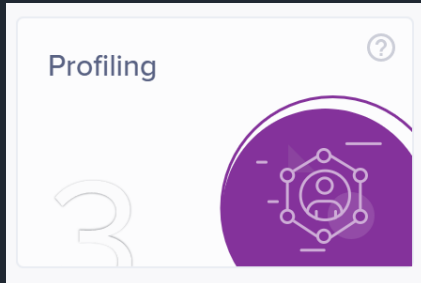


**Key findings**

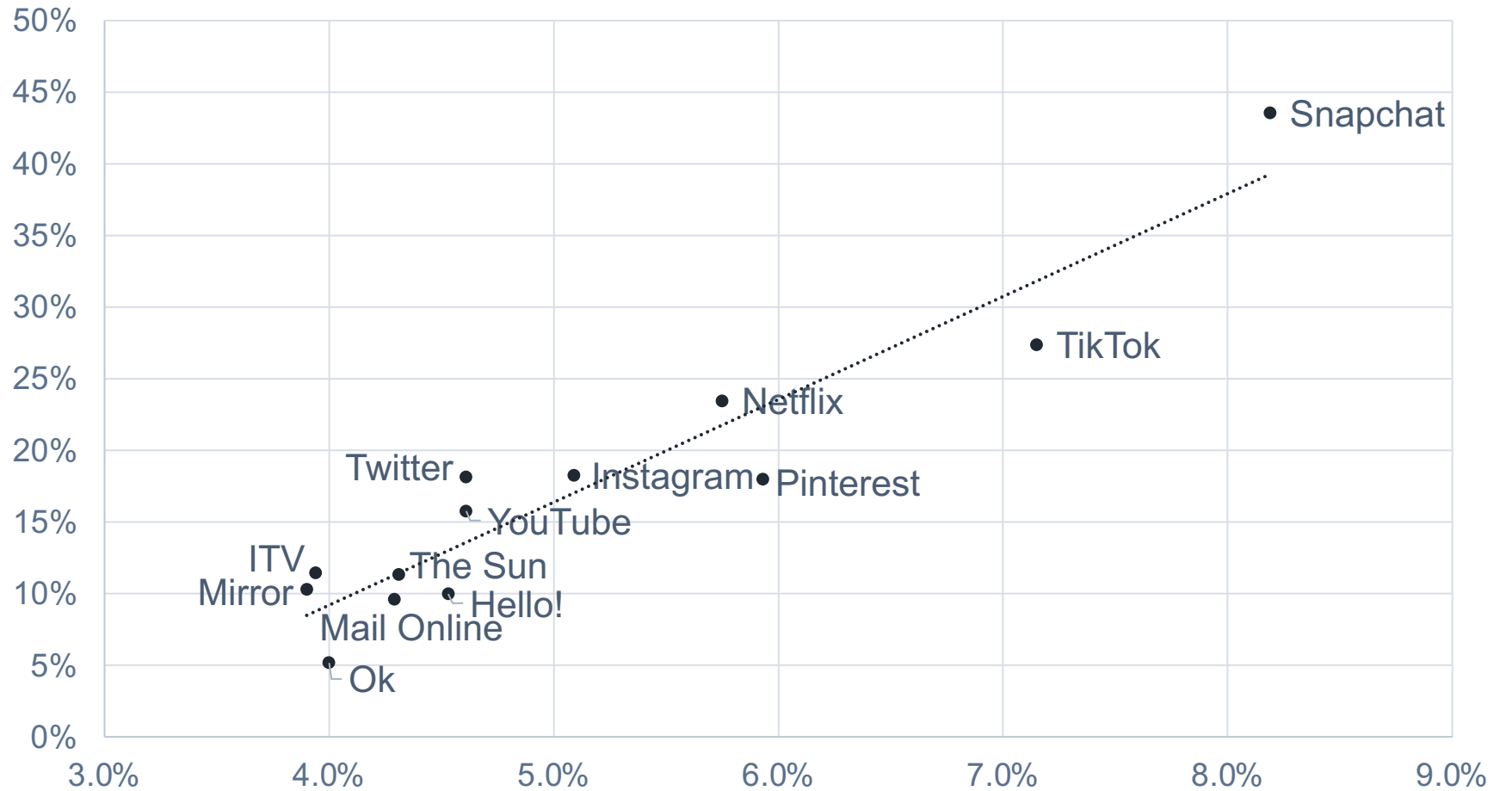
- Social media brands are more likely to have an audience influenced by celebrity
- Brands with the highest % agreeing they are influenced by celebrity ALSO have a high % of 15-24s



**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'**