

# COVID-19 IMPACT ON DINING BEHAVIOR



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# Decision Analyst

strategic research ■ analytics ■ modeling ■ optimization

# Research Design



## Sample Source

Online panel of consumers

## Survey Length

5 minutes

## Sample Size

N=1,007 nationally representative sample

## Data-Collection Dates

March 18-19, 2020

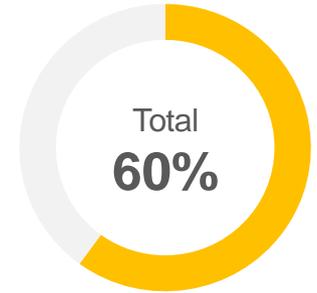
Rounding note: Periodically throughout the report, the sum of the answer percentages of a single-response question may not equal 100%. This is due to numerical rounding.

# Concerns

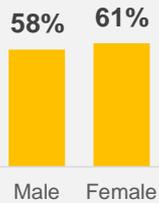


## How concerned are you personally about COVID-19?

% “Extremely” or “Very” Concerned About COVID-19

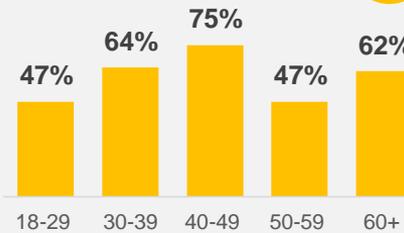


### Gender



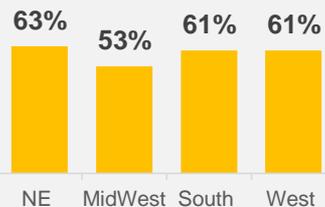
High concern level is similar by gender, although men were significantly more likely to indicate they were “not at all” concerned.

### Age



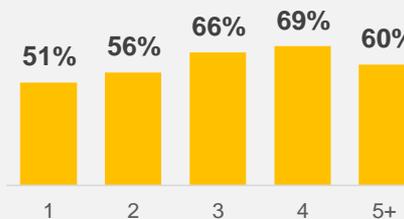
Those aged 40-49 have the strongest level of concern about the virus, likely a result of combined worries from having children, aging parents, and managing work life through this crisis.

### Region



Those in the Midwest are less likely to have strong concern about the virus.

### Household Size



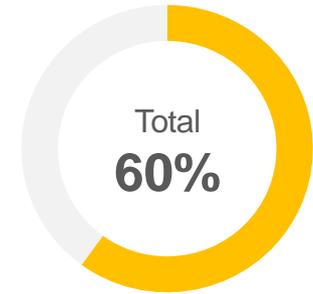
Concern peaks among households with 3 or 4 members. One-person households, not surprisingly, are the least concerned about the virus.

# Concerns

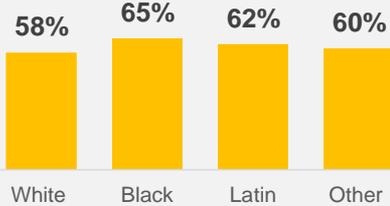


## How concerned are you personally about COVID-19?

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### Ethnicity

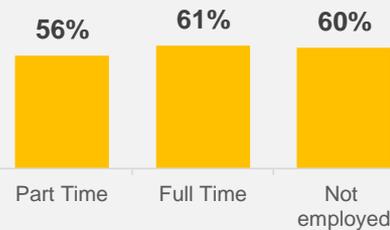


African Americans have the highest concern about COVID-19, though not significantly so.

### Income

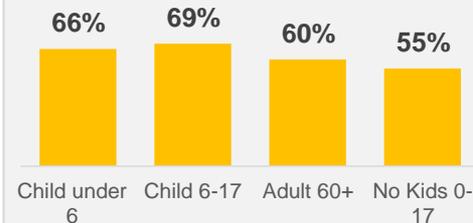


Concern level tends to rise along with income level.



No notable differences are seen based on employment status.

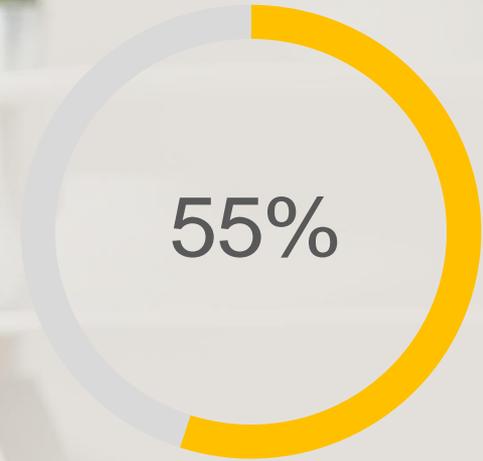
### At-risk Household Member



Interestingly, those with an 'at-risk' household member aged 60+ have lower concern levels than those with young children in their homes. Those without kids are least concerned about the virus; however, over half of this population is at least "very" concerned.

# Working From Home

Have you begun working from home?



Over half of employed Americans surveyed are now working from home as a result of the COVID-19 pandemic.

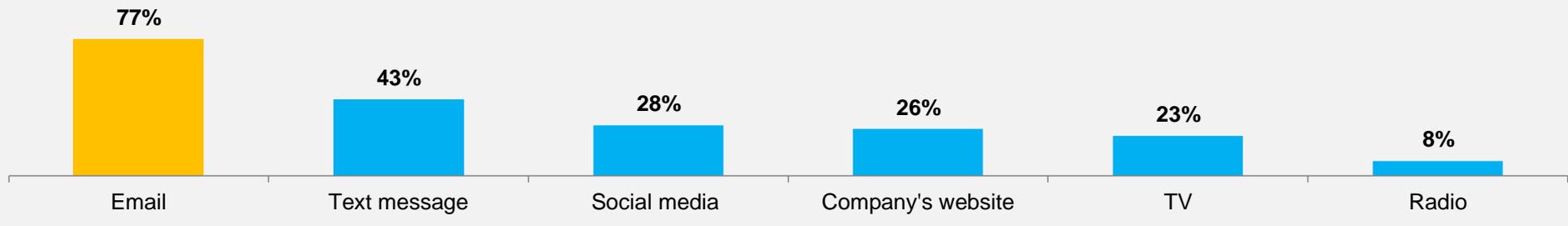
# Communication



How should companies you do business with communicate with you?



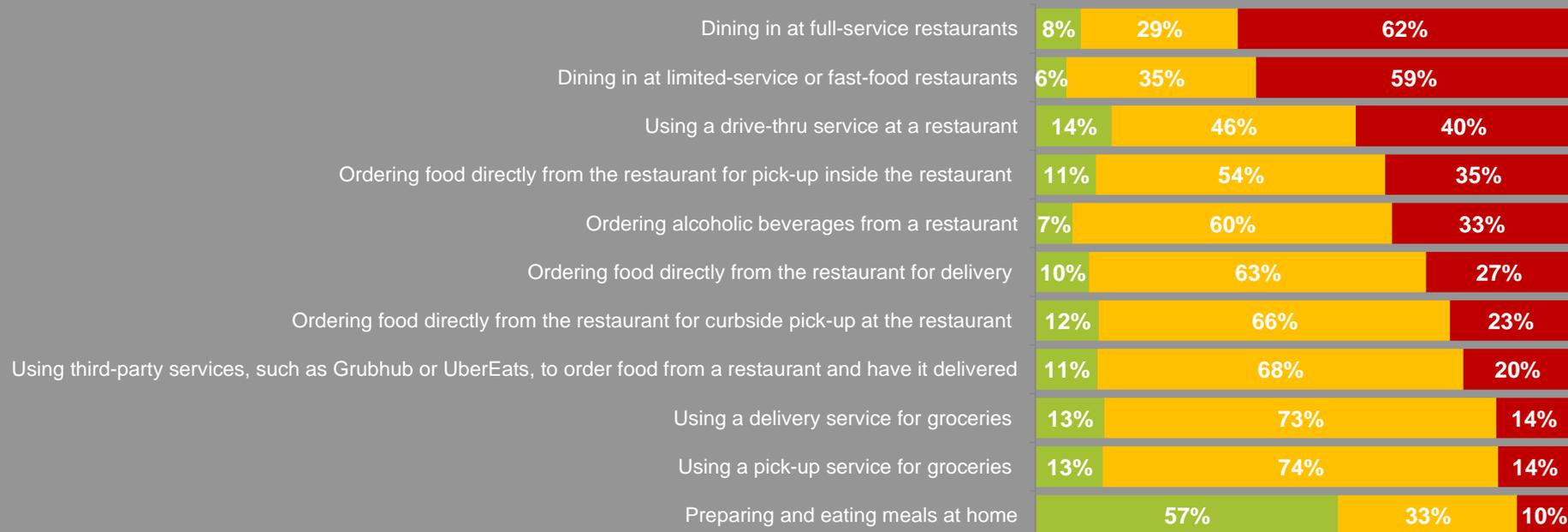
Consumers' preference of communication method is email. Younger consumers aged 18-39 tend to be more open to text messaging and social media as a means of communication, although email still ranks first.



# Impact On Dining Behavior



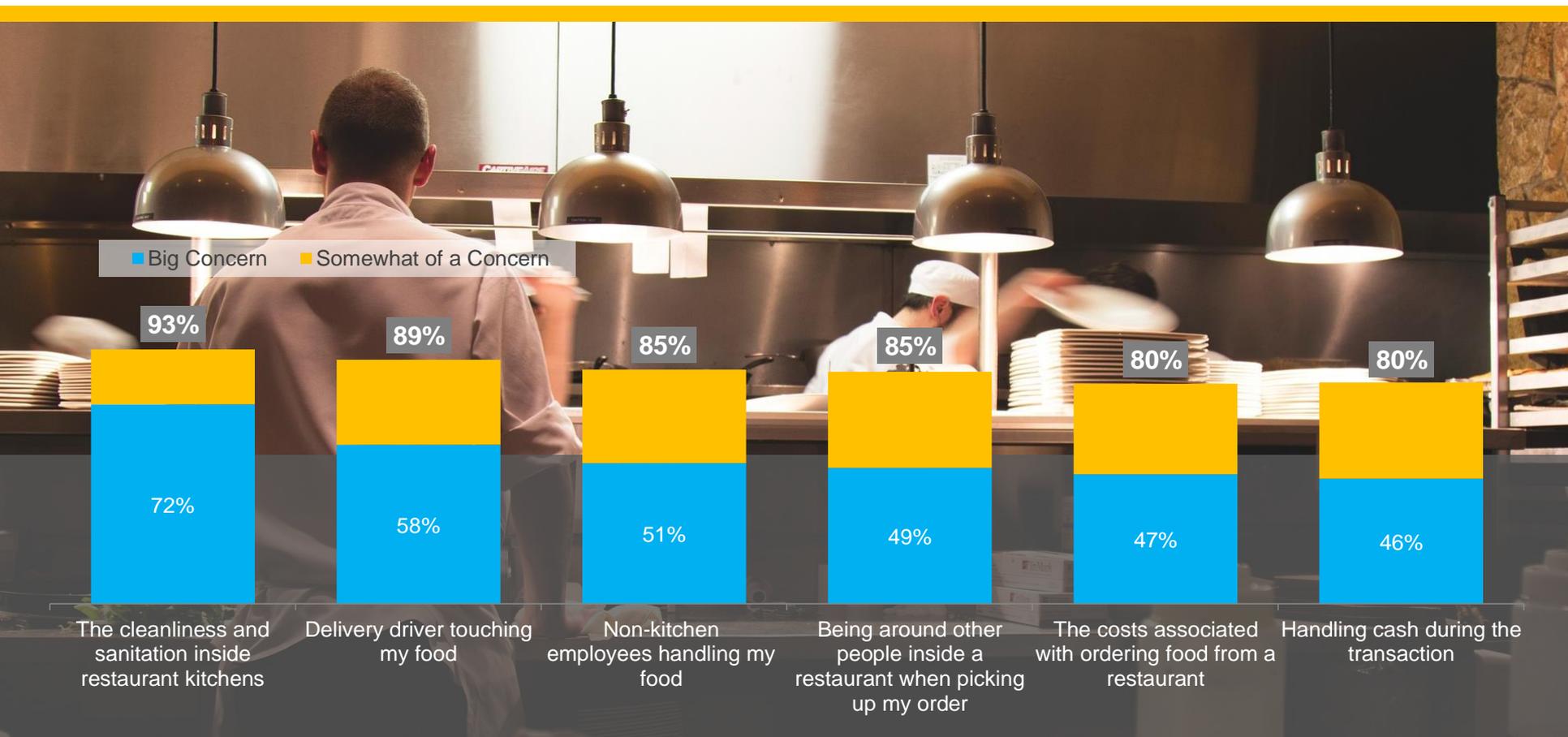
Home preparation of meals is expected to soar as consumers avoid restaurants. Even drive-through and takeout are taking a hit.



# Cleanliness



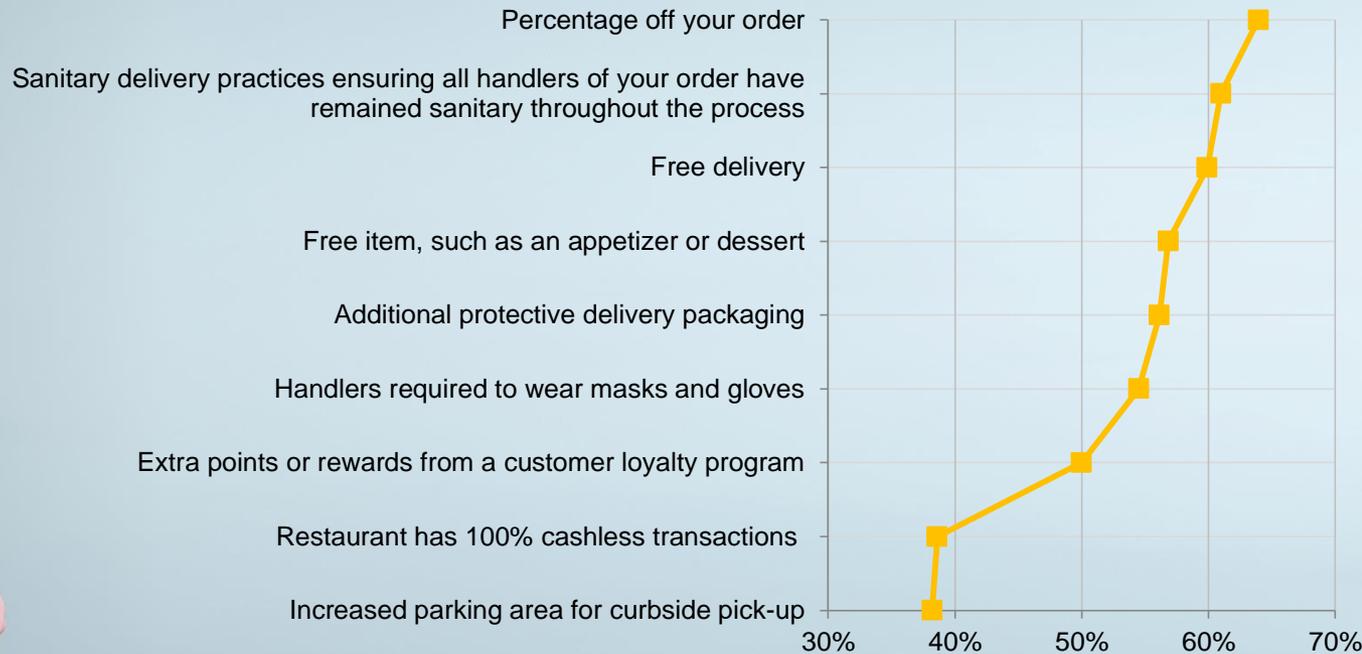
The cleanliness/sanitation of the kitchen is the top concern about ordering pickup or delivery from a restaurant.



# Improving Comfort Level



## What Restaurants Can Do To Increase Comfort Level With Delivery Or Pickup Orders



# Other Ideas From Consumers



## Open-Ends



# Summary & Considerations



This new and very challenging environment is changing rapidly, so it is important to act quickly. All indications point to a very difficult several months ahead for all of us, and for restaurants in particular.



Act with consumer safety in mind. Consumers are afraid, not only about the health of their selves and their loved ones, but also about the rocky economic conditions and how it will impact them.



Consumers want to be assured their meals are prepared and handled with outstanding hygiene.

Offering substantial discounts, or new ways to supply meals such as bulk/family meals, may help encourage consumers to order food for delivery or pickup, especially in the growing economic uncertainty.



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