

A black and white photograph of a woman with short dark hair, smiling and holding a slice of pizza. She is wearing a light-colored turtleneck sweater. In front of her is a wooden table with a whole pizza on a wooden board, two glass bottles of condiments, and a wooden cutting board. The background is blurred, showing an indoor setting with large windows.

provoke

insights

Restaurants Fall 2021 Trends



Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including restaurants.



Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Restaurants and the Holidays

A third of Americans are planning to celebrate the holidays at a restaurant. Millennials, parents, high-income earners, males, and those living in urban areas are more likely to attend these seasonal events at food service establishments.

Work holidays are the most popular holiday events enjoyed at restaurants, followed by community events. A tenth of Americans say they are celebrating Thanksgiving or a winter holiday (e.g., Christmas) at a restaurant.



New Technology & Restaurants

Many restaurants integrated new technologies during COVID-19 to provide a cleaner and safer environment for customers. Paying at the table is seen as a much better restaurant experience for patrons. However, Americans are mixed about viewing menus via QR code. Those who are younger prefer these new technologies when eating out.

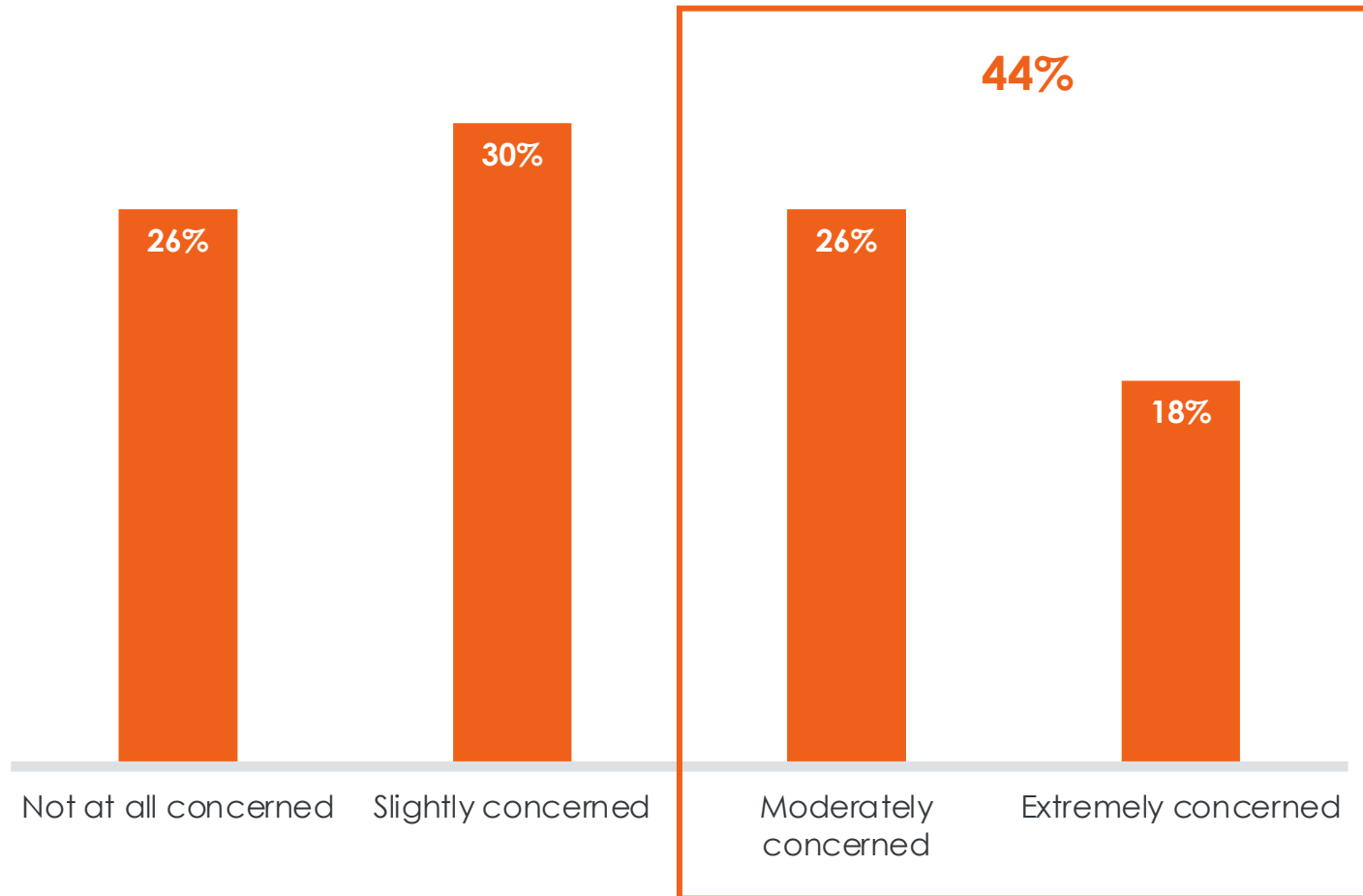


COVID-19 and Restaurant Attendance

Almost half of Americans still have reservations about eating at a restaurant due to COVID-19. This is particularly true among those who are vaccinated, Democrats, and those living in cities.

Concerns About Eating Out

Almost half of Americans still have apprehension about dining at restaurants due to COVID-19.



Who's Most Concerned

Democrats, those who live in urban areas, and those who are vaccinated are more worried about eating out in restaurants due to COVID-19.

Moderately/Extremely Concerned

4-Point Scale



Democrats **55%**

vs.



Republicans **31%**



Urban Areas **49%**

vs.



Suburban **43%**



Rural **40%**



Vaccinated **48%**

vs.

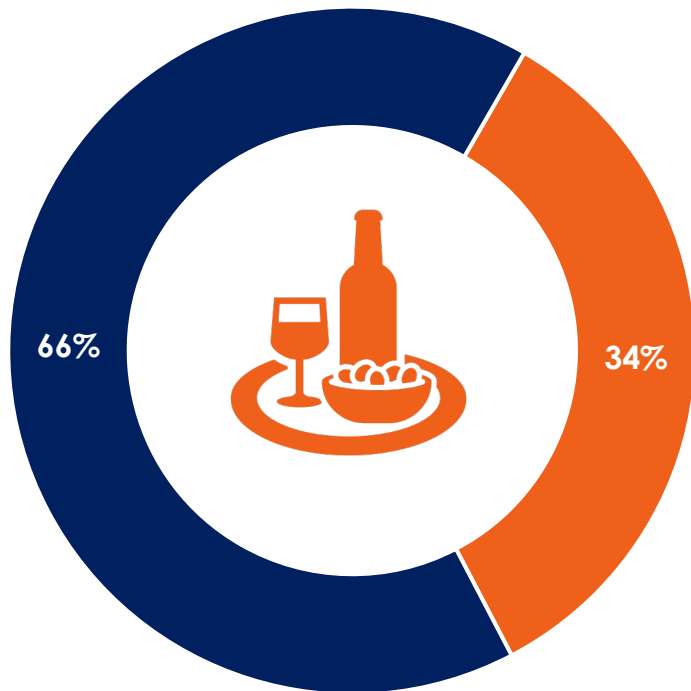


Unvaccinated **35%**

Celebrating the Holidays at Restaurants



For the holidays, a third of Americans are planning to celebrate at a restaurant.



■ Not Celebrating at Restaurant

■ Celebrating at Restaurant

People with these characteristics have a higher likelihood to attend a restaurant for the holidays.

M Millennials **44%**

 Children living in the household **43%**

 Urban **43%**

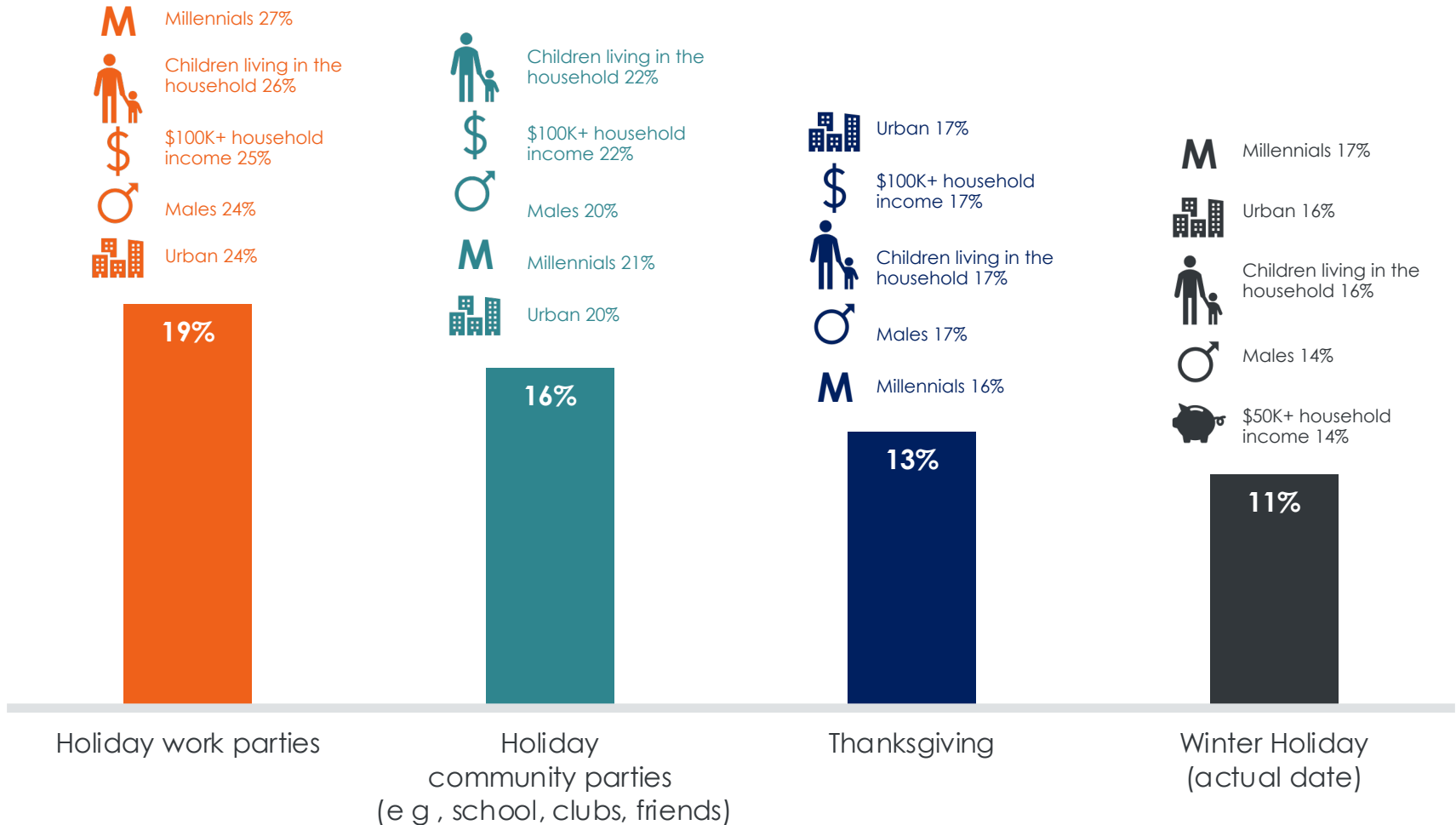
 \$100K+ household income **42%**

 Males **41%**

Celebrating the Holidays at Restaurants



Almost a fifth of Americans say they will be celebrating holiday work parties at restaurants. Regardless of the type of holiday celebration, millennials, parents, high-income earners, males, and those living in urban areas are more likely to attend the holiday at food service establishments.

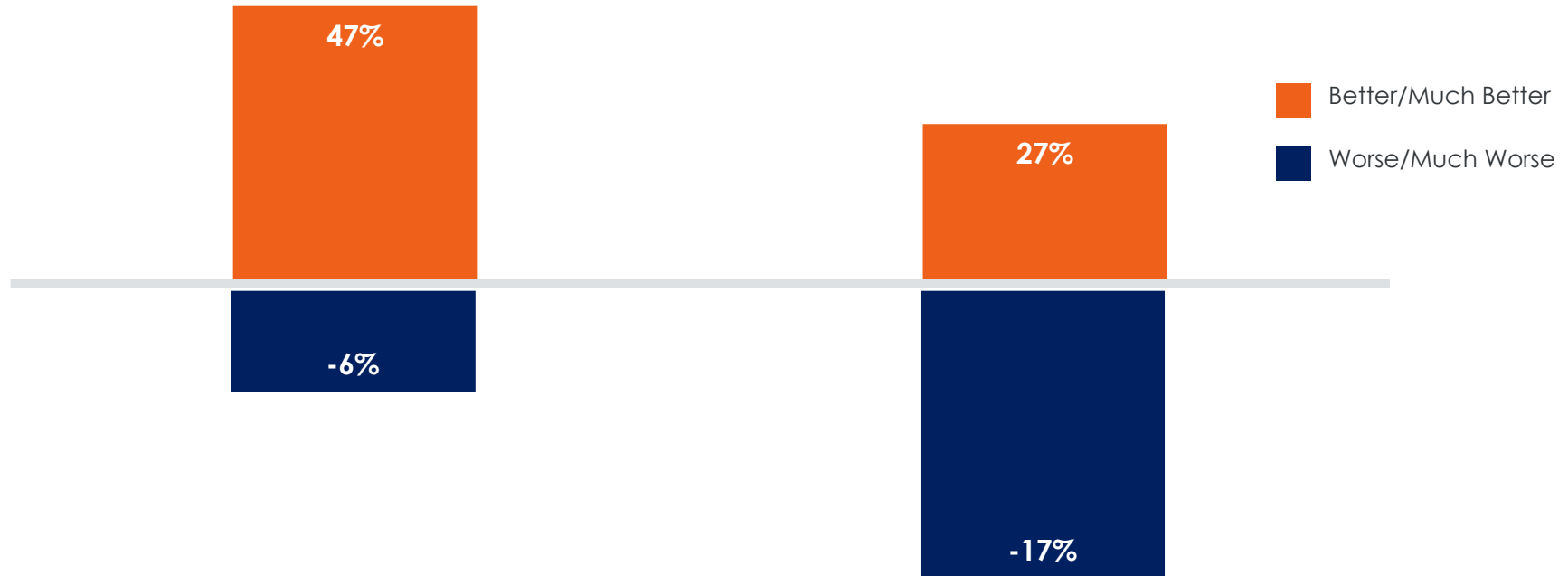


Technologies Impacting the Restaurant Experience

Paying at the table is seen as a much better restaurant experience for patrons. However, Americans are mixed about viewing menus via QR code.

Pay at table using portable credit card device


Menus via QR code



Who Prefers to Pay at the Table

Those who are younger, vaccinated, Hispanic, and have children prefer to pay at the table.

47%



People with these characteristics believe that paying at the table improves the restaurant experience

Z Gen Z **59%**



Vaccinated **50%**



Hispanic **56%**



Children living in the household **55%**



Democratic **53%**



\$100K+ **53%**



Millennials **53%**



Male **51%**

Who Prefers Menus via QR code

Menu via QR codes are most preferred by younger generations, Asians, Democrats, and those living in cities.

27%



People with these characteristics believe that paying at the table improves the restaurant experience

Z

Gen Z **48%**



Asian **39%**



Democratic **38%**



Urban **37%**



\$100K+ **36%**

M

Millennials **36%**



Male **33%**



Northeast **31%**



Children living in the household **31%**



Vaccinated **30%**

Respondent Overview

Gender



52%
Female



48%
Male

Generation

42 years old
Average Age



43% Millennials



33% Gen X

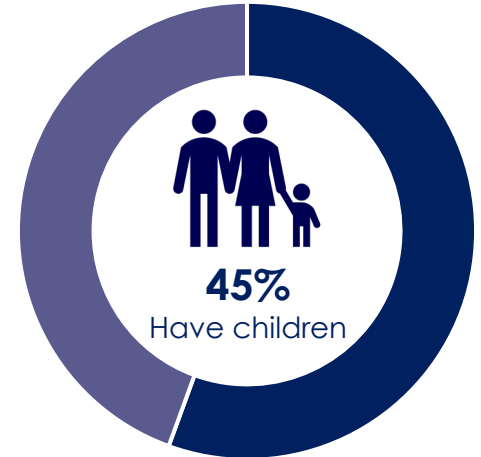


18% Baby Boomers

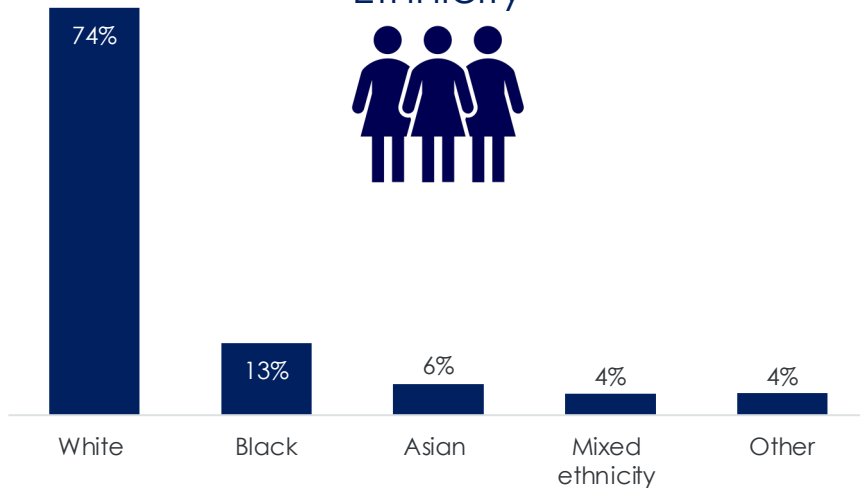


6% Gen Z

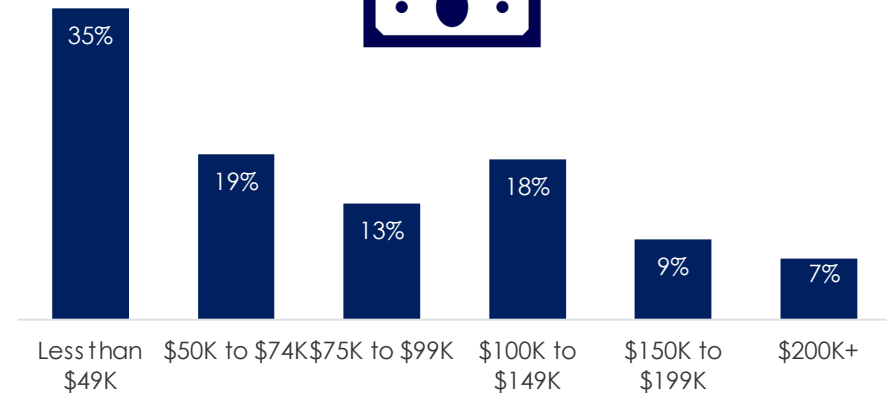
Parental Status



Ethnicity



Household Income



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.