YouGov BrandIndex

Measure brand health, monitor growth, and track advertising to create an unbeatable strategy.

YouGov BrandIndex is an industry-leading brand health tracker. Use data from thousands of consumer interviews every day, from our fully owned panel of over 17 million+ registered members across 55+ markets, to give your business the edge it needs to succeed. Access over a decade of historical brand data to chart your brand’s - and your competitors’ - trajectory, right up to the present day. Strategize your growth by analyzing and benchmarking your success against your goals, your competitors, and your entire market, with 16 vital brand health metrics as clear KPIs.

Client benefits

Flexible
Create custom questions to get the precise insights you need.

Simple
Access clear data intelligence via one simple, single login online platform - no downloads, no installations, no fuss.

Smart
Stay ahead of the game by tracking the daily performance of your competitors.

Time-rich
Get the full story of your brand, your competitors, and your whole industry or sector, with 14+ years of historical data.

Agile
React to changes and brand crises in real time, with daily data.

Vast
Track brand health simultaneously against any metrics, sectors, and markets you need, and across all your key audience demographics.

Accurate
Be confident that your reports and analyses are built on the most robust, accurate data available.

Accessible
Get multiple logins for your whole team at no extra cost.

Living data
Connect your syndicated YouGov BrandIndex data to your custom data.
# Media & communication metrics

**What are people hearing and saying about a brand?**

## Advertising Awareness
Which of the following brands have you seen an advertisement for in the past two weeks?

## Aided Brand Awareness
Over the past two weeks, which of the following brands have you heard something POSITIVE/Negative about (whether in the news, through advertising, or talking to friends and family)?

## Attention
The percentage of respondents who have reported hearing anything, either POSITIVE/Negative about a brand over the past two weeks (positive + negative Buzz)

## Buzz
Over the past two weeks, which of the following brands have you heard something POSITIVE/Negative about (whether in the news, through advertising, or talking to friends and family)?

## Word of Mouth Exposure
Which of the following brands have you seen an advertisement for in the past two weeks?

# Purchase funnel metrics

**What brands are people planning to use or using currently?**

## Purchase Intent
Of the brands considered, which are you most likely to purchase?

## Consideration
When you are in the market next to make a purchase, which brands would you consider?

## Current Customer
Which brands have you recently purchased/currently own?

## Former Customer
Which brands have you ever purchased/ever owned?

# Brand perception metrics

**What do people think and feel about a brand?**

## General Impression
Which of the following brands do you have a generally POSITIVE/NEGATIVE feeling about?

## Customer Satisfaction
Which of the following brands would you say that you are a SATISFIED/DISSATISFIED customer of?

## Quality
Which of the following brands do you think represents GOOD/POOR quality?

## Corporate Reputation
Imagine you were looking for a job (or advising a friend looking for a job). Which of the following companies would you be PROUD/EMBARRASSED to work for?

## Value
Which of the following brands do you think represents GOOD/POOR VALUE FOR MONEY?

## Recommendation
Which of the following brands would you RECOMMEND/tell a friend to AVOID?

## Index (Overall Brand Health)
An average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
Our online panel scales across all major global markets.
YouGov has over 17 million registered members worldwide in more than 55 countries.