

Restaurant

Startup & Growth

NOVEMBER 2011

Helping Restaurants Profit And Grow

CONTRIBUTOR

Survey tracks young adult dining preferences. Young diners report being heavily motivated by price and variety, and the dining venues they are choosing confirms that, according to a survey of 315 young adults ages 18-33 conducted by Y-Pulse LLC.

Other key findings included:

- The top lunch and dinner service factors reported by respondents were low prices, great service and proximity to home or job.
- Frequent discounts and coupons were the next most sought-after service factor followed by “a place where their friends also go.”
- These respondents also highly rated restaurants where they felt they were welcome to stay as long as they like and that offered rewards for frequency of purchases or visits.
- Of lower importance were communal lounge seating, curbside pickup, free Wi-Fi, and ample laptop plug-ins.
- 36 percent of respondents purchase a snack once a week and 32 percent stated that they purchase a snack two or three times a week.
- More than 80 percent of respondents find out about restaurants from friends or family. The main reason for using these sources was a sense of trust.
- Eighty percent of respondents stated that they do not follow any restaurants on any social network. More than half of these respondents said that they were not interested in using social networking to find new restaurants.

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