

YouGov



US value rankings 2024

Who's winning the value wars?

/Research Reality





- 01** Introduction: Inflation drives focus on value
- 02** Who values value?
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The data referenced in this report comes from YouGov BrandIndex unless otherwise stated.

Introduction

What are the best and worst value brands, according to Americans? Which brands do consumers think truly deliver a good deal, and how does this differ by region and income group?

This report provides a deep dive into America's best value brands, as we examine the brands that consumers think provide the best bang for their buck across 25+ sectors, from restaurants and retail, to travel and insurance. Understand what makes these brands the go-to choice for American consumers and uncover the factors driving their purchasing decisions.

“

I am planning to save more money next year



“

I don't mind paying extra for good quality products



“

There isn't much difference between leading brands and supermarket brands



● US gen pop

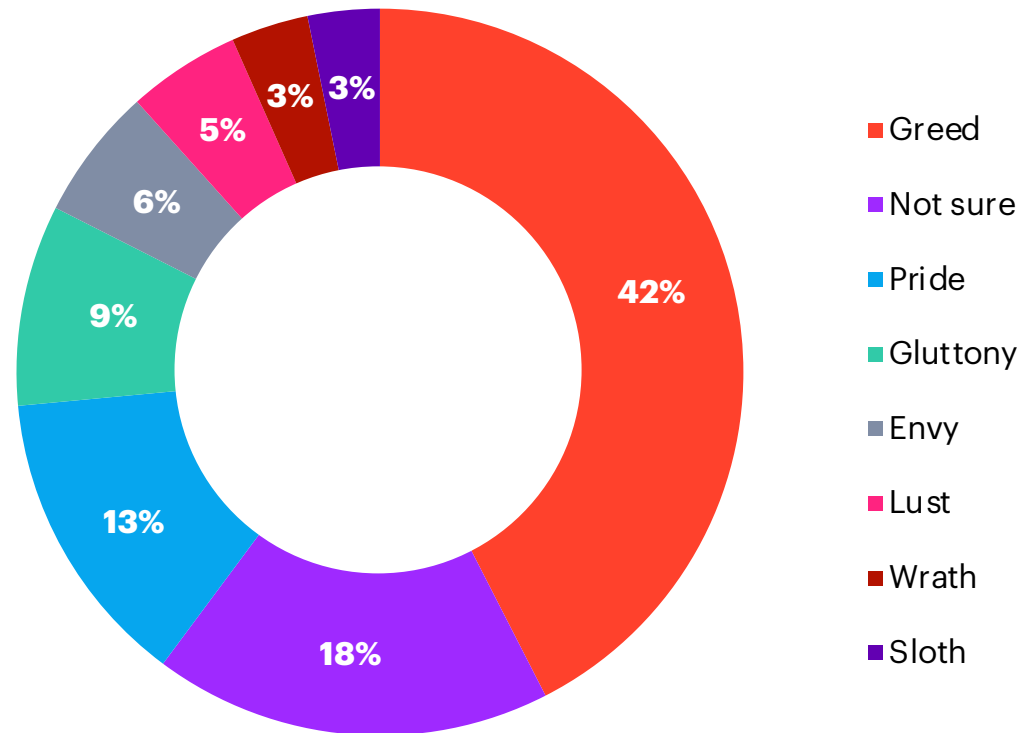
YouGov Profiles: November 2024 (n> 54,000)



Americans say greed is their biggest weakness: Is Value about getting more?

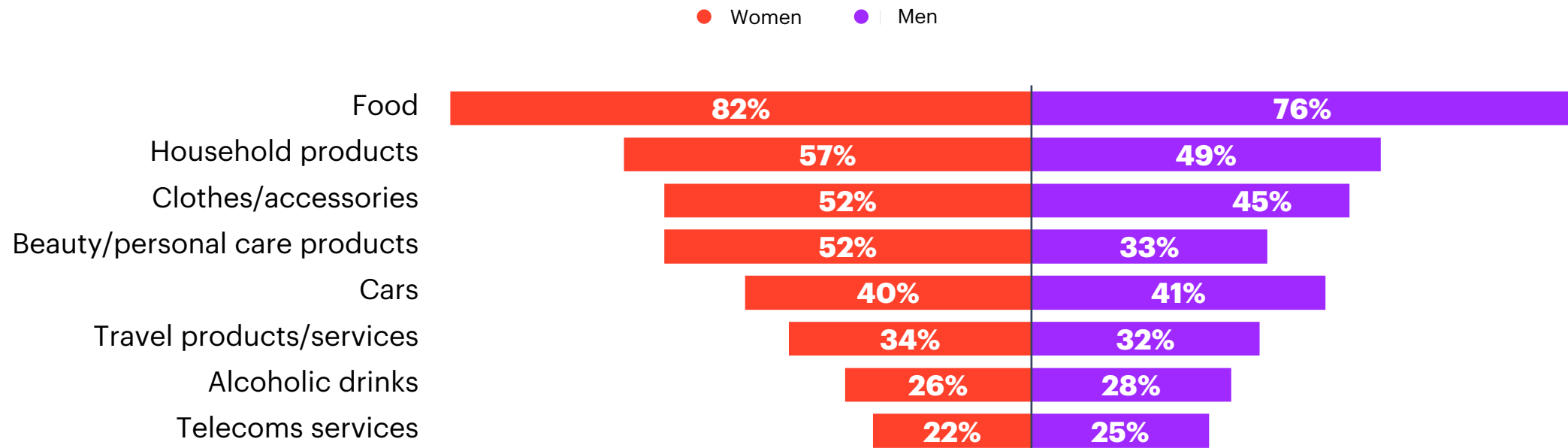
Greed 3x more likely to be named as the biggest weakness than Pride, the next 'deadly sin'

Which of the following is the biggest weakness of Americans overall? (US gen pop)



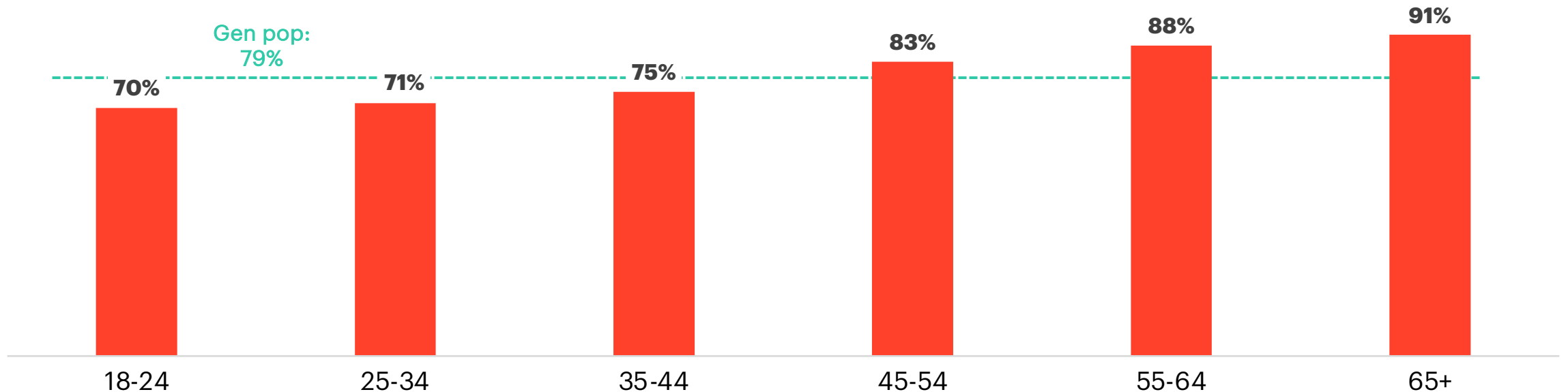
Women more likely to notice price increases across most industries

Have noticed a significant increase in prices over the past six months



91% of Americans aged 65+ have noticed a significant increase in food product prices

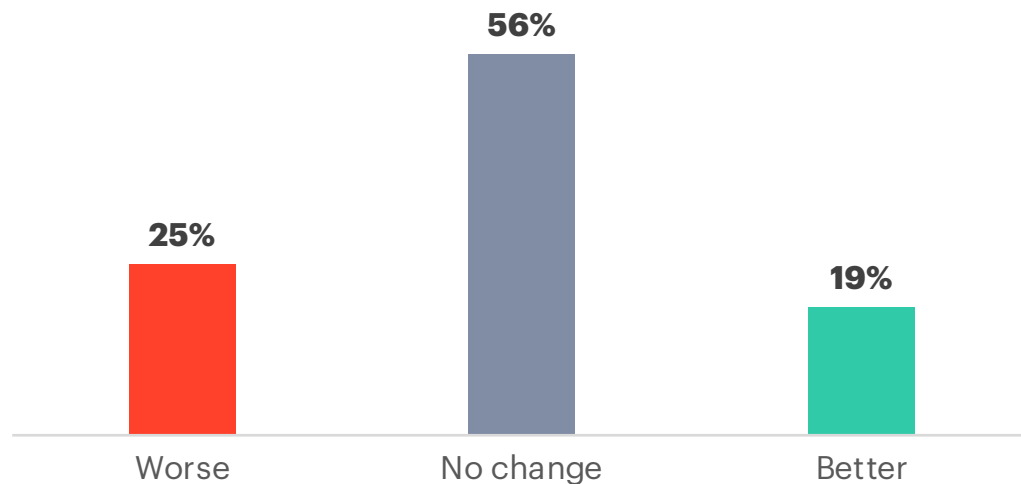
Have noticed a significant increase in food product prices over the past six months



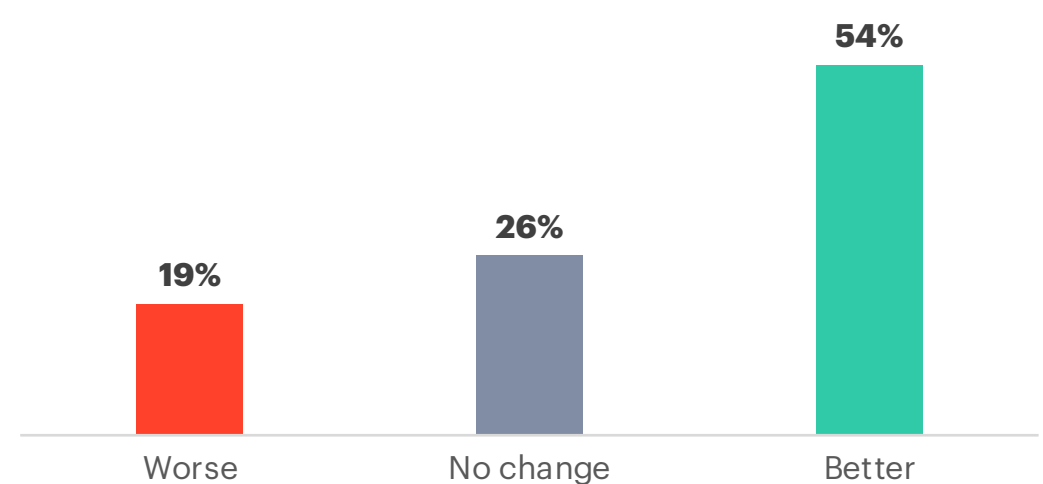
Americans are more likely to have worse finances, but are very optimistic for 2025

Household financial situation

Change since last month (12 month average)



Expected change in 12 months (Nov 2024)



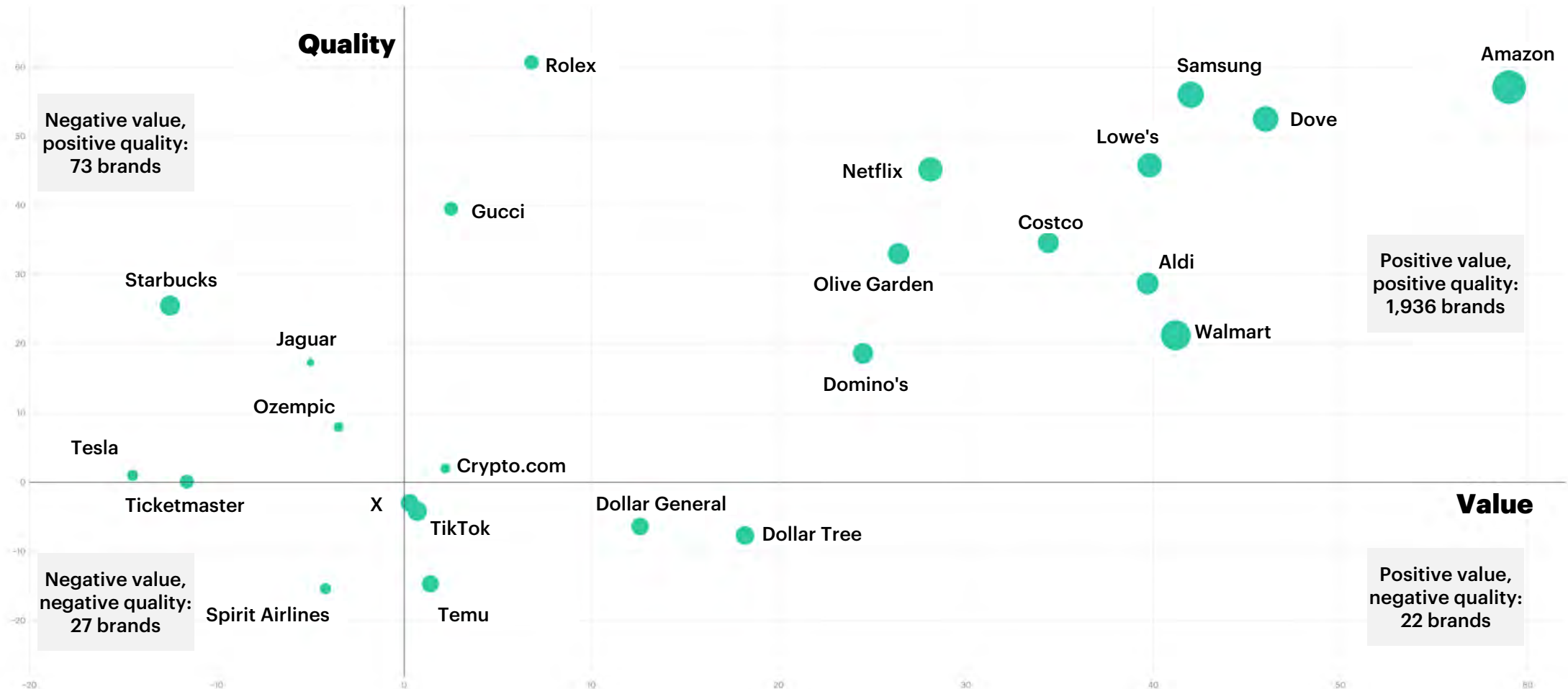
YouGov Profiles: November 25, 2024; Responses reweighted after removing respondents who said "Don't know"

Q: Compared to one month ago, how has your household's financial situation changed? 12-month moving average (US gen pop: n> 177,000)

Q: How do you think your household's financial situation will have changed 12 months from now? Last 30 days (US gen pop: n> 38,000)

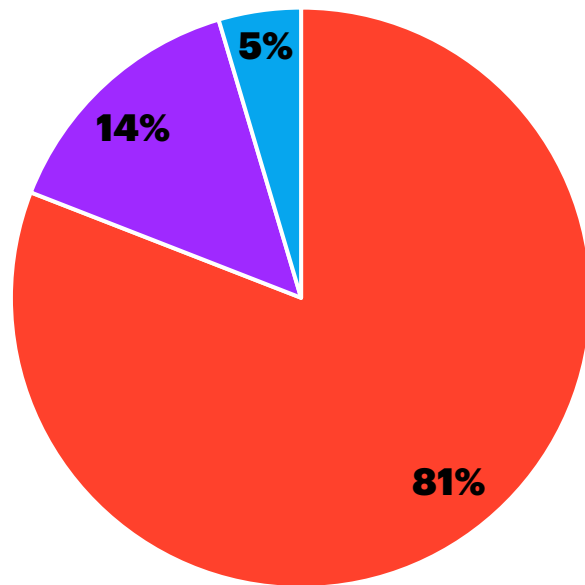
How does a brand's Quality correspond to its Value?

Circle sizes represent the percentage of Americans who would consider purchasing from a brand when they are in-market.



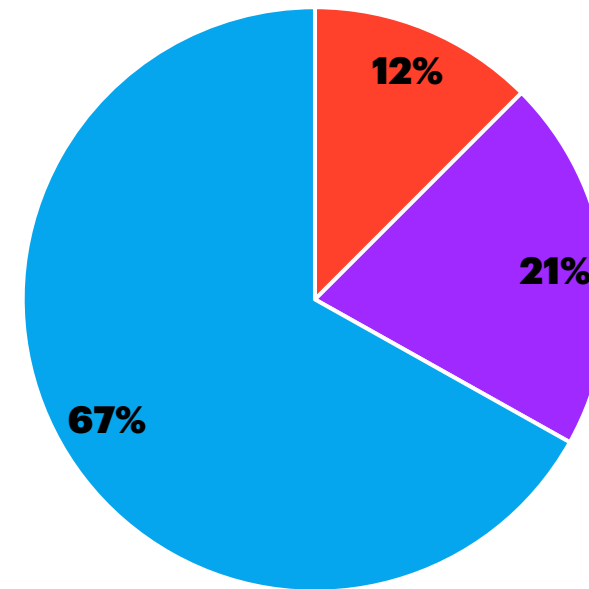
Surprise price increases have larger impact than surprise discounts, but both are significant

Likelihood of booking again with carrier who **increases price** by \$50 at check-in (US gen pop)



■ Less likely ■ About the same ■ More likely

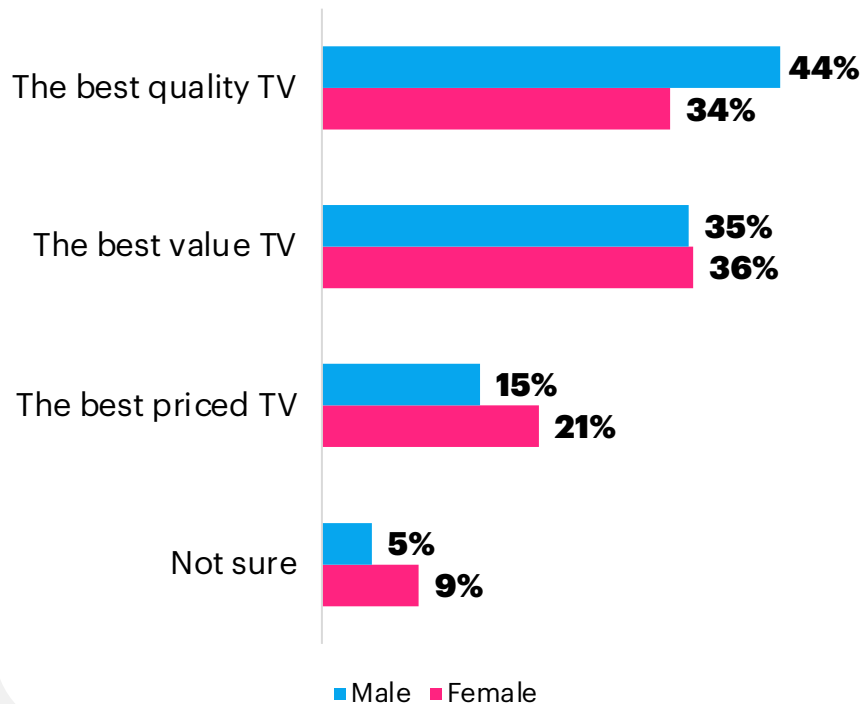
Likelihood of booking again with carrier who **decreases price** by \$50 at check-in (US gen pop)



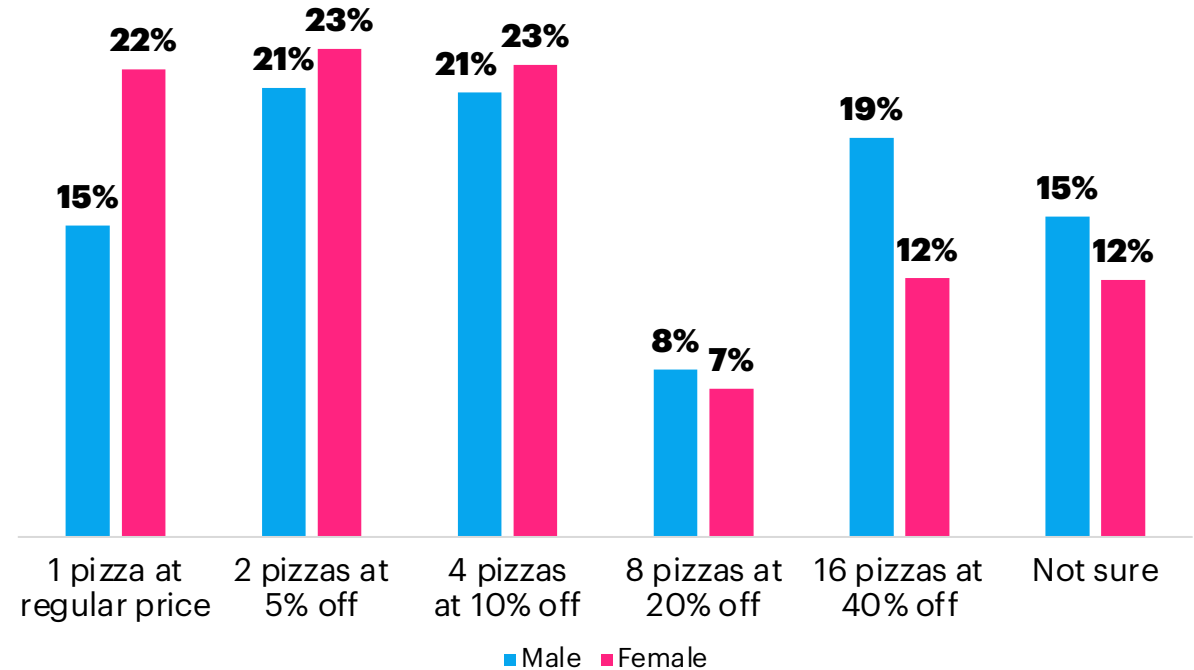
■ Less likely ■ About the same ■ More likely

Men more likely to look for quality in TVs, but value in bulk frozen pizzas

Imagine you are shopping for a new TV. Which of the following best describes what you would choose?



Imagine that you are at the supermarket shopping for your favorite frozen pizza. Assuming you had unlimited freezer space at home, which of the following deals appeal the most?





Which industries are the best deals?

Which industries are the best deals?

In the process of determining the best “bang for your buck” brands, we looked at survey responses of hundreds of thousands of Americans over the course of 2023 and 2024.

Those surveys included questions about more than 2,000 brands across 40+ industries.

When asked about perception of value, respondents are given a list of related brands for each industry and then asked to select all the brands they think represent a **good value for money**. They are then asked to select the brands they think are a **poor value for money**.

The **value score** for each brand combines the positive and negative responses to form a net total.

While brands within an industry vary on how good of a deal they might be with each other, industries themselves also show variances.

To understand these industry-level variances, we took the average of all brands within an industry.

Which industries do Americans think provide the best deals, and which have improved the most over the past year?



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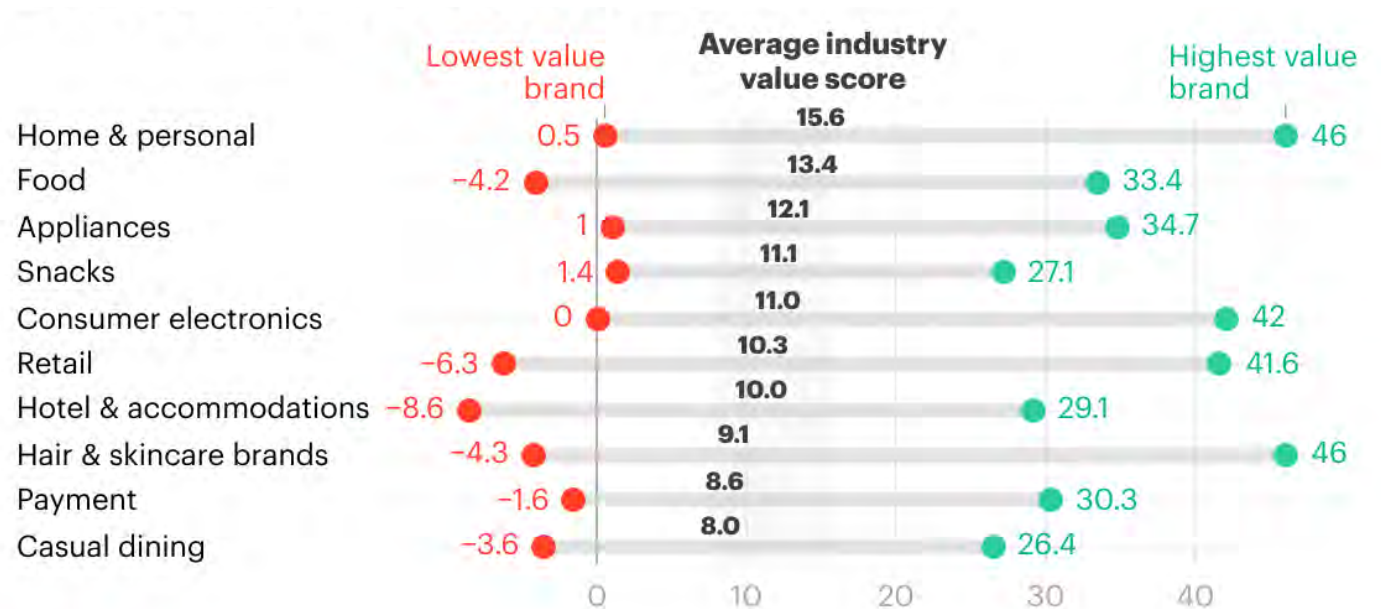
Which industry is the best deal?

This slide shows the average **value score** for all brands in an industry or sector.

The **black number** represents each industry's average net value score.

The **red number** represents the brand that is worst deal in the industry, while the **green number** represents industry's best value brand.

Best value industries of 2024



YouGov

YouGov BrandIndex | November 1, 2023 - October 31, 2024

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YouGov BrandIndex: Nov 1, 2023 – Oct 31, 2024. Numbers displayed reflect average of Net value scores for all brands in an industry. Full-year sample per brand ranges from 9,200 to 46,500. 2,015 brands exceed a sample of 15,000 respondents.

Which industries are turning into better deals?

On average, Americans think car makers are a better value now than they did in 2023.

Most improved value industries of 2024

Industry	Average industry value score in 2024	Average industry value score in 2023	Difference
Car brands	7.1	4.5	2.6
Cable & streaming	5.4	3.3	2.1
Airlines	4.5	2.6	1.9
Video Game Franchises	5.8	3.9	1.8
Gambling	-0.6	-2.4	1.7
Consumer banks	3.5	1.8	1.7
Fashion	6.3	4.7	1.7
Hotel & accommodations	9.1	7.6	1.5
Consumer electronics	10.3	8.8	1.5
Travel	7.1	5.6	1.5

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YouGov BrandIndex: Nov 2023 to Oct 2024 vs Nov 2022 to Oct 2023. Numbers displayed reflect average of Net value scores for all brands in an industry. Full-year sample per brand ranges from 9,200 to 46,500. 2,015 brands exceed a sample of 15,000 respondents.

Rankings methodology

The insights in this report come from [YouGov BrandIndex](#), a daily brand tracking tool that measures consumer perceptions across 16 key metrics and is available in 56 markets worldwide.

This analysis looks at respondents in the US for one of these metrics: Value. When asked about Value, respondents are given a list of related brands for each industry, and then asked to select all the brands they think represent a good value for money. They are then asked to select the brands from that list they think are a poor value for money.

The Value for each brand combines the positive and negative responses to form a net total.

To qualify, brands must have survey responses available for at least 183 days between November 1, 2023, and October 31, 2024. A minimum base size of 300 (n) is also required, though all brands measured in this report far exceed this threshold.

Comparative analyses (such as high vs low income) are ranked by the difference in Value between the two groups. The net Value score for Trader Joe's is 25.1 for high-income Americans and 10.0 for low-income Americans. This difference of 15.1 places Trader Joe's higher in the ranking than IKEA, despite the latter having a higher value score among high income Americans (35.7). Value scores are rounded to the nearest decimal point, and differences are determined from those rounded scores.

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Which brands do Americans think represent the best deal?

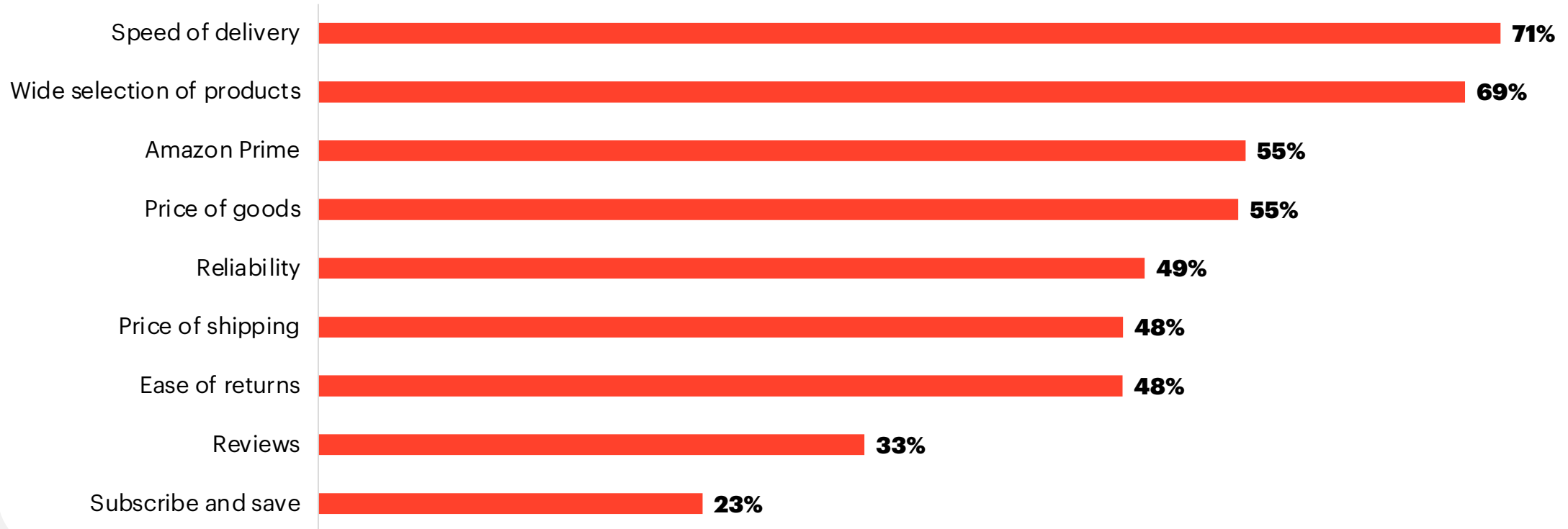
Rank	Brand	Sector	Net value score – Gen pop
1	Amazon	Online brands	59.0
2	Dove	Hair & skincare brands	46.0
3	Dawn	Home & personal	46.0
4	Amazon Prime	Online brands	45.2
5	Vaseline	Hair & skincare brands	42.2
6	Samsung	Consumer electronics	42.0
7	Home Depot	Retail	41.6
8	Toyota	Car brands	41.5
9	Walmart	Retail	41.2
10	Lowe's	Retail	39.8

YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Each brand: n> 9,200)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

Amazon wins at Value because of speed, selection, and membership benefits

According to YouGov BrandIndex, Amazon is the best value in America.
Why do you think this is? (US gen pop)



Which brands do Americans think is a better deal this year than last year?

Rank	Brand	Sector	2024 net value score	2023 net value score	Difference
1	Nike	Fashion	21.1	12.6	8.5
2	Rolex	Fashion	6.8	-1.0	7.8
3	Amazon	Online brands	59.0	51.2	7.8
4	Gucci	Fashion	2.5	-5.1	7.6
5	FIFA	Video Game Franchises	12.4	5.3	7.1
6	Disneyland / Disney World	Travel	-6.3	-13.3	7.0
7	Crypto.com	Investment	2.2	-4.8	7.0
8	Bank of America	Consumer banks	4.2	-2.6	6.8
9	eBay	Online brands	30.5	24.0	6.5
10	Mercedes-Benz	Car brands	4.5	-1.9	6.4

YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Each brand: n> 9,200)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

Which brands do Americans in different regions think is the best deal?

Rank	Gen pop	Northeast	South	Midwest	West
1	Amazon	Amazon	Amazon	Amazon	Amazon
2	Dove	Dove	Dawn	Aldi	Costco
3	Dawn	Amazon Prime	Amazon Prime	Dawn	Toyota
4	Amazon Prime	Dawn	Dove	Dove	Amazon Prime
5	Vaseline	Samsung	Walmart	Amazon Prime	Dove
6	Samsung	Aldi	Lowe's	Vaseline	Home Depot
7	Home Depot	Walmart	Home Depot	BAND-AID	Samsung
8	Toyota	Vaseline	Vaseline	Menards	Dawn
9	Walmart	Home Depot	Toyota	Samsung	Vaseline
10	Lowe's	Toyota	Samsung	Walmart	Walmart

YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Each brand – NE: n> 2,000; S: n> 3,200; MW: n> 1,900; W: n> 1,700)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank

Which brands do Americans with different incomes think is the best deal?

Rank	Gen pop	Low income	Middle income	High income
1	Amazon	Amazon	Amazon	Amazon
2	Dove	Dawn	Dove	Costco
3	Dawn	Dove	Amazon Prime	Toyota
4	Amazon Prime	Walmart	Dawn	Amazon Prime
5	Vaseline	Samsung	Toyota	Dove
6	Samsung	Amazon Prime	Vaseline	Lowe's
7	Home Depot	Vaseline	Home Depot	Vaseline
8	Toyota	Home Depot	Samsung	Dawn
9	Walmart	BAND-AID	Aldi	Home Depot
10	Lowe's	Aldi	Lowe's	Samsung

YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Each brand – Low income: n> 3,100; Middle: n> 3,500; High: n> 775)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank

Brands that more high-income Americans think are a good deal

Rank	Brand	Sector	Value score: high income	Value score: low income	Difference
1	Costco	Retail	49.0	24.7	24.3
2	Courtyard by Marriott	Hotels & accommodations	32.5	15.6	16.9
3	Trader Joe's	Grocery	25.1	10.0	15.1
4	Hilton Garden Inn	Hotels & accommodations	25.4	11.1	14.3
5	Nordstrom Rack	Retail	20.3	6.3	14.0
6	Vanguard	Investment	22.0	8.1	13.9
7	Fidelity	Investment	27.1	13.2	13.9
8	IKEA	Retail	35.7	21.9	13.8
9	REI	Retail	19.5	5.8	13.7
10	Guinness	Beer & hard seltzers	22.1	9.9	12.2

YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Each brand – Low income: n> 3,100; High income: n> 775)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank

Brands that more low-income Americans think are a good deal

Rank	Brand	Sector	Value score: low income	Value score: high income	Difference
1	PowerBall	Gambling	10.0	-10.8	20.8
2	Mega Millions	Gambling	9.3	-9.3	18.6
3	Dollar Tree	Retail	25.0	6.9	18.1
4	Dollar General	Retail	19.8	3.3	16.5
5	Golden Corral	Casual dining	21.0	5.2	15.8
6	SunnyD	Soft drinks & beverages	15.1	0.0	15.1
7	Ticketmaster	Online brands	-6.8	-21.8	15.0
8	Hawaiian Punch	Soft drinks & beverages	16.8	3.1	13.7
9	Jaguar	Car brands	-1.3	-14.8	13.5
10	Walmart	Retail	45.7	32.3	13.4

YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Each brand – Low income: n> 3,100; High income: n> 775)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank

Sector rankings methodology

Looking at hundreds of thousands of YouGov panel surveys, we isolated brands among their competitors to fully understand who's winning (and losing) the value wars.

As with the rest of this report, the brands in this section are ranked by Net Value score based on surveys between November 1, 2023, and October 31, 2024. Brands mentioned must have a sample of 300 or more respondents and been tracked for 183 days to qualify for the ranking.

Many of the "Worst value" brands identified in this section actually have a positive net Value, but appear where they do in the list because they are lower than other brands in their category.

The 26 sectors included in this report are: Airlines, Appliances, Beer & hard seltzers, Cable & streaming, Car brands, Casual dining, Fast food & QSR, Consumer electronics, Drugs & medical, Fashion, Food, Gambling, Grocery, Hair & skincare, Home & personal, Hotel & accommodations, Insurance, Investment, Liquor, Online brands, Retail, Soft drinks & beverages, Travel, Video game franchises, and Video game publishers.

Petcare brands have been excluded from the Home & personal ranking, Health insurance brands have been excluded from the Insurance ranking, free brands have been excluded from the Online brands ranking, and self-driving cars have been removed from the Travel ranking.

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What are America's best and worst deals for **airlines**?

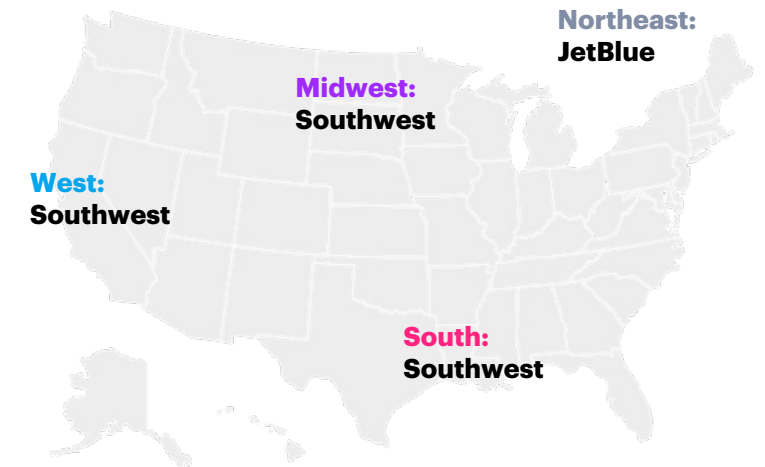
Best perceived value

	Brand name	Value score
1	Southwest	22.0
2	Delta Air Lines	12.1
3	American Airlines	11.8
4	United Airlines	11.1
5	JetBlue	9.5

Worst perceived value

	Brand name	Value score
1	Spirit Airlines	-4.2
2	Air India	0.1
3	Frontier	0.5
4	Aeromexico	1.1
5	Cathay Pacific	1.5

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 13,300)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **appliances**?

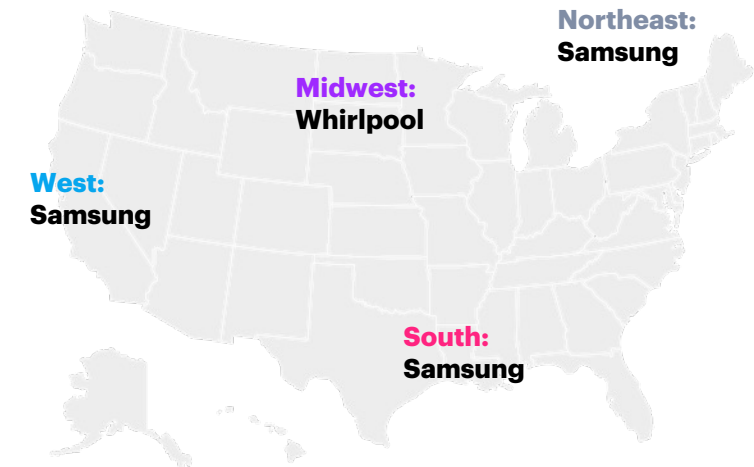
Best perceived value

	Brand name	Value score
1	Samsung	34.7
2	LG	33.5
3	Whirlpool	29.6
4	KitchenAid	27.3
5	Maytag	23.7

Worst perceived value

	Brand name	Value score
1	Gaggenau	1.0
2	Molekule	1.1
3	IQAir	1.5
4	Blueair	1.9
5	Beko	2.2

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 21,600)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **beer & hard seltzers**?

Best perceived value

	Brand name	Value score
1	Heineken	15.0
2	Guinness	13.4
3	Samuel Adams	11.8
4	Blue Moon	11.0
5	Modelo	10.0

Worst perceived value

	Brand name	Value score
1	Keystone Light	-0.5
2	Bud Light Seltzer	-0.4
3	O'Doul's Premium	-0.4
4	De Kuyper Zero	0.5
5	Lift Bridge Hard Seltzer	0.7

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 9,200)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **cable & streaming**?

Best perceived value

	Brand name	Value score
1	Netflix	28.1
2	Amazon Prime Video	27.4
3	Hulu	19.1
4	Roku Channel	13.8
5	Paramount+	13.4

Worst perceived value

	Brand name	Value score
1	DirecTV	-10.0
2	Dish Network	-9.9
3	Spectrum	-3.2
4	Xfinity	-3.0
5	Cox	-1.8

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 46,500)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **car brands**?

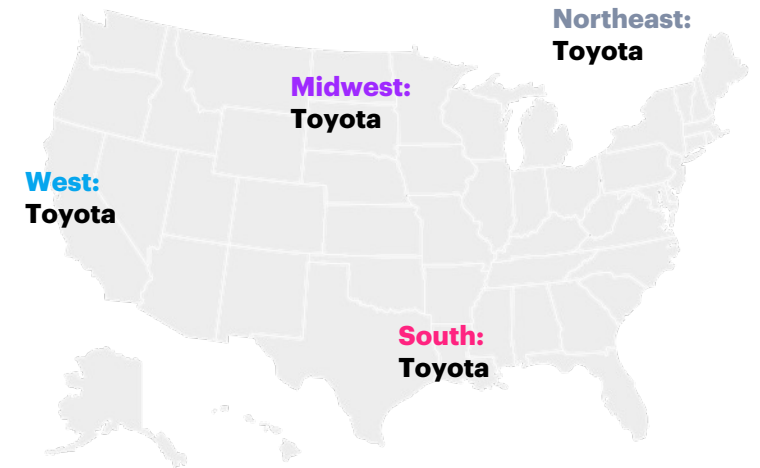
Best perceived value

	Brand name	Value score
1	Toyota	41.5
2	Honda	32.8
3	Subaru	21.0
4	Chevrolet	19.6
5	Ford	18.6

Worst perceived value

	Brand name	Value score
1	Tesla	-14.5
2	Jaguar	-5.0
3	Alfa Romeo	-4.2
4	Porsche	-0.9
5	Triumph	-0.4

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 29,200)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **casual dining**?

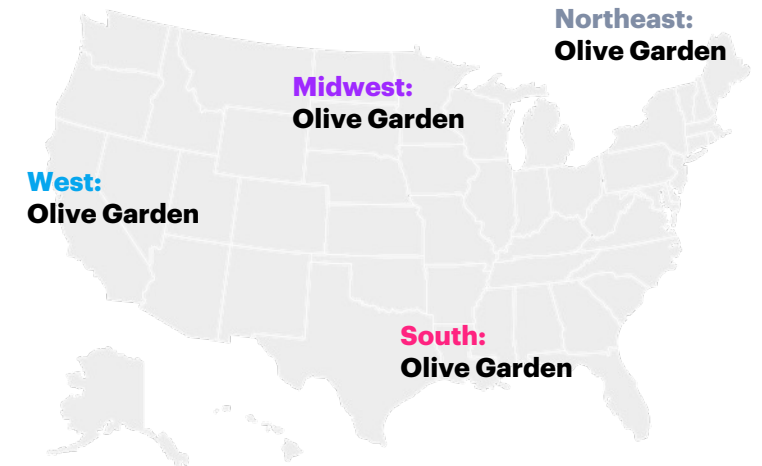
Best perceived value

	Brand name	Value score
1	Olive Garden	26.4
2	Texas Roadhouse	21.1
3	Cracker Barrel	20.9
4	Applebee's	19.9
5	Chili's	18.1

Worst perceived value

	Brand name	Value score
1	Hooters	-3.6
2	Benihana	2.2
3	Joe's Crab Shack	2.7
4	Bahama Breeze	3.1
5	P.F. Chang's	3.5

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 17,000)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **fast food & QSR?**

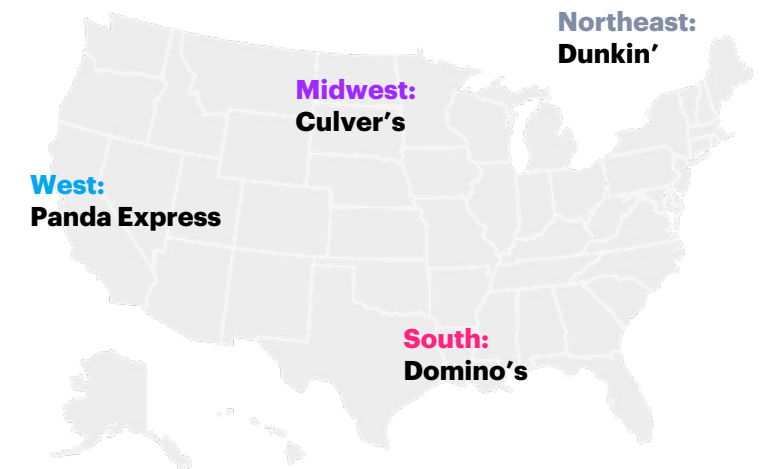
Best perceived value

	Brand name	Value score
1	Domino's	24.5
2	Dairy Queen	22.7
3	IHOP	21.7
4	Denny's	21.6
5	Little Caesars	21.2

Worst perceived value

	Brand name	Value score
1	Starbucks	-12.5
2	Long John Silver's	0.2
3	Carl's Jr	0.8
4	Quiznos	0.9
5	Wienerschnitzel	1.0

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 34,500)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **consumer electronics**?

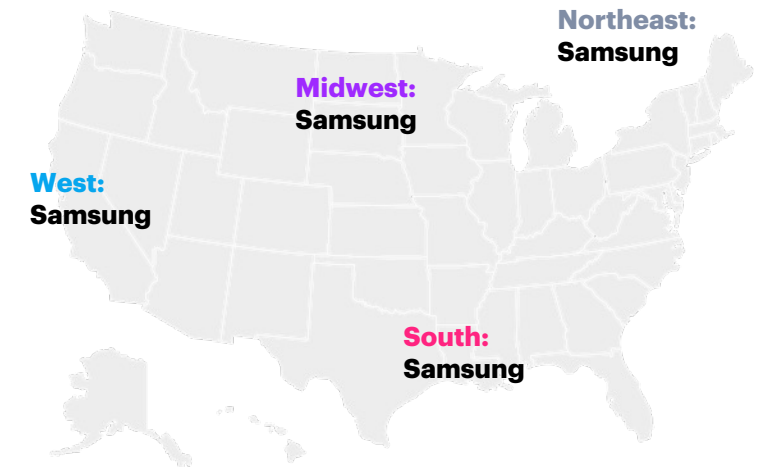
Best perceived value

	Brand name	Value score
1	Samsung	42.0
2	LG	32.0
3	Sony	29.1
4	Roku	26.3
5	HP	26.0

Worst perceived value

	Brand name	Value score
1	Beats by Dre	0.0
2	Apple Vision Pro	0.4
3	McAfee	0.8
4	Oura	1.1
5	Huawei	1.2

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 20,900)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **drugs & medical**?

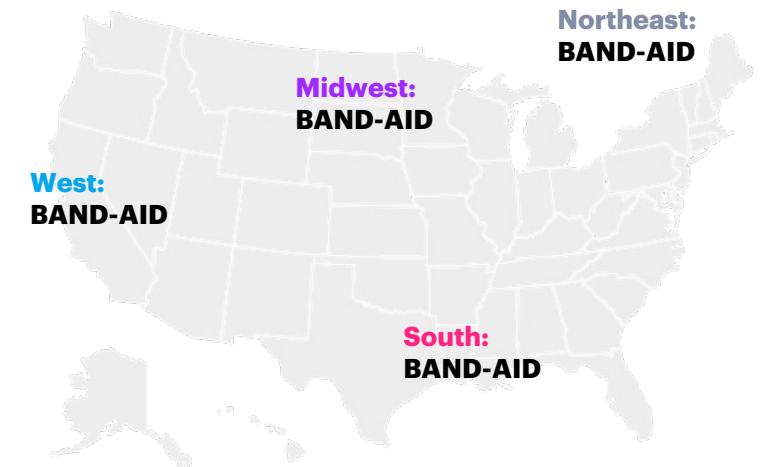
Best perceived value

	Brand name	Value score
1	BAND-AID	39.2
2	Tylenol	34.0
3	Tums	32.3
4	Neosporin	28.6
5	Nature Made	26.6

Worst perceived value

	Brand name	Value score
1	Ozempic	-3.5
2	Viagra	0.7
3	Jardiance	0.8
4	Rinvoq	1.1
5	Dupixent	1.6

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 13,600)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **fashion**?

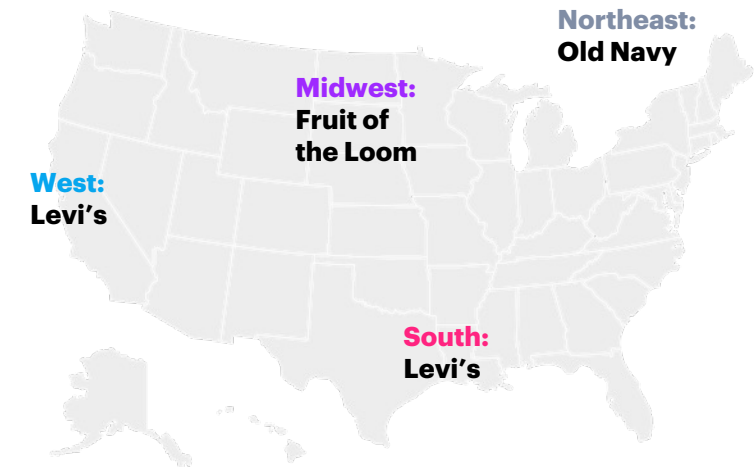
Best perceived value

	Brand name	Value score
1	Old Navy	35.7
2	Levi's	34.6
3	Fruit of the Loom	33.1
4	Hanes	32.8
5	Skechers	32.0

Worst perceived value

	Brand name	Value score
1	lululemon	-4.8
2	Abercrombie & Fitch	-3.3
3	De Beers	-3.1
4	Jimmy Choo	-1.3
5	Louboutin	-0.5

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 23,400)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **food**?

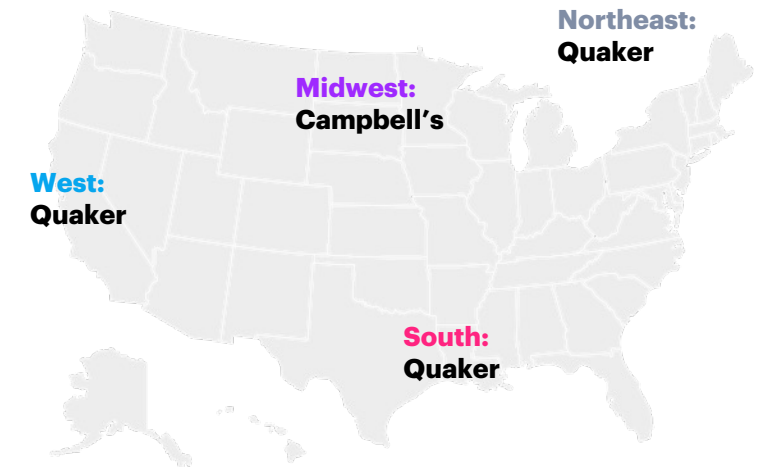
Best perceived value

	Brand name	Value score
1	Quaker	33.4
2	Campbell's	31.4
3	Kraft	30.8
4	Cheerios	29.3
5	Pillsbury	28.3

Worst perceived value

	Brand name	Value score
1	Beyond Meat	-4.2
2	Impossible Foods	-2.0
3	Omaha Steaks	-0.8
4	White Castle Frozen Sliders	-0.5
5	ButcherBox	1.4

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 16,900)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **gambling**?

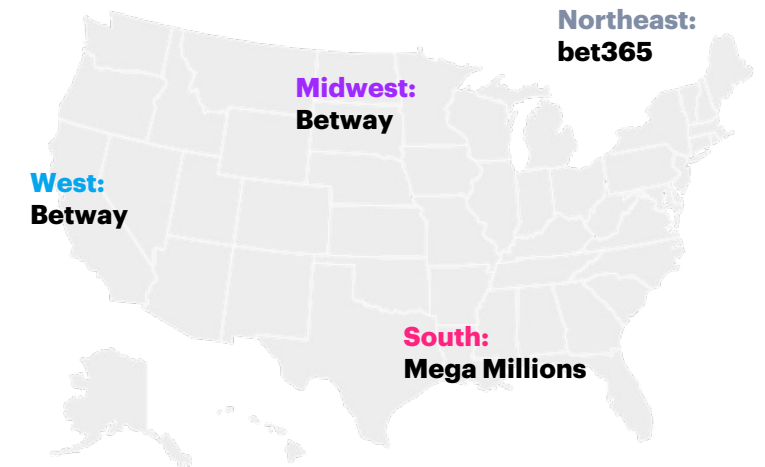
Best perceived value

	Brand name	Value score
1	Betway	4.8
2	bet365	4.7
3	Mega Millions	3.0
4	ESPN BET	2.8
5	888sport	2.5

Worst perceived value

	Brand name	Value score
1	Caesars Palace	-8.5
2	Harrah's	-6.3
3	MGM Grand	-6.2
4	Bally's	-6.1
5	DraftKings	-5.3

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 20,100)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **grocery**?

Best perceived value

	Brand name	Value score
1	Aldi	39.7
2	Kroger	19.0
3	Trader Joe's	14.9
4	Save A Lot	9.6
5	Publix	8.5

Worst perceived value

	Brand name	Value score
1	Whole Foods Market	-5.2
2	7-Eleven	-3.7
3	Raley's	0.9
4	Harris Teeter	2.2
5	Giant Eagle	2.5

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 22,400)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **hair & skincare brands**?

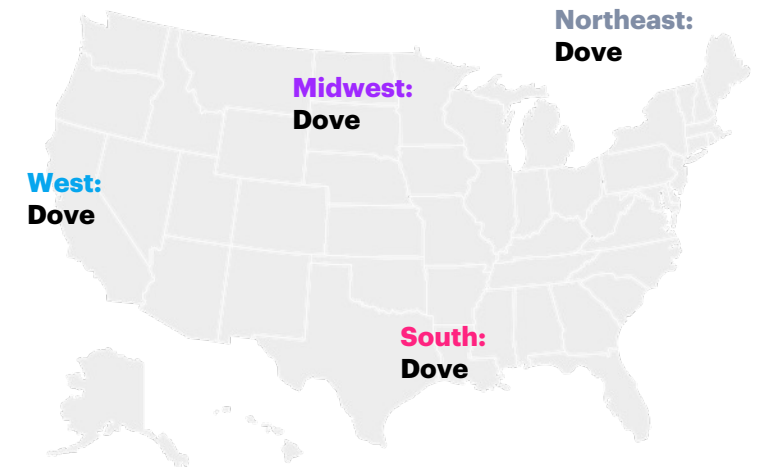
Best perceived value

	Brand name	Value score
1	Dove	46.0
2	Vaseline	42.2
3	Head & Shoulders	27.1
4	Neutrogena	26.6
5	Gold Bond	24.2

Worst perceived value

	Brand name	Value score
1	Amway	-4.3
2	Rogaine	-2.4
3	Estée Lauder	0.5
4	Roosters Men's Grooming Center	0.7
5	European Wax Center	0.8

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 17,400)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **home & personal**?

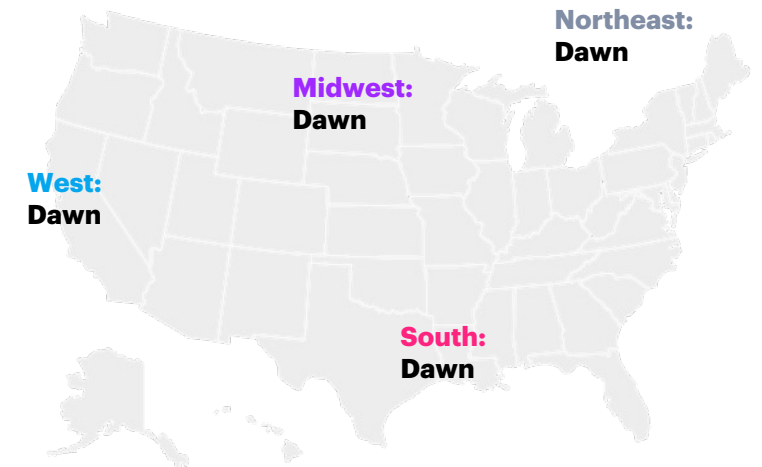
Best perceived value

	Brand name	Value score
1	Dawn	46.0
2	Clorox	34.2
3	Colgate	34.1
4	Crest	31.5
5	Kleenex	29.1

Worst perceived value

	Brand name	Value score
1	SmileDirectClub	0.5
2	Nair	2.1
3	Invisalign	2.3
4	Axe	5.1
5	ACT	7.0

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 19,200)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **hotels & accommodations**?

Best perceived value

	Brand name	Value score
1	Holiday Inn Express	29.1
2	Holiday Inn	27.3
3	Comfort Inn	22.9
4	Best Western	22.3
5	Hampton Inn	21.9

Worst perceived value

	Brand name	Value score
1	Trump Hotels	-8.6
2	Waldorf-Astoria	0.6
3	Shangri-La	1.9
4	Motel 6	2.0
5	Ritz-Carlton	2.0

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 15,900)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **insurance**?

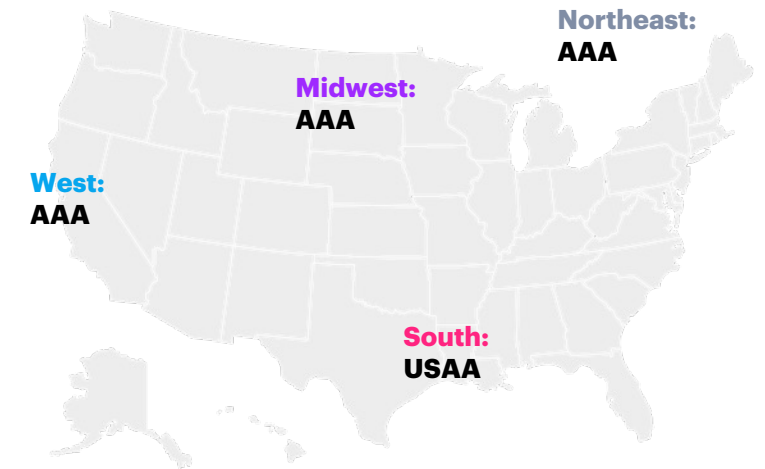
Best perceived value

	Brand name	Value score
1	USAA	13.5
2	AAA	12.8
3	State Farm	10.0
4	Geico	8.1
5	Progressive	8.0

Worst perceived value

	Brand name	Value score
1	Transamerica	0.2
2	Chubb	0.3
3	AIG	0.4
4	Mass Mutual	0.5
5	Aon	0.6

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 17,000)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **investment**?

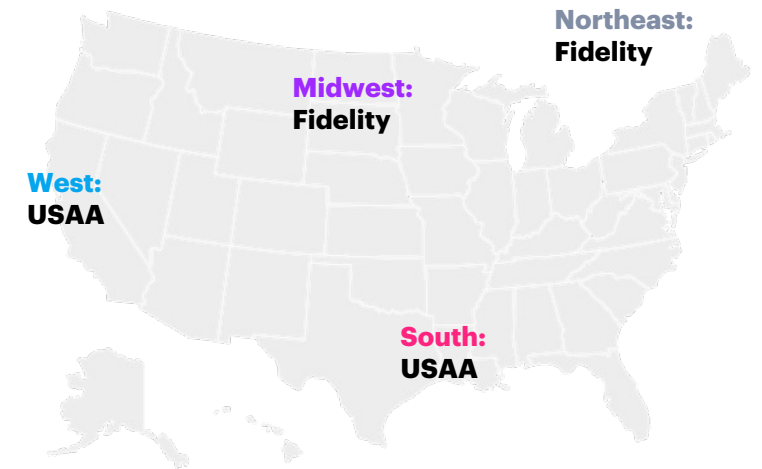
Best perceived value

	Brand name	Value score
1	USAA	18.5
2	Fidelity	17.6
3	Charles Schwab	12.2
4	Vanguard	11.4
5	JPMorgan Chase	10.3

Worst perceived value

	Brand name	Value score
1	BlackRock (iShares)	-1.9
2	Goldman Sachs	0.1
3	Wells Fargo Advisors	0.4
4	Earnest	1.0
5	Webull	1.8

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 25,900)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **liquor**?

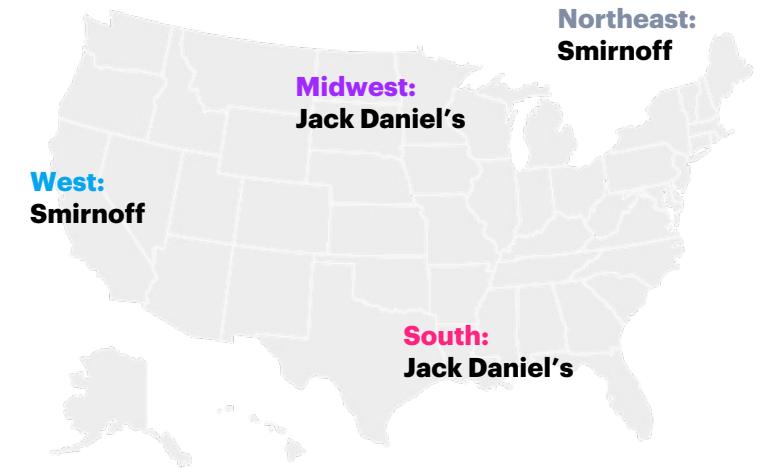
Best perceived value

	Brand name	Value score
1	Jack Daniel's	18.9
2	Smirnoff	18.7
3	Bacardi	17.3
4	Baileys	16.0
5	Captain Morgan	13.6

Worst perceived value

	Brand name	Value score
1	Jägermeister	0.6
2	Casa Noble	1.5
3	High West	1.7
4	Aperol	2.2
5	Basil Hayden's	2.3

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 16,500)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **online brands**?

Best perceived value

	Brand name	Value score
1	Amazon	59.0
2	Amazon Prime	45.2
3	eBay	30.5
4	Spotify	22.7
5	GoodRx	22.4

Worst perceived value

	Brand name	Value score
1	Ticketmaster	-11.6
2	Tinder	-6.3
3	eHarmony	-4.8
4	Match.com	-4.8
5	Grubhub	-2.8

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 24,100)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **retail**?

Best perceived value

	Brand name	Value score
1	Home Depot	41.6
2	Walmart	41.2
3	Lowe's	39.8
4	Costco	34.4
5	Best Buy	33.3

Worst perceived value

	Brand name	Value score
1	Jenny Craig	-6.3
2	Neiman Marcus	-4.1
3	Nutrisystem	-3.3
4	Saks	-2.0
5	Bloomingdale's	-2.0

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 12,600)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **snacks**?

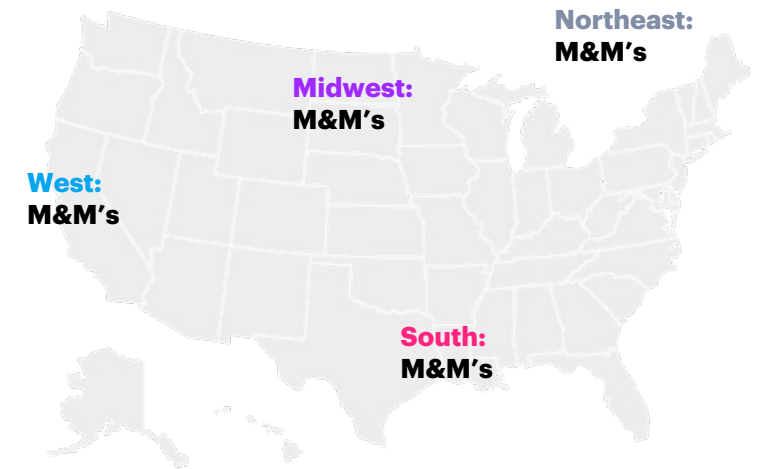
Best perceived value

	Brand name	Value score
1	M&M's	29.1
2	Ritz	27.1
3	Hershey	26.9
4	Oreo	23.4
5	Snickers	23.4

Worst perceived value

	Brand name	Value score
1	Larabar	1.4
2	Chobani Gimmies	1.7
3	thinkThin	2.3
4	Quest Nutrition	2.4
5	Jack Link's Beef Jerky	2.5

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 18,600)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **soft drinks & beverages**?

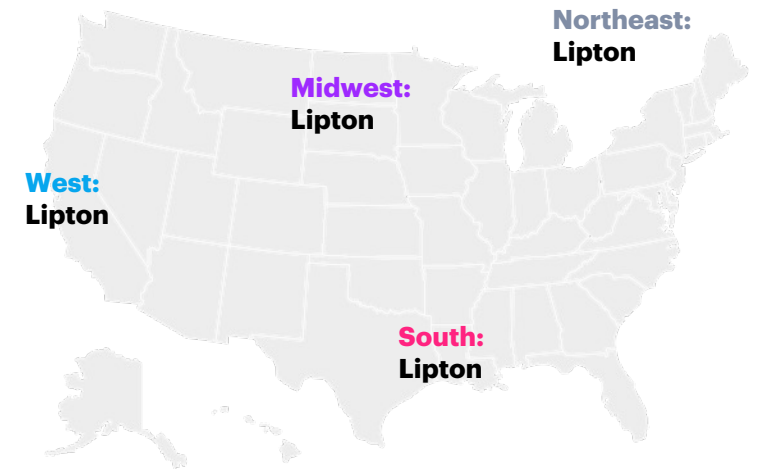
Best perceived value

	Brand name	Value score
1	Lipton	33.6
2	Ocean Spray	26.5
3	Arizona Iced Tea	25.7
4	Welch's	24.9
5	Folgers	22.8

Worst perceived value

	Brand name	Value score
1	Red Bull	-12.5
2	5-Hour Energy	-11.2
3	Monster	-7.9
4	Starbucks Bottled Frappuccino	-7.4
5	Rockstar	-6.1

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 14,300)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **travel**?

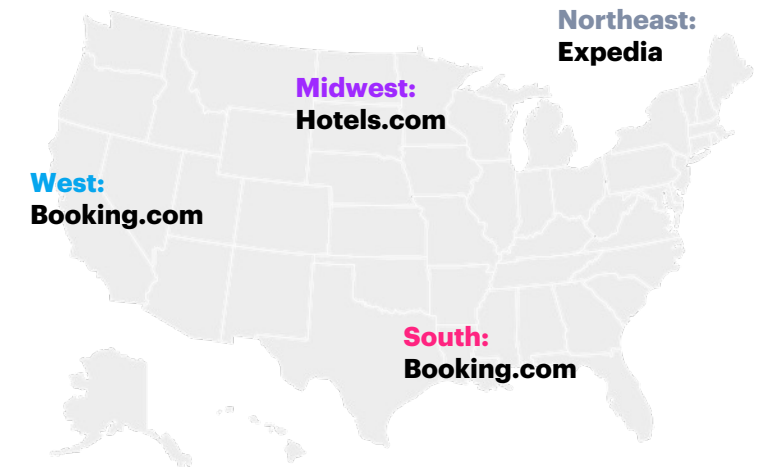
Best perceived value

	Brand name	Value score
1	Hotels.com	18.6
2	Booking.com	18.4
3	Expedia	18.2
4	Enterprise	16.9
5	Budget	15.3

Worst perceived value

	Brand name	Value score
1	Disneyland / Disney World	-6.3
2	Regent Cruise Line	1.5
3	Silversea Cruise Line	1.7
4	Seabourn	1.8
5	Costa Cruises	2.0

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 28,500)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **video game franchises**?

Best perceived value

	Brand name	Value score
1	Super Mario Bros.	27.3
2	Call of Duty	13.1
3	Minecraft	13.1
4	The Legend of Zelda	12.9
5	FIFA	12.4

Worst perceived value

	Brand name	Value score
1	Brawl Stars	1.2
2	Legends of Runeterra	1.6
3	Genshin Impact	1.7
4	Hearthstone	1.8
5	Overwatch	2.2

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 19,600)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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What are America's best and worst deals for **video game publishers**?

Best perceived value

	Brand name	Value score
1	Nintendo	34.5
2	Sony Entertainment	16.7
3	EA Sports	14.8
4	SEGA	12.9
5	Electronic Arts (EA)	10.1

Worst perceived value

	Brand name	Value score
1	Respawn	0.8
2	Codemasters	1.1
3	Take-Two Interactive	1.2
4	Maxis	1.3
5	Bungie	1.3

Regional winners



YouGov BrandIndex: November 1, 2023 – October 31, 2024 (Gen pop: n> 18,500)

Value: Whether a consumer considers a brand to represent good or poor value for money. Net total. Must be tracked 183 days to rank.

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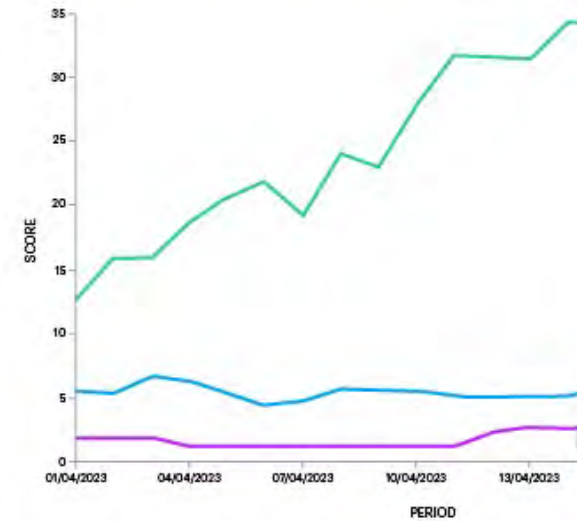
- Advertising awareness
- Brand impression
- Corporate reputation
- Purchase consideration
- Recommendation

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- Advertising receptiveness
- Category spend
- Opinions on current events
- Social media membership
- And much more

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