



Shopper
Insights



The Role of Phones at the Dinner Table

Key Findings

- Family dinnertime is alive and well in the U.S., with **most dinners eaten together**
- Phone use during meals has become commonplace, both at home and at restaurants
- However, **most people really don't like it**, with 42% saying it's downright rude
- Expectedly, **younger generations are much more tolerant** of phones at the table
 - Males are also far more likely to be ok with it
- In households with kids, adults are, interestingly, more likely to be on their phones during meals than kids
 - Over 20% of parents do not allow phones at the table, while at the other end of the spectrum, another 20% don't have specific rules in place
- Most people acknowledge that phone use at the table is not a good habit; in fact, in over half of households with kids, it is **usually suggested that everyone put their phones down**
- Thanksgiving phone rules may be stricter, with 4-in-10 saying that phones will 'absolutely not' be allowed during the meal



Overall Awareness of National *Food Not Phones* Day

9%

Among HHs with kids

19%

Among Gen Z

15%

Shopper research conducted through Acosta Group's
proprietary Shopper Community

October 25-30, 2023 / N = 1,163 U.S. adults 18+

Eating Dinner Together (at home or away)

Most people have their evening meal with others, especially households with kids

All the time 39%

Most of the time 25%

About half the time 12%

Less than half the time 10%

Rarely or never 14%

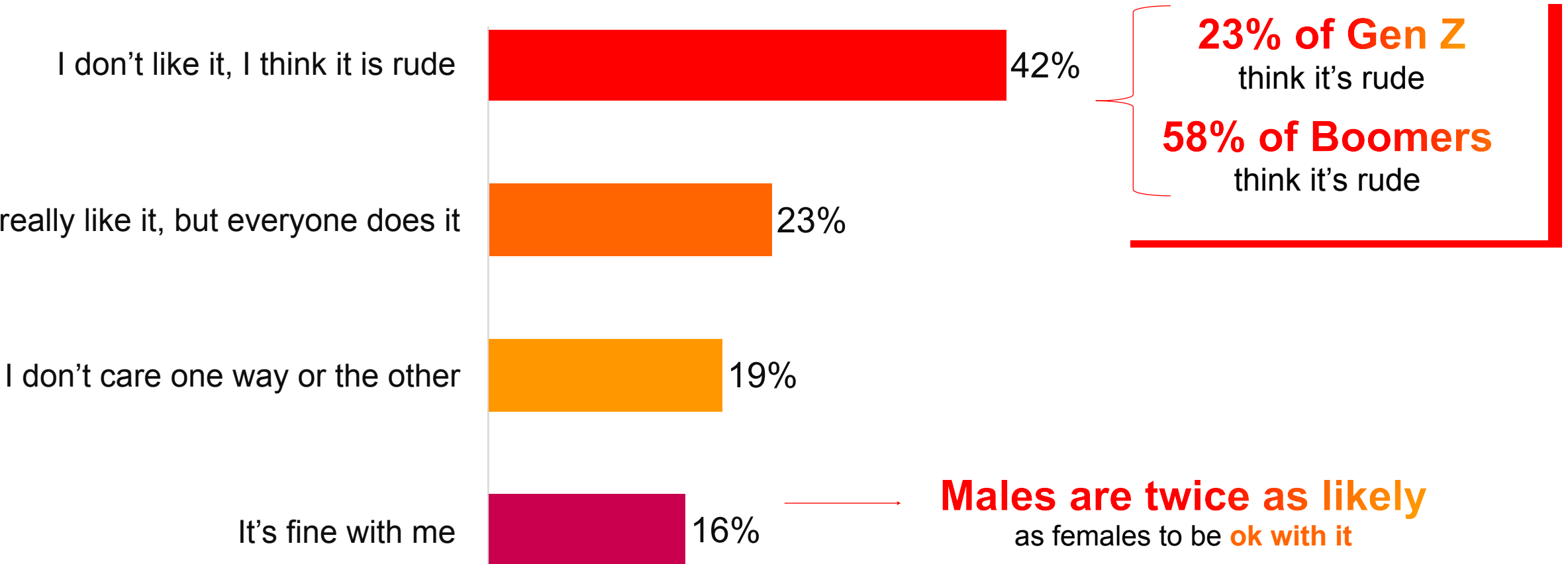
64% are eating dinner together all or most of the time

77% of households with kids are eating dinner together all or most of the time



Sentiment Around Phone Usage During Mealtime

Most people really don't like cell phones to be used while dining with others, but younger generations and men are far more tolerant



Bringing Phones to the Table (at home)

31% of **Boomer** households rarely or never bring their phone to the table



Most households have someone with a cell phone at the table during mealtime, especially Gen Z households

All the time 17%

Most of the time 22%

About half the time 23%

Less than half the time 18%

Rarely or never 19%

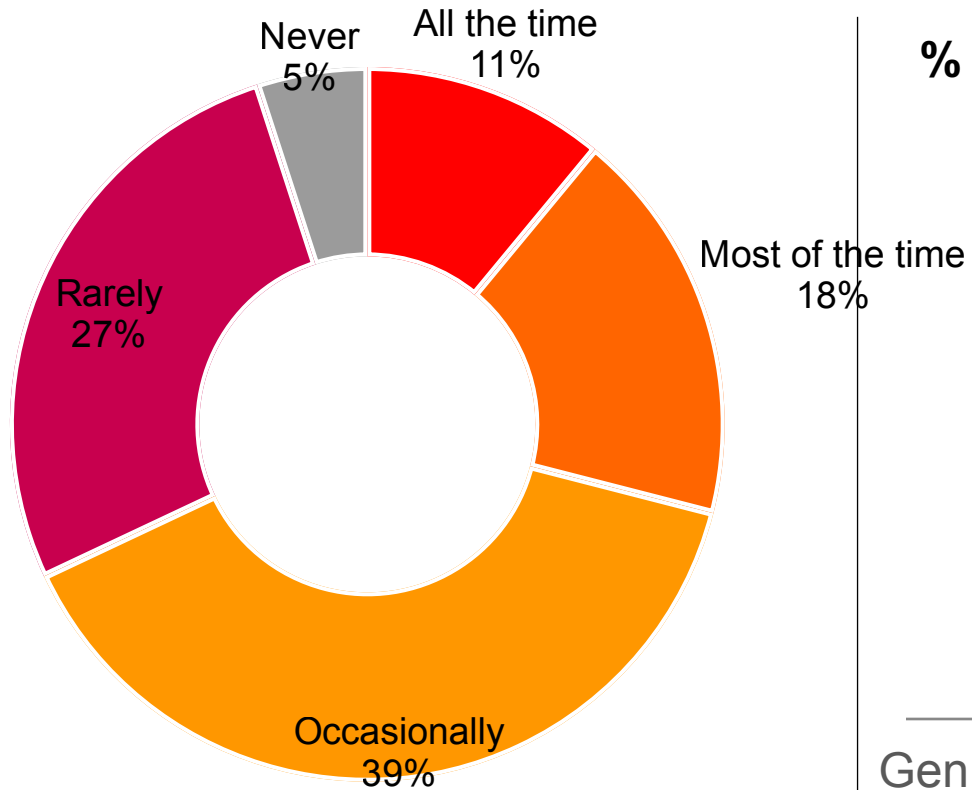
39%

**Gen Z
Households
60%**

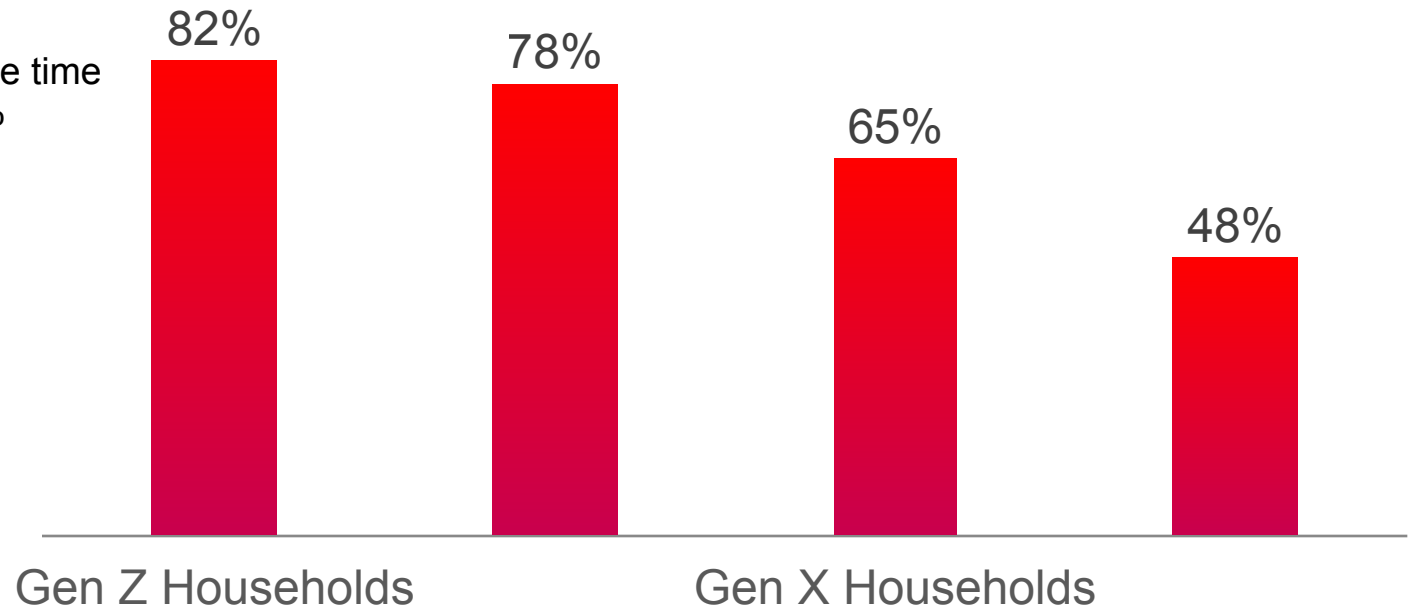
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Using Phones at the Table (at home)

68% of households have someone *using* their phone during mealtime with others at least occasionally

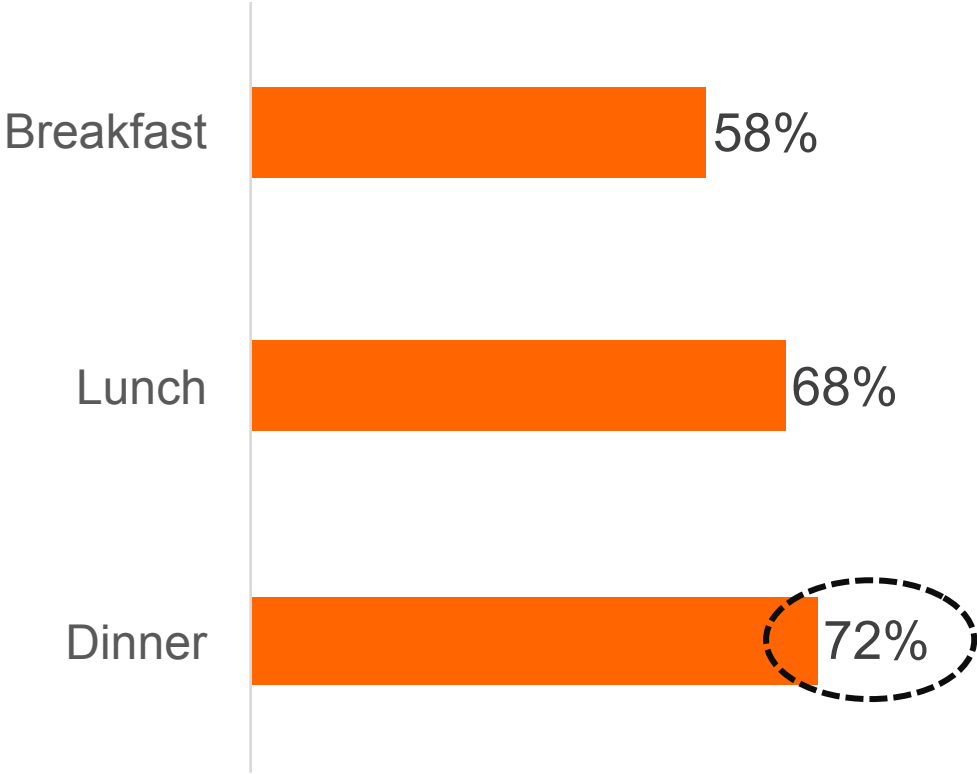


% of households where phones are being used at the table at least occasionally



Phone Use by Meal Occasion

People are using their phones at the table across all meal occasions, especially at dinner



Who's Using Their Phones?

Adults are bigger offenders than the kids!

Households with Kids:

64% adult male

52% adult female

39% kids 13-17

25% kids < 13



Parental Rules:

24% Not allowed at table

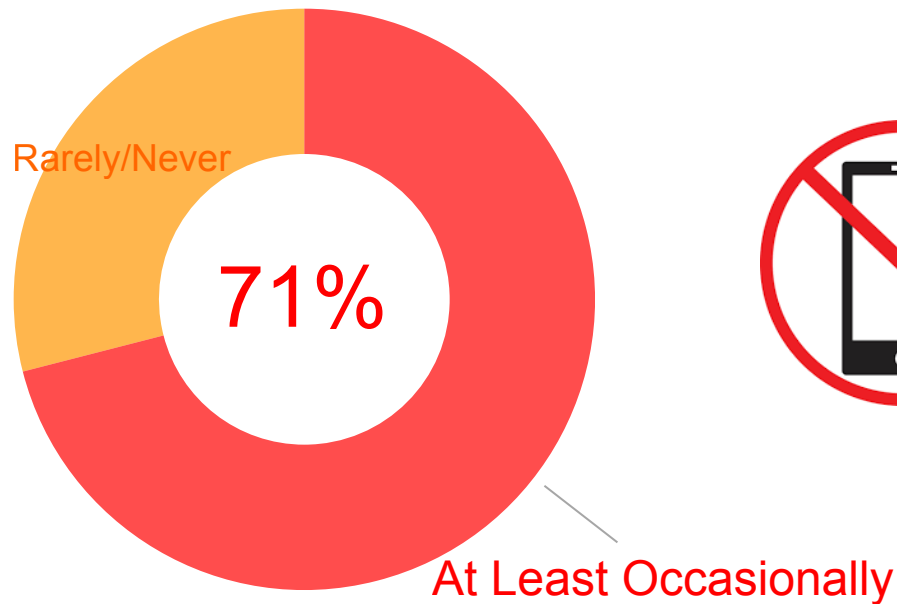
44% Allowed if something needs immediate attention

21% No rules

Does Anyone Ever Suggest Putting the Phones Down (at home)?

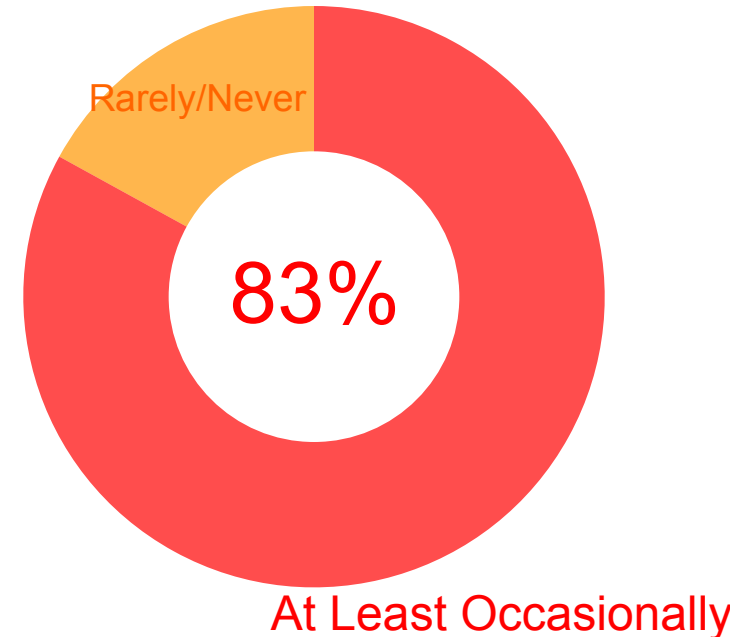
In most households, it is suggested to put phones down when eating at the table, at least occasionally if not more

All Households



All / Most of the Time = **39%**

Households with Kids

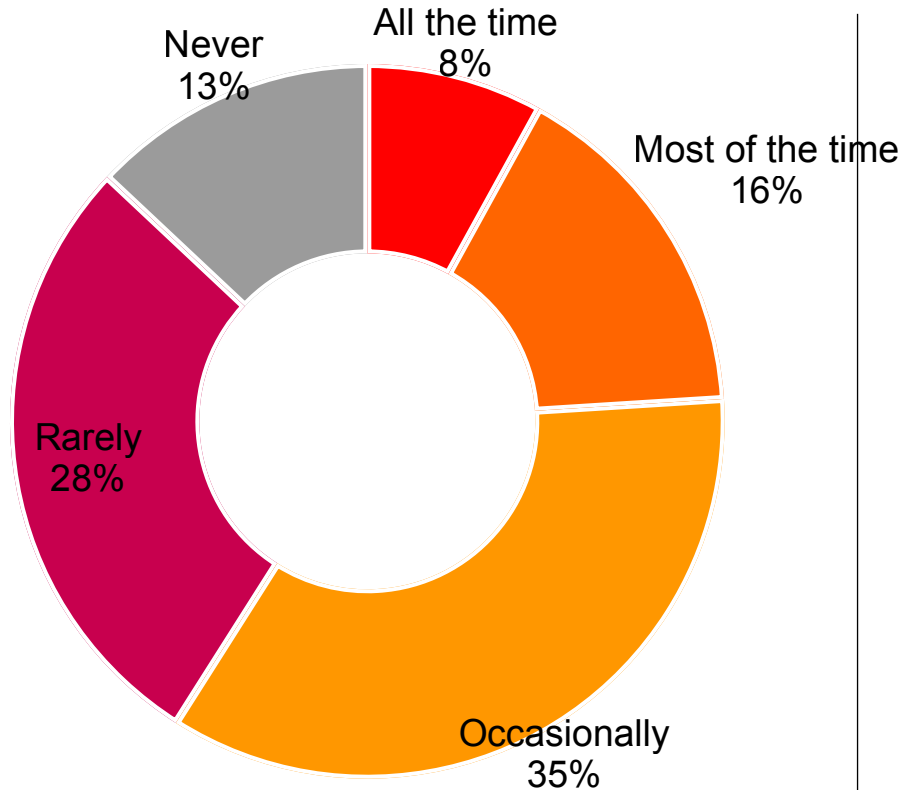


All / Most of the Time = **55%**

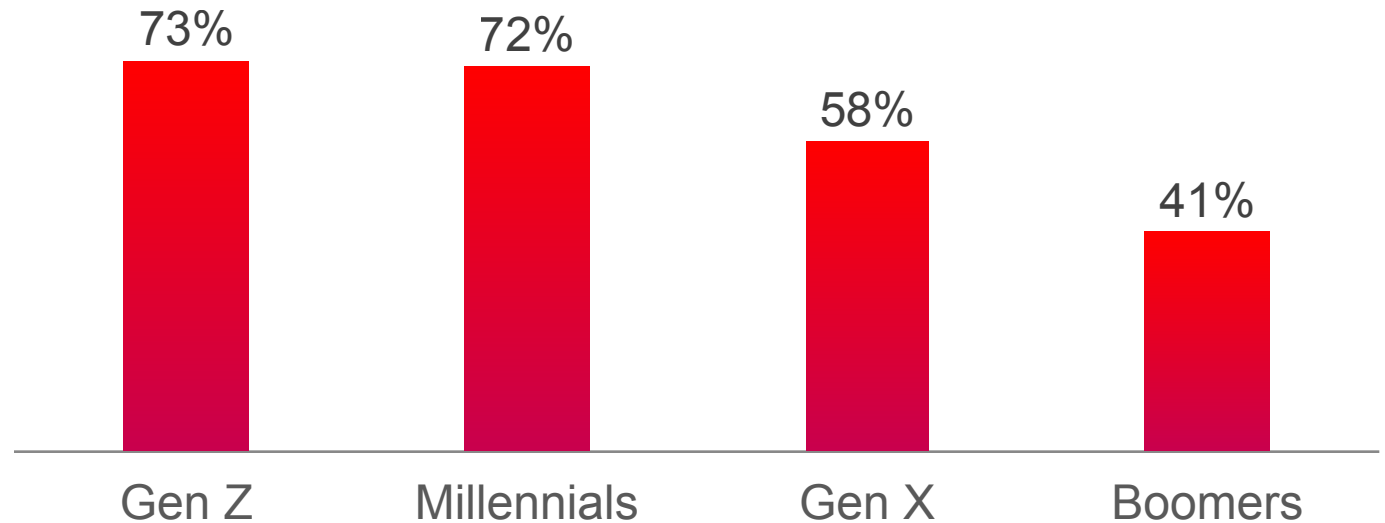


Phone Use at Restaurants*

Phone use at restaurants is also prevalent, particularly among younger generations



% Claiming phone usage at the table in restaurants (at least occasionally)



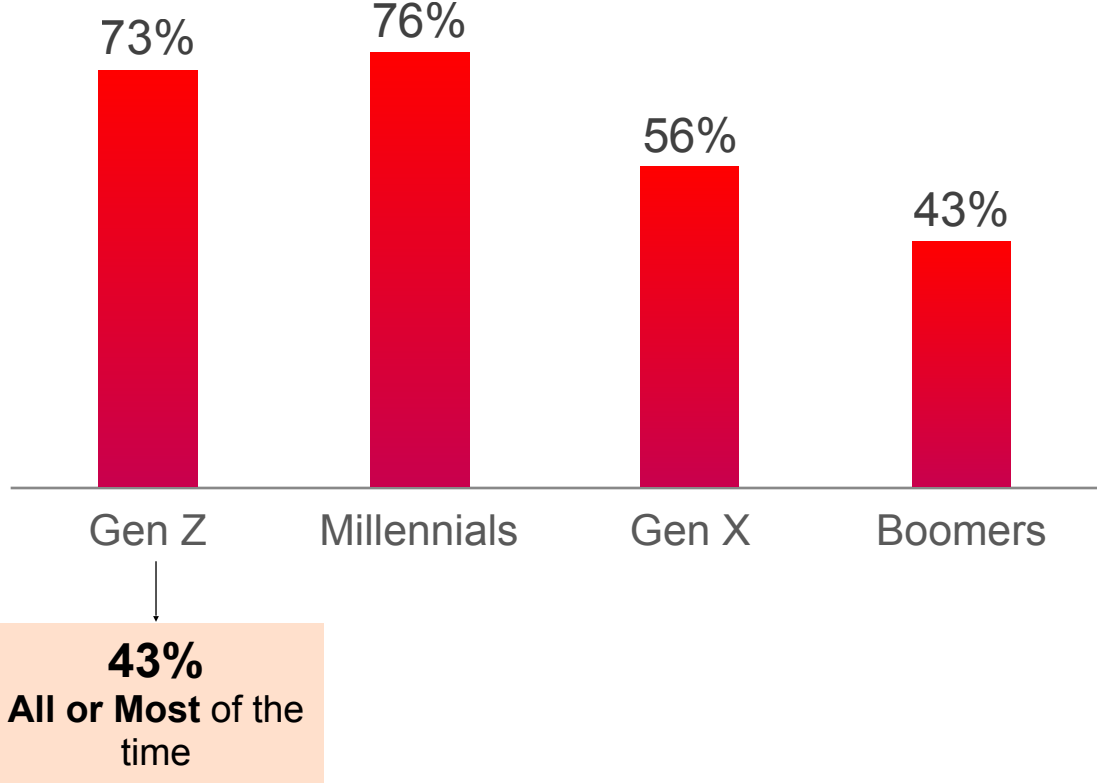
Someone suggests putting phones down at restaurants 67% of the time

Taking Pictures of Food at Restaurants

Younger people are much more likely to have food picture taking as part of their dining out experience

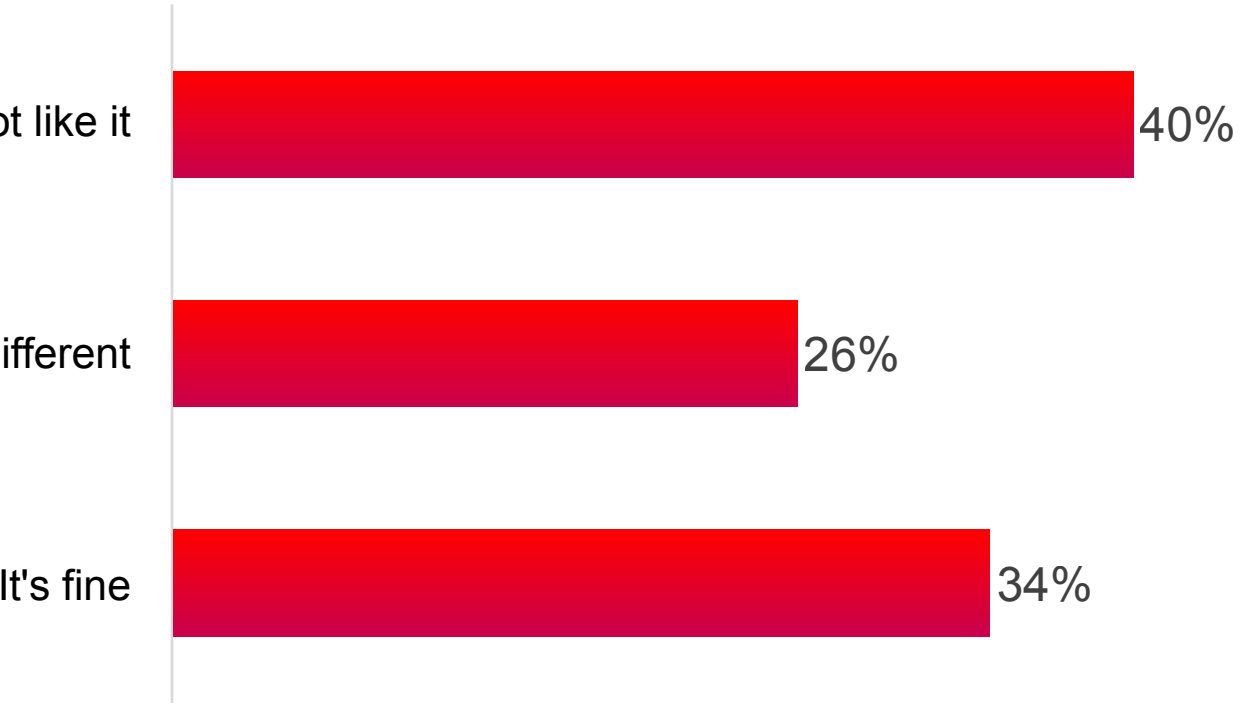


At least occasionally...



Sentiment Around Menu QR Codes at Restaurants

The use of a QR code to view a menu is very polarizing, with 60% of Boomers not liking it at all

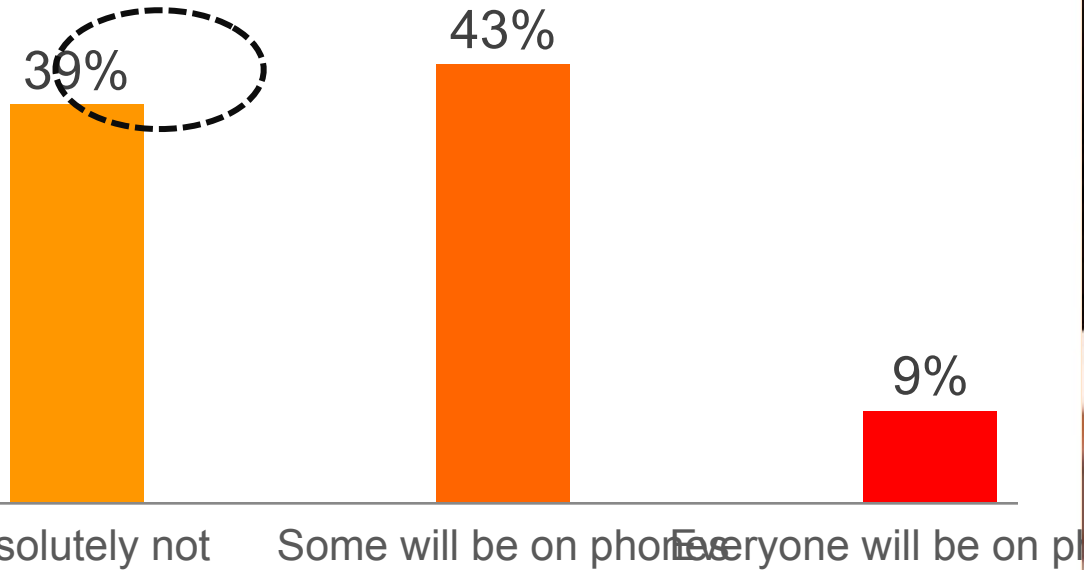


80% of Gen Z are **fine** with it or indifferent

40% of Boomers are **fine** with it or indifferent

Thanksgiving: Phone Rules and Usage

4-in-10 households will not allow phones at the Thanksgiving table



53% of Boomers say phones will **not be allowed** at the Thanksgiving table

Awareness of *Food Not Phones* Day

Food Not Phones Day

9% have heard of
National Food Not
Phones day



19% of Households with Kids

15% of Gen Z

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**THANK
YOU**

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Acosta Group owns and maintains a proprietary Shopper Community of over 40,000 U.S. household shoppers who provide feedback on what drives their shopping and consumption behaviors – insights which brands and customers need to solve critical business issues.

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