

Among Fast-Food Restaurants, Subway's Nutritional Claims Are the "Most Trusted" by Consumers

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How much do consumers consider nutrition and healthy choices when they select their fast-food restaurants? This study finds that 42% of Subway customers choose this restaurant because it "has a good selection of healthy items," compared with only 3% of Taco Bell consumers who select this restaurant for its healthy menu.

"Subway owns the nutritional claim relative to its competition, as there is a significant gap between Subway and these other popular fast food/quick-service restaurants. In fact, Subway is the only one of these restaurants with more people who 'completely trust' their nutritional claims than 'do not trust' them. This finding illustrates the challenges and opportunities facing restaurants in their quest to gain greater acceptance of their health and nutrition efforts," said Diane Brewton, Senior Vice President of the Market Intelligence Division at Decision Analyst.

Methodology

Decision Analyst tracks food and beverage consumption, restaurant behavior, health attitudes, and lifestyle management via continuous surveys. The food industry study is conducted online using Decision Analyst's American Consumer Opinion® online panel (www.acop.com). This data is based on a representative sample of 16,392 U.S. adult respondents. The survey results are accurate to one percentage point, plus or minus, at a 99% level of confidence.

About Decision Analyst

Decision Analyst (www.decisionanalyst.com), based in Dallas-Fort Worth, is a leading global marketing research and analytical consulting firm specializing in advertising testing, strategy research, new product development, and advanced modeling for marketing decision optimization. The 31-year-old firm delivers competitive advantage to clients throughout the world in the food and beverage, restaurant, consumer packaged goods, and retail industries. In addition, Decision Analyst operates American Consumer Opinion® Online, one of the world's largest online panels with more than eight million consumers.