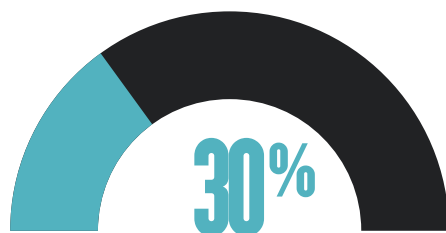


WHO ARE HIGH-FREQUENCY DINERS?



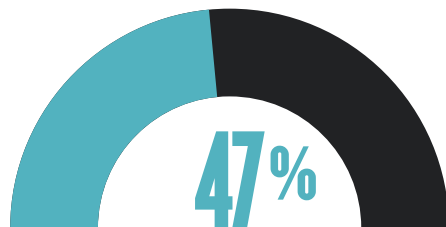
>> ALETHEIA RESEARCH HIGHLIGHTS



30% of respondents **aged 18-44** dine out at least once a week.



27% of Males

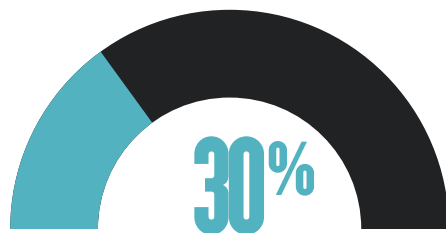


47%

Males are 47% more likely to be high-frequency diners.



17% of Females



30%

30% of **households earning over \$100,000** dine out frequently -
compared to 15% of those earning below \$50,000



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WHO ARE HIGH-FREQUENCY DINERS?



➤ FAMILIES

Parents with kids aged 5-17 are twice as likely to dine out frequently compared to those without kids in that age range.

➤ ALIGNED WITH THE FOLLOWING VALUETYPES

ACHIEVEMENT

Motivated by wealth, status, and recognition.

PURPOSE

Motivated by making a positive impact on others.

PLEASURE

Motivated by enjoyment and fun.

Interested in Aletheia's custom primary consumer research to discover what motivates your customers' purchasing decisions? [Contact us](#)

Source: Aletheia's primary consumer dining survey (Restaurant Dining Study), January 2025.
Sample size: 1,791 nationally representative U.S. adults.