

FOOD *For* THOUGHT

AMERICANS' LUNCH SPENDING HABITS

FRESHLY PREPARED
2013



American

DOUGH

The average amount people spend on eating lunch out



30%
NEVER
EAT
LUNCH OUT

BROWN BAG OR BUY?



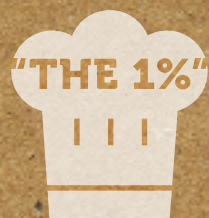
average frequency Americans buy lunch

\$\$\$ | 2.4% EAT LUNCH OUT EVERY DAY | \$\$\$

\$\$\$ LUNCH MONEY \$\$\$

\$10

the average amount spent per lunch out



1% reported spending more than \$50 per lunch out, or close to \$5,000 per year



WOMEN

ARE **+** THRIFTIER
Men outspend women on a weekly basis by **44%**

Men buy lunch more frequently than women do

♂ 2 times per week

♀ 1.6 times per week

Men spend more money per week than women do

♂ about **\$21** on average

♀ just under **\$15** on average

MILLENNIAL meals

AGE 18-34



2.3/wk

AGE 35-49



2.1/wk

AGE 50-64



1.5/wk

AGE 65+



1.0/wk

on average, those who are younger buy lunch most often per week



South
2.0/wk

West
1.8/wk

Midwest
1.7/wk

Northeast
1.5/wk

Southerners buy lunch most often, spending **\$10** each time for an average of **\$20** per week

the
SOUTH
GOES
OUT

small wallets,

BIG SPENDERS

NORTHEAST FEASTS

Although they buy lunch out the least frequently, Northeasterners spend **14%** more per meal than the national average



Less than \$25k
\$11.70



\$75k +
\$9.90



\$25k - \$49.9k
\$9.50



\$50k - \$74.9k
\$9.20

Those who make less than **\$25k** per year spend nearly **20%** more than other income brackets when they buy lunch

South
\$10

Midwest
\$8.90



West
\$10

Northeast
\$11.40

