



Fast Food Nations

New Ipsos International Survey Shows Americans In League Of Their Own When It Comes To Eating Out And Eating On The Run

New York, NY, April 11, 2005 – When it comes to eating out, eating on the run or bringing home prepared food, no one does it more often than Americans do, a new survey of eating habits in 11 countries shows.

Ipsos's global reporting service, *World Monitor*, surveyed adults in Australia, China, France, Germany, Italy, Japan, Mexico, South Korea, Spain, the United Kingdom, and the United States, asking them how often they eat at a restaurant, eat take-out food bought from a restaurant, deli, or food-stand, and eat on their way to somewhere else. In each case, Americans came out on top.

Americans and South Koreans top the list when it comes to the most regular restaurant customers, with over 6 in 10 saying they eat a restaurant meal at least once a week and over 3 in 10 doing so more than once a week. Only 4% of surveyed Americans (and 12% of South Koreans) said they never eat at restaurants.

Americans again top the list in terms of the regularity of their take-out behaviors: nearly two-thirds (63%) of them report eating take-out food at least once a week, with nearly 4 in 10 (37%) eating it more than once a week. Australians are also very familiar with take-out: over half (54%) eat it at least once a week and 22% eat it more often. Only 1 in 10 surveyed Americans and Australians said they never get take-out.

And Americans by far outdistance other nationalities in their eating-on-the-go tendencies: over 4 in 10 (42%) reported eating while en route to somewhere else at least once a week and one-quarter (24%) said they do so more frequently.

"In the U.S., the home seems to be losing ground as a place where people cook and eat their meals. As an on-the-go lifestyle has become more and more prevalent, the way Americans eat—including where they eat and the amount of time they devote to meal preparation and consumption—has obviously been affected," said Kiley Turner, *World Monitor's* editor in chief.

EATING OUT: A GLOBAL THING

Other nationalities also have distinctive characteristics that emerged from the Ipsos research:

- South Koreans hit a restaurant as regularly as Americans do, though they might be described as moderate in their take-out and eat-on-the-go habits;
- Urban Chinese are also quite involved in restaurant culture, but they are real pros at take-out cuisine;
- Japanese fall behind their Asian neighbors when it comes to restaurant and take-out practices, but they are more accustomed than their neighbors are when it comes to eating on the way to somewhere else;
- Of surveyed Europeans, Spaniards, French, and Italians are—of the three behaviors—most inclined to sit down at a restaurant and least inclined—of the entire sample—to eat on the go, while Germans and Britons are more familiar with take-out as well as eating on the go;
- Urban Mexicans post relatively modest proportions of between one-quarter and one-third reporting an at-least-weekly observance of the three behaviors;
- Australians aren't noteworthy for particularly regular restaurant or eating-on-the-go habits, but they do know their take-out.

The *World Monitor* Research Methodology

The data presented in this alert come from an *Ipsos World Monitor* survey conducted in Australia, China, France, Germany, Italy, Japan, Mexico, South Korea, Spain, the United Kingdom, and the United States between the dates of November 12 and December 10, 2004. Samples in nine of the 11 countries were national; while in China and Mexico they



were urban-only. Telephone interviewing was used for the national samples, and in-person interviewing was used for the urban samples. *World Monitor* typically has sample sizes of 500 in each national market; 1,000 in the United States. For countries with the samples of 500, the margin of error can be said to be within ± 4 percentage points. For the U.S. sample of 1,000, it would be ± 3 percentage points.

For further information on *Ipsos World Monitor*, please contact Kiley.Turner@ipsos-na.com or visit www.ipsos-na.com/wm.cfm.

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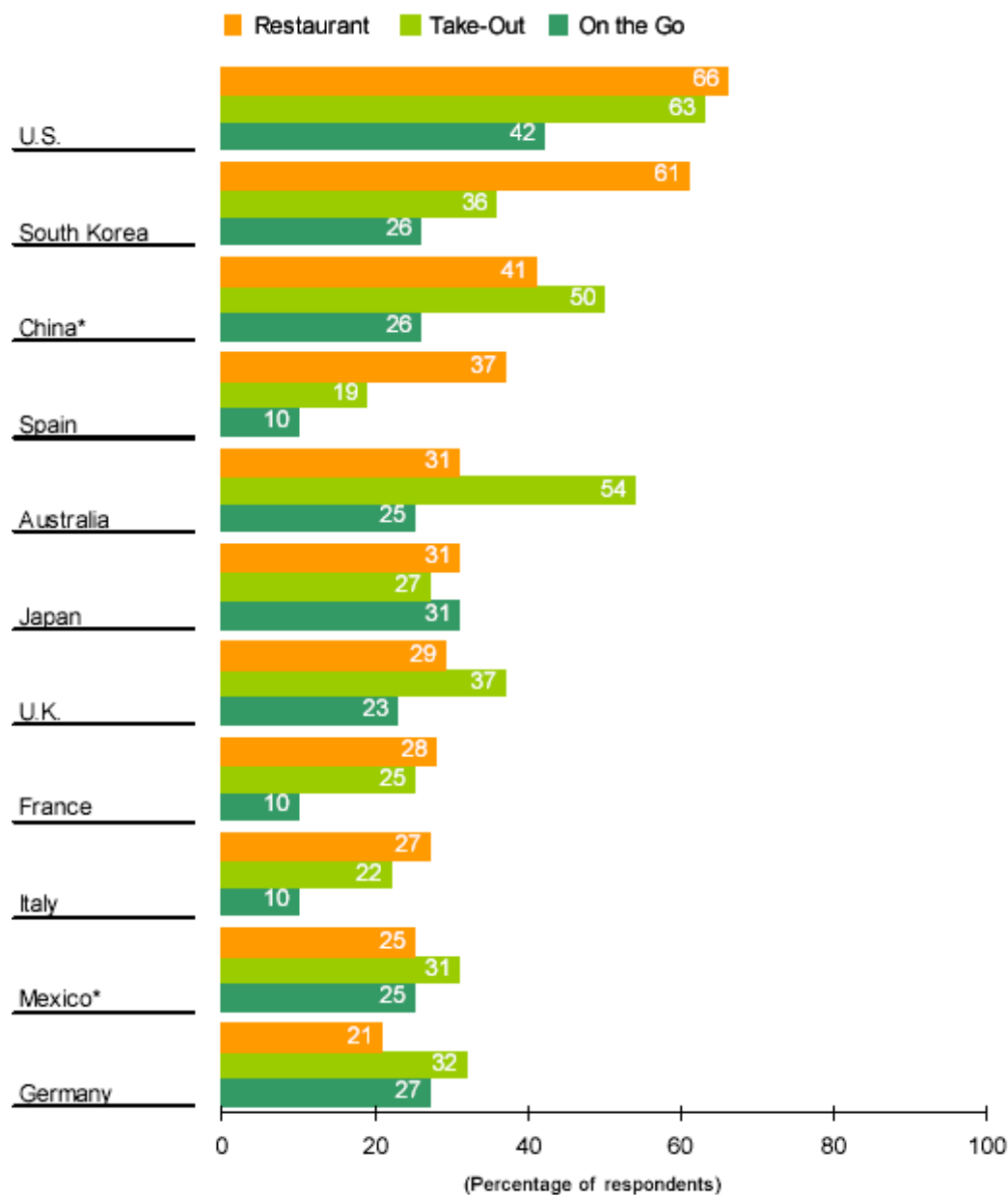
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At-Least-Weekly Eating at Restaurants, Getting Take-Out, and Eating on the Go

"In a typical week, how often would you say you eat at a restaurant; eat take-out food bought from a restaurant, deli or food-stand; eat on your way to somewhere else—every day, most days, a few days a week, once a week, less than once a week, or never?"



* Urban-only samples.

