



2022 Mother's Day Dining Survey

April 2022

Mother's Day Dining Plans

- In a national online survey of 1,000 adults conducted April 22-24, 2022 by Engine for the National Restaurant Association, individuals were asked a series of questions about their Mother's Day dining plans.
- Overall, 27% of adults said they plan to go out to a restaurant for a special Mother's Day meal this year. 38% of adults said they plan to have a home-cooked Mother's Day meal at their home or someone else's home, while 18% plan to order takeout or delivery from a restaurant for a Mother's Day meal.
- Lunch and dinner are the most popular meals among Mother's Day diners this year. 48% of individuals visiting a restaurant for a Mother's Day meal are planning to go out for lunch, while 45% are planning to go out for dinner.
- 30% of individuals visiting a restaurant for a Mother's Day meal are planning to go out for brunch, while 21% of Mother's Day diners are planning to go out for breakfast for their special meal.

Dining Out Incentives

- Individuals planning to go out to a restaurant for a Mother's Day meal were asked if any of the following options would make them more likely to choose one restaurant over a similar restaurant:
 - It offers a special Mother's Day menu – 46%
 - It offers a free add-in for Mom, such as a special cocktail, dessert, flowers, chocolates, or a small gift – 44%
 - It offers a Mother's Day discount – 41%
 - It offers outdoor seating on a patio, deck or sidewalk – 36%

Takeout and Delivery Incentives

- Individuals planning to order takeout or delivery from a restaurant for a Mother's Day meal were asked if any of the following options would make them more likely to choose one restaurant over a similar restaurant:
 - It offers a free add-in for Mom, such as a special cocktail, dessert, flowers, chocolates, or a small gift – 51%
 - It offers free or discounted delivery – 49%
 - It offers the option to order multi-course meal bundles (such as an appetizer, entrée and dessert) – 44%
 - It offers a Mother's Day discount – 41%
 - It offers curbside pickup – 33%
 - It offers a discount for picking up the order early on Mother's Day – 32%
 - It offers the option of including alcoholic beverages with the order – 29%