

# Burger

## A Big Bite of Burger Insights

**55%**

of consumers eat burgers either at home or at foodservice at least once a week

**59%**

say affordability is one of the most important factors when deciding where to order a burger

**35%**

of consumers strongly agree that they're willing to pay more for premium toppings

**47%**

of consumers are concerned about the quality and freshness of burgers ordered for delivery

### Preferences

Percent that would consider ordering.

See all burger component preferences and TURF analysis in the full report.

Ketchup **65%**  
Mayo **57%**

**48%**

are willing to wait longer for a build-your-own burger

Beef **87%**  
Veggie **23%**

White Bun **57%**  
Wheat Bun **33%**

Lettuce **71%**  
Tomatoes **66%**

American **70%**  
Cheddar **59%**

**42%**

have a preferred restaurant for burger occasions