

## Metrics Glossary

Companies subscribe to BrandIndex to evaluate the health of their brand(s) using daily consumer opinion across 16 different brand metrics. Discover the questions that represent each brand metric below.

### BRAND HEALTH METRICS

What do we ask consumers?

#### Impression

Do you have a generally positive or negative feeling about this brand?

#### Quality

Does this brand represent good quality or poor quality?

#### Value

Is this brand good value for money or poor value for money?

#### Satisfaction

Are you a satisfied or dissatisfied customer of this brand?

#### Recommend

Would you recommend this brand to a friend, or tell them to avoid it?

#### Reputation

Would you be proud or embarrassed to work for this brand?

#### Index

An overall brand health index score based on all six brand health metrics.



All the above metric scores can range from 100 to -100 and are compiled by subtracting negative feedback from positive. A zero score means equal positive and negative feedback.

### BRAND PURCHASE METRICS

What do we ask consumers?

#### Current Customer

Which brands have you recently purchased or currently own?

#### Former Customer

Which brands have you ever purchased or ever owned?

#### Consideration

When you next make a purchase, which brands would you consider?

#### Intent

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




## BRAND PURCHASE METRICS CONTINUED

### Word of Mouth Exposure

Which brands have you talked about with friends and family in the past two weeks (in-person, online or through social media)?

### Advertising Awareness

Which brands have you seen an advertisement for in the past two weeks?


 All brand purchase metrics are delivered as a percentage.

## RECENT BRAND AWARENESS METRICS

What do we ask consumers?


### Awareness

Which of the following brands have you ever heard of?

 This metric is delivered as a percentage.


### Buzz

Over the past two weeks, which of the following brands have you heard something positive or negative about (in the news, through advertising or word of mouth?)

 Scores can range from 100 to -100 and are compiled by subtracting negative feedback from positive. A zero score means equal positive and negative feedback.

### Attention

Respondents who have reported hearing **anything (be it positive or negative)** about a brand in the past two weeks.

 This metric is delivered as a percentage.

To find out if BrandIndex tracks your brand please contact us at [brandindex.me@yougov.com](mailto:brandindex.me@yougov.com) or call +971 4365 2736.

