

# Dining Out: The Restaurant Decision-Making Process - US - July 2014

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“The US restaurant industry is so large that it’s difficult to carve out opportunities for growth. Operators must focus on differentiation, not only with menus but overall positioning. The answer may lie in greater customization, with tailored restaurant concepts for audiences and for different day parts.”

– Julia Gallo-Torres, Category Manager - Foodservice Reports

This report looks at the following areas:

- What types of restaurants are consumers visiting? How much do they spend at limited-service restaurants (LSRs) versus full-service restaurants (FSRs)? Do they prefer dining in or ordering food via drive-thru, takeout, or delivery?
- Do consumers change their behaviors when choosing a restaurant for everyday usage as opposed to special occasions? If so, how different are behaviors between light and heavy restaurant-goers?
- Other than good prices, food, and service, what do consumers want to see at restaurants? And what deters them from eating out?
- How do consumers learn about restaurants that are new to them? And how influential is social media and referrals in the restaurant selection process?
- What kinds of menu characteristics and options do diners find attractive?
- What matters most to consumers when it comes to trying a restaurant for the first time?

Americans currently spend roughly \$5 of every \$10 on food at restaurants. This report serves to explore in-depth what drives restaurant usage, focusing on the process by which consumers choose restaurants that they will order food from (via drive-thru, takeout, or delivery) or eat in at. This report explores how factors such as food options, promotions, ambiance, amenities, service, social media, and other restaurant characteristics affect consumers’ dining-out decisions.

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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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## Consumer Data – Age

### Key points

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- Millennials frequent restaurants of all kinds
- On any occasion, age distinguishes restaurant priorities
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