# Rising Fast Food Prices Turn American Perception Towards Luxury, Survey Shows



Nearly 80% of Americans now consider fast food a luxury due to rising prices, according to a recent LendingTree survey of 2,000 adults. The survey revealed that 62% of Americans are dining out less frequently, with 65% experiencing sticker shock from increased fast-food prices in the past six months. Inflation has significantly impacted lower-income households, with 71% of respondents earning under $30,000 and 58% of parents of young children viewing fast food as a luxury.

The financial pressure from inflation has led fast-food chains, such as McDonald’s and Wendy's, to introduce value meals to attract customers. Despite these efforts, McDonald's CEO Chris Kempczinski noted a decline in industry traffic due to consumer demand for affordability. Economic experts predict a challenging future for mid-performing restaurants, potentially leading to widespread closures and fewer dining options.