HungerRush Survey

How Important are Restaurant Reviews?



HungerRush™

Survey Background

Diners have been urged to write reviews for restaurants since the dot-com era. Restaurant owners are no strangers to negative reviews, but with the rise of social media and viral reviews, it's becoming increasingly common for diners to detail their negative experiences. As the use of social media videos for reviews continues to grow, coupled with traditional reviews on platforms such as Yelp, restaurant operators have more insight than ever into the minds of consumers – but that also means more chances to make or break the customer experience (CX).

Through this survey, we'd like to discover more about diners' experiences and what drives them to leave negative reviews or create a video detailing a negative experience. Ranging from customer service issues to portion sizes, price increases, and implementation of AI, diners have been more likely to discuss their experiences. This will allow us to understand what is driving a negative review and, more importantly, how restaurant operators can remedy the situation as quickly as possible.



Survey Questions

Restaurant Review Related Questions

The questions that follow are focused on consumer reviews (positive and negative) specifically within the restaurant industry.

1. In the past 12 months, have you left a restaurant review online?
    a. Yes, a positive review **38%**
    b. Yes, a negative review **3%**
    c. Yes, both a positive and a negative review **10%**
    d. No **49%**

2. Which type of reviews do you share online most often?
    a. Positive based on instore/online experience **64%**
    b. Negative based on instore/online experience **11%**
    c. I do not leave reviews **30%**

3. From the below options, please select on what forums you have left a review
    a. Yelp **28%**
    b. Google **43%**
    c. Social media (TikTok, Facebook, Twitter, Instagram, etc.) **36%**
    d. Customer survey directly with the restaurant **24%**
    e. Third-party app **12%**
    f. Restaurant website **26%**
    g. In-person at the restaurant **16%**
    h. I have not left a review (please note this should be an exclusive option) **22%**

4. Please rank in order of importance what would drive you to leave a negative review with 1 being the most important.
    a. Customer service/ poor service
    b. Price
    c. Lack of value
    d. Technology issues such as a slow or basic app
    e. Lack of modification options online
    f. Incorrect food items/order
    g. Incorrect delivery tracking and estimates
    h. Taste/quality of food

Ranking of Importance

	1st	2nd	3rd	4th	5th	6th	7th	8th
Customer Service	57%	18%	11%	5%	3%	2%	2%	3%
Price	6%	12%	13%	20%	18%	11%	7%	13%
Lack of Value	3%	10%	18%	20%	21%	14%	9%	6%
Tech issue	1%	3%	5%	8%	11%	20%	26%	25%
Lack of modifications	1%	3%	4%	8%	14%	19%	29%	23%
Incorrect order	9%	21%	26%	14%	13%	9%	6%	3%
Incorrect delivery time	1%	4%	10%	15%	13%	21%	17%	18%
Taste/Quality	22%	28%	14%	10%	7%	4%	4%	10%

5. Please rank in order of importance what would drive you to leave a positive review with 1 being the most important.
   a. Customer service
   b. Overall Price
   c. Special discounts/promotions
   d. Technology integration
   e. Taste/quality of food
   f. Consistency
   g. Restaurant cleanliness

Ranking of Importance

	1st	2nd	3rd	4th	5th	6th	7th
Customer Service	50%	22%	11%	7%	4%	3%	3%
Price	10%	16%	16%	18%	21%	11%	10%
Discounts	1%	6%	14%	16%	21%	31%	11%
Tech integration	1%	3%	3%	9%	12%	20%	52%
Taste/quality	31%	33%	15%	9%	7%	3%	3%
Consistency	2%	10%	20%	22%	19%	21%	12%
Cleanliness	5%	12%	21%	20%	16%	12%	15%

6. Please indicate how these types of reviews are most likely to influence your decision to dine at, or order from a restaurant.

	Makes me more likely to dine at/order from a restaurant	Has no impact	Makes me less likely to dine at/order from a restaurant
Makes me less likely to dine at/ order from a restaurant	77%	20%	3%
Positive review on customer experience (atmosphere)	65%	33%	2%
Positive review on price	59%	36%	5%
Positive review on discounts/ promotions	31%	63%	6%
Positive review on technology integrations (e.g., online ordering, payment systems)	80%	17%	3%
Positive review on taste/quality of food	71%	25%	4%
Positive review on order consistency and service	71%	24%	5%
Positive review on restaurant cleanliness	14%	31%	45%
Negative review on customer experience (atmosphere)	18%	38%	47%
Negative review on price	13%	52%	35%
Negative review on discounts/ promotions	12%	58%	30%
Negative review on technology integrations (e.g., online ordering, payment systems)	15%	21%	63%
Negative review on taste/ quality of food	16%	26%	53%
Negative review on order consistency and service	16%	26%	53%
Negative review on restaurant cleanliness	15%	23%	62%

7. If you were to leave a review for a restaurant, positive or negative, please indicate how you are most likely to do so.

	Positive Review	Negative Review
In-person (speaking to the owner/ manager)	**53%**	**39%**
Online on the company website	**42%**	**42%**
Online review (Yelp, Google)	**49%**	**39%**
Online via third-party ordering services (Uber Eats, DoorDash, GrubHub etc.)	**19%**	**16%**
On social media channels (Facebook, Instagram, X)	**23%**	**17%**
Anonymous review via survey feature	**21%**	**23%**

Tech & Impact on Experience-Related Questions

8. As it relates to technology integrations at restaurants, what areas can restaurants improve on or add to provide a more seamless experience?
    a. Expand on third-party partners (DoorDash, Uber Eats, Instacart, etc.) **31%**
    b. Driver tracking options **27%**
    c. Automatic updates about menu items and availability **42%**
    d. Text reordering options **20%**
    e. Easy check-out process **51%**
    f. Restaurant app **38%**
    g. Reminders via text to reorder **13%**
    h. Development of a loyalty program for rewards **43%**

9. What would most encourage you to participate in more restaurant reviews or surveys?
    a. Discounts/promotions **24%**
    b. Rewards points **21%**
    c. Acknowledgment from restaurant management **10%**
    d. Remaining anonymous **10%**
    e. Free menu items or drink **19%**
    f. I always participate in giving feedback **7%**
    g. I never give feedback **9%**

	Ranking of Importance				
	1st	2nd	3rd	4th	5th
In-store with employee	57%	15%	9%	8%	11%
In-store Kiosk	14%	36%	16%	22%	13%
Online through restaurant app	14%	23%	31%	24%	8%
Online through restaurant website	10%	21%	31%	29%	10%
Online through third-party app	5%	6%	14%	18%	58%

About HungerRush

HungerRush is a leading provider of integrated restaurant solutions that make it easier to delight guests, drive loyalty, and manage restaurants from anywhere. HungerRush 360, our flagship all-in-one cloud POS system, integrates digital ordering, delivery, customer engagement, restaurant management, and payment processing features with flexible software designed to give operators of all sizes more insight into their customers, more control over their operations, and more power to profitably grow their business. For more information, visit HungerRush.com.

Survey Methodology

The survey was commissioned by HungerRush and conducted by Dynata, the world's largest first-party data company. The survey was conducted in September 2024 of 1,000 U.S. consumers 18 years and older to understand the driving factor and influence behind restaurant reviews.

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