



Charting Juul's Plummeting Popularity

Based on over 100,000
survey interviews

Morning Consult is a global technology company revolutionizing ways to **collect**, **organize**, & **share** survey research data to transform how decisions are made.



COLLECT

Survey Research

Morning Consult's advanced survey research technology collects data at unprecedented scale, speed, and accuracy.



ORGANIZE

Data Intelligence

Morning Consult's proprietary visualization and analysis software informs strategy and enhances campaigns.



SHARE

Media Platform

Morning Consult's media platform and email briefings reach key decision makers in media, government, and industry.

CLIENTS



Google

♥ CVS Health

aetna



AT&T

FedEx



facebook

MEDIA PARTNERS

The New York Times

AdAge

POLITICO

Bloomberg

Hollywood
THE REPORTER

Key Findings

- 1 **Juul is deeply unpopular across the board.** In fact, the company has the second lowest net favorability rating of any of the 1,900 U.S. brands tracked in Morning Consult Brand Intelligence – behind only Marlboro. Perceptions of the brand have been steadily dropping as they've become more well known.
- 2 **Gen Z and Millennials are the most likely groups to consider purchasing from Juul,** but these cohorts also hold negative views on the company as a whole. Interestingly, Gen Z has a more unfavorable view of Juul than Millennials.
- 3 **Recent media attention is appearing to have a significant negative impact** on the brand. Purchasing consideration, favorability, and community impact ratings are all trending more sharply down in recent weeks.
- 4 **Political Elites** (highly attuned and politically engaged voters) **hold particularly negative views of Juul,** a signal that attempts at regulating the company may face less resistance.

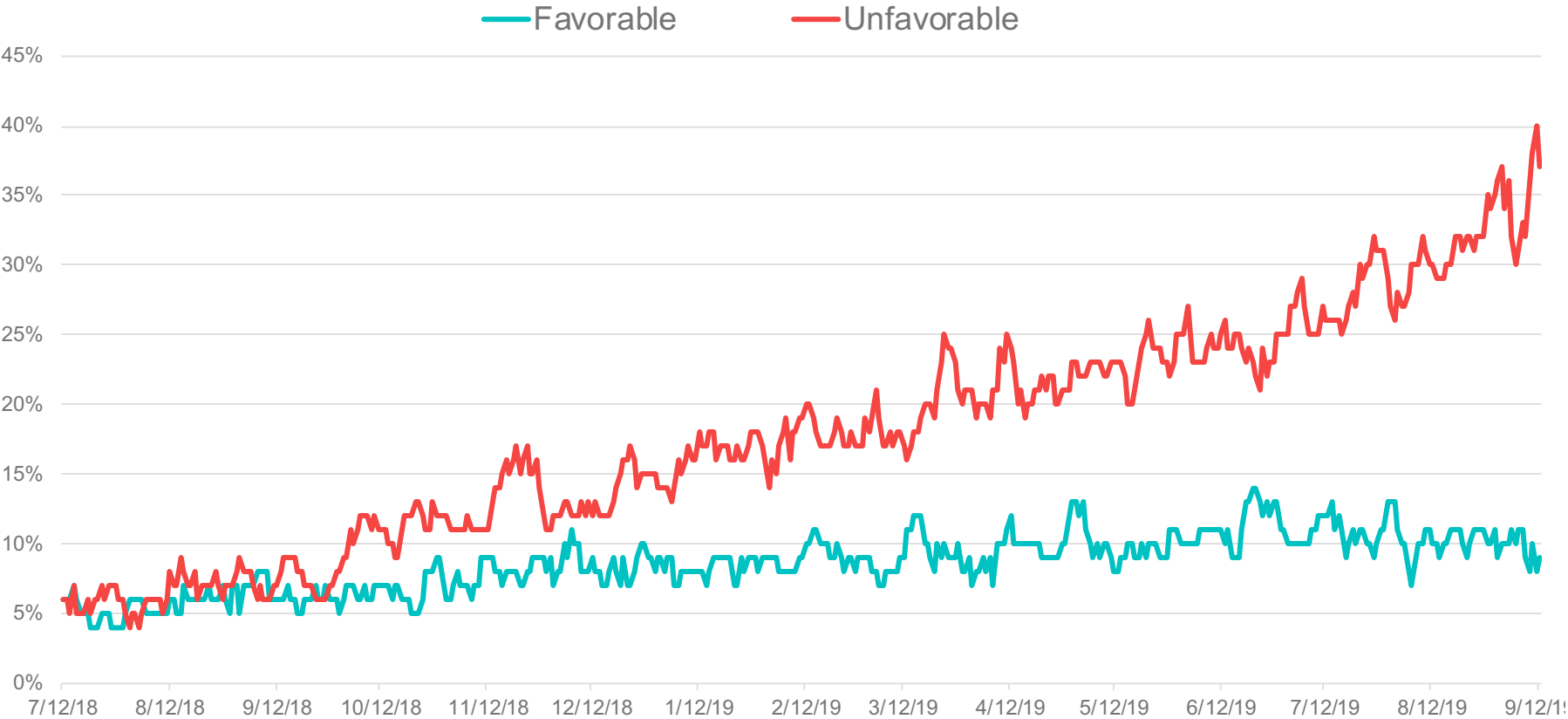
Methodology

With over 75,000 annual interviews on every brand, [Brand Intelligence](#) brings together millions of survey interviews on thousands of brands to provide real-time insight and analytics into the most important brand metrics. The results in this report are based on 105,360 survey interviews with U.S. adults between July 12, 2018 and September 12, 2019. The demographic breakout slides are based on the last month of data – 6,355 survey interviews fielded between August 12 – September 12, 2019.

Favorability over time

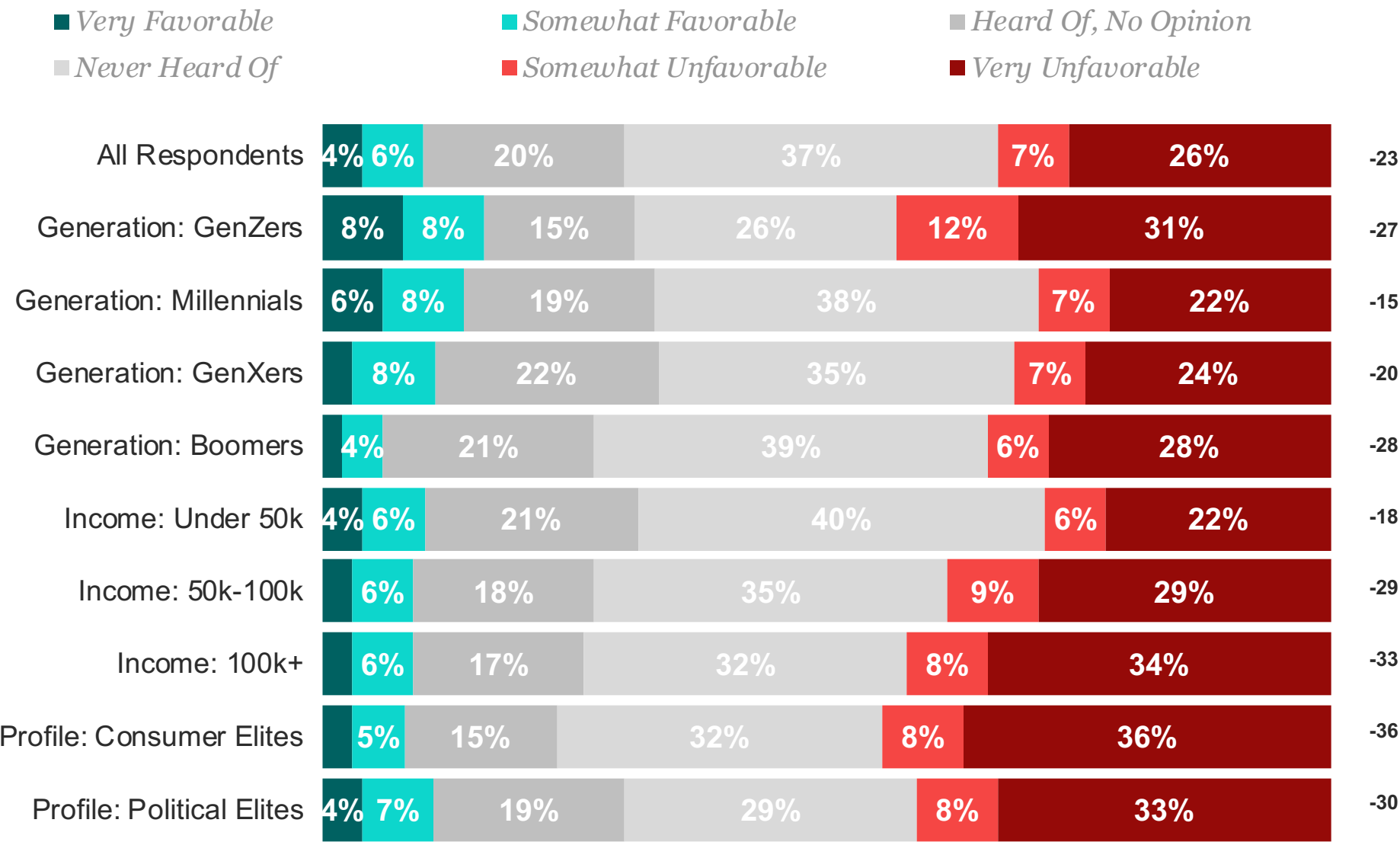
Juul’s unfavorability rating has spiked by over 30 points in the past year

While Juul's favorability has dropped substantially, it has long been one of the more unpopular brands Morning Consult tracks. For almost the entirety of the period of tracking, Juul has had a net negative favorability. For context, currently less than 2 percent of the 1,900 brands tracked are net negative.



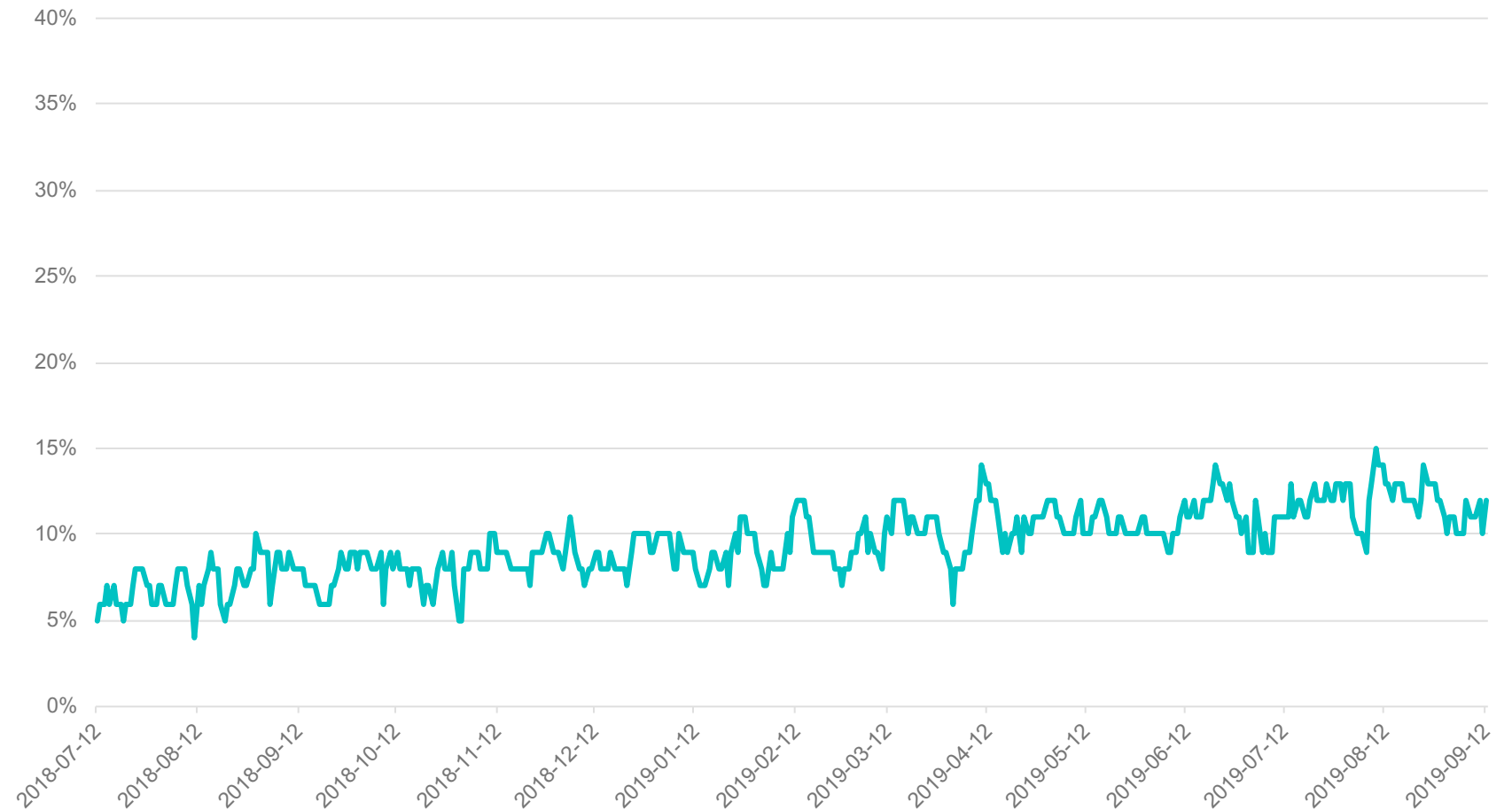
Favorability
by
demographic

Gen Z adults are the most likely generation to have unfavorable opinions of Juul



However, the overall share of adults who are considering purchasing Juul products has risen gently over the last year

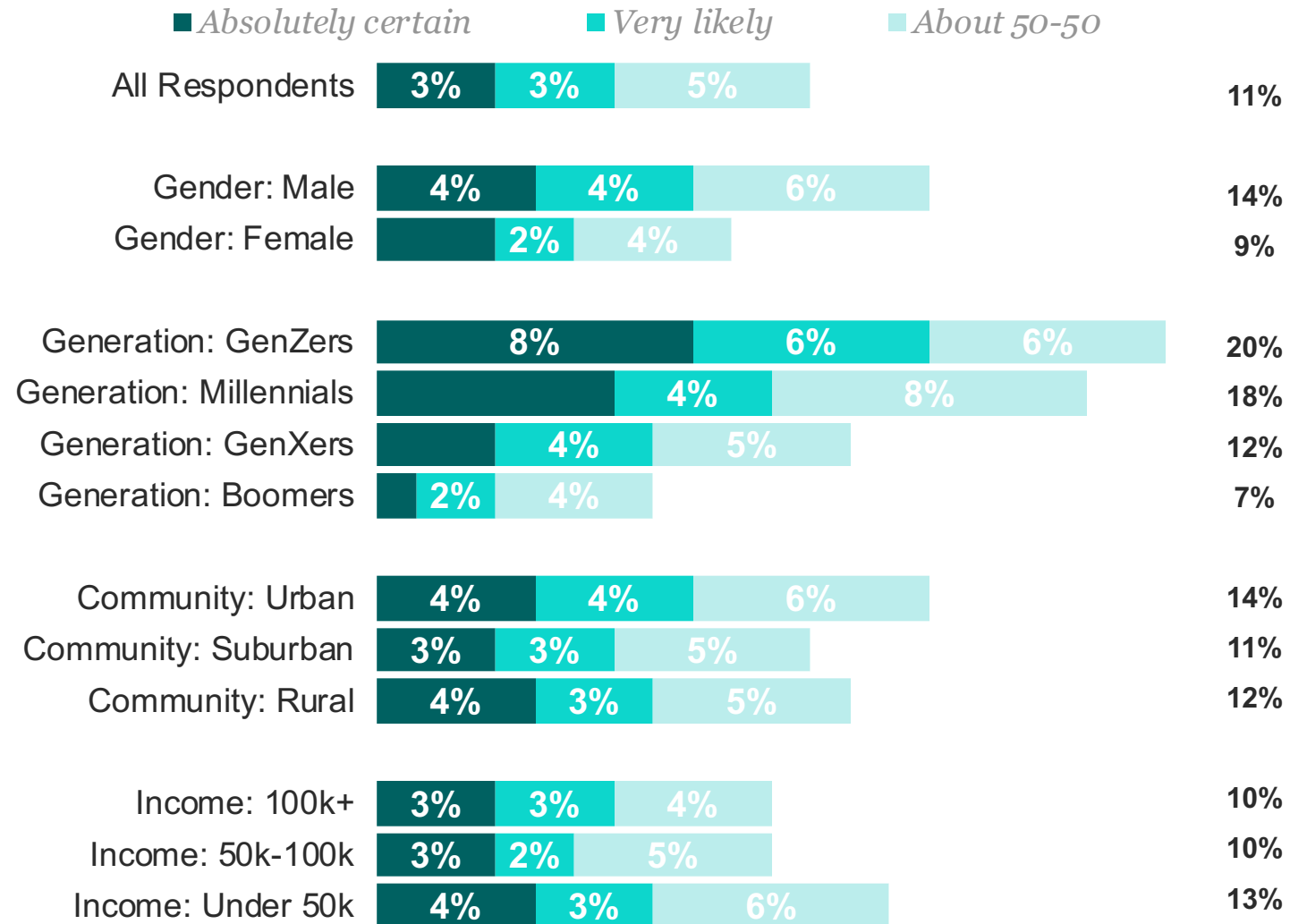
The share of U.S. adults who say they are absolutely certain, very likely, or about 50/50 to purchase from Juul



Purchasing
consideration
over time

20% of Gen Z and 18% of Millennials are considering purchasing Juul products

How likely are you to consider purchasing a product from Juul?



Purchasing consideration by demographic

Community
impact over
time

Juul’s community impact rating has taken a sharp hit in recent weeks

Do you think Juul has a positive or negative impact on your local community?

