

COVID AND THE CONSUMER

RESTAURANTS & QSRS

INDUSTRY SNAPSHOT

COVID-19 has changed the way consumers dine out. To keep a pulse on how these important businesses are navigating strict health and safety orders, our Market Intelligence team pulled together a snapshot of the most credible research available – from October and November (2020) – on COVID-19's effect on the restaurant industry.



GOING OUT TO EAT IS IFFY

How soon from now would you be comfortable eating out at restaurants?

Now/under a month:



In 2-5 months:



In 6+ months:¹



On-premises restaurant lunch traffic remains below pre-pandemic levels across all age groups. Baby boomers saw the largest dropoff – from **32%** to **18%**.²

29% of the respondents have not dined in at a sit-down restaurant since the beginning of the COVID-19 pandemic.³

75% said they would be likely to go to a restaurant and be seated outside in an enclosed and heated tent, if standard social distancing measures were followed.⁴



The average daily revenue for QSRs is down – **34%**.⁵

SAFETY FIRST

The top safety precautions expected from a restaurant in the COVID-19 environment?

- Employees wearing masks and gloves (**69%**)
- Hand sanitizer at the entry (**68%**)
- Limits on the number of customers served (**61%**)
- Spacing tables to ensure 6-foot distancing (**61%**)
- Employee training of health & safety protocols (**60%**)⁶

“The use of various technologies (e.g., robots, contactless payment, digital menus, QR codes) in service delivery at sit down restaurants will be necessary during COVID-19 environment in order to minimize human-to-human contact.”

Agree: **52%** Strongly agree: **19%**⁷

Which age group will order takeout or delivery more frequently during the next three months?

Millennials (24-39):
42%

Gen X (40-55):
37%

Gen Z (18-23):
36%

Baby boomers (56-74):
17%⁸

STAY IN THE KNOW

As consumer behavior continues to change amid the pandemic, so will our monthly updates. Stay connected. Stay in the know.
thoughts.rrd.com

Source

1. <https://civicscience.com/coronavirus-check-in-november-18/> 2. <https://restaurant.org/articles/news/consumers-to-maintain-on-premises-frequency> 3. <http://www.htmacademy.com/wp-content/uploads/2020/10/Covid-19-October-study-summary-report.pdf> 4. <https://restaurant.org/articles/news/consumers-to-maintain-on-premises-frequency> 5. <https://rallyforrestaurants.com/impact-COVID-19-restaurant-insights.html> 6. <http://www.htmacademy.com/wp-content/uploads/2020/10/Covid-19-October-study-summary-report.pdf> 7. <http://www.htmacademy.com/wp-content/uploads/2020/10/Covid-19-October-study-summary-report.pdf> 8. <https://restaurant.org/articles/news/consumers-to-maintain-on-premises-frequency>