

# Diners' Top Motivations for Choosing a Restaurant

What makes a restaurant a favorite? Taste is a dominant factor when eating out, but a broader reshuffling of notions of quality has changed the dynamics between and the cultural status of restaurant channels. Here are the top 10 reasons by four primary restaurant channels.



FAST FOOD (QSR)		COFFEE SHOPS		FAST CASUAL		CASUAL DINING	
Good taste	48%	Convenient location	38%	Good taste	52%	Good taste	51%
Good value	45%	Good taste	36%	Good-quality food/ beverage	47%	Clean restaurant	48%
Fast service	42%	Fast service	33%	Clean restaurant	44%	Friendly service	43%
Has drive-thru	39%	Good-quality food/ beverage	33%	Good value	44%	Good value	43%
Friendly service	37%	Made to order	31%	Customized order	42%	Good-quality food/ beverage	40%
Convenient location	36%	Friendly service	30%	Made to order	41%	Pleasant atmosphere	40%
Clean restaurant	34%	Clean restaurant	29%	Friendly service	41%	Has my favorite food	33%
Good-quality food/ beverage	33%	Has drive-thru	27%	Fast service	40%	Large variety of options	32%
Has my favorite food	29%	Pleasant atmosphere	25%	Convenient location	35%	Portion sizes fit my appetite	29%
Portion sizes fit my appetite	26%	Wi-Fi access	25%	Portion sizes fit my appetite	35%	Convenient location	28%

Source: [Food Service Experience 2016](#) report, The Hartman Group