American Families and Dining Out - US - March 2013

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"The stresses of the recession have made families more price conscious, and they also want dining experiences that are comfortable. Because of the proliferation of options (to go, carry-out, drive-thru, and delivery) and options of different foods, families are rethinking their relationship with restaurants."

– Bethany Wall, Foodservice Analyst

In this report we answer the key questions:

- How is the relationship between families and restaurants changing?
- Do families need to dine in or is carry-out and delivery good enough?
- What are the major drivers propelling families to a given restaurant?
- Since kids eat out more, what role do restaurants play in obesity?

As the traditional family structure changes and families are becoming more "on the go," their relationship with foodservice has changed. Gone are the days where families dine out on special occasions only. Now, families are visiting all types of restaurant during all dayparts and choosing to-go, carry-out, and delivery ordering methods in addition to dining in. This also includes the newly developing snack daypart. Additionally, the weak economy has forced families to adapt to a new normal, meaning that they must modify their restaurant usage to meet their new budget and lifestyle, leaving room for family meal deals and other discounts to draw in customers.

Among the topics covered in this report are:

- What is driving the market including economic indicators and restaurant sales data?
- Marketing strategies across many advertising media, as well as menu and pricing promotions.
- Menu trends over the past three years covering multiple dayparts and menu sections.
- Consumer ordering behavior as it relates to changes from last year, as well as usage of deals.
- Data revealing consumers' preferences, influences, and deterrents for family meal purchases.
- Usage group breakdowns, by demographic and their corresponding attitudes and behaviors.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Do families need to dine in or is carry-out and delivery good enough?

What are the major drivers propelling families to a given restaurant?

Since kids eat out more, what role do restaurants play in obesity?

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