

 MORNING CONSULT

The Brand Partnership Guide

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Introduction

A brand partnership is a wager on someone else's audience: that it exists at the scale claimed, and that some of its affection will transfer to you.

There's no question that choosing the right partner requires a finger on the pulse and savvy know-how that can only be earned through experience. But testing and bolstering those assumptions with data is essential, especially in an era where it's never been more accessible thanks to AI.

This guide will detail how Morning Consult's data can be used to help provide that empirical context, all anchored by the following:

01

Comprehensive brand tracking

Morning Consult surveys thousands of U.S. adults every day about the brands they know, use, trust and love: more than 3,000 brands, on the same tracker, continuously. Two candidate partners can be scored on identical scales; thousands of brands can be pulled to uncover surprising synergies and opportunities.

02

Audience granularity

Any question the data can answer for the general population, it can answer inside a specific audience: your customers, a rival's, a target demographic. Not "how popular is this brand," but "how does this brand perform among the people I care about."

03

AI workflows that make this effortless

Morning Consult's data is now accessible through AI Connectors (MCPs), meaning an insights or marketing team can interrogate the full tracked dataset in plain language. Rank 3,000 brands inside a custom audience. Check whether a gap survives a tighter sample cut. Re-run a partner vet the morning of the negotiation. Ask a follow-up question because it only costs seconds.

80% of the analyses in this report can be run directly via MCP, through nothing more than plain-language prompts.

It is important to note that, while AI removes the friction between question and data, it does not make the data better. The value of the data still rests on the fundamentals: sampling, weighting, fraud detection, etc. **Morning Consult has invested over a decade in getting those fundamentals right, and our AI stack is built on that strong foundation.**

Get a free tailored partnership report

Based on your brand and audience targets

Closest audience matches for Spotify

☐ Exclude sub-brands ☐ Exclude competitor brands

Audience matching — brands whose user bases most closely mirror yours, ranked by demographic overlap across generation, gender, ethnicity, income, education and party ID. Excluding Spotify only — competitor brands are shown.

CLOSEST AUDIENCE MATCHES

1 Converse

Activewear, Shoes · Used by 33.3% of U.S. adults

● Audience overlap 98.8% · 3 shared skews

Women +27% / +27%

Independents +25% / +22%

No college degree +15% / +12%

[Compare full profiles ▼](#)

2 Pixar

Film Studios · Used by 39.0% of U.S. adults

● Audience overlap 98.7% · 5 shared skews

Women +27% / +28%

Independents +25% / +25%

Boomers +13% / +36%

No college degree +15% / +12%

[Compare full profiles ▼](#)

Partner candidates to reach Millennial Parents & Consumer Elites

Distinct appeal

Broad appeal

☐ Exclude sub-brands

☐ Exclude competitor brands

Distinct appeal — brands these audiences love disproportionately, ranked by average affinity vs. the typical brand. Excluding Spotify only — competitor brands are shown.

APPAREL RETAILERS

1 Zara

Apparel Retailers · Net fav 15.0% (all adults)

● Hits 2 of 2 audiences · avg affinity +9.2

Millennial Parents +9.4

Consumer Elites +8.9

[Full audience profile ▼](#)

2 lululemon

Apparel Retailers, Activewear · Net fav 17.4% (all adults)

● Hits 2 of 2 audiences · avg affinity +7.6

Millennial Parents +7.1

Consumer Elites +8.2

[Full audience profile ▼](#)

[Get your report](#)

01

Partnership Evaluation Guides

- 01 Discover which brands fit best with your customer base
- 02 Discover brands that reach your target audience
- 03 Map your audience overlap with a potential partner
- 04 Evaluate a partner's global reputation with target audiences
- 05 Conduct risk assessments and brand-safety vetting
- 06 Compare potential partners head-to-head
- 07 Evaluate the right sports league for your audience
- 08 Value a sponsorship on where its audience is going

Discover which brands fit best with your customer base

Morning Consult tracks favorability for 3,000+ brands among U.S. adults every day. Rank every brand by how much more your users love it than the average consumer, and the shortlist writes itself.



Built on your audience.

Isolate your brand's users and measure every other tracked brand through their eyes, against a general-population baseline.



Confirm and surprise.

Along with confirming expected overlaps, the true value of this data is uncovering the partners you wouldn't have considered.



Flip the lens.

Run the same pull in reverse to see how a prospective partner's users feel about you before you pick up the phone.

Example: Which potential partner brands do Hulu users already love?

We pulled net favorability for 3,000+ brands among Hulu users and among all U.S. adults, then ranked brands by how much more favorably Hulu users view them than the average consumer.

Hulu Partner Target List

Favorability Gap by Brand: Hulu Users vs. All U.S. Adults

Dates: Jul 24 2025 - Jul 24 2026

Country: United States

Audience: Hulu users

3,000+ brands screened

	FAVORABILITY GAP VS. ALL ADULTS	NET FAV (USERS / ALL)
Epic Games		+18 +44 / +26
Grubhub		+17 +48 / +31
Nutella		+14 +60 / +46
TikTok		+14 +38 / +24
The New York Times		+13 +37 / +24
Target Same Day Delivery		+13 +45 / +33
Auntie Anne's		+12 +60 / +48
Audible		+12 +43 / +31

THE UPSHOT

Hulu's audience over-indexes on the at-home entertainment economy: gaming (Epic Games), food delivery (Grubhub, Target Same Day), snacking (Nutella, Auntie Anne's) and subscription media (The New York Times, Audible). A night-in bundle with a delivery platform, a gaming crossover or a subscription co-offer can meet this audience where it already is.

Discover brands that reach your target audience

Pick the audience you want more of — demographic, behavioral or attitudinal — and leverage thousands of brands to find which ones are most valuable in helping you reach that audience.



Start from the audience.

Partnership planning begins with who you want to reach, not which brand. Whether it's early tech adopters, GLP-1 users or Midwestern moms, there's data to guide you.



Measure affinity

Every brand is scored inside the segment against the general population, helping to reveal where dollars can be spent most efficiently.



New reach, not your own.

Partners that over-index deliver people you don't have. Partners that don't are renting your own audience back to you.

Example: Which brands can help you reach Gen Z Hispanics?

We ranked 3,000+ brands by how much more favorably Gen Z Hispanic adults view them than the average U.S. adult.

Gen Z Hispanic Target List

Favorability Gap by Brand: Gen Z Hispanics vs. All U.S. Adults

Dates: Jul 27 2025 - Jul 27 2026

Audience: Gen Z Hispanic adults

3,000+ brands screened

	FAVORABILITY GAP VS. ALL ADULTS		NET FAV (GZH / ALL)
TikTok		+33	+57 / +24
Jarritos		+28	+49 / +21
Mexican Coca-Cola		+26	+56 / +30
WWE		+24	+39 / +15
Epic Games		+19	+45 / +26
Red Bull		+18	+36 / +18
Sour Patch Kids		+17	+60 / +44
Wingstop		+16	+57 / +42

THE UPSHOT

The list maps where this audience's affinity concentrates: heritage brands (Jarritos, Mexican Coca-Cola), creator platforms (TikTok, at +57 net favorability vs. +24 among all adults), gaming and entertainment (Epic Games, WWE), and food brands with genuine cultural traction: Wingstop scores +57 with Gen Z Hispanics against +42 nationally. For a brand targeting this audience, these are the partners whose endorsement carries weight with the people you want, measured rather than assumed.

Map your audience overlap with a potential partner

Profile any two brands' users against the same population baseline to see where the audiences align and where they diverge.



One baseline, any two brands.

Every tracked brand's users are profiled on the same instrument, so comparison is direct.



Uncover alignments.

Shared traits define where a joint effort has a ready audience, helping to shape the marketing and messaging.



Understand divergences.

Where the profiles split is what each side stands to gain from the other, and also what to keep in mind for potential misalignment.

Example: Liquid Death and Crocs audience alignment

These are two collab-heavy brands with irreverent, internet-native marketing. We profiled each brand's user base against all U.S. adults to see where the potential kinship is real and where growth might lie.

Audience Profile: Liquid Death Users vs. Crocs Customers

Dates: Year ending Jul 2026 Country: United States

Millennial + Gen Z	ALIGNED	Kids in household	ALIGNED	Men	DIVERGES
Liquid Death	72%	Liquid Death	47%	Liquid Death	62%
Crocs	66%	Crocs	46%	Crocs	47%
All adults	48%	All adults	29%	All adults	49%
Both audiences strongly over-index: shared ground for a joint activation		Potentially unexpected overlap: both are big parent brands		Where there's growth potential: the brands have a different gender profile	

THE UPSHOT

Partnership planning should hinge on the overlap where both brands already show a natural fit. In particular, the Millennial and Gen Z base provides a clear anchor for shared messaging. The divergence on gender offers potential growth opportunity for both sides, but also a caution: Liquid Death's more male-first branding may not inherently resonate as broadly with the Crocs audience. Ultimately, the data is there to contextualize the decision: whether it's to lean into shared audience or make a play at growth.

Evaluate a partner's global reputation with target audiences

Morning Consult’s tracking in over 50 markets allows you to run tailored analyses of a potential partner’s reputation at a global scale, offering an apples-to-apples benchmark to help guide strategy and monitoring.



50+ market reach.

Always on data across the globe means tracking is available in the markets where you need coverage.



Granular audiences.

Understand how your brand’s users view another brand in any market, or focus on target audiences such as World Cup viewers or Gen Z.



Benchmark at scale.

A relatively positive reading in one country may be less rosy in another. The larger set of tracked brands provided clearer context to drive decisions

Example: Evaluating Adidas’ global edge with World Cup viewers

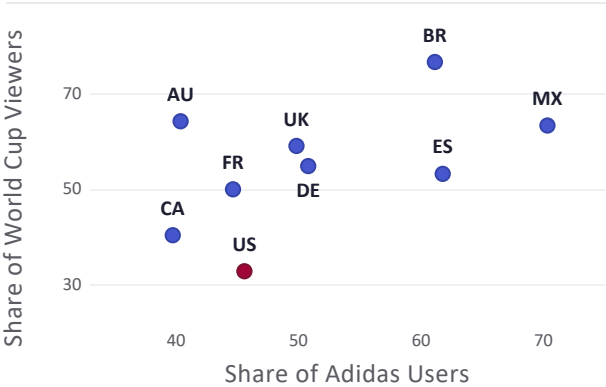
The scatter shows how each country's existing Adidas usage compares with its World Cup viewership; the chart alongside it ranks the favorability lift Adidas gets from that audience.

Adidas World Cup Global Eval

World Cup Reach, Brand Lift and Existing Usage by Country

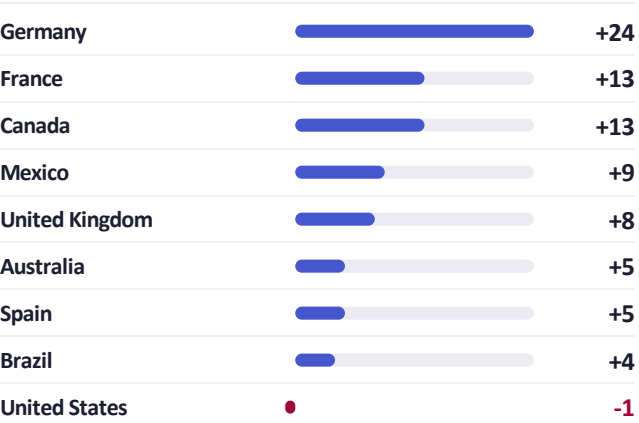
Share of Adidas users and World Cup viewers

Brazil has the highest share of WC viewers, Mexico has the highest share of Adidas users



Adidas favorability lift among World Cup viewers

Germans who watch the World Cup have the highest favorability toward Adidas, relative to the all adult baseline



THE UPSHOT

Germany stands apart: an average World Cup audience (55%) but by far the largest favorability lift (+24 pts) for Adidas among its viewers. Mexico and Brazil show the opposite profile: huge existing bases (70% and 61%) and large audiences (63% and 77%), but modest lift (+9 and +4), since Adidas is already the norm. The U.S. is the outlier on every measure: the smallest audience (33%) and the only market with no lift at all (-1 pt).

Conduct risk assessments and brand-safety vetting

Leverage data for due diligence on a potential partner — who its customers are, how polarizing it is, and how its reputation holds up under stress.



Test assumptions.

Understand the customer base's actual composition, rather than just relying on the brand's image.



Benchmark risk.

Evaluate the potential blowback to a partnership based on negative sentiment towards the brand, including by political persuasion.



Watch it under stress.

Daily tracking shows whether past controversies left a mark or have already faded.

Example: Vetting American Eagle as a potential partner

Long-term tracking data and audience profiling shed light on what potential baggage American Eagle carries from its 2025 “great jeans” ad controversy, as well as potential political risk.

Net Favorability by Party ID

May – Jul 2026

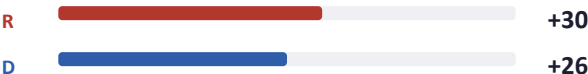
American Eagle

R-D GAP: 8 PTS



Abercrombie & Fitch

R-D GAP: 4 PTS



Gap

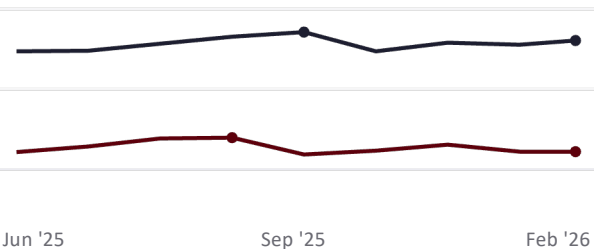
D-R GAP: 6 PTS



The 2025 Controversy: Impact and Recovery

Monthly, Jun 2025 – Feb 2026

— Net favorability — Negative buzz



Negative buzz peaked at **10%** in September, returning to **5%** by February, while net favorability rose through the episode to **+43** in October and finishing at **+40**.

THE UPSHOT

The “great jeans” controversy was more bark than bite in terms of consumer sentiment: negative buzz doubled off a low base, topping out at just 10%, and Americans’ favorable opinions of the brand actually rose through the episode. American Eagle does lean more Republican than peer brands such as Abercrombie & Fitch and Gap, but the 8-point gap between Republicans and Democrats predates the controversy and remains modest. At the same time, Democrats have a +36 net favorability rating of the brand, meaning it remains overwhelmingly more liked than disliked with both parties.

Compare potential partners head-to-head

Score two candidate partners on the same measures to see what each brings that the other doesn't.



Measured on the same scale.

Both brands measured on one instrument, so the head-to-head is straightforward.



Strength vs. concentration.

One brand can win on overall volume while the other's users cluster in exactly the audiences you want.



Shared affinity.

Test which brand comes to the table with a customer base that has built-in affinity and audience overlap.

Example: Evaluating Stanley vs. Owala

Two water bottle brands measured on favorability, trust, and the composition of each brand's active users.

Relative Strengths: Stanley vs. Owala

Dates: May 2026 - Jul 2026

Country: United States

User profiles: trailing year ending Jul 2026

Stanley brings

✓ Mass reach

Known by 77% of U.S. adults, vs. 32% for Owala — and warmer among those who know it (+53 net favorability among aware adults, vs. +33)

✓ A user base that spans generations

44% of Stanley users are 45 or older, vs. 23% of Owala users

✓ Plays well with all of Owala's audiences

Net favorability of +47 among college graduates, +52 among \$100k+ households and +42 among health-conscious adults,

Owala brings

✓ A distinctly younger base

77% of Owala users are under 45, vs. 56% of Stanley users and 48% of all adults

✓ Family households

52% of Owala users have kids at home, vs. 40% of Stanley users and 29% of all adults

✓ Health-conscious consumers

61% of Owala users report excellent or very good health, vs. 48% of Stanley users and 41% of all adults

THE UPSHOT

Stanley is the far bigger brand, and performs well with all the audiences Owala brings: it scores at or above its overall +41 net favorability within every one of Owala's strongest segments. What Owala offers is concentration: a user base clustered in specific, commercially attractive audiences: younger consumers, households with kids, and people who describe their health as excellent or very good. Which column matters more depends on the audience a partner is looking to reach.

Evaluate the right sports league for your audience

Sports league partnerships are among the most highly valued opportunities in this space. Morning Consult data helps brands find the right fit for their goals across a number of dimensions.



Find the right match.

Rank fan bases by similarity to your customer profile, spotlighting the partners that reinforce the audience you already own.



Expand into key audiences.

Choose the consumer profiles you care most about and find which league over-delivers most.



Choose scale or efficiency.

Understand which leagues offer the highest volume of target consumers and which have the highest proportion of that same base.

Example: Which major sports league is the best match for Nike?

We profiled eight properties' fan bases and Nike's customers on the same attributes to provide both the best overall match and biggest over-delivery on the attributes where Nike's base runs low.

Fan Base Composition vs. Nike's Customer Profile

Expansion

biggest over-delivery vs. Nike

Audience	Gen Z	Early tech adopters	Income \$100k+	Kids in HH	LinkedIn daily	Black
◆ Nike users	22.5%	46.2%	20.5%	39.1%	13.5%	16.5%
NBA MATCH	20.6%	54.7%	21.5%	42.7%	17.9%	24.9%
WNBA	19.5%	53.0%	20.6%	38.9%	17.3%	27.0%
F1	19.5%	58.0%	25.1%	43.8%	24.3%	15.2%
MLB	13.9%	52.9%	22.1%	34.9%	16.1%	12.9%
NHL	17.1%	42.5%	24.1%	37.6%	20.5%	11.8%
MLS	23.2%	58.6%	29.5%	50.9%	21.1%	14.6%
FIFA	21.1%	73.5%	28.0%	50.9%	25.0%	16.0%
LPGA	10.4%	54.5%	27.0%	38.5%	22.6%	13.9%

THE UPSHOT

Looking for the right audience match overall, the NBA leads, with the WNBA and F1 within a few points — and affinity metrics confirm: Nike users rate the NBA 19 points more favorably than the average adult. Considering expansion opportunities, the data points to soccer based on these target audiences: FIFA over-delivers Nike's profile on early tech adoption by 27 points and daily LinkedIn use by 12, while MLS leads on income and ties FIFA on kids in household.

Value a sponsorship on where its audience is going

A multi-year sponsorship is a bet on a trajectory: value it against the audience you'll actually have over the contract term, not the snapshot in this year's media kit.



Survey-anchored value.

Fan reach and fan-segment product consumption size the conversion opportunity empirically, fan by fan.



Trajectory, priced.

Public viewership histories fit a trend; the fan base is forecast forward across the contract, year by year.



Ranges, not false precision.

Thousands of simulations report the opportunity as a band and the width itself separates steady bets from volatile ones.

Blinded Example: A beverage sponsor forecasts a league partnership value

For a client study, Morning Consult paired proprietary tracking data with real viewership numbers, and developed a framework for forecasting the expected five-year monetary value for the partnership.

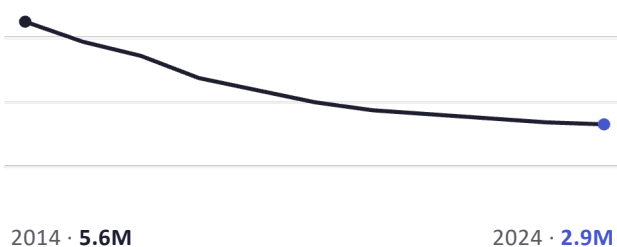
Audience Trend & Conversion Opportunity: Static vs. Forecast Fan Base

Fan reach: **37% of U.S. adults**

Trend: **-5.3%/yr ($R^2 = 0.81$)**

Horizon: **2026–2030**

LEAGUE AVERAGE VIEWERSHIP, 2014–2024 (MILLIONS)



MEDIAN 5-YEAR CONVERSION OPPORTUNITY (INDEXED)

Valued on today's audience



Valued on forecast audience



Forecast audience averages $\approx 85\%$ of today's over 2026–2030.

THE UPSHOT

Switching from a static fan base to the forecast one cuts the median conversion opportunity by roughly 15%. The property and activation opportunity is the same — the only change is valuing the audience the sponsor will actually have over the term, not the one in the current media kit.

PARTNERSHIP INTELLIGENCE

Data for every step of the partnership process

Discover potential partners, narrow the shortlist, vet the finalist, show what your audience brings to the table, and measure how the campaign performed.

Get in touch



02

Audience Target Lists

01 Consumer Elites

03 Gamers

05 Pet Owners

02 Current College Students

04 Millennial Parents

Consumer Elites

Where to look for partners when this is the audience you need to reach: the brands they already over-use, the newer brands they are adopting fastest, and the strongest target in each category.

Over-Indexers

The five brands with the largest total-usage gap vs. all adults (percentage points).

GAP VS. ALL ADULTS

01	American Airlines		+30.6pp
02	Delta Air Lines		+30.2pp
03	Hilton (+ sub-brands)		+27.4 to +30.2pp
04	United Airlines		+28.8pp
05	Marriott (+ sub-brands)		+26.8 to +28.4pp

Brands on the Rise

Newer brands (launched or scaled nationally within roughly the past decade) with the fastest year-over-year usage growth in this audience.

YOY USAGE GROWTH

Figma		+82.3%
WHOOOP		+63.9%
Goodles Mac & Cheese		+63.8%
Alani Nu Energy		+59.3%
Billie		+59.2%

Industry-Specific Targets

#1 brand by total usage and #1 by over-index (usage gap vs. all adults) in each category.

CATEGORY	MOST USED	OVER-INDEX
SPORTS LEAGUE	NFL	MLS
NONPROFIT	Goodwill	UNICEF
VIDEO STREAMING PLATFORM	Netflix	Apple TV+
SOCIAL MEDIA PLATFORM	Facebook	WhatsApp
BANK / CREDIT CARD	Visa	American Express
FOOD & BEVERAGE	Coca-Cola	Starbucks
AUTO	Toyota Motor	BMW
FASHION & APPAREL	Nike	Patagonia
RETAIL STORE	Amazon.com	Trader Joe's

Current College Students

Where to look for partners when this is the audience you need to reach: the brands they already over-use, the newer brands they are adopting fastest, and the strongest target in each category.

Over-Indexers

The five brands with the largest total-usage gap vs. all adults (percentage points).

GAP VS. ALL ADULTS

01	Roblox		+41.4pp
02	Google Slides		+36.8pp
03	Discord		+29.9pp
04	Lego		+29.5pp
05	Apple FaceTime		+29.1pp

Brands on the Rise

Newer brands (launched or scaled nationally within roughly the past decade) with the fastest year-over-year usage growth in this audience.

YOY USAGE GROWTH

Gemini		+38.4%
Klarna		+21.5%
Microsoft Copilot		+18.7%
Liquid Death		+10.1%
Affirm		+5.6%

Industry-Specific Targets

#1 brand by total usage and #1 by over-index (usage gap vs. all adults) in each category.

CATEGORY	MOST USED	OVER-INDEX
SPORTS LEAGUE	NFL	FIFA
NONPROFIT	Goodwill	American Red Cross Training Services
VIDEO STREAMING PLATFORM	Netflix	Disney+
SOCIAL MEDIA PLATFORM	Instagram	Discord
BANK / CREDIT CARD	Visa	PNC Bank
FOOD & BEVERAGE	McDonald's	Airheads
AUTO	Chevrolet	Porsche
FASHION & APPAREL	Nike	Vans
RETAIL STORE	Walmart	Sephora

Gamers

Where to look for partners when this is the audience you need to reach: the brands they already over-use, the newer brands they are adopting fastest, and the strongest target in each category.

Over-Indexers

The five brands with the largest total-usage gap vs. all adults (percentage points). Relevant gaming brands are excluded to surface non-obvious targets.

GAP VS. ALL ADULTS			
01	UFC		+38.5pp
02	Postmates		+36.3pp
03	Vans		+34.6pp
04	Don Julio		+33.6pp
05	Smirnoff Vodka		+33.5pp

Brands on the Rise

Newer brands (launched or scaled nationally within roughly the past decade) with the fastest year-over-year usage growth in this audience.

YOY USAGE GROWTH		
OLIPOP		+42.3%
Poppi		+38.8%
Upside		+33.0%
Cutwater		+22.6%
Canva		+10.2%

Industry-Specific Targets

#1 brand by total usage and #1 by over-index (usage gap vs. all adults) in each category.

CATEGORY	MOST USED	OVER-INDEX
SPORTS LEAGUE	NFL	UFC
NONPROFIT	Goodwill	Feeding America
VIDEO STREAMING PLATFORM	Netflix	Apple TV
SOCIAL MEDIA PLATFORM	Facebook	Discord
BANK / CREDIT CARD	Visa	Amazon Prime Store Card
FOOD & BEVERAGE	McDonald's	Red Bull
AUTO	Chevrolet	Porsche
FASHION & APPAREL	Nike	Vans
RETAIL STORE	Walmart	GameStop

Millennial Parents

Where to look for partners when this is the audience you need to reach: the brands they already over-use, the newer brands they are adopting fastest, and the strongest target in each category.

Over-Indexers

The five brands with the largest total-usage gap vs. all adults (percentage points). Relevant kids/parenting and gaming brands are excluded to surface non-obvious targets.

GAP VS. ALL ADULTS			
01	Disney+		+24.0pp
02	Google Meet		+23.5pp
03	Nike Jordan		+22.4pp
04	Red Bull		+22.3pp
05	Snapchat		+22.3pp

Brands on the Rise

Newer brands (launched or scaled nationally within roughly the past decade) with the fastest year-over-year usage growth in this audience.

YOY USAGE GROWTH		
Perplexity AI		+59.1%
Sun Cruiser		+44.9%
WHOO		+44.1%
PENN Play		+43.1%
Bettergoods		+41.4%

Industry-Specific Targets

#1 brand by total usage and #1 by over-index (usage gap vs. all adults) in each category.

CATEGORY	MOST USED	OVER-INDEX
SPORTS LEAGUE	NFL	Premier League
NONPROFIT	Goodwill	Boys & Girls Clubs of America
VIDEO STREAMING PLATFORM	Netflix	Disney+
SOCIAL MEDIA PLATFORM	Facebook	Snapchat
BANK / CREDIT CARD	Visa	Chime
FOOD & BEVERAGE	McDonald's	GoGo Squeeze
AUTO	Chevrolet	Audi
FASHION & APPAREL	Nike	Cat & Jack
RETAIL STORE	Walmart	Kids Foot Locker

Pet Owners

Where to look for partners when this is the audience you need to reach: the brands they already over-use, the newer brands they are adopting fastest, and the strongest target in each category.

Over-Indexers

The five brands with the largest total-usage gap vs. all adults (percentage points). Relevant pet brands are excluded to surface non-obvious targets.

GAP VS. ALL ADULTS			
01	Hulu		+5.6pp
02	Facebook Marketplace		+5.5pp
03	Disney+		+5.5pp
04	Hot Pockets		+5.5pp
05	Smirnoff Vodka		+5.4pp

Brands on the Rise

Newer brands (launched or scaled nationally within roughly the past decade) with the fastest year-over-year usage growth in this audience.

YOY USAGE GROWTH		
Perplexity AI		+65.4%
Gemini		+56.3%
Poppi		+42.1%
Sun Cruiser		+39.5%
Alani Nu Energy		+39.1%

Industry-Specific Targets

#1 brand by total usage and #1 by over-index (usage gap vs. all adults) in each category.

CATEGORY	MOST USED	OVER-INDEX
SPORTS LEAGUE	NFL	UFC
NONPROFIT	Goodwill	Humane Society
VIDEO STREAMING PLATFORM	Netflix	Hulu
SOCIAL MEDIA PLATFORM	Facebook	Facebook Marketplace
BANK / CREDIT CARD	Visa	SoFi
FOOD & BEVERAGE	McDonald's	Sour Patch Kids
AUTO	Chevrolet	Dodge
FASHION & APPAREL	Nike	Converse
RETAIL STORE	Walmart	PetSmart

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☒ Exclude sub-brands ☐ Exclude competitor brands

Audience matching — brands whose user bases most closely mirror yours, ranked by demographic overlap across generation, gender, ethnicity, income, education and party ID. Excluding Spotify only — competitor brands are shown.

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Activewear, Shoes · Used by 33.3% of U.S. adults

● Audience overlap 98.8% · 3 shared skews

Women +27% / +27%

Independents +25% / +22%

No college degree +15% / +12%

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2 Pixar

Film Studios · Used by 39.0% of U.S. adults

● Audience overlap 98.7% · 5 shared skews

Women +27% / +28%

Independents +25% / +25%

Boomers +13% / +36%

No college degree +15% / +12%

[Compare full profiles ▼](#)

Partner candidates to reach Millennial Parents & Consumer Elites

Distinct appeal

Broad appeal

☐ Exclude sub-brands

☐ Exclude competitor brands

Distinct appeal — brands these audiences love disproportionately, ranked by average affinity vs. the typical brand. Excluding Spotify only — competitor brands are shown.

APPAREL RETAILERS

1 Zara

Apparel Retailers · Net fav 15.0% (all adults)

● Hits 2 of 2 audiences · avg affinity +9.2

Millennial Parents +9.4

Consumer Elites +8.9

[Full audience profile ▼](#)

2 lululemon

Apparel Retailers, Activewear · Net fav 17.4% (all adults)

● Hits 2 of 2 audiences · avg affinity +7.6

Millennial Parents +7.1

Consumer Elites +8.2

[Full audience profile ▼](#)

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