LoopMe Consumer Snapshot: Casual Dining

In this week’s consumer behaviour study, LoopMe surveyed 1,250 UK consumers on 12-14 June 2020 to understand casual dining intent during COVID-19. We also analysed the type of dining experiences consumers are most likely to participate in and which COVID safety measures will matter most when dining out.

How comfortable would you be dining-in at your favourite casual restaurant?

- Somewhat Comfortable: 32%
- Very Comfortable: 26%
- Somewhat Uncomfortable: 20%
- Very Uncomfortable: 22%

58% of consumers would feel comfortable dining-in at their favourite casual dining restaurant.

How likely are you to dine-in at your favourite casual restaurant in the next 30 days?

- Very Likely: 16%
- Somewhat Likely: 15%
- Somewhat Unlikely: 20%
- Very Unlikely: 50%

31% of consumers intend to dine-in at their favourite casual dining restaurant in the next 30 days.

41% of consumers are most likely to participate in Delivery dining experiences in the next 30 days.

28% of consumers are most likely to participate in Curbside Pickup or Take Out dining experiences in the next 30 days.

What type of dining experience are you most likely to participate in over the next 30 days?

- Delivery: 28%
- Dining Out: 14%
- Curbside Pickup/Ride Through: 18%
- Take Out: 28%

Which COVID safety measures matter most to you when dining out?

- Increased Cleanliness: 25%
- Capacity Restrictions: 25%
- Drive Through/Curb Side Pickup: 20%
- Outdoor Seating: 17%
- Seating Distance: 13%

25% of consumers value increased Cleanliness as the most important COVID safety measure when dining out.

1 in 4 consumers value Seating Distance as the most important COVID safety measure when dining out.

When dining out next, what will matter most to you?

- 57% of consumers will value COVID Safety Measures
- 13% of consumers will value Menu Options
- 7% of consumers will value Outdoor View
- 5% of consumers will value Price
- 10% of consumers will value Socialising

More than 1 in 2 consumers (57%) will value COVID Safety Measures the most when dining out next.

13% of consumers will value Menu Options the most when dining out next.