



Top 5 Fast Food Restaurants

Female vs. Male

- KFC tops the list among both Chinese men and women for fast food restaurants, followed by McDonalds.
- These fast food restaurants are popular among both segments likely because of their worldwide brand awareness and various options which satisfy the public taste.



1	KFC 26.9%
2	McDonalds 15.5%
3	Pizza Hut 11.1%
4	Da Niang Shui Jiao 4.4%
5	Orient King of Dumplins 4.1%



1	KFC 26.5%
2	McDonalds 15.6%
3	Pizza Hut 8.6%
4	Yong He 5.8%
5	Zhen Gong Fu 4.5%

Question: Where do you shop most often for Electronics?

Source: ProsperChina™ 2015-Q2 Quarterly Survey

For more Chinese consumer insights, please visit: <http://prosperchinaic.com/>



PROSPERCHINA™