C3 lab presents:

THE ART + "MAD" SCIENCE OF KIDS + FAMILY MARKETING

13 FACTS ABOUT KIDS & RESTAURANTS

When it comes to kids & restaurants, we're marketers, we're product developers, we're innovators—and sometimes we're even mad scientists! Here's a peek at **13** of our favorite kid & restaurant facts that we sprinkle into the magical C3 potion. Enjoy the treats!

1 KIDS & FAMILIES REPRESENT A HUGE POTENTIAL MARKET

1 in 5 American households have kids under 12

US Census Bureau, 2019

2 THE TYPICAL AMERICAN FAMILY

1 kid	2 kids	3+ kids
2 out of 5 families	2 out of 5 families	1 out of 5 families

US Census Bureau, 2019

3 FOR RESTAURANTS, KIDS & FAMILIES ARE BIG BUSINESS

THAT'S $89 BILLION IN REVENUE!

NPD/CREST Year Ending Dec 2019

26% of restaurant traffic is from families with kids 12 and under

4 KIDS DONT DINE ALONE

THEY BRING ADULTS (AND $$$) WITH THEM

The average check for parties increases by

82%

when kids 12 and under are present

NPD/CREST Year Ending Dec 2019

5 KIDS HAVE A SAY IN RESTAURANT CHOICE

93% Of parents say their kids influence restaurant choice

Youthbeat Jan-June 2020, n=781 parents of kids in grades 1-4

6 PARENTS LEAD THE WAY

The #1 source for kids to find out about new restaurants: Their parents 75%

Other sources	
TV	30%
Friends	26%
Siblings	23%
Driving around	18%

Youthbeat Jan-June 2020, n=477 kids in grades 1-4

7 FAST FOOD FANS

QSR REIGNS SUPREME WITH KIDS

Kids' Favorite Restaurants

Youthbeat Jan-June 2020, n=477 kids in grades 1-4

8 KIDS' MEALS ROCK! ACCORDING TO KIDS, HERE'S WHY:

#1 "It's my favorite kind of food" 39%

#2 "There is a toy, activity or other gift included" 29%

#3 "I get just the right amount of food" 12%

#4 "I like the dessert that comes with it" 10%

Youthbeat Jan-June 2020, n=477 kids in grades 1-4

9 EATING OUT IS SPECIAL FOR FAMILIES THE MAJORITY OF PARENTS SAY:

72% Eating out is fun for the whole family

55% Eating out allows us more time to be together

54% Eating out shows my child that he/she is special

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10 WHAT'S THE BEST PART OF BEING A KID?

The #1 answer:

PLAYING!

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11 KIDS LEARN THROUGH PLAY

Playing helps develop physical, cognitive and social skills.

"Play and learning go hand-in-hand … Think about them as a science lecture with a lab. Play is the child's lab."

The National Association for the Education of Young Children (NAEYC), "10 Things Every Parent Should Know About Play"

12 THE QUALITIES PARENTS MOST WANT THEIR KIDS TO DEVELOP BY AGE 10

1. Self-confidence	2. Social Skills	3. Academic Skills
4. Discipline	5. Problem-solving	6. Creativity

Melissa & Doug/Gallup Time to Play Study, 2017, n=1271 parents of kids 0-10

13 THE GRAND FINALE: A RUNDOWN OF KID FAVORITES

- VIDEO GAMES: Minecraft & Roblox
- TV SHOWS: Spongebob & Teen Titans Go
- MUSICIANS: Taylor Swift & Imagine Dragons
- MOVIES OF ALL TIME: Frozen & Avengers
- THINGS TO PLAY WITH: Video Games, Board Games & Art Supplies
- FICTIONAL CHARACTERS: Spongebob & Elsa
- FAVORITE BOOKS: Diary of a Wimpy Kid & Dogman

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