

NEW STUDY REVEALS THAT DEMOCRATS AND REPUBLICANS DISAGREE ON THE BRANDS THEY LOVE MOST

*While Both Democrats and Republicans love Coke and Google,
Democrats vote for Starbucks while Republicans prefer Dunkin' Donuts; Republicans desire
Allstate while Democrats chose Progressive*

June 13, 2012 (New York, NY)– Buyology Inc's new study measuring the deeper, non-conscious, attachments consumers have with brands reveals another dimension of the deep rift between Democrats and Republicans. Surprisingly, members of both parties actually agree on their favorite beverage – Coke – and their favorite internet brand – Google. Not surprisingly, they disagree on the majority of the 200 brands included in the study of more than 4,000 Americans.

Buyology's study is the first to measure consumer relationships with brands using [rigorous quantitative tools](#) that measure people's deeper, non-conscious connections to brands.

"Both candidates and brands have never fought harder for our affection and our votes," said Gary Singer, Founding Partner & CEO of Buyology Inc. "It's never been more important to understand why people make the choices that they do. Brands can learn a lot by having a deeper understanding of the deep-seated connections that drive our decision-making."

Republicans & Democrats disagree on...

	Democrats	Republicans
Most Desired Car	Jeep	BMW
Most Desired Electronics	Sony	Sharp
Most Desired Insurance	Progressive	Allstate
Most Desired TV Channel	Animal Planet	History Channel
Most Desired Restaurant	Wendy's	Subway
Most Desired Sports	NFL	MLB
Most Desired Coffee Shop	Starbucks	Dunkin' Donuts
Most Desired Gaming System	Wii	XBOX

Republicans & Democrats agree on...

Most Desired Beverage:	Coca-Cola
Most Desired Financial Service:	Visa
Most Desired Internet Brand:	Google
Most Desired Technology:	Apple
Most Desired Beauty Brand:	Olay

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About Buyology

Buyology is the leading global neuro-insight firm that rigorously measures the deeper, non-conscious, 85% of human decision-making that drives customer preference for brands. Utilizing advances in the medical, neurological and social sciences, Buyology has developed statistically validated, large-sample, web-based tools to quantitatively measure and immediately leverage a deeper understanding of customer responses to brands, new products, innovation, positioning, advertising, packaging, digital content and experiences.

Buyology has served global leaders in consumer products, financial services, media, pharmaceuticals and technology and is internationally recognized as a thought leader in driving marketing insight and effectiveness. Buyology publishes *America's Most Desired Brands* annually and has been cited and covered in *the Wall Street Journal*, *Fast Company*, *Fortune*, and *The New York Times*, among others. In 2011, Buyology was selected as one of Forbes 100 Most Promising Companies in America. Check out Buyology Inc., at <http://www.buyologyinc.com>