



AMERICAN CUSTOMER SATISFACTION INDEX

ACSI Restaurant Study 2022-2023

June 27, 2023

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 2022-2023** is based on interviews with 16,250 customers, chosen at random and contacted via email between April 2022 and March 2023. 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 (ACSI®): FULL-SERVICE RESTAURANTS

COMPANY	2022	2023	% CHANGE
Full-Service Restaurants	80	81	1%
Outback Steakhouse	77	83	8%
Cracker Barrel	78	82	5%
LongHorn Steakhouse (Darden)	80	82	3%
Texas Roadhouse	80	82	3%
All Others	80	81	1%
Olive Garden (Darden)	77	80	4%
Applebee's (Dine Brands)	73	79	8%
Buffalo Wild Wings (Inspire Brands)	74	79	7%
Red Lobster	75	79	5%
The Cheesecake Factory	76	78	3%
Chili's	76	77	1%
Denny's	75	77	3%
Fridays	78	77	-1%
Red Robin	77	77	0%
IHOP (Dine Brands)	73	72	-1%

0-100 Scale

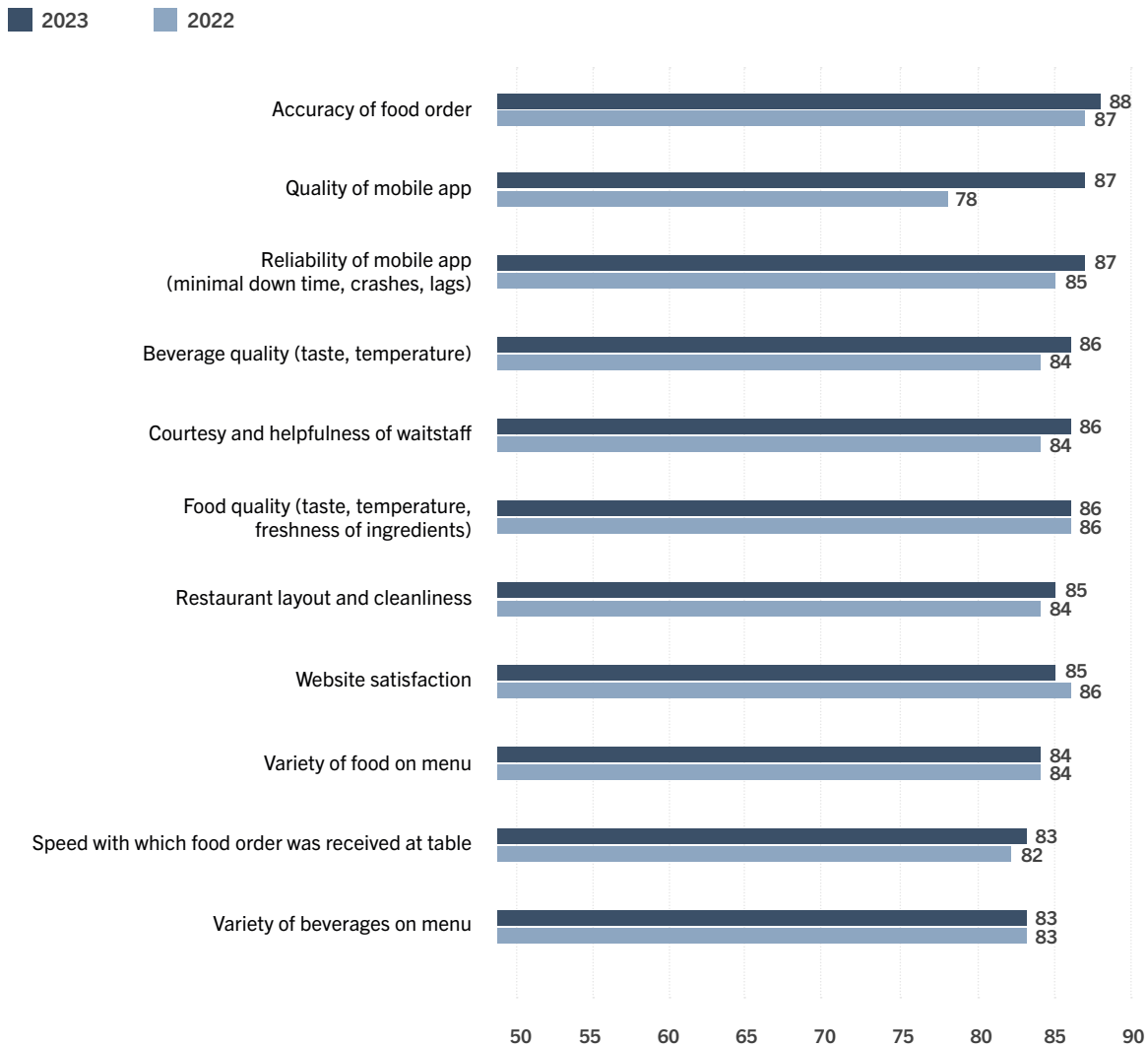
Source: ACSI Restaurant Study 2022-2023

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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): FULL-SERVICE RESTAURANTS

Customer Experience Benchmarks Year-Over-Year Industry Trends



0-100 Scale

Source: ACSI Restaurant Study 2022-2023

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Fast Food Restaurants

AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): FAST FOOD RESTAURANTS

COMPANY	2022	2023	% CHANGE
Fast Food Restaurants	76	78	3%
Chick-fil-A	83	85	2%
Jimmy John's (Inspire Brands)	79	84	6%
All Others	79	82	4%
KFC (Yum! Brands)	78	81	4%
Papa Johns	76	80	5%
Domino's	78	78	0%
Five Guys	76	78	3%
Pizza Hut (Yum! Brands)	77	78	1%
Starbucks	77	78	1%
Arby's (Inspire Brands)	76	77	1%
Dunkin' (Inspire Brands)	74	77	4%
Panda Express	75	77	3%
Burger King (RBI)	75	76	1%
Panera Bread	77	76	-1%
Chipotle	77	75	-3%
Dairy Queen	74	75	1%
Subway	75	75	0%
Little Caesars	75	74	-1%
Popeyes (RBI)	71	74	4%
Wendy's	73	74	1%
Jack in the Box	72	73	1%
Sonic (Inspire Brands)	74	72	-3%
Taco Bell (Yum! Brands)	72	71	-1%
McDonald's	68	69	1%

0-100 Scale

Source: ACSI Restaurant Study 2022-2023

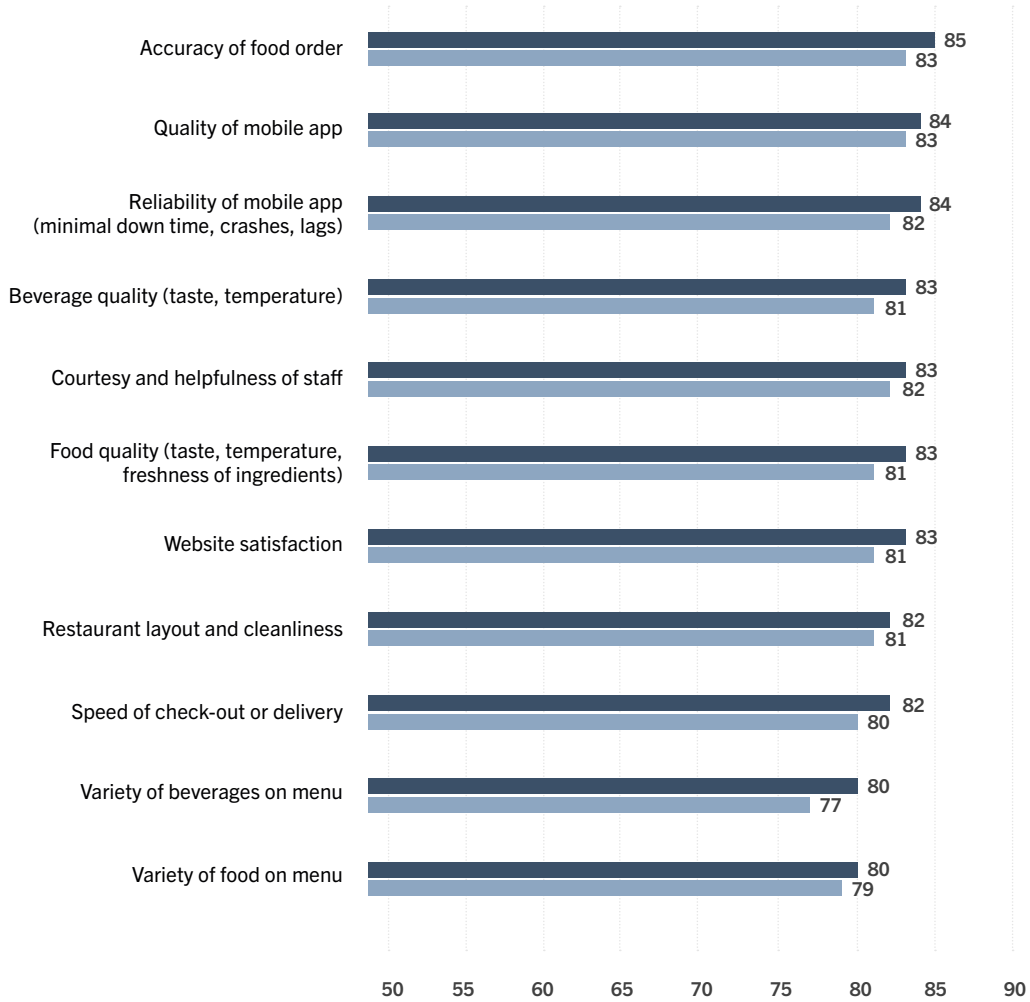
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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): FAST FOOD RESTAURANTS

Customer Experience Benchmarks Year-Over-Year Industry Trends

■ 2023 ■ 2022



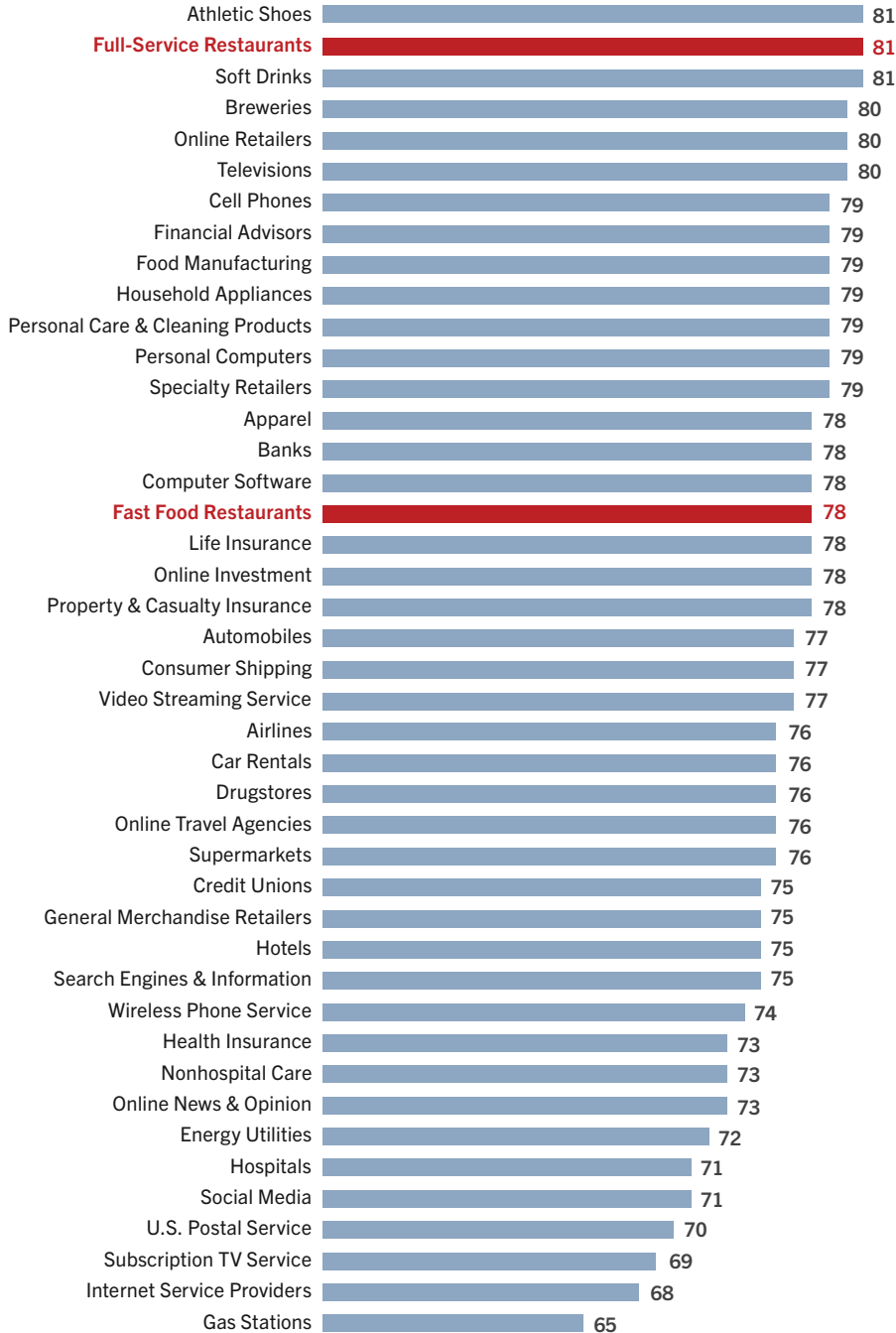
0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



0-100 Scale

Source: ACSI Restaurant Study 2022-2023

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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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