



2023 Mother's Day Dining Survey

Summary of Results – April 2023

Mother's Day Dining Plans

- 40% of adults say they plan to use a restaurant as part of a special Mother's Day meal this year. 30% of adults say they plan to go out to a restaurant for a special Mother's Day meal this year, while 13% plan to order takeout or delivery from a restaurant for a Mother's Day meal.
- 3% of adults say they plan to both go out for a Mother's Day meal as well as order takeout or delivery for another Mother's Day meal this year. (In other words, they will use restaurants for more than one meal occasion on Mother's Day.)
- 40% of adults say they plan to have a home-cooked Mother's Day meal at their home or someone else's home this year. 27% of adults are not planning to celebrate Mother's Day with any special meal this year.

On-Premises Mother's Day Diners

- Dinner and lunch are the most popular meals among Mother's Day on-premises diners this year. 43% of individuals visiting a restaurant for a Mother's Day meal are planning to go out for dinner, while 40% are planning to go out for lunch.
- 35% of individuals visiting a restaurant for a Mother's Day meal are planning to go out for brunch, while 10% of Mother's Day diners are planning to go out for breakfast for their special meal.
- Kids will be present at most Mother's Day restaurant celebrations this year. Among adults that are planning to go out to a restaurant for Mother's Day, 59% say their dining party will include children under age 18.
- 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 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 – 43%
 - It offers a special Mother's Day menu – 39%
 - It offers outdoor seating on a patio, deck or sidewalk – 32%



Off-Premises Mother's Day Diners

- Dinner is the most popular meal among Mother's Day off-premises customers this year. 49% of individuals ordering takeout or delivery for a Mother's Day meal are planning to order a dinner meal.
- 40% of individuals ordering takeout or delivery for a Mother's Day meal are planning to order lunch, 21% are planning to order brunch, and 19% are planning to order breakfast.
- 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 Mother's Day discount – 53%
 - It offers a special Mother's Day to-go meal (such as an appetizer, entrée and dessert) – 49%
 - It offers a free add-in for Mom, such as a special cocktail, dessert, flowers, chocolates, or a small gift – 48%
 - It offers free or discounted delivery – 43%
 - It offers a discount for picking up the order early on Mother's Day – 30%
 - It offers the option of including alcoholic beverages with the order – 22%
 - It offers curbside pickup – 20%

Perceptions of Restaurants on Mother's Day

- Whether or not they are planning to use a restaurant for a special Mother's Day meal this year, a strong majority of consumers agree that it enhances their enjoyment of the holiday and is a great way to support local businesses:
 - 93% of adults say dining out or ordering a meal from a restaurant is a good way to support businesses in their community.
 - 88% of adults say going out to a restaurant with family and/or friends on special occasions gives them an opportunity to socialize and is a better use of their time rather than cooking and cleaning up.
 - Among adults that are planning to go out to a restaurant for Mother's Day, this rises to 93%. Among on-premises Mother's Day diners with children under 18 in their dining party, this rises to 94%.
 - 85% of adults say letting restaurants do the cooking for Mother's Day is easy and reduces their stress.



- Among adults that are planning to go out to a restaurant for Mother's Day, this rises to 94%. Among on-premises Mother's Day diners with children under 18 in their dining party, this rises to 96%.