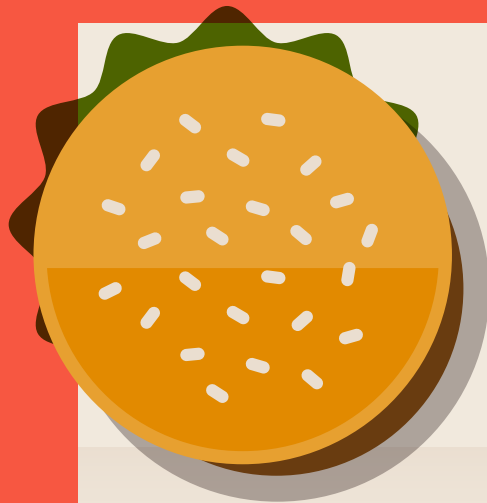
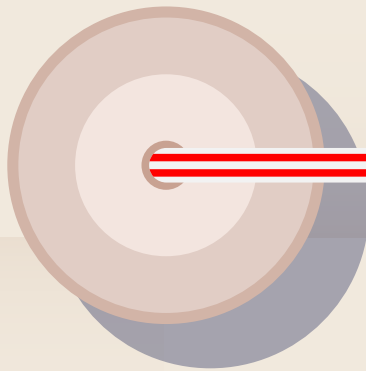


Men **vs.** Women: 11 fresh, new fast food facts

Fresh on-demand data from the MFour Studio.



- 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.



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.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed January 2023.

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