

Restaurant

Startup & Growth

JULY 2011

Helping Restaurant Owners
Profit And Grow

HOW TO...

Younger Generations Prefer Chain Restaurants With Wait Service. Kids often cite restaurant chains with waiter service as their favorite places to eat for taste reasons, according to a new survey of more than 1,700 youngsters between the ages of 5 and 15, conducted by Chicago-based Y-Pulse LLC, a research and consulting firm specializing in generational studies.

According to the Y-Pulse online survey, younger generations seem to prefer these types of chain restaurants and dining at home when it comes to favorite eating environments. They ranked these above shopping mall food courts, convenience stores, fast-food chains, schools, and even local neighborhood restaurants with waiter service.

When asked why these restaurants rate so highly, the survey participants revealed quality and service is what draws them in. "It has really good food," was the most common reason across all age groups. "I love well-cooked meals," said one 13-year-old girl.

Beyond taste, in general, the next most frequently listed reason for picking chain restaurants with waiter service centered on service. One respondent put it quite eloquently by saying, "You don't have to clean up after yourself." Other top reasons for favoring chain restaurants with waiter service included the variety of choices and a difference from what is served at home.

Survey participants expressed openness to variety on the menu "as long as the food tastes good."

JULY 2011 | www.RestaurantOwner.com 11

\$5.95 U.S. / CANADA



RecipeMapping

Page 44

Restaurant
owner.com