



American Customer Satisfaction Index

# AMERICAN CUSTOMER SATISFACTION INDEX

## Restaurant Study 2020-2021

June 29, 2021

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 limited-service 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 2020-2021** is based on interviews with 19,423 customers, chosen at random and contacted via email between April 1, 2020, and March 29, 2021. 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

	2020	2021	% CHANGE
<b>Full-Service Restaurants</b>	<b>79</b>	<b>80</b>	<b>1.3%</b>
All Others	80	81	1%
LongHorn Steakhouse (Darden)	81	80	-1%
Olive Garden (Darden)	79	80	1%
Texas Roadhouse	80	80	0%
Cracker Barrel	79	78	-1%
Outback Steakhouse	78	78	0%
Red Robin	76	78	3%
Applebee's (Dine Brands)	77	77	0%
Chili's	75	77	3%
Red Lobster	79	77	-3%
TGI Fridays	78	77	-1%
The Cheesecake Factory	NM	77	NA
Buffalo Wild Wings (Inspire Brands)	NM	76	NA
Denny's	76	76	0%
IHOP (Dine Brands)	NM	74	NA

NM = Not Measured  
NA = Not Available  
0-100 Scale

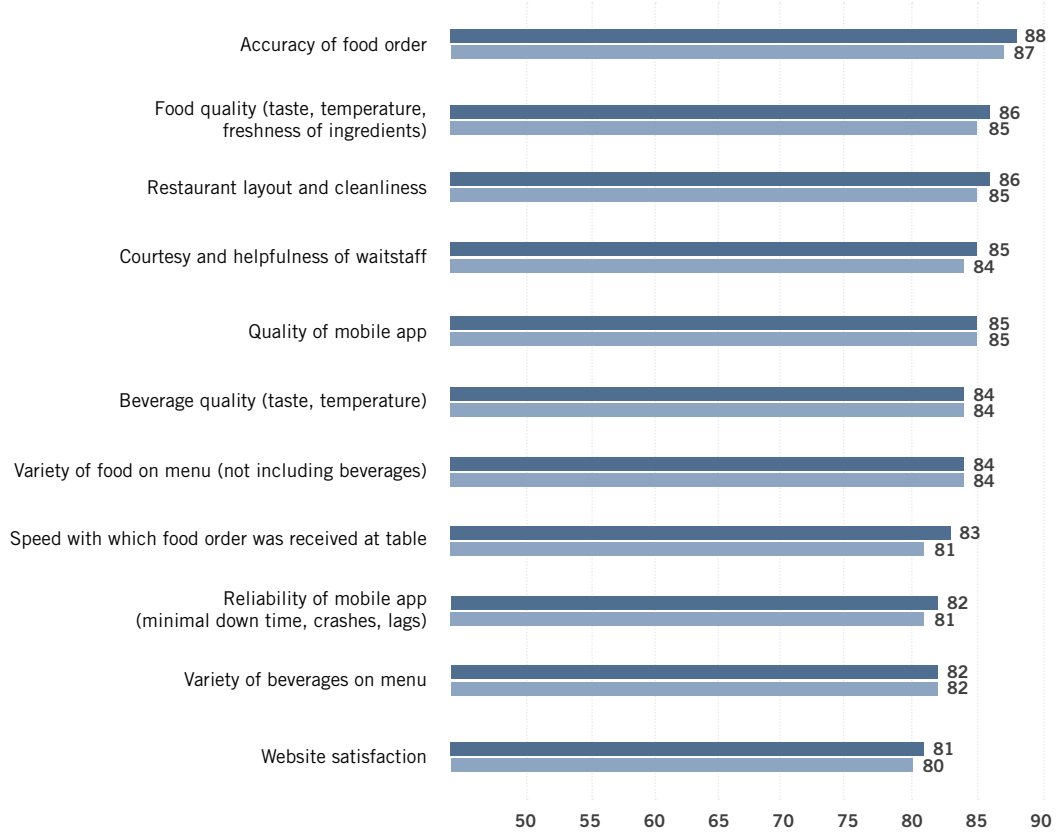
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## FULL-SERVICE RESTAURANTS

### Customer Experience Benchmarks

#### Year-Over-Year Industry Trends

■ 2021 ■ 2020



0-100 Scale

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## Limited-Service Restaurants

### AMERICAN CUSTOMER SATISFACTION INDEX: LIMITED-SERVICE RESTAURANTS

COMPANY	2020	2021	% CHANGE
<b>Limited-Service Restaurants</b>	<b>78</b>	<b>78</b>	<b>0.0%</b>
Chick-fil-A	84	83	-1%
All Others	80	80	0%
Domino's	79	80	1%
KFC (Yum! Brands)	79	79	0%
Starbucks	78	79	1%
Five Guys	NM	78	NA
Panera Bread	79	78	-1%
Pizza Hut (Yum! Brands)	77	78	1%
Arby's (Inspire Brands)	79	77	-3%
Chipotle Mexican Grill	80	77	-4%
Dunkin' (Inspire Brands)	79	77	-3%
Papa John's	78	77	-1%
Burger King (RBI)	76	76	0%
Little Caesars	76	76	0%
Panda Express	NM	76	NA
Subway	79	75	-5%
Dairy Queen	NM	74	NA
Taco Bell (Yum! Brands)	74	74	0%
Jack in the Box	73	73	0%
Popeyes (RBI)	74	73	-1%
Sonic (Inspire Brands)	74	73	-1%
Wendy's	76	73	-4%
McDonald's	70	70	0%

NM = Not Measured  
NA = Not Available

0-100 Scale

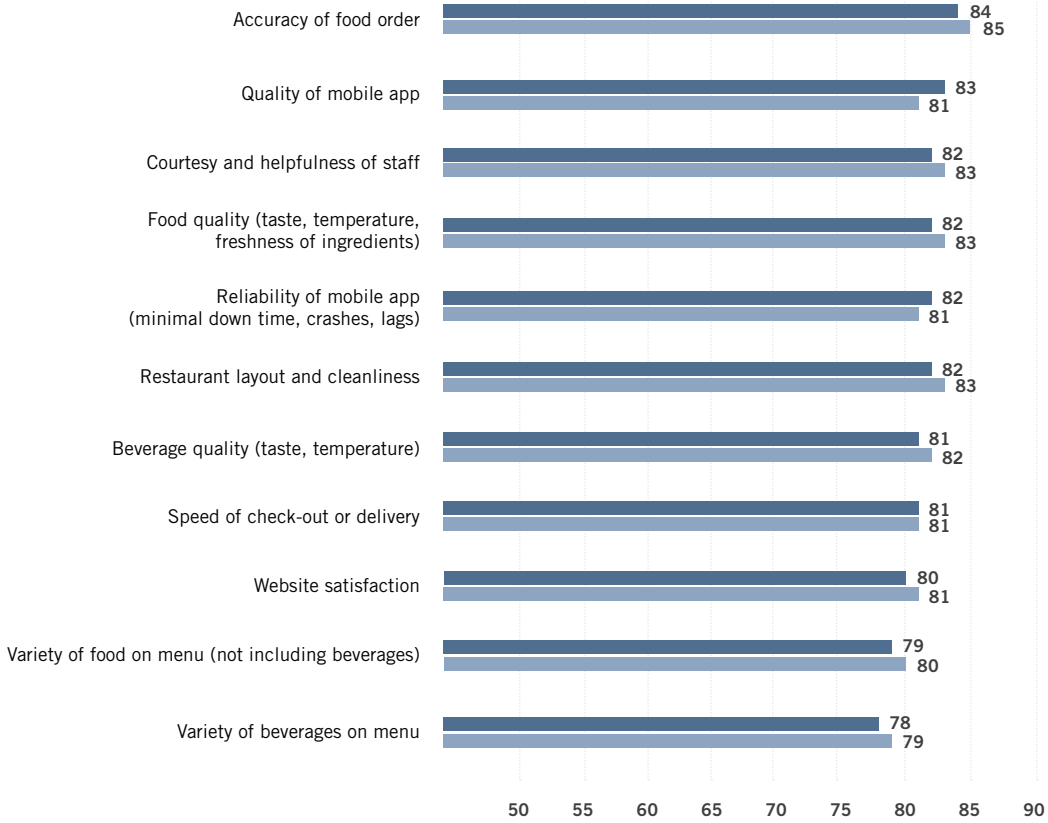
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## LIMITED-SERVICE RESTAURANTS

### Customer Experience Benchmarks

#### Year-Over-Year Industry Trends

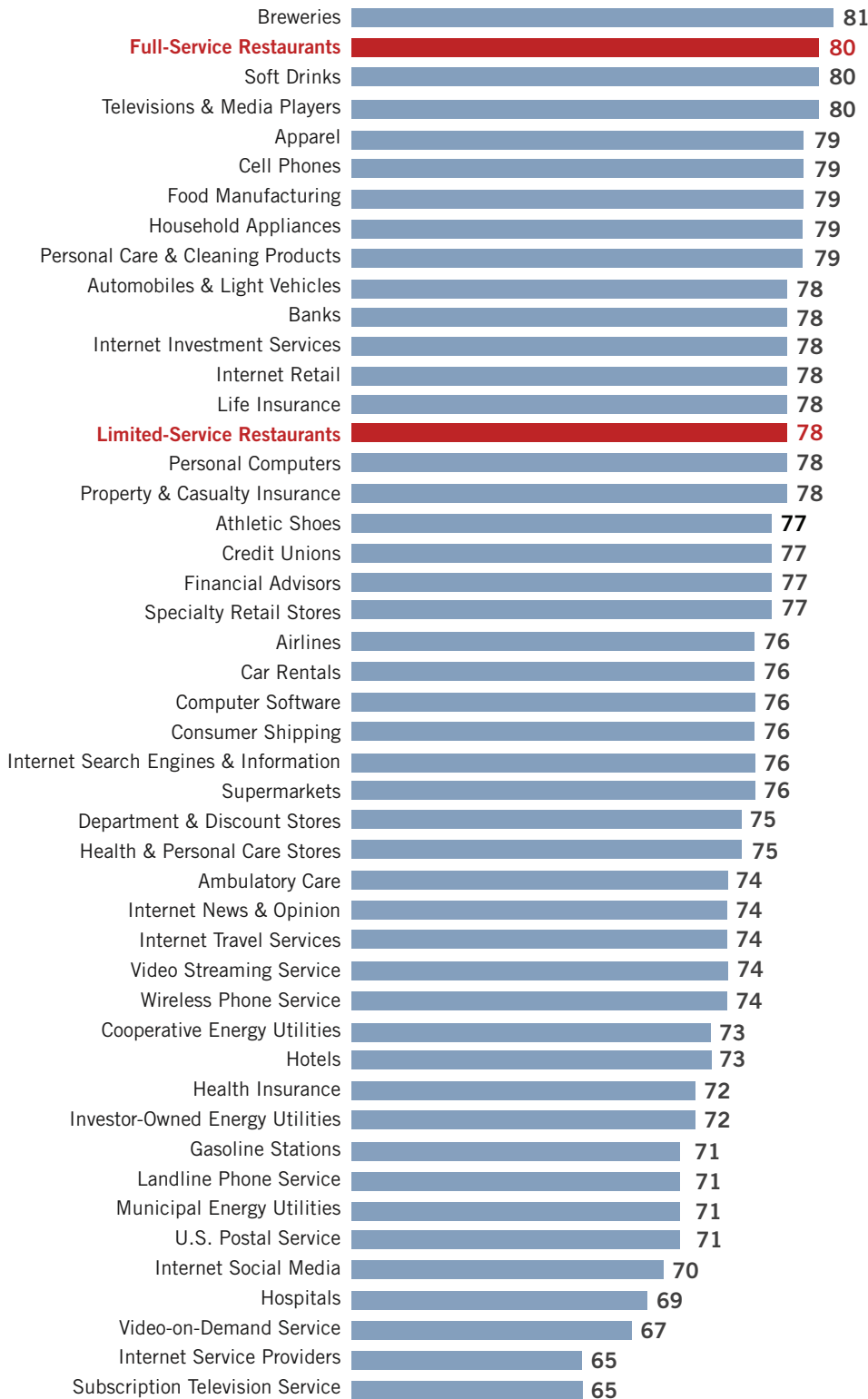
■ 2021   ■ 2020



0-100 Scale

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## CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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0-100 Scale

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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