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Bay Area Dining Habits - Chronicle OpenTable Survey

San Francisco Chronicle

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Bay Area Dining Habits

Here are some results from a Chronicle and OpenTable survey of 1,320 Bay Area diners. The survey was conducted online on August 4-5.

Frequency of Dining Out

* Compared to one year ago, how often are you now eating dinner at restaurants?

More often than one year ago 38%

The same 50%

Less often than one year ago 12%

* If you selected "more often," why is this? (Check all that apply):

There are exciting new restaurants 34%

I am being more social 28%

I have more money to spend 25%

I'm dining out more for business 15%

I'm tired of cooking/doing 14%

Restaurant Preference

* What's important to you when you select a restaurant?

Food 66%

Service 26%

Location 5%

Ambience 12%

Price 4%

Note: Figures do not add up to 100 percent because people could check more than one answer.

* How has your eating changed in the last year? (Check all that apply.)

I am eating at more local spots in my neighborhood 58%

I am eating at small-plates restaurants more often 37%

I am eating at ethnic restaurants more often 35%

I am eating at more expensive restaurants 32%

I am consuming fewer carbs 25%

I am eating at cheaper restaurants 14%

I am choosing red meat entrees more often 13%

I am eating at more restaurants with lounges/DJs 6%

Cost of Restaurant Meals

* How much is your average dinner check per person at a restaurant, including drinks, tax and tip?

Price per person

\$15 or below 3%

\$16-\$30 29%

\$31-\$40 27%

\$41-\$50 22%

\$51 or more 18%

* Would you be willing to spend \$50 per person on dinner, including drinks, tax and tip?

Yes 97%

No 3%

* Compared to a year ago, are you now spending more or less when you go out for dinner?

Same 47%

More 44%

Less 9%