	11%	20%	
								lm	m	hlm	lm	lm									
Sometimes	201	71	79	22	30	92	109	52	149	20	40	31	35	23	122	79	168	9	19	6	
	38%	34%	38%	36%	50%	35%	41%	43%	36%	37%	40%	36%	37%	30%	38%	37%	38%	35%	41%	30%	
Rarely	106	30	48	16	12	46	60	28	78	4	11	20	28	16	60	46	89	3	8	6	
	20%	15%	23%	26%	20%	17%	22%	23%	19%	7%	11%	23%	30%	20%	19%	21%	20%	13%	17%	30%	
			a					ij	i			ij	hij	i							
Never	86	40	37	4	4	44	42	8	77	5	13	11	19	31	50	36	65	7	12	2	
	16%	19%	18%	6%	7%	16%	16%	7%	19%	8%	13%	12%	20%	40%	16%	17%	15%	26%	26%	11%	
								g					g	ghijkl							
NET: Ever	448	166	169	57	57	222	226	113	335	50	87	77	75	46	269	180	379	18	34	17	
	84%	81%	82%	94%	93%	84%	84%	93%	81%	92%	87%	88%	80%	60%	84%	83%	85%	74%	74%	89%	
								hlm	m	m	m	m	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 136
QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	31	31	-	-	27	4	25	1	23	3	5	25	2	4	18	6	7	24	4	3	21	9	1
	6%	6%	-	-	6%	5%	6%	2%	8% j	3%	3%	11% m	4%	1%	14% p	10% p	2%	13% s	7% s	1%	8% v	8% v	1%
Very often	110	100	10	-	93	18	88	12	72	10	28	61	17	33	42	19	49	54	14	43	74	23	14
	21%	20%	31%	-	20%	24%	20%	20%	26% ij	12%	17%	28% m	32% m	13%	32% p	32% p	14%	30% s	27% s	14%	29% v	20% v	9%
Sometimes	201	185	11	5	171	30	166	28	106	43	52	94	19	88	46	20	134	70	22	109	102	41	59
	38%	37%	34%	63%	37%	40%	37%	46%	38%	50% j	31%	43%	35%	34%	35%	34%	39%	39%	43%	36%	40%	35%	36%
Rarely	106	95	8	2	96	9	96	8	43	17	45	29	12	66	19	10	76	23	9	74	33	26	47
	20%	19%	26%	22%	21%	13%	21%	14%	15%	20%	27% h	13%	22%	25% k	15%	17%	22%	13%	17%	24% q	13%	23% t	28% t
Never	86	82	3	1	72	13	72	11	33	13	39	12	4	70	7	4	74	8	3	74	24	17	45
	16%	17%	9%	15%	16%	18%	16%	19%	12%	15%	23% h	6%	7%	27% kl	5%	7%	22% no	5%	6%	25% qr	10%	15% tu	27% tu
NET: Ever	448	412	29	7	387	61	375	50	244	73	131	209	49	190	126	56	267	171	48	229	230	98	120
	84%	83%	91%	85%	84%	82%	84%	81%	88% j	85%	77%	94% m	93% m	73%	95% p	93% p	78%	95% s	94% s	75%	90% v	85% v	73%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 137

QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	31	8	23	23	8	8	23	26	10	9	14	31	-	30	1	19	10	16	13	11	12	7
	6%	8%	5%	8%	3%	8%	5%	7%	15%	11%	9%	6%	-	6%	2%	9%	4%	12%	14%	11%	10%	11%
				d		d				g						p						
Very often	110	34	76	76	34	34	76	89	19	19	47	106	5	106	5	63	29	33	21	34	37	17
	21%	35%	17%	28%	13%	35%	17%	25%	29%	25%	32%	22%	10%	22%	10%	31%	12%	24%	22%	32%	30%	27%
		b		df		df								n		p						
Sometimes	201	38	163	105	96	38	163	144	28	30	53	187	14	186	15	77	88	53	42	42	39	24
	38%	38%	37%	39%	37%	38%	37%	40%	43%	40%	36%	38%	30%	38%	30%	38%	37%	39%	44%	39%	31%	37%
Rarely	106	17	89	48	58	17	89	66	6	13	26	95	11	98	8	29	58	19	13	8	20	6
	20%	17%	21%	18%	22%	17%	21%	18%	10%	17%	17%	19%	23%	20%	17%	15%	24%	14%	13%	8%	16%	10%
																	o					
Never	86	2	84	18	68	2	84	38	2	5	9	68	17	66	20	13	53	16	7	11	16	9
	16%	2%	19%	7%	26%	2%	19%	10%	3%	6%	6%	14%	37%	14%	41%	7%	22%	11%	7%	11%	13%	14%
			a		ce		ce						k		m		o					
NET: Ever	448	97	351	252	196	97	351	324	63	70	140	418	30	420	28	188	185	121	89	96	108	55
	84%	98%	81%	93%	74%	98%	81%	90%	97%	94%	94%	86%	63%	86%	59%	93%	78%	89%	93%	89%	87%	86%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 138

QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_2 ad

Base: Cell 2

							Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	24	9	10	2	2	12	12	4	20	5	11	3	1	-	13	11	19	2	1	2
	5%	5%	5%	4%	4%	4%	5%	4%	5%	10% lm	11% ghlm	3%	1%	-	4%	5%	4%	6%	3%	11%
Very often	95	38	33	13	11	51	44	23	72	19	33	14	5	-	62	33	77	10	6	2
	18%	19%	16%	21%	17%	19%	16%	19% lm	17% lm	36% ghklm	33% ghklm	16% lm	5% m	-	19%	15%	17%	40%	12%	10%
Sometimes	188	68	67	30	23	99	90	53	135	19	24	40	28	25	115	73	157	4	18	9
	35%	33%	32%	50%	37%	37%	33%	44% hjl	33%	35%	24%	45% hjl	29%	33%	36%	34%	35%	15%	40%	48%
Rarely	114	39	49	12	15	50	64	27	87	5	16	15	33	17	66	48	96	3	11	4
	21%	19%	24%	19%	24%	19%	24%	22% i	21% i	10%	16%	17%	35% ghijk	23%	21%	22%	22%	13%	24%	21%
Never	113	51	47	4	11	55	58	14	99	6	16	16	27	34	63	50	95	7	10	2
	21%	25%	23%	6%	18% c	21%	22%	12%	24% gi	10%	16%	18%	29% gi	44% ghijkl	20%	23%	21%	26%	21%	11%
NET: Ever	421	154	160	57	50	211	210	107	314	49	83	72	67	43	255	166	350	18	36	17
	79%	75%	77%	94% d	82%	79%	78%	88% hlm	76% m	90% hlm	84% m	82% m	71% m	56%	80%	77%	79%	74%	79%	89%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 139
QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_2 ad

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	24	23	1	-	20	4	20	3	17	5	3	19	2	3	13	5	6	18	2	4	16	4	4
	5%	5%	3%	-	4%	5%	5%	5%	6%	5%	2%	9%	4%	1%	10%	8%	2%	10%	4%	1%	6%	3%	2%
									j			m			p	p		s					
Very often	95	90	3	1	83	12	74	9	64	10	21	61	15	19	35	18	42	47	21	27	63	20	12
	18%	18%	10%	12%	18%	16%	17%	15%	23%	11%	13%	27%	28%	7%	27%	30%	12%	26%	41%	9%	25%	18%	7%
									ij			m	m		p	p		s	qs		v	v	
Sometimes	188	169	17	2	158	30	154	22	104	27	57	90	18	80	52	19	117	76	17	95	104	43	41
	35%	34%	54%	18%	34%	40%	35%	37%	38%	31%	33%	41%	35%	31%	39%	32%	34%	42%	33%	31%	41%	37%	25%
			a									m						s			v	v	
Rarely	114	106	5	3	101	13	101	11	46	29	40	30	12	72	17	10	87	20	6	89	32	27	55
	21%	22%	15%	32%	22%	18%	23%	19%	16%	33%	23%	13%	23%	28%	13%	16%	25%	11%	11%	29%	13%	24%	33%
										h				k			n			qr		t	t
Never	113	104	5	3	97	16	96	16	47	17	49	22	6	85	15	8	90	18	5	89	38	21	54
	21%	21%	17%	38%	21%	21%	22%	25%	17%	19%	29%	10%	11%	33%	11%	14%	26%	10%	11%	29%	15%	18%	33%
											h			kl			no			qr			tu
NET: Ever	421	389	27	5	362	59	350	45	230	70	121	199	47	175	118	52	251	161	46	215	216	94	111
	79%	79%	83%	62%	79%	79%	78%	75%	83%	81%	71%	90%	89%	67%	89%	86%	74%	90%	89%	71%	85%	82%	67%
									j			m	m		p	p		s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 140

QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_2 ad

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	24	14	10	20	4	14	10	20	12	10	15	24	-	24	-	21	3	13	7	10	6	3
	5%	14%	2%	7%	1%	14%	2%	6%	18%	13%	10%	5%	-	5%	-	10%	1%	10%	7%	9%	5%	4%
		b		df		df			g	g						p						
Very often	95	30	65	66	29	30	65	72	22	23	42	93	2	93	2	58	23	35	22	31	31	19
	18%	30%	15%	24%	11%	30%	15%	20%	33%	31%	28%	19%	3%	19%	3%	29%	10%	25%	23%	29%	25%	29%
		b		df		df			g	g	g	l		n		p						
Sometimes	188	35	153	112	76	35	153	131	22	20	54	171	17	176	12	75	73	44	35	39	42	21
	35%	36%	35%	41%	29%	36%	35%	36%	35%	27%	37%	35%	37%	36%	26%	37%	31%	32%	36%	36%	34%	32%
				d																		
Rarely	114	13	101	40	74	13	101	84	3	15	21	105	9	104	10	28	70	25	21	16	27	10
	21%	13%	23%	15%	28%	13%	23%	23%	5%	20%	14%	22%	19%	21%	21%	14%	30%	18%	21%	15%	22%	15%
			a		ce		ce	hj		h							o					
Never	113	7	106	33	80	7	106	55	6	7	18	94	19	89	24	20	68	20	12	12	18	12
	21%	7%	24%	12%	30%	7%	24%	15%	9%	9%	12%	19%	41%	18%	51%	10%	29%	14%	12%	11%	15%	19%
			a		ce		ce						k		m		o					
NET: Ever	421	92	329	238	183	92	329	307	59	68	132	393	28	397	24	182	169	117	85	95	105	52
	79%	93%	76%	88%	70%	93%	76%	85%	91%	91%	88%	81%	59%	82%	49%	90%	71%	86%	88%	89%	85%	81%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 141

QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 2

														Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	35	12	19	3	2	14	21	5	30	8	13	7	1	2	20	15	32	2	1	-
	7%	6%	9%	5%	4%	5%	8%	4%	7%	14%	13%	8%	1%	2%	6%	7%	7%	7%	3%	-
									l	glm	glm		l							
Very often	97	34	40	9	14	43	54	23	75	20	24	16	13	1	62	35	82	6	8	2
	18%	17%	20%	15%	23%	16%	20%	19%	18%	37%	24%	18%	14%	1%	20%	16%	18%	26%	17%	9%
								m	m	ghklm	m	m								
Sometimes	189	68	72	24	25	92	97	49	140	19	36	29	37	18	114	75	157	5	15	11
	35%	33%	35%	40%	41%	35%	36%	40%	34%	35%	36%	33%	40%	24%	36%	35%	35%	21%	33%	60%
								m					m							
Rarely	109	43	36	17	12	61	48	29	79	5	17	17	17	24	61	48	92	5	10	2
	20%	21%	17%	29%	20%	23%	18%	24%	19%	9%	17%	20%	18%	31%	19%	22%	21%	20%	21%	11%
								i						hij						
Never	103	48	40	7	8	55	48	15	88	3	9	19	25	32	61	43	81	6	12	4
	19%	23%	19%	12%	12%	21%	18%	12%	21%	5%	9%	21%	27%	42%	19%	20%	18%	26%	26%	20%
									gij			ij	gij	ghijk						
NET: Ever	431	157	167	53	53	211	220	106	324	51	91	69	68	45	258	173	363	18	34	15
	81%	77%	81%	88%	88%	79%	82%	88%	79%	95%	91%	79%	73%	58%	81%	80%	82%	74%	74%	80%
								hlm	m	hklm	hklm	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 142
QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	35	33	1	1	26	9	24	6	22	6	7	29	2	5	18	5	12	22	8	6	26	5	4
	7%	7%	3%	11%	6%	12% f	5%	10%	8%	7%	4%	13% m	4%	2%	14% p	8%	4%	12% s	15% s	2%	10% v	5%	2%
Very often	97	86	11	1	85	13	80	9	65	13	20	54	13	31	34	18	46	46	12	39	58	27	12
	18%	17%	33% a	12%	18%	17%	18%	14%	23% j	15%	12%	24% m	24% m	12%	26% p	29% p	14%	26% s	24% s	13%	23% v	24% v	7%
Sometimes	189	176	12	1	162	27	157	25	104	29	56	88	22	79	51	21	117	68	19	101	95	44	50
	35%	36%	38%	7%	35%	36%	35%	41%	38%	33%	33%	40% m	42%	30%	38%	35%	34%	38%	38%	33%	38%	38%	30%
Rarely	109	100	4	5	96	13	95	12	47	26	36	32	9	68	16	12	81	28	7	74	43	22	43
	20%	20%	12%	54%	21%	17%	21%	20%	17%	30% h	21%	15%	17%	26% k	12%	20%	24% n	16%	14%	24% q	17%	19%	26% t
Never	103	98	5	1	90	13	89	10	39	13	51	18	7	78	15	4	84	15	5	84	30	16	57
	19%	20%	14%	15%	20%	18%	20%	16%	14%	15%	30% hi	8%	13%	30% kl	11%	7%	25% no	8%	9%	28% qr	12%	14%	34% tu
NET: Ever	431	396	28	7	369	61	357	51	238	73	119	203	46	182	118	56	256	164	46	220	223	99	108
	81%	80%	86%	85%	80%	82%	80%	84%	86% j	85% j	70%	92% m	87% m	70%	89% p	93% p	75%	92% s	91% s	72%	88% v	86% v	66%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 143

QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	35	9	27	25	11	9	27	30	11	12	20	32	3	32	3	21	9	12	11	12	14	3
	7%	9%	6%	9%	4%	9%	6%	8%	17%	15%	14%	7%	6%	7%	6%	10%	4%	9%	11%	11%	11%	5%
				d					g	g						p						
Very often	97	30	68	59	39	30	68	79	23	16	43	94	4	94	4	62	27	38	22	24	32	22
	18%	30%	16%	22%	15%	30%	16%	22%	35%	21%	29%	19%	8%	19%	8%	31%	11%	28%	23%	22%	26%	35%
		b		df		df			g							p						
Sometimes	189	37	152	108	81	37	152	137	23	23	49	177	12	179	10	80	73	56	40	45	42	21
	35%	38%	35%	40%	31%	38%	35%	38%	35%	31%	33%	36%	26%	37%	21%	39%	31%	41%	41%	42%	34%	33%
				d											n							
Rarely	109	15	94	49	60	15	94	70	6	14	21	101	8	101	8	23	64	16	14	16	16	5
	20%	15%	22%	18%	23%	15%	22%	19%	10%	19%	14%	21%	17%	21%	16%	12%	27%	12%	14%	15%	13%	8%
																	o					
Never	103	9	94	30	73	9	94	47	2	11	17	83	20	80	23	16	65	15	10	11	19	12
	19%	9%	22%	11%	28%	9%	22%	13%	3%	14%	11%	17%	43%	16%	49%	8%	28%	11%	10%	10%	15%	19%
			a		ce		ce		h		h		k		m		o					
NET: Ever	431	90	340	240	190	90	340	315	63	64	133	404	27	406	25	185	172	122	86	96	105	52
	81%	91%	78%	89%	72%	91%	78%	87%	97%	86%	89%	83%	57%	84%	51%	92%	72%	89%	90%	90%	85%	81%
		b		df		df			gi			l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 144

QINF1_12 - Frequency of seeing 12. Em Sheldon - topshop_2 no change

Base: Cell 2

							Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	**550**	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	**534**	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Always	**35**	10	17	5	2	16	19	8	27	7	10	6	1	2	26	9	29	-	4	2
	6%	5%	8%	9%	4%	6%	7%	6%	6%	14% lm	10% l	7%	1%	3%	8%	4%	7%	-	8%	11%
Very often	**121**	46	39	10	26	56	65	36	85	18	28	19	12	8	77	44	108	3	8	2
	23%	22%	19%	16%	43% c	21%	24%	29% hlm	21%	34% hlm	28% lm	21%	13%	11%	24%	21%	24%	13%	18%	10%
Sometimes	**200**	71	74	32	23	103	97	55	145	18	38	29	39	21	114	86	161	14	17	9
	37%	34%	36%	53%	37%	39%	36%	45% hm	35%	33%	38%	32%	42%	28%	36%	40%	36%	54%	37%	48%
Rarely	**89**	42	38	7	3	49	41	10	79	5	14	21	22	17	53	36	74	2	10	4
	17%	20%	18%	11%	5%	18%	15%	8%	19% g	9%	14%	24% gi	23% gi	23% gi	17%	17%	17%	7%	21%	21%
Never	**89**	37	39	6	7	43	46	13	76	5	9	14	19	28	49	40	73	7	7	2
	17%	18%	19%	10%	11%	16%	17%	11%	18% gj	10%	9%	16%	21% gj	37% ghijkl	16%	18%	16%	26%	16%	11%
NET: Ever	**445**	168	168	54	54	223	222	109	336	49	91	74	74	49	269	176	371	18	38	17
	83%	82%	81%	90%	89%	84%	83%	89% hlm	82%	90% m	91% m	84% hlm	79% m	63%	84%	82%	84%	74%	84%	89%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 145
QINF1_12 - Frequency of seeing 12. Em Sheldon - topshop_2 no change

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Always	35	34	1	-	27	8	27	8	22	4	8	23	6	5	14	4	16	24	3	8	21	6	8
	6%	7%	3%	-	6%	11%	6%	13%	8%	5%	5%	11%	12%	2%	11%	7%	5%	13%	6%	3%	8%	5%	5%
								df				m	m		p			s			uv		
Very often	121	109	11	1	101	20	95	16	78	13	30	70	13	38	45	13	63	64	17	41	80	22	19
	23%	22%	34%	11%	22%	26%	21%	25%	28%	15%	18%	32%	25%	14%	34%	21%	19%	36%	32%	13%	31%	19%	12%
									ij			m			p			s	s		uv		
Sometimes	200	187	10	3	180	20	174	15	107	39	54	88	19	93	50	28	122	66	24	109	97	49	55
	37%	38%	30%	41%	39%	27%	39%	24%	39%	45%	32%	40%	36%	36%	38%	46%	36%	37%	48%	36%	38%	42%	33%
					g		g			j													
Rarely	89	79	7	3	76	13	76	10	30	20	39	21	7	62	14	11	64	10	4	75	28	22	39
	17%	16%	22%	33%	17%	17%	17%	16%	11%	24%	23%	9%	12%	24%	11%	18%	19%	6%	7%	25%	11%	19%	24%
										h	h			k			n			qr		t	t
Never	89	84	3	1	75	14	74	13	40	11	38	18	8	63	9	5	75	15	4	70	28	16	44
	17%	17%	10%	15%	16%	19%	17%	21%	14%	13%	22%	8%	15%	24%	6%	9%	22%	8%	7%	23%	11%	14%	27%
											h			k			no			qr			tu
NET: Ever	445	409	29	7	384	61	372	48	237	76	132	202	45	197	124	55	265	164	47	233	226	99	121
	83%	83%	90%	85%	84%	81%	83%	79%	86%	87%	78%	92%	85%	76%	94%	91%	78%	92%	93%	77%	89%	86%	73%
									j			m			p	p		s	s		v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Table 146

QINF1_12 - Frequency of seeing 12. Em Sheldon - topshop_2 no change

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Always	35	13	22	28	6	13	22	29	12	10	20	32	2	32	2	19	11	12	9	14	9	5
	6%	13% b	5%	10% df	2%	13% df	5%	8%	19% g	13%	14% g	7%	5%	7%	5%	9% p	5%	9%	9%	13%	7%	7%
Very often	121	36	85	77	44	36	85	97	22	29	49	114	7	115	6	63	40	36	30	33	42	23
	23%	37% b	19%	28% df	17%	37% df	19%	27%	33%	39% g	33%	23%	14%	24%	12%	31% p	17%	26%	32%	31%	34%	37%
Sometimes	200	39	161	108	92	39	161	146	21	23	49	187	13	187	13	86	79	54	36	39	39	19
	37%	39%	37%	40%	35%	39%	37%	40%	32%	31%	33%	38%	28%	38%	27%	42% p	33%	39%	38%	36%	32%	30%
Rarely	89	9	80	35	54	9	80	53	4	4	19	86	3	85	4	20	54	22	14	13	27	11
	17%	9%	19% a	13%	20% ce	9%	19% e	15% i	6%	6%	13%	18% l	6%	18%	8%	10%	23% o	16%	14%	12%	22% s	16%
Never	89	2	87	22	67	2	87	38	6	8	12	67	22	66	23	13	54	13	7	8	7	6
	17%	2%	20% a	8%	25% ce	2%	20% ce	11%	10%	11%	8%	14%	47% k	14%	48% m	7%	23% o	10%	7%	8%	6%	10%
NET: Ever	445	97	348	249	196	97	348	324	59	67	138	420	25	420	25	188	184	124	89	99	117	58
	83%	98% b	80%	92% df	75%	98% df	80%	89%	90%	89%	92%	86% l	53%	86% n	52%	93% p	77%	90%	93%	92%	94%	90%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 147

QINF1_1 - Frequency of seeing 01a. Maria J - full post_3 Ad

Base: Cell 3

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	**400**	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	**414**	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	**33**	12	21	-	-	12	21	-	33	8	16	6	3	1	26	7	29	2	2	-
	8%	6%	10%	-	-	6%	10%	-	8%	15%	16%	6%	3%	1%	11%	4%	8%	7%	8%	-
									m	lm	hlm				o					
Very often	**69**	22	47	-	-	22	47	-	69	17	27	14	7	4	46	23	59	2	7	-
	17%	11%	22%	-	-	11%	22%	-	17%	35%	26%	15%	7%	5%	19%	13%	17%	7%	23%	-
			a				e		lm	hklm	hlm	m								
Sometimes	**148**	77	71	-	-	77	71	-	148	17	33	42	35	21	74	74	121	11	8	7
	36%	38%	34%	-	-	38%	34%	-	36%	33%	33%	46%	39%	26%	31%	43%	35%	46%	26%	57%
												m				n				
Rarely	**86**	45	41	-	-	45	41	-	86	5	16	19	18	28	51	35	76	5	5	-
	21%	23%	19%	-	-	23%	19%	-	21%	9%	16%	21%	20%	34%	21%	20%	22%	20%	16%	-
														hijl						
Never	**78**	46	32	-	-	46	32	-	78	4	10	10	27	28	45	33	59	5	9	6
	19%	23%	15%	-	-	23%	15%	-	19%	7%	9%	11%	30%	34%	18%	19%	17%	19%	27%	43%
									ij				hijk	hijk						
NET: Ever	**336**	156	180	-	-	156	180	-	336	46	92	82	63	54	198	138	285	20	24	7
	81%	77%	85%	-	-	77%	85%	-	81%	93%	91%	89%	70%	66%	82%	81%	83%	81%	73%	57%
									lm	hlm	hlm	lm								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 148

QINF1_1 - Frequency of seeing 01a. Maria J - full post_3 Ad

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	33	28	4	1	29	4	28	3	25	2	6	23	4	7	12	5	16	23	3	7	23	7	3
	8%	8%	9%	11%	8%	6%	8%	5%	12% j	3%	4%	17% m	11% m	3%	14% p	9%	6%	26% s	10%	2%	15% v	7% v	2%
Very often	69	61	6	1	56	13	56	13	41	14	14	44	6	19	22	11	35	34	2	33	37	16	16
	17%	17%	15%	11%	16%	19%	16%	21%	19% j	24% j	10%	34% m	18% m	8%	25% p	22%	13%	37% s	7%	11%	25% v	16%	10%
Sometimes	148	129	15	4	127	21	122	19	85	19	44	43	14	91	38	18	93	19	18	112	57	39	52
	36%	36%	35%	46%	36%	32%	36%	32%	39%	34%	32%	33%	42%	36%	42%	35%	34%	21%	61% q	38%	38%	41%	31%
Rarely	86	78	7	1	69	17	68	15	42	16	29	13	9	64	9	13	64	11	5	70	19	17	50
	21%	22%	17%	10%	20%	26%	20%	25%	19%	28%	21%	10%	26% k	26% k	10%	27% n	23% n	12%	17%	24% q	12%	18%	30% tu
Never	78	66	10	2	66	11	65	10	27	7	45	8	1	69	9	3	66	4	1	72	15	16	47
	19%	18%	24%	22%	19%	17%	19%	17%	12%	12%	32% hi	6%	3%	28% kl	10%	6%	24% no	5%	5%	25% q	10%	17%	28% tu
NET: Ever	336	297	32	7	281	55	275	50	192	51	93	122	33	181	81	47	209	87	27	222	135	79	122
	81%	82%	76%	78%	81%	83%	81%	83%	88% j	88% j	68%	94% m	97% m	72%	90% p	94% p	76%	95% s	95%	75%	90% v	83% v	72%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 149
QINF1_1 - Frequency of seeing 01a. Maria J - full post_3 Ad

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	33	11	22	24	9	11	22	27	10	19	23	32	1	32	1	25	7	15	10	8	4	3
	8%	18%	6%	14%	4%	18%	6%	11%	24%	26%	21%	9%	2%	9%	2%	19%	3%	13%	14%	10%	4%	6%
		b		df		df			g	g	g					p		t	t			
Very often	69	24	45	47	21	24	45	54	16	15	33	65	4	67	2	44	20	25	16	17	17	14
	17%	39%	13%	27%	9%	39%	13%	21%	39%	21%	30%	18%	7%	18%	4%	33%	9%	21%	21%	22%	20%	27%
		b		df		df			gi			l		n		p						
Sometimes	148	18	130	67	81	18	130	102	10	21	36	121	27	124	24	49	69	38	23	30	34	20
	36%	30%	37%	38%	34%	30%	37%	39%	24%	28%	33%	34%	47%	34%	47%	36%	32%	32%	31%	38%	38%	39%
Rarely	86	6	80	27	59	6	80	46	5	10	12	79	8	79	8	12	62	19	18	18	20	8
	21%	10%	23%	15%	25%	10%	23%	18%	12%	14%	11%	22%	13%	22%	15%	9%	29%	16%	24%	23%	22%	16%
			a		ce		e										o					
Never	78	2	76	11	67	2	76	29	-	8	5	59	19	62	16	6	60	21	7	7	14	6
	19%	3%	21%	6%	28%	3%	21%	11%	-	10%	5%	17%	32%	17%	31%	4%	28%	18%	10%	8%	16%	12%
			a		ce		ce	h		h			k		m		o					
NET: Ever	336	59	277	165	171	59	277	229	42	66	104	296	40	302	34	130	157	97	66	73	75	45
	81%	97%	79%	94%	72%	97%	79%	89%	100%	90%	95%	83%	68%	83%	69%	96%	72%	82%	90%	92%	84%	88%
			b		df		df		gi			l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 150

QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
													Demographics							
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	49	15	34	-	-	15	34	-	49	12	20	9	6	2	31	19	41	2	5	2
	12%	7%	16%	-	-	7%	16%	-	12%	25%	20%	10%	6%	3%	13%	11%	12%	6%	14%	14%
			a				e		m	hklm	lm									
Very often	95	39	56	-	-	39	56	-	95	17	28	23	17	11	68	27	76	5	10	4
	23%	20%	26%	-	-	20%	26%	-	23%	34%	27%	25%	19%	14%	28%	16%	22%	22%	30%	29%
										m	m				o					
Sometimes	144	73	72	-	-	73	72	-	144	17	31	34	33	30	80	64	125	11	6	2
	35%	36%	34%	-	-	36%	34%	-	35%	34%	30%	38%	36%	37%	33%	37%	36%	45%	20%	14%
Rarely	59	35	24	-	-	35	24	-	59	1	12	16	14	15	26	33	55	2	3	-
	14%	17%	11%	-	-	17%	11%	-	14%	2%	12%	18%	16%	18%	11%	19%	16%	7%	8%	-
										i		i	i	i		n				
Never	66	40	27	-	-	40	27	-	66	3	11	9	21	23	38	28	47	5	9	6
	16%	20%	13%	-	-	20%	13%	-	16%	6%	11%	9%	23%	29%	16%	17%	14%	20%	27%	43%
													ijk	hijk						
NET: Ever	347	162	185	-	-	162	185	-	347	47	91	83	69	58	205	143	297	19	23	7
	84%	80%	87%	-	-	80%	87%	-	84%	94%	89%	91%	77%	71%	84%	83%	86%	80%	73%	57%
										m	lm	lm	lm							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 151
QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	49	47	3	-	42	8	42	7	36	4	9	30	3	16	15	6	28	21	2	26	28	9	12
	12%	13%	7%	-	12%	12%	12%	11%	17% j	7%	7%	23% m	9%	7%	17%	12%	10%	23% s	7%	9%	19% v	9%	7%
Very often	95	83	8	4	83	12	80	11	57	20	19	36	14	44	25	17	53	27	15	53	33	31	31
	23%	23%	19%	46%	24%	18%	24%	18%	26% j	34% j	14%	28% m	42% m	18%	28%	34% p	19%	30% s	52%	18%	22% v	33%	18%
Sometimes	144	129	12	3	122	22	120	21	76	20	49	48	11	85	33	15	96	30	10	105	57	29	58
	35%	36%	29%	32%	35%	33%	35%	35%	35%	35%	35%	37%	31%	34%	37%	31%	35%	33%	34%	36%	38%	31%	35%
Rarely	59	47	12	-	44	15	44	13	31	7	21	8	5	45	11	8	40	9	1	49	18	9	32
	14%	13%	29% a	-	13%	23% df	13%	22%	14%	12%	15%	6%	15%	18% k	12%	15%	15%	10%	3%	17%	12%	9%	19% u
Never	66	57	7	2	57	9	55	8	19	7	40	6	1	59	5	4	57	4	1	61	15	16	35
	16%	16%	17%	22%	16%	14%	16%	14%	9%	12%	29% hi	5%	3%	24% kl	6%	8%	21% no	5%	3%	21% q	10%	17%	21% t
NET: Ever	347	306	35	7	291	57	285	52	199	50	98	123	33	191	84	46	217	87	28	233	136	78	133
	84%	84%	83%	78%	84%	86%	84%	86%	91% j	88% j	71%	95% m	97% m	76%	94% p	92% p	79%	95% s	97%	79%	90% v	83%	79%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 152

QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	49	17	33	33	17	17	33	42	15	19	30	44	5	46	4	32	12	21	13	14	12	5
	12%	28%	9%	19%	7%	28%	9%	16%	37%	26%	27%	12%	9%	13%	7%	23%	6%	17%	18%	18%	13%	9%
		b		df		df			g		g					p						
Very often	95	22	73	54	41	22	73	68	12	18	24	86	9	87	8	44	33	38	18	25	27	20
	23%	36%	21%	31%	17%	36%	21%	26%	29%	25%	22%	24%	15%	24%	16%	32%	15%	32%	25%	31%	30%	39%
		b		df		df										p						
Sometimes	144	15	129	58	86	15	129	95	11	24	42	129	15	126	18	45	82	39	26	24	34	17
	35%	25%	37%	33%	36%	25%	37%	37%	27%	33%	38%	36%	26%	35%	36%	33%	38%	33%	36%	30%	38%	34%
Rarely	59	5	54	18	41	5	54	30	3	5	8	47	12	53	6	9	40	8	9	9	6	2
	14%	8%	15%	10%	17%	8%	15%	12%	7%	7%	7%	13%	20%	15%	11%	7%	18%	7%	12%	12%	6%	4%
					c												o					
Never	66	2	64	14	52	2	64	22	-	7	5	49	18	52	15	6	49	13	6	7	11	7
	16%	3%	18%	8%	22%	3%	18%	9%	-	9%	5%	14%	30%	14%	29%	4%	23%	11%	8%	8%	12%	13%
			a		ce		ce						k		m		o					
NET: Ever	347	59	289	162	186	59	289	235	42	67	104	306	41	312	35	130	168	105	67	73	78	44
	84%	97%	82%	92%	78%	97%	82%	91%	100%	91%	95%	86%	70%	86%	71%	96%	77%	89%	92%	92%	88%	87%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 153

QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
														Demographics							
Unweighted Base	**400**	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7	
Weighted Base	**414**	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**	
Always	**44**	16	28	-	-	16	28	-	44	12	21	10	2	-	34	10	35	5	4	-	
	11%	8%	13%	-	-	8%	13%	-	11% lm	24% hklm	21% hlm	11% lm	2%	-	14% o	6%	10%	21%	12%	-	
Very often	**102**	46	56	-	-	46	56	-	102	18	30	24	17	12	59	42	86	5	8	4	
	25%	23%	26%	-	-	23%	26%	-	25% lm	37% m	29%	26%	19%	15%	25%	25%	25%	20%	24%	28%	
Sometimes	**132**	68	64	-	-	68	64	-	132	17	28	30	36	22	71	61	110	8	8	6	
	32%	34%	30%	-	-	34%	30%	-	32%	35%	27%	32%	40%	27%	29%	36%	32%	33%	26%	43%	
Rarely	**69**	38	31	-	-	38	31	-	69	2	14	17	10	26	39	30	60	2	5	2	
	17%	19%	15%	-	-	19%	15%	-	17% i	4%	14%	18% i	11%	32% hijkl	16%	18%	18%	6%	16%	15%	
Never	**66**	33	33	-	-	33	33	-	66	-	9	11	26	21	39	27	52	5	7	2	
	16%	16%	16%	-	-	16%	16%	-	16% i	-	8% i	12% i	29% hijk	26% hijk	16%	16%	15%	20%	23%	14%	
NET: Ever	**347**	169	178	-	-	169	178	-	347	50	93	80	64	61	203	144	292	19	25	11	
	84%	84%	84%	-	-	84%	84%	-	84% lm	100% hjklm	92% lm	88% lm	71%	74%	84%	84%	85%	80%	77%	86%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 154
QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	44	43	1	-	39	5	38	4	32	6	6	31	1	13	15	6	22	21	7	16	28	6	10
	11%	12%	3%	-	11%	7%	11%	6%	15%	11%	4%	24%	3%	5%	17%	13%	8%	23%	25%	5%	19%	6%	6%
									j			lm			p			s			uv		
Very often	102	91	11	-	89	13	87	12	63	16	23	46	15	41	31	18	53	34	9	59	44	29	29
	25%	25%	27%	-	25%	20%	25%	20%	29%	27%	17%	35%	45%	16%	34%	36%	19%	37%	32%	20%	29%	31%	17%
									j			m	m		p	p		s			v	v	
Sometimes	132	118	12	2	108	24	105	23	74	18	40	39	12	82	26	17	89	22	12	99	44	36	53
	32%	33%	29%	21%	31%	37%	31%	39%	34%	32%	29%	30%	35%	33%	29%	34%	33%	24%	40%	34%	29%	38%	31%
Rarely	69	58	8	3	54	14	54	12	28	9	32	11	3	55	10	3	55	9	1	59	20	6	43
	17%	16%	19%	33%	16%	22%	16%	21%	13%	16%	23%	9%	9%	22%	11%	7%	20%	10%	3%	20%	13%	6%	26%
											h			k			o			q			tu
Never	66	53	9	4	57	9	56	8	22	7	37	3	3	60	7	6	54	5	-	61	15	18	34
	16%	15%	21%	46%	16%	14%	17%	14%	10%	13%	27%	3%	9%	24%	8%	11%	20%	6%	-	21%	10%	19%	20%
											hi			kl			n			q			t
NET: Ever	347	310	33	5	291	57	284	52	197	50	101	126	31	190	82	44	221	86	29	233	135	77	135
	84%	85%	79%	54%	84%	86%	83%	86%	90%	87%	73%	97%	91%	76%	92%	89%	80%	94%	100%	79%	90%	81%	80%
									j			m	m		p			s			v		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 155

QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	44	14	30	35	10	14	30	38	15	22	30	41	3	43	1	30	10	21	9	10	9	8
	11%	24%	8%	20%	4%	24%	8%	15%	37%	30%	27%	12%	5%	12%	2%	22%	5%	17%	12%	12%	10%	15%
		b		df		df	d		g	g	g				n		p					
Very often	102	22	80	54	48	22	80	75	9	18	28	94	8	97	5	53	37	31	28	25	30	20
	25%	36%	23%	31%	20%	36%	23%	29%	22%	25%	26%	26%	13%	27%	10%	39%	17%	26%	39%	31%	34%	38%
		b		df		df						l		n		p						
Sometimes	132	19	114	55	77	19	114	90	15	18	39	111	22	114	19	37	73	29	18	27	28	13
	32%	31%	32%	31%	32%	31%	32%	35%	36%	24%	36%	31%	37%	31%	38%	27%	34%	24%	25%	34%	32%	25%
Rarely	69	2	67	19	50	2	67	33	2	9	7	59	10	59	10	9	48	17	10	7	14	6
	17%	3%	19%	11%	21%	3%	19%	13%	5%	12%	6%	17%	17%	16%	19%	7%	22%	15%	14%	9%	16%	11%
			a		ce		ce										o					
Never	66	3	63	13	53	3	63	21	-	7	6	50	16	51	16	7	49	21	8	10	8	5
	16%	5%	18%	7%	22%	5%	18%	8%	-	9%	5%	14%	28%	14%	31%	5%	23%	18%	11%	13%	9%	10%
			a		ce		ce						k		m		o					
NET: Ever	347	57	290	163	185	57	290	237	42	67	104	305	42	313	35	129	168	97	65	69	81	46
	84%	95%	82%	93%	78%	95%	82%	92%	100%	91%	95%	86%	72%	86%	69%	95%	77%	82%	89%	87%	91%	90%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 156

QINF1_4 - Frequency of seeing 04. Lorraine_2 sponsored

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	23	11	12	-	-	11	12	-	23	7	12	3	-	-	19	4	21	2	-	-
	5%	5%	5%	-	-	5%	5%	-	5%	15%	12%	3%	-	-	8%	2%	6%	7%	-	-
									lm	hklm	hklm				o					
Very often	62	27	35	-	-	27	35	-	62	7	18	16	13	9	41	21	55	2	4	2
	15%	13%	17%	-	-	13%	17%	-	15%	13%	18%	18%	14%	11%	17%	12%	16%	7%	11%	14%
Sometimes	159	73	86	-	-	73	86	-	159	20	46	40	30	23	91	68	128	13	12	6
	38%	36%	41%	-	-	36%	41%	-	38%	40%	45%	44%	34%	28%	37%	40%	37%	52%	38%	43%
											m	m								
Rarely	93	49	45	-	-	49	45	-	93	15	14	22	23	20	53	40	82	3	7	-
	23%	24%	21%	-	-	24%	21%	-	23%	30%	13%	25%	25%	24%	22%	23%	24%	13%	23%	-
										j			j							
Never	77	43	34	-	-	43	34	-	77	1	12	9	25	30	39	38	58	5	9	6
	19%	21%	16%	-	-	21%	16%	-	19%	2%	12%	10%	27%	37%	16%	22%	17%	19%	27%	43%
									i				ijk	hijk						
NET: Ever	337	159	178	-	-	159	178	-	337	49	89	82	65	51	204	133	286	20	23	7
	81%	79%	84%	-	-	79%	84%	-	81%	98%	88%	90%	73%	63%	84%	78%	83%	81%	73%	57%
									m	hlm	lm	lm								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 157

QINF1_4 - Frequency of seeing 04. Lorraine_2 sponsored

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	23	19	4	-	18	4	16	3	16	1	6	13	2	8	11	4	8	13	4	6	18	4	1
	5%	5%	9%	-	5%	6%	5%	5%	7%	2%	4%	10%	5%	3%	12%	8%	3%	14%	14%	2%	12%	4%	1%
												m			p			s			uv		
Very often	62	55	6	1	55	7	54	7	42	13	8	24	8	30	16	10	36	19	2	42	26	14	22
	15%	15%	15%	11%	16%	11%	16%	12%	19%	23%	6%	19%	24%	12%	18%	20%	13%	21%	7%	14%	17%	15%	13%
									j	j													
Sometimes	159	147	9	2	133	25	131	23	104	19	36	57	16	85	41	22	96	36	17	105	64	43	52
	38%	41%	23%	24%	38%	38%	38%	39%	47%	33%	26%	44%	48%	34%	45%	44%	35%	40%	60%	36%	43%	45%	31%
		b							j												v	v	
Rarely	93	81	10	2	74	19	73	16	36	16	40	27	7	59	14	10	69	18	4	71	27	14	52
	23%	22%	25%	21%	21%	29%	21%	27%	17%	29%	29%	21%	20%	24%	16%	19%	25%	20%	13%	24%	18%	14%	31%
										h	h												tu
Never	77	61	12	4	67	10	66	10	21	8	47	8	1	68	8	5	64	5	2	70	16	20	41
	19%	17%	28%	44%	19%	16%	19%	17%	10%	14%	34%	6%	3%	27%	9%	9%	23%	6%	7%	24%	10%	21%	24%
											hi			kl			no			q		t	t
NET: Ever	337	302	30	5	281	56	274	50	197	49	90	122	33	182	81	45	210	85	27	224	135	75	128
	81%	83%	72%	56%	81%	84%	81%	83%	90%	86%	66%	94%	97%	73%	91%	91%	77%	94%	93%	76%	90%	79%	76%
									j	j		m	m		p	p		s			uv		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 158

QINF1_4 - Frequency of seeing 04. Lorraine_2 sponsored

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	23	10	13	21	2	10	13	18	7	15	15	22	1	22	1	17	5	8	7	4	5	3
	5%	16%	4%	12%	1%	16%	4%	7%	17%	20%	13%	6%	2%	6%	2%	12%	2%	6%	9%	5%	5%	5%
		b		df		df	d		g	g	g					p						
Very often	62	18	45	38	24	18	45	43	17	13	20	57	6	58	4	30	19	30	15	18	15	11
	15%	29%	13%	22%	10%	29%	13%	17%	42%	18%	18%	16%	10%	16%	8%	22%	9%	26%	20%	23%	17%	22%
		b		df		df			gij							p						
Sometimes	159	21	138	68	91	21	138	114	13	27	48	136	23	140	19	58	75	37	23	24	32	20
	38%	34%	39%	39%	38%	34%	39%	44%	32%	37%	44%	38%	39%	38%	38%	42%	35%	32%	31%	31%	36%	38%
Rarely	93	11	83	32	61	11	83	60	4	13	24	84	9	84	9	21	63	23	17	24	26	10
	23%	18%	23%	18%	26%	18%	23%	23%	9%	17%	22%	24%	16%	23%	17%	16%	29%	20%	24%	30%	30%	19%
								h									o					
Never	77	2	75	17	60	2	75	23	-	5	3	57	20	59	18	10	55	20	11	9	10	8
	19%	3%	21%	10%	25%	3%	21%	9%	-	7%	3%	16%	33%	16%	35%	7%	25%	17%	15%	11%	11%	15%
			a		ce		ce	hj					k		m		o					
NET: Ever	337	58	278	159	178	58	278	234	42	68	106	298	39	304	33	126	162	98	62	71	79	44
	81%	97%	79%	90%	75%	97%	79%	91%	100%	93%	97%	84%	67%	84%	65%	93%	75%	83%	85%	89%	89%	85%
		b		df		df			g		g	l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 159

QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_3 advertisment

Base: Cell 3

													Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	**400**	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	**414**	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	**28**	11	17	-	-	11	17	-	28	4	17	6	1	1	22	6	21	4	1	2
	7%	5%	8%	-	-	5%	8%	-	7%	8%	16%	6%	1%	1%	9%	3%	6%	15%	4%	14%
									l	l	hklm				o					
Very often	**89**	46	43	-	-	46	43	-	89	15	29	20	16	7	53	35	81	2	4	2
	21%	23%	20%	-	-	23%	20%	-	21%	31%	29%	22%	18%	9%	22%	21%	24%	7%	12%	14%
									m	m	m	m								
Sometimes	**159**	72	87	-	-	72	87	-	159	24	34	37	35	30	94	65	131	9	13	6
	38%	35%	41%	-	-	35%	41%	-	38%	48%	33%	40%	39%	37%	39%	38%	38%	39%	41%	43%
Rarely	**71**	33	38	-	-	33	38	-	71	5	12	19	18	17	35	35	61	3	6	-
	17%	16%	18%	-	-	16%	18%	-	17%	9%	11%	21%	20%	21%	14%	21%	18%	13%	20%	-
Never	**68**	41	27	-	-	41	27	-	68	2	11	9	20	26	38	30	50	6	7	4
	16%	20%	13%	-	-	20%	13%	-	16%	4%	10%	10%	22%	32%	16%	17%	15%	26%	23%	29%
									i				ijk	hijk						
NET: Ever	**346**	161	185	-	-	161	185	-	346	48	91	82	70	55	204	141	294	18	25	9
	84%	80%	87%	-	-	80%	87%	-	84%	96%	90%	90%	78%	68%	84%	83%	85%	74%	77%	71%
									m	hlm	lm	lm								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 160

QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_3 advertisement

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	28	27	1	-	25	3	25	2	18	4	6	16	1	11	10	3	15	14	6	8	16	6	6
	7%	7%	2%	-	7%	4%	7%	3%	8%	7%	4%	13% m	3%	4%	12% p	6%	5%	16% s	20%	3%	11% v	6%	4%
Very often	89	78	10	1	72	17	72	16	61	13	14	44	5	40	24	9	56	28	1	59	45	20	24
	21%	21%	23%	11%	21%	26%	21%	27%	28% j	23% j	10%	34% lm	14%	16%	26%	18%	20%	31% s	4%	20%	30% v	21%	14%
Sometimes	159	143	13	3	133	26	129	25	88	20	51	52	21	86	39	23	97	33	16	110	60	40	59
	38%	39%	31%	32%	38%	39%	38%	42%	40%	34%	37%	40%	62% km	34%	44%	46%	35%	36%	56%	37%	40%	43%	35%
Rarely	71	60	9	2	61	10	59	9	28	17	26	10	6	54	9	6	55	8	6	56	11	15	45
	17%	16%	21%	22%	17%	15%	17%	15%	13%	30% h	19%	8%	17%	22% k	10%	12%	20% n	9%	20%	19% q	7%	15% t	27% tu
Never	68	56	9	3	58	10	56	8	24	4	40	7	1	59	7	9	52	7	-	61	19	14	35
	16%	15%	22%	36%	17%	15%	16%	14%	11%	7%	29% hi	6%	3%	24% kl	8%	18%	19% n	8%	-	21% q	13%	15%	21%
NET: Ever	346	307	33	6	290	56	284	52	195	53	98	122	33	191	82	41	223	84	29	233	131	81	134
	84%	85%	78%	64%	83%	85%	84%	86%	89% j	93% j	71%	94% m	97% m	76%	92% p	82%	81%	92% s	100%	79%	87%	85%	79%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 161
QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_3 advertisement

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	28	9	19	23	5	9	19	21	6	10	13	26	2	27	1	16	6	11	6	10	5	4
	7%	15%	5%	13%	2%	15%	5%	8%	15%	14%	11%	7%	4%	7%	2%	12%	3%	9%	9%	12%	6%	7%
		b		df		df										p						
Very often	89	27	62	56	33	27	62	69	21	19	39	80	9	82	7	50	26	39	20	21	18	14
	21%	44%	17%	32%	14%	44%	17%	27%	51%	25%	36%	22%	15%	22%	13%	37%	12%	33%	28%	26%	21%	28%
		b		df		df			gi							p						
Sometimes	159	16	143	60	99	16	143	108	11	24	38	138	21	138	21	50	88	31	31	31	39	19
	38%	26%	41%	34%	41%	26%	41%	42%	27%	33%	35%	39%	36%	38%	42%	37%	40%	26%	42%	38%	44%	38%
			a		e		e												q		q	
Rarely	71	6	65	21	50	6	65	40	1	13	14	58	13	62	8	12	48	18	7	10	15	6
	17%	9%	18%	12%	21%	9%	18%	16%	3%	18%	13%	16%	22%	17%	16%	9%	22%	15%	9%	12%	17%	12%
					ce			h		h							o					
Never	68	3	65	16	52	3	65	19	2	7	5	54	14	55	13	7	50	20	9	8	12	8
	16%	5%	18%	9%	22%	5%	18%	7%	5%	10%	5%	15%	24%	15%	26%	5%	23%	17%	12%	11%	13%	15%
			a		ce		ce										o					
NET: Ever	346	57	288	160	186	57	288	239	40	66	105	301	45	309	37	129	167	99	64	71	77	44
	84%	95%	82%	91%	78%	95%	82%	93%	95%	90%	95%	85%	76%	85%	74%	95%	77%	83%	88%	89%	87%	85%
		b		df		df										p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 162

QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 3

			Demographics																	
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	18	10	8	-	-	10	8	-	18	3	7	4	3	2	11	7	17	-	1	-
	4%	5%	4%	-	-	5%	4%	-	4%	5%	6%	4%	3%	2%	5%	4%	5%	-	4%	-
Very often	83	33	50	-	-	33	50	-	83	15	35	17	10	5	56	28	69	7	4	4
	20%	16%	24%	-	-	16%	24%	-	20% m	30% lm	35% hklm	19% m	12%	7%	23%	16%	20%	28%	12%	28%
Sometimes	160	73	87	-	-	73	87	-	160	21	33	42	32	32	92	67	134	9	11	6
	39%	36%	41%	-	-	36%	41%	-	39%	43%	33%	46%	35%	39%	38%	39%	39%	39%	34%	43%
Rarely	82	43	38	-	-	43	38	-	82	9	14	18	25	15	44	38	71	3	7	-
	20%	21%	18%	-	-	21%	18%	-	20%	19%	14%	20%	28% j	19%	18%	22%	21%	13%	22%	-
Never	71	42	29	-	-	42	29	-	71	2	13	10	20	28	40	32	54	5	9	4
	17%	21%	14%	-	-	21%	14%	-	17% i	4%	12%	11%	22% ik	34% hijk	16%	18%	16%	20%	27%	29%
NET: Ever	342	160	183	-	-	160	183	-	342	48	89	82	70	54	203	140	290	19	23	9
	83%	79%	86%	-	-	79%	86%	-	83% m	96% hlm	88% m	89% lm	78%	66%	84%	82%	84%	80%	73%	71%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 163
QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	18	16	2	-	14	4	14	3	13	1	4	11	-	7	6	1	11	9	1	8	9	3	6
	4%	4%	4%	-	4%	6%	4%	5%	6%	2%	3%	9% m	-	3%	7%	2%	4%	10% s	4%	3%	6%	3%	3%
Very often	83	77	5	1	72	11	69	11	58	12	14	38	13	33	26	16	42	32	9	42	38	23	22
	20%	21%	12%	11%	21%	17%	20%	19%	26% j	21%	10%	29% m	37% m	13%	29% p	32% p	15%	35% s	31%	14%	25% v	24% v	13%
Sometimes	160	142	16	2	131	28	129	25	86	23	51	57	15	87	37	19	104	34	14	112	58	37	65
	39%	39%	38%	21%	38%	43%	38%	42%	39%	41%	37%	44%	45%	35%	41%	37%	38%	37%	49%	38%	39%	39%	38%
Rarely	82	67	12	2	70	12	68	10	40	13	28	19	5	58	14	11	56	14	5	63	29	15	38
	20%	19%	29%	24%	20%	18%	20%	17%	18%	24%	21%	14%	15%	23% k	16%	23%	20%	16%	16%	21%	19%	15%	23%
Never	71	60	7	4	61	11	60	11	23	8	41	4	1	66	6	3	62	2	-	69	17	17	38
	17%	17%	17%	44%	17%	16%	18%	18%	10%	13%	30% hi	3%	3%	26% kl	7%	6%	23% no	2%	-	24% q	11%	18%	22% t
NET: Ever	342	303	35	5	287	55	281	50	196	50	96	125	33	184	83	47	213	89	29	225	134	78	131
	83%	83%	83%	56%	83%	84%	82%	82%	90% j	87% j	70%	97% m	97% m	74%	93% p	94% p	77%	98% s	100%	76%	89% v	82%	78%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 164

QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 3

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	18	5	13	13	5	5	13	15	8	11	10	18	-	18	-	12	5	9	3	3	1	3
	4%	8%	4%	7%	2%	8%	4%	6%	19%	16%	9%	5%	-	5%	-	9%	2%	8%	4%	4%	1%	5%
				d		d			g	g						p		t				
Very often	83	23	61	57	26	23	61	69	15	14	31	78	6	82	1	49	22	29	21	26	26	13
	20%	38%	17%	32%	11%	38%	17%	27%	36%	19%	28%	22%	10%	23%	2%	36%	10%	25%	29%	33%	29%	26%
		b		df		df					d	l		n		p						
Sometimes	160	22	138	65	95	22	138	110	15	28	51	139	21	138	22	52	83	41	27	27	35	20
	39%	36%	39%	37%	40%	36%	39%	43%	36%	38%	46%	39%	36%	38%	44%	38%	38%	35%	37%	34%	39%	40%
Rarely	82	10	71	29	53	10	71	44	3	11	15	70	12	71	11	20	49	22	14	14	15	6
	20%	17%	20%	16%	22%	17%	20%	17%	8%	15%	13%	20%	20%	20%	21%	15%	22%	19%	19%	17%	17%	11%
Never	71	1	70	12	59	1	70	19	-	9	3	51	21	55	17	3	59	17	8	9	11	9
	17%	1%	20%	7%	25%	1%	20%	8%	-	12%	2%	14%	35%	15%	33%	2%	27%	14%	11%	12%	13%	18%
			a		ce		ce			hj			k		m		o					
NET: Ever	342	60	283	164	178	60	283	238	42	64	107	304	38	309	33	133	158	101	65	70	77	42
	83%	99%	80%	93%	75%	99%	80%	92%	100%	88%	98%	86%	65%	85%	67%	98%	73%	86%	89%	88%	87%	82%
		b		df		df				i		l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 165

QINF1_7 - Frequency of seeing 07. Zoe Sugg_3 Advert black

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
															Demographics					
Unweighted Base	**400**	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	**414**	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	**21**	6	15	-	-	6	15	-	21	6	8	4	1	1	17	4	17	2	1	-
	5%	3%	7%	-	-	3%	7%	-	5%	13%	8%	4%	1%	1%	7%	2%	5%	7%	4%	-
										hlm	lm				o					
Very often	**75**	27	49	-	-	27	49	-	75	16	23	27	7	3	51	24	68	-	8	-
	18%	13%	23%	-	-	13%	23%	-	18%	31%	23%	30%	7%	4%	21%	14%	20%	-	24%	-
			a				e			hlm	lm	hlm								
Sometimes	**127**	58	69	-	-	58	69	-	127	14	33	23	34	23	72	55	103	8	8	7
	31%	29%	33%	-	-	29%	33%	-	31%	29%	33%	25%	38%	28%	30%	32%	30%	33%	26%	57%
Rarely	**107**	58	49	-	-	58	49	-	107	11	22	22	24	27	59	48	90	8	9	-
	26%	29%	23%	-	-	29%	23%	-	26%	23%	21%	25%	27%	33%	24%	28%	26%	32%	27%	-
Never	**84**	54	30	-	-	54	30	-	84	2	15	15	24	28	43	41	66	7	6	6
	20%	27%	14%	-	-	27%	14%	-	20%	4%	15%	17%	27%	34%	18%	24%	19%	27%	19%	43%
		b				f			i		i	i	i	hijk						
NET: Ever	**330**	148	182	-	-	148	182	-	330	48	86	76	66	54	199	130	279	18	26	7
	80%	73%	86%	-	-	73%	86%	-	80%	96%	85%	83%	73%	66%	82%	76%	81%	73%	81%	57%
			a				e		m	hjklm	m	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 166

QINF1_7 - Frequency of seeing 07. Zoe Sugg_3 Advert black

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	21	16	4	1	19	2	18	1	14	2	5	15	3	3	8	1	11	15	1	5	12	5	4
	5%	4%	9%	11%	5%	3%	5%	2%	6%	3%	3%	11%	8%	1%	9%	2%	4%	16%	4%	2%	8%	5%	2%
												m	m					s			v		
Very often	75	69	6	1	62	13	61	13	54	9	12	41	6	29	26	10	39	33	9	33	34	20	21
	18%	19%	14%	11%	18%	20%	18%	22%	25%	16%	9%	31%	16%	12%	29%	21%	14%	36%	32%	11%	23%	21%	13%
									j			m			p			s			v		
Sometimes	127	115	12	-	108	19	107	17	74	22	31	39	16	72	29	18	80	25	11	91	48	33	46
	31%	32%	28%	-	31%	28%	32%	28%	34%	38%	23%	30%	46%	29%	32%	36%	29%	27%	39%	31%	32%	34%	27%
									j	j			m										
Rarely	107	94	10	3	88	18	85	17	49	13	45	28	10	69	18	16	73	17	7	83	39	17	51
	26%	26%	24%	34%	25%	28%	25%	27%	22%	22%	33%	22%	29%	28%	20%	32%	27%	18%	25%	28%	26%	18%	30%
											h												u
Never	84	70	10	4	70	14	69	13	28	11	45	7	-	77	8	5	72	2	-	82	17	20	47
	20%	19%	24%	44%	20%	21%	20%	21%	13%	20%	32%	5%	-	31%	9%	9%	26%	2%	-	28%	11%	22%	28%
											h			kl			no			q			t
NET: Ever	330	293	32	5	277	52	271	47	191	46	93	123	34	173	82	45	203	89	29	212	133	74	122
	80%	81%	76%	56%	80%	79%	80%	79%	87%	80%	68%	95%	100%	69%	91%	91%	74%	98%	100%	72%	89%	78%	72%
									j			m	m		p	p		s			uv		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 167
QINF1_7 - Frequency of seeing 07. Zoe Sugg_3 Advert black

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	21	5	16	16	5	5	16	16	6	10	14	19	2	19	2	17	3	8	6	5	2	1
	5%	8%	4%	9%	2%	8%	4%	6%	15%	13%	13%	5%	3%	5%	4%	12%	1%	7%	8%	6%	2%	2%
				df		d					g					p						
Very often	75	23	53	56	20	23	53	65	16	18	33	71	5	74	2	46	21	29	18	17	24	13
	18%	38%	15%	32%	8%	38%	15%	25%	39%	24%	30%	20%	8%	20%	4%	34%	10%	24%	24%	21%	27%	25%
		b		df		df	d					l		n		p						
Sometimes	127	19	108	58	69	19	108	86	11	21	36	105	22	110	17	45	60	37	20	28	30	15
	31%	31%	31%	33%	29%	31%	31%	33%	27%	29%	33%	30%	37%	30%	34%	33%	28%	31%	27%	35%	34%	29%
Rarely	107	11	96	32	75	11	96	60	8	17	22	96	11	93	13	22	69	26	22	19	18	14
	26%	19%	27%	18%	32%	19%	27%	23%	20%	24%	20%	27%	18%	26%	27%	16%	32%	22%	30%	24%	21%	26%
					c		c										o					
Never	84	3	81	15	69	3	81	31	-	8	5	64	20	68	16	7	65	19	8	11	15	9
	20%	5%	23%	8%	29%	5%	23%	12%	-	10%	4%	18%	33%	19%	32%	5%	30%	16%	11%	13%	17%	17%
			a		ce		ce	hj		h			k		m		o					
NET: Ever	330	58	272	161	169	58	272	227	42	66	105	291	39	295	34	130	153	99	65	69	74	42
	80%	95%	77%	92%	71%	95%	77%	88%	100%	90%	96%	82%	67%	81%	68%	95%	70%	84%	89%	87%	83%	83%
		b		df		df		gi		g		l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 168

QINF1_8 - Frequency of seeing 08. JamesLock6_3 ad

Base: Cell 3

													Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	20	7	13	-	-	7	13	-	20	4	12	4	1	-	17	3	15	2	4	-
	5%	3%	6%	-	-	3%	6%	-	5%	8% lm	11% hlm	4%	1%	-	7% o	2%	4%	7%	11%	-
Very often	54	16	38	-	-	16	38	-	54	10	21	11	11	1	38	15	47	2	5	-
	13%	8%	18% a	-	-	8%	18% e	-	13%	20% m	20% m	12% m	13% m	1%	16%	9%	14%	7%	16%	-
Sometimes	128	69	59	-	-	69	59	-	128	21	27	42	21	17	67	61	109	8	6	6
	31%	34%	28%	-	-	34%	28%	-	31%	41% lm	27%	47% hjlm	24%	20%	28%	36%	32%	33%	19%	44%
Rarely	117	62	55	-	-	62	55	-	117	12	27	15	30	33	66	51	100	5	9	4
	28%	31%	26%	-	-	31%	26%	-	28% k	25%	27%	17%	33% k	40% hk	27%	30%	29%	20%	27%	28%
Never	94	48	46	-	-	48	46	-	94	3	15	19	26	31	53	41	74	8	9	4
	23%	24%	22%	-	-	24%	22%	-	23% i	6%	14%	21% i	29% ij	38% hijk	22%	24%	22%	33%	27%	28%
NET: Ever	320	154	166	-	-	154	166	-	320	47	87	72	64	50	189	130	270	16	24	9
	77%	76%	78%	-	-	76%	78%	-	77% m	94% hklm	86% lm	79% m	71%	62%	78%	76%	78%	67%	73%	72%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 169
QINF1_8 - Frequency of seeing 08. JamesLock6_3 ad

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	20	20	-	1	19	2	19	2	15	1	4	15	2	4	9	5	6	12	4	4	14	3	3
	5%	5%	-	11%	5%	3%	5%	3%	7%	2%	3%	11%	6%	2%	11%	10%	2%	14%	14%	1%	9%	3%	2%
												m			p	p		s			v		
Very often	54	48	6	-	41	13	40	12	36	9	9	34	5	15	17	9	28	29	2	23	27	16	10
	13%	13%	15%	-	12%	19%	12%	19%	16%	16%	6%	26%	15%	6%	19%	18%	10%	32%	7%	8%	18%	17%	6%
									j	j		m			p			s			v	v	
Sometimes	128	111	15	3	109	19	105	18	73	19	37	41	17	71	33	17	78	28	16	84	56	30	42
	31%	30%	36%	32%	31%	29%	31%	31%	33%	33%	27%	31%	49%	28%	37%	35%	28%	31%	55%	29%	37%	32%	25%
													m						v			v	
Rarely	117	105	10	2	96	21	94	18	61	16	40	30	9	78	21	13	83	17	6	94	34	25	57
	28%	29%	23%	22%	28%	32%	28%	30%	28%	28%	29%	23%	27%	31%	23%	25%	30%	19%	21%	32%	23%	27%	34%
																				q			t
Never	94	80	11	3	83	11	82	10	35	12	47	11	1	83	9	6	79	4	1	89	19	20	55
	23%	22%	26%	36%	24%	17%	24%	17%	16%	22%	34%	8%	3%	33%	10%	12%	29%	5%	3%	30%	13%	21%	33%
											h			kl			no			q			tu
NET: Ever	320	283	31	6	264	55	258	50	184	45	90	119	33	168	80	44	196	87	28	205	131	75	113
	77%	78%	74%	64%	76%	83%	76%	83%	84%	78%	66%	92%	97%	67%	90%	88%	71%	95%	97%	70%	87%	79%	67%
									j			m	m		p	p		s			v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 170

QINF1_8 - Frequency of seeing 08. JamesLock6_3 ad

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	20	10	11	15	5	10	11	17	10	15	16	19	1	19	1	16	4	5	4	3	3	3
	5%	16%	3%	9%	2%	16%	3%	6%	25%	21%	14%	5%	2%	5%	2%	11%	2%	4%	5%	4%	3%	6%
		b		df		df			g	g	g					p						
Very often	54	16	38	36	17	16	38	42	15	14	26	52	2	50	4	39	11	26	11	16	15	8
	13%	26%	11%	21%	7%	26%	11%	16%	36%	20%	24%	15%	3%	14%	8%	28%	5%	22%	15%	20%	17%	16%
		b		df		df			g			l				p						
Sometimes	128	21	108	57	72	21	108	90	7	18	39	112	16	115	13	44	68	34	26	30	26	19
	31%	34%	30%	32%	30%	34%	30%	35%	17%	24%	36%	32%	28%	32%	27%	33%	31%	29%	35%	38%	29%	36%
								h			h											
Rarely	117	9	108	47	70	9	108	75	7	19	21	99	18	106	11	26	67	29	20	16	28	14
	28%	15%	31%	27%	29%	15%	31%	29%	17%	27%	19%	28%	31%	29%	22%	19%	31%	24%	27%	20%	32%	26%
			a		e		e										o					
Never	94	5	89	20	74	5	89	34	2	7	8	73	22	74	21	11	67	25	13	15	17	8
	23%	8%	25%	11%	31%	8%	25%	13%	5%	9%	7%	20%	37%	20%	41%	8%	31%	21%	18%	18%	19%	15%
			a		ce		ce						k		m		o					
NET: Ever	320	55	264	156	164	55	264	223	40	67	102	282	37	290	30	125	150	94	60	65	72	44
	77%	92%	75%	89%	69%	92%	75%	87%	95%	91%	93%	80%	63%	80%	59%	92%	69%	79%	82%	82%	81%	85%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 171

QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	29	18	12	-	-	18	12	-	29	11	10	8	-	-	22	8	25	2	2	-
	7%	9%	6%	-	-	9%	6%	-	7%	23%	10%	8%	-	-	9%	4%	7%	7%	8%	-
									lm	hjklm	lm	lm								
Very often	74	33	41	-	-	33	41	-	74	12	29	15	12	5	49	25	63	8	3	-
	18%	16%	19%	-	-	16%	19%	-	18%	23%	29%	17%	14%	7%	20%	15%	18%	34%	8%	-
									m	m	hlm	m								
Sometimes	144	69	76	-	-	69	76	-	144	15	38	33	37	22	86	59	121	6	14	4
	35%	34%	36%	-	-	34%	36%	-	35%	29%	37%	36%	41%	27%	35%	34%	35%	26%	42%	29%
Rarely	76	31	44	-	-	31	44	-	76	9	10	19	16	22	41	34	66	-	6	4
	18%	15%	21%	-	-	15%	21%	-	18%	18%	10%	20%	17%	27%	17%	20%	19%	-	19%	28%
														j						
Never	91	52	39	-	-	52	39	-	91	3	14	17	25	32	45	46	70	8	7	6
	22%	26%	18%	-	-	26%	18%	-	22%	6%	13%	18%	28%	40%	19%	27%	20%	32%	23%	43%
									i				ij	hijk						
NET: Ever	323	150	173	-	-	150	173	-	323	47	88	75	65	49	198	126	275	16	25	7
	78%	74%	82%	-	-	74%	82%	-	78%	94%	87%	82%	72%	60%	81%	73%	80%	68%	77%	57%
									m	hlm	lm	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 172
QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	29	25	5	-	23	6	23	5	23	1	6	23	1	6	17	1	12	21	4	5	20	6	4
	7%	7%	11%	-	7%	9%	7%	8%	10% ij	2%	4%	18% lm	3%	2%	19% op	2%	4%	23% s	14%	2%	13% v	6%	2%
Very often	74	66	8	-	64	10	60	10	51	10	13	39	8	27	22	18	33	32	6	35	42	14	19
	18%	18%	20%	-	18%	15%	18%	16%	23% j	18%	9%	30% m	24%	11%	25% p	37%	12%	35% s	22%	12%	28% uv	14%	11%
Sometimes	144	127	12	5	121	23	118	22	76	20	49	46	15	83	34	16	94	22	14	108	53	41	51
	35%	35%	28%	56%	35%	35%	35%	37%	35%	35%	35%	36%	44%	33%	38%	33%	34%	25%	48%	37% q	35%	43% v	30%
Rarely	76	70	4	2	61	14	61	11	40	16	20	17	9	50	10	8	58	12	3	61	20	14	42
	18%	19%	10%	21%	18%	22%	18%	18%	18%	27% j	15%	13%	26%	20%	11%	16%	21% n	13%	10%	21% q	13%	14%	25% t
Never	91	76	13	2	78	13	77	13	29	11	51	5	1	84	7	6	78	4	2	84	16	21	53
	22%	21%	31%	22%	22%	19%	23%	21%	13%	18%	37% hi	4%	3%	34% kl	7%	12%	28% no	5%	6%	29% q	11%	22% t	32% t
NET: Ever	323	287	29	7	270	54	263	48	189	47	87	124	33	166	83	44	197	87	27	209	134	74	115
	78%	79%	69%	78%	78%	81%	77%	79%	87% j	82% j	63%	96% m	97% m	66%	93% p	88% p	72%	95% s	94%	71%	89% uv	78%	68%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 173
QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	29	5	24	19	11	5	24	25	6	12	18	29	-	29	-	24	5	10	10	10	7	7
	7%	8%	7%	11%	5%	8%	7%	10%	15%	17%	17%	8%	-	8%	-	17%	2%	8%	13%	12%	8%	13%
				d									l		n		p					
Very often	74	24	49	52	22	24	49	55	18	16	31	71	3	71	3	44	28	33	20	23	17	14
	18%	40%	14%	29%	9%	40%	14%	22%	44%	22%	29%	20%	5%	19%	6%	32%	13%	28%	27%	29%	19%	26%
		b		df		df			gi			l		n		p						
Sometimes	144	20	125	62	82	20	125	99	13	27	38	122	22	129	16	45	74	32	14	22	36	15
	35%	32%	35%	35%	35%	32%	35%	38%	32%	37%	35%	34%	38%	35%	31%	33%	34%	27%	19%	28%	41%	29%
																					qr	
Rarely	76	9	67	26	49	9	67	49	4	9	15	66	9	64	11	15	44	19	18	14	16	9
	18%	14%	19%	15%	21%	14%	19%	19%	10%	13%	14%	19%	16%	18%	23%	11%	20%	16%	25%	17%	18%	17%
																	o					
Never	91	3	88	17	74	3	88	30	-	8	7	67	24	70	20	8	67	25	11	11	13	7
	22%	5%	25%	10%	31%	5%	25%	12%	-	10%	6%	19%	41%	19%	40%	6%	31%	21%	15%	13%	15%	14%
			a		ce		ce	h		h			k		m		o					
NET: Ever	323	58	265	159	164	58	265	228	42	66	103	288	35	293	30	128	151	94	62	69	76	44
	78%	95%	75%	90%	69%	95%	75%	88%	100%	90%	94%	81%	59%	81%	60%	94%	69%	79%	85%	87%	85%	86%
		b		df		df			gi			l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 174

QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_3 no change

Base: Cell 3

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	**400**	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	**414**	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	**20**	13	7	-	-	13	7	-	20	7	11	2	-	-	15	5	20	-	-	-
	5%	6%	3%	-	-	6%	3%	-	5%	13%	11%	2%	-	-	6%	3%	6%	-	-	-
										l	hklm	hklm								
Very often	**60**	23	37	-	-	23	37	-	60	11	24	13	9	4	40	19	52	5	3	-
	14%	11%	17%	-	-	11%	17%	-	14%	21%	24%	14%	10%	5%	17%	11%	15%	21%	8%	-
										m	m	hlm								
Sometimes	**133**	69	64	-	-	69	64	-	133	25	26	27	34	22	73	61	106	8	12	7
	32%	34%	30%	-	-	34%	30%	-	32%	50%	26%	30%	37%	26%	30%	35%	31%	33%	38%	57%
										hjkm										
Rarely	**112**	52	60	-	-	52	60	-	112	5	22	35	22	29	63	49	99	2	9	2
	27%	26%	28%	-	-	26%	28%	-	27%	10%	22%	38%	24%	35%	26%	29%	29%	7%	28%	15%
										i		hij	i	i						
Never	**89**	45	43	-	-	45	43	-	89	3	18	15	26	27	52	37	67	9	9	4
	21%	22%	20%	-	-	22%	20%	-	21%	5%	18%	16%	29%	34%	21%	21%	19%	39%	27%	28%
											i		i	hijk						
NET: Ever	**325**	157	169	-	-	157	169	-	325	47	84	76	64	54	191	134	277	15	24	9
	79%	78%	80%	-	-	78%	80%	-	79%	95%	82%	84%	71%	66%	79%	79%	81%	61%	73%	72%
										m	hjlm	m	m							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 175

QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_3 no change

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	20	18	2	-	15	5	15	4	16	1	3	15	-	5	10	1	9	11	4	5	13	3	4
	5%	5%	5%	-	4%	8%	4%	7%	7% j	2%	2%	12% lm	-	2%	11% p	2%	3%	12% s	14%	2%	9% v	3%	2%
Very often	60	50	9	1	50	10	46	10	43	8	9	33	9	18	24	13	22	27	7	26	32	14	13
	14%	14%	21%	11%	14%	15%	14%	17%	20% j	14%	6%	25% m	27% m	7%	27% p	27% p	8%	29% s	25%	9%	21% v	15%	8%
Sometimes	133	124	8	2	116	17	115	16	77	19	37	49	13	72	32	14	87	37	10	86	59	29	45
	32%	34% b	19%	21%	33%	26%	34%	27%	35%	33%	27%	38%	37%	29%	36%	29%	32%	40%	36%	29%	39% v	31%	27%
Rarely	112	94	15	3	94	18	93	16	51	19	43	22	12	78	13	16	83	12	6	94	25	25	62
	27%	26%	36%	32%	27%	28%	27%	27%	23%	33%	31%	17%	36% k	31% k	15%	32% n	30% n	13%	21%	32% q	17%	26%	37% t
Never	89	77	8	3	73	16	71	14	32	11	46	11	-	77	10	5	73	4	1	83	21	23	44
	21%	21%	20%	36%	21%	24%	21%	23%	15%	19%	33% h	9%	-	31% kl	11%	10%	27% no	5%	4%	28% q	14%	24% t	26% t
NET: Ever	325	286	33	6	275	50	269	46	187	46	92	118	34	173	79	45	201	87	28	211	129	72	124
	79%	79%	80%	64%	79%	76%	79%	77%	85% j	81%	67%	91% m	100% m	69%	89% p	90% p	73%	95% s	96%	72%	86% uv	76%	74%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 176
QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_3 no change

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	20	7	13	14	6	7	13	18	8	11	12	19	1	19	1	17	2	7	7	6	2	2
	5%	12%	4%	8%	3%	12%	4%	7%	20%	15%	11%	5%	2%	5%	2%	12%	1%	6%	10%	7%	2%	4%
			b	df		df			g	g							p		t			
Very often	60	14	46	39	20	14	46	44	13	18	25	58	2	58	2	34	21	21	15	13	12	9
	14%	23%	13%	22%	9%	23%	13%	17%	31%	24%	23%	16%	3%	16%	4%	25%	10%	18%	20%	17%	14%	18%
				df		d			g			l		n		p						
Sometimes	133	24	110	62	72	24	110	97	12	19	41	114	19	116	17	55	61	37	26	29	38	24
	32%	39%	31%	35%	30%	39%	31%	38%	29%	27%	37%	32%	32%	32%	35%	41%	28%	31%	35%	37%	43%	47%
																p						
Rarely	112	10	102	41	71	10	102	67	8	18	23	95	17	99	13	20	67	28	17	21	21	8
	27%	16%	29%	23%	30%	16%	29%	26%	20%	25%	21%	27%	30%	27%	27%	15%	31%	24%	23%	27%	24%	16%
			a		e		e										o					
Never	89	6	82	20	68	6	82	32	-	7	9	69	19	72	16	9	66	25	9	10	15	8
	21%	10%	23%	12%	29%	10%	23%	12%	-	9%	8%	20%	33%	20%	33%	7%	30%	21%	12%	12%	17%	15%
			a		ce		ce	h					k		m		o					
NET: Ever	325	54	271	156	169	54	271	226	42	67	101	286	39	291	34	127	152	93	64	70	73	44
	79%	90%	77%	88%	71%	90%	77%	88%	100%	91%	92%	80%	67%	80%	67%	93%	70%	79%	88%	88%	83%	85%
			b	df		df			g			l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 177

QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 3

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Always	30	14	16	-	-	14	16	-	30	9	13	5	3	1	25	5	26	2	2	-
	7%	7%	8%	-	-	7%	8%	-	7%	17% hklm	12% lm	5%	3%	1%	10% o	3%	7%	7%	8%	-
Very often	75	25	50	-	-	25	50	-	75	12	29	21	8	6	49	26	66	2	7	-
	18%	12%	23% a	-	-	12%	23% e	-	18% lm	24% lm	29% hlm	22% lm	8%	7%	20%	15%	19%	7%	20%	-
Sometimes	143	74	69	-	-	74	69	-	143	23	34	35	30	21	79	64	122	9	7	4
	35%	37%	33%	-	-	37%	33%	-	35%	46% m	33%	39%	34%	26%	32%	37%	36%	39%	22%	29%
Rarely	95	50	45	-	-	50	45	-	95	7	14	18	26	30	56	39	77	5	10	4
	23%	25%	21%	-	-	25%	21%	-	23%	14%	14%	20%	29% ij	36% hijk	23%	23%	22%	20%	31%	28%
Never	71	39	32	-	-	39	32	-	71	-	12	12	23	24	34	37	53	6	6	6
	17%	20%	15%	-	-	20%	15%	-	17% i	-	11%	13% i	26% ijk	30% hijk	14%	22%	15%	26%	19%	43%
NET: Ever	343	162	180	-	-	162	180	-	343	50	90	79	67	57	209	134	291	18	26	7
	83%	80%	85%	-	-	80%	85%	-	83% m	100% hjklm	89% lm	87% lm	74%	70%	86%	78%	85%	74%	81%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 178
QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 3

		Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
	Total	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	30	28	2	-	27	3	25	3	20	2	8	18	2	10	16	7	7	14	4	12	19	5	6
	7%	8%	5%	-	8%	5%	7%	5%	9%	3%	6%	14% m	6%	4%	18% p	14% p	3%	16% s	13%	4%	13% v	5%	4%
Very often	75	69	5	1	59	16	58	14	51	11	13	46	9	20	25	12	37	35	7	32	34	22	18
	18%	19%	12%	11%	17%	24%	17%	23%	23% j	20% j	9%	36% m	26% m	8%	28% p	25%	14%	38% s	25%	11%	23% v	23% v	11%
Sometimes	143	125	15	3	124	19	122	18	79	26	38	44	19	80	33	17	93	28	14	101	59	34	50
	35%	34%	37%	32%	36%	28%	36%	29%	36%	45% j	28%	34%	56% km	32%	36%	34%	34%	31%	48%	34%	39%	36%	30%
Rarely	95	82	11	2	76	19	75	17	44	14	38	18	4	73	10	9	76	12	3	80	24	17	54
	23%	23%	25%	24%	22%	29%	22%	29%	20%	24%	28%	14%	12%	29% kl	11%	18%	28% n	14%	10%	27% q	16%	18%	32% tu
Never	71	59	9	3	62	9	61	8	25	5	41	3	-	68	6	5	60	1	1	69	14	17	40
	17%	16%	21%	33%	18%	14%	18%	14%	12%	8%	30% hi	3%	-	27% kl	7%	10%	22% n	1%	3%	24% q	9%	18%	24% t
NET: Ever	343	304	33	6	286	57	279	52	194	52	97	126	34	182	84	45	214	90	28	225	137	78	128
	83%	84%	79%	67%	82%	86%	82%	86%	88% j	92% j	70%	97% m	100% m	73%	93% p	90%	78%	99% s	97%	76%	91% v	82%	76%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 179
QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	30	14	16	21	9	14	16	23	10	16	19	28	2	28	2	21	6	13	9	7	6	6
	7%	23% b	5%	12% df	4%	23% cdf	5%	9%	24% g	22% g	17% g	8%	4%	8%	4%	16% p	3%	11%	12%	9%	6%	11%
Very often	75	20	55	53	22	20	55	58	13	14	28	68	7	71	4	51	17	29	14	18	17	11
	18%	33% b	15%	30% df	9%	33% df	15% d	22%	32%	20%	25%	19%	12%	19% n	8%	38% p	8%	25%	19%	23%	19%	22%
Sometimes	143	19	124	63	79	19	124	98	17	24	43	125	18	125	17	43	76	35	24	34	34	16
	35%	31%	35%	36%	33%	31%	35%	38%	41%	32%	39%	35%	31%	34%	35%	31%	35%	30%	33%	43%	39%	32%
Rarely	95	6	89	31	64	6	89	56	1	15	18	82	13	85	10	17	68	18	15	11	22	10
	23%	10%	25% a	18%	27% ce	10%	25% e	22% h	3%	20% h	17% h	23%	23%	23%	21%	12%	31% o	15%	20%	14%	24%	19%
Never	71	2	69	8	63	2	69	23	-	4	2	53	18	55	16	4	51	22	11	10	10	8
	17%	3%	20% a	5%	26% ce	3%	20% ce	9% j	-	6%	2%	15%	31% k	15%	33% m	3%	23% o	19%	15%	12%	11%	15%
NET: Ever	343	59	284	168	175	59	284	235	42	69	108	302	40	309	34	132	166	96	62	70	79	44
	83%	97% b	80%	95% df	74%	97% df	80%	91%	100%	94%	98% g	85% l	69%	85% n	67%	97% p	77%	81%	85%	88%	89%	85%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 180

QINF1_12 - Frequency of seeing 12. Em Sheldon - stripey_3 advert

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7	
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**	
Always	33	11	22	-	-	11	22	-	33	9	15	6	3	1	24	9	27	2	4	-	
	8%	6%	10%	-	-	6%	10%	-	8%	17%	14%	6%	3%	1%	10%	5%	8%	7%	11%	-	
									m	hklm	lm										
Very often	70	34	36	-	-	34	36	-	70	15	23	17	11	5	46	24	65	2	4	-	
	17%	17%	17%	-	-	17%	17%	-	17%	29%	23%	19%	12%	6%	19%	14%	19%	7%	12%	-	
									m	hlm	m	m									
Sometimes	145	60	86	-	-	60	86	-	145	16	31	41	33	25	84	61	115	10	13	7	
	35%	30%	40%	-	-	30%	40%	-	35%	32%	30%	45%	37%	31%	35%	36%	33%	40%	41%	57%	
			a				e					j									
Rarely	87	50	38	-	-	50	38	-	87	10	17	19	19	22	50	37	78	5	5	-	
	21%	25%	18%	-	-	25%	18%	-	21%	20%	16%	21%	22%	27%	21%	22%	23%	19%	16%	-	
Never	78	47	31	-	-	47	31	-	78	1	17	8	24	28	39	40	60	6	6	6	
	19%	23%	15%	-	-	23%	15%	-	19%	2%	16%	9%	27%	35%	16%	23%	17%	26%	19%	43%	
		b					f		ik		i		ik	hijk							
NET: Ever	336	155	181	-	-	155	181	-	336	49	85	83	66	53	204	132	284	18	26	7	
	81%	77%	85%	-	-	77%	85%	-	81%	98%	84%	91%	73%	65%	84%	77%	83%	74%	81%	57%	
			a				e		m	hjlm	m	hlm									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 181
QINF1_12 - Frequency of seeing 12. Em Sheldon - stripey_3 advert

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Always	33	27	5	1	32	1	31	-	23	4	6	20	4	9	8	1	24	18	3	12	19	8	5
	8%	7%	12%	11%	9%	2%	9%	-	10%	7%	4%	15%	12%	4%	9%	2%	9%	19%	11%	4%	13%	8%	3%
					eg		eg					m	m				s				v		
Very often	70	65	4	1	57	14	55	14	47	9	14	40	7	23	25	9	36	38	3	29	35	17	18
	17%	18%	10%	11%	16%	20%	16%	22%	21%	16%	10%	31%	20%	9%	28%	18%	13%	42%	10%	10%	23%	18%	11%
									j			m			p			s			v		
Sometimes	145	125	18	2	124	22	123	21	84	21	41	48	14	83	35	23	88	26	14	105	57	33	55
	35%	34%	43%	24%	36%	33%	36%	34%	38%	36%	29%	37%	42%	33%	39%	46%	32%	29%	48%	36%	38%	35%	33%
Rarely	87	79	6	2	68	19	66	16	43	15	29	16	9	62	15	13	58	7	8	72	21	19	47
	21%	22%	16%	22%	20%	29%	19%	27%	20%	26%	21%	12%	26%	25%	17%	27%	21%	8%	27%	25%	14%	21%	28%
														k						q			t
Never	78	67	8	3	67	11	66	10	22	9	48	6	-	72	6	4	69	2	1	75	18	18	43
	19%	19%	19%	33%	19%	17%	19%	17%	10%	15%	35%	5%	-	29%	7%	7%	25%	2%	4%	26%	12%	19%	25%
											hi			kl			no			q			t
NET: Ever	336	296	34	6	280	55	274	50	197	49	90	123	34	178	84	46	206	89	28	219	133	77	126
	81%	81%	81%	67%	81%	83%	81%	83%	90%	85%	65%	95%	100%	71%	93%	93%	75%	98%	96%	74%	88%	81%	75%
									j			m	m		p	p		s			v		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 182
QINF1_12 - Frequency of seeing 12. Em Sheldon - stripey_3 advert

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Always	33	8	25	22	11	8	25	24	12	14	22	32	1	32	1	25	4	17	9	10	7	3
	8%	13%	7%	12%	5%	13%	7%	9%	30%	20%	20%	9%	2%	9%	2%	18%	2%	15%	12%	13%	7%	7%
				d		d			g	g	g					p						
Very often	70	22	48	47	23	22	48	54	13	16	27	63	7	65	5	39	24	23	18	15	17	12
	17%	36%	14%	27%	10%	36%	14%	21%	31%	22%	25%	18%	11%	18%	10%	29%	11%	19%	24%	19%	20%	23%
		b		df		df										p						
Sometimes	145	24	121	70	75	24	121	98	13	22	39	122	23	126	19	55	65	40	26	32	35	19
	35%	40%	34%	40%	32%	40%	34%	38%	32%	30%	35%	34%	39%	35%	38%	40%	30%	34%	36%	40%	39%	37%
Rarely	87	5	82	27	61	5	82	59	3	15	17	78	9	79	8	13	63	20	13	12	19	11
	21%	8%	23%	15%	25%	8%	23%	23%	7%	20%	15%	22%	16%	22%	17%	9%	29%	17%	18%	15%	21%	21%
			a		ce		ce	h									o					
Never	78	2	76	11	67	2	76	22	-	6	5	60	19	62	17	5	61	18	8	11	11	7
	19%	3%	22%	6%	28%	3%	22%	9%	-	8%	4%	17%	32%	17%	33%	4%	28%	15%	11%	13%	12%	13%
			a		ce		ce						k		m		o					
NET: Ever	336	59	277	165	171	59	277	235	42	68	105	295	40	302	34	131	157	100	65	69	78	45
	81%	97%	78%	94%	72%	97%	78%	91%	100%	92%	96%	83%	68%	83%	67%	96%	72%	85%	89%	87%	88%	87%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 183

QINF1_1 - Frequency of seeing 01a. Maria J - full post_4 Ad

Base: Cell 4

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	29	16	13	-	-	16	13	-	29	7	11	4	6	-	14	14	26	-	1	2
	7%	8%	6%	-	-	8%	6%	-	7%	16%	12%	4%	6%	-	6%	9%	7%	-	4%	14%
									m	hklm	m		m							
Very often	94	34	60	-	-	34	60	-	94	11	36	21	18	9	61	33	81	2	7	4
	23%	17%	28%	-	-	17%	28%	-	23%	24%	38%	23%	17%	11%	25%	20%	24%	7%	22%	29%
			a				e		m	m	hklm	m								
Sometimes	131	64	67	-	-	64	67	-	131	17	25	30	35	24	86	45	101	15	11	4
	32%	31%	32%	-	-	31%	32%	-	32%	37%	26%	33%	34%	30%	35%	27%	30%	60%	34%	28%
Rarely	87	49	38	-	-	49	38	-	87	10	13	17	25	21	49	38	74	3	7	2
	21%	24%	18%	-	-	24%	18%	-	21%	22%	14%	19%	24%	26%	20%	22%	22%	13%	22%	13%
Never	74	41	34	-	-	41	34	-	74	-	9	19	19	27	36	38	61	5	6	2
	18%	20%	16%	-	-	20%	16%	-	18%	-	10%	21%	18%	33%	15%	23%	18%	20%	18%	16%
									i		i	ij	i	hijl		n				
NET: Ever	340	162	178	-	-	162	178	-	340	45	86	72	84	54	209	131	282	19	27	11
	82%	80%	84%	-	-	80%	84%	-	82%	100%	90%	79%	82%	67%	85%	77%	82%	80%	82%	84%
									m	hjklm	km		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 184

QINF1_1 - Frequency of seeing 01a. Maria J - full post_4 Ad

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	29	28	1	-	23	6	23	5	22	2	5	23	1	5	12	1	16	16	3	10	21	3	4
	7%	7%	4%	-	6%	12%	6%	12%	10%	3%	3%	16%	2%	2%	12%	3%	6%	22%	10%	3%	14%	4%	2%
									j			lm						s			uv		
Very often	94	90	3	1	83	11	83	10	57	7	30	51	13	30	28	13	53	26	9	59	49	16	29
	23%	23%	13%	9%	23%	22%	23%	24%	27%	13%	20%	37%	27%	13%	28%	35%	19%	36%	30%	19%	33%	19%	16%
									i			m	m			p		s			uv		
Sometimes	131	120	9	2	121	10	120	7	65	23	43	43	24	64	33	16	82	21	14	96	50	30	51
	32%	31%	40%	22%	33%	20%	33%	17%	31%	42%	29%	32%	51%	28%	34%	42%	30%	29%	48%	31%	33%	36%	28%
					g		g						km										
Rarely	87	78	3	6	75	12	75	10	42	13	31	15	6	66	15	4	67	9	4	74	24	22	41
	21%	20%	13%	59%	21%	23%	21%	23%	20%	23%	21%	11%	12%	29%	15%	11%	24%	13%	13%	24%	16%	27%	22%
														kl						q		t	
Never	74	67	7	1	63	11	62	10	25	10	39	5	4	65	11	3	60	1	-	73	7	11	56
	18%	17%	30%	10%	17%	23%	17%	24%	12%	19%	26%	4%	8%	28%	11%	9%	22%	1%	-	23%	4%	14%	31%
											h			kl			n			q			tu
NET: Ever	340	316	16	9	301	39	300	32	186	45	109	132	44	164	89	34	218	72	30	239	144	71	125
	82%	83%	70%	90%	83%	77%	83%	76%	88%	81%	74%	96%	92%	72%	89%	91%	78%	99%	100%	77%	96%	86%	69%
									j			m	m		p			s			uv	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 185
QINF1_1 - Frequency of seeing 01a. Maria J - full post_4 Ad

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	29	11	17	22	7	11	17	24	8	8	16	26	3	27	2	14	8	10	10	12	5	5
	7%	21%	5%	13%	3%	21%	5%	9%	22%	17%	15%	7%	6%	7%	5%	11%	4%	9%	15%	15%	5%	8%
		b		df		df			g							p				t		
Very often	94	22	71	55	39	22	71	74	13	21	42	87	7	90	4	50	33	28	18	19	20	15
	23%	40%	20%	32%	16%	40%	20%	26%	37%	45%	40%	23%	15%	24%	11%	40%	16%	25%	27%	23%	22%	26%
		b		df		df				g	g					p						
Sometimes	131	15	116	63	68	15	116	94	12	13	36	125	7	127	4	42	63	48	28	32	38	22
	32%	28%	32%	37%	28%	28%	32%	34%	32%	27%	35%	34%	15%	34%	10%	34%	31%	43%	42%	40%	43%	37%
													l		n							
Rarely	87	5	82	19	67	5	82	59	3	6	9	75	12	77	9	11	55	18	8	14	19	11
	21%	9%	23%	11%	28%	9%	23%	21%	9%	12%	9%	20%	26%	20%	26%	9%	27%	16%	12%	17%	21%	18%
			a		ce		ce	j									o					
Never	74	2	72	12	62	2	72	30	-	-	2	57	17	57	18	9	47	7	3	4	8	6
	18%	3%	20%	7%	26%	3%	20%	11%	-	-	2%	16%	37%	15%	48%	7%	23%	6%	4%	5%	9%	10%
			a		ce		ce	ij					k		m		o					
NET: Ever	340	54	286	159	181	54	286	251	36	47	103	312	28	321	19	117	159	103	63	77	82	53
	82%	97%	80%	93%	74%	97%	80%	89%	100%	100%	98%	84%	63%	85%	52%	93%	77%	94%	96%	95%	91%	90%
		b		df		df				g	g	l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 186

QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	43	15	28	-	-	15	28	-	43	8	19	7	6	2	22	21	33	6	2	2
	10%	7%	13%	-	-	7%	13%	-	10%	19%	20%	8%	6%	3%	9%	13%	9%	26%	7%	15%
									m	lm	hklm									
Very often	111	50	60	-	-	50	60	-	111	16	29	24	22	18	69	42	90	3	11	6
	27%	25%	28%	-	-	25%	28%	-	27%	36%	31%	27%	22%	23%	28%	25%	26%	13%	34%	41%
Sometimes	137	62	74	-	-	62	74	-	137	18	32	26	40	21	85	52	115	10	10	2
	33%	31%	35%	-	-	31%	35%	-	33%	41%	33%	29%	39%	25%	35%	31%	34%	40%	30%	14%
Rarely	64	41	22	-	-	41	22	-	64	1	8	17	17	21	43	21	55	-	5	4
	15%	20%	11%	-	-	20%	11%	-	15%	2%	9%	18%	17%	26%	18%	12%	16%	-	15%	30%
		b				f			i			i	i	hij						
Never	60	34	26	-	-	34	26	-	60	1	7	16	17	19	26	33	50	5	5	-
	14%	17%	12%	-	-	17%	12%	-	14%	2%	7%	18%	16%	23%	11%	20%	15%	20%	14%	-
									i			ij	i	ij		n				
NET: Ever	354	169	185	-	-	169	185	-	354	44	88	74	86	62	219	136	293	19	29	13
	86%	83%	88%	-	-	83%	88%	-	86%	98%	93%	82%	84%	77%	89%	80%	85%	80%	86%	100%
										hklm	km				o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 187

QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 4

	Total	Internet Use — Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook — Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram — Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter — Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat — Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube — Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	43	40	1	2	37	6	37	4	33	2	8	27	5	11	15	3	26	18	5	21	25	2	16
	10%	11%	4%	20%	10%	12%	10%	9%	16%	4%	5%	20%	10%	5%	15%	8%	9%	24%	15%	7%	17%	3%	9%
									ij			m						s			uv		
Very often	111	100	8	3	100	11	99	9	60	18	33	52	11	48	33	13	65	23	9	78	55	20	35
	27%	26%	35%	30%	27%	22%	27%	21%	28%	33%	22%	38%	23%	21%	33%	34%	23%	32%	30%	25%	37%	25%	19%
												m									v		
Sometimes	137	131	5	1	120	17	119	15	71	12	55	44	22	71	29	14	94	24	13	100	47	35	54
	33%	34%	22%	10%	33%	33%	33%	34%	33%	21%	37%	32%	47%	31%	29%	38%	34%	33%	45%	32%	31%	43%	30%
											i		m									v	
Rarely	64	56	6	2	57	7	57	7	28	16	20	6	7	51	14	5	45	5	2	57	15	12	36
	15%	15%	26%	20%	16%	14%	16%	16%	13%	29%	13%	4%	15%	22%	14%	14%	16%	7%	7%	18%	10%	15%	20%
										hj			k	k						q			t
Never	60	55	3	2	50	10	50	8	20	7	33	8	3	49	9	2	56	3	1	56	7	12	40
	14%	14%	12%	20%	14%	20%	14%	19%	9%	13%	22%	6%	6%	21%	9%	5%	18%	4%	4%	18%	5%	15%	22%
											h			kl			n			q		t	t
NET: Ever	354	327	19	8	314	40	312	34	191	48	115	129	45	180	91	35	229	70	29	256	143	70	141
	86%	86%	88%	80%	86%	80%	86%	81%	91%	87%	78%	94%	94%	79%	91%	95%	82%	96%	96%	82%	95%	85%	78%
									j			m	m		p			s			uv		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 188
QINF1_2 - Frequency of seeing 02. Neutrogena

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	43	14	30	26	18	14	30	36	12	12	29	41	2	42	1	22	11	12	10	17	4	6
	10%	24%	8%	15%	7%	24%	8%	13%	34%	26%	28%	11%	4%	11%	3%	18%	5%	11%	16%	21%	4%	10%
		b		df		df			g	g	g						p			t	t	
Very often	111	24	87	56	55	24	87	87	12	17	42	103	8	106	5	54	44	38	22	24	36	19
	27%	43%	24%	33%	22%	43%	24%	31%	32%	37%	41%	28%	18%	28%	13%	43%	21%	35%	34%	29%	40%	32%
		b		df		df								n		p						
Sometimes	137	13	124	61	76	13	124	97	8	13	23	122	15	127	10	31	77	41	25	27	35	21
	33%	23%	35%	36%	31%	23%	35%	34%	23%	27%	22%	33%	32%	34%	26%	25%	37%	37%	38%	33%	39%	35%
								j									o					
Rarely	64	3	61	22	42	3	61	40	4	3	6	57	6	57	6	12	35	10	5	9	11	9
	15%	5%	17%	13%	17%	5%	17%	14%	11%	6%	6%	15%	14%	15%	17%	9%	17%	9%	7%	11%	12%	16%
			a		e		e	j														
Never	60	3	57	7	53	3	57	20	-	2	4	46	14	45	15	7	39	9	3	5	4	4
	14%	5%	16%	4%	22%	5%	16%	7%	-	4%	4%	12%	31%	12%	41%	5%	19%	8%	4%	6%	4%	7%
			a		ce		ce						k		m		o					
NET: Ever	354	53	301	164	190	53	301	260	36	45	101	323	31	333	22	119	167	101	63	76	86	55
	86%	95%	84%	96%	78%	95%	84%	93%	100%	96%	96%	88%	69%	88%	59%	95%	81%	92%	96%	94%	96%	93%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 189

QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 4

							Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	42	26	15	-	-	26	15	-	42	14	14	6	7	1	17	25	32	3	5	2
	10%	13%	7%	-	-	13%	7%	-	10%	30%	15%	7%	7%	1%	7%	15%	9%	13%	14%	14%
									m	hjklm	m					n				
Very often	121	51	70	-	-	51	70	-	121	15	26	29	26	25	90	31	99	6	11	4
	29%	25%	33%	-	-	25%	33%	-	29%	34%	28%	32%	25%	31%	37%	18%	29%	26%	34%	28%
															o					
Sometimes	118	55	62	-	-	55	62	-	118	12	31	27	33	13	68	50	102	3	10	2
	28%	27%	30%	-	-	27%	30%	-	28%	28%	33%	30%	32%	17%	28%	29%	30%	14%	30%	15%
									m		m	m	m							
Rarely	70	35	34	-	-	35	34	-	70	4	12	16	18	20	39	31	58	5	1	6
	17%	17%	16%	-	-	17%	16%	-	17%	8%	12%	18%	18%	24%	16%	18%	17%	20%	4%	43%
														ij						
Never	64	35	29	-	-	35	29	-	64	-	11	12	18	22	31	33	52	6	6	-
	15%	17%	14%	-	-	17%	14%	-	15%	-	12%	14%	18%	27%	13%	20%	15%	27%	18%	-
									i		i	i	i	hijk						
NET: Ever	350	168	183	-	-	168	183	-	350	45	84	78	84	59	214	136	291	18	27	13
	85%	83%	86%	-	-	83%	86%	-	85%	100%	88%	86%	82%	73%	87%	80%	85%	73%	82%	100%
									m	hjklm	m	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 190

QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	42	38	2	2	36	6	36	4	28	3	10	34	2	6	18	3	21	20	6	16	34	3	5
	10%	10%	9%	20%	10%	12%	10%	9%	13%	6%	7%	25%	4%	3%	18%	9%	8%	28%	19%	5%	22%	4%	3%
												lm			p			s			uv		
Very often	121	113	6	2	110	11	109	9	71	17	33	40	18	63	35	15	71	26	11	85	42	27	52
	29%	30%	27%	21%	30%	22%	30%	22%	34%	31%	22%	29%	37%	28%	35%	42%	25%	35%	36%	27%	28%	33%	29%
									j						p								
Sometimes	118	112	6	-	100	17	99	15	64	19	34	43	15	60	26	12	79	18	7	92	48	24	45
	28%	29%	26%	-	28%	34%	27%	36%	31%	35%	23%	31%	31%	26%	26%	32%	29%	25%	25%	30%	32%	29%	25%
Rarely	70	63	3	4	62	8	62	6	29	7	33	14	9	47	13	5	52	7	5	58	18	17	35
	17%	16%	13%	38%	17%	15%	17%	14%	14%	13%	23%	10%	20%	20%	13%	14%	19%	9%	16%	19%	12%	21%	19%
											h			k									
Never	64	57	5	2	56	8	56	8	18	8	38	7	4	53	8	1	55	2	1	61	9	11	44
	15%	15%	25%	20%	15%	16%	15%	19%	9%	15%	25%	5%	8%	23%	8%	3%	20%	3%	4%	20%	6%	14%	24%
											h			kl			no			q			t
NET: Ever	350	326	17	8	308	42	306	34	193	47	110	130	44	176	92	36	223	71	29	251	142	71	138
	85%	85%	75%	80%	85%	84%	85%	81%	91%	85%	75%	95%	92%	77%	92%	97%	80%	97%	96%	80%	94%	86%	76%
									j			m	m		p	p		s			v		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 191
QINF1_3 - Frequency of seeing 03. Backpacker_no change

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	42	14	28	31	11	14	28	34	10	8	26	40	2	40	2	26	11	13	13	14	12	9
	10%	26%	8%	18%	4%	26%	8%	12%	27%	17%	25%	11%	5%	11%	6%	21%	5%	12%	20%	17%	13%	15%
		b		df		df			g		g						p					
Very often	121	18	103	59	62	18	103	99	14	19	42	113	8	118	3	43	62	39	18	24	33	16
	29%	33%	29%	35%	25%	33%	29%	35%	40%	40%	40%	31%	18%	31%	8%	34%	30%	35%	27%	29%	37%	27%
														n								
Sometimes	118	15	102	52	66	15	102	88	10	16	30	108	10	111	7	35	51	37	18	21	24	20
	28%	28%	29%	30%	27%	28%	29%	31%	28%	33%	29%	29%	21%	29%	18%	28%	25%	33%	27%	26%	27%	34%
Rarely	70	5	65	19	50	5	65	38	1	3	5	60	9	60	9	13	43	14	13	18	12	10
	17%	9%	18%	11%	21%	9%	18%	14%	2%	6%	5%	16%	21%	16%	25%	10%	21%	13%	20%	23%	13%	16%
					ce		ce	j									o					
Never	64	3	61	9	55	3	61	22	1	2	2	48	16	48	16	8	39	7	4	4	9	4
	15%	5%	17%	5%	22%	5%	17%	8%	3%	4%	2%	13%	35%	13%	43%	7%	19%	6%	6%	5%	10%	7%
			a		ce		ce	j					k		m		o					
NET: Ever	350	53	297	161	189	53	297	258	35	45	103	321	29	329	21	118	167	103	62	77	81	55
	85%	95%	83%	95%	78%	95%	83%	92%	97%	96%	98%	87%	65%	87%	57%	93%	81%	94%	94%	95%	90%	93%
		b		df		df					g	l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 192

QINF1_4 - Frequency of seeing 04. Lorraine_4 ad

Base: Cell 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	27	11	16	-	-	11	16	-	27	3	13	9	2	-	16	11	27	-	-	-
	6%	5%	7%	-	-	5%	7%	-	6%	6%	14%	10%	2%	-	7%	6%	8%	-	-	-
									m	m	hlm	lm								
Very often	78	32	46	-	-	32	46	-	78	8	26	18	14	11	48	29	61	6	6	4
	19%	16%	22%	-	-	16%	22%	-	19%	17%	28%	20%	14%	14%	20%	17%	18%	26%	19%	29%
											lm									
Sometimes	154	73	81	-	-	73	81	-	154	21	33	33	44	23	93	61	123	10	14	7
	37%	36%	38%	-	-	36%	38%	-	37%	47%	34%	36%	43%	29%	38%	36%	36%	41%	41%	55%
										m										
Rarely	81	45	36	-	-	45	36	-	81	10	15	16	22	19	50	31	68	5	6	2
	20%	22%	17%	-	-	22%	17%	-	20%	22%	15%	18%	21%	23%	21%	18%	20%	19%	19%	16%
Never	74	42	32	-	-	42	32	-	74	4	8	15	21	27	37	37	64	3	7	-
	18%	21%	15%	-	-	21%	15%	-	18%	8%	9%	16%	20%	34%	15%	22%	19%	13%	22%	-
									j				j	hijk						
NET: Ever	340	161	179	-	-	161	179	-	340	42	87	76	82	54	208	132	279	21	26	13
	82%	79%	85%	-	-	79%	85%	-	82%	92%	91%	84%	80%	66%	85%	78%	81%	87%	78%	100%
									m	m	hlm	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 193

QINF1_4 - Frequency of seeing 04. Lorraine_4 ad

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	27	25	2	-	23	4	23	3	17	3	7	16	4	7	9	-	18	12	3	12	21	2	4
	6%	6%	9%	-	6%	8%	6%	7%	8%	5%	5%	12% m	8%	3%	9% s	-	6%	16%	10%	4%	14% uv	2%	2%
Very often	78	69	6	3	70	8	69	6	58	5	15	36	11	31	26	10	42	23	6	49	34	21	22
	19%	18%	27%	31%	19%	16%	19%	14%	27% ij	9%	10%	26% m	22%	13%	26% p	28%	15%	32% s	19%	16%	22% v	26% v	12%
Sometimes	154	147	4	3	139	15	139	13	71	25	58	52	21	81	36	17	101	21	15	118	63	32	59
	37%	38%	18%	29%	38%	30%	38%	31%	34%	45%	39%	38%	43%	35%	36%	47%	36%	29%	51%	38%	42%	39%	33%
Rarely	81	74	6	2	71	10	71	8	41	11	29	20	7	54	19	5	57	11	6	64	23	15	43
	20%	19%	25%	20%	20%	20%	20%	19%	19%	20%	20%	15%	14%	24% k	19%	13%	21%	15%	20%	21%	15%	18%	24%
Never	74	68	5	2	61	13	60	12	25	11	39	13	6	56	9	4	61	6	-	69	10	12	52
	18%	18%	21%	20%	17%	26%	17%	29% h	12%	20%	26%	9%	12%	24% k	9%	12%	22% n	8%	-	22% q	7%	15%	29% tu
NET: Ever	340	315	18	8	303	37	302	30	187	44	109	125	42	173	90	32	217	67	30	243	140	70	129
	82%	82%	79%	80%	83%	74%	83%	71%	88% j	80%	74%	91% m	88%	76%	91% p	88%	78%	92% s	100%	78%	93% v	85% v	71%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 194
QINF1_4 - Frequency of seeing 04. Lorraine_4 ad

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	27	11	16	22	5	11	16	19	5	5	11	26	1	26	1	17	5	15	9	12	9	6
	6%	20%	4%	13%	2%	20%	4%	7%	14%	11%	10%	7%	2%	7%	3%	13%	2%	13%	14%	15%	10%	10%
		b		df		df										p						
Very often	78	16	62	42	36	16	62	57	13	13	33	71	7	73	5	43	29	32	20	15	20	16
	19%	29%	17%	24%	15%	29%	17%	20%	36%	28%	31%	19%	15%	19%	13%	34%	14%	29%	30%	19%	22%	27%
		b		d		df			g		g					p						
Sometimes	154	15	139	65	89	15	139	116	13	19	41	138	16	143	11	41	79	39	25	28	37	21
	37%	27%	39%	38%	36%	27%	39%	41%	36%	40%	39%	37%	36%	38%	30%	33%	38%	35%	38%	34%	42%	36%
Rarely	81	9	72	28	54	9	72	58	4	6	16	77	4	79	2	13	49	13	6	17	13	8
	20%	17%	20%	16%	22%	17%	20%	21%	12%	13%	15%	21%	9%	21%	6%	10%	24%	12%	9%	21%	15%	14%
															n		o			r		
Never	74	5	70	14	60	5	70	31	1	4	5	57	17	57	18	13	44	11	6	9	11	8
	18%	8%	19%	8%	25%	8%	19%	11%	2%	8%	4%	15%	39%	15%	48%	10%	22%	10%	9%	11%	12%	13%
				ce		c							k		m		o					
NET: Ever	340	51	289	156	183	51	289	250	35	44	100	312	28	320	19	114	162	99	60	72	79	51
	82%	92%	81%	92%	75%	92%	81%	89%	98%	92%	96%	85%	61%	85%	52%	90%	78%	90%	91%	89%	88%	87%
				df		d						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 195

QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_4 no label

Base: Cell 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	37	19	18	-	-	19	18	-	37	8	14	7	7	2	18	19	29	3	2	2
	9%	9%	9%	-	-	9%	9%	-	9%	19%	14%	7%	6%	2%	7%	11%	9%	13%	7%	14%
									m	hlm	m									
Very often	94	35	59	-	-	35	59	-	94	14	30	21	17	12	62	32	79	3	8	4
	23%	17%	28%	-	-	17%	28%	-	23%	32%	31%	23%	17%	15%	25%	19%	23%	13%	23%	29%
			a				e			lm	lm									
Sometimes	152	66	85	-	-	66	85	-	152	17	29	37	42	27	93	59	119	13	12	8
	37%	33%	40%	-	-	33%	40%	-	37%	38%	31%	40%	41%	33%	38%	35%	35%	54%	37%	57%
Rarely	69	44	25	-	-	44	25	-	69	4	15	14	19	17	42	27	62	2	5	-
	17%	22%	12%	-	-	22%	12%	-	17%	8%	15%	16%	19%	21%	17%	16%	18%	7%	16%	-
		b				f														
Never	63	39	24	-	-	39	24	-	63	2	8	13	17	23	31	32	54	3	6	-
	15%	19%	11%	-	-	19%	11%	-	15%	4%	9%	14%	17%	28%	13%	19%	16%	13%	18%	-
		b				f			i				i	hijk						
NET: Ever	351	164	187	-	-	164	187	-	351	43	87	78	85	58	214	137	290	21	27	13
	85%	81%	89%	-	-	81%	89%	-	85%	96%	91%	86%	83%	72%	87%	81%	84%	87%	82%	100%
			a				e		m	hlm	m	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 196
QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_4 no label

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	37	36	1	-	34	3	33	2	24	5	7	27	2	7	13	2	22	19	2	16	23	7	7
	9%	9%	4%	-	9%	6%	9%	5%	12% j	9%	5%	20% lm	4%	3%	13%	6%	8%	26% s	6%	5%	15% v	9%	4%
Very often	94	86	7	1	82	12	82	9	60	7	26	49	10	36	32	11	51	26	11	57	48	19	27
	23%	22%	31%	10%	22%	24%	23%	21%	29% ij	13%	18%	35% m	20%	16%	32% p	31%	18%	36% s	38%	18%	32% v	23%	15%
Sometimes	152	141	7	4	137	15	136	14	77	20	54	47	26	79	38	15	99	20	11	121	48	35	69
	37%	37%	34%	38%	38%	30%	37%	33%	36%	37%	37%	34%	55% km	34%	38%	41%	36%	28%	36%	39%	32%	43%	38%
Rarely	69	65	1	3	57	12	57	10	27	17	25	10	6	54	13	6	50	6	4	60	28	11	30
	17%	17%	5%	31%	16%	23%	16%	23%	13%	31% hj	17%	7%	12%	23% k	13%	17%	18%	8%	13%	19% q	18%	14%	17%
Never	63	55	6	2	54	8	54	7	22	6	35	5	4	54	4	2	57	2	2	59	5	9	49
	15%	14%	26%	20%	15%	17%	15%	17%	10%	10%	24% hi	4%	8%	23% kl	4%	5%	20% no	3%	6%	19% q	3%	11%	27% tu
NET: Ever	351	327	16	8	309	42	307	35	189	49	113	132	44	176	96	35	221	71	28	253	146	73	132
	85%	86%	74%	80%	85%	83%	85%	83%	90% j	90% j	76%	96% m	92% m	77%	96% p	95% p	80%	97% s	94%	81%	97% uv	89% v	73%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 197

QINF1_5 - Frequency of seeing 05. Gina Burgess Nutrition brand mention_4 no label

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	37	12	25	25	12	12	25	30	6	9	20	33	4	34	3	22	9	15	10	9	6	7
	9%	22%	7%	15%	5%	22%	7%	11%	17%	19%	19%	9%	8%	9%	7%	18%	4%	14%	15%	11%	7%	12%
		b		df		df					g					p						
Very often	94	21	72	55	39	21	72	75	14	20	41	88	5	91	3	50	31	39	20	26	29	15
	23%	39%	20%	32%	16%	39%	20%	27%	39%	42%	39%	24%	12%	24%	8%	40%	15%	36%	30%	32%	33%	26%
		b		df		df				g	g			n		p						
Sometimes	152	16	135	64	87	16	135	108	11	12	33	137	15	139	12	37	82	36	26	29	38	23
	37%	30%	38%	38%	36%	30%	38%	39%	31%	26%	32%	37%	34%	37%	34%	29%	40%	32%	40%	35%	43%	40%
Rarely	69	3	66	19	50	3	66	43	4	6	9	64	5	66	3	12	43	11	9	14	11	11
	17%	5%	19%	11%	21%	5%	19%	15%	10%	13%	8%	17%	11%	18%	8%	10%	21%	10%	14%	18%	12%	19%
			a		ce		ce										o					
Never	63	3	60	8	55	3	60	25	1	-	2	47	16	47	16	4	42	9	1	3	5	2
	15%	5%	17%	5%	23%	5%	17%	9%	3%	-	2%	13%	35%	12%	43%	3%	20%	8%	1%	4%	5%	3%
			a		ce		ce	ij					k		m		o					
NET: Ever	351	53	299	163	188	53	299	256	35	47	103	322	29	330	21	122	164	101	65	78	85	57
	85%	95%	83%	95%	77%	95%	83%	91%	97%	100%	98%	87%	65%	88%	57%	97%	80%	92%	99%	96%	95%	97%
		b		df		df				g	g	l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 198

QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 4

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	22	9	12	-	-	9	12	-	22	3	10	3	4	2	13	9	19	2	1	-
	5%	5%	6%	-	-	5%	6%	-	5%	6%	11% m	3%	4%	2%	5%	5%	6%	7%	3%	-
Very often	78	35	43	-	-	35	43	-	78	10	27	18	16	6	55	24	65	3	6	4
	19%	17%	21%	-	-	17%	21%	-	19% m	23% m	29% hlm	20% m	16%	8%	22% o	14%	19%	14%	19%	29%
Sometimes	166	78	88	-	-	78	88	-	166	20	35	38	41	32	97	69	130	13	18	6
	40%	39%	41%	-	-	39%	41%	-	40%	45%	36%	42%	40%	39%	40%	41%	38%	53%	52%	41%
Rarely	69	38	32	-	-	38	32	-	69	6	11	16	20	16	43	27	58	3	4	4
	17%	19%	15%	-	-	19%	15%	-	17%	13%	12%	17%	20%	20%	17%	16%	17%	13%	11%	30%
Never	79	43	36	-	-	43	36	-	79	5	11	16	21	25	38	41	71	3	5	-
	19%	21%	17%	-	-	21%	17%	-	19%	12%	12%	18%	20%	31% hij	16%	24% n	21%	13%	14%	-
NET: Ever	335	160	175	-	-	160	175	-	335	40	84	74	82	56	207	128	272	21	29	13
	81%	79%	83%	-	-	79%	83%	-	81% m	88% m	88% m	82%	80%	69%	84% o	76%	79%	87%	86%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 199
QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	22	20	2	-	18	4	17	4	16	4	2	17	2	3	12	-	9	11	3	8	15	2	5
	5%	5%	9%	-	5%	8%	5%	9%	7% j	7% j	1%	12% m	4%	1%	13% op	-	3%	15% s	10%	2%	10% uv	2%	3%
Very often	78	71	5	3	65	14	65	10	49	6	23	42	8	29	23	9	46	23	9	47	37	18	23
	19%	19%	22%	30%	18%	27%	18%	23%	23% m	11%	15%	30% m	17%	13%	23%	25%	17%	31% s	29%	15%	25% v	22%	13%
Sometimes	166	156	7	3	151	14	150	13	87	24	55	50	26	89	41	17	108	23	12	130	64	35	66
	40%	41%	31%	30%	42%	29%	42%	29%	41%	44%	37%	37%	55% km	39%	42%	46%	39%	32%	42%	42%	43%	43%	37%
Rarely	69	68	1	1	61	8	61	7	31	12	26	16	5	48	7	7	56	7	4	58	20	13	37
	17%	18%	4%	10%	17%	17%	17%	18%	15%	22%	18%	12%	10%	21% k	7%	18%	20% n	10%	13%	19%	13%	16%	20%
Never	79	68	8	3	69	10	69	9	29	8	42	12	7	60	15	4	59	8	2	68	14	14	51
	19%	18%	34%	30%	19%	19%	19%	20%	14%	15%	28% h	8%	14%	26% k	16%	11%	21%	12%	7%	22%	10%	17%	28% t
NET: Ever	335	314	15	7	295	41	293	34	183	46	106	126	41	169	84	33	219	64	28	244	137	68	131
	81%	82%	66%	70%	81%	81%	81%	80%	86% j	85%	72%	92% m	86%	74%	84%	89%	79%	88%	93%	78%	90% v	83%	72%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 200
QINF1_6 - Frequency of seeing 06. IKEA

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	22	9	13	18	4	9	13	16	8	8	12	19	3	20	2	12	4	7	4	9	5	4
	5%	16%	4%	10%	2%	16%	4%	6%	22%	17%	11%	5%	7%	5%	6%	10%	2%	6%	5%	11%	6%	7%
		b		df		df			g	g						p						
Very often	78	18	61	45	33	18	61	59	14	16	31	77	2	77	2	40	30	31	20	19	25	15
	19%	32%	17%	26%	14%	32%	17%	21%	39%	33%	30%	21%	4%	20%	5%	31%	14%	28%	31%	24%	28%	26%
		b		df		df				g		l		n		p						
Sometimes	166	22	144	73	92	22	144	124	10	16	44	148	18	155	10	44	92	49	26	30	42	24
	40%	39%	40%	43%	38%	39%	40%	44%	27%	34%	42%	40%	39%	41%	28%	35%	45%	45%	39%	37%	47%	40%
Rarely	69	5	65	21	48	5	65	49	2	3	9	63	6	63	6	22	27	12	10	12	7	9
	17%	8%	18%	12%	20%	8%	18%	17%	4%	6%	9%	17%	13%	17%	17%	17%	13%	11%	15%	15%	8%	15%
								j														
Never	79	3	76	14	65	3	76	32	3	5	8	63	16	63	16	9	52	11	7	11	11	7
	19%	5%	21%	8%	27%	5%	21%	11%	7%	10%	8%	17%	36%	17%	44%	7%	25%	10%	10%	13%	12%	11%
			a		ce		ce						k		m		o					
NET: Ever	335	53	282	157	178	53	282	249	33	43	96	306	29	315	21	117	154	99	59	70	79	52
	81%	95%	79%	92%	73%	95%	79%	89%	93%	90%	92%	83%	64%	83%	56%	93%	75%	90%	90%	87%	88%	89%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 201

QINF1_7 - Frequency of seeing 07. Zoe Sugg_4 Advert white

Base: Cell 4

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	34	13	20	-	-	13	20	-	34	7	14	9	3	2	19	15	29	2	4	-
	8%	7%	10%	-	-	7%	10%	-	8%	15% lm	14% lm	9% m	3%	2%	8%	9%	8%	7%	11%	-
Very often	84	27	57	-	-	27	57	-	84	13	23	20	19	8	53	31	60	6	8	10
	20%	13%	27% a	-	-	13%	27% e	-	20% m	29% m	24% m	22% m	19%	10%	22%	18%	18%	27%	23%	71%
Sometimes	126	63	63	-	-	63	63	-	126	17	32	23	35	19	72	54	107	10	8	2
	30%	31%	30%	-	-	31%	30%	-	30%	39%	33%	25%	34%	23%	29%	32%	31%	40%	23%	13%
Rarely	91	55	36	-	-	55	36	-	91	5	16	19	28	24	57	34	80	3	8	-
	22%	27% b	17%	-	-	27%	17% f	-	22%	10%	16%	21%	28% i	30% ij	23%	20%	23%	13%	23%	-
Never	80	45	35	-	-	45	35	-	80	3	11	20	17	28	45	35	67	3	7	2
	19%	22%	16%	-	-	22%	16%	-	19% i	6%	12%	22% i	17%	35% hijl	18%	21%	20%	13%	21%	16%
NET: Ever	334	158	176	-	-	158	176	-	334	42	84	70	85	53	201	134	276	21	26	11
	81%	78%	84%	-	-	78%	84%	-	81% m	94% hkm	88% m	78%	83% m	65%	82%	79%	80%	87%	79%	84%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 202
QINF1_7 - Frequency of seeing 07. Zoe Sugg_4 Advert white

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	34	33	1	-	26	8	26	6	27	4	3	25	3	6	14	3	16	20	2	11	22	3	9
	8%	9%	5%	-	7%	16%	7%	15%	13%	7%	2%	18%	6%	3%	14%	9%	6%	28%	7%	4%	14%	4%	5%
						df			j			lm			p			s			uv		
Very often	84	75	6	3	77	7	76	6	51	10	23	42	10	32	27	9	48	22	8	54	44	14	25
	20%	20%	27%	30%	21%	14%	21%	14%	24%	19%	15%	30%	20%	14%	28%	24%	17%	30%	28%	17%	29%	18%	14%
												m			p			s			v		
Sometimes	126	118	6	2	113	12	113	11	67	15	44	41	22	62	27	12	86	19	13	93	46	35	45
	30%	31%	26%	18%	31%	24%	31%	27%	32%	27%	29%	30%	46%	27%	27%	33%	31%	26%	45%	30%	31%	42%	25%
													km									v	
Rarely	91	83	5	3	78	13	78	10	36	15	41	18	6	67	20	6	65	9	4	78	25	17	49
	22%	22%	22%	32%	21%	27%	21%	25%	17%	27%	27%	13%	12%	29%	20%	17%	23%	12%	13%	25%	17%	20%	27%
											h			kl						q			t
Never	80	73	5	2	70	10	69	9	31	11	38	11	7	62	11	6	63	3	2	75	14	13	53
	19%	19%	21%	20%	19%	19%	19%	20%	15%	20%	26%	8%	15%	27%	11%	17%	23%	4%	7%	24%	9%	16%	29%
											h			k			n			q			tu
NET: Ever	334	309	18	8	294	41	293	34	180	44	110	126	40	168	89	30	215	70	28	237	137	69	128
	81%	81%	79%	80%	81%	81%	81%	80%	85%	80%	74%	92%	85%	73%	89%	83%	77%	96%	93%	76%	91%	84%	71%
									j			m			p			s			v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 203
QINF1_7 - Frequency of seeing 07. Zoe Sugg_4 Advert white

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	34	12	22	24	10	12	22	27	11	9	18	31	3	32	2	19	7	14	12	16	8	8
	8%	21%	6%	14%	4%	21%	6%	10%	31%	19%	17%	8%	7%	8%	6%	15%	3%	13%	18%	20%	9%	14%
		b		df		df			g								p			t		
Very often	84	16	68	43	41	16	68	68	12	19	38	80	4	82	2	41	32	30	15	17	21	12
	20%	29%	19%	25%	17%	29%	19%	24%	34%	39%	37%	22%	8%	22%	5%	32%	16%	27%	23%	21%	24%	21%
				d		d				g	g	l		n		p						
Sometimes	126	22	103	64	61	22	103	88	9	12	32	112	13	117	8	32	66	36	20	24	30	16
	30%	40%	29%	38%	25%	40%	29%	31%	24%	25%	30%	30%	29%	31%	23%	25%	32%	33%	31%	30%	33%	27%
				df		d																
Rarely	91	4	87	29	62	4	87	62	3	6	11	84	7	85	6	24	51	20	14	17	19	15
	22%	7%	24%	17%	26%	7%	24%	22%	9%	13%	10%	23%	17%	23%	16%	19%	25%	18%	21%	21%	21%	25%
			a		ce		e	j														
Never	80	2	78	11	69	2	78	35	1	2	6	62	18	61	19	11	50	11	5	7	12	8
	19%	3%	22%	6%	28%	3%	22%	13%	3%	4%	6%	17%	39%	16%	51%	9%	24%	10%	8%	9%	13%	14%
			a		ce		ce						k		m		o					
NET: Ever	334	54	280	160	174	54	280	245	35	45	99	307	27	316	18	115	156	99	61	74	78	51
	81%	97%	78%	94%	72%	97%	78%	87%	97%	96%	94%	83%	61%	84%	49%	91%	76%	90%	92%	91%	87%	86%
		b		df		df						l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 204

QINF1_8 - Frequency of seeing 08. JamesLock6_4 no change

Base: Cell 4

													Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	20	7	13	-	-	7	13	-	20	4	10	4	-	2	8	12	16	2	2	-
	5%	4%	6%	-	-	4%	6%	-	5%	9%	11%	4%	-	2%	3%	7%	5%	7%	7%	-
									l	l	hlm	l								
Very often	61	21	40	-	-	21	40	-	61	9	24	14	11	2	38	23	49	3	2	6
	15%	10%	19%	-	-	10%	19%	-	15%	20%	25%	16%	11%	2%	16%	13%	14%	13%	7%	43%
			a				e		m	m	hlm	m	m							
Sometimes	133	73	60	-	-	73	60	-	133	21	29	26	34	23	85	48	105	11	15	2
	32%	36%	29%	-	-	36%	29%	-	32%	47%	31%	28%	33%	28%	35%	28%	30%	47%	45%	14%
										hkm										
Rarely	100	53	47	-	-	53	47	-	100	6	18	26	32	18	62	38	84	3	7	6
	24%	26%	22%	-	-	26%	22%	-	24%	14%	19%	29%	32%	22%	25%	22%	24%	13%	22%	43%
													ij							
Never	100	49	51	-	-	49	51	-	100	4	13	21	24	37	51	49	89	5	6	-
	24%	24%	24%	-	-	24%	24%	-	24%	10%	14%	23%	24%	46%	21%	29%	26%	20%	18%	-
									ij					hijkl						
NET: Ever	314	154	160	-	-	154	160	-	314	41	82	70	78	44	194	120	254	19	27	13
	76%	76%	76%	-	-	76%	76%	-	76%	90%	86%	77%	76%	54%	79%	71%	74%	80%	82%	100%
									m	hm	hm	m	m							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 205
QINF1_8 - Frequency of seeing 08. JamesLock6_4 no change

Base: Cell 4

	Total	Internet Use — Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook — Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram — Heavy user (k)	Medium user (l)	Light user (m)	Twitter — Heavy user (n)	Medium user (o)	Light user (p)	Snapchat — Heavy user (q)	Medium user (r)	Light user (s)	YouTube — Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	20	20	-	-	16	4	16	3	14	3	3	17	-	2	10	1	9	13	-	7	14	2	4
	5%	5%	-	-	4%	8%	4%	7%	7%	6%	2%	13%	-	1%	10%	3%	3%	18%	-	2%	9%	3%	2%
												lm			p			s			v		
Very often	61	56	4	1	55	6	55	5	49	5	6	41	7	13	26	7	28	20	11	30	31	10	19
	15%	15%	18%	10%	15%	11%	15%	11%	23%	9%	4%	30%	14%	6%	26%	20%	10%	28%	36%	10%	21%	12%	11%
									ij			lm	m		p			s			v		
Sometimes	133	120	9	4	121	12	120	10	68	16	50	50	16	67	36	14	83	25	11	96	59	27	47
	32%	31%	40%	41%	33%	25%	33%	22%	32%	29%	34%	36%	34%	29%	36%	39%	30%	35%	38%	31%	39%	33%	26%
																					v		
Rarely	100	97	1	3	88	12	88	10	45	13	43	17	13	70	13	11	77	8	4	89	32	27	41
	24%	25%	4%	28%	24%	24%	24%	24%	21%	23%	29%	13%	27%	31%	13%	30%	28%	11%	13%	28%	21%	33%	23%
													k	k		n	n			q			
Never	100	90	9	2	84	16	83	15	35	18	47	12	12	76	15	3	82	6	4	91	15	16	70
	24%	23%	39%	20%	23%	32%	23%	35%	17%	33%	32%	9%	24%	33%	15%	8%	29%	8%	12%	29%	10%	19%	39%
										h	h		k	k			no			q		t	tu
NET: Ever	314	293	14	8	280	34	279	27	176	37	101	125	36	153	84	34	196	67	26	221	136	66	111
	76%	77%	61%	80%	77%	68%	77%	65%	83%	67%	68%	91%	76%	67%	85%	92%	71%	92%	88%	71%	90%	81%	61%
									ij			lm			p	p		s			uv	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 206

QINF1_8 - Frequency of seeing 08. JamesLock6_4 no change

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	20	12	8	16	4	12	8	15	6	8	13	18	2	19	1	12	4	9	8	7	2	4
	5%	21%	2%	9%	2%	21%	2%	5%	17%	17%	13%	5%	4%	5%	3%	10%	2%	8%	11%	9%	2%	7%
		b		df		cdf			g	g	g					p				t		
Very often	61	14	47	33	27	14	47	49	13	9	28	60	1	61	-	36	20	21	14	14	14	11
	15%	25%	13%	20%	11%	25%	13%	18%	36%	18%	27%	16%	2%	16%	-	28%	10%	19%	21%	17%	15%	18%
		b		d		df			g		g	l		n		p						
Sometimes	133	14	119	65	68	14	119	99	12	21	42	120	13	123	10	41	58	42	25	34	37	18
	32%	25%	33%	38%	28%	25%	33%	35%	33%	43%	40%	32%	29%	33%	26%	32%	28%	38%	38%	42%	41%	31%
				d																		
Rarely	100	9	91	36	64	9	91	70	4	7	12	90	10	90	11	23	61	26	15	20	23	15
	24%	17%	25%	21%	26%	17%	25%	25%	11%	15%	11%	25%	22%	24%	29%	18%	29%	24%	23%	25%	26%	26%
								j									o					
Never	100	7	94	20	80	7	94	47	1	3	9	81	19	85	15	14	63	11	5	6	13	11
	24%	12%	26%	12%	33%	12%	26%	17%	3%	6%	9%	22%	43%	22%	42%	11%	31%	10%	7%	7%	15%	18%
			a		ce		ce	h					k		m		o					
NET: Ever	314	49	265	151	163	49	265	233	35	44	95	288	26	292	21	112	143	99	61	75	76	48
	76%	88%	74%	88%	67%	88%	74%	83%	97%	94%	91%	78%	57%	78%	58%	89%	69%	90%	93%	93%	85%	82%
		b		df		df		g				l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 207

QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 4

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	27	17	10	-	-	17	10	-	27	8	14	3	2	-	17	11	25	-	2	-
	7%	8%	5%	-	-	8%	5%	-	7% m	19% hklm	14% hklm	3%	2%	-	7%	6%	7%	-	7%	-
Very often	73	33	40	-	-	33	40	-	73	10	21	21	14	7	46	27	64	3	6	-
	18%	16%	19%	-	-	16%	19%	-	18% m	22% m	22% m	23% m	14%	8%	19%	16%	19%	13%	18%	-
Sometimes	147	72	75	-	-	72	75	-	147	16	41	28	38	24	92	54	115	10	13	9
	35%	35%	36%	-	-	35%	36%	-	35%	36%	43%	31%	37%	29%	38%	32%	33%	41%	38%	70%
Rarely	97	46	50	-	-	46	50	-	97	9	10	23	31	24	55	41	81	5	9	2
	23%	23%	24%	-	-	23%	24%	-	23% j	19%	11%	25% j	30% j	29% j	23%	24%	24%	19%	26%	14%
Never	71	35	36	-	-	35	36	-	71	2	9	15	17	27	35	36	59	6	4	2
	17%	17%	17%	-	-	17%	17%	-	17% i	4%	10%	17% i	17% i	33% hijkl	14%	21%	17%	27%	11%	16%
NET: Ever	343	168	176	-	-	168	176	-	343	43	86	76	85	54	210	133	285	18	30	11
	83%	83%	83%	-	-	83%	83%	-	83% m	96% hklm	90% m	83% m	83% m	67%	86%	79%	83%	73%	89%	84%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 208

QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	27	26	1	-	23	4	23	4	18	4	5	25	1	1	12	1	14	15	-	12	21	4	2
	7%	7%	4%	-	6%	8%	6%	10%	9%	7%	3%	18% lm	2%	*	12% p	3%	5%	21% s	-	4%	14% uv	5%	1%
Very often	73	67	5	1	67	6	66	4	47	5	21	34	9	31	28	9	36	26	7	40	43	9	21
	18%	18%	22%	9%	18%	12%	18%	9%	22% i	9%	14%	25% m	18%	13%	28% p	24%	13%	36% s	23%	13%	29% uv	11%	11%
Sometimes	147	139	3	5	129	18	129	16	82	17	48	47	26	74	31	19	97	18	15	114	51	36	60
	35%	36%	13%	49%	35%	36%	36%	38%	39%	30%	33%	34%	55% km	32%	31%	52% n	35%	25%	50%	37%	34%	44%	33%
Rarely	97	88	5	4	86	11	86	9	44	17	35	22	11	64	21	6	70	11	6	79	25	23	48
	23%	23%	22%	41%	24%	22%	24%	21%	21%	31%	24%	16%	22%	28% k	21%	15%	25%	15%	20%	25%	17%	28%	27% t
Never	71	62	9	-	59	11	59	9	20	12	39	10	1	60	8	2	61	2	2	67	10	10	51
	17%	16%	39%	-	16%	22%	16%	22%	9%	22% h	26% h	7%	2%	26% kl	8%	6%	22% no	3%	6%	21% q	7%	12%	28% tu
NET: Ever	343	320	14	10	304	39	303	33	191	43	109	127	46	170	92	35	217	70	28	245	141	72	131
	83%	84%	61%	100%	84%	78%	84%	78%	91% ij	78%	74%	93% m	98% m	74%	92% p	94% p	78%	97% s	94%	79%	93% v	88% v	72%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 209

QINF1_9 - Frequency of seeing 09. Anthony Joshua

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	27	8	19	20	7	8	19	24	5	7	22	23	4	24	3	19	3	12	7	11	9	4
	7%	15%	5%	12%	3%	15%	5%	9%	14%	15%	21%	6%	8%	6%	8%	15%	2%	11%	11%	14%	10%	7%
		b		df		df					g					p						
Very often	73	21	52	48	25	21	52	52	15	16	30	69	4	71	2	36	28	26	20	16	19	14
	18%	38%	14%	28%	10%	38%	14%	19%	41%	35%	28%	19%	9%	19%	6%	29%	14%	23%	30%	20%	21%	24%
		b		df		df			g	g	g					p						
Sometimes	147	18	129	62	85	18	129	108	14	20	40	133	13	135	12	42	71	41	24	35	38	24
	35%	32%	36%	36%	35%	32%	36%	39%	40%	42%	39%	36%	30%	36%	31%	34%	34%	37%	36%	44%	43%	41%
Rarely	97	6	90	30	67	6	90	67	2	4	9	87	10	91	5	15	61	22	12	14	15	11
	23%	12%	25%	17%	28%	12%	25%	24%	5%	8%	9%	24%	21%	24%	14%	12%	30%	20%	19%	17%	17%	18%
			a		ce		e	hij									o					
Never	71	2	69	11	59	2	69	29	-	-	3	56	14	55	15	13	42	10	3	5	8	6
	17%	3%	19%	7%	24%	3%	19%	10%	-	-	3%	15%	32%	15%	41%	11%	21%	9%	4%	6%	9%	10%
			a		ce		ce	ij					k		m		o					
NET: Ever	343	54	290	159	184	54	290	251	36	47	102	313	31	322	22	113	164	100	63	76	82	53
	83%	97%	81%	93%	76%	97%	81%	90%	100%	100%	97%	85%	68%	85%	59%	89%	79%	91%	96%	94%	91%	90%
		b		df		df				g	g	l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 210

QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_4 advert

Base: Cell 4

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	26	12	14	-	-	12	14	-	26	3	13	2	5	2	14	12	19	2	1	4
	6%	6%	6%	-	-	6%	6%	-	6%	6%	14% hklm	2%	5%	3%	6%	7%	6%	7%	4%	29%
Very often	61	27	35	-	-	27	35	-	61	14	22	17	8	1	36	26	53	3	4	2
	15%	13%	16%	-	-	13%	16%	-	15% m	30% hlm	23% lm	19% lm	8%	1%	15%	15%	15%	14%	11%	14%
Sometimes	136	66	70	-	-	66	70	-	136	13	33	31	41	17	88	48	104	11	16	4
	33%	32%	33%	-	-	32%	33%	-	33% m	30%	35%	34%	40% m	21%	36%	28%	30%	47%	49%	28%
Rarely	96	50	46	-	-	50	46	-	96	11	13	20	24	29	56	40	85	2	6	4
	23%	25%	22%	-	-	25%	22%	-	23%	24% j	13%	22%	23%	36% hj	23%	24%	25%	6%	19%	29%
Never	95	48	47	-	-	48	47	-	95	4	14	20	24	31	51	44	83	6	6	-
	23%	24%	22%	-	-	24%	22%	-	23%	10% i	15%	22%	24%	39% hijkl	21%	26%	24%	27%	18%	-
NET: Ever	319	155	164	-	-	155	164	-	319	41	81	71	78	49	194	125	260	18	27	13
	77%	76%	78%	-	-	76%	78%	-	77% m	90% hm	85% m	78% m	76% m	61%	79%	74%	76%	73%	82%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 211

QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_4 advert

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	26	26	-	-	19	7	19	6	21	1	4	20	2	4	11	-	14	10	3	13	14	1	11
	6%	7%	-	-	5%	14%	5%	14%	10%	2%	3%	15%	4%	2%	11%	-	5%	14%	10%	4%	9%	1%	6%
						df		df	j			m			op			s			u		
Very often	61	56	4	2	55	6	54	4	41	4	17	40	7	15	26	7	28	26	6	29	44	6	12
	15%	15%	18%	20%	15%	12%	15%	9%	19%	7%	11%	29%	14%	6%	26%	19%	10%	36%	20%	9%	29%	8%	6%
									i			m			p			s			uv		
Sometimes	136	131	3	2	126	9	126	7	71	23	42	46	18	71	28	18	90	16	14	105	52	37	47
	33%	34%	14%	21%	35%	18%	35%	17%	34%	42%	28%	34%	39%	31%	28%	48%	32%	22%	48%	34%	34%	46%	26%
					eg		eg									n						v	
Rarely	96	86	7	4	83	13	83	12	44	15	38	17	13	67	21	9	67	14	6	76	28	22	46
	23%	22%	31%	38%	23%	26%	23%	28%	21%	27%	25%	13%	26%	29%	21%	24%	24%	20%	20%	24%	18%	27%	26%
												k		k									
Never	95	85	8	2	80	15	79	13	35	12	48	14	8	74	13	3	79	6	1	88	14	15	66
	23%	22%	38%	20%	22%	30%	22%	31%	17%	22%	32%	10%	16%	32%	13%	9%	28%	8%	3%	28%	9%	18%	36%
											h			kl			no			q			tu
NET: Ever	319	298	14	8	284	35	283	29	176	43	100	123	40	156	86	34	199	67	29	223	137	67	115
	77%	78%	62%	80%	78%	70%	78%	69%	83%	78%	68%	90%	84%	68%	87%	91%	72%	92%	97%	72%	91%	82%	64%
									j			m	m		p	p		s			v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 212

QINF1_10 - Frequency of seeing 10. Liam McAleese discount code_4 advert

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	26	9	16	17	9	9	16	21	8	5	17	25	1	26	-	17	8	7	9	9	5	6
	6%	17%	5%	10%	4%	17%	5%	7%	22%	11%	17%	7%	2%	7%	-	14%	4%	6%	14%	11%	6%	10%
		b		df		df			g		g					p						
Very often	61	18	44	41	20	18	44	47	12	19	35	58	4	58	3	34	17	29	14	13	17	10
	15%	32%	12%	24%	8%	32%	12%	17%	35%	39%	33%	16%	9%	16%	8%	27%	8%	26%	21%	16%	19%	17%
		b		df		df			g	g	g					p						
Sometimes	136	15	121	59	76	15	121	106	11	16	38	126	9	130	6	46	62	42	24	33	33	24
	33%	26%	34%	35%	31%	26%	34%	38%	31%	34%	37%	34%	21%	34%	16%	37%	30%	38%	37%	40%	37%	41%
															n							
Rarely	96	9	87	37	59	9	87	64	3	6	8	89	8	89	8	17	58	21	11	17	24	12
	23%	17%	24%	22%	24%	17%	24%	23%	8%	12%	8%	24%	17%	24%	21%	13%	28%	19%	16%	21%	26%	20%
								hj									o					
Never	95	5	90	16	79	5	90	43	2	2	6	72	23	75	21	13	62	11	8	9	11	7
	23%	8%	25%	10%	32%	8%	25%	15%	5%	4%	5%	19%	52%	20%	56%	10%	30%	10%	12%	11%	12%	12%
			a		ce		ce		ij				k		m		o					
NET: Ever	319	51	268	154	165	51	268	237	34	45	99	297	22	303	16	114	144	99	58	72	78	52
	77%	92%	75%	90%	68%	92%	75%	85%	95%	96%	95%	81%	48%	80%	44%	90%	70%	90%	88%	89%	88%	88%
		b		df		df			g		g	l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 213

QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 4

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	**400**	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	**414**	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	**33**	15	17	-	-	15	17	-	33	11	12	7	2	-	18	15	29	-	4	-
	8%	8%	8%	-	-	8%	8%	-	8%	25%	13%	7%	2%	-	7%	9%	8%	-	11%	-
									lm	hklm	lm	m								
Very often	**85**	40	45	-	-	40	45	-	85	13	22	19	18	14	54	31	67	6	8	4
	21%	20%	21%	-	-	20%	21%	-	21%	28%	23%	21%	18%	17%	22%	18%	20%	27%	23%	29%
Sometimes	**144**	70	74	-	-	70	74	-	144	13	39	31	41	20	89	55	117	10	14	4
	35%	35%	35%	-	-	35%	35%	-	35%	29%	41%	34%	40%	24%	36%	33%	34%	41%	41%	28%
											m		m							
Rarely	**65**	34	31	-	-	34	31	-	65	3	9	18	17	17	37	28	56	3	4	2
	16%	17%	14%	-	-	17%	14%	-	16%	7%	10%	20%	16%	21%	15%	16%	16%	13%	11%	14%
Never	**87**	42	45	-	-	42	45	-	87	5	12	15	24	30	47	40	74	5	5	4
	21%	21%	21%	-	-	21%	21%	-	21%	10%	13%	17%	24%	38%	19%	24%	21%	20%	14%	29%
														hijk						
NET: Ever	**327**	161	166	-	-	161	166	-	327	40	83	75	78	50	198	129	269	19	29	10
	79%	79%	79%	-	-	79%	79%	-	79%	90%	87%	83%	76%	62%	81%	76%	79%	80%	86%	71%
									m	m	m	m								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 214

QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 4

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	33	32	1	-	27	5	27	4	21	4	8	28	2	3	10	3	20	23	2	8	27	2	3
	8%	8%	4%	-	8%	10%	8%	10%	10%	7%	5%	20% lm	4%	1%	10%	8%	7%	32% s	7%	2%	18% uv	3%	2%
Very often	85	79	4	3	83	3	82	2	56	6	23	39	14	33	28	12	46	19	10	56	38	17	30
	21%	21%	18%	31%	23% eg	6%	23% eg	4%	27% ij	11%	16%	28% m	29% m	14%	28% p	32% p	17%	27%	35%	18%	25%	21%	16%
Sometimes	144	139	4	1	123	21	122	17	76	18	50	47	21	76	42	14	88	21	9	114	51	32	60
	35%	36%	18%	10%	34%	42%	34%	40%	36%	33%	34%	34%	45%	33%	42%	38%	32%	29%	29%	37%	34%	40%	33%
Rarely	65	60	4	1	56	9	56	8	28	13	24	15	6	44	10	4	51	5	4	56	22	16	27
	16%	16%	17%	10%	15%	18%	15%	19%	13%	23%	16%	11%	12%	19% k	10%	11%	18%	8%	13%	18% q	15%	20%	15%
Never	87	73	9	5	75	12	75	11	30	14	43	9	5	73	10	4	73	4	5	78	12	14	62
	21%	19%	42%	49%	21%	24%	21%	26%	14%	26%	29% h	7%	10%	32% kl	10%	11%	26% n	5%	16%	25% q	8%	17% t	34% tu
NET: Ever	327	309	13	5	289	38	287	31	181	41	105	128	43	156	90	33	205	69	25	233	139	68	120
	79%	81%	58%	51%	79%	76%	79%	74%	86% j	74%	71%	93% m	90% m	68%	90% p	89%	74%	95% s	84%	75%	92% uv	83% v	66%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 215

QINF1_11 - Frequency of seeing 11. Gary Barlow

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	33	16	17	28	5	16	17	26	11	12	21	29	4	31	2	22	6	15	8	13	8	7
	8%	28%	5%	16%	2%	28%	5%	9%	30%	25%	20%	8%	8%	8%	5%	17%	3%	13%	12%	16%	9%	12%
		b		df		df			g	g	g					p						
Very often	85	13	72	43	42	13	72	66	10	12	38	83	2	83	2	41	32	24	16	22	22	10
21%	21%	23%	20%	25%	17%	23%	20%	23%	29%	26%	36%	23%	5%	22%	6%	32%	16%	22%	25%	27%	24%	17%
											g	l		n		p						
Sometimes	144	20	124	69	75	20	124	112	11	18	31	131	13	137	7	46	72	47	27	28	37	25
35%	35%	37%	35%	40%	31%	37%	35%	40%	31%	38%	30%	35%	29%	36%	19%	36%	35%	43%	41%	35%	41%	43%
														n								
Rarely	65	4	61	19	46	4	61	42	4	3	8	58	7	58	7	9	40	13	9	12	10	8
16%	16%	7%	17%	11%	19%	7%	17%	15%	10%	6%	7%	16%	15%	15%	18%	7%	19%	12%	13%	14%	11%	14%
					ce												o					
Never	87	3	84	12	75	3	84	35	-	2	7	68	19	68	19	9	55	11	6	6	14	9
21%	21%	5%	24%	7%	31%	5%	24%	12%	-	4%	6%	18%	43%	18%	52%	7%	27%	10%	9%	7%	15%	15%
			a		ce		ce	h					k		m		o					
NET: Ever	327	53	274	158	169	53	274	246	36	45	98	301	26	309	18	118	151	100	60	75	76	50
79%	79%	95%	76%	93%	69%	95%	76%	88%	100%	96%	94%	82%	57%	82%	48%	93%	73%	90%	91%	93%	85%	85%
		b		df		df			g			l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 216

QINF1_12 - Frequency of seeing 12. Em Sheldon - stripey_4 no change

Base: Cell 4

											Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Always	34	14	20	-	-	14	20	-	34	5	8	9	9	2	18	16	28	3	2	-
	8%	7%	9%	-	-	7%	9%	-	8%	12% m	9%	10% m	9%	2%	7%	9%	8%	13%	7%	-
Very often	86	39	48	-	-	39	48	-	86	15	29	21	12	10	48	38	71	3	6	6
	21%	19%	23%	-	-	19%	23%	-	21%	33% lm	30% lm	24% l	12%	12%	20%	23%	21%	13%	18%	43%
Sometimes	132	62	69	-	-	62	69	-	132	16	31	27	33	24	82	50	104	10	13	6
	32%	31%	33%	-	-	31%	33%	-	32%	36%	32%	30%	33%	30%	33%	30%	30%	40%	39%	41%
Rarely	86	44	43	-	-	44	43	-	86	6	20	14	29	17	56	30	76	5	5	-
	21%	21%	20%	-	-	21%	20%	-	21%	12%	21%	15%	29% ik	21%	23%	18%	22%	20%	15%	-
Never	76	44	32	-	-	44	32	-	76	3	7	19	18	28	41	35	63	3	7	2
	18%	22%	15%	-	-	22%	15%	-	18% ij	6%	8%	21% ij	18% j	35% hijl	17%	21%	19%	13%	21%	16%
NET: Ever	338	159	179	-	-	159	179	-	338	42	88	71	84	53	204	134	280	21	26	11
	82%	78%	85%	-	-	78%	85%	-	82% m	94% hkm	92% hklm	79%	82% m	65%	83%	79%	81%	87%	79%	84%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 217
QINF1_12 - Frequency of seeing 12. Em Sheldon - stripey_4 no change

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Always	34	33	1	-	29	5	28	5	25	2	7	20	3	10	15	2	16	15	3	16	19	5	10
	8%	9%	4%	-	8%	10%	8%	12%	12% j	4%	5%	15% m	6%	5%	15% p	5%	6%	20% s	9%	5%	12% v	6%	6%
Very often	86	77	8	2	79	8	79	6	60	5	22	49	13	25	31	13	43	29	6	52	47	15	25
	21%	20%	35%	21%	22%	16%	22%	14%	28% ij	9%	15%	35% m	27% m	11%	31% p	35% p	15%	40% s	20%	17%	31% uv	18%	14%
Sometimes	132	124	6	2	122	10	122	8	63	24	44	47	18	66	27	14	91	20	16	96	49	34	50
	32%	32%	27%	18%	33%	20%	34%	20%	30%	45%	30%	35%	38%	29%	27%	40%	33%	28%	54%	31%	32% v	41%	27%
Rarely	86	78	4	5	67	19	67	16	36	13	37	12	8	67	15	3	68	5	4	77	27	19	40
	21%	20%	17%	51%	18%	39% df	18%	39% df	17%	23%	25%	9%	16%	29% k	15%	8%	25% o	7%	13%	25% q	18%	24%	22%
Never	76	71	4	1	68	8	67	7	27	11	38	9	6	61	12	4	60	4	1	71	11	9	56
	18%	19%	17%	10%	19%	15%	19%	16%	13%	20%	26% h	7%	13%	27% kl	12%	11%	22% n	5%	4%	23% q	7%	11%	31% tu
NET: Ever	338	311	18	9	296	43	295	36	184	44	110	128	41	169	88	33	218	69	29	241	140	73	125
	82%	81%	83%	90%	81%	85%	81%	84%	87% j	80%	74%	93% m	87% m	73%	88% p	89%	78%	95% s	96%	77%	93% v	89% v	69%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 218
QINF1_12 - Frequency of seeing 12. Em Sheldon - stripey_4 no change

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Always	34	12	22	24	9	12	22	28	11	13	17	34	-	34	-	21	9	13	9	12	9	5
	8%	22%	6%	14%	4%	22%	6%	10%	31%	27%	16%	9%	-	9%	-	16%	4%	12%	14%	14%	10%	8%
		b		df		df			g		g	l				p						
Very often	86	22	65	51	36	22	65	72	18	15	40	81	5	85	2	42	35	34	22	15	27	16
	21%	39%	18%	30%	15%	39%	18%	26%	50%	33%	39%	22%	12%	22%	5%	33%	17%	31%	33%	19%	30%	28%
		b		df		df			g		g			n		p						
Sometimes	132	13	118	53	79	13	118	97	3	11	35	117	15	120	11	40	61	37	19	37	24	18
	32%	24%	33%	31%	32%	24%	33%	34%	8%	23%	33%	32%	33%	32%	31%	31%	30%	34%	29%	46%	26%	30%
								h			h									rt		
Rarely	86	6	81	28	58	6	81	57	2	6	10	79	7	79	7	15	53	18	11	11	20	12
	21%	10%	22%	16%	24%	10%	22%	20%	6%	12%	9%	21%	16%	21%	19%	12%	26%	16%	16%	14%	22%	20%
			a		e		e	hj									o					
Never	76	3	73	15	61	3	73	27	2	3	3	58	18	59	17	9	48	8	5	6	11	8
	18%	5%	20%	9%	25%	5%	20%	10%	5%	6%	3%	16%	39%	16%	45%	7%	23%	7%	7%	7%	12%	13%
			a		ce		ce	j				k		m			o					
NET: Ever	338	53	285	156	182	53	285	253	34	44	102	311	27	318	20	117	158	102	61	75	79	51
	82%	95%	80%	91%	75%	95%	80%	90%	95%	94%	97%	84%	61%	84%	55%	93%	77%	93%	93%	93%	88%	87%
		b		df		df					g	l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 219

Base: All Cell 1
QINF2 - Likelihood to share or comment on types of posts

	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Net: Likely	Net: Unlikely	
Unweighted Base	**550**	550	550	550	550	550	550	
Weighted Base	**532**	532	532	532	532	532	532	
01a. Maria J short_1 no change	**26**	71	129	116	190	97	306	
	5%	13%	24%	22%	36%	18%	58%	
02. Neutrogena	**26**	72	128	116	191	98	307	
	5%	13%	24%	22%	36%	18%	58%	
03. Backpacker_no change	**39**	107	135	99	153	146	252	
	7%	20%	25%	19%	29%	27%	47%	
04. Lorraine_1 spon	**21**	84	124	122	182	105	304	
	4%	16%	23%	23%	34%	20%	57%	
05. Gina Burgess Nutrition brand mention_1 ad	**37**	112	121	104	159	148	263	
	7%	21%	23%	19%	30%	28%	49%	
06. IKEA	**25**	79	124	129	175	104	304	
	5%	15%	23%	24%	33%	20%	57%	
07. Zoe Sugg_1 no change	**34**	76	110	123	189	110	312	
	6%	14%	21%	23%	35%	21%	59%	
08. Cozmo_1 no change	**22**	79	125	119	187	101	306	
	4%	15%	23%	22%	35%	19%	58%	
09. Anthony Joshua	**36**	100	134	101	161	136	263	
	7%	19%	25%	19%	30%	25%	49%	
10. Liam McAleese discount code_1 ad	**18**	79	121	113	202	97	315	
	3%	15%	23%	21%	38%	18%	59%	
11. Gary Barlow	**30**	98	125	115	164	128	279	
	6%	18%	23%	22%	31%	24%	52%	
12. Em Sheldon topshop_1 advert	**29**	89	113	117	184	119	301	
	6%	17%	21%	22%	35%	22%	56%	

Table 220

Base: All Cell 2
QINF2 - Likelihood to share or comment on types of posts

	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Net: Likely	Net: Unlikely	
Unweighted Base	550	550	550	550	550	550	550	
Weighted Base	534	534	534	534	534	534	534	
01a. Maria J short_2 Advert	15	65	128	121	204	80	325	
	3%	12%	24%	23%	38%	15%	61%	
02. Neutrogena	20	76	117	112	208	96	320	
	4%	14%	22%	21%	39%	18%	60%	
03. Backpacker_no change	31	89	142	110	162	119	272	
	6%	17%	27%	21%	30%	22%	51%	
04. Lorraine_2 ad	18	80	132	110	194	98	304	
	3%	15%	25%	21%	36%	18%	57%	
05. Gina Burgess Nutrition brand mention_2 paidpartnership	30	94	134	105	171	123	277	
	6%	18%	25%	20%	32%	23%	52%	
06. IKEA	17	71	126	124	196	88	320	
	3%	13%	24%	23%	37%	16%	60%	
07. Zoe Sugg_2 Ad	23	69	123	89	230	92	318	
	4%	13%	23%	17%	43%	17%	60%	
08. JamesLock3_2 no change	14	51	117	123	228	65	352	
	3%	10%	22%	23%	43%	12%	66%	
09. Anthony Joshua	31	83	128	129	164	113	293	
	6%	15%	24%	24%	31%	21%	55%	
10. Liam McAleese discount code_2 ad	14	51	132	115	222	65	337	
	3%	10%	25%	22%	42%	12%	63%	
11. Gary Barlow	31	68	137	121	177	99	298	
	6%	13%	26%	23%	33%	18%	56%	
12. Em Sheldon topshop_2 no change	25	75	116	121	197	100	318	
	5%	14%	22%	23%	37%	19%	60%	

Ipsos

Table 221

Base: All Cell 3
QINF2 - Likelihood to share or comment on types of posts

	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Net: Likely	Net: Unlikely	
Unweighted Base	400	400	400	400	400	400	400	
Weighted Base	414	414	414	414	414	414	414	
01a. Maria J full post_3 Ad	18	47	86	89	172	66	262	
	4%	11%	21%	22%	42%	16%	63%	
02. Neutrogena	23	48	80	85	178	71	263	
	6%	12%	19%	20%	43%	17%	63%	
03. Backpacker_no change	24	82	96	74	137	107	211	
	6%	20%	23%	18%	33%	26%	51%	
04. Lorraine_2 sponsored	19	48	103	82	160	68	242	
	5%	12%	25%	20%	39%	16%	59%	
05. Gina Burgess Nutrition brand mention_3 advertisment	29	64	96	78	146	94	224	
	7%	16%	23%	19%	35%	23%	54%	
06. IKEA	19	57	99	82	157	76	239	
	5%	14%	24%	20%	38%	18%	58%	
07. Zoe Sugg_3 Advert black	14	55	81	80	184	69	264	
	3%	13%	20%	19%	45%	17%	64%	
08. JamesLock6_3 ad	13	38	87	88	188	51	276	
	3%	9%	21%	21%	45%	12%	67%	
09. Anthony Joshua	35	66	91	66	156	101	222	
	8%	16%	22%	16%	38%	24%	54%	
10. Liam McAleese discount code_3 no change	21	34	88	90	181	54	271	
	5%	8%	21%	22%	44%	13%	66%	
11. Gary Barlow	25	68	89	71	160	93	232	
	6%	16%	22%	17%	39%	22%	56%	
12. Em Sheldon stripey_3 advert	16	41	89	86	182	58	267	
	4%	10%	21%	21%	44%	14%	65%	

Table 222

Base: All Cell 4
QINF2 - Likelihood to share or comment on types of posts

	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Net: Likely	Net: Unlikely	
Unweighted Base	400	400	400	400	400	400	400	
Weighted Base	414	414	414	414	414	414	414	
01a. Maria J full post_4 Ad	13	50	71	98	181	63	280	
	3%	12%	17%	24%	44%	15%	68%	
02. Neutrogena	18	52	71	81	191	71	272	
	4%	13%	17%	20%	46%	17%	66%	
03. Backpacker_no change	25	85	77	66	161	110	227	
	6%	20%	19%	16%	39%	27%	55%	
04. Lorraine_4 ad	22	58	90	87	157	80	244	
	5%	14%	22%	21%	38%	19%	59%	
05. Gina Burgess Nutrition brand mention_4 no label	26	81	86	67	153	107	221	
	6%	20%	21%	16%	37%	26%	53%	
06. IKEA	18	67	88	65	177	84	241	
	4%	16%	21%	16%	43%	20%	58%	
07. Zoe Sugg_4 Advert white	27	43	62	81	200	71	281	
	7%	10%	15%	20%	48%	17%	68%	
08. JamesLock6_4 no change	9	38	75	93	199	47	292	
	2%	9%	18%	23%	48%	11%	71%	
09. Anthony Joshua	21	55	88	91	159	76	250	
	5%	13%	21%	22%	38%	18%	60%	
10. Liam McAleese discount code_4 advert	19	31	78	83	202	50	285	
	5%	7%	19%	20%	49%	12%	69%	
11. Gary Barlow	20	67	81	69	178	87	246	
	5%	16%	19%	17%	43%	21%	60%	
12. Em Sheldon stripey_4 no change	20	42	61	95	197	61	292	
	5%	10%	15%	23%	47%	15%	70%	

Table 259

QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - short_1 no change

Base: Cell 1

																			Demographics	
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	26	11	11	2	2	13	13	4	22	7	8	4	2	-	18	8	23	-	2	-
	5%	6%	5%	2%	3%	5%	5%	3%	5%	14%	9%	5%	2%	-	6%	4%	5%	-	6%	-
										m	ghklm	glm								
Likely (2)	71	24	30	8	9	32	39	17	54	15	13	13	7	6	48	23	58	2	8	4
	13%	12%	14%	12%	16%	12%	15%	14%	13%	29%	14%	14%	7%	8%	15%	11%	13%	6%	17%	19%
										ghjklm										
Neither likely nor unlikely (3)	129	50	46	9	24	59	70	33	96	11	30	28	17	11	61	69	110	5	11	3
	24%	26%	22%	13%	42%	22%	26%	26%	24%	22%	33%	30%	18%	14%	19%	33%	25%	20%	25%	18%
					c			m			lm	m				n				
Unlikely (4)	116	36	49	17	14	53	63	31	84	9	18	19	23	16	74	42	90	9	10	7
	22%	18%	23%	26%	25%	20%	23%	25%	21%	19%	20%	20%	23%	20%	23%	20%	20%	36%	23%	35%
Very unlikely (5)	190	76	75	31	8	107	83	39	152	8	22	28	48	45	123	67	162	9	13	6
	36%	39%	36%	47%	14%	41%	31%	31%	37%	16%	24%	30%	50%	58%	38%	32%	37%	37%	30%	29%
				d		f		i	ij				ghijk	ghijk						
Mean	3.7	3.72	3.7	4.02	3.31	3.8	3.61	3.69	3.71	2.93	3.36	3.57	4.11	4.28	3.73	3.66	3.7	4.04	3.55	3.74
				d				ij	ij			i	ghjk	ghjk						
Standard Deviation	1.22	1.25	1.24	1.15	1.02	1.23	1.2	1.14	1.24	1.31	1.25	1.2	1.07	0.99	1.26	1.15	1.23	0.93	1.25	1.1
Net: Likely	97	35	41	10	11	45	52	21	76	22	21	18	9	6	66	31	82	2	10	4
	18%	18%	19%	14%	19%	17%	19%	17%	19%	44%	23%	19%	9%	8%	20%	15%	18%	6%	23%	19%
									lm	ghjklm	lm	m								
Net: Unlikely	306	112	124	48	23	160	147	70	236	18	40	46	71	61	197	109	253	18	24	12
	58%	57%	59%	72%	39%	61%	54%	57%	58%	35%	44%	51%	73%	78%	61%	52%	57%	73%	53%	63%
				d				i	ij				ghjk	ghjk						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 260
QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - short_1 no change

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	26	23	2	-	20	6	18	4	20	2	4	21	3	2	13	3	9	17	2	7	22	2	2
	5%	5%	9%	-	4%	8%	4%	5%	7% j	2%	2%	10% m	5% m	1%	10% p	6%	3%	11% s	4%	2%	9% uv	2%	1%
Likely (2)	71	69	3	-	59	13	57	10	46	15	10	45	12	14	32	12	27	37	12	22	50	14	8
	13%	14%	10%	-	13%	17%	13%	15%	16% j	16% j	7%	22% m	21% m	5%	23% p	21% p	8%	23% s	30% s	7%	20% uv	11%	5%
Neither likely nor unlikely (3)	129	122	4	4	115	14	110	14	88	19	23	64	16	49	38	19	72	44	11	74	70	27	32
	24%	25%	15%	38%	25%	19%	25%	22%	31%	21%	15%	32% m	27%	18%	28%	33%	21%	28%	28%	22%	29%	21%	20%
Unlikely (4)	116	110	3	3	100	16	98	15	57	21	38	35	10	71	21	14	80	38	4	75	56	32	28
	22%	22%	10%	31%	22%	22%	22%	22%	20%	23%	25%	17%	17%	26% k	15%	25%	24% n	24% r	9%	22%	23%	25%	17%
Very unlikely (5)	190	172	15	3	165	25	164	23	75	36	79	37	19	135	33	9	148	24	12	155	47	53	90
	36%	35%	56%	31%	36%	34%	37%	35%	26%	39%	51% h	18%	31% k	50% kl	24%	16%	44% no	15%	29% q	47% qr	19%	41% t	57% tu
Mean	3.7	3.69	3.94	3.93	3.72	3.58	3.74	3.67	3.42	3.8 h	4.16 h	3.11	3.48 k	4.2 kl	3.22	3.23	3.98 no	3.08	3.31	4.05 qr	3.23	3.94 t	4.23 tu
Standard Deviation	1.22	1.21	1.41	0.88	1.2	1.32	1.2	1.26	1.23	1.17	1.06	1.24	1.27	0.95	1.31	1.13	1.1	1.22	1.3	1.07	1.23	1.1	1.01
Net: Likely	97	92	5	-	79	18	75	14	66	16	14	66	15	15	45	16	36	54	13	29	71	16	10
	18%	19%	19%	-	17%	25%	17%	21%	23% j	18% j	9%	33% m	26% m	6%	33% p	27% p	11%	34% s	34% s	9%	29% uv	12%	6%
Net: Unlikely	306	282	18	6	265	42	262	38	132	56	118	72	28	206	55	23	228	61	15	230	103	86	118
	58%	57%	66%	62%	58%	56%	59%	58%	46%	61% h	76% hi	36%	48%	76% kl	40%	40%	68% no	38%	39%	69% qr	42%	66% t	74% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 261

QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - short_1 no change

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	26	10	15	21	5	10	15	22	10	11	16	25	1	25	1	19	4	11	8	8	5	4
	5%	11%	3%	8%	2%	11%	3%	6%	16%	15%	11%	5%	2%	5%	2%	10%	2%	7%	9%	7%	5%	5%
			b		df		df		g	g						p						
Likely (2)	71	30	42	51	20	30	42	54	24	22	33	68	3	69	2	46	20	36	18	23	27	17
	13%	33%	9%	19%	8%	33%	9%	15%	38%	29%	22%	14%	8%	14%	5%	24%	8%	22%	21%	21%	25%	23%
			b		df		cdf		gj	g						p						
Neither likely nor unlikely (3)	129	18	111	73	56	18	111	97	12	15	38	119	11	118	11	47	58	35	27	29	25	22
	24%	20%	25%	27%	21%	20%	25%	26%	18%	20%	25%	24%	27%	24%	28%	24%	24%	22%	31%	27%	24%	30%
Unlikely (4)	116	19	97	54	62	19	97	84	12	10	27	104	12	105	11	37	48	32	24	26	17	10
	22%	21%	22%	20%	23%	21%	22%	23%	19%	13%	18%	21%	32%	21%	28%	19%	19%	19%	28%	24%	16%	13%
																			u			
Very unlikely (5)	190	12	178	70	121	12	178	111	6	16	38	179	12	176	14	44	117	49	10	21	32	22
	36%	14%	40%	26%	46%	14%	40%	30%	9%	22%	25%	36%	30%	36%	36%	23%	47%	30%	11%	20%	30%	29%
			a		ce		ce	h		h	h						o	r			r	r
Mean	3.7	2.93	3.86	3.38	4.04	2.93	3.86	3.56	2.67	2.96	3.24	3.7	3.8	3.69	3.9	3.22	4.03	3.44	3.12	3.29	3.42	3.39
			a	e	cef		ce	hij			h						o					
Standard Deviation	1.22	1.25	1.15	1.27	1.07	1.25	1.15	1.23	1.23	1.39	1.33	1.23	1.05	1.23	1.04	1.3	1.08	1.31	1.14	1.22	1.28	1.26
Net: Likely	97	40	57	72	25	40	57	76	35	33	49	93	4	94	3	65	24	47	25	30	32	21
	18%	44%	13%	27%	10%	44%	13%	21%	54%	45%	32%	19%	10%	19%	8%	34%	10%	29%	29%	28%	30%	28%
			b		df		cdf		gj	g	g					p						
Net: Unlikely	306	32	275	124	182	32	275	195	18	25	65	282	24	281	26	81	165	81	34	47	49	32
	58%	35%	62%	46%	69%	35%	62%	53%	28%	35%	42%	57%	62%	57%	64%	42%	67%	49%	39%	44%	46%	43%
			a		ce		ce	hij			h						o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 262

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																	Demographics			
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	26	8	12	3	4	11	16	7	20	5	9	4	-	1	18	8	22	2	1	1
	5%	4%	6%	4%	6%	4%	6%	5%	5%	11%	10%	4%	-	1%	6%	4%	5%	7%	3%	6%
								l	l	lm	hlm	l								
Likely (2)	72	27	31	5	8	32	39	13	58	7	13	21	11	5	44	27	60	2	9	2
	13%	14%	15%	8%	14%	12%	15%	11%	14%	14%	15%	23%	11%	7%	14%	13%	13%	6%	19%	10%
												ghlm								
Neither likely nor unlikely (3)	128	44	56	4	23	49	79	28	100	14	32	20	27	7	62	66	115	1	8	3
	24%	22%	27%	7%	40%	18%	29%	22%	24%	28%	35%	22%	27%	9%	19%	32%	26%	4%	17%	18%
					c		e	m	m	m	ghm	m	m			n				
Unlikely (4)	116	41	44	20	10	61	54	31	85	11	17	16	21	21	68	48	91	10	8	7
	22%	21%	21%	31%	18%	23%	20%	25%	21%	21%	19%	17%	21%	27%	21%	23%	20%	40%	18%	37%
Very unlikely (5)	191	77	68	33	12	110	81	46	146	13	19	31	39	43	132	59	156	10	19	6
	36%	39%	32%	50%	21%	42%	30%	37%	36%	26%	21%	34%	40%	56%	41%	29%	35%	42%	43%	29%
				d		f		j	j				j	ghijkl	o					
Mean	3.7	3.77	3.6	4.16	3.33	3.87	3.54	3.77	3.68	3.37	3.25	3.53	3.9	4.3	3.78	3.59	3.67	4.05	3.8	3.72
				d		f		ij	j				ijk	ghijkl						
Standard Deviation	1.22	1.22	1.24	1.12	1.16	1.2	1.22	1.21	1.23	1.31	1.24	1.29	1.06	0.98	1.26	1.15	1.22	1.18	1.27	1.2
Net: Likely	98	35	43	8	12	43	55	20	78	13	23	25	11	6	62	35	82	3	10	3
	18%	18%	20%	12%	21%	16%	20%	16%	19%	25%	25%	27%	11%	8%	19%	17%	18%	13%	22%	16%
								m		lm	lm	glm								
Net: Unlikely	307	118	112	54	23	172	135	76	231	24	36	47	60	64	200	107	247	20	27	13
	58%	60%	53%	81%	39%	65%	50%	62%	56%	47%	40%	51%	61%	83%	62%	51%	56%	82%	61%	66%
				d		f		j	j				j	ghijkl	o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 263

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	26	23	3	1	21	5	21	5	20	4	3	22	4	1	14	5	7	17	3	6	19	2	5
	5%	5%	10%	10%	5%	7%	5%	8%	7%	4%	2%	11%	6%	*	10%	9%	2%	11%	7%	2%	8%	1%	3%
									j			m	m		p	p		s	s		uv		
Likely (2)	72	66	5	-	58	14	56	9	50	11	10	39	13	20	31	11	29	33	9	30	49	13	10
	13%	13%	19%	-	13%	19%	12%	14%	18%	12%	6%	19%	21%	7%	23%	19%	9%	21%	22%	9%	20%	10%	6%
									j			m	m		p	p		s	s		uv		
Neither likely nor unlikely (3)	128	121	3	4	109	18	105	17	76	25	27	53	17	58	35	15	78	45	11	72	65	32	31
	24%	24%	13%	40%	24%	25%	24%	25%	27%	27%	18%	26%	28%	21%	25%	26%	23%	28%	27%	22%	27%	24%	19%
Unlikely (4)	116	108	5	3	100	16	98	16	68	14	34	42	8	66	25	13	78	32	7	77	54	32	30
	22%	22%	17%	30%	22%	21%	22%	24%	24%	16%	22%	21%	13%	24%	18%	22%	23%	20%	17%	23%	22%	25%	19%
Very unlikely (5)	191	178	12	2	170	21	167	19	73	38	81	47	18	126	33	13	145	32	11	148	57	50	84
	36%	36%	42%	20%	37%	28%	37%	29%	25%	41%	52%	23%	31%	47%	24%	23%	43%	20%	27%	44%	23%	39%	53%
										h	h			kl			no			qr		t	tu
Mean	3.7	3.71	3.62	3.51	3.74	3.45	3.75	3.52	3.43	3.77	4.16	3.26	3.42	4.09	3.22	3.3	3.97	3.18	3.34	3.99	3.33	3.9	4.12
										h	hi			kl			no			qr		t	t
Standard Deviation	1.22	1.21	1.46	1.18	1.21	1.27	1.21	1.26	1.23	1.23	1.05	1.3	1.3	1	1.31	1.28	1.09	1.28	1.3	1.09	1.25	1.08	1.11
Net: Likely	98	89	8	1	79	19	76	14	70	15	13	61	16	21	45	17	36	50	12	36	68	15	15
	18%	18%	29%	10%	17%	26%	17%	22%	24%	17%	8%	30%	27%	8%	33%	29%	11%	31%	30%	11%	28%	12%	9%
									j	j		m	m		p	p		s	s		uv		
Net: Unlikely	307	286	16	5	270	37	265	35	140	52	115	89	26	192	58	26	223	64	17	225	110	83	114
	58%	58%	59%	51%	59%	49%	59%	53%	49%	57%	74%	44%	44%	71%	42%	45%	66%	40%	44%	68%	45%	64%	71%
											hi			kl			no			qr		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 264

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	26	9	17	19	7	9	17	22	9	11	17	25	1	25	1	19	5	10	4	10	7	5
	5%	10%	4%	7%	3%	10%	4%	6%	15%	14%	11%	5%	2%	5%	3%	10%	2%	6%	4%	10%	7%	7%
		b		d		df			g	g						p						
Likely (2)	72	22	49	49	23	22	49	57	23	22	33	67	5	69	3	40	23	33	26	26	23	17
	13%	25%	11%	18%	9%	25%	11%	16%	36%	30%	22%	14%	12%	14%	7%	20%	9%	20%	30%	24%	21%	23%
		b		df		df			gj	g						p						
Neither likely nor unlikely (3)	128	21	107	60	67	21	107	90	11	12	34	115	13	114	14	47	57	42	24	25	23	18
	24%	23%	24%	22%	26%	23%	24%	24%	17%	16%	22%	23%	34%	23%	36%	24%	23%	26%	27%	23%	21%	23%
Unlikely (4)	116	20	96	63	53	20	96	83	11	14	30	107	8	108	7	40	48	31	17	22	16	11
	22%	22%	22%	23%	20%	22%	22%	23%	17%	19%	20%	22%	22%	22%	19%	21%	19%	19%	20%	21%	15%	15%
Very unlikely (5)	191	17	174	77	114	17	174	115	10	15	39	180	11	177	14	49	114	47	16	23	38	24
	36%	19%	39%	29%	43%	19%	39%	31%	15%	21%	26%	36%	30%	36%	36%	25%	46%	29%	18%	22%	36%	32%
			a		ce		ce	h									o				rs	
Mean	3.7	3.16	3.81	3.48	3.92	3.16	3.81	3.57	2.81	3.02	3.27	3.71	3.64	3.7	3.78	3.3	3.98	3.44	3.17	3.21	3.52	3.42
		a		e	ce		ce	hij			h						o					
Standard Deviation	1.22	1.28	1.18	1.28	1.13	1.28	1.18	1.25	1.31	1.38	1.35	1.23	1.11	1.23	1.1	1.31	1.12	1.27	1.18	1.3	1.35	1.33
Net: Likely	98	31	66	68	30	31	66	80	33	32	50	92	6	94	4	59	28	43	30	36	30	23
	18%	35%	15%	25%	11%	35%	15%	22%	51%	44%	33%	19%	14%	19%	10%	30%	11%	27%	35%	34%	28%	30%
		b		df		df			gj	g	g					p						
Net: Unlikely	307	37	270	140	167	37	270	198	20	29	69	287	20	285	22	88	163	78	33	45	54	35
	58%	42%	61%	52%	63%	42%	61%	54%	32%	39%	45%	58%	51%	58%	55%	46%	66%	48%	38%	43%	51%	47%
			a		ce		ce	hi									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 265

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cell 1

													Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	39	14	14	5	6	18	20	11	27	10	5	7	4	1	26	13	34	-	4	1
	7%	7%	7%	7%	11%	7%	8%	9% m	7%	20% ghjklm	6%	8%	4%	2%	8%	6%	8%	-	8%	6%
Likely (2)	107	35	48	9	15	45	62	24	83	17	25	23	9	8	73	34	91	3	9	4
	20%	18%	23%	14%	25%	17%	23%	19% l	20% l	34% ghlm	28% lm	25% lm	9%	11%	23%	16%	20%	13%	21%	19%
Neither likely nor unlikely (3)	135	45	58	11	20	57	78	31	104	12	28	22	28	14	68	67	113	4	14	3
	25%	23%	28%	17%	34% c	22%	29% e	25%	25%	23%	31%	24%	28%	18%	21%	32% n	25%	18%	31%	18%
Unlikely (4)	99	34	35	18	12	52	47	29	69	7	13	12	18	20	65	33	80	7	7	6
	19%	17%	17%	27%	20%	20%	17%	24%	17%	13%	14%	13%	18%	26%	20%	16%	18%	27%	15%	29%
Very unlikely (5)	153	69	56	23	5	92	61	29	125	5	19	27	40	34	92	62	126	10	11	6
	29%	35%	26%	35% d	9%	35% f	23%	23% i	31% i	9%	21%	29% i	40% gij	44% ghij	28%	30%	28%	42%	25%	28%
Mean	3.41	3.55	3.34	3.68 d	2.92	3.58 f	3.25	3.32 i	3.44 i	2.57	3.17 i	3.31 i	3.82 ghjk	4 ghjk	3.38	3.46	3.39	3.99	3.29	3.54
Standard Deviation	1.29	1.31	1.27	1.29	1.14	1.31	1.25	1.27	1.29	1.22	1.22	1.34	1.18	1.1	1.32	1.24	1.3	1.08	1.28	1.29
Net: Likely	146	49	62	14	21	63	83	35	111	27	31	30	13	10	99	47	125	3	13	5
	27%	25%	29%	21%	36%	24%	31%	28% lm	27% lm	54% ghjklm	34% lm	33% lm	13%	12%	30% o	23%	28%	13%	29%	25%
Net: Unlikely	252	103	91	41	17	144	108	58	194	11	32	39	57	54	157	95	206	17	18	11
	47%	52%	43%	62% d	30%	55% f	40%	47% i	47% ij	22%	35%	43% i	58% ijk	70% ghijk	49%	45%	46%	69%	40%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 266

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	39	35	3	-	28	11	26	9	30	7	2	27	6	6	25	7	7	23	5	11	29	6	3
	7%	7%	12%	-	6%	14%	6%	13%	10%	8%	1%	13%	10%	2%	18%	11%	2%	14%	11%	3%	12%	5%	2%
					df		df		j	j		m	m		p	p		s	s		uv		
Likely (2)	107	100	6	1	93	14	93	10	70	13	24	58	20	29	36	18	53	49	12	46	73	20	14
	20%	20%	22%	10%	20%	19%	21%	16%	25%	14%	15%	29%	34%	11%	26%	30%	16%	31%	31%	14%	30%	16%	9%
									ij			m	m		p	p		s	s		uv		
Neither likely nor unlikely (3)	135	128	6	1	122	13	115	12	86	21	28	64	13	58	39	16	80	47	12	76	64	29	41
	25%	26%	20%	11%	27%	17%	26%	18%	30%	23%	18%	32%	21%	21%	29%	27%	24%	29%	29%	23%	26%	23%	26%
									j			m											
Unlikely (4)	99	93	4	3	83	16	82	16	40	18	41	31	9	59	14	12	73	23	5	71	39	33	27
	19%	19%	13%	27%	18%	22%	18%	24%	14%	20%	27%	15%	16%	22%	10%	20%	22%	14%	12%	21%	16%	25%	17%
											h						n					t	
Very unlikely (5)	153	139	9	5	132	21	131	19	61	32	61	23	12	119	23	7	124	18	7	129	38	41	75
	29%	28%	33%	51%	29%	28%	29%	29%	21%	35%	39%	11%	19%	44%	17%	11%	37%	11%	16%	39%	16%	31%	47%
										h	h			kl			no			qr		t	tu
Mean	3.41	3.4	3.33	4.21	3.43	3.31	3.45	3.4	3.11	3.59	3.88	2.82	3.01	3.94	2.81	2.9	3.75	2.78	2.91	3.78	2.93	3.63	3.98
										h	h			kl			no			qr		t	tu
Standard Deviation	1.29	1.28	1.46	1.05	1.27	1.43	1.26	1.4	1.28	1.31	1.12	1.18	1.3	1.13	1.32	1.19	1.17	1.2	1.26	1.2	1.25	1.21	1.12
Net: Likely	146	135	9	1	121	25	119	19	100	21	25	85	26	35	61	24	60	72	17	57	103	26	17
	27%	27%	34%	10%	26%	33%	27%	29%	35%	22%	16%	42%	44%	13%	45%	42%	18%	45%	42%	17%	42%	20%	11%
									ij			m	m		p	p		s	s		uv	v	
Net: Unlikely	252	232	13	7	215	37	212	35	101	50	102	53	21	178	37	18	197	41	11	200	77	74	102
	47%	47%	46%	79%	47%	50%	48%	53%	35%	54%	66%	26%	35%	66%	27%	32%	58%	26%	29%	60%	31%	57%	64%
										h	h			kl			no			qr		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 267

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	39	11	27	28	11	11	27	35	15	17	21	37	2	38	1	26	11	17	10	13	13	11
	7%	13%	6%	10%	4%	13%	6%	10%	23%	23%	14%	8%	4%	8%	2%	13%	4%	10%	11%	12%	12%	14%
		b		df		df			g	g						p						
Likely (2)	107	33	74	72	35	33	74	81	23	24	44	102	5	103	4	53	40	45	26	28	36	23
	20%	36%	17%	27%	13%	36%	17%	22%	36%	33%	29%	21%	14%	21%	9%	28%	16%	28%	30%	26%	34%	31%
		b		df		df			g	g						p						
Neither likely nor unlikely (3)	135	24	111	69	66	24	111	100	16	18	42	126	9	124	10	59	48	40	28	33	23	21
	25%	27%	25%	26%	25%	27%	25%	27%	25%	24%	27%	25%	23%	25%	26%	30%	19%	25%	33%	31%	21%	28%
																p						
Unlikely (4)	99	12	87	51	48	12	87	68	5	6	22	90	9	88	10	25	53	26	10	14	18	8
	19%	13%	20%	19%	18%	13%	20%	18%	7%	8%	14%	18%	23%	18%	26%	13%	22%	16%	12%	14%	17%	11%
								hi									o					
Very unlikely (5)	153	10	143	50	104	10	143	85	6	9	23	139	14	138	15	30	95	35	12	18	17	12
	29%	11%	32%	18%	39%	11%	32%	23%	9%	12%	15%	28%	36%	28%	37%	16%	38%	22%	14%	17%	16%	16%
			a		ce		ce	hij									o					
Mean	3.41	2.73	3.55	3.09	3.75	2.73	3.55	3.24	2.43	2.55	2.88	3.39	3.74	3.38	3.88	2.9	3.73	3.11	2.87	2.98	2.92	2.84
			e		cef		cef	hij			h				m		o					
Standard Deviation	1.29	1.18	1.27	1.27	1.23	1.18	1.27	1.29	1.19	1.27	1.27	1.29	1.22	1.3	1.08	1.25	1.25	1.31	1.19	1.25	1.28	1.27
Net: Likely	146	44	102	99	46	44	102	116	38	41	65	139	7	141	4	80	51	62	36	40	49	34
	27%	49%	23%	37%	18%	49%	23%	31%	59%	55%	43%	28%	18%	29%	11%	41%	21%	38%	41%	38%	46%	45%
		b		df		cdf			gj	g	g			n		p						
Net: Unlikely	252	21	231	101	151	21	231	152	10	15	45	229	23	227	25	55	148	61	22	33	35	20
	47%	24%	52%	37%	57%	24%	52%	41%	16%	20%	30%	46%	59%	46%	63%	29%	60%	37%	26%	31%	33%	27%
			a	e	ce		ce	hij			h				m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

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Table 268

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_1 spon

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	21	9	6	1	5	10	11	6	15	3	2	7	2	1	14	7	19	-	1	1
	4%	4%	3%	1%	9% c	4%	4%	5%	4%	5%	2%	8%	2%	1%	4%	3%	4%	-	3%	6%
Likely (2)	84	31	38	8	7	39	45	15	69	12	23	18	10	6	51	33	70	3	9	2
	16%	16%	18%	12%	12%	15%	17%	12%	17%	24% glm	25% glm	19%	10%	8%	16%	16%	16%	13%	20%	10%
Neither likely nor unlikely (3)	124	39	59	10	16	49	75	26	98	10	26	25	22	15	67	57	110	2	9	3
	23%	20%	28%	15%	27%	19%	28% e	21%	24%	20%	29%	27%	23%	19%	21%	27%	25%	6%	21%	18%
Unlikely (4)	122	42	46	15	19	57	65	33	88	17	18	12	22	19	70	51	94	11	10	7
	23%	21%	22%	22%	32%	22%	24%	27% k	22%	35% hk	20%	13%	22%	25% k	22%	25%	21%	44%	23%	37%
Very unlikely (5)	182	77	62	32	11	109	73	43	138	8	22	31	42	36	122	60	152	9	15	6
	34%	39% b	29%	49% d	20%	41% f	27%	35% i	34% i	16%	24%	33%	43% i	46% ij	38% o	29%	34%	36%	34%	29%
Mean	3.67	3.74	3.56	4.05 d	3.42	3.82 f	3.53	3.75 ij	3.65	3.32	3.38	3.45	3.94 hijk	4.07 hijk	3.73	3.59	3.66	4.03	3.65	3.72
Standard Deviation	1.21	1.25	1.17	1.13	1.2	1.22	1.18	1.2	1.21	1.17	1.17	1.33	1.12	1.06	1.23	1.16	1.22	1	1.22	1.2
Net: Likely	105	40	44	9	12	49	56	21	84	15	25	25	12	7	65	40	89	3	10	3
	20%	20%	21%	13%	21%	18%	21%	17%	21%	29% m	28% lm	27% lm	12%	10%	20%	19%	20%	13%	23%	16%
Net: Unlikely	304	119	108	47	30	166	138	77	227	26	40	42	64	55	192	111	246	19	25	13
	57%	60%	51%	71% d	52%	63% f	51%	62% jk	55%	51%	44%	46%	65% jk	71% hijk	59%	53%	55%	80%	57%	66%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 269

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_1 spon

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	21	19	2	-	17	4	16	3	15	5	1	18	2	1	12	5	4	13	2	7	17	2	2
	4%	4%	7%	-	4%	5%	3%	4%	5% j	5% j	1%	9% m	3% m	*	9% p	9% p	1%	8% s	5%	2%	7% uv	1%	1%
Likely (2)	84	78	6	-	70	14	68	11	57	15	12	45	16	23	35	14	35	40	9	35	54	18	12
	16%	16%	20%	-	15%	19%	15%	17%	20% j	16% j	7%	22% m	27% m	8%	25% p	24% p	11%	25% s	24% s	10%	22% v	14%	7%
Neither likely nor unlikely (3)	124	119	2	4	108	16	107	15	79	19	25	54	17	53	40	14	69	37	11	76	60	31	33
	23%	24%	6%	38%	23%	22%	24%	22%	28%	21%	16%	27%	28%	20%	29% p	25%	21%	24%	27%	23%	25%	24%	21%
Unlikely (4)	122	111	9	2	106	16	103	15	66	18	38	41	12	69	20	15	86	34	8	80	53	35	34
	23%	22%	32%	20%	23%	22%	23%	23%	23%	19%	25%	20%	20%	25%	15%	26%	26% n	21%	21%	24%	22%	27%	21%
Very unlikely (5)	182	168	10	4	158	24	154	22	68	35	79	44	13	125	31	9	142	35	9	137	60	44	78
	34%	34%	35%	42%	35%	32%	34%	33%	24%	38% h	51% hi	22%	21%	46% kl	22%	16%	42% no	22%	24%	41% qr	25%	34%	49% tu
Mean	3.67	3.67	3.68	4.04	3.69	3.56	3.7	3.63	3.4	3.68	4.18 hi	3.23	3.29	4.09 kl	3.17	3.15	3.97 no	3.25	3.35	3.92 qr	3.35	3.78 t	4.1 tu
Standard Deviation	1.21	1.21	1.34	0.94	1.2	1.27	1.19	1.24	1.2	1.28	1	1.27	1.18	1.01	1.27	1.22	1.07	1.27	1.23	1.11	1.26	1.11	1.06
Net: Likely	105	98	7	-	87	18	83	14	73	20	12	63	18	24	47	19	39	53	11	41	71	20	14
	20%	20%	27%	-	19%	24%	19%	22%	25% j	22% j	8%	31% m	30% m	9%	34% p	33% p	12%	33% s	28% s	12%	29% uv	15%	9%
Net: Unlikely	304	279	18	6	264	40	257	37	134	53	117	85	25	194	51	24	228	69	18	217	112	79	112
	57%	56%	66%	62%	58%	54%	57%	56%	47%	57%	76% hi	42%	42%	72% kl	37%	42%	68% no	43%	44%	65% qr	46%	61% t	71% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 270

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_1 spon

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	21	7	14	14	7	7	14	18	7	9	14	20	1	20	1	17	4	8	4	5	4	6
	4%	8%	3%	5%	3%	8%	3%	5%	11%	13%	9%	4%	2%	4%	2%	9%	2%	5%	4%	5%	4%	7%
			b			df			g	g						p						
Likely (2)	84	27	57	56	28	27	57	65	23	22	36	81	3	83	1	45	33	39	30	29	30	20
	16%	30%	13%	21%	11%	30%	13%	18%	36%	30%	24%	16%	7%	17%	2%	23%	13%	24%	34%	27%	28%	27%
			b	df		df			g	g				n		p						
Neither likely nor unlikely (3)	124	23	101	65	59	23	101	95	17	13	36	115	9	113	10	45	45	41	26	32	24	22
	23%	25%	23%	24%	22%	25%	23%	26%	27%	18%	23%	23%	23%	23%	26%	23%	18%	25%	30%	30%	23%	30%
Unlikely (4)	122	18	104	66	56	18	104	85	8	12	34	109	12	109	13	41	58	28	16	20	20	10
	23%	20%	23%	24%	21%	20%	23%	23%	13%	17%	23%	22%	32%	22%	33%	21%	23%	17%	18%	17%	19%	14%
Very unlikely (5)	182	14	167	68	114	14	167	105	8	17	32	168	14	167	14	46	108	47	11	22	29	17
	34%	16%	38%	25%	43%	16%	38%	29%	13%	23%	21%	34%	35%	34%	36%	24%	44%	29%	13%	21%	27%	22%
			a		ce		ce	h									o	r				r
Mean	3.67	3.06	3.8	3.44	3.92	3.06	3.8	3.53	2.8	3.08	3.22	3.66	3.91	3.65	3.99	3.27	3.94	3.41	3.02	3.22	3.37	3.16
			a	e	ce		ce	hij			h					o		r			r	
Standard Deviation	1.21	1.22	1.17	1.22	1.15	1.22	1.17	1.21	1.2	1.39	1.28	1.22	1.05	1.22	0.97	1.29	1.14	1.27	1.11	1.19	1.26	1.25
Net: Likely	105	34	71	70	35	34	71	83	30	31	50	101	4	103	2	62	37	47	33	34	34	26
	20%	38%	16%	26%	13%	38%	16%	23%	47%	42%	33%	20%	10%	21%	5%	32%	15%	29%	39%	32%	32%	34%
			b	df		cdf			gj	g	g			n		p						
Net: Unlikely	304	33	271	134	170	33	271	190	17	29	66	278	26	276	28	87	166	75	27	40	49	27
	57%	36%	61%	50%	64%	36%	61%	52%	26%	40%	43%	56%	68%	56%	69%	45%	67%	46%	31%	38%	46%	36%
			a	e	ce		ce	h			h						o	r				r

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 271

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_1 ad

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	37	14	14	5	4	19	18	8	28	9	8	6	5	-	26	11	30	-	6	-
	7%	7%	7%	7%	6%	7%	7%	7%	7%	18%	8%	7%	5%	-	8%	5%	7%	-	14%	-
								m	m	ghklm	m	m	m							
Likely (2)	112	35	50	11	16	46	66	27	85	15	30	20	14	6	71	41	96	3	5	9
	21%	18%	24%	17%	28%	17%	25%	22%	21%	29%	33%	22%	15%	8%	22%	19%	22%	11%	11%	44%
							e	m	m	lm	hlm	m								
Neither likely nor unlikely (3)	121	43	54	11	14	53	68	25	96	13	23	25	19	17	52	69	107	3	8	3
	23%	22%	25%	16%	25%	20%	25%	20%	24%	25%	25%	27%	20%	22%	16%	33%	24%	13%	18%	18%
																n				
Unlikely (4)	104	42	30	16	16	58	46	32	72	5	17	12	20	19	67	36	77	14	11	2
	19%	21%	14%	24%	27%	22%	17%	26%	18%	10%	18%	13%	21%	24%	21%	17%	17%	58%	25%	9%
								hik						i						
Very unlikely (5)	159	64	63	24	8	88	71	32	127	9	14	29	39	36	107	52	134	4	15	6
	30%	32%	30%	36%	14%	33%	27%	26%	31%	18%	15%	31%	40%	47%	33%	25%	30%	18%	33%	29%
				d					j			j	gij	ghij	o					
Mean	3.44	3.54	3.37	3.66	3.14	3.57	3.32	3.42	3.45	2.82	2.99	3.4	3.75	4.1	3.49	3.37	3.43	3.83	3.52	3.23
				d		f		ij	ij			ij	ij	ghijk						
														ghjk						
Standard Deviation	1.3	1.3	1.31	1.31	1.17	1.3	1.28	1.27	1.31	1.36	1.22	1.32	1.27	0.99	1.35	1.2	1.3	0.87	1.41	1.31
Net: Likely	148	49	64	15	20	64	84	35	113	24	38	26	20	6	97	52	126	3	11	9
	28%	25%	30%	23%	34%	24%	31%	29%	28%	47%	41%	29%	20%	8%	30%	25%	28%	11%	24%	44%
								m	m	ghklm	ghlm	m	m							
Net: Unlikely	263	106	93	40	24	146	117	63	199	14	31	41	59	55	175	88	211	18	26	7
	49%	54%	44%	60%	41%	55%	44%	51%	49%	28%	34%	44%	60%	71%	54%	42%	48%	76%	58%	38%
				d		f		ij	ij				hijk	ghijk	o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 272

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_1 ad

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	37	34	2	-	30	7	27	6	28	5	3	31	3	3	22	1	13	23	5	9	30	4	3
	7%	7%	9%	-	7%	9%	6%	9%	10%	5%	3%	15%	4%	1%	16%	2%	4%	14%	12%	3%	12%	3%	2%
									j			lm			op			s	s		uv		
Likely (2)	112	106	5	2	100	12	99	10	69	16	26	61	16	35	38	21	54	50	12	50	71	24	17
	21%	21%	17%	16%	22%	16%	22%	16%	24%	18%	17%	30%	26%	13%	27%	35%	16%	31%	31%	15%	29%	19%	11%
												m	m		p	p		s	s		uv		
Neither likely nor unlikely (3)	121	113	5	3	106	16	100	14	70	23	28	43	18	60	29	17	76	39	8	74	59	26	36
	23%	23%	18%	32%	23%	21%	22%	21%	25%	25%	18%	22%	29%	22%	21%	29%	22%	25%	20%	22%	24%	20%	23%
Unlikely (4)	104	98	4	2	86	18	83	16	60	16	28	35	11	58	22	12	70	27	6	71	43	33	28
	19%	20%	14%	20%	19%	24%	19%	25%	21%	18%	18%	17%	18%	21%	16%	20%	21%	17%	15%	21%	18%	25%	18%
Very unlikely (5)	159	144	12	3	137	22	137	20	59	31	69	32	13	114	27	8	124	21	8	129	41	42	75
	30%	29%	42%	31%	30%	29%	31%	30%	21%	34%	45%	16%	22%	42%	19%	14%	37%	13%	21%	39%	17%	33%	47%
										h	h			kl			no			qr		t	tu
Mean	3.44	3.43	3.64	3.66	3.44	3.49	3.46	3.52	3.18	3.58	3.85	2.88	3.27	3.9	2.96	3.07	3.71	2.83	3.03	3.79	2.98	3.66	3.98
										h	h		k	kl			no			qr		t	tu
Standard Deviation	1.3	1.29	1.41	1.14	1.29	1.31	1.3	1.31	1.28	1.27	1.24	1.31	1.2	1.13	1.36	1.1	1.23	1.25	1.35	1.19	1.28	1.2	1.14
Net: Likely	148	140	7	2	130	19	126	16	97	21	30	92	18	39	60	22	67	72	17	59	101	28	20
	28%	28%	25%	16%	28%	25%	28%	24%	34%	23%	20%	45%	31%	14%	43%	38%	20%	45%	43%	18%	41%	22%	12%
									ij			lm	m		p	p		s	s		uv	v	
Net: Unlikely	263	242	16	5	223	40	220	36	119	48	96	67	24	172	49	19	194	48	15	201	84	75	104
	49%	49%	56%	51%	49%	54%	49%	55%	41%	52%	62%	33%	40%	63%	36%	33%	58%	30%	37%	60%	35%	58%	65%
											h			kl			no			qr		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 273

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_1 ad

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	37	17	20	34	3	17	20	33	15	14	24	36	1	36	1	28	6	19	11	15	12	12
	7%	18% b	5%	13% df	1%	18% df	5%	9%	24% g	19% g	16% g	7%	2%	7%	2%	14% p	2%	12%	12%	14%	11%	16%
Likely (2)	112	34	78	70	42	34	78	89	20	19	42	107	5	105	7	60	36	46	28	35	34	24
	21%	38% b	18%	26% df	16%	38% cdf	18%	24%	31%	27%	28%	22%	12%	21%	16%	31% p	14%	28%	32%	33%	32%	32%
Neither likely nor unlikely (3)	121	23	98	63	58	23	98	89	16	18	36	112	10	112	9	40	53	30	21	21	19	14
	23%	26%	22%	24%	22%	26%	22%	24%	25%	24%	24%	23%	25%	23%	23%	21%	21%	18%	24%	20%	18%	19%
Unlikely (4)	104	5	99	45	58	5	99	70	8	10	21	90	14	90	13	30	54	28	13	17	13	7
	19%	6%	22% a	17% e	22% e	6%	22% e	19%	12%	13%	14%	18%	36% k	18%	34% m	16%	22%	17%	15%	16%	12%	9%
Very unlikely (5)	159	11	148	56	103	11	148	87	5	12	28	149	10	149	10	36	100	40	14	18	29	18
	30%	12%	33% a	21%	39% ce	12%	33% ce	24% h	8%	17%	19%	30%	25%	30%	25%	18%	40% o	24%	16%	17%	27%	24%
Mean	3.44	2.56	3.62 a	3.08 e	3.82 cef	2.56	3.62 ce	3.24 hij	2.5	2.83	2.91 h	3.42	3.71	3.43	3.64	2.93	3.83 o	3.14	2.91	2.89	3.12	2.93
Standard Deviation	1.3	1.22	1.24	1.33	1.15	1.22	1.24	1.3	1.22	1.35	1.34	1.31	1.04	1.31	1.09	1.33	1.18	1.38	1.27	1.32	1.4	1.43
Net: Likely	148	50	98	104	45	50	98	122	35	33	66	143	5	141	7	88	42	66	38	50	46	36
	28%	56% b	22%	39% df	17%	56% cdf	22%	33% g	55% g	45%	44% g	29% l	14%	29%	18%	45% p	17%	40%	44%	47%	43%	48%
Net: Unlikely	263	16	246	102	161	16	246	157	13	22	49	239	24	239	23	66	153	68	27	35	42	25
	49%	18%	56% a	38% e	61% ce	18%	56% ce	43% hij	20%	30%	32%	48%	61%	49%	59%	34%	62% o	42%	31%	33%	39%	33%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 274

QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	25	12	8	2	3	14	12	5	20	3	10	6	2	-	18	8	23	-	2	-
	5%	6%	4%	2%	6%	5%	4%	4%	5%	5%	11%	7%	2%	-	6%	4%	5%	-	6%	-
										m	hlm	m								
Likely (2)	79	28	35	9	6	37	41	15	64	11	19	20	11	3	48	31	60	3	8	7
	15%	14%	17%	13%	11%	14%	15%	12%	16%	21%	21%	22%	11%	4%	15%	15%	14%	13%	18%	37%
									m	m	m	m								
Neither likely nor unlikely (3)	124	45	49	10	20	55	69	30	94	18	21	25	15	15	63	61	111	5	7	2
	23%	23%	23%	15%	34%	21%	26%	24%	23%	36%	23%	27%	16%	20%	20%	29%	25%	20%	15%	9%
					c					hlm						n				
Unlikely (4)	129	38	58	18	15	56	73	33	96	7	27	15	28	20	71	58	104	6	14	5
	24%	19%	27%	28%	26%	21%	27%	27%	24%	13%	29%	16%	28%	26%	22%	28%	23%	26%	31%	25%
								i			ik		i							
Very unlikely (5)	175	74	60	27	14	101	74	41	134	12	15	26	42	39	124	51	146	10	13	6
	33%	37%	29%	41%	23%	38%	27%	33%	33%	24%	17%	28%	43%	50%	38%	25%	33%	41%	30%	29%
				d		f		j	j				ijk	ghjk	o					
Mean	3.66	3.67	3.6	3.91	3.5	3.73	3.58	3.72	3.64	3.28	3.21	3.38	3.99	4.22	3.73	3.55	3.65	3.94	3.62	3.46
				d				ijk	ij				hijk	ghijk						
Standard Deviation	1.21	1.28	1.18	1.16	1.15	1.25	1.17	1.17	1.23	1.21	1.25	1.28	1.11	0.91	1.26	1.12	1.21	1.09	1.25	1.29
Net: Likely	104	41	43	11	10	51	53	20	84	13	28	26	13	3	66	39	83	3	11	7
	20%	21%	21%	16%	17%	19%	20%	16%	21%	27%	31%	28%	13%	4%	20%	19%	19%	13%	24%	37%
								m	m	lm	ghlm	glm								
Net: Unlikely	304	112	118	45	28	157	147	74	231	19	42	41	70	59	195	109	250	16	27	11
	57%	57%	56%	69%	49%	60%	55%	59%	56%	37%	46%	45%	71%	76%	60%	52%	56%	67%	61%	54%
				d				ik	i				hijk	ghijk						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 275
QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	25	23	2	1	18	8	15	6	20	4	2	19	5	2	19	4	2	18	2	6	21	2	2
	5%	5%	7%	11%	4%	10%	3%	9%	7%	4%	1%	9%	9%	1%	14%	7%	1%	11%	5%	2%	9%	2%	1%
						df			j			m	m		p	p		s			uv		
Likely (2)	79	71	6	3	70	9	69	9	52	13	13	44	10	25	24	12	43	32	13	33	51	18	9
	15%	14%	20%	27%	15%	12%	15%	13%	18%	14%	9%	22%	16%	9%	17%	21%	13%	20%	33%	10%	21%	14%	6%
									j			m						s	s		v	v	
Neither likely nor unlikely (3)	124	119	5	1	100	24	95	20	76	23	25	53	17	54	43	14	68	43	8	73	61	31	31
	23%	24%	17%	11%	22%	32%	21%	30%	26%	25%	16%	26%	29%	20%	31%	23%	20%	27%	20%	22%	25%	24%	20%
						df									p								
Unlikely (4)	129	123	4	3	118	12	116	12	71	16	42	50	13	66	23	16	90	36	7	86	56	39	34
	24%	25%	14%	31%	26%	16%	26%	18%	25%	18%	27%	25%	21%	24%	17%	27%	27%	22%	18%	26%	23%	30%	22%
																	n						
Very unlikely (5)	175	161	12	2	153	22	151	20	67	35	72	36	15	124	28	12	134	31	9	135	54	39	82
	33%	33%	43%	20%	33%	30%	34%	30%	24%	39%	47%	18%	25%	46%	21%	21%	40%	19%	23%	41%	22%	30%	52%
										h	h			kl			no			qr			tu
Mean	3.66	3.66	3.66	3.2	3.69	3.42	3.71	3.48	3.4	3.72	4.1	3.2	3.38	4.05	3.13	3.33	3.93	3.18	3.21	3.93	3.29	3.73	4.17
										h	hi			kl			no			qr		t	tu
Standard Deviation	1.21	1.2	1.4	1.41	1.19	1.31	1.18	1.29	1.22	1.24	1.03	1.23	1.27	1.04	1.31	1.24	1.08	1.27	1.28	1.09	1.27	1.09	1.02
Net: Likely	104	93	7	4	88	17	84	14	72	17	15	63	15	27	43	17	45	50	15	39	73	20	11
	20%	19%	27%	39%	19%	22%	19%	22%	25%	19%	10%	31%	25%	10%	31%	29%	13%	31%	39%	12%	30%	16%	7%
									j			m	m		p	p		s	s		uv	v	
Net: Unlikely	304	284	16	5	271	34	267	32	138	52	114	86	28	190	52	28	225	66	17	221	110	78	117
	57%	57%	57%	51%	59%	45%	60%	48%	48%	56%	74%	43%	47%	70%	38%	48%	67%	42%	42%	66%	45%	60%	73%
					e		e				hi			kl			no			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 276

QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	25	11	14	23	3	11	14	20	11	12	18	25	-	25	-	22	4	15	7	9	10	7
	5%	12%	3%	8%	1%	12%	3%	5%	17%	17%	12%	5%		5%	-	11%	2%	9%	8%	9%	9%	9%
			b	df		df			g	g	g					p						
Likely (2)	79	26	52	57	22	26	52	65	21	19	41	75	4	75	4	48	23	36	26	32	25	19
	15%	29%	12%	21%	8%	29%	12%	18%	33%	26%	27%	15%	10%	15%	9%	25%	9%	22%	30%	30%	24%	25%
		b		df		df			g		g					p						
Neither likely nor unlikely (3)	124	20	104	62	62	20	104	89	16	13	31	117	8	117	7	47	52	34	23	25	26	19
	23%	22%	24%	23%	24%	22%	24%	24%	25%	18%	20%	24%	20%	24%	18%	24%	21%	21%	27%	23%	24%	25%
Unlikely (4)	129	19	110	61	68	19	110	93	7	11	29	115	15	116	13	38	64	39	18	23	20	12
	24%	21%	25%	23%	26%	21%	25%	25%	11%	15%	19%	23%	38%	24%	32%	20%	26%	24%	21%	22%	18%	16%
								hi					k									
Very unlikely (5)	175	13	162	66	109	13	162	100	9	18	34	162	13	159	16	39	105	39	12	17	27	18
	33%	15%	37%	25%	41%	15%	37%	27%	14%	24%	22%	33%	33%	32%	40%	20%	43%	24%	14%	16%	25%	24%
			a	e	ce		ce	h							m		o					
Mean	3.66	2.97	3.8	3.34	3.98	2.97	3.8	3.51	2.72	3.04	3.13	3.63	3.94	3.63	4.03	3.13	3.99	3.31	3.03	3.06	3.27	3.22
			a	e	cef		ce	hij			h				m		o					
Standard Deviation	1.21	1.27	1.15	1.29	1.04	1.27	1.15	1.22	1.28	1.44	1.35	1.23	0.96	1.22	0.99	1.3	1.07	1.3	1.19	1.23	1.31	1.32
Net: Likely	104	37	67	79	25	37	67	86	32	31	59	100	4	100	4	69	26	51	33	41	35	26
	20%	42%	15%	30%	9%	42%	15%	23%	50%	43%	39%	20%	10%	20%	9%	36%	11%	31%	38%	39%	32%	34%
		b		df		cdf	d		g	g	g					p						
Net: Unlikely	304	32	272	128	177	32	272	194	16	28	63	277	27	275	29	77	170	78	30	40	46	31
	57%	36%	61%	47%	67%	36%	61%	53%	25%	39%	41%	56%	71%	56%	72%	40%	69%	48%	35%	38%	44%	41%
			a		ce		ce	hij			h				m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 277

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_1 no change

Base: Cell 1

																				Demographics
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	34	9	15	2	8	11	23	10	24	7	8	5	3	-	26	8	29	-	3	2
	6%	4%	7%	4%	14%	4%	8%	8%	6%	14%	9%	6%	3%	-	8%	4%	7%	-	7%	9%
				c			e	m	m	hlm	m	m								
Likely (2)	76	23	30	6	16	29	47	22	53	10	11	21	7	3	50	26	55	4	12	5
	14%	12%	14%	9%	28%	11%	17%	18%	13%	20%	13%	23%	8%	4%	15%	13%	12%	18%	26%	25%
					c		e	lm	m	lm		hlm								p
Neither likely nor unlikely (3)	110	37	48	7	19	43	67	25	85	19	26	19	9	12	57	53	102	2	5	2
	21%	19%	23%	10%	32%	16%	25%	20%	21%	38%	28%	21%	9%	16%	18%	26%	23%	6%	12%	9%
					c		e	l	l	ghklm	l	l				n				
Unlikely (4)	123	47	52	17	7	64	59	24	99	7	25	16	30	21	71	53	97	11	8	7
	23%	24%	25%	26%	12%	24%	22%	19%	24%	13%	27%	17%	31%	28%	22%	25%	22%	45%	18%	38%
				d									gik							
Very unlikely (5)	189	82	65	34	8	116	73	42	147	7	20	31	48	40	121	68	161	8	16	4
	35%	42%	31%	51%	14%	44%	27%	34%	36%	14%	22%	34%	50%	52%	37%	33%	36%	31%	37%	19%
		b		d		f			ij				i	ghijk	ghijk					
Mean	3.67	3.86	3.58	4.12	2.84	3.93	3.42	3.52	3.72	2.93	3.41	3.51	4.17	4.27	3.66	3.7	3.69	3.9	3.51	3.33
		b		d		f		i	ij		i	i	ghijk	ghijk						
Standard Deviation	1.27	1.21	1.26	1.14	1.22	1.19	1.28	1.34	1.24	1.23	1.23	1.31	1.07	0.89	1.33	1.17	1.26	1.06	1.41	1.32
Net: Likely	110	32	45	8	24	40	69	33	77	17	20	26	10	3	75	35	84	4	15	7
	21%	16%	21%	13%	42%	15%	26%	26%	19%	35%	22%	28%	11%	4%	23%	17%	19%	18%	34%	34%
					c		e	lm	m	hlm	lm	lm							p	
Net: Unlikely	312	129	118	51	15	180	132	66	247	14	45	47	79	62	192	121	259	18	24	11
	59%	65%	56%	77%	26%	68%	49%	53%	60%	27%	50%	51%	81%	80%	59%	58%	58%	76%	55%	57%
				d		f		i	i			i	ghijk	ghijk						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 278

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_1 no change

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	34	31	3	-	29	5	27	4	21	7	6	22	7	6	15	5	14	22	5	8	24	5	5
	6%	6%	12%	-	6%	7%	6%	6%	7%	8%	4%	11%	11%	2%	11%	9%	4%	14%	11%	2%	10%	4%	3%
												m	m		p			s	s		v		
Likely (2)	76	72	3	1	66	10	65	7	55	9	12	50	7	19	29	17	29	42	9	25	55	17	4
	14%	15%	10%	7%	14%	13%	15%	11%	19%	9%	8%	25%	12%	7%	21%	29%	9%	27%	22%	7%	22%	13%	3%
									ij			lm			p	p		s	s		uv	v	
Neither likely nor unlikely (3)	110	103	5	2	89	21	84	18	65	19	27	53	13	44	37	10	63	43	9	59	59	25	27
	21%	21%	18%	21%	19%	29%	19%	28%	23%	20%	17%	26%	21%	16%	27%	18%	19%	27%	22%	18%	24%	19%	17%
												m			p			s					
Unlikely (4)	123	116	5	3	110	13	107	13	70	21	33	37	15	71	25	12	86	28	9	86	50	33	40
	23%	23%	17%	30%	24%	18%	24%	20%	24%	23%	21%	18%	26%	26%	18%	21%	26%	18%	22%	26%	21%	26%	25%
														k						q			
Very unlikely (5)	189	173	12	4	164	25	163	23	75	36	77	40	18	131	31	14	145	24	9	156	56	49	84
	35%	35%	42%	42%	36%	33%	37%	35%	26%	39%	50%	20%	30%	49%	22%	23%	43%	15%	23%	47%	23%	38%	53%
										h	h			kl			no			qr		t	tu
Mean	3.67	3.66	3.67	4.08	3.69	3.58	3.71	3.67	3.43	3.77	4.06	3.11	3.51	4.12	3.2	3.2	3.95	2.95	3.23	4.07	3.25	3.8	4.22
										h	h		k	kl			no			qr		t	tu
Standard Deviation	1.27	1.26	1.44	1	1.27	1.26	1.26	1.23	1.27	1.28	1.15	1.28	1.34	1.05	1.3	1.33	1.16	1.27	1.34	1.07	1.3	1.2	1.01
Net: Likely	110	103	6	1	95	15	92	11	76	16	18	72	14	24	44	22	43	64	13	32	79	22	9
	21%	21%	22%	7%	21%	20%	21%	17%	27%	17%	11%	36%	23%	9%	32%	38%	13%	40%	33%	10%	32%	17%	6%
									j			m	m		p	p		s	s		uv	v	
Net: Unlikely	312	289	16	7	274	38	271	36	145	57	110	77	33	202	56	26	231	53	18	242	106	82	124
	59%	58%	59%	73%	60%	51%	61%	55%	51%	62%	71%	38%	56%	75%	41%	44%	69%	33%	45%	73%	44%	64%	78%
											h		k	kl			no			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 279
QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_1 no change

Base: Cell 1

	Total	Claimed interaction with social media influencers — Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts — Aware (k)	Not aware (l)	Awareness of celebrities/relevant people being paid to promote products or services on social media — Aware (m)	Not aware (n)	Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media — Yes (o)	No (p)	Websites/apps visited in the last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	34	17	17	24	10	17	17	27	10	14	22	31	3	33	1	25	6	15	5	7	7	7
	6%	18%	4%	9%	4%	18%	4%	7%	16%	19%	14%	6%	7%	7%	2%	13%	2%	9%	5%	7%	7%	9%
		b		df		cdf			g	g	g					p						
Likely (2)	76	26	49	53	22	26	49	63	20	21	35	74	2	72	4	48	19	30	25	29	29	24
	14%	29%	11%	20%	8%	29%	11%	17%	31%	29%	23%	15%	5%	15%	10%	25%	8%	19%	29%	27%	27%	32%
		b		df		df			g	g						p						q
Neither likely nor unlikely (3)	110	19	91	58	52	19	91	77	17	13	33	101	9	102	8	44	46	36	20	21	20	12
	21%	22%	21%	22%	20%	22%	21%	21%	26%	18%	22%	20%	24%	21%	21%	22%	19%	22%	23%	20%	19%	15%
Unlikely (4)	123	13	110	62	62	13	110	89	11	12	32	110	13	113	11	33	63	34	23	27	22	11
	23%	15%	25%	23%	23%	15%	25%	24%	17%	17%	21%	22%	34%	23%	27%	17%	25%	21%	27%	25%	21%	15%
			a				e										o					
Very unlikely (5)	189	15	174	71	118	15	174	112	7	13	31	178	11	173	16	45	114	48	13	23	29	21
	35%	16%	39%	26%	45%	16%	39%	30%	10%	17%	20%	36%	30%	35%	40%	23%	46%	29%	15%	21%	27%	28%
			a		e		ce	hij									o		r			r
Mean	3.67	2.81	3.85	3.38	3.97	2.81	3.85	3.53	2.75	2.84	3.09	3.67	3.74	3.65	3.92	3.13	4.05	3.43	3.18	3.28	3.35	3.21
			a	e	ce		ce	hij									o					
Standard Deviation	1.27	1.34	1.17	1.31	1.15	1.34	1.17	1.28	1.22	1.38	1.35	1.27	1.16	1.28	1.12	1.36	1.08	1.33	1.17	1.26	1.31	1.39
Net: Likely	110	43	67	78	32	43	67	90	30	35	57	105	5	105	5	72	25	46	29	36	36	31
	21%	48%	15%	29%	12%	48%	15%	24%	47%	48%	37%	21%	12%	21%	13%	37%	10%	28%	34%	34%	33%	41%
		b		df		cdf			g	g	g					p						q
Net: Unlikely	312	28	285	133	180	28	285	202	18	25	62	288	25	286	27	78	177	82	36	49	51	33
	59%	31%	64%	49%	68%	31%	64%	55%	28%	34%	41%	58%	64%	58%	67%	40%	71%	50%	42%	47%	48%	43%
			a		e		ce	hij									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 280

QINF2_8 - Likelihood to share or comment on types of posts: 08. Cozmo_1 no change

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	22	7	8	4	4	10	12	7	15	5	7	3	-	-	14	9	21	-	1	-
	4%	3%	4%	5%	6%	4%	4%	6% lm	4%	11% hlm	7% lm	3%	-	-	4%	4%	5%	-	3%	-
Likely (2)	79	33	24	13	9	46	33	22	57	7	18	18	10	5	54	25	63	5	9	2
	15%	17%	11%	19%	15%	17%	12%	17% m	14%	14%	19% m	19% m	10%	6%	17%	12%	14%	22%	20%	10%
Neither likely nor unlikely (3)	125	50	48	13	14	63	62	27	98	11	28	27	18	13	60	65	108	3	9	5
	23%	25%	23%	20%	24%	24%	23%	22%	24%	22%	31% m	30%	19%	17%	18%	31% n	24%	11%	20%	27%
Unlikely (4)	119	35	54	16	15	50	69	31	89	14	23	12	22	17	69	50	98	7	9	5
	22%	18%	25%	24%	26%	19%	26%	25% k	22%	28% k	26% k	13%	23%	22%	21%	24%	22%	29%	20%	25%
Very unlikely (5)	187	73	77	21	16	94	93	37	150	13	15	32	47	43	128	59	154	9	17	7
	35%	37%	36%	32%	28%	36%	35%	30% j	37% j	25%	17%	35% j	48% ghij	55% ghijk	39% o	28%	35%	38%	37%	38%
Mean	3.69	3.68	3.79	3.58	3.54	3.65	3.74	3.56 j	3.74	3.42	3.25	3.57	4.08 ghijk	4.27 ghijk	3.75	3.61	3.68	3.82	3.69	3.91
Standard Deviation	1.21	1.23	1.17	1.27	1.23	1.24	1.18	1.25	1.2	1.31	1.17	1.24	1.04	0.95	1.25	1.14	1.22	1.18	1.25	1.04
Net: Likely	101	40	32	16	13	56	45	29	72	13	24	21	10	5	67	34	84	5	10	2
	19%	20%	15%	25%	22%	21%	17%	23% lm	18% m	25% lm	27% lm	22%	10%	6%	21%	16%	19%	22%	23%	10%
Net: Unlikely	306	108	131	37	31	144	162	68	238	27	39	44	69	60	197	110	252	16	26	12
	58%	55%	62%	56%	54%	55%	60%	55% j	58%	53%	42%	48%	71% ghijk	77% ghijk	61%	53%	57%	67%	58%	63%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 281

QINF2_8 - Likelihood to share or comment on types of posts: 08. Cozmo_1 no change

Base: Cell 1

Column groups: (a)–(c) Internet Use; (d)–(g) Device used most often to access the internet; (h)–(j) Facebook usage; (k)–(m) Instagram usage; (n)–(p) Twitter usage; (q)–(s) Snapchat usage; (t)–(v) YouTube usage.

Within each usage group: Heavy user (Multiple times an hour to several times a day); Medium user (Around once a day to 4 or 5 times a week); Light user (2 or 3 times a week or less often). Device columns: (d) Mobile device (tablet smartphone, smartwatch); (e) Nonmobile device (laptop PC/desktop, smart TV, something else); (f) Smartphone/Tablet; (g) PC/Laptop/Desktop.

	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	22	19	3	-	19	4	18	3	16	4	2	14	3	5	13	2	7	12	3	7	18	1	3
	4%	4%	12%	-	4%	5%	4%	4%	5%	5%	1%	7%	6%	2%	9%	4%	2%	7%	8%	2%	8%	1%	2%
									j			m			p			s	s		uv		
Likely (2)	79	74	3	2	65	14	65	11	51	13	15	44	15	20	29	17	33	38	10	31	55	17	7
	15%	15%	12%	21%	14%	19%	15%	17%	18%	14%	10%	22%	26%	7%	21%	30%	10%	24%	25%	9%	23%	13%	4%
									j			m	m		p	p		s	s		uv	v	
Neither likely nor unlikely (3)	125	115	8	2	107	18	102	16	77	20	28	49	16	60	35	11	79	36	13	76	62	32	31
	23%	23%	28%	17%	23%	24%	23%	24%	27%	22%	18%	24%	26%	22%	25%	19%	23%	22%	32%	23%	26%	25%	19%
Unlikely (4)	119	114	2	4	104	16	102	16	63	20	36	45	10	65	28	12	80	36	7	76	59	28	32
	22%	23%	7%	42%	23%	21%	23%	24%	22%	22%	23%	22%	16%	24%	20%	20%	24%	23%	19%	23%	24%	22%	20%
Very unlikely (5)	187	174	11	2	164	23	159	20	79	34	74	50	16	121	34	15	138	38	7	143	48	52	87
	35%	35%	41%	20%	36%	31%	36%	31%	28%	37%	48%	25%	26%	45%	25%	27%	41%	24%	17%	43%	20%	40%	55%
											h			kl			no			qr		t	tu
Mean	3.69	3.71	3.53	3.61	3.72	3.55	3.72	3.6	3.48	3.74	4.06	3.36	3.32	4.03	3.3	3.36	3.91	3.32	3.11	3.94	3.26	3.87	4.22
											hi			kl			no			qr		t	tu
Standard Deviation	1.21	1.2	1.45	1.08	1.2	1.25	1.21	1.21	1.22	1.23	1.08	1.26	1.27	1.06	1.3	1.27	1.11	1.27	1.2	1.11	1.23	1.11	1.01
Net: Likely	101	93	7	2	84	17	83	14	67	17	17	58	19	25	41	20	40	49	13	39	74	18	9
	19%	19%	24%	21%	18%	24%	19%	21%	23%	19%	11%	29%	31%	9%	30%	34%	12%	31%	33%	12%	30%	14%	6%
									j			m	m		p	p		s	s		uv	v	
Net: Unlikely	306	287	13	6	268	39	261	36	142	55	109	95	26	186	62	27	217	74	14	218	107	80	119
	58%	58%	48%	62%	58%	52%	58%	55%	50%	59%	71%	47%	43%	69%	45%	47%	65%	46%	35%	65%	44%	62%	75%
											h			kl			no			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 282

QINF2_8 - Likelihood to share or comment on types of posts: 08. Cozmo_1 no change

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	22	7	15	15	7	7	15	18	10	12	15	22	-	21	2	16	4	11	2	9	4	6
	4%	8% b	3%	6%	3%	8% df	3%	5%	15% g	16% g	10% g	4%	-	4%	4%	8% p	2%	7%	3%	8%	4%	8%
Likely (2)	79	23	56	57	22	23	56	61	20	19	37	77	2	76	3	43	26	32	26	26	22	11
	15%	26% b	13%	21% df	8%	26% df	13%	17%	31% g	26%	25% g	16%	5%	15%	7%	22% p	10%	19%	31% qu	24%	21%	15%
Neither likely nor unlikely (3)	125	23	102	60	65	23	102	94	16	13	31	117	7	116	9	40	54	34	19	21	23	19
	23%	25%	23%	22%	25%	25%	23%	25%	25%	18%	20%	24%	19%	24%	22%	21%	22%	21%	22%	20%	21%	25%
Unlikely (4)	119	17	102	65	55	17	102	84	10	13	34	105	14	107	12	43	53	38	23	28	22	19
	22%	19%	23%	24%	21%	19%	23%	23%	16%	18%	22%	21%	37% k	22%	31%	22%	21%	23%	27%	26%	21%	26%
Very unlikely (5)	187	19	168	72	115	19	168	111	8	16	35	172	15	173	14	52	111	49	15	23	35	20
	35%	21%	38% a	27%	43% ce	21%	38% ce	30% h	13%	22%	23%	35%	39%	35%	36%	27%	45% o	30% r	18%	21%	33% r	26%
Mean	3.69	3.2	3.8 a	3.46	3.94 ce	3.2	3.8 ce	3.57 hij	2.81	3.04	3.25 h	3.66	4.1 k	3.68	3.88	3.38	3.97 o	3.5	3.26	3.29	3.58	3.46
Standard Deviation	1.21	1.27	1.17	1.25	1.12	1.27	1.17	1.22	1.25	1.41	1.32	1.23	0.89	1.22	1.11	1.31	1.12	1.28	1.16	1.27	1.26	1.27
Net: Likely	101	31	71	72	29	31	71	80	29	31	52	99	2	97	4	58	30	43	29	34	27	18
	19%	34% b	16%	27% df	11%	34% df	16%	22%	46% g	42% g	34% g	20% l	5%	20%	11%	30% p	12%	26%	33%	32%	25%	24%
Net: Unlikely	306	36	270	137	169	36	270	195	19	30	69	277	29	280	27	95	164	87	38	51	57	39
	58%	41%	61% a	51%	64% ce	41%	61% ce	53% hi	29%	40%	45%	56%	76% k	57%	67%	49%	66% o	53%	44%	48%	54%	52%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 283

QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
									Demographics											
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	36	18	12	4	3	21	14	6	29	6	10	10	3	-	27	9	33	2	1	-
	7%	9%	5%	5%	5%	8%	5%	5% m	7% m	13% lm	11% lm	10% lm	3%	-	8%	4%	7%	7%	3%	-
Likely (2)	100	43	30	18	10	60	40	27	73	23	21	12	13	5	61	39	83	6	11	-
	19%	22%	14%	27%	17%	23% f	15%	22% m	18% m	45% ghjklm	23% m	13%	13%	6%	19%	19%	19%	25%	24%	-
Neither likely nor unlikely (3)	134	50	53	13	18	63	71	31	103	11	32	29	22	8	71	63	113	3	11	7
	25%	25%	25%	20%	31%	24%	26%	25% m	25% m	22%	35% m	31% m	23% m	11%	22%	30% n	25%	11%	25%	37%
Unlikely (4)	101	23	50	14	15	36	65	29	73	5	10	14	19	24	57	45	80	8	6	7
	19%	11%	24% a	21%	26%	14%	24% e	23% ij	18%	10%	11%	16%	19%	31% hijk	18%	21%	18%	33%	14%	34%
Very unlikely (5)	161	65	66	18	12	83	79	30	131	5	18	27	41	40	109	52	134	6	16	6
	30%	33%	31%	27%	22%	31%	29%	24% i	32% ij	9%	20%	30% i	42% i gij	52% ghijk	34% o	25%	30%	24%	35%	29%
Mean	3.47	3.38	3.61	3.37	3.43	3.37	3.57	3.4 ij	3.5 ij	2.58	3.05	3.41 i	3.84 ghijk	4.3 ghijkl	3.5	3.44	3.45	3.44	3.55	3.92
Standard Deviation	1.28	1.37	1.22	1.29	1.15	1.35	1.2	1.22	1.3	1.13	1.27	1.32	1.19	0.89	1.34	1.18	1.29	1.3	1.27	0.83
Net: Likely	136	60	42	21	12	82	54	34	102	29	31	22	16	5	87	49	116	8	12	-
	25%	31% b	20%	32%	21%	31% f	20%	27% lm	25% m	58% ghjklm	34% lm	23% m	16% m	6%	27%	23%	26%	31%	26%	-
Net: Unlikely	263	87	116	31	28	119	144	59	204	10	28	42	60	65	166	97	215	14	22	12
	49%	44%	55% a	48%	48%	45%	53% f	48% ij	50% ij	20%	31%	45%	61% ij gijk	83% ij ghijkl	51%	46%	48%	58%	49%	63%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 284

QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	36	32	4	-	27	9	22	7	28	5	3	28	6	1	25	4	7	23	5	8	28	4	4
	7%	6%	13%	-	6%	12%	5%	10%	10%	5%	2%	14%	11%	*	18%	7%	2%	15%	12%	2%	12%	3%	2%
						f			j			m	m		p	p		s	s		uv		
Likely (2)	100	95	3	2	86	14	85	12	66	13	21	57	14	29	44	14	42	46	15	40	71	20	9
	19%	19%	10%	20%	19%	19%	19%	19%	23%	15%	13%	28%	23%	11%	32%	25%	12%	29%	37%	12%	29%	15%	6%
									j			m	m		p	p		s	s		uv		
Neither likely nor unlikely (3)	134	127	5	3	122	12	119	11	84	22	28	58	17	59	33	20	81	44	10	80	72	31	32
	25%	26%	18%	28%	27%	16%	27%	17%	29%	24%	18%	29%	28%	22%	24%	34%	24%	28%	25%	24%	29%	24%	20%
					e																v		
Unlikely (4)	101	96	5	1	85	16	85	15	49	18	34	31	10	61	15	10	77	26	7	69	38	31	33
	19%	19%	16%	10%	19%	22%	19%	23%	17%	20%	22%	15%	17%	22%	11%	17%	23%	16%	17%	21%	16%	24%	20%
														k			n						
Very unlikely (5)	161	146	12	4	137	24	136	21	59	34	68	27	13	121	21	10	130	21	3	137	35	44	83
	30%	29%	42%	41%	30%	32%	31%	32%	21%	37%	44%	14%	21%	45%	15%	17%	39%	13%	9%	41%	14%	34%	52%
										h	h			kl			no			qr		t	tu
Mean	3.47	3.46	3.64	3.72	3.48	3.44	3.52	3.48	3.16	3.68	3.93	2.86	3.14	4.01	2.73	3.12	3.84	2.84	2.73	3.86	2.92	3.7	4.14
										h	h			kl			no			qr		t	tu
Standard Deviation	1.28	1.27	1.47	1.26	1.26	1.41	1.24	1.38	1.26	1.26	1.16	1.23	1.3	1.06	1.3	1.19	1.13	1.24	1.16	1.15	1.22	1.18	1.07
Net: Likely	136	127	7	2	113	22	106	19	94	18	24	86	20	30	69	19	48	69	20	47	99	24	13
	25%	26%	24%	20%	25%	30%	24%	29%	33%	20%	15%	42%	34%	11%	50%	32%	14%	43%	49%	14%	41%	19%	8%
									ij			m	m		op	p		s	s		uv	v	
Net: Unlikely	263	242	16	5	223	40	222	36	108	52	103	58	23	182	36	20	207	46	10	206	73	75	115
	49%	49%	59%	51%	49%	54%	50%	55%	38%	56%	66%	29%	38%	67%	26%	34%	62%	29%	26%	62%	30%	58%	72%
										h	h			kl			no			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 285
QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	36	14	21	31	5	14	21	33	14	15	24	34	2	35	1	26	9	20	10	13	9	12
	7%	16%	5%	11%	2%	16%	5%	9%	22%	21%	16%	7%	4%	7%	2%	13%	3%	12%	12%	12%	8%	16%
		b		df		df			g	g	g					p						
Likely (2)	100	28	72	69	31	28	72	81	26	23	42	96	4	98	2	59	32	38	24	28	29	20
	19%	31%	16%	26%	12%	31%	16%	22%	40%	32%	28%	19%	11%	20%	6%	31%	13%	23%	28%	27%	27%	27%
		b		df		df			g					n		p						
Neither likely nor unlikely (3)	134	23	111	66	68	23	111	97	13	14	36	128	7	122	12	50	49	42	26	27	29	15
	25%	25%	25%	25%	26%	25%	25%	26%	20%	20%	24%	26%	17%	25%	30%	26%	20%	25%	30%	26%	27%	21%
Unlikely (4)	101	13	88	51	50	13	88	71	5	11	23	89	13	91	10	29	53	23	12	17	15	12
	19%	15%	20%	19%	19%	15%	20%	19%	7%	15%	15%	18%	32%	19%	26%	15%	21%	14%	14%	16%	14%	15%
								h					k									
Very unlikely (5)	161	12	149	52	109	12	149	86	7	10	27	148	13	147	15	30	106	41	14	21	25	16
	30%	13%	34%	19%	41%	13%	34%	23%	10%	13%	18%	30%	35%	30%	37%	15%	43%	25%	16%	19%	24%	21%
			a		cef		ce	hi									o					
Mean	3.47	2.78	3.61	3.09	3.87	2.78	3.61	3.26	2.43	2.68	2.91	3.45	3.81	3.44	3.89	2.88	3.87	3.16	2.95	3.03	3.18	2.97
			a	e	cef		ce	hij			h				m		o					
Standard Deviation	1.28	1.26	1.24	1.29	1.14	1.26	1.24	1.28	1.22	1.32	1.33	1.28	1.17	1.29	1.04	1.27	1.2	1.36	1.25	1.31	1.29	1.39
Net: Likely	136	42	94	100	36	42	94	114	40	38	66	130	6	133	3	85	40	58	34	41	38	33
	25%	47%	21%	37%	14%	47%	21%	31%	63%	52%	43%	26%	16%	27%	8%	44%	16%	35%	40%	39%	35%	43%
		b		df		df			gj	g	g			n		p						
Net: Unlikely	263	25	238	103	160	25	238	157	11	20	50	237	26	238	25	59	159	64	26	38	41	27
	49%	28%	54%	38%	61%	28%	54%	43%	18%	28%	33%	48%	67%	48%	62%	30%	64%	39%	30%	35%	38%	36%
			a		ce		ce	hij			h		k				o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 286

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_1 ad

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
									Demographics											
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	18	7	4	2	5	9	8	7	11	4	5	1	1	-	11	6	15	1	1	-
	3%	4%	2%	3%	8%	4%	3%	5% m	3%	7% klm	6% m	1%	1%	-	4%	3%	3%	4%	3%	-
Likely (2)	79	29	25	18	7	47	32	25	54	9	20	18	7	1	53	26	68	4	5	2
	15%	15%	12%	27% d	13%	18%	12%	20% hlm	13%	17% m	22% hlm	19% lm	7%	1%	16%	12%	15%	15%	11%	10%
Neither likely nor unlikely (3)	121	41	50	10	20	51	70	30	91	15	27	23	18	8	65	56	105	4	10	2
	23%	21%	24%	15%	34% c	20%	26%	24% m	22% m	31% m	30% m	25% m	18%	11%	20%	27%	24%	18%	22%	9%
Unlikely (4)	113	39	49	12	13	51	62	25	88	14	14	15	22	24	60	53	86	4	13	10
	21%	20%	23%	18%	23%	20%	23%	20%	22%	27%	15%	16%	22%	31% jk	19%	26%	19%	18%	29%	53%
Very unlikely (5)	202	81	84	24	13	104	97	37	165	9	25	36	50	44	135	67	170	11	16	6
	38%	41%	40%	36%	23%	40%	36%	30%	40% gij	18%	28%	39% i	52% gij	57% ghijk	42% o	32%	38%	44%	35%	29%
Mean	3.76	3.8	3.87	3.57	3.4	3.74	3.77	3.49	3.84 gij	3.32	3.37	3.73	4.16 ghijk	4.44 ghijk	3.78	3.71	3.73	3.83	3.81	4.01
Standard Deviation	1.2	1.22	1.12	1.32	1.2	1.25	1.15	1.26	1.17	1.17	1.26	1.2	1.02	0.74	1.24	1.13	1.22	1.3	1.13	0.9
Net: Likely	97	36	29	20	12	56	40	32	65	12	25	19	8	1	64	32	84	5	6	2
	18%	18%	14%	30%	21%	21%	15%	26% hlm	16% m	24% lm	28% hlm	20% lm	8%	1%	20%	15%	19%	20%	14%	10%
Net: Unlikely	315	120	133	36	26	156	159	62	253	23	39	51	72	68	195	120	255	15	28	16
	59%	61%	63%	54%	46%	59%	59%	50%	62% gij	45%	43%	55%	74% ghijk	88% ghijkl	60%	58%	58%	62%	64%	82%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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Ipsos

Table 287
QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_1 ad

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	18	16	2	-	14	4	11	3	13	2	3	16	1	1	13	2	3	14	2	2	14	-	4
	3%	3%	6%	-	3%	5%	2%	4%	4%	3%	2%	8%	1%	*	9%	4%	1%	9%	4%	1%	6%	-	2%
												m			p			s	s		u		
Likely (2)	79	76	2	1	67	12	65	9	56	9	13	51	10	19	31	10	38	41	10	27	56	14	8
	15%	15%	7%	7%	15%	16%	14%	14%	20%	10%	9%	25%	16%	7%	22%	18%	11%	26%	25%	8%	23%	11%	5%
									ij			m	m		p			s	s		uv		
Neither likely nor unlikely (3)	121	111	7	4	108	13	103	10	76	20	25	57	21	43	41	19	61	47	13	62	69	27	25
	23%	22%	24%	42%	24%	18%	23%	16%	27%	22%	16%	28%	36%	16%	30%	33%	18%	29%	32%	18%	28%	21%	16%
									j			m	m		p	p		s	s		v		
Unlikely (4)	113	107	4	2	99	15	99	15	65	21	27	42	9	63	22	13	77	33	8	73	51	34	28
	21%	22%	15%	20%	22%	20%	22%	22%	23%	23%	17%	21%	14%	23%	16%	23%	23%	21%	19%	22%	21%	26%	18%
Very unlikely (5)	202	185	14	3	170	31	169	29	76	39	86	36	19	146	30	13	158	24	8	170	53	54	95
	38%	37%	49%	31%	37%	42%	38%	45%	27%	43%	56%	18%	32%	54%	22%	22%	47%	15%	19%	51%	22%	42%	59%
										h	hi		k	kl			no			qr		t	tu
Mean	3.76	3.74	3.95	3.76	3.75	3.79	3.79	3.9	3.48	3.93	4.17	3.16	3.6	4.24	3.19	3.42	4.04	3.06	3.25	4.15	3.3	3.98	4.27
										h	h		k	kl			no			qr		t	tu
Standard Deviation	1.2	1.2	1.25	1.02	1.19	1.28	1.17	1.23	1.2	1.14	1.1	1.22	1.15	0.97	1.27	1.14	1.08	1.2	1.16	1.03	1.21	1.04	1.04
Net: Likely	97	93	3	1	81	15	75	11	69	11	16	67	10	19	44	13	40	56	12	29	71	14	11
	18%	19%	12%	7%	18%	21%	17%	17%	24%	12%	11%	33%	17%	7%	32%	22%	12%	35%	29%	9%	29%	11%	7%
									ij			lm	m		p	p		s	s		uv		
Net: Unlikely	315	292	18	5	269	46	268	44	141	60	113	78	28	209	53	26	236	57	15	243	104	88	123
	59%	59%	64%	51%	59%	62%	60%	67%	49%	66%	73%	39%	47%	77%	38%	45%	70%	36%	39%	73%	43%	68%	77%
										h	h			kl			no			qr		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 288

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_1 ad

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	18	7	10	15	3	7	10	14	10	8	13	18	-	18	-	13	4	6	7	6	4	5
	3%	8%	2%	6%	1%	8%	2%	4%	15%	11%	8%	4%	-	4%	-	7%	1%	4%	8%	6%	4%	6%
		b		df		df			g	g	g					p						
Likely (2)	79	28	51	60	19	28	51	65	25	21	34	76	3	77	1	45	25	35	22	27	23	17
	15%	31%	11%	22%	7%	31%	11%	18%	39%	29%	22%	15%	8%	16%	3%	23%	10%	22%	26%	25%	22%	23%
		b		df		df			gj	g				n		p						
Neither likely nor unlikely (3)	121	22	99	59	62	22	99	89	18	23	35	112	9	110	11	51	47	35	28	25	26	18
	23%	24%	22%	22%	24%	24%	22%	24%	28%	31%	23%	23%	25%	22%	28%	26%	19%	21%	33%	24%	25%	24%
Unlikely (4)	113	22	91	61	52	22	91	86	5	8	35	103	10	107	7	42	47	37	11	21	21	13
	21%	24%	21%	23%	20%	24%	21%	23%	8%	10%	23%	21%	25%	22%	17%	22%	19%	23%	13%	19%	19%	17%
								hi			hi											
Very unlikely (5)	202	10	191	74	128	10	191	114	6	14	35	186	16	181	21	43	125	50	18	27	33	23
	38%	11%	43%	27%	48%	11%	43%	31%	10%	19%	23%	38%	42%	37%	52%	22%	51%	30%	21%	26%	31%	30%
			a	e	ce		ce	hi			h				o							
Mean	3.76	2.99	3.91	3.44	4.08	2.99	3.91	3.6	2.58	2.98	3.29	3.74	4	3.72	4.17	3.3	4.07	3.54	3.13	3.33	3.52	3.43
			a	e	ce		ce	hij			h				m		o		r			r
Standard Deviation	1.2	1.17	1.15	1.26	1.05	1.17	1.15	1.2	1.15	1.27	1.28	1.21	1.01	1.21	0.96	1.24	1.11	1.23	1.24	1.27	1.24	1.3
Net: Likely	97	36	61	75	21	36	61	79	35	29	47	93	3	95	1	58	28	42	29	33	27	22
	18%	40%	14%	28%	8%	40%	14%	21%	54%	40%	31%	19%	8%	19%	3%	30%	11%	25%	34%	31%	25%	29%
		b		df		cdf	d		gj	g	g			n		p						
Net: Unlikely	315	32	283	135	180	32	283	200	11	21	70	289	26	288	27	85	172	87	29	48	54	36
	59%	36%	64%	50%	68%	36%	64%	54%	18%	29%	46%	59%	67%	58%	68%	44%	70%	53%	34%	45%	50%	47%
			a	e	ce		ce	hi			hi					o		r			r	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 289

QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	30	12	11	3	5	15	15	8	23	4	11	5	1	2	21	10	26	1	4	-
	6%	6%	5%	5%	8%	6%	6%	6%	6%	7%	12%	6%	1%	3%	6%	5%	6%	4%	8%	-
								l			hlm									
Likely (2)	98	29	44	14	11	43	55	25	73	14	19	24	10	6	65	33	80	4	9	5
	18%	15%	21%	21%	19%	16%	21%	20%	18%	29%	21%	26%	10%	8%	20%	16%	18%	18%	20%	25%
								lm	m	lm	m	lm								
Neither likely nor unlikely (3)	125	42	50	12	20	54	70	32	93	14	23	20	22	13	65	59	106	6	9	3
	23%	21%	24%	18%	35%	21%	26%	26%	23%	29%	25%	22%	23%	17%	20%	28%	24%	24%	21%	18%
				c												n				
Unlikely (4)	115	43	42	16	14	58	57	30	85	11	19	15	25	17	70	45	94	5	9	7
	22%	22%	20%	24%	25%	22%	21%	24%	21%	21%	21%	16%	25%	21%	22%	22%	21%	22%	20%	38%
Very unlikely (5)	164	71	64	21	8	92	72	29	135	7	20	28	40	39	103	61	139	7	14	4
	31%	36%	30%	32%	13%	35%	27%	24%	33%	15%	22%	30%	41%	51%	32%	29%	31%	31%	31%	19%
				d		f			gi				i	gij	ghijk					
Mean	3.53	3.67	3.5	3.58	3.17	3.64	3.43	3.39	3.58	3.07	3.21	3.4	3.94	4.09	3.52	3.55	3.54	3.58	3.46	3.51
				d		f			ij				ghijk	ghijk						
Standard Deviation	1.26	1.27	1.26	1.27	1.13	1.27	1.24	1.22	1.26	1.18	1.32	1.31	1.07	1.13	1.29	1.2	1.26	1.24	1.34	1.1
Net: Likely	128	41	55	17	16	58	70	32	96	18	29	29	11	9	86	43	106	5	13	5
	24%	21%	26%	26%	27%	22%	26%	26%	24%	36%	32%	31%	11%	11%	26%	21%	24%	22%	28%	25%
								lm	lm	hlm	lm	lm								
Net: Unlikely	279	114	106	37	22	151	128	59	220	18	39	43	64	56	173	106	233	13	23	11
	52%	58%	50%	56%	38%	57%	48%	48%	54%	35%	43%	46%	66%	72%	53%	51%	52%	53%	51%	57%
				d		f			i				ghijk	ghijk						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 290

QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cell 1

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Internet Use Medium user (Around once a day to 4 or 5 times a week) (b)	Internet Use Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Device Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Facebook Medium user (Around once a day to 4 or 5 times a week) (i)	Facebook Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Instagram Medium user (Around once a day to 4 or 5 times a week) (l)	Instagram Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Twitter Medium user (Around once a day to 4 or 5 times a week) (o)	Twitter Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Snapchat Medium user (Around once a day to 4 or 5 times a week) (r)	Snapchat Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	YouTube Medium user (Around once a day to 4 or 5 times a week) (u)	YouTube Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	30	30	-	-	25	5	23	5	22	5	3	22	4	5	17	5	8	18	4	9	26	2	2
	6%	6%	-	-	5%	7%	5%	8%	8% j	6%	2%	11% m	7% m	2%	12% p	8% p	3%	11% s	10% s	3%	11% uv	2%	1%
Likely (2)	98	91	7	1	80	18	77	15	63	18	17	58	16	25	42	15	40	50	10	38	65	19	14
	18%	18%	24%	10%	17%	25%	17%	22%	22% j	19%	11%	29% m	26% m	9%	31% p	27% p	12%	31% s	26% s	11%	27% uv	15%	9%
Neither likely nor unlikely (3)	125	116	6	2	110	15	106	13	81	18	26	53	20	51	32	18	75	42	12	71	63	26	36
	23%	23%	23%	22%	24%	20%	24%	19%	28%	20%	17%	26%	33% m	19%	23%	31%	22%	26%	31%	21%	26%	20%	22%
Unlikely (4)	115	108	4	3	106	9	104	8	63	18	35	43	10	63	23	12	80	36	6	74	45	37	33
	22%	22%	14%	37%	23% e	13%	23% e	13%	22%	19%	22%	21%	17%	23%	17%	21%	24%	23%	14%	22%	19%	28% t	21%
Very unlikely (5)	164	150	11	3	138	26	138	24	57	33	74	26	11	127	23	8	133	14	8	142	44	46	74
	31%	30%	39%	32%	30%	36%	31%	37%	20%	36% h	48% h	13%	18%	47% kl	17%	14%	40% no	9%	19%	43% qr	18%	36% t	47% t
Mean	3.53	3.52	3.68	3.91	3.55	3.45	3.58	3.49	3.25	3.61 h	4.02 hi	2.97	3.13	4.04 kl	2.94	3.05	3.86 no	2.87	3.06	3.91 qr	3.06	3.81 t	4.03 t
Standard Deviation	1.26	1.26	1.23	1.01	1.24	1.38	1.23	1.4	1.22	1.31	1.13	1.2	1.19	1.09	1.29	1.17	1.14	1.15	1.27	1.15	1.27	1.12	1.08
Net: Likely	128	121	7	1	105	24	99	20	85	23	21	80	20	29	60	20	49	68	14	47	91	21	16
	24%	24%	24%	10%	23%	32%	22%	30%	30% j	25% j	13%	39% m	33% m	11%	43% p	35% p	14%	42% s	36% s	14%	37% uv	16%	10%
Net: Unlikely	279	258	15	6	244	36	242	33	120	51	108	69	21	190	46	20	213	50	13	216	89	83	108
	52%	52%	53%	69%	53%	48%	54%	50%	42%	55% h	70% hi	34%	34%	70% kl	33%	35%	63% no	31%	33%	65% qr	37%	64% t	68% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 291
QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	30	13	18	26	4	13	18	28	9	14	15	29	1	28	2	21	7	13	9	12	7	6
	6%	14%	4%	10%	2%	14%	4%	8%	14%	19%	10%	6%	3%	6%	6%	11%	3%	8%	10%	12%	7%	8%
		b		df		df				g						p						
Likely (2)	98	32	66	65	34	32	66	75	30	24	47	93	5	96	2	59	28	41	24	28	29	24
	18%	35%	15%	24%	13%	35%	15%	20%	47%	33%	31%	19%	12%	20%	5%	31%	11%	25%	28%	27%	28%	31%
		b		df		cdf			gj	g	g			n		p						
Neither likely nor unlikely (3)	125	17	108	68	57	17	108	96	15	18	33	119	6	119	6	42	55	36	23	22	25	13
	23%	19%	24%	25%	22%	19%	24%	26%	23%	25%	22%	24%	14%	24%	15%	22%	22%	22%	26%	21%	24%	18%
Unlikely (4)	115	17	98	56	60	17	98	83	4	7	30	103	12	102	14	39	51	32	17	22	19	18
	22%	19%	22%	21%	23%	19%	22%	22%	6%	9%	20%	21%	31%	21%	34%	20%	20%	19%	19%	21%	18%	24%
								hi			hi			m								
Very unlikely (5)	164	11	153	54	110	11	153	86	6	10	27	149	15	148	16	32	107	41	14	22	25	14
	31%	12%	35%	20%	42%	12%	35%	23%	10%	14%	18%	30%	39%	30%	40%	17%	43%	25%	16%	20%	23%	19%
			a		ce		ce	h						m			o					
Mean	3.53	2.8	3.68	3.18	3.9	2.8	3.68	3.34	2.5	2.66	3.04	3.51	3.9	3.5	3.99	3.01	3.9	3.29	3.03	3.11	3.24	3.15
			a	e	cef		ce	hij			hi			m		o						
Standard Deviation	1.26	1.26	1.2	1.27	1.13	1.26	1.2	1.25	1.12	1.28	1.27	1.26	1.16	1.26	1.13	1.27	1.17	1.3	1.24	1.33	1.28	1.27
Net: Likely	128	44	84	91	38	44	84	103	39	38	63	122	6	124	4	80	35	54	33	41	37	30
	24%	49%	19%	34%	14%	49%	19%	28%	61%	52%	41%	25%	16%	25%	10%	41%	14%	33%	38%	38%	35%	39%
		b		df		cdf			gj	g	g			n		p						
Net: Unlikely	279	28	251	110	169	28	251	169	10	17	57	252	27	250	30	71	158	73	31	43	45	32
	52%	32%	57%	41%	64%	32%	57%	46%	16%	23%	37%	51%	70%	51%	75%	37%	64%	45%	35%	41%	42%	43%
			a		ce		ce	hi			hi		k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 292
QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - topshop_1 advert

Base: Cell 1

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Very likely (1)	29	10	12	3	5	13	17	7	22	4	8	7	3	-	20	9	23	2	5	-
	6%	5%	6%	4%	8%	5%	6%	6%	5%	7%	9%	7%	3%	-	6%	4%	5%	7%	11%	-
								m	m	m	m	m								
Likely (2)	89	33	35	9	12	42	47	22	67	14	20	15	15	4	56	34	73	2	10	5
	17%	16%	17%	14%	22%	16%	18%	18%	17%	27%	22%	16%	15%	6%	17%	16%	16%	6%	22%	28%
								m	m	m	m	m								
Neither likely nor unlikely (3)	113	42	45	7	19	49	64	26	87	17	22	24	13	10	54	59	103	3	5	2
	21%	21%	21%	11%	32%	19%	24%	21%	21%	34%	24%	27%	14%	13%	17%	28%	23%	13%	11%	9%
					c					hlm		lm				n				
Unlikely (4)	117	39	47	17	14	56	61	31	86	7	23	14	21	21	66	51	98	6	7	7
	22%	20%	22%	26%	24%	21%	23%	25%	21%	15%	25%	15%	21%	27%	20%	24%	22%	24%	15%	34%
Very unlikely (5)	184	74	72	30	8	104	80	38	146	8	18	32	45	42	128	56	147	12	19	6
	35%	37%	34%	45%	14%	39%	30%	31%	36%	17%	20%	35%	47%	54%	40%	27%	33%	49%	42%	29%
				d		f			ij			ij	gij	ghijk	o					
Mean	3.63	3.68	3.62	3.94	3.14	3.75	3.52	3.56	3.65	3.06	3.24	3.54	3.93	4.3	3.7	3.53	3.62	4.03	3.56	3.64
				d		f		i	ij			i	gijk	ghijkl						
Standard Deviation	1.26	1.27	1.26	1.23	1.16	1.26	1.26	1.26	1.26	1.18	1.26	1.31	1.23	0.9	1.31	1.17	1.24	1.25	1.49	1.2
Net: Likely	119	43	47	12	17	55	64	29	90	17	28	22	18	4	76	43	96	3	14	5
	22%	22%	22%	18%	30%	21%	24%	24%	22%	34%	31%	23%	18%	6%	23%	21%	22%	13%	32%	28%
								m	m	hlm	m	m	m							
Net: Unlikely	301	113	119	47	22	160	141	69	232	16	41	46	66	63	194	107	245	18	26	12
	56%	57%	56%	71%	38%	61%	52%	55%	57%	31%	45%	50%	68%	81%	60%	51%	55%	74%	57%	63%
				d				i	ij			i	hijk	ghijk	o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 293

QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - topshop_1 advert

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Very likely (1)	29	28	2	-	23	7	21	5	26	1	3	24	4	2	20	3	6	25	2	3	23	4	3
	6%	6%	6%	-	5%	9%	5%	8%	9% ij	1%	2%	12% m	6% m	1%	15% p	5%	2%	15% s	5% s	1%	10% uv	3%	2%
Likely (2)	89	82	7	1	77	12	75	9	57	18	14	47	14	28	34	13	43	39	11	38	59	18	13
	17%	16%	24%	10%	17%	16%	17%	14%	20% j	19% j	9%	23% m	24% m	10%	24% p	22%	13%	25% s	29% s	12%	24% uv	14%	8%
Neither likely nor unlikely (3)	113	104	5	4	97	16	91	14	69	15	29	54	14	45	34	16	63	40	12	61	61	25	27
	21%	21%	17%	38%	21%	22%	20%	22%	24%	17%	19%	27% m	24%	17%	25%	28%	19%	25% s	31% s	18%	25% v	19%	17%
Unlikely (4)	117	110	6	1	106	11	105	11	66	22	30	40	11	66	20	11	86	29	5	83	50	31	36
	22%	22%	20%	10%	23%	15%	24%	17%	23%	24%	19%	20%	19%	24%	15%	19%	25% n	18%	13%	25%	20%	24%	22%
Very unlikely (5)	184	171	9	4	156	27	154	25	69	36	79	38	16	130	29	15	139	26	9	149	51	51	82
	35%	35%	31%	41%	34%	37%	35%	39%	24%	39% h	51% h	19%	27%	48% kl	21%	26%	41% no	16%	23%	45% qr	21%	40% t	51% t
Mean	3.63	3.64	3.46	3.82	3.65	3.54	3.66	3.65	3.33	3.81 h	4.09 h	3.1	3.36	4.09 kl	3.04	3.39	3.92 no	2.95	3.19	4.01 qr	3.19	3.84 t	4.14 tu
Standard Deviation	1.26	1.26	1.35	1.15	1.24	1.38	1.24	1.33	1.28	1.19	1.1	1.28	1.29	1.06	1.36	1.23	1.13	1.31	1.23	1.08	1.28	1.18	1.07
Net: Likely	119	109	8	1	100	19	96	14	83	19	17	71	18	30	54	16	49	64	13	41	82	22	15
	22%	22%	31%	10%	22%	26%	22%	22%	29% j	20% j	11%	35% m	30% m	11%	39% p	27% p	15%	40% s	34% s	12%	34% uv	17%	10%
Net: Unlikely	301	282	14	5	262	39	259	37	134	58	109	77	27	196	50	26	225	55	14	232	101	83	117
	56%	57%	52%	51%	57%	52%	58%	56%	47%	63% h	70% h	38%	46%	72% kl	36%	45%	67% no	35%	35%	69% qr	41%	64% t	74% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 294

QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - topshop_1 advert

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Very likely (1)	29	12	18	24	5	12	18	26	11	13	18	29	-	29	-	23	6	13	8	11	8	8
	6%	13%	4%	9%	2%	13%	4%	7%	17%	18%	12%	6%	-	6%	-	12%	2%	8%	9%	11%	8%	11%
		b		df		df			g	g						p						
Likely (2)	89	32	57	60	29	32	57	71	24	24	43	86	4	85	5	49	28	43	27	30	28	18
	17%	36%	13%	22%	11%	36%	13%	19%	37%	32%	28%	17%	9%	17%	12%	25%	11%	26%	32%	28%	26%	24%
		b		df		cdf			g	g	g					p						
Neither likely nor unlikely (3)	113	19	94	62	51	19	94	83	15	13	33	104	8	107	6	45	47	30	19	24	22	18
	21%	21%	21%	23%	19%	21%	21%	23%	23%	18%	22%	21%	22%	22%	14%	23%	19%	19%	23%	22%	21%	24%
Unlikely (4)	117	16	101	53	64	16	101	78	6	13	27	102	15	103	14	33	58	31	14	21	17	10
	22%	17%	23%	20%	24%	17%	23%	21%	9%	18%	17%	21%	38%	21%	35%	17%	23%	19%	17%	19%	16%	14%
								h					k		m							
Very unlikely (5)	184	11	173	69	114	11	173	109	9	10	31	172	12	168	15	44	110	46	17	21	32	21
	35%	12%	39%	26%	43%	12%	39%	30%	14%	14%	21%	35%	31%	34%	39%	23%	44%	28%	20%	20%	30%	28%
			a	e		ce		hij									o					
Mean	3.63	2.79	3.8	3.31	3.96	2.79	3.8	3.47	2.65	2.78	3.06	3.61	3.9	3.6	4.01	3.13	3.96	3.32	3.06	3.09	3.35	3.23
			a	e	ce		ce	hij			h				m		o					
Standard Deviation	1.26	1.23	1.2	1.31	1.12	1.23	1.2	1.29	1.27	1.32	1.33	1.28	0.96	1.28	1.02	1.34	1.14	1.34	1.29	1.3	1.35	1.37
Net: Likely	119	44	75	84	34	44	75	97	35	37	61	115	4	114	5	72	33	57	35	41	36	26
	22%	49%	17%	31%	13%	49%	17%	26%	55%	50%	40%	23%	9%	23%	12%	37%	13%	35%	41%	39%	34%	35%
		b		df		cdf			g	g	g	l				p						
Net: Unlikely	301	26	274	122	179	26	274	187	15	23	58	274	26	271	29	77	168	77	31	41	49	31
	56%	29%	62%	45%	68%	29%	62%	51%	23%	32%	38%	56%	69%	55%	74%	40%	68%	47%	37%	39%	46%	41%
			a	e	ce		ce	hij			h			m			o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 295

QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - short_2 Advert

Base: Cell 2

		Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	15	3	6	3	3	7	8	6	9	1	2	4	1	1	10	5	14	-	1	-
	3%	1%	3%	6%	4%	2%	3%	5%	2%	2%	2%	4%	1%	1%	3%	2%	3%	-	3%	-
Likely (2)	65	25	26	7	7	32	33	14	51	15	21	10	6	-	41	24	60	2	3	-
	12%	12%	12%	11%	12%	12%	12%	12% m	12% m	27% ghklm	21% hlm	11% m	6% m	-	13%	11%	14%	7%	8%	-
Neither likely nor unlikely (3)	128	47	52	10	19	58	71	29	100	15	30	28	15	12	72	57	112	3	12	2
	24%	23%	25%	17%	31%	22%	26%	24%	24%	28%	30% lm	32% lm	16%	16%	23%	26%	25%	13%	25%	10%
Unlikely (4)	121	49	41	15	17	64	58	32	89	14	20	21	22	14	74	48	99	7	8	7
	23%	24%	20%	25%	28%	24%	22%	26%	22%	25%	20%	23%	23%	18%	23%	22%	22%	29%	17%	38%
Very unlikely (5)	204	81	83	25	15	106	98	40	164	10	27	26	50	50	121	82	159	13	22	10
	38%	39%	40%	41% d	25%	40%	37%	33% i	40% ij	19%	27%	30%	54% ghijk	65% ghijk	38%	38%	36%	50%	48%	52%
Mean	3.81	3.87	3.82	3.84	3.57	3.86	3.76	3.7 i	3.84 ij	3.32	3.49	3.63	4.22 ghijk	4.45 ghijk	3.8	3.83	3.74	4.23	3.99	4.42
Standard Deviation	1.15	1.12	1.17	1.24	1.13	1.14	1.16	1.19	1.14	1.12	1.16	1.15	1	0.86	1.17	1.12	1.17	0.95	1.14	0.68
Net: Likely	80	29	31	10	10	39	41	21	60	15	23	13	7	1	52	29	74	2	5	-
	15%	14%	15%	17%	17%	15%	15%	17% lm	15% m	29% hlm	23% lm	15% m	7%	1%	16%	13%	17%	7%	10%	-
Net: Unlikely	325	130	123	40	32	170	155	72	253	24	47	47	72	64	195	130	259	20	29	17
	61%	63%	60%	66%	53%	64%	58%	59% i	61% ij	44%	47%	53%	77% ghijk	83% ghijk	61%	60%	58%	80%	65%	90%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 296

QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - short_2 Advert

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	15	15	-	-	13	2	11	1	13	1	1	12	1	2	11	1	3	9	3	3	12	3	-
	3%	3%	-	-	3%	3%	3%	2%	5%	1%	1%	5%	2%	1%	9%	1%	1%	5%	5%	1%	5%	2%	-
									j			m			p			s	s		v		
Likely (2)	65	59	6	1	55	10	51	6	49	7	10	43	10	12	31	9	26	37	14	14	44	17	5
	12%	12%	18%	12%	12%	13%	11%	10%	18%	8%	6%	20%	19%	5%	23%	15%	8%	20%	28%	5%	17%	15%	3%
									ij			m	m		p			s	s		v	v	
Neither likely nor unlikely (3)	128	113	14	2	102	27	98	23	71	22	36	67	17	44	32	19	77	51	17	61	78	22	28
	24%	23%	44%	19%	22%	36%	22%	37%	26%	25%	21%	30%	33%	17%	24%	32%	23%	28%	34%	20%	31%	19%	17%
			a			df		df				m	m					s	s		uv		
Unlikely (4)	121	113	6	3	111	11	108	8	58	23	40	53	10	58	27	18	77	43	9	69	60	28	33
	23%	23%	19%	31%	24%	14%	24%	13%	21%	27%	23%	24%	20%	22%	20%	30%	22%	24%	17%	23%	24%	24%	20%
Very unlikely (5)	204	194	6	3	178	25	178	24	86	34	84	45	14	144	32	13	158	39	8	157	59	45	99
	38%	39%	20%	37%	39%	34%	40%	39%	31%	39%	49%	20%	27%	55%	24%	22%	46%	22%	15%	52%	23%	39%	60%
		b									h			kl			no			qr		t	tu
Mean	3.81	3.84	3.41	3.94	3.84	3.64	3.88	3.77	3.56	3.94	4.15	3.35	3.51	4.27	3.28	3.57	4.06	3.37	3.08	4.19	3.44	3.84	4.37
		b								h	h			kl			no			qr		t	tu
Standard Deviation	1.15	1.16	1.02	1.08	1.15	1.16	1.13	1.12	1.23	1.04	0.98	1.17	1.14	0.96	1.29	1.03	1.04	1.18	1.14	0.98	1.16	1.17	0.87
Net: Likely	80	74	6	1	68	12	62	7	62	8	11	55	11	14	42	9	29	46	17	17	56	20	5
	15%	15%	18%	12%	15%	16%	14%	11%	22%	9%	6%	25%	21%	5%	32%	16%	9%	26%	34%	6%	22%	17%	3%
									ij			m	m		op			s	s		v	v	
Net: Unlikely	325	307	12	6	289	36	286	31	145	57	124	99	25	202	59	32	235	83	17	226	120	73	132
	61%	62%	39%	69%	63%	48%	64%	52%	52%	66%	73%	45%	47%	78%	44%	52%	69%	46%	32%	74%	47%	64%	80%
		b			e		e			h	h			kl			no			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 297
QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - short_2 Advert

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	15	7	8	14	1	7	8	13	6	4	10	14	1	14	1	7	6	4	5	8	7	3
	3%	7%	2%	5%	*	7%	2%	4%	9%	6%	7%	3%	2%	3%	2%	4%	2%	3%	5%	7%	6%	4%
		b		df		df																
Likely (2)	65	24	41	49	17	24	41	46	21	16	31	64	1	63	2	44	16	25	22	18	26	17
	12%	25%	9%	18%	6%	25%	9%	13%	33%	21%	21%	13%	2%	13%	4%	22%	7%	19%	23%	17%	21%	26%
		b		df		df			g	g	g	l				p						
Neither likely nor unlikely (3)	128	27	101	66	62	27	101	80	21	23	38	109	20	110	19	52	45	38	14	32	21	10
	24%	27%	23%	24%	24%	27%	23%	22%	32%	31%	26%	22%	42%	23%	39%	26%	19%	27%	14%	30%	17%	16%
													k		m			rt		rtu		
Unlikely (4)	121	23	98	66	56	23	98	91	8	11	32	114	7	114	7	48	48	27	28	25	29	12
	23%	23%	23%	24%	21%	23%	23%	25%	12%	15%	22%	23%	15%	24%	15%	24%	20%	20%	29%	23%	23%	19%
								h														
Very unlikely (5)	204	18	186	76	127	18	186	133	10	20	37	185	18	184	19	50	123	42	28	25	41	22
	38%	18%	43%	28%	48%	18%	43%	37%	15%	27%	25%	38%	39%	38%	40%	25%	52%	31%	29%	23%	33%	34%
			a	e	ce		ce	hj									o					
Mean	3.81	3.2	3.95	3.53	4.11	3.2	3.95	3.79	2.92	3.37	3.37	3.81	3.86	3.81	3.86	3.45	4.12	3.57	3.54	3.39	3.58	3.53
			a	e	ce		ce	hj	h	h	h						o					
Standard Deviation	1.15	1.2	1.1	1.22	1	1.2	1.1	1.17	1.18	1.25	1.25	1.16	1.04	1.16	1.08	1.18	1.09	1.2	1.26	1.21	1.3	1.32
Net: Likely	80	31	49	62	18	31	49	59	27	20	41	78	2	77	3	51	21	30	27	25	33	20
	15%	32%	11%	23%	7%	32%	11%	16%	42%	27%	28%	16%	4%	16%	7%	25%	9%	22%	28%	24%	27%	30%
		b		df		df			gj	g	g	l				p						
Net: Unlikely	325	41	284	142	183	41	284	224	17	32	70	300	25	299	26	99	171	70	56	49	70	34
	61%	41%	65%	53%	69%	41%	65%	62%	27%	42%	47%	62%	54%	62%	54%	49%	72%	51%	58%	46%	57%	54%
			a		ce		ce	hj			h						o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 298

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cell 2

											Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	20	6	10	1	3	7	13	4	16	3	8	5	1	-	11	10	17	-	3	-
	4%	3%	5%	2%	5%	3%	5%	3%	4%	5%	8% lm	5% m	1%	-	3%	4%	4%	-	6%	-
Likely (2)	76	25	33	7	12	32	45	19	58	11	20	15	10	3	47	29	72	-	4	-
	14%	12%	16%	11%	19%	12%	17%	15% m	14% m	20% m	20% m	17% m	10%	4%	15%	14%	16%	-	9%	-
Neither likely nor unlikely (3)	117	49	46	8	15	57	61	23	95	14	23	24	21	13	71	46	106	1	8	2
	22%	24%	22%	13%	24%	21%	23%	19%	23%	26%	23%	27%	22%	17%	22%	22%	24%	6%	17%	10%
Unlikely (4)	112	38	47	12	15	50	62	27	85	14	19	17	20	15	60	51	76	17	13	5
	21%	19%	22%	19%	25%	19%	23%	22%	21%	25%	20%	19%	21%	20%	19%	24%	17%	68%	28%	28%
Very unlikely (5)	208	87	72	33	16	121	88	50	159	13	30	28	42	46	130	79	172	6	18	12
	39%	42%	35%	55% d	27%	45% f	33%	41% i	38% i	24%	30%	32%	45% ij	60% ghijk	41%	37%	39%	26%	39%	62%
Mean	3.77	3.85	3.66	4.15 d	3.5	3.92 f	3.62	3.83 ij	3.76 j	3.43	3.43	3.55	4 ijk	4.35 ijkl	3.79	3.75	3.71	4.2	3.85	4.52
Standard Deviation	1.21	1.18	1.24	1.13	1.21	1.17	1.23	1.21	1.21	1.2	1.31	1.25	1.09	0.9	1.22	1.21	1.24	0.54	1.21	0.69
Net: Likely	96	31	43	8	14	39	58	22	74	14	28	19	11	3	58	39	89	-	7	-
	18%	15%	21%	13%	24%	15%	22% e	18% m	18% m	25% lm	28% hlm	22% m	11%	4%	18%	18%	20%	-	15%	-
Net: Unlikely	320	125	118	45	32	170	150	77	243	27	49	45	62	61	190	130	249	24	31	17
	60%	61%	57%	75% d	52%	64% f	56%	63% j	59%	49%	49%	51%	67% ijk	79% ghijk	60%	60%	56%	94%	67%	90%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 299

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	20	19	1	-	14	6	12	4	16	2	2	16	3	1	15	1	5	11	6	3	12	4	4
	4%	4%	3%	-	3%	8%	3%	7%	6%	3%	1%	7%	5%	*	11%	1%	1%	6%	12%	1%	5%	3%	2%
						df			j			m	m		op			s	s				
Likely (2)	76	67	7	3	65	11	60	9	52	10	15	42	13	21	38	6	32	36	18	23	52	17	8
	14%	13%	21%	34%	14%	15%	13%	14%	19%	11%	9%	19%	24%	8%	29%	10%	10%	20%	35%	7%	21%	15%	5%
									j			m	m		op			s	qs		v	v	
Neither likely nor unlikely (3)	117	105	12	1	97	20	94	18	58	22	38	55	12	51	22	19	77	44	9	65	58	29	30
	22%	21%	37%	7%	21%	27%	21%	30%	21%	26%	22%	25%	22%	19%	17%	31%	22%	24%	18%	21%	23%	25%	18%
			a													n							
Unlikely (4)	112	104	6	2	98	14	96	10	58	20	34	45	10	56	16	17	78	39	8	65	57	23	31
	21%	21%	19%	22%	21%	18%	22%	16%	21%	23%	20%	20%	19%	22%	12%	28%	23%	22%	15%	21%	23%	20%	19%
																n	n						
Very unlikely (5)	208	199	6	3	184	24	184	20	94	32	82	62	16	131	42	18	149	49	10	149	74	43	92
	39%	40%	20%	36%	40%	32%	41%	33%	34%	37%	48%	28%	30%	50%	31%	29%	44%	27%	20%	49%	29%	37%	56%
			b								h			kl			no			qr			tu
Mean	3.77	3.8	3.31	3.6	3.81	3.52	3.85	3.54	3.59	3.81	4.05	3.42	3.45	4.13	3.24	3.75	3.98	3.44	2.97	4.1	3.5	3.73	4.21
			b			e					h			kl		n	n		r	qr			tu
Standard Deviation	1.21	1.21	1.12	1.37	1.19	1.3	1.18	1.28	1.28	1.14	1.07	1.28	1.28	1.02	1.44	1.03	1.08	1.26	1.35	1.04	1.24	1.2	1.05
Net: Likely	96	86	8	3	79	17	72	13	68	12	17	59	15	22	53	7	37	47	24	26	64	21	11
	18%	17%	24%	34%	17%	23%	16%	21%	24%	14%	10%	27%	29%	9%	40%	11%	11%	26%	47%	8%	25%	18%	7%
									ij			m	m		op			s	qs		v	v	
Net: Unlikely	320	303	12	5	283	38	281	30	152	52	116	107	26	187	58	35	227	88	18	214	131	66	123
	60%	61%	39%	58%	62%	50%	63%	49%	55%	61%	68%	49%	49%	72%	44%	58%	67%	49%	35%	70%	52%	57%	75%
			b			eg					h			kl			n			qr			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 300

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	20	5	15	15	5	5	15	15	7	7	12	19	1	18	2	13	5	8	9	8	10	3
	4%	5%	4%	6% d	2%	5%	4%	4%	11% g	9%	8%	4%	2%	4%	3%	7% p	2%	6%	9%	8%	8%	5%
Likely (2)	76	27	49	55	21	27	49	58	18	15	30	73	3	72	4	41	25	24	17	20	22	18
	14%	28% b	11%	20% df	8%	28% df	11%	16%	28% g	20%	20%	15%	7%	15%	9%	21% p	11%	17%	18%	19%	18%	28%
Neither likely nor unlikely (3)	117	22	95	59	58	22	95	72	19	19	31	101	16	99	19	37	50	39	20	20	21	10
	22%	22%	22%	22%	22%	22%	22%	20%	29%	26%	21%	21%	34% k	20%	39% m	19%	21%	29% tu	20%	19%	17%	15%
Unlikely (4)	112	19	93	55	57	19	93	86	8	10	34	105	6	107	4	47	46	30	18	29	28	12
	21%	19%	21%	20%	22%	19%	21%	24% hi	13%	13%	23%	22%	13%	22% n	9%	23%	19%	22%	19%	27%	23%	19%
Very unlikely (5)	208	26	182	86	122	26	182	131	13	24	43	188	21	189	19	63	112	36	32	29	42	21
	39%	26%	42% a	32%	46% ce	26%	42% ce	36% h	20%	33%	28%	39%	44%	39%	40%	31%	47% o	26%	34%	27%	34%	33%
Mean	3.77	3.35	3.87 a	3.52	4.03 ce	3.35	3.87 ce	3.72 hij	3.03	3.4	3.44	3.76	3.91	3.78	3.74	3.52	3.98 o	3.46	3.49	3.46	3.57	3.46
Standard Deviation	1.21	1.27	1.18	1.28	1.08	1.27	1.18	1.22	1.3	1.36	1.31	1.22	1.12	1.22	1.18	1.3	1.14	1.21	1.37	1.29	1.34	1.34
Net: Likely	96	32	64	71	26	32	64	73	25	22	42	92	4	91	6	55	30	31	27	29	32	21
	18%	32% b	15%	26% df	10%	32% df	15%	20%	39% g	29%	28%	19%	9%	19%	12%	27% p	13%	23%	28%	27%	26%	33%
Net: Unlikely	320	45	275	141	179	45	275	218	21	34	77	293	27	296	24	109	157	66	50	58	70	33
	60%	46%	63% a	52%	68% ce	46%	63% ce	60% hi	33%	45%	51%	60% h	57%	61%	49%	54%	66% o	48%	52%	54%	57%	52%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 301

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cell 2

											Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	31	10	14	1	6	11	20	6	24	5	11	5	1	3	21	10	25	1	4	-
	6%	5%	7%	1%	9%	4%	7%	5%	6%	9%	11%	5%	1%	4%	6%	5%	6%	6%	8%	-
					c						l	l								
Likely (2)	89	37	32	10	10	47	42	20	69	16	26	14	11	2	62	27	82	3	3	2
	17%	18%	15%	16%	16%	18%	16%	16%	17%	29%	26%	16%	12%	3%	19%	13%	18%	11%	5%	9%
								m	m	ghlm	hlm	m	m		o		r			
Neither likely nor unlikely (3)	142	51	56	16	19	67	75	35	107	19	30	29	17	12	80	62	129	3	7	2
	27%	25%	27%	26%	32%	25%	28%	29%	26%	35%	30%	33%	18%	16%	25%	29%	29%	13%	16%	10%
								m		lm	m	lm								
Unlikely (4)	110	42	40	13	15	56	54	28	82	10	16	20	20	16	60	50	81	13	11	6
	21%	20%	19%	22%	24%	21%	20%	23%	20%	18%	16%	23%	22%	21%	19%	23%	18%	51%	24%	29%
Very unlikely (5)	162	65	65	21	11	86	77	32	130	5	18	20	44	44	97	66	127	5	21	10
	30%	31%	32%	35%	19%	32%	29%	27%	32%	9%	18%	22%	47%	57%	30%	30%	29%	19%	46%	52%
				d				i	ij			i	ghijk	ghijk						p
Mean	3.53	3.55	3.53	3.74	3.27	3.6	3.47	3.5	3.54	2.9	3.03	3.41	4.03	4.24	3.47	3.62	3.46	3.66	3.94	4.23
				d				ij	ij			ij	ghijk	ghijk					p	
Standard Deviation	1.24	1.24	1.27	1.14	1.21	1.22	1.26	1.2	1.25	1.08	1.25	1.16	1.11	1.06	1.28	1.18	1.24	1.11	1.27	0.99
Net: Likely	119	47	46	10	16	58	62	26	93	20	37	19	12	5	82	37	107	4	6	2
	22%	23%	22%	17%	26%	22%	23%	21%	23%	38%	37%	22%	13%	6%	26%	17%	24%	17%	14%	9%
								m	lm	ghklm	ghklm	m			o					
Net: Unlikely	272	107	105	35	26	141	131	61	212	15	33	40	64	60	157	116	208	17	32	15
	51%	52%	51%	57%	43%	53%	49%	50%	51%	27%	33%	45%	69%	78%	49%	54%	47%	70%	70%	81%
								ij	ij			i	ghijk	ghijk						p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 302

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	31	31	-	-	29	2	28	2	22	3	5	20	3	7	17	1	13	17	6	7	24	3	3
	6%	6%	-	-	6%	2%	6%	3%	8%	4%	3%	9%	7%	3%	13%	2%	4%	10%	12%	2%	9%	3%	2%
									j			m			op			s	s		uv		
Likely (2)	89	83	4	2	73	15	68	13	61	10	18	46	15	28	27	15	47	42	13	34	56	16	18
	17%	17%	12%	22%	16%	21%	15%	22%	22%	11%	11%	21%	28%	11%	20%	25%	14%	23%	26%	11%	22%	13%	11%
									ij			m			p			s	s		v		
Neither likely nor unlikely (3)	142	129	12	2	123	19	117	15	78	28	36	75	13	54	37	20	85	51	20	71	77	30	35
	27%	26%	36%	18%	27%	26%	26%	24%	28%	33%	21%	34%	25%	21%	28%	33%	25%	29%	39%	23%	30%	26%	21%
									j			m						s			v		
Unlikely (4)	110	95	12	3	97	13	96	10	56	22	32	46	11	53	23	17	70	40	5	65	52	32	27
	21%	19%	37%	33%	21%	17%	22%	16%	20%	25%	19%	21%	21%	20%	17%	28%	21%	22%	10%	21%	20%	28%	16%
			a															r		r		v	
Very unlikely (5)	162	155	5	2	137	25	137	21	60	24	79	34	10	118	29	7	126	29	7	127	46	34	83
	30%	32%	15%	26%	30%	34%	31%	35%	22%	27%	46%	15%	19%	46%	22%	12%	37%	16%	13%	42%	18%	30%	50%
		b									hi			kl			no			qr		t	tu
Mean	3.53	3.53	3.55	3.63	3.53	3.59	3.56	3.58	3.26	3.62	3.94	3.12	3.18	3.95	3.16	3.23	3.73	3.12	2.86	3.89	3.15	3.69	4.01
										h	hi			kl			no			qr		t	tu
Standard Deviation	1.24	1.26	0.9	1.17	1.24	1.22	1.24	1.26	1.24	1.11	1.18	1.18	1.23	1.15	1.32	1.03	1.2	1.22	1.17	1.14	1.23	1.12	1.15
Net: Likely	119	114	4	2	102	17	95	15	83	13	24	66	18	35	44	16	59	59	19	41	80	19	21
	22%	23%	12%	22%	22%	23%	21%	25%	30%	15%	14%	30%	35%	13%	33%	27%	17%	33%	38%	14%	31%	16%	13%
									ij			m	m		p			s	s		uv		
Net: Unlikely	272	251	17	5	235	38	234	31	116	45	111	80	21	171	52	24	196	69	12	192	97	66	109
	51%	51%	52%	59%	51%	51%	52%	51%	42%	53%	65%	36%	41%	66%	39%	40%	58%	38%	23%	63%	38%	58%	66%
											h			kl			no			qr		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 303

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	31	10	21	24	6	10	21	25	9	7	15	30	1	28	3	19	6	11	8	13	9	8
	6%	10%	5%	9% df	2%	10% d	5%	7%	14%	9%	10%	6%	2%	6%	6%	9% p	2%	8%	8%	12%	7%	12%
Likely (2)	89	27	62	58	31	27	62	73	23	18	34	87	2	86	3	52	26	25	24	16	25	11
	17%	27% b	14%	22% df	12%	27% df	14%	20%	35% g	24%	23%	18% l	5%	18%	7%	26% p	11%	18%	25%	15%	20%	17%
Neither likely nor unlikely (3)	142	27	115	77	65	27	115	97	17	20	45	121	21	122	20	54	57	41	25	28	34	17
	27%	27%	26%	29%	25%	27%	26%	27%	26%	27%	30%	25%	44% k	25%	42% m	27%	24%	30%	26%	26%	27%	26%
Unlikely (4)	110	23	87	58	52	23	87	74	13	17	31	104	6	104	6	40	49	31	20	27	21	12
	21%	23%	20%	21%	20%	23%	20%	20%	20%	22%	21%	21%	13%	21%	13%	20%	21%	22%	20%	25%	17%	19%
Very unlikely (5)	162	13	150	53	109	13	150	93	4	13	24	145	17	147	16	37	100	29	20	23	36	16
	30%	13%	34% a	20%	41% ce	13%	34% ce	26% hj	5%	18% h	16% h	30%	36%	30%	32%	18%	42% o	21%	20%	22%	29%	25%
Mean	3.53	3.03	3.65 a	3.21	3.86 cef	3.03	3.65 ce	3.37 hj	2.67	3.16 h	3.1 h	3.51	3.77	3.53	3.6	3.12	3.89 o	3.31	3.2	3.29	3.4	3.27
Standard Deviation	1.24	1.19	1.22	1.24	1.15	1.19	1.22	1.26	1.11	1.24	1.21	1.25	1.07	1.25	1.18	1.25	1.14	1.22	1.26	1.3	1.29	1.34
Net: Likely	119	36	83	82	37	36	83	99	32	25	49	116	3	114	6	71	32	36	32	29	33	19
	22%	37% b	19%	30% df	14%	37% df	19%	27%	49% gij	33%	33%	24% l	7%	23%	12%	35% p	13%	26%	33%	27%	27%	30%
Net: Unlikely	272	36	237	111	162	36	237	167	16	30	55	249	23	251	22	77	149	60	39	50	57	28
	51%	36%	54% a	41%	61% ce	36%	54% ce	46% h	25%	40%	37%	51%	50%	52%	46%	38%	63% o	44%	41%	47%	46%	44%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 304

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_2 ad

Base: Cell 2

											Demographics										
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10	
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**	
Very likely (1)	18	5	9	1	3	6	12	4	14	1	8	4	2	-	10	8	17	-	1	-	
	3%	2%	5%	1%	5%	2%	5%	3%	3%	2%	8% m	4%	2%	-	3%	4%	4%	-	3%	-	
Likely (2)	80	36	33	3	8	39	41	11	69	12	21	19	12	5	52	29	68	2	9	2	
	15%	18%	16%	4%	14% c	15%	15%	9%	17% gm	23% gm	21% gm	22% gm	13%	6%	16%	13%	15%	7%	19%	10%	
Neither likely nor unlikely (3)	132	53	49	15	15	67	65	30	102	18	28	24	18	14	80	52	114	6	10	2	
	25%	26%	24%	24%	25%	25%	24%	25%	25%	34% lm	28%	27%	19%	18%	25%	24%	26%	25%	21%	10%	
Unlikely (4)	110	30	47	17	16	47	63	33	77	16	19	13	13	16	66	44	91	7	7	5	
	21%	15%	23% a	28%	26%	18%	23%	27% hkl	19%	30% kl	19%	15%	13%	21%	21%	21%	20%	29%	14%	28%	
Very unlikely (5)	194	82	68	26	18	107	87	44	150	7	25	28	49	42	111	83	155	10	20	10	
	36%	40%	33%	42%	30%	40%	32%	36% i	36% ij	12%	25%	31% i	52% ghijk	54% ghijk	35%	38%	35%	38%	43%	52%	
Mean	3.71	3.71	3.64	4.06 d	3.62	3.79	3.63	3.84 ijk	3.68 ij	3.28	3.33	3.47	4.01 hijk	4.24 ghijk	3.68	3.77	3.67	3.99	3.76	4.22	
Standard Deviation	1.2	1.23	1.22	0.97	1.2	1.18	1.21	1.11	1.22	1.01	1.27	1.26	1.2	0.97	1.2	1.2	1.21	0.98	1.27	1.01	
Net: Likely	98	41	42	3	12	45	54	15	84	13	29	23	14	5	62	36	85	2	10	2	
	18%	20%	20%	5%	19% c	17%	20%	12%	20% gm	24% gm	29% glm	26% gm	15%	6%	19%	17%	19%	7%	22%	10%	
Net: Unlikely	304	111	115	43	34	154	150	77	227	23	44	41	61	58	176	127	245	17	26	15	
	57%	54%	56%	71%	56%	58%	56%	63% ijk	55%	42%	44%	46%	66% ijk	76% hijk	55%	59%	55%	68%	57%	80%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 305

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_2 ad

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	18	17	1	-	14	4	13	1	16	2	-	14	2	2	15	1	2	13	4	1	16	2	-
	3%	3%	3%	-	3%	5%	3%	2%	6%	2%	-	6%	4%	1%	11%	2%	1%	7%	8%	*	6%	2%	-
									j	j		m			op			s	s		v		
Likely (2)	80	75	6	-	68	12	63	12	54	15	11	37	11	33	31	18	31	33	11	37	48	20	12
	15%	15%	18%	-	15%	17%	14%	19%	20%	18%	6%	17%	20%	13%	24%	29%	9%	18%	21%	12%	19%	17%	7%
									j	j					p	p					v	v	
Neither likely nor unlikely (3)	132	116	13	3	112	19	107	14	64	24	44	65	14	52	33	16	83	50	12	70	69	32	31
	25%	24%	40%	30%	24%	26%	24%	24%	23%	28%	26%	29%	27%	20%	25%	26%	24%	28%	24%	23%	27%	28%	19%
			a									m											
Unlikely (4)	110	102	5	3	98	12	96	10	54	19	37	47	13	50	21	13	76	40	12	58	55	22	32
	21%	21%	17%	33%	21%	16%	22%	17%	20%	22%	22%	21%	24%	19%	16%	21%	22%	23%	24%	19%	22%	19%	20%
Very unlikely (5)	194	184	7	3	167	27	167	24	88	26	79	58	13	123	32	14	148	44	12	138	66	39	89
	36%	37%	22%	37%	36%	36%	37%	39%	32%	30%	46%	26%	25%	47%	24%	23%	43%	24%	23%	46%	26%	34%	54%
											hi			kl			no			qr			tu
Mean	3.71	3.73	3.36	4.07	3.73	3.61	3.76	3.73	3.52	3.61	4.08	3.44	3.47	3.99	3.19	3.33	3.98	3.39	3.33	3.97	3.42	3.67	4.2
											hi			kl			no			qr			tu
Standard Deviation	1.2	1.21	1.12	0.87	1.19	1.28	1.18	1.21	1.28	1.17	0.99	1.22	1.18	1.12	1.33	1.17	1.06	1.24	1.27	1.1	1.24	1.17	1
Net: Likely	98	92	7	-	82	16	76	12	70	17	11	51	13	35	46	19	34	46	15	38	64	22	12
	18%	19%	21%	-	18%	22%	17%	20%	25%	20%	6%	23%	24%	13%	34%	31%	10%	25%	29%	13%	25%	19%	7%
									j	j		m			p	p		s	s		v	v	
Net: Unlikely	304	285	12	6	265	39	263	34	143	45	116	105	26	173	54	26	224	84	24	196	121	61	121
	57%	58%	39%	70%	58%	52%	59%	56%	51%	52%	68%	48%	49%	66%	40%	43%	66%	47%	47%	65%	48%	53%	74%
		b									hi			kl			no			qr			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 306

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_2 ad

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	18	6	12	15	3	6	12	13	5	5	10	17	1	16	2	12	4	6	6	8	7	4
	3%	6%	3%	6%	1%	6%	3%	4%	8%	7%	7%	3%	2%	3%	3%	6%	2%	4%	7%	7%	6%	6%
				d		d										p						
Likely (2)	80	17	63	53	27	17	63	60	18	16	30	71	9	73	7	39	30	33	23	17	26	14
	15%	17%	15%	20%	10%	17%	15%	16%	27%	21%	20%	15%	19%	15%	15%	19%	12%	24%	24%	16%	21%	21%
				d					g													
Neither likely nor unlikely (3)	132	33	99	72	60	33	99	84	19	19	39	118	14	115	17	51	55	38	24	30	32	19
	25%	33%	23%	27%	23%	33%	23%	23%	29%	25%	26%	24%	29%	24%	35%	25%	23%	28%	24%	28%	26%	30%
		b				df																
Unlikely (4)	110	24	86	52	58	24	86	86	8	11	33	103	6	104	6	47	39	23	17	27	25	9
	21%	24%	20%	19%	22%	24%	20%	24%	13%	15%	22%	21%	14%	21%	13%	23%	16%	17%	18%	25%	20%	15%
								h														
Very unlikely (5)	194	19	175	78	115	19	175	120	15	23	37	177	17	178	16	53	110	37	26	25	34	18
	36%	19%	40%	29%	44%	19%	40%	33%	23%	31%	25%	36%	36%	37%	34%	26%	46%	27%	27%	23%	28%	28%
			a		ce		ce										o					
Mean	3.71	3.32	3.8	3.47	3.97	3.32	3.8	3.66	3.17	3.43	3.39	3.72	3.61	3.73	3.59	3.44	3.94	3.37	3.36	3.41	3.43	3.37
			a		ce		ce	hj									o					
Standard Deviation	1.2	1.16	1.19	1.25	1.09	1.16	1.19	1.2	1.28	1.32	1.25	1.2	1.22	1.2	1.2	1.23	1.15	1.23	1.29	1.22	1.25	1.28
Net: Likely	98	23	75	68	30	23	75	72	22	21	40	88	10	90	9	51	33	39	29	25	33	18
	18%	24%	17%	25%	12%	24%	17%	20%	35%	28%	27%	18%	21%	18%	18%	25%	14%	29%	30%	23%	26%	28%
				df		d			g							p						
Net: Unlikely	304	43	261	131	173	43	261	205	24	35	71	280	23	281	23	99	150	60	44	52	59	28
	57%	43%	60%	48%	66%	43%	60%	57%	36%	47%	47%	58%	49%	58%	47%	49%	63%	44%	45%	48%	48%	43%
			a		ce		ce	h									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 307

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_2 paidpartnership

Base: Cell 2

| | | | | | | | | | | | | | | | | | | | Demographics |
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	30	9	16	2	2	11	19	5	25	5	13	5	2	1	18	12	25	2	3	-
	6%	4%	8%	4%	4%	4%	7%	4%	6%	9%	13%	5%	2%	1%	6%	5%	6%	7%	7%	-
										lm	ghlm									
Likely (2)	94	37	39	7	10	44	50	17	76	16	23	20	12	5	65	29	85	2	7	-
	18%	18%	19%	12%	17%	17%	19%	14%	19%	30%	23%	23%	12%	7%	20%	13%	19%	7%	15%	-
									m	ghlm	m	m			o					
Neither likely nor unlikely (3)	134	48	47	19	19	67	67	39	95	16	22	25	22	11	77	57	112	3	13	6
	25%	23%	23%	32%	32%	25%	25%	32%	23%	29%	22%	28%	24%	14%	24%	27%	25%	13%	28%	31%
								hm		m		m								
Unlikely (4)	105	36	40	13	16	49	56	29	76	12	17	12	18	17	65	41	86	9	7	4
	20%	18%	19%	22%	26%	19%	21%	24%	18%	21%	17%	14%	19%	22%	20%	19%	19%	36%	15%	19%
Very unlikely (5)	171	76	64	19	13	94	77	32	140	6	25	26	40	43	94	77	136	9	16	10
	32%	37%	31%	31%	22%	35%	29%	26%	34%	10%	25%	30%	43%	55%	30%	36%	31%	37%	35%	51%
								i	i			i	gij	ghijk						
Mean	3.55	3.65	3.46	3.65	3.44	3.65	3.46	3.55	3.55	2.94	3.2	3.4	3.88	4.23	3.48	3.66	3.5	3.9	3.56	4.2
								ij	ij			i	ghijk	ghijkl						
Standard Deviation	1.26	1.26	1.31	1.15	1.13	1.23	1.27	1.14	1.29	1.15	1.38	1.27	1.16	1.03	1.26	1.24	1.26	1.2	1.31	0.9
Net: Likely	123	46	56	9	13	55	68	22	102	21	36	25	14	6	83	41	110	3	10	-
	23%	22%	27%	15%	21%	21%	26%	18%	25%	39%	36%	28%	14%	8%	26%	19%	25%	13%	22%	-
									lm	ghlm	ghlm	lm								
Net: Unlikely	277	112	104	32	29	144	133	61	216	17	43	39	58	60	159	118	222	18	23	13
	52%	54%	50%	53%	47%	54%	50%	50%	52%	32%	43%	44%	62%	78%	50%	55%	50%	73%	50%	69%
								i	i				ijk	ghijkl						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 308

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_2 paidpartnership

Base: Cell 2

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (h)	Medium user (i)	Light user (j)	Instagram Heavy user (k)	Medium user (l)	Light user (m)	Twitter Heavy user (n)	Medium user (o)	Light user (p)	Snapchat Heavy user (q)	Medium user (r)	Light user (s)	YouTube Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	30	29	1	-	25	5	24	4	27	3	-	21	4	5	17	6	7	19	5	6	23	6	1
	6%	6%	3%	-	5%	6%	5%	6%	10%	4%	-	10%	7%	2%	13%	10%	2%	11%	10%	2%	9%	5%	1%
									j	j		m	m		p	p		s	s		v	v	
Likely (2)	94	85	7	2	79	15	75	10	56	14	24	48	12	33	33	12	49	38	13	43	58	19	17
	18%	17%	21%	22%	17%	20%	17%	17%	20%	16%	14%	22%	23%	13%	25%	19%	14%	21%	26%	14%	23%	17%	10%
												m			p			s	s		v		
Neither likely nor unlikely (3)	134	119	14	1	111	23	106	18	66	23	45	68	13	53	29	16	89	53	16	65	77	26	30
	25%	24%	43%	7%	24%	30%	24%	30%	24%	26%	26%	31%	25%	20%	22%	27%	26%	29%	31%	21%	30%	23%	18%
			a									m						s			v		
Unlikely (4)	105	94	8	3	93	12	90	10	57	18	30	40	11	54	22	12	72	34	8	63	48	26	31
	20%	19%	26%	32%	20%	16%	20%	16%	20%	21%	18%	18%	20%	21%	16%	20%	21%	19%	16%	21%	19%	23%	19%
Very unlikely (5)	171	166	3	3	151	21	151	19	72	28	71	43	13	115	32	14	125	35	9	128	48	37	86
	32%	34%	8%	38%	33%	28%	34%	31%	26%	33%	42%	19%	25%	44%	24%	24%	37%	19%	17%	42%	19%	33%	52%
		b									h			kl			n			qr		t	tu
Mean	3.55	3.57	3.16	3.86	3.58	3.39	3.6	3.48	3.33	3.63	3.88	3.16	3.31	3.93	3.13	3.29	3.76	3.16	3.03	3.87	3.16	3.61	4.12
											h			kl			no			qr		t	tu
Standard Deviation	1.26	1.27	0.94	1.23	1.25	1.26	1.26	1.27	1.31	1.2	1.11	1.24	1.28	1.15	1.38	1.3	1.15	1.26	1.24	1.16	1.23	1.24	1.08
Net: Likely	123	114	7	2	104	19	99	14	83	17	24	69	16	38	50	18	55	57	18	48	81	25	18
	23%	23%	23%	22%	23%	26%	22%	23%	30%	20%	14%	31%	31%	15%	38%	29%	16%	32%	36%	16%	32%	22%	11%
									j			m	m		p	p		s	s		v	v	
Net: Unlikely	277	260	11	6	244	33	241	29	128	47	102	83	24	170	54	26	197	69	17	190	96	64	117
	52%	53%	34%	70%	53%	44%	54%	47%	46%	54%	60%	38%	45%	65%	40%	44%	58%	39%	33%	63%	38%	55%	71%
		b									h			kl			no			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 309

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_2 paidpartnership

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	30	9	20	21	9	9	20	23	12	6	14	29	1	27	3	18	9	8	9	11	14	10
	6%	9%	5%	8%	3%	9%	5%	6%	19%	8%	9%	6%	2%	6%	6%	9%	4%	6%	9%	10%	11%	16%
				d		d			g							p						q
Likely (2)	94	31	63	66	27	31	63	73	17	21	35	87	7	87	7	50	29	33	19	24	27	12
	18%	31%	15%	25%	10%	31%	15%	20%	27%	28%	24%	18%	15%	18%	15%	25%	12%	24%	20%	22%	22%	19%
		b		df		df										p						
Neither likely nor unlikely (3)	134	26	108	65	69	26	108	82	15	21	37	117	17	115	19	51	53	31	23	22	27	9
	25%	26%	25%	24%	26%	26%	25%	23%	24%	28%	25%	24%	35%	24%	39%	25%	22%	23%	24%	21%	22%	14%
															m							
Unlikely (4)	105	16	89	52	53	16	89	80	8	7	27	98	7	100	5	40	45	27	18	25	22	16
	20%	16%	21%	19%	20%	16%	21%	22%	12%	10%	18%	20%	16%	21%	11%	20%	19%	20%	19%	23%	18%	25%
								i														
Very unlikely (5)	171	17	154	67	104	17	154	103	13	20	36	156	15	157	15	44	103	37	28	26	34	16
	32%	17%	35%	25%	40%	17%	35%	28%	19%	27%	24%	32%	32%	32%	30%	22%	43%	27%	29%	24%	27%	25%
			a		ce		ce										o					
Mean	3.55	3.01	3.68	3.29	3.83	3.01	3.68	3.46	2.86	3.2	3.25	3.55	3.61	3.56	3.46	3.21	3.86	3.38	3.38	3.29	3.29	3.25
			a		ce		ce	h									o					
Standard Deviation	1.26	1.25	1.23	1.29	1.16	1.25	1.23	1.27	1.38	1.32	1.31	1.27	1.15	1.26	1.23	1.28	1.21	1.28	1.33	1.33	1.36	1.44
Net: Likely	123	40	84	87	36	40	84	97	30	27	49	116	8	114	10	68	38	41	28	34	41	23
	23%	40%	19%	32%	14%	40%	19%	27%	45%	36%	33%	24%	17%	23%	20%	34%	16%	30%	29%	32%	33%	35%
		b		df		df			g							p						
Net: Unlikely	277	33	243	119	158	33	243	183	20	27	63	254	23	257	20	83	147	64	46	50	56	33
	52%	33%	56%	44%	60%	33%	56%	51%	31%	36%	43%	52%	48%	53%	41%	41%	62%	47%	47%	47%	45%	51%
			a		ce		ce	hi									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 310

QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cell 2

											Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	17	7	8	1	1	8	9	1	15	-	9	5	2	-	8	9	15	-	1	-
	3%	3%	4%	1%	1%	3%	3%	1%	4%	-	9% gim	5% m	2%	-	2%	4%	3%	-	3%	-
Likely (2)	71	26	29	6	10	32	39	16	55	9	18	14	9	5	49	22	65	2	4	-
	13%	13%	14%	9%	17%	12%	15%	13%	13%	17%	18% m	15%	9%	7%	15%	10%	15%	7%	9%	-
Neither likely nor unlikely (3)	126	41	52	16	18	57	69	33	93	20	18	24	20	10	78	49	110	3	11	2
	24%	20%	25%	26%	29%	22%	26%	27% m	23%	38% hjlm	18%	27% m	22%	13%	24%	23%	25%	12%	25%	10%
Unlikely (4)	124	50	45	14	15	64	60	30	95	15	20	17	20	23	64	60	94	9	14	7
	23%	24%	22%	23%	25%	24%	22%	24%	23%	28%	20%	19%	21%	30%	20%	28% n	21%	36%	30%	38%
Very unlikely (5)	196	81	74	24	17	105	91	41	155	9	35	29	42	39	119	76	160	11	15	10
	37%	39%	36%	40%	28%	39%	34%	34% i	37% i	17%	35% i	33% i	45% i	51% ghik	37%	35%	36%	45%	33%	52%
Mean	3.77	3.83	3.71	3.91	3.62	3.85	3.69	3.77	3.77	3.46	3.54	3.59	3.98 ijk	4.25 ghijk	3.75	3.8	3.72	4.18	3.81	4.42
Standard Deviation	1.17	1.18	1.2	1.07	1.1	1.16	1.18	1.09	1.19	0.97	1.36	1.24	1.12	0.92	1.18	1.15	1.19	0.92	1.1	0.68
Net: Likely	88	33	37	6	11	40	48	17	70	9	27	18	11	5	57	31	80	2	6	-
	16%	16%	18%	11%	18%	15%	18%	14%	17% m	17%	27% ghlm	21% m	12%	7%	18%	14%	18%	7%	12%	-
Net: Unlikely	320	131	118	38	32	169	151	71	249	25	55	46	62	62	184	136	254	20	29	17
	60%	64%	57%	63%	53%	64%	56%	58%	60% i	45%	55%	52%	67% ik	80% ghijk	58%	63%	57%	81%	63%	90%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 311

QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	17	17	-	-	13	4	13	1	15	2	-	13	3	1	15	1	1	11	3	2	14	2	1
	3%	3%	-	-	3%	5%	3%	2%	5%	2%	-	6%	6%	*	11%	2%	*	6%	6%	1%	5%	2%	1%
									j			m	m		op			s	s		v		
Likely (2)	71	62	7	2	60	11	55	10	49	9	13	35	12	24	29	10	32	34	9	28	44	16	11
	13%	13%	23%	24%	13%	15%	12%	16%	18%	10%	8%	16%	23%	9%	22%	17%	9%	19%	18%	9%	17%	14%	7%
									j			m	m		p			s	s		v		
Neither likely nor unlikely (3)	126	110	14	2	105	21	100	17	64	21	42	59	16	51	32	17	78	45	19	63	72	28	26
	24%	22%	42%	29%	23%	28%	22%	28%	23%	24%	24%	27%	29%	20%	24%	28%	23%	25%	36%	21%	28%	25%	16%
			a																s		v		
Unlikely (4)	124	119	4	2	113	11	111	9	53	26	45	58	9	57	27	14	83	45	8	71	60	32	32
	23%	24%	11%	21%	25%	15%	25%	15%	19%	30%	27%	26%	17%	22%	21%	23%	24%	25%	15%	24%	24%	28%	20%
										h													
Very unlikely (5)	196	186	8	2	168	28	168	24	97	29	70	56	13	127	30	18	148	44	12	140	64	37	95
	37%	38%	23%	26%	37%	37%	38%	39%	35%	34%	41%	25%	25%	49%	22%	30%	43%	24%	24%	46%	25%	32%	57%
														kl			n			qr			tu
Mean	3.77	3.8	3.35	3.5	3.79	3.64	3.82	3.74	3.61	3.83	4.01	3.49	3.32	4.1	3.21	3.63	4.01	3.42	3.32	4.05	3.46	3.74	4.26
		b									h			kl			no			qr		t	tu
Standard Deviation	1.17	1.17	1.09	1.19	1.15	1.27	1.15	1.19	1.27	1.08	0.99	1.19	1.24	1.04	1.31	1.14	1.03	1.23	1.21	1.04	1.19	1.1	1
Net: Likely	88	78	7	2	73	15	68	11	64	11	13	48	15	25	44	11	33	45	13	30	58	18	12
	16%	16%	23%	24%	16%	20%	15%	18%	23%	12%	8%	22%	29%	10%	33%	19%	10%	25%	25%	10%	23%	16%	7%
									ij			m	m		op	p		s	s		v	v	
Net: Unlikely	320	305	11	4	281	39	279	33	150	55	115	114	22	184	57	32	231	89	20	211	124	69	127
	60%	62%	35%	47%	61%	52%	62%	54%	54%	64%	68%	51%	42%	71%	43%	53%	68%	50%	39%	69%	49%	60%	77%
		b									h			kl			no			qr			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 312
QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cell 2

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	17	6	11	14	2	6	11	12	7	4	8	16	1	15	2	11	4	8	6	9	7	4
	3%	6%	2%	5%	1%	6%	2%	3%	11%	6%	6%	3%	2%	3%	3%	5%	2%	6%	7%	8%	6%	6%
				df		d			g							p						
Likely (2)	71	24	47	49	22	24	47	51	19	14	32	64	7	65	6	38	23	23	15	18	24	18
	13%	24%	11%	18%	8%	24%	11%	14%	29%	18%	22%	13%	15%	13%	13%	19%	10%	17%	16%	17%	20%	29%
		b		df		df			g		g					p						
Neither likely nor unlikely (3)	126	28	98	73	54	28	98	81	17	18	34	113	14	113	14	50	46	39	18	20	29	14
	24%	28%	23%	27%	20%	28%	23%	22%	26%	24%	23%	23%	29%	23%	29%	25%	20%	29%	19%	18%	23%	22%
Unlikely (4)	124	23	101	64	60	23	101	95	10	18	34	118	6	116	8	48	59	30	30	34	30	9
	23%	23%	23%	24%	23%	23%	23%	26%	16%	24%	23%	24%	14%	24%	17%	24%	25%	22%	31%	32%	25%	14%
																			u	u		
Very unlikely (5)	196	19	177	70	125	19	177	122	11	21	41	177	19	177	18	54	105	37	27	26	33	19
	37%	19%	41%	26%	48%	19%	41%	34%	18%	28%	28%	36%	40%	36%	38%	27%	44%	27%	28%	24%	27%	30%
			a		ce		ce	h									o					
Mean	3.77	3.24	3.89	3.47	4.08	3.24	3.89	3.73	3	3.5	3.45	3.77	3.75	3.77	3.74	3.48	4.01	3.48	3.57	3.47	3.47	3.32
			a		cef		ce	hj		h	h						o					
Standard Deviation	1.17	1.19	1.13	1.21	1.04	1.19	1.13	1.17	1.27	1.24	1.26	1.17	1.2	1.17	1.2	1.22	1.08	1.22	1.23	1.26	1.24	1.33
Net: Likely	88	30	58	64	24	30	58	63	26	18	41	80	8	80	8	49	27	31	22	27	31	22
	16%	30%	13%	24%	9%	30%	13%	17%	40%	24%	27%	16%	17%	16%	16%	24%	11%	22%	22%	25%	25%	35%
		b		df		df			gi		g					p						
Net: Unlikely	320	41	279	134	186	41	279	217	22	39	75	294	25	293	27	102	165	67	57	60	63	28
	60%	42%	64%	50%	71%	42%	64%	60%	34%	52%	50%	60%	54%	60%	55%	51%	69%	49%	59%	56%	51%	43%
			a		ce		ce	hj		h	h						o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 313

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_2 Ad

Base: Cell 2

																				Demographics
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	23	3	15	-	5	3	20	5	18	2	11	5	1	-	14	9	23	-	-	-
	4%	1%	7%	-	8%	1%	7%	4%	4%	3%	11%	5%	1%	-	4%	4%	5%	-	-	-
			a		c		e				hlm		m							
Likely (2)	69	22	27	7	14	28	41	21	49	9	15	12	9	4	45	25	60	3	5	2
	13%	11%	13%	11%	23%	11%	15%	17%	12%	17%	15%	13%	9%	6%	14%	11%	13%	12%	10%	10%
								m		m										
Neither likely nor unlikely (3)	123	49	46	13	15	62	62	29	95	18	23	28	19	7	70	53	108	2	13	-
	23%	24%	22%	22%	25%	23%	23%	24%	23%	33%	23%	32%	20%	9%	22%	25%	24%	9%	28%	-
								m	m	m	m	m								
Unlikely (4)	89	29	37	9	13	38	50	22	66	11	14	12	14	15	47	41	63	8	12	5
	17%	14%	18%	15%	21%	14%	19%	18%	16%	20%	14%	14%	15%	20%	15%	19%	14%	33%	26%	28%
Very unlikely (5)	230	103	81	32	14	135	95	45	184	15	37	31	52	50	142	88	190	12	17	12
	43%	50%	39%	52%	23%	51%	36%	37%	45%	27%	37%	35%	55%	65%	45%	41%	43%	47%	37%	62%
		b		d		f			i				gijk	ghijk						
Mean	3.81	4.01	3.69	4.09	3.29	4.03	3.6	3.69	3.85	3.51	3.52	3.6	4.14	4.45	3.81	3.81	3.76	4.14	3.89	4.42
		b		d		f			j				ghijk	ghijk						
Standard Deviation	1.24	1.14	1.31	1.09	1.27	1.13	1.31	1.24	1.24	1.17	1.4	1.24	1.1	0.89	1.26	1.2	1.27	1.02	1.03	0.94
Net: Likely	92	25	42	7	19	31	61	25	67	11	26	16	10	4	59	33	83	3	5	2
	17%	12%	20%	11%	31%	12%	23%	21%	16%	20%	26%	19%	10%	6%	19%	15%	19%	12%	10%	10%
			a		c		e	lm	m	m	hlm	m								
Net: Unlikely	318	132	119	41	27	173	146	68	251	25	51	43	65	65	189	129	253	20	28	17
	60%	64%	57%	67%	44%	65%	54%	56%	61%	47%	51%	49%	70%	85%	59%	60%	57%	80%	62%	90%
				d		f			ik				gijk	ghijkl						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 314

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_2 Ad

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	23	22	1	-	18	5	16	3	17	3	3	17	4	2	14	2	7	17	4	1	17	5	1
	4%	4%	3%	-	4%	7%	4%	5%	6%	3%	2%	8%	7%	1%	10%	3%	2%	10%	9%	*	7%	4%	1%
									j			m	m		p			s	s		v		
Likely (2)	69	68	1	1	62	7	58	6	42	10	17	39	7	23	29	5	35	32	10	28	44	16	9
	13%	14%	3%	12%	14%	9%	13%	10%	15%	12%	10%	18%	13%	9%	22%	9%	10%	18%	20%	9%	18%	14%	6%
												m			op			s	s		v	v	
Neither likely nor unlikely (3)	123	106	15	3	99	24	94	19	72	16	36	66	16	41	33	18	72	49	19	56	71	24	28
	23%	21%	46%	30%	22%	32%	21%	31%	26%	18%	21%	30%	30%	16%	25%	30%	21%	27%	37%	18%	28%	21%	17%
			a			df						m	m					s	s		v		
Unlikely (4)	89	81	7	-	81	7	81	5	40	21	28	36	9	43	14	15	60	32	7	50	47	20	22
	17%	16%	22%	-	18%	10%	18%	9%	14%	24%	16%	16%	17%	17%	11%	25%	17%	18%	13%	16%	19%	17%	13%
										h						n							
Very unlikely (5)	230	217	8	5	199	31	198	27	106	37	87	62	17	150	43	20	167	49	11	170	74	51	105
	43%	44%	26%	58%	43%	42%	44%	45%	38%	43%	51%	28%	33%	58%	32%	34%	49%	27%	22%	56%	29%	44%	64%
		b									h			kl			no			qr			tu
Mean	3.81	3.82	3.65	4.05	3.83	3.71	3.87	3.79	3.63	3.92	4.05	3.39	3.57	4.22	3.32	3.78	4.01	3.35	3.2	4.19	3.46	3.84	4.34
											h			kl		n	n			qr		t	tu
Standard Deviation	1.24	1.25	1.02	1.24	1.23	1.29	1.22	1.26	1.3	1.17	1.13	1.28	1.26	1.06	1.39	1.1	1.14	1.31	1.24	1.05	1.26	1.24	0.99
Net: Likely	92	89	2	1	80	12	74	9	59	13	20	57	11	25	43	7	42	49	14	28	62	20	10
	17%	18%	6%	12%	17%	16%	17%	15%	21%	15%	12%	26%	20%	10%	32%	12%	12%	28%	28%	9%	24%	18%	6%
									j			m	m		op			s	s		v	v	
Net: Unlikely	318	298	16	5	280	39	279	33	146	58	114	98	27	194	57	35	226	81	18	220	121	71	127
	60%	60%	48%	58%	61%	52%	63%	54%	53%	67%	67%	44%	50%	75%	43%	58%	66%	45%	35%	72%	48%	61%	77%
										h	h			kl			n			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 315

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_2 Ad

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	23	6	17	20	3	6	17	20	7	5	13	22	1	20	3	13	8	6	4	7	7	6
	4%	6%	4%	7%	1%	6%	4%	5%	11%	7%	8%	4%	2%	4%	6%	6%	3%	4%	4%	7%	6%	9%
				df		d	d															
Likely (2)	69	28	41	54	16	28	41	52	20	18	34	67	2	67	2	39	21	28	23	25	22	12
	13%	28%	10%	20%	6%	28%	10%	14%	31%	25%	23%	14%	4%	14%	4%	19%	9%	20%	24%	23%	18%	19%
		b		df		df			g	g	g					p						
Neither likely nor unlikely (3)	123	29	94	62	61	29	94	75	14	18	34	105	19	106	17	49	50	38	19	24	22	14
	23%	29%	22%	23%	23%	29%	22%	21%	22%	25%	23%	22%	39%	22%	36%	24%	21%	28%	20%	23%	18%	22%
													k		m							
Unlikely (4)	89	15	74	42	47	15	74	68	8	10	25	84	5	85	4	37	36	17	11	20	25	5
	17%	15%	17%	15%	18%	15%	17%	19%	12%	14%	17%	17%	10%	17%	8%	19%	15%	13%	11%	19%	20%	7%
																				u	u	
Very unlikely (5)	230	21	209	93	137	21	209	148	16	22	44	209	21	208	22	64	124	48	39	31	47	27
	43%	22%	48%	34%	52%	22%	48%	41%	25%	30%	29%	43%	44%	43%	46%	32%	52%	35%	40%	29%	38%	43%
			a	e	ce		ce	hj									o					
Mean	3.81	3.18	3.96	3.49	4.14	3.18	3.96	3.75	3.09	3.36	3.36	3.8	3.9	3.81	3.85	3.5	4.04	3.53	3.6	3.4	3.66	3.55
			a	e	cef		ce	hj									o					
Standard Deviation	1.24	1.23	1.19	1.34	1.03	1.23	1.19	1.27	1.37	1.32	1.34	1.25	1.1	1.24	1.23	1.28	1.17	1.27	1.34	1.3	1.31	1.44
Net: Likely	92	34	58	74	18	34	58	72	27	23	46	89	3	87	5	51	29	34	27	32	30	18
	17%	34%	13%	27%	7%	34%	13%	20%	42%	31%	31%	18%	6%	18%	10%	25%	12%	25%	28%	30%	24%	28%
		b		df		df	d		g	g	g	l				p						
Net: Unlikely	318	36	282	134	184	36	282	215	24	33	69	293	25	293	26	101	159	65	50	51	72	32
	60%	37%	65%	50%	70%	37%	65%	59%	37%	44%	46%	60%	54%	60%	54%	50%	67%	47%	52%	48%	58%	50%
			a	e	ce		ce	hj									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 316

QINF2_8 - Likelihood to share or comment on types of posts: 08. JamesLock3_2 no change

Base: Cell 2

																				Demographics
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	14	2	8	4	1	5	9	4	10	2	5	2	1	-	9	5	14	-	-	-
	3%	1%	4%	6%	1%	2%	3%	3%	2%	3%	5%	2%	1%	-	3%	2%	3%	-	-	-
Likely (2)	51	21	15	9	6	30	21	15	35	8	12	8	6	2	27	24	44	2	5	-
	10%	10%	7%	15%	10%	11%	8%	13%	9%	15%	12%	9%	6%	3%	8%	11%	10%	7%	11%	-
								m		m	m									
Neither likely nor unlikely (3)	117	45	44	15	14	60	57	29	88	17	29	23	14	6	66	51	101	2	11	4
	22%	22%	21%	25%	23%	22%	21%	24%	21%	31%	29%	26%	15%	7%	21%	24%	23%	7%	24%	19%
								m	m	lm	lm	m								
Unlikely (4)	123	42	48	13	20	55	68	33	90	12	22	25	17	14	75	48	95	12	11	6
	23%	20%	23%	21%	33%	21%	25%	27%	22%	22%	22%	28%	18%	19%	23%	22%	21%	47%	24%	29%
Very unlikely (5)	228	96	92	20	20	116	113	40	188	16	32	30	56	55	142	86	190	10	19	10
	43%	47%	45%	33%	33%	44%	42%	33%	46%	29%	32%	34%	60%	71%	45%	40%	43%	39%	41%	52%
									gij				ghijk	ghijk						
Mean	3.94	4.02	3.97	3.6	3.87	3.93	3.95	3.74	4	3.58	3.64	3.84	4.29	4.58	3.99	3.86	3.91	4.19	3.95	4.32
									gij				ghijk	ghijkl						
Standard Deviation	1.13	1.09	1.14	1.26	1.03	1.14	1.12	1.15	1.11	1.16	1.2	1.07	1.01	0.75	1.12	1.14	1.16	0.85	1.05	0.8
Net: Likely	65	23	23	13	7	35	30	20	45	10	17	10	7	2	36	29	58	2	5	-
	12%	11%	11%	21%	11%	13%	11%	16%	11%	19%	17%	11%	7%	3%	11%	14%	13%	7%	11%	-
								lm		m	lm	m								
Net: Unlikely	352	138	140	33	40	171	181	73	278	27	54	55	73	69	217	135	285	22	30	15
	66%	67%	68%	54%	66%	64%	67%	60%	68%	51%	54%	63%	78%	90%	68%	62%	64%	86%	65%	81%
									ij				gijk	ghijkl						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 317

QINF2_8 - Likelihood to share or comment on types of posts: 08. JamesLock3_2 no change

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	14	13	1	-	12	2	11	1	10	2	2	10	2	2	8	1	5	11	1	2	10	2	3
	3%	3%	3%	-	3%	2%	3%	2%	4%	2%	1%	5%	4%	1%	6%	1%	2%	6%	2%	1%	4%	2%	2%
												m			p			s					
Likely (2)	51	46	5	-	41	10	36	8	36	6	9	29	8	15	20	8	24	26	8	17	40	6	5
	10%	9%	15%	-	9%	14%	8%	14%	13%	7%	6%	13%	14%	6%	15%	13%	7%	15%	16%	5%	16%	5%	3%
									j			m	m		p			s	s		uv		
Neither likely nor unlikely (3)	117	101	14	3	94	23	88	16	63	19	36	65	15	38	35	20	62	53	19	45	69	31	17
	22%	20%	43%	31%	21%	31%	20%	26%	23%	22%	21%	29%	28%	14%	27%	32%	18%	30%	36%	15%	27%	27%	10%
			a			f						m	m		p	p		s	s		v	v	
Unlikely (4)	123	115	6	2	113	10	112	10	70	19	34	57	12	54	27	15	81	40	14	69	64	26	34
	23%	23%	18%	20%	25%	13%	25%	16%	25%	22%	20%	26%	23%	21%	20%	24%	24%	22%	28%	23%	25%	22%	20%
					e		e																
Very unlikely (5)	228	218	7	4	199	30	199	26	99	41	89	61	17	151	43	18	168	49	9	171	72	50	107
	43%	44%	21%	48%	43%	40%	45%	42%	36%	47%	52%	27%	31%	58%	32%	29%	49%	27%	18%	56%	28%	44%	65%
		b									h			kl			no			qr		t	tu
Mean	3.94	3.97	3.4	4.17	3.97	3.74	4.01	3.84	3.76	4.06	4.16	3.58	3.64	4.3	3.57	3.68	4.13	3.49	3.44	4.29	3.58	4.01	4.44
		b									h			kl			no			qr			tu
Standard Deviation	1.13	1.12	1.08	0.93	1.11	1.2	1.09	1.17	1.17	1.08	1.03	1.16	1.18	0.97	1.25	1.07	1.04	1.21	1.02	0.95	1.16	1.04	0.91
Net: Likely	65	59	6	-	53	12	47	9	46	8	12	39	9	17	28	8	29	38	9	18	49	8	8
	12%	12%	18%	-	12%	16%	11%	15%	17%	9%	7%	18%	18%	6%	21%	14%	8%	21%	18%	6%	19%	7%	5%
									j			m	m		p			s	s		uv		
Net: Unlikely	352	333	13	6	312	40	311	36	169	60	122	117	29	206	69	32	250	88	23	240	135	76	140
	66%	67%	40%	69%	68%	53%	70%	59%	61%	69%	72%	53%	54%	79%	52%	54%	73%	49%	46%	79%	53%	66%	85%
		b			e		e				h			kl			no			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 318

QINF2_8 - Likelihood to share or comment on types of posts: 08. JamesLock3_2 no change

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	14	3	11	12	3	3	11	13	4	2	7	13	1	12	2	9	4	3	2	6	6	3
	3%	3%	3%	4%	1%	3%	3%	3%	6%	2%	5%	3%	2%	3%	4%	5%	1%	2%	2%	5%	5%	5%
Likely (2)	51	14	37	35	16	14	37	33	13	9	23	47	4	48	3	29	10	14	13	14	12	9
	10%	14%	9%	13%	6%	14%	9%	9%	21%	11%	15%	10%	8%	10%	6%	14%	4%	10%	14%	14%	10%	14%
				d		d			g		g					p						
Neither likely nor unlikely (3)	117	34	83	67	50	34	83	70	22	21	34	101	16	101	16	48	46	42	20	23	29	14
	22%	34%	19%	25%	19%	34%	19%	19%	33%	29%	23%	21%	34%	21%	33%	24%	20%	31%	21%	21%	23%	22%
		b				df			g				k									
Unlikely (4)	123	24	99	68	55	24	99	93	11	18	37	118	5	118	5	52	50	31	28	33	29	15
	23%	24%	23%	25%	21%	24%	23%	26%	18%	24%	25%	24%	12%	24%	11%	26%	21%	23%	30%	30%	24%	24%
														n								
Very unlikely (5)	228	24	204	89	139	24	204	153	15	25	48	208	21	206	22	64	128	47	32	31	48	23
	43%	24%	47%	33%	53%	24%	47%	42%	23%	33%	32%	43%	44%	42%	46%	32%	54%	35%	34%	29%	39%	36%
			a		ce		ce	hj									o					
Mean	3.94	3.52	4.03	3.7	4.18	3.52	4.03	3.94	3.31	3.74	3.64	3.94	3.87	3.94	3.89	3.66	4.22	3.77	3.79	3.65	3.83	3.7
			ce		ce		ce	hj	h								o					
Standard Deviation	1.13	1.11	1.11	1.18	1.01	1.11	1.11	1.14	1.2	1.12	1.22	1.12	1.14	1.12	1.17	1.19	0.99	1.1	1.12	1.19	1.18	1.24
Net: Likely	65	17	48	46	19	17	48	46	17	10	30	60	5	60	5	38	13	17	15	20	17	12
	12%	17%	11%	17%	7%	17%	11%	13%	26%	14%	20%	12%	10%	12%	10%	19%	6%	12%	16%	19%	14%	19%
				df		d			g		g					p						
Net: Unlikely	352	48	303	157	194	48	303	246	26	43	85	325	26	324	27	116	178	78	61	64	77	38
	66%	49%	70%	58%	74%	49%	70%	68%	40%	57%	57%	67%	55%	67%	57%	57%	75%	57%	63%	60%	63%	59%
			a		ce		ce	hj		h	h						o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 319

QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cell 2

											Demographics										
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10	
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**	
Very likely (1)	31	17	9	3	2	20	10	4	26	6	12	4	2	2	18	12	27	-	4	-	
	6%	8%	4%	5%	2%	8%	4%	4%	6%	12% glm	12% glm	4%	2%	3%	6%	6%	6%	-	8%	-	
Likely (2)	83	29	32	12	10	41	42	22	61	17	20	15	8	-	55	27	77	3	3	-	
	15%	14%	15%	20%	17%	15%	16%	18% lm	15% m	32% ghklm	20% lm	17% m	8% m	-	17%	13%	17%	10%	7%	-	
Neither likely nor unlikely (3)	128	53	46	13	16	66	62	30	98	12	26	28	19	13	71	57	107	5	12	4	
	24%	26%	22%	22%	27%	25%	23%	24%	24%	23%	26%	32% m	20%	17%	22%	26%	24%	20%	27%	20%	
Unlikely (4)	129	39	51	21	19	59	70	40	89	12	15	22	23	18	75	54	104	11	7	7	
	24%	19%	24%	34%	31%	22%	26%	33% hj	22%	23%	15%	25%	24%	23%	23%	25%	23%	43%	16%	38%	
Very unlikely (5)	164	68	70	12	14	80	84	26	138	6	27	19	42	44	99	65	130	6	19	8	
	31%	33%	34%	20%	23%	30%	31%	21%	33% gik	10%	27% i	22%	45% ghijk	57% ghijk	31%	30%	29%	26%	41%	42%	
Mean	3.59	3.54	3.68	3.45	3.55	3.52	3.65	3.5 i	3.61 ij	2.88	3.25	3.42 i	4.02 ghijk	4.31 ghijk	3.57	3.62	3.53	3.85	3.76	4.23	
Standard Deviation	1.23	1.3	1.21	1.16	1.1	1.27	1.19	1.12	1.26	1.21	1.36	1.14	1.1	0.95	1.25	1.2	1.24	0.94	1.3	0.77	
Net: Likely	113	46	41	15	12	61	52	26	87	24	32	19	10	2	74	40	104	3	7	-	
	21%	22%	20%	24%	19%	23%	20%	22% lm	21% lm	44% ghklm	32% hlm	22% lm	11%	3%	23%	18%	23%	10%	15%	-	
Net: Unlikely	293	107	121	33	33	139	154	65	227	18	42	41	65	61	173	119	234	17	26	15	
	55%	52%	58%	54%	54%	52%	57%	54% i	55% ij	33%	42%	47%	70% ghijk	80% ghijk	54%	55%	53%	69%	58%	80%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 320

QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	31	30	1	-	23	7	20	5	23	4	4	22	4	4	19	5	7	19	7	5	28	2	1
	6%	6%	3%	-	5%	10%	5%	8%	8% j	5%	2%	10% m	8% m	2%	14% p	9% p	2%	11% s	13% s	2%	11% uv	2%	1%
Likely (2)	83	74	6	2	70	13	65	9	49	14	19	52	11	20	30	11	42	46	11	26	51	19	13
	15%	15%	20%	22%	15%	17%	15%	14%	18%	16%	11%	23% m	20% m	8%	22% p	18%	12%	26% s	21% s	8%	20% v	16%	8%
Neither likely nor unlikely (3)	128	115	12	1	102	26	98	20	70	22	37	66	15	47	34	19	74	47	15	67	77	28	24
	24%	23%	38%	7%	22%	35% df	22%	33%	25%	25%	22%	30% m	28%	18%	26%	32%	22%	26%	29%	22%	30% v	24% v	14%
Unlikely (4)	129	120	5	4	122	7	122	7	65	22	42	53	14	62	25	16	87	45	10	74	58	28	44
	24%	24%	17%	44%	27% eg	9%	27% eg	11%	23%	26%	25%	24%	26%	24%	19%	27%	26%	25%	19%	24%	23%	24%	27%
Very unlikely (5)	164	154	7	2	142	22	141	20	70	25	68	27	10	127	24	9	131	22	9	132	41	39	84
	31%	31%	23%	26%	31%	30%	32%	33%	25%	29%	40% h	12%	18%	49% kl	18%	14%	38% no	12%	19%	44% qr	16%	34% t	51% tu
Mean	3.59	3.6	3.38	3.74	3.63 e	3.33	3.67 e	3.46	3.4	3.58	3.89 hi	3.05	3.28	4.1 kl	3.06	3.2	3.86 no	3.03	3.09	4 qr	3.13	3.72 t	4.19 tu
Standard Deviation	1.23	1.24	1.14	1.15	1.21	1.32	1.19	1.31	1.27	1.2	1.13	1.17	1.21	1.06	1.31	1.16	1.12	1.2	1.3	1.07	1.22	1.15	0.99
Net: Likely	113	104	7	2	93	20	85	14	72	18	23	74	15	25	48	16	48	65	17	31	78	21	14
	21%	21%	22%	22%	20%	26%	19%	23%	26% j	21%	14%	33% m	28% m	9%	36% p	27% p	14%	36% s	34% s	10%	31% uv	18% v	8%
Net: Unlikely	293	274	13	6	264	29	263	27	135	47	110	81	24	188	50	25	218	67	19	206	99	66	127
	55%	56%	40%	70%	57% e	39%	59% eg	44%	49%	54%	65% h	36%	45%	72% kl	38%	41%	64% no	37%	37%	68% qr	39%	58% t	77% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 321
QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	31	7	23	18	12	7	23	23	8	7	16	28	2	28	3	19	8	12	10	10	12	8
	6%	7%	5%	7%	5%	7%	5%	6%	13%	9%	11%	6%	5%	6%	6%	9% p	3%	9%	11%	10%	10%	12%
Likely (2)	83	28	55	63	20	28	55	64	18	18	34	80	3	81	2	49	22	36	24	26	25	16
	15%	28% b	13%	23% df	8%	28% df	13% d	18%	28%	24%	23%	16%	6%	17% n	4%	24% p	9%	27%	25%	24%	20%	25%
Neither likely nor unlikely (3)	128	24	104	67	62	24	104	83	22	18	38	113	15	111	17	46	55	34	19	25	29	13
	24%	24%	24%	25%	23%	24%	24%	23%	34% g	24%	25%	23%	32%	23%	35%	23%	23%	25%	20%	24%	24%	21%
Unlikely (4)	129	26	103	72	58	26	103	95	8	15	32	122	7	123	6	50	48	26	20	24	25	10
	24%	26%	24%	26%	22%	26%	24%	26% h	13%	20%	22%	25%	16%	25% n	12%	25%	20%	19%	21%	22%	21%	15%
Very unlikely (5)	164	14	149	52	112	14	149	97	8	17	29	144	20	143	21	38	105	29	22	22	32	17
	31%	14%	34% a	19%	43% cef	14%	34% ce	27% h	12%	23%	20%	30%	42%	29%	44% m	19%	44% o	21%	23%	20%	26%	27%
Mean	3.59	3.12	3.69 a	3.28	3.9 cef	3.12	3.69 ce	3.49 hj	2.84	3.24	3.17	3.56	3.84	3.56	3.83 o	3.19	3.93 o	3.17	3.21	3.19	3.33	3.2
Standard Deviation	1.23	1.19	1.22	1.21	1.18	1.19	1.22	1.24	1.18	1.3	1.28	1.23	1.18	1.23	1.21	1.26	1.16	1.28	1.34	1.28	1.32	1.4
Net: Likely	113	35	78	81	32	35	78	88	27	25	50	108	5	108	5	68	30	48	35	36	37	24
	21%	35% b	18%	30% df	12%	35% df	18%	24%	41% g	33%	33% g	22%	11%	22% n	10%	34% p	12%	35%	36%	34%	30%	37%
Net: Unlikely	293	40	253	123	170	40	253	192	16	32	61	265	27	266	27	88	153	55	43	45	57	27
	55%	40%	58% a	46%	64% ce	40%	58% ce	53% hj	25%	43% h	41% h	55%	58%	55%	55%	43%	64% o	40%	44%	43%	46%	42%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 322

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_2 ad

Base: Cell 2

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	14	6	6	1	-	7	6	1	12	1	7	3	2	-	9	4	12	-	1	-
	3%	3%	3%	2%	-	3%	2%	1%	3%	2%	7% gm	3%	2%	-	3%	2%	3%	-	3%	-
Likely (2)	51	21	18	6	6	27	24	12	39	8	14	11	4	2	32	20	48	2	1	-
	10%	10%	9%	10%	10%	10%	9%	10%	9%	15% lm	14% lm	12% m	4%	3%	10%	9%	11%	7%	3%	-
Neither likely nor unlikely (3)	132	50	45	22	15	72	60	37	95	21	26	24	15	8	73	59	109	3	18	2
	25%	25%	22%	36%	25%	27%	22%	30% lm	23% m	38% hlm	27% m	28% m	17%	11%	23%	28%	25%	13%	39%	9%
Unlikely (4)	115	38	51	9	17	47	68	26	89	12	21	21	20	14	72	43	93	9	6	7
	22%	18%	25%	15%	28%	18%	25% e	21%	22%	23%	21%	24%	22%	18%	23%	20%	21%	36%	12%	39%
Very unlikely (5)	222	90	87	23	22	113	109	45	177	12	32	29	52	53	132	90	181	11	20	10
	42%	44%	42%	37%	37%	42%	41%	37% i	43% ij	22%	32%	33%	56% ghijk	68% ghijk	42%	42%	41%	44%	43%	52%
Mean	3.9	3.9	3.93	3.75	3.92	3.87	3.93	3.83 i	3.92 ij	3.49	3.57	3.71	4.25 ghijk	4.51 ghijk	3.9	3.9	3.86	4.17	3.9	4.42
Standard Deviation	1.13	1.16	1.13	1.13	1.02	1.15	1.1	1.07	1.14	1.06	1.25	1.15	1.01	0.81	1.14	1.11	1.15	0.92	1.1	0.68
Net: Likely	65	27	25	7	6	34	31	14	51	9	21	13	6	2	41	24	61	2	3	-
	12%	13%	12%	12%	10%	13%	11%	11% m	12% m	17% lm	21% lm	15% lm	6%	3%	13%	11%	14%	7%	6%	-
Net: Unlikely	337	128	138	32	39	160	177	71	266	25	53	50	72	66	205	132	274	20	25	17
	63%	62%	67%	52%	65%	60%	66%	58%	64% ij	45%	53%	57%	77% ghijk	86% ghijk	64%	61%	62%	80%	55%	91%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 323

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_2 ad

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	14	14	-	-	9	5	9	4	10	2	2	9	3	2	11	-	3	9	2	2	10	4	-
	3%	3%	-	-	2%	7%	2%	6%	4%	2%	1%	4%	6%	1%	8%	-	1%	5%	4%	1%	4%	3%	-
						df		df				m	m		op			s	s		v	v	
Likely (2)	51	46	6	-	44	7	38	5	35	7	9	29	6	16	22	8	21	29	8	14	39	5	7
	10%	9%	18%	-	10%	10%	9%	9%	13%	9%	5%	13%	11%	6%	16%	13%	6%	16%	16%	5%	15%	5%	4%
									j			m			p			s	s		uv		
Neither likely nor unlikely (3)	132	121	10	2	113	19	106	15	72	17	42	69	19	43	36	19	78	56	21	56	87	23	22
	25%	24%	30%	19%	25%	26%	24%	24%	26%	20%	25%	31%	37%	17%	27%	31%	23%	31%	40%	18%	34%	20%	13%
												m	m					s	s		uv		
Unlikely (4)	115	104	8	3	99	16	99	12	62	21	32	58	8	49	24	14	78	39	7	69	48	35	32
	22%	21%	25%	32%	22%	21%	22%	20%	22%	24%	19%	26%	16%	19%	18%	23%	23%	22%	14%	23%	19%	30%	19%
																						tv	
Very unlikely (5)	222	209	9	4	195	27	194	25	99	39	84	56	17	149	41	20	161	46	13	163	70	48	104
	42%	42%	27%	49%	42%	36%	43%	41%	36%	45%	50%	25%	32%	57%	31%	33%	47%	26%	26%	54%	27%	42%	63%
											h			kl			n			qr		t	tu
Mean	3.9	3.91	3.61	4.29	3.93	3.71	3.97	3.81	3.74	4.01	4.11	3.55	3.57	4.26	3.46	3.76	4.1	3.47	3.4	4.24	3.5	4.03	4.42
											h			kl			no			qr		t	tu
Standard Deviation	1.13	1.13	1.08	0.82	1.11	1.24	1.09	1.25	1.17	1.1	1.02	1.12	1.2	1	1.3	1.07	1.01	1.18	1.17	0.96	1.16	1.04	0.87
Net: Likely	65	59	6	-	53	12	47	9	45	9	11	38	9	18	33	8	24	38	10	16	49	9	7
	12%	12%	18%	-	12%	16%	11%	15%	16%	11%	6%	17%	16%	7%	25%	13%	7%	21%	20%	5%	19%	8%	4%
									j			m	m		p			s	s		uv		
Net: Unlikely	337	313	17	7	294	43	293	37	160	60	117	113	25	199	64	34	239	85	20	232	117	83	136
	63%	64%	52%	81%	64%	58%	66%	61%	58%	69%	69%	51%	47%	76%	48%	56%	70%	48%	39%	76%	46%	72%	83%
											h			kl			no			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 324

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_2 ad

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	14	5	9	11	3	5	9	12	7	7	8	12	2	12	2	9	3	5	6	5	7	4
	3%	5%	2%	4%	1%	5%	2%	3%	11%	9%	5%	2%	4%	2%	4%	4%	1%	3%	7%	5%	5%	6%
				d		d			g	g							p					
Likely (2)	51	15	36	40	11	15	36	37	11	10	22	49	2	50	1	28	15	19	14	16	14	9
	10%	15%	8%	15%	4%	15%	8%	10%	17%	13%	15%	10%	4%	10%	2%	14%	6%	14%	15%	15%	12%	14%
			b	df		df	d									p						
Neither likely nor unlikely (3)	132	34	98	81	52	34	98	81	21	24	40	114	18	115	17	63	44	37	27	30	32	14
	25%	34%	23%	30%	20%	34%	23%	22%	32%	32%	27%	23%	39%	24%	36%	31%	19%	27%	28%	28%	26%	23%
			b	df		df							k			p						
Unlikely (4)	115	19	96	56	59	19	96	91	8	10	31	109	6	111	4	41	48	35	26	26	30	14
	22%	19%	22%	21%	22%	19%	22%	25% hi	12%	13%	21%	22%	12%	23% n	8%	20%	20%	26%	27%	24%	25%	21%
Very unlikely (5)	222	27	195	83	139	27	195	141	18	24	48	203	19	198	24	61	128	41	22	30	40	23
	42%	27%	45% a	31%	53% cef	27%	45% ce	39%	28%	32%	32%	42%	41%	41%	50%	30%	54% o	30%	23%	28%	32%	36%
Mean	3.9	3.48	4 a	3.59	4.22 cef	3.48	4 ce	3.86 hij	3.3	3.46	3.6	3.91	3.81	3.89	3.98	3.58	4.19 o	3.64	3.46	3.55	3.67	3.68
Standard Deviation	1.13	1.18	1.09	1.18	0.97	1.18	1.09	1.14	1.34	1.32	1.23	1.12	1.15	1.12	1.16	1.18	1.02	1.15	1.19	1.19	1.2	1.26
Net: Likely	65	20	45	51	14	20	45	49	18	17	30	61	4	62	3	37	18	24	21	22	21	13
	12%	20%	10% b	19% df	5%	20% df	10% d	13%	28% g	23% g	20%	13%	8%	13%	6%	18% p	7%	17%	21%	20%	17%	20%
Net: Unlikely	337	46	291	139	198	46	291	232	26	34	79	312	25	309	28	102	176	76	49	55	71	37
	63%	46%	67% a	51%	75% cef	46%	67% ce	64% hij	40%	45%	53%	64%	53%	64%	58%	51%	74% o	55%	50%	52%	57%	58%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 325

QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cell 2

											Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	31	11	13	3	4	14	17	7	24	2	13	4	4	2	20	11	27	-	4	-
	6%	5%	7%	5%	6%	5%	6%	5%	6%	3%	13% hlm	4%	4%	3%	6%	5%	6%	-	8%	-
Likely (2)	68	24	27	8	9	32	36	16	51	12	15	13	9	3	47	21	63	-	4	-
	13%	12%	13%	13%	14%	12%	13%	13% m	12% m	22% hlm	15% m	14% m	9%	4%	15%	10%	14%	-	10%	-
Neither likely nor unlikely (3)	137	47	59	13	18	60	77	31	106	20	29	27	21	10	78	59	118	5	12	2
	26%	23%	28%	21%	29%	23%	29%	25% m	26% m	36% m	29% m	31% m	23%	13%	25%	27%	27%	20%	26%	10%
Unlikely (4)	121	42	42	20	17	61	60	37	84	15	20	20	16	14	67	54	100	6	7	7
	23%	20%	21%	32%	28%	23%	22%	30% hl	20%	27%	20%	23%	18%	18%	21%	25%	23%	24%	16%	38%
Very unlikely (5)	177	82	65	18	14	99	78	31	146	6	24	25	43	48	107	70	135	14	18	10
	33%	40%	31%	29%	22%	37%	29%	26% i	35% gij	12%	24%	28%	46% gijk	63% ghijkl	34%	33%	30%	56%	40%	53%
Mean	3.65	3.77	3.57	3.67	3.47	3.75	3.55	3.57 i	3.67 ij	3.21	3.27	3.56	3.93 gijk	4.34 ghijkl	3.61	3.71	3.57	4.37	3.7	4.43
Standard Deviation	1.22	1.24	1.24	1.18	1.16	1.22	1.22	1.17	1.24	1.03	1.33	1.17	1.2	1.02	1.26	1.17	1.23	0.81	1.31	0.68
Net: Likely	99	35	41	11	12	46	53	23	76	14	28	16	13	5	67	32	90	-	8	-
	18%	17%	20%	18%	20%	17%	20%	19% m	18% m	26% m	28% lm	19% m	14%	6%	21%	15%	20%	-	18%	-
Net: Unlikely	298	123	107	37	31	160	138	68	230	21	43	45	60	62	174	125	236	20	25	17
	56%	60%	52%	61%	51%	60% f	52%	56%	56% i	38%	43% ij	51%	64% ij	80% ghijkl	55%	58%	53%	80%	56%	90%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 326

QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	31	30	1	-	27	4	25	3	26	3	2	25	2	4	19	2	11	18	6	7	23	6	2
	6%	6%	3%	-	6%	5%	6%	5%	9% j	4%	1%	11% m	4%	2%	14% op	3%	3%	10% s	12% s	2%	9% v	5%	1%
Likely (2)	68	60	7	1	54	14	49	12	47	6	14	41	9	18	24	10	33	33	13	22	42	13	13
	13%	12%	22%	12%	12%	18%	11%	19%	17% ij	7%	8%	18% m	16% m	7%	18% p	16%	10%	18% s	25% s	7%	16% v	12%	8%
Neither likely nor unlikely (3)	137	126	10	1	113	24	109	19	74	25	37	70	15	51	33	20	83	53	20	64	75	34	28
	26%	26%	32%	7%	25%	33%	24%	32%	27%	29%	22%	32% m	29%	20%	25%	34%	24%	30% s	39% s	21%	30% v	29% v	17%
Unlikely (4)	121	110	8	4	108	13	106	10	56	24	40	49	17	55	25	20	76	40	6	75	63	24	34
	23%	22%	24%	44%	23%	18%	24%	16%	20%	28%	24%	22%	32%	21%	19%	33% n	22%	22%	12%	25% r	25%	21%	21%
Very unlikely (5)	177	168	6	3	158	19	157	17	73	28	76	35	10	132	32	8	137	36	6	136	51	38	88
	33%	34%	19%	37%	34%	26%	35%	28%	26%	32%	45% h	16%	19%	51% kl	24%	14%	40% no	20%	12%	45% qr	20% t	33%	53% tu
Mean	3.65	3.66	3.34	4.06	3.69	3.41	3.72 e	3.44	3.38	3.78 h	4.03 h	3.13	3.47	4.12 kl	3.2	3.37	3.87 no	3.24	2.86	4.02 qr	3.3	3.65 t	4.17 tu
Standard Deviation	1.22	1.23	1.13	1.02	1.22	1.21	1.21	1.23	1.29	1.09	1.05	1.22	1.09	1.05	1.36	1.03	1.14	1.25	1.15	1.07	1.22	1.2	1.05
Net: Likely	99	90	8	1	81	18	74	15	73	9	16	66	10	22	43	12	44	51	19	29	65	19	15
	18%	18%	25%	12%	18%	24%	17%	24%	26% ij	11%	9%	30% m	20% m	9%	32% p	20%	13%	28% s	37% s	10%	25% v	17%	9%
Net: Unlikely	298	278	14	7	266	33	263	27	130	52	116	85	27	187	57	28	214	75	12	211	114	62	122
	56%	56%	43%	81%	58% eg	44%	59% eg	44%	47%	60% h	68% h	38%	51%	72% kl	43%	46%	63% no	42% r	24%	69% qr	45%	54%	74% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Ipsos

Table 327

QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cell 2

	Total	Claimed interaction with social media influencers — Does interact (a)	Does not interact (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact (c)	Does not interact (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness given/loaned products — Aware (k)	Not aware (l)	Awareness paid to promote — Aware (m)	Not aware (n)	Claimed following — Yes (o)	No (p)	Websites/apps visited last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	31	9	22	24	7	9	22	26	11	7	17	29	2	28	3	18	8	8	10	14	10	6
	6%	9%	5%	9%	3%	9%	5%	7%	17%	10%	11%	6%	4%	6%	6%	9%	3%	6%	11%	13%	8%	10%
				d		d				g						p				q		
Likely (2)	68	22	46	46	22	22	46	51	15	13	24	63	5	64	3	38	21	26	15	15	20	15
	13%	22%	11%	17%	8%	22%	11%	14%	23%	18%	16%	13%	11%	13%	7%	19%	9%	19%	16%	14%	16%	23%
		b		df		df										p						
Neither likely nor unlikely (3)	137	27	109	71	65	27	109	86	18	20	40	120	17	119	18	52	51	40	26	31	26	17
	26%	28%	25%	26%	25%	28%	25%	24%	27%	27%	27%	25%	36%	25%	36%	26%	21%	29%	27%	29%	21%	26%
Unlikely (4)	121	23	97	61	59	23	97	93	14	19	35	116	5	115	6	56	48	30	19	26	31	9
	23%	24%	22%	23%	23%	24%	22%	26%	22%	26%	23%	24%	11%	24%	12%	28%	20%	22%	20%	25%	25%	13%
												l										
Very unlikely (5)	177	18	160	68	109	18	160	106	7	15	34	159	18	159	18	37	110	33	25	20	37	18
	33%	18%	37%	25%	42%	18%	37%	29%	11%	19%	23%	33%	39%	33%	38%	18%	46%	24%	26%	19%	30%	28%
			a		ce		ce	h			h						o					
Mean	3.65	3.19	3.75	3.39	3.92	3.19	3.75	3.56	2.86	3.27	3.31	3.64	3.69	3.64	3.7	3.27	3.97	3.4	3.35	3.23	3.51	3.27
			a		ce		ce	hj			h						o					
Standard Deviation	1.22	1.23	1.2	1.27	1.11	1.23	1.2	1.24	1.26	1.24	1.29	1.23	1.22	1.22	1.24	1.23	1.16	1.21	1.32	1.28	1.29	1.35
Net: Likely	99	31	68	70	29	31	68	77	26	21	41	92	7	92	6	57	29	34	26	29	30	21
	18%	31%	16%	26%	11%	31%	16%	21%	40%	28%	27%	19%	15%	19%	13%	28%	12%	25%	27%	27%	25%	33%
		b		df		df			g							p						
Net: Unlikely	298	41	257	129	169	41	257	199	21	34	69	275	23	274	24	93	158	63	45	47	67	27
	56%	41%	59%	48%	64%	41%	59%	55%	33%	45%	46%	56%	50%	56%	51%	46%	67%	46%	46%	44%	55%	41%
			a		ce		ce	h									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 328

QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - topshop_2 no change

Base: Cell 2

																	Demographics			
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Very likely (1)	25	12	10	-	4	12	14	4	22	3	11	5	2	1	17	8	24	2	-	-
	5%	6%	5%	-	6%	4%	5%	3%	5%	5%	11% ghlm	5%	2%	1%	5%	4%	5%	7%	-	-
Likely (2)	75	21	30	9	15	31	44	24	51	10	16	15	7	3	51	24	67	-	8	-
	14%	10%	14%	16%	24% c	12%	16%	20% hlm	12% m	18% lm	16% m	17% m	7%	4%	16%	11%	15%	-	17%	-
Neither likely nor unlikely (3)	116	46	40	13	16	59	56	30	86	18	21	20	17	10	61	55	102	3	9	2
	22%	22%	19%	22%	27%	22%	21%	24%	21%	33% hlm	21%	23%	18%	14%	19%	25%	23%	12%	19%	9%
Unlikely (4)	121	37	52	16	16	53	68	32	89	17	18	22	22	10	73	48	95	9	12	5
	23%	18%	25%	26%	26%	20%	25%	26% m	22%	32% m	18%	25%	23%	13%	23%	22%	21%	35%	25%	29%
Very unlikely (5)	197	89	76	22	10	111	86	32	165	7	34	26	47	52	117	81	156	11	18	12
	37%	43%	37%	36% d	17%	42% f	32%	26% i	40% gi	12%	34% i	30%	50% gijk	68% ghjkl	37%	37%	35%	46%	38%	62%
Mean	3.73	3.83	3.75	3.84 d	3.23	3.83	3.63	3.53	3.79 gij	3.27	3.47	3.57	4.11 ghjk	4.42 ghjk	3.7	3.78	3.66	4.13	3.85	4.53
Standard Deviation	1.23	1.25	1.23	1.09	1.17	1.22	1.23	1.17	1.24	1.07	1.39	1.23	1.07	0.97	1.26	1.18	1.25	1.11	1.13	0.68
Net: Likely	100	33	39	9	18	42	58	28	72	13	27	19	9	4	68	33	90	2	8	-
	19%	16%	19%	16%	30% c	16%	22%	23% lm	18% m	24% lm	27% hlm	22% lm	9%	6%	21%	15%	20%	7%	17%	-
Net: Unlikely	318	126	128	38	26	164	154	64	254	24	52	48	68	62	190	128	252	20	29	17
	60%	61%	62%	63% d	43%	62%	57%	53%	62% i	44%	52%	55%	73% ghjk	81% ghjk	60%	59%	57%	81%	64%	91%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 329

QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - topshop_2 no change

Base: Cell 2

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Very likely (1)	25	23	1	1	17	9	16	8	17	4	4	15	5	6	14	3	8	14	4	7	16	6	4
	5%	5%	3%	11%	4%	12%	3%	13%	6%	5%	2%	7%	9%	2%	11%	5%	2%	8%	7%	2%	6%	5%	2%
						df		df				m	m		p			s			v		
Likely (2)	75	67	7	1	64	11	61	10	50	7	18	48	11	16	33	9	33	36	17	22	47	18	10
	14%	14%	21%	12%	14%	14%	14%	16%	18%	8%	11%	22%	20%	6%	25%	15%	10%	20%	33%	7%	19%	16%	6%
									ij			m	m		p			s	s		v	v	
Neither likely nor unlikely (3)	116	101	13	2	97	19	88	12	64	18	33	62	8	45	30	16	70	48	12	55	71	17	27
	22%	21%	39%	19%	21%	25%	20%	20%	23%	21%	19%	28%	16%	17%	22%	27%	20%	27%	24%	18%	28%	15%	16%
			a									m						s			uv		
Unlikely (4)	121	114	4	3	108	13	107	9	64	23	35	51	18	52	23	17	81	41	12	69	64	28	29
	23%	23%	14%	32%	24%	17%	24%	14%	23%	26%	20%	23%	34%	20%	18%	28%	24%	23%	23%	23%	25%	24%	17%
													m										
Very unlikely (5)	197	188	7	2	174	24	174	23	82	35	80	45	11	141	33	15	149	40	7	150	55	46	96
	37%	38%	23%	26%	38%	32%	39%	37%	30%	40%	47%	20%	22%	54%	25%	26%	44%	23%	14%	49%	22%	40%	58%
											h			kl			no			qr		t	tu
Mean	3.73	3.76	3.33	3.52	3.78	3.42	3.81	3.48	3.52	3.89	4	3.29	3.4	4.18	3.22	3.56	3.96	3.32	3.02	4.09	3.37	3.79	4.24
					e		eg			h	h			kl			no			qr		t	tu
Standard Deviation	1.23	1.23	1.15	1.37	1.19	1.38	1.19	1.45	1.26	1.16	1.14	1.21	1.27	1.07	1.35	1.16	1.12	1.25	1.19	1.09	1.2	1.26	1.06
Net: Likely	100	91	8	2	81	19	77	17	67	11	22	63	15	22	47	12	42	50	20	30	63	24	13
	19%	18%	24%	22%	18%	26%	17%	28%	24%	13%	13%	29%	29%	8%	35%	19%	12%	28%	40%	10%	25%	20%	8%
								df	ij			m	m		op			s	s		v	v	
Net: Unlikely	318	301	12	5	282	36	281	31	146	57	115	96	29	193	56	33	229	81	19	219	119	74	125
	60%	61%	37%	58%	61%	49%	63%	52%	53%	66%	68%	43%	55%	74%	43%	54%	67%	45%	36%	72%	47%	65%	76%
		b			e		e			h	h			kl			n			qr		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 330

QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - topshop_2 no change

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Very likely (1)	25	7	19	19	6	7	19	17	7	5	13	22	3	22	3	16	6	7	6	7	9	10
	5%	7%	4%	7%	2%	7%	4%	5%	10%	7%	8%	5%	6%	5%	7%	8% p	2%	5%	6%	7%	7%	15% q
Likely (2)	75	25	50	54	21	25	50	58	20	17	34	71	4	72	3	43	23	30	21	23	29	14
	14%	25% b	11%	20% df	8%	25% df	11%	16%	30% g	22%	23%	15%	8%	15%	6%	21% p	9%	22%	22%	21%	23%	22%
Neither likely nor unlikely (3)	116	29	86	63	53	29	86	73	16	21	38	99	17	98	18	44	46	28	18	22	23	11
	22%	29% b	20%	23%	20%	29% f	20%	20%	25%	28%	25%	20%	35% k	20%	37% m	22%	19%	21%	19%	20%	19%	18%
Unlikely (4)	121	21	100	65	56	21	100	89	10	14	30	116	5	116	5	50	44	32	25	29	25	10
	23%	21%	23%	24%	21%	21%	23%	25%	15%	19%	20%	24% l	10%	24% n	10%	25%	19%	23%	26%	27%	20%	15%
Very unlikely (5)	197	17	180	70	127	17	180	125	13	18	35	178	19	178	19	48	120	40	26	26	38	19
	37%	17%	41% a	26%	48% ce	17%	41% ce	34% hj	19%	25%	24%	37%	40%	37%	40%	24%	50% o	29%	27%	25%	30%	30%
Mean	3.73	3.17	3.86 cef	3.42	4.05 ce	3.17	3.86 ce	3.68 hj	3.03	3.33	3.28	3.73	3.7	3.73	3.69	3.36	4.05 o	3.5	3.46	3.42	3.44	3.24
Standard Deviation	1.23	1.19	1.2	1.26	1.1	1.19	1.2	1.23	1.29	1.26	1.28	1.22	1.26	1.22	1.27	1.27	1.14	1.26	1.27	1.25	1.33	1.47
Net: Likely	100	32	68	73	27	32	68	75	26	21	46	93	7	94	6	59	28	37	27	30	37	24
	19%	32% b	16%	27% df	10%	32% df	16% d	21% g	40%	29%	31% g	19%	14%	19%	14%	29% p	12%	27%	28%	28%	30%	37%
Net: Unlikely	318	38	280	135	184	38	280	214	23	33	65	295	24	294	24	99	164	72	51	55	63	29
	60%	38%	64% a	50%	70% ce	38%	64% ce	59% hj	35%	44%	44%	60%	50%	61%	50%	49%	69% o	53%	53%	52%	51%	45%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 331

QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - full post_3 Ad

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	18	11	7	-	-	11	7	-	18	2	8	5	2	1	14	5	13	2	4	-
	4%	5%	4%	-	-	5%	4%	-	4%	4%	8%	5%	2%	1%	6%	3%	4%	7%	11%	-
Likely (2)	47	25	23	-	-	25	23	-	47	6	16	18	5	2	31	16	44	2	1	-
	11%	12%	11%	-	-	12%	11%	-	11% m	13% m	15% lm	20% hlm	5%	3%	13%	10%	13%	7%	4%	-
Neither likely nor unlikely (3)	86	39	47	-	-	39	47	-	86	15	25	17	19	10	42	45	74	3	4	6
	21%	19%	22%	-	-	19%	22%	-	21%	31% m	25% m	18%	21%	12%	17%	26% n	21%	13%	11%	43%
Unlikely (4)	89	38	52	-	-	38	52	-	89	11	21	18	21	19	50	40	74	5	9	2
	22%	19%	24%	-	-	19%	24%	-	22%	22%	21%	19%	23%	23%	20%	23%	22%	19%	26%	14%
Very unlikely (5)	172	90	83	-	-	90	83	-	172	15	31	34	43	50	107	66	139	13	15	6
	42%	44%	39%	-	-	44%	39%	-	42%	30%	30%	37%	48% ij	61% hijk	44%	38%	40%	53%	47%	43%
Mean	3.84	3.84	3.85	-	-	3.84	3.85	-	3.84	3.6	3.5	3.63	4.08 ijk	4.4 hijkl	3.84	3.85	3.82	4.02	3.93	4
										j										
Standard Deviation	1.21	1.26	1.16	-	-	1.26	1.16	-	1.21	1.17	1.29	1.31	1.06	0.9	1.27	1.12	1.2	1.3	1.35	0.97
Net: Likely	66	36	30	-	-	36	30	-	66	9	24	23	7	3	45	21	57	4	5	-
	16%	18%	14%	-	-	18%	14%	-	16% m	17% m	24% lm	26% hlm	8%	4%	18%	12%	17%	15%	16%	-
Net: Unlikely	262	127	134	-	-	127	134	-	262	26	52	51	64	69	156	105	213	17	24	7
	63%	63%	63%	-	-	63%	63%	-	63% j	52%	51%	56%	71% ijk	84% hijk	64%	62%	62%	72%	73%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 332

QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - full post_3 Ad

Base: Cell 3

	Total	Internet Use Heavy user (a)	Medium user (b)	Light user (c)	Device used most often Mobile device (d)	Nonmobile device (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Facebook Heavy user (h)	Medium user (i)	Light user (j)	Instagram Heavy user (k)	Medium user (l)	Light user (m)	Twitter Heavy user (n)	Medium user (o)	Light user (p)	Snapchat Heavy user (q)	Medium user (r)	Light user (s)	YouTube Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	18	17	1	-	14	4	14	4	15	1	2	10	-	8	9	4	5	10	3	5	15	2	1
	4%	5%	2%	-	4%	6%	4%	7%	7%	2%	1%	8%	-	3%	10%	8%	2%	11%	10%	2%	10%	2%	1%
									j						p	p		s			uv		
Likely (2)	47	42	6	-	36	11	34	10	36	3	9	33	4	11	21	9	17	28	6	14	33	11	4
	11%	11%	14%	-	10%	17%	10%	17%	16%	5%	6%	25%	12%	4%	24%	18%	6%	30%	20%	5%	22%	11%	2%
									ij			m			p	p		s			uv	v	
Neither likely nor unlikely (3)	86	73	9	4	77	10	76	10	50	13	23	30	9	48	18	14	55	15	8	63	37	27	22
	21%	20%	21%	46%	22%	15%	22%	16%	23%	22%	17%	23%	26%	19%	20%	27%	20%	17%	28%	21%	25%	28%	13%
																					v	v	
Unlikely (4)	89	78	10	1	78	11	76	8	45	17	28	24	11	54	17	8	65	21	6	63	29	15	45
	22%	21%	25%	11%	23%	17%	22%	13%	20%	30%	20%	19%	32%	22%	19%	16%	24%	23%	19%	21%	19%	16%	27%
Very unlikely (5)	172	153	16	4	142	30	140	28	73	23	76	33	10	129	24	16	132	16	6	149	36	40	96
	42%	42%	38%	43%	41%	45%	41%	47%	33%	41%	55%	25%	30%	52%	27%	32%	48%	18%	22%	51%	24%	42%	57%
											h			kl			no			q		t	tu
Mean	3.84	3.84	3.82	3.97	3.86	3.78	3.86	3.76	3.57	4.02	4.21	3.28	3.8	4.14	3.29	3.47	4.1	3.06	3.24	4.15	3.25	3.85	4.37
										h	h			k			no			q		t	tu
Standard Deviation	1.21	1.22	1.16	1	1.18	1.35	1.18	1.38	1.29	1.01	1.03	1.3	1.01	1.07	1.37	1.32	1.05	1.31	1.3	1.03	1.32	1.16	0.85
Net: Likely	66	59	7	-	50	15	48	14	51	4	11	43	4	19	30	13	23	38	9	19	48	13	5
	16%	16%	16%	-	15%	23%	14%	24%	23%	7%	8%	33%	12%	8%	34%	25%	8%	42%	30%	6%	32%	13%	3%
									ij			lm			p	p		s			uv	v	
Net: Unlikely	262	231	26	5	221	41	216	36	118	40	104	57	21	184	41	24	197	38	12	212	65	56	141
	63%	64%	63%	54%	63%	62%	64%	60%	54%	71%	75%	44%	62%	73%	46%	48%	72%	41%	41%	72%	43%	59%	84%
										h	h			k			no			q		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 333

QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - full post_3 Ad

Base: Cell 3

Column groups:
- Claimed interaction with social media influencers: (a) Does interact, (b) Does not interact
- Claimed interaction with those who may advertise on social media (not brands): (c) Does interact with social media influencers, (d) Does not interact with social media influencers, (e) Does interact with those who may advertise on social media (exc. brands), (f) Does not interact with those who may advertise on social media (exc. brands)
- Recall of seeing abbreviated ad labels: (g) Seen Ad, (h) Seen Sp, (i) Seen Spon, (j) Seen Collab
- Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts: (k) Aware, (l) Not aware
- Awareness of celebrities/relevant people being paid to promote products or services on social media: (m) Aware, (n) Not aware
- Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media: (o) Yes, (p) No
- Websites/apps visited in the last month: (q) Daily Mail, (r) Daily Mirror, (s) The Sun, (t) The Guardian, (u) The Daily Telegraph

	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	18	6	13	11	7	6	13	13	8	13	12	17	1	18	-	13	5	7	4	6	4	3
	4%	10% b	4%	6%	3%	10% df	4%	5%	19%	18% g	11% g	5%	2%	5%	-	9% p	2%	6%	6%	8%	5%	7%
Likely (2)	47	19	28	35	13	19	28	35	10	9	21	41	7	42	6	29	15	20	17	14	12	8
	11%	32% b	8%	20% df	5%	32% df	8%	13%	24%	12%	19%	11%	12%	11%	12%	21% p	7%	17%	23%	18%	13%	15%
Neither likely nor unlikely (3)	86	13	73	38	48	13	73	61	9	14	24	75	11	76	10	21	46	21	9	16	18	12
	21%	21%	21%	22%	20%	21%	21%	24%	22%	19%	22%	21%	20%	21%	21%	16%	21%	18%	12%	21%	20%	23%
Unlikely (4)	89	10	79	36	53	10	79	57	6	17	24	75	14	77	12	35	40	29	23	18	14	10
	22%	16%	23%	21%	22%	16%	23%	22%	15%	23%	22%	21%	24%	21%	25%	25%	18%	25%	31%	22% t	16%	20%
Very unlikely (5)	172	13	160	56	117	13	160	91	8	20	29	147	25	151	21	39	112	41	21	25	40	18
	42%	21%	45% a	32%	49% ce	21%	45% ce	35%	20%	28%	27%	41%	43%	41%	43%	29%	52% o	35%	28%	31%	46% r	35%
Mean	3.84	3.07	3.98 a	3.51 e	4.09 ce	3.07	3.98 ce	3.69 hij	2.92	3.29	3.35	3.83	3.95	3.83	3.99	3.43	4.1 o	3.64	3.54	3.52	3.85	3.62
Standard Deviation	1.21	1.31	1.14	1.29	1.08	1.31	1.14	1.23	1.42	1.46	1.34	1.22	1.12	1.23	1.06	1.34	1.09	1.28	1.28	1.31	1.27	1.29
Net: Likely	66	25	41	46	20	25	41	48	18	22	32	58	8	60	6	41	20	28	21	20	16	11
	16%	42% b	12%	26% df	8%	42% cdf	12%	19%	43% g	31% g	30% g	16%	13%	17%	12%	30% p	9%	23%	29%	26%	18%	22%
Net: Unlikely	262	22	239	92	170	22	239	148	15	37	53	222	40	228	34	74	152	70	43	43	55	28
	63%	37%	68% a	52%	71% e	37%	68% ce	58% h	35%	51%	49%	63%	67%	63%	68%	54%	70% o	59%	59%	54%	62%	55%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 334
QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	23	9	14	-	-	9	14	-	23	2	13	6	2	1	16	7	17	3	3	-
	6%	4%	7%	-	-	4%	7%	-	6%	3%	12% hlm	6%	2%	1%	6%	4%	5%	14%	8%	-
Likely (2)	48	19	29	-	-	19	29	-	48	6	12	13	11	6	29	19	44	-	3	2
	12%	9%	14%	-	-	9%	14%	-	12%	13%	12%	14%	13%	7%	12%	11%	13%	-	8%	14%
Neither likely nor unlikely (3)	80	42	37	-	-	42	37	-	80	11	23	21	16	9	44	36	68	5	4	4
	19%	21%	18%	-	-	21%	18%	-	19%	22%	23%	23%	18%	11%	18%	21%	20%	21%	11%	29%
Unlikely (4)	85	44	41	-	-	44	41	-	85	8	19	21	20	16	45	40	75	3	6	-
	20%	22%	19%	-	-	22%	19%	-	20%	17%	19%	23%	23%	19%	18%	23%	22%	13%	19%	-
Very unlikely (5)	178	88	90	-	-	88	90	-	178	23	35	31	40	50	109	69	140	13	17	8
	43%	44%	42%	-	-	44%	42%	-	43%	45%	34%	34%	44%	61% hjkl	45%	40%	41%	53%	54%	57%
Mean	3.84	3.91	3.76	-	-	3.91	3.76	-	3.84	3.88	3.51 j	3.64	3.94	4.32 hijkl	3.84	3.84	3.81	3.91	4.03	4.01
Standard Deviation	1.25	1.18	1.31	-	-	1.18	1.31	-	1.25	1.22	1.39	1.26	1.16	1.01	1.29	1.19	1.24	1.43	1.32	1.24
Net: Likely	71	27	44	-	-	27	44	-	71	8	24	19	14	7	45	26	61	3	5	2
	17%	14%	21%	-	-	14%	21%	-	17%	16%	24% m	20% m	15%	8%	19%	15%	18%	14%	16%	14%
Net: Unlikely	263	132	130	-	-	132	130	-	263	31	54	52	60	66	154	108	215	16	24	8
	63%	65%	62%	-	-	65%	62%	-	63%	62%	53%	57%	67%	80% hijk	63%	63%	63%	66%	73%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 335

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	23	21	2	-	20	3	18	3	18	2	3	14	1	8	7	8	7	11	6	5	18	5	-
	6%	6%	5%	-	6%	5%	5%	5%	8% j	4%	2%	11% m	3%	3%	8% p	17% p	3%	12% s	22%	2%	12% v	5% v	-
Likely (2)	48	44	4	1	40	8	38	7	36	4	9	25	5	18	15	5	28	19	4	25	19	15	15
	12%	12%	9%	11%	11%	13%	11%	12%	16% j	7%	6%	19% m	14%	7%	17%	10%	10%	21% s	14%	8%	13%	16%	9%
Neither likely nor unlikely (3)	80	70	9	1	64	16	63	13	45	12	23	23	12	44	21	12	47	21	8	50	37	18	25
	19%	19%	21%	11%	18%	24%	19%	21%	21%	21%	17%	18%	36% km	18%	23%	23%	17%	24%	29%	17%	24% v	19%	15%
Unlikely (4)	85	70	14	1	71	14	69	13	46	14	25	26	8	50	19	10	56	19	5	61	34	16	34
	20%	19%	33% a	13%	20%	21%	20%	22%	21%	25%	18%	20%	23%	20%	21%	20%	20%	21%	17%	21%	23%	17%	20%
Very unlikely (5)	178	159	13	6	153	25	152	24	75	25	78	41	8	129	27	15	136	19	5	153	43	41	95
	43%	44%	32%	65%	44%	38%	45%	40%	34%	43%	57% h	31%	24%	52% kl	30%	30%	50% no	21%	18%	52% q	28% t	43%	56% t
Mean	3.84	3.83	3.8	4.32	3.85	3.74	3.88	3.79	3.56	3.98	4.21 h	3.41	3.51	4.1 kl	3.48	3.37	4.04 no	3.17	2.95	4.13 q	3.43	3.77	4.24 tu
Standard Deviation	1.25	1.27	1.14	1.11	1.26	1.22	1.25	1.24	1.32	1.13	1.07	1.39	1.11	1.12	1.31	1.44	1.15	1.33	1.41	1.09	1.34	1.3	1
Net: Likely	71	65	6	1	60	12	56	10	54	6	12	39	6	26	23	13	35	31	10	30	37	20	15
	17%	18%	13%	11%	17%	17%	17%	17%	24% ij	11%	8%	30% m	17%	10%	25% p	27% p	13%	34% s	36%	10%	25% v	21% v	9%
Net: Unlikely	263	228	27	7	224	39	221	37	120	39	103	67	16	180	46	25	192	39	10	214	77	57	129
	63%	63%	66%	78%	64%	59%	65%	61%	55%	69%	75% h	52%	47%	72% kl	51%	50%	70% no	42%	35%	73% q	51%	60%	76% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 336

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	23	8	15	15	8	8	15	16	8	14	13	21	2	21	2	16	7	9	4	7	5	3
	6%	13%	4%	8%	4%	13%	4%	6%	19%	19%	12%	6%	3%	6%	4%	12%	3%	8%	6%	9%	6%	5%
		b		d		df			g	g						p						
Likely (2)	48	14	34	28	20	14	34	39	9	11	17	41	8	43	6	23	16	14	15	13	10	11
	12%	23%	10%	16%	9%	23%	10%	15%	21%	15%	15%	11%	13%	12%	12%	17%	7%	12%	20%	16%	11%	21%
		b		df		df										p						
Neither likely nor unlikely (3)	80	13	67	32	48	13	67	53	9	13	19	67	13	69	11	23	41	26	15	12	18	11
	19%	21%	19%	18%	20%	21%	19%	20%	22%	18%	17%	19%	21%	19%	21%	17%	19%	22%	21%	15%	20%	22%
Unlikely (4)	85	16	69	42	42	16	69	56	7	10	27	74	11	77	8	35	39	31	19	23	16	7
	20%	26%	19%	24%	18%	26%	19%	22%	18%	13%	24%	21%	18%	21%	16%	26%	18%	26%	26%	29%	18%	14%
Very unlikely (5)	178	9	168	59	119	9	168	94	8	26	34	152	26	154	24	39	114	38	20	24	40	19
	43%	16%	48%	34%	50%	16%	48%	37%	20%	35%	31%	43%	44%	42%	48%	29%	53%	32%	28%	31%	45%	38%
			a	e	ce		ce	h									o				r	
Mean	3.84	3.07	3.97	3.59	4.02	3.07	3.97	3.67	2.97	3.31	3.47	3.83	3.88	3.82	3.93	3.44	4.09	3.63	3.5	3.57	3.85	3.58
			a	e	ce		ce	h									o					
Standard Deviation	1.25	1.3	1.2	1.32	1.17	1.3	1.2	1.28	1.41	1.54	1.38	1.26	1.21	1.26	1.23	1.37	1.14	1.27	1.26	1.32	1.28	1.33
Net: Likely	71	22	49	42	29	22	49	55	17	25	30	62	9	64	8	39	23	23	19	20	15	13
	17%	37%	14%	24%	12%	37%	14%	21%	41%	34%	27%	17%	16%	18%	15%	28%	11%	20%	26%	25%	17%	26%
		b		df		df			g	g						p						
Net: Unlikely	263	25	237	102	161	25	237	150	16	36	61	226	37	231	32	75	154	69	39	48	56	27
	63%	42%	67%	58%	68%	42%	67%	58%	37%	49%	55%	64%	63%	63%	64%	55%	71%	58%	54%	60%	63%	52%
			a	e	ce		ce	h									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 337

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cell 3

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	24	12	12	-	-	12	12	-	24	5	10	6	3	1	16	9	20	-	4	-
	6%	6%	6%	-	-	6%	6%	-	6%	9% m	10% m	7%	3%	1%	6%	5%	6%	-	12%	-
Likely (2)	82	34	48	-	-	34	48	-	82	20	22	19	14	8	54	28	68	7	5	2
	20%	17%	23%	-	-	17%	23%	-	20% m	40% hjklm	21% m	21%	16%	10%	22%	17%	20%	28%	16%	14%
Neither likely nor unlikely (3)	96	52	45	-	-	52	45	-	96	11	27	23	21	14	46	50	82	1	5	8
	23%	26%	21%	-	-	26%	21%	-	23%	22%	27%	26%	23%	17%	19%	29% n	24%	6%	15%	58%
Unlikely (4)	74	36	38	-	-	36	38	-	74	10	19	18	13	14	44	29	65	3	6	-
	18%	18%	18%	-	-	18%	18%	-	18%	20%	19%	20%	15%	17%	18%	17%	19%	13%	18%	-
Very unlikely (5)	137	69	68	-	-	69	68	-	137	5	24	25	38	45	82	55	108	13	13	4
	33%	34%	32%	-	-	34%	32%	-	33% i	9%	24% i	27% i	42% ijk	55% hijk	34%	32%	31%	52%	39%	28%
Mean	3.52	3.57	3.48	-	-	3.57	3.48	-	3.52 i	2.8	3.26 i	3.41 i	3.77 ij	4.15 hijkl	3.51	3.54	3.5	3.89	3.57	3.41
Standard Deviation	1.29	1.27	1.31	-	-	1.27	1.31	-	1.29	1.15	1.3	1.27	1.25	1.1	1.33	1.24	1.28	1.34	1.46	1.08
Net: Likely	107	46	61	-	-	46	61	-	107	24	31	25	17	9	70	37	89	7	9	2
	26%	23%	29%	-	-	23%	29%	-	26% m	49% hjklm	31% m	27% m	19%	11%	29%	22%	26%	28%	28%	14%
Net: Unlikely	211	104	106	-	-	104	106	-	211	14	43	43	51	59	127	84	173	16	18	4
	51%	52%	50%	-	-	52%	50%	-	51% i	29%	42%	47% i	57% i	72% hijk	52%	49%	50%	65%	57%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 338

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cell 3

		Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
	Total	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	24	23	1	-	21	3	20	3	18	3	4	17	2	5	12	3	10	14	3	7	21	2	1
	6%	6%	2%	-	6%	5%	6%	5%	8%	5%	3%	13% m	6%	2%	13% p	6%	4%	16% s	11%	2%	14% uv	2%	1%
Likely (2)	82	76	7	-	71	11	70	10	57	8	17	40	10	32	23	16	43	35	9	39	40	21	22
	20%	21%	16%	-	20%	17%	20%	17%	26% j	14%	12%	31% m	30% m	13%	26% p	33% p	16%	39% s	29%	13%	26% v	22%	13%
Neither likely nor unlikely (3)	96	82	13	2	80	17	78	15	50	21	26	28	12	56	21	14	61	18	9	69	36	28	32
	23%	23%	30%	22%	23%	25%	23%	25%	23%	37% hj	19%	22%	35%	22%	24%	28%	22%	20%	33%	23%	24%	30%	19%
Unlikely (4)	74	63	10	1	59	15	57	13	33	12	29	22	4	48	18	3	52	14	5	55	28	12	34
	18%	17%	23%	11%	17%	23%	17%	22%	15%	21%	21%	17%	12%	19%	20% o	7%	19% o	16%	17%	19%	18%	13%	20%
Very unlikely (5)	137	119	12	6	117	20	116	19	61	14	62	22	6	109	16	13	108	9	3	125	25	32	80
	33%	33%	28%	67%	34%	30%	34%	31%	28%	24%	45% hi	17%	18%	44% kl	17%	27%	39% n	10%	10%	42% q	17%	34% t	47% tu
Mean	3.52	3.49	3.59	4.46	3.52	3.57	3.53	3.57	3.29	3.45	3.93 hi	2.93	3.07	3.89 kl	3.03	3.15	3.75 no	2.66	2.87	3.86 q	2.97	3.54 t	4.01 tu
Standard Deviation	1.29	1.31	1.14	0.87	1.31	1.22	1.31	1.24	1.33	1.14	1.18	1.3	1.18	1.16	1.3	1.31	1.23	1.21	1.15	1.18	1.3	1.22	1.11
Net: Likely	107	99	8	-	92	14	90	13	75	11	21	58	12	37	35	19	53	49	12	46	61	23	23
	26%	27%	18%	-	27%	22%	26%	22%	34% ij	19%	15%	44% m	35% m	15%	39% p	39% p	19%	54% s	40%	16%	41% uv	24%	14%
Net: Unlikely	211	182	21	7	176	35	173	32	95	25	91	44	10	157	34	17	160	23	8	180	53	44	114
	51%	50%	51%	78%	51%	53%	51%	53%	43%	45%	66% hi	34%	30%	63% kl	38%	33%	58% no	26%	27%	61% q	35%	46%	68% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 339

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	24	9	15	18	6	9	15	20	8	13	17	24	-	24	-	19	3	12	13	11	8	5
	6%	15%	4%	10%	3%	15%	4%	8%	19%	17%	16%	7%	-	7%	-	14%	1%	10%	18%	14%	9%	10%
		b		df		df			g	g	g	l				p						
Likely (2)	82	19	63	51	31	19	63	64	14	18	28	76	6	77	6	45	28	35	15	22	22	14
	20%	32%	18%	29%	13%	32%	18%	25%	32%	25%	26%	22%	10%	21%	12%	33%	13%	29%	20%	28%	24%	27%
		b		df		df						l				p						
Neither likely nor unlikely (3)	96	13	83	39	58	13	83	60	11	16	25	76	20	79	17	28	50	19	14	14	18	13
	23%	22%	24%	22%	24%	22%	24%	23%	28%	22%	23%	21%	35%	22%	35%	20%	23%	16%	19%	17%	21%	25%
													k		m							
Unlikely (4)	74	10	64	31	42	10	64	47	3	13	24	63	11	65	9	28	37	19	15	16	18	5
	18%	16%	18%	18%	18%	16%	18%	18%	8%	18%	22%	18%	18%	18%	17%	20%	17%	16%	20%	21%	20%	10%
Very unlikely (5)	137	9	128	37	100	9	128	67	5	13	16	115	22	119	18	16	99	34	17	16	23	14
	33%	15%	36%	21%	42%	15%	36%	26%	13%	18%	14%	32%	37%	33%	36%	12%	46%	29%	23%	20%	26%	28%
			a		ce		ce	j									o					
Mean	3.52	2.86	3.64	3.1	3.84	2.86	3.64	3.29	2.63	2.95	2.93	3.47	3.82	3.49	3.78	2.83	3.93	3.24	3.11	3.06	3.28	3.17
			a		ce		ce	hj									o					
Standard Deviation	1.29	1.3	1.26	1.31	1.18	1.3	1.26	1.3	1.26	1.36	1.3	1.32	1.05	1.32	1.07	1.25	1.15	1.4	1.43	1.37	1.34	1.38
Net: Likely	107	28	79	69	37	28	79	84	22	31	46	101	6	101	6	64	31	47	27	33	30	19
	26%	46%	22%	39%	16%	46%	22%	33%	52%	42%	42%	28%	10%	28%	12%	47%	14%	39%	38%	41%	34%	38%
		b		df		df			g			l		n		p						
Net: Unlikely	211	19	192	68	143	19	192	114	9	27	39	178	32	184	27	44	137	53	32	33	41	19
	51%	32%	54%	39%	60%	32%	54%	44%	21%	36%	36%	50%	55%	51%	54%	32%	63%	45%	43%	41%	46%	37%
			a		ce		ce	h									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 340

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_2 sponsored

Base: Cell 3

													Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	19	10	9	-	-	10	9	-	19	2	11	4	2	-	15	4	15	2	3	-
	5%	5%	4%	-	-	5%	4%	-	5%	4%	11% hlm	4%	2%	-	6%	2%	4%	7%	8%	-
Likely (2)	48	19	29	-	-	19	29	-	48	6	12	17	7	7	28	21	44	3	1	-
	12%	10%	14%	-	-	10%	14%	-	12%	11%	12%	19% lm	7%	8%	11%	12%	13%	13%	3%	-
Neither likely nor unlikely (3)	103	50	54	-	-	50	54	-	103	11	29	24	28	12	51	52	85	3	10	6
	25%	25%	25%	-	-	25%	25%	-	25% m	22%	29% m	26%	31% m	14%	21%	30% n	25%	14%	30%	43%
Unlikely (4)	82	43	39	-	-	43	39	-	82	15	17	18	16	15	52	30	73	3	4	2
	20%	21%	18%	-	-	21%	18%	-	20%	31%	17%	20%	18%	19%	22%	18%	21%	13%	11%	14%
Very unlikely (5)	160	79	81	-	-	79	81	-	160	16	32	28	37	48	96	65	127	13	15	6
	39%	39%	38%	-	-	39%	38%	-	39%	32%	31%	31%	41%	59% hijkl	39%	38%	37%	53%	47%	43%
Mean	3.76	3.8	3.72	-	-	3.8	3.72	-	3.76 j	3.76	3.44	3.54	3.88 j	4.28 hijkl	3.76	3.76	3.73	3.91	3.86	4.01
Standard Deviation	1.21	1.2	1.23	-	-	1.2	1.23	-	1.21	1.14	1.34	1.23	1.11	0.99	1.26	1.15	1.21	1.39	1.29	0.96
Net: Likely	68	29	38	-	-	29	38	-	68	8	24	21	9	7	43	25	59	5	4	-
	16%	15%	18%	-	-	15%	18%	-	16%	15%	23% lm	23% lm	10%	8%	18%	14%	17%	21%	11%	-
Net: Unlikely	242	123	120	-	-	123	120	-	242	31	49	46	53	63	148	95	200	16	19	8
	59%	61%	57%	-	-	61%	57%	-	59%	63%	48%	51%	59%	78% hjkl	61%	55%	58%	66%	58%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 341

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_2 sponsored

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	19	18	1	-	16	3	15	3	18	-	1	10	1	8	10	4	5	9	4	6	17	1	1
	5%	5%	2%	-	5%	4%	5%	5%	8% ij	-	1%	8%	3%	3%	12% p	8% p	2%	10% s	14%	2%	12% uv	1%	1%
Likely (2)	48	43	6	-	40	9	39	8	30	9	9	21	7	21	13	11	25	21	4	24	24	14	11
	12%	12%	14%	-	11%	13%	11%	13%	14% j	15%	7%	16% m	21% m	8%	15%	21% p	9%	23% s	13%	8%	16% v	15% v	6%
Neither likely nor unlikely (3)	103	88	12	3	85	18	84	16	65	15	24	39	11	54	30	14	60	24	8	71	50	26	27
	25%	24%	30%	35%	25%	28%	25%	27%	29%	26%	17%	30%	32%	22%	33% p	27%	22%	26%	29%	24%	34% v	28% v	16%
Unlikely (4)	82	74	8	-	67	15	65	13	41	16	25	26	7	49	13	8	62	21	6	55	23	16	43
	20%	20%	19%	-	19%	23%	19%	22%	19%	28%	19%	20%	20%	20%	14%	15%	22%	23%	22%	19%	15%	17%	26% t
Very unlikely (5)	160	140	14	6	139	21	137	20	65	17	78	34	8	118	23	14	123	16	6	138	36	38	87
	39%	39%	35%	65%	40%	32%	40%	33%	30%	30%	57% hi	26%	24%	47% kl	26%	28%	45% no	18%	22%	47% q	24%	40% t	51% t
Mean	3.76	3.76	3.7	4.3	3.79	3.64	3.79	3.66	3.47	3.73	4.24 hi	3.4	3.43	3.99 kl	3.28	3.36	3.99 no	3.15	3.25	4 q	3.24	3.8 t	4.21 tu
Standard Deviation	1.21	1.22	1.16	1.01	1.22	1.19	1.21	1.21	1.28	1.06	1.02	1.25	1.16	1.15	1.31	1.31	1.1	1.25	1.33	1.11	1.29	1.15	0.97
Net: Likely	68	61	7	-	56	12	54	11	49	9	10	31	8	29	24	14	30	30	8	30	41	15	12
	16%	17%	16%	-	16%	18%	16%	18%	22% j	15%	8%	24% m	23%	12%	26% p	29% p	11%	33% s	27%	10%	27% uv	16% v	7%
Net: Unlikely	242	214	22	6	206	36	202	33	106	33	103	60	15	167	36	22	185	37	13	193	59	54	130
	59%	59%	54%	65%	59%	55%	59%	55%	48%	58%	75% hi	46%	45%	67% kl	40%	44%	67% no	41%	44%	66% q	39%	57% t	77% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 342

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_2 sponsored

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	19	8	11	15	4	8	11	13	9	14	13	19	-	19	-	12	6	8	5	5	5	2
	5%	13%	3%	9%	2%	13%	3%	5%	22%	20%	11%	5%	-	5%	-	9%	3%	7%	7%	7%	6%	4%
		b		df		df			g	g	g					p						
Likely (2)	48	12	36	28	21	12	36	35	11	12	16	41	8	43	6	20	17	18	13	9	11	7
	12%	20%	10%	16%	9%	20%	10%	14%	27%	17%	15%	11%	13%	12%	11%	15%	8%	15%	18%	11%	12%	14%
		b		d		df		g								p						
Neither likely nor unlikely (3)	103	19	84	47	56	19	84	69	9	7	23	88	15	92	12	36	48	31	19	22	20	14
	25%	32%	24%	27%	24%	32%	24%	27%	22%	10%	21%	25%	26%	25%	23%	27%	22%	26%	25%	28%	23%	27%
								i														
Unlikely (4)	82	12	71	34	48	12	71	57	3	15	30	71	11	73	10	32	45	23	16	23	17	11
	20%	19%	20%	20%	20%	19%	20%	22%	8%	20%	27%	20%	19%	20%	19%	23%	21%	20%	22%	29%	20%	21%
								h			h											
Very unlikely (5)	160	10	150	51	109	10	150	83	9	25	28	136	24	137	23	35	102	38	20	20	35	17
	39%	16%	43%	29%	46%	16%	43%	32%	22%	34%	26%	38%	41%	38%	46%	26%	47%	32%	28%	25%	40%	34%
			a		ce		ce										o				s	
Mean	3.76	3.05	3.88	3.45	4	3.05	3.88	3.63	2.81	3.32	3.41	3.74	3.89	3.73	4	3.42	4.01	3.55	3.45	3.55	3.75	3.66
			e		ce		ce	h			h						o					
Standard Deviation	1.21	1.26	1.16	1.3	1.1	1.26	1.16	1.21	1.45	1.56	1.32	1.23	1.1	1.23	1.08	1.27	1.12	1.27	1.27	1.18	1.26	1.21
Net: Likely	68	20	48	43	25	20	48	48	20	27	29	60	8	62	6	33	23	26	18	14	16	9
	16%	33%	14%	24%	10%	33%	14%	19%	49%	36%	26%	17%	13%	17%	11%	24%	11%	22%	25%	18%	18%	18%
		b		df		df			gj	g						p						
Net: Unlikely	242	21	221	86	157	21	221	140	12	40	58	207	36	210	33	67	146	61	36	43	53	28
	59%	35%	63%	49%	66%	35%	63%	54%	30%	54%	53%	58%	61%	58%	65%	49%	67%	52%	50%	54%	59%	54%
			a		ce		ce	h		h	h						o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

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Table 343

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_3 advertisement

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	29	14	16	-	-	14	16	-	29	4	16	7	2	1	21	9	24	2	4	-
	7%	7%	7%	-	-	7%	7%	-	7%	8%	15% hlm	7%	2%	1%	9%	5%	7%	7%	11%	-
Likely (2)	64	34	30	-	-	34	30	-	64	6	17	19	14	7	39	25	60	3	1	-
	16%	17%	14%	-	-	17%	14%	-	16%	13%	17%	21% m	16%	9%	16%	15%	17%	14%	4%	-
Neither likely nor unlikely (3)	96	56	41	-	-	56	41	-	96	17	29	22	19	10	50	47	76	5	9	8
	23%	28%	19%	-	-	28%	19%	-	23%	34% m	29% m	24% m	21% m	12%	20%	27%	22%	19%	27%	58%
Unlikely (4)	78	25	53	-	-	25	53	-	78	11	11	16	22	17	41	37	69	2	5	2
	19%	12%	25% a	-	-	12%	25% e	-	19%	22%	11%	18%	24% j	21%	17%	21%	20%	7%	15%	14%
Very unlikely (5)	146	74	72	-	-	74	72	-	146	11	28	27	33	47	92	54	116	13	14	4
	35%	36%	34%	-	-	36%	34%	-	35%	23%	27%	30%	37%	58% hijkl	38%	32%	34%	53%	43%	28%
Mean	3.6	3.54	3.64	-	-	3.54	3.64	-	3.6	3.39	3.18	3.41	3.76 j	4.26 hijkl	3.59	3.6	3.56	3.83	3.74	3.69
Standard Deviation	1.3	1.32	1.28	-	-	1.32	1.28	-	1.3	1.21	1.41	1.31	1.18	1.04	1.36	1.22	1.3	1.42	1.37	0.91
Net: Likely	94	48	46	-	-	48	46	-	94	10	33	26	17	8	60	34	84	5	5	-
	23%	24%	22%	-	-	24%	22%	-	23%	21%	33% m	29% lm	18%	10%	25% m	20%	24%	22%	16%	-
Net: Unlikely	224	98	125	-	-	98	125	-	224	22	39	43	55	64	133	91	185	14	19	5
	54%	49%	59% a	-	-	49%	59% e	-	54%	45%	39%	48%	61% j	79% hijkl	55%	53%	54%	59%	58%	42%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 344

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_3 advertisment

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	29	27	2	-	25	4	24	4	22	4	3	21	1	7	13	3	13	17	3	9	22	7	1
	7%	8%	5%	-	7%	6%	7%	7%	10% j	7%	2%	16% lm	3%	3%	15% p	6%	5%	19% s	10%	3%	14% v	7% v	1%
Likely (2)	64	60	5	-	50	15	49	13	46	7	11	25	7	33	17	15	33	23	6	36	37	15	13
	16%	16%	12%	-	14%	22%	14%	21%	21% j	12%	8%	19%	20%	13%	19%	30% p	12%	25% s	20%	12%	25% v	16% v	7%
Neither likely nor unlikely (3)	96	80	13	4	81	16	77	16	54	15	27	33	13	50	26	12	58	18	12	66	40	27	29
	23%	22%	30%	46%	23%	24%	23%	26%	25%	26%	20%	26%	39% m	20%	30%	25%	21%	20%	42%	22%	27% v	29% v	17%
Unlikely (4)	78	66	10	1	67	10	66	8	35	17	26	23	8	47	15	5	57	19	5	54	21	14	42
	19%	18%	25%	11%	19%	15%	20%	14%	16%	29% h	19%	18%	22%	19%	17%	10%	21%	21%	16%	18%	14%	15%	25% t
Very unlikely (5)	146	130	12	4	124	22	123	20	62	15	69	27	5	114	18	14	114	13	3	130	31	31	84
	35%	36%	28%	43%	36%	33%	36%	33%	28%	26%	50% hi	21%	16%	45% kl	20%	28%	41% n	14%	12%	44% q	20%	33% t	50% tu
Mean	3.6	3.59	3.6	3.97	3.62	3.47	3.63	3.45	3.31	3.55	4.07 hi	3.08	3.28	3.91 kl	3.09	3.25	3.82 no	2.86	2.99	3.88 q	3.01	3.51 t	4.16 tu
Standard Deviation	1.3	1.32	1.17	1	1.3	1.32	1.3	1.32	1.35	1.21	1.11	1.37	1.06	1.2	1.33	1.33	1.23	1.34	1.14	1.19	1.34	1.29	1
Net: Likely	94	87	7	-	75	19	73	17	68	11	14	46	8	40	30	18	46	40	9	45	59	22	14
	23%	24%	16%	-	22%	28%	21%	28%	31% j	19%	10%	36% m	23%	16%	33% p	37% p	17%	44% s	31%	15%	39% uv	23% v	8%
Net: Unlikely	224	197	22	5	192	32	190	28	96	31	96	50	13	160	33	19	171	32	8	183	51	46	126
	54%	54%	53%	54%	55%	48%	56%	46%	44%	55%	70% h	39%	38%	64% kl	37%	39%	62% no	35%	28%	62% q	34%	48% t	75% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 345
QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_3 advertisement

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	29	10	19	23	6	10	19	21	9	15	19	29	-	29	-	21	6	14	10	11	6	5
	7%	17% b	5%	13% df	3%	17% df	5%	8%	22% g	20% g	17% g	8% l	-	8% n	-	16% p	3%	12%	14%	14%	7%	10%
Likely (2)	64	17	47	34	30	17	47	46	13	10	17	54	11	53	12	25	29	21	14	16	15	9
	16%	29% b	13%	19% df	13%	29% df	13%	18%	31% ij	14%	16%	15%	18%	15%	23%	18%	13%	18%	19%	20%	17%	17%
Neither likely nor unlikely (3)	96	14	82	42	55	14	82	67	9	20	27	81	16	85	12	33	46	23	13	18	22	16
	23%	24%	23%	24%	23%	24%	23%	26%	22%	27%	24%	23%	26%	23%	23%	24%	21%	19%	18%	22%	24%	32%
Unlikely (4)	78	9	69	30	48	9	69	49	3	10	24	66	11	69	8	29	39	24	17	16	12	6
	19%	14%	20%	17%	20%	14%	20%	19%	7%	14%	22% h	19%	19%	19%	17%	21%	18%	20%	24%	20%	13%	12%
Very unlikely (5)	146	10	136	47	99	10	136	74	7	18	23	125	21	128	18	28	98	36	19	20	34	15
	35%	16%	39% a	27%	42% ce	16%	39% ce	29%	18%	25%	21%	35%	36%	35%	37%	21%	45% o	31%	26%	25%	38%	29%
Mean	3.6	2.84	3.72 a	3.25	3.85 ce	2.84	3.72 ce	3.42 h	2.68	3.09	3.14	3.57	3.73	3.59	3.67	3.14	3.89 o	3.4	3.29	3.23	3.58	3.32
Standard Deviation	1.3	1.33	1.25	1.38	1.17	1.33	1.25	1.3	1.39	1.45	1.37	1.32	1.14	1.31	1.2	1.36	1.2	1.39	1.4	1.38	1.34	1.34
Net: Likely	94	28	66	57	36	28	66	68	22	25	36	83	11	82	12	46	35	35	24	26	22	14
	23%	46% b	19%	33% df	15%	46% df	19%	26%	53% gj	34%	33%	23%	18%	23%	23%	34% p	16%	30%	33%	33%	24%	27%
Net: Unlikely	224	19	205	77	147	19	205	122	10	28	47	191	32	197	27	58	136	60	36	35	45	21
	54%	31%	58% a	44%	62% ce	31%	58% ce	48% h	25%	39%	43%	54%	55%	54%	53%	42%	63% o	51%	50%	45%	51%	41%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 346

QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cell 3

																				Demographics
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	19	10	9	-	-	10	9	-	19	2	9	4	1	3	13	6	15	2	3	-
	5%	5%	4%	-	-	5%	4%	-	5%	4%	9% l	4%	1%	4%	6%	4%	4%	7%	8%	-
Likely (2)	57	30	27	-	-	30	27	-	57	7	19	18	8	5	34	23	46	5	4	2
	14%	15%	13%	-	-	15%	13%	-	14%	14%	19% m	20% lm	8%	6%	14%	13%	13%	21%	12%	14%
Neither likely nor unlikely (3)	99	44	55	-	-	44	55	-	99	17	26	18	25	13	55	44	84	3	5	7
	24%	22%	26%	-	-	22%	26%	-	24%	35% m	25%	20%	28%	16%	23%	26%	24%	12%	15%	57%
Unlikely (4)	82	41	41	-	-	41	41	-	82	9	17	21	21	14	44	37	69	3	7	2
	20%	20%	19%	-	-	20%	19%	-	20%	17%	17%	23%	23%	17%	18%	22%	20%	14%	22%	15%
Very unlikely (5)	157	76	80	-	-	76	80	-	157	15	30	30	36	46	96	61	130	11	14	2
	38%	38%	38%	-	-	38%	38%	-	38%	30%	29%	33%	40%	57% hijkl	39%	36%	38%	45%	43%	14%
Mean	3.72	3.71	3.74	-	-	3.71	3.74	-	3.72	3.55	3.39	3.6	3.91 j	4.17 hijk	3.72	3.73	3.74	3.69	3.79	3.29
Standard Deviation	1.23	1.25	1.21	-	-	1.25	1.21	-	1.23	1.18	1.33	1.25	1.07	1.14	1.27	1.18	1.22	1.44	1.34	0.91
Net: Likely	76	40	36	-	-	40	36	-	76	9	28	22	9	8	48	29	61	7	7	2
	18%	20%	17%	-	-	20%	17%	-	18%	18%	28% hlm	24% lm	10%	10%	20%	17%	18%	28%	20%	14%
Net: Unlikely	239	117	121	-	-	117	121	-	239	23	47	51	56	60	140	98	199	14	21	4
	58%	58%	57%	-	-	58%	57%	-	58%	47%	47%	56%	63% j	74% hijk	58%	57%	58%	59%	65%	29%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 347

QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cell 3

	Total	Internet Use – Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device – Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook – Heavy user (h)	Medium user (i)	Light user (j)	Instagram – Heavy user (k)	Medium user (l)	Light user (m)	Twitter – Heavy user (n)	Medium user (o)	Light user (p)	Snapchat – Heavy user (q)	Medium user (r)	Light user (s)	YouTube – Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	19	17	1	1	14	5	13	4	15	1	3	11	1	7	9	5	5	9	4	6	14	3	2
	5%	5%	2%	11%	4%	8%	4%	7%	7%	2%	2%	9% m	3%	3%	11% p	9% p	2%	10% s	14%	2%	10% v	3%	1%
Likely (2)	57	52	5	-	48	9	44	9	38	8	11	26	7	24	16	12	29	21	7	28	27	14	16
	14%	14%	12%	-	14%	13%	13%	15%	17% j	13%	8%	20% m	20%	10%	18% p	24%	10%	23% s	26%	10%	18% v	14%	9%
Neither likely nor unlikely (3)	99	84	13	1	84	15	84	12	58	19	21	37	10	53	25	12	62	25	9	65	46	25	28
	24%	23%	32%	13%	24%	23%	25%	20%	27%	34% j	15%	28%	29%	21%	28%	24%	23%	27%	32%	22%	31% v	26%	17%
Unlikely (4)	82	75	7	-	67	15	65	14	43	11	29	26	10	46	19	6	56	21	3	58	26	14	42
	20%	21%	16%	-	19%	22%	19%	23%	19%	19%	21%	20%	29%	18%	22%	12%	21%	23%	10%	20%	17%	15%	25%
Very unlikely (5)	157	134	15	7	134	23	133	22	65	18	73	30	6	120	19	15	122	14	5	137	36	39	81
	38%	37%	37%	76%	39%	34%	39%	36%	30%	32%	53% hi	23%	19%	48% kl	21%	30%	45% n	16%	18%	47% q	24%	41% t	48% t
Mean	3.72	3.71	3.73	4.29	3.74	3.62	3.76	3.67	3.47	3.66	4.15 hi	3.29	3.4	3.99 kl	3.25	3.3	3.96 no	3.11	2.94	3.99 q	3.28	3.77 t	4.09 tu
Standard Deviation	1.23	1.23	1.16	1.42	1.22	1.29	1.21	1.29	1.27	1.13	1.09	1.26	1.11	1.16	1.28	1.38	1.12	1.23	1.3	1.12	1.28	1.22	1.06
Net: Likely	76	69	6	1	62	14	58	13	53	9	14	37	8	31	26	17	34	30	11	34	42	17	18
	18%	19%	15%	11%	18%	21%	17%	21%	24% j	15%	10%	29% m	23%	13%	29% p	34% p	12%	34% s	39%	12%	28% v	18%	11%
Net: Unlikely	239	210	22	7	201	37	198	35	107	29	102	56	16	166	38	21	179	35	8	195	62	53	123
	58%	58%	53%	76%	58%	56%	58%	59%	49%	51%	74% hi	43%	48%	66% kl	43%	43%	65% no	39%	29%	66% q	41%	56% t	73% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 348

QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	19	8	11	14	5	8	11	15	5	12	10	19	-	19	-	13	7	6	6	4	3	2
	5%	13%	3%	8%	2%	13%	3%	6%	12%	17%	10%	5%	-	5%	-	9%	3%	5%	9%	5%	4%	4%
		b		df		df				g						p						
Likely (2)	57	17	40	35	22	17	40	45	16	13	26	52	5	54	3	26	20	20	15	16	13	13
	14%	28%	11%	20%	9%	28%	11%	17%	39%	18%	23%	15%	8%	15%	6%	19%	9%	16%	20%	20%	14%	26%
		b		df		df			gi							p						
Neither likely nor unlikely (3)	99	17	82	44	55	17	82	70	12	16	28	83	16	86	13	38	42	30	17	22	21	13
	24%	28%	23%	25%	23%	28%	23%	27%	29%	21%	25%	23%	27%	24%	25%	28%	19%	26%	23%	27%	24%	26%
Unlikely (4)	82	8	74	35	47	8	74	50	2	10	18	70	11	72	10	29	44	27	14	19	19	6
	20%	13%	21%	20%	20%	13%	21%	20%	5%	14%	17%	20%	20%	20%	19%	22%	20%	23%	20%	24%	21%	11%
								h														
Very unlikely (5)	157	11	146	48	108	11	146	78	6	22	27	130	27	131	25	30	105	35	21	19	33	17
	38%	18%	41%	27%	46%	18%	41%	30%	15%	30%	25%	37%	46%	36%	50%	22%	48%	30%	28%	24%	37%	32%
			a		ce		ce	h									o					
Mean	3.72	2.94	3.86	3.38	3.98	2.94	3.86	3.51	2.72	3.22	3.24	3.67	4.04	3.67	4.14	3.28	4.01	3.56	3.39	3.42	3.74	3.41
		a		e	ce		ce	h			h		k		m		o					
Standard Deviation	1.23	1.3	1.17	1.3	1.12	1.3	1.17	1.25	1.21	1.47	1.32	1.26	1.03	1.25	0.99	1.26	1.16	1.22	1.32	1.2	1.21	1.31
Net: Likely	76	25	51	49	27	25	51	60	21	26	36	72	5	73	3	39	27	26	21	20	16	16
	18%	42%	14%	28%	11%	42%	14%	23%	51%	35%	33%	20%	8%	20%	6%	28%	12%	22%	29%	25%	18%	31%
		b		df		df			gj			l		n		p						
Net: Unlikely	239	19	220	83	156	19	220	128	8	32	46	200	38	204	35	59	149	62	35	38	52	22
	58%	31%	62%	47%	65%	31%	62%	50%	20%	44%	42%	56%	66%	56%	69%	44%	68%	53%	48%	48%	58%	44%
			a	e	ce		ce	h		h	h						o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 349

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_3 Advert black

Base: Cell 3

							Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	14	8	6	-	-	8	6	-	14	2	6	5	1	-	10	4	12	-	3	-
	3%	4%	3%	-	-	4%	3%	-	3%	4%	6%	5%	1%	-	4%	2%	3%	-	8%	-
											m	m								
Likely (2)	55	22	33	-	-	22	33	-	55	5	19	20	8	3	35	19	49	2	4	-
	13%	11%	16%	-	-	11%	16%	-	13%	11%	19%	21%	8%	4%	15%	11%	14%	7%	12%	-
									m		lm	hlm								
Neither likely nor unlikely (3)	81	29	52	-	-	29	52	-	81	16	21	16	19	9	45	36	66	5	6	4
	20%	14%	24%	-	-	14%	24%	-	20%	33%	20%	17%	21%	11%	18%	21%	19%	20%	18%	28%
			a				e			hkm										
Unlikely (4)	80	46	34	-	-	46	34	-	80	10	22	13	18	16	41	38	67	3	5	4
	19%	23%	16%	-	-	23%	16%	-	19%	20%	22%	15%	20%	20%	17%	22%	20%	14%	15%	30%
Very unlikely (5)	184	97	87	-	-	97	87	-	184	16	33	38	44	54	111	73	149	14	15	6
	45%	48%	41%	-	-	48%	41%	-	45%	32%	32%	41%	49%	66%	46%	43%	43%	59%	47%	42%
									j				j	hijkl						
Mean	3.88	4	3.77	-	-	4	3.77	-	3.88	3.65	3.55	3.65	4.07	4.47	3.85	3.92	3.85	4.24	3.81	4.14
									j				ijk	hijkl						
Standard Deviation	1.21	1.19	1.22	-	-	1.19	1.22	-	1.21	1.16	1.29	1.35	1.08	0.83	1.26	1.14	1.22	1.04	1.37	0.86
Net: Likely	69	30	39	-	-	30	39	-	69	7	26	24	9	3	46	23	61	2	6	-
	17%	15%	19%	-	-	15%	19%	-	17%	15%	25%	27%	10%	4%	19%	14%	18%	7%	20%	-
									m	m	lm	hlm								
Net: Unlikely	264	143	121	-	-	143	121	-	264	26	55	51	62	70	152	112	217	18	20	10
	64%	71%	57%	-	-	71%	57%	-	64%	52%	54%	56%	69%	85%	63%	65%	63%	73%	62%	72%
		b				f								hijkl						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 350

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_3 Advert black

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	14	12	3	-	11	3	11	3	12	-	3	9	-	5	8	1	5	10	1	3	12	2	-
	3%	3%	7%	-	3%	5%	3%	5%	5%	-	2%	7%	-	2%	9%	2%	2%	11%	4%	1%	8%	2%	-
												m			p			s			v		
Likely (2)	55	47	7	1	42	13	38	12	39	6	10	31	5	19	18	16	21	24	9	23	30	13	12
	13%	13%	17%	11%	12%	19%	11%	19%	18%	11%	7%	24%	15%	7%	20%	31%	8%	26%	30%	8%	20%	14%	7%
									j			m			p	p		s			v		
Neither likely nor unlikely (3)	81	71	7	3	72	9	71	8	55	10	15	32	13	36	21	9	50	25	10	46	34	24	23
	20%	20%	16%	35%	21%	13%	21%	13%	25%	18%	11%	25%	38%	14%	24%	19%	18%	28%	34%	16%	22%	25%	14%
												m	m					s			v		
Unlikely (4)	80	71	8	1	64	15	64	13	35	13	32	23	4	53	15	8	56	16	1	63	34	16	30
	19%	20%	18%	11%	19%	23%	19%	22%	16%	22%	23%	18%	12%	21%	17%	16%	21%	17%	4%	21%	22%	17%	18%
Very unlikely (5)	184	163	18	4	158	27	156	25	79	28	77	35	12	138	26	16	142	17	8	160	41	40	103
	45%	45%	42%	43%	45%	40%	46%	41%	36%	49%	56%	27%	35%	55%	29%	32%	52%	18%	28%	54%	27%	42%	61%
											h			kl			no			q		t	tu
Mean	3.88	3.9	3.73	3.86	3.91	3.75	3.93	3.75	3.6	4.1	4.24	3.33	3.67	4.2	3.36	3.44	4.13	3.05	3.23	4.2	3.4	3.83	4.34
										h	h			kl			no			q		t	tu
Standard Deviation	1.21	1.2	1.35	1.16	1.2	1.29	1.19	1.31	1.28	1.06	1.04	1.29	1.12	1.07	1.34	1.29	1.08	1.27	1.27	1.03	1.3	1.18	0.96
Net: Likely	69	58	10	1	54	16	50	15	50	6	13	40	5	24	27	17	26	34	10	26	42	15	12
	17%	16%	23%	11%	15%	24%	15%	24%	23%	11%	9%	31%	15%	9%	30%	33%	9%	37%	34%	9%	28%	16%	7%
									j			m			p	p		s			uv	v	
Net: Unlikely	264	234	25	5	222	42	220	38	114	41	109	57	16	190	41	24	199	32	9	223	74	56	134
	64%	64%	61%	54%	64%	63%	65%	63%	52%	71%	80%	44%	47%	76%	46%	48%	72%	35%	32%	76%	50%	59%	79%
										h	h			kl			no			q			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 351

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_3 Advert black

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	14	4	10	10	5	4	10	11	6	12	11	12	2	12	2	11	4	4	5	3	3	2
	3%	7%	3%	5%	2%	7%	3%	4%	15% g	16% g	10%	4%	3%	3%	4%	8% p	2%	4%	7%	4%	4%	4%
Likely (2)	55	21	34	37	18	21	34	44	15	13	23	52	3	52	3	27	21	19	14	15	16	13
	13%	35% b	10%	21% df	8%	35% cdf	10%	17%	36% gi	18%	21%	15% l	5%	14%	6%	20% p	10%	16%	19%	19%	18%	25%
Neither likely nor unlikely (3)	81	13	68	43	38	13	68	53	6	14	27	64	16	70	11	32	34	23	14	14	13	9
	20%	21%	19%	25% d	16%	21%	19%	21%	15%	19%	24%	18%	28%	19%	21%	23%	16%	20%	19%	17%	15%	17%
Unlikely (4)	80	12	68	31	49	12	68	52	6	14	21	69	11	69	11	28	41	26	16	24	20	9
	19%	19%	19%	18%	21%	19%	19%	20%	15%	19%	20%	19%	18%	19%	21%	20%	19%	22%	22%	30%	22%	18%
Very unlikely (5)	184	11	173	56	129	11	173	98	8	20	28	157	27	160	24	39	117	45	24	24	37	19
	45%	18%	49% a	32%	54% ce	18%	49% ce	38% hj	20%	28%	26%	44%	46%	44%	48%	29%	54% o	38%	33%	30%	42%	36%
Mean	3.88	3.07	4.02 a	3.49	4.17 e	3.07	4.02 ce	3.7 hij	2.89	3.25	3.31	3.86	3.99	3.86	4.04	3.43	4.13 o	3.75	3.56	3.62	3.81	3.57
Standard Deviation	1.21	1.25	1.15	1.28	1.08	1.25	1.15	1.25	1.39	1.44	1.32	1.23	1.11	1.22	1.13	1.3	1.11	1.23	1.32	1.22	1.26	1.33
Net: Likely	69	25	44	46	23	25	44	55	21	25	33	64	5	64	5	37	25	24	19	19	19	15
	17%	42% b	12%	26% df	10%	42% cdf	12%	21%	51% gj	34% g	30%	18%	8%	18%	10%	27% p	12%	20%	26%	23%	21%	29%
Net: Unlikely	264	22	241	86	177	22	241	149	14	34	50	226	38	229	35	67	158	72	40	47	57	28
	64%	37%	68% a	49%	75% ce	37%	68% ce	58% hj	35%	47%	45%	64%	64%	63%	69%	49%	73% o	60%	55%	59%	64%	54%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 352

QINF2_8 - Likelihood to share or comment on types of posts: 08. JamesLock6_3 ad

Base: Cell 3

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	13	8	5	-	-	8	5	-	13	1	8	3	1	-	11	2	9	2	3	-
	3%	4%	3%	-	-	4%	3%	-	3%	2%	8% hlm	3%	1%	-	5%	1%	3%	7%	8%	-
Likely (2)	38	17	21	-	-	17	21	-	38	5	12	12	7	3	24	14	36	2	-	-
	9%	8%	10%	-	-	8%	10%	-	9%	9%	12%	13% m	7%	4%	10%	8%	11%	7%	-	-
Neither likely nor unlikely (3)	87	42	45	-	-	42	45	-	87	17	20	22	16	12	44	42	71	1	9	6
	21%	21%	21%	-	-	21%	21%	-	21%	33% lm	20%	24%	18%	15%	18%	25%	21%	6%	27%	43%
Unlikely (4)	88	45	43	-	-	45	43	-	88	8	21	21	21	16	49	39	75	3	6	4
	21%	22%	20%	-	-	22%	20%	-	21%	17%	20%	23%	24%	20%	20%	23%	22%	13%	19%	29%
Very unlikely (5)	188	91	97	-	-	91	97	-	188	19	40	34	44	50	114	73	153	16	15	4
	45%	45%	46%	-	-	45%	46%	-	45%	39%	39%	37%	49%	62% hijk	47%	43%	44%	66%	47%	28%
Mean	3.96	3.96	3.97	-	-	3.96	3.97	-	3.96	3.81	3.7	3.78	4.12 jk	4.4 hijk	3.95	3.98	3.95	4.22	3.96	3.84
Standard Deviation	1.15	1.16	1.14	-	-	1.16	1.14	-	1.15	1.12	1.32	1.17	1.05	0.87	1.21	1.06	1.14	1.31	1.22	0.86
Net: Likely	51	25	27	-	-	25	27	-	51	6	21	14	8	3	35	16	45	4	3	-
	12%	12%	13%	-	-	12%	13%	-	12%	11%	20% lm	16% m	9%	4%	14%	10%	13%	15%	8%	-
Net: Unlikely	276	136	140	-	-	136	140	-	276	28	60	55	66	67	163	113	228	19	21	7
	67%	67%	66%	-	-	67%	66%	-	67%	55%	60%	60%	73% i	82% hijk	67%	66%	66%	79%	65%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 353

QINF2_8 - Likelihood to share or comment on types of posts: 08. JamesLock6_3 ad

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	13	13	-	-	10	3	10	3	13	-	-	10	-	3	8	1	4	10	1	2	11	3	-
	3%	4%	-	-	3%	5%	3%	5%	6%	-	-	8%	-	1%	9%	2%	1%	11%	4%	1%	7%	3%	-
									j			m			p			s			v	v	
Likely (2)	38	33	5	-	32	6	30	6	27	2	9	25	2	12	12	13	13	20	4	15	28	6	5
	9%	9%	12%	-	9%	9%	9%	10%	12%	3%	6%	19%	6%	5%	13%	25%	5%	22%	13%	5%	18%	6%	3%
												m			p	p		s			uv		
Neither likely nor unlikely (3)	87	72	12	2	71	15	69	13	53	17	16	31	14	42	24	12	51	25	10	52	40	22	24
	21%	20%	30%	24%	21%	23%	20%	22%	24%	30%	12%	24%	41%	17%	27%	24%	18%	27%	36%	18%	27%	23%	14%
										j			km					s			v		
Unlikely (4)	88	78	9	1	74	14	73	12	49	15	24	28	6	54	19	8	61	16	6	66	27	23	38
	21%	21%	21%	11%	21%	21%	21%	19%	22%	26%	17%	22%	17%	21%	21%	15%	22%	18%	19%	22%	18%	24%	22%
Very unlikely (5)	188	166	16	6	160	28	158	26	76	23	88	36	12	139	26	17	145	20	8	159	45	41	102
	45%	46%	37%	65%	46%	43%	46%	44%	35%	41%	64%	28%	37%	56%	29%	33%	53%	22%	29%	54%	30%	43%	60%
											hi			kl			no			q		t	tu
Mean	3.96	3.97	3.84	4.4	3.98	3.88	3.99	3.87	3.67	4.04	4.39	3.43	3.84	4.26	3.48	3.53	4.2	3.18	3.57	4.24	3.45	3.99	4.4
										h	hi			kl			no			q		t	tu
Standard Deviation	1.15	1.17	1.07	0.91	1.14	1.2	1.14	1.23	1.24	0.92	0.93	1.29	1	0.98	1.3	1.26	1	1.31	1.16	0.96	1.28	1.09	0.84
Net: Likely	51	47	5	-	43	9	40	9	41	2	9	35	2	15	20	14	17	30	5	17	38	8	5
	12%	13%	12%	-	12%	13%	12%	15%	19%	3%	6%	27%	6%	6%	23%	27%	6%	33%	16%	6%	25%	9%	3%
									ij			lm			p	p		s			uv	v	
Net: Unlikely	276	244	24	7	234	42	230	38	125	38	112	64	18	193	45	24	206	36	14	225	72	64	140
	67%	67%	58%	76%	67%	63%	68%	63%	57%	67%	82%	50%	53%	77%	50%	49%	75%	40%	48%	77%	48%	68%	83%
											hi			kl			no			q		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 354

QINF2_8 - Likelihood to share or comment on types of posts: 08. JamesLock6_3 ad

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	13	4	9	11	2	4	9	9	6	11	11	13	-	13	-	11	2	6	5	5	3	3
	3%	7%	3%	6%	1%	7%	3%	4%	15%	14%	10%	4%	-	4%	-	8%	1%	5%	7%	6%	4%	6%
				df		d			g	g	g					p						
Likely (2)	38	14	24	26	12	14	24	27	10	10	16	36	2	35	3	23	13	19	10	14	8	4
	9%	23%	7%	15%	5%	23%	7%	11%	24%	13%	14%	10%	3%	10%	6%	17%	6%	16%	13%	17%	9%	8%
		b		df		df			g							p						
Neither likely nor unlikely (3)	87	17	70	40	47	17	70	61	11	16	23	72	14	77	10	28	41	22	13	16	19	12
	21%	28%	20%	23%	20%	28%	20%	24%	27%	22%	21%	20%	25%	21%	19%	21%	19%	18%	18%	20%	21%	23%
Unlikely (4)	88	11	77	36	51	11	77	62	4	12	26	72	15	76	12	28	46	26	21	18	18	14
	21%	18%	22%	21%	22%	18%	22%	24%	10%	16%	24%	20%	26%	21%	23%	21%	21%	22%	29%	23%	21%	28%
								h														
Very unlikely (5)	188	15	173	62	125	15	173	98	10	25	34	161	27	162	26	46	116	46	24	27	41	18
	45%	24%	49%	35%	53%	24%	49%	38%	25%	34%	31%	45%	46%	44%	52%	34%	53%	39%	34%	33%	46%	34%
			a		ce		ce										o					
Mean	3.96	3.3	4.08	3.64	4.2	3.3	4.08	3.82	3.06	3.41	3.52	3.93	4.15	3.93	4.22	3.55	4.2	3.74	3.68	3.6	3.97	3.77
			a		ce		ce	hij									o					
Standard Deviation	1.15	1.26	1.09	1.28	0.99	1.26	1.09	1.16	1.4	1.44	1.32	1.18	0.91	1.17	0.96	1.33	1	1.27	1.26	1.29	1.17	1.19
Net: Likely	51	18	33	37	14	18	33	37	16	20	26	50	2	49	3	34	15	25	15	19	11	7
	12%	30%	9%	21%	6%	30%	9%	14%	38%	28%	24%	14%	3%	13%	6%	25%	7%	21%	20%	23%	12%	14%
		b		df		df			g	g	g	l				p						
Net: Unlikely	276	25	250	99	177	25	250	160	14	37	60	233	42	238	38	74	161	72	45	45	59	32
	67%	42%	71%	56%	74%	42%	71%	62%	35%	50%	55%	66%	72%	65%	75%	55%	74%	61%	62%	56%	67%	63%
			a		ce		ce	h			h						o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 355
QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cell 3

		Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	35	21	13	-	-	21	13	-	35	6	18	7	3	1	27	8	29	2	4	-
	8%	11%	6%	-	-	11%	6%	-	8%	11%	18%	7%	3%	1%	11%	5%	8%	7%	12%	-
									m	m	hklm				o					
Likely (2)	66	33	33	-	-	33	33	-	66	16	16	16	11	7	40	26	58	3	2	2
	16%	16%	15%	-	-	16%	15%	-	16%	33%	16%	18%	12%	8%	16%	15%	17%	14%	8%	15%
										hjklm										
Neither likely nor unlikely (3)	91	46	45	-	-	46	45	-	91	11	27	22	21	9	44	47	74	5	6	6
	22%	23%	21%	-	-	23%	21%	-	22%	22%	27%	24%	24%	12%	18%	27%	22%	20%	20%	43%
									m		m	m	m		n					
Unlikely (4)	66	32	35	-	-	32	35	-	66	4	17	14	18	13	41	25	58	3	5	-
	16%	16%	16%	-	-	16%	16%	-	16%	8%	17%	16%	20%	16%	17%	15%	17%	14%	14%	-
Very unlikely (5)	156	70	86	-	-	70	86	-	156	13	22	32	37	51	91	65	125	11	15	5
	38%	35%	41%	-	-	35%	41%	-	38%	26%	22%	35%	42%	63%	37%	38%	36%	45%	46%	42%
									j			j	hijkl							
Mean	3.59	3.47	3.7	-	-	3.47	3.7	-	3.59	3.06	3.1	3.53	3.84	4.3	3.53	3.66	3.56	3.76	3.75	3.68
									ij			j	ij	hijkl						
Standard Deviation	1.35	1.38	1.31	-	-	1.38	1.31	-	1.35	1.4	1.39	1.33	1.19	1.06	1.41	1.26	1.35	1.38	1.43	1.21
Net: Likely	101	54	46	-	-	54	46	-	101	22	34	23	14	8	66	34	87	5	6	2
	24%	27%	22%	-	-	27%	22%	-	24%	44%	34%	25%	15%	10%	27%	20%	25%	21%	20%	15%
									m	hklm	lm	m								
Net: Unlikely	222	101	121	-	-	101	121	-	222	17	40	46	55	64	132	90	183	14	20	5
	54%	50%	57%	-	-	50%	57%	-	54%	34%	39%	51%	61%	79%	54%	53%	53%	59%	61%	42%
									ij				ij	hijkl						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 356

QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet, smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	35	29	6	-	28	7	28	6	26	4	4	23	2	10	17	2	15	20	5	10	24	7	3
	8%	8%	14%	-	8%	11%	8%	10%	12%	8%	3%	18%	6%	4%	19%	4%	6%	22%	17%	3%	16%	7%	2%
									j			m			op			s			uv		
Likely (2)	66	57	7	1	54	12	49	12	40	8	18	35	7	23	18	14	33	29	7	29	35	16	15
	16%	16%	18%	11%	15%	18%	14%	20%	18%	13%	13%	27%	20%	9%	21%	28%	12%	32%	25%	10%	23%	16%	9%
												m			p			s			v		
Neither likely nor unlikely (3)	91	79	10	2	80	11	80	9	52	15	24	32	10	49	21	14	56	20	8	63	39	25	26
	22%	22%	23%	24%	23%	17%	23%	15%	24%	26%	17%	25%	29%	20%	24%	28%	20%	22%	29%	21%	26%	27%	15%
																					v		
Unlikely (4)	66	62	4	-	53	13	51	12	35	12	20	12	8	46	12	8	47	7	3	56	20	15	31
	16%	17%	10%	-	15%	20%	15%	20%	16%	21%	14%	10%	24%	18%	13%	16%	17%	8%	11%	19%	13%	16%	19%
													k	k						q	v		
Very unlikely (5)	156	136	14	6	133	23	132	21	66	18	72	27	7	122	21	12	123	14	5	136	32	32	93
	38%	37%	34%	65%	38%	34%	39%	34%	30%	32%	52%	21%	21%	49%	23%	24%	45%	16%	18%	46%	21%	34%	55%
											hi			kl			no			q		t	tu
Mean	3.59	3.6	3.32	4.19	3.61	3.48	3.62	3.49	3.34	3.55	4	2.88	3.35	3.99	3.01	3.28	3.83	2.63	2.87	3.95	3	3.52	4.15
											hi			kl			no			q		t	tu
Standard Deviation	1.35	1.33	1.48	1.21	1.34	1.41	1.34	1.41	1.38	1.28	1.22	1.38	1.2	1.19	1.43	1.24	1.27	1.34	1.35	1.17	1.37	1.31	1.11
Net: Likely	101	86	13	1	81	19	77	18	66	12	22	59	9	33	36	16	49	49	12	39	59	22	19
	24%	24%	32%	11%	23%	29%	23%	30%	30%	21%	16%	45%	26%	13%	40%	32%	18%	54%	43%	13%	39%	24%	11%
									j			lm	m		p	p		s			uv	v	
Net: Unlikely	222	198	18	6	187	36	184	33	100	30	92	39	15	168	33	20	170	22	8	192	52	47	124
	54%	55%	44%	65%	54%	54%	54%	54%	46%	52%	67%	30%	45%	67%	37%	40%	62%	24%	29%	65%	34%	50%	73%
											h			kl			no			q			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 357

QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	35	9	25	27	8	9	25	28	8	16	19	35	-	35	-	28	7	16	12	8	6	8
	8%	15%	7%	15%	3%	15%	7%	11%	20%	22%	17%	10%	-	10%	-	20%	3%	14%	17%	10%	7%	16%
			b		df		df			g		l		n		p						
Likely (2)	66	19	47	41	25	19	47	50	15	16	27	59	7	60	6	35	23	22	16	21	13	10
	16%	31%	13%	23%	10%	31%	13%	20%	35%	22%	24%	17%	12%	17%	12%	26%	11%	19%	21%	27%	14%	19%
			b		df		df			g						p						
Neither likely nor unlikely (3)	91	16	74	43	48	16	74	65	8	11	26	76	15	78	13	26	44	25	11	18	22	11
	22%	27%	21%	25%	20%	27%	21%	25%	19%	15%	24%	22%	25%	22%	25%	19%	20%	21%	15%	23%	25%	22%
Unlikely (4)	66	7	59	23	43	7	59	40	5	10	17	59	8	58	9	18	40	22	14	19	17	7
	16%	12%	17%	13%	18%	12%	17%	16%	13%	14%	16%	17%	13%	16%	17%	13%	18%	19%	19%	24%	19%	14%
Very unlikely (5)	156	9	147	42	114	9	147	74	5	20	21	126	30	133	23	29	103	32	20	13	31	15
	38%	14%	42%	24%	48%	14%	42%	29%	12%	27%	19%	36%	51%	37%	46%	21%	48%	27%	28%	16%	35%	29%
			a		ce		ce	h					k				o				s	
Mean	3.59	2.78	3.73	3.07	3.97	2.78	3.73	3.32	2.62	3.03	2.95	3.52	4.02	3.53	3.98	2.89	3.97	3.27	3.21	3.09	3.6	3.19
			a		cef		ce	hj					k		m		o				s	
Standard Deviation	1.35	1.26	1.32	1.39	1.19	1.26	1.32	1.35	1.3	1.53	1.37	1.37	1.12	1.37	1.1	1.43	1.18	1.4	1.48	1.25	1.29	1.46
Net: Likely	101	28	72	68	33	28	72	78	23	32	46	94	7	95	6	63	30	38	28	30	19	18
	24%	47%	20%	39%	14%	47%	20%	30%	56%	43%	42%	26%	12%	26%	12%	46%	14%	33%	38%	37%	21%	35%
		b		df		df		g	g	g		l		n		p				t	t	
Net: Unlikely	222	16	207	65	158	16	207	114	11	30	38	185	37	191	32	47	143	54	35	32	48	22
	54%	26%	58%	37%	66%	26%	58%	44%	25%	41%	35%	52%	63%	52%	63%	34%	66%	46%	47%	40%	54%	42%
			a		ce		ce	h									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 358

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_3 no change

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	21	11	9	-	-	11	9	-	21	4	10	4	1	1	18	3	15	2	4	-
	5%	5%	4%	-	-	5%	4%	-	5%	8%	10%	4%	1%	1%	7%	2%	4%	7%	11%	-
											lm				o					
Likely (2)	34	18	16	-	-	18	16	-	34	6	11	11	5	1	22	11	32	2	-	-
	8%	9%	8%	-	-	9%	8%	-	8%	13%	11%	12%	5%	1%	9%	7%	9%	7%	-	-
										m	m	m								
Neither likely nor unlikely (3)	88	43	45	-	-	43	45	-	88	13	23	23	20	9	41	47	74	1	8	4
	21%	21%	21%	-	-	21%	21%	-	21%	26%	23%	25%	23%	11%	17%	28%	22%	6%	26%	29%
										m	m	m	m		n					
Unlikely (4)	90	44	46	-	-	44	46	-	90	11	21	18	18	21	47	43	76	3	5	6
	22%	22%	22%	-	-	22%	22%	-	22%	23%	21%	20%	20%	26%	19%	25%	22%	13%	15%	43%
Very unlikely (5)	181	87	94	-	-	87	94	-	181	15	36	36	46	49	115	67	146	16	15	4
	44%	43%	45%	-	-	43%	45%	-	44%	31%	35%	39%	51%	60%	47%	39%	43%	66%	47%	28%
													ij	hijk						
Mean	3.91	3.88	3.94	-	-	3.88	3.94	-	3.91	3.55	3.6	3.78	4.13	4.43	3.9	3.93	3.89	4.23	3.87	3.99
										ij			ijk	hijk						
Standard Deviation	1.19	1.22	1.17	-	-	1.22	1.17	-	1.19	1.27	1.34	1.21	1.03	0.84	1.29	1.04	1.18	1.31	1.34	0.79
Net: Likely	54	29	26	-	-	29	26	-	54	10	21	15	6	2	40	14	47	4	4	-
	13%	14%	12%	-	-	14%	12%	-	13%	21%	21%	16%	7%	2%	16%	8%	14%	15%	11%	-
										m	lm	lm	m		o					
Net: Unlikely	271	130	141	-	-	130	141	-	271	26	57	54	64	70	162	109	223	19	20	9
	66%	65%	66%	-	-	65%	66%	-	66%	53%	56%	59%	71%	86%	67%	64%	65%	79%	62%	71%
													ij	hijkl						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 359

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_3 no change

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	21	20	1	-	14	6	14	6	18	2	1	14	-	6	9	-	11	13	3	4	16	3	2
	5%	5%	2%	-	4%	9%	4%	10%	8%	3%	1%	11%	-	3%	11%	-	4%	15%	10%	1%	10%	3%	1%
									j			lm			op			s			uv		
Likely (2)	34	29	3	2	31	3	30	3	24	3	7	16	6	11	12	12	10	16	5	13	20	8	6
	8%	8%	7%	22%	9%	4%	9%	5%	11%	5%	5%	13%	18%	5%	13%	23%	4%	18%	16%	4%	14%	8%	3%
									j			m	m		p	p		s			v		
Neither likely nor unlikely (3)	88	74	13	1	78	10	75	8	54	10	23	35	12	41	28	13	47	26	8	54	41	22	25
	21%	20%	30%	13%	22%	16%	22%	14%	25%	18%	17%	27%	35%	17%	31%	26%	17%	29%	26%	18%	27%	23%	15%
												m	m		p			s			v		
Unlikely (4)	90	80	10	-	75	15	74	13	44	19	27	26	8	56	17	7	66	18	3	69	30	20	40
	22%	22%	23%	-	22%	23%	22%	22%	20%	33%	20%	20%	23%	22%	19%	14%	24%	20%	10%	23%	20%	21%	24%
										h													
Very unlikely (5)	181	160	16	6	150	32	147	30	79	23	79	38	8	135	23	18	140	16	11	154	43	42	96
	44%	44%	37%	65%	43%	48%	43%	49%	36%	41%	57%	29%	24%	54%	26%	37%	51%	18%	37%	53%	29%	44%	57%
											hi			kl			n			q		t	t
Mean	3.91	3.91	3.87	4.07	3.9	3.96	3.91	3.95	3.65	4.03	4.28	3.44	3.54	4.21	3.37	3.64	4.14	3.09	3.47	4.21	3.43	3.96	4.31
										h	h			kl			no			q		t	tu
Standard Deviation	1.19	1.2	1.08	1.36	1.17	1.29	1.18	1.33	1.29	1.05	0.97	1.33	1.06	1.04	1.29	1.21	1.09	1.3	1.41	0.99	1.32	1.13	0.93
Net: Likely	54	49	4	2	45	9	44	9	42	5	8	31	6	18	21	12	22	30	8	17	36	10	8
	13%	13%	9%	22%	13%	14%	13%	15%	19%	8%	6%	24%	18%	7%	24%	23%	8%	33%	27%	6%	24%	11%	5%
									j			m	m		p	p		s			uv		
Net: Unlikely	271	240	25	6	225	47	221	43	123	42	106	64	16	191	40	25	206	35	14	223	73	62	136
	66%	66%	61%	65%	65%	71%	65%	71%	56%	74%	77%	50%	47%	76%	45%	51%	75%	38%	47%	76%	49%	66%	80%
										h	h			kl			no			q		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 360

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_3 no change

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	21	4	16	13	7	4	16	14	6	12	12	20	1	21	-	16	3	8	4	5	3	3
	5%	7%	5%	8%	3%	7%	5%	6%	15%	16%	11%	6%	2%	6%	-	12%	1%	7%	6%	6%	4%	7%
				d					g	g						p						
Likely (2)	34	14	19	20	14	14	19	26	12	11	17	29	5	29	5	13	15	13	13	11	9	5
	8%	24%	5%	11%	6%	24%	5%	10%	29%	14%	15%	8%	8%	8%	10%	10%	7%	11%	17%	13%	10%	9%
		b		df		cdf			g													
Neither likely nor unlikely (3)	88	17	71	46	42	17	71	59	9	11	21	76	13	78	11	33	36	26	15	20	21	12
	21%	29%	20%	26%	18%	29%	20%	23%	22%	15%	20%	21%	21%	21%	21%	24%	17%	22%	21%	25%	24%	24%
Unlikely (4)	90	12	78	39	51	12	78	63	5	16	28	75	15	77	13	35	44	25	16	22	19	9
	22%	20%	22%	22%	21%	20%	22%	24%	12%	22%	26%	21%	26%	21%	25%	26%	20%	21%	22%	28%	22%	17%
Very unlikely (5)	181	13	168	57	124	13	168	95	10	24	32	156	25	159	22	38	119	46	25	22	36	22
	44%	21%	48%	33%	52%	21%	48%	37%	23%	32%	29%	44%	43%	44%	44%	28%	55%	39%	34%	28%	41%	43%
			a		ce		ce										o					
Mean	3.91	3.24	4.03	3.61	4.14	3.24	4.03	3.77	2.99	3.41	3.47	3.9	4	3.89	4.04	3.47	4.19	3.75	3.61	3.57	3.87	3.81
		a			ce		ce	hij									o					
Standard Deviation	1.19	1.23	1.15	1.26	1.09	1.23	1.15	1.21	1.4	1.47	1.34	1.21	1.07	1.21	1.03	1.32	1.04	1.27	1.28	1.21	1.17	1.28
Net: Likely	54	19	36	34	21	19	36	40	18	22	28	49	6	50	5	30	19	21	17	16	12	8
	13%	31%	10%	19%	9%	31%	10%	16%	44%	30%	26%	14%	10%	14%	10%	22%	9%	18%	23%	20%	13%	16%
		b		df		df			gj	g	g					p						
Net: Unlikely	271	25	247	97	175	25	247	157	14	40	60	231	40	236	35	73	163	71	41	44	56	31
	66%	41%	70%	55%	73%	41%	70%	61%	35%	55%	55%	65%	69%	65%	69%	54%	75%	60%	56%	55%	63%	60%
			a		ce		ce	h		h	h						o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 361

QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cell 3

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	25	11	14	-	-	11	14	-	25	6	11	5	2	1	19	7	20	2	4	-
	6%	5%	7%	-	-	5%	7%	-	6%	12%	11%	5%	2%	1%	8%	4%	6%	7%	11%	-
										lm	lm									
Likely (2)	68	30	37	-	-	30	37	-	68	8	21	20	10	9	43	24	58	2	6	2
	16%	15%	18%	-	-	15%	18%	-	16%	16%	21%	22%	11%	11%	18%	14%	17%	7%	20%	14%
												l								
Neither likely nor unlikely (3)	89	44	45	-	-	44	45	-	89	20	14	24	20	11	43	47	75	6	6	2
	22%	22%	21%	-	-	22%	21%	-	22%	40%	14%	26%	22%	14%	18%	27%	22%	26%	18%	14%
										hjlm		j				n				
Unlikely (4)	71	37	35	-	-	37	35	-	71	5	18	18	17	13	39	32	63	3	4	2
	17%	18%	16%	-	-	18%	16%	-	17%	10%	17%	20%	19%	16%	16%	19%	18%	13%	11%	15%
Very unlikely (5)	160	79	81	-	-	79	81	-	160	11	37	24	41	47	99	61	129	11	13	7
	39%	39%	38%	-	-	39%	38%	-	39%	22%	36%	27%	45%	58%	41%	36%	37%	46%	39%	57%
										ik			ik	hijk						
Mean	3.66	3.71	3.61	-	-	3.71	3.61	-	3.66	3.14	3.47	3.41	3.94	4.19	3.65	3.68	3.65	3.83	3.47	4.15
										i			ijk	hijk						
Standard Deviation	1.3	1.27	1.33	-	-	1.27	1.33	-	1.3	1.28	1.45	1.24	1.15	1.12	1.37	1.21	1.29	1.32	1.48	1.17
Net: Likely	93	41	52	-	-	41	52	-	93	14	33	25	12	10	62	31	77	4	10	2
	22%	20%	24%	-	-	20%	24%	-	22%	28%	32%	27%	13%	12%	26%	18%	22%	15%	31%	14%
										m	lm	lm								
Net: Unlikely	232	116	115	-	-	116	115	-	232	16	54	43	58	61	138	93	191	14	16	9
	56%	58%	54%	-	-	58%	54%	-	56%	32%	54%	47%	65%	74%	57%	55%	56%	59%	51%	72%
										i		i	ik	hijk						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 362

QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	25	25	-	-	21	4	20	4	19	2	4	16	-	9	12	6	7	15	4	6	21	1	3
	6%	7%	-	-	6%	6%	6%	7%	9% j	3%	3%	13% lm	-	4%	14% p	12% p	3%	17% s	13%	2%	14% uv	1%	2%
Likely (2)	68	61	7	-	56	12	56	11	51	9	8	33	8	27	22	8	38	30	5	32	39	15	14
	16%	17%	16%	-	16%	18%	16%	18%	23% j	16%	6%	26% m	23%	11%	25% p	16%	14%	33% s	17%	11%	26% v	15%	8%
Neither likely nor unlikely (3)	89	74	13	2	71	18	67	16	50	16	23	32	12	46	19	17	53	19	12	58	33	31	26
	22%	20%	31%	24%	20%	27%	20%	27%	23%	28%	17%	24%	35% m	18%	21%	34% p	19%	21%	41%	20%	22%	32% v	15%
Unlikely (4)	71	63	7	1	59	12	59	11	31	15	26	16	6	49	15	5	52	11	2	58	24	13	35
	17%	17%	18%	11%	17%	18%	17%	18%	14%	26% h	19%	13%	18%	20%	17%	10%	19%	12%	7%	20%	16%	14%	21%
Very unlikely (5)	160	140	14	6	140	21	138	19	67	15	77	32	8	120	21	14	125	15	6	139	33	36	91
	39%	39%	34%	65%	40%	31%	40%	31%	31%	27%	56% hi	25%	25%	48% kl	24%	28%	45% no	16%	22%	47% q	22%	38%	54% tu
Mean	3.66	3.64	3.7	4.4	3.69	3.51	3.7	3.5	3.35	3.56	4.2 hi	3.12	3.44	3.97 kl	3.13	3.28	3.9 no	2.77	3.07	3.99 q	3.05	3.71 t	4.17 tu
Standard Deviation	1.3	1.33	1.12	0.91	1.31	1.27	1.31	1.28	1.36	1.16	1.08	1.37	1.11	1.19	1.39	1.35	1.2	1.32	1.3	1.14	1.37	1.16	1.08
Net: Likely	93	86	7	-	77	16	76	14	70	11	12	49	8	36	34	14	45	46	9	39	61	16	17
	22%	24%	16%	-	22%	23%	22%	24%	32% j	20%	8%	38% m	23%	14%	38% p	28%	16%	50% s	30%	13%	40% uv	16%	10%
Net: Unlikely	232	203	22	7	199	33	197	30	99	30	103	49	14	169	36	19	176	26	8	197	57	49	126
	56%	56%	52%	76%	57%	49%	58%	49%	45%	53%	75% hi	37%	42%	67% kl	41%	38%	64% no	28%	29%	67% q	38%	51% t	75% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 363
QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	25	13	12	19	6	13	12	18	8	14	16	24	1	24	1	17	8	10	9	6	6	5
	6%	22% b	3%	11% df	3%	22% cdf	3%	7%	19% g	18% g	14% g	7%	2%	7%	2%	12% p	4%	9%	13%	8%	7%	10%
Likely (2)	68	18	50	44	23	18	50	53	11	14	24	61	7	63	5	38	21	29	20	26	17	13
	16%	29% b	14%	25% df	10%	29% df	14%	21%	27%	20%	22%	17%	12%	17%	10%	28% p	10%	25%	27%	33% t	19%	26%
Neither likely nor unlikely (3)	89	13	77	38	51	13	77	54	10	17	26	76	13	80	9	30	46	18	10	14	18	11
	22%	21%	22%	21%	22%	21%	22%	21%	24%	23%	24%	21%	22%	22%	18%	22%	21%	15%	13%	17%	21%	22%
Unlikely (4)	71	5	67	27	44	5	67	52	3	10	17	61	11	61	11	21	41	15	13	11	17	6
	17%	8%	19% a	16%	19%	8%	19% e	20% h	7%	14%	15%	17%	18%	17%	21%	16%	19%	13%	17%	13%	19%	12%
Very unlikely (5)	160	12	148	47	113	12	148	80	9	18	27	133	27	136	25	30	102	46	22	23	31	15
	39%	20%	42% a	27%	47% ce	20%	42% ce	31%	22%	25%	25%	37%	47%	37%	49%	22%	47% o	39%	30%	29%	35%	30%
Mean	3.66	2.76	3.81 a	3.22 e	3.98 ce	2.76	3.81 ce	3.47 hij	2.85	3.07	3.15	3.61	3.97	3.61	4.06 m	3.08	3.96 o	3.48	3.24	3.22	3.56	3.25
Standard Deviation	1.3	1.42	1.22	1.37	1.15	1.42	1.22	1.31	1.42	1.45	1.39	1.32	1.15	1.32	1.12	1.35	1.18	1.43	1.45	1.38	1.32	1.4
Net: Likely	93	31	62	63	30	31	62	72	19	28	39	85	8	87	6	55	29	39	29	32	23	19
	22%	51% b	18%	36% df	12%	51% cdf	18%	28% g	47%	38%	36%	24%	13%	24% n	11%	40% p	13%	33%	40%	41% t	26%	36%
Net: Unlikely	232	17	214	75	157	17	214	132	12	28	44	194	38	196	35	52	143	61	34	34	48	21
	56%	28%	61% a	42%	66% ce	28%	61% ce	51% h	29%	38%	40%	55%	65%	54% m	70%	38%	66% o	51%	47%	42%	54%	42%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 364
QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - stripey_3 advert

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Very likely (1)	16	10	6	-	-	10	6	-	16	1	9	5	1	-	15	2	12	2	3	-
	4%	5%	3%	-	-	5%	3%	-	4%	2%	9% hlm	5% m	1%	-	6% o	1%	4%	7%	8%	-
Likely (2)	41	18	23	-	-	18	23	-	41	7	12	12	6	5	24	18	38	3	-	-
	10%	9%	11%	-	-	9%	11%	-	10%	14%	12%	13%	6%	6%	10%	10%	11%	14%	-	-
Neither likely nor unlikely (3)	89	40	48	-	-	40	48	-	89	13	21	26	20	9	46	43	73	3	9	4
	21%	20%	23%	-	-	20%	23%	-	21%	26% m	21%	28% m	22%	11%	19%	25%	21%	12%	27%	29%
Unlikely (4)	86	40	45	-	-	40	45	-	86	11	22	16	22	16	51	35	77	5	4	-
	21%	20%	21%	-	-	20%	21%	-	21%	23%	21%	17%	24%	19%	21%	20%	22%	20%	11%	-
Very unlikely (5)	182	93	89	-	-	93	89	-	182	18	37	33	41	52	108	74	144	11	17	9
	44%	46%	42%	-	-	46%	42%	-	44%	36%	36%	37%	46%	64% hijkl	45%	43%	42%	46%	54%	71%
Mean	3.9	3.93	3.88	-	-	3.93	3.88	-	3.9	3.76	3.64	3.67	4.07 jk	4.41 hijkl	3.88	3.94	3.88	3.84	4.03	4.43
Standard Deviation	1.19	1.21	1.16	-	-	1.21	1.16	-	1.19	1.15	1.33	1.24	1.03	0.91	1.25	1.1	1.17	1.36	1.26	0.94
Net: Likely	58	28	29	-	-	28	29	-	58	8	22	16	7	5	38	20	50	5	3	-
	14%	14%	14%	-	-	14%	14%	-	14%	16%	21% lm	18% lm	8%	6%	16%	12%	15%	21%	8%	-
Net: Unlikely	267	133	134	-	-	133	134	-	267	29	58	49	63	68	159	108	221	16	21	9
	65%	66%	63%	-	-	66%	63%	-	65%	58%	58%	54%	70% k	83% hijk	65%	63%	64%	66%	65%	71%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 365
QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - stripey_3 advert

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Very likely (1)	16	16	-	-	12	4	11	4	15	-	1	12	1	3	8	2	6	11	3	2	13	4	-
	4%	5%	-	-	4%	6%	3%	7%	7%	-	1%	9%	3%	1%	9%	4%	2%	12%	10%	1%	8%	4%	-
									ij			m			p			s			v	v	
Likely (2)	41	40	2	-	38	4	36	4	28	6	8	25	4	12	13	13	15	18	5	19	27	8	7
	10%	11%	5%	-	11%	6%	11%	7%	13%	10%	6%	19%	12%	5%	14%	27%	6%	19%	18%	6%	18%	8%	4%
									j			m			p	p		s			uv		
Neither likely nor unlikely (3)	89	74	13	2	73	16	71	13	58	13	18	33	9	47	25	10	54	26	7	56	40	23	25
	21%	20%	30%	24%	21%	24%	21%	21%	26%	23%	13%	25%	26%	19%	28%	20%	20%	28%	26%	19%	27%	25%	15%
																					v		
Unlikely (4)	86	72	12	2	70	16	69	15	46	12	27	29	6	51	19	10	56	19	5	62	27	26	33
	21%	20%	28%	21%	20%	24%	20%	25%	21%	22%	20%	22%	17%	20%	21%	20%	21%	21%	17%	21%	18%	27%	19%
Very unlikely (5)	182	161	16	5	155	27	153	25	72	26	84	31	14	137	24	14	143	18	8	156	44	34	104
	44%	44%	37%	54%	45%	40%	45%	41%	33%	45%	61%	24%	42%	55%	27%	29%	52%	19%	29%	53%	29%	36%	61%
											hi		k	k			no			q			tu
Mean	3.9	3.89	3.98	4.3	3.91	3.86	3.93	3.87	3.6	4.01	4.35	3.32	3.83	4.22	3.42	3.45	4.15	3.15	3.36	4.19	3.42	3.83	4.38
										h	hi		k	kl			no			q		t	tu
Standard Deviation	1.19	1.22	0.94	0.89	1.19	1.19	1.18	1.22	1.26	1.05	0.95	1.28	1.2	1	1.28	1.28	1.06	1.29	1.36	1	1.3	1.13	0.89
Net: Likely	58	56	2	-	50	8	47	8	43	6	9	37	5	16	21	15	21	29	8	21	39	12	7
	14%	15%	5%	-	14%	12%	14%	13%	20%	10%	6%	29%	15%	6%	24%	31%	8%	32%	29%	7%	26%	12%	4%
									j			m			p	p		s			uv	v	
Net: Unlikely	267	233	27	7	225	43	222	40	118	38	111	60	20	187	43	25	199	36	13	218	71	60	136
	65%	64%	65%	76%	65%	64%	65%	66%	54%	66%	81%	46%	59%	75%	48%	50%	73%	40%	46%	74%	47%	63%	81%
											hi			k			no			q		t	tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Table 366

QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - stripey_3 advert

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Very likely (1)	16	3	13	11	5	3	13	9	7	12	12	16	-	16	-	15	1	7	4	5	3	3
	4%	5%	4%	7%	2%	5%	4%	4%	17%	16%	11%	5%		5%	-	11%	*	6%	6%	6%	4%	6%
				d					g	g	g					p						
Likely (2)	41	20	21	33	8	20	21	34	11	11	21	38	3	39	2	18	16	22	14	14	10	9
	10%	34%	6%	19%	3%	34%	6%	13%	27%	15%	19%	11%	5%	11%	4%	13%	7%	18%	19%	17%	11%	18%
		b		df		cdf			g													
Neither likely nor unlikely (3)	89	16	72	36	53	16	72	63	10	11	20	72	16	74	14	33	40	23	13	17	16	11
	21%	27%	20%	20%	22%	27%	20%	24%	24%	15%	18%	20%	28%	20%	29%	24%	18%	19%	18%	21%	18%	22%
Unlikely (4)	86	11	75	41	45	11	75	55	8	16	26	72	14	74	12	31	44	22	16	17	20	8
	21%	18%	21%	23%	19%	18%	21%	21%	19%	22%	24%	20%	23%	20%	23%	23%	20%	18%	22%	22%	23%	16%
Very unlikely (5)	182	10	172	55	127	10	172	96	6	24	30	156	26	159	22	39	116	45	26	27	39	19
	44%	16%	49%	31%	53%	16%	49%	37%	14%	32%	28%	44%	44%	44%	44%	28%	53%	38%	36%	34%	44%	38%
			a	e	ce		ce	h		h							o					
Mean	3.9	3.05	4.05	3.54	4.18	3.05	4.05	3.76	2.86	3.39	3.39	3.88	4.06	3.88	4.08	3.43	4.18	3.65	3.64	3.59	3.94	3.61
			a	e	ce		ce	hij		h							o					
Standard Deviation	1.19	1.18	1.13	1.28	1.03	1.18	1.13	1.19	1.3	1.47	1.35	1.22	0.96	1.21	0.95	1.33	1.02	1.32	1.3	1.29	1.18	1.33
Net: Likely	58	24	34	45	13	24	34	43	18	23	33	55	3	56	2	34	17	29	18	19	13	13
	14%	39%	10%	25%	6%	39%	10%	17%	44%	31%	30%	15%	5%	15%	4%	25%	8%	24%	24%	24%	15%	24%
		b		df		cdf			g	g	g	l		n		p						
Net: Unlikely	267	21	247	96	172	21	247	151	13	40	57	228	40	233	34	69	160	67	42	44	60	27
	65%	34%	70%	54%	72%	34%	70%	59%	32%	54%	52%	64%	67%	64%	68%	51%	74%	57%	58%	55%	68%	54%
			a	e	ce		ce	h		h	h						o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 367

QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - full post_4 Ad

Base: Cells 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																	Demographics			
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	13	6	7	-	-	6	7	-	13	2	8	2	1	-	6	7	12	-	1	-
	3%	3%	3%	-	-	3%	3%	-	3%	4%	9% hlm	2%	1%	-	2%	4%	4%	-	3%	-
Likely (2)	50	24	27	-	-	24	27	-	50	7	18	16	9	1	31	19	43	-	5	2
	12%	12%	13%	-	-	12%	13%	-	12% m	14% m	19% m	17% m	9% m	1%	13%	11%	13%	-	15%	15%
Neither likely nor unlikely (3)	71	27	44	-	-	27	44	-	71	7	21	14	19	10	47	24	60	5	3	4
	17%	13%	21%	-	-	13%	21%	-	17%	15%	22%	16%	19%	12%	19%	14%	17%	20%	8%	28%
Unlikely (4)	98	43	56	-	-	43	56	-	98	12	16	20	28	23	53	46	81	8	6	4
	24%	21%	26%	-	-	21%	26%	-	24%	27%	17%	22%	27%	28%	22%	27%	23%	33%	19%	27%
Very unlikely (5)	181	103	78	-	-	103	78	-	181	17	32	39	45	47	108	73	147	11	18	4
	44%	51% b	37%	-	-	51% f	37%	-	44%	38%	34%	43%	44%	58% hij	44%	43%	43%	47%	55%	30%
Mean	3.93	4.05 b	3.81	-	-	4.05 f	3.81	-	3.93	3.81	3.48 j	3.86	4.05 j	4.44 hijkl	3.92	3.94	3.9	4.27	4.07	3.72
Standard Deviation	1.17	1.18	1.16	-	-	1.18	1.16	-	1.17	1.23	1.36	1.21	1.04	0.76	1.17	1.19	1.19	0.79	1.25	1.09
Net: Likely	63	30	34	-	-	30	34	-	63	9	26	18	10	1	37	26	55	-	6	2
	15%	15%	16%	-	-	15%	16%	-	15% m	19% m	27% hlm	19% m	10% m	1%	15%	16%	16%	-	18%	15%
Net: Unlikely	280	146	134	-	-	146	134	-	280	30	48	59	73	70	161	119	228	19	25	8
	68%	72%	63%	-	-	72%	63%	-	68% j	66%	51%	65%	71% j	87% hijkl	66%	70%	66%	80%	74%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 368
QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - full post_4 Ad

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	13	13	-	-	10	3	10	2	10	2	1	11	1	1	10	-	3	11	1	1	12	1	-
	3%	3%	-	-	3%	6%	3%	5%	5%	4%	1%	8%	2%	*	10%	-	1%	15%	4%	*	8%	1%	-
									j			m			p			s			uv		
Likely (2)	50	44	5	1	46	4	45	3	32	6	12	28	6	16	12	8	30	18	4	28	33	5	13
	12%	12%	23%	9%	13%	8%	12%	8%	15%	12%	8%	20%	13%	7%	12%	23%	11%	25%	13%	9%	22%	6%	7%
												m			p			s			uv		
Neither likely nor unlikely (3)	71	67	3	1	61	10	61	7	42	7	22	28	12	30	22	10	39	17	9	45	31	12	28
	17%	18%	13%	10%	17%	20%	17%	17%	20%	13%	15%	21%	26%	13%	22%	27%	14%	24%	29%	15%	20%	15%	15%
												m											
Unlikely (4)	98	92	4	3	91	8	91	6	55	12	31	34	15	49	19	6	74	10	11	77	33	24	42
	24%	24%	17%	29%	25%	16%	25%	14%	26%	22%	21%	25%	32%	21%	19%	15%	27%	14%	38%	25%	22%	29%	23%
Very unlikely (5)	181	166	10	5	156	25	155	24	72	27	82	36	13	133	36	13	132	16	5	160	42	40	99
	44%	43%	47%	51%	43%	50%	43%	57%	34%	48%	56%	26%	27%	58%	36%	36%	47%	22%	16%	51%	28%	49%	55%
											h			kl						q		t	t
Mean	3.93	3.92	3.89	4.22	3.92	3.95	3.93	4.1	3.7	4	4.23	3.4	3.69	4.29	3.59	3.64	4.09	3.03	3.49	4.18	3.4	4.18	4.25
											h			kl			no			q		t	t
Standard Deviation	1.17	1.18	1.25	1.03	1.16	1.26	1.16	1.22	1.22	1.22	1.02	1.29	1.07	0.98	1.36	1.2	1.07	1.39	1.05	1.01	1.32	0.98	0.96
Net: Likely	63	57	5	1	56	7	55	5	42	9	13	39	7	17	22	8	33	29	5	29	45	6	13
	15%	15%	23%	9%	15%	14%	15%	12%	20%	16%	9%	29%	15%	8%	22%	23%	12%	40%	17%	9%	30%	7%	7%
									j			m			p			s			uv		
Net: Unlikely	280	258	14	8	247	33	246	30	127	39	113	69	28	182	55	19	206	26	16	237	75	63	141
	68%	67%	64%	80%	68%	65%	68%	71%	60%	71%	76%	51%	59%	79%	55%	51%	74%	36%	54%	76%	50%	78%	78%
											h			kl			no			q		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 369

QINF2_1 - Likelihood to share or comment on types of posts: 01a. Maria J - full post_4 Ad

Base: Cells 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	13	6	7	11	2	6	7	10	6	7	6	12	1	12	1	7	3	6	4	5	3	4
	3%	11%	2%	6%	1%	11%	2%	4%	17%	15%	6%	3%	2%	3%	3%	6%	1%	6%	6%	6%	3%	7%
		b		df		df			g	g						p						
Likely (2)	50	13	38	34	16	13	38	31	11	5	16	42	8	46	4	21	23	13	8	13	9	12
	12%	22%	11%	20%	7%	22%	11%	11%	30%	10%	15%	12%	17%	12%	10%	17%	11%	12%	12%	16%	10%	21%
		b		df		df			gi													
Neither likely nor unlikely (3)	71	17	54	40	31	17	54	55	9	15	29	62	10	64	8	27	31	28	18	17	15	7
	17%	31%	15%	23%	13%	31%	15%	20%	25%	31%	28%	17%	21%	17%	20%	22%	15%	25%	28%	21%	17%	12%
		b		df		df										u	u					
Unlikely (4)	98	8	90	36	63	8	90	76	6	11	31	91	7	92	7	29	45	27	15	23	22	18
	24%	15%	25%	21%	26%	15%	25%	27%	16%	23%	29%	25%	16%	24%	18%	23%	22%	25%	22%	28%	25%	30%
Very unlikely (5)	181	11	170	50	131	11	170	108	4	10	23	162	20	163	18	41	104	36	21	22	41	18
	44%	20%	47%	29%	54%	20%	47%	38%	12%	21%	22%	44%	44%	43%	48%	33%	51%	33%	31%	28%	45%	30%
			a		ce		ce	hij									o				s	
Mean	3.93	3.11	4.05	3.46	4.25	3.11	4.05	3.86	2.76	3.24	3.46	3.94	3.81	3.92	3.99	3.6	4.09	3.68	3.6	3.55	3.99	3.56
			a		cef		ce	hij			h						o				su	
Standard Deviation	1.17	1.29	1.1	1.28	0.97	1.29	1.1	1.15	1.27	1.31	1.16	1.17	1.24	1.18	1.18	1.26	1.11	1.2	1.22	1.24	1.16	1.31
Net: Likely	63	19	45	45	18	19	45	41	17	12	22	55	9	59	5	28	26	19	12	19	12	16
	15%	34%	12%	27%	7%	34%	12%	15%	47%	25%	21%	15%	20%	16%	13%	22%	13%	17%	18%	23%	13%	28%
		b		df		df			gij							p				t		
Net: Unlikely	280	20	260	85	194	20	260	184	10	21	53	253	27	255	24	71	149	63	35	46	63	36
	68%	35%	73%	50%	80%	35%	73%	66%	28%	44%	51%	69%	59%	68%	66%	56%	72%	58%	54%	56%	70%	61%
			a		ce		ce	hij			h						o				r	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 370

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cells 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	18	6	12	-	-	6	12	-	18	2	7	2	5	3	11	7	16	2	1	-
	4%	3%	6%	-	-	3%	6%	-	4%	5%	8%	2%	5%	3%	5%	4%	5%	7%	3%	-
Likely (2)	52	15	37	-	-	15	37	-	52	6	18	17	9	2	33	19	44	5	1	2
	13%	7%	18% a	-	-	7%	18% e	-	13% m	14% m	19% m	19% m	9%	2%	13%	12%	13%	20%	4%	14%
Neither likely nor unlikely (3)	71	28	43	-	-	28	43	-	71	10	21	13	17	10	42	29	56	5	9	2
	17%	14%	21%	-	-	14%	21%	-	17%	22%	22%	14%	16%	13%	17%	17%	16%	20%	27%	14%
Unlikely (4)	81	38	43	-	-	38	43	-	81	12	16	15	22	16	50	31	69	2	6	4
	20%	19%	20%	-	-	19%	20%	-	20%	26%	16%	17%	21%	20%	20%	19%	20%	7%	18%	29%
Very unlikely (5)	191	115	76	-	-	115	76	-	191	15	33	43	50	50	109	82	158	11	16	6
	46%	57% b	36%	-	-	57% f	36%	-	46%	34%	35%	48%	49%	62% hij	45%	49%	46%	47%	48%	43%
Mean	3.9	4.19 b	3.63	-	-	4.19 f	3.63	-	3.9	3.7	3.52	3.9 j	4 j	4.36 hijkl	3.87	3.96	3.9	3.68	4.03	4.01
Standard Deviation	1.24	1.12	1.29	-	-	1.12	1.29	-	1.24	1.21	1.34	1.25	1.2	0.99	1.25	1.23	1.24	1.42	1.11	1.1
Net: Likely	71	21	49	-	-	21	49	-	71	8	25	19	14	4	44	27	60	6	2	2
	17%	10%	23% a	-	-	10%	23% e	-	17% m	18% m	26% hlm	21% m	14%	5%	18%	16%	17%	26%	7%	14%
Net: Unlikely	272	154	118	-	-	154	118	-	272	27	49	59	71	66	159	114	228	13	22	10
	66%	76% b	56%	-	-	76% f	56%	-	66% j	60%	51%	65%	70% j	82% hijk	65%	67%	66%	54%	66%	72%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 371

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	18	17	2	-	16	3	16	2	15	1	2	11	2	6	14	-	5	10	1	7	14	1	3
	4%	4%	8%	-	4%	6%	4%	5%	7% j	2%	1%	8% m	4%	2%	14% op	-	2%	14% s	3%	2%	9% uv	1%	2%
Likely (2)	52	46	4	2	49	3	48	2	36	7	10	33	5	14	22	7	23	21	9	22	34	9	9
	13%	12%	18%	19%	14%	6%	13%	5%	17% j	12%	7%	24% lm	10%	6%	22% p	19%	8%	28% s	32%	7%	23% uv	11%	5%
Neither likely nor unlikely (3)	71	68	2	1	61	10	61	8	33	11	28	29	11	32	17	10	44	14	7	50	28	16	27
	17%	18%	9%	10%	17%	20%	17%	19%	16%	20%	19%	21%	22%	14%	17%	27%	16%	19%	22%	16%	19%	19%	15%
Unlikely (4)	81	79	2	-	68	13	68	11	42	10	29	24	12	45	13	8	60	13	6	63	27	19	36
	20%	21%	8%	-	19%	26%	19%	26%	20%	19%	19%	17%	26%	20%	13%	21%	22%	17%	19%	20%	18%	23%	20%
Very unlikely (5)	191	172	12	7	170	21	169	19	85	26	80	40	18	133	34	12	145	15	7	169	48	38	106
	46%	45%	56%	70%	47%	42%	47%	45%	40%	47%	54% h	29%	37%	58% kl	34%	33%	52% no	21%	23%	54% q	32%	46% t	59% t
Mean	3.9	3.9	3.85	4.22	3.9	3.93	3.9	4.02	3.69	3.97	4.18 h	3.36	3.82 k	4.25 kl	3.33	3.67	4.14 p	3.03	3.28	4.17 q	3.4	4.02 t	4.28 t
Standard Deviation	1.24	1.22	1.49	1.31	1.25	1.19	1.24	1.13	1.34	1.17	1.04	1.34	1.17	1.06	1.48	1.14	1.08	1.37	1.24	1.08	1.38	1.09	1.02
Net: Likely	71	63	6	2	65	6	64	4	51	8	12	44	7	19	35	7	28	31	10	29	48	10	13
	17%	16%	27%	19%	18%	12%	18%	9%	24% j	14%	8%	32% lm	14%	8%	36% p	19%	10%	42% s	35%	9%	32% uv	12%	7%
Net: Unlikely	272	251	14	7	238	34	237	30	127	36	109	64	30	178	47	20	205	28	13	232	74	56	142
	66%	66%	64%	70%	65%	68%	66%	71%	60%	66%	73% h	47%	63%	78% kl	47%	54%	74% no	38%	43%	74% q	49%	69% t	78% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 372

QINF2_2 - Likelihood to share or comment on types of posts: 02. Neutrogena

Base: Cells 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	18	10	8	15	3	10	8	16	6	6	12	17	1	17	1	9	5	5	7	8	5	3
	4%	19% b	2%	9% df	1%	19% df	2%	6%	17% g	13%	12% g	5%	2%	5%	3%	7%	3%	5%	11%	10%	5%	5%
Likely (2)	52	15	37	34	18	15	37	39	12	8	19	46	6	48	4	24	21	21	17	14	13	11
	13%	27% b	10%	20% df	7%	27% df	10%	14%	32% g	17%	18%	12%	14%	13%	10%	19% p	10%	19%	26%	18%	14%	19%
Neither likely nor unlikely (3)	71	10	61	32	39	10	61	50	10	17	18	63	8	66	6	24	27	23	10	14	11	7
	17%	18%	17%	19%	16%	18%	17%	18%	28%	36% gj	17%	17%	19%	17%	15%	19%	13%	21%	15%	17%	12%	13%
Unlikely (4)	81	10	71	33	48	10	71	54	4	5	23	71	10	73	8	25	41	21	10	21	19	14
	20%	19%	20%	20%	20%	19%	20%	19%	11%	11%	22%	19%	21%	19%	21%	19%	20%	19%	15%	26%	21%	23%
Very unlikely (5)	191	10	182	56	136	10	182	121	4	11	32	172	20	173	19	44	112	39	22	24	42	24
	46%	17%	51% a	33% e	56% ce	17%	51% ce	43% hij	12%	24%	30% h	46%	44%	46%	51%	35%	54% o	36%	33%	29%	47% s	40%
Mean	3.9	2.89 a	4.06	3.46 e	4.21 ce	2.89	4.06 ce	3.8 hij	2.7	3.17	3.41 h	3.9	3.9	3.89	4.06	3.56	4.13 o	3.62	3.33	3.46	3.9 rs	3.75
Standard Deviation	1.24	1.39	1.14	1.36	1.04	1.39	1.14	1.29	1.25	1.33	1.4	1.25	1.19	1.25	1.17	1.33	1.14	1.28	1.45	1.35	1.28	1.31
Net: Likely	71	25	45	50	21	25	45	56	18	14	31	63	7	66	5	33	26	27	24	23	17	14
	17%	46% b	13%	29% df	8%	46% cdf	13%	20% g	49%	29%	30% g	17%	16%	17%	13%	26% p	13%	24%	37% t	28%	19%	24%
Net: Unlikely	272	20	252	89	183	20	252	175	8	17	55	243	29	246	26	69	153	61	31	44	61	37
	66%	36%	70% a	52% e	75% ce	36%	70% ce	62% hi	23%	35%	53% hi	66%	65%	65%	72%	54%	74% o	55%	48%	55% r	68%	63%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 373

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cells 4

											Demographics										
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7	
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**	
Very likely (1)	25	11	14	-	-	11	14	-	25	6	11	3	3	3	15	11	23	2	1	-	
	6%	6%	7%	-	-	6%	7%	-	6%	12% kl	12% klm	3%	3%	3%	6%	6%	7%	7%	3%	-	
Likely (2)	85	36	49	-	-	36	49	-	85	16	22	22	17	8	52	32	75	2	6	2	
	20%	18%	23%	-	-	18%	23%	-	20% m	35% hlm	23% m	25% m	16%	10%	21%	19%	22%	7%	18%	15%	
Neither likely nor unlikely (3)	77	32	45	-	-	32	45	-	77	6	25	18	21	7	52	25	68	2	4	4	
	19%	16%	21%	-	-	16%	21%	-	19% m	14%	27% m	20% m	20% m	8%	21%	15%	20%	7%	11%	28%	
Unlikely (4)	66	35	32	-	-	35	32	-	66	7	13	15	17	15	38	28	56	2	9	-	
	16%	17%	15%	-	-	17%	15%	-	16%	15%	13%	16%	16%	19%	16%	17%	16%	6%	27%	-	
Very unlikely (5)	161	90	71	-	-	90	71	-	161	10	24	32	46	48	88	72	122	18	13	8	
	39%	44% b	34%	-	-	44% f	34%	-	39% ij	23%	25%	36%	45% ij	60% hijk	36%	43%	36%	73%	40%	57%	
Mean	3.61	3.77 b	3.45	-	-	3.77 f	3.45	-	3.61 ij	3.02	3.16	3.57 ij	3.84 ij	4.22 hijkl	3.54	3.71	3.52	4.34	3.82	3.99	
Standard Deviation	1.34	1.33	1.34	-	-	1.33	1.34	-	1.34	1.4	1.36	1.29	1.24	1.16	1.33	1.36	1.34	1.27	1.25	1.25	
Net: Likely	110	47	63	-	-	47	63	-	110	21	33	25	19	11	67	43	98	3	7	2	
	27%	23%	30%	-	-	23%	30%	-	27% m	48% hklm	35% lm	28% m	19%	13%	27%	25%	29%	13%	22%	15%	
Net: Unlikely	227	124	103	-	-	124	103	-	227	17	37	47	62	64	126	101	178	19	22	8	
	55%	61% b	49%	-	-	61% f	49%	-	55% ij	39%	38%	52%	61% ij	79% hijkl	52%	60%	52%	80%	67%	57%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 374
QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	25	23	1	1	21	4	21	2	18	3	4	19	2	5	12	1	12	15	2	8	20	3	3
	6%	6%	4%	10%	6%	8%	6%	5%	9% j	6%	3%	14% m	4%	2%	12% p	3%	4%	21% s	7%	3%	13% uv	3%	2%
Likely (2)	85	76	8	1	80	5	79	4	58	10	17	36	10	39	22	14	48	21	13	51	41	15	29
	20%	20%	35%	10%	22%	10%	22%	10%	27% j	19%	11%	26%	21%	17%	22% p	38%	17%	29% s	42%	16%	27% v	18%	16%
Neither likely nor unlikely (3)	77	73	3	1	64	13	63	10	43	6	27	35	15	28	18	7	52	13	7	57	40	12	25
	19%	19%	14%	9%	18%	26%	17%	24%	21%	11%	18%	25% m	31% m	12%	18%	18%	19%	18%	22%	18%	26% uv	15%	14%
Unlikely (4)	66	63	2	1	60	7	60	6	32	13	21	20	8	39	16	5	45	9	4	53	21	21	24
	16%	17%	9%	11%	16%	13%	16%	14%	15%	24%	14%	14%	16%	17%	16%	14%	16%	12%	14%	17%	14%	26% tv	13%
Very unlikely (5)	161	147	8	6	139	21	139	20	60	22	79	28	13	119	31	10	120	14	4	142	30	31	100
	39%	38%	38%	59%	38%	42%	39%	48%	28%	40%	53% h	21%	28%	52% kl	31%	27%	43% n	19%	15%	46% q	20%	38% t	55% tu
Mean	3.61	3.61	3.41	3.98	3.59	3.72	3.6	3.9	3.27	3.74 h	4.04 h	3.02	3.43	3.99 kl	3.31	3.26	3.76 no	2.81	2.88	3.86 q	3	3.77 t	4.04 t
Standard Deviation	1.34	1.33	1.43	1.5	1.34	1.32	1.34	1.25	1.36	1.32	1.19	1.34	1.22	1.23	1.43	1.31	1.29	1.42	1.21	1.23	1.31	1.23	1.22
Net: Likely	110	99	9	2	101	9	100	6	76	14	21	54	12	44	34	15	61	36	14	60	60	18	32
	27%	26%	39%	21%	28%	18%	28%	14%	36% j	25%	14%	40% m	25%	19%	35% p	41% p	22%	50% s	49%	19%	40% uv	21%	18%
Net: Unlikely	227	210	10	7	199	28	199	26	92	35	100	48	21	158	47	15	165	23	9	195	51	52	124
	55%	55%	47%	70%	55%	56%	55%	61%	43%	64% h	68% h	35%	44%	69% kl	47%	42%	59% no	32%	29%	63% q	34%	64% t	68% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Table 375

QINF2_3 - Likelihood to share or comment on types of posts: 03. Backpacker_no change

Base: Cells 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	25	10	15	20	6	10	15	23	8	10	15	20	6	22	3	15	6	8	7	12	11	6
	6%	18%	4%	12%	2%	18%	4%	8%	22%	20%	14%	5%	12%	6%	8%	12%	3%	7%	11%	15%	13%	10%
		b		df		df			g	g						p						
Likely (2)	85	15	70	48	37	15	70	61	9	14	37	81	4	83	2	38	35	26	14	17	22	15
	20%	27%	19%	28%	15%	27%	19%	22%	25%	29%	35%	22%	9%	22%	5%	30%	17%	24%	22%	21%	24%	26%
				df		d					g	l		n		p						
Neither likely nor unlikely (3)	77	14	63	38	39	14	63	57	9	12	23	66	11	68	8	26	33	22	17	16	12	11
	19%	25%	18%	22%	16%	25%	18%	20%	24%	25%	22%	18%	25%	18%	23%	21%	16%	20%	26%	20%	14%	19%
Unlikely (4)	66	7	60	23	44	7	60	51	5	6	17	63	4	64	3	18	36	19	11	17	19	9
	16%	12%	17%	13%	18%	12%	17%	18%	13%	14%	16%	17%	8%	17%	8%	14%	18%	17%	17%	21%	21%	16%
Very unlikely (5)	161	10	150	42	118	10	150	89	5	6	13	140	21	140	21	29	95	35	16	19	26	18
	39%	19%	42%	25%	49%	19%	42%	32%	15%	12%	13%	38%	46%	37%	56%	23%	46%	32%	25%	23%	28%	30%
			a		ce		ce	ij							m		o					
Mean	3.61	2.86	3.72	3.12	3.95	2.86	3.72	3.43	2.74	2.68	2.78	3.6	3.66	3.57	3.97	3.07	3.87	3.42	3.23	3.16	3.28	3.3
			a		cef		ce	hij							m		o					
Standard Deviation	1.34	1.36	1.3	1.36	1.21	1.36	1.3	1.35	1.37	1.29	1.24	1.33	1.45	1.34	1.34	1.36	1.25	1.34	1.33	1.4	1.43	1.4
Net: Likely	110	25	85	68	42	25	85	84	17	23	51	101	9	105	5	53	41	34	21	29	33	21
	27%	45%	24%	40%	17%	45%	24%	30%	47%	49%	49%	27%	21%	28%	14%	42%	20%	31%	32%	36%	37%	36%
		b		df		df				g	g					p						
Net: Unlikely	227	17	210	65	162	17	210	140	10	12	30	203	24	204	23	47	132	54	27	36	44	27
	55%	30%	59%	38%	67%	30%	59%	50%	29%	26%	29%	55%	54%	54%	63%	37%	64%	49%	41%	44%	49%	46%
			a		ce		ce	hij									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 376

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_4 ad

Base: Cells 4

														Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	22	7	14	-	-	7	14	-	22	3	8	6	3	2	15	7	18	2	2	-
	5%	4%	7%	-	-	4%	7%	-	5%	6%	9%	7%	3%	2%	6%	4%	5%	7%	7%	-
Likely (2)	58	21	37	-	-	21	37	-	58	6	15	20	15	1	36	23	46	5	4	4
	14%	10%	18% a	-	-	10%	18% e	-	14% m	14% m	16% m	22% m	15% m	1%	15%	13%	13%	20%	11%	29%
Neither likely nor unlikely (3)	90	37	53	-	-	37	53	-	90	12	25	18	18	17	42	48	73	6	5	6
	22%	18%	25%	-	-	18%	25%	-	22%	26%	27%	20%	18%	21%	17%	28% n	21%	26%	15%	41%
Unlikely (4)	87	43	44	-	-	43	44	-	87	14	25	12	22	15	63	25	78	-	8	2
	21%	21%	21%	-	-	21%	21%	-	21%	30% k	27% k	13%	21%	18%	26% o	15%	23%	-	23%	14%
Very unlikely (5)	157	94	62	-	-	94	62	-	157	11	21	35	44	47	90	67	129	11	15	2
	38%	47% b	30%	-	-	47% f	30%	-	38% j	23%	22%	38% j	43% ij	58% hijkl	37%	40%	37%	48%	44%	16%
Mean	3.72	3.97 b	3.49	-	-	3.97 f	3.49	-	3.72 j	3.5	3.36	3.54	3.86 j	4.3 hijkl	3.72	3.72	3.74	3.62	3.86	3.16
Standard Deviation	1.25	1.18	1.27	-	-	1.18	1.27	-	1.25	1.19	1.24	1.37	1.21	0.97	1.26	1.23	1.23	1.44	1.31	1.06
Net: Likely	80	28	52	-	-	28	52	-	80	9	24	26	18	2	50	30	64	6	6	4
	19%	14%	25% a	-	-	14%	25% e	-	19% m	21% m	25% m	29% hm	18% m	3%	21%	18%	19%	27%	18%	29%
Net: Unlikely	244	138	106	-	-	138	106	-	244	24	46	46	66	62	153	91	206	11	22	4
	59%	68% b	50%	-	-	68% f	50%	-	59%	54%	48%	51%	64% j	76% hijk	62%	54%	60%	48%	67%	30%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 377
QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_4 ad

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	22	21	1	-	18	4	18	3	16	3	3	14	4	4	12	1	9	11	4	7	15	3	4
	5%	5%	5%	-	5%	8%	5%	7%	8%	6%	2%	10%	8%	2%	12%	3%	3%	15%	13%	2%	10%	3%	2%
									j			m	m		p			s			v		
Likely (2)	58	52	4	2	52	6	51	5	38	3	17	23	8	27	16	8	34	14	6	38	28	12	18
	14%	14%	18%	19%	14%	12%	14%	12%	18%	6%	11%	17%	16%	12%	17%	21%	12%	19%	22%	12%	19%	15%	10%
									i												v		
Neither likely nor unlikely (3)	90	82	6	3	78	12	78	8	46	10	34	34	12	44	20	11	59	20	9	62	44	15	32
	22%	21%	26%	29%	21%	24%	22%	19%	22%	19%	23%	25%	25%	19%	20%	31%	21%	27%	29%	20%	29%	18%	17%
																					v		
Unlikely (4)	87	81	4	2	77	10	77	9	50	14	23	40	9	39	20	6	61	19	6	62	33	19	35
	21%	21%	17%	21%	21%	20%	21%	21%	24%	25%	16%	29%	19%	17%	20%	17%	22%	26%	21%	20%	22%	23%	19%
												m											
Very unlikely (5)	157	146	8	3	138	18	137	18	61	25	71	26	15	116	31	10	116	9	5	143	30	33	93
	38%	38%	34%	30%	38%	37%	38%	41%	29%	45%	48%	19%	32%	50%	31%	28%	42%	13%	15%	46%	20%	41%	51%
										h	h			kl						q		t	t
Mean	3.72	3.73	3.58	3.63	3.73	3.66	3.73	3.78	3.48	3.98	3.97	3.29	3.5	4.03	3.42	3.46	3.87	3.02	3.03	3.95	3.24	3.83	4.08
										h	h			kl			n			q		t	t
Standard Deviation	1.25	1.25	1.28	1.17	1.24	1.3	1.24	1.3	1.28	1.18	1.16	1.25	1.32	1.15	1.39	1.19	1.18	1.26	1.27	1.16	1.26	1.21	1.13
Net: Likely	80	73	5	2	70	10	69	8	54	6	19	38	12	31	29	9	43	25	10	45	43	15	22
	19%	19%	23%	19%	19%	20%	19%	19%	26%	11%	13%	27%	24%	13%	29%	24%	15%	34%	35%	14%	29%	18%	12%
									ij			m			p			s			v		
Net: Unlikely	244	228	11	5	216	28	215	26	111	38	94	66	24	154	51	16	177	28	11	205	64	52	128
	59%	60%	51%	52%	59%	57%	59%	62%	53%	70%	64%	48%	51%	67%	51%	45%	64%	39%	36%	66%	42%	64%	71%
										h	h			kl			no			q		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 378

QINF2_4 - Likelihood to share or comment on types of posts: 04. Lorraine_4 ad

Base: Cells 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	22	10	12	17	5	10	12	19	8	8	13	20	2	20	2	12	6	10	9	12	7	6
	5%	18%	3%	10%	2%	18%	3%	7%	23%	17%	12%	5%	4%	5%	5%	9%	3%	9%	14%	15%	8%	10%
		b		df		df			g	g						p						
Likely (2)	58	8	50	38	20	8	50	38	11	9	18	53	6	53	5	28	23	22	13	15	11	7
	14%	15%	14%	22%	8%	15%	14%	13%	31%	20%	17%	14%	13%	14%	13%	22%	11%	20%	19%	18%	12%	12%
				df			d		g							p						
Neither likely nor unlikely (3)	90	12	78	38	53	12	78	65	10	14	31	77	13	80	10	26	40	24	14	15	16	11
	22%	21%	22%	22%	22%	21%	22%	23%	28%	29%	29%	21%	28%	21%	27%	20%	20%	21%	21%	18%	18%	19%
Unlikely (4)	87	16	71	39	49	16	71	69	4	10	26	79	8	83	4	28	44	26	14	24	23	13
	21%	29%	20%	23%	20%	29%	20%	25%	12%	21%	24%	21%	18%	22%	11%	22%	21%	24%	21%	29%	26%	23%
Very unlikely (5)	157	9	147	40	117	9	147	90	2	6	18	140	17	141	16	33	93	29	16	16	33	22
	38%	17%	41%	23%	48%	17%	41%	32%	5%	12%	17%	38%	37%	37%	43%	26%	45%	26%	24%	20%	36%	37%
			a		ce		ce	hij									o				s	s
Mean	3.72	3.12	3.82	3.27	4.04	3.12	3.82	3.62	2.46	2.92	3.18	3.72	3.7	3.72	3.73	3.34	3.95	3.38	3.21	3.21	3.71	3.64
			a		cef		ce	hij			h						o				rs	
Standard Deviation	1.25	1.36	1.21	1.31	1.1	1.36	1.21	1.24	1.14	1.27	1.25	1.25	1.22	1.25	1.3	1.33	1.16	1.31	1.38	1.35	1.29	1.36
Net: Likely	80	18	62	55	25	18	62	56	19	17	30	72	8	73	7	40	29	32	22	27	18	13
	19%	33%	17%	32%	10%	33%	17%	20%	54%	37%	29%	20%	17%	19%	18%	31%	14%	29%	33%	33%	20%	22%
		b		df		df	d		gj	g						p						
Net: Unlikely	244	26	218	78	166	26	218	159	6	16	43	219	25	224	20	61	137	55	30	40	56	35
	59%	46%	61%	46%	68%	46%	61%	57%	18%	34%	42%	59%	55%	59%	54%	48%	67%	50%	45%	49%	62%	59%
			a		ce		ce	hij			h						o				r	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 379

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_4 no label

Base: Cells 4

											Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	26	13	13	-	-	13	13	-	26	7	10	6	3	-	11	16	21	2	4	-
	6%	6%	6%	-	-	6%	6%	-	6%	16%	11%	6%	3%	-	4%	9%	6%	6%	11%	-
										m	hlm	lm	m							
Likely (2)	81	28	52	-	-	28	52	-	81	15	22	21	15	7	53	28	68	5	6	2
	20%	14%	25%	-	-	14%	25%	-	20%	34%	23%	23%	15%	9%	22%	17%	20%	19%	18%	15%
			a				e		m	hlm	m	m								
Neither likely nor unlikely (3)	86	40	46	-	-	40	46	-	86	5	25	22	19	13	49	37	75	7	3	2
	21%	20%	22%	-	-	20%	22%	-	21%	12%	26%	25%	19%	17%	20%	22%	22%	27%	8%	14%
Unlikely (4)	67	34	33	-	-	34	33	-	67	8	15	11	18	16	44	23	54	2	6	6
	16%	17%	16%	-	-	17%	16%	-	16%	17%	16%	12%	17%	20%	18%	14%	16%	6%	19%	43%
Very unlikely (5)	153	87	67	-	-	87	67	-	153	9	23	31	47	44	88	65	125	10	15	4
	37%	43%	32%	-	-	43%	32%	-	37%	20%	24%	34%	46%	55%	36%	39%	36%	40%	44%	28%
		b				f			ij				ij	hijk						
Mean	3.58	3.75	3.41	-	-	3.75	3.41	-	3.58	2.89	3.19	3.45	3.88	4.2	3.6	3.56	3.56	3.55	3.68	3.84
		b				f			ij				hijk	hijk						
Standard Deviation	1.33	1.31	1.33	-	-	1.31	1.33	-	1.33	1.41	1.33	1.34	1.23	1.02	1.29	1.39	1.32	1.38	1.47	1.04
Net: Likely	107	42	66	-	-	42	66	-	107	23	32	27	18	7	64	44	89	6	10	2
	26%	20%	31%	-	-	20%	31%	-	26%	51%	34%	29%	18%	9%	26%	26%	26%	26%	29%	15%
			a				e		m	hklm	lm	m								
Net: Unlikely	221	121	100	-	-	121	100	-	221	17	38	42	65	60	132	88	179	11	21	9
	53%	60%	47%	-	-	60%	47%	-	53%	37%	40%	46%	63%	74%	54%	52%	52%	47%	63%	71%
		b				f			ij				ijk	hijk						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 380

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_4 no label

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47**	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	26	25	2	-	22	4	22	2	19	4	4	21	-	5	10	2	14	21	-	6	17	5	4
	6%	6%	8%	-	6%	8%	6%	5%	9%	7%	2%	16%	-	2%	10%	6%	5%	28%	-	2%	11%	6%	2%
									j			lm						s			v		
Likely (2)	81	73	7	1	75	6	74	6	47	8	26	42	12	27	27	10	44	16	13	52	42	13	26
	20%	19%	31%	9%	21%	12%	20%	14%	22%	15%	17%	31%	25%	12%	27%	27%	16%	22%	45%	17%	28%	16%	14%
												m	m		p						uv		
Neither likely nor unlikely (3)	86	82	2	2	72	14	72	10	48	11	27	28	15	43	25	9	51	15	10	62	41	15	30
	21%	21%	9%	21%	20%	28%	20%	24%	23%	21%	18%	21%	32%	19%	25%	26%	18%	20%	33%	20%	27%	18%	16%
													m						v				
Unlikely (4)	67	62	3	3	61	6	61	5	37	10	21	18	8	42	11	6	50	9	4	54	17	16	34
	16%	16%	13%	28%	17%	12%	17%	12%	18%	17%	14%	13%	16%	18%	11%	17%	18%	12%	13%	17%	11%	19%	19%
Very unlikely (5)	153	141	9	4	133	20	132	19	60	22	71	28	13	113	26	9	118	13	3	138	33	33	87
	37%	37%	39%	42%	37%	40%	37%	45%	29%	40%	48%	20%	26%	49%	26%	25%	43%	17%	9%	44%	22%	40%	48%
											h			kl			no			q		t	t
Mean	3.58	3.58	3.42	4.02	3.57	3.64	3.57	3.78	3.35	3.67	3.88	2.92	3.44	4	3.16	3.28	3.77	2.69	2.87	3.86	3.05	3.7	3.96
											h		k	kl			no			q		t	t
Standard Deviation	1.33	1.32	1.5	1.05	1.33	1.34	1.33	1.3	1.34	1.33	1.25	1.37	1.14	1.16	1.35	1.28	1.29	1.45	0.98	1.21	1.32	1.32	1.2
Net: Likely	107	98	9	1	97	10	96	8	66	12	29	63	12	32	37	12	58	36	13	58	59	18	30
	26%	26%	40%	9%	27%	20%	27%	19%	31%	22%	20%	46%	25%	14%	37%	33%	21%	50%	45%	19%	39%	22%	17%
									j			lm			p			s			uv		
Net: Unlikely	221	203	11	7	195	26	194	24	97	31	92	46	20	155	37	15	168	22	7	193	51	48	122
	53%	53%	52%	70%	53%	52%	54%	57%	46%	57%	62%	33%	43%	67%	37%	42%	61%	30%	23%	62%	34%	59%	67%
											h			kl			no			q		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 381

QINF2_5 - Likelihood to share or comment on types of posts: 05. Gina Burgess Nutrition brand mention_4 no label

Base: Cells 4

Column groups:
- **Claimed interaction with social media influencers**: (a) Does interact, (b) Does not interact
- **Claimed interaction with those who may advertise on social media (not brands)**: (c) Does interact with social media influencers, (d) Does not interact with social media influencers, (e) Does interact with those who may advertise on social media (exc. brands), (f) Does not interact with those who may advertise on social media (exc. brands)
- **Recall of seeing abbreviated ad labels**: (g) Seen Ad, (h) Seen Sp, (i) Seen Spon, (j) Seen Collab
- **Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts**: (k) Aware, (l) Not aware
- **Awareness of celebrities/relevant people being paid to promote products or services on social media**: (m) Aware, (n) Not aware
- **Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media**: (o) Yes, (p) No
- **Websites/apps visited in the last month**: (q) Daily Mail, (r) Daily Mirror, (s) The Sun, (t) The Guardian, (u) The Daily Telegraph

	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	26	10	17	21	6	10	17	21	6	10	14	25	2	25	1	16	6	10	9	9	8	7
	6%	17%	5%	12%	2%	17%	5%	8%	17%	20%	13%	7%	4%	7%	3%	13%	3%	10%	13%	12%	9%	12%
		b		df		df				g						p						
Likely (2)	81	26	55	49	32	26	55	57	11	12	33	73	8	75	6	36	30	30	14	20	24	14
	20%	46%	15%	28%	13%	46%	15%	20%	30%	25%	32%	20%	17%	20%	16%	28%	15%	27%	22%	25%	26%	23%
		b		df		cdf					g					p						
Neither likely nor unlikely (3)	86	9	77	40	46	9	77	64	11	11	22	74	12	78	8	25	42	27	17	23	14	13
	21%	16%	21%	24%	19%	16%	21%	23%	31%	22%	21%	20%	27%	21%	23%	20%	20%	24%	25%	29%	16%	22%
Unlikely (4)	67	2	65	22	45	2	65	49	5	9	17	62	5	63	5	17	36	11	8	13	20	12
	16%	3%	18%	13%	19%	3%	18%	17%	13%	20%	16%	17%	12%	17%	12%	14%	17%	10%	12%	16%	23%	21%
			a		e		e														q	
Very unlikely (5)	153	10	144	39	114	10	144	89	3	6	19	136	18	136	17	32	92	32	19	15	23	13
	37%	17%	40%	23%	47%	17%	40%	32%	8%	12%	18%	37%	40%	36%	46%	25%	45%	29%	28%	19%	26%	22%
			a		ce		ce	hij									o					
Mean	3.58	2.58	3.74	3.06	3.94	2.58	3.74	3.45	2.66	2.78	2.93	3.57	3.66	3.56	3.83	3.11	3.86	3.22	3.21	3.05	3.31	3.17
			a		e		ce	hij									o					
Standard Deviation	1.33	1.31	1.26	1.35	1.19	1.31	1.26	1.32	1.16	1.32	1.32	1.33	1.28	1.33	1.26	1.4	1.22	1.37	1.4	1.28	1.34	1.34
Net: Likely	107	35	72	69	38	35	72	78	17	22	47	98	10	100	7	52	37	40	23	30	31	21
	26%	63%	20%	41%	16%	63%	20%	28%	47%	46%	45%	27%	21%	27%	19%	41%	18%	37%	35%	36%	35%	35%
		b		df		cdf			g	g	g					p						
Net: Unlikely	221	11	209	61	160	11	209	138	8	15	35	197	23	199	22	50	128	43	26	28	44	25
	53%	21%	58%	36%	66%	21%	58%	49%	22%	32%	34%	53%	52%	53%	58%	39%	62%	39%	40%	35%	49%	43%
			a		e		ce	hij									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

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Table 382

QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cells 4

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	18	8	10	-	-	8	10	-	18	2	8	4	2	2	9	9	14	2	2	-
	4%	4%	5%	-	-	4%	5%	-	4%	5%	9%	4%	2%	2%	4%	5%	4%	7%	7%	-
											l									
Likely (2)	67	29	38	-	-	29	38	-	67	10	21	19	9	7	43	24	54	6	6	-
	16%	14%	18%	-	-	14%	18%	-	16%	22%	22%	21%	9%	9%	18%	14%	16%	26%	19%	-
										lm	lm	lm								
Neither likely nor unlikely (3)	88	32	56	-	-	32	56	-	88	8	29	18	24	9	53	36	77	3	4	4
	21%	16%	27%	-	-	16%	27%	-	21%	17%	31%	20%	24%	11%	22%	21%	23%	14%	12%	28%
			a				e		m		m		m							
Unlikely (4)	65	28	36	-	-	28	36	-	65	8	13	11	19	13	43	22	53	-	6	6
	16%	14%	17%	-	-	14%	17%	-	16%	18%	13%	12%	19%	16%	18%	13%	15%	-	18%	45%
Very unlikely (5)	177	105	72	-	-	105	72	-	177	17	24	39	48	50	98	79	145	13	15	4
	43%	52%	34%	-	-	52%	34%	-	43%	37%	25%	42%	47%	62%	40%	47%	42%	54%	44%	27%
		b				f			j			j	j	hijk						
Mean	3.76	3.95	3.58	-	-	3.95	3.58	-	3.76	3.6	3.24	3.67	4	4.27	3.73	3.81	3.76	3.69	3.75	3.99
		b				f			j			j	j	hijk						
Standard Deviation	1.27	1.27	1.25	-	-	1.27	1.25	-	1.27	1.33	1.29	1.33	1.11	1.1	1.25	1.31	1.26	1.52	1.39	0.77
Net: Likely	84	37	47	-	-	37	47	-	84	12	29	23	11	9	52	33	68	8	9	-
	20%	18%	22%	-	-	18%	22%	-	20%	27%	31%	26%	11%	11%	21%	19%	20%	32%	26%	-
										l	lm	hlm	lm							
Net: Unlikely	241	133	108	-	-	133	108	-	241	25	36	49	67	63	141	100	198	13	21	10
	58%	66%	51%	-	-	66%	51%	-	58%	56%	38%	54%	66%	78%	57%	59%	58%	54%	63%	72%
		b				f			j			j	j	hijk						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 383
QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	18	18	-	-	16	2	16	2	13	2	3	13	2	3	11	1	6	10	2	5	14	1	3
	4%	5%	-	-	4%	4%	4%	5%	6%	4%	2%	10% m	4%	1%	11% p	3%	2%	14% s	7%	2%	10% uv	1%	1%
Likely (2)	67	59	6	2	61	6	60	3	38	11	18	32	9	26	20	8	38	19	12	35	38	10	18
	16%	15%	27%	19%	17%	12%	16%	7%	18%	20%	12%	23% m	18%	11%	20%	22%	14%	26% s	41%	11%	25% uv	12%	10%
Neither likely nor unlikely (3)	88	86	3	-	76	12	75	10	54	6	28	38	13	38	28	14	46	20	7	62	37	27	24
	21%	22%	13%	-	21%	24%	21%	25%	25% i	11%	19%	28% m	27%	16%	29% p	37% p	17%	28%	23%	20%	25% v	33% v	13%
Unlikely (4)	65	61	4	-	58	7	58	6	33	11	20	20	5	40	11	3	53 o	5	3	56 q	18	9	37
	16%	16%	17%	-	16%	14%	16%	14%	16%	20%	14%	15%	11%	17%	11%	3%	19%	8%	10%	18%	12%	11%	20%
Very unlikely (5)	177	159	10	8	153	23	153	21	73	25	79	34	19	123	29	13	135	18	6	153	43	35	99
	43%	42%	43%	81%	42%	46%	42%	50%	35%	45%	53% h	25%	40%	54% k	29%	36%	48% n	24%	19%	49% q	28%	43% t	54% t
Mean	3.76	3.75	3.77	4.42	3.75	3.86	3.76	3.97	3.55	3.83	4.04 h	3.22	3.64	4.11 kl	3.27	3.45	3.98 no	3.01	2.92	4.02 q	3.24	3.83 t	4.17 tu
Standard Deviation	1.27	1.27	1.29	1.25	1.28	1.24	1.28	1.22	1.29	1.3	1.18	1.31	1.3	1.12	1.36	1.28	1.18	1.38	1.26	1.14	1.36	1.15	1.09
Net: Likely	84	77	6	2	76	8	75	5	51	13	21	45	11	29	31	9	44	29	14	41	53	11	21
	20%	20%	27%	19%	21%	16%	21%	12%	24% j	23%	14%	33% m	22%	13%	31% p	25%	16%	40% s	48%	13%	35% uv	13%	12%
Net: Unlikely	241	220	13	8	211	30	211	27	107	36	99	54	24	163	40	14	187	23	9	210	61	44	136
	58%	58%	60%	81%	58%	60%	58%	64%	51%	65%	67% h	39%	51%	71% kl	40%	38%	67% no	32%	29%	67% q	40%	54%	75% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 384

QINF2_6 - Likelihood to share or comment on types of posts: 06. IKEA

Base: Cells 4

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	18	9	9	16	2	9	9	14	7	6	11	16	2	17	1	9	6	6	6	7	5	6
	4%	16%	3%	9%	1%	16%	3%	5%	20%	13%	10%	4%	4%	4%	3%	7%	3%	6%	10%	9%	5%	11%
		b		df		df			g	g												
Likely (2)	67	13	54	38	28	13	54	47	10	7	23	60	7	62	4	35	20	25	18	21	18	15
	16%	23%	15%	23%	12%	23%	15%	17%	29%	14%	22%	16%	14%	17%	11%	27%	10%	22%	27%	25%	20%	25%
				df		d										p						
Neither likely nor unlikely (3)	88	19	69	48	41	19	69	70	11	21	29	79	9	82	7	26	43	33	16	22	18	7
	21%	35%	19%	28%	17%	35%	19%	25%	30%	43%	28%	21%	21%	22%	18%	21%	21%	30%	24%	27%	20%	12%
		b		df		df				g								u		u		
Unlikely (4)	65	5	60	24	41	5	60	47	2	6	16	59	6	61	4	18	36	14	6	9	17	11
	16%	8%	17%	14%	17%	8%	17%	17%	7%	14%	15%	16%	12%	16%	10%	15%	17%	13%	9%	12%	19%	19%
Very unlikely (5)	177	10	166	45	132	10	166	102	5	8	26	155	21	155	21	38	102	32	19	22	31	19
	43%	19%	46%	26%	54%	19%	46%	37%	15%	16%	25%	42%	48%	41%	58%	30%	49%	29%	30%	27%	35%	33%
			a		ce		ce		hij								o					
Mean	3.76	2.91	3.89	3.25	4.12	2.91	3.89	3.63	2.67	3.05	3.22	3.75	3.85	3.73	4.11	3.33	4.01	3.38	3.21	3.23	3.57	3.39
			a		cef		ce		hij		h						o					
Standard Deviation	1.27	1.31	1.22	1.32	1.11	1.31	1.22	1.26	1.3	1.21	1.32	1.27	1.29	1.27	1.21	1.35	1.16	1.27	1.39	1.33	1.3	1.44
Net: Likely	84	21	63	54	30	21	63	61	18	13	34	76	8	79	5	44	26	31	24	28	23	21
	20%	39%	18%	32%	12%	39%	18%	22%	49%	27%	32%	21%	19%	21%	14%	35%	13%	28%	37%	34%	26%	36%
			b		df				g		g					p						
Net: Unlikely	241	15	226	69	173	15	226	149	8	14	42	214	27	216	25	56	137	47	25	31	48	31
	58%	27%	63%	40%	71%	27%	63%	53%	21%	29%	40%	58%	60%	57%	69%	45%	67%	42%	38%	39%	54%	52%
			a		ce		ce		hij								o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 385

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_4 Advert white

Base: Cells 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	27	11	16	-	-	11	16	-	27	5	10	7	4	2	12	15	23	2	2	-
	7%	6%	8%	-	-	6%	8%	-	7%	11% m	11% m	7%	4%	2%	5%	9%	7%	7%	7%	-
Likely (2)	43	9	34	-	-	9	34	-	43	4	18	10	9	2	31	12	38	2	-	4
	10%	4%	16% a	-	-	4%	16% e	-	10% m	8%	19% hm	11%	9%	3%	13%	7%	11%	6%	-	28%
Neither likely nor unlikely (3)	62	27	36	-	-	27	36	-	62	8	25	11	16	3	35	28	52	3	5	2
	15%	13%	17%	-	-	13%	17%	-	15% m	18% m	26% hkm	12%	15% m	4%	14%	16%	15%	14%	15%	15%
Unlikely (4)	81	34	47	-	-	34	47	-	81	11	15	18	17	20	53	28	66	5	6	4
	20%	17%	22%	-	-	17%	22%	-	20%	24%	16%	20%	17%	25%	22%	16%	19%	20%	19%	27%
Very unlikely (5)	200	122	78	-	-	122	78	-	200	18	27	46	56	54	114	87	164	13	20	4
	48%	60% b	37%	-	-	60% f	37%	-	48% j	40%	28%	50% j	55% j	67% hijk	46%	51%	48%	54%	59%	30%
Mean	3.93	4.22 b	3.65	-	-	4.22 f	3.65	-	3.93 j	3.74	3.31	3.95 j	4.09 j	4.51 hijkl	3.92	3.94	3.9	4.08	4.23	3.59
Standard Deviation	1.28	1.17	1.33	-	-	1.17	1.33	-	1.28	1.35	1.35	1.31	1.2	0.86	1.25	1.33	1.3	1.25	1.17	1.23
Net: Likely	71	20	50	-	-	20	50	-	71	8	28	16	13	4	44	27	61	3	2	4
	17%	10%	24% a	-	-	10%	24% e	-	17% m	19% m	30% hlm	18% m	13%	5%	18%	16%	18%	13%	7%	28%
Net: Unlikely	281	156	125	-	-	156	125	-	281	29	42	64	73	74	167	114	230	18	26	8
	68%	77% b	59%	-	-	77% f	59%	-	68% j	63% j	44%	70% j	72% j	92% hijkl	68%	68%	67%	74%	78%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 386
QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_4 Advert white

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	27	24	4	-	22	5	22	3	21	2	4	18	1	9	14	1	12	19	1	7	21	2	5
	7%	6%	17%	-	6%	10%	6%	7%	10%	4%	3%	13%	2%	4%	14%	3%	4%	26%	3%	2%	14%	2%	3%
									j			lm			p			s			uv		
Likely (2)	43	40	3	-	36	7	35	6	30	5	8	25	6	12	17	8	18	15	8	20	28	4	11
	10%	11%	14%	-	10%	13%	10%	14%	14%	9%	6%	18%	12%	5%	17%	22%	7%	21%	26%	7%	18%	5%	6%
									j			m			p	p		s			uv		
Neither likely nor unlikely (3)	62	60	2	-	55	7	55	5	34	6	22	29	11	23	14	6	42	16	6	41	29	15	19
	15%	16%	10%	-	15%	15%	15%	13%	16%	12%	15%	21%	23%	10%	14%	18%	15%	21%	19%	13%	19%	18%	10%
												m	m								v		
Unlikely (4)	81	77	1	3	74	7	74	6	45	11	25	27	8	46	16	6	59	10	8	62	26	19	36
	20%	20%	4%	28%	20%	14%	20%	14%	21%	21%	17%	20%	16%	20%	16%	16%	21%	14%	29%	20%	17%	23%	20%
Very unlikely (5)	200	181	12	7	176	24	175	22	82	30	89	38	22	140	39	15	146	13	7	181	48	43	110
	48%	47%	55%	72%	48%	48%	48%	52%	39%	54%	60%	28%	47%	61%	39%	42%	52%	18%	22%	58%	32%	52%	61%
										h	h		k	k			n			q		t	t
Mean	3.93	3.92	3.66	4.72	3.95	3.77	3.95	3.9	3.64	4.13	4.26	3.31	3.93	4.29	3.49	3.72	4.11	2.77	3.41	4.25	3.34	4.17	4.3
										h	h		k	kl			n			q		t	t
Standard Deviation	1.28	1.27	1.66	0.48	1.26	1.43	1.26	1.38	1.38	1.18	1.08	1.39	1.18	1.09	1.5	1.3	1.15	1.44	1.21	1.06	1.43	1.04	1.06
Net: Likely	71	64	7	-	59	12	58	9	51	7	12	43	7	21	31	9	30	34	9	28	48	6	16
	17%	17%	31%	-	16%	23%	16%	21%	24%	13%	8%	31%	14%	9%	31%	25%	11%	47%	30%	9%	32%	7%	9%
									j			lm			p	p		s			uv		
Net: Unlikely	281	258	13	10	250	31	249	28	126	41	114	65	30	186	55	21	205	23	15	243	73	61	147
	68%	68%	60%	100%	69%	62%	69%	66%	60%	75%	77%	48%	63%	81%	55%	58%	74%	32%	51%	78%	49%	75%	81%
										h	h			kl			no			q		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 387

QINF2_7 - Likelihood to share or comment on types of posts: 07. Zoe Sugg_4 Advert white

Base: Cells 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	27	13	15	22	5	13	15	19	10	10	13	25	2	26	1	12	7	10	9	12	7	6
	7%	22%	4%	13%	2%	22%	4%	7%	28%	21%	13%	7%	5%	7%	3%	10%	4%	9%	13%	15%	8%	10%
		b		df		df			gj	g						p						
Likely (2)	43	13	30	28	15	13	30	32	10	6	17	39	4	40	3	27	13	16	14	14	10	9
	10%	23%	8%	16%	6%	23%	8%	11%	27%	13%	16%	11%	8%	11%	8%	21%	6%	15%	21%	17%	11%	16%
		b		df		df			g							p						
Neither likely nor unlikely (3)	62	10	53	30	32	10	53	42	5	16	22	55	8	56	6	18	27	19	10	15	11	7
	15%	17%	15%	18%	13%	17%	15%	15%	14%	33%	21%	15%	17%	15%	18%	14%	13%	17%	15%	19%	12%	12%
										g												
Unlikely (4)	81	8	73	32	49	8	73	65	9	10	21	70	11	75	6	25	42	21	13	14	20	11
	20%	15%	20%	19%	20%	15%	20%	23%	24%	21%	20%	19%	24%	20%	15%	19%	20%	19%	20%	17%	23%	19%
Very unlikely (5)	200	12	188	58	142	12	188	124	3	6	31	180	21	180	21	45	117	44	21	26	41	25
	48%	22%	52%	34%	58%	22%	52%	44%	7%	12%	30%	49%	46%	48%	56%	36%	57%	40%	31%	32%	46%	43%
			a	ce			ce	hij			hi						o					
Mean	3.93	2.91	4.08	3.45	4.26	2.91	4.08	3.87	2.55	2.91	3.38	3.92	3.99	3.9	4.15	3.5	4.21	3.66	3.35	3.34	3.89	3.69
			a	e	ce		ce	hij			h						o				rs	
Standard Deviation	1.28	1.48	1.17	1.43	1.04	1.48	1.17	1.28	1.33	1.3	1.39	1.3	1.19	1.29	1.15	1.41	1.11	1.37	1.44	1.47	1.31	1.42
Net: Likely	71	25	45	50	20	25	45	50	20	16	30	65	6	67	4	39	20	26	22	26	17	15
	17%	45%	13%	29%	8%	45%	13%	18%	55%	34%	29%	18%	13%	18%	11%	31%	10%	24%	34%	32%	19%	26%
		b		df		cdf			gj	g	g					p			t	t		
Net: Unlikely	281	21	261	90	191	21	261	189	11	16	52	250	32	255	26	69	159	65	33	40	62	37
	68%	37%	73%	53%	78%	37%	73%	67%	31%	33%	50%	68%	70%	68%	72%	55%	77%	59%	51%	49%	69%	62%
			a	e		ce		hij									o				rs	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 388

QINF2_8 - Likelihood to share or comment on types of posts: 08. JamesLock6_4 no change

Base: Cells 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																	Demographics			
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	9	3	6	-	-	3	6	-	9	1	3	2	1	2	7	2	6	2	1	-
	2%	2%	3%	-	-	2%	3%	-	2%	3%	3%	2%	1%	2%	3%	1%	2%	7%	3%	-
Likely (2)	38	20	18	-	-	20	18	-	38	6	20	5	6	2	24	14	34	-	2	2
	9%	10%	8%	-	-	10%	8%	-	9%	13% m	21% hklm	5%	6%	2%	10%	8%	10%	-	7%	15%
Neither likely nor unlikely (3)	75	31	44	-	-	31	44	-	75	9	21	22	17	7	39	35	61	5	6	2
	18%	15%	21%	-	-	15%	21%	-	18% m	19%	22% m	24% m	16%	8%	16%	21%	18%	20%	19%	14%
Unlikely (4)	93	48	45	-	-	48	45	-	93	14	17	20	23	18	64	29	79	3	5	6
	23%	24%	21%	-	-	24%	21%	-	23%	32%	18%	23%	23%	23%	26% o	17%	23%	14%	15%	44%
Very unlikely (5)	199	100	99	-	-	100	99	-	199	15	34	42	56	52	111	88	163	14	18	4
	48%	49%	47%	-	-	49%	47%	-	48% j	34%	36%	46%	55% ij	65% hijk	45%	52%	47%	60%	55%	27%
Mean	4.05	4.09	4.01	-	-	4.09	4.01	-	4.05 j	3.81	3.63	4.05 j	4.24 ij	4.45 hijk	4.02	4.11	4.05	4.2	4.11	3.83
Standard Deviation	1.11	1.09	1.12	-	-	1.09	1.12	-	1.11	1.12	1.26	1.06	0.99	0.9	1.12	1.09	1.1	1.18	1.17	1.03
Net: Likely	47	24	23	-	-	24	23	-	47	7	23	7	7	4	31	16	40	2	4	2
	11%	12%	11%	-	-	12%	11%	-	11%	15% m	24% hklm	8%	7%	4%	13%	10%	12%	7%	11%	15%
Net: Unlikely	292	148	144	-	-	148	144	-	292	29	51	62	79	71	175	117	242	18	23	9
	71%	73%	68%	-	-	73%	68%	-	71% j	65%	54%	69% j	77% j	87% hijk	71%	69%	70%	74%	70%	71%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 389

QINF2_8 - Likelihood to share or comment on types of posts: 08. JamesLock6_4 no change

Base: Cells 4

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	9	9	-	-	8	1	8	-	8	1	-	6	1	2	6	-	3	6	-	3	6	-	3
	2%	2%	-	-	2%	2%	2%	-	4%	2%	-	5%	2%	1%	6%	-	1%	9%	-	1%	4%	-	1%
									j			m			p			s			uv		
Likely (2)	38	34	3	1	32	6	31	5	24	4	10	23	6	9	14	7	17	15	7	16	25	3	10
	9%	9%	13%	10%	9%	12%	9%	12%	12%	7%	7%	17%	12%	4%	14%	19%	6%	21%	23%	5%	16%	4%	6%
												m	m		p	p		s			uv		
Neither likely nor unlikely (3)	75	69	4	1	65	10	65	7	49	8	18	37	7	31	26	12	37	22	8	45	42	14	19
	18%	18%	19%	10%	18%	20%	18%	17%	23%	14%	12%	27%	14%	14%	26%	32%	13%	30%	27%	14%	28%	17%	11%
												m			p	p		s			v		
Unlikely (4)	93	88	5	1	87	6	87	5	47	14	32	35	12	47	20	4	70	12	10	71	33	20	40
	23%	23%	21%	9%	24%	12%	24%	12%	22%	25%	22%	25%	24%	21%	20%	11%	25%	17%	34%	23%	22%	25%	22%
Very unlikely (5)	199	182	10	7	172	27	171	25	83	28	88	36	22	141	34	14	151	17	5	177	45	45	109
	48%	48%	47%	70%	47%	54%	47%	59%	39%	52%	59%	26%	47%	61%	34%	38%	54%	24%	16%	57%	30%	55%	60%
										h			k	k			n			q		t	t
Mean	4.05	4.05	4.01	4.4	4.06	4.03	4.06	4.17	3.82	4.17	4.34	3.52	4.03	4.38	3.62	3.68	4.26	3.26	3.42	4.3	3.57	4.3	4.34
										h			k	kl			no			q		t	t
Standard Deviation	1.11	1.11	1.12	1.08	1.09	1.2	1.09	1.12	1.18	1.06	0.94	1.18	1.15	0.91	1.25	1.19	0.98	1.27	1.03	0.95	1.2	0.89	0.98
Net: Likely	47	43	3	1	40	7	39	5	32	5	10	30	7	11	20	7	20	22	7	18	31	3	13
	11%	11%	13%	10%	11%	14%	11%	12%	15%	9%	7%	22%	14%	5%	20%	19%	7%	30%	23%	6%	21%	4%	7%
									j			m	m		p	p		s			uv		
Net: Unlikely	292	270	15	8	260	33	259	30	130	42	120	71	34	188	53	18	221	29	15	248	78	65	149
	71%	71%	68%	80%	71%	66%	71%	71%	62%	77%	81%	52%	72%	82%	54%	49%	80%	40%	50%	80%	52%	80%	82%
										h	h		k	k			no			q		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 390

QINF2_8 - Likelihood to share or comment on types of posts: 08. JamesLock6_4 no change

Base: Cells 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	9	7	2	7	2	7	2	8	3	4	7	8	1	8	1	5	2	4	4	6	1	2
	2%	12%	1%	4%	1%	12%	1%	3%	9%	9%	6%	2%	2%	2%	3%	4%	1%	4%	5%	8%	1%	4%
		b		df		cdf					g					p				t		
Likely (2)	38	10	28	25	13	10	28	25	7	7	15	34	4	36	2	23	13	12	7	12	9	9
	9%	18%	8%	15%	5%	18%	8%	9%	19%	15%	14%	9%	8%	10%	6%	18%	6%	11%	11%	15%	10%	16%
		b		df		df										p						
Neither likely nor unlikely (3)	75	12	63	40	34	12	63	56	13	14	24	65	9	66	8	26	30	26	18	21	12	6
	18%	21%	18%	24%	14%	21%	18%	20%	35%	31%	23%	18%	21%	18%	23%	20%	15%	24%	27%	25%	13%	10%
				d														u	tu	u		
Unlikely (4)	93	15	78	46	47	15	78	71	6	12	28	88	5	90	3	28	41	27	14	21	28	23
	23%	27%	22%	27%	20%	27%	22%	25%	18%	25%	27%	24%	11%	24%	8%	22%	20%	24%	22%	26%	32%	39%
														n								r
Very unlikely (5)	199	13	187	53	147	13	187	121	7	10	31	173	26	177	22	45	120	41	23	21	39	19
	48%	23%	52%	31%	60%	23%	52%	43%	19%	21%	30%	47%	58%	47%	61%	36%	58%	37%	35%	26%	44%	32%
			a		ce		ce	hij									o				s	
Mean	4.05	3.3	4.17	3.66	4.33	3.3	4.17	3.97	3.2	3.34	3.59	4.04	4.13	4.04	4.19	3.67	4.29	3.8	3.7	3.48	4.06	3.79
			ce		ce		ce	hij									o				s	
Standard Deviation	1.11	1.33	1.02	1.18	0.96	1.33	1.02	1.11	1.22	1.22	1.24	1.1	1.16	1.1	1.15	1.25	0.99	1.16	1.21	1.24	1.04	1.16
Net: Likely	47	17	30	32	15	17	30	33	10	11	22	42	5	44	3	28	15	16	10	18	10	11
	11%	30%	8%	19%	6%	30%	8%	12%	28%	24%	21%	11%	11%	12%	8%	22%	7%	15%	16%	23%	11%	19%
		b		df		df			g	g	g					p						
Net: Unlikely	292	28	265	98	194	28	265	192	13	22	59	262	31	267	25	73	161	68	37	42	67	42
	71%	50%	74%	58%	80%	50%	74%	68%	37%	46%	56%	71%	68%	71%	69%	57%	78%	62%	57%	52%	75%	71%
			a		ce		ce	hij									o				qrs	s

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 391

QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cells 4

														Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	21	12	9	-	-	12	9	-	21	6	10	3	1	1	12	9	20	-	1	-
	5%	6%	4%	-	-	6%	4%	-	5%	13% hklm	11% hklm	3%	1%	1%	5%	5%	6%	-	3%	-
Likely (2)	55	20	34	-	-	20	34	-	55	8	13	17	13	4	36	19	48	2	4	2
	13%	10%	16%	-	-	10%	16%	-	13% m	19% m	13%	19% m	13%	5%	15%	11%	14%	7%	11%	15%
Neither likely nor unlikely (3)	88	40	48	-	-	40	48	-	88	13	33	18	19	5	50	38	76	6	4	2
	21%	20%	23%	-	-	20%	23%	-	21% m	30% m	35% hklm	20% m	19% m	6%	20%	23%	22%	27%	11%	14%
Unlikely (4)	91	43	48	-	-	43	48	-	91	7	18	18	24	24	60	31	75	3	11	2
	22%	21%	23%	-	-	21%	23%	-	22%	16%	19%	19%	23%	30%	24%	18%	22%	13%	34%	14%
Very unlikely (5)	159	87	72	-	-	87	72	-	159	10	21	36	45	47	87	71	125	13	13	8
	38%	43%	34%	-	-	43%	34%	-	38% ij	23%	22%	39% j	44% ij	58% hijk	36%	42%	36%	53%	40%	57%
Mean	3.75	3.85	3.66	-	-	3.85	3.66	-	3.75 ij	3.18	3.28	3.73 ij	3.96 ij	4.39 hijkl	3.71	3.81	3.69	4.13	3.97	4.12
Standard Deviation	1.24	1.25	1.22	-	-	1.25	1.22	-	1.24	1.34	1.25	1.25	1.12	0.89	1.23	1.25	1.25	1.04	1.14	1.18
Net: Likely	76	33	43	-	-	33	43	-	76	14	23	20	14	5	48	28	67	2	5	2
	18%	16%	21%	-	-	16%	21%	-	18% m	31% hlm	24% m	22% m	14%	6%	20%	17%	20%	7%	14%	15%
Net: Unlikely	250	130	120	-	-	130	120	-	250	18	39	53	69	71	147	103	199	16	25	9
	60%	64%	57%	-	-	64%	57%	-	60% ij	39%	41%	59% ij	67% ij	88% hijkl	60%	61%	58%	67%	75%	71%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 392

QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	21	19	2	-	18	3	18	2	14	5	2	18	-	3	12	-	9	14	1	6	18	1	2
	5%	5%	9%	-	5%	6%	5%	5%	7%	9%	1%	13%	-	1%	12%	-	3%	19%	4%	2%	12%	1%	1%
									j	j		lm			op			s			uv		
Likely (2)	55	50	4	1	51	4	50	3	33	6	16	27	7	21	21	9	25	13	8	34	29	8	18
	13%	13%	18%	10%	14%	8%	14%	7%	16%	11%	11%	20%	14%	9%	21%	24%	9%	17%	26%	11%	20%	10%	10%
												m			p	p					v		
Neither likely nor unlikely (3)	88	84	2	2	73	15	73	12	57	6	25	41	13	35	19	8	62	26	9	53	46	14	29
	21%	22%	9%	21%	20%	31%	20%	27%	27%	11%	17%	30%	27%	15%	19%	21%	22%	36%	31%	17%	30%	17%	16%
									ij			m						s			uv		
Unlikely (4)	91	85	4	2	83	8	83	7	43	17	31	21	14	56	13	7	71	8	7	76	25	28	38
	22%	22%	17%	21%	23%	15%	23%	16%	20%	30%	21%	15%	30%	24%	13%	20%	26%	12%	23%	24%	16%	35%	21%
										k			k				n			q		tv	
Very unlikely (5)	159	143	11	5	138	20	137	19	64	21	74	31	13	115	34	13	111	11	5	143	33	31	95
	38%	38%	48%	49%	38%	40%	38%	45%	30%	39%	50%	22%	28%	50%	34%	36%	40%	15%	16%	46%	22%	38%	52%
											h			kl						q		t	tu
Mean	3.75	3.74	3.76	4.08	3.75	3.77	3.75	3.9	3.52	3.78	4.07	3.14	3.73	4.12	3.37	3.68	3.9	2.86	3.21	4.01	3.17	3.99	4.14
											h			kl						q		t	t
Standard Deviation	1.24	1.23	1.46	1.1	1.24	1.23	1.24	1.2	1.25	1.32	1.1	1.32	1.04	1.06	1.45	1.21	1.13	1.3	1.13	1.12	1.3	1.02	1.08
Net: Likely	76	69	6	1	69	7	68	5	47	11	18	45	7	24	33	9	34	27	9	40	48	9	20
	18%	18%	27%	10%	19%	14%	19%	12%	22%	20%	12%	33%	14%	11%	33%	24%	12%	37%	30%	13%	32%	11%	11%
									j			lm			p			s			uv		
Net: Unlikely	250	229	14	7	222	28	221	26	107	38	105	51	28	170	47	20	182	20	12	219	58	59	133
	60%	60%	64%	69%	61%	56%	61%	61%	51%	69%	71%	37%	59%	74%	48%	56%	65%	27%	39%	70%	38%	72%	73%
										h	h		k	kl			n			q		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 393

QINF2_9 - Likelihood to share or comment on types of posts: 09. Anthony Joshua

Base: Cells 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	21	10	11	19	2	10	11	18	9	10	13	19	2	21	-	15	2	10	6	11	7	8
	5%	18%	3%	11%	1%	18%	3%	6%	26%	21%	12%	5%	4%	6%	-	12%	1%	9%	9%	14%	8%	14%
		b		df		df			g	g						p						
Likely (2)	55	11	44	34	21	11	44	37	6	7	24	51	4	53	2	30	20	20	13	11	13	7
	13%	20%	12%	20%	9%	20%	12%	13%	16%	14%	23%	14%	8%	14%	5%	24%	10%	18%	21%	13%	14%	12%
				df		d					g					p						
Neither likely nor unlikely (3)	88	18	71	54	35	18	71	69	16	17	34	76	12	77	11	27	33	27	16	21	21	9
	21%	32%	20%	31%	14%	32%	20%	25%	43%	37%	32%	21%	28%	20%	31%	21%	16%	25%	25%	26%	23%	15%
		b		df		df			g													
Unlikely (4)	91	7	85	26	65	7	85	67	4	9	18	85	6	87	4	22	53	24	15	20	19	16
	22%	12%	24%	15%	27%	12%	24%	24%	12%	20%	17%	23%	13%	23%	11%	17%	26%	22%	22%	25%	21%	27%
					ce		c															
Very unlikely (5)	159	10	148	39	120	10	148	90	1	4	17	138	21	139	19	33	98	29	15	18	30	19
	38%	18%	41%	23%	49%	18%	41%	32%	3%	8%	16%	37%	47%	37%	53%	26%	47%	26%	23%	22%	34%	32%
			a		ce		ce	hij									o					
Mean	3.75	2.92	3.88	3.18	4.15	2.92	3.88	3.62	2.51	2.8	3.02	3.73	3.9	3.72	4.11	3.23	4.09	3.37	3.3	3.29	3.59	3.52
			cef		ce		ce	hij			h						o					
Standard Deviation	1.24	1.34	1.17	1.3	1.02	1.34	1.17	1.24	1.1	1.23	1.24	1.24	1.22	1.25	1.03	1.38	1.06	1.3	1.29	1.33	1.3	1.41
Net: Likely	76	21	55	53	23	21	55	55	15	17	36	70	6	74	2	45	22	30	19	22	20	15
	18%	38%	15%	31%	9%	38%	15%	20%	42%	35%	35%	19%	13%	20%	5%	35%	11%	28%	30%	27%	22%	25%
		b		df		df	d		g	g	g			n		p						
Net: Unlikely	250	17	233	64	186	17	233	156	5	13	34	223	27	226	24	55	151	53	30	39	49	35
	60%	30%	65%	38%	76%	30%	65%	56%	15%	28%	33%	60%	60%	60%	64%	43%	73%	48%	45%	47%	55%	59%
			a		cef		ce	hij									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 394

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_4 advert

Base: Cells 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	19	10	9	-	-	10	9	-	19	2	9	3	5	-	10	9	17	-	2	-
	5%	5%	4%	-	-	5%	4%	-	5%	5%	10% m	3%	5%	-	4%	5%	5%	-	7%	-
Likely (2)	31	13	18	-	-	13	18	-	31	8	11	8	2	2	17	14	23	3	2	2
	7%	6%	9%	-	-	6%	9%	-	7% l	18% hlm	12% lm	9% l	2%	2%	7%	8%	7%	13%	7%	15%
Neither likely nor unlikely (3)	78	37	42	-	-	37	42	-	78	9	25	17	20	6	53	25	71	2	4	2
	19%	18%	20%	-	-	18%	20%	-	19% m	20%	27% m	19% m	20% m	8%	22%	15%	21%	7%	12%	14%
Unlikely (4)	83	35	48	-	-	35	48	-	83	13	18	17	19	16	44	39	70	3	6	4
	20%	17%	23%	-	-	17%	23%	-	20%	28%	19%	18%	19%	20%	18%	23%	20%	13%	18%	27%
Very unlikely (5)	202	108	95	-	-	108	95	-	202	13	31	46	56	57	121	82	162	16	19	6
	49%	53%	45%	-	-	53%	45%	-	49% ij	29%	33%	51% ij	54% ij	70% hijkl	49%	48%	47%	66%	56%	44%
Mean	4.01	4.07	3.95	-	-	4.07	3.95	-	4.01 ij	3.59	3.53	4.04 ij	4.16 ij	4.59 hijkl	4.01	4.01	3.98	4.33	4.08	4
Standard Deviation	1.18	1.2	1.17	-	-	1.2	1.17	-	1.18	1.22	1.32	1.16	1.12	0.72	1.17	1.21	1.18	1.09	1.28	1.13
Net: Likely	50	23	27	-	-	23	27	-	50	10	21	11	7	2	27	23	40	3	5	2
	12%	11%	13%	-	-	11%	13%	-	12% m	23% lm	22% hlm	12% m	7%	2%	11%	14%	12%	13%	14%	15%
Net: Unlikely	285	143	143	-	-	143	143	-	285	26	49	63	75	73	165	121	232	19	25	9
	69%	70%	68%	-	-	70%	68%	-	69% j	57%	52%	69% j	73% j	90% hijkl	67%	71%	68%	80%	74%	71%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

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Table 395
QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_4 advert

Base: Cells 4

	Total	Internet Use — Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook — Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram — Heavy user (k)	Medium user (l)	Light user (m)	Twitter — Heavy user (n)	Medium user (o)	Light user (p)	Snapchat — Heavy user (q)	Medium user (r)	Light user (s)	YouTube — Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	19	19	-	-	13	6	13	3	17	1	1	14	1	4	14	-	5	13	2	4	17	1	1
	5%	5%	-	-	4%	12%	4%	8%	8%	2%	1%	10%	2%	2%	14%	-	2%	18%	7%	1%	11%	1%	1%
						df			j			m			op			s			uv		
Likely (2)	31	27	3	1	29	2	28	2	20	4	6	21	3	7	12	5	14	15	3	13	19	5	7
	7%	7%	13%	9%	8%	4%	8%	5%	10%	7%	4%	16%	6%	3%	12%	14%	5%	21%	10%	4%	13%	7%	4%
												m			p			s			v		
Neither likely nor unlikely (3)	78	70	7	2	67	11	67	9	41	12	25	34	11	34	21	11	47	18	10	51	40	14	24
	19%	18%	31%	20%	18%	22%	19%	22%	19%	23%	17%	25%	22%	15%	21%	29%	17%	24%	33%	16%	27%	17%	13%
												m									v		
Unlikely (4)	83	76	4	3	76	7	76	6	43	11	29	29	13	42	14	5	64	12	9	62	33	17	33
	20%	20%	17%	30%	21%	13%	21%	14%	20%	20%	20%	21%	27%	18%	14%	13%	23%	17%	29%	20%	22%	21%	18%
Very unlikely (5)	202	190	9	4	178	24	177	22	90	26	86	39	20	143	38	16	148	14	6	182	41	45	117
	49%	50%	38%	41%	49%	48%	49%	52%	43%	47%	58%	28%	43%	62%	38%	45%	53%	19%	21%	58%	27%	55%	64%
											h			kl			n			q		t	t
Mean	4.01	4.02	3.8	4.02	4.04	3.81	4.04	3.98	3.8	4.03	4.3	3.41	4.02	4.37	3.5	3.88	4.21	2.97	3.48	4.3	3.41	4.21	4.42
											h		k	kl			n			q		t	t
Standard Deviation	1.18	1.19	1.12	1.05	1.15	1.4	1.15	1.29	1.31	1.1	0.95	1.32	1.05	0.96	1.46	1.14	1.01	1.38	1.16	0.97	1.32	1.03	0.9
Net: Likely	50	46	3	1	42	8	41	5	38	5	8	36	4	11	26	5	19	29	5	17	36	6	8
	12%	12%	13%	9%	12%	16%	11%	12%	18%	10%	5%	26%	8%	5%	26%	14%	7%	40%	17%	5%	24%	8%	4%
									j			lm			p			s			uv		
Net: Unlikely	285	266	12	7	254	31	253	28	133	37	115	67	33	185	52	21	212	26	15	244	74	61	150
	69%	70%	55%	70%	70%	62%	70%	66%	63%	68%	78%	49%	69%	81%	52%	57%	76%	36%	50%	78%	49%	75%	82%
											h		k	k			no			q		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 396

QINF2_10 - Likelihood to share or comment on types of posts: 10. Liam McAleese discount code_4 advert

Base: Cells 4

	Total	Claimed interaction with social media influencers — Does interact (a)	Does not interact (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact (c)	Does not interact (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts — Aware (k)	Not aware (l)	Awareness of celebrities/relevant people being paid to promote products or services on social media — Aware (m)	Not aware (n)	Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media — Yes (o)	No (p)	Websites/apps visited in the last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	19	9	10	16	3	9	10	14	8	6	9	17	2	17	2	11	4	7	7	10	2	6
	5%	16%	3%	10%	1%	16%	3%	5%	22%	13%	9%	5%	4%	5%	5%	9%	2%	7%	11%	13%	2%	10%
		b		df		df			gj	g						p			t	t		t
Likely (2)	31	11	20	23	8	11	20	20	5	6	19	30	1	31	-	20	7	13	7	7	9	7
	7%	19%	6%	13%	3%	19%	6%	7%	14%	12%	18%	8%	2%	8%	-	15%	4%	12%	11%	9%	10%	12%
		b		df		df					g					p						
Neither likely nor unlikely (3)	78	14	65	44	35	14	65	57	10	14	21	66	12	70	9	28	33	26	17	18	17	14
	19%	25%	18%	26%	14%	25%	18%	20%	28%	31%	20%	18%	27%	19%	23%	22%	16%	23%	26%	22%	19%	24%
				df																		
Unlikely (4)	83	12	70	35	48	12	70	65	7	12	28	75	8	77	6	24	44	26	14	17	21	12
	20%	22%	20%	20%	20%	22%	20%	23%	20%	25%	27%	20%	19%	21%	15%	19%	22%	24%	22%	21%	23%	20%
Very unlikely (5)	202	9	193	53	150	9	193	124	6	9	28	181	21	182	21	44	117	38	21	29	41	20
	49%	17%	54%	31%	62%	17%	54%	44%	16%	19%	27%	49%	48%	48%	56%	35%	57%	35%	31%	35%	46%	34%
			a		ce		ce	hij									o					
Mean	4.01	3.04	4.16	3.49	4.37	3.04	4.16	3.94	2.95	3.24	3.46	4.01	4.03	3.99	4.17	3.55	4.28	3.68	3.53	3.58	4.01	3.56
			a	e	cef		ce	hij									o				rsu	
Standard Deviation	1.18	1.33	1.09	1.31	0.93	1.33	1.09	1.18	1.39	1.28	1.3	1.19	1.12	1.19	1.14	1.34	0.99	1.25	1.32	1.38	1.12	1.34
Net: Likely	50	20	30	39	11	20	30	34	13	12	28	47	3	48	2	31	12	20	14	17	11	13
	12%	36%	8%	23%	4%	36%	8%	12%	36%	25%	27%	13%	6%	13%	5%	24%	6%	19%	21%	21%	12%	22%
		b		df		df			g	g	g					p						
Net: Unlikely	285	22	263	88	198	22	263	189	13	21	56	256	30	259	26	68	162	64	35	46	62	32
	69%	39%	74%	51%	81%	39%	74%	67%	37%	44%	54%	69%	66%	69%	71%	54%	78%	58%	53%	56%	69%	54%
			a		cef		ce	hij									o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 397

QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cells 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	20	10	11	-	-	10	11	-	20	4	7	5	3	1	11	9	17	-	4	-
	5%	5%	5%	-	-	5%	5%	-	5%	8%	8%	6%	3%	1%	5%	5%	5%	-	11%	-
Likely (2)	67	27	40	-	-	27	40	-	67	12	25	14	11	5	41	25	56	3	4	4
	16%	13%	19%	-	-	13%	19%	-	16% m	27% lm	26% hlm	15%	10%	6%	17%	15%	16%	14%	11%	29%
Neither likely nor unlikely (3)	81	35	46	-	-	35	46	-	81	12	18	18	23	10	45	36	67	5	9	-
	19%	17%	22%	-	-	17%	22%	-	19%	26%	19%	20%	22%	13%	18%	21%	19%	20%	26%	-
Unlikely (4)	69	32	37	-	-	32	37	-	69	4	16	16	16	17	45	24	58	5	4	2
	17%	16%	17%	-	-	16%	17%	-	17%	8%	17%	18%	16%	21%	18%	14%	17%	19%	11%	14%
Very unlikely (5)	178	100	78	-	-	100	78	-	178	14	29	38	50	47	103	75	145	11	13	8
	43%	49% b	37%	-	-	49% f	37%	-	43% j	31%	30%	41%	49% j	58% hijk	42%	44%	42%	47%	40%	57%
Mean	3.77	3.92 b	3.62	-	-	3.92 f	3.62	-	3.77 ij	3.27	3.36	3.74	3.96 ij	4.3 hijk	3.76	3.77	3.76	3.99	3.59	3.98
Standard Deviation	1.29	1.27	1.29	-	-	1.27	1.29	-	1.29	1.38	1.36	1.3	1.19	1	1.28	1.3	1.29	1.13	1.41	1.37
Net: Likely	87	36	51	-	-	36	51	-	87	16	32	19	14	6	52	35	72	3	7	4
	21%	18%	24%	-	-	18%	24%	-	21% m	35% hlm	34% hlm	21% m	14%	7%	21%	20%	21%	14%	22%	29%
Net: Unlikely	246	132	115	-	-	132	115	-	246	18	45	54	66	65	148	99	204	16	17	9
	60%	65% b	54%	-	-	65% f	54%	-	60% ij	39%	47%	59% i	64% ij	80% hijkl	60%	58%	59%	66%	52%	71%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 398

QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	20	19	-	1	16	4	16	3	13	3	4	13	3	4	12	1	7	15	1	4	18	-	2
	5%	5%	-	9%	4%	8%	4%	7%	6%	6%	3%	10% m	6%	2%	12% p	3%	2%	21% s	3%	1%	12% uv	-	1%
Likely (2)	67	63	3	1	62	5	61	4	47	6	14	38	9	20	23	12	31	19	10	38	35	12	19
	16%	16%	14%	10%	17%	10%	17%	9%	22% j	11%	9%	27% m	18%	9%	23% p	33% p	11%	26% s	33%	12%	24% v	14%	11%
Neither likely nor unlikely (3)	81	74	7	-	70	11	70	9	44	12	25	33	15	32	18	7	56	15	7	58	33	12	36
	19%	19%	31%	-	19%	22%	19%	21%	21%	22%	17%	24% m	33% m	14%	18%	18%	20%	21%	25%	19%	22%	15%	20%
Unlikely (4)	69	67	1	1	64	5	63	3	36	9	24	19	8	43	10	6	52	6	6	57	22	23	24
	17%	17%	4%	11%	18%	10%	17%	7%	17%	17%	16%	14%	16%	19%	10%	17%	19%	8%	20%	18% q	14%	28% tv	13%
Very unlikely (5)	178	160	11	7	152	25	152	23	72	24	82	35	13	130	36	11	131	18	6	154	43	34	100
	43%	42%	51%	69%	42%	50%	42%	55%	34%	44%	55% h	26%	27%	57% kl	36%	29%	47% o	25%	19%	49% q	28%	42% t	55% t
Mean	3.77	3.74	3.93	4.21	3.75	3.84	3.76	3.92	3.5	3.84	4.12 h	3.18	3.39	4.19 kl	3.34	3.37	3.97 no	2.9	3.18	4.02 q	3.24	3.98 t	4.11 t
Standard Deviation	1.29	1.29	1.19	1.46	1.28	1.37	1.28	1.36	1.33	1.27	1.15	1.34	1.24	1.1	1.48	1.3	1.16	1.48	1.2	1.14	1.4	1.08	1.13
Net: Likely	87	82	3	2	78	9	77	7	60	9	18	51	12	25	36	13	38	34	11	42	54	12	22
	21%	21%	14%	19%	21%	18%	21%	17%	29% j	17%	12%	37% m	24% m	11%	36% p	36% p	14%	47% s	37%	14%	36% uv	14%	12%
Net: Unlikely	246	227	12	8	216	30	215	26	107	34	106	54	20	172	46	17	184	24	11	211	65	58	124
	60%	59%	55%	81%	59%	60%	60%	62%	51%	62%	71% h	39%	43%	75% kl	46%	46%	66% no	33%	39%	68% q	43%	71% t	68% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 399
QINF2_11 - Likelihood to share or comment on types of posts: 11. Gary Barlow

Base: Cells 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	20	10	10	16	4	10	10	16	9	8	12	18	2	19	1	11	5	7	4	8	3	3
	5%	18%	3%	9%	2%	18%	3%	6%	25%	17%	12%	5%	4%	5%	3%	9%	2%	6%	6%	10%	3%	5%
		b		df		df			g	g						p						
Likely (2)	67	16	51	45	22	16	51	50	14	17	29	65	2	66	1	37	24	27	13	15	20	16
	16%	29%	14%	26%	9%	29%	14%	18%	38%	35%	28%	18%	4%	17%	3%	29%	12%	25%	19%	18%	22%	26%
		b		df		df			g	g	g	l		n		p						
Neither likely nor unlikely (3)	81	13	67	36	44	13	67	58	4	9	22	68	13	70	11	28	30	23	15	25	15	8
	19%	24%	19%	21%	18%	24%	19%	21%	11%	19%	21%	18%	28%	19%	29%	22%	15%	21%	22%	31%	16%	13%
																				tu		
Unlikely (4)	69	5	64	27	42	5	64	51	4	5	17	61	8	65	4	18	40	18	13	13	19	12
	17%	9%	18%	16%	17%	9%	18%	18%	11%	11%	16%	16%	18%	17%	10%	14%	19%	17%	20%	16%	21%	21%
Very unlikely (5)	178	12	166	47	131	12	166	106	5	9	24	157	20	157	20	33	107	34	22	20	34	21
	43%	21%	46%	27%	54%	21%	46%	38%	15%	18%	23%	43%	45%	42%	55%	26%	52%	31%	33%	25%	38%	35%
			a		ce		ce	hij									o					
Mean	3.77	2.86	3.91	3.25	4.12	2.86	3.91	3.64	2.52	2.78	3.1	3.74	3.96	3.73	4.12	3.2	4.06	3.42	3.54	3.26	3.67	3.54
			a		cef		ce	hij			h						o				s	
Standard Deviation	1.29	1.39	1.21	1.35	1.11	1.39	1.21	1.3	1.38	1.36	1.35	1.3	1.15	1.3	1.11	1.34	1.16	1.33	1.29	1.3	1.28	1.34
Net: Likely	87	26	61	61	26	26	61	66	23	25	42	83	4	85	2	48	29	34	16	23	23	19
	21%	47%	17%	36%	11%	47%	17%	23%	63%	52%	40%	23%	8%	23%	6%	38%	14%	31%	25%	29%	25%	31%
		b		df		df			gj	g	g	l		n		p						
Net: Unlikely	246	16	230	73	173	16	230	156	9	14	41	218	29	222	24	51	147	53	34	33	52	33
	60%	29%	64%	43%	71%	29%	64%	56%	25%	29%	39%	59%	64%	59%	65%	40%	71%	48%	52%	40%	58%	55%
			a		ce		ce	hij									o			s		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 400

QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - stripey_4 no change

Base: Cells 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Very likely (1)	20	10	9	-	-	10	9	-	20	4	8	3	3	2	9	11	16	2	2	-
	5%	5%	4%	-	-	5%	4%	-	5%	9%	9%	3%	3%	2%	4%	6%	5%	7%	7%	-
Likely (2)	42	19	22	-	-	19	22	-	42	6	14	11	10	1	27	15	32	2	5	4
	10%	10%	11%	-	-	10%	11%	-	10% m	12% m	15% m	12% m	10% m	2%	11%	9%	9%	7%	15%	28%
Neither likely nor unlikely (3)	61	23	38	-	-	23	38	-	61	7	18	15	16	5	33	28	58	-	3	-
	15%	11%	18%	-	-	11%	18%	-	15% m	16%	19% m	16% m	16% m	6%	13%	17%	17%	-	8%	-
Unlikely (4)	95	38	57	-	-	38	57	-	95	15	18	23	22	17	60	35	79	6	5	4
	23%	19%	27% a	-	-	19%	27% e	-	23%	33%	19%	26%	21%	21%	24%	21%	23%	27%	15%	29%
Very unlikely (5)	197	113	84	-	-	113	84	-	197	13	36	39	51	56	117	79	158	14	18	6
	47%	56% b	40%	-	-	56% f	40%	-	47% i	30%	38%	43%	50% i	70% hijkl	48%	47%	46%	59%	55%	43%
Mean	3.98	4.1	3.87	-	-	4.1	3.87	-	3.98 j	3.64	3.63	3.94	4.05 j	4.55 hijkl	4.02	3.93	3.97	4.26	3.97	3.87
Standard Deviation	1.21	1.22	1.18	-	-	1.22	1.18	-	1.21	1.27	1.35	1.17	1.16	0.84	1.17	1.26	1.19	1.21	1.38	1.29
Net: Likely	61	30	32	-	-	30	32	-	61	9	23	14	13	3	36	26	47	3	7	4
	15%	15%	15%	-	-	15%	15%	-	15% m	21% m	24% hm	15% m	13% m	4%	15%	15%	14%	14%	22%	28%
Net: Unlikely	292	151	141	-	-	151	141	-	292	28	54	63	73	73	177	115	238	21	24	10
	70%	74%	67%	-	-	74%	67%	-	70% j	63%	57%	69%	71% j	91% hijkl	72%	68%	69%	86%	70%	72%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 401

QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - stripey_4 no change

Base: Cells 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Very likely (1)	20	20	-	-	17	3	17	2	14	3	2	15	1	4	13	-	7	13	1	6	14	3	3
	5%	5%	-	-	5%	6%	5%	5%	7%	6%	1%	11%	2%	2%	13%	-	3%	18%	3%	2%	9%	3%	2%
									j			m			op			s			v		
Likely (2)	42	37	4	1	36	6	35	5	26	5	11	22	7	14	14	11	17	15	9	18	25	5	12
	10%	10%	18%	9%	10%	12%	10%	12%	12%	10%	7%	16%	14%	6%	14%	30%	6%	21%	29%	6%	16%	6%	6%
									m			m			p	np		s			uv		
Neither likely nor unlikely (3)	61	57	4	-	52	9	52	7	39	7	15	25	8	28	16	6	39	15	7	40	35	10	16
	15%	15%	17%	-	14%	18%	14%	17%	18%	13%	10%	19%	16%	12%	16%	17%	14%	20%	23%	13%	23%	12%	9%
									j												uv		
Unlikely (4)	95	88	5	2	89	6	89	4	53	8	33	37	13	44	20	4	71	15	10	70	33	24	37
	23%	23%	22%	21%	24%	12%	25%	9%	25%	15%	23%	27%	28%	19%	20%	11%	25%	20%	34%	22%	22%	30%	21%
					g		g																
Very unlikely (5)	197	181	9	7	170	26	169	24	79	31	87	38	18	140	36	15	145	15	3	179	44	40	113
	47%	47%	43%	69%	47%	52%	47%	57%	37%	56%	59%	28%	39%	61%	36%	42%	52%	21%	10%	57%	29%	48%	63%
								t		h	h			kl			n			q		t	tu
Mean	3.98	3.98	3.89	4.51	3.99	3.92	3.99	4.02	3.74	4.06	4.3	3.45	3.88	4.32	3.54	3.64	4.19	3.05	3.19	4.27	3.45	4.13	4.36
										h	h			kl			no			q		t	t
Standard Deviation	1.21	1.21	1.17	0.95	1.19	1.32	1.19	1.3	1.26	1.29	1.01	1.33	1.15	1.01	1.43	1.31	1.05	1.41	1.08	1.01	1.31	1.08	0.99
Net: Likely	61	57	4	1	52	9	51	7	40	9	13	36	8	17	27	11	24	28	10	24	39	8	15
	15%	15%	18%	9%	14%	18%	14%	17%	19%	16%	9%	26%	16%	8%	27%	30%	8%	39%	32%	8%	26%	10%	8%
									j			m			p	p		s			uv		
Net: Unlikely	292	269	14	9	260	32	259	28	132	39	120	75	32	184	57	19	216	30	13	249	77	64	151
	70%	70%	65%	91%	71%	64%	71%	66%	63%	71%	81%	55%	67%	80%	57%	53%	78%	41%	44%	80%	51%	78%	83%
											h			kl			no			q		t	t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 402

QINF2_12 - Likelihood to share or comment on types of posts: 12. Em Sheldon - stripey_4 no change

Base: Cells 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Very likely (1)	20	8	12	16	3	8	12	15	8	8	11	19	1	19	1	12	4	7	7	7	4	3
	5%	14%	3%	10%	1%	14%	3%	5%	23%	17%	11%	5%	2%	5%	3%	9%	2%	6%	11%	9%	4%	5%
		b		df		df			g	g						p						
Likely (2)	42	12	30	29	13	12	30	30	14	9	17	40	2	41	1	20	17	14	13	13	11	9
	10%	22%	8%	17%	5%	22%	8%	11%	38%	20%	17%	11%	4%	11%	3%	16%	8%	12%	20%	16%	12%	15%
		b		df		df			gj													
Neither likely nor unlikely (3)	61	11	50	31	30	11	50	44	4	12	17	51	10	54	7	19	25	19	10	16	11	7
	15%	20%	14%	18%	12%	20%	14%	16%	11%	25%	16%	14%	23%	14%	20%	15%	12%	17%	15%	20%	12%	12%
Unlikely (4)	95	15	80	37	58	15	80	72	5	12	29	85	10	86	9	33	45	31	12	23	22	17
	23%	26%	22%	22%	24%	26%	22%	26%	14%	26%	28%	23%	22%	23%	23%	26%	22%	28%	19%	28%	25%	29%
Very unlikely (5)	197	10	187	58	139	10	187	120	5	6	30	175	22	178	19	42	114	40	23	22	42	23
	47%	18%	52%	34%	57%	18%	52%	43%	14%	12%	28%	47%	48%	47%	51%	34%	55%	36%	35%	28%	47%	39%
			a	e	ce		ce	hij			i						o				s	
Mean	3.98	3.12	4.12	3.53	4.3	3.12	4.12	3.89	2.6	2.97	3.46	3.97	4.11	3.97	4.17	3.59	4.2	3.75	3.46	3.49	3.98	3.81
			a	cef			ce	hij			hi						o				rs	
Standard Deviation	1.21	1.33	1.13	1.36	0.97	1.33	1.13	1.22	1.37	1.29	1.35	1.22	1.05	1.22	1.04	1.34	1.08	1.24	1.43	1.29	1.21	1.25
Net: Likely	61	20	41	45	16	20	41	45	22	17	29	59	3	59	2	32	22	21	21	20	15	12
	15%	36%	12%	27%	7%	36%	12%	16%	60%	37%	28%	16%	6%	16%	6%	25%	11%	19%	32%	25%	16%	20%
		b		df		df			gij	g	g					p			t			
Net: Unlikely	292	24	267	94	197	24	267	191	10	18	59	260	32	264	27	75	159	71	35	45	64	40
	70%	44%	75%	55%	81%	44%	75%	68%	29%	38%	56%	70%	71%	70%	74%	60%	77%	64%	54%	55%	71%	68%
			a	ce		ce		hij			hi						o				rs	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 403

QINF3 - Advert or not advert (Influencer section) - Summary

Base: All Cell 1

	1 - Definitely NOT an advert	2	3	4	5	6	7	8	9	10 - Definitely IS an advert	Mean	Standard Deviation	NET: Not an ad (1-3)	NET: Not sure (4-6)	NET: Is an ad (7-10)	NET: Top 2 Box
Unweighted Base	**550**	550	550	550	550	550	550	550	550	550	5.5	2.87	550	550	550	550
Weighted Base	**532**	532	532	532	532	532	532	532	532	532	5.5	2.87	532	532	532	532
01a. Maria J short_1 no change	**40**	19	21	22	59	53	46	86	71	117	6.86	2.78	79	134	319	187
	7%	4%	4%	4%	11%	10%	9%	16%	13%	22%			15%	25%	60%	35%
02. Neutrogena	**6**	5	10	10	28	25	36	54	82	275	8.56	2.07	21	64	448	357
	1%	1%	2%	2%	5%	5%	7%	10%	15%	52%			4%	12%	84%	67%
03. Backpacker_no change	**172**	78	62	36	40	46	37	25	18	18	3.63	2.71	313	122	98	36
	32%	15%	12%	7%	8%	9%	7%	5%	3%	3%			59%	23%	18%	7%
04. Lorraine_1 spon	**30**	20	29	31	71	57	73	73	57	91	6.57	2.64	80	158	295	149
	6%	4%	5%	6%	13%	11%	14%	14%	11%	17%			15%	30%	55%	28%
05. Gina Burgess Nutrition brand mention_1 ad	**42**	55	30	44	62	66	64	58	44	70	5.86	2.82	126	172	235	113
	8%	10%	6%	8%	12%	12%	12%	11%	8%	13%			24%	32%	44%	21%
06. IKEA	**16**	10	12	17	28	36	50	60	80	223	8.03	2.44	39	81	413	303
	3%	2%	2%	3%	5%	7%	9%	11%	15%	42%			7%	15%	78%	57%
07. Zoe Sugg_1 no change	**26**	33	17	32	47	62	61	69	61	124	6.85	2.74	76	141	316	185
	5%	6%	3%	6%	9%	12%	11%	13%	11%	23%			14%	26%	59%	35%
08. Cozmo_1 no change	**16**	22	19	33	41	48	69	84	76	124	7.19	2.53	56	123	354	201
	3%	4%	4%	6%	8%	9%	13%	16%	14%	23%			11%	23%	66%	38%
09. Anthony Joshua	**103**	62	42	51	74	57	40	44	23	39	4.66	2.85	207	181	145	61
	19%	12%	8%	10%	14%	11%	7%	8%	4%	7%			39%	34%	27%	12%
10. Liam McAleese discount code_1 ad	**42**	31	36	25	71	52	53	72	42	110	6.38	2.89	108	148	276	152
	8%	6%	7%	5%	13%	10%	10%	13%	8%	21%			20%	28%	52%	29%
11. Gary Barlow	**109**	82	48	43	72	46	51	34	24	24	4.32	2.75	239	161	132	48
	21%	15%	9%	8%	14%	9%	10%	6%	5%	4%			45%	30%	25%	9%
12. Em Sheldon topshop_1 advert	**10**	20	18	22	36	40	52	77	85	172	7.66	2.48	48	98	386	257
	2%	4%	3%	4%	7%	8%	10%	15%	16%	32%			9%	18%	73%	48%

Table 404

QINF3 - Advert or not advert (Influencer section) - Summary

Base: All Cell 2

	1 - Definitely NOT an advert	2	3	4	5	6	7	8	9	10 - Definitely IS an advert	Mean	Standard Deviation	NET: Not an ad (1-3)	NET: Not sure (4-6)	NET: Is an ad (7-10)	NET: Top 2 Box
Unweighted Base	**550**	550	550	550	550	550	550	550	550	550	5.5	2.87	550	550	550	550
Weighted Base	**534**	534	534	534	534	534	534	534	534	534	5.5	2.87	534	534	534	534
01a. Maria J short_2 Advert	**31**	11	23	22	45	53	64	61	67	158	7.25	2.7	64	120	350	225
	6%	2%	4%	4%	8%	10%	12%	11%	13%	30%			12%	22%	66%	42%
02. Neutrogena	**10**	12	5	9	31	36	41	48	73	269	8.37	2.27	27	77	430	342
	2%	2%	1%	2%	6%	7%	8%	9%	14%	50%			5%	14%	81%	64%
03. Backpacker_no change	**196**	79	60	39	41	25	29	33	18	14	3.39	2.67	336	105	93	32
	37%	15%	11%	7%	8%	5%	5%	6%	3%	3%			63%	20%	17%	6%
04. Lorraine_2 ad	**21**	22	20	29	65	63	66	69	60	119	6.9	2.6	64	157	314	179
	4%	4%	4%	5%	12%	12%	12%	13%	11%	22%			12%	29%	59%	33%
05. Gina Burgess Nutrition brand mention_2 paidpartnership	**28**	33	42	34	63	57	70	72	43	92	6.34	2.73	103	154	277	135
	5%	6%	8%	6%	12%	11%	13%	13%	8%	17%			19%	29%	52%	25%
06. IKEA	**19**	10	12	20	44	41	35	60	80	213	7.85	2.54	41	104	388	293
	4%	2%	2%	4%	8%	8%	7%	11%	15%	40%			8%	20%	73%	55%
07. Zoe Sugg_2 Ad	**21**	13	17	12	46	39	50	72	78	187	7.68	2.56	50	97	387	265
	4%	2%	3%	2%	9%	7%	9%	13%	15%	35%			9%	18%	72%	50%
08. JamesLock3_2 no change	**25**	25	37	29	64	58	59	76	53	109	6.66	2.7	86	151	297	162
	5%	5%	7%	5%	12%	11%	11%	14%	10%	20%			16%	28%	56%	30%
09. Anthony Joshua	**110**	70	40	50	70	60	53	36	19	27	4.45	2.74	219	180	135	46
	21%	13%	7%	9%	13%	11%	10%	7%	4%	5%			41%	34%	25%	9%
10. Liam McAleese discount code_2 ad	**53**	27	28	30	58	44	53	53	65	122	6.5	3.02	108	132	294	188
	10%	5%	5%	6%	11%	8%	10%	10%	12%	23%			20%	25%	55%	35%
11. Gary Barlow	**144**	57	55	50	64	44	41	39	22	18	4.09	2.74	256	158	120	40
	27%	11%	10%	9%	12%	8%	8%	7%	4%	3%			48%	30%	22%	8%
12. Em Sheldon topshop_2 no change	**20**	17	15	25	44	35	52	91	63	172	7.51	2.59	52	103	378	236
	4%	3%	3%	5%	8%	7%	10%	17%	12%	32%			10%	19%	71%	44%

Table 405

QINF3 - Advert or not advert (Influencer section) - Summary

Base: All Cell 3

	1 - Definitel y NOT an advert	2	3	4	5	6	7	8	9	10 - Definitel y IS an advert	Mean	Standard Deviation	NET: Not an ad (1-3)	NET: Not sure (4-6)	NET: Is an ad (7-10)	NET: Top 2 Box
Unweighted Base	**400**	400	400	400	400	400	400	400	400	400	5.5	2.87	400	400	400	400
Weighted Base	**414**	414	414	414	414	414	414	414	414	414	5.5	2.87	414	414	414	414
01a. Maria J full post_3 Ad	**18**	18	21	17	29	41	55	48	40	127	7.19	2.73	57	87	270	167
	4%	4%	5%	4%	7%	10%	13%	12%	10%	31%			14%	21%	65%	40%
02. Neutrogena	**8**	7	8	6	21	19	35	37	53	219	8.48	2.23	23	46	345	273
	2%	2%	2%	1%	5%	5%	9%	9%	13%	53%			5%	11%	83%	66%
03. Backpacker_no change	**132**	58	46	29	37	32	32	21	14	14	3.7	2.72	236	97	81	28
	32%	14%	11%	7%	9%	8%	8%	5%	3%	3%			57%	23%	20%	7%
04. Lorraine_2 sponsored	**18**	19	20	16	38	52	46	54	38	113	7.03	2.7	56	107	251	151
	4%	5%	5%	4%	9%	13%	11%	13%	9%	27%			14%	26%	61%	36%
05. Gina Burgess Nutrition brand mention_3 advertisment	**24**	35	17	29	43	47	46	52	27	93	6.45	2.86	77	119	218	120
	6%	9%	4%	7%	10%	11%	11%	13%	7%	22%			19%	29%	53%	29%
06. IKEA	**15**	10	9	14	23	34	39	53	42	175	7.89	2.53	33	72	309	217
	4%	2%	2%	3%	6%	8%	9%	13%	10%	42%			8%	17%	75%	52%
07. Zoe Sugg_3 Advert black	**14**	14	18	15	31	27	38	51	42	164	7.65	2.67	45	73	295	206
	3%	3%	4%	4%	8%	7%	9%	12%	10%	40%			11%	18%	71%	50%
08. JamesLock6_3 ad	**35**	31	17	21	51	41	41	52	44	80	6.38	2.92	83	112	218	124
	8%	7%	4%	5%	12%	10%	10%	13%	11%	19%			20%	27%	53%	30%
09. Anthony Joshua	**85**	45	36	39	62	41	28	36	15	28	4.56	2.81	166	142	106	43
	20%	11%	9%	9%	15%	10%	7%	9%	4%	7%			40%	34%	26%	10%
10. Liam McAleese discount code_3 no change	**32**	47	26	12	41	47	44	51	36	78	6.18	2.99	105	100	209	114
	8%	11%	6%	3%	10%	11%	11%	12%	9%	19%			25%	24%	51%	28%
11. Gary Barlow	**101**	61	35	34	52	39	32	25	16	18	4.14	2.76	197	126	91	35
	24%	15%	8%	8%	13%	9%	8%	6%	4%	4%			48%	30%	22%	8%
12. Em Sheldon stripey_3 advert	**32**	20	23	15	34	28	46	46	53	118	6.96	2.96	74	76	263	171
	8%	5%	5%	4%	8%	7%	11%	11%	13%	29%			18%	18%	64%	41%

Table 406

QINF3 - Advert or not advert (Influencer section) - Summary

Base: All Cell 4

	1 - Definitely NOT an advert	2	3	4	5	6	7	8	9	10 - Definitely IS an advert	Mean	Standard Deviation	NET: Not an ad (1-3)	NET: Not sure (4-6)	NET: Is an ad (7-10)	NET: Top 2 Box
Unweighted Base	**400**	400	400	400	400	400	400	400	400	400	5.5	2.87	400	400	400	400
Weighted Base	**414**	414	414	414	414	414	414	414	414	414	5.5	2.87	414	414	414	414
01a. Maria J full post_4 Ad	**33**	19	12	16	37	30	41	56	52	117	7.04	2.91	64	84	266	169
	8%	5%	3%	4%	9%	7%	10%	14%	13%	28%			15%	20%	64%	41%
02. Neutrogena	**18**	10	1	7	21	20	31	27	62	217	8.35	2.48	29	48	338	279
	4%	2%	*	2%	5%	5%	7%	7%	15%	52%			7%	12%	82%	67%
03. Backpacker_no change	**133**	94	26	27	38	26	18	24	15	12	3.46	2.69	253	91	70	27
	32%	23%	6%	6%	9%	6%	4%	6%	4%	3%			61%	22%	17%	7%
04. Lorraine_4 ad	**23**	29	18	17	31	40	48	51	49	108	6.92	2.86	70	88	256	157
	6%	7%	4%	4%	8%	10%	12%	12%	12%	26%			17%	21%	62%	38%
05. Gina Burgess Nutrition brand mention_4 no label	**32**	37	31	39	60	39	49	48	42	36	5.71	2.72	100	138	176	79
	8%	9%	7%	9%	15%	9%	12%	12%	10%	9%			24%	33%	43%	19%
06. IKEA	**12**	10	10	11	26	27	33	48	51	186	8.04	2.49	33	64	317	237
	3%	2%	3%	3%	6%	6%	8%	12%	12%	45%			8%	15%	77%	57%
07. Zoe Sugg_4 Advert white	**8**	19	5	11	33	24	32	44	58	180	8	2.5	32	67	315	238
	2%	5%	1%	3%	8%	6%	8%	11%	14%	44%			8%	16%	76%	57%
08. JamesLock6_4 no change	**49**	30	19	23	47	47	36	43	32	89	6.14	3.08	98	117	199	121
	12%	7%	5%	5%	11%	11%	9%	10%	8%	21%			24%	28%	48%	29%
09. Anthony Joshua	**74**	53	41	35	60	41	29	33	27	21	4.62	2.79	167	136	110	48
	18%	13%	10%	8%	15%	10%	7%	8%	6%	5%			40%	33%	27%	12%
10. Liam McAleese discount code_4 advert	**30**	21	17	21	53	32	29	44	38	130	6.89	2.97	68	106	240	167
	7%	5%	4%	5%	13%	8%	7%	11%	9%	31%			16%	26%	58%	40%
11. Gary Barlow	**116**	50	38	40	41	33	32	35	13	19	4.08	2.82	203	113	98	31
	28%	12%	9%	10%	10%	8%	8%	8%	3%	5%			49%	27%	24%	8%
12. Em Sheldon stripey_4 no change	**38**	20	16	26	35	30	35	59	45	112	6.81	3.01	73	91	250	157
	9%	5%	4%	6%	8%	7%	8%	14%	11%	27%			18%	22%	60%	38%

Ipsos

Table 407
QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 1

		Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
Maria J	187	68	83	22	15	89	98	37	151	20	25	30	43	34	127	60	157	4	19	7
	35%	34%	39%	33%	26%	34%	36%	30%	37%	39%	27%	33%	44% gj	43% j	39% o	29%	35%	18%	42%	35%
Neutrogena	357	127	150	45	36	172	186	80	277	26	56	59	75	61	223	134	294	17	34	12
	67%	64%	71%	68%	61%	65%	69%	65%	68% i	51%	62%	64%	77% gij	79% gijk	69%	64%	66%	71%	76%	63%
Backpacker	36	12	15	4	5	16	20	9	27	3	8	7	6	3	19	17	34	-	2	-
	7%	6%	7%	7%	8%	6%	7%	7%	7%	5%	9%	7%	6%	4%	6%	8%	8%	-	5%	-
Lorraine	149	55	59	22	13	77	72	35	113	11	22	27	28	26	102	47	125	4	18	2
	28%	28%	28%	34%	22%	29%	27%	29%	28%	22%	24%	29%	28%	33%	31% o	23%	28%	18%	40%	9%
Gina Burgess Nutrition	113	43	45	16	9	59	54	26	88	18	16	17	21	15	68	45	89	8	13	4
	21%	22%	21%	25%	16%	22%	20%	21%	21%	36% ghjkm	17%	19%	22%	19%	21%	22%	20%	31%	29%	19%
IKEA	303	108	130	35	29	143	160	64	238	21	44	52	67	55	194	108	246	16	29	12
	57%	55%	62%	53%	51%	54%	59%	52%	58% i	42%	48%	56%	68% gij	70% gij	60%	52%	55%	65%	65%	63%
Zoe Sugg	185	72	68	27	19	98	87	46	140	8	28	31	43	29	120	65	150	13	16	7
	35%	36%	32%	40%	33%	37%	32%	37% i	34% i	16%	30%	34% i	44% i	38% i	37%	31%	34%	54%	36%	35%
Cozmo/James Lock	201	79	75	27	20	106	95	47	154	16	21	35	48	34	130	71	161	10	22	9
	38%	40%	36%	41%	35%	40%	35%	38% j	38% j	31%	23%	39% j	49% ij	44% j	40%	34%	36%	40%	48%	44%
Anthony Joshua	61	27	23	7	4	34	27	12	50	3	15	11	13	9	42	19	54	-	5	2
	12%	14%	11%	11%	8%	13%	10%	9%	12%	6%	16%	12%	13%	12%	13%	9%	12%	-	12%	9%
Liam McAleese	152	49	70	20	13	69	83	33	119	20	22	27	28	22	105	47	118	9	17	7
	29%	25%	33%	30%	22%	26%	31%	26%	29%	40%	24%	29%	29%	29%	33% o	22%	27%	38%	39%	37%
Gary Barlow	48	19	19	4	6	23	25	10	38	2	7	8	12	8	31	17	44	2	2	-
	9%	10%	9%	6%	11%	9%	9%	8%	9%	4%	8%	9%	12%	10%	9%	8%	10%	7%	5%	-
Em Sheldon	257	98	101	31	27	129	128	58	199	25	41	42	52	40	174	83	208	14	25	9
	48%	50%	48%	47%	46%	49%	47%	47%	49%	50%	45%	46%	53%	51%	54% o	40%	47%	58%	57%	47%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 408
QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
Maria J	187	181	7	-	159	28	158	26	93	34	61	74	19	94	51	24	113	57	13	118	78	44	65
	35%	36%	24%	-	35%	38%	35%	40%	32%	37%	39%	37%	32%	35%	37%	41%	34%	36%	32%	35%	32%	34%	41%
Neutrogena	357	340	15	2	312	45	307	41	177	69	112	123	39	195	82	35	240	90	23	244	148	87	123
	67%	69%	53%	21%	68%	60%	69%	62%	62%	75%	72%	61%	65%	72%	60%	60%	71%	57%	59%	73%	61%	67%	77%
										h	h			k			n			q			t
Backpacker	36	35	1	-	29	7	27	7	23	6	7	22	7	7	16	5	15	17	4	15	26	4	6
	7%	7%	3%	-	6%	9%	6%	10%	8%	6%	4%	11%	11%	3%	12%	9%	4%	11%	10%	4%	11%	3%	4%
												m	m		p			s			uv		
Lorraine	149	143	5	1	131	18	127	17	75	24	49	63	10	76	37	20	92	47	10	92	63	34	52
	28%	29%	17%	10%	29%	24%	29%	25%	26%	26%	32%	31%	17%	28%	27%	34%	27%	29%	25%	28%	26%	26%	32%
												l											
Gina Burgess Nutrition	113	109	5	-	100	13	95	12	62	19	33	55	8	50	43	19	51	46	9	59	64	23	27
	21%	22%	17%	-	22%	18%	21%	19%	22%	20%	21%	27%	14%	18%	31%	33%	15%	29%	21%	18%	26%	18%	17%
												lm			p	p		s			v		
IKEA	303	286	13	4	264	39	261	34	156	59	88	103	29	171	77	33	193	72	20	212	117	81	105
	57%	58%	47%	39%	58%	52%	58%	52%	54%	64%	57%	51%	49%	63%	56%	57%	57%	45%	49%	63%	48%	63%	66%
														kl						q		t	t
Zoe Sugg	185	178	8	-	160	25	157	24	95	29	61	69	18	98	50	25	110	51	12	122	80	41	64
	35%	36%	27%	-	35%	34%	35%	37%	33%	31%	40%	34%	31%	36%	36%	44%	33%	32%	31%	37%	33%	32%	40%
Cozmo/James Lock	201	195	6	-	178	23	173	20	103	35	62	72	15	114	52	20	128	48	13	140	79	51	71
	38%	39%	20%	-	39%	31%	39%	30%	36%	39%	40%	36%	25%	42%	38%	35%	38%	30%	33%	42%	32%	40%	44%
														l						q			t
Anthony Joshua	61	59	3	-	49	13	45	11	35	8	18	32	3	26	18	11	32	28	4	29	33	16	12
	12%	12%	9%	-	11%	17%	10%	17%	12%	9%	12%	16%	5%	10%	13%	18%	10%	18%	10%	9%	14%	12%	8%
												lm						s					
Liam McAleese	152	142	9	1	127	25	123	23	83	25	45	63	14	75	43	16	93	50	7	95	65	40	47
	29%	29%	32%	11%	28%	34%	28%	35%	29%	27%	29%	31%	23%	28%	31%	27%	28%	31%	19%	29%	27%	31%	30%
Gary Barlow	48	43	5	-	39	9	36	9	32	9	7	29	3	15	18	10	19	20	7	21	31	9	9
	9%	9%	17%	-	8%	13%	8%	14%	11%	10%	5%	14%	5%	6%	13%	18%	6%	12%	17%	6%	13%	7%	6%
									j			m			p	p		s	s		v		
Em Sheldon	257	248	7	2	222	34	218	32	129	47	82	102	26	129	73	29	155	75	18	164	112	61	84
	48%	50%	27%	21%	49%	47%	49%	49%	45%	51%	53%	51%	44%	47%	53%	50%	46%	47%	46%	49%	46%	47%	53%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 409

QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 1

	Total	Claimed interaction with social media influencers — Does interact (a)	Does not interact (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact (c)	Does not interact (d)	Does interact (exc. brands) (e)	Does not interact (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness given/loaned — Aware (k)	Not aware (l)	Awareness paid — Aware (m)	Not aware (n)	Claimed following — Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
Maria J	187	40	148	97	91	40	148	137	21	32	60	180	8	182	5	81	85	64	25	39	50	37
	35%	44%	33%	36%	34%	44%	33%	37%	33%	44%	39%	36%	20%	37%	14%	42%	34%	39%	29%	37%	47%	49%
			b				f					l		n							r	r
Neutrogena	357	57	301	179	178	57	301	256	32	46	103	334	23	334	23	132	174	111	53	75	78	54
	67%	63%	68%	67%	67%	63%	68%	70%	50%	63%	67%	68%	59%	68%	59%	68%	70%	68%	62%	70%	73%	71%
								h			h											
Backpacker	36	10	26	20	16	10	26	23	15	14	17	33	3	34	2	19	8	13	6	10	7	10
	7%	11%	6%	8%	6%	11%	6%	6%	24%	20%	11%	7%	7%	7%	4%	10%	3%	8%	7%	9%	7%	14%
			b				f		gj	g							p					
Lorraine	149	29	120	73	75	29	120	108	21	27	51	142	7	142	7	64	65	52	21	33	35	27
	28%	32%	27%	27%	29%	32%	27%	29%	33%	36%	34%	29%	18%	29%	16%	33%	26%	32%	25%	31%	33%	36%
Gina Burgess Nutrition	113	30	84	66	48	30	84	89	21	25	44	106	7	106	7	63	41	47	19	31	32	29
	21%	33%	19%	24%	18%	33%	19%	24%	33%	35%	29%	22%	18%	22%	17%	32%	16%	29%	22%	29%	30%	38%
			b			df											p					r
IKEA	303	49	254	157	146	49	254	218	27	40	81	287	16	287	15	117	141	98	39	59	67	46
	57%	55%	57%	58%	55%	55%	57%	59%	42%	54%	53%	58%	41%	58%	39%	60%	57%	60%	46%	56%	63%	61%
								h				l		n		r					r	
Zoe Sugg	185	29	156	93	92	29	156	136	23	34	50	173	12	172	13	66	89	59	26	41	35	29
	35%	33%	35%	35%	35%	33%	35%	37%	35%	46%	33%	35%	32%	35%	32%	34%	36%	36%	31%	38%	33%	38%
										j												
Cozmo/James Lock	201	29	171	99	102	29	171	140	21	27	55	190	11	191	10	71	100	59	26	43	42	33
	38%	33%	39%	37%	39%	33%	39%	38%	33%	37%	36%	38%	29%	39%	24%	36%	40%	36%	30%	40%	39%	44%
Anthony Joshua	61	12	49	33	28	12	49	47	16	14	26	55	7	56	5	32	25	19	12	15	13	15
	12%	13%	11%	12%	11%	13%	11%	13%	25%	20%	17%	11%	17%	11%	13%	16%	10%	12%	14%	14%	12%	20%
									g													
Liam McAleese	152	30	122	79	74	30	122	115	17	31	57	146	6	146	7	73	66	44	18	24	34	29
	29%	33%	28%	29%	28%	33%	28%	31%	27%	42%	37%	30%	15%	30%	17%	38%	27%	27%	21%	23%	32%	39%
																	p					rs
Gary Barlow	48	8	40	25	23	8	40	36	12	15	18	45	3	46	2	27	18	19	9	17	13	11
	9%	9%	9%	9%	9%	9%	9%	10%	18%	20%	12%	9%	7%	9%	5%	14%	7%	11%	10%	16%	12%	15%
									g	g							p					
Em Sheldon	257	50	207	138	119	50	207	183	26	39	85	244	13	244	13	113	106	85	39	53	63	49
	48%	56%	47%	51%	45%	56%	47%	50%	41%	53%	56%	49%	34%	49%	33%	58%	43%	52%	46%	49%	59%	65%
											h			n		p						rs

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Return to Index

Table 410

QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 2

									Demographics										
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
Maria J	225	84	94	21	26	105	120	47	178	27	47	38	35	32	149	76	187	16	14	8
	42%	41%	45%	35%	42%	40%	45%	39%	43%	49%	47%	43%	37%	42%	47% o	35%	42%	64%	31%	41%
Neutrogena	342	126	136	38	42	164	178	80	262	30	60	49	61	62	209	132	275	25	27	15
	64%	62%	66%	62%	69%	62%	66%	66%	64%	55%	60%	56%	66%	81% ghijkl	66%	61%	62%	100%	59%	80%
Backpacker	32	13	14	3	2	17	15	5	27	5	7	7	6	2	18	14	28	-	4	-
	6%	7%	7%	5%	2%	6%	6%	4%	7%	10%	7%	8%	6%	3%	6%	7%	6%	-	8%	-
Lorraine	179	61	82	18	17	79	99	35	143	24	40	20	31	29	114	65	148	5	16	10
	33%	30%	40% a	30%	28%	30%	37%	29%	35% k	44% k	40% k	23%	33%	38% k	36%	30%	33%	20%	36%	51%
Gina Burgess Nutrition	135	55	64	7	9	62	73	16	119	18	39	24	23	14	89	47	117	3	9	6
	25%	27%	31%	11%	15%	23%	27%	13%	29% g	34% g	39% gm	27% g	25% g	19%	28%	22%	26%	13%	20%	32%
IKEA	293	105	128	29	30	134	158	59	234	26	60	42	54	52	180	113	244	16	21	12
	55%	51%	62% a	48%	49%	51%	59% e	49%	57%	48%	60%	48%	57%	68% gik	56%	52%	55%	65%	46%	61%
Zoe Sugg	265	98	118	23	26	121	144	49	216	29	58	37	48	44	167	98	217	21	20	8
	50%	48%	57%	38%	43%	46%	54%	41%	52% g	53%	58% gk	42%	51%	58% g	52%	45%	49%	83%	44%	40%
Cozmo/James Lock	162	55	72	18	17	72	89	35	127	14	36	20	29	28	106	55	138	5	14	4
	30%	27%	35%	29%	28%	27%	33%	29%	31%	26%	36%	23%	31%	36%	33%	26%	31%	20%	31%	21%
Anthony Joshua	46	26	16	3	1	29	17	4	42	5	9	8	7	13	28	18	42	-	2	2
	9%	12%	8%	6%	1%	11%	6%	4%	10% g	10%	9%	9%	7%	17% g	9%	8%	9%	-	5%	9%
Liam McAleese	188	74	75	14	24	88	99	38	149	24	41	20	35	30	120	68	154	14	10	10
	35%	36%	36%	24%	39%	33%	37%	31%	36% k	44% k	41% k	23%	37% k	39% k	38%	31%	35%	57%	22%	50%
Gary Barlow	40	17	19	3	2	20	21	4	36	5	9	7	5	10	21	19	33	3	4	-
	8%	8%	9%	4%	3%	7%	8%	3%	9% g	10%	9%	8%	5%	13% g	7%	9%	8%	13%	8%	-
Em Sheldon	236	83	103	22	29	104	132	50	185	22	52	31	36	44	145	90	191	11	23	10
	44%	40%	50%	36%	47%	39%	49% e	42%	45%	40%	52% k	35%	39%	57% gkl	46%	42%	43%	46%	51%	51%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 411

QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 2

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
Maria J	225	216	9	1	198	27	196	22	121	30	73	97	26	102	55	23	147	73	23	130	101	51	73
	42%	44%	27%	10%	43%	36%	44%	36%	44%	35%	43%	44%	49%	39%	42%	38%	43%	40%	45%	43%	40%	45%	44%
Neutrogena	342	325	13	4	301	41	296	35	175	52	115	130	28	184	77	36	229	104	27	211	150	71	120
	64%	66% b	40%	43%	65%	55%	66%	58%	63%	60%	68%	59%	52%	71% kl	58%	60%	67%	58%	53%	69% qr	59%	62%	73% t
Backpacker	32	30	2	-	24	8	23	7	22	5	5	18	3	11	14	3	15	14	8	10	24	2	6
	6%	6%	6%	-	5%	11%	5%	12% df	8% j	6%	3%	8%	6%	4%	10% p	5%	5%	8% s	15% s	3%	9% uv	2%	4%
Lorraine	179	170	6	3	152	27	149	21	101	23	55	83	18	78	48	21	109	58	21	100	88	38	53
	33%	34%	19%	36%	33%	36%	33%	35%	36% i	26%	33%	37%	34%	30%	36% p	36%	32%	32%	41%	33%	35%	33%	32%
Gina Burgess Nutrition	135	128	5	2	118	17	116	14	80	14	41	63	10	62	44	15	76	42	15	79	58	29	49
	25%	26%	16%	21%	26%	23%	26%	23%	29% i	17%	24%	28%	19%	24%	33% p	25%	22%	23%	29%	26%	23%	25%	30%
IKEA	293	276	13	4	256	36	252	31	152	43	98	118	32	143	75	28	190	92	30	171	124	62	107
	55%	56%	40%	47%	56%	49%	57%	51%	55%	50%	57%	54%	60%	55%	56%	46%	56%	51%	58%	56%	49%	54%	65% t
Zoe Sugg	265	249	12	4	230	35	226	29	133	35	98	109	21	135	61	31	174	83	24	158	116	61	89
	50%	50%	39%	47%	50%	47%	51%	48%	48%	40%	58% hi	49%	40%	52%	46%	51%	51%	47%	47%	52%	46%	53%	54%
Cozmo/James Lock	162	156	3	2	144	18	142	16	77	24	60	64	15	82	41	17	104	47	17	97	62	40	60
	30%	32% b	11%	21%	31%	24%	32%	25%	28%	28%	35%	29%	28%	32%	31%	28%	30%	26%	34%	32%	24% t	35% t	37%
Anthony Joshua	46	43	3	-	32	14	28	6	31	3	12	19	3	24	17	3	26	17	7	22	22	9	15
	9%	9%	9%	-	7%	18% df	6%	10%	11% i	4%	7%	9%	6%	9%	13%	5%	8%	10%	14%	7%	9%	8%	9%
Liam McAleese	188	178	9	1	165	23	162	19	94	27	66	84	18	85	49	23	115	64	19	105	79	45	63
	35%	36%	28%	10%	36%	30%	36%	31%	34%	32%	39%	38%	35%	33%	37%	38%	34%	35%	36%	35%	31%	39%	38%
Gary Barlow	40	36	5	-	31	10	29	8	22	7	12	20	3	18	17	4	19	14	7	19	23	8	9
	8%	7%	15%	-	7%	13% f	7%	13%	8%	8%	7%	9%	5%	7%	13% p	7%	6%	8%	14% s	6%	9%	7%	6%
Em Sheldon	236	225	8	2	208	27	206	24	128	36	72	97	21	117	57	21	157	78	19	139	103	49	84
	44%	46% b	25%	25%	45%	37%	46%	39%	46%	41%	42%	44%	40%	45%	43%	36%	46%	44%	37%	46%	40%	42%	51% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 412

QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
Maria J	225	46	179	125	100	46	179	177	28	37	78	214	11	215	10	101	92	57	40	40	59	30
	42%	46%	41%	46%	38%	46%	41%	49%	43%	50%	52%	44% l	23%	44% n	22%	50% p	39%	42%	41%	37%	48%	47%
Neutrogena	342	56	286	170	172	56	286	253	28	38	86	322	20	323	19	138	153	79	65	61	93	43
	64%	57%	66%	63%	65%	57%	66%	70% hij	44%	51%	58%	66% l	42%	66% n	40%	68%	64%	58%	67%	57%	76% qs	67%
Backpacker	32	8	24	21	11	8	24	25	9	9	13	29	3	28	4	14	12	8	7	12	14	8
	6%	8%	5%	8%	4%	8%	5%	7%	13%	12%	9%	6%	6%	6%	8%	7%	5%	6%	8%	11%	12%	13%
Lorraine	179	39	139	99	80	39	139	140	29	32	62	172	7	173	6	95	64	45	34	36	54	27
	33%	40%	32%	37%	30%	40%	32%	39%	44%	43%	42%	35% l	14%	36% n	13%	47% p	27%	33%	35%	34%	44%	42%
Gina Burgess Nutrition	135	24	111	75	60	24	111	110	17	22	46	130	5	128	7	67	49	39	28	25	47	21
	25%	24%	25%	28%	23%	24%	25%	30%	26%	30%	31%	27% l	10%	26%	14%	33% p	21%	28%	29%	23%	38% s	32%
IKEA	293	51	242	155	138	51	242	214	30	40	84	278	15	278	15	126	122	73	52	54	79	46
	55%	51%	56%	57%	53%	51%	56%	59% h	46%	53%	56%	57% l	31%	57% n	31%	62% p	51%	53%	55%	51%	64%	71% qrs
Zoe Sugg	265	47	218	132	133	47	218	196	28	39	89	254	12	254	11	113	115	64	41	47	65	35
	50%	47%	50%	49%	50%	47%	50%	54% h	43%	52%	59%	52% l	25%	52% n	23%	56%	48%	46%	43%	44%	53%	54%
Cozmo/James Lock	162	25	137	86	76	25	137	123	15	24	51	154	7	155	7	68	69	36	22	23	41	16
	30%	25%	31%	32%	29%	25%	31%	34%	23%	32%	34%	32% l	15%	32% n	14%	34%	29%	27%	23%	22%	33%	25%
Anthony Joshua	46	9	37	27	19	9	37	32	11	9	16	44	2	43	3	17	24	13	9	13	14	11
	9%	9%	9%	10%	7%	9%	9%	9%	16%	12%	11%	9%	4%	9%	6%	9%	10%	10%	10%	12%	11%	16%
Liam McAleese	188	42	146	108	80	42	146	144	25	27	69	182	6	182	5	91	71	46	31	35	44	24
	35%	42%	33%	40% d	30%	42% d	33%	40%	39%	37%	46%	37% l	13%	38% n	11%	45% p	30%	33%	32%	33%	36%	37%
Gary Barlow	40	6	35	22	18	6	35	31	8	10	16	36	5	36	4	16	19	14	7	11	9	11
	8%	6%	8%	8%	7%	6%	8%	9%	12%	13%	11%	7%	10%	8%	8%	8%	8%	10%	7%	10%	7%	18% rt
Em Sheldon	236	38	197	124	112	38	197	180	21	31	71	225	11	227	9	92	102	65	39	44	63	33
	44%	39%	45%	46%	43%	39%	45%	50% h	32%	42%	47% h	46% l	24%	47% n	18%	45%	43%	47%	41%	41%	51%	52%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 413
QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 3

Demographics																				
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
Maria J	167	80	87	-	-	80	87	-	167	22	48	27	35	35	106	61	133	11	21	2
	40%	40%	41%	-	-	40%	41%	-	40%	45%	47% k	30%	39%	42%	44%	36%	39%	46%	65%	14%
Neutrogena	273	131	142	-	-	131	142	-	273	35	63	55	60	60	166	107	226	19	24	4
	66%	65%	67%	-	-	65%	67%	-	66%	71%	62%	61%	66%	74%	68%	62%	66%	80%	73%	28%
Backpacker	28	18	10	-	-	18	10	-	28	2	7	6	3	10	21	7	22	3	3	-
	7%	9%	5%	-	-	9%	5%	-	7%	4%	7%	6%	3%	12% l	9%	4%	6%	14%	8%	-
Lorraine	151	73	78	-	-	73	78	-	151	24	42	24	29	32	103	48	129	10	12	-
	36%	36%	37%	-	-	36%	37%	-	36%	48% k	41% k	27%	32%	39%	42% o	28%	37%	40%	38%	-
Gina Burgess Nutrition	120	55	65	-	-	55	65	-	120	19	37	21	25	18	82	37	98	7	15	-
	29%	27%	30%	-	-	27%	30%	-	29%	38%	37% k	23%	27%	23%	34% o	22%	28%	27%	47%	-
IKEA	217	105	112	-	-	105	112	-	217	26	54	42	48	48	133	84	172	16	21	7
	52%	52%	53%	-	-	52%	53%	-	52%	52%	53%	46%	53%	58%	55%	49%	50%	66%	66%	56%
Zoe Sugg	206	101	106	-	-	101	106	-	206	20	57	31	49	49	131	75	165	14	24	4
	50%	50%	50%	-	-	50%	50%	-	50%	40%	56% k	34%	55% k	60% ik	54% o	44%	48%	60%	73%	28%
Cozmo/James Lock	124	58	66	-	-	58	66	-	124	15	33	21	31	25	83	42	99	9	16	-
	30%	29%	31%	-	-	29%	31%	-	30%	30%	33%	23%	34%	30%	34% o	24%	29%	39%	49%	-
Anthony Joshua	43	29	14	-	-	29	14	-	43	5	14	8	9	6	30	13	35	2	6	-
	10%	14% b	7%	-	-	14% f	7%	-	10%	10%	14%	9%	10%	8%	12%	8%	10%	7%	20%	-
Liam McAleese	114	51	64	-	-	51	64	-	114	10	31	23	23	28	74	41	96	8	10	-
	28%	25%	30%	-	-	25%	30%	-	28%	20%	31%	25%	25%	34%	30%	24%	28%	32%	32%	-
Gary Barlow	35	21	13	-	-	21	13	-	35	1	14	6	8	6	26	9	29	2	4	-
	8%	11%	6%	-	-	11%	6%	-	8%	2%	13% i	6%	9%	8%	11%	5%	9%	7%	12%	-
Em Sheldon	171	84	87	-	-	84	87	-	171	24	47	28	36	37	108	64	141	8	22	-
	41%	42%	41%	-	-	42%	41%	-	41%	49% k	46% k	31%	40%	45%	44%	37%	41%	33%	69%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 414
QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
Maria J	167	152	13	2	145	22	141	21	91	22	53	62	12	92	48	19	100	42	10	115	63	43	61
	40%	42%	32%	22%	42%	34%	41%	36%	42%	39%	39%	48%	36%	37%	54%	38%	36%	46%	34%	39%	42%	46%	36%
														m			p						
Neutrogena	273	246	21	6	231	42	228	38	141	41	91	91	19	163	59	31	182	58	18	198	92	70	110
	66%	68%	51%	67%	67%	63%	67%	63%	64%	72%	66%	70%	56%	65%	66%	63%	66%	63%	61%	67%	62%	74%	65%
		b																					
Backpacker	28	23	5	-	26	2	24	2	22	-	6	12	1	15	9	6	13	12	3	13	18	3	7
	7%	6%	12%	-	7%	3%	7%	4%	10%	-	4%	10%	3%	6%	11%	12%	5%	13%	10%	4%	12%	3%	4%
									i						p			s			uv		
Lorraine	151	135	14	2	130	21	126	19	84	19	48	61	11	78	44	17	90	36	10	105	55	43	52
	36%	37%	34%	25%	37%	32%	37%	32%	38%	33%	35%	47%	33%	31%	49%	35%	33%	40%	34%	36%	37%	46%	31%
												m			p							v	
Gina Burgess Nutrition	120	108	12	-	106	13	104	12	66	12	41	49	11	60	41	15	64	33	7	79	51	34	34
	29%	30%	28%	-	31%	20%	31%	20%	30%	22%	30%	38%	33%	24%	46%	29%	23%	37%	25%	27%	34%	36%	20%
												m			p						v	v	
IKEA	217	197	17	3	181	36	179	32	113	33	71	66	16	134	50	20	147	43	11	164	68	56	93
	52%	54%	42%	33%	52%	54%	53%	53%	52%	58%	52%	51%	48%	54%	56%	40%	54%	47%	36%	56%	45%	59%	55%
																						t	
Zoe Sugg	206	183	17	6	172	34	170	31	105	28	73	65	12	129	54	20	132	41	9	157	71	48	87
	50%	50%	41%	67%	49%	52%	50%	52%	48%	49%	53%	50%	36%	51%	60%	41%	48%	45%	29%	53%	47%	51%	52%
															o								
Cozmo/James Lock	124	110	12	2	108	17	104	17	65	20	39	47	10	68	38	12	75	27	6	91	43	31	50
	30%	30%	30%	24%	31%	26%	31%	28%	30%	35%	29%	36%	29%	27%	42%	24%	27%	30%	20%	31%	29%	33%	30%
															op								
Anthony Joshua	43	36	5	2	34	9	34	9	29	2	12	21	-	22	18	5	20	18	4	21	26	7	10
	10%	10%	11%	22%	10%	14%	10%	16%	13%	3%	9%	16%	-	9%	20%	10%	7%	20%	14%	7%	17%	8%	6%
									i			lm			p			s			uv		
Liam McAleese	114	105	8	1	92	22	91	21	69	11	34	39	5	71	38	9	68	27	5	82	36	32	46
	28%	29%	18%	13%	26%	34%	27%	35%	32%	19%	25%	30%	14%	28%	42%	17%	25%	30%	18%	28%	24%	34%	27%
															op								
Gary Barlow	35	29	4	2	31	4	30	4	28	2	5	20	-	15	15	6	14	15	6	14	22	8	5
	8%	8%	9%	25%	9%	6%	9%	7%	13%	4%	4%	15%	-	6%	17%	12%	5%	16%	20%	5%	15%	8%	3%
									j			lm			p			s			v		
Em Sheldon	171	150	19	2	145	26	144	25	93	19	59	63	12	96	50	13	107	41	9	121	66	43	62
	41%	41%	45%	24%	42%	40%	42%	42%	42%	33%	43%	48%	36%	38%	56%	27%	39%	45%	32%	41%	44%	45%	37%
															op								

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 415

QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
Maria J	167	27	140	80	87	27	140	124	20	39	58	153	14	157	10	75	73	55	29	27	34	23
	40%	44%	40%	46%	37%	44%	40%	48%	49%	54%	53%	43%	23%	43%	20%	55%	34%	47%	39%	34%	38%	44%
													l		n		p					
Neutrogena	273	39	234	121	152	39	234	187	26	53	78	244	29	247	26	104	142	87	48	57	68	36
	66%	64%	66%	69%	64%	64%	66%	73%	63%	72%	71%	69%	49%	68%	52%	77%	65%	73%	66%	72%	77%	71%
													l		n		p					
Backpacker	28	3	25	12	16	3	25	19	9	13	11	25	3	25	3	12	14	9	5	5	6	3
	7%	5%	7%	7%	7%	5%	7%	8%	21%	18%	10%	7%	5%	7%	6%	9%	6%	8%	7%	6%	7%	5%
									g	g												
Lorraine	151	30	121	81	70	30	121	112	23	45	60	140	11	142	9	75	64	57	31	29	42	24
	36%	49%	34%	46%	29%	49%	34%	44%	56%	61%	55%	39%	18%	39%	18%	55%	29%	48%	43%	36%	48%	48%
		b		df		df				g			l		n		p					
Gina Burgess Nutrition	120	24	96	65	54	24	96	89	23	36	48	111	9	113	7	61	45	40	22	17	31	20
	29%	40%	27%	37%	23%	40%	27%	35%	54%	49%	43%	31%	15%	31%	14%	45%	21%	34%	30%	22%	35%	38%
		b		df		df			g	g			l		n		p					
IKEA	217	28	189	92	125	28	189	154	19	44	64	196	21	202	15	84	110	67	42	43	58	27
	52%	46%	54%	52%	53%	46%	54%	60%	47%	60%	58%	55%	36%	56%	30%	62%	51%	57%	58%	55%	65%	52%
													l		n		p					
Zoe Sugg	206	28	178	90	116	28	178	140	28	45	62	187	20	188	19	76	109	64	34	36	44	27
	50%	46%	50%	51%	49%	46%	50%	54%	66%	61%	57%	53%	33%	52%	37%	56%	50%	54%	46%	46%	50%	52%
													l									
Cozmo/James Lock	124	18	107	58	66	18	107	88	20	34	46	117	8	119	5	57	59	46	20	20	35	19
	30%	29%	30%	33%	28%	29%	30%	34%	49%	46%	42%	33%	13%	33%	10%	42%	27%	39%	27%	25%	40%	38%
													l		n		p			s		s
Anthony Joshua	43	5	37	17	26	5	37	25	11	12	15	38	5	38	5	22	19	12	6	8	9	6
	10%	9%	11%	10%	11%	9%	11%	10%	27%	17%	13%	11%	9%	10%	10%	16%	9%	10%	8%	10%	10%	12%
									g								p					
Liam McAleese	114	18	96	52	63	18	96	78	16	28	36	107	7	107	7	49	58	37	21	17	24	14
	28%	31%	27%	29%	26%	31%	27%	30%	39%	39%	33%	30%	13%	29%	15%	36%	27%	31%	28%	22%	27%	27%
													l		n							
Gary Barlow	35	8	27	20	15	8	27	22	12	19	14	31	4	31	4	18	13	15	9	8	7	5
	8%	14%	8%	11%	6%	14%	8%	8%	29%	26%	13%	9%	7%	8%	8%	14%	6%	12%	12%	10%	8%	10%
									gj	gj							p					
Em Sheldon	171	28	143	82	89	28	143	126	25	42	61	159	12	161	11	77	78	60	29	31	46	27
	41%	47%	40%	47%	38%	47%	40%	49%	59%	58%	56%	45%	20%	44%	21%	57%	36%	50%	40%	39%	52%	53%
													l		n		p					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 416
QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 4

										Demographics										
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
Maria J	169	81	88	-	-	81	88	-	169	23	39	33	37	36	105	64	142	11	12	4
	41%	40%	41%	-	-	40%	41%	-	41%	52%	41%	37%	36%	45%	43%	38%	41%	46%	36%	27%
Neutrogena	279	134	145	-	-	134	145	-	279	29	61	58	67	64	171	108	229	14	22	13
	67%	66%	69%	-	-	66%	69%	-	67%	64%	64%	64%	66%	79% hjk	70%	64%	67%	60%	67%	100%
Backpacker	27	14	13	-	-	14	13	-	27	5	7	6	7	2	16	11	23	-	4	-
	7%	7%	6%	-	-	7%	6%	-	7%	11% m	8%	7%	7%	2%	6%	7%	7%	-	11%	-
Lorraine	157	77	80	-	-	77	80	-	157	23	35	35	35	30	92	65	134	13	9	2
	38%	38%	38%	-	-	38%	38%	-	38%	51%	36%	38%	34%	37%	38%	39%	39%	54%	27%	14%
Gina Burgess Nutrition	79	35	44	-	-	35	44	-	79	7	15	19	23	16	48	31	66	3	7	2
	19%	17%	21%	-	-	17%	21%	-	19%	15%	16%	20%	22%	20%	19%	18%	19%	13%	22%	14%
IKEA	237	106	130	-	-	106	130	-	237	26	49	54	51	57	149	88	193	13	21	9
	57%	52%	62%	-	-	52%	62%	-	57%	58%	51%	60%	49%	71% hjl	61%	52%	56%	53%	63%	71%
Zoe Sugg	238	118	120	-	-	118	120	-	238	30	48	52	59	49	141	97	199	13	19	7
	57%	58%	57%	-	-	58%	57%	-	57%	66%	51%	57%	58%	60%	57%	58%	58%	53%	56%	55%
Cozmo/James Lock	121	61	60	-	-	61	60	-	121	15	26	30	26	23	74	47	97	8	10	6
	29%	30%	28%	-	-	30%	28%	-	29%	34%	28%	34%	25%	28%	30%	28%	28%	33%	30%	41%
Anthony Joshua	48	18	30	-	-	18	30	-	48	2	12	12	13	8	29	18	43	-	3	2
	12%	9%	14%	-	-	9%	14%	-	12%	5%	13%	14%	13%	10%	12%	11%	13%	-	8%	14%
Liam McAleese	167	81	86	-	-	81	86	-	167	23	39	30	44	31	113	55	131	11	20	6
	40%	40%	41%	-	-	40%	41%	-	40%	50%	41%	34%	43%	39%	46% o	32%	38%	47%	59%	41%
Gary Barlow	31	12	19	-	-	12	19	-	31	3	7	11	5	6	18	14	27	2	2	-
	8%	6%	9%	-	-	6%	9%	-	8%	6%	8%	12%	5%	7%	7%	8%	8%	7%	7%	-
Em Sheldon	157	75	82	-	-	75	82	-	157	20	35	36	35	30	104	53	125	10	16	6
	38%	37%	39%	-	-	37%	39%	-	38%	44%	37%	40%	35%	37%	42% o	31%	37%	40%	48%	44%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 417
QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
Maria J	169	160	6	3	148	21	147	19	74	24	71	60	18	91	48	17	103	25	11	133	58	39	71
	41%	42%	25%	28%	41%	41%	41%	44%	35%	44%	48% h	44%	37%	40%	48%	47%	37%	34%	37%	43%	39%	48%	39%
Neutrogena	279	258	14	7	241	38	240	33	146	32	101	91	31	157	62	19	198	37	16	226	88	55	136
	67%	68%	65%	70%	66%	75%	66%	77%	69%	59%	68%	66%	65%	69%	62%	53%	71% o	51%	54%	72% q	58%	68%	75% t
Backpacker	27	25	1	1	25	2	25	1	17	3	7	15	4	8	12	1	14	10	3	14	16	4	7
	7%	7%	4%	10%	7%	4%	7%	2%	8%	6%	5%	11% m	8%	4%	12% p	3%	5%	14% s	10%	4%	11% v	5%	4%
Lorraine	157	148	7	3	137	20	137	17	81	22	54	58	17	83	40	8	109	28	13	116	48	35	74
	38%	39%	30%	31%	38%	41%	38%	41%	38%	41%	37%	42%	36%	36%	40%	22%	39%	39%	44%	37%	32%	43%	41%
Gina Burgess Nutrition	79	73	4	2	66	13	66	10	41	13	25	29	12	39	23	6	49	14	5	60	23	21	35
	19%	19%	17%	21%	18%	26%	18%	24%	19%	24%	17%	21%	24%	17%	23%	17%	18%	19%	19%	19%	15%	26%	19%
IKEA	237	220	10	7	204	33	203	28	121	28	88	74	26	137	53	16	167	38	9	190	70	55	112
	57%	57%	46%	71%	56%	65%	56%	65%	57%	51%	60%	54%	55%	60%	54%	44%	60%	52%	32%	61%	46%	68% t	62% t
Zoe Sugg	238	223	9	6	204	33	203	30	115	26	97	81	24	133	62	17	159	34	15	189	81	51	106
	57%	58%	42%	59%	56%	67%	56%	70%	55%	47%	65% i	59%	51%	58%	62%	47%	57%	47%	51%	60% q	53%	62%	59%
Cozmo/James Lock	121	114	3	4	105	16	104	14	66	13	42	49	12	60	36	13	72	24	5	91	42	27	51
	29%	30%	13%	39%	29%	31%	29%	32%	31%	24%	28%	36%	25%	26%	36%	34%	26%	34%	17%	29%	28%	33%	28%
Anthony Joshua	48	46	1	1	39	9	39	7	27	6	15	20	9	19	20	2	26	13	4	31	23	6	19
	12%	12%	4%	10%	11%	18%	11%	17%	13%	11%	10%	14%	18% m	8%	20% p	7%	9%	18%	14%	10%	15%	7%	10%
Liam McAleese	167	161	1	6	142	26	141	23	85	23	60	63	18	86	45	17	106	27	12	128	55	41	71
	40%	42%	4%	61%	39%	51%	39%	54%	40%	41%	41%	46%	37%	38%	45%	45%	38%	37%	41%	41%	36%	51% t	39%
Gary Barlow	31	30	-	1	27	4	27	2	17	5	9	11	6	15	9	1	21	7	2	22	18	4	10
	8%	8%	-	10%	7%	8%	8%	5%	8%	9%	6%	8%	12%	6%	9%	3%	8%	10%	7%	7%	12%	4%	6%
Em Sheldon	157	150	7	-	135	22	134	20	84	20	53	57	15	85	46	15	95	29	9	120	53	35	70
	38%	39%	30%	-	37%	44%	37%	48%	40%	37%	35%	42%	31%	37%	46% p	42%	34%	40%	29%	38%	35%	42%	38%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 418

QINF3 - Advert or not advert (Influencer section) - Top 2 Box Summary

Base: All Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
Maria J	169	33	135	81	88	33	135	129	10	26	48	158	10	163	6	64	81	55	32	28	58	28
	41%	60%	38%	47%	36%	60%	38%	46%	28%	56%	46%	43%	23%	43%	17%	51%	39%	50%	49%	35%	64%	48%
		b		df		df		h		h		l		n		p		s			qs	
Neutrogena	279	38	241	115	164	38	241	211	21	32	76	262	18	265	14	93	141	77	46	53	70	41
	67%	69%	67%	67%	67%	69%	67%	75%	59%	67%	72%	71%	39%	70%	38%	74%	68%	70%	69%	66%	78%	69%
												l		n								
Backpacker	27	6	21	15	12	6	21	21	8	7	13	26	1	25	2	13	10	9	7	10	4	4
	7%	11%	6%	9%	5%	11%	6%	7%	23%	15%	13%	7%	3%	7%	6%	10%	5%	8%	10%	12%	4%	7%
									g													
Lorraine	157	21	136	63	94	21	136	116	13	22	47	148	9	150	7	66	66	49	30	33	41	30
	38%	38%	38%	37%	39%	38%	38%	41%	37%	48%	45%	40%	21%	40%	20%	52%	32%	44%	46%	41%	46%	51%
												l		n		p						
Gina Burgess Nutrition	79	17	62	41	37	17	62	61	6	13	20	75	4	75	4	27	34	22	15	14	22	7
	19%	30%	17%	24%	15%	30%	17%	22%	17%	28%	19%	20%	9%	20%	11%	22%	17%	20%	22%	17%	24%	12%
			b		d		df															
IKEA	237	34	202	97	140	34	202	181	18	28	63	219	17	225	12	80	118	63	35	38	59	33
	57%	62%	56%	57%	57%	62%	56%	64%	49%	59%	60%	59%	39%	60%	33%	63%	57%	57%	54%	47%	66%	56%
												l		n							s	
Zoe Sugg	238	38	200	110	128	38	200	177	19	33	61	219	19	226	12	80	118	67	42	46	60	33
	57%	69%	56%	65%	52%	69%	56%	63%	53%	69%	58%	59%	43%	60%	33%	64%	57%	61%	64%	57%	67%	56%
				d		d						l		n								
Cozmo/James Lock	121	23	97	61	60	23	97	94	13	17	35	112	8	115	6	49	51	37	22	20	35	15
	29%	42%	27%	36%	24%	42%	27%	34%	35%	36%	33%	30%	19%	30%	16%	39%	25%	34%	34%	24%	39%	25%
			b		d		df										p				s	
Anthony Joshua	48	12	35	25	22	12	35	36	11	9	15	43	5	45	3	16	22	13	6	12	10	8
	12%	22%	10%	15%	9%	22%	10%	13%	30%	20%	14%	12%	11%	12%	8%	13%	10%	12%	9%	15%	11%	14%
			b				df		gj													
Liam McAleese	167	26	141	78	89	26	141	131	14	29	42	158	10	161	6	68	77	47	27	29	48	26
	40%	47%	39%	46%	37%	47%	39%	47%	38%	61%	40%	43%	21%	43%	17%	54%	37%	43%	41%	36%	54%	44%
										hj		l		n		p					s	
Gary Barlow	31	7	24	18	13	7	24	23	5	7	12	27	4	30	1	13	15	8	6	10	7	3
	8%	12%	7%	11%	5%	12%	7%	8%	14%	15%	11%	7%	10%	8%	3%	10%	7%	7%	9%	13%	8%	5%
Em Sheldon	157	24	133	73	84	24	133	123	16	22	48	151	6	155	2	63	66	50	27	28	47	27
	38%	44%	37%	43%	35%	44%	37%	44%	44%	47%	46%	41%	13%	41%	6%	50%	32%	45%	42%	34%	53%	46%
												l		n		p					s	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 455
QINF3_1 - Advert or not advert: 01a. Maria J - short_1 no change

Base: Cell 1

		Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	40	17	14	4	4	21	18	8	31	6	7	5	5	8	23	16	27	3	8	2
	7%	9%	7%	6%	7%	8%	7%	7%	8%	13%	8%	5%	5%	10%	7%	8%	6%	12%	17%	9%
																	p			
2	19	3	9	6	1	9	10	7	12	-	4	2	3	3	9	10	16	2	1	-
	4%	2%	4%	9%	2%	3%	4%	6%	3%	-	5%	2%	3%	4%	3%	5%	4%	7%	2%	-
3	21	4	10	5	2	9	12	7	14	-	2	2	7	3	12	9	17	3	1	-
	4%	2%	5%	8%	3%	4%	4%	6%	3%	-	2%	2%	7%	4%	4%	4%	4%	11%	3%	-
4	22	10	6	3	3	13	9	6	16	3	5	4	2	2	10	12	19	1	-	2
	4%	5%	3%	5%	5%	5%	3%	5%	4%	5%	6%	4%	2%	3%	3%	6%	4%	5%	-	9%
5	59	23	23	4	8	28	31	12	46	7	11	9	13	7	31	28	52	-	5	2
	11%	12%	11%	7%	14%	11%	12%	10%	11%	14%	13%	9%	13%	8%	10%	13%	12%	-	11%	9%
6	53	20	18	7	8	27	27	15	38	4	10	12	7	5	31	23	45	2	5	2
	10%	10%	9%	10%	15%	10%	10%	12%	9%	7%	11%	13%	7%	6%	9%	11%	10%	6%	11%	10%
7	46	20	18	3	5	23	23	8	38	5	9	13	3	7	28	17	37	5	2	2
	9%	10%	9%	5%	8%	9%	8%	6%	9%	11%	10%	14%	3%	8%	9%	8%	8%	22%	4%	10%
								l		l		l								
8	86	33	30	11	12	44	42	23	64	5	17	15	16	10	53	33	73	5	5	4
	16%	17%	14%	17%	20%	17%	16%	18%	16%	11%	18%	16%	17%	13%	16%	16%	16%	19%	12%	19%
9	71	23	35	8	4	31	40	12	59	6	13	14	14	13	51	20	60	-	7	4
	13%	12%	17%	12%	7%	12%	15%	10%	14%	11%	14%	15%	14%	17%	16%	10%	14%	-	15%	19%
															o					
10 - Definitely IS an advert	117	44	48	14	11	58	58	25	92	14	12	17	29	21	76	40	97	4	12	3
	22%	22%	23%	21%	18%	22%	22%	20%	22%	28%	13%	18%	30%	27%	24%	19%	22%	18%	27%	16%
									j				j	j						
Mean	6.86	6.91	6.97	6.52	6.67	6.82	6.91	6.59	6.94	6.88	6.52	7.04	7.24	7	7.09	6.51	6.92	6.04	6.69	6.98
															o					
Standard Deviation	2.78	2.75	2.8	3	2.63	2.81	2.76	2.82	2.77	2.98	2.7	2.48	2.78	3.03	2.75	2.81	2.72	3.07	3.29	2.69
Net: Not an ad (1-3)	79	24	33	15	7	39	40	23	57	6	14	9	14	14	44	35	61	7	10	2
	15%	12%	15%	23%	13%	15%	15%	18%	14%	13%	15%	10%	15%	18%	14%	17%	14%	30%	21%	9%
Net: Not sure (4-6)	134	53	47	14	19	67	66	34	100	14	27	25	22	13	71	63	116	3	10	5
	25%	27%	22%	22%	33%	26%	25%	27%	25%	27%	30%	27%	22%	17%	22%	30%	26%	11%	21%	28%
																n				
Net: Is an ad (7-10)	319	120	131	36	31	157	163	68	252	31	51	58	62	50	208	111	267	14	26	12
	60%	61%	62%	55%	54%	59%	60%	55%	62%	60%	56%	63%	63%	65%	64%	53%	60%	59%	57%	64%
															o					
Net: Top 2 Box	187	68	83	22	15	89	98	37	151	20	25	30	43	34	127	60	157	4	19	7
	35%	34%	39%	33%	26%	34%	36%	30%	37%	39%	27%	33%	44%	43%	39%	29%	35%	18%	42%	35%
													gj	j		o				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 456

QINF3_1 - Advert or not advert: 01a. Maria J - short_1 no change

Base: Cell 1

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (h)	Medium user (i)	Light user (j)	Instagram Heavy user (k)	Medium user (l)	Light user (m)	Twitter Heavy user (n)	Medium user (o)	Light user (p)	Snapchat Heavy user (q)	Medium user (r)	Light user (s)	YouTube Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	40	38	2	-	37	3	36	3	21	7	12	14	4	22	12	3	24	13	3	24	20	8	11
	7%	8%	7%	-	8%	4%	8%	4%	7%	7%	8%	7%	7%	8%	9%	6%	7%	8%	7%	7%	8%	6%	7%
2	19	16	1	2	17	2	16	2	8	1	10	7	1	11	2	1	16	3	2	14	11	3	5
	4%	3%	3%	16%	4%	2%	3%	2%	3%	1%	7% hi	3%	2%	4%	1%	2%	5%	2%	5%	4%	4%	2%	3%
3	21	19	1	1	16	4	14	4	16	1	4	7	1	13	4	-	17	1	2	18	9	4	8
	4%	4%	4%	10%	4%	6%	3%	5%	6%	1%	3%	3%	2%	5%	3%	-	5%	1%	4%	5% q	4%	3%	5%
4	22	16	3	3	18	4	18	4	12	3	8	4	4	14	6	1	15	6	-	16	9	7	6
	4%	3%	9%	32%	4%	5%	4%	6%	4%	3%	5%	2%	7% k	5%	5%	1%	4%	4%	-	5%	4%	5%	4%
5	59	52	5	2	50	8	48	7	37	11	11	22	7	30	9	6	44	13	6	40	23	15	21
	11%	10%	19%	21%	11%	11%	11%	11%	13%	12%	7%	11%	11%	11%	7%	10%	13% n	8%	15%	12%	9%	12%	13%
6	53	49	4	-	46	7	46	6	27	12	15	18	9	26	12	7	35	19	7	27	29	16	8
	10%	10%	15%	-	10%	9%	10%	9%	9%	13%	9%	9%	15%	10%	9%	12%	10%	12%	17%	8%	12% v	12% v	5%
7	46	41	3	2	40	6	39	5	28	9	9	16	9	21	15	9	21	18	3	24	22	12	11
	9%	8%	10%	20%	9%	8%	9%	7%	10%	10%	6%	8%	15%	8%	11%	15% p	6%	11%	8%	7%	9%	10%	7%
8	86	84	2	-	74	13	72	10	47	15	25	40	7	40	26	8	52	29	5	52	42	21	24
	16%	17%	9%	-	16%	17%	16%	15%	16%	16%	16%	20%	11%	15%	19%	14%	16%	18%	14%	16%	17%	16%	15%
9	71	68	3	-	61	10	61	9	33	14	24	26	9	36	16	6	48	23	6	42	29	19	23
	13%	14%	11%	-	13%	13%	14%	13%	12%	15%	16%	13%	14%	13%	12%	11%	14%	15%	15%	13%	12%	15%	14%
10 - Definitely IS an advert	117	113	4	-	98	19	96	18	59	20	37	48	10	58	35	17	65	34	7	76	49	25	43
	22%	23%	13%	-	21%	25%	22%	27%	21%	22%	24%	24%	17%	21%	25%	30% p	19%	21%	17%	23%	20%	19%	27%
Mean	6.86	6.95	6.18	4.39	6.82	7.14	6.86	7.13	6.76	7.14	6.88	7.1	6.78	6.7	7.11	7.48 p	6.65	7.09	6.69	6.77	6.72	6.9	7.05
Standard Deviation	2.78	2.79	2.62	1.71	2.81	2.63	2.79	2.7	2.75	2.6	2.95	2.72	2.57	2.87	2.77	2.48	2.82	2.66	2.7	2.86	2.82	2.63	2.85
Net: Not an ad (1-3)	79	73	4	2	70	9	66	8	44	9	26	27	6	46	18	4	57	18	6	56	40	15	24
	15%	15%	14%	26%	15%	12%	15%	12%	15%	10%	17%	14%	10%	17%	13%	7%	17%	11%	15%	17%	17%	12%	15%
Net: Not sure (4-6)	134	117	12	5	115	19	112	17	75	25	34	44	20	70	27	13	93	38	13	83	61	38	35
	25%	24%	43%	54%	25%	25%	25%	26%	26%	28%	22%	22%	33%	26%	20%	23%	28%	24%	32%	25%	25%	29%	22%
Net: Is an ad (7-10)	319	306	12	2	273	46	269	41	167	58	94	130	34	155	92	40	187	104	21	195	142	77	101
	60%	62%	43%	20%	60%	63%	60%	62%	58%	63%	61%	65%	57%	57%	67% p	70% p	55%	65%	53%	58%	58%	59%	63%
Net: Top 2 Box	187	181	7	-	159	28	158	26	93	34	61	74	19	94	51	24	113	57	13	118	78	44	65
	35%	36%	24%	-	35%	38%	35%	40%	32%	37%	39%	37%	32%	35%	37%	41%	34%	36%	32%	35%	32%	34%	41%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 457

QINF3_1 - Advert or not advert: 01a. Maria J - short_1 no change

Base: Cell 1

	Total	Claimed interaction with social media influencers — Does interact with social media influencers (a)	Claimed interaction with social media influencers — Does not interact with social media influencers (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts — Aware (k)	Not aware (l)	Awareness of celebrities/relevant people being paid to promote products or services on social media — Aware (m)	Not aware (n)	Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media — Yes (o)	No (p)	Websites/apps visited in the last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	40	6	33	21	19	6	33	28	2	4	7	32	8	32	8	14	20	15	6	9	7	7
	7%	7%	7%	8%	7%	7%	7%	8%	3%	5%	5%	6%	21% k	6%	19% m	7%	8%	9%	7%	9%	6%	9%
2	19	2	17	10	9	2	17	13	2	1	3	16	2	15	4	5	8	6	3	2	3	2
	4%	2%	4%	4%	3%	2%	4%	4%	3%	2%	2%	3%	6%	3%	9%	3%	3%	4%	4%	1%	3%	3%
3	21	1	20	8	13	1	20	12	-	1	6	19	2	20	1	5	10	1	4	3	1	1
	4%	1%	4%	3%	5%	1%	4%	3%	-	1%	4%	4%	5%	4%	2%	3%	4%	1% q	5%	3%	1%	1%
4	22	4	18	9	13	4	18	17	3	2	3	21	1	20	2	4	11	5	3	3	3	2
	4%	4%	4%	3%	5%	4%	4%	5%	5%	2%	2%	4%	2%	4%	4%	2%	4%	3%	3%	2%	3%	3%
5	59	6	53	30	29	6	53	40	9	6	15	54	5	51	8	16	34	18	11	13	8	6
	11%	7%	12%	11%	11%	7%	12%	11%	14%	8%	10%	11%	13%	10%	19%	8%	14%	11%	13%	13%	7%	8%
6	53	10	43	21	32	10	43	37	7	8	18	48	5	49	5	16	26	17	12	10	8	4
	10%	11%	10%	8%	12%	11%	10%	10%	11%	11%	12%	10%	14%	10%	11%	8%	11%	11%	13%	10%	8%	5%
7	46	11	35	26	20	11	35	25	9	8	10	44	2	43	3	21	16	17	7	10	17	8
	9%	12%	8%	10%	7%	12%	8%	7%	15% g	11%	7%	9%	5%	9%	8%	11%	6%	11%	8%	9%	15%	10%
8	86	10	77	47	39	10	77	59	11	12	30	81	5	81	5	31	38	20	16	17	11	10
	16%	11%	17%	18%	15%	11%	17%	16%	17%	16%	20%	16%	14%	16%	13%	16%	15%	12%	19%	16%	10%	13%
9	71	17	53	32	39	17	53	48	9	10	24	70	1	71	-	28	35	26	13	15	20	11
	13%	19%	12%	12%	15%	19%	12%	13%	14%	14%	16%	14% l	3%	14% n	-	15%	14%	16%	15%	14%	19%	15%
10 - Definitely IS an advert	117	22	94	65	52	22	94	89	12	22	36	110	7	111	5	53	50	39	12	23	29	26
	22%	25%	21%	24%	20%	25%	21%	24%	19%	30%	24%	22%	17%	23%	14%	27%	20%	24%	14%	22%	28% r	34% r
Mean	6.86	7.3	6.77	6.97	6.76	7.3	6.77	6.93	7.19	7.57	7.31	6.97 l	5.5	6.99 n	5.23	7.28 p	6.72	6.97	6.63	6.95	7.47 r	7.45
Standard Deviation	2.78	2.67	2.8	2.8	2.77	2.67	2.8	2.82	2.3	2.51	2.53	2.72	3.24	2.72	3.04	2.74	2.8	2.84	2.65	2.77	2.61	2.88
Net: Not an ad (1-3)	79	9	70	39	41	9	70	53	4	6	16	67	12	67	12	25	38	22	13	14	10	9
	15%	10%	16%	14%	15%	10%	16%	14%	6%	8%	11%	14%	32% k	14%	30% m	13%	15%	14%	15%	14%	10%	12%
Net: Not sure (4-6)	134	20	114	60	74	20	114	94	19	15	36	123	11	120	14	36	71	40	26	26	19	12
	25%	22%	26%	22%	28%	22%	26%	25%	30%	21%	23%	25%	29%	24%	35%	19%	29% o	24%	30%	25%	18%	16%
Net: Is an ad (7-10)	319	61	259	170	149	61	259	222	42	52	100	304	15	306	14	133	138	101	48	66	77	54
	60%	68%	58%	63%	57%	68%	58%	60%	65%	71%	66%	62% l	39%	62% n	35%	69% p	56%	62%	55%	62%	72% r	72% r
Net: Top 2 Box	187	40	148	97	91	40	148	137	21	32	60	180	8	182	5	81	85	64	25	39	50	37
	35%	44% b	33%	36%	34%	44% f	33%	37%	33%	44%	39%	36% l	20%	37% n	14%	42% p	34%	39%	29%	37%	47% r	49% r

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 458

QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	6	3	2	1	-	4	2	1	5	1	1	1	-	2	3	3	6	-	-	-
	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	1%	1%	-	3%	1%	1%	1%	-	-	-
2	5	2	2	1	1	3	2	1	4	-	2	1	1	-	3	2	5	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	-	1%	1%	1%	-	2%	-
3	10	5	3	2	-	7	3	2	8	-	3	2	2	1	5	5	7	-	1	2
	2%	2%	2%	3%	-	3%	1%	2%	2%	-	4%	2%	2%	1%	2%	2%	2%	-	3%	10%
4	10	5	3	-	2	5	5	2	8	1	2	2	2	1	5	5	7	-	1	2
	2%	2%	2%	-	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	3%	9%
5	28	11	10	2	6	13	15	7	21	4	5	5	5	2	15	13	26	3	-	-
	5%	6%	5%	2%	10%	5%	6%	6%	5%	7%	7%	5%	5%	3%	5%	6%	6%	11%	-	-
6	25	14	8	1	3	15	11	3	22	5	7	5	1	3	16	10	23	3	-	-
	5%	7%	4%	1%	5%	6%	4%	3%	5%	11% gl	8% l	6%	1%	4%	5%	5%	5%	11%	-	-
7	36	11	17	5	3	16	20	8	28	5	6	9	8	1	16	21	29	2	2	4
	7%	6%	8%	8%	5%	6%	7%	6%	7%	9% m	7%	9% m	8% m	1%	5% n	10%	7%	7%	4%	19%
8	54	19	15	11	9	30	25	20	35	9	6	9	4	6	37	17	49	-	6	-
	10%	10%	7%	16%	16%	11%	9%	16% hjl	8%	18% hjl	7%	10%	4%	8%	11%	8%	11%	-	12%	-
9	82	29	37	9	7	37	45	16	66	5	22	14	16	10	45	36	71	3	5	4
	15%	14%	18%	13%	12%	14%	17%	13%	16%	9%	24% gi	16%	16%	12%	14%	17%	16%	11%	10%	19%
10 - Definitely IS an advert	275	98	113	36	28	134	141	64	211	21	35	44	60	52	178	97	223	15	30	9
	52%	50%	53%	54%	49%	51%	52%	52% j	52% j	42%	38%	48%	61% ij	66% ghijk	55%	47%	50%	60%	66%	44%
Mean	8.56	8.38	8.69	8.77	8.49	8.47	8.64	8.64	8.54	8.19	8.07	8.44	8.9 ij	8.98 ij	8.68	8.37	8.53	8.69	9.02	8.05
Standard Deviation	2.07	2.24	1.98	1.93	1.96	2.17	1.98	1.95	2.11	2.05	2.35	2.1	1.88	2.03	2	2.17	2.08	1.93	1.91	2.5
Net: Not an ad (1-3)	21	10	7	3	1	13	8	4	17	1	7	4	3	3	11	10	17	-	2	2
	4%	5%	3%	5%	1%	5%	3%	3%	4%	2%	7%	4%	3%	4%	4%	5%	4%	-	5%	10%
Net: Not sure (4-6)	64	30	21	2	10	33	31	12	51	10	16	12	8	6	36	27	55	5	1	2
	12%	15%	10%	3%	17% c	12%	12%	10%	13%	20% lm	17%	13%	8%	8%	11%	13%	12%	22%	3%	9%
Net: Is an ad (7-10)	448	157	183	60	47	218	230	108	340	39	69	76	87	68	276	172	372	19	41	16
	84%	80%	87%	92%	82%	83%	86%	87% j	83%	78%	76%	83%	89% j	88% j	85%	82%	84%	78%	92%	82%
Net: Top 2 Box	357	127	150	45	36	172	186	80	277	26	56	59	75	61	223	134	294	17	34	12
	67%	64%	71%	68%	61%	65%	69%	65%	68% i	51%	62%	64%	77% gij	79% gijk	69%	64%	66%	71%	76%	63%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 459

QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	6	4	2	-	5	1	5	1	2	1	3	2	1	3	1	-	5	1	1	4	3	-	3
	1%	1%	7%	-	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	-	2%
2	5	4	1	1	3	2	2	2	2	2	2	1	1	3	2	1	2	2	-	3	2	2	2
	1%	1%	4%	7%	1%	3%	1%	3% f	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	-	1%	1%	1%	1%
3	10	10	-	-	9	1	9	-	7	-	3	2	1	7	2	-	8	3	-	7	4	3	3
	2%	2%	-	-	2%	1%	2%	-	2%	-	2%	1%	2%	3%	1%	-	2%	2%	-	2%	2%	2%	2%
4	10	7	1	2	7	3	7	2	6	2	2	-	4	6	3	1	6	2	1	7	5	1	4
	2%	1%	4%	21%	1%	4%	2%	3%	2%	2%	1%	-	6% k	2% k	2%	2%	2%	1%	2%	2%	2%	1%	3%
5	28	28	1	-	23	6	23	5	21	2	6	15	3	10	10	4	15	13	1	14	17	7	4
	5%	6%	3%	-	5%	8%	5%	7%	7%	2%	4%	8%	5%	4%	7%	7%	4%	8%	2%	4%	7%	6%	2% v
6	25	24	1	-	23	3	23	3	16	4	6	12	3	11	9	5	12	10	3	12	19	3	4
	5%	5%	3%	-	5%	4%	5%	4%	5%	4%	4%	6%	5%	4%	6%	9%	3%	6%	7%	4%	8% uv	2%	3%
7	36	33	2	2	29	7	26	6	23	4	9	13	4	19	8	7	21	12	2	22	15	13	8
	7%	7%	7%	21%	6%	10%	6%	10%	8%	4%	6%	6%	7%	7%	6%	12%	6%	8%	6%	7%	6%	10%	5%
8	54	46	5	3	48	7	45	6	32	9	13	33	4	17	21	5	28	26	9	20	32	14	9
	10%	9%	19%	30%	10%	9%	10%	9%	11%	10%	8%	16% m	7%	6%	15% p	9%	8%	16% s	21% s	6%	13% v	11%	5%
9	82	77	5	-	71	11	70	11	42	17	23	26	13	43	17	10	54	26	8	48	43	20	19
	15%	16%	17%	-	15%	15%	16%	17%	15%	18%	15%	13%	22%	16%	12%	18%	16%	16%	19%	14%	18%	15%	12%
10 - Definitely IS an advert	275	263	10	2	242	33	238	30	135	52	88	97	25	152	65	25	185	64	16	196	105	67	103
	52%	53%	36%	21%	53%	45%	53%	45%	47%	56%	57% h	48%	42%	56%	47%	42%	55%	40%	39%	59% qr	43%	52%	65% tu
Mean	8.56	8.63	7.81	6.97	8.63	8.16	8.64	8.26	8.39	8.83	8.72	8.52	8.25	8.66	8.39	8.36	8.67	8.25	8.49	8.72 q	8.34	8.64	8.84 t
Standard Deviation	2.07	2.01	2.76	2.54	2.02	2.36	2.02	2.29	2.09	1.96	2.09	1.95	2.27	2.12	2.09	1.95	2.09	2.07	1.83	2.09	2.07	1.94	2.15
Net: Not an ad (1-3)	21	18	3	1	17	4	16	3	11	3	7	6	3	13	5	1	15	6	1	14	8	5	8
	4%	4%	11%	7%	4%	5%	4%	5%	4%	3%	5%	3%	4%	5%	3%	2%	5%	4%	2%	4%	3%	4%	5%
Net: Not sure (4-6)	64	59	3	2	52	11	52	10	42	8	13	27	10	27	21	10	32	25	5	34	40	11	12
	12%	12%	10%	21%	11%	15%	12%	15%	15%	9%	9%	13%	16%	10%	16%	17%	10%	16%	12%	10%	17% uv	9%	8%
Net: Is an ad (7-10)	448	419	22	7	389	59	378	53	233	81	134	169	48	231	112	47	289	128	34	286	195	113	140
	84%	85%	79%	72%	85%	79%	85%	81%	81%	88%	87%	84%	80%	85%	81%	81%	86%	80%	86%	86%	80%	88%	88%
Net: Top 2 Box	357	340	15	2	312	45	307	41	177	69	112	123	39	195	82	35	240	90	23	244	148	87	123
	67%	69%	53%	21%	68%	60%	69%	62%	62%	75% h	72% h	61%	65%	72% k	60%	60%	71% n	57%	59%	73% q	61%	67%	77% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 460
QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	6	1	5	3	3	1	5	2	-	-	1	5	1	4	2	2	2	3	-	-	-	-
	1%	1%	1%	1%	1%	1%	1%	*	-	-	1%	1%	2%	1%	4%	1%	1%	2%	-	-	-	-
2	5	-	5	2	3	-	5	4	2	2	2	3	3	4	2	1	-	1	1	2	2	1
	1%	-	1%	1%	1%	-	1%	1%	3%	2%	1%	1%	7% k	1%	4% m	1%	-	1%	1%	2%	2%	1%
3	10	1	9	3	7	1	9	2	1	1	3	6	4	7	3	1	4	1	3	2	-	-
	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	2%	1%	10% k	1%	7% m	1%	2%	1%	4%	2%	-	-
4	10	-	10	3	7	-	10	6	1	1	2	10	-	10	-	3	7	1	2	-	-	-
	2%	-	2%	1%	2%	-	2%	2%	2%	1%	1%	2%	-	2%	-	2%	3%	1%	2%	-	-	-
5	28	5	24	13	16	5	24	16	4	4	7	24	5	23	6	8	13	7	5	5	5	3
	5%	5%	5%	5%	6%	5%	5%	4%	6%	5%	4%	5%	13% k	5%	14% m	4%	5%	4%	5%	5%	5%	4%
6	25	4	21	11	14	4	21	18	7	8	9	23	2	24	1	11	12	11	4	5	5	3
	5%	5%	5%	4%	5%	5%	5%	5%	11%	11%	6%	5%	5%	5%	3%	6%	5%	7%	4%	4%	4%	4%
7	36	10	27	22	14	10	27	28	7	4	11	36	-	35	1	10	16	13	10	7	5	3
	7%	11%	6%	8%	5%	11%	6%	7%	11%	5%	7%	7%	-	7%	3%	5%	6%	8%	12%	6%	5%	4%
8	54	12	42	31	23	12	42	37	10	9	15	53	2	52	3	25	20	15	9	12	13	12
	10%	14%	9%	12%	9%	14%	9%	10%	16%	12%	10%	11%	4%	10%	6%	13%	8%	9%	10%	11%	12%	16%
9	82	13	69	38	44	13	69	55	13	11	22	75	7	77	5	32	40	28	20	22	16	10
	15%	14%	16%	14%	17%	14%	16%	15%	20%	15%	14%	15%	19%	16%	13%	16%	16%	17%	23%	21%	15%	13%
10 - Definitely IS an advert	275	44	231	141	134	44	231	201	19	35	81	260	15	257	18	100	134	84	33	52	62	43
	52%	49%	52%	53%	51%	49%	52%	55% h	30%	48%	53% h	53%	40%	52%	45%	52%	54%	51%	39%	49%	58% r	58% r
Mean	8.56	8.61	8.55	8.65	8.46	8.61	8.55	8.76 h	7.99	8.45	8.6 h	8.65 l	7.43	8.64 n	7.64	8.71	8.66	8.62	8.32	8.71	8.93 r	8.98 r
Standard Deviation	2.07	1.84	2.12	1.95	2.2	1.84	2.12	1.85	2.03	2.04	2.04	1.96	3.03	1.97	2.95	1.88	2	2	2.03	1.84	1.7 r	1.6 r
Net: Not an ad (1-3)	21	2	19	8	13	2	19	7	3	3	6	14	7	15	6	4	7	5	4	4	2	1
	4%	2%	4%	3%	5%	2%	4%	2%	4%	4%	4%	3%	19% k	3%	15% m	2%	3%	3%	5%	3%	2%	1%
Net: Not sure (4-6)	64	9	54	27	36	9	54	40	12	12	18	57	7	57	7	22	31	19	10	10	10	6
	12%	10%	12%	10%	14%	10%	12%	11%	18%	17%	12%	11%	18%	12%	17%	11%	13%	12%	12%	9%	9%	8%
Net: Is an ad (7-10)	448	79	369	233	214	79	369	321	50	58	128	423	24	421	27	167	209	139	72	93	95	69
	84%	88%	83%	87%	81%	88%	83%	87% h	78%	80%	84%	86% l	63%	85% n	68%	86%	85%	85%	84%	87%	89%	91%
Net: Top 2 Box	357	57	301	179	178	57	301	256	32	46	103	334	23	334	23	132	174	111	53	75	78	54
	67%	63%	68%	67%	67%	63%	68%	70% h	50%	63%	67% h	68%	59%	68%	59%	68%	70%	68%	62%	70%	73%	71%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 461

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																	Demographics			
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	172	64	60	26	23	89	83	49	124	17	21	24	31	30	108	65	142	5	20	5
	32%	32%	28%	39%	40%	34%	31%	39% hjk	30%	35%	24%	26%	32%	38% j	33%	31%	32%	22%	45%	25%
2	78	26	35	11	5	37	41	17	62	5	11	12	19	14	50	28	65	5	6	2
	15%	13%	17%	17%	9%	14%	15%	13%	15%	11%	12%	14%	19%	18%	16%	13%	15%	23%	13%	9%
3	62	24	24	9	5	33	30	14	48	4	8	13	15	9	33	29	49	7	2	4
	12%	12%	12%	13%	9%	12%	11%	11%	12%	7%	9%	14%	15%	11%	10%	14%	11%	29%	5%	19%
4	36	13	14	3	6	16	20	9	27	6	8	3	6	5	20	16	28	2	2	3
	7%	7%	7%	4%	10%	6%	7%	7%	7%	11%	9%	3%	6%	6%	6%	8%	6%	6%	5%	18%
5	40	13	21	4	2	17	23	6	35	4	10	7	7	7	25	16	36	-	4	-
	8%	7%	10%	6%	3%	7%	9%	5%	8%	7%	10%	8%	7%	10%	8%	8%	8%	-	10%	-
6	46	20	20	2	5	21	24	6	39	4	11	9	9	6	27	19	37	2	3	4
	9%	10%	9%	3%	8%	8%	9%	5%	10%	7%	13% g	10%	9%	8%	8%	9%	8%	6%	7%	19%
7	37	14	16	3	4	17	20	8	30	7	4	13	4	2	24	13	30	3	3	2
	7%	7%	7%	5%	8%	7%	7%	6%	7%	13% lm	5%	14% hjlm	4%	3%	8%	6%	7%	14%	6%	10%
8	25	12	6	4	2	16	9	7	18	2	8	4	2	2	18	7	24	-	1	-
	5%	6%	3%	6%	4%	6%	3%	5%	4%	4%	9% l	4%	2%	3%	6%	3%	5%	-	3%	-
9	18	7	8	2	2	9	10	3	15	1	5	5	3	1	11	7	17	-	1	-
	3%	4%	4%	2%	3%	3%	4%	3%	4%	2%	6%	5%	3%	1%	4%	3%	4%	-	3%	-
10 - Definitely IS an advert	18	5	7	3	3	8	10	6	12	2	3	2	3	2	8	10	17	-	1	-
	3%	2%	3%	4%	5%	3%	4%	5%	3%	4%	3%	2%	3%	2%	2%	5%	4%	-	3%	-
Mean	3.63	3.69	3.71	3.27	3.57	3.59	3.68	3.41	3.7	3.73	4.3 glm	4.06	3.31 m	3.04	3.6	3.69	3.71	3.13	3.16	3.53
Standard Deviation	2.71	2.71	2.65	2.77	2.9	2.73	2.7	2.82	2.67	2.74	2.8	2.76	2.52	2.4	2.7	2.73	2.77	2.02	2.66	2.12
Net: Not an ad (1-3)	313	114	120	45	34	159	154	79	233	26	41	49	64	52	191	122	256	18	28	10
	59%	58%	57%	69%	59%	60%	57%	64% j	57% j	52%	45%	54%	66% j	67% j	59%	58%	58%	74%	63%	54%
Net: Not sure (4-6)	122	46	55	9	12	55	67	21	101	13	29	19	22	18	71	50	101	3	10	7
	23%	23%	26%	13%	21%	21%	25%	17%	25% g	26%	32% g	21%	22%	23%	22%	24%	23%	13%	23%	37%
Net: Is an ad (7-10)	98	38	37	12	12	50	48	24	74	11	21	24	12	7	62	37	87	3	6	2
	18%	19%	17%	18%	20%	19%	18%	19%	18%	22% m	23% m	26% lm	12%	9%	19%	18%	20%	14%	14%	10%
Net: Top 2 Box	36	12	15	4	5	16	20	9	27	3	8	7	6	3	19	17	34	-	2	-
	7%	6%	7%	7%	8%	6%	7%	7%	7%	5%	9%	7%	6%	4%	6%	8%	8%	-	5%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 462

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	172	160	10	3	156	17	153	16	82	35	55	58	18	97	45	16	112	44	9	120	72	41	60
	32%	32%	35%	28%	34%	23%	34%	24%	29%	38%	36%	29%	29%	36%	32%	27%	33%	27%	22%	36%	30%	31%	37%
2	78	73	4	1	70	8	67	7	41	13	23	30	7	41	17	12	49	24	4	50	31	18	29
	15%	15%	14%	10%	15%	11%	15%	11%	14%	15%	15%	15%	11%	15%	12%	22%	15%	15%	9%	15%	13%	14%	18%
3	62	56	3	3	53	10	52	8	28	11	23	16	8	38	9	5	48	10	8	44	21	19	22
	12%	11%	10%	31%	11%	13%	12%	12%	10%	12%	15%	8%	14%	14% k	7%	9%	14% n	6%	20% q	13% q	8%	15%	14%
4	36	34	2	-	31	5	30	5	21	3	11	16	4	15	9	3	24	12	2	22	19	6	11
	7%	7%	7%	-	7%	6%	7%	7%	7%	4%	7%	8%	7%	5%	6%	6%	7%	8%	5%	6%	8%	4%	7%
5	40	37	2	1	34	6	34	5	22	6	12	9	4	27	6	2	33	8	3	29	17	10	13
	8%	7%	8%	11%	7%	8%	8%	8%	8%	7%	8%	5%	7%	10% k	4%	3%	10%	5%	8%	9%	7%	8%	8%
6	46	42	4	-	36	10	36	7	28	7	23	17	5	30	13	3	30	17	4	25	18	16	12
	9%	8%	14%	-	8%	13%	8%	11%	10%	7%	9%	9%	8%	9%	9%	5%	9%	11%	10%	7%	7%	13%	7%
7	37	34	2	2	32	6	31	6	25	5	8	18	5	15	15	5	18	18	2	18	22	11	5
	7%	7%	7%	20%	7%	8%	7%	8%	9%	5%	5%	9%	7%	6%	11% p	8%	5%	11% s	5%	5%	9% v	8% v	3%
8	25	24	1	-	18	7	17	6	15	5	4	15	3	7	9	6	9	9	4	12	17	5	3
	5%	5%	2%	-	4%	9% f	4%	9%	5%	6%	3%	8% m	4%	3%	7%	11% p	3%	5%	11% s	4%	7% v	4%	2%
9	18	17	1	-	15	3	15	3	9	5	4	8	6	4	5	4	9	7	3	8	12	2	4
	3%	3%	3%	-	3%	4%	3%	5%	3%	5%	2%	4%	10% m	1%	4%	7%	3%	5%	7%	2%	5%	2%	2%
10 - Definitely IS an advert	18	18	-	-	14	4	11	4	14	1	3	13	1	3	11	1	6	10	1	7	14	2	2
	3%	4%	-	-	3%	5%	3%	6%	5%	1%	2%	7% m	2%	1%	8% p	2%	2%	6% s	3%	2%	6% v	1%	1%
Mean	3.63	3.65	3.41	3.38	3.51	4.41 df	3.48	4.42 df	3.94 j	3.37	3.22	4.16 m	3.95 m	3.17	4.2 p	3.92	3.35	4.23 s	4.33 s	3.27	4.14 uv	3.52 v	2.96
Standard Deviation	2.71	2.73	2.47	2.3	2.67	2.85	2.64	2.93	2.82	2.7	2.45	3.02	2.85	2.34	3.12	2.95	2.44	2.98	2.86	2.49	2.99	2.48	2.26
Net: Not an ad (1-3)	313	290	16	6	278	35	272	31	152	60	101	104	33	176	70	34	209	78	21	214	124	78	111
	59%	59%	59%	69%	61% eg	47%	61% eg	47%	53%	65% h	66% h	51%	55%	65% k	51%	58%	62% n	49%	52%	64% q	51%	60%	69% t
Net: Not sure (4-6)	122	113	8	1	101	20	100	17	71	16	34	43	14	65	27	8	86	37	9	75	54	32	36
	23%	23%	29%	11%	22%	28%	22%	25%	25%	18%	22%	21%	23%	24%	20%	14%	26%	23%	23%	23%	22%	25%	22%
Net: Is an ad (7-10)	98	93	4	2	79	19	75	18	63	16	19	55	13	30	40	16	42	44	10	44	66	19	13
	18%	19%	13%	20%	17%	26% df	17%	28% df	22% j	17%	13%	27% m	22% m	11%	29% p	28% p	12%	27% s	26% s	13%	27% uv	15%	8%
Net: Top 2 Box	36	35	1	-	29	7	27	7	23	6	7	22	7	7	16	5	15	17	4	15	26	4	6
	7%	7%	3%	-	6%	9%	6%	10%	8%	6%	4%	11% m	11% m	3%	12% p	9%	4%	11% s	10%	4%	11% uv	3%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 463

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 1

	Total	Claimed interaction with social media influencers — Does interact with social media influencers (a)	Claimed interaction with social media influencers — Does not interact with social media influencers (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts — Aware (k)	Not aware (l)	Awareness of celebrities/relevant people being paid to promote products or services on social media — Aware (m)	Not aware (n)	Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media — Yes (o)	No (p)	Websites/apps visited in the last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	172	27	145	88	85	27	145	128	12	23	54	158	15	159	13	62	84	62	23	33	29	26
	32%	30%	33%	33%	32%	30%	33%	35%	18%	32%	35%	32%	38%	32%	33%	32%	34%	38%	27%	31%	27%	34%
								h			h											
2	78	12	66	41	37	12	66	51	4	8	20	72	6	69	9	25	38	22	11	14	17	7
	15%	14%	15%	15%	14%	14%	15%	14%	6%	11%	13%	15%	16%	14%	23%	13%	15%	13%	13%	13%	16%	10%
3	62	7	56	25	37	7	56	38	7	4	10	58	5	59	4	16	34	14	8	8	13	4
	12%	7%	13%	9%	14%	7%	13%	10%	10%	5%	7%	12%	12%	12%	9%	8%	14%	8%	9%	8%	12%	5%
4	36	3	33	20	16	3	33	30	4	2	12	35	1	34	2	14	14	10	5	5	5	5
	7%	3%	7%	7%	6%	3%	7%	8%	6%	3%	8%	7%	2%	7%	5%	7%	6%	6%	6%	4%	5%	6%
5	40	4	37	17	24	4	37	26	4	1	10	38	2	38	3	12	22	12	9	8	7	5
	8%	4%	8%	6%	9%	4%	8%	7%	7%	1%	7%	8%	5%	8%	6%	6%	9%	7%	10%	8%	7%	6%
6	46	12	33	23	23	12	33	30	5	8	13	40	5	39	6	17	22	12	9	10	9	5
	9%	14%	8%	8%	9%	14%	8%	8%	8%	12%	9%	8%	14%	8%	15%	9%	9%	7%	11%	10%	8%	7%
7	37	10	28	23	14	10	28	22	5	5	8	35	2	35	2	15	17	11	6	10	12	7
	7%	11%	6%	9%	5%	11%	6%	6%	8%	7%	6%	7%	6%	7%	5%	8%	7%	7%	7%	9%	11%	10%
8	25	5	20	12	12	5	20	21	9	7	8	25	-	25	-	15	8	8	8	8	8	6
	5%	5%	5%	5%	5%	5%	5%	6%	14%	10%	5%	5%	-	5%	-	7%	3%	5%	9%	7%	7%	8%
									gj													
9	18	5	13	10	8	5	13	10	8	6	6	17	1	17	1	8	6	7	4	5	3	4
	3%	5%	3%	4%	3%	5%	3%	3%	12%	8%	4%	3%	2%	3%	2%	4%	2%	4%	4%	4%	3%	5%
									gj		g											
10 - Definitely IS an advert	18	5	12	10	8	5	12	13	7	9	11	16	2	17	1	11	3	6	3	5	4	7
	3%	6%	3%	4%	3%	6%	3%	3%	12%	12%	7%	3%	5%	3%	2%	6%	1%	3%	3%	5%	4%	9%
									g	g						p						
Mean	3.63	4.24	3.51	3.71	3.56	4.24	3.51	3.56	5.54	4.73	3.87	3.66	3.3	3.67	3.22	4.01	3.32	3.55	4.12	4.07	3.96	4.32
		b				df			gj	g						p						
Standard Deviation	2.71	3.06	2.62	2.79	2.63	3.06	2.62	2.72	3.2	3.45	3.02	2.71	2.7	2.73	2.4	2.98	2.43	2.82	2.82	2.97	2.81	3.25
Net: Not an ad (1-3)	313	46	267	154	159	46	267	217	22	35	83	287	25	287	26	103	156	98	42	56	59	37
	59%	51%	60%	57%	60%	51%	60%	59%	35%	48%	55%	58%	66%	58%	64%	53%	63%	60%	49%	52%	55%	49%
								h			h						o					
Net: Not sure (4-6)	122	19	103	59	63	19	103	86	13	11	35	113	8	111	11	42	58	34	23	23	21	14
	23%	21%	23%	22%	24%	21%	23%	23%	20%	16%	23%	23%	21%	23%	27%	22%	24%	21%	27%	22%	20%	19%
Net: Is an ad (7-10)	98	25	73	56	42	25	73	66	29	27	34	93	5	95	4	49	33	32	20	28	27	24
	18%	28%	17%	21%	16%	28%	17%	18%	46%	36%	22%	19%	13%	19%	9%	25%	13%	19%	24%	26%	25%	32%
		b				df			gj	gj						p						q
Net: Top 2 Box	36	10	26	20	16	10	26	23	15	14	17	33	3	34	2	19	8	13	6	10	7	10
	7%	11%	6%	8%	6%	11%	6%	6%	24%	20%	11%	7%	7%	7%	4%	10%	3%	8%	7%	9%	7%	14%
		b				f			gj	g						p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 464

QINF3_4 - Advert or not advert: 04. Lorraine_1 spon

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
													Demographics							
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	30	12	13	3	2	15	15	5	25	4	6	3	4	8	16	14	26	-	4	-
	6%	6%	6%	4%	4%	6%	6%	4%	6%	7%	7%	3%	4%	11%	5%	7%	6%	-	10%	-
2	20	10	8	2	1	12	9	3	18	-	4	1	6	7	10	10	14	3	2	2
	4%	5%	4%	2%	2%	4%	3%	2%	4%	-	4%	1%	6%	9% gik	3%	5%	3%	11%	5%	10%
3	29	10	14	3	3	13	16	5	24	2	9	4	3	6	19	10	26	-	-	4
	5%	5%	6%	4%	5%	5%	6%	4%	6%	4%	10% l	4%	3%	8%	6%	5%	6%	-	-	19%
4	31	11	8	3	8	14	16	12	19	4	4	7	3	1	12	18	24	3	3	2
	6%	5%	4%	5%	14%	5%	6%	9% hm	5%	7%	5%	7%	3%	1%	4%	9% n	5%	11%	6%	9%
5	71	25	27	11	7	36	34	18	52	8	10	7	13	14	46	25	58	6	4	2
	13%	13%	13%	17%	11%	14%	13%	15%	13%	15%	11%	7%	14%	18% k	14%	12%	13%	24%	10%	10%
6	57	18	27	6	6	24	33	12	45	8	9	10	11	7	31	27	42	2	8	6
	11%	9%	13%	9%	11%	9%	12%	10%	11%	16%	10%	10%	11%	9%	9%	13%	9%	7%	18%	28%
7	73	27	28	7	10	35	38	18	55	6	12	16	15	5	42	31	63	3	4	3
	14%	14%	13%	11%	18%	13%	14%	14%	14%	13%	14%	17%	16%	6% m	13%	15%	14%	13%	8%	16%
8	73	29	28	9	7	38	35	16	57	8	13	18	15	3	46	27	68	4	2	-
	14%	15%	13%	13%	13%	14%	13%	13% m	14% m	16% m	14% m	20% m	15% m	4%	14%	13%	15% r	16%	4%	-
9	57	25	21	5	6	30	27	11	46	5	10	10	14	8	41	16	52	2	4	-
	11%	13%	10%	8%	10%	12%	10%	9%	11%	9%	11%	11%	14%	11%	13%	8%	12%	7%	8%	-
10 - Definitely IS an advert	91	30	37	17	7	47	45	24	67	6	12	17	14	18	60	31	73	3	14	2
	17%	15%	18%	26%	13%	18%	17%	20%	16%	13%	13%	19%	14%	23%	19%	15%	16%	11%	32% p	9%
Mean	6.57	6.52	6.55	6.94	6.43	6.63	6.52	6.7	6.53	6.44	6.23	7.09 jm	6.75	6.02	6.78 o	6.26	6.63	6.21	6.77	5.3
Standard Deviation	2.64	2.68	2.67	2.63	2.41	2.66	2.62	2.53	2.67	2.47	2.74	2.33	2.5	3.16	2.61	2.66	2.61	2.41	3.05	2.25
Net: Not an ad (1-3)	80	32	35	7	6	39	41	13	67	6	20	8	12	21	45	34	65	3	7	6
	15%	16%	16%	11%	10%	15%	15%	10%	16%	11%	22% gk	8%	13%	27% ghikl	14%	16%	15%	11%	15%	29%
Net: Not sure (4-6)	158	54	62	21	21	75	84	42	116	20	24	23	27	23	88	70	124	10	15	9
	30%	27%	29%	31%	37%	28%	31%	34%	28%	39%	26%	25%	28%	29%	27%	34%	28%	42%	34%	46%
Net: Is an ad (7-10)	295	111	114	38	31	150	145	69	226	25	47	61	58	34	190	104	255	11	23	5
	55%	56%	54%	58%	53%	57%	54%	56%	55%	50%	52%	67% m	60% m	43%	59%	50%	57%	47%	52%	25%
Net: Top 2 Box	149	55	59	22	13	77	72	35	113	11	22	27	28	26	102	47	125	4	18	2
	28%	28%	28%	34%	22%	29%	27%	29%	28%	22%	24%	29%	28%	33%	31% o	23%	28%	18%	40%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 465
QINF3_4 - Advert or not advert: 04. Lorraine_1 spon

Base: Cell 1

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Internet Use Medium user (Around once a day to 4 or 5 times a week) (b)	Internet Use Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Device Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Device Smartphone/Tablet (f)	Device PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Facebook Medium user (Around once a day to 4 or 5 times a week) (i)	Facebook Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Instagram Medium user (Around once a day to 4 or 5 times a week) (l)	Instagram Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Twitter Medium user (Around once a day to 4 or 5 times a week) (o)	Twitter Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Snapchat Medium user (Around once a day to 4 or 5 times a week) (r)	Snapchat Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	YouTube Medium user (Around once a day to 4 or 5 times a week) (u)	YouTube Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	30	28	1	1	29	1	27	1	12	7	12	10	1	19	9	1	20	5	1	24	11	11	8
	6%	6%	3%	11%	6%	1%	6%	1%	4%	7%	8%	5%	1%	7%	7%	2%	6%	3%	3%	7%	5%	8%	5%
2	20	17	2	1	16	4	16	4	11	4	5	4	1	15	6	1	13	2	-	18	9	4	7
	4%	4%	7%	10%	4%	6%	4%	6%	4%	4%	4%	2%	2%	6% k	4%	2%	4%	1%	-	5% q	4%	3%	5%
3	29	27	2	-	26	3	25	3	14	7	9	8	7	14	6	3	20	8	4	17	15	7	7
	5%	5%	7%	-	6%	4%	6%	5%	5%	8%	6%	4%	11% k	5%	4%	5%	6%	5%	10%	5%	6%	5%	4%
4	31	29	-	2	27	4	26	4	16	3	11	9	4	18	8	3	20	12	2	17	21	4	6
	6%	6%	-	21%	6%	5%	6%	5%	6%	3%	7%	4%	6%	7%	6%	5%	6%	8%	4%	5%	9% u	3%	4%
5	71	65	4	2	59	11	59	11	38	8	25	22	8	41	13	8	50	19	4	47	30	16	25
	13%	13%	14%	21%	13%	15%	13%	17%	13%	8%	16%	11%	13%	15%	9%	13%	15%	12%	11%	14%	12%	13%	15%
6	57	52	5	-	52	5	50	5	36	6	15	20	8	29	13	3	41	17	7	33	22	20	15
	11%	11%	18%	-	11%	7%	11%	8%	13%	7%	9%	10%	14%	11%	10%	6%	12%	11%	19%	10%	9%	15%	10%
7	73	68	3	2	55	18	54	14	45	13	14	35	8	30	22	8	43	28	2	43	32	21	19
	14%	14%	10%	26%	12%	24% df	12%	22% df	16%	15%	9%	18% m	13%	11%	16%	14%	13%	17% r	5%	13%	13%	16%	12%
8	73	67	6	-	63	10	62	7	39	20	14	31	13	28	25	11	37	22	9	42	40	12	21
	14%	13%	22%	-	14%	14%	14%	10%	14%	21% j	9%	16%	22% m	10%	18% p	19%	11%	14%	22%	13%	16%	10%	13%
9	57	54	2	1	50	7	49	6	34	12	12	23	2	32	13	9	35	19	4	35	26	11	20
	11%	11%	7%	10%	11%	10%	11%	9%	12%	13%	8%	12%	3%	12%	10%	16%	10%	12%	10%	10%	11%	8%	13%
10 - Definitely IS an advert	91	89	3	-	81	11	78	11	42	12	38	39	8	44	23	11	57	28	6	57	37	23	31
	17%	18%	10%	-	18%	14%	18%	16%	15%	13%	24% hi	19% m	14%	16%	17%	19%	17%	17%	16%	17%	15%	18%	20%
Mean	6.57	6.62	6.33	4.97	6.55	6.72	6.57	6.6	6.62	6.58	6.48	6.97 m	6.51	6.29	6.64	7.17	6.44	6.87	6.76	6.41	6.53	6.44	6.75
Standard Deviation	2.64	2.64	2.49	2.51	2.69	2.33	2.67	2.44	2.48	2.73	2.88	2.5	2.32	2.77	2.67	2.36	2.66	2.38	2.41	2.77	2.59	2.7	2.66
Net: Not an ad (1-3)	80	73	5	2	71	8	68	8	36	18	26	22	8	49	21	5	53	15	5	59	36	22	22
	15%	15%	18%	21%	16%	11%	15%	12%	13%	19%	17%	11%	14%	18% k	15%	9%	16%	9%	13%	18% q	15%	17%	14%
Net: Not sure (4-6)	158	145	9	4	138	20	136	20	91	17	51	50	20	88	34	14	111	48	14	96	73	40	46
	30%	29%	33%	42%	30%	27%	30%	30%	32% i	18%	33% i	25%	33%	33%	25%	24%	33%	30%	34%	29%	30%	31%	29%
Net: Is an ad (7-10)	295	278	14	3	249	46	243	38	160	57	78	130 m	31	134	83	39	173	96	21	178	135	68	92
	55%	56%	49%	36%	54%	62%	54%	57%	56%	62%	50%	64% m	52%	49%	60%	67% p	51%	60%	53%	53%	56%	52%	57%
Net: Top 2 Box	149	143	5	1	131	18	127	17	75	24	49	63 l	10	76	37	20	92	47	10	92	63	34	52
	28%	29%	17%	10%	29%	24%	29%	25%	26%	26%	32%	31% l	17%	28%	27%	34%	27%	29%	25%	28%	26%	26%	32%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 466
QINF3_4 - Advert or not advert: 04. Lorraine_1 spon

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	30	2	28	14	16	2	28	19	-	1	5	25	5	24	6	8	16	13	5	6	4	5
	6%	2%	6%	5%	6%	2%	6%	5%	-	2%	3%	5%	13% k	5%	15% m	4%	6%	8%	6%	6%	4%	7%
2	20	3	17	11	10	3	17	15	1	2	1	17	3	18	2	2	15	4	1	1	5	5
	4%	3%	4%	4%	4%	3%	4%	4% j	2%	3%	1%	4%	8%	4%	5%	1% o	6%	2%	1%	1%	5%	7% s
3	29	3	26	17	12	3	26	19	4	4	13	28	1	28	1	11	11	13	8	9	4	2
	5%	3%	6%	6%	5%	3%	6%	5%	6%	6%	8%	6%	2%	6%	2%	6%	5%	8%	9%	9%	4%	3%
4	31	6	24	13	17	6	24	17	5	2	7	25	6	26	5	7	20	6	6	4	4	3
	6%	7%	6%	5%	7%	7%	6%	5%	8%	3%	5%	5%	15% k	5%	12%	4%	8%	3%	8%	4%	4%	3%
5	71	6	65	33	38	6	65	48	4	5	18	65	5	62	8	18	34	19	7	3	13	8
	13%	6%	15% a	12%	14%	6%	15% e	13%	6%	7%	12%	13%	14%	13%	20%	9%	14% s	11%	8%	3%	12% s	11% s
6	57	10	47	29	28	10	47	37	7	7	13	52	5	52	5	17	32	15	9	11	8	6
	11%	11%	11%	11%	11%	11%	11%	10%	11%	10%	8%	11%	14%	11%	13%	9%	13%	9%	11%	11%	8%	8%
7	73	17	56	41	32	17	56	47	10	9	14	69	4	68	5	31	29	20	14	19	13	11
	14%	19%	13%	15%	12%	19%	13%	13%	15%	12%	9%	14%	11%	14%	13%	16%	12%	13%	17%	18%	13%	14%
8	73	14	59	39	34	14	59	58	13	15	31	71	2	72	1	36	26	22	14	19	20	9
	14%	15%	13%	14%	13%	15%	13%	16%	20%	21%	20%	14%	5%	15% n	2%	18% p	10%	13%	16%	18%	19%	12%
9	57	12	45	32	25	12	45	42	13	14	22	55	2	57	-	24	25	24	7	13	11	9
	11%	13%	10%	12%	10%	13%	10%	11% g	21%	19%	14%	11%	5%	12% n	-	12%	10%	14%	8%	12%	10%	12%
10 - Definitely IS an advert	91	17	74	41	50	17	74	66	8	13	30	87	5	85	7	40	40	28	14	20	24	18
	17%	19%	17%	15%	19%	19%	17%	18%	12%	18%	19%	18%	13%	17%	16%	20%	16%	17%	16%	19%	23%	24%
Mean	6.57	7.09 b	6.47	6.59	6.55	7.09 f	6.47	6.7	7.19	7.32	7.04	6.67 l	5.38	6.68 n	5.32	7.13 p	6.26	6.59	6.54	6.99	7.04	6.83
Standard Deviation	2.64	2.39	2.68	2.59	2.69	2.39	2.68	2.62	2.13	2.32	2.5	2.6	2.86	2.6	2.86	2.45	2.73	2.79	2.61	2.58	2.59	2.85
Net: Not an ad (1-3)	80	8	71	41	39	8	71	53	5	7	19	70	9	70	9	21	43	30	14	16	13	12
	15%	9%	16%	15%	15%	9%	16%	14%	8%	10%	12%	14%	24%	14%	23%	11%	17%	18%	16%	15%	12%	16%
Net: Not sure (4-6)	158	22	136	75	83	22	136	103	16	15	38	142	16	140	18	42	86	40	23	19	25	17
	30%	24%	31%	28%	31%	24%	31%	28%	25%	21%	25%	29%	42%	28%	45% m	22%	35% o	24%	26%	18%	23%	22%
Net: Is an ad (7-10)	295	60	235	153	142	60	235	212	43	51	95	281	13	282	13	130	119	94	49	72	69	47
	55%	66% b	53%	57%	54%	66% df	53%	58%	68%	70%	63%	57% l	34%	57% n	31%	67% p	48%	57%	57%	67%	64%	62%
Net: Top 2 Box	149	29	120	73	75	29	120	108	21	27	51	142	7	142	7	64	65	52	21	33	35	27
	28%	32%	27%	27%	29%	32%	27%	29%	33%	36%	34%	29%	18%	29%	16%	33%	26%	32%	25%	31%	33%	36%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 467

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_1 ad

Base: Cell 1

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	42	14	16	7	5	21	20	12	30	3	9	3	6	9	25	16	36	1	5	-
	8%	7%	7%	11%	8%	8%	8%	10%	7%	6%	10%	3%	6%	12% k	8%	8%	8%	5%	10%	-
2	55	22	23	7	2	29	25	9	45	3	11	13	15	4	28	27	50	3	2	-
	10%	11%	11%	11%	4%	11%	9%	8%	11%	6%	12%	14%	15% m	5%	9%	13%	11%	11%	5%	-
3	30	9	14	2	4	11	18	7	23	1	3	6	8	5	19	10	24	2	2	1
	6%	5%	7%	3%	7%	4%	7%	5%	6%	2%	3%	7%	8%	7%	6%	5%	5%	7%	5%	6%
4	44	14	16	5	9	19	25	13	31	1	4	10	10	6	22	22	35	2	4	4
	8%	7%	8%	7%	15%	7%	9%	11% i	7%	2%	5%	11%	10%	8%	7%	11%	8%	6%	9%	18%
5	62	19	25	10	8	29	33	18	44	3	14	7	11	11	45	17	52	3	2	6
	12%	10%	12%	15%	13%	11%	12%	14%	11%	5%	15%	7%	11%	14%	14% o	8%	12%	11%	5%	28%
6	66	28	28	3	6	31	34	9	57	9	9	12	14	12	34	32	55	2	5	4
	12%	14%	13%	5%	10%	12%	13%	7%	14% g	18% g	10%	13%	15%	16%	10%	15%	12%	6%	11%	19%
7	64	21	27	6	9	27	36	15	48	5	14	14	6	9	44	20	56	3	4	-
	12%	11%	13%	10%	15%	10%	13%	12%	12%	11%	15%	15%	6%	12%	14%	9%	13%	13%	9%	-
8	58	27	16	9	6	36	22	15	43	7	11	11	7	6	39	19	46	2	8	2
	11%	14%	8%	14%	10%	14% f	8%	12%	11%	15%	13%	12%	7%	8%	12%	9%	10%	9%	17%	9%
9	44	16	16	8	4	24	20	12	32	5	6	6	11	4	28	16	36	4	4	-
	8%	8%	8%	12%	6%	9%	7%	9%	8%	11%	7%	6%	11%	5%	9%	8%	8%	17%	8%	-
10 - Definitely IS an advert	70	27	29	8	6	35	35	14	56	13	9	12	11	11	40	29	53	3	10	4
	13%	14%	14%	12%	10%	13%	13%	11%	14%	25% ghjl	10%	13%	11%	15%	12%	14%	12%	14%	21%	19%
Mean	5.86	5.98	5.78	5.86	5.7	5.95	5.76	5.79	5.88	7.11 ghjklm	5.7	5.9	5.52	5.72	5.95	5.71	5.76	6.27	6.46	6.1
Standard Deviation	2.82	2.82	2.81	3.01	2.62	2.87	2.77	2.82	2.82	2.69	2.81	2.71	2.84	2.84	2.77	2.89	2.81	2.91	3	2.29
Net: Not an ad (1-3)	126	45	53	17	11	62	64	28	98	7	23	22	28	18	72	54	110	5	9	1
	24%	23%	25%	25%	20%	24%	24%	23%	24%	13%	25%	23%	29% i	24%	22%	26%	25%	23%	20%	6%
Net: Not sure (4-6)	172	62	70	18	23	79	93	40	132	13	27	28	35	29	101	71	142	6	11	13
	32%	31%	33%	27%	39%	30%	34%	32%	32%	25%	30%	30%	36%	37%	31%	34%	32%	24%	25%	65%
Net: Is an ad (7-10)	235	91	89	32	24	122	112	56	179	31	41	42	34	30	151	84	192	13	25	5
	44%	46%	42%	48%	41%	46%	42%	45%	44%	62% ghlm	45%	46%	35%	39%	47%	40%	43%	53%	55%	28%
Net: Top 2 Box	113	43	45	16	9	59	54	26	88	18	16	17	21	15	68	45	89	8	13	4
	21%	22%	21%	25%	16%	22%	20%	21%	21%	36% ghjkm	17%	19%	22%	19%	21%	22%	20%	31%	29%	19%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 468

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_1 ad

Base: Cell 1

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)	
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	42	40	1	-	37	5	37	5	19	8	15	12	4	25	4	1	37	5	2	35	17	13	12
	8%	8%	5%	-	8%	7%	8%	8%	7%	8%	9%	6%	7%	9%	3%	1%	11% no	3%	5%	10% q	7%	10%	7%
2	55	46	5	4	52	3	49	3	31	10	14	16	4	35	8	3	44	8	4	42	22	13	20
	10%	9%	17%	40%	11%	4%	11%	5%	11%	11%	9%	8%	6%	13%	6%	5%	13% n	5%	11%	13% q	9%	10%	12%
3	30	29	-	1	24	6	24	6	15	4	10	9	6	15	8	2	19	10	1	18	11	10	9
	6%	6%	-	11%	5%	8%	5%	9%	5%	5%	7%	4%	9%	6%	6%	4%	6%	6%	2%	6%	5%	7%	6%
4	44	41	2	1	42	2	42	2	23	9	12	12	6	26	9	5	30	15	1	28	19	9	16
	8%	8%	7%	11%	9%	2%	9% e	3%	8%	10%	8%	6%	10%	10%	7%	8%	9%	9%	2%	8%	8%	7%	10%
5	62	60	1	2	50	12	49	9	37	10	14	26	7	28	12	6	44	19	3	41	30	14	18
	12%	12%	2%	18%	11%	16%	11%	14%	13%	11%	9%	13%	12%	10%	9%	10%	13%	12%	6%	12%	12%	11%	11%
6	66	61	5	-	51	15	50	14	35	9	22	18	10	37	14	11	41	16	4	46	23	13	29
	12%	12%	18%	-	11%	20% df	11%	21% df	12%	10%	14%	9%	17%	14%	10%	18%	12%	10%	10%	14%	10%	10%	18% t
7	64	56	5	2	55	8	55	7	33	13	17	27	8	28	23	8	33	19	7	37	29	17	17
	12%	11%	19%	20%	12%	11%	12%	10%	12%	14%	11%	13%	14%	10%	16% p	14%	10%	12%	18%	11%	12%	13%	11%
8	58	54	4	-	48	10	47	8	30	10	18	26	6	26	18	4	36	21	9	28	29	16	13
	11%	11%	14%	-	10%	13%	11%	13%	10%	11%	12%	13%	11%	9%	13%	7%	11%	13%	23% s	8%	12%	12%	8%
9	44	43	1	-	39	4	36	4	24	8	11	24	2	18	18	7	19	21	2	21	29	9	6
	8%	9%	3%	-	9%	6%	8%	6%	9%	8%	7%	12% lm	3%	7%	13% p	12%	6%	13% s	5%	6%	12% v	7%	4%
10 - Definitely IS an advert	70	66	4	-	61	9	59	8	38	11	21	31	6	32	25	13	32	25	7	38	35	14	20
	13%	13%	13%	-	13%	12%	13%	12%	13%	12%	14%	15% m	11%	12%	18% p	22% p	10%	16%	17%	11%	14% v	11%	13%
Mean	5.86	5.89	5.99	3.88	5.81	6.11	5.8	6.02	5.89	5.77	5.85	6.36 m	5.69	5.52	6.78 p	6.85 p	5.31	6.55 s	6.58 s	5.44	6.16 v	5.63	5.57
Standard Deviation	2.82	2.82	2.8	2.03	2.86	2.54	2.85	2.62	2.79	2.83	2.87	2.77	2.58	2.86	2.58	2.47	2.83	2.6	2.73	2.85	2.82	2.86	2.74
Net: Not an ad (1-3)	126	115	6	5	112	14	109	14	65	22	39	37	13	76	19	6	101	23	7	95	50	36	40
	24%	23%	23%	51%	25%	18%	24%	21%	23%	24%	25%	18%	22%	28% k	14%	10%	30% no	15%	19%	29% q	20%	28%	25%
Net: Not sure (4-6)	172	161	8	3	143	29	141	25	95	29	48	57	23	92	35	21	115	49	7	115	72	37	62
	32%	33%	27%	29%	31%	39%	32%	38%	33%	31%	31%	28%	39%	34%	25%	37%	34%	31%	18%	34% r	30%	29%	39%
Net: Is an ad (7-10)	235	219	14	2	203	32	197	27	126	41	68	108	23	103	83	31	121	86	25	123	122	56	57
	44%	44%	50%	20%	44%	43%	44%	41%	44%	45%	44%	54% lm	39%	38%	60% p	53% p	36%	54% s	63% s	37%	50% v	43%	36%
Net: Top 2 Box	113	109	5	-	100	13	95	12	62	19	33	55	8	50	43	19	51	46	9	59	64	23	27
	21%	22%	17%	-	22%	18%	21%	19%	22%	20%	21%	27% lm	14%	18%	31% p	33% p	15%	29% s	21%	18%	26% v	18%	17%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 469

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_1 ad

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	42	4	38	21	21	4	38	31	1	2	10	37	5	34	8	14	19	13	5	7	4	5
	8%	4%	9%	8%	8%	4%	9%	8%	2%	2%	7%	7%	12%	7%	19% m	7%	8%	8%	6%	6%	4%	6%
2	55	6	48	22	33	6	48	32	2	2	8	48	7	46	9	13	30	15	8	8	7	2
	10%	7%	11%	8%	13%	7%	11%	9%	3%	2%	6%	10%	19%	9%	23% m	7%	12% o	9%	9%	7%	6%	3%
3	30	4	26	14	16	4	26	19	2	3	6	26	3	30	-	7	16	9	3	8	9	5
	6%	4%	6%	5%	6%	4%	6%	5%	3%	4%	4%	5%	8%	6%	-	4%	7%	5%	3%	7%	8%	6%
4	44	5	39	24	20	5	39	31	2	5	10	42	2	42	2	12	25	12	9	10	6	5
	8%	5%	9%	9%	8%	5%	9%	8%	3%	6%	7%	9%	5%	9%	5%	6%	10%	7%	10%	10%	5%	6%
5	62	8	54	28	34	8	54	42	6	9	21	58	4	57	5	15	30	14	8	5	13	4
	12%	9%	12%	11%	13%	9%	12%	11%	9%	12%	14%	12%	11%	12%	13%	8%	12%	9%	9%	5%	12%	5%
6	66	9	57	29	36	9	57	38	6	5	17	60	5	60	5	16	39	17	12	13	12	7
	12%	10%	13%	11%	14%	10%	13%	10%	9%	7%	11%	12%	14%	12%	13%	8%	16% o	10%	13%	12%	12%	10%
7	64	13	50	29	34	13	50	42	10	12	15	61	2	61	2	30	23	23	12	12	15	10
	12%	15%	11%	11%	13%	15%	11%	11%	16%	16%	10%	12%	5%	12%	5%	15%	9%	14%	13%	11%	14%	13%
8	58	11	47	37	21	11	47	44	15	12	20	55	3	56	2	23	24	14	11	13	9	9
	11%	13%	11%	14% d	8%	13%	11%	12%	23% g	16%	13%	11%	8%	11%	5%	12%	10%	9%	13%	12%	8%	11%
9	44	11	33	24	19	11	33	32	11	11	18	40	4	41	3	25	15	19	11	14	13	11
	8%	12%	7%	9%	7%	12%	7%	9%	16%	15%	12%	8%	11%	8%	8%	13% p	6%	12%	12%	13%	12%	14%
10 - Definitely IS an advert	70	19	51	41	28	19	51	57	11	14	27	67	3	66	4	37	26	27	9	16	19	18
	13%	21% b	11%	15%	11%	21% df	11%	15%	17%	19%	17%	14%	8%	13%	10%	19% p	10%	17%	10%	15%	18%	24% r
Mean	5.86	6.79 b	5.67	6.13 df	5.58	6.79 df	5.67	6.02	7.3 gj	7.14 g	6.45	5.92	5.02	5.95 n	4.66	6.6 p	5.49	6.19	6.09	6.31	6.48	6.96 r
Standard Deviation	2.82	2.73	2.8	2.84	2.77	2.73	2.8	2.88	2.27	2.4	2.77	2.8	2.97	2.77	3.11	2.86	2.73	2.92	2.69	2.84	2.69	2.79
Net: Not an ad (1-3)	126	14	112	56	70	14	112	82	5	7	25	111	15	109	17	35	66	36	16	22	19	12
	24%	15%	25% a	21%	27% e	15%	25% e	22% hi	8%	9%	16%	22%	39% k	22%	42% m	18%	27% o	22%	18%	21%	18%	15%
Net: Not sure (4-6)	172	22	150	82	90	22	150	112	13	18	48	160	12	159	12	43	94	43	29	28	31	16
	32%	24%	34%	30%	34%	24%	34%	30%	20%	25%	32%	32%	30%	32%	31%	22%	38% o	26%	33%	27%	29%	21%
Net: Is an ad (7-10)	235	54	180	131	104	54	180	174	46	49	79	223	12	224	11	116	88	84	42	56	56	48
	44%	61% b	41%	49% df	39%	61% df	41%	47%	71% gj	66% gj	52%	45%	31%	45% n	27%	60% p	36%	51%	48%	52%	53%	63%
Net: Top 2 Box	113	30	84	66	48	30	84	89	21	25	44	106	7	106	7	63	41	47	19	31	32	29
	21%	33% b	19%	24% df	18%	33% df	19%	24%	33%	35%	29%	22%	18%	22% n	17%	32% p	16%	29%	22%	29%	30%	38% r

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 470

QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 1

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	16	6	6	3	1	9	7	4	12	1	5	1	3	2	9	7	15	-	1	-
	3%	3%	3%	4%	3%	3%	3%	3%	3%	2%	6%	1%	3%	3%	3%	3%	3%	-	2%	-
2	10	5	2	3	-	8	2	3	7	1	1	1	2	2	4	6	9	-	1	-
	2%	3%	1%	5%	-	3% f	1%	3%	2%	2%	1%	1%	2%	3%	1%	3%	2%	-	2%	-
3	12	4	5	2	2	6	6	4	9	1	2	1	3	2	5	8	11	1	-	-
	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%	2%	1%	3%	3%	1%	4%	3%	4%	-	-
4	17	4	5	3	5	7	10	8	9	1	1	2	4	1	10	8	9	1	3	4
	3%	2%	3%	4%	9%	3%	4%	6% h	2%	2%	1%	2%	4%	1%	3%	4%	2% p	4%	8%	18%
5	28	13	12	1	2	15	13	3	25	4	9	4	5	4	15	13	26	-	2	-
	5%	7%	5%	2%	3%	6%	5%	2%	6% g	7%	10%	4%	5%	5%	5%	6%	6%	-	6%	-
6	36	18	10	3	5	21	15	9	27	7	10	4	1	5	18	18	35	-	1	-
	7%	9%	5%	5%	9%	8%	6%	7% l	7% l	15% hkl	11% l	4%	1%	6%	6%	9%	8%	-	2%	-
7	50	16	21	7	7	22	28	13	37	7	14	10	4	2	28	22	42	6	2	-
	9%	8%	10%	10%	11%	8%	10%	11% m	9%	14% lm	15% lm	11%	4%	3%	9%	11%	9%	26%	5%	-
8	60	24	20	9	7	33	27	16	44	7	4	18	10	5	42	18	51	-	5	4
	11%	12%	10%	14%	11%	13%	10%	13% j	11%	14% j	5%	19% hjm	10%	7%	13%	9%	11%	-	12%	19%
9	80	23	33	14	10	37	43	24	56	5	14	10	17	11	50	30	60	6	7	7
	15%	12%	16%	21%	17%	14%	16%	19% g	14%	9%	15%	11%	17%	15%	15%	14%	14%	24%	16%	35%
10 - Definitely IS an advert	223	85	97	21	19	106	117	41	182	17	30	42	50	43	145	78	186	10	22	5
	42%	43%	46%	32%	34%	40%	43%	33%	45% g	33%	33%	46%	51% gij	56% gij	45%	38%	42%	41%	49%	28%
Mean	8.03	7.97	8.26	7.69	7.77	7.9	8.15	7.73	8.12 j	7.7	7.51	8.43 gij	8.35 j	8.44 j	8.25 o	7.68	7.97	8.38	8.35	8.18
Standard Deviation	2.44	2.47	2.33	2.68	2.4	2.53	2.35	2.54	2.4	2.26	2.61	1.97	2.49	2.46	2.29	2.62	2.48	2	2.35	2.14
Net: Not an ad (1-3)	39	15	13	8	3	23	16	11	28	3	8	3	8	6	18	21	36	1	2	-
	7%	8%	6%	12%	6%	9%	6%	9%	7%	6%	9%	3%	8%	8%	5%	10% n	8%	4%	4%	-
Net: Not sure (4-6)	81	35	27	7	12	42	39	20	61	12	21	10	10	9	42	39	70	1	7	4
	15%	18%	13%	11%	21%	16%	14%	16%	15%	24% kl	23% kl	10%	10%	12%	13%	19%	16%	4%	15%	18%
Net: Is an ad (7-10)	413	148	172	51	43	198	215	93	320	36	62	79	80	62	264	149	338	22	36	16
	78%	75%	81%	77%	74%	75%	80%	75%	78% j	71%	68%	87% gij	82% j	80%	82% o	71%	76%	91%	81%	82%
Net: Top 2 Box	303	108	130	35	29	143	160	64	238	21	44	52	67	55	194	108	246	16	29	12
	57%	55%	62%	53%	51%	54%	59%	52%	58% i	42%	48%	56%	68% gij	70% gij	60%	52%	55%	65%	65%	63%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 471

QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 1

	Total	Internet Use (a) Heavy user (Multiple times an hour to several times a day)	(b) Medium user (Around once a day to 4 or 5 times a week)	(c) Light user (2 or 3 times a week to less than once a week)	Device used most often to access the internet (d) Mobile device (tablet smartphone, smartwatch)	(e) Nonmobile device (laptop PC/ desktop, smart TV, something else)	(f) Smartphone/Tablet	(g) PC/Laptop/ Desktop	Facebook usage (h) Heavy user (Multiple times an hour to several times a day)	(i) Medium user (Around once a day to 4 or 5 times a week)	(j) Light user (2 or 3 times a week or less often)	Instagram usage (k) Heavy user (Multiple times an hour to several times a day)	(l) Medium user (Around once a day to 4 or 5 times a week)	(m) Light user (2 or 3 times a week or less often)	Twitter usage (n) Heavy user (Multiple times an hour to several times a day)	(o) Medium user (Around once a day to 4 or 5 times a week)	(p) Light user (2 or 3 times a week or less often)	Snapchat usage (q) Heavy user (Multiple times an hour to several times a day)	(r) Medium user (Around once a day to 4 or 5 times a week)	(s) Light user (2 or 3 times a week or less often)	YouTube usage (t) Heavy user (Multiple times an hour to several times a day)	(u) Medium user (Around once a day to 4 or 5 times a week)	(v) Light user (2 or 3 times a week or less often)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	16	12	4	-	15	1	15	1	6	3	7	6	2	8	2	1	13	3	1	13	7	4	5
	3%	2%	14%	-	3%	1%	3%	2%	2%	3%	5%	3%	4%	3%	1%	2%	4%	2%	3%	4%	3%	3%	3%
2	10	8	-	2	9	1	6	1	5	-	5	3	-	7	3	-	7	2	-	8	4	1	6
	2%	2%	-	20%	2%	1%	1%	1%	2%	-	3%	2%	-	3%	2%	-	2%	1%	-	2%	1%	1%	4%
3	12	9	1	2	12	-	11	-	6	1	6	5	-	8	5	1	7	4	1	8	5	2	6
	2%	2%	3%	20%	3%	-	3%	-	2%	1%	4%	2%	-	3%	3%	2%	2%	2%	2%	2%	2%	1%	4%
4	17	17	-	-	17	-	16	-	11	2	4	3	7	7	3	3	12	11	1	5	13	2	2
	3%	3%	-	-	4%	-	4%	-	4%	2%	3%	2%	11% km	3%	2%	4%	4%	7% s	2%	2%	5% v	2%	1%
5	28	26	2	-	21	7	21	6	17	2	9	10	3	15	5	1	22	9	1	17	12	6	10
	5%	5%	8%	-	5%	10%	5%	10%	6%	3%	6%	5%	4%	6%	4%	2%	7%	6%	4%	5%	5%	5%	6%
6	36	34	2	-	29	7	28	6	18	9	9	19	6	11	12	5	19	17	2	17	25	5	7
	7%	7%	7%	-	6%	9%	6%	9%	6%	9%	6%	9% m	11% m	4%	8%	9%	6%	11% s	5%	5%	10% uv	4%	4%
7	50	46	3	1	39	12	37	11	32	6	13	24	5	21	18	6	27	21	5	24	27	18	6
	9%	9%	11%	10%	8%	16% f	8%	16% df	11%	7%	8%	12%	9%	8%	13% s	10%	8%	13%	13%	7%	11% v	14% v	4%
8	60	56	3	1	52	7	52	6	36	11	13	29	7	24	15	8	37	21	9	31	35	11	14
	11%	11%	10%	10%	11%	10%	12%	10%	13%	11%	9%	14%	12%	9%	11%	14%	11%	13%	22% s	9%	14%	8%	9%
9	80	72	6	2	68	11	67	9	43	18	19	28	7	45	20	9	50	24	4	51	37	23	20
	15%	14%	21%	21%	15%	15%	15%	13%	15%	20%	12%	14%	12%	17%	15%	16%	15%	15%	10%	15%	15%	18%	12%
10 - Definitely IS an advert	223	214	7	2	195	28	194	26	113	41	69	75	22	125	56	24	142	47	16	160	80	58	85
	42%	43%	26%	18%	43%	37%	43%	39%	40%	44%	45%	37%	37%	46% k	41%	42%	42%	30%	39%	48% q	33%	45% t	53% t
Mean	8.03	8.11	7.12	6.27	8.02	8.08	8.09	8.08	8.02	8.41	7.82	7.93	7.71	8.17	8.1	8.28	7.96	7.63	8.15	8.21 q	7.74	8.32 t	8.22 t
Standard Deviation	2.44	2.36	3.07	3.38	2.49	2.07	2.44	2.11	2.33	2.14	2.76	2.35	2.51	2.49	2.27	2.1	2.56	2.31	2.17	2.51	2.39	2.24	2.63
Net: Not an ad (1-3)	39	30	5	4	37	2	32	2	17	4	18	14	2	22	9	2	27	9	2	28	15	7	17
	7%	6%	17%	40%	8%	3%	7%	3%	6%	4%	12% hi	7%	4%	8%	7%	3%	8%	5%	5%	8%	6%	5%	10%
Net: Not sure (4-6)	81	77	4	-	67	14	65	12	46	13	23	32	16	33	19	9	53	37	4	39	50	13	18
	15%	16%	15%	-	15%	19%	15%	19%	16%	14%	15%	16%	26% m	12%	14%	16%	16%	23% s	11%	12%	20% uv	10%	11%
Net: Is an ad (7-10)	413	388	19	6	355	58	350	51	223	75	114	156	42	215	109	47	257	113	33	266	179	110	125
	78%	78%	68%	60%	77%	78%	78%	78%	78%	82%	74%	77%	70%	79%	79%	81%	76%	71%	84%	80% q	73%	85% t	78%
Net: Top 2 Box	303	286	13	4	264	39	261	34	156	59	88	103	29	171	77	33	193	72	20	212	117	81	105
	57%	58%	47%	39%	58%	52%	58%	52%	54%	64%	57%	51%	49%	63% kl	56%	57%	57%	45%	49%	63% q	48%	63% t	66% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 472

QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	16	5	12	8	8	5	12	10	1	1	4	12	5	12	5	6	5	4	1	1	1	1
	3%	5%	3%	3%	3%	5%	3%	3%	1%	2%	3%	2%	12% k	2%	12% m	3%	2%	3%	1%	1%	1%	1%
2	10	-	10	4	6	-	10	7	-	-	1	8	3	8	3	1	7	2	1	2	2	1
	2%	-	2%	2%	2%	-	2%	2%	-	-	1%	2%	7% k	2%	7% m	*	3%	1%	1%	2%	2%	1%
3	12	3	9	6	6	3	9	6	1	-	1	11	1	10	2	5	4	1	2	2	1	2
	2%	3%	2%	2%	2%	3%	2%	2%	2%	-	1%	2%	2%	2%	5%	2%	2%	1%	2%	2%	1%	3%
4	17	3	15	7	10	3	15	7	2	-	2	13	4	14	3	3	10	4	5	4	3	2
	3%	3%	3%	3%	4%	3%	3%	2%	3%	-	1%	3%	11% k	3%	8%	2%	4%	2%	5%	4%	3%	3%
5	28	4	24	15	13	4	24	15	6	5	10	23	5	23	5	8	14	8	6	4	2	3
	5%	5%	5%	6%	5%	5%	5%	4%	10%	7%	6%	5%	14% k	5%	13% m	4%	6%	5%	7%	4%	2%	4%
6	36	7	29	16	20	7	29	22	5	6	8	33	3	34	2	11	18	8	7	3	9	5
	7%	8%	7%	6%	8%	8%	7%	6%	8%	9%	5%	7%	7%	7%	5%	6%	7%	5%	8%	3%	8%	6%
7	50	6	44	23	27	6	44	38	13	10	18	48	2	46	4	19	21	12	10	11	8	4
	9%	7%	10%	9%	10%	7%	10%	10%	21% g	13%	12%	10%	5%	9%	10%	10%	8%	8%	11%	10%	7%	5%
8	60	13	47	31	28	13	47	44	9	10	28	60	-	59	1	24	28	26	16	20	15	12
	11%	15%	11%	12%	11%	15%	11%	12%	14%	14%	18%	12% l	-	12%	3%	13%	11%	16%	19%	19%	14%	16%
9	80	16	64	42	37	16	64	57	11	17	24	75	5	77	3	36	38	22	16	18	14	9
	15%	18%	14%	16%	14%	18%	14%	16%	17%	24%	16%	15%	12%	16%	7%	18%	15%	13%	18%	17%	13%	12%
10 - Definitely IS an advert	223	33	190	115	108	33	190	161	16	22	57	212	11	210	13	82	104	76	24	41	53	37
	42%	36%	43%	43%	41%	36%	43%	44% hi	25%	31%	37%	43%	29%	43%	32%	42%	42%	47% r	27%	38%	49% r	48% r
Mean	8.03	7.91	8.05	8.11	7.95	7.91	8.05	8.21	7.73	8.18	8.19	8.17 l	6.27	8.16 n	6.36	8.28	8.05	8.37 r	7.77	8.22	8.51 r	8.4
Standard Deviation	2.44	2.51	2.43	2.41	2.47	2.51	2.43	2.32	2	1.89	2.09	2.31	3.3	2.31	3.3	2.23	2.39	2.2	2.19	2.14	2.04	2.19
Net: Not an ad (1-3)	39	7	31	19	20	7	31	23	2	1	6	30	8	29	9	11	16	7	4	5	4	4
	7%	8%	7%	7%	8%	8%	7%	6%	3%	2%	4%	6%	21% k	6%	23% m	6%	6%	4%	5%	5%	3%	5%
Net: Not sure (4-6)	81	14	67	38	43	14	67	44	13	12	19	69	12	71	10	22	42	20	17	11	14	9
	15%	16%	15%	14%	16%	16%	15%	12%	20%	16%	13%	14%	32% k	14%	25%	11%	17%	12%	20%	11%	13%	13%
Net: Is an ad (7-10)	413	68	344	212	201	68	344	300	49	60	127	395	18	392	21	161	190	136	65	90	89	62
	78%	76%	78%	79%	76%	76%	78%	82%	77%	82%	83%	80% l	46%	80% n	52%	83%	77%	83%	75%	84%	84%	82%
Net: Top 2 Box	303	49	254	157	146	49	254	218	27	40	81	287	16	287	15	117	141	98	39	59	67	46
	57%	55%	57%	58%	55%	55%	57%	59% h	42%	54%	53%	58% l	41%	58% n	39%	60%	57%	60% r	46%	56%	63% r	61%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 473

QINF3_7 - Advert or not advert: 07. Zoe Sugg_1 no change

Base: Cell 1

															Demographics					
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	26	8	11	4	3	11	14	7	19	3	4	3	4	5	13	13	24	-	2	-
	5%	4%	5%	5%	6%	4%	5%	6%	5%	6%	5%	3%	4%	7%	4%	6%	5%	-	4%	-
2	33	11	14	6	2	17	16	8	25	1	6	3	12	4	16	18	29	-	2	2
	6%	6%	7%	9%	3%	7%	6%	7%	6%	2%	7%	3%	12% ik	5%	5%	9%	7%	-	5%	10%
3	17	8	5	3	1	11	6	4	13	2	5	4	-	2	8	9	15	-	2	-
	3%	4%	2%	4%	2%	4%	2%	3%	3%	4% l	6% l	4%	- l	3%	2%	4%	3%	-	5%	-
4	32	13	11	5	3	18	14	8	24	3	13	5	3	1	20	12	26	2	3	2
	6%	7%	5%	7%	5%	7%	5%	6%	6%	5%	14% ghklm	5%	3%	1%	6%	6%	6%	7%	6%	9%
5	47	21	19	2	5	23	24	7	39	7	6	8	6	12	28	19	39	-	6	2
	9%	11%	9%	3%	9%	9%	9%	6%	10%	15%	7%	9%	6%	15% gl	9%	9%	9%	-	14%	9%
6	62	17	28	6	11	23	39	17	45	11	9	8	9	8	38	24	54	2	5	-
	12%	8%	13%	9%	19%	9%	14% e	14%	11%	22% hkl	10%	8%	9%	10%	12%	11%	12%	9%	12%	-
7	61	21	28	2	10	23	38	12	49	9	10	18	7	5	39	22	48	4	5	4
	11%	11%	13%	4%	17% c	9%	14%	10%	12%	18% l	11%	19% lm	7%	7%	12%	10%	11%	18%	12%	19%
8	69	27	27	11	4	38	31	15	54	6	9	13	14	11	41	28	60	3	3	4
	13%	14%	13%	17% d	6%	15%	11%	12%	13%	13%	10%	14%	15%	15%	13%	13%	13%	13%	6%	19%
9	61	25	19	8	9	33	28	17	44	6	6	9	13	10	44	17	53	3	4	1
	11%	13%	9%	12%	16%	13%	10%	14%	11%	11%	7%	10%	14%	13%	14%	8%	12%	13%	8%	6%
10 - Definitely IS an advert	124	47	49	18	10	65	59	28	96	3	21	22	30	20	76	48	96	10	12	6
	23%	24%	23%	28%	17%	25%	22%	23% i	23% i	5%	24% i	24% i	31% i	25% i	24%	23%	22%	41%	28%	29%
Mean	6.85	6.92	6.8	6.93	6.76	6.92	6.79	6.85	6.86	6.24	6.43	7.13 i	7.22 i	6.97	7.04	6.57	6.76	8.32	6.78	7.25
Standard Deviation	2.74	2.73	2.73	3.02	2.57	2.8	2.69	2.81	2.73	2.23	2.87	2.5	2.91	2.8	2.63	2.89	2.77	1.85	2.79	2.62
Net: Not an ad (1-3)	76	27	30	12	7	40	37	19	57	6	16	10	15	11	37	39	68	-	6	2
	14%	14%	14%	19%	11%	15%	14%	15%	14%	12%	17%	10%	16%	14%	11%	19% n	15%	-	14%	10%
Net: Not sure (4-6)	141	51	58	13	19	64	77	32	109	21	29	21	17	21	86	55	119	4	14	4
	26%	26%	27%	20%	33%	24%	29%	26%	27%	42% ghkl	31% l	22%	18%	27%	27%	26%	27%	16%	32%	18%
Net: Is an ad (7-10)	316	120	123	40	32	160	156	73	243	24	47	62	65	46	201	115	257	20	24	14
	59%	61%	58%	61%	56%	61%	58%	59%	59%	47%	51%	67% ij	66% ij	59%	62%	55%	58%	84%	54%	72%
Net: Top 2 Box	185	72	68	27	19	98	87	46	140	8	28	31	43	29	120	65	150	13	16	7
	35%	36%	32%	40%	33%	37%	32%	37% i	34% i	16%	30%	34% i	44% i	38% i	37%	31%	34%	54%	36%	35%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 474

QINF3_7 - Advert or not advert: 07. Zoe Sugg_1 no change

Base: Cell 1

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	26	23	2	1	21	5	21	4	13	7	6	11	3	12	3	1	22	6	-	20	11	7	8
	5%	5%	6%	10%	5%	6%	5%	6%	4%	7%	4%	6%	5%	4%	2%	2%	7% (n)	4%	-	6%	5%	5%	5%
2	33	31	2	1	32	1	31	1	16	7	11	11	4	19	7	3	24	7	4	23	15	6	12
	6%	6%	7%	10%	7%	1%	7%	2%	5%	7%	7%	5%	6%	7%	5%	6%	7%	5%	9%	7%	6%	5%	8%
3	17	13	2	3	17	-	17	-	7	8	3	9	1	7	4	1	13	7	2	8	9	3	5
	3%	3%	7%	27%	4%	-	4%	-	2%	8% (hj)	2%	4%	2%	3%	3%	1%	4%	5%	4%	2%	4%	2%	3%
4	32	30	1	1	27	5	26	4	19	3	11	13	7	12	13	2	18	12	2	18	23	5	4
	6%	6%	3%	11%	6%	7%	6%	7%	7%	3%	7%	6%	12% (m)	4%	9%	3%	5%	7%	5%	6%	9% (v)	4%	3%
5	47	42	4	1	39	8	38	8	21	8	18	14	4	29	7	3	37	8	3	35	14	12	21
	9%	8%	14%	10%	8%	11%	8%	13%	7%	9%	11%	7%	6%	11%	5%	5%	11% (n)	5%	9%	11%	6%	9%	13% (t)
6	62	59	2	1	56	6	52	6	31	12	18	24	7	31	13	6	44	23	4	35	32	16	15
	12%	12%	6%	11%	12%	8%	12%	9%	11%	13%	12%	12%	12%	12%	9%	10%	13%	15%	10%	10%	13%	12%	9%
7	61	57	4	-	51	10	51	6	37	10	13	27	6	28	22	8	30	27	2	32	28	24	9
	11%	11%	14%	-	11%	13%	11%	10%	13%	11%	9%	13%	9%	10%	16% (p)	14%	9%	17% (rs)	5%	9%	12% (v)	19% (v)	5%
8	69	63	4	2	55	14	54	12	48	9	13	24	10	35	20	9	40	17	11	41	31	16	22
	13%	13%	16%	20%	12%	19%	12%	18%	17% (j)	10%	8%	12%	17%	13%	15%	16%	12%	11%	28% (qs)	12%	13%	12%	14%
9	61	57	4	-	55	7	53	7	34	9	19	26	9	27	15	10	36	25	3	33	32	11	18
	11%	12%	13%	-	12%	9%	12%	10%	12%	9%	12%	13%	15%	10%	11%	18%	11%	16%	7%	10%	13%	8%	12%
10 - Definitely IS an advert	124	120	4	-	106	19	104	17	61	20	43	44	9	71	35	15	75	26	9	89	48	30	46
	23%	24%	14%	-	23%	25%	23%	27%	21%	22%	28%	22%	16%	26%	25%	26%	22%	16%	24%	27% (q)	20%	24%	29% (t)
Mean	6.85	6.93	6.41	4.38	6.81	7.14	6.82	7.21	6.96	6.41	6.93	6.8	6.68	6.93	7.19 (p)	7.6 (p)	6.59	6.82	7.12	6.84	6.71	6.96	6.99
Standard Deviation	2.74	2.73	2.8	2.41	2.77	2.59	2.77	2.59	2.63	2.96	2.8	2.76	2.67	2.75	2.51	2.38	2.86	2.53	2.57	2.86	2.73	2.6	2.88
Net: Not an ad (1-3)	76	66	6	4	70	6	69	5	35	21	20	31	7	38	13	5	59	20	5	51	36	15	25
	14%	13%	20%	47%	15%	8%	15%	7%	12%	23% (hj)	13%	15%	12%	14%	9%	8%	17% (n)	13%	13%	15%	15%	12%	16%
Net: Not sure (4-6)	141	131	6	3	121	19	116	18	71	23	47	50	18	72	32	10	98	43	9	88	68	33	40
	26%	26%	23%	33%	26%	26%	26%	28%	25%	25%	30%	25%	30%	27%	24%	17%	29%	27%	23%	27%	28%	25%	25%
Net: Is an ad (7-10)	316	298	16	2	267	49	262	42	180	48	88	120	34	161	92	43	180	96	25	194	139	81	95
	59%	60%	57%	20%	58%	66%	59%	65%	63%	52%	57%	60%	57%	59%	67% (p)	74% (p)	53%	60%	64%	58%	57%	63%	59%
Net: Top 2 Box	185	178	8	-	160	25	157	24	95	29	61	69	18	98	50	25	110	51	12	122	80	41	64
	35%	36%	27%	-	35%	34%	35%	37%	33%	31%	40%	34%	31%	36%	36%	44%	33%	32%	31%	37%	33%	32%	40%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 475
QINF3_7 - Advert or not advert: 07. Zoe Sugg_1 no change

Base: Cell 1

	Total	Claimed interaction with social media influencers — Does interact (a)	Does not interact (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact (c)	Does not interact (d)	Does interact (exc. brands) (e)	Does not interact (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness given/loaned products — Aware (k)	Not aware (l)	Awareness paid to promote — Aware (m)	Not aware (n)	Claimed following — Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	26	2	24	12	14	2	24	16	2	2	6	20	5	21	5	9	13	10	4	4	4	1
	5%	2%	5%	4%	5%	2%	5%	4%	3%	2%	4%	4%	14% k	4%	11% m	5%	5%	6%	5%	4%	4%	1%
2	33	6	27	21	13	6	27	21	-	3	6	26	7	26	7	9	12	8	4	3	6	4
	6%	7%	6%	8%	5%	7%	6%	6%	-	4%	4%	5%	18% k	5%	17% m	5%	5%	5%	5%	3%	5%	5%
3	17	2	15	8	9	2	15	13	4	1	4	17	-	17	-	7	8	5	3	4	2	1
	3%	2%	3%	3%	3%	2%	3%	4%	6%	1%	3%	3%	-	3%	-	3%	3%	3%	4%	4%	2%	2%
4	32	5	27	14	18	5	27	23	5	3	15	30	2	30	2	12	14	8	7	7	3	3
	6%	6%	6%	5%	7%	6%	6%	6%	8%	4%	10%	6%	4%	6%	4%	6%	6%	5%	8%	7%	3%	4%
5	47	8	39	18	29	8	39	29	6	3	11	44	3	43	4	11	28	17	7	10	13	6
	9%	8%	9%	7%	11%	8%	9%	8%	9%	5%	7%	9%	7%	9%	10%	6%	11% o	10%	9%	9%	12%	8%
6	62	5	57	30	32	5	57	43	8	8	15	56	6	57	5	23	30	18	13	9	9	5
	12%	5%	13% a	11%	12%	5%	13% e	12%	12%	10%	10%	11%	16%	12%	12%	12%	12%	11%	15%	8%	9%	7%
7	61	18	43	33	28	18	43	39	7	9	21	61	-	59	2	31	22	21	13	16	20	15
	11%	20% b	10%	12%	11%	20% df	10%	11%	11%	13%	14%	12% l	-	12%	5%	16% p	9%	13%	15%	15%	19%	19%
8	69	15	54	40	29	15	54	49	10	11	24	66	3	66	3	25	33	18	8	13	15	12
	13%	17%	12%	15%	11%	17%	12%	13%	16%	15%	16%	13%	8%	13%	8%	13%	13%	11%	10%	12%	14%	16%
9	61	9	52	27	34	9	52	43	13	14	21	55	6	56	5	24	29	18	12	9	6	5
	11%	11%	12%	10%	13%	11%	12%	12%	20%	19%	14%	11%	16%	11%	13%	12%	12%	11%	13%	9%	5%	7%
10 - Definitely IS an advert	124	20	105	66	58	20	105	93	10	20	29	118	6	116	8	43	60	41	15	31	29	23
	23%	22%	24%	25%	22%	22%	24%	25%	15%	27%	19%	24%	16%	24%	20%	22%	24%	25%	17%	29%	27%	31% r
Mean	6.85	7.09	6.81	6.92	6.79	7.09	6.81	6.99	7.09	7.63 j	6.92	6.95 l	5.68	6.93 n	5.93	6.95	6.9	6.9	6.67	7.21	7.09	7.5 r
Standard Deviation	2.74	2.52	2.79	2.76	2.73	2.52	2.79	2.71	2.34	2.39	2.56	2.67	3.35	2.68	3.29	2.64	2.73	2.78	2.6	2.61	2.58	2.4
Net: Not an ad (1-3)	76	10	67	41	36	10	67	49	5	5	16	64	13	65	12	25	32	23	11	11	12	6
	14%	11%	15%	15%	14%	11%	15%	13%	8%	7%	11%	13%	33% k	13%	29% m	13%	13%	14%	13%	10%	11%	8%
Net: Not sure (4-6)	141	18	123	62	78	18	123	95	19	14	41	130	10	130	10	47	72	42	28	25	25	14
	26%	20%	28%	23%	30%	20%	28%	26%	29%	19%	27%	26%	27%	26%	26%	24%	29%	26%	32%	24%	24%	19%
Net: Is an ad (7-10)	316	62	253	166	150	62	253	224	40	54	95	300	15	297	18	122	143	98	47	70	70	55
	59%	69% b	57%	62%	57%	69% df	57%	61%	62%	73% g	63%	61% l	40%	60%	45%	63%	58%	60%	55%	66%	65%	74% qr
Net: Top 2 Box	185	29	156	93	92	29	156	136	23	34	50	173	12	172	13	66	89	59	26	41	35	29
	35%	33%	35%	35%	35%	33%	35%	37%	35%	46% j	33%	35%	32%	35%	32%	34%	36%	36%	31%	38%	33%	38%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 476

QINF3_8 - Advert or not advert: 08. Cozmo_1 no change

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	16	5	6	1	4	6	10	5	11	-	1	3	5	2	8	7	14	-	1	-
	3%	2%	3%	1%	7%	2%	4%	4%	3%	-	1%	3%	5%	3%	3%	4%	3%	-	3%	-
2	22	9	10	2	1	11	11	4	19	2	5	3	6	3	8	14	20	1	1	-
	4%	4%	5%	4%	2%	4%	4%	3%	5%	4%	6%	3%	6%	4%	2%	7% n	5%	4%	2%	-
3	19	9	5	4	1	13	6	5	14	1	4	3	5	1	11	7	13	2	2	2
	4%	4%	2%	6%	1%	5%	2%	4%	3%	2%	5%	3%	5%	2%	4%	3%	3%	7%	5%	10%
4	33	11	15	3	4	15	18	7	26	5	9	4	5	3	15	18	28	-	1	3
	6%	6%	7%	5%	6%	6%	7%	6%	6%	9%	10%	4%	5%	4%	5%	9%	6%	-	3%	18%
5	41	16	17	3	5	19	22	8	33	8	10	3	6	6	22	20	38	1	2	-
	8%	8%	8%	5%	8%	7%	8%	7%	8%	16% gkl	12% k	3%	6%	7%	7%	9%	9%	4%	5%	-
6	48	17	24	5	2	22	27	7	42	7	8	13	7	7	23	25	44	2	3	-
	9%	9%	12%	7%	4%	8%	10%	5%	10%	13% g	9%	14%	7%	9%	7%	12%	10%	6%	7%	-
7	69	20	30	12	7	32	37	19	50	5	17	12	9	8	50	19	57	3	6	4
	13%	10%	14%	18%	12%	12%	14%	15%	12%	9%	19%	13%	9%	11%	15% o	9%	13%	13%	13%	19%
8	84	32	29	8	15	40	44	23	61	8	14	16	9	13	57	27	70	6	7	2
	16%	16%	14%	13%	26% c	15%	16%	19% l	15%	16%	16%	18%	9%	16%	18%	13%	16%	24%	15%	9%
9	76	38	25	6	8	44	33	14	63	10	4	17	22	9	52	24	63	2	7	5
	14%	19% b	12%	9%	14%	17%	12%	11%	15%	20% j	5%	18% j	23% gj	12%	16%	12%	14%	7%	15%	25%
10 - Definitely IS an advert	124	41	50	21	12	62	62	33	91	5	17	19	25	25	78	47	98	8	15	4
	23%	21%	24%	32%	21%	23%	23%	27% i	22%	11%	18%	20%	26% i	32% ij	24%	22%	22%	34%	33%	19%
Mean	7.19	7.2	7.1	7.41	7.23	7.25	7.13	7.33 j	7.15	6.9	6.64	7.36	7.21	7.58 j	7.46 o	6.77	7.1	7.73	7.73	7.25
Standard Deviation	2.53	2.53	2.53	2.54	2.6	2.53	2.54	2.56	2.53	2.2	2.44	2.39	2.85	2.51	2.37	2.72	2.55	2.39	2.47	2.5
Net: Not an ad (1-3)	56	22	21	7	6	30	27	13	43	3	10	9	15	6	27	29	47	3	4	2
	11%	11%	10%	11%	10%	11%	10%	11%	11%	6%	11%	9%	16%	8%	8%	14% n	11%	11%	10%	10%
Net: Not sure (4-6)	123	44	56	11	11	56	67	22	101	19	28	20	17	16	60	63	110	3	7	3
	23%	22%	27%	17%	18%	21%	25%	18%	25%	38% ghklm	31% gl	22%	18%	21%	19%	30% n	25%	11%	15%	18%
Net: Is an ad (7-10)	354	131	134	47	42	178	176	89	265	28	53	63	65	55	237	117	287	19	34	14
	66%	66%	63%	71%	72%	68%	65%	72% ij	65%	56%	58%	69%	67%	71%	73% o	56%	65%	78%	76%	72%
Net: Top 2 Box	201	79	75	27	20	106	95	47	154	16	21	35	48	34	130	71	161	10	22	9
	38%	40%	36%	41%	35%	40%	35%	38% j	38% j	31%	23%	39% j	49% ij	44% j	40%	34%	36%	40%	48%	44%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 477
QINF3_8 - Advert or not advert: 08. Cozmo_1 no change

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	16	13	3	-	12	4	12	4	7	5	4	4	2	9	2	-	14	4	-	11	3	4	8
	3%	3%	11%	-	3%	5%	3%	6%	3%	5%	2%	2%	3%	3%	1%	-	4%	3%	-	3%	1%	3%	5% t
2	22	18	3	1	20	2	18	2	11	4	7	9	1	12	6	1	15	7	-	16	12	4	7
	4%	4%	10%	10%	4%	3%	4%	3%	4%	4%	5%	5%	2%	4%	4%	2%	5%	4%	-	5%	5%	3%	4%
3	19	18	-	1	19	-	19	-	15	1	2	5	1	12	3	-	15	5	-	13	8	3	7
	4%	4%	-	11%	4%	-	4%	-	5% j	1%	1%	3%	2%	4%	2%	-	5%	3%	-	4%	3%	3%	4%
4	33	27	5	1	30	3	28	3	19	4	10	11	6	16	7	4	22	10	2	21	17	6	10
	6%	5%	17%	10%	6%	5%	6%	5%	7%	4%	6%	5%	10%	6%	5%	6%	7%	6%	5%	6%	7%	4%	6%
5	41	36	4	2	35	6	34	6	25	6	11	16	4	21	13	6	23	11	4	26	20	12	10
	8%	7%	13%	21%	8%	8%	8%	9%	9%	6%	7%	8%	7%	8%	9%	10%	7%	7%	11%	8%	8%	9%	6%
6	48	44	2	3	42	7	42	5	25	11	12	14	7	28	11	5	32	16	4	28	23	10	15
	9%	9%	7%	31%	9%	9%	9%	7%	9%	12%	8%	7%	12%	10%	8%	9%	10%	10%	10%	8%	9%	8%	10%
7	69	66	3	-	56	13	56	11	39	8	22	30	7	32	22	11	36	27	6	37	38	21	10
	13%	13%	12%	-	12%	18%	12%	18%	14%	9%	14%	15%	11%	12%	16%	18%	11%	17%	14%	11%	16% v	16% v	6%
8	84	79	3	2	68	16	65	14	42	17	25	39	17	28	21	12	51	31	11	42	45	18	22
	16%	16%	10%	18%	15%	22%	15%	22%	15%	19%	16%	19% m	28% m	10%	15%	20%	15%	20% s	27% s	13%	18%	14%	14%
9	76	74	3	-	71	5	69	5	44	13	19	26	6	44	15	5	56	22	4	50	28	21	27
	14%	15%	10%	-	16% e	7%	16% e	8%	15%	14%	12%	13%	9%	16%	11%	9%	17%	14%	11%	15%	12%	16%	17%
10 - Definitely IS an advert	124	121	3	-	106	18	104	15	59	22	43	46	9	69	37	15	72	26	9	89	50	30	44
	23%	25%	10%	-	23%	24%	23%	23%	21%	24%	28%	23%	15%	26%	27%	26%	21%	16%	22%	27% q	21%	23%	28%
Mean	7.19	7.32	5.59	5.24	7.18	7.25	7.19	7.14	7.06	7.25	7.4	7.27	7.02	7.16	7.38	7.61	7.04	7.03	7.69	7.21	7.11	7.31	7.21
Standard Deviation	2.53	2.48	2.88	1.91	2.55	2.45	2.54	2.53	2.53	2.62	2.49	2.44	2.29	2.65	2.4	2.02	2.66	2.39	1.82	2.66	2.41	2.46	2.78
Net: Not an ad (1-3)	56	49	6	2	51	6	49	6	34	10	13	19	4	33	11	1	44	16	-	40	23	12	22
	11%	10%	21%	20%	11%	8%	11%	9%	12%	11%	9%	9%	6%	12%	8%	2%	13% o	10% r	-	12% r	9%	9%	14%
Net: Not sure (4-6)	123	106	10	6	107	16	104	14	69	21	33	41	18	64	31	14	77	37	10	75	60	28	35
	23%	21%	37%	62%	23%	21%	23%	21%	24%	23%	21%	20%	30%	24%	22%	24%	23%	23%	26%	23%	24%	22%	22%
Net: Is an ad (7-10)	354	340	12	2	301	52	294	46	184	61	109	142	38	174	96	43	215	106	29	218	161	90	103
	66%	69%	42%	18%	66%	71%	66%	70%	64%	67%	70%	70%	64%	64%	70%	74%	64%	66%	74%	65%	66%	69%	64%
Net: Top 2 Box	201	195	6	-	178	23	173	20	103	35	62	72	15	114	52	20	128	48	13	140	79	51	71
	38%	39%	20%	-	39%	31%	39%	30%	36%	39%	40%	36%	25%	42% l	38%	35%	38%	30%	33%	42% q	32%	40%	44% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Return to Index

Table 478
QINF3_8 - Advert or not advert: 08. Cozmo_1 no change

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	16	2	14	8	8	2	14	12	-	2	2	12	4	13	3	4	9	3	1	2	2	1
	3%	2%	3%	3%	3%	2%	3%	3%	-	3%	1%	2%	9% k	3%	7%	2%	3%	2%	1%	2%	2%	1%
2	22	4	18	7	15	4	18	13	-	3	6	16	6	17	5	7	10	4	2	2	4	2
	4%	4%	4%	3%	6%	4%	4%	3%	-	4%	4%	3%	15% k	4%	12% m	4%	4%	2%	2%	2%	4%	3%
3	19	1	18	9	10	1	18	10	1	1	2	17	2	16	3	4	10	5	4	3	2	1
	4%	1%	4%	3%	4%	1%	4%	3%	2%	1%	1%	3%	5%	3%	7%	2%	4%	3%	5%	3%	2%	2%
4	33	5	28	16	17	5	28	22	4	2	9	30	3	30	3	10	16	13	9	11	6	3
	6%	5%	6%	6%	7%	5%	6%	6%	7%	3%	6%	6%	7%	6%	6%	5%	7%	8%	11%	10%	5%	4%
5	41	4	37	23	18	4	37	27	6	3	14	39	2	38	3	15	15	17	10	7	5	7
	8%	5%	8%	9%	7%	5%	8%	7%	9%	4%	9%	8%	5%	8%	7%	8%	6%	10%	11%	7%	5%	9%
6	48	8	40	21	27	8	40	30	4	8	14	45	4	44	5	13	25	15	6	6	9	2
	9%	9%	9%	8%	10%	9%	9%	8%	7%	11%	9%	9%	9%	9%	12%	7%	10%	9%	6%	5%	8%	3%
7	69	15	54	40	29	15	54	51	10	10	21	65	4	64	5	31	29	21	18	19	13	11
	13%	17%	12%	15%	11%	17%	12%	14%	16%	13%	14%	13%	11%	13%	12%	16%	12%	13%	21%	18%	12%	14%
8	84	21	63	46	38	21	63	64	18	18	30	80	4	79	5	39	34	27	11	14	24	16
	16%	23% b	14%	17%	14%	23% df	14%	17%	28%	24%	19%	16%	11%	16%	13%	20%	14%	17%	12%	13%	22%	21%
9	76	10	66	36	41	10	66	50	11	11	21	72	4	74	2	25	40	22	13	14	15	14
	14%	11%	15%	13%	15%	11%	15%	14%	17%	15%	14%	15%	10%	15%	5%	13%	16%	14%	15%	13%	14%	19%
10 - Definitely IS an advert	124	19	105	63	61	19	105	89	10	16	34	117	7	117	8	46	60	37	13	29	27	19
	23%	21%	24%	24%	23%	21%	24%	24%	16%	22%	22%	24%	18%	24%	19%	24%	24%	22%	15%	27%	25%	25%
Mean	7.19	7.36	7.15	7.27	7.1	7.36	7.15	7.3	7.58	7.54	7.38	7.28	5.97 l	7.28	6.04 n	7.38	7.2	7.23	6.89	7.39	7.54	7.75 r
Standard Deviation	2.53	2.31	2.58	2.45	2.62	2.31	2.58	2.49	1.83	2.29	2.28	2.45	3.18	2.47	2.99	2.39	2.6	2.38	2.32	2.41	2.34	2.18
Net: Not an ad (1-3)	56	7	50	24	32	7	50	35	1	6	10	45	11	46	10	16	28	12	7	7	8	4
	11%	8%	11%	9%	12%	8%	11%	9% h	2%	8%	6%	9%	29% k	9%	26% m	8%	11%	7%	8%	6%	7%	5%
Net: Not sure (4-6)	123	17	105	60	63	17	105	79	14	13	37	114	8	112	10	37	56	44	24	24	20	11
	23%	19%	24%	22%	24%	19%	24%	21%	22%	18%	24%	23%	21%	23%	25%	19%	23%	27%	28%	22%	19%	15%
Net: Is an ad (7-10)	354	66	288	185	169	66	288	255	49	55	106	334	19	334	19	140	163	107	55	76	79	60
	66%	73%	65%	69%	64%	73%	65%	69%	76%	75%	70%	68%	50% l	68%	49% n	72%	66%	66%	63%	71%	74%	79% qr
Net: Top 2 Box	201	29	171	99	102	29	171	140	21	27	55	190	11	191	10	71	100	59	26	43	42	33
	38%	33%	39%	37%	39%	33%	39%	38%	33%	37%	36%	38%	29%	39%	24%	36%	40%	36%	30%	40%	39%	44%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 479

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	103	39	42	12	10	52	51	22	81	11	23	17	16	15	57	46	87	3	13	-
	19%	20%	20%	19%	17%	20%	19%	18%	20%	22%	25%	18%	16%	19%	18%	22%	20%	12%	29%	-
2	62	26	21	9	5	35	27	14	48	8	7	7	14	10	38	24	52	4	5	2
	12%	13%	10%	14%	9%	13%	10%	12%	12%	17%	8%	8%	15%	13%	12%	12%	12%	16%	11%	9%
3	42	10	20	8	4	17	24	11	30	5	2	6	7	10	24	18	33	3	3	2
	8%	5%	10%	11%	7%	7%	9%	9%	7%	9%	3%	6%	7% j	13%	7%	9%	8%	13%	7%	9%
4	51	17	22	5	7	22	29	12	39	7	8	12	8	4	33	18	43	2	2	3
	10%	9%	11%	7%	11%	8%	11%	9%	10%	14%	9%	13%	8%	5%	10%	9%	10%	7%	5%	18%
5	74	29	26	7	11	36	37	19	55	4	14	10	17	10	44	30	60	3	5	6
	14%	15%	12%	11%	20%	14%	14%	15%	13%	7%	16%	10%	17%	13%	13%	14%	13%	11%	12%	29%
6	57	17	30	4	6	21	36	10	46	4	12	11	11	9	33	24	46	3	4	4
	11%	8%	14%	6%	11%	8%	13% e	8%	11%	7%	13%	12%	11%	11%	10%	11%	10%	11%	10%	19%
7	40	15	14	5	5	21	19	10	30	5	4	4	10	6	24	15	28	7	3	1
	7%	8%	7%	8%	9%	8%	7%	8%	7%	9%	5%	11%	6%	6%	7%	7%	6%	31%	7%	6%
8	44	17	13	8	5	25	18	13	30	5	5	9	7	5	30	14	41	-	3	-
	8%	9%	6%	13%	9%	10%	7%	11%	7%	9%	6%	10%	7%	6%	9%	7%	9%	-	6%	-
9	23	9	9	3	1	12	10	5	18	2	4	4	2	6	20	3	18	-	3	2
	4%	5%	4%	5%	2%	5%	4%	4%	4%	4%	5%	4%	2%	8%	6% o	1%	4%	-	7%	9%
10 - Definitely IS an advert	39	18	14	4	3	22	17	7	32	1	10	7	11	3	22	17	37	-	2	-
	7%	9%	7%	6%	5%	8%	6%	5%	8%	2%	11% i	7%	11%	4%	7%	8%	8%	-	5%	-
Mean	4.66	4.75	4.57	4.63	4.69	4.72	4.6	4.66	4.66	4.06	4.74	4.95	4.77	4.46	4.81	4.42	4.69	4.46	4.25	5.06
Standard Deviation	2.85	2.97	2.78	2.92	2.63	2.95	2.74	2.78	2.87	2.67	3.07	2.82	2.89	2.79	2.86	2.82	2.9	2.27	2.98	1.87
Net: Not an ad (1-3)	207	76	83	29	19	105	102	48	159	24	33	29	37	35	119	88	172	10	21	4
	39%	38%	39%	44%	33%	40%	38%	39%	39%	48%	36%	32%	38%	46%	37%	42%	39%	40%	47%	18%
Net: Not sure (4-6)	181	63	78	16	24	79	102	41	140	14	34	33	35	23	110	71	149	7	12	13
	34%	32%	37%	25%	42% c	30%	38%	33%	34%	28%	38%	36%	36%	30%	34%	34%	34%	28%	27%	66%
Net: Is an ad (7-10)	145	59	50	21	14	80	65	35	109	12	24	29	25	19	96	49	123	7	11	3
	27%	30%	24%	31%	25%	30%	24%	28%	27%	24%	26%	32%	26%	24%	30%	23%	28%	31%	25%	16%
Net: Top 2 Box	61	27	23	7	4	34	27	12	50	3	15	11	13	9	42	19	54	-	5	2
	12%	14%	11%	11%	8%	13%	10%	9%	12%	6%	16%	12%	13%	12%	13%	9%	12%	-	12%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 480

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	103	95	7	2	92	12	92	10	54	19	30	33	13	57	32	5	67	24	5	74	42	28	32
	19%	19%	24%	17%	20%	16%	20%	15%	19%	20%	20%	17%	22%	21%	23% o	8%	20% o	15%	12%	22%	17%	22%	20%
2	62	54	4	4	59	3	58	3	29	15	18	21	7	34	8	9	44	20	4	38	34	11	17
	12%	11%	14%	41%	13% e	4%	13% e	4%	10%	16%	12%	11%	11%	13%	6%	16% n	13% n	12%	11%	11%	14%	9%	10%
3	42	40	1	1	35	6	34	6	25	5	12	15	3	24	9	4	29	10	2	30	15	8	18
	8%	8%	3%	10%	8%	8%	8%	9%	9%	6%	8%	7%	5%	9%	6%	7%	9%	6%	4%	9%	6%	6%	11%
4	51	47	2	2	43	7	43	7	23	10	18	19	10	23	11	7	33	15	4	33	27	11	13
	10%	10%	5%	22%	9%	10%	10%	11%	8%	11%	11%	9%	16%	8%	8%	12%	10%	9%	9%	10%	11%	8%	8%
5	74	71	3	-	64	10	62	10	48	6	19	23	5	45	14	7	52	19	1	53	27	22	25
	14%	14%	10%	-	14%	13%	14%	15%	17% i	6%	13%	12%	8%	17%	10%	12%	16%	12%	2%	16% r	11%	17%	15%
6	57	56	1	-	53	4	51	3	28	12	16	23	5	29	13	7	37	15	5	37	22	16	19
	11%	11%	3%	-	12%	5%	11%	4%	10%	13%	10%	11%	9%	11%	10%	12%	11%	9%	12%	11%	9%	13%	12%
7	40	34	4	1	29	10	29	9	21	7	12	16	3	20	13	4	22	16	3	20	21	9	10
	7%	7%	15%	10%	6%	14% df	7%	13%	7%	8%	7%	8%	5%	7%	9%	8%	7%	10%	8%	6%	8%	7%	6%
8	44	39	4	-	35	9	34	7	23	9	12	19	11	14	19	5	20	13	13	18	21	8	14
	8%	8%	16%	-	8%	12%	8%	11%	8%	10%	8%	9%	19% km	5%	14% p	8%	6%	8%	32% qs	5%	9%	6%	9%
9	23	22	1	-	14	9	14	8	15	5	3	12	1	10	6	6	11	13	1	9	14	7	2
	4%	4%	3%	-	3%	12% df	3%	12% df	5%	6%	2%	6%	2%	4%	4%	10% p	3%	8% s	2%	3%	6% v	6% v	1%
10 - Definitely IS an advert	39	37	2	-	34	4	31	3	20	3	16	21	2	16	12	5	22	15	3	20	20	8	11
	7%	7%	6%	-	7%	6%	7%	5%	7%	3%	10% i	10%	3%	6%	9%	8%	6%	10%	8%	6%	8%	7%	7%
Mean	4.66	4.69	4.74	2.86	4.53	5.43 df	4.49	5.31 df	4.73	4.46	4.65	5.08 m	4.49	4.38	5 p	5.25 p	4.42	5.17 s	5.71 s	4.29	4.79	4.66	4.45
Standard Deviation	2.85	2.84	3.09	1.79	2.82	2.87	2.81	2.82	2.83	2.82	2.9	2.96	2.79	2.74	3.05	2.81	2.74	2.97	2.93	2.71	2.92	2.84	2.74
Net: Not an ad (1-3)	207	189	11	6	186	21	183	19	108	39	60	70	23	114	49	18	140	53	11	143	92	47	67
	39%	38%	41%	68%	41% e	28%	41% e	29%	38%	42%	39%	35%	39%	42%	36%	31%	41%	33%	27%	43% q	38%	37%	42%
Net: Not sure (4-6)	181	174	5	2	160	21	156	20	100	28	53	65	20	97	39	21	122	49	9	123	76	49	56
	34%	35%	19%	22%	35%	29%	35%	31%	35%	31%	34%	32%	33%	36%	28%	36%	36%	31%	23%	37%	31%	38%	35%
Net: Is an ad (7-10)	145	133	11	1	112	32	108	27	78	25	41	67	17	60	50	19	75	57	20	67	75	33	37
	27%	27%	40%	10%	25%	43% df	24%	40% df	27%	27%	27%	33% m	28%	22%	36% p	33%	22%	36% s	50% s	20%	31%	26%	23%
Net: Top 2 Box	61	59	3	-	49	13	45	11	35	8	18	32	3	26	18	11	32	28	4	29	33	16	12
	12%	12%	9%	-	11%	17%	10%	17%	12%	9%	12%	16% lm	5%	10%	13%	18% p	10%	18% s	10%	9%	14%	12%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 481
QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	103	16	87	57	47	16	87	75	6	10	33	93	10	95	8	37	51	36	19	26	15	16
	19%	18%	20%	21%	18%	18%	20%	20%	10%	13%	22%	19%	25%	19%	20%	19%	20%	22%	22%	24%	14%	22%
											h											
2	62	10	53	26	36	10	53	41	5	5	15	57	5	57	5	19	28	16	5	5	12	8
	12%	11%	12%	10%	14%	11%	12%	11%	8%	7%	10%	12%	13%	12%	13%	10%	11%	10%	5%	5%	11%	10%
3	42	5	36	22	20	5	36	29	1	4	7	37	5	37	5	16	16	11	4	4	8	3
	8%	6%	8%	8%	8%	6%	8%	8%	1%	5%	5%	7%	12%	7%	12%	8%	7%	7%	5%	4%	7%	4%
4	51	7	43	26	25	7	43	39	5	3	17	50	1	50	1	16	25	16	18	14	15	8
	10%	8%	10%	10%	9%	8%	10%	11%	8%	5%	11%	10%	3%	10%	2%	9%	10%	10%	20%	13%	14%	10%
																			q			
5	74	6	67	34	40	6	67	47	6	5	17	68	5	68	5	20	36	17	9	10	12	7
	14%	7%	15%	13%	15%	7%	15%	13%	9%	7%	11%	14%	13%	14%	13%	11%	15%	10%	10%	9%	11%	9%
			a				e															
6	57	12	45	26	31	12	45	40	6	10	14	55	2	52	5	20	33	20	6	14	12	6
	11%	13%	10%	9%	12%	13%	10%	11%	9%	14%	9%	11%	5%	10%	13%	10%	13%	12%	7%	13%	11%	8%
7	40	8	32	22	18	8	32	21	9	7	8	37	2	35	5	12	19	11	7	10	9	7
	7%	9%	7%	8%	7%	9%	7%	6%	14%	10%	5%	8%	6%	7%	11%	6%	8%	7%	8%	9%	8%	9%
									gj													
8	44	14	30	24	20	14	30	29	9	15	15	42	2	43	1	22	14	16	8	10	12	6
	8%	15%	7%	9%	8%	15%	7%	8%	15%	20%	10%	8%	5%	9%	3%	11%	6%	10%	9%	9%	12%	8%
		b				df				gj						p						
9	23	5	18	14	9	5	18	18	7	5	11	21	2	21	2	11	12	7	5	5	5	6
	4%	6%	4%	5%	3%	6%	4%	5%	10%	7%	7%	4%	5%	4%	5%	6%	5%	4%	6%	5%	5%	8%
10 - Definitely IS an advert	39	7	32	19	19	7	32	29	10	9	15	34	5	35	3	21	13	12	6	9	8	9
	7%	8%	7%	7%	7%	8%	7%	8%	15%	13%	10%	7%	12%	7%	9%	11%	5%	7%	7%	9%	7%	12%
																p						
Mean	4.66	5.14	4.56	4.7	4.62	5.14	4.56	4.64	6.21	5.97	4.9	4.67	4.46	4.66	4.63	5.02	4.54	4.67	4.78	4.91	5.01	5.05
									gj	gj												
Standard Deviation	2.85	2.99	2.81	2.91	2.79	2.99	2.81	2.89	2.92	2.97	3.08	2.82	3.21	2.84	2.94	3.06	2.75	2.94	2.92	3	2.79	3.18
Net: Not an ad (1-3)	207	31	176	105	102	31	176	145	13	18	55	187	20	189	18	72	95	64	28	35	34	27
	39%	34%	40%	39%	39%	34%	40%	39%	20%	25%	36%	38%	51%	38%	44%	37%	38%	39%	32%	33%	32%	36%
								hi			h											
Net: Not sure (4-6)	181	25	156	85	96	25	156	126	17	19	48	173	8	170	11	56	94	53	32	37	38	20
	34%	28%	35%	32%	36%	28%	35%	34%	26%	25%	32%	35%	21%	34%	28%	29%	38%	32%	38%	35%	36%	27%
Net: Is an ad (7-10)	145	34	111	79	66	34	111	97	34	36	49	134	11	134	11	66	58	46	26	34	34	28
	27%	37%	25%	29%	25%	37%	25%	26%	54%	50%	32%	27%	29%	27%	27%	34%	24%	28%	30%	32%	32%	37%
		b				df			gj	gj						p						
Net: Top 2 Box	61	12	49	33	28	12	49	47	16	14	26	55	7	56	5	32	25	19	12	15	13	15
	12%	13%	11%	12%	11%	13%	11%	13%	25%	20%	17%	11%	17%	11%	13%	16%	10%	12%	14%	14%	12%	20%
									g													

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 482

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_1 ad

Base: Cell 1

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	42	16	15	2	8	18	23	10	31	3	5	5	8	11	24	18	34	1	6	-
	8%	8%	7%	3%	14%	7%	9%	8%	8%	6%	6%	5%	8%	14%	7%	9%	8%	4%	14%	-
				c																
2	31	15	9	5	2	20	11	6	24	2	5	6	10	2	15	16	27	-	2	2
	6%	8%	4%	7%	3%	8%	4%	5%	6%	4%	6%	6%	10%	3%	5%	8%	6%	-	5%	10%
3	36	12	12	5	7	17	19	12	24	2	8	5	3	6	17	19	32	1	2	-
	7%	6%	6%	8%	11%	7%	7%	10%	6%	4%	9%	5%	3%	8%	5%	9%	7%	5%	5%	-
								l												
4	25	7	11	3	4	10	16	7	18	-	5	2	5	6	11	15	22	2	-	2
	5%	4%	5%	4%	8%	4%	6%	6%	4%	-	6%	2%	5%	8%	3%	7%	5%	6%	-	9%
										i					n					
5	71	30	24	9	7	39	32	16	54	5	12	13	13	12	43	28	60	4	3	3
	13%	15%	12%	14%	13%	15%	12%	13%	13%	11%	13%	14%	13%	15%	13%	13%	13%	18%	7%	16%
6	52	16	25	7	5	22	29	11	40	4	13	10	7	7	34	18	39	3	6	4
	10%	8%	12%	10%	8%	8%	11%	9%	10%	7%	14%	11%	7%	9%	11%	8%	9%	13%	13%	19%
7	53	22	18	7	5	29	23	12	40	7	7	13	8	5	30	23	47	2	4	-
	10%	11%	8%	10%	9%	11%	9%	10%	10%	14%	8%	15%	8%	6%	9%	11%	11%	7%	8%	-
8	72	30	26	9	7	39	33	16	56	7	13	11	17	7	46	25	63	2	4	2
	13%	15%	12%	13%	12%	15%	12%	13%	14%	15%	15%	12%	18%	9%	14%	12%	14%	9%	10%	9%
9	42	16	16	7	3	23	19	10	31	7	4	4	10	7	29	13	34	2	5	2
	8%	8%	7%	11%	5%	9%	7%	8%	8%	13%	5%	4%	10%	9%	9%	6%	8%	6%	11%	9%
10 - Definitely IS an advert	110	33	55	12	10	46	64	22	88	14	18	23	19	15	76	34	85	8	13	5
	21%	17%	26%	19%	17%	17%	24%	18%	22%	27%	20%	25%	19%	20%	24%	16%	19%	32%	28%	28%
			a												o					
Mean	6.38	6.21	6.66	6.54	5.75	6.29	6.46	6.17	6.44	7.27	6.26	6.65	6.39	5.94	6.69	5.9	6.3	7.04	6.61	6.88
										ghjm					o					
Standard Deviation	2.89	2.87	2.89	2.74	3.03	2.84	2.94	2.9	2.89	2.68	2.79	2.76	2.96	3.09	2.84	2.9	2.87	2.69	3.24	2.71
Net: Not an ad (1-3)	108	43	37	12	16	56	53	29	80	7	19	15	20	19	55	53	94	2	10	2
	20%	22%	17%	19%	28%	21%	20%	23%	20%	13%	21%	17%	21%	24%	17%	26%	21%	9%	23%	10%
																n				
Net: Not sure (4-6)	148	53	60	18	17	71	77	35	113	9	29	25	24	25	88	60	121	9	9	9
	28%	27%	29%	27%	29%	27%	29%	28%	28%	18%	32%	28%	25%	32%	27%	29%	27%	37%	20%	44%
Net: Is an ad (7-10)	276	102	114	35	25	137	139	61	216	35	43	51	53	34	181	95	229	13	25	9
	52%	51%	54%	54%	44%	52%	52%	49%	53%	69%	47%	56%	54%	44%	56%	46%	52%	54%	56%	47%
										ghjm					o					
Net: Top 2 Box	152	49	70	20	13	69	83	33	119	20	22	27	28	22	105	47	118	9	17	7
	29%	25%	33%	30%	22%	26%	31%	26%	29%	40%	24%	29%	29%	29%	33%	22%	27%	38%	39%	37%
															o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 483

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_1 ad

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	42	38	3	1	38	4	38	4	17	7	17	16	2	24	9	1	31	9	2	30	15	12	14
	8%	8%	10%	7%	8%	5%	8%	6%	6%	8%	11%	8%	3%	9%	7%	1%	9% o	6%	4%	9%	6%	9%	9%
2	31	27	2	2	29	2	27	2	19	4	8	10	3	18	8	1	22	9	2	20	14	9	8
	6%	5%	7%	20%	6%	3%	6%	3%	7%	5%	5%	5%	5%	7%	6%	1%	7%	5%	5%	6%	6%	7%	5%
3	36	34	1	1	34	2	33	2	19	5	12	10	5	20	5	2	29	10	3	23	14	15	7
	7%	7%	4%	11%	7%	3%	7%	3%	7%	5%	8%	5%	9%	7%	4%	3%	8%	6%	7%	7%	6%	12%	4%
4	25	24	-	1	23	2	23	2	15	6	5	7	4	15	7	3	15	10	1	14	16	2	8
	5%	5%	-	10%	5%	3%	5%	3%	5%	6%	3%	3%	6%	5%	5%	5%	5%	6%	3%	4%	6% v	1%	5%
5	71	67	3	1	58	12	57	12	37	8	25	21	5	45	11	8	51	14	3	53	26	19	25
	13%	13%	10%	10%	13%	17%	13%	19%	13%	9%	16%	10%	9%	17% k	8%	14%	15% n	9%	9%	16% u	11% q	15%	16%
6	52	49	2	1	42	10	42	8	25	11	16	20	7	24	14	10	27	16	4	32	29	10	12
	10%	10%	7%	11%	9%	14%	9%	12%	9%	12%	10%	10%	12%	9%	11%	17% p	8%	10%	9%	10%	12%	8%	8%
7	53	47	4	1	46	7	46	4	35	8	10	27	9	16	17	7	28	22	6	24	26	15	11
	10%	10%	16%	10%	10%	9%	10%	6%	12% j	9%	6%	13% m	16% m	6%	12%	13%	8%	14% s	16% s	7%	11%	12%	7%
8	72	67	4	1	61	10	57	9	37	17	18	28	10	33	22	10	39	19	11	41	38	7	27
	13%	14%	13%	10%	13%	14%	13%	13%	13%	18%	12%	14%	17%	12%	16%	18%	12%	12%	28% qs	12%	15% u	5%	17% u
9	42	37	5	-	35	7	32	5	24	11	7	19	5	17	14	4	24	20	2	20	19	13	11
	8%	8%	17%	-	8%	10%	7%	8%	8%	12% j	4%	9%	9%	6%	11%	6%	7%	13% s	5%	6%	8%	10%	7%
10 - Definitely IS an advert	110	105	4	1	92	18	91	18	59	14	38	44	8	58	29	12	69	30	6	75	46	27	36
	21%	21%	15%	11%	20%	24%	20%	27%	21%	15%	24%	22%	14%	21%	21% p	21% p	21%	19%	14%	23%	19%	21%	23%
Mean	6.38	6.4	6.53	5.02	6.29	6.95	6.27	6.89	6.45	6.47	6.2	6.66	6.5	6.14	6.71	7.06	6.13	6.57	6.66	6.25	6.44	6.11	6.51
Standard Deviation	2.89	2.88	2.98	2.92	2.92	2.6	2.93	2.73	2.83	2.77	3.06	2.85	2.54	2.98	2.8	2.22	3	2.77	2.53	2.98	2.78	3.06	2.92
Net: Not an ad (1-3)	108	99	6	3	101	8	98	8	55	16	37	36	10	62	23	3	82	28	7	74	44	36	29
	20%	20%	21%	37%	22% e	10%	22% e	12%	19%	18%	24%	18%	17%	23%	17%	6%	24% o	18%	17%	22%	18%	28% t	18%
Net: Not sure (4-6)	148	140	5	3	123	25	122	23	77	25	46	48	16	84	33	21	94	41	8	99	71	31	45
	28%	28%	17%	32%	27%	33%	27%	34%	27%	28%	30%	24%	27%	31%	24%	37% o	28%	26%	20%	30%	29%	24%	28%
Net: Is an ad (7-10)	276	256	17	3	235	42	226	35	154	50	72	118	33	125	82	34	161	90	25	161	128	62	86
	52%	52%	62%	31%	51%	56%	51%	54%	54%	55%	47%	59% m	56%	46%	60% p	58%	48%	57%	63%	48%	53%	48%	54%
Net: Top 2 Box	152	142	9	1	127	25	123	23	83	25	45	63	14	75	43	16	93	50	7	95	65	40	47
	29%	29%	32%	11%	28%	34%	28%	35%	29%	27%	29%	31%	23%	28%	31% p	27%	28%	31%	19%	29%	27%	31%	30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 484
QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_1 ad

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	42	4	38	19	23	4	38	25	2	1	7	35	7	32	9	11	24	10	3	8	5	6
	8%	4%	9%	7%	9%	4%	9%	7%	2%	1%	4%	7%	18%	7%	23%	5%	10%	6%	4%	7%	5%	8%
								i					k		m							
2	31	5	26	15	16	5	26	18	2	2	3	26	5	28	3	7	16	9	5	6	5	1
	6%	6%	6%	5%	6%	6%	6%	5%	3%	2%	2%	5%	12%	6%	7%	4%	7%	6%	5%	5%	4%	1%
3	36	5	31	18	17	5	31	29	3	2	11	33	3	34	2	9	16	7	5	8	7	4
	7%	6%	7%	7%	7%	6%	7%	8%	5%	2%	7%	7%	8%	7%	5%	5%	6%	4%	5%	8%	6%	5%
4	25	4	22	10	15	4	22	15	3	3	6	22	3	23	2	6	15	11	6	6	4	3
	5%	4%	5%	4%	6%	4%	5%	4%	5%	4%	4%	4%	9%	5%	6%	3%	6%	6%	7%	6%	4%	4%
5	71	5	65	25	46	5	65	41	7	4	17	63	8	64	7	18	34	19	14	7	10	7
	13%	6%	15%	9%	17%	6%	15%	11%	11%	6%	11%	13%	21%	13%	18%	10%	14%	12%	16%	7%	9%	9%
			a		ce		ce												s			
6	52	14	38	30	22	14	38	36	8	9	15	50	2	48	4	19	24	21	10	13	11	3
	10%	16%	8%	11%	8%	16%	8%	10%	13%	12%	10%	10%	4%	10%	10%	10%	10%	13%	12%	12%	10%	4%
		b				df												u				
7	53	10	43	33	20	10	43	40	9	9	18	50	3	50	3	23	18	20	13	16	12	13
	10%	11%	10%	12%	8%	11%	10%	11%	14%	13%	12%	10%	8%	10%	8%	12%	7%	12%	15%	15%	12%	17%
8	72	13	58	41	31	13	58	49	12	13	18	70	2	69	3	29	34	23	12	19	19	10
	13%	15%	13%	15%	12%	15%	13%	13%	19%	18%	12%	14%	5%	14%	7%	15%	14%	14%	14%	18%	18%	13%
9	42	5	37	18	24	5	37	29	6	8	15	40	2	41	1	18	20	12	8	7	5	7
	8%	5%	8%	7%	9%	5%	8%	8%	10%	10%	10%	8%	5%	8%	2%	9%	8%	8%	9%	7%	5%	10%
10 - Definitely IS an advert	110	25	85	61	49	25	85	86	11	23	41	106	4	105	6	55	46	32	10	17	29	22
	21%	28%	19%	23%	19%	28%	19%	23%	17%	32%	27%	22%	10%	21%	14%	28%	19%	19%	12%	16%	27%	29%
		b				f										p					r	rs
Mean	6.38	6.97	6.26	6.59	6.17	6.97	6.26	6.58	6.9	7.72	7.04	6.51	4.73	6.49	4.99	7.12	6.14	6.52	6.35	6.38	6.94	7.15
		b				df				gh		l		n		p						
Standard Deviation	2.89	2.72	2.91	2.85	2.92	2.72	2.91	2.87	2.39	2.23	2.68	2.85	2.94	2.84	3.13	2.73	2.95	2.73	2.47	2.76	2.72	2.81
Net: Not an ad (1-3)	108	13	95	52	56	13	95	72	7	4	21	94	15	95	14	27	56	26	12	21	16	10
	20%	15%	21%	19%	21%	15%	21%	20%	11%	6%	14%	19%	38%	19%	34%	14%	22%	16%	14%	20%	15%	14%
								i					k		m		o					
Net: Not sure (4-6)	148	23	125	65	83	23	125	92	19	16	38	135	13	134	14	43	74	50	30	26	25	13
	28%	26%	28%	24%	31%	26%	28%	25%	29%	22%	25%	27%	34%	27%	34%	22%	30%	31%	35%	24%	23%	17%
																		u	u			
Net: Is an ad (7-10)	276	53	223	152	124	53	223	204	39	53	93	266	11	264	12	125	118	87	44	59	66	52
	52%	59%	50%	57%	47%	59%	50%	56%	60%	72%	61%	54%	28%	54%	31%	64%	48%	54%	51%	56%	61%	69%
				d		d				g		l		n		p						qr
Net: Top 2 Box	152	30	122	79	74	30	122	115	17	31	57	146	6	146	7	73	66	44	18	24	34	29
	29%	33%	28%	29%	28%	33%	28%	31%	27%	42%	37%	30%	15%	30%	17%	38%	27%	27%	21%	23%	32%	39%
										g		l		n		p						rs

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 485

QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 1

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	109	38	37	19	15	57	52	34	76	8	10	14	16	26	64	45	93	4	12	-
	21%	19%	18%	28%	26%	22%	20%	27% hjk	19%	16%	12%	16%	17%	34% hijkl	20%	22%	21%	16%	27%	-
2	82	28	34	11	9	39	43	20	62	4	14	11	18	15	53	29	64	5	12	-
	15%	14%	16%	16%	16%	15%	16%	16%	15%	7%	16%	12%	18%	19%	16%	14%	14%	22%	28% p	-
3	48	18	20	6	4	24	24	10	38	8	10	8	10	2	31	18	36	3	7	2
	9%	9%	9%	9%	8%	9%	9%	8%	9%	15% m	11% m	9%	11% m	2%	9%	8%	8%	13%	17%	10%
4	43	18	17	4	4	22	21	8	35	8	8	5	7	7	20	23	37	-	1	5
	8%	9%	8%	7%	7%	8%	8%	7%	9%	16% gk	9%	5%	7%	9%	6%	11% n	8%	-	3%	27%
5	72	26	35	6	6	32	41	12	60	7	13	11	17	13	42	31	64	-	3	5
	14%	13%	16%	9%	11%	12%	15%	10%	15%	14%	14%	12%	18%	17%	13%	15%	14%	-	7%	28%
6	46	20	18	2	7	21	24	8	37	6	13	11	7	1	28	18	44	-	1	1
	9%	10%	8%	2%	12% c	8%	9%	7%	9%	13% m	14% m	12% m	7%	1%	9%	9%	10%	-	2%	6%
7	51	18	19	9	5	27	24	14	37	5	5	15	6	5	31	20	35	6	5	4
	10%	9%	9%	14%	8%	10%	9%	11%	9%	11%	6%	17% hjlm	6%	6%	9%	10%	8%	26%	12%	19%
8	34	13	14	6	1	19	15	7	27	2	10	8	5	1	25	9	28	4	-	2
	6%	7%	6%	9%	2%	7%	5%	6%	6%	4%	11% m	9% m	5%	1%	8%	4%	6%	16%	-	10%
9	24	9	9	3	3	12	12	6	18	1	4	5	5	3	17	7	23	-	1	-
	5%	5%	4%	5%	5%	5%	4%	5%	4%	2%	5%	5%	5%	4%	5%	3%	5%	-	3%	-
10 - Definitely IS an advert	24	10	10	1	4	11	13	4	19	1	3	4	7	5	14	10	21	2	1	-
	4%	5%	5%	1%	6%	4%	5%	3%	5%	2%	3%	4%	7%	6%	4%	5%	5%	7%	3%	-
Mean	4.32	4.43	4.41	3.96	4.09	4.31	4.34	4.02	4.42 m	4.28	4.71 m	4.91 gm	4.4	3.6	4.39	4.22	4.37 r	4.75	3.22	5.28
Standard Deviation	2.75	2.75	2.69	2.8	2.88	2.77	2.73	2.83	2.72	2.29	2.6	2.74	2.81	2.84	2.79	2.67	2.77	3.09	2.47	1.56
Net: Not an ad (1-3)	239	85	91	35	29	120	119	64	175	20	35	34	45	43	148	91	193	12	32	2
	45%	43%	43%	53%	50%	46%	44%	52% jk	43%	39%	38%	37%	46%	55% jk	46%	44%	43%	52%	72% p	10%
Net: Not sure (4-6)	161	63	69	12	17	75	86	29	132	22	33	26	31	21	90	72	144	-	5	12
	30%	32%	33%	18%	29%	28%	32%	23%	32% g	43% g	37% g	28%	31%	27%	28%	34%	32% r	-	11%	61%
Net: Is an ad (7-10)	132	49	51	19	12	68	64	31	101	9	23	32	23	14	86	46	107	12	8	6
	25%	25%	24%	29%	21%	26%	24%	25%	25%	18%	25%	35% im	23%	18%	27%	22%	24%	48%	17%	29%
Net: Top 2 Box	48	19	19	4	6	23	25	10	38	2	7	8	12	8	31	17	44	2	2	-
	9%	10%	9%	6%	11%	9%	9%	8%	9%	4%	8%	9%	12%	10%	9%	8%	10%	7%	5%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 486

QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 1

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	109	104	6	-	95	15	93	12	47	27	35	38	13	59	28	8	74	26	6	78	37	29	44
	21%	21%	21%	-	21%	20%	21%	18%	17% h	29%	23%	19%	21%	22%	20%	14%	22%	16%	14%	23%	15%	22%	27% t
2	82	77	4	1	72	9	70	8	47	12	22	21	8	53	16	7	59	17	3	61	33	19	30
	15%	15%	16%	7%	16%	13%	16%	13%	17%	14%	14%	10%	14%	19% k	11%	13%	17%	11%	8%	18% q	13%	15%	19%
3	48	41	3	4	44	4	44	4	28	7	13	19	2	28	11	5	33	15	3	30	24	13	12
	9%	8%	10%	42%	10%	6%	10%	7%	10%	8%	8%	9%	3%	10%	8%	8%	10%	10%	8%	9%	10%	10%	8%
4	43	40	1	2	38	5	38	5	22	8	14	10	10	23	8	5	31	10	4	29	18	14	11
	8%	8%	3%	20%	8%	7%	9%	8%	8%	8%	9%	5%	17% km	8%	6%	8%	9%	7%	9%	9%	7%	11%	7%
5	72	67	6	-	65	8	62	6	38	10	24	25	6	42	19	7	46	25	4	43	28	17	27
	14%	13%	20%	-	14%	10%	14%	9%	13%	11%	16%	12%	9%	15%	14%	12%	14%	16%	11%	13%	12%	13%	17%
6	46	44	-	2	38	8	38	8	23	6	17	17	10	19	11	6	28	13	4	29	22	10	14
	9%	9%	-	22%	8%	11%	8%	12%	8%	6%	11%	8%	16% m	7%	8%	11%	8%	8%	10%	9%	9%	7%	9%
7	51	48	3	-	39	11	39	9	31	8	12	26	4	21	12	7	32	19	5	27	29	14	8
	10%	10%	10%	-	9%	15%	9%	13%	11%	9%	8%	13%	6%	8%	9%	12%	10%	12%	14%	8%	12% v	11%	5%
8	34	32	1	1	29	4	27	4	18	5	10	17	5	11	16	3	15	13	4	16	23	5	6
	6%	6%	3%	10%	6%	6%	6%	6%	6%	5%	7%	9% m	8%	4%	11% p	5%	4%	8%	10%	5%	9% v	4%	4%
9	24	21	3	-	18	6	18	6	14	7	3	16	2	7	7	6	11	11	4	10	16	4	4
	5%	4%	10%	-	4%	8%	4%	9%	5%	7% j	2%	8% m	3%	3%	5%	10% p	3%	7% s	9% s	3%	7% v	3%	3%
10 - Definitely IS an advert	24	22	2	-	21	3	18	3	18	2	4	14	2	9	11	5	8	9	3	12	14	5	5
	4%	4%	7%	-	4%	4%	4%	5%	6% j	2%	3%	7% m	3%	3%	8% p	8% p	2%	6%	8%	3%	6%	4%	3%
Mean	4.32	4.31	4.51	4.28	4.25	4.76	4.23	4.86	4.56	3.98	4.1	4.95 m	4.31	3.87	4.85 p	5.13 p	3.97	4.87 s	5.36 s	3.94	4.88 uv	4.08	3.67
Standard Deviation	2.75	2.75	3.03	1.84	2.72	2.89	2.69	2.91	2.8	2.83	2.57	2.95	2.61	2.53	2.98	2.91	2.56	2.81	2.89	2.63	2.84	2.61	2.54
Net: Not an ad (1-3)	239	222	13	5	211	29	206	25	123	47	70	78	22	139	54	20	166	59	12	168	94	61	85
	45%	45%	46%	48%	46%	39%	46%	38%	43%	51%	45%	38%	37%	51% kl	39%	34%	49% no	37%	30%	51% qr	38%	47%	53% t
Net: Not sure (4-6)	161	151	7	4	140	21	138	19	83	23	55	52	25	84	38	18	105	49	12	101	68	41	52
	30%	30%	23%	42%	31%	28%	31%	29%	29%	25%	35%	26%	42% k	31%	28%	31%	31%	30%	30%	30%	28%	32%	33%
Net: Is an ad (7-10)	132	123	8	1	107	25	103	22	80	22	30	72	12	48	45	20	66	52	16	64	82	28	22
	25%	25%	30%	10%	23%	34%	23%	34%	28% j	24%	19%	36% lm	20%	18%	33% p	35% p	20%	32% s	40% s	19%	34% uv	22%	14%
Net: Top 2 Box	48	43	5	-	39	9	36	9	32	9	7	29	3	15	18	10	19	20	7	21	31	9	9
	9%	9%	17%	-	8%	13%	8%	14%	11% j	10%	5%	14% m	5%	6%	13% p	18% p	6%	12% s	17% s	6%	13% v	7%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 487
QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	109	17	93	52	58	17	93	77	6	13	26	100	9	101	9	36	53	27	12	16	15	11
	21%	19%	21%	19%	22%	19%	21%	21% h	10%	17%	17%	20%	24%	20%	22%	19%	21%	17%	14%	15%	14%	14%
2	82	11	70	40	41	11	70	53	3	6	24	69	12	71	11	24	43	25	9	14	12	7
	15%	13%	16%	15%	16%	13%	16%	14% h	5%	8%	16% h	14%	32% k	14%	27% m	13%	17%	15%	10%	13%	12%	9%
3	48	7	41	22	27	7	41	29	5	5	13	45	3	45	3	14	22	14	10	11	10	5
	9%	8%	9%	8%	10%	8%	9%	8%	8%	7%	8%	9%	7%	9%	7%	7%	9%	9%	12%	11%	10%	7%
4	43	5	38	22	21	5	38	31	4	4	10	41	2	39	4	10	23	9	7	8	12	7
	8%	6%	8%	8%	8%	6%	8%	8%	6%	6%	6%	8%	5%	8%	10%	5%	9%	6%	8%	7%	12%	10%
5	72	11	61	34	39	11	61	48	9	10	20	69	3	68	4	23	35	26	12	10	14	9
	14%	12%	14%	13%	15%	12%	14%	13%	14%	13%	13%	14%	8%	14%	10%	12%	14%	16%	14%	10%	13%	12%
6	46	8	38	21	25	8	38	35	8	6	18	44	2	44	2	15	22	15	8	7	8	4
	9%	8%	9%	8%	9%	8%	9%	10%	12%	8%	12%	9%	5%	9%	4%	8%	9%	9%	9%	6%	8%	5%
7	51	16	35	37	13	16	35	31	7	8	13	47	3	46	5	26	20	13	10	12	11	9
	10%	18% b	8%	14% df	5%	18% df	8%	8%	11%	11%	8%	10%	9%	9%	12%	14%	8%	8%	12%	11%	10%	12%
8	34	7	27	17	17	7	27	27	10	8	12	33	1	33	1	18	12	15	11	12	10	12
	6%	7%	6%	6%	6%	7%	6%	7%	16% g	11%	8%	7%	3%	7%	2%	9%	5%	9%	12%	11%	9%	16%
9	24	2	22	8	16	2	22	16	4	7	8	23	1	23	1	12	11	7	4	7	5	3
	5%	2%	5%	3%	6%	2%	5%	4%	7%	9%	5%	5%	3%	5%	2%	6%	4%	4%	5%	7%	5%	4%
10 - Definitely IS an advert	24	7	17	16	8	7	17	20	7	8	10	22	2	23	1	15	7	11	4	9	8	8
	4%	7%	4%	6%	3%	7%	4%	5%	12%	11%	7%	4%	5%	5%	2%	8% p	3%	7%	5%	9%	7%	11%
Mean	4.32	4.78	4.23	4.5	4.14	4.78	4.23	4.41	5.91 gj	5.42 g	4.68	4.39	3.52	4.38	3.64	4.95 p	4.07	4.69	4.98	5.03	4.86	5.4
Standard Deviation	2.75	2.85	2.72	2.79	2.69	2.85	2.72	2.81	2.77	3.07	2.84	2.74	2.71	2.76	2.53	2.98	2.61	2.84	2.73	3	2.79	2.96
Net: Not an ad (1-3)	239	35	205	114	126	35	205	160	15	23	62	215	24	217	23	74	117	67	31	41	38	23
	45%	39%	46%	42%	48%	39%	46%	43% h	23%	32%	41%	44%	63% k	44%	56%	38%	47%	41%	36%	39%	36%	30%
Net: Not sure (4-6)	161	24	137	77	84	24	137	114	20	19	47	154	7	152	10	48	80	50	26	25	35	21
	30%	27%	31%	29%	32%	27%	31%	31%	31%	27%	31%	31%	18%	31%	24%	25%	32%	31%	31%	23%	33%	27%
Net: Is an ad (7-10)	132	31	101	78	54	31	101	94	29	31	42	125	7	124	8	72	50	46	29	40	33	32
	25%	35% b	23%	29% d	20%	35% df	23%	26%	46% gj	42% gj	28%	25%	19%	25%	20%	37% p	20%	28%	34%	38%	31%	43% q
Net: Top 2 Box	48	8	40	25	23	8	40	36	12	15	18	45	3	46	2	27	18	19	9	17	13	11
	9%	9%	9%	9%	9%	9%	9%	10%	18% g	20% g	12%	9%	7%	9%	5%	14% p	7%	11%	10%	16%	12%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 488
QINF3_12 - Advert or not advert: 12. Em Sheldon - topshop_1 advert

Base: Cell 1

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	191	208	77	74	268	282	151	399	54	86	90	96	73	331	219	482	17	40	11
Weighted Base	532	198	211	66*	58*	263	269	124	409	50*	91*	92*	98*	78*	324	209	444	24**	45*	20**
1 - Definitely NOT an advert	10	3	4	2	1	5	5	3	7	1	2	1	-	3	6	4	8	-	3	-
	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%	1%	-	4%	2%	2%	2%	-	6%	-
2	20	7	10	2	1	9	11	3	17	-	3	4	4	7	10	11	16	-	4	-
	4%	4%	5%	4%	1%	4%	4%	2%	4%	-	3%	4%	4%	9% i	3%	5%	4%	-	10%	-
3	18	7	7	4	1	11	7	4	13	1	1	6	4	2	7	10	16	-	-	2
	3%	3%	3%	6%	1%	4%	3%	4%	3%	2%	1%	6%	4%	3%	2%	5%	4%	-	-	10%
4	22	10	8	2	3	11	11	5	18	4	5	3	4	2	12	10	20	-	-	2
	4%	5%	4%	2%	5%	4%	4%	4%	4%	7%	6%	3%	4%	2%	4%	5%	5%	-	-	9%
5	36	14	15	3	4	17	18	7	29	4	8	2	9	6	19	16	35	-	1	-
	7%	7%	7%	5%	6%	7%	7%	6%	7%	7%	9% k	2%	9%	8%	6%	8%	8%	-	2%	-
6	40	14	18	4	4	18	22	8	32	6	7	8	5	6	20	20	34	-	4	2
	8%	7%	9%	6%	6%	7%	8%	6%	8%	12%	8%	8%	5%	8%	6%	10%	8%	-	10%	9%
7	52	18	21	7	6	25	27	14	39	5	10	11	4	7	34	18	41	6	2	4
	10%	9%	10%	11%	11%	10%	10%	11%	9%	11%	11%	12%	5%	9%	11%	8%	9%	24%	4%	19%
8	77	26	28	11	13	37	40	23	54	4	12	15	17	5	42	36	67	4	5	1
	15%	13%	13%	16%	22%	14%	15%	19% m	13%	9%	14%	17%	17% m	6%	13%	17%	15%	18%	12%	6%
9	85	34	31	10	10	44	42	20	65	7	14	10	18	17	61	24	69	4	8	4
	16%	17%	15%	15%	18%	17%	16%	16%	16%	14%	15%	11%	18%	21%	19% o	12%	16%	17%	18%	19%
10 - Definitely IS an advert	172	64	70	21	16	86	86	38	134	18	27	32	34	23	113	59	139	10	17	6
	32%	32%	33%	32%	28%	32%	32%	30%	33%	35%	30%	35%	35%	30%	35%	28%	31%	41%	39%	28%
Mean	7.66	7.68	7.59	7.58	7.91	7.66	7.66	7.74	7.63	7.75	7.53	7.67	7.89	7.33	7.9 o	7.28	7.6	8.74	7.68	7.55
Standard Deviation	2.48	2.47	2.56	2.63	2.08	2.51	2.46	2.39	2.51	2.33	2.48	2.52	2.37	2.85	2.38	2.6	2.48	1.25	2.95	2.4
Net: Not an ad (1-3)	48	17	21	8	2	25	23	10	38	2	7	11	8	12	24	25	40	-	7	2
	9%	9%	10%	13% d	3%	10%	9%	8%	9%	4%	7%	12%	8%	15% i	7%	12%	9%	-	15%	10%
Net: Not sure (4-6)	98	38	41	9	10	47	51	19	79	14	21	13	17	14	51	47	89	-	5	3
	18%	19%	19%	13%	18%	18%	19%	15%	19%	27%	23%	14%	18%	18%	16%	23% n	20%	-	12%	18%
Net: Is an ad (7-10)	386	143	149	49	46	191	195	95	292	35	64	68	73	52	250	137	315	24	33	14
	73%	72%	71%	74%	79%	73%	72%	76%	71%	69%	70%	75%	75%	67%	77% o	66%	71%	100%	73%	72%
Net: Top 2 Box	257	98	101	31	27	129	128	58	199	25	41	42	52	40	174	83	208	14	25	9
	48%	50%	48%	47%	46%	49%	47%	47%	49%	50%	45%	46%	53%	51%	54% o	40%	47%	58%	57%	47%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 489

QINF3_12 - Advert or not advert: 12. Em Sheldon - topshop_1 advert

Base: Cell 1

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	510	30	10	475	75	462	66	288	97	165	219	64	267	143	59	348	172	43	335	259	131	160
Weighted Base	532	495	28**	9**	458	74*	447	66*	286	92*	154	202	60*	271	138	58*	337	159	40*	334	244	129	159
1 - Definitely NOT an advert	10	7	3	1	8	2	8	1	4	3	4	4	1	6	1	-	9	2	1	8	6	1	4
	2%	1%	10%	7%	2%	3%	2%	2%	1%	3%	3%	2%	1%	2%	1%	-	3%	1%	2%	2%	2%	1%	2%
2	20	19	1	1	19	1	18	1	14	3	3	9	1	11	4	2	14	5	1	14	8	6	6
	4%	4%	3%	10%	4%	1%	4%	2%	5%	4%	2%	4%	2%	4%	3%	4%	4%	3%	3%	4%	3%	5%	4%
3	18	16	-	2	16	2	15	2	6	5	7	3	1	14	5	1	12	4	1	12	6	3	9
	3%	3%	-	21%	3%	3%	3%	3%	2%	5%	4%	1%	2%	4% k	3%	2%	4%	3%	2%	4%	3%	2%	5%
4	22	20	1	1	19	3	17	2	11	2	9	9	4	8	5	2	15	6	1	15	12	3	7
	4%	4%	4%	10%	4%	4%	4%	3%	4%	2%	6%	5%	7%	3%	3%	4%	4%	4%	2%	4%	5%	3%	4%
5	36	35	1	-	30	6	30	5	26	1	8	13	1	22	6	2	28	8	2	26	16	10	10
	7%	7%	3%	-	6%	8%	7%	8%	9% i	1%	5%	6%	2%	8%	4%	3%	8%	5%	4%	8%	7%	8%	6%
6	40	32	6	2	32	6	31	6	16	13	11	11	6	24	8	5	27	11	2	27	17	12	11
	8%	7%	21%	21%	7%	11%	7%	10%	6%	14% h	7%	5%	9%	9%	6%	9%	8%	7%	5%	8%	7%	9%	7%
7	52	48	4	-	46	6	46	5	36	6	10	23	10	19	12	8	31	17	2	33	23	18	11
	10%	10%	13%	-	10%	9%	10%	8%	13%	6%	7%	11%	16% m	7%	9%	14%	9%	11%	5%	10%	9%	14%	7%
8	77	71	5	1	66	12	64	11	44	13	21	29	10	38	24	8	45	30	12	35	43	16	18
	15%	14%	20%	10%	14%	16%	14%	16%	15%	14%	13%	14%	17%	14%	18%	15%	13%	19% s	31% s	11%	18%	12%	11%
9	85	82	3	1	73	13	72	12	44	19	22	37	9	40	24	11	49	31	7	48	44	17	24
	16%	16%	10%	10%	16%	17%	16%	18%	15%	21%	15%	18%	14%	15%	18%	20%	15%	19%	17%	14%	18%	13%	15%
10 - Definitely IS an advert	172	166	5	1	150	22	146	21	85	28	59	65	18	89	48	17	106	44	11	116	68	43	60
	32%	33%	17%	11%	33%	29%	33%	31%	30%	30%	38%	32%	30%	33%	35%	30%	31%	28%	28%	35%	28%	33%	38% t
Mean	7.66	7.75	6.77	5.39	7.66	7.66	7.69	7.84	7.58	7.66	7.81	7.78	7.8	7.54	8 p	7.92	7.47	7.78	7.98	7.56	7.62	7.71	7.66
Standard Deviation	2.48	2.44	2.7	3.04	2.5	2.37	2.48	2.28	2.44	2.55	2.54	2.42	2.17	2.59	2.29	2.14	2.6	2.28	2.18	2.61	2.43	2.36	2.67
Net: Not an ad (1-3)	48	41	4	4	44	5	41	4	24	11	14	15	3	31	10	3	35	11	3	34	20	10	19
	9%	8%	13%	37%	10%	7%	9%	6%	8%	12%	9%	7%	4%	11%	7%	5%	11%	7%	7%	10%	8%	7%	12%
Net: Not sure (4-6)	98	87	8	3	81	17	78	13	54	16	28	33	11	54	18	9	70	25	5	67	45	25	27
	18%	18%	27%	32%	18%	23%	17%	20%	19%	17%	18%	16%	18%	20%	13%	16%	21%	16%	12%	20%	18%	20%	17%
Net: Is an ad (7-10)	386	367	16	3	334	52	328	48	208	65	113	154	46	186	109	46	231	122	32	232	178	94	113
	73%	74%	60%	31%	73%	71%	73%	74%	73%	71%	73%	76%	78%	69%	80% p	79%	69%	77%	82%	69%	73%	73%	71%
Net: Top 2 Box	257	248	7	2	222	34	218	32	129	47	82	102	26	129	73	29	155	75	18	164	112	61	84
	48%	50%	27%	21%	49%	47%	49%	49%	45%	51%	53%	51%	44%	47%	53%	50%	46%	47%	46%	49%	46%	47%	53%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 490

QINF3_12 - Advert or not advert: 12. Em Sheldon - topshop_1 advert

Base: Cell 1

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	98	452	282	268	98	452	384	68	81	163	510	40	508	42	207	248	167	87	109	106	75
Weighted Base	532	90*	443	269	264	90*	443	368	64*	73*	152	494	39*	493	40*	194	248	163	86*	106	107	75*
1 - Definitely NOT an advert	10	1	9	2	8	1	9	5	1	2	3	9	1	9	2	1	6	2	-	2	-	-
	2%	1%	2%	1%	3%	1%	2%	1%	1%	3%	2%	2%	2%	2%	4%	1%	3%	1%	-	2%	-	-
2	20	3	17	13	7	3	17	13	1	-	2	17	4	20	1	4	11	6	4	4	3	1
	4%	3%	4%	5%	3%	3%	4%	4%	2%	-	1%	3%	10% k	4%	2%	2%	5%	4%	5%	4%	3%	2%
3	18	1	17	5	12	1	17	8	2	2	1	13	5	13	5	3	8	5	2	1	1	1
	3%	1%	4%	2%	5%	1%	4%	2%	3%	3%	*	3%	12% k	3%	12% m	2%	3%	3%	2%	1%	1%	1%
4	22	3	19	8	14	3	19	15	2	3	6	20	3	20	3	5	14	4	6	7	1	2
	4%	3%	4%	3%	5%	3%	4%	4%	3%	4%	4%	4%	7%	4%	6%	2%	6% t	2%	7% t	6%	1%	3%
5	36	5	30	17	19	5	30	23	5	3	11	33	3	33	3	6	19	15	5	4	5	2
	7%	6%	7%	6%	7%	6%	7%	6%	7%	4%	7%	7%	8%	7%	7%	3%	8% o	9%	6%	4%	5%	3%
6	40	5	35	16	24	5	35	24	4	5	12	37	3	36	4	11	24	10	3	9	5	5
	8%	6%	8%	6%	9%	6%	8%	6%	6%	6%	8%	7%	8%	7%	10%	6%	10%	6%	3%	8%	4%	7%
7	52	7	45	30	22	7	45	40	10	11	9	49	3	47	5	22	22	14	11	11	13	6
	10%	8%	10%	11%	8%	8%	10%	11%	15% j	15% j	6%	10%	8%	10%	13%	11%	9%	9%	13%	11%	12%	8%
8	77	14	64	37	40	14	64	57	14	9	24	73	4	72	5	29	36	23	16	16	16	10
	15%	15%	14%	14%	15%	15%	14%	15%	21%	12%	16%	15%	12%	15%	13%	15%	15%	15%	18%	15%	15%	13%
9	85	18	67	47	39	18	67	59	12	15	31	81	4	82	3	35	38	30	12	15	21	15
	16%	21%	15%	17%	15%	21%	15%	16%	19%	21%	21%	16%	11%	17%	8%	18%	15%	18%	14%	14%	20%	21%
10 - Definitely IS an advert	172	32	140	92	80	32	140	124	14	24	54	162	9	162	10	77	69	54	28	38	42	33
	32%	35%	32%	34%	30%	35%	32%	34%	22%	33%	35%	33%	24%	33%	25%	40% p	28%	33%	32%	36%	39%	44%
Mean	7.66	8.06	7.58	7.85	7.47	8.06	7.58	7.83	7.69	8	8.09	7.75	6.48	7.73	6.79	8.32	7.35	7.84	7.73	7.83	8.39	8.54
				d								l		n		p					qr	qrs
Standard Deviation	2.48	2.26	2.52	2.39	2.57	2.26	2.52	2.36	2.1	2.2	2.2	2.42	2.98	2.45	2.76	2.04	2.58	2.37	2.37	2.4	1.93	1.89
Net: Not an ad (1-3)	48	5	44	21	27	5	44	26	4	4	6	39	9	41	7	8	25	12	6	7	4	2
	9%	5%	10%	8%	10%	5%	10%	7%	6%	5%	4%	8%	24% k	8%	18% m	4%	10% o	8%	7%	6%	4%	3%
Net: Not sure (4-6)	98	14	84	41	56	14	84	62	11	10	29	89	9	88	9	22	58	29	14	19	11	9
	18%	15%	19%	15%	21%	15%	19%	17%	17%	14%	19%	18%	22%	18%	24%	11%	23% o	18%	16%	18%	10%	12%
Net: Is an ad (7-10)	386	71	315	206	180	71	315	280	50	59	118	366	21	363	23	164	164	122	66	80	92	64
	73%	79%	71%	77% d	68%	79%	71%	76%	77%	81%	78%	74% l	53%	74% n	59%	84% p	66%	75%	77%	75%	86% qs	86%
Net: Top 2 Box	257	50	207	138	119	50	207	183	26	39	85	244	13	244	13	113	106	85	39	53	63	49
	48%	56%	47%	51% d	45%	56%	47%	50% h	41%	53%	56%	49% l	34%	49% n	33%	58% p	43%	52%	46%	49%	59% rs	65% rs

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 491

QINF3_1 - Advert or not advert: 01a. Maria J - short_2 Advert

Base: Cell 2

							Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	31	13	8	5	4	19	12	9	22	3	1	2	7	9	12	19	22	2	5	2
	6%	7%	4%	9%	6%	7%	4%	7%	5%	5%	1%	2%	7%	11%	4%	9%	5%	6%	11%	11%
								j					jk	n						
2	11	4	3	3	1	7	4	4	7	-	1	2	2	2	5	5	10	-	1	-
	2%	2%	1%	5%	1%	3%	1%	3%	2%	-	1%	2%	2%	2%	2%	2%	2%	-	2%	-
3	23	7	7	6	2	13	9	8	15	1	4	3	2	5	15	7	20	-	3	-
	4%	4%	4%	9%	3%	5%	4%	6%	4%	2%	4%	3%	2%	6%	5%	3%	5%	-	6%	-
4	22	13	5	3	2	16	6	5	17	1	5	6	4	2	10	13	16	2	1	4
	4%	6%	2%	5%	2%	6%	2%	4%	4%	2%	5%	7%	4%	3%	3%	6%	4%	7%	2%	20%
						f														
5	45	19	16	4	6	23	22	10	35	2	3	9	13	8	22	23	39	2	5	-
	8%	9%	8%	6%	10%	9%	8%	8%	8%	4%	3%	10%	14%	11%	7%	11%	9%	6%	10%	-
												j								
6	53	17	23	7	6	23	30	13	40	4	11	8	12	5	28	25	43	2	7	2
	10%	8%	11%	11%	10%	9%	11%	11%	10%	8%	11%	9%	13%	7%	9%	12%	10%	6%	15%	9%
7	64	31	20	5	8	36	28	13	51	8	18	12	11	3	42	22	56	-	6	2
	12%	15%	10%	8%	13%	13%	10%	10%	12%	14%	18%	14%	12%	4%	13%	10%	13%	-	13%	10%
								m			m	m								
8	61	17	31	7	7	24	37	13	48	9	10	10	8	10	36	25	52	3	5	2
	11%	8%	15%	11%	11%	9%	14%	11%	12%	17%	10%	11%	9%	13%	11%	12%	12%	10%	11%	9%
9	67	26	24	7	11	33	35	17	50	10	10	15	12	3	41	26	59	6	2	-
	13%	13%	12%	11%	18%	12%	13%	14%	12%	18%	10%	18%	12%	4%	13%	12%	13%	24%	5%	-
								m	m	m		m								
10 - Definitely IS an advert	158	58	70	15	15	73	85	30	128	17	37	22	23	29	108	50	128	10	12	8
	30%	28%	34%	24%	25%	27%	32%	25%	31%	31%	37%	25%	25%	38%	34%	23%	29%	40%	26%	41%
														g	o					
Mean	7.25	7.1	7.61	6.5	7.27	6.96	7.54	6.89	7.36	7.87	7.82	7.35	6.92	6.92	7.58	6.77	7.28	8.02	6.63	7.02
						e				gl	glm				o					
Standard Deviation	2.7	2.75	2.51	3.07	2.61	2.83	2.53	2.86	2.64	2.34	2.28	2.45	2.74	3.21	2.55	2.83	2.65	2.64	2.94	3.16
Net: Not an ad (1-3)	64	25	18	14	6	39	25	21	43	4	6	7	11	15	32	31	52	2	8	2
	12%	12%	9%	23%	11%	15%	9%	17%	10%	7%	6%	8%	12%	20%	10%	15%	12%	6%	18%	11%
				d				hjk						hijk						
Net: Not sure (4-6)	120	48	44	14	14	62	58	28	92	7	18	22	28	16	59	61	97	5	12	6
	22%	24%	21%	23%	23%	23%	22%	23%	22%	13%	19%	25%	30%	21%	19%	28%	22%	19%	27%	29%
													i			n				
Net: Is an ad (7-10)	350	132	145	33	41	165	185	73	277	43	75	59	54	46	227	123	295	19	25	12
	66%	64%	70%	54%	67%	62%	69%	60%	67%	80%	75%	67%	58%	59%	71%	57%	66%	75%	55%	60%
										glm	glm				o					
Net: Top 2 Box	225	84	94	21	26	105	120	47	178	27	47	38	35	32	149	76	187	16	14	8
	42%	41%	45%	35%	42%	40%	45%	39%	43%	49%	47%	43%	37%	42%	47%	35%	42%	64%	31%	41%
															o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 492

QINF3_1 - Advert or not advert: 01a. Maria J - short_2 Advert

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	31	27	3	-	24	6	23	6	15	2	14	7	2	22	4	-	26	5	2	24	11	3	16
	6%	6%	10%	-	5%	8%	5%	10%	5%	2%	8%	3%	3%	8%	3%	-	8%	3%	4%	8%	4%	3%	10%
											i			k			o			q			tu
2	11	8	1	2	9	2	9	2	3	1	6	2	1	8	1	1	9	2	2	7	5	2	4
	2%	2%	3%	22%	2%	3%	2%	3%	1%	1%	4%	1%	1%	3%	1%	1%	3%	1%	3%	2%	2%	2%	2%
3	23	22	1	-	20	3	20	3	11	-	12	11	1	11	4	-	19	9	-	14	9	8	6
	4%	4%	3%	-	4%	4%	4%	5%	4%	-	7%	5%	2%	4%	3%	-	5%	5%	-	4%	3%	7%	4%
											i												
4	22	21	1	-	19	3	18	1	14	5	4	9	1	13	7	1	14	6	5	12	7	5	10
	4%	4%	3%	-	4%	4%	4%	2%	5%	5%	2%	4%	2%	5%	5%	2%	4%	3%	9%	4%	3%	4%	6%
5	45	41	3	1	37	8	37	8	19	9	17	15	3	27	3	8	34	10	2	32	19	7	19
	8%	8%	11%	7%	8%	11%	8%	13%	7%	10%	10%	7%	6%	10%	2%	13%	10%	6%	5%	11%	7%	6%	12%
															n		n						
6	53	45	7	1	44	9	42	5	32	10	11	26	3	25	20	4	29	24	4	24	31	12	10
	10%	9%	21%	11%	9%	12%	9%	9%	11%	12%	6%	12%	5%	9%	15%	7%	8%	14%	9%	8%	12%	10%	6%
			a												p			s			v		
7	64	58	4	2	57	7	54	6	33	18	13	25	12	26	21	12	31	29	7	28	41	11	12
	12%	12%	13%	23%	12%	10%	12%	10%	12%	21%	8%	11%	23%	10%	16%	21%	9%	16%	15%	9%	16%	10%	7%
										hj			km		p	p		s			v		
8	61	56	3	2	52	9	48	8	29	12	20	30	5	27	18	11	32	21	6	35	31	16	15
	11%	11%	9%	26%	11%	12%	11%	12%	10%	14%	12%	13%	9%	10%	13%	19%	9%	12%	11%	11%	12%	14%	9%
															p								
9	67	65	2	-	56	11	54	9	45	9	13	29	13	25	16	8	43	21	11	35	33	18	16
	13%	13%	5%	-	12%	15%	12%	15%	16%	11%	7%	13%	24%	10%	12%	14%	13%	12%	22%	12%	13%	15%	10%
									j				km						s				
10 - Definitely IS an advert	158	150	7	1	142	16	142	13	76	21	61	68	13	77	40	15	104	52	12	94	68	34	56
	30%	30%	22%	10%	31%	21%	32%	21%	27%	24%	36%	31%	25%	30%	30%	25%	30%	29%	23%	31%	27%	29%	34%
Mean	7.25	7.32	6.5	6.18	7.32	6.82	7.34	6.69	7.31	7.44	7.05	7.53	7.76	6.91	7.56	7.78	7.03	7.44	7.41	7.11	7.33	7.44	6.99
													m										
Standard Deviation	2.7	2.68	2.8	2.71	2.68	2.8	2.68	2.94	2.62	2.13	3.06	2.45	2.25	2.93	2.36	1.84	2.92	2.41	2.49	2.89	2.5	2.56	3.06
Net: Not an ad (1-3)	64	57	5	2	53	11	51	11	29	2	32	19	3	41	9	1	54	16	3	44	25	13	26
	12%	12%	15%	22%	11%	15%	11%	18%	10%	3%	19%	9%	7%	16%	7%	1%	16%	9%	7%	15%	10%	12%	16%
											i			hi			no						
Net: Not sure (4-6)	120	107	11	2	100	20	97	14	65	24	31	50	7	64	30	13	77	41	12	68	57	23	40
	22%	22%	35%	19%	22%	27%	22%	24%	23%	27%	18%	22%	12%	25%	22%	21%	23%	23%	23%	22%	22%	20%	24%
														k									
Net: Is an ad (7-10)	350	329	16	5	307	43	298	36	183	60	106	152	43	155	94	47	210	122	36	192	173	79	99
	66%	67%	49%	59%	67%	58%	67%	58%	66%	70%	63%	69%	81%	60%	71%	78%	61%	68%	71%	63%	68%	68%	60%
		b										m	m		p								
Net: Top 2 Box	225	216	9	1	198	27	196	22	121	30	73	97	26	102	55	23	147	73	23	130	101	51	73
	42%	44%	27%	10%	43%	36%	44%	36%	44%	35%	43%	44%	49%	39%	42%	38%	43%	40%	45%	43%	40%	45%	44%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 493

QINF3_1 - Advert or not advert: 01a. Maria J - short_2 Advert

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	31	2	28	9	22	2	28	14	1	4	5	24	6	24	7	6	15	4	8	8	2	2
	6%	3%	6%	3%	8%	3%	6%	4%	1%	5%	3%	5%	14%	5%	14%	3%	6%	3%	9%	7%	2%	3%
					c								k		m				t	t		
2	11	1	10	8	3	1	10	6	1	1	-	9	2	10	1	3	4	2	1	1	1	1
	2%	1%	2%	3%	1%	1%	2%	2%	2%	1%	-	2%	4%	2%	2%	2%	2%	1%	1%	1%	1%	1%
3	23	2	21	7	15	2	21	13	3	3	3	22	1	21	2	8	11	7	4	5	5	3
	4%	2%	5%	3%	6%	2%	5%	4%	4%	4%	2%	4%	1%	4%	3%	4%	4%	5%	4%	5%	4%	5%
4	22	3	19	9	13	3	19	12	2	1	3	17	6	17	5	5	12	4	2	7	6	1
	4%	3%	4%	3%	5%	3%	4%	3%	2%	1%	2%	3%	12%	3%	11%	2%	5%	3%	2%	6%	5%	2%
													k		m							
5	45	3	42	13	32	3	42	21	2	4	8	35	10	34	11	11	22	8	7	11	2	1
	8%	3%	10%	5%	12%	3%	10%	6%	3%	6%	5%	7%	21%	7%	23%	6%	9%	6%	7%	10%	2%	2%
			a		ce		ce						k		m					tu		
6	53	11	42	24	29	11	42	32	4	4	11	49	4	49	4	17	28	18	10	14	10	5
	10%	11%	10%	9%	11%	11%	10%	9%	6%	5%	8%	10%	8%	10%	7%	8%	12%	13%	11%	13%	8%	7%
7	64	16	48	40	24	16	48	43	14	11	23	59	5	59	5	27	27	26	9	11	20	9
	12%	16%	11%	15%	9%	16%	11%	12%	21%	15%	16%	12%	11%	12%	10%	13%	11%	19%	9%	10%	16%	14%
				d				g														
8	61	15	46	35	26	15	46	44	11	10	18	58	3	57	4	24	27	13	15	10	18	12
	11%	15%	11%	13%	10%	15%	11%	12%	17%	13%	12%	12%	7%	12%	9%	12%	11%	9%	15%	9%	15%	19%
																						q
9	67	15	52	42	25	15	52	50	10	12	27	62	6	62	5	30	24	20	15	16	21	12
	13%	15%	12%	15%	10%	15%	12%	14%	16%	16%	18%	13%	12%	13%	11%	15%	10%	14%	16%	15%	17%	19%
				d																		
10 - Definitely IS an advert	158	31	127	83	75	31	127	127	18	25	51	152	6	153	5	72	68	38	24	24	38	18
	30%	31%	29%	31%	28%	31%	29%	35%	27%	33%	34%	31%	12%	31%	10%	35%	29%	27%	25%	23%	31%	28%
												l		n								
Mean	7.25	7.84	7.11	7.62	6.87	7.84	7.11	7.69	7.79	7.74	8	7.4	5.72	7.4	5.72	7.79	7.08	7.45	7.17	6.86	7.83	7.86
		b		df		df						l		n		p					s	s
Standard Deviation	2.7	2.21	2.78	2.47	2.87	2.21	2.78	2.52	2.16	2.53	2.21	2.64	2.88	2.64	2.8	2.44	2.73	2.39	2.8	2.75	2.23	2.26
Net: Not an ad (1-3)	64	5	58	24	40	5	58	33	4	7	8	55	9	55	9	17	29	12	14	14	8	6
	12%	5%	13%	9%	15%	5%	13%	9%	7%	10%	5%	11%	19%	11%	19%	9%	12%	9%	14%	13%	7%	9%
			a		ce		e															
Net: Not sure (4-6)	120	17	103	46	74	17	103	65	8	9	22	101	19	100	20	32	62	29	19	32	19	7
	22%	17%	24%	17%	28%	17%	24%	18%	12%	12%	15%	21%	40%	21%	41%	16%	26%	21%	20%	30%	15%	10%
					ce		c						k		m		o			tu		
Net: Is an ad (7-10)	350	77	273	200	150	77	273	264	53	58	120	331	19	331	19	152	146	95	63	61	97	52
	66%	77%	63%	74%	57%	77%	63%	73%	81%	78%	80%	68%	41%	68%	40%	75%	61%	70%	66%	57%	78%	81%
		b		df		df						l		n		p		s			rs	rs
Net: Top 2 Box	225	46	179	125	100	46	179	177	28	37	78	214	11	215	10	101	92	57	40	40	59	30
	42%	46%	41%	46%	38%	46%	41%	49%	43%	50%	52%	44%	23%	44%	22%	50%	39%	42%	41%	37%	48%	47%
												l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 494
QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 2

																					Demographics

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	10	7	1	1	2	8	2	2	8	1	-	-	5	2	5	5	8	-	-	2
	2%	3%	*	2%	2%	3%	1%	2%	2%	2%	-	-	5%	3%	2%	3%	2%	-	-	11%
		b											jk							
2	12	7	2	1	2	8	4	3	9	2	2	4	1	-	8	4	11	-	1	-
	2%	3%	1%	2%	3%	3%	1%	2%	2%	4%	2%	5%	1%	-	3%	2%	2%	-	3%	-
3	5	2	2	1	1	3	3	1	4	1	1	2	-	-	3	3	5	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	-	-	1%	1%	1%	-	-	-
4	9	4	3	1	2	5	5	3	7	1	-	4	2	-	5	5	8	-	1	-
	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	-	4%	2%	-	1%	2%	2%	-	2%	-
												j								
5	31	13	12	3	3	16	15	6	26	6	6	8	3	4	20	12	28	-	4	-
	6%	6%	6%	5%	4%	6%	6%	5%	6%	11%	6%	9%	3%	5%	6%	5%	6%	-	8%	-
6	36	15	12	5	4	20	16	9	27	2	9	7	7	2	22	14	32	-	4	-
	7%	7%	6%	8%	7%	7%	6%	7%	7%	3%	9%	8%	7%	3%	7%	7%	7%	-	8%	-
7	41	21	17	1	2	22	19	4	37	8	10	8	9	2	19	22	35	-	4	2
	8%	10%	8%	2%	3%	8%	7%	3%	9%	14%	10%	9%	10%	3%	6%	10%	8%	-	9%	10%
									g	gm	g		g							
8	48	10	23	10	4	20	27	15	33	5	12	7	5	5	29	19	42	-	5	-
	9%	5%	11%	17%	7%	8%	10%	12%	8%	8%	12%	8%	5%	6%	9%	9%	10%	-	12%	-
			a																	
9	73	26	23	11	12	37	35	23	50	9	9	9	12	11	40	33	56	4	7	5
	14%	13%	11%	18%	20%	14%	13%	19%	12%	16%	9%	10%	13%	14%	12%	15%	13%	17%	15%	28%
								hj												
10 - Definitely IS an advert	269	100	112	27	30	127	142	56	213	21	51	40	49	51	170	99	218	21	20	10
	50%	49%	54%	44%	49%	48%	53%	46%	52%	39%	51%	46%	53%	67%	53%	46%	49%	83%	44%	52%
														ghijk						
Mean	8.37	8.1	8.64	8.41	8.36	8.17	8.57	8.39	8.37	7.93	8.47	7.94	8.33	9.07	8.45	8.25	8.29	9.83	8.31	8.47
			a				e							ghikl						
Standard Deviation	2.27	2.55	1.94	2.11	2.4	2.46	2.05	2.25	2.28	2.42	1.98	2.47	2.47	1.89	2.25	2.3	2.3	0.38	2.08	2.79
Net: Not an ad (1-3)	27	16	5	3	4	18	9	6	21	4	3	6	6	2	16	12	24	-	1	2
	5%	8%	2%	4%	6%	7%	3%	5%	5%	7%	3%	7%	6%	3%	5%	5%	5%	-	3%	11%
		b																		
Net: Not sure (4-6)	77	32	27	9	9	41	36	17	59	8	15	19	12	6	46	31	68	-	8	-
	14%	16%	13%	14%	14%	15%	13%	14%	14%	16%	15%	21%	13%	7%	14%	14%	15%	-	18%	-
												m								
Net: Is an ad (7-10)	430	157	175	49	48	207	224	98	332	42	82	63	76	69	257	173	352	25	36	17
	81%	77%	85%	81%	79%	78%	83%	80%	81%	77%	82%	72%	81%	90%	81%	80%	79%	100%	79%	89%
			a											k						
Net: Top 2 Box	342	126	136	38	42	164	178	80	262	30	60	49	61	62	209	132	275	25	27	15
	64%	62%	66%	62%	69%	62%	66%	66%	64%	55%	60%	56%	66%	81%	66%	61%	62%	100%	59%	80%
														ghijkl						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 495

QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 2

	Total	Internet Use — Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook — Heavy user (h)	Medium user (i)	Light user (j)	Instagram — Heavy user (k)	Medium user (l)	Light user (m)	Twitter — Heavy user (n)	Medium user (o)	Light user (p)	Snapchat — Heavy user (q)	Medium user (r)	Light user (s)	YouTube — Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	10	8	2	-	7	3	7	3	5	2	3	1	-	10	2	-	9	3	-	8	3	1	6
	2%	2%	6%	-	2%	4%	2%	5%	2%	2%	2%	*	-	4% k	1%	-	3%	1%	-	3%	1%	1%	4%
2	12	12	-	-	10	2	9	1	8	2	2	6	1	5	1	3	8	6	1	5	7	3	2
	2%	2%	-	-	2%	3%	2%	2%	3%	2%	1%	3%	2%	2%	1%	5%	2%	3%	2%	2%	3%	2%	1%
3	5	5	1	-	4	1	4	-	4	-	1	5	-	-	1	1	3	4	-	2	3	-	2
	1%	1%	2%	-	1%	1%	1%	-	1%	-	1%	2% m	-	-	1%	2%	1%	2%	-	1%	1%	-	1%
4	9	7	2	-	8	1	6	1	3	4	3	2	1	7	1	2	7	1	2	7	3	4	3
	2%	2%	5%	-	2%	1%	1%	2%	1%	4% h	2%	1%	2%	3%	1%	3%	2%	*	4%	2%	1%	3%	2%
5	31	28	3	1	29	2	28	2	15	5	11	14	4	14	6	3	23	11	5	15	16	5	10
	6%	6%	9%	7%	6%	3%	6%	3%	6%	6%	6%	6%	7%	5%	4%	5%	7%	6%	9%	5%	6%	5%	6%
6	36	31	4	1	27	9	26	6	20	3	13	21	6	8	16	3	17	14	4	18	24	8	4
	7%	6%	13%	12%	6%	12% df	6%	10%	7%	3%	7%	10% m	12% m	3%	12% p	5%	5%	8%	8%	6%	9% v	7%	2%
7	41	35	5	1	32	9	31	7	22	9	10	16	9	16	15	6	21	16	6	19	21	11	9
	8%	7%	16%	12%	7%	12%	7%	11%	8%	10%	6%	7%	17% km	6%	11%	10%	6%	9%	11%	6%	8%	10%	5%
8	48	43	3	2	41	6	38	5	24	11	13	27	4	16	15	7	25	21	7	20	26	11	10
	9%	9%	9%	26%	9%	9%	9%	9%	9%	13%	7%	12% m	8%	6%	12%	11%	7%	12%	13%	7%	10%	10%	6%
9	73	68	5	-	60	13	58	10	43	13	17	35	7	30	20	11	42	32	10	30	42	14	17
	14%	14%	16%	-	13%	17%	13%	17%	16%	15%	10%	16%	14%	12%	15%	18%	12%	18% s	20% s	10%	16%	12%	10%
10 - Definitely IS an advert	269	258	8	4	241	28	238	25	132	39	98	95	20	154	57	25	187	72	17	180	109	58	103
	50%	52% b	25%	43%	52% e	38%	53% e	42%	48%	45%	58% h	43%	38%	59% kl	43%	42%	55% n	40%	33%	59% qr	43%	50%	62% tu
Mean	8.37	8.45 b	7.24	8.28	8.44	7.94	8.48	8.09	8.3	8.24	8.56	8.25	8.1	8.53	8.35	8.17	8.42	8.14	8.05	8.56	8.19	8.41	8.63
Standard Deviation	2.27	2.24	2.54	1.81	2.23	2.45	2.22	2.42	2.32	2.3	2.18	2.15	1.99	2.42	1.97	2.31	2.37	2.27	2.05	2.29	2.24	2.15	2.38
Net: Not an ad (1-3)	27	25	2	-	21	6	20	4	17	4	6	11	1	15	3	4	20	12	1	15	14	4	10
	5%	5%	8%	-	5%	8%	5%	6%	6%	5%	4%	5%	2%	6%	3%	7%	6%	6%	2%	5%	5%	3%	6%
Net: Not sure (4-6)	77	66	9	2	64	12	60	9	39	12	26	37	11	29	22	8	46	26	11	40	43	17	17
	14%	13%	28% a	19%	14%	16%	14%	15%	14%	13%	15%	17%	21%	11%	17%	13%	14%	15%	21%	13%	17%	15%	10%
Net: Is an ad (7-10)	430	403	21	7	374	56	365	48	222	71	138	173	41	216	107	49	275	141	39	249	198	94	139
	81%	82% b	65%	81%	81%	76%	82%	78%	80%	82%	81%	78%	77%	83%	81%	81%	81%	79%	77%	82%	78%	82%	84%
Net: Top 2 Box	342	325	13	4	301	41	296	35	175	52	115	130	28	184	77	36	229	104	27	211	150	71	120
	64%	66% b	40%	43%	65%	55%	66%	58%	63%	60%	68%	59%	52%	71% kl	58%	60%	67%	58%	53%	69% qr	59%	62%	73% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 496

QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	10	1	10	3	7	1	10	5	1	3	2	5	5	5	6	1	3	1	1	1	1	-
	2%	1%	2%	1%	3%	1%	2%	1%	1%	4%	1%	1%	10% k	1%	12% m	*	1%	1%	1%	1%	1%	-
2	12	1	11	5	7	1	11	6	1	-	3	7	5	7	5	4	6	3	1	3	-	-
	2%	1%	2%	2%	3%	1%	2%	2%	2%	-	2%	1%	11% k	1%	11% m	2%	2%	2%	1%	3%	-	-
3	5	1	4	4	1	1	4	4	1	1	3	5	-	5	-	3	1	4	3	2	-	1
	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	2%	1%	-	1%	-	2%	*	3%	3%	2%	-	1%
4	9	1	8	2	7	1	8	7	2	2	-	5	5	6	4	-	7	1	1	4	1	-
	2%	1%	2%	1%	3%	1%	2%	2%	3%	2%	-	1%	10% k	1%	8% m	-	3% o	1%	1%	3%	1%	-
5	31	7	24	13	18	7	24	15	2	3	9	26	6	27	5	11	14	9	3	8	4	1
	6%	7%	6%	5%	7%	7%	6%	4%	3%	4%	6%	5%	12%	5%	10%	6%	6%	7%	3%	8%	4%	2%
6	36	6	30	19	17	6	30	17	5	4	13	32	4	32	4	11	16	10	8	8	4	2
	7%	6%	7%	7%	7%	6%	7%	5%	8%	5%	9%	7%	8%	7%	7%	5%	7%	7%	8%	7%	3%	3%
7	41	13	28	27	14	13	28	23	13	11	16	39	2	37	3	17	17	16	4	9	11	8
	8%	13% b	7%	10% d	5%	13% df	7%	6%	19% g	15% g	11%	8%	3%	8%	7%	9%	7%	12% r	4%	8%	9%	12%
8	48	14	34	28	19	14	34	33	12	13	18	46	2	45	3	17	20	14	11	12	9	10
	9%	14% b	8%	10%	7%	14% f	8%	9%	19% g	18% g	12%	9%	4%	9%	6%	8%	9%	10%	11%	11%	8%	15%
9	73	15	58	44	29	15	58	52	6	4	14	64	8	64	8	32	28	17	18	18	20	9
	14%	15%	13%	16%	11%	15%	13%	14% i	9%	6%	9%	13%	17%	13%	17%	16%	12%	12%	19%	17%	16%	14%
10 - Definitely IS an advert	269	41	228	126	143	41	228	201	23	34	73	258	11	258	11	106	125	63	47	43	73	34
	50%	42%	52%	47%	54% e	42%	52%	56% h	35%	45%	49%	53% l	24%	53% n	23%	52%	53%	46%	48%	40%	59% qs	52%
Mean	8.37	8.34	8.38	8.42	8.33	8.34	8.38	8.65 h	7.97	8.16	8.32	8.57 l	6.34	8.57 n	6.35	8.63	8.4	8.22	8.53	8.05	9.01 qs	8.89 qs
Standard Deviation	2.27	1.94	2.34	2.1	2.43	1.94	2.34	2.11	2.1	2.28	2.17	2.05	3.26	2.05	3.25	2	2.27	2.21	2.08	2.31	1.6	1.48
Net: Not an ad (1-3)	27	2	25	12	15	2	25	15	3	4	7	17	10	17	11	8	10	8	5	6	1	1
	5%	2%	6%	5%	6%	2%	6%	4%	5%	5%	5%	4%	21% k	3%	22% m	4%	4%	6% t	5%	5% t	1%	1%
Net: Not sure (4-6)	77	14	63	33	43	14	63	39	9	8	21	63	14	65	12	22	37	20	12	20	9	3
	14%	14%	14%	12%	16%	14%	14%	11%	13%	11%	14%	13%	29% k	13%	25% m	11%	16%	15% u	13%	19% tu	8%	5%
Net: Is an ad (7-10)	430	83	347	225	205	83	347	308	53	62	120	407	23	405	25	172	190	109	79	81	113	60
	81%	83%	80%	83%	78%	83%	80%	85%	82%	84%	81%	84% l	49%	83% n	53%	85%	80%	79%	82%	76%	92% qrs	94% qrs
Net: Top 2 Box	342	56	286	170	172	56	286	253	28	38	86	322	20	323	19	138	153	79	65	61	93	43
	64%	57%	66%	63%	65%	57%	66%	70% hij	44%	51%	58%	66% l	42%	66% n	40%	68%	64%	58%	67%	57%	76% qs	67%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 497

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 2

														Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	196	65	84	25	22	90	107	47	150	22	33	27	34	34	118	78	161	12	16	8
	37%	32%	41%	41%	36%	34%	40%	38%	36%	40%	33%	30%	36%	45%	37%	36%	36%	48%	35%	40%
2	79	33	27	8	10	42	37	18	61	9	17	10	12	13	53	27	58	6	8	7
	15%	16%	13%	14%	16%	16%	14%	15%	15%	17%	17%	11%	13%	17%	17%	12%	13%	25%	17%	39%
3	60	25	18	9	8	34	27	17	43	4	12	15	7	6	38	22	52	2	4	2
	11%	12%	9%	14%	13%	13%	10%	14%	11%	7%	12%	17%	7%	8%	12%	10%	12%	7%	10%	11%
4	39	14	16	6	3	20	19	9	30	2	8	6	10	5	22	17	33	2	4	-
	7%	7%	8%	10%	5%	8%	7%	7%	7%	3%	8%	6%	10%	7%	7%	8%	7%	7%	10%	-
5	41	18	16	3	4	21	19	7	34	3	5	10	8	8	23	18	38	-	2	-
	8%	9%	8%	5%	6%	8%	7%	6%	8%	6%	5%	11%	8%	11%	7%	8%	9%	-	5%	-
6	25	9	11	1	4	10	15	5	20	2	3	3	7	5	15	10	22	-	3	-
	5%	5%	5%	2%	7%	4%	6%	4%	5%	3%	3%	3%	8%	7%	5%	5%	5%	-	7%	-
7	29	15	11	1	3	15	14	4	25	5	4	9	5	3	13	16	23	2	2	2
	5%	7%	5%	1%	5%	6%	5%	3%	6%	9%	4%	10% g	5%	4%	4%	7%	5%	7%	4%	10%
8	33	12	10	5	5	17	15	11	22	3	10	3	6	-	19	14	30	2	1	-
	6%	6%	5%	9%	9%	7%	6%	9% m	5%	5%	10% m	3%	6% m	-	6%	6%	7%	6%	3%	-
9	18	7	7	3	1	10	8	4	14	4	4	4	2	-	10	8	16	-	3	-
	3%	3%	3%	5%	1%	4%	3%	3%	3%	7% m	4%	5%	2%	-	3%	4%	4%	-	6%	-
10 - Definitely IS an advert	14	6	7	-	1	6	7	1	13	2	2	3	4	2	7	6	12	-	1	-
	3%	3%	3%	-	1%	2%	3%	1%	3%	3%	2%	3%	4%	3%	2%	3%	3%	-	3%	-
Mean	3.39	3.58	3.31	3.1	3.29	3.47	3.3	3.2	3.44 m	3.52	3.58	3.73 m	3.55 m	2.75	3.27	3.56	3.49	2.44	3.38	2.2
Standard Deviation	2.67	2.7	2.71	2.57	2.57	2.67	2.68	2.56	2.71	2.99	2.8	2.71	2.75	2.24	2.61	2.76	2.71	2.19	2.7	1.76
Net: Not an ad (1-3)	336	124	130	42	40	165	171	82	254	35	62	51	53	54	209	127	270	20	28	17
	63%	60%	63%	69%	66%	62%	64%	67%	62%	64%	62%	58%	57%	70%	66%	59%	61%	80%	62%	90%
Net: Not sure (4-6)	105	42	43	10	11	52	53	20	84	7	17	18	24	18	60	45	93	2	10	-
	20%	20%	21%	16%	18%	19%	20%	17%	20%	12%	17%	21%	26% i	24%	19%	21%	21%	7%	22%	-
Net: Is an ad (7-10)	93	40	34	9	10	49	44	19	74	13	21	19	16	5	50	44	81	3	7	2
	17%	19%	16%	16%	16%	19%	16%	16% m	18%	24% m	21% m	21% m	17% m	6%	16%	20%	18%	13%	15%	10%
Net: Top 2 Box	32	13	14	3	2	17	15	5	27	5	7	7	6	2	18	14	28	-	4	-
	6%	7%	7%	5%	2%	6%	6%	4%	7%	10%	7%	8%	6%	3%	6%	7%	6%	-	8%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 498

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 2

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	196	184	10	2	180	17	178	16	96	28	72	77	12	107	45	15	137	59	15	122	80	41	76
	37%	37%	31%	22%	39% e	23%	40% eg	26%	35%	33%	42%	35%	23%	41% l	34%	25%	40% o	33%	29%	40%	32%	35%	46% t
2	79	77	2	1	71	8	68	6	36	11	32	31	6	42	12	11	56 n	28	4	47	40	17	22
	15%	16%	5%	11%	15%	11%	15%	9%	13%	13%	19%	14%	12%	16%	9%	19%	16%	16%	8%	16%	16%	15%	13%
3	60	57	2	1	57	3	57	3	28	12	21	25	8	27	15	7	39	20	6	34	27	17	17
	11%	12%	6%	12%	12% e	4%	13% e	5%	10%	14%	12%	11%	15%	10%	11%	11%	11%	11%	12%	11%	11%	15%	10%
4	39	34	5	-	28	11	27	9	24	6	9	18	4	17	12	5	23	12	6	21	18	6	14
	7%	7%	15%	-	6%	15% df	6%	15% df	9%	7%	5%	8%	7%	7%	9%	8%	7%	7%	12%	7%	7%	5%	9%
5	41	36	3	2	31	9	31	8	20	8	12	12	6	23	5	5	31	6	4	31 q	16	8	17
	8%	7%	9%	23%	7%	13% d	7%	14% d	7%	9%	7%	5%	12%	9%	4%	8%	9%	4%	7%	10%	6%	7%	10%
6	25	22	3	-	17	8	17	4	17	3	6	11	3	11	10	5	10	10	1	15	14	5	6
	5%	4%	10%	-	4%	11% df	4%	7%	6%	3%	3%	5%	6%	4%	7% p	8%	3%	5%	2%	5%	6%	4%	4%
7	29	23	3	3	24	5	21	4	15	7	6	11	6	12	10	4	16	13	2	14	15	7	7
	5%	5%	10%	32%	5%	6%	5%	6%	6%	8%	4%	5%	11%	5%	7%	6%	5%	7%	4%	5%	6%	6%	4%
8	33	30	3	-	28	5	24	4	20	6	9	19	5	9	11	6	15	16	6	10	20	12	1
	6%	6%	9%	-	6%	6%	5%	6%	7%	7%	4%	8% m	9%	4%	9%	10%	4%	9% s	12% s	3%	8% v	10% v	*
9	18	17	1	-	14	4	13	4	12	3	2	11	1	6	9	3	7	8	5	5	16 uv	1	2
	3%	3%	3%	-	3%	5%	3%	6%	4%	4%	1%	5%	2%	2%	6% p	5%	2%	5%	9% s	2%	6%	1%	1%
10 - Definitely IS an advert	14	13	1	-	9	4	9	3	9	2	3	7	2	5	5	-	9	5	3	5	8	1	4
	3%	3%	3%	-	2%	6%	2%	5%	3%	2%	1%	3%	4%	2%	4%	-	3%	3%	6% s	2%	3%	1%	2%
Mean	3.39	3.32	4.15	4.2	3.21	4.45 df	3.15	4.33 df	3.67 j	3.64 j	2.79	3.64 m	4.13 m	3.02	4 p	3.84 p	3.07	3.72 s	4.37 s	3.02	3.81 v	3.34	2.77
Standard Deviation	2.67	2.66	2.8	2.53	2.61	2.81	2.58	2.87	2.81	2.73	2.31	2.85	2.71	2.46	2.98	2.64	2.5	2.88	3.15	2.39	2.89	2.56	2.26
Net: Not an ad (1-3)	336	318	14	4	308	28	303	24	160	51	125	133	27	176	71	33	231	108	25	203	147	75	114
	63%	65% b	42%	45%	67% eg	38%	68% eg	40%	58%	59%	74% hi	60%	51%	68% l	54%	55%	68% n	60%	49%	67% r	58%	65%	69% t
Net: Not sure (4-6)	105	92	11	2	76	29	75	22	61	17	27	40	13	52	27	14	64	28	10	66	48	19	37
	20%	19%	34% a	23%	16%	39% df	17%	36% df	22%	19%	16%	18%	25%	20%	20%	24%	19%	16%	21%	22%	19%	17%	23%
Net: Is an ad (7-10)	93	83	8	3	76	17	68	15	57	19	18	48	13	32	35	13	46	43	16	34	59	21	13
	17%	17%	24%	32%	17%	23%	15%	24%	20% j	21% j	11%	22% m	25% m	12%	26% p	21%	13%	24% s	31% s	11%	23% v	18% v	8%
Net: Top 2 Box	32	30	2	-	24	8	23	7	22	5	5	18	3	11	14	3	15	14	8	10	24	2	6
	6%	6%	6%	-	5%	11%	5%	12% df	8% j	6%	3%	8%	6%	4%	10% p	5%	5%	8% s	15% s	3%	9% uv	2%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 499

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	196	35	161	95	101	35	161	143	16	23	57	178	18	180	16	75	83	50	39	37	47	29
	37%	35%	37%	35%	38%	35%	37%	39%	25%	31%	38%	37%	39%	37%	34%	37%	35%	37%	40%	35%	38%	46%
								h														
2	79	13	66	39	40	13	66	58	3	7	20	73	6	73	6	33	35	20	15	14	18	8
	15%	13%	15%	14%	15%	13%	15%	16%	4%	9%	14%	15%	14%	15%	12%	17%	15%	14%	15%	14%	15%	12%
								h			h											
3	60	8	52	31	30	8	52	39	8	7	14	59	1	58	3	26	24	11	6	11	10	4
	11%	8%	12%	11%	11%	8%	12%	11%	12%	10%	9%	12%	2%	12%	5%	13%	10%	8%	7%	10%	8%	6%
													l									
4	39	6	33	20	19	6	33	25	3	6	7	35	4	35	4	13	20	12	8	9	5	2
	7%	6%	8%	7%	7%	6%	8%	7%	4%	9%	5%	7%	8%	7%	8%	7%	9%	9%	9%	9%	4%	3%
5	41	9	32	16	25	9	32	18	2	6	8	35	5	34	6	12	19	8	5	9	9	1
	8%	9%	7%	6%	9%	9%	7%	5%	3%	8%	5%	7%	11%	7%	13%	6%	8%	6%	5%	8%	7%	2%
6	25	4	21	10	15	4	21	18	4	2	10	22	3	22	3	7	12	9	5	7	2	2
	5%	4%	5%	4%	6%	4%	5%	5%	6%	3%	7%	5%	7%	5%	6%	3%	5%	7%	5%	6%	2%	3%
7	29	7	22	17	12	7	22	14	10	7	9	26	3	26	3	9	17	9	5	7	6	5
	5%	7%	5%	6%	5%	7%	5%	4%	15%	9%	6%	5%	5%	5%	5%	5%	7%	7%	5%	7%	5%	8%
									gj													
8	33	9	23	21	11	9	23	23	11	8	11	29	4	29	4	13	16	10	7	1	12	5
	6%	9%	5%	8%	4%	9%	5%	6%	18%	10%	7%	6%	8%	6%	8%	6%	7%	8%	7%	1%	10%	7%
				d			d		gj									s	s		s	s
9	18	6	12	14	5	6	12	13	4	6	7	15	3	14	4	7	8	6	5	8	9	3
	3%	6%	3%	5%	2%	6%	3%	4%	7%	8%	5%	3%	6%	3%	8%	3%	3%	4%	5%	7%	7%	5%
				d			d															
10 - Definitely IS an advert	14	2	12	8	6	2	12	12	4	3	6	14	-	14	-	8	4	2	2	4	5	5
	3%	2%	3%	3%	2%	2%	3%	3%	7%	4%	4%	3%	-	3%	-	4%	2%	2%	2%	4%	4%	8%
																						q
Mean	3.39	3.77	3.3	3.6	3.16	3.77	3.3	3.28	5.08	4.23	3.64	3.37	3.59	3.34	3.83	3.34	3.49	3.54	3.4	3.63	3.74	3.69
									gj	g												
Standard Deviation	2.67	2.9	2.62	2.84	2.48	2.9	2.62	2.74	3.15	3.05	2.94	2.67	2.79	2.66	2.82	2.74	2.65	2.74	2.82	2.83	3.09	3.31
Net: Not an ad (1-3)	336	56	280	165	171	56	280	239	27	37	91	310	26	311	25	134	141	80	60	62	76	41
	63%	56%	64%	61%	65%	56%	64%	66%	41%	50%	61%	64%	54%	64%	51%	66%	60%	59%	62%	58%	61%	63%
								hi			h											
Net: Not sure (4-6)	105	19	86	46	59	19	86	61	9	14	25	93	12	92	13	31	52	29	18	24	16	6
	20%	19%	20%	17%	22%	19%	20%	17%	13%	19%	17%	19%	26%	19%	27%	16%	22%	21%	19%	23%	13%	9%
																		u		u		
Net: Is an ad (7-10)	93	24	69	60	34	24	69	62	30	23	33	84	9	83	10	36	45	27	18	20	32	18
	17%	25%	16%	22%	13%	25%	16%	17%	46%	31%	22%	17%	20%	17%	22%	18%	19%	20%	19%	19%	26%	28%
			b		df		df		gj	g												
Net: Top 2 Box	32	8	24	21	11	8	24	25	9	9	13	29	3	28	4	14	12	8	7	12	14	8
	6%	8%	5%	8%	4%	8%	5%	7%	13%	12%	9%	6%	6%	6%	8%	7%	5%	6%	8%	11%	12%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 500

QINF3_4 - Advert or not advert: 04. Lorraine_2 ad

Base: Cell 2

							Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	21	14	2	3	2	16	5	5	16	1	-	5	6	5	13	8	16	2	-	4
	4%	7%	1%	4%	4%	6%	2%	4%	4%	2%	-	5%	6%	6%	4%	4%	4%	6%	-	21%
		b				f		j				j	j	j						
2	22	11	3	4	4	15	7	8	14	2	4	3	4	1	13	10	19	1	2	-
	4%	5%	1%	7%	7%	6%	3%	7%	3%	3%	4%	3%	4%	1%	4%	4%	4%	4%	5%	-
		b																		
3	20	5	10	2	3	7	13	5	15	3	3	3	3	4	10	11	19	2	-	-
	4%	2%	5%	4%	5%	3%	5%	4%	4%	5%	3%	3%	3%	5%	3%	5%	4%	7%	-	-
4	29	7	15	4	2	11	18	6	22	4	2	3	5	9	17	11	25	-	3	-
	5%	3%	7%	7%	4%	4%	7%	5%	5%	7%	2%	3%	5%	12%	5%	5%	6%	-	8%	-
														jk						
5	65	24	20	9	11	34	31	20	45	4	9	12	11	9	36	29	56	2	4	2
	12%	12%	10%	15%	18%	13%	12%	17%	11%	7%	9%	14%	11%	12%	11%	13%	13%	10%	9%	9%
6	63	29	19	7	9	36	27	16	47	6	12	15	8	6	33	30	56	3	4	-
	12%	14%	9%	12%	14%	13%	10%	13%	11%	11%	12%	18%	8%	8%	10%	14%	13%	14%	9%	-
7	66	25	28	9	4	34	32	13	53	6	15	13	11	8	44	22	50	3	11	2
	12%	12%	14%	15%	6%	13%	12%	11%	13%	10%	15%	14%	12%	11%	14%	10%	11%	13%	24%	10%
																			p	
8	69	30	27	3	9	34	36	12	57	6	14	14	16	6	39	31	56	6	5	2
	13%	15%	13%	6%	14%	13%	13%	10%	14%	11%	14%	16%	17%	8%	12%	14%	13%	25%	10%	9%
9	60	24	21	7	8	31	29	15	45	7	13	6	7	11	38	22	45	3	7	4
	11%	12%	10%	11%	13%	12%	11%	12%	11%	13%	13%	7%	7%	15%	12%	10%	10%	14%	16%	20%
10 - Definitely IS an advert	119	37	61	12	9	49	71	21	99	16	27	14	24	18	77	43	103	2	9	6
	22%	18%	30%	19%	15%	18%	26%	17%	24%	30%	27%	16%	25%	23%	24%	20%	23%	7%	20%	31%
			a				e		g											
Mean	6.9	6.67	7.38	6.47	6.47	6.63	7.17	6.47	7.03	7.35	7.51	6.62	6.91	6.77	7.02	6.72	6.88	6.53	7.3	6.99
			a				e		g	g	gk									
Standard Deviation	2.6	2.69	2.41	2.7	2.63	2.69	2.49	2.65	2.57	2.58	2.25	2.48	2.76	2.77	2.6	2.59	2.6	2.52	2.19	3.48
Net: Not an ad (1-3)	64	30	16	9	9	39	25	19	45	6	7	11	13	9	35	28	53	4	2	4
	12%	14%	8%	15%	15%	15%	9%	15%	11%	10%	7%	12%	13%	12%	11%	13%	12%	17%	5%	21%
		b																		
Net: Not sure (4-6)	157	60	54	20	22	80	76	42	114	13	23	30	23	24	86	70	137	6	12	2
	29%	29%	26%	34%	36%	30%	28%	35%	28%	25%	23%	34%	25%	32%	27%	33%	31%	24%	25%	9%
Net: Is an ad (7-10)	314	116	137	31	30	147	167	61	253	35	69	47	58	43	197	117	254	15	32	13
	59%	56%	66%	51%	49%	55%	62%	50%	61%	65%	69%	54%	62%	56%	62%	54%	57%	59%	70%	70%
			a				e		g		gk									
Net: Top 2 Box	179	61	82	18	17	79	99	35	143	24	40	20	31	29	114	65	148	5	16	10
	33%	30%	40%	30%	28%	30%	37%	29%	35%	44%	40%	23%	33%	38%	36%	30%	33%	20%	36%	51%
			a						k	k	k			k						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 501

QINF3_4 - Advert or not advert: 04. Lorraine_2 ad

Base: Cell 2

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Internet Use Medium user (Around once a day to 4 or 5 times a week) (b)	Internet Use Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Device Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (h)	Facebook Medium user (i)	Facebook Light user (j)	Instagram Heavy user (k)	Instagram Medium user (l)	Instagram Light user (m)	Twitter Heavy user (n)	Twitter Medium user (o)	Twitter Light user (p)	Snapchat Heavy user (q)	Snapchat Medium user (r)	Snapchat Light user (s)	YouTube Heavy user (t)	YouTube Medium user (u)	YouTube Light user (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	21	20	1	-	17	4	17	3	10	1	10	6	1	15	6	-	15	5	1	16	6	4	11
	4%	4%	3%	-	4%	5%	4%	5%	4%	1%	6%	3%	1%	6%	4%	-	5%	3%	1%	5%	2%	3%	7%
																							t
2	22	21	2	-	18	4	17	4	11	1	11	10	2	10	5	1	17	11	1	10	13	6	3
	4%	4%	5%	-	4%	6%	4%	6%	4%	1%	6%	5%	4%	4%	3%	2%	5%	6%	2%	3%	5%	6%	2%
										i													
3	20	19	1	-	19	1	18	1	9	7	5	9	2	9	3	3	15	5	4	11	8	5	7
	4%	4%	3%	-	4%	1%	4%	2%	3%	8%	3%	4%	3%	4%	2%	5%	4%	3%	9%	4%	3%	4%	5%
4	29	29	-	-	26	3	26	3	10	4	15	11	1	17	3	6	20	10	-	19	12	6	11
	5%	6%	-	-	6%	4%	6%	5%	4%	5%	9%	5%	2%	6%	2%	9%	6%	6%	-	6%	5%	5%	7%
											h						n						
5	65	57	7	2	55	10	52	10	31	11	22	23	4	38	10	3	52	19	6	40	28	16	21
	12%	11%	21%	19%	12%	13%	12%	16%	11%	13%	13%	10%	8%	15%	7%	5%	15%	11%	12%	13%	11%	14%	12%
																	no						
6	63	58	4	1	57	6	57	3	37	13	13	28	10	26	18	7	38	24	4	35	32	14	17
	12%	12%	12%	12%	12%	8%	13%	5%	13%	15%	7%	13%	18%	10%	14%	12%	11%	13%	8%	12%	12%	12%	10%
											j												
7	66	60	5	1	59	6	56	5	37	12	17	26	8	32	26	8	31	20	9	36	35	15	16
	12%	12%	16%	12%	13%	8%	12%	9%	13%	14%	10%	12%	15%	12%	20%	14%	9%	11%	18%	12%	14%	13%	10%
															p								
8	69	60	7	2	56	13	54	11	31	15	23	26	8	36	15	11	43	27	5	37	32	12	26
	13%	12%	21%	22%	12%	17%	12%	18%	11%	18%	13%	12%	14%	14%	11%	18%	13%	15%	9%	12%	12%	10%	16%
9	60	56	3	1	50	10	48	9	35	6	18	24	9	26	15	9	36	24	6	29	37	11	12
	11%	11%	8%	15%	11%	13%	11%	14%	13%	7%	11%	11%	17%	10%	11%	14%	11%	14%	12%	10%	14%	10%	7%
																							v
10 - Definitely IS an advert	119	114	3	2	102	17	101	13	65	17	37	58	9	52	33	13	73	34	15	71	52	26	41
	22%	23%	11%	21%	22%	23%	23%	21%	24%	19%	22%	26%	17%	20%	25%	21%	22%	19%	29%	23%	20%	23%	25%
Mean	6.9	6.91	6.62	7.66	6.88	7.01	6.89	6.92	7.07	6.92	6.62	7.1	7.19	6.68	7.22	7.34	6.7	6.89	7.37	6.83	7.01	6.8	6.81
Standard Deviation	2.6	2.63	2.29	1.88	2.58	2.73	2.59	2.71	2.54	2.27	2.83	2.58	2.24	2.67	2.49	2.22	2.69	2.54	2.46	2.66	2.5	2.62	2.74
Net: Not an ad (1-3)	64	60	4	-	54	9	52	8	30	8	26	25	5	34	13	4	47	21	6	37	27	15	22
	12%	12%	11%	-	12%	12%	12%	12%	11%	10%	15%	11%	9%	13%	10%	6%	14%	12%	12%	12%	11%	13%	13%
Net: Not sure (4-6)	157	143	11	3	138	19	135	16	79	28	49	62	15	80	31	16	110	53	10	94	71	36	49
	29%	29%	33%	30%	30%	25%	30%	26%	28%	33%	29%	28%	28%	31%	23%	26%	32%	30%	20%	31%	28%	32%	30%
Net: Is an ad (7-10)	314	290	18	6	267	46	259	38	169	50	95	134	34	146	89	41	184	105	35	173	155	64	95
	59%	59%	56%	70%	58%	62%	58%	62%	61%	58%	56%	61%	64%	56%	67%	68%	54%	59%	69%	57%	61%	56%	57%
																	p						
Net: Top 2 Box	179	170	6	3	152	27	149	21	101	23	55	83	18	78	48	21	109	58	21	100	88	38	53
	33%	34%	19%	36%	33%	36%	33%	35%	36%	26%	33%	37%	34%	30%	36%	36%	32%	32%	41%	33%	35%	33%	32%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 502
QINF3_4 - Advert or not advert: 04. Lorraine_2 ad

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	21	-	21	7	14	-	21	8	1	3	3	14	7	14	7	5	8	4	4	1	3	1
	4%	-	5%	3%	5%	-	5%	2%	1%	4%	2%	3%	14%	3%	14%	2%	3%	3%	4%	1%	2%	1%
			a		e		e						k		m							
2	22	3	19	11	11	3	19	13	4	2	7	20	2	19	4	8	9	4	6	4	3	2
	4%	3%	4%	4%	4%	3%	4%	3%	7%	3%	4%	4%	4%	4%	7%	4%	4%	3%	6%	4%	2%	3%
3	20	2	19	6	14	2	19	17	-	1	4	18	3	18	3	3	10	4	-	2	2	-
	4%	2%	4%	2%	5%	2%	4%	5%	-	1%	3%	4%	6%	4%	6%	2%	4%	3%	-	2%	1%	-
4	29	4	25	12	17	4	25	21	2	1	3	27	2	28	1	8	17	5	6	2	7	1
	5%	4%	6%	4%	6%	4%	6%	6%	2%	1%	2%	6%	3%	6%	1%	4%	7%	4%	7%	2%	5%	1%
5	65	11	53	24	40	11	53	40	5	7	16	57	8	58	7	14	35	16	7	15	9	3
	12%	11%	12%	9%	15%	11%	12%	11%	7%	9%	11%	12%	16%	12%	14%	7%	15%	12%	7%	14%	7%	4%
					c												o			u		
6	63	15	48	37	26	15	48	39	8	10	17	58	6	58	5	25	23	18	10	14	9	7
	12%	15%	11%	14%	10%	15%	11%	11%	12%	14%	12%	12%	12%	12%	11%	12%	10%	13%	10%	13%	7%	10%
7	66	13	53	30	35	13	53	37	8	9	17	59	7	60	6	23	36	18	16	18	16	8
	12%	13%	12%	11%	13%	13%	12%	10%	13%	13%	11%	12%	14%	12%	12%	11%	15%	13%	17%	17%	13%	12%
8	69	12	57	43	26	12	57	47	9	10	19	62	7	59	11	22	35	23	14	14	21	16
	13%	12%	13%	16%	10%	12%	13%	13%	14%	13%	13%	13%	16%	12%	22%	11%	15%	16%	14%	13%	17%	26%
				d																		s
9	60	15	44	30	30	15	44	42	11	11	22	56	4	56	4	35	17	14	14	10	19	11
	11%	15%	10%	11%	11%	15%	10%	12%	16%	15%	15%	11%	8%	11%	8%	18%	7%	10%	14%	9%	15%	17%
																	p					
10 - Definitely IS an advert	119	24	95	70	50	24	95	98	18	21	40	116	3	117	2	59	46	31	20	26	35	16
	22%	24%	22%	26%	19%	24%	22%	27%	27%	28%	27%	24%	6%	24%	4%	29%	19%	23%	21%	25%	28%	25%
													l		n		p					
Mean	6.9	7.42	6.78	7.23	6.56	7.42	6.78	7.17	7.53	7.53	7.35	7.02	5.66	7.03	5.64	7.57	6.71	7.15	7.08	7.28	7.64	7.92
		b		df		df						l		n		p						qr
Standard Deviation	2.6	2.2	2.67	2.49	2.67	2.2	2.67	2.55	2.43	2.41	2.49	2.56	2.75	2.55	2.81	2.44	2.52	2.38	2.57	2.25	2.34	1.98
Net: Not an ad (1-3)	64	5	59	25	39	5	59	38	5	5	14	52	11	51	13	16	27	11	10	7	8	3
	12%	5%	14%	9%	15%	5%	14%	10%	8%	7%	10%	11%	24%	10%	27%	8%	11%	8%	10%	6%	6%	4%
			a		e		e						k		m							
Net: Not sure (4-6)	157	30	127	73	84	30	127	100	14	18	37	142	15	144	13	47	75	40	23	31	24	10
	29%	30%	29%	27%	32%	30%	29%	28%	21%	24%	25%	29%	31%	30%	27%	23%	32%	29%	24%	29%	20%	16%
																	u					
Net: Is an ad (7-10)	314	64	249	172	141	64	249	224	46	51	98	293	21	291	22	139	135	86	64	69	92	52
	59%	65%	57%	64%	54%	65%	57%	62%	70%	69%	66%	60%	44%	60%	46%	69%	57%	62%	66%	65%	74%	80%
				d								l				p		q			qs	
Net: Top 2 Box	179	39	139	99	80	39	139	140	29	32	62	172	7	173	6	95	64	45	34	36	54	27
	33%	40%	32%	37%	30%	40%	32%	39%	44%	43%	42%	35%	14%	36%	13%	47%	27%	33%	35%	34%	44%	42%
												l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 503

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_2 paidpartnership

Base: Cell 2

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	28	10	7	6	5	16	12	11	17	1	4	4	5	3	20	8	25	-	1	2
	5%	5%	3%	10%	8%	6%	4%	9% h	4%	2%	4%	4%	5%	4%	6%	4%	6%	-	2%	11%
2	33	11	12	4	6	15	18	10	23	2	7	7	6	2	20	14	24	3	4	2
	6%	5%	6%	7%	10%	6%	7%	8%	6%	3%	7%	8%	6%	2%	6%	6%	6%	13%	8%	10%
3	42	15	18	3	5	18	23	9	33	5	5	8	5	11	30	12	36	-	2	4
	8%	7%	9%	6%	8%	7%	9%	7%	8%	8%	5%	9%	5%	14%	9%	6%	8%	-	4%	19%
4	34	15	10	6	5	20	14	10	24	4	2	8	4	7	17	17	28	-	6	-
	6%	7%	5%	9%	7%	8%	5%	8%	6%	7%	2%	9%	4%	9%	5%	8%	6%	-	13%	-
5	63	22	26	10	6	31	32	15	48	5	9	11	10	14	28	35	52	1	7	4
	12%	11%	13%	16%	9%	12%	12%	13%	12%	8%	9%	12%	10%	18%	9% n	16%	12%	4%	15%	19%
6	57	24	18	5	11	28	28	16	41	7	8	5	15	6	26	31	45	6	6	-
	11%	11%	9%	8%	18%	11%	11%	13%	10%	13%	8%	6%	16% k	8%	8%	14% n	10%	24%	12%	-
7	70	30	23	11	6	41	29	17	53	7	10	10	15	10	47	23	58	5	7	-
	13%	15%	11%	18%	10%	15%	11%	14%	13%	14%	10%	12%	16%	13%	15%	11%	13%	20%	14%	-
8	72	24	30	9	8	34	38	17	54	5	15	12	10	11	43	29	59	6	5	2
	13%	12%	15%	15%	14%	13%	14%	14%	13%	10%	16%	14%	11%	14%	13%	14%	13%	25%	10%	9%
9	43	21	17	2	2	24	19	5	38	6	14	6	9	3	27	16	38	2	1	2
	8%	10%	8%	4%	4%	9%	7%	4%	9% g	12% g	14% gm	7%	9%	4%	8%	7%	9%	7%	2%	11%
10 - Definitely IS an advert	92	34	47	5	7	39	54	12	81	12	25	18	15	12	62	30	79	2	8	4
	17%	17%	23%	8%	11%	15%	20%	10%	20% g	22% g	25% g	20%	16%	15%	19%	14%	18%	7%	17%	21%
Mean	6.34	6.43	6.67	5.63	5.64	6.25	6.44	5.63	6.55 g	6.86 g	7.04 gm	6.33	6.45 g	6.08	6.41	6.25	6.38	6.59	6.13	5.65
Standard Deviation	2.73	2.68	2.74	2.63	2.75	2.68	2.77	2.68	2.71	2.57	2.79	2.84	2.62	2.56	2.85	2.54	2.74	2.2	2.58	3.37
Net: Not an ad (1-3)	103	36	37	14	16	49	53	30	73	7	17	18	15	15	69	33	85	3	7	8
	19%	17%	18%	22%	27%	19%	20%	25%	18%	14%	17%	21%	17%	20%	22%	15%	19%	13%	15%	40%
Net: Not sure (4-6)	154	60	53	20	21	80	74	41	113	16	19	23	29	26	71	83	125	7	19	4
	29%	29%	26%	33%	35%	30%	28%	34% j	27%	29%	19%	27%	31%	34% j	22%	38% n	28%	28%	41%	19%
Net: Is an ad (7-10)	277	110	117	27	24	137	140	51	226	31	64	46	49	35	178	99	234	15	20	8
	52%	53%	56%	45%	39%	51%	52%	42%	55% g	57% g	64% gm	53%	53%	46%	56% o	46%	53%	58%	45%	41%
Net: Top 2 Box	135	55	64	7	9	62	73	16	119	18	39	24	23	14	89	47	117	3	9	6
	25%	27%	31%	11%	15%	23%	27%	13%	29% g	34% g	39% gm	27% g	25% g	19%	28%	22%	26%	13%	20%	32%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 504

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_2 paidpartnership

Base: Cell 2

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	28	27	1	-	23	5	22	4	15	4	8	8	4	16	4	3	21	10	3	15	14	4	10
	5%	5%	3%	-	5%	7%	5%	7%	6%	5%	5%	4%	7%	6%	3%	5%	6%	5%	5%	5%	5%	3%	6%
2	33	32	1	1	31	2	30	2	15	5	13	15	2	16	5	5	23	11	5	17	13	9	11
	6%	6%	2%	12%	7%	3%	7%	3%	5%	6%	8%	7%	4%	6%	4%	9%	7%	6%	11%	5%	5%	8%	7%
3	42	40	2	-	33	9	33	8	22	7	13	17	3	22	5	6	30	13	1	28	20	9	13
	8%	8%	6%	-	7%	12%	7%	13%	8%	8%	8%	8%	5%	9%	4%	10%	9%	7%	2%	9%	8%	7%	8%
4	34	28	4	3	29	5	28	5	15	6	14	13	5	16	6	2	27	13	3	19	19	6	9
	6%	6%	11%	34%	6%	7%	6%	9%	5%	6%	8%	6%	9%	6%	4%	3%	8%	7%	6%	6%	7%	5%	6%
5	63	58	4	1	56	7	55	5	27	9	27	21	6	37	6	5	52	18	4	41	27	14	23
	12%	12%	12%	11%	12%	9%	12%	8%	10%	11%	16% h	9%	11%	14%	5%	8%	15% n	10%	8%	14%	11%	12%	14%
6	57	51	5	1	47	10	45	7	30	12	15	27	2	27	13	9	35	24	5	28	31	7	19
	11%	10%	16%	12%	10%	14%	10%	12%	11%	14%	9%	12%	4%	11%	10%	15%	10%	13%	10%	9%	12%	6%	11%
7	70	63	6	1	60	10	60	8	35	15	20	26	11	33	24	5	42	22	4	44	35	19	16
	13%	13%	18%	11%	13%	14%	13%	13%	13%	17%	12%	12%	21%	13%	18% p	8%	12%	12%	7%	15%	14%	17%	9%
8	72	67	5	-	62	10	57	8	39	14	19	32	10	30	26	12	34	28	11	33	37	19	16
	13%	14%	15%	-	14%	13%	13%	13%	14%	16%	11%	14%	19%	12%	19% p	20% p	10%	15%	21% s	11%	14%	17%	10%
9	43	41	1	1	40	3	39	2	28	5	10	15	2	26	13	6	24	11	8	23	22	9	12
	8%	8%	3%	11%	9%	4%	9%	3%	10%	5%	6%	7%	4%	10%	10%	10%	7%	6%	15% q	8%	9%	8%	7%
10 - Definitely IS an advert	92	87	4	1	78	14	77	12	53	10	30	48	8	36	31	9	53	30	7	55	36	20	37
	17%	18%	13%	10%	17%	19%	17%	20%	19%	11%	18%	22% m	15%	14%	23% p	15%	15%	17%	14%	18%	14%	17%	22% t
Mean	6.34	6.35	6.37	5.57	6.36	6.24	6.36	6.17	6.53	6.15	6.14	6.58	6.33	6.14	7.24 op	6.36	5.99	6.31	6.58	6.32	6.28	6.49	6.34
Standard Deviation	2.73	2.76	2.31	2.57	2.72	2.75	2.72	2.81	2.76	2.52	2.76	2.74	2.66	2.72	2.46	2.77	2.74	2.71	2.8	2.73	2.65	2.68	2.88
Net: Not an ad (1-3)	103	98	3	1	87	16	85	14	52	16	34	40	9	54	15	14	74	34	9	59	47	22	34
	19%	20%	11%	12%	19%	21%	19%	23%	19%	19%	20%	18%	16%	21%	11%	23% n	22% n	19%	18%	20%	19%	19%	21%
Net: Not sure (4-6)	154	137	13	5	132	22	128	17	71	27	56	61	13	80	25	15	114	54	12	88	77	26	51
	29%	28%	39%	57%	29%	30%	29%	29%	26%	32%	33%	27%	25%	31%	19%	25%	34% n	30%	24%	29%	30%	23%	31%
Net: Is an ad (7-10)	277	258	16	3	240	37	233	30	154	43	80	120	31	125	94	31	152	91	30	156	129	67	80
	52%	52%	50%	31%	52%	49%	52%	49%	56%	50%	47%	54%	59%	48%	70% op	52%	45%	51%	58%	51%	51%	58%	49%
Net: Top 2 Box	135	128	5	2	118	17	116	14	80	14	41	63	10	62	44	15	76	42	15	79	58	29	49
	25%	26%	16%	21%	26%	23%	26%	23%	29% i	17%	24%	28%	19%	24%	33% p	25%	22%	23%	29%	26%	23%	25%	30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 505

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_2 paidpartnership

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	28	2	26	11	16	2	26	16	1	3	5	21	7	21	7	9	11	3	5	6	4	1
	5%	2%	6%	4%	6%	2%	6%	4%	1%	4%	4%	4%	15% k	4%	14% m	5%	5%	2%	5%	5%	3%	2%
2	33	5	28	13	21	5	28	21	4	5	9	29	4	29	4	9	16	3	6	5	6	-
	6%	5%	6%	5%	8%	5%	6%	6%	6%	7%	6%	6%	9%	6%	9%	5%	7%	2%	6% u	5%	4%	-
3	42	7	35	17	25	7	35	26	3	4	4	38	4	37	4	14	19	12	8	6	2	5
	8%	7%	8%	6%	9%	7%	8%	7%	4%	6%	3%	8%	8%	8%	9%	7%	8%	9% t	8% t	6%	2%	8% t
4	34	8	26	20	15	8	26	21	1	4	6	29	5	30	5	10	16	7	4	8	7	5
	6%	8%	6%	7%	6%	8%	6%	6%	2%	5%	4%	6%	11%	6%	9%	5%	7%	5%	4%	8%	5%	8%
5	63	9	55	25	38	9	55	33	3	3	10	56	7	54	9	19	34	16	7	11	10	6
	12%	9%	13%	9%	14%	9%	13%	9%	5%	4%	6%	12%	14%	11%	18%	10%	14%	12%	7%	10%	8%	9%
6	57	11	46	32	25	11	46	34	8	6	21	48	8	50	6	16	26	15	7	15	8	5
	11%	11%	10%	12%	10%	11%	10%	9%	12%	9%	14%	10%	18%	10%	13%	8%	11%	11%	8%	14%	6%	8%
7	70	16	54	37	33	16	54	52	13	11	22	67	3	67	4	20	42	18	13	15	19	9
	13%	16%	13%	14%	12%	16%	13%	14%	21%	15%	15%	14%	6%	14%	7%	10%	18% o	13%	14%	14%	15%	15%
8	72	18	54	41	31	18	54	49	15	16	25	67	5	69	3	36	25	24	19	14	22	12
	13%	18%	12%	15%	12%	18%	12%	14%	23%	22%	17%	14%	10%	14%	6%	18% p	10%	18%	19%	13%	18%	18%
9	43	4	38	25	18	4	38	34	3	5	8	40	3	39	4	20	16	12	9	8	14	5
	8%	4%	9%	9%	7%	4%	9%	9%	5%	7%	5%	8%	6%	8%	8%	10%	7%	8%	9%	7%	11%	8%
10 - Definitely IS an advert	92	20	72	50	43	20	72	77	14	17	38	91	2	90	3	47	34	27	19	17	33	16
	17%	20%	17%	18%	16%	20%	17%	21%	21%	22%	26%	19% l	4%	18% n	6%	23% p	14%	20%	20%	16%	27%	25%
Mean	6.34	6.69	6.26	6.63	6.05	6.69	6.26	6.66	7.09	6.92	7	6.48	4.93	6.48	4.97	6.87	6.13	6.87	6.69	6.37	7.33	7.16
				d		d						l		n		p					s	
Standard Deviation	2.73	2.53	2.76	2.63	2.8	2.53	2.76	2.74	2.39	2.71	2.61	2.7	2.63	2.69	2.72	2.75	2.62	2.46	2.78	2.64	2.53	2.4
Net: Not an ad (1-3)	103	14	89	41	61	14	89	63	8	13	19	88	15	87	15	33	46	18	19	18	12	6
	19%	14%	20%	15%	23%	14%	20%	17%	12%	17%	13%	18%	31% k	18%	32% m	16%	20%	13%	19%	16% t	9%	10%
Net: Not sure (4-6)	154	28	127	76	78	28	127	88	12	13	37	134	20	134	20	45	75	38	18	34	24	16
	29%	28%	29%	28%	30% c	28%	29%	24%	19%	17%	25%	28%	43% k	28%	41% m	22%	32% o	28%	18%	32% rt	20%	25%
Net: Is an ad (7-10)	277	58	219	153	124	58	219	211	45	49	93	265	12	264	13	123	116	81	60	55	88	42
	52%	58%	50%	57% d	47%	58%	50%	58%	69%	66%	62%	54% l	26%	54% n	27%	61% p	49%	59%	62%	51%	71% s	65%
Net: Top 2 Box	135	24	111	75	60	24	111	110	17	22	46	130	5	128	7	67	49	39	28	25	47	21
	25%	24%	25%	28% d	23%	24%	25%	30%	26%	30%	31%	27% l	10%	26% n	14%	33% p	21%	28%	29%	23%	38% s	32%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 506

QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 2

		Demographics																		
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	19	8	5	5	2	13	6	7	12	1	2	1	5	4	8	11	14	2	-	4
	4%	4%	2%	9%	3%	5%	2%	6%	3%	2%	2%	1%	5%	5%	3%	5%	3%	6%	-	20%
2	10	3	3	2	1	5	5	3	6	1	-	3	-	2	4	6	6	3	1	-
	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	-	4%	-	3%	1%	3%	1%	10%	3%	-
3	12	5	4	2	1	7	5	3	9	2	2	1	2	2	7	4	11	-	1	-
	2%	2%	2%	3%	2%	3%	2%	3%	2%	4%	2%	1%	2%	3%	2%	2%	2%	-	2%	-
4	20	5	8	3	4	8	12	7	13	1	3	3	3	3	13	7	18	-	2	-
	4%	2%	4%	6%	6%	3%	4%	6%	3%	2%	3%	3%	3%	4%	4%	3%	4%	-	5%	-
5	44	18	17	2	7	20	23	9	35	6	12	6	5	23	21	36	3	4	-	
	8%	9%	8%	4%	11%	8%	9%	7%	8%	11%	6%	14%	6%	7%	7%	10%	8%	13%	10%	-
6	41	24	11	4	2	28	13	6	34	5	15	6	7	2	22	19	35	-	6	-
	8%	11% b	5%	7%	4%	10% f	5%	5%	8%	9%	15% gm	7%	7%	3%	7%	9%	8%	-	13%	-
7	35	13	13	6	4	19	17	10	25	5	4	9	5	2	24	11	29	-	5	2
	7%	6%	6%	10%	6%	7%	6%	8%	6%	10%	4%	10%	5%	3%	8%	5%	6%	-	10%	10%
8	60	25	18	7	10	32	28	17	43	7	8	11	12	4	37	23	52	2	5	2
	11%	12%	9%	11%	16%	12%	11%	14%	11%	14%	8%	12%	13%	6%	12%	11%	12%	6%	11%	9%
9	80	24	39	8	10	32	48	18	62	11	18	13	11	10	44	37	66	4	10	-
	15%	12%	19% a	14%	16%	12%	18%	15%	15%	20%	18%	14%	12%	13%	14%	17%	15%	18%	23%	-
10 - Definitely IS an advert	213	82	90	21	21	102	110	41	171	16	42	30	42	42	136	76	179	12	11	12
	40%	40%	43%	34%	34%	39%	41%	34%	42%	29%	42%	34%	45% i	54% gik	43%	35%	40% r	47%	23%	61%
Mean	7.85	7.78	8.15	7.3	7.67	7.67	8.04	7.49	7.96	7.71	8.14	7.68	8.05	8.13	8.02	7.6	7.9	7.69	7.57	7.72
Standard Deviation	2.54	2.53	2.38	2.99	2.54	2.65	2.42	2.77	2.46	2.31	2.26	2.39	2.54	2.8	2.42	2.7	2.49	3.21	2.21	3.6
Net: Not an ad (1-3)	41	16	12	9	5	25	16	14	28	4	4	5	7	8	20	21	31	4	2	4
	8%	8%	6%	15%	7%	9%	6%	11%	7%	7%	4%	6%	7%	10%	6%	10%	7%	17%	5%	20%
Net: Not sure (4-6)	104	47	35	10	13	56	48	22	82	11	23	21	16	10	57	47	88	3	13	-
	20%	23%	17%	16%	21%	21%	18%	18%	20%	21%	23%	24%	17%	14%	18%	22%	20%	13%	28%	-
Net: Is an ad (7-10)	388	143	160	42	44	185	203	86	303	39	72	62	71	58	241	147	325	18	31	15
	73%	70%	77%	69%	72%	69%	76%	70%	73%	72%	72%	70%	76%	76%	76%	68%	73%	71%	67%	80%
Net: Top 2 Box	293	105	128	29	30	134	158	59	234	26	60	42	54	52	180	113	244	16	21	12
	55%	51%	62% a	48%	49%	51%	59% e	49%	57%	48%	60%	48%	57%	68% gik	56%	52%	55%	65%	46%	61%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 507

QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	19	18	1	1	14	5	14	4	12	3	4	7	-	12	2	2	16	6	-	14	8	3	8
	4%	4%	3%	11%	3%	7%	3%	6%	4%	3%	3%	3%	-	5%	1%	3%	5%	3%	-	5%	3%	3%	5%
2	10	10	-	-	8	2	8	1	7	2	2	4	-	6	5	-	5	4	1	6	7	2	2
	2%	2%	-	-	2%	3%	2%	2%	2%	2%	1%	2%	-	2%	4%	-	1%	2%	2%	2%	3%	2%	1%
3	12	9	3	-	9	3	9	3	5	3	4	7	-	5	4	2	7	3	3	6	5	2	4
	2%	2%	8% a	-	2%	4%	2%	5%	2%	3%	2%	3%	-	2%	3%	3%	2%	2%	5%	2%	2%	2%	2%
4	20	17	2	1	18	2	18	1	10	7	4	7	3	10	4	2	14	7	3	10	10	5	6
	4%	4%	6%	7%	4%	3%	4%	2%	4%	8% j	2%	3%	5%	4%	3%	3%	4%	4%	6%	3%	4%	4%	3%
5	44	40	2	1	40	4	38	4	22	7	15	12	7	25	1	5	37	11	6	27	24	7	13
	8%	8%	7%	12%	9%	5%	8%	7%	8%	8%	9%	5%	12%	10%	1%	9% n	11% n	6%	11%	9%	9%	6%	8%
6	41	35	4	2	30	11	29	9	24	8	9	20	4	17	15	8	18	19	2	20	24	8	9
	8%	7%	13%	22%	7%	14% df	7%	14% df	9%	9%	5%	9%	8%	6%	11% p	14% p	5%	10%	4%	7%	10%	7%	5%
7	35	31	4	-	32	3	30	3	16	4	15	19	3	13	11	9	15	15	2	19	23	8	5
	7%	6%	12%	-	7%	4%	7%	5%	6%	4%	9%	9%	7%	5%	8%	15% p	5%	8%	4%	6%	9% v	7%	3%
8	60	56	4	-	52	8	48	5	29	11	19	26	5	30	17	4	39	24	5	32	29	19	12
	11%	11%	12%	-	11%	11%	11%	9%	11%	13%	11%	12%	9%	11%	13%	7%	11%	13%	9%	10%	12%	16% v	7%
9	80	73	6	1	68	12	65	10	45	16	20	36	13	31	22	11	47	29	17	35	45	15	19
	15%	15%	18%	15%	15%	16%	14%	16%	16%	18%	12%	16%	24% m	12%	17%	19%	14%	16%	32% qs	11%	18%	13%	12%
10 - Definitely IS an advert	213	203	7	3	188	25	187	22	107	28	78	82	19	112	53	17	144	63	13	136	78	46	88
	40%	41% b	22%	32%	41%	33%	42%	35%	39%	32%	46% i	37%	35%	43%	40%	27%	42% o	35%	26%	45% qr	31%	40%	53% tu
Mean	7.85	7.91	7.19	6.92	7.93	7.37	7.94	7.52	7.77	7.56	8.13	7.84	8.15	7.8	8.04	7.59	7.83	7.81	7.78	7.89	7.59	8.01	8.15 t
Standard Deviation	2.54	2.53	2.5	3.16	2.48	2.85	2.5	2.75	2.62	2.59	2.36	2.49	2.01	2.68	2.38	2.29	2.64	2.44	2.36	2.64	2.5	2.38	2.67
Net: Not an ad (1-3)	41	37	4	1	31	10	31	7	24	7	10	19	-	23	11	3	27	13	4	25	20	7	14
	8%	7%	11%	11%	7%	14% d	7%	12%	9%	9%	6%	8% l	-	9% l	8%	6%	8%	7%	7%	8%	8%	6%	8%
Net: Not sure (4-6)	104	93	8	4	88	17	85	14	56	21	28	39	15	52	20	15	69	36	11	57	58	20	27
	20%	19%	25%	42%	19%	22%	19%	23%	20%	24%	16%	18%	25%	20%	15%	25%	20%	20%	21%	19%	23%	17%	16%
Net: Is an ad (7-10)	388	364	20	4	340	48	330	40	197	58	132	163	40	185	102	42	244	130	37	221	176	88	124
	73%	74%	63%	47%	74%	64%	74%	65%	71%	67%	78%	74%	75%	71%	77%	69%	72%	73%	72%	73%	69%	77%	75%
Net: Top 2 Box	293	276	13	4	256	36	252	31	152	43	98	118	32	143	75	28	190	92	30	171	124	62	107
	55%	56%	40%	47%	56%	49%	57%	51%	55%	50%	57%	54%	60%	55%	56%	46%	56%	51%	58%	56%	49%	54%	65% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Return to Index

Table 508
QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	19	4	16	8	11	4	16	13	2	4	6	12	7	12	7	7	6	3	3	4	2	-
	4%	4%	4%	3%	4%	4%	4%	4%	3%	5%	4%	2%	16% k	2%	16% m	3%	2%	2%	3%	4%	1%	-
2	10	1	9	6	4	1	9	7	1	2	2	8	2	7	3	1	7	3	1	1	1	-
	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	5%	1%	6% m	*	3%	2%	1%	1%	1%	-
3	12	4	8	7	5	4	8	8	2	4	5	11	1	10	2	6	6	3	3	2	2	-
	2%	4%	2%	3%	2%	4%	2%	2%	3%	6%	3%	2%	2%	2%	4%	3%	2%	2%	3%	2%	2%	-
4	20	2	19	3	17	2	19	11	3	-	-	16	4	19	1	4	8	4	2	6	1	1
	4%	2%	4%	1%	6% c	2%	4% c	3%	4%	-	-	3%	10% k	4%	3%	2%	4%	3%	2%	5% t	1%	1%
5	44	5	38	19	24	5	38	26	6	3	8	36	8	36	8	12	23	10	6	13	9	3
	8%	5%	9%	7%	9%	5%	9%	7%	8%	4%	5%	7%	17% k	7%	17% m	6%	10%	7%	6%	13%	7%	4%
6	41	9	31	21	20	9	31	19	6	4	14	39	2	36	5	16	16	13	6	8	8	6
	8%	10%	7%	8%	7%	10%	7%	5%	9%	6%	9%	8%	4%	7%	10%	8%	7%	10%	6%	8%	6%	9%
7	35	11	25	21	14	11	25	21	9	5	8	31	4	31	4	12	16	10	8	7	4	3
	7%	11%	6%	8%	6%	11%	6%	6%	13% gj	7%	5%	6%	8%	6%	8%	6%	7%	7%	8%	7%	3%	5%
8	60	12	48	30	30	12	48	43	9	13	23	56	4	57	3	18	33	19	15	11	19	6
	11%	12%	11%	11%	11%	12%	11%	12%	13%	17%	15%	12%	8%	12%	6%	9%	14%	14%	16%	11%	15%	10%
9	80	16	64	50	31	16	64	56	11	16	29	76	4	76	4	40	27	23	15	19	27	16
	15%	16%	15%	18% d	12%	16%	15%	16%	17%	22%	20%	16%	8%	16%	8%	20% p	11%	17%	16%	17%	22%	24%
10 - Definitely IS an advert	213	34	178	105	108	34	178	158	18	24	55	202	11	202	11	86	95	50	37	36	52	30
	40%	35%	41%	39%	41%	35%	41%	44% h	28%	32%	37%	41% l	23%	41% n	23%	43%	40%	37%	39%	33%	42%	47%
Mean	7.85	7.79	7.87	7.99	7.72	7.79	7.87	8.06	7.59	7.77	8.01	8.03 l	6	8.04 n	6.01	8.16	7.81	7.92	8.04	7.64	8.45 s	8.79 qrs
Standard Deviation	2.54	2.49	2.56	2.43	2.64	2.49	2.56	2.51	2.4	2.62	2.41	2.39	3.23	2.39	3.23	2.38	2.52	2.38	2.36	2.52	2.02	1.58
Net: Not an ad (1-3)	41	9	32	22	20	9	32	28	5	10	13	31	11	29	12	14	18	9	7	7	5	-
	8%	9%	7%	8%	8%	9%	7%	8%	7%	13%	8%	6%	23% k	6%	25% m	7%	8%	7%	7%	6%	4%	-
Net: Not sure (4-6)	104	16	88	43	61	16	88	56	14	7	22	90	14	90	14	32	47	26	14	28	17	9
	20%	17%	20%	16%	23% c	17%	20%	16%	21%	10%	15%	19%	30%	19%	29%	16%	20%	19%	14%	26% rt	14%	14%
Net: Is an ad (7-10)	388	74	314	206	182	74	314	278	47	58	114	366	22	366	22	156	172	102	76	73	102	55
	73%	74%	72%	76%	69%	74%	72%	77%	72%	77%	77%	75% l	47%	75% n	45%	77%	72%	74%	79%	68%	83% s	86% s
Net: Top 2 Box	293	51	242	155	138	51	242	214	30	40	84	278	15	278	15	126	122	73	52	54	79	46
	55%	51%	56%	57%	53%	51%	56%	59% h	46%	53%	56%	57% l	31%	57% n	31%	62% p	51%	53%	55%	51%	64%	71% qrs

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 509

QINF3_7 - Advert or not advert: 07. Zoe Sugg_2 Ad

Base: Cell 2

							Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	21	11	6	3	1	15	6	4	17	4	1	5	5	2	12	9	18	-	1	2
	4%	5%	3%	6%	1%	5%	2%	4%	4%	7%	1%	5%	5%	3%	4%	4%	4%	-	3%	11%
2	13	6	4	1	2	7	6	3	10	1	3	4	1	1	7	5	9	2	2	-
	2%	3%	2%	1%	4%	3%	2%	2%	2%	2%	3%	5%	1%	1%	2%	2%	2%	7%	5%	-
3	17	5	5	5	2	10	7	7	10	1	3	4	-	2	11	5	15	-	2	-
	3%	2%	2%	8%	4%	4%	3%	6% hl	2%	2%	3%	4%	- l	2%	4%	3%	3%	-	4%	-
4	12	6	2	2	2	8	4	4	8	2	1	2	3	-	5	7	8	-	4	-
	2%	3%	1%	4%	3%	3%	1%	3%	2%	4%	1%	2%	3%	-	2%	3%	2%	-	8% p	-
5	46	19	16	7	4	26	20	11	35	3	9	7	7	10	20	26	37	2	3	4
	9%	9%	8%	12%	6%	10%	7%	9%	9%	5%	9%	8%	7%	12%	6%	12% n	8%	6%	8%	20%
6	39	16	12	3	7	19	19	10	28	1	6	10	6	5	23	16	37	-	-	2
	7%	8%	6%	5%	11%	7%	7%	8%	7%	2%	6%	12% i	6%	6%	7%	7%	8%	-	-	10%
7	50	18	18	7	7	25	25	14	36	7	8	7	10	4	31	19	46	1	3	-
	9%	9%	9%	11%	12%	9%	9%	12%	9%	13%	8%	8%	11%	5%	10%	9%	10%	4%	7%	-
8	72	26	27	9	10	35	36	19	53	6	10	12	15	9	42	29	58	-	9	4
	13%	13%	13%	15%	16%	13%	14%	16%	13%	12%	10%	13%	16%	12%	13%	14%	13%	-	21%	20%
9	78	38	27	6	8	44	34	14	64	11	17	11	12	15	46	32	62	8	6	2
	15%	18%	13%	10%	12%	16%	13%	11%	16%	20%	17%	12%	12%	19%	14%	15%	14%	32%	14%	9%
10 - Definitely IS an advert	187	61	91	17	19	78	110	36	151	18	41	27	36	29	121	66	155	13	14	6
	35%	29%	44% a	28%	31%	29%	41% e	29%	37%	34%	41%	30%	39%	38%	38%	31%	35%	50%	31%	31%
Mean	7.68	7.45	8.11 a	7.09	7.59	7.37	7.99 e	7.34	7.79	7.7	8.05 gk	7.2	7.91	8.03	7.84	7.45	7.68	8.69	7.4	7.19
Standard Deviation	2.56	2.67	2.37	2.76	2.41	2.69	2.39	2.59	2.55	2.72	2.37	2.81	2.47	2.35	2.52	2.6	2.53	2.27	2.76	2.91
Net: Not an ad (1-3)	50	22	14	9	5	31	20	14	36	6	7	13	6	5	30	20	41	2	6	2
	9%	11%	7%	14%	9%	12%	7%	12%	9%	10%	7%	15%	6%	6%	10%	9%	9%	7%	13%	11%
Net: Not sure (4-6)	97	41	31	13	12	54	43	25	72	6	16	19	15	15	48	49	82	2	7	6
	18%	20%	15%	21%	20%	20%	16%	21%	17%	11%	16%	22%	16%	19%	15%	23% n	19%	6%	15%	30%
Net: Is an ad (7-10)	387	142	162	39	43	181	205	82	305	42	76	56	72	58	241	146	321	22	33	11
	72%	69%	78% a	65%	71%	68%	77% e	68%	74%	78%	76%	63%	77% k	75%	76%	68%	72%	87%	72%	60%
Net: Top 2 Box	265	98	118	23	26	121	144	49	216	29	58	37	48	44	167	98	217	21	20	8
	50%	48%	57%	38%	43%	46%	54%	41%	52% g	53%	58% gk	42%	51%	58% g	52%	45%	49%	83%	44%	40%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 510

QINF3_7 - Advert or not advert: 07. Zoe Sugg_2 Ad

Base: Cell 2

		Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
	Total	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	21	20	1	-	18	3	18	3	10	2	9	6	-	15	4	-	17	6	1	14	9	2	10
	4%	4%	3%	-	4%	4%	4%	5%	4%	2%	5%	3%	-	6%	3%	-	5%	3%	2%	5%	4%	2%	6%
2	13	10	3	-	8	5	8	4	9	-	3	8	1	4	5	-	8	3	3	7	9	-	4
	2%	2%	9% a	-	2%	7% df	2%	7% df	3%	-	2%	4%	2%	1%	4%	-	2%	2%	6%	2%	4% u	-	2%
3	17	16	1	-	17	-	16	-	6	8	3	6	1	10	3	1	13	7	-	9	10	2	5
	3%	3%	3%	-	4%	-	4%	-	2%	10% hj	1%	3%	2%	4%	2%	2%	4%	4%	-	3%	4%	2%	3%
4	12	10	2	-	11	1	11	1	6	4	2	4	1	7	2	2	8	5	3	5	6	3	3
	2%	2%	7%	-	2%	1%	2%	2%	2%	5%	1%	2%	2%	3%	2%	3%	2%	3%	5%	2%	3%	2%	2%
5	46	43	2	1	38	8	35	5	27	7	12	17	6	24	9	7	31	17	1	27	24	10	13
	9%	9%	6%	7%	8%	10%	8%	8%	10%	9%	7%	8%	11%	9%	7%	11%	9%	10%	2%	9%	9%	8%	8%
6	39	36	2	1	36	3	35	2	21	8	10	17	5	16	12	3	24	13	4	21	19	12	8
	7%	7%	6%	12%	8%	4%	8%	3%	8%	9%	6%	8%	10%	6%	9%	5%	7%	7%	9%	7%	8%	10%	5%
7	50	47	3	-	43	7	42	5	26	9	16	25	9	17	19	8	23	23	3	24	27	10	13
	9%	9%	11%	-	9%	9%	9%	8%	9%	10%	9%	11%	16% m	6%	14%	13%	7%	13%	6%	8%	11%	8%	8%
8	72	63	5	3	59	13	55	12	40	13	18	29	9	33	19	9	44	21	12	39	33	17	22
	13%	13%	17%	33%	13%	17%	12%	20%	14%	16%	11%	13%	18%	13%	14%	16%	13%	11%	23% q	13%	13%	15%	13%
9	78	71	6	1	68	10	64	9	38	15	25	31	6	41	18	13	46	30	9	38	39	19	20
	15%	14%	19%	15%	15%	14%	14%	15%	14%	18%	15%	14%	12%	16%	14%	22%	14%	17%	18%	13%	15%	16%	12%
10 - Definitely IS an advert	187	178	6	3	162	25	162	20	95	19	73	78	15	94	43	17	127	53	15	119	76	42	69
	35%	36%	20%	32%	35%	33%	36%	33%	34%	23%	43% i	35%	28%	36%	32%	29%	37%	30%	29%	39% q	30%	37%	42% t
Mean	7.68	7.72	7.01	8.33	7.7	7.59	7.72	7.62	7.63	7.26	7.99 i	7.73	7.7	7.64	7.67	8.04	7.63	7.53	7.76	7.76	7.44	8.05 t	7.8
Standard Deviation	2.56	2.55	2.77	1.67	2.55	2.66	2.56	2.7	2.56	2.46	2.58	2.5	2.06	2.71	2.44	1.91	2.7	2.5	2.42	2.62	2.61	2.15	2.71
Net: Not an ad (1-3)	50	46	5	-	43	8	42	7	26	10	15	20	2	29	11	1	38	17	4	30	29	4	18
	9%	9%	15%	-	9%	11%	9%	11%	9%	12%	9%	9%	4%	11%	9%	2%	11% o	9%	8%	10%	11% u	4%	11% u
Net: Not sure (4-6)	97	89	6	2	85	12	81	8	54	19	23	38	12	46	23	11	62	35	8	53	49	24	24
	18%	18%	19%	19%	18%	16%	18%	13%	19%	22%	14%	17%	23%	18%	17%	19%	18%	20%	17%	17%	19%	21%	14%
Net: Is an ad (7-10)	387	359	21	7	332	55	323	46	198	57	132	163	39	185	98	48	240	127	39	221	176	87	124
	72%	73%	66%	81%	72%	74%	73%	76%	71%	66%	78% i	74%	73%	71%	74%	80%	71%	71%	76%	73%	69%	76%	75%
Net: Top 2 Box	265	249	12	4	230	35	226	29	133	35	98	109	21	135	61	31	174	83	24	158	116	61	89
	50%	50%	39%	47%	50%	47%	51%	48%	48%	40%	58% hi	49%	40%	52%	46%	51%	51%	47%	47%	52%	46%	53%	54%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 511

QINF3_7 - Advert or not advert: 07. Zoe Sugg_2 Ad

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	21	2	19	9	12	2	19	13	1	4	4	14	7	15	6	8	5	5	7	5	4	1
	4%	2%	4%	3%	4%	2%	4%	4%	1%	5%	3%	3%	14% k	3%	12% m	4%	2%	4%	7%	5%	3%	2%
2	13	1	12	6	7	1	12	7	1	3	1	11	2	9	4	3	4	4	4	2	1	1
	2%	1%	3%	2%	3%	1%	3%	2%	1%	4%	1%	2%	5%	2%	8% m	1%	2%	3%	4%	2%	1%	2%
3	17	2	15	7	10	2	15	10	3	1	4	14	3	15	2	3	12	6	3	4	4	2
	3%	2%	3%	2%	4%	2%	3%	3%	4%	1%	3%	3%	6%	3%	4%	1%	5% o	5%	3%	4%	3%	3%
4	12	2	10	4	8	2	10	5	1	1	2	9	3	10	2	2	8	2	1	6	-	-
	2%	2%	2%	2%	3%	2%	2%	1%	1%	1%	1%	2%	6%	2%	4%	1%	3%	1%	1%	6% t	-	-
5	46	8	38	22	24	8	38	25	6	4	10	40	6	39	7	13	23	11	10	10	7	6
	8%	8%	9%	8%	9%	8%	9%	7%	9%	5%	7%	8%	13%	8%	15%	7%	10%	8%	10%	9%	6%	10%
6	39	10	29	17	21	10	29	21	2	4	7	32	6	33	5	14	17	11	7	10	7	5
	7%	10%	7%	6%	8%	10%	7%	6%	4%	6%	5%	7%	13%	7%	11%	7%	7%	8%	7%	10%	6%	8%
7	50	12	38	32	19	12	38	32	10	11	19	44	7	43	7	19	22	17	13	14	16	8
	9%	12%	9%	12%	7%	12%	9%	9%	15%	15%	13%	9%	14%	9%	15%	10%	9%	13%	14%	13%	13%	12%
8	72	17	54	41	30	17	54	53	13	8	13	70	2	68	4	27	33	17	10	9	20	7
	13%	17%	13%	15%	11%	17%	13%	15%	21%	11%	9% j	14%	4%	14%	8%	14%	14%	12%	10%	8%	16%	11%
9	78	11	67	39	39	11	67	57	9	9	23	70	8	70	8	31	30	20	14	17	18	12
	15%	11%	15%	14%	15%	11%	15%	16%	14%	13%	16%	14%	16%	14%	16%	16%	13%	15%	15%	16%	15%	19%
10 - Definitely IS an advert	187	36	151	94	94	36	151	139	19	29	65	183	4	184	3	81	84	44	27	30	47	22
	35%	36%	35%	35%	35%	36%	35%	38% h	29%	39%	44%	38% l	9%	38% n	7%	40%	35%	32%	28%	28%	38%	35%
Mean	7.68	7.95	7.62	7.79	7.57	7.95	7.62	7.94	7.77	7.8	8.19	7.88 l	5.71	7.87 n	5.81	8.08 rs	7.69	7.55	7.18	7.25	8.04	7.97
Standard Deviation	2.56	2.16	2.64	2.43	2.68	2.16	2.64	2.47	2.22	2.63	2.28	2.44	2.91	2.46	2.85	2.36	2.46	2.56	2.83	2.65	2.3	2.25
Net: Not an ad (1-3)	50	4	46	22	29	4	46	31	4	7	9	39	12	39	11	13	20	15	14	11	9	4
	9%	4%	11%	8%	11%	4%	11%	9%	7%	10%	6%	8%	25% k	8%	24% m	6%	8%	11%	15%	11%	7%	6%
Net: Not sure (4-6)	97	19	77	43	53	19	77	51	10	9	20	81	15	82	14	29	48	24	18	26	14	11
	18%	19%	18%	16%	20%	19%	18%	14%	15%	13%	13%	17%	32% k	17%	29% m	14%	20%	18%	18%	24% t	11%	18%
Net: Is an ad (7-10)	387	76	311	205	181	76	311	280	51	58	121	367	20	364	22	160	170	98	65	69	101	49
	72%	76%	72%	76%	69%	76%	72%	77%	79%	77%	81%	75% l	43%	75% n	47%	79%	71%	71%	67%	65%	81% rs	76%
Net: Top 2 Box	265	47	218	132	133	47	218	196	28	39	89	254	12	254	11	113	115	64	41	47	65	35
	50%	47%	50%	49%	50%	47%	50%	54% h	43%	52%	59%	52% l	25%	52% n	23%	56%	48%	46%	43%	44%	53%	54%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 512

QINF3_8 - Advert or not advert: 08. JamesLock3_2 no change

Base: Cell 2

													Demographics								
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10	
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**	
1 - Definitely NOT an advert	25	12	8	2	3	14	11	5	20	3	3	2	6	6	14	12	22	-	1	2	
	5%	6%	4%	3%	6%	5%	4%	4%	5%	5%	3%	2%	6%	8%	4%	5%	5%	-	3%	11%	
2	25	12	8	4	1	16	9	5	20	3	1	4	6	6	15	10	17	2	2	4	
	5%	6%	4%	6%	2%	6%	3%	4%	5%	5%	1%	5%	6%	7% j	5%	5%	4%	6%	5%	20%	
3	37	15	13	4	4	19	17	8	28	2	6	6	8	6	21	15	29	2	4	2	
	7%	7%	6%	7%	6%	7%	6%	7%	7%	4%	6%	7%	8%	8%	7%	7%	7%	7%	9%	10%	
4	29	9	12	3	5	12	17	8	20	3	4	7	5	2	16	12	28	-	1	-	
	5%	4%	6%	5%	9%	4%	6%	7%	5%	5%	4%	8%	5%	3%	5%	6%	6%	-	2%	-	
5	64	16	28	11	8	28	36	19	45	5	11	9	11	9	31	32	49	4	7	4	
	12%	8%	14%	19%	13%	10%	13%	16%	11%	10%	11%	10%	12%	12%	10%	15%	11%	16%	15%	20%	
6	58	28	19	6	6	34	24	12	46	3	14	12	11	5	32	26	45	5	7	2	
	11%	13%	9%	10%	9%	13%	9%	10%	11%	6%	14%	14%	12%	7%	10%	12%	10%	19%	15%	10%	
7	59	24	23	5	8	28	31	13	47	12	11	12	8	4	41	19	50	3	4	2	
	11%	11%	11%	7%	13%	11%	12%	10%	11%	22% ghlm	11%	13%	9%	5%	13%	9%	11%	11%	10%	9%	
8	76	35	24	8	9	43	33	16	60	9	13	16	10	11	42	34	67	5	5	-	
	14%	17%	12%	13%	14%	16%	12%	14%	14%	17%	14%	18%	11%	14%	13%	16%	15%	20%	10%	-	
9	53	8	29	8	8	16	37	16	37	7	9	8	8	5	35	18	47	2	4	-	
	10%	4%	14% a	13%	13%	6%	14% e	13%	9%	13%	9%	9%	8%	7%	11%	8%	11%	7%	9%	-	
10 - Definitely IS an advert	109	47	43	10	9	56	53	19	90	7	27	13	21	22	72	37	91	3	10	4	
	20%	23%	21%	16%	15%	21%	20%	15%	22%	13%	27% gk	14%	23%	29% gik	23%	17%	21%	13%	22%	21%	
Mean	6.66	6.57	6.83	6.47	6.55	6.54	6.77	6.51	6.7	6.71	7.13	6.56	6.44	6.61	6.82	6.41	6.72	6.63	6.65	5.12	
Standard Deviation	2.7	2.8	2.65	2.65	2.61	2.76	2.64	2.62	2.72	2.58	2.53	2.45	2.9	3.11	2.7	2.68	2.69	2.27	2.68	3.16	
Net: Not an ad (1-3)	86	39	29	10	9	49	37	18	68	8	11	12	19	18	49	37	68	3	8	8	
	16%	19%	14%	16%	14%	18%	14%	15%	16%	14%	11%	14%	21%	23% j	16%	17%	15%	13%	17%	40%	
Net: Not sure (4-6)	151	53	59	21	19	73	77	39	111	11	29	28	27	17	80	71	121	9	15	6	
	28%	26%	28%	34%	31%	28%	29%	32%	27%	20%	29%	32%	29%	22%	25%	33%	27%	36%	32%	30%	
Net: Is an ad (7-10)	297	113	120	30	34	144	153	64	233	35	60	48	47	43	189	108	255	13	23	6	
	56%	55%	58%	50%	55%	54%	57%	52%	57%	65%	60%	54%	51%	55%	59% o	50%	57%	51%	51%	30%	
Net: Top 2 Box	162	55	72	18	17	72	89	35	127	14	36	20	29	28	106	55	138	5	14	4	
	30%	27%	35%	29%	28%	27%	33%	29%	31%	26%	36%	23%	31%	36%	33%	26%	31%	20%	31%	21%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 513

QINF3_8 - Advert or not advert: 08. JamesLock3_2 no change

Base: Cell 2

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Internet Use Medium user (Around once a day to 4 or 5 times a week) (b)	Internet Use Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Device Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Facebook Medium user (Around once a day to 4 or 5 times a week) (i)	Facebook Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Instagram Medium user (Around once a day to 4 or 5 times a week) (l)	Instagram Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Twitter Medium user (Around once a day to 4 or 5 times a week) (o)	Twitter Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Snapchat Medium user (Around once a day to 4 or 5 times a week) (r)	Snapchat Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	YouTube Medium user (Around once a day to 4 or 5 times a week) (u)	YouTube Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	25	24	1	1	22	3	22	3	9	3	13	6	1	19	2	1	23	5	2	18	9	5	12
	5%	5%	2%	11%	5%	4%	5%	5%	3%	3%	8% h	3%	1%	7% k	1%	1%	7% n	3%	3%	6%	4%	4%	7%
2	25	23	1	-	17	8	16	5	11	3	11	8	2	14	6	3	15	7	2	15	14	7	4
	5%	5%	4%	-	4%	10% df	4%	8%	4%	3%	7%	4%	4%	5%	4%	6%	4%	4%	4%	5%	5%	6%	2%
3	37	32	5	-	28	9	27	8	18	10	8	20	3	14	7	10	19	11	4	22	17	9	10
	7%	6%	15% a	-	6%	12%	6%	13% df	6%	12% j	5%	9%	5%	5%	5%	17% np	6%	6%	7%	7%	7%	8%	6%
4	29	24	4	1	26	3	25	1	17	3	9	9	6	14	7	1	21	10	4	15	13	8	8
	5%	5%	11%	12%	6%	4%	6%	2%	6%	4%	5%	4%	11% k	5%	5%	2%	6%	6%	8%	5%	5%	7%	5%
5	64	61	2	1	60	4	60	3	36	9	19	27	4	33	12	4	48	22	3	39	29	11	24
	12%	12%	6%	7%	13% e	5%	13%	5%	13%	10%	11%	12%	7%	13%	9%	6%	14%	12%	5%	13%	12%	9%	14%
6	58	49	6	3	45	13	44	10	36	6	16	25	9	24	22	4	32	24	3	32	30	13	16
	11%	10%	18%	37%	10%	17%	10%	16%	13%	7%	9%	11%	17%	9%	16% p	7%	9%	13%	5%	11%	12%	11%	10%
7	59	52	6	1	51	8	46	7	31	10	18	28	9	23	16	10	33	26	7	27	37	12	10
	11%	11%	18%	12%	11%	11%	10%	12%	11%	12%	11%	12%	17%	9%	12%	17%	10%	14%	13%	9%	15% v	10%	6%
8	76	71	5	-	66	10	64	9	43	18	15	34	5	36	20	10	46	27	11	38	43	11	22
	14%	14%	15%	-	14%	13%	14%	14%	15% j	21% j	9%	16%	10%	14%	15%	16%	14%	15%	21%	13%	17%	10%	13%
9	53	50	1	2	47	6	46	6	21	9	23	25	5	23	13	6	34	17	10	26	29	9	15
	10%	10%	3%	21%	10%	8%	10%	9%	7%	11%	13% h	11%	10%	9%	10%	9%	10%	9%	20% qs	9%	11%	8%	9%
10 - Definitely IS an advert	109	106	3	-	97	12	96	10	56	15	37	40	10	59	28	11	69	31	7	71	33	31	45
	20%	22%	8%	-	21%	16%	22%	16%	20%	17%	22%	18%	18%	23%	21%	19%	20%	17%	14%	23%	13%	27% t	27% t
Mean	6.66	6.72	5.88	5.89	6.74	6.14	6.74	6.3	6.69	6.74	6.56	6.74	6.73	6.57	6.97	6.62	6.54	6.68	6.96	6.59	6.52	6.67	6.85
Standard Deviation	2.7	2.72	2.32	2.44	2.67	2.8	2.69	2.81	2.57	2.61	2.94	2.54	2.41	2.88	2.43	2.69	2.79	2.48	2.57	2.84	2.52	2.86	2.84
Net: Not an ad (1-3)	86	79	7	1	67	19	65	16	38	16	32	34	5	47	15	15	57	23	7	55	40	21	25
	16%	16%	21%	11%	15%	26% df	15%	26% df	14%	18%	19%	15%	10%	18%	11%	24% n	17%	13%	14%	18%	16%	18%	15%
Net: Not sure (4-6)	151	135	11	5	131	20	129	14	89	18	44	60	19	72	41	9	101	56	9	86	72	32	47
	28%	27%	36%	56%	28%	27%	29%	23%	32% i	21%	26%	27%	35%	28%	31% o	15%	30% o	31%	18%	28%	28%	27%	29%
Net: Is an ad (7-10)	297	280	14	3	262	35	252	31	150	53	94	126	29	142	78	37	183	100	35	162	142	62	93
	56%	57%	43%	33%	57%	47%	56%	51%	54%	61%	55%	57%	55%	54%	58%	61%	54%	56%	68%	53%	56%	54%	56%
Net: Top 2 Box	162	156	3	2	144	18	142	16	77	24	60	64	15	82	41	17	104	47	17	97	62	40	60
	30%	32% b	11%	21%	31%	24%	32%	25%	28%	28%	35%	29%	28%	32%	31%	28%	30%	26%	34%	32%	24%	35% t	37% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Table 514

QINF3_8 - Advert or not advert: 08. JamesLock3_2 no change

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	25	-	25	10	16	-	25	15	1	2	5	17	8	18	8	7	8	4	5	4	3	-
	5%	-	6%	4%	6%	-	6%	4%	1%	3%	4%	4%	16%	4%	16%	3%	3%	3%	5%	4%	3%	-
			a		e		e						k		m							
2	25	6	19	12	13	6	19	14	4	3	3	21	3	20	4	6	17	5	4	6	8	4
	5%	6%	4%	4%	5%	6%	4%	4%	6%	5%	2%	4%	7%	4%	8%	3%	7%	4%	4%	5%	6%	6%
3	37	6	31	18	19	6	31	21	3	3	10	35	2	35	2	12	16	10	9	8	7	2
	7%	6%	7%	7%	7%	6%	7%	6%	5%	5%	7%	7%	3%	7%	3%	6%	7%	7%	10%	7%	5%	3%
4	29	3	26	13	16	3	26	19	8	5	9	23	6	25	4	8	14	7	5	9	4	3
	5%	3%	6%	5%	6%	3%	6%	5%	12%	6%	6%	5%	12%	5%	8%	4%	6%	5%	5%	9%	3%	4%
													k									
5	64	15	49	25	39	15	49	36	2	5	11	58	6	55	9	27	24	17	9	13	11	9
	12%	15%	11%	9%	15%	15%	11%	10%	3%	7%	7%	12%	13%	11%	19%	13%	10%	13%	10%	12%	9%	14%
6	58	11	47	28	30	11	47	35	9	14	16	54	4	55	4	14	34	18	15	13	10	5
	11%	11%	11%	10%	12%	11%	11%	10%	14%	19%	11%	11%	8%	11%	8%	7%	14%	13%	16%	12%	8%	8%
										g							o					
7	59	17	42	35	25	17	42	42	13	6	20	55	5	54	6	29	21	22	11	12	16	13
	11%	17%	10%	13%	9%	17%	10%	12%	20%	9%	13%	11%	10%	11%	12%	14%	9%	16%	12%	12%	13%	20%
		b			df				gi													
8	76	18	58	45	31	18	58	56	11	11	25	69	7	70	6	30	36	19	16	18	24	13
	14%	18%	13%	17%	12%	18%	13%	15%	16%	15%	17%	14%	15%	14%	13%	15%	15%	14%	16%	17%	19%	20%
9	53	14	39	32	21	14	39	43	5	11	20	51	2	51	2	25	16	13	11	7	14	5
	10%	14%	9%	12%	8%	14%	9%	12%	8%	15%	13%	10%	4%	10%	4%	12%	7%	10%	11%	6%	12%	8%
																p						
10 - Definitely IS an advert	109	11	98	54	55	11	98	80	10	13	31	103	5	104	5	43	52	23	11	16	27	11
	20%	11%	23%	20%	21%	11%	23%	22%	15%	17%	21%	21%	11%	21%	10%	21%	22%	17%	12%	15%	22%	17%
			a		e		e															
Mean	6.66	6.79	6.63	6.88	6.43	6.79	6.63	6.92	6.65	6.89	7.07	6.78	5.39	6.79	5.31	6.99	6.61	6.68	6.32	6.33	7.02	6.97
													l		n							
Standard Deviation	2.7	2.23	2.79	2.6	2.78	2.23	2.79	2.65	2.44	2.5	2.52	2.64	2.97	2.64	2.89	2.55	2.72	2.47	2.6	2.6	2.6	2.28
Net: Not an ad (1-3)	86	11	75	39	47	11	75	50	8	9	18	73	13	73	13	25	41	18	19	18	18	6
	16%	11%	17%	14%	18%	11%	17%	14%	12%	12%	12%	15%	27%	15%	28%	12%	17%	13%	19%	17%	14%	9%
													k		m							
Net: Not sure (4-6)	151	28	123	66	85	28	123	91	18	24	35	135	16	134	17	49	72	42	29	35	25	17
	28%	28%	28%	24%	32%	28%	28%	25%	28%	32%	24%	28%	33%	28%	34%	24%	30%	30%	30%	33%	20%	26%
					c																t	
Net: Is an ad (7-10)	297	60	237	166	131	60	237	221	39	42	96	278	19	279	18	127	125	77	49	54	81	42
	56%	60%	55%	61%	50%	60%	55%	61%	60%	56%	64%	57%	40%	57%	38%	63%	53%	56%	51%	50%	65%	65%
				d									l		n	p					rs	
Net: Top 2 Box	162	25	137	86	76	25	137	123	15	24	51	154	7	155	7	68	69	36	22	23	41	16
	30%	25%	31%	32%	29%	25%	31%	34%	23%	32%	34%	32%	15%	32%	14%	34%	29%	27%	23%	22%	33%	25%
													l		n							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 515

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 2

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																	Demographics			
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	110	46	41	9	13	55	54	22	87	15	23	20	15	15	70	40	83	6	10	10
	21%	22%	20%	15%	21%	21%	20%	18%	21%	28%	23%	23%	16%	19%	22%	18%	19%	25%	22%	51%
2	70	27	22	11	9	38	32	20	49	5	14	13	8	9	47	22	57	5	8	-
	13%	13%	11%	18%	15%	14%	12%	17%	12%	10%	14%	15%	8%	12%	15%	10%	13%	18%	17%	-
3	40	20	14	3	3	23	17	6	34	5	9	7	7	7	22	18	33	3	1	2
	7%	10%	7%	5%	5%	9%	6%	5%	8%	8%	9%	8%	7%	9%	7%	8%	7%	13%	3%	11%
4	50	16	25	4	5	20	30	9	41	3	11	8	12	7	29	21	40	5	4	2
	9%	8%	12%	7%	8%	7%	11%	7%	10%	5%	11%	9%	13%	10%	9%	10%	9%	20%	8%	10%
5	70	18	25	15	12	33	37	27	43	4	10	6	16	7	35	34	64	3	3	-
	13%	9%	12%	24%	20%	12%	14%	22% hijkm	10%	7%	10%	7%	17% k	10%	11%	16%	14%	11%	7%	-
6	60	22	26	5	8	26	34	12	48	8	10	12	9	10	34	26	49	2	9	-
	11%	11%	13%	8%	12%	10%	13%	10%	12%	14%	10%	13%	10%	13%	11%	12%	11%	7%	19%	-
7	53	20	20	6	7	26	27	13	40	6	7	10	13	4	32	22	44	2	6	2
	10%	10%	10%	9%	12%	10%	10%	11%	10%	11%	7%	11%	14%	5%	10%	10%	10%	7%	13%	9%
8	36	11	17	5	3	16	20	8	28	4	7	6	7	4	21	15	32	-	2	2
	7%	5%	8%	8%	5%	6%	7%	7%	7%	7%	7%	7%	8%	5%	7%	7%	7%	-	5%	10%
9	19	11	7	1	-	12	7	1	18	3	3	5	3	4	12	7	18	-	1	-
	4%	5%	3%	2%	-	5%	3%	1%	4% g	5%	3%	5%	3%	5%	4%	3%	4%	-	3%	-
10 - Definitely IS an advert	27	15	10	2	1	17	10	3	24	3	5	3	4	9	16	11	24	-	1	2
	5%	7%	5%	4%	1%	6%	4%	3%	6%	5%	5%	3%	4%	12% gk	5%	5%	5%	-	3%	9%
Mean	4.45	4.47	4.55	4.45	4.1	4.46	4.45	4.27	4.51	4.35	4.25	4.35	4.8	4.78	4.34	4.62	4.58	3.21	4.3	3.58
Standard Deviation	2.74	2.93	2.7	2.58	2.39	2.85	2.64	2.48	2.82	2.97	2.79	2.81	2.58	3.04	2.79	2.68	2.75	1.89	2.7	3.3
Net: Not an ad (1-3)	219	93	77	23	25	116	103	48	171	25	45	40	29	31	139	80	174	14	19	12
	41%	45%	37%	38%	41%	44%	38%	40%	41%	47%	45%	45%	31%	40%	44%	37%	39%	56%	42%	62%
Net: Not sure (4-6)	180	56	76	23	25	79	101	48	132	14	31	25	37	25	99	81	153	9	16	2
	34%	27%	37% a	38%	40%	30%	38%	39%	32%	26%	31%	28%	39%	32%	31%	38%	34%	38%	34%	10%
Net: Is an ad (7-10)	135	57	53	14	11	71	64	25	110	15	23	23	28	21	80	55	118	2	11	5
	25%	28%	26%	23%	18%	27%	24%	21%	27%	27%	23%	27%	30%	27%	25%	26%	26%	7%	23%	28%
Net: Top 2 Box	46	26	16	3	1	29	17	4	42	5	9	8	7	13	28	18	42	-	2	2
	9%	12%	8%	6%	1%	11%	6%	4%	10% g	10%	9%	9%	7%	17% g	9%	8%	9%	-	5%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 516

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	110	102	6	1	99	10	97	9	52	13	45	45	7	57	25	13	72	39	5	65	45	27	37
	21%	21%	19%	11%	22%	14%	22%	14%	19%	15%	26% i	21%	13%	22%	19%	22%	21%	22%	10%	22%	18%	23%	23%
2	70	67	2	1	64	6	64	6	40	10	19	24	9	37	14	8	49	21	7	42	35	13	22
	13%	14%	6%	12%	14%	8%	14%	10%	14%	12%	11%	11%	17%	14%	10%	13%	14%	12%	13%	14%	14%	11%	13%
3	40	39	1	-	34	5	34	5	21	3	16	13	3	24	5	1	34	10	3	27	15	13	12
	7%	8%	3%	-	7%	7%	8%	9%	7%	3%	10%	6%	5%	9%	4%	2%	10% no	5%	6%	9%	6%	11%	7%
4	50	46	4	1	46	4	46	4	28	13	9	21	9	21	10	9	31	14	4	33	22	16	12
	9%	9%	11%	11%	10%	5%	10%	6%	10%	16% j	5%	9%	16%	8%	8%	14%	9%	8%	8%	11%	9%	14%	7%
5	70	67	2	1	64	6	63	6	32	15	22	28	4	37	16	7	47	20	10	40	32	11	26
	13%	14%	5%	7%	14%	8%	14%	9%	12%	18%	13%	13%	8%	14%	12%	11%	14%	11%	19%	13%	13%	10%	16%
6	60	52	8	-	50	10	48	7	30	13	17	26	7	27	20	7	33	25	6	29	28	16	17
	11%	11%	24% a	-	11%	14%	11%	11%	11%	15%	10%	12%	13%	10%	15%	12%	10%	14%	11%	10%	11%	14%	10%
7	53	45	3	5	42	11	40	10	25	7	21	27	6	21	16	6	32	20	5	28	30	5	18
	10%	9%	10%	59%	9%	15%	9%	16%	9%	8%	12%	12%	11%	8%	12%	10%	9%	11%	10%	9%	12% u	5%	11%
8	36	32	4	-	27	9	24	9	19	8	9	18	6	12	11	7	18	13	5	18	25	5	6
	7%	6%	13%	-	6%	12% f	5%	14% df	7%	9%	5%	8%	12%	5%	8%	12% p	5%	7%	9%	6%	10% v	5%	4%
9	19	17	2	-	13	6	11	1	14	2	3	8	2	9	8	3	8	7	5	7	10	4	5
	4%	3%	6%	-	3%	8% df	2%	2%	5%	3%	2%	4%	4%	3%	6%	5%	2%	4%	9% s	2%	4%	4%	3%
10 - Definitely IS an advert	27	26	1	-	20	8	17	5	17	1	9	12	1	15	9	-	19	10	2	15	12	5	10
	5%	5%	3%	-	4%	11% df	4%	8%	6%	1%	5%	5%	2%	6%	7% o	-	5%	6%	4%	5%	5%	4%	6%
Mean	4.45	4.4	5.07	5.27	4.26	5.62 df	4.18	5.26 df	4.58	4.59	4.18	4.65	4.66	4.24	5 p	4.46	4.24	4.62	5.19 s	4.24	4.7	4.1	4.33
Standard Deviation	2.74	2.75	2.75	2.43	2.66	2.95	2.62	2.83	2.83	2.38	2.77	2.78	2.58	2.74	2.86	2.64	2.69	2.84	2.67	2.68	2.76	2.64	2.76
Net: Not an ad (1-3)	219	208	9	2	197	22	196	20	112	26	81	82	18	119	43	22	154	70	15	134	95	52	71
	41%	42%	28%	23%	43% e	29%	44% e	33%	41%	30%	47% i	37%	35%	46%	33%	36%	45% n	39%	29%	44% r	38%	45%	43%
Net: Not sure (4-6)	180	165	13	2	160	20	157	16	90	42	48	75	20	85	46	23	111	59	19	101	82	43	54
	34%	34%	40%	19%	35%	26%	35%	27%	32%	49% hj	28%	34%	37%	33%	35%	37%	33%	33%	38%	33%	32%	37%	33%
Net: Is an ad (7-10)	135	120	10	5	102	33	93	25	75	18	42	64	15	56	43	16	76	50	17	68	76	20	39
	25%	24%	32%	59%	22%	45% df	21%	41% df	27%	21%	24%	29%	28%	22%	33% p	27%	22%	28%	33%	22%	30% u	17%	24%
Net: Top 2 Box	46	43	3	-	32	14	28	6	31	3	12	19	3	24	17	3	26	17	7	22	22	9	15
	9%	9%	9%	-	7%	18% df	6%	10%	11% i	4%	7%	9%	6%	9%	13%	5%	8%	10%	14%	7%	9%	8%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 517

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 2

	Total	Claimed interaction with social media influencers — Does interact (a)	Does not interact (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact (c)	Does not interact (d)	Does interact (exc. brands) (e)	Does not interact (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts — Aware (k)	Not aware (l)	Awareness of celebrities/relevant people being paid to promote products or services on social media — Aware (m)	Not aware (n)	Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media — Yes (o)	No (p)	Websites/apps visited in the last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	110	20	90	56	54	20	90	74	12	13	29	96	13	97	12	50	37	28	27	22	24	15
	21%	20%	21%	21%	21%	20%	21%	20%	18%	17%	20%	20%	28%	20%	26%	25% p	16%	20%	28%	21%	19%	24%
2	70	15	55	34	36	15	55	52	6	9	18	64	6	64	6	25	31	14	11	12	19	9
	13%	15%	13%	12%	14%	15%	13%	14%	9%	11%	12%	13%	12%	13%	12%	12%	13%	10%	11%	11%	15%	14%
3	40	5	35	14	26	5	35	29	-	1	12	39	1	37	3	17	18	7	5	6	7	1
	7%	5%	8%	5% c	10%	5%	8%	8% hi	-	1%	8% hi	8%	2%	8%	6%	9%	8%	5%	5%	6%	6%	1%
4	50	10	40	25	26	10	40	35	2	4	11	42	8	46	4	18	25	15	10	16	13	2
	9%	10%	9%	9%	10%	10%	9%	10%	3%	6%	8%	9%	17%	9%	8%	9%	10%	11%	11%	15% u	10%	3%
5	70	9	61	34	35	9	61	46	6	8	15	64	6	62	7	25	29	17	9	13	15	7
	13%	9%	14%	13%	13%	9%	14%	13%	9%	10%	10%	13%	12%	13%	15%	12%	12%	12%	9%	12%	12%	11%
6	60	13	47	31	29	13	47	40	11	12	20	55	5	54	6	19	27	16	9	11	14	7
	11%	13%	11%	12%	11%	13%	11%	11%	18%	15%	13%	11%	11%	11%	12%	10%	11%	12%	10%	10%	11%	11%
7	53	12	41	31	22	12	41	34	7	10	18	51	2	52	1	17	27	14	9	9	11	8
	10%	12%	9%	11%	8%	12%	9%	9%	11%	14%	12%	11%	4%	11%	2%	9%	12%	10%	10%	8%	9%	13%
8	36	7	29	20	16	7	29	22	10	10	9	31	5	30	6	13	19	12	7	5	8	4
	7%	7%	7%	7%	6%	7%	7%	6%	16% gj	13% g	6%	6%	10%	6%	13%	6%	8%	9%	7%	4%	6%	6%
9	19	5	14	14	5	5	14	14	6	5	7	19	-	19	-	7	11	9	6	6	4	3
	4%	5%	3%	5%	2%	5%	3%	4%	9% g	7%	5%	4%	-	4%	-	3%	5%	7%	6%	6%	3%	5%
10 - Definitely IS an advert	27	4	24	13	14	4	24	19	4	4	9	25	2	25	3	11	13	4	3	7	10	8
	5%	4%	5%	5%	5%	4%	5%	5%	7%	5%	6%	5%	4%	5%	6%	5%	5%	3%	3%	6%	8%	12% qr
Mean	4.45	4.53	4.44	4.63	4.28	4.53	4.44	4.39	5.6 gj	5.25 g	4.66	4.5	3.98	4.47	4.26	4.23	4.76 o	4.67	4.26	4.51	4.56	4.88
Standard Deviation	2.74	2.77	2.74	2.8	2.67	2.77	2.74	2.74	2.96	2.85	2.84	2.75	2.67	2.74	2.83	2.8	2.73	2.77	2.88	2.79	2.88	3.19
Net: Not an ad (1-3)	219	39	179	103	116	39	179	154	17	22	60	199	20	198	21	92	86	50	43	40	50	25
	41%	40%	41%	38%	44%	40%	41%	42% hi	27%	30%	40%	41%	42%	41%	44%	46% p	36%	36%	44%	38%	40%	39%
Net: Not sure (4-6)	180	32	148	90	90	32	148	120	19	24	47	161	19	163	17	62	81	48	28	41	41	16
	34%	32%	34%	33%	34%	32%	34%	33%	30%	32%	31%	33%	40%	33%	35%	31%	34%	35%	29%	38%	33%	26%
Net: Is an ad (7-10)	135	28	107	78	57	28	107	88	28	29	43	127	8	125	10	48	70	40	26	26	33	23
	25%	28%	25%	29%	22%	28%	25%	24%	44% gj	39% g	29%	26%	18%	26%	21%	24%	30%	29%	27%	24%	26%	35%
Net: Top 2 Box	46	9	37	27	19	9	37	32	11	9	16	44	2	43	3	17	24	13	9	13	14	11
	9%	9%	9%	10%	7%	9%	9%	9%	16%	12%	11%	9%	4%	9%	6%	9%	10%	10%	10%	12%	11%	16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 518

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_2 ad

Base: Cell 2

			Demographics																	
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	53	20	18	7	9	26	27	15	38	2	6	6	9	14	28	25	42	3	6	2
	10%	10%	9%	11%	14%	10%	10%	12%	9%	3%	6%	7%	10%	18% hijk	9%	11%	9%	12%	13%	11%
2	27	11	10	3	4	14	14	7	21	1	7	7	4	2	16	11	23	2	2	-
	5%	5%	5%	5%	7%	5%	5%	6%	5%	2%	7%	8%	4%	2%	5%	5%	5%	7%	5%	-
3	28	13	9	4	2	18	11	6	22	1	6	7	4	4	17	12	23	-	4	2
	5%	6%	4%	7%	3%	7%	4%	5%	5%	2%	6%	8%	4%	5%	5%	5%	5%	-	8%	11%
4	30	9	13	5	4	14	16	9	21	2	2	8	5	5	19	11	26	-	2	2
	6%	4%	6%	8%	6%	5%	6%	7%	5%	3%	2%	9%	5%	7%	6%	5%	6%	-	5%	10%
5	58	17	28	8	6	25	33	13	45	-	13	14	10	8	29	29	50	-	5	4
	11%	8%	13%	13%	9%	9%	12%	11% i	11% i	-	13% i	16% i	10% i	10% i	9%	13%	11%	-	10%	19%
6	44	22	15	5	1	27	17	7	37	9	6	8	12	2	25	18	39	2	3	-
	8%	11%	7%	8%	2%	10%	6%	5%	9%	16% gm	6%	9%	13% gm	3%	8%	9%	9%	7%	7%	-
7	53	20	18	8	6	28	25	14	39	7	10	12	4	6	31	21	44	1	8	-
	10%	10%	9%	12%	10%	10%	9%	11%	9%	14% l	10%	13% l	4%	8%	10%	10%	10%	4%	18%	-
8	53	20	21	7	6	27	27	13	41	9	8	7	11	6	32	21	45	3	5	-
	10%	10%	10%	12%	9%	10%	10%	10%	10%	16%	8%	8%	11%	8%	10%	10%	10%	12%	12%	-
9	65	24	23	8	10	33	33	18	47	8	18	4	11	7	47	18	53	8	3	2
	12%	12%	11%	14%	16%	12%	12%	15% k	11%	15% k	18% k	4%	11%	9%	15% o	9%	12%	32%	6%	9%
10 - Definitely IS an advert	122	50	53	6	14	56	66	20	102	16	24	16	24	23	73	49	101	6	7	8
	23%	24%	25%	10%	22%	21%	25%	16%	25% g	29% g	24%	18%	26%	29% g	23%	23%	23%	25%	16%	41%
Mean	6.5	6.56	6.64	5.93	6.41	6.42	6.59	6.17	6.6 k	7.72 ghklm	6.78 k	5.91	6.66	6.29	6.64	6.3	6.5	7.36	5.95	6.68
Standard Deviation	3.02	3.04	2.98	2.86	3.27	3	3.04	3.07	3	2.32	2.96	2.84	3.03	3.43	2.99	3.06	2.99	3.2	3.01	3.42
Net: Not an ad (1-3)	108	44	36	14	14	58	51	28	80	4	20	20	17	20	61	47	88	5	12	4
	20%	21%	18%	23%	24%	22%	19%	23% i	19% i	7%	20% i	23% i	18%	26% i	19%	22%	20%	20%	26%	21%
Net: Not sure (4-6)	132	48	55	18	11	66	66	29	103	10	21	30	27	15	74	58	114	2	10	6
	25%	23%	27%	29%	18%	25%	25%	24%	25%	19%	21%	34% m	29%	20%	23%	27%	26%	7%	23%	29%
Net: Is an ad (7-10)	294	114	115	29	36	143	151	65	229	40	59	38	50	42	183	110	242	18	24	10
	55%	55%	56%	48%	59%	54%	56%	53%	56% k	74% ghklm	59% k	43%	53%	54%	58%	51%	54%	74%	52%	50%
Net: Top 2 Box	188	74	75	14	24	88	99	38	149	24	41	20	35	30	120	68	154	14	10	10
	35%	36%	36%	24%	39%	33%	37%	31%	36% k	44% k	41% k	23%	37%	39% k	38%	31%	35%	57%	22%	50%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 519

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_2 ad

Base: Cell 2

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	53	46	4	3	45	8	44	8	26	7	20	16	2	34	10	4	39	17	3	33	23	8	22
	10%	9%	11%	34%	10%	11%	10%	13%	9%	8%	12%	7%	5%	13% k	8%	6%	11%	9%	5%	11%	9%	7%	13%
2	27	26	1	-	22	6	21	6	15	3	10	9	2	17	5	1	22	8	2	18	12	8	8
	5%	5%	3%	-	5%	7%	5%	9%	5%	3%	6%	4%	3%	6%	3%	2%	6%	5%	3%	6%	5%	7%	5%
3	28	28	-	-	25	3	25	3	14	6	9	10	2	17	2	3	23	7	3	19	16	5	8
	5%	6%	-	-	6%	4%	6%	5%	5%	6%	5%	4%	3%	7%	2%	5%	7%	4%	6%	6%	6%	4%	5%
4	30	28	2	-	25	5	23	5	14	7	10	12	4	14	6	4	20 n	10	3	17	15	6	10
	6%	6%	6%	-	5%	7%	5%	8%	5%	8%	6%	5%	8%	5%	4%	7%	6%	5%	7%	6%	6%	5%	6%
5	58	52	3	3	49	9	48	6	29	13	16	19	6	34	11	3	45	14	5	39	29	10	19
	11%	11%	9%	34%	11%	12%	11%	10%	10%	16%	9%	9%	11%	13%	8%	4%	13%	8%	10%	13%	12%	8%	12%
6	44	38	5	1	35	9	34	6	23	4	16	25	2	17	12	6	26	16	3	24	22	7	15
	8%	8%	15%	11%	8%	12%	8%	10%	8%	5%	10%	11%	3%	7%	9%	10%	8%	9%	6%	8%	9%	6%	9%
7	53	46	5	1	49	3	46	1	28	13	11	23	9	21	19	7	26	19	7	23	27	15	10
	10%	9%	16%	12%	11%	4%	10%	2%	10%	15%	7%	11%	17% m	8%	14% p	12%	8%	13%	13%	7%	11%	13%	6%
8	53	50	4	-	44 g	10	42 g	8	34	7	12	24	8	21	20 p	9 p	24	21	6	26	31	12	11
	10%	10%	12%	-	10%	13%	9%	13%	12% j	8%	7%	11%	15%	8%	15%	16%	7%	12%	12%	9%	12%	10%	7%
9	65	64	1	1	59	7	56	5	41	10	15	33	8	25	15	10	40	24	11	31	36	10	19
	12%	13%	3%	10%	13%	9%	13%	8%	15%	11%	9%	15%	14%	10%	12%	16% p	12%	14%	21% s	10%	14%	9%	11%
10 - Definitely IS an advert	122	114	8	-	106	16	106	14	53	18	51	51	11	60	34	13	75	39	8	75	43	35	44
	23%	23%	25%	-	23%	21%	24%	23%	19%	20%	30% h	23%	20%	23%	25%	22%	22%	22%	16%	25%	17%	30% t	27% t
Mean	6.5	6.53	6.61	4.39	6.55	6.22	6.56	5.99	6.52	6.42	6.51	6.86 m	6.98	6.1	7.07 p	7.11 p	6.17	6.7	6.82	6.33	6.4	6.9	6.39
Standard Deviation	3.02	3.02	2.9	2.86	3.01	3.09	3.03	3.28	2.95	2.87	3.22	2.83	2.63	3.2	2.76	2.67	3.13	2.93	2.69	3.12	2.9	2.99	3.22
Net: Not an ad (1-3)	108	101	5	3	92	17	90	17	55	15	38	34	6	68	17	8	84	32	7	70	51	20	37
	20%	20%	14%	34%	20%	22%	20%	27%	20%	18%	23%	16%	11%	26% kl	13%	13%	25% no	18%	14%	23%	20%	18%	23%
Net: Not sure (4-6)	132	118	10	4	109	22	106	17	66	24	42	55	12	65	28	13	91	40	12	80	66	23	43
	25%	24%	30%	45%	24%	30%	24%	27%	24%	28%	24%	25%	22%	25%	21%	21%	27%	22%	23%	26%	26%	20%	26%
Net: Is an ad (7-10)	294	274	18	2	258	35	250	28	157	47	90	132	35	127	88	32	166	108	32	154	137	72	84
	55%	56%	56%	22%	56%	48%	56%	46%	57%	54%	53%	60% m	67% m	49%	66% p	66% p	49%	60%	62%	51%	54%	63%	51%
Net: Top 2 Box	188	178	9	1	165	23	162	19	94	27	66	84	18	85	49	23	115	64	19	105	79	45	63
	35%	36%	28%	10%	36%	30%	36%	31%	34%	32%	39%	38%	35%	33%	37%	38%	34%	35% s	36%	35%	31%	39%	38%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 520

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_2 ad

Base: Cell 2

Column group headers:
- (a)(b) Claimed interaction with social media influencers
- (c)(d)(e)(f) Claimed interaction with those who may advertise on social media (not brands)
- (g)(h)(i)(j) Recall of seeing abbreviated ad labels
- (k)(l) Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts
- (m)(n) Awareness of celebrities/relevant people being paid to promote products or services on social media
- (o)(p) Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media
- (q)(r)(s)(t)(u) Websites/apps visited in the last month

	Total	Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	53	4	49	17	36	4	49	27	5	9	12	43	10	41	12	14	27	11	9	9	5	5
	10%	4%	11%	6%	14%	4%	11%	8%	7%	12%	8%	9%	21%	8%	25%	7%	12%	8%	9%	8%	4%	7%
			a		ce		ce						k		m							
2	27	2	25	10	18	2	25	17	3	2	4	23	4	22	5	7	15	2	5	4	3	2
	5%	2%	6%	4%	7%	2%	6%	5%	5%	3%	2%	5%	9%	5%	11%	3%	6%	1%	5%	4%	3%	3%
3	28	4	24	10	18	4	24	19	1	2	2	25	3	25	3	7	16	7	8	4	9	2
	5%	4%	6%	4%	7%	4%	6%	5%	2%	3%	1%	5%	7%	5%	7%	3%	7%	5%	8%	4%	7%	2%
								j														
4	30	7	23	18	13	7	23	19	3	3	6	27	3	27	3	7	20	10	5	7	6	2
	6%	7%	5%	6%	5%	7%	5%	5%	4%	4%	4%	6%	6%	6%	6%	3%	9%	7%	5%	7%	5%	3%
																	o					
5	58	8	50	24	34	8	50	34	2	4	7	47	11	47	11	18	28	18	7	14	13	6
	11%	8%	11%	9%	13%	8%	11%	9%	3%	5%	5%	10%	23%	10%	23%	9%	12%	13%	7%	13%	11%	10%
													k		m							
6	44	7	37	20	24	7	37	29	3	4	11	43	1	43	1	13	20	16	10	10	9	6
	8%	7%	8%	7%	9%	7%	8%	8%	5%	6%	7%	9%	2%	9%	2%	7%	8%	12%	10%	9%	7%	9%
7	53	11	42	31	22	11	42	31	12	10	14	48	5	48	5	22	20	13	9	10	13	5
	10%	11%	10%	11%	8%	11%	10%	8%	19%	14%	9%	10%	10%	10%	9%	11%	8%	10%	10%	9%	11%	8%
									g													
8	53	14	39	33	20	14	39	43	12	12	25	49	4	50	3	23	21	15	13	14	21	13
	10%	14%	9%	12%	8%	14%	9%	12%	18%	16%	17%	10%	9%	10%	7%	11%	9%	11%	13%	13%	17%	20%
9	65	17	49	41	25	17	49	49	9	12	26	62	4	63	3	32	22	12	11	10	18	9
	12%	17%	11%	15%	9%	17%	11%	14%	13%	17%	17%	13%	8%	13%	6%	16%	9%	9%	11%	9%	15%	13%
				d												p						
10 - Definitely IS an advert	122	25	97	67	55	25	97	94	17	15	43	120	2	120	3	59	50	34	20	25	26	15
	23%	25%	22%	25%	21%	25%	22%	26%	26%	20%	29%	25%	5%	25%	5%	29%	21%	25%	21%	23%	21%	24%
													l		n	p						
Mean	6.5	7.28	6.32	7.01	5.98	7.28	6.32	6.85	7.28	6.82	7.42	6.67	4.72	6.71	4.4	7.24	6.05	6.7	6.46	6.61	7.01	7.12
		b		df		df					g	l		n		p						
Standard Deviation	3.02	2.61	3.08	2.79	3.16	2.61	3.08	2.94	2.74	2.98	2.79	2.98	2.89	2.96	2.88	2.83	3.09	2.8	3	2.89	2.64	2.74
Net: Not an ad (1-3)	108	10	98	37	71	10	98	63	9	13	18	91	18	88	20	28	58	19	21	18	17	8
	20%	11%	23%	14%	27%	11%	23%	17%	13%	18%	12%	19%	37%	18%	42%	14%	24%	14%	22%	16%	14%	13%
			a		ce		ce						k		m		o					
Net: Not sure (4-6)	132	22	110	61	70	22	110	82	7	11	23	117	15	117	15	38	68	44	22	31	27	14
	25%	22%	25%	23%	27%	22%	25%	23%	11%	15%	16%	24%	31%	24%	31%	19%	29%	32%	23%	29%	22%	22%
								h									o					
Net: Is an ad (7-10)	294	67	227	172	122	67	227	217	49	50	108	279	15	281	13	136	112	74	53	59	79	42
	55%	68%	52%	64%	46%	68%	52%	60%	75%	67%	72%	57%	32%	58%	27%	67%	47%	54%	55%	55%	64%	65%
		b		df		df			g		g	l		n		p						
Net: Top 2 Box	188	42	146	108	80	42	146	144	25	27	69	182	6	182	5	91	71	46	31	35	44	24
	35%	42%	33%	40%	30%	42%	33%	40%	39%	37%	46%	37%	13%	38%	11%	45%	30%	33%	32%	33%	36%	37%
		b		d								l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 521

QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 2

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																	Demographics			
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	144	48	57	19	20	67	77	38	105	15	29	16	26	19	85	59	118	8	11	8
	27%	24%	28%	31%	32%	25%	29%	31% k	26%	27%	29%	18%	28%	25%	27%	27%	27%	31%	23%	40%
2	57	22	20	8	7	31	27	15	42	2	7	14	12	8	33	24	44	1	10	2
	11%	11%	10%	14%	12%	12%	10%	13% i	10%	3%	7%	16% i	13%	10%	10%	11%	10%	6%	22% p	11%
3	55	22	21	3	8	26	29	12	43	3	10	11	5	15	30	25	46	3	4	2
	10%	11%	10%	6%	14%	10%	11%	10%	10%	5%	10%	12%	5%	19% hil	10%	11%	10%	13%	8%	10%
4	50	21	17	7	5	28	23	12	38	6	9	8	10	5	37	14	44	3	1	2
	9%	10%	8%	11%	9%	10%	8%	10%	9%	10%	9%	9%	11%	6%	11% o	6%	10%	13%	2%	10%
5	64	24	25	8	8	31	33	16	48	7	9	11	14	7	34	31	51	3	9	2
	12%	11%	12%	13%	14%	12%	12%	13%	12%	13%	9%	12%	15%	9%	11%	14%	12%	10%	19%	9%
6	44	18	17	5	3	23	21	8	35	6	11	6	7	5	31	13	38	3	2	-
	8%	9%	8%	8%	6%	9%	8%	7%	9%	10%	11%	7%	8%	7%	10%	6%	9%	14%	4%	-
7	41	17	17	2	5	19	22	7	34	5	7	9	8	5	22	19	37	-	4	-
	8%	8%	8%	3%	9%	7%	8%	6%	8%	9%	7%	10%	8%	7%	7%	9%	8%	-	8%	-
8	39	16	15	6	2	22	17	8	31	6	8	8	6	2	26	13	33	-	2	4
	7%	8%	7%	10%	4%	8%	6%	7%	7%	12%	8%	9%	6%	3%	8%	6%	7%	-	5%	21%
9	22	8	12	2	1	10	12	3	19	3	5	6	3	2	9	14	18	2	2	-
	4%	4%	6%	3%	1%	4%	5%	2%	5%	5%	5%	6%	3%	3%	3%	6% n	4%	6%	5%	-
10 - Definitely IS an advert	18	9	8	1	1	10	8	1	17	3	3	1	2	8	13	6	15	2	1	-
	3%	4%	4%	1%	1%	4%	3%	1%	4%	5%	3%	1%	2%	10% ghkl	4%	3%	3%	7%	3%	-
Mean	4.09	4.28	4.19	3.74	3.45	4.16	4.02	3.59	4.24 g	4.69 g	4.25	4.3 g	3.96	4.17	4.11	4.07	4.14	3.93	3.96	3.41
Standard Deviation	2.74	2.76	2.83	2.64	2.39	2.74	2.75	2.51	2.79	2.93	2.85	2.66	2.64	2.97	2.73	2.77	2.74	2.85	2.74	2.74
Net: Not an ad´ (1-3)	256	93	97	31	35	124	132	66	191	19	46	41	43	42	148	108	208	12	24	12
	48%	45%	47%	51%	57%	46%	49%	54% i	46%	35%	46%	46%	46%	54% i	47%	50%	47%	50%	53%	60%
Net: Not sure (4-6)	158	62	59	20	17	82	76	37	121	18	30	24	32	17	101	57	133	9	12	4
	30%	30%	29%	32%	28%	31%	28%	30%	29%	34%	30%	28%	34%	22%	32%	26%	30%	37%	25%	19%
Net: Is an ad (7-10)	120	50	50	10	9	61	59	19	101	17	25	23	19	18	69	51	103	3	10	4
	22%	24%	24%	17%	15%	23%	22%	16%	24% g	31% g	25%	26%	20%	23%	22%	24%	23%	13%	21%	21%
Net: Top 2 Box	40	17	19	3	2	20	21	4	36	5	9	7	5	10	21	19	33	3	4	-
	8%	8%	9%	4%	3%	7%	8%	3%	9% g	10%	9%	8%	5%	13% g	7%	9%	8%	13%	8%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 522

QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 2

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	144	136	6	2	129	15	127	13	76	15	52	58	12	74	25	21	98	50	12	81	62	35	46
	27%	28%	18%	22%	28%	20%	28%	22%	28%	18%	30% i	26%	22%	28%	19%	35% n	29% n	28%	24%	27%	25%	30%	28%
2	57	52	4	1	47	10	47	9	28	8	22	23	3	32	14	2	41	18	3	36	23	10	25
	11%	11%	13%	11%	10%	14%	11%	14%	10%	9%	13%	10%	5%	12%	11%	3%	12% o	10%	6%	12%	9%	9%	15%
3	55	52	2	1	49	6	49	6	20	16	19	17	7	31	8	8	40	16	6	33	19	14	22
	10%	11%	7%	12%	11%	8%	11%	10%	7%	18% h	11%	8%	13%	12%	6%	12%	12%	9%	11%	11%	8%	12%	13%
4	50	45	4	1	40	10	39	8	27	8	15	20	5	25	11	7	31	13	5	32	22	13	15
	9%	9%	12%	11%	9%	13%	9%	13%	10%	9%	9%	9%	10%	9%	9%	12%	9%	7%	9%	11%	9%	12%	9%
5	64	59	4	1	56	8	56	6	34	11	19	28	4	32	16	6	43	23	2	39	32	12	20
	12%	12%	12%	17%	12%	11%	12%	10%	12%	13%	11%	13%	8%	12%	12%	10%	13%	13%	4%	13%	13%	11%	12%
6	44	40	4	-	37	7	36	4	20	9	14	19	7	18	7	3	34	15	4	25	25	7	12
	8%	8%	11%	-	8%	9%	8%	7%	7%	11%	8%	9%	13%	7%	5%	5%	10%	8%	7%	8%	10%	6%	7%
7	41	35	3	2	38	3	34	2	28	6	6	18	7	16	22	4	15	14	6	20	23	8	10
	8%	7%	10%	27%	8%	4%	8%	3%	10% j	7%	4%	8%	14%	6%	16% p	7%	4%	8%	13%	7%	9%	7%	6%
8	39	38	1	-	34	5	30	5	22	5	11	18	6	16	14	6	19	15	6	18	23	8	7
	7%	8%	3%	-	7%	7%	7%	8%	8%	6%	7%	8%	10%	6%	10%	9%	6%	8%	11%	6%	9%	7%	4%
9	22	18	4	-	17	5	17	4	11	3	8	11	2	9	11	3	9	8	4	10	14	4	4
	4%	4% a	12%	-	4%	6%	4%	6%	4%	4%	5%	5%	3%	4%	8% p	4%	3%	4%	8%	3%	6%	3%	3%
10 - Definitely IS an advert	18	17	1	-	13	5	12	4	11	3	4	8	1	9	6	2	10	6	3	9	9	4	5
	3%	3%	3%	-	3%	7%	3%	7%	4%	4%	3%	4%	2%	3%	5% p	3%	3%	4%	6%	3%	4%	3%	3%
Mean	4.09	4.05	4.67	4	4.03	4.44	3.97	4.34	4.23	4.33	3.74	4.27	4.56	3.84 op	4.98	3.92	3.77	4.17	4.82 s	3.92	4.47 v	3.9	3.64
Standard Deviation	2.74	2.74	2.81	2.42	2.72	2.89	2.69	2.94	2.82	2.58	2.68	2.82	2.68	2.68	2.9	2.81	2.59	2.81	3.09	2.63	2.82	2.73	2.56
Net: Not an ad (1-3)	256	240	12	4	224	32	222	28	124	39	93	98	21	137	46	30	179	84	21	150	105	58	93
	48%	49%	37%	44%	49%	43%	50%	46%	45%	45%	54% h	45%	39%	53% n	35%	50%	53% n	47%	42%	50%	41%	51%	56% t
Net: Not sure (4-6)	158	144	11	2	133	25	131	18	81	29	48	68	17	74	34	16	108	52	10	96	80	32	46
	30%	29%	35%	28%	29%	33%	29%	29%	29%	33%	28%	31%	31%	28%	26%	26%	32%	29%	20%	32%	31%	28%	28%
Net: Is an ad (7-10)	120	109	9	2	102	18	93	15	72	18	29	55	16	50	52	14	53	43	19	57	69	24	26
	22%	22%	27%	27%	22%	24%	21%	25%	26% j	21%	17%	25%	29%	19%	39% op	23%	16%	24%	38% qs	19%	27% v	21%	16%
Net: Top 2 Box	40	36	5	-	31	10	29	8	22	7	12	20	3	18	17	4	19	14	7	19	23	8	9
	8%	7%	15%	-	7%	13% f	7%	13%	8%	8%	7%	9%	5%	7%	13% p	7%	6%	8%	14% s	6%	9%	7%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 523
QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	144	24	119	70	74	24	119	103	12	16	47	132	12	131	12	63	52	25	28	26	24	14
	27%	24%	27%	26%	28%	24%	27%	29%	19%	22%	31%	27%	26%	27%	26%	31% p	22%	19%	29%	24%	20%	22%
2	57	9	48	30	28	9	48	40	2	3	6	53	5	52	6	16	28	10	10	8	12	3
	11%	9%	11%	11%	11%	9%	11%	11% ij	4%	4%	4%	11%	10%	11%	12%	8%	12%	7%	11%	8%	10%	4%
3	55	8	47	25	30	8	47	31	4	5	14	50	5	50	5	18	26	11	11	10	8	5
	10%	8%	11%	9%	11%	8%	11%	9%	7%	7%	9%	10%	11%	10%	11%	9%	11%	8%	12%	9%	7%	7%
4	50	9	41	24	26	9	41	36	6	6	13	47	3	48	2	15	28	15	8	6	13	5
	9%	9%	9%	9%	10%	9%	9%	10%	9%	8%	9%	10%	6%	10%	4%	8%	12%	11%	8%	6%	10%	8%
5	64	10	54	30	34	10	54	40	4	8	15	56	8	55	9	28	27	21	13	14	14	8
	12%	10%	12%	11%	13%	10%	12%	11%	6%	11%	10%	12%	17%	11%	19%	14%	11%	15%	13%	13%	11%	12%
6	44	8	36	18	26	8	36	24	4	9	11	40	4	41	3	13	19	13	4	11	11	4
	8%	8%	8%	7%	10%	8%	8%	7%	6%	11%	7%	8%	8%	8%	6%	6%	8%	10%	4%	10%	9%	6%
7	41	11	29	28	13	11	29	27	15	11	17	39	2	37	4	15	24	16	9	14	16	10
	8%	12%	7%	10% d	5%	12% d	7%	7%	22% gj	14%	11%	8%	3%	8%	7%	8%	10%	12%	9%	13%	13%	16%
8	39	13	26	24	15	13	26	29	10	7	11	35	4	35	4	19	16	12	7	6	16	5
	7%	13% b	6%	9%	6%	13% df	6%	8%	15%	9%	8%	7%	9%	7%	8%	9%	7%	9%	7%	6%	13%	7%
9	22	6	16	17	5	6	16	18	3	6	10	17	5	18	4	9	9	8	4	5	3	5
	4%	6%	4%	6% d	2%	6%	4%	5%	5%	8%	7%	4%	10% k	4%	8%	4%	4%	6%	4%	5%	2%	8%
10 - Definitely IS an advert	18	-	18	5	13	-	18	13	4	4	6	18	-	18	-	7	10	6	3	5	6	7
	3%	-	4% a	2%	5% ce	-	4% e	3%	7%	5%	4%	4%	-	4%	-	3%	4%	4%	3%	5%	5%	10%
Mean	4.09	4.44	4.01	4.24	3.94	4.44	4.01	4.09	5.42 gj	5.05 g	4.35	4.08	4.21	4.08	4.16	4.1	4.29	4.8 r	3.97	4.54	4.75 r	5.18 r
Standard Deviation	2.74	2.75	2.74	2.79	2.69	2.75	2.74	2.82	2.93	2.9	2.97	2.74	2.77	2.75	2.73	2.85	2.72	2.72	2.76	2.86	2.8	3.08
Net: Not an ad (1-3)	256	42	215	125	131	42	215	174	19	24	67	234	22	233	23	97	106	47	49	44	45	21
	48%	42%	49%	46%	50%	42%	49%	48% hi	30%	33%	45% h	48%	47%	48%	48%	48%	44%	34%	51% qtu	42%	36%	33%
Net: Not sure (4-6)	158	27	131	72	86	27	131	101	13	23	38	143	15	144	14	55	73	49	25	31	38	17
	30%	28%	30%	27%	33%	28%	30%	28%	21%	31%	26%	29%	31%	30%	28%	27%	31%	36%	25%	29%	30%	26%
Net: Is an ad (7-10)	120	30	90	73	46	30	90	87	32	27	44	110	10	108	11	50	59	41	23	31	41	26
	22%	31% b	21%	27% df	18%	31% df	21%	24%	50% gj	37% g	30%	22%	22%	22%	24%	25%	25%	30%	23%	29%	33%	41% r
Net: Top 2 Box	40	6	35	22	18	6	35	31	8	10	16	36	5	36	4	16	19	14	7	11	9	11
	8%	6%	8%	8%	7%	6%	8%	9%	12%	13%	11%	7%	10%	8%	8%	8%	8%	10%	7%	10%	7%	18% rt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small_base

Table 524

QINF3_12 - Advert or not advert: 12. Em Sheldon - topshop_2 no change

Base: Cell 2

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	550	196	204	72	78	268	282	150	400	58	88	89	93	72	328	222	484	16	40	10
Weighted Base	534	206	207	61*	61*	266	268	122	412	54*	100*	88*	93*	77*	318	215	444	25**	46*	19**
1 - Definitely NOT an advert	20	9	6	4	2	13	8	6	14	2	2	1	4	5	10	11	16	2	1	2
	4%	4%	3%	6%	3%	5%	3%	5%	4%	3%	2%	1%	4%	7%	3%	5%	4%	6%	3%	11%
2	17	4	9	2	2	6	10	4	13	1	3	5	1	3	11	6	14	-	2	-
	3%	2%	4%	4%	2%	2%	4%	3%	3%	2%	3%	6%	1%	4%	3%	3%	3%	-	5%	-
3	15	4	7	1	3	5	10	4	11	3	2	-	5	1	9	6	11	-	4	-
	3%	2%	3%	1%	5%	2%	4%	3%	3%	5% k	2%	-	5% k	1%	3%	3%	3%	-	8%	-
4	25	12	10	3	1	15	10	3	22	3	5	7	5	2	12	13	24	-	1	-
	5%	6%	5%	5%	1%	6%	4%	3%	5%	5%	5%	8%	5%	3%	4%	6%	5%	-	3%	-
5	44	22	9	9	3	32	12	13	31	4	5	9	8	5	16	27	39	2	3	-
	8%	11% b	4%	16%	6%	12% f	4%	11%	7%	8%	5%	10%	8%	6%	5%	13% n	9%	6%	6%	-
6	35	11	13	6	5	17	18	11	24	6	4	8	4	2	22	13	27	3	1	4
	7%	5%	6%	10%	8%	6%	7%	9%	6%	12% m	4%	9%	4%	3%	7%	6%	6%	11%	3%	19%
7	52	23	20	3	6	26	26	9	43	7	7	11	13	4	27	25	45	2	5	-
	10%	11%	10%	5%	10%	10%	10%	7%	10%	14%	7%	13%	14%	6%	8%	12%	10%	7%	10%	-
8	91	38	31	11	11	49	42	22	69	6	19	17	19	10	66	25	76	6	5	4
	17%	18%	15%	18%	18%	18%	16%	18%	17%	10%	19%	19%	20%	13%	21% o	12%	17%	24%	11%	19%
9	63	21	26	6	10	27	36	16	47	5	13	14	8	7	38	25	52	1	8	2
	12%	10%	12%	10%	17%	10%	13%	13%	11%	10%	13%	16%	8%	9%	12%	12%	12%	6%	17%	10%
10 - Definitely IS an advert	172	61	77	16	19	77	96	34	138	17	40	17	28	36	107	65	139	10	15	8
	32%	30%	37%	26%	31%	29%	36%	28%	33% k	31%	40% k	20%	30%	47% ghkl	34%	30%	31%	40%	34%	41%
Mean	7.51	7.4	7.72	7.01	7.68	7.31	7.71	7.34	7.56	7.27	7.95 k	7.21	7.4	7.83 o	7.7	7.23	7.47	7.94	7.5	7.8
Standard Deviation	2.59	2.56	2.6	2.74	2.51	2.6	2.57	2.64	2.58	2.6	2.46	2.38	2.56	2.91	2.51	2.69	2.57	2.46	2.8	2.84
Net: Not an ad (1-3)	52	17	21	7	7	24	28	13	39	6	8	6	10	9	30	22	41	2	7	2
	10%	8%	10%	11%	11%	9%	10%	11%	9%	11%	8%	7%	10%	12%	9%	10%	9%	6%	16%	11%
Net: Not sure (4-6)	103	45	31	18	9	63	40	27	76	14	14	23	16	9	50	53	90	4	5	4
	19%	22%	15%	30% d	15%	24% f	15%	22%	18%	25%	14%	26% jm	18%	12%	16%	25% n	20%	18%	12%	19%
Net: Is an ad (7-10)	378	143	154	36	45	179	200	81	297	35	78	59	67	58	238	140	313	19	33	13
	71%	70%	74%	59%	75%	67%	74%	67%	72%	64%	78%	67%	72%	76%	75% o	65%	70%	76%	73%	70%
Net: Top 2 Box	236	83	103	22	29	104	132	50	185	22	52	31	36	44	145	90	191	11	23	10
	44%	40%	50%	36%	47%	39%	49% e	42%	45%	40%	52% k	35%	39%	57% gkl	46%	42%	43%	46%	51%	51%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 525

QINF3_12 - Advert or not advert: 12. Em Sheldon - topshop_2 no change

Base: Cell 2

	Total	Internet Use (a) Heavy user (Multiple times an hour to several times a day)	(b) Medium user (Around once a day to 4 or 5 times a week)	(c) Light user (2 or 3 times a week to less than once a week)	Device used most often to access the internet (d) Mobile device (tablet smartphone, smartwatch)	(e) Nonmobile device (laptop PC/ desktop, smart TV, something else)	(f) Smartphone/Tablet	(g) PC/ Laptop/ Desktop	Facebook usage (h) Heavy user	(i) Medium user	(j) Light user	Instagram usage (k) Heavy user	(l) Medium user	(m) Light user	Twitter usage (n) Heavy user	(o) Medium user	(p) Light user	Snapchat usage (q) Heavy user	(r) Medium user	(s) Light user	YouTube usage (t) Heavy user	(u) Medium user	(v) Light user
Unweighted Base	550	507	34	9	475	75	461	62	280	89	181	235	55	260	136	61	353	192	54	304	269	118	163
Weighted Base	534	493	32*	8**	459	75*	446	61*	277	87*	170	221	53*	260	133	60*	341	179	51*	304	254	115	165
1 - Definitely NOT an advert	20	19	1	-	16	5	15	5	8	3	9	4	4	13	3	2	16	5	2	14	9	2	9
	4%	4%	4%	-	3%	6%	3%	8%	3%	4%	5%	2%	7%	5% k	2%	3%	5%	3%	4%	4%	4%	2%	5%
2	17	17	-	-	14	3	14	3	11	3	3	6	-	11	1	2	14	7	-	10	7	4	6
	3%	3%	-	-	3%	4%	3%	5%	4%	4%	2%	3%	-	4%	1%	3%	4%	4%	-	3%	3%	4%	4%
3	15	13	2	-	13	2	12	2	6	4	5	5	2	9	2	2	11	3	3	9	10	2	3
	3%	3%	6%	-	3%	3%	3%	3%	2%	4%	3%	2%	3%	3%	2%	3%	3%	2%	5%	3%	4%	2%	2%
4	25	19	5	1	18	7	17	6	11	7	7	13	3	9	8	3	15	8	3	14	11	7	7
	5%	4%	14% a	12%	4%	9% df	4%	10% df	4%	8%	4%	6%	6%	3%	6%	5%	4%	5%	6%	5%	5%	6%	4%
5	44	37	5	1	38	6	36	6	20	7	17	17	3	24	8	5	30	13	3	27	22	8	13
	8%	8%	17%	7%	8%	8%	8%	9%	7%	8%	10%	7%	5%	9%	6%	9%	9%	7%	6%	9%	9%	7%	8%
6	35	31	3	1	32	3	32	2	20	7	9	17	7	11	8	8	19	11	6	18	21	8	6
	7%	6%	9%	11%	7%	4%	7%	4%	7%	8%	5%	8%	14% m	4%	6%	13% p	6%	6%	11%	6%	8%	7%	4%
7	52	46	4	2	45	7	42	5	31	7	14	21	8	23	18	8	26	20	7	25	26	14	13
	10%	9%	13%	23%	10%	9%	9%	8%	11%	8%	8%	10%	14%	9%	13%	13%	8%	11%	14%	8%	10%	12%	8%
8	91	86	4	2	77	15	72	9	43	13	35	42	6	43	27	10	54	34	9	48	46	21	24
	17%	17%	12%	22%	17%	20%	16%	14%	16%	15%	20%	19%	11%	17%	21%	16%	16%	19%	17%	16%	18%	18%	15%
9	63	59	3	1	59	4	58	4	35	12	16	27	8	29	21	7	36	22	5	36	36	12	15
	12%	12%	9%	15%	13%	5%	13%	6%	13%	14%	9%	12%	14%	11%	16%	11%	10%	12%	10%	12%	14%	11%	9%
10 - Definitely IS an advert	172	166	5	1	149	24	148	20	93	23	56	71	14	88	36	15	121	56	14	103	67	36	70
	32%	34% b	16%	10%	32%	32%	33%	32%	34%	27%	33%	32%	26%	34%	27%	25%	36%	31%	27%	34%	26%	31%	42% t
Mean	7.51	7.58 b	6.46	7.21	7.58 g	7.08	7.61 g	6.88	7.62	7.2	7.48	7.68	7.22	7.43	7.75	7.21	7.47	7.6	7.36	7.48	7.37	7.56	7.69
Standard Deviation	2.59	2.6	2.5	1.89	2.54	2.87	2.54	3.05	2.53	2.68	2.64	2.37	2.65	2.76	2.2	2.47	2.75	2.48	2.44	2.69	2.52	2.47	2.78
Net: Not an ad (1-3)	52	49	3	-	42	10	41	10	25	10	17	14	5	33	6	6	40	15	4	33	25	9	18
	10%	10%	10%	-	9%	13%	9%	16%	9%	11%	10%	6%	10%	13% k	5%	9%	12% n	8%	9%	11%	10%	8%	11%
Net: Not sure (4-6)	103	88	13	3	88	16	85	14	50	21	32	46	13	44	24	16	63	33	12	59	55	23	26
	19%	18%	40% a	30%	19%	21%	19%	23%	18%	24%	19%	21%	24%	17%	18%	27%	19%	18%	23%	19%	22%	20%	16%
Net: Is an ad (7-10)	378	357	16	6	330	49	321	37	202	56	120	161	35	183	102	39	237	132	35	212	174	83	121
	71%	72% b	50%	70%	72%	66%	72%	61%	73%	65%	71%	73%	66%	70%	77%	64%	70%	74%	68%	70%	69%	72%	73%
Net: Top 2 Box	236	225	8	2	208	27	206	24	128	36	72	97	21	117	57	21	157	78	19	139	103	49	84
	44%	46% b	25%	25%	45%	37%	46%	39%	46%	41%	42%	44%	40%	45%	43%	36%	46%	44%	37%	46%	40%	42%	51% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 526

QINF3_12 - Advert or not advert: 12. Em Sheldon - topshop_2 no change

Base: Cell 2

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	550	104	446	286	264	104	446	375	68	81	157	501	49	500	50	211	239	139	95	107	121	64
Weighted Base	534	99*	435	270	263	99*	435	362	65*	75*	149	487	47*	486	48*	202	238	137	96*	107	124	64*
1 - Definitely NOT an advert	20	2	18	7	13	2	18	9	2	3	5	12	8	12	9	3	9	2	3	1	1	2
	4%	2%	4%	3%	5%	2%	4%	2%	3%	5%	3%	3%	17% k	2%	18% m	1%	4%	1%	3%	1%	1%	3%
2	17	-	17	5	12	-	17	12	1	2	1	12	5	13	4	5	6	3	2	2	3	1
	3%	-	4%	2%	4% e	-	4%	3%	2%	2%	1%	2%	11% k	3%	9% m	2%	2%	2%	2%	2%	2%	2%
3	15	3	12	5	10	3	12	8	2	2	3	14	1	14	1	5	9	2	4	6	1	1
	3%	3%	3%	2%	4%	3%	3%	2%	3%	3%	2%	3%	2%	3%	2%	2%	4%	1%	4%	5%	1%	2%
4	25	7	18	12	13	7	18	10	6	4	5	21	4	19	6	5	14	7	3	7	5	2
	5%	7%	4%	5%	5%	7%	4%	3%	9% g	5%	4%	4%	9%	4%	12% m	3%	6%	5%	3%	7%	4%	3%
5	44	5	38	19	24	5	38	21	4	2	11	39	5	38	5	18	19	10	6	6	2	2
	8%	5%	9%	7%	9%	5%	9%	6%	6%	3%	7%	8%	10%	8%	11%	9%	8%	7% t	7% t	6%	1%	2%
6	35	13	22	23	12	13	22	23	4	5	11	32	2	31	4	14	14	8	5	7	7	4
	7%	13% b	5%	8%	5%	13% df	5%	6%	6%	7%	8%	7%	5%	6%	9%	7%	6%	6%	5%	7%	6%	6%
7	52	13	38	24	27	13	38	35	14	11	21	48	4	49	2	27	20	18	10	12	15	8
	10%	13%	9%	9%	10%	13%	9%	10%	22% g	15%	14%	10%	7%	10%	5%	14%	8%	13%	11%	11%	12%	13%
8	91	18	73	51	40	18	73	65	12	15	22	84	7	83	8	33	45	22	24	21	27	12
	17%	18%	17%	19%	15%	18%	17%	18%	18%	20%	15%	17%	16%	17%	16%	16%	19%	16%	25%	20%	22%	18%
9	63	12	51	37	26	12	51	45	8	9	20	58	6	59	5	25	19	21	16	15	21	15
	12%	12%	12%	14%	10%	12%	12%	13%	13%	13%	14%	12%	12%	12%	10%	12%	8%	15%	17%	14%	17%	23%
10 - Definitely IS an advert	172	26	147	86	86	26	147	135	12	22	50	167	6	168	4	67	83	44	23	29	41	18
	32%	26%	34%	32%	33%	26%	34%	37% h	19%	29%	34% h	34% l	12%	35% n	8%	33%	35%	32%	24%	28%	33%	29%
Mean	7.51	7.54	7.5	7.73 d	7.28	7.54	7.5	7.89 h	7.19	7.58	7.82	7.69	5.6	7.73 n	5.32	7.77	7.51	7.83	7.57	7.55	8.15 s	7.98
Standard Deviation	2.59	2.22	2.67	2.37	2.79	2.22	2.67	2.41	2.35	2.51	2.31	2.45	3.21	2.44	3.04	2.29	2.62	2.25	2.39	2.35	2.03	2.23
Net: Not an ad (1-3)	52	5	47	17	35	5	47	28	5	7	8	38	14	38	14	13	23	7	9	9	5	4
	10%	5%	11%	6%	13% ce	5%	11% c	8%	8%	9%	6%	8%	30% k	8%	28% m	6%	10%	5%	9%	8%	4%	6%
Net: Not sure (4-6)	103	25	79	54	49	25	79	54	13	11	27	92	11	88	16	37	47	26	14	21	14	7
	19%	25%	18%	20%	19%	25%	18%	15%	20%	14%	18%	19%	23%	18%	33% m	18%	20%	19%	14%	19%	11%	11%
Net: Is an ad (7-10)	378	70	309	199	180	70	309	280	47	57	114	356	22	360	19	152	167	105	73	78	105	53
	71%	70%	71%	74%	68%	70%	71%	77%	72%	77%	76%	73% l	47%	74% n	39%	75%	70%	76%	76%	73%	85% s	83%
Net: Top 2 Box	236	38	197	124	112	38	197	180	21	31	71	225	11	227	9	92	102	65	39	44	63	33
	44%	39%	45%	46%	43%	39%	45%	50% h	32%	42%	47% h	46% l	24%	47% n	18%	45%	43%	47%	41%	41%	51%	52%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 527

QINF3_1 - Advert or not advert: 01a. Maria J - full post_3 Ad

Base: Cell 3

													Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	18	7	10	-	-	7	10	-	18	1	3	5	5	4	11	7	16	-	1	-
	4%	4%	5%	-	-	4%	5%	-	4%	2%	3%	5%	6%	5%	5%	4%	5%	-	4%	-
2	18	6	12	-	-	6	12	-	18	-	4	4	7	4	7	11	16	2	1	-
	4%	3%	6%	-	-	3%	6%	-	4%	-	4%	4%	7%	5%	3%	7%	5%	6%	4%	-
3	21	14	7	-	-	14	7	-	21	4	4	6	4	3	10	11	17	-	1	2
	5%	7%	3%	-	-	7%	3%	-	5%	7%	4%	6%	5%	4%	4%	6%	5%	-	4%	15%
4	17	10	7	-	-	10	7	-	17	2	4	4	4	4	9	9	15	-	-	2
	4%	5%	4%	-	-	5%	4%	-	4%	4%	4%	4%	4%	5%	4%	5%	5%	-	-	14%
5	29	13	16	-	-	13	16	-	29	3	6	8	8	4	15	13	22	3	1	2
	7%	6%	8%	-	-	6%	8%	-	7%	7%	6%	8%	9%	5%	6%	8%	6%	14%	4%	14%
6	41	21	20	-	-	21	20	-	41	3	5	13	11	9	19	22	36	5	-	-
	10%	10%	9%	-	-	10%	9%	-	10%	6%	5%	14%	12%	11%	8%	13%	10%	20%	-	-
												j								
7	55	30	25	-	-	30	25	-	55	9	9	17	10	10	32	23	47	2	1	6
	13%	15%	12%	-	-	15%	12%	-	13%	19%	9%	18%	12%	12%	13%	14%	14%	7%	4%	43%
8	48	21	28	-	-	21	28	-	48	5	18	9	6	10	34	15	42	2	5	-
	12%	10%	13%	-	-	10%	13%	-	12%	11%	18%	10%	6%	12%	14%	9%	12%	6%	16%	-
												l								
9	40	20	20	-	-	20	20	-	40	5	12	6	9	9	23	17	34	2	4	2
	10%	10%	10%	-	-	10%	10%	-	10%	10%	12%	6%	11%	11%	10%	10%	10%	6%	11%	14%
10 - Definitely IS an advert	127	60	66	-	-	60	66	-	127	17	36	21	26	26	82	44	99	10	17	-
	31%	30%	31%	-	-	30%	31%	-	31%	35%	35%	23%	29%	32%	34%	26%	29%	40%	54%	-
Mean	7.19	7.18	7.2	-	-	7.18	7.2	-	7.19	7.65	7.64	6.72	6.82	7.29	7.45	6.82	7.1	7.6	8.35	5.99
										k	k				o					
Standard Deviation	2.73	2.67	2.79	-	-	2.67	2.79	-	2.73	2.42	2.63	2.69	2.93	2.75	2.67	2.78	2.75	2.49	2.64	2
Net: Not an ad (1-3)	57	27	29	-	-	27	29	-	57	5	11	14	16	11	28	28	49	2	4	2
	14%	14%	14%	-	-	14%	14%	-	14%	9%	11%	16%	18%	13%	12%	17%	14%	6%	12%	15%
Net: Not sure (4-6)	87	43	43	-	-	43	43	-	87	8	15	24	23	16	43	43	74	1	1	4
	21%	21%	20%	-	-	21%	20%	-	21%	16%	15%	27%	25%	20%	18%	25%	21%	34%	4%	28%
Net: Is an ad (7-10)	270	131	139	-	-	131	139	-	270	37	75	53	51	54	171	99	221	14	27	8
	65%	65%	66%	-	-	65%	66%	-	65%	75%	74%	58%	57%	67%	71%	58%	64%	60%	85%	57%
										kl	kl				o					
Net: Top 2 Box	167	80	87	-	-	80	87	-	167	22	48	27	35	35	106	61	133	11	21	2
	40%	40%	41%	-	-	40%	41%	-	40%	45%	47%	30%	39%	42%	44%	36%	39%	46%	65%	14%
											k									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 528

QINF3_1 - Advert or not advert: 01a. Maria J - full post_3 Ad

Base: Cell 3

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (h)	Medium user (i)	Light user (j)	Instagram Heavy user (k)	Medium user (l)	Light user (m)	Twitter Heavy user (n)	Medium user (o)	Light user (p)	Snapchat Heavy user (q)	Medium user (r)	Light user (s)	YouTube Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	18	15	3	-	16	1	16	1	10	2	6	3	1	13	2	3	13	1	-	17	3	6	9
	4%	4%	7%	-	5%	2%	5%	2%	5%	3%	4%	3%	3%	5%	2%	6%	5%	1%	-	6%	2%	7%	5%
2	18	18	1	-	15	4	15	3	10	2	7	6	-	12	-	1	17	2	1	15	6	2	10
	4%	5%	2%	-	4%	6%	4%	5%	4%	3%	5%	5%	-	5%	-	2%	6% n	2%	3%	5%	4%	2%	6%
3	21	16	2	3	19	2	18	2	9	4	8	7	2	12	4	2	14	5	3	13	13	2	6
	5%	4%	4%	35%	5%	3%	5%	3%	4%	7%	6%	5%	6%	5%	5%	4%	5%	6%	10%	4%	9% u	2%	3%
4	17	16	2	-	14	3	14	2	9	-	9	4	2	12	4	1	12	3	-	14	3	5	10
	4%	4%	4%	-	4%	5%	4%	3%	4%	-	6%	3%	6%	5%	4%	2%	5%	3%	-	5%	2%	5%	6%
5	29	29	-	-	24	5	24	4	18	4	7	10	3	16	6	3	20	7	3	18	11	8	9
	7%	8%	-	-	7%	7%	7%	7%	8%	7%	5%	7%	8%	6%	7%	6%	7%	7%	12%	6%	7%	9%	6%
6	41	32	7	2	36	5	35	5	25	7	9	9	5	27	7	7	26	8	3	30	13	10	18
	10%	9%	17%	21%	10%	7%	10%	8%	12%	12%	6%	7%	15%	11%	8%	15%	10%	8%	10%	10%	8%	11%	10%
7	55	49	5	2	43	13	42	12	26	7	23	13	5	37	7	9	40	12	3	40	21	7	27
	13%	13%	11%	22%	12%	19%	12%	19%	12%	11%	17%	10%	15%	15%	8%	17%	14%	13%	10%	14%	14%	7%	16% u
8	48	39	9	-	37	11	36	10	21	10	17	16	4	28	11	5	32	11	6	31	18	11	19
	12%	11%	22% a	-	11%	17%	11%	17%	10%	18%	12%	12%	12%	11%	12%	11%	12%	12%	21%	11%	12%	12%	11%
9	40	37	4	-	33	7	33	7	23	6	11	14	-	26	13	1	27	11	3	26	16	7	18
	10%	10%	9%	-	10%	11%	10%	12%	11%	10%	8%	11% l	-	10%	14% o	2%	10%	12%	11%	9%	11%	7%	10%
10 - Definitely IS an advert	127	115	9	2	111	15	108	14	68	16	42	48	12	66	36	18	73	31	7	89	47	36	43
	31%	32%	23%	22%	32%	23%	32%	24%	31%	28%	31%	37% m	36%	26%	40% p	36%	27%	34%	24%	30%	31%	38% v	26%
Mean	7.19	7.23	7.07	6.05	7.19	7.2	7.17	7.32	7.18	7.35	7.13	7.55 m	7.33	6.98	7.93 p	7.3	6.93	7.67	7.23	7.04	7.31	7.41	6.96
Standard Deviation	2.73	2.73	2.69	2.79	2.78	2.48	2.78	2.43	2.74	2.58	2.78	2.69	2.52	2.76	2.42	2.69	2.79	2.41	2.43	2.84	2.63	2.81	2.76
Net: Not an ad (1-3)	57	48	6	3	50	7	49	6	29	8	20	16	3	37	6	6	44	8	4	45	22	10	25
	14%	13%	14%	35%	14%	11%	14%	10%	13%	13%	15%	13%	9%	15%	7%	12%	16% n	9%	13%	15%	15%	11%	15%
Net: Not sure (4-6)	87	76	9	2	74	13	73	11	52	10	24	22	10	55	17	11	59	17	6	63	27	23	37
	21%	21%	21%	21%	21%	19%	21%	18%	24%	18%	17%	17%	28%	22%	19%	23%	21%	19%	22%	21%	18%	25%	22%
Net: Is an ad (7-10)	270	239	27	4	224	46	219	43	138	39	93	91	21	158	67	33	171	66	19	186	102	61	107
	65%	66%	65%	44%	64%	70%	64%	72%	63%	68%	68%	70%	63%	63%	74% p	66%	62%	72%	65%	63%	68%	65%	64%
Net: Top 2 Box	167	152	13	2	145	22	141	21	91	22	53	62	12	92	48	19	100	42	10	115	63	43	61
	40%	42%	32%	22%	42%	34%	41%	36%	42%	39%	39%	48% m	36%	37%	54% p	38%	36%	46%	34%	39%	42%	46%	36%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 529
QINF3_1 - Advert or not advert: 01a. Maria J - full post_3 Ad

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	18	-	18	3	15	-	18	8	-	1	1	10	8	13	5	-	13	3	-	1	3	2
	4%	-	5%	2%	6%	-	5%	3%	-	1%	1%	3%	13% k	4%	10% m	-	6% o	2%	-	1%	3%	4%
2	18	2	16	4	15	2	16	4	-	1	3	16	2	17	2	4	12	3	2	1	1	4
	4%	3%	5%	2%	6%	3%	5%	2%	-	1%	3%	5%	4%	5%	3%	3%	6%	3%	3%	1%	1%	8% t
3	21	4	17	7	14	4	17	11	2	2	6	15	6	15	6	4	12	6	3	3	3	3
	5%	7%	5%	4%	6%	7%	5%	4%	5%	3%	5%	4%	10%	4%	12% m	3%	5%	5%	4%	4%	3%	6%
4	17	1	16	6	11	1	16	9	1	1	2	14	3	14	3	4	11	6	5	1	3	2
	4%	2%	5%	3%	5%	2%	5%	3%	2%	1%	2%	4%	5%	4%	6%	3%	5%	5%	7%	1%	3%	4%
5	29	5	24	12	17	5	24	15	3	2	9	23	6	24	5	9	14	8	4	8	7	5
	7%	8%	7%	7%	7%	8%	7%	6%	7%	3%	8%	6%	10%	7%	10%	7%	6%	7%	6%	10%	8%	10%
6	41	5	36	15	25	5	36	23	5	6	12	31	10	32	9	7	28	6	8	10	10	-
	10%	8%	10%	9%	11%	8%	10%	9%	12%	9%	11%	9%	17%	9%	17%	5%	13% o	5%	11% u	13% qu	11% u	-
7	55	6	49	27	28	6	49	36	5	7	12	48	7	47	8	17	26	17	13	17	16	7
	13%	10%	14%	15%	12%	10%	14%	14%	12%	9%	11%	14%	12%	13%	16%	13%	12%	14%	18%	21%	18%	13%
8	48	11	37	22	26	11	37	27	5	14	8	45	4	45	4	16	28	15	10	12	13	6
	12%	18%	11%	12%	11%	18%	11%	10%	13%	19% j	7%	13%	6%	12%	7%	12%	13%	12%	13%	15%	15%	12%
9	40	7	34	19	21	7	34	33	5	10	14	34	7	38	3	19	16	12	10	7	7	3
	10%	11%	10%	11%	9%	11%	10%	13%	12%	14%	13%	10%	11%	10%	6%	14%	7%	10%	13%	9%	8%	6%
10 - Definitely IS an advert	127	20	107	61	65	20	107	92	15	29	43	119	7	119	7	57	57	44	19	20	27	20
	31%	33%	30%	35%	28%	33%	30%	36%	37%	39%	40%	34% l	12%	33% n	14%	42% p	26%	37%	26%	25%	30%	38%
Mean	7.19	7.66	7.11	7.69 df	6.82 d	7.66	7.11	7.67	7.96	8.21	7.81	7.43 l	5.75	7.37 n	5.87	8.11 p	6.81	7.62	7.46	7.46	7.47	7.22
Standard Deviation	2.73	2.4	2.78	2.39	2.91	2.4	2.78	2.51	2.11	2.12	2.43	2.62	2.92	2.68	2.76	2.24	2.83	2.56	2.26	2.13	2.38	2.99
Net: Not an ad (1-3)	57	6	51	14	43	6	51	24	2	4	10	41	16	44	12	8	37	12	5	5	7	9
	14%	10%	14%	8%	18% c	10%	14% c	9%	5%	5%	9%	11%	27% k	12%	24% m	6%	17% o	10%	7%	6%	7%	17% s
Net: Not sure (4-6)	87	11	76	33	54	11	76	47	9	10	23	68	19	70	16	19	53	20	17	19	20	7
	21%	18%	21%	19%	23%	18%	21%	18%	21%	13%	21%	19%	31% k	19%	33% m	14%	24% o	17%	23%	24%	22%	14%
Net: Is an ad (7-10)	270	43	227	129	141	43	227	187	31	60	77	246	24	249	22	109	128	87	51	56	63	35
	65%	72%	64%	73% df	59%	72%	64%	73%	74%	82%	71%	69% l	41%	68% n	43%	80% p	59%	73%	70%	70%	71%	69%
Net: Top 2 Box	167	27	140	80	87	27	140	124	20	39	58	153	14	157	10	75	73	55	29	27	34	23
	40%	44%	40%	46%	37%	44%	40%	48%	49%	54%	53%	43% l	23%	43% n	20%	55% p	34%	47%	39%	34%	38%	44%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 530

QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
									Demographics											
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	8	2	6	-	-	2	6	-	8	1	1	2	2	2	5	3	6	-	-	2
	2%	1%	3%	-	-	1%	3%	-	2%	2%	1%	2%	2%	2%	2%	2%	2%	-	-	14%
2	7	5	2	-	-	5	2	-	7	1	2	2	2	-	4	3	5	-	2	-
	2%	3%	1%	-	-	3%	1%	-	2%	2%	2%	2%	2%	-	2%	2%	1%	-	8%	-
3	8	3	5	-	-	3	5	-	8	1	1	1	3	2	2	6	8	-	-	-
	2%	2%	2%	-	-	2%	2%	-	2%	2%	1%	1%	3%	2%	1%	3%	2%	-	-	-
4	6	3	3	-	-	3	3	-	6	1	2	2	-	1	3	3	6	-	-	-
	1%	1%	1%	-	-	1%	1%	-	1%	2%	2%	2%	-	1%	1%	2%	2%	-	-	-
5	21	11	10	-	-	11	10	-	21	1	7	6	6	1	10	11	18	1	-	2
	5%	5%	5%	-	-	5%	5%	-	5%	3%	7%	6%	6%	1%	4%	7%	5%	6%	-	15%
6	19	8	11	-	-	8	11	-	19	1	2	10	5	2	8	11	17	-	-	2
	5%	4%	5%	-	-	4%	5%	-	5%	2%	2%	11% hjm	5%	2%	3%	7%	5%	-	-	14%
7	35	20	16	-	-	20	16	-	35	5	11	6	7	7	19	16	30	2	1	2
	9%	10%	7%	-	-	10%	7%	-	9%	9%	11%	7%	7%	8%	8%	9%	9%	7%	4%	15%
8	37	20	18	-	-	20	18	-	37	4	12	7	7	7	26	11	29	2	5	2
	9%	10%	8%	-	-	10%	8%	-	9%	8%	12%	8%	7%	9%	11%	7%	8%	7%	15%	14%
9	53	27	27	-	-	27	27	-	53	4	13	9	11	16	32	22	45	5	1	2
	13%	13%	13%	-	-	13%	13%	-	13%	7%	13%	10%	13%	20%	13%	13%	13%	20%	4%	14%
10 - Definitely IS an advert	219	104	116	-	-	104	116	-	219	31	50	47	48	44	134	85	181	14	22	2
	53%	51%	55%	-	-	51%	55%	-	53%	63%	49%	51%	53%	53%	55%	50%	53%	59%	70%	14%
Mean	8.48	8.46	8.49	-	-	8.46	8.49	-	8.48	8.7	8.42	8.22	8.38	8.79	8.64	8.25	8.46	9.13	8.93	6.57
Standard Deviation	2.23	2.19	2.29	-	-	2.19	2.29	-	2.23	2.24	2.15	2.39	2.39	1.98	2.13	2.36	2.22	1.42	2.22	2.85
Net: Not an ad (1-3)	23	10	12	-	-	10	12	-	23	3	4	5	7	4	11	11	18	-	2	2
	5%	5%	6%	-	-	5%	6%	-	5%	6%	4%	6%	8%	5%	5%	7%	5%	-	8%	14%
Net: Not sure (4-6)	46	22	24	-	-	22	24	-	46	3	11	17	10	4	21	25	41	1	-	4
	11%	11%	11%	-	-	11%	11%	-	11%	7%	11%	19% hm	11%	4%	8%	15%	12%	6%	-	29%
Net: Is an ad (7-10)	345	170	175	-	-	170	175	-	345	43	86	69	73	74	211	134	285	23	30	8
	83%	84%	83%	-	-	84%	83%	-	83%	88%	85%	75%	81%	91% k	87% o	79%	83%	94%	92%	57%
Net: Top 2 Box	273	131	142	-	-	131	142	-	273	35	63	55	60	60	166	107	226	19	24	4
	66%	65%	67%	-	-	65%	67%	-	66%	71%	62%	61%	66%	74%	68%	62%	66%	80%	73%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 531

QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	8	6	2	-	8	-	8	-	3	-	5	2	-	6	1	-	7	-	1	7	1	1	6
	2%	2%	4%	-	2%	-	2%	-	1%	-	3%	2%	-	2%	1%	-	2%	-	3%	2%	1%	1%	3%
2	7	7	-	-	3	3	3	4	5	1	1	2	-	5	1	-	6	-	1	6	3	1	3
	2%	2%	-	-	1%	7% df	1%	7% df	2%	2%	1%	2%	-	2%	1%	-	2%	-	3%	2%	2%	1%	2%
3	8	7	1	-	8	-	7	-	4	-	4	-	1	7	-	1	7	1	-	7	4	-	4
	2%	2%	2%	-	2%	-	2%	-	2%	-	3%	-	3%	3%	-	2%	2%	1%	-	2%	3%	-	2%
4	6	5	1	-	4	2	4	1	4	-	2	2	-	4	2	-	4	2	-	4	3	1	2
	1%	1%	2%	-	1%	3%	1%	2%	2%	-	1%	2%	-	2%	2%	-	1%	2%	-	1%	2%	1%	1%
5	21	18	2	1	20	1	20	1	11	3	7	8	1	12	7	2	12	7	3	11	11	3	7
	5%	5%	4%	11%	6%	1%	6%	2%	5%	5%	5%	6%	3%	5%	8%	4%	4%	8%	9%	4%	7%	4%	4%
6	19	12	6	1	14	5	13	4	11	4	4	6	3	10	2	3	14	3	3	13	10	4	6
	5%	3%	14% a	11%	4%	7%	4%	6%	5%	7%	3%	5%	8%	4%	2%	6%	5%	3%	10%	4%	6%	4%	3%
7	35	32	3	1	29	6	28	6	21	3	12	11	6	18	8	6	21	12	2	21	12	9	15
	9%	9%	7%	11%	8%	10%	8%	10%	9%	5%	8%	8%	18% m	7%	9%	12%	8%	13%	7%	7%	8%	9%	9%
8	37	31	6	-	31	6	31	6	19	5	13	8	4	25	9	7	21	8	2	27	14	5	17
	9%	8%	15%	-	9%	9%	9%	10%	9%	9%	9%	7%	12%	10%	10%	14%	8%	9%	7%	9%	9%	6%	10%
9	53	49	4	1	44	9	44	8	34	9	10	15	5	34	13	8	32	12	7	35	23	12	19
	13%	13%	9%	11%	13%	13%	13%	13%	16% j	16%	7%	12%	14%	13%	15%	15%	12%	13%	23%	12%	15%	12%	11%
10 - Definitely IS an advert	219	197	17	5	187	33	183	30	106	32	81	75	14	130	46	24	150	45	11	163	70	59	91
	53%	54%	42%	56%	54%	50%	54%	50%	49%	57%	59%	58%	42%	52%	51%	47%	55%	50%	38%	55%	47%	62% t	54%
Mean	8.48	8.53	7.94	8.58	8.51	8.32	8.53	8.33	8.38	8.84	8.48	8.65	8.4	8.39	8.55	8.65	8.42	8.57	8.04	8.49	8.27	8.88 t	8.43
Standard Deviation	2.23	2.21	2.46	2	2.21	2.35	2.19	2.35	2.23	1.78	2.4	2.11	1.8	2.35	2.06	1.69	2.38	1.85	2.45	2.32	2.24	1.9	2.39
Net: Not an ad (1-3)	23	20	3	-	18	4	17	4	12	1	10	4	1	18	2	1	19	1	2	20	8	2	12
	5%	5%	7%	-	5%	7%	5%	7%	6%	2%	7%	3%	3%	7%	2%	2%	7%	1%	7%	7% q	5%	2%	7%
Net: Not sure (4-6)	46	35	8	2	38	8	36	6	27	7	12	16	4	26	11	5	30	12	5	28	24	8	14
	11%	10%	20% a	22%	11%	12%	11%	10%	12%	12%	9%	12%	11%	10%	12%	10%	11%	13%	19%	10%	16% v	9%	8%
Net: Is an ad (7-10)	345	308	30	7	291	54	287	50	180	49	115	110	29	206	76	44	225	78	22	246	119	84	142
	83%	85%	73%	78%	84%	82%	84%	83%	82%	86%	84%	85%	86%	83%	85%	88%	82%	86%	75%	84%	79%	89% t	84%
Net: Top 2 Box	273	246	21	6	231	42	228	38	141	41	91	91	19	163	59	31	182	58	18	198	92	70	110
	66%	68% b	51%	67%	67%	63%	67%	63%	64%	72%	66%	70%	56%	65%	66%	63%	66%	63%	61%	67%	62%	74%	65%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 532
QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	8	2	6	2	6	2	6	3	-	1	1	6	2	7	1	1	5	1	1	1	1	1
	2%	3%	2%	1%	2%	3%	2%	1%	-	1%	1%	2%	3%	2%	2%	1%	2%	1%	1%	1%	1%	2%
2	7	1	6	1	6	1	6	5	-	1	1	6	1	6	1	2	4	1	-	-	1	1
	2%	2%	2%	1%	3%	2%	2%	2%	-	1%	1%	2%	2%	2%	2%	2%	2%	1%	-	-	1%	2%
3	8	-	8	3	5	-	8	4	1	1	2	5	3	7	1	1	5	1	1	1	-	-
	2%	-	2%	2%	2%	-	2%	2%	2%	1%	2%	1%	5%	2%	2%	1%	2%	1%	1%	1%	-	-
4	6	2	4	3	3	2	4	1	-	1	1	5	1	5	1	2	4	-	1	-	-	-
	1%	3%	1%	2%	1%	3%	1%	*	-	1%	1%	1%	2%	1%	2%	1%	2%	-	1%	-	-	-
5	21	4	17	7	14	4	17	14	3	2	6	14	7	15	6	3	12	5	6	4	5	3
	5%	7%	5%	4%	6%	7%	5%	6%	7%	3%	6%	4%	11% k	4%	11% m	2%	6%	4%	8%	5%	5%	6%
6	19	5	14	12	8	5	14	9	-	-	3	13	6	15	4	4	9	6	6	2	3	1
	5%	8%	4%	7%	3%	8%	4%	3%	-	-	3%	4%	10%	4%	8%	3%	4%	5%	8%	2%	3%	2%
7	35	3	32	15	21	3	32	19	6	5	7	30	6	30	6	11	16	9	5	11	5	3
	9%	5%	9%	8%	9%	5%	9%	7%	15%	7%	7%	8%	10%	8%	12%	8%	7%	7%	7%	14%	5%	6%
8	37	5	32	13	24	5	32	16	5	10	10	32	5	32	5	8	21	9	5	4	6	6
	9%	8%	9%	7%	10%	8%	9%	6%	13%	13%	9%	9%	9%	9%	10%	6%	10%	8%	7%	5%	7%	12%
9	53	7	47	28	25	7	47	35	9	9	12	47	7	50	4	19	25	19	10	14	13	8
	13%	11%	13%	16%	11%	11%	13%	14%	22%	12%	11%	13%	12%	14%	8%	14%	12%	16%	13%	18%	14%	15%
10 - Definitely IS an advert	219	32	187	93	127	32	187	152	17	44	66	197	22	197	22	85	117	67	39	43	56	28
	53%	53%	53%	53%	53%	53%	53%	59% h	41%	60%	60% h	56% l	38%	54%	44%	63%	54%	57%	53%	53%	63%	56%
Mean	8.48	8.32	8.5	8.63	8.36	8.32	8.5	8.71	8.56	8.88	8.77	8.62 l	7.61	8.55	7.93	8.96 p	8.42	8.86	8.52	8.79	8.97	8.73
Standard Deviation	2.23	2.4	2.21	2	2.39	2.4	2.21	2.11	1.74	1.94	2	2.14	2.59	2.2	2.4	1.86	2.33	1.81	2.08	1.8	1.82	2.07
Net: Not an ad (1-3)	23	3	20	6	17	3	20	12	1	3	4	17	6	20	3	4	14	3	2	2	2	2
	5%	5%	6%	3%	7%	5%	6%	5%	2%	4%	4%	5%	10%	5%	6%	3%	6%	3%	3%	2%	2%	4%
Net: Not sure (4-6)	46	11	35	21	25	11	35	24	3	3	10	32	13	35	11	9	25	11	13	6	8	4
	11%	18%	10%	12%	10%	18%	10%	9%	7%	4%	10%	9%	23% k	10%	21% m	6%	11%	9%	17%	7%	9%	7%
Net: Is an ad (7-10)	345	47	298	149	196	47	298	221	38	67	95	305	40	308	37	123	179	105	59	72	79	45
	83%	77%	84%	85%	83%	77%	84%	86%	91%	92%	87%	86% l	68%	85% n	73%	91% p	82%	89%	80%	91%	89%	88%
Net: Top 2 Box	273	39	234	121	152	39	234	187	26	53	78	244	29	247	26	104	142	87	48	57	68	36
	66%	64%	66%	69%	64%	64%	66%	73%	63%	72%	71%	69% l	49%	68% n	52%	77% p	65%	73%	66%	72%	77%	71%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 533

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 3

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	132	53	79	-	-	53	79	-	132	24	28	24	33	23	73	58	109	8	11	4
	32%	26%	37%	-	-	26%	37%	-	32%	48%	28%	26%	37%	28%	30%	34%	32%	33%	34%	28%
			a				e			hjkm										
2	58	24	34	-	-	24	34	-	58	6	11	11	17	13	32	27	52	2	1	4
	14%	12%	16%	-	-	12%	16%	-	14%	13%	11%	13%	19%	16%	13%	16%	15%	7%	4%	28%
3	46	27	19	-	-	27	19	-	46	2	13	8	12	11	29	18	36	5	4	2
	11%	14%	9%	-	-	14%	9%	-	11%	4%	12%	9%	13%	14%	12%	10%	10%	19%	12%	15%
4	29	12	17	-	-	12	17	-	29	2	9	7	4	6	17	12	20	3	4	2
	7%	6%	8%	-	-	6%	8%	-	7%	4%	9%	8%	4%	8%	7%	7%	6%	14%	11%	14%
5	37	18	19	-	-	18	19	-	37	4	12	7	7	7	21	15	33	1	3	-
	9%	9%	9%	-	-	9%	9%	-	9%	9%	12%	7%	7%	9%	9%	9%	9%	6%	8%	-
6	32	15	17	-	-	15	17	-	32	4	3	14	7	4	17	14	27	-	5	-
	8%	8%	8%	-	-	8%	8%	-	8%	7%	3%	15%	8%	5%	7%	8%	8%	-	15%	-
												hjm								
7	32	20	11	-	-	20	11	-	32	6	11	7	4	4	19	13	26	2	2	2
	8%	10%	5%	-	-	10%	5%	-	8%	12%	11%	8%	4%	5%	8%	8%	7%	7%	7%	15%
8	21	14	7	-	-	14	7	-	21	-	7	7	4	3	14	7	21	-	-	-
	5%	7%	3%	-	-	7%	3%	-	5%	-	7%	7%	4%	4%	6%	4%	6%	-	-	-
9	14	7	7	-	-	7	7	-	14	1	4	1	1	7	11	3	8	3	3	-
	3%	4%	3%	-	-	4%	3%	-	3%	2%	4%	1%	1%	9%	4%	2%	2%	14%	8%	-
														hkl						
10 - Definitely IS an advert	14	10	4	-	-	10	4	-	14	1	3	5	2	3	10	4	14	-	-	-
	3%	5%	2%	-	-	5%	2%	-	3%	2%	3%	5%	2%	4%	4%	2%	4%	-	-	-
Mean	3.7	4.14	3.28	-	-	4.14	3.28	-	3.7	3.06	4.01	4.16	3.1	3.85	3.88	3.45	3.72	3.65	3.8	2.91
		b				f					l	il								
Standard Deviation	2.72	2.85	2.53	-	-	2.85	2.53	-	2.72	2.58	2.76	2.78	2.44	2.86	2.82	2.57	2.76	2.79	2.63	2.08
Net: Not an ad (1-3)	236	105	131	-	-	105	131	-	236	32	52	43	62	47	134	102	196	14	16	9
	57%	52%	62%	-	-	52%	62%	-	57%	64%	51%	48%	69%	58%	55%	60%	57%	59%	50%	71%
			a				e						hjk							
Net: Not sure (4-6)	97	45	52	-	-	45	52	-	97	10	24	28	18	17	55	42	79	5	11	2
	23%	22%	24%	-	-	22%	24%	-	23%	20%	24%	31%	20%	21%	23%	24%	23%	20%	34%	14%
Net: Is an ad (7-10)	81	52	29	-	-	52	29	-	81	8	26	20	11	17	54	27	69	5	5	2
	20%	26%	14%	-	-	26%	14%	-	20%	15%	25%	22%	12%	21%	22%	16%	20%	21%	16%	15%
		b				f					l									
Net: Top 2 Box	28	18	10	-	-	18	10	-	28	2	7	6	3	10	21	7	22	3	3	-
	7%	9%	5%	-	-	9%	5%	-	7%	4%	7%	6%	3%	12%	9%	4%	6%	14%	8%	-
														l						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 534

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	132	118	11	2	115	17	113	15	55	30 hj	47	42	11	79	23	12	97	27	6	99	43	37	52
	32%	33%	27%	22%	33%	26%	33%	25%	25%	52%	34%	32%	32%	32%	26%	23%	35%	29%	22%	34%	28%	39%	31%
2	58	55	3	-	52	6	52	5	30	4	24 i	15	3	40	7	4	47 n	9	4	44	17	8	33 tu
	14%	15%	7%	-	15%	9%	15%	8%	14%	6%	18%	12%	10%	16%	8%	9%	17%	10%	15%	15%	11%	9%	20%
3	46	42	3	1	40	7	39	7	30	3	13	10	3	33	9	5	32	4	1	41 q	14	14	18
	11%	12%	7%	11%	11%	10%	11%	11%	14%	5%	9%	8%	9%	13%	10%	11%	12%	4%	3%	14%	9%	15%	11%
4	29	25	3	1	25	3	24	3	16	4	8	7	2	20	6	2	20	6	-	23	7	7	15
	7%	7%	8%	11%	7%	5%	7%	5%	8%	7%	6%	5%	6%	8%	7%	4%	7%	7%	-	8%	5%	7%	9%
5	37	34	2	1	30	6	30	6	18	2	16	9	3	24	8	3	26	6	1	29	9	9	18
	9%	9%	5%	11%	9%	10%	9%	11%	8%	3%	12%	7%	9%	10%	8%	6%	10%	7%	5%	10%	6%	10%	11%
6	32	24	6	2	28	4	27	2	17	7	8	12	3	17	9	5	18	5	5	22	16	9	8
	8%	7%	13%	24%	8%	6%	8%	4%	8%	13%	6%	9%	8%	7%	10%	10%	6%	5%	17%	7%	10%	9%	4%
7	32	23	8 a	1	17	15 df	16	15 df	13	6	12	11	6 m	14	6	10 np	16	13 s	3	15	15	5	12
	8%	6%	19%	10%	5%	22%	5%	24%	6%	11%	9%	9%	18%	6%	7%	20%	6%	15%	10%	5%	10%	5%	7%
8	21	19	1	1	15	6	15	5	16	2	3	10	2	9	12 p	3	6	8 s	5	8	13 v	3	5
	5%	5%	2%	11%	4%	9%	4%	8%	7%	3%	2%	8%	6%	4%	13%	6%	2%	9%	17%	3%	9%	3%	3%
9	14	11	3	-	12	2	11	2	11	-	3	6	1	7	5	3	6	5	2	7	9 u	-	5
	3%	3%	7%	-	3%	3%	3%	4%	5%	-	2%	4%	3%	3%	6%	6%	2%	6%	6%	2%	6%	-	3%
10 - Definitely IS an advert	14	12	2	-	14	-	13	-	11	-	3	7	-	7	4	3	7	7 s	1	6	9 v	3	2
	3%	3%	5%	-	4%	-	4%	-	5%	-	2%	5%	-	3%	5%	6%	2%	7%	4%	2%	6%	3%	1%
Mean	3.7	3.58	4.59 a	4.57	3.57	4.36 df	3.53	4.4 df	4.1 ij	3.02	3.35	4.08 m	3.93	3.47	4.57 p	4.74 p	3.23	4.6 s	4.9	3.3	4.39 uv	3.26	3.33
Standard Deviation	2.72	2.69	2.96	2.49	2.71	2.71	2.69	2.7	2.86	2.47	2.51	3	2.68	2.56	2.99	2.99	2.46	3.17	3.06	2.43	3.06	2.47	2.42
Net: Not an ad (1-3)	236	216 b	17	3	207 eg	29	204 eg	27	116	36	84	68	17	151	39	21	176 no	40	12	184 q	73	59 t	104 t
	57%	59%	41%	33%	59%	45%	60%	44%	53%	63%	61%	52%	50%	61%	44%	43%	64%	44%	41%	63%	49%	62%	61%
Net: Not sure (4-6)	97	82	11	4	83	14	81	12	52	13	32	28	8	61	23	10	64	17	6	73	32	25	41
	23%	23%	26%	46%	24%	21%	24%	20%	24%	23%	23%	22%	23%	24%	26%	20%	23%	19%	22%	25%	21%	26%	24%
Net: Is an ad (7-10)	81	65	14 a	2	58	23 df	55	22 df	51	8	21	34 m	9	38	27 p	19 p	35	34 s	11	36	45 uv	11	24
	20%	18%	33%	21%	17%	35%	16%	36%	23%	14%	15%	26%	27%	15%	31%	37%	13%	37%	37%	12%	30%	11%	15%
Net: Top 2 Box	28	23	5	-	26	2	24	2	22 i	-	6	12	1	15	9 p	6	13	12 s	3	13	18 uv	3	7
	7%	6%	12%	-	7%	3%	7%	4%	10%	-	4%	10%	3%	6%	11%	12%	5%	13%	10%	4%	12%	3%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Table 535
QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	132	19	113	59	73	19	113	83	7	14	34	113	19	120	12	53	65	40	21	24	28	22
	32%	31%	32%	33%	31%	31%	32%	32% i	17%	19%	31%	32%	32%	33%	24%	39%	30%	34%	29%	31%	32%	42%
2	58	7	51	25	34	7	51	38	3	12	18	49	10	49	9	19	34	16	12	13	14	6
	14%	11%	15%	14%	14%	11%	15%	15%	7%	17%	16%	14%	16%	14%	17%	14%	16%	13%	16%	16%	16%	11%
3	46	4	42	17	29	4	42	29	1	2	7	40	6	39	7	10	30	11	9	8	15	7
	11%	7%	12%	10%	12%	7%	12%	11% i	2%	3%	6%	11%	10%	11%	13%	7%	14%	9%	12%	9%	17%	13%
4	29	3	26	8	21	3	26	12	4	6	5	26	3	27	2	4	17	8	2	10	1	2
	7%	5%	7%	4%	9%	5%	7%	5%	10%	9%	5%	7%	5%	7%	4%	3%	8%	7%	3%	12% rt	1%	5%
5	37	2	34	13	24	2	34	24	4	9	11	28	9	29	8	8	17	8	5	5	6	1
	9%	4%	10%	7%	10%	4%	10%	9%	10%	13%	10%	8%	15%	8%	16%	6%	8%	7%	7%	6%	7%	2%
6	32	9	23	17	15	9	23	23	3	6	11	27	5	27	5	9	17	6	4	3	8	3
	8%	15% b	6%	9%	6%	15% df	6%	9%	7%	8%	10%	8%	8%	7%	9%	7%	8%	5%	5%	4%	9%	6%
7	32	5	27	11	21	5	27	16	6	7	6	29	3	29	3	11	18	7	7	5	4	3
	8%	8%	8%	6%	9%	8%	8%	6%	15% g	10%	6%	8%	5%	8%	6%	8%	8%	6%	10%	6%	5%	6%
8	21	9	12	15	6	9	12	13	4	3	6	19	2	19	2	11	6	13	8	8	6	5
	5%	15% b	3%	9% df	2%	15% df	3%	5%	10%	4%	6%	5%	3%	5%	4%	8% p	3%	11%	11%	10%	7%	10%
9	14	3	11	8	6	3	11	10	2	6	5	13	1	13	1	5	9	4	3	2	5	3
	3%	5%	3%	5%	2%	5%	3%	4%	5%	8%	5%	4%	2%	4%	2%	4%	4%	3%	4%	3%	6%	5%
10 - Definitely IS an advert	14	-	14	4	10	-	14	10	7	7	6	12	2	12	2	7	5	5	2	3	1	-
	3%	-	4%	2%	4%	-	4%	4%	17% gj	10%	5%	3%	4%	3%	4%	5%	2%	4%	3%	4%	1%	-
Mean	3.7	4.17	3.62	3.78	3.64	4.17	3.62	3.7	5.63 gj	4.81 g	3.94	3.73	3.51	3.68	3.82	3.75	3.58	3.83	3.94	3.74	3.53	3.32
Standard Deviation	2.72	2.88	2.69	2.83	2.65	2.88	2.69	2.77	3.15	3.07	2.94	2.75	2.58	2.74	2.61	3.05	2.59	2.95	2.9	2.8	2.69	2.76
Net: Not an ad (1-3)	236	30	206	100	136	30	206	150	11	28	59	202	34	208	28	81	129	67	42	44	58	34
	57%	49%	58%	57%	57%	49%	58%	58% hi	27%	39%	54%	57%	59%	57%	55%	60%	59%	57%	58%	56%	66%	67%
Net: Not sure (4-6)	97	14	83	37	60	14	83	59	11	22	27	81	16	82	15	21	51	22	11	17	15	6
	23%	23%	23%	21%	25%	23%	23%	23%	27%	30%	25%	23%	28%	23%	29%	15%	23%	19%	15%	22%	17%	13%
Net: Is an ad (7-10)	81	17	64	38	43	17	64	48	19	23	24	73	8	73	8	34	38	29	20	18	16	10
	20%	27%	18%	22%	18%	27%	18%	19%	46% gj	32% g	21%	20%	14%	20%	16%	25%	17%	24%	27%	22%	18%	20%
Net: Top 2 Box	28	3	25	12	16	3	25	19	9	13	11	25	3	25	3	12	14	9	5	5	6	3
	7%	5%	7%	7%	7%	5%	7%	8%	21% g	18% g	10%	7%	5%	7%	6%	9%	6%	8%	7%	6%	7%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 536

QINF3_4 - Advert or not advert: 04. Lorraine_2 sponsored

Base: Cell 3

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	18	5	13	-	-	5	13	-	18	1	2	3	7	6	11	8	14	-	-	4
	4%	2%	6%	-	-	2%	6%	-	4%	2%	2%	3%	7%	7%	4%	4%	4%	-	-	28%
2	19	6	13	-	-	6	13	-	19	-	3	2	9	5	4	15	14	-	3	2
	5%	3%	6%	-	-	3%	6%	-	5%	-	3%	2%	10% ik	6%	2%	8% n	4%	-	8%	14%
3	20	12	8	-	-	12	8	-	20	1	5	2	4	8	7	13	20	-	-	-
	5%	6%	4%	-	-	6%	4%	-	5%	2%	5%	2%	4%	10% k	3%	7% n	6%	-	-	-
4	16	8	8	-	-	8	8	-	16	1	3	6	5	1	8	8	15	-	1	-
	4%	4%	4%	-	-	4%	4%	-	4%	2%	3%	7%	5%	1%	3%	4%	4%	-	4%	-
5	38	27	12	-	-	27	12	-	38	7	7	10	10	4	23	16	29	5	2	2
	9%	13% b	6%	-	-	13% f	6%	-	9%	14% m	7%	11%	11%	4%	9%	9%	8%	19%	8%	15%
6	52	26	27	-	-	26	27	-	52	6	8	22	9	6	30	22	43	7	1	2
	13%	13%	13%	-	-	13%	13%	-	13%	13%	8%	25% hjlm	10%	7%	13%	13%	12%	27%	4%	14%
7	46	21	25	-	-	21	25	-	46	6	13	9	9	8	23	23	34	2	6	4
	11%	10%	12%	-	-	10%	12%	-	11%	11%	13%	10%	10%	10%	9%	13%	10%	7%	19%	29%
8	54	24	30	-	-	24	30	-	54	4	17	12	9	12	34	20	46	2	6	-
	13%	12%	14%	-	-	12%	14%	-	13%	8%	17%	14%	9%	15%	14%	12%	13%	7%	19%	-
9	38	21	17	-	-	21	17	-	38	5	8	8	6	12	27	11	36	2	-	-
	9%	11%	8%	-	-	11%	8%	-	9%	9%	8%	8%	6%	15%	11%	7%	11%	7%	-	-
10 - Definitely IS an advert	113	52	61	-	-	52	61	-	113	19	34	17	23	20	76	37	92	8	12	-
	27%	26%	29%	-	-	26%	29%	-	27%	39% k	33% k	18%	26%	24%	31% o	21%	27%	32%	38%	-
Mean	7.03	7.06	7	-	-	7.06	7	-	7.03	7.76 kl	7.52 l	6.81	6.41	6.89	7.42 o	6.47	7.04	7.53	7.63	4.2
Standard Deviation	2.7	2.55	2.84	-	-	2.55	2.84	-	2.7	2.3	2.51	2.33	3.03	2.98	2.55	2.8	2.7	2.06	2.46	2.63
Net: Not an ad (1-3)	56	23	33	-	-	23	33	-	56	2	11	7	19	18	22	35	48	-	3	5
	14%	11%	16%	-	-	11%	16%	-	14%	4%	10%	7%	21% ijk	22% ijk	9%	20% n	14%	-	8%	42%
Net: Not sure (4-6)	107	60	46	-	-	60	46	-	107	15	19	39	24	11	61	45	86	11	5	4
	26%	30%	22%	-	-	30%	22%	-	26% m	29% m	18%	43% hjlm	27% m	13%	25%	26%	25%	47%	16%	29%
Net: Is an ad (7-10)	251	118	132	-	-	118	132	-	251	33	72	46	47	53	160	91	209	13	25	4
	61%	59%	62%	-	-	59%	62%	-	61%	67%	71% kl	50%	52%	65%	66% o	53%	61%	53%	77%	29%
Net: Top 2 Box	151	73	78	-	-	73	78	-	151	24	42	24	29	32	103	48	129	10	12	-
	36%	36%	37%	-	-	36%	37%	-	36%	48% k	41% k	27%	32%	39%	42% o	28%	37%	40%	38%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 537
QINF3_4 - Advert or not advert: 04. Lorraine_2 sponsored

Base: Cell 3

	Total	Internet Use Heavy user (a)	Medium user (b)	Light user (c)	Device Mobile (d)	Nonmobile (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Facebook Heavy (h)	Medium (i)	Light (j)	Instagram Heavy (k)	Medium (l)	Light (m)	Twitter Heavy (n)	Medium (o)	Light (p)	Snapchat Heavy (q)	Medium (r)	Light (s)	YouTube Heavy (t)	Medium (u)	Light (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	18	16	2	-	18	-	18	-	7	1	10	3	-	15	1	2	15	1	1	16	3	4	11
	4%	4%	5%	-	5%	-	5%	-	3%	2%	8%	2%	-	6%	1%	4%	6%	1%	3%	5%	2%	4%	7% t
2	19	14	4	1	18	1	18	1	4	8	7	3	2	14	-	-	19	3	-	16	5	3	11
	5%	4%	9%	11%	5%	1%	5%	2%	2%	14% hj	5%	2%	6%	5%	-	-	7% n	4%	-	5%	3%	3%	6%
3	20	15	4	1	17	3	17	3	9	4	7	4	-	16	2	1	17	3	-	17	7	5	8
	5%	4%	9%	11%	5%	4%	5%	5%	4%	7%	5%	3%	-	6%	2%	2%	6%	3%	-	6%	5%	5%	5%
4	16	14	2	-	11	5	10	4	10	-	6	2	-	14	3	1	12	-	4	12	4	2	10
	4%	4%	4%	-	3%	8% f	3%	7%	5%	-	4%	2%	-	6%	3%	2%	4%	-	13%	4%	3%	2%	6%
5	38	35	1	2	32	6	32	6	22	4	13	11	3	24	7	7	24	8	3	27	19	7	13
	9%	10%	2%	21%	9%	9%	9%	10%	10%	7%	9%	8%	9%	10%	8%	14%	9%	9%	12%	9%	12%	7%	8%
6	52	46	6	1	44	8	44	6	34	7	11	15	3	35	16	4	33	14	2	36	20	13	20
	13%	13%	14%	11%	13%	13%	13%	11%	16% j	13%	8%	11%	9%	14%	18%	7%	12%	15%	7%	12%	13%	14%	12%
7	46	40	5	1	40	6	38	6	20	8	18	13	6	27	11	7	29	8	8	30	19	9	18
	11%	11%	12%	11%	11%	9%	11%	10%	9%	14%	13%	10%	17%	11%	12%	13%	10%	9%	27%	10%	13%	9%	11%
8	54	48	5	1	38	16	38	15	30	6	18	17	9	28	6	12	36	17	1	36	18	9	27
	13%	13%	11%	10%	11%	24% df	11%	24% df	14%	10%	13%	13%	27% m	11%	7%	24% n	13%	19%	3%	12%	12%	10%	16%
9	38	35	3	-	31	7	30	6	21	6	12	14	2	23	10	4	25	9	2	28	13	8	18
	9%	10%	7%	-	9%	11%	9%	10%	9%	10%	9%	10%	6%	9%	11%	8%	9%	9%	6%	10%	8%	8%	11%
10 - Definitely IS an advert	113	99	11	2	98	14	96	13	63	13	36	48	9	56	34	13	65	28	8	77	43	36	34
	27%	27%	26%	25%	28%	21%	28%	22%	29%	23%	26%	37% m	27%	22%	38% p	27%	24%	30%	28%	26%	28%	38% v	20%
Mean	7.03	7.09	6.63	6.34	6.97	7.31	6.96	7.32	7.26	6.65	6.8	7.73 m	7.65 m	6.58	7.83 p	7.48	6.68	7.58 s	7.1	6.85	7.22	7.42 v	6.63
Standard Deviation	2.7	2.66	2.98	2.86	2.78	2.2	2.79	2.21	2.49	2.86	2.91	2.44	2.12	2.81	2.2	2.32	2.84	2.31	2.43	2.81	2.47	2.74	2.83
Net: Not an ad (1-3)	56	45	10	2	53	4	53	4	19	13	24	10	2	44	3	3	50	7	1	48	15	12	30
	14%	12%	23%	22%	15% e	6%	15% e	6%	9%	23% h	18% h	8%	6%	18% k	3%	6%	18% no	8%	3%	16%	10%	13%	18%
Net: Not sure (4-6)	107	95	9	3	87	19	85	17	66	11	29	28	6	73	26	11	69	22	9	75	43	21	42
	26%	26%	20%	32%	25%	29%	25%	27%	30% h	20%	21%	21%	17%	29%	29%	22%	25%	24%	32%	26%	28%	23%	25%
Net: Is an ad (7-10)	251	223	24	4	208	43	202	40	134	33	84	92	26	133	61	36	155	62	19	170	93	61	97
	61%	61%	57%	46%	60%	65%	59%	66%	61%	58%	61%	71% m	77% m	53%	68%	72%	56%	68%	65%	58%	62%	65%	57%
Net: Top 2 Box	151	135	14	2	130	21	126	19	84	19	48	61	11	78	44	17	90	36	10	105	55	43	52
	36%	37%	34%	25%	37%	32%	37%	32%	38%	33%	35%	47% m	33%	31%	49% p	35%	33%	40%	34%	36%	37%	46% v	31%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 538

QINF3_4 - Advert or not advert: 04. Lorraine_2 sponsored

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	18	1	17	2	16	1	17	3	-	-	1	10	8	12	6	-	15	3	1	1	1	-
	4%	2%	5%	1%	7%	2%	5%	1%	-	-	1%	3%	13%	3%	12%	-	7%	2%	1%	1%	1%	-
				c			c						k		m		o					
2	19	-	19	6	13	-	19	9	-	1	-	12	7	16	3	4	11	4	5	1	-	2
	5%	-	5%	3%	5%	-	5%	3%	-	2%	-	3%	11%	4%	6%	3%	5%	4%	6%	1%	-	4%
													k						t			
3	20	2	18	5	15	2	18	9	-	1	4	14	6	16	4	2	11	3	3	5	4	2
	5%	3%	5%	3%	6%	3%	5%	3%	-	1%	4%	4%	10%	4%	8%	1%	5%	2%	4%	6%	5%	4%
													k									
4	16	2	14	5	11	2	14	9	-	-	2	11	5	13	3	5	8	6	4	5	4	3
	4%	3%	4%	3%	5%	3%	4%	3%	-	-	2%	3%	8%	4%	6%	4%	4%	5%	5%	6%	4%	6%
5	38	2	36	16	22	2	36	19	1	1	5	30	8	29	9	10	20	10	6	7	4	3
	9%	3%	10%	9%	9%	3%	10%	7%	2%	1%	5%	9%	13%	8%	18%	7%	9%	8%	8%	9%	5%	6%
															m							
6	52	9	44	24	29	9	44	33	3	6	13	45	7	44	8	17	25	12	6	12	15	9
	13%	14%	12%	13%	12%	14%	12%	13%	7%	8%	12%	13%	12%	12%	16%	12%	11%	10%	8%	16%	17%	17%
7	46	8	37	18	27	8	37	28	6	6	10	43	3	43	3	11	28	11	10	13	7	4
	11%	14%	11%	10%	12%	14%	11%	11%	15%	8%	9%	12%	5%	12%	6%	8%	13%	9%	13%	17%	8%	7%
8	54	7	47	19	35	7	47	35	8	13	15	49	5	48	6	12	36	13	8	7	11	4
	13%	12%	13%	11%	15%	12%	13%	14%	20%	18%	13%	14%	8%	13%	12%	8%	17%	11%	11%	8%	12%	9%
																	o					
9	38	10	29	18	20	10	29	28	4	9	13	35	3	37	1	16	19	16	10	6	12	5
	9%	16%	8%	10%	8%	16%	8%	11%	9%	12%	11%	10%	5%	10%	2%	12%	9%	14%	14%	8%	13%	10%
10 - Definitely IS an advert	113	20	93	63	50	20	93	85	19	36	48	105	8	105	8	59	45	41	21	23	31	19
	27%	33%	26%	36%	21%	33%	26%	33%	47%	49%	43%	29%	14%	29%	16%	43%	21%	35%	29%	29%	35%	38%
				df						g		l				p						
Mean	7.03	7.89	6.88	7.66	6.56	7.89	6.88	7.58	8.67	8.65	8.21	7.33	5.21	7.21	5.66	8.04	6.69	7.6	7.29	7.22	7.79	7.62
		b		df		df			g	g	g	l		n		p						
Standard Deviation	2.7	2.16	2.75	2.4	2.82	2.16	2.75	2.4	1.49	1.79	2.1	2.53	2.99	2.62	2.86	2.28	2.77	2.54	2.62	2.39	2.25	2.47
Net: Not an ad (1-3)	56	3	53	12	44	3	53	21	-	2	5	36	20	44	12	6	37	10	8	7	5	4
	14%	5%	15%	7%	18%	5%	15%	8%	-	3%	4%	10%	34%	12%	25%	4%	17%	8%	12%	8%	6%	8%
			a		ce		ce						k		m		o					
Net: Not sure (4-6)	107	13	94	44	62	13	94	61	4	7	20	87	20	87	20	32	52	27	16	24	23	15
	26%	21%	27%	25%	26%	21%	27%	24%	9%	9%	18%	24%	34%	24%	40%	23%	24%	23%	22%	30%	26%	29%
								hi					k		m							
Net: Is an ad (7-10)	251	45	206	119	132	45	206	176	38	64	85	232	19	233	18	98	128	81	49	49	61	33
	61%	74%	58%	68%	55%	74%	58%	68%	91%	88%	77%	65%	32%	64%	36%	72%	59%	69%	67%	61%	68%	64%
		b		df		df			g	g		l		n		p						
Net: Top 2 Box	151	30	121	81	70	30	121	112	23	45	60	140	11	142	9	75	64	57	31	29	42	24
	36%	49%	34%	46%	29%	49%	34%	44%	56%	61%	55%	39%	18%	39%	18%	55%	29%	48%	43%	36%	48%	48%
		b		df		df			g	g		l		n		p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 539

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_3 advertisment

Base: Cell 3

																			Demographics
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	24	9	15	-	-	9	15	-	24	2	8	5	7	3	16	8	20	2	1	2
	6%	4%	7%	-	-	4%	7%	-	6%	4%	8%	5%	8%	4%	7%	5%	6%	7%	4%	14%
2	35	18	17	-	-	18	17	-	35	4	5	4	11	10	14	21	24	3	2	6
	9%	9%	8%	-	-	9%	8%	-	9%	8%	5%	5%	13%	13%	6%	12% n	7%	13%	7%	43%
3	17	11	6	-	-	11	6	-	17	2	3	4	6	2	11	6	16	-	1	-
	4%	6%	3%	-	-	6%	3%	-	4%	4%	3%	4%	6%	3%	5%	3%	5%	-	4%	-
4	29	15	15	-	-	15	15	-	29	4	4	8	7	7	9	21	28	2	-	-
	7%	7%	7%	-	-	7%	7%	-	7%	7%	4%	9%	7%	8%	4%	12% n	8%	6%	-	-
5	43	18	25	-	-	18	25	-	43	6	4	13	10	10	21	22	33	5	4	2
	10%	9%	12%	-	-	9%	12%	-	10%	13% j	4%	14% j	11%	13% j	9%	13%	9%	20%	11%	14%
6	47	29	18	-	-	29	18	-	47	4	15	9	10	10	23	23	43	2	2	-
	11%	14%	9%	-	-	14%	9%	-	11%	8%	14%	10%	11%	12%	10%	14%	12%	7%	8%	-
7	46	24	22	-	-	24	22	-	46	5	7	14	8	12	32	14	38	2	6	-
	11%	12%	10%	-	-	12%	10%	-	11%	10%	7%	15%	9%	14%	13%	8%	11%	6%	19%	-
8	52	23	30	-	-	23	30	-	52	5	18	13	8	9	34	19	45	3	-	4
	13%	11%	14%	-	-	11%	14%	-	13%	9%	18%	15%	9%	11%	14%	11%	13%	13%	-	30%
9	27	11	16	-	-	11	16	-	27	7	8	6	4	2	23	4	21	2	4	-
	7%	5%	8%	-	-	5%	8%	-	7%	13% m	8%	7%	4%	2%	10% o	2%	6%	7%	11%	-
10 - Definitely IS an advert	93	44	48	-	-	44	48	-	93	12	29	15	21	16	59	34	77	5	11	-
	22%	22%	23%	-	-	22%	23%	-	22%	24%	28% k	16%	23%	20%	24%	20%	22%	20%	35%	-
Mean	6.45	6.39	6.51	-	-	6.39	6.51	-	6.45	6.77	7	6.38	5.98	6.18	6.8 o	5.95	6.49	6.11	7.24	4.06
											l									
Standard Deviation	2.86	2.81	2.92	-	-	2.81	2.92	-	2.86	2.84	2.91	2.61	3.08	2.78	2.85	2.82	2.81	3.04	2.86	2.91
Net: Not an ad (1-3)	77	39	38	-	-	39	38	-	77	8	16	13	24	15	42	35	59	5	5	7
	19%	19%	18%	-	-	19%	18%	-	19%	15%	16%	14%	27% k	19%	17%	20%	17%	21%	15%	57%
Net: Not sure (4-6)	119	62	57	-	-	62	57	-	119	14	22	30	26	27	53	66	103	8	6	2
	29%	31%	27%	-	-	31%	27%	-	29%	28%	22%	33%	29%	33%	22%	39% n	30%	33%	19%	14%
Net: Is an ad (7-10)	218	102	116	-	-	102	116	-	218	28	63	48	40	39	148	70	181	11	21	4
	53%	50%	55%	-	-	50%	55%	-	53%	57%	62% l	52%	45%	48%	61% o	41%	53%	47%	66%	30%
Net: Top 2 Box	120	55	65	-	-	55	65	-	120	19	37	21	25	18	82	37	98	7	15	-
	29%	27%	30%	-	-	27%	30%	-	29%	38% k	37% k	23%	27%	23%	34% o	22%	28%	27%	47%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 540

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_3 advertisement

Base: Cell 3

	Total	Internet Use — Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook — Heavy user (h)	Medium user (i)	Light user (j)	Instagram — Heavy user (k)	Medium user (l)	Light user (m)	Twitter — Heavy user (n)	Medium user (o)	Light user (p)	Snapchat — Heavy user (q)	Medium user (r)	Light user (s)	YouTube — Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	24	23	2	-	24	-	24	-	12	2	10	6	1	18	1	3	21	6	2	17	8	6	11
	6%	6%	5%	-	7% eg	-	7% eg	-	6%	4%	7%	5%	3%	7%	1%	6%	7% n	6%	7%	6%	5%	6%	6%
2	35	32	2	1	32	3	32	3	13	9	14	9	-	26	6	2	27	1	3	31	11	8	17
	9%	9%	4%	11%	9%	5%	9%	5%	6%	15% h	10%	7%	-	10%	7%	3%	10%	1%	10%	11% q	7%	8%	10%
3	17	17	-	-	12	5	12	5	11	2	4	3	-	14	2	2	13	2	-	15	5	3	9
	4%	5%	-	-	3%	8%	3%	9%	5%	3%	3%	2%	-	6%	2%	4%	5%	2%	-	5%	3%	3%	5%
4	29	26	1	2	24	5	23	4	15	3	12	7	3	20	4	2	24	3	4	23	12	3	15
	7%	7%	2%	22%	7%	8%	7%	7%	7%	5%	8%	5%	8%	8%	4%	4%	9%	3%	13%	8%	8%	3%	9%
5	43	35	6	1	35	8	35	7	21	7	15	11	3	29	6	3	34	6	4	34	15	8	20
	10%	10%	15%	11%	10%	12%	10%	11%	10%	12%	11%	8%	9%	12%	7%	5%	12%	6%	12%	11%	10%	9%	12%
6	47	38	7	2	40	7	39	6	29	4	14	12	6	29	10	9	28	14	1	32	18	10	19
	11%	11%	16%	21%	11%	11%	11%	10%	13%	7%	10%	9%	18%	12%	11%	17%	10%	16%	3%	11%	12%	11%	11%
7	46	34	9	3	36	10	33	9	22	7	17	15	5	26	8	6	32	9	6	31	14	11	20
	11%	9%	21% a	35%	10%	15%	10%	15%	10%	12%	12%	12%	14%	10%	9%	13%	12%	9%	22%	11%	10%	12%	12%
8	52	49	3	-	38	14	37	13	30	11	11	19	5	28	11	9	33	18	2	32	17	12	24
	13%	14%	8%	-	11%	21% df	11%	21% df	14%	20% j	8%	15%	15%	11%	12%	18%	12%	20% s	7%	11%	11%	12%	14%
9	27	22	5	-	24	3	23	3	18	1	8	11	4	12	12	4	12	12	2	13	14	4	9
	7%	6%	12%	-	7%	5%	7%	5%	8%	2%	6%	9%	12%	5%	13% p	7%	4%	13% s	6%	4%	9%	4%	5%
10 - Definitely IS an advert	93	86	7	-	83	10	82	9	48	11	33	37	7	48	30	11	52	21	5	66	37	30	25
	22%	24%	17%	-	24%	15%	24%	15%	22%	20%	24%	29% m	21%	19%	33% p	22%	19%	23%	19%	23%	25% v	32% v	15%
Mean	6.45	6.44	6.77	5.35	6.42	6.62	6.4	6.61	6.61	6.28	6.27	7.06 m	7.24 m	6.03	7.5 p	6.92	6.03	7.28 s	6.18	6.22	6.7	6.89 v	5.99
Standard Deviation	2.86	2.93	2.42	1.75	2.95	2.34	2.97	2.38	2.77	2.87	3.01	2.78	2.22	2.91	2.59	2.63	2.9	2.51	2.88	2.93	2.85	2.96	2.78
Net: Not an ad (1-3)	77	72	4	1	68	8	68	8	36	12	29	18	1	58	9	7	61	8	5	63	24	16	36
	19%	20%	9%	11%	20%	13%	20%	14%	16%	22%	21%	14%	3%	23% kl	10%	13%	22% n	9%	17%	22% q	16%	17%	22%
Net: Not sure (4-6)	119	100	14	5	99	20	97	17	65	14	40	29	12	78	20	13	85	23	8	88	44	21	54
	29%	28%	34%	53%	28%	31%	28%	29%	30%	24%	29%	23%	35%	31%	23%	27%	31%	25%	29%	30%	29%	23%	32%
Net: Is an ad (7-10)	218	191	24	3	181	37	175	34	118	31	69	83	21	114	60	30	128	60	16	143	83	57	79
	53%	53%	57%	35%	52%	56%	52%	57%	54%	54%	50%	64% m	62%	46%	67% p	60%	47%	66% s	54%	48%	55%	60% v	47%
Net: Top 2 Box	120	108	12	-	106	13	104	12	66	12	41	49	11	60	41	15	64	33	7	79	51	34	34
	29%	30%	28%	-	31%	20%	31%	20%	30%	22%	30%	38% m	33%	24%	46% p	29%	23%	37% s	25%	27%	34% v	36% v	20%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Return to Index

		Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
	Total	Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	24	1	23	6	19	1	23	11	1	2	4	16	9	20	5	4	16	8	5	7	5	2
	6%	2%	7%	3%	8%	2%	7%	4%	2%	3%	4%	4%	15% k	5%	9%	3%	7%	7%	7%	8%	5%	4%
2	35	1	34	10	25	1	34	16	-	2	5	30	5	32	3	6	27	6	5	6	3	1
	9%	2%	10% a	6%	10% e	2%	10% e	6%	-	2%	5%	9%	8%	9%	6%	4%	12% o	5%	7%	7%	3%	2%
3	17	1	16	7	10	1	16	12	-	1	3	14	3	15	2	4	11	3	3	4	4	2
	4%	2%	5%	4%	4%	2%	5%	5%	-	1%	3%	4%	5%	4%	4%	3%	5%	3%	4%	5%	4%	4%
4	29	5	25	10	19	5	25	17	-	2	7	20	9	20	9	5	17	6	8	6	7	1
	7%	8%	7%	6%	8%	8%	7%	7%	-	2%	6%	6%	16% k	5%	19% m	3%	8%	5%	12%	7%	7%	2%
5	43	6	37	10	32	6	37	23	3	4	9	36	7	39	4	11	25	11	5	5	7	4
	10%	10%	10%	6%	14% c	10%	10%	9%	7%	5%	8%	10%	11%	11%	8%	8%	11%	10%	6%	7%	8%	8%
6	47	4	43	23	24	4	43	29	5	6	12	39	8	41	6	14	21	16	9	16	10	5
	11%	7%	12%	13%	10%	7%	12%	11%	13%	9%	11%	11%	14%	11%	12%	10%	10%	14%	12%	20%	11%	10%
7	46	10	36	20	26	10	36	31	5	9	8	42	4	39	7	13	29	15	6	7	11	9
	11%	16%	10%	11%	11%	16%	10%	12%	12%	12%	8%	12%	7%	11%	14%	9%	14%	13%	8%	8%	13%	18%
8	52	9	43	24	29	9	43	30	5	12	14	47	6	45	8	19	26	13	10	12	11	7
	13%	15%	12%	13%	12%	15%	12%	12%	12%	16%	13%	13%	10%	12%	15%	14%	12%	11%	14%	16%	12%	13%
9	27	6	21	15	12	6	21	21	6	13	14	25	2	26	1	14	10	9	8	6	10	5
	7%	9%	6%	8%	5%	9%	6%	8%	15%	18% g	13%	7%	3%	7%	2%	10% p	4%	8%	11%	8%	11%	10%
10 - Definitely IS an advert	93	18	74	51	42	18	74	68	16	23	33	86	7	87	6	47	36	30	14	11	22	14
	22%	31%	21%	29% d	18%	31%	21%	26%	39%	31%	31%	24% l	12%	24% l	12%	34% p	16%	26%	19%	14%	24%	28%
Mean	6.45	7.53 b	6.27	7.09 df	5.98	7.53 df	6.27	6.83	8.19 g	7.85 g	7.28	6.66 l	5.19	6.56	5.7	7.52 p	5.89	6.82	6.45	6.11	6.92	7.39 s
Standard Deviation	2.86	2.34	2.91	2.7	2.9	2.34	2.91	2.77	2.06	2.29	2.71	2.81	2.87	2.87	2.71	2.58	2.89	2.79	2.87	2.79	2.71	2.47
Net: Not an ad (1-3)	77	3	74	23	54	3	74	38	1	5	12	60	16	67	10	13	54	17	13	17	11	5
	19%	5%	21% a	13%	23% ce	5%	21% ce	15% h	2%	6%	11%	17%	28%	18%	19%	10%	25% o	14%	17%	21%	13%	10%
Net: Not sure (4-6)	119	14	105	44	75	14	105	70	8	12	28	95	24	100	19	29	63	33	22	27	24	10
	29%	24%	30%	25%	32%	24%	30%	27%	19%	17%	25%	27%	41% k	27%	38%	22%	29%	28%	30%	34%	27%	20%
Net: Is an ad (7-10)	218	43	175	109	109	43	175	149	33	57	70	200	18	197	21	93	101	68	38	36	54	36
	53%	71% b	49%	62% df	46%	71% df	49%	58% g	78%	77% g	64%	56% l	31%	54%	43%	68% p	46%	58%	52%	46%	60%	70% s
Net: Top 2 Box	120	24	96	65	54	24	96	89	23	36	48	111	9	113	7	61	45	40	22	17	31	20
	29%	40% b	27%	37% df	23%	40% df	27%	35% g	54%	49% g	43%	31% l	15%	31%	14%	45% p	21%	34%	30%	22%	35%	38%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 542
QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 3

															Demographics					
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	15	7	8	-	-	7	8	-	15	-	4	3	5	3	6	8	15	-	-	-
	4%	3%	4%	-	-	3%	4%	-	4%	-	4%	3%	5%	3%	3%	5%	4%	-	-	-
2	10	3	7	-	-	3	7	-	10	1	3	3	2	1	4	6	10	-	-	-
	2%	1%	3%	-	-	1%	3%	-	2%	2%	3%	3%	2%	1%	2%	3%	3%	-	-	-
3	9	3	6	-	-	3	6	-	9	1	1	-	5	2	4	5	9	-	-	-
	2%	1%	3%	-	-	1%	3%	-	2%	2%	1%	-	5%	2%	2%	3%	3%	-	-	-
												k								
4	14	8	7	-	-	8	7	-	14	-	7	1	4	3	8	7	9	2	-	4
	3%	4%	3%	-	-	4%	3%	-	3%	-	7%	1%	4%	3%	3%	4%	3%	7%	-	29%
5	23	14	9	-	-	14	9	-	23	4	2	7	4	7	16	7	17	1	5	-
	6%	7%	4%	-	-	7%	4%	-	6%	7%	2%	8%	4%	8%	7%	4%	5%	6%	15%	-
6	34	13	22	-	-	13	22	-	34	7	7	11	5	5	24	10	33	-	1	-
	8%	6%	10%	-	-	6%	10%	-	8%	13%	7%	12%	5%	6%	10%	6%	10%	-	3%	-
7	39	21	17	-	-	21	17	-	39	4	13	12	7	4	18	21	33	2	4	-
	9%	11%	8%	-	-	11%	8%	-	9%	7%	13%	13%	7%	5%	7%	12%	10%	7%	12%	-
8	53	28	25	-	-	28	25	-	53	8	10	14	12	10	30	24	47	3	1	2
	13%	14%	12%	-	-	14%	12%	-	13%	16%	10%	15%	13%	12%	12%	14%	14%	14%	4%	15%
9	42	22	20	-	-	22	20	-	42	4	12	7	11	8	29	13	32	3	4	4
	10%	11%	10%	-	-	11%	10%	-	10%	9%	11%	8%	12%	10%	12%	8%	9%	14%	12%	28%
10 - Definitely IS an advert	175	83	92	-	-	83	92	-	175	21	42	34	38	39	104	70	141	13	17	4
	42%	41%	43%	-	-	41%	43%	-	42%	43%	42%	38%	42%	48%	43%	41%	41%	52%	54%	28%
Mean	7.89	7.93	7.84	-	-	7.93	7.84	-	7.89	8.2	7.82	7.79	7.72	8.08	8.03	7.69	7.78	8.64	8.56	7.69
Standard Deviation	2.53	2.44	2.61	-	-	2.44	2.61	-	2.53	2.06	2.63	2.39	2.79	2.53	2.38	2.72	2.6	1.95	1.92	2.53
Net: Not an ad (1-3)	33	13	20	-	-	13	20	-	33	2	8	6	11	6	14	19	33	-	-	-
	8%	6%	9%	-	-	6%	9%	-	8%	4%	8%	6%	13%	7%	6%	11%	10%	-	-	-
Net: Not sure (4-6)	72	34	38	-	-	34	38	-	72	10	16	19	12	14	48	24	59	3	6	4
	17%	17%	18%	-	-	17%	18%	-	17%	21%	16%	20%	14%	18%	20%	14%	17%	14%	18%	29%
Net: Is an ad (7-10)	309	155	154	-	-	155	154	-	309	38	77	67	66	61	181	128	252	21	26	9
	75%	77%	73%	-	-	77%	73%	-	75%	76%	76%	73%	74%	75%	75%	75%	73%	86%	82%	71%
Net: Top 2 Box	217	105	112	-	-	105	112	-	217	26	54	42	48	48	133	84	172	16	21	7
	52%	52%	53%	-	-	52%	53%	-	52%	52%	53%	46%	53%	58%	55%	49%	50%	66%	66%	56%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 543

QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	15	13	2	-	14	1	14	1	8	-	7	3	-	11	1	2	12	3	1	11	5	1	9
	4%	4%	4%	-	4%	2%	4%	2%	4%	-	5%	2%	-	5%	1%	4%	4%	3%	3%	4%	3%	1%	5%
2	10	9	1	-	10	-	9	-	4	-	6	4	1	5	1	1	8	1	1	8	4	1	5
	2%	2%	2%	-	3%	-	3%	-	2%	-	4%	3%	3%	2%	1%	2%	3%	1%	3%	3%	3%	1%	3%
3	9	5	4	-	7	2	7	2	4	2	3	-	1	8	2	-	7	1	-	8	3	-	6
	2%	1%	9% a	-	2%	3%	2%	3%	2%	3%	2%	-	3%	3%	2%	-	2%	1%	-	3%	2%	-	3%
4	14	13	-	1	13	1	13	1	9	4	2	4	2	9	3	-	11	3	1	11	5	5	5
	3%	4%	-	11%	4%	1%	4%	2%	4%	7%	1%	3%	6%	3%	3%	-	4%	3%	3%	4%	3%	5%	3%
5	23	17	5	1	19	3	19	3	12	5	6	4	3	16	5	4	13	5	1	16	8	5	9
	6%	5%	12%	11%	6%	5%	5%	4%	5%	9%	5%	3%	9%	6%	6%	8%	5%	6%	5%	6%	6%	6%	5%
6	34	30	3	1	30	5	29	4	22	2	11	16	3	16	8	6	21	13	5	16	18	8	9
	8%	8%	7%	11%	8%	8%	8%	7%	10%	3%	8%	12%	9%	6%	9%	12%	8%	14% s	17%	6%	12% v	8%	5%
7	39	31	7	1	32	7	32	7	20	4	18	15	5	18	10	7	21	12	3	23	17	11	10
	9%	9%	16%	11%	9%	11%	9%	12%	9%	7%	11%	12%	15%	7%	11%	15%	8%	14%	10%	8%	11%	12%	6%
8	53	48	3	2	42	11	40	11	29	7	18	17	3	33	9	9	35	10	6	37	22	8	23
	13%	13%	7%	24%	12%	16%	12%	18%	13%	12%	13%	13%	8%	13%	10%	19%	13%	11%	22%	13%	15%	8%	14%
9	42	36	4	2	35	7	35	6	24	10	9	12	5	26	7	5	30	11	1	31	14	5	24
	10%	10%	10%	22%	10%	11%	10%	10%	11%	17% j	6%	9%	15%	10%	8%	10%	11%	12%	3%	11%	9%	5%	14% u
10 - Definitely IS an advert	175	161	13	1	146	29	144	26	89	23	62	55	11	109	43	15	117	32	10	133	54	51	69
	42%	44%	31%	11%	42%	43%	42%	43%	41%	41%	45%	42%	34%	43%	48%	30%	42%	35%	33%	45%	36%	54% t	41%
Mean	7.89	7.98 b	7.16	7.37	7.82	8.24	7.84	8.23	7.87	8.14	7.81	8	7.69	7.85	8.18	7.68	7.83	7.76	7.54	7.96	7.68	8.33 t	7.82
Standard Deviation	2.53	2.5	2.77	1.98	2.59	2.12	2.59	2.13	2.49	2.2	2.72	2.34	2.34	2.65	2.25	2.3	2.65	2.35	2.43	2.59	2.47	2.2	2.72
Net: Not an ad (1-3)	33	26	7	-	30	3	29	3	16	2	16	7	2	24	4	3	26	5	2	26	12	2	19
	8%	7%	16%	-	9%	5%	9%	5%	7%	3%	11%	5%	6%	10%	4%	6%	10%	5%	7%	9%	8%	2%	11% u
Net: Not sure (4-6)	72	61	8	3	62	9	60	7	42	11	19	24	8	40	16	10	46	21	7	44	31	18	23
	17%	17%	19%	32%	18%	14%	18%	12%	19%	19%	14%	18%	23%	16%	18%	20%	17%	23%	25%	15%	21%	19%	14%
Net: Is an ad (7-10)	309	276	27	6	255	54	251	50	161	44	103	99	24	186	69	37	203	65	20	224	107	75	127
	75%	76%	65%	68%	73%	81%	74%	82%	74%	78%	75%	76%	71%	74%	77%	74%	74%	71%	68%	76%	72%	79%	75%
Net: Top 2 Box	217	197	17	3	181	36	179	32	113	33	71	66	16	134	50	20	147	43	11	164	68	56	93
	52%	54%	42%	33%	52%	54%	53%	53%	52%	58%	52%	51%	48%	54%	56%	40%	54%	47%	36%	56%	45%	59% t	55%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 544
QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	15	1	14	2	13	1	14	5	1	2	1	8	7	11	4	1	11	2	1	1	1	1
	4%	2%	4%	1%	5%	2%	4%	2%	2%	3%	1%	2%	11% k	3%	8%	1%	5% o	2%	1%	1%	1%	2%
2	10	-	10	4	6	-	10	4	3	1	4	5	5	6	4	2	6	2	2	1	-	1
	2%	-	3%	2%	2% c	-	3%	1%	7% g	1%	4%	1%	8% k	2%	8% m	1%	3%	2%	3%	1%	-	2%
3	9	1	8	2	7	1	8	2	-	-	1	6	3	7	2	2	5	4	1	2	2	-
	2%	2%	2%	1%	3%	2%	2%	1%	-	-	1%	2%	5%	2%	4%	1%	2%	3%	1%	2%	2%	-
4	14	2	12	7	8	2	12	3	1	-	1	12	2	11	3	2	8	6	2	4	-	-
	3%	3%	4%	4%	3%	3%	4%	1%	3%	-	1%	4%	3%	3%	6%	1%	4%	5% t	3%	5% t	-	-
5	23	1	22	5	18	1	22	12	2	3	4	14	9	14	9	5	11	3	3	3	3	5
	6%	2%	6%	3%	7%	2%	6%	5%	5%	5%	3%	4%	15% k	4%	17% m	4%	5%	3%	4%	4%	3%	11% q
6	34	7	27	18	17	7	27	22	5	6	10	30	5	30	5	10	21	10	8	7	6	4
	8%	12%	8%	10%	7%	12%	8%	8%	12%	8%	9%	8%	8%	8%	10%	7%	10%	8%	11%	9%	6%	8%
7	39	9	30	20	19	9	30	25	6	6	11	33	6	33	6	15	14	13	7	7	7	4
	9%	14%	8%	11%	8%	14%	8%	10%	14%	8%	10%	9%	10%	9%	12%	11%	6%	11%	10%	8%	8%	7%
8	53	12	41	27	26	12	41	30	4	11	14	51	2	50	3	15	31	12	7	12	12	9
	13%	20%	12%	15%	11%	20%	12%	12%	10%	15%	13%	14% l	3%	14%	6%	11%	14%	10%	9%	15%	14%	18%
9	42	8	34	22	21	8	34	36	7	11	17	37	6	41	1	16	18	15	9	11	14	5
	10%	13%	10%	12%	9%	13%	10%	14%	18%	15%	15%	10%	9%	11% n	2%	12%	8%	13%	13%	14%	16%	10%
10 - Definitely IS an advert	175	20	155	70	104	20	155	119	12	33	47	159	15	160	14	68	93	52	33	32	43	22
	42%	33%	44%	40%	44%	33%	44%	46% h	29%	45%	43%	45% l	26%	44% n	28%	50%	43%	44%	45%	40%	49%	42%
Mean	7.89	8.05	7.86	8.11	7.72	8.05	7.86	8.34 h	7.51	8.4	8.27	8.16 l	6.24	8.1 n	6.33	8.48 p	7.76	8.07	8.16	8.09	8.65	8.16
Standard Deviation	2.53	1.99	2.61	2.17	2.75	1.99	2.61	2.15	2.56	2.13	2.17	2.29	3.2	2.38	3.01	2.03	2.68	2.37	2.32	2.25	1.85	2.2
Net: Not an ad (1-3)	33	2	31	8	25	2	31	11	4	3	6	19	14	23	10	5	21	8	4	4	3	2
	8%	3%	9%	4%	11% c	3%	9%	4%	10%	4%	5%	5%	25% k	6%	19% m	4%	10% o	7%	6%	5%	3%	4%
Net: Not sure (4-6)	72	10	62	29	42	10	62	37	8	9	15	56	16	55	17	17	40	19	13	14	9	9
	17%	17%	17%	17%	18%	17%	17%	14%	20%	13%	13%	16%	27%	15%	33% m	13%	19%	16%	18%	18%	10%	18%
Net: Is an ad (7-10)	309	49	260	139	170	49	260	210	29	61	89	280	29	285	24	114	155	91	56	62	77	40
	75%	80%	74%	79%	72%	80%	74%	81%	70%	83%	81%	79% l	49%	78% n	48%	84% p	72%	77%	77%	78%	87%	78%
Net: Top 2 Box	217	28	189	92	125	28	189	154	19	44	64	196	21	202	15	84	110	67	42	43	58	27
	52%	46%	54%	52%	53%	46%	54%	60%	47%	60%	58%	55% l	36%	56% n	30%	62%	51%	57%	58%	55%	65%	52%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 545

QINF3_7 - Advert or not advert: 07. Zoe Sugg_3 Advert black

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	14	7	7	-	-	7	7	-	14	2	3	4	3	3	5	9	12	-	-	2
	3%	3%	3%	-	-	3%	3%	-	3%	4%	3%	4%	3%	3%	2%	5%	4%	-	-	15%
2	14	5	9	-	-	5	9	-	14	2	3	4	5	-	7	7	14	-	-	-
	3%	2%	4%	-	-	2%	4%	-	3%	4%	3%	4%	5% m	-	3%	4%	4%	-	-	-
3	18	10	8	-	-	10	8	-	18	-	6	6	5	1	8	9	18	-	-	-
	4%	5%	4%	-	-	5%	4%	-	4%	-	6%	6%	5%	1%	3%	6%	5%	-	-	-
4	15	6	9	-	-	6	9	-	15	2	2	5	2	4	8	7	9	3	1	2
	4%	3%	4%	-	-	3%	4%	-	4%	4%	2%	6%	2%	5%	3%	4%	3%	13%	4%	14%
5	31	15	16	-	-	15	16	-	31	3	5	11	6	6	19	12	27	1	2	-
	8%	7%	8%	-	-	7%	8%	-	8%	7%	5%	12%	6%	7%	8%	7%	8%	6%	8%	-
6	27	15	12	-	-	15	12	-	27	6	7	5	6	3	14	13	25	2	-	-
	7%	7%	6%	-	-	7%	6%	-	7%	13%	7%	5%	6%	4%	6%	7%	7%	7%	-	-
7	38	16	21	-	-	16	21	-	38	5	4	13	10	5	19	19	33	2	1	2
	9%	8%	10%	-	-	8%	10%	-	9%	10%	4% j	14%	12%	6%	8%	11%	10%	6%	4%	14%
8	51	27	24	-	-	27	24	-	51	9	14	13	5	11	31	20	42	2	4	4
	12%	13%	12%	-	-	13%	12%	-	12%	19% l	13%	14% l	5%	13%	13%	12%	12%	7%	11%	30%
9	42	19	23	-	-	19	23	-	42	4	12	9	9	9	25	17	35	3	4	-
	10%	9%	11%	-	-	9%	11%	-	10%	7%	12%	10%	10%	11%	10%	10%	10%	13%	12%	-
10 - Definitely IS an advert	164	81	83	-	-	81	83	-	164	16	45	23	40	40	106	58	129	11	20	4
	40%	40%	39%	-	-	40%	39%	-	40% k	33%	44% k	25%	45% k	49% k	44%	34%	38%	46%	61%	28%
Mean	7.65	7.69	7.61	-	-	7.69	7.61	-	7.65 k	7.54	7.89 k	6.88	7.68	8.24 k	7.94 o	7.24	7.53	8.14	8.92	6.82
Standard Deviation	2.67	2.64	2.7	-	-	2.64	2.7	-	2.67	2.49	2.67	2.73	2.81	2.38	2.5	2.85	2.71	2.28	1.77	3.18
Net: Not an ad (1-3)	45	22	24	-	-	22	24	-	45	4	12	13	12	4	20	26	43	-	-	2
	11%	11%	11%	-	-	11%	11%	-	11%	7%	12%	15% m	14%	5%	8% n	15%	13%	-	-	15%
Net: Not sure (4-6)	73	36	37	-	-	36	37	-	73	12	14	21	13	13	41	32	61	6	4	2
	18%	18%	17%	-	-	18%	17%	-	18%	24%	14%	23%	15%	16%	17%	19%	18%	27%	11%	14%
Net: Is an ad (7-10)	295	144	151	-	-	144	151	-	295	34	75	57	64	65	181	114	239	18	29	9
	71%	71%	71%	-	-	71%	71%	-	71%	69%	74%	62%	72%	80% k	75%	66%	70%	73%	89%	71%
Net: Top 2 Box	206	101	106	-	-	101	106	-	206	20	57	31	49	49	131	75	165	14	24	4
	50%	50%	50%	-	-	50%	50%	-	50% k	40%	56% k	34%	55% k	60% ik	54% o	44%	48%	60%	73%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 546

QINF3_7 - Advert or not advert: 07. Zoe Sugg_3 Advert black

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	14	12	2	-	13	1	13	1	8	3	4	3	-	11	2	1	11	2	-	12	6	2	7
	3%	3%	5%	-	4%	2%	4%	2%	4%	5%	3%	2%	-	5%	2%	2%	4%	2%	-	4%	4%	2%	4%
2	14	12	2	-	12	2	12	2	9	1	4	5	1	8	1	2	11	5	-	9	3	4	7
	3%	3%	4%	-	3%	3%	3%	3%	4%	2%	3%	4%	3%	3%	1%	4%	4%	5%	-	3%	2%	4%	4%
3	18	16	1	1	16	2	15	2	10	2	6	4	2	12	2	2	14	3	2	13	7	3	8
	4%	4%	2%	11%	4%	3%	4%	3%	4%	3%	4%	3%	6%	5%	2%	4%	5%	3%	7%	4%	5%	3%	5%
4	15	13	2	-	14	2	12	2	7	1	7	3	1	11	4	2	9	1	1	13	3	3	9
	4%	4%	5%	-	4%	2%	4%	3%	3%	2%	5%	2%	3%	4%	5%	3%	3%	1%	3%	4%	2%	3%	5%
5	31	28	2	1	28	3	27	3	21	3	8	9	4	18	3	3	25	6	3	22	14	7	10
	8%	8%	5%	11%	8%	5%	8%	5%	9%	5%	6%	7%	11%	7%	4%	6%	9%	7%	12%	7%	9%	8%	6%
6	27	23	4	-	22	5	22	4	14	4	9	10	3	14	6	3	18	10	3	14	13	6	9
	7%	6%	9%	-	6%	7%	7%	6%	7%	7%	6%	7%	9%	6%	7%	6%	7%	11%	10%	5%	8%	6%	5%
7	38	32	5	1	33	4	32	4	21	4	13	10	5	22	5	5	27	5	3	29	13	9	16
	9%	9%	12%	11%	10%	6%	9%	7%	10%	7%	9%	8%	15%	9%	6%	11%	10%	5%	12%	10%	9%	9%	9%
8	51	44	7	-	38	13	37	11	24	11	15	21	6	24	13	12	26	18	8	25	20	14	17
	12%	12%	17%	-	11%	20%	11%	18%	11%	20%	11%	16%	18%	10%	14%	24%	10%	20%	27%	9%	14%	14%	10%
																p		s					
9	42	39	1	2	33	10	33	9	22	7	14	12	2	28	10	4	29	10	1	31	19	4	19
	10%	11%	2%	22%	9%	15%	10%	14%	10%	11%	10%	9%	6%	11%	11%	7%	10%	11%	3%	11%	13%	4%	11%
																						u	
10 - Definitely IS an advert	164	144	16	4	139	25	137	23	84	22	59	53	10	100	44	17	104	31	8	125	52	44	68
	40%	40%	39%	46%	40%	38%	40%	38%	38%	38%	43%	41%	30%	40%	49%	33%	38%	34%	26%	43%	35%	47%	40%
Mean	7.65	7.66	7.47	8.15	7.58	8.02	7.6	7.97	7.52	7.82	7.79	7.86	7.43	7.57	8.3	7.64	7.44	7.65	7.41	7.67	7.57	7.89	7.59
															p								
Standard Deviation	2.67	2.67	2.76	2.57	2.73	2.33	2.73	2.4	2.73	2.59	2.62	2.52	2.35	2.79	2.31	2.48	2.79	2.54	2.17	2.76	2.6	2.57	2.79
Net: Not an ad (1-3)	45	40	5	1	41	5	40	5	26	6	13	12	3	31	5	5	36	10	2	34	16	9	21
	11%	11%	11%	11%	12%	7%	12%	8%	12%	10%	10%	9%	8%	12%	5%	10%	13%	11%	7%	11%	10%	9%	12%
																	n						
Net: Not sure (4-6)	73	65	8	1	64	10	62	9	42	8	23	22	8	44	13	7	53	17	7	49	30	16	28
	18%	18%	18%	11%	18%	15%	18%	14%	19%	14%	17%	17%	23%	18%	15%	15%	19%	19%	25%	17%	20%	16%	17%
Net: Is an ad (7-10)	295	259	29	7	243	52	239	47	151	44	101	96	23	175	72	38	186	64	20	211	105	71	120
	71%	71%	70%	78%	70%	78%	70%	78%	69%	76%	73%	74%	68%	70%	80%	76%	68%	71%	68%	72%	70%	74%	71%
															p								
Net: Top 2 Box	206	183	17	6	172	34	170	31	105	28	73	65	12	129	54	20	132	41	9	157	71	48	87
	50%	50%	41%	67%	49%	52%	50%	52%	48%	49%	53%	50%	36%	51%	60%	41%	48%	45%	29%	53%	47%	51%	52%
															o								

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 547

QINF3_7 - Advert or not advert: 07. Zoe Sugg_3 Advert black

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	14	1	13	2	12	1	13	8	-	2	1	6	9	7	8	2	12	2	1	1	2	1
	3%	1%	4%	1%	5%	1%	4%	3%	-	3%	1%	2%	15%	2%	15%	1%	5%	2%	1%	1%	2%	2%
				c									k		m							
2	14	2	12	6	8	2	12	6	-	-	3	12	2	12	2	4	8	2	2	1	2	2
	3%	3%	3%	3%	3%	3%	3%	2%	-	-	3%	3%	3%	3%	4%	3%	4%	2%	3%	1%	2%	4%
3	18	1	17	4	14	1	17	5	3	1	2	14	4	14	4	3	6	3	3	4	1	2
	4%	2%	5%	2%	6%	2%	5%	2%	7%	1%	2%	4%	7%	4%	8%	2%	3%	2%	4%	5%	1%	4%
4	15	4	11	6	9	4	11	6	1	2	4	14	2	14	2	2	10	3	3	3	2	1
	4%	7%	3%	3%	4%	7%	3%	2%	3%	3%	4%	4%	3%	4%	3%	1%	5%	3%	4%	4%	2%	2%
5	31	5	26	12	20	5	26	20	1	1	8	25	7	27	5	10	13	10	4	5	9	5
	8%	8%	7%	7%	8%	8%	7%	8%	2%	1%	8%	7%	11%	7%	10%	8%	6%	9%	6%	7%	10%	11%
6	27	3	24	15	12	3	24	17	1	2	5	20	7	23	4	11	11	14	5	8	4	2
	7%	5%	7%	8%	5%	5%	7%	6%	2%	3%	4%	6%	11%	6%	8%	8%	5%	11%	7%	10%	4%	4%
7	38	6	32	14	23	6	32	27	2	9	12	33	5	32	6	11	21	9	8	5	9	8
	9%	9%	9%	8%	10%	9%	9%	10%	5%	12%	11%	9%	8%	9%	12%	8%	10%	7%	11%	6%	10%	15%
8	51	11	40	28	23	11	40	30	6	12	12	46	5	49	2	18	28	12	14	17	16	4
	12%	19%	11%	16%	10%	19%	11%	12%	15%	17%	11%	13%	8%	14%	4%	13%	13%	10%	19%	21%	18%	7%
																		q				
9	42	7	35	26	16	7	35	29	5	7	11	39	3	39	3	16	22	13	4	5	5	3
	10%	12%	10%	15%	7%	12%	10%	11%	12%	10%	10%	11%	5%	11%	6%	12%	10%	11%	5%	6%	6%	6%
				d																		
10 - Definitely IS an advert	164	21	143	64	100	21	143	110	23	37	51	147	17	148	16	60	88	52	30	32	39	24
	40%	35%	41%	36%	42%	35%	41%	43%	54%	51%	47%	41%	29%	41%	31%	44%	40%	44%	41%	44%	44%	46%
Mean	7.65	7.74	7.63	7.92	7.45	7.74	7.63	7.98	8.59	8.55	8.16	7.87	6.3	7.84	6.3	8.12	7.62	7.98	7.84	7.85	8.03	7.83
													l		n							
Standard Deviation	2.67	2.41	2.71	2.33	2.89	2.41	2.71	2.45	2.13	2.07	2.31	2.5	3.25	2.51	3.37	2.32	2.79	2.37	2.42	2.36	2.34	2.6
Net: Not an ad (1-3)	45	4	42	11	34	4	42	18	3	3	6	31	15	32	14	8	25	7	6	6	5	5
	11%	6%	12%	6%	14%	6%	12%	7%	7%	4%	5%	9%	25%	9%	27%	6%	12%	6%	8%	7%	5%	9%
				c									k		m							
Net: Not sure (4-6)	73	12	61	32	41	12	61	42	3	5	17	59	15	63	10	23	34	27	12	16	15	8
	18%	20%	17%	18%	17%	20%	17%	16%	7%	7%	16%	16%	25%	17%	20%	17%	16%	23%	17%	20%	17%	16%
Net: Is an ad (7-10)	295	45	250	132	163	45	250	197	36	65	87	266	29	269	26	105	158	85	55	58	69	38
	71%	74%	71%	75%	68%	74%	71%	77%	86%	89%	79%	75%	50%	74%	53%	77%	73%	72%	75%	73%	78%	74%
								g				l		n								
Net: Top 2 Box	206	28	178	90	116	28	178	140	28	45	62	187	20	188	19	76	109	64	34	36	44	27
	50%	46%	50%	51%	49%	46%	50%	54%	66%	61%	57%	53%	33%	52%	37%	56%	50%	54%	46%	46%	50%	52%
												l		n								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 548

QINF3_8 - Advert or not advert: 08. JamesLock6_3 ad

Base: Cell 3

																				Demographics
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	35	15	20	-	-	15	20	-	35	5	9	7	11	4	16	19	30	-	1	4
	8%	7%	9%	-	-	7%	9%	-	8%	9%	9%	7%	12%	5%	6%	11%	9%	-	4%	29%
2	31	15	15	-	-	15	15	-	31	5	8	6	7	5	16	14	27	2	-	2
	7%	8%	7%	-	-	8%	7%	-	7%	9%	8%	6%	8%	6%	7%	8%	8%	7%	-	14%
3	17	5	12	-	-	5	12	-	17	-	4	2	6	6	9	9	14	2	-	2
	4%	2%	6%	-	-	2%	6%	-	4%	-	4%	2%	6%	7%	4%	5%	4%	7%	-	14%
4	21	14	6	-	-	14	6	-	21	4	2	4	6	5	7	13	19	-	1	-
	5%	7%	3%	-	-	7%	3%	-	5%	8%	2%	5%	6%	6%	3% n	8%	6%	-	4%	-
5	51	26	25	-	-	26	25	-	51	8	14	15	10	4	30	21	44	5	3	-
	12%	13%	12%	-	-	13%	12%	-	12%	16% m	14%	17% m	11%	5%	12%	12%	13%	20%	8%	-
6	41	20	21	-	-	20	21	-	41	9	6	12	6	8	27	14	41	-	-	-
	10%	10%	10%	-	-	10%	10%	-	10%	18% jl	6%	13%	6%	10%	11%	8%	12%	-	-	-
7	41	19	22	-	-	19	22	-	41	2	12	14	8	6	23	18	29	3	7	2
	10%	10%	10%	-	-	10%	10%	-	10%	4%	11%	15%	9%	7%	10%	11%	8%	14%	23%	14%
8	52	29	23	-	-	29	23	-	52	3	13	11	6	20	32	20	41	3	4	4
	13%	14%	11%	-	-	14%	11%	-	13%	6%	13%	12%	6%	24% hil	13%	12%	12%	13%	12%	29%
9	44	20	24	-	-	20	24	-	44	5	11	9	10	9	29	15	34	6	4	-
	11%	10%	11%	-	-	10%	11%	-	11%	10%	11%	10%	11%	11%	12%	9%	10%	26%	12%	-
10 - Definitely IS an advert	80	38	42	-	-	38	42	-	80	10	22	12	21	16	54	26	65	3	12	-
	19%	19%	20%	-	-	19%	20%	-	19%	19%	22%	13%	23%	19%	22%	15%	19%	13%	37%	-
Mean	6.38	6.42	6.35	-	-	6.42	6.35	-	6.38	6.1	6.48	6.29	6.14	6.8	6.72 o	5.9	6.27	7.01	7.98	4.3
Standard Deviation	2.92	2.85	3	-	-	2.85	3	-	2.92	2.94	3.01	2.65	3.22	2.76	2.83	2.99	2.93	2.51	2.28	3.14
Net: Not an ad (1-3)	83	35	48	-	-	35	48	-	83	9	21	14	24	14	41	42	71	3	1	7
	20%	17%	23%	-	-	17%	23%	-	20%	18%	21%	16%	26%	18%	17%	25%	21%	14%	4%	57%
Net: Not sure (4-6)	112	60	52	-	-	60	52	-	112	21	23	31	21	17	64	49	104	5	4	-
	27%	30%	25%	-	-	30%	25%	-	27%	42% hjlm	22%	34%	24%	21%	26%	28%	30%	20%	12%	-
Net: Is an ad (7-10)	218	106	112	-	-	106	112	-	218	20	57	46	45	50	138	80	169	16	27	6
	53%	53%	53%	-	-	53%	53%	-	53%	40%	57%	51%	50%	61% i	57%	47%	49%	66%	85%	43%
Net: Top 2 Box	124	58	66	-	-	58	66	-	124	15	33	21	31	25	83	42	99	9	16	-
	30%	29%	31%	-	-	29%	31%	-	30%	30%	33%	23%	34%	30%	34% o	24%	29%	39%	49%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 549
QINF3_8 - Advert or not advert: 08. JamesLock6_3 ad

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	35	31	4	-	34	1	34	-	15	4	16	9	-	26	4	2	29	5	1	29	14	10	11
	8%	9%	9%	-	10% eg	2%	10% eg	-	7%	7%	11%	7%	-	10%	4%	4%	11%	5%	4%	10%	10%	10%	6%
2	31	26	3	2	30	1	30	1	11	9	11	6	2	23	3	4	24	6	2	23	12	6	13
	7%	7%	7%	22%	9% e	1%	9% e	1%	5%	16% h	8%	5%	6%	9%	3%	8%	9%	6%	7%	8%	8%	6%	8%
3	17	16	2	-	15	2	15	1	8	5	5	5	1	12	2	1	14	4	-	14	3	4	11
	4%	4%	4%	-	4%	3%	5%	2%	4%	8%	3%	4%	3%	5%	2%	2%	5%	4%	-	5%	2%	4%	6%
4	21	18	3	-	17	3	17	3	11	1	9	6	-	15	4	1	16	2	3	16	7	4	10
	5%	5%	7%	-	5%	5%	5%	5%	5%	2%	6%	4%	-	6%	4%	2%	6%	2%	10%	5%	5%	4%	6%
5	51	44	5	2	40	11	37	10	32	4	15	17	6	29	17	9	25	13	6	32	23	15	13
	12%	12%	11%	21%	12%	16%	11%	16%	14%	7%	11%	13%	17%	11%	19% p	18%	9%	14%	22%	11%	15% v	16%	8%
6	41	33	5	3	35	6	35	5	20	3	18	10	4	27	6	4	31	6	4	31	16	10	15
	10%	9%	12%	32%	10%	9%	10%	8%	9%	5%	13%	7%	11%	11%	7%	8%	11%	6%	13%	11%	11%	10%	9%
7	41	35	6	-	31	10	30	10	28	6	7	14	9	18	5	13	23	14	6	22	18	5	18
	10%	10%	15%	-	9%	15%	9%	17%	13% j	11%	5%	11% km	28%	7%	6%	27% np	8%	15% s	21%	7%	12%	6%	11%
8	52	50	2	-	37	16	37	14	30	5	18	17	2	33	11	4	37	15	1	36	13	11	28
	13%	14%	5%	-	11%	23% df	11%	23% df	14%	8%	13%	13%	6%	13%	12%	8%	14%	17%	3%	12%	9%	11%	17% t
9	44	38	4	2	40	5	37	5	23	11	10	16	3	25	12	3	29	11	2	32	16	8	20
	11%	10%	11%	24%	11%	8%	11%	8%	11%	19% j	7%	13%	9%	10%	13%	6%	11%	12%	5%	11%	11%	9%	12%
10 - Definitely IS an advert	80	72	8	-	68	12	67	12	42	9	29	31	7	43	25	9	46	17	4	59	27	23	30
	19%	20%	19%	-	20%	18%	20%	20%	19%	16%	21%	24%	20%	17%	28% p	17%	17%	18%	14%	20%	18%	24%	18%
Mean	6.38	6.42	6.22	5.62	6.25	7.09 df	6.22	7.29 df	6.58	6.14	6.16	6.84 m	6.98	6.06	7.16 p	6.51	6.1	6.75	6.14	6.29	6.24	6.39	6.5
Standard Deviation	2.92	2.93	2.95	2.56	3.03	2.19	3.04	2.04	2.75	3.18	3.07	2.82	2.27	3.02	2.69	2.54	3.02	2.7	2.44	3.03	2.92	3.05	2.87
Net: Not an ad (1-3)	83	72	9	2	79	4	79	2	34	18	31	20	3	60	9	7	67	14	3	66	29	19	35
	20%	20%	21%	22%	23% eg	6%	23% eg	3%	16%	32% h	23%	15%	9%	24% kl	10%	14%	25% n	16%	11%	22%	19%	20%	20%
Net: Not sure (4-6)	112	95	12	5	93	20	90	18	63	8	42	32	10	71	27	14	72	20	13	79	47	28	38
	27%	26%	30%	53%	27%	30%	26%	29%	29% i	14%	31% i	25%	28%	28%	30%	28%	26%	22%	45%	27%	31%	30%	22%
Net: Is an ad (7-10)	218	195	21	2	176	43	171	41	122	31	65	78	21	119	54	29	135	56	13	149	75	47	97
	53%	54%	50%	24%	51%	64% df	50%	67% df	56%	55%	47%	60% m	63%	47%	60%	58%	49%	62%	44%	51%	50%	50%	57%
Net: Top 2 Box	124	110	12	2	108	17	104	17	65	20	39	47	10	68	38	12	75	27	6	91	43	31	50
	30%	30%	30%	24%	31%	26%	31%	28%	30%	35%	29%	36%	29%	27%	42% op	24%	27%	30%	20%	31%	29%	33%	30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 550

QINF3_8 - Advert or not advert: 08. JamesLock6_3 ad

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	35	4	31	10	25	4	31	20	-	5	5	24	10	28	7	8	18	8	7	5	5	3
	8%	6%	9%	6%	11%	6%	9%	8%	-	7%	4%	7%	18% k	8%	13%	6%	9%	7%	9%	6%	5%	6%
2	31	3	28	11	20	3	28	15	2	2	8	21	10	22	9	6	15	8	5	7	9	5
	7%	5%	8%	6%	8%	5%	8%	6%	5%	2%	7%	6%	17% k	6%	17% m	4%	7%	7%	7%	9%	11%	9%
3	17	-	17	4	14	-	17	7	1	1	1	15	3	15	3	4	12	8	5	7	3	1
	4%	-	5%	2%	6%	-	5%	3%	2%	1%	1%	4%	5%	4%	6%	3%	5%	7%	7%	8%	3%	2%
4	21	4	17	10	10	4	17	15	1	-	2	16	5	18	3	6	9	5	3	3	4	3
	5%	6%	5%	6%	4%	6%	5%	6% i	2%	-	2%	4%	8%	5%	6%	4%	4%	4%	4%	4%	4%	6%
5	51	11	40	25	26	11	40	27	6	7	13	43	9	44	8	16	27	16	11	7	13	9
	12%	19%	11%	14%	11%	19%	11%	11%	15%	10%	12%	12%	15%	12%	15%	12%	12%	13%	15%	9%	15%	17%
6	41	5	36	14	27	5	36	32	2	5	13	35	6	35	6	10	23	6	6	11	7	4
	10%	8%	10%	8%	11%	8%	10%	12%	5%	7%	11%	10%	10%	10%	12%	8%	10%	5%	8%	13% q	7%	7%
7	41	8	34	20	22	8	34	24	6	9	10	38	4	37	4	9	26	9	7	9	4	4
	10%	13%	10%	11%	9%	13%	10%	9%	15%	12%	9%	11%	6%	10%	9%	7%	12%	7%	9%	12%	5%	8%
8	52	8	44	24	28	8	44	29	3	11	13	47	5	46	6	20	29	14	10	12	8	3
	13%	14%	12%	14%	12%	14%	12%	11%	7%	15%	12%	13%	9%	13%	12%	15%	14%	12%	14%	15%	10%	6%
9	44	8	37	17	27	8	37	29	3	12	15	41	4	43	2	18	26	18	6	7	12	6
	11%	13%	10%	10%	11%	13%	10%	11%	7%	16%	13%	11%	6%	12%	4%	13%	12%	15%	8%	8%	14%	12%
10 - Definitely IS an advert	80	10	70	41	39	10	70	59	17	22	32	76	4	77	3	39	32	28	14	13	23	13
	19%	16%	20%	23%	17%	16%	20%	23%	41% g	29%	29%	21% l	7%	21% n	6%	29% p	15%	24%	19%	16%	26%	26%
Mean	6.38	6.61	6.34	6.76 d	6.1	6.61	6.34	6.64	7.71 g	7.53 g	7.22	6.66 l	4.69	6.59 n	4.89	7.17 p	6.28	6.7	6.21	6.25	6.68	6.6
Standard Deviation	2.92	2.66	2.97	2.77	3.01	2.66	2.97	2.89	2.48	2.63	2.73	2.83	2.91	2.88	2.79	2.8	2.85	2.99	2.98	2.83	3.02	2.97
Net: Not an ad (1-3)	83	7	76	24	59	7	76	43	3	8	13	60	23	65	18	17	45	23	17	18	17	9
	20%	11%	22%	14%	25% ce	11%	22% c	17%	7%	10%	12%	17%	39% k	18%	36% m	13%	21%	20%	23%	23%	19%	17%
Net: Not sure (4-6)	112	20	93	49	63	20	93	74	9	12	27	93	19	96	17	32	58	27	20	20	23	16
	27%	33%	26%	28%	26%	33%	26%	29% i	22%	16%	25%	26%	33%	26%	33%	24%	27%	22%	27%	26%	26%	31%
Net: Is an ad (7-10)	218	34	184	102	116	34	184	141	30	54	69	202	16	203	15	87	114	68	37	41	48	27
	53%	56%	52%	58%	49%	56%	52%	55%	71%	73% g	63%	57% l	28%	56% n	31%	64% p	52%	58%	50%	51%	54%	52%
Net: Top 2 Box	124	18	107	58	66	18	107	88	20	34	46	117	8	119	5	57	59	46	20	20	35	19
	30%	29%	30%	33%	28%	29%	30%	34%	49%	46%	42%	33% l	13%	33% n	10%	42% p	27%	39% s	27%	25%	40% s	38%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 551

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 3

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	85	31	53	-	-	31	53	-	85	16	22	12	16	19	57	28	66	5	8	5
	20%	16%	25%	-	-	16%	25%	-	20%	32%	21%	13%	18%	23%	23%	16%	19%	21%	26%	42%
			a				e			k										
2	45	20	25	-	-	20	25	-	45	3	12	9	15	5	23	22	38	-	3	4
	11%	10%	12%	-	-	10%	12%	-	11%	6%	12%	9%	17%	7%	9%	13%	11%	-	8%	29%
													m							
3	36	18	18	-	-	18	18	-	36	6	8	7	6	9	12	24	31	3	2	-
	9%	9%	9%	-	-	9%	9%	-	9%	13%	8%	8%	6%	11%	5%	14%	9%	13%	8%	-
																n				
4	39	18	21	-	-	18	21	-	39	8	8	8	11	4	21	18	33	2	3	2
	9%	9%	10%	-	-	9%	10%	-	9%	16%	7%	8%	13%	5%	9%	11%	10%	6%	8%	14%
										m										
5	62	34	28	-	-	34	28	-	62	4	17	14	14	12	31	31	49	6	6	-
	15%	17%	13%	-	-	17%	13%	-	15%	9%	17%	16%	15%	14%	13%	18%	14%	26%	19%	-
6	41	20	21	-	-	20	21	-	41	4	4	13	9	11	28	13	37	3	1	-
	10%	10%	10%	-	-	10%	10%	-	10%	7%	4%	14%	10%	14%	12%	8%	11%	13%	4%	-
												j		j						
7	28	13	15	-	-	13	15	-	28	1	8	10	3	6	20	7	23	3	1	-
	7%	6%	7%	-	-	6%	7%	-	7%	2%	8%	11%	3%	7%	8%	4%	7%	14%	4%	-
8	36	18	18	-	-	18	18	-	36	3	7	11	6	9	21	15	32	-	1	2
	9%	9%	8%	-	-	9%	8%	-	9%	6%	7%	12%	7%	11%	9%	9%	9%	-	4%	15%
9	15	9	6	-	-	9	6	-	15	1	5	5	3	1	10	5	11	2	3	-
	4%	4%	3%	-	-	4%	3%	-	4%	2%	4%	6%	3%	2%	4%	3%	3%	7%	8%	-
10 - Definitely IS an advert	28	20	7	-	-	20	7	-	28	4	10	3	6	5	20	8	24	-	4	-
	7%	10%	4%	-	-	10%	4%	-	7%	8%	9%	3%	7%	6%	8%	5%	7%	-	12%	-
		b				f														
Mean	4.56	4.98	4.16	-	-	4.98	4.16	-	4.56	3.87	4.61	5.06	4.34	4.62	4.72	4.34	4.63	4.53	4.63	2.79
		b				f						i								
Standard Deviation	2.81	2.87	2.71	-	-	2.87	2.71	-	2.81	2.86	2.99	2.6	2.75	2.82	2.96	2.59	2.81	2.39	3.19	2.53
Net: Not an ad (1-3)	166	70	96	-	-	70	96	-	166	25	43	28	38	33	91	74	135	8	13	9
	40%	35%	45%	-	-	35%	45%	-	40%	51%	42%	30%	42%	40%	38%	43%	39%	34%	41%	70%
			a				e			k										
Net: Not sure (4-6)	142	72	70	-	-	72	70	-	142	16	29	35	35	27	80	62	119	11	10	2
	34%	36%	33%	-	-	36%	33%	-	34%	32%	29%	38%	38%	33%	33%	36%	35%	46%	31%	14%
Net: Is an ad (7-10)	106	60	46	-	-	60	46	-	106	9	30	29	18	21	71	35	90	5	9	2
	26%	30%	22%	-	-	30%	22%	-	26%	17%	29%	31%	20%	26%	29%	20%	26%	21%	27%	15%
															o					
Net: Top 2 Box	43	29	14	-	-	29	14	-	43	5	14	8	9	6	30	13	35	2	6	-
	10%	14%	7%	-	-	14%	7%	-	10%	10%	14%	9%	10%	8%	12%	8%	10%	7%	20%	-
		b				f														

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 552

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 3

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	85	78	7	-	80	5	80	5	38	13	34	30	5	49	17	7	61	22	5	58	27	23	35
	20%	21%	16%	-	23% eg	8%	23% eg	8%	17%	23%	25%	23%	14%	20%	18%	15%	22%	24%	17%	20%	18%	24%	20%
2	45	40	4	1	38	7	38	6	25	6	14	14	5	26	9	2	34	10	-	35	15	8	22
	11%	11%	9%	11%	11%	11%	11%	10%	11%	10%	10%	11%	14%	10%	10%	4%	12%	11%	-	12%	10%	8%	13%
3	36	31	4	1	32	5	31	5	20	5	11	13	1	23	5	4	27	7	2	28	15	10	12
	9%	9%	10%	11%	9%	7%	9%	8%	9%	9%	8%	10%	3%	9%	6%	7%	10%	8%	7%	9%	10%	10%	7%
4	39	34	4	1	34	5	33	5	18	9	12	9	3	27	6	3	29	6	4	29	15	4	20
	9%	9%	9%	11%	10%	7%	10%	8%	8%	15%	9%	7%	9%	11%	7%	7%	11%	6%	15%	10%	10%	4%	12% u
5	62	55	6	1	52	10	51	9	31	7	23	12	8	42	15	8	39	4	7	51	19	14	29
	15%	15%	14%	11%	15%	15%	15%	15%	14%	13%	17%	9%	24% k	17% k	16%	16%	14%	4%	24%	17% q	13%	15%	17%
6	41	38	3	-	30	11	28	8	27	5	9	13	5	24	12	3	26	11	1	29	13	13	15
	10%	11%	7%	-	9%	17% df	8%	14%	12%	10%	7%	10%	14%	9%	13%	6%	10%	12%	3%	10%	8%	14%	9%
7	28	21	5	1	22	5	21	5	15	2	11	9	1	17	4	8	16	2	5	21	12	4	11
	7%	6%	13%	11%	6%	8%	6%	9%	7%	3%	8%	7%	3%	7%	4%	15% np	6%	2%	17%	7%	8%	4%	7%
8	36	29	4	2	27	9	26	8	16	8	12	9	6	21	4	10	22	12	1	23	9	12	15
	9%	8%	10%	24%	8%	13%	8%	13%	7%	14%	9%	7%	18%	8%	5%	20% np	8%	13%	3%	8%	6%	12%	9%
9	15	14	1	-	14	1	14	1	12	1	2	8	-	8	4	4	7	6	2	7	10	-	5
	4%	4%	2%	-	4%	1%	4%	2%	6%	2%	1%	6%	-	3%	5%	8%	3%	7% s	7%	2%	7% u	-	3%
10 - Definitely IS an advert	28	22	4	2	19	8	19	8	17	1	10	13	-	14	14	1	13	11	2	14	15	7	5
	7%	6%	9%	22%	6%	13% df	6%	14% df	8%	2%	7%	10%	-	6%	15% op	2%	5%	13% s	7%	5%	10% v	8%	3%
Mean	4.56	4.47	4.96	6.4	4.37	5.58 df	4.35	5.59 df	4.78	4.18	4.37	4.67	4.59	4.5	5.08 p	5.46 p	4.23	4.99	5.12	4.38	4.9	4.51	4.29
Standard Deviation	2.81	2.79	2.88	2.95	2.79	2.72	2.81	2.79	2.84	2.59	2.85	3.11	2.37	2.72	3.08	2.7	2.69	3.31	2.7	2.65	2.99	2.87	2.6
Net: Not an ad (1-3)	166	149	15	2	149	17	148	16	83	24	59	57	11	98	31	13	122	38	7	120	57	41	69
	40%	41%	36%	22%	43% eg	26%	43% eg	26%	38%	42%	43%	44%	31%	39%	34%	26%	44% o	42%	24%	41%	38%	43%	41%
Net: Not sure (4-6)	142	128	12	2	116	26	111	22	76	21	44	33	16	92	33	14	95	21	12	109	47	31	64
	34%	35%	30%	22%	33%	39%	33%	37%	35%	37%	32%	26%	48% k	37% k	37%	28%	35%	23%	42%	37% q	31%	33%	38%
Net: Is an ad (7-10)	106	87	14	5	83	23	81	22	60	12	35	39	7	60	26	23	58	32	10	64	47	23	36
	26%	24%	35%	57%	24%	35%	24%	37% df	27%	21%	25%	30%	21%	24%	29%	45% p	21%	35% s	34%	22%	31%	24%	22%
Net: Top 2 Box	43	36	5	2	34	9	34	9	29	2	12	21	-	22	18	5	20	18	4	21	26	7	10
	10%	10%	11%	22%	10%	14%	10%	16%	13% i	3%	9%	16% lm	-	9%	20% p	10%	7%	20% s	14%	7%	17% uv	8%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 553
QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	85	15	70	37	47	15	70	55	6	12	23	74	10	78	7	39	36	33	12	18	21	11
	20%	25%	20%	21%	20%	25%	20%	22%	14%	16%	21%	21%	18%	21%	13%	28%	17%	28%	17%	23%	23%	22%
																	p					
2	45	5	40	19	26	5	40	31	2	6	13	38	7	39	6	12	28	11	7	4	7	5
	11%	8%	11%	11%	11%	8%	11%	12%	5%	8%	12%	11%	11%	11%	12%	9%	13%	10%	10%	5%	8%	10%
3	36	5	32	16	20	5	32	24	3	8	7	29	7	32	5	14	18	9	9	10	6	5
	9%	8%	9%	9%	9%	8%	9%	9%	8%	11%	7%	8%	12%	9%	10%	10%	8%	8%	13%	13%	6%	9%
4	39	6	33	17	21	6	33	22	4	5	9	32	7	34	5	10	18	8	10	9	9	9
	9%	9%	9%	10%	9%	9%	9%	8%	9%	6%	8%	9%	11%	9%	9%	7%	8%	7%	13%	11%	11%	17%
5	62	5	57	23	39	5	57	34	4	9	12	51	10	54	7	13	39	12	7	6	12	3
	15%	8%	16%	13%	16%	8%	16%	13%	10%	13%	11%	14%	18%	15%	15%	10%	18%	10%	10%	8%	13%	6%
																	o					
6	41	6	35	17	24	6	35	28	2	6	13	32	10	32	10	14	18	11	7	10	14	7
	10%	10%	10%	10%	10%	10%	10%	11%	5%	8%	12%	9%	17%	9%	20%	10%	8%	9%	10%	12%	16%	15%
															m							
7	28	7	21	13	15	7	21	18	3	3	9	27	1	25	3	6	18	9	5	7	5	2
	7%	11%	6%	7%	6%	11%	6%	7%	8%	4%	8%	8%	2%	7%	6%	5%	8%	8%	7%	8%	6%	4%
8	36	7	29	16	20	7	29	20	6	12	9	34	2	33	3	7	22	13	10	8	6	3
	9%	12%	8%	9%	8%	12%	8%	8%	15%	16%	8%	10%	3%	9%	6%	5%	10%	11%	13%	10%	7%	6%
										g												
9	15	1	14	6	9	1	14	11	5	5	6	14	1	14	1	9	6	3	4	3	5	1
	4%	2%	4%	4%	4%	2%	4%	4%	12%	7%	6%	4%	2%	4%	2%	7%	3%	3%	6%	3%	6%	2%
									g													
10 - Definitely IS an advert	28	4	23	11	17	4	23	14	6	7	8	24	4	24	4	13	13	9	2	5	4	5
	7%	7%	7%	6%	7%	7%	7%	6%	15%	10%	7%	7%	7%	7%	8%	9%	6%	8%	3%	6%	4%	10%
									g													
Mean	4.56	4.64	4.55	4.51	4.6	4.64	4.55	4.44	5.87	5.24	4.74	4.6	4.31	4.53	4.8	4.4	4.67	4.43	4.66	4.6	4.52	4.44
									gj	g												
Standard Deviation	2.81	2.97	2.79	2.82	2.82	2.97	2.79	2.8	3.14	3.04	2.95	2.85	2.57	2.84	2.65	3.11	2.73	3.03	2.71	2.85	2.78	2.9
Net: Not an ad (1-3)	166	24	141	72	93	24	141	110	11	26	43	142	24	148	17	65	82	54	28	32	34	21
	40%	40%	40%	41%	39%	40%	40%	43%	27%	36%	39%	40%	41%	41%	35%	47%	38%	46%	39%	41%	38%	41%
Net: Not sure (4-6)	142	17	125	58	84	17	125	84	10	20	34	115	27	120	22	36	76	30	24	25	35	19
	34%	27%	35%	33%	35%	27%	35%	33%	24%	27%	31%	32%	46%	33%	44%	27%	35%	26%	32%	32%	39%	37%
																					q	
Net: Is an ad (7-10)	106	20	87	46	60	20	87	64	20	27	32	98	8	95	11	35	59	34	21	22	20	11
	26%	32%	25%	26%	25%	32%	25%	25%	49%	37%	30%	28%	13%	26%	22%	26%	27%	29%	29%	28%	23%	22%
									gj	g		l										
Net: Top 2 Box	43	5	37	17	26	5	37	25	11	12	15	38	5	38	5	22	19	12	6	8	9	6
	10%	9%	11%	10%	11%	9%	11%	10%	27%	17%	13%	11%	9%	10%	10%	16%	9%	10%	8%	10%	10%	12%
									g								p					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 554
QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_3 no change

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
									Demographics											
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	32	10	22	-	-	10	22	-	32	1	6	6	10	8	19	12	27	-	2	2
	8%	5%	10%	-	-	5%	10%	-	8%	2%	6%	6%	11%	10%	8%	7%	8%	-	8%	14%
2	47	25	22	-	-	25	22	-	47	4	12	11	12	8	22	26	42	3	-	2
	11%	12%	10%	-	-	12%	10%	-	11%	7%	12%	12%	13%	10%	9%	15%	12%	13%	-	15%
3	26	14	12	-	-	14	12	-	26	3	6	5	7	6	17	10	26	-	-	-
	6%	7%	6%	-	-	7%	6%	-	6%	6%	6%	5%	7%	7%	7%	6%	8%	-	-	-
4	12	4	9	-	-	4	9	-	12	2	1	6	4	-	5	7	12	-	-	-
	3%	2%	4%	-	-	2%	4%	-	3%	4%	1%	6% m	4%	-	2%	4%	4%	-	-	-
5	41	27	14	-	-	27	14	-	41	8	9	10	10	4	22	19	32	5	4	-
	10%	13% b	7%	-	-	13% f	7%	-	10%	16%	9%	11%	11%	5%	9%	11%	9%	21%	11%	-
6	47	22	25	-	-	22	25	-	47	4	12	13	9	10	23	23	39	3	2	2
	11%	11%	12%	-	-	11%	12%	-	11%	7%	12%	14%	9%	12%	10%	14%	11%	13%	8%	14%
7	44	22	22	-	-	22	22	-	44	9	8	12	7	7	26	17	30	2	6	6
	11%	11%	10%	-	-	11%	10%	-	11%	18%	8%	13%	8%	9%	11%	10%	9%	7%	19%	43%
8	51	28	23	-	-	28	23	-	51	10	15	7	9	11	35	16	39	3	8	2
	12%	14%	11%	-	-	14%	11%	-	12%	20% k	15%	7%	10%	13%	14%	10%	11%	13%	23%	14%
9	36	15	20	-	-	15	20	-	36	4	8	10	6	8	26	10	31	2	4	-
	9%	8%	10%	-	-	8%	10%	-	9%	7%	8%	11%	7%	10%	11%	6%	9%	6%	12%	-
10 - Definitely IS an advert	78	35	43	-	-	35	43	-	78	6	23	13	17	20	48	30	66	6	6	-
	19%	17%	20%	-	-	17%	20%	-	19%	13%	22%	14%	18%	24%	20%	18%	19%	26%	20%	-
Mean	6.18	6.19	6.18	-	-	6.19	6.18	-	6.18	6.53	6.43	5.98	5.7	6.43	6.41	5.86	6.06	6.8	7.31	5.43
Standard Deviation	2.99	2.87	3.11	-	-	2.87	3.11	-	2.99	2.45	3.01	2.86	3.16	3.19	2.98	3.05	2.69	2.41	2.66	
Net: Not an ad (1-3)	105	49	56	-	-	49	56	-	105	7	25	22	29	22	58	48	96	3	2	4
	25%	24%	26%	-	-	24%	26%	-	25%	15%	24%	24%	32% i	27%	24%	28%	28%	13%	8%	29%
Net: Not sure (4-6)	100	52	47	-	-	52	47	-	100	13	22	28	22	14	50	49	83	8	6	2
	24%	26%	22%	-	-	26%	22%	-	24%	27%	22%	31% m	25%	17%	21%	29%	24%	34%	19%	14%
Net: Is an ad (7-10)	209	101	108	-	-	101	108	-	209	29	55	41	39	45	135	74	165	13	24	8
	51%	50%	51%	-	-	50%	51%	-	51%	58%	54%	45%	43%	56%	56% o	43%	48%	52%	74%	57%
Net: Top 2 Box	114	51	64	-	-	51	64	-	114	10	31	23	23	28	74	41	96	8	10	-
	28%	25%	30%	-	-	25%	30%	-	28%	20%	31%	25%	25%	34%	30%	24%	28%	32%	32%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 555

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_3 no change

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	32	28	4	-	29	3	29	2	14	4	14	8	1	22	5	3	24	5	4	23	8	8	15
	8%	8%	9%	-	8%	5%	8%	3%	6%	7%	10%	6%	3%	9%	5%	6%	9%	6%	13%	8%	5%	9%	9%
2	47	43	2	2	42	5	41	4	18	8	21	11	2	35	4	5	39	4	2	41	20	9	18
	11%	12%	5%	22%	12%	7%	12%	6%	8%	15%	15%	8%	6%	14%	4%	9%	14% n	4%	7%	14% q	13%	10%	11%
3	26	25	1	1	25	2	25	2	18	1	8	6	3	18	4	2	21	3	3	21	9	5	13
	6%	7%	2%	11%	7%	3%	7%	3%	8%	2%	6%	5%	9%	7%	4%	4%	7%	3%	10%	7%	6%	5%	8%
4	12	11	1	-	11	1	11	1	10	2	1	6	1	6	4	2	7	5	-	8	3	4	6
	3%	3%	2%	-	3%	1%	3%	2%	4%	3%	1%	4%	3%	2%	4%	4%	2%	5%	-	3%	2%	4%	3%
5	41	34	4	2	34	7	32	6	19	10	12	9	7	24	5	6	30	7	5	29	15	12	13
	10%	9%	10%	22%	10%	10%	9%	10%	9%	17%	9%	7%	20% k	10%	6%	11%	11%	8%	16%	10%	10%	13%	8%
6	47	38	7	1	36	11	36	10	21	4	22	11	5	31	9	7	30	9	2	36	18	7	22
	11%	11%	18%	11%	10%	16%	11%	16%	9%	7%	16%	8%	14%	12%	10%	14%	11%	10%	7%	12%	12%	7%	13%
7	44	36	7	1	39	5	37	5	22	10	11	20	4	19	11	10	22	13	6	24	20	9	15
	11%	10%	16%	11%	11%	8%	11%	8%	10%	18%	8%	15% m	13%	8%	12%	21% p	8%	14%	21%	8%	13%	10%	9%
8	51	42	8	1	41	11	39	10	29	7	15	20	6	25	10	7	35	18	3	31	22	9	21
	12%	12%	19%	11%	12%	16%	11%	16%	13%	12%	11%	16%	18%	10%	11%	14%	13%	20% s	9%	10%	14%	9%	12%
9	36	31	4	1	29	6	29	5	28	2	6	16	-	20	11	1	23	11	2	22	13	9	14
	9%	8%	9%	13%	8%	10%	9%	9%	13% j	3%	5%	12% l	-	8%	13% o	2%	9%	12%	7%	8%	8%	9%	9%
10 - Definitely IS an advert	78	75	4	-	63	16	62	16	41	9	28	23	5	51	26	8	45	16	3	60	23	23	32
	19%	21%	9%	-	18%	24%	18%	26%	19%	16%	20%	17%	14%	20%	29% p	15%	16%	17%	11%	20%	15%	25%	19%
Mean	6.18	6.19	6.33	5.31	6.05	6.9 df	6.04	7.07 df	6.44	5.93	5.88	6.59	6.18	5.97	7.18 op	6.18	5.86	6.86 s	5.63	6.03	6.18	6.36	6.09
Standard Deviation	2.99	3.04	2.59	2.58	3.02	2.73	3.03	2.65	2.92	2.86	3.12	2.83	2.45	3.12	2.79	2.65	3.05	2.61	2.92	3.08	2.84	3.11	3.05
Net: Not an ad (1-3)	105	96	7	3	95	10	94	8	50	13	42	25	6	74	13	9	83	12	9	84	37	22	46
	25%	26%	16%	33%	27% eg	15%	28% eg	13%	23%	23%	31%	19%	17%	30% k	14%	19%	30% n	13%	30%	29% q	24%	24%	27%
Net: Not sure (4-6)	100	84	13	3	81	19	79	17	49	16	35	26	13	61	18	15	66	21	7	72	36	23	41
	24%	23%	30%	33%	23%	28%	23%	28%	22%	28%	25%	20%	37% k	24%	20%	30%	24%	23%	23%	25%	24%	24%	24%
Net: Is an ad (7-10)	209	184	22	3	171	38	167	36	120	28	61	79	15	115	59	26	125	58	14	137	77	50	82
	51%	51%	54%	35%	49%	57%	49%	59%	55%	49%	44%	61% m	46%	46%	65% p	51%	45%	64% s	47%	47%	51%	53%	49%
Net: Top 2 Box	114	105	8	1	92	22	91	21	69	11	34	39	5	71	38	9	68	27	5	82	36	32	46
	28%	29%	18%	13%	26%	34%	27%	35%	32%	19%	25%	30%	14%	28%	42% op	17%	25%	30%	18%	28%	24%	34%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 556

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_3 no change

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	32	6	25	10	21	6	25	17	1	3	6	23	9	25	7	8	19	11	2	5	4	5
	8%	10%	7%	6%	9%	10%	7%	7%	2%	4%	6%	6%	15% k	7%	13%	6%	9%	9%	3%	7%	5%	10%
2	47	6	41	15	33	6	41	24	-	7	11	38	9	40	7	8	32	13	13	8	7	2
	11%	10%	12%	8%	14%	10%	12%	9% h	-	9%	10% h	11%	15%	11%	14%	6% o	15% u	11%	18%	10%	8%	4%
3	26	2	24	10	17	2	24	14	-	2	3	20	6	22	4	3	17	7	4	6	9	4
	6%	3%	7%	6%	7%	3%	7%	5%	-	3%	3%	6%	10%	6%	8%	2% o	8%	6%	5%	7%	10%	8%
4	12	6	7	8	5	6	7	8	2	1	5	8	5	10	2	3	6	3	2	3	3	3
	3%	10% b	2%	4%	2%	10% df	2%	3%	5%	1%	4%	2%	8% k	3%	4%	2%	3%	3%	3%	4%	3%	6%
5	41	3	38	17	23	3	38	22	2	4	10	34	7	35	6	17	16	11	7	7	15	4
	10%	5%	11%	10%	10%	5%	11%	9%	5%	6%	9%	9%	12%	10%	12%	13%	7%	10%	9%	9%	17%	8%
6	47	6	41	20	27	6	41	26	7	5	12	37	10	37	10	14	20	13	7	12	7	3
	11%	10%	12%	11%	11%	10%	12%	10%	17%	7%	11%	10%	17%	10%	20%	10%	9%	11%	9%	16%	8%	6%
7	44	9	35	23	21	9	35	32	6	9	11	42	2	41	3	17	24	9	10	12	11	6
	11%	14%	10%	13%	9%	14%	10%	12%	15%	12%	10%	12%	3%	11%	6%	13%	11%	8%	13%	15%	12%	12%
8	51	5	46	23	28	5	46	37	7	14	16	46	5	46	5	17	26	14	8	9	9	11
	12%	8%	13%	13%	12%	8%	13%	14%	17%	19%	15%	13%	8%	13%	10%	13%	12%	12%	11%	11%	10%	21%
9	36	7	29	15	20	7	29	25	7	8	12	34	2	34	2	16	20	12	11	7	11	4
	9%	12%	8%	9%	9%	12%	8%	10%	17%	11%	11%	10%	3%	9%	4%	12%	9%	10%	15%	9%	13%	7%
10 - Definitely IS an advert	78	11	67	36	42	11	67	53	9	21	24	73	6	73	6	33	38	25	10	10	13	10
	19%	19%	19%	21%	18%	19%	19%	20%	22%	28%	22%	21%	9%	20%	11%	24%	18%	21%	14%	13%	15%	19%
Mean	6.18	6.16	6.19	6.5	5.95	6.16	6.19	6.52 g	7.6	7.2	6.64	6.42 l	4.76	6.32 n	5.16	6.94 p	5.94	6.23	6.18	6.03	6.22	6.46
Standard Deviation	2.99	3.09	2.97	2.84	3.08	3.09	2.97	2.9	2.06	2.81	2.9	2.95	2.85	2.97	2.92	2.75	3.11	3.11	2.91	2.77	2.78	2.95
Net: Not an ad (1-3)	105	14	91	34	71	14	91	55	1	12	20	82	23	88	17	19	68	31	19	19	20	11
	25%	23%	26%	20%	30% c	23%	26%	21% h	2%	16% h	19% h	23%	40% k	24%	35%	14%	31% o	26%	26%	24%	23%	21%
Net: Not sure (4-6)	100	14	85	44	55	14	85	56	11	10	27	78	21	82	18	34	42	27	16	23	25	10
	24%	24%	24%	25%	23%	24%	24%	22%	27%	14%	24%	22%	36% k	23%	35%	25%	19%	23%	21%	29%	28%	20%
Net: Is an ad (7-10)	209	32	177	97	112	32	177	147	29	51	62	195	14	194	15	83	108	60	38	38	44	30
	51%	53%	50%	55%	47%	53%	50%	57%	70%	70%	57%	55% l	24%	53% n	30%	61% p	50%	51%	53%	47%	50%	59%
Net: Top 2 Box	114	18	96	52	63	18	96	78	16	28	36	107	7	107	7	49	58	37	21	17	24	14
	28%	31%	27%	29%	26%	31%	27%	30%	39%	39%	33%	30% l	13%	29% n	15%	36% p	27%	31%	28%	22%	27%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 557
QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 3

														Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	101	39	62	-	-	39	62	-	101	18	23	15	22	22	63	38	83	3	9	5
	24%	19%	29%	-	-	19%	29%	-	24%	36%	23%	17%	25%	27%	26%	22%	24%	14%	27%	42%
		a				e				k										
2	61	34	27	-	-	34	27	-	61	4	17	13	15	12	28	33	51	5	4	2
	15%	17%	13%	-	-	17%	13%	-	15%	9%	17%	15%	17%	14%	12%	19%	15%	20%	12%	15%
																n				
3	35	19	16	-	-	19	16	-	35	3	12	9	9	2	20	15	29	3	1	2
	8%	9%	8%	-	-	9%	8%	-	8%	6%	12%	10%	10%	2%	8%	9%	8%	14%	4%	14%
											m	m								
4	34	13	21	-	-	13	21	-	34	7	6	7	8	6	19	16	29	3	2	-
	8%	6%	10%	-	-	6%	10%	-	8%	15%	6%	8%	8%	7%	8%	9%	8%	14%	7%	-
5	52	28	24	-	-	28	24	-	52	7	7	16	14	8	27	26	45	1	4	2
	13%	14%	11%	-	-	14%	11%	-	13%	14%	7%	18%	15%	10%	11%	15%	13%	6%	11%	14%
												j								
6	39	22	17	-	-	22	17	-	39	5	6	9	8	11	24	15	31	5	4	-
	9%	11%	8%	-	-	11%	8%	-	9%	9%	6%	10%	9%	14%	10%	9%	9%	19%	11%	-
7	32	16	16	-	-	16	16	-	32	3	7	11	3	8	21	11	30	-	-	2
	8%	8%	7%	-	-	8%	7%	-	8%	6%	7%	12%	3%	10%	9%	6%	9%	-	-	15%
												l								
8	25	9	15	-	-	9	15	-	25	2	9	4	4	6	16	9	18	2	5	-
	6%	5%	7%	-	-	5%	7%	-	6%	3%	9%	5%	4%	8%	6%	5%	5%	6%	16%	-
9	16	8	8	-	-	8	8	-	16	1	6	2	5	2	15	2	12	2	3	-
	4%	4%	4%	-	-	4%	4%	-	4%	2%	6%	2%	6%	3%	6%	1%	4%	7%	8%	-
																o				
10 - Definitely IS an advert	18	13	5	-	-	13	5	-	18	-	7	4	3	4	11	7	17	-	1	-
	4%	7%	2%	-	-	7%	2%	-	4%	-	7%	4%	4%	5%	5%	4%	5%	-	4%	-
		b				f														
Mean	4.14	4.36	3.92	-	-	4.36	3.92	-	4.14	3.41	4.36	4.39	3.91	4.28	4.31	3.89	4.15	4.13	4.53	2.91
												i								
Standard Deviation	2.76	2.79	2.71	-	-	2.79	2.71	-	2.76	2.32	3.05	2.55	2.68	2.89	2.88	2.56	2.76	2.47	3.06	2.28
Net: Not an ad (1-3)	197	92	105	-	-	92	105	-	197	25	52	38	46	36	111	86	162	11	14	9
	48%	46%	49%	-	-	46%	49%	-	48%	50%	52%	41%	51%	44%	46%	50%	47%	47%	42%	71%
Net: Not sure (4-6)	126	63	62	-	-	63	62	-	126	19	19	33	29	25	69	57	105	10	10	2
	30%	31%	29%	-	-	31%	29%	-	30%	39%	19%	36%	32%	31%	28%	33%	30%	39%	30%	14%
											j		j							
Net: Is an ad (7-10)	91	47	45	-	-	47	45	-	91	5	30	21	15	21	63	29	77	3	9	2
	22%	23%	21%	-	-	23%	21%	-	22%	11%	29%	23%	17%	25%	26%	17%	22%	14%	28%	15%
											il			i		o				
Net: Top 2 Box	35	21	13	-	-	21	13	-	35	1	14	6	8	6	26	9	29	2	4	-
	8%	11%	6%	-	-	11%	6%	-	8%	2%	13%	6%	9%	8%	11%	5%	9%	7%	12%	-
											i									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 558

QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 3

	Total	Internet Use Heavy user (a)	Medium user (b)	Light user (c)	Device Mobile device (d)	Nonmobile device (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Facebook Heavy (h)	Medium (i)	Light (j)	Instagram Heavy (k)	Medium (l)	Light (m)	Twitter Heavy (n)	Medium (o)	Light (p)	Snapchat Heavy (q)	Medium (r)	Light (s)	YouTube Heavy (t)	Medium (u)	Light (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	101	92	7	1	92	9	92	7	49	14	38	34	8	59	20	10	71	21	6	74	30	28	43
	24%	25%	18%	11%	26% eg	13%	27% eg	11%	22%	25%	28%	26%	23%	23%	23%	19%	26%	23%	21%	25%	20%	29%	26%
2	61	54	7	-	54	7	54	7	24	12	24	15	4	42	9	6	46	11	3	47	25	15	21
	15%	15%	16%	-	16%	10%	16%	11%	11%	22% h	18%	11%	13%	17%	10%	13%	17%	12%	12%	16%	16%	16%	13%
3	35	32	2	1	27	8	26	7	20	4	12	7	3	25	7	3	25	4	1	30	13	6	16
	8%	9%	5%	10%	8%	12%	8%	12%	9%	7%	9%	5%	9%	10%	8%	5%	9%	4%	3%	10%	9%	6%	10%
4	34	28	7	-	29	5	29	5	19	6	9	11	2	22	5	4	26	9	1	24	7	11	17
	8%	8%	17%	-	8%	8%	9%	9%	9%	10%	7%	8%	6%	9%	5%	8%	9%	10%	3%	8%	4%	11%	10%
5	52	45	5	2	42	10	41	9	26	6	21	13	2	38	7	2	43	4	3	45	18	14	21
	13%	13%	12%	22%	12%	15%	12%	15%	12%	10%	15%	10%	5%	15%	8%	4%	16% o	4%	12%	15%	12%	14%	13%
6	39	33	3	3	32	7	30	7	20	6	13	9	6	24	12	6	21	13	2	24 q	17	7	15
	9%	9%	7%	32%	9%	11%	9%	12%	9%	11%	9%	7%	17%	10%	14%	12%	7%	14%	7%	8%	12%	7%	9%
7	32	27	5	-	24	8	23	7	19	4	9	8	7	17	7	8	17	7	4	21	10	7	15
	8%	7%	12%	-	7%	12%	7%	12%	8%	7%	7%	6%	21% km	7%	8%	16% p	6%	8%	13%	7%	7%	7%	9%
8	25	23	2	-	17	8	15	7	15	3	6	14	2	9	7	6	12	8	2	14	10	-	15
	6%	6%	5%	-	5%	12% df	4%	11% df	7%	5%	5%	10% m	6%	4%	7%	11%	5%	9%	9%	5% u	7%	-	9% u
9	16	13	2	1	16	1	16	1	14	1	1	10	-	7	9	4	4	8	4	5	11	3	2
	4%	4%	5%	13%	4%	1%	5%	2%	7% j	2%	1%	7% m	-	3%	10% p	8% p	1%	8% s	13%	2%	8% v	3%	1%
10 - Definitely IS an advert	18	15	2	1	15	3	14	3	13	1	4	10	-	8	6	2	10	7	2	9	10	5	3
	4%	4%	5%	11%	4%	5%	4%	5%	6% j	2%	3%	8% m	-	3%	7% p	4%	4%	8% s	7%	3%	7% v	5%	2%
Mean	4.14	4.06	4.43	5.8	4	4.84 df	3.95	4.9 df	4.55 ij	3.69	3.67	4.61 m	4.21	3.88	4.83 p	4.96 p	3.76	4.82 s	5.2	3.82	4.6 uv	3.72	3.96
Standard Deviation	2.76	2.75	2.72	2.76	2.77	2.6	2.76	2.58	2.91	2.5	2.52	3.15	2.53	2.54	3.06	2.96	2.54	3.09	3.18	2.54	2.97	2.67	2.56
Net: Not an ad (1-3)	197	179	16	2	173	24	172	21	92	30	74	56	15	126	36	19	142	35	10	151	67	49	81
	48%	49%	38%	21%	50% eg	36%	51% eg	34%	42%	53%	54% h	43%	45%	50%	41%	37%	52%	39%	36%	51% q	45%	52%	48%
Net: Not sure (4-6)	126	106	15	5	103	23	100	22	65	18	43	32	10	84	24	12	89	26	6	93	42	31	53
	30%	29%	35%	54%	30%	34%	29%	36%	30%	31%	31%	25%	28%	34%	27%	24%	33%	29%	22%	32%	28%	33%	31%
Net: Is an ad (7-10)	91	78	11	2	71	20	68	18	62	9	21	41	9	41	29	20	43	30	12	49	42	15	35
	22%	21%	26%	25%	20%	30%	20%	30%	28% j	16%	15%	32% m	27%	16%	32% p	39% p	16%	33% s	42%	17%	28% u	16%	21%
Net: Top 2 Box	35	29	4	2	31	4	30	4	28	2	5	20	-	15	15	6	14	15	6	14	22	8	5
	8%	8%	9%	25%	9%	6%	9%	7%	13% j	4%	4%	15% lm	-	6%	17% p	12%	5%	16% s	20%	5%	15% v	8%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Table 559

QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	101	13	88	39	61	13	88	62	5	13	28	86	14	93	8	39	52	28	19	18	26	18
	24%	21%	25%	22%	26%	21%	25%	24%	13%	17%	25%	24%	24%	26%	15%	29%	24%	24%	27%	23%	29%	35%
2	61	10	51	24	37	10	51	43	5	7	13	51	10	53	8	18	34	18	9	8	15	6
	15%	16%	15%	14%	16%	16%	15%	17%	12%	9%	12%	14%	17%	15%	15%	13%	15%	15%	12%	10%	17%	12%
3	35	4	31	16	19	4	31	19	1	2	7	33	2	33	2	8	22	8	8	11	9	5
	8%	7%	9%	9%	8%	7%	9%	7%	3%	3%	6%	9%	3%	9%	4%	6%	10%	7%	11%	13%	10%	10%
4	34	8	27	15	19	8	27	20	4	8	9	24	10	26	8	11	18	10	5	9	6	2
	8%	12%	8%	9%	8%	12%	8%	8%	10%	10%	9%	7%	17% k	7%	17% m	8%	8%	8%	7%	11%	6%	4%
5	52	4	49	21	31	4	49	29	3	3	11	42	11	41	12	11	29	7	5	8	7	5
	13%	6%	14%	12%	13%	6%	14%	11%	7%	4%	10%	12%	18%	11%	23% m	8%	13%	6%	7%	10%	8%	9%
6	39	1	38	17	22	1	38	26	3	6	9	34	5	34	5	15	16	14	7	4	4	4
	9%	2%	11% a	9%	9%	2%	11% e	10%	7%	9%	8%	10%	8%	9%	10%	11%	8%	12%	9%	5%	4%	7%
7	32	7	25	15	17	7	25	19	5	10	11	31	1	31	1	12	17	8	5	7	10	-
	8%	11%	7%	8%	7%	11%	7%	7%	12%	14%	10%	9%	2%	8%	2%	9%	8%	7%	7%	8% u	11% u	-
8	25	6	18	9	15	6	18	19	3	6	7	23	2	22	3	4	15	11	6	8	5	7
	6%	11%	5%	5%	6%	11%	5%	7%	7%	8%	6%	6%	3%	6%	6%	3%	7%	9%	8%	10%	6%	13%
9	16	6	10	10	6	6	10	10	6	11	8	16	1	16	1	9	6	6	2	2	4	3
	4%	10% b	3%	6%	3%	10% df	3%	4%	15% g	15% g	8%	4%	2%	4%	2%	7%	3%	5%	3%	2%	4%	6%
10 - Definitely IS an advert	18	2	16	9	9	2	16	11	6	8	6	15	3	15	3	9	7	8	7	6	3	2
	4%	3%	5%	5%	4%	3%	5%	4%	14% g	11% g	6%	4%	5%	4%	6%	7%	3%	7%	10%	8%	4%	4%
Mean	4.14	4.55	4.07	4.35	3.98	4.55	4.07	4.15	5.78 gj	5.63 gj	4.45	4.19	3.83	4.11	4.38	4.24	4	4.47	4.35	4.41	3.85	3.89
Standard Deviation	2.76	3.01	2.71	2.83	2.7	3.01	2.71	2.8	3.18	3.17	2.98	2.79	2.54	2.79	2.53	3.02	2.65	3.03	3.09	2.93	2.86	3.04
Net: Not an ad (1-3)	197	27	170	79	118	27	170	124	12	21	48	171	26	180	17	65	108	54	36	37	50	29
	48%	44%	48%	45%	50%	44%	48%	48% hi	28%	29%	44%	48%	44%	49%	34%	48%	50%	46%	50%	46%	57%	57%
Net: Not sure (4-6)	126	12	113	53	72	12	113	75	10	17	29	100	26	101	25	36	64	31	16	20	16	10
	30%	20%	32%	30%	30%	20%	32%	29%	24%	23%	27%	28%	44% k	28%	50% m	27%	29%	26%	22%	25%	18%	20%
Net: Is an ad (7-10)	91	22	70	44	47	22	70	59	20	35	32	84	7	83	8	35	45	34	20	23	22	12
	22%	36% b	20%	25%	20%	36% df	20%	23%	48% gj	48% gj	29%	24% l	12%	23%	16%	26%	21%	28%	28%	29%	25%	23%
Net: Top 2 Box	35	8	27	20	15	8	27	22	12	19	14	31	4	31	4	18	13	15	9	8	7	5
	8%	14%	8%	11%	6%	14%	8%	8%	29% gj	26% gj	13%	9%	7%	8% p	8%	14%	6%	12%	12%	10%	8%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 560

QINF3_12 - Advert or not advert: 12. Em Sheldon - stripey_3 advert

Base: Cell 3

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	193	207	-	-	193	207	-	400	51	92	91	90	76	231	169	352	15	26	7
Weighted Base	414	202	212	-**	-**	202	212	-**	414	50*	101*	91*	90*	82*	243	171	344	24**	32**	13**
1 - Definitely NOT an advert	32	13	19	-	-	13	19	-	32	1	10	7	7	8	15	17	25	-	1	5
	8%	6%	9%	-	-	6%	9%	-	8%	2%	9%	7%	7%	10%	6%	10%	7%	-	4%	42%
2	20	8	12	-	-	8	12	-	20	-	4	3	7	5	9	11	14	5	1	-
	5%	4%	6%	-	-	4%	6%	-	5%	-	4%	4%	8% i	7%	4%	6%	4%	20%	4%	-
3	23	14	9	-	-	14	9	-	23	3	9	3	4	4	11	12	21	-	-	2
	5%	7%	4%	-	-	7%	4%	-	5%	6%	9%	3%	4%	5%	4%	7%	6%	-	-	15%
4	15	4	11	-	-	4	11	-	15	1	1	9 hjl	2	2	11	4	12	2	1	-
	4%	2%	5%	-	-	2%	5%	-	4%	2%	1%	9%	2%	2%	4%	2%	3%	7%	4%	-
5	34	15	19	-	-	15	19	-	34	5	5	8	11	5	18	16	29	3	-	2
	8%	8%	9%	-	-	8%	9%	-	8%	10%	5%	8%	12%	6%	7%	9%	8%	13%	-	14%
6	28	16	12	-	-	16	12	-	28	4 l	4	14 hjl	1	5	19	9	23	3	1	-
	7%	8%	6%	-	-	8%	6%	-	7%	7% l	4%	16%	1%	6%	8%	5%	7%	14%	4%	-
7	46	22	24	-	-	22	24	-	46	5	12	17 m	8	4	26	20	41	2	1	2
	11%	11%	11%	-	-	11%	11%	-	11%	11%	12%	18%	8%	5%	11%	12%	12%	7%	4%	15%
8	46	26	20	-	-	26	20	-	46	6 k	10 k	3	16 k	11 k	27	19	39	2	4	2
	11%	13%	9%	-	-	13%	9%	-	11%	13%	10%	3%	17%	14%	11%	11%	11%	6%	12%	14%
9	53	26	27	-	-	26	27	-	53	7	17	9	9	12	32	21	45	3	5	-
	13%	13%	13%	-	-	13%	13%	-	13%	13%	17%	9%	10%	15%	13%	12%	13%	13%	15%	-
10 - Definitely IS an advert	118	58	60	-	-	58	60	-	118	18	30	19	27	24	75	43	96	5	17	-
	29%	29%	29%	-	-	29%	29%	-	29%	36%	29%	21%	30%	30%	31%	25%	28%	20%	54%	-
Mean	6.96	7.11	6.83	-	-	7.11	6.83	-	6.96	7.8 k	7.02	6.48	6.95	6.93	7.22 o	6.59	6.99	6.31	8.45	3.76
Standard Deviation	2.96	2.86	3.07	-	-	2.86	3.07	-	2.96	2.36	3.11	2.75	3.04	3.2	2.83	3.11	2.91	2.93	2.54	2.86
Net: Not an ad (1-3)	74	35	40	-	-	35	40	-	74	4	23 i	13	17	18	35	40 n	60	5	3	7
	18%	17%	19%	-	-	17%	19%	-	18%	7%	22%	14%	19%	22%	14%	23%	17%	20%	8%	57%
Net: Not sure (4-6)	76	35	41	-	-	35	41	-	76	10	10	31 hjlm	14	12	48	29	64	8	2	2
	18%	17%	19%	-	-	17%	19%	-	18%	20%	10%	34%	16%	14%	20%	17%	19%	34%	8%	14%
Net: Is an ad (7-10)	263	132	131	-	-	132	131	-	263	36 k	69 k	47	59 k	52	160	102	220	11	27	4
	64%	65%	62%	-	-	65%	62%	-	64%	73%	68%	52%	65%	64%	66%	60%	64%	46%	85%	29%
Net: Top 2 Box	171	84	87	-	-	84	87	-	171	24 k	47 k	28	36	37	108	64	141	8	22	-
	41%	42%	41%	-	-	42%	41%	-	41%	49%	46%	31%	40%	45%	44%	37%	41%	33%	69%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 561

QINF3_12 - Advert or not advert: 12. Em Sheldon - stripey_3 advert

Base: Cell 3

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	349	42	9	336	64	329	58	211	55	134	127	34	239	88	46	266	90	27	283	145	93	162
Weighted Base	414	363	42*	9**	348	66*	340	60*	219	57*	138	130	34*	250	89*	50*	274	91*	29**	294	150	95*	169
1 - Definitely NOT an advert	32	29	2	1	27	5	27	4	14	4	13	9	1	22	4	2	26	6	2	24	7	8	17
	8%	8%	5%	11%	8%	8%	8%	7%	7%	8%	10%	7%	3%	9%	4%	4%	10%	7%	7%	8%	5%	9%	10%
2	20	19	-	1	18	2	18	2	10	1	9	2	-	18	-	4	16	3	-	17	4	8	8
	5%	5%	-	10%	5%	3%	5%	3%	4%	2%	7%	1%	-	7% k	-	8% n	6% n	3%	-	6%	3%	8% t	5%
3	23	19	4	-	22	1	19	-	10	3	10	6	3	14	6	4	13	4	3	16	9	6	8
	5%	5%	9%	-	6%	2%	6%	-	5%	5%	7%	4%	9%	5%	7%	8%	5%	4%	10%	5%	6%	6%	5%
4	15	14	1	-	15	-	15	-	9	2	3	5	-	10	2	-	13	1	-	14	5	5	5
	4%	4%	2%	-	4%	-	4%	-	4%	4%	2%	4%	-	4%	2%	-	5%	1%	-	5%	3%	5%	3%
5	34	30	2	2	30	4	30	3	19	5	10	9	2	23	5	2	27	4	4	27	12	6	16
	8%	8%	4%	22%	9%	6%	9%	5%	9%	9%	7%	7%	5%	9%	6%	4%	10%	4%	12%	9%	8%	7%	10%
6	28	21	6	1	19	9	17	8	17	2	9	4	4	20	5	5	18	5	4	19	11	6	11
	7%	6%	14%	11%	6%	13% df	5%	13% df	8%	3%	6%	3%	11% k	8%	6%	9%	7%	5%	13%	7%	7%	6%	7%
7	46	39	6	1	35	11	35	10	25	9	12	13	5	28	8	7	31	14	2	30	19	4	23
	11%	11%	14%	11%	10%	16%	10%	16%	11%	15%	9%	10%	15%	11%	9%	13%	11%	15%	7%	10%	13% u	4%	14% u
8	46	42	3	1	37	8	35	8	22	12	12	20	7	19	9	14	23	13	5	27	18	9	19
	11%	11%	7%	11%	11%	13%	10%	14%	10%	21% hj	9%	15% m	20% m	8%	10%	27% np	8%	14%	19%	9%	12%	10%	11%
9	53	45	7	1	40	13	40	13	28	7	18	22	-	32	17	2	34	17	3	34	28	7	19
	13%	12%	17%	13%	12%	20%	12%	22% df	13%	12%	13%	17% l	-	13% l	19% o	4%	12%	18% u	10%	11%	18% u	7%	11%
10 - Definitely IS an advert	118	105	12	1	105	13	104	12	65	12	41	41	12	64	33	11	73	25	6	87	38	36	44
	29%	29%	28%	11%	30%	20%	31%	20%	30%	21%	30%	32%	36%	26%	37% p	22%	27%	27%	22%	30%	26%	38% t	26%
Mean	6.96	6.95	7.32	5.95	6.91	7.22	6.93	7.41	7.06	6.99	6.79	7.48 m	7.54	6.61	7.84 p	6.92	6.68	7.42	6.89	6.83	7.28	6.84	6.74
Standard Deviation	2.96	3	2.63	3.03	3.03	2.61	3.04	2.5	2.89	2.73	3.19	2.79	2.47	3.07	2.59	2.74	3.07	2.73	2.74	3.05	2.66	3.3	3.02
Net: Not an ad (1-3)	74	67	6	2	67	8	65	6	34	8	32	17	4	54	10	10	55	13	5	57	20	22	33
	18%	18%	14%	22%	19%	12%	19%	10%	16%	14%	23%	13%	12%	21%	11%	20%	20%	14%	17%	19%	13%	23% t	19%
Net: Not sure (4-6)	76	65	9	3	64	13	62	11	45	10	22	18	6	53	12	7	58	10	7	60	28	17	32
	18%	18%	20%	33%	18%	19%	18%	18%	21%	17%	16%	13%	17%	21%	13%	13%	21%	11%	25%	20% q	18%	18%	19%
Net: Is an ad (7-10)	263	231	27	4	217	46	214	44	139	39	84	95	24	143	68	34	162	68	17	178	103	56	104
	64%	64%	66%	45%	62%	69%	63%	72%	64%	69%	61%	73% m	71%	57%	76% p	67%	59%	75% s	58%	60%	69%	59%	62%
Net: Top 2 Box	171	150	19	2	145	26	144	25	93	19	59	63	12	96	50	13	107	41	9	121	66	43	62
	41%	41%	45%	24%	42%	40%	42%	42%	42%	33%	43%	48%	36%	38%	56% op	27%	39%	45%	32%	41%	44%	45%	37%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 562

QINF3_12 - Advert or not advert: 12. Em Sheldon - stripey_3 advert

Base: Cell 3

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	60	340	174	226	60	340	251	41	68	108	342	58	350	50	134	207	115	73	76	86	48
Weighted Base	414	61*	353	176	238	61*	353	257	42*	73*	110	355	59*	364	50*	136	217	118	73*	80*	89*	51*
1 - Definitely NOT an advert	32	4	28	6	26	4	28	13	2	4	3	21	11	25	7	6	18	8	7	4	3	2
	8%	7%	8%	3%	11%	7%	8%	5%	5%	6%	3%	6%	20%	7%	14%	5%	8%	7%	9%	5%	3%	4%
				c			c						k									
2	20	-	20	7	13	-	20	3	-	1	1	17	3	16	4	4	15	7	2	4	1	2
	5%	-	6%	4%	6%	-	6%	1%	-	1%	1%	5%	5%	4%	8%	3%	7%	6%	3%	5%	1%	4%
3	23	4	19	7	16	4	19	13	3	2	5	17	6	18	5	5	13	5	1	5	2	2
	5%	7%	5%	4%	7%	7%	5%	5%	7%	3%	5%	5%	10%	5%	10%	3%	6%	4%	1%	6%	2%	4%
4	15	1	14	6	9	1	14	8	-	1	3	12	3	13	2	3	11	2	2	4	1	2
	4%	2%	4%	3%	4%	2%	4%	3%	-	1%	3%	3%	5%	3%	4%	2%	5%	2%	3%	4%	1%	4%
5	34	5	29	13	21	5	29	21	3	6	8	25	9	27	7	6	20	6	8	8	12	5
	8%	8%	8%	8%	9%	8%	8%	8%	7%	8%	7%	7%	15%	8%	13%	4%	9%	5%	11%	9%	14%	9%
																					q	
6	28	5	23	8	20	5	23	17	1	4	3	21	6	20	7	7	16	3	3	4	4	3
	7%	8%	7%	5%	8%	8%	7%	7%	2%	5%	3%	6%	11%	6%	15%	5%	7%	2%	4%	5%	4%	6%
															m							
7	46	6	40	22	24	6	40	24	3	7	11	42	4	44	2	16	21	10	11	12	10	-
	11%	10%	11%	13%	10%	10%	11%	9%	7%	9%	10%	12%	7%	12%	4%	12%	10%	8%	15%	15%	11%	-
																			u	u	u	u
8	46	8	38	25	21	8	38	32	5	6	15	41	5	40	6	12	26	18	11	9	10	9
	11%	13%	11%	14%	9%	13%	11%	12%	12%	9%	14%	12%	8%	11%	11%	9%	12%	15%	15%	11%	11%	17%
9	53	8	45	24	29	8	45	38	7	13	19	48	5	49	4	25	26	21	12	13	12	9
	13%	13%	13%	14%	12%	13%	13%	15%	17%	18%	17%	14%	8%	14%	7%	18%	12%	18%	16%	16%	13%	17%
10 - Definitely IS an advert	118	20	98	58	60	20	98	88	18	29	42	111	7	111	7	53	53	39	17	19	34	18
	29%	34%	28%	33%	25%	34%	28%	34%	42%	40%	39%	31%	12%	31%	14%	39%	24%	33%	23%	23%	38%	36%
													l		n		p				rs	
Mean	6.96	7.47	6.88	7.56	6.52	7.47	6.88	7.56	8	7.88	8	7.25	5.24	7.16	5.56	7.84	6.61	7.44	7.09	6.98	7.84	7.65
				df		d							l		n		p				s	
Standard Deviation	2.96	2.75	3	2.61	3.14	2.75	3	2.66	2.62	2.65	2.41	2.85	3.09	2.91	3.03	2.65	3.03	2.95	2.82	2.78	2.44	2.74
Net: Not an ad (1-3)	74	8	67	19	55	8	67	29	5	7	9	54	20	59	16	15	46	20	10	13	6	6
	18%	13%	19%	11%	23%	13%	19%	11%	12%	10%	8%	15%	35%	16%	31%	11%	21%	17%	13%	16%	6%	11%
				c		c							k		m		o	t				
Net: Not sure (4-6)	76	10	66	27	49	10	66	46	4	10	14	59	18	60	16	16	47	11	13	15	17	10
	18%	17%	19%	16%	21%	17%	19%	18%	10%	14%	13%	17%	30%	17%	32%	11%	21%	9%	17%	19%	19%	19%
													k		m		o				q	
Net: Is an ad (7-10)	263	42	221	129	134	42	221	182	33	56	87	242	21	244	19	105	125	87	51	52	66	36
	64%	70%	62%	73%	56%	70%	62%	71%	79%	76%	79%	68%	35%	67%	37%	77%	58%	74%	69%	65%	74%	70%
				df									l		n		p					
Net: Top 2 Box	171	28	143	82	89	28	143	126	25	42	61	159	12	161	11	77	78	60	29	31	46	27
	41%	47%	40%	47%	38%	47%	40%	49%	59%	58%	56%	45%	20%	44%	21%	57%	36%	50%	40%	39%	52%	53%
													l		n		p					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 563

QINF3_1 - Advert or not advert: 01a. Maria J - full post_4 Ad

Base: Cell 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	33	16	17	-	-	16	17	-	33	2	6	4	10	11	18	14	30	-	2	-
	8%	8%	8%	-	-	8%	8%	-	8%	4%	7%	4%	9%	14% k	8%	8%	9%	-	7%	-
2	19	10	9	-	-	10	9	-	19	1	4	6	6	2	8	11	18	2	-	-
	5%	5%	4%	-	-	5%	4%	-	5%	2%	4%	6%	6%	3%	3%	7%	5%	7%	-	-
3	12	6	6	-	-	6	6	-	12	1	3	3	3	2	7	5	11	-	1	-
	3%	3%	3%	-	-	3%	3%	-	3%	2%	3%	3%	3%	3%	3%	3%	3%	-	4%	-
4	16	5	11	-	-	5	11	-	16	1	5	3	4	3	8	8	11	-	3	2
	4%	2%	5%	-	-	2%	5%	-	4%	2%	6%	3%	4%	3%	3%	5%	3%	-	8%	15%
5	37	23	14	-	-	23	14	-	37	3	6	9	10	9	20	18	27	7	1	2
	9%	11%	7%	-	-	11%	7%	-	9%	6%	6%	10%	10%	12%	8%	10%	8%	28%	4%	14%
6	30	16	14	-	-	16	14	-	30	3	6	8	8	6	13	17	27	-	1	2
	7%	8%	7%	-	-	8%	7%	-	7%	6%	7%	8%	7%	8%	5%	10%	8%	-	4%	16%
7	41	15	26	-	-	15	26	-	41	6	7	10	11	6	29	13	31	3	5	2
	10%	8%	12%	-	-	8%	12%	-	10%	14%	8%	11%	11%	8%	12%	7%	9%	13%	15%	14%
8	56	29	27	-	-	29	27	-	56	6	18	15	14	4	37	20	45	2	7	2
	14%	14%	13%	-	-	14%	13%	-	14% m	13%	19% m	16% m	14%	5%	15%	12%	13%	7%	22%	14%
9	52	18	34	-	-	18	34	-	52	6	12	9	11	14	34	17	44	5	4	-
	13%	9%	16% a	-	-	9%	16% e	-	13%	14%	12%	10%	10%	18%	14%	10%	13%	19%	11%	-
10 - Definitely IS an advert	117	63	53	-	-	63	53	-	117	17	27	24	26	22	71	46	98	6	9	4
	28%	31%	25%	-	-	31%	25%	-	28%	38%	29%	27%	25%	27%	29%	27%	29%	27%	25%	27%
Mean	7.04	7.02	7.06	-	-	7.02	7.06	-	7.04	7.86 lm	7.2	7.09	6.73	6.73	7.25	6.73	6.99	7.37	7.27	7.07
Standard Deviation	2.91	2.96	2.87	-	-	2.96	2.87	-	2.91	2.51	2.85	2.73	3.01	3.2	2.82	3.02	2.99	2.47	2.67	2.24
Net: Not an ad (1-3)	64	33	31	-	-	33	31	-	64	4	13	13	19	16	33	31	59	2	4	-
	15%	16%	15%	-	-	16%	15%	-	15%	8%	14%	14%	18%	19%	14%	18%	17%	7%	11%	-
Net: Not sure (4-6)	84	44	39	-	-	44	39	-	84	6	18	20	22	18	41	42	66	7	5	6
	20%	22%	19%	-	-	22%	19%	-	20%	14%	19%	22%	21%	23%	17%	25% n	19%	28%	16%	45%
Net: Is an ad (7-10)	266	126	141	-	-	126	141	-	266	35	64	59	62	47	170	96	218	16	25	7
	64%	62%	67%	-	-	62%	67%	-	64%	78% lm	67%	64%	60%	58%	70% o	57%	64%	66%	73%	55%
Net: Top 2 Box	169	81	88	-	-	81	88	-	169	23	39	33	37	36	105	64	142	11	12	4
	41%	40%	41%	-	-	40%	41%	-	41%	52%	41%	37%	36%	45%	43%	38%	41%	46%	36%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 564

QINF3_1 - Advert or not advert: 01a. Maria J - full post_4 Ad

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	33	30	2	1	29	4	29	3	15	2	15	7	6	20	6	2	25	2	-	31	7	6	20
	8%	8%	8%	11%	8%	8%	8%	7%	7%	4%	10%	5%	12%	9%	6%	6%	9%	3%	-	10% q	5%	7%	11% t
2	19	19	-	-	16	4	16	3	11	2	6	6	2	11	3	3	13	5	1	13	8	5	7
	5%	5%	-	-	4%	7%	4%	6%	5%	4%	4%	4%	4%	5%	3%	8%	5%	7%	3%	4%	5%	6%	4%
3	12	12	-	-	11	1	11	1	9	1	2	2	1	9	2	-	10	1	2	9	2	5	5
	3%	3%	-	-	3%	2%	3%	2%	4%	2%	1%	1%	2%	4%	2%	-	4%	1%	7%	3%	1%	6%	3%
4	16	13	2	1	15	1	15	1	10	1	5	7	2	7	4	1	11	4	1	11	8	1	7 t
	4%	3%	8%	10%	4%	2%	4%	2%	5%	2%	3%	5%	4%	3%	4%	2%	4%	5%	3%	4%	5%	1%	4%
5	37	33	3	1	33	4	33	3	16	6	15	10	4	23	8	4	25	5	5	28	18	4	15
	9%	9%	14%	10%	9%	8%	9%	7%	8%	10%	10%	8%	8%	10%	8%	12%	9%	7%	16%	9%	12%	5%	8%
6	30	28	2	-	28	2	28	1	16	3	12	7	3	21	8	2	21	5	2	24	12	1	17 u
	7%	7%	9%	-	8%	4%	8%	2%	7%	6%	8%	5%	6%	9%	8%	5%	7%	7%	6%	8%	8%	1%	9% u
7	41	36	2	3	34	7	34	6	27	9	6	14	6	22	8	3	30	9	2	30	14	8	20
	10%	10%	9%	30%	9%	14%	10%	14%	13% j	16% j	4%	10%	12%	10%	8%	9%	11%	13%	6%	10%	9%	10%	11%
8	56	49	6	1	49	7	48	6	33	6	16	25	7	25	13	4	39	17	6	33	24	12	20
	14%	13%	27%	9%	13%	14%	13%	15%	16%	12%	11%	18%	15%	11%	13%	12%	14%	24% s	22%	10%	16%	15%	11%
9	52	49	3	-	47	5	47	4	21	8	22	17	7	28	14	6	32	8	5	39	17	14	21
	13%	13%	13%	-	13%	10%	13%	9%	10%	15%	15%	12%	15%	12%	14%	16%	11%	10%	17%	13%	11%	17%	11%
10 - Definitely IS an advert	117	111	3	3	101	16	100	15	53	16	48	43	11	63	34	11	71	17	6	94	41	25	50
	28%	29%	13%	28%	28%	31%	28%	35%	25%	29%	32%	31%	22%	27%	34%	31%	26%	24%	20%	30%	27%	31%	28%
Mean	7.04	7.06	6.78	6.76	7.03	7.09	7.02	7.29	6.87	7.47	7.12	7.44	6.77	6.86	7.51	7.27	6.84	7.25	7.24	6.97	7.15	7.29	6.84
Standard Deviation	2.91	2.93	2.57	2.98	2.9	3.02	2.9	2.98	2.87	2.55	3.08	2.7	3.05	2.98	2.74	2.9	2.96	2.54	2.4	3.03	2.69	3.01	3.03
Net: Not an ad (1-3)	64	61	2	1	55	9	55	7	35	5	24	15	9	41	11	5	48	8	3	53	16	16	32
	15%	16%	8%	11%	15%	17%	15%	16%	17%	10%	16%	11%	18%	18%	11%	13%	17%	11%	10%	17%	11%	19%	18%
Net: Not sure (4-6)	84	75	7	2	77	7	77	5	42	10	31	24	8	51	19	7	57	13	7	63	38	6	39
	20%	20%	31%	20%	21%	14%	21%	12%	20%	18%	21%	18%	18%	22%	19%	19%	21%	19%	25%	20%	25% u	8%	22% u
Net: Is an ad (7-10)	266	246	13	7	232	35	230	31	134	39	93	98	30	138	69	25	172	51	19	196	96	60	111
	64%	64%	61%	68%	64%	69%	63%	72%	63%	72%	63%	72% m	64%	60%	70%	67%	62%	71%	65%	63%	64%	73%	61%
Net: Top 2 Box	169	160	6	3	148	21	147	19	74	24	71	60	18	91	48	17	103	25	11	133	58	39	71
	41%	42%	25%	28%	41%	41%	41%	44%	35%	44%	48% h	44%	37%	40%	48%	47%	37%	34%	37%	43%	39%	48%	39%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 565

QINF3_1 - Advert or not advert: 01a. Maria J - full post_4 Ad

Base: Cell 4

	Total	Claimed interaction with social media influencers — Does interact with social media influencers (a)	Claimed interaction with social media influencers — Does not interact with social media influencers (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts — Aware (k)	Not aware (l)	Awareness of celebrities/relevant people being paid to promote products or services on social media — Aware (m)	Not aware (n)	Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media — Yes (o)	No (p)	Websites/apps visited in the last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	33	3	30	10	23	3	30	15	-	-	4	20	12	21	11	5	16	5	3	2	2	2
	8%	5%	8%	6%	9%	5%	8%	6%	-	-	4%	6%	28% k	6%	31% m	4%	8%	4%	4%	3%	2%	4%
2	19	-	19	3	16	-	19	9	1	3	2	15	4	15	4	4	12	6	3	6	1	2
	5%	-	5%	2%	7% c	-	5%	3%	3%	6%	2%	4%	9%	4%	11%	3%	6%	5%	4%	7% t	1%	3%
3	12	-	12	3	9	-	12	9	1	1	2	12	-	12	-	4	8	2	1	2	3	3
	3%	-	3%	2%	4%	-	3%	3%	3%	2%	2%	3%	-	3%	-	3%	4%	2%	1%	2%	3%	5%
4	16	2	14	5	11	2	14	6	1	1	3	14	2	15	1	6	5	3	1	2	2	1
	4%	3%	4%	3%	4%	3%	4%	2%	4%	3%	3%	4%	4%	4%	3%	5%	2%	3%	1%	2%	2%	2%
5	37	3	35	12	25	3	35	20	3	6	13	29	9	28	10	7	22	9	8	12	2	3
	9%	5%	10%	7%	10%	5%	10%	7%	8%	12%	12%	8%	19% k	7%	26% m	6%	11%	9%	13% t	15% t	2%	5%
6	30	2	28	11	20	2	28	23	4	2	7	29	1	30	-	5	16	9	6	8	7	6
	7%	3%	8%	6%	8%	3%	8%	8%	11%	4%	6%	8%	2%	8%	-	4%	8%	8%	9%	10%	8%	10%
7	41	3	38	17	24	3	38	33	7	3	11	38	3	38	3	10	19	9	5	9	5	4
	10%	5%	11%	10%	10%	5%	11%	12%	19%	7%	10%	10%	7%	10%	8%	8%	9%	8%	7%	12%	6%	7%
8	56	10	46	29	27	10	46	36	9	5	16	52	4	54	2	20	27	12	7	12	10	9
	14%	18%	13%	17%	11%	18%	13%	13%	25%	10%	15%	14%	8%	14%	5%	16%	13%	11%	11%	15%	11%	16%
9	52	12	40	26	26	12	40	39	4	7	15	49	3	51	1	19	26	18	11	11	18	10
	13%	22% b	11%	15%	11%	22% df	11%	14%	11%	15%	14%	13%	8%	14%	3%	15%	13%	16%	17%	14%	20%	17%
10 - Definitely IS an advert	117	21	96	55	62	21	96	90	6	20	33	110	7	112	5	46	55	37	20	17	39	18
	28%	38% b	27%	32%	26%	38%	27%	32% h	17%	42% h	32%	30%	16%	30%	14%	36%	27%	34%	31%	21%	44% s	31%
Mean	7.04	8.22 b	6.86	7.64 df	6.62	8.22 df	6.86	7.46	7.35	7.88	7.61	7.28 l	5.09	7.28 n	4.55	7.73 p	6.9	7.51	7.46	6.98	8.33 qrs	7.58
Standard Deviation	2.91	2.33	2.95	2.59	3.05	2.33	2.95	2.7	2.02	2.54	2.47	2.75	3.42	2.76	3.27	2.62	2.95	2.73	2.68	2.58	2.27	2.61
Net: Not an ad (1-3)	64	3	61	16	48	3	61	34	2	4	8	48	16	49	15	13	37	13	7	10	6	7
	15%	5%	17% a	9%	20% ce	5%	17% ce	12%	5%	8%	7%	13%	36% k	13%	41% m	10%	18%	11%	10%	12%	7%	12%
Net: Not sure (4-6)	84	7	77	28	56	7	77	49	8	9	22	72	11	73	11	19	42	21	15	22	11	11
	20%	12%	22%	16%	23%	12%	22%	18%	22%	19%	21%	20%	25%	19%	29%	15%	21%	19%	23%	27% t	12%	18%
Net: Is an ad (7-10)	266	46	220	127	139	46	220	198	26	34	75	249	17	255	11	95	127	76	44	50	73	42
	64%	83% b	61%	74% df	57%	83%	61%	71%	72%	73%	71%	67% l	38%	68% n	30%	75% p	62%	69%	66%	61%	81% rs	70%
Net: Top 2 Box	169	33	135	81	88	33	135	129	10	26	48	158	10	163	6	64	81	55	32	28	58	28
	41%	60% b	38%	47% df	36%	60%	38%	46% h	28%	56% h	46%	43% l	23%	43% n	17%	51% p	39%	50% s	49%	35%	64% qs	48%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 566

QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																			Demographics	
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	18	7	11	-	-	7	11	-	18	1	5	5	3	4	10	8	17	-	1	-
	4%	3%	5%	-	-	3%	5%	-	4%	2%	5%	5%	3%	5%	4%	5%	5%	-	4%	-
2	10	4	6	-	-	4	6	-	10	1	3	1	3	2	2	8	9	-	1	-
	2%	2%	3%	-	-	2%	3%	-	2%	2%	3%	1%	3%	3%	1%	5% n	3%	-	4%	-
3	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
	*	*	-	-	-	*	-	-	*	-	-	-	1%	-	-	1%	*	-	-	-
4	7	4	3	-	-	4	3	-	7	2	1	2	2	-	4	3	6	-	1	-
	2%	2%	1%	-	-	2%	1%	-	2%	4%	1%	2%	2%	-	2%	2%	2%	-	4%	-
5	21	14	7	-	-	14	7	-	21	2	3	6	7	3	11	11	17	3	1	-
	5%	7%	3%	-	-	7%	3%	-	5%	4%	3%	6%	7%	4%	4%	6%	5%	13%	4%	-
6	20	14	6	-	-	14	6	-	20	6	6	4	3	-	12	8	16	3	-	-
	5%	7%	3%	-	-	7%	3%	-	5%	14% hklm	6% m	4%	3%	-	5%	5%	5%	14%	-	-
7	31	12	19	-	-	12	19	-	31	3	8	8	9	3	16	16	24	2	5	-
	7%	6%	9%	-	-	6%	9%	-	7%	6%	9%	8%	9%	4%	6%	9%	7%	7%	15%	-
8	27	12	15	-	-	12	15	-	27	2	7	8	7	4	20	7	25	2	1	-
	7%	6%	7%	-	-	6%	7%	-	7%	4%	8%	9%	7%	5%	8%	4%	7%	6%	4%	-
9	62	34	28	-	-	34	28	-	62	7	22	13	12	8	35	27	49	5	-	8
	15%	17%	13%	-	-	17%	13%	-	15%	16%	23% m	15%	12%	10%	14%	16%	14%	20%	-	59%
10 - Definitely IS an advert	217	100	117	-	-	100	117	-	217	22	39	45	55	56	136	81	179	10	22	6
	52%	49%	55%	-	-	49%	55%	-	52%	48%	41%	49%	54%	69% hijkl	56%	48%	52%	39%	67%	41%
Mean	8.35	8.28	8.42	-	-	8.28	8.42	-	8.35	8.24	8.12	8.26	8.34	8.8	8.56 o	8.05	8.31	8.24	8.47	9.41
Standard Deviation	2.48	2.43	2.53	-	-	2.43	2.53	-	2.48	2.32	2.56	2.5	2.45	2.48	2.3	2.7	2.55	1.93	2.59	0.51
Net: Not an ad (1-3)	29	12	17	-	-	12	17	-	29	2	8	6	7	6	12	16	26	-	2	-
	7%	6%	8%	-	-	6%	8%	-	7%	4%	9%	6%	7%	8%	5%	10%	8%	-	7%	-
Net: Not sure (4-6)	48	33	15	-	-	33	15	-	48	10	10	12	13	3	26	22	39	7	2	-
	12%	16% b	7%	-	-	16% f	7%	-	12%	22% hm	11%	13%	12%	4%	11%	13%	11%	27%	7%	-
Net: Is an ad (7-10)	338	158	179	-	-	158	179	-	338	33	77	73	83	71	207	131	278	18	29	13
	82%	78%	85%	-	-	78%	85%	-	82%	74%	81%	81%	81%	88%	84%	77%	81%	73%	85%	100%
Net: Top 2 Box	279	134	145	-	-	134	145	-	279	29	61	58	67	64	171	108	229	14	22	13
	67%	66%	69%	-	-	66%	69%	-	67%	64%	64%	64%	66%	79% hjk	70%	64%	67%	60%	67%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 567

QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 4

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	18	18	-	-	16	2	16	2	9	2	7	7	2	9	6	2	10	2	2	14	5	6	7
	4%	5%	-	-	4%	4%	4%	5%	4%	3%	5%	5%	4%	4%	6%	6%	4%	3%	6%	4%	3%	7%	4%
2	10	10	-	-	9	1	9	-	5	2	3	4	-	6	2	-	8	4	1	5	6	2	2
	2%	3%	-	-	2%	2%	2%	-	2%	3%	2%	3%	-	3%	2%	-	3%	5%	3%	2%	4%	2%	1%
3	1	1	-	-	1	-	1	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-	1
	*	*	-	-	*	-	*	-	-	-	1%	-	-	*	-	-	*	-	-	*	-	-	1%
4	7	7	-	-	6	1	6	1	3	-	4	2	1	4	-	2	5	1	2	4	4	1	2
	2%	2%	-	-	2%	2%	2%	3%	2%	-	3%	1%	2%	2%	-	5% n	2%	2%	6%	1%	3%	1%	1%
5	21	16	4	1	17	4	17	3	5	6	10	4	1	16	2	1	18	3	3	15	8	2	12
	5%	4%	18%	10%	5%	8%	5%	7%	2%	12% h	7% h	3%	2%	7%	2%	3%	7%	4%	10%	5%	5%	2%	6%
6	20	17	1	2	17	3	17	3	9	5	6	9	1	9	10	1	9	9	3	8	15	3	2
	5%	4%	5%	20%	5%	5%	5%	6%	4%	9%	4%	7%	2%	4%	10% p	3%	3%	12% s	10%	3%	10% v	4%	1%
7	31	31	-	-	30	1	30	-	18	6	7	13	5	13	10	8	13	10	1	20	15	7	9
	7%	8%	-	-	8%	2%	8%	-	8%	12%	5%	10%	10%	6%	10%	22% p	5%	14% s	4%	6%	10%	8%	5%
8	27	25	3	-	26	1	25	1	17	1	9	7	7	14	8	3	16	7	2	18	11	6	11
	7%	6%	13%	-	7%	2%	7%	2%	8%	2%	6%	5%	15% km	6%	8%	9%	6%	10%	7%	6%	7%	7%	6%
9	62	57	3	2	55	7	54	5	40	3	19	26	8	29	14	3	45	12	7	43	26	11	25
	15%	15%	14%	19%	15%	14%	15%	12%	19% i	5%	13%	19%	16%	13%	14%	8%	16%	17%	24%	14%	17%	14%	14%
10 - Definitely IS an advert	217	201	11	5	186	31	186	28	106	29	82	65	23	128	48	16	152	25	9	183	62	44	111
	52%	53%	51%	51%	51%	61%	51%	65%	50%	53%	55%	47%	49%	56%	48%	44%	55%	34%	30%	59% q	41%	54%	61% t
Mean	8.35	8.34	8.52	8.5	8.33	8.52	8.33	8.65	8.47	8.03	8.3	8.24	8.59	8.37	8.22	8.02	8.44	7.78	7.4	8.57 q	7.98	8.31	8.68 t
Standard Deviation	2.48	2.52	1.96	2.02	2.48	2.53	2.48	2.47	2.36	2.6	2.6	2.53	2.12	2.52	2.53	2.48	2.47	2.46	2.84	2.41 q	2.49	2.69	2.33 t
Net: Not an ad (1-3)	29	29	-	-	26	3	26	2	14	4	11	11	2	16	8	2	19	6	3	20	11	8	10
	7%	7%	-	-	7%	6%	7%	5%	6%	7%	8%	8%	4%	7%	8%	6%	7%	8%	10%	6%	7%	9%	6%
Net: Not sure (4-6)	48	40	5	3	40	8	40	7	17	11	20	15	3	30	12	4	32	13	8	27	26	6	16
	12%	10%	22%	30%	11%	15%	11%	16%	8%	20% h	14%	11%	6%	13%	12%	11%	12%	18% s	26% uv	9%	17%	7%	9%
Net: Is an ad (7-10)	338	314	17	7	298	40	296	34	181	40	117	111	43	184	80	31	227	54	19	265	114	68	156
	82%	82%	78%	70%	82%	79%	82%	79%	86% i	73%	79%	81%	90%	80%	80%	84%	82%	74%	64%	85% q	75%	83%	86% t
Net: Top 2 Box	279	258	14	7	241	38	240	33	146	32	101	91	31	157	62	19	198	37	16	226	88	55	136
	67%	68%	65%	70%	66%	75%	66%	77%	69%	59%	68%	66%	65%	69%	62%	53%	71% o	51%	54%	72% q	58%	68%	75% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 568
QINF3_2 - Advert or not advert: 02. Neutrogena

Base: Cell 4

	Total	Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	18	1	17	4	14	1	17	9	-	2	5	12	6	12	6	4	9	2	2	3	1	-
	4%	2%	5%	2%	6%	2%	5%	3%	-	4%	4%	3%	14% k	3%	17% m	3%	4%	2%	3%	4%	1%	-
2	10	2	8	5	5	2	8	4	2	1	-	5	5	7	3	2	3	-	2	1	-	1
	2%	3%	2%	3%	2%	3%	2%	1%	6% j	2%	-	1%	11% k	2%	9% m	2%	1%	-	3%	1%	-	2%
3	1	-	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	*	-	*	-	*	-	*	-	-	-	-	-	2% k	-	3% m	-	-	1%	-	-	-	-
4	7	1	6	4	3	1	6	4	1	1	1	5	2	6	1	3	3	2	1	3	2	2
	2%	2%	2%	2%	1%	2%	2%	1%	3%	2%	1%	1%	4%	2%	3%	2%	2%	2%	1%	4%	2%	3%
5	21	-	21	5	16	-	21	7	-	1	2	15	6	15	6	5	10	3	1	3	1	-
	5%	-	6%	3%	7%	-	6%	3%	-	2%	2%	4%	13% k	4%	16% m	4%	5%	3%	2%	4%	1%	-
6	20	4	16	10	9	4	16	13	2	4	6	18	2	18	2	5	8	5	4	6	4	1
	5%	7%	4%	6%	4%	7%	4%	5%	5%	8%	5%	5%	4%	5%	5%	4%	4%	5%	5%	7%	5%	2%
7	31	5	26	13	18	5	26	16	5	3	8	27	4	28	3	6	18	5	6	7	6	8
	7%	9%	7%	8%	7%	9%	7%	6%	14%	7%	8%	7%	8%	7%	8%	5%	9%	5%	9%	8%	7%	14% q
8	27	5	22	14	14	5	22	16	5	4	8	26	2	27	1	9	14	15	5	5	6	6
	7%	9%	6%	8%	6%	9%	6%	6%	14%	8%	7%	7%	4%	7%	3%	7%	7%	14%	7%	6%	7%	10%
9	62	6	56	25	37	6	56	48	6	7	23	59	3	60	2	20	30	15	11	18	14	12
	15%	11%	16%	15%	15%	11%	16%	17%	16%	15%	22%	16%	6%	16%	5%	16%	14%	14%	17%	22%	16%	20%
10 - Definitely IS an advert	217	32	184	90	127	32	184	163	16	25	52	202	15	205	12	73	111	62	35	36	55	29
	52%	58%	51%	53%	52%	58%	51%	58%	43%	52%	50%	55%	33% l	54%	33% n	58%	54%	56%	53%	44%	62%	50%
Mean	8.35	8.67	8.3	8.49	8.25	8.67	8.3	8.75	8.33	8.43	8.64	8.61	6.26 l	8.57	6.13 n	8.68	8.47	8.8	8.54	8.29	9.05 s	8.79
Standard Deviation	2.48	2.18	2.52	2.27	2.62	2.18	2.52	2.16	2.17	2.41	2.15	2.21	3.45	2.25	3.49	2.23	2.37	1.9	2.29	2.34	1.68	1.71
Net: Not an ad (1-3)	29	3	26	9	20	3	26	12	2	3	5	17	12	18	10	6	12	3	4	4	1	1
	7%	5%	7%	5%	8%	5%	7%	4%	6%	6%	4%	4%	27% k	5%	28% m	5%	6%	3%	6%	5%	1%	2%
Net: Not sure (4-6)	48	4	43	20	28	4	43	25	3	5	8	38	10	39	9	12	21	10	6	12	7	3
	12%	8%	12%	12%	12%	8%	12%	9%	8%	11%	8%	10%	22% k	10%	24% m	10%	10%	9%	8%	14%	8%	5%
Net: Is an ad (7-10)	338	48	289	142	195	48	289	243	31	39	92	314	23	320	18	108	173	97	56	66	82	55
	82%	87%	81%	83%	80%	87%	81%	87%	86%	82%	88%	85%	51% l	85%	48% n	86%	84%	88%	86%	81%	91%	94%
Net: Top 2 Box	279	38	241	115	164	38	241	211	21	32	76	262	18	265	14	93	141	77	46	53	70	41
	67%	69%	67%	67%	67%	69%	67%	75%	59%	67%	72%	71%	39% l	70%	38% n	74%	68%	70%	69%	66%	78% s	69%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 569

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
															Demographics					
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	133	62	71	-	-	62	71	-	133	15	27	25	36	30	73	60	114	8	11	-
	32%	30%	34%	-	-	30%	34%	-	32%	33%	29%	28%	36%	37%	30%	35%	33%	33%	33%	-
2	94	47	47	-	-	47	47	-	94	10	19	17	20	28	58	36	73	3	8	10
	23%	23%	22%	-	-	23%	22%	-	23%	23%	20%	19%	20%	34% hjkl	24%	21%	21%	13%	23%	72%
3	26	14	12	-	-	14	12	-	26	5	5	5	6	5	17	9	19	3	4	-
	6%	7%	6%	-	-	7%	6%	-	6%	12%	5%	5%	6%	6%	7%	5%	6%	13%	11%	-
4	27	12	15	-	-	12	15	-	27	4	6	3	10	4	16	11	22	3	-	2
	6%	6%	7%	-	-	6%	7%	-	6%	8%	7%	3%	10%	5%	6%	6%	6%	14%	-	14%
5	38	22	16	-	-	22	16	-	38	2	10	13	7	6	19	18	33	3	1	-
	9%	11%	8%	-	-	11%	8%	-	9%	4%	11%	15%	6%	7%	8%	11%	10%	13%	4%	-
6	26	13	14	-	-	13	14	-	26	3	4	7	10	3	16	11	21	2	4	-
	6%	6%	7%	-	-	6%	7%	-	6%	6%	4%	7%	10%	4%	6%	6%	6%	7%	11%	-
7	18	10	8	-	-	10	8	-	18	1	7	5	4	1	10	8	16	-	2	-
	4%	5%	4%	-	-	5%	4%	-	4%	2%	8%	6%	4%	1%	4%	5%	5%	-	7%	-
8	24	10	14	-	-	10	14	-	24	1	8	10	2	4	19	5	21	2	-	2
	6%	5%	7%	-	-	5%	7%	-	6%	2%	9% l	11% l	2%	4%	8% o	3%	6%	7%	-	14%
9	15	6	8	-	-	6	8	-	15	3	4	2	5	1	9	6	14	-	1	-
	4%	3%	4%	-	-	3%	4%	-	4%	6%	4%	2%	5%	1%	4%	3%	4%	-	3%	-
10 - Definitely IS an advert	12	7	5	-	-	7	5	-	12	2	3	4	2	1	7	5	10	-	2	-
	3%	4%	2%	-	-	4%	2%	-	3%	5%	3%	4%	2%	1%	3%	3%	3%	-	7%	-
Mean	3.46	3.51	3.42	-	-	3.51	3.42	-	3.46	3.35	3.88 m	4.01 m	3.27	2.65	3.56	3.32	3.49	3.14	3.51	3.12
Standard Deviation	2.69	2.68	2.7	-	-	2.68	2.7	-	2.69	2.79	2.86	2.86	2.56	2.17	2.73	2.63	2.73	2.13	2.93	2.17
Net: Not an ad (1-3)	253	123	130	-	-	123	130	-	253	30	51	47	63	62	149	105	207	14	22	10
	61%	61%	62%	-	-	61%	62%	-	61%	67%	54%	52%	62%	77% hjkl	61%	62%	60%	60%	67%	72%
Net: Not sure (4-6)	91	46	45	-	-	46	45	-	91	8	21	23	27	12	51	40	76	8	5	2
	22%	23%	21%	-	-	23%	21%	-	22%	18%	22%	25%	26%	15%	21%	24%	22%	34%	15%	14%
Net: Is an ad (7-10)	70	34	36	-	-	34	36	-	70	7	23	21	13	6	46	24	60	2	6	2
	17%	17%	17%	-	-	17%	17%	-	17%	15%	24% lm	23% m	12%	8%	19%	14%	18%	7%	18%	14%
Net: Top 2 Box	27	14	13	-	-	14	13	-	27	5	7	6	7	2	16	11	23	-	4	-
	7%	7%	6%	-	-	7%	6%	-	7%	11% m	8%	7%	7%	2%	6%	7%	7%	-	11%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 570

QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	133	120	9	5	120	14	119	13	69	14	51	41	14	79	26	10	97	20	4	109	44	30	59
	32%	31%	39%	51%	33%	27%	33%	30%	33%	25%	34%	30%	29%	34%	27%	28%	35%	28%	13%	35%	29%	36%	33%
2	94	89	3	2	80	14	80	11	43	17	34	27	8	59	20	9	64	13	5	76	22	22	50
	23%	23%	13%	18%	22%	28%	22%	27%	21%	31%	23%	19%	17%	26%	21%	25%	23%	17%	16%	24%	15%	27% t	27% t
3	26	25	-	1	22	4	22	4	11	6	9	8	1	18	5	2	20	4	3	20	10	6	11
	6%	7%	-	10%	6%	8%	6%	10%	5%	11%	6%	5%	2%	8%	5%	5%	7%	5%	10%	6%	7%	7%	6%
4	27	27	-	-	24	3	24	2	12	4	11	11	6	9	3	3	21	3	7	17	11	4	12
	6%	7%	-	-	7%	6%	7%	5%	6%	7%	7%	8%	14% m	4%	3%	8%	8%	4%	24%	5%	7%	5%	7%
5	38	35	3	-	33	4	33	4	19	4	15	12	3	23	9	3	25	5	-	33	15	4	19
	9%	9%	14%	-	9%	9%	9%	10%	9%	7%	10%	9%	6%	10%	10%	9%	9%	7%	-	11%	10%	5%	10%
6	26	25	2	-	24	2	24	2	10	3	13	7	5	15	4	1	22	4	3	20	10	7	9
	6%	6%	8%	-	6%	6%	6%	5%	5%	6%	9%	5%	10%	7%	4%	3%	8%	6%	9%	6%	7%	9%	5%
7	18	15	3	-	15	3	14	2	12	3	3	7	2	9	9	2	7	5	1	12	11	2	5
	4%	4%	14%	-	4%	6%	4%	5%	6%	6%	2%	5%	4%	4%	9% p	5%	3%	7%	3%	4%	7%	2%	3%
8	24	22	2	1	22	3	22	3	18	1	5	10	5	10	11	5	9	9	4	11	12	3	9
	6%	6%	8%	10%	6%	6%	6%	7%	9%	2%	3%	7%	10%	4%	11% p	13% p	3%	12% s	14%	4%	8%	4%	5%
9	15	13	1	1	14	1	14	-	10	1	4	8	2	5	6	1	8	6	2	7	7	3	5
	4%	3%	4%	10%	4%	2%	4%	-	5%	2%	3%	6%	4%	2%	6%	3%	3%	8% s	7%	2%	5%	4%	3%
10 - Definitely IS an advert	12	12	-	-	11	1	11	1	7	2	3	7	2	3	6	-	6	4	1	7	9	1	2
	3%	3%	-	-	3%	2%	3%	2%	3%	4%	2%	5% m	4%	1%	6%	-	2%	6%	3%	2%	6% v	1%	1%
Mean	3.46	3.45	3.85	2.92	3.47	3.38	3.47	3.25	3.69	3.3	3.19	3.9 m	4.04 m	3.08	4.29 p	3.61	3.15	4.39 s	4.55	3.14	4.13 uv	3	3.11
Standard Deviation	2.69	2.67	2.91	3.08	2.71	2.53	2.71	2.46	2.88	2.49	2.46	2.97	2.9	2.41	3.12	2.69	2.46	3.21	2.75	2.48	2.99	2.47	2.41
Net: Not an ad (1-3)	253	234	11	8	221	32	221	28	123	36	94	75	22	156	52	21	181	37	12	205	76	58	120
	61%	61%	52%	80%	61%	64%	61%	66%	58%	66%	63%	55%	47%	68% kl	52%	58%	65% n	51%	39%	66% q	50%	71% t	66% t
Net: Not sure (4-6)	91	86	5	-	81	10	81	8	41	11	39	30	14	47	16	7	68	12	10	69	36	15	40
	22%	23%	22%	-	22%	20%	22%	20%	19%	20%	27%	22%	30%	20%	16%	20%	24%	16%	34%	22%	24%	18%	22%
Net: Is an ad (7-10)	70	62	6	2	62	8	61	6	47	7	15	32	11	27	32	8	30	24	8	37	39	9	22
	17%	16%	26%	20%	17%	16%	17%	14%	22% j	13%	10%	23% m	23% m	12%	32% p	22%	11%	33% s	27%	12%	26% uv	11%	12%
Net: Top 2 Box	27	25	1	1	25	2	25	1	17	3	7	15	4	8	12	1	14	10	3	14	16	4	7
	7%	7%	4%	10%	7%	4%	7%	2%	8%	6%	5%	11% m	8%	4%	12% p	3%	5%	14% s	10%	4%	11% v	5%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 571
QINF3_3 - Advert or not advert: 03. Backpacker_no change

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	133	16	118	50	83	16	118	91	5	16	36	122	11	123	10	44	64	31	22	22	34	21
	32%	28%	33%	29%	34%	28%	33%	32% h	15%	34%	35% h	33%	25%	33%	28%	35%	31%	28%	34%	28%	38%	36%
2	94	13	81	39	55	13	81	64	5	7	20	82	12	84	9	25	53	29	11	16	21	11
	23%	23%	23%	23%	22%	23%	23%	23%	14%	15%	19%	22%	27%	22%	26%	20%	26%	26%	17%	20%	23%	18%
3	26	1	26	11	16	1	26	19	-	2	4	24	2	25	1	6	15	5	2	4	5	3
	6%	2%	7%	6%	6%	2%	7%	7%	-	4%	4%	6%	6%	7%	3%	5%	7%	5%	3%	5%	6%	5%
4	27	4	23	8	19	4	23	19	2	3	11	23	4	26	1	7	15	9	7	5	7	5
	6%	7%	6%	5%	8%	7%	6%	7%	5%	6%	10%	6%	8%	7%	2%	5%	7%	8%	11%	6%	8%	8%
5	38	5	33	15	23	5	33	25	1	5	5	32	6	32	6	7	19	11	7	10	5	3
	9%	9%	9%	9%	9%	9%	9%	9%	2%	10%	4%	9%	13%	8%	16%	5%	9%	10%	11%	12%	5%	5%
6	26	3	24	9	18	3	24	16	2	1	2	22	4	23	3	6	12	5	3	6	4	4
	6%	5%	7%	5%	7%	5%	7%	6%	5%	2%	2%	6%	9%	6%	9%	4%	6%	4%	4%	8%	4%	7%
7	18	1	17	11	8	1	17	8	6	4	5	16	2	16	2	8	6	4	3	5	3	2
	4%	2%	5%	6%	3%	2%	5%	3%	17% gj	8%	5%	4%	4%	4%	5%	6%	3%	4%	5%	6%	4%	4%
8	24	8	17	14	10	8	17	17	7	3	8	22	2	22	2	10	12	8	4	2	6	6
	6%	14% b	5%	8%	4%	14% df	5%	6%	19% g	6%	8%	6%	5%	6%	6%	8%	6%	7%	5%	2%	7%	10%
9	15	2	13	8	7	2	13	14	4	4	6	15	-	14	1	7	6	5	2	5	-	2
	4%	3%	4%	5%	3%	3%	4%	5%	11%	8%	6%	4%	-	4%	3%	5%	3%	4%	3%	6% t	-	4%
10 - Definitely IS an advert	12	4	8	7	5	4	8	7	4	3	7	11	1	11	1	6	4	4	5	5	4	2
	3%	7% b	2%	4%	2%	7% f	2%	2%	11% g	7%	7% g	3%	3%	3%	3%	5%	2%	4%	8%	6%	4%	3%
Mean	3.46	4.1	3.36	3.79 d	3.23	4.1 d	3.36	3.44	5.92 gij	4.1	3.78	3.46	3.43	3.44	3.67	3.7	3.26	3.61	3.79	3.97 t	3.1	3.59
Standard Deviation	2.69	3.12	2.61	2.9	2.51	3.12	2.61	2.7	3.19	3.2	3.12	2.73	2.41	2.69	2.72	3.02	2.5	2.78	2.97	2.93	2.63	2.9
Net: Not an ad (1-3)	253	29	224	100	154	29	224	174	10	25	61	227	26	233	21	76	132	65	35	43	61	35
	61%	52%	63%	58%	63%	52%	63%	62% h	29%	53%	58%	62%	58%	62%	56%	60%	64%	59%	53%	53%	68%	60%
Net: Not sure (4-6)	91	12	79	31	60	12	79	60	5	8	17	77	14	81	10	19	47	25	17	21	16	12
	22%	21%	22%	18%	25%	21%	22%	21%	13%	18% h	16% h	21%	30%	22%	27%	15%	23%	22%	26%	26%	18%	20%
Net: Is an ad (7-10)	70	15	55	40	30	15	55	47	21	14	27	64	5	63	6	31	27	21	13	17	13	12
	17%	26% b	15%	23% df	12%	26% df	15%	17%	59% gij	30% g	26%	17%	12%	17%	17%	24% p	13%	19%	21%	21%	15%	21%
Net: Top 2 Box	27	6	21	15	12	6	21	21	8	7	13	26	1	25	2	13	10	9	7	10	4	4
	7%	11%	6%	9%	5%	11%	6%	7%	23% g	15%	13%	7%	3%	7%	6%	10%	5%	8%	10%	12%	4%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 572

QINF3_4 - Advert or not advert: 04. Lorraine_4 ad

Base: Cell 4

													Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	23	11	12	-	-	11	12	-	23	1	1	5	7	10	12	11	22	-	1	-
	6%	5%	6%	-	-	5%	6%	-	6%	2%	1%	5%	7%	12% hj	5%	7%	6%	-	4%	-
2	29	10	19	-	-	10	19	-	29	1	10	8	3	7	12	16	24	-	1	4
	7%	5%	9%	-	-	5%	9%	-	7%	2%	11% l	8%	3%	9%	5%	10%	7%	-	4%	28%
3	18	10	8	-	-	10	8	-	18	-	4	4	6	4	11	7	14	2	3	-
	4%	5%	4%	-	-	5%	4%	-	4%	-	4%	4%	6%	5%	4%	4%	4%	7%	8%	-
4	17	8	8	-	-	8	8	-	17	1	-	4	8	4	9	7	12	2	2	-
	4%	4%	4%	-	-	4%	4%	-	4%	2%	-	4% j	8%	5%	4%	4%	4%	7%	7%	-
5	31	15	16	-	-	15	16	-	31	2	11	7	8	3	17	14	24	2	4	2
	8%	7%	8%	-	-	7%	8%	-	8%	4%	12%	8%	7%	4%	7%	8%	7%	7%	11%	14%
6	40	21	19	-	-	21	19	-	40	3	7	8	15	7	25	15	30	2	6	2
	10%	10%	9%	-	-	10%	9%	-	10%	6%	8%	9%	14%	9%	10%	9%	9%	7%	18%	16%
7	48	25	23	-	-	25	23	-	48	4	18	11	8	7	33	15	40	2	5	2
	12%	13%	11%	-	-	13%	11%	-	12%	10%	19% l	12%	8%	8%	14%	9%	12%	7%	15%	14%
8	51	25	26	-	-	25	26	-	51	10	8	11	14	8	34	17	44	3	2	2
	12%	12%	12%	-	-	12%	12%	-	12%	23% j	9%	12%	13%	10%	14%	10%	13%	13%	7%	14%
9	49	18	31	-	-	18	31	-	49	8	8	12	12	9	27	22	41	3	3	2
	12%	9%	15%	-	-	9%	15%	-	12%	18%	9%	13%	11%	11%	11%	13%	12%	14%	8%	14%
10 - Definitely IS an advert	108	59	49	-	-	59	49	-	108	15	26	22	23	21	65	43	92	10	6	-
	26%	29%	23%	-	-	29%	23%	-	26%	33%	28%	25%	23%	26%	27%	25%	27%	40%	19%	-
Mean	6.92	7.03	6.81	-	-	7.03	6.81	-	6.92	8.16 hjklm	7	6.85	6.77	6.39	7.08	6.68	6.94	7.92	6.47	5.58
Standard Deviation	2.86	2.81	2.91	-	-	2.81	2.91	-	2.86	2.08	2.71	2.9	2.79	3.28	2.73	3.04	2.91	2.38	2.58	2.64
Net: Not an ad (1-3)	70	31	39	-	-	31	39	-	70	2	15	16	15	21	35	35	60	2	5	4
	17%	15%	18%	-	-	15%	18%	-	17%	4%	16% i	18% i	15% i	26% i	14%	21%	17%	7%	15%	28%
Net: Not sure (4-6)	88	44	43	-	-	44	43	-	88	6	19	18	30	15	51	37	66	5	12	4
	21%	22%	20%	-	-	22%	20%	-	21%	12%	20%	20%	29% i	18%	21%	22%	19%	21%	37%	30%
Net: Is an ad (7-10)	256	128	129	-	-	128	129	-	256	38	61	56	57	45	159	97	217	18	16	6
	62%	63%	61%	-	-	63%	61%	-	62%	84% hjklm	64%	62%	56%	55%	65%	57%	63%	73%	49%	42%
Net: Top 2 Box	157	77	80	-	-	77	80	-	157	23	35	35	35	30	92	65	134	13	9	2
	38%	38%	38%	-	-	38%	38%	-	38%	51%	36%	38%	34%	37%	38%	39%	39%	54%	27%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 573

QINF3_4 - Advert or not advert: 04. Lorraine_4 ad

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	23	21	3	-	21	2	21	1	10	-	14	7	3	14	4	2	18	3	2	19	3	3	18
	6%	5%	12%	-	6%	4%	6%	3%	5%	-	9% i	5%	6%	6%	4%	5%	6%	4%	6%	6%	2%	4%	10%
2	29	26	-	3	26	3	26	3	13	3	13	11	1	17	7	3	19	7	1	21	10	4	15
	7%	7%	-	30%	7%	6%	7%	7%	6%	6%	9%	8%	2%	7%	7%	8%	7%	9%	3%	7%	7%	5%	8%
3	18	17	1	-	14	3	13	3	7	3	8	2	1	15	4	3	11	2	1	15	9	3	6
	4%	4%	4%	-	4%	7%	4%	6%	3%	6%	5%	1%	2%	7% k	4%	9%	4%	3%	3%	5%	6%	4%	3%
4	17	16	1	-	16	1	16	-	7	4	6	2	4	11	3	2	12	1	1	15	6	-	11
	4%	4%	4%	-	4%	2%	4%	-	3%	7%	4%	1%	8% k	5%	3%	5%	4%	1%	3%	5%	4%	-	6% u
5	31	27	3	1	28	3	28	3	17	6	8	10	1	20	9	2	20	3	2	26	13	5	13
	8%	7%	14%	10%	8%	6%	8%	7%	8%	12%	5%	7%	2%	9%	9%	5%	7%	4%	7%	8%	9%	6%	7%
6	40	37	3	-	37	3	37	3	17	6	16	8	7	25	8	5	27	7	1	32	16	7	17
	10%	10%	14%	-	10%	6%	10%	7%	8%	12%	11%	6%	15%	11%	8%	14%	10%	10%	3%	10%	11%	8%	9%
7	48	47	-	1	40	9	40	7	30	5	14	23	6	19	12	7	29	7	4	38	27	9	12
	12%	12%	-	10%	11%	17%	11%	16%	14%	8%	9%	17% m	13%	8%	12%	20%	10%	9%	13%	12%	18% v	11%	7%
8	51	44	5	2	45	6	44	6	31	5	15	16	8	27	13	4	34	15	5	32	19	16	16
	12%	12%	22%	19%	12%	12%	12%	14%	15%	9%	10%	12%	17%	12%	13%	11%	12%	20% s	16%	10%	13%	19% v	9%
9	49	46	2	1	45	4	45	3	31	6	12	19	10	20	11	1	37	9	6	34	13	12	24
	12%	12%	8%	10%	12%	8%	12%	7%	15%	11%	8%	14%	22% m	9%	11%	3%	13%	12%	22%	11%	9%	14%	13%
10 - Definitely IS an advert	108	101	5	2	92	16	92	15	49	16	43	39	7	63	29	7	72	20	7	82	35	23	50
	26%	27%	21%	21%	25%	33%	25%	34%	23% j	30%	29%	28%	14%	27%	29%	20%	26%	27%	23%	26%	23%	28%	28%
Mean	6.92	6.95	6.58	6.34	6.88	7.2	6.89	7.34	7.1	7.12	6.59	7.23	7.06	6.7	7.14	6.28	6.93	7.21	7.32	6.81	6.93	7.51 v	6.65
Standard Deviation	2.86	2.85	2.98	3.31	2.86	2.84	2.86	2.75	2.69	2.63	3.15	2.78	2.53	2.96	2.78	2.81	2.89	2.8	2.75	2.88	2.59	2.57	3.16
Net: Not an ad (1-3)	70	64	4	3	61	9	60	7	29	6	34	20	5	45	15	8	47	12	4	54	22	10	38
	17%	17%	17%	30%	17%	17%	17%	16%	14%	12%	23% h	15%	10%	20%	15%	23%	17%	16%	13%	17%	14%	12%	21%
Net: Not sure (4-6)	88	80	7	1	81	7	81	6	41	17	30	20	12	56	20	9	59	11	4	73	35	12	41
	21%	21%	32%	10%	22%	14%	22%	14%	19%	31%	20%	15%	25%	24% k	20%	24%	21%	15%	13%	23%	23%	15%	22%
Net: Is an ad (7-10)	256	239	11	6	222	35	221	30	141	32	84	97	31	128	65	20	172	50	22	185	94	60	102
	62%	63%	52%	60%	61%	69%	61%	70%	67%	58%	56%	71% m	65%	56%	65%	54%	62%	69%	74%	59%	62%	73% v	56%
Net: Top 2 Box	157	148	7	3	137	20	137	17	81	22	54	58	17	83	40	8	109	28	13	116	48	35	74
	38%	39%	30%	31%	38%	41%	38%	41%	38%	41%	37%	42%	36%	36%	40%	22%	39%	39%	44%	37%	32%	43%	41%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 574
QINF3_4 - Advert or not advert: 04. Lorraine_4 ad

Base: Cell 4

	Total	Claimed interaction with social media influencers — Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts — Aware (k)	Not aware (l)	Awareness of celebrities/relevant people being paid to promote products or services on social media — Aware (m)	Not aware (n)	Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media — Yes (o)	No (p)	Websites/apps visited in the last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	23	4	20	8	16	4	20	10	-	1	3	18	5	18	5	7	9	3	2	2	4	2
	6%	7%	5%	5%	6%	7%	5%	3%	-	2%	3%	5%	11%	5%	14%\nm	5%	4%	3%	3%	3%	4%	3%
2	29	2	27	6	23	2	27	12	2	3	5	21	8	22	7	6	15	8	1	6	2	3
	7%	3%	7%	3%	9%\nc	3%	7%	4%	5%	6%	5%	6%	17%\nk	6%	19%\nm	5%	7%	7%	1%	7%	2%	5%
3	18	1	17	6	12	1	17	12	2	-	1	13	5	14	4	2	10	2	3	4	4	1
	4%	2%	5%	4%	5%	2%	5%	4%	6%	-	1%	3%	11%\nk	4%	11%\nm	2%	5%	2%	5%	5%	5%	2%
4	17	2	15	6	10	2	15	7	-	-	1	15	2	16	1	1	10	1	3	5	-	-
	4%	3%	4%	4%	4%	3%	4%	2%	-	-	1%	4%	4%	4%	3%	1%	5%\no	1%	4%	6%\nqt	-	-
5	31	4	27	12	19	4	27	22	1	4	10	27	4	27	4	5	22	10	6	7	3	-
	8%	7%	8%	7%	8%	7%	8%	8%	2%	8%	10%	7%	9%	7%	11%	4%	11%\no	9%\nu	9%\nu	9%\nu	3%	-
6	40	3	37	17	23	3	37	28	2	6	10	36	4	38	2	15	20	7	7	8	10	3
	10%	5%	10%	10%	10%	5%	10%	10%	6%	13%	10%	10%	8%	10%	5%	12%	10%	6%	10%	10%	11%	5%
7	48	7	41	23	25	7	41	35	5	6	12	44	4	45	3	10	27	13	7	6	14	7
	12%	13%	11%	14%	10%	13%	11%	13%	13%	13%	12%	12%	10%	12%	7%	8%	13%	12%	10%	8%	15%	12%
8	51	12	39	29	22	12	39	38	11	5	16	47	4	47	4	14	27	18	8	9	12	13
	12%	22%\nb	11%	17%\nd	9%	22%\ndf	11%	13%	30%\ngi	10%	15%	13%	9%	12%	11%	11%	13%	17%	12%	11%	13%	22%
9	49	8	41	20	29	8	41	36	4	10	17	44	5	45	4	24	17	13	10	14	7	7
	12%	14%	12%	12%	12%	14%	12%	13%	10%	20%	16%	12%	11%	12%	11%	19%\np	8%	12%	15%	18%\nt	7%	11%
10 - Definitely IS an advert	108	13	95	44	65	13	95	80	10	13	29	104	4	105	3	41	49	36	20	19	35	23
	26%	24%	26%	26%	27%	24%	26%	28%	27%	27%	28%	28%	10%	28%\nn	9%	33%	24%	32%	31%	23%	39%\ns	39%
Mean	6.92	7.27	6.86	7.23	6.7	7.27	6.86	7.32	7.72	7.6	7.57	7.12\nl	5.22	7.1\nn	5.04	7.63\np	6.74	7.53	7.5	6.98	7.7	8.08\ns
Standard Deviation	2.86	2.68	2.89	2.59	3.02	2.68	2.89	2.6	2.28	2.43	2.44	2.77	3.08	2.77	3.15	2.69	2.77	2.62	2.53	2.75	2.56	2.42
Net: Not an ad (1-3)	70	7	63	20	50	7	63	34	4	4	9	52	18	54	16	15	34	13	6	12	10	6
	17%	12%	18%	12%	21%\nc	12%	18%	12%	11%	8%	8%	14%	40%\nk	14%	44%\nm	12%	16%	12%	9%	15%	11%	10%
Net: Not sure (4-6)	88	8	79	35	52	8	79	58	3	10	21	78	9	81	7	21	52	18	15	20	13	3
	21%	15%	22%	21%	22%	15%	22%	21%	8%	21%	20%	21%	21%	21%	18%	16%	25%\nu	16%\nu	24%\nu	25%	15%	5%
Net: Is an ad (7-10)	256	41	216	116	141	41	216	189	29	33	75	239	18	242	14	90	120	80	44	49	66	50
	62%	73%	60%	68%\nd	58%	73%\nd	60%	67%	81%	71%	71%	65%\nl	39%	64%\nn	38%	72%\np	58%	73%	67%	60%	74%	85%\nrs
Net: Top 2 Box	157	21	136	63	94	21	136	116	13	22	47	148	9	150	7	66	66	49	30	33	41	30
	38%	38%	38%	37%	39%	38%	38%	41%	37%	48%	45%	40%\nl	21%	40%\nn	20%	52%\np	32%	44%	46%	41%	46%	51%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Ipsos

Table 575
QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_4 no label

Base: Cell 4

														Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	32	17	15	-	-	17	15	-	32	-	4	7	10	11	15	17	26	2	3	2
	8%	8%	7%	-	-	8%	7%	-	8%	-	4%	7%	10%	14%	6%	10%	8%	7%	8%	14%
													i	ij						
2	37	14	23	-	-	14	23	-	37	1	8	8	13	6	21	16	32	2	4	-
	9%	7%	11%	-	-	7%	11%	-	9%	2%	9%	9%	13%	8%	9%	9%	9%	7%	11%	-
													i							
3	31	17	14	-	-	17	14	-	31	5	10	6	3	7	15	16	26	2	1	2
	7%	8%	7%	-	-	8%	7%	-	7%	11%	11%	6%	3%	9%	6%	9%	8%	6%	4%	15%
													l		l					
4	39	20	19	-	-	20	19	-	39	9	11	5	6	8	21	18	33	2	3	2
	9%	10%	9%	-	-	10%	9%	-	9%	19%	12%	5%	6%	10%	8%	11%	10%	6%	8%	13%
										hkl										
5	60	28	32	-	-	28	32	-	60	6	13	19	13	10	38	23	49	5	3	4
	15%	14%	15%	-	-	14%	15%	-	15%	12%	13%	21%	13%	12%	15%	13%	14%	21%	8%	30%
6	39	21	18	-	-	21	18	-	39	3	12	5	13	7	22	16	32	3	4	-
	9%	10%	9%	-	-	10%	9%	-	9%	6%	12%	5%	12%	9%	9%	10%	9%	14%	11%	-
7	49	23	27	-	-	23	27	-	49	10	9	15	7	8	27	23	40	3	5	2
	12%	11%	13%	-	-	11%	13%	-	12%	23%	10%	17%	7%	10%	11%	13%	12%	13%	14%	14%
										hjl		l								
8	48	30	18	-	-	30	18	-	48	6	13	8	15	8	39	9	40	3	5	-
	12%	15%	9%	-	-	15%	9%	-	12%	12%	13%	9%	14%	9%	16%	5%	12%	13%	15%	-
															o					
9	42	18	25	-	-	18	25	-	42	4	5	8	16	10	26	16	35	3	3	2
	10%	9%	12%	-	-	9%	12%	-	10%	8%	5%	9%	16%	12%	11%	10%	10%	13%	8%	14%
													j							
10 - Definitely IS an advert	36	17	19	-	-	17	19	-	36	3	10	11	7	6	21	15	32	-	5	-
	9%	9%	9%	-	-	9%	9%	-	9%	7%	10%	12%	7%	8%	9%	9%	9%	-	15%	-
Mean	5.71	5.74	5.68	-	-	5.74	5.68	-	5.71	6.04	5.67	5.85	5.75	5.36	5.95	5.36	5.71	5.65	6.11	4.86
															o					
Standard Deviation	2.72	2.69	2.76	-	-	2.69	2.76	-	2.72	2.19	2.61	2.73	2.89	2.91	2.66	2.78	2.74	2.4	2.89	2.49
Net: Not an ad (1-3)	100	47	53	-	-	47	53	-	100	6	23	20	26	24	51	49	84	5	7	4
	24%	23%	25%	-	-	23%	25%	-	24%	13%	24%	23%	26%	30%	21%	29%	24%	20%	22%	29%
														i						
Net: Not sure (4-6)	138	69	69	-	-	69	69	-	138	17	35	29	32	25	81	57	113	10	9	6
	33%	34%	33%	-	-	34%	33%	-	33%	38%	37%	32%	31%	31%	33%	34%	33%	41%	27%	43%
Net: Is an ad (7-10)	176	87	89	-	-	87	89	-	176	22	37	42	44	31	114	62	146	9	17	4
	43%	43%	42%	-	-	43%	42%	-	43%	49%	39%	46%	43%	39%	46%	37%	42%	39%	51%	28%
Net: Top 2 Box	79	35	44	-	-	35	44	-	79	7	15	19	23	16	48	31	66	3	7	2
	19%	17%	21%	-	-	17%	21%	-	19%	15%	16%	20%	22%	20%	19%	18%	19%	13%	22%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

Table 576

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_4 no label

Base: Cell 4

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	32	30	2	-	29	3	29	3	16	2	14	7	4	22	4	4	24	3	2	27	7	7	18
	8%	8%	8%	-	8%	6%	8%	7%	8%	4%	10%	5%	8%	9%	4%	12%	9%	4%	6%	9%	5%	9%	10%
2	37	34	1	2	29	7	29	6	13	1	23	11	2	24	6	1	30	3	2	32	9	9	18
	9%	9%	4%	21%	8%	15%	8%	13%	6%	2%	15% hi	8%	4%	10%	6%	3%	11%	4%	6%	10%	6%	11%	10%
3	31	30	1	-	29	2	29	2	19	1	11	13	4	14	4	2	25	4	3	24	13	4	14
	7%	8%	4%	-	8%	4%	8%	5%	9%	2%	7%	10%	8%	6%	4%	5%	9%	6%	9%	8%	9%	5%	8%
4	39	36	-	3	36	3	36	3	14	4	21	16	3	20	8	5	25	10	3	26	14	9	16
	9%	9%	-	28%	10%	6%	10%	7%	6%	8%	14% h	12%	6%	9%	8%	14%	9%	14%	10%	8%	10%	11%	9%
5	60	53	7	-	53	7	52	6	32	8	21	13	7	40	19	4	37	11	3	47	21	9	30
	15%	14%	31%	-	15%	14%	14%	14%	15%	14%	14%	10%	14%	17% k	19%	11%	13%	15%	10%	15%	14%	11%	16%
6	39	34	5	-	34	5	34	5	21	8	10	11	4	24	7	3	29	7	4	28	17	4	18
	9%	9%	22%	-	9%	10%	9%	11%	10%	15%	7%	8%	8%	10%	7%	9%	10%	10%	13%	9%	11%	5%	10%
7	49	47	-	3	46	4	46	3	33	7	9	23	5	21	14	6	30	15	3	32	26	6	18
	12%	12%	-	29%	13%	8%	13%	7%	16% j	14%	6%	17% m	10%	9%	14%	16%	11%	20% s	10%	10%	17% u	7%	10%
8	48	45	3	-	42	6	41	5	24	10	14	13	8	27	14	5	28	6	5	37	20	13	15
	12%	12%	14%	-	11%	12%	11%	12%	11%	18%	9%	10%	17%	12%	15%	13%	10%	8%	17%	12%	13%	16%	8%
9	42	40	2	1	36	7	36	5	23	9	10	14	6	22	17	1	24	6	5	32	12	10	21
	10%	10%	8%	10%	10%	13%	10%	11%	11% j	17%	7%	10%	12%	10%	17% op	3%	9%	8%	15%	10%	8%	12%	11%
10 - Definitely IS an advert	36	33	2	1	30	6	30	5	17	4	15	14	6	16	6	5	25	8	1	27	11	11	14
	9%	9%	9%	10%	8%	13%	8%	13%	8%	7%	10%	11%	12%	7%	6%	14%	9%	11%	3%	9%	8%	14%	8%
Mean	5.71	5.7	5.85	5.61	5.67	5.97	5.67	5.86	5.86 j	6.71 hj	5.11	5.9	6.21	5.49	6.29 p	5.85	5.48	6.07	5.87	5.61	5.89	5.94	5.45
Standard Deviation	2.72	2.74	2.52	2.85	2.69	2.93	2.7	2.91	2.65	2.23	2.86	2.69	2.78	2.72	2.46	2.82	2.77	2.45	2.61	2.79	2.46	3.01	2.78
Net: Not an ad (1-3)	100	94	4	2	88	12	88	11	48	4	48	31	10	59	14	7	79	10	7	83	30	20	50
	24%	25%	17%	21%	24%	25%	24%	25%	23% i	7%	32% i	23%	20%	26%	14%	20%	28% n	14%	22%	27% q	20%	25%	28%
Net: Not sure (4-6)	138	124	12	3	123	15	122	14	66	20	52	40	13	84	34	12	91	28	10	101	53	22	63
	33%	32%	53%	28%	34%	29%	34%	32%	31%	37%	35%	29%	28%	37%	34%	33%	33%	38%	33%	32%	35%	27%	35%
Net: Is an ad (7-10)	176	165	7	5	153	23	152	18	97	31	48	65	24	86	52	17	107	34	13	128	68	40	68
	43%	43%	31%	50%	42%	46%	42%	43%	46% j	56% j	32%	48%	51%	38%	52% p	47%	39%	47%	45%	41%	45%	49%	38%
Net: Top 2 Box	79	73	4	2	66	13	66	10	41	13	25	29	12	39	23	6	49	14	5	60	23	21	35
	19%	19%	17%	21%	18%	26%	18%	24%	19%	24%	17%	21%	24%	17%	23% p	17%	18%	19%	19%	19%	15%	26%	19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Return to Index

Table 577

QINF3_5 - Advert or not advert: 05. Gina Burgess Nutrition brand mention_4 no label

Base: Cell 4

	Total	Claimed interaction with social media influencers — Does interact (a)	Claimed interaction with social media influencers — Does not interact (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness of celebrities/relevant people being given or loaned products... — Aware (k)	Not aware (l)	Awareness of celebrities/relevant people being paid to promote... — Aware (m)	Not aware (n)	Claimed following of anyone who one thinks is either paid... — Yes (o)	No (p)	Websites/apps visited in the last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	32	3	29	6	26	3	29	15	1	1	8	24	8	24	8	6	19	3	6	4	2	3
	8%	5%	8%	4%	11%	5%	8%	5%	3%	2%	8%	7%	18% k	6%	22% m	5%	9%	3%	9%	5%	2%	5%
2	37	4	33	13	24	4	33	25	3	4	8	31	6	32	5	5	22	13	5	8	7	3
	9%	7%	9%	8% c	10%	7%	9%	9%	9%	8%	8%	8%	14%	8%	14%	4%	11% o	12%	7%	10%	8%	5%
3	31	1	30	7	24	1	30	19	3	2	10	28	3	28	3	7	15	10	8	8	6	4
	7%	2%	8%	4% c	10%	2%	8%	7%	7%	4%	10%	8%	7%	7%	8%	6%	7%	9%	12%	10%	7%	7%
4	39	7	32	17	22	7	32	26	1	4	9	33	6	36	3	15	20	12	8	13	5	9
	9%	13%	9%	10%	9%	13%	9%	9%	2%	8%	9%	9%	12%	10%	7%	12%	10%	11%	13%	16% t	6%	15%
5	60	4	56	23	37	4	56	39	5	9	11	53	7	54	6	20	32	15	11	9	14	6
	15%	8%	16%	14%	15%	8%	16%	14%	14%	19%	10%	14%	15%	14%	16%	15%	15%	13%	18%	11%	15%	11%
6	39	4	35	12	27	4	35	26	2	3	13	38	1	38	1	12	22	11	5	12	11	10
	9%	7%	10%	7%	11%	7%	10%	9%	5%	6%	12%	10%	2%	10%	3%	10%	10%	10%	7%	14%	12%	16%
7	49	7	43	27	23	7	43	33	8	6	14	47	3	47	3	16	20	12	1	5	10	7
	12%	12%	12%	16%	9%	12%	12%	12%	23%	12%	13%	13%	6%	12%	8%	12%	9%	11%	1%	6% r	11% r	12% r
8	48	9	39	25	23	9	39	37	7	6	12	40	8	44	4	18	23	13	7	9	14	10
	12%	15%	11%	14%	10%	15%	11%	13%	20%	12%	12%	11%	17%	12%	12%	15%	11%	12%	11%	11%	15%	17%
9	42	7	35	22	20	7	35	36	4	6	9	41	2	41	2	11	22	10	8	8	10	3
	10%	13%	10%	13%	8%	13%	10%	13%	11%	12%	9%	11%	4%	11%	5%	9%	11%	9%	12%	10%	11%	5%
10 - Definitely IS an advert	36	9	27	19	17	9	27	25	2	7	10	34	2	34	2	16	12	12	7	5	12	4
	9%	17% b	8%	11% df	7%	17% df	8%	9%	6%	15%	10%	9%	5%	9%	6%	13% p	6%	11%	11%	6%	14%	7%
Mean	5.71	6.56 b	5.57	6.34 df	5.26	6.56 df	5.57	5.97	6.31	6.44	5.75	5.83 l	4.68	5.83 n	4.49	6.23 p	5.42	5.82	5.48	5.45	6.4 rs	5.82
Standard Deviation	2.72	2.77	2.69	2.58	2.73	2.77	2.69	2.67	2.44	2.62	2.74	2.68	2.88	2.67	2.97	2.55	2.71	2.67	2.86	2.6	2.55	2.41
Net: Not an ad (1-3)	100	8	92	26	74	8	92	59	7	7	27	83	17	84	16	18	56	26	18	20	15	10
	24%	14%	26%	15%	30% ce	14%	26% c	21%	18%	15%	25%	22%	38% k	22%	44% m	14%	27% o	23%	28%	25%	16%	17%
Net: Not sure (4-6)	138	16	122	52	86	16	122	90	8	16	33	125	13	128	9	47	73	38	25	34	30	25
	33%	28%	34%	30%	35%	28%	34%	32%	22%	33%	31%	34%	29%	34%	26%	37%	36%	34%	38%	42%	33%	42%
Net: Is an ad (7-10)	176	32	144	93	84	32	144	131	22	25	45	162	15	165	11	61	77	47	22	27	45	24
	43%	58% b	40%	54% df	34%	58% df	40%	47%	60%	52%	43%	44%	32%	44%	30%	49% p	37%	42%	34%	33%	50% s	41%
Net: Top 2 Box	79	17	62	41	37	17	62	61	6	13	20	75	4	75	4	27	34	22	15	14	22	7
	19%	30% b	17%	24% d	15%	30% df	17%	22%	17%	28%	19%	20%	9%	20%	11%	22% p	17%	20%	22%	17%	24%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 578

QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 4

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	12	5	7	-	-	5	7	-	12	1	3	1	2	5	8	4	10	-	2	-
	3%	2%	3%	-	-	2%	3%	-	3%	2%	3%	1%	2%	7%	3%	2%	3%	-	7%	-
2	10	6	4	-	-	6	4	-	10	1	4	2	-	3	3	7	10	-	-	-
	2%	3%	2%	-	-	3%	2%	-	2%	2%	4% l	2%	-	4%	1%	4%	3%	-	-	-
3	10	7	4	-	-	7	4	-	10	-	-	4	7	-	3	8	10	-	-	-
	3%	3%	2%	-	-	3%	2%	-	3%	-	-	4%	7% jm	-	1%	4% n	3%	-	-	-
4	11	4	7	-	-	4	7	-	11	2	2	1	6	-	3	8	10	2	-	-
	3%	2%	3%	-	-	2%	3%	-	3%	4%	2%	1%	6% m	-	1%	5% n	3%	7%	-	-
5	26	16	10	-	-	16	10	-	26	2	6	7	9	2	14	12	20	3	1	2
	6%	8%	5%	-	-	8%	5%	-	6%	4%	6%	8%	9%	3%	6%	7%	6%	14%	4%	14%
6	27	15	12	-	-	15	12	-	27	5	5	5	10	2	12	15	24	2	1	-
	6%	7%	6%	-	-	7%	6%	-	6%	11% m	5%	5%	10%	2%	5%	9%	7%	6%	4%	-
7	33	18	15	-	-	18	15	-	33	3	10	12	7	1	17	15	28	2	2	-
	8%	9%	7%	-	-	9%	7%	-	8%	6%	11% m	13% m	7%	1%	7%	9%	8%	7%	7%	-
8	48	26	22	-	-	26	22	-	48	6	16	5	12	10	35	13	38	3	5	2
	12%	13%	10%	-	-	13%	10%	-	12%	13%	17% k	5%	11%	12%	14%	8%	11%	13%	15%	16%
9	51	18	33	-	-	18	33	-	51	5	8	12	9	16	33	18	40	6	3	2
	12%	9%	15%	-	-	9%	15%	-	12%	12%	9%	13%	9%	20% l	13%	11%	12%	27%	8%	14%
10 - Definitely IS an advert	186	88	98	-	-	88	98	-	186	21	40	42	42	41	116	70	153	6	19	8
	45%	44%	46%	-	-	44%	46%	-	45%	46%	42%	46%	41%	51%	47%	41%	45%	27%	56%	56%
Mean	8.04	7.89	8.18	-	-	7.89	8.18	-	8.04	8.23	7.95	8.13	7.68	8.39	8.31 o	7.64	7.98	7.93	8.44	8.85
Standard Deviation	2.49	2.53	2.45	-	-	2.53	2.45	-	2.49	2.27	2.5	2.37	2.54	2.66	2.32	2.68	2.54	2.03	2.51	1.77
Net: Not an ad (1-3)	33	18	15	-	-	18	15	-	33	2	7	7	9	8	14	18	30	-	2	-
	8%	9%	7%	-	-	9%	7%	-	8%	4%	8%	7%	8%	10%	6%	11%	9%	-	7%	-
Net: Not sure (4-6)	64	35	29	-	-	35	29	-	64	9	13	13	25	4	29	35	53	6	2	2
	15%	17%	14%	-	-	17%	14%	-	15%	19% m	14%	14%	24% hm	5%	12%	20% n	16%	27%	7%	14%
Net: Is an ad (7-10)	317	150	167	-	-	150	167	-	317	35	75	71	69	68	201	116	260	18	29	12
	77%	74%	79%	-	-	74%	79%	-	77%	77%	78%	78%	67%	85% l	82% o	69%	76%	73%	86%	86%
Net: Top 2 Box	237	106	130	-	-	106	130	-	237	26	49	54	51	57	149	88	193	13	21	9
	57%	52%	62%	-	-	52%	62%	-	57%	58%	51%	60%	49%	71% hjl	61%	52%	56%	53%	63%	71%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 579

QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	12	12	-	-	9	3	9	3	5	-	7	5	1	6	1	1	10	1	1	10	3	3	6
	3%	3%	-	-	2%	6%	2%	7%	2%	-	5%	4%	2%	3%	1%	3%	4%	1%	3%	3%	2%	3%	3%
2	10	10	-	-	10	-	10	-	3	5	2	4	2	4	2	3	5	4	2	4	6	2	2
	2%	3%	-	-	3%	-	3%	-	1%	9% hj	1%	3%	4%	2%	2%	8% p	2%	5% s	7%	1%	4%	2%	1%
3	10	10	-	-	10	-	10	-	9	-	2	-	2	9	2	-	9	1	-	10	5	1	5
	3%	3%	-	-	3%	-	3%	-	4%	-	1%	-	4% k	4% k	2%	-	3%	1%	-	3%	3%	1%	3%
4	11	10	1	-	9	3	9	2	5	1	5	4	-	7	3	1	7	4	-	7	7	2	2
	3%	3%	4%	-	2%	5%	2%	4%	2%	2%	4%	3%	-	3%	3%	2%	3%	5%	-	2%	5% v	2%	1%
5	26	23	3	-	23	3	23	3	9	8	10	6	2	18	9	1	17	3	4	19	10	4	12
	6%	6%	14%	-	6%	6%	6%	7%	4%	14% h	6%	4%	4%	8%	9%	2%	6%	4%	13%	6%	7%	5%	6%
6	27	26	1	-	25	2	25	2	14	2	11	13	3	11	7	1	16	7	1	19	15	3	9
	6%	7%	4%	-	7%	4%	7%	5%	7%	3%	7%	9%	6%	5%	7%	11%	6%	9%	3%	6%	10%	4%	5%
7	33	29	2	2	29	4	29	2	20	2	10	15	6	12	11	3	18	6	6	21	15	4	14
	8%	8%	9%	19%	8%	8%	8%	5%	9%	4%	7%	11% m	12%	5%	11%	8%	7%	8%	20%	7%	10%	5%	8%
8	48	42	5	1	45	3	44	3	27	9	13	17	6	25	12	8	29	10	7	31	20	8	20
	12%	11%	23%	10%	12%	6%	12%	7%	13%	16%	9%	12%	12%	11%	12%	21%	10%	14%	22%	10%	13%	10%	11%
9	51	51	-	-	45	6	45	5	35	5	10	17	8	25	12	2	36	12	3	36	18	12	20
	12%	13%	-	-	12%	11%	12%	11%	17% j	10%	7%	13%	17%	11%	12%	5%	13%	16%	9%	12%	12%	15%	11%
10 - Definitely IS an advert	186	169	10	7	159	27	158	23	85	23	78	56	18	112	41	14	131	26	7	153	51	43	91
	45%	44%	46%	71%	44%	53%	44%	54%	40%	41%	53% h	41%	38%	49%	41%	39%	47%	36%	23%	49% q	34%	53% t	50% t
Mean	8.04	8	8.17	9.22	8.02	8.2	8.01	8.17	8.08	7.76	8.08	7.99	7.98	8.08	8.03	7.68	8.09	7.8	7.27	8.17	7.57	8.4 t	8.27 t
Standard Deviation	2.49	2.53	2.04	1.31	2.47	2.64	2.48	2.73	2.35	2.62	2.64	2.43	2.44	2.55	2.27	2.68	2.55	2.49	2.48	2.48	2.54	2.45	2.42
Net: Not an ad (1-3)	33	33	-	-	30	3	30	3	16	5	11	9	5	19	5	4	24	6	3	24	14	6	13
	8%	9%	-	-	8%	6%	8%	7%	8%	9%	8%	6%	10%	8%	5%	11%	9%	8%	10%	8%	9%	7%	7%
Net: Not sure (4-6)	64	59	5	-	56	8	56	7	28	11	26	22	5	37	18	6	40	13	5	46	33	9	22
	15%	15%	22%	-	15%	15%	16%	16%	13%	20%	17%	16%	10%	16%	19%	15%	14%	18%	16%	15%	22% uv	11%	12%
Net: Is an ad (7-10)	317	291	17	10	278	39	276	33	167	39	111	106	38	174	76	27	214	53	22	242	104	67	146
	77%	76%	78%	100%	76%	79%	76%	77%	79%	71%	75%	77%	80%	76%	77%	73%	77%	74%	74%	78%	69%	82% t	80% t
Net: Top 2 Box	237	220	10	7	204	33	203	28	121	28	88	74	26	137	53	16	167	38	9	190	70	55	112
	57%	57%	46%	71%	56%	65%	56%	65%	57%	51%	60%	54%	55%	60%	54%	44%	60%	52%	32%	61%	46%	68% t	62% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 580

QINF3_6 - Advert or not advert: 06. IKEA

Base: Cell 4

Column groups:
- **Claimed interaction with social media influencers:** (a) Does interact with social media influencers, (b) Does not interact with social media influencers
- **Claimed interaction with those who may advertise on social media (not brands):** (c) Does interact with social media influencers, (d) Does not interact with social media influencers, (e) Does interact with those who may advertise on social media (exc. brands), (f) Does not interact with those who may advertise on social media (exc. brands)
- **Recall of seeing abbreviated ad labels:** (g) Seen Ad, (h) Seen Sp, (i) Seen Spon, (j) Seen Collab
- **Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts:** (k) Aware, (l) Not aware
- **Awareness of celebrities/relevant people being paid to promote products or services on social media:** (m) Aware, (n) Not aware
- **Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media:** (o) Yes, (p) No
- **Websites/apps visited in the last month:** (q) Daily Mail, (r) Daily Mirror, (s) The Sun, (t) The Guardian, (u) The Daily Telegraph

	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g) Seen Ad	(h) Seen Sp	(i) Seen Spon	(j) Seen Collab	(k) Aware	(l) Not aware	(m) Aware	(n) Not aware	(o) Yes	(p) No	(q) Daily Mail	(r) Daily Mirror	(s) The Sun	(t) The Guardian	(u) The Daily Telegraph
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	12	-	12	2	10	-	12	4	-	2	3	6	6	6	6	3	6	1	1	3	1	-
	3%	-	3%	1%	4%	-	3%	1%	-	4%	3%	2%	14% k	2%	17% m	2%	3%	1%	1%	4%	1%	-
2	10	1	9	3	7	1	9	5	-	1	1	8	2	9	1	2	5	2	2	2	-	-
	2%	2%	3%	2%	3%	2%	3%	2%	-	2%	1%	2%	4%	2%	3%	2%	2%	2%	3%	3%	-	-
3	10	-	10	4	7	-	10	6	-	-	-	8	3	8	3	-	7	3	3	1	-	-
	3%	-	3%	2%	3%	-	3%	2%	-	-	-	2%	6%	2%	8% m	-	3% o	3%	4%	1%	-	-
4	11	2	9	4	7	2	9	5	2	-	2	9	2	9	2	1	6	1	2	1	1	1
	3%	3%	3%	2%	3%	3%	3%	2%	5%	-	2%	2%	4%	2%	5%	1%	3%	1%	3%	1%	1%	2%
5	26	3	23	9	17	3	23	11	1	4	5	17	9	18	8	5	18	7	7	6	3	1
	6%	5%	6%	5%	7%	5%	6%	4%	3%	8%	5%	5%	19% k	5%	21% m	4%	9%	6%	11%	8% u	3%	2%
6	27	3	24	10	17	3	24	17	4	4	9	25	2	25	2	6	13	9	5	9	7	4
	6%	5%	7%	6%	7%	5%	7%	6%	10%	8%	9%	7% k	4%	7%	5%	5%	6%	9%	8%	11%	8%	6%
7	33	5	28	18	15	5	28	17	4	4	8	31	2	32	1	16	12	8	4	12	5	7
	8%	9%	8%	10%	6%	9%	8%	6%	11%	8%	8%	8%	4%	8%	3%	13% p	6%	7%	6%	15%	6%	12%
8	48	8	40	25	23	8	40	36	8	5	13	46	2	46	2	14	22	17	6	9	14	14
	12%	15%	11%	15%	10%	15%	11%	13%	23%	10%	13%	12%	4%	12%	5%	11%	11%	15%	10%	11%	16%	23%
9	51	11	39	19	32	11	39	42	6	6	12	45	5	48	3	19	25	10	7	12	12	6
	12%	20%	11%	11%	13%	20%	11%	15%	15%	13%	12%	12%	12%	13%	8%	15%	12%	9%	11%	14%	13%	9%
10 - Definitely IS an advert	186	23	163	78	108	23	163	139	12	22	50	174	12	177	9	60	92	52	28	27	47	27
	45%	42%	45%	46%	44%	42%	45%	49%	34%	46%	48%	47% l	27%	47% n	24%	48%	45%	48% s	43%	33%	53% s	46%
Mean	8.04	8.48	7.97	8.27	7.88	8.48	7.97	8.47	8.24	8.18	8.35	8.26 l	6.22	8.25 n	5.84	8.49 p	7.94	8.28	7.81	7.7	8.76 rs	8.66 rs
Standard Deviation	2.49	1.87	2.57	2.18	2.68	1.87	2.57	2.16	1.75	2.42	2.19	2.28	3.3	2.29	3.31	2.08	2.57	2.19	2.57	2.41	1.74	1.53
Net: Not an ad (1-3)	33	1	32	9	24	1	32	15	-	3	4	22	11	22	10	5	18	6	6	6	1	-
	8%	2%	9%	5%	10% e	2%	9%	5%	-	6%	4%	6%	25% k	6%	28% m	4%	9%	5%	9% tu	7% tu	1%	-
Net: Not sure (4-6)	64	7	57	22	42	7	57	33	6	7	17	51	13	52	12	12	37	17	14	16	11	6
	15%	13%	16%	13%	17%	13%	16%	12%	18%	16%	16%	14%	28% k	14%	32% m	9%	18% o	15%	22%	20%	12%	10%
Net: Is an ad (7-10)	317	48	270	140	178	48	270	233	30	37	84	296	21	302	15	110	151	87	46	59	78	53
	77%	85%	75%	82% d	73%	85%	75%	83%	82%	78%	80%	80% l	47%	80% n	41%	87% p	73%	79%	69%	73%	87% rs	90% rs
Net: Top 2 Box	237	34	202	97	140	34	202	181	18	28	63	219	17	225	12	80	118	63	35	38	59	33
	57%	62%	56%	57%	57%	62%	56%	64%	49%	59%	60%	59% l	39%	60% n	33%	63% p	57%	57%	54%	47%	66% s	56%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 581

QINF3_7 - Advert or not advert: 07. Zoe Sugg_4 Advert white

Base: Cell 4

													Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	8	3	5	-	-	3	5	-	8	-	2	-	1	5	5	3	7	-	1	-
	2%	1%	2%	-	-	1%	2%	-	2%	-	2%	-	1%	6%	2%	2%	2%	-	4%	-
														hk						
2	19	8	11	-	-	8	11	-	19	1	7	3	5	3	8	11	15	2	1	2
	5%	4%	5%	-	-	4%	5%	-	5%	2%	8%	3%	5%	4%	3%	7%	4%	7%	4%	15%
3	5	2	3	-	-	2	3	-	5	1	-	2	2	-	3	2	5	-	-	-
	1%	1%	1%	-	-	1%	1%	-	1%	2%	-	2%	2%	-	1%	1%	1%	-	-	-
4	11	6	5	-	-	6	5	-	11	1	2	4	1	3	9	2	7	2	-	2
	3%	3%	2%	-	-	3%	2%	-	3%	2%	2%	4%	1%	4%	4%	1%	2%	7%	-	16%
5	33	19	14	-	-	19	14	-	33	4	4	9	10	7	16	17	25	7	1	-
	8%	9%	6%	-	-	9%	6%	-	8%	10%	4%	9%	9%	8%	7%	10%	7%	28%	4%	-
6	24	12	11	-	-	12	11	-	24	4	5	7	6	1	14	9	21	-	3	-
	6%	6%	5%	-	-	6%	5%	-	6%	10%	5%	8%	6%	2%	6%	6%	6%	-	8%	-
										m										
7	32	17	16	-	-	17	16	-	32	4	13	3	6	6	16	16	29	-	4	-
	8%	8%	7%	-	-	8%	7%	-	8%	8%	14%	3%	6%	8%	7%	10%	8%	-	11%	-
											k									
8	44	17	28	-	-	17	28	-	44	-	13	12	12	7	33	11	36	2	5	2
	11%	8%	13%	-	-	8%	13%	-	11%	-	13%	13%	12%	9%	13%	7%	10%	6%	15%	14%
										i		i	i	i	o					
9	58	27	30	-	-	27	30	-	58	8	11	10	15	14	30	27	47	6	3	2
	14%	13%	14%	-	-	13%	14%	-	14%	18%	12%	10%	14%	17%	12%	16%	14%	26%	8%	14%
10 - Definitely IS an advert	180	91	89	-	-	91	89	-	180	22	37	42	45	35	111	70	153	6	16	6
	44%	45%	42%	-	-	45%	42%	-	44%	48%	39%	47%	44%	43%	45%	41%	44%	26%	48%	41%
Mean	8	8.02	7.98	-	-	8.02	7.98	-	8	8.27	7.83	8.11	8.05	7.87	8.1	7.86	8.05	7.29	8.2	7.43
Standard Deviation	2.5	2.47	2.54	-	-	2.47	2.54	-	2.5	2.25	2.57	2.35	2.46	2.8	2.43	2.6	2.47	2.66	2.42	3.19
Net: Not an ad (1-3)	32	13	19	-	-	13	19	-	32	2	9	5	8	8	16	16	26	2	2	2
	8%	7%	9%	-	-	7%	9%	-	8%	4%	10%	5%	8%	10%	7%	10%	8%	7%	7%	15%
Net: Not sure (4-6)	67	38	29	-	-	38	29	-	67	10	11	19	16	11	39	28	53	8	4	2
	16%	19%	14%	-	-	19%	14%	-	16%	21%	12%	21%	16%	14%	16%	17%	15%	34%	11%	16%
Net: Is an ad (7-10)	315	152	163	-	-	152	163	-	315	34	75	67	78	62	190	125	264	14	27	9
	76%	75%	77%	-	-	75%	77%	-	76%	74%	79%	74%	76%	76%	77%	74%	77%	59%	82%	69%
Net: Top 2 Box	238	118	120	-	-	118	120	-	238	30	48	52	59	49	141	97	199	13	19	7
	57%	58%	57%	-	-	58%	57%	-	57%	66%	51%	57%	58%	60%	57%	58%	58%	53%	56%	55%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 582

QINF3_7 - Advert or not advert: 07. Zoe Sugg_4 Advert white

Base: Cell 4

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	8	7	1	-	7	1	7	1	3	1	4	1	1	6	-	-	8	1	-	7	1	3	4
	2%	2%	5%	-	2%	2%	2%	2%	1%	2%	3%	1%	2%	3%	-	-	3%	1%	-	2%	1%	4%	2%
2	19	19	-	-	16	4	16	3	13	2	5	9	2	9	4	3	12	4	2	13	9	3	7
	5%	5%	-	-	4%	7%	4%	6%	6%	4%	3%	7%	4%	4%	4%	8%	4%	5%	7%	4%	6%	4%	4%
3	5	5	-	-	5	-	5	-	5	-	-	1	1	3	-	-	5	1	-	4	1	1	3
	1%	1%	-	-	1%	-	1%	-	2%	-	-	1%	2%	1%	-	-	2%	1%	-	1%	1%	1%	2%
4	11	11	-	-	11	-	11	-	6	3	2	5	-	6	6	1	4	4	2	5	6	-	5
	3%	3%	-	-	3%	-	3%	-	3%	5%	1%	4%	-	3%	6% p	3%	1%	6% s	7%	2%	4%	-	3%
5	33	26	5	2	30	3	30	3	15	7	11	7	3	23	5	3	25	4	3	26	13	5	15
	8%	7%	21%	19%	8%	6%	8%	7%	7%	13%	8%	5%	6%	10%	5%	9%	9%	6%	9%	8%	9%	6%	8%
6	24	23	1	-	21	3	20	1	12	5	7	9	5	10	5	3	15	7	3	14	15	3	6
	6%	6%	4%	-	6%	6%	5%	2%	6%	8%	5%	6%	10%	4%	5%	8%	6%	9%	9%	5%	10% v	4%	3%
7	32	30	3	-	32	-	32	-	18	4	16	11	5	16	10	4	18	8	3	21	14	5	13
	8%	8%	13%	-	9% e	-	9% e	-	9%	8%	7%	8%	10%	7%	10%	11%	7%	11%	11%	7%	9%	6%	7%
8	44	39	3	2	38	6	38	5	25	7	12	13	7	24	8	5	31	9	2	33	11	11	22
	11%	10%	14%	21%	10%	13%	10%	13%	12%	14%	8%	9%	15%	11%	8%	14%	11%	13%	7%	11%	7%	14%	12%
9	58	58	-	-	52	6	52	6	35	3	19	19	6	33	13	2	42	7	8	43	19	15	23
	14%	15%	-	-	14%	12%	14%	14%	17%	6%	13%	14%	12%	14%	13%	7%	15%	9%	28%	14%	13%	19%	13%
10 - Definitely IS an advert	180	165	9	6	153	27	152	24	80	23	78	62	19	100	49	15	117	28	7	146	61	36	83
	44%	43%	42%	59%	42%	55%	42%	55%	38%	41%	53% h	45%	39%	43%	49%	41%	42%	38%	23%	47%	41%	43%	46%
Mean	8	8.01	7.65	8.6	7.95	8.36	7.95	8.46	7.83	7.7	8.35	8.05	7.95	7.98	8.28	7.74	7.94	7.67	7.47	8.13	7.77	8.23	8.09
Standard Deviation	2.5	2.51	2.54	2.05	2.49	2.57	2.5	2.52	2.55	2.51	2.4	2.51	2.39	2.53	2.29	2.53	2.57	2.54	2.46	2.49	2.53	2.45	2.5
Net: Not an ad (1-3)	32	31	1	-	28	5	28	4	21	3	9	11	4	17	4	3	25	6	2	24	12	7	14
	8%	8%	5%	-	8%	9%	8%	9%	10%	5%	6%	8%	8%	8%	4%	8%	9%	8%	7%	8%	8%	8%	8%
Net: Not sure (4-6)	67	60	6	2	61	6	60	4	32	14	21	21	8	39	16	7	44	15	7	45	34	8	26
	16%	16%	26%	19%	17%	12%	17%	9%	15%	26%	14%	15%	16%	17%	16%	20%	16%	21%	25%	14%	22% u	10%	14%
Net: Is an ad (7-10)	315	291	15	8	275	40	274	35	158	38	119	105	36	173	80	26	209	52	20	243	106	67	142
	76%	76%	69%	81%	76%	79%	76%	82%	75%	69%	80%	77%	76%	76%	80%	72%	75%	71%	68%	78%	70%	82% t	78%
Net: Top 2 Box	238	223	9	6	204	33	203	30	115	26	97	81	24	133	62	17	159	34	15	189	81	51	106
	57%	58%	42%	59%	56%	67%	56%	70%	55%	47%	65% i	59%	51%	58%	62%	47%	57%	47%	51%	60% q	53%	62%	59%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 583

QINF3_7 - Advert or not advert: 07. Zoe Sugg_4 Advert white

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	8	-	8	-	8	-	8	3	-	-	1	2	6	2	6	1	4	1	1	2	-	-
	2%	-	2%	-	3%	-	2%	1%	-	-	1%	1%	13% k	1%	16% m	1%	2%	1%	2%	3%	-	-
2	19	2	18	4	16	2	18	8	-	1	6	13	6	13	6	7	5	3	3	3	2	1
	5%	3%	5%	2% c	6%	3%	5%	3%	-	2%	6%	4%	14% k	4%	17% m	5%	2%	2%	5%	4%	2%	2%
3	5	-	5	1	4	-	5	2	-	-	1	5	-	5	-	2	2	2	1	2	-	1
	1%	-	1%	1%	2%	-	1%	1%	-	-	1%	1%	-	1%	-	2%	1%	2%	1%	2%	-	2%
4	11	2	9	4	7	2	9	7	2	1	3	9	2	9	2	3	5	3	1	3	5	5
	3%	4%	2%	2%	3%	4%	2%	3%	5%	2%	3%	2%	5%	2%	6%	2%	2%	3%	2%	4%	6%	9%
5	33	3	30	10	22	3	30	17	3	4	7	28	5	27	6	6	18	5	4	7	2	2
	8%	5%	8%	6%	9%	5%	8%	6%	7%	8%	7%	8%	11%	7%	16%	5%	9%	4%	6%	8%	2%	3%
6	24	2	22	10	14	2	22	15	2	1	5	19	5	20	4	7	11	5	3	6	2	-
	6%	3%	6%	6%	6%	3%	6%	5%	5%	2%	5%	5%	10%	5%	10%	6%	5%	4%	4%	8% u	2%	-
7	32	4	28	13	19	4	28	23	4	3	12	32	1	32	-	9	17	12	5	7	4	6
	8%	7%	8%	8%	8%	7%	8%	8%	11%	7%	12%	9%	2%	9%	-	7%	8%	11%	7%	8%	5%	11%
8	44	5	39	18	26	5	39	28	7	5	9	43	1	43	1	11	27	14	6	5	14	11
	11%	9%	11%	11%	11%	9%	11%	10%	19%	11%	9%	12%	2%	11%	3%	9%	13%	12%	9%	6%	16%	19% s
9	58	9	48	25	33	9	48	40	6	11	17	53	5	55	3	19	27	17	12	17	13	9
	14%	17%	13%	14%	13%	17%	13%	14%	16%	23%	17%	14%	11%	14%	8%	15%	13%	16%	18%	21%	14%	16%
10 - Definitely IS an advert	180	29	151	86	95	29	151	138	13	22	43	166	15	171	9	61	91	50	30	30	48	24
	44%	52%	42%	50% d	39%	52%	42%	49%	37%	46%	42%	45%	32%	45% n	25%	48%	44%	45%	46%	36%	53% s	40%
Mean	8	8.59	7.91	8.52 df	7.63	8.59 d	7.91	8.38	8.26	8.61	8.03	8.21 l	6.26	8.24 n	5.53	8.24	8.16	8.34	8.26	7.79	8.69 s	8.25
Standard Deviation	2.5	2.09	2.55	2.01	2.74	2.09	2.55	2.21	1.86	1.92	2.43	2.27	3.51	2.25	3.47	2.43	2.29	2.17	2.41	2.56	1.96	2.12
Net: Not an ad (1-3)	32	2	30	5	28	2	30	13	-	2	8	20	12	20	12	10	10	6	5	7	2	2
	8%	3%	8%	3% c	11%	3%	8% c	4%	-	2%	7%	5%	27% k	5%	33% m	8%	5%	5%	8%	9%	2%	3%
Net: Not sure (4-6)	67	6	61	24	43	6	61	39	6	6	15	56	11	56	12	16	33	12	7	16	9	7
	16%	11%	17%	14%	18%	11%	17%	14%	17%	12%	14%	15%	26%	15%	31% m	13%	16%	11%	11%	20%	10%	11%
Net: Is an ad (7-10)	315	47	267	142	173	47	267	229	30	41	82	293	21	301	13	101	162	92	53	58	79	50
	76%	85%	75%	83% df	71%	85% d	75%	82%	83%	86%	78%	79% l	47%	80% n	36%	80%	79%	84%	81%	72%	88% s	85%
Net: Top 2 Box	238	38	200	110	128	38	200	177	19	33	61	219	19	226	12	80	118	67	42	46	60	33
	57%	69%	56%	65% d	52%	69%	56%	63%	53%	69%	58%	59% l	43%	60% n	33%	64%	57%	61%	64%	57%	67% s	56%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 584

QINF3_8 - Advert or not advert: 08. JamesLock6_4 no change

Base: Cell 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	49	21	28	-	-	21	28	-	49	1	5	9	16	17	24	25	44	2	4	-
	12%	10%	13%	-	-	10%	13%	-	12%	2%	5%	10%	16%	21%	10%	15%	13%	6%	11%	-
									i				ij	hij						
2	30	11	19	-	-	11	19	-	30	4	6	9	7	4	17	13	25	2	1	2
	7%	6%	9%	-	-	6%	9%	-	7%	8%	7%	10%	7%	5%	7%	8%	7%	7%	4%	15%
3	19	12	7	-	-	12	7	-	19	2	5	6	3	3	13	6	16	-	1	2
	5%	6%	3%	-	-	6%	3%	-	5%	4%	6%	6%	3%	4%	5%	4%	5%	-	4%	14%
4	23	7	16	-	-	7	16	-	23	2	5	3	9	4	15	7	20	-	1	2
	5%	3%	7%	-	-	3%	7%	-	5%	4%	6%	3%	9%	5%	6%	4%	6%	-	4%	14%
5	47	27	20	-	-	27	20	-	47	5	15	10	10	6	20	28	36	10	1	-
	11%	14%	9%	-	-	14%	9%	-	11%	11%	16%	11%	10%	8%	8%	16%	11%	40%	4%	-
														n						
6	47	27	20	-	-	27	20	-	47	7	11	11	12	6	30	17	38	2	5	2
	11%	13%	9%	-	-	13%	9%	-	11%	15%	12%	12%	11%	8%	12%	10%	11%	7%	14%	16%
7	36	19	17	-	-	19	17	-	36	4	7	6	9	10	22	14	28	2	6	-
	9%	10%	8%	-	-	10%	8%	-	9%	8%	8%	6%	9%	13%	9%	8%	8%	7%	19%	-
8	43	16	26	-	-	16	26	-	43	6	12	7	10	7	31	11	39	-	4	-
	10%	8%	12%	-	-	8%	12%	-	10%	14%	13%	7%	10%	9%	13%	7%	11%	-	11%	-
9	32	13	19	-	-	13	19	-	32	5	8	4	8	7	20	12	27	3	1	-
	8%	6%	9%	-	-	6%	9%	-	8%	11%	9%	4%	8%	8%	8%	7%	8%	13%	4%	-
10 - Definitely IS an advert	89	48	41	-	-	48	41	-	89	10	18	27	18	16	54	35	70	5	9	6
	21%	24%	19%	-	-	24%	19%	-	21%	23%	19%	29%	18%	20%	22%	21%	20%	20%	26%	41%
Mean	6.14	6.26	6.03	-	-	6.26	6.03	-	6.14	6.85	6.38	6.24	5.78	5.8	6.34	5.85	6.07	6.27	6.65	6.35
Standard Deviation	3.08	3.01	3.14	-	-	3.01	3.14	-	3.08	2.68	2.77	3.23	3.14	3.34	3.01	3.16	3.1	2.79	2.96	3.4
Net: Not an ad (1-3)	98	45	53	-	-	45	53	-	98	6	17	24	26	24	54	44	85	3	6	4
	24%	22%	25%	-	-	22%	25%	-	24%	14%	18%	26%	26%	30%	22%	26%	25%	13%	18%	29%
Net: Not sure (4-6)	117	61	55	-	-	61	55	-	117	13	32	24	31	16	65	52	94	11	7	4
	28%	30%	26%	-	-	30%	26%	-	28%	30%	34%	26%	30%	20%	26%	31%	27%	47%	22%	29%
Net: Is an ad (7-10)	199	97	103	-	-	97	103	-	199	25	46	43	45	40	127	73	164	10	20	6
	48%	48%	49%	-	-	48%	49%	-	48%	56%	48%	47%	44%	50%	52%	43%	48%	40%	60%	41%
Net: Top 2 Box	121	61	60	-	-	61	60	-	121	15	26	30	26	23	74	47	97	8	10	6
	29%	30%	28%	-	-	30%	28%	-	29%	34%	28%	34%	25%	28%	30%	28%	28%	33%	30%	41%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 585
QINF3_8 - Advert or not advert: 08. JamesLock6_4 no change

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47**	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	49	42	7	-	44	5	44	5	22	4	23	12	4	33	8	5	36	3	-	46	11	6	32
	12%	11%	29%	-	12%	10%	12%	12%	10%	7%	15%	9%	8%	14%	8%	13%	13%	4%	-	15% q	7%	7%	18%
2	30	29	-	1	26	4	26	3	14	5	11	9	4	17	5	3	22	6	1	23	15	5	10
	7%	8%	-	11%	7%	9%	7%	6%	7%	9%	8%	6%	8%	8%	5%	8%	8%	8%	3%	7%	10%	6%	5%
3	19	18	1	-	16	3	16	3	13	2	4	8	3	8	3	-	16	5	1	13	9	3	7
	5%	5%	4%	-	4%	6%	4%	7%	6%	4%	3%	6%	6%	4%	3%	-	6%	7%	3%	4%	6%	3%	4%
4	23	22	1	-	23	-	23	-	8	5	10	11	2	10	6	4	13	4	4	15	11	4	8
	5%	6%	5%	-	6%	-	6%	-	4%	9%	7%	8%	4%	4%	6%	11%	5%	5%	13%	5%	7%	5%	4%
5	47	42	4	1	40	7	40	5	17	5	25	11	5	31	10	4	33	6	4	38	18	9	20
	11%	11%	18%	10%	11%	15%	11%	13%	8%	8%	17% h	8%	11%	14%	10%	12%	12%	9%	12%	12%	12%	11%	11%
6	47	45	1	1	39	8	39	7	30	8	9	17	7	23	15	1	31	16	5	26	22	9	16
	11%	12%	5%	10%	11%	16%	11%	16%	14% j	15% j	6%	12%	15% o	10%	15%	2%	11%	22% s	16%	8%	15%	11%	9%
7	36	34	-	2	32	4	32	4	15	10	11	8	4	24	8	4	24	5	3	28	13	4	19
	9%	9%	-	19%	9%	8%	9%	10%	7%	18% hj	7%	6%	8%	10%	8%	11%	8%	7%	9%	9%	9%	5%	10%
8	43	36	6	1	40	3	39	2	27	3	13	12	7	23	9	3	31	4	8	31	10	15	18
	10%	9%	26%	10%	11%	6%	11%	4%	13%	5%	9%	9%	15% m	10%	9%	8%	11%	5%	26% t	10%	7%	18% t	10%
9	32	29	2	1	30	2	30	2	22	2	8	16	3	13	11	1	19	10	3	19	14	7	11
	8%	8%	9%	10%	8%	4%	8%	5%	10%	4%	5%	12%	6%	5%	12%	3%	7%	13% s	10%	6%	9%	9%	6%
10 - Definitely IS an advert	89	85	1	3	75	14	74	12	44	11	34	33	9	47	24	11	53	15	2	72	28	20	41
	21%	22%	4%	29%	21%	27%	20%	28%	21%	20%	23%	24%	18%	20%	24% p	31%	19%	20%	7%	23%	19%	25%	22%
Mean	6.14	6.17	5.07	7.31	6.13	6.23	6.11	6.27	6.35	6.08	5.87	6.46	6.18	5.94	6.67	6.29	5.93	6.47	6.56	6.02	6.04	6.76	5.95
Standard Deviation	3.08	3.07	3.19	2.66	3.08	3.12	3.08	3.15	3.03	2.84	3.23	3.06	2.91	3.12	2.9	3.33	3.09	2.79	2.11	3.21	2.93	2.9	3.25
Net: Not an ad (1-3)	98	89	7	1	85	12	85	10	49	11	38	29	11	58	16	8	74	14	2	82	35	14	49
	24%	23%	34%	11%	23%	25%	24%	25%	23%	20%	26%	21%	23%	25%	16%	21%	27% n	19%	7%	26%	23%	17%	27%
Net: Not sure (4-6)	117	109	6	2	102	15	102	12	55	18	44	38	14	64	31	9	77	26	12	79	51	22	44
	28%	28%	27%	20%	28%	30%	28%	29%	26%	33%	30%	28%	30%	28%	31%	25%	28%	36%	42%	25%	34%	26%	25%
Net: Is an ad (7-10)	199	184	9	7	177	23	175	20	108	26	66	70	22	107	53	20	127	33	15	151	65	47	88
	48%	48%	39%	69%	49%	45%	48%	46%	51%	47%	44%	51%	47%	47%	53%	54%	46%	46%	51%	48%	43%	57% t	48%
Net: Top 2 Box	121	114	3	4	105	16	104	14	66	13	42	49	12	60	36	13	72	24	5	91	42	27	51
	29%	30%	13%	39%	29%	31%	29%	32%	31%	24%	28%	36%	25%	26%	36%	34%	26%	34%	17%	29%	28%	33%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 586
QINF3_8 - Advert or not advert: 08. JamesLock6_4 no change

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	49	2	47	12	37	2	47	26	2	1	10	37	11	39	10	7	28	8	7	5	8	3
	12%	3%	13% a	7%	15% ce	3%	13% ce	9%	4%	2%	10%	10%	25% k	10%	28% m	6%	14% o	8%	10%	6%	9%	5%
2	30	5	25	7	23	5	25	17	1	2	9	23	7	24	6	8	17	9	4	9	2	2
	7%	8%	7%	4%	10% c	8%	7%	6%	3%	4%	8%	6%	15% k	6%	16% m	6%	8%	8%	6%	11% t	2%	3%
3	19	4	15	9	10	4	15	12	3	2	5	17	2	18	1	8	6	4	3	2	5	3
	5%	7%	4%	5%	4%	7%	4%	4%	8%	4%	5%	5%	4%	5%	3%	6%	3%	4%	4%	2%	5%	5%
4	23	2	21	10	12	2	21	17	2	-	6	22	1	22	1	5	15	7	5	2	7	2
	5%	3%	6%	6%	5%	3%	6%	6%	5%	-	6%	6%	2%	6%	3%	4%	7%	6%	8%	3%	8%	3%
5	47	6	42	18	29	6	42	25	1	7	6	41	7	42	6	12	26	17	10	12	6	10
	11%	10%	12%	11%	12%	10%	12%	9%	3%	14%	5%	11%	15%	11%	16%	9%	13%	16%	15%	15%	7%	16%
6	47	5	42	22	25	5	42	36	5	8	9	44	3	44	3	14	22	7	4	11	9	7
	11%	9%	12%	13%	10%	9%	12%	13%	13%	17%	9%	12%	6%	12%	8%	11%	11% t	6%	6%	14%	10%	12%
7	36	4	32	15	21	4	32	26	4	4	12	34	2	35	1	11	18	10	5	8	6	6
	9%	7%	9%	9%	9%	7%	9%	9%	11%	8%	11%	9%	4%	9%	3%	9%	9%	9%	8%	10%	7%	10%
8	43	6	37	17	26	6	37	28	6	7	13	38	4	39	3	12	23	11	6	12	12	12
	10%	11%	10%	10%	11%	11%	10%	10%	17%	15%	13%	10%	9%	10%	9%	10%	11%	10%	9%	15%	13%	21%
9	32	10	21	17	15	10	21	27	4	4	14	31	1	31	1	14	12	12	10	6	6	4
	8%	19% b	6%	10%	6%	19% df	6%	10%	12%	8%	13%	8%	2%	8%	3%	11%	6%	11%	15%	7%	7%	7%
10 - Definitely IS an advert	89	13	76	44	45	13	76	67	8	13	20	81	7	84	5	35	39	25	13	14	29	11
	21%	23%	21%	26%	19%	23%	21%	24%	22%	28%	20%	22%	16%	22%	13%	28%	19%	23%	19%	17%	32% s	18%
Mean	6.14	6.88	6.03	6.73 df	5.73 d	6.88	6.03	6.5	7.02	7.19	6.41	6.31 l	4.78	6.3 n	4.51	6.84 p	5.88	6.46	6.27	6.27	6.92	6.68
Standard Deviation	3.08	2.88	3.1	2.86	3.17	2.88	3.1	2.99	2.68	2.5	3.06	3.01	3.36	3.02	3.28	2.91	3.09	2.98	3.05	2.8	3.01	2.57
Net: Not an ad (1-3)	98	11	87	27	71	11	87	55	6	5	24	78	20	81	17	23	51	21	14	16	15	8
	24%	19%	24%	16%	29% c	19%	24% c	20%	15%	10%	23%	21%	44% k	21%	46% m	18%	25%	19%	21%	19%	16%	13%
Net: Not sure (4-6)	117	12	105	51	66	12	105	77	8	15	21	106	11	107	10	31	62	31	19	26	22	18
	28%	22%	29%	30%	27%	22%	29%	28%	21%	31%	20%	29%	23%	28%	26%	25%	30%	28%	29%	32%	24%	31%
Net: Is an ad (7-10)	199	33	166	93	107	33	166	148	23	28	60	185	15	189	10	72	92	58	33	40	53	33
	48%	59%	46%	54% d	44%	59% d	46%	53%	63%	59%	57%	50% l	32%	50% n	28%	57% p	45%	53%	50%	49%	59%	55%
Net: Top 2 Box	121	23	97	61	60	23	97	94	13	17	35	112	8	115	6	49	51	37	22	20	35	15
	29%	42% b	27%	36% d	24%	42% df	27%	34%	35%	36%	33%	30% l	19%	30% n	16%	39% p	25%	34%	34%	24%	39% s	25%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Table 587

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 4

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	74	36	38	-	-	36	38	-	74	7	18	14	18	17	45	29	66	5	4	-
	18%	18%	18%	-	-	18%	18%	-	18%	15%	19%	16%	17%	21%	18%	17%	19%	20%	11%	-
2	53	21	32	-	-	21	32	-	53	9	11	12	13	7	25	28	40	3	6	4
	13%	10%	15%	-	-	10%	15%	-	13%	20%	12%	13%	13%	9%	10%	16%	12%	13%	18%	29%
3	41	25	16	-	-	25	16	-	41	8	9	3	11	10	24	16	30	3	1	6
	10%	12%	7%	-	-	12%	7%	-	10% k	18% k	10%	3%	10%	12% k	10%	9%	9%	13%	4%	43%
4	35	18	17	-	-	18	17	-	35	6	7	6	5	9	22	13	29	3	3	-
	8%	9%	8%	-	-	9%	8%	-	8%	14%	8%	7%	5%	12%	9%	8%	8%	13%	8%	-
5	60	33	28	-	-	33	28	-	60	4	15	16	14	10	35	25	50	5	5	-
	15%	16%	13%	-	-	16%	13%	-	15%	8%	16%	18%	14%	13%	14%	15%	15%	21%	15%	-
6	41	18	23	-	-	18	23	-	41	3	6	11	12	10	25	17	32	3	6	-
	10%	9%	11%	-	-	9%	11%	-	10%	6%	7%	13%	11%	12%	10%	10%	9%	13%	19%	-
7	29	19	10	-	-	19	10	-	29	3	8	5	10	4	21	9	24	-	4	2
	7%	10%	5%	-	-	10%	5%	-	7%	6%	8%	5%	10%	5%	8%	5%	7%	-	11%	14%
8	33	15	18	-	-	15	18	-	33	4	8	10	6	6	19	14	29	2	2	-
	8%	8%	9%	-	-	8%	9%	-	8%	9%	9%	11%	6%	7%	8%	9%	9%	7%	7%	-
9	27	8	19	-	-	8	19	-	27	-	6	6	11	4	19	8	25	-	-	2
	6%	4%	9%	-	-	4%	9%	-	6%	-	7%	6%	10% i	5%	8%	5%	7%	-	-	14%
10 - Definitely IS an advert	21	10	11	-	-	10	11	-	21	2	6	7	3	4	10	11	19	-	3	-
	5%	5%	5%	-	-	5%	5%	-	5%	5%	6%	7%	3%	5%	4%	6%	5%	-	8%	-
Mean	4.62	4.56	4.67	-	-	4.56	4.67	-	4.62	3.95	4.67	5.01 i	4.69	4.39	4.69	4.51	4.67	3.74	4.9	4.12
Standard Deviation	2.79	2.68	2.89	-	-	2.68	2.89	-	2.79	2.52	2.87	2.86	2.78	2.73	2.77	2.81	2.85	2.09	2.63	2.63
Net: Not an ad (1-3)	167	81	86	-	-	81	86	-	167	24	39	29	42	34	95	73	136	11	11	10
	40%	40%	41%	-	-	40%	41%	-	40%	53% k	41%	32%	41%	42%	39%	43%	40%	46%	32%	72%
Net: Not sure (4-6)	136	69	68	-	-	69	68	-	136	12	29	34	31	29	82	54	111	11	14	-
	33%	34%	32%	-	-	34%	32%	-	33%	28%	30%	38%	31%	36%	33%	32%	32%	47%	42%	-
Net: Is an ad (7-10)	110	53	58	-	-	53	58	-	110	9	28	27	29	17	69	42	96	2	9	4
	27%	26%	27%	-	-	26%	27%	-	27%	19%	29%	30%	29%	22%	28%	25%	28%	7%	26%	28%
Net: Top 2 Box	48	18	30	-	-	18	30	-	48	2	12	12	13	8	29	18	43	-	3	2
	12%	9%	14%	-	-	9%	14%	-	12%	5%	13%	14%	13%	10%	12%	11%	13%	-	8%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 588

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 4

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	74	70	4	1	65	9	65	8	34	9	31	24	7	43	14	8	52	10	5	59	14	18 t	42 t
	18%	18%	17%	10%	18%	17%	18%	18%	16%	16%	21%	18%	14%	19%	14%	22%	19%	14%	17%	19%	9%	23%	23%
2	53	50	2	1	44	8	44	7	32	5	16	20	6	26	7	6	40	9	3	41	19	13	21
	13%	13%	8%	10%	12%	17%	12%	15%	15%	9%	11%	15%	13%	12%	7%	16%	14%	13%	10%	13%	13%	16%	11%
3	41	37	-	4	38	2	38	2	19	6	16	14	1	25	15	2	23	6	4	31	16	8	16
	10%	10%	-	38%	11%	4%	11%	5%	9%	11%	11%	10%	2%	11%	15%	6%	8%	8%	13%	10%	11%	10%	9%
4	35	34	1	-	33	2	33	2	17	8	9	12	5	18	6	6	23	6	3	26	17	5	13
	8%	9%	4%	-	9%	4%	9%	5%	8%	15%	6%	8%	10%	8%	6%	17% n	8%	8%	9%	8%	11%	6%	7%
5	60	52	6	2	55	5	55	4	23	10	28	14	8	38	9	1	50	7	4	50	19	15	26
	15%	14%	27%	21%	15%	10%	15%	10%	11%	17% h	19%	10%	16%	17%	9%	3%	18% o	9%	12%	16%	13%	18%	14%
6	41	37	5	-	39	2	39	1	24	5	12	11	5	25	8	4	29	6	4	32	13	10	19
	10%	10%	21%	-	11% df	4%	11% df	2%	11%	10%	8%	8%	10%	11%	8%	12%	10%	8%	12%	10%	9%	12%	10%
7	29	27	2	-	21	8	20	7	15	4	10	7	4	18	7	2	20	9	1	19	14	4	11
	7%	7%	9%	-	6%	16% df	6%	17% df	7%	8%	7%	5%	8%	8%	7%	6%	7%	12%	4%	6%	9%	5%	6%
8	33	30	2	1	28	5	28	5	20	2	11	14	4	15	13	5	16	7	3	23	16	3	15
	8%	8%	9%	10%	8%	10%	8%	12%	10%	4%	7%	10%	8%	7%	13% p	13%	6%	10%	9%	8%	11%	4%	8%
9	27	26	-	1	23	4	23	4	16	3	8	10	5	12	13	-	14	6	4	17	11	3	13
	6%	7%	-	10%	6%	8%	6%	9%	7%	5%	5%	7%	10%	5%	13% op	-	5%	8%	14%	5%	7%	4%	7%
10 - Definitely IS an advert	21	20	1	-	16	5	16	3	11	3	7	10	4	8	7	2	12	7	-	14	12	3	6
	5%	5%	4%	-	4%	11%	4%	8%	5%	5%	5%	7%	8%	3%	7% p	7%	4%	10% s	-	4%	8% uv	4%	3%
Mean	4.62	4.61	4.91	4.25	4.54	5.16	4.54	5.12	4.75	4.58	4.44	4.7	5.23	4.44	5.29 p	4.34	4.41	5.25 s	4.69	4.46	5.22 uv	4	4.39
Standard Deviation	2.79	2.81	2.49	2.61	2.73	3.17	2.72	3.14	2.85	2.63	2.77	2.97	2.92	2.64	2.99	2.88	2.67	3.01	2.78	2.72	2.78	2.58	2.8
Net: Not an ad (1-3)	167	156	6	6	148	19	147	16	84	20	63	59	14	95	37	16	115	25	12	130	49	40 t	79 t
	40%	41%	25%	58%	41%	38%	41%	38%	40%	36%	43%	43%	29%	41%	37%	43%	41%	35%	40%	42%	32%	49%	44%
Net: Not sure (4-6)	136	123	12	2	127	9	127	7	65	23	49	37	17	82	23	11	101	18	10	108	49	30	58
	33%	32%	53%	21%	35% eg	18%	35% eg	17%	31%	42%	33%	27%	36%	36%	23%	31%	37% n	25%	33%	35%	32%	36%	32%
Net: Is an ad (7-10)	110	103	5	2	88	22	87	19	62	12	36	41	17	53	39	9	62	29	8	73	53	13	45
	27%	27%	22%	21%	24%	44% df	24%	45% df	29%	23%	24%	30%	35%	23%	39% p	26%	22%	40% s	27%	24%	35% uv	15%	25%
Net: Top 2 Box	48	46	1	1	39	9	39	7	27	6	15	20	9	19	20	2	26	13	4	31	23	6	19
	12%	12%	4%	10%	11%	18%	11%	17%	13%	11%	10%	14%	18% m	8%	20% p	7%	9%	18%	14%	10%	15%	7%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 589

QINF3_9 - Advert or not advert: 09. Anthony Joshua

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	74	10	64	27	47	10	64	49	2	7	19	65	10	65	10	29	31	17	13	18	18	8
	18%	18%	18%	16%	19%	18%	18%	17%	5%	15%	18%	18%	21%	17%	26%	23%	15%	16%	20%	22%	20%	13%
2	53	4	49	18	34	4	49	31	3	7	16	44	9	44	9	14	26	12	7	8	7	2
	13%	7%	14%	11%	14%	7%	14%	11%	9%	14%	16%	12%	19%	12%	23% m	11%	13%	11%	11%	10%	8%	3%
3	41	6	35	18	22	6	35	32	2	7	13	38	3	39	2	11	22	17	9	5	13	9
	10%	10%	10%	11%	9%	10%	10%	12%	6%	15%	13%	10%	6%	10%	5%	9%	11% s	16%	13%	6%	15%	15%
4	35	7	28	19	16	7	28	24	4	3	9	32	3	33	2	15	17	9	5	6	10	5
	8%	12%	8%	11%	6%	12%	8%	9%	11%	6%	8%	9%	6%	9%	5%	12%	8%	8%	7%	8%	11%	8%
5	60	4	56	13	47	4	56	38	-	5	10	51	9	53	7	10	42	14	10	13	11	9
	15%	7%	16% ce	8%	19% c	7%	16% c	14% h	-	10%	9%	14%	21%	14%	19%	8%	20% o	12%	16%	17%	12%	15%
6	41	2	40	14	27	2	40	26	3	5	10	37	4	38	3	10	19	12	4	9	6	5
	10%	3%	11%	8%	11%	3%	11%	9%	10%	10%	10%	10%	9%	10%	8%	8%	9%	11%	6%	11%	7%	9%
7	29	4	25	16	13	4	25	20	5	2	3	27	2	28	1	10	13	6	4	5	7	4
	7%	7%	7%	10%	5%	7%	7%	7%	14% j	5%	3%	7%	4%	8%	3%	8%	6%	6%	6%	7%	8%	7%
8	33	8	26	19	15	8	26	24	5	3	10	32	1	32	1	10	13	11	8	4	9	9
	8%	14%	7%	11%	6%	14%	7%	8%	14%	6%	9%	9%	2%	9%	3%	8%	6%	10%	12%	5%	10%	15% s
9	27	7	20	16	11	7	20	24	5	5	8	24	2	25	2	9	11	8	3	8	6	5
	6%	13%	5%	9%	4% d	13%	5%	8%	13%	11%	8%	7%	5%	7%	6%	7%	5%	7%	4%	10%	7%	9%
10 - Definitely IS an advert	21	5	16	9	12	5	16	12	6	4	7	18	3	20	1	7	11	5	3	4	4	3
	5%	10%	4%	6%	5%	10%	4%	4%	17% g	9%	7%	5%	6%	5%	3%	6%	5%	4%	4%	5%	4%	5%
Mean	4.62	5.33 b	4.51	4.96 d	4.37	5.33 df	4.51	4.7	6.49 gij	4.88	4.55	4.67	4.16	4.71 n	3.68	4.49	4.61	4.69	4.44	4.65	4.57	5.29
Standard Deviation	2.79	3.18	2.71	2.91	2.68	3.18	2.71	2.8	2.89	3.04	2.95	2.79	2.78	2.79	2.63	2.94	2.65	2.76	2.78	2.9	2.8	2.74
Net: Not an ad (1-3)	167	19	148	64	104	19	148	112	7	21	49	147	21	148	20	54	80	46	29	31	38	19
	40%	35%	41%	37%	43%	35%	41%	40% h	20%	44% h	46% h	40%	46%	39%	54%	43%	39%	42%	45%	38%	42%	32%
Net: Not sure (4-6)	136	12	124	46	90	12	124	88	7	12	28	120	16	124	12	35	78	34	19	29	26	19
	33%	22%	35%	27%	37% ce	22%	35%	31%	21%	26%	27%	33%	36%	33%	32%	28%	38%	31%	29%	36%	29%	32%
Net: Is an ad (7-10)	110	24	86	60	50	24	86	80	21	14	28	102	8	105	5	36	48	30	17	21	25	21
	27%	43% b	24%	35% df	20%	43% df	24%	28%	59% gij	31%	27%	28%	18%	28%	14%	29%	23%	27%	26%	26%	28%	36%
Net: Top 2 Box	48	12	35	25	22	12	35	36	11	9	15	43	5	45	3	16	22	13	6	12	10	8
	12%	22% b	10%	15% df	9%	22% df	10%	13%	30% gj	20%	14%	12%	11%	12%	8%	13%	10%	12%	9%	15%	11%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 590

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_4 advert

Base: Cell 4

															Demographics					
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	30	13	17	-	-	13	17	-	30	1	6	5	7	11	15	14	27	-	2	-
	7%	6%	8%	-	-	6%	8%	-	7%	2%	6%	5%	7%	14% i	6%	9%	8%	-	7%	-
2	21	8	12	-	-	8	12	-	21	1	4	5	6	5	8	13	17	2	-	2
	5%	4%	6%	-	-	4%	6%	-	5%	2%	4%	5%	6%	6%	3%	8% n	5%	7%	-	15%
3	17	7	10	-	-	7	10	-	17	3	4	4	3	4	6	11	14	2	-	2
	4%	4%	5%	-	-	4%	5%	-	4%	6%	4%	4%	3%	5%	2%	7% n	4%	6%	-	14%
4	21	8	13	-	-	8	13	-	21	4	-	4	9	5	12	10	15	2	3	2
	5%	4%	6%	-	-	4%	6%	-	5%	8% j	-	4%	9% j	6%	5%	6%	4%	7%	8%	16%
5	53	23	30	-	-	23	30	-	53	4	10	13	12	14	28	25	44	7	3	-
	13%	12%	14%	-	-	12%	14%	-	13%	8%	11%	15%	12%	17%	12%	15%	13%	27%	8%	-
6	32	17	14	-	-	17	14	-	32	4	6	12	4	5	18	13	28	-	4	-
	8%	9%	7%	-	-	9%	7%	-	8%	10%	7%	13% l	4%	7%	7%	8%	8%	-	11%	-
7	29	16	13	-	-	16	13	-	29	2	6	9	9	3	17	12	24	2	1	2
	7%	8%	6%	-	-	8%	6%	-	7%	4%	7%	10%	9%	4%	7%	7%	7%	7%	4%	14%
8	44	28	16	-	-	28	16	-	44	4	19	10	9	2	28	16	43	-	1	-
	11%	14% b	7%	-	-	14% f	7%	-	11%	10%	20% m	11%	9%	3%	12%	9%	12%	-	4%	-
9	38	18	20	-	-	18	20	-	38	7	7	5	13	5	25	13	29	5	4	-
	9%	9%	9%	-	-	9%	9%	-	9%	16%	8%	6%	13%	6%	10%	8%	9%	20%	11%	-
10 - Definitely IS an advert	130	63	67	-	-	63	67	-	130	15	32	25	31	26	88	42	101	6	16	6
	31%	31%	32%	-	-	31%	32%	-	31%	34%	34%	28%	30%	33%	36% o	25%	30%	27%	48%	41%
Mean	6.89	7.07	6.72	-	-	7.07	6.72	-	6.89	7.49 m	7.3 m	6.76	6.89	6.23	7.32 o	6.28	6.82	6.87	7.79	6.46
Standard Deviation	2.97	2.86	3.08	-	-	2.86	3.08	-	2.97	2.66	2.85	2.8	3	3.34	2.84	3.07	2.98	2.81	2.84	3.42
Net: Not an ad (1-3)	68	29	39	-	-	29	39	-	68	4	14	13	16	20	29	39	58	3	2	4
	16%	14%	18%	-	-	14%	18%	-	16%	10%	15%	15%	16%	24%	12%	23% n	17%	13%	7%	29%
Net: Not sure (4-6)	106	49	57	-	-	49	57	-	106	12	16	29	25	24	58	48	87	8	9	2
	26%	24%	27%	-	-	24%	27%	-	26%	26%	17%	32% j	24%	30%	24%	28%	25%	34%	26%	16%
Net: Is an ad (7-10)	240	125	115	-	-	125	115	-	240	29	64	49	61	37	158	82	198	13	22	7
	58%	62%	55%	-	-	62%	55%	-	58%	64%	68% m	54%	60%	46%	64% o	49%	58%	53%	67%	55%
Net: Top 2 Box	167	81	86	-	-	81	86	-	167	23	39	30	44	31	113	55	131	11	20	6
	40%	40%	41%	-	-	40%	41%	-	40%	50%	41%	34%	43%	39%	46% o	32%	38%	47%	59%	41%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 591

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_4 advert

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	30	28	2	-	26	4	26	4	13	2	15	7	3	20	8	2	20	2	1	27	6	4	20
	7%	7%	8%	-	7%	8%	7%	9%	6%	4%	10%	5%	6%	9%	8%	6%	7%	3%	3%	9%	4%	5%	11% t
2	21	20	1	-	17	3	17	3	11	1	9	6	2	13	1	2	18	3	-	18	4	4	13
	5%	5%	4%	-	5%	7%	5%	6%	5%	2%	6%	4%	4%	6%	1%	5%	6% n	4%	-	6%	2%	5%	7% t
3	17	15	2	-	17	-	17	-	13	2	2	9	1	7	7	-	10	8	3	7	9	3	5
	4%	4%	8%	-	5%	-	5%	-	6% j	4%	1%	7%	2%	3%	7%	-	4%	10% s	10%	2%	6%	4%	3%
4	21	20	1	-	17	4	17	3	11	5	5	6	2	13	5	2	14	2	1	18	8	1	12
	5%	5%	4%	-	5%	8%	5%	7%	5%	9%	3%	5%	4%	6%	5%	5%	5%	2%	3%	6%	6%	1%	7%
5	53	46	6	1	51	2	51	2	16	13	24	9	9	35	8	5	40	7	5	42	20	8	25
	13%	12%	27%	10%	14%	4%	14%	5%	8%	23% h	17% h	6%	20% k	15% k	8%	14%	14%	9%	16%	13%	13%	10%	14%
6	32	29	3	-	28	4	28	3	14	4	14	9	5	18	3	3	26	7	2	23	18	7	7
	8%	8%	13%	-	8%	8%	8%	7%	6%	8%	9%	7%	10%	8%	3%	8%	9%	9%	6%	7%	12% v	8%	4%
7	29	24	4	1	26	3	25	2	19	4	6	7	2	20	8	3	18	7	-	22	12	5	13
	7%	6%	18%	10%	7%	6%	7%	5%	9%	8%	4%	5%	4%	9%	8%	8%	6%	9%	-	7%	8%	6%	7%
8	44	39	3	2	40	4	40	3	30	1	13	21	6	17	15	3	26	11	6	27	19	9	15
	11%	10%	13%	19%	11%	8%	11%	7%	14% i	2%	9%	15% m	13%	7%	15%	8%	9%	15%	21%	9%	13%	11%	8%
9	38	37	-	1	34	4	34	4	25	4	8	15	7	16	8	4	25	5	8	25	14	11	13
	9%	10%	-	10%	9%	8%	9%	9%	12% j	7%	6%	11%	14%	7%	8%	11%	9%	7%	25%	8%	9%	13%	7%
10 - Definitely IS an advert	130	124	1	5	108	22	107	19	59	19	52	48	11	71	37	13	80	22	5	103	41	31	58
	31%	32%	4%	51%	30%	43%	29%	44%	28%	34%	35%	35%	23%	31%	37%	34%	29%	30%	16%	33%	27%	38%	32%
Mean	6.89	6.93	5.42	8.71	6.83	7.32	6.82	7.35	6.99	6.92	6.75	7.3	6.83	6.66	7.3	7.21	6.71	7.06	7.12	6.83	6.97	7.51 v	6.55
Standard Deviation	2.97	3	2.3	1.71	2.95	3.16	2.95	3.22	2.9	2.77	3.15	2.91	2.77	3.04	2.95	2.87	2.99	2.75	2.56	3.06	2.67	2.82	3.24
Net: Not an ad (1-3)	68	63	5	-	60	7	60	7	36	5	26	22	6	40	15	4	48	12	4	51	19	11	38
	16%	16%	21%	-	17%	15%	17%	15%	17%	9%	18%	16%	12%	17%	16%	11%	17%	17%	13%	16%	13%	13%	21%
Net: Not sure (4-6)	106	95	10	1	96	10	96	8	41	22	43	24	16	66	16	10	80	15	7	83	46	16	44
	26%	25%	44%	10%	26%	20%	27%	19%	19%	40% h	29% h	18%	34% k	29% k	16%	28%	29% n	21%	25%	27%	31%	19%	24%
Net: Is an ad (7-10)	240	224	8	9	208	33	206	28	134	28	79	91	26	124	68	23	150	45	18	177	86	55	99
	58%	59%	35%	90%	57%	65%	57%	66%	63%	51%	53%	66% m	54%	54%	69% p	62%	54%	62%	62%	57%	57%	68%	55%
Net: Top 2 Box	167	161	1	6	142	26	141	23	85	23	60	63	18	86	45	17	106	27	12	128	55	41	71
	40%	42%	4%	61%	39%	51%	39%	54%	40%	41%	41%	46%	37%	38%	45%	45%	38%	37%	41%	41%	36%	51% t	39%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 592

QINF3_10 - Advert or not advert: 10. Liam McAleese discount code_4 advert

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	30	2	28	7	23	2	28	11	-	2	4	18	11	18	11	5	14	3	4	5	3	2
	7%	3%	8%	4%	9%	3%	8%	4%	-	4%	4%	5%	25% k	5%	31% m	4%	7%	3%	6%	6%	3%	3%
2	21	2	19	5	16	2	19	9	-	-	4	14	7	15	6	5	12	2	1	5	2	1
	5%	3%	5%	3%	7%	3%	5%	3%	-	-	4%	4%	15% k	4%	16% m	4%	6%	2%	1%	6%	2%	2%
3	17	2	15	8	9	2	15	15	3	1	6	16	1	16	1	4	10	3	5	3	3	2
	4%	4%	4%	5%	4%	4%	4%	5%	7%	2%	6%	4%	2%	4%	3%	3%	5%	3%	7%	4%	3%	3%
4	21	2	19	7	14	2	19	12	3	2	6	19	2	19	2	4	11	5	-	2	5	3
	5%	3%	5%	4%	6%	3%	5%	4%	8%	4%	6%	5%	4%	5%	5%	3%	5%	4%	-	2%	5%	5%
5	53	5	49	13	40	5	49	34	2	5	8	46	8	46	7	9	31	20	10	13	5	7
	13%	8%	14%	8%	17%	8%	14%	12%	5%	10%	8%	12%	17%	12%	18%	7%	15% o	18% t	16% t	16% t	6%	11%
6	32	6	26	16	16	6	26	21	4	3	11	29	3	31	1	9	12	7	6	6	9	3
	8%	10%	7%	9%	7%	10%	7%	8%	11%	6%	10%	8%	6%	8%	2%	7%	6%	6%	9%	7%	10%	5%
7	29	4	25	15	14	4	25	19	5	2	9	27	2	27	2	8	12	9	8	10	6	5
	7%	7%	7%	9%	6%	7%	7%	7%	14%	4%	8%	7%	4%	7%	5%	6%	6%	8%	12%	12%	7%	9%
8	44	8	36	22	22	8	36	29	6	4	14	42	2	43	1	14	26	16	6	9	9	11
	11%	14%	10%	13%	9%	14%	10%	10%	17%	8%	13%	11%	4%	11%	3%	11%	13%	14%	9%	11%	10%	18%
9	38	9	28	16	21	9	28	29	4	7	5	36	2	37	1	12	20	12	6	6	8	9
	9%	17% b	8%	10%	9%	17% f	8%	10%	10%	15% j	5%	10%	5%	10%	3%	10%	9%	11%	10%	7%	9%	16%
10 - Definitely IS an advert	130	17	113	62	68	17	113	102	10	22	37	122	8	125	5	56	58	35	20	23	40	16
	31%	30%	31%	36%	28%	30%	31%	36%	28%	47%	35%	33% l	17%	33% n	13%	44% p	28%	32%	31%	29%	45% su	28%
Mean	6.89	7.51	6.8	7.46 df	6.49	7.51 d	6.8	7.34	7.49	8.07	7.19	7.15 l	4.75	7.16 n	4.19	7.77 p	6.73	7.41	7.09	6.83	7.81 s	7.5
Standard Deviation	2.97	2.6	3.02	2.69	3.1	2.6	3.02	2.78	2.27	2.55	2.79	2.82	3.35	2.82	3.24	2.74	2.98	2.52	2.78	2.87	2.63	2.5
Net: Not an ad (1-3)	68	6	62	19	48	6	62	35	3	3	14	48	19	49	18	14	36	8	10	13	8	5
	16%	10%	17%	11%	20% c	10%	17%	13%	7%	6%	14%	13%	42% k	13%	49% m	11%	18%	7%	15%	16%	9%	8%
Net: Not sure (4-6)	106	12	94	36	70	12	94	67	9	9	26	94	13	96	10	22	54	31	16	21	19	12
	26%	22%	26%	21%	29%	22%	26%	24%	24%	20%	25%	25%	28%	26%	26%	17%	26%	28%	24%	26%	21%	21%
Net: Is an ad (7-10)	240	38	203	115	125	38	203	178	25	35	65	227	13	231	9	90	115	71	40	48	63	42
	58%	68%	57%	67% df	51%	68% d	57%	64%	69%	74%	62%	62% l	30%	61% n	24%	72% p	56%	65%	61%	59%	71%	71%
Net: Top 2 Box	167	26	141	78	89	26	141	131	14	29	42	158	10	161	6	68	77	47	27	29	48	26
	40%	47%	39%	46%	37%	47%	39%	47%	38%	61% hj	40%	43% l	21%	43% n	17%	54% p	37%	43%	41%	36%	54% s	44%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 593

QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 4

										Demographics										
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	116	52	63	-	-	52	63	-	116	17	21	19	30	29	73	43	98	6	11	-
	28%	26%	30%	-	-	26%	30%	-	28%	37% k	22%	21%	29%	36% k	30%	25%	29%	27%	33%	-
2	50	24	26	-	-	24	26	-	50	1	16	10	11	12	25	24	43	-	2	4
	12%	12%	12%	-	-	12%	12%	-	12% i	2%	16% i	12%	10%	15% i	10%	14%	13%	-	7%	31%
3	38	17	21	-	-	17	21	-	38	4	5	8	7	13	17	21	26	10	-	2
	9%	8%	10%	-	-	8%	10%	-	9%	10%	6%	9%	7%	16% j	7%	12%	8%	40%	-	13%
4	40	17	22	-	-	17	22	-	40	9	8	6	11	6	24	15	32	-	4	4
	10%	9%	10%	-	-	9%	10%	-	10%	20% hkm	9%	6%	10%	7%	10%	9%	9%	-	12%	28%
5	41	24	17	-	-	24	17	-	41	3	11	10	9	8	27	14	37	2	2	-
	10%	12%	8%	-	-	12%	8%	-	10%	6%	12%	11%	9%	10%	11%	8%	11%	7%	7%	-
6	33	19	14	-	-	19	14	-	33	3	8	9	13	1	22	11	21	3	6	2
	8%	9%	7%	-	-	9%	7%	-	8%	6%	8%	9%	12% m	2%	9%	7%	6%	13%	19%	14%
7	32	18	13	-	-	18	13	-	32	4	6	9	9	4	20	12	25	2	4	2
	8%	9%	6%	-	-	9%	6%	-	8%	8%	7%	10%	9%	5%	8%	7%	7%	7%	11%	14%
8	35	19	16	-	-	19	16	-	35	2	13	10	9	2	20	15	33	-	1	-
	8%	9%	7%	-	-	9%	7%	-	8%	4%	13% m	11%	8%	3%	8%	9%	10%	-	4%	-
9	13	5	7	-	-	5	7	-	13	1	2	3	4	3	9	4	10	2	1	-
	3%	3%	3%	-	-	3%	3%	-	3%	2%	2%	3%	4%	3%	4%	2%	3%	7%	4%	-
10 - Definitely IS an advert	19	7	12	-	-	7	12	-	19	2	5	8	1	3	9	10	18	-	1	-
	5%	3%	6%	-	-	3%	6%	-	5%	4%	6%	8% l	1%	4%	4%	6%	5%	-	3%	-
Mean	4.08	4.19	3.97	-	-	4.19	3.97	-	4.08	3.71	4.4 m	4.72 m	4.06 m	3.21	4.08	4.08	4.1	3.66	4.2	3.96
									m											
Standard Deviation	2.82	2.75	2.88	-	-	2.75	2.88	-	2.82	2.72	2.88	2.99	2.69	2.56	2.8	2.85	2.88	2.39	2.84	1.86
Net: Not an ad (1-3)	203	93	110	-	-	93	110	-	203	22	42	38	47	54	115	88	168	16	13	6
	49%	46%	52%	-	-	46%	52%	-	49%	49%	44%	42%	46%	67% hjkl	47%	52%	49%	67%	40%	44%
Net: Not sure (4-6)	113	60	53	-	-	60	53	-	113	15	27	24	32	15	73	40	90	5	13	6
	27%	30%	25%	-	-	30%	25%	-	27%	32%	28%	26%	32%	19%	30%	24%	26%	20%	38%	42%
Net: Is an ad (7-10)	98	50	48	-	-	50	48	-	98	8	26	29	23	11	57	41	85	3	7	2
	24%	25%	23%	-	-	25%	23%	-	24%	19%	28% m	32% m	22%	14%	23%	24%	25%	13%	22%	14%
Net: Top 2 Box	31	12	19	-	-	12	19	-	31	3	7	11	5	6	18	14	27	2	2	-
	8%	6%	9%	-	-	6%	9%	-	8%	6%	8%	12%	5%	7%	7%	8%	8%	7%	7%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 594

QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 4

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	116	108	7	1	106	10	105	9	59	14	43	38	10	67	22	9	85	19	4	92	32	25	59
	28%	28%	29%	11%	29%	19%	29%	20%	28%	25%	29%	28%	21%	29%	22%	25%	30%	27%	13%	30%	21%	31%	32% t
2	50	48	1	1	44	6	44	5	25	5	19	12	8	30	11	6	33	5	1	44	10	11	29
	12%	13%	4%	10%	12%	12%	12%	12%	12%	10%	13%	9%	16%	13%	11%	16%	12%	7%	3%	14%	7%	13%	16% t
3	38	34	2	2	34	4	34	4	14	7	16	6	4	28	6	3	29	3	2	33	14	5	18
	9%	9%	8%	18%	9%	7%	9%	8%	7%	13%	11%	5%	8%	12% k	6%	8%	11%	4%	6%	11%	10%	6%	10%
4	40	38	2	-	31	9	31	8	17	6	17	19	4	16	12	4	23	9	6	24	19	6	15
	10%	10%	9%	-	8%	18% df	8%	19% df	8%	10%	11%	14% m	8%	7%	12%	12%	8%	13%	20%	8%	13%	7%	8%
5	41	35	5	1	34	7	34	5	14	9	18	10	7	24	7	3	31	5	5	31	12	11	18
	10%	9%	22%	10%	9%	13%	9%	11%	6%	17% h	12%	7%	14%	11%	7%	8%	11%	7%	16%	10%	8%	14%	10%
6	33	32	-	1	31	2	31	2	22	5	6	12	2	19	5	3	25	4	3	26	13	8	12
	8%	8%	-	10%	8%	5%	8%	6%	10% j	9%	4%	9%	4%	8%	5%	9%	9%	5%	12%	8%	9%	10%	6%
7	32	26	4	2	28	4	27	4	19	1	12	11	5	16	14	5	13	10	4	18	14	6	12
	8%	7%	18%	19%	8%	8%	7%	9%	9%	2%	8%	8%	10%	7%	14% p	14% p	5%	14% s	13%	6%	9%	7%	6%
8	35	32	2	1	30	5	30	4	24	3	8	17	3	15	15	2	18	10	3	22	19	6	10
	8%	8%	9%	10%	8%	10%	8%	9%	11%	5%	5%	12%	6%	6%	15% p	5%	7%	14%	10%	7%	13% v	7%	5%
9	13	12	-	1	10	2	10	1	10	1	2	3	3	7	4	1	8	3	1	8	7	1	4
	3%	3%	-	10%	3%	4%	3%	3%	5%	2%	1%	2%	6%	3%	4%	3%	3%	4%	3%	3%	5%	1%	2%
10 - Definitely IS an advert	19	19	-	-	17	2	17	1	8	4	7	8	3	8	5	-	14	4	1	14	10	3	6
	5%	5%	-	-	5%	4%	5%	2%	4%	7%	5%	6%	6%	3%	5%	-	5%	6%	3%	4%	7%	3%	3%
Mean	4.08	4.05	4.07	5.1	4.03	4.41	4.03	4.21	4.29	4.07	3.77	4.38	4.43	3.83	4.74 p	3.88	3.87	4.72 s	5.03	3.84	4.84 uv	3.83	3.56
Standard Deviation	2.82	2.84	2.54	2.78	2.83	2.7	2.83	2.58	2.92	2.74	2.68	2.94	2.92	2.71	2.94	2.52	2.78	3.03	2.44	2.77	2.92	2.69	2.66
Net: Not an ad (1-3)	203	190	9	4	184	19	183	17	98	26	79	57	21	125	38	18	147	27	7	169	56	41	106
	49%	50%	42%	40%	51%	38%	51%	41%	47%	48%	53%	42%	45%	54% k	38%	49%	53% n	38%	22%	54% q	37%	51%	58% t
Net: Not sure (4-6)	113	104	7	2	95	18	95	15	53	20	40	41	13	60	24	11	78	18	14	81	44	25	44
	27%	27%	31%	20%	26%	36%	26%	36%	25%	36%	27%	30%	27%	26%	24%	29%	28%	25%	48%	26%	29%	31%	24%
Net: Is an ad (7-10)	98	88	6	4	85	13	84	10	60	9	29	39	14	45	37	8	53	27	9	62	51	15	32
	24%	23%	27%	40%	23%	26%	23%	23%	28%	16%	20%	28%	29%	20%	37% p	22%	19%	38% s	30%	20%	34% uv	19%	18%
Net: Top 2 Box	31	30	-	1	27	4	27	2	17	5	9	11	6	15	9	1	21	7	2	22	18	4	10
	8%	8%	-	10%	7%	8%	8%	5%	8%	9%	6%	8%	12%	6%	9%	3%	8%	10%	7%	7%	12%	4%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 595
QINF3_11 - Advert or not advert: 11. Gary Barlow

Base: Cell 4

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	116	15	101	41	74	15	101	77	4	12	33	100	15	102	13	40	53	30	15	23	24	16
	28%	26%	28%	24%	30%	26%	28%	27%	12%	25%	32% h	27%	34%	27%	37%	31%	26%	27%	23%	28%	27%	27%
2	50	4	46	19	31	4	46	37	2	4	10	45	5	46	4	11	31	16	9	8	11	9
	12%	7%	13%	11%	13%	7%	13%	13%	5%	9%	9%	12%	11%	12%	11%	9%	15%	14%	13%	10%	12%	15%
3	38	3	35	14	24	3	35	24	1	2	4	35	3	34	4	8	21	8	4	6	4	5
	9%	5%	10%	8%	10%	5%	10%	9%	3%	4%	4%	9%	6%	9%	10%	7%	10%	7%	6%	7%	5%	8%
4	40	6	34	16	23	6	34	28	3	3	11	36	4	38	2	12	18	5	9	8	11	5
	10%	10%	9%	10%	10%	10%	9%	10%	8%	6%	10%	10%	9%	10%	5%	9%	9%	5%	13%	10%	13%	8%
5	41	3	38	13	28	3	38	23	-	4	9	33	8	34	7	10	23	12	8	8	8	2
	10%	5%	11%	8%	11%	5%	11%	8%	-	8%	8%	9%	17%	9%	18%	8%	11%	11%	11%	10%	9%	3%
6	33	1	32	9	24	1	32	23	4	5	6	32	1	32	1	8	17	10	2	6	6	3
	8%	2%	9%	5%	10%	2%	9%	8%	10%	10%	6%	9%	2%	8%	3%	7%	8%	9%	3%	7%	7%	5%
7	32	8	23	20	12	8	23	21	8	5	11	29	2	30	1	10	17	9	4	4	7	9
	8%	15% b	6%	11% d	5%	15% df	6%	7% g	22%	11%	10%	8%	5%	8%	3%	8%	8%	8%	6%	5%	8%	16% s
8	35	9	26	20	15	9	26	26	9	6	9	32	3	31	4	14	10	13	10	9	11	7
	8%	16% b	7%	12% d	6%	16% df	7%	9%	26% gj	13%	8%	9%	7%	8%	11%	11% p	5%	12%	15%	11%	12%	12%
9	13	-	13	7	6	-	13	11	-	1	4	11	2	13	-	4	7	3	1	4	4	1
	3%	-	4%	4%	2%	-	4%	4%	-	2%	4%	3%	3%	3%	-	3%	3%	3%	2%	5%	4%	2%
10 - Definitely IS an advert	19	7	12	11	8	7	12	12	5	6	8	16	3	18	1	9	9	5	5	6	4	2
	5%	12% b	3%	6%	3%	12% df	3%	4% g	14%	13% g	8%	4%	6%	5%	3%	7%	4%	5%	8%	8%	4%	3%
Mean	4.08	4.96 b	3.94	4.56 df	3.74	4.96 df	3.94	4.11	6.24 gj	5.03 g	4.31	4.1	3.88	4.13	3.52	4.29	3.97	4.25	4.46	4.43	4.32	4.18
Standard Deviation	2.82	3.25	2.72	3	2.63	3.25	2.72	2.85	2.85	3.23	3.09	2.81	2.94	2.83	2.65	3.08	2.71	2.92	2.98	3.07	2.92	2.92
Net: Not an ad (1-3)	203	22	181	74	129	22	181	138	7	18	47	180	23	182	21	59	104	53	28	36	39	30
	49%	39%	51%	43%	53%	39%	51%	49% h	20%	38%	45%	49%	51%	48%	57% h	47%	51%	48%	43%	44%	43%	51%
Net: Not sure (4-6)	113	10	104	39	74	10	104	74	6	11	26	101	12	103	10	30	59	27	18	22	25	10
	27%	17%	29%	23%	31%	17%	29%	26%	18%	24%	25%	27%	28%	27%	26%	24%	29%	24%	28%	27%	28%	16%
Net: Is an ad (7-10)	98	24	73	58	40	24	73	69	22	18	31	88	10	92	6	37	43	30	20	23	25	20
	24%	44% b	21%	34% df	16%	44% df	21%	25%	62% gij	39% g	30%	24%	21%	24%	17%	29%	21%	27%	30%	28%	28%	33%
Net: Top 2 Box	31	7	24	18	13	7	24	23	5	7	12	27	4	30	1	13	15	8	6	10	7	3
	8%	12%	7%	11%	5%	12%	7%	8%	14%	15%	11%	7%	10%	8%	3%	10%	7%	7%	9%	13%	8%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 596

QINF3_12 - Advert or not advert: 12. Em Sheldon - stripey_4 no change

Base: Cell 4

								Demographics												
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	400	192	208	-	-	192	208	-	400	47	89	91	98	75	232	168	351	15	27	7
Weighted Base	414	203	211	-**	-**	203	211	-**	414	45*	95*	91*	102*	81*	245	169	343	24**	33**	13**
1 - Definitely NOT an advert	38	16	21	-	-	16	21	-	38	4	4	9	13	8	20	18	34	2	2	-
	9%	8%	10%	-	-	8%	10%	-	9%	8%	4%	10%	13%	10%	8%	10%	10%	7%	7%	-
											j									
2	20	12	8	-	-	12	8	-	20	1	6	3	6	4	6	14	20	-	-	-
	5%	6%	4%	-	-	6%	4%	-	5%	2%	6%	3%	6%	5%	2%	8%	6%	-	-	-
															n					
3	16	7	9	-	-	7	9	-	16	1	4	2	3	6	12	4	16	-	-	-
	4%	3%	4%	-	-	3%	4%	-	4%	2%	4%	2%	3%	7%	5%	2%	5%	-	-	-
4	26	11	15	-	-	11	15	-	26	4	4	4	10	4	13	13	24	2	-	-
	6%	5%	7%	-	-	5%	7%	-	6%	8%	4%	4%	10%	5%	5%	8%	7%	7%	-	-
5	35	20	15	-	-	20	15	-	35	3	7	12	7	5	19	15	25	8	1	-
	8%	10%	7%	-	-	10%	7%	-	8%	8%	7%	13%	7%	7%	8%	9%	7%	33%	4%	-
6	30	18	12	-	-	18	12	-	30	4	9	5	6	6	21	10	23	2	4	2
	7%	9%	6%	-	-	9%	6%	-	7%	8%	10%	6%	6%	8%	8%	6%	7%	7%	11%	15%
7	35	18	17	-	-	18	17	-	35	4	8	7	8	8	22	12	30	-	3	2
	8%	9%	8%	-	-	9%	8%	-	8%	8%	9%	7%	8%	10%	9%	7%	9%	-	8%	14%
8	59	26	32	-	-	26	32	-	59	6	17	13	14	9	28	31	46	2	7	4
	14%	13%	15%	-	-	13%	15%	-	14%	13%	18%	14%	14%	11%	11%	18%	13%	6%	22%	27%
9	45	15	30	-	-	15	30	-	45	7	9	11	10	7	27	18	37	5	1	2
	11%	7%	14%	-	-	7%	14%	-	11%	15%	10%	12%	10%	9%	11%	11%	11%	20%	4%	16%
		a				e														
10 - Definitely IS an advert	112	60	52	-	-	60	52	-	112	13	26	26	25	23	77	35	89	5	15	4
	27%	30%	25%	-	-	30%	25%	-	27%	29%	27%	29%	24%	28%	31%	21%	26%	20%	45%	28%
															o					
Mean	6.81	6.81	6.81	-	-	6.81	6.81	-	6.81	7.17	7.04	6.96	6.42	6.65	7.07	6.43	6.64	6.72	8.02	8.28
															o					
Standard Deviation	3.01	2.99	3.02	-	-	2.99	3.02	-	3.01	2.87	2.79	2.97	3.19	3.13	2.94	3.07	3.08	2.69	2.52	1.45
Net: Not an ad (1-3)	73	35	38	-	-	35	38	-	73	5	15	14	22	18	38	35	69	2	2	-
	18%	17%	18%	-	-	17%	18%	-	18%	12%	15%	15%	21%	22%	16%	21%	20%	7%	7%	-
Net: Not sure (4-6)	91	49	42	-	-	49	42	-	91	11	20	21	23	16	53	38	72	11	5	2
	22%	24%	20%	-	-	24%	20%	-	22%	24%	22%	23%	23%	19%	21%	22%	21%	47%	15%	15%
Net: Is an ad (7-10)	250	119	132	-	-	119	132	-	250	29	60	56	57	48	154	96	202	11	26	11
	60%	59%	62%	-	-	59%	62%	-	60%	65%	63%	62%	56%	59%	63%	57%	59%	46%	78%	85%
Net: Top 2 Box	157	75	82	-	-	75	82	-	157	20	35	36	35	30	104	53	125	10	16	6
	38%	37%	39%	-	-	37%	39%	-	38%	44%	37%	40%	35%	37%	42%	31%	37%	40%	48%	44%
															o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 597

QINF3_12 - Advert or not advert: 12. Em Sheldon - stripey_4 no change

Base: Cell 4

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Internet Use Medium user (Around once a day to 4 or 5 times a week) (b)	Internet Use Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Device Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Device Smartphone/Tablet (f)	Device PC/ Laptop/ Desktop (g)	Facebook Heavy user (h)	Facebook Medium user (i)	Facebook Light user (j)	Instagram Heavy user (k)	Instagram Medium user (l)	Instagram Light user (m)	Twitter Heavy user (n)	Twitter Medium user (o)	Twitter Light user (p)	Snapchat Heavy user (q)	Snapchat Medium user (r)	Snapchat Light user (s)	YouTube Heavy user (t)	YouTube Medium user (u)	YouTube Light user (v)
Unweighted Base	400	368	23	9	353	47	351	39	204	51	145	132	48	220	94	36	270	72	28	300	148	80	172
Weighted Base	414	382	22**	10**	364	50*	362	43*	211	55*	148	137	47*	230	99*	37*	278	73*	30**	312	151	82*	181
1 - Definitely NOT an advert	38	34	4	-	32	6	32	6	12	4	21	10	5	22	5	6	27	6	1	31	11	5	22
	9%	9%	17%	-	9%	11%	9%	13%	6%	7%	14% h	8%	10%	10%	5%	16%	10%	8%	3%	10%	7%	6%	12%
2	20	18	1	1	17	3	17	2	11	-	9	5	1	14	4	1	15	2	-	18	6	5	9
	5%	5%	4%	10%	5%	6%	5%	5%	5%	-	6%	4%	2%	6%	4% n	3%	5%	3%	-	6%	4%	6%	5%
3	16	15	1	-	16	-	16	-	9	2	5	5	1	10	2	2	12	2	2	12	6	3	7
	4%	4%	5%	-	4%	-	4%	-	4%	4%	3%	4%	2%	4%	2%	5%	4%	3%	7%	4%	4%	4%	4%
4	26	25	1	-	25	1	25	-	12	6	8	7	3	16	7	2	17	7	2	17	17	2	7
	6%	6%	4%	-	7%	2%	7%	-	5%	11%	6%	5%	6%	7%	7%	5%	6%	10%	6%	5%	11% uv	2%	4%
5	35	31	2	2	29	6	29	6	13	7	15	10	3	22	5	1	28	4	3	28	10	8	17
	8%	8%	9%	21%	8%	11%	8%	13%	6%	12%	10%	7%	6%	9%	5%	3%	10%	5%	10%	9%	7%	9%	9%
6	30	27	2	2	28	2	28	-	18	4	9	13	4	13	7	2	21	6	5	20	14	3	13
	7%	7%	9%	19%	8%	4%	8%	-	8%	7%	6%	10%	8%	6%	7%	6%	8%	8%	16%	6%	9%	4%	7%
7	35	32	2	1	31	4	30	2	15	6	13	9	7	19	9	3	23	5	5	25	13	7	15
	8%	8%	9%	10%	8%	8%	8%	5%	7%	12%	9%	6%	14%	8%	9%	9%	8%	7%	15%	8%	8%	8%	8%
8	59	52	3	4	52	7	52	7	37	6	16	21	10	28	15	4	40	13	4	42	21	15	23
	14%	14%	13%	39%	14%	14%	14%	17%	17%	11%	11%	15%	21%	12%	15%	12%	14%	18%	14%	13%	14%	19%	13%
9	45	39	6	-	40	5	40	4	33	2	10	20	5	20	14	7	24	12	5	28	16	12	17
	11%	10%	26%	-	11%	10%	11%	10%	16% ij	3%	6%	14%	10%	9%	14%	19%	9%	17%	16%	9%	11%	15%	9%
10 - Definitely IS an advert	112	111	1	-	95	17	94	16	51	18	43	37	10	65	32	9	72	17	4	92	37	23	53
	27%	29%	4%	-	26%	34%	26%	38%	24%	33%	29%	27%	21%	28%	32%	24%	26%	23%	13%	29%	24%	28%	29%
Mean	6.81	6.87	5.96	6.27	6.77	7.1	6.76	7.23	7.07 j	6.96	6.39	7.08	6.86	6.64	7.44 p	6.63	6.61	7.04	6.85	6.75	6.7	7.24	6.71
Standard Deviation	3.01	3.02	3.1	1.95	2.99	3.14	2.99	3.24	2.81	2.85	3.29	2.88	2.83	3.11	2.73	3.33	3.04	2.84	2.32	3.1	2.9	2.85	3.16
Net: Not an ad (1-3)	73	66	6	1	65	8	65	7	32	6	35	20	7	46	11	9	54	9	3	61	23	13	37
	18%	17%	26%	10%	18%	17%	18%	18%	15%	11%	24% h	15%	14%	20%	11%	24%	19%	13%	10%	19%	15%	15%	21%
Net: Not sure (4-6)	91	82	5	4	82	8	82	6	43	16	32	30	9	51	19	6	66	16	9	65	42	12	37
	22%	21%	22%	41%	23%	17%	23%	13%	20%	30%	22%	22%	20%	22%	19%	13%	24%	22%	32%	21%	28% u	15%	20%
Net: Is an ad (7-10)	250	234	12	5	217	33	215	29	137	33	81	87	31	132	69	23	158	47	17	186	86	57	108
	60%	61%	52%	49%	60%	66%	59%	69%	65%	59%	55%	63%	66%	58%	70% p	63%	57%	65%	58%	60%	57%	69%	59%
Net: Top 2 Box	157	150	7	-	135	22	134	20	84	20	53	57	15	85	46	15	95	29	9	120	53	35	70
	38%	39%	30%	-	37%	44%	37%	48%	40%	37%	35%	42%	31%	37%	46% p	42%	34%	40%	29%	38%	35%	42%	38%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 598
QINF3_12 - Advert or not advert: 12. Em Sheldon - stripey_4 no change

Base: Cell 4

Column groups:
- Claimed interaction with social media influencers: (a) Does interact, (b) Does not interact
- Claimed interaction with those who may advertise on social media (not brands): (c) Does interact, (d) Does not interact, (e) Does interact (exc. brands), (f) Does not interact (exc. brands)
- Recall of seeing abbreviated ad labels: (g) Seen Ad, (h) Seen Sp, (i) Seen Spon, (j) Seen Collab
- Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts: (k) Aware, (l) Not aware
- Awareness of celebrities/relevant people being paid to promote products or services on social media: (m) Aware, (n) Not aware
- Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media: (o) Yes, (p) No
- Websites/apps visited in the last month: (q) Daily Mail, (r) Daily Mirror, (s) The Sun, (t) The Guardian, (u) The Daily Telegraph

	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g) Seen Ad	(h) Seen Sp	(i) Seen Spon	(j) Seen Collab	(k) Aware	(l) Not aware	(m) Aware	(n) Not aware	(o) Yes	(p) No	(q) Daily Mail	(r) Daily Mirror	(s) The Sun	(t) The Guardian	(u) The Daily Telegraph
Unweighted Base	400	55	345	166	234	55	345	271	34	47	102	356	44	364	36	122	199	108	64	79	88	57
Weighted Base	414	56*	358	171	243	56*	358	281	36*	47*	105*	369	45*	377	37*	126	206	110	66*	81*	90*	59*
1 - Definitely NOT an advert	38	6	32	10	27	6	32	15	2	4	6	28	9	28	9	7	18	4	4	7	6	4
	9%	10%	9%	6%	11%	10%	9%	5%	5%	8%	5%	8%	21% k	8%	25% m	5%	9%	3%	6%	8%	6%	7%
2	20	-	20	7	13	-	20	11	1	1	3	12	8	12	8	3	9	6	4	3	1	1
	5%	-	5%	4%	5%	-	5%	4%	3%	2%	3%	3%	17% k	3%	21% m	2%	4%	5%	6%	4%	1%	2%
3	16	1	15	7	9	1	15	10	1	-	1	16	-	16	-	2	10	5	2	4	4	3
	4%	2%	4%	4%	4%	2%	4%	4%	2%	-	1%	4%	-	4%	-	2%	5%	4%	3%	5%	4%	5%
4	26	3	23	10	15	3	23	15	2	1	6	19	7	22	4	6	12	6	2	4	1	3
	6%	5%	6%	6%	6%	5%	6%	5%	5%	2%	6%	5%	15% k	6%	11%	5%	6%	6%	3%	4%	1%	5%
5	35	6	29	10	25	6	29	20	-	3	5	30	5	30	5	7	21	8	7	5	4	1
	8%	11%	8%	6%	10%	11%	8%	7%	-	6%	4%	8%	11%	8%	13%	6% u	10%	7%	11%	6%	4%	2%
6	30	2	28	12	19	2	28	21	3	4	11	26	5	26	5	9	16	5	5	11	5	6
	7%	4%	8%	7%	8%	4%	8%	7%	8%	9%	11%	7%	11%	7%	13%	7%	8%	5%	7%	14% q	6%	10%
7	35	3	32	14	21	3	32	25	3	4	13	35	-	35	-	11	19	14	9	10	10	4
	8%	5%	9%	8%	9%	5%	9%	9%	8%	8%	12%	9% l	-	9%	-	8%	9%	12%	13%	13%	11%	6%
8	59	11	48	28	30	11	48	42	9	9	13	53	6	55	4	18	35	13	6	10	12	11
	14%	19%	13%	17%	12%	19%	13%	15%	24%	19%	12%	14%	13%	15%	11%	14%	17%	12%	9%	12%	13%	19%
9	45	9	35	23	22	9	35	37	6	7	17	45	-	45	-	20	13	12	11	11	13	8
	11%	17%	10%	14%	9%	17%	10%	13%	16%	14%	16%	12% l	-	12% n	-	16% p	6%	11%	17%	13%	14%	14%
10 - Definitely IS an advert	112	15	97	50	62	15	97	86	10	15	32	106	6	110	2	43	53	38	16	17	34	19
	27%	27%	27%	29%	26%	27%	27%	30%	28%	32%	30%	29% l	13%	29% n	6%	34% s	26%	34%	24%	21%	38% s	32%
Mean	6.81	7.26	6.74	7.22 d	6.52	7.26	6.74	7.29	7.62	7.62	7.49	7.07 l	4.64	7.08 n	4	7.64 p	6.68	7.36	7.02	6.74	7.8 s	7.47
Standard Deviation	3.01	2.87	3.02	2.83	3.1	2.87	3.02	2.77	2.59	2.7	2.61	2.89	3.09	2.89	2.8	2.66	2.95	2.77	2.81	2.83	2.68	2.78
Net: Not an ad (1-3)	73	6	67	24	49	6	67	36	4	5	9	56	17	56	17	12	37	14	10	14	10	8
	18%	12%	19%	14%	20%	12%	19%	13%	10%	10%	9%	15%	38% k	15%	46% m	9%	18% o	13%	15%	17%	12%	13%
Net: Not sure (4-6)	91	11	80	32	59	11	80	56	5	8	21	74	16	77	14	23	49	19	14	20	10	9
	22%	20%	22%	19%	24%	20%	22%	20%	13%	16%	21%	20%	36% k	20%	37% m	18%	24%	17%	21%	24% t	11%	16%
Net: Is an ad (7-10)	250	38	212	115	135	38	212	189	27	35	74	239	12	244	6	91	120	77	42	48	69	42
	60%	68%	59%	67% d	56%	68%	59%	67%	76%	74%	71%	65% l	26%	65% n	17%	72% p	58%	70%	64%	59%	77% s	71%
Net: Top 2 Box	157	24	133	73	84	24	133	123	16	22	48	151	6	155	2	63	66	50	27	28	47	27
	38%	44%	37%	43% d	35%	44%	37%	44%	44%	47%	46%	41% l	13%	41% n	6%	50% p	32%	45%	42%	34%	53% s	46%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base

Return to Index

Ipsos

Table 630

Q5 - Types of content regularly read about online

Base: All respondents

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
News	1401	655	672	37	38	691	710	75	1326	122	266	297	347	295	852	549	1174	69	114	44
	61%	65%	65%	29%	32%	61%	61%	30%	65%	49%	55%	66%	72%	74%	62%	59%	61%	60%	62%	64%
								gij	g	g	gij	ghij	ghijk							
Sport	905	610	216	55	24	665	240	79	826	71	187	177	209	182	558	347	750	54	78	23
	39%	60%	21%	43%	20%	58%	21%	32%	40%	29%	39%	40%	44%	46%	41%	37%	39%	47%	42%	33%
		b		d		f		gi		i	gi	gi	ghij							
Fashion	671	147	423	27	75	174	497	102	570	100	165	134	104	66	424	247	579	26	55	12
	29%	15%	41%	21%	63%	15%	43%	41%	28%	40%	34%	30%	22%	17%	31%	26%	30%	23%	30%	18%
			a		c		e	hklm	lm	hklm	hlm	lm			o					
Lifestyle	834	261	492	29	52	290	544	81	753	103	217	189	136	108	536	299	700	37	71	26
	36%	26%	47%	23%	44%	25%	47%	33%	37%	41%	45%	42%	28%	27%	39%	32%	36%	32%	39%	38%
			a		c		e	lm	lm	ghlm	ghlm				o					
Home/DIY/Gardening	625	270	336	9	10	279	346	19	606	35	141	137	153	140	367	258	525	24	58	18
	27%	27%	32%	7%	8%	24%	30%	8%	30%	14%	29%	31%	32%	35%	27%	28%	27%	21%	32%	26%
			a				e	gi	g	gi	gi	gi	ghi							
Comedy	694	324	271	61	38	385	308	99	595	104	181	136	114	60	435	259	588	24	57	24
	30%	32%	26%	48%	32%	34%	27%	40%	29%	42%	37%	30%	24%	15%	32%	28%	30%	21%	31%	35%
		b		d		f		hklm	lm	hklm	hklm	lm		m	o					
Showbiz	541	158	307	34	42	192	349	76	465	55	106	116	121	66	320	221	460	26	41	15
	24%	16%	29%	27%	35%	17%	30%	31%	23%	22%	22%	26%	25%	17%	23%	24%	24%	22%	22%	21%
			a				e	hijm	m			m	m							
TV/Film	1206	500	536	88	82	587	619	170	1036	123	254	230	243	185	734	472	1010	51	103	42
	52%	49%	52%	69%	69%	52%	53%	69%	50%	49%	53%	52%	51%	47%	54%	51%	52%	44%	56%	61%
								hijklm												
Music	1049	450	421	82	96	532	517	178	871	135	215	170	212	140	641	408	881	41	99	28
	46%	44%	41%	65%	81%	47%	45%	72%	42%	54%	45%	38%	44%	35%	47%	44%	46%	36%	54%	40%
					c			hijklm	m	hjklm	km		m						q	
Finance	593	335	243	7	7	343	250	14	578	49	128	131	134	135	418	175	496	22	58	15
	26%	33%	23%	6%	6%	30%	22%	6%	28%	20%	27%	29%	28%	34%	31%	19%	26%	20%	32%	22%
		b				f		gi	g	gi	gi	gi	ghij	o						
Blogs	393	124	187	40	41	165	229	81	312	42	113	77	57	23	259	134	339	13	32	9
	17%	12%	18%	32%	35%	14%	20%	33%	15%	17%	23%	17%	12%	6%	19%	14%	18%	12%	17%	13%
			a				e	hijklm	m	m	hiklm	lm	m		o					
Health and beauty	819	178	550	22	69	200	620	91	728	99	215	169	150	94	512	307	684	40	70	25
	36%	18%	53%	17%	58%	18%	53%	37%	35%	40%	45%	38%	31%	24%	37%	33%	35%	35%	38%	37%
			a		c		e	m	m	lm	ghklm	lm	m		o					
Parenting	284	77	192	6	9	83	201	14	269	12	96	106	43	12	183	101	247	10	19	8
	12%	8%	18%	5%	7%	7%	17%	6%	13%	5%	20%	24%	9%	3%	13%	11%	13%	9%	10%	11%
			a				e	gilm		ghilm	ghilm	im								
Other	227	106	90	22	8	129	98	30	197	16	40	40	54	46	120	107	182	17	18	10
	10%	10%	9%	18%	7%	11%	8%	12%	10%	7%	8%	9%	11%	12%	9%	11%	9%	15%	10%	14%
				d		f		i					i	i		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 631

Q5 - Types of content regularly read about online

Base: All respondents

		Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
	Total	Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
News	1401	1314	73	14	1069	332	1054	313	701	225	475	407	149	845	333	151	918	250	91	1060	508	350	544
	61%	62%	49%	35%	59%	66%	60%	68%	59%	62%	63%	50%	61%	68%	59%	59%	62%	43%	52%	69%	52%	68%	66%
		bc				df		df					k	kl					q	qr		t	t
Sport	905	847	49	10	707	198	698	184	480	153	272	298	93	514	275	109	521	224	71	609	397	193	316
	39%	40%	33%	23%	39%	39%	40%	40%	41%	42%	36%	36%	38%	42%	49%	42%	35%	39%	41%	39%	41%	38%	39%
		c												k	p	p							
Fashion	671	631	33	7	569	102	559	87	380	97	194	362	85	225	211	81	379	273	66	333	372	143	157
	29%	30%	22%	18%	32%	20%	32%	19%	32%	27%	26%	44%	35%	18%	37%	32%	26%	47%	38%	22%	38%	28%	19%
		b			eg		eg		j			lm	m		p			rs	s		uv		v
Lifestyle	834	780	41	13	674	160	662	150	482	129	223	367	101	366	233	97	504	243	69	522	387	217	230
	36%	37%	28%	32%	38%	32%	38%	33%	41%	35%	30%	45%	42%	30%	41%	38%	34%	42%	40%	34%	40%	42%	28%
		b			e		e		j			m	m		p			s			v	v	
Home/DIY/Gardening	625	582	30	13	494	131	488	118	344	96	186	191	68	366	155	56	414	126	39	461	238	154	233
	27%	28%	20%	30%	27%	26%	28%	26%	29%	26%	25%	23%	28%	30%	27%	22%	28%	22%	22%	30%	25%	30%	28%
		b							j				k			o			qr		t		
Comedy	694	654	34	5	569	125	557	105	430	88	176	331	78	284	242	87	365	247	62	385	393	153	148
	30%	31%	23%	13%	32%	25%	32%	23%	36%	24%	23%	40%	32%	23%	43%	34%	25%	42%	36%	25%	41%	30%	18%
		bc			eg		eg		ij			lm	m		op	p		s	s		uv	v	
Showbiz	541	513	21	7	451	90	447	78	338	61	142	246	61	234	163	54	323	184	37	320	255	122	164
	24%	24%	14%	16%	25%	18%	25%	17%	29%	17%	19%	30%	25%	19%	29%	21%	22%	32%	21%	21%	26%	24%	20%
		b			eg		eg		ij			m	m		op			rs			v		
TV/Film	1206	1131	58	17	981	225	967	203	647	189	371	473	132	601	320	136	750	338	89	779	538	292	377
	52%	54%	39%	41%	55%	45%	55%	44%	55%	52%	49%	58%	54%	49%	57%	53%	51%	58%	51%	50%	55%	57%	46%
		b			eg		eg		j			m			p			s			v	v	
Music	1049	991	45	13	860	189	847	171	591	161	297	462	131	456	309	122	618	340	98	611	534	256	259
	46%	47%	30%	30%	48%	38%	48%	37%	50%	44%	40%	56%	54%	37%	55%	47%	42%	59%	56%	40%	55%	50%	32%
		bc			eg		eg		ij			m	m		p			s	s		v	v	
Finance	593	558	29	5	442	150	434	136	310	103	179	188	65	340	186	56	352	132	40	420	238	139	215
	26%	26%	19%	12%	25%	30%	25%	30%	26%	28%	24%	23%	27%	27%	33%	22%	24%	23%	23%	27%	25%	27%	26%
		c				df		df						k	op					q			
Blogs	393	368	22	4	303	91	297	81	221	60	113	223	52	119	155	54	185	156	40	197	247	83	63
	17%	17%	14%	9%	17%	18%	17%	18%	19%	16%	15%	27%	21%	10%	27%	21%	12%	27%	23%	13%	25%	16%	8%
									j			m	m		p	p		s	s		uv	v	
Health and beauty	819	772	40	7	670	149	661	132	456	133	230	393	87	339	221	97	501	255	73	491	395	196	228
	36%	37%	27%	16%	37%	30%	38%	29%	39%	36%	31%	48%	36%	27%	39%	38%	34%	44%	42%	32%	41%	38%	28%
		bc			eg		eg		j			lm	m		p			s	s		v	v	
Parenting	284	261	17	6	238	46	235	35	200	38	46	127	34	123	90	29	165	84	25	175	137	75	72
	12%	12%	11%	14%	13%	9%	13%	8%	17%	10%	6%	15%	14%	10%	16%	11%	11%	14%	15%	11%	14%	15%	9%
					eg		eg		ij	j		m			p						v	v	
Other	227	205	16	6	175	53	175	50	97	32	98	47	19	161	33	16	178	25	13	188	82	53	92
	10%	10%	11%	13%	10%	10%	10%	11%	8%	9%	13%	6%	8%	13%	6%	6%	12%	4%	8%	12%	8%	10%	11%
											hi			kl			no			q			

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 632

Q5 - Types of content regularly read about online

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
News	1401	159	1242	506	895	159	1242	764	92	130	280	1299	103	1313	88	465	740	478	289	311	424	243
	61%	52%	62%	57%	63%	52%	62%	60%	44%	49%	54%	62%	47%	62%	44%	58%	66%	71%	71%	68%	75%	72%
			a		ce		ce	hij			h		l		n		o				s	
Sport	905	113	792	390	515	113	792	496	83	91	183	845	60	847	58	310	462	300	210	241	243	161
	39%	37%	40%	44%	36%	37%	40%	39%	40%	34%	36%	41%	28%	40%	29%	39%	41%	45%	51%	53%	43%	48%
				def								l		n					qt	qt		
Fashion	671	167	505	366	305	167	505	445	90	105	231	630	42	634	37	340	232	252	164	189	212	124
	29%	55%	25%	41%	22%	55%	25%	35%	43%	39%	45%	30%	19%	30%	19%	43%	21%	38%	40%	42%	37%	37%
		b		df		cdf		d	g		g	l		n		p						
Lifestyle	834	175	659	392	442	175	659	542	95	115	261	789	46	791	44	385	337	320	193	225	289	166
	36%	57%	33%	44%	31%	57%	33%	43%	46%	43%	51%	38%	21%	38%	22%	48%	30%	48%	47%	50%	51%	49%
		b		df		cdf					gi	l		n		p						
Home/DIY/Gardening	625	88	537	245	380	88	537	389	66	75	147	577	48	583	42	222	316	222	141	163	199	113
	27%	29%	27%	28%	27%	29%	27%	31%	32%	28%	29%	28%	22%	28%	21%	28%	28%	33%	34%	36%	35%	34%
Comedy	694	148	546	373	320	148	546	454	88	105	224	654	39	659	35	327	281	240	183	210	213	133
	30%	48%	27%	42%	23%	48%	27%	36%	43%	39%	43%	31%	18%	31%	18%	41%	25%	36%	45%	46%	38%	39%
		b		df		df		d			g	l		n		p			qt	qt		
Showbiz	541	113	428	271	270	113	428	360	57	88	177	508	33	512	29	255	208	227	143	174	144	99
	24%	37%	21%	31%	19%	37%	21%	28%	28%	33%	34%	24%	15%	24%	15%	32%	18%	34%	35%	38%	25%	29%
		b		df		cdf					g	l		n		p		t	t	tu		
TV/Film	1206	196	1010	555	651	196	1010	741	103	140	305	1114	92	1129	78	475	555	407	266	312	345	200
	52%	64%	51%	63%	46%	64%	51%	58%	50%	52%	59%	54%	42%	54%	39%	59%	49%	61%	65%	68%	61%	59%
		b		df		df		d	h		h	l		n		p				qtu		
Music	1049	189	860	529	520	189	860	673	106	143	303	977	72	987	62	446	441	330	234	267	294	167
	46%	62%	43%	60%	37%	62%	43%	53%	51%	53%	59%	47%	33%	47%	31%	56%	39%	49%	57%	59%	52%	49%
		b		df		df		d			g	l		n		p			qu	qtu		
Finance	593	86	507	233	360	86	507	337	64	70	138	554	39	564	29	220	303	245	142	165	230	144
	26%	28%	25%	26%	25%	28%	25%	27%	31%	26%	27%	27%	18%	27%	14%	28%	27%	37%	35%	36%	41%	43%
												l		n				r				
Blogs	393	107	286	246	147	107	286	268	56	67	144	372	21	374	20	220	117	154	96	109	160	91
	17%	35%	14%	28%	10%	35%	14%	21%	27%	25%	28%	18%	10%	18%	10%	28%	10%	23%	24%	24%	28%	27%
		b		df		cdf		d			g	l		n		p					q	
Health and beauty	819	176	643	405	414	176	643	531	92	119	255	755	64	767	53	379	323	308	193	211	253	148
	36%	58%	32%	46%	29%	58%	32%	42%	44%	44%	49%	36%	29%	36%	27%	47%	29%	46%	47%	46%	45%	44%
		b		df		cdf					g	l		n		p						
Parenting	284	59	225	133	150	59	225	182	47	46	87	261	23	261	23	129	110	110	94	98	96	72
	12%	19%	11%	15%	11%	19%	11%	14%	23%	17%	17%	13%	11%	12%	12%	16%	10%	16%	23%	22%	17%	21%
		b		df		df			g							p			qt	q		
Other	227	13	214	61	166	13	214	100	6	18	27	188	39	186	41	53	114	42	20	30	40	16
	10%	4%	11%	7%	12%	4%	11%	8%	3%	7%	5%	9%	18%	9%	21%	7%	10%	6%	5%	6%	7%	5%
			a		ce		ce	hj				k		m		o						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Ipsos

Table 633

Q6 - Types of people interacted with on social media

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Demographics																				
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Family	1308	513	619	82	95	595	714	176	1132	121	275	254	266	216	778	530	1084	60	112	52
	70%	64%	75%	65%	80%	64%	76%	72%	70%	61%	71%	70%	71%	71%	70%	71%	70%	64%	73%	80%
			a		c		e	i	i		i		i	i						
Friends	1453	577	667	104	105	680	772	209	1244	147	303	275	290	229	879	574	1193	82	122	55
	78%	72%	81%	82%	88%	74%	82%	85%	77%	74%	78%	76%	78%	75%	79%	76%	77%	87%	79%	85%
			a				e	hijklm												
Colleagues	614	288	292	15	19	303	311	34	581	67	154	136	140	84	391	224	514	28	51	22
	33%	36%	35%	12%	16%	33%	33%	14%	36%	34%	40%	38%	37%	27%	35%	30%	33%	30%	33%	34%
									gm	g	gm	gm	gm	g	o					
Other people you know	450	176	217	29	27	206	244	56	394	47	97	88	90	72	270	179	365	19	53	13
	24%	22%	26%	23%	22%	22%	26%	23%	24%	24%	25%	24%	24%	24%	24%	24%	23%	20%	34%	20%
																			pq	
Social media influencers	305	86	148	36	35	123	183	71	235	71	76	52	27	9	197	108	259	15	20	11
	16%	11%	18%	29%	29%	13%	19%	29%	14%	36%	20%	15%	7%	3%	18%	14%	17%	15%	13%	17%
			a				e	hjklm	lm	hjklm	hlm	lm	m							
Vloggers/Bloggers	329	102	138	46	43	148	181	90	239	64	86	49	31	10	224	105	281	10	27	11
	18%	13%	17%	37%	36%	16%	19%	36%	15%	32%	22%	14%	8%	3%	20%	14%	18%	11%	17%	17%
			a				e	hjklm	lm	hjklm	hklm	lm	m		o					
Brands	391	148	187	26	30	174	217	56	335	55	110	77	64	28	263	128	327	21	31	11
	21%	19%	23%	21%	25%	19%	23%	23%	21%	28%	29%	21%	17%	9%	24%	17%	21%	22%	20%	18%
			a				e	m	m	hlm	hklm	m	m		o					
Sportsmen/ Sportswomen/Teams	287	169	75	28	14	198	90	43	244	36	76	48	56	28	168	119	234	16	29	8
	15%	21%	9%	22%	12%	21%	9%	17%	15%	18%	20%	13%	15%	9%	15%	16%	15%	17%	19%	12%
		b		d		f		m	m	m	hkm		m							
Singers/Bands/ Musicians	421	141	179	53	49	194	227	101	319	70	94	51	70	34	265	156	358	17	39	7
	23%	18%	22%	42%	41%	21%	24%	41%	20%	35%	24%	14%	19%	11%	24%	21%	23%	18%	25%	11%
								hjklm	km	hjklm	hkm		m							
Journalists	154	90	58	1	5	91	63	6	147	15	38	31	37	26	103	51	129	3	18	4
	8%	11%	7%	1%	4%	10%	7%	3%	9%	8%	10%	9%	10%	9%	9%	7%	8%	3%	12%	6%
		b				f			g	g	g	g	g	g						
Other Celebrities/ well known people	264	74	143	19	28	93	171	47	217	38	60	45	51	23	161	103	228	9	21	6
	14%	9%	17%	15%	24%	10%	18%	19%	13%	19%	15%	12%	14%	8%	14%	14%	15%	10%	14%	9%
			a				e	hkm	m	hkm	m	m	m							
Other (please specify)	128	73	49	5	1	78	50	6	122	6	11	25	34	46	71	57	100	8	15	6
	7%	9%	6%	4%	1%	8%	5%	2%	8%	3%	3%	7%	9%	15%	6%	8%	6%	8%	10%	9%
		b				f			gij			gj	gij	ghijkl						
NET: Those who may advertise on social media (exc. brands):	886	357	371	82	76	439	447	158	728	140	210	156	143	78	551	335	751	38	71	26
	47%	45%	45%	65%	64%	48%	47%	64%	45%	71%	54%	43%	38%	26%	49%	45%	48%	40%	46%	40%
								hjklm	lm	hjklm	hklm	m	m		o					
NET: Not those who may advertise on social media (exc. brands)	983	440	455	45	43	485	498	87	895	58	177	204	230	227	566	416	804	56	83	39
	53%	55%	55%	35%	36%	52%	53%	36%	55%	29%	46%	57%	62%	74%	51%	55%	52%	60%	54%	60%
								gij	lm	gij	gi	gij	ghij	ghijkl		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 634

Q6 - Types of people interacted with on social media

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Family	1308	1223	64	22	1147	162	1132	138	776	217	316	492	144	672	313	146	849	363	102	843	553	301	455
	70%	71%	53%	60%	71%	62%	72%	61%	78%	75%	54%	71%	74%	68%	68%	71%	71%	72%	69%	69%	69%	71%	70%
		b			eg		eg		j	j													
Friends	1453	1364	67	22	1272	180	1256	160	846	236	370	570	154	728	347	158	947	408	109	936	627	342	484
	78%	80%	55%	59%	79%	69%	80%	71%	85%	81%	63%	83%	80%	74%	76%	77%	79%	81%	73%	77%	78%	81%	75%
		bc			eg		eg		j	j		m					rs				v		
Colleagues	614	575	30	10	520	94	510	83	407	87	121	238	73	303	173	71	370	168	59	387	265	144	205
	33%	34%	25%	26%	32%	36%	32%	37%	41%	30%	21%	35%	38%	31%	38%	35%	31%	34%	39%	32%	33%	34%	32%
		b							ij	j					p								
Other people you know	450	427	18	4	395	54	393	43	286	78	86	186	56	208	135	39	275	137	37	275	194	112	144
	24%	25%	15%	10%	25%	21%	25%	19%	29%	27%	15%	27%	29%	21%	29%	19%	23%	27%	25%	23%	24%	26%	22%
		bc							j	j		m	m		op			s					
Social media influencers	305	283	19	3	267	38	259	29	185	44	77	213	40	52	126	47	132	176	33	96	210	61	35
	16%	17%	16%	9%	17%	15%	16%	13%	19%	15%	13%	31%	20%	5%	27%	23%	11%	35%	22%	8%	26%	14%	5%
									j			lm	m		p	p		rs	s		uv	v	
Vloggers/Bloggers	329	306	18	6	285	44	279	38	180	53	96	207	41	81	120	37	172	165	36	128	227	69	33
	18%	18%	14%	16%	18%	17%	18%	17%	18%	18%	16%	30%	21%	8%	26%	18%	14%	33%	24%	11%	28%	16%	5%
												lm	m		op			s	s		uv	v	
Brands	391	365	24	2	344	47	335	39	251	45	95	216	49	127	134	56	202	154	40	197	218	90	83
	21%	21%	20%	5%	21%	18%	21%	17%	25%	16%	16%	31%	25%	13%	29%	27%	17%	31%	27%	16%	27%	21%	13%
		c	c						ij			m	m		p	p		s	s		uv	v	
Sportsmen/ Sportswomen/Teams	287	268	16	4	244	44	239	37	179	39	70	149	33	105	120	43	125	111	28	149	136	76	75
	15%	16%	13%	10%	15%	17%	15%	16%	18%	13%	12%	22%	17%	11%	26%	21%	10%	22%	19%	12%	17%	18%	12%
									j			m	m		p	p		s	s		v	v	
Singers/Bands/ Musicians	421	400	14	7	381	39	375	31	253	54	114	230	56	135	159	51	211	184	32	205	226	100	95
	23%	23%	11%	19%	24%	15%	24%	14%	25%	19%	19%	33%	29%	14%	35%	25%	18%	37%	21%	17%	28%	24%	15%
		b			eg		eg		ij			m	m		op	p		rs			v	v	
Journalists	154	143	10	1	130	24	127	20	83	18	53	64	22	68	87	19	48	42	14	98	70	40	44
	8%	8%	8%	3%	8%	9%	8%	9%	8%	6%	9%	9%	11%	7%	19%	9%	4%	8%	10%	8%	9%	9%	7%
													m		op	p							
Other Celebrities/ well known people	264	249	9	6	241	23	239	20	151	35	78	151	29	84	91	28	145	104	15	145	130	62	72
	14%	15%	8%	15%	15%	9%	15%	9%	15%	12%	13%	22%	15%	9%	20%	14%	12%	21%	10%	12%	16%	15%	11%
		b			eg		eg					lm	m		p			rs			v		
Other (please specify)	128	112	10	6	111	17	111	15	27	15	86	7	3	117	18	3	108	2	3	123	24	30	73
	7%	7%	8%	16%	7%	6%	7%	7%	3%	5%	15%	1%	2%	12%	4%	1%	9%	*	2%	10%	3%	7%	11%
				a							hi			kl			no			qr		t	tu
NET: Those who may advertise on social media (exc. brands):	886	813	56	17	769	117	751	100	517	117	252	455	107	324	318	119	449	345	83	458	486	194	206
	47%	47%	47%	47%	48%	45%	48%	44%	52%	40%	43%	66%	55%	33%	69%	58%	37%	69%	55%	38%	61%	46%	32%
									ij			lm	m		op	p		rs	s		uv	v	
NET: Not those who may advertise on social media (exc. brands)	983	899	65	19	839	144	823	126	477	173	333	234	87	661	141	86	755	157	67	759	312	227	443
	53%	53%	53%	53%	52%	55%	52%	56%	48%	60%	57%	34%	45%	67%	31%	42%	63%	31%	45%	62%	39%	54%	68%
									h	h		k	kl		n	no		q	qr		t	tu	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 635
Q6 - Types of people interacted with on social media

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers — Does interact with social media influencers (a)	Claimed interaction with social media influencers — Does not interact with social media influencers (b)	Claimed interaction with those who may advertise on social media (not brands) — Does interact with social media influencers (c)	Claimed interaction with those who may advertise on social media (not brands) — Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Recall of seeing abbreviated ad labels — Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts — Aware (k)	Not aware (l)	Awareness of celebrities/relevant people being paid to promote products or services on social media — Aware (m)	Not aware (n)	Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media — Yes (o)	No (p)	Websites/apps visited in the last month — Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Family	1308	220	1088	625	683	220	1088	943	139	191	376	1193	115	1206	102	496	613	401	244	289	307	174
	70%	72%	70%	71%	70%	72%	70%	74%	67%	71%	73%	71%	63%	71%	60%	75%	67%	77%	76%	78%	75%	70%
								h				l		n		p				u		
Friends	1453	246	1206	688	764	246	1206	1050	143	201	429	1333	120	1346	107	552	676	428	256	308	336	192
	78%	81%	77%	78%	78%	81%	77%	83%	69%	75%	83%	79%	65%	79%	63%	84%	74%	82%	80%	83%	82%	77%
								hi			hi	l		n		p						
Colleagues	614	115	500	321	293	115	500	474	78	92	197	582	33	594	20	255	274	211	135	154	196	110
	33%	38%	32%	36%	30%	38%	32%	37%	38%	34%	38%	35%	18%	35%	12%	39%	30%	40%	42%	41%	48%	44%
				df		d						l		n		p					q	
Other people you know	450	95	355	253	197	95	355	341	46	75	161	414	35	423	26	196	182	145	100	106	131	78
	24%	31%	23%	29%	20%	31%	23%	27%	22%	28%	31%	25%	19%	25%	15%	30%	20%	28%	31%	28%	32%	31%
		b		df		df					h			n		p						
Social media influencers	305	305	-	305	-	305	-	244	72	87	178	296	10	299	6	208	66	122	77	96	102	67
	16%	100%	-	34%	-	100%	-	19%	35%	33%	35%	18%	5%	18%	3%	32%	7%	23%	24%	26%	25%	27%
		b		df		cdf			g	g	g	l		n		p						
Vloggers/Bloggers	329	157	172	329	-	157	172	271	63	81	170	317	12	318	11	216	71	117	76	102	113	67
	18%	52%	11%	37%	-	52%	11%	21%	30%	30%	33%	19%	6%	19%	6%	33%	8%	22%	24%	27%	28%	27%
		b		df		cdf	d		g	g	g	l		n		p						
Brands	391	145	246	323	68	145	246	323	58	90	168	377	14	376	15	214	120	147	92	128	129	76
	21%	48%	16%	36%	7%	48%	16%	25%	28%	33%	33%	22%	8%	22%	9%	33%	13%	28%	29%	34%	31%	30%
		b		df		cdf	d			g	g	l		n		p				q		
Sportsmen/Sportswomen/Teams	287	71	216	287	-	71	216	221	47	46	94	273	14	275	13	153	97	100	70	91	69	52
	15%	23%	14%	32%	-	23%	14%	17%	23%	17%	18%	16%	8%	16%	7%	23%	11%	19%	22%	24%	17%	21%
		b		def		df	d					n		n		p				t		
Singers/Bands/Musicians	421	148	273	421	-	148	273	345	58	86	170	404	17	409	11	238	115	144	104	113	124	69
	23%	48%	17%	47%	-	48%	17%	27%	28%	32%	33%	24%	9%	24%	7%	36%	13%	28%	32%	30%	30%	27%
		b		df		df	d				g	l		n		p						
Journalists	154	48	106	154	-	48	106	127	24	33	54	147	7	150	4	80	53	73	51	44	84	55
	8%	16%	7%	17%	-	16%	7%	10%	12%	12%	11%	9%	4%	9%	2%	12%	6%	14%	16%	12%	20%	22%
		b		df		df	d					l		n		p					qs	qs
Other Celebrities/ well known people	264	95	169	264	-	95	169	216	32	50	113	252	13	251	13	166	55	111	71	69	81	45
	14%	31%	11%	30%	-	31%	11%	17%	16%	19%	22%	15%	7%	15%	8%	25%	6%	21%	22%	18%	20%	18%
		b		df		df	d				g	l		n		p						
Other (please specify)	128	2	126	20	108	2	126	54	4	10	10	102	26	103	25	18	92	19	11	11	20	21
	7%	1%	8%	2%	11%	1%	8%	4%	2%	4%	2%	6%	14%	6%	15%	3%	10%	4%	3%	3%	5%	8%
			a		cef		ce	j					k		m		o					qrs
NET: Those who may advertise on social media (exc. brands):	886	305	581	886	-	305	581	692	141	167	344	840	46	846	40	463	284	304	195	218	251	148
	47%	100%	37%	100%	-	100%	37%	55%	68%	62%	67%	50%	25%	50%	24%	70%	31%	58%	61%	59%	61%	59%
			b		df		df	d	g	g	g	l		n		p						
NET: Not those who may advertise on social media (exc. brands)	983	-	983	-	983	-	983	576	66	102	171	845	137	853	129	195	625	221	125	154	158	102
	53%	-	63%	-	100%	-	63%	45%	32%	38%	33%	50%	75%	50%	76%	30%	69%	42%	39%	41%	39%	41%
			a		cef		ce	hij					k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 636

Q7 - Recall of ad labels of social media - Summary

Base: Cells 1-4 only: Ever uses social media

	Base	Yes	No	Don't know
Ad	**1869**	1268	441	159
		68%	24%	9%
Advert	**1869**	1214	491	164
		65%	26%	9%
Advertisement	**1869**	1189	506	173
		64%	27%	9%
Sp	**1869**	207	1342	319
		11%	72%	17%
Spon	**1869**	268	1324	277
		14%	71%	15%
Sponsored	**1869**	1260	457	152
		67%	24%	8%
Sponsorship	**1869**	1000	643	226
		54%	34%	12%
Collab	**1869**	515	1090	263
		28%	58%	14%
Collaboration	**1869**	737	897	235
		39%	48%	13%
Paid Partnership	**1869**	660	955	254
		35%	51%	14%
Brand Ambassador	**1869**	810	845	213
		43%	45%	11%
Gifted	**1869**	722	916	231
		39%	49%	12%
Paid Ad	**1869**	906	749	214
		48%	40%	11%
Affiliate	**1869**	691	901	276
		37%	48%	15%

Table 637

Q7_1 - Recall of ad labels of social media: Ad

Base: Cells 1-4 only: Ever uses social media

							Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	1268	520	566	90	92	610	659	182	1086	164	285	236	225	176	797	471	1068	60	101	39
	68%	65%	69%	71%	78%	66%	70%	74%	67%	82%	74%	66%	60%	58%	71%	63%	69%	64%	66%	59%
								hklm	lm	ghjklm	hklm	m			o					
No	441	210	190	24	17	234	207	41	400	23	80	88	114	96	246	195	347	27	45	23
	24%	26%	23%	19%	14%	25%	22%	17%	25%	11%	21%	25%	30%	31%	22%	26%	22%	29%	29%	35%
									gi		i		gi	ghij		o				
													ghij	ghij						
Don't know	159	67	69	13	10	80	79	22	137	12	21	35	34	34	74	85	141	7	8	4
	9%	8%	8%	10%	8%	9%	8%	9%	8%	6%	5%	10%	9%	11%	7%	11%	9%	7%	5%	6%
											j		j		n					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 638

Q7_1 - Recall of ad labels of social media: Ad

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	1268	1188	64	16	1110	158	1088	137	715	200	353	546	135	588	359	140	770	382	114	772	594	301	373
	68%	69%	53%	44%	69%	61%	69%	61%	72%	69%	60%	79%	70%	60%	78%	68%	64%	76%	76%	63%	74%	71%	58%
		bc			eg		eg		j	j		lm	m		op			s	s		v	v	
No	441	382	44	15	363	78	355	67	208	65	168	99	39	303	74	44	323	81	27	332	144	89	208
	24%	22%	36%	41%	23%	30%	23%	30%	21%	22%	29%	14%	20%	31%	16%	22%	27%	16%	18%	27%	18%	21%	32%
			a	a		df		df			hi			kl			n			qr			tu
Don't know	159	141	13	5	134	25	131	21	71	25	63	45	20	94	27	21	112	38	8	113	61	31	68
	9%	8%	11%	15%	8%	10%	8%	9%	7%	9%	11%	7%	11%	10%	6%	10%	9%	8%	5%	9%	8%	7%	10%
											h			k		n	n						

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 639

Q7_1 - Recall of ad labels of social media: Ad

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	1268	244	1024	692	576	244	1024	1268	169	224	462	1197	71	1201	67	543	539	392	238	277	332	188
	68%	80%	65%	78%	59%	80%	65%	100%	82%	84%	90%	71%	39%	71%	39%	83%	59%	75%	74%	75%	81%	75%
		b		df		df	d	hij			hi	l		n		p					qrs	
No	441	45	396	133	308	45	396	-	29	35	42	367	74	374	68	84	288	97	64	68	55	44
	24%	15%	25%	15%	31%	15%	25%	-	14%	13%	8%	22%	40%	22%	40%	13%	32%	18%	20%	18%	13%	18%
			a		cef		ce		gj	gj	g		k		m		o	t	t			
Don't know	159	16	144	60	99	16	144	-	9	10	12	122	38	124	35	31	82	36	19	26	22	18
	9%	5%	9%	7%	10%	5%	9%	-	5%	4%	2%	7%	20%	7%	21%	5%	9%	7%	6%	7%	5%	7%
			a		ce		ce		g	g	g		k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 640

Q7_2 - Recall of ad labels of social media: Advert

Base: Cells 1-4 only: Ever uses social media

																				Demographics
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	1214	498	551	82	83	580	634	165	1049	142	276	228	234	169	742	472	1015	52	108	39
	65%	62%	67%	65%	70%	63%	67%	67%	65%	71%	71%	63%	63%	55%	66%	63%	65%	55%	71%	59%
								m	m	lm	hklm	m							q	
No	491	233	202	32	23	265	226	56	435	46	82	100	114	93	291	200	398	36	36	21
	26%	29%	24%	26%	20%	29%	24%	23%	27%	23%	21%	28%	31%	30%	26%	27%	26%	38%	24%	32%
		b				f			j			j	gj	gj				pr		
Don't know	164	66	73	12	12	79	85	24	139	11	28	31	25	43	84	80	143	7	9	6
	9%	8%	9%	10%	10%	9%	9%	10%	9%	6%	7%	9%	7%	14%	8%	11%	9%	7%	6%	9%
														hijkl		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 641

Q7_2 - Recall of ad labels of social media: Advert

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Internet Use Medium user (Around once a day to 4 or 5 times a week) (b)	Internet Use Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Device Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Device Smartphone/Tablet (f)	Device PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Facebook Medium user (Around once a day to 4 or 5 times a week) (i)	Facebook Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Instagram Medium user (Around once a day to 4 or 5 times a week) (l)	Instagram Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Twitter Medium user (Around once a day to 4 or 5 times a week) (o)	Twitter Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Snapchat Medium user (Around once a day to 4 or 5 times a week) (r)	Snapchat Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	YouTube Medium user (Around once a day to 4 or 5 times a week) (u)	YouTube Light user (2 or 3 times a week or less often) (v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	1214	1128	72	15	1054	160	1036	139	670	201	342	510	134	570	323	140	750	360	112	742	571	287	356
	65%	66%	59%	41%	66%	61%	66%	62%	67%	69%	59%	74%	69%	58%	70%	69%	62%	72%	75%	61%	71%	68%	55%
		c							j	j		m	m		p			s	s		v	v	
No	491	440	37	13	412	79	400	69	259	56	175	132	39	321	103	48	340	101	31	359	166	105	219
	26%	26%	31%	36%	26%	30%	25%	30%	26%	19%	30%	19%	20%	33%	23%	23%	28%	20%	21%	29%	21%	25%	34%
									i		i			kl			n			qr			tu
Don't know	164	143	12	8	142	21	138	18	64	33	67	48	22	94	33	17	114	41	6	116	61	29	73
	9%	8%	10%	23%	9%	8%	9%	8%	6%	11%	11%	7%	11%	10%	7%	8%	9%	8%	4%	10%	8%	7%	11%
				ab					h	h										r			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 642

Q7_2 - Recall of ad labels of social media: Advert

Base: Cells 1-4 only: Ever uses social media

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	1214	229	985	649	565	229	985	1068	150	214	429	1141	73	1153	61	501	534	357	216	259	293	163
	65%	75%	63%	73%	57%	75%	63%	84%	73%	80%	83%	68%	40%	68%	36%	76%	59%	68%	67%	70%	72%	65%
		b		df		df	d	h			h	l		n		p						
No	491	57	434	173	318	57	434	154	47	38	69	413	78	416	75	118	289	125	81	86	87	65
	26%	19%	28%	20%	32%	19%	28%	12%	23%	14%	13%	25%	42%	24%	44%	18%	32%	24%	25%	23%	21%	26%
			a		cef		ce		gij				k		m		o					
Don't know	164	19	144	64	100	19	144	46	10	16	18	131	33	131	33	38	85	42	24	27	28	22
	9%	6%	9%	7%	10%	6%	9%	4%	5%	6%	3%	8%	18%	8%	20%	6%	9%	8%	7%	7%	7%	9%
					ce								k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 643

Q7_3 - Recall of ad labels of social media: Advertisement

Base: Cells 1-4 only: Ever uses social media

											Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	1189	497	527	86	79	583	606	165	1024	131	258	223	236	176	732	458	990	58	108	33
	64%	62%	64%	68%	67%	63%	64%	67%	63%	66%	67%	62%	63%	58%	65%	61%	64%	61%	70%	51%
								m			m			o					s	
No	506	227	223	30	26	258	249	56	450	51	99	104	108	88	299	207	411	30	36	28
	27%	29%	27%	24%	21%	28%	26%	23%	28%	26%	26%	29%	29%	29%	27%	28%	26%	32%	24%	43%
																				pr
Don't know	173	72	76	10	14	83	90	25	149	16	30	33	29	40	87	87	154	7	9	4
	9%	9%	9%	8%	12%	9%	10%	10%	9%	8%	8%	9%	8%	13%	8%	12%	10%	7%	6%	6%
														hjl		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 644

Q7_3 - Recall of ad labels of social media: Advertisement

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	1189	1111	65	13	1028	161	1008	139	664	196	329	492	138	559	340	133	716	361	104	724	560	281	348
	64%	65%	54%	36%	64%	62%	64%	62%	67%	67%	56%	71%	71%	57%	74%	65%	59%	72%	70%	59%	70%	67%	54%
		bc							j	j		m	m		op			s	s		v	v	
No	506	444	44	18	430	76	424	66	255	60	191	146	39	321	89	55	362	109	35	362	175	108	223
	27%	26%	37%	48%	27%	29%	27%	29%	26%	21%	33%	21%	20%	33%	19%	27%	30%	22%	23%	30%	22%	26%	34%
			a	a							hi			kl		n				q			tu
Don't know	173	157	11	6	149	24	141	20	75	35	64	51	18	104	30	17	126	31	10	132	64	31	78
	9%	9%	9%	15%	9%	9%	9%	9%	8%	12%	11%	7%	9%	11%	7%	8%	10%	6%	7%	11%	8%	7%	12%
										h	h			k						q			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 645

Q7_3 - Recall of ad labels of social media: Advertisement

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	1189	221	968	628	561	221	968	1017	160	207	419	1118	71	1120	69	474	535	364	228	265	306	184
	64%	72%	62%	71%	57%	72%	62%	80%	77%	77%	81%	66%	39%	66%	41%	72%	59%	69%	71%	71%	75%	74%
			b	df		df	d					l		n		p						
No	506	59	447	188	318	59	447	188	37	49	74	421	86	433	73	142	282	125	69	85	79	48
	27%	19%	29%	21%	32%	19%	29%	15%	18%	18%	14%	25%	47%	25%	43%	22%	31%	24%	22%	23%	19%	19%
			a		ce		ce						k		m		o					
Don't know	173	25	148	70	103	25	148	63	10	13	22	147	26	146	27	41	92	36	23	22	24	18
	9%	8%	9%	8%	11%	8%	9%	5%	5%	5%	4%	9%	14%	9%	16%	6%	10%	7%	7%	6%	6%	7%
													k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 646

Q7_4 - Recall of ad labels of social media: Sp

Base: Cells 1-4 only: Ever uses social media

			Demographics																
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	207	94	88	14	11	108	99	25	182	34	74	42	26	7	130	76	179	7	19	2
	11%	12%	11%	11%	9%	12%	10%	10% m	11% lm	17% ghlm	19% ghklm	12% lm	7% m	2%	12%	10%	12%	8%	12%	3%
No	1342	574	621	77	70	651	691	147	1195	129	254	270	291	252	809	534	1106	76	106	54
	72%	72%	75%	61%	59%	71%	73%	60% gij	74%	65%	66% gij	75% gij	78% ghijk	83%	72%	71%	71%	80%	69%	83%
Don't know	319	128	117	36	38	164	155	74	246	36	58	48	56	47	178	141	270	11	29	9
	17%	16%	14%	28%	32%	18%	16%	30% hijklm	15%	18%	15%	13%	15%	15%	16%	19%	17%	12%	19%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Ipsos

Table 647

Q7_4 - Recall of ad labels of social media: Sp

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	207	187	17	3	161	46	149	39	136	28	43	122	36	49	95	40	72	110	26	71	140	37	30
	11%	11%	14%	7%	10%	18%	9%	17%	14%	9%	7%	18%	19%	5%	21%	20%	6%	22%	17%	6%	18%	9%	5%
						df		df	j			m	m		p	p		s	s		uv	v	
No	1342	1232	81	29	1163	180	1146	157	701	207	434	435	114	794	297	132	914	287	96	960	498	317	527
	72%	72%	67%	81%	72%	69%	73%	69%	71%	71%	74%	63%	59%	81%	65%	64%	76%	57%	64%	79%	62%	75%	81%
														kl			no			qr	t		tu
Don't know	319	292	23	4	284	35	279	30	156	56	107	133	44	142	68	33	218	105	28	186	160	67	92
	17%	17%	19%	12%	18%	13%	18%	13%	16%	19%	18%	19%	23%	14%	15%	16%	18%	21%	19%	15%	20%	16%	14%
												m	m					s			v		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

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Table 648

Q7_4 - Recall of ad labels of social media: Sp

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	207	72	135	141	66	72	135	169	207	107	131	196	11	194	13	118	65	90	50	63	55	43
	11%	24%	9%	16%	7%	24%	9%	13%	100%	40%	25%	12%	6%	11%	8%	18%	7%	17%	16%	17%	13%	17%
		b		df		cdf			gij	gj	g	l				p						
No	1342	164	1179	565	777	164	1179	885	-	118	298	1209	134	1220	122	425	718	360	222	255	284	169
	72%	54%	75%	64%	79%	54%	75%	70%	-	44%	58%	72%	73%	72%	72%	65%	79%	69%	69%	68%	70%	68%
			a	e	cef		ce	hij		h	hi						o					
Don't know	319	69	250	179	140	69	250	215	-	43	86	281	39	284	35	115	126	75	49	55	69	38
	17%	23%	16%	20%	14%	23%	16%	17%	-	16%	17%	17%	21%	17%	21%	18%	14%	14%	15%	15%	17%	15%
		b		df		df		h		h	h					p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 649

Q7_5 - Recall of ad labels of social media: Spon

Base: Cells 1-4 only: Ever uses social media

							Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	**1875**	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	**1869**	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	**268**	98	128	23	19	121	148	43	226	53	74	43	38	18	173	96	227	10	28	4
	14%	12%	16%	18%	16%	13%	16%	17% klm	14% m	27% ghjklm	19% hklm	12% m	10% m	6%	15%	13%	15%	11%	18%	6%
No	**1324**	588	589	71	75	659	665	147	1177	124	261	272	274	246	800	524	1096	72	102	54
	71%	74%	71%	56%	63%	71%	70%	60%	73% gi	62%	67% g	76% gij	73% gi	81% ghijl	72%	70%	70%	76%	66%	83%
Don't know	**277**	112	108	32	24	144	133	56	220	21	52	45	61	41	145	132	233	12	24	7
	15%	14%	13%	25%	20%	16%	14%	23% hijklm	14%	11%	13%	13%	16%	13%	13%	18% n	15%	13%	16%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 650

Q7_5 - Recall of ad labels of social media: Spon

Base: Cells 1-4 only: Ever uses social media

		Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
	Total	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	268	243	23	2	220	49	210	39	158	40	71	156	32	81	110	35	123	119	33	116	166	56	47
	14%	14%	19%	7%	14%	19%	13%	17%	16%	14%	12%	23%	16%	8%	24%	17%	10%	24%	22%	10%	21%	13%	7%
						df			j			m	m		p	p		s	s		uv	v	
No	1324	1219	79	27	1142	181	1125	161	703	204	418	421	125	777	282	144	898	289	92	943	490	308	526
	71%	71%	65%	73%	71%	69%	71%	72%	71%	70%	71%	61%	65%	79%	61%	70%	75%	57%	62%	77%	61%	73%	81%
														kl			n			qr		t	tu
Don't know	277	250	19	8	245	31	239	25	133	47	96	113	37	127	68	26	183	94	24	159	143	57	76
	15%	15%	16%	21%	15%	12%	15%	11%	13%	16%	16%	16%	19%	13%	15%	13%	15%	19%	16%	13%	18%	14%	12%
												m	m					s			v		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 651

Q7_5 - Recall of ad labels of social media: Spon

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	268	87	181	167	102	87	181	224	107	268	177	256	12	258	11	150	94	91	57	70	72	47
	14%	29%	12%	19%	10%	29%	12%	18%	52%	100%	34%	15%	7%	15%	6%	23%	10%	17%	18%	19%	17%	19%
		b		df		cdf			gj	ghj	g	l		n		p						
No	1324	169	1154	575	748	169	1154	872	80	-	275	1186	138	1198	126	410	709	360	221	254	284	167
	71%	55%	74%	65%	76%	55%	74%	69%	39%	-	53%	70%	75%	71%	74%	62%	78%	69%	69%	68%	70%	67%
			a	e	ce		ce	hij	i		hi						o					
Don't know	277	49	228	144	133	49	228	172	19	-	63	243	33	243	33	97	106	73	44	48	53	36
	15%	16%	15%	16%	14%	16%	15%	14%	9%	-	12%	14%	18%	14%	20%	15%	12%	14%	14%	13%	13%	14%
								i	i		i											

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 652

Q7_6 - Recall of ad labels of social media: Sponsored

Base: Cells 1-4 only: Ever uses social media

														Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	1260	515	562	91	91	606	654	182	1078	162	268	231	231	186	766	494	1052	68	101	39
	67%	65%	68%	72%	77%	66%	69%	74%	66%	82%	69%	64%	62%	61%	69%	66%	68%	72%	66%	59%
								hklm		hjklm	lm									
No	457	218	198	24	18	241	216	41	416	31	89	96	110	89	280	177	369	24	43	21
	24%	27%	24%	19%	15%	26%	23%	17%	26%	15%	23%	27%	30%	29%	25%	24%	24%	25%	28%	32%
									gi		i	gi	gi	gi						
Don't know	152	64	66	12	10	76	76	22	130	6	29	33	32	30	72	81	134	3	10	5
	8%	8%	8%	10%	8%	8%	8%	9%	8%	3%	8%	9%	9%	10%	6%	11%	9%	3%	6%	8%
								i	i		i	i	i	i		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 653

Q7_6 - Recall of ad labels of social media: Sponsored

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	1260	1182	66	11	1095	165	1076	141	724	186	350	535	139	586	347	151	761	380	116	764	591	295	373
	67%	69%	55%	31%	68%	63%	68%	63%	73%	64%	60%	78%	72%	59%	76%	73%	63%	76%	78%	63%	74%	70%	58%
		bc	c						ij			m	m		p	p		s	s		v	v	
No	457	397	39	20	376	80	366	70	212	78	167	111	36	310	84	40	333	86	26	344	141	100	217
	24%	23%	33%	55%	23%	31%	23%	31%	21%	27%	29%	16%	19%	32%	18%	20%	28%	17%	18%	28%	18%	24%	33%
			a	ab		df		df			h			kl			no			qr		t	tu
Don't know	152	132	15	5	136	16	132	15	58	27	67	44	19	89	28	14	109	35	7	110	67	26	59
	8%	8%	12%	15%	8%	6%	8%	6%	6%	9%	12%	6%	10%	9%	6%	7%	9%	7%	5%	9%	8%	6%	9%
										h	h												

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 654

Q7_6 - Recall of ad labels of social media: Sponsored

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	**1875**	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	**1869**	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	**1260**	244	1016	672	588	244	1016	1052	157	227	456	1180	79	1195	65	530	549	383	248	274	324	191
	67%	80%	65%	76%	60%	80%	65%	83%	76%	85%	88%	70%	43%	70%	38%	81%	60%	73%	77%	74%	79%	76%
		b		df		df	d	h		h	gh	l		n		p					q	
No	**457**	46	411	154	303	46	411	156	37	33	48	383	74	384	73	93	287	106	51	81	64	47
	24%	15%	26%	17%	31%	15%	26%	12%	18%	12%	9%	23%	40%	23%	43%	14%	32%	20%	16%	22%	16%	19%
			a		cef		ce		gj				k		m		o			rt		
Don't know	**152**	15	137	60	92	15	137	60	13	9	12	122	30	120	32	35	73	35	23	17	21	12
	8%	5%	9%	7%	9%	5%	9%	5%	6%	3%	2%	7%	17%	7%	19%	5%	8%	7%	7%	5%	5%	5%
			a		ce		e	j	j				k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 655

Q7_7 - Recall of ad labels of social media: Sponsorship

Base: Cells 1-4 only: Ever uses social media

															Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35	
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*	
Yes	1000	415	439	74	71	489	510	145	855	132	216	177	177	152	612	388	825	50	94	31	
	54%	52%	53%	58%	60%	53%	54%	59% hklm	53%	66% hjklm	56% l	49%	47%	50%	55%	52%	53%	53%	61%	48%	
No	643	292	282	36	33	328	315	69	574	54	132	138	142	108	389	254	529	36	48	30	
	34%	37%	34%	29%	28%	35%	33%	28% gi	35%	27%	34%	38% gi	38% gi	35%	35%	34%	34%	38%	32%	46%	
Don't know	226	90	105	16	15	107	119	31	195	13	38	44	55	45	117	109	202	9	12	4	
	12%	11%	13%	13%	12%	12%	13%	13% i	12% i	6%	10%	12% i	15% i	15% i	10%	15% n	13%	10%	7%	6%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Ipsos

Table 656

Q7_7 - Recall of ad labels of social media: Sponsorship

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	1000	932	58	10	872	128	850	110	567	156	277	439	119	441	293	125	582	316	97	586	499	224	277
	54%	54%	48%	28%	54%	49%	54%	49%	57%	54%	47%	64%	61%	45%	64%	61%	48%	63%	65%	48%	62%	53%	43%
		c	c						j			m	m		p	p		s	s		uv	v	
No	643	573	50	20	541	102	532	87	330	95	217	189	49	405	124	69	450	141	42	460	215	151	277
	34%	33%	42%	55%	34%	39%	34%	39%	33%	33%	37%	27%	25%	41%	27%	34%	37%	28%	28%	38%	27%	36%	43%
				a										kl			n			qr		t	tu
Don't know	226	207	13	6	195	31	192	28	96	39	90	62	26	138	43	11	172	45	10	171	85	45	96
	12%	12%	11%	18%	12%	12%	12%	12%	10%	13%	15%	9%	13%	14%	9%	5%	14%	9%	7%	14%	11%	11%	15%
											h			k			no			qr			t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 657

Q7_7 - Recall of ad labels of social media: Sponsorship

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	1000	217	783	553	446	217	783	854	153	206	409	940	59	951	49	428	428	326	202	235	252	151
	54%	71%	50%	62%	45%	71%	50%	67%	74%	77%	79%	56%	32%	56%	29%	65%	47%	62%	63%	63%	62%	60%
			b	df		cdf	d			g	g	l		n		p						
No	643	71	572	238	405	71	572	293	43	52	81	554	89	556	87	177	371	150	85	106	115	78
	34%	23%	37%	27%	41%	23%	37%	23%	21%	19%	16%	33%	48%	33%	51%	27%	41%	29%	26%	29%	28%	31%
			a		cef		ce	j					k		m		o					
Don't know	226	17	209	95	131	17	209	121	11	10	26	191	35	192	34	53	110	48	34	30	42	21
	12%	6%	13%	11%	13%	6%	13%	10%	5%	4%	5%	11%	19%	11%	20%	8%	12%	9%	10%	8%	10%	8%
			a	e	e		e	hij					k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Ipsos

Table 658

Q7_8 - Recall of ad labels of social media: Collab

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
											Demographics									
Unweighted Base	**1875**	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	**1869**	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	**515**	186	249	45	37	230	285	81	434	120	142	90	60	23	344	172	441	21	44	9
	28%	23%	30%	35%	31%	25%	30%	33%	27%	61%	37%	25%	16%	8%	31%	23%	28%	23%	28%	14%
			a				e	hklm	lm	ghjklm	hklm	lm	m		o					
No	**1090**	512	471	55	52	567	523	108	983	58	199	233	259	233	632	458	896	61	87	47
	58%	64%	57%	44%	44%	61%	55%	44%	61%	29%	52%	65%	69%	76%	57%	61%	58%	64%	57%	72%
			b			f		i	gij		i	gij	ghij	ghijk						
Don't know	**263**	100	107	27	30	126	137	57	206	20	46	37	54	49	142	121	219	12	23	9
	14%	12%	13%	21%	25%	14%	14%	23%	13%	10%	12%	10%	14%	16%	13%	16%	14%	13%	15%	14%
								hijklm						k		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 659

Q7_8 - Recall of ad labels of social media: Collab

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	515	481	30	4	453	63	440	52	307	75	134	311	64	140	187	72	257	237	57	221	328	104	84
	28%	28%	24%	12%	28%	24%	28%	23%	31%	26%	23%	45%	33%	14%	41%	35%	21%	47%	38%	18%	41%	25%	13%
		c							j			lm	m		p	p		rs	s		uv	v	
No	1090	1000	67	23	930	161	915	143	558	177	356	284	97	709	215	110	766	188	75	827	359	260	471
	58%	58%	56%	63%	58%	62%	58%	63%	56%	61%	61%	41%	50%	72%	47%	54%	64%	38%	50%	68%	45%	62%	73%
													k	kl			no		q	qr		t	tu
Don't know	263	229	24	9	225	38	219	31	129	38	95	94	33	136	57	24	182	76	18	169	112	56	94
	14%	13%	20%	25%	14%	14%	14%	14%	13%	13%	16%	14%	17%	14%	13%	12%	15%	15%	12%	14%	14%	13%	15%
			a	a																			

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 660

Q7_8 - Recall of ad labels of social media: Collab

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	515	178	337	344	171	178	337	462	131	177	515	506	9	505	11	316	151	191	131	142	163	97
	28%	58%	22%	39%	17%	58%	22%	36%	63%	66%	100%	30%	5%	30%	6%	48%	17%	36%	41%	38%	40%	39%
		b		df		cdf	d		g	g	ghi	l		n		p						
No	1090	96	994	417	673	96	994	648	58	68	-	957	134	968	122	265	647	269	155	188	205	129
	58%	31%	64%	47%	68%	31%	64%	51%	28%	25%	-	57%	73%	57%	72%	40%	71%	51%	48%	51%	50%	52%
			a	e	cef		ce	hij	j	j			k		m		o					
Don't know	263	31	232	125	138	31	232	159	18	23	-	223	40	227	36	77	111	65	35	42	41	24
	14%	10%	15%	14%	14%	10%	15%	13%	9%	9%	-	13%	22%	13%	21%	12%	12%	12%	11%	11%	10%	9%
			a				e	j	j	j			k		m							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 661

Q7_9 - Recall of ad labels of social media: Collaboration

Base: Cells 1-4 only: Ever uses social media

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	737	299	332	53	54	352	385	107	631	118	189	142	116	66	453	285	628	31	62	17
	39%	38%	40%	42%	45%	38%	41%	43%	39%	59%	49%	39%	31%	22%	41%	38%	40%	33%	40%	26%
								lm	lm	ghjklm	hklm	lm	m							
No	897	421	386	48	42	469	428	90	806	65	157	179	211	194	535	362	732	50	76	39
	48%	53%	47%	38%	35%	51%	45%	37%	50%	33%	41%	50%	57%	63%	48%	48%	47%	53%	49%	60%
		b				f		gij				gij	ghij	ghijk						
Don't know	235	77	109	26	23	103	132	49	186	15	40	38	47	45	130	105	196	13	16	9
	13%	10%	13%	20%	19%	11%	14%	20%	11%	8%	10%	11%	12%	15%	12%	14%	13%	14%	10%	14%
			a					hijkl						i						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Ipsos

Table 662

Q7_9 - Recall of ad labels of social media: Collaboration

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	737	680	47	10	640	97	627	78	425	122	191	391	85	261	251	98	388	280	72	386	412	165	160
	39%	40%	39%	28%	40%	37%	40%	35%	43%	42%	33%	57%	44%	27%	55%	48%	32%	56%	48%	32%	52%	39%	25%
									j	j		lm	m		p	p		s	s		uv	v	
No	897	815	61	21	767	130	751	116	445	137	314	218	79	600	164	87	646	158	62	677	285	205	406
	48%	48%	51%	57%	48%	50%	48%	52%	45%	47%	54%	32%	41%	61%	36%	42%	54%	31%	41%	56%	36%	49%	63%
											h			kl			no			qr		t	tu
Don't know	235	216	13	5	201	34	197	31	124	31	79	81	30	124	45	20	170	64	16	154	101	51	82
	13%	13%	11%	15%	12%	13%	12%	14%	12%	11%	14%	12%	15%	13%	10%	10%	14%	13%	10%	13%	13%	12%	13%
																	n						

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 663

Q7_9 - Recall of ad labels of social media: Collaboration

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	737	185	552	445	292	185	552	643	141	187	422	708	29	710	28	372	278	256	171	192	199	123
	39%	61%	35%	50%	30%	61%	35%	51%	68%	70%	82%	42%	16%	42%	16%	56%	31%	49%	53%	52%	49%	49%
		b		df		cdf	d		g	g	ghi	l		n		p						
No	897	93	804	337	559	93	804	492	50	64	83	780	117	788	109	220	528	216	119	147	168	104
	48%	31%	51%	38%	57%	31%	51%	39%	24%	24%	16%	46%	64%	46%	64%	33%	58%	41%	37%	40%	41%	42%
			a		e		cef	hij	j	j			k		m		o					
Don't know	235	27	207	104	131	27	207	132	16	17	10	198	37	201	33	66	104	52	31	33	42	22
	13%	9%	13%	12%	13%	9%	13%	10%	8%	6%	2%	12%	20%	12%	20%	10%	11%	10%	10%	9%	10%	9%
			a		e		e	ij	j	j			k		m							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 664

Q7_10 - Recall of ad labels of social media: Paid Partnership

Base: Cells 1-4 only: Ever uses social media

										Demographics										
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	660	281	312	32	34	313	347	66	594	135	186	123	94	56	425	234	544	30	63	23
	35%	35%	38%	25%	29%	34%	37%	27%	37%	68%	48%	34%	25%	18%	38%	31%	35%	32%	41%	35%
								m	glm	ghjklm	ghklm	lm	m		o					
No	955	425	406	66	58	491	465	124	831	50	148	199	230	204	552	403	792	50	73	41
	51%	53%	49%	52%	49%	53%	49%	51%	51%	25%	38%	55%	62%	67%	49%	54%	51%	53%	48%	62%
								ij	ij		i	ij	ghij	ghijk						
Don't know	254	91	108	29	26	120	134	55	199	13	52	38	49	46	139	114	220	14	18	2
	14%	11%	13%	23%	22%	13%	14%	22%	12%	7%	14%	10%	13%	15%	12%	15%	14%	15%	12%	3%
								hijklm	i		i		i	i						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s
* small base

Table 665

Q7_10 - Recall of ad labels of social media: Paid Partnership

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use — Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage — Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage — Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter usage — Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat usage — Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube usage — Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	660	607	47	6	561	99	549	85	386	110	164	362	81	216	229	85	346	250	74	335	357	158	145
	35%	35%	39%	15%	35%	38%	35%	38%	39%	38%	28%	53%	42%	22%	50%	42%	29%	50%	50%	28%	45%	37%	22%
		c	c						j	j		lm	m		p	p		s	s		uv	v	
No	955	873	58	24	820	135	806	117	491	141	324	236	89	630	182	98	675	183	52	721	331	210	415
	51%	51%	48%	66%	51%	52%	51%	52%	49%	48%	55%	34%	46%	64%	40%	48%	56%	36%	35%	59%	41%	50%	64%
											h		k	kl			no			qr		t	tu
Don't know	254	231	15	7	226	28	219	24	117	40	96	91	24	138	48	22	183	69	23	161	111	53	90
	14%	14%	13%	19%	14%	11%	14%	10%	12%	14%	17%	13%	12%	14%	11%	11%	15%	14%	16%	13%	14%	13%	14%
											h						n						

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 666

Q7_10 - Recall of ad labels of social media: Paid Partnership

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	660	180	480	426	234	180	480	569	139	174	343	634	26	634	25	388	205	238	154	178	189	111
	35%	59%	31%	48%	24%	59%	31%	45%	67%	65%	66%	38%	14%	37%	15%	59%	23%	45%	48%	48%	46%	44%
		b		df		cdf	d		g	g	g	l		n		p						
No	955	88	867	355	600	88	867	546	47	66	126	833	122	840	115	206	588	227	127	159	180	116
	51%	29%	55%	40%	61%	29%	55%	43%	23%	24%	24%	49%	67%	49%	68%	31%	65%	43%	40%	43%	44%	46%
			a		e	cef		hij					k		m		o					
Don't know	254	37	216	105	149	37	216	153	21	29	47	219	35	224	29	65	117	60	40	36	40	24
	14%	12%	14%	12%	15%	12%	14%	12%	10%	11%	9%	13%	19%	13%	17%	10%	13%	11%	12%	10%	10%	9%
					c								k									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 667

Q7_11 - Recall of ad labels of social media: Brand Ambassador

Base: Cells 1-4 only: Ever uses social media

																	Demographics				
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	810	309	395	56	49	366	444	105	705	117	205	154	134	94	536	274	681	38	67	24
	43%	39%	48%	45%	41%	40%	47%	43%	43%	59%	53%	43%	36%	31%	48%	37%	44%	40%	44%	37%
			a				e	m	lm	ghklm	ghklm	m			o					
No	845	407	336	54	47	462	384	102	743	66	138	172	202	165	467	379	691	48	66	39
	45%	51%	41%	43%	40%	50%	41%	41%	46%	34%	36%	48%	54%	54%	42%	50%	44%	51%	43%	60%
		b				f			ij			ij	ghij	ghij		n				
Don't know	213	81	94	16	23	96	117	38	175	15	43	34	37	47	115	98	183	8	21	2
	11%	10%	11%	12%	19%	10%	12%	16%	11%	7%	11%	9%	10%	15%	10%	13%	12%	8%	14%	3%
								hikl						hikl						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 668
Q7_11 - Recall of ad labels of social media: Brand Ambassador

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	810	766	38	6	708	102	695	86	463	127	220	404	96	310	270	97	443	273	80	457	401	194	214
	43%	45%	32%	16%	44%	39%	44%	38%	47%	44%	38%	59%	49%	32%	59%	47%	37%	54%	54%	38%	50%	46%	33%
		bc							j			lm	m		op	p		s	s		v	v	
No	845	760	62	23	718	127	699	112	433	125	287	218	74	553	152	88	605	175	49	621	301	192	352
	45%	44%	51%	64%	45%	49%	44%	50%	44%	43%	49%	32%	38%	56%	33%	43%	50%	35%	33%	51%	38%	46%	54%
				a					h					kl		n				qr		t	tu
Don't know	213	186	21	7	182	32	180	27	98	38	77	68	24	121	38	20	156	54	20	140	96	35	82
	11%	11%	17%	19%	11%	12%	11%	12%	10%	13%	13%	10%	13%	12%	8%	10%	13%	11%	14%	11%	12%	8%	13%
				a					h							n						u	u

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base

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Table 669

Q7_11 - Recall of ad labels of social media: Brand Ambassador

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	810	195	615	495	315	195	615	700	142	189	374	774	36	775	35	408	312	283	178	189	229	131
	43%	64%	39%	56%	32%	64%	39%	55%	69%	70%	73%	46%	20%	46%	20%	62%	34%	54%	56%	51%	56%	53%
		b		df		cdf	d		g	g	g	l		n		p						
No	845	86	760	306	539	86	760	445	50	54	112	728	117	742	103	203	494	194	111	151	149	103
	45%	28%	49%	35%	55%	28%	49%	35%	24%	20%	22%	43%	64%	44%	61%	31%	54%	37%	35%	41%	36%	41%
			a		e	cef	ce	hij					k		m		o					
Don't know	213	25	188	85	128	25	188	124	15	26	29	183	30	182	31	47	103	48	32	32	31	15
	11%	8%	12%	10%	13%	8%	12%	10%	7%	10%	6%	11%	17%	11%	19%	7%	11%	9%	10%	9%	8%	6%
					ce			j		j			k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 670

Q7_12 - Recall of ad labels of social media: Gifted

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
											Demographics									
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	722	280	321	60	62	340	382	122	601	88	172	144	109	88	444	279	605	31	59	28
	39%	35%	39%	47%	52%	37%	40%	50%	37%	44%	45%	40%	29%	29%	40%	37%	39%	33%	38%	42%
								hklm	lm	hlm	hlm	lm								
No	916	426	397	47	46	473	443	92	823	91	156	184	216	176	542	374	760	47	76	32
	49%	53%	48%	37%	38%	51%	47%	38%	51%	46%	40%	51%	58%	58%	49%	50%	49%	50%	50%	49%
		b							gj			gj	ghij	ghij						
Don't know	231	91	108	20	11	111	120	31	199	19	58	32	49	41	132	99	191	16	19	5
	12%	11%	13%	16%	10%	12%	13%	13%	12%	10%	15%	9%	13%	14%	12%	13%	12%	17%	12%	8%
											k									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 671
Q7_12 - Recall of ad labels of social media: Gifted

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	722	669	50	3	629	93	611	76	443	104	176	357	90	276	238	93	391	275	77	370	399	161	162
	39%	39%	42%	8%	39%	36%	39%	34%	45%	36%	30%	52%	46%	28%	52%	45%	32%	55%	52%	30%	50%	38%	25%
			c	c					ij			m	m		p	p		s	s		uv	v	
No	916	831	57	27	785	130	771	119	441	150	324	254	72	590	179	88	649	171	55	690	305	211	400
	49%	49%	47%	75%	49%	50%	49%	53%	44%	52%	56%	37%	37%	60%	39%	43%	54%	34%	37%	57%	38%	50%	62%
				ab						h	h			kl			no			qr		t	tu
Don't know	231	212	13	6	193	38	192	31	109	37	84	80	32	119	42	24	164	57	17	157	95	49	87
	12%	12%	11%	17%	12%	14%	12%	14%	11%	13%	14%	12%	17%	12%	9%	12%	14%	11%	11%	13%	12%	12%	13%
																	n						

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base

Table 672

Q7_12 - Recall of ad labels of social media: Gifted

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	722	185	537	440	282	185	537	610	135	167	329	673	49	682	40	354	269	248	160	181	178	124
	39%	61%	34%	50%	29%	61%	34%	48%	65%	62%	64%	40%	27%	40%	24%	54%	30%	47%	50%	49%	44%	50%
		b		df		cdf	d		g	g	g	l		n		p						
No	916	91	824	347	569	91	824	525	53	75	148	815	101	815	100	241	536	226	125	152	180	104
	49%	30%	53%	39%	58%	30%	53%	41%	26%	28%	29%	48%	55%	48%	59%	37%	59%	43%	39%	41%	44%	42%
			a	e	cef		ce	hij							m		o					
Don't know	231	29	202	100	131	29	202	133	18	26	39	197	34	202	29	63	103	50	36	39	50	21
	12%	9%	13%	11%	13%	9%	13%	10%	9%	10%	7%	12%	18%	12%	17%	10%	11%	10%	11%	10%	12%	9%
													k									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 673

Q7_13 - Recall of ad labels of social media: Paid Ad

Base: Cells 1-4 only: Ever uses social media

																				Demographics	
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Yes	906	379	416	62	49	441	465	111	795	138	240	165	151	100	585	321	765	38	82	21
	48%	48%	50%	49%	41%	48%	49%	45%	49%	70%	62%	46%	41%	33%	52%	43%	49%	40%	53%	32%
								m	lm	ghklm	ghklm	m	m		o		s		s	
No	749	338	323	38	50	376	373	88	661	48	111	159	177	165	427	322	612	48	55	35
	40%	42%	39%	30%	42%	41%	39%	36%	41%	24%	29%	44%	47%	54%	38%	43%	39%	51%	35%	54%
				c				i	ij			gij	ghij	ghijk	o		s			
Don't know	214	80	87	27	20	107	107	47	167	12	35	36	45	40	105	109	179	8	17	10
	11%	10%	11%	21%	17%	12%	11%	19%	10%	6%	9%	10%	12%	13%	9%	14%	12%	9%	11%	15%
								hijkl					i	i		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 674

Q7_13 - Recall of ad labels of social media: Paid Ad

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	906	836	57	13	788	118	772	105	504	145	256	421	106	378	280	112	513	299	91	516	460	212	233
	48%	49%	47%	34%	49%	45%	49%	47%	51%	50%	44%	61%	55%	38%	61%	55%	43%	60%	61%	42%	58%	50%	36%
									j			m	m		p	p		s	s		uv	v	
No	749	681	49	19	635	114	621	100	381	120	248	200	65	484	136	74	540	145	49	556	243	171	335
	40%	40%	41%	51%	39%	44%	39%	44%	38%	41%	42%	29%	34%	49%	30%	36%	45%	29%	33%	46%	30%	41%	52%
														kl			no			qr		t	tu
Don't know	214	194	15	5	185	29	181	21	108	26	80	68	23	123	44	19	151	58	10	146	96	38	80
	11%	11%	12%	14%	11%	11%	11%	9%	11%	9%	14%	10%	12%	12%	10%	9%	13%	12%	7%	12%	12%	9%	12%
											i												

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 675

Q7_13 - Recall of ad labels of social media: Paid Ad

Base: Cells 1-4 only: Ever uses social media

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	906	204	701	531	375	204	701	776	150	206	397	867	38	860	45	454	352	291	195	220	241	140
	48%	67%	45%	60%	38%	67%	45%	61%	72%	77%	77%	51%	21%	51%	27%	69%	39%	56%	61%	59%	59%	56%
		b		df		cdf	d		g	g	g	l		n		p						
No	749	71	678	256	493	71	678	382	45	49	93	640	109	655	94	159	465	186	92	119	132	84
	40%	23%	43%	29%	50%	23%	43%	30%	22%	18%	18%	38%	59%	39%	55%	24%	51%	35%	29%	32%	32%	34%
			a		cef		ce	hij					k		m		o	r				
Don't know	214	30	184	99	115	30	184	110	12	14	26	178	36	184	30	45	92	47	33	33	35	25
	11%	10%	12%	11%	12%	10%	12%	9%	6%	5%	5%	11%	20%	11%	18%	7%	10%	9%	10%	9%	9%	10%
								ij					k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 676

Q7_14 - Recall of ad labels of social media: Affiliate

Base: Cells 1-4 only: Ever uses social media

								Demographics													
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35	
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*	
Yes	691	309	303	38	41	347	344	79	612	88	175	141	133	74	427	264	572	29	69	22	
	37%	39%	37%	30%	35%	38%	36%	32%	38%	44%	45%	39%	36%	24%	38%	35%	37%	30%	45%	33%	
								m	m	glm	ghlm	m	m								
No	901	396	401	56	48	452	449	104	797	84	168	178	186	181	534	368	744	55	66	36	
	48%	50%	49%	44%	40%	49%	48%	42%	49%	42%	43%	50%	50%	59%	48%	49%	48%	59%	43%	56%	
								g						ghijkl					r		
Don't know	276	92	122	32	30	124	152	62	214	27	43	40	54	50	156	120	240	10	19	7	
	15%	11%	15%	26%	25%	13%	16%	25%	13%	13%	11%	11%	14%	16%	14%	16%	15%	11%	12%	11%	
								hijklm													

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 677

Q7_14 - Recall of ad labels of social media: Affiliate

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Yes	691	644	39	8	596	96	580	85	390	101	200	303	85	304	229	93	369	220	64	407	365	152	174
	37%	38%	33%	21%	37%	37%	37%	38%	39%	35%	34%	44%	44%	31%	50%	46%	31%	44%	43%	33%	46%	36%	27%
		c										m	m		p	p		s	s		uv	v	
No	901	811	67	23	774	128	757	110	475	139	288	285	68	548	171	84	646	193	64	645	313	208	381
	48%	47%	56%	62%	48%	49%	48%	49%	48%	48%	49%	41%	35%	56%	37%	41%	54%	38%	43%	53%	39%	49%	59%
														kl			no			qr	t	tu	
Don't know	276	256	14	6	238	37	237	31	129	50	97	101	41	133	59	27	189	89	21	165	121	61	94
	15%	15%	12%	16%	15%	14%	15%	14%	13%	17%	17%	15%	21%	14%	13%	13%	16%	18%	14%	14%	15%	15%	14%
													km					s					

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 678

Q7_14 - Recall of ad labels of social media: Affiliate

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Yes	691	156	536	403	289	156	536	609	128	166	320	658	33	665	26	336	278	223	144	156	192	112
	37%	51%	34%	45%	29%	51%	34%	48%	62%	62%	62%	39%	18%	39%	15%	51%	31%	42%	45%	42%	47%	45%
		b		df		df	d		g	g	g	l		n		p						
No	901	102	800	352	549	102	800	494	60	75	148	795	107	795	106	238	510	233	135	166	167	104
	48%	33%	51%	40%	56%	33%	51%	39%	29%	28%	29%	47%	58%	47%	63%	36%	56%	44%	42%	45%	41%	42%
			a	e	cef		ce	hij					k		m		o					
Don't know	276	48	228	131	145	48	228	165	19	28	47	233	43	239	37	83	120	69	42	50	50	33
	15%	16%	15%	15%	15%	16%	15%	13%	9%	10%	9%	14%	24%	14%	22%	13%	13%	13%	13%	14%	12%	13%
								j					k		m							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Ipsos

Table 679

Q8 - Confidence in explaining each label - Mean Summary

Base: Cells 1-4 only: Ever uses social media

																				Demographics
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1875	762	812	149	152	911	964	301	1574	209	354	359	367	285	1110	765	1648	61	131	35
Weighted Base	1869	797	826	126	119	924	945	245	1623	198	386	360	373	305	1117	751	1555	94*	154	65*
Ad	7.99	8.01	8.06	7.68	7.81	7.96	8.02	7.75	8.03	7.95	8.03	8.05	8.12	7.99	8.16 o	7.71	7.94	8.25	8.38	8.1
Advert	8.3	8.33	8.32	8.12	8.19	8.3	8.31	8.16	8.33	8.06	8.14	8.25	8.52 ij	8.69 ghijk	8.47 o	8.04	8.26	8.56	8.51	8.62
Advertisement	8.39	8.4	8.44	8.24	8.1	8.38	8.4	8.17	8.42	8.07	8.36	8.35	8.57 gi	8.67 gi	8.53 o	8.16	8.35	8.82	8.5	8.32
Sp	6.28	6.09	6.31	7.17	6.5	6.23	6.33	6.87	6.2	6.53	6.46	5.93	6.1	3.63	6.39	6.09	6.43	3.23	6.19	5
Spon	7.15	7.05	7.24	6.97	7.24	7.04	7.24	7.09	7.16	7.9 hjk	6.97	6.93	6.98	6.69	7.21	7.04	7.25	6.28	6.71	6.58
Sponsored	8.08	8.14	8.1	7.91	7.77	8.11	8.05	7.84	8.12	7.86	8.11	8.07	8.29 g	8.21	8.23 o	7.85	8.05	7.98	8.22	8.57
Sponsorship	7.96	8.12	7.88	7.78	7.71	8.07	7.86	7.74	8	7.71	7.99	7.86	8.09	8.31 gi	8.12 o	7.71	7.97	7.78	8.11	7.5
Collab	7.4	7.38	7.47	7.35	7.05	7.38	7.42	7.22	7.43	7.86 gl	7.39	7.36	7.14	6.55	7.42	7.36	7.4	6.81	7.66	7.38
Collaboration	7.56	7.58	7.62	7.59	7.03	7.58	7.54	7.31	7.6	7.68	7.51	7.66	7.45	7.83	7.68	7.36	7.57	7.08	7.81	7.02
Paid Partnership	7.51	7.48	7.56	7.4	7.35	7.47	7.54	7.37	7.52	7.61	7.7	7.52	7.25	7.21	7.75 o	7.07	7.5	6.72	7.85	7.71
Brand Ambassador	7.71	7.9	7.66	7.29	7.32	7.8	7.63	7.3 g	7.77	7.6 g	7.95	7.72	7.61	7.88	7.88 o	7.37	7.66	7.79	7.79	8.62
Gifted	7.22	7.16	7.48	6.75	6.53	7.09	7.33	6.64	7.33 g	7.37 g	7.57 g	7.28	7.18	7.1	7.32	7.05	7.23	7.68	7.03	6.87
Paid Ad	7.99	8.09	8.02	7.48	7.54	8.01	7.97	7.51	8.06 g	8 g	8.02 g	8.09 g	8.07 g	8.15	8.1 o	7.78	7.93	8.15	8.3	8.57
Affiliate	7.33	7.57	7.19	6.86	6.97	7.49	7.16	6.92	7.38	7.02	7.36	7.53	7.41	7.49	7.45	7.12	7.31	6.96	7.15	8.68

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 680

Q8 - Confidence in explaining each label - Mean Summary

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	1875	1712	126	37	1618	257	1583	221	983	292	600	713	201	961	461	202	1212	526	152	1197	821	422	632
Weighted Base	1869	1711	121	36*	1607	261	1574	225	994	291	584	690	194	985	459	205	1204	502	149	1217	799	421	649
Ad	7.99	8.02	7.69	6.97	8.04 e	7.66	8.04 e	7.67	8.01	8.03	7.92	8.03	7.78	8.01	8.01	8.22	7.94	7.93	7.94	8.03	7.83	8.07	8.19 t
Advert	8.3	8.37 b	7.57	7.02	8.37 eg	7.89	8.39 eg	7.98	8.25	8.3	8.41	8.18	7.88	8.52 kl	8.2	8.24	8.36	7.94	8.01	8.52 qr	8.01	8.5 t	8.62 t
Advertisement	8.39	8.44 b	7.74	7.5	8.46 eg	7.93	8.47 eg	7.99	8.33	8.35	8.53	8.29	8.07	8.56 kl	8.31	8.28	8.44	8.06	8.28	8.57 q	8.19 t	8.49 t	8.63
Sp	6.28	6.36	5.46	5.71	6.3	6.2	6.23	6.28	6.56	5.71	5.76	6.76 lm	5.78	5.43	6.98 p	6.22	5.38	6.59 s	6.55	5.71	6.3	6.5	5.89
Spon	7.15	7.21	6.44	7.59	7.24	6.76	7.23	6.83	7.37	7.11	6.69	7.39	6.87	6.79	7.27	6.76	7.15	7.33	7.24	6.94	7.17	7.37	6.83
Sponsored	8.08	8.12 b	7.49	7.68	8.13 e	7.74	8.14 e	7.84	8.05 j	8.16	8.09	8.05	7.83	8.16	8.18	8.06	8.04	7.92	7.81	8.2 q	7.93	8.27 t	8.16
Sponsorship	7.96	8	7.56	6.21	8.03 eg	7.5	8.05 eg	7.55	7.89	8.11	8.03	7.92	7.57	8.11 l	8.15	7.88	7.88	7.84	7.87	8.04	7.91	7.96	8.05
Collab	7.4	7.44	7.07	5.16	7.45	7	7.47	7.22	7.33	7.86	7.3	7.65 m	7.19	6.93	7.7 p	7.25	7.22	7.66 s	7.3	7.14	7.55 v	7.27	6.95
Collaboration	7.56	7.62	7.12	5.58	7.64 eg	7.05	7.65 eg	7	7.41 h	7.97	7.63	7.64	7.3	7.52	7.72	7.47	7.48	7.61	7.49	7.54	7.59	7.57	7.46
Paid Partnership	7.51	7.59 b	6.81	4.92	7.6 eg	6.96	7.61 eg	7	7.43 h	7.95	7.4	7.79 lm	6.99	7.23	7.85 p	7.4	7.31	7.54	7.68	7.45	7.49	7.67	7.38
Brand Ambassador	7.71	7.78 b	6.82	4	7.73	7.55	7.75	7.7	7.83 j	7.73	7.43	7.81	7.5	7.63	7.98 p	7.65	7.55	7.74	7.57	7.71	7.63	7.79	7.77
Gifted	7.22	7.23	7.17	4.99	7.24	7.04	7.25	7.03	7.21	7.26	7.21	7.3	7.06	7.16	7.33	6.85	7.23	7.22	7.27	7.2	7.28	7.06	7.21
Paid Ad	7.99	8.05	7.55	5.98	8.04	7.65	8.04	7.72	8.01	8.06	7.9	8	7.89	8.01	8.05	8.27	7.89	7.82	8.35 q	8.02	7.9	8.13	8.03
Affiliate	7.33	7.39 b	6.61	5.63	7.34	7.24	7.36	7.28	7.27	7.34	7.42	7.39	7.08	7.33	7.57	7.31	7.18	7.42	7.55	7.24	7.18	7.6	7.38

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 681

Q8 - Confidence in explaining each label - Mean Summary

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers	Does not interact with social media influencers	Does interact with social media influencers	Does not interact with social media influencers	Does interact with those who may advertise on social media (exc. brands)	Does not interact with those who may advertise on social media (exc. brands)	Seen Ad	Seen Sp	Seen Spon	Seen Collab	Aware	Not aware	Aware	Not aware	Yes	No	Daily Mail	Daily Mirror	The Sun	The Guardian	The Daily Telegraph
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1875	317	1558	908	967	317	1558	1281	211	277	530	1690	185	1702	173	674	893	525	319	369	401	244
Weighted Base	1869	305	1563	886	983	305	1563	1268	207	268	515	1685	183	1699	170	658	909	524	321	372	409	250
Ad	7.99	8.21	7.94	8.16	7.79	8.21	7.94	7.99	7.79	8.05	8.11	8.06	6.89	8.08	6.43	8.29	7.96	8.11	7.96	7.87	8.46	8.22
					df								l		n		p					qrs
Advert	8.3	8.36	8.29	8.38	8.22	8.36	8.29	8.44	7.6	8.2	8.32	8.38	7.09	8.39	6.76	8.55	8.24	8.46	8.33	8.22	8.78	8.66
								h		h			l		n		p				qrs	s
Advertisement	8.39	8.46	8.37	8.5	8.27	8.46	8.37	8.56	7.74	8.4	8.46	8.46	7.25	8.48	6.92	8.58	8.38	8.51	8.43	8.18	8.73	8.55
								h		h	h		l		n			s			s	
Sp	6.28	7.04	5.87	6.8	5.15	7.04	5.87	6.36	6.28	7.28	6.68	6.33	5.35	6.33	5.42	6.8	5.8	6.34	6.68	6.18	6.65	6.32
		b		df		df				gh						p						
Spon	7.15	7.29	7.08	7.43	6.69	7.29	7.08	7.33	7.4	7.15	7.51	7.22	5.82	7.22	5.52	7.82	6.41	6.98	7.52	7.36	7.95	7.36
				d												p					q	
Sponsored	8.08	8.3	8.03	8.31	7.81	8.3	8.03	8.23	7.51	8.11	8.2	8.18	6.65	8.17	6.48	8.46	7.96	8.18	8.17	7.92	8.53	8.34
				df		d		h		h		l		n		p					qrs	s
Sponsorship	7.96	8.18	7.9	8.17	7.7	8.18	7.9	8.15	7.76	8.04	8.13	8.04	6.78	8.06	6.09	8.26	7.84	8.14	8.09	7.83	8.44	8.28
				df		d		h				l		n		p					s	s
Collab	7.4	7.6	7.29	7.59	7.03	7.6	7.29	7.54	7.44	7.64	7.4	7.41	6.74	7.43	5.95	7.73	6.82	7.6	7.36	7.3	7.71	7.49
				d		d										p						
Collaboration	7.56	7.94	7.43	7.77	7.24	7.94	7.43	7.68	7.51	7.81	7.88	7.61	6.26	7.63	5.66	7.92	7.25	7.73	7.41	7.7	7.94	7.89
		b		df		df										p					r	
Paid Partnership	7.51	7.95	7.34	7.68	7.2	7.95	7.34	7.66	7.59	7.84	7.85	7.58	5.83	7.58	5.82	7.96	6.94	7.64	7.83	7.66	7.98	7.73
		b		df		df										p						
Brand Ambassador	7.71	7.98	7.62	7.82	7.53	7.98	7.62	7.83	7.66	7.87	7.89	7.79	5.93	7.8	5.64	8.02	7.52	7.8	7.56	7.78	8.14	8
						d						l		n		p					r	
Gifted	7.22	7.76	7.03	7.3	7.08	7.76	7.03	7.28	7.58	7.68	7.5	7.23	7.07	7.25	6.56	7.51	7.07	7.55	7.58	7.29	7.32	7.63
		b				cdf				g						p						
Paid Ad	7.99	8.21	7.92	8.11	7.82	8.21	7.92	8.12	7.69	8.16	8.17	8.05	6.72	8.07	6.55	8.35	7.72	8.13	8.03	7.84	8.35	8.13
				d				h		h	h	l		n		p					s	
Affiliate	7.33	7.79	7.19	7.51	7.06	7.79	7.19	7.32	7.64	7.36	7.55	7.38	6.19	7.37	6.19	7.61	7.18	7.55	7.62	7.36	7.74	7.82
		b		df		df						l				p						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 682

Q8 - Confidence in explaining each label - Summary

Base: Cells 1-4 only: Ever uses social media

	TOTAL	1 - Not at all confident	2	3	4	5	6	7	8	9	10 - Extremely confident	Net: Not confident (1-3)	Net: Not sure (4-6)	Net: Confident (7-10)	Mean	Standard Deviation
Ad	1268	16	16	20	46	80	114	139	188	215	436	52	240	977	7.99	2.15
		1%	1%	2%	4%	6%	9%	11%	15%	17%	34%	4%	19%	77%		
Advert	1214	9	11	15	34	68	87	131	145	214	501	34	189	990	8.3	2.02
		1%	1%	1%	3%	6%	7%	11%	12%	18%	41%	3%	16%	82%		
Advertisement	1189	8	10	13	29	66	91	94	166	190	522	31	186	972	8.39	1.99
		1%	1%	1%	2%	6%	8%	8%	14%	16%	44%	3%	16%	82%		
Sp	207	15	9	10	13	21	31	31	36	13	26	34	66	107	6.28	2.59
		7%	4%	5%	6%	10%	15%	15%	18%	6%	13%	17%	32%	52%		
Spon	268	5	6	13	20	25	26	44	40	27	63	23	71	174	7.15	2.39
		2%	2%	5%	7%	9%	10%	17%	15%	10%	24%	9%	26%	65%		
Sponsored	1260	18	14	18	44	72	97	154	179	189	475	50	213	997	8.08	2.15
		1%	1%	1%	3%	6%	8%	12%	14%	15%	38%	4%	17%	79%		
Sponsorship	1000	13	14	19	34	58	87	125	147	173	330	45	179	776	7.96	2.15
		1%	1%	2%	3%	6%	9%	13%	15%	17%	33%	5%	18%	78%		
Collab	515	9	11	16	24	48	63	74	67	62	141	37	135	344	7.4	2.35
		2%	2%	3%	5%	9%	12%	14%	13%	12%	27%	7%	26%	67%		
Collaboration	737	9	11	20	26	61	86	116	116	99	192	41	173	524	7.56	2.18
		1%	2%	3%	4%	8%	12%	16%	16%	13%	26%	6%	23%	71%		
Paid Partnership	660	12	13	20	44	50	74	76	79	99	193	45	168	447	7.51	2.4
		2%	2%	3%	7%	8%	11%	11%	12%	15%	29%	7%	25%	68%		
Brand Ambassador	810	8	17	17	35	68	75	93	141	121	234	41	179	590	7.71	2.21
		1%	2%	2%	4%	8%	9%	11%	17%	15%	29%	5%	22%	73%		
Gifted	722	9	16	29	38	79	92	103	103	94	159	54	209	459	7.22	2.3
		1%	2%	4%	5%	11%	13%	14%	14%	13%	22%	7%	29%	64%		
Paid Ad	906	14	11	17	34	53	73	99	152	132	321	41	160	704	7.99	2.18
		1%	1%	2%	4%	6%	8%	11%	17%	15%	35%	5%	18%	78%		
Affiliate	691	16	20	22	31	60	78	98	101	98	167	58	169	465	7.33	2.39
		2%	3%	3%	4%	9%	11%	14%	15%	14%	24%	8%	24%	67%		

Ipsos

Table 683

Q8_1 - Confidence in explaining each label: Ad

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	1281	497	561	106	117	603	678	223	1058	172	262	239	218	167	799	482	1134	40	86	21
Weighted Base	1268	520	566	90*	92	610	659	182	1086	164	285	236	225	176	797	471	1068	60*	101*	39**
1 - Not at all confident	16	7	6	2	1	9	7	3	13	1	7	2	1	2	6	10	14	-	2	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	-	2%	-
															n					
2	16	2	11	2	2	4	12	4	13	1	1	2	4	5	11	5	15	-	1	-
	1%	*	2%	2%	2%	1%	2%	2%	1%	1%	*	1%	2%	3%	1%	1%	1%	-	1%	-
			a				e								j					
3	20	10	8	1	1	11	9	2	17	6	4	-	6	2	11	8	18	-	-	2
	2%	2%	1%	1%	1%	2%	1%	1%	2%	3%	1%	-	3%	1%	1%	2%	2%	-	-	5%
											k			k						
4	46	18	19	3	6	21	25	9	37	6	12	8	6	5	23	23	38	1	3	4
	4%	3%	3%	3%	7%	3%	4%	5%	3%	4%	4%	3%	3%	3%	3%	5%	4%	2%	2%	9%
5	80	38	30	5	6	44	36	11	69	12	21	17	10	8	42	38	70	6	2	2
	6%	7%	5%	6%	7%	7%	6%	6%	6%	7%	7%	7%	5%	5%	5%	8%	7%	11%	2%	5%
																			r	
6	114	44	50	12	8	56	58	21	93	16	21	24	19	13	67	47	97	3	12	2
	9%	8%	9%	14%	9%	9%	9%	11%	9%	10%	7%	10%	8%	7%	8%	10%	9%	5%	12%	5%
7	139	58	60	13	8	70	68	21	118	20	28	29	19	22	83	55	118	8	9	4
	11%	11%	11%	14%	9%	12%	10%	11%	11%	12%	10%	12%	8%	13%	10%	12%	11%	13%	9%	9%
8	188	74	81	14	18	89	99	32	155	17	36	36	37	31	125	63	167	7	9	4
	15%	14%	14%	16%	20%	15%	15%	18%	14%	10%	13%	15%	16%	17%	16%	13%	16%	12%	9%	10%
								i												
9	215	92	102	13	8	105	110	22	193	27	42	42	51	31	131	84	178	14	19	4
	17%	18%	18%	15%	9%	17%	17%	12%	18%	16%	15%	18%	23%	18%	16%	18%	17%	24%	19%	10%
								g					gj							
10 - Extremely confident	436	177	201	25	33	202	234	58	378	59	112	77	73	57	298	138	353	20	44	18
	34%	34%	35%	28%	36%	33%	35%	32%	35%	36%	39%	33%	32%	32%	37%	29%	33%	33%	44%	47%
															o				p	
Net: Not confident (1-3)	52	19	24	4	4	23	28	8	43	7	12	4	11	9	28	23	47	-	3	2
	4%	4%	4%	5%	4%	4%	4%	5%	4%	5%	4%	2%	5%	5%	4%	5%	4%	-	3%	5%
												k								
Net: Not sure (4-6)	240	100	98	20	21	121	119	41	199	35	54	49	35	26	132	108	205	11	16	7
	19%	19%	17%	23%	23%	20%	18%	23%	18%	21%	19%	21%	16%	15%	17%	23%	19%	18%	16%	19%
																n				
Net: Confident (7-10)	977	401	443	65	68	466	511	133	844	122	219	183	180	141	637	340	816	49	82	30
	77%	77%	78%	72%	73%	76%	78%	73%	78%	74%	77%	78%	80%	80%	80%	72%	76%	82%	81%	76%
															o					
Mean	7.99	8.01	8.06	7.68	7.81	7.96	8.02	7.75	8.03	7.95	8.03	8.05	8.12	7.99	8.16	7.71	7.94	8.25	8.38	8.1
															o					
Standard Deviation	2.15	2.12	2.15	2.19	2.28	2.13	2.17	2.23	2.13	2.18	2.28	1.97	2.07	2.16	2.06	2.27	2.16	1.8	2.09	2.35

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 684

Q8_1 - Confidence in explaining each label: Ad

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often to access the internet Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram usage Heavy user (k)	Medium user (l)	Light user (m)	Twitter usage Heavy user (n)	Medium user (o)	Light user (p)	Snapchat usage Heavy user (q)	Medium user (r)	Light user (s)	YouTube usage Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	1281	1196	68	17	1125	156	1102	135	711	201	369	563	141	577	359	140	782	403	115	763	610	308	363
Weighted Base	1268	1188	64*	16**	1110	158	1088	137	715	200	353	546	135	588	359	140	770	382	114	772	594	301	373
1 - Not at all confident	16	15	1	-	13	3	13	2	9	1	6	6	3	7	2	1	13	4	-	12	9	5	2
	1%	1%	1%	-	1%	2%	1%	2%	1%	*	2%	1%	2%	1%	1%	1%	2%	1%	-	2%	2%	2%	*
2	16	15	1	1	15	1	14	1	7	2	7	6	2	8	6	1	9	5	1	10	5	4	7
	1%	1%	1%	6%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%
3	20	19	1	-	17	3	17	3	10	4	6	9	2	9	6	2	12	8	-	12	8	7	5
	2%	2%	2%	-	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	-	2%	1%	2%	1%
4	46	44	1	1	36	9	36	8	34	7	5	23	7	16	15	2	29	18	6	22	29	6	11
	4%	4%	2%	6%	3%	6%	3%	6%	5% j	3%	1%	4%	5%	3%	4%	1%	4%	5%	5%	3%	5% u	2%	3%
5	80	70	10	-	70	10	67	7	44	13	22	32	6	41	17	10	53	17	13	50	41	25	14
	6%	6%	16% a	-	6%	6%	6%	5%	6%	7%	6%	6%	5%	7%	5%	7%	7%	4% q	12%	6%	7% v	8%	4%
6	114	105	6	4	96	18	95	18	58	18	38	49	15	50	30	14	70	39	9	66	59	19	35
	9%	9%	9%	25%	9%	11%	9%	13%	8%	9%	11%	9%	11%	9%	8%	10%	9%	10%	8%	8%	10%	6%	10%
7	139	127	5	6	119	20	116	16	68	24	46	59	19	60	47	11	81	43	12	84	77	21	40
	11%	11%	8%	40%	11%	13%	11%	12%	10%	12%	13%	11%	14%	10%	13%	8%	11%	11%	10%	11%	13% u	7%	11%
8	188	176	11	-	167	21	162	18	117	25	46	77	16	95	55	24	109	58	16	113	87	50	51
	15%	15%	18%	-	15%	13%	15%	13%	16%	12%	13%	14%	12%	16%	15%	17%	14%	15%	14%	15%	15%	17%	14%
9	215	203	11	-	182	33	179	30	121	37	56	84	18	112	59	21	134	63	20	132	94	52	68
	17%	17%	18%	-	16%	21%	16%	22%	17%	19%	16%	15%	13%	19%	17%	15%	17%	16%	18%	17%	16%	17%	18%
10 - Extremely confident	436	415	17	4	396	40	389	33	247	69	120	200	46	190	122	54	260	127	36	272	185	111	139
	34%	35%	27%	24%	36% eg	25%	36% eg	24%	35%	34%	34%	37%	34%	32%	34%	39%	34%	33%	32%	35%	31%	37%	37%
Net: Not confident (1-3)	52	48	2	1	44	7	43	6	26	7	19	21	7	23	14	4	34	17	1	34	22	16	14
	4%	4%	4%	6%	4%	5%	4%	4%	4%	4%	5%	4%	5%	4%	4%	3%	4%	4%	1%	4%	4%	5%	4%
Net: Not sure (4-6)	240	218	17	5	203	37	199	33	136	38	66	104	28	108	62	26	152	74	28	137	129	50	61
	19%	18%	26%	31%	18%	24%	18%	24%	19%	19%	19%	19%	21%	18%	17%	19%	20%	19%	25%	18%	22% v	17%	16%
Net: Confident (7-10)	977	922	45	10	863	114	845	98	553	155	269	421	99	457	283	110	584	291	84	601	443	234	299
	77%	78%	70%	63%	78%	72%	78%	71%	77%	77%	76%	77%	74%	78%	79%	79%	76%	76%	74%	78%	75%	78%	80%
Mean	7.99	8.02	7.69	6.97	8.04 e	7.66	8.04 e	7.67	8.01	8.03	7.92	8.03	7.78	8.01	8.01	8.22	7.94	7.93	7.94	8.03	7.83	8.07	8.19 t
Standard Deviation	2.15	2.15	2.17	2.17	2.14	2.22	2.14	2.19	2.14	2.09	2.2	2.16	2.31	2.1	2.1	1.99	2.2	2.17	2.03	2.16	2.16	2.23	2.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 685

Q8_1 - Confidence in explaining each label: Ad

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1281	253	1028	710	571	253	1028	1281	172	234	476	1208	73	1211	70	558	535	393	236	278	326	183
Weighted Base	1268	244	1024	692	576	244	1024	1268	169	224	462	1197	71*	1201	67*	543	539	392	238	277	332	188
1 - Not at all confident	16	3	13	6	10	3	13	16	3	3	6	13	3	11	5	6	3	5	2	5	2	2
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	5% k	1%	8% m	1%	1%	1%	1%	2%	1%	1%
2	16	1	15	6	10	1	15	16	2	-	4	13	3	11	5	5	8	4	1	2	-	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	4% k	1%	7% m	1%	1%	1%	*	1%	-	-
3	20	2	18	12	8	2	18	20	1	3	4	18	2	17	3	6	9	4	2	4	3	3
	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	3%	1%	4%	1%	2%	1%	1%	2%	1%	2%
4	46	11	35	22	24	11	35	46	5	7	13	40	6	39	7	9	25	9	12	10	7	6
	4%	4%	3%	3%	4%	4%	3%	4%	3%	3%	3%	3%	8% k	3%	10% m	2%	5% o	2%	5% t	4%	2%	3%
5	80	14	65	38	42	14	65	80	9	20	31	70	10	72	8	32	28	21	16	20	10	6
	6%	6%	6%	6%	7%	6%	6%	6%	5%	9%	7%	6%	14% k	6%	12%	6%	5%	5%	7% t	7% t	3%	3%
6	114	21	94	59	55	21	94	114	18	14	40	108	6	111	4	41	59	30	23	27	31	16
	9%	8%	9%	9%	10%	8%	9%	9%	11%	6%	9%	9%	9%	9%	5%	8%	11%	8%	10%	10%	9%	8%
7	139	17	121	65	74	17	121	139	28	33	50	132	7	133	6	53	57	48	26	37	30	26
	11%	7%	12% a	9%	13% e	7%	12% e	11%	16% g	15%	11%	11%	9%	11%	8%	10%	11%	12%	11%	13%	9%	14%
8	188	38	149	113	75	38	149	188	31	28	70	178	10	179	9	84	77	63	41	36	54	31
	15%	16%	15%	16%	13%	16%	15%	15%	18%	12%	15%	15%	14%	15%	13%	15%	14%	16%	17%	13%	16%	17%
9	215	39	176	109	106	39	176	215	34	37	77	206	8	209	6	87	98	84	35	45	58	29
	17%	16%	17%	16%	18%	16%	17%	17%	20%	17%	17%	17%	12%	17%	8%	16%	18% r	21%	15%	16%	17%	15%
10 - Extremely confident	436	98	338	263	173	98	338	436	38	79	166	419	17	420	16	219	175	124	79	90	137	69
	34%	40% b	33%	38% df	30%	40% df	33%	34%	23%	35% h	36% h	35% l	23%	35%	24%	40% p	32%	32%	33%	32%	41% qs	37%
Net: Not confident (1-3)	52	6	45	24	28	6	45	52	6	6	14	44	8	39	13	16	20	13	5	12	5	5
	4%	3%	4%	3%	5%	3%	4%	4%	4%	3%	3%	4%	11% k	3%	19% m	3%	4%	3%	2%	4% t	1%	3%
Net: Not sure (4-6)	240	46	194	119	120	46	194	240	31	41	84	218	22	222	18	83	113	60	52	57	48	27
	19%	19%	19%	17%	21%	19%	19%	19%	19%	18%	18%	18%	30% k	18%	27%	15%	21% o	15%	22% qt	20%	14%	15%
Net: Confident (7-10)	977	193	784	549	427	193	784	977	131	177	363	935	42	941	36	444	407	319	180	209	279	155
	77%	79%	77%	79% d	74%	79%	77%	77%	78%	79%	79%	78% l	58%	78% n	54%	82% p	75%	81%	76%	75%	84% rs	83%
Mean	7.99	8.21	7.94	8.16 df	7.79	8.21 d	7.94	7.99	7.79	8.05	8.11	8.06 l	6.89	8.08 n	6.43	8.29 p	7.96	8.11	7.96	7.87	8.46 qrs	8.22
Standard Deviation	2.15	2.09	2.16	2.06	2.23	2.09	2.16	2.15	2.01	2.06	2.07	2.1	2.69	2.06	3.02	2.01	2.11	2.01	2.06	2.19	1.79	1.94

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 686

Q8_2 - Confidence in explaining each label: Advert

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
									Demographics											
Unweighted Base	1223	478	543	98	104	576	647	202	1021	149	253	230	230	159	743	480	1076	34	92	21
Weighted Base	1214	498	551	82*	83*	580	634	165	1049	142	276	228	234	169	742	472	1015	52*	108*	39**
1 - Not at all confident	9	3	5	1	-	4	5	1	8	1	4	1	1	1	5	4	8	-	1	-
	1%	1%	1%	1%	-	1%	1%	*	1%	1%	2%	*	*	1%	1%	1%	1%	-	1%	-
2	11	4	5	2	1	6	5	2	9	-	1	3	2	3	6	5	11	-	-	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	*	1%	1%	2%	1%	1%	1%	-	-	-
3	15	8	5	-	1	8	6	1	13	3	4	2	3	1	6	8	11	1	3	-
	1%	2%	1%	-	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	3%	2%	-
4	34	14	15	2	3	16	18	5	29	3	15	3	7	2	17	17	28	-	5	2
	3%	3%	3%	2%	4%	3%	3%	3%	3%	2%	5% hkm	1%	3%	1%	2%	4%	3%	-	4%	4%
5	68	34	26	4	5	38	31	9	59	14	18	15	8	4	33	35	59	3	4	2
	6%	7%	5%	5%	6%	6%	5%	5%	6%	10% hlm	7%	6%	3%	2%	4%	7% n	6%	6%	3%	5%
6	87	29	45	6	7	35	52	13	74	16	19	19	15	4	44	43	78	3	6	-
	7%	6%	8%	8%	8%	6%	8%	8% m	7%	12% m	7%	8% m	7%	2%	6%	9% n	8%	6%	5%	-
7	131	48	61	10	11	58	73	22	109	13	24	33	22	18	81	50	107	6	12	6
	11%	10%	11%	12%	14%	10%	11%	13%	10%	9%	9% j	14%	9%	10%	11%	11%	11%	11%	11%	14%
8	145	59	58	18	9	77	68	28	117	17	31	25	22	22	91	54	120	6	11	8
	12%	12%	11%	23% d	11%	13%	11%	17% hl	11%	12%	11%	11%	10%	13%	12%	11%	12%	11%	10%	20%
9	214	87	105	10	12	97	116	21	192	20	47	36	52	37	126	87	196	6	10	2
	18%	18%	19%	12%	14%	17%	18%	13%	18%	14%	17%	16%	22% g	22% g	17%	19%	19% r	11%	10%	5%
10 - Extremely confident	501	212	226	29	34	241	260	63	438	55	112	92	102	77	332	169	397	26	58	20
	41%	43%	41%	35%	41%	42%	41%	38%	42%	39%	41%	40%	44%	45%	45% o	36%	39%	51%	53% p	52%
Net: Not confident (1-3)	34	15	15	2	2	18	17	5	30	4	10	6	6	5	17	17	30	1	3	-
	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	3%	3%	-
Net: Not sure (4-6)	189	76	86	12	15	88	101	27	162	33	52	37	30	10	94	95	165	6	14	4
	16%	15%	16%	15%	18%	15%	16%	16% m	15% m	24% hlm	19% m	16% m	13% m	6%	13%	20% n	16%	12%	13%	9%
Net: Confident (7-10)	990	407	450	67	66	474	517	133	857	105	215	185	199	154	630	360	820	44	91	35
	82%	82%	82%	82%	80%	82%	81%	81%	82% i	74%	78%	81%	85% i	91% ghijk	85% o	76%	81%	85%	84%	91%
Mean	8.3	8.33	8.32	8.12	8.19	8.3	8.31	8.16	8.33	8.06	8.14	8.25	8.52 ij	8.69 ghijk	8.47 o	8.04	8.26	8.56	8.51	8.62
Standard Deviation	2.02	2.04	2	2	2.03	2.03	2	2.01	2.02	2.07	2.21	1.97	1.91	1.8	1.92	2.13	2.03	1.87	2.06	1.76

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 687

Q8_2 - Confidence in explaining each label: Advert

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	1223	1132	75	16	1065	158	1046	137	666	200	357	526	137	560	324	141	758	377	113	733	588	290	345
Weighted Base	1214	1128	72*	15**	1054	160	1036	139	670	201	342	510	134	570	323	140	750	360	112	742	571	287	356
1 - Not at all confident	9	8	1	-	8	1	8	1	5	1	3	4	1	4	2	-	7	2	1	6	5	3	1
	1%	1%	1%	-	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	*
2	11	11	-	-	10	1	8	1	8	-	3	4	3	4	5	1	5	4	1	6	5	4	3
	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	15	13	1	1	12	2	11	1	6	3	6	7	3	4	3	3	9	6	1	7	8	3	3
	1%	1%	1%	7%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
4	34	27	6	1	25	9	24	8	22	4	8	16	6	12	13	3	18	13	4	17	22	4	8
	3%	2%	8% a	7%	2%	5% df	2%	5% df	3%	2%	2%	3%	5%	2%	4%	2%	2%	4%	4%	2%	4% u	1%	2%
5	68	60	7	1	53	15	52	9	42	13	13	35	6	27	13	8	46	26	10	33	41	12	14
	6%	5%	10%	6%	5%	9% df	5%	6%	6%	7%	4%	7%	4%	5%	4%	6%	6%	7%	8%	4%	7%	4%	4%
6	87	74	9	4	73	14	72	14	49	15	30	42	15	30	29	10	48	41	10	37	53	19	15
	7%	7%	12%	26%	7%	8%	7%	10%	7%	7%	7%	8%	11% m	5%	9%	7%	6%	11% s	9%	5%	9% v	7%	4%
7	131	119	9	3	114	18	111	15	71	26	34	55	17	59	32	22	77	43	13	75	67	29	34
	11%	11%	12%	23%	11%	11%	11%	11%	11%	13%	10%	11%	13%	10%	10%	16%	10%	12%	11%	10%	12%	10%	10%
8	145	138	6	-	122	23	119	22	76	24	45	66	13	66	48	16	81	51	14	80	74	26	44
	12%	12%	9%	-	12%	14%	11%	16%	11%	12%	13%	13%	9%	12%	15%	11%	11%	14%	12%	11%	13%	9%	12%
9	214	199	14	1	186	28	186	24	114	38	62	71	27	115	52	23	138	44	23	146	93	55	66
	18%	18%	20%	6%	18%	17%	18%	17%	17%	19%	18%	14%	20%	20% k	16%	17%	18%	12%	20% q	20% q	16%	19%	18%
10 - Extremely confident	501	478	19	4	450	51	444	46	278	78	146	209	44	249	126	55	320	129	37	335	202	131	167
	41%	42% b	26%	25%	43% eg	32%	43% eg	33%	41%	39%	43%	41%	33%	44% l	39%	39%	43%	36%	33%	45% qr	35%	46% t	47% t
Net: Not confident (1-3)	34	32	2	1	30	4	27	3	19	4	11	15	7	12	10	4	21	13	3	19	18	9	7
	3%	3%	2%	7%	3%	3%	3%	2%	3%	2%	3%	3%	5% m	2%	3%	3%	3%	4%	3%	3%	3%	3%	2%
Net: Not sure (4-6)	189	161	22	6	152	37	149	30	113	32	44	93	27	69	55	21	113	79	23	87	117	35	37
	16%	14%	31% a	39%	14%	23% df	14%	22% df	17%	16%	13%	18% m	20% m	12%	17%	15%	15%	22% s	21% s	12%	20% uv	12%	10%
Net: Confident (7-10)	990	934	48	8	871	119	859	106	538	165	287	402	100	489	258	115	617	268	86	636	436	242	312
	82%	83% b	67%	54%	83% e	74%	83% e	76%	80%	82%	84%	79%	75%	86% kl	80%	82%	82%	75%	77%	86% qr	76%	84% t	87% t
Mean	8.3	8.37 b	7.57	7.02	8.37 eg	7.89	8.39 eg	7.98	8.25	8.3	8.41	8.18	7.88	8.52 kl	8.2	8.24	8.36	7.94	8.01	8.52 qr	8.01	8.5 t	8.62 t
Standard Deviation	2.02	1.99	2.2	2.24	2	2.11	1.97	2.07	2.07	1.89	1.98	2.08	2.24	1.87	2.06	1.95	2.01	2.12	2.08	1.93	2.1	1.99	1.83

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 688

Q8_2 - Confidence in explaining each label: Advert

Base: Cells 1-4 only: Ever uses social media

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1223	237	986	668	555	237	986	1077	154	223	439	1150	73	1160	63	515	528	359	214	261	288	160
Weighted Base	1214	229	985	649	565	229	985	1068	150	214	429	1141	73*	1153	61*	501	534	357	216	259	293	163
1 - Not at all confident	9	2	7	4	5	2	7	7	3	3	4	8	1	8	1	2	4	2	1	1	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	*	1%	1%	*	*	1%	1%
2	11	1	10	5	6	1	10	10	3	1	5	8	3	7	4	2	6	2	3	1	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	4% k	1%	6% m	*	1%	*	1% t	*	-	-
3	15	4	10	9	6	4	10	12	6	2	4	13	1	13	1	6	4	2	1	5	1	1
	1%	2%	1%	1%	1%	2%	1%	1%	4% gj	1%	1%	1%	2%	1%	2%	1%	1%	1%	*	2% t	*	1%
4	34	6	28	15	19	6	28	26	2	5	5	29	6	29	5	6	17	5	8	3	2	3
	3%	3%	3%	2%	3%	3%	3%	2%	1%	2%	1%	2%	8% k	2%	9% m	1%	3% o	1%	4% t	1%	1%	2%
5	68	9	59	30	38	9	59	50	7	9	24	57	11	57	11	22	35	11	10	17	6	3
	6%	4%	6%	5%	7%	4%	6%	5%	4%	4%	6%	5%	16% k	5%	18% m	4%	7%	3%	5%	6% tu	2%	2%
6	87	17	70	47	40	17	70	66	23	22	33	82	5	82	5	39	41	31	13	21	19	14
	7%	8%	7%	7%	7%	8%	7%	6%	15% gj	10% g	8%	7%	6%	7%	8%	8%	8%	9%	6%	8%	6%	9%
7	131	27	104	73	58	27	104	107	19	27	51	120	11	124	7	48	58	44	24	40	31	13
	11%	12%	11%	11%	10%	12%	11%	10%	13%	13%	12%	10%	16%	11%	12%	10%	11%	12%	11%	15% u	10%	8%
8	145	26	119	75	70	26	119	126	26	30	57	137	8	137	8	55	65	43	31	32	34	22
	12%	11%	12%	12%	12%	11%	12%	12%	17%	14%	13%	12%	11%	12%	13%	11%	12%	12%	14%	12%	11%	14%
9	214	34	180	112	102	34	180	199	28	28	71	202	12	208	6	95	90	75	37	41	55	28
	18%	15%	18%	17%	18%	15%	18%	19%	19%	13%	16%	18%	17%	18%	9%	19%	17%	21%	17%	16%	19%	17%
10 - Extremely confident	501	102	399	279	222	102	399	466	35	86	176	486	15	488	13	227	216	142	88	99	143	78
	41%	45%	40%	43%	39%	45%	40%	44% h	23%	40% h	41% h	43% l	20%	42% n	21%	45%	40%	40%	41%	38%	49% qrs	48%
Net: Not confident (1-3)	34	8	27	18	16	8	27	29	11	6	12	29	5	28	6	10	13	6	5	7	3	2
	3%	3%	3%	3%	3%	3%	3%	3%	8% gij	3%	3%	3%	7% k	2%	10% m	2%	2%	2%	2%	3%	1%	1%
Net: Not sure (4-6)	189	32	157	92	97	32	157	142	31	37	62	168	22	168	21	67	93	47	31	40	27	20
	16%	14%	16%	14%	17%	14%	16%	13%	21% g	17%	14%	15%	30% k	15%	35% m	13%	17%	13%	14%	16% t	9%	12%
Net: Confident (7-10)	990	189	802	539	452	189	802	898	107	171	354	944	46	956	34	424	428	304	180	212	263	140
	82%	83%	81%	83%	80%	83%	81%	84% h	72%	80%	83% h	83% l	63%	83% n	55%	85%	80%	85%	83%	82%	90% rs	86%
Mean	8.3	8.36	8.29	8.38	8.22	8.36	8.29	8.44 h	7.6	8.2 h	8.32 h	8.38 l	7.09	8.39 n	6.76	8.55 p	8.24	8.46	8.33	8.22	8.78 qrs	8.66 s
Standard Deviation	2.02	2.03	2.01	1.97	2.07	2.03	2.01	1.96	2.21	2.03	1.97	1.97	2.41	1.95	2.54	1.82	2.04	1.78	1.99	1.93	1.62	1.75

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 689

Q8_3 - Confidence in explaining each label: Advertisement

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Demographics																				
Unweighted Base	1196	475	521	102	98	577	619	200	996	137	237	225	231	166	730	466	1048	38	92	18
Weighted Base	1189	497	527	86*	79*	583	606	165	1024	131	258	223	236	176	732	458	990	58*	108*	33**
1 - Not at all confident	8	2	4	2	-	4	4	2	6	1	3	1	-	1	6	2	7	-	1	-
	1%	*	1%	2%	-	1%	1%	1%	1%	1%	1%	*	-	1%	1%	*	1%	-	1%	-
2	10	3	6	1	1	4	6	2	9	1	1	1	3	3	3	8	10	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	2%	* n	2%	1%	-	-	-
3	13	4	7	1	1	5	8	3	10	4	2	2	2	1	7	6	9	1	1	2
	1%	1%	1%	1%	2%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	6%
4	29	15	10	1	3	16	13	5	25	4	7	3	7	5	21	8	23	-	4	2
	2%	3%	2%	2%	4%	3%	2%	3%	2%	3%	3%	1%	3%	3%	3%	2%	2%	-	4%	5%
5	66	35	20	3	8	38	28	11	55	9	19	15	11	2	32	34	59	1	4	2
	6%	7% b	4%	3%	10%	6%	5%	7% m	5% m	7% m	7% m	7% m	5%	1%	4%	7% n	6%	3%	3%	6%
6	91	35	45	4	6	40	51	11	80	14	16	20	18	12	43	48	79	3	8	-
	8%	7%	8%	5%	8%	7%	8%	6%	8%	11%	6%	9%	8%	7%	6%	10% n	8%	5%	7%	-
7	94	33	39	12	10	46	49	22	72	11	16	24	12	10	55	39	79	4	10	2
	8%	7%	7%	14%	13%	8%	8%	14% hjlm	7%	8%	6%	11% l	5%	6%	8%	9%	8%	6%	9%	6%
8	166	76	73	12	6	88	79	18	149	19	43	32	29	26	108	59	134	8	16	7
	14%	15%	14%	14%	7%	15%	13%	11%	15%	14%	17%	14%	12%	15%	15%	13%	14%	14%	15%	23%
9	190	73	89	19	9	92	98	28	162	16	44	33	43	25	115	75	167	11	10	2
	16%	15%	17%	23% d	11%	16%	16%	17%	16%	12%	17%	15%	18%	14%	16%	16%	17%	18%	10%	6%
10 - Extremely confident	522	222	235	30	35	252	270	65	457	52	108	93	112	91	343	179	423	29	54	16
	44%	45%	45%	35%	44%	43%	44%	39%	45%	40%	42%	42%	48%	52% gi	47% o	39%	43%	51%	50%	49%
Net: Not confident (1-3)	31	9	16	4	2	13	18	6	25	6	6	4	5	5	16	15	26	1	2	2
	3%	2%	3%	5%	3%	2%	3%	4%	2%	4%	2%	2%	2%	3%	2%	3%	3%	2%	2%	6%
Net: Not sure (4-6)	186	85	75	8	18	93	93	26	160	27	41	37	35	19	96	90	162	5	16	4
	16%	17%	14%	10%	22% c	16%	15%	16%	16%	21% m	16%	17%	15%	11%	13%	20% n	16%	8%	15%	11%
Net: Confident (7-10)	972	404	436	74	59	478	495	133	839	98	211	182	196	152	620	352	803	52	90	28
	82%	81%	83%	86%	75%	82%	82%	81%	82%	75%	82%	82%	83%	86% i	85% o	77%	81%	89%	84%	83%
Mean	8.39	8.4	8.44	8.24	8.1	8.38	8.4	8.17	8.42	8.07	8.36	8.35	8.57 gi	8.67 gi	8.53 o	8.16	8.35	8.82	8.5	8.32
Standard Deviation	1.99	1.96	1.97	2.06	2.17	1.97	2	2.11	1.97	2.16	2.01	1.88	1.9	1.9	1.92	2.07	2	1.65	1.95	2.21

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 690

Q8_3 - Confidence in explaining each label: Advertisement

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	1196	1113	69	14	1038	158	1017	136	657	195	344	506	142	548	338	134	724	379	105	712	574	283	339
Weighted Base	1189	1111	65*	13**	1028	161	1008	139	664	196	329	492	138	559	340	133	716	361	104	724	560	281	348
1 - Not at all confident	8	7	1	-	7	1	6	1	4	1	3	2	2	4	3	-	5	2	1	5	4	3	1
	1%	1%	1%	-	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	*
2	10	10	-	-	7	3	7	3	5	1	4	5	-	5	2	-	8	2	1	8	3	3	5
	1%	1%	-	-	1%	2%	1%	2%	1%	*	1%	1%	-	1%	1%	-	1%	*	1%	1%	1%	1%	1%
3	13	13	-	-	11	2	11	2	6	5	3	7	-	6	3	-	10	6	-	7	9	1	3
	1%	1%	-	-	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	-	1%	2%	-	1%	2%	*	1%
4	29	24	4	1	21	8	21	7	18	5	7	9	7	13	8	6	15	14	1	14	12	10	8
	2%	2%	6% a	7%	2%	5% df	2%	5%	3%	3%	2%	2%	5%	2%	2%	5%	2%	4%	1%	2%	2%	3%	2%
5	66	58	6	2	56	10	55	6	45	12	9	31	11	24	23	8	35	20	11	35	37	16	13
	6%	5%	9%	15%	5%	6%	5%	4%	7%	6%	3%	6%	8%	4%	7%	6%	5%	6%	10% s	5%	7%	6%	4%
6	91	79	10	2	73	17	71	13	57	13	21	41	14	36	28	11	52	39	6	46	50	16	25
	8%	7%	16% a	13%	7%	11%	7%	10%	9% j	7%	6%	8%	10%	6%	8%	8%	7%	11% s	6%	6%	9%	6%	7%
7	94	87	5	3	79	15	76	13	47	16	31	42	16	37	24	16	54	36	8	50	57	23	15
	8%	8%	7%	21%	8%	9%	8%	10%	7%	8%	9%	8%	12% m	7%	7%	12%	8%	10% v	8%	7%	10%	8%	4%
8	166	155	10	1	141	25	137	23	99	25	42	80	15	72	55	21	91	64	18	84	90	26	50
	14%	14%	15%	9%	14%	16%	14%	17%	15%	13%	13%	16%	11%	13%	16%	16%	13%	18% s	18%	12%	16% u	9%	14%
9	190	177	13	-	163	26	162	24	99	32	60	73	22	95	56	15	120	54	16	120	88	49	53
	16%	16%	20%	-	16%	16%	16%	17%	15%	16%	18%	15%	16%	17%	16%	11%	17%	15%	16%	17%	16%	17%	15%
10 - Extremely confident	522	500	17	5	468	53	461	47	285	86	151	202	52	268	139	56	327	125	41	355	210	135	176
	44%	45% b	26%	35%	46% eg	33%	46% eg	34%	43%	44%	46%	41%	38%	48% kl	41%	42%	46%	35%	40%	49% q	38%	48% t	51% t
Net: Not confident (1-3)	31	30	1	-	25	6	24	6	14	6	10	14	2	15	8	-	23	10	2	19	15	7	9
	3%	3%	1%	-	2%	4%	2%	4%	2%	3%	3%	3%	1%	3%	2%	-	3% o	3%	2%	3%	3%	2%	3%
Net: Not sure (4-6)	186	161	20	5	151	35	147	26	119	30	36	81	31	73	59	26	102	72	18	96	99	41	46
	16%	15%	31% a	35%	15%	22% df	15%	19%	18% j	15%	11%	17%	23% m	13%	17%	19%	14%	20% s	17%	13%	18%	15%	13%
Net: Confident (7-10)	972	919	44	9	852	120	837	107	530	159	283	396	105	471	273	108	592	279	85	609	446	233	294
	82%	83% b	68%	65%	83% e	75%	83% e	77%	80%	81%	86% h	81%	76%	84% l	80%	81%	83%	77%	81%	84% q	80%	83%	84%
Mean	8.39	8.44 b	7.74	7.5	8.46 eg	7.93	8.47 eg	7.99	8.33	8.35	8.53	8.29	8.07	8.56 kl	8.31	8.28	8.44	8.06	8.28	8.57 q	8.19	8.49 t	8.63 t
Standard Deviation	1.99	1.97	2.09	2.18	1.95	2.15	1.94	2.15	1.99	2.03	1.94	1.99	2.09	1.95	1.99	1.87	2.01	2.01	1.98	1.95	1.98	2.04	1.92

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 691

Q8_3 - Confidence in explaining each label: Advertisement

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1196	229	967	643	553	229	967	1026	164	216	428	1124	72	1125	71	487	528	365	225	265	301	178
Weighted Base	1189	221	968	628	561	221	968	1017	160	207	419	1118	71*	1120	69*	474	535	364	228	265	306	184
1 - Not at all confident	8	2	6	3	5	2	6	7	2	2	5	7	1	6	2	2	4	2	2	2	2	1
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3% m	*	1%	1%	1%	1%	1%	1%
2	10	1	10	4	6	1	10	7	1	-	2	7	3	8	2	-	5	2	1	1	1	2
	1%	*	1%	1%	1%	*	1%	1%	1%	-	*	1%	4% k	1%	3% o	-	1%	1%	*	*	*	1%
3	13	2	11	5	8	2	11	7	1	2	3	13	-	12	1	6	4	2	1	5	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	*	2%	1%	1%
4	29	6	23	17	12	6	23	24	4	5	8	26	3	26	4	8	17	9	6	8	2	3
	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%	4%	2%	5%	2%	3%	2%	2%	3% t	1%	2%
5	66	6	60	28	38	6	60	49	16	9	23	58	8	54	12	21	32	12	11	18	11	4
	6%	3%	6% a	4%	7% e	3%	6% e	5%	10% gi	4%	6%	5%	12% k	5%	18% m	4%	6%	3%	5%	7% qu	4%	2%
6	91	19	72	42	48	19	72	67	18	17	28	79	11	80	11	33	36	31	14	25	14	11
	8%	9%	7%	7%	9%	9%	7%	7%	11%	8%	7%	7%	16% k	7%	15% m	7%	7%	8%	6%	9% t	5%	6%
7	94	18	76	53	42	18	76	68	24	16	34	84	10	85	9	39	42	31	18	20	24	14
	8%	8%	8%	8%	7%	8%	8%	7%	15% gij	7%	8%	8%	14%	8%	13%	8%	8%	9%	8%	8%	8%	8%
8	166	37	129	94	72	37	129	136	26	39	58	156	11	158	8	62	76	52	40	42	52	41
	14%	17%	13%	15%	13%	17%	13%	13%	16%	19% g	14%	14%	15%	14%	12%	13%	14%	14%	18%	16%	17%	22% q
9	190	31	159	88	102	31	159	166	31	34	73	180	10	184	6	86	82	66	43	46	44	18
	16%	14%	16%	14%	18%	14%	16%	16%	19%	16%	17%	16%	13%	16%	8%	18%	15%	18% u	19% u	17% u	15%	10%
10 - Extremely confident	522	99	423	293	229	99	423	486	38	84	185	507	15	507	15	217	238	158	91	99	153	87
	44%	45%	44%	47% d	41%	45%	44%	48% h	24%	41% h	44% h	45% l	21%	45% n	22%	46%	44%	44%	40%	37%	50% rs	47% s
Net: Not confident (1-3)	31	5	26	13	18	5	26	21	4	4	9	27	4	26	5	8	13	6	4	8	6	5
	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	2%	5%	2%	7% m	2%	2%	2%	2%	3%	2%	3%
Net: Not sure (4-6)	186	31	155	87	99	31	155	140	38	31	59	163	22	159	26	62	84	51	32	50	27	19
	16%	14%	16%	14%	18%	14%	16%	14%	24% gij	15%	14%	15%	31% k	14%	38% m	13%	16%	14% t	14%	19% tu	9%	10%
Net: Confident (7-10)	972	186	787	528	444	186	787	856	119	172	351	927	45	934	38	404	437	307	192	207	273	160
	82%	84%	81%	84% d	79%	84%	81%	84% h	74%	83% h	84% h	83% l	63%	83% n	55%	85%	82%	84% s	84% s	78%	89% s	87% s
Mean	8.39	8.46	8.37	8.5	8.27	8.46	8.37	8.56 h	7.74	8.4 h	8.46 h	8.46 l	7.25	8.48 n	6.92	8.58	8.38	8.51 s	8.43	8.18	8.73 s	8.55
Standard Deviation	1.99	1.91	2	1.91	2.06	1.91	2	1.91	1.98	1.86	1.94	1.95	2.25	1.92	2.38	1.8	2.02	1.83	1.87	2.03	1.72	1.85

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 692

Q8_4 - Confidence in explaining each label: Sp

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	211	93	85	18	15	111	100	33	178	36	70	41	25	6	132	79	189	5	16	1
Weighted Base	207	94*	88*	14**	11**	108	99*	25*	182	34*	74*	42*	26**	7**	130	76*	179	7**	19**	2**
1 - Not at all confident	15	6	9	1	-	7	9	1	14	3	4	3	1	2	6	9	9	3	3	-
	7%	6%	10%	6%	-	6%	9%	3%	8%	10%	6%	8%	5%	34%	5% n	12%	5%	42%	17%	-
2	9	4	5	-	-	4	5	-	9	-	5	4	-	-	6	3	9	-	-	-
	4%	4%	6%	-	-	4%	5%	-	5%	-	7%	9%	-	-	5%	4%	5%	-	-	-
3	10	6	2	1	1	7	3	2	8	2	2	-	3	1	6	4	8	1	1	-
	5%	6%	3%	8%	8%	6%	3%	8%	4%	6%	3%	-	11%	16%	5%	5%	4%	15%	7%	-
4	13	7	4	1	2	7	5	2	11	3	3	3	2	-	8	5	13	-	-	-
	6%	7%	5%	5%	14%	7%	6%	9%	6%	8%	4%	7%	7%	-	6%	6%	7%	-	-	-
5	21	8	12	-	1	8	13	1	20	1	7	6	5	1	17	5	15	2	3	2
	10%	9%	13%	-	13%	8%	13%	6%	11%	3%	10%	13%	19%	20%	13%	6%	8%	22%	18%	100%
6	31	17	12	-	3	17	14	3	29	5	9	10	3	2	21	11	28	2	2	-
	15%	18%	13%	-	26%	16%	15%	11%	16%	14%	13%	23%	11%	30%	16%	14%	15%	21%	13%	-
7	31	17	10	4	1	20	11	4	27	7	12	3	5	-	20	11	31	-	-	-
	15%	18%	11%	26%	6%	19%	11%	17%	15%	19%	17%	7%	19%	-	15%	14%	17%	-	-	-
8	36	19	13	4	1	23	14	5	32	7	16	6	3	-	20	17	34	-	2	-
	18%	20%	15%	29%	6%	21%	14%	19%	17%	22%	21%	14%	11%	-	15%	22%	19%	-	12%	-
9	13	4	7	1	2	5	8	3	11	-	4	4	2	-	9	4	11	-	3	-
	6%	4%	7%	10%	14%	5%	8%	12% i	6%	-	6%	9%	8%	-	7%	6%	6%	-	14%	-
10 - Extremely confident	26	7	15	2	2	9	17	4	22	6	10	4	2	-	18	8	22	-	4	-
	13%	7%	18% a	17%	14%	8%	17%	15%	12%	19%	13%	9%	8%	-	14%	11%	12%	-	20%	-
Net: Not confident (1-3)	34	16	16	2	1	18	17	3	32	5	12	7	4	3	18	16	26	4	5	-
	17%	17%	18%	14%	8%	16%	17%	11%	17%	16%	16%	18%	16%	50%	14%	21%	14%	57%	24%	-
Net: Not sure (4-6)	66	32	27	1	6	33	33	6	59	8	20	18	10	3	46	20	55	3	6	2
	32%	34%	31%	5%	52%	31%	33%	26%	33%	25%	27%	43%	38%	50%	35%	26%	31%	43%	30%	100%
Net: Confident (7-10)	107	46	45	11	4	57	49	15	91	20	42	16	12	-	66	40	98	-	8	-
	52%	49%	51%	81%	40%	53%	50%	63%	50%	60%	57%	39%	47%	-	51%	53%	55%	-	45%	-
Mean	6.28	6.09	6.31	7.17	6.5	6.23	6.33	6.87	6.2	6.53	6.46	5.93	6.1	3.63	6.39	6.09	6.43	3.23	6.19	5
Standard Deviation	2.59	2.39	2.85	2.54	2.33	2.42	2.78	2.42	2.61	2.72	2.57	2.66	2.36	2.3	2.48	2.78	2.48	2.26	3.25	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 693

Q8_4 - Confidence in explaining each label: Sp

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	211	191	17	3	165	46	153	38	137	27	47	128	36	47	97	41	73	115	26	70	144	39	28
Weighted Base	207	187	17**	3**	161	46*	149	39*	136	28**	43*	122	36*	49*	95*	40*	72*	110	26**	71*	140	37*	30**
1 - Not at all confident	15	12	3	-	13	2	13	2	7	2	6	5	1	9	1	3	11	5	-	11	8	2	5
	7%	7%	17%	-	8%	5%	9%	6%	5%	8%	13%	4%	3%	19% kl	1%	8% n	15% n	4%	-	15% q	6%	5%	16%
2	9	8	-	1	7	2	7	2	2	3	4	3	5	1	3	2	4	4	2	3	5	2	2
	4%	4%	-	38%	4%	4%	5%	5%	1%	11%	9% h	2%	14% km	2%	3%	5%	6%	4%	8%	4%	4%	5%	7%
3	10	9	1	-	7	3	7	2	8	-	2	6	2	2	2	2	6	4	2	4	7	2	1
	5%	5%	6%	-	5%	6%	5%	5%	6%	-	4%	5%	6%	4%	2%	5%	9%	4%	7%	6%	5%	5%	3%
4	13	12	1	-	9	4	9	2	8	3	3	8	2	3	6	2	5	8	1	4	12	1	1
	6%	6%	6%	-	6%	8%	6%	5%	6%	10%	6%	6%	6%	6%	7%	5%	6%	7%	4%	6%	8%	2%	2%
5	21	20	1	-	16	5	16	5	13	5	3	9	4	8	10	5	6	10	3	8	15	3	3
	10%	11%	8%	-	10%	11%	11%	14%	10%	18%	7%	8%	10%	17%	10%	13%	9%	9%	11%	12%	11%	9%	10%
6	31	26	6	-	28	4	23	4	22	5	7	18	7	7	16	4	11	17	5	10	20	7	4
	15%	14%	35%	-	17%	8%	15%	10%	16%	17%	11%	14%	19%	14%	17%	10%	16%	15%	19%	14%	15%	19%	13%
7	31	30	1	-	20	11	19	6	22	1	8	23	5	4	15	9	7	20	3	8	25	3	3
	15%	16%	4%	-	13%	23%	13%	15%	16%	4%	19%	19%	13%	7%	16%	21%	10%	18%	11%	11%	18%	7%	10%
8	36	32	3	2	27	10	22	10	26	4	6	22	6	8	16	6	15	21	4	12	20	11	6
	18%	17%	17%	62%	17%	21%	15%	25%	19%	16%	14%	18%	18%	16%	17%	15%	21%	19%	14%	16%	14%	29% t	20%
9	13	13	-	-	9	4	9	4	11	2	1	11	1	1	12	2	-	6	5	3	10	3	-
	6%	7%	-	-	6%	8%	6%	10%	8%	7%	2%	9%	3%	2%	12% p	4%	-	5%	18%	4%	7%	8%	-
10 - Extremely confident	26	25	1	-	24	2	23	2	17	2	6	18	3	5	14	6	6	15	2	8	17	4	5
	13%	13%	8%	-	15% e	4%	16%	5%	13%	9%	14%	14%	8%	11%	15%	14%	8%	14%	8%	12%	12%	10%	18%
Net: Not confident (1-3)	34	30	4	1	27	7	27	6	18	5	12	14	8	12	6	7	21	13	4	18	21	6	8
	17%	16%	23%	38%	17%	15%	18%	16%	13%	19%	27% h	11%	23%	26% k	6%	18% n	30% n	11%	15%	25% q	15%	16%	26%
Net: Not sure (4-6)	66	58	8	-	53	13	48	11	43	12	10	35	13	18	32	11	22	35	9	22	47	11	8
	32%	31%	48%	-	33%	28%	32%	29%	32%	45%	24%	28%	35%	38%	34%	28%	31%	32%	34%	31%	34%	30%	26%
Net: Confident (7-10)	107	100	5	2	80	26	74	21	75	10	21	74	15	18	57	22	28	62	13	31	73	20	14
	52%	53%	29%	62%	50%	57%	49%	55%	55%	36%	49%	60% m	42%	37%	60% p	54%	39%	57%	51%	44%	52%	54%	48%
Mean	6.28	6.36	5.46	5.71	6.3	6.2	6.23	6.28	6.56	5.71	5.76	6.76 lm	5.78	5.43	6.98 p	6.22	5.38	6.59 s	6.55	5.71	6.3	6.5	5.89
Standard Deviation	2.59	2.57	2.69	3.71	2.67	2.33	2.75	2.44	2.42	2.69	2.98	2.37	2.55	2.91	2.17	2.69	2.8	2.4	2.37	2.89	2.51	2.51	3.12

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 694

Q8_4 - Confidence in explaining each label: Sp

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	211	75	136	146	65	75	136	172	211	112	135	200	11	198	13	120	65	91	51	64	57	43
Weighted Base	207	72*	135	141	66*	72*	135	169	207	107	131	196	11**	194	13**	118	65*	90*	50*	63*	55*	43*
1 - Not at all confident	15	2	13	3	12	2	13	13	15	4	8	13	2	13	2	4	6	5	1	4	1	1
	7%	3%	10%	2%	19% ce	3%	10% c	8%	7%	4%	6%	7%	21%	7%	17%	3%	9%	5%	2%	7%	2%	2%
2	9	2	7	6	3	2	7	7	9	1	4	8	1	8	1	4	2	5	3	3	2	3
	4%	3%	5%	4%	5%	3%	5%	4%	4%	1%	3%	4%	9%	4%	7%	3%	3%	5%	6%	5%	4%	7%
3	10	3	7	6	4	3	7	8	10	2	5	10	-	10	-	5	4	4	3	4	1	3
	5%	4%	5%	4%	6%	4%	5%	5%	5%	2%	4%	5%	-	5%	-	4%	6%	5%	6%	6%	2%	8%
4	13	4	9	9	4	4	9	9	13	5	6	13	-	13	-	8	3	6	2	7	5	4
	6%	6%	6%	6%	6%	6%	6%	5%	6%	5%	5%	7%	-	7%	-	7%	4%	7%	4%	11%	10%	9%
5	21	6	15	14	7	6	15	17	21	8	14	19	2	19	2	11	10	8	7	7	7	2
	10%	9%	11%	10%	11%	9%	11%	10%	10%	8%	11%	10%	19%	10%	16%	9%	15%	9%	14%	11%	12%	4%
6	31	8	24	16	15	8	24	22	31	13	17	30	2	29	3	16	12	16	7	3	7	7
	15%	10%	18%	11%	23% ce	10%	18%	13%	15%	13%	13%	15%	18%	15%	22%	14% s	18%	17%	14%	4%	13%	16% s
7	31	12	19	25	5	12	19	27	31	17	21	31	-	29	2	15	14	13	6	12	8	6
	15%	17%	14%	18%	8%	17%	14%	16%	15%	16%	16%	16%	-	15%	16%	13%	22%	14%	11%	19%	15%	15%
8	36	15	22	30	7	15	22	29	36	25	23	35	2	35	2	23	10	17	7	11	16	8
	18%	20%	16%	21%	10%	20%	16%	17%	18%	23%	17%	18%	17%	18%	15%	20%	15%	19%	15%	17%	28%	20%
9	13	6	8	9	4	6	8	13	13	9	9	12	1	13	-	11	2	7	5	5	3	4
	6%	8%	6%	7%	6%	8%	6%	8%	6%	8%	7%	6%	9%	7%	-	10%	3%	8%	9%	7%	6%	9%
10 - Extremely confident	26	15	11	22	4	15	11	23	26	23	24	25	1	25	1	19	3	9	9	8	5	4
	13%	20% b	8%	16% d	6%	20% df	8%	13%	13%	21% h	18%	13%	8%	13%	7%	17% p	5%	10%	19%	12%	9%	9%
Net: Not confident (1-3)	34	7	28	15	19	7	28	28	34	7	17	31	3	31	3	13	12	14	7	11	4	7
	17%	10%	20% a	11%	29% ce	10%	20% ce	17% i	17% i	7%	13%	16%	29%	16%	24%	11%	18%	15%	14%	18%	7%	17%
Net: Not sure (4-6)	66	18	48	39	27	18	48	48	66	26	37	62	4	61	5	35	24	30	16	16	19	13
	32%	25%	35%	28%	40%	25%	35%	29%	32%	25%	28%	32%	37%	31%	38%	30%	37%	33%	32%	26%	35%	30%
Net: Confident (7-10)	107	47	59	87	20	47	59	92	107	74	77	103	4	102	5	69	29	46	27	35	32	23
	52%	65% b	44%	61% df	30%	65% df	44%	55%	52%	69% gh	58%	53%	34%	52%	37%	59%	44%	52%	54%	56%	58%	53%
Mean	6.28	7.04 b	5.87	6.8 df	5.15	7.04 df	5.87	6.36	6.28	7.28 gh	6.68	6.33	5.35	6.33	5.42	6.8 p	5.8	6.34	6.68	6.18	6.65	6.32
Standard Deviation	2.59	2.39	2.62	2.34	2.76	2.39	2.62	2.64	2.59	2.28	2.59	2.56	3.16	2.58	2.77	2.45	2.34	2.5	2.55	2.68	2.17	2.47

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 695

Q8_5 - Confidence in explaining each label: Spon

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																	Demographics			
Unweighted Base	277	94	127	30	26	124	153	56	221	58	68	43	36	16	177	100	245	6	24	2
Weighted Base	268	98*	128	23**	19**	121	148	43*	226	53*	74*	43*	38*	18**	173	96*	227	10**	28**	4**
1 - Not at all confident	5	2	1	1	-	3	1	1	3	1	-	-	1	1	4	1	3	-	2	-
	2%	2%	1%	6%	-	3%	1%	3%	1%	2%	-	-	3%	7%	2%	1%	1%	-	7%	-
2	6	3	2	1	-	4	2	1	5	-	4	1	-	-	5	1	6	-	-	-
	2%	3%	2%	3%	-	3%	1%	2%	2%	-	6%	2%	-	-	3%	1%	3%	-	-	-
3	13	6	4	1	1	7	6	3	10	-	6	1	3	-	11	2	10	2	1	-
	5%	6%	3%	6%	7%	6%	4%	6%	4%	-	8%	2%	8%	-	6%	2%	4%	18%	5%	-
										i		i								
4	20	7	10	-	2	7	13	2	18	3	5	3	4	1	10	10	14	-	6	-
	7%	7%	8%	-	12%	6%	9%	6%	8%	5%	4%	12%	8%	20%	6%	11%	6%	-	22%	-
5	25	5	17	2	1	7	18	3	22	4	5	6	6	1	18	7	20	2	1	2
	9%	5%	13%	8%	6%	6%	12%	7%	10%	8%	7%	14%	15%	6%	10%	8%	9%	18%	4%	47%
			a																	
6	26	9	12	3	1	12	14	5	21	4	9	5	1	2	13	13	24	2	1	-
	10%	9%	10%	15%	7%	10%	9%	11%	9%	7%	13%	13%	3%	11%	7%	14%	10%	16%	3%	-
7	44	19	20	3	2	22	23	5	39	12	13	5	8	2	25	19	39	3	2	-
	17%	20%	16%	11%	13%	18%	15%	12%	17%	22%	17%	11%	22%	10%	15%	20%	17%	32%	9%	-
8	40	15	15	5	5	20	20	10	30	6	10	7	3	4	20	19	33	-	5	2
	15%	15%	12%	20%	25%	16%	14%	22%	13%	12%	13%	16%	8%	22%	12%	20%	15%	-	17%	53%
9	27	13	9	2	2	15	11	5	22	3	8	6	4	1	17	10	25	-	2	-
	10%	13%	7%	11%	12%	13%	8%	11%	10%	5%	11%	14%	11%	6%	10%	10%	11%	-	7%	-
10 - Extremely confident	63	18	37	5	4	23	40	8	55	21	15	7	9	3	50	13	54	2	7	-
	24%	19%	29%	20%	19%	19%	27%	20%	24%	39%	21%	16%	23%	19%	29%	14%	24%	17%	26%	-
										ghjk					o					
Net: Not confident (1-3)	23	11	7	3	1	14	9	5	18	1	10	2	4	1	20	3	18	2	3	-
	9%	11%	6%	15%	7%	12%	6%	11%	8%	2%	14%	5%	10%	7%	11%	4%	8%	18%	12%	-
								i			i				o					
Net: Not sure (4-6)	71	21	40	5	5	26	45	10	61	11	17	16	10	7	40	31	58	3	8	2
	26%	22%	31%	23%	25%	22%	30%	24%	27%	20%	24%	39%	25%	36%	23%	32%	25%	34%	29%	47%
												i								
Net: Confident (7-10)	174	66	81	14	13	80	94	28	147	42	46	24	25	10	113	62	151	5	16	2
	65%	67%	63%	62%	69%	66%	64%	65%	65%	78%	62%	57%	64%	57%	65%	64%	67%	49%	59%	53%
										k										
Mean	7.15	7.05	7.24	6.97	7.24	7.04	7.24	7.09	7.16	7.9 hjk	6.97	6.93	6.98	6.69	7.21	7.04	7.25	6.28	6.71	6.58
Standard Deviation	2.39	2.43	2.36	2.66	2.26	2.46	2.34	2.46	2.38	2.15	2.46	2.23	2.51	2.63	2.57	2.03	2.33	2.28	2.92	1.74

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 696

Q8_5 - Confidence in explaining each label: Spon

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	277	250	24	3	227	50	217	40	160	40	77	164	34	79	112	35	130	129	33	115	174	60	43
Weighted Base	268	243	23**	2**	220	49*	210	39*	158	40*	71*	156	32*	81*	110	35*	123	119	33*	116	166	56*	47*
1 - Not at all confident	5	3	2	-	4	1	4	1	1	1	2	2	-	3	-	2	2	2	-	3	2	1	1
	2%	1%	8%	-	2%	2%	2%	2%	1%	3%	3%	1%	-	4%	-	6% n	2%	1%	-	3%	1%	2%	3%
2	6	5	1	-	4	2	4	1	2	1	3	2	2	2	2	1	3	4	1	1	5	1	-
	2%	2%	4%	-	2%	4%	2%	3%	1%	3%	4%	1%	6%	3%	2%	3%	2%	3%	3%	1%	3%	2%	-
3	13	12	1	-	13	-	13	-	6	-	7	7	1	5	5	1	7	3	-	9	7	3	2
	5%	5%	4%	-	6%	-	6%	-	4%	-	10% i	5%	3%	6%	4%	2%	6%	3%	-	8%	4%	6%	4%
4	20	19	1	-	16	4	16	4	11	3	6	9	3	8	8	1	11	10	1	9	12	4	4
	7%	8%	5%	-	7%	9%	7%	9%	7%	7%	9%	6%	10%	10%	8%	3%	9%	8%	4%	8%	7%	7%	10%
5	25	24	1	-	21	4	21	3	14	5	6	15	-	10	10	4	11	6	6	13	14	3	9
	9%	10%	5%	-	10%	8%	10%	8%	9%	12%	8%	9%	-	13% l	9%	11%	9%	5%	19% q	11%	8%	5%	19% tu
6	26	22	3	1	19	7	17	6	16	4	6	16	5	5	12	5	9	11	3	12	20	3	3
	10%	9%	12%	60%	9%	14%	8%	15%	10%	10%	8%	10%	15%	7%	11%	14%	7%	9%	9%	11%	12%	5%	6%
7	44	40	4	-	33	12	28	9	25	8	12	24	10	11	18	9	18	20	5	19	24	9	11
	17%	16%	19%	-	15%	24%	13%	22%	16%	19%	17%	15%	30% km	14%	16%	24%	14%	17%	16%	16%	15%	16%	24%
8	40	35	5	-	31	8	29	7	26	6	7	25	3	11	16	4	20	22	7	11	26	10	3
	15%	14%	20%	-	14%	17%	14%	19%	17%	16%	10%	16%	11%	14%	15%	11%	16%	18%	21%	10%	16%	19%	7%
9	27	24	3	-	19	8	19	7	21	3	3	19	3	5	15	5	8	16	3	8	16	9	2
	10%	10%	12%	-	9%	16%	9%	17%	14% j	7%	4%	12%	9%	6%	13%	13%	6%	13%	9%	7%	10%	16%	4%
10 - Extremely confident	63	60	2	1	60	3	60	2	35	9	19	39	5	20	24	5	35	26	6	31	40	12	11
	24%	25%	9%	40%	27% eg	6%	28% eg	5%	22%	23%	27%	25%	16%	25%	21%	14%	28%	22%	19%	26%	24%	22%	24%
Net: Not confident (1-3)	23	19	4	-	20	3	20	2	9	2	12	10	3	10	7	4	12	9	1	13	15	5	3
	9%	8%	17%	-	9%	6%	9%	5%	6%	6%	17% h	7%	9%	12%	6%	11%	10%	7%	3%	11%	9%	10%	7%
Net: Not sure (4-6)	71	64	5	1	56	15	54	12	41	12	18	39	8	24	30	10	31	26	10	34	45	10	16
	26%	27%	22%	60%	25%	31%	26%	31%	26%	29%	26%	25%	25%	30%	28%	27%	25%	22%	31%	29%	27%	17%	35%
Net: Confident (7-10)	174	159	14	1	144	31	136	25	108	26	41	107	21	47	73	22	80	84	22	68	106	41	27
	65%	66%	61%	40%	65%	63%	65%	63%	68%	65%	58%	68%	66%	58%	66%	62%	65%	71%	65%	59%	64%	73%	59%
Mean	7.15	7.21	6.44	7.59	7.24	6.76	7.23	6.83	7.37 j	7.11	6.69	7.39	6.87	6.79	7.27	6.76	7.15	7.33	7.24	6.94	7.17	7.37	6.83
Standard Deviation	2.39	2.36	2.68	2.56	2.45	2.11	2.49	2.06	2.2	2.36	2.76	2.26	2.26	2.65	2.22	2.45	2.53	2.32	2.08	2.55	2.39	2.4	2.4

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 697

Q8_5 - Confidence in explaining each label: Spon

Base: Cells 1-4 only: Ever uses social media

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	277	91	186	177	100	91	186	234	112	277	184	263	14	265	12	158	92	93	58	72	75	48
Weighted Base	268	87*	181	167	102*	87*	181	224	107	268	177	256	12**	258	11**	150	94*	91*	57*	70*	72*	47*
1 - Not at all confident	5	2	3	2	3	2	3	3	3	5	2	4	1	3	2	1	3	3	-	1	-	-
	2%	2%	2%	1%	3%	2%	2%	2%	3%	2%	1%	2%	5%	1%	15%	1%	3%	3%	-	2%	-	-
2	6	3	3	5	1	3	3	5	2	6	4	6	-	6	-	2	3	2	1	1	1	-
	2%	3%	2%	3%	1%	3%	2%	2%	2%	2%	2%	2%	-	2%	-	1%	3%	2%	2%	1%	1%	-
3	13	2	11	8	5	2	11	11	3	13	5	13	-	13	-	4	6	8	4	2	2	3
	5%	2%	6%	5%	5%	2%	6%	5%	3%	5%	3%	5%	-	5%	-	3%	7%	8%	7%	3%	3%	6%
4	20	7	13	9	11	7	13	13	6	20	10	17	3	18	2	6	10	5	3	6	1	3
	7%	8%	7%	5%	11%	8%	7%	6%	6%	7%	6%	7%	27%	7%	15%	4%	11% o	5%	6%	9% t	1%	7%
5	25	11	14	13	12	11	14	22	4	25	17	22	3	23	2	11	9	6	8	6	6	2
	9%	12%	8%	8%	11%	12%	8%	10% h	4%	9%	10%	9%	24%	9%	19%	7%	9%	7%	13%	11%	8%	4%
6	26	7	19	15	11	7	19	18	10	26	11	24	2	24	2	13	10	9	2	7	6	6
	10%	8%	10%	9%	11%	8%	10%	8%	9%	10%	6%	9%	15%	9%	17%	9%	11%	10%	4%	9%	8%	12%
7	44	11	33	24	21	11	33	32	23	44	30	44	1	43	2	20	23	13	5	5	11	10
	17%	13%	18%	14%	20%	13%	18%	14%	21%	17%	17%	17%	7%	17%	18%	13%	24% o	15%	8%	8%	15%	21% s
8	40	12	28	25	15	12	28	35	19	40	29	40	-	40	-	25	12	16	9	15	13	8
	15%	14%	15%	15%	15%	14%	15%	15%	18%	15%	16%	16%	-	15%	-	17%	13%	18%	16%	22%	19%	17%
9	27	9	18	21	6	9	18	26	14	27	16	26	1	26	1	22	4	11	9	6	8	6
	10%	11%	10%	13%	6%	11%	10%	12%	13%	10%	9%	10%	7%	10%	8%	15% p	4%	12%	16%	8%	11%	12%
10 - Extremely confident	63	24	39	46	17	24	39	59	24	63	53	62	2	63	1	46	14	18	16	19	24	10
	24%	28%	21%	28%	17%	28%	21%	26%	22%	24%	30%	24%	14%	24%	8%	31% p	15%	20%	29%	28%	33%	21%
Net: Not confident (1-3)	23	6	17	14	9	6	17	19	8	23	11	22	1	21	2	7	12	13	5	4	3	3
	9%	7%	9%	8%	9%	7%	9%	8%	7%	9%	6%	9%	5%	8%	15%	5% o	13% t	14%	8%	6%	4%	6%
Net: Not sure (4-6)	71	24	47	37	34	24	47	54	20	71	39	63	8	65	6	29	29	20	13	20	12	11
	26%	28%	26%	22%	33%	28%	26%	24%	18%	26%	22%	25%	66%	25%	51%	19%	31% o	22%	22%	29%	17%	23%
Net: Confident (7-10)	174	57	118	115	59	57	118	152	80	174	127	171	4	171	4	114	52	58	39	46	56	33
	65%	65%	65%	69%	58%	65%	65%	68%	74%	65%	72%	67%	29%	66%	34%	76% p	56%	64%	69%	65%	78%	70%
Mean	7.15	7.29	7.08	7.43 d	6.69	7.29	7.08	7.33	7.4	7.15	7.51	7.22	5.82	7.22	5.52	7.82 p	6.41	6.98	7.52	7.36	7.95 q	7.36
Standard Deviation	2.39	2.47	2.36	2.38	2.35	2.47	2.36	2.4	2.28	2.39	2.31	2.37	2.47	2.36	2.67	2.15	2.41	2.53	2.41	2.39	2.03	2.1

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 698

Q8_6 - Confidence in explaining each label: Sponsored

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1272	492	556	108	116	600	672	224	1048	171	245	232	225	175	767	505	1121	44	86	21
Weighted Base	1260	515	562	91*	91	606	654	182	1078	162	268	231	231	186	766	494	1052	68*	101*	39**
1 - Not at all confident	18	6	9	1	2	7	11	3	15	3	4	3	4	1	10	7	14	-	2	2
	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	-	2%	5%
2	14	4	8	1	2	5	9	2	12	-	4	2	3	2	9	5	11	2	1	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	2%	1%	-
3	18	7	8	3	-	10	8	3	16	3	5	4	-	4	10	9	14	2	2	-
	1%	1%	2%	3%	-	2%	1%	2%	1%	2%	2%	2%	-	2%	1%	2%	1%	3%	2%	-
										l		l		l						
4	44	20	14	3	6	23	21	10	34	8	6	5	11	4	19	25	36	3	3	2
	3%	4%	3%	4%	7%	4%	3%	5%	3%	5%	2%	2%	5%	2%	3%	5%	3%	4%	3%	4%
																n				
5	72	30	32	3	7	33	39	11	61	11	16	21	6	8	38	34	65	3	1	2
	6%	6%	6%	4%	8%	5%	6%	6%	6%	7%	6%	9%	2%	5%	5%	7%	6%	5%	1%	5%
										l		l								
6	97	33	53	5	5	39	58	11	86	19	22	15	15	15	50	47	85	3	8	-
	8%	6%	9%	6%	6%	6%	9%	6%	8%	12%	8%	6%	7%	8%	6%	10%	8%	5%	8%	-
										g						n				
7	154	61	61	19	13	80	74	31	123	24	25	27	26	21	93	61	125	13	11	5
	12%	12%	11%	20%	14%	13%	11%	17%	11%	15%	9%	12%	11%	11%	12%	12%	12%	19%	11%	14%
								hj												
8	179	81	71	11	16	92	87	27	152	16	39	38	34	25	107	72	155	8	16	-
	14%	16%	13%	13%	17%	15%	13%	15%	14%	10%	14%	17%	15%	13%	14%	15%	15%	11%	16%	-
9	189	76	86	19	8	95	93	27	162	18	43	26	39	36	121	67	161	15	10	2
	15%	15%	15%	21%	8%	16%	14%	15%	15%	11%	16%	11%	17%	20%	16%	14%	15%	22%	10%	5%
				d										ik						
10 - Extremely confident	475	197	220	25	33	222	253	58	417	61	104	90	94	69	308	167	385	20	45	26
	38%	38%	39%	28%	36%	37%	39%	32%	39%	37%	39%	39%	41%	37%	40%	34%	37%	30%	44%	67%
																o				
Net: Not confident (1-3)	50	17	25	4	4	21	29	8	42	6	14	9	7	8	29	21	39	3	6	2
	4%	3%	4%	5%	4%	4%	4%	4%	4%	3%	5%	4%	3%	4%	4%	4%	4%	5%	6%	5%
Net: Not sure (4-6)	213	83	99	12	19	95	118	31	181	38	44	40	32	28	107	106	187	9	13	4
	17%	16%	18%	14%	21%	16%	18%	17%	17%	24%	16%	17%	14%	15%	14%	21%	18%	13%	12%	10%
										hlm						n				
Net: Confident (7-10)	997	416	439	74	69	489	507	143	854	118	211	182	192	151	630	367	826	55	83	33
	79%	81%	78%	82%	75%	81%	78%	78%	79%	73%	79%	79%	83%	81%	82%	74%	78%	82%	82%	85%
													i			o				
Mean	8.08	8.14	8.1	7.91	7.77	8.11	8.05	7.84	8.12	7.86	8.11	8.07	8.29	8.21	8.23	7.85	8.05	7.98	8.22	8.57
													g		o					
Standard Deviation	2.15	2.09	2.18	2.05	2.34	2.08	2.21	2.2	2.14	2.22	2.2	2.13	2.08	2.04	2.09	2.22	2.13	2.08	2.22	2.5

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 699

Q8_6 - Confidence in explaining each label: Sponsored

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	1272	1189	71	12	1109	163	1089	139	715	189	368	555	145	572	349	150	773	402	117	753	610	299	363
Weighted Base	1260	1182	66*	11**	1095	165	1076	141	724	186	350	535	139	586	347	151	761	380	116	764	591	295	373
1 - Not at all confident	18	16	2	-	17	1	16	1	9	4	5	8	-	10	2	-	16	3	1	14	8	5	5
	1%	1%	3%	-	2%	1%	1%	1%	1%	2%	1%	2%	-	2%	1%	-	2%	1%	1%	2%	1%	2%	1%
2	14	13	1	-	11	3	11	2	8	-	6	6	1	6	3	-	11	4	1	9	5	2	7
	1%	1%	2%	-	1%	2%	1%	1%	1%	-	2%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%
3	18	16	1	1	17	2	16	2	13	-	5	8	2	9	6	1	11	5	5	8	7	4	8
	1%	1%	1%	10%	2%	1%	1%	1%	2%	-	2%	1%	1%	1%	2%	1%	1%	1%	4% qs	1%	1%	1%	2%
4	44	38	5	-	32	12	31	10	31	5	8	18	8	17	11	4	28	20	2	22	25	6	13
	3%	3%	8% a	-	3%	7% df	3%	7% df	4%	2%	2%	3%	6%	3%	3%	3%	4%	5%	1%	3%	4%	2%	3%
5	72	67	4	1	60	12	59	8	38	13	21	26	12	35	21	10	41	23	9	39	38	17	18
	6%	6%	6%	8%	5%	7%	5%	6%	5%	7%	6%	5%	8%	6%	6%	6%	5%	6%	8%	5%	6%	6%	5%
6	97	92	5	-	88	9	87	5	59	15	23	43	10	44	24	16	57	33	7	57	58	15	24
	8%	8%	7%	-	8%	5%	8%	4%	8%	8%	7%	8%	7%	7%	7%	10%	8%	9%	6%	7%	10% u	5%	6%
7	154	138	13	3	128	26	124	23	91	15	48	70	27	58	39	28	87	51	23	80	73	39	42
	12%	12%	20% a	26%	12%	16%	12%	16%	13%	8%	14%	13%	19% m	10%	11%	19% np	11%	13%	20% s	10%	12%	13%	11%
8	179	169	8	3	152	27	150	25	98	37	44	84	17	78	54	25	99	58	19	103	91	44	44
	14%	14%	11%	23%	14%	16%	14%	18%	14%	20% hj	12%	16%	13%	13%	16%	17%	13%	15%	16%	13%	15%	15%	12%
9	189	177	12	-	163	26	161	23	94	32	62	73	18	97	60	13	115	54	13	121	85	45	58
	15%	15%	18%	-	15%	16%	15%	16%	13%	17%	18% h	14%	13%	17%	17% o	9%	15%	14%	11%	16%	14%	15%	16%
10 - Extremely confident	475	455	16	4	428	47	421	41	282	65	128	199	44	232	128	53	295	128	37	311	200	120	155
	38%	39% b	24%	33%	39% eg	29%	39% eg	29%	39%	35%	37%	37%	32%	40%	37%	35%	39%	34%	32%	41% q	34%	41% t	42%
Net: Not confident (1-3)	50	45	4	1	44	6	42	5	29	4	16	23	3	25	11	1	39	12	7	31	20	10	20
	4%	4%	6%	10%	4%	4%	4%	3%	4%	2%	5%	4%	2%	4%	3%	1%	5% o	3%	6%	4%	3%	3%	5%
Net: Not sure (4-6)	213	198	14	1	180	33	177	24	128	33	52	87	30	96	56	30	127	76	18	119	120	38	54
	17%	17%	21%	8%	16%	20%	16%	17%	18%	17%	15%	16%	21%	16%	16%	20%	17%	20% uv	15%	16%	20%	13%	15%
Net: Confident (7-10)	997	939	49	9	871	126	857	113	566	149	282	425	106	466	281	120	596	291	91	614	450	247	299
	79%	79%	74%	82%	80%	76%	80%	80%	78%	80%	81%	79%	77%	79%	81%	80%	78%	77%	79%	80%	76%	84% t	80%
Mean	8.08	8.12 b	7.49	7.68	8.13 e	7.74	8.14 e	7.84	8.05	8.16	8.09	8.05	7.83	8.16	8.18	8.06	8.04	7.92	7.81	8.2 q	7.93	8.27 t	8.16
Standard Deviation	2.15	2.13	2.34	2.26	2.14	2.17	2.13	2.13	2.18	2.04	2.15	2.15	2.05	2.17	2.01	1.82	2.26	2.12	2.13	2.16	2.13	2.05	2.24

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 700

Q8_6 - Confidence in explaining each label: Sponsored

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1272	254	1018	691	581	254	1018	1065	161	237	470	1190	82	1203	69	544	543	385	247	273	317	186
Weighted Base	1260	244	1016	672	588	244	1016	1052	157	227	456	1180	79*	1195	65*	530	549	383	248	274	324	191
1 - Not at all confident	18	3	15	7	10	3	15	12	2	2	6	13	5	13	4	4	7	3	1	3	3	2
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	6% k	1%	7% m	1%	1%	1%	*	1%	1%	1%
2	14	1	13	6	8	1	13	11	3	3	5	12	2	13	1	3	8	5	2	5	-	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1% t	1%	1%	1%	2% t	-	1%
3	18	5	13	9	10	5	13	12	2	1	7	17	2	17	2	5	8	1	5	6	2	1
	1%	2%	1%	1%	2%	2%	1%	1%	1%	*	2%	1%	2%	1%	3%	1%	1%	*	2% q	2% q	1%	1%
4	44	6	38	20	24	6	38	35	5	8	9	36	8	37	7	10	27	8	10	11	4	4
	3%	3%	4%	3%	4%	3%	4%	3%	3%	3%	2%	3%	10% k	3%	11% m	2%	5% o	2%	4% t	4% t	1%	2%
5	72	9	63	23	49	9	63	52	15	14	29	63	9	64	8	21	36	22	11	15	13	13
	6%	4%	6%	3%	8% ce	4%	6% c	5%	9%	6%	6%	5%	11% k	5%	12% m	4%	7%	6%	4%	5%	4%	7%
6	97	18	79	41	56	18	79	76	17	19	30	86	11	88	9	37	38	30	21	24	21	10
	8%	7%	8%	6% c	10% c	7%	8%	7%	11%	8%	7%	7%	14% k	7%	14% m	7%	7%	8%	8%	9%	7%	5%
7	154	29	125	87	67	29	125	121	29	27	62	143	10	141	12	62	62	57	25	35	32	22
	12%	12%	12%	13%	11%	12%	12%	12%	18% g	12%	14%	12%	13%	12%	19%	12%	11%	15%	10%	13%	10%	12%
8	179	33	146	99	80	33	146	143	25	37	54	170	9	175	4	65	84	58	38	36	58	33
	14%	13%	14%	15%	14%	13%	14%	14%	16%	16%	12%	14%	11%	15%	7%	12%	15%	15%	16%	13%	18%	17%
9	189	41	148	101	87	41	148	162	24	35	71	178	11	183	5	88	86	59	44	43	49	22
	15%	17%	15%	15%	15%	17%	15%	15%	15%	15%	15%	15%	14%	15%	8%	17%	16%	15%	18%	16%	15%	12%
10 - Extremely confident	475	100	375	278	197	100	375	429	35	82	184	462	13	464	12	234	193	140	91	95	141	83
	38%	41%	37%	41% d	34%	41%	37%	41% h	22%	36% h	40% h	39% l	17%	39% n	18%	44% p	35%	37%	37%	35%	44% s	43%
Net: Not confident (1-3)	50	9	41	22	28	9	41	35	7	6	17	42	8	43	7	11	24	9	8	14	5	4
	4%	4%	4%	3%	5%	4%	4%	3%	4%	3%	4%	4%	11% k	4%	11% m	2%	4%	2%	3%	5% t	2%	2%
Net: Not sure (4-6)	213	33	180	84	129	33	180	162	38	40	68	185	28	189	24	69	100	59	42	50	38	27
	17%	13%	18%	12%	22% cef	13%	18% c	15%	24% gj	18%	15%	16%	35% k	16%	36% m	13%	18% o	15%	17%	18% t	12%	14%
Net: Confident (7-10)	997	202	795	566	431	202	795	855	112	181	371	954	43	963	34	449	425	315	198	209	281	160
	79%	83%	78%	84% df	73%	83%	78%	81% h	72%	80%	81% h	81% l	54%	81% n	52%	85% p	77%	82%	80%	76%	87% rs	84%
Mean	8.08	8.3	8.03	8.31 df	7.81	8.3	8.03	8.23 h	7.51	8.11	8.2 h	8.18 l	6.65	8.17 n	6.48	8.46 p	7.96	8.18	8.17	7.92	8.53 qrs	8.34 s
Standard Deviation	2.15	2.03	2.17	2.01	2.27	2.03	2.17	2.08	2.11	2.04	2.09	2.08	2.59	2.09	2.59	1.89	2.21	1.96	2.03	2.22	1.77	1.97

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Ipsos

Table 701

Q8_7 - Confidence in explaining each label: Sponsorship

Base: Cells 1-4 only: Ever uses social media

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	1006	394	435	89	88	483	523	177	829	138	198	177	172	144	608	398	877	32	80	17
Weighted Base	1000	415	439	74*	71*	489	510	145	855	132	216	177	177	152	612	388	825	50*	94*	31**
1 - Not at all confident	13	4	7	2	-	6	7	2	11	3	2	2	3	1	7	6	9	-	2	2
	1%	1%	2%	2%	-	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	-	2%	6%
2	14	5	8	-	2	5	9	2	12	2	3	3	2	2	6	7	12	2	-	-
	1%	1%	2%	-	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	3%	-	-
3	19	9	7	1	2	10	9	3	16	4	4	2	3	3	11	8	16	1	1	-
	2%	2%	2%	1%	3%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	3%	1%	-
4	34	9	16	4	4	13	21	8	25	5	5	6	3	6	17	16	28	1	2	2
	3%	2%	4%	5%	6%	3%	4%	6% l	3%	4%	2%	3%	2%	4%	3%	4%	3%	2%	3%	5%
5	58	27	25	2	4	29	29	6	52	9	17	11	10	6	33	26	49	4	6	-
	6%	7%	6%	3%	5%	6%	6%	4%	6%	7%	8%	6%	6%	4%	5%	7%	6%	7%	7%	-
6	87	30	41	7	9	38	50	16	71	8	13	21	17	12	45	42	68	3	9	8
	9%	7%	9%	10%	12%	8%	10%	11%	8%	6%	6%	12% j	10%	8%	7%	11%	8%	6%	9%	24%
7	125	55	49	13	9	68	58	21	104	19	30	21	22	12	75	50	105	9	6	6
	13%	13%	11%	17%	12%	14%	11%	15%	12%	15%	14%	12%	12%	8%	12%	13%	13%	19%	6%	18%
8	147	45	78	13	11	58	89	24	123	23	34	31	18	18	93	54	122	3	22	-
	15%	11%	18% a	17%	16%	12%	17% e	17%	14%	17%	16%	17%	10%	12%	15%	14%	15%	6%	23% pq	-
9	173	84	65	16	9	100	74	25	149	20	37	23	41	28	101	72	141	17	11	4
	17%	20% b	15%	22%	12%	20% f	14%	17%	17%	15%	17%	13%	23% k	18%	16%	19% pr	17%	34%	12%	12%
10 - Extremely confident	330	148	143	17	22	165	165	39	291	38	71	58	59	65	223	107	275	10	35	11
	33%	36%	33%	22%	31%	34%	32%	27%	34%	29%	33%	33%	34%	43% gi	36% o	28%	33%	19%	37%	34%
Net: Not confident (1-3)	45	17	22	2	4	20	25	6	39	8	9	7	8	6	25	20	37	3	3	2
	5%	4%	5%	3%	5%	4%	5%	4%	5%	6%	4%	4%	4%	4%	4%	5%	4%	6%	3%	6%
Net: Not sure (4-6)	179	66	82	14	17	80	99	30	149	23	35	38	30	23	95	84	145	8	17	9
	18%	16%	19%	18%	24%	16%	19%	21%	17%	17%	16%	21%	17%	15%	15%	22% n	18%	16%	18%	30%
Net: Confident (7-10)	776	332	335	58	51	390	386	109	667	100	172	132	139	123	492	283	643	39	73	20
	78%	80%	76%	78%	71%	80%	76%	75%	78%	76%	80%	74%	79%	81%	80% o	73%	78%	78%	78%	64%
Mean	7.96	8.12	7.88	7.78	7.71	8.07	7.86	7.74	8	7.71	7.99	7.86	8.09	8.31 gi	8.12 o	7.71	7.97	7.78	8.11	7.5
Standard Deviation	2.15	2.09	2.2	2.05	2.21	2.08	2.2	2.12	2.15	2.28	2.11	2.15	2.11	2.12	2.09	2.22	2.14	2.12	2.09	2.53

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 702

Q8_7 - Confidence in explaining each label: Sponsorship

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	1006	936	59	11	878	128	856	109	561	156	289	454	123	429	293	125	588	332	98	576	512	225	269
Weighted Base	1000	932	58*	10**	872	128	850	110	567	156	277	439	119	441	293	125	582	316	97*	586	499	224	277
1 - Not at all confident	13	11	2	-	12	1	11	1	6	3	4	3	-	10	1	-	12	1	1	11	4	4	5
	1%	1%	3%	-	1%	1%	1%	1%	1%	2%	1%	1%	-	2%	*	-	2%	*	1%	2%	1%	2%	2%
2	14	11	2	-	11	3	11	3	8	1	5	7	2	5	2	3	9	3	1	10	5	3	6
	1%	1%	4% a	-	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%
3	19	16	-	3	16	3	16	3	13	2	4	9	2	8	4	1	14	7	2	10	8	6	5
	2%	2%	-	30%	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	2%
4	34	31	2	1	30	3	29	2	18	4	12	15	7	12	12	3	18	15	2	16	16	6	11
	3%	3%	3%	9%	3%	3%	3%	2%	3%	2%	4%	3%	6%	3%	4%	2%	3%	5%	2%	3%	3%	3%	4%
5	58	50	7	1	45	14	43	11	33	8	17	26	11	22	13	7	38	21	6	31	30	15	13
	6%	5%	12% a	9%	5%	11% df	5%	10% df	6%	5%	6%	6%	9%	5%	5%	6%	7%	7%	7%	5%	6%	7%	5%
6	87	82	4	1	75	12	72	8	56	10	21	43	12	33	23	12	53	28	9	51	51	17	19
	9%	9%	7%	6%	9%	9%	9%	8%	10%	7%	7%	10%	10%	7%	8%	9%	9%	9%	9%	9%	10%	8%	7%
7	125	118	6	1	107	18	104	16	71	20	34	55	18	53	33	22	70	42	13	70	66	24	35
	13%	13%	10%	9%	12%	14%	12%	14%	13%	13%	12%	12%	15%	12%	11%	18%	12%	13%	13%	12%	13%	11%	13%
8	147	141	5	1	120	27	113	23	86	29	32	70	25	52	48	28	70	59	21	67	87	31	29
	15%	15%	8%	10%	14%	21% df	13%	21% df	15%	18%	12%	16%	21% m	12%	16%	23% p	12%	19% s	21% s	11%	17% v	14%	11%
9	173	160	14	-	151	22	151	22	104	28	41	80	16	77	64	13	96	55	16	102	89	41	44
	17%	17%	24%	-	17%	17%	18%	20%	18%	18%	15%	18%	14%	18%	22% o	11%	17%	17%	17%	17%	18%	18%	16%
10 - Extremely confident	330	312	16	3	305	25	301	21	171	52	107	133	27	170	93	36	202	86	26	218	143	77	110
	33%	33%	27%	27%	35% eg	19%	35% eg	19%	30%	33%	39% h	30%	23%	39% kl	32%	29%	35%	27%	27%	37% q	29%	34%	40% t
Net: Not confident (1-3)	45	38	4	3	38	7	37	7	27	6	12	19	4	23	7	4	35	11	4	31	17	13	16
	5%	4%	7%	30%	4%	5%	4%	6%	5%	4%	4%	4%	3%	5%	2%	3%	6% n	3%	4%	5%	3%	6%	6%
Net: Not sure (4-6)	179	163	13	2	150	29	144	21	107	22	50	84	29	66	48	22	109	64	17	98	97	39	43
	18%	18%	23%	24%	17%	23%	17%	19%	19%	14%	18%	19%	24% m	15%	16%	17%	19%	20%	18%	17%	19%	17%	16%
Net: Confident (7-10)	776	731	40	5	683	92	669	82	433	128	215	337	86	352	238	100	438	242	76	458	385	173	218
	78%	78%	70%	46%	78%	72%	79%	74%	76%	82%	78%	77%	72%	80%	81%	80%	75%	76%	78%	78%	77%	77%	79%
Mean	7.96	8	7.56	6.21	8.03 eg	7.5	8.05 eg	7.55	7.89	8.11	8.03	7.92	7.57	8.11 l	8.15	7.88	7.88	7.84	7.87	8.04	7.91	7.96	8.05
Standard Deviation	2.15	2.1	2.52	2.96	2.15	2.1	2.14	2.13	2.13	2.05	2.23	2.09	2.03	2.22	1.93	1.91	2.29	2.02	2.02	2.23	2.01	2.24	2.3

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 703

Q8_7 - Confidence in explaining each label: Sponsorship

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	1006	222	784	567	439	222	784	862	156	213	418	946	60	955	51	440	421	327	200	235	248	147
Weighted Base	1000	217	783	553	446	217	783	854	153	206	409	940	59*	951	49*	440	428	326	202	235	252	151
1 - Not at all confident	13	1	12	6	7	1	12	7	2	2	4	9	3	10	3	1	7	1	2	3	3	2
	1%	*	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	5% k	1%	6% m	*	2% o	*	1%	1%	1%	1%
2	14	2	12	4	10	2	12	9	2	1	7	11	3	11	3	4	7	3	1	3	-	1
	1%	1%	2%	1%	2% c	1%	2%	1%	1%	*	2%	1%	5% k	1%	6% m	1%	2%	1%	*	1%	-	1%
3	19	6	13	12	7	6	13	17	1	3	7	17	2	15	4	6	8	6	3	4	3	2
	2%	3%	2%	2%	2%	3%	2%	2%	1%	1%	2%	2%	3%	2%	8% m	1%	2%	2%	1%	2%	1%	1%
4	34	6	28	15	19	6	28	26	4	4	11	28	6	30	4	11	19	5	7	10	5	4
	3%	3%	4%	3%	4%	3%	4%	3%	2%	2%	3%	3%	10% k	3%	8% m	3%	4%	2%	3%	4%	2%	3%
5	58	12	46	24	35	12	46	34	11	18	20	54	4	52	7	16	31	20	12	15	9	4
	6%	6%	6%	4%	8% c	6%	6%	4%	7%	9% g	5%	6%	7%	5%	13% m	4%	7% o	6%	6%	7%	4%	3%
6	87	14	73	40	47	14	73	70	15	13	28	79	8	82	5	37	31	28	14	26	16	10
	9%	7%	9%	7%	11% c	7%	9%	8%	10%	6%	7%	8%	13%	9%	11%	9%	7%	9%	7%	11%	6%	7%
7	125	22	104	67	59	22	104	100	23	23	47	117	8	118	7	50	56	41	27	29	27	20
	13%	10%	13%	12%	13%	10%	13%	12%	15%	11%	12%	12%	14%	12%	15%	12%	13%	13%	13%	12%	11%	13%
8	147	37	110	91	56	37	110	128	34	41	71	140	7	140	7	68	60	53	32	30	42	29
	15%	17%	14%	16%	13%	17%	14%	15%	22% g	20%	17%	15%	12%	15%	14%	16%	14%	16%	16%	13%	17%	19%
9	173	40	133	102	71	40	133	156	32	41	70	169	4	171	2	86	70	61	40	42	43	16
	17%	18%	17%	18%	16%	18%	17%	18%	21%	20%	17%	18% l	7%	18% n	4%	20%	16%	19% u	20% u	18%	17%	10%
10 - Extremely confident	330	78	252	195	136	78	252	306	30	60	144	315	15	323	7	150	139	108	65	73	105	63
	33%	36%	32%	35%	30%	36%	32%	36% h	20%	29% h	35% h	34%	25%	34% n	15%	35%	33%	33%	32%	31%	42% qrs	42% s
Net: Not confident (1-3)	45	8	37	21	24	8	37	34	5	6	17	37	8	35	10	11	22	10	6	10	6	5
	5%	4%	5%	4%	5%	4%	5%	4%	3%	3%	4%	4%	13% k	4%	20% m	3%	5%	3%	3%	4%	2%	3%
Net: Not sure (4-6)	179	33	146	79	100	33	146	130	30	35	59	161	18	163	16	63	81	53	33	51	30	19
	18%	15%	19%	14%	22% ce	15%	19% c	15%	19%	17%	14%	17%	30% k	17%	32% m	15%	19%	16%	16%	22% tu	12%	12%
Net: Confident (7-10)	776	176	599	454	322	176	599	691	119	165	333	742	34	752	23	354	325	263	164	174	216	128
	78%	81%	77%	82% df	72%	81% d	77%	81%	78%	80%	81%	79%	57%	79% n	48%	83% p	76%	81%	81%	74%	86% s	85% s
Mean	7.96	8.18	7.9	8.17 df	7.7	8.18 d	7.9	8.15 h	7.76	8.04	8.13	8.04 l	6.78	8.06 n	6.09	8.26 p	7.84	8.14	8.09	7.83	8.44 s	8.28 s
Standard Deviation	2.15	2.01	2.18	2.02	2.28	2.01	2.18	2.05	1.93	1.95	2.07	2.08	2.75	2.07	2.68	1.88	2.25	1.92	1.99	2.18	1.87	1.99

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 704

Q8_8 - Confidence in explaining each label: Collab

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	530	179	248	54	49	233	297	103	427	127	131	90	57	22	351	179	473	14	38	5
Weighted Base	515	186	249	45*	37*	230	285	81*	434	120	142	90*	60*	23**	344	172	441	21**	44*	9**
1 - Not at all confident	9	4	3	1	1	6	4	2	7	1	2	1	1	2	8	2	7	-	2	-
	2%	2%	1%	3%	2%	2%	1%	3%	2%	1%	1%	1%	2%	10%	2%	1%	2%	-	5%	-
2	11	4	5	-	3	4	8	3	9	1	5	2	-	1	7	4	10	2	-	-
	2%	2%	2%	-	8% c	2%	3%	3%	2%	1%	3%	2%	-	4%	2%	3%	2%	8%	-	-
3	16	6	9	1	-	7	9	1	15	1	4	4	5	1	13	3	15	-	1	-
	3%	3%	4%	1%	-	3%	3%	1%	3%	1%	3%	4%	8% gi	4%	4%	2%	3%	-	3%	-
4	24	12	9	2	1	14	10	3	21	5	6	5	4	2	15	9	20	2	1	2
	5%	7%	4%	4%	4%	6%	4%	4%	5%	4%	4%	5%	6%	7%	4%	5%	4%	7%	3%	20%
5	48	11	28	4	6	14	33	9	39	11	12	8	5	2	32	16	38	7	2	-
	9%	6%	11%	8%	15% e	6%	12%	11%	9%	9%	9%	9%	8%	7%	9%	9%	9%	35%	5%	-
6	63	21	32	6	4	28	36	10	53	12	17	12	11	2	42	22	56	-	5	2
	12%	11%	13%	14%	10%	12%	12%	12%	12%	10%	12%	14%	18%	9%	12%	13%	13%	-	12%	20%
7	74	28	31	10	5	38	36	15	59	16	26	10	6	2	44	29	66	-	6	2
	14%	15%	12%	22%	14%	17%	13%	18%	14%	13%	18%	11%	10%	9%	13%	17%	15%	-	14%	22%
8	67	26	29	7	4	33	33	11	55	18	13	12	8	4	43	24	61	2	4	-
	13%	14%	12%	16%	12%	14%	12%	14%	13%	15%	9%	13%	13%	17%	12%	14%	14%	7%	9%	-
9	62	26	27	4	5	31	32	9	53	18	13	12	4	6	36	27	50	5	8	-
	12%	14%	11%	10%	13%	13%	11%	11%	12%	15%	9%	14%	6%	25%	10%	15%	11%	22%	17%	-
10 - Extremely confident	141	47	76	10	8	57	84	18	123	37	43	23	17	2	104	37	119	4	14	4
	27%	25%	31%	22%	23%	25%	30%	22%	28%	31%	30%	26%	28%	9% o	30%	21%	27%	21%	31%	39%
Net: Not confident (1-3)	37	14	17	2	3	16	21	6	31	3	11	7	6	4	27	9	32	2	3	-
	7%	8%	7%	5%	9%	7%	7%	7%	7%	2%	8% i	8%	10%	18% i	8%	5%	7%	8%	8%	-
Net: Not sure (4-6)	135	44	69	12	11	56	79	22	113	28	35	25	19	5	89	46	114	9	9	4
	26%	24%	28%	26%	29%	24%	28%	27%	26%	23%	25%	28%	32%	22%	26%	27%	26%	42%	20%	39%
Net: Confident (7-10)	344	128	163	31	22	158	185	53	290	89	95	57	35	14	227	116	296	11	32	6
	67%	69%	65%	69%	62%	69%	65%	66%	67%	74% l	67%	64%	58%	60%	66%	68%	67%	50%	72%	61%
Mean	7.4	7.38	7.47	7.35	7.05	7.38	7.42	7.22	7.43	7.86 gl	7.39	7.36	7.14	6.55	7.42	7.36	7.4	6.81	7.66	7.38
Standard Deviation	2.35	2.37	2.35	2.18	2.54	2.33	2.38	2.34	2.36	2.07	2.41	2.37	2.45	2.88	2.43	2.2	2.33	2.68	2.47	2.44

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 705

Q8_8 - Confidence in explaining each label: Collab

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	530	494	31	5	467	63	454	52	309	78	143	325	67	138	191	71	268	253	58	219	340	109	81
Weighted Base	515	481	30*	4**	453	63*	440	52*	307	75*	134	311	64*	140	187	72*	257	237	57*	221	328	104	84*
1 - Not at all confident	9	8	2	-	8	1	8	1	5	1	4	2	2	6	-	1	8	1	-	9	4	3	2
	2%	2%	6%	-	2%	2%	2%	2%	2%	1%	3%	1%	3%	4% k	-	2%	3% n	*	-	4% q	1%	3%	2%
2	11	9	2	1	9	3	7	2	9	1	1	7	-	5	2	2	8	5	1	6	4	4	3
	2%	2%	6%	22%	2%	5%	2%	4%	3%	2%	1%	2%	-	3%	1%	2%	3%	2%	2%	3%	1%	4%	4%
3	16	15	-	1	15	1	14	1	10	1	5	6	3	7	3	1	12	4	2	10	9	3	4
	3%	3%	-	20%	3%	2%	3%	2%	3%	1%	4%	2%	5%	5% k	1%	1%	5%	1%	4%	5% q	3%	3%	5%
4	24	22	2	-	21	3	21	2	13	2	10	11	3	10	9	3	12	8	4	12	13	5	6
	5%	5%	7%	-	5%	5%	5%	4%	4%	2%	7%	3%	5%	7%	5%	4%	5%	3%	7%	6%	4%	5%	8%
5	48	47	1	-	41	6	41	5	35	2	11	26	11	11	15	9	23	19	9	19	30	10	8
	9%	10%	3%	-	9%	10%	9%	10%	11% i	3%	8%	8%	17% km	8%	8%	13%	9%	8%	17%	9%	9%	9%	10%
6	63	59	4	1	54	9	52	4	37	12	14	37	7	20	24	9	30	31	6	26	39	11	13
	12%	12%	13%	14%	12%	14%	12%	7%	12%	16%	11%	12%	10%	14%	13%	13%	12%	13%	11%	12%	12%	11%	16%
7	74	70	3	1	61	13	59	12	37	13	24	54	6	14	33	8	33	41	7	26	51	13	10
	14%	15%	9%	22%	13%	21%	13%	24% df	12%	18%	18%	17% m	10%	10%	18%	12%	13%	17%	13%	12%	16%	12%	12%
8	67	61	5	1	58	9	54	8	43	11	13	38	9	20	23	16	27	32	4	30	41	17	9
	13%	13%	16%	22%	13%	14%	12%	15%	14%	14%	9%	12%	14%	14%	12%	22% np	11%	14%	8%	13%	13%	16%	10%
9	62	57	6	-	55	8	55	8	36	10	17	40	5	17	26	6	30	31	6	26	45	10	7
	12%	12%	19%	-	12%	12%	12%	15%	12%	13%	13%	13%	8%	12%	14%	8%	12%	13%	11%	12%	14%	10%	8%
10 - Extremely confident	141	135	6	-	131	10	129	9	82	23	36	91	18	31	52	16	73	66	17	58	90	29	21
	27%	28%	20%	-	29% e	16%	29% e	18%	27%	31%	27%	29%	28%	22%	28%	22%	28%	28%	29%	26%	28%	28%	26%
Net: Not confident (1-3)	37	31	4	2	32	5	30	4	24	3	10	14	5	18	5	4	28	9	3	25	18	10	9
	7%	6%	12%	42%	7%	8%	7%	7%	8%	4%	7%	5%	8%	13% k	3%	6%	11% n	4%	5%	11% q	5%	9%	11%
Net: Not sure (4-6)	135	128	7	1	117	18	115	11	85	16	35	74	21	41	48	19	66	58	19	58	82	26	28
	26%	27%	23%	14%	26%	29%	26%	21%	28%	21%	26%	24%	32% k	29%	26%	30%	26% n	25%	34% q	26%	25%	25%	33%
Net: Confident (7-10)	344	323	19	2	304	40	296	37	198	57	89	223	39	82	135	46	163	170	34	139	228	69	47
	67%	67%	65%	44%	67%	64%	67%	71%	65%	75%	67%	72% m	60%	58%	72%	64%	63%	72% s	61%	63%	70% v	66%	56%
Mean	7.4	7.44	7.07	5.16	7.45	7	7.47	7.22	7.33	7.86	7.3	7.65 m	7.19	6.93	7.7 p	7.25	7.22	7.66 s	7.3	7.14	7.55 v	7.27	6.95
Standard Deviation	2.35	2.32	2.76	2.73	2.36	2.26	2.36	2.26	2.39	2.04	2.42	2.16	2.47	2.63	2.03	2.25	2.58	2.09	2.35	2.59	2.23	2.53	2.55

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Table 706
Q8_8 - Confidence in explaining each label: Collab

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	530	186	344	361	169	186	344	476	135	184	530	520	10	519	11	330	150	193	130	145	165	96
Weighted Base	515	178	337	344	171	178	337	462	131	177	515	506	9**	505	11**	316	151	191	131	142	163	97*
1 - Not at all confident	9	1	9	3	6	1	9	7	2	2	9	8	1	7	2	3	5	3	1	2	1	2
	2%	*	3%	1%	4%	*	3%	1%	1%	1%	2%	2%	10%	1%	17%	1%	3%	1%	1%	2%	1%	2%
					ce												o					
2	11	2	10	7	5	2	10	9	2	-	11	11	-	11	-	9	1	-	5	3	4	2
	2%	1%	3%	2%	3%	1%	3%	2%	2%	-	2%	2%	-	2%	-	3%	1%	-	4%	2%	2%	2%
										i									q	q	q	
3	16	6	10	10	6	6	10	11	4	8	16	16	-	16	-	6	10	7	4	5	3	2
	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	3%	3%	-	3%	-	2%	6%	4%	3%	3%	2%	2%
																	o					
4	24	10	14	15	9	10	14	21	5	9	24	24	-	24	-	11	9	10	5	8	5	6
	5%	6%	4%	4%	5%	6%	4%	5%	4%	5%	5%	5%	-	5%	-	4%	6%	5%	4%	6%	3%	6%
5	48	20	28	27	21	20	28	42	11	15	48	46	2	46	2	28	14	14	15	14	14	7
	9%	11%	8%	8%	12%	11%	8%	9%	8%	8%	9%	9%	22%	9%	20%	9%	9%	8%	12%	10%	9%	7%
6	63	24	39	45	18	24	39	55	18	16	63	62	1	62	1	32	26	20	17	16	23	14
	12%	13%	12%	13%	10%	13%	12%	12%	14%	9%	12%	12%	9%	12%	10%	10%	17%	11%	13%	11%	14%	14%
																	o					
7	74	18	56	48	26	18	56	66	23	30	74	71	3	70	4	46	21	30	13	24	18	11
	14%	10%	17%	14%	15%	10%	17%	14%	17%	17%	14%	14%	30%	14%	36%	14%	14%	16%	10%	17%	11%	11%
			a			e																
8	67	19	47	41	26	19	47	61	20	25	67	67	-	67	-	34	28	28	18	13	21	11
	13%	11%	14%	12%	15%	11%	14%	13%	15%	14%	13%	13%	-	13%	-	11%	18%	15%	14%	9%	13%	12%
																	o					
9	62	21	42	46	17	21	42	57	15	20	62	62	-	62	-	42	13	29	19	23	25	18
	12%	12%	12%	13%	10%	12%	12%	12%	11%	11%	12%	12%	-	12%	-	13%	9%	15%	15%	16%	16%	18%
10 - Extremely confident	141	59	82	102	38	59	82	134	33	53	141	138	3	139	2	106	25	50	33	33	48	25
	27%	33%	24%	30%	22%	33%	24%	29%	25%	30%	27%	27%	29%	28%	17%	33%	16%	26%	25%	23%	30%	26%
		b			df											p						
Net: Not confident (1-3)	37	8	28	20	17	8	28	26	7	10	37	36	1	35	2	18	16	9	10	10	8	6
	7%	5%	8%	6%	10%	5%	8%	6%	6%	5%	7%	7%	10%	7%	17%	6%	10%	5%	8%	7%	5%	6%
Net: Not sure (4-6)	135	54	81	88	47	54	81	117	34	39	135	132	3	132	3	71	48	44	37	38	42	27
	26%	30%	24%	26%	27%	30%	24%	25%	26%	22%	26%	26%	31%	26%	30%	23%	32%	23%	28%	27%	26%	27%
																	o					
Net: Confident (7-10)	344	116	227	236	107	116	227	318	90	129	344	338	6	338	6	228	87	137	84	94	113	65
	67%	65%	67%	69%	63%	65%	67%	69%	69%	73%	67%	67%	59%	67%	52%	72%	57%	72%	64%	66%	69%	67%
																p						
Mean	7.4	7.6	7.29	7.59	7.03	7.6	7.29	7.54	7.44	7.64	7.4	7.41	6.74	7.43	5.95	7.73	6.82	7.6	7.36	7.3	7.71	7.49
				d		d										p						
Standard Deviation	2.35	2.27	2.39	2.26	2.49	2.27	2.39	2.28	2.19	2.2	2.35	2.35	2.82	2.33	2.89	2.28	2.34	2.17	2.36	2.33	2.19	2.34

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Table 707

Q8_9 - Confidence in explaining each label: Collaboration

Base: Cells 1-4 only: Ever uses social media

											Demographics								
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	752	287	331	64	70	351	401	134	618	125	173	144	114	62	457	295	670	20	53	9
Weighted Base	737	299	332	53*	54*	352	385	107	631	118	189	142	116	66*	453	285	628	31**	62*	17**
1 - Not at all confident	9	2	6	1	1	3	6	2	8	1	-	1	4	2	5	4	8	-	1	-
	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	-	1%	3% j	3% j	1%	2%	1%	-	1%	-
2	11	4	6	-	2	4	8	2	10	-	6	1	2	1	6	5	8	3	-	-
	2%	1%	2%	-	3%	1%	2%	2%	2%	-	3%	1%	2%	1%	1%	2%	1%	9%	-	-
3	20	8	10	-	2	8	13	2	18	3	6	3	6	-	14	7	17	-	1	2
	3%	3%	3%	-	5%	2%	3%	2%	3%	2%	3%	2%	5%	-	3%	2%	3%	-	2%	11%
4	26	15	5	1	4	16	9	6	20	6	2	6	3	3	15	11	21	1	1	2
	4%	5% b	2%	2%	8%	5%	2%	5% j	3%	5% j	1%	4%	3%	5%	3%	4%	3%	5%	2%	10%
5	61	27	23	8	4	34	26	11	49	8	21	12	6	3	35	25	52	3	4	2
	8%	9%	7%	15%	7%	10%	7%	11%	8%	7%	11%	8%	5%	4%	8%	9%	8%	10%	6%	12%
6	86	34	39	5	8	40	47	13	73	15	22	19	13	4	43	44	74	4	6	2
	12%	11%	12%	10%	14%	11%	12%	12%	12%	13%	12%	13%	11%	7%	9%	15% n	12%	14%	9%	11%
7	116	46	56	8	7	54	62	15	101	21	33	17	16	13	70	46	97	7	10	2
	16%	15%	17%	15%	12%	15%	16%	14%	16%	18%	18%	12%	14%	20%	15%	16%	15%	21%	17%	12%
8	116	44	54	8	10	52	64	18	98	12	25	30	22	9	74	42	98	-	16	2
	16%	15%	16%	16%	18%	15%	17%	17%	16%	10%	13%	21% i	19% i	14%	16%	15%	16%	-	26%	12%
9	99	37	45	12	6	49	51	18	82	19	23	14	12	13	67	33	87	6	6	-
	13%	12%	13%	22%	11%	14%	13%	17%	13%	16%	12%	10%	11%	20%	15%	12%	14%	20%	10%	-
10 - Extremely confident	192	83	89	10	10	93	99	20	172	33	50	39	32	18	124	67	164	6	16	5
	26%	28%	27%	18%	19%	26%	26%	19%	27%	28%	27%	27%	27%	27%	28%	24%	26%	21%	26%	32%
Net: Not confident (1-3)	41	13	22	1	5	14	27	6	35	4	12	5	12	3	24	17	34	3	2	2
	6%	5%	7%	2%	9%	4%	7%	5%	6%	3%	6%	3%	10% ik	4%	5%	6%	5%	9%	3%	11%
Net: Not sure (4-6)	173	76	67	14	16	90	82	30	143	30	45	36	22	10	93	80	147	9	11	5
	23%	25%	20%	27%	29%	26%	21%	28%	23%	25%	24%	26%	19%	15%	21%	28% n	24%	29%	18%	32%
Net: Confident (7-10)	524	210	243	38	33	247	276	71	453	85	132	101	82	53	335	188	446	19	49	9
	71%	70%	73%	71%	61%	70%	72%	66%	72%	72%	70%	71%	71%	81% g	74% o	66%	71%	62%	79%	57%
Mean	7.56	7.58	7.62	7.59	7.03	7.58	7.54	7.31	7.6	7.68	7.51	7.66	7.45	7.83	7.68	7.36	7.57	7.08	7.81	7.02
Standard Deviation	2.18	2.17	2.19	1.97	2.39	2.14	2.23	2.2	2.18	2.09	2.18	2.05	2.43	2.18	2.16	2.21	2.18	2.47	1.93	2.58

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 708

Q8_9 - Confidence in explaining each label: Collaboration

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	752	691	50	11	656	96	642	77	424	125	203	405	90	257	252	99	401	296	73	383	425	170	157
Weighted Base	737	680	47*	10**	640	97*	627	78*	425	122	191	391	85*	261	251	98*	388	280	72*	386	412	165	160
1 - Not at all confident	9	8	2	-	6	3	6	3	5	-	5	2	1	6	-	-	9	1	-	8	2	3	5
	1%	1%	4%	-	1%	3%	1%	4% f	1%	-	2%	*	1%	2% k	-	-	2% n	*	-	2% q	*	2%	3% t
2	11	9	-	2	7	4	7	2	9	-	3	4	1	7	3	3	5	2	1	8	6	2	4
	2%	1%	-	19%	1%	4% df	1%	3%	2%	-	1%	1%	1%	3%	1%	3%	1%	1%	1%	2%	1%	1%	2%
3	20	19	1	-	17	3	17	3	14	6	1	12	2	7	4	2	15	5	2	14	8	6	6
	3%	3%	2%	-	3%	3%	3%	4%	3% j	5% j	1%	3%	2%	3%	2%	2%	4%	2%	3%	4%	2%	4%	4%
4	26	21	4	1	22	4	22	3	15	4	8	11	4	11	7	2	17	10	4	12	15	6	5
	4%	3%	7%	10%	3%	4%	3%	4%	3%	3%	4%	3%	5%	4%	3%	2%	4%	4%	6%	3%	4%	4%	3%
5	61	53	4	3	52	9	51	8	40	6	15	33	9	18	20	9	31	31	6	24	38	14	9
	8%	8%	8%	34%	8%	9%	8%	10%	9%	5%	8%	9%	11%	7%	8%	9%	8%	11% s	8%	6%	9%	8%	5%
6	86	78	9	-	76	10	75	7	51	13	22	47	14	25	33	15	38	33	7	46	49	16	21
	12%	11%	18%	-	12%	10%	12%	9%	12%	10%	12%	12%	16%	10%	13%	16%	10%	12%	10%	12%	12%	10%	13%
7	116	109	6	1	98	18	92	15	68	16	32	63	14	39	44	16	56	49	13	54	76	22	18
	16%	16%	12%	9%	15%	19%	15%	20%	16%	13%	17%	16%	16%	15%	17%	16%	15%	18%	18%	14%	18% v	14%	11%
8	116	109	6	1	101	16	98	14	69	20	27	63	11	43	34	20	62	38	13	65	54	25	37
	16%	16%	13%	8%	16%	16%	16%	18%	16%	17%	14%	16%	13%	16%	14%	20%	16%	14%	19%	17%	13%	15%	23% t
9	99	90	8	1	85	14	84	11	53	20	27	57	9	34	43	9	47	42	8	49	61	27	12
	13%	13%	18%	10%	13%	15%	13%	14%	12%	16%	14%	15%	10%	13%	17%	9%	12%	15%	12%	13%	15% v	16% v	8%
10 - Extremely confident	192	183	8	1	175	17	175	12	101	38	53	99	21	72	62	23	107	69	17	106	104	43	45
	26%	27%	17%	9%	27% eg	17%	28% eg	15%	24%	31%	28%	25%	24%	28%	25%	23%	28%	25%	23%	27%	25%	26%	28%
Net: Not confident (1-3)	41	36	3	2	31	10	30	8	27	6	8	17	4	20	7	5	29	8	3	30	16	11	14
	6%	5%	6%	19%	5%	10% df	5%	10% f	6%	5%	4%	4%	5%	8%	3%	5%	8% n	3%	4%	8% q	4%	7%	9% t
Net: Not sure (4-6)	173	152	16	5	150	23	148	18	106	22	44	92	27	54	61	26	86	74	17	81	102	36	34
	23%	22%	34%	44%	23%	23%	24%	23%	25%	18%	23%	23%	32% m	21%	24%	26%	22%	26%	24%	21%	25%	22%	21%
Net: Confident (7-10)	524	492	28	4	459	65	449	52	291	94	138	282	54	188	183	67	273	198	51	274	295	117	112
	71%	72%	60%	36%	72%	66%	72%	67%	69%	77%	72%	72%	63%	72%	73%	69%	70%	71%	72%	71%	71%	71%	70%
Mean	7.56	7.62	7.12	5.58	7.64 eg	7.05	7.65 eg	7	7.41	7.97 h	7.63	7.64	7.3	7.52	7.72	7.47	7.48	7.61	7.49	7.54	7.59	7.57	7.46
Standard Deviation	2.18	2.15	2.31	2.67	2.14	2.4	2.14	2.37	2.21	2.01	2.21	2.05	2.2	2.36	1.95	2.05	2.35	2.01	2.07	2.32	2.07	2.27	2.4

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 709
Q8_9 - Confidence in explaining each label: Collaboration

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	752	194	558	464	288	194	558	656	145	195	433	722	30	723	29	381	277	257	169	195	199	122
Weighted Base	737	185	552	445	292	185	552	643	141	187	422	708	29**	710	28**	372	278	256	171	192	199	123
1 - Not at all confident	9	1	8	2	7	1	8	8	2	2	4	6	3	5	4	1	7	-	1	1	-	1
	1%	1%	2%	*	3% c	1%	2%	1%	1%	1%	1%	1%	10%	1%	14%	*	2% o	-	1%	*	-	1%
2	11	1	10	5	7	1	10	9	2	2	8	11	-	11	-	5	5	1	4	3	2	3
	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	-	2%	-	1%	2%	*	2%	2%	1%	2%
3	20	5	16	10	11	5	16	16	2	5	10	18	3	16	5	8	10	5	4	7	4	2
	3%	3%	3%	2%	4%	3%	3%	3%	1%	3%	2%	2%	10%	2%	17%	2%	3%	2%	2%	4%	2%	2%
4	26	3	23	13	13	3	23	22	5	7	11	25	1	26	-	9	13	8	6	4	1	3
	4%	2%	4%	3%	4%	2%	4%	3%	3%	3%	3%	4%	3%	4%	-	2%	5%	3%	4%	2%	* t	3%
5	61	12	49	39	22	12	49	47	11	13	24	60	1	58	3	23	26	20	19	12	11	4
	8%	6%	9%	9%	7%	6%	9%	7%	8%	7%	6%	8%	3%	8%	9%	6%	9%	8%	11% tu	6%	5%	3%
6	86	23	63	48	39	23	63	70	22	16	41	80	6	82	4	40	37	33	22	21	30	13
	12%	12%	11%	11%	13%	12%	11%	11%	15%	8%	10%	11%	22%	12%	14%	11%	13%	13%	13%	11%	15%	11%
7	116	31	85	72	44	31	85	99	23	28	62	110	6	111	5	58	40	42	27	33	35	23
	16%	17%	15%	16%	15%	17%	15%	15%	16%	15%	15%	16%	20%	16%	19%	16%	14%	16%	16%	17%	17%	18%
8	116	19	97	61	55	19	97	95	24	31	66	113	3	112	4	55	43	41	25	35	27	16
	16%	11%	18% a	14%	19% e	11%	18% e	15%	17%	17%	16%	16%	10%	16%	14%	15%	16%	16%	14%	18%	14%	13%
9	99	29	71	69	30	29	71	98	21	30	66	95	5	99	1	58	35	46	23	23	27	23
	13%	16%	13%	16% d	10%	16%	13%	15%	15%	16%	16%	13%	16%	14%	3%	16%	13%	18%	13%	12%	13%	18%
10 - Extremely confident	192	61	131	127	65	61	131	179	31	54	132	190	2	189	3	115	62	60	40	53	63	36
	26%	33% b	24%	29%	22%	33% df	24%	28%	22%	29%	31% h	27%	6%	27%	10%	31% p	22%	23%	24%	28%	31%	29%
Net: Not confident (1-3)	41	7	34	16	25	7	34	33	6	9	21	35	6	32	9	14	22	6	9	11	6	6
	6%	4%	6%	4% ce	8%	4%	6%	5%	4%	5%	5%	5%	19%	5%	31%	4% o	8%	2%	5%	6%	3%	5%
Net: Not sure (4-6)	173	38	135	100	73	38	135	139	37	35	76	164	8	166	6	72	75	62	48	37	42	21
	23%	20%	24%	22%	25%	20%	24%	22%	26%	19%	18% j	23%	29%	23%	23%	19%	27% o	24%	28% u	19%	21%	17%
Net: Confident (7-10)	524	141	383	329	195	141	383	471	98	143	325	508	15	511	13	286	181	188	114	144	151	97
	71%	76%	69%	74% d	67%	76%	69%	73%	70%	76%	77%	72%	52%	72%	46%	77% p	65%	74%	67%	75%	76%	78% r
Mean	7.56	7.94 b	7.43	7.77 df	7.24	7.94 df	7.43	7.68	7.51	7.81	7.88	7.61	6.26	7.63	5.66	7.92 p	7.25	7.73	7.41	7.7	7.94 r	7.89
Standard Deviation	2.18	2.02	2.22	2.06	2.33	2.02	2.22	2.17	2.06	2.12	2.12	2.15	2.57	2.13	2.82	2.01	2.34	1.9	2.17	2.09	1.9	2.08

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
** very small base (under 30) ineligible for sig testing

Table 710

Q8_10 - Confidence in explaining each label: Paid Partnership

Base: Cells 1-4 only: Ever uses social media

											Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	657	268	307	39	43	307	350	82	575	142	170	122	90	51	421	236	572	19	54	12
Weighted Base	660	281	312	32*	34*	313	347	66*	594	135	186	123	94*	56*	425	234	544	30**	63*	23**
1 - Not at all confident	12	4	6	1	1	5	7	2	10	1	3	3	3	1	5	7	10	2	1	-
	2%	2%	2%	3%	2%	2%	2%	3%	2%	1%	2%	2%	3%	2%	1%	3%	2%	5%	1%	-
2	13	3	9	1	1	3	9	2	11	1	2	2	5	1	8	5	11	2	-	-
	2%	1%	3%	2%	3%	1%	3%	2%	2%	1%	1%	2%	6% hij	2%	2%	2%	2%	6%	-	-
3	20	9	8	-	3	9	11	3	17	6	4	1	3	3	14	6	14	1	3	2
	3%	3%	3%	-	8%	3%	3%	4%	3%	4%	2%	1%	3%	5%	3%	3%	3%	5%	4%	8%
4	44	23	19	2	-	25	19	2	42	8	14	8	4	8	26	18	35	3	5	-
	7%	8%	6%	6%	-	8%	6%	3%	7%	6%	7%	6%	4%	15% ghl	6%	8%	6%	11%	8%	-
5	50	17	26	6	2	23	28	8	42	10	10	15	6	2	31	20	43	3	4	-
	8%	6%	8%	19%	6%	7%	8%	12%	7%	7%	5%	12% j	6%	4%	7%	8%	8%	11%	7%	-
6	74	34	33	2	4	36	37	6	67	19	19	14	12	4	37	36	60	2	6	5
	11%	12%	11%	6%	13%	12%	11%	9%	11%	14%	10%	11%	12%	8%	9%	15% n	11%	5%	10%	24%
7	76	39	29	2	6	41	35	8	68	15	22	11	12	9	40	35	64	3	5	4
	11%	14%	9%	7%	17%	13%	10%	12%	11%	11%	12%	9%	13%	16%	9%	15% n	12%	11%	7%	17%
8	79	36	35	5	2	42	38	8	72	17	23	18	9	5	50	29	69	3	6	2
	12%	13%	11%	17%	7%	13%	11%	12%	12%	13%	12%	15%	9%	8%	12%	12%	13%	10%	9%	8%
9	99	39	49	4	7	44	56	11	88	17	33	16	17	6	71	28	87	2	9	2
	15%	14%	16%	14%	20%	14%	16%	17%	15%	13%	17%	13%	18%	11%	17%	12%	16%	5%	14%	9%
10 - Extremely confident	193	77	99	9	8	86	107	17	176	42	56	37	24	17	143	50	151	9	25	8
	29%	27%	32%	28%	24%	27%	31%	26%	30%	31%	30%	30%	26%	30%	34% o	21%	28%	30%	40%	34%
Net: Not confident (1-3)	45	16	23	1	4	17	27	6	39	7	10	6	11	5	27	18	35	5	3	2
	7%	6%	7%	5%	13%	6%	8%	9%	7%	5%	5%	5%	12%	9%	6%	7%	6%	16%	5%	8%
Net: Not sure (4-6)	168	74	78	10	7	83	84	16	151	37	43	36	21	15	94	74	139	8	15	5
	25%	26%	25%	31%	19%	27%	24%	25%	26%	27%	23%	30%	23%	26%	22%	32% n	25%	28%	25%	24%
Net: Confident (7-10)	447	192	212	20	23	212	235	44	403	91	134	81	61	36	304	143	371	17	44	15
	68%	68%	68%	65%	68%	68%	68%	67%	68%	67%	72%	66%	65%	65%	72% o	61%	68%	57%	70%	68%
Mean	7.51	7.48	7.56	7.4	7.35	7.47	7.54	7.37	7.52	7.61	7.7	7.52	7.25	7.21	7.75 o	7.07	7.5	6.72	7.85	7.71
Standard Deviation	2.4	2.31	2.46	2.45	2.51	2.32	2.47	2.46	2.39	2.27	2.31	2.36	2.63	2.58	2.37	2.39	2.37	2.98	2.41	2.18

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 711

Q8_10 - Confidence in explaining each label: Paid Partnership

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use Heavy user (a)	Medium user (b)	Light user (c)	Device Mobile device (d)	Nonmobile device (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Facebook Heavy (h)	Facebook Medium (i)	Facebook Light (j)	Instagram Heavy (k)	Instagram Medium (l)	Instagram Light (m)	Twitter Heavy (n)	Twitter Medium (o)	Twitter Light (p)	Snapchat Heavy (q)	Snapchat Medium (r)	Snapchat Light (s)	YouTube Heavy (t)	YouTube Medium (u)	YouTube Light (v)
Unweighted Base	657	602	49	6	558	99	545	85	380	107	170	369	82	206	228	84	345	258	73	326	362	159	136
Weighted Base	660	607	47*	6**	561	99*	549	85*	386	110	164	362	81*	216	229	85*	346	250	74*	335	357	158	145
1 - Not at all confident	12	9	2	1	9	3	9	2	6	1	6	4	2	6	-	3	10	1	-	11	4	5	4
	2%	1%	5%	17%	2%	3%	2%	2%	1%	1%	3%	1%	2%	3%	-	3% n	3% n	*	-	3% q	1%	3%	2%
2	13	12	-	1	11	2	11	2	7	1	4	4	4	5	1	2	10	3	3	7	3	2	7
	2%	2%	-	17%	2%	2%	2%	2%	2%	1%	3%	1%	5% k	2%	*	2%	3% n	1%	4%	2%	1%	1%	5% t
3	20	16	3	1	17	3	16	3	8	5	7	10	2	8	3	2	15	9	-	11	14	4	2
	3%	3%	6%	16%	3%	3%	3%	3%	2%	4%	4%	3%	2%	4%	1%	2%	4% n	4%	-	3%	4%	2%	2%
4	44	41	3	-	36	7	35	7	29	5	10	20	6	18	12	6	26	17	7	20	22	9	12
	7%	7%	7%	-	6%	8%	6%	8%	7%	5%	6%	6%	7%	8%	5%	7%	7%	7%	9%	6%	6%	6%	8%
5	50	47	3	-	41	9	41	8	33	3	15	24	9	17	16	7	28	18	6	26	34	9	8
	8%	8%	6%	-	7%	9%	8%	9%	8% i	3%	9% i	7%	11%	8%	7%	8%	8%	7%	9%	8%	10%	5%	5%
6	74	64	9	1	62	12	59	10	48	9	17	41	8	25	34	5	34	32	7	35	42	17	14
	11%	11%	18%	17%	11%	12%	11%	12%	12%	8%	10%	11%	9%	11%	15% o	6%	10%	13%	9%	10%	12%	11%	10%
7	76	69	6	-	59	17	58	15	42	18	16	32	16	28	26	12	38	28	8	40	42	19	16
	11%	11%	13%	-	11%	17%	11%	17%	11%	17%	10%	9%	19% k	13%	11%	15%	11%	11%	11%	12%	12%	12%	11%
8	79	70	9	1	60	19	59	14	54	13	13	47	10	22	27	18	34	39	6	34	41	19	20
	12%	11%	18%	17%	11%	19% df	11%	17%	14% j	12%	8%	13%	13%	10%	12%	21% np	10%	16%	8%	10%	11%	12%	14%
9	99	93	6	-	86	13	85	12	65	14	20	64	6	29	42	12	44	40	14	44	57	25	17
	15%	15%	12%	-	15%	13%	16%	14%	17%	13%	12%	18% l	7%	14%	19%	14%	13%	16%	20%	13%	16%	16%	12%
10 - Extremely confident	193	185	7	1	179	14	175	13	96	40	57	116	20	58	67	19	107	63	23	107	97	51	45
	29%	31% b	14%	15%	32% eg	14%	32% eg	16%	25%	37% h	35% h	32%	24%	27%	29%	22%	31%	25%	31%	32%	27%	32%	31%
Net: Not confident (1-3)	45	37	5	3	37	8	36	7	22	7	17	18	8	19	4	6	35	12	3	30	21	10	13
	7%	6%	11%	50%	7%	8%	7%	8%	6%	6%	10%	5%	9%	9%	2%	7% n	10% n	5%	4%	9%	6%	7%	9%
Net: Not sure (4-6)	168	152	15	1	139	28	136	24	109	17	42	85	23	60	62	18	88	67	20	81	99	35	34
	25%	25%	31%	17%	25%	29%	25%	29%	28% i	16%	26%	24%	28%	28%	27%	21%	25%	27%	27%	24%	28%	22%	23%
Net: Confident (7-10)	447	418	28	2	385	63	377	54	256	86	105	259	51	137	162	62	223	171	51	225	237	113	97
	68%	69%	58%	32%	69%	63%	69%	63%	66%	78% hj	64%	71%	63%	64%	71%	73%	65%	68%	69%	67%	66%	71%	67%
Mean	7.51	7.59 b	6.81	4.92	7.6 eg	6.96	7.61 eg	7	7.43	7.95 h	7.4	7.79 lm	6.99	7.23	7.85 p	7.4	7.31	7.54	7.68	7.45	7.49	7.67	7.38
Standard Deviation	2.4	2.37	2.41	3.56	2.4	2.29	2.41	2.3	2.31	2.22	2.67	2.26	2.5	2.52	2.01	2.35	2.62	2.19	2.34	2.56	2.3	2.42	2.61

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 712

Q8_10 - Confidence in explaining each label: Paid Partnership

Base: Cells 1-4 only: Ever uses social media

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	657	185	472	433	224	185	472	569	140	179	348	631	26	631	26	393	198	234	151	176	188	107
Weighted Base	660	180	480	426	234	180	480	569	139	174	343	634	26**	634	25**	388	205	238	154	178	189	111
1 - Not at all confident	12	1	11	2	10	1	11	10	4	2	4	9	3	9	3	3	7	5	-	4	2	1
	2%	1%	2%	*	4% ce	1%	2% c	2%	3%	1%	1%	1%	11%	1%	11%	1%	4% o	2%	-	2%	1%	1%
2	13	1	12	4	8	1	12	11	1	-	6	11	2	11	2	5	4	3	3	2	1	1
	2%	*	2%	1%	4% ce	*	2%	2%	1%	-	2%	2%	7%	2%	7%	1%	2%	1%	2%	1%	*	1%
3	20	5	15	18	2	5	15	17	4	5	5	20	-	20	-	8	8	6	2	5	6	5
	3%	3%	3%	4% d	1%	3%	3%	3%	3%	3%	2%	3%	-	3%	-	2%	4%	3%	1%	3%	3%	5%
4	44	7	37	26	18	7	37	31	6	8	19	42	2	42	2	18	21	13	10	12	11	10
	7%	4%	8%	6%	8%	4%	8%	5%	5%	5%	6%	7%	8%	7%	8%	5%	10% o	5%	6%	7%	6%	9%
5	50	15	35	27	23	15	35	37	5	18	25	47	4	46	5	26	17	18	12	14	10	7
	8%	8%	7%	6%	10%	8%	7%	6%	3%	10% h	7%	7%	14%	7%	19%	7%	9%	7%	8%	8%	5%	7%
6	74	17	57	46	27	17	57	59	14	15	34	67	7	67	6	36	26	22	19	13	16	7
	11%	9%	12%	11%	12%	9%	12%	10%	10%	9%	10%	11%	27%	11%	25%	9%	12%	9%	12%	7%	9%	7%
7	76	17	59	53	23	17	59	66	21	16	34	75	1	75	1	42	30	34	16	22	18	11
	11%	9%	12%	12%	10%	9%	12%	12%	15%	9%	10%	12%	4%	12%	4%	11%	15%	14%	10%	12%	10%	10%
8	79	27	53	54	26	27	53	71	28	27	45	77	2	79	-	48	22	33	18	23	23	13
	12%	15%	11%	13%	11%	15%	11%	12%	20% gj	15%	13%	12%	7%	12%	-	12%	11%	14%	12%	13%	12%	11%
9	99	31	68	70	29	31	68	89	26	31	56	97	2	97	2	66	25	32	23	27	33	15
	15%	17%	14%	17%	12%	17%	14%	16%	18%	18%	16%	15%	7%	15%	7%	17%	12%	14%	15%	15%	18%	14%
10 - Extremely confident	193	60	133	126	67	60	133	178	30	53	115	189	4	188	5	137	45	73	52	56	68	40
	29%	33%	28%	30%	29%	33%	28%	31% h	21%	31%	34% h	30%	15%	30%	19%	35% p	22%	31%	34%	31%	36%	36%
Net: Not confident (1-3)	45	7	38	24	21	7	38	38	9	6	15	40	5	40	5	16	19	14	5	10	9	7
	7%	4%	8%	6%	9% e	4%	8%	7%	6%	4%	4%	6%	19%	6%	19%	4%	9% o	6%	3%	6%	5%	7%
Net: Not sure (4-6)	168	38	129	99	69	38	129	127	25	41	77	155	13	155	13	80	64	52	41	39	37	24
	25%	21%	27%	23%	29%	21%	27%	22%	18%	23%	23%	24%	49%	24%	51%	21%	31% o	22%	26%	22%	20%	22%
Net: Confident (7-10)	447	134	313	303	144	134	313	404	105	127	251	439	8	440	8	292	121	172	109	128	143	79
	68%	75% b	65%	71% d	62%	75% df	65%	71%	75%	73%	73%	69%	33%	69%	30%	75% p	59%	72%	71%	72%	76%	71%
Mean	7.51	7.95 b	7.34	7.68 df	7.2	7.95 df	7.34	7.66	7.59	7.84	7.85	7.58	5.83	7.58	5.82	7.96 p	6.94	7.64	7.83	7.66	7.98	7.73
Standard Deviation	2.4	2.12	2.47	2.23	2.65	2.12	2.47	2.36	2.2	2.15	2.25	2.35	2.84	2.35	2.92	2.18	2.52	2.32	2.17	2.36	2.22	2.43

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u
** very small base (under 30) ineligible for sig testing

Ipsos

Table 713

Q8_11 - Confidence in explaining each label: Brand Ambassador

Base: Cells 1-4 only: Ever uses social media

													Demographics									
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	816	297	388	68	63	365	451	131	685	125	188	154	129	89	536	280	722	24	57	13	
Weighted Base	810	309	395	56*	49*	366	444	105	705	117	205	154	134	94*	536	274	681	38**	67*	24**	
1 - Not at all confident	8	3	4	1	-	4	4	1	7	1	3	-	1	2	3	5	7	-	1	-	
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	2%	1%	-	1%	-	
2	17	7	8	1	1	8	9	2	15	2	3	5	3	2	9	8	15	-	1	-	
	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	-	2%	-	
3	17	7	9	1	1	7	9	1	15	3	1	5	4	2	6	10	13	2	2	-	
	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	3%	3%	2%	1%	4%	2%	4%	4%	-	
											j					n					
4	35	6	20	6	3	12	24	9	26	5	7	10	3	2	24	12	27	3	5	-	
	4%	2%	5%	10%	7%	3%	5%	9%	4%	4%	3%	6%	2%	2%	4%	4%	4%	8%	7%	-	
			a					hjl													
5	68	26	30	5	7	31	37	12	56	7	23	9	9	8	43	25	62	4	2	-	
	8%	8%	8%	9%	14%	8%	8%	11%	8%	6%	11%	6%	7%	9%	8%	9%	9%	11%	4%	-	
6	75	25	41	5	4	30	45	9	66	16	13	17	16	5	42	34	66	-	6	4	
	9%	8%	10%	9%	9%	8%	10%	9%	9%	14%	6%	11%	12%	5%	8%	12%	10%	-	8%	15%	
								jm								n					
7	93	34	44	7	8	41	52	15	78	18	15	13	22	9	62	31	79	5	7	2	
	11%	11%	11%	12%	16%	11%	12%	14%	11%	16%	8%	9%	17%	9%	12%	11%	12%	13%	10%	8%	
									j			jk									
8	141	53	68	10	10	63	78	20	121	19	34	26	24	18	101	40	119	6	12	4	
	17%	17%	17%	18%	20%	17%	18%	19%	17%	16%	17%	17%	18%	19%	19%	15%	18%	16%	18%	15%	
9	121	48	58	8	8	56	65	16	106	12	40	18	20	16	78	43	105	5	5	6	
	15%	15%	15%	14%	16%	15%	15%	15%	15%	11%	19%	11%	15%	17%	15%	16%	15%	13%	8%	24%	
											i										
10 - Extremely confident	234	101	113	12	8	113	121	20	214	33	67	52	33	30	167	67	187	13	25	9	
	29%	33%	29%	22%	16%	31%	27%	19%	30%	28%	32%	34%	24%	32%	31%	24%	27%	34%	38%	38%	
									g		g		g		o						
Net: Not confident (1-3)	41	16	21	3	1	19	22	4	37	5	8	10	8	6	18	23	35	2	5	-	
	5%	5%	5%	5%	3%	5%	5%	4%	5%	5%	4%	7%	6%	6%	3%	8%	5%	4%	7%	-	
																n					
Net: Not sure (4-6)	179	57	92	16	14	73	106	31	149	29	42	35	28	15	109	70	155	8	13	4	
	22%	18%	23%	29%	29%	20%	24%	29%	21%	25%	20%	23%	21%	16%	20%	26%	23%	20%	19%	15%	
								m													
Net: Confident (7-10)	590	236	283	37	33	273	316	71	519	83	156	110	98	73	408	181	491	29	50	20	
	73%	76%	72%	66%	68%	75%	71%	67%	74%	71%	76%	71%	73%	78%	76%	66%	72%	76%	74%	85%	
																o					
Mean	7.71	7.9	7.66	7.29	7.32	7.8	7.63	7.3	7.77	7.6	7.95	7.72	7.61	7.88	7.88	7.37	7.66	7.79	7.79	8.62	
									g		g				o						
Standard Deviation	2.21	2.18	2.23	2.32	2.01	2.21	2.21	2.17	2.21	2.16	2.19	2.33	2.12	2.28	2.11	2.38	2.21	2.26	2.4	1.46	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 714

Q8_11 - Confidence in explaining each label: Brand Ambassador

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	816	770	40	6	715	101	702	84	456	131	229	411	102	303	269	97	450	286	81	449	412	197	207
Weighted Base	810	766	38*	6**	708	102*	695	86*	463	127	220	404	96*	310	270	97*	443	273	80*	457	401	194	214
1 - Not at all confident	8	5	2	1	6	2	5	2	2	1	5	1	-	7	-	-	8	-	-	8	4	1	3
	1%	1%	5%	17%	1%	2%	1%	2%	*	1%	2%	*	-	2%	-	-	2%	-	-	2%	1%	1%	1%
			a								h			k			n			q			
2	17	16	-	1	14	3	14	2	11	5	1	9	3	5	6	1	10	5	3	9	9	3	5
	2%	2%	-	17%	2%	3%	2%	2%	2%	4%	*	2%	3%	2%	2%	1%	2%	2%	3%	2%	2%	1%	2%
											j												
3	17	14	2	1	14	2	14	2	9	2	5	6	4	6	3	5	9	7	-	9	5	5	6
	2%	2%	4%	16%	2%	2%	2%	3%	2%	2%	2%	2%	4%	2%	1%	5%	2%	3%	-	2%	1%	3%	3%
																n							
4	35	34	2	-	32	4	32	2	13	5	17	19	3	14	5	6	24	12	3	21	18	7	11
	4%	4%	5%	-	5%	3%	5%	2%	3%	4%	8%	5%	3%	4%	2%	6%	6%	4%	4%	5%	4%	4%	5%
											h					n	n						
5	68	61	5	2	61	7	59	4	34	8	27	36	9	24	22	9	37	24	9	35	40	20	9
	8%	8%	13%	34%	9%	7%	9%	5%	7%	6%	12%	9%	10%	8%	8%	9%	8%	9%	12%	8%	10%	10%	4%
											h										v	v	
6	75	68	8	-	67	9	65	9	41	12	22	33	11	32	21	6	49	23	7	46	35	16	24
	9%	9%	20%	-	9%	9%	9%	10%	9%	10%	10%	8%	11%	10%	8%	6%	11%	8%	9%	10%	9%	8%	11%
			a																	s			
7	93	88	4	-	81	11	79	10	55	16	22	39	14	39	37	14	41	32	10	51	48	22	23
	11%	12%	12%	-	11%	11%	11%	11%	12%	12%	10%	10%	15%	13%	14%	15%	9%	12%	13%	11%	12%	11%	11%
8	141	135	6	1	117	24	117	18	89	21	31	74	15	53	52	13	76	51	21	70	75	30	36
	17%	18%	15%	16%	17%	24%	17%	21%	19%	16%	14%	18%	15%	17%	19%	13%	17%	19%	26%	15%	19%	16%	17%
																			s				
9	121	118	3	-	102	19	100	17	75	18	29	65	12	44	38	17	67	48	7	66	65	32	24
	15%	15%	8%	-	14%	19%	14%	20%	16%	14%	13%	16%	13%	14%	14%	17%	15%	18%	9%	14%	16%	16%	11%
10 - Extremely confident	234	227	7	-	213	21	211	20	133	40	62	122	25	87	86	27	121	72	20	143	102	58	74
	29%	30%	19%	-	30%	20%	30%	23%	29%	31%	28%	30%	26%	28%	32%	28%	27%	26%	25%	31%	25%	30%	34%
					e																		t
Net: Not confident (1-3)	41	35	3	3	34	7	32	6	22	8	11	17	7	17	9	6	27	12	3	26	19	9	14
	5%	5%	9%	50%	5%	7%	5%	7%	5%	6%	5%	4%	7%	6%	3%	6%	6%	5%	3%	6%	5%	4%	7%
Net: Not sure (4-6)	179	163	14	2	160	20	156	15	88	25	66	87	23	69	49	20	111	59	20	101	92	43	44
	22%	21%	38%	34%	23%	19%	22%	17%	19%	20%	30%	22%	24%	22%	18%	21%	25%	21%	25%	22%	23%	22%	21%
			a								hi						n						
Net: Confident (7-10)	590	568	20	1	514	76	507	65	352	94	144	299	66	224	212	71	306	202	58	329	291	143	156
	73%	74%	53%	16%	73%	74%	73%	76%	76%	74%	65%	74%	69%	72%	79%	73%	69%	74%	72%	72%	72%	73%	73%
			b								j				p								
Mean	7.71	7.78	6.82	4	7.73	7.55	7.75	7.7	7.83	7.73	7.43	7.81	7.5	7.63	7.98	7.65	7.55	7.74	7.57	7.71	7.63	7.79	7.77
			b								j				p								
Standard Deviation	2.21	2.17	2.4	2.52	2.21	2.23	2.2	2.21	2.11	2.28	2.36	2.16	2.23	2.27	1.99	2.22	2.33	2.11	2.07	2.3	2.18	2.16	2.32

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 715

Q8_11 - Confidence in explaining each label: Brand Ambassador

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	816	200	616	506	310	200	616	706	145	194	380	778	38	779	37	416	307	283	177	190	228	129
Weighted Base	810	195	615	495	315	195	615	700	142	189	374	774	36*	775	35*	408	312	283	178	189	229	131
1 - Not at all confident	8	-	8	-	8	-	8	6	2	2	5	8	-	6	2	2	4	1	3	1	-	1
	1%	-	1%	-	2%	-	1%	1%	1%	1%	1%	1%	-	1%	6%	1%	1%	*	2%	*	-	1%
				ce			c								m							
2	17	2	15	13	4	2	15	13	3	2	6	15	2	15	2	8	5	8	3	4	2	2
	2%	1%	2%	3%	1%	1%	2%	2%	2%	1%	2%	2%	4%	2%	5%	2%	2%	3%	2%	2%	1%	2%
3	17	2	15	10	6	2	15	11	3	3	6	10	7	12	5	7	8	5	3	5	1	3
	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	19%	1%	14%	2%	3%	2%	2%	3%	1%	2%
													k		m							
4	35	4	31	17	19	4	31	28	4	4	14	34	1	32	3	11	18	6	9	6	7	5
	4%	2%	5%	3%	6%	2%	5%	4%	3%	2%	4%	4%	3%	4%	9%	3%	6%	2%	5%	3%	3%	3%
					e										o							
5	68	16	52	41	27	16	52	60	7	15	29	62	6	64	5	26	27	22	19	21	17	11
	8%	8%	8%	8%	9%	8%	8%	9%	5%	8%	8%	8%	18%	8%	14%	6%	9%	8%	11%	11%	7%	8%
													k									
6	75	18	57	43	32	18	57	58	11	19	31	69	7	70	5	39	29	23	18	13	22	10
	9%	9%	9%	9%	10%	9%	9%	8%	7%	10%	8%	9%	18%	9%	16%	10%	9%	8%	10%	7%	9%	8%
7	93	28	64	62	31	28	64	76	24	23	37	89	3	89	4	38	46	43	21	20	23	15
	11%	14%	10%	12%	10%	14%	10%	11%	17%	12%	10%	12%	9%	11%	12%	9%	15%	15%	12%	11%	10%	11%
									gj						o							
8	141	34	107	83	59	34	107	126	34	38	67	136	6	136	5	71	53	51	30	32	45	16
	17%	18%	17%	17%	19%	18%	17%	18%	24%	20%	18%	18%	16%	18%	14%	17%	17%	18%	17%	17%	20%	12%
9	121	33	88	74	48	33	88	104	25	29	55	119	2	121	-	71	40	43	22	29	30	16
	15%	17%	14%	15%	15%	17%	14%	15%	18%	15%	15%	15%	6%	16%	-	17%	13%	15%	13%	15%	13%	12%
														n								
10 - Extremely confident	234	56	178	152	82	56	178	217	28	54	123	231	3	230	4	135	82	81	50	59	82	53
	29%	29%	29%	31%	26%	29%	29%	31%	20%	29%	33%	30%	8%	30%	11%	33%	26%	29%	28%	31%	36%	40%
								h			h	l		n								qr
Net: Not confident (1-3)	41	4	37	23	18	4	37	30	8	7	16	33	8	33	9	17	16	14	9	9	3	6
	5%	2%	6%	5%	6%	2%	6%	4%	6%	4%	4%	4%	23%	4%	25%	4%	5%	5%	5%	5%	1%	5%
			a		e		e						k		m			t		t		
Net: Not sure (4-6)	179	39	141	101	78	39	141	147	22	37	75	165	14	166	13	76	74	52	46	40	45	25
	22%	20%	23%	20%	25%	20%	23%	21%	15%	20%	20%	21%	38%	21%	38%	19%	24%	18%	26%	21%	20%	19%
													k		m							
Net: Confident (7-10)	590	152	437	370	219	152	437	523	113	144	283	576	14	577	13	315	221	217	124	139	181	100
	73%	78%	71%	75%	70%	78%	71%	75%	79%	76%	76%	74%	39%	74%	37%	77%	71%	77%	69%	74%	79%	76%
					d								l		n							r
Mean	7.71	7.98	7.62	7.82	7.53	7.98	7.62	7.83	7.66	7.87	7.89	7.79	5.93	7.8	5.64	8.02	7.52	7.8	7.56	7.78	8.14	8
					d								l		n		p					r
Standard Deviation	2.21	1.88	2.3	2.14	2.31	1.88	2.3	2.16	2.06	2.05	2.19	2.17	2.3	2.15	2.53	2.09	2.23	2.11	2.27	2.21	1.91	2.24

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 716

Q8_12 - Confidence in explaining each label: Gifted

Base: Cells 1-4 only: Ever uses social media

															Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	734	268	315	72	79	340	394	151	583	92	156	145	107	83	445	289	648	20	51	15	
Weighted Base	722	280	321	60*	62*	340	382	122	601	88*	172	144	109	88*	444	279	605	31**	59*	28**	
1 - Not at all confident	9	3	4	1	2	4	6	3	7	1	1	1	3	1	5	4	4	-	3	2	
	1%	1%	1%	1%	3%	1%	2%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	-	5%	7% p	
2	16	4	7	2	3	6	10	5	11	2	1	3	3	2	10	6	16	-	-	-	
	2%	1%	2%	3%	6%	2%	3%	4% j	2%	2%	1%	2%	3%	2%	2%	2%	3%	-	-	-	
3	29	10	9	7	3	17	12	9	19	3	6	2	3	6	16	13	23	2	4	-	
	4%	4%	3%	11%	5%	5%	3%	8% hk	3%	3%	3%	1%	3%	7% k	4%	5%	4%	5%	7%	-	
4	38	14	14	3	7	17	21	10	29	2	8	8	5	6	23	15	29	2	4	4	
	5%	5%	4%	4%	11%	5%	6%	8%	5%	2%	4%	6%	4%	7%	5%	5%	5%	5%	6%	13%	
5	79	38	32	3	5	42	37	8	70	11	17	16	13	13	45	33	69	2	4	4	
	11%	14%	10%	5%	8%	12%	10%	7%	12%	13%	10%	11%	12%	15%	10%	12%	11%	6%	7%	14%	
6	92	32	43	8	9	40	52	17	75	10	20	22	14	9	52	40	78	3	5	6	
	13%	12%	13%	13%	15%	12%	14%	14%	12%	11%	12%	15%	13%	10%	12%	14%	13%	11%	8%	21%	
7	103	46	36	14	7	60	43	21	81	16	19	24	13	10	61	42	86	5	10	2	
	14%	16%	11%	24% f	11%	18%	11%	17%	14%	18%	11%	17%	12%	11%	14%	15%	14%	16%	17%	7%	
8	103	43	40	8	12	51	52	20	84	11	28	19	20	5	69	34	91	3	9	-	
	14%	16%	13%	13%	19%	15%	14%	16% m	14% m	12%	16% m	13%	18% m	6%	16%	12%	15%	10%	16%	-	
9	94	32	53	7	2	39	55	10	85	15	39	13	8	10	58	36	78	8	8	-	
	13%	11%	17%	12%	4%	11%	14%	8% l	14% gl	17% ghklm	23%	9%	7%	12%	13%	13%	13%	26%	14%	-	
10 - Extremely confident	159	57	84	8	11	65	95	19	140	18	34	35	28	25	104	55	131	7	11	11	
	22%	20%	26%	13%	18%	19%	25%	16%	23% g	21%	20%	24%	25%	29% g	24%	20%	22%	21%	19%	38%	
Net: Not confident (1-3)	54	17	20	9	8	26	28	17	37	5	8	6	9	9	31	23	43	2	7	2	
	7%	6%	6%	15%	13%	8%	7%	14% hjk	6%	6%	5%	4%	8%	10%	7%	8%	7%	5%	12%	7%	
Net: Not sure (4-6)	209	85	89	13	21	99	110	35	174	23	44	47	33	28	121	88	176	7	13	13	
	29%	30%	28%	23%	35%	29%	29%	29%	29%	26%	26%	33%	30%	32%	27%	32%	29%	22%	21%	47%	
Net: Confident (7-10)	459	177	212	37	32	215	245	70	390	60	120	91	68	51	292	168	385	23	39	13	
	64%	63%	66%	62%	52%	63%	64%	57%	65%	68%	70% g	63%	62%	58%	66%	60%	64%	73%	67%	46%	
Mean	7.22	7.16	7.48	6.75	6.53	7.09	7.33	6.64	7.33 g	7.37 g	7.57 g	7.28 g	7.18	7.1	7.32	7.05	7.23	7.68	7.03	6.87	
Standard Deviation	2.3	2.21	2.29	2.35	2.54	2.23	2.36	2.44	2.26	2.18	2.09	2.19	2.41	2.56	2.29	2.31	2.26	2.09	2.54	2.85	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 717

Q8_12 - Confidence in explaining each label: Gifted

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Internet Use Medium user (Around once a day to 4 or 5 times a week) (b)	Internet Use Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Device Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	FB Heavy user (Multiple times an hour to several times a day) (h)	FB Medium user (Around once a day to 4 or 5 times a week) (i)	FB Light user (2 or 3 times a week or less often) (j)	IG Heavy user (Multiple times an hour to several times a day) (k)	IG Medium user (Around once a day to 4 or 5 times a week) (l)	IG Light user (2 or 3 times a week or less often) (m)	TW Heavy user (Multiple times an hour to several times a day) (n)	TW Medium user (Around once a day to 4 or 5 times a week) (o)	TW Light user (2 or 3 times a week or less often) (p)	SC Heavy user (Multiple times an hour to several times a day) (q)	SC Medium user (Around once a day to 4 or 5 times a week) (r)	SC Light user (2 or 3 times a week or less often) (s)	YT Heavy user (Multiple times an hour to several times a day) (t)	YT Medium user (Around once a day to 4 or 5 times a week) (u)	YT Light user (2 or 3 times a week or less often) (v)
Unweighted Base	734	678	53	3	641	93	622	75	440	108	186	371	93	270	238	93	403	289	80	365	415	163	156
Weighted Base	722	669	50*	3**	629	93*	611	76*	443	104	176	357	90*	276	238	93*	391	275	77*	370	399	161	162
1 - Not at all confident	9	9	1	-	9	-	9	-	7	-	3	4	-	5	4	2	3	4	-	6	6	2	2
	1%	1%	2%	-	2%	-	2%	-	2%	-	2%	1%	-	2%	2%	2%	1%	1%	-	2%	1%	1%	1%
2	16	16	-	-	14	2	14	2	9	4	3	8	3	5	3	3	9	7	2	7	8	5	3
	2%	2%	-	-	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	4%	2%	3%	2%	2%	2%	3%	2%
3	29	25	4	-	22	7	21	6	14	7	8	11	5	13	8	6	14	9	3	17	13	7	9
	4%	4%	8%	-	4%	7%	3%	7%	3%	6%	5%	3%	6%	5%	3%	7%	4%	3%	4%	5%	3%	5%	5%
4	38	37	-	1	36	2	35	2	20	8	10	16	5	16	11	3	24	16	3	19	18	9	11
	5%	6%	-	33%	6%	2%	6%	2%	5%	8%	6%	5%	6%	6%	5%	4%	6%	6%	4%	5%	5%	6%	7%
5	79	75	3	1	70	9	69	6	52	7	19	39	6	34	23	9	46	26	7	45	39	20	19
	11%	11%	6%	35%	11%	9%	11%	8%	12%	7%	11%	11%	6%	12%	10%	10%	12%	9%	10%	12%	10%	13%	12%
6	92	78	13 a	1	78	15	75	10	64	12	15	41	19 km	33	28	15	50	32	14	47	46	26	21
	13%	12%	26%	32%	12%	16%	12%	13%	15%	12%	9%	11%	21%	12%	12%	16%	13%	12%	17%	13%	11%	16%	13%
7	103	94	8	-	87	16	84	15	59	10	34 i	49	14	40	34	16	53	40	11	52	68 u	15	20
	14%	14%	17%	-	14%	17%	14%	20%	13%	10%	19%	14%	16%	14%	14%	17%	14%	14%	14%	14%	17%	9%	12%
8	103	97	6	-	84	19	79	17 df	68	14	22	64 m	9	30	47 op	8	48	50 s	10	43	67	20	17
	14%	15%	11%	-	13%	20%	13%	22%	15%	13%	12%	18%	10%	11%	20%	9%	12%	18%	13%	12%	17%	12%	10%
9	94	90	4	-	79	16	78	12	56	16	22	52	12	30	32	12	46	39	12	43	56	23	15
	13%	13%	8%	-	12%	17%	13%	16%	13%	16%	13%	15%	14%	11%	13%	18%	12%	14%	15%	12%	14%	14%	9%
10 - Extremely confident	159	148	11	-	150 eg	9	147 eg	7	95	25	39	72	18	69	49	14	96	53	15	91	79	34	46 t
	22%	22%	23%	-	24%	10%	24%	9%	21%	24%	22%	20%	20%	25%	20%	15%	25%	19%	20%	25%	20%	21%	28%
Net: Not confident (1-3)	54	49	5	-	45	9	44	8	30	10	14	23	8	23	15	12	27	19	5	29	27	14	13
	7%	7%	9%	-	7%	9%	7%	10%	7%	10%	8%	6%	9%	8%	6%	13%	7%	7%	7%	8%	7%	9%	8%
Net: Not sure (4-6)	209	190	16	3	184	25	178	18	136	28	45	96	30	83	62	27	119	74	24	111	103	55 t	51
	29%	28%	32%	100%	29%	27%	29%	23%	31%	27%	25%	27%	33%	30%	26%	29%	31%	27%	31%	30%	26%	34%	31%
Net: Confident (7-10)	459	430	30	-	400	59	388	51	276	66	117	237	52	170	161	54	244	181	49	230	270 u	92	98
	64%	64%	59%	-	64%	64%	64%	67%	62%	63%	67%	67%	58%	62%	68%	58%	62%	66%	63%	62%	68%	57%	60%
Mean	7.22	7.23	7.17	4.99	7.24	7.04	7.25	7.03	7.21	7.26	7.21	7.3	7.06	7.16	7.33	6.85	7.23	7.22	7.27	7.2	7.28	7.06	7.21
Standard Deviation	2.3	2.31	2.19	0.98	2.34	2.03	2.35	2.05	2.27	2.43	2.33	2.23	2.27	2.41	2.21	2.41	2.33	2.26	2.16	2.37	2.21	2.39	2.44

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Table 718

Q8_12 - Confidence in explaining each label: Gifted

Base: Cells 1-4 only: Ever uses social media

Column headings:
- (a) Claimed interaction with social media influencers — Does interact with social media influencers
- (b) Claimed interaction with social media influencers — Does not interact with social media influencers
- (c) Claimed interaction with those who may advertise on social media (not brands) — Does interact with social media influencers
- (d) Does not interact with social media influencers
- (e) Does interact with those who may advertise on social media (exc. brands)
- (f) Does not interact with those who may advertise on social media (exc. brands)
- (g) Recall of seeing abbreviated ad labels — Seen Ad
- (h) Seen Sp
- (i) Seen Spon
- (j) Seen Collab
- (k) Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts — Aware
- (l) Not aware
- (m) Awareness of celebrities/relevant people being paid to promote products or services on social media — Aware
- (n) Not aware
- (o) Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media — Yes
- (p) No
- (q) Websites/apps visited in the last month — Daily Mail
- (r) Daily Mirror
- (s) The Sun
- (t) The Guardian
- (u) The Daily Telegraph

	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	734	194	540	454	280	194	540	624	138	173	338	684	50	691	43	365	267	250	157	181	176	120
Weighted Base	722	185	537	440	282	185	537	610	135	167	329	673	49*	682	40*	354	269	248	157	181	178	124
1 - Not at all confident	9	3	6	6	3	3	6	9	2	2	5	9	-	9	-	3	4	2	-	2	2	2
	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	-	1%	-	1%	2%	1%	-	1%	1%	2%
2	16	2	13	6	10	2	13	14	3	3	7	14	2	14	2	5	6	3	2	3	4	1
	2%	1%	3%	1%	3%	1%	3%	2%	2%	2%	2%	2%	4%	2%	5%	2%	2%	1%	1%	2%	2%	1%
3	29	2	27	19	10	2	27	24	3	3	9	27	2	28	1	12	12	4	5	4	7	3
	4%	1%	5% a	4%	3%	1%	5% e	4%	2%	2%	3%	4%	4%	4%	2%	3%	4%	1%	3%	2%	4%	2%
4	38	5	34	19	20	5	34	30	4	5	12	33	5	32	6	14	17	12	7	12	5	1
	5%	2%	6% a	4%	7% e	2%	6% e	5%	3%	3%	4%	5%	11%	5%	15% m	4%	6%	5%	4%	7% u	3%	1%
5	79	12	67	45	33	12	67	67	9	15	32	74	5	74	5	35	28	20	14	19	19	12
	11%	6%	12% a	10%	12%	6%	12% e	11%	6%	9%	10%	11%	10%	11%	12%	10%	11%	8%	9%	10%	10%	10%
6	92	24	68	56	36	24	68	66	13	16	30	86	6	85	7	36	40	34	18	25	28	18
	13%	13%	13%	13%	13%	13%	13%	11%	10%	9%	9%	13%	12%	13%	17%	10%	15%	14%	12%	14%	16%	15%
7	103	26	76	66	36	26	76	87	23	24	47	97	6	98	5	51	37	38	23	24	23	15
	14%	14%	14%	15%	13%	14%	14%	14%	17%	14%	14%	14%	12%	14%	12%	15%	14%	15%	14%	13%	13%	12%
8	103	31	73	66	38	31	73	84	28	31	48	97	6	97	6	55	35	40	27	26	28	21
	14%	16%	14%	15%	13%	16%	14%	14%	21%	19%	15%	14%	12%	14%	15%	15%	13%	16%	17%	14%	16%	17%
9	94	32	63	55	39	32	63	82	25	29	61	89	5	89	5	54	31	39	29	28	26	23
	13%	17%	12%	13%	14%	17%	12%	13%	18%	17%	19% g	13%	10%	13%	12%	15%	11%	16%	18%	15%	14%	19%
10 - Extremely confident	159	49	110	101	58	49	110	145	26	40	76	147	12	155	5	88	58	57	35	38	38	28
	22%	27%	21%	23%	21%	27%	21%	24%	19%	24%	23%	22%	25%	23%	12%	25%	22%	23%	22%	21%	21%	23%
Net: Not confident (1-3)	54	8	46	31	23	8	46	47	7	8	22	50	4	51	3	20	22	9	7	9	12	6
	7%	4%	9% a	7%	8%	4%	9% e	8%	5%	5%	7%	7%	8%	7%	7%	6%	8%	4%	4%	5%	7%	5%
Net: Not sure (4-6)	209	40	169	120	88	40	169	164	26	35	75	193	16	191	17	86	86	66	39	56	51	31
	29%	22%	31% a	27%	31% e	22%	31% e	27%	19%	21%	23%	29%	33%	28%	43% m	24%	32% o	27%	25%	31%	29%	25%
Net: Confident (7-10)	459	137	322	288	171	137	322	399	102	125	233	431	29	439	20	248	162	173	114	116	115	87
	64%	74% b	60%	66%	61%	74% cdf	60%	65%	76% g	74% g	71%	64%	59%	64%	50%	70% p	60%	70%	71%	64%	64%	70%
Mean	7.22	7.76 b	7.03	7.3	7.08	7.76 cdf	7.03	7.28	7.58	7.68 g	7.5	7.23	7.07	7.25	6.56	7.51 p	7.07	7.55	7.58	7.29	7.32	7.63
Standard Deviation	2.3	2.09	2.34	2.26	2.37	2.09	2.34	2.35	2.07	2.11	2.26	2.29	2.45	2.3	2.27	2.21	2.35	2.08	2.06	2.22	2.22	2.08

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 719

Q8_13 - Confidence in explaining each label: Paid Ad

Base: Cells 1-4 only: Ever uses social media

														Demographics							
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)	
Unweighted Base	914	363	409	76	66	439	475	142	772	145	221	166	146	94	584	330	810	24	69	11	
Weighted Base	906	379	416	62*	49*	441	465	111	795	138	240	165	151	100*	585	321	765	38**	82*	21**	
1 - Not at all confident	14	4	8	1	1	5	9	2	12	2	5	1	2	2	5	8	11	-	3	-	
	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	3% n	1%	-	3%	-	
2	11	4	4	1	2	5	6	3	8	3	1	2	1	1	7	4	9	-	-	2	
	1%	1%	1%	2%	4%	1%	1%	3% j	1%	2%	*	1%	1%	1%	1%	1%	1%	-	-	9%	
3	17	5	9	3	-	8	9	3	14	3	4	1	5	1	12	5	12	2	3	-	
	2%	1%	2%	5%	-	2%	2%	3%	2%	2%	2%	1%	3%	1%	2%	1%	2%	4%	3%	-	
4	34	20	9	4	2	23	10	6	28	6	9	7	5	1	18	16	28	3	3	-	
	4%	5% b	2%	6%	4%	5% f	2%	5%	4%	4%	4%	4%	3%	1%	3%	5%	4%	8%	3%	-	
5	53	19	25	7	4	25	28	10	43	6	13	12	5	8	34	19	48	2	4	-	
	6%	5%	6%	11%	7%	6%	6%	9% l	5%	5%	5%	7%	3%	8%	6%	6%	6%	4%	4%	-	
6	73	23	39	4	7	27	46	11	62	12	17	15	12	7	43	30	66	3	3	-	
	8%	6%	9%	6%	15%	6%	10% e	10%	8%	8%	7%	9%	8%	7%	7%	9%	9%	9%	4%	-	
7	99	44	43	6	5	50	49	12	87	11	31	15	17	14	58	40	91	2	5	2	
	11%	12%	10%	10%	11%	11%	10%	11%	11%	8%	13%	9%	11%	14%	10%	13%	12%	4%	6%	9%	
8	152	69	66	10	7	79	74	17	135	21	40	28	31	15	107	45	130	5	16	2	
	17%	18%	16%	16%	15%	18%	16%	15%	17%	15%	16%	17%	21%	15%	18%	14%	17%	13%	19%	8%	
9	132	53	62	9	8	62	70	17	115	26	33	23	23	10	80	52	116	5	6	6	
	15%	14%	15%	15%	16%	14%	15%	15%	15%	19%	14%	14%	15%	10%	14%	16%	15%	12%	7%	27%	
10 - Extremely confident	321	140	150	18	13	158	164	31	291	49	87	61	51	42	220	101	253	18	41	10	
	35%	37%	36%	28%	27%	36%	35%	28%	37% g	35%	36%	37%	34%	42% g	38%	32%	33%	46%	50% p	46%	
Net: Not confident (1-3)	41	13	21	5	3	17	24	8	33	8	11	4	7	4	24	17	32	2	5	2	
	5%	3%	5%	8%	6%	4%	5%	7% k	4%	6%	4%	2%	5%	4%	4%	5%	4%	4%	6%	9%	
Net: Not sure (4-6)	160	61	73	14	13	75	85	27	134	24	39	34	21	16	95	65	143	8	9	-	
	18%	16%	17%	23%	26%	17%	18%	24% hl	17%	17%	16%	21%	14%	16%	16%	20%	19%	21%	11%	-	
Net: Confident (7-10)	704	305	322	43	34	348	356	76	628	106	191	127	123	81	465	239	590	28	67	19	
	78%	81%	78%	69%	68%	79%	77%	69%	79% g	77%	79%	77%	81% g	81%	80% g	75%	77%	74%	82%	91%	
Mean	7.99	8.09	8.02	7.48	7.54	8.01	7.97	7.51	8.06 g	8	8.02 g	8.09 g	8.07	8.15 g	8.1 o	7.78	7.93	8.15	8.3	8.57	
Standard Deviation	2.18	2.11	2.18	2.42	2.33	2.16	2.2	2.37	2.15	2.27	2.19	2.06	2.08	2.14	2.11	2.3	2.15	2.29	2.36	2.33	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 720

Q8_13 - Confidence in explaining each label: Paid Ad

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/Laptop/Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	914	841	60	13	798	116	781	103	500	145	269	434	111	369	281	111	522	313	92	509	473	213	228
Weighted Base	906	836	57*	13**	788	118	772	105*	504	145	256	421	106	378	280	112	513	299	91*	516	460	212	233
1 - Not at all confident	14	10	2	2	12	2	12	1	6	1	6	6	1	7	6	-	8	4	-	10	8	2	4
	1%	1%	3%	15%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	-	1%	1%	-	2%	2%	1%	2%
2	11	11	-	-	9	2	9	2	5	3	3	5	2	4	1	1	9	3	2	6	6	3	1
	1%	1%	-	-	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	*	1%	2%	1%	2%	1%	1%	2%	*
3	17	16	1	-	14	3	14	3	13	2	3	6	2	9	4	1	12	5	-	11	8	1	8
	2%	2%	2%	-	2%	2%	2%	3%	3%	1%	1%	1%	2%	2%	1%	1%	2%	2%	-	2%	2%	*	3% u
4	34	30	3	1	27	7	26	6	18	5	11	17	4	13	10	4	20	17	3	13	18	4	8
	4%	4%	6%	8%	3%	6%	3%	6%	4%	4%	4%	4%	4%	3%	3%	3%	4%	6% s	3%	3%	4%	4%	3%
5	53	46	5	3	48	6	47	5	26	9	19	23	6	24	12	4	38	20	3	31	30	14	9
	6%	5%	9%	22%	6%	5%	6%	5%	5%	6%	7%	6%	6%	6%	4%	4%	7%	7%	3%	6%	6%	7%	4%
6	73	69	5	-	64	9	63	7	44	11	18	37	11	24	28	6	39	26	9	38	40	16	17
	8%	8%	8%	-	8%	7%	8%	6%	9%	8%	7%	9%	11%	6%	10%	5%	8%	9%	10%	7%	9%	7%	7%
7	99	89	7	3	82	17	80	16	53	15	30	43	13	42	34	17	48	30	6	63	48	23	28
	11%	11%	11%	24%	10%	14%	10%	15%	11%	10%	12%	10%	13%	11%	12%	15%	9%	10%	6%	12%	10%	11%	12%
8	152	136	14	2	129	23	125	21	81	27	44	72	15	66	41	22	89	50	14	88	77	28	47
	17%	16%	24%	16%	16%	20%	16%	20%	16%	19%	17%	17%	14%	17%	15%	20%	17%	17%	16%	17%	17%	13%	20%
9	132	124	8	-	111	21	110	20	81	18	33	63	20	49	46	17	69	51	22	59	75	34	23
	15%	15%	13%	-	14%	18%	14%	19%	16%	13%	13%	15%	18%	13%	16%	15%	13%	17% s	24% s	11%	16% v	16%	10%
10 - Extremely confident	321	306	13	2	293	29	287	26	177	54	90	148	33	141	99	40	182	91	32	198	150	83	88
	35%	37% b	24%	14%	37% eg	24%	37% eg	24%	35%	37%	35%	35%	31%	37%	35%	36%	35%	31%	36%	38% q	33%	39%	38%
Net: Not confident (1-3)	41	36	3	2	34	7	34	6	24	6	11	17	5	19	11	2	29	13	2	27	22	6	13
	5%	4%	5%	15%	4%	6%	4%	5%	5%	4%	4%	4%	4%	5%	4%	2%	6%	4%	2%	5%	5%	3%	5%
Net: Not sure (4-6)	160	144	13	4	139	22	136	18	88	25	48	78	21	61	50	14	97	63	15	82	87	39	34
	18%	17%	22%	30%	18%	18%	18%	17%	17%	17%	19%	18%	20%	16%	18%	12%	19%	21%	17%	16%	19%	18%	15%
Net: Confident (7-10)	704	656	42	7	615	89	601	82	393	114	197	326	80	297	220	96	388	223	74	407	351	167	186
	78%	78%	73%	54%	78%	76%	78%	78%	78%	79%	77%	77%	76%	79%	79%	86% p	76%	75%	82%	79%	76%	79%	80%
Mean	7.99	8.05	7.55	5.98	8.04	7.65	8.04	7.72	8.01	8.06	7.9	8	7.89	8.01	8.05	8.27	7.89	7.82	8.35	8.02 q	7.9	8.13	8.03
Standard Deviation	2.18	2.15	2.23	2.86	2.17	2.21	2.18	2.16	2.16	2.14	2.25	2.16	2.14	2.22	2.13	1.82	2.28	2.21	1.87	2.21	2.21	2.13	2.17

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Table 721

Q8_13 - Confidence in explaining each label: Paid Ad

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	914	213	701	545	369	213	701	785	153	215	406	874	40	867	47	464	348	293	192	220	239	138
Weighted Base	906	204	701	531	375	204	701	776	150	206	397	867	38*	860	45*	454	352	291	195	220	241	140
1 - Not at all confident	14	4	9	6	8	4	9	11	3	2	6	13	1	12	2	5	7	6	2	5	5	2
	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	4%	1%	2%	2%	1%	2%	2%	1%
2	11	1	10	7	4	1	10	9	1	-	3	8	3	8	2	2	4	1	1	3	3	2
	1%	*	1%	1%	1%	*	1%	1%	1%	-	1%	1%	7% k	1%	5% m	*	1%	*	*	1%	1%	1%
3	17	3	14	10	7	3	14	12	2	2	5	14	3	15	2	3	9	4	1	1	2	2
	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	1%	2%	7% k	2%	4%	1%	3% o	1%	1%	1%	1%	2%
4	34	7	26	17	17	7	26	21	8	5	11	31	3	30	4	11	20	8	11	12	1	3
	4%	4%	4%	3%	4%	4%	4%	3%	5%	2%	3%	4%	7%	3%	8%	2%	6% o	3%	6% t	5% t	*	2%
5	53	4	49	27	27	4	49	48	5	10	20	50	4	46	8	23	20	11	5	13	9	6
	6%	2%	7% a	5%	7% e	2%	7% e	6%	4%	5%	5%	6%	10%	5%	17% m	5%	6%	4%	2%	6%	4%	4%
6	73	17	56	39	34	17	56	57	18	17	32	71	3	71	3	36	30	27	26	17	14	11
	8%	8%	8%	7%	9%	8%	8%	7%	12%	8%	8%	8%	7%	8%	6%	8%	8%	9%	13% t	8%	6%	8%
7	99	25	74	59	40	25	74	79	24	30	49	95	4	93	5	45	44	32	23	29	30	17
	11%	12%	11%	11%	11%	12%	11%	10%	16% g	14%	12%	11%	10%	11%	12%	10%	13%	11%	12%	13%	13%	12%
8	152	30	122	93	59	30	122	128	26	37	54	143	9	145	7	66	66	50	29	39	41	24
	17%	15%	17%	18%	16%	15%	17%	16%	17%	18%	14%	17%	23%	17%	15%	14%	19%	17%	15%	17%	17%	17%
9	132	35	97	72	60	35	97	120	31	30	64	130	2	129	3	79	41	49	27	29	38	22
	15%	17%	14%	14%	16%	17%	14%	15%	20%	15%	16%	15%	5%	15%	6%	17% p	12%	17%	14%	13%	16%	16%
10 - Extremely confident	321	78	243	201	120	78	243	292	33	72	153	313	8	312	10	184	111	103	70	72	97	51
	35%	38%	35%	38%	32%	38%	35%	38% h	22%	35% h	39% h	36%	22%	36% n	21%	41% p	32%	35%	36%	33%	40%	36%
Net: Not confident (1-3)	41	7	34	23	19	7	34	32	6	4	14	35	6	35	6	10	20	11	4	9	9	6
	5%	4%	5%	4%	5%	4%	5%	4%	4%	2%	3%	4%	16% k	4%	14% m	2%	6% o	4%	2%	4%	4%	4%
Net: Not sure (4-6)	160	29	132	82	78	29	132	126	31	33	64	151	9	146	14	70	70	46	42	43	25	20
	18%	14%	19%	16%	21% ce	14%	19%	16%	21%	16%	16%	17%	24%	17%	31% m	15%	20%	16%	22% t	19% t	10%	14%
Net: Confident (7-10)	704	168	536	426	279	168	536	619	113	169	320	681	23	679	25	374	262	234	148	169	207	114
	78%	82%	76%	80% d	74%	82% d	76%	80%	75%	82%	81%	79% l	59%	79% n	55%	82% p	75%	80%	76%	77%	86% rs	81%
Mean	7.99	8.21	7.92	8.11 d	7.82	8.21 d	7.92	8.12 h	7.69	8.16 h	8.17 h	8.05 l	6.72	8.07 n	6.55	8.35 p	7.72	8.13	8.03	7.84 s	8.35 s	8.13
Standard Deviation	2.18	2.08	2.21	2.12	2.26	2.08	2.21	2.12	2.07	1.9	2.08	2.14	2.71	2.12	2.71	1.95	2.28	2.08	2.06	2.24	2	2.1

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base

Table 722

Q8_14 - Confidence in explaining each label: Affiliate

Base: Cells 1-4 only: Ever uses social media

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	690	295	299	45	51	340	350	96	594	93	162	142	127	70	423	267	601	18	59	12
Weighted Base	691	309	303	38*	41*	347	344	79*	612	88*	175	141	133	74*	427	264	572	29**	69*	22**
1 - Not at all confident	16	8	6	2	1	9	6	3	13	5	5	1	3	-	9	7	12	2	2	-
	2%	2%	2%	5%	2%	3%	2%	3%	2%	5%	3%	1%	2%	-	2%	2%	2%	6%	2%	-
										k										
2	20	4	13	2	2	5	15	4	17	1	8	3	4	1	15	6	17	3	-	-
	3%	1%	4%	4%	5%	2%	4%	5%	3%	1%	5%	2%	3%	1%	3%	2%	3%	11%	-	-
			a				e													
3	22	10	7	2	2	13	9	4	18	2	7	4	3	2	12	10	18	-	4	-
	3%	3%	2%	6%	5%	4%	3%	6%	3%	2%	4%	3%	2%	3%	3%	4%	3%	-	5%	-
4	31	12	14	1	3	14	17	4	26	4	6	5	6	6	14	17	24	2	3	2
	4%	4%	5%	4%	7%	4%	5%	6%	4%	4%	4%	4%	4%	8%	3%	6%	4%	5%	5%	8%
5	60	19	34	1	5	21	39	6	54	7	14	17	9	7	34	25	50	3	6	-
	9%	6%	11%	3%	11%	6%	11%	7%	9%	8%	8%	12%	6%	10%	8%	10%	9%	11%	9%	-
			a				e													
6	78	34	37	6	2	39	39	8	71	14	13	17	20	8	45	33	66	2	9	2
	11%	11%	12%	15%	5%	11%	11%	10%	12%	16%	7%	12%	15%	10%	11%	13%	12%	5%	12%	8%
										j			j							
7	98	41	41	8	8	49	49	16	82	16	20	16	21	8	56	42	80	-	14	4
	14%	13%	13%	22%	20%	14%	14%	21%	13%	18%	12%	12%	16%	11%	13%	16%	14%	-	21%	16%
								j												
8	101	51	43	4	3	55	46	7	94	13	30	19	17	15	72	30	85	5	11	-
	15%	17%	14%	10%	8%	16%	13%	9%	15%	15%	17%	13%	13%	20%	17%	11%	15%	16%	17%	-
															o					
9	98	50	38	5	5	56	43	10	88	14	28	20	16	10	60	38	87	6	5	-
	14%	16%	13%	14%	11%	16%	12%	13%	14%	16%	16%	14%	12%	13%	14%	15%	15%	22%	7%	-
10 - Extremely confident	167	80	71	7	10	86	81	17	150	13	45	39	36	18	111	56	131	7	15	15
	24%	26%	23%	17%	25%	25%	23%	21%	25%	14%	26%	28%	27%	24%	26%	21%	23%	23%	22%	67%
										i		i	i	i						
Net: Not confident (1-3)	58	22	26	6	5	27	31	11	47	7	20	8	9	3	35	23	48	5	5	-
	8%	7%	8%	15%	12%	8%	9%	13%	8%	8%	11%	6%	7%	4%	8%	9%	8%	17%	8%	-
								km												
Net: Not sure (4-6)	169	65	85	8	10	74	95	18	151	25	33	38	34	21	94	75	141	6	18	4
	24%	21%	28%	22%	24%	21%	28%	23%	25%	28%	19%	27%	26%	28%	22%	28%	25%	22%	26%	17%
Net: Confident (7-10)	465	222	192	24	26	246	218	51	414	56	123	95	90	51	298	166	383	18	46	18
	67%	72%	63%	63%	64%	71%	63%	64%	68%	64%	70%	67%	67%	68%	70%	63%	67%	61%	66%	83%
		b				f														
Mean	7.33	7.57	7.19	6.86	6.97	7.49	7.16	6.92	7.38	7.02	7.36	7.53	7.41	7.49	7.45	7.12	7.31	6.96	7.15	8.68
Standard Deviation	2.39	2.3	2.41	2.58	2.62	2.34	2.44	2.59	2.36	2.34	2.56	2.26	2.34	2.15	2.38	2.4	2.37	3.05	2.25	2.06

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Table 723

Q8_14 - Confidence in explaining each label: Affiliate

Base: Cells 1-4 only: Ever uses social media

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (k)	Medium user (l)	Light user (m)	Twitter Heavy user (n)	Medium user (o)	Light user (p)	Snapchat Heavy user (q)	Medium user (r)	Light user (s)	YouTube Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	690	641	41	8	596	94	580	83	386	100	204	309	88	293	229	92	369	228	65	397	372	152	166
Weighted Base	691	644	39*	8**	596	96*	580	85*	390	101*	200	303	85*	304	229	93*	369	220	64*	407	365	152	174
1 - Not at all confident	16	13	2	1	11	5	10	4	9	2	5	5	3	8	5	1	10	4	-	12	10	1	5
	2%	2%	4%	13%	2%	5%	2%	4%	2%	2%	2%	2%	4%	3%	2%	1%	3%	2%	-	3%	3%	1%	3%
2	20	18	-	2	19	2	19	2	11	3	6	9	4	7	3	2	16	4	2	15	9	2	8
	3%	3%	-	27%	3%	2%	3%	2%	3%	3%	3%	3%	4%	2%	1%	2%	4% n	2%	2%	4%	3%	2%	5%
3	22	19	3	-	20	2	19	2	10	4	8	10	1	11	4	3	15	7	-	15	14	3	5
	3%	3%	7%	-	3%	2%	3%	2%	3%	4%	4%	3%	1%	4%	2%	3%	4%	3%	-	4%	4%	2%	3%
4	31	30	1	-	27	4	26	3	17	4	10	9	3	18	5	5	20	8	3	19	13	9	9
	4%	5%	2%	-	4%	4%	4%	4%	4%	4%	5%	3%	4%	6%	2%	5%	6%	4%	5%	5%	4%	6%	5%
5	60	53	7	-	51	8	50	6	33	8	19	25	8	26	22	8	30	23	2	34	33	16	11
	9%	8%	18% a	-	9%	9%	9%	7%	8%	8%	9%	8%	10%	9%	10%	9%	8%	11%	4%	8%	9%	10%	7%
6	78	69	8	1	67	11	65	10	48	10	20	32	15	32	25	11	42	18	15	45	47	16	15
	11%	11%	20%	12%	11%	12%	11%	12%	12%	10%	10%	11%	17%	10%	11% qs	12%	11%	8%	23%	11%	13%	11%	8%
7	98	95	3	-	85	13	83	11	63	15	19	51	10	38	40	15	44	36	11	52	57	20	22
	14%	15%	7%	-	14%	13%	14%	13%	16% j	15%	10%	17%	11%	12%	17%	16%	12%	16%	17%	13%	16%	13%	12%
8	101	95	6	1	86	16	80	15	60	17	24	49	13	40	36	17	48	37	6	58	57	16	28
	15%	15%	14%	11%	14%	16%	14%	17%	15%	17%	12%	16%	15%	13%	16%	18%	13%	17%	9%	14%	16%	11%	16%
9	98	90	6	3	80	19	79	19	54	13	31	43	12	43	33	12	53	32	11	55	47	27	24
	14%	14%	15%	37%	13%	19%	14%	22% df	14%	13%	15%	14%	14%	14%	15%	13%	14%	15%	17%	13%	13%	18%	14%
10 - Extremely confident	167	162	5	-	149	18	149	14	85	24	59	69	17	81	56	19	91	50	15	102	77	42	48
	24%	25%	12%	-	25%	18%	26%	16%	22%	24%	29% h	23%	20%	27%	25%	21%	25%	23%	23%	25%	21%	27%	28%
Net: Not confident (1-3)	58	50	5	3	50	8	48	7	31	9	18	24	8	26	11	6	41	14	2	42	33	7	18
	8%	8%	12%	39%	8%	8%	8%	9%	8%	9%	9%	8%	9%	9%	5%	7%	11% n	7%	2%	10% r	9%	4%	10% u
Net: Not sure (4-6)	169	152	16	1	145	23	142	19	98	22	49	67	26	76	52	24	92	50	20	98	93	41	35
	24%	24%	40% a	12%	24%	24%	24%	23%	25%	22%	24%	22%	31%	25%	23%	26%	25%	23%	32%	24%	26%	27%	20%
Net: Confident (7-10)	465	442	19	4	400	65	391	58	262	69	133	212	51	201	166	63	236	156	42	267	238	105	121
	67%	69% b	48%	48%	67%	67%	67%	69%	67%	69%	66%	70%	60%	66%	72% p	68%	64%	71%	66%	66%	65%	69%	70%
Mean	7.33	7.39 b	6.61	5.63	7.34	7.24	7.36	7.28	7.27	7.34	7.42	7.39	7.08	7.33	7.57	7.31	7.18	7.42	7.55	7.24	7.18	7.6	7.38
Standard Deviation	2.39	2.36	2.37	3.58	2.39	2.42	2.39	2.38	2.33	2.37	2.52	2.29	2.44	2.48	2.16	2.22	2.56	2.25	2.01	2.52	2.37	2.22	2.55

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Table 724

Q8_14 - Confidence in explaining each label: Affiliate

Base: Cells 1-4 only: Ever uses social media

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	690	158	532	408	282	158	532	608	130	170	323	656	34	662	28	341	271	220	141	156	186	109
Weighted Base	691	156	536	403	289	156	536	609	128	166	320	658	33*	665	26**	336	278	223	144	156	192	112
1 - Not at all confident	16	1	15	6	10	1	15	15	3	4	4	14	2	14	2	6	8	3	1	3	3	3
	2%	1%	3%	1%	4%	1%	3%	2%	2%	2%	1%	2%	6%	2%	7%	2%	3%	1%	1%	2%	1%	3%
2	20	7	14	15	6	7	14	20	3	8	11	18	2	19	1	8	7	7	2	5	2	-
	3%	4%	3%	4%	2%	4%	3%	3%	2%	5%	3%	3%	6%	3%	5%	2%	2%	3%	1%	3%	1%	-
3	22	2	20	9	13	2	20	20	-	3	9	20	2	20	2	8	8	5	3	6	7	3
	3%	1%	4%	2%	4%	1%	4%	3% h	-	2%	3%	3%	6%	3%	8%	2%	3%	2%	2%	4%	3%	3%
4	31	3	28	14	17	3	28	28	4	9	12	28	3	28	3	14	13	8	6	8	6	4
	4%	2%	5%	3%	6%	2%	5%	5%	3%	5%	4%	4%	8%	4%	11%	4%	5%	3%	4%	5%	3%	4%
5	60	10	49	33	26	10	49	49	7	13	26	58	2	59	1	28	25	18	14	10	14	8
	9%	7%	9%	8%	9%	7%	9%	8%	5%	8%	8%	9%	6%	9%	4%	8%	9%	8%	10%	6%	7%	7%
6	78	12	67	42	37	12	67	66	17	18	35	72	6	73	6	26	46	21	13	15	22	8
	11%	7%	12%	10%	13%	7%	12%	11%	13%	11%	11%	11%	19%	11%	22%	8%	16% o	9%	9%	9%	11%	7%
7	98	27	71	60	39	27	71	86	17	20	39	92	7	96	2	47	39	29	22	24	23	16
	14%	18%	13%	15%	13%	18%	13%	14%	14%	12%	12%	14%	20%	14%	8%	14%	14%	13%	15%	15%	12%	14%
8	101	21	80	58	44	21	80	86	23	26	46	98	3	98	3	52	39	41	27	29	30	19
	15%	14%	15%	14%	15%	14%	15%	14%	18%	15%	15%	15%	9%	15%	11%	16%	14%	18%	19%	18%	15%	17%
9	98	29	69	58	40	29	69	87	30	26	55	96	2	95	3	54	33	39	21	20	29	15
	14%	19%	13%	14%	14%	19%	13%	14%	24% g	16%	17%	15%	6%	14%	11%	16%	12%	17%	14%	13%	15%	13%
10 - Extremely confident	167	44	123	109	58	44	123	152	24	41	84	162	5	163	4	93	62	53	35	38	58	37
	24%	28%	23%	27% d	20%	28%	23%	25%	19%	25%	26%	25%	14%	25%	14%	28%	22%	24%	25%	24%	30%	33%
Net: Not confident (1-3)	58	9	49	29	29	9	49	55	6	14	23	52	6	53	5	22	22	15	6	14	11	6
	8%	6%	9%	7%	10%	6%	9%	9%	5%	8%	7%	8%	18%	8%	20%	7%	8%	7%	4%	9%	6%	5%
Net: Not sure (4-6)	169	25	144	89	80	25	144	143	28	40	72	158	11	159	9	68	83	46	33	32	41	20
	24%	16%	27% a	22%	28% e	16%	27% e	24%	22%	24%	23%	24%	33%	24%	36%	20%	30% o	21%	23%	21%	22%	18%
Net: Confident (7-10)	465	122	343	284	180	122	343	411	95	112	224	448	16	453	12	246	173	161	105	110	139	86
	67%	78% b	64%	71% df	62%	78% df	64%	67%	74%	67%	70%	68% l	49%	68%	45%	73% p	62%	72%	73%	70%	73%	77%
Mean	7.33	7.79 b	7.19	7.51 df	7.06	7.79 df	7.19	7.32	7.64	7.36	7.55	7.38 l	6.19	7.37	6.19	7.61 p	7.18	7.55	7.62	7.36	7.74	7.82
Standard Deviation	2.39	2.19	2.43	2.33	2.45	2.19	2.43	2.44	2.11	2.44	2.32	2.37	2.62	2.36	2.8	2.32	2.36	2.27	2.08	2.38	2.22	2.25

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Table 784

Q13 - Awareness of celebrities being given or loaned products or services by companies for them to talk about in their posts

Base: All respondents

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Yes I definitely knew about this	1251	549	581	68	53	617	634	120	1130	167	281	228	253	200	802	449	1057	55	98	41
	54%	54%	56%	53%	44%	54%	55%	49%	55%	67% ghjklm	58% gkm	51%	53%	50%	59% o	48%	55%	48%	53%	59%
Yes I think so	599	262	254	39	43	302	297	82	516	52	113	131	112	109	345	253	491	40	53	15
	26%	26%	24%	31%	36%	26%	26%	34% hijl	25%	21%	23%	29% ijl	23%	27%	25%	27%	25%	35%	29%	22%
I thought this might happen but I wasn't sure	233	107	102	12	11	119	113	24	209	16	56	41	54	42	122	110	198	11	18	6
	10%	11%	10%	10%	10%	10%	10%	10%	10%	7%	12% i	9%	11% i	11%	9%	12% n	10%	10%	10%	8%
NET: Aware	1849	811	836	107	96	918	931	203	1647	219	394	359	365	309	1147	702	1548	95	151	56
	80%	80%	80%	85%	80%	80%	80%	83% l	80%	88% hjklm	82%	80%	76%	78%	84% o	75%	80%	83%	82%	81%
No I didn't know this happened	218	96	103	7	12	103	115	19	199	14	33	47	60	46	97	121	186	9	15	8
	9%	9%	10%	6%	10%	9%	10%	8%	10%	5%	7% i	10%	12% ij	12% ij	7%	13% n	10%	8%	8%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 785

Q13 - Awareness of celebrities being given or loaned products or services by companies for them to talk about in their posts

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Yes I definitely knew about this	1251	1182	57	12	989	261	973	242	658	191	401	497	139	614	354	137	760	345	82	823	552	281	418
	54%	56%	38%	30%	55%	52%	55%	53%	56%	52%	53%	61%	57%	50%	63%	53%	51%	59%	47%	53%	57%	55%	51%
		bc										m	m		op			rs			v		
Yes I think so	599	538	48	13	468	131	454	119	315	107	177	217	65	317	140	88	370	150	64	385	266	120	212
	26%	26%	32%	31%	26%	26%	26%	26%	27%	29%	24%	26%	27%	26%	25%	34%	25%	26%	37%	25%	27%	23%	26%
											j					np			qs				
I thought this might happen but I wasn't sure	233	196	26	11	172	61	167	54	116	32	85	64	25	144	45	20	168	49	20	163	78	62	93
	10%	9%	17%	27%	10%	12%	9%	12%	10%	9%	11%	8%	10%	12%	8%	8%	11%	8%	11%	11%	8%	12%	11%
			a	a										k			n					t	t
NET: Aware	1849	1720	104	25	1457	392	1428	361	973	298	578	714	204	931	494	225	1130	496	146	1208	819	401	630
	80%	82%	70%	60%	81%	78%	81%	78%	82%	82%	77%	87%	84%	75%	87%	87%	76%	85%	84%	78%	84%	78%	77%
		bc							j			m	m		p	p		s			uv		
No I didn't know this happened	218	193	19	5	168	50	166	46	94	35	89	41	15	162	26	13	180	36	8	174	73	50	96
	9%	9%	13%	13%	9%	10%	9%	10%	8%	10%	12%	5%	6%	13%	5%	5%	12%	6%	5%	11%	7%	10%	12%
											h			kl			no			qr			t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base

Ipsos

Table 786

Q13 - Awareness of celebrities being given or loaned products or services by companies for them to talk about in their posts

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Yes I definitely knew about this	1251	194	1056	543	707	194	1056	766	113	172	354	1251	-	1245	6	587	530	396	237	259	380	216
	54%	64%	53%	61%	50%	64%	53%	60%	55%	64%	69%	60%	-	59%	3%	74%	47%	59%	58%	57%	67%	64%
			b	df		df				h	gh	l		n		p					qrs	
Yes I think so	599	84	515	232	366	84	515	324	64	69	117	599	-	588	10	169	332	174	109	125	120	75
	26%	27%	26%	26%	26%	27%	26%	26%	31%	26%	23%	29%	-	28%	5%	21%	30%	26%	27%	27%	21%	22%
									j			l		n			o				t	
I thought this might happen but I wasn't sure	233	17	215	65	168	17	215	107	19	15	35	233	-	213	20	34	144	62	39	44	44	34
	10%	6%	11%	7%	12%	6%	11%	8%	9%	6%	7%	11%	-	10%	10%	4%	13%	9%	9%	10%	8%	10%
			a		ce		ce					l					o					
NET: Aware	1849	278	1571	776	1074	278	1571	1090	177	241	471	1849	-	1833	16	756	862	570	346	384	500	291
	80%	91%	79%	88%	76%	91%	79%	86%	86%	90%	91%	89%	-	87%	8%	95%	77%	85%	85%	84%	88%	86%
			b	df		df					gh	l		n		p						
No I didn't know this happened	218	10	208	46	172	10	208	71	11	12	9	-	218	56	162	9	120	38	24	28	21	14
	9%	3%	10%	5%	12%	3%	10%	6%	5%	5%	2%	-	100%	3%	82%	1%	11%	6%	6%	6%	4%	4%
			a		ce		ce	j	j	j			k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 787

Q14 - Awareness of celebrities being paid to promote products or services on social media

Base: All respondents

			Demographics																	
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Yes I definitely knew about this	1233	545	572	63	53	608	625	116	1117	163	267	240	257	190	809	424	1026	61	101	45
	54%	54%	55%	50%	45%	53%	54%	47%	54%	66%	55%	54%	54%	48%	59%	45%	53%	53%	55%	65%
								gm		ghjklm	gm				o					
Yes I think so	598	260	253	46	39	307	291	85	513	52	127	115	105	113	331	267	510	33	46	9
	26%	26%	24%	37%	32%	27%	25%	35%	25%	21%	26%	26%	22%	29%	24%	29%	26%	29%	25%	13%
								hijkl						il		n				
I thought this might happen but I wasn't sure	271	115	133	8	16	122	149	24	247	21	54	46	66	60	139	132	224	12	26	9
	12%	11%	13%	6%	14%	11%	13%	10%	12%	9%	11%	10%	14%	15%	10%	14%	12%	11%	14%	14%
				c									i	gik		n				
NET: Aware	1831	805	824	109	92	915	916	201	1630	216	394	355	362	304	1140	691	1536	94	147	54
	80%	79%	79%	86%	77%	80%	79%	82%	79%	87%	82%	79%	76%	76%	83%	74%	80%	82%	80%	78%
				d				l		hklm	l				o					
No I didn't know this happened	198	94	83	10	11	104	94	20	177	12	34	47	51	34	87	111	172	8	12	6
	9%	9%	8%	8%	9%	9%	8%	8%	9%	5%	7%	10%	11%	8%	6%	12%	9%	7%	6%	8%
										i		i	i			n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 788

Q14 - Awareness of celebrities being paid to promote products or services on social media

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Yes I definitely knew about this	1233	1168	55	10	978	255	964	237	629	199	405	483	129	621	330	136	767	325	82	826	542	277	414
	54%	55%	37%	24%	54%	51%	55%	52%	53%	54%	54%	59%	53%	50%	58%	53%	52%	56%	47%	53%	56%	54%	51%
		bc										m			p			r			v		
Yes I think so	598	537	48	13	458	140	441	128	342	94	162	221	71	306	159	83	356	175	61	362	267	123	208
	26%	25%	32%	31%	25%	28%	25%	28%	29%	26%	22%	27%	29%	25%	28%	32%	24%	30%	35%	23%	28%	24%	25%
									j							p		s	s				
I thought this might happen but I wasn't sure	271	228	32	11	209	63	206	54	127	41	102	75	30	167	53	21	197	48	23	201	83	71	117
	12%	11%	21%	27%	12%	12%	12%	12%	11%	11%	14%	9%	12%	13%	9%	8%	13%	8%	13%	13%	9%	14%	14%
			a	a										k			no			q		t	t
NET: Aware	1831	1705	103	23	1436	395	1405	365	971	292	567	704	199	927	489	220	1122	500	143	1187	808	400	623
	80%	81%	69%	55%	80%	79%	80%	79%	82%	80%	75%	86%	82%	75%	87%	85%	76%	86%	82%	77%	83%	78%	76%
		bc							j			m	m		p	p		s			uv		
No I didn't know this happened	198	176	15	7	153	45	150	41	84	32	82	41	15	143	23	17	158	33	8	157	78	41	79
	9%	8%	10%	18%	8%	9%	9%	9%	7%	9%	11%	5%	6%	12%	4%	6%	11%	6%	5%	10%	8%	8%	10%
				a							h			kl			no			qr			

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 789

Q14 - Awareness of celebrities being paid to promote products or services on social media

Base: All respondents

| | Total | Claimed interaction with social media influencers | | Claimed interaction with those who may advertise on social media (not brands) | | | | Recall of seeing abbreviated ad labels | | | | Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts | | Awareness of celebrities/relevant people being paid to promote products or services on social media | | Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media | | Websites/apps visited in the last month | | | | |
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Yes I definitely knew about this	1233	190	1043	522	711	190	1043	749	104	161	342	1224	9	1233	-	579	529	390	238	242	376	202
	54%	62%	52%	59%	50%	62%	52%	59%	50%	60%	66%	59%	4%	59%	-	72%	47%	58%	58%	53%	66%	60%
			b		df		df		h		h	gh	l		n		p					qrsu
Yes I think so	598	86	512	252	346	86	512	326	72	74	121	583	15	598	-	182	313	175	103	140	130	92
	26%	28%	26%	29%	24%	28%	26%	26%	35%	28%	23%	28%	7%	28%	-	23%	28%	26%	25%	31%	23%	27%
				d					gj			l		n			o			t		
I thought this might happen but I wasn't sure	271	24	248	71	200	24	248	126	18	22	42	238	33	271	-	33	171	74	47	48	41	30
	12%	8%	12%	8%	14%	8%	12%	10%	9%	8%	8%	11%	15%	13%	-	4%	15%	11%	11%	10%	7%	9%
			a		ce		ce							n			o		t	t		
NET: Aware	1831	276	1555	774	1057	276	1555	1075	176	235	462	1808	23	1831	-	761	843	565	341	381	506	294
	80%	90%	78%	87%	75%	90%	78%	85%	85%	88%	90%	87%	11%	87%	-	95%	75%	84%	84%	84%	89%	87%
			b	df		df		d			g		l		n		p					qrs
No I didn't know this happened	198	6	192	40	158	6	192	67	13	11	11	36	162	-	198	4	112	30	20	26	19	15
	9%	2%	10%	5%	11%	2%	10%	5%	6%	4%	2%	2%	74%	-	100%	1%	10%	5%	5%	6%	3%	4%
			a	e	ce		ce		j	j			k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 790

Q15 - Follow anyone who you think is either paid to promote or given/loaned products to promote on social media

Base: Ever uses social media - cells 1-5

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2269	959	1009	149	152	1108	1161	301	1968	262	443	444	457	362	1336	933	2007	72	153	37
Weighted Base	2268	1000	1022	126	119	1127	1141	245	2023	248	482	445	466	383	1351	917	1907	112*	180	69*
Yes I think I do follow people who do this	799	312	373	55	58	367	431	114	685	158	231	165	92	39	531	267	684	27	67	21
	35%	31%	36%	44%	49%	33%	38%	46%	34%	64%	48%	37%	20%	10%	39%	29%	36%	24%	37%	30%
			a				e	hklm	lm	ghjklm	hklm	lm	m		o		q			
No I don't think I follow anyone who does this	1126	542	507	37	39	579	547	76	1050	64	173	205	304	303	643	482	929	66	92	38
	50%	54%	50%	29%	33%	51%	48%	31%	52%	26%	36%	46%	65%	79%	48%	53%	49%	59%	51%	56%
		b						gijk		i	gij	ghijk	ghijkl		n					
I'm not sure	344	146	142	34	21	180	164	56	288	26	77	75	69	41	176	168	294	19	21	10
	15%	15%	14%	27%	18%	16%	14%	23%	14%	11%	16%	17%	15%	11%	13%	18%	15%	17%	12%	14%
								hijklm			m	im				n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 791

Q15 - Follow anyone who you think is either paid to promote or given/loaned products to promote on social media

Base: Ever uses social media - cells 1-5

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	2269	2079	148	42	1783	486	1746	443	1169	365	735	843	249	1177	564	251	1454	607	177	1485	990	512	767
Weighted Base	2268	2084	143	41*	1774	494	1739	451	1183	366	720	820	244	1205	565	258	1446	581	174	1513	969	512	787
Yes I think I do follow people who do this	799	754	37	8	654	145	634	125	478	123	198	498	106	194	303	114	381	351	91	357	481	180	138
	35%	36%	26%	19%	37%	29%	36%	28%	40%	34%	27%	61%	43%	16%	54%	44%	26%	60%	52%	24%	50%	35%	18%
		bc			eg		eg		ij	j		lm	m		op	p		s	s		uv	v	
No I don't think I follow anyone who does this	1126	1015	87	24	842	283	827	267	533	198	395	215	98	813	184	110	832	155	60	911	329	261	536
	50%	49%	61%	57%	47%	57%	48%	59%	45%	54%	55%	26%	40%	67%	33%	43%	58%	27%	35%	60%	34%	51%	68%
			a		df		df		h	h		k	kl		n	no		q	qr		t	tu	
I'm not sure	344	314	20	10	278	66	277	60	171	45	127	106	39	198	77	33	233	75	23	246	159	72	113
	15%	15%	14%	24%	16%	13%	16%	13%	14%	12%	18%	13%	16%	16%	14%	13%	16%	13%	13%	16%	16%	14%	14%
											i			k									

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v
* small base

Table 792

Q15 - Follow anyone who you think is either paid to promote or given/loaned products to promote on social media

Base: Ever uses social media - cells 1-5

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2269	317	1952	908	1361	317	1952	1281	211	277	530	2056	213	2074	195	814	1106	664	408	450	557	332
Weighted Base	2268	305	1963	886	1382	305	1963	1268	207	268	515	2057	212	2077	192	799	1106	664	409	453	566	338
Yes I think I do follow people who do this	799	208	591	463	336	208	591	543	118	150	316	790	9	794	4	799	-	305	193	214	253	163
	35%	68%	30%	52%	24%	68%	30%	43%	57%	56%	61%	38%	4%	38%	2%	100%	-	46%	47%	47%	45%	48%
		b		df		cdf	d		g	g	g	l		n		p						
No I don't think I follow anyone who does this	1126	66	1060	284	842	66	1060	539	65	94	151	1006	120	1014	112	-	1126	284	175	183	248	145
	50%	21%	54%	32%	61%	21%	54%	43%	31%	35%	29%	49%	57%	49%	58%	-	100%	43%	43%	40%	44%	43%
			a	e	cef		ce	hij					k		m		o					
I'm not sure	344	32	312	139	205	32	312	186	25	24	48	261	83	269	75	-	-	75	41	56	65	30
	15%	10%	16%	16%	15%	10%	16%	15%	12%	9%	9%	13%	39%	13%	39%	-	-	11%	10%	12%	11%	9%
			a	e	e		e	ij					k		m							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

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Table 793

Q17 - Words used to describe scenarios - Summary

Base: All respondents

	Normal post (not an advert)	Sponsored post	Affiliate post	Collaboration	Advert	Other (please specify)	Don't know	
Unweighted Base	**2300**	2300	2300	2300	2300	2300	2300	
Weighted Base	**2300**	2300	2300	2300	2300	2300	2300	
A reality TV star who posts about fashion buys herself a new handbag...	**820**	307	318	280	345	16	214	
	36%	13%	14%	12%	15%	1%	9%	
A cricketer is sent a free mobile phone worth £1000 from a technology company...	**127**	769	309	378	481	22	215	
	6%	33%	13%	16%	21%	1%	9%	
A food blogger agrees to promote a brand of yoghurt...	**88**	828	197	332	679	14	163	
	4%	36%	9%	14%	30%	1%	7%	
A beauty blogger buys makeup online and posts about it on Twitter...	**140**	510	567	526	347	15	195	
	6%	22%	25%	23%	15%	1%	8%	
A celebrity is given a car worth £60000 by the manufacturer...	**121**	766	286	402	521	18	185	
	5%	33%	12%	17%	23%	1%	8%	
A well-known footballer gets a pair of football boots from his sponsor...	**120**	1100	183	290	418	16	172	
	5%	48%	8%	13%	18%	1%	7%	

Table 794

Q17_1 - Words used to describe scenarios: A reality TV star who posts about fashion buys herself a new handbag. She decides to post a picture of herself with the bag on her Instagram account and tags the brand's Instagram name in the post. :

Base: All respondents

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
														Demographics						
Unweighted Base	**2300**	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	**2300**	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Normal post (not an advert)	**820**	325	399	53	43	378	442	96	724	123	187	154	137	123	522	298	692	39	61	28
	36%	32%	38%	42%	37%	33%	38%	39%	35%	49%	39%	34%	29%	31%	38%	32%	36%	34%	33%	41%
			a				e	lm	l	ghjklm	lm				o					
Sponsored post	**307**	151	134	10	11	161	145	22	285	31	73	59	66	55	176	131	262	18	23	4
	13%	15%	13%	8%	10%	14%	13%	9%	14%	12%	15%	13%	14%	14%	13%	14%	14%	16%	13%	5%
									g		g		g							
Affiliate post	**318**	124	147	24	23	148	170	47	271	33	65	62	67	44	202	116	267	15	28	7
	14%	12%	14%	19%	19%	13%	15%	19%	13%	13%	13%	14%	14%	11%	15%	12%	14%	13%	15%	10%
								hjm												
Collaboration	**280**	128	121	19	12	148	132	31	249	17	47	52	76	57	162	118	232	23	21	4
	12%	13%	12%	15%	10%	13%	11%	13%	12%	7%	10%	12%	16%	14%	12%	13%	12%	20%	11%	6%
								i		i			hij	ij				ps		
Advert	**345**	177	135	15	18	192	153	33	312	33	80	76	72	50	189	156	287	11	30	17
	15%	17%	13%	12%	15%	17%	13%	14%	15%	13%	17%	17%	15%	13%	14%	17%	15%	10%	16%	24%
		b				f														q
Other (please specify)	**16**	8	8	-	-	8	8	-	16	1	2	1	5	8	6	10	14	2	1	-
	1%	1%	1%	-	-	1%	1%	-	1%	*	*	*	1%	2%	*	1%	1%	1%	1%	-
														ghjk						
Don't know	**214**	100	97	6	11	106	108	17	197	11	28	43	55	61	109	105	178	7	19	10
	9%	10%	9%	4%	9%	9%	9%	7%	10%	4%	6%	10%	11%	15%	8%	11%	9%	6%	10%	14%
									ij			ij	gij	ghijk		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 795

Q17_1 - Words used to describe scenarios: A reality TV star who posts about fashion buys herself a new handbag. She decides to post a picture of herself with the bag on her Instagram account and tags the brand's Instagram name in the post. :

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Normal post (not an advert)	820	773	37	9	653	167	641	159	410	139	271	333	92	395	207	78	535	218	58	544	362	194	264
	36%	37%	25%	23%	36%	33%	36%	34%	35%	38%	36%	41%	38%	32%	37%	30%	36%	38%	33%	35%	37%	38%	32%
		b										m									v	v	
Sponsored post	307	284	17	5	226	80	220	77	165	52	90	115	29	163	78	43	186	75	31	201	136	69	101
	13%	13%	12%	12%	13%	16%	13%	17%	14%	14%	12%	14%	12%	13%	14%	17%	13%	13%	18%	13%	14%	14%	12%
						f		df															
Affiliate post	318	291	20	7	257	61	251	55	159	55	104	125	36	158	83	34	201	98	25	194	139	65	115
	14%	14%	14%	16%	14%	12%	14%	12%	13%	15%	14%	15%	15%	13%	15%	13%	14%	17%	15%	13%	14%	13%	14%
																		s					
Collaboration	280	248	28	3	217	63	216	57	155	42	83	86	27	167	65	48	167	74	17	189	134	55	91
	12%	12%	19%	8%	12%	13%	12%	12%	13%	11%	11%	10%	11%	14%	11%	19%	11%	13%	10%	12%	14%	11%	11%
			a											k		np							
Advert	345	302	32	11	265	80	254	65	190	46	109	120	41	185	100	36	209	91	30	224	138	84	124
	15%	14%	21%	27%	15%	16%	14%	14%	16%	12%	15%	15%	17%	15%	18%	14%	14%	16%	17%	14%	14%	16%	15%
			a	a											p								
Other (please specify)	16	16	-	-	10	6	10	6	10	-	6	2	2	13	3	-	13	2	-	15	3	4	10
	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	-	1%	*	-	1%	*	1%	1%
														k									t
Don't know	214	193	14	6	169	45	168	42	93	33	88	40	18	156	29	18	167	23	13	178	58	42	114
	9%	9%	10%	15%	9%	9%	10%	9%	8%	9%	12%	5%	7%	13%	5%	7%	11%	4%	7%	12%	6%	8%	14%
											h			kl			no			q			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 796

Q17_1 - Words used to describe scenarios: A reality TV star who posts about fashion buys herself a new handbag. She decides to post a picture of herself with the bag on her Instagram account and tags the brand's Instagram name in the post. :

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Normal post (not an advert)	820	130	690	357	463	130	690	495	73	107	228	768	52	772	48	342	368	243	146	159	234	127
	36%	43%	35%	40%	33%	43%	35%	39%	35%	40%	44%	37%	24%	37%	24%	43%	33%	36%	36%	35%	41%	37%
		b		df		df					gh	l		n		p					s	
Sponsored post	307	40	267	106	201	40	267	147	29	34	59	277	30	281	26	111	154	95	58	59	78	45
	13%	13%	13%	12%	14%	13%	13%	12%	14%	13%	11%	13%	14%	13%	13%	14%	14%	14%	14%	13%	14%	13%
Affiliate post	318	44	274	130	188	44	274	197	33	42	82	307	11	306	12	108	164	102	52	62	91	51
	14%	14%	14%	15%	13%	14%	14%	16%	16%	16%	16%	15%	5%	15%	6%	13%	15%	15%	13%	14%	16%	15%
												l		n								
Collaboration	280	39	241	119	161	39	241	149	31	32	56	264	16	264	16	90	137	95	56	66	55	40
	12%	13%	12%	13%	11%	13%	12%	12%	15%	12%	11%	13%	8%	13%	8%	11%	12%	14%	14%	14%	10%	12%
												l				t				t		
Advert	345	41	304	135	210	41	304	200	32	46	76	314	31	321	24	117	174	90	68	74	73	57
	15%	13%	15%	15%	15%	13%	15%	16%	15%	17%	15%	15%	14%	15%	12%	15%	15%	13%	17%	16%	13%	17%
Other (please specify)	16	1	16	5	12	1	16	9	2	1	1	15	1	15	1	3	13	4	3	2	7	3
	1%	*	1%	1%	1%	*	1%	1%	1%	*	*	1%	*	1%	*	*	1%	1%	1%	*	1%	1%
Don't know	214	10	203	34	180	10	203	70	8	6	14	137	77	143	71	28	117	41	25	33	28	17
	9%	3%	10%	4%	13%	3%	10%	6%	4%	2%	3%	7%	35%	7%	36%	4%	10%	6%	6%	7%	5%	5%
			a		cef		ce	ij					k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 797

Q17_2 - Words used to describe scenarios: 'A cricketer is sent a free mobile phone worth £1000 from a technology company. The cricketer posts about it on his Instagram account including a photo of the phone and a mention of the brand's Instagram account.' :

Base: All respondents

																	Demographics				
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Normal post (not an advert)	127	66	52	6	4	72	55	10	117	23	40	24	22	8	75	52	113	2	8	4
	6%	6%	5%	5%	3%	6%	5%	4%	6%	9%	8%	5%	5%	2%	5%	6%	6%	2%	5%	5%
									m	ghklm	ghlm	m	m							
Sponsored post	769	344	338	49	38	393	376	87	682	72	142	159	171	138	458	311	645	39	57	28
	33%	34%	32%	39%	32%	34%	32%	36%	33%	29%	29%	36%	36%	35%	34%	33%	33%	34%	31%	40%
											j									
Affiliate post	309	125	141	21	22	146	163	43	266	35	68	50	63	50	195	114	254	19	27	9
	13%	12%	14%	17%	18%	13%	14%	18%	13%	14%	14%	11%	13%	13%	14%	12%	13%	16%	15%	14%
								hk												
Collaboration	378	173	166	19	20	192	186	38	339	33	66	75	88	77	226	152	327	18	27	5
	16%	17%	16%	15%	16%	17%	16%	16%	17%	13%	14%	17%	18%	19%	17%	16%	17%	15%	15%	8%
											j									
Advert	481	209	227	20	25	229	252	45	436	67	120	89	88	72	293	187	405	19	44	13
	21%	21%	22%	15%	21%	20%	22%	18%	21%	27%	25%	20%	18%	18%	21%	20%	21%	16%	24%	19%
										ghklm	glm									
Other (please specify)	22	10	9	1	2	11	11	2	19	4	6	3	3	4	11	11	16	2	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%
Don't know	215	88	107	11	9	98	116	20	195	14	39	48	44	50	108	107	172	17	18	8
	9%	9%	10%	8%	8%	9%	10%	8%	10%	6%	8%	11%	9%	12%	8%	11%	9%	15%	10%	11%
										i				ij		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 798

Q17_2 - Words used to describe scenarios: 'A cricketer is sent a free mobile phone worth £1000 from a technology company. The cricketer posts about it on his Instagram account including a photo of the phone and a mention of the brand's Instagram account.' :

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Normal post (not an advert)	127	112	9	5	96	31	91	28	82	15	30	59	19	49	51	12	63	54	13	59	81	20	25
	6%	5%	6%	13%	5%	6%	5%	6%	7%	4%	4%	7%	8%	4%	9%	5%	4%	9%	8%	4%	8%	4%	3%
				a					j			m	m		op			s	s		uv		
Sponsored post	769	722	40	8	600	169	591	161	388	129	253	252	81	436	175	83	511	184	59	526	313	179	278
	33%	34%	27%	19%	33%	34%	34%	35%	33%	35%	34%	31%	33%	35%	31%	32%	35%	32%	34%	34%	32%	35%	34%
		c										k											
Affiliate post	309	277	27	6	248	61	238	53	167	51	91	119	35	155	83	38	189	88	24	197	129	87	93
	13%	13%	18%	14%	14%	12%	14%	11%	14%	14%	12%	15%	14%	13%	15%	15%	13%	15%	14%	13%	13%	17%	11%
																						v	
Collaboration	378	342	27	9	287	90	284	78	192	66	119	139	42	196	96	50	231	93	23	262	157	84	136
	16%	16%	18%	21%	16%	18%	16%	17%	16%	18%	16%	17%	17%	16%	17%	19%	16%	16%	13%	17%	16%	16%	17%
Advert	481	442	32	7	377	104	369	95	241	80	160	188	44	248	127	54	300	123	41	317	205	104	171
	21%	21%	21%	16%	21%	21%	21%	21%	20%	22%	21%	23%	18%	20%	23%	21%	20%	21%	23%	20%	21%	20%	21%
Other (please specify)	22	21	-	1	18	4	18	4	12	1	8	8	4	9	2	1	19	5	-	17	9	5	8
	1%	1%	-	2%	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	*	*	1%	1%	-	1%	1%	1%	1%
Don't know	215	194	15	6	171	44	170	42	101	24	90	54	19	143	30	20	165	34	13	167	75	33	107
	9%	9%	10%	15%	10%	9%	10%	9%	9%	7%	12%	7%	8%	12%	5%	8%	11%	6%	8%	11%	8%	7%	13%
											hi			k			n			q			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Table 799

Q17_2 - Words used to describe scenarios: 'A cricketer is sent a free mobile phone worth £1000 from a technology company. The cricketer posts about it on his Instagram account including a photo of the phone and a mention of the brand's Instagram account.' :

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Normal post (not an advert)	127	29	98	59	68	29	98	64	32	22	39	108	19	112	15	53	56	52	40	43	37	36
	6%	10%	5%	7%	5%	10%	5%	5%	15%	8%	8%	5%	9%	5%	8%	7%	5%	8%	10%	9%	7%	11%
			b			df			gij				k									t
Sponsored post	769	86	684	270	499	86	684	423	60	83	171	710	59	720	49	260	410	215	129	134	217	104
	33%	28%	34%	31%	35%	28%	34%	33%	29%	31%	33%	34%	27%	34%	25%	33%	36%	32%	32%	29%	38%	31%
			a		ce		e					l		n							qrsu	
Affiliate post	309	42	267	142	168	42	267	195	38	47	80	292	18	290	19	117	150	88	52	50	77	45
	13%	14%	13%	16%	12%	14%	13%	15%	19%	17%	15%	14%	8%	14%	10%	15%	13%	13%	13%	11%	14%	13%
				d								l										
Collaboration	378	51	326	150	227	51	326	214	35	46	86	357	20	357	20	137	185	127	64	83	78	56
	16%	17%	16%	17%	16%	17%	16%	17%	17%	17%	17%	17%	9%	17%	10%	17%	16%	19%	16%	18%	14%	17%
												l		n						t		
Advert	481	74	406	201	280	74	406	277	34	61	107	444	37	454	26	188	210	142	91	107	124	73
	21%	24%	20%	23%	20%	24%	20%	22%	17%	23%	21%	21%	17%	22%	13%	24%	19%	21%	22%	24%	22%	22%
														n		p						
Other (please specify)	22	4	18	11	11	4	18	14	1	3	6	21	1	20	2	9	9	4	2	2	6	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	*	1%	1%
Don't know	215	19	196	53	161	19	196	81	6	9	28	150	65	149	66	35	106	42	29	36	27	20
	9%	6%	10%	6%	11%	6%	10%	6%	3%	3%	5%	7%	30%	7%	33%	4%	9%	6%	7%	8%	5%	6%
			a		ce		ce	i					k		m		o				t	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 800

Q17_3 - Words used to describe scenarios: A food blogger agrees to promote a brand of yoghurt. She is paid by the company and her contract with them requires her to post pictures of herself eating the yoghurt and saying how tasty it is. :

Base: All respondents

												Demographics								
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Normal post (not an advert)	88	44	36	4	5	48	40	9	79	19	29	18	10	4	47	41	82	3	1	2
	4%	4%	3%	3%	4%	4%	3%	4%	4%	8%	6%	4%	2%	1%	3%	4%	4%	3%	1%	3%
								m	m	ghklm	lm	m					r			
Sponsored post	828	360	376	46	47	405	423	93	735	95	174	140	177	150	501	327	677	51	67	33
	36%	35%	36%	36%	39%	36%	36%	38%	36%	38%	36%	31%	37%	38%	37%	35%	35%	44%	36%	48%
Affiliate post	197	91	80	15	10	107	90	25	171	20	43	41	46	21	119	78	169	3	21	4
	9%	9%	8%	12%	8%	9%	8%	10%	8%	8%	9%	9%	10%	5%	9%	8%	9%	3%	12%	5%
								m				m	m						q	
Collaboration	332	143	151	24	15	166	165	38	293	31	68	66	77	52	198	133	285	18	19	9
	14%	14%	14%	19%	12%	15%	14%	16%	14%	12%	14%	15%	16%	13%	15%	14%	15%	16%	11%	13%
Advert	679	300	320	30	30	330	349	60	620	78	140	148	125	130	416	263	573	34	63	9
	30%	30%	31%	24%	25%	29%	30%	24%	30%	31%	29%	33%	26%	33%	30%	28%	30%	30%	34%	14%
								g				gl		gl			s		s	
Other (please specify)	14	8	4	-	2	8	6	2	12	-	5	-	2	5	4	10	12	2	-	-
	1%	1%	*	-	2%	1%	*	1%	1%	-	1%	-	*	1%	*	1%	1%	1%	-	-
											k			k		n				
Don't know	163	69	75	7	12	76	86	19	144	7	24	35	42	36	81	82	134	5	12	12
	7%	7%	7%	6%	10%	7%	7%	8%	7%	3%	5%	8%	9%	9%	6%	9%	7%	4%	7%	17%
								i	i			i	ij	ij		n				pq

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 801

Q17_3 - Words used to describe scenarios: A food blogger agrees to promote a brand of yoghurt. She is paid by the company and her contract with them requires her to post pictures of herself eating the yoghurt and saying how tasty it is. :

Base: All respondents

	Total	Internet Use			Device used most often to access the internet				Facebook usage			Instagram usage			Twitter usage			Snapchat usage			YouTube usage		
		Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week to less than once a week)	Mobile device (tablet smartphone, smartwatch)	Nonmobile device (laptop PC/ desktop, smart TV, something else)	Smartphone/Tablet	PC/ Laptop/ Desktop	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)	Heavy user (Multiple times an hour to several times a day)	Medium user (Around once a day to 4 or 5 times a week)	Light user (2 or 3 times a week or less often)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Normal post (not an advert)	88	71	16	1	58	29	53	23	57	8	24	43	12	33	33	15	40	39	12	37	55	18	15
	4%	3%	11%	2%	3%	6%	3%	5%	5%	2%	3%	5%	5%	3%	6%	6%	3%	7%	7%	2%	6%	3%	2%
			a			df		f	i			m			p	p		s	s		v		
Sponsored post	828	777	41	11	661	168	649	152	420	133	275	302	86	441	197	105	526	211	70	547	342	167	319
	36%	37%	27%	26%	37%	33%	37%	33%	36%	36%	37%	37%	35%	36%	35%	41%	36%	36%	40%	35%	35%	33%	39%
		b																					u
Affiliate post	197	175	18	4	149	47	143	42	118	30	49	76	28	93	58	17	122	57	18	122	96	49	52
	9%	8%	12%	10%	8%	9%	8%	9%	10%	8%	7%	9%	12%	7%	10%	7%	8%	10%	10%	8%	10%	10%	6%
									j				m								v	v	
Collaboration	332	303	20	9	266	66	259	62	174	51	107	123	34	175	95	42	195	93	24	215	149	79	104
	14%	14%	14%	21%	15%	13%	15%	14%	15%	14%	14%	15%	14%	14%	17%	16%	13%	16%	14%	14%	15%	15%	13%
															p								
Advert	679	628	41	11	521	158	516	150	336	119	225	236	68	375	154	66	459	152	39	488	270	163	247
	30%	30%	27%	26%	29%	31%	29%	33%	28%	32%	30%	29%	28%	30%	27%	25%	31%	26%	22%	32%	28%	32%	30%
																				qr			
Other (please specify)	14	12	2	-	10	4	10	4	7	3	4	4	1	9	3	-	10	2	1	10	2	7	5
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	-	1%	*	1%	1%	*	1%	1%
																					t		
Don't know	163	145	12	6	133	30	132	27	72	24	67	36	15	112	25	13	125	27	9	126	55	30	77
	7%	7%	8%	15%	7%	6%	7%	6%	6%	6%	9%	4%	6%	9%	4%	5%	8%	5%	5%	8%	6%	6%	9%
				a							h			k			n			q			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 802

Q17_3 - Words used to describe scenarios: A food blogger agrees to promote a brand of yoghurt. She is paid by the company and her contract with them requires her to post pictures of herself eating the yoghurt and saying how tasty it is. :

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Normal post (not an advert)	88	19	69	31	57	19	69	44	24	20	25	77	11	76	12	31	47	26	20	21	17	17
	4%	6%	3%	4%	4%	6%	3%	3%	11%	8%	5%	4%	5%	4%	6%	4%	4%	4%	5%	5%	3%	5%
		b				f			gj	g												
Sponsored post	828	116	712	330	498	116	712	468	62	93	198	778	50	785	43	311	402	253	150	171	214	126
	36%	38%	36%	37%	35%	38%	36%	37%	30%	35%	38%	37%	23%	37%	22%	39%	36%	38%	37%	38%	38%	37%
										h		l		n								
Affiliate post	197	29	168	83	114	29	168	110	18	26	43	175	21	176	20	64	96	60	38	47	47	25
	9%	9%	8%	9%	8%	9%	8%	9%	9%	10%	8%	8%	10%	8%	10%	8%	9%	9%	9%	10%	8%	7%
Collaboration	332	46	286	129	203	46	286	199	38	46	81	313	19	316	15	130	159	102	64	68	88	60
	14%	15%	14%	15%	14%	15%	14%	16%	19%	17%	16%	15%	9%	15%	8%	16%	14%	15%	16%	15%	16%	18%
												l		n								
Advert	679	84	596	272	408	84	596	387	57	75	151	624	55	634	45	239	339	196	112	122	178	92
	30%	27%	30%	31%	29%	27%	30%	31%	27%	28%	29%	30%	25%	30%	23%	30%	30%	29%	28%	27%	31%	27%
														n								
Other (please specify)	14	1	13	6	7	1	13	9	-	2	4	13	1	12	2	5	7	1	2	4	4	2
	1%	*	1%	1%	1%	*	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%
Don't know	163	11	151	35	128	11	151	51	8	6	14	102	61	103	60	18	76	32	22	23	17	16
	7%	4%	8%	4%	9%	4%	8%	4%	4%	2%	3%	5%	28%	5%	30%	2%	7%	5%	5%	5%	3%	5%
			a		ce		ce						k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Ipsos

Table 803

Q17_4 - Words used to describe scenarios: 'A beauty blogger buys makeup online and posts about it on Twitter along with the brand's Twitter name and a link to its website. The blogger receives a small percentage of the sale price if someone follows this link and makes a purchase.' :

Base: All respondents

															Demographics						
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Normal post (not an advert)	140	70	56	7	8	76	64	14	125	23	39	28	24	11	75	65	123	2	11	4
	6%	7%	5%	5%	7%	7%	5%	6%	6%	9%	8%	6%	5%	3%	5%	7%	6%	2%	6%	5%
										m	lm	m	m							
Sponsored post	510	216	229	35	30	250	260	65	445	48	89	95	106	107	291	219	424	32	40	14
	22%	21%	22%	27%	25%	22%	22%	26%	22%	19%	19%	21%	22%	27%	21%	23%	22%	27%	22%	21%
								ij						hij						
Affiliate post	567	251	266	25	24	277	291	50	518	89	143	115	94	78	359	209	497	27	29	15
	25%	25%	26%	20%	21%	24%	25%	20%	25%	36%	30%	26%	20%	20%	26%	22%	26%	23%	16%	22%
								lm		ghklm	glm	lm			o		r			
Collaboration	526	212	248	36	30	248	278	66	460	44	103	87	130	97	338	188	425	24	65	13
	23%	21%	24%	29%	25%	22%	24%	27%	22%	17%	21%	19%	27%	24%	25%	20%	22%	20%	35%	19%
								ik					hijk	i	o				pq	
Advert	347	178	142	13	13	191	156	26	320	34	79	77	74	56	201	145	291	16	26	13
	15%	18%	14%	10%	11%	17%	13%	11%	16%	14%	16%	17%	15%	14%	15%	16%	15%	14%	14%	19%
		b				f			g		g	g								
Other (please specify)	15	6	6	1	2	7	8	3	12	1	3	1	3	4	7	9	11	3	1	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	1%	3%	1%	-
																		p		
Don't know	195	81	92	10	11	92	103	21	173	11	26	44	49	43	95	99	162	12	11	9
	8%	8%	9%	8%	9%	8%	9%	9%	8%	4%	5%	10%	10%	11%	7%	11%	8%	11%	6%	13%
								i		ij		ij	ij	ij		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 804

Q17_4 - Words used to describe scenarios: 'A beauty blogger buys makeup online and posts about it on Twitter along with the brand's Twitter name and a link to its website. The blogger receives a small percentage of the sale price if someone follows this link and makes a purchase.' :

Base: All respondents

	Total	Internet Use Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device: Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook Heavy user (Multiple times an hour to several times a day) (h)	Medium user (Around once a day to 4 or 5 times a week) (i)	Light user (2 or 3 times a week or less often) (j)	Instagram Heavy user (Multiple times an hour to several times a day) (k)	Medium user (Around once a day to 4 or 5 times a week) (l)	Light user (2 or 3 times a week or less often) (m)	Twitter Heavy user (Multiple times an hour to several times a day) (n)	Medium user (Around once a day to 4 or 5 times a week) (o)	Light user (2 or 3 times a week or less often) (p)	Snapchat Heavy user (Multiple times an hour to several times a day) (q)	Medium user (Around once a day to 4 or 5 times a week) (r)	Light user (2 or 3 times a week or less often) (s)	YouTube Heavy user (Multiple times an hour to several times a day) (t)	Medium user (Around once a day to 4 or 5 times a week) (u)	Light user (2 or 3 times a week or less often) (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Normal post (not an advert)	140	126	13	1	108	31	103	25	97	16	26	67	20	52	44	20	76	57	13	70	84	28	27
	6%	6%	9%	3%	6%	6%	6%	5%	8% ij	4%	4%	8% m	8% m	4%	8% p	8%	5%	10% s	7%	4%	9% uv	5%	3%
Sponsored post	510	468	36	6	397	113	388	107	290	82	138	173	47	290	117	53	339	125	40	345	218	109	183
	22%	22%	24%	14%	22%	22%	22%	23%	25% j	22%	18%	21%	19%	23%	21%	21%	23%	21%	23%	22%	23%	21%	22%
Affiliate post	567	536	22	10	437	130	429	117	274	93	200	213	73	282	153	75	339	136	43	388	237	147	183
	25%	25% b	15%	23%	24%	26%	24%	25%	23%	25%	27%	26%	30% m	23%	27% p	29%	23%	23%	25%	25%	24%	29% v	22%
Collaboration	526	484	30	12	428	98	424	90	256	90	181	195	50	282	133	47	346	150	38	338	209	112	206
	23%	23%	20%	28%	24% e	19%	24% eg	20%	22%	25%	24%	24%	20%	23%	24% p	18%	23%	26%	22%	22%	22%	22%	25%
Advert	347	312	29	5	256	91	250	84	172	58	116	123	41	183	86	43	217	80	26	241	146	80	120
	15%	15%	19%	12%	14%	18% df	14%	18% df	15%	16%	15%	15%	17%	15%	15%	17%	15%	14%	15%	16%	15%	16%	15%
Other (please specify)	15	15	1	-	10	5	10	5	9	-	6	4	1	10	6	2	7	2	3	10	8	3	4
	1%	1%	*	-	1%	1%	1%	1%	1%	-	1%	*	*	1%	1%	1%	1%	*	2%	1%	1%	1%	1%
Don't know	195	168	18	8	161	34	157	32	84	26	84	45	12	138	25	17	152	30	10	154	67	33	94
	8%	8%	12%	19% a	9%	7%	9%	7%	7%	7%	11% hi	5%	5%	11% kl	4%	7%	10% n	5%	6%	10% q	7%	6%	12% tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

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Table 805

Q17_4 - Words used to describe scenarios: 'A beauty blogger buys makeup online and posts about it on Twitter along with the brand's Twitter name and a link to its website. The blogger receives a small percentage of the sale price if someone follows this link and makes a purchase.' :

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Normal post (not an advert)	140	28	111	64	76	28	111	61	20	22	31	122	17	123	16	54	67	44	26	34	31	26
	6%	9%	6%	7%	5%	9%	6%	5%	10%	8%	6%	6%	8%	6%	8%	7%	6%	7%	6%	7%	5%	8%
		b				df																
Sponsored post	510	65	445	184	326	65	445	291	46	59	120	467	43	480	30	169	267	141	81	102	116	69
	22%	21%	22%	21%	23%	21%	22%	23%	22%	22%	23%	22%	20%	23%	15%	21%	24%	21%	20%	22%	20%	20%
														n								
Affiliate post	567	91	476	246	322	91	476	348	48	77	162	549	18	553	15	267	237	175	109	110	209	97
	25%	30%	24%	28%	23%	30%	24%	27%	23%	29%	31%	26%	8%	26%	8%	33%	21%	26%	27%	24%	37%	29%
		b		df		df				h		l		n		p					qrsu	
Collaboration	526	69	457	221	305	69	457	331	53	63	126	498	29	501	25	183	267	171	107	109	115	84
	23%	23%	23%	25%	22%	23%	23%	26%	25%	23%	24%	24%	13%	24%	13%	23%	24%	26%	26%	24%	20%	25%
												l		n				t	t			
Advert	347	35	311	121	225	35	311	167	30	37	61	315	31	310	37	100	182	98	56	61	73	46
	15%	12%	16%	14%	16%	12%	16%	13%	15%	14%	12%	15%	14%	15%	19%	12%	16%	15%	14%	14%	13%	14%
																o						
Other (please specify)	15	3	12	8	7	3	12	5	2	2	2	14	1	14	2	2	11	3	3	3	5	2
	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%	1%	1%	*
																o						
Don't know	195	13	181	41	153	13	181	65	7	8	15	116	78	121	73	25	96	37	27	37	18	15
	8%	4%	9%	5%	11%	4%	9%	5%	4%	3%	3%	6%	36%	6%	37%	3%	9%	5%	7%	8%	3%	4%
			a		ce		ce	j					k		m		o		t	tu		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 806

Q17_5 - Words used to describe scenarios: 'A celebrity is given a car worth £60000 by the manufacturer. He posts about it on his Instagram account with photos of himself standing next to the car. In his posts he thanks the manufacturer and links to their Instagram account.' :

Base: All respondents

									Demographics											
	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Normal post (not an advert)	121	70	40	4	7	74	47	11	110	23	35	27	14	11	66	55	108	3	9	2
	5%	7%	4%	3%	6%	6%	4%	5%	5%	9%	7%	6%	3%	3%	5%	6%	6%	2%	5%	3%
		b				f			lm	ghlm	lm	lm								
Sponsored post	766	348	334	54	30	402	364	84	683	70	149	152	183	129	441	325	653	32	53	28
	33%	34%	32%	43%	25%	35%	31%	34%	33%	28%	31%	34%	38%	32%	32%	35%	34%	27%	29%	41%
				d									hij							
Affiliate post	286	113	127	25	22	137	149	46	240	40	52	51	51	46	196	90	242	14	24	6
	12%	11%	12%	20%	18%	12%	13%	19%	12%	16%	11%	11%	11%	12%	14%	10%	13%	12%	13%	8%
								hjklm		hjl					o					
Collaboration	402	159	201	17	25	176	226	42	361	38	71	70	97	85	241	161	318	31	40	13
	17%	16%	19%	13%	21%	15%	19%	17%	18%	15%	15%	16%	20%	22%	18%	17%	16%	27%	22%	18%
			a				e						j	ijk				p		
Advert	521	243	235	18	25	261	260	43	478	60	142	102	92	81	324	197	439	25	46	11
	23%	24%	23%	14%	21%	23%	22%	18%	23%	24%	30%	23%	19%	20%	24%	21%	23%	22%	25%	16%
								g			ghklm									
Other (please specify)	18	8	10	-	-	8	10	-	18	4	3	3	2	6	8	10	16	2	-	-
	1%	1%	1%	-	-	1%	1%	-	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	-	-
														g						
Don't know	185	73	93	9	11	82	104	19	166	15	30	42	41	39	92	94	156	9	11	9
	8%	7%	9%	7%	9%	7%	9%	8%	8%	6%	6%	9%	8%	10%	7%	10%	8%	8%	6%	14%
																n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 807

Q17_5 - Words used to describe scenarios: 'A celebrity is given a car worth £60000 by the manufacturer. He posts about it on his Instagram account with photos of himself standing next to the car. In his posts he thanks the manufacturer and links to their Instagram account.' :

Base: All respondents

	Total	Internet Use — Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook — Heavy user (h)	Medium user (i)	Light user (j)	Instagram — Heavy user (k)	Medium user (l)	Light user (m)	Twitter — Heavy user (n)	Medium user (o)	Light user (p)	Snapchat — Heavy user (q)	Medium user (r)	Light user (s)	YouTube — Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Normal post (not an advert)	121	105	12	4	90	32	88	28	72	14	34	55	20	46	41	20	61	36	17	68	75	22	24
	5%	5%	8%	9%	5%	6%	5%	6%	6%	4%	5%	7%	8%	4%	7%	8%	4%	6%	10%	4%	8%	4%	3%
												m	m		p	p			s		uv		
Sponsored post	766	707	49	10	588	179	580	167	386	123	257	250	83	434	182	88	496	194	59	513	308	178	280
	33%	34%	33%	24%	33%	36%	33%	36%	33%	34%	34%	30%	34%	35%	32%	34%	34%	33%	34%	33%	32%	35%	34%
														k									
Affiliate post	286	268	16	2	214	73	207	65	157	45	84	121	32	133	81	32	173	99	10	177	131	65	91
	12%	13%	11%	5%	12%	14%	12%	14%	13%	12%	11%	15%	13%	11%	14%	12%	12%	17%	6%	11%	13%	13%	11%
												m						rs		r			
Collaboration	402	371	25	6	326	76	319	71	220	63	119	138	39	225	88	47	267	93	27	282	156	88	159
	17%	18%	17%	15%	18%	15%	18%	16%	19%	17%	16%	17%	16%	18%	16%	18%	18%	16%	16%	18%	16%	17%	19%
Advert	521	476	32	12	415	106	404	95	261	93	167	200	50	271	142	54	325	127	52	342	228	121	172
	23%	23%	22%	29%	23%	21%	23%	21%	22%	25%	22%	24%	21%	22%	25%	21%	22%	22%	30%	22%	24%	24%	21%
																			qs				
Other (please specify)	18	18	-	-	13	5	13	4	9	1	8	6	2	10	6	-	12	1	-	17	8	4	6
	1%	1%	-	-	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	*	-	1%	1%	1%	1%
																				q			
Don't know	185	164	14	7	152	33	151	30	76	27	82	51	17	118	25	17	143	31	9	145	64	35	86
	8%	8%	9%	18%	8%	7%	9%	7%	6%	7%	11%	6%	7%	10%	5%	6%	10%	5%	5%	9%	7%	7%	11%
				a							h			k			n			q			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 808

Q17_5 - Words used to describe scenarios: 'A celebrity is given a car worth £60000 by the manufacturer. He posts about it on his Instagram account with photos of himself standing next to the car. In his posts he thanks the manufacturer and links to their Instagram account.' :

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Normal post (not an advert)	121	24	97	58	63	24	97	61	23	24	29	103	18	105	16	42	58	32	33	35	31	20
	5%	8%	5%	7%	4%	8%	5%	5%	11%	9%	6%	5%	8%	5%	8%	5%	5%	5%	8%	8%	5%	6%
		b		d		df			gj	g			k						q	q		
Sponsored post	766	102	665	288	479	102	665	413	54	74	152	710	57	723	43	270	375	231	142	142	190	104
	33%	33%	33%	32%	34%	33%	33%	33%	26%	28%	30%	34%	26%	34%	22%	34%	33%	34%	35%	31%	34%	31%
													l		n							
Affiliate post	286	46	241	122	164	46	241	179	34	44	87	269	17	271	15	113	138	81	47	55	78	53
	12%	15%	12%	14%	12%	15%	12%	14%	16%	16%	17%	13%	8%	13%	8%	14%	12%	12%	12%	12%	14%	16%
													l		n							
Collaboration	402	49	353	155	247	49	353	242	36	48	106	373	29	374	28	138	204	132	61	83	93	58
	17%	16%	18%	18%	17%	16%	18%	19%	17%	18%	21%	18%	13%	18%	14%	17%	18%	20%	15%	18%	16%	17%
Advert	521	69	452	208	312	69	452	291	47	63	117	488	33	489	31	202	246	163	100	109	144	85
	23%	22%	23%	24%	22%	22%	23%	23%	23%	24%	23%	23%	15%	23%	16%	25%	22%	24%	25%	24%	26%	25%
													l		n							
Other (please specify)	18	2	16	7	10	2	16	10	2	2	5	16	2	15	3	6	11	4	4	3	8	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	185	15	170	47	139	15	170	72	11	14	19	123	63	124	61	28	94	28	21	28	22	14
	8%	5%	9%	5%	10%	5%	9%	6%	5%	5%	4%	6%	29%	6%	31%	4%	8%	4%	5%	6%	4%	4%
			a		ce		ce						k		m		o					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u

Table 809

Q17_6 - Words used to describe scenarios: 'A well-known footballer gets a pair of football boots from his sponsor a famous sports brand. He posts a picture of the boots with the brand's motto in a hashtag.' :

Base: All respondents

	Total	Male (18+) (a)	Female (18+) (b)	Boy (13-17) (c)	Girl (13-17) (d)	Male (All) (e)	Female (All) (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55+ (m)	ABC1 (n)	C2DE (o)	England (p)	Wales (q)	Scotland (r)	Northern Ireland (s)
																				Demographics
Unweighted Base	2300	972	1027	149	152	1121	1179	301	1999	263	444	446	470	376	1350	950	2033	74	156	37
Weighted Base	2300	1014	1041	126	119	1141	1159	245	2055	249	483	447	479	397	1366	934	1932	115*	184	69*
Normal post (not an advert)	120	54	59	3	4	58	63	7	113	15	39	30	20	9	69	52	103	5	11	2
	5%	5%	6%	3%	3%	5%	5%	3%	6%	6%	8%	7%	4%	2%	5%	6%	5%	4%	6%	3%
									m	m	ghlm	gm								
Sponsored post	1100	436	531	70	63	506	594	133	967	112	211	192	245	208	679	422	930	54	79	37
	48%	43%	51%	55%	53%	44%	51%	54%	47%	45%	44%	43%	51%	52%	50%	45%	48%	47%	43%	53%
			a				e	hijk					jk	jk	o					
Affiliate post	183	84	79	13	7	96	86	19	163	26	49	36	39	13	117	66	151	11	21	-
	8%	8%	8%	10%	6%	8%	7%	8%	8%	11%	10%	8%	8%	3%	9%	7%	8%	9%	12%	-
								m	m	m	m	m	m						s	
Collaboration	290	149	102	20	18	169	120	38	251	40	55	64	53	40	174	116	251	11	23	4
	13%	15%	10%	16%	15%	15%	10%	16%	12%	16%	11%	14%	11%	10%	13%	12%	13%	10%	12%	6%
		b				f		m		m										
Advert	418	209	176	15	18	224	194	33	386	44	97	83	78	83	241	178	340	26	35	17
	18%	21%	17%	12%	15%	20%	17%	13%	19%	18%	20%	19%	16%	21%	18%	19%	18%	23%	19%	25%
		b							g		g			g						
Other (please specify)	16	7	9	-	-	7	9	-	16	3	5	3	3	4	9	7	12	3	1	-
	1%	1%	1%	-	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	-
																		p		
Don't know	172	74	83	5	10	80	93	15	157	9	28	40	40	40	78	94	145	5	13	9
	7%	7%	8%	4%	8%	7%	8%	6%	8%	4%	6%	9%	8%	10%	6%	10%	8%	4%	7%	13%
									i			i	i	ij		n				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m - n/o - p/q/r/s

* small base

Table 810

Q17_6 - Words used to describe scenarios: 'A well-known footballer gets a pair of football boots from his sponsor a famous sports brand. He posts a picture of the boots with the brand's motto in a hashtag.' :

Base: All respondents

	Total	Internet Use — Heavy user (Multiple times an hour to several times a day) (a)	Medium user (Around once a day to 4 or 5 times a week) (b)	Light user (2 or 3 times a week to less than once a week) (c)	Device used most often — Mobile device (tablet smartphone, smartwatch) (d)	Nonmobile device (laptop PC/ desktop, smart TV, something else) (e)	Smartphone/Tablet (f)	PC/ Laptop/ Desktop (g)	Facebook usage — Heavy user (h)	Medium user (i)	Light user (j)	Instagram usage — Heavy user (k)	Medium user (l)	Light user (m)	Twitter usage — Heavy user (n)	Medium user (o)	Light user (p)	Snapchat usage — Heavy user (q)	Medium user (r)	Light user (s)	YouTube usage — Heavy user (t)	Medium user (u)	Light user (v)
Unweighted Base	2300	2104	154	42	1805	495	1767	452	1169	365	766	843	249	1208	564	251	1485	607	177	1516	990	512	798
Weighted Base	2300	2109	149	41*	1797	503	1761	460	1183	366	752	820	244	1237	565	258	1478	581	174	1545	969	512	818
Normal post (not an advert)	120	108	11	1	87	33	81	26	70	16	35	51	21	48	43	20	58	41	17	63	67	21	33
	5%	5%	7%	3%	5%	7%	5%	6%	6%	4%	5%	6%	8%	4%	8%	8%	4%	7%	10%	4%	7%	4%	4%
												m	m		p	p		s	s		uv		
Sponsored post	1100	1027	54	19	883	217	873	204	559	182	359	385	111	604	250	115	735	261	83	756	463	253	384
	48%	49%	36%	46%	49%	43%	50%	44%	47%	50%	48%	47%	45%	49%	44%	45%	50%	45%	48%	49%	48%	49%	47%
		b			e		e										n						
Affiliate post	183	170	9	4	143	40	140	35	107	32	44	85	17	80	63	22	98	60	16	106	92	42	48
	8%	8%	6%	9%	8%	8%	8%	8%	9%	9%	6%	10%	7%	6%	11%	8%	7%	10%	9%	7%	9%	8%	6%
										j		m			p			s			v		
Collaboration	290	262	24	3	212	78	205	67	156	39	95	116	37	137	74	38	177	88	25	177	126	69	94
	13%	12%	16%	8%	12%	15%	12%	15%	13%	11%	13%	14%	15%	11%	13%	15%	12%	15%	15%	11%	13%	14%	11%
						df						m			p			s					
Advert	418	377	35	7	316	102	310	95	211	72	136	138	43	237	103	45	271	101	22	295	156	94	168
	18%	18%	23%	17%	18%	20%	18%	21%	18%	20%	18%	17%	18%	19%	18%	17%	18%	17%	13%	19%	16%	18%	21%
																				r			t
Other (please specify)	16	16	-	-	12	4	11	4	9	3	5	4	5	8	3	3	10	2	-	14	8	4	4
	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	*	-	1%	1%	1%	1%
													km										
Don't know	172	149	16	7	144	28	140	27	71	23	78	39	10	123	29	15	129	28	10	134	58	28	86
	7%	7%	11%	17%	8%	6%	8%	6%	6%	6%	10%	5%	4%	10%	5%	6%	9%	5%	6%	9%	6%	6%	11%
				a							hi			kl			n			q			tu

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i/j - k/l/m - n/o/p - q/r/s - t/u/v

* small base

Ipsos

Table 811

Q17_6 - Words used to describe scenarios: 'A well-known footballer gets a pair of football boots from his sponsor a famous sports brand. He posts a picture of the boots with the brand's motto in a hashtag.' :

Base: All respondents

	Total	Claimed interaction with social media influencers		Claimed interaction with those who may advertise on social media (not brands)				Recall of seeing abbreviated ad labels				Awareness of celebrities/relevant people being given or loaned products or services by companies for them to talk about in their posts		Awareness of celebrities/relevant people being paid to promote products or services on social media		Claimed following of anyone who one thinks is either paid to promote or given/loaned products to promote on social media		Websites/apps visited in the last month				
		Does interact with social media influencers (a)	Does not interact with social media influencers (b)	Does interact with social media influencers (c)	Does not interact with social media influencers (d)	Does interact with those who may advertise on social media (exc. brands) (e)	Does not interact with those who may advertise on social media (exc. brands) (f)	Seen Ad (g)	Seen Sp (h)	Seen Spon (i)	Seen Collab (j)	Aware (k)	Not aware (l)	Aware (m)	Not aware (n)	Yes (o)	No (p)	Daily Mail (q)	Daily Mirror (r)	The Sun (s)	The Guardian (t)	The Daily Telegraph (u)
Unweighted Base	2300	317	1983	908	1392	317	1983	1281	211	277	530	2081	219	2099	201	814	1106	670	408	452	557	332
Weighted Base	2300	305	1995	886	1414	305	1995	1268	207	268	515	2082	218	2102	198	799	1126	670	409	455	566	338
Normal post (not an advert)	120	23	98	47	74	23	98	47	23	17	22	107	13	107	13	43	62	36	29	31	26	20
	5%	7%	5%	5%	5%	7%	5%	4%	11%	6%	4%	5%	6%	5%	7%	5%	5%	5%	7%	7%	5%	6%
									gj	g												
Sponsored post	1100	146	954	453	647	146	954	680	77	128	277	1024	76	1023	78	408	522	324	186	224	280	147
	48%	48%	48%	51%	46%	48%	48%	54%	37%	48%	54%	49%	35%	49%	39%	51%	46%	48%	45%	49%	49%	44%
				d				h		h	h	l		n		p						
Affiliate post	183	33	150	78	105	33	150	99	23	34	55	175	8	179	4	82	81	66	53	46	57	41
	8%	11%	8%	9%	7%	11%	8%	8%	11%	13%	11%	8%	3%	9%	2%	10%	7%	10%	13%	10%	10%	12%
		b				df				g	g	l		n		p						
Collaboration	290	50	240	118	171	50	240	160	36	45	68	269	20	274	15	108	145	97	57	56	70	49
	13%	16%	12%	13%	12%	16%	12%	13%	17%	17%	13%	13%	9%	13%	8%	14%	13%	14%	14%	12%	12%	15%
		b				df						l		n								
Advert	418	37	382	144	274	37	382	212	39	37	74	380	39	392	27	127	224	104	64	63	108	58
	18%	12%	19%	16%	19%	12%	19%	17%	19%	14%	14%	18%	18%	19%	14%	16%	20%	16%	16%	14%	19%	17%
			a		e		e										o				s	
Other (please specify)	16	4	13	8	9	4	13	10	2	1	5	15	1	15	1	5	8	3	1	5	8	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	*	1%	1%	*	*	1%	1%	1%
Don't know	172	14	159	39	133	14	159	61	8	5	13	111	61	113	60	27	84	40	19	30	18	20
	7%	4%	8%	4%	9%	4%	8%	5%	4%	2%	2%	5%	28%	5%	30%	3%	7%	6%	5%	7%	3%	6%
			a		ce		ce	ij					k		m		o	t		t		t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n - o/p - q/r/s/t/u