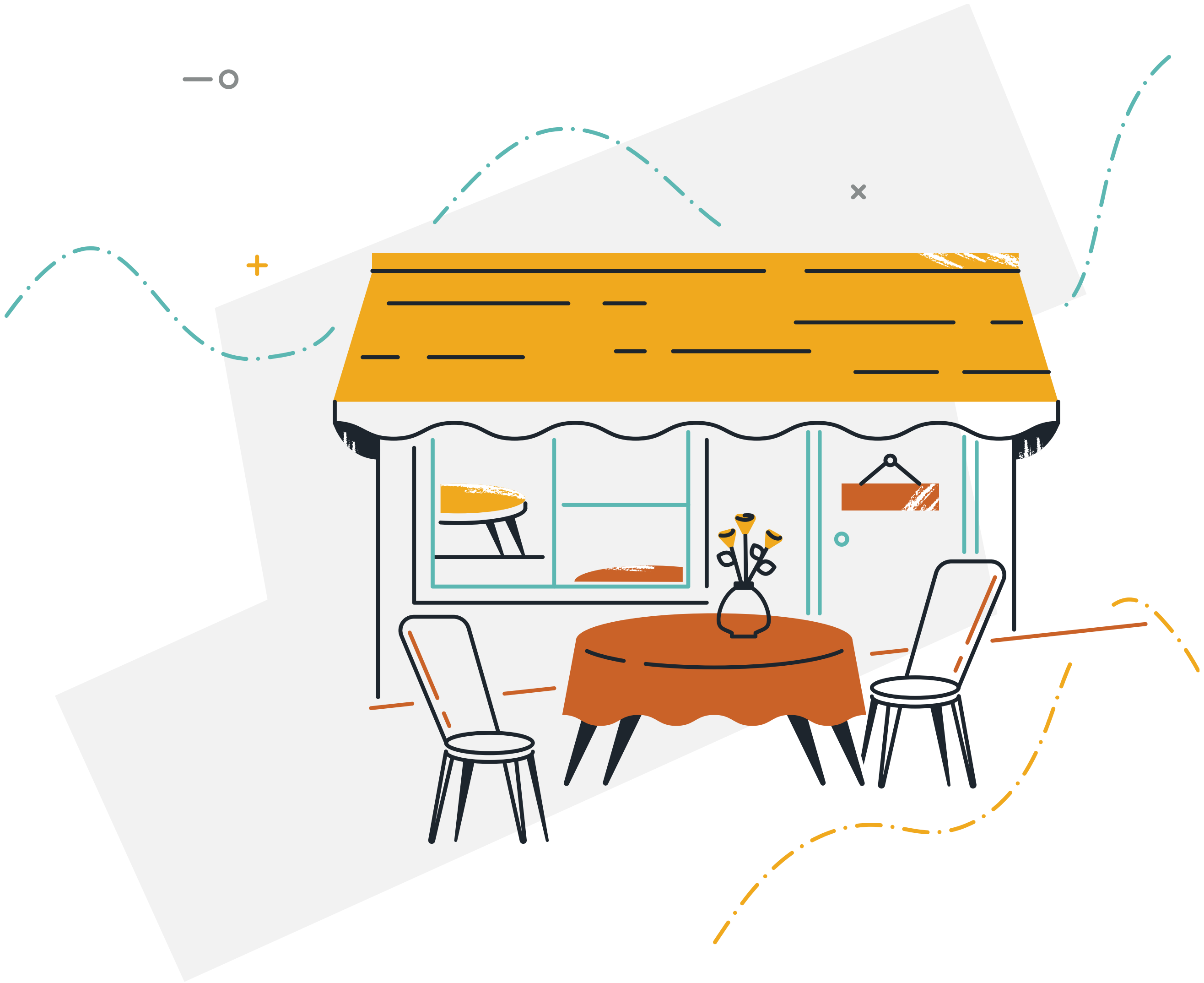
Special Insights

Revenue Management Solutions

One Year Later: Restaurants, Consumers and COVID-19



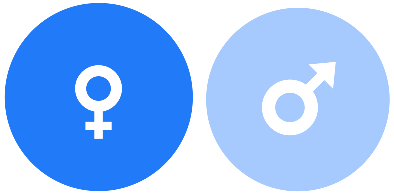
revenuemanage.com

About the survey

RMS surveyed 1,119 people in the United States from Feb. 23-24th, 2021.

RMS launched a survey series in May 2020 to assess consumer dining behavior and perspectives of the restaurant industry as the COVID-19 pandemic unfolded.

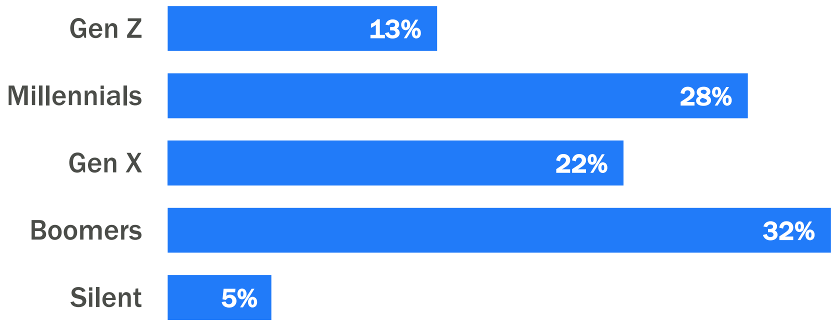
Gender



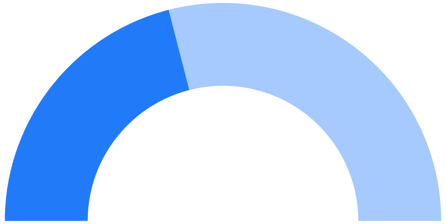
47% Female

53% Male

Generation



Food profile



44% I live to eat

56% I eat to live

Restaurant usage

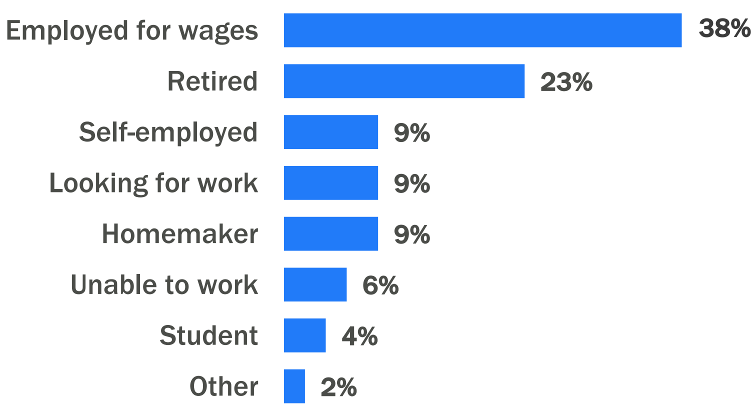
Order from restaurants **at least 2x per week**

Order from restaurants **at least 5x per week**

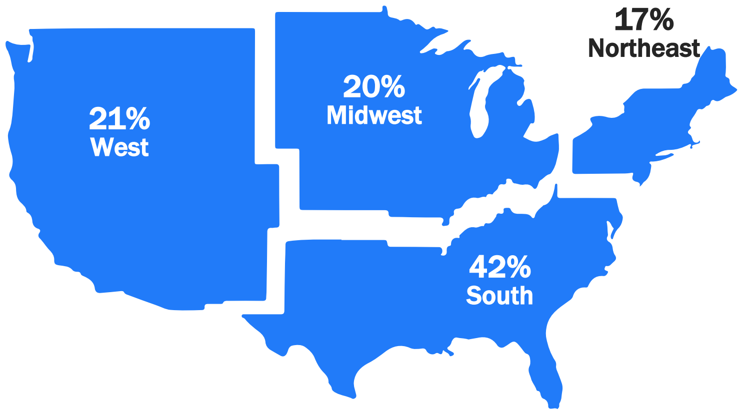
Respondent breakdown

RMS surveyed 1,119 people in the United States from Feb. 23-24th, 2021.

Employment status

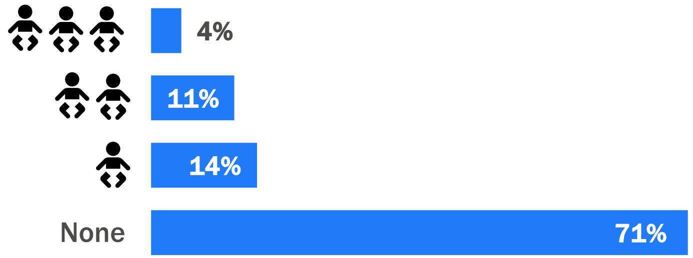


Region

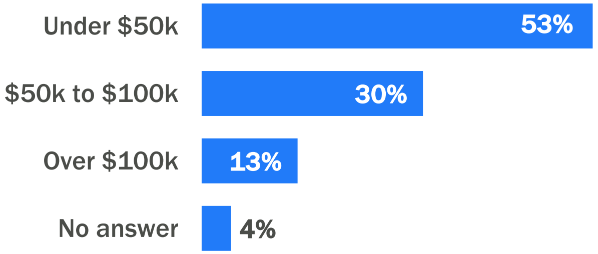


Children

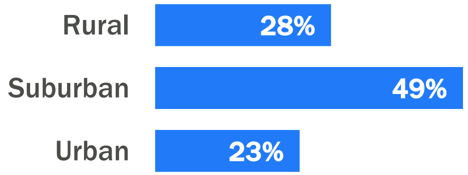
Under the age of 16 in the household



Household Income



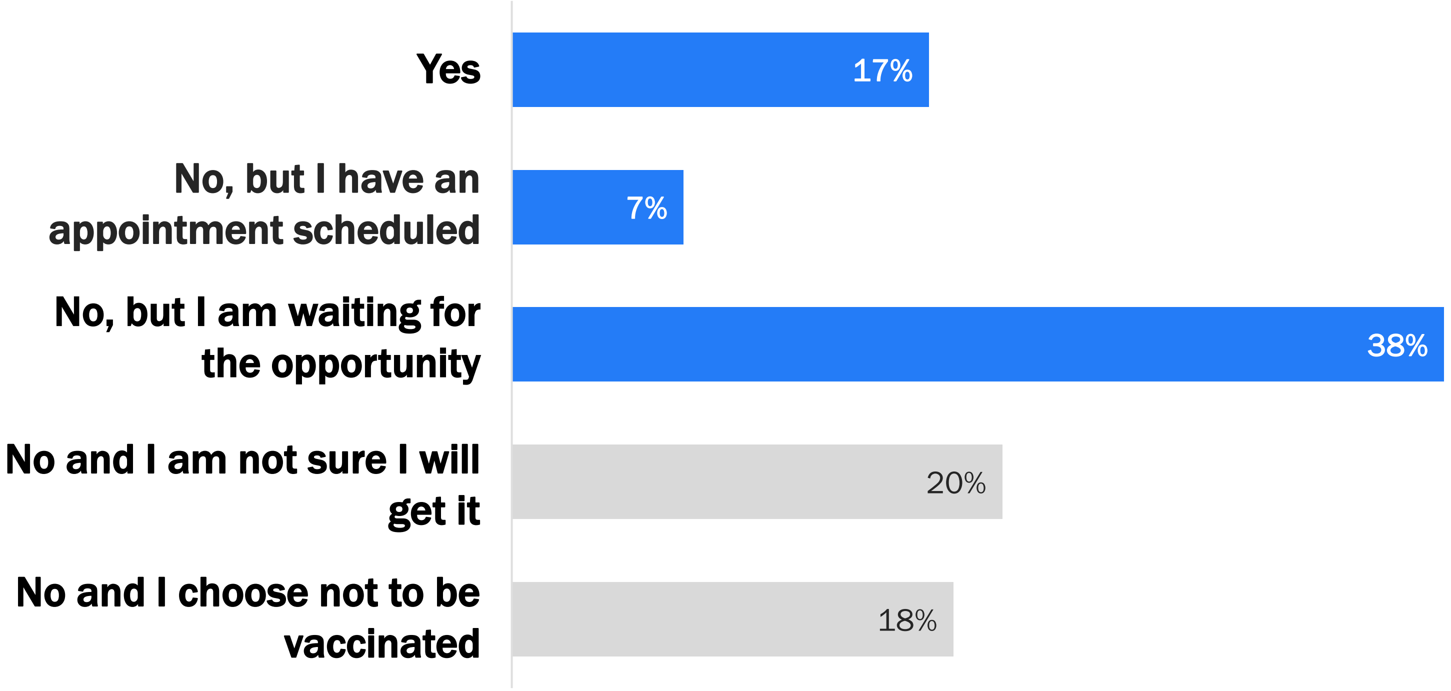
Geographic area



Industry Outlook

More than 60% of respondents have been or plan to be vaccinated

Have you received the COVID-vaccine?



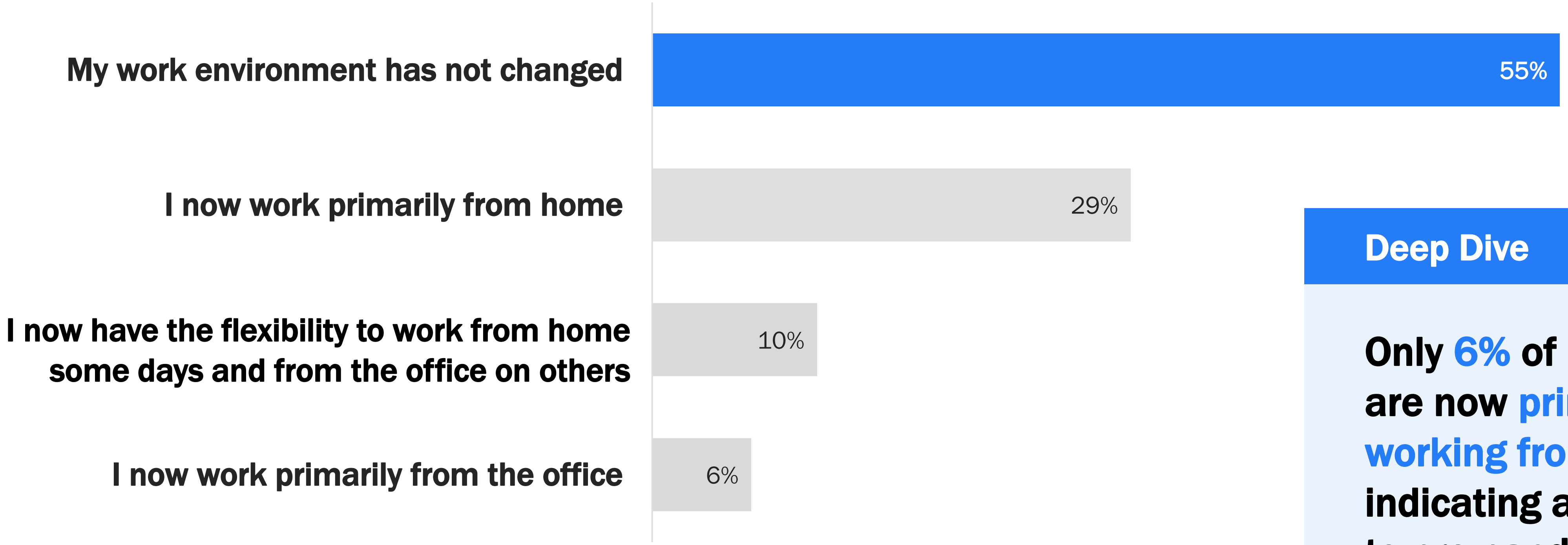
Deep Dive

Of those ”not sure I will” or “choose not to” get vaccinated, 59% are women.

February 2021 n=1,119

Working environments stabilized for more than 50% of respondents — and primarily at home

Within the last three months, how has your work environment changed?



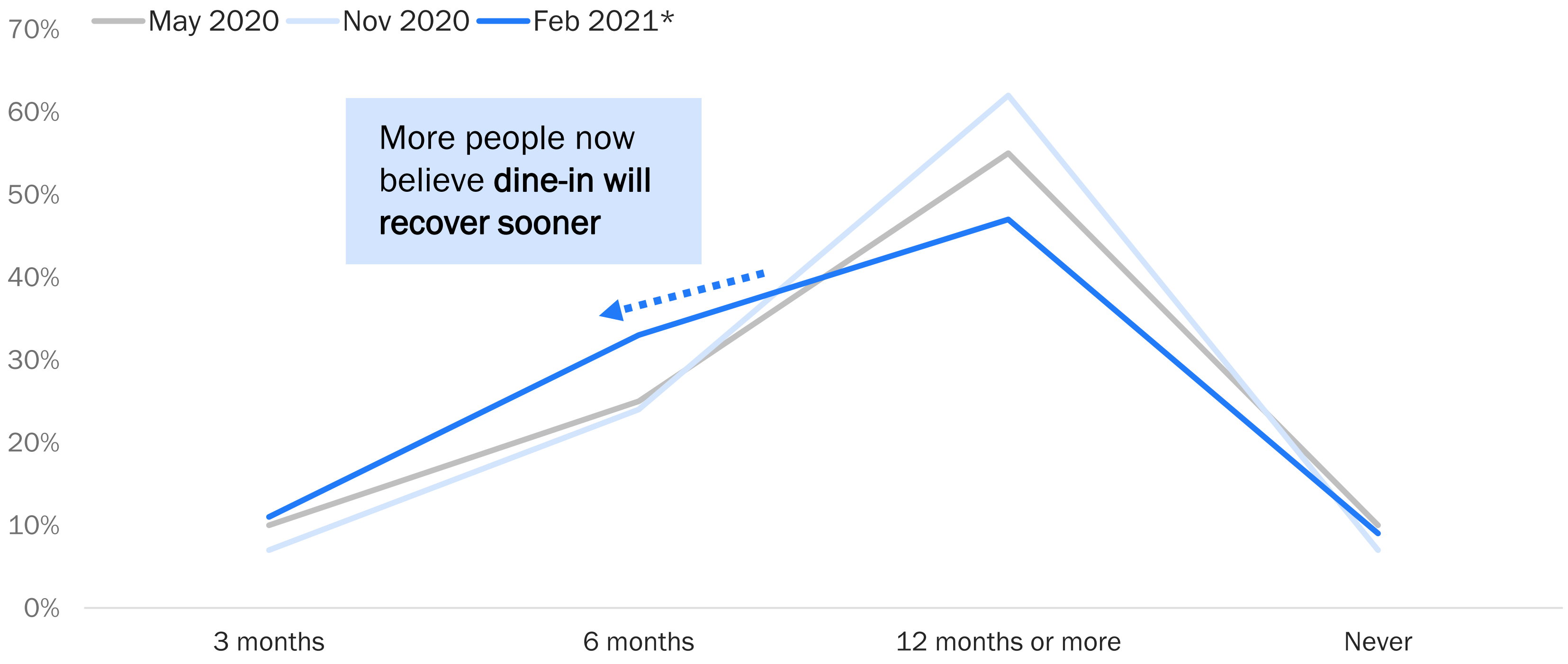
Deep Dive

Only 6% of respondents are now primarily working from the office, indicating a slow return to pre-pandemic levels.

February 2021 n=516

Growing optimism: 44% of respondents believe dine-in will return to pre-COVID levels within the next 6 months

When do believe the dining-in restaurant segment will recover?



May 2020 n=1,200 | August 2020 n=800 | February 2021 n=1,119
*designates statistical significance greater than 95% confidence level

Deep Dive

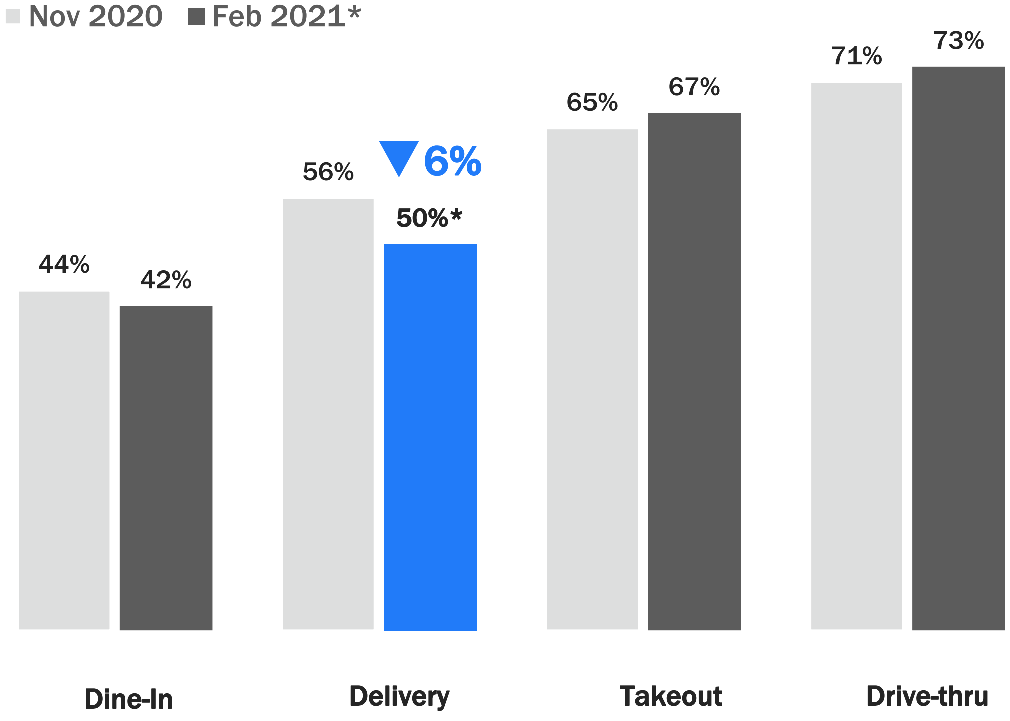
70% of February respondents believe that vaccinations will speed up recovery of the dine-in segment.

One Year Later:
Consumer Sentiment

Insight One

Delivery declines: Frequent delivery ordering has seen a slight decline since November

Activity shifts from November 2020 to February 2021
Share of people reporting reported **at least 1 weekly visit**



November 2020 n=844 | February 2021 n=1,119
*designates statistical significance greater than 95% confidence level

Deep dive

Younger generations (Gen Z & Millennials) continue to report higher restaurant usage across all channels.

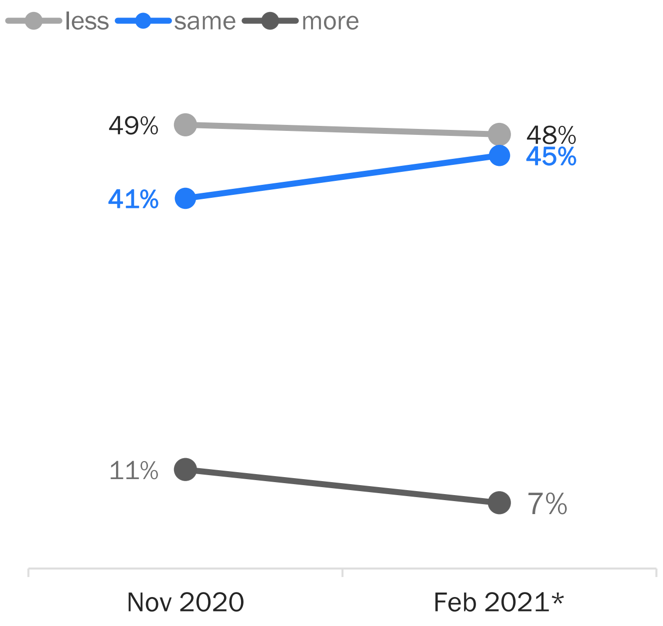
However, the percentage of those who use delivery once a week declined by **12% for Gen Z** and **8% for Millennials**.

Insight Two

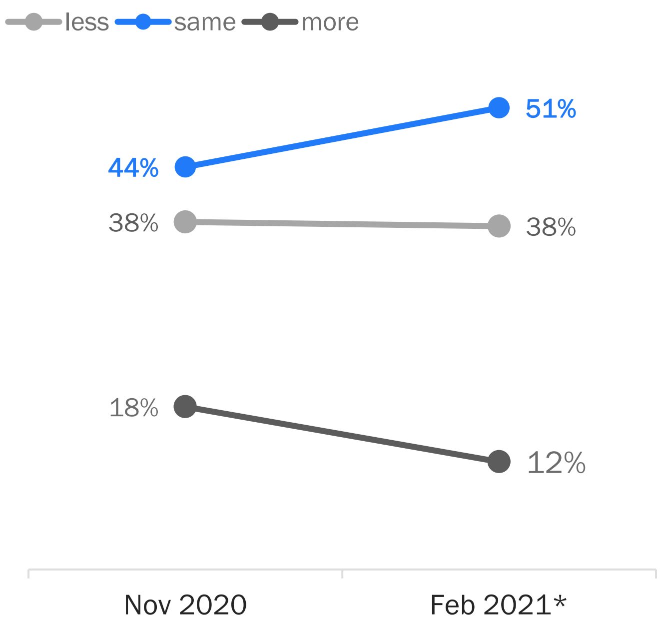
A year later, more respondents are sticking to purchasing behaviors developed in the pandemic

Please indicate whether you have visited restaurants in the given daypart more or less in the last month

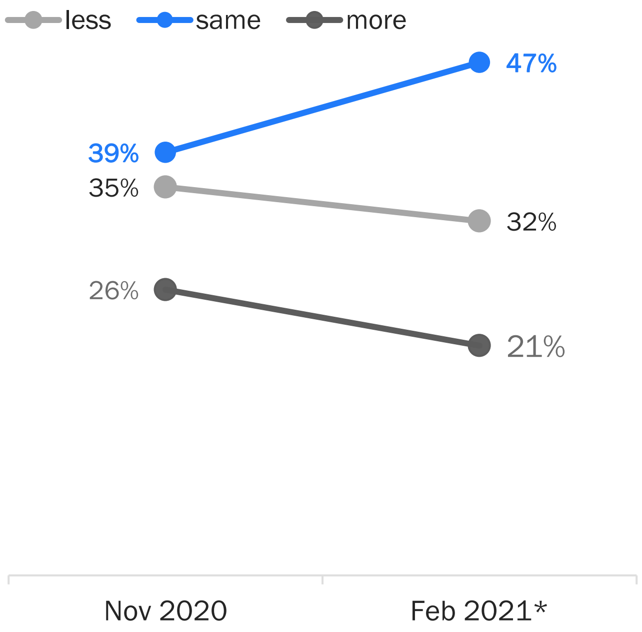
Breakfast



Lunch



Dinner

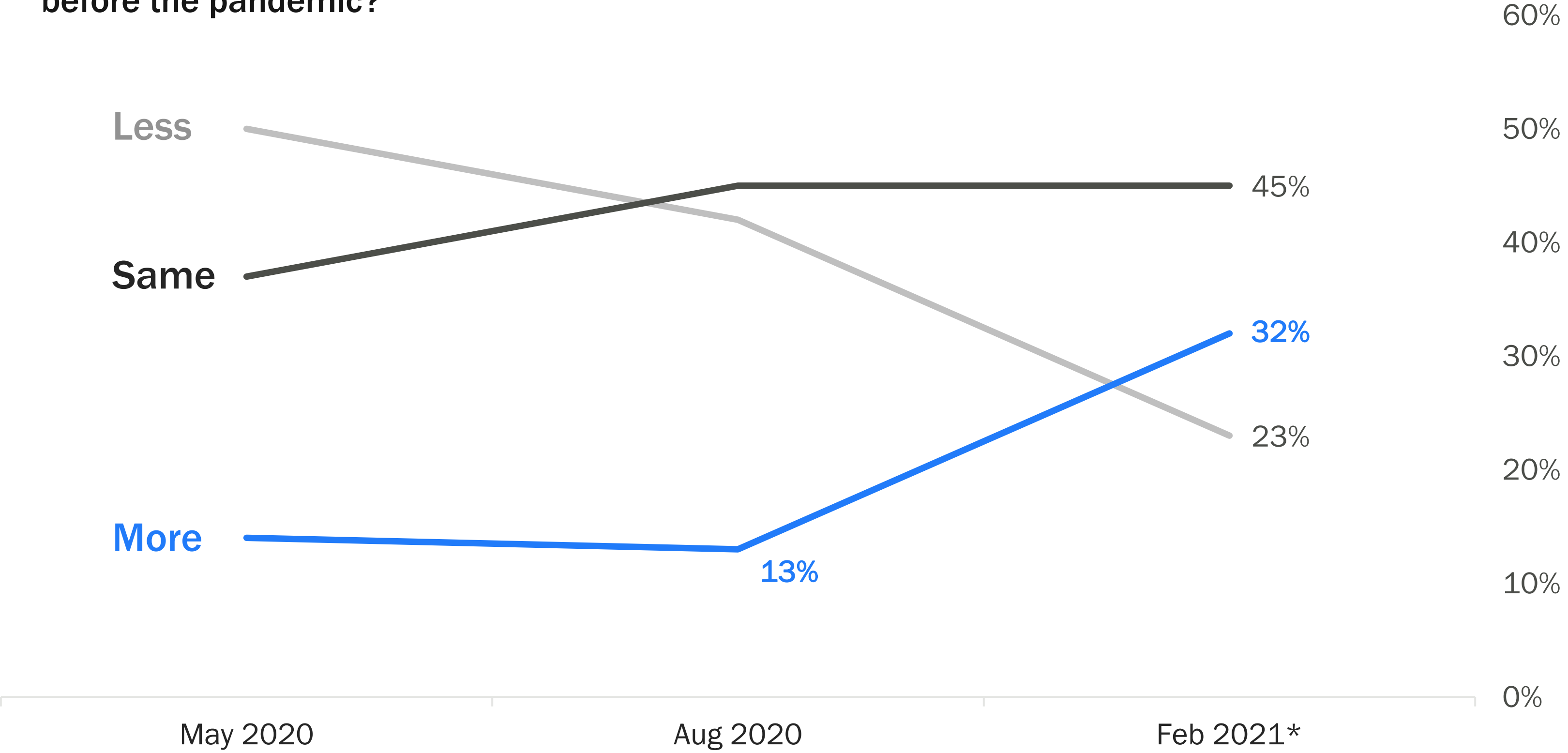


November 2020 n=844 | February 2021 n=1,119
*designates statistical significance greater than 95% confidence level

Insight Three

The percentage of respondents planning to eat out more post-pandemic is increasing

Post pandemic, how often do you plan on eating out at restaurants versus before the pandemic?



May 2020 n=1,200 | August 2020 n=800 | February 2021 n=1,119
*designates statistical significance greater than 95% confidence level

Deep Dive

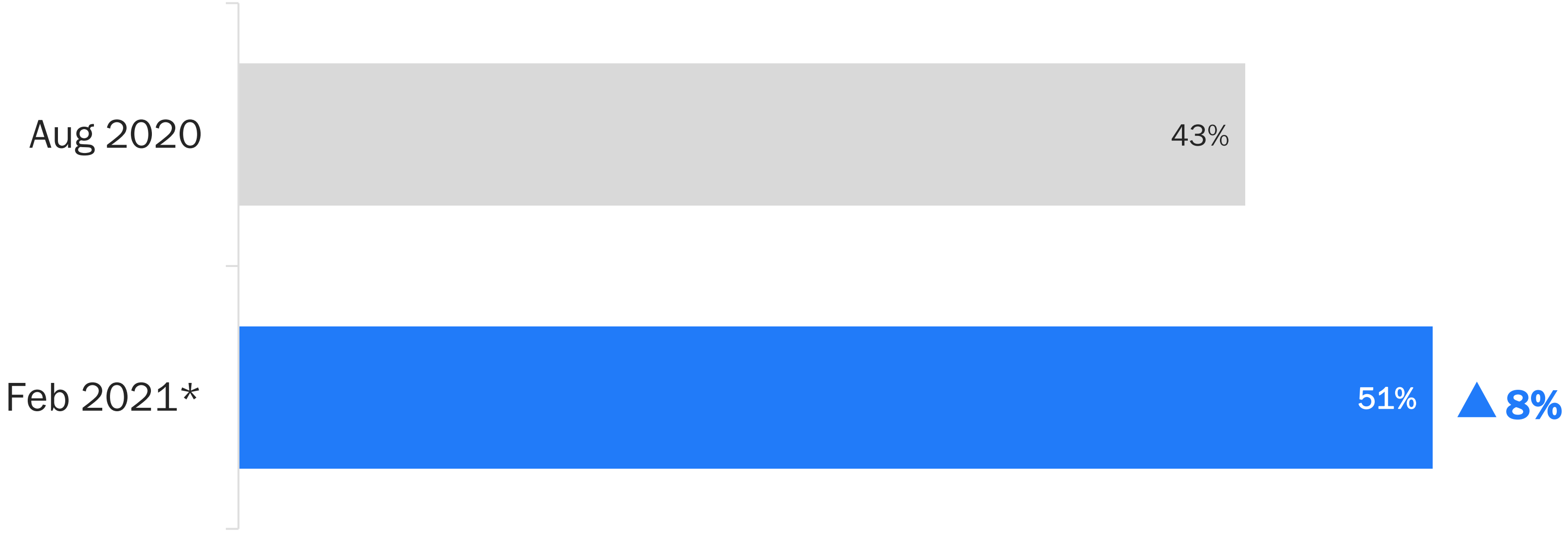
32% of respondents plan on eating out more post-pandemic compared to 13% in August 2020.

Insight Four

More respondents believe restaurants can provide a safe dining experience indoors

Please indicate how much you agree or disagree with the statements below when making the decision to dine-out:

Share of respondents who “Agree” and “Strongly agree” that restaurants can provide a safe indoor experience:

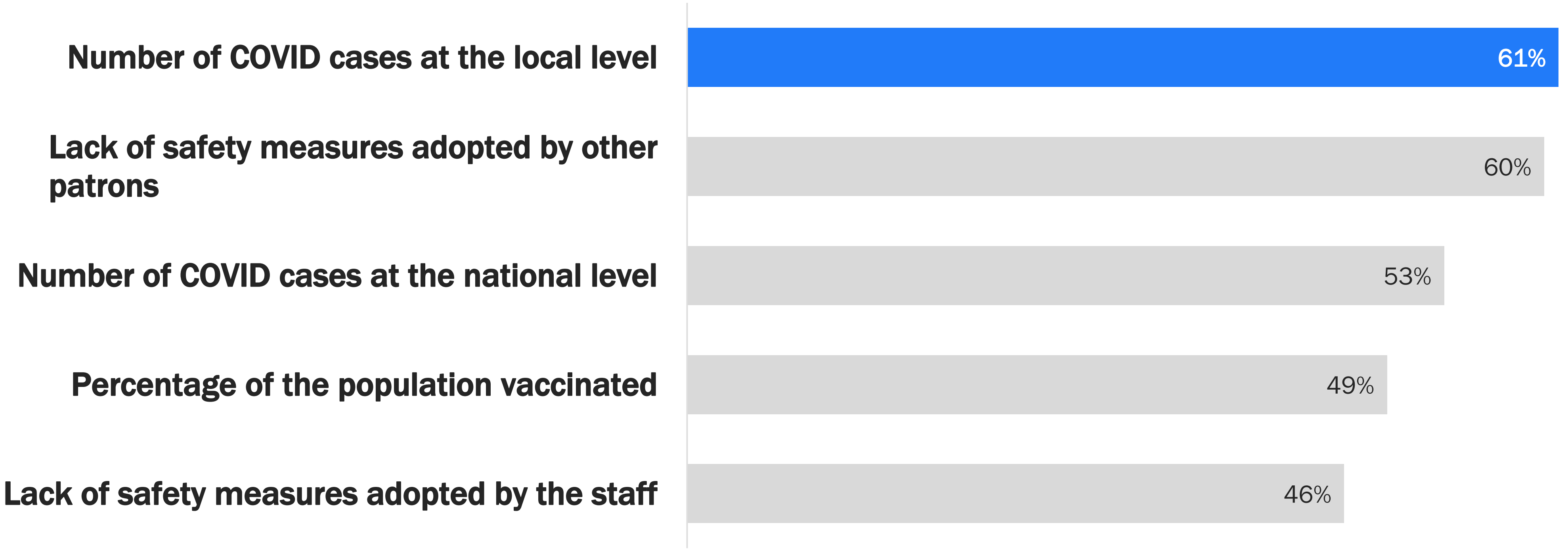


August 2020 n=800 | February 2021 n=1,119
*designates statistical significance greater than 95% confidence level

Insight Five

The number of COVID cases at the local level is the #1 deciding factor when considering to dine out

Share of respondents who “Agree” and “Strongly agree” with the following deciding factors when considering to dine out



February 2021 n=1,119

Insight Six

The majority of those not planning on getting vaccinated also choose restaurants they believe will provide a safe indoor experience

Share of respondents who “Agree” and “Strongly agree” with the following deciding factors when considering to dine out

	Vaccination Status		
Deciding Factors	**Yes, Scheduled and Waiting**	**Undecided**	**Will not get it**
Number of COVID cases at the local level	72%	50%	33%
Number of COVID cases at the national level	64%	43%	26%
Percentage of the population vaccinated	63%	33%	18%
Lack of safety measures adopted by other patrons	69%	53%	37%
Lack of safety measures adopted by the staff	52%	38%	32%
Restaurants can provide a safe dine-in experience indoors	50%	54%	52%

February 2021 n=1,119

Deep Dive

They are much less concerned about COVID cases and other patrons when making a decision.

General Concerns

Insight Seven

Household concerns are changing from economic impacts and infection to mental health and not being able to participate in desired activities

What are your household concerns right now?

Themes	Feb 2021 Rank	May 2020 Rank	Change
Not being able to do things I want to do	**1**	**4**	▲ +3
Members of my household becoming infected	2	2	
The emotional/mental health of my household	**3**	**6**	▲ +3
The economic impact of the pandemic	4	1	▼ -3
Not being able to travel to see family and/or friends	5	3	▼ -2
Not being able to celebrate milestones with friends/families	6	5	
Having the financial means to feed my family	7	7	
Not being able to dine out in restaurants	8	9	
If you were employed prior to the outbreak, maintaining current employment	9	8	

May 2020 n=1,200 | February 2021 n=1,119

Insight Eight

For families, keeping children occupied and active has become the #1 concern

What are your household concerns right now?

Themes	Feb 2021 Rank	May 2020 Rank	Change
Keeping my children occupied and active during the pandemic	1	6	▲ +5
The emotional/mental health of my household	2	3	
Members of my household becoming infected	3	2	
Not being able to do things I want to do	4	5	
Having the financial means to feed my family	5	8	▲ +3
Not being able to celebrate milestones with friends/family	6	7	
The economic impact on local business in my community	7	1	▼ -6
Not being able to travel	8	4	▼ -4
Maintaining current employment	9	9	
Not being able to dine out in restaurants	10	10	

May 2020 n=1,200 | February 2021 n=1,119

Deep Dive

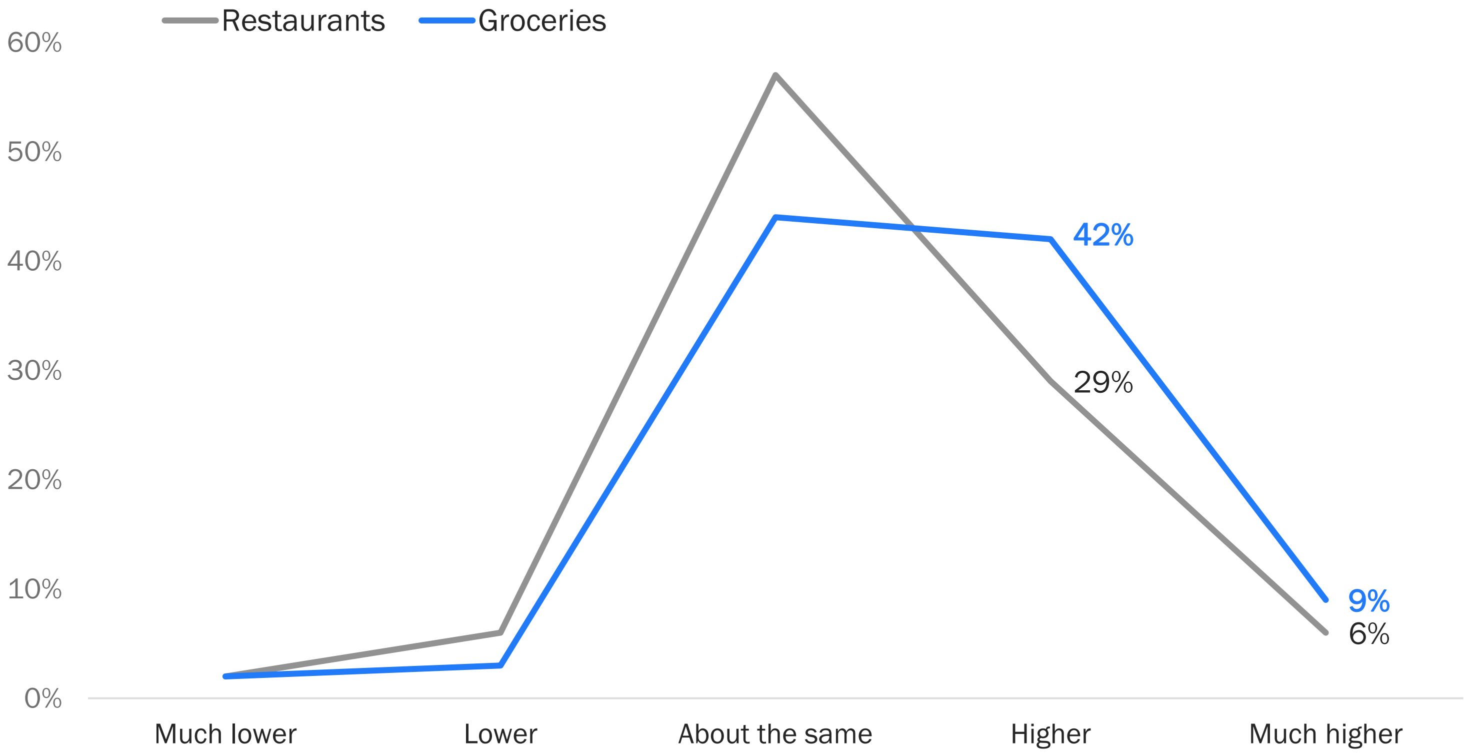
Overall, concerns over the economic impact and ability to travel have decreased in ranking.

Consumer Spend

Insight Nine

Grocery prices continue to be perceived as higher than restaurant prices

In the last month, do you feel you are paying higher or lower prices for ...

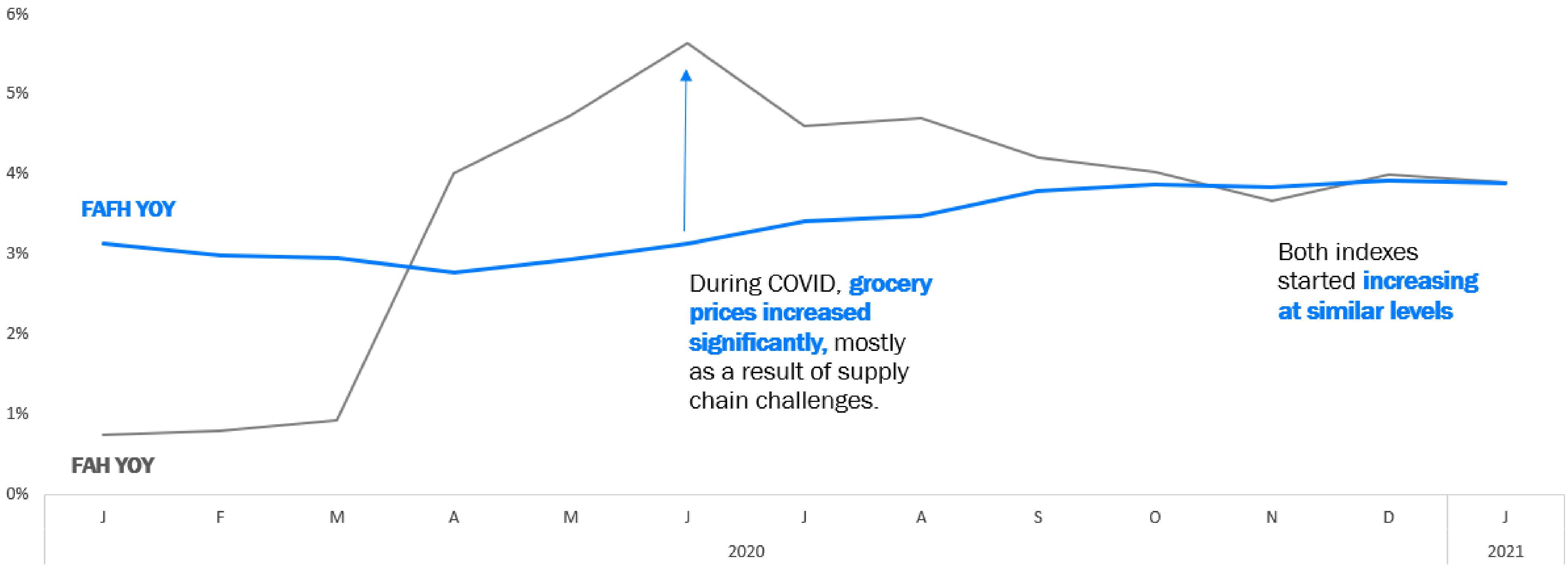


February 2021 n=1,119

Insight Nine Cont.

Yet inflation measures show a reduction in the gap between FAH and FAFH

Food Away From Home (FAFH) & Food At Home (FAH) Consumer Price Changes

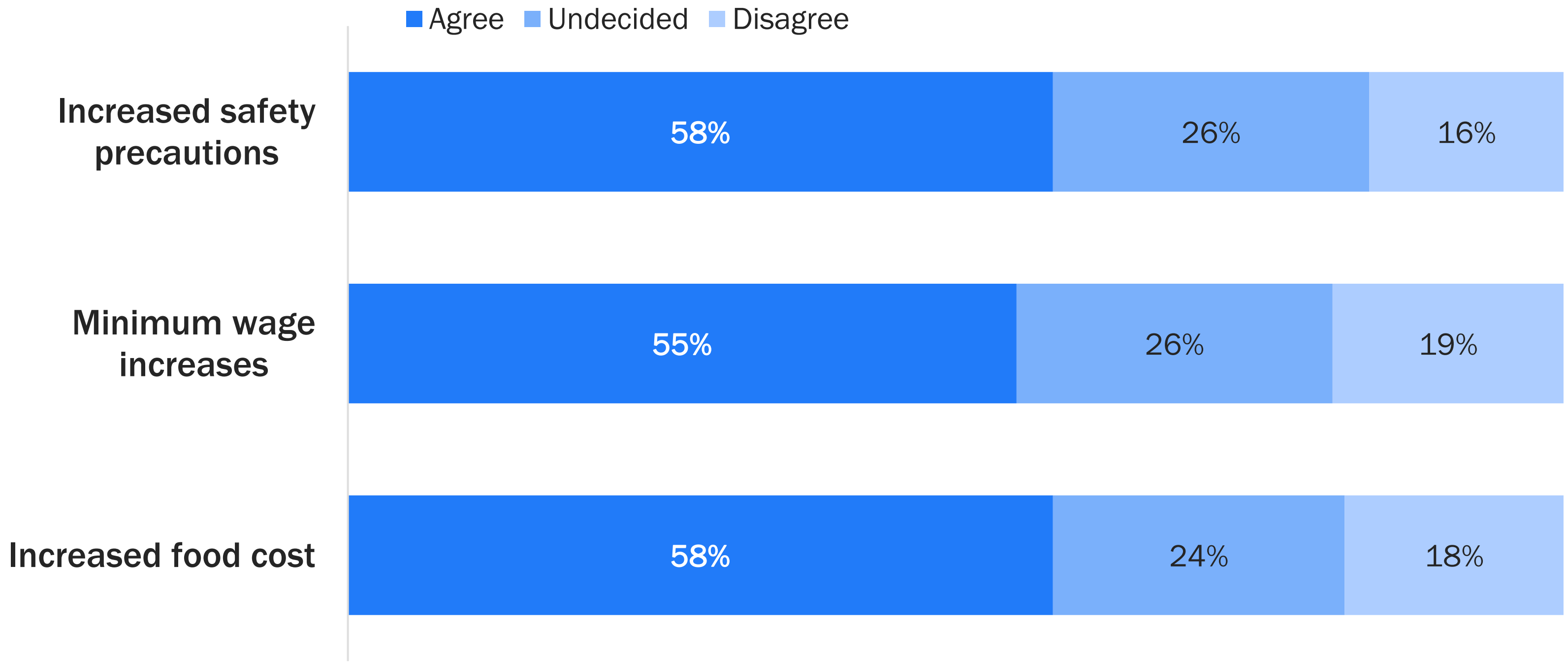


Source: *U.S. Bureau of Labor Statistics* (https://www.bls.gov/data/) | *USDA Economic Research Service* (https://www.ers.usda.gov/data-products/food-price-outlook.aspx)

Insight Ten

Most respondents believe **safety precautions, increased minimum wage, and cost of food** justify price increases

Please indicate to what extent you agree or disagree when it comes to justifiable reasons for restaurants to increase prices?



February 2021 n=1,119

Deep Dive

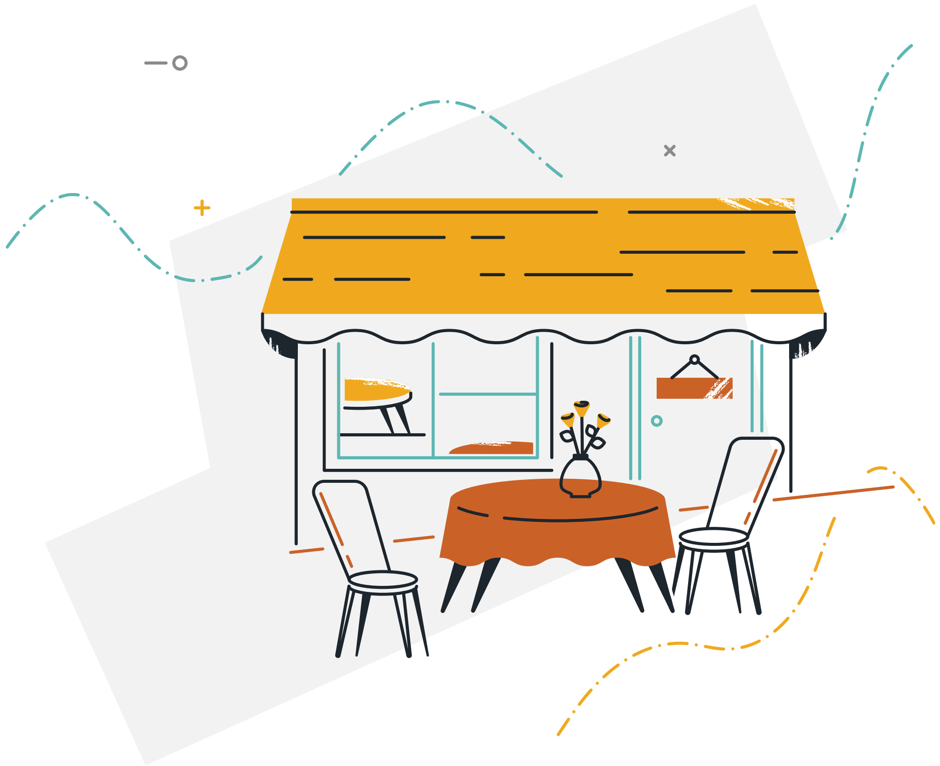
Boomers are most understanding. 70% believe increased food costs justify price increases vs. 41% of Gen Z.

Summary of insights

1. Frequent **delivery ordering** (at least once a week) has **slightly declined** since November.
2. A year later, more respondents are **sticking to purchasing behaviors** developed in the pandemic.
3. The percentage of respondents planning to **eat out more post-pandemic** is increasing.
4. **More** respondents believe restaurants can **provide a safe dining experience indoors** compared to August.
5. The **number of COVID cases at the local level** is the **#1 deciding factor** when considering whether to dine out.
6. The majority of those **not planning on getting vaccinated** also choose restaurants they believe will **provide a safe indoor experience.**
7. Top **household concerns** have changed. **Mental health** and **not being able to participate in desired activities** are in the lead.
8. For families, **keeping children occupied** and active has become the **#1 concern**.
9. **Grocery prices** continue to be perceived as **higher** than **restaurant prices**. Yet both are increasing at similar levels.
10. Most respondents believe **safety precautions, increased minimum wage, and cost of food justify price increases.**

Increasing margins for food service and hospitality companies for 25 years.

We help executives and finance professionals in the restaurant industry address profitability challenges. Our data-driven approach to optimizing sales, menus and financial health helps iconic brands and upcoming concepts in more than 40 countries. We currently count more than 100,000 restaurants as clients.



Do more with your data. Partner with us today.

Visit revenuemanage.com
Email us at info@revenuemanage.com
Or call any of our five offices across the globe.

North America:	+1 813 277-0034
Europe/London:	+44 (0)20 3948 1871
Europe/Paris:	+33 (0)1-80-96 47-00
Asia/Singapore:	+65 6807 0650
Asia/Tokyo:	+81 (03) 5326-3022

We are ready to help.