



# Referral by sector

WHO IS MOST LIKELY TO RECOMMEND A BRAND?

Referral marketing experts share their insights into the demographics most likely to refer different categories of products.

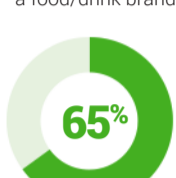
## EXPERIENCES

are the most referable products / services



### Food & Drink

Likelihood to recommend a food/drink brand:



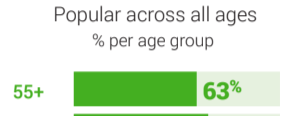
of all respondents

By sex:



By age:

Popular across all ages % per age group



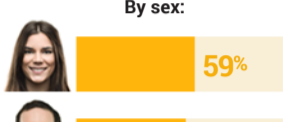
### Travel

Likelihood to recommend a travel brand:

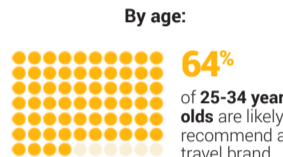


of all respondents

By sex:



By age:



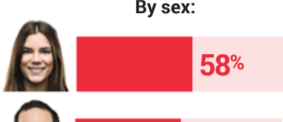
### Leisure/ Entertainment

Likelihood to recommend a Leisure/Entertainment brand:

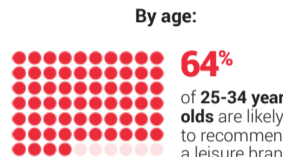


of all respondents

By sex:



By age:



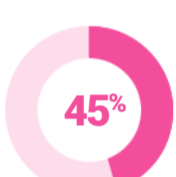
## FASHION

Women are the leaders in the fashion referral stakes



### Women's fashion

Likelihood to recommend a women's fashion brand:

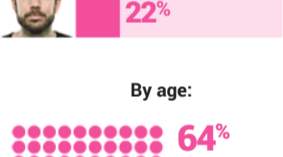


of all respondents

By sex:

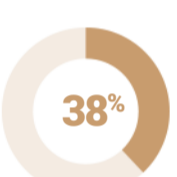


By age:



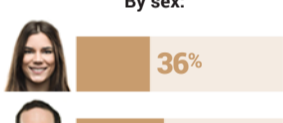
### Men's fashion

Likelihood to recommend a men's fashion brand:

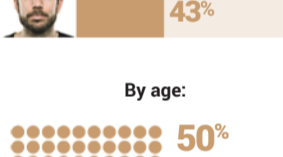


of all respondents

By sex:



By age:



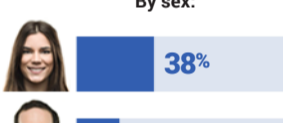
### Childrenswear

Likelihood to recommend a childrenswear brand:

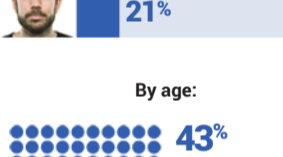


of all respondents

By sex:



By age:



## HOMEWARES

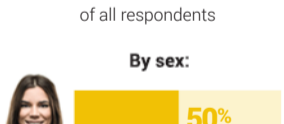


Likelihood to recommend a homewares brand:

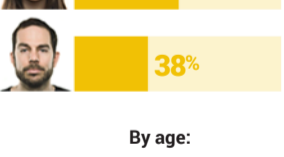


of all respondents

By sex:



By age:



## BEAUTY

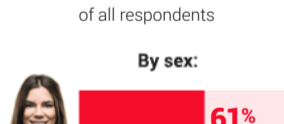


Likelihood to recommend a beauty brand:

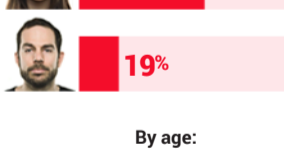


of all respondents

By sex:



By age:



## THE GENDER EFFECT

The only 3 sectors where men are more likely to refer than women



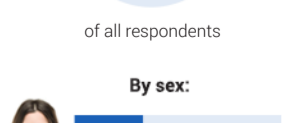
### Sports equipment & clothes

Likelihood to recommend a sports clothing/equipment brand:

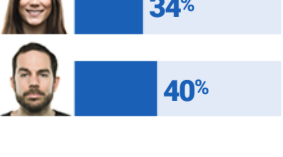


of all respondents

By sex:

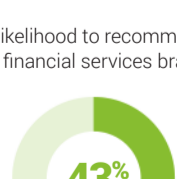


By age:



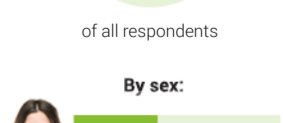
### Financial services

Likelihood to recommend a financial services brand:

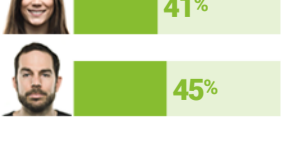


of all respondents

By sex:

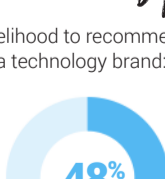


By age:



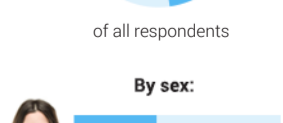
### Technology

Likelihood to recommend a technology brand:



of all respondents

By sex:



By age:

