LoopMe Consumer Snapshot: Casual Dining

In this week’s consumer behavior study, LoopMe surveyed 2,240 US consumers on June 12-14, 2020 to understand casual dining intent during COVID-19. We also analyzed the type of dining experience 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 favorite casual restaurant?**

- Very Comfortable: 21%
- Somewhat Comfortable: 22%
- Somewhat Uncomfortable: 33%
- Very Uncomfortable: 24%

54% of consumers would feel comfortable dining-in at their favorite casual dining restaurant.

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

- Very Likely: 28%
- Somewhat Likely: 20%
- Somewhat Unlikely: 17%
- Very Unlikely: 35%

48% of consumers intend to dine-in at their favorite casual dining restaurant in the next 30 days.

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

- Curbside Pickup or Take Out: 28%
- Drive Through: 35%
- Delivery: 13%
- Dining Out: 24%

35% of consumers are most likely to participate in Curbside Pickup or Take Out dining experiences in the next 30 days.

28% of consumers are most likely to participate in Dining Out in the next 30 days.

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

- Increased Cleanliness: 31%
- Seating Distance: 23%
- Drive Through/Curbside Pickup: 21%
- Capacity Restrictions: 13%
- Outdoor Seating: 12%

31% of consumers value Increased Cleanliness as the most important COVID safety measure when dining out.

21% of consumers value Seating Distance as the most important COVID safety measure when dining out.

56% of consumers will value COVID Safety Measures the most when dining out next.

14% of consumers will value Menu Options the most when dining out next.