

January 2020

Influencers - UK

“Brands increasingly have to look beyond surface level metrics, such as follower numbers, when deciding which social media influencers to partner with. Influencer authenticity, trust and engagement levels play a key role in actually impacting purchasing behaviour, often making micro influencers more valuable than those with larger followings.”

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Upcoming Reports

Cinemas - UK - December 2020

Magazines - UK - November 2020

Books and E-books - UK - October 2020

Consumers and the Economic Outlook - UK - August 2020

Attitudes towards Video and TV - UK - July 2020

Consumers and the Economic Outlook - UK - May 2020

National Newspapers - UK - April 2020

Consumers and the Economic Outlook - UK - February 2020

Consumers and the Economic Outlook - UK - November 2020

Music and other Audio - CDs, streaming, downloads & podcasts - UK - November 2020

Media Trends Autumn - UK - September 2020

Digital Advertising - UK - August 2020

Regional Newspapers - UK - June 2020

Social and Media Networks - UK - May 2020

Media Trends Spring - UK - March 2020