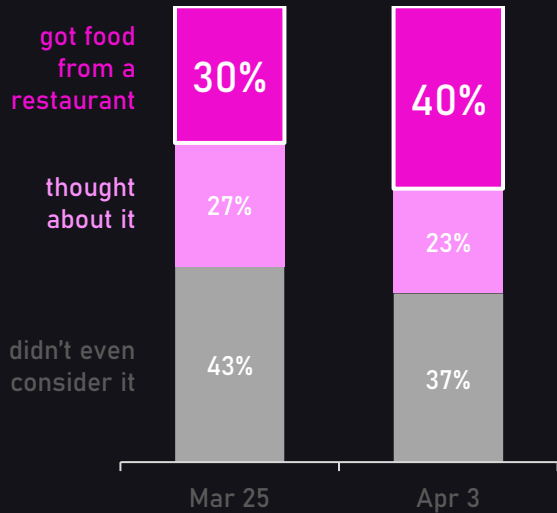


Approximately 1-in-3 consumers purchased food from a restaurant the prior day. (versus a pre-Coronavirus average of ~50%)



As shelter-in-place and social distancing guidance proliferate, restaurants are in the consideration set for most Americans - we view these stats as encouraging.

Dinner is now the top restaurant daypart. (before Coronavirus, lunch has always been #1)

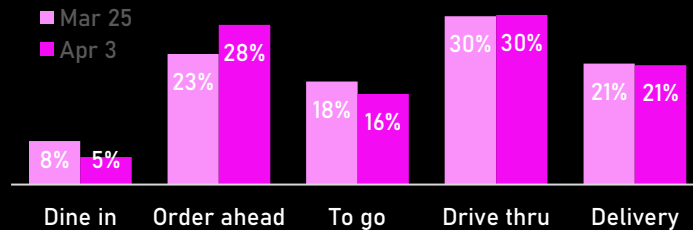
	Mar 25	Apr 3
Breakfast	6%	8%
Lunch	12%	17%
Dinner	16%	22%
Snack	3%	5%

% of consumers who ordered from a restaurant yesterday

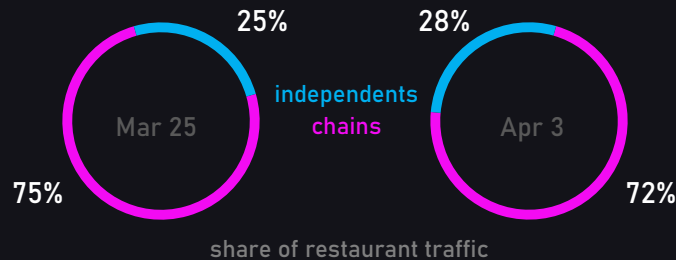
Restaurants should consider optimizing their menu for dinner traffic, including a focus on family meals or packages that provide the consumer additional meals for tomorrow.

Almost all traffic is outside the dining room.

In addition to delivery and drive-thru, many Americans are also ordering ahead to reduce their potential exposure. Restaurants that offer this option should promote it heavily.

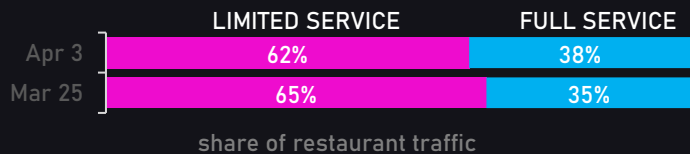


People are heading more often to chains.



LSRs capture two-thirds of restaurant traffic.

Even with mandatory closings of dining rooms, FSRs are down, but not out. Buoyed by delivery and creative approaches to pickup, FSRs still account for about a third of restaurant traffic.



The experience still doesn't feel entirely safe.

Even among those getting food from a restaurant, unease is creeping, so go the extra mile, even if it's extreme, to make patrons feel safe.



And yet, Americans are optimistic... **6-in-10** believe it'll be safe to dine inside of restaurants within 3 months.

	Mar 25	Apr 3
it's already that safe today	10%	10%
1 to 2 weeks	9%	5%
1 month	18%	12%
2 to 3 months	29%	30%
4 to 6 months	15%	21%
longer than 6 months	10%	15%
it'll never be as safe as before	9%	7%

when do you feel it will be safe again to dine at a restaurant?

We update these stats every few days. We're also publishing 2 new topical COVID-19 reports each week, provided free of charge to support the food industry.

Download the latest at [datassential.com](https://datassential.com).