

The Harris Poll Announces This Year's Brands of the Year in the 2018 EquiTrend® Study

theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-in-the-2018-equitrend-study/

NEW YORK, April 25, 2018 – The Harris Poll's 30th annual EquiTrend Study (EQ) reveals the strongest brands across the media, travel, financial, automotive, entertainment, retail, restaurant, technology, household and nonprofit industries, based on consumer response. Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors – Familiarity, Quality and [...]

The Harris Poll



NEW YORK, April 25, 2018 – The Harris Poll's 30th annual EquiTrend Study (EQ) reveals the strongest brands across the media, travel, financial, automotive, entertainment, retail, restaurant, technology, household and nonprofit industries, based on consumer response.

Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors – Familiarity, Quality and Purchase Consideration – that result in a brand equity rating for each brand. Brands ranking highest in equity receive the Harris Poll EquiTrend "Brand of the Year" award for their respective categories. This year, more than 77,000 U.S. consumers assessed more than 3,000 brands across more than 300 categories.

This year's EQ study reflected an emerging trend in consumer behavior – the push to simplify and align with brands they know and trust. The common thread in the 2018 EQ study is waning familiarity strength among consumers. While the overall EQ study score average is stable overall, one-quarter of brands measured in 2017 showed a significant decline in EQ scores. The decline reveals that consumers are becoming less connected to a large set of brands and more connected to a smaller, select set of brands, marked by decreasing brand awareness and quality perception in this year's study.

While many of these brands are mainstays with strong equity as a whole, it seems that in the social age of waning attention spans and the fast pace of new products, consumers are turning inward and focusing on select brands they know and trust. Only 10% of brands saw a significant increase in equity from 2017.

"The EQ study reveals that brand equity is no longer guaranteed by size or media impressions," says The Harris Poll CEO, John Gerzema. "This is actually a time when being 'big' is code for being the establishment. As private label and the popularity of craft products rises, brands are now differentiated on their values, personal connection and their ability to build community."

The Harris Poll 2018 EquiTrend Brands of the Year

This year, the 30th year that the Harris Poll has been measuring brand equity, 80 companies were awarded the coveted Brand of the Year designation, the list of category winners is provided below. We monitor over 3,000 brands, to see the top category performers, please contact us and we would be happy to send you the findings.

Award Category	2018 Brand of the Year
Animal Welfare Nonprofit	Best Friends Animal Society
Burger Restaurant	Five Guys Burgers & Fries
Car Audio	Bose In-Vehicle Audio
Casual Dining Restaurant	(TIE) The Cheesecake Factory and Texas Roadhouse
Chicken Restaurant	Chick-fil-A
Coffee Shop	Krispy Kreme
Coffee Maker	Keurig Coffee Makers
Computer Manufacturer	Microsoft Computers
Cruise Line	(TIE) Disney Cruise Line and Royal Caribbean International
Department Store	Kohl's Department Stores
Digital Camera	Canon Digital Cameras
Disability Nonprofit	Autism Society of America
Economy Hotel	Microtel Inn & Suites
Environmental Nonprofit	National Wildlife Federation
Extended Stay Hotel	Home2 Suites by Hilton
Factual Entertainment	History Channel
Footwear Store	DSW (Designer Shoe Warehouse)
Full Line Automotive	Honda Vehicles
Full Service Airline	Hawaiian Airlines
General Entertainment	AMC Television Network (American Movie Classics)
Greeting Card	Hallmark Greeting Cards
Hardware & Home Store	The Home Depot
Health Nonprofit	(TIE) St. Jude Children's Research Hospital and Shriners Hospitals for Children
Home Entertainment Electronics	Bose Home Entertainment Electronics
Ice Cream & FroYo Shop	Ben & Jerry's Ice Cream Shop
International Aid Nonprofit	Food For The Poor
Internet Radio Service	Pandora Internet Radio
Investment	The Vanguard Group
Kids TV	Disney Junior Television Network
Life Insurance	AXA Life Insurance
Luxury Automotive	Lexus Vehicles
Luxury Department Store	Nordstrom Department Stores
Luxury Hotel	Four Seasons Hotels and Resorts
Major Appliances	KitchenAid Appliances
Media Streaming Device	Amazon Fire TV/Fire Stick
Mexican Restaurant	Taco Bell
Mid-Market Hotel	Hampton Inn & Suites
Military & Veteran Serving Nonprofit	Paralyzed Veterans of America
Mobile Payment	PayPal
Multi-line Insurance	AAA Insurance
National Bank	Capital One
News Service	BBC News
Off-Price Retailer	TJ Maxx Stores
Online Auto Shopping	Kelley Blue Book (KBB.com)
Online Bank	Barclays Online Bank
Online Home Search	Zillow.com
Online Job Search	Indeed.com
Online Travel Service	TripAdvisor

Package Delivery	UPS (United Parcel Service)
Pay Cable TV Network	HBO Television Network
Payment Card	Visa
Pizza Chain	Blaze Pizza
Premium Hotel	Marriott Hotels
Printer	HP Printers
Property and Casualty Insurance	GEICO Auto & Home Insurance
Real Estate Agency	Berkshire Hathaway HomeServices
Rental Car	Enterprise Rent-A-Car
Sandwich Shop	(TIE) Panera and Subway
Smartphone	Apple iPhone Smartphones
Smartwatch	ASUS ZenWatch Smartwatch
Social Networking Site	YouTube
Social Services Nonprofit	Ronald McDonald House Charities
Sporting Goods Store	DICK'S Sporting Goods
Sports TV	ESPN Television Network
Super Regional Bank	BB&T Bank
Tablet Computer	Apple iPad Tablets
Tires	Michelin Tires
TV Network	PBS Television Network (Public Broadcasting Service)
TV News	The Weather Channel
Upscale Hotel	Courtyard Marriott
Value Airline	Southwest Airlines
Video Streaming Subscription	Netflix
Virtual Personal Assistant	(TIE) Amazon Alexa and Apple Siri
Wireless Carrier	Verizon Wireless
Youth Nonprofit	Reading Is Fundamental (RIF)

Methodology

The 2018 Harris Poll EquiTrend Study is based on a sample of 77,031 U.S. consumers ages 15 and over surveyed online, in English, between January 3 and February 15, 2018. The survey took an average of 30 minutes to complete. The total number of brands rated was 3,015. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

The Brand Equity Index is the keystone to the EquiTrend program, providing an understanding of a brand's overall strength. A brand's Equity is determined by a calculation of Familiarity, Quality and Purchase Consideration. Brand of the Year is determined by a simple ranking of brands.

The Harris Poll EquiTrend methodology has been validated by academic business experts in the *Journal of Marketing Research* (1994) and *International Journal of Research on Marketing* (2012).

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

About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. We work with clients in three primary areas; building a twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.

The Harris Poll EquiTrend results disclosed in this release may not be used for advertising, marketing or promotional purposes without the prior written consent of Harris Poll.

□