



American Customer Satisfaction Index

AMERICAN CUSTOMER SATISFACTION INDEX

Restaurant Study 2021-2022

June 28, 2022

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks for the full-service and fast food restaurant industries. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored individually to each measured industry.

The **ACSI Restaurant Study 2021-2022** is based on interviews with 20,143 customers, chosen at random and contacted via email between April 2021 and March 2022. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in those industries.

Full-Service Restaurants

AMERICAN CUSTOMER SATISFACTION INDEX: FULL-SERVICE RESTAURANTS

COMPANY	2021	2022	% CHANGE
Full-Service Restaurants	80	80	0.0%
All Others	81	80	-1%
LongHorn Steakhouse (Darden)	80	80	0%
Texas Roadhouse	80	80	0%
Cracker Barrel	78	78	0%
Fridays	77	78	1%
Olive Garden (Darden)	80	77	-4%
Outback Steakhouse	78	77	-1%
Red Robin	78	77	-1%
Chili's	77	76	-1%
The Cheesecake Factory	77	76	-1%
Denny's	76	75	-1%
Red Lobster	77	75	-3%
Buffalo Wild Wings (Inspire Brands)	76	74	-3%
Applebee's (Dine Brands)	77	73	-5%
IHOP (Dine Brands)	74	73	-1%

0-100 Scale

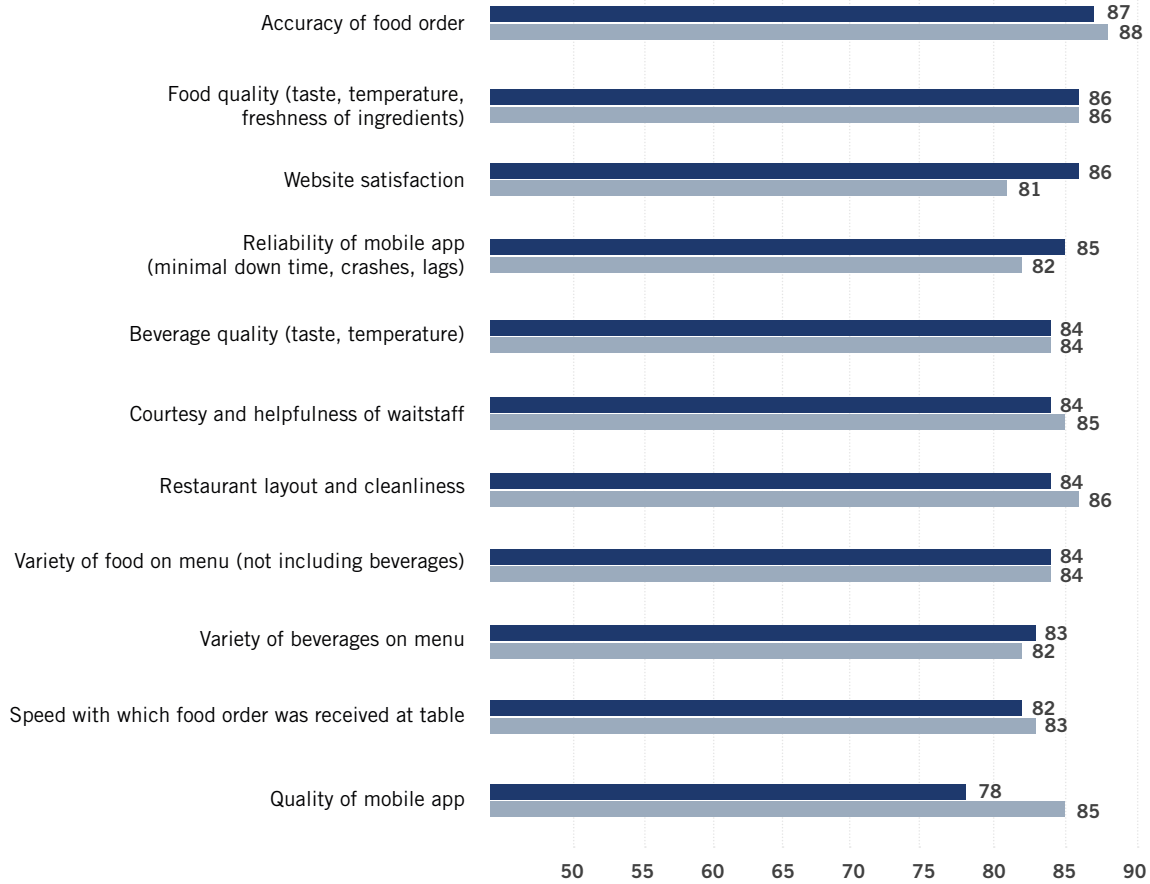
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FULL-SERVICE RESTAURANTS

Customer Experience Benchmarks

Year-Over-Year Industry Trends

■ 2022 ■ 2021



0-100 Scale

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Fast Food Restaurants

AMERICAN CUSTOMER SATISFACTION INDEX: FAST FOOD RESTAURANTS

COMPANY	2021	2022	% CHANGE
Fast Food Restaurants	78	76	-2.6%
Chick-fil-A	83	83	0%
All Others	80	79	-1%
Jimmy John's (Inspire Brands)	NM	79	NA
Domino's	80	78	-3%
KFC (Yum! Brands)	79	78	-1%
Chipotle	77	77	0%
Panera Bread	78	77	-1%
Pizza Hut (Yum! Brands)	78	77	-1%
Starbucks	79	77	-3%
Arby's (Inspire Brands)	77	76	-1%
Five Guys	78	76	-3%
Papa Johns	77	76	-1%
Burger King (RBI)	76	75	-1%
Little Caesars	76	75	-1%
Panda Express	76	75	-1%
Subway	75	75	0%
Dairy Queen	74	74	0%
Dunkin' (Inspire Brands)	77	74	-4%
Sonic (Inspire Brands)	73	74	1%
Wendy's	73	73	0%
Jack in the Box	73	72	-1%
Taco Bell (Yum! Brands)	74	72	-3%
Popeyes (RBI)	73	71	-3%
McDonald's	70	68	-3%

NM = Not Measured
NA = Not Available

0-100 Scale

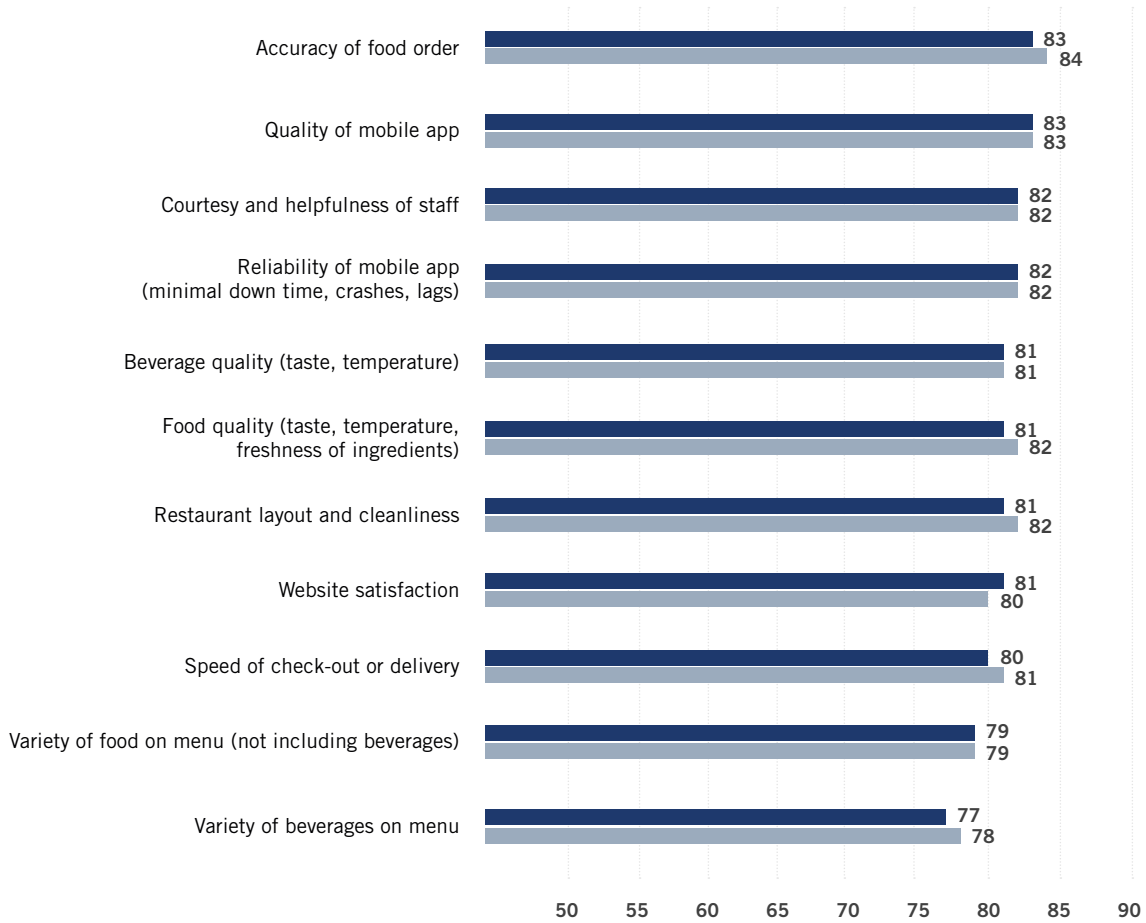
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FAST FOOD RESTAURANTS

Customer Experience Benchmarks

Year-Over-Year Industry Trends

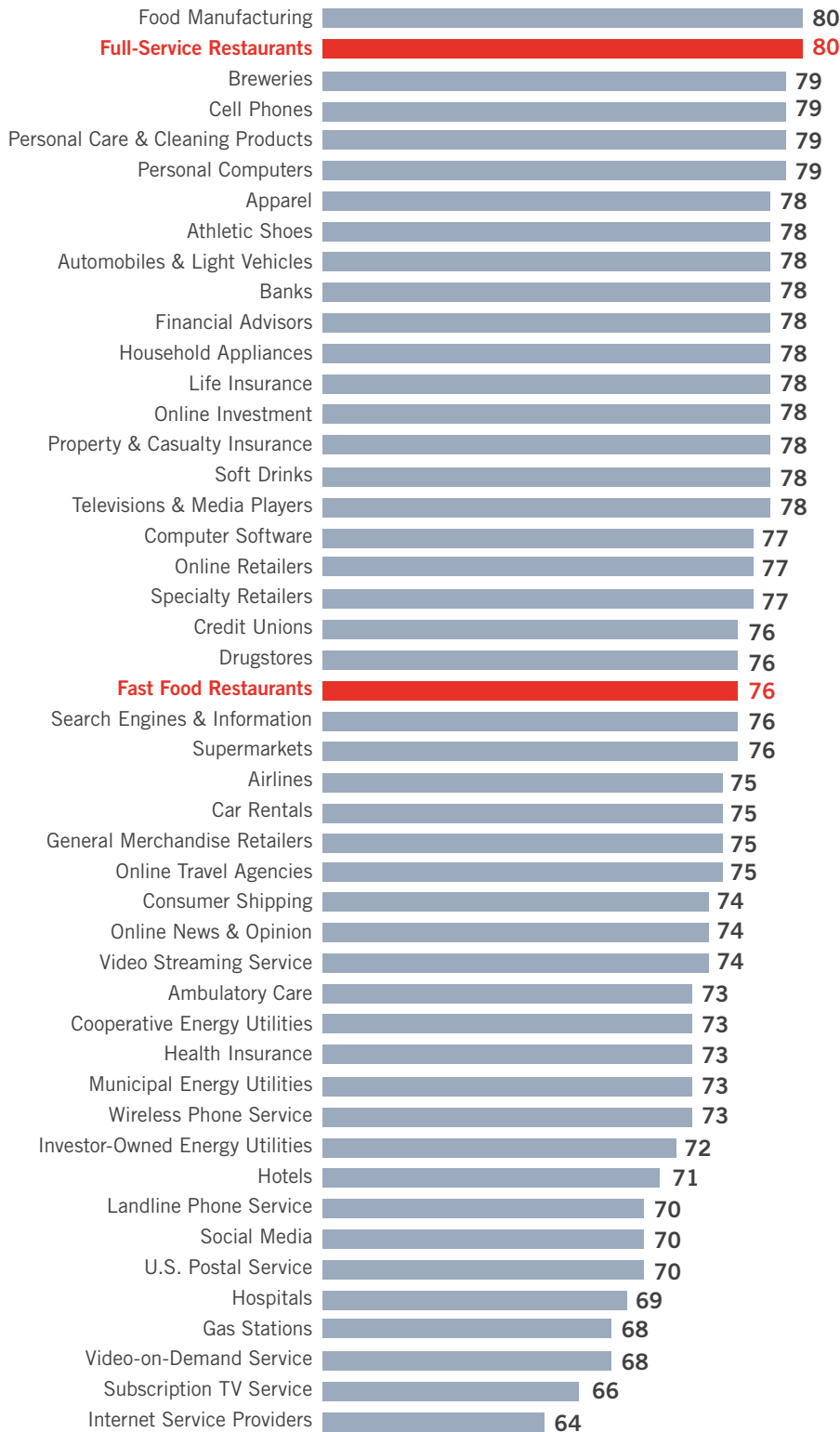
■ 2022 ■ 2021



0-100 Scale

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CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



0-100 Scale

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ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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