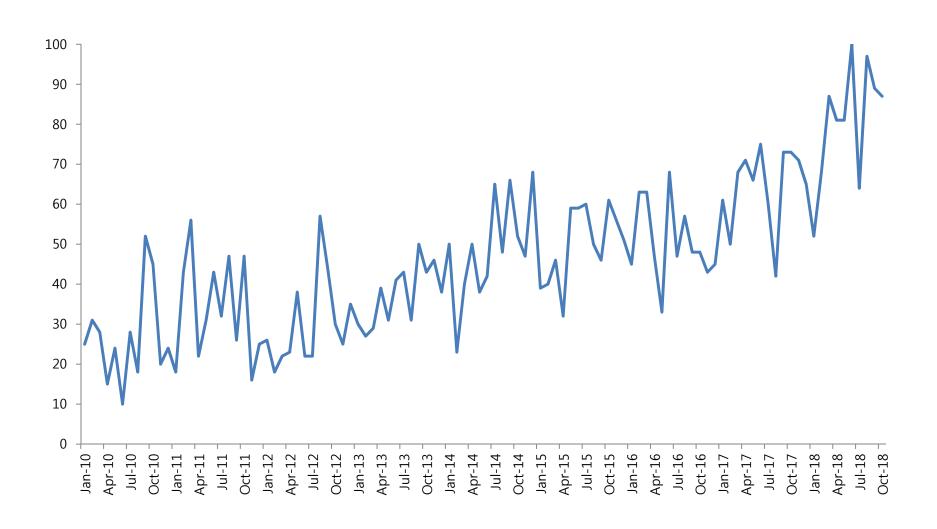
Solo Dining in Korea: Trend, Factors and Consequences

Joon Han & Chanung Park (Yonsei University)

Solo dining is on the rise

- 46% of Americans eat alone (Hartman group 2017)
- 9% ate out alone within the past week, 19% within the past month, 26% within the last year, and 46% never ate out alone in Great Britain (Waitrose & Partners 2017~18)

Google global trend of "solo dining"



Researches on eating alone

Eating alone: there's no shame in a table for one

More and more of us live on our own, so why should we feel embarassed about being the lone diner?

The Guardian (2013)

The new normal: have we finally embraced dining alone?

Eating by yourself in public used to be like wearing a sign around your neck that said "loser". But now the taboo has been broken

Restaurants get ready for lone diners

The Telegraph (2015)

Mumbai Mirror | Jul 26, 2013, 12.00AM IST

The Times of India (2013)

Eating alone? The new American diner flies solo

CNBC (2014)

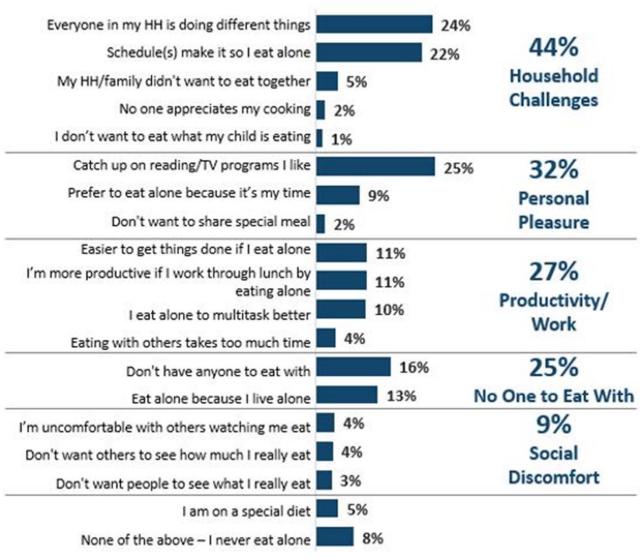
An Oxford professor gives 3 reasons why eating alone at restaurants is becoming more acceptable

Business Insider (2017)

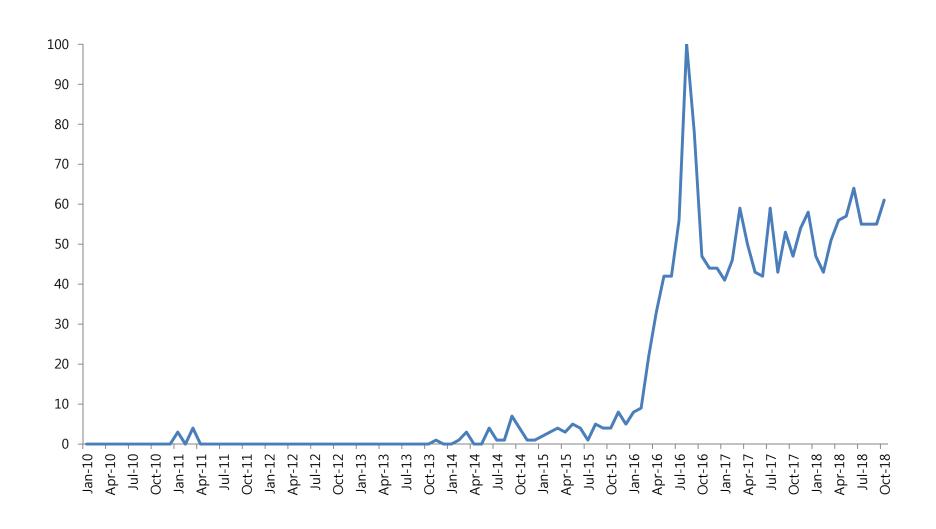
Two contrasting perspectives

- Eating Alone as "Me Time." An occasion for catching up with email, social media, TV or a good book. People embrace and even feel empowered by it. They're quite happy eating alone when they want time to themselves to relax and enjoy their meal in solitude. 53% of breakfast occasions are eaten alone, as are 44% of lunches. 32% of solitary eating occasion reasons relate to personal pleasure.
- **Eating Alone as a Necessity.** Many households have a main cook who prepares a household meal, but the family doesn't eat it together. Other priorities typically schedules or picky eaters take precedence. While some are content with this way of eating, parents are much more likely to wish for more meals eaten together. A full 44% of reasons for eating alone can be attributed to household challenges

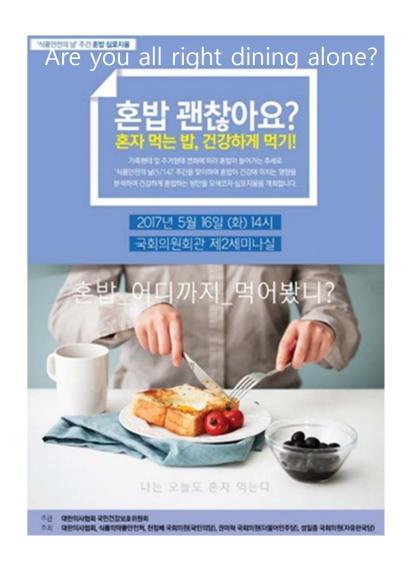
Background of eating alone



Google trend of "Hon-bap" in Korea



Policy concern on eating alone





🐠 한국건강증진개발원

Korea Health Promotion Institute www.khealth.or.kr

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The Development of Effective Dietary Life Practice Campaign and Future Tasks



양윤희 선임연구원

- □ 최근 1인 가구의 증가에 따라 혼자 식사하는 사람의 비율이 늘어가고 있음. 자칫 이러한 변화는 영양불균형, 비만 등의 건강위해 요인으로 나타날 수 있어 혼자 식사를 할 경우라도 식품의 안전성과 식단 구성의 적절성이 담보되는 건강 식생활 실천 환경이 필요한 상황임
- □ 한국건강증진개발원에서 2017년 8월부터 11월까지 '때우지 말고 챙기세요 건강한 한끼'라는 슬로건으로 전 국민 대상의 온라인 캠페인을 진행한 결과, 불균형한 영양식단에 대한 인식 개선 및 행태 변화에 긍정적인 효과를 보였음
- □ 건강식생활 인식개선과 실천 유도 캠페인의 효과적인 전개를 위해서는 연중 캠페인으로의 지속적인 실시와 정부·지역사회·민간기업의 협력 체계 마련, 지원 제도 마련 등의 개선이 반드시 필요함

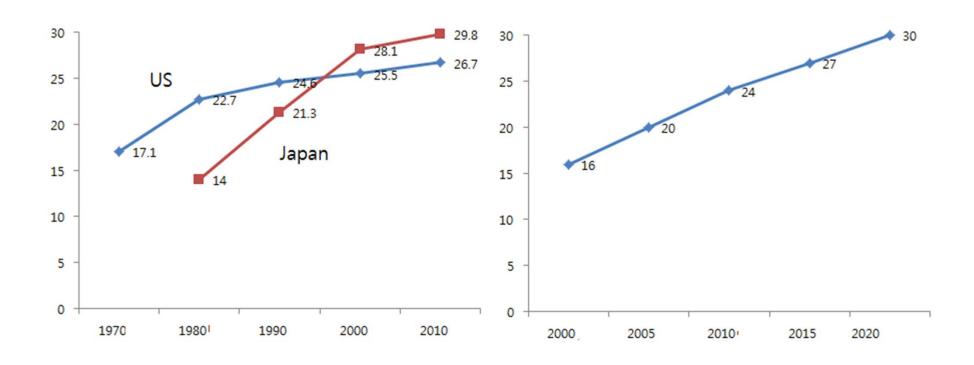
Korean dining culture

- Household members are called "sik-koo 食口" meaning dining member
- Dining together is important in making friends and business partner
- Long working day makes family dinner difficult
- Salarymen often participate in corporate dinner or drinks

Changing dining culture



Rise of single households



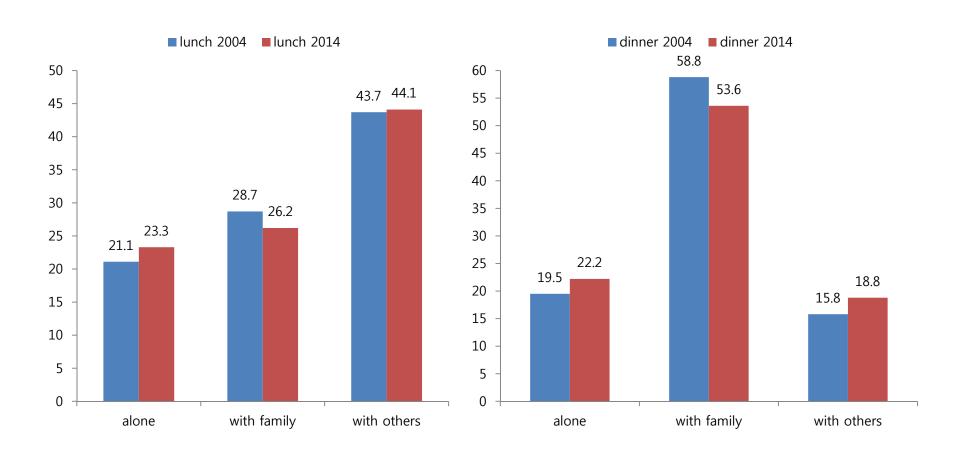
Research questions

- How many Koreans eat alone and is it increasing?
- What are the factors of eating alone?
- What are the consequences of eating alone?

Data

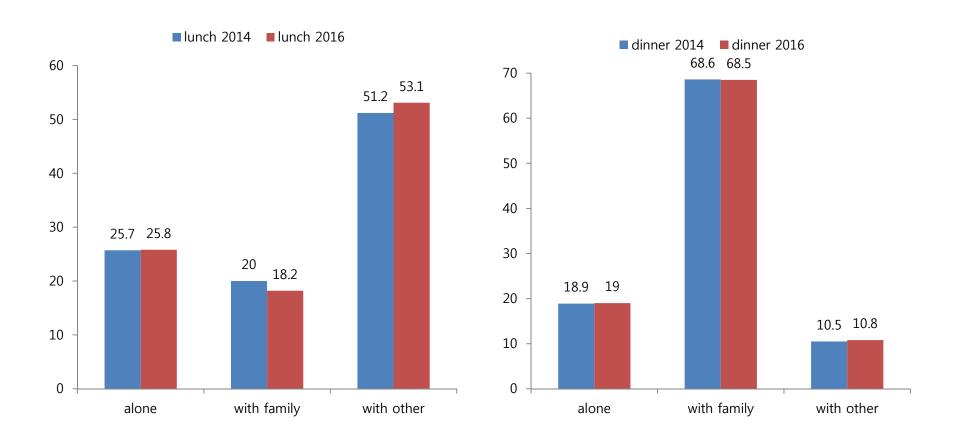
- Korea time-use survey 2004 and 2014
- Korea national health & nutrition examination survey 2014 and 2016: personal interview survey

Solo/social dining changes: 2004~2014



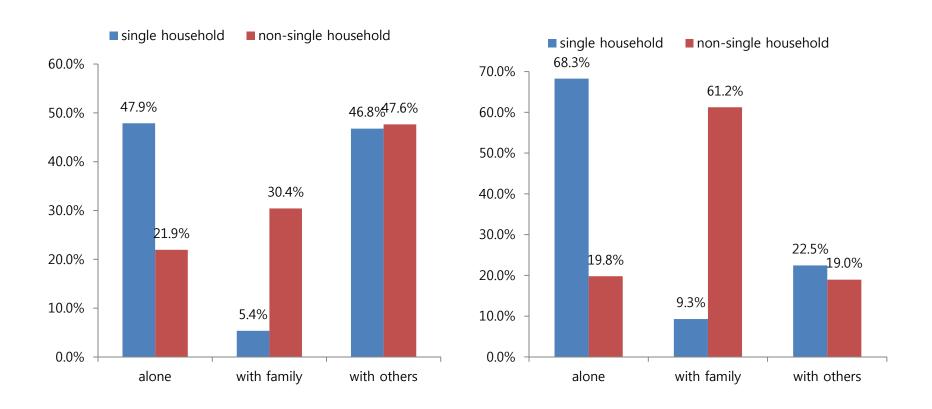
Korea time-use survey, 2004 & 2014

Solo/social dining changes: 2014~2016



Korea national health & nutrition examination survey 2014 & 2016

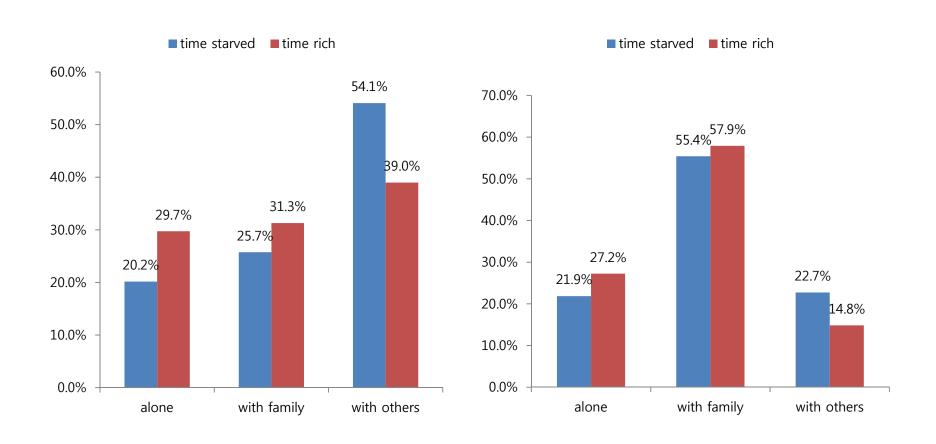
Household type and eating pattern



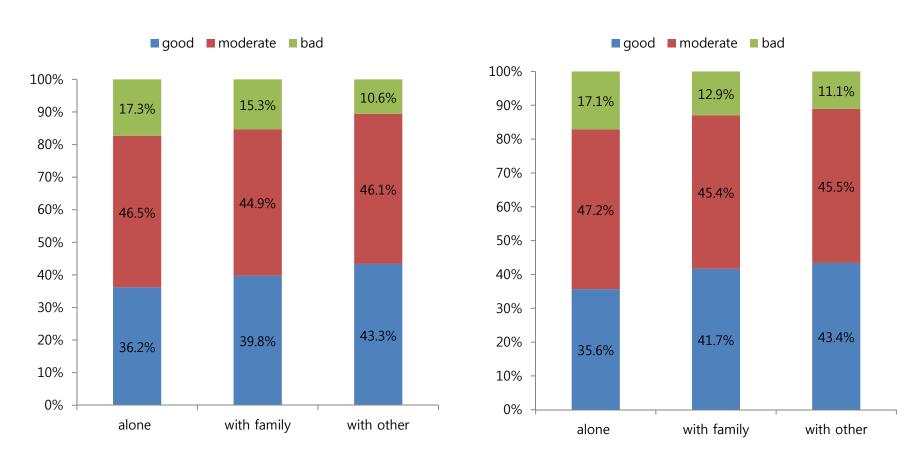
% of eating alone by age groups



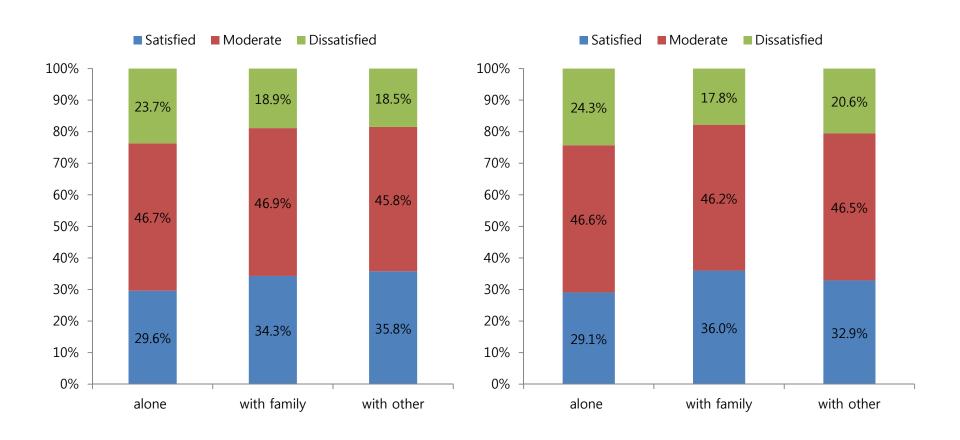
Time starvation and eating pattern



Subjective health condition by eating pattern



Life satisfaction by eating pattern



Summary

- Eating alone is not as prevalent as in US or GB but is one the rise.
- The young and the old, single-households are prone to eat alone.
- Eating alone is not for time-saving and productivity.
- Eating alone is not good for health nor for subjective wellbeing.