

inmarket insights report card

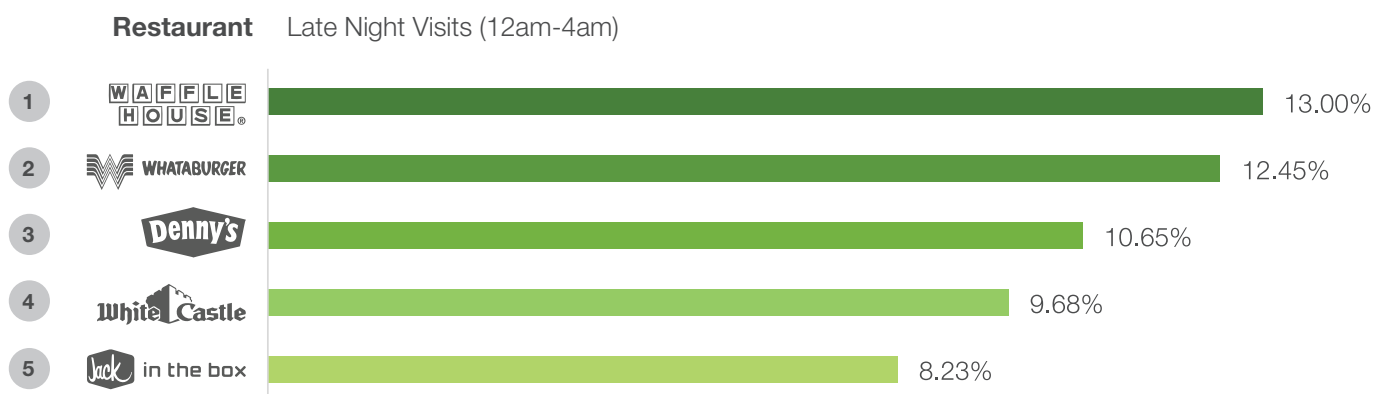
Late Night Dining

We've all been there: 2am, face-to-face with a triple decker cheeseburger, a side of disco fries, and not an ounce of shame. Whether it's after a long night out at the bar, or on a break from a graveyard shift, consumers hold a special place in their hearts for late night eateries.

So which restaurants are most reliant on their late night patrons in 2018? We put inMarket location data to work, ranking full service restaurants (FSRs) and quick service restaurants (QSRs) based on percentage of total visits occurring between midnight and 4am. These percentages are relative to each chain — so while a major chain like McDonald's might have higher total late night visitation, it makes up a smaller percentage of their overall traffic.

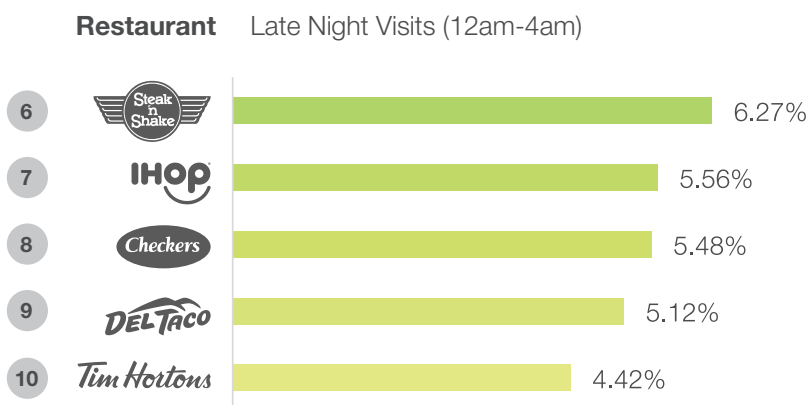
Top 5 Restaurants by Percentage of Late Night* Visitation

*Between 12am-4am



- Waffle House is the undisputed champion of late night dining, with 13% of all visits occurring during the wee hours. With 2,100 locations across 25 states, this iconic diner will keep the lights on for you — even if the employees are [taking a nap](#).
- Texas staple Whataburger holds down the #2 spot with over 12% of total visits occurring late at night. [Austin360](#) calls their breakfast the “holy grail of late-night drunk eats,” and now we have data to back it up.
- This one is a Grand Slam with late night customers. Denny's, with nearly 1,700 locations globally, is attracting more than 10% of its foot traffic after midnight. Denny's is known for being always open — even on major holidays like [Christmas](#).
- Harold and Kumar were on to something. White Castle checks in at the #4 spot with over 9% of total visitation occurring between midnight and 4am. Headquartered in Columbus, OH, the late night king of sliders turns [97 years old in 2018](#).
- For Jack in the Box, attracting the late night diner is a clear point of [emphasis](#). The west coast staple launched late-night only “Munchie Meals” in 2013, and they continue to update that offering to reflect [current events](#).

Who else made the list?



Steak & Shake, which launched a late night menu in 2013 [featuring a 7-patty burger](#), is performing well with the late night crowd. IHOP lands at #7 overall for late night visitation percentage, while QSRs Checkers, Del Taco and Tim Hortons round out the top 10.

Interested in learning more about a specific restaurant chain? [Contact us today!](#)

At inMarket, we analyze location data from a comScore verified 50 million device integrations to understand real world trends, and to power one-to-one marketing with consumers at every point during the shopping cycle. We are the only location intelligence company with 3rd party verified reach, and our one-to-one relationship with customers at scale allows us to speak directly to the right audience in the moments that matter.

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