

Tork Xpressnap[®]

Express yourself and boost your business





About the survey

Tork commissioned a survey to identify which factors are most likely to attract restaurant-goers to a restaurant, get them to return, and encourage them to spend more money.

The survey results provide insights that will help independent and small chain restaurants overcome these common industry challenges:



Increase traffic



Repeat business



Increase check sizes

Tork commissioned independent firm United Minds to conduct the survey, utilizing a web panel administered by the panel provider CINT.

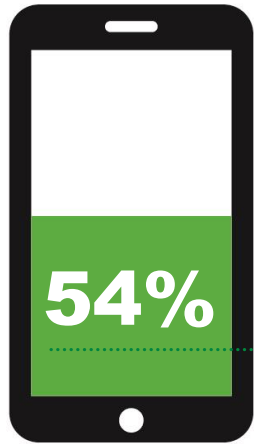
A total of 1027 Americans aged 18-60 who had eaten at a restaurant at least once during the last month were included in the sample and completed the survey. Quotas were enacted in order to ensure that the sample was representative in terms of the distribution of gender, age, and geographical location.

The field period of the survey started July 10, 2017, and ended July 18, 2017.

Visit www.torkusa.com/xpressyourself to learn more about Tork Xpressnap

Social media is the new Word of Mouth

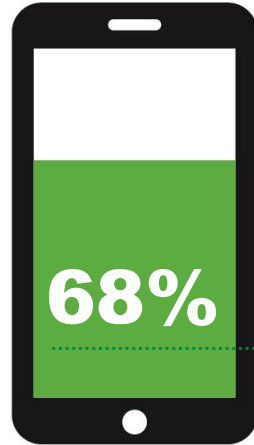
Maintaining an active presence across social media channels is a key way to attract new business.



Of restaurant-goers like spending time on social media to learn about new places to eat.*

Amongst frequent restaurant visitors, the number is **70%**.

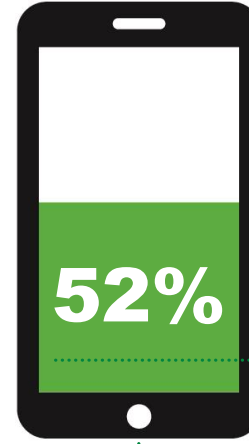
Amongst those who eat out at fast casual restaurants less than 3 times per month, the number is **46%**.



Like it when a restaurant promotes offers on social media.**

For frequent restaurant visitors, the number is **81%**.

For those who visit restaurants less than 3 times a month, the number is **61%**.



Of fast casual restaurant-goers get information about new restaurants primarily via social media.***

These are the most popular channels that people use when looking for new restaurants:****

Facebook	82%	Yelp	34%
Instagram	48%	Snapchat	26%
Twitter	41%	Trip Advisor	20%

Tip!

Tork Xpressnap offers a digital DIY marketing tool that allows you to create a digital ad quickly and professionally so that you can promote a new offer in just a few clicks.

*Q: Do you agree or disagree with the following statements? Option G: I like to spend time on social media learning about new and exciting places to eat

**Q: Do you agree or disagree with the following statements? Option N: I like it when restaurant promote offers on social media

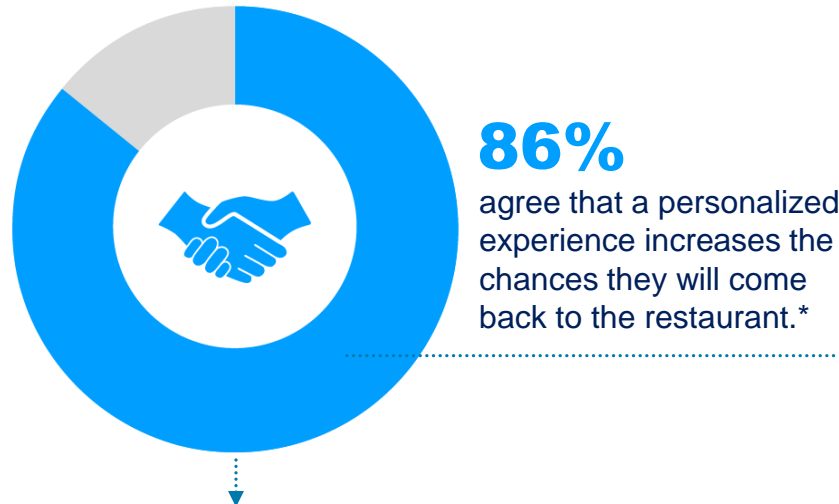
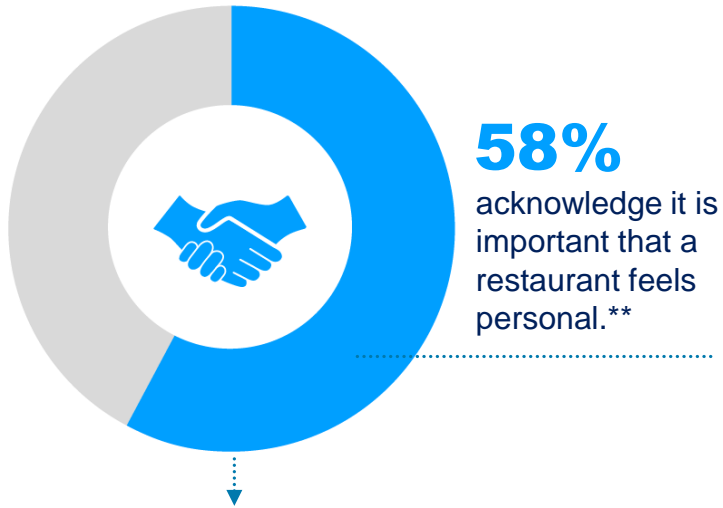
***Q: How do you primarily get information about new restaurants? (respondents could select 2 options)

****Q: You said that you primarily hear about new restaurants through social media and/or crowd-sourced reviews sites. Which channels do you usually get information about restaurants from?

Frequent restaurant visitors: people who eat out at least three times per month

A personal touch can go a long way

Too busy to remember names and regular orders? There are a lot of other ways to provide a personalized experience.



Tip!

Every dispenser is a new opportunity to share your message. Use Tork Xpressnap's Ad-a-Glance feature to show how you give back to the local community.

A personalized experience is important to a majority of restaurant goers, regardless of age. But for millennials it is practically essential.**

Millennials	92%
Gen Y	84%
Baby boomers	60%

Restaurant-goers say the following enhances their sense of a personal experience:***

I am presented with information about the heritage/mission of the restaurant	17%	The restaurant has a unique décor	21%
I am presented with information about how the restaurant supports the local community	21%	I can customize my food/beverage order	53%
The staff remembers my usual order	32%	I am kept informed of events and promotions via social media updates	27%

*Q: How important are the following aspects of a restaurant when you consider going back to the same restaurant? Option I: The restaurant offers you a personal experience

**Q: Is it important that a restaurant feels personal to you? Yes/No/Don't Know

***Q: To those who stated that it is important to them that a restaurant feels personal, which of the following would you say enhances your sense of a personal experience?

Standing out from the crowd can make all the difference

Restaurant-goers appreciate the unique and unexpected. Make sure you stand out, and customers are more likely to come back.



57%

Of restaurant-goers agree that restaurants should be unexpected in their marketing.*



59%

Agree that an eccentric chef or owner increases the appeal of a restaurant.**



58%

Recognize that a unique concept is important when deciding whether to revisit a restaurant.***

Tip!

Use Tork Xpressnap's digital tool to create unique messages that place your eccentric chef or barista at the center of your social media marketing campaign.

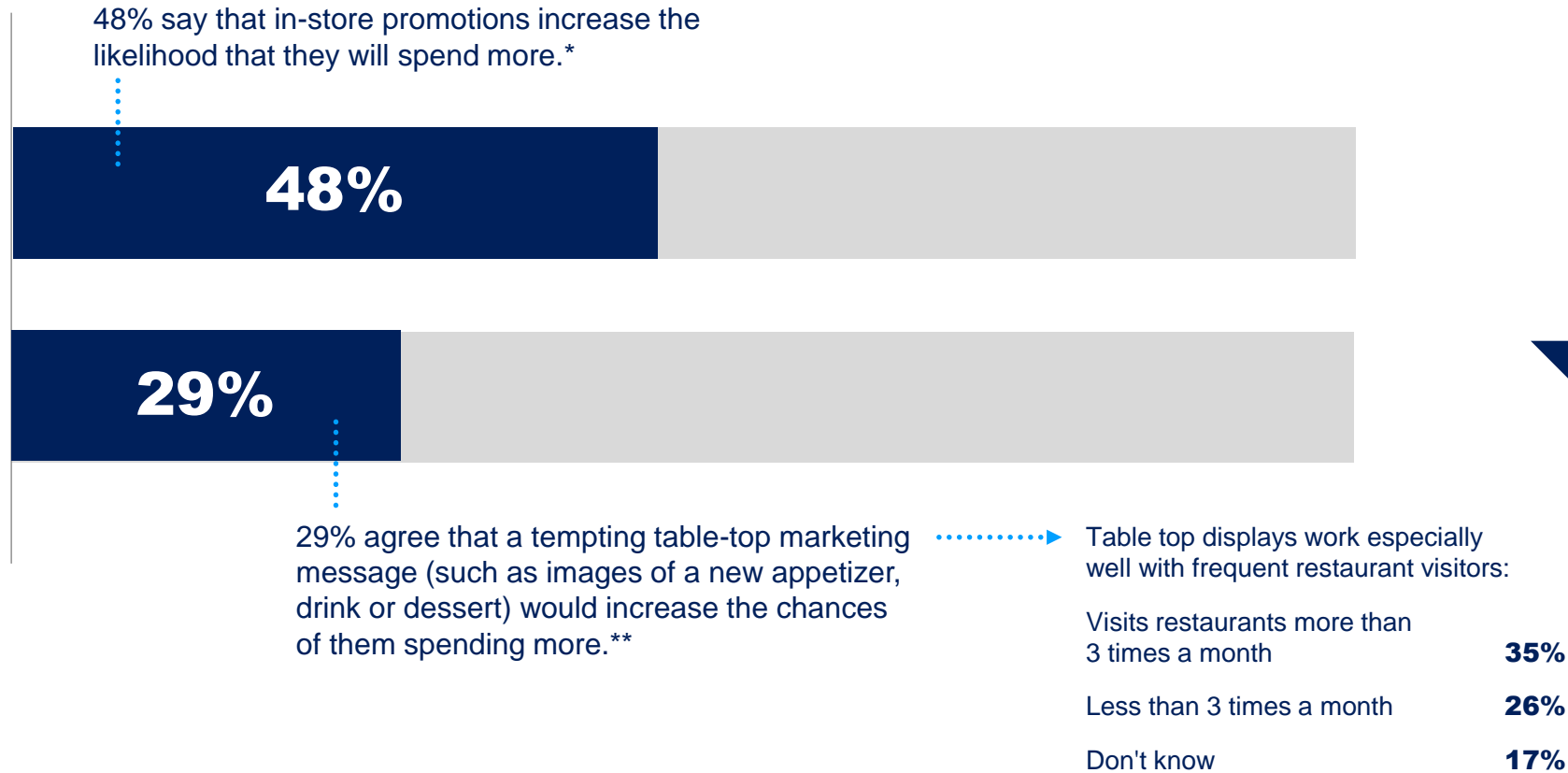
*Q: : Do you agree or disagree with the following statements? Option E: A restaurant should be unexpected in their marketing

**Q: : Do you agree or disagree with the following statements? Option H: An eccentric restaurant chef/owner increases the appeal of a restaurant

***Q: : How important are the following aspects of a restaurant when deciding which restaurant to go to? Option H: Unique Restaurant Concept

The most valuable advertising space could be inside your own restaurant

In-store offers and promotions can prompt customers to spend more than planned.



Tip!

Take a picture of your most popular dessert and upload it to the Tork Xpressnap digital tool to create a mouth watering ad in just a few clicks.

*Q: Which of the following would influence you to spend more money than originally budgeted for when visiting a restaurant? Option I: Special in-store offers/promotions

**Q: Which of the following would influence you to spend more money than originally budgeted for when visiting a restaurant? Option G: A tempting tabletop/point-of-sale marketing message such as images of a new appetizer, drink or dessert

A little extra effort can have a big payoff

Customers will pay more for a personalized experience.



70%

of respondents agree that a personalized experience could increase their willingness to spend more.*

54%

agree that a personalized experience justifies higher prices.**

When asked if a personal experience justifies higher prices, there is quite a difference in opinion depending on what age you are.

Millenials	64%
Gen Y	48%
Baby boomers	38%

Tip!

Use Tork Xpressnap's digital tool to share your restaurant's heritage or mission in store and on your social media channels. This can add to restaurant-goers' sense of a personalized experience.

*Q: Which of the following would influence you to spend more money than originally budgeted for when visiting a restaurant? Option B: The restaurant offers a more personal experience

**Q: Do you agree or disagree with the following statements? Option J: A personal experience at a restaurant justifies higher prices

