Throughout the years, numerous studies on gender differences—from the make-up of our brains and bodies to how we select mates and process emotions—reveal the dissimilarities between men and women. When it comes to popular foods adults select when ordering from a restaurant, we’re not that different. Instead, the gender divide becomes clear when looking at specific food groups, cuisine types and particular order trends (the where and when), according to a recent analysis conducted by GrubHub Inc.

In August 2014, GrubHub set out to discover if restaurant food preferences between men and women really exist along with what, if any, those preferences are. An examination of pick-up and delivery orders from GrubHub’s network of more than 30,000 takeout restaurants in more than 700 U.S. cities reveals that men and women agree on their top preferences. Pizza reigns supreme for both men and women as the most frequently ordered entrée. Further, classic meal add-ons, including a side of fries and soda, are incredibly common for men and women alike.

However, an analysis of more specific items and cuisines reveals a very different picture. GrubHub found that women more often than men order healthier options from restaurant menus, such as salads, sushi and vegetable-based dishes. Men more often than women order meals containing meat or poultry—General Tso’s chicken, chicken parmesan and bacon are some of the menu items most favored by men.

MALE VS. FEMALE: WHEN, WHERE AND HOW MUCH THEY ARE ORDERING

Beyond the foods they most commonly order, GrubHub data reveals that men and women’s general ordering habits vary greatly.

Women spend three percent more, on average, per order than men. They also tend to order more often than men on weekdays and prefer to have

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1 GrubHub Inc. data. Please see appendix for additional details on the data methodology (2014).
their meals delivered as opposed to picking them up. The most surprising finding on how women order is related to their delivery location—women are 30 percent more likely to order food from work addresses than men. A recent survey by Captivate Office Pulse supports this point, finding that men are 25 percent more likely than women to take breaks throughout the day for personal activities, including lunch, walks and “just to relax.”

Men lean toward ordering food on the weekends and late at night. In fact, GrubHub’s analysis found that men place late night (10 p.m. – 2 a.m.) orders 55 percent more often than women. This finding points to men’s propensity to burn the midnight oil. According to a recent study by University of Chicago professor Dario Maestripieri, published in the Journal of Evolutionary Psychology, men are more likely than women to identify themselves as night owls.

FOOD ORDERING HABITS OF MEN VS. WOMEN

When it comes to the food items most ordered, the sexes seem to agree on their top choices. Pizza, fries, salad, soup and soda are the most frequently ordered menu items by both men and women. Pizza takes the lead as the most frequently ordered entrée, representing 16 percent of orders by men and 14 percent of orders by women.

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While pizza may be a fast, readily available meal option, its favored status may be fueled by deeper desires. According to an NPD foodservice market research report, despite an increasing number of restaurants offering healthier menu items or posting calories and other nutritional information, at the end of the day, consumers order what they crave.

However, a closer look at food items more commonly ordered by each gender shows a trend that debunks some of the traditional attitudes toward food. While men order heavier items more often than women, such as chicken parmesan, buffalo wings and bacon cheeseburgers, women lean toward lighter options such as edamame, salads and frozen yogurt. In fact, women also are more likely than men to say that healthy food sections on restaurant menus matter when selecting a restaurant.

An order analysis of trendy foods and ingredients—often referred to as “fad foods”—further supports the view that women appear to be taking advantage of healthier menu items more often than men when ordering takeout. While men gravitate toward fad foods such as poutine and dishes featuring Sriracha hot sauce, women are drawn to pressed juice, gluten-free options and dishes featuring chia seeds, quinoa and kale.


When it comes to sandwiches, men more commonly order chicken parmesan subs (57 percent) and buffalo chicken sandwiches (33 percent), while women opt for lettuce wraps (74 percent) and grilled cheese sandwiches (53 percent).

ETHNIC CUISINE: WHAT DO MEN & WOMEN ORDER?

A diverse population and a generally more adventurous American palate are believed to have contributed to a surge in popularity of ethnic cuisine over the past five years.6 While it’s not surprising

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that men and women alike order ethnic dishes, their preferences do vary. GrubHub data reveals that men have a penchant for American fare and flavors of the Middle East and Mediterranean, while women prefer a variety of Asian foods.

A closer look at ethnic menu items ordered shows a continued trend among women across all cuisine types – women more often select traditionally healthier options than men. Salads and vegetable-based dishes were generally ordered by women twice as often as men across Chinese, Indian, Italian, Japanese, Mexican, Middle Eastern and Thai cuisines.

See appendix for a full breakdown of ordering frequency of popular ethnic cuisine menu items.

AROUND THE CLOCK: MALE VS. FEMALE ORDERING TRENDS

Despite recent studies refuting the belief that breakfast is the most important meal of the day, women are holding to this long-held principle. GrubHub found that women are 15 percent more likely than men to order during breakfast hours (8-11 a.m. local time). And, while they are grabbing breakfast more often than men, women also are starting their day with different food choices. Among men, bacon tops the list as the most often-ordered item, found in 14 percent of breakfast orders. Women prefer including a traditional breakfast drink with their orders. Coffee was found in 15 percent of women’s orders.

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Among items ordered around the clock, men and women are making similar choices: men opt for meat-based dishes while women choose lighter fare.

**THE BOTTOM LINE**

GrubHub’s data on the ordering habits of the sexes reveals that although men and women frequently order many of the same foods – pizza, fries and soda, to name a few – when it comes to menu items ordered less frequently, distinct gender preferences become more apparent. Whether fueled by a need to indulge or a gender predisposition, men more often than women fill their takeout bags with meat-based foods. Women, typically stereotyped as the more health-conscious of the sexes, tend to order healthier foods more often than men.

From who orders breakfast more often to which gender is more inclined to opt for Asian food, the data reveals important insights into a space where little research exists – the food preferences of men and women. This data can prove valuable to restaurants seeking to better understand their takeout and delivery customers.

For men and women who are looking to order the food they crave, GrubHub connects diners with more than 30,000 takeout restaurants in more than 700 cities. To begin searching for a great meal or to learn more about GrubHub, visit www.GrubHub.com.

**ABOUT GRUBHUB INC.**

GrubHub Inc. is the nation’s leading online and mobile food-ordering company dedicated to connecting hungry diners with local takeout restaurants. The GrubHub Inc. portfolio of brands includes GrubHub, Seamless, MenuPages and Allmenus. The Company’s online and mobile ordering platforms allow diners to order directly from more than 30,000 takeout restaurants in more than 700 U.S. cities and London, and every order is supported by the Company’s 24/7 customer service. GrubHub Inc. has offices in Chicago, New York City and London.
APPENDIX

Methodology Used to Determine Data:

• Analysis and findings based on a year’s worth of GrubHub orders placed between 7/17/13 and 7/16/14.
• More commonly ordered items (per gender) calculated based on a comparison of the percentage of total orders by men/women in a given food category (as opposed to raw order volume).
• To warrant inclusion in our rankings and results – and ensure statistical significance – foods/dishes must meet a certain threshold of order volume, nationally.

General Order Differences

Of every menu item ordered on GrubHub, which are the top dishes that women are more likely to order than men, and vice versa.

Foods more likely ordered by men

1. 2-Liter Soda – nearly 54% more commonly ordered by men than women
2. Boneless Wings – nearly 54% more commonly ordered by men than women
3. Chicken Parmesan – more than 53% more commonly ordered by men than women
4. General Tso’s Chicken – more than 51% more commonly ordered by men than women
5. Bacon Cheeseburger – more than 45% more commonly ordered by men than women

Foods more likely ordered by women

1. Seaweed Salad – nearly 63% more commonly ordered by women than men
2. Edamame – nearly 60% more commonly ordered by women than men
3. Avocado Roll – nearly 57% more commonly ordered by women than men
4. House Salad – nearly 53% more commonly ordered by women than men
5. Shrimp Tempura Roll – nearly 51% more commonly ordered by women than men

Time of Day

Breakfast Foods

Foods more likely ordered by men during breakfast hours (8 a.m. – 11 a.m. local time)

1. Steak and Eggs – more than 49% more commonly ordered by men than women
2. Cheese Steak – more than 47% more commonly ordered by men than women
3. Sausage, Egg, and Cheese Sandwich – more than 43% more commonly ordered by men than women
4. Eggs on a Roll – more than 27% more commonly ordered by men than women
5. Sausage – more than 24% more commonly ordered by men than women
Foods more likely ordered by women during breakfast hours (8 a.m. – 11 a.m. local time)
1. Flavored Coffee – more than 64% more commonly ordered by women than men
2. Grits – nearly 62% more commonly ordered by women than men
3. Cappuccino – nearly 47% more commonly ordered by women than men
4. Veggie Omelet – nearly 39% more commonly ordered by women than men
5. Hot Chocolate – more than 38% more commonly ordered by women than men

Lunch Foods
Foods more likely ordered by men during lunch hours (11 a.m. – 2 p.m. local time)
1. General Tso’s Chicken – more than 60% more commonly ordered by men than women
2. Chicken Parmesan – more than 48% more commonly ordered by men than women
3. Bacon Cheeseburger – nearly 47% more commonly ordered by men than women
4. Cheesesteak – nearly 44% more commonly ordered by men than women
5. Sausage – more than 42% more commonly ordered by men than women

Foods more likely ordered by women during lunch hours (11 a.m. – 2 p.m. local time)
1. Edamame – nearly 93% more commonly ordered by women than men
2. Avocado Rolls – more than 79% more commonly ordered by women than men
3. Greek Salad – nearly 75% more commonly ordered by women than men
4. Garden Salad – nearly 72% more commonly ordered by women than men
5. Miso Soup – more than 67% more commonly ordered by women than men

Dinner
Foods more likely ordered by men during dinner hours (5 p.m. – 9 p.m. local time)
1. General Tso’s Chicken – nearly 44% more commonly ordered by men than women
2. Chicken Parmesan – more than 35% more commonly ordered by men than women
3. Bacon (side) – nearly 31% more commonly ordered by men than women
4. Cheese Steak – more than 28% more commonly ordered by men than women
5. Chicken Sandwich – more than 27% more commonly ordered by men than women

Foods more likely ordered by women during dinner hours (5 p.m. – 9 p.m. local time)
1. Seaweed Salad – more than 62% more commonly ordered by women than men
2. Edamame – more than 57% more commonly ordered by women than men
3. Avocado Rolls – nearly 55% more commonly ordered by women than men
4. Shrimp Tempura Roll – more than 51% more commonly ordered by women than men
5. House Salad – more than 49% more commonly ordered by women than men
Late-Night

Foods more likely ordered by men during late-night hours (10 p.m. – 2 a.m. local time)
1. Chicken Parmesan – nearly 54% more commonly ordered by men than women
2. Boneless Wings – nearly 35% more commonly ordered by men than women
3. BBQ Chicken – more than 34% more commonly ordered by men than women
4. 2 Liter Soda – more than 33% more commonly ordered by men than women
5. Calzone – nearly 32% more commonly ordered by men than women

Late-night foods more likely ordered by women during late-night hours (10 p.m. – 2 a.m. local time)
1. Avocado Rolls – nearly 89% more commonly ordered by women than men
2. Greek Salad – more than 82% more commonly ordered by women than men
3. Edamame – nearly 75% more commonly ordered by women than men
4. Miso Soup – more than 68% more commonly ordered by women than men
5. California Roll – nearly 58% more commonly ordered by women than men

Ethnic Cuisines

American Cuisine

Of American cuisine items ordered on GrubHub, which are the top dishes that men are more likely to order than women, and vice versa.

Men over Women
1. Boneless Wings – nearly 29% more commonly ordered by men than women
2. Bacon Cheeseburger – nearly 22% more commonly ordered by men than women
3. Sub Sandwiches – nearly 21% more commonly ordered by men than women
4. Cheesesteak – more than 20% more commonly ordered by men than women
5. Ribs – nearly 18% more commonly ordered by men than women

Women over Men
1. Greek Salad – nearly 69% more commonly ordered by women than men
2. House Salad – more than 61% more commonly ordered by women than men
3. Garden Salad – nearly 61% more commonly ordered by women than men
4. Iced Coffee – more than 60% more commonly ordered by women than men
5. Soup – more than 51% more commonly ordered by women than men
**Chinese Cuisine**
Of Chinese cuisine items ordered on GrubHub, which are the top dishes that men are more likely to order than women, and vice versa.

Men over Women
1. General Tso's Chicken – more than 41% more commonly ordered by men than women
2. Boneless Spare Ribs – nearly 33% more commonly ordered by men than women
3. BBQ Pork Fried Rice – nearly 32% more commonly ordered by men than women
4. Fried Dumplings – more than 25% more commonly ordered by men than women
5. Sweet and Sour Pork – nearly 23% more commonly ordered by men than women

Women over Men
1. Vegetable Lo Mein – more than 85% more commonly ordered by women than men
2. Shrimp with Broccoli – more than 82% more commonly ordered by women than men
3. Seaweed Salad – more than 68% more commonly ordered by women than men
4. Vegetable Fried Rice – more than 65% more commonly ordered by women than men
5. Edamame – nearly 64% more commonly ordered by women than men

**Japanese Cuisine**
Of Japanese cuisine items ordered on GrubHub, which are the top dishes that men are more likely to order than women, and vice versa.

Men over Women
1. Ribs – nearly 48% more commonly ordered by men than women
2. Chicken Katsu – nearly 46% more commonly ordered by men than women
3. Dumplings – nearly 25% more commonly ordered by men than women
4. Chicken Teriyaki – more than 24% more commonly ordered by men than women
5. Nigiri – more than 24% more commonly ordered by men than women

Women over Men
1. Avocado Salad – more than 79% more commonly ordered by women than men
2. Avocado Roll – more than 69% more commonly ordered by women than men
3. House Salad – nearly 66% more commonly ordered by women than men
4. Sweet Potato Roll – more than 63% more commonly ordered by women than men
5. Green Salad – nearly 60% more commonly ordered by women than men

**Italian Cuisine**
Of Italian cuisine items ordered on GrubHub, which are the top dishes that men are more likely to order than women, and vice versa.

Men over Women
1. Buffalo Chicken Pizza – more than 46% more commonly ordered by men than women
2. Boneless Wings – more than 32% more commonly ordered by men than women
3. Hero – more than 20% more commonly ordered by men than women
4. Pepperoni Pizza – nearly 19% more commonly ordered by men than women
5. Cheesesteak – more than 18% more commonly ordered by men than women
Women over Men
1. Caprese – nearly 78% more commonly ordered by women than men
2. Greek Salad – nearly 69% more commonly ordered by women than men
3. Garden Salad – more than 64% more commonly ordered by women than men
4. House Salad – nearly 61% more commonly ordered by women than men
5. Bruschetta – nearly 57% more commonly ordered by women than men

Mexican Cuisine
Of Mexican cuisine items ordered on GrubHub, which are the top dishes that men are more likely to order than women, and vice versa.

Men over Women
1. Mexican Coke – more than 47% more commonly ordered by men than women
2. Chorizo Taco – nearly 46% more commonly ordered by men than women
3. Steak Burrito – nearly 40% more commonly ordered by men than women
4. Jarritos – more than 38% more commonly ordered by men than women
5. Chorizo – nearly 38% more commonly ordered by men than women

Women over Men
1. Plantains – nearly 68% more commonly ordered by women than men
2. Ensalada – more than 65% more commonly ordered by women than men
3. Taco Salad – more than 51% more commonly ordered by women than men
4. Guacamole – nearly 36% more commonly ordered by women than men
5. Rice and Beans – nearly 35% more commonly ordered by women than men

Thai Cuisine
Of Thai cuisine items ordered on GrubHub, which are the top dishes that men are more likely to order than women, and vice versa.

Men over Women
1. Spicy Fried Rice – nearly 36% more commonly ordered by men than women
2. Hot and Sour Soup – more than 22% more commonly ordered by men than women
3. Thai Calamari – nearly 20% more commonly ordered by men than women
4. Chicken Fried Rice – more than 15% more commonly ordered by men than women
5. Dumplings – nearly 15% more commonly ordered by men than women

Women over Men
1. Bubble Tea – more than 47% more commonly ordered by women than men
2. Seaweed Salad – more than 43% more commonly ordered by women than men
3. Edamame – more than 38% more commonly ordered by women than men
4. Pad See Ewe – more than 27% more commonly ordered by women than men
5. Papaya Salad – nearly 27% more commonly ordered by women than men
**Indian Cuisine**

Of Indian cuisine items ordered on GrubHub, which are the top dishes that men are more likely to order than women, and vice versa.

**Men over Women**
1. Chicken Pakora – nearly 58% more commonly ordered by men than women
2. Keema Naan – nearly 54% more commonly ordered by men than women
3. Meat Samosa – more than 48% more commonly ordered by men than women
4. Wings – nearly 47% more commonly ordered by men than women
5. Lamb Samosa – more than 46% more commonly ordered by men than women

**Women over Men**
1. Vegetable Korma – nearly 59% more commonly ordered by women than men
2. Paneer Makhani – more than 52% more commonly ordered by women than men
3. Palak Paneer – more than 45% more commonly ordered by women than men
4. Aloo Gobi – nearly 45% more commonly ordered by women than men
5. Mutter Paneer – more than 42% more commonly ordered by women than men

**Middle Eastern Cuisine**

Of Middle Eastern cuisine items ordered on GrubHub, which are the top dishes that men are more likely to order than women, and vice versa.

**Men over Women**
1. Skewer – more than 47% more commonly ordered by men than women
2. Kafta – more than 29% more commonly ordered by men than women
3. Shawarma – more than 25% more commonly ordered by men than women
4. Chicken Shish Kebab – more than 19% more commonly ordered by men than women
5. Burger – nearly 18% more commonly ordered by men than women

**Women over Men**
1. Fattoush – nearly 57% more commonly ordered by women than men
2. Spanakopita – more than 50% more commonly ordered by women than men
3. Tzatziki – more than 48% more commonly ordered by women than men
4. Greek Salad – nearly 47% more commonly ordered by women than men
5. Salad – nearly 39% more commonly ordered by women than men