

UNITED STATES



Best bites 2026:

U.S. restaurant brand rankings

Which restaurant brands come out on top among American adults?

/Research Reality



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Foreword



Restaurants occupy a unique place in Americans' daily lives. But in an increasingly competitive dining landscape, understanding which brands stand out has never been more important.

This report explores how restaurant brands are performing in the United States, ranking the leaders across fast food, casual dining, and specialty dining. Beyond the rankings, we take a closer look at the consumers behind the industry, including a detailed profile of weekly fast food diners: Who they are, what motivates their choices, and how their preferences differ by gender.

We also examine one of the most enduring questions in American dining: which brands consumers believe do certain foods best. From burgers and sandwiches to tacos, ice cream, and coffee, the report highlights the brands that stand out in the minds of U.S. diners.

Together, these insights offer a clearer picture of the competitive landscape and the expectations shaping today's restaurant market."

Ashley Brown

Senior Director, YouGov America

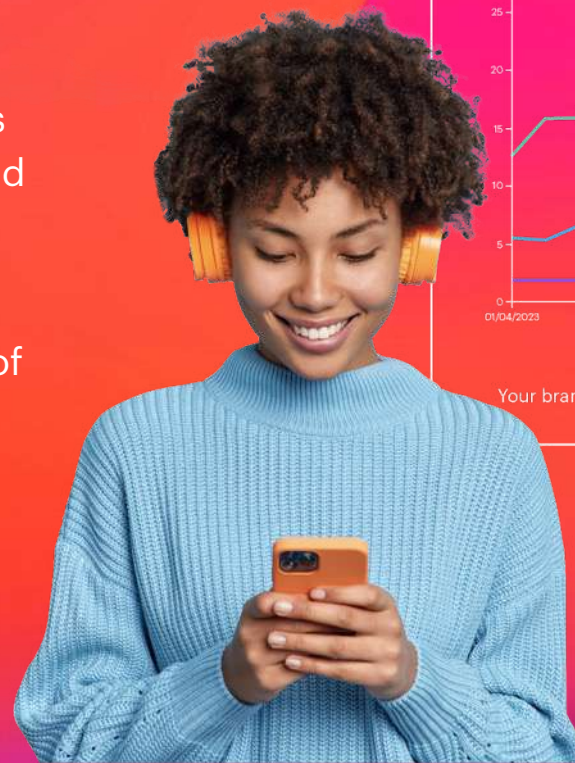
[Get in touch](#)

[Discover brand tracking](#)

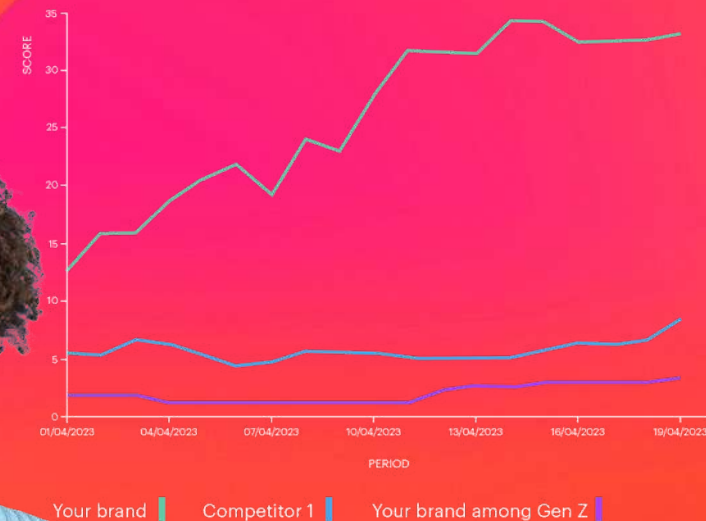
The best brands don't rank by accident

The secret to ranking highly, is knowing exactly where you stand today. Brand health gives you clarity, revealing how your brand is changing in terms of brand awareness, word of mouth, loyalty and more.

To move forward in a crowded global marketplace, brand health must become more than a feel-good metric - it's a key indicator of relevance and customer sentiment. Power your next move with insight from the global leader in daily brand tracking.

[Explore brand tracking](#)

Advertising awareness

[Metrics ▾](#)[Advertising awareness](#)

Profiling America's fast food diners

Who's eating fast food weekly?

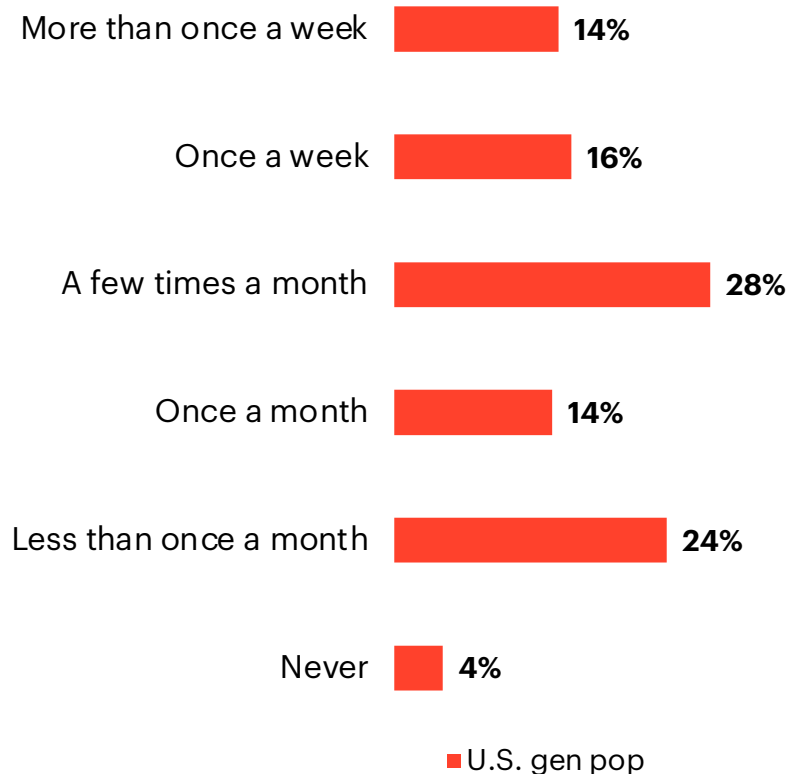


America's fast food frequency

2 in 3 of consumers purchase food or drinks from fast food restaurants either dine in or take-out at least once a month, indicating fast food is a regular part of dining behavior for majority.

[Start your audience analysis](#)

How often do you purchase food or drinks from fast food restaurants? (either dine in or take-out)





Profile spotlight: Who are America's fast food weekly diners?



Male: 55%
Female: 45%

Compared to
male: **49%**, female: **51%**
for U.S. gen pop



51%

are aged under 45

Compared to
42% of U.S. gen pop



39%

are either have 4-year college
degree or postgraduate degree

Compared to **35%** of U.S. gen pop



49%

are middle income
(75%-200% of median)

Compared to **41%**
of U.S. gen pop

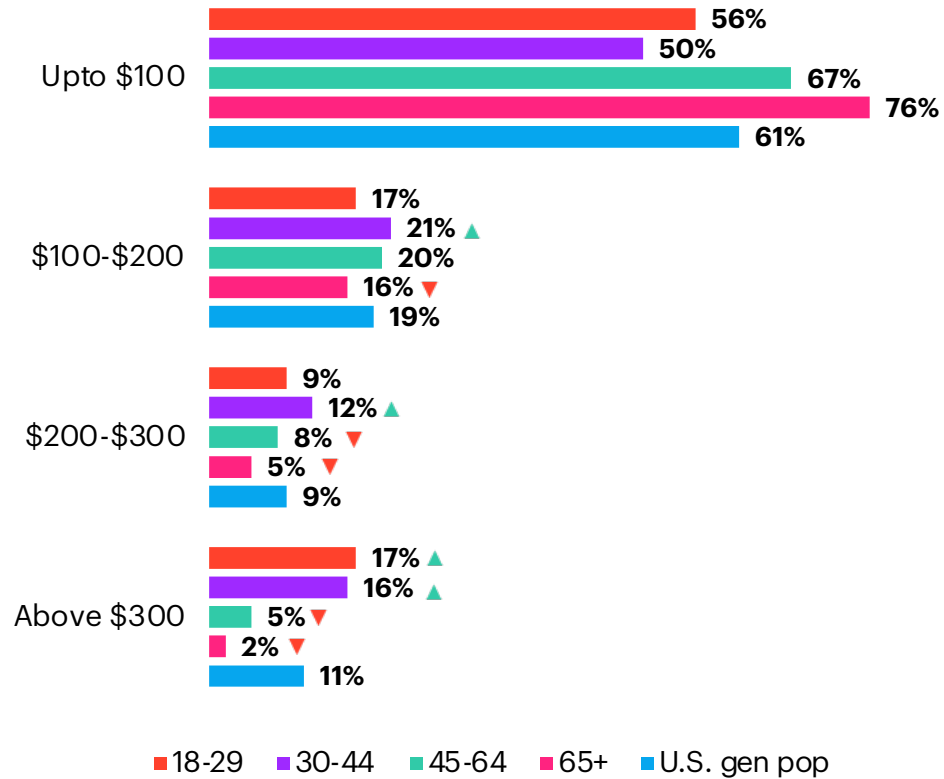


30%

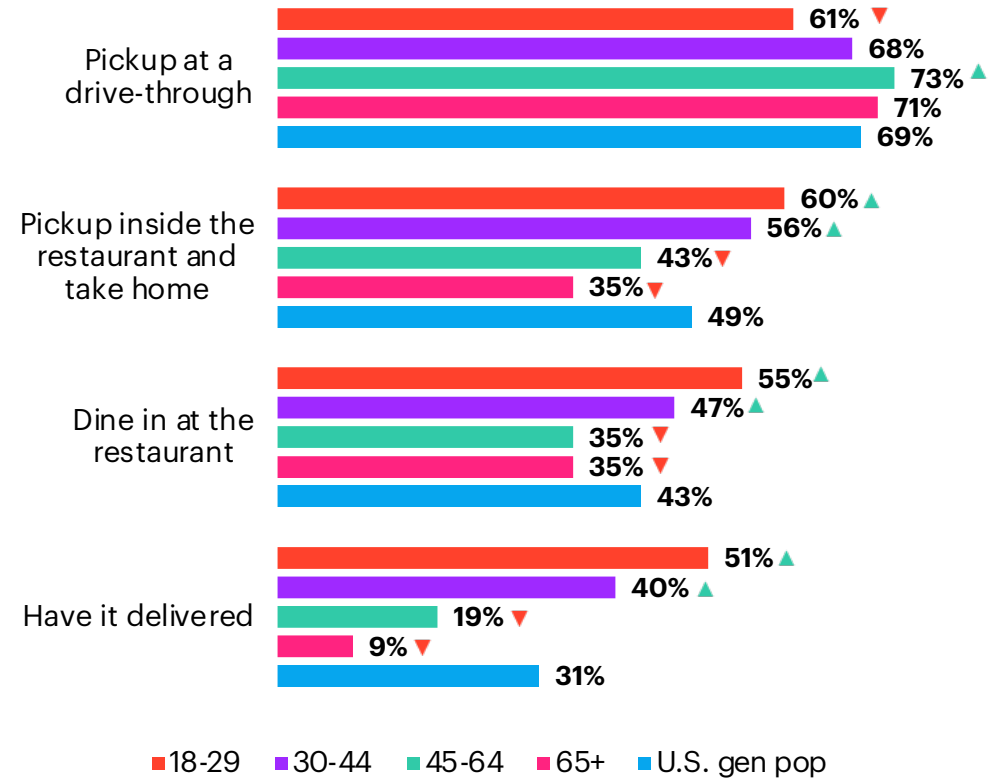
of Americans are weekly
fast food diners

America's fast food diners' habits amongst age groups

Fast food: Average monthly spend dining out
(% of weekly fast food diners)



Fast food purchase method
(% of weekly fast food diners)

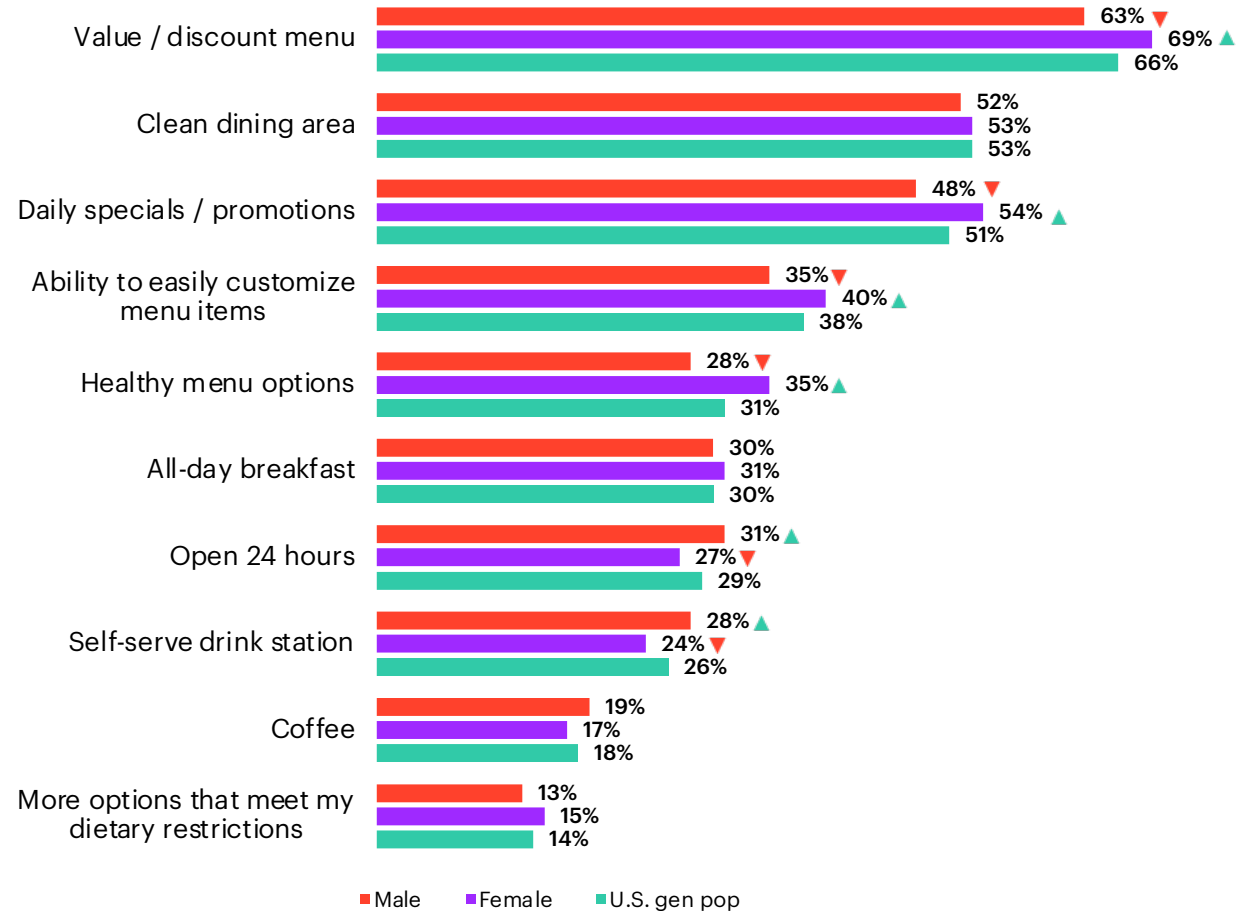


What appeals most to weekly fast food diners?

Value and discounts are the biggest drivers for weekly fast food diners, followed by a clean dining area. Customization of menu items over indexes with women, while men are more enticed by 24-hour service and self-serve drink stations.

[Get in touch for more data](#)

What features would make you more likely to visit a fast food restaurant? (% of weekly fast food diners)



YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. fast food weekly diners: Male n> 6,500, Female n> 6,100.

▲/▼: indicates statistically significant difference compared to U.S. weekly fast food diners among genders. *Top 10 responses are shown.

Fast food brand rankings

The top brands in the U.S.
based on Consideration,
Quality & Value



Fast food

The top fast food brands by Consideration

McDonald’s is the most considered fast food brand in America, followed by Chick-fil-A and Wendy’s.

Get in touch

When you are in market next to purchase food or drink, from which of the following would you consider purchasing?

Rank	Fast food brand	Consideration (%)
1	McDonald's	39.6
2	Chick-fil-A	35.5
3	Wendy's	33.2
4	Burger King	31.6
5	Taco Bell	31.2
6	Subway	29.3
7	KFC	25.0
8	Domino's	24.3
9	Dairy Queen	22.0
10	Arby's	21.9

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 26,500. To qualify as top-ranked, brands have held tracked scores for at least 6 months. *Pizza brands data is available starting June 2025.

Fast food

Most considered by gender

Male

Rank	Fast food brand	Consideration (%)
1	McDonald's	42.8
2	Burger King ▲	36.0
3	Wendy's	35.5
4	Chick-fil-A	35.5
5	Taco Bell	33.1
6	Subway	30.1
7	KFC ▲	29.1
8	Domino's ▲	27.3
9	Popeyes ▲	24.2
10	Arby's ▲	24.0

Female

Rank	Fast food brand	Consideration (%)
1	McDonald's	36.6
2	Chick-fil-A	35.6
3	Wendy's	30.9
4	Taco Bell	29.3
5	Subway	28.5
6	Burger King ▼	27.4
7	Dairy Queen	21.8
8	Domino's ▼	21.4
9	KFC ▼	21.2
10	Arby's	19.9

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. Male n> 11,600, Female n> 14,900. To qualify as top-ranked, brands have held tracked scores for at least 6 months.
▲/▼: +/-10% relative difference from gen pop. Question: “When you are in market next to purchase food or drink, from which of the following would you consider purchasing?”
*Pizza brands data is available starting June 2025.

Fast food

Most considered by age groups

18-29

Rank	Fast food brand	Consideration (%)
1	McDonald's ▲	48.4
2	Chick-fil-A ▲	40.1
3	Taco Bell ▲	34.5
4	Burger King	33.4
5	Domino's ▲	32.8
6	Wendy's	32.1
7	KFC ▲	32.1
8	Subway	30.9
9	Pizza Hut ▲	27.0
10	Popeyes ▲	22.4

30-44

Rank	Fast food brand	Consideration (%)
1	McDonald's ▲	44.4
2	Taco Bell ▲	36.6
3	Chick-fil-A	36.6
4	Wendy's	34.5
5	Burger King	31.9
6	Domino's ▲	29.1
7	Subway	28.0
8	KFC	26.3
9	Pizza Hut ▲	24.9
10	Popeyes	20.4

45-64

Rank	Fast food brand	Consideration (%)
1	McDonald's	37.8
2	Chick-fil-A	35.5
3	Wendy's	33.9
4	Burger King	32.1
5	Taco Bell	30.6
6	Subway	29.3
7	Arby's ▲	26.1
8	Jersey Mike's ▲	22.9
9	KFC	22.8
10	Domino's	22.7

65+

Rank	Fast food brand	Consideration (%)
1	Wendy's	31.3
2	McDonald's ▼	31.2
3	Subway	29.4
4	Burger King	29.4
5	Arby's ▲	26.0
6	Taco Bell ▼	23.8
7	Dairy Queen	23.6
8	KFC ▼	22.3
9	Jersey Mike's ▲	22.3
10	Popeyes ▼	16.9

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. Age: 18-29 n> 1,300, 30-44 n> 3,700, 45-64 n> 9,300, 65+ n> 12,100. To qualify as top-ranked, brands have held tracked scores for at least 6 months. ▲/▼: +/-10% relative difference from gen pop. Question: "When you are in market next to purchase food or drink, from which of the following would you consider purchasing?" *Pizza brands data is available starting June 2025.

[Explore brand tracking](#)

Fast food

America’s top burger, sandwich, and taco spots

Burgers			Deli sandwich			Tacos/burritos		
Rank	Brand	% Rating Best	Rank	Brand	% Rating Best	Rank	Brand	% Rating Best
1	Five Guys	15.5	1	Subway	22.9	1	Taco Bell	30.3
2	Burger King	15.0	2	Jersey Mike's	19.3	2	Chipotle	20.6
3	In-N-Out Burger	12.1	3	Firehouse Subs	9.9	3	Moe's Southwest Grill	5.6
4	Wendy's	10.2	4	Panera Bread	9.4	4	Del Taco	5.5
5	McDonald's	8.7	5	Jimmy John's	9.1	5	Qdoba	4.3

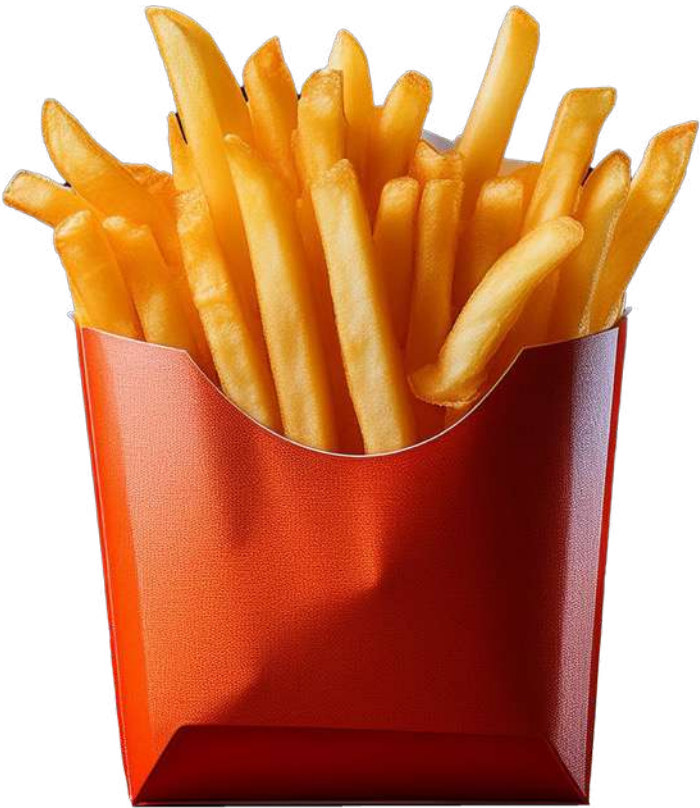


YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 44,300. To qualify as top-ranked, brands have held tracked scores for at least 6 months. *Not asked/ not available not shown. Question: “Which fast food restaurant has the best tasting burgers/ deli sandwich/ tacos/burritos/ chicken/ pizza?”

Fast food

America’s top chicken, pizza and fry spots

Chicken			Pizza			Fries		
Rank	Brand	% Rating Best	Rank	Brand	% Rating Best	Rank	Brand	% Rating Best
1	Chick-fil-A	25.3	1	Pizza Hut	19.1	1	McDonald's	39.2
2	KFC	17.9	2	Domino's	17.1	2	Five Guys	9.0
3	Popeye's Louisiana Kitchen	16.2	3	Papa John's	11.4	3	Chick-Fil-A	7.1
4	Raising Cane's	6.8	4	Little Caesars	5.3	4	Wendy's	6.9
5	Church's	3.5	5	Marco's Pizza	4.7	5	Burger King	6.5



YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 44,300. To qualify as top-ranked, brands have held tracked scores for at least 6 months. *Not asked/ not available not shown. Question: “Which fast food restaurant has the best tasting burgers/ deli sandwich/ tacos/burritos/ chicken/ pizza?”

Fast food

Top ranked fast food brands based on Quality and Value

Quality

Rank	Fast food brand	Quality (net score)
1	Chick-fil-A	37.3
2	Jersey Mike’s	24.3
3	Wendy's	23.7
4	Firehouse Subs	18.7
5	In-N-Out	18.6
6	Dairy Queen	17.4
7	Subway	17.1
8	Pizza Hut	16.1
9	Raising Cane’s	14.6
10	Popeyes	14.4

Value

Rank	Fast food brand	Value (net score)
1	Wendy's	21.6
2	Taco Bell	18.4
3	Domino's	16.7
4	Burger King	16.5
5	Little Caesars	15.5
6	Chick-fil-A	15.3
7	Subway	13.1
8	McDonald's	12.5
9	In-N-Out	10.6
10	Dairy Queen	10.3

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 11,600. To qualify as top-ranked, brands have held tracked scores for at least 6 months. *Pizza brands data is available starting June 2025.
Quality question: “Which of the following brands do you think represents GOOD/POOR QUALITY?”
Value question: “Which of the following brands do you think represents GOOD/POOR VALUE FOR MONEY?”

Brand spotlight

Chick-fil-A

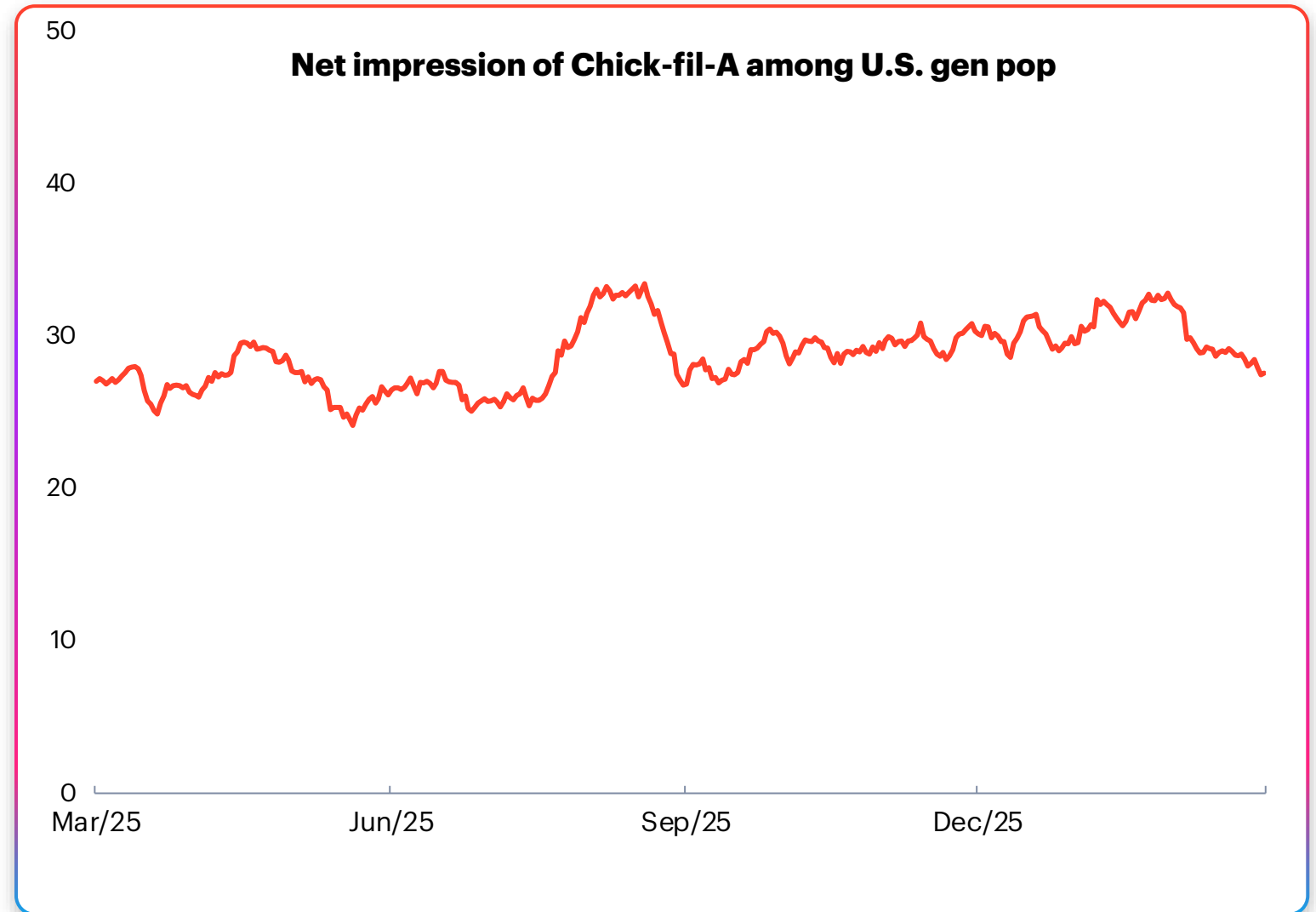
Exploring why consumers rank Chick-fil-A positively or negatively in the U.S.



Chick-fil-A

Tracking brand Impression

Chick-fil-A experienced an increase in brand impression since March 2025, peaking in early 2026.

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YouGov BrandIndex: March 1, 2025 – February 28, 2026. Data displayed reflects 4-weekly averages of Net Impression of Chick-fil-A. U.S. gen pop: n> 2,700 per month. Net Impression: Overall, of which of the following restaurant chains do you have a POSITIVE impression? / Now which of the following restaurant chains do you have an overall NEGATIVE impression?

Chick-fil-A

Tracking brand Impression by generation

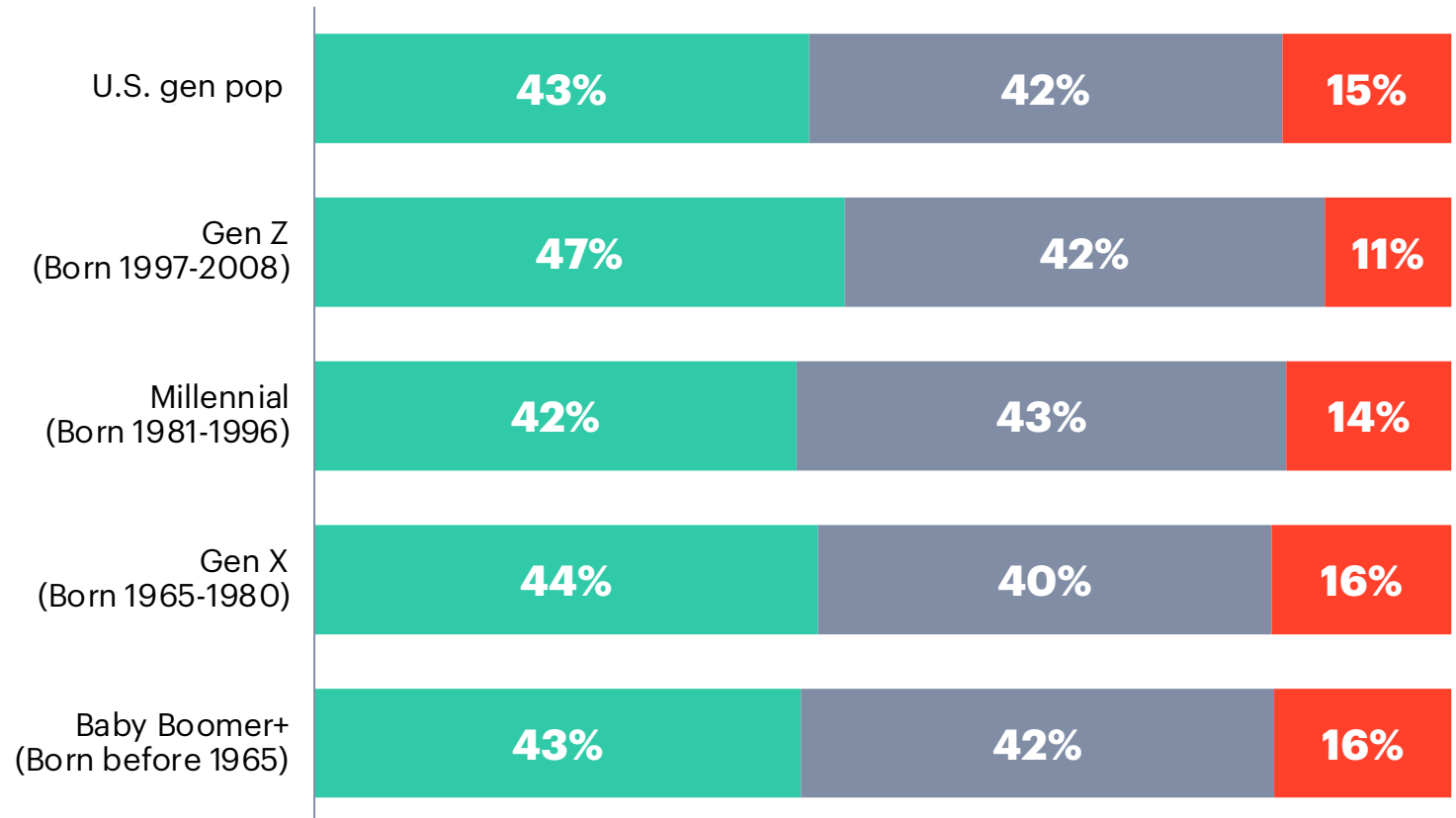
Across all generations, Americans are **3-4x more likely to have a positive impression** than **negative** impression of Chick-fil-A.

Gen Z Americans, who may have missed the brand's early 2010s LGBTQ+ rights scandal, have the highest share who view Chick-fil-A positively (47%) and lowest who view the brand negatively (11%).

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Impression of Chick-fil-A by generation

■ Positive ■ Neutral ■ Negative



YouGov BrandIndex, March 1, 2025 – February 28, 2026. U.S. gen pop n> 39,000, Gen Z n> 4,400, Millennial n> 8,700, Gen X n> 8,900, Baby Boomer+ n> 16,000. Net Impression: Overall, of which of the following restaurant chains do you have a POSITIVE impression? / Now which of the following restaurant chains do you have an overall NEGATIVE impression?

Why Americans view Chick-fil-A positively

In their own words

“

Chick-fil-A has always been a positive spot for me. The food hits every time, especially how fresh everything tastes. But what I like most is the customer service - they treat you like a human being, not just another order.” – Male, 35-49

“Chick-fil-A is almost always fantastic no matter where you are. The worst problem you ever have is the long line and that just tells you that everyone else wants to eat there too, so you know you’re at the right place.” – Female, 35-49

“It’s impressive when at the risk of losing business and people’s respect people still don’t hide their faith. I am a follower of Jesus also and it helps me to be less afraid” – Female, 50+

“I think that warm feeling comes from how the team treats me, not just the food. They always greet me with a genuine smile and make sure my table is clean, which makes me feel like a valued guest rather than just another order number.” – Male, 18-34

Key themes & sentiment analysis

Conversation topic	Interview mentions	Engagement (of 10)	Sentiment (of 10)
Food taste and quality	1,564	6.0	8.9
Customer service and hospitality	749	6.1	9.4
Consistency and reliability	537	5.6	9.3
Operational efficiency and speed	460	5.4	8.4
Location and accessibility	391	5.1	6.0
Social influence and reputation	304	4.8	8.3
Corporate values and ethics	295	7.2	7.8

Based on 525 AI-led interviews with Americans who view Chick-fil-A positively

High engagement, High sentiment

YouGov BrandIndex Voices, March 5-30, 2026. U.S. adults interviewed about positive Chick-fil-A impression: n=525. This analysis was completed with AI; AI can make mistakes. Sorted by interview mentions, which measures how often a topic came up throughout all conversations. Sentiment measures the emotional tone expressed toward a theme. Engagement measures how “interested” or “involved” participants are with a theme, from references to passionate discussion. Seven of 12 surfaced themes displayed.

Why Americans view Chick-fil-A negatively

In their own words

“

The food and the service are good but this restaurant has thrust its religious and political opinions, that don’t match my own, into the social framework of the U.S. The restaurant takes a stand and so do I.” – Male, 50+

“They’re known for good customer service and I’ve never had problems on that front, but knowing what their leadership promotes and donates money to, I see purchasing from them as supporting those causes and would rather go to an establishment that is less regressive with human rights” – Female, 50+

“The food is good but again I don’t agree with the political and religious views of the owners and how they allow them to infect their business practices” – Female, 35-49

“Unlikely to shift, since the “Christian” branding is core to their business. An acknowledgment that what they did in the past was wrong and a commitment to doing better would be helpful” – Male, 18-34

Key themes & sentiment analysis

Conversation topic	Interview mentions	Engagement (of 10)	Sentiment (of 10)
LGBTQ rights advocacy	473	8.3	1.2
Religious business integration	406	7.0	1.7
Political and ethical alignment	318	7.4	1.3
Information and media sources awareness	204	5.1	3.9
Food taste and quality	204	5.4	3.2
Inclusion and diversity concerns	138	6.3	1.5
External social influences	113	5.2	4.6

Based on 223 AI-led interviews with Americans who view Chick-fil-A negatively

High engagement, low sentiment

YouGov BrandIndex Voices, March 5-30, 2026. U.S. adults interviewed about negative Chick-fil-A impression: n=223. This analysis was completed with AI; AI can make mistakes. Sorted by interview mentions, which measures how often a topic came up throughout all conversations. Sentiment measures the emotional tone expressed toward a theme. Engagement measures how “interested” or “involved” participants are with a theme, from references to passionate discussion. Seven of 11 surfaced themes displayed.

Casual dining brand rankings

The top brands in the U.S. based on Consideration, Quality & Value



Casual dining

The top casual dining brands by Consideration

Olive Garden is the most considered casual dining brand in America, followed by Texas Roadhouse and Applebee's.

Get in touch

When you are in market next to purchase food or drink, from which of the following would you consider purchasing?

Rank	Casual dining brand	Consideration (%)
1	Olive Garden	30.7
2	Texas Roadhouse	28.2
3	Applebee's	23.4
4	Chili's	23.0
5	IHOP	20.7
6	The Cheesecake Factory	20.4
7	Outback Steakhouse	19.9
8	Cracker Barrel	19.8
9	Buffalo Wild Wings	16.6
10	Red Lobster	16.2

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 16,600. To qualify as top-ranked, brands have held tracked scores for at least 6 months.

Casual dining

Most considered by gender

Male

Rank	Casual dining brand	Consideration (%)
1	Olive Garden	30.0
2	Texas Roadhouse	28.9
3	Applebee's	24.7
4	Chili's	24.7
5	IHOP	22.0
6	Outback Steakhouse	21.5
7	Cracker Barrel	19.9
8	Buffalo Wild Wings ▲	19.9
9	The Cheesecake Factory	19.3
10	Red Lobster	17.6

Female

Rank	Casual dining brand	Consideration (%)
1	Olive Garden	31.4
2	Texas Roadhouse	27.6
3	Applebee's	22.2
4	The Cheesecake Factory	21.5
5	Chili's	21.4
6	Cracker Barrel	19.6
7	IHOP	19.5
8	Outback Steakhouse	18.4
9	Red Lobster	15.0
10	Red Robin ▼	13.5

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. Male n> 7,300, Female n> 9,200. To qualify as top-ranked, brands have held tracked scores for at least 6 months.
 ▲/▼: +/-10% relative difference from gen pop. Question: "When you are in market next to purchase food or drink, from which of the following would you consider purchasing?"

Casual dining

Most considered by age groups

18-29			30-44			45-64			65+		
Rank	Casual dining brand	Consideration (%)	Rank	Casual dining brand	Consideration (%)	Rank	Casual dining brand	Consideration (%)	Rank	Casual dining brand	Consideration (%)
1	Chili's ▲	29.6	1	Olive Garden	30.0	1	Olive Garden	30.0	1	Olive Garden	33.8
2	Olive Garden	28.7	2	Texas Roadhouse	26.5	2	Texas Roadhouse	29.8	2	Texas Roadhouse	28.2
3	Wingstop ▲	28.6	3	Chili's ▲	25.5	3	Applebee's	23.0	3	Applebee's	24.7
4	Texas Roadhouse	27.7	4	The Cheesecake Factory ▲	24.0	4	Outback Steakhouse ▲	22.5	4	Cracker Barrel ▲	24.0
5	The Cheesecake Factory ▲	25.3	5	Applebee's	23.1	5	Cracker Barrel	21.6	5	Outback Steakhouse ▲	22.1
6	Buffalo Wild Wings ▲	23.7	6	Buffalo Wild Wings ▲	22.3	6	Chili's	21.5	6	IHOP	20.9
7	Applebee's	22.9	7	Wingstop ▲	22.2	7	IHOP	20.9	7	Chili's ▼	18.1
8	IHOP	22.5	8	IHOP	19.3	8	The Cheesecake Factory	18.6	8	Red Lobster	16.7
9	Red Robin	16.3	9	Outback Steakhouse ▼	17.6	9	Red Lobster	15.9	9	The Cheesecake Factory ▼	15.9
10	Red Lobster	16.3	10	Red Robin	16.6	10	Longhorn ▲	15.6	10	Longhorn ▲	15.6

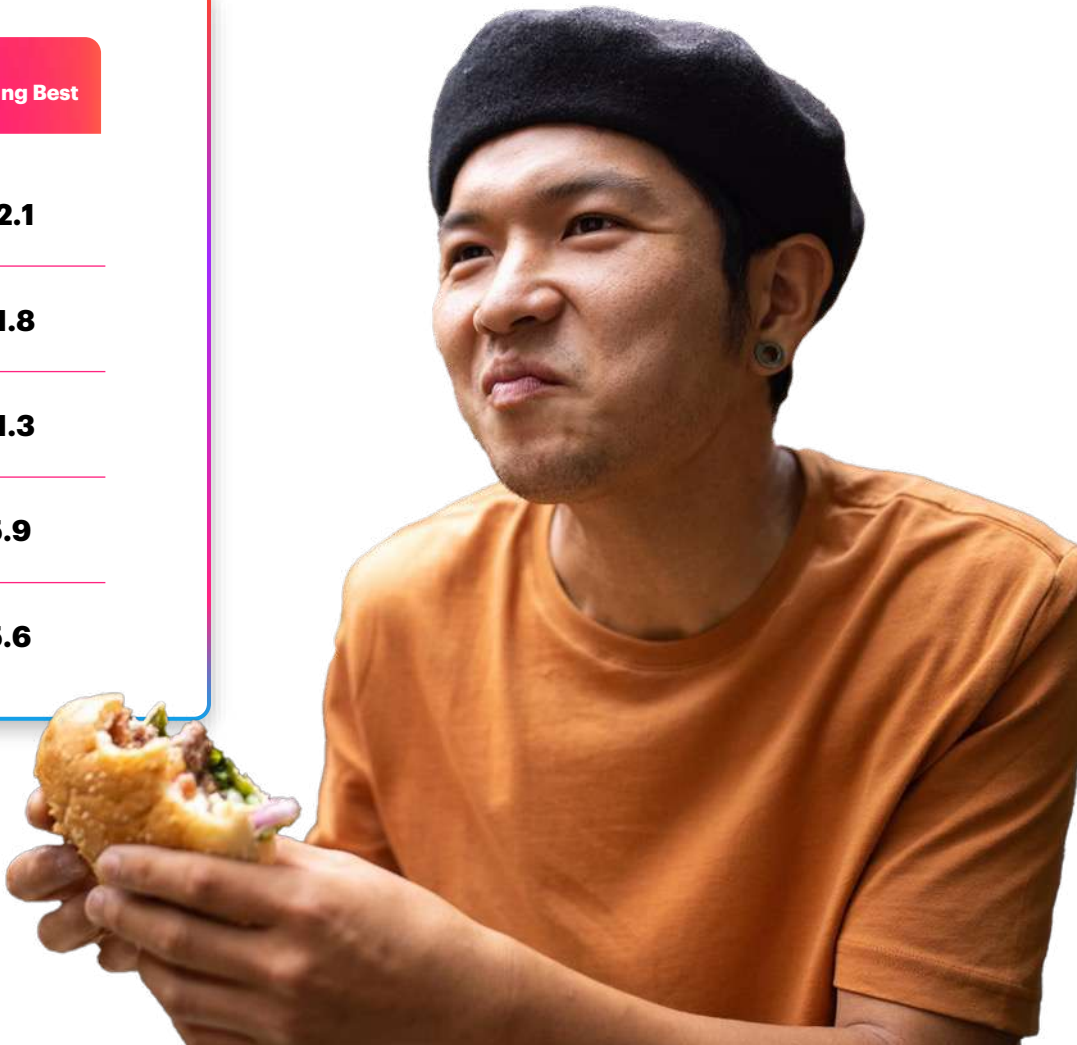
YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. Age: 18-29 n> 750, 30-44 n> 2,300, 45-64 n> 5,900, 65+ n> 7,500.
To qualify as top-ranked, brands have held tracked scores for at least 6 months.
▲/▼: +/-10% relative difference from gen pop.
Question: “When you are in market next to purchase food or drink, from which of the following would you consider purchasing?”

Explore brand tracking

Casual dining brand

America’s top-ranked for service and dining

Service			Dining experience		
Rank	Casual dining brand	% Rating Best	Rank	Casual dining brand	% Rating Best
1	Olive Garden	12.8	1	Olive Garden	12.1
2	Texas Roadhouse	12.4	2	Texas Roadhouse	11.8
3	The Cheesecake Factory	8.6	3	The Cheesecake Factory	11.3
4	Cracker Barrel	6.8	4	Cracker Barrel	5.9
5	Applebee's	6.2	5	Outback Steakhouse	5.6



YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 23,000. To qualify as top-ranked, brands have held tracked scores for at least 6 months. *Not asked/ not available not shown. Question: “Which casual dining restaurant has the best service/best dining experience?”

Casual dining

Top ranked restaurants based on Quality and Value

Quality

Rank	Casual dining brand	Quality (net score)
1	Texas Roadhouse	35.0
2	The Cheesecake Factory	32.7
3	Olive Garden	31.9
4	Outback Steakhouse	30.3
5	Chili's	19.9
6	Longhorn	19.4
7	Red Lobster	19.3
8	Cracker Barrel	18.4
9	Applebee's	16.8
10	Red Robin	16.0

Value

Rank	Casual dining brand	Value (net score)
1	Olive Garden	24.8
2	IHOP	21.5
3	Chili's	20.3
4	Texas Roadhouse	20.0
5	Applebee's	18.6
6	Cracker Barrel	15.2
7	Golden Corral	14.0
8	Red Robin	10.9
9	Outback Steakhouse	10.0
10	Wingstop	8.0

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 16,600. To qualify as top-ranked, brands have held tracked scores for at least 6 months.

Quality question: "Which of the following brands do you think represents GOOD/POOR QUALITY?"

Value question: "Which of the following brands do you think represents GOOD/POOR VALUE FOR MONEY?"

Specialty dining brand rankings

The top brands in the U.S. based
on Consideration, Quality & Value



Specialty dining

The top specialty dining brands by Consideration

Starbucks is the most considered specialty dining brand in America, followed by Dunkin’ and Krispy Kreme.

VIEW FULL RANKING

Get in touch

When you are in market next to purchase food or drink, from which of the following would you consider purchasing?

Rank	Specialty dining brand	Consideration (%)
1	Starbucks	31.3
2	Dunkin'	31.1
3	Krispy Kreme	19.9
4	Culver's	18.5
5	Baskin Robbins	14.4
6	Cold Stone Creamery	13.2
7	Cinnabon	12.9
8	Auntie Anne's	12.3
9	Dutch Bros	8.1
10	Dave and Buster's	8.1

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 24,000. To qualify as top-ranked, brands have held tracked scores for at least 6 months.

Specialty dining

Most considered by gender

Male

Rank	Specialty dining brand	Consideration (%)
1	Dunkin'	32.0
2	Starbucks	29.9
3	Krispy Kreme	21.6
4	Culver's	19.4
5	Baskin Robbins	15.0
6	Cold Stone Creamery	13.5
7	Cinnabon	13.2
8	Auntie Anne's ▼	10.0
9	Dave and Buster's ▲	9.6
10	Tim Hortons ▲	8.6

Female

Rank	Specialty dining brand	Consideration (%)
1	Starbucks	32.6
2	Dunkin'	30.2
3	Krispy Kreme	18.3
4	Culver's	17.7
5	Auntie Anne's ▲	14.4
6	Baskin Robbins	13.7
7	Cold Stone Creamery	13.0
8	Cinnabon	12.7
9	Dutch Bros ▲	9.2
10	Tropical Smoothie ▲	8.7

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. Male n> 10,500, Female n> 13,500. To qualify as top-ranked, brands have held tracked scores for at least 6 months.
 ▲/▼: +/-10% relative difference from gen pop. Question: "When you are in market next to purchase food or drink, from which of the following would you consider purchasing?"

Specialty dining

Most considered by age groups

18-29

Rank	Specialty dining brand	Consideration (%)
1	Starbucks ▲	39.8
2	Dunkin' ▲	35.8
3	Krispy Kreme	20.4
4	Cold Stone Creamery ▲	19.5
5	Auntie Anne's ▲	17.4
6	Culver's ▼	15.8
7	Cinnabon	13.7
8	Smoothie King ▲	12.6
9	Tropical Smoothie ▲	12.4
10	Baskin Robbins ▼	11.7

30-44

Rank	Specialty dining brand	Consideration (%)
1	Starbucks ▲	41.3
2	Dunkin'	33.2
3	Krispy Kreme	21.0
4	Culver's ▼	15.6
5	Auntie Anne's ▲	15.5
6	Cinnabon ▲	15.4
7	Cold Stone Creamery ▲	15.1
8	Baskin Robbins	13.7
9	Smoothie King ▲	11.8
10	Dutch Bros ▲	11.0

45-64

Rank	Specialty dining brand	Consideration (%)
1	Dunkin'	30.5
2	Starbucks ▼	27.5
3	Krispy Kreme	20.4
4	Culver's	19.3
5	Baskin Robbins ▲	15.8
6	Cinnabon	12.8
7	Cold Stone Creamery	11.9
8	Auntie Anne's ▼	11.0
9	Dave and Buster's ▲	9.2
10	Dutch Bros	8.1

65+

Rank	Specialty dining brand	Consideration (%)
1	Dunkin' ▼	26.8
2	Culver's ▲	22.3
3	Starbucks ▼	20.4
4	Krispy Kreme ▼	17.8
5	Baskin Robbins	14.6
6	Cinnabon ▼	10.0
7	Cold Stone Creamery ▼	9.0
8	Auntie Anne's ▼	7.6
9	Tim Hortons ▼	6.6
10	Peet's Coffee ▼	5.3

Specialty dining brand

America’s top-ranked coffee and ice cream spots

Coffee

Rank	Specialty dining brand	% Rating Best
1	Starbucks	22.9
2	Dunkin'	14.4
3	McDonald's / McCafe	7.9
4	Dutch Bros	4.0
5	Peet's Coffee	3.8

Ice cream

Rank	Specialty dining brand	% Rating Best
1	Cold Stone Creamery	22.3
2	Baskin Robbins	16.7
3	Dairy Queen	16.2
4	Culver's	6.1

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 35,000. To qualify as top-ranked, brands have held tracked scores for at least 6 months. *Not asked/ not available not shown.
Question: “Which chain has the best tasting coffee/ best tasting ice cream?”

Specialty dining

By Quality and Value

Quality

Rank	Specialty dining brand	Quality (net score)
1	Krispy Kreme	30.7
2	Cold Stone Creamery	29.7
3	Baskin Robbins	28.5
4	Starbucks	25.7
5	Dunkin'	25.6
6	Cinnabon	23.9
7	Culver's	21.5
8	Auntie Anne's	18.1
9	Dave and Buster's	12.0
10	Tim Hortons	11.9

Value

Rank	Specialty dining brand	Value (net score)
1	Dunkin'	24.2
2	Krispy Kreme	17.5
3	Culver's	14.3
4	Baskin Robbins	12.8
5	Auntie Anne's	10.6
6	Papa Murphy's	8.5
7	Cinnabon	8.0
8	Cold Stone Creamery	7.1
9	Tim Hortons	6.9
10	Dutch Bros	5.2

YouGov QSR CategoryView, March 1, 2025 – February 28, 2026. U.S. gen pop n> 24,000. To qualify as top-ranked, brands have held tracked scores for at least 6 months.
Quality question: "Which of the following brands do you think represents GOOD/POOR QUALITY?"
Value question: "Which of the following brands do you think represents GOOD/POOR VALUE FOR MONEY?"

Methodology

The insights and brand tracking data in this report have been sourced via YouGov's always-on brand tracker: YouGov CategoryView

- This report draws on data from QSR CategoryView, focusing in on consumer trends and brand preferences for 52 brands tracked within this category. QSR brands are defined as restaurants offering takeout, delivery and/or dine-in without table services. Casual dining brands are excluded. Delivery services are also tracked within this category.
- The consideration rankings are based on the nationally representative data, with additional splits across gender and age. Consideration scores are based on respondents' answers to the following questions: "When you are in market next to purchase food or drink, from which of the following would you consider purchasing?"
- Value scores are based on respondents' answers to the following question: "Which of the following brands do you think represent GOOD VALUE FOR MONEY? By that, we don't mean "cheap," but that the brands offer a customer a lot in return for the price paid/Now which of the following brands do you think represents POOR VALUE FOR MONEY? By that, we don't mean "expensive," but that the brands do not offer a customer much in return for the price paid."
- Quality scores are based on respondents' answers to the following question: "Which of the following brands do you think represents Good Quality/Now which of the following brands represents Poor Quality?"
- A minimum base size of 300 (n) is required. To qualify as top ranked, brands have held tracked scores for at least 6 months .
- fast food weekly diners in this report refer to respondents who dine in or take out fast food at least once a week.

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