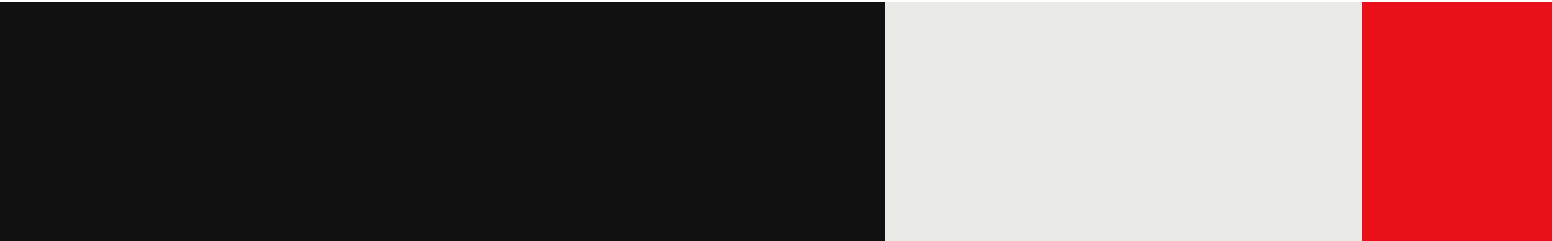


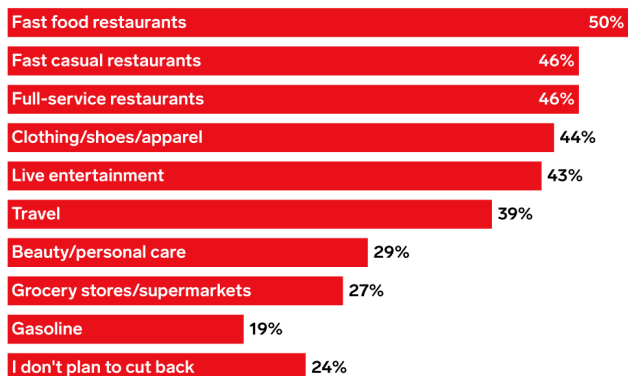
Consumers will cut back on fast-food dining if tariffs lead to price hikes

Article



Categories That US Adults Are Likely to Cut Back on If Tariffs Lead to Higher Prices, Feb 2025

% of respondents



Note: n=4,855 ages 18+
Source: CivicScience, Feb 4, 2025

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Key stat: 50% of US adults are likely to cut back on spending at fast food restaurants if tariffs lead to higher prices, according to a February 2025 CivicScience survey.

Beyond the chart:

- Only 9.4% of consumers say tariffs won't change their shopping habits, according to a February 2025 Numerator survey.
- Nearly three-quarters of low-income consumers see fast food as a luxury, according to April 2024 data from LendingTree.
- QSRs like McDonald's have rolled out limited-time offers like \$1 Egg McMuffins to attract budget-conscious consumers.

Use this chart: If tariffs lead to price increases, it will certainly affect consumer spending. [Marketers](#) and [retailers](#) should prepare for that reality. Understand the expenses that consumers are prioritizing while doubling down on value to maintain their [loyalty](#).

This data, provided by [CivicScience](#), will be featured in their webinar, [Navigating the New Era of Uncertainty: Macro Trends Reshaping Our World](#), on March 20 at 1pm ET.

Related EMARKETER reports:

- [Data Drop: 5 Charts on Digital Dining Habits](#) (EMARKETER subscription required)
- [US Retail Industry Ad Spending 2024](#) (EMARKETER subscription required)

Methodology: Data is from a February 2025 Civicscience survey. 4,000+ US adults ages 18+ were surveyed online during February 3-4, 2025. The survey was weighted by the U.S. Census.