



28/01/2025

REPORT

Whispering Wonders: Exploring the World of ASMR



AUDIENCE

Demographics

United Kingdom, Age 16 to 35

Custom Screening

What types of videos do you watch most often on social media platforms like YouTube, TikTok or Instagram?

Qualified: Relaxation or sensory videos such as ASMR

Unqualified: Entertainment and comedy videos, Lifestyle or vlogs (e.g., day-in-the-life content), Educational or how-to content, Gaming videos

Custom Screening 2

Which of the following best describes your experience with ASMR videos?

Qualified: I regularly watch ASMR videos.

Unqualified: I occasionally watch ASMR videos but don't consider myself a regular viewer., I don't regularly watch ASMR videos.



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OBJECTIVE

To identify and analyze the key elements and sensory triggers in ASMR videos that resonate with the UK audience aged 16 to 35, examining the psychological and physiological effects these elements have on relaxation, focus, entertainment, stress relief, and overall well-being, thereby uncovering the role ASMR content plays in the daily lives and mental health of this demographic.

BURNING QUESTION

What are the predominant reasons or motivations behind the consumption of ASMR content by UK viewers aged 16 to 35?



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CHAT GUIDE

1. Where do you usually watch ASMR videos?
2. What initially attracted you to ASMR content?
3. What time of day do you typically watch ASMR videos?
4. How long do you typically spend watching ASMR videos in a single session?
5. Do you prefer ASMR videos that feature a visual component or focus purely on sound?
6. Which types of sounds in ASMR videos do you enjoy the most?

Answers: Soft vocal sounds, Tapping sounds, Crinkling sounds, Natural and ambient sounds, Eating and drinking sounds

7. Which of the following ASMR content categories do you prefer?

Answers: Scenario based ASMR (spa treatment, medical check-up etc.) , Educational ASMR, Food- related ASMR, Relaxation and sleep-focused ASMR, Routine or daily life ASMR



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CHAT GUIDE



You will now see a 30 second ASMR video. After watching, please tell me how it made you feel and what you enjoyed about it

8. Can you please tell me how it made you feel and what you enjoyed about it?

9. Do you experience physical sensations (e.g., tingling or chills) when watching ASMR? If so, how would you describe these sensations?

10. Are you more likely to interact with ASMR content (e.g., liking, sharing, or commenting) compared to other types of videos?

11. Do you have a favourite ASMR content creator?

12. Do you share ASMR content with friends or family?

13. In your opinion, what makes ASMR videos appealing to a large audience?

14. Do you feel that ASMR consumption is influenced by broader trends, such as self-care culture or digital content consumption habits?



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CHAT GUIDE

15. Do you believe ASMR videos are effective in addressing specific conditions, such as insomnia, anxiety, or stress relief?
16. What do you think the growing interest in ASMR videos says about modern stress levels and relaxation needs?
17. Is there any ASMR content you typically avoid? If so, what type of content and why?
18. How has your motivation for watching ASMR evolved over time?
19. Finally, do you enjoy certain ASMR sounds, like eating noises, in videos but find them unpleasant in real life? If so, why do you think this difference exists?



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AI SUMMARY

Based on the data collected, it is evident that ASMR videos have become a significant tool for relaxation and stress relief in the daily lives of many individuals. Participants predominantly access ASMR content through platforms like YouTube, TikTok, and Instagram due to their accessibility and the variety of content they offer. YouTube is particularly favored for its extensive range of longer-form videos, providing users with more in-depth relaxation sessions. In contrast, TikTok and Instagram are preferred for their short, easily digestible content that fits seamlessly into busy schedules. Most participants engage with ASMR content during the evening or before bedtime, with session lengths varying from 10 minutes to over an hour, highlighting its primary use as a means to unwind and prepare for sleep.

When exploring content preferences, there is a notable diversity among participants. Commonly favored ASMR triggers include soft vocal sounds like whispering, as well as tapping, crinkling, and natural ambient noises. These sounds are reported to evoke feelings of calmness and relaxation, and often elicit physical sensations such as tingling or chills, enhancing the immersive and soothing experience of ASMR. Visual components also play a significant role for some individuals; seeing the source of the sounds or engaging with aesthetically pleasing visuals can enhance trust and deepen relaxation. Additionally, scenario-based content, such as spa treatments or everyday life activities, is appreciated for its realistic and escapist qualities, allowing viewers to immerse themselves fully and momentarily step away from their stresses.

The overarching trend suggests that ASMR consumption is closely linked to modern stress levels and the growing need for accessible relaxation techniques. Participants frequently use ASMR to manage work-related stress, anxiety, or sleep difficulties, indicating its role as a personal coping mechanism in response to the pressures of contemporary life. While opinions vary on the influence of broader self-care trends on ASMR's popularity, its effectiveness in providing immediate relief and a sense of comfort is evident. The personal and subjective nature of ASMR triggers underscores the importance of content diversity to cater to individual preferences, with some individuals avoiding certain types like loud or food-related sounds, while others embrace a wide range of stimuli. Sharing ASMR content appears to be a personal choice; some participants introduce it to friends or family who might benefit, while others keep it as a private relaxation tool. Overall, these insights point to ASMR's significant impact on individual well-being and its nuanced role in addressing the relaxation needs of a digitally connected, fast-paced society.





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KEY INSIGHTS

Preferred ASMR Consumption Time and Duration

- Many participants prefer to watch ASMR videos in the evening or before bed, suggesting that ASMR content is primarily used as a relaxation tool to wind down from the day's activities.
- The average viewing session lasts around 20 to 30 minutes, indicating that this duration is sufficient for viewers to achieve the desired relaxation and stress relief effects.

Quotes:

"I usually watch ASMR videos in my bedroom at night time like 11pm"

Age 24, Male

"I normally watch it for around 20 minutes or until I feel too tired to watch it anymore "

Age 26, Female

"I typically watch ASMR videos like 10pm before I go to bed"

Age 24, Male

"Usually up to 30 minutes"

Age 26, Male





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Which of the following best describes your experience with ASMR videos?

KEY INSIGHTS

Visual vs. Auditory ASMR Preferences

- There is a split preference for visual and auditory components in ASMR videos, with some viewers preferring a combination of both to enhance the sensory experience, while others focus purely on sound for relaxation.
- Visual components in ASMR videos contribute to a sense of trust and credibility for some viewers, while auditory triggers like soft vocal sounds and tapping are universally appreciated for their soothing qualities.

Quotes:

"I prefer ASMR videos to focus purely on sound because I love visualising it myself. Also it helps me clear my mind and focus "

Age 24, Male

"Soft vocal sounds are extra relaxing for me"

Age 26, Male

"i mainly focus on the sound so i'm not too bothered about the visual content"

Age 34, Female

"It enhances my ASMR experience compared to watching videos because it makes me focus more and concentrate. Also helps me clear my mind because I'm thinking what is going on."

Age 24, Male





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Which of the following best describes your experience with ASMR videos?

KEY INSIGHTS

ASMR Content Interaction and Sharing

- Interaction with ASMR content, such as liking and saving videos, is common among viewers as a way to curate personal relaxation playlists and support content creators.
- Sharing of ASMR content with friends and family is less common, often due to perceived lack of interest from others or personal preference to keep the experience private.

Quotes:

"i just add my favourites and then fall asleep to the playlist if i'm feeling stressed"

Age 34, Female

"i sometimes send some to my mum if she tells me she's feeling stressed"

Age 34, Female

"It made me feel warm and at that moment I knew it needed sharing"

Age 35, Male

"I prefer to keep things private in my life as much as possible. I do not think they would be interested anyway."

Age 29, Male



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KEY INSIGHTS

Role of ASMR in Stress Relief and Well-being

- ASMR videos play a significant role in stress relief and relaxation for viewers, with many citing improved sleep quality and reduced anxiety after watching.
- The growing interest in ASMR content reflects a broader need for accessible and immediate relaxation techniques in response to modern stress levels and the fast-paced nature of life.

Quotes:

"because asmr helps wirh stress so i watxh more"

Age 24, Male

"it reduces my stress level and lifts up my overall mood"

Age 24, Male

"when i'm stressed and struggling to sleep i put asmr on and it really helps me to get some rest and switch off from work"

Age 34, Female

"I feel what ASMR videos says about modern stress levels and relaxation need is that people are not taking enough care both physically and mentally of themselves."

Age 24, Male



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What types of videos do you watch most often on social media platforms like YouTube, TikTok or Instagram?

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Which of the following best describes your experience with ASMR videos?

KEY INSIGHTS

Perception of ASMR Sounds in Videos vs. Real Life

- Some individuals find certain ASMR sounds like tapping and eating noises enjoyable in videos but irritating in real life due to the controlled and expected nature of the sounds in ASMR videos.
- The context in which the sounds are experienced, such as focusing solely on an ASMR video versus real-life distractions, can influence whether the sounds are perceived as relaxing or annoying.
- The editing of ASMR videos to enhance relaxation may contribute to the enjoyment of sounds that would otherwise be unpleasant in an uncontrolled, real-life setting.
- Expectation and mental preparedness when listening to ASMR sounds in videos play a role in the enjoyment of sounds that might be bothersome in real-life situations.

Quotes:

"i really like tapping noises but in real life this would definitely irritate me"

Age 34, Female

"Yes I find eating videos relaxing but this annoys me in person "

Age 29, Male

"yes i enjoy eating noise but hate them in real life"

Age 24, Male

"I think on real life you don't expect them where in these videos you perhaps do "

Age 26, Male



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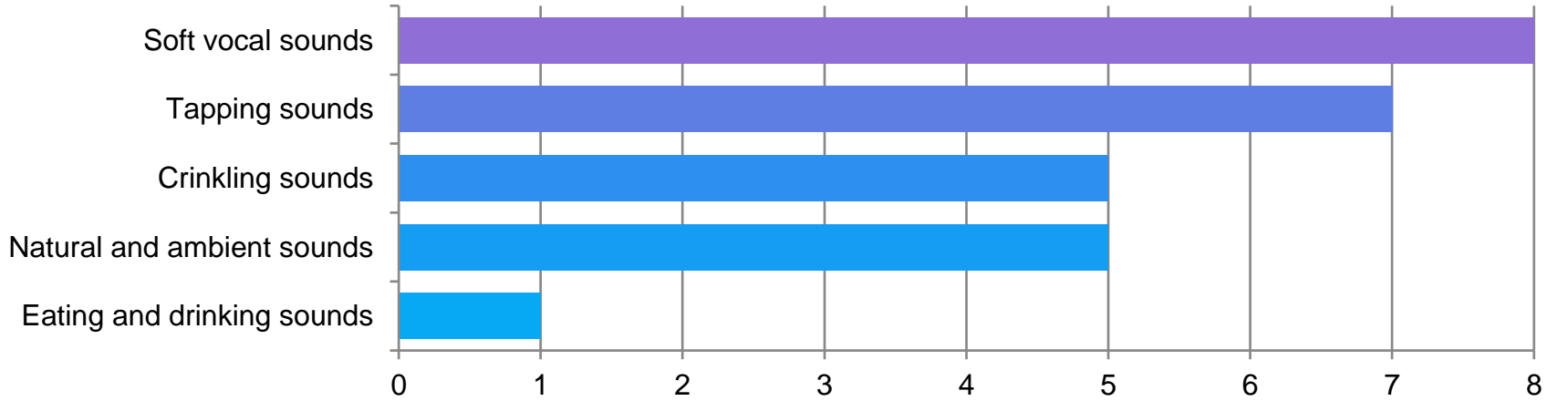
What types of videos do you watch most often on social media platforms like YouTube, TikTok or Instagram?

Custom Screening 2

Which of the following best describes your experience with ASMR videos?

METRICS

Which types of sounds in ASMR videos do you enjoy the most?



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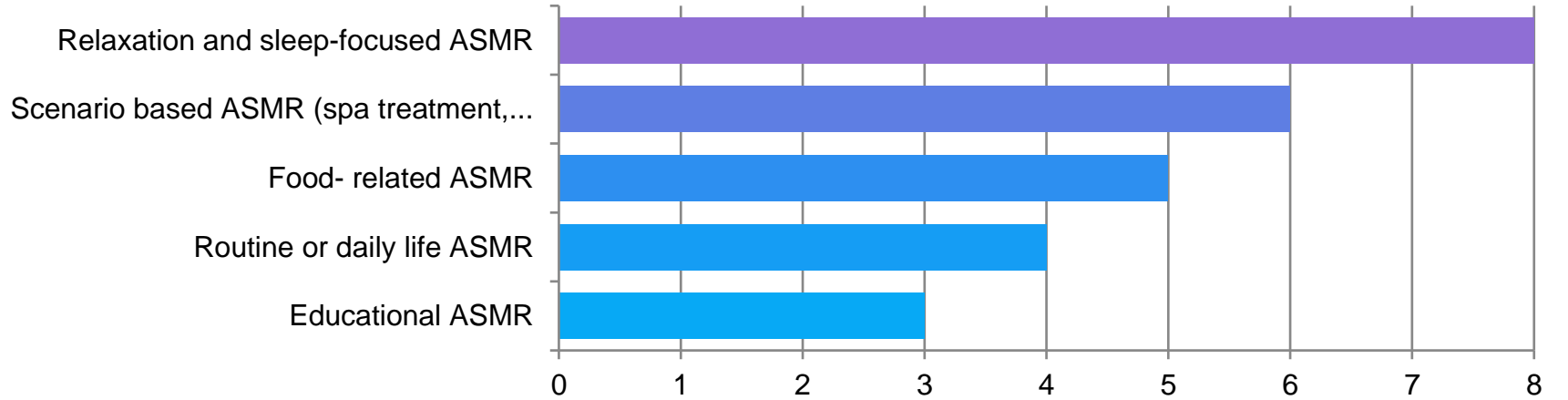
What types of videos do you watch most often on social media platforms like YouTube, TikTok or Instagram?

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Which of the following best describes your experience with ASMR videos?

METRICS

Which of the following ASMR content categories do you prefer?



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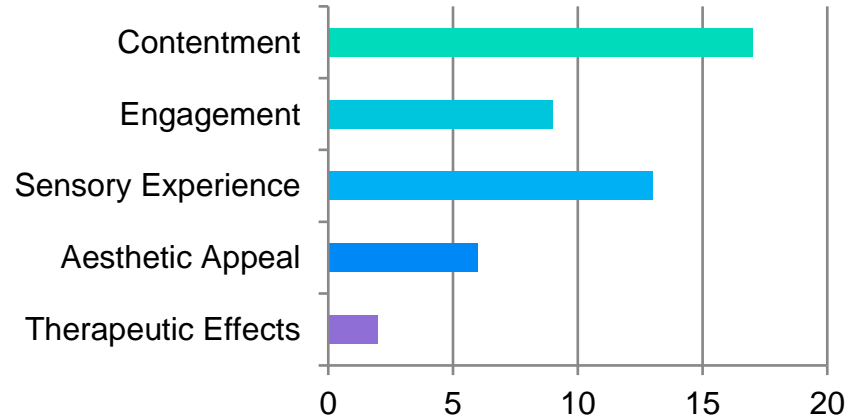
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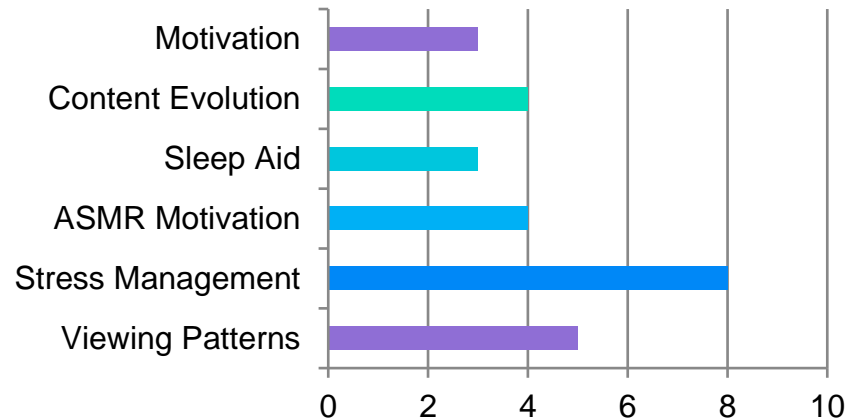
Which of the following best describes your experience with ASMR videos?

TOPICS

Can you please tell me how it made you feel and what you enjoyed about it?



How has your motivation for watching ASMR evolved over time?



AUDIENCE

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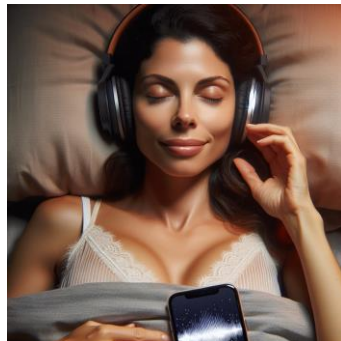
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Which of the following best describes your experience with ASMR videos?



The Nighttime Relaxer

Description:

- A 35-year-old male, full-time employed, single with no children, who regularly watches ASMR videos for relaxation and sensory stimulation.
- Prefers a mix of sound and visual ASMR elements, enjoys scenario-based content, and often experiences tingling sensations which he describes as warming and self-actualizing.
- Engages with ASMR content by sharing with friends and family, particularly enjoys food-related ASMR, and finds the content to be a natural stress reliever.

Insights:

- This persona finds a combination of audio and visual stimuli crucial for a complete ASMR experience, indicating a multisensory approach to relaxation.
- The physical sensations experienced suggest a deep psychological engagement with the content, which may indicate a higher level of immersion and effectiveness in stress relief.
- The willingness to share content with others suggests that ASMR can be a communal experience, potentially increasing its appeal and acceptance.

The Visualizer

Description:

- A 34-year-old female, full-time employed, married with no children, who uses ASMR primarily for sleep and relaxation, favoring audio-focused content.
- Enjoys soft vocal sounds, tapping, and crinkling, and finds relaxation and sleep-focused ASMR most effective, indicating a preference for auditory over visual cues.
- Interacts with ASMR content by creating playlists of favorites, suggesting a methodical approach to relaxation and stress management.

Insights:

- This persona's preference for sound over visuals suggests that auditory triggers are more effective for her relaxation, which could be important for content creators to consider.
- The creation of playlists indicates a proactive approach to managing stress and relaxation, implying that ASMR is an integral part of her self-care routine.
- The lack of a favorite creator suggests that the quality of the ASMR experience is more important than creator loyalty, emphasizing the importance of content over personality.

The ASMR Explorer

Description:

- A 29-year-old male, full-time employed, single with no children, who enjoys a variety of ASMR content across different social media platforms.
- Prefers short, colorful, and quick-cut ASMR videos, indicating a preference for engaging and dynamic content.
- Actively interacts with ASMR content by liking and sharing, and enjoys the high-quality video and sound, suggesting a discerning taste for production values.

Insights:

- This persona's preference for short and dynamic content suggests that quick engagement and variety are key factors in his enjoyment of ASMR, which could influence the format of ASMR content creation.
- The active interaction with content indicates that ASMR is not just a passive experience but also a way to connect with others, potentially expanding its role in social interaction.
- The emphasis on high-quality production values suggests that the technical aspects of ASMR videos are important for viewer satisfaction and could be a deciding factor in content preference.



**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

chat@boltinsight.com

ESOMAR
[member](#)



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