

Table 13. Restaurants and Carry-Outs: Indexed spending by high-income consumer units, 2007

(indexed average annual spending of consumer units with high incomes on restaurant and carry-out food, by before-tax income of consumer unit, 2007; index definition: an index of 100 is the average for all consumer units; an index of 132 means that spending by consumer units in that group is 32 percent above the average for all consumer units; an index of 68 indicates spending that is 32 percent below the average for all consumer units)

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Average spending of consumer units, total	\$49,638	\$101,041	\$77,838	\$91,864	\$126,443
Average spending of consumer units, index	100	204	157	185	255
RESTAURANTS AND CARRY-OUTS	100	200	158	194	241
Lunch	100	182	158	177	206
At fast-food restaurants*	100	169	144	167	192
At full-service restaurants	100	194	165	184	227
At vending machines, mobile vendors	100	93	67	149	76
At employer and school cafeterias	100	203	200	201	208
Dinner	100	209	160	201	258
At fast-food restaurants*	100	160	142	172	166
At full-service restaurants	100	233	167	216	302
At vending machines, mobile vendors	100	48	31	83	35
At employer and school cafeterias	100	159	260	123	99
Snacks and nonalcoholic beverages	100	173	152	187	180
At fast-food restaurants*	100	194	161	218	204
At full-service restaurants	100	143	137	127	161
At vending machines, mobile vendors	100	119	132	120	107
At employer and school cafeterias	100	175	155	206	169
Breakfast and brunch	100	161	140	164	176
At fast-food restaurants*	100	161	151	164	166
At full-service restaurants	100	168	128	161	207
At vending machines, mobile vendors	100	85	81	105	73
At employer and school cafeterias	100	130	131	211	68
Restaurant and carry-out food on trips	100	270	172	241	371

* The category "fast-food restaurants" also includes take-out, delivery, concession stands, buffets, and cafeterias other than employer and school.
Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey

Dinner at Full-Service Restaurants

Best customers: **Householders aged 35 to 64**
 Married couples without children at home
 Married couples with school-aged or older children at home

Customer trends: **Average household spending on dinner at full-service restaurants should rise in the years ahead as growing numbers of baby boomers retire and gain more free time—but only if discretionary income grows.**

The biggest spenders on dinners at full-service restaurants are middle-aged married couples enjoying a leisurely meal. Householders ranging in age from 35 to 64 spend 13 to 19 percent more than average on this item. Married couples without children at home (many of them empty-nesters) spend 37 percent more than average on full-service restaurant dinners. Those with school-aged or adult children at home spend 28 to 46 percent more than average on this item.

Average household spending on dinners in full-service restaurants fell by 2 percent between 2006 and 2007, after adjusting for inflation, as households cut their budgets in the midst of the economic downturn. Spending in the category should rise in the years ahead as baby boomers retire and gain more free time—but only if discretionary income grows.

Table 35. Dinner at full-service restaurants

Total household spending	\$87,816,159,960.00		
Average household spends	730.76		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$730.76	100	100.0%
Under age 25	373.93	51	3.5
Aged 25 to 34	720.38	99	16.8
Aged 35 to 44	827.44	113	22.1
Aged 45 to 54	826.05	113	23.7
Aged 55 to 64	867.16	119	19.2
Aged 65 to 74	633.38	87	8.7
Aged 75 or older	483.35	66	6.3

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$730.76	100	100.0%
Under \$20,000	240.25	33	6.8
\$20,000 to \$39,999	389.15	53	12.4
\$40,000 to \$49,999	591.98	81	8.0
\$50,000 to \$69,999	706.93	97	14.8
\$70,000 to \$79,999	985.16	135	7.8
\$80,000 to \$99,999	976.85	134	10.9
\$100,000 or more	1,700.80	233	39.9
HOUSEHOLD TYPE			
Average household	730.76	100	100.0
Married couples	962.92	132	66.6
Married couples, no children	1,000.05	137	29.5
Married couples, with children	946.58	130	32.3
Oldest child under age 6	810.45	111	5.4
Oldest child aged 6 to 17	937.79	128	16.3
Oldest child aged 18 or older	1,063.87	146	10.7
Single parent with child under age 18	498.73	68	4.1
Single person	427.03	58	17.4
RACE AND HISPANIC ORIGIN			
Average household	730.76	100	100.0
Asian	808.76	111	3.9
Black	381.30	52	6.3
Hispanic	538.88	74	8.7
Non-Hispanic white and other	811.20	111	84.7
REGION			
Average household	730.76	100	100.0
Northeast	822.95	113	21.0
Midwest	650.31	89	20.3
South	695.84	95	34.2
West	791.95	108	24.5
EDUCATION			
Average household	730.76	100	100.0
Less than high school graduate	285.05	39	5.9
High school graduate	505.79	69	17.5
Some college	643.23	88	19.2
Associate's degree	733.92	100	8.9
College graduate	1,194.71	163	47.3
Bachelor's degree	1,079.11	148	27.7
Master's, professional, doctoral degree	1,395.45	191	19.5

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey