



Where people get information about restaurants and other local businesses

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Who gets information about local restaurants, bars, and clubs

We asked separately about restaurants, bars, and clubs versus *other* local businesses because we thought entertainment establishments such as eateries and bars were a distinct category of local business that might draw a different audience and might show different patterns of information seeking. That proved to be the case.

The 55% of all adults who get information about restaurants, bars, and clubs are disproportionately young, female, tech adaptive and upscale in educational attainment, urban.

Who gets information about local restaurants, bars, and clubs

% of adults in each group who say they get such information

	% who get information about restaurants, bars, and clubs
All adults	55%
Gender	
Men	50
Women	59*
Age	
18-29	65*
30-49	55
50-65	50
65+	51
Race/Ethnicity	
White, non-Hispanic	54
Black, non-Hispanic	47
Hispanic (English- and Spanish-speaking) [n=92]	58
Household Income	
Less than \$30,000	40
\$30,000-\$49,999	62*
\$50,000-\$74,999	65*
\$75,000+	60*
Education level	
Less than high school [n=94]	38
High school grad or less	47
Some college	64*
College grad	63*
Family status	
Parent of minor child	54
Non-parent of minor	56
Community type	
Urban	59*
Suburban	57*
Rural	43
Tech profile	
Internet status	
Internet user	58*
Non-user	44

Those who get news and information about local restaurants, bars, and clubs are also likely to be avid local news consumers who enjoy following the local scene, pay for local news in some form, and use multiple platforms to get the local information.

Those who are heavy local news junkies are considerably more likely than others to get material about local restaurants. We asked people about their use of 14 different kinds of sources to get local news and their frequency of using those platforms.² When it comes to restaurant information, 71% of those who used at least six platforms monthly got news and information about local restaurants, compared with 34% of those who relied on just one or two sources.

Additionally, we asked people if they got local news and information their cell phones, and 47% of all adults said they did.³ These mobile consumers, who were younger and more upscale in terms of their household income and educational levels, were even more likely than others to get material about local restaurants: 62% of mobile local news consumers got information about local businesses, compared with 48% of others.

The platforms people use to get information about local restaurants, bars, and clubs

We asked the 55% of adults who said they got information about local restaurants what sources they relied on for such information.

- **Internet : 51%** of those who get information about local entertainment businesses rely most on some kind of online source for that material.
- **Newspaper : 31%** of them say they rely on newspaper material either in printed form or the website of their local newspaper for information about restaurants, bars, and clubs
- **Word of mouth: 23%** of them say they rely on other people most of all for news and information about for information about restaurants, bars, and clubs
- **Local TV: 8%** of them say they rely on TV for news about for information about restaurants, bars, and clubs – either broadcasts or the stations' websites

The sources that people rely on to get news and information about local restaurants, bars, and clubs

55% of adults get material about local restaurants, bars, and clubs. This table reports the % of that group who rely on different communications channels for that material. Figures may exceed totals because respondents were allowed to give multiple answers.

Source	% of adults who get info about restaurants, bars, and clubs who rely on this source (n=592)	The groups most likely to rely on this source
Internet – Overall, 51% of those who get information about restaurants, bars, and clubs say they rely on online sources for that information		
Search engine	38%	Those ages 18-39, parents with minor children, urban and suburban residents, those who have lived in their community less than five years, those who get local news on mobile devices, those who use social networking sites, those who don't pay for local news content
Other websites like topical specialty sites	17%	College graduates, those ages 18-39, urban residents, those who have lived in their community less than five years, those who get local news on mobile devices
Social networking site or Twitter	3%	<i>(too small a group to give reliable statistics)</i>
Newspapers – Overall, 31% of those who get information about restaurants, bars, and clubs say they rely on newspapers for that information		
Print newspaper	26%	Those over age 40 (especially those over age 65), non-internet users, rural residents, those who have lived in their community more than five years, those who enjoy getting local news and avidly follow it, those who pay for local news content
Local newspaper website	5%	<i>(too small a group to give reliable statistics)</i>
Word of Mouth	23%	Rural residents, non-internet users
Local TV – Overall, 8% of those who get information about restaurants, bars, and clubs say they rely on TV for that information		
Local broadcast	7%	Those over age 65, those living in households earning less than \$30,000, non-internet users
Website of local station	*	<i>(too small a group to give reliable statistics)</i>
Local radio	3%	<i>(too small a group to give reliable statistics)</i>
Printed newsletter	3%	<i>(too small a group to give reliable statistics)</i>
Mobile phone	2%	<i>(too small a group to give reliable statistics)</i>

When it comes to getting information about local restaurants, bars, and clubs 12% of the respondents in this category cited other sources beyond the main categories that we used.⁴ These answers were not specifically recorded, but might have included such things as advertising messaging via such things as billboards, signs, or phone directories; stranger recommendations; observations of foot traffic to stores; and general awareness of the local scene that didn't arise from any particular information source.

² The list of sources was: 1) print version of local newspaper; 2) website of local newspaper; 3) local TV broadcasts; 4) website of local TV station; 5) local radio; 6) website of local radio station; 7) other websites that are dedicated to their communities; 8) blogs about their community; 9) people and organizations that respondents follow on social networking sites; 10) people and organizations that respondents follow on Twitter; 11) email newsletters and listservs; 12) printed newsletters; 13) word of mouth from friends; 14) search engines.

³ "How mobile devices are changing community information systems" March 14, 2011. Available at: <http://www.pewinternet.org/Reports/2011/Local-mobile-news.aspx>

⁴ We asked this as an open-ended question allowing respondents to declare whatever sources they felt they relied upon most. We created these categories for their answers and everything else was coded as an "other" source: 1) local print newspaper; 2) local newspaper website; 3) local TV news broadcast; 4) local TV station website; 5) radio (AM/FM or satellite); 6) local government website; 7) other website (not a print or TV news organization site or government site, includes national sites that offer local information, such as weather.com, craigslist, or patch.com); 8) internet search engine/search portal; 9) social networking site (such as Facebook or MySpace) or Twitter; 10) mobile phone "app"; 11) mobile phone email or text alert; 12) mobile phone: non-specific (includes search internet on phone); 13) call local government office; 14) word of mouth/friends and family; 15) print news bulletin/newsletter.



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