

Internal (Marketing)

Sponsorship

GB Sample: 25th - 26th October 2017



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

car_own_number_single_codeNumber of cars owned

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base	2036	987	1049	234	311	352	356	782	1161	875
None	32%	34%	31%	64%	39%	33%	31%	20%	30%	35%
One	54%	51%	57%	30%	50%	55%	52%	62%	53%	54%
Two	12%	13%	10%	3%	8%	11%	15%	14%	14%	9%
Three	1%	1%	1%	0%	1%	1%	2%	2%	1%	1%
Four or more	0%	0%	0%	0%	-	-	0%	1%	1%	0%
Don't know	1%	1%	1%	3%	2%	1%	1%	1%	1%	2%

social_media_activememberSocial networks - used in last 30 days

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base	2036	987	1049	234	311	352	356	782	1161	875
Facebook	72%	68%	75%	84%	81%	77%	70%	63%	74%	69%
Twitter	32%	37%	28%	53%	42%	42%	36%	15%	36%	27%
LinkedIn	15%	17%	13%	17%	20%	18%	17%	10%	20%	8%
Google+	10%	10%	10%	11%	11%	9%	9%	9%	9%	10%
MySpace	0%	0%	0%	0%	0%	1%	0%	-	0%	0%
Pinterest	13%	6%	19%	18%	18%	16%	10%	9%	14%	12%
Tumblr	5%	5%	5%	15%	9%	6%	4%	1%	6%	3%
Instagram	24%	18%	28%	58%	39%	31%	16%	7%	25%	21%
nosquare	0%	-	0%	-	-	0%	-	-	0%	-
Snapchat	14%	10%	17%	58%	24%	9%	6%	2%	15%	11%
nosquare	-	-	-	-	-	-	-	-	-	-
Periscope	1%	1%	0%	3%	1%	1%	0%	0%	1%	1%
Reddit	2%	2%	1%	8%	3%	1%	0%	0%	2%	1%
Other	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%
Don't know	1%	1%	2%	2%	2%	-	1%	1%	1%	1%
Not applicable - I have not used any social networks in the last 30 days	19%	20%	17%	4%	8%	11%	18%	31%	16%	22%

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Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

car_own_number_single_codeNumber of cars owned

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base	2036	1464	656	304	260	480	276	1165	954	268
None	32%	34%	39%	31%	32%	42%	48%	34%	33%	34%
One	54%	53%	49%	54%	53%	48%	41%	53%	53%	53%
Two	12%	11%	10%	13%	12%	8%	8%	11%	12%	11%
Three	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Four or more	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

social_media_activememberSocial networks - used in last 30 days

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base	2036	1464	656	304	260	480	276	1165	954	268
Facebook	72%	100%	88%	87%	90%	92%	92%	95%	80%	83%
Twitter	32%	39%	100%	55%	46%	62%	61%	41%	42%	46%
LinkedIn	15%	18%	26%	100%	24%	28%	21%	20%	22%	31%
Google+	10%	11%	12%	14%	19%	13%	11%	12%	10%	16%
MySpace	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%
Pinterest	13%	16%	18%	20%	100%	27%	22%	17%	16%	16%
Tumblr	5%	6%	12%	9%	12%	14%	15%	7%	7%	11%
Instagram	24%	30%	46%	44%	50%	100%	72%	35%	35%	33%
nosquare	0%	-	-	-	-	-	-	-	-	-
Snapchat	14%	17%	26%	19%	23%	41%	100%	21%	23%	22%
nosquare	-	-	-	-	-	-	-	-	-	-
Periscope	1%	1%	2%	1%	1%	3%	3%	1%	1%	3%
Reddit	2%	2%	3%	3%	3%	3%	5%	2%	3%	4%
Other	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%
Don't know	1%	-	-	-	-	-	-	1%	1%	1%
Not applicable - I have not used any social networks in the last 30 days	19%	-	-	-	-	-	-	2%	10%	6%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, please imagine that a brand you liked offered to sponsor you (i.e pay you money to advertise their product)...

Would you be willing to do any of the following things as part of this sponsorship? (Please select one option on each row)

Get a permanent tattoo of their logo somewhere on my body

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base: All GB adults online	2036	987	1049	234	311	352	356	782	1161	875
I WOULD be willing to do this	5%	6%	3%	8%	7%	9%	3%	1%	4%	5%
I would NOT be willing to do this	90%	87%	92%	85%	83%	84%	90%	96%	91%	88%
Don't know	6%	6%	5%	7%	9%	6%	6%	3%	4%	7%

Make their brand name my middle name

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base: All GB adults online	2036	987	1049	234	311	352	356	782	1161	875
I WOULD be willing to do this	6%	8%	5%	7%	9%	11%	3%	3%	5%	7%
I would NOT be willing to do this	88%	85%	90%	87%	82%	82%	89%	93%	91%	84%
Don't know	6%	7%	5%	6%	9%	6%	8%	4%	4%	9%

Wear a shirt or top with a large picture of their logo on it every day for a year

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base: All GB adults online	2036	987	1049	234	311	352	356	782	1161	875
I WOULD be willing to do this	19%	25%	13%	24%	21%	28%	22%	11%	17%	21%
I would NOT be willing to do this	70%	62%	78%	68%	60%	61%	66%	81%	74%	65%
Don't know	11%	13%	9%	8%	18%	10%	12%	8%	9%	14%

Wear a shirt or top with a large picture of their logo on it every day for a month

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base: All GB adults online	2036	987	1049	234	311	352	356	782	1161	875
I WOULD be willing to do this	37%	42%	33%	53%	49%	45%	37%	25%	37%	37%
I would NOT be willing to do this	54%	48%	59%	41%	39%	44%	52%	69%	56%	51%
Don't know	9%	10%	8%	6%	13%	11%	11%	6%	7%	12%

Change my first name to their brand name

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base: All GB adults online	2036	987	1049	234	311	352	356	782	1161	875
I WOULD be willing to do this	3%	4%	2%	4%	4%	5%	2%	1%	2%	3%
I would NOT be willing to do this	93%	91%	94%	92%	89%	89%	91%	96%	94%	91%
Don't know	5%	5%	4%	4%	7%	6%	7%	3%	4%	6%

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Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

For the following question, please imagine that a brand you liked offered to sponsor you (i.e pay you money to advertise their product)...

Would you be willing to do any of the following things as part of this sponsorship? (Please select one option on each row)

Get a permanent tattoo of their logo somewhere on my body

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base: All GB adults online	2036	1464	656	304	260	480	276	1165	954	268
I WOULD be willing to do this	5%	4%	5%	4%	3%	6%	4%	5%	5%	5%
I would NOT be willing to do this	90%	90%	89%	92%	92%	89%	89%	89%	90%	91%
Don't know	6%	6%	6%	4%	4%	6%	6%	6%	5%	4%

Make their brand name my middle name

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base: All GB adults online	2036	1464	656	304	260	480	276	1165	954	268
I WOULD be willing to do this	6%	6%	7%	3%	4%	6%	5%	6%	6%	7%
I would NOT be willing to do this	88%	88%	88%	93%	93%	88%	89%	88%	89%	88%
Don't know	6%	6%	5%	4%	3%	5%	6%	6%	5%	5%

Wear a shirt or top with a large picture of their logo on it every day for a year

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base: All GB adults online	2036	1464	656	304	260	480	276	1165	954	268
I WOULD be willing to do this	19%	19%	21%	17%	14%	20%	21%	20%	20%	15%
I would NOT be willing to do this	70%	69%	69%	71%	76%	70%	70%	69%	69%	76%
Don't know	11%	11%	9%	12%	10%	10%	9%	12%	11%	9%

Wear a shirt or top with a large picture of their logo on it every day for a month

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base: All GB adults online	2036	1464	656	304	260	480	276	1165	954	268
I WOULD be willing to do this	37%	40%	41%	37%	40%	48%	55%	41%	42%	35%
I would NOT be willing to do this	54%	51%	52%	56%	51%	44%	38%	50%	49%	55%
Don't know	9%	9%	7%	7%	9%	8%	7%	9%	9%	9%

Change my first name to their brand name

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base: All GB adults online	2036	1464	656	304	260	480	276	1165	954	268
I WOULD be willing to do this	3%	3%	3%	1%	2%	2%	2%	3%	3%	3%
I would NOT be willing to do this	93%	93%	92%	95%	95%	93%	94%	93%	93%	95%
Don't know	5%	5%	5%	4%	3%	5%	4%	4%	4%	2%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Have a billboard for their brand placed on the outside of my home

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base: All GB adults online	2036	987	1049	234	311	352	356	782	1161	875
I WOULD be willing to do this	19%	21%	16%	30%	26%	24%	19%	10%	19%	19%
I would NOT be willing to do this	73%	70%	76%	62%	63%	66%	72%	84%	75%	70%
Don't know	8%	9%	7%	8%	11%	10%	9%	6%	6%	11%

Have their brand logo and the words "sponsored by" in the bottom corner of my profile photo on all my social media accounts

Unweighted base	1619	731	888	214	266	303	302	534	1013	606
Base: All GB adults online	1609	772	838	211	275	311	287	526	951	659
I WOULD be willing to do this	42%	43%	40%	48%	49%	51%	41%	30%	41%	42%
I would NOT be willing to do this	49%	47%	50%	42%	39%	39%	48%	62%	51%	45%
Don't know	10%	10%	10%	10%	12%	11%	11%	8%	8%	13%

Have their brand logo and the words "sponsored by" in the bottom corner of each photo I post on all my social media accounts

Unweighted base	1619	731	888	214	266	303	302	534	1013	606
Base: All GB adults online	1609	772	838	211	275	311	287	526	951	659
I WOULD be willing to do this	36%	38%	34%	36%	40%	45%	34%	28%	34%	38%
I would NOT be willing to do this	54%	52%	56%	56%	47%	43%	56%	62%	58%	48%
Don't know	10%	11%	10%	8%	13%	11%	10%	10%	8%	14%

Have my car painted in the brand's colours and logo

Unweighted base	1398	640	758	89	184	230	264	631	873	525
Base: All GB adults online	1381	656	725	83	189	238	247	624	810	571
I WOULD be willing to do this	24%	28%	20%	25%	33%	35%	24%	17%	24%	24%
I would NOT be willing to do this	66%	61%	70%	61%	55%	49%	62%	77%	68%	63%
Don't know	10%	11%	10%	15%	12%	16%	14%	6%	8%	13%

Appear in a television advert endorsing that brand

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base: All GB adults online	2036	987	1049	234	311	352	356	782	1161	875
I WOULD be willing to do this	39%	45%	33%	64%	51%	46%	32%	26%	42%	35%
I would NOT be willing to do this	50%	43%	56%	26%	33%	43%	55%	65%	49%	51%
Don't know	11%	12%	10%	10%	16%	11%	13%	9%	9%	14%

Say "sponsored by" after my name every time I answer the phone

Unweighted base	2036	936	1100	236	298	342	374	786	1235	801
Base: All GB adults online	2036	987	1049	234	311	352	356	782	1161	875
I WOULD be willing to do this	14%	16%	13%	20%	19%	19%	13%	9%	14%	15%
I would NOT be willing to do this	77%	74%	81%	72%	72%	70%	77%	84%	80%	74%
Don't know	8%	10%	7%	8%	9%	11%	11%	6%	6%	12%

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Sponsorship

GB Sample: 25th - 26th October 2017



Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Have a billboard for their brand placed on the outside of my home

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base: All GB adults online	2036	1464	656	304	260	480	276	1165	954	268
I WOULD be willing to do this	19%	20%	21%	18%	20%	24%	28%	22%	22%	20%
I would NOT be willing to do this	73%	72%	72%	76%	74%	67%	63%	70%	70%	73%
Don't know	8%	8%	7%	5%	6%	9%	9%	8%	8%	7%

Have their brand logo and the words "sponsored by" in the bottom corner of my profile photo on all my social media accounts

Unweighted base	1619	1455	651	312	262	478	277	1124	845	247
Base: All GB adults online	1609	1444	647	298	252	470	266	1112	837	246
I WOULD be willing to do this	42%	43%	44%	39%	46%	50%	51%	45%	46%	38%
I would NOT be willing to do this	49%	48%	48%	52%	44%	41%	40%	46%	44%	54%
Don't know	10%	9%	9%	9%	10%	9%	9%	9%	10%	9%

Have their brand logo and the words "sponsored by" in the bottom corner of each photo I post on all my social media accounts

Unweighted base	1619	1455	651	312	262	478	277	1124	845	247
Base: All GB adults online	1609	1444	647	298	252	470	266	1112	837	246
I WOULD be willing to do this	36%	37%	37%	34%	38%	41%	41%	37%	38%	30%
I would NOT be willing to do this	54%	53%	54%	58%	52%	49%	49%	52%	51%	62%
Don't know	10%	11%	10%	9%	10%	9%	10%	11%	11%	8%

Have my car painted in the brand's colours and logo

Unweighted base	1398	993	421	223	185	289	153	786	655	181
Base: All GB adults online	1381	970	403	211	177	278	143	765	639	176
I WOULD be willing to do this	24%	25%	27%	31%	30%	29%	29%	26%	28%	22%
I would NOT be willing to do this	66%	64%	63%	60%	61%	60%	59%	63%	61%	69%
Don't know	10%	10%	10%	10%	9%	11%	12%	11%	11%	8%

Appear in a television advert endorsing that brand

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base: All GB adults online	2036	1464	656	304	260	480	276	1165	954	268
I WOULD be willing to do this	39%	43%	49%	48%	46%	53%	63%	46%	47%	42%
I would NOT be willing to do this	50%	46%	41%	42%	45%	36%	28%	42%	42%	49%
Don't know	11%	11%	10%	10%	9%	11%	9%	11%	11%	9%

Say "sponsored by" after my name every time I answer the phone

Unweighted base	2036	1476	661	319	270	489	288	1177	960	268
Base: All GB adults online	2036	1464	656	304	260	480	276	1165	954	268
I WOULD be willing to do this	14%	14%	16%	12%	15%	15%	19%	15%	15%	14%
I would NOT be willing to do this	77%	77%	78%	82%	78%	77%	74%	77%	77%	78%
Don't know	8%	8%	6%	6%	7%	8%	7%	9%	8%	8%