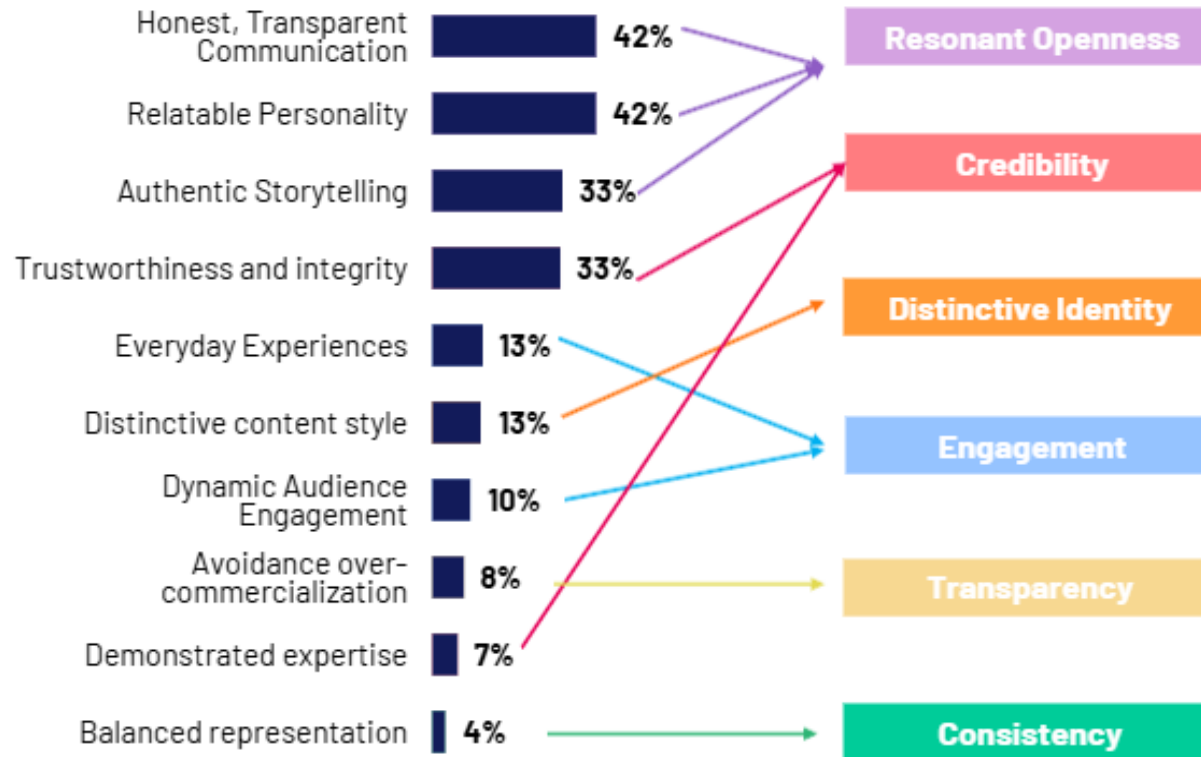


Importance of Authenticity	Total 2025 (A)
Total Interviews (Weighted)	757
(Net) Top 2 box	548 72%
(x5) Very Important	314 41%
(x4) Important	234 31%
(x3) Neutral	113 15%
(x2) Slightly important	83 11%
(x1) Not at all important	13 2%
(Net) Bottom 2 box	96 13%
Mean	4.0
Std Dev	1.1
Std Err	0.0

Importance	Platform Type	
	Image/Vid	Text/Audio
	eo (h)	(i)
\	750	326
	750	327
	545	266
	73%	82%
	Total	h
	Interviews	
	(Weighted)	
	313	151
	42%	46%
	(Net) Top	
2 box	232	115
	(x5)	31%
	Very	35%
	Importa	110
	(x4)	28
	Importa	15%
	i	9%
	nt	83
	(x3)	29
	Neutral	11%
	12	3
	(x2)	2%
	Slightly	1%
	importa	95
	(x1)	32
	Not at	13%
	all	10%
	4.0	4.2
	(Net)	h
	Bottom 2	1.1
box	0.0	1.0
		0.1

What makes an influencer you follow feel authentic?



n=757