

Contents

INTRODUCTION & ABBREVIATIONS

INTRODUCTION

OTHER RELEVANT REPORTS

DEFINITION

ABBREVIATIONS & TERMS

EXECUTIVE SUMMARY

HISPANICS SPEND MORE THAN AVERAGE ON FAST FOOD

ACCULTURATION INFLUENCES LIKELIHOOD OF DINING OUT

HISPANICS LESS LIKELY TO EAT DINNER AWAY FROM HOME

PUERTO RICANS EAT FAST FOOD LESS FREQUENTLY

BURGER RESTAURANTS ARE MOST POPULAR

HISPANICS ARE MORE LIKELY TO DINE WITH CHILDREN

SPENDING ON FOOD

Figure 1 Spending on food and non-alcoholic beverages, at home/away from home, by Hispanic origin, 2001

Chart 1 Spending on food and non-alcoholic beverages, at home/away from home, Hispanic vs non-Hispanic, 2001

Figure 2 Aggregate spending on food and non-alcoholic beverages, by Hispanic origin, 2001

Figure 3 Average spending on food and non-alcoholic beverages away from home, restaurant type and meal occasion by Hispanic origin, 2001

Figure 4 Indexed spending on food and beverages away from home, restaurant type and meal occasion, by Hispanic origin, 2001

USE OF FAST-FOOD AND FAMILY RESTAURANTS

Figure 5 Use of fast-food/drive-in restaurants and family restaurants/steak houses, by Hispanic origin, 2002

Figure 6 Use of fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, by nativity, 2002

Chart 2 Use of fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, by nativity, 2002

Figure 7 Use of fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, by language spoken at home, 2002

Figure 8 Use of fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, by heritage, 2002

Chart 3 Use of fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, by heritage, 2002

Figure 11 Use of fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, by presence of children, 2002

Figure 10 Use of fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, by household income, 2002

Figure 11 Use of fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics for selected metropolitan areas, 2002

MEALS EATEN AT RESTAURANTS

Figure 12 Meals eaten at fast-food/drive-in restaurants and family restaurants/steak houses, meal

occasion by Hispanic origin, 2002

Figure 13 Meals eaten at fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, meal occasion by nativity, 2002

Figure 14 Meals eaten at fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, meal occasion by language spoken at home, 2002

Figure 15 Meals eaten at fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, meal occasion by heritage, 2002

Figure 16 Meals eaten at fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, meal occasion by presence of children, 2002

Figure 17 Meals eaten at fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics, meal occasion by household income, 2002

Figure 18 Meals eaten at fast-food/drive-in restaurants and family restaurants/steak houses by Hispanics for selected metropolitan areas, 2002

FREQUENCY OF DINING OUT

Figure 19 Number of visits to fast-food and family restaurants in previous 30 days, restaurant type by Hispanic origin, 2002

Figure 20 Number of visits to fast-food and family restaurants in previous 30 days by Hispanics, restaurant type by nativity, 2002

Figure 21 Number of visits to fast-food and family restaurants in previous 30 days by Hispanics, restaurant type by language spoken at home, 2002

Figure 22 Number of visits to fast-food and family restaurants in previous 30 days by Hispanics, restaurant type by heritage, 2002

Figure 23 Number of visits to fast-food and family restaurants in previous 30 days by Hispanics, restaurant type by presence of children, 2002

Figure 24 Number of visits to fast-food and family restaurants in previous 30 days by Hispanics, by household income, 2002

Figure 25 Number of visits to fast-food and family restaurants in previous 30 days by Hispanics, restaurant type for selected metropolitan areas, 2002

TYPES OF FAST-FOOD RESTAURANTS VISITED

Figure 26 Types of fast-food/drive-in restaurants visited in previous 30 days, by Hispanic origin, 2002

Figure 27 Types of fast-food/drive-in restaurants visited in previous 30 days by Hispanics, by nativity, 2002

Figure 28 Types of fast-food/drive-in restaurants visited in previous 30 days by Hispanics, by language spoken at home, 2002

Figure 29 Types of fast-food/drive-in restaurants visited in previous 30 days by Hispanics, by heritage, 2002

Figure 30 Types of fast-food/drive-in restaurants visited in previous 30 days by Hispanics, by presence of children, 2002

Figure 31 Types of fast-food/drive-in restaurants visited in previous 30 days by Hispanics, by household income, 2002

Figure 32 Types of fast-food/drive-in restaurants visited in previous 30 days by Hispanics for selected metropolitan areas, 2002

USUAL DINING COMPANIONS

USUAL DINING COMPANIONS AT FAST-FOOD/DRIVE-IN RESTAURANTS

Figure 33 Usual dining companions at fast-food/drive-in restaurants, by Hispanic origin, 2002

Figure 34 Usual dining companions at fast-food/drive-in restaurants, by nativity, 2002

Figure 35 Usual dining companions at fast-food/drive-in restaurants, by language spoken at home, 2002

Figure 36 Usual dining companions at fast-food/drive-in restaurants, by heritage, 2002

Figure 37 Usual dining companions at fast-food/drive-in restaurants, by presence of children,

2002

Figure 38 Usual dining companions at fast-food/drive-in restaurants, by household income, 2002

Figure 39 Usual dining companions at fast-food/drive-in restaurants for selected metropolitan areas, 2002

USUAL DINING COMPANIONS AT FAMILY RESTAURANTS/STEAK HOUSES

Figure 40 Usual dining companions at family restaurants/steak houses, by Hispanic origin, 2002

Figure 41 Usual dining companions at family restaurants/steak houses, by nativity, 2002

Figure 42 Usual dining companions at family restaurants/steak houses, by language spoken at home, 2002

Figure 43 Usual dining companions at family restaurants/steak houses, by heritage, 2002

Figure 44 Usual dining companions at family restaurants/steak houses, by presence of children, 2002

Figure 45 Usual dining companions at family restaurants/steak houses, by household income, 2002

Figure 46 Usual dining companions at family restaurants/steak houses for selected metropolitan areas, 2002

APPENDIX: RESTAURANT GROUPINGS

APPENDIX: RESEARCH METHODOLOGY

CONSUMER RESEARCH

Sampling & Weighting

Presentation & Definition

Further Analysis

TRADE RESEARCH

Informal trade research

Formal trade research

DESK & INTERNET RESEARCH

SOURCES

DEFINITIONS

FORECASTS

APPENDIX: WHAT IS Mintel?

Mintel PUBLICATIONS

Mintel Services

Product retrieval

Retail audits

Tailored research

Global New Products Database

RESEARCH SUPPORT/CONSULTANCY/MIC

The Mintel Information Centre (MiC)

PR Research

US, UC November 2003