



103722 - WGS FLASH (24 HOUR) SURVEY

Q52Q: Which of the following statements are true to you? Please select all that apply.

	Total (N)	Household Income				HS or Low (F)	Some College (S)	College Grad (H)	Yes (Y)	Employed (E)	Yes (Y)	Children in HH (No/Yes)	Parent of Child Under 18 (No/Yes)	Home Ownership		Married (M)	Marital Status (Not married)	White (W)	AA (A)	Race/Ethnicity	Hispanic (H)
		Less than \$24K (L)	\$25K - \$74.9K (E)	\$75K - \$99.9K (D)	\$100K+ (H)									Homeowner (S)	Renter (R)						
Total	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Total (Demographic)	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Very influential	12%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Somewhat influential	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Not very influential	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
Not at all influential	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%

\*Table Base: US RESPONDENTS

Q52Q: In general, how influential (input (e.g., recommendations, critiques) related to a product or service from each of the following sources on your final purchase decision?

	Total (N)	Household Income				HS or Low (F)	Some College (S)	College Grad (H)	Yes (Y)	Employed (E)	Yes (Y)	Children in HH (No/Yes)	Parent of Child Under 18 (No/Yes)	Home Ownership		Married (M)	Marital Status (Not married)	White (W)	AA (A)	Race/Ethnicity	Hispanic (H)
		Less than \$24K (L)	\$25K - \$74.9K (E)	\$75K - \$99.9K (D)	\$100K+ (H)									Homeowner (S)	Renter (R)						
Total	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Total (Demographic)	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Very influential	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Somewhat influential	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Not very influential	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
Not at all influential	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%

\*Table Base: US RESPONDENTS

Category experts (e.g., doctors, cosmetologists)

	Total (N)	Household Income				HS or Low (F)	Some College (S)	College Grad (H)	Yes (Y)	Employed (E)	Yes (Y)	Children in HH (No/Yes)	Parent of Child Under 18 (No/Yes)	Home Ownership		Married (M)	Marital Status (Not married)	White (W)	AA (A)	Race/Ethnicity	Hispanic (H)
		Less than \$24K (L)	\$25K - \$74.9K (E)	\$75K - \$99.9K (D)	\$100K+ (H)									Homeowner (S)	Renter (R)						
Total	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Total (Demographic)	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Very influential	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Somewhat influential	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Not very influential	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
Not at all influential	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%

\*Table Base: US RESPONDENTS

Someone new personally

	Total (N)	Household Income				HS or Low (F)	Some College (S)	College Grad (H)	Yes (Y)	Employed (E)	Yes (Y)	Children in HH (No/Yes)	Parent of Child Under 18 (No/Yes)	Home Ownership		Married (M)	Marital Status (Not married)	White (W)	AA (A)	Race/Ethnicity	Hispanic (H)
		Less than \$24K (L)	\$25K - \$74.9K (E)	\$75K - \$99.9K (D)	\$100K+ (H)									Homeowner (S)	Renter (R)						
Total	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Total (Demographic)	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Very influential	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Somewhat influential	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Not very influential	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
Not at all influential	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%

\*Table Base: US RESPONDENTS

User reviews

	Total (N)	Household Income				HS or Low (F)	Some College (S)	College Grad (H)	Yes (Y)	Employed (E)	Yes (Y)	Children in HH (No/Yes)	Parent of Child Under 18 (No/Yes)	Home Ownership		Married (M)	Marital Status (Not married)	White (W)	AA (A)	Race/Ethnicity	Hispanic (H)
		Less than \$24K (L)	\$25K - \$74.9K (E)	\$75K - \$99.9K (D)	\$100K+ (H)									Homeowner (S)	Renter (R)						
Total	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Total (Demographic)	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Very influential	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Somewhat influential	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Not very influential	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
Not at all influential	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%

\*Table Base: US RESPONDENTS

Q52Q: About how often do you get input (e.g., recommendations, critiques) related to product or service from each of the following sources?

	Total (N)	Household Income				HS or Low (F)	Some College (S)	College Grad (H)	Yes (Y)	Employed (E)	Yes (Y)	Children in HH (No/Yes)	Parent of Child Under 18 (No/Yes)	Home Ownership		Married (M)	Marital Status (Not married)	White (W)	AA (A)	Race/Ethnicity	Hispanic (H)
		Less than \$24K (L)	\$25K - \$74.9K (E)	\$75K - \$99.9K (D)	\$100K+ (H)									Homeowner (S)	Renter (R)						
Total	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Total (Demographic)	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Frequently (F)	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
Often (O)	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%
Sometimes (S)	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Rarely (R)	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Never (N)	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

\*Table Base: US RESPONDENTS

Category experts (e.g., doctors, cosmetologists)

	Total (N)	Household Income				HS or Low (F)	Some College (S)	College Grad (H)	Yes (Y)	Employed (E)	Yes (Y)	Children in HH (No/Yes)	Parent of Child Under 18 (No/Yes)	Home Ownership		Married (M)	Marital Status (Not married)	White (W)	AA (A)	Race/Ethnicity	Hispanic (H)
		Less than \$24K (L)	\$25K - \$74.9K (E)	\$75K - \$99.9K (D)	\$100K+ (H)									Homeowner (S)	Renter (R)						
Total	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Total (Demographic)	N=1045	N=1008	N=1155	N=1052	N=1039	N=1029	N=1022	N=1016	N=1029	N=1016	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012	N=1012
Frequently (F)	17%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Often (O)	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%
Sometimes (S)	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
Rarely (R)	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Never (N)	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

\*Table Base: US RESPONDENTS

Someone new personally

100722 - MOD FLASH (24 HOUR) SURVEY

Q1Q1: Which of the following statements are true to you? Please select all that apply.

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
I have read/listened to or purchased a product or service related to...						
I have read/listened to or purchased a product or service related to input (e.g., recommendations) 14%	12%	18%	12%	12%	12%	14%
I have purchased a product or service through an online platform 14%	12%	18%	12%	12%	12%	14%
I have purchased a product or service through an online platform 24%	22%	32%	22%	22%	22%	24%
I would rather make purchases through an online platform 24%	22%	32%	22%	22%	22%	24%
None of these	22%	17%	12%	25%	30%	20%

\*Table Base: US RESPONDENTS

Q1Q2: In general, how influential is input (e.g., recommendations, critiques) related to a product or service from each of the following sources on your final purchase decision?

Social media influencers

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Influential (Very)	43%	57%	40%	40%	40%	44%
Influential (Somewhat)	44%	37%	40%	40%	40%	36%
Not influential (Very)	17%	11%	18%	15%	15%	16%
Not influential (Somewhat)	17%	11%	18%	15%	15%	16%
Not at all influential	20%	14%	22%	20%	20%	18%
None of these	20%	14%	22%	20%	20%	18%

\*Table Base: US RESPONDENTS

Content creators (e.g., actors, politicians)

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Influential (Very)	26%	44%	22%	22%	22%	26%
Influential (Somewhat)	27%	22%	26%	22%	22%	27%
Not influential (Very)	24%	17%	26%	22%	22%	24%
Not influential (Somewhat)	24%	17%	26%	22%	22%	24%
Not at all influential	23%	15%	26%	22%	22%	23%
None of these	23%	15%	26%	22%	22%	23%

\*Table Base: US RESPONDENTS

Someone I know personally

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Influential (Very)	44%	50%	47%	47%	47%	44%
Influential (Somewhat)	44%	37%	47%	47%	47%	44%
Not influential (Very)	18%	11%	18%	15%	15%	18%
Not influential (Somewhat)	18%	11%	18%	15%	15%	18%
Not at all influential	16%	11%	18%	15%	15%	16%
None of these	16%	11%	18%	15%	15%	16%

\*Table Base: US RESPONDENTS

Category experts (e.g., doctors, commentators)

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Influential (Very)	30%	44%	26%	26%	26%	30%
Influential (Somewhat)	30%	22%	26%	26%	26%	30%
Not influential (Very)	22%	11%	26%	22%	22%	22%
Not influential (Somewhat)	22%	11%	26%	22%	22%	22%
Not at all influential	15%	11%	18%	15%	15%	15%
None of these	15%	11%	18%	15%	15%	15%

\*Table Base: US RESPONDENTS

User reviews

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Influential (Very)	28%	44%	26%	26%	26%	28%
Influential (Somewhat)	28%	22%	26%	26%	26%	28%
Not influential (Very)	12%	11%	18%	15%	15%	12%
Not influential (Somewhat)	12%	11%	18%	15%	15%	12%
Not at all influential	10%	11%	18%	15%	15%	10%
None of these	10%	11%	18%	15%	15%	10%

\*Table Base: US RESPONDENTS

Q1Q3: About how often do you get input (e.g., recommendations, critiques) related to a product or service from each of the following sources?

Social media influencers

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Frequently (Very)	22%	37%	18%	18%	18%	22%
Frequently (Somewhat)	37%	22%	26%	26%	26%	37%
Sometimes	28%	11%	26%	22%	22%	28%
Rarely	12%	11%	18%	15%	15%	12%
Never	14%	11%	18%	15%	15%	14%

\*Table Base: US RESPONDENTS

Content creators (e.g., actors, politicians)

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Frequently (Very)	17%	37%	18%	18%	18%	17%
Frequently (Somewhat)	17%	22%	26%	26%	26%	17%
Sometimes	23%	11%	26%	22%	22%	23%
Rarely	28%	11%	26%	22%	22%	28%
Never	28%	11%	26%	22%	22%	28%

\*Table Base: US RESPONDENTS

Someone I know personally

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Frequently (Very)	46%	55%	40%	40%	40%	46%
Frequently (Somewhat)	15%	11%	18%	15%	15%	15%
Sometimes	23%	11%	26%	22%	22%	23%
Rarely	10%	11%	18%	15%	15%	10%
Never	1%	1%	1%	1%	1%	1%

\*Table Base: US RESPONDENTS

Category experts (e.g., doctors, commentators)

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Frequently (Very)	13%	37%	18%	18%	18%	13%
Frequently (Somewhat)	13%	22%	26%	26%	26%	13%
Sometimes	20%	11%	26%	22%	22%	20%
Rarely	28%	11%	26%	22%	22%	28%
Never	8%	11%	18%	15%	15%	8%

\*Table Base: US RESPONDENTS

User reviews

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=124	N=54	N=34	N=27	N=29	N=20
Total (Demographic)	N=124	N=54	N=34	N=27	N=29	N=20
Frequently (Very)	49%	55%	40%	40%	40%	49%
Frequently (Somewhat)	18%	11%	18%	15%	15%	18%
Sometimes	23%	11%	26%	22%	22%	23%
Rarely	13%	11%	18%	15%	15%	13%
Never	8%	11%	18%	15%	15%	8%

\*Table Base: US RESPONDENTS

Q1Q4: Which of the following platforms have you used to get purchase-related input (e.g., recommendations, critiques) from social media influencers? Please select all that apply.

	Total (N)	Gen 218-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Sheet 77-84 (F)
Total	N=84	N=113	N=124	N=118	N=120	N=127
Total (Demographic)	N=84	N=113	N=124	N=118	N=120	N=127
YouTube	7%	6%	1%	2%	1%	0%
Twitch	9%	2%	1%	1%	0%	0%
Reddit	14%	27%	12%	12%	12%	14%
Twitter	24%	20%	21%	21%	21%	24%
Snapchat	24%	44%	23%	23%	23%	24%
Amazon Associates	24%	24%	23%	23%	23%	24%
TikTok	39%	73%	43%	43%	43%	39%
Instagram	49%	68%	42%	42%	42%	49%
Facebook	49%	52%	49%	49%	49%	49%
YouTube	49%	49%	49%	49%	49%	49%
Other	1%	0%	0%	0%	0%	1%

\*Table Base: US PURCHASE INPUT FROM SOCIAL MEDIA INFLUENCERS