

Dining out Dayparts - US - October 2017

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"Lunch and dinner are the key dayparts driving regular visitation, with lunch serving as the key weekday meal and dinner a core weekend meal."

- **Diana Kelter, Foodservice Analyst**

This report looks at the following areas:

- Price is the leading factor preventing consumers from dining out
- Older generations value waiter service
- Nearly a quarter of consumers don't dine out during the week

Millennials are driving less-traditional segments, such as snacking, happy hours, and brunch, and operators are striving to create menus that appeal to every daypart. With nearly a quarter of consumers saying they don't regularly dine out during the week, restaurants have to compete with the home kitchen to attract diners beyond the weekend. Price is the leading factor preventing consumers from dining out

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