



The average graduate has better first year earnings potential than 33% of Love Island 2019 contestants.

GRADINTERVIEWPREP ANALYSES THE FOLLOWER COUNTS AND SUBSEQUENT EARNINGS POTENTIAL OF PREVIOUS LOVE ISLAND CONTESTANTS.

Love Island is now in its fifth season and in its lifetime has launched 155 different people into the spotlight. These 155 contestants now boast 88 million Instagram followers between them and it is widely reported that these follower counts are translating into serious amounts of money, but how much money?

Of the 155 contestants, 34 count more than 1 million followers on their Instagram accounts with 2018 winner Dani Dyer topping the leader board at 3.5 million and not a single season 1 contestant breaking the seven-figure threshold. It has been reported that Miss Dyer commands around £15,000 for a single Instagram post making her followers worth £4.29 per 1000. In contrast, her fellow 2018 contestant, Zara McDermott stated in an interview with [Grazia Magazine](#) that she typically earns between £400 and £1200 for a single post, allowing her to convert her following into somewhere between £0.35 and £1.10 per 1000 followers.

The full table ranking is available on page 3 (table 1).

EACH DAY IN THE VILLA IS WORTH AN EXTRA 30,000+ INSTAGRAM FOLLOWERS WHICH COULD BE MORE THAN £13,000+ A YEAR IN EXTRA ADVERTISING INCOME.

With season 1 winners, Jess Hayes and Max Morley, only commanding 619,000 followers between them it is reasonable to assume that the follow-on benefits of featuring on Love Island's first series were limited. [Gradinterviewprep's](#) analysis shows that each day of season 1 added little more than 13,000 followers to the contestants and that doesn't take into consideration the 4 years since they left the villa that they have spent building their follower counts themselves. Season 2's contestants received 18,000 followers per day but it was season 3 that began to seriously reward its contestants with a significant jump to 34,000 a day, season 4 followed suit adding an average of 38,000 followers a day to the contestants Instagram accounts. With one weekend left to go, the current islanders have seen their followers increase by an average of 26,000 people per day and that is certain to rise with media coverage set to continue throughout 2019.

With the current contestants being highly relevant to their followers they will be in a position to command higher fees following their exits from the villa. Taking this premium into consideration it is probable that some contestants will be able to command in the region of £5 per 1000 followers which for the islanders still in the villa translates into potentially £130 extra per post. Using a conservative paid posting frequency of twice a week for the next 52 weeks, that equates to £13,520 in extra income for the year.

The full table ranking is available on page 4 (table 2).



33% OF LOVE ISLAND CONTESTANTS FROM 2019 ARE CURRENTLY PROJECTED TO EARN LESS THAN THE AVERAGE UK UNIVERSITY GRADUATE'S FIRST YEAR SALARY.

A [report](#) published on July 15th by Glassdoor found that the average salary a UK graduate can expect to earn is £28,000. [Gradinterviewprep's](#) analysis shows that with a paid posting frequency of twice a week and fees of £3 per 1000 followers, influencers need to possess a following of at least 90,000 to earn themselves £28,000 from paid Instagram posts alone. To put this into context, a junior doctor earns [£37,000](#) in their first-year post training and a graduate working as an investment banking analyst is likely to earn [£54,000](#) plus bonuses. Currently 12 out of the 36 season 5 islanders have less than 90,000 followers but this does include 4 islanders who are still in the villa; Chris Taylor, Francesca Allen, Harley Brash and Greg O'Shea (as of July 19th 00:00am). In the all-time rankings, there are 41 contestants that walked away with less than 90,000 followers with 11 from season 1, 9 from season 2, 5 from season 3 and 4 from season 4.

What this analysis doesn't take into account is earnings these islanders will receive away from the social media app. Previous contestants have gone on to earn considerable amounts of money from other commercial partnerships, media work, club appearances and ventures.

With media coverage set to continue for the coming weeks and months it is likely that the season 5 followers per day count is going to increase further and probably surpass that of season 4's 38,000 per day average. If so, we can expect the follower counts of the less popular islanders to increase over and above the 90,000 required to earn the graduate average of £28,000 a year. However, the value of each post is likely to decline over time whereas the majority of graduates will see their salaries increase over time. So whilst it may pay to be an influencer now, it is likely that graduates will surpass their earnings in the future.

The full ranking can be seen on page 4 (table 3)

About Gradinterviewprep

[Gradinterviewprep](#) is a site that offers interview preparation resources for graduate students applying for jobs. By working with previous applicants and recruitment teams, [Gradinterviewprep](#) have been able to create resources that are directly relevant for some of the most competitive graduate interview processes in the UK.

figure 1 – All Love Island contestants ranked by Instagram follower count

Rank	Contestant	Season	Days in villa	Followers
1	Dani Dyer	4	59	3,500,000
2	Jack Fincham	4	59	2,400,000
3	Kem Cetinay	3	52	2,300,000
4	Chirs Hughes	3	49	2,100,000
5	Molly-Mae Hague	5	43	2,100,000
6	Olivia Buckland	2	45	2,000,000
7	Megan Barton Hanson	4	52	1,800,000
8	Tommy Fury	5	46	1,800,000
9	Olivia Attwood	3	52	1,700,000
10	Wes Nelson	4	59	1,700,000
11	Amber Davies	3	52	1,600,000
12	Alex Bowen	2	28	1,500,000
13	Laura Anderson	4	59	1,500,000
14	Georgia Steel	4	44	1,500,000
15	Camilla Thurlow	3	52	1,400,000
16	Jack Fowler	4	28	1,400,000
17	Amber Gill	5	46	1,300,000
18	Lucie Donlan	5	36	1,300,000
19	Montana Brown	3	50	1,300,000
20	Sam Gowland*	3	31	1,300,000
21	Josh Denzel	4	52	1,300,000
22	Kazimir Crossley	4	34	1,300,000
23	Alex George	4	57	1,300,000
24	Kady McDermott	2	43	1,200,000
25	Jessica Shears	3	17	1,200,000
26	Alexandra Cane	4	19	1,200,000
27	Cara De La Hoyde	2	45	1,100,000
28	Gabby Allen	3	46	1,100,000
29	Ellie Brown	4	29	1,100,000
30	Adam Collard	4	33	1,100,000
31	Zara McDermott	4	11	1,100,000
32	Curtis Pritchard	5	46	1,000,000
33	Maura Higgins	5	37	1,000,000
34	Samira Mighty	4	40	1,000,000
35	Amy Hart	5	37	1,000,000
36	Josh Ritchie	1	41	969,000
37	Anna Vakili	5	46	970,000
38	Kendall Rae-Knight	4	6	939,000
39	Michael Griffiths	5	46	944,000
40	Eyal Booker	4	25	885,000
41	Georgia Harrison	3	13	881,000
42	Scott Thomas	2	45	868,000
43	Rosie Williams	4	17	857,000
44	Nathan Massey	2	45	836,000
45	Anton Danyluk	5	46	834,000
46	Jamie Jewitt	3	21	801,000
47	Sam Bird	4	29	772,000
48	Dom Lever	3	28	747,000
49	Yewande Biala	5	22	733,000
50	Marcel Somerville	3	52	725,000
51	Hayley hughes	4	13	700,000
52	Charlie Brake	4	18	670,000
53	Mike Thalassitis*	3	12	668,000
54	Joe Garratt	5	16	662,000
55	Ovie Soko	5	21	724,000
56	Niall Aslam	4	9	632,000
57	Alex Beattie	3	25	595,000
58	Laura Crane	4	11	579,000
59	Cally Jane Beech	1	21	544,000
60	Jon Clarke	1	41	539,000
61	Paul Knops	4	17	526,000
62	Rob Lipsett	3	3	512,000
63	Sherif Lanre	5	9	470,000
64	Malin Andersson	2	25	456,000
65	Sophie Gradon	2	39	452,000
66	Frankie Foster	4	12	449,000
67	Jonny Mitchell	3	35	443,000
68	Jourdan Riane	5	11	432,000
69	Tyla Carr	3	26	424,000
70	Danny Williams	5	30	431,000
71	Hannah Elizabeth	1	41	418,000
72	Tyne-Lexy Clarson	3	8	414,000
73	Luis Morrison	1	41	399,000
74	Elma Pazar	5	7	379,000
75	Jordan Hames	5	33	389,000
76	Emma Jane Woodham	2	15	360,000
77	Chloe Crowhurst	3	23	357,000
78	Rykard Jenkins	2	15	356,000
79	Arabella Chi	5	8	366,000
80	Jess Hayes	1	41	350,000
81	Callum Macleod	5	5	345,000
82	Charlie Frederick	4	6	333,000
83	Rachel Fenton	2	9	312,000
84	Zara holland	2	22	297,000
85	India Reynolds	5	3	310,000
86	Tom Powell	2	33	295,000
87	John Alberti	1	4	290,000
88	Tony Alberti	1	4	290,000
89	Chyna Ellis	3	6	290,000
90	Max Morley	1	28	269,000
91	Belle Hassan	5	21	300,000
92	Katie Salmon	2	12	251,000
93	Tina Stinnes	2	21	251,000
94	Theo Campbell	3	10	246,000
95	Joanna Chimonides	5	17	307,000
96	Alex Miller	4	8	234,000
97	Stephanie Lam	4	8	228,000
98	Adam Maxted	2	35	198,000
99	Darylle Sargeant	4	8	190,000
100	Harley Judge	3	6	189,000
101	Danielle Sellers	3	6	177,000
102	James Khan	2	3	158,000
103	Simon Searles	3	7	138,000
104	Idris Virgo	4	4	133,000
105	Marino Katsouris	3	3	126,000

106	Jordan Adefeyisan	4	5	125,000
107	Kieran Nicholls	4	4	117,000
108	Tom Walker	5	12	118,000
109	Shannen McGrath	3	3	111,000
110	Jordan Ring	1	35	106,000
111	Savannah Darnell	4	5	102,000
112	Grace Wardle	4	12	101,000
113	Lauren Richardson	1	41	93,100
114	Chirs Williamson	1	19	90,700
115	Naomi Ball	1	22	88,600
116	George Rains	5	11	89,800
117	Dean Overson	4	5	75,000
118	Charlie Williams	4	5	72,300
119	Josh Mair	4	8	60,800
120	Dan Rose	5	5	62,000
121	Dennon Lewis	5	5	63,400
122	Francesca Allen	5	10	62,600
123	Omar Sultani	1	21	55,700
124	Maria Wild	5	5	56,300
125	Javi Shephard	2	6	49,200
126	Marvin Brooks	5	14	49,900
127	Daisy Muller	1	13	45,100
128	Greg O'Shea	5	3	84,100
129	Harley Brash	5	3	46,400
130	Adam Jukes	2	8	36,000
131	Nathan Joseph	3	6	34,700
132	Stevie Bradley	5	5	33,800
133	Lavena Back	5	5	35,300
134	Craig Lawson	3	6	33,300
135	Nabila Badda	5	5	31,000
136	Chris Taylor	5	10	38,100
137	Amelia Peters	3	3	29,100
138	Troy Frith	2	8	28,200
139	Liana Isadora Van Riel	2	14	28,200
140	Chris Baxter	1	4	26,400
141	Bethany Rogers	1	8	17,100
142	Steve Ball	3	3	16,200
143	Malia Arkan	2	1	16,100
144	Elisha-Jade White	3	3	14,600
145	Danielle Pyne	1	14	13,600
146	Lauren Whiteside	2	5	12,500
147	Poppy Farnan	1	2	6,756
148	Oliver Maxwell Fernandez	2	2	6,589
149	Ben Porter	1	2	2,619
150	Travis Almond	1	8	356
151	Ellie Jones	4	8	N/A
152	Zoe Basia Brown	1	35	N/A
153	Rachel Christie	1	11	N/A
154	Terry Walsh	2	39	N/A
155	Daniel Lukakis	2	15	N/A

figure 2 – Followers per day split by season

Season	Followers per day
1	13,353
2	18,926
3	34,274
4	38,421
5	26,410

figure 3 – Season 5 projected Instagram earnings as of July 19th at 00:00am

Contestant	Days in villa	Followers	Price per post	Earnings a year
Molly-Mae Hague	43	2,100,000	£ 12,600	£ 855,200
Tommy Fury	46	1,800,000	£ 10,800	£ 561,600
Amber Gill	46	1,300,000	£ 7,800	£ 405,600
Lucie Donlan	36	1,300,000	£ 7,800	£ 405,600
Curtis Pritchard	46	1,000,000	£ 6,000	£ 312,000
Maura Higgins	37	1,000,000	£ 6,000	£ 312,000
Amy Hart	37	1,000,000	£ 6,000	£ 312,000
Anna Vakili	46	970,000	£ 5,820	£ 302,640
Michael Griffiths	46	944,000	£ 5,664	£ 294,528
Anton Danyluk	46	834,000	£ 5,004	£ 260,208
Yewande Biala	22	733,000	£ 4,398	£ 228,696
Ovie Soko	21	724,000	£ 4,344	£ 225,888
Joe Garratt	16	662,000	£ 3,972	£ 206,544
Sherif Lanre	9	470,000	£ 2,820	£ 146,640
Jourdan Riane	11	432,000	£ 2,592	£ 134,784
Danny Williams	30	431,000	£ 2,586	£ 134,472
Jordan Hames	33	389,000	£ 2,334	£ 121,368
Elma Pazar	7	379,000	£ 2,274	£ 118,248
Arabella Chi	8	366,000	£ 2,196	£ 114,192
Callum Macleod	5	345,000	£ 2,070	£ 107,640
India Reynolds	3	310,000	£ 1,860	£ 96,720
Joanna Chimonides	17	307,000	£ 1,842	£ 95,784
Belle Hassan	21	300,000	£ 1,800	£ 93,600
Investment Banking Analyst				£ 52,000
Junior Doctor				£ 37,191
Tom Walker	12	118,000	£ 708	£ 36,816
Average Graduate				£ 28,080
George Rains	11	89,800	£ 539	£ 28,018
Greg O'Shea	3	84,100	£ 505	£ 26,239
Dennon Lewis	5	63,400	£ 380	£ 19,781
Francesca Allen	10	62,600	£ 376	£ 19,531
Dan Rose	5	62,000	£ 372	£ 19,344
Maria Wild	5	56,300	£ 338	£ 17,566
Marvin Brooks	14	49,900	£ 299	£ 15,569
Harley Brash	3	46,400	£ 278	£ 14,477
Chris Taylor	10	38,100	£ 229	£ 11,887
Lavena Back	5	35,300	£ 212	£ 11,014
Stevie Bradley	5	33,800	£ 203	£ 10,546
Nabila Badda	5	31,000	£ 186	£ 9,672