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New Study from Market Force Information Reveals America's Favorite Quick-Service Restaurants

Thursday, April 19th, 2018

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In-N-Out is favorite for burgers, convenience store chain Wawa leads in sandwich category

Louisville, CO ([Restaurant News Release](#)) A new, large-scale consumer study conducted by Market Force Information (Market Force) reveals America's favorite quick-service restaurant (QSR) chains in five popular food categories: burgers, sandwiches, Mexican, pizza and chicken. The study found In-N-Out is America's favorite burger chain, Wawa ranked first for sandwiches, Chipotle for Mexican food, Pizza Ranch for pizza and Chick-fil-A for chicken.

Nearly 11,500 consumers were polled for the study, which also reveals consumers' QSR dining habits, brand preferences and in-restaurant technology use.

"In this year's study, we saw that scores on the Composite Loyalty Index for QSR brands across all categories declined from last year," said Brad Christian, chief customer officer at Market Force Information. "We attribute this to two factors: consumer expectations of the QSR experience are rising, and, in many cases, execution at these restaurants is declining. As our research continues to show, delighting guests by providing an exceptional customer experience is a key differentiator in an incredibly competitive environment."

Burgers: In-N-Out Burger is Favorite, McDonald's Lands at Bottom

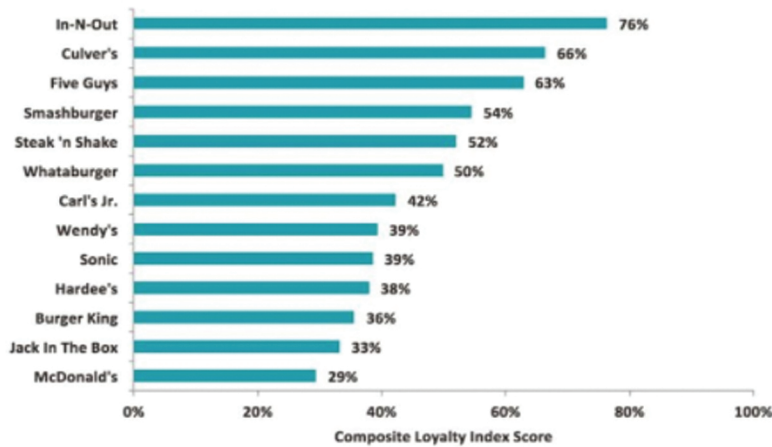
In-N-Out fans are known for their fierce loyalty and – in many cases – their pleas for this regional burger chain to bring a location to their town. The California-based chain ranked No. 1 among burger chains in Market Force's 2018 QSR study for the second consecutive year, followed by Culver's in second place and Five Guys in third. In-N-Out also received the highest scores across all QSR food categories studied, making it America's favorite QSR across the board. On the flip side, Burger King, Jack in the Box and McDonald's ranked lowest among the 13 burger chains studied. [See Graph 1].

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Graph 1: Favorite QSR Burger Chains



In-N-Out Dominates All Customer Experience Categories

In-N-Out was not only the favorite QSR burger brand overall, but it also took the top spot in all eight customer experience categories, including value, food quality, service speed, staff friendliness, cleanliness, atmosphere, healthy options and curb appeal. Five Guys and Culver's also consistently performed well, with Five Guys ranking second for food, speed of service and cleanliness, and Culver's ranking second for atmosphere, friendliness and curb appeal. Results were based on the study participants' most recent visit to a given restaurant. [See Graph 2.]

Graph 2: Favorite QSR Burger Chains Ranked by Customer Experience Attributes

STAFF FRIENDLINESS		VALUE FOR MONEY SPENT		SPEED OF SERVICE		OVERALL CLEANLINESS	
Brand	Score	Brand	Score	Brand	Score	Brand	Score
In-N-Out	78%	In-N-Out	69%	In-N-Out	54%	In-N-Out	65%
Culver's	65%	Steak 'n Shake	54%	Five Guys	51%	Five Guys	60%
Five Guys	62%	Wendy's	44%	Smashburger	47%	Culver's	60%
Smashburger	54%	Carl's Jr.	43%	Culver's	47%	Smashburger	52%
Whataburger	48%	Culver's	42%	Sonic	41%	Whataburger	40%
Sonic	46%	Burger King	41%	Wendy's	40%	Sonic	39%
Steak 'n Shake	43%	Jack In The Box	41%	Burger King	39%	Steak 'n Shake	38%
Carl's Jr.	42%	Whataburger	40%	Jack In The Box	38%	Carl's Jr.	36%
Burger King	40%	McDonald's	40%	Whataburger	38%	Wendy's	34%
Wendy's	38%	Smashburger	39%	Carl's Jr.	38%	Hardee's	32%
Hardee's	37%	Hardee's	38%	Hardee's	34%	Burger King	31%
Jack In The Box	35%	Sonic	38%	McDonald's	34%	McDonald's	30%
McDonald's	33%	Five Guys	36%	Steak 'n Shake	30%	Jack In The Box	29%

FOOD QUALITY		CURB APPEAL		ATMOSPHERE		HEALTHY OPTIONS	
Brand	Score	Brand	Score	Brand	Score	Brand	Score
In-N-Out	71%	In-N-Out	64%	In-N-Out	58%	In-N-Out	37%
Five Guys	67%	Culver's	57%	Culver's	54%	Smashburger	33%
Culver's	60%	Five Guys	51%	Five Guys	54%	Culver's	28%
Smashburger	52%	Whataburger	43%	Smashburger	44%	Wendy's	25%
Whataburger	47%	Smashburger	41%	Whataburger	38%	Five Guys	23%
Steak 'n Shake	46%	Sonic	41%	Sonic	32%	Carl's Jr.	22%
Carl's Jr.	40%	Steak 'n Shake	35%	Steak 'n Shake	30%	Whataburger	20%
Hardee's	36%	Carl's Jr.	34%	Wendy's	29%	Sonic	19%
Wendy's	35%	Wendy's	32%	Carl's Jr.	28%	Burger King	19%
Sonic	33%	McDonald's	31%	Burger King	28%	McDonald's	17%
Burger King	32%	Burger King	31%	Hardee's	26%	Steak 'n Shake	15%
Jack In The Box	29%	Hardee's	30%	McDonald's	25%	Hardee's	14%
McDonald's	23%	Jack In The Box	27%	Jack In The Box	24%	Jack In The Box	13%