



# Restaurant Consumer Insights Q3 2022

What's Driving Traffic Now?  
Perspectives on Promotions  
& Coupons

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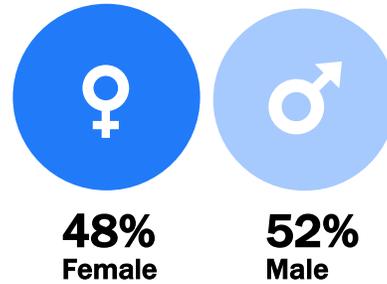




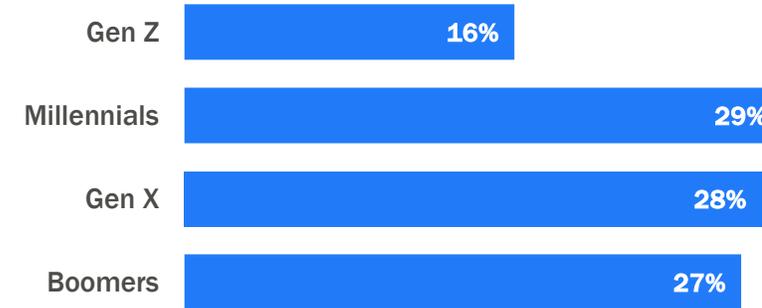
# About the survey

RMS surveyed 793 people in the United States from September 9-18, 2022.

## Gender



## Generation



## Restaurant usage

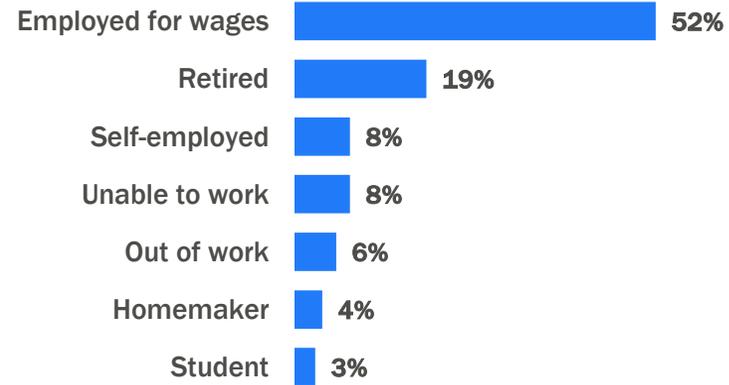




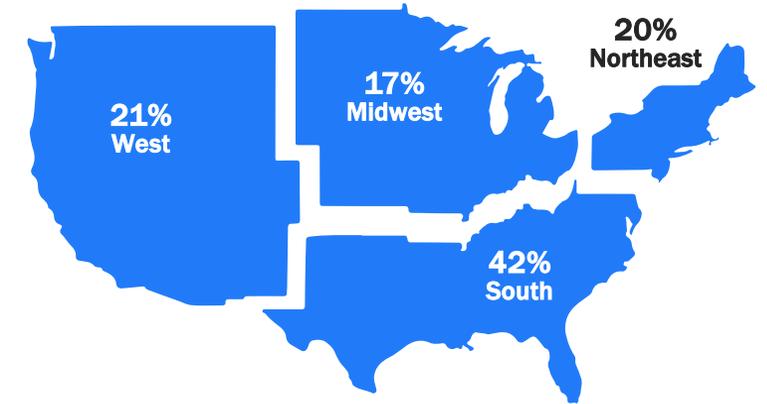
# Respondent breakdown

RMS surveyed 793 people in the United States from September 9-18, 2022.

## Employment status

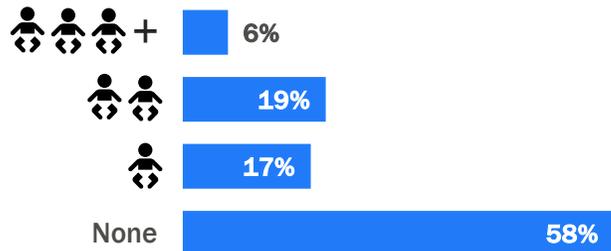


## Region

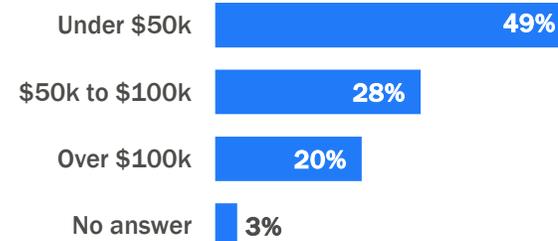


## Children

Under the age of 16 in the household



## Household Income



## Geographic area





# Promotions & Coupons

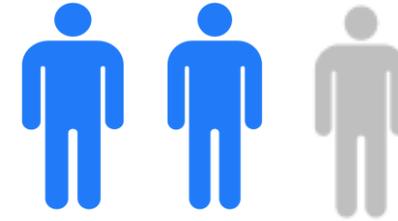
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The majority of respondents learn about the latest restaurant promotions through television ads.

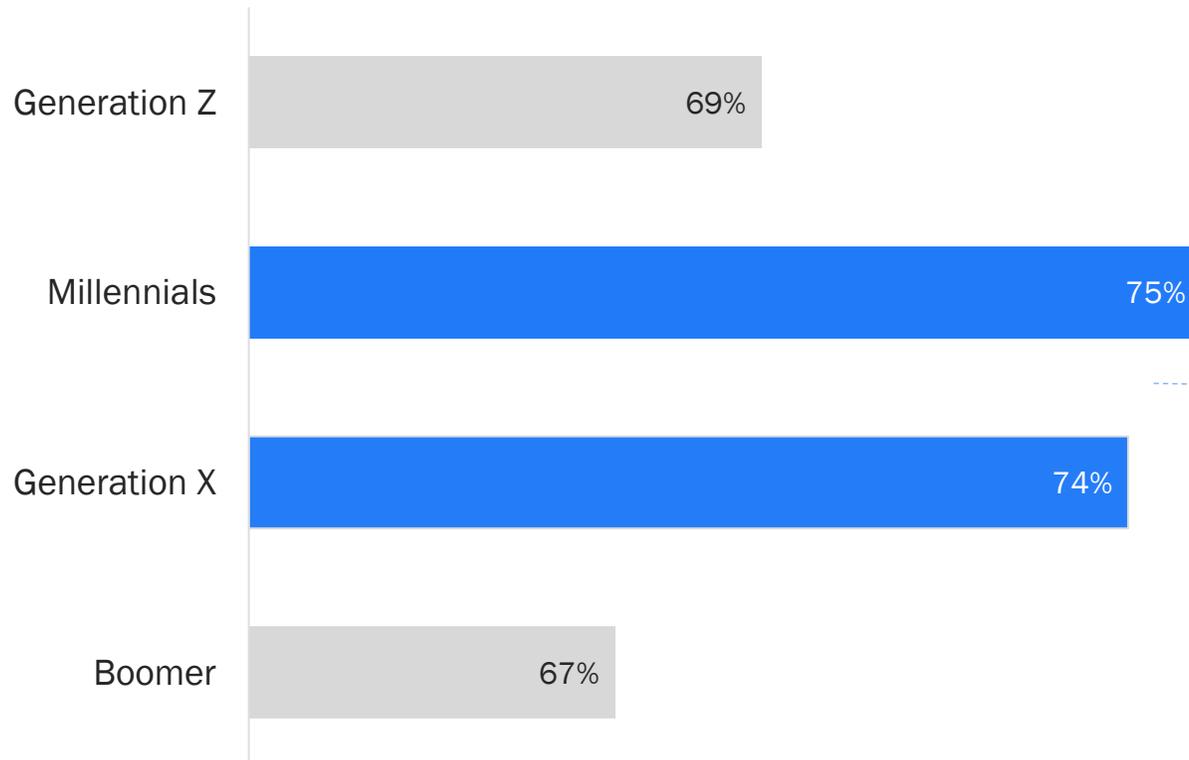
They use coupons to save money and for convenience, and would switch to a similar competitor brand if they were offering a coupon.

## Insight One

# More than 2 in 3 visit restaurants more often if they are running promotions



Share of respondents that “agreed” or “strongly agreed”



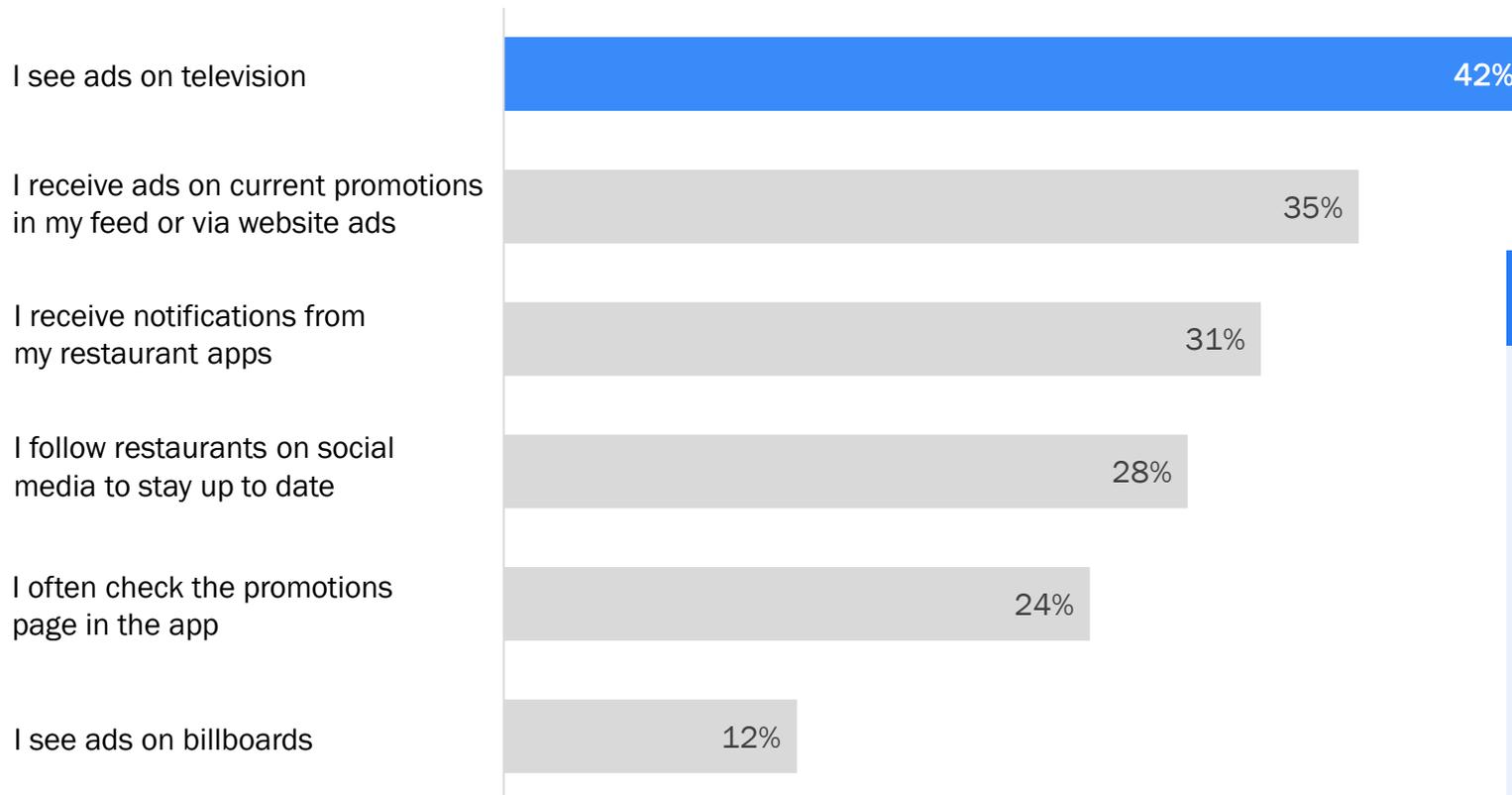
**Millennials and Gen Xers are more likely to respond positively to promotions.**



## Insight Two

# Television ads are the leading awareness driver for promotions

What ways do you typically find out about ongoing restaurant promotions?



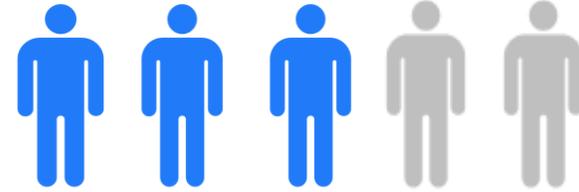
### Deep Dive

**Website ads, restaurant apps and social media build awareness for 1 in 3 respondents. Only 1 in 4 actively seek out information on apps.**

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### Insight Three

Among all respondents, **3 in 5** said they **use coupons** at restaurants



What ways do you typically find out about ongoing restaurant coupons?



Receive flyers/coupons  
in the mail



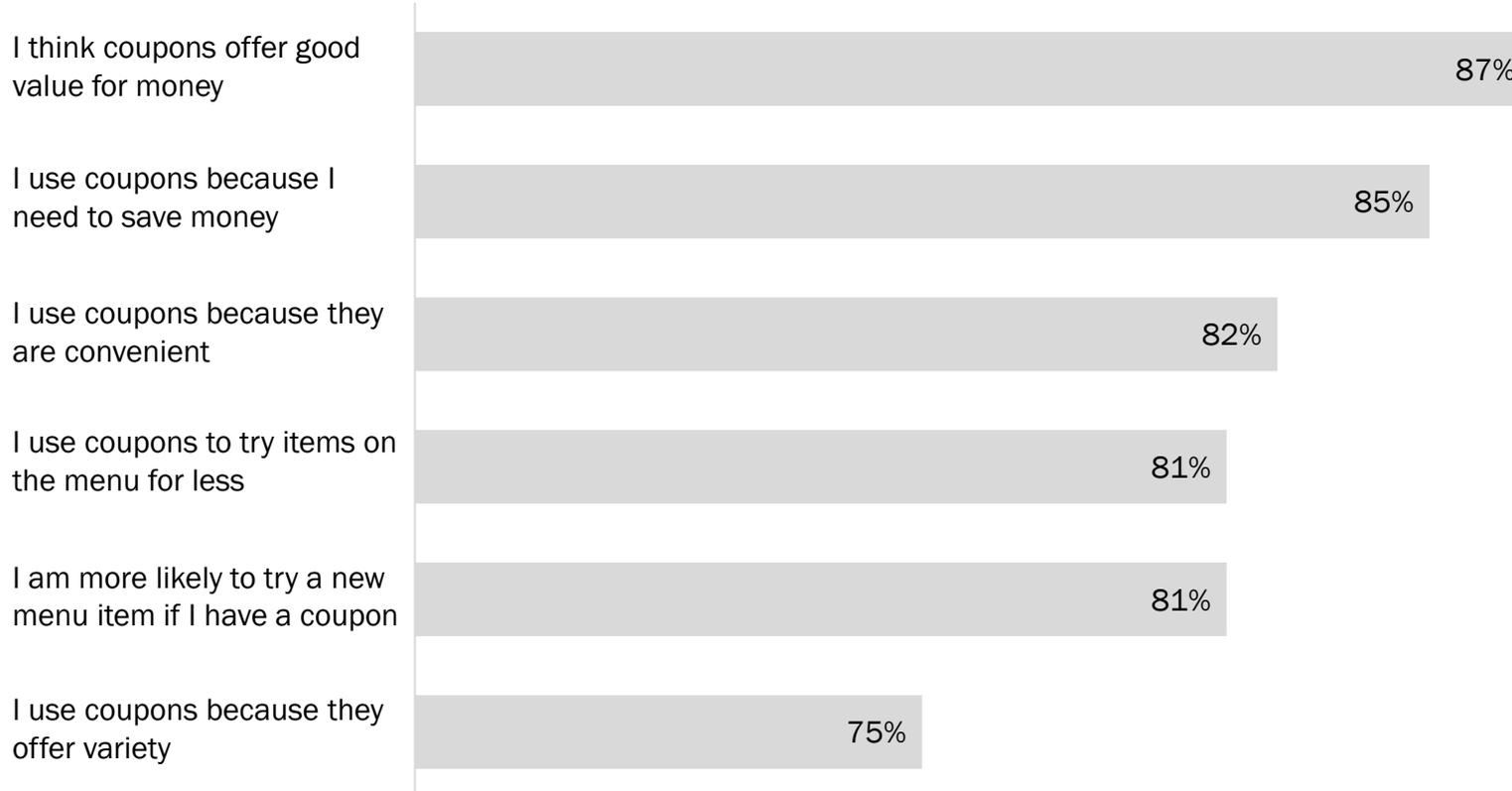
Look for coupons online  
before they place an order



## Insight Four

# When using coupons, respondents seek value, savings and convenience

Please indicate how much you agree or disagree with the statements below about coupons:  
Share of respondents that “agreed” or “strongly agreed”



### Deep Dive

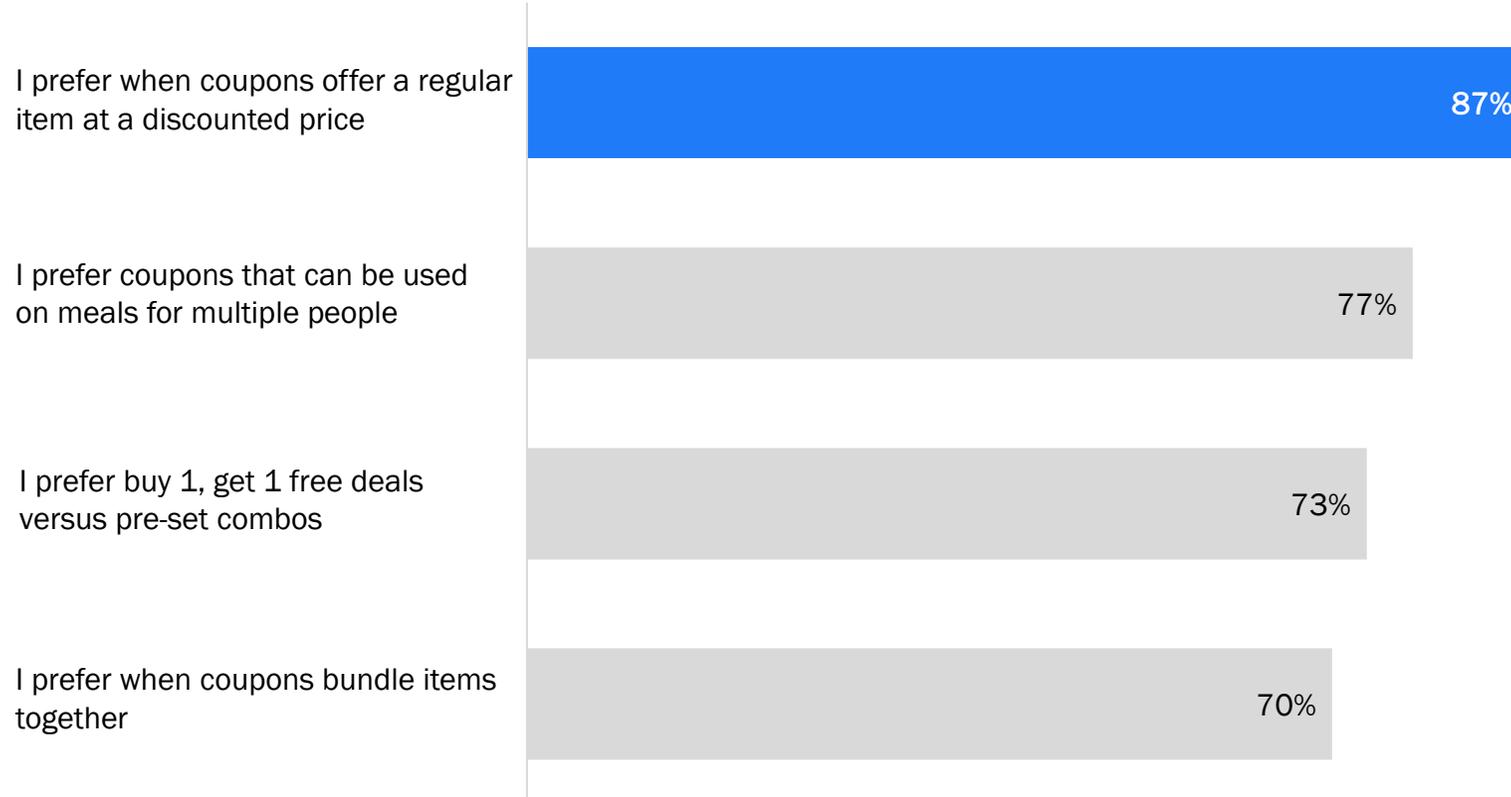
**Customers are more likely to try a new item if they have a coupon and will use coupons to experiment with new items.**



## Insight Five

# Guests prefer to use coupons to get a regular item at a discounted price

Please indicate how much you agree or disagree with the statements below about coupons:  
Share of respondents that “agreed” or “strongly agreed”



### Deep Dive

**Customers see value in coupons for family meals and buy 1, get 1 free deals.**

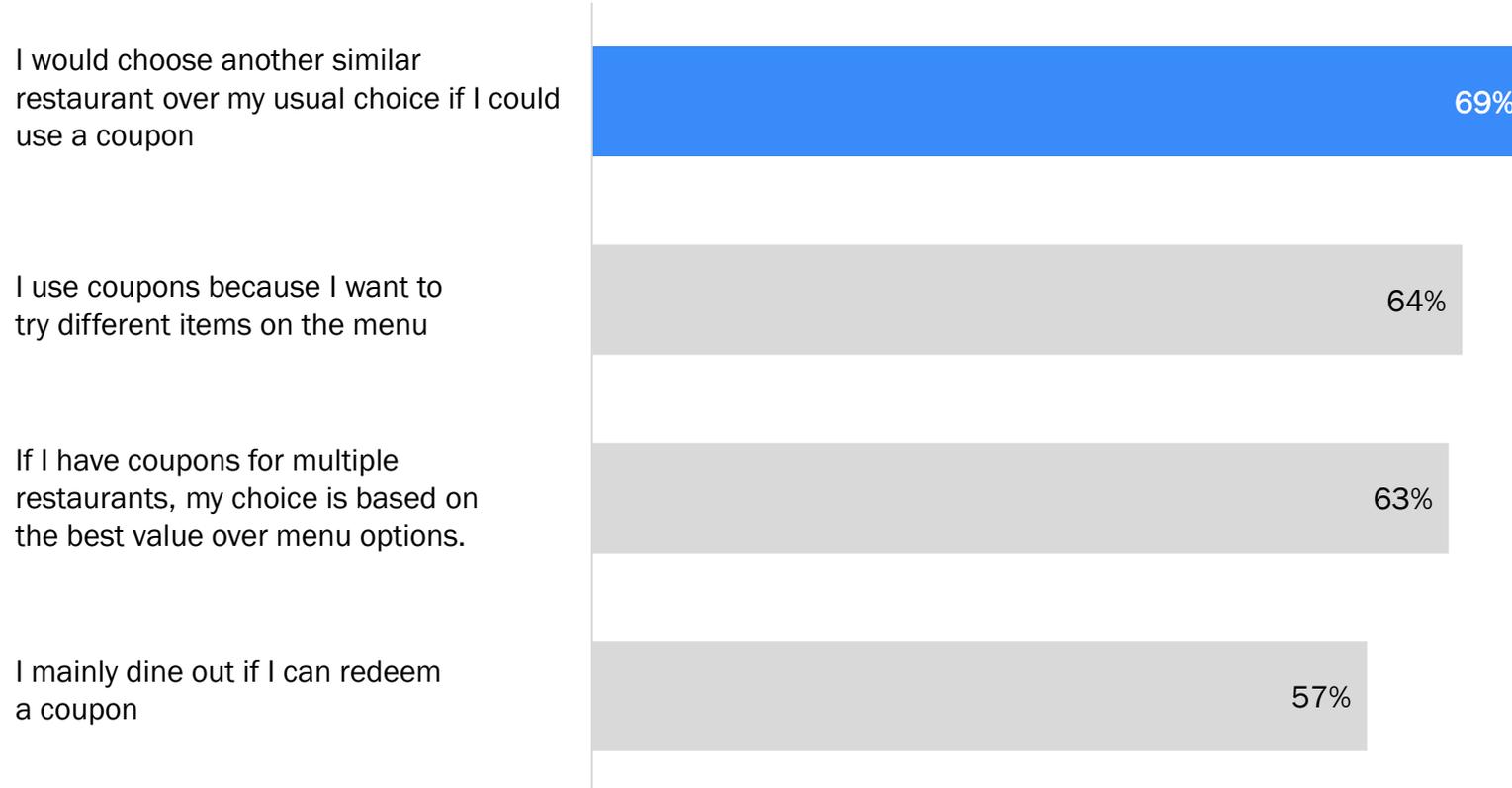


## Insight Six

# More than **2 in 3** would **switch** from their usual restaurant **if a similar concept offered a coupon**

Please indicate how much you agree or disagree with the statements below about coupons:

Share of respondents that “agreed” or “strongly agreed”



## Insight Seven

# Nearly 3 in 5 take advantage of referral programs to share deals with others

Please indicate how much you agree or disagree with the statements below about coupons.  
Share of respondents that “agreed” or “strongly agreed”

I share deals if they are part of a referral program that both parties can benefit from

59%

I share coupons because I won't be able to use them in time

58%

I share coupons because I do not have access to the restaurants as much as my friends and family

50%





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## Promotions & Coupons Summary

1. Across generations, **more than 2 in 3** agree they **are more likely to visit a restaurant running a promotion**. Millennials and Gen X are most likely to respond positively.
2. **Television ads** are the leading **awareness driver** for promotions, followed by social media feeds and website ads.
3. Among all respondents, **3 in 5 use coupons**. More than 1 in 3 use coupons received in the mail or actively seek web coupons before buying.
4. When using coupons, respondents seek **value, savings** and **convenience**.
5. Guests prefer to use coupons to get a **regular item at a discounted price**, followed by **family meals** and **buy 1, get 1 free deals**.
6. More than **2 in 3** would **switch** from their usual restaurant **if a similar concept offered a coupon**.
7. Nearly **3 in 5** cite **referral programs** as the most likely reason to share coupons with others.



# Generation & Household Trends

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Younger generations are using coupons to try new menu items at a lower price point, while older generations are looking to save money at their favorite brands.

Single households are less likely to switch to a competitor brand offering a coupon. Family households are more price sensitive and seek out coupons.

## Consumer Profiles

# When it comes to coupons, younger generations are ...



More likely to dine out **if they can redeem a coupon**

More likely to **try a new menu** item if they have a coupon

More likely to use coupons because they **offer variety**

More likely to **choose the restaurant that offers the best deal** if they have several coupon options

More likely to **choose another similar restaurant over their usual choice** if they can use a coupon

**More likely to think coupons offer good value** for money

### Additional Insights

**Younger generations are more active deal seekers and are affected by “pull-marketing” mainly done online.**

## Consumer Profiles

# When **older generations** use coupons, they are...



More likely to use coupons **to save money**

More likely to prefer coupons that **offer regular items at a discounted price**

**Less likely to switch restaurants** based on which restaurant offers the best value

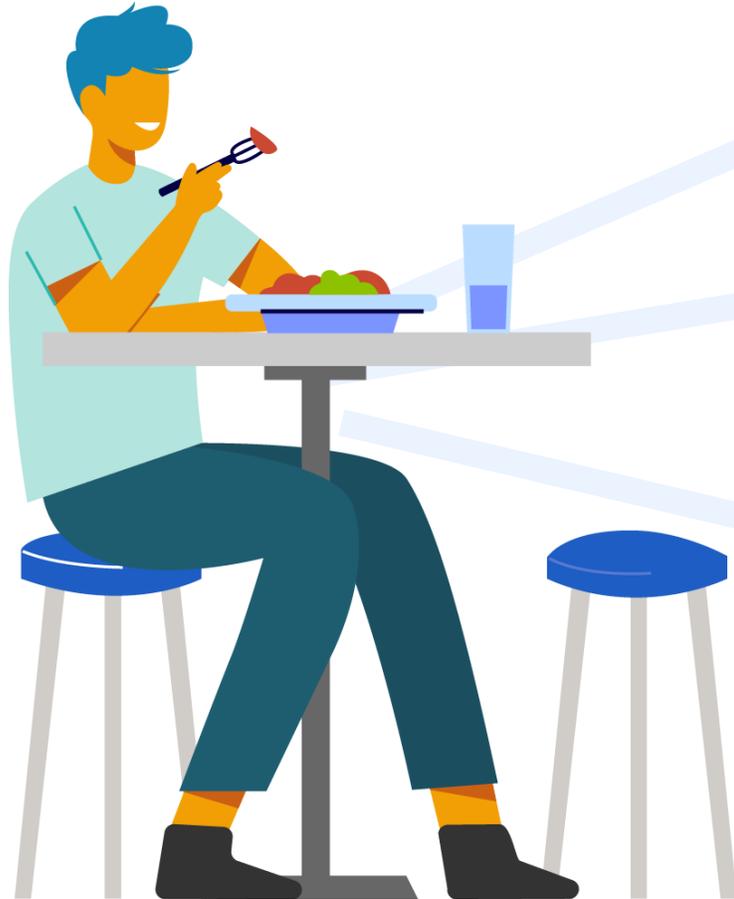
**Less likely** to use coupons **to try different items** on the menu

**Less likely** to be motivated by a coupon to dine out

### Additional Insights

**Older generations do not seek deals as actively as younger generations. They are mostly affected by “push-marketing”, which is mainly offline such as receiving coupons in the mail.**

# When households **with no children** use coupons, they are ...



More likely to use coupons because they want to **try items on the menu for less**

**Less likely to choose another similar restaurant** over their usual choice if they can use a coupon

**Less likely to share coupons** with others

## When households **with children** use coupons, they are ...



More likely to **dine out** if they can **redeem a coupon**

More likely to **visit restaurants more often** when they are running promotions

More likely to use coupons because they want to **try different items on the menu**

More likely to **choose the restaurant that offers the best deal** if they have several coupon options

More likely to **choose another similar restaurant over their usual choice** if they can use a coupon



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## Summary of Generational & Household Trends

1. When it comes to coupons, **younger generations** are **active seekers**. They are **driven to dine out by coupons** and will try **new menu items** or switch restaurants.
2. **Older generations** seek value through coupons. They are more likely to use coupons on regular menu items and less likely to switch restaurants.
3. **Single households** are more **loyal**. They use coupons to try new menu items and are **less likely to switch restaurants** or **share coupons**.
4. Family households are more price sensitive and seek out coupons. They are **more likely to dine out** with a coupon, will visit a restaurant **more frequently** with a coupon and are more likely to **switch restaurants or find the restaurant with the best deal**.

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25  
YEARS



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