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Millennial Parents

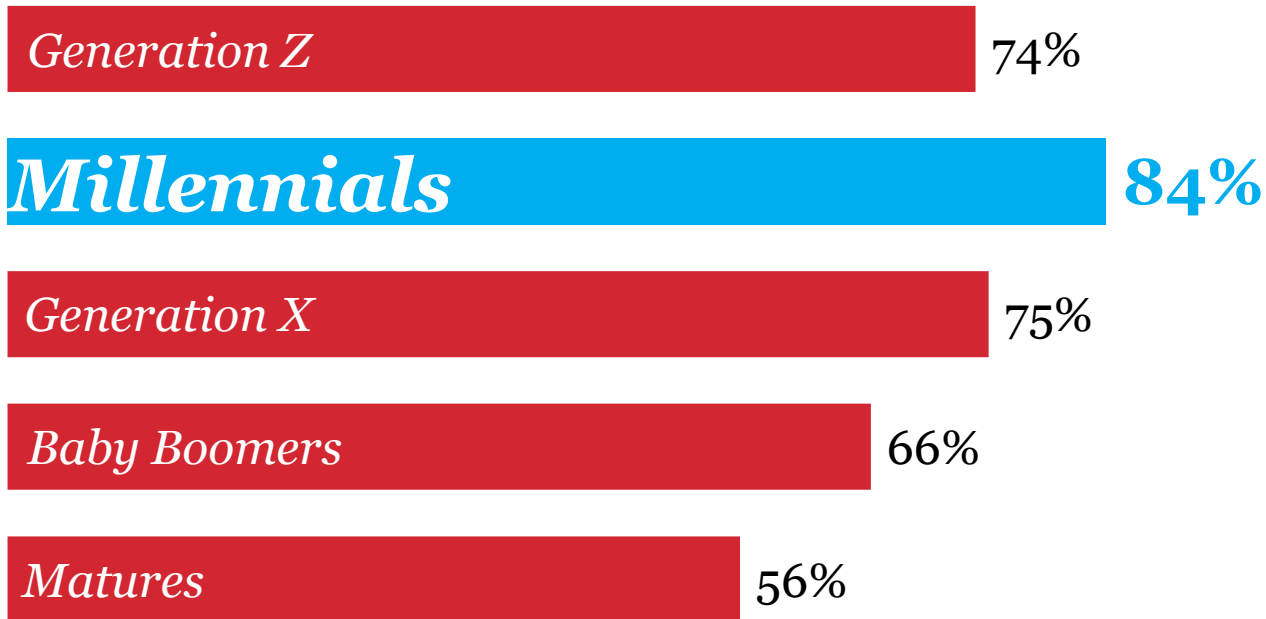
Key U.S. Insights



**Smart Support Promotional Content
August 2017**

Connecting with millennials is essential, as they are the primary foodservice consumer

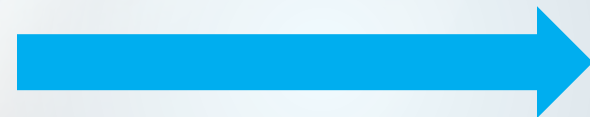
Restaurant Patronage (Once A Week+)



But this once homogenous population is becoming more complex as MORE MILLENNIALS ARE BECOMING PARENTS



40%
*of millennials
are parents in
2017*

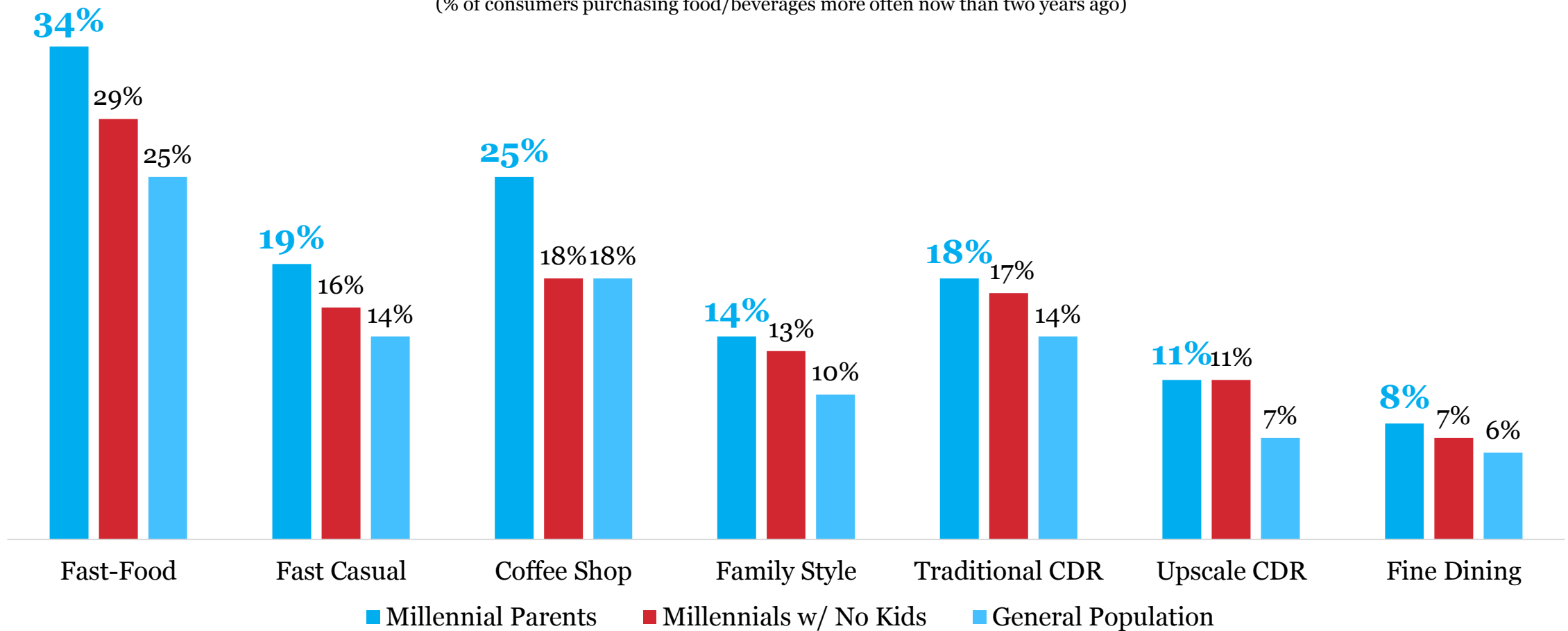


80%
*of millennials
will be parents by
2026*

Additionally, millennial parents have increased their restaurant patronage at a faster rate than either millennials without kids or the general population

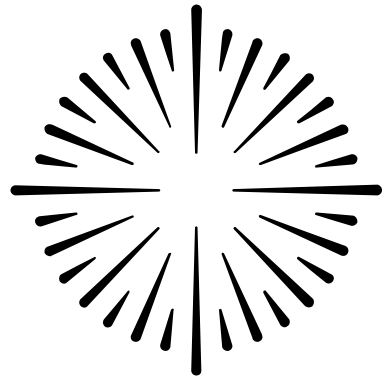
Increased Restaurant Patronage

(% of consumers purchasing food/beverages more often now than two years ago)



Want to view the full report?

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