

For immediate release

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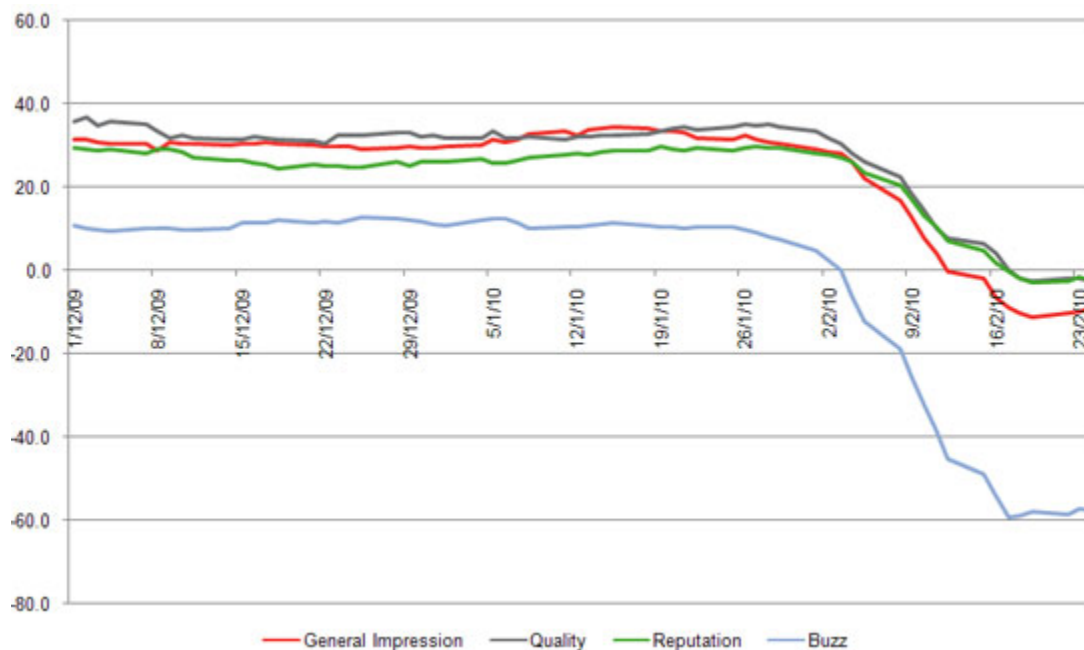
Toyota's long term damage not as bad as initially feared

Early indications from BrandIndex, YouGov's daily brand perception tracker, suggest that Toyota's brand health may recover faster than originally feared from the damage inflicted by the recall of several million vehicles across the world.

Immediately following the announcement and subsequent negative press coverage, Toyota's brand perception scores dropped dramatically from being one of the highest ranked automotive brands tracked in BrandIndex to one of the worst. Toyota's overall ranking (combining all the BrandIndex measures excluding 'Buzz') fell from 7th out of 50 car brands at the beginning of December to 40th at the end of February.

However, in the subsequent weeks since the announcement, the sharp declines seen in almost all BrandIndex measures have started to level out, particularly those focusing on the quality and reputation of the Toyota brand. For example, the General Impression of the brand, which fell from a net positive score of 34% in mid-January to a low of -11% on 19th February, has not continued to deteriorate at the same pace and has actually recovered slightly to -9% according to the latest data.

Toyota scores December 2009 – February 2010



Ray Martin, Head of Products at YouGov in the UK commented *“Given the extent of Toyota’s initial decline, it will be interesting to see whether this leveling out of the scores is the start of a recovery, assuming there is no more bad news around the corner.”*

One score that has not seen such a marked decline is Satisfaction among recent customers of the brand, suggesting that those consumers who actually drive Toyota vehicles still feel positively toward the brand. Over the same period, the Satisfaction scores have only declined by 2 percentage points, from 10% in mid January to 8% at the end of February.

Ray Martin, continued *“It does seem that the damage is being felt less acutely among Toyota’s own customers, who are retaining their faith in the brand. The challenge will be to rebuild this level of confidence among the general public as a whole.”*

Notes to editors

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About BrandIndex

BrandIndex is the only daily measure of public perception. Globally, BrandIndex tracks thousands of consumer brands across a broad range of industry sectors, scoring 6 key indicators of brand health, and 2 measures of recent brand awareness. General Impression, Quality, Value, Corporate Reputation, Customer Satisfaction and Recommend, measure brand health. Attention and Buzz are measures of recent brand awareness. BrandIndex interviews nearly 10,000 adults 18+ each day, resulting in more than 2 million interviews per year. Respondents are drawn from our online panels of over 2,000,000 consumers. BrandIndex takes high-quality, high-relevance data and puts it straight into the hands of decision-makers, so the reporting tool has been designed to suit the style of decision-makers: it’s clear, it’s easy and it’s instant.

About YouGov

YouGov plc is a professional research and consulting organisation, pioneering the use of the Internet and information technology to collect high quality, in-depth data for market research and stakeholder consultation; providing companies with a rounded view of their staff, customers, brands and investors as well as assessing opinion amongst the general public and the media.

Since YouGov was launched in 2000, the Group has developed its engagement with people and online market research activities into an international research network with online panels of 2.2 million people in over thirty countries. YouGov currently has 15 offices worldwide, providing geographic coverage in the United Kingdom and Southern Europe, Germany, Central and Eastern Europe, Scandinavia & Northern Europe, Middle East and North Africa and USA and Canada.

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