

Family Midscale Restaurants - US - October 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Family restaurants face increasing competition from fast food and fast casual chains, which offer value based on low prices, convenience, and easily customizable options. More modern ambiance through restaurant renovations, convenient breakfast items, and showing value by offering more BFY foods are the ways forward for the segment if it wants to stave off the threat of QSRs and fast casuals.”

– Julia Gallo-Torres, US Foodservice

This report looks at the following areas:

- Will restaurant renovations help revive the segment?
- Can family chains fend off breakfast daypart competition?
- Can BFY foods help family chains compete on value?

The US family midscale restaurant market experienced solid growth in 2012 and 2013 as post-recession spending power returned for many consumers, although the competitive landscape features numerous roadblocks to future growth in the form of competing concepts such as fast food chains and fast casual restaurants. While many consumers say flavor and affordability are top reasons to visit family restaurants, a number of respondents to Mintel's consumer survey say they prefer to cook at home and that family restaurants are too expensive. Many report being motivated to visit family chains more frequently by value meals, as well as menu flexibility and an increasing number of healthy menu items. This report covers these factors in detail, and offers close analysis of the following:

- How economic factors impact sales and potentially, the future of the market
- The role of demographics in driving sales, particularly families and younger consumers
- The competitive context of the market
- Shifts in menu item incidence
- The marketing strategies of leading brands, including a focus on digital advertising and social media

This report also features in-depth analysis of the results of Mintel's exclusive consumer survey, including the types of family restaurants consumers are most likely to visit, who they visit them with, preferred characteristics of family restaurants, reasons to visit them, incentives to visit them more often, and why they do not visit them.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

Solid sales increases in 2012-13, but slower growth forecast into 2018

Figure 1: US sales and fan chart forecast of family restaurants, at current prices, 2008-18

Economic factors limit growth

Figure 2: University of Michigan's index of consumer sentiment (ICS), 2007-13

Market driven by demographics

The consumer

Respondents most likely to use pizza and burger concepts

Figure 3: Type of family midscale dining restaurant visited in the past month (any daypart), July-August 2013

Value meals most likely to persuade respondents to visit family chains more often

Figure 4: Restaurant characteristics that would make consumers visit family restaurants more often, July-August 2013

Four in 10 do not visit family restaurants because they prefer to cook at home

Figure 5: Reasons consumers have not visited a family restaurant during the past month, July-August 2013

What we think

Issues and Insights

Will restaurant renovations help revive the segment?

The issues

The insights

Can family chains fend off breakfast daypart competition?

The issues

The insights

Can BFY foods help family chains compete on value?

The issues

The insights

Trend Applications

Trend: Moral Brands

Trend: Prove It

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Mintel Futures: Access Anything, Anywhere

Innovators and Innovations

- Technology allows for more convenient/faster service, brand engagement
- Restaurant space renovations make for a more inviting dining experience
- Menu overhauls that cater to demand for flavor and healthier fare
- Chains launch new breakfast items
- Kid-friendly initiatives

Market Size and Forecast

Key points

- Sales forecast to slow in the near term
- Demographics drive sales

Sales and forecast of family restaurants

Figure 6: US sales and forecast of family restaurants, at current prices, 2008-18

Figure 7: US sales and forecast of family restaurants, at constant prices, 2008-18

Fan chart forecast

Figure 8: US sales and fan chart forecast of family restaurants, at current prices, 2008-18

Market Drivers

Key points

Sales forecast to slow as economic recovery drags on

Figure 9: Reasons consumers have not visited a family restaurant during the past month, July-August 2013

Families play an important role in the segment

Figure 10: Type of family midscale dining restaurant visited in the past month, by presence of children in household (any daypart), July-August 2013

Figure 11: Family dining characteristics that appeal to consumers, by presence of children in household (any important), July-August 2013

Kids' menus show little change

Child population grows more slowly than general population

Younger consumers most apt to visit family midscale restaurants

Figure 12: Type of family midscale dining restaurant visited in the past month, by age (any daypart), July-August 2013

Hispanics drawn to family midscale restaurants

Figure 13: Type of family midscale dining restaurant visited in the past month, by Hispanic origin (any daypart), July-August 2013

Competitive Context

Key points

- Competition for breakfast customers causes chains to expand dayparts
- Family midscales offer express sites to compete with fast casual and QSR
- Home cooking impinges on the potential for dining out
- Growth of sides/salads/soups helps the segment compete on value

Menu Analysis – Family Midscale Restaurants

Key points

- Staying the course

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Figure 14: Menu item types, family midscale restaurants, Q2 2012-13

Figure 15: Menu composition of family midscale restaurants, Q2 2012-13

Breakfast-centric

Figure 16: Top breakfast items at restaurants, Q2 2012-13

Playing catch-up in the coffee wars

Finding daypart identity

Figure 17: Top lunch menu items at family midscale restaurants Q2 2010-13

Figure 18: Top dinner menu items at family midscale restaurants Q2 2010-13

A Family Health Plan

Figure 19: Top children's menu items, Q2 2010-13

Types of Family Midscale Restaurants that Consumers Prefer (Any Daypart)

Key points

Family pizza restaurants are the top choice for any daypart

Figure 20: Type of family midscale dining restaurant visited in the past month, by demographics (any daypart), July-August 2013

Men are more apt to visit a range of family restaurants during any daypart

Figure 21: Type of family midscale dining restaurant visited in the past month, by gender (any daypart), July-August 2013

Matrix Generation respondents most likely to dine at family restaurants

Figure 22: Type of family midscale dining restaurant visited in the past month, by generations (any daypart), July-August 2013

Less than \$25K least likely to eat at most types of family midscale

Figure 23: Type of family midscale dining restaurant visited in the past month, by household income (any daypart), July-August 2013

Affordable, social concepts attract large households

Figure 24: Type of family midscale dining restaurant visited in the past month, by household size (any daypart), July-August 2013

Millennial parents more apt than older parents to use family restaurants

Figure 25: Type of family midscale dining restaurant visited in the past month, by millennial parents (any daypart), July-August 2013

Married or not, households with kids most likely to use family midscales

Figure 26: Type of family midscale dining restaurant visited in the past month, by marital status (any daypart), July-August 2013

Family restaurants appeal most to consumers on dates and work lunches

Figure 27: Type of family midscale dining restaurant visited in the past month, by with whom consumers visit family restaurants (any daypart), July-August 2013

Lunch, dinner diners most likely to use pizza and burger brands

Figure 28: Type of family midscale dining restaurant visited in the past month, by family midscale dayparts (any daypart), July-August 2013

Types of Family Restaurants Consumers Prefer at Lunch

Key points

Respondents are most apt to use burger concepts during lunch

Figure 29: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by gender, July-August 2013

18-34s report most use of lunchtime family restaurants

Figure 30: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by age, July-August 2013

Appealing to the Matrix Generation

Figure 31: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by generations, July-August 2013

Larger households most likely to use family midscales for lunch

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Figure 32: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by household size, July-August 2013

Dessert customers most likely to lunch at a range of family restaurants

Figure 33: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by family midscale dayparts, July-August 2013

Types of Family Restaurants Consumers Prefer at Dinner

Key points

Men use family midscales for dinner more than women

Figure 34: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by gender, July-August 2013

Appealing to the unique tastes of distinct generations

Figure 35: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by generations, July-August 2013

Households with children most apt to use family restaurants for dinner

Figure 36: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by presence of children in household, July-August 2013

18-34s most likely to use family segment for dinner regardless of household income

Figure 37: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by age and household income, July-August 2013

Millennial parents especially likely to use family restaurants for dinner

Figure 38: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by millennial parents, July-August 2013

Pizza appears most popular for dinner, whether alone or with friends, family

Figure 39: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by with whom consumers visit family restaurants, July-August 2013

Dinner customers very likely to use family restaurants for other dayparts

Figure 40: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by family midscale dayparts, July-August 2013

Types of Family Restaurants Consumers Prefer when Snacking and Late Night

Key points

Snack daypart use also leads to use of dessert and late-night dayparts

Figure 41: Type of family midscale dining restaurant visited during the snack daypart in the past month, by family midscale dayparts, July-August 2013

Late-night daypart use increases use of snack and dessert dayparts

Figure 42: Type of family midscale dining restaurant visited during the late-night daypart in the past month, by family midscale dayparts, July-August 2013

Who Consumers Dine with at Family Restaurants

Key points

Most visit family restaurants with spouses/partners

Figure 43: Who consumers visit family restaurants with, by gender, July-August 2013

18-24s most apt to visit with friends, extended family, boyfriends/girlfriends

Figure 44: Who consumers visit family restaurants with, by age, July-August 2013

Younger women more apt than younger men to visit with spouses

Figure 45: Who consumers visit family restaurants with, by gender and age, July-August 2013

Respondents with children most apt to visit with spouses/partners, children

Figure 46: Who consumers visit family restaurants with, by presence of children in household, July-August 2013

Family Midscale Restaurant Characteristics that Appeal to Consumers

Key points

More than nine in 10 say cleanliness is important

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Figure 47: Family dining characteristics that appeal to consumers, July-August 2013

Women most concerned about cleanliness, well-treated staff, calories

Figure 48: Family dining characteristics that appeal to consumers, by gender (any important), July-August 2013

18-34s show most concern about a range of important characteristics

Figure 49: Family dining characteristics that appeal to consumers, by age (any important), July-August 2013

Boomers most likely to say cleanliness and well-treated staff are important

Figure 50: Family dining characteristics that appeal to consumers, by generations (any important), July-August 2013

Less than \$25K most likely to say friendly, well-treated staff are important

Figure 51: Family dining characteristics that appeal to consumers, by household income (any important), July-August 2013

Hispanics most likely to cite a range of characteristics as important

Figure 52: Family dining characteristics that appeal to consumers, by Hispanic origin (any important), July-August 2013

Reasons Consumers Visit Family Midscale Restaurants

Key points

Flavorful, affordable food are top reasons to visit family restaurants

Figure 53: Main reasons consumers visit a family restaurant, July-August 2013

Women cite affordability, healthfulness more than men

Figure 54: Main reasons consumers visit a family restaurant, by gender, July-August 2013

Those aged 55+ most motivated by affordability, variety, and relaxed atmosphere

Figure 55: Main reasons consumers visit a family restaurant, by age, July-August 2013

Women 55+ more likely than men 55+ to look for affordability

Figure 56: Main reasons consumers visit a family restaurant, by gender and age, July-August 2013

Kid friendliness is a key strategy for attracting families

Figure 57: Main reasons consumers visit a family restaurant, by presence of children in household, July-August 2013

Millennial parents motivated by speedy service, kid friendliness

Figure 58: Main reasons consumers visit a family restaurant, by millennial parents, July-August 2013

Restaurant Influencers that Would Make Consumers Visit Family Midscale Restaurants More Often

Key points

More than half look for value prices; non-Hispanics most likely to agree

Figure 59: Restaurant characteristics that would make consumers visit family restaurants more often, by Hispanic origin, July-August 2013

Millennial parents most apt to value better desserts, healthier kids' meals

Figure 60: Restaurant characteristics that would make consumers visit family restaurants more often, by millennial parents, July-August 2013

Customers on dates would like to see alcohol served

Figure 61: Restaurant characteristics that would make consumers visit family restaurants more often, by with whom consumers visit family restaurants, July-August 2013

Reasons Why Consumers Do Not Visit Family Midscale Restaurants

Key points

Four in 10 respondents say they prefer to cook at home

Figure 62: Reasons consumers have not visited a family restaurant during the past month, by demographics, July-August 2013

Respondents aged 45 and older more likely to prefer cooking at home

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Figure 63: Reasons consumers have not visited a family restaurant during the past month, by age, July-August 2013

Marketing Strategies

Overview of brand landscape

Company analysis: Friendly's Ice Cream

Online initiatives

TV presence

Figure 64: Friendly's, "Build Your Own Burger," TV Ad, 2013

Figure 65: Friendly's, "10 Trillion Ways," TV Ad, 2013

Print and other

Figure 66: Friendly's, "Cones for Kids," Print Ad, 2013

Company analysis: IHOP

Online initiatives

Figure 67: IHOP, "Melt Away, Getaway," Facebook Sweepstakes Ad, 2013

TV presence

Figure 68: IHOP, "Stuffed French Toast," TV Ad, 2013

Figure 69: IHOP, "Jordin Sparks National Pancake Day PSA," TV Ad, 2013

Print and other

Figure 70: IHOP, "Griddle Melts," Facebook Mobile Ad, 2013

Company analysis: Cracker Barrel Old Country Store

Online initiatives

TV presence

Figure 71: Cracker Barrel, "Wholesome Fixins," TV Ad, 2013

Print and other

Figure 72: Cracker Barrel, Billboard Ads, 2013

Figure 73: Cracker Barrel, "Brad Paisley's Favorite Cracker Barrel Meal," TV Ad, 2013

Company analysis: Denny's

Online initiatives

Figure 74: Denny's, "Always Available in Golden," Online Facebook Ad, 2013

Figure 75: Denny's, "Help End Childhood Hunger," Online Facebook Ad, 2013

TV presence

Figure 76: Denny's, "Omel'art," TV Ad, 2013

Figure 77: Denny's, "So Many Choices," TV Ad, 2013

Print and other

Company analysis: Bob Evans

Online initiatives

TV presence

Figure 78: Try Bob Evans Carry-Out Tonight

Figure 79: Bob Evans Gluten-Free Restaurant Menu

Print and other

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Figure 80: Bob Evans, Online Facebook Ad, 2013

Figure 81: Bob Evans, Online Facebook Ad, 2013

Figure 82: Bob Evans, Online Facebook Ad, 2013

Company analysis: Golden Corral

Figure 83: Golden Corral, Online Facebook Ad, 2013

Online initiatives

TV presence

Figure 84: Golden Corral, "\$12.99 Premium Weekend is Back! (Spanish)" TV Ad, 2013

Figure 85: Golden Corral, "\$12.99 Premium Weekend is Back!" TV Ad, 2013

Print and other

Figure 86: Golden Corral, Online Facebook Ad, 2013

Figure 87: Golden Corral, "\$2.99 Kids-America's Family Budget Act," TV Ad, 2013

Appendix – Other Useful Consumer Tables

Types of family restaurants frequented by consumers

Figure 88: Type of family midscale dining restaurant visited in the past month, by gender and age (any daypart), July-August 2013

Figure 89: Type of family midscale dining restaurant visited in the past month, by age and household income (any daypart), July-August 2013

Figure 90: Type of family midscale dining restaurant visited in the past month, by region (any daypart), July-August 2013

Figure 91: Type of family midscale dining restaurant visited during the breakfast daypart in the past month, by generations, July-August 2013

Figure 92: Type of family midscale dining restaurant visited during the breakfast daypart in the past month, by gender and age, July-August 2013

Figure 93: Type of family midscale dining restaurant visited during the breakfast daypart in the past month, by millennial parents, July-August 2013

Figure 94: Type of family midscale dining restaurant visited during the breakfast daypart in the past month, by with whom consumers visit family restaurants, July-August 2013

Figure 95: Type of family midscale dining restaurant visited during the breakfast daypart in the past month, by family midscale dayparts, July-August 2013

Figure 96: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by household income, July-August 2013

Figure 97: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by race/Hispanic origin, July-August 2013

Figure 98: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by gender and age, July-August 2013

Figure 99: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by millennial parents, July-August 2013

Figure 100: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by age and household income, July-August 2013

Figure 101: Type of family midscale dining restaurant visited during the lunch daypart in the past month, by with whom consumers visit family restaurants, July-August 2013

Figure 102: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by age, July-August 2013

Figure 103: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by gender and age, July-August 2013

Figure 104: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by household income, July-August 2013

Figure 105: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by race/Hispanic origin, July-August 2013

Figure 106: Type of family midscale dining restaurant visited during the dinner daypart in the past month, by household size, July-August 2013

Figure 107: Type of family midscale dining restaurant visited during the snack daypart in the past month, by millennial parents, July-August 2013

Figure 108: Type of family midscale dining restaurant visited during the late-night daypart in the past month, by age, July-August 2013

Figure 109: Type of family midscale dining restaurant visited during the late-night daypart in the past month, by Hispanic origin, July-August 2013

Who consumers like to dine with at family midscale restaurants

Figure 110: Who consumers visit family restaurants with, by generations, July-August 2013

Figure 111: Who consumers visit family restaurants with, by household income, July-August 2013

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Figure 112: Who consumers visit family restaurants with, by race/Hispanic origin, July-August 2013

Figure 113: Who consumers visit family restaurants with, by household size, July-August 2013

Figure 114: Who consumers visit family restaurants with, by age and household income, July-August 2013

Family restaurant characteristics that appeal to consumers

Figure 115: Family dining characteristics that appeal to consumers, by gender and age (any important), July-August 2013

Figure 116: Family dining characteristics that appeal to consumers, by with whom consumers visit family restaurants (any important), July-August 2013

Figure 117: Family dining characteristics that appeal to consumers, by family midscale dayparts (any important), July-August 2013

Figure 118: Family dining characteristics that appeal to consumers, by restaurant types (any important), July-August 2013

Reasons to visit family restaurants

Figure 119: Main reasons consumers visit a family restaurant, by generations, July-August 2013

Figure 120: Main reasons consumers visit a family restaurant, by household income, July-August 2013

Figure 121: Main reasons consumers visit a family restaurant, by Hispanic origin, July-August 2013

Figure 122: Main reasons consumers visit a family restaurant, by household size, July-August 2013

Figure 123: Main reasons consumers visit a family restaurant, by with whom consumers visit family restaurants, July-August 2013

Influencers in choosing casual dining restaurants more often

Figure 124: Restaurant characteristics that would make consumers visit family restaurants more often, by gender, July-August 2013

Figure 125: Restaurant characteristics that would make consumers visit family restaurants more often, by age, July-August 2013

Figure 126: Restaurant characteristics that would make consumers visit family restaurants more often, by household income, July-August 2013

Figure 127: Restaurant characteristics that would make consumers visit family restaurants more often, by household size, July-August 2013

Figure 128: Restaurant characteristics that would make consumers visit family restaurants more often, by age and household income, July-August 2013

Figure 129: Restaurant characteristics that would make consumers visit family restaurants more often, by family midscale dayparts, July-August 2013

Reasons consumers do not visit family restaurants

Figure 130: Reasons consumers have not visited a family restaurant during the past month, by gender, July-August 2013

Appendix – Market Drivers

Consumer confidence

Figure 131: University of Michigan's index of consumer sentiment (ICS), 2007-13

Unemployment

Figure 132: US Unemployment Rate, by month, 2002-13

Figure 133: US unemployment and underemployment rates, 2007-13

Figure 134: Number of employed civilians in US, in thousands, 2007-13

Food cost pressures

Figure 135: Changes in USDA Food Price Indexes, 2011-14

Obesity

Figure 136: American adults by weight category as determined by body mass index (BMI), 2008-June 20, 2013

Childhood and teen obesity – highest in decades

Figure 137: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

Racial, ethnic population growth

Figure 138: US population by race and Hispanic origin, 2008, 2013, and 2018

Figure 139: Households with children, by race and Hispanic origin of householder, 2012

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Shifting US demographics

Figure 140: US population, by age, 2008-18

Figure 141: US households, by presence of own children, 2002-12

Appendix – Trade Associations

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