

What Consumers *Wish* Restaurant Owners Knew

It's a digital world and we're just living in it.



The **top** reasons they choose a restaurant are tied to its digital presence

 **57%** Reviews of the restaurant/
specific dishes


 **45%** Photos/
descriptions on
online menu


 **35%** Restaurant
website
Special
promotions/events

 **25%** Social media
activity

 **24%** Ranking in
Google
search results

They're hungry, they have technology and they're not afraid to use it

 **82%**
want contactless
dining options
on-premise because
they feel it's safer
and faster

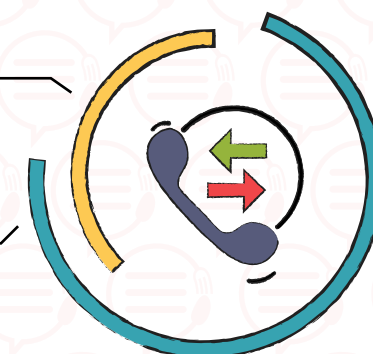
 **1 in 4**
prefer a
completely
digital
experience

 **Half**
want digital
ordering/
payment + a
server

They want answers NOW

42%
will go to another restaurant if they get voicemail

74%
are good with automated systems answering
their questions (1 in 5 prefer it)



Time is money...literally

59%
will wait less than 30
minutes for a table
before walking out



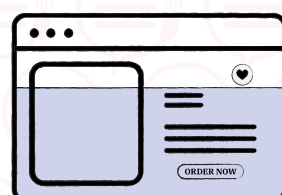
81%
are more likely to eat
where they can join a
waitlist ahead of time
via a website or QR code

Online ordering is part of their routine

 **63%** order carryout/
delivery 2x or
more per week


 **56%** are likely to
order cocktails
to go this year

They want to go straight
to the source



58%
prefer ordering
directly from a
restaurant's
own website

PDF = DOA

 **73%** typically place
online food orders
with a mobile device

 **30%** will order
somewhere else if
they see a PDF menu

They want to hear from you often

 **35%** want to receive
special promotions
once a week

 **30%** prefer twice
a week

A bad online ordering
experience (or worse,
none at all) will cost you

40%
will move on
to another
restaurant if
they can't
order online



38%
will move on
if the online
ordering
experience
is clunky



They're ok with online
ordering fees...within
reason

 **67%** are willing to pay
\$1 or more

 **33%** will pay \$2 to \$4