Respondents who preferred store/private label also frequented McDonald’s, 7-Eleven, and Dollar General more often than their counterparts.

- **McDonald’s**: 24% more often.
- **7-Eleven**: 20% more often.
- **Dollar General**: 52% more often.

Women varied more with 58% preferring name brands in the 18-24 age group. The dominant group preferred store/private labels in older age groups.

- **54%** prefer store/private label in 25-34 age group
- **54%** prefer store/private label in 35-44 age group
- **60%** prefer store/private label in 45-54 age group

Over 50% of Males age 18-54 every age group often preferred name brands over store/private labels.

**Use this information to:**

When looking to advertise on social media, major brands should look into YouTube to ensure they’re reaching an audience that cares about name-brand products.