

## **Enhanced Audiences**

## **Key findings**

- Social media brands are more likely to have an audience influenced by celebrity
- Brands with the highest %
   agreeing they are influenced
   by celebrity ALSO have a
   high % of 15-24s



Period: May 2022

Media: Brand group Custom Selection

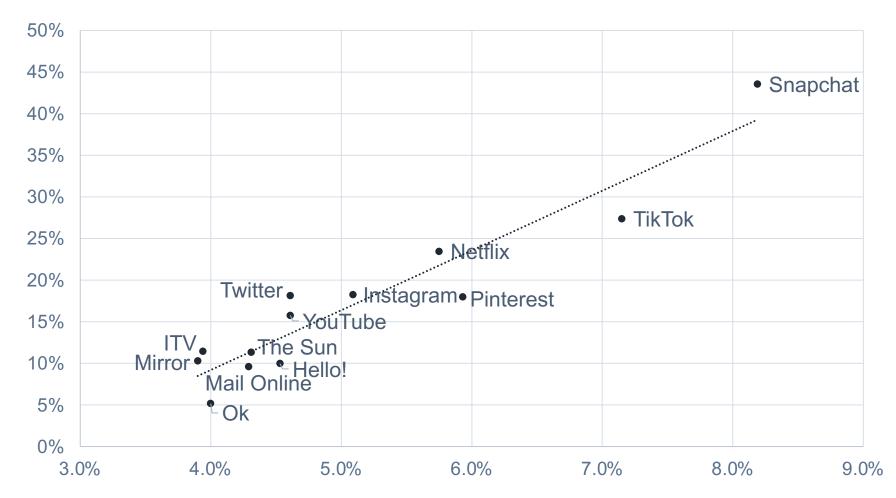
Target: 15-24s, % agree they are

influenced by celebrity

Metric: Audience Composition %
Universe: Total Internet Population 15+

## The relationship between age profile & celebrity influence

% of online brand audience aged 15-24



% of online brand audience who agree 'celebrities influence my purchase decisions'



Source: UKOM Ipsos iris Online Audience Measurement Service, Profiling Report May 2022, UK Internet population (15+)