Men vs. Women: 11 fresh, new fast food facts

Fresh on-demand data from the MFour Studio.

- 61% of people prefer McDonald's to Burger King.
- 92% of people like Chick-fil-A's customer experience.
- 2x as many women go to Chick-fil-A as men.
- 61% of people prefer McDonald's to Burger King.
- 63% of men go to McDonald's.
- 57% of women go to McDonald's.
- Men go 4x in 14 days.
- Women go 3x in 14 days.
- Men go 2x in 14 days.
- Women go 3x in 14 days.

Reach
- 24% of women go to Chick-fil-A.
- 20% of men go to Chick-fil-A.

Frequency
- Men go 2x in 14 days.
- Women go 3x in 14 days.

Reach
- 63% of men go to McDonald's.
- 57% of women go to McDonald's.

Frequency
- Men go 4x in 14 days.
- Women go 3x in 14 days.

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

Data witnessed January 2023.