TIPPING HABITS:

35% of consumers who tip 20% or more when ordering take-out visit Starbucks.

18% of consumers who tip 20% or more when ordering take-out visit Subway.

17% of consumers who tip 20% or more when ordering take-out visit Chick-fil-A.

18% of consumers who tip less than 10% when ordering take-out visit Burger King.

Fast Food Insights You Need to Know

Tipping is on the rise, reflecting a shift in acknowledging service in non-traditional settings. As the dynamics of tipping continue to evolve, understanding these trends becomes essential to catering to a shifting consumer preferences. We combined survey + behavior data to learn more about consumers who tip while ordering take-out.

Need Research?
Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed July 2023.