

YouGov Survey: Cracker Barrel



Sample 1002 U.S. adults
Conducted August 23 - 24, 2025
Margin of Error $\pm 3.2\%$

1. Have you seen or heard about Cracker Barrel's new logo and brand refresh?

Yes	65%
No	30%
Not sure	4%

2. Which logo do you prefer?

Respondents were shown an image of both logos

Old logo (on the left)	76%
New logo (on the right)	24%

3. Overall, what is your opinion of the new logo, pictured here?

Very positive	10%
Somewhat positive	13%
Neutral / No opinion	38%
Somewhat negative	21%
Very negative	18%
Not sure	2%

4. Does the rebrand make you more or less likely to dine at Cracker Barrel?

Much more likely	3%
Somewhat more likely	6%
No change	59%
Somewhat less likely	14%
Much less likely	15%
Not sure	3%

5. In your opinion, which of these should be Cracker Barrel's top priority moving forward?

Preserving its "country store" heritage	37%
Attracting younger customers	7%
Improving its menu and food quality	25%
Offering better value for money	18%
Modernizing its restaurants	7%
Other	6%

6. How often, if at all, do you eat at Cracker Barrel restaurants?

Never	32%
Occasionally	58%
Regularly	6%
Not sure	4%

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Interviewing Dates	August 23 - 24, 2025
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of U.S. adults.
Weighting	The survey was carried out through YouGov Surveys: Self-serve. Data is weighted by age, gender, race, political affiliation, education level and region.
Number of respondents	1002
Margin of error	± 3.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	1053 questions not reported.