

Google - US Students Favourite Site

Contributed by Anderson Analytics
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GOOGLE.COM TOPS LIST OF COLLEGE STUDENTS' FAVORITE WEBSITES BUT ONLY THROUGH PURCHASE OF YOUTUBE.COM

Youtube.com Comes out of "Nowhere" to land in Top 3 of
Anderson Analytics's Annual GenX2Z College Brand Survey

Stamford, CT " November 13, 2006 " Anderson Analytics, a full service next-generation market research consultancy, today announced the surprising results of its annual GenX2Z College Brand Survey. The 2006 survey marks the first time that a brand new website or brand has debuted in the top 5. Youtube.com debuted this year as college students' 3rd favorite website. Myspace.com and facebook.com were #1 and 2, respectively. Collegehumor.com and google.com rounded out the top 5 websites.

Top of mind/favorite websites experienced far more movement than favorite brands. The top brand of choice for college students is Nike, as was the case in 2005. The rest of the top five, American Eagle, Sony, Gap and Old Navy, offered no real "youtube.com" type surprises.

"The website survey was actually very surprising this year. We had anticipated facebook.com might be #1," said Tom Anderson, managing partner of Anderson Analytics. "But myspace.com moved up considerably from fourth to first place, while Facebook.com remained in second place. New entrant youtube.com really came out strong in third place."

Jesse Chen, head of Anderson Analytics youth vertical Genx2z.com, commented, "While it is always interesting for us to see what new sites are identified by the students, we are especially interested in the new sites that appear at the bottom of the lists. These sites, often identified by a smaller number of "popular" or "techie" students, often represent better Advertising ROI than the sites at the top of the list."

The survey fielded during the week of September 25th after college students had returned. 1,004 college students who are registered with brandport.com representing 379 different universities, took part in the survey. For questions regarding the survey please contact Anderson Analytics at www.andersonanalytics.com

About Anderson Analytics

Anderson Analytics is a next-generation market research consultancy that combines new technologies with traditional marketing research techniques. We focus on helping clients gain the Information AdvantageSM by delivering both quantitative and qualitative solutions to challenging marketing problems. Anderson Analytics defies the definition of traditional market research because we combine the efficiencies and business experience found in large research firms with the rigorous methodological understanding from academia and the creativity found only in smaller firms. For more information, please see www.andersonanalytics.com or www.genx2z.com