

RR Speaker Series

Generation Z on Chain Restaurants

August 2017

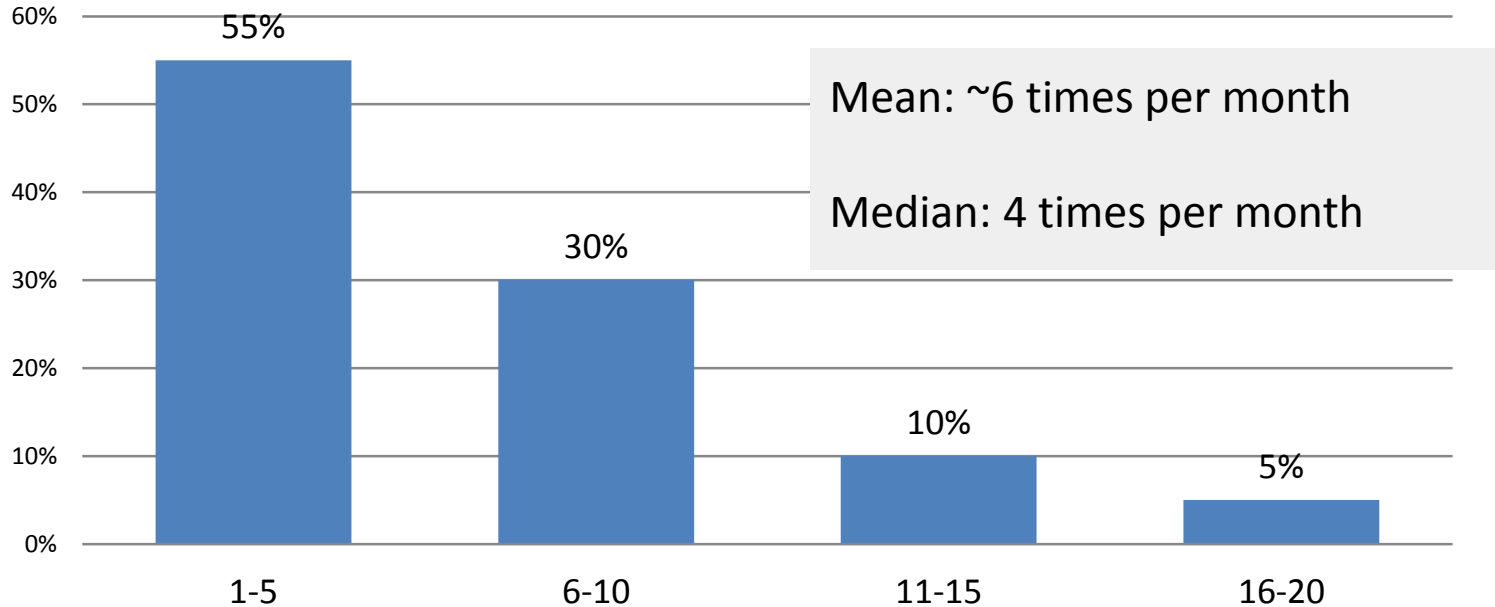
Danny Mangieri & Nick Satriano,
Research Interns

20 high schoolers (13 boys & 7 girls) from suburban Connecticut were surveyed about their attitude towards chain restaurants.



How Often Do They Eat Out?

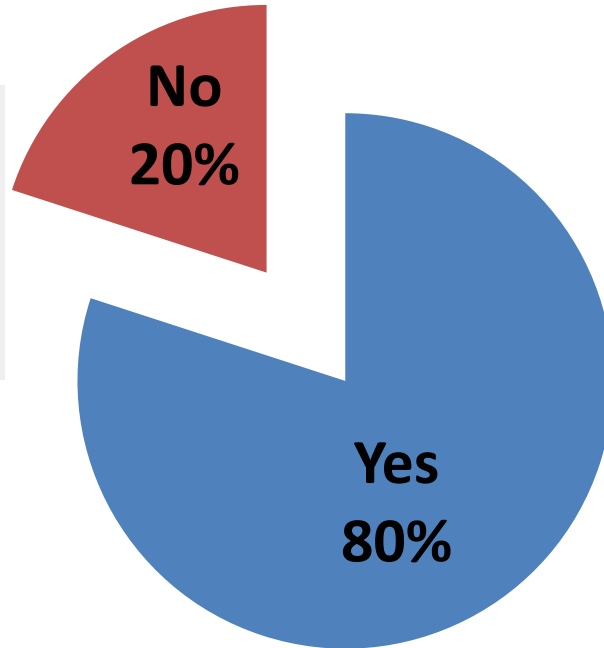
Number of Monthly Restaurant Visits



Do They Eat Out More as They Get Older?

Will You Eat Out More as You Get Older?

100% of those surveyed would eat out more if they had a driver's license.



Favorite Brands



7 Mentions



6 Mentions



4 Mentions



4 Mentions



4 Mentions



4 Mentions



4 Mentions



3 Mentions



3 Mentions



3 Mentions



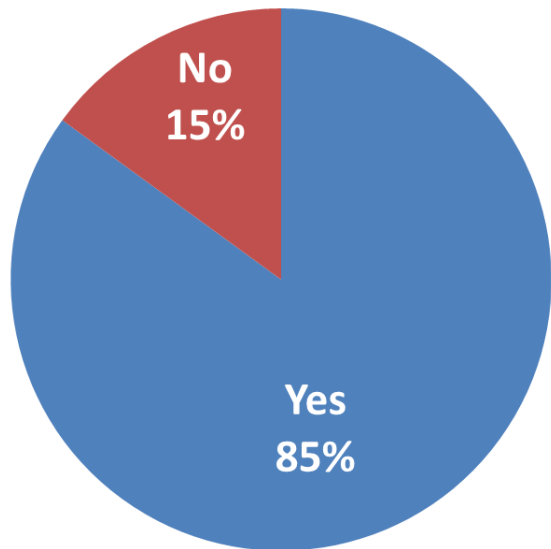
3 Mentions



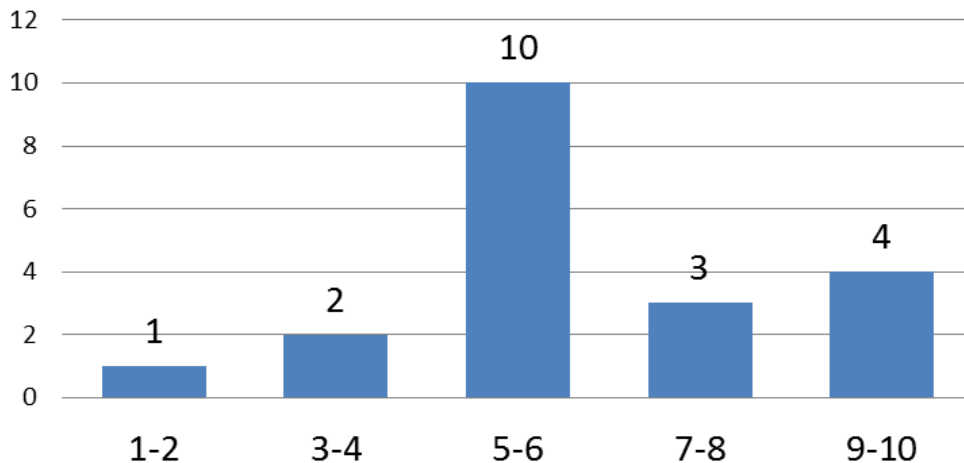
2 Mentions

Importance of Price to Gen Z

Does Price Factor into Menu Decisions?



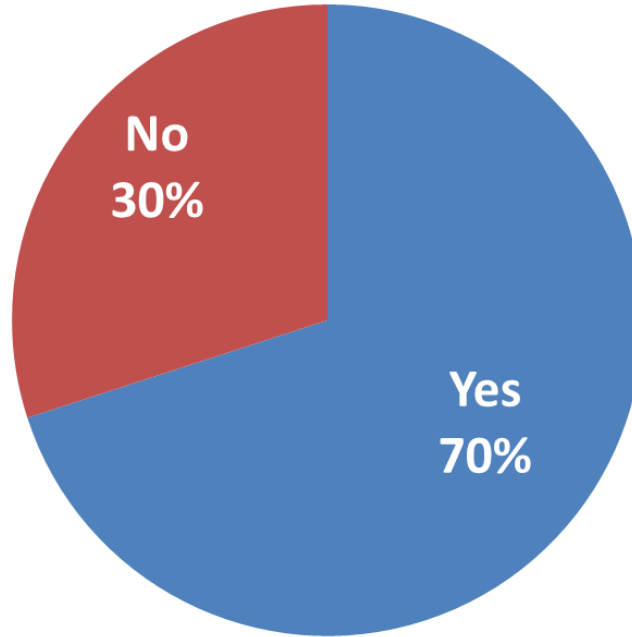
On a Scale from 1-10, 10 Being Focused Only on Price & 1 Being Only Focused on Ingredients, Rate Yourself



Importance of Health to Gen Z

Are Healthy Ingredients Important?

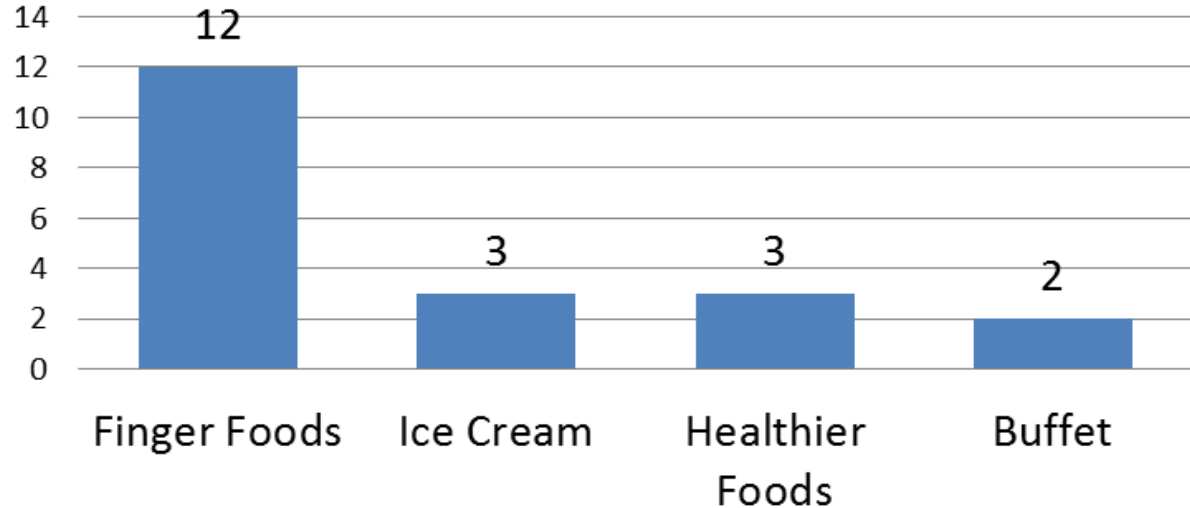
75% of teens surveyed also said that they would NOT eat out more if the food was healthier.



Gen Z Menu Addition Preferences

Overall, Gen-Z would like to see more finger foods added to the menu. Some examples that were mentioned are french fries & chicken fingers

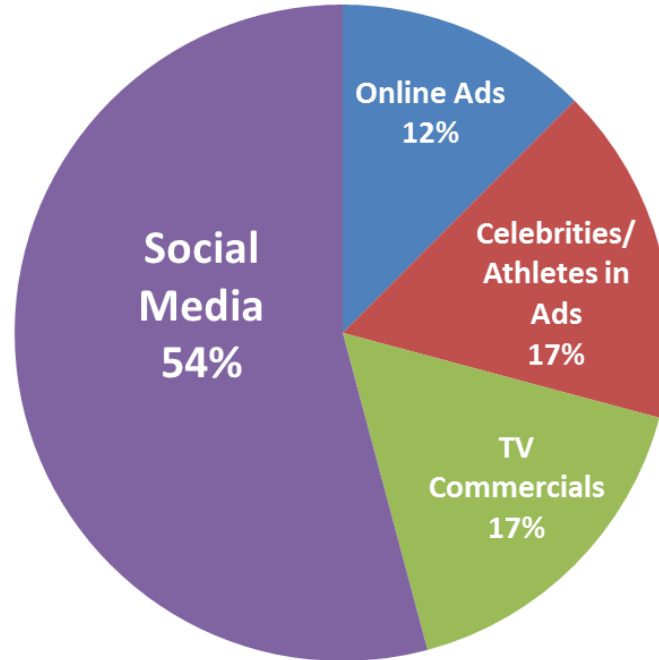
What Would You Want to See More on the Menu?



The Best Way to Market to Gen Z

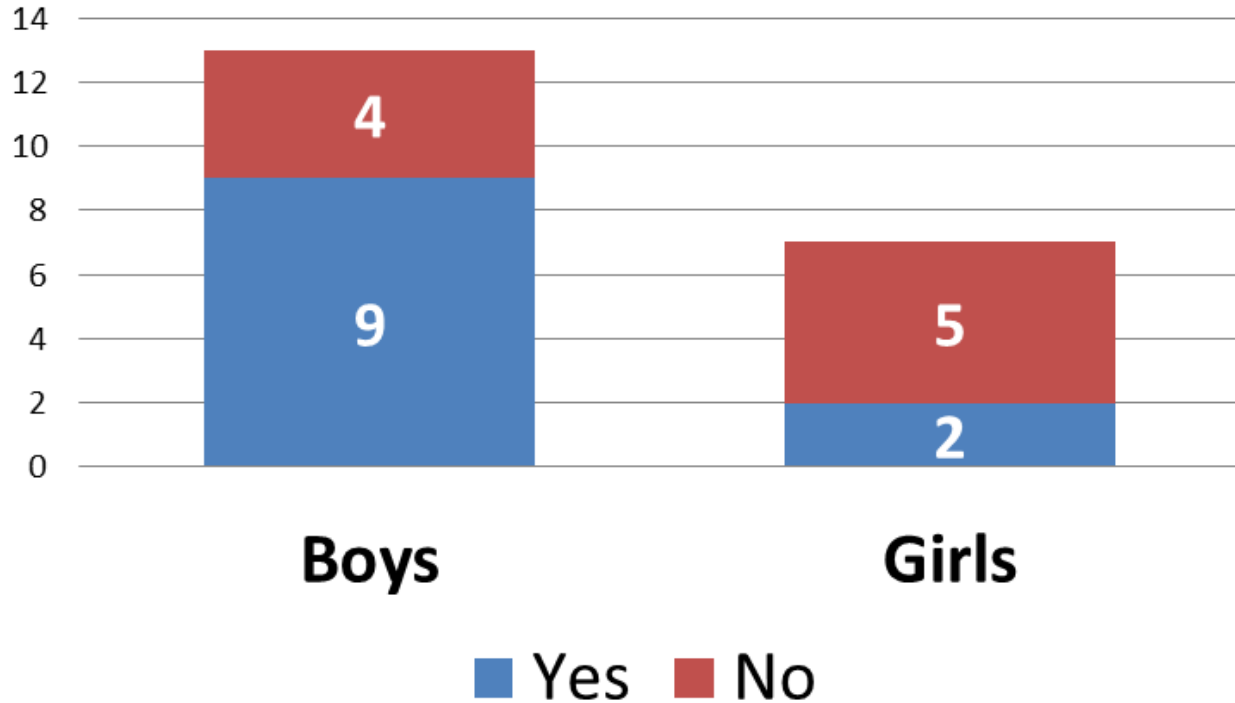
What is the Best Way to Market to Gen Z?

Social media advertisements look like the best way to reach Gen Z.



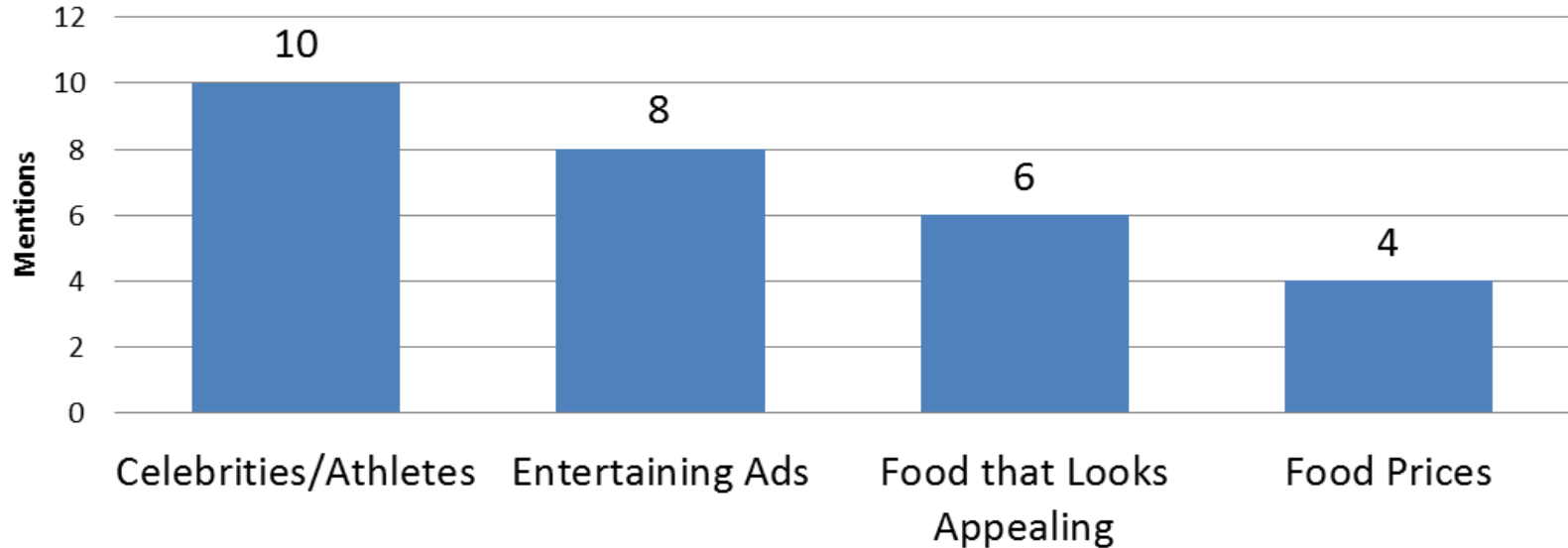
Does Gen Z Watch TV Commercials?

The boys watch sports on TV, the girls NetFlix.



What Gen Z Wants to See in TV Ads?

What Gen Z Wants to See in TV Ads?



How Much Time Does Gen Z Spend on Social Media?



All of the teens we surveyed said our generation spends “tons of time” on social media, and some even said it could reach into 6-8 hours per day.

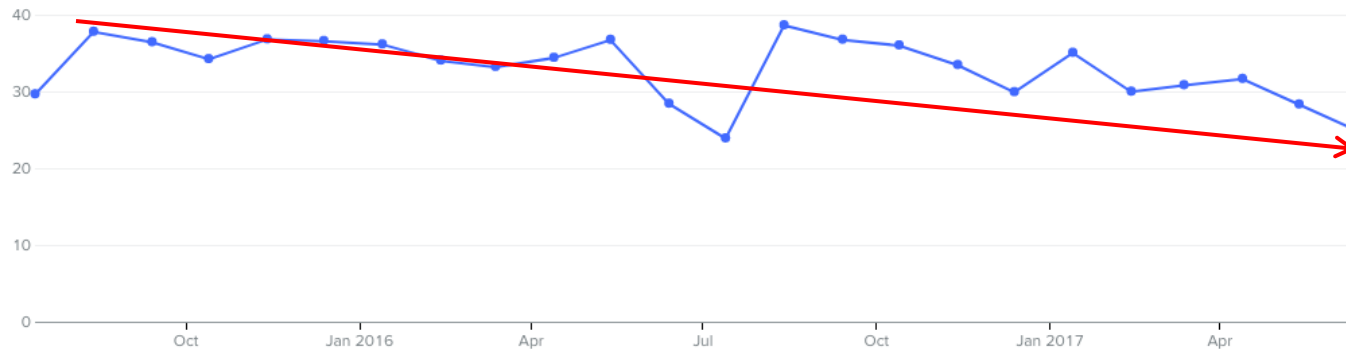
Quantifind: Under 21 Talking Less about QSR at School

Under 21 for Category Average

Filtered By Situation: School

Jul 13, 2015 — Jul 12, 2017

Composition (%)



• Competitive Avera...

Sample size (Buyer): Category Average: 1,971

Data Source: Twitter

Kids are talking less about fast food as a place to hang-out outside of school.



Speaker Series Sponsorship Opportunity

Sponsorship provides you with an opportunity to position your brand as an underwriter of RR's industry research which is used to help steer the investment decisions of operators and the broader franchise finance community.

Contact Wally Butkus for more information

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