

## BACKGROUND RESEARCH

### INFLUENCER RESEARCH

- Using [Influencity](#), we identified influencers with over 25% of their followers between the ages of 13-17 and over 20% of their followers in the UK. We selected the top 10 influencers, according to their follower numbers. We scrolled through their Instagram and Youtube accounts and looked at posts from 2020. We recorded the most recent post in 2020 where junk food or junk food logos had featured.

The table of results can be found:

Influencer instagram URL	Type of influencer	Latest post in 2020 with junk food featured	Follower count	% of audience in the UK	% of audience aged 13-17
<a href="https://www.instagram.com/miaslifeofficial/">https://www.instagram.com/miaslifeofficial/</a>	Lifestyle		500.98k	41.98%	26.37%
<a href="https://www.instagram.com/itzshauni/">https://www.instagram.com/itzshauni/</a>	Comedy	<a href="https://www.instagram.com/p/B_k888ll76Y/">https://www.instagram.com/p/B_k888ll76Y/</a>	374.81k	28.42%	28.77%
<a href="https://www.instagram.com/tianawilson/">https://www.instagram.com/tianawilson/</a>	Family/Entertainment	<a href="https://www.youtube.com/watch?v=znzhNW-vJRCI">https://www.youtube.com/watch?v=znzhNW-vJRCI</a>	346.08k	22.31%	28.91%
<a href="https://www.instagram.com/surfaceldn/">https://www.instagram.com/surfaceldn/</a>	Comedy	<a href="https://www.instagram.com/p/C.JbpbpBg2Hn/">https://www.instagram.com/p/C.JbpbpBg2Hn/</a>	288.00k	25.22%	26.94%
<a href="https://www.instagram.com/sarahconder/">https://www.instagram.com/sarahconder/</a>	Family/Entertainment	<a href="https://www.youtube.com/watch?v=wWscBy40830">https://www.youtube.com/watch?v=wWscBy40830</a>	233.00k	63.43%	28.39%
<a href="https://www.instagram.com/morgzmum/">https://www.instagram.com/morgzmum/</a>	Comedy		222.38k		25.56%
<a href="https://www.instagram.com/graceconder/">https://www.instagram.com/graceconder/</a>	Family/Entertainment		216.22k	66.82%	29.25%
<a href="https://www.instagram.com/connordarlington/">https://www.instagram.com/connordarlington/</a>	Comedy		157.21k	61.96%	30.91%
<a href="https://www.instagram.com/amicharlize/">https://www.instagram.com/amicharlize/</a>	Lifestyle	<a href="https://www.instagram.com/p/CAfyNBPFsvx/">https://www.instagram.com/p/CAfyNBPFsvx/</a>	156.27k	50.76%	29.49%
<a href="https://www.instagram.com/eloisefouladgar/">https://www.instagram.com/eloisefouladgar/</a>	Fashion/ Lifestyle	<a href="https://www.instagram.com/p/C.JHBnvfhMH4/">https://www.instagram.com/p/C.JHBnvfhMH4/</a>	144.84k	45.34%	28.41%
<a href="https://www.instagram.com/ruby_rube/">https://www.instagram.com/ruby_rube/</a>	Lifestyle		133.92k	27.55%	28.07%

- We looked at the Instagram pages of the largest junk food brands in the U.K over the whole of 2020 and compiled a list of influencers who appeared. Among those influencers we identified the number of followers who were 13-17 year old and multiplied that by the percentage of followers who lived in the UK to estimate the

number of 13-17 year olds living in the UK who followed them. We determined that the two influencers with the largest 13-17 UK following who had appeared in junk food advertising online were Lewis Capaldi (McDonald's) and Katy Perry (Coca-Cola).

You can find our research below:

Brand	URL	HFSS featured?	Date posted	Influencer handle	Influencer category	influencer follower count	% 13-17 M	% 13-17 F	Vol. 13-17s	Percentage of followers in the UK	Number of 13-17 followers in GB (estimated)
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CIqhs49DXOi/">https://www.instagram.com/p/CIqhs49DXOi/</a>	N	11.12.20	<a href="https://www.instagram.com/jesselleking/">https://www.instagram.com/jesselleking/</a>	Fashion	36800	0.17%	5.77%	2185.92	58.18%	1272
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CI3W-PQDBrB/">https://www.instagram.com/p/CI3W-PQDBrB/</a>	N	16.12.20	<a href="https://www.instagram.com/jameshaskell/">https://www.instagram.com/jameshaskell/</a>	Rugby	512000	3.28%	1.03%	22067.2	64.58%	14251
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CHvsqsHD5vc/">https://www.instagram.com/p/CHvsqsHD5vc/</a>	Y	18.11.20	<a href="https://www.instagram.com/onehungryasian/">https://www.instagram.com/onehungryasian/</a>	Food	34700	0.81%	2.59%	1179.8	60.40%	713
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CHDu0DsixRy/">https://www.instagram.com/p/CHDu0DsixRy/</a>	N	01.11.20	<a href="https://www.instagram.com/LewisCapaldi/">https://www.instagram.com/LewisCapaldi/</a>	Music	5600000	1.48%	6.12%	425600	57.14%	243188
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CHBV8jsj6Cs/">https://www.instagram.com/p/CHBV8jsj6Cs/</a>	N	31.10.20	<a href="https://www.instagram.com/CraigDavid/">https://www.instagram.com/CraigDavid/</a>	Music	679000	0.93%	2.24%	21524.3	40.52%	8722
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CHBPZHqjXh5/">https://www.instagram.com/p/CHBPZHqjXh5/</a>	N	31.10.20	<a href="https://www.instagram.com/OllyMurs/">https://www.instagram.com/OllyMurs/</a>	Music	3400000	1.51%	5.51%	238680	46.99%	112156
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CHBGdMWjxpv/">https://www.instagram.com/p/CHBGdMWjxpv/</a>	N	31.10.20	<a href="https://www.instagram.com/kaiserchiefs/">https://www.instagram.com/kaiserchiefs/</a>	Music	83400	1.68%	3.24%	4103.28	45.32%	1860
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CG-0gdwjeFn/">https://www.instagram.com/p/CG-0gdwjeFn/</a>	N	30.10.20	<a href="https://www.instagram.com/jessglynne/">https://www.instagram.com/jessglynne/</a>	Music	790000	1.45%	6.48%	62647	28.53%	17873
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CG-okq4jvK9/">https://www.instagram.com/p/CG-okq4jvK9/</a>	N	30.10.20	<a href="https://www.instagram.com/beckyhills/">https://www.instagram.com/beckyhills/</a>	Music	192000	1.29%	4.37%	10867.2	58.95%	6406
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CG9j8xEDX9H/">https://www.instagram.com/p/CG9j8xEDX9H/</a>	N	30.10.20	<a href="https://www.instagram.com/tomfletcher/">https://www.instagram.com/tomfletcher/</a>	Music	2000000	0.75%	3.99%	94800	57.18%	54207
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CGP2PFdj-Yj/">https://www.instagram.com/p/CGP2PFdj-Yj/</a>	Y	12.10.20	<a href="https://www.instagram.com/myleneklass/">https://www.instagram.com/myleneklass/</a>	Music	374000	0.43%	1.45%	7031.2	73.82%	5190
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CF15-maDQZW/">https://www.instagram.com/p/CF15-maDQZW/</a>	Y	02.10.20	<a href="https://www.instagram.com/gingernatalie_x/">https://www.instagram.com/gingernatalie_x/</a>	Fashion	17400	0.78%	2.56%	581.16	60.19%	350
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/">https://www.instagram.com/</a>	N	25.09.20	<a href="https://www.instagram.com/">https://www.instagram.com/</a>	Football	1300000	1.80%	5.59%	96070	80.42%	77259

	p/CFj40zWDsCK/			<a href="https://www.instagram.com/harryredknapp/">harryredknapp/</a>								
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CFenKYijk-l/">https://www.instagram.com/p/CFenKYijk-l/</a>	Y	23.09.20	<a href="https://www.instagram.com/whataleats/">https://www.instagram.com/whataleats/</a>	Food	76400	0.78%	2.04%	2154.48	37.46%	807	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/CEWVjnhjuV9/">https://www.instagram.com/p/CEWVjnhjuV9/</a>	Y	26.08.20	<a href="https://www.instagram.com/jakesfoodbible/">https://www.instagram.com/jakesfoodbible/</a>	Food	131000	1.77%	2.42%	5488.9	23.00%	1262	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/B9rYFeWDZXo/">https://www.instagram.com/p/B9rYFeWDZXo/</a>	Y	13.03.20	<a href="https://www.instagram.com/jack_charlesf/">https://www.instagram.com/jack_charlesf/</a>	Celeb	2000000	1.16%	5.30%	129200	71.79%	92753	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/B9rYFeWDZXo/">https://www.instagram.com/p/B9rYFeWDZXo/</a>	Y	13.03.20	<a href="https://www.instagram.com/georgiatofolo/">https://www.instagram.com/georgiatofolo/</a>	Celeb	1800000	0.91%	5.85%	121680	75.91%	92367	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/B9rYFeWDZXo/">https://www.instagram.com/p/B9rYFeWDZXo/</a>	Y	13.03.20	<a href="https://www.instagram.com/charloittedawsy/">https://www.instagram.com/charloittedawsy/</a>	Celeb	1000000	0.74%	2.86%	36000	65.28%	23501	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/B9rYFeWDZXo/">https://www.instagram.com/p/B9rYFeWDZXo/</a>	Y	13.03.20	<a href="https://www.instagram.com/stevothemadman1/">https://www.instagram.com/stevothemadman1/</a>	Celeb	562000	1.73%	2.31%	22704.8	74.60%	16938	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/B7Y_byujHp2/">https://www.instagram.com/p/B7Y_byujHp2/</a>	Y	16.01.20	<a href="https://www.instagram.com/hangry_girl_eats/">https://www.instagram.com/hangry_girl_eats/</a>	Food	2340	0.32%	2.77%	72.306	50.36%	36	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/B4il4AidbMJ/">https://www.instagram.com/p/B4il4AidbMJ/</a>	Y	06.11.20	<a href="https://www.instagram.com/pattymaster/">https://www.instagram.com/pattymaster/</a>	Food	128000	1.74%	2.56%	5504	22.20%	1222	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/B1WeYblDtvK/">https://www.instagram.com/p/B1WeYblDtvK/</a>	Y	19.08.19	<a href="https://www.instagram.com/mayajama/">https://www.instagram.com/mayajama/</a>	Food	1900000	1.01%	3.58%	87210	69.00%	60175	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/ByhbthRD-rl/">https://www.instagram.com/p/ByhbthRD-rl/</a>	Y	10.06.19	<a href="https://www.instagram.com/sincerelymels/">https://www.instagram.com/sincerelymels/</a>	Beauty	259000	0.36%	8.00%	21652.4	38.06%	8241	
<a href="#">mcdonaldsuk</a>	<a href="https://www.instagram.com/p/Bxxe0FljGh5/">https://www.instagram.com/p/Bxxe0FljGh5/</a>	Y	22.05.19	<a href="https://www.instagram.com/ivantruewizard/">https://www.instagram.com/ivantruewizard/</a>	Skating	78300	2.88%	3.14%	4713.66	5.26%	248	
									0		0	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/C13fg6UjKn0/">https://www.instagram.com/p/C13fg6UjKn0/</a>	Y	16.12.20	<a href="https://www.instagram.com/tombsbigats/">https://www.instagram.com/tombsbigats/</a>	Food	203000	1.28%	3.00%	8688.4	30.48%	2648	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CI06wpODDE6/">https://www.instagram.com/p/CI06wpODDE6/</a>	Y	15.12.20	<a href="https://www.instagram.com/thefatfoodieuk/">https://www.instagram.com/thefatfoodieuk/</a>	Food	45400	1.13%	2.11%	1470.96	52.03%	765	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CIOS3WgjM8E/">https://www.instagram.com/p/CIOS3WgjM8E/</a>	Y	30.11.20	<a href="https://www.instagram.com/jakesfoodbible/">https://www.instagram.com/jakesfoodbible/</a>	Food	131000	1.77%	2.42%	5488.9	23%	1262	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CID_rEjq8jm/">https://www.instagram.com/p/CID_rEjq8jm/</a>	Y	26.11.20	<a href="https://www.instagram.com/londonfoodie1/">https://www.instagram.com/londonfoodie1/</a>	Food	5862	0.60%	2.56%	185.2392	77.47%	144	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/">https://www.instagram.com/</a>	Y	18.11.20	<a href="https://www.instagram.com/">https://www.instagram.com/</a>	Food	8789	0.47%	2.52%	262.7911	70.54%	185	

	ram.com/p/CHvZVmTIFzf/			ram.com/becksthefoodblogger/								
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CHqPw0eDSP7/">https://www.instagram.com/p/CHqPw0eDSP7/</a>	Y	16.11.20	<a href="https://www.instagram.com/imtheonewhocooks/">https://www.instagram.com/imtheonewhocooks/</a>	Food	21100	1.10%	1.22%	489.52	63.09%	309	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CHihUEBnG1G/">https://www.instagram.com/p/CHihUEBnG1G/</a>	Y	13.11.20	<a href="https://www.instagram.com/gemtakesfoodpics/">https://www.instagram.com/gemtakesfoodpics/</a>	Food	15100	0.48%	2.44%	440.92	64.89%	286	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CHf8kEmjKj4/">https://www.instagram.com/p/CHf8kEmjKj4/</a>	Y	12.11.20	<a href="https://www.instagram.com/bigeatsohal/">https://www.instagram.com/bigeatsohal/</a>	Food	57000	1.13%	2.49%	2063.4	26.90%	555	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CHf8kEmjKj4/">https://www.instagram.com/p/CHf8kEmjKj4/</a>	Y	12.11.20	<a href="https://www.instagram.com/thinkingford247/">https://www.instagram.com/thinkingford247/</a>	Food	37100	0.74%	2.58%	1231.72	49.93%	615	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CHf8kEmjKj4/">https://www.instagram.com/p/CHf8kEmjKj4/</a>	Y	12.11.20	<a href="https://www.instagram.com/jurassicfordies/">https://www.instagram.com/jurassicfordies/</a>	Food	11100	0.72%	4.36%	563.88	53.02%	299	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CHf8kEmjKj4/">https://www.instagram.com/p/CHf8kEmjKj4/</a>	Y	12.11.20	<a href="https://www.instagram.com/brymorganna/">https://www.instagram.com/brymorganna/</a>	Food	19500	0.97%	2.07%	592.8	46.56%	276	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CGVLKuvjIEB/">https://www.instagram.com/p/CGVLKuvjIEB/</a>	Y	14.10.20	<a href="https://www.instagram.com/scottcaneat/">https://www.instagram.com/scottcaneat/</a>	Food	28800	1.95%	2.65%	1324.8	55.60%	737	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CEZkeYxodlb/">https://www.instagram.com/p/CEZkeYxodlb/</a>	Y	27.08.20	<a href="https://www.instagram.com/WhatAlEats/">https://www.instagram.com/WhatAlEats/</a>	Food	76400	1.68%	2.76%	3392.16	37.46%	1271	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CEKEP8aDV2T/">https://www.instagram.com/p/CEKEP8aDV2T/</a>	Y	21.08.20	<a href="https://www.instagram.com/fitwaffle/">https://www.instagram.com/fitwaffle/</a>	Food	567000	1.72%	4.35%	34416.9	14.86%	5114	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CDt2ZogizOx/">https://www.instagram.com/p/CDt2ZogizOx/</a>	Y	10.08.20	<a href="https://www.instagram.com/truffleandtoast/">https://www.instagram.com/truffleandtoast/</a>	Food	70800	0.50%	1.97%	1748.76	50.82%	889	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CDjmul_h6nR/">https://www.instagram.com/p/CDjmul_h6nR/</a>	Y	06.08.20	<a href="https://www.instagram.com/zaire_zaire/">https://www.instagram.com/zaire_zaire/</a>	Food	7731	0.72%	1.58%	177.813	66.76%	119	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CDPKeeJBKW8/">https://www.instagram.com/p/CDPKeeJBKW8/</a>	N	29.07.20	<a href="https://www.instagram.com/joshua_peters/">https://www.instagram.com/joshua_peters/</a>	Comedy/ Youtube	384000	3.29%	9.96%	50880	43.91%	22341	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CDQ80pHjo9C/">https://www.instagram.com/p/CDQ80pHjo9C/</a>	Y	29.07.20	<a href="https://www.instagram.com/TranVFood/">https://www.instagram.com/TranVFood/</a>	Food	21700	0.73%	1.92%	575.05	52.40%	301	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CDQIU0Ubj4xo/">https://www.instagram.com/p/CDQIU0Ubj4xo/</a>	Y	29.07.20	<a href="https://www.instagram.com/LickyPlate/">https://www.instagram.com/LickyPlate/</a>	Food	63500	1.63%	2.61%	2692.4	39.19%	1055	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CDCEQHfEo1jk/">https://www.instagram.com/p/CDCEQHfEo1jk/</a>	Y	24.07.20	<a href="https://www.instagram.com/onehungryasian/">https://www.instagram.com/onehungryasian/</a>	Food	34900	0.81%	2.59%	1186.6	60.40%	717	
<a href="#">kfc_uki</a>	<a href="https://www.instagram.com/p/CDCEQHfEo1jk/">https://www.instagram.com/p/CDCEQHfEo1jk/</a>	N	22.07.20	<a href="https://www.instagram.com/p/CDCEQHfEo1jk/">https://www.instagram.com/p/CDCEQHfEo1jk/</a>	Comedy/I	268000	2.65%	3.00%	15142	25.00%	3786	

	<a href="https://www.instagram.com/p/CC9JDvABato/">ww.instagram.com/p/CC9JDvABato/</a>			<a href="https://www.instagram.com/bashtheentertainer/">ww.instagram.com/bashtheentertainer/</a>	influencer						
kfc_uki	<a href="https://www.instagram.com/p/CC5sxa9F3Gv/">https://www.instagram.com/p/CC5sxa9F3Gv/</a>	Y	21.07.20	<a href="https://www.instagram.com/JakesFoodBible/">https://www.instagram.com/JakesFoodBible/</a>	Food	131000	1.77%	2.42%	5488.9	23.00%	1262
kfc_uki	<a href="https://www.instagram.com/p/CCteqjOIt8a/">https://www.instagram.com/p/CCteqjOIt8a/</a>	Y	16.07.20	<a href="https://www.instagram.com/JurassicFoodies/">https://www.instagram.com/JurassicFoodies/</a>	Food	11200	0.72%	4.36%	568.96	53.02%	302
kfc_uki	<a href="https://www.instagram.com/p/CCrHYUdBMhM/">https://www.instagram.com/p/CCrHYUdBMhM/</a>	Y	15.07.20	<a href="https://www.instagram.com/Mularjuice/">https://www.instagram.com/Mularjuice/</a>	Music	166000	3.30%	2.88%	10258.8	74.13%	7605
kfc_uki	<a href="https://www.instagram.com/p/CCZF0xXBNQ1/">https://www.instagram.com/p/CCZF0xXBNQ1/</a>	Y	08.07.20	<a href="https://www.instagram.com/Kateovens/">https://www.instagram.com/Kateovens/</a>	Food	120000	1.04%	0.69%	2076	54.97%	1141
kfc_uki	<a href="https://www.instagram.com/p/CCFRyXzonPO/">https://www.instagram.com/p/CCFRyXzonPO/</a>	Y	30.06.20	<a href="https://www.instagram.com/BigEatsGlobal/">https://www.instagram.com/BigEatsGlobal/</a>	Food	56800	1.13%	2.49%	2056.16	26.90%	553
kfc_uki	<a href="https://www.instagram.com/p/CByM0-oQkg/">https://www.instagram.com/p/CByM0-oQkg/</a>	Y	23.06.20	<a href="https://www.instagram.com/brymorganna/">https://www.instagram.com/brymorganna/</a>	Food	20800	0.97%	2.07%	632.32	46.56%	294
kfc_uki	<a href="https://www.instagram.com/p/CAxvXKhWLL/">https://www.instagram.com/p/CAxvXKhWLL/</a>	N	13.05.20	<a href="https://www.instagram.com/eddiehearn/">https://www.instagram.com/eddiehearn/</a>	Sports	1000000	2.76%	0.59%	33500	51.51%	17256
kfc_uki	<a href="https://www.instagram.com/p/CAxvXKhWLL/">https://www.instagram.com/p/CAxvXKhWLL/</a>	N	13.05.20	<a href="https://www.instagram.com/dillianwhyte/">https://www.instagram.com/dillianwhyte/</a>	Sports	418000	2.08%	0.36%	10199.2	63.03%	6429
kfc_uki	<a href="https://www.instagram.com/p/B_43fxlBM6C/">https://www.instagram.com/p/B_43fxlBM6C/</a>	N	07.05.20	<a href="https://www.instagram.com/emmalouiseconnolly/">https://www.instagram.com/emmalouiseconnolly/</a>	Model	430000	0.45%	3.64%	17587	62.63%	11015
kfc_uki	<a href="https://www.instagram.com/p/B_43fxlBM6C/">https://www.instagram.com/p/B_43fxlBM6C/</a>	N	07.05.20	<a href="https://www.instagram.com/proudlock/">https://www.instagram.com/proudlock/</a>	TV/Influencer	688000	0.71%	3.04%	25800	70.35%	18150
kfc_uki	<a href="https://www.instagram.com/p/B7nwgDbB18O/">https://www.instagram.com/p/B7nwgDbB18O/</a>	Y	22.01.20	<a href="https://www.instagram.com/fat.sams.eats/">https://www.instagram.com/fat.sams.eats/</a>	Food	27200	1.66%	1.12%	756.16	73.18%	553
kfc_uki	<a href="https://www.instagram.com/p/B7a2qMbh5Ji/">https://www.instagram.com/p/B7a2qMbh5Ji/</a>	Y	17.01.20	<a href="https://www.instagram.com/londonveganquest/">https://www.instagram.com/londonveganquest/</a>	Food	13700	0.29%	3.30%	491.83	70.91%	349
burgerkinguk	<a href="https://www.instagram.com/p/CDn6TWLjioZ/">https://www.instagram.com/p/CDn6TWLjioZ/</a>	N	08.08.2020	<a href="https://www.instagram.com/tiniegram/">https://www.instagram.com/tiniegram/</a>	Music	779000	1.65%	2.11%	29290.4	46.31%	13564
burgerkinguk	<a href="https://www.instagram.com/p/B5fM5-7l9CM/">https://www.instagram.com/p/B5fM5-7l9CM/</a>	Y	30.11.2019	n/a (Patrick Swayze)	Celeb	n/a			#VALUE!		#VALUE!
burgerkinguk	<a href="https://www.instagram.com/p/B2Zi7VQELfA/">https://www.instagram.com/p/B2Zi7VQELfA/</a>	N	14.09.2019	<a href="https://www.instagram.com/debbieghison/">https://www.instagram.com/debbieghison/</a>	Music	156000	0.41%	1.48%	2948.4	4.46%	131



	s in 2020									0		0
<a href="#">Maltesers</a>	No use of influencers in 2020									0		0
										0		0
<a href="#">Cadbury</a>	<a href="https://www.instagram.com/p/CDLXL SJloO/">https://www.instagram.com/p/CDLXL SJloO/</a>	Y	17.08.2020	<a href="https://www.instagram.com/wrightyofficial/">https://www.instagram.com/wrightyofficial/</a>	Sport	1000000	4.06%	0.65%	47100	43.02%	20262	
<a href="#">Cadbury</a>	<a href="https://www.instagram.com/p/BxlwF2pW9P/">https://www.instagram.com/p/BxlwF2pW9P/</a>	Y	04.05.2020	<a href="https://www.instagram.com/hazardeden10/">https://www.instagram.com/hazardeden10/</a>	Sport	27300000	6.89%	1.15%	2194920	2.86%	62775	
<a href="#">Cadbury</a>	<a href="https://www.instagram.com/p/BxlGRTJhF-/">https://www.instagram.com/p/BxlGRTJhF-/</a>	Y	04.05.2020	<a href="https://www.instagram.com/virgilvandijk/">https://www.instagram.com/virgilvandijk/</a>	Sport	10000000	7.92%	1.29%	921000	8.66%	79759	
<a href="#">Cadbury</a>	<a href="https://www.instagram.com/p/BxlOarppOL/">https://www.instagram.com/p/BxlOarppOL/</a>	Y	04.05.2020	<a href="https://www.instagram.com/harrykane/">https://www.instagram.com/harrykane/</a>	Sport	10000000	7.08%	1.72%	880000	9.40%	82720	
										0		0
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/CJfK-7DzSx/">https://www.instagram.com/p/CJfK-7DzSx/</a>	N	21.12.20	<a href="https://www.instagram.com/marcusrashford/">https://www.instagram.com/marcusrashford/</a>	Sport	9500000	6.25%	1.32%	719150	11.05%	79466	
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/CJfK-7DzSx/">https://www.instagram.com/p/CJfK-7DzSx/</a>	N	21.12.20	<a href="https://www.instagram.com/harrykane/">https://www.instagram.com/harrykane/</a>	Sport	10000000	7.08%	1.72%	880000	9.40%	82720	
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/CJfK-7DzSx/">https://www.instagram.com/p/CJfK-7DzSx/</a>	N	21.12.20	<a href="https://www.instagram.com/alexscott2/">https://www.instagram.com/alexscott2/</a>	Sport/Presenter	400000	2.08%	2.67%	19000	53.08%	10085	
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/CJfK-7DzSx/">https://www.instagram.com/p/CJfK-7DzSx/</a>	N	21.12.20	<a href="https://www.instagram.com/jenas/">https://www.instagram.com/jenas/</a>	Presenter	176000	4.88%	0.67%	9768	54.12%	5286	
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/C18ZEzLD5-h/">https://www.instagram.com/p/C18ZEzLD5-h/</a>	Y	18.12.20	<a href="https://www.instagram.com/jimchapman/">https://www.instagram.com/jimchapman/</a>	Model/YouTuber	1900000	2.51%	8.28%	205010	30.76%	63061	
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/C13JfOxHTKf/">https://www.instagram.com/p/C13JfOxHTKf/</a>	Y	16.12.20	<a href="https://www.instagram.com/martineccutcheon/">https://www.instagram.com/martineccutcheon/</a>	Actress/Singer	346000	0.24%	1%	4290.4	77.37%	3319	
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/ClyF4hFjFOE/">https://www.instagram.com/p/ClyF4hFjFOE/</a>	Y	14.12.20	<a href="https://www.instagram.com/aleshaofficial/">https://www.instagram.com/aleshaofficial/</a>	Singer/Presenter	1100000	1.62%	5.11%	74030	44.42%	32884	
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/CHsK9GKqpc/">https://www.instagram.com/p/CHsK9GKqpc/</a>	N	17.11.20	<a href="https://www.instagram.com/KatyPerry/">https://www.instagram.com/KatyPerry/</a>	Music	11000000	1.89%	4.68%	7227000	3.12%	225482	
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/CHsK9GKqpc/">https://www.instagram.com/p/CHsK9GKqpc/</a>	N	17.11.20	<a href="https://www.instagram.com/Tiesto/">https://www.instagram.com/Tiesto/</a>	Music	6300000	2.93%	2.40%	335790	2.90%	9738	
<a href="#">Coca-Cola GB and Ireland</a>	<a href="https://www.instagram.com/p/CHsK9GKqpc/">https://www.instagram.com/p/CHsK9GKqpc/</a>	N	17.11.20	<a href="https://www.instagram.com/Aitanax/">https://www.instagram.com/Aitanax/</a>	Music	2500000	1.85%	8.42%	256750	not available	#VALUE!	

## VISUALISATION OF CALORIES RESEARCH

- Using government data on the increased calorie intake caused by junk food marketing, we worked out how many Big Mac burgers those calories would be equivalent to. We then identified the average weight of Big Mac burgers, via the McDonald's website. Multiplying the number of Big Mac burgers equivalent to the increased calorie intake by their weight, we divided this number by the average weight of a double-decker bus. We did an equivalent comparison for Coke cans. Using government data on the increased calorie intake caused by junk food marketing, we worked out how many Coke cans those calories would be equivalent to. We then identified the height of a coke can. Multiplying the number of Coke cans equivalent to the increased calorie intake by their height, we divided this number by the height of Big Ben.

You can find our Big Mac and Coke calculations below

Core Data		Unit of measurement	Source
kcal removed per year per child	1329	Kcal	UK Government <a href="https://www.gov.uk/government/consultations/total-restriction-of-online-advertising-for-products-high-in-fat-sugar-and-salt-hfss/evidence-note">https://www.gov.uk/government/consultations/total-restriction-of-online-advertising-for-products-high-in-fat-sugar-and-salt-hfss/evidence-note</a>
number of children (4-15 yrs)	9400000		UK Government <a href="https://www.gov.uk/government/consultations/total-restriction-of-online-advertising-for-products-high-in-fat-sugar-and-salt-hfss/evidence-note">https://www.gov.uk/government/consultations/total-restriction-of-online-advertising-for-products-high-in-fat-sugar-and-salt-hfss/evidence-note</a>
total kcal removed per year	12492600000		
BIG MACS			
kcal per Big Mac	508		<a href="https://www.mcdonalds.com/gb/en-gb/product/big-mac.html">https://www.mcdonalds.com/gb/en-gb/product/big-mac.html</a>
Big Mac equivalents removed per year	24591732.28		
Big Mac Weight	0.24	KG	<a href="https://www.mcdonalds.com/gb/en-gb/help/faq/18925-whats-the-average-weight-in-grams-of-a-big-mac.html">https://www.mcdonalds.com/gb/en-gb/help/faq/18925-whats-the-average-weight-in-grams-of-a-big-mac.html</a>
Weight of big macs	5902015.748	KG	
weight of double decker bus	12650	KG	<a href="https://londonist.com/2016/08/double-decker-buses;">https://londonist.com/2016/08/double-decker-buses;</a> <a href="https://www.london.gov.uk/questions/2014/3600#:~:text=Answer%20for%20New%20Bus%20for%20London%20%2D%20vehicle%20weight.-Answered%20By%3A&amp;text=The%20unladen%20weight%20of%20New.a%20maximum%20of%2018.0%20tonnes">https://www.london.gov.uk/questions/2014/3600#:~:text=Answer%20for%20New%20Bus%20for%20London%20%2D%20vehicle%20weight.-Answered%20By%3A&amp;text=The%20unladen%20weight%20of%20New.a%20maximum%20of%2018.0%20tonnes</a>
double decker bus equivalents per year	466.5625097	Buses	
COKE			
kcal per coke can	139		<a href="https://www.coca-cola.co.uk/our-business/faqs/calories-in-330ml-can-of-coca-cola">https://www.coca-cola.co.uk/our-business/faqs/calories-in-330ml-can-of-coca-cola</a>
Coke can equivalents removed per year	89874820.14		
Coke can height	0.115	metres	based off a 330ml can <a href="https://www.amazon.co.uk/Coca-Cola-Can-330-Pack/dp/B0051GNHJ4">https://www.amazon.co.uk/Coca-Cola-Can-330-Pack/dp/B0051GNHJ4</a>
Tower of coke cans	10335604.32	metres	



Eiffel tower height	324	metres	<a href="https://en.wikipedia.org/wiki/Eiffel_Tower">https://en.wikipedia.org/wiki/Eiffel_Tower</a>
Eiffel tower equivalents per year	31900.01332		
Eiffel tower equivalents per day	87.39729677		
Big Ben Height	96	metres	
Big Ben equivalents per year	107662.545	Big Bens	
Big Ben equivalents per day	294.9658766	Big Bens	
Big Ben equivalents per hour	12.29024486	Big Bens	

## FACEBOOK TARGETING RESEARCH

- Using the [Facebook Ad manager](#), we chose the detailed targeting feature to identify the number of 13-17 year olds who had been marked as having with an interest in Fast Food in the UK.

Here are our results:

### INTERESTED IN FAST FOOD

Geography	All interested in fast food	18+ interested in fast food	13-17 interested in fast food
All UK	10,000,000	10,000,000	280,000

- We identified the 10 most affluent constituencies and the 10 least affluent constituencies and noted all the postcodes of each group. Using Facebook Ad manager, we chose the detailed targeting feature to identify those in the 10 most affluent and then the 10 least affluent constituencies aged 13-17 who had been marked by Facebook as having an interest in "Fast Food".

Top 10 least affluent constituencies:

Sheffield, Brightside and Hillsborough
Bradford East
Boston and Skegness
Bolton South East
Kingston upon Hull West and Hessle
Nottingham North
Rhondda
Easington
Blackpool South
Mansfield

### Top 10 most affluent constituencies:

Cities of London and Westminster
Chelsea and Fulham
Richmond Park
Hampstead and Kilburn
Kensington
Wimbledon
Battersea
Westminster North
Esher and Walton
Putney

### Findings:

We found that more than twice as many 13-17 year olds in the ten least affluent constituencies had been marked as having an interest in fast food as 13-17 year olds in the ten most affluent constituencies.

Number of 13-17 year olds marked as having an interest in fast food, 10 least affluent constituencies: 9,700

Number of 13-17 year olds marked as having an interest in fast food, 10 most affluent constituencies: 4,600