

CURBSIDE PICK-UP/TAKEOUT STUDY: REVISITED



OBJECTIVE

An additional 150 restaurant customers completed the survey regarding their curbside pick-up/takeout experiences amid COVID-19 restrictions.

The dates of the second wave of the study are May 1, 2020 to May 17, 2020.

SAFETY

PRECAUTIONS

Safety precautions were shown to be implemented at an increased rate for all three restaurant types since April, except the use of gloves and hats/head coverings at local restaurant groups.

Precaution Type	National/Regional Chain	Local Restaurant Group	Independent Restaurant
Face Mask	82% (+71 %pts)	88% (+45 %pts)	94% (+61 %pts)
Gloves	75% (+15 %pts)	52% (-29 %pts)	76% (+2 %pts)
Hat/Head Covering	51% (+18 %pts)	27% (-21 %pts)	51% (+10 %pts)

MESSAGING

At independent restaurants, 59% of respondents agreed or strongly agreed that clear messaging regarding safety precautions was prevalent on the order or online, exhibiting a decrease of 21% from April. Consumers at local restaurant groups cited a similar decline, with 50% agreeing or strongly agreeing that clear messaging was prevalent, decreasing by 16% from April. Conversely, national/regional chain restaurants saw the least decline, with 70% (-1 %pts from April) of consumers stating that they agreed or strongly agreed that clear messaging regarding safety precautions was prevalent.

CURBSIDE HANDOFF

Since April, the curbside handoff from staff members was more seamless at national/regional chain restaurants (86%), than at independent restaurants (65%) and local restaurant groups (73%).

Precaution Type	Seamless Curbside Experience
National/Regional Chain	86% (+7 %pts)
Local Restaurant Group	73% (+3 %pts)
Independent Restaurant	65% (-27 %pts)

REVISIT INTENTION

Customers were still more likely to order takeout from independent restaurants than from national/ regional chains or local restaurant groups. However, revisit intention for national/regional chain restaurants and local restaurant groups increased since April.

National or Regional Chain Restaurants	89% +8 % pts
Local Restaurant Groups	89% +8 % pts
Independent Restaurants	94% -2 % pts

VALUE

Customers in May found that the pricing/value for the money was better at national/regional chains and local restaurant groups than at independent restaurants

National or Regional Chain Restaurants	95% -7 % pts
Local Restaurant Groups	92% +6 % pts
Independent Restaurants	82% -18 % pts

Percentage Point Variance (% pts) is the difference between Wave 1 and Wave 2.