

TIKTOK'S MAJOR INFLUENCE ON TODAY'S DINING BEHAVIOR

TikTok has changed the way people discover restaurants, and has them driving further and spending more.

FROM DISCOVERY TO REAL-WORLD ACTION

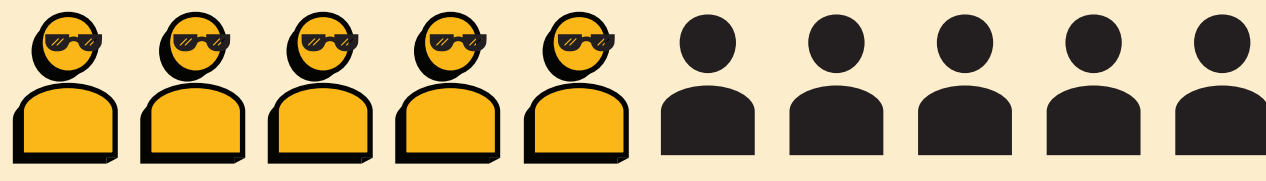
38% of TikTok users have visited a restaurant and/or ordered food from a restaurant after seeing a TikTok video about it.

THAT'S APPROXIMATELY 51.8 MILLION DINERS – ENOUGH PEOPLE TO WRAP AROUND THE EARTH'S EQUATOR TWICE.



MILLENNIALS ARE ESPECIALLY INSPIRED

More than half (53%) of the platform's millennial users have visited a restaurant and/or ordered food from a restaurant after seeing it on TikTok.

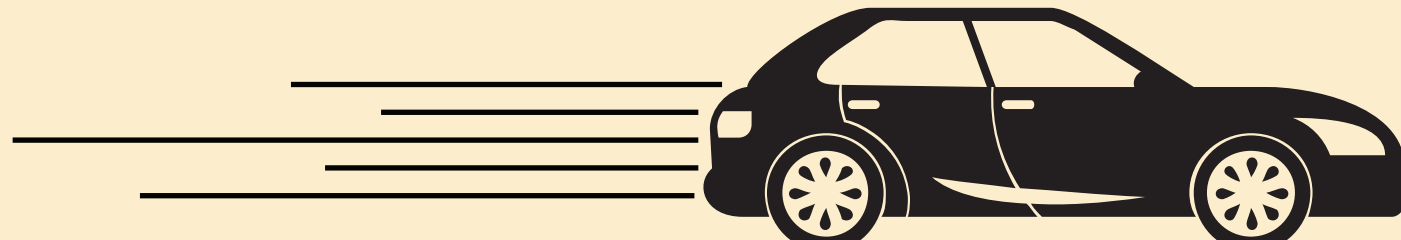


MORE THAN ANY OTHER GENERATION, MILLENNIALS' REAL-WORLD DINING DECISIONS ARE BEING INFLUENCED BY TIKTOK.

GOING THE EXTRA MILE

30% of surveyed TikTok users have traveled longer than they normally do to visit a restaurant after seeing it on TikTok.

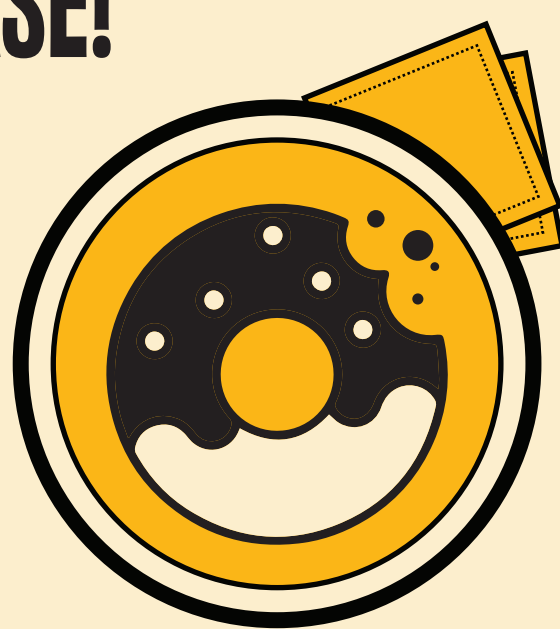
IN A WORLD WHERE MOBILE ORDERING AND DELIVERY REIGN SUPREME, TIKTOK IS ACTIVATING USERS TO SEEK OUT IN-STORE DINING EXPERIENCES AND HAS THEM TRAVELING LONGER DISTANCES THAN THEY EVER HAVE.



INCREASED CHECK PLEASE!

28% of surveyed TikTok users have visited a restaurant that was slightly more expensive than the ones they usually visit after seeing it on TikTok.

TIKTOK IS HELPING ITS USERS TO OVERCOME PRICE FIXATION, AND HAS THEM OPENING THEIR WALLETS TO EXPERIENCE THE RESTAURANTS THEY'VE SEEN WHILE SCROLLING.



FOCUS ON THE FOOD

For restaurants hoping to stir up business from TikTok, **focusing on the food** seems to be the best advice as most users were inspired by menu items that whet their palates.



72%
said it was appetizing looking food



45%
said it was a unique menu item



42%
said it looked like a fun place to go with friends or family



38%
said it showed a cool way of serving the food or drink



37%
said it showed a cool atmosphere



30%
said it had a great view

Survey conducted by



Restaurant Franchise Marketing Experts
restaurantmarketing.mghus.com

Results are based on an online survey of 917 U.S. adults using the SurveyMonkey Audience Panel and conducted by MGH – a full-service marketing agency serving the restaurant industry and beyond. The survey results have a 3.2% margin of error at the 95% confidence level.