



ALL ABOUT THE WHOPPER

THE ACTUAL GLOBAL STUDY CONDUCTED BY BURGER KING
22 april 2022

EXECUTIVE SUMMARY

85%

of participants in the study could name or identify the Whopper.

Only
3%

was able to name three or more burgers from BK

And out of more than 1300 total guesses of BK products, **83%** are completely wrong. People have a limited understanding of other Burger King burgers.

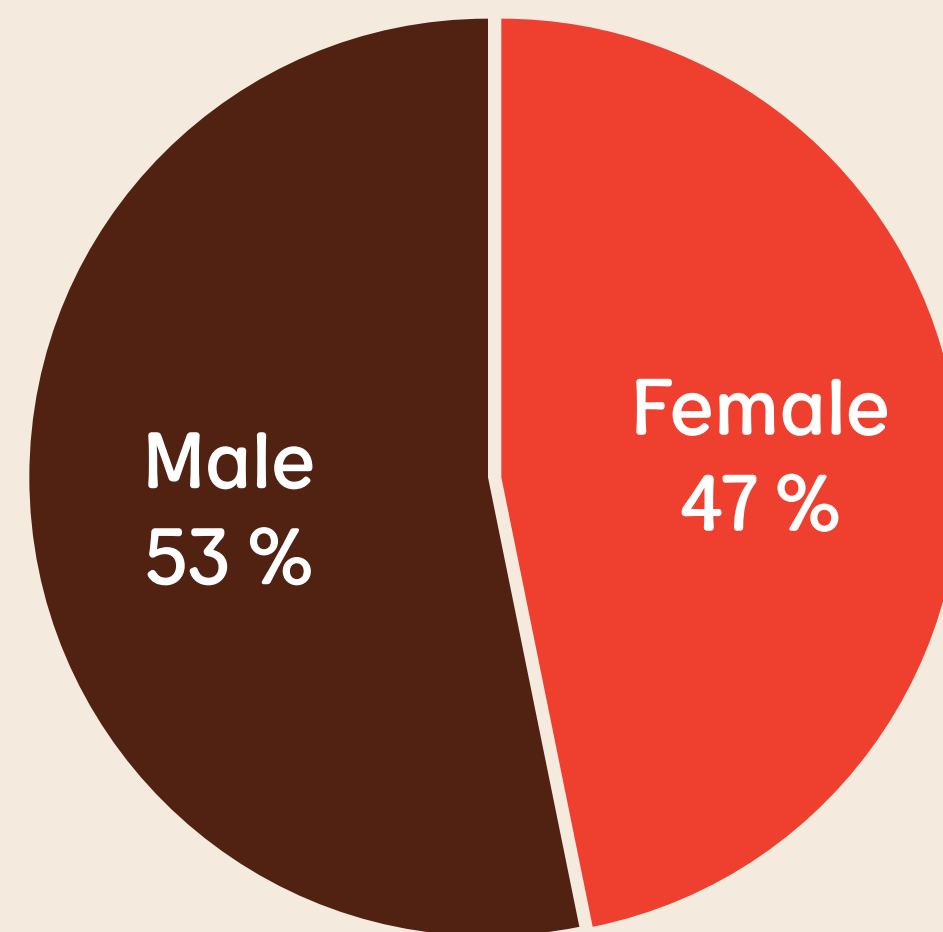
[Check out the details >](#)

SHORT ABOUT THE STUDY

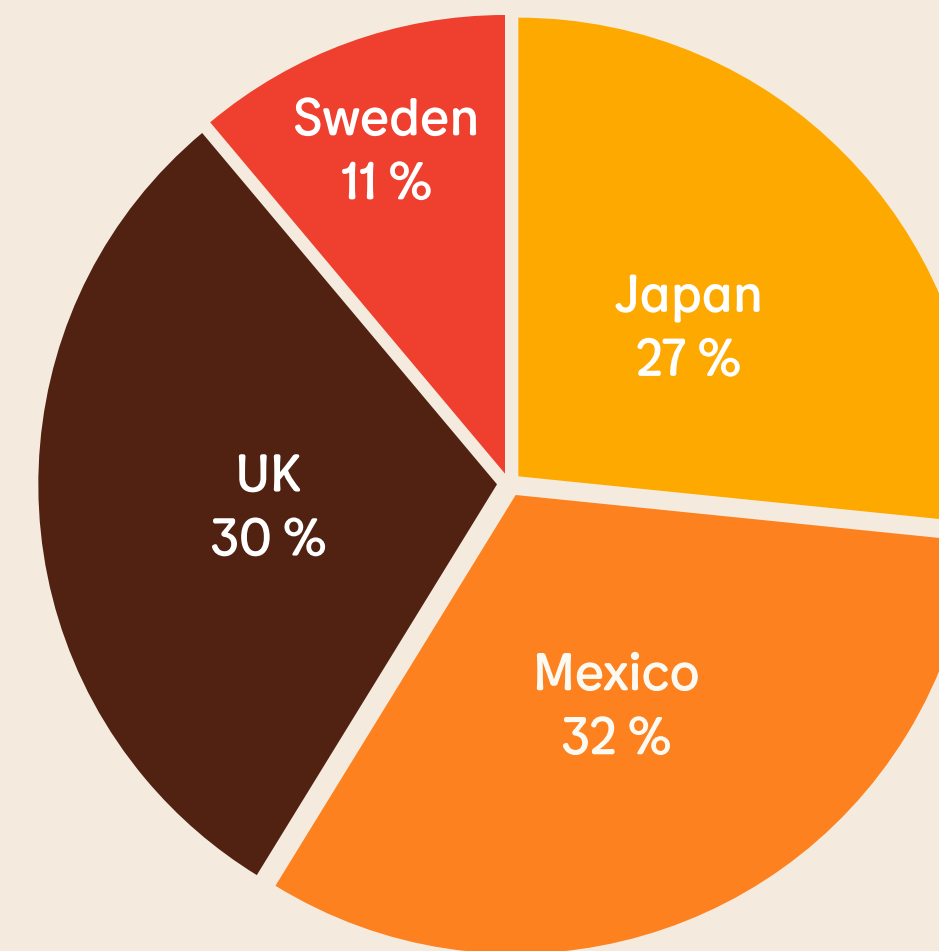
We have conducted a physical survey, where we randomly surprised and interviewed people on the streets (both close to, inside and far from BK restaurants), in Japan (Tokyo), Mexico (Mexico City), the UK (London) and Sweden (Stockholm) in April 2022.

Sample: 342 IP

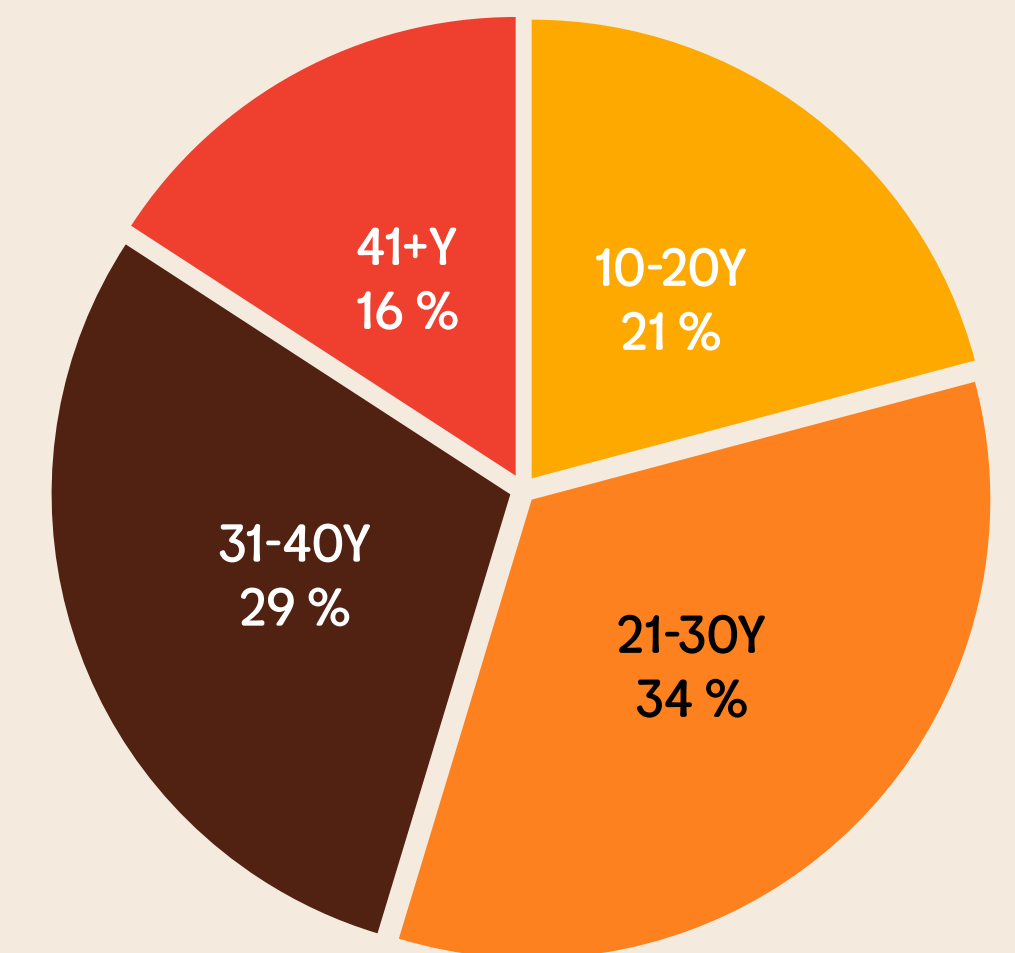
GENDER SPLIT



COUNTRY SPLIT



AGE SPLIT



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PART 1

NAMING THE WHOPPER

CONCLUSIONS ABOUT THE WHOPPER

85% of the world's population can successfully name the Whopper.

Females are generally more aware of the Whopper (**87% VS 83%**)

People in the UK are more aware of the Whopper than people in Japan (**95% VS 77%**)

SUCCESSFULLY NAMING/IDENTIFYING THE WHOPPER

Nombre: Rosas Correa Seth
Edad: 22
Ciudad en la que vives: León
Género: Femenino Masculino Otro

Escribe el nombre de todas las hamburguesas de Burger King que conoces (mientras más, mejor):
Intenta con todas las que puedas, ¡se vale adivinar!

1. Whopper ✓
2. Crespi King
3. Famous
4. Western Bacon
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

お名前: SH
年齢: 22
お住まいの地域:
性別: 男性 | 女性 | その他

以下にバーガーキングのバーガーの名前を
思いっただけ書き出してください。
当てずっぽうでも構いません!
(多ければ多いほど良いです。)

1. ワッパー ✓ Whopper
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

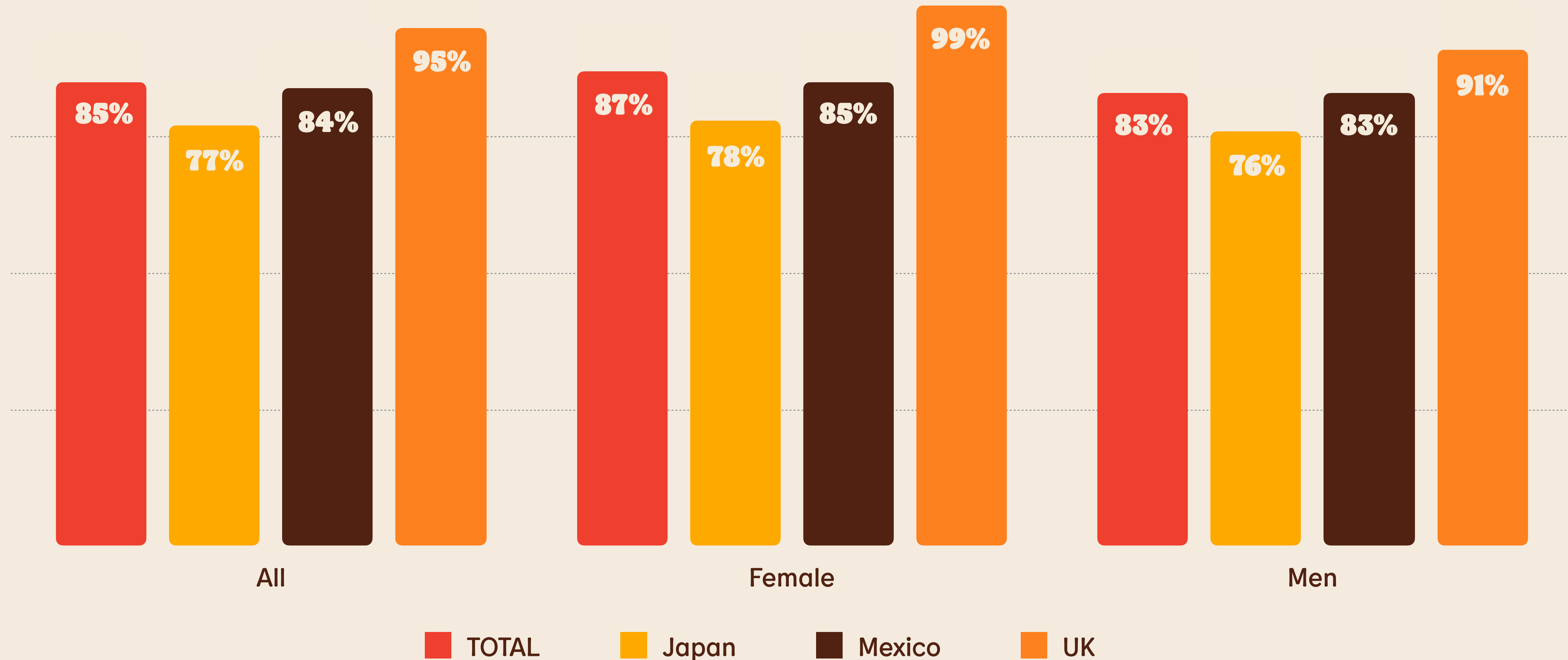
Full name: ROB MAYNARD
Age: 33
City of residence: LONDON
Gender: Male | Female | Other

Write down the as many Burger King burgers as you can name.
Guessing is ok! (the more the merrier)

1. WHOPPER ✓
2. ANGUS STEAKHOUSE
3. CHICKEN FINGER BURGER
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

WHOPPER SPONTANEOUS AWARENESS GLOBAL & LOCAL

Country comparison



PART 2

**NAMING
ANY OTHER
BURGER**

LEARNINGS

NO ONE could name 4 burgers from BK.

1 OUT OF 5 could name two products or more from BK.

ONLY 3% could name three burgers from BK.

ZERO participants from Mexico or Japan could name four or more products from BK.

UNSUCCESSFULLY NAMING ANY OTHER BURGER









お名前: Yuki
 年齢: 28
 お住まいの地域: Tokyo
 年齢: 男性 | 女性 | その他

下のバーガーの名前を書いてください。
 できるだけ多くチャレンジしてください! 当てずっぽうでも構いません!

 アボカドレタスバーガー Avocado Lettuce Whopper	 トマトオニオンバーガー Tomato Onion Whopper	 トリプルチーズバーガー Triple Cheese Whopper
 オニオンリングバーガー Onion Ring Whopper	 ベーコンチーズバーガー Bacon Cheese Whopper	 クリスピーバーガー Crispy Whopper
 クリスピーチーズバーガー Crispy Cheese Whopper	 ダブルチーズバーガー Double Cheese Whopper	 ベジタブルバーガー Vegetable Whopper

Nombre: Mariana Gutiérrez Lagares
 Edad: 26 años
 Ciudad en la que vives: Veracruz
 Género: Femenino | Masculino | Otro

Escribe el nombre de estas hamburguesas de Burger King
 ¡Se vale adivinar! Intenta nombrar las más que puedas.

 double whopper w/ cheese	 double bacon & cheese burger	 tomato double cheese burger
 jalapeño bacon & cheese burger	 double bacon & cheese burger special	 sub house burger
 is that isn't that a sub?	 # Whopper gram super special.	

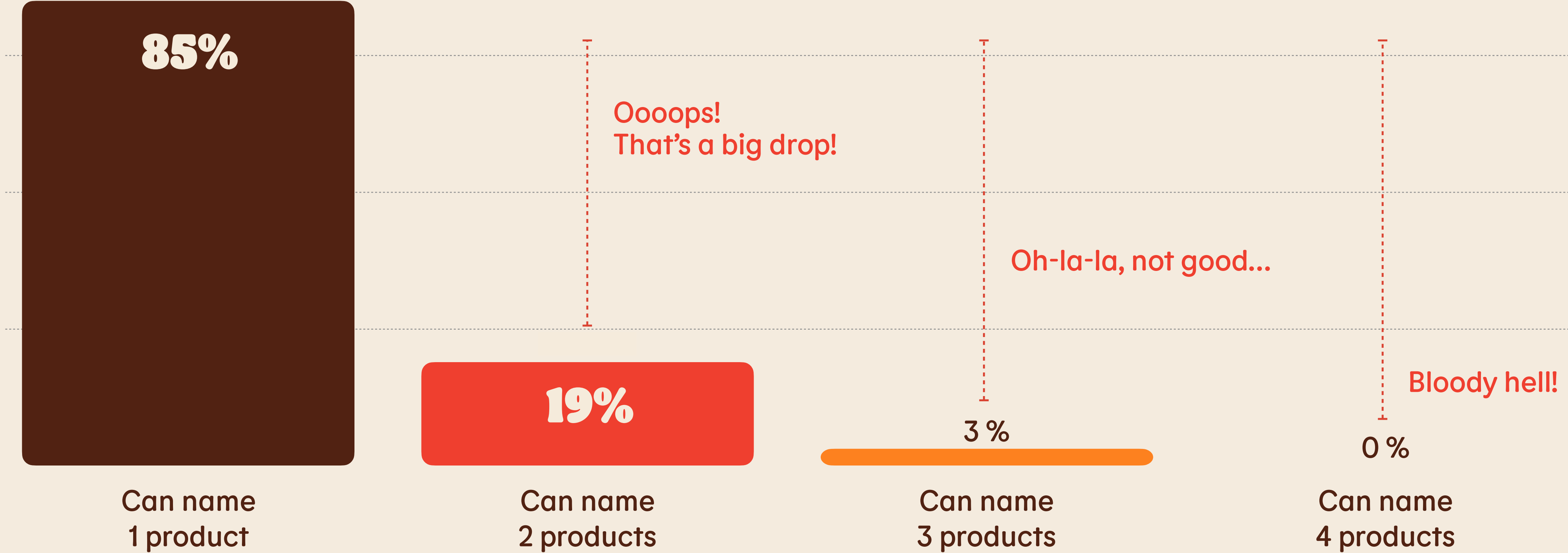
Full name: MARK JONES
 Age: 50+
 City of residence: LONDON
 Gender: Male | Female | Other

Write down the as many Burger King burgers as you can name.
 Guessing is ok! (the more the merrier)

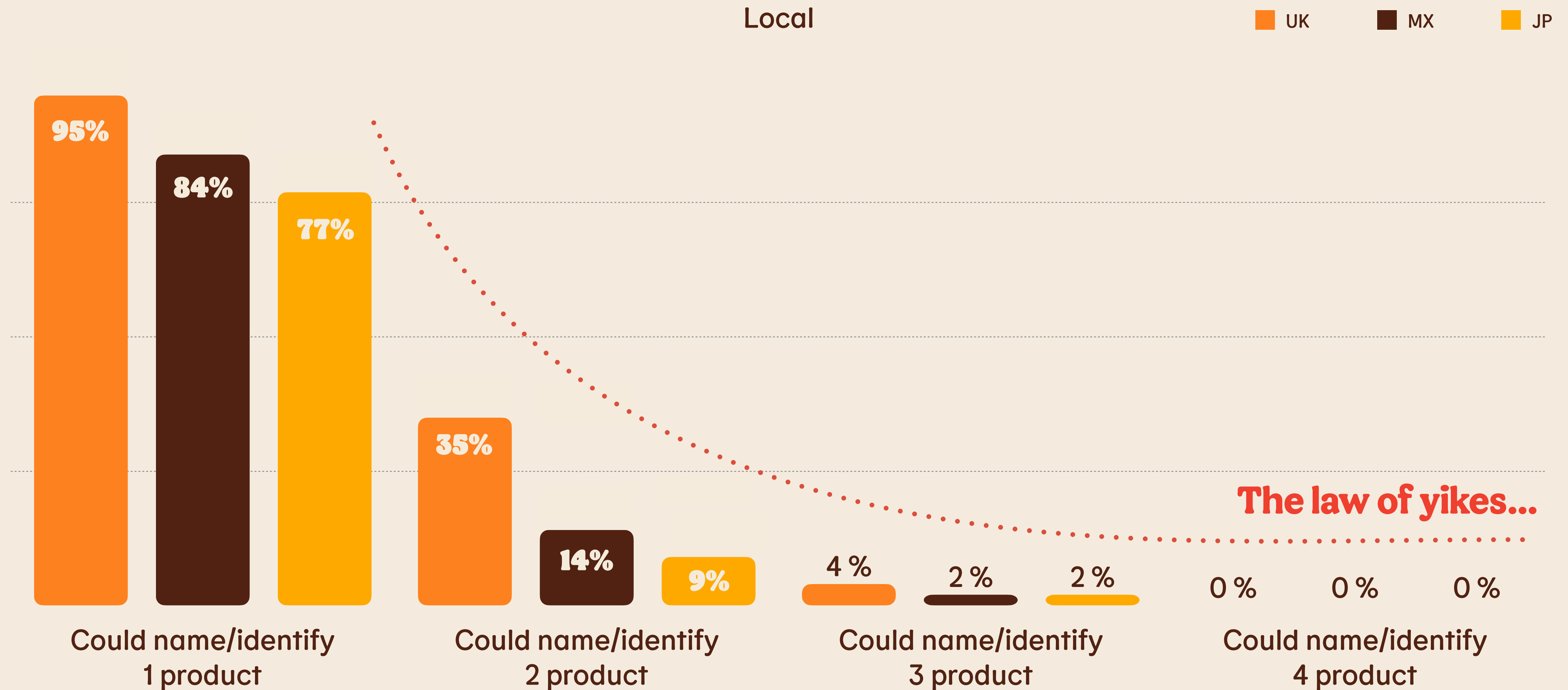
- Whopper
- Flame Burger
-
-
-
-
-
-
-
-

AMOUNT OF BURGERS FROM BK THAT PEOPLE CAN NAME

Global



AMOUNT OF BURGERS PEOPLE CAN NAME FROM BK



PART 3

**COMPLETELY
WRONG
ANSWERS**

LEARNINGS

Full name: Jonathan
Age: 31
City of residence: London
Gender: Male | Female | Other

*Identify the Burger King burgers below.
Try to name as many as you can. Guessing is ok!*



Whopper



Double Whopper



Fishy Wisby

83%

of all guesses were completely wrong. People have a limited understanding of what Burger King products are named.

'Fishy Wisby' will (probably) never be a thing

COMPLETELY WRONG ANSWERS

Right answers:

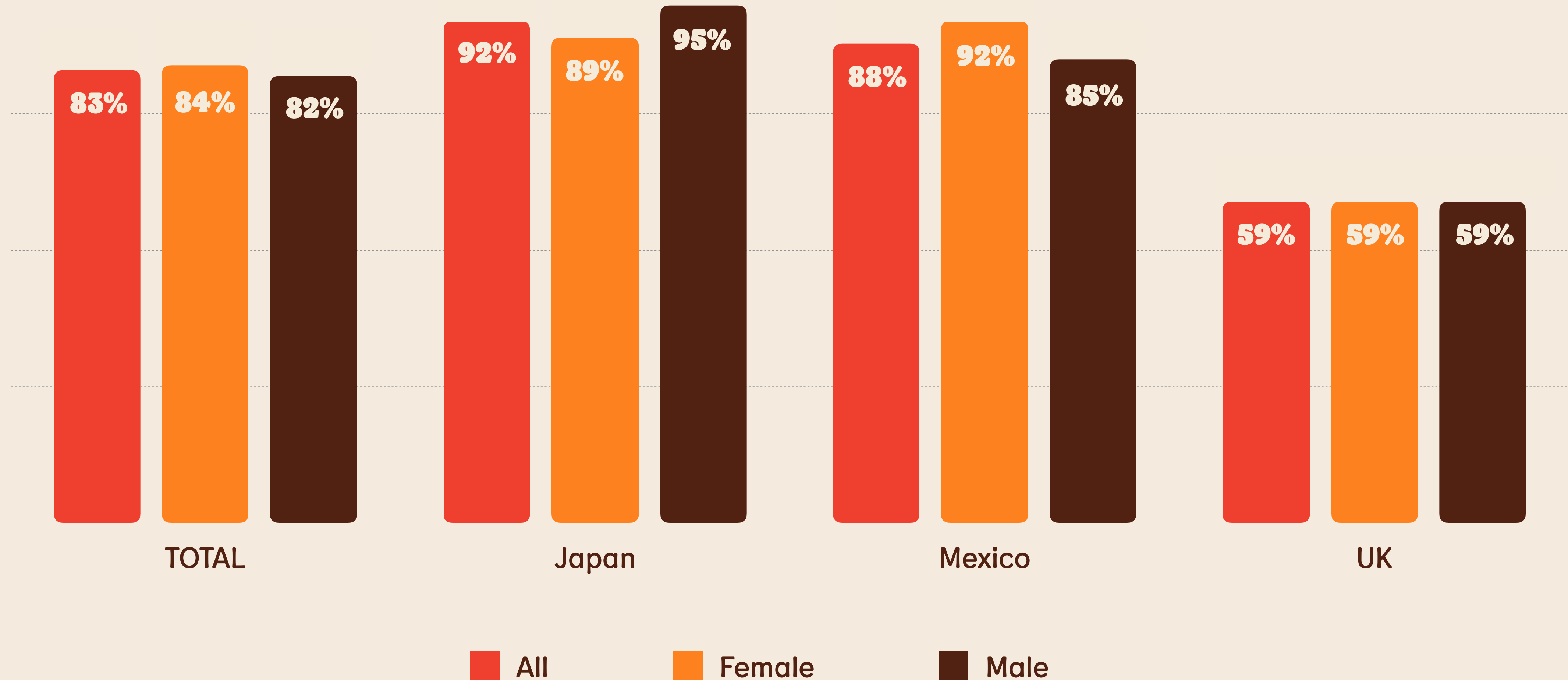


Wrong answers:



WRONG GUESSES WHEN TRYING TO NAME A BK PRODUCT..

Country comparison



IS OR IS NOT A BK BURGER (ACTUAL ANSWERS FROM PEOPLE)

IS A BK BURGER:

Whopper
Whopper Jr
Whopper Double
Whopper con Bacon
Whopper Super Hot
Whopper vegetal
Whopper de pollo
Double Whopper Jr
Whopper con queso
Big Whopper Baby
Whopper extra cheese
Whopper chili
Veg whopper
Grand Whopper
Teriyaki Whopper
Plant-based Whopper
Tartar Chicken Burger

IS NOT A BK BURGER...

Greenish yellow burger
Croissant
Egg tomato burger
Healthy burger
Volume Burger
Mega cheese Whopper
Potato Sandwich Burger
Hawaiian Burger
German burger
Red-white burger
Long BK con Aros
Aros de esballa King
Eb perede un subway
La competencia de Big Mac
Big Whopper Baby

4 story special
Chicken Legend
Huge Whopping Burger
Triple Dog Burger
Megawhoppa cheese
Little Burger
Fishy Wishy
Super Flamin
Tower burger
Isn't that a sub?
Cheesy pop
3 carnes
Burger King doble bufalo Crunch
Submarino

