



Tips on Being a Kid-Friendly Restaurant (Infographic)

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Attracting families should be a key goal for restaurants because of the revenue potential they represent. According to NPD, when families with kids 12 and under order from restaurants, average check goes up 82 percent. (NPD/CREST, year ending December 2019.)

Focusing on kids is a great way to delight them and their parents. C3, a kids and family agency that specializes in the restaurant industry, recently conducted a study with parents of young kids to delve into one key question: What exactly does it mean for restaurants to be kid-friendly?

Below you'll find two infographics that C3 created to illustrate what parents expect from kid-friendly QSRs and kid-friendly casual dining restaurants.



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.

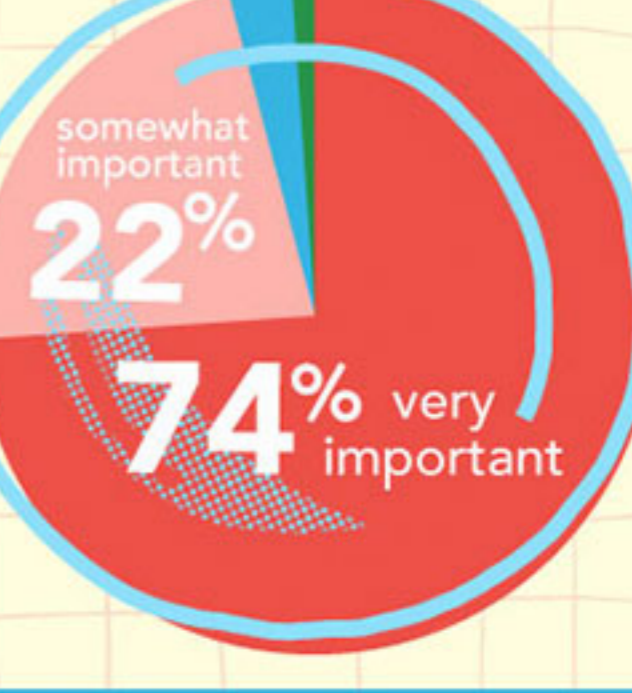
27%

Last year, that totaled **\$52.5 Billion!**

Source: NPD/CREST year ending Dec. 2019

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.



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?



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

Why do kids love QSR kids' meals?

It's my favorite food 40%

I get a toy or prize 38%

Right amount of food 12%

There's dessert 5%

Another reason 5%

Source: YouthBeat Kids data Jan-June 2020, base: kids whose favorite place to eat is fast food, n=343

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

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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Jennifer Loper is the president of C3 Brand Marketing. She started back in 2006 as an account manager and has risen to her presidential role not only through her kind and unwavering leadership of the account management department, but also a talent bordering on super-powerful for building meaningful, lasting relationships with clients that truly see C3 as partners. C3 is known for building fully custom family and kids' programs for its partners—from strategy and brand positioning, to experiential design, to designing and producing product and getting it where it needs to go.