

THE HOLIDAYS ARE FUELED BY FAST FOOD



45% of holiday shoppers visited McDonald's online.



Online vs. In-Store Shoppers - what are they hungry for?

In the two weeks prior to being surveyed, shoppers provided their fair trade location data to help us create an intersection between attitudes and behaviors.



58% of holiday shoppers visited McDonald's in person.



29% of consumers who prefer online shopping visited Starbucks.



START YOUR 7-DAY FREE TRIAL

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed November 2022.

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