

PROPRIETARY RESEARCH STUDY

QSRs in the age of COVID-19

What customers are telling us about ordering food right now.

WHO WE TALKED TO



500+ Participants



90% Households of 2+ People



Geographically Diverse (All 50 States;
mix of Urban, Rural, Suburban)



For the past 15 days, Bottle Rocket has been conducting customer sentiment research focused on how people are interacting with quick service restaurants (QSRs) in the new environment of COVID-19.

Leveraging **Alpha**, we asked customers questions about how their needs were being met by their favorite restaurants, and what those restaurants could do to win more business. Although we expect to learn more as people fully adjust to their new quarantine behavior, our first two weeks of testing have taught us a few key things. And we're excited to share those learnings with you.

Let's dive in.

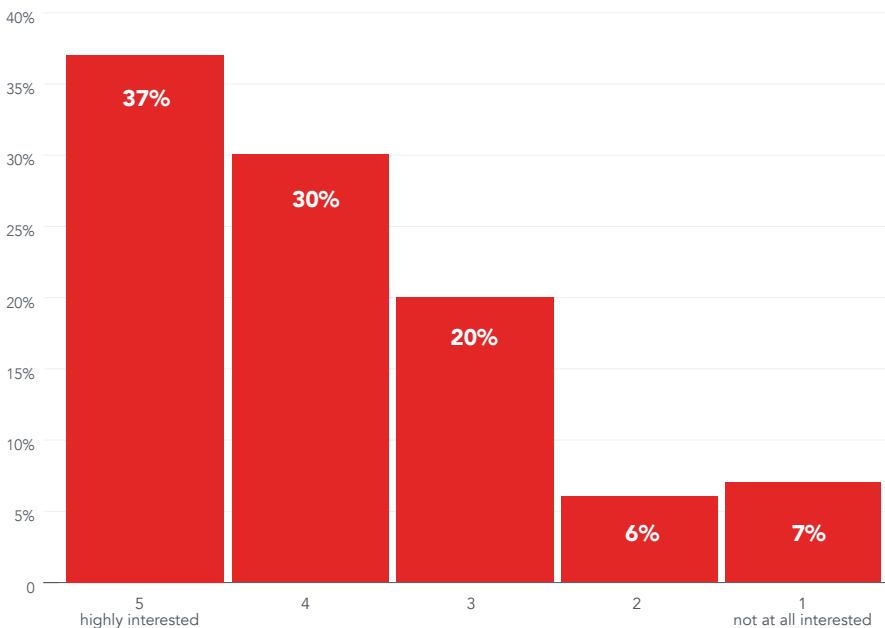
“Texting is an easier alternative to calling a restaurant to place an order and avoids more human interaction.”

80% of customers are more likely to order from a restaurant if they offer rewards for digital or text message ordering.

People want to be rewarded for trying something new.

Over 80% of respondents said they would be more likely to order from a restaurant via their website or app if they're rewarded for trying a new way to order. Despite the ease of use, and enhanced convenience and safety, of digital ordering, many customers are still looking for an incentive to try something new by ordering their food digitally. Brands with strong loyalty programs will start to leverage that added benefit as a way to lure more customers to use their digital channels. Rewards, couponing and other incentives are still necessary factors in encouraging customers to convert to digital ordering.

How interested or not interested would you be in ordering from your favorite fast-food restaurant if they rewarded you for your safety practices?



“[Texting] would be very convenient and would allow for proper social distancing, I would like to see this continue past the pandemic.”

- Survey Respondent Comment

Survey Response:

Customers are interested in text-to-order if they're rewarded for trying this new ordering method.

Research conducted between March 10, 2020 and March 25, 2020. N=339

There is some “fast-food fatigue” but customers will return to their favorite spots.

Nearly 20% of respondents claimed that they would not return to a QSR or fast-food restaurant in the next week, and those respondents offered a variety of reasons. Some customers are working on improving their ability to cook for themselves, others are worried about unnecessary exposure to the virus by visiting a restaurant, and a third group is simply tired of eating from the same establishments. Based on survey data, the fast-food loyalists are simply narrowing where they go for food—they claim to be visiting the favorite spots even more frequently now than before the quarantine came into effect.

**30% of
respondents
do not expect to
cook for themselves
in the next week.**



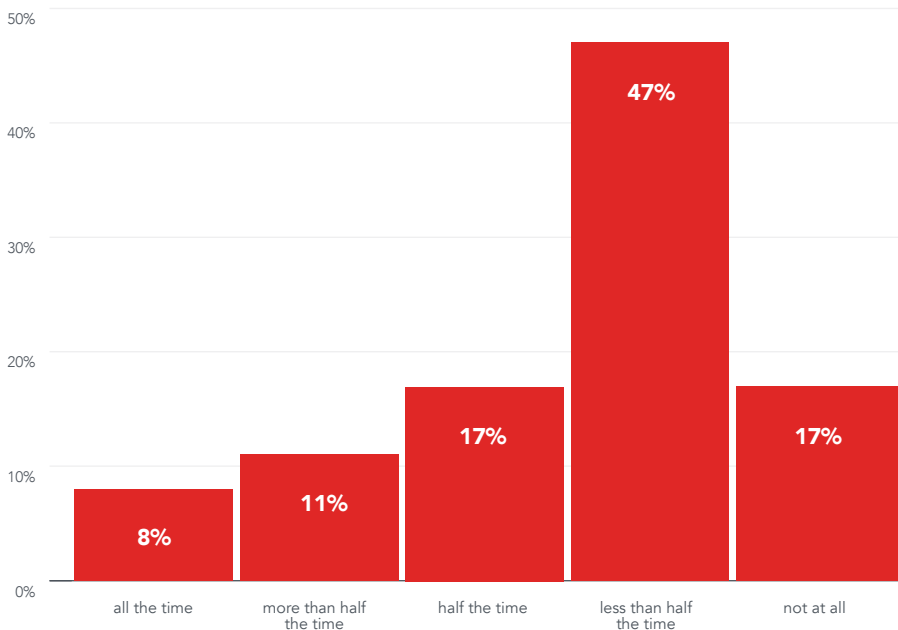
Reward programs and coupons help me decide where I order from.”

- Survey Respondent Comment

There are still plenty of customers who will rely heavily on QSRs in the coming weeks.

Despite the shift toward home meal preparation, there is still plenty of activity. Over 33% of our survey respondents said they would source at least half of their meals from QSRs in the next week. We are starting to see customers sort themselves into one of two camps: 1) I am making an effort to be less reliant on takeout and QSRs or 2) I intend to continue to order the majority of my food from QSRs.

In the next 7 days, how often do you expect to order from a fast-food restaurant, compared to other restaurants or cooking at home?



Survey Response:
There is a split in how reliant customers plan to be on fast-food restaurants in the next week.
Research conducted between March 10, 2020 and March 25, 2020. N=355

35% of survey respondents expect to source at least half of their meals from QSRs next week.



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We are gathering data every week, so please check back weekly for more tips and insights direct from customers.

Interested in connecting with Bottle Rocket's strategy team on this research:
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