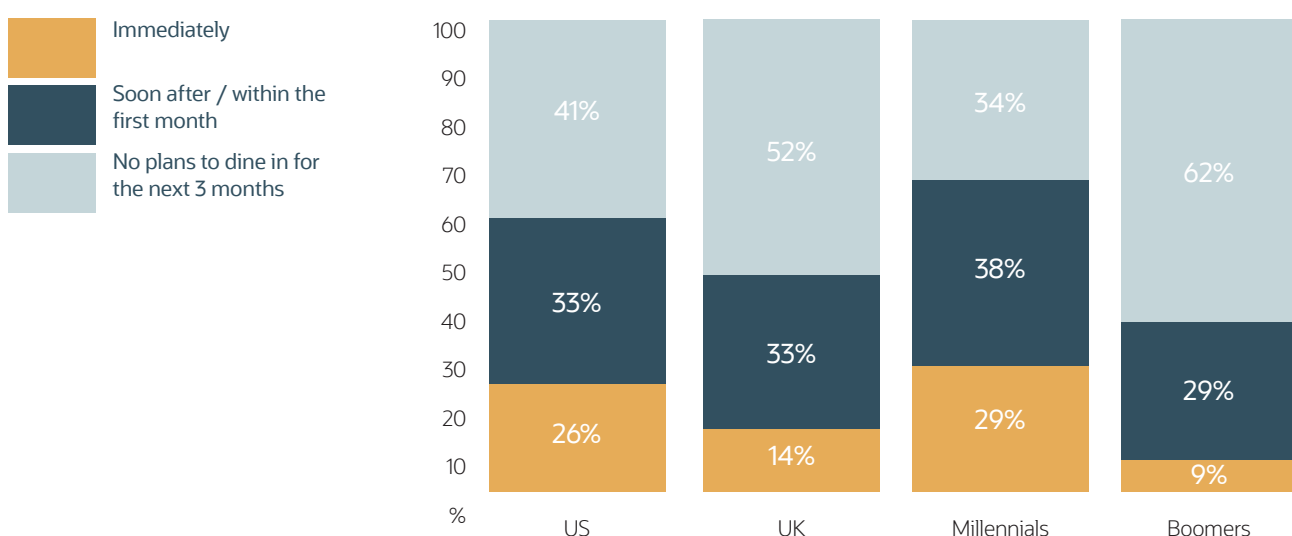# Eating Out in the US & UK
COVID-19 Consumer Trends Update

Eager to Go Out

Consumers in the US and UK are keen to get out and dine at restaurants as soon as it's deemed safe to do so. According to our recent study, 59% of US and 47% of UK consumers plan to dine out at a restaurant within the first month of reopening. Twenty-six percent of US consumers and 14% of UK respondents plan to do so within the first week.

Restaurants should expect to see the strongest comeback from the millennial generation (25-39) and the largest frequency decline from the boomer generation (55+).

Legend:
- Immediately
- Soon after / within the first month
- No plans to dine in for the next 3 months

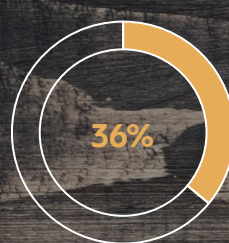|	US	UK	Millennials	Boomers
No plans to dine in for the next 3 months	41%	52%	34%	62%
Soon after / within the first month	33%	33%	38%	29%
Immediately	26%	14%	29%	9%

Contactless Everything

Contactless technology is high on the list for consumers to feel comfortable dining in again. Preferences include navigating menus and paying on a personal device, in effect minimizing interactions and allowing for a seamless, self-guided experience from discovery to fulfilment.
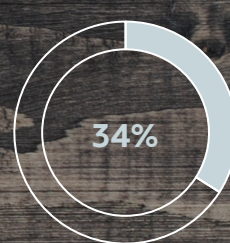
% stating specific technology will make them feel safer dining at a restaurant
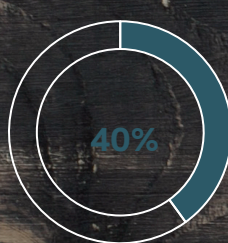
- 40% View menu and order on personal device
- 36% Pay on personal device
- 34% Contactless payment from kiosk or tablet

Where Loyalties Reside

Consumers rallied to support local restaurants during the height of stay-at-home orders. Forty-percent of US consumers indicated they purchased more frequently from local independent restaurants compared to 23% who said the same for national chains. One in three respondents also cited increased loyalty to the brands they ordered from during the same period.
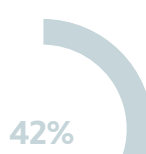
Consumers Citing Increased Loyalty
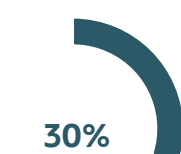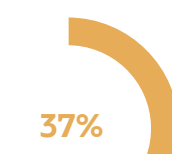
- 30% UK & US Diners
- 37% 18-39 year olds
- 42% Families with children under 12

Mixed Take-out Bag

Prior to stay-at-home orders, 95% of US consumers and 87% in the UK reported they ordered take-out at minimum, once a month. That number dropped to 88% in the US and 65% in the UK during stay-at-home orders.

As restrictions ease, the volume of take-out orders is expected to remain below pre-stay-at-home benchmarks with 79% of US respondents planning to order take-out at least once a month. The strongest return to weekly take-out rituals in the US will be Generation X with 44% planning to order weekly once restaurants reopen.

Consumers Ordering Take-out at Least Once a Month

| Prior to Stay-at-Home Order	During Stay-at-Home Order	When Restaurants Reopen
US 95%	US 88%	US 79%
UK 87%	UK 65%	UK 59%

Take-out Deal Breakers

Spinning up off-premises operations, or at minimum redirecting all sales to a single channel overnight, was a tall order for even the most nimble restaurateurs. Based on our research, consumers were sympathetic to the challenge. Less than a third of US consumers stopped ordering take-out due to a negative experience. For those that did have strong reactions, reasons varied from menu options to delivery times.
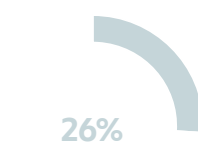
Top 3 Reasons for a Negative Experience
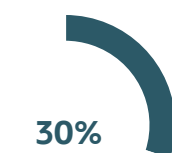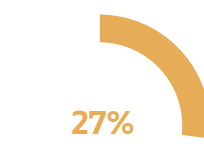
- 30% Menu options
- 27% Collection / pick-up unavailable
- 26% Delivery takes too long