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/Research Reality



Most persuasive brands 2025

Who's converting Americans down the funnel?

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The data referenced in this report comes from YouGov BrandIndex unless otherwise stated.

Introduction

To turn consumers into customers, brands must compete for their attention, then earn a spot in the consideration set, and finally persuade consumers to choose their product over the competition.

This report analyzes this path-to-purchase for some of America's best-known brands, uncovering purchase funnel leaders for 25+ industries, from airlines and appliances to banks and beer to restaurants and retail.

We also highlight which industries have the toughest competition for customers and uncover the brands winning persuasion battles throughout the purchase funnel.

“

I tend to stick to brands I like



“

I have a favorite brand, but if another brand is on sale I will buy that instead



“

I only buy the best-known brands



● US gen pop

YouGov Profiles: March 2025 (n> 53,000)



Calculating conversion rates

YouGov regularly surveys our consumer research panel about how they feel about brands across 16 different brand health metrics.

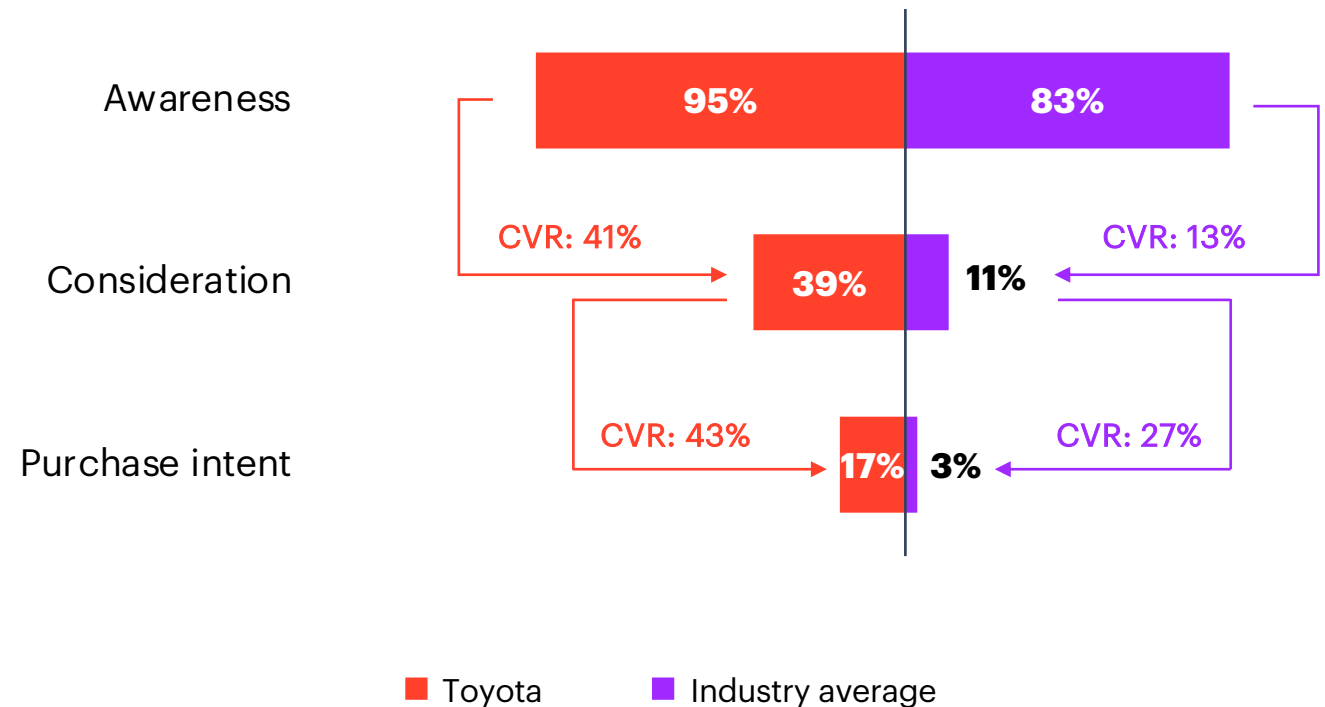
Three of those metrics are analyzed in this report: Awareness, Consideration, and Purchase Intent.

This report ranks brands by conversion rates (CVR) throughout the purchase funnel.

CVR is derived with the formulas:

- **Consideration CVR**
% considering brand divided by % aware of brand (US gen pop)
- **Purchase intent CVR**
% for whom brand is top choice divided by % considering brand (US gen pop)

Example purchase funnel: Toyota vs all car makers



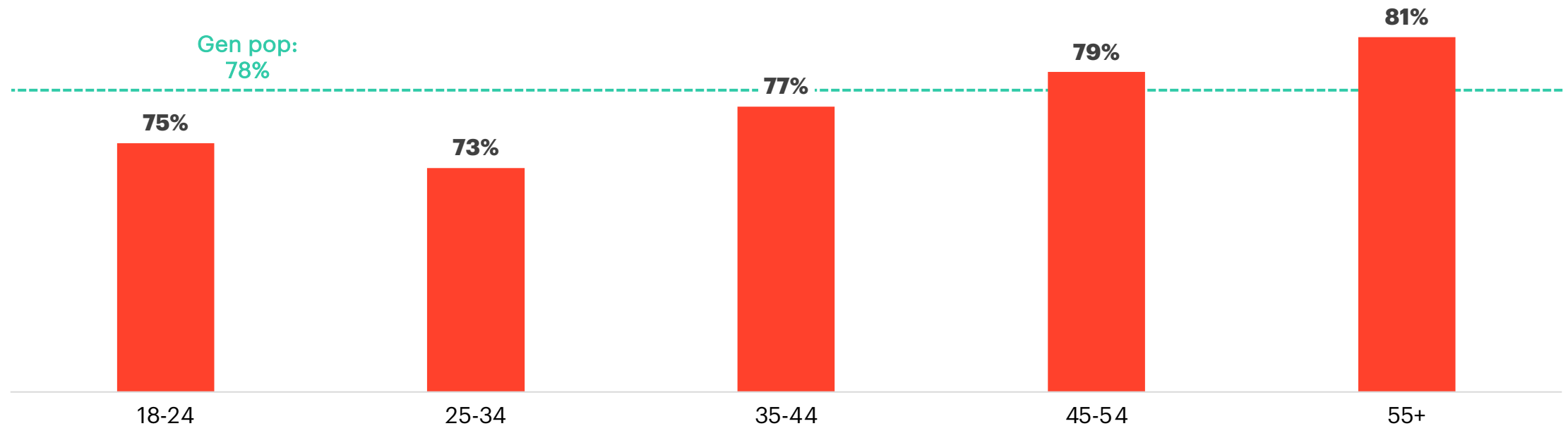
YouGov BrandIndex: March 1, 2024 – February 28, 2025 (US gen pop: n> 30,000) Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware). Consideration: If a consumer would consider a brand the next time they are in the market for a purchase (% considering). Purchase intent: If a consumer would select a brand over all others they are considering (% top choice)

A woman with curly hair is looking at a pink sweater in a clothing store. She is wearing a black jacket and a white shirt. The background shows racks of clothes and a red shirt hanging on a rack.

**But first, how do
different Americans
view brands?**

Brands get more ingrained as Americans grow older, though loyalty is still strong across age groups

% of Americans who **agree** with the statement: "I tend to stick to brands I like"



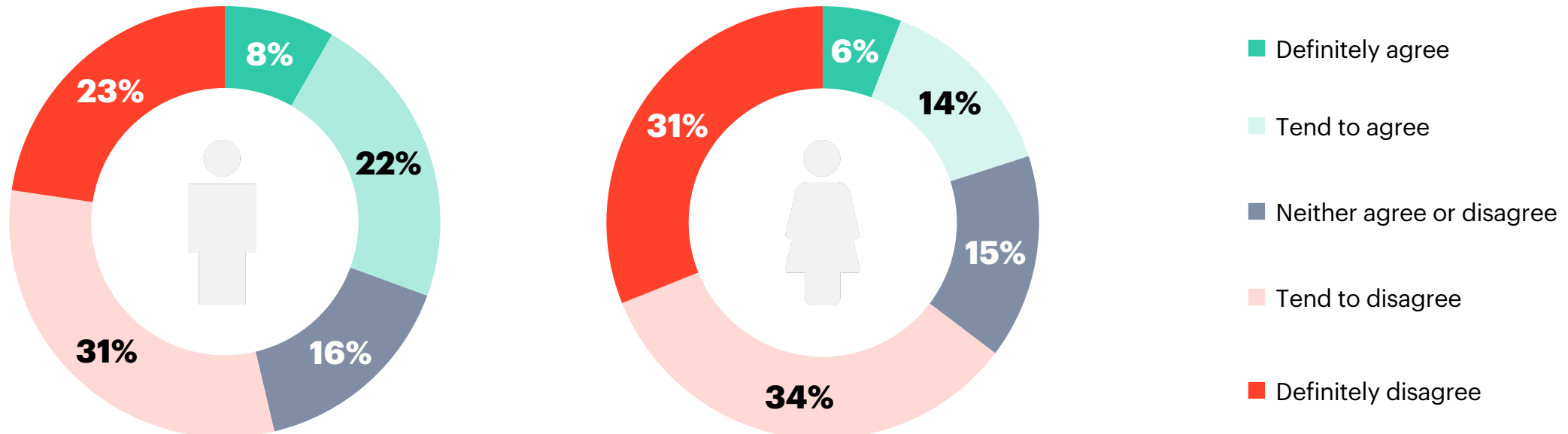
Americans with higher incomes are more likely to stick with their favorite brands regardless of discounts

**% of Americans who agree with the statement:
"I have a favorite brand, but if another brand is on sale I will buy that instead"**



Men are 1.5x more likely than women to say they only buy the best-known brands (30% vs 20%)

Agreement with the statement: "I only buy the best-known brands"



A person is shown from the waist down, carrying several shopping bags. The person is wearing a green skirt and white sneakers. The background is a brick wall illuminated with colorful lights in shades of blue, green, and red. The shopping bags are in various colors and patterns, including brown, white, and blue with snowflake designs.

Now, which industries are the most persuasive?

Which industries are most persuasive?

To determine the most persuasive brands, we looked at survey responses of hundreds of thousands of Americans over the course of 2024 and 2025.

Those surveys included questions about more than 2,000 brands across 25+ industries.

Among other metrics, US consumers shared if they were aware of each brand, if they would consider purchasing or using the brand's products and services, and if so, whether it was their top choice.

While brands within an industry vary on how successfully they move consumers through the purchase funnel, industries themselves also show major variances.

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

A few of industries combine sub-sector analyses. For those industries, industry averages are calculated from the sub-sector averages.

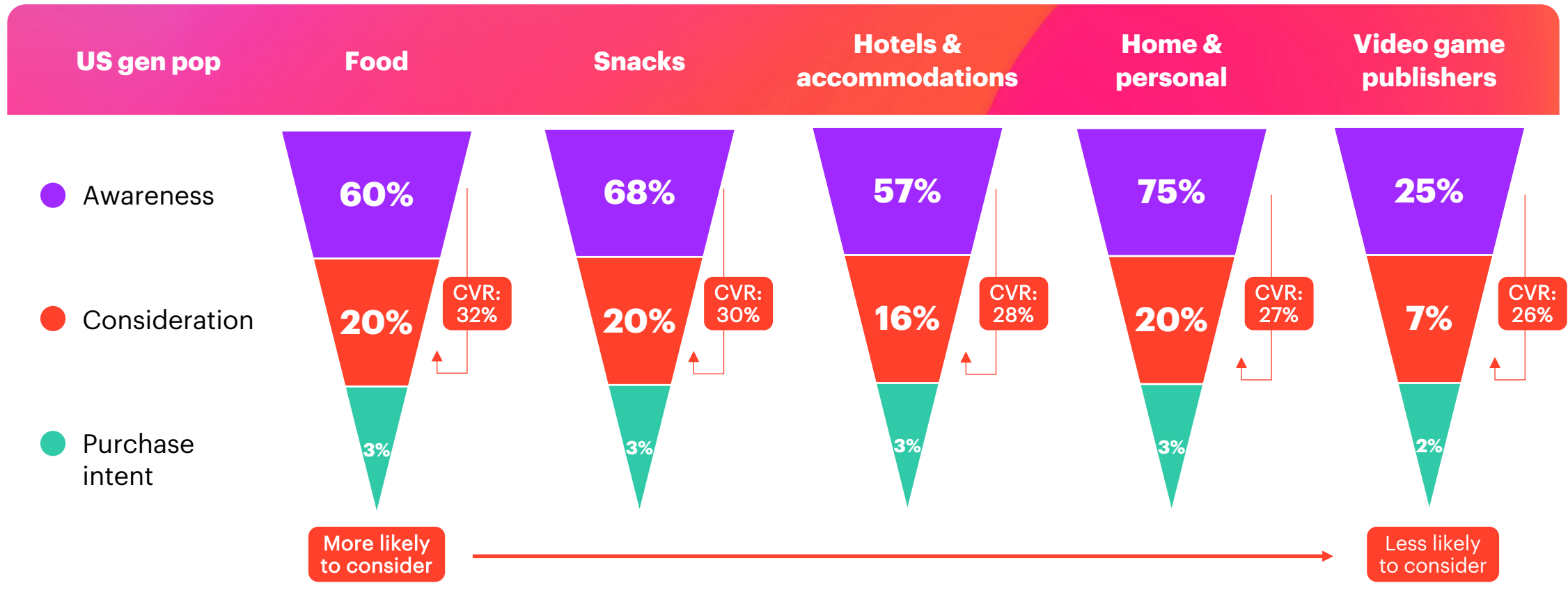
Specific industries impacted are detailed in the sector rankings section of this report.

Which industries are most successful at converting Americans through the purchase funnel?

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Consumers most open to considering various food and snack brands (% US gen pop displayed in visualizations)

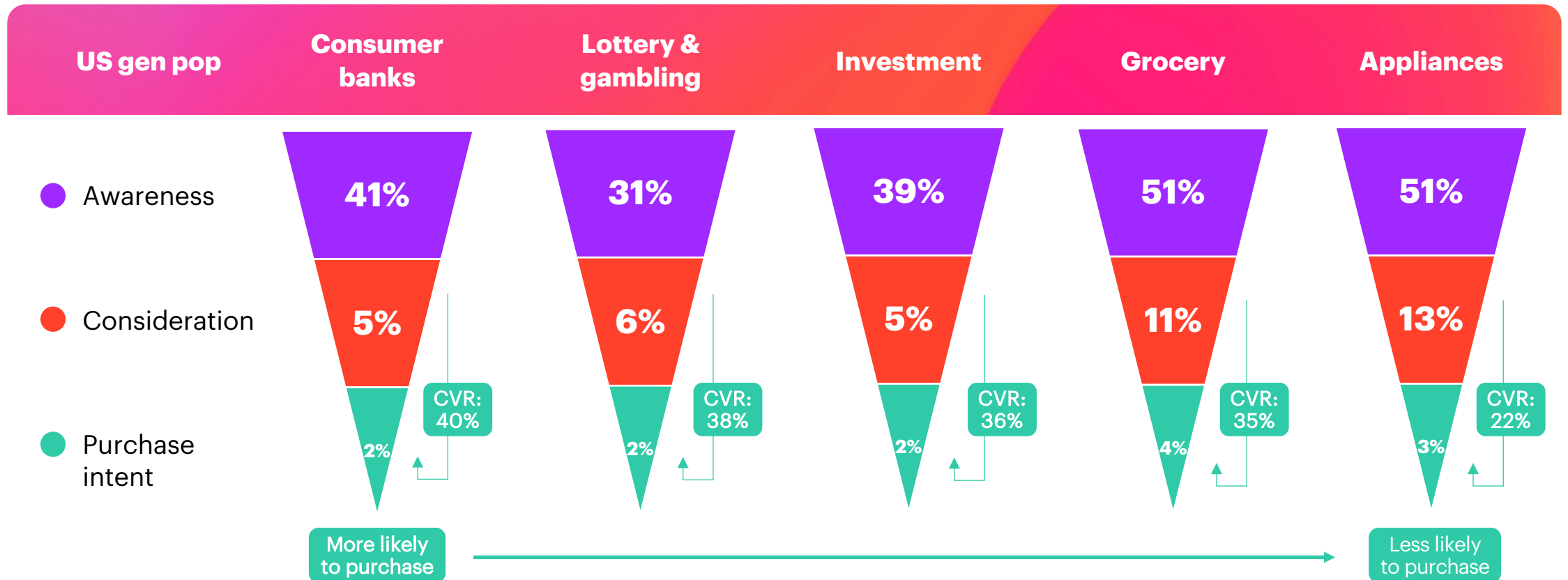


YouGov BrandIndex: March 1, 2024 – February 28, 2025. Industry scores reflect average of all brands in an industry. n > 1,400 per brand, though most significantly exceed this threshold.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)
- Conversion rate (CVR): Consideration divided by aided awareness

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Banks most likely to convert consumers once in the consideration set (% US gen pop displayed in visualizations)



YouGov BrandIndex: March 1, 2024 – February 28, 2025. Industry scores reflect average of all brands in an industry. n > 1,400 per brand, though most significantly exceed this threshold.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)
- Conversion rate (CVR): Purchase intent divided by consideration

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Cross-sector ranking 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 55+ markets worldwide.

This analysis looks at respondents in the US for three metrics: Awareness, Consideration, and Purchase Intent. These metrics represent three distinct stages of the purchase funnel:

1. Awareness – Do Americans know about a brand?
2. Consideration – Would Americans consider buying or using this brand's offerings?
3. Purchase Intent – Is the brand the top choice of all brands in an industry that a consumer would consider?

The next section compares 2,000+ brands, ranking brands by how successfully they convert consumers to customers relative to other brands in their industry.

For instance, 41% of Americans who are aware of Toyota would consider purchasing from Toyota the next time they are in-market. The average of all major car brands measured in BrandIndex is 13%, meaning Lowe's has a 222% higher conversion rate than its industry.

To qualify for cross-sector rankings, brands must have survey responses available for at least 183 days between March 1, 2024, and February 28, 2025. A minimum base size of 300 (n) is also required, though all brands measured in this report far exceed this threshold.

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Awareness advancers

Which brands are most likely to be considered once Americans know about them?

YouGov BrandIndex: March 1, 2024 – February 28, 2025.
Must be tracked 183 days to rank.
(Each brand: n > 7,200; 1,953 brands with n > 13,000)

- Aided Awareness:
Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Conversion rate:
Consideration divided by aided awareness

Industry average contains all 2,000+ brands tracked in YouGov BrandIndex that fit into a specific industry, inclusive of the brands displayed here.

Rank	Brand	Industry	Consideration conversion rate	Industry average conversion rate	% difference with industry
1	Amazon	Online brands	84%	24%	243%
2	Walmart	Retail	66%	20%	226%
3	Toyota	Car brands	41%	13%	222%
4	YouTube	Online Brands	70%	24%	188%
5	Netflix	Cable & streaming	44%	16%	182%
6	BAND-AID	Drugs & medical	50%	18%	174%
7	Amazon Prime	Online brands	66%	24%	171%
8	Samsung	Consumer electronics	53%	20%	168%
9	Facebook	Online brands	65%	24%	164%
10	Tylenol	Drugs & medical	47%	18%	159%
11	Google	Online brands	63%	24%	157%
12	Home Depot	Retail	49%	19%	154%
13	Visa	Payment	26%	11%	149%
14	Dawn	Household & personal	64%	26%	148%
15	Nature Made	Drugs & medical	45%	18%	146%
16	PowerBall	Lottery & gambling	45%	19%	143%
17	Mega Millions	Lottery & gambling	45%	19%	142%
18	Amazon Prime Video	Cable & streaming	38%	16%	141%
19	Lowe's	Retail	47%	19%	141%
20	Apple Watch	Fashion	33%	14%	139%

Consideration closers

Which brands are Americans most likely to purchase once in the consideration set?

YouGov BrandIndex: March 1, 2024 – February 28, 2025.
Must be tracked 183 days to rank.
(Each brand: n> 7,200; 1,953 brands with n> 13,000)

- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)
- Conversion rate:
Purchase intent divided by consideration

Industry average contains all 2,000+ brands tracked in YouGov BrandIndex that fit into a specific industry, inclusive of the brands displayed here.

Rank	Brand	Industry	Consideration conversion rate	Industry average conversion rate	% difference with industry
1	Amazon	Online brands	77%	12%	539%
2	Walmart	Retail	60%	12%	424%
3	Amazon Prime	Online brands	55%	12%	353%
4	Spotify	Online brands	48%	12%	298%
5	Apple	Consumer electronics	59%	15%	297%
6	iPhone	Consumer electronics	53%	15%	245%
7	Samsung	Consumer electronics	51%	15%	242%
8	Costco	Retail	38%	12%	233%
9	YouTube Premium	Online brands	38%	12%	215%
10	Southwest	Airlines	49%	16%	204%
11	Facebook	Online brands	36%	12%	196%
12	Airbnb	Hotels & accom.	44%	15%	192%
13	Home Depot	Retail	51%	19%	173%
14	McDonald's	Fast food & QSR	42%	16%	166%
15	Skechers	Fashion	46%	18%	160%
16	Uber	Travel	52%	20%	160%
17	Candy Crush Saga	Video Game Franchises	50%	19%	157%
18	Apple Watch	Fashion	72%	28%	156%
19	Nintendo	Video Game Publishers	54%	21%	154%
20	Walmart Plus	Online brands	30%	12%	153%

Most famous, least considered

Which brands do most Americans know about, but fewest Americans think about buying?

YouGov BrandIndex: March 1, 2024 – February 28, 2025.
Must be tracked 183 days to rank.
(Each brand: n> 7,200; 1,953 brands with n> 13,000)

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Sorted by lowest conversion rate: Consideration divided by aided awareness

Rank	Brand	Industry	% aware of brand (US gen pop)	% considering (US gen pop)	Conversion rate
1	Alfa Romeo	Car brands	63%	2%	2.9%
2	Equifax	Payment	67%	2%	3.2%
3	LendingTree	Payment	62%	2%	3.4%
4	Harley-Davidson	Car Makers	82%	3%	3.5%
5	QuickBooks	Payment	55%	2%	3.6%
6	Jaguar	Car brands	87%	3%	3.7%
7	eHarmony	Online brands	71%	3%	3.7%
8	De Beers	Fashion	45%	2%	3.7%
9	Rinvoq	Drugs & medical	28%	1%	4.2%
10	Experian	Payment	67%	3%	4.3%
11	Rogaine	Hair & skincare	66%	3%	4.5%
12	Air India	Airlines	22%	1%	4.6%
13	Amway	Hair & skincare	43%	2%	4.6%
14	Square	Payment	41%	2%	4.8%
15	Terminix	Retail	61%	3%	4.8%
16	Match.com	Online brands	66%	3%	4.9%
17	Enbrel	Drugs & medical	28%	1%	5.1%
18	O'Doul's Premium	Beer, Hard Seltzer, RTD & Non-alc	29%	2%	5.3%
19	Orkin	Retail	57%	3%	5.3%
20	Invisalign	Home & personal	65%	3%	5.3%

Industry rankings methodology

Looking at hundreds of thousands of YouGov panel surveys, we isolated brands among their competitors to fully understand who's winning throughout the purchase funnel.

The brands in this section are ranked by conversion rate based on surveys conducted between March 1, 2024, and February 28, 2025. Conversion rates are calculated based on the below formulas:

- **Awareness advancers:**
% considering brand divided by % of brand (US gen pop)
- **Consideration closers:**
% for whom brand is top choice divided by % considering brand (US gen pop)

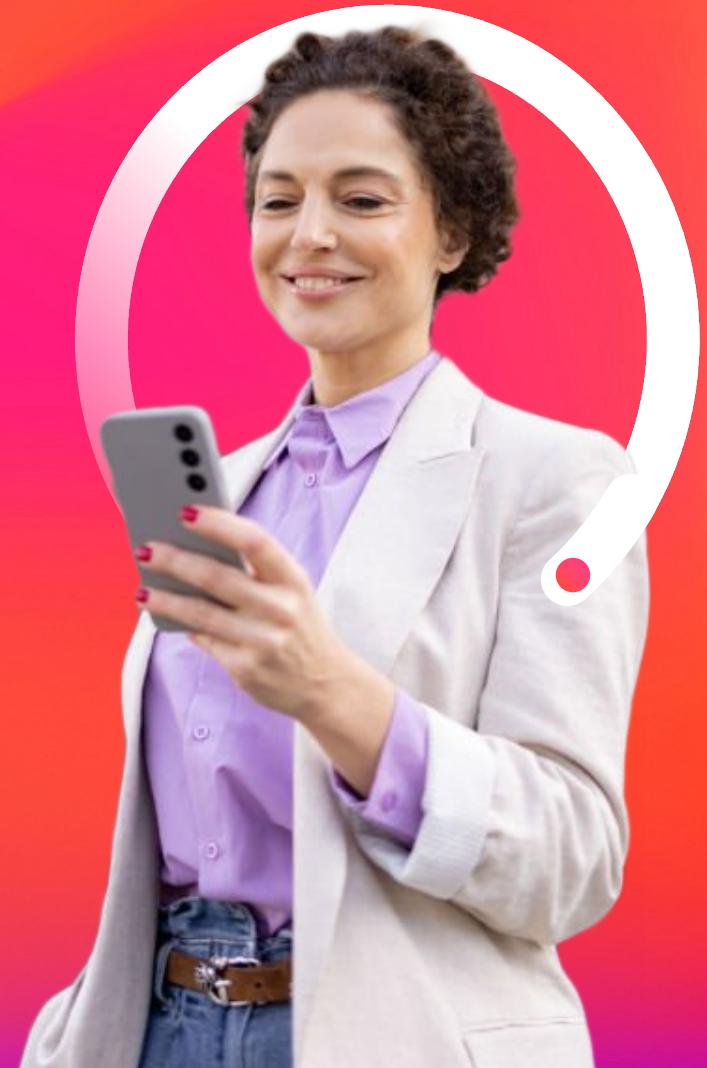
Brands mentioned must have a sample of 300 or more respondents and been tracked for 183 days to qualify for the ranking, unless otherwise mentioned.

The 28 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, Lottery & gambling, Grocery, Hair & skincare, Home & personal, Hotel & accommodations, Home & auto insurance, Consumer banks, Investment, Payment, Liquor, Online brands, Retail, Snacks, Soft drinks & beverages, Travel & transport, Video game franchises, and Video game publishers.

Wireless networks have been excluded from the consumer electronics rankings. Parent brands have been excluded from the drugs & medical rankings. Petcare brands have been excluded from the Home & personal rankings.

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What are America's most persuasive **airlines**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Delta Air Lines	89%	36%	40%
2	American Airlines	92%	37%	40%
3	Southwest	81%	32%	40%
4	United Airlines	93%	36%	38%
5	JetBlue	79%	17%	22%
Industry average conversion rate (Consideration ÷ Awareness)				17%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Southwest	32%	16%	49%
2	Delta Air Lines	36%	14%	39%
3	American Airlines	37%	14%	37%
4	United Airlines	36%	11%	31%
5	Allegiant Airlines	7%	2%	30%
Industry average conversion rate (Purchase Intent ÷ Consideration)				16%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 21,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **appliance brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Samsung	93%	44%	47%
2	LG	91%	40%	45%
3	Whirlpool	85%	34%	40%
4	GE	78%	28%	35%
5	Maytag	78%	27%	34%
Industry average conversion rate (Consideration ÷ Awareness)				22%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Samsung	44%	21%	49%
2	LG	40%	14%	35%
3	Whirlpool	34%	9%	26%
4	GE	28%	7%	24%
5	GE Profile	11%	2%	21%
Industry average conversion rate (Purchase Intent ÷ Consideration)				15%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 21,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **beers, hard seltzers, RTD & non-alc brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Victoria	11%	3%	31%
2	Athletic Brewing	7%	2%	29%
3	The Long Drink	6%	2%	29%
4	Brooklyn Brewery	12%	3%	28%
5	New Belgium Brewing	5%	1%	25%
Industry average conversion rate (Consideration ÷ Awareness)				18%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Mike's Hard Lemonade	15%	8%	49%
2	Heineken	21%	9%	46%
3	Budweiser	16%	7%	46%
4	Guinness	19%	8%	45%
5	Michelob ULTRA	11%	5%	43%
Industry average conversion rate (Purchase Intent ÷ Consideration)				28%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 7,200). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **cable & streaming brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Netflix	95%	42%	44%
2	Amazon Prime Video	87%	33%	38%
3	Hulu	88%	24%	27%
4	Paramount+	82%	22%	27%
5	Max	65%	16%	25%
Industry average conversion rate (Consideration ÷ Awareness)				16%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Netflix	42%	21%	50%
2	Xfinity	8%	3%	38%
3	Spectrum	7%	3%	38%
4	Dish Network	4%	1%	34%
5	DirecTV	5%	2%	34%
Industry average conversion rate (Purchase Intent ÷ Consideration)				22%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 47,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **car makers**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Toyota	95%	39%	41%
2	Honda	93%	28%	30%
3	Ford	94%	25%	26%
4	Chevrolet	92%	23%	25%
5	Subaru	85%	20%	24%
Industry average conversion rate (Consideration ÷ Awareness)				13%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Toyota	39%	17%	43%
2	Ford	25%	9%	37%
3	Chevrolet	23%	8%	36%
4	Tesla	9%	3%	36%
5	Mercedes-Benz	12%	4%	34%
Industry average conversion rate (Purchase Intent ÷ Consideration)				21%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 29,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **casual dining brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Olive Garden	90%	30%	34%
2	Texas Roadhouse	79%	26%	33%
3	First Watch	22%	7%	31%
4	Applebee's	90%	24%	27%
5	Cracker Barrel	82%	21%	26%
Industry average conversion rate (Consideration ÷ Awareness)				19%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Texas Roadhouse	26%	9%	33%
2	First Watch	7%	2%	33%
3	Wingstop	11%	4%	32%
4	Applebee's	24%	7%	30%
5	Olive Garden	30%	9%	29%
Industry average conversion rate (Purchase Intent ÷ Consideration)				20%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 17,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **fast food & QSR brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	McDonald's	96%	40%	42%
2	Chick-fil-A	88%	33%	37%
3	Culver's	44%	16%	37%
4	Wendy's	91%	32%	35%
5	Panera Bread	83%	28%	34%
Industry average conversion rate (Consideration ÷ Awareness)				20%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Starbucks	29%	13%	47%
2	Culver's	16%	7%	42%
3	McDonald's	40%	17%	42%
4	Panera Bread	28%	11%	40%
5	Chipotle	24%	10%	39%
Industry average conversion rate (Purchase Intent ÷ Consideration)				19%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 23,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Fast food & QSR rankings and industry averages include multiple BrandIndex categories which further analyze brands by sub-sector. Industry averages calculated from sub-sector averages.

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What are America's most persuasive **consumer electronics**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Samsung	96%	46%	48%
2	iPhone	94%	38%	40%
3	Apple	95%	36%	38%
4	Android	92%	32%	35%
5	Microsoft	91%	30%	33%
Industry average conversion rate (Consideration ÷ Awareness)				18%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Apple	39%	23%	59%
2	iPhone	38%	20%	53%
3	Samsung	50%	25%	51%
4	SiriusXM	15%	6%	37%
5	Android	32%	11%	35%
Industry average conversion rate (Purchase Intent ÷ Consideration)				19%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 21,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Consumer electronics rankings and industry averages include multiple BrandIndex categories which further analyze brands by sub-sector. Industry averages calculated from sub-sector averages. Wireless carriers and duplicate brands excluded from rankings but included in industry averages.

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What are America's most persuasive **drugs & medical brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	BAND-AID	88%	44%	50%
2	Tylenol	90%	43%	47%
3	Nature Made	71%	32%	45%
4	Nature's Bounty	70%	27%	38%
5	Tums	79%	29%	37%
Industry average conversion rate (Consideration ÷ Awareness)				22%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Durex	9%	4%	45%
2	Jardiance	4%	2%	45%
3	Nature Made	32%	14%	44%
4	Tylenol	43%	18%	42%
5	Ozempic	6%	3%	41%
Industry average conversion rate (Purchase Intent ÷ Consideration)				20%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 14,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Drugs & medical rankings and industry averages include multiple BrandIndex categories which further analyze brands by sub-sector. Industry averages calculated from sub-sector averages. Manufacturers excluded from rankings but included in industry averages.

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What are America's most persuasive brands for **fashion**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Nike	96%	38%	40%
2	Skechers	84%	33%	40%
3	Levi's	90%	35%	39%
4	Hanes	78%	29%	37%
5	Old Navy	90%	32%	36%
Industry average conversion rate (Consideration ÷ Awareness)				16%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Apple Watch	30%	21%	72%
2	Fitbit	15%	8%	56%
3	Victoria's Secret	18%	9%	49%
4	SHEIN	13%	6%	49%
5	Old Navy	32%	15%	47%
Industry average conversion rate (Purchase Intent ÷ Consideration)				24%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 14,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Fashion rankings and industry averages include multiple BrandIndex categories which further analyze brands by sub-sector. Industry averages calculated from sub-sector averages.

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What are America's most persuasive **food brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Kraft	88%	42%	48%
2	Tillamook	50%	24%	47%
3	Campbell's	87%	41%	47%
4	McCormick	80%	37%	46%
5	Sargento	74%	33%	45%
Industry average conversion rate (Consideration ÷ Awareness)				31%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Tillamook	24%	6%	26%
2	Chobani	25%	6%	26%
3	Fairlife	13%	3%	25%
4	Rao's Homemade	16%	4%	24%
5	Duke's Mayo	14%	3%	23%
Industry average conversion rate (Purchase Intent ÷ Consideration)				14%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 17,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Food rankings and industry averages include multiple BrandIndex categories which further analyze brands by sub-sector. Industry averages calculated from sub-sector averages.

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What are America's most persuasive **lottery and gambling brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	PowerBall	74%	33%	45%
2	Mega Millions	70%	31%	45%
3	Betway	14%	6%	41%
4	bet365	20%	7%	36%
5	Lucky for Life	15%	4%	28%
Industry average conversion rate (Consideration ÷ Awareness)				19%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Betway	6%	3%	54%
2	PowerBall	33%	18%	53%
3	bet365	7%	4%	50%
4	Mega Millions	31%	14%	46%
5	DraftKings	8%	3%	42%
Industry average conversion rate (Purchase Intent ÷ Consideration)				29%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 23,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **grocery brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Aldi	80%	33%	41%
2	ShopRite	22%	7%	31%
3	Kroger	81%	24%	29%
4	Grocery Outlet	19%	5%	27%
5	Winco	20%	5%	26%
Industry average conversion rate (Consideration ÷ Awareness)				20%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	H-E-B	5%	3%	57%
2	ShopRite	7%	4%	54%
3	Kroger	24%	12%	51%
4	Publix	13%	6%	42%
5	Aldi	33%	14%	42%
Industry average conversion rate (Purchase Intent ÷ Consideration)				31%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 21,000). Must be tracked 183 days to rank. Supermarkets included in retail ranking.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **hair & skincare brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Dove Skincare	91%	46%	51%
2	Dove Haircare	89%	37%	42%
3	CeraVe	62%	25%	41%
4	Vaseline	89%	35%	39%
5	Neutrogena	80%	29%	35%
Industry average conversion rate (Consideration ÷ Awareness)				21%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Head & Shoulders	24%	13%	53%
2	Dove Haircare	37%	19%	52%
3	Dove Skincare	46%	22%	48%
4	Great Clips	10%	4%	46%
5	Pantene	24%	10%	41%
Industry average conversion rate (Purchase Intent ÷ Consideration)				23%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 16,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Hair & skincare averages include multiple BrandIndex categories which further analyze brands by sub-sector. Industry averages calculated from sub-sector averages.

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What are America's most persuasive **home & personal brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Dawn	85%	55%	64%
2	Clorox	88%	44%	50%
3	Kleenex	87%	41%	47%
4	Tide	87%	40%	46%
5	Duracell	88%	40%	46%
Industry average conversion rate (Consideration ÷ Awareness)				26%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Dawn	55%	16%	30%
2	Colgate	41%	10%	25%
3	Tide	40%	10%	24%
4	Charmin	32%	7%	23%
5	Scott	23%	4%	20%
Industry average conversion rate (Purchase Intent ÷ Consideration)				14%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 19,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Petcare brands included in industry average but disqualified from ranking table.

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What are America's most persuasive **hotels & accommodations**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Courtyard by Marriott	73%	31%	43%
2	Marriott	86%	37%	43%
3	Hilton	90%	36%	40%
4	Holiday Inn Express	83%	33%	40%
5	Hilton Garden Inn	62%	24%	39%
Industry average conversion rate (Consideration ÷ Awareness)				27%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Airbnb	26%	11%	44%
2	Holiday Inn Express	33%	10%	30%
3	VRBO	12%	3%	27%
4	Marriott	37%	9%	26%
5	Hilton	36%	9%	25%
Industry average conversion rate (Purchase Intent ÷ Consideration)				15%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 24,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **home & auto insurance brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	State Farm	87%	22%	25%
2	Progressive	83%	19%	23%
3	USAA	71%	15%	21%
4	Geico	83%	17%	20%
5	AAA	77%	15%	20%
Industry average conversion rate (Consideration ÷ Awareness)				14%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	USAA	15%	7%	46%
2	State Farm	22%	9%	43%
3	Progressive	19%	8%	41%
4	Geico	17%	6%	36%
5	Auto-Owners Insurance	3%	1%	36%
Industry average conversion rate (Purchase Intent ÷ Consideration)				24%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 26,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Life, travel, health, and other insurance brands included in industry average but disqualified from ranking table.

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What are America's most persuasive **consumer banks**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Chase	85%	17%	20%
2	Revolut	5%	1%	19%
3	Bank of America	92%	17%	18%
4	Capital One Bank	82%	15%	18%
5	USAA	56%	10%	17%
Industry average conversion rate (Consideration ÷ Awareness)				12%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Bank of America	17%	9%	55%
2	Chase	17%	9%	51%
3	Huntington Bank	3%	1%	49%
4	Wells Fargo	11%	5%	48%
5	Navy Federal Credit Union	7%	3%	45%
Industry average conversion rate (Purchase Intent ÷ Consideration)				36%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 37,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **investment brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Fidelity	74%	17%	23%
2	USAA	66%	13%	20%
3	Vanguard	61%	11%	18%
4	JP Morgan Chase	83%	15%	18%
5	Empower Retirement	9%	2%	18%
Industry average conversion rate (Consideration ÷ Awareness)				13%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	USAA	13%	7%	53%
2	Fidelity	17%	8%	48%
3	JP Morgan Chase	15%	7%	47%
4	Crypto.com	6%	3%	44%
5	Wells Fargo Advisors	7%	3%	44%
Industry average conversion rate (Purchase Intent ÷ Consideration)				31%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 35,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **payment brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Visa	94%	25%	26%
2	Mastercard	93%	20%	21%
3	Capital One	86%	17%	20%
4	Chase	83%	16%	19%
5	American Express	89%	15%	17%
Industry average conversion rate (Consideration ÷ Awareness)				11%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Chase	16%	7%	43%
2	Capital One	17%	7%	41%
3	Visa	25%	9%	36%
4	American Express	15%	5%	35%
5	PayPal	16%	5%	33%
Industry average conversion rate (Purchase Intent ÷ Consideration)				21%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 22,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **liquor brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Basil Hayden	10%	3%	26%
2	Baileys	80%	20%	25%
3	Tito's	51%	13%	24%
4	Woodford Reserve	27%	6%	24%
5	Casamigos	20%	5%	24%
Industry average conversion rate (Consideration ÷ Awareness)				16%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Baileys	20%	9%	43%
2	Tito's	13%	5%	39%
3	Smirnoff	18%	7%	38%
4	Hennessy	11%	4%	38%
5	Jack Daniel's	18%	6%	36%
Industry average conversion rate (Purchase Intent ÷ Consideration)				24%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 16,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **online brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Amazon	96%	80%	84%
2	YouTube	97%	68%	70%
3	Amazon Prime	93%	61%	66%
4	Facebook	97%	63%	65%
5	Google	96%	60%	63%
Industry average conversion rate (Consideration ÷ Awareness)				24%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

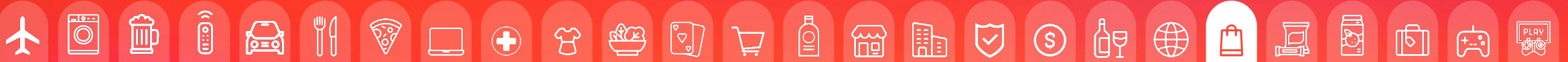
	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Amazon	80%	62%	77%
2	Amazon Prime	61%	34%	55%
3	Spotify	33%	16%	48%
4	YouTube Premium	32%	12%	38%
5	Facebook	63%	22%	36%
Industry average conversion rate (Purchase Intent ÷ Consideration)				12%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 20,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **retail brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Walmart	95%	63%	66%
2	Best Buy	90%	45%	50%
3	Home Depot	91%	45%	49%
4	Lowe's	90%	42%	47%
5	Amazon Renewed	20%	9%	45%
Industry average conversion rate (Consideration ÷ Awareness)				20%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Walmart	63%	38%	60%
2	Home Depot	45%	23%	51%
3	Best Buy	45%	22%	50%
4	Lowe's	42%	19%	45%
5	Amazon Renewed	9%	4%	44%
Industry average conversion rate (Purchase Intent ÷ Consideration)				19%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 20,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Retail rankings and industry averages include multiple BrandIndex categories which further analyze brands by sub-sector. Industry averages calculated from sub-sector averages.

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What are America's most persuasive **snacks**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	M&M's	93%	45%	48%
2	Hershey	89%	41%	46%
3	Quaker	88%	40%	45%
4	Pillsbury	84%	38%	45%
5	Lay's	88%	39%	44%
Industry average conversion rate (Consideration ÷ Awareness)				29%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Lay's	39%	12%	31%
2	Pure Protein	10%	3%	30%
3	Doritos	38%	11%	28%
4	Quest Nutrition	6%	2%	27%
5	KIND	20%	5%	26%
Industry average conversion rate (Purchase Intent ÷ Consideration)				14%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 1,300). 36 new snack brands added to BrandIndex in 2025 included in analysis.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Snack rankings and industry averages include multiple BrandIndex categories which further analyze brands by sub-sector. Industry averages calculated from sub-sector averages.

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What are America's most persuasive **soft drinks & beverages**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Lipton	91%	34%	37%
2	Coca-Cola	97%	36%	37%
3	Simply Orange	63%	22%	35%
4	Gatorade	87%	30%	35%
5	Ocean Spray	83%	29%	34%
Industry average conversion rate (Consideration ÷ Awareness)				20%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Coca-Cola	36%	15%	44%
2	LaCroix	13%	6%	43%
3	Monster	12%	5%	42%
4	AriZona Iced Tea	28%	11%	39%
5	Folgers	23%	9%	38%
Industry average conversion rate (Purchase Intent ÷ Consideration)				22%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 15,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

Soft drinks & beverages rankings and industry averages include multiple BrandIndex categories which further analyze brands by sub-sector. Industry averages calculated from sub-sector averages.

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What are America's most persuasive **travel & transport brands**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Booking.com	72%	24%	33%
2	Hotels.com	76%	24%	31%
3	Uber	92%	27%	30%
4	Expedia	83%	24%	29%
5	Enterprise	77%	20%	26%
Industry average conversion rate (Consideration ÷ Awareness)				17%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Uber	27%	14%	52%
2	Booking.com	24%	9%	37%
3	Disneyland / Disney World	17%	6%	36%
4	Lyft	17%	6%	35%
5	Expedia	24%	8%	35%
Industry average conversion rate (Purchase Intent ÷ Consideration)				20%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 33,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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What are America's most persuasive **video game franchises**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Super Mario Bros.	82%	27%	33%
2	Candy Crush Saga	79%	26%	33%
3	MONOPOLY GO!	49%	15%	31%
4	EA SPORTS FC	23%	7%	30%
5	Royal Match	29%	8%	28%
Industry average conversion rate (Consideration ÷ Awareness)				21%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Candy Crush Saga	26%	13%	50%
2	MONOPOLY GO!	15%	6%	40%
3	Royal Match	8%	3%	35%
4	Hay Day	2%	1%	34%
5	Call of Duty	18%	6%	34%
Industry average conversion rate (Purchase Intent ÷ Consideration)				19%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 13,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

[Explore brand tracking](#)

[Request segmented analysis](#)



What are America's most persuasive **video game publishers**?

Awareness advancers

Who's most effectively moving Americans from awareness to purchase consideration?

	Brand name	Awareness (% US gen pop)	Consideration (% US gen pop)	Conversion rate
1	Steam	29%	10%	36%
2	Nintendo	88%	29%	33%
3	Bethesda	13%	4%	31%
4	CD Projekt Red	6%	2%	31%
5	EA Sports	62%	19%	30%
Industry average conversion rate (Consideration ÷ Awareness)				25%

Consideration closers

What is most likely to be America's top choice once they are in the consideration set?

	Brand name	Consideration (% US gen pop)	Purchase Intent (% US gen pop)	Conversion rate
1	Nintendo	29%	16%	54%
2	Steam	10%	4%	42%
3	EA Sports	19%	8%	41%
4	King	3%	1%	40%
5	Amazon Game Studios	7%	2%	29%
Industry average conversion rate (Purchase Intent ÷ Consideration)				21%

YouGov BrandIndex: March 1, 2024 – February 28, 2025 (Each brand: n> 18,000). Must be tracked 183 days to rank.

- Aided Awareness: Whether or not a consumer has ever heard of a brand (% aware)
- Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)
- Purchase Intent: Whether a consumer would be most likely to purchase a specific brand from their consideration set (% top choice)

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Report takeaways



The power of persuasion

Brands grow stickier as consumers age, with 81% of Americans aged 65+ agreeing they “Tend to stick with the brands they like” vs 75% of the general population.

Men, meanwhile, are 50% more likely than women to say they only buy the “best-known brands” (30% vs 20%).



Where different sectors want to win

After banks enter the consideration set, there’s a 40% chance of becoming the top choice. Lottery & gambling brands (38% purchase intent CVR) succeed at similar rates.

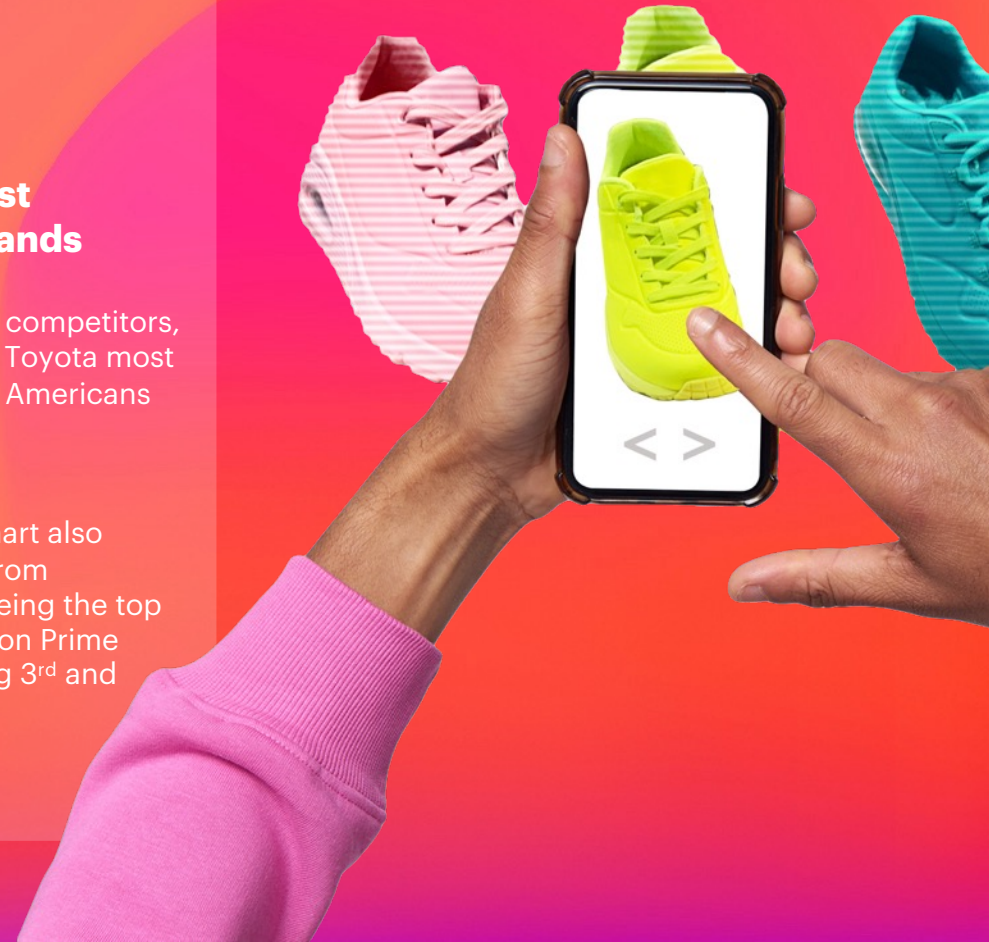
Brands in the food (32% consideration CVR) and snack (29% CVR) categories succeed at the top of the purchase funnel but see more competition at the bottom.



America’s most persuasive brands

Compared to their competitors, Amazon, Walmart, Toyota most successfully move Americans from awareness to consideration.

Amazon and Walmart also move Americans from consideration to being the top choice, with Amazon Prime and Spotify placing 3rd and 4th respectively.



Want a deeper analysis?

YouGov BrandIndex tracks 16 key brand health metrics including:

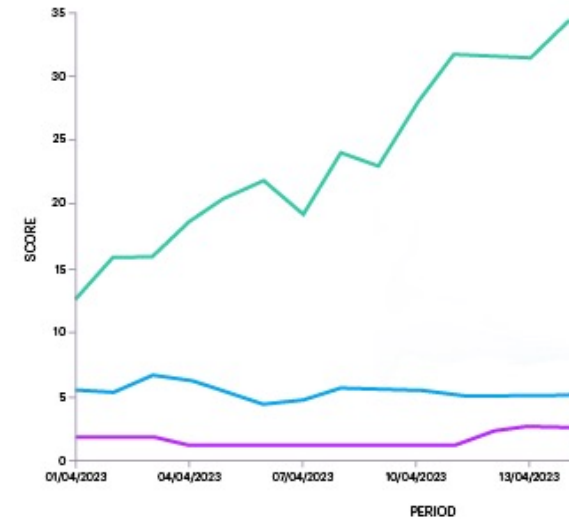
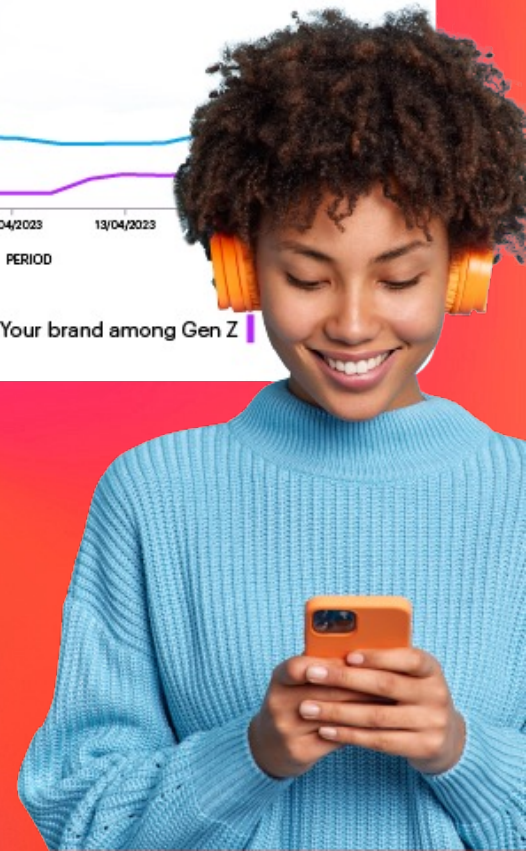
- Advertising awareness
- Brand impression
- Corporate reputation
- Recommendation
- Value perception

With YouGov Profiles, you can segment your purchase funnel analysis by:

- Advertising receptiveness
- Category spend
- Demographics
- Social media membership
- And much more

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Advertising awareness

[Metrics ▾](#)[Advertising Awareness](#)

Thank you

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