

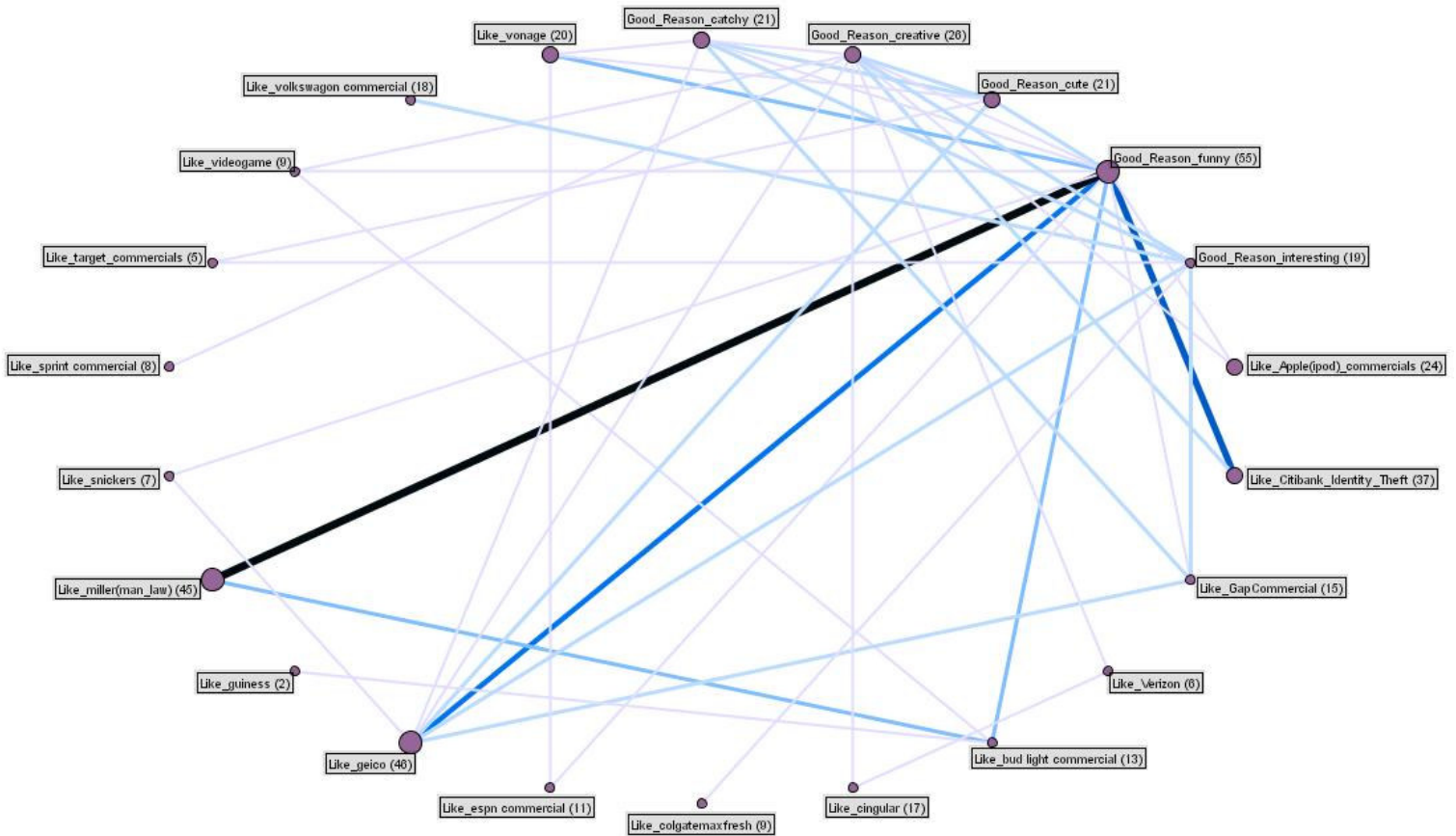
Anderson Analytics GenX2Z Annual College Brand Survey

As college students headed back to school this fall, most student spent about \$200 on back to school items. Not materially different from last year, the average amount spent was actually a bit lower than last year (\$345 vs \$350).

Students are very brand conscious, and marketers compete fiercely for their top of mind brand awareness. While Nike's #1 position as unaided-"Favorite Brand" remained intact, several other brands either gained or lost share. Among the gainers were: American Eagle (#2 up from #3), Sony (#3 up from #5), Gap (#4 from #6), Old Navy (#5 from #8), Apple (#6 from #10), and Express (#6 from #13). Polo, Abercrombie and Coca-Cola were also frequently mentioned, but moved down from last year's position.

Top 15 Brands Among College Students (2005 vs. 2006)						
Rank Δ	Brand	2006		2005		%Δ
		Rank	%	Rank	%	
---	Nike	1	5.0	1	6.0	-17%
▲	American Eagle	2	4.3	3	3.1	39%
▲	Sony	2	4.3	5	2.6	65%
▲	Gap	4	3.2	6	2.5	28%
▲	Old Navy	5	2.7	8	1.8	50%
▲	Apple	6	2.3	10	1.8	28%
▲	Express	6	2.3	13	1.1	109%
▼	Adidas	8	2.0	7	2.0	0%
▼	Polo	9	1.9	3	2.7	-30%
▲	Dell	10	1.8	11	1.1	62%
▲	Target	11	1.7	14	1.0	70%
▼	Abercrombie	12	1.6	10	1.7	-6%
▼	Pepsi	13	1.4	11	1.6	-13%
▲	Hollister	14	1.3	15	0.9	44%
▼	Coca-Cola	15	1.2	2	3.0	-60%

As branding takes time, it may not be surprising that favorite advertisements are not necessarily the same as favorite brands. As in 2005, Geico commercials remained the most popular because they are "funny." Beer commercials, specifically the Miller "Man Law," was second-most popular this year, followed by car commercials, specifically Volkswagen. Few car commercials had been mentioned as a favorite last year. Once again humor seems to be the single most important variable making a commercial memorable and likeable among this demographic.



As expected, top of mind/favorite Web sites experienced far more movement than favorite brands. “We had anticipated facebook.com might be No. 1 this year” said Tom Anderson, managing partner of Anderson Analytics, “but actually myspace.com had moved up considerably to first place from fourth place last year.” Facebook.com remained in second place while new entrant youtube.com took third place.

Jesse Chen, head of Anderson Analytics youth vertical Genx2z.com, commented, “It’s always interesting for us to see what new sites are identified by the students. We are especially interested in the new sites at the bottom of the list. These sites, often identified by a smaller number of ‘popular’ or ‘techie’ students often represent better online advertising ROI than the sites at the top of the list.”

Top 10 Websites Among College Students (2005 vs. 2006)						
Rank Δ	Site	2006		2005		%Δ
		Rank	%	Rank	%	
▲	myspace.com	1	13.0	4	3.6	258%
---	facebook.com	2	11.5	2	8.2	41%
▲	youtube.com	3	4.5	na	0.0	---
▼	collegehumor.com	4	3.7	1	9.6	-61%
▼	google.com	5	3.7	3	4.2	-13%
▼	ebay.com	6	2.5	5	2.8	-12%
▼	ebaumsworld.com	7	2.2	6	2.5	-13%
▼	espn.com	8	2.0	7	2.4	-17%
---	yahoo.com	9	2.0	9	1.7	16%
▼	livejournal.com	10	1.5	8	1.8	-17%

Last year's survey was completed by 1,000 US college students during the week of Sept. 23, 2005. This year's survey was also fielded during the week of Sept. 23 to 1,004 college students representing 379 universities.