

America's Favorite Restaurant Chains 2023

Methodology

November 2nd, 2022

Newsweek

statista 

Methodology – America's Favorite Restaurant Chains

Summary

For the second time, Newsweek and Statista are awarding **America's Favorite Restaurant Chains** in selected categories. The 2023 ranking was compiled based on the results of an independent **survey among more than 4,000 customers and employees** of restaurant chains in the United States. The survey ran **from July to August 2022**.

Survey respondents had to indicate which restaurant chains they would recommend for one of sixteen different dishes / ethnic cuisines. In a next step, they were asked to share their experiences by rating the restaurant chains regarding nine assessment criteria (e. g. taste of food, service, accessibility). All ratings were then transformed into a score value and aggregated towards a final score.

To receive an award, a restaurant chain needed to receive a minimum number of recommendations and an overall score of at least 7 out of 10. In addition, a restaurant chain was required to have at least three locations across different cities within at least two U.S. states.

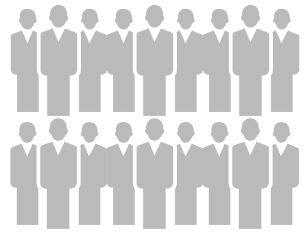
The awarded restaurant chains received either five stars, if their final score value was above the median score of all awarded institutions, or four stars, if their score was below this threshold.

The top lists were created through an elaborate process: Participants' responses as well as the final selection of restaurant chains in each category were **carefully reviewed**. Statista makes no statement about the quality of restaurant chains that are not included in the lists, and their reputation is not disputed.

The analysis of the restaurant chains is based on a panel survey among more than 4,000 respondents

Approach

The survey was conducted using online access panels, providing a representative sample of more than 4,000 American restaurant customers and employees. Each survey respondent provided evaluations for one or several restaurants: in total more than 38,500 evaluations were collected.



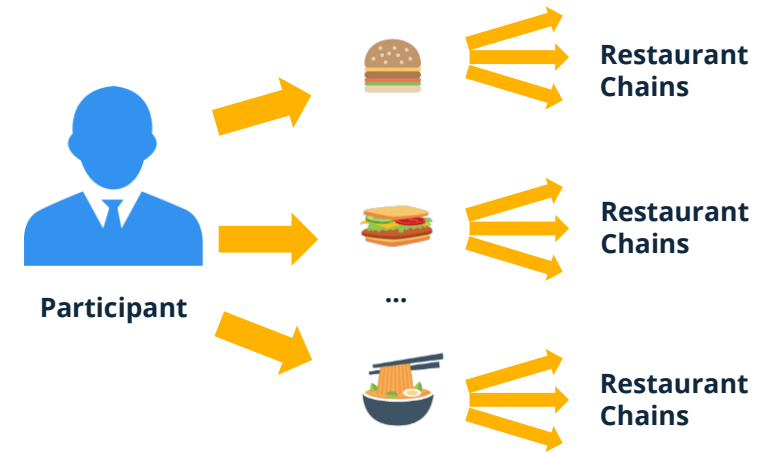
Online access panel

We surveyed U.S. residents aged 18 to 65, who eat food at restaurant chains at least once a week or who are employees of a restaurant chain.



~4,000 participants

- ✓ Who have eaten out or ordered take out at a chain restaurant at least once in the past 24 months or work at a restaurant chain.



Survey

- ∅ The awarded restaurant chains received an overall score of at least 7 out of 10. They offer a variety of dishes in their category, or they are especially known for a specific dish in their category.

Restaurant chains were evaluated by the survey participants towards nine criteria

Assessment criteria

Definition of the assessment criteria:

- 1. Taste of Food**
- 2. Cleanliness:** e.g., clean eating and dining areas, restrooms, and kitchen
- 3. Hygiene and Covid-19:** safe food handling procedures and COVID-19 measures are applied, e.g., employees are regularly washing their hands
- 4. Transparency about ingredients:** e.g., a list of ingredients and an allergen statements are offered
- 5. Location:** e.g., easy reachability by foot, public transport, or car
- 6. Dealing with environmental issues:** e.g., the use of recycled, sustainable, or reduced packaging is promoted
- 7. Accessibility:** e.g., accessibility by wheelchair or baby carriage
- 8. Service Quality:** e.g., friendliness, responsiveness, reliability, and speed of staff
- 9. Treatment of employees:** e.g., the chain treats its employees with respect and shows them appreciation

Survey participants were able to recommend restaurant chains in sixteen different categories

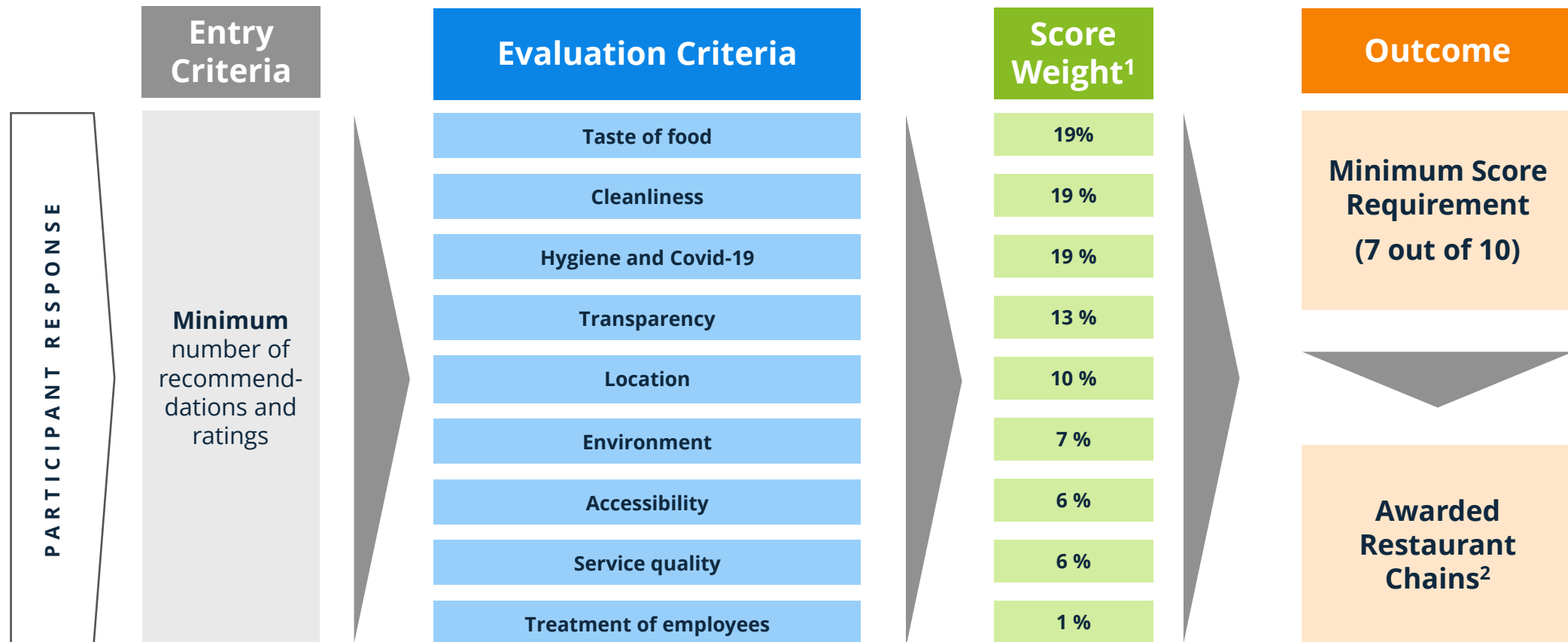
Categories

Dishes / ethnic cuisines:

- BBQ
- Burgers
- Chicken
- Coffee & tea / baked goods
- Ice cream & frozen yogurt
- Juice & smoothies
- Noodles & ramen
- Pizza
- Sandwiches
- Seafood
- Soup
- Steak
- Sushi
- Chinese
- Italian
- Tex-Mex

The final top lists of restaurant chains is based on the evaluations of the survey participants

Analysis and score dimensions: "America's Favorite Restaurant Chains 2023"



¹ The score weight is based on the feedback of the survey participants: "How important are the following criteria for you when choosing a restaurant chain. Please rank the criteria beginning with the one that is most important to you and ending with the one that is least important to you."

² The awarded restaurant chains received either five stars, if their final score value is above the median score of all awarded restaurant chains, or four stars, if their score is below this threshold.

Disclaimer: All lists were compiled through an elaborate process. However, the quality of the companies not included is undisputed.