

Hispanics and Dining Out - US - May 2013

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"The U.S. Hispanic population is made up of different nationalities, ethnicities, and rates of acculturation. However, the Hispanic population is more likely than non-Hispanics to eat out at restaurants, and more likely to dine out with a larger party, making their growing population a significant source of revenue in the foodservice space."

– Julia Gallo-Torres, Category Manager, U.S., Foodservice

In this report we answer the key questions:

- What types of restaurant do Latinos frequent?
- What is a typical Hispanic consumer like?
- How can restaurant operators increase sales to Hispanic consumers?

The U.S. population is changing rapidly, and minority populations are gaining significance. For example, the Hispanic population is not only becoming larger, it is also influencing every aspect of popular American culture. No wonder: The Hispanic population is slated to grow 30% between 2008-18, and the group's purchasing power is expected to reach nearly \$1.7 trillion by 2017, up from nearly \$1.2 trillion in 2012.

Family is a priority in the Hispanic culture and Hispanic families typically have more children than the general population. Close to 50% of Hispanic households include children, compared to less than 30% of non-Hispanic households. The U.S. Census Bureau projects that 39% of U.S. children will be Hispanic by 2050; in 2011, it was 24%. Concurrently, the population of White, non-Hispanic children will reach 28% by 2050, decreasing from 53% in 2011. The population of children who are Black is also expected to decrease, from 15.2% in 2011 to 12.8% in 2050, and the population of Asian children is projected to increase from 4% of the U.S. child population in 2011 to 6% in 2050. Therefore, by 2050, Hispanic children will make up the largest demographic for children in the U.S.

Hispanics notoriously like to spend time with their family and also enjoy frequenting restaurants, so understanding the unique characteristics of this group will be a key driver for the foodservice industry. The Bureau of Labor Statistics' Consumer Expenditure Survey shows that Hispanics spend an average of \$6,654 on food and beverages annually, and \$2,524 is spent on food away from home. Since Hispanics tend to trend younger in age, they have not yet reached their highest earning potential, meaning this number is likely to increase, offering even more opportunity.

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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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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Consumer survey data
- Consumer Expenditure Survey
- Advertising
- Abbreviations
- Terms

Executive Summary

- Insights and opportunities
- Important restaurant attributes for Hispanics
 - Figure 1: Desirable features for restaurants, Hispanics, by languages spoken in the home, February 2013
 - Figure 2: Preferences when choosing restaurants, Hispanics, February 2013
- Fast food restaurants
 - Figure 3: Preferences for visiting fast food and drive-in restaurants alone or with others, by race/Hispanic origin, August 2011-August 2012
- Family restaurants and steakhouses
 - Figure 4: Who usually goes to family restaurants and/or steakhouses, by race/Hispanic origin, July 2008-August 2012
- Pizza restaurants
 - Figure 5: Preference for pizza restaurant brands, by Hispanic origin, September 2012
- Marketing strategies
- U.S. Hispanic population
- The Hispanic household
- Hispanic purchasing power
- What we think

Issues in the Market

- What types of restaurant do Latinos frequent?
- What is a typical Hispanic consumer like?
- How can restaurant operators increase sales to Hispanic consumers?

Insights and Opportunities

- When it comes to using technology, Hispanics are not far behind
- Eating healthier also appeals to Hispanics
- What Hispanics look for when dining out

Trend Applications

- Mintel Futures: The Screenage Family
- Restaurants

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The downside?

Mintel Futures: The Other Side

Multicultural pages

Mintel Futures: Access Anything, Anywhere

The Hispanic Foodservice Consumer

Key points

Household size

Figure 6: Average household size, by Hispanic origin/race of householder, 2001, 2008 and 2011

Figure 7: Total number of households by number of persons in the household—Hispanics vs. all households, 2011

Households with children shifts dining out focus to family

Figure 8: Households with children, by race and Hispanic origin of householder, 2012

Young families play an important role in the mix

Figure 9: Number of households, by race of householder and presence and ages of children, 2011

Hispanic Spending on Eating Away from Home

Key points

Younger Hispanics are most likely to eat out weekly, 55+ most likely to never eat out

Figure 10: Restaurant usage and frequency, by age, February 2013

Despite earning more, Hispanic consumers still seek value

Figure 11: Restaurants by type, usage and frequency, by household income, February 2013

Hispanics who speak an equal amount of English and Spanish frequent restaurants the most

Figure 12: Restaurant usage and frequency, by languages spoken in the home, February 2013

Important Restaurant Attributes for Hispanics

Key points

A family-friendly environment and healthier food are most important to Hispanics

Figure 13: Influences in choosing a restaurant, by age, February 2013

Family-friendly environments and healthier kids' meals matter most to Spanish speakers

Figure 14: Influences in choosing a restaurant, by languages spoken in the home, February 2013

Men with children seek help with entertaining children while dining out

Figure 15: Influences in choosing restaurants, by gender and presence of children in household, February 2013

Restaurant proximity is important to Latinos

Figure 16: Influences in choosing a restaurant, February 2013

Spanish-only-speaking Latinos more likely to order what they crave

Figure 17: Consumer behavior at restaurants, by languages spoken in the home, February 2013

Planned Spending Behavior in the Next Year

Key points

Economic concerns will not deter Latinos from spending the same during the next year

Figure 18: Intentions for spending more, the same, or less in next year in restaurants, by type, February 2013

Men with children plan to spend more on restaurants during the next 12 months

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Figure 19: Intentions for spending more in restaurants by type, by gender and presence of children in household, February 2013

Hispanics plan to increase spending on food trucks, casual restaurants, and family dining

Figure 20: Intentions for spending more, the same, or less in next year in restaurants, by household income, February 2013

Marketing Strategies

Key points

A number of restaurants targeting Hispanics

Burger King

Figure 21: Burger King's Spanish website

Figure 22: Burger King, Sofia Vergara Selling Chicken Strips, April 2012

McDonald's

Figure 23: Screenshot of McDonald's Spanish-language website, 2013

Figure 24: McDonald's, Breakfast, Dec 2012

Denny's

Figure 25: Screenshot of Denny's Spanish-language website, 2013

Figure 26: Denny's, Incredible Price, Sept 2013

Domino's

Figure 27: Screenshot of Domino's Spanish-language website, 2013

Figure 28: Domino's, Not Sharing, Feb 2013

IHOP

Figure 29: IHOP, Pancake Day, Feb 2013

Red Lobster

Figure 30: Red Lobster, TV ad, Jan 2013

Restaurant Improvements Desired by Hispanics

Key points

Those without children value homemade quality; shareable/family-style options important to those with kids

Figure 31: Desired improvements at restaurants, by presence of children in household, February 2013

Women want healthier foods; men want knowledgeable, Spanish-speaking staff

Figure 32: Desired improvements at restaurants, by gender and presence of children in household, February 2013

English speakers want healthier foods; Spanish speakers want Spanish-language servers

Figure 33: Desired improvements at restaurants, by language spoken in the home, February 2013

Fast Food Restaurants—Attitudes and Choices

Key points

Hispanics most likely to visit restaurants with kids and least likely to go alone

Figure 34: Preference for eating alone or with others in fast food and drive-in restaurants, by race/Hispanic origin, August 2011-August 2012

Hispanics more likely to visit Domino's Pizza, Little Caesars, and Whataburger

Figure 35: Fast food and/or drive-in restaurants visited in the last three months, by race/Hispanic origin, August 2011-August 2012

Subway, Little Caesars, Starbucks, and Dairy Queen have shown growth among Hispanics since 2008-09

Figure 36: Fast food and/or drive-in restaurants visited in the last three months, July 2008-August 2012

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Hispanics that speak only English are trying to eat healthier than those who speak only Spanish

Figure 37: Attitudes toward fast food, by race/Hispanic origin, by languages spoken, August 2011-August 2012

Figure 38: Likelihood of visiting fast food and/or drive-in restaurants, by race/Hispanic origin, by languages spoken, August 2011-August 2012

Women frequent fast food restaurants more often than men

Figure 39: Likelihood of visiting fast food and/or drive-in restaurants, by race/Hispanic origin, by gender, August 2011-August 2012

Figure 40: Likelihood of visiting fast food and/or drive-in restaurants, by race/Hispanic origin, by presence of children in household, August 2011-August 2012

Hispanics visit fast food/drive-in restaurants the most regularly

Figure 41: Frequency of visits to a fast food and/or drive-in restaurant in the last 30 days, by race/Hispanic origin, August 2011-August 2012

Family Restaurants and Steakhouses

Key points

Growth in Applebee's, Olive Garden, and Chili's Grill & Bar

Figure 42: Names of family restaurants and/or steakhouses visited during the last 30 days, July 2008-August 2012

Latinos' higher unemployment keeps kids at home

Figure 43: Who usually goes to family restaurants and/or steakhouses, by race/Hispanic origin, July 2008-August 2012

Despite economic hardship, 48% of Latinos claim to eat out with children younger than 12

Figure 44: Who usually goes to family restaurants and/or steakhouses, by race/Hispanic origin, by age, August 2011-August 2012

The top three restaurants are the same for both high- and low-income earners

Figure 45: Names of family restaurants and/or steakhouses visited during the last 30 days, by household income, August 2011-August 2012

Hispanics that speak only English eat at steakhouses/family restaurants

Figure 46: Likelihood of visiting family restaurants and/or steakhouses, by race/Hispanic origin, by languages spoken, August 2011-August 2012

Dramatic difference in frequency between Spanish-only and English-only speakers

Figure 47: Names of family restaurants and/or steakhouses visited during the last 30 days, by languages spoken, August 2011-August 2012

Pizza Restaurants

Key points

Hispanics more likely to use Pizza Hut, Domino's Pizza, and Little Caesars

Figure 48: Preferred pizza restaurant/takeout/delivery brands, by Hispanic origin, September 2012

Hispanics more likely to order garlic bread, breadsticks, beverages, and chicken dishes

Figure 49: Preference for pizza menu items, by Hispanic origin, September 2012

Hispanics more likely than other ethnicities to visit pizza restaurants during the late night

Figure 50: Time of visits to pizza restaurants, by Hispanic origin, September 2012

Hispanics prefer ham and pineapple toppings, when compared to non-Hispanics

Figure 51: Pizza topping preferences, by race/Hispanic origin, September 2012

Cluster Analysis

Cluster 1: Value Vivianas

Demographics

Characteristics

Opportunity

Cluster 2: Motherly Marias

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Demographics

Characteristics

Opportunity

Cluster 3: Innovative Inezes

Demographics

Characteristics

Opportunity

Cluster characteristic tables

Figure 52: Target clusters, February 2013

Figure 53: Restaurant usage and frequency, by target clusters, February 2013

Figure 54: Restaurant usage and frequency, by target clusters, February 2013

Figure 55: Restaurant drivers, by target clusters, February 2013

Figure 56: Consumer attitudes toward restaurants, by target clusters, February 2013

Figure 57: Consumer behavior at restaurants, by target clusters, February 2013

Figure 58: Top three desired improvements at restaurants, by target clusters, February 2013

Figure 59: Beverages purchased as part of a meal at restaurants, by target clusters, February 2013

Figure 60: Beverages purchased as stand-alones at restaurants, by target clusters, February 2013

Figure 61: Target clusters, by demographics, February 2013

Cluster methodology

Appendix – U.S. Hispanic Population

Key points

Hispanics make up the largest U.S. minority group

Figure 62: Population, by race/Hispanic origin, 2008-18

Figure 63: Population, by race/Hispanic origin, 1970-2020

Figure 64: Asian, Black, and Hispanic populations, 1970-2020

Birthrates

Figure 65: Distribution of births, by race and Hispanic origin of mother, 2000-09

The Hispanic and non-Hispanic population

The Hispanic and total U.S. population by age

Figure 66: U.S. Hispanic population, by age, 2008-18

Figure 67: U.S. Population, by age, 2008-18

The Hispanic and total U.S. population by gender

Women

Figure 68: Hispanic women, by age, 2008-18

Figure 69: Total U.S. women population, by age, 2008-18

Men

Figure 70: Hispanic men, by age, 2008-18

Figure 71: Total U.S. men population, by age, 2008-18

Generations

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Hispanics by generation

Figure 72: Generations—Hispanics versus non-Hispanics, 2011

Marital status

Figure 73: Marital status of those aged 18 or older, by race and Hispanic origin, 2011

Hispanic purchasing power

Figure 74: Purchasing power, by race/Hispanic origin, 1990-2017

Figure 75: Graph: Purchasing power, by race/Hispanic origin, 1990-2017

Figure 76: Top 10 states ranked by share of Hispanic buying power, 2012

Figure 77: Top 10 states ranked, by value of Hispanic buying power, 2012

U.S. household income distribution

Figure 78: Median household income, by race/Hispanic origin of householder, 2011

Hispanic income levels

Figure 79: Largest Hispanic states, by Hispanic disposable income, 2010

Hispanics by country of origin/heritage

Figure 80: Hispanic population, by type, 2000-10

Figure 81: Graph: Hispanics, by country of origin/heritage, 2010

Hispanics by geographic concentration

Figure 82: Largest* Hispanic groups, by region, by country of origin/ancestry, 2010

Figure 83: Hispanic population, by region of residence, 2000-10

Figure 84: Graph: Hispanic population, by region, 2010

Figure 85: 10 places* with highest number of Hispanics, 2010

Figure 86: 10 places* with the largest share of Hispanics, 2010

States with the most Hispanic population growth

Figure 87: States ranked, by change in Hispanic population, 2000-10

Figure 88: Five states with the greatest percentage of Hispanic growth, 2000-10

Key Hispanic metropolitan areas

Figure 89: Metropolitan areas with the largest number of Hispanic residents, by country of origin/ancestry, 2010

Figure 90: U.S. Hispanic households, by metropolitan status, 2006-11

Acculturation

What is acculturation?

Why is level of acculturation important?

Levels of acculturation

Figure 91: Hispanics, by acculturation and assimilation level, 1998-2008

What is retroacculturation?

Appendix – Consumer Tables

Figure 92: Restaurant usage and frequency, by household income, February 2013

Figure 93: Restaurant usage and frequency, by presence of children in household, February 2013

Figure 94: Restaurant usage and frequency, by presence of children in household, February 2013

Figure 95: Consumer behavior at restaurants, by gender and presence of children in household, February 2013

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 96: Spending more, by household income, February 2013

Figure 97: Spending more, by languages spoken in the home, February 2013

Figure 98: Attitudes toward fast food, by race/Hispanic origin, August 2011-August 2012

Figure 99: Frequency of visits to a fast food and/or drive-in restaurant in the last 30 days, by race/Hispanic origin, by presence of children in household, August 2011-August 2012

Figure 100: Who usually goes to fast food and drive-in restaurants, by race/Hispanic origin, by household income, August 2011-August 2012

Figure 101: Who usually goes to fast food and drive-in restaurants, by race/Hispanic origin, by presence of children in household, August 2011-August 2012

Figure 102: Who usually goes to fast food and drive-in restaurants, by race/Hispanic origin, by languages spoken, August 2011-August 2012

Figure 103: Names of fast food and/or drive-in restaurants visited in the last three months, by household income, August 2011-August 2012

Figure 104: Names of fast food and/or drive-in restaurants visited in the last three months, by presence of children in household, August 2011-August 2012

Figure 105: Who usually goes to family restaurants and/or steakhouses, by race/Hispanic origin, August 2011-August 2012

Figure 106: Likelihood of visiting family restaurants and/or steakhouses, by household income, August 2011-August 2012

Figure 107: Frequency of visits to family restaurants and/or steakhouses in the last 30 days, by race/Hispanic origin, by languages spoken, August 2011-August 2012

Figure 108: Frequency of visits to family restaurants and/or steakhouses in the last 30 days, by race/Hispanic origin, August 2011-August 2012

Figure 109: Frequency of visits to family restaurants and/or steakhouses in the last 30 days, by race/Hispanic origin, July 2008-August 2012

Figure 110: Who usually goes to family restaurants and/or steakhouses, by race/Hispanic origin, by languages spoken, August 2011-August 2012

Figure 111: Likelihood of visiting family restaurants and/or steakhouses, by race/Hispanic origin, August 2011-August 2012

Figure 112: Names of family restaurants and/or steakhouses visited during the last 30 days, by race/Hispanic origin, August 2011-August 2012

Figure 113: Who usually goes to family restaurants and/or steakhouses, by race/Hispanic origin, by presence of children in household, August 2011-August 2012

Figure 114: Consumer attitudes toward pizza, by Hispanic origin, September 2012

Figure 115: Factors in choosing food/drink from a pizza restaurant, by Hispanic origin, September 2012

Figure 116: Beverage purchases at restaurants, by target clusters, February 2013

Appendix – Trade Associations

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