

Insights West

Celebrity Endorsements for BC CTV's Steele on Your Side (January 14, 2014)

If a celebrity you knew and liked advertised a product in any of these categories, how likely would you be to try it? – “More likely to try the product” listed

	British Columbia	Gender		Age		
		Women	Men	18-34	35-54	55+
Weight-loss products	33%	33%	33%	58%	26%	12%
Sporting Goods	18%	11%	24%	22%	22%	6%
Beauty products	14%	15%	13%	27%	13%	4%
Clothing / Apparel	10%	10%	9%	18%	11%	3%
Food products	8%	7%	8%	12%	11%	2%
Appliances / Electronics	6%	5%	4%	9%	6%	3%
Furniture	6%	6%	6%	9%	5%	5%

Thinking about the last time you bought a product advertised by a celebrity, which of the following statements comes closest to your own point of view?

	British Columbia	Gender		Age		
		Women	Men	18-34	35-54	55+
The product was better than I expected	4%	5%	2%	7%	4%	2%
The product was about the same as I expected / It made no difference	42%	38%	46%	52%	44%	34%
The product was worse than I expected	6%	5%	9%	10%	7%	5%
I've never bought a product advertised by a celebrity	31%	35%	26%	17%	24%	44%
Not sure	17%	17%	18%	15%	22%	15%