

## Families Dining Out - US - September 2015

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"While parents on average have higher incomes than the national average their costs of living are exponentially higher. As such, they are much more likely to report cooking at home to save money as well as using deals when they do go out to eat. Restaurants need to focus on providing value to families when they dine out."  
- Caleb Bryant, Foodservice Analyst

### This report looks at the following areas:

- Price is a top consideration for families
- Parents are concerned with healthful food/drinks
- Not all parents are the same

Dining out for families serves many different functions, from celebrating a birthday, to serving as a quick snack, to providing nutrition. The motivations for dining out vary greatly by demographics and this report will explore who dines out, why, and what the future holds for families. As the Millennials start having kids, the foodservice landscape will change as the new generation starts to dine with their parents. Though the country is out of the recession, price is still a huge hindrance to eating out. Also, health is at the forefront of parents' minds as the obesity rate among children is still high and consumers are generally more cognizant of what they consume.

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### What's Working?

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