



lab presents:

# HOW TO BE KID FRIENDLY



## Kids are big business for fast food.

Over a quarter of QSR traffic is from families with kids under 13.

28%

Last year, that totaled

### \$52.9 Billion!

Source: The NPD Group/CREST®, year ending Dec 2021, QSR=Traditional QSR.

## That's why being kid-friendly pays off.

3 in 4 parents say a restaurant's kid-friendliness is VERY important when they're choosing where to eat.

74% very important

22% somewhat important

## Wanna be friends?

### Here are the top 3 things

#### ...parents are looking for

1. Kids' meals
2. Food kids love
3. Toys

#### ...kids are excited about

- Tie for 1st: Toys & Kids' meals  
3. Food they love

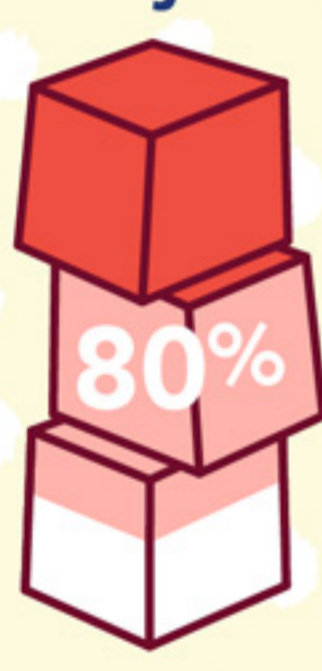
## Big expectations

### Don't disappoint!

Parents expect a lot from kid-friendly QSRs. 8 out of 10 families surveyed expect to receive toys and a complete set of special kids' meal packaging when they order a kids' meal ... including kids' cups!

### Which of the following do you EXPECT from a kid-friendly fast-food restaurant?

#### Toys



Totals include both "always expect" and "usually expect" responses.



### Why do kids love QSR kids' meals?

It's my favorite food 36%  
I get a toy or prize 33%

Right amount of food 11%  
There's dessert 3%

Source: YouthBeat Kids Data, Jan-Dec 2021, base: kids whose favorite restaurant is a QSR, n=407 Kids in grades 1-4.

## The story on toys...



Obviously the kids love 'em... But so do 85% of parents!

### Why do parents love kids' meal toys?

### Top 9 benefits of fast food including toys in kids' meals

- 1 Fun for kids
- 2 Exciting surprise for kids
- 3 Gets kids excited about going to that restaurant
- 4 A small gift for kids
- 5 Something to play with while we eat
- 6 Give kids a new toy to play with at home
- 7 An incentive or reward for my kids
- 8 Encourages creativity, imagination & pretend play
- 9 Something to entertain kids while the adults have a conversation

85%

of parents feel positively about fast-food restaurants that offer toys in kids' meals

62%

of parents say their kid would like a kids' meal less if it came without a toy

70%

of parents say kids' meal toys always make it home

## Win with families

The fastest way to a family's heart is through the kids. When you make them feel welcome, you win over the whole family—and that's just winning, period.

Wanna learn more about kid-friendliness? We should talk.

Source (unless otherwise noted): C3 Kid-Friendly Restaurant Study, Aug 2020, n=578 parents of kids 4-10.

Updated April 2022

If you have questions about families, restaurants or kid customers, **drop us a note!** If we don't have the answer, we'll figure it out together.



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