

A TALE OF TWO CHAINS

Burger King vs. McDonald's

We watched as 200 fast-food lovers left. And the winner is...

BURGERS



69%
Burger King for better burgers.

FRIES



77%
McDonald's for better fries.

MEATLESS



71%
Burger King for meatless options.

PREFERENCE



61%
prefer McDonald's overall.

SPEED



63%
say McDonalds is faster.

VALUE



85%
order from both value menus.



This was close. Burger King has a better-quality burger, and more options for meatless eaters. Meanwhile, McDonald's wins in fries, price, speed, service – and overall preference.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.

LEARN MORE