

## **BACKGROUND:**

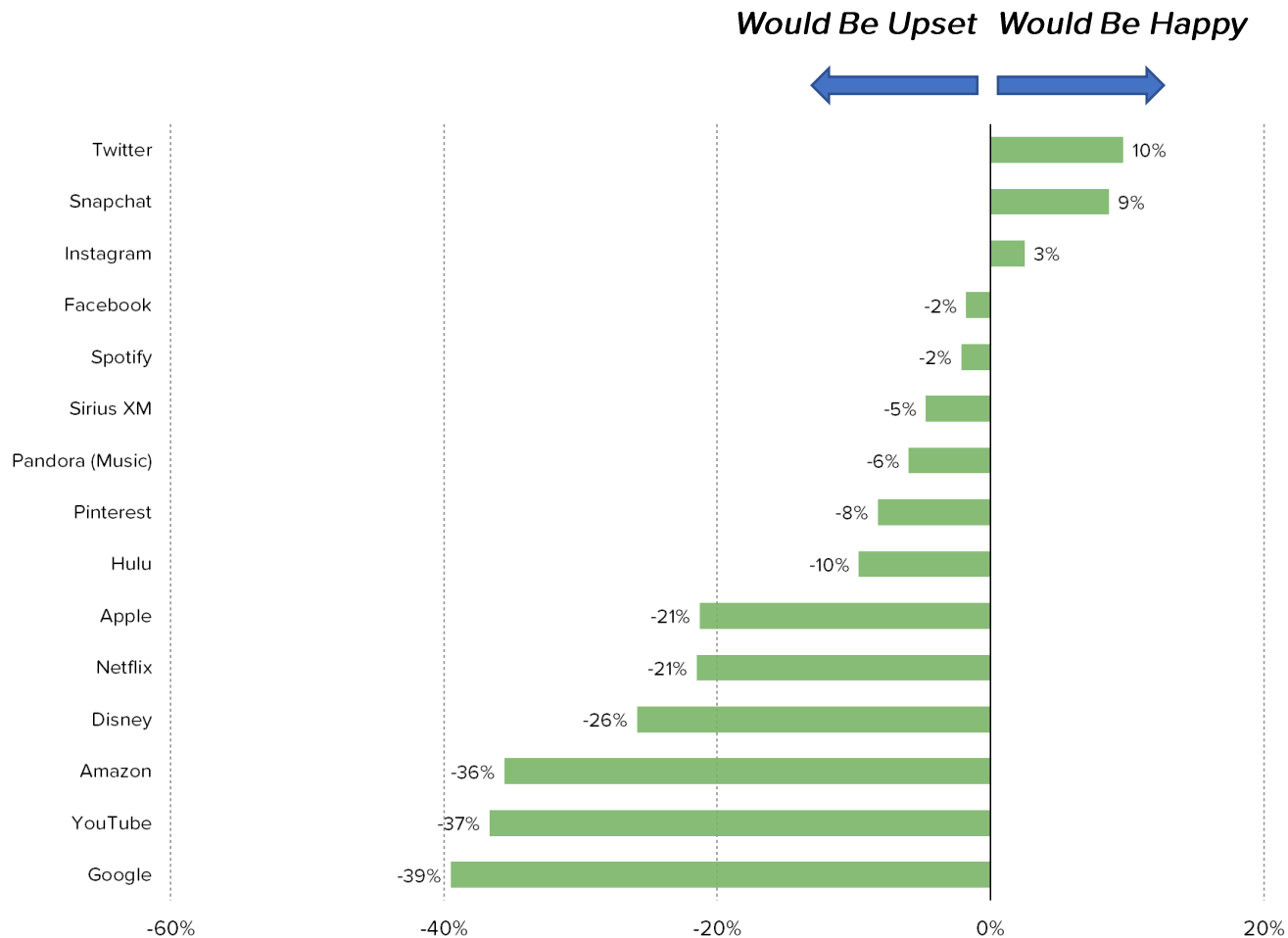
- ❑ We ran a quick survey on 1,500 US consumers balanced to census to understand to what extent tech/media/internet brands possess “brand equity” among consumers. In the deck, we display results among all consumers, among users of each platform, and then among specific demos.

## **LEARNINGS THAT JUMP OUT:**

- ❑ Google is viewed more favorably compared to Facebook, and by a considerable margin. Google and YouTube are among top performers in our brand equity survey across the board.
- ❑ In general, social media sites possess the smallest amount of brand equity among users compared to other platforms like Apple, Netflix, Sirius XM, Google, YouTube, etc. (there are a couple exceptions, like Pinterest users being more likely than the rest of the social media platforms to be upset if the platform goes out of existence).
- ❑ Sirius has a high degree of brand equity with existing users; one of the strongest brands in the survey when we focus on feedback from those who use each platform.
- ❑ Twitter users report a relatively weaker connection with the brand compared to all other platforms.

Reaction If This Brand Disappeared Tomorrow

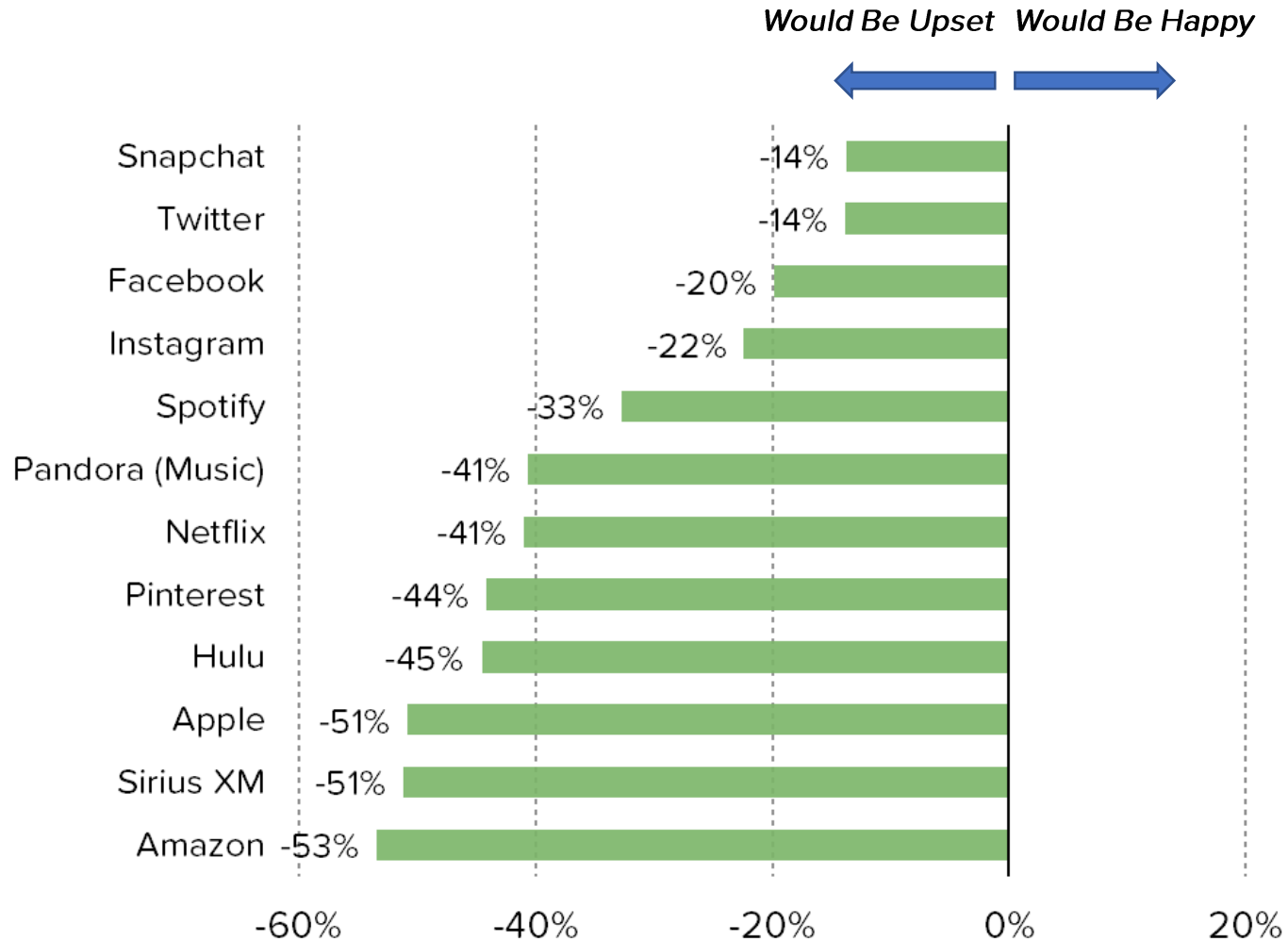
**ALL RESPONDENTS** | What would reaction be if the following brands went out of existence tomorrow?  
 Posed to 1,500 US consumers per month, balanced to census.



\*Calculated by taking the percentage who said happy and subtracting the percentage who would be upset. The more negative the reading, the more upset respondents would be. Respondents who were neutral/no opinion were not included in the calculation.

**USERS OF EACH** | What would reaction be if the following brands went out of existence tomorrow?

Posed to 1,500 US consumers per month, balanced to census, filtering respondents who are users of each brand.



\*Calculated by taking the percentage who said happy and subtracting the percentage who would be upset. The more negative the reading, the more upset respondents would be. Respondents who were neutral/no opinion were not included in the calculation.

**ALL RESPONDENTS BY DEMOGRAPHIC** | What would reaction be if the following brands went out of existence tomorrow?

Posed to 1,500 US consumers per month, balanced to census, filtering respondents by various demographics.

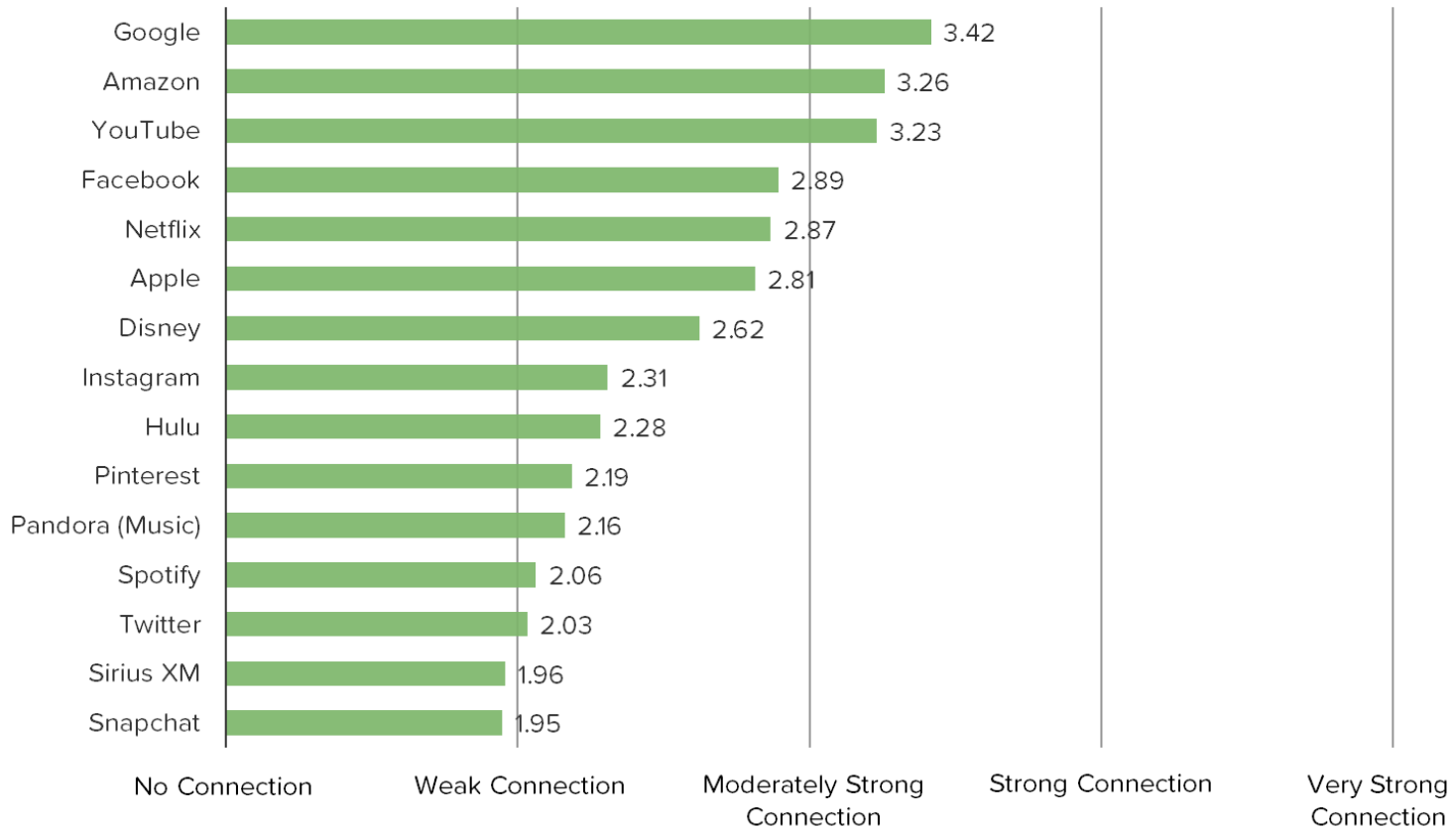
	18-34		35-54		55+		Male		Female		Democrat		Liberal		Moderate		Republican		Conservative	
YouTube	-31%	Google	-42%	Google	-57%	YouTube	-28%	Google	-51%	Google	-52%	Google	-49%	Google	-40%	Amazon	-40%	YouTube	-39%	
Google	-26%	Amazon	-39%	Amazon	-55%	Google	-27%	Amazon	-47%	Amazon	-43%	YouTube	-46%	Amazon	-35%	Google	-40%	Google	-39%	
Disney	-20%	YouTube	-38%	YouTube	-42%	Amazon	-23%	YouTube	-44%	YouTube	-43%	Amazon	-39%	Disney	-33%	YouTube	-39%	Amazon	-36%	
Amazon	-19%	Disney	-26%	Apple	-39%	Disney	-15%	Disney	-36%	Disney	-33%	Netflix	-35%	YouTube	-29%	Disney	-29%	Disney	-22%	
Netflix	-16%	Netflix	-24%	Disney	-35%	Apple	-12%	Netflix	-30%	Netflix	-33%	Apple	-31%	Apple	-22%	Apple	-25%	Apple	-21%	
Apple	-13%	Apple	-19%	Netflix	-25%	Netflix	-12%	Apple	-30%	Apple	-28%	Disney	-28%	Netflix	-19%	Netflix	-20%	Netflix	-6%	
Pinterest	-7%	Hulu	-14%	Sirius	-16%	Sirius	-5%	Pinterest	-18%	Hulu	-15%	Hulu	-20%	Hulu	-5%	Hulu	-12%	Pinterest	-5%	
Hulu	-5%	Pinterest	-8%	Pinterest	-11%	Hulu	-3%	Hulu	-16%	Pinterest	-14%	Sirius	-13%	Sirius	-1%	Pandora	-9%	Sirius	-4%	
Pandora	-5%	Pandora	-6%	Hulu	-10%	Pandora	0%	Facebook	-14%	Pandora	-10%	Spotify	-11%	Pandora	1%	Sirius	-8%	Pandora	-2%	
Spotify	-4%	Facebook	-3%	Pandora	-9%	Spotify	1%	Pandora	-11%	Facebook	-9%	Pinterest	-11%	Pinterest	3%	Pinterest	-6%	Hulu	0%	
Instagram	-1%	Sirius	-2%	Facebook	-6%	Pinterest	3%	Spotify	-5%	Sirius	-9%	Pandora	-9%	Spotify	3%	Facebook	-4%	Spotify	5%	
Sirius	0%	Spotify	-1%	Spotify	-1%	Instagram	10%	Sirius	-5%	Spotify	-6%	Instagram	-4%	Instagram	9%	Spotify	0%	Instagram	10%	
Facebook	2%	Instagram	3%	Instagram	6%	Facebook	11%	Instagram	-5%	Instagram	-3%	Facebook	-4%	Facebook	12%	Instagram	8%	Facebook	11%	
Snapchat	3%	Twitter	12%	Snapchat	10%	Twitter	12%	Snapchat	4%	Snapchat	3%	Twitter	-4%	Twitter	21%	Snapchat	9%	Snapchat	15%	
Twitter	5%	Snapchat	13%	Twitter	13%	Snapchat	14%	Twitter	8%	Twitter	4%	Snapchat	1%	Snapchat	21%	Twitter	14%	Twitter	15%	

\*Calculated by taking the percentage who said happy and subtracting the percentage who would be upset. The more negative the reading, the more upset respondents would be. Respondents who were neutral/no opinion were not included in the calculation.

Personal Connection With The Brand

**ALL RESPONDENTS** | Please evaluate what you feel your own personal connection with each of the following brands is:

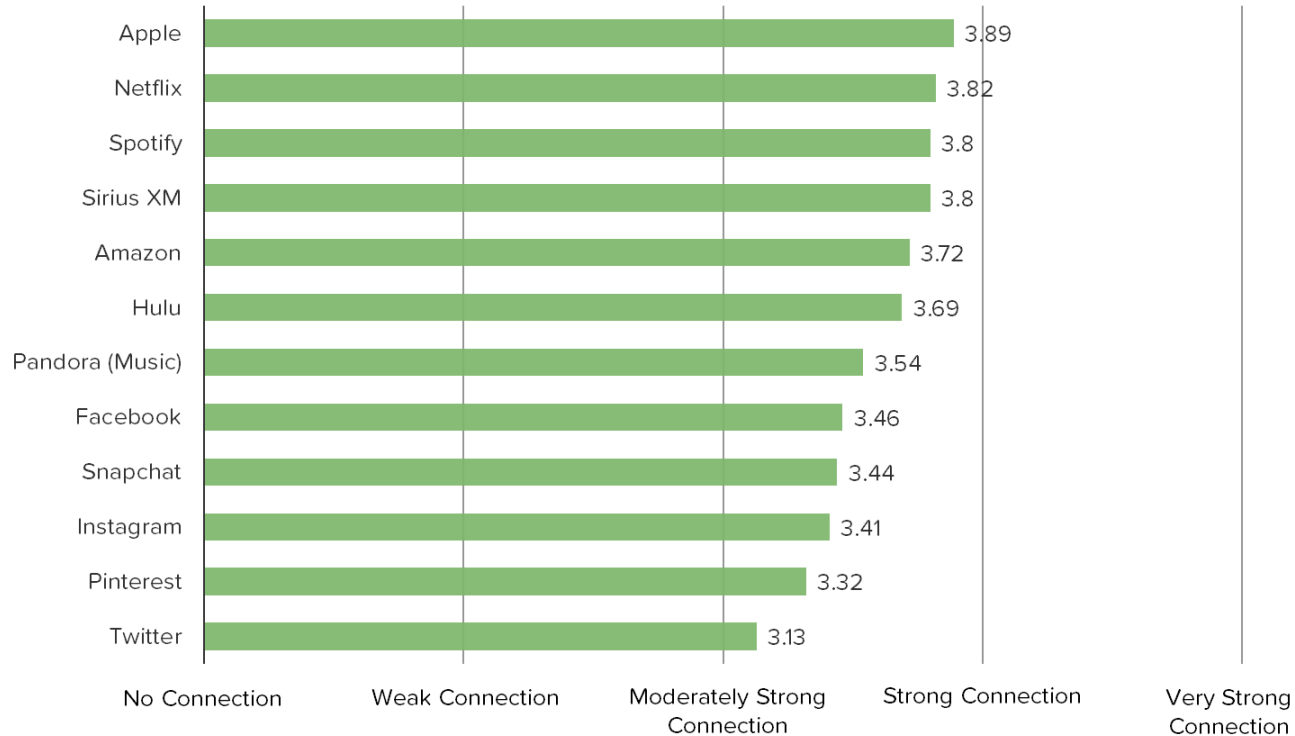
*Posed to 1,500 US consumers per month, balanced to census.*



- 1 = No Connection
- 2 = Weak Connection
- 3 = Moderately Strong Connection
- 4 = Strong Connection
- 5 = Very Strong Connection

**USERS OF EACH** | Please evaluate what you feel your own personal connection with each of the following brands is:

*Posed to 1,500 US consumers per month, balanced to census, filtering respondents who are users of each brand.*



- 1 = No Connection
- 2 = Weak Connection
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- 5 = Very Strong Connection



**ALL RESPONDENTS BY DEMOGRAPHIC** | Please evaluate what you feel your own personal connection with each of the following brands is:

*Posed to 1,500 US consumers per month, balanced to census, filtering respondents by various demographics.*

	18-34	35-54	55+	Male	Female	Democrat	Liberal	Moderate	Republican	Conservative									
YouTube	3.75	Google	3.37	Amazon	3.13	Google	3.37	Google	3.46	Google	3.68	Google	3.63	Google	3.51	Google	3.27	Amazon	3.30
Google	3.72	Amazon	3.27	Google	3.01	YouTube	3.30	Amazon	3.38	YouTube	3.41	YouTube	3.53	Amazon	3.44	Amazon	3.26	Google	3.13
Netflix	3.41	YouTube	3.12	Apple	2.60	Amazon	3.13	YouTube	3.17	Amazon	3.40	Amazon	3.41	YouTube	3.24	YouTube	3.06	YouTube	3.06
Amazon	3.32	Facebook	2.98	YouTube	2.59	Netflix	2.87	Facebook	3.08	Netflix	3.16	Netflix	3.08	Netflix	2.98	Facebook	2.88	Facebook	2.77
Apple	3.11	Netflix	2.80	Facebook	2.56	Apple	2.79	Netflix	2.86	Apple	3.11	Apple	2.93	Apple	2.94	Apple	2.71	Apple	2.75
Disney	3.07	Apple	2.67	Netflix	2.11	Facebook	2.70	Apple	2.84	Facebook	3.01	Facebook	2.83	Facebook	2.90	Netflix	2.62	Disney	2.62
Instagram	3.02	Disney	2.60	Disney	1.94	Disney	2.56	Disney	2.68	Disney	2.76	Disney	2.69	Disney	2.84	Disney	2.48	Netflix	2.61
Facebook	3.01	Pinterest	2.22	Sirius	1.74	Instagram	2.35	Pinterest	2.39	Hulu	2.49	Instagram	2.45	Hulu	2.30	Hulu	2.10	Instagram	2.16
Hulu	2.83	Hulu	2.20	Pinterest	1.69	Hulu	2.26	Hulu	2.30	Instagram	2.44	Spotify	2.41	Instagram	2.29	Pinterest	2.10	Hulu	2.16
Spotify	2.65	Pandora	2.13	Hulu	1.54	Twitter	2.23	Instagram	2.27	Pinterest	2.27	Hulu	2.36	Pinterest	2.19	Pandora	2.08	Pinterest	2.15
Snapchat	2.64	Instagram	2.13	Pandora	1.53	Spotify	2.20	Pandora	2.16	Pandora	2.25	Twitter	2.28	Pandora	2.16	Instagram	2.05	Pandora	2.11
Pandora	2.59	Sirius	1.96	Instagram	1.47	Pandora	2.16	Spotify	1.94	Spotify	2.25	Pinterest	2.23	Twitter	2.11	Sirius	2.02	Spotify	1.94
Twitter	2.48	Spotify	1.95	Twitter	1.46	Sirius	2.09	Twitter	1.85	Twitter	2.14	Pandora	2.18	Spotify	2.06	Twitter	1.95	Sirius	1.90
Pinterest	2.46	Twitter	1.95	Spotify	1.31	Snapchat	2.09	Sirius	1.83	Snapchat	2.06	Snapchat	1.86	Sirius	2.04	Snapchat	1.90	Twitter	1.87
Sirius	2.09	Snapchat	1.72	Snapchat	1.24	Pinterest	1.97	Snapchat	1.82	Sirius	2.04	Sirius	1.81	Snapchat	1.92	Spotify	1.87	Snapchat	1.78

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