

Metrics and Methodology

Companies subscribe to BrandIndex to evaluate the health of their brand(s) daily using consumer opinion across 16 different brand metrics. Discover the metrics and the methodology behind them below.

BRAND HEALTH METRICS

Impression

What do we ask consumers?

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

Quality

What do we ask consumers?

Does this brand represent good quality or poor quality?

Value

What do we ask consumers?

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

Satisfaction

What do we ask consumers?

Are you a satisfied or dissatisfied customer of this brand?

Recommend

What do we ask consumers?

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

Reputation

What do we ask consumers?

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

Current Customer

What do we ask consumers?

Which brands have you recently purchased or currently own?

Former Customer

What do we ask consumers?

Which brands have you ever purchased or ever owned?

Consideration

What do we ask consumers?

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

Intent

What do we ask consumers?

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



BRAND PURCHASE METRICS CONTINUED

Word of Mouth Exposure

What do we ask consumers?

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

Advertising Awareness

What do we ask consumers?

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

Awareness

What do we ask consumers?

Which of the following brands have you ever heard of?



This metric is delivered as a percentage.

Buzz

What do we ask consumers?

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 request a demonstration please contact us at brandindex.me@yougov.com or call +971 4 367 4391.

