

The Weekly Listen: Exclusive Apple Podcasts, DOJ Antitrust Review and a New T-Mobile

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eMarketer Editors

eMarketer principal analyst Nicole Perrin and head of content studio Paul Verna discuss the Department of Justice's new antitrust review, why consumers only consider a few brands, NBCUniversal's streaming service launch date and Microsoft's Cortana.

US Internet Users' Attitudes Toward Brand/Store Loyalty, by Demographic, Feb 2018

% of respondents in each group

	Millennial parents	Nonmillennial parents	Millennial nonparents
Visit retailer they're loyal to before looking at a competitor	64%	54%	49%
Choose retailer they're loyal to above a more convenient option	52%	35%	22%
Choose retailer they're loyal to above a cheaper option	49%	30%	19%

Note: millennials born 1981-1994; agree strongly/completely
Source: National Retail Federation (NRF), "Spring 2018 Consumer View" as cited in company blog, April 30, 2018

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