



THE FAMILY DINING EXPERIENCE



In partnership with:



PROJECT BACKGROUND AND KEY INSIGHTS.

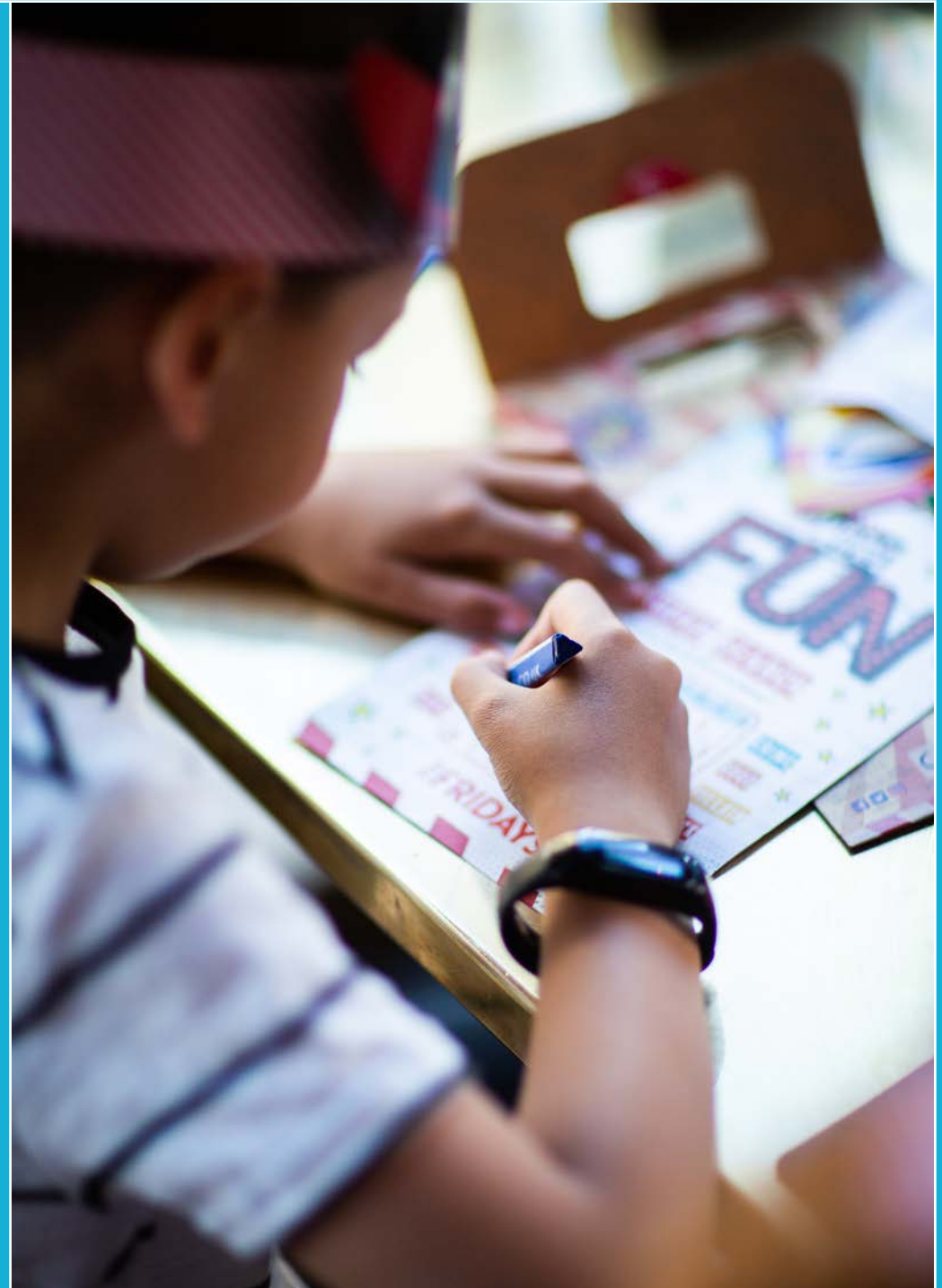
Our Approach

At Craftis we pride ourselves on being experts in family fun. That's why we've asked **1,000 parents** their views on the current family dining experience. Data collected has been reviewed in partnership with Mediacom.

Background and Objectives

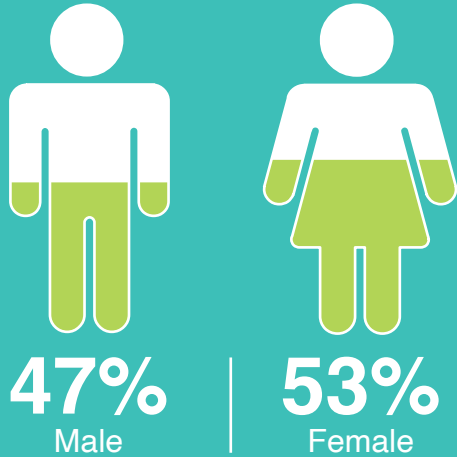
Craftis want to understand the impact of children's activity packs on the family dining experience:

- What is the "family dining experience?"
- Can we link activity packs with commercial value?
- How are activity packs used?

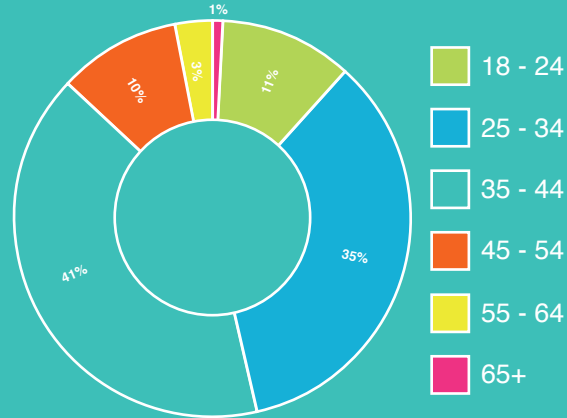


DEMOGRAPHIC BREAKDOWN OF THE 1,000 PARENTS.

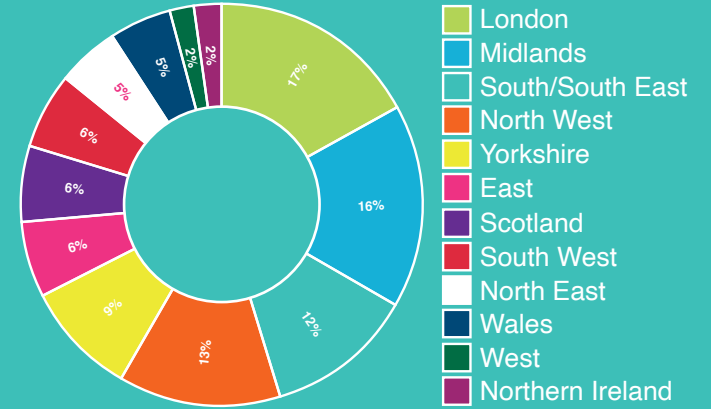
Gender



Age

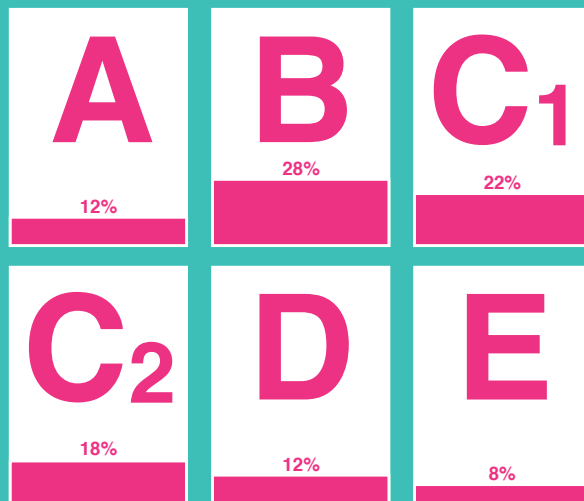


Region

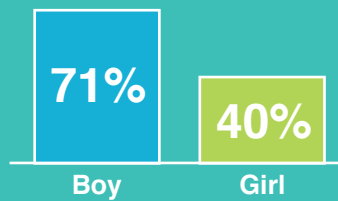


*Borders and Channel Islands are less than 1%

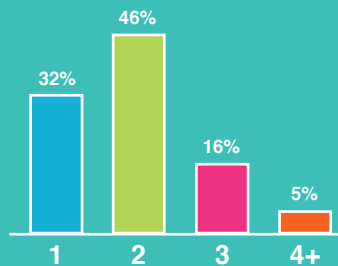
Social Grade



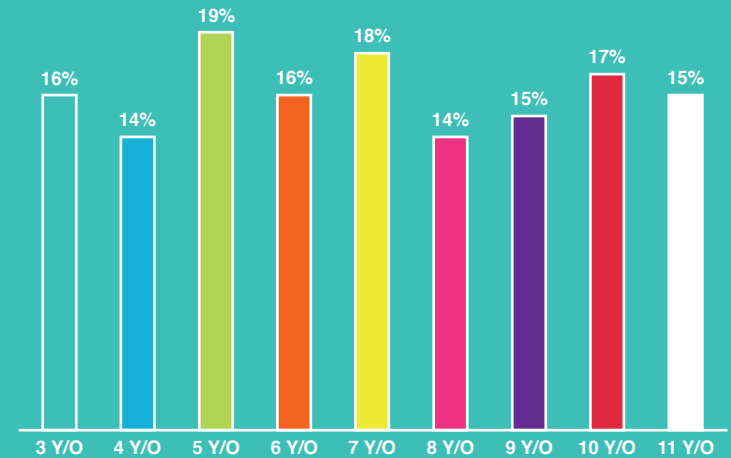
Gender of Children



Number of Children



Age of Children



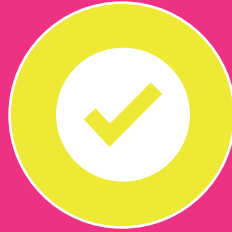
BENEFITS OF CHILDREN'S ACTIVITY PACKS TO YOUR BUSINESS.

87%
of parents currently
use activity packs.



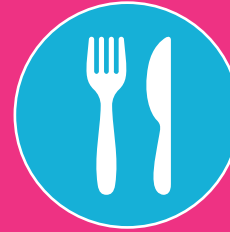
66%

of parents agree that they would think more positively of a restaurant if they took steps to **keep children entertained**.*



92%

of parents say activity packs are an **important factor** when deciding which restaurant to visit.**



63%

of activity pack users agree that they are likely to **eat out more in restaurants** that provide activity packs.***



58%

of activity pack users agree that restaurants that provide activity packs are their **'go to'**.***



76%

of activity pack users agree that activity packs allow them to **relax and enjoy** their meal.***



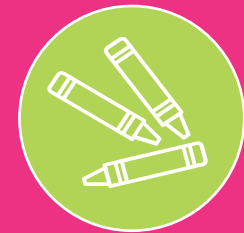
66%

of activity pack users agree that activity packs allow them to **spend longer** in the restaurant.***



72%

of activity pack users agree that offering activity packs **enhance the family dining experience**.***



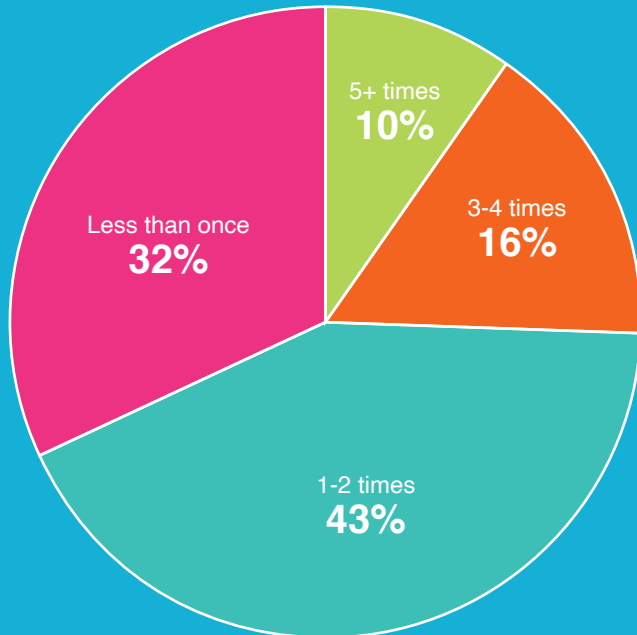
73%

of activity pack users agree that activity packs keep their children **entertained for a longer period** of time.***

THE GREATEST PERCENTAGE OF PEOPLE EAT OUT IN CHAIN RESTAURANTS ONCE OR TWICE A MONTH.

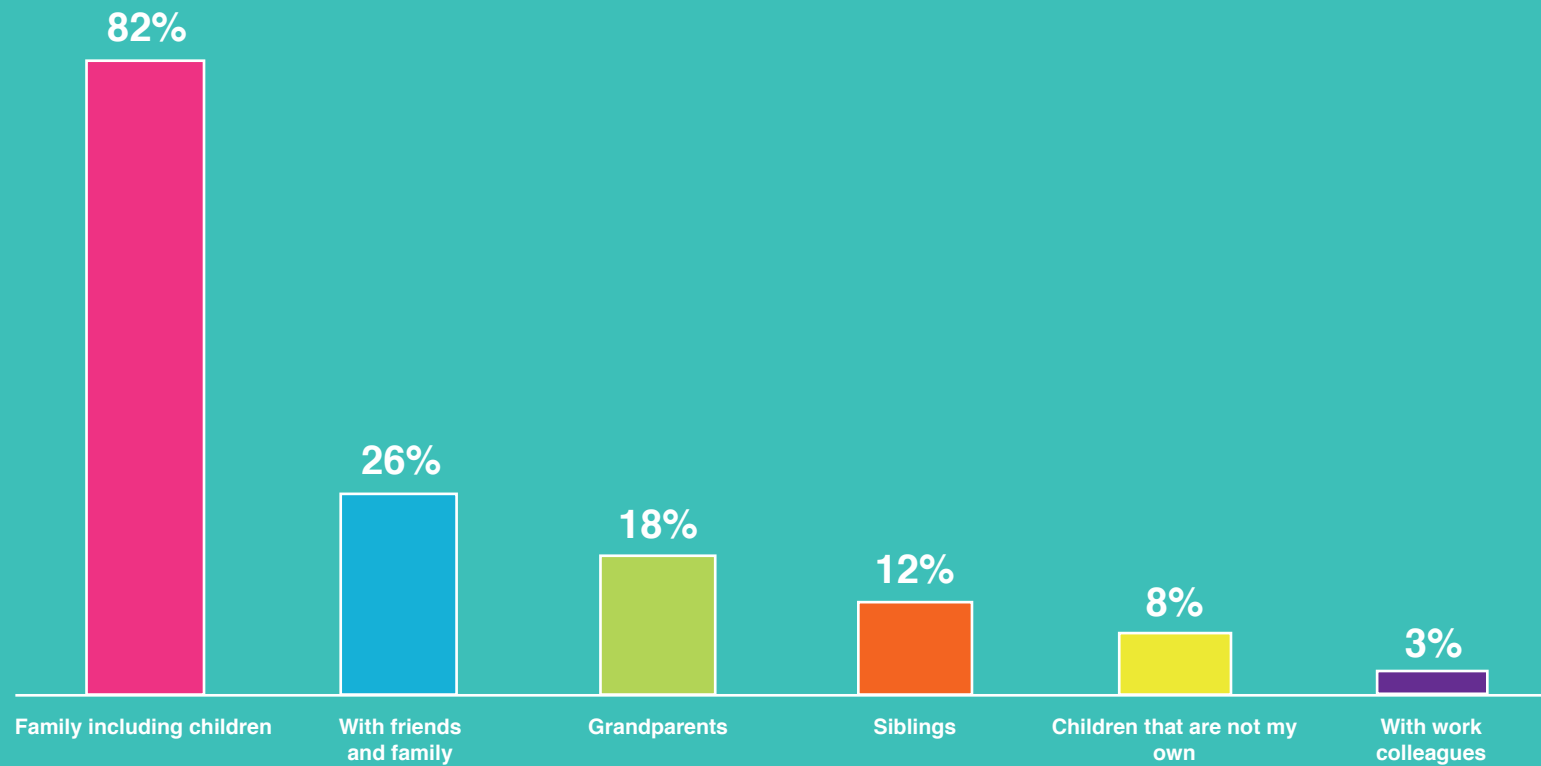
Most families enjoy dining out at least once a month. The lower frequency could be due to families saving the experience for special occasions and key events.

How often do you eat out with your children each month?



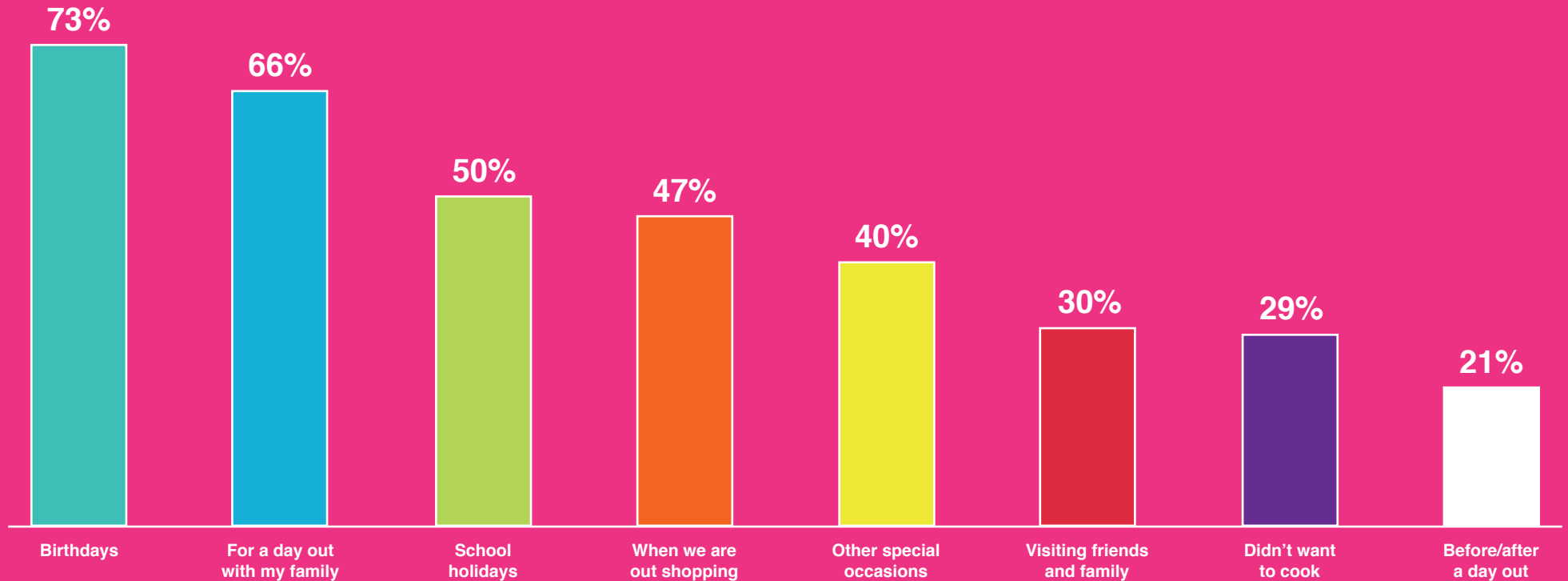
PARENTS ARE MOST LIKELY TO EAT AT A RESTAURANT WITH THEIR CHILDREN AS A WHOLE FAMILY. THEY ARE ALSO MORE LIKELY TO EAT OUT WITH FRIENDS, RATHER THAN EXTENDED FAMILY SUCH AS GRANDPARENTS AND SIBLINGS.

Thinking about family dining experiences with your children, who did you eat with?



BIRTHDAYS ARE THE MOST IMPORTANT TRIGGER TO EATING OUT AT A RESTAURANT WITH CHILDREN.

On which occasions do you tend to eat out at a restaurant with children?



YOUNGER CHILDREN AND BIGGER FAMILIES ARE MOST LIKELY TO GO TO CHAIN RESTAURANTS THREE OR MORE TIMES A MONTH.

88%
have 5-7 year
old children



56%
have three or
more children



59%

Almost always or often
bring things from home to
keep children entertained
in restaurants



29%
eat out during the
school holidays



34%
eat out whilst
visiting friends
and family



30%
eat out whilst
out shopping



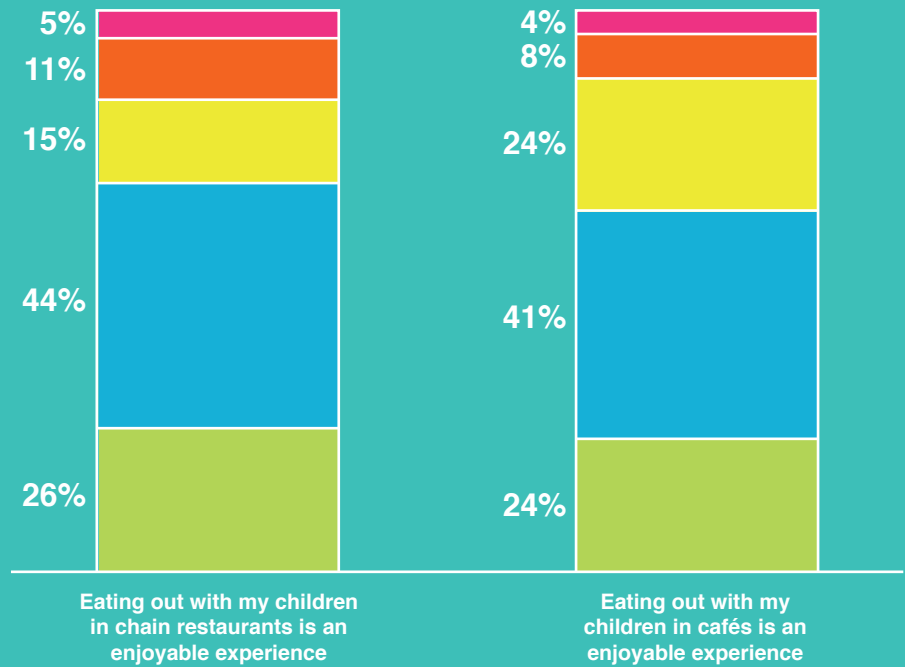


PARENTS ENJOY EATING OUT WITH THEIR CHILDREN.

To what extent do you agree with the following statements?

Please indicate on the scale below:

■ Strongly agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree

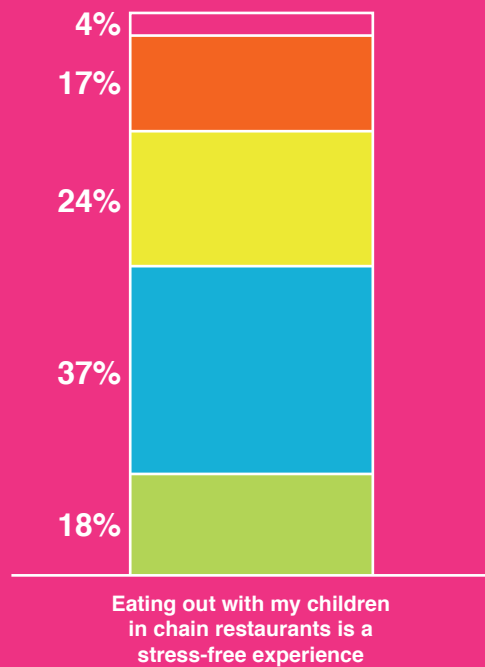


FOR 21% OF PARENTS, EATING OUT WITH CHILDREN IS NOT A STRESS-FREE EXPERIENCE.

To what extent do you agree with the following statements?

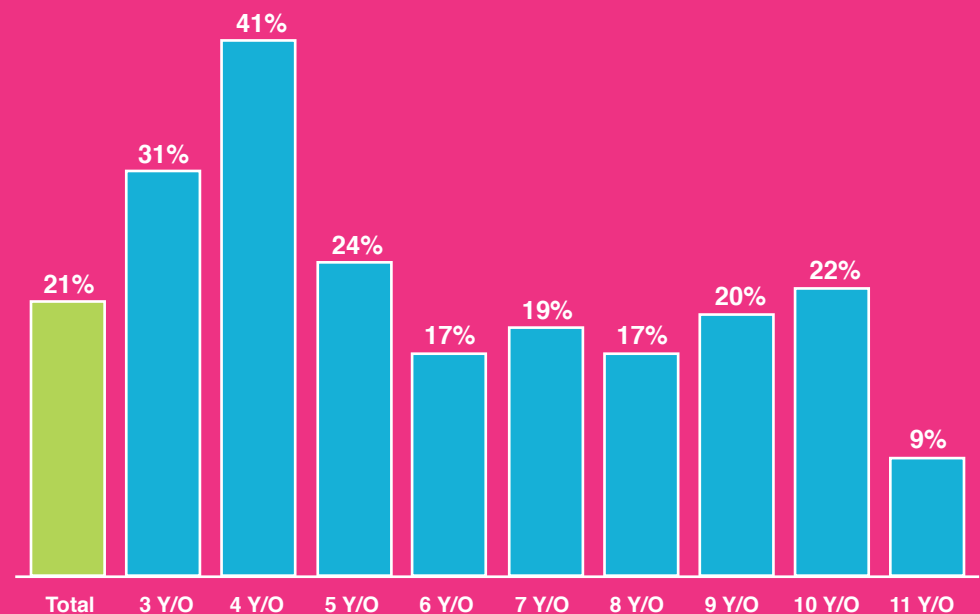
Please indicate on the scale below:

■ Strongly agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree



Stressful experiences in chain restaurants are nearly doubled with children aged four.

Percentage of parents that disagree that chain restaurants are a stress-free experience:



THIS COULD BE BECAUSE PARENTS WORRY ABOUT THEIR CHILDREN'S BEHAVIOUR.

Children
Annoying Diners



56%

worry about their children annoying other diners.

Children
Getting Bored



50%

say their children get easily bored in restaurants.

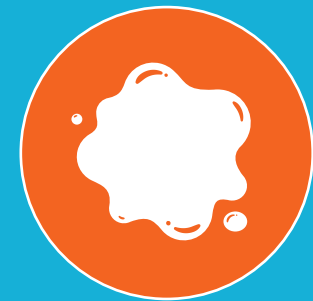
Pleasing
Fussy Eaters



36%

agree that it is hard to find a restaurant with a great children's menu.

Making
a Mess



43%

feel bad about the mess their children make in restaurants.

MOST PARENTS FEEL IT IS THEIR JOB TO KEEP THEIR CHILDREN ENTERTAINED,
ALTHOUGH HELP FROM THE RESTAURANT IS APPRECIATED.

Parents
Responsibility



78%

agree that it is the **parents responsibility** to keep their children entertained in restaurants.

Restaurants
Responsibility



30%

agree that it is the **restaurants responsibility** to keep children entertained in restaurants.

However...



66%

agree that they would think more positively of a restaurant, if they took steps to **keep their children entertained.**

GENERALLY, PARENTS PREFER NOT TO USE ELECTRONIC DEVICES TO KEEP THEIR CHILDREN AMUSED.

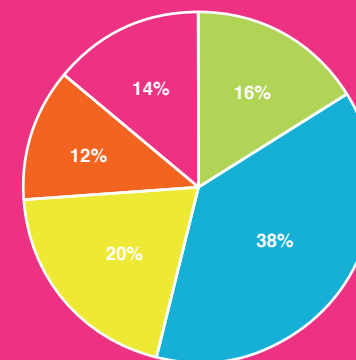
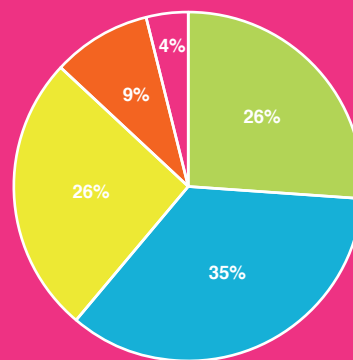
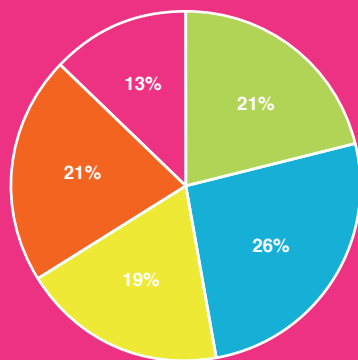
But...

“It is lazy to give children an electronic device to keep them entertained.”

“I prefer my children to use non-electronic sources of entertainment.”

“I allow my children to use electronic devices whilst we are waiting for food.”

Strongly agree Agree Neutral Disagree Strongly disagree



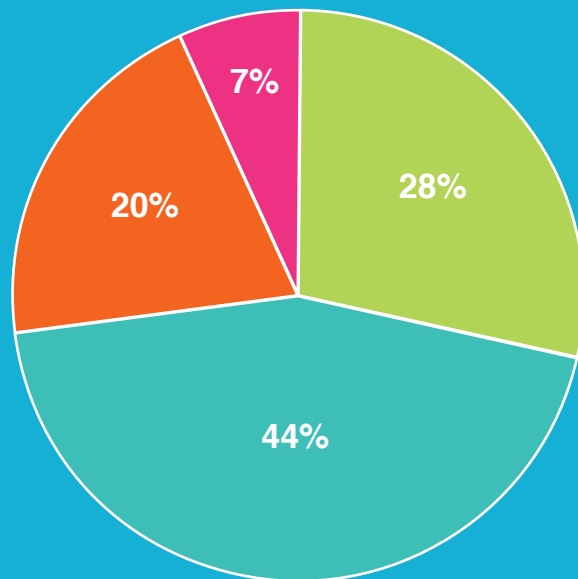
Nearly half of all parents agree that using electronic devices to entertain children in restaurants is lazy, with even more preferring to use non-electronic forms of entertainment over digital forms, such as tablets and phones.

Despite this, 54% of parents say they allow their children to use electronic devices whilst waiting for food. This could be because mobile phones offer a quick distraction for children.

THREE QUARTERS OF PARENTS CHOOSE TO BRING ACTIVITIES WITH THEM TO KEEP THEIR CHILDREN ENTERTAINED.

Do you usually take anything to restaurants to keep your children entertained?

Almost always Quite often Rarely Never



55%
Colouring books



49%
Toys



44%
Tablet



44%
Phone



39%
Books

ACTIVITIES BROUGHT BY PARENTS VARY DEPENDING ON THE AMOUNT, AGE AND GENDER OF THE CHILDREN.

Number of Children

1 Child



54%

Colouring books

2 Children



56%

Colouring books

3 Children



57%

Tablet

4+ Children



66%

Phone

Age of Children

3-4 Years Old



61%

Toys

5-9 Years Old



58%

Colouring books

10 Years Old



54%

Tablet

11 Years Old



52%

Phone

Gender of Children

Boys

52%

Toys



Girls

60%

Toys

51%

Colouring books



45%

Colouring books

44%

Tablet



43%

Tablet

45%

Phone



41%

Phone

39%

Books

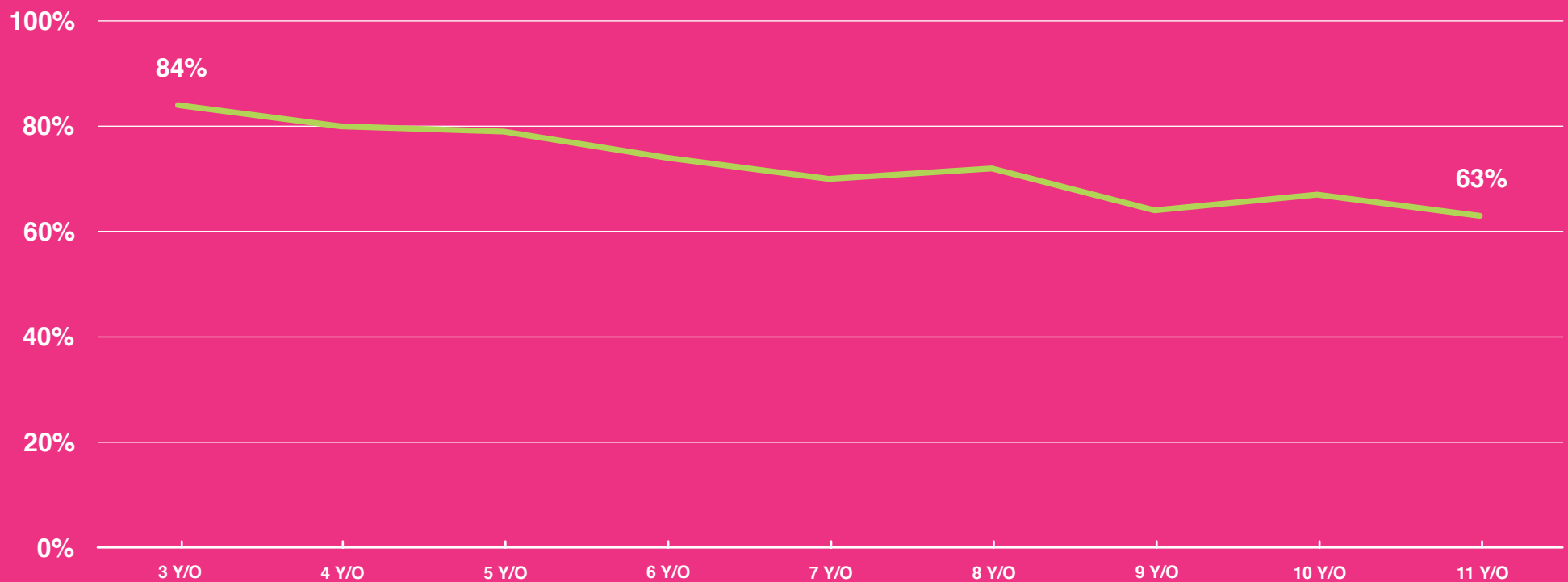


41%

Books

PARENTS ARE LESS LIKELY TO BRING ITEMS TO A RESTAURANT TO ENTERTAIN CHILDREN, THE OLDER THE CHILD IS.

% of parents with children of that age, that almost always or quite often take items to the restaurant to keep their children entertained:





THE ISSUES AROUND KEEPING CHILDREN ENTERTAINED MEAN THAT ACTIVITY PACKS ARE PERCEIVED POSITIVELY.



65%

of activity pack users agree that **activity packs are more beneficial** than electronic devices e.g. iPad/tablet:



72%

of activity pack users agree that activity packs **enhance the family dining experience.**

“It’s hard sometimes to keep my 9 year olds attention unless there is colouring or activity packs as I won’t let her play with devices in a restaurant.”

- Activity pack user, two children aged 9 and 12

“Our children like to do activities sheets and colouring. They love getting little pencils or pens. We don’t allow our children to use technology at a table... we have brought them up to sit and talk to everyone.”

- Activity pack user, two children aged 5 and 6

ACTIVITY PACKS HAVE CLEAR BENEFITS FOR FAMILIES.



76%

of activity pack users agree that activity packs allow them to **relax and enjoy** their meal.



66%

of activity pack users agree that activity packs allow them to **spend longer** in the restaurant.



73%

of activity pack users agree that activity packs keep their children **entertained for a longer period** of time.

OFFERING ACTIVITY PACKS CAN GUIDE RESTAURANT CHOICE.



92%

say activity packs are an **important factor** when deciding which restaurant to visit*.



67%

agree that activity packs are an **added incentive** to visiting a restaurant.



63%

agree that they are likely to **eat out more in restaurants** that provide activity packs.



51%

agree that availability of **activity packs are a driver** when choosing which restaurant to go to.

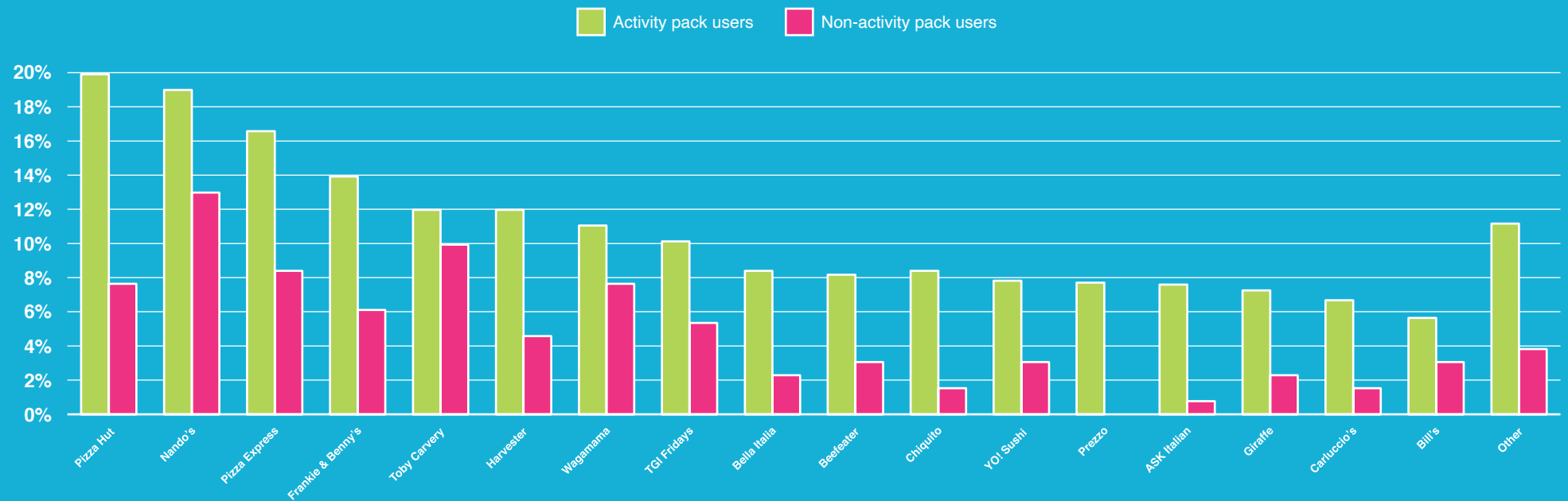


58%

agree that restaurants that provide activity packs are my **'go to'**.

AND IT COULD BE SAID THAT THEY ENCOURAGE FAMILIES TO EAT OUT MORE OFTEN.

Do you feel you are eating out more or less with your children in the following places?
% More often



ACTIVITY PACKS CAN ENCOURAGE FAMILIES TO STAY LONGER,
TEMPTING THEM TO THAT SECOND DRINK OR DESSERT.



74%

agree that activity packs **keep children entertained** for a longer period of time.



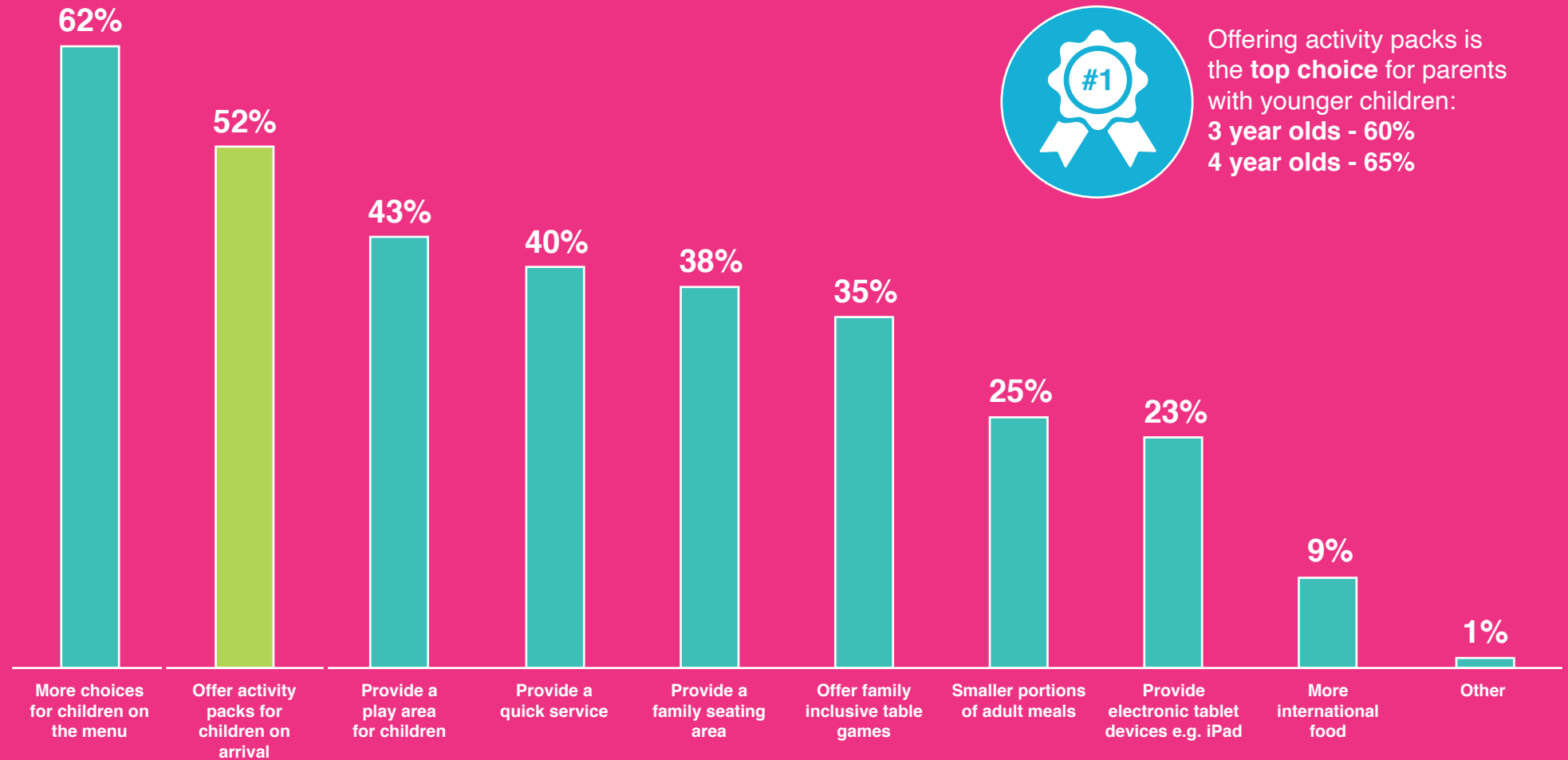
66%

agree that activity packs allow us to **spend longer in the restaurant.**



PROVIDING ACTIVITY PACKS IS AN EASY WAY TO CREATE A BETTER FAMILY DINING EXPERIENCE.

What can restaurants do to create a better dining experience for you and your children?



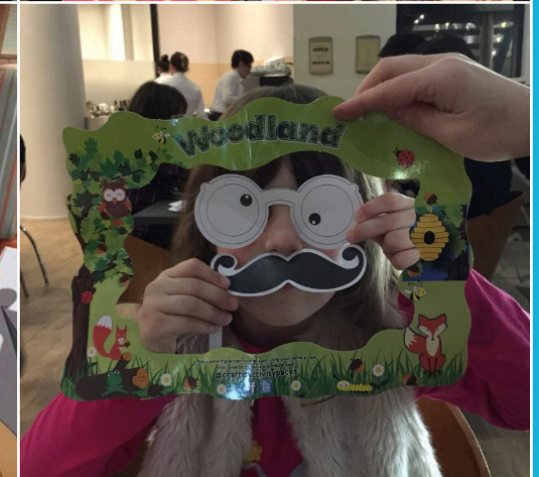
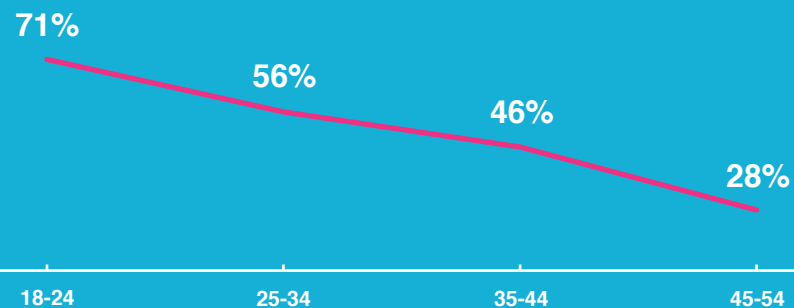
CREATE GREAT ENGAGEMENT ON SOCIAL MEDIA.



50%

of all parents are likely to share their experience on social media

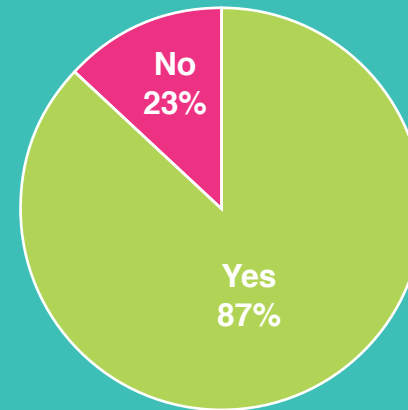
Total likeness for sharing photographs of their dining experience:





NEARLY 9 IN 10 PARENTS USE THE ACTIVITY PACKS PROVIDED BY RESTAURANTS, INCREASING FOR THOSE WITH YOUNGER CHILDREN.

When dining out with children, do you make use of the activity packs provided by restaurants that are designed to keep children entertained?



	3 Y/O	4 Y/O	5 Y/O	6 Y/O	7 Y/O	8 Y/O	9 Y/O	10 Y/O	11 Y/O
Yes	93%	95%	87%	91%	90%	87%	77%	84%	76%
No	7%	5%	13%	9%	10%	13%	23%	16%	24%

WHILST PARENTS FEEL ACTIVITY PACKS ARE MORE SUITABLE FOR YOUNGER CHILDREN,
THERE ARE OPPORTUNITIES TO TAILOR ACTIVITY PACKS TO OLDER CHILDREN.



77%

say activity packs are suitable
younger children.



48%

say activity packs are
suitable older children.



36%

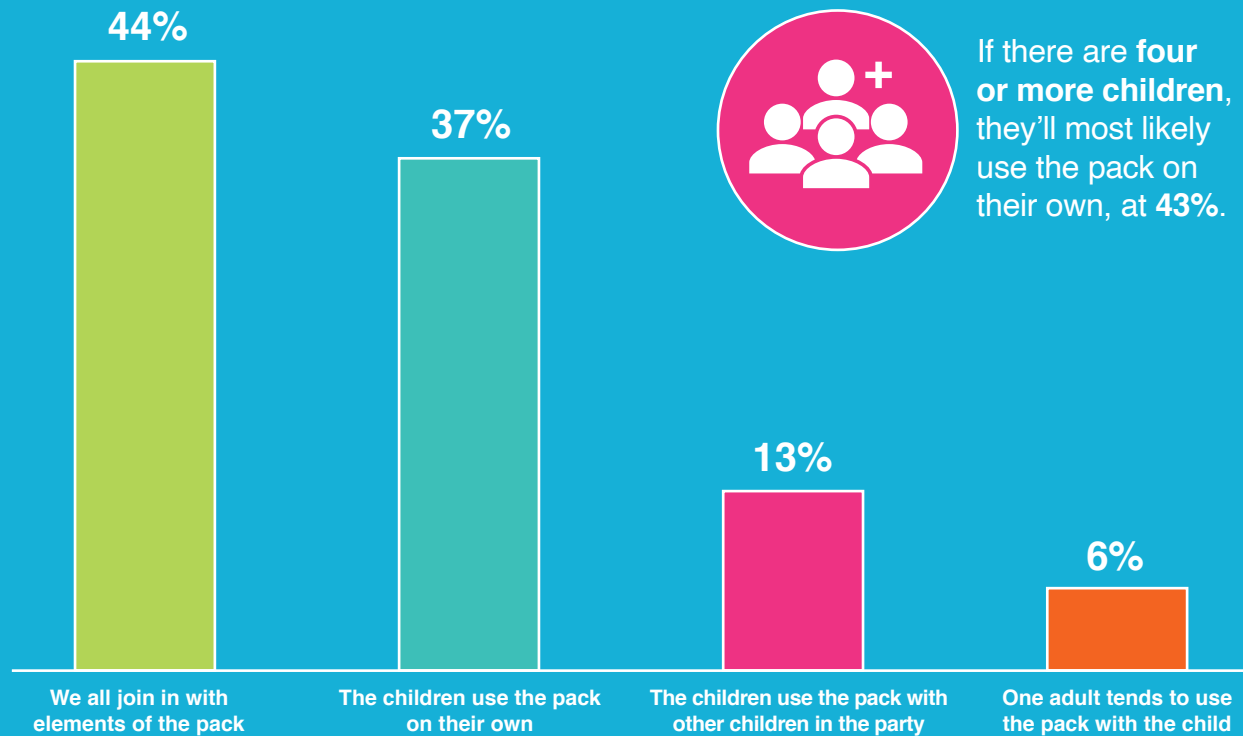
ranked **variety** of things to
entertain kids of **all ages** as
the most important factor
about activity packs.

“Outdoor play area or indoor would be nice, or books, activity packs, age appropriate, as most activity packs are aimed at the very young.”

- One child, aged 8

MANY PARENTS DESCRIBED A MEAL OUT WITH THEIR CHILDREN AS A FAMILY ACTIVITY.

Which of the following statements closely reflects how you like to use the activity packs?



ACTIVITY PACKS ARE MORE ENJOYABLE TO PARENTS THAT USE THEM ALL TOGETHER AS A FAMILY.

Activity pack users that fill them out as a family, rather than just the child doing it, feel more positively.

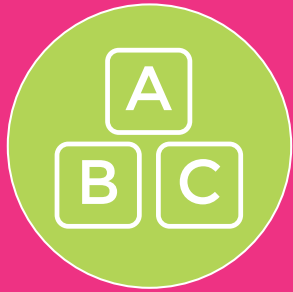
These parents are more likely to say activity packs enhance the family dining experience and are more likely to eat at restaurants that provide them.

% agreement to activity pack statements, by how parents use activity packs

Children use the activity pack on their own Activity pack users that all join in together



IT IS IMPORTANT TO BE EDUCATIONAL AS WELL AS FUN!



54%

agree that it is important that activity packs are educational.

This over-indexes amongst early primary school children:

5 Year Olds

61%

index 114

6 Year Olds

56%

index 105

However, many activity pack users also agree that the **contents in packs are limited, at 62%.**



71%

said their child would be engaged by becoming a character using themed **activity props in a restaurant.**

This rises amongst parents with **younger children** and parents with **four or more children.**

3 Year Olds

83%

index 117

4 Year Olds

84%

index 118

4+ Children

83%

index 117

YOUNGER PARENTS WANT ACTIVITY PACKS TO BE RECYCLABLE AND ENVIRONMENTALLY FRIENDLY, WHILST OLDER PARENTS WANT VARIETY FOR ALL AGES OF CHILDREN.

All elements of the pack should be recyclable:

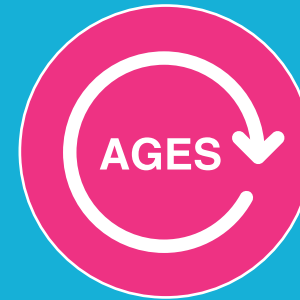


Younger parents rank recyclability as the most important factor for activity packs. They also see this as more important than not having **plastic** in packs.

18 - 24
35%

25 - 34
37%

There should be a variety of things to entertain kids of all ages:



Older parents rank variety as the most important factor for activity packs. This is likely because they have older children, and want activity packs available and **tailored to older children**.

35 - 44
43%

45 - 54
38%

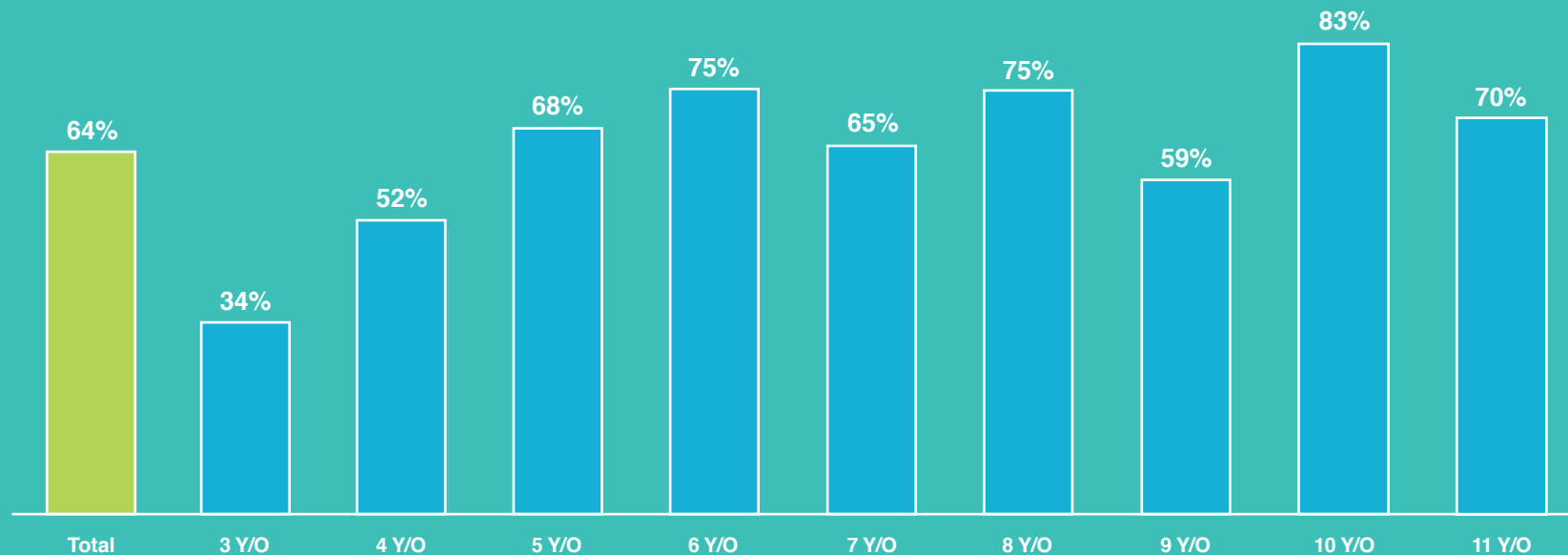
THE DECISION ISN'T ALWAYS MADE BY ONE PERSON.

A quarter of all parents say their **children help out** in the decision making process, when choosing which restaurant to go to.

Whilst parents are influenced by price & availability when deciding where to dine out, children are influenced by activity packs.

61%
agree their children would
choose a restaurant if activity
packs are provided.

% that say children help with then choosing where to dine out - by age of child:



CONTACT US TO FIND OUT MORE:

 (01327) 358508

 theteam@craftis.co.uk

 Craftis Ltd, 8 Foundry Place,
Old Tiffield Road, Towcester,
Northamptonshire, NN12 6FP

