

This year's number one fast food nation... (would you like fries with that?)

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Everyone knows that the United States of America (US) and the United Kingdom (UK) have populations that consume large amounts of fast food.

Indeed, last year's number one fast food nation was the UK with 45% agreeing that they like the taste of fast food too much to give it up, just pipping the US at the post (where 44% agreed).

But this year both nations have been resoundingly trounced in terms of fast food addiction...

In a surprise result, a hefty 68% of Bulgarians say they cannot give up their fast food.

Stoyan Mihaylov, Managing Director of Synovate in Bulgaria, says the country, which was not part of last year's survey, is in the grips of fast food passion.

"Compared to mature fast food markets like the US and the UK, Bulgarians still find fast food chains a novelty and, to some degree, quite trendy. There are also limited convenient lunchtime choices in the cities so this is a normal lunch for grab-and-go office workers.

"What's more, there's no sign of this consumption slowing down."

The 2009 results saw the UK and the US draw even, each with 44% agreeing they cannot give up fast food.

Senior Vice President, Healthcare of Synovate in North America, Greg Chu, says that Americans have a love-hate relationship with tasty and convenient fast food.

"Even while eating fast food, Americans have it in the back of their minds that it's not the healthiest choice – but that's not what they are focused on at that moment. The draw cards are convenience and taste which is all that really matters when you are hungry and on the go.

"When they notice the weight gain, the easiest strategy to fight it is to stop eating fast food. Eventually the convenience factor pops up again and away we go on the whole cycle again."

Least susceptible to the taste of fast food were the Swedes and the Malaysians, each with only one in five people agreeing that they like the taste of fast food too much to give it up.

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