

# Passion Points Posts

Bite-sized emotional insights for ambitious brands and media properties



August 18, 2020

## The New Emotional WHY of Family Restaurant Dining

Three surprises revealed by our latest Passion Points data on what will bring families into restaurants in a post-Covid world. Spoiler Alert: Kid meals may no longer be the key to family success.

Less Important

### FAMILY DINING

More Important

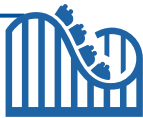


#### “ME” LOVE

Having foods that make me happy  
127

#### “WE” LOVE

Spontaneous fun and surprise for kids  
84



#### CHILL

Being present and in the moment with my family  
118

#### THRILL

Doing something new and exciting  
86



#### BODY

Living a healthy lifestyle  
111

#### MIND

Relieving pressure and stress  
79



Are you planning for the family restaurant customer you knew, or the one you are about to encounter in a post-pandemic world?