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**The Daily Meal**  
*All the food that's fit to eat*

## **New Survey by The Daily Meal: **Celebrity Chef Status Doesn't Cut it for Patrons****

New York, NY (August 25, 2011)—They cook scrumptious meals on national TV, craft culinary masterpieces for five-star restaurants, and even sport signature pasta sauces in groceries across the country. But, apparently today's top chefs stir up little influence when it comes to the dining masses.

The editors of [The Daily Meal](#) recently polled hungry readers on how much a chef's celebrity status impacted their restaurant choices. Only a mere five percent said "a lot" while a heaping 72 percent responded "not at all." This doesn't mean to pack up your knives just yet, celebrity chefs. A modest 23 percent did admit star cuisiniers held some clout.

As for restaurant advice—sorry, Sam Sifton—another [survey](#) by The Daily Meal found that, before dining at a new eatery, a majority of people turned to friends (30%) or user review websites like Yelp! (42%) rather than food critic reviews (14%). Nearly 13 percent claimed they did nothing at all.

"The poll data seems to indicate that the format of sources like Yelp! is preferred, perhaps due to the breadth of commentary that a user-generated site provides," stated Editor Molly Aronica. "It makes sense that so many people consult their friends for recommendations before trying out a new place, after all whose opinions would you trust more than your friends?"

### **About The Daily Meal**

[The Daily Meal](#) covers all things food and drink, creating a complete epicurean experience for cooks, food lovers, wine, beer and spirit connoisseurs, discerning diners and everyone in-between. Comprised of original content and video from Award winning editors, industry insiders, tastemakers and the user community, features range across the site's multiple channels: Cook, Eat/Dine, Drink, Travel, Entertain, Best Recipes, Holidays, Lists and Community. The Daily Meal also produces much-anticipated annual reports including the 50 Most Powerful People in Food, America's Most Successful Chefs, 101 Best Restaurants in America and 150 Best Bars in America. Additionally, The Daily Meal Shop, an online cookware store, offers over 7,000 kitchenware and specialty foods tailored specifically to The Daily Meal's hungry following of savvy food enthusiasts. Helmed by editorial director Colman Andrews, The Daily Meal is one of the largest food sites on the Web and the first property of Spanfeller Media Group, founded by Jim Spanfeller. Visit The Daily Meal on [Facebook](#); follow us on [Twitter](#).

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