

Cheap eats, not tweets, drive choices of younger diners

August 19th, 2011

A poll from the Chicago research and consulting firm Y-Pulse shows that young adult diners

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One surprising finding from the survey was that despite the perception that the Millennial generation is more tech savvy than their predecessors, their restaurant choices aren't influenced by social media or amenities such as free Wi-Fi. Instead, they rely on word of mouth when it comes to learning about new restaurants, specifically family and friends who provide meaningful recommendations.

"We found it interesting that high-school-aged respondents replied quite similarly to the older respondents on most every question," Y-Pulse owner Sharon Olson said. "Regardless of age, this generation seeks information from known sources."

It's definitely food for thought for any New Orleans eatery that's trying to reach out to a younger diner. Forget Facebook, you're competing for face time.

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