

Social Brands 100

Average Sector Scores



Industry	Average Social Brand Score	Average Social Engagement Score	Average Panel Score
Technology	45.33	13.00	32.33
Charity	43.80	17.80	26.00
Services	43.37	10.87	32.50
Consumer product - electronics	42.26	12.51	29.75
Consumer product - beauty	41.95	10.70	31.25
Financial services	41.75	11.00	30.75
Telecom	40.48	11.48	29.00
Social Network	39.68	10.30	29.38
Retail - beauty	39.58	11.70	27.88
Consumer product - fashion	38.87	10.20	28.67
Media & Entertainment	38.69	9.24	29.45
Retail	38.58	10.50	28.08
Leisure	38.16	9.14	29.01
Travel	37.50	9.83	27.67
FMCG	37.27	10.17	27.10
Retail - fashion	36.26	9.97	26.29
Automotive	34.76	10.45	24.31
Luxury goods	32.07	8.73	23.33
Utilities	31.43	10.80	20.63
Retail - food	28.50	8.00	20.50