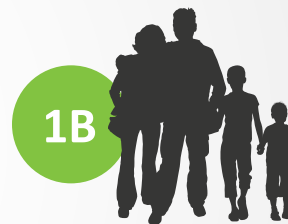


Bringing Families with Kids Back to the Table

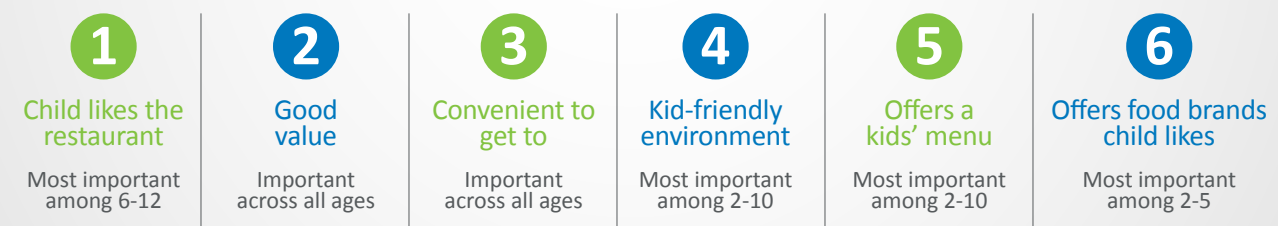
Visits by parties with kids may result in cracker crumbs and O-shaped cereal under the tables, but these customers are a critical part of the U.S. restaurant business. Their visits have slowed recently — how can you get them growing again? **See what we see . . .**

A big opportunity to regain parties with kids traffic

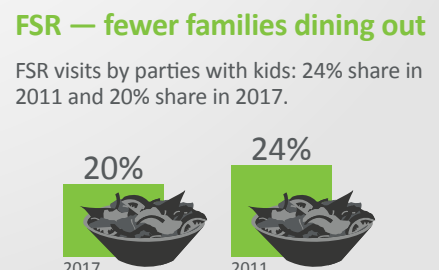
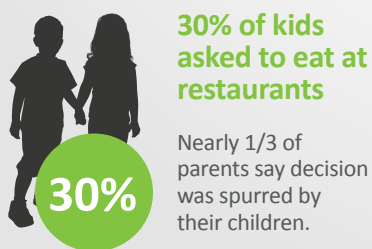
Since 2014, restaurant traffic among families has leveled off; opportunity exists to **win back the over 1 billion visits lost since the recession.**



Top Reasons for Visiting Restaurant with Child



Source: The NPD Group/2017 Parties with Kids: Motivating More Visits Today



Source: The NPD Group / CREST® and custom research, 2017

Parties with Kids: Motivating More Visits Today, a new report from The NPD Group, exposes the barriers to attracting families and reveals workable strategies that can help you bring them back to the table. Get a winning advantage!

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

