



# Burger King

## Mid-year reality check

A snapshot of competitive brand health,  
drawing on YouGov BrandIndex.

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# Powered by the YouGov panel

The insights in this report are fueled by YouGov's consumer research panel, which has **29 million** registered members from **55+ markets**.

Every day, our members share their realities with us – enabling true insights into behaviors and attitudes from people of all ages, backgrounds and beliefs.

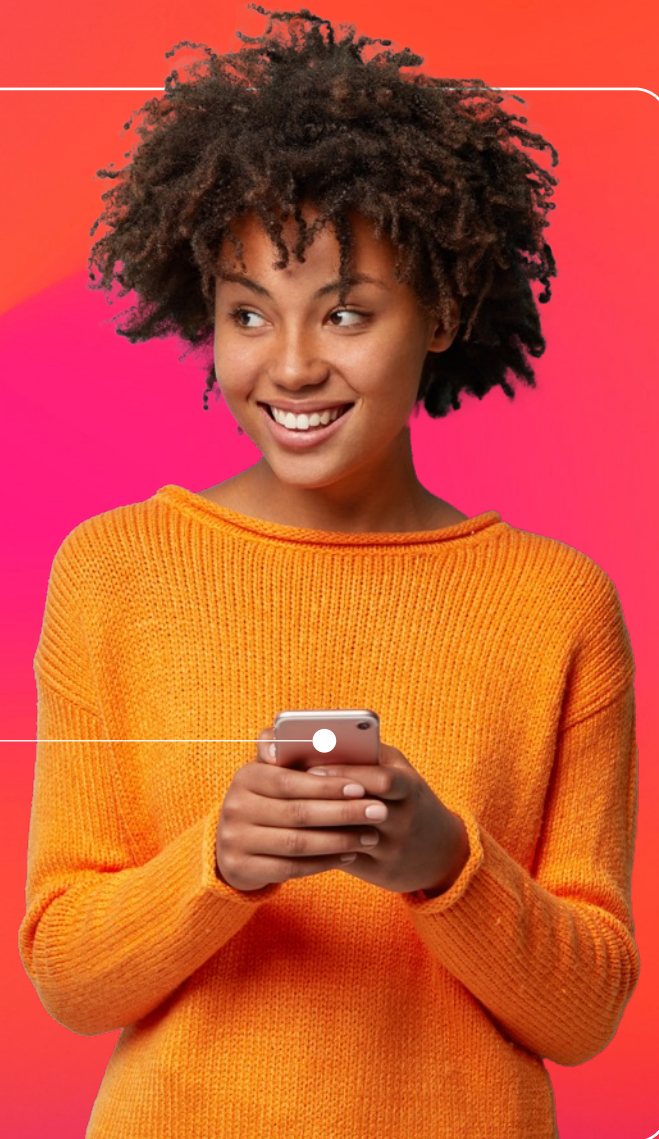
Inclusion is essential for our members, our clients, and our mission. We invest millions each year to ensure we can create truly nationally representative online samples and access hard-to-reach groups.

This dedication to reflecting reality means we're cited as the most accurate online pollster regularly.

[Request your brand's mid-year report](#)

**29m.**  
registered  
panel members

**55+**  
markets





# Brand: Burger King

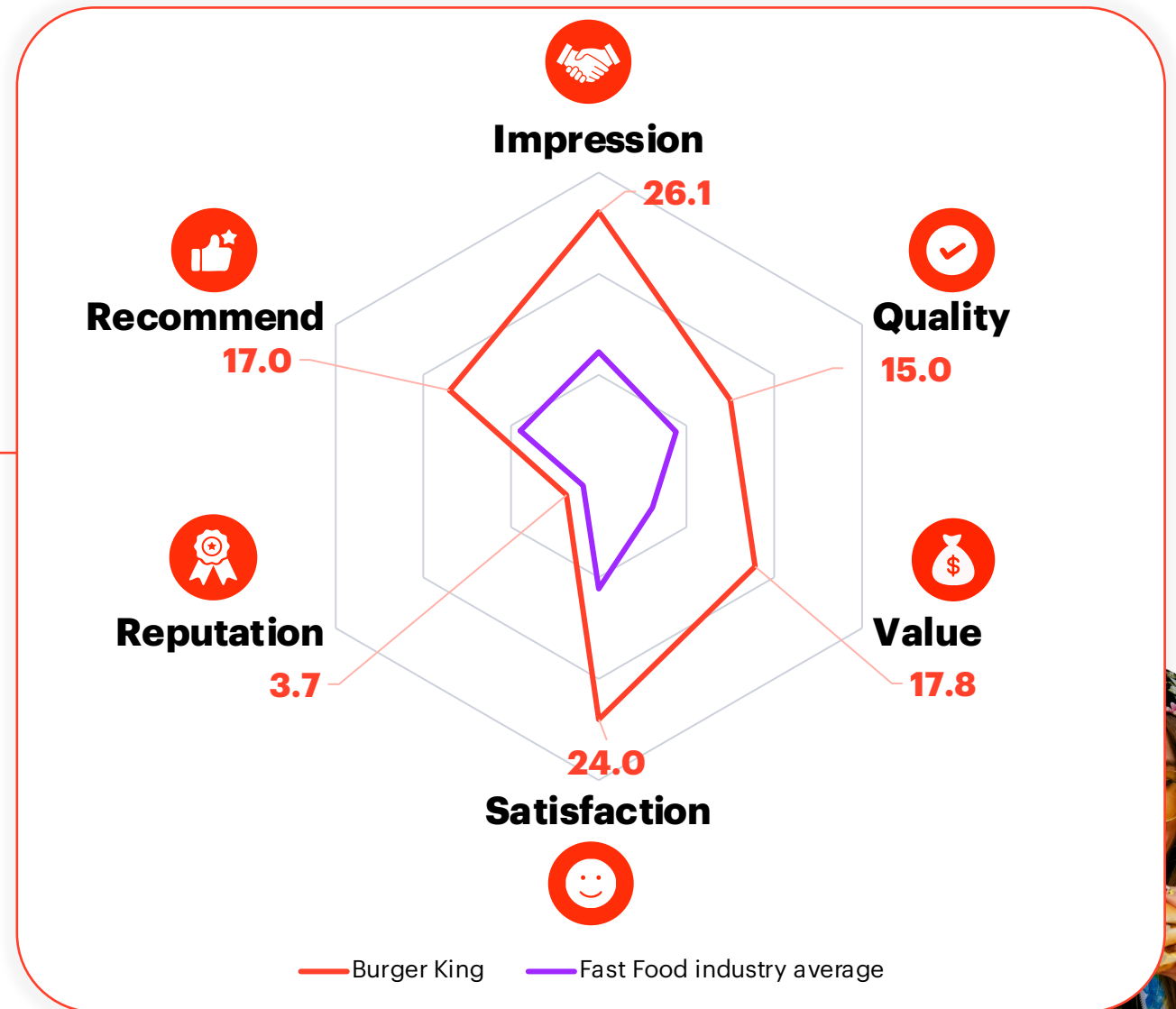
# 17.3

Average Index score  
vs 8.2 industry standard

Want a performance  
snapshot for your brand?

**Get in touch >**

YouGov BrandIndex, January 1 - May 21, 2025.  
US gen pop 18+ asked about Burger King: n> 16,000.



# We track **Burger King** across 16 metrics every day

## Media & comms

**Aided Awareness:**

Are you aware of the brand? (%)

**Ad Awareness:**

Have you seen recent advertising? (%)

**Word of Mouth Exposure (WOM):**

Have you recently spoken about the brand? (%)

**Buzz:**

Have you heard anything positive or negative about the brand in the last two weeks? (NET)

**Attention:** *Derived Metric*

Positive plus negative buzz

## Brand perception

**Impression:**

Do you have a positive or negative view of the brand? (NET)

**Quality:**

Is the brand of good or poor quality? (NET)

**Value:**

Does the brand offer good or poor value for money? (NET)

**Reputation:**

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

**Satisfaction:**

Are you a recently satisfied/dissatisfied customer of the brand? (NET)

**Index:** *Derived Metric*

Average of brand perception metrics and Recommend

## Purchase funnel metrics

**Consideration:**

When you are in the market next to make a purchase, which brands would you consider? (%)

**Purchase Intent:**

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

**Former Customer:**

Have you ever purchased the brand? (%)

**Current Customer:**

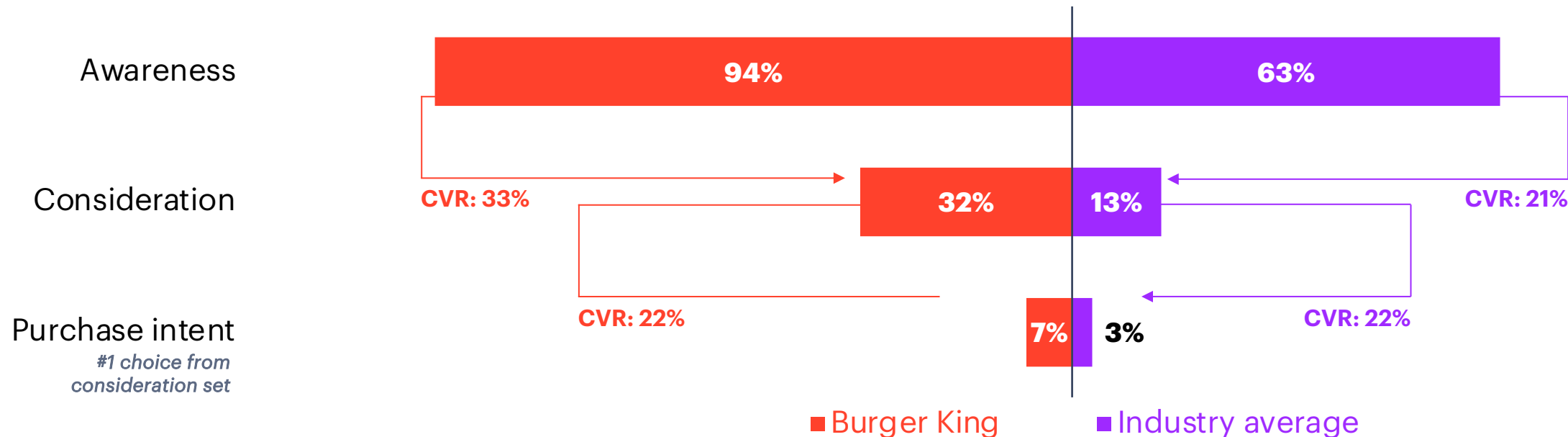
Are you a current customer? (%)

**Recommend:**

Would you recommend this brand to a friend or tell them to avoid it? (NET)

# Purchase funnel analysis: Burger King excels converting to consideration, but mirrors industry rate as top choice

## Fast food purchase funnel: **Burger King** vs industry average (US gen pop)



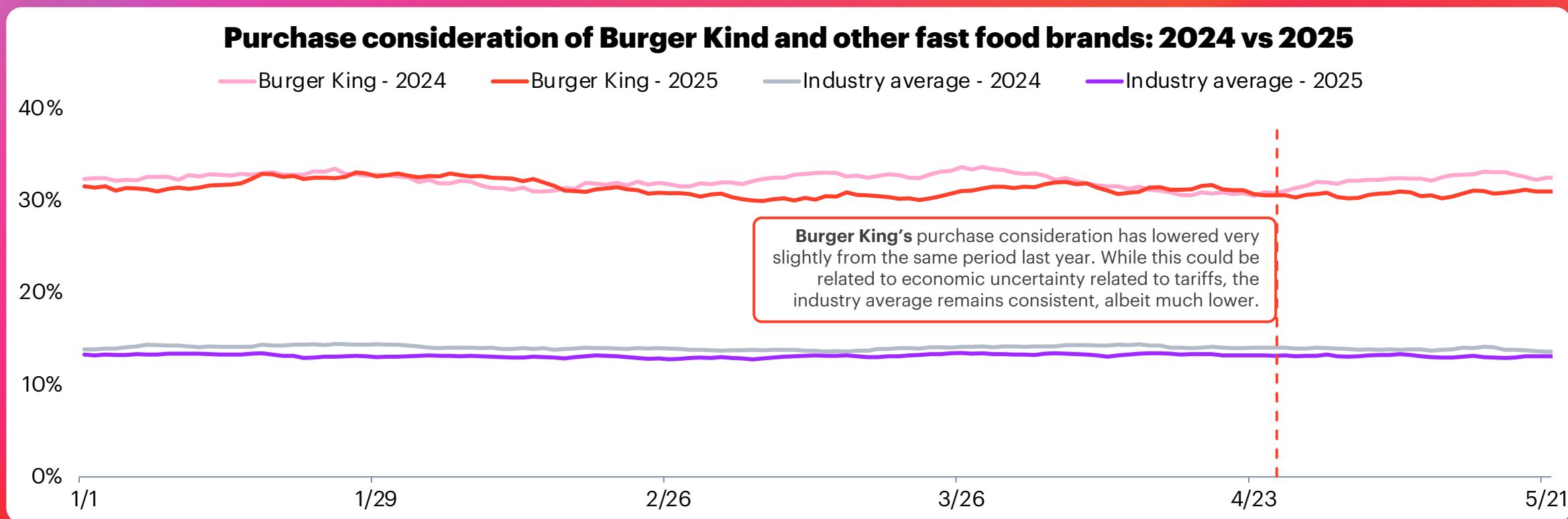
YouGov BrandIndex: January 1 – May 21, 2025. (US gen pop 18+ asked about Burger King: n> 16,000)

- Awareness - Which of the following brands have you \*ever\* heard of? Please select all that apply.
- Consideration - When you are in the market next to purchase food or drink, from which of the following would you consider purchasing?
- Purchase intent - From which of these [in your consideration set] would you be most likely to purchase?

31 brands included in industry average. Please reach out for full list.

[Request more information](#)

# Competitive analysis: Burger King slightly behind 2024 purchase consideration, while industry stays unchanged



YouGov BrandIndex: January 1 – May 21, 2024; January 1 – May 21, 2025. 4-week moving average of daily US gen pop 18+ respondents (n > 3,000).

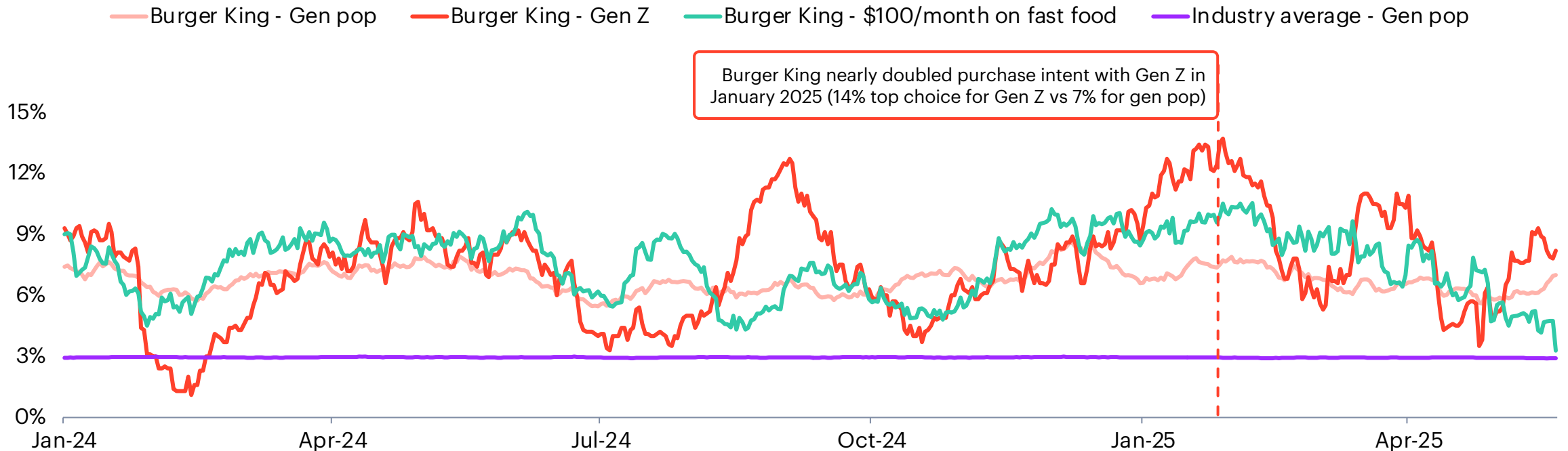
- Consideration - When you are in the market next to purchase food or drink, from which of the following would you consider purchasing?

[Request your mid-year check](#)



# Target audience analysis: Burger King Gen Z purchase intent varies, but has mostly trended up in last year

## Purchase Intent of Burger King & the fast food industry (% of US respondents)



YouGov BrandIndex: January 1, 2024 – May 21, 2025. 4-week moving average of respondents.  
(US Gen Z 18+: n> 150; Americans who spend \$100+ monthly on fast food: n> 100)

- Purchase intent: From which of these [in your consideration set] would you be most likely to purchase?

[Request your target audience](#)

# What else could Burger King do with a YouGov BrandIndex snapshot?



**Monitor brand health performance**



**Evaluate campaign performance**



**Benchmark metrics against other brands**



**Measure the impact of unforeseen events**



**Understand customer perception**



**Crisis management**



# Thank you

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**/Research Reality**

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