Zabble
Insights from Customer Reviews

CUSTOMER REVIEW ANALYSIS

McDonald's

5110 NW 43rd St, Gainesville, FL 32606, USA

Reviews analyzed	183 (183 from Google), 109 with text
Window	October 2023 to October 2026, by date posted
Google rating	3.20 (1120 ratings, lifetime)
Industry reference group	Restaurants & Food Services
Prepared	October 16, 2026

Every number in this report is computed from the reviews listed above. Quotes are verbatim. Reviewer names are not used.

Executive summary

GOOGLE RATING, LIFETIME
3.20
1120 ratings

MEAN RATING IN THE WINDOW
3.32
183 reviews, October 2023 to October 2026

POSITIVE REVIEWS
33%
36 of 109 classified reviews

AGAINST THE INDUSTRY
Below the median
60 Restaurants & Food Services businesses

The same drive-through crew that earns McDonald's its warmest praise also produces the curt service, pull-forward waits and wrong orders that fill its one-star reviews.

Staff and service is the theme that defines this location in both directions. It appears in 58% (21 of 36) of positive reviews and 46% of negative ones. Reviewers who meet a courteous morning or breakfast crew leave five-star reviews; reviewers who meet a curt order-taker at the speaker or a dismissive manager at the window leave one-star reviews. Negative sentiment reaches 50% of classified reviews, against 33% positive.

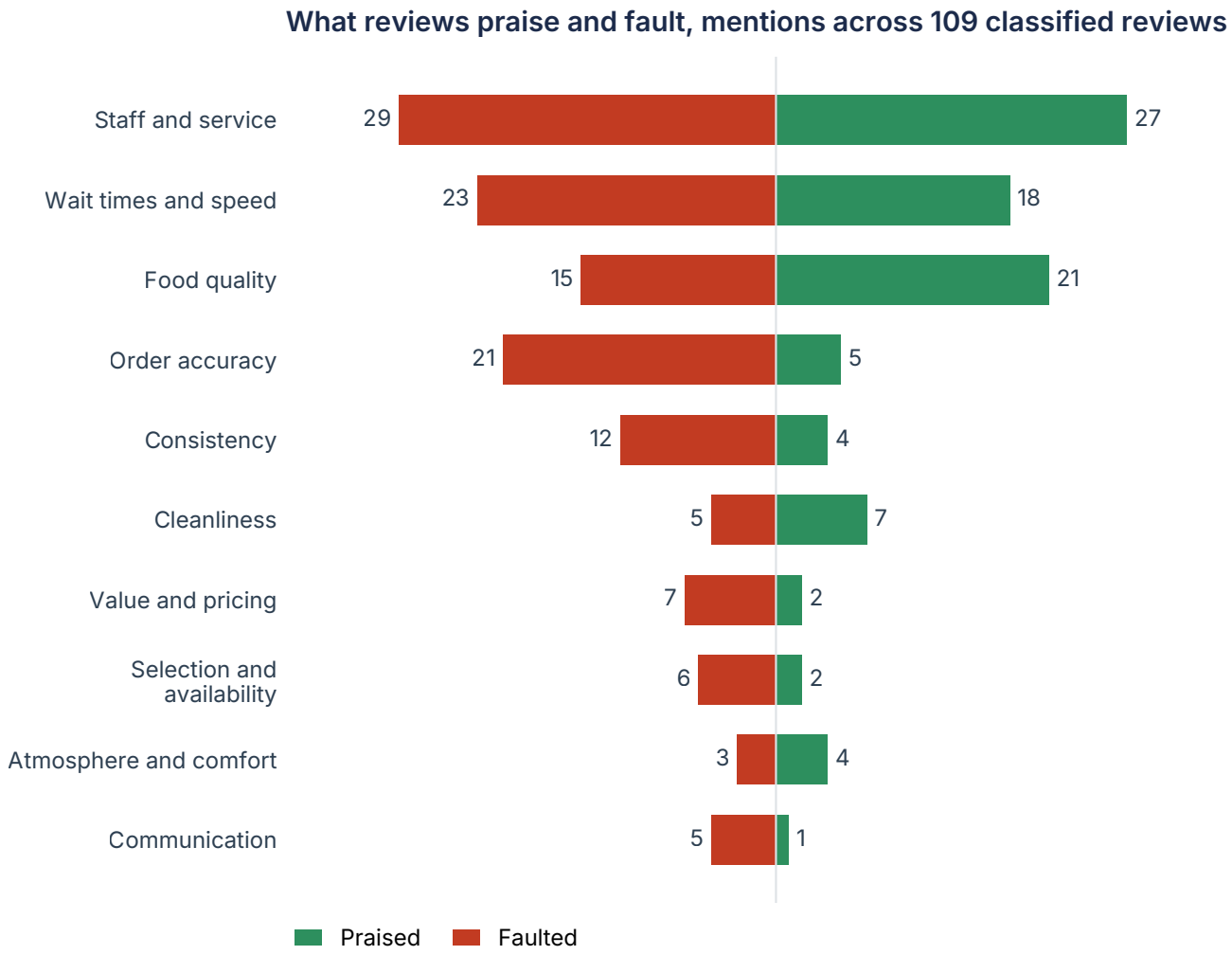
Behind the service complaints sit operational ones. Wait times and speed is faulted in 33% of negative reviews, usually because cars are sent to pull forward and then forgotten, or because a single order-taker runs both lanes and skips a lane. Order accuracy is faulted in 26% of negative reviews, with missing hash browns, fries left out of kids meals and wrong coffee flavors. The findings that follow take each in turn.

The rating across the window stands at 3.32, with 39% five-star and 28% one-star reviews, so the listing is polarised rather than mediocre. The benchmark section places that against the category, and the trend section compares the earlier and later parts of the window.

> THE ONE THING TO DO FIRST
> Fix the drive-through pull-forward handoff so every car sent to wait gets its food brought out within a set time, and stop running both lanes from a single headset at peak hours.

What customers praise

The positive reviews describe a store that can be very good when the right crew is on and the food is made to order.



Mentions of each theme across the 109 reviews with text, split by whether the review praised or faulted it. A review can mention several themes.

The morning and breakfast crews earn the strongest praise

The same theme is also the strongest delight factor. Staff and service is praised in 58% (21 of 36) of positive reviews, and the 27 reviews that praise it average 4.63. Reviewers single out the morning crew as courteous, the breakfast staff as always nice, a team that went out of its way for a parent and young child, and a night crew whose banter makes the wait bearable. Some note that the staff keep this up even during the lunch rush, and credit management with training them well.

> Staff were so sweet and helpful even during the lunch rush.
> 5 stars, August 2024, Google

> Great customer service, this morning crew was great, courteous and friendly.
> 5 stars, September 2024, Google

> Very professional.
> 5 stars, September 2026, Google

> The staff was phenomenal!
> 5 stars, June 2026, Google

When the food is made fresh, reviewers say it beats other locations

Food quality is praised in 44% (16 of 36) of positive reviews, and the 19 reviews that praise it average 4.63. What earns the praise is freshness: fries straight out of the fryer, a Big Mac on a fresh bun, eggs not overcooked, a full breakfast served hot. The strawberry and cream pies and a well-made strawberry shake get named as reasons to choose this store over other McDonald's locations.

> The # 7 is my go to when I'm feeling the urge.
> 5 stars, April 2024, Google

> Everyone was nice and the food was surprisingly good for a mcdonalds
> 5 stars, October 2025, Google

What customers complain about

The negative reviews, 50% of classified reviews, cluster around the drive-through: who serves you, how long you wait, and what ends up in the bag.

Complaint	Reviews	Share of negative reviews	Mean rating of those reviews
Staff and service	27	25%	1.85
Wait times and speed	24	22%	1.92
Order accuracy	20	18%	2.30
Food quality	15	14%	2.47
Consistency	7	6%	2.00
Selection and availability	6	6%	2.33

Curt order-takers and dismissive managers drive the one-star reviews

Staff and service is the largest pain point, faulted by 27 classified reviewers with a mean rating of 1.85. The complaints are specific: an order-taker yelling at colleagues over the drive-through speaker during a coffee order, a window employee sighing and muttering when a reviewer used the app, a manager described as dismissive when an order came back short, and a morning manager seen being rude to customer after customer. Reviewers rarely blame the whole crew; they describe a single person who set the tone for the visit.

> Food was fine but very unprofessional service.
> 1 star, February 2024, Google

> I would seriously consider removing this employee from interacting with the public.
> 1 star, October 2024, Google

> I watched her be rude to 3 different customers.
> 1 star, June 2026, Google

> Both of them had a negative attitude and clearly didn’t want to be there.
> 1 star, April 2026, Google

Cars are parked and forgotten, and the second lane goes unanswered

Wait times and speed is faulted in 33% of negative reviews, and the 24 reviews that fault it carry a mean rating of 1.92. The pattern is not a slow kitchen so much as a broken handoff: cars are told to pull forward and then nobody brings the food, a single order-taker runs both lanes and serves the other lane first, and walk-in customers paying cash stand at the counter unacknowledged. A morning opening that ran late and a curbside order that still had to be collected inside add to the sense that the store is understaffed at the edges of the day.

> Waited did 15 minutes in the Drive-Thru and was never served.
> 1 star, May 2024, Google

> Made me wait 20min for a large fry when no one was in the drive thru at 3:30pm.
> 1 star, April 2025, Google

> Be prepared to stand at the counter and be ignored for 20 minutes if you walk and and try to pay cash
> 1 star, November 2025, Google

> They made me wait for one big mac....
> 1 star, December 2025, Google

Small items go missing from the bag and customers have learned to check

Order accuracy is faulted in 26% of negative reviews, and the mean rating when the theme is mentioned is 2.77. The misses are small: hash browns left out of breakfast bags, fries missing from a kids meal, extra pickles not applied, a frappe in the wrong flavor, a kiosk order wrong on each of a reviewer's visits. Reviewers tell each other to keep the receipt and check the bag before leaving, which means the checking has shifted onto the customer.

> Got home and the order was all wrong.
> 3 stars, January 2024, Google

> Order was wrong.
> 1 star, December 2024, Google

> Every single time I've ordered at this location they've left food off my order.
> 1 star, November 2024, Google

Cold fries, stale buns and undercooked nuggets when the batch is not fresh

Food quality is also faulted by 15 reviewers with a mean rating of 2.47, and the complaint is the mirror of the praise: burgers that look like they sat for hours, stale buns and burnt patties on the value burgers, cold or dried-out fries, undercooked nuggets, a lukewarm breakfast sandwich. Consistency is faulted in 15% of negative reviews, and even reviewers who like the food say it depends on whether their batch was made to order.

> Old and cold burger that looks like been there for hours, cold fry, terrible food
> 1 star, December 2024, Google

> Uncooked chicken nuggets, not only one order but two
> 1 star, January 2025, Google

> Slightly cold breakfast sandwich
> 4 stars, March 2025, Google

> both my sandwich and fries were cold both the bread and fries tasted stale.
> 1 star, January 2024, Google

Owner replies

The owner replied to 7% of Google reviews in the window, and to 16% of the one- and two-star reviews there.

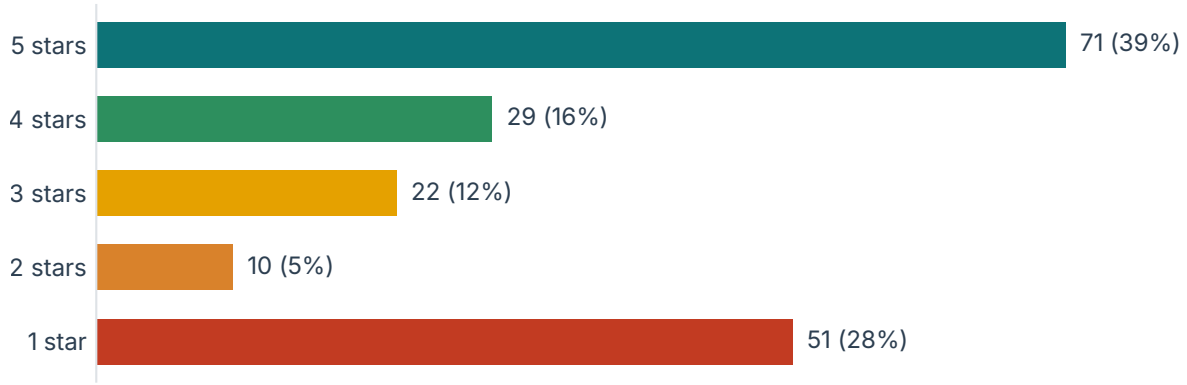
Ratings over time



Mean star rating per period with the number of reviews beneath it, by the date each review was posted. The trend compares the older half of the reviews with the newer half.

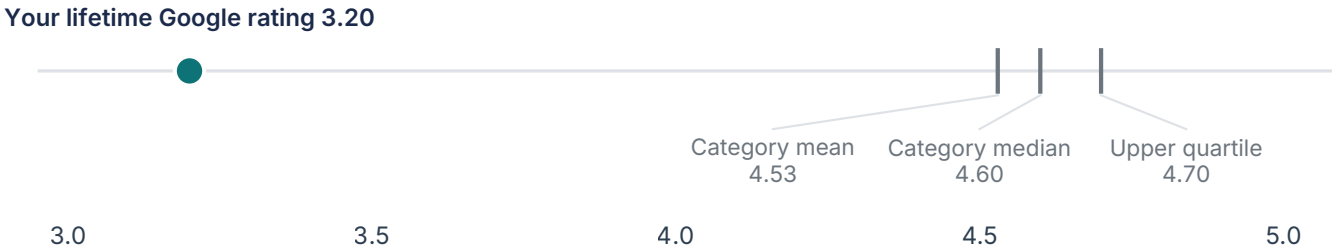
The ratings across the window are falling. The first period, October 20, 2023 to December 2, 2024, averaged 3.43 across 91 reviews; the second period, December 8, 2024 to October 9, 2026, averaged 3.22 across 92 reviews, a change of -0.21. Individual months swing widely because each holds only a small number of reviews, so the comparison of periods is a steadier read than any single month. The later period is where the reviews about being parked in the drive-through and ignored at the counter concentrate.

Star ratings in the window, 183 reviews, mean 3.32



How you compare

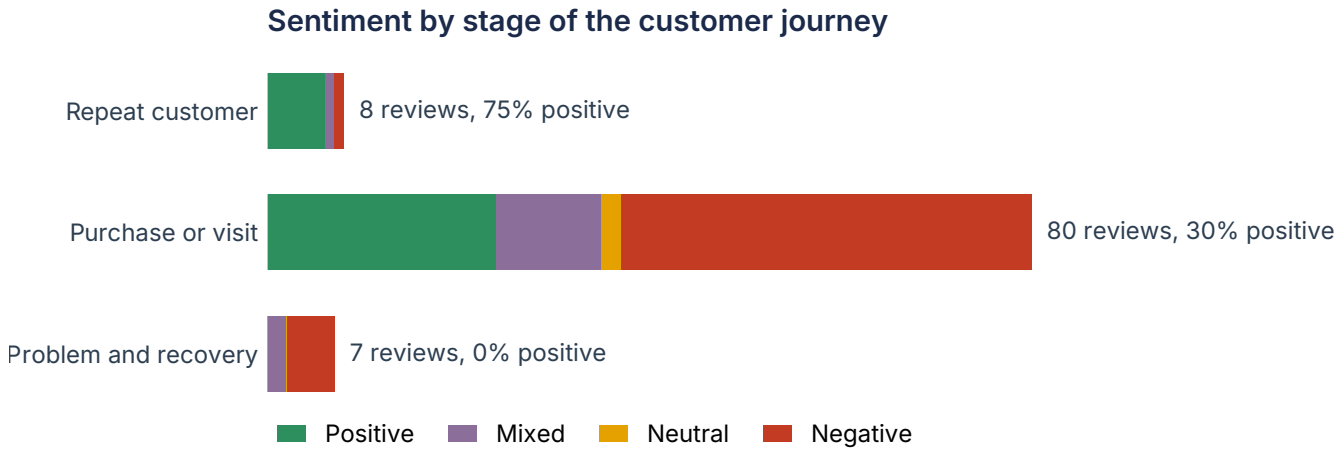
Against 60 Restaurants & Food Services businesses, sampled 2025-11-01



Industry reference: Google star ratings of 60 businesses in Restaurants & Food Services, each with 50 or more reviews, sampled from top Google Maps results for common search terms in large US cities on November 1, 2025.

McDonald's in Gainesville carries a lifetime Google rating of 3.20 across 1120 ratings, and that rating sits below the median for Restaurants & Food Services. The comparison set holds 60 businesses in the category, with a mean of 4.53 and an upper band at 4.70. Within the analysis window the mean is 3.32, so the recent reviews land close to the lifetime figure rather than away from it.

Customer journey



Each review with text is assigned the stage of the customer's path it describes. Stages with fewer than five reviews are not shown.

Purchase or visit is the stage with the largest sample, 80 reviews, of which 30% are positive and 43 are negative. Problem and recovery covers 7 reviews and 0% (0 of 7) of them are positive: when something goes wrong, reviewers describe an unanswered store phone, cars sent to wait with no update, and a refund that still left the order incomplete. Repeat customer is the bright spot, with 75% (6 of 8) of 8 reviews positive; regulars who order breakfast or use the app report that their orders are usually right. Owner replies on Google reach 7% of all reviews and 16% of low-star reviews, so the recovery that reviewers describe happens at the window, when it happens, rather than in public.

Recommendations

1. Set a hard rule for the drive-through pull-forward lane at McDonald's: log every car sent to wait, hand its food out within a fixed time, and put a second headset on at breakfast and lunch so no lane goes unanswered.

Wait times and speed is the second-largest pain point, with 24 faulting reviews at a mean rating of 1.92, and the failure reviewers describe is being parked and forgotten or skipped at the speaker rather than a slow kitchen.

> Waited did 15 minutes in the Drive-Thru and was never served.
> 1 star, May 2024, Google

> They made me wait for one big mac....
> 1 star, December 2025, Google

Metric to watch: share of negative reviews faulting Wait times and speed, now 22%; the aim is to lower it.

2. Make a bag check against the receipt a required step at the handoff window, with hash browns, fries in kids meals, sauces and custom requests read back before the bag is sealed.

Order accuracy is faulted in 26% of negative reviews and reviewers already tell each other to check the bag, so a check at the window moves that work back to the store; the regulars who say their orders are usually right show the crew can do it.

> Every single time I've ordered at this location they've left food off my order.
> 1 star, November 2024, Google

Metric to watch: share of negative reviews faulting Order accuracy, now 18%; the aim is to lower it.

3. Coach the drive-through order-takers and shift managers on tone at the speaker and the window, and make the courteous morning and breakfast crews the standard the other shifts are measured against.

Staff and service appears in 51% of classified reviews and its mean rating when mentioned is 3.20, with the split running almost entirely on which person the reviewer met; the praised crews prove the standard is reachable in this building.

> I would seriously consider removing this employee from interacting with the public.
> 1 star, October 2024, Google

> Great customer service, this morning crew was great, courteous and friendly.
> 5 stars, September 2024, Google

Metric to watch: Staff and service, share of positive reviews mentioning it, now 58% (21 of 36); the aim is to raise it.

4. Answer every low-star Google review within the week, naming the fix made, and make sure the store phone is answered during open hours so a customer with a bad burger can reach a manager.

Owner replies reach 16% of low-star reviews, and the recovery stage has 0% (0 of 7) positive reviews; the reviewers who got a remake or refund at the window say they will come back, so recovery works when it is reachable.

> They apologized and agreed to swap it out with a fresh order.
> 4 stars, April 2024, Google

> I called the store and no one answered.
> 1 star, March 2025, Google

Metric to watch: owner reply rate on Google reviews, now 7%; the aim is to raise it.

Methodology and data notes

Reviews. 183 reviews (183 from Google) posted between October 2023 and October 2026, the newest reviews available up to three years back; 109 carry text and 109 of those were classified. Dates are the date each review was posted; an edited review keeps its original date.

How to read the numbers. "Share of positive reviews" and "share of negative reviews" use the reviews a classifier judged positive or negative from their text, which is not the same as their star rating; "share of classified reviews" uses every review with text. Ratings are means of the star ratings over the reviews named. Shares under 50 reviews are printed with their counts.

Classification. Each review with text was labelled once, by a language model, against a fixed list of themes for Restaurants & Food Services, with its overall sentiment, the stage of the customer's path it describes, any employee or other business it names, and sentences worth quoting. Quotes are reproduced verbatim. A theme is reported when at least three reviews mention it and it reaches five percent of classified reviews; a named person when two or more reviews name them.

Benchmark. Industry reference: Google star ratings of 60 businesses in Restaurants & Food Services, each with 50 or more reviews, sampled from top Google Maps results for common search terms in large US cities on November 1, 2025. Your lifetime Google rating is compared with that group's median; "near" means within a tenth of a star.

Data notes.

- 12 of 183 reviews were edited after posting; the original post date is used

Limitations.

- All reviews come from Google; no other platform was available for this listing, so reviewers who post elsewhere are not represented.
- Only reviews with text could be classified by theme and sentiment; star-only ratings count toward the rating figures but not toward the themes, pain points or journey stages.
- The window spans a long period with a small number of reviews in any single month, so month-to-month swings are noisy and the comparison between the earlier and later periods is the only reliable read of direction.
- Staff members named by reviewers did not reach the threshold for individual reporting, so praise and blame for named people is folded into the staff and service theme.
- A share of reviews were edited after posting; the original posting date is used, so a review's content may reflect a later visit than its date suggests.
- A share of reviews are mixed, praising the food while faulting the order or the wait, and the sentiment label reflects the overall tone rather than each theme separately.
- Reviews written in languages other than English were classified but carry less detail, and very short reviews contribute a rating without explaining it.