



UK EDITION



IZEA INSIGHTS SPECIAL REPORT

2024 UK Trust in Influencer Marketing

June 2024



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BACKGROUND

We surveyed over 1,000 **UK-based** consumers to help understand their sentiments around influencer marketing and see how those thoughts differ between age groups and sex.

GOALS

- Offer valuable insights for our partners overseeing the promotion of products and services across digital platforms.
- Provide education and support to decision-makers who must stay updated on trends in social media and the Creator Economy for effective business operations.
- Assist all parties in understanding the evolving dynamics of social media preferences and influencer reach, guiding them on effective ways to engage with consumers.



|ZEA



SAMPLE POPULATION

UK SOCIAL MEDIA USERS

United Kingdom

GEOGRAPHY

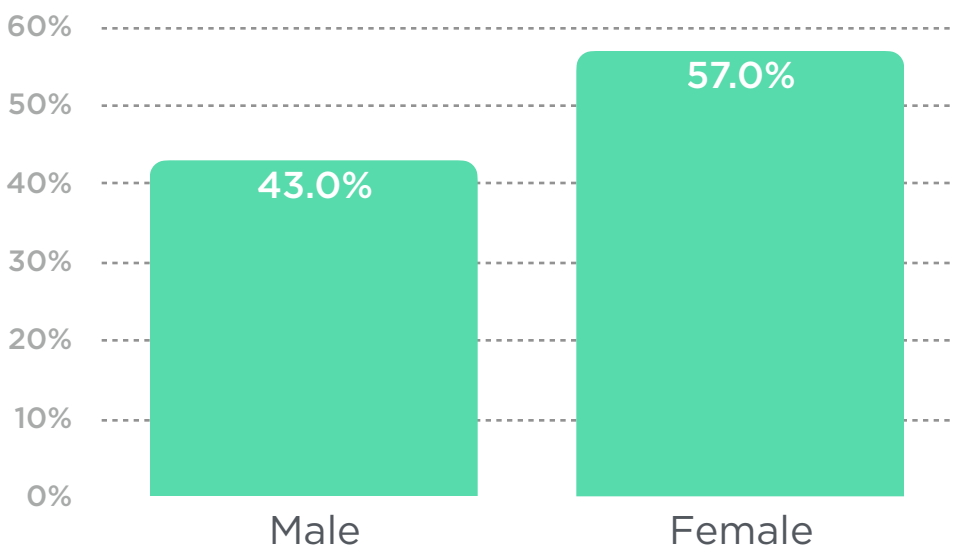
5/16/24
TO
5/17/24

DATA GATHERED

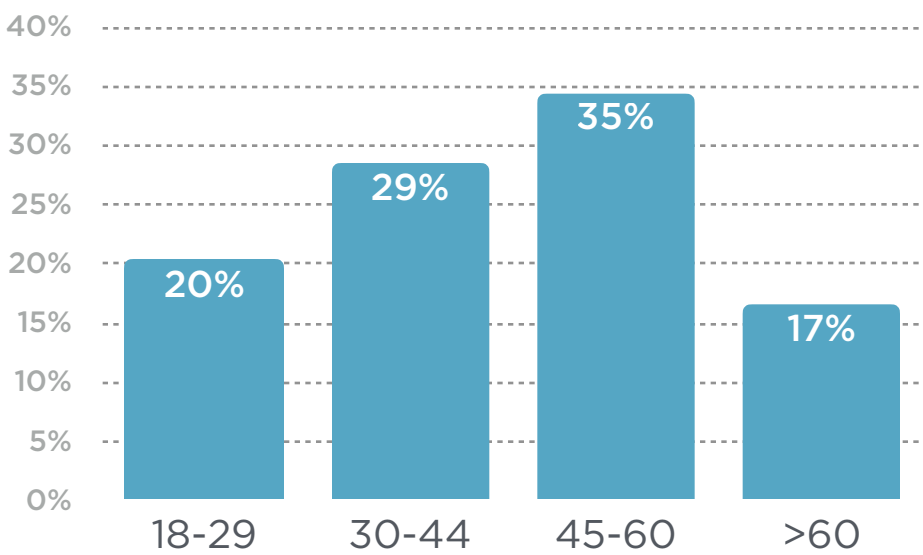
1,024 Respondents

All respondents were required to have an internet connection and be a social media user in order to participate in the survey.

SEX



AGE



SUMMARY OF FINDINGS

Our findings in this report reveal significant trends in influencer marketing and social media usage in the United Kingdom. Facebook remains the most widely used platform, while **TikTok sees high engagement** among younger users. Content creation is dominated by short-form visual content, with a growing trend toward AI-assisted production.

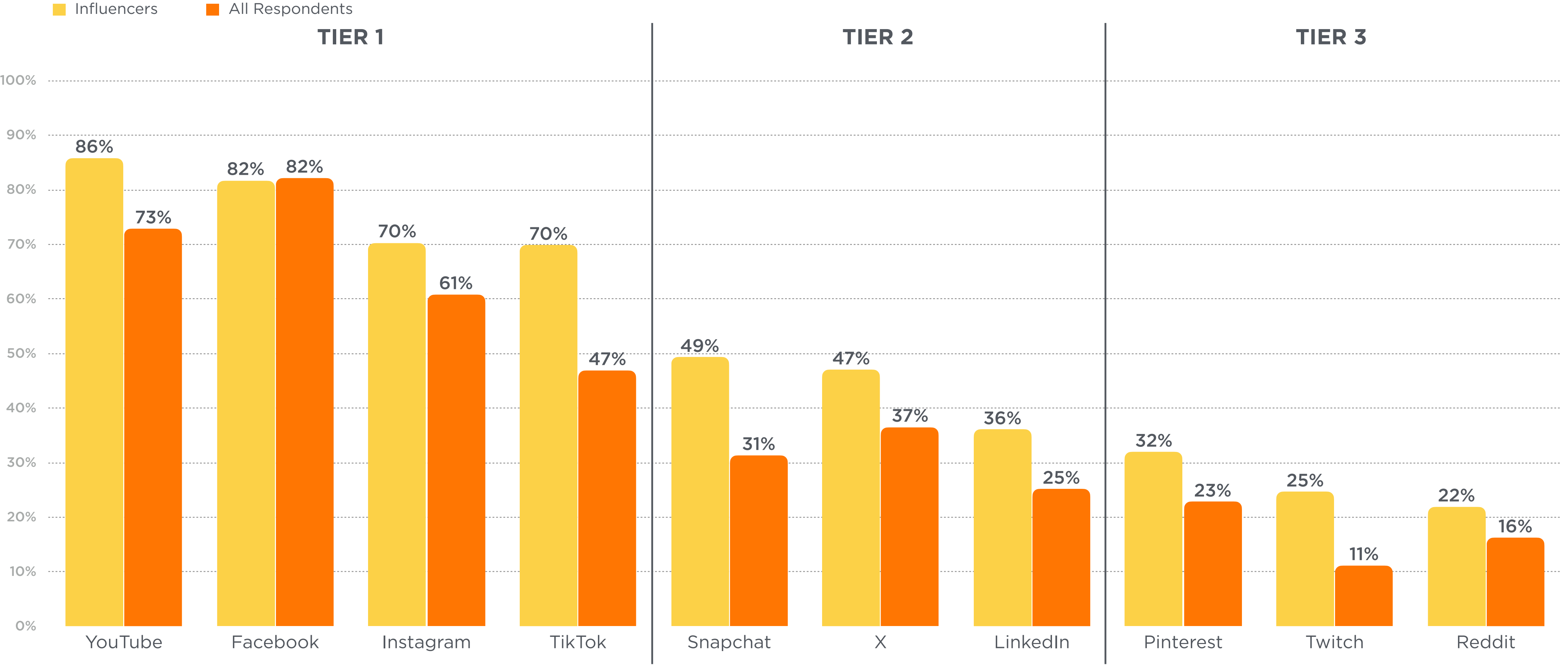
Trust in influencer recommendations is bolstered by authenticity, transparency, and engagement, driving consumer behaviour and purchase decisions. The appeal of becoming a social media influencer is strong, particularly among younger demographics, with **many willing to monetize** their influence.

Social shopping features are widely accepted, and influencer advertising is more effective than traditional methods. These insights highlight the evolving landscape of digital marketing, emphasizing the importance of authentic and relatable content in **influencing consumer behaviour**.



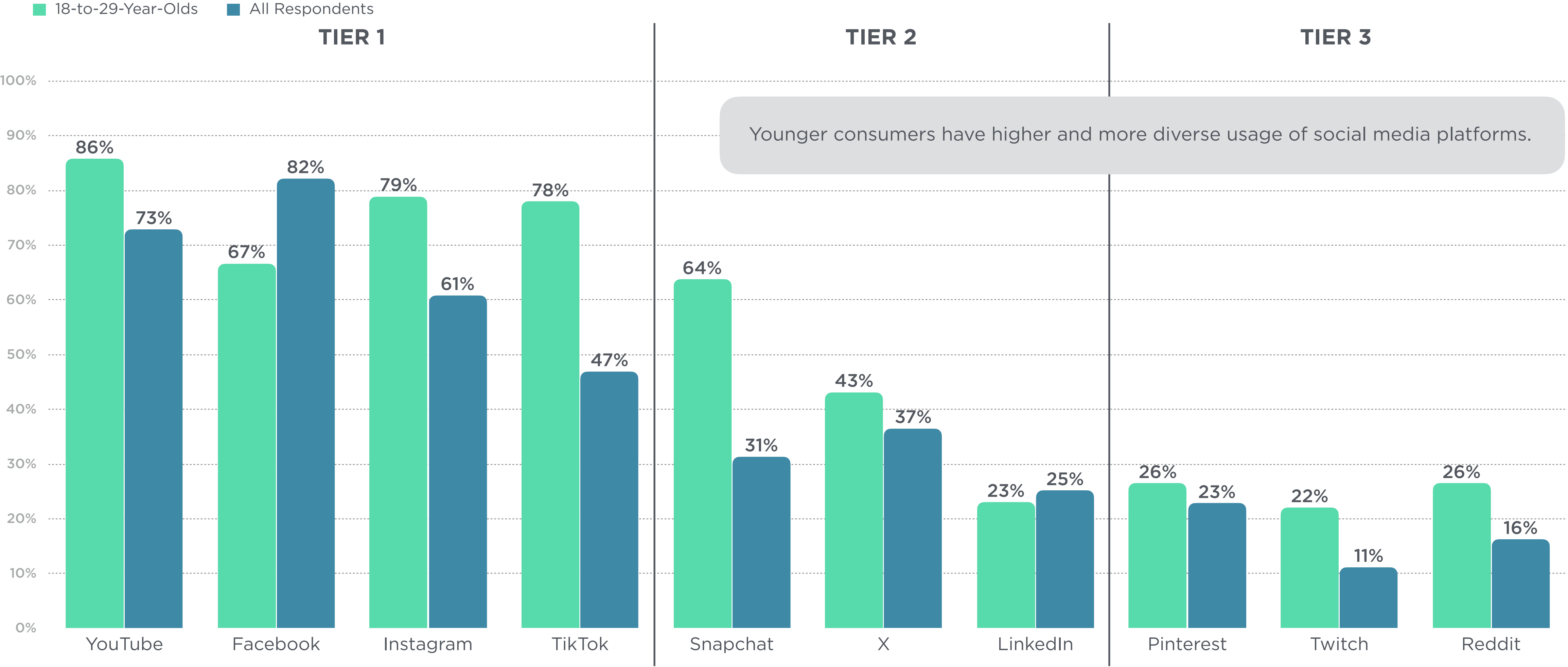
PLATFORM USAGE

Q: Which social media platforms do you regularly use?



PLATFORM USAGE

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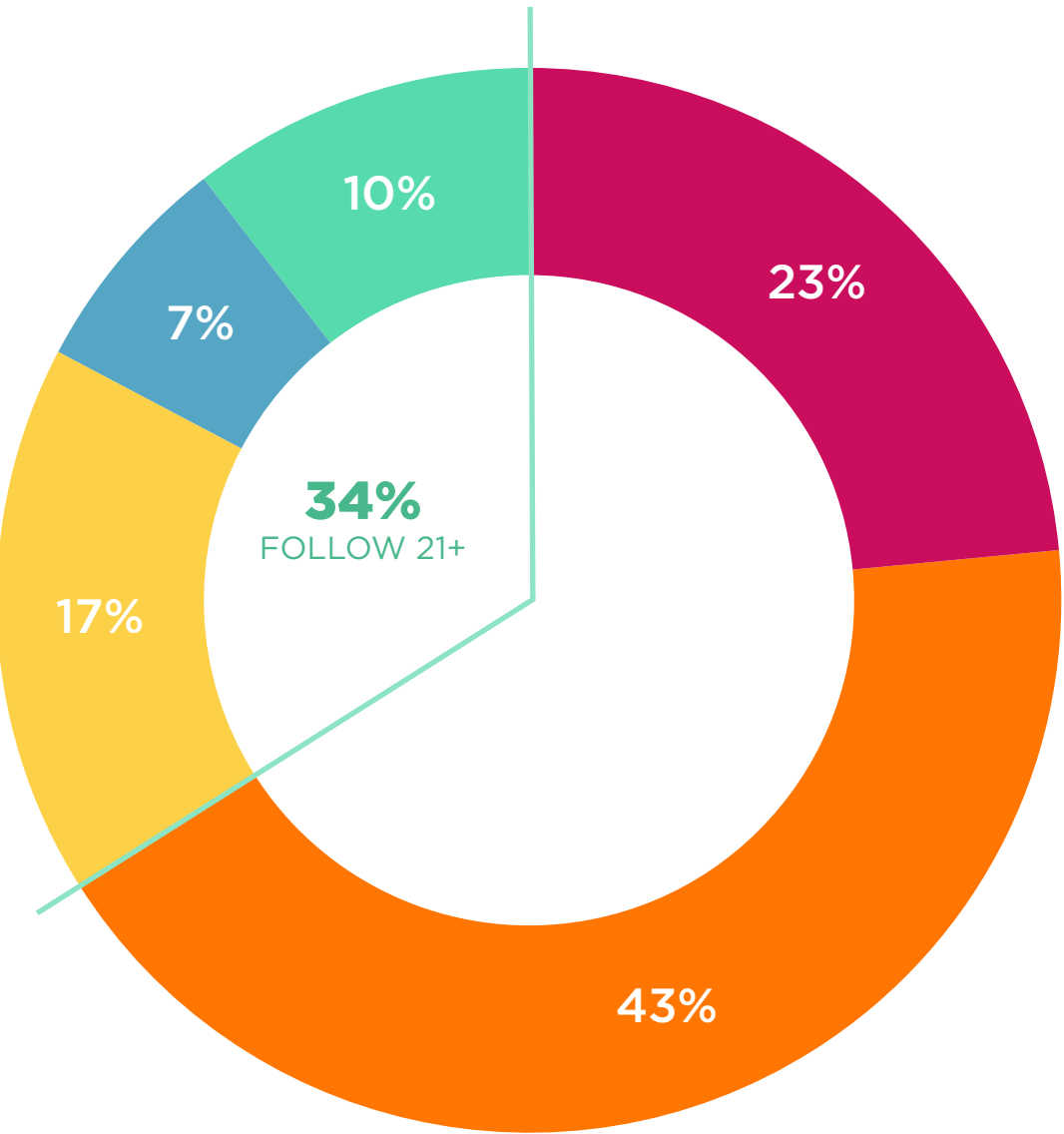


SOCIAL FOLLOWING

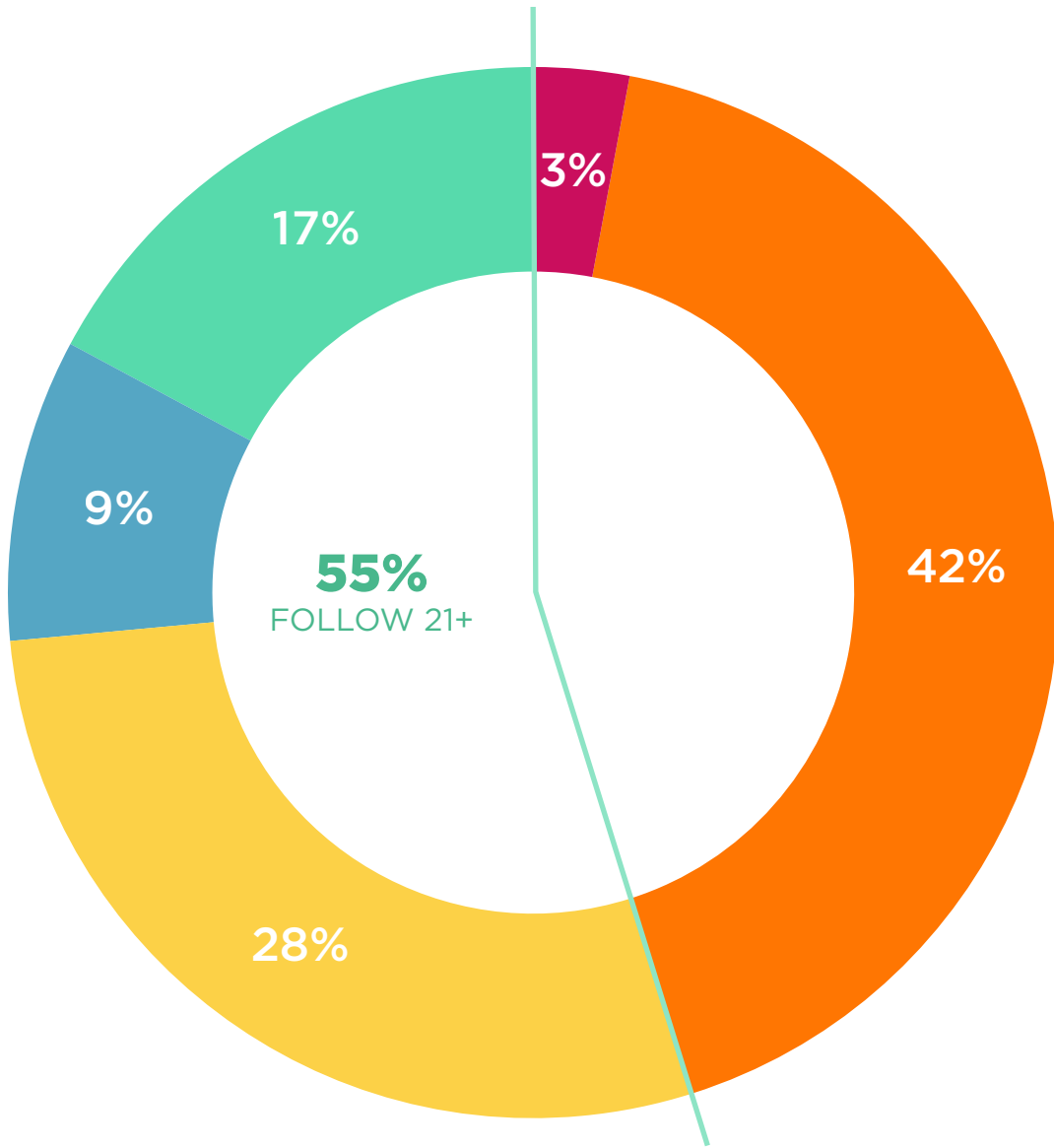
Q: How many influencers do you follow on social media?



ALL RESPONDENTS



18-TO-29-YEAR-OLDS



- None Followed
- 1-20 Influencers Followed
- 21-50 Influencers Followed
- 51-100 Influencers Followed
- 101+ Influencers Followed

55%

of 18-to-29-year-olds follow more than 21 influencers.



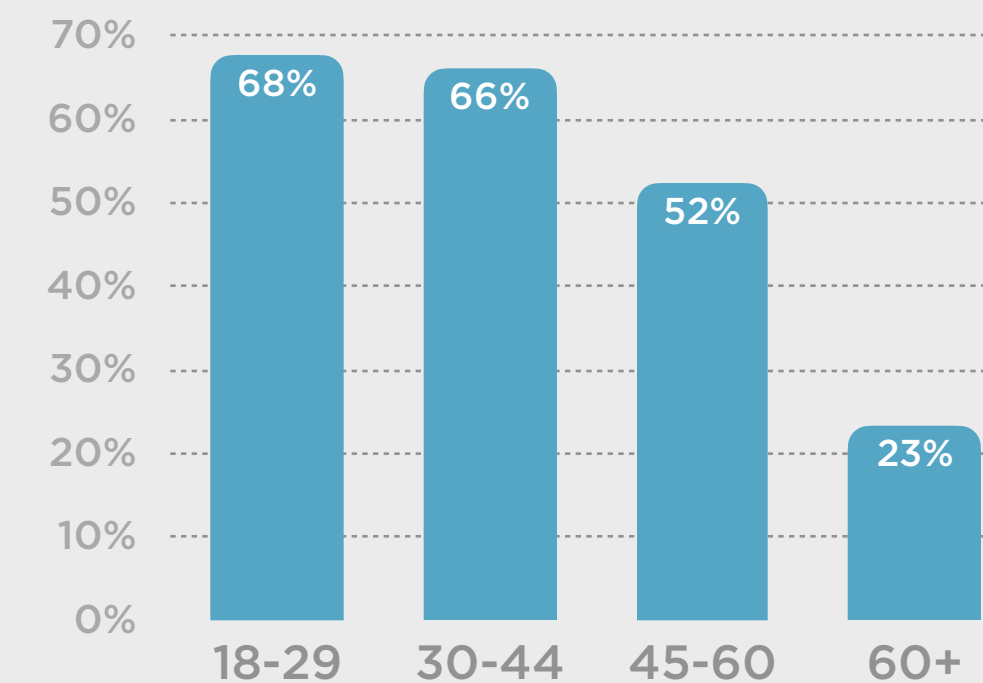
54%

OF RESPONDENTS

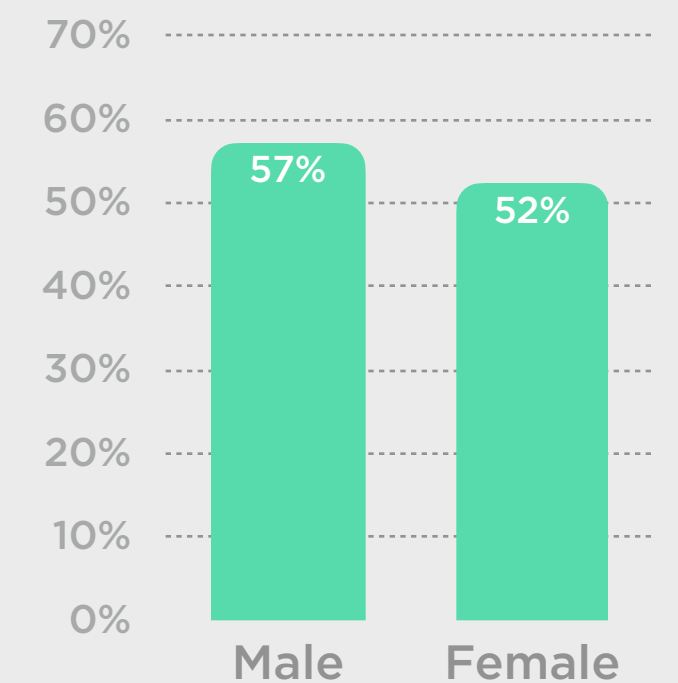
Say they would **quit their job** if they could make a living as a full-time social media influencer.

Q: If you could quit your job and make a living as a full-time social media influencer, would you?

“Yes” by Age Group



“Yes” by Sex



INFLUENTIAL ASPIRATIONS

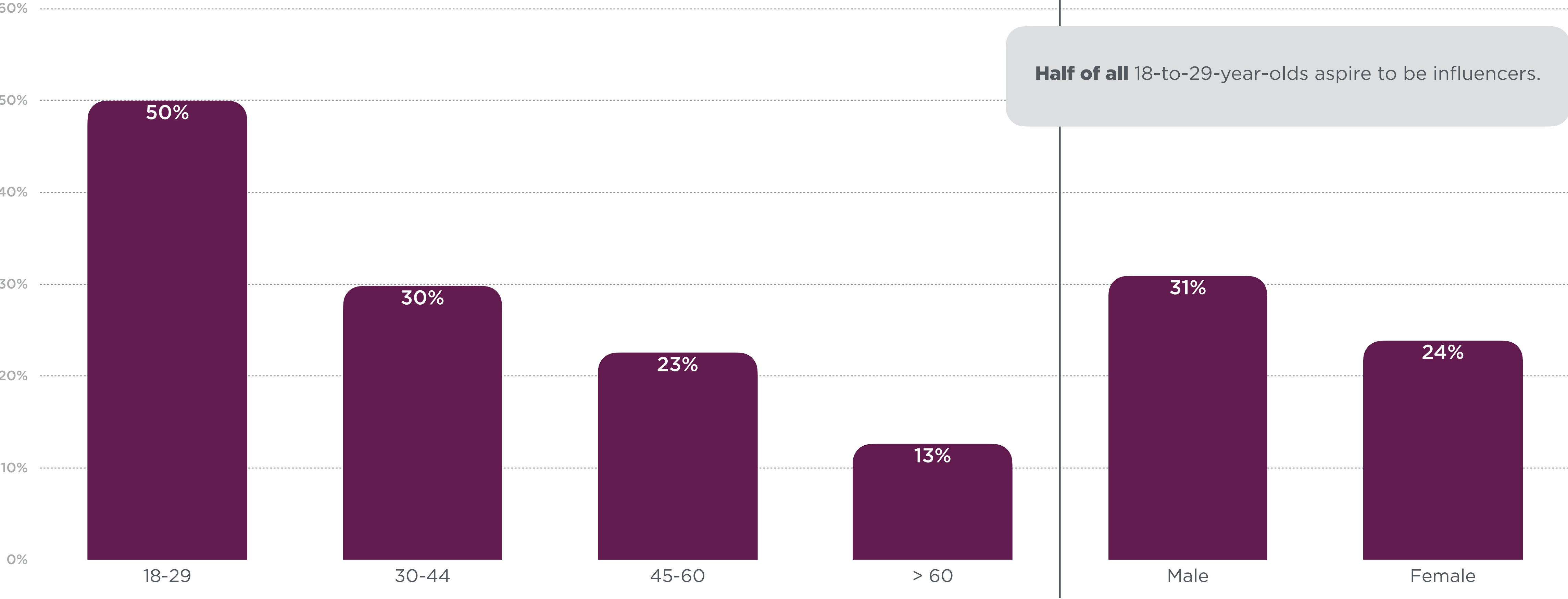
Q: Do you aspire to become a social media influencer?



■ "Yes" - I aspire to be an influencer

BY AGE GROUP

BY SEX



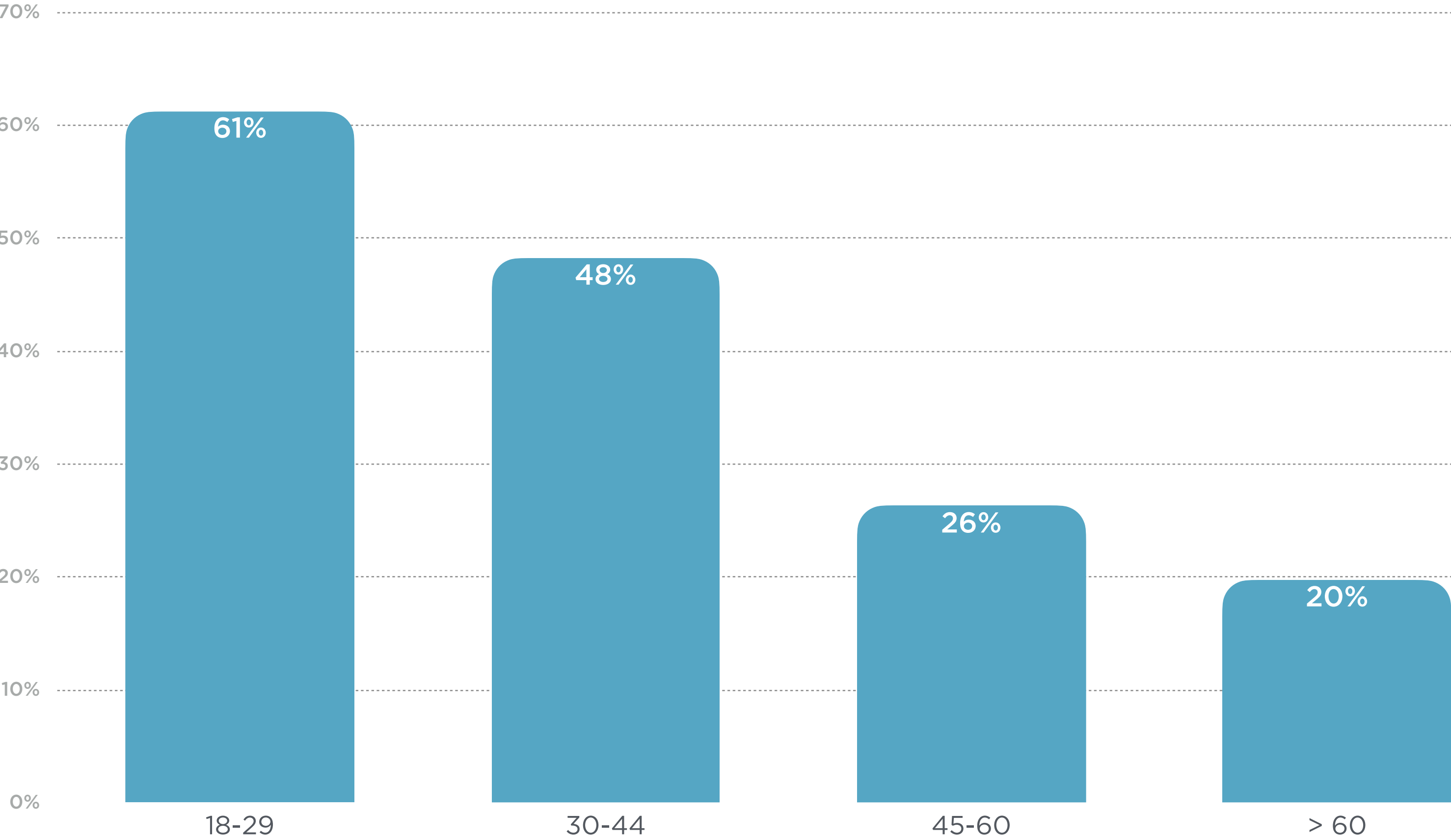
INFLUENTIAL FRIENDS



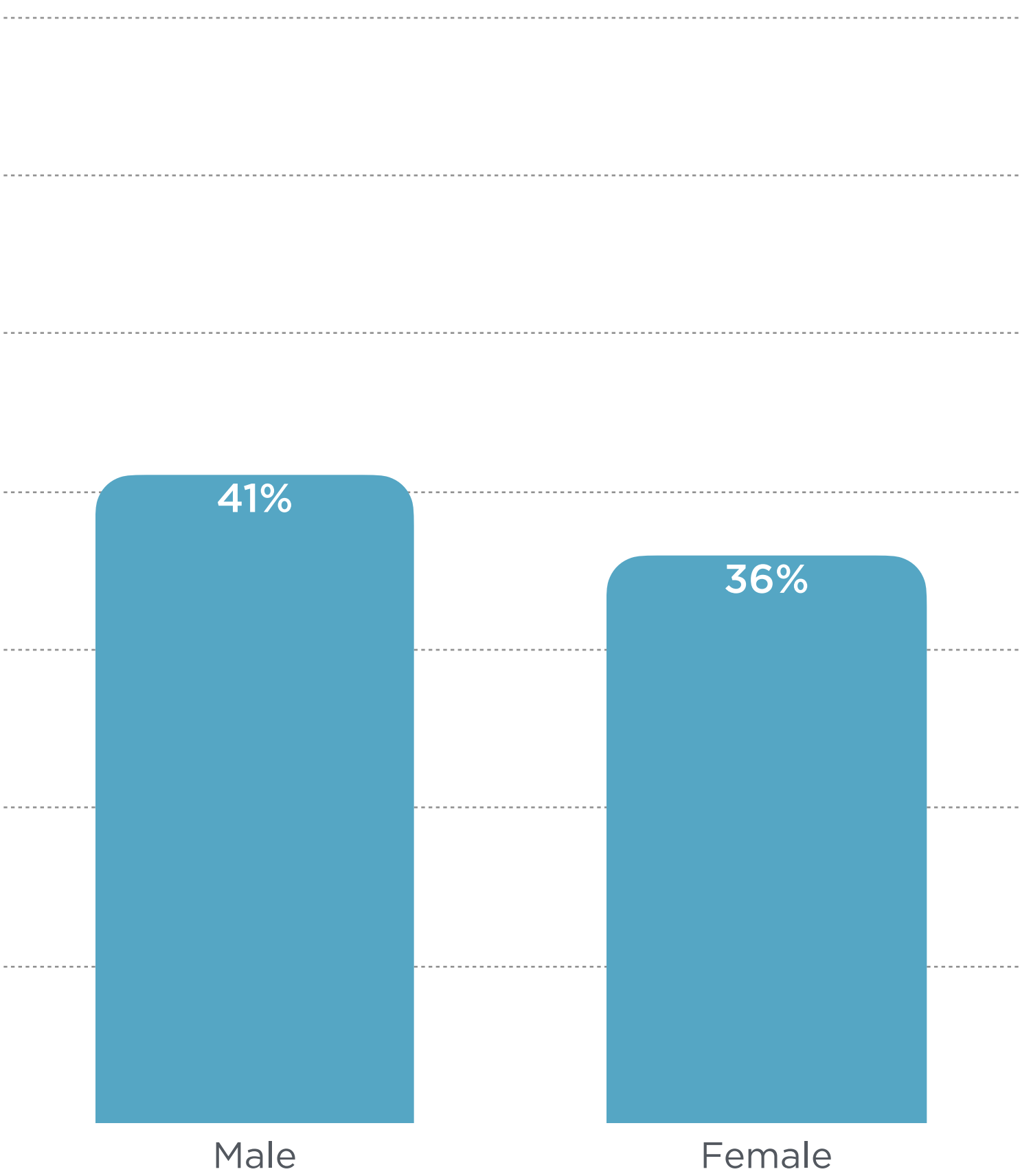
Q: Do you personally know anyone that makes money as a social media influencer?

■ "Yes" - I know a friend, family, or coworker

BY AGE GROUP



BY SEX





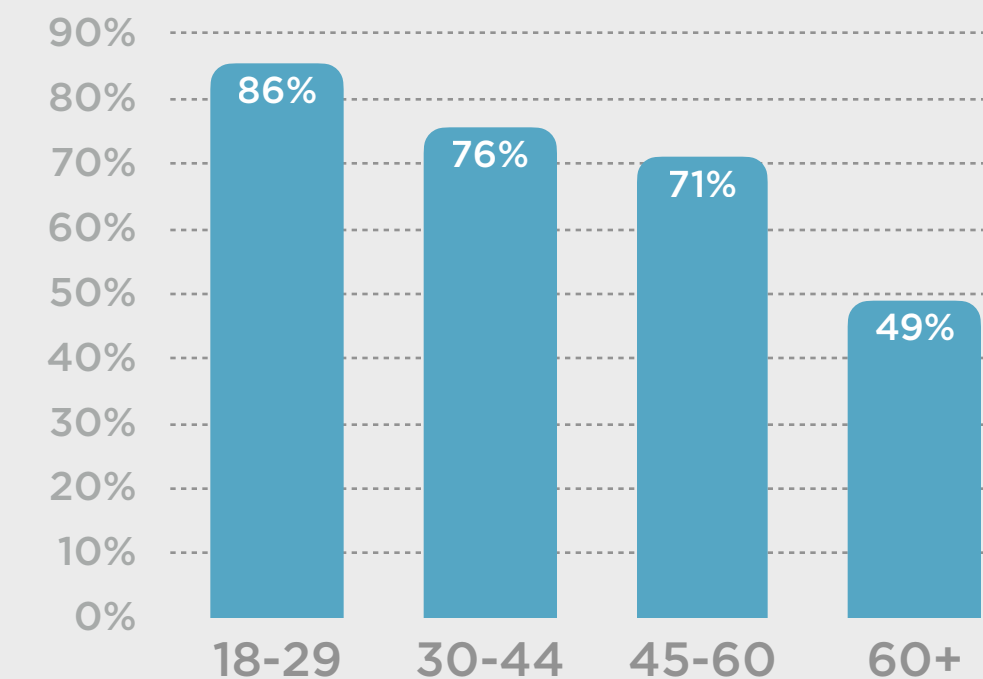
69%

OF RESPONDENTS

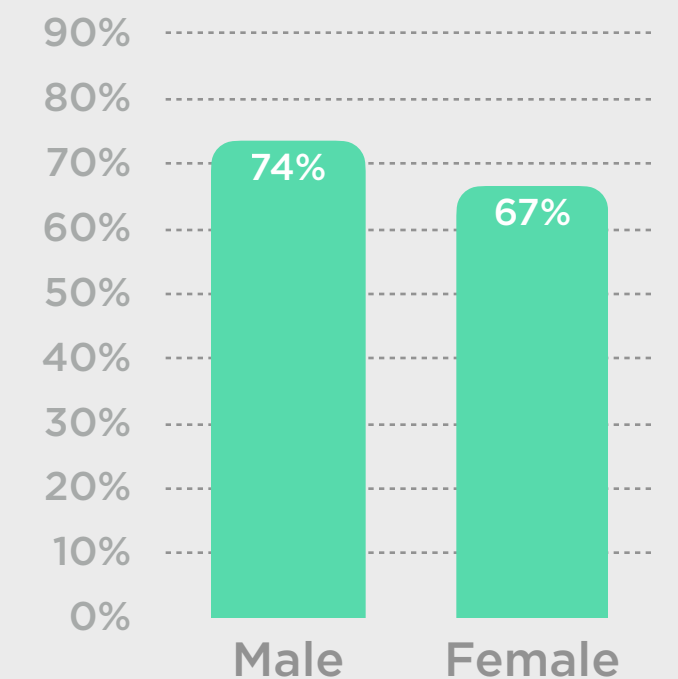
say they would **accept compensation** from a brand to make a social media post on their channels.

Q: Would you ever accept payment (or receive free items as payment) from a brand to make a social media post on your social media channels?

“Yes” by Age Group

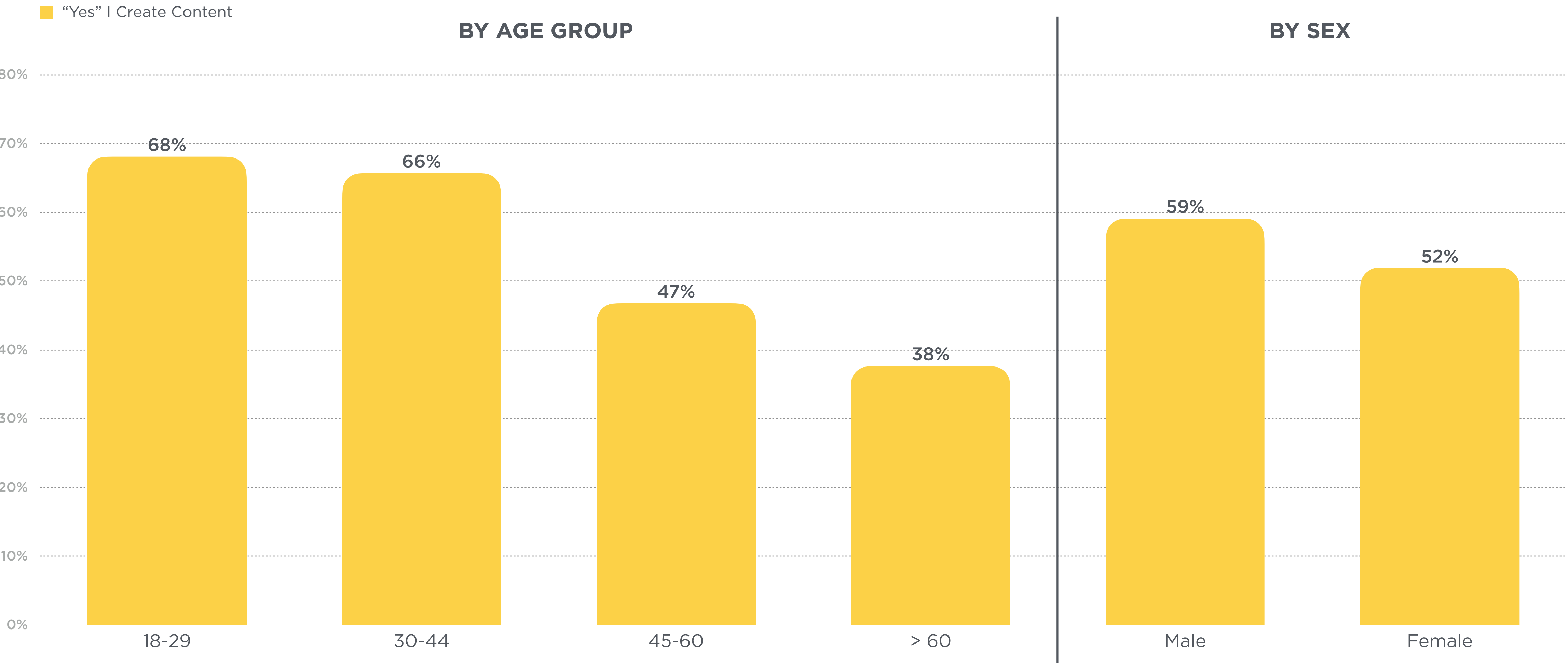


“Yes” by Sex



CONTENT CREATION

Q: Do you create content to post on social media?

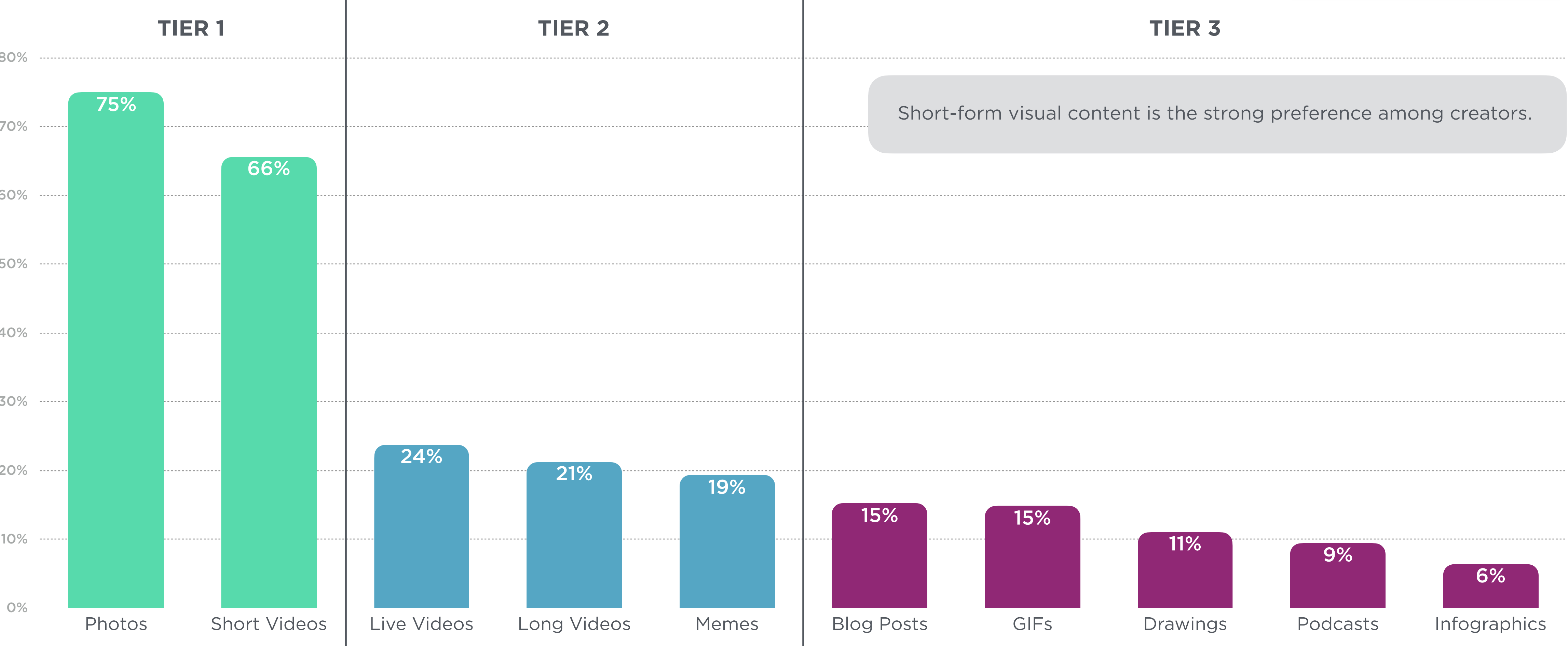


CONTENT CREATOR PREFERENCES



Q: Which of the following content types do you create to post on social media?

THOSE WHO CREATE CONTENT



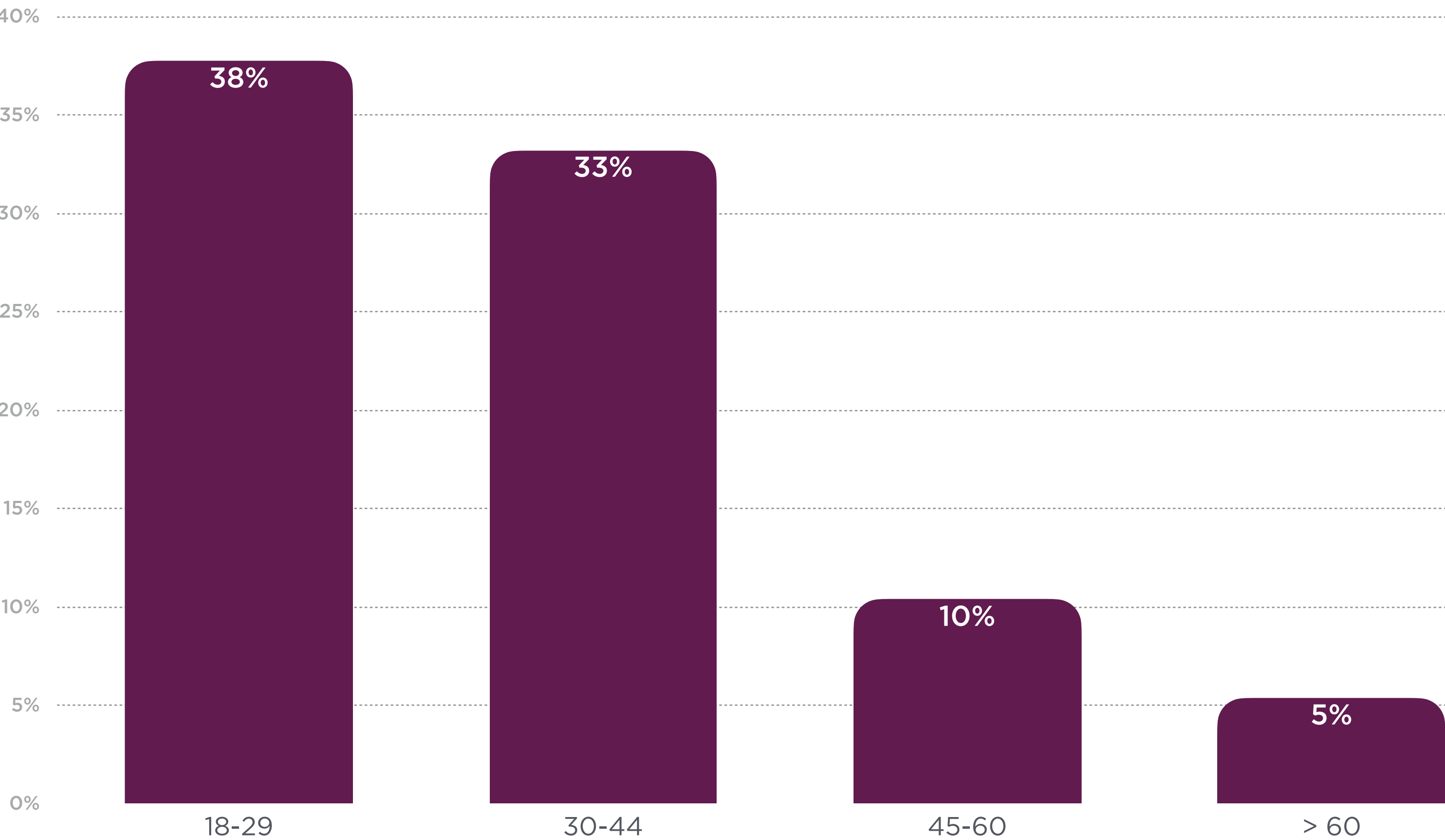
INFLUENCER SELF-IDENTIFICATION

Q: Do you consider yourself a social media influencer?

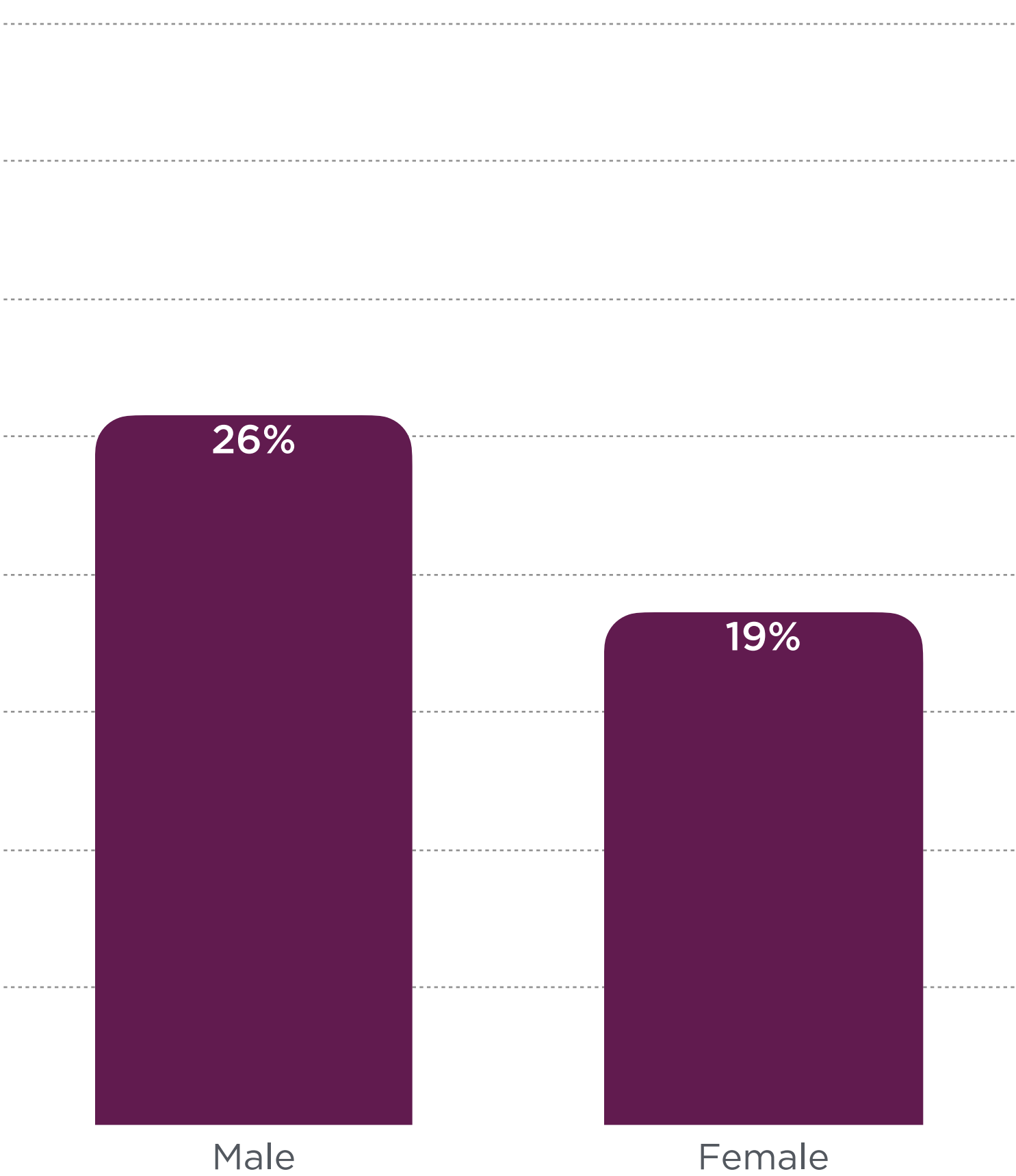


■ “Yes” - I consider myself an influencer.

BY AGE GROUP



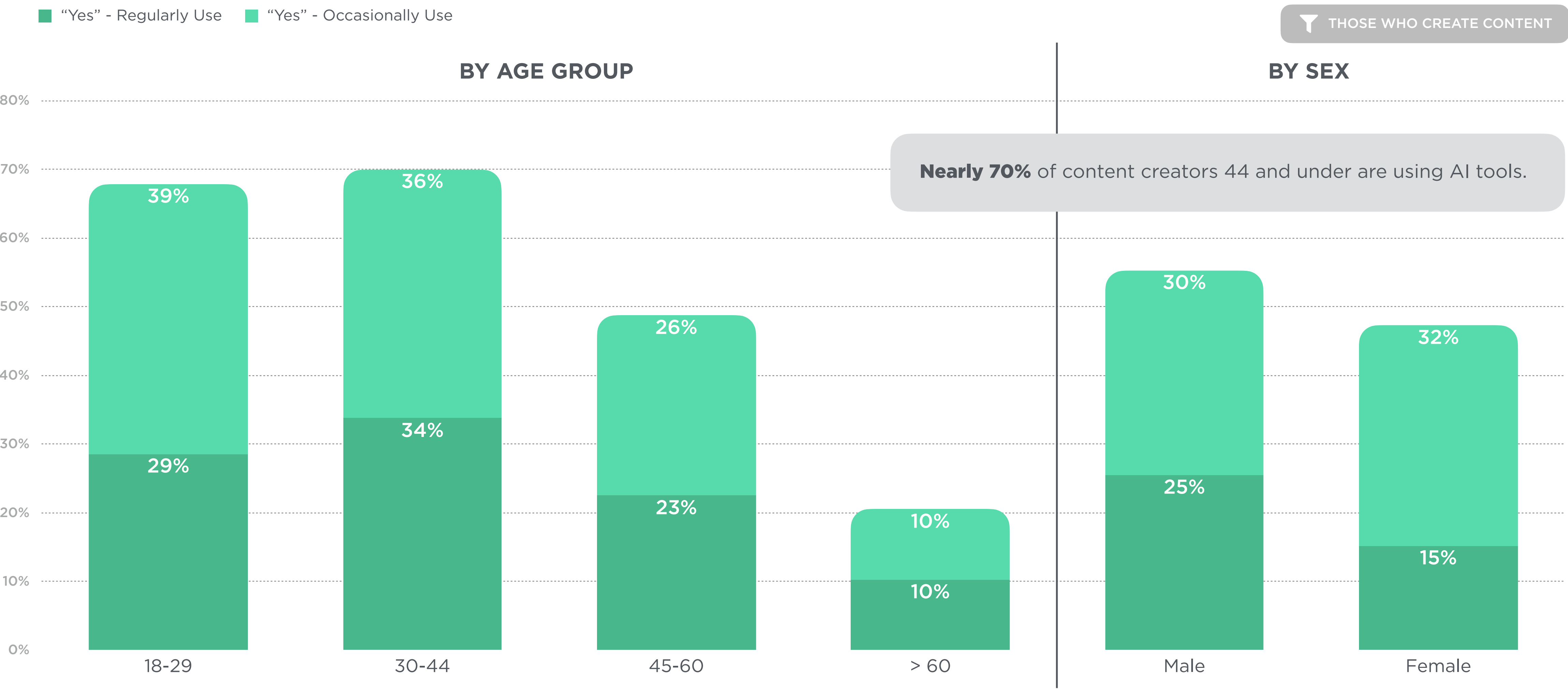
BY SEX



AI CONTENT CREATION



Q: Do you use AI tools or technology to assist in creating content you post on social media?



INFLUENCE DRIVES INFLUENCE

91%

OF INFLUENCERS

say they are the **primary shopper** in their household.



84%

OF INFLUENCERS

say they have purchased a product after seeing it being used by **another influencer**.



96%

OF INFLUENCERS

say they are likely to **search on social platforms** before making a purchase.

Influencers spend
an average of

7.2 HRS A DAY

using social
media platforms



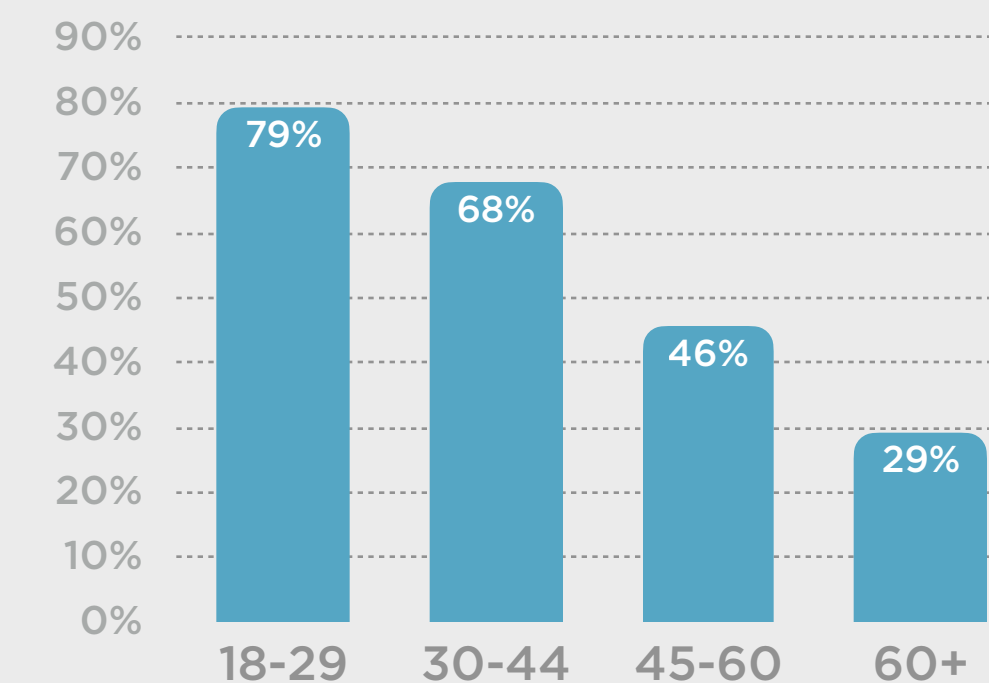
55%

OF RESPONDENTS

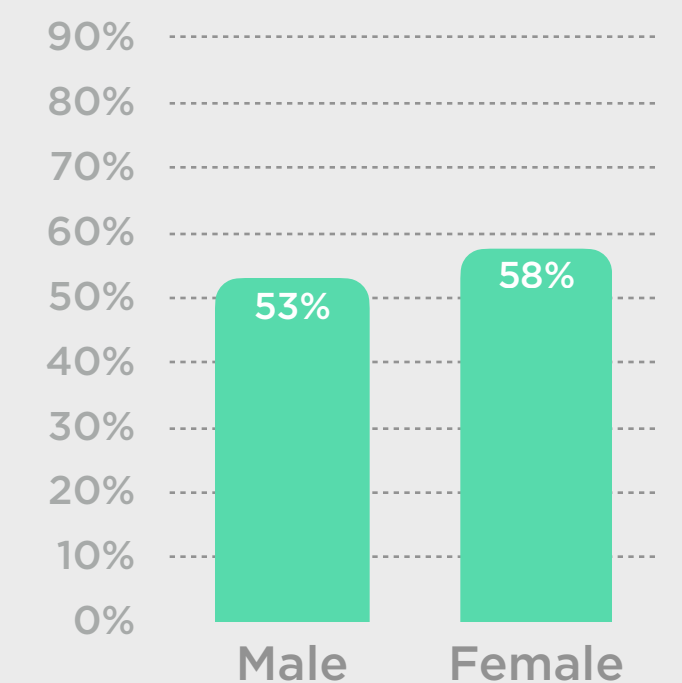
say they prefer content created by
social media **influencers.**

Q: Do you find content created by social media influencers to be more compelling than scripted advertising written by a marketing professional?

“Yes” by Age Group



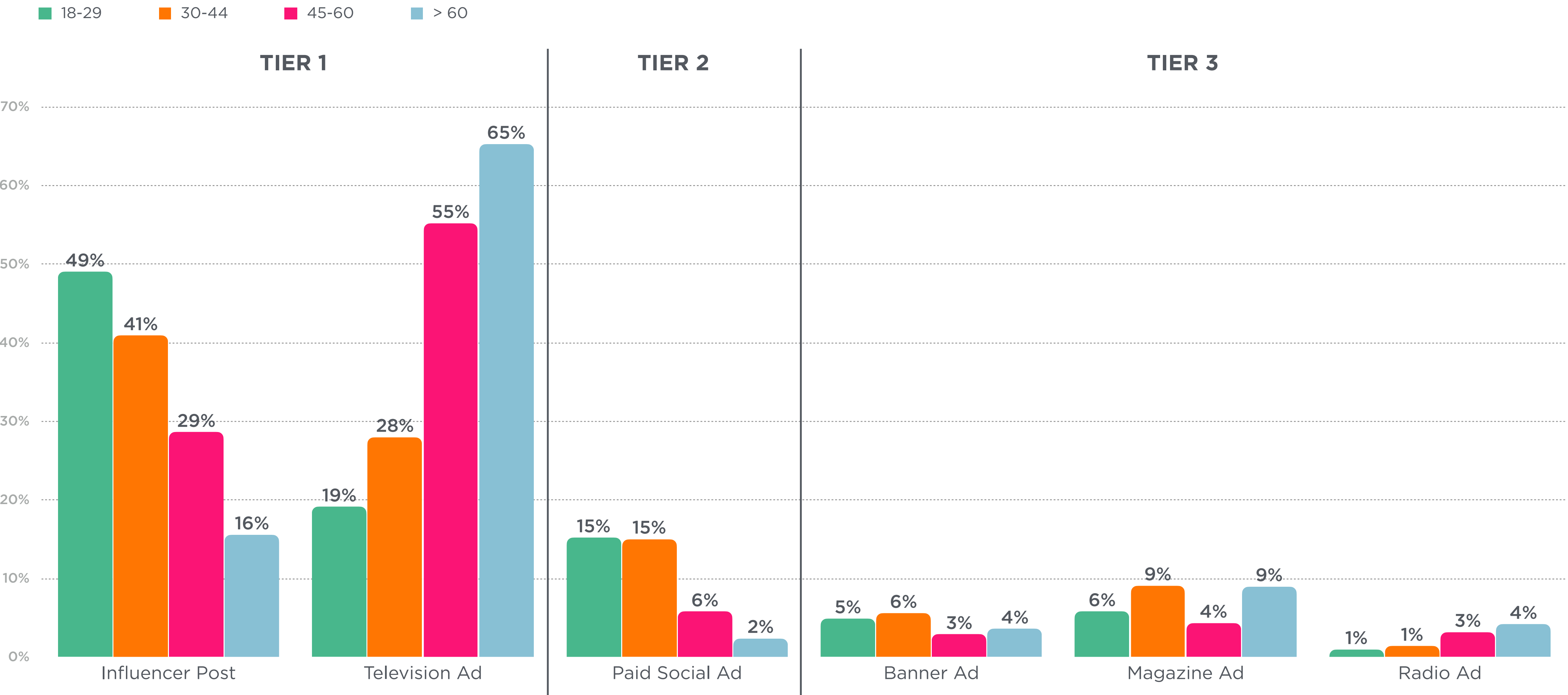
“Yes” by Sex



ADVERTISING IMPACT ON PURCHASES



Q: Which of these is more likely to get you to try a new product?

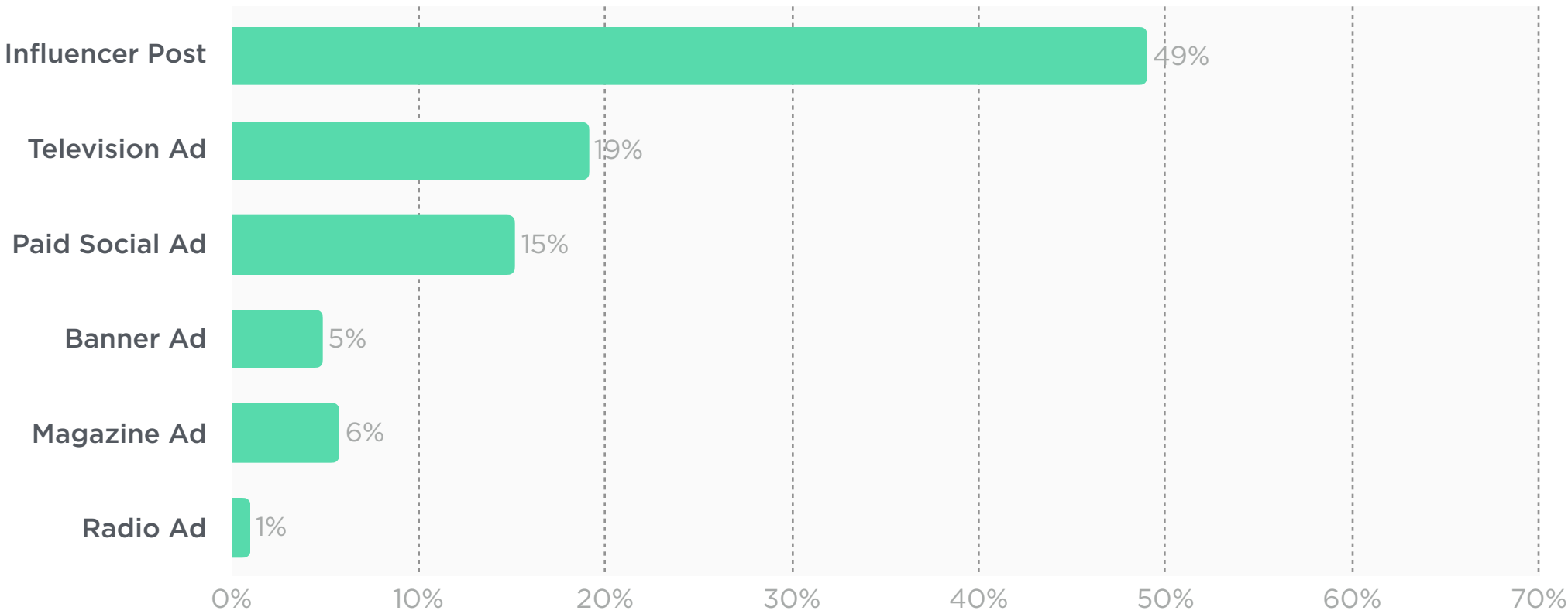


ADVERTISING IMPACT ON PURCHASES

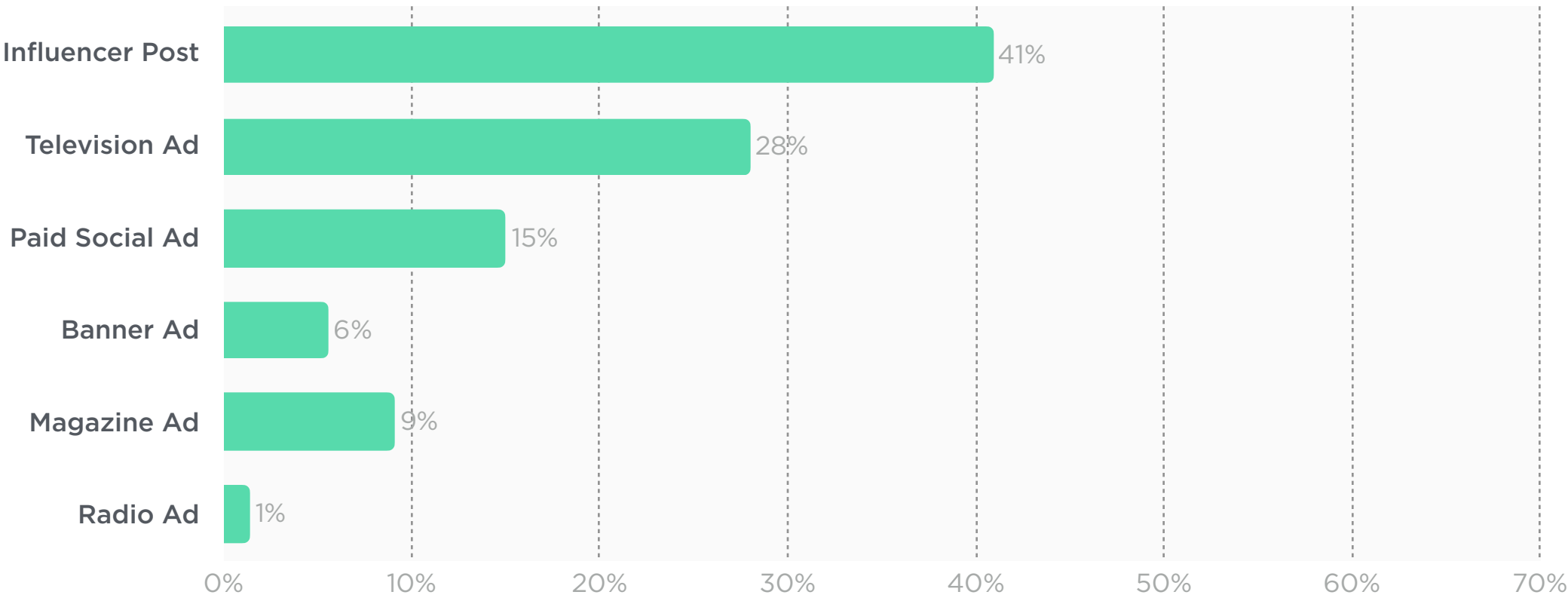


Q: Which of these is more likely to get you to try a new product?

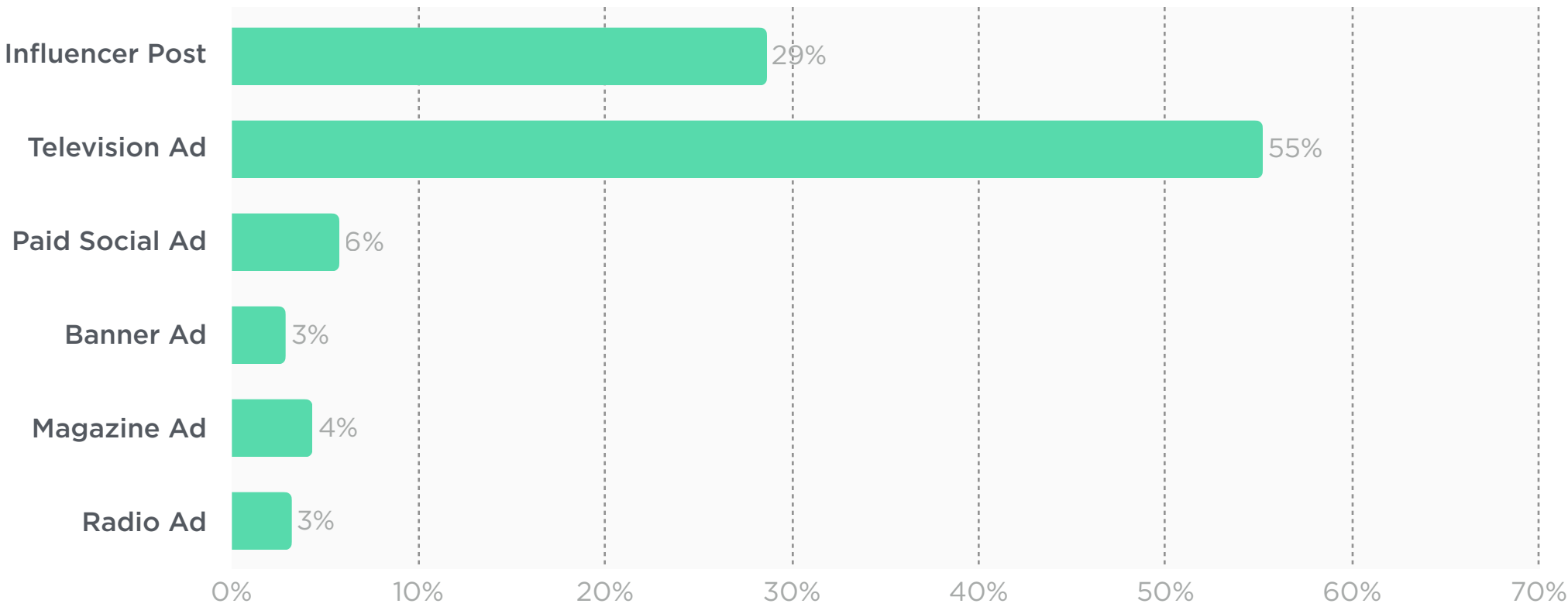
18-TO-29-YEAR-OLDS



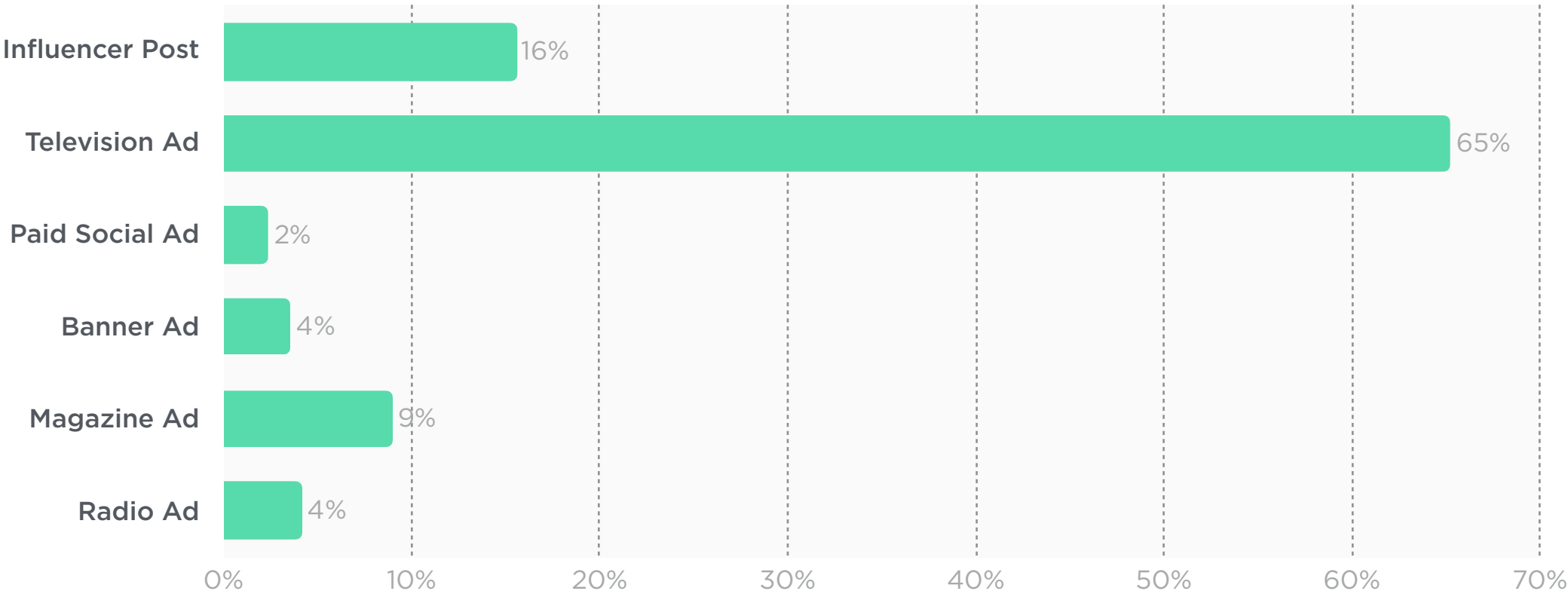
30-TO-44-YEAR-OLDS



45-TO-60-YEAR-OLDS



60+ YEAR-OLDS





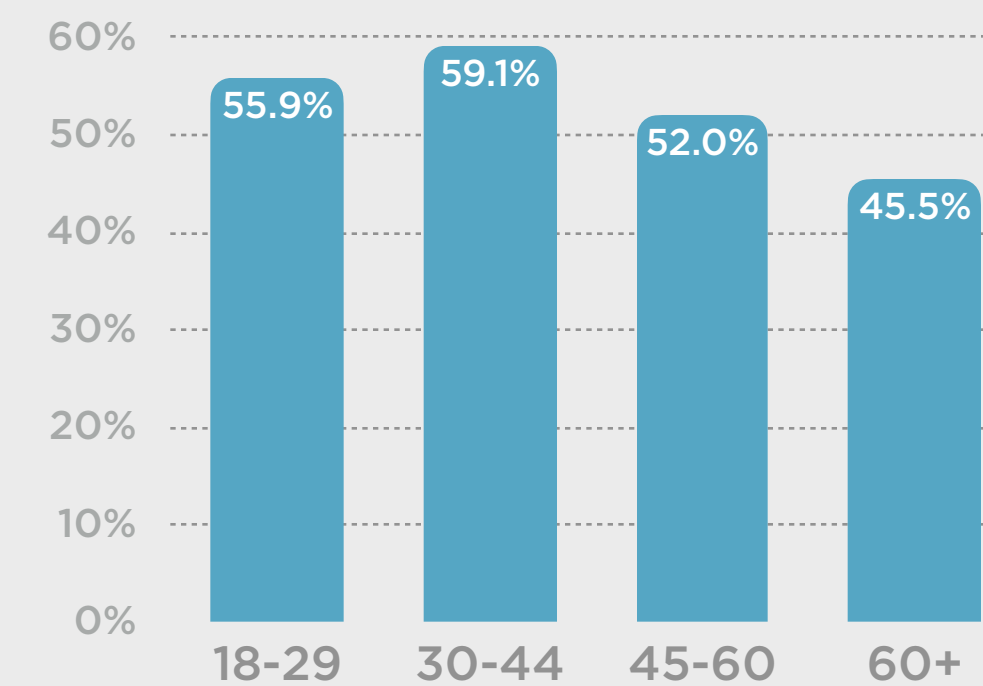
54%

OF RESPONDENTS

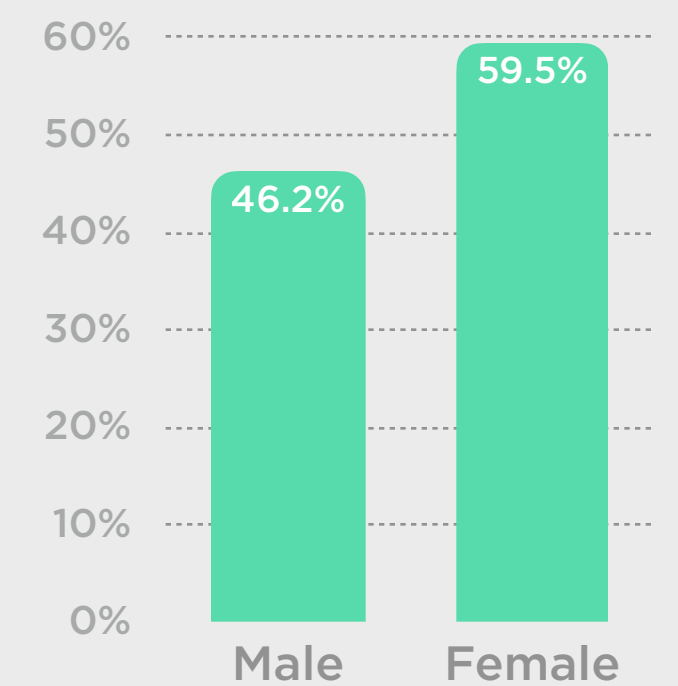
say they are more likely to trust a sponsored post from an **influencer** over an A-List celebrity.

Q: Are you more likely to trust a sponsored post from an A-List celebrity or a social media influencer?

“Influencer” by Age Group



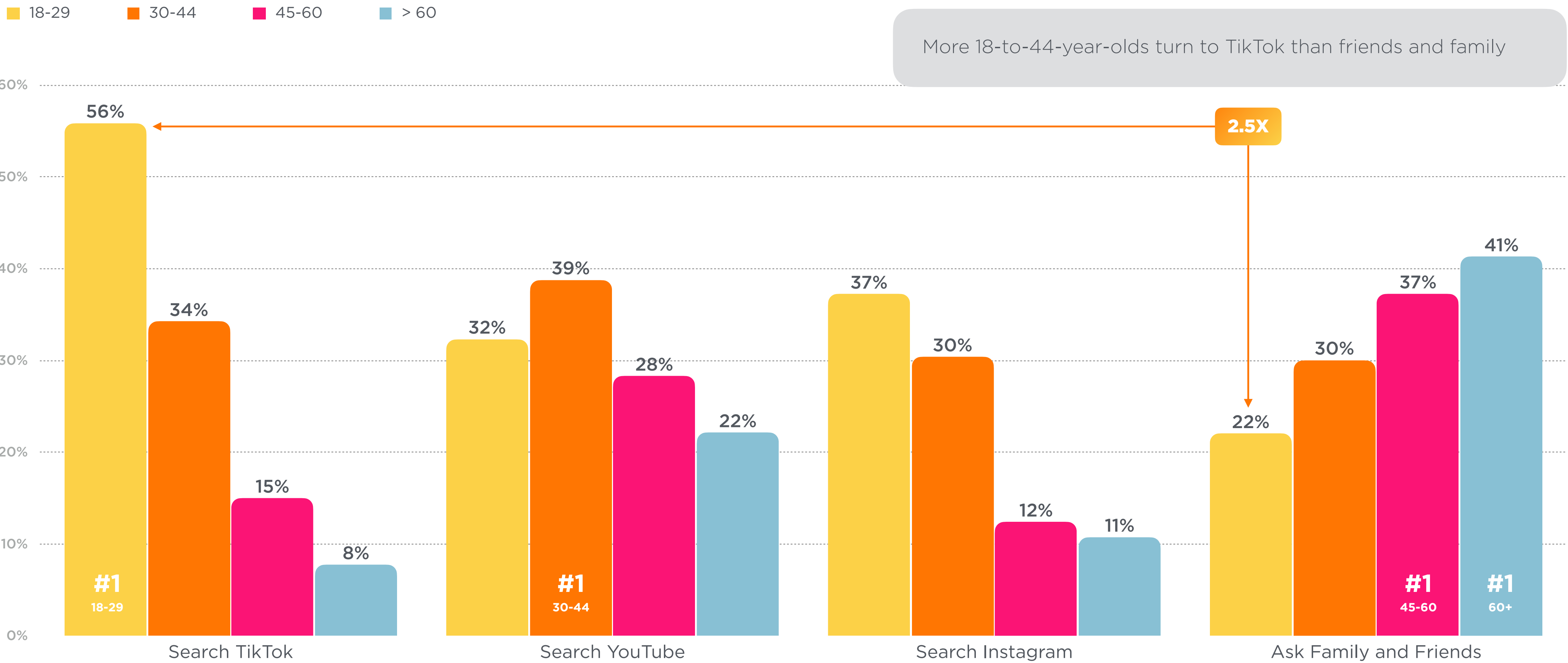
“Influencer” by Sex



PRODUCT RESEARCH



Q: How do you typically research a product/service before making a big purchase?



YOUNG CONSUMERS EMBRACE SOCIAL

56%

OF 18-TO-29-YEAR-OLDS

research purchase
decisions on TikTok before
making a product purchase



75%

OF 18-TO-29-YEAR-OLDS

have purchased a product
directly through a social media
app (e.g. TikTok Shop, etc.)



79%

OF 18-TO-29-YEAR-OLDS

have purchased a product
after seeing it being used
by an influencer

18-to-29-year-
olds spend an
average of

6.3 HRS A DAY

using social
media platforms



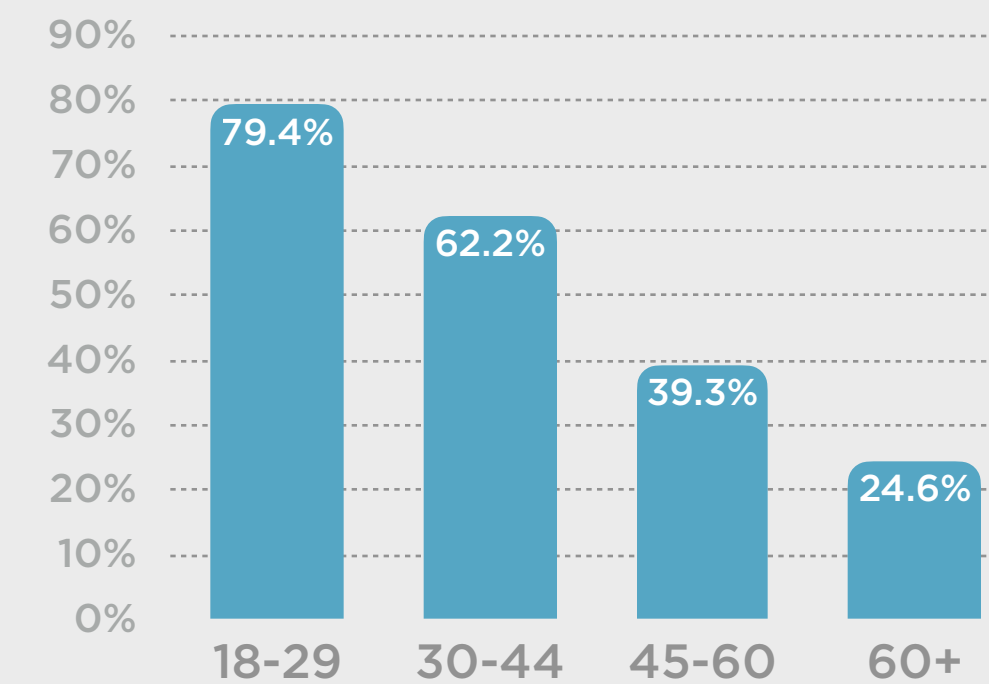
51%

OF RESPONDENTS

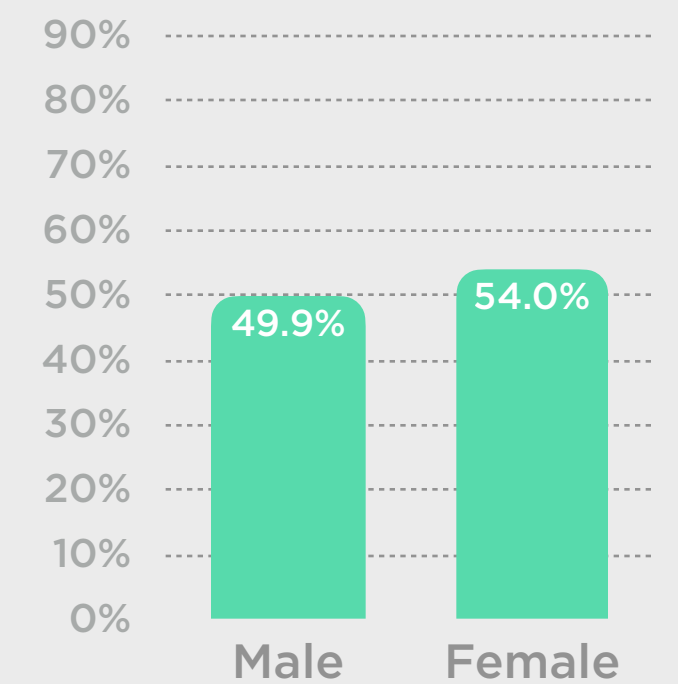
say they have
**purchased a product
after seeing it being used
by an influencer.**

Q: Have you ever purchased a product after seeing it being used by an influencer?

“Yes” by Age Group



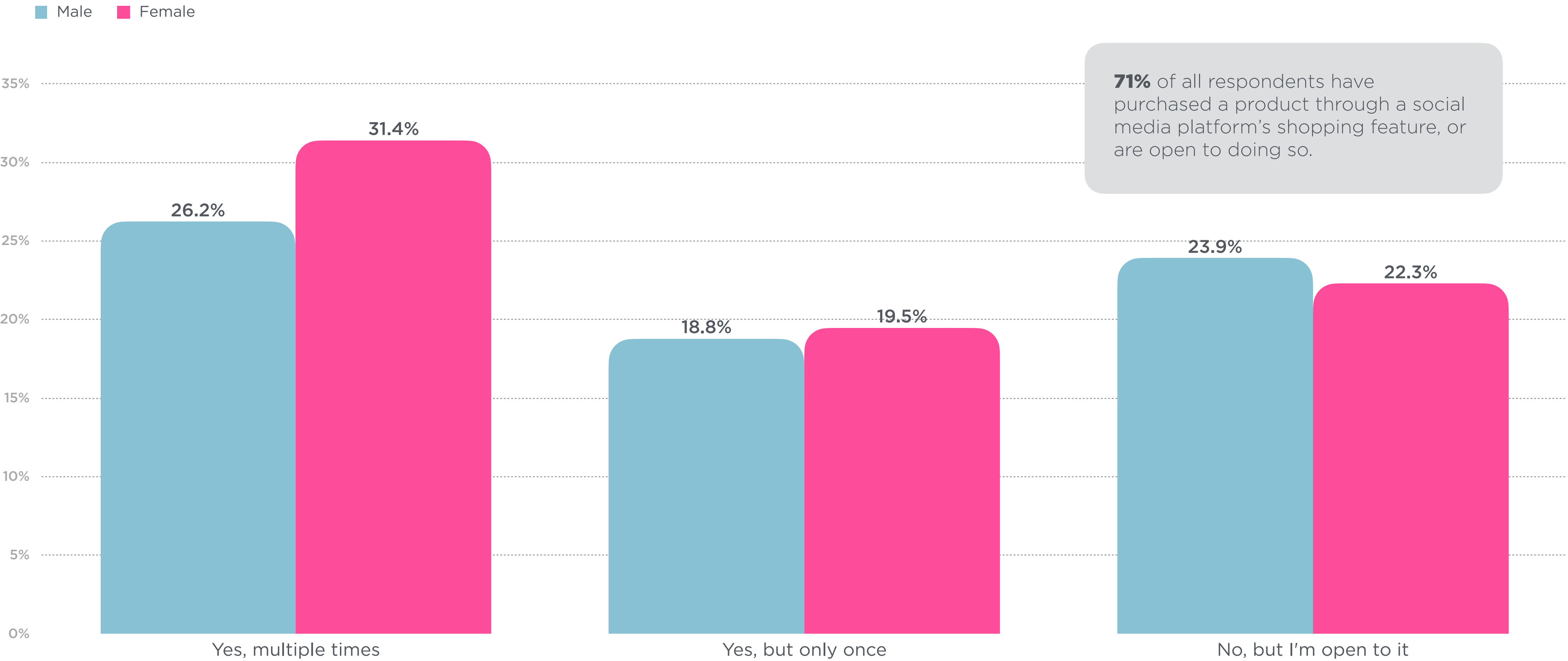
“Yes” by Sex



SOCIAL SHOPPING



Q: Have you ever purchased a product directly through a social media platform's shopping feature?



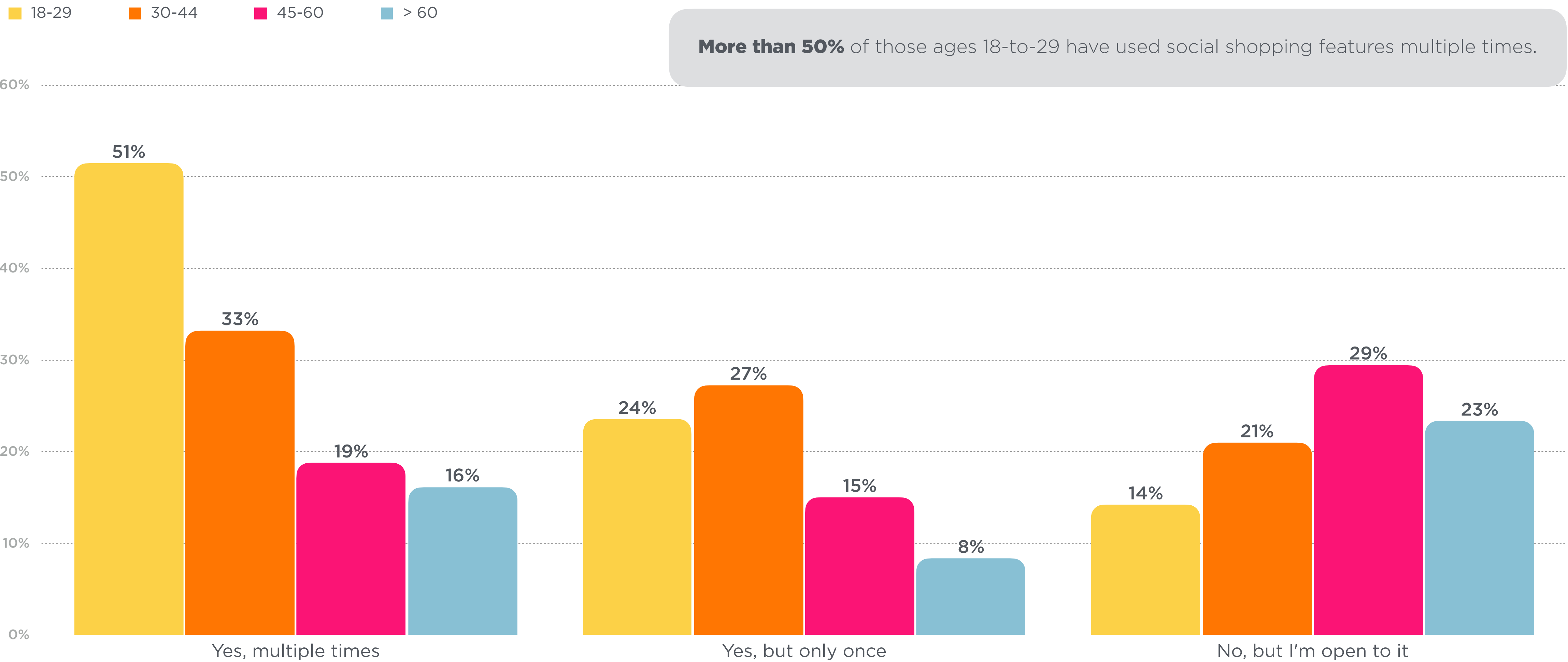
71% of all respondents have purchased a product through a social media platform's shopping feature, or are open to doing so.

*Examples: TikTok Shop, Instagram Shopping

SOCIAL SHOPPING



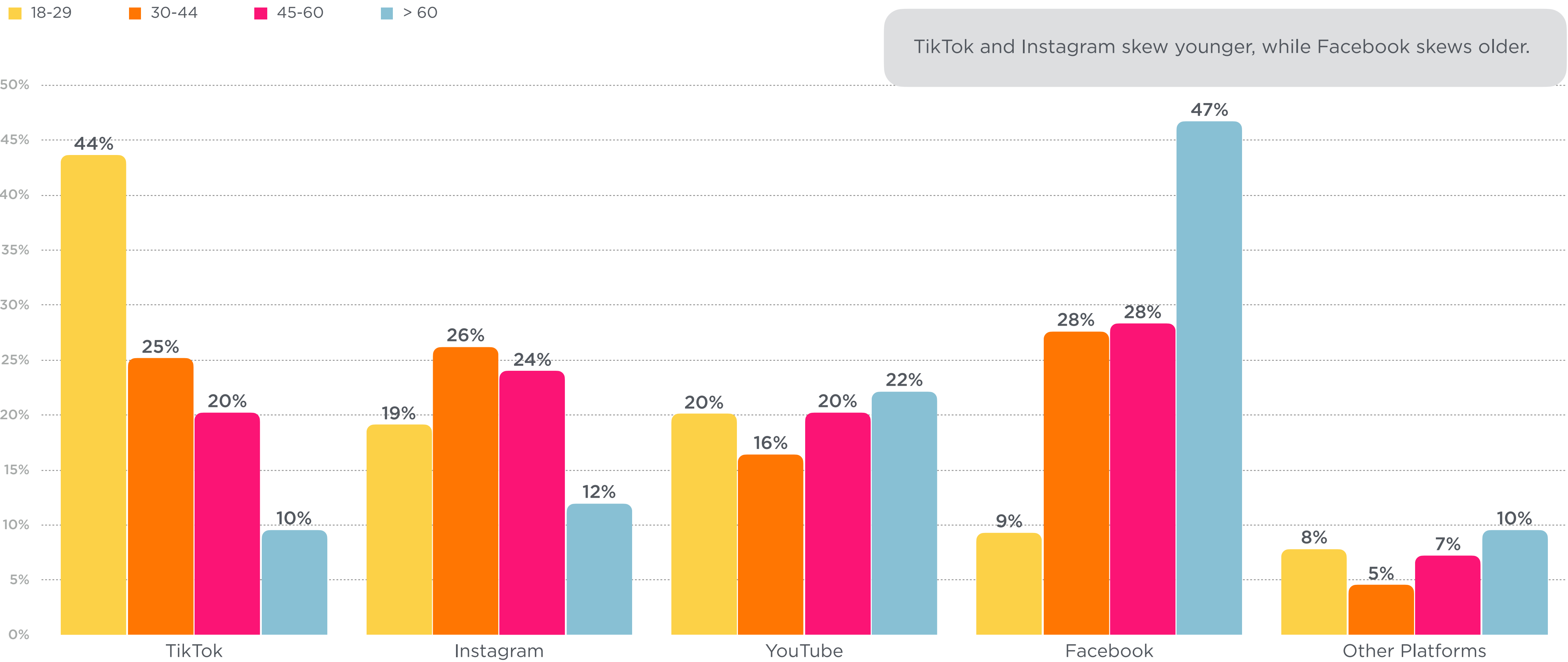
Q: Have you ever purchased a product directly through a social media platform's shopping feature?



INFLUENCER PLATFORM EFFECTIVENESS



Q: In your opinion, what is the best platform to promote a product through an influencer?



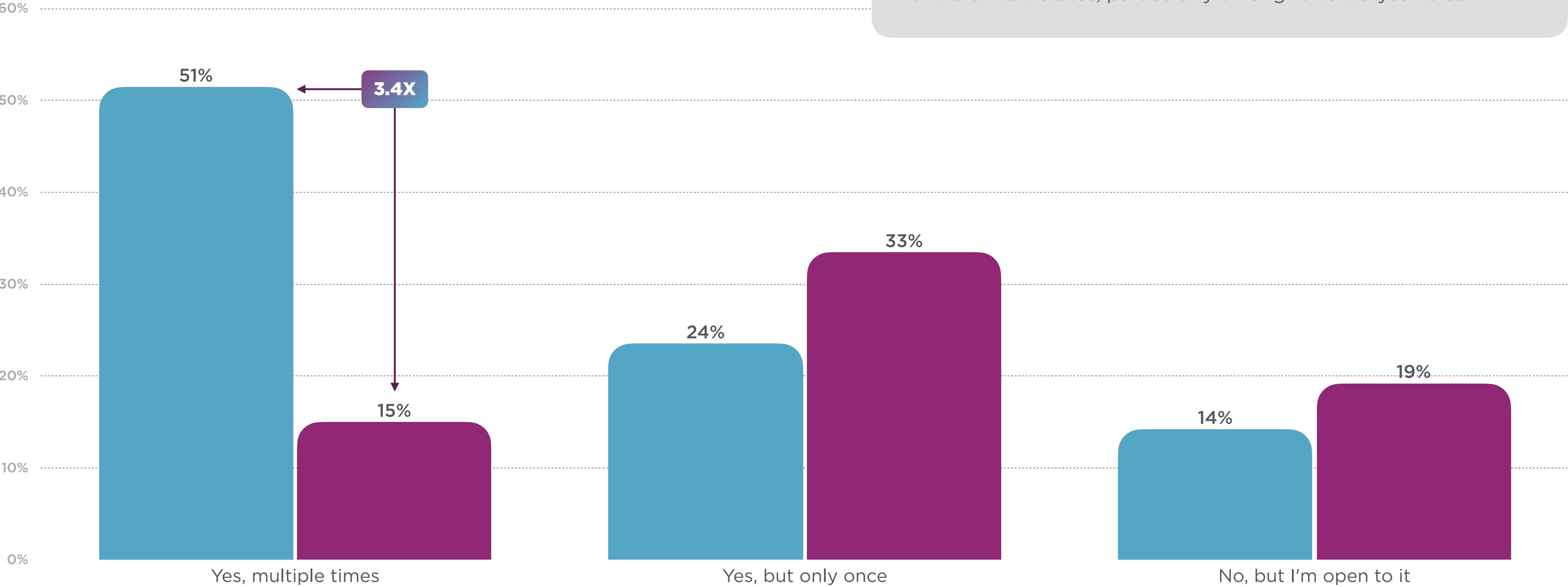
SOCIAL SHOPPING



Q: Have you ever purchased a product directly through a social media platform's shopping feature?

■ 18-29 in The United Kingdom ■ 18-29 in The United States

Social shopping has **far greater** acceptance in the United Kingdom vs. the United States, particularly among 18-to-29-year-olds.

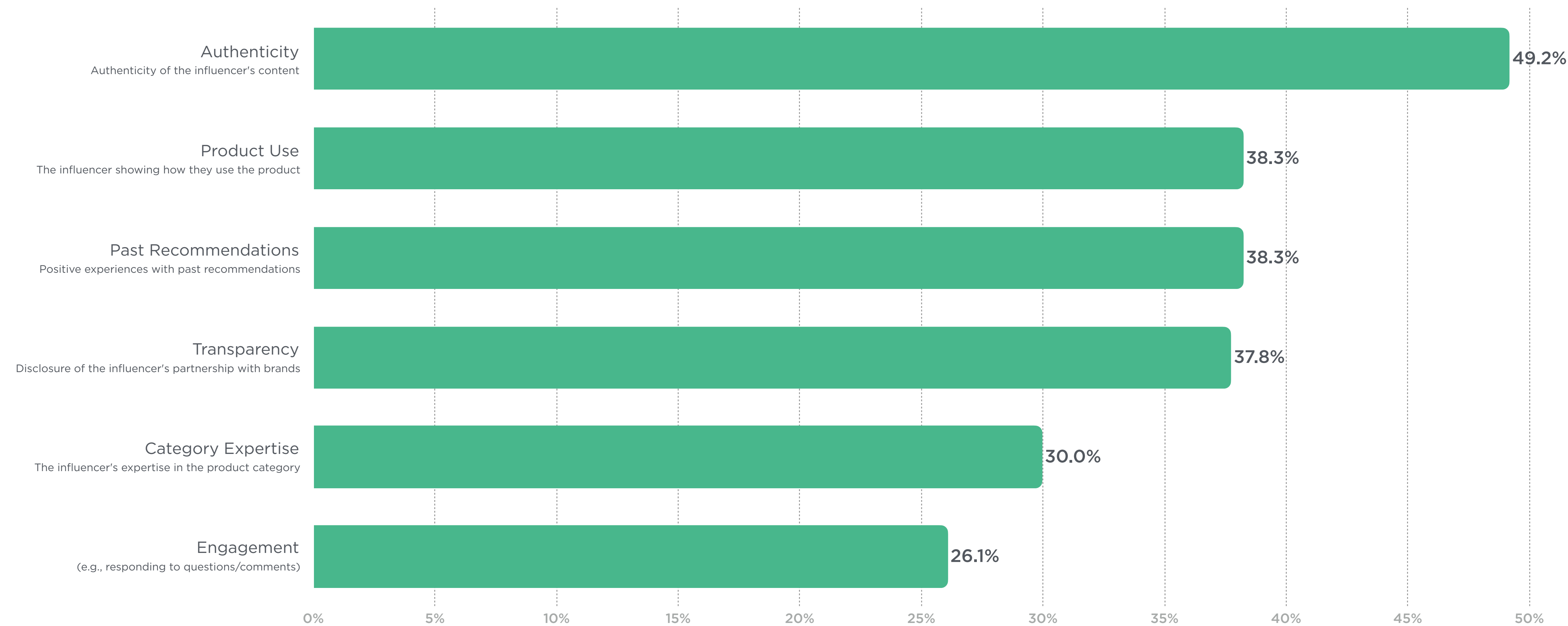


U.S. Data Source : 2024 Trust in Influencer Marketing U.S. Edition

TRUST IN RECOMMENDATIONS



Q: What factors increase your trust in influencer product recommendations?

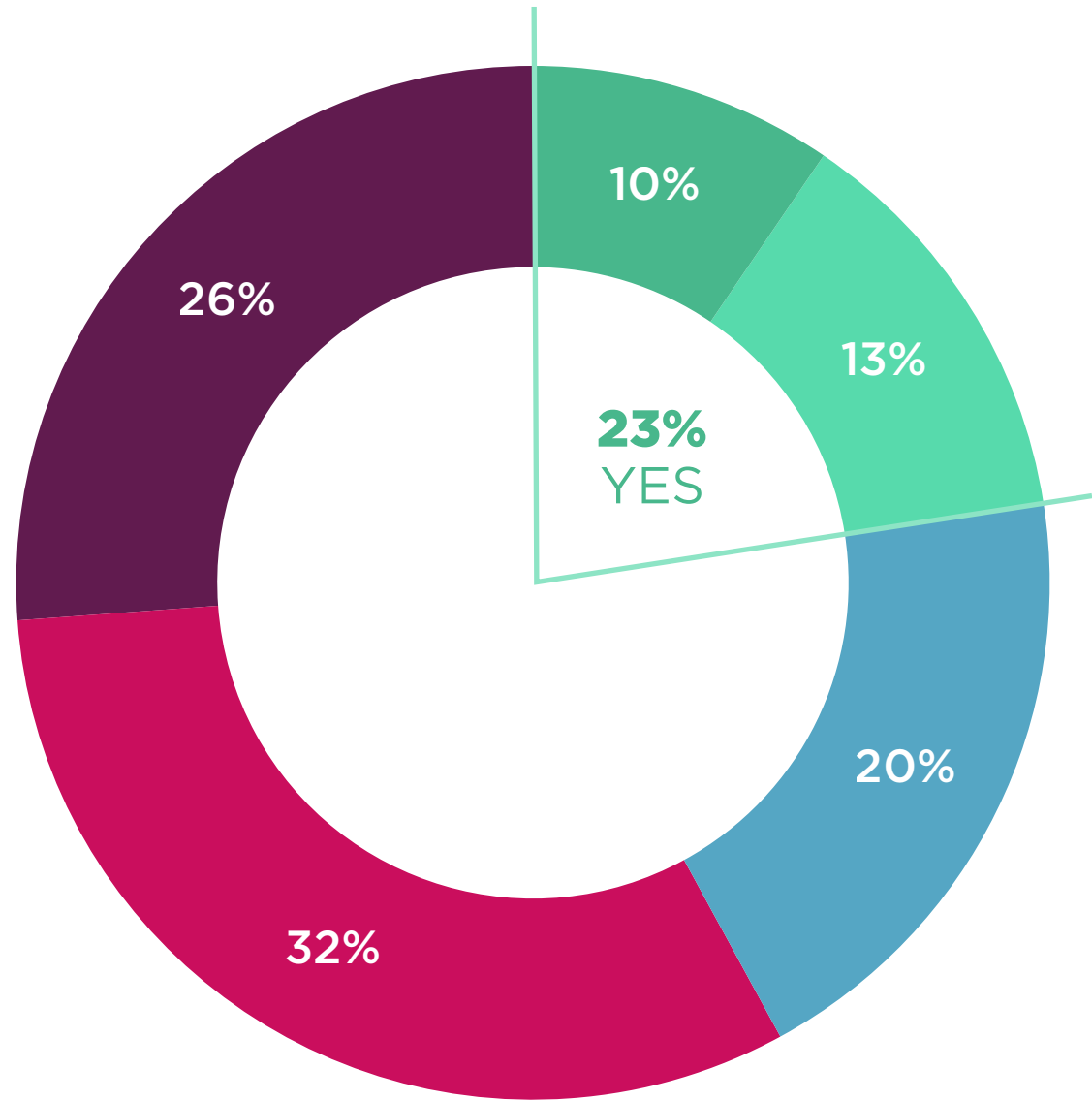


AI INFLUENCERS

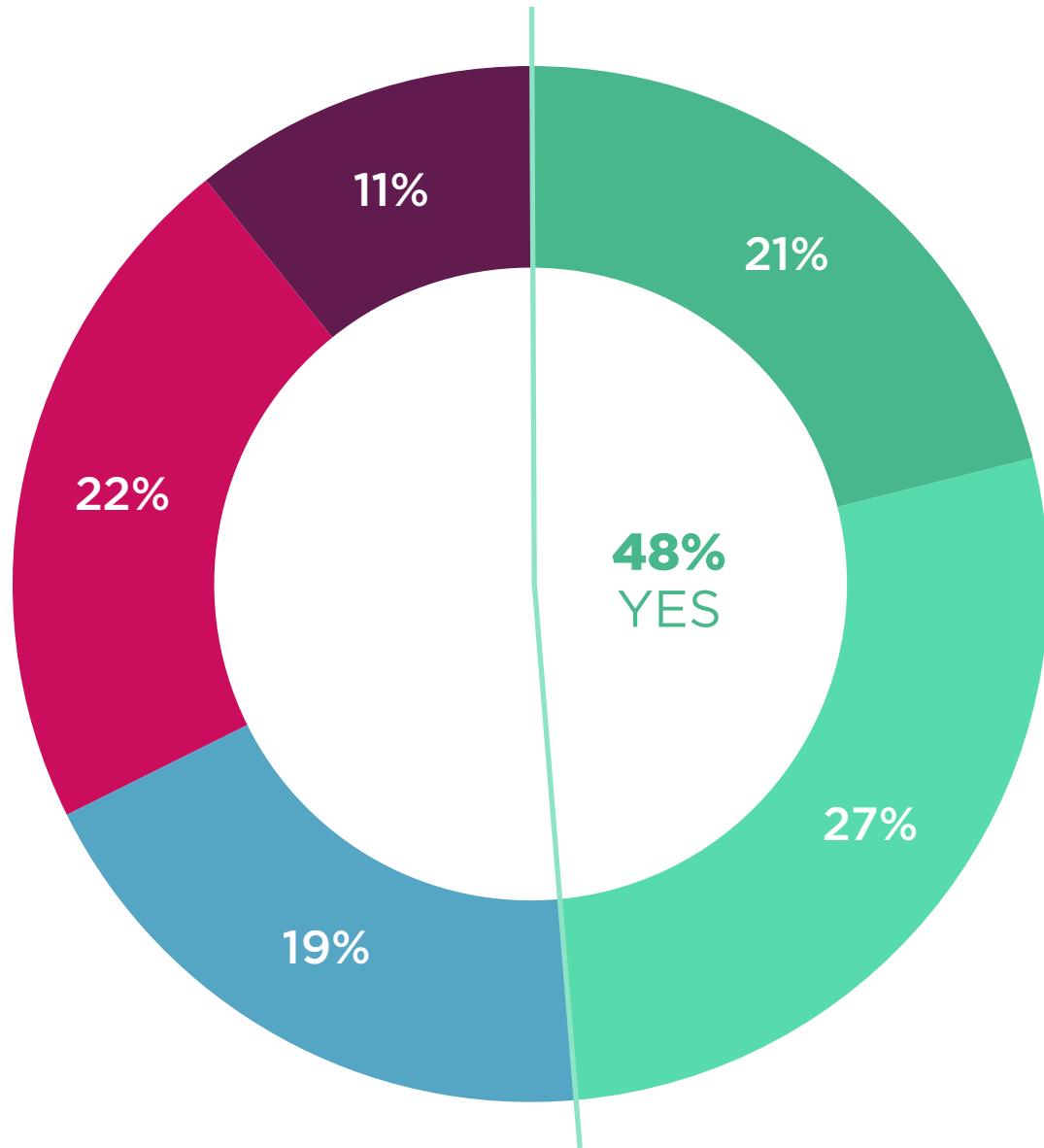


Q: Do you follow any AI-generated or virtual influencers on social media platforms?

30+ YEAR-OLDS



18-TO-29-YEAR-OLDS



- Yes, I actively follow and engage with AI/virtual influencers.
- Yes, I follow a few but don't actively engage with their content.
- No, but I'm aware of them and interested in following.
- No, I'm not interested in AI/virtual influencers.
- I wasn't aware of AI/virtual influencers until now.

48%

of 18-to-29-year-olds follow an AI or virtual influencer.

23%

of 30+ year-olds follow an AI or virtual influencer.

KEY TAKEAWAYS

Platforms and Content



Platform Usage and Engagement

- **Facebook Dominance:** 82% of all respondents regularly use Facebook, making it the most widely used platform across demographics.
- **TikTok Popularity:** TikTok usage is significantly higher among younger users, with 78% of 18-to-29-year-olds using the platform regularly.
- **Diverse Platform Engagement:** Younger consumers (18-29) engage with a more diverse range of social media platforms compared to older demographics.
- **Influencer Search Behaviour:** 96% of influencers are likely to search on social platforms before making a purchase, indicating the critical role of social media in their decision-making process.
- **Daily Engagement:** Influencers spend an average of 7.2 hours a day on social media platforms, highlighting the extensive engagement time that can be leveraged by marketers.

Content Creation and Preferences

- **AI Adoption in Content Creation:** Nearly 70% of content creators age 44 and under are using AI tools to assist in content creation, indicating a growing trend toward AI-driven content production.
- **Influencer Self-identification:** 26% of male respondents consider themselves social media influencers, compared to 19% of females.
- **Content Creation Rates:** 59% of male respondents create content for social media, compared to 52% of females, showing a slight gender difference in content creation rates.
- **Generational Content Creation:** Over 66% of 18-to-44-year-olds create content to post on social media, compared to 44% of people ages 45 and older, showing higher content creation activity among younger users.
- **Engagement with AI Influencers:** 48% of 18-to-29-year-olds follow AI or virtual influencers, demonstrating the increasing acceptance and interest in AI-generated content.

KEY TAKEAWAYS

Behaviours and Trust



Consumer Behaviour and Preferences

- **Purchase Influence:** 51% of respondents have purchased a product after seeing it being used by an influencer, underscoring the power they have in driving sales.
- **Trust in Influencers:** 54% of respondents are more likely to trust a sponsored post from an influencer over an A-List celebrity.
- **Social Shopping Trends:** More than 50% of those ages 18-to-29 have used social shopping features multiple times, showing a strong trend toward in-app purchases among younger users.
- **Compensation Acceptance:** 69% of respondents would accept compensation from a brand to make a social media post, indicating a high willingness to participate in brand collaborations.
- **Product Research Methods:** 56% of 18-to-29-year-olds turn to TikTok for product research before making a big purchase, making it a critical platform for reaching younger consumers.

Trust and Authenticity

- **Influencer Authenticity:** Authenticity in an influencer's content is the top factor increasing trust in product recommendations, with 49.2% of respondents prioritizing it.
- **Product Use Demonstration:** 38.3% of respondents trust influencers who show how they use the product, highlighting the importance of practical demonstrations.
- **Past Recommendations:** Positive experiences with past recommendations increase trust for 38.3% of respondents, suggesting that track record matters.
- **Transparency:** 37.8% of respondents value the disclosure of the influencer's partnership with brands, indicating the importance of transparency.
- **Engagement:** 26.1% of respondents trust influencers who engage with their audience (e.g., responding to comments).

KEY TAKEAWAYS

Trends and Impact



Market Trends and Demographics

- **Aspirations to Influence:** Half of all 18-to-29-year-olds aspire to become social media influencers, highlighting the appeal of the influencer lifestyle among younger generations.
- **Monetization Willingness:** 54% of respondents would quit their job to become full-time social media influencers if they could make a living from it.
- **Influencer Followings:** 55% of 18-to-29-year-olds follow more than 21 influencers, indicating high engagement with multiple influencers among younger users.
- **Primary Shoppers:** 91% of influencers consider themselves the primary shopper in their household, suggesting that influencers often have significant purchasing power.
- **Content Consumption Preference:** 55% of respondents prefer content created by social media influencers over scripted advertising, showing a preference for more authentic and relatable content.

Advertising and Impact

- **Influencer Advertising Effectiveness:** 49% of 18-to-29-year-olds are more likely to try a new product based on an influencer post compared to other forms of advertising like television ads.
- **Television Ad Decline:** Only 19% of respondents ages 18-to-29 are most influenced by television ads, indicating a decline in traditional advertising effectiveness for this age group.
- **Banner Ad Effectiveness:** Banner ads are the least effective form of digital advertising, with only 5% of respondents ages 18-to-29 being influenced by them.
- **Social Media Shopping Features:** 71% of respondents have purchased a product through a social media platform's shopping feature, or are open to doing so.
- **Trust in Sponsored Posts:** 79% of respondents ages 18-to-29 find influencer-created content more compelling than scripted advertising by marketing professionals.



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