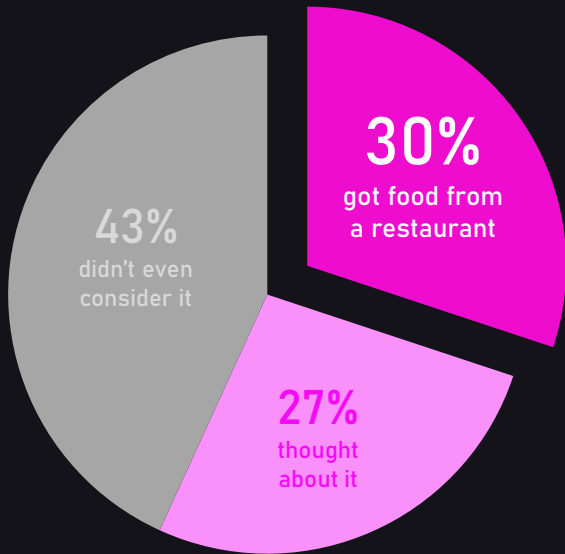


Nearly one in three consumers purchased food from a restaurant the prior day.
(versus a pre-Coronavirus average of ~50%)



While 57% at least thought about getting restaurant food, only 30% went on to do so. That said, we do view these stats as mostly encouraging, showing that restaurants are in the consideration set for most Americans.

LSRs capture two-thirds of restaurant traffic.

Even with mandatory closings of dining rooms, full-service restaurants are down, but not out. Buoyed by delivery, curbside, and creative new approaches, FSRs still account for 35% of restaurant traffic.



share of restaurant traffic

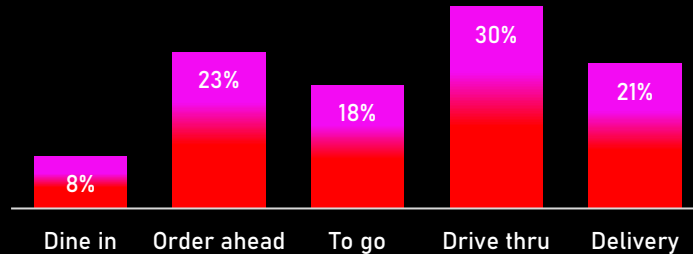
Dinner is now the top restaurant daypart.
(before Coronavirus, lunch has always been #1)

Daypart	% of consumers who ordered from a restaurant yesterday
Breakfast	6%
Lunch	12%
Dinner	16%
Snack	3%

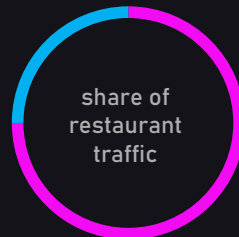
Restaurants should consider optimizing their menu for dinner traffic, including a focus on family meals or packages that provide the consumer additional meals for tomorrow.

92% of traffic is outside the dining room.

In addition to delivery and drive-thru, many Americans are also ordering ahead to reduce their potential exposure. Restaurants that offer this option should promote it heavily.



independents
25%



chains
75%

People are heading more often to chains.

The experience still doesn't feel entirely safe.

Among those getting food from a restaurant, 47% felt either nervous or at risk during their ordering & eating experience. Go the extra mile, even if it's extreme, to make patrons feel safe.

53% say they felt **VERY SAFE**

41% say they felt **NERVOUS**

6% say they felt **AT RISK**

66% believe it'll be safe to dine inside of restaurants within 3 months.



when do you feel it will be safe again to dine at a restaurant?

We update these stats every few days. We're also publishing two new topical COVID-19 reports each week, provided free of charge to support the food industry.

Download the latest at datassential.com/coronavirus.