

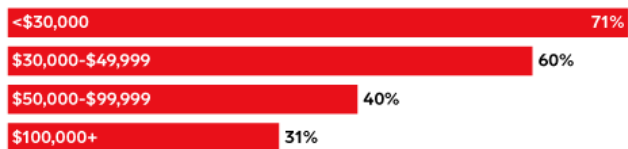
Nearly three-quarters of low-income consumers see fast food as a luxury

Article



US Consumers Across Income Levels See Fast Food as a Luxury

% of US consumers struggling financially who agree fast food is a luxury, by household income, April 2024



Note: n=2,025 ages 18-78

Source: LendingTree, "Nearly 80% of Americans Say Fast Food Is Now a Luxury Because It's Become So Expensive" commissioned by QuestionPro, May 20, 2024

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Key stat: Less than a third of US consumers with a household income of more than \$100,000 see fast food as a luxury, compared with 71% of consumers with an income of less than \$30,000, according to April 2024 data from LendingTree.

Beyond the chart:

- 41% of US adults with a household income of less than \$50,000 have cut back on having dinner at fast-food restaurants, according to August 2024 data from Ipsos.
- In an effort to court more cost-conscious consumers, many fast-food brands, including McDonald's, Taco Bell, and Wendy's are [launching more value menu deals](#) in 2025.

Use this chart: [Marketers](#) can use this chart to highlight economic sensitivity across income levels and illustrate the need for value-focused messaging.

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Methodology: Data is from the May 2024 LendingTree report titled "Nearly 80% of Americans Say Fast Food Is Now a Luxury Because It's Become So Expensive" commissioned by QuestionPro. 2,025 US consumers ages 18 to 78 were surveyed online during April 1-April 4, 2024.