The Latest Harris Poll 2010 EquiTrend® Results:

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Subway Highest Ranked Restaurant for the Seventh Straight Year

Ranks highest among all Quick Service and Casual Dining Restaurants

Leading global market research firm Harris Interactive continues to examine the results of its 2010 EquiTrendÂ® study, today focusing on the Top US Restaurant brands.

The annual brand equity study measures over 1,000 brands across 42 categories, including a battery of US restaurant brands.

For the seventh straight year, Subway Restaurants ranks highest in brand equity in the quick service area, followed this year by Wendyâ€™s Restaurants. For the first time, the 2010 EquiTrendÂ® study included casual dining establishments.

Although Subway is not officially in the casual dining category, their brand equity ranking gives them the highest position among both quick service competitors and casual dining brands, which demonstrates the strength of their brand position in the restaurant industry.

â€œSubway ranking highest in almost every dimension we survey is very impressive,â€• says Mary Bouchard, Vice President of Research for the Restaurant Industry. â€œSubway has maintained its brand equity by creating a strong consumer connection; they are very adept at reading and responding to shifts in consumer demand. When consumers wanted healthier choices, they promoted healthy options with the 6 grams of fat sandwich line; when we needed to save money, they set the standard for $5 meal promotions. It will be interesting to see how their new breakfast menu leverages their strengths.â€•

Within the newly added casual dining category, Darden Restaurants performed very well, with two of their brands, Olive Garden and Red Lobster, placing among the 5 highest ranked casual dining brands.

Another brand to watch is Dominoâ€™s Pizza. The 2010 EquiTrendÂ® Study currently ranks Dominoâ€™s Pizza 23rd out the to 25 in brand equity. However, when this study was conducted, Dominoâ€™s had just launched their â€œOh Yes We Didâ€• campaign.

The campaignâ€™s approach is to improve public perception by honestly acknowledging that the quality and taste of their pizzas needed to be improved and that their new product is vastly better.

The current score does not reflect the impact of that campaign, but can serve as a baseline to evaluate the progress Dominoâ€™s Pizza brand is expected to make over the next year.

Methodology
The EquiTrendÂ® study evaluates measures including: Equity, Consumer Connection, Commitment, Energy, Brand Behavior, Brand Advocacy, and Trust. The keystone to the program is Equity, which provides an understanding of a brand's overall strength and is determined by a calculation of Familiarity, Quality, and Purchase Consideration.

This year's EquiTrendÂ® study was conducted online among 19,708 U.S. consumers ages 15 and over between January 12 and 21, 2010. The total number of brands rated was 1,151. Each respondent was asked to rate a total of 60 randomly selected brands.

Each brand received approximately 1,000 ratings. Data were weighted to be representative of the entire U.S. population of consumers ages 15 and over on the basis of age sex, education, race/ethnicity, region, and income, and data from respondents ages 18 and over were also weighted for their propensity to be online.

These statements conform to the principles of disclosure of the National Council on Public Polls.

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