

**FOR IMMEDIATE RELEASE**

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**Aldi tops ‘Big 4’ supermarkets for buzz and is rated as being best value amongst consumers: YouGov**

***M&S and Sainsbury’s are Top 10 UK Brands of 2012, according to annual YouGov ranking***

Discount grocer Aldi has overtaken the ‘Big 4’ UK supermarkets in terms of good buzz amongst consumers for the first time and also leads in consumer perception of best value, according to new research from YouGov.

The latest YouGov BrandIndex Buzz results, a composite score based on the percentage balance of people who reported hearing good versus bad news about a brand, show that Aldi, with a Buzz score of +22, now tops Sainsbury’s (+19.3), Asda (+12.8), Morrisons (+12.7) and Tesco (+0.2), for positive buzz. Aldi also leads on the BrandIndex Value measure with a score of +36.2, beating out Asda (+32.3), Morrisons (+28.1), Sainsbury’s (+23.2), Tesco (+20.6) and also Marks & Spencer (+19.3).

Commenting on the findings, YouGov BrandIndex Director Sarah Murphy said: “Aldi is the big story in the British supermarket sector right now. That Aldi is seen by consumers as having the best value of any supermarket is the most likely reason for its burgeoning success in Britain, as in this economy everyone wants to get the most for their money. While Aldi’s market share is still far below that of the Big 4, the fact that it is leading in positive buzz amongst consumers means the larger chains will definitely be sitting up and taking notice.”

Meanwhile, Marks & Spencer and Sainsbury’s both made it onto the YouGov BrandIndex Top 10 UK Brands of 2012 list of brands that had the highest overall Buzz scores for the year. M&S came in at #4, down two places from 2011, while Sainsbury’s came in at #7 on the list for the second year in a row. Waitrose fell out of the Top 10, dropping from 10<sup>th</sup> place in 2011 to 12<sup>th</sup> place in 2012.

“M&S and Sainsbury’s are both holding their own in a very competitive market but if they hope to continue their success into 2013 then both will have to work on improving their reputation for value. Consumers aren’t necessarily looking for the cheapest supermarket but rather the one where they can get the best for the least. The supermarket that builds the best reputation for value is going to be the one that dominates this year,” said Murphy.

<b>Top 10 UK Brands 2012</b>	<b>Top 10 UK Improvers 2012</b>
#1 BBC iPlayer (#3 in 2011)	#1 British Airways
#2 John Lewis (#5 in 2011)	#2 British Gas
#3 Amazon (#1 in 2011)	#3 BP
#4 MoneySavingExpert.com (#8 in 2011)	#4 ScottishPower

#4 Marks & Spencer (#2 in 2011)	#5 Netflix
#6 Apple iPad (new entry)	#6 London Underground
#7 Sainsbury's (no change)	#7 Scottish Gas
#8 BBC.co.uk (new entry)	#8 EDF Energy
#9 Samsung (new entry)	#9 npower
#10 Cathedral City (no change)	#10 Samsung

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**About YouGov BrandIndex**

BrandIndex is the authoritative measure of brand perception. Unlike any other brand intelligence services, BrandIndex continuously measures public perception of thousands of brands across dozens of sectors. We interview thousands of consumers every day, yielding over 2.5 million interviews a year.

BrandIndex tracks perception across several different measures (Buzz, Attention, Quality, Value, Customer Satisfaction, Corporate Reputation, General Impression, Recommendation) to identify key areas for improvement and subsequently measure the effectiveness of any strategic actions, as well as tracking how brands compare in different areas.

**About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive SixthSense market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.



As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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