

BORN ADVISORY

Let's communicate



Want to know what
people **love** or **hate**
about your media
interview?

Let us tell you....

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What do people
connect with the
most with from media
interviews? **Humour.**

38% of people say
humour makes them
connect with or enjoy a
media interview.



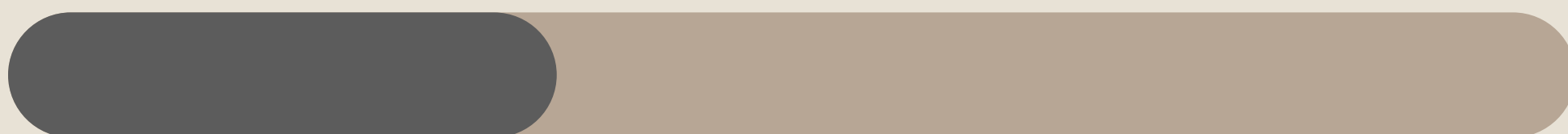
Wales is the
region **most
likely (51%)**
to rate
humour in a
media
interview

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35% of people say **clear communication** makes them connect with or enjoy a media interview

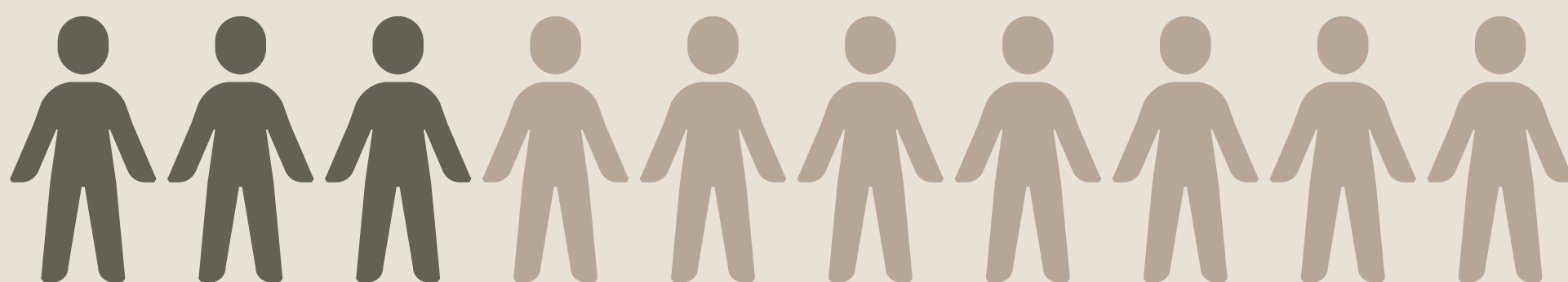


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**Almost
3 in 10**
(28%)

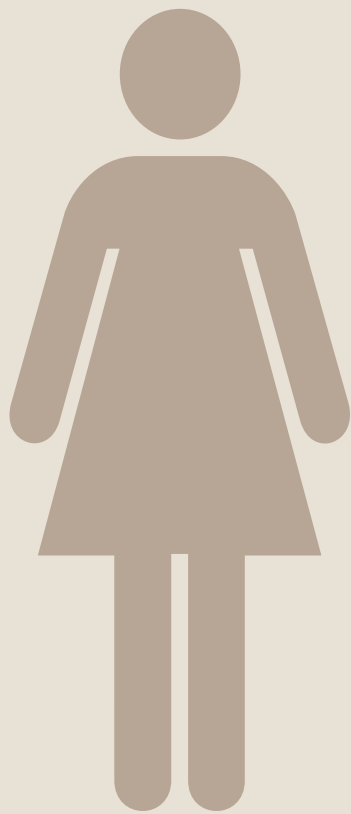
say personal stories
make them connect
with or enjoy a media
interview

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Women are **50%**
more likely to say
personal stories
make them
connect with or
enjoy a media
interview

(33% of women vs 22% of men)

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Almost a quarter
(23%) of 18 - 34 year
olds think an
engaging or
interesting personal
appearance makes
them connect with
or enjoy a media
interview

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Sheffield is the city **most likely (23%)** to rate the use of **evidence** such as **statistics** or **data** in a media interview



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