This map shows the distribution of one major brand of fast food outlet. By 2004 there were 30,496 of these outlets worldwide. Of these, 45% were located within the United States so it appears large on this map. The next highest number of these outlets are in Japan, Canada and Germany.

The world average number of outlets of this one brand alone is 5 per million people. In the United States there are 47 per million people; in Argentina and Chile the rate is a tenth of the American rate; the rate in Indonesia, China and Georgia is a hundredth of the American rate. In all the territories of Africa there were only 150 outlets: mostly in South Africa.

Territory size shows the proportion of all McDonald’s restaurants that were open in 2004, that were found there.