

The State of

Consumer trends from over ten months reveal definitive dining behaviors that restaurants can expect.

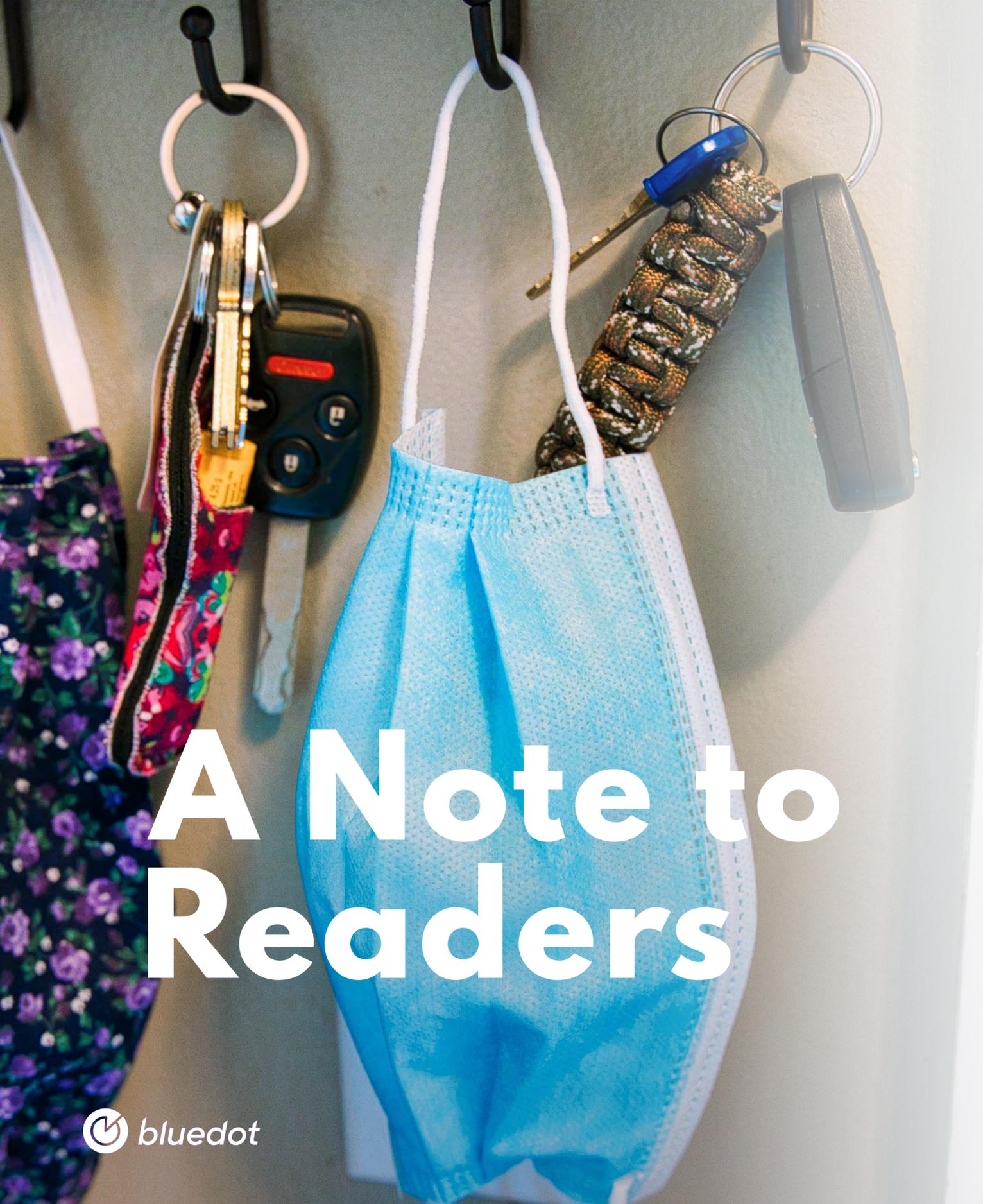
What Feeds Us

VOLUME III



Contents

- I.** Note to Readers
- II.** The New Era of Consumer Behavior
- III.** Drive-Thru
- IV.** Curbside
- V.** In-Store Pickup
- VI.** Wait Times
- VII.** Mobile Apps
- VIII.** Glossary & Methodology
- IX.** About Bluedot



A Note to Readers

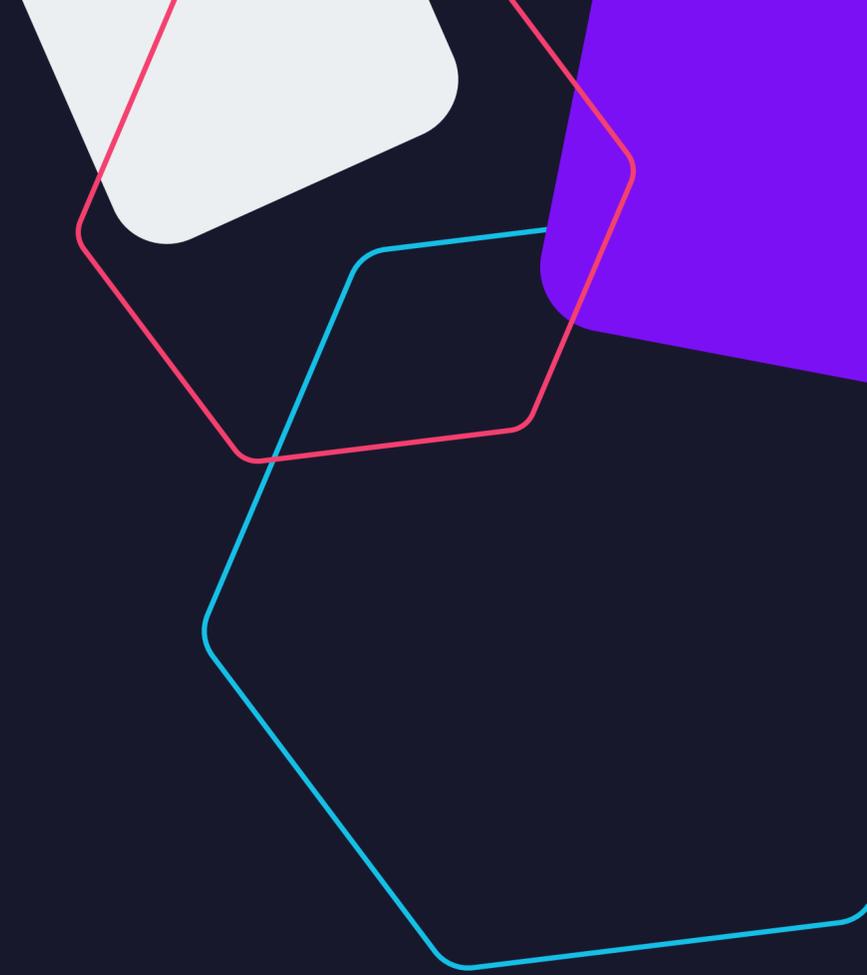
Over the last ten months, we've kept a pulse on consumer dining behaviors and their impact on restaurants. This third study uncovers customer expectations vs. reality when it comes to drive-thru, curbside, wait times, mobile apps, and more.

Here are the major insights we've distilled from the data:

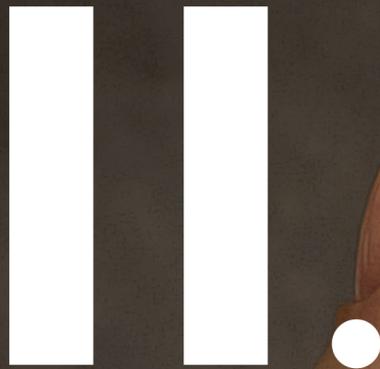
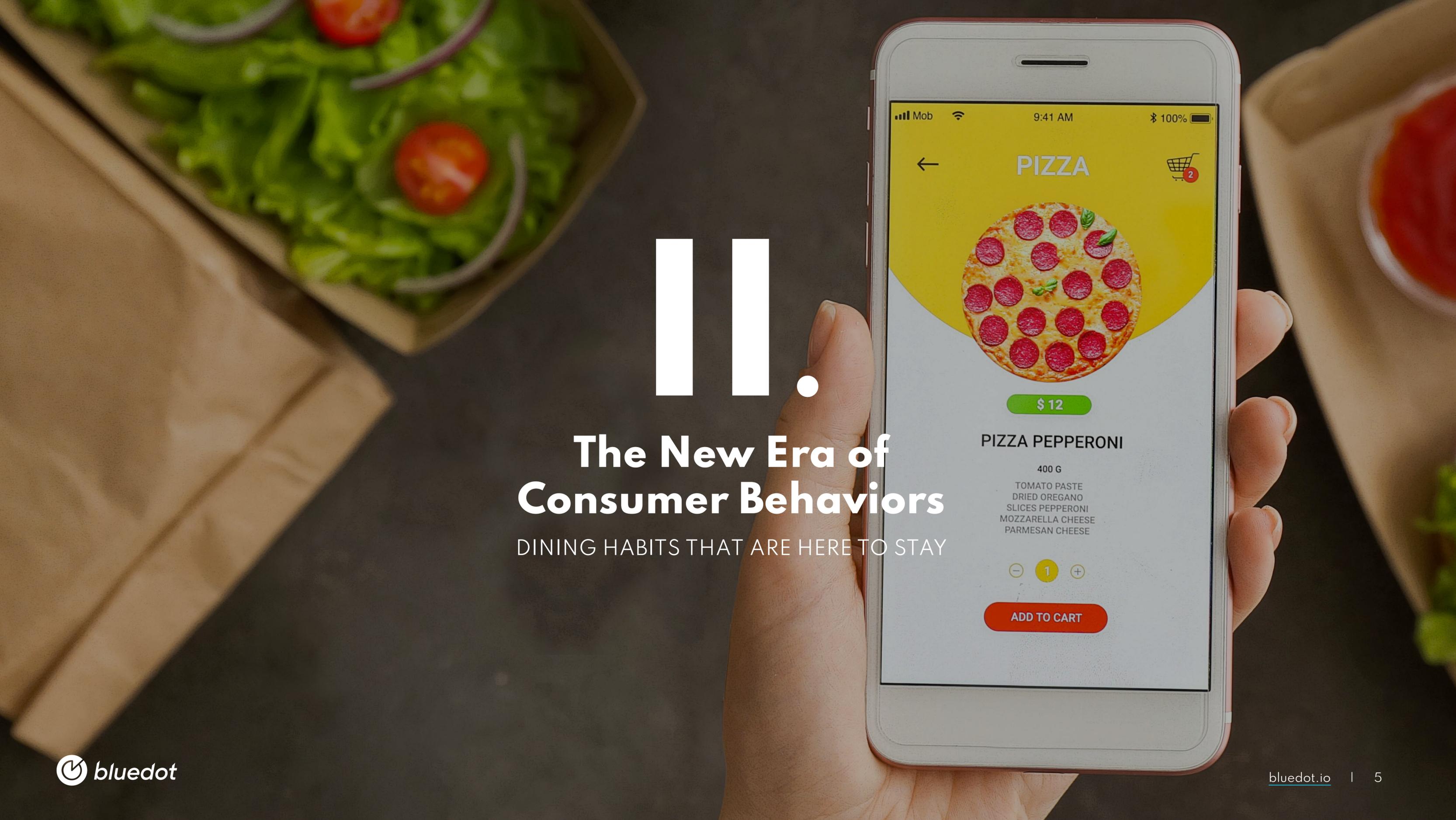
- 1.** While COVID-19 might have been the catalyst, consumers signal that behaviors over the last year are here to stay. **It's a new era of customer habits.**
- 2.** Unsurprisingly, consumers have pandemic fatigue. **Anxiety has decreased** and safety has become less of a priority for consumers as they've begun to grow accustomed to life amid COVID-19.
- 3.** Overall, **consumers are becoming more impatient** when it comes to wait times. The majority of consumers will either leave or consider leaving if the line is too long.
- 4.** **The pandemic has led to a sharp uptick in mobile app usage and consumers plan to keep mobile apps beyond the pandemic.** Consumers are downloading more mobile apps than ever before and choosing restaurant apps over third-party apps.

Consumers are choosing a multi-channel approach to order pickup (drive-thru, curbside, carryout, delivery, etc.). This means operational logistics can no longer be one-size fits all. Restaurants must meet consumer demand with personalized, flexible solutions that adapt to their choices.

Emil Davityan
Emil Davityan, CEO and Co-Founder



Logistics is the
new customer
engagement.



The New Era of Consumer Behaviors

DINING HABITS THAT ARE HERE TO STAY

Though priorities have shifted amid the pandemic, it's clear that new consumer habits are here to stay.

Mobile apps are here to stay.

85%

of respondents are planning to keep mobile apps for restaurants and food once the pandemic subsides.

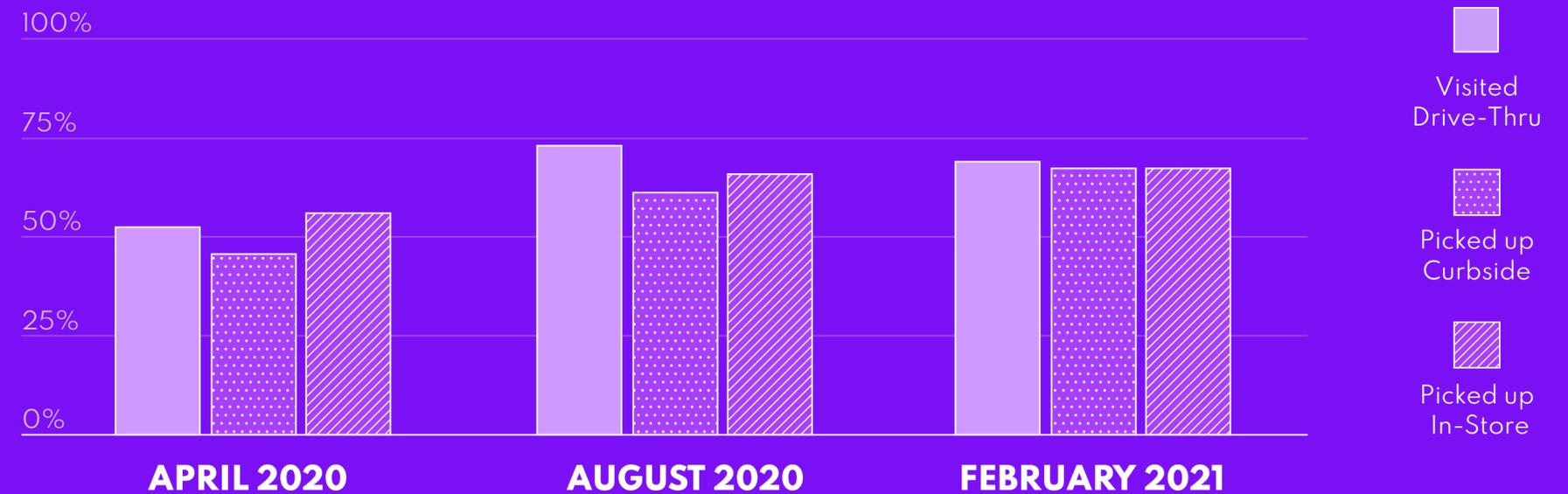


Beyond the pandemic,

8 OUT OF 10

consumers plan to continue with their current dining habits.

Consumers who increased or maintained their usage of order pickup options in the last month



A majority of respondents are using drive-thru, curbside, and carryout - a trend that has increased since April 2020.

*See glossary for links to previous State of What Feeds Us studies for April and August data.



1 in 3

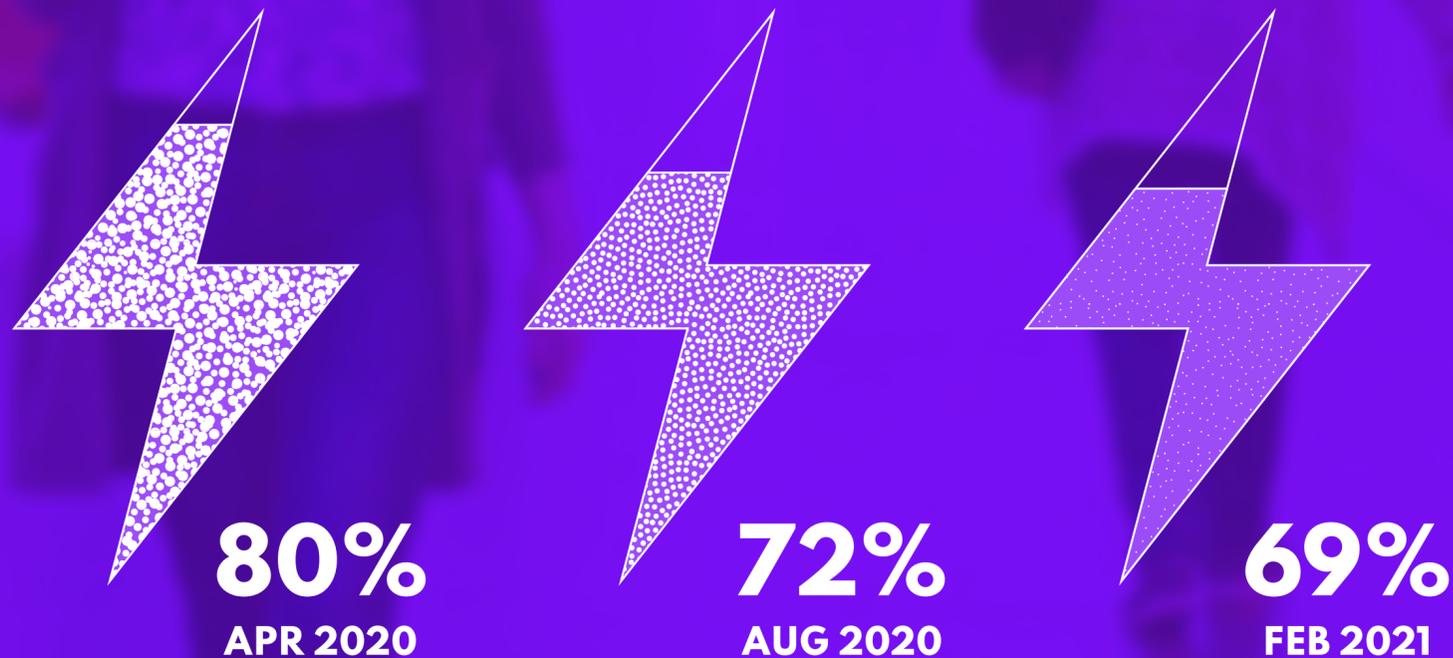
respondents plan on fully adopting these newly formed habits, never returning to pre-pandemic ways.

ONLY
22%

will return to their pre-COVID dining habits.

Consumer fear and/or anxiety levels have fallen since the start of the pandemic.

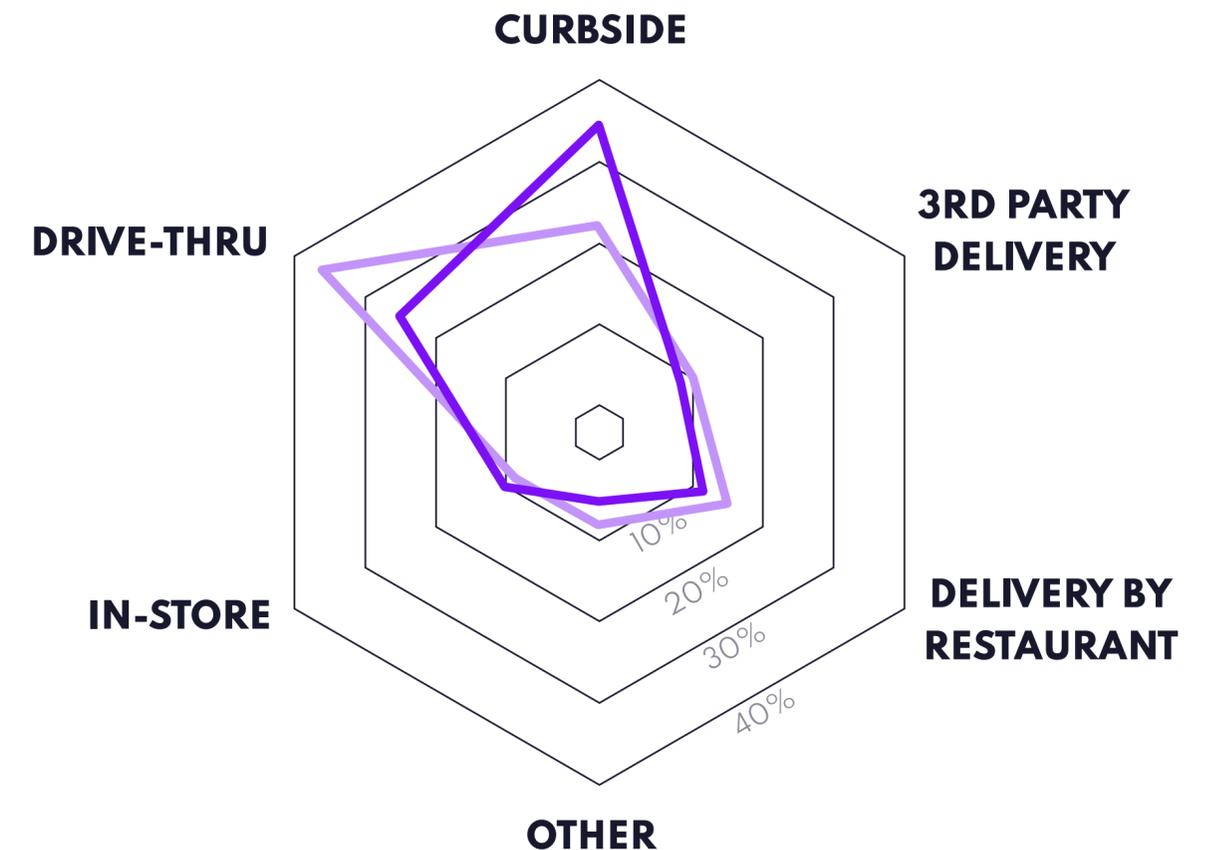
Percentage of Consumers Feeling Anxiety Walking In-Store:



SPOTLIGHT

Curbside has now overtaken drive-thru as safest fast food order option.

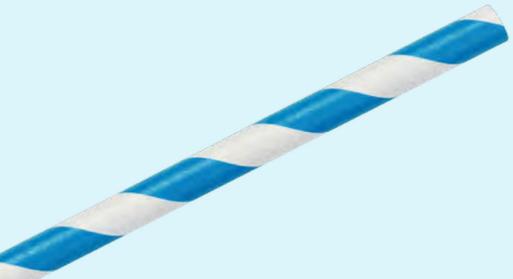
What Is Safest?





Drive-Thru

III. DRIVE-THRU



Not only are more consumers visiting the drive-thru, they're visiting more often **than ever before.**

26%

increase over the last 10 months.



Consumers love the drive-thru. A whopping

91%

have visited in the last month.



SPOTLIGHT

April 2020



Over 50% of respondents had NOT PLANNED on using drive-thru (or using less frequently).



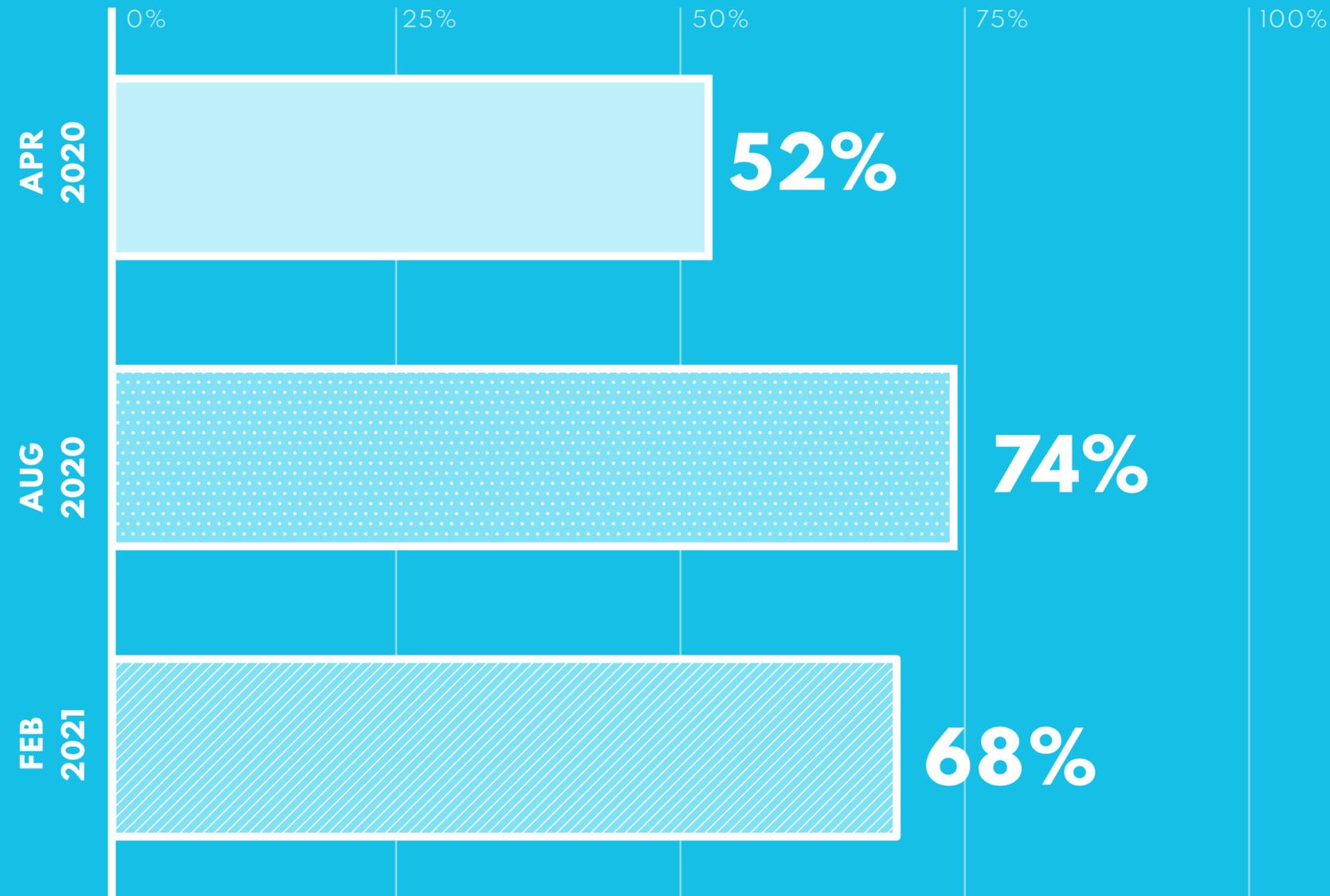
February 2021



But **only 9%** of respondents have not visited in the last month.

Customer lifetime value (CLTV) has increased with uptick in visit frequency.

Visited Drive-thru Same or More Often Than Before



SPOTLIGHT

#1

Contactless now ranks as the #1 ask for safety at drive-thrus.



Last August, **sanitation** ranked #1 for safety at drive-thrus.



IV.

Curbside

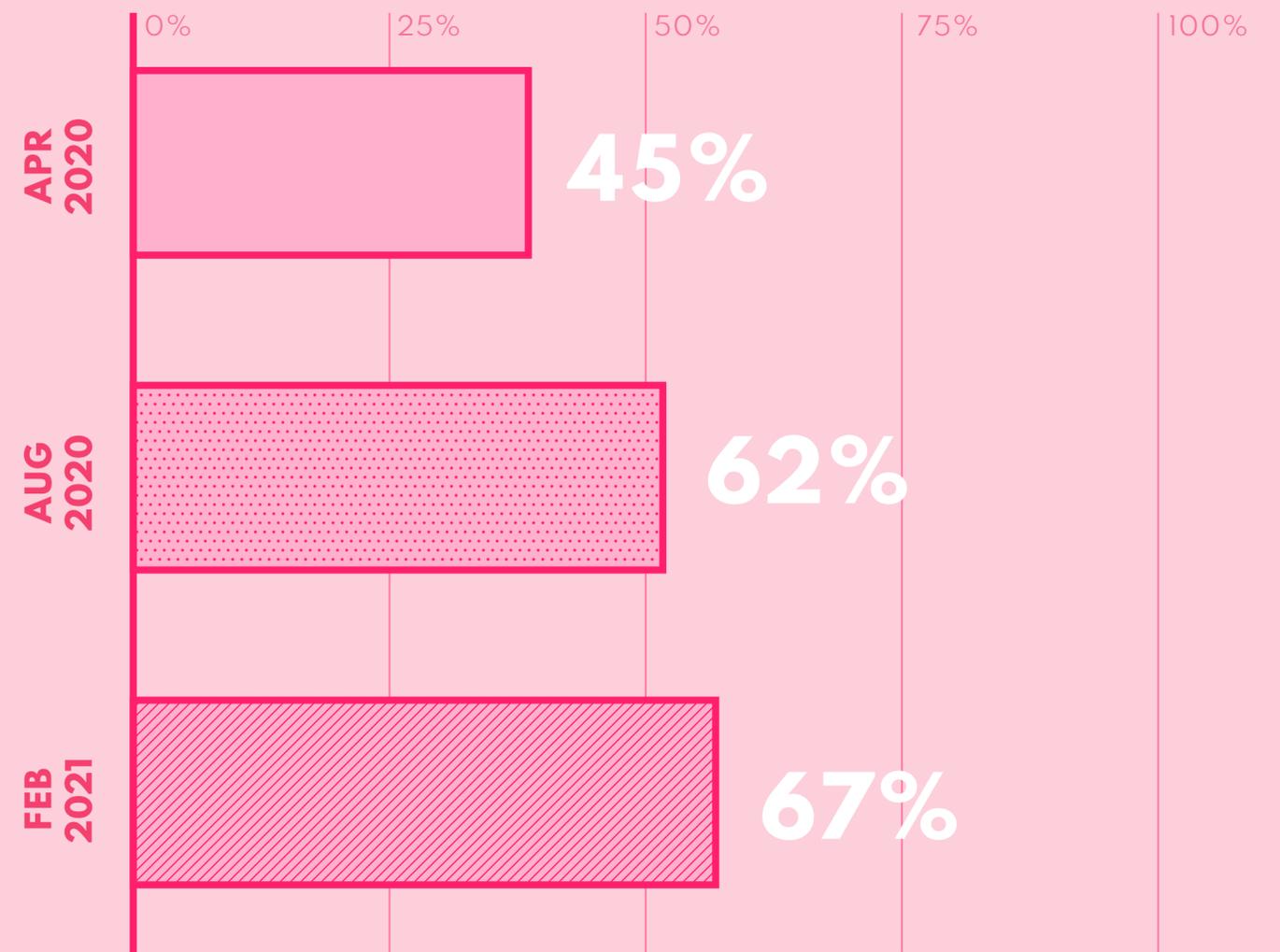
Curbside usage is **up...**



Picked Up Fast Food Curbside Same or More Often Than Before

77%

of consumers have utilized curbside pickup in the last month.



*Apr 2020 data is for all curbside pickup, not just fast food.

But Curbside is **failing**.

55% of consumers expect to be **automatically checked-in** via the restaurant's app, and for staff to be notified to **bring items directly to their car**.

Yet only **25%** of respondents have received this level of service.

Personalization extends to curbside.



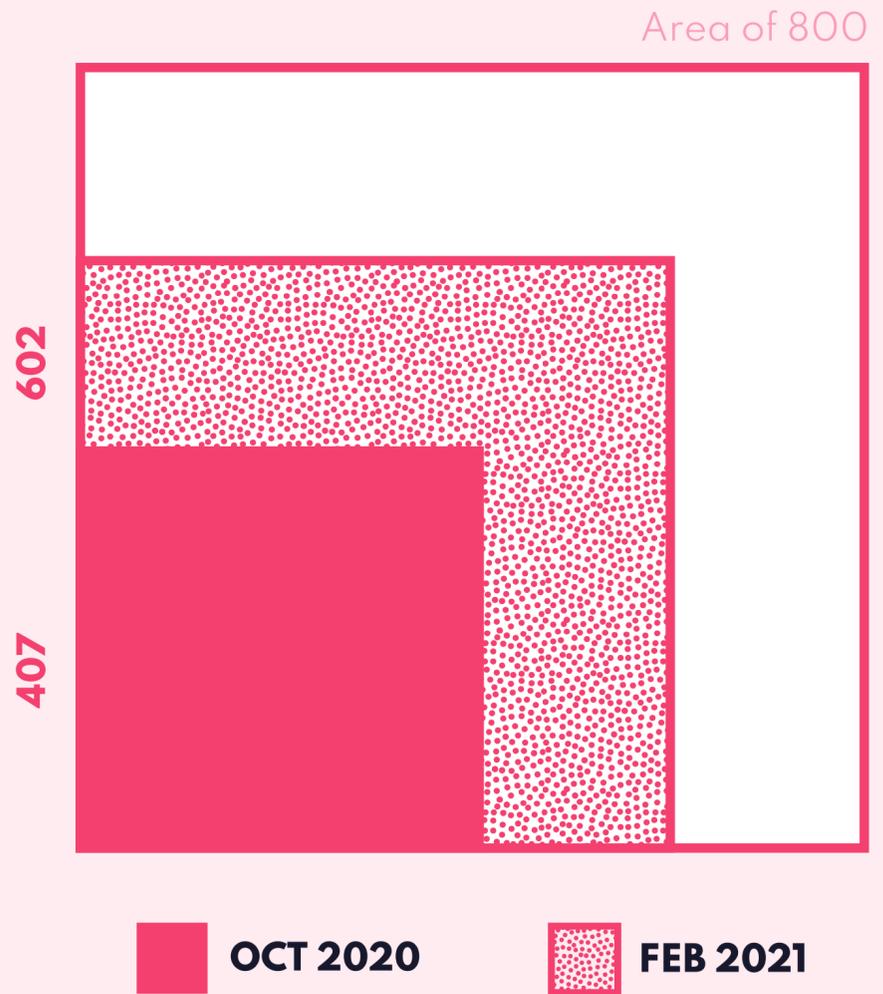
of consumers rank **not being acknowledged** upon arrival as one of their top **curbside turn-offs**.

#1

Consumers say **not needing to leave their cars** would make them feel safest.

Sloppy Precautions and Processes

at curbside continue to be issues with a **48% increase** in respondents citing these as major concerns.



54%

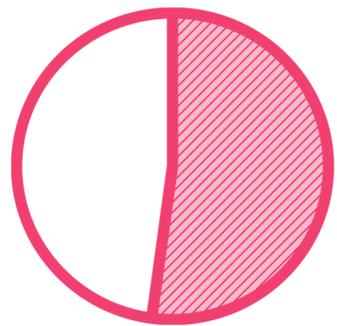
stated they **like using curbside pickup** because it's safer than dining in the restaurant.



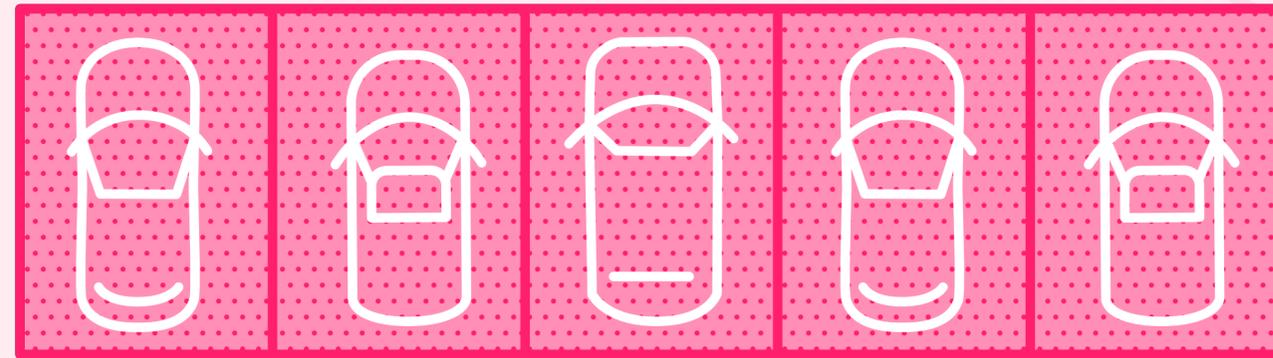
Biggest Curbside Dislike: **Excessive Waiting**



44%
OCT 2020

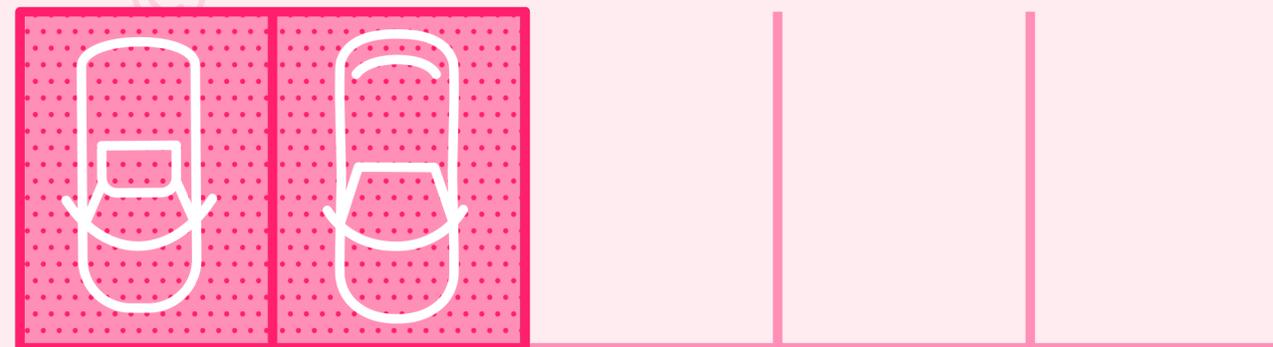


51%
FEB 2021



NEARLY **7** OUT OF **10**

like curbside because
it is fast and easy.





V.

In-Store Pickup
(CARRYOUT)



SPOTLIGHT

53%

of respondents who were not ordering carryout before (April 2020), **are now ordering carryout.**



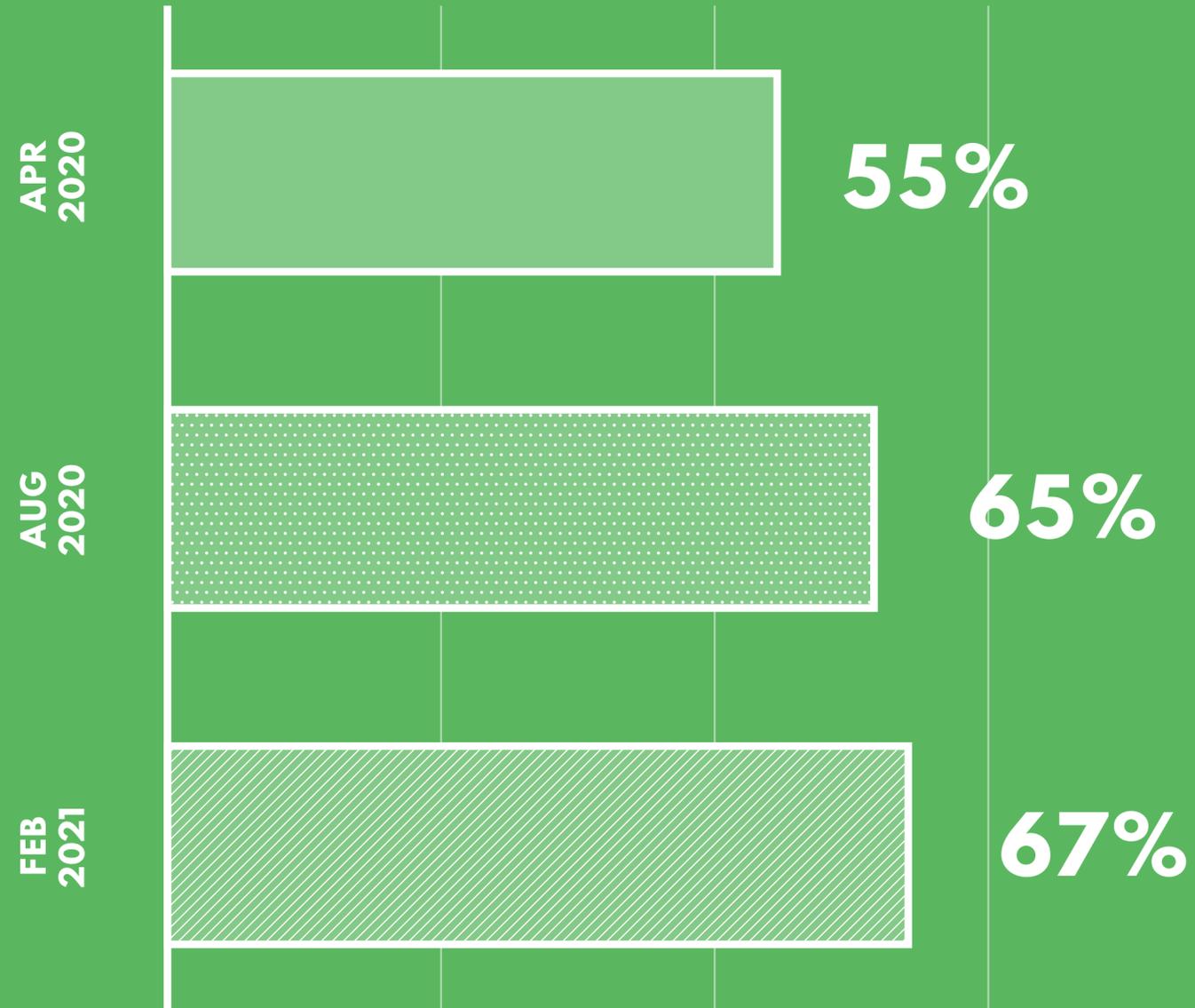
Consumers are utilizing in-store pickup more often now.

89%

of consumers have used in-store pickup at fast food restaurants in the last month.



Picked Up In-Store Same or More Often Than Before



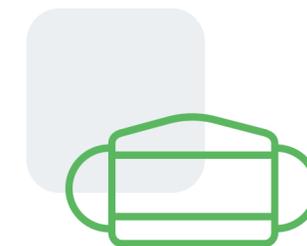
SPOTLIGHT



Consumer priorities for in-store pickup have shifted with

decreased wait times

now the #1 priority.



Last August, wiping down equipment in protective gear ranked as top priority.



VI.

Wait Times

Consumer expectations are shifting as speed of service becomes a dealbreaker.

Are long lines a problem?

NEARLY 80%

of consumers will leave or consider leaving when they see a long line.

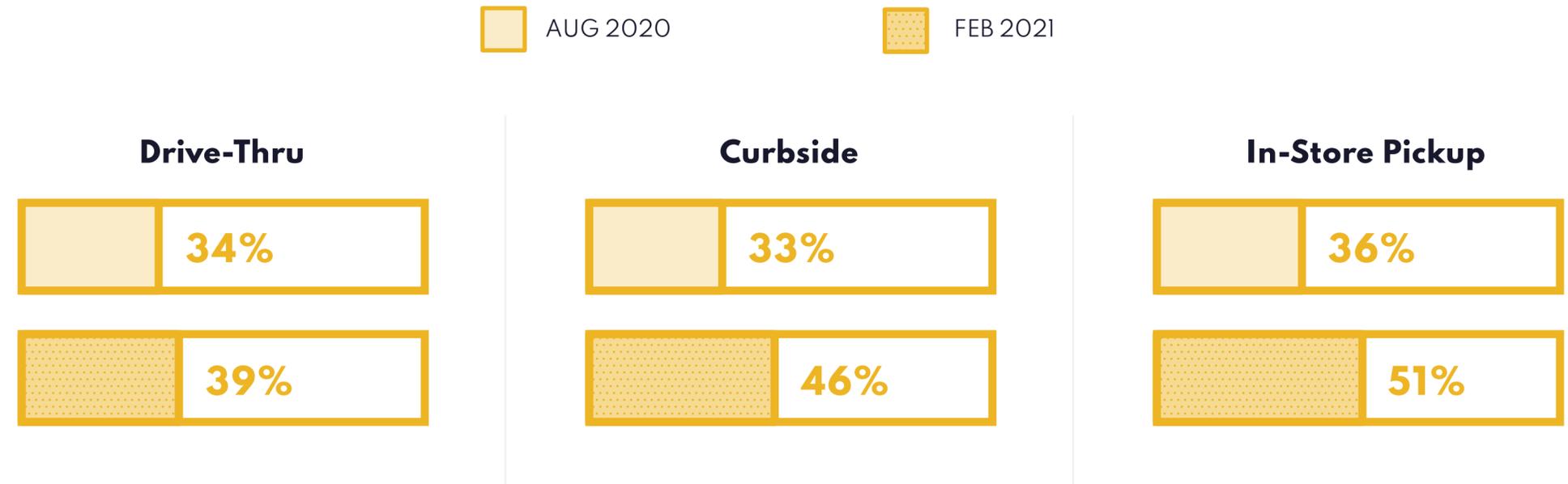


Consumers are becoming more impatient when it comes to wait times.

An increasing number of consumers want wait times...

UNDER 6 mins

Percentage of Consumers Wanting Wait Times Under 6 Minutes



SPOTLIGHT

While not yet a majority (under 20%), the number of consumers expecting wait times **under 4 minutes has surged** compared to August 2020.

Number of Consumers Expecting Wait Times Under 4 Minutes



A delivery person wearing a red jacket, a yellow bicycle helmet, and a blue surgical mask is looking at a smartphone. They are wearing blue gloves and have a black delivery bag on their back. They are standing next to a bicycle. The background shows a building with a grid pattern and some greenery.

VII.

Mobile Apps

Consumers have significantly increased their use of mobile apps for restaurants compared to the start of the pandemic.

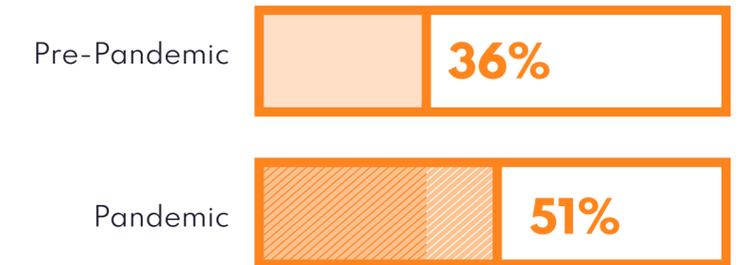


86%

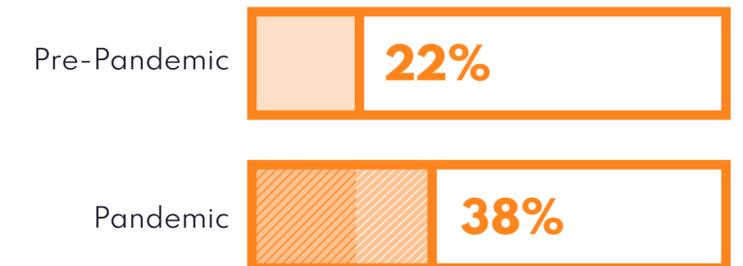
of respondents **have ordered directly from a restaurant app** since start of the pandemic.

Mobile App Usage

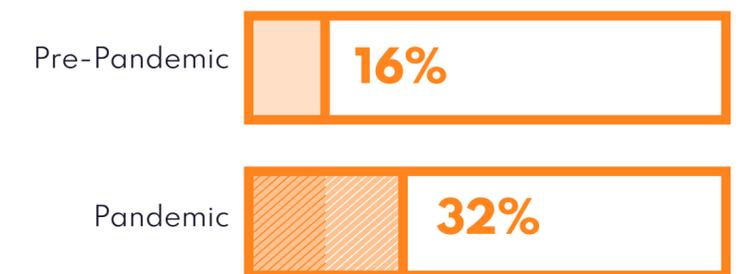
Fast Food Apps:



Fast Casual Apps:



Sit Down Restaurant Apps:



88%
increase

The number of new apps downloaded have surged compared to April 2020.

45%

increase

in consumers who have downloaded **2 – 3 new apps**

134%

increase

in consumers who have downloaded **3 – 5 new apps**

265%

increase

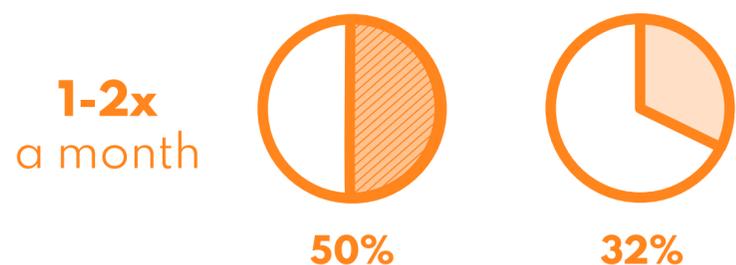
in consumers who have downloaded **5+ new apps**

85%

of consumers have **at least one restaurant app** on their phone.

3rd Party Delivery App Usage Lags Restaurant App Usage

Restaurant App
 3rd Party App



While phone real estate is competitive, there's an **opportunity for restaurants** to earn a spot.



Restaurants are winning the battle with third-party delivery apps.

79%

of consumers **order directly** from restaurant apps more than once a month.

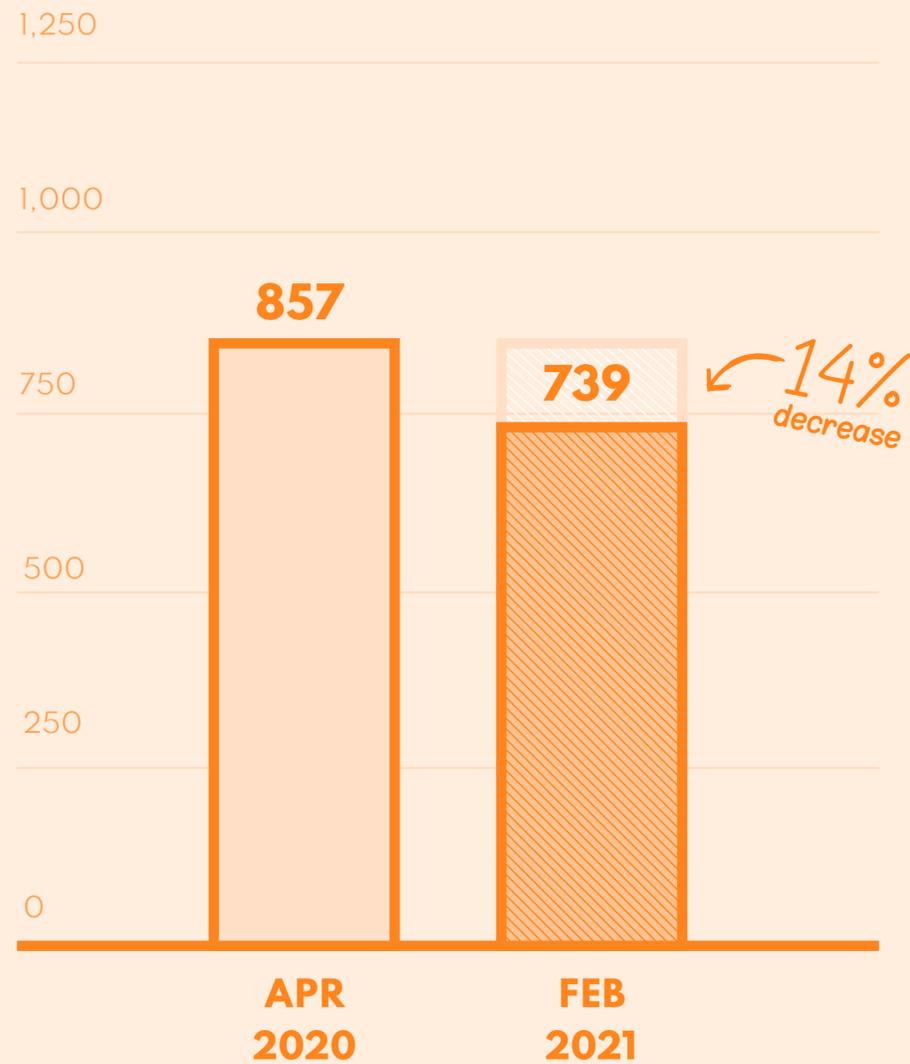
36%

of consumers **never order** from third-party apps.

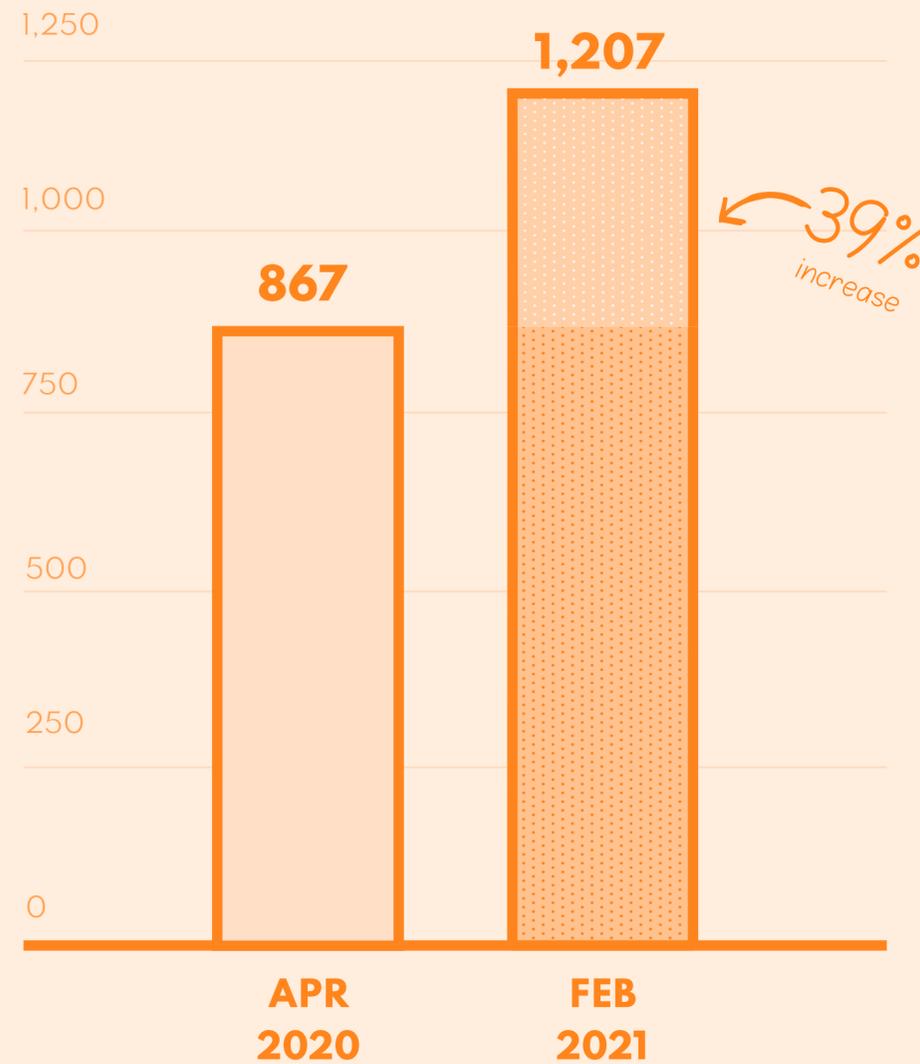
Why Use the Mobile App?



Limit Contact



Easy to Use



36%

of consumers have specifically turned to mobile or online ordering due to their fear over walking into a store or restaurant.

Mobile is the linchpin between restaurants and their customers.

The future belongs to restaurants who both design a seamless, mobile-first dining experience and win a spot in the limited space on consumers' phones.

Methodology

The survey was conducted via SurveyMonkey in January 2021 among a national sample of 1,576 American adults aged 18 and older.

Glossary

-  **Drive-thru:** Picking up an order via drive-thru lane/window
-  **Curbside pickup:** Picking up an order in the parking lot or curb
-  **In-store pickup (carryout):** Picking up an order inside the store
-  **Delivery:** Receiving an order delivered to a consumer's front door
-  **Third-party delivery:** Instacart, DoorDash, GrubHub, Uber Eats, Postmates, etc.

Sources



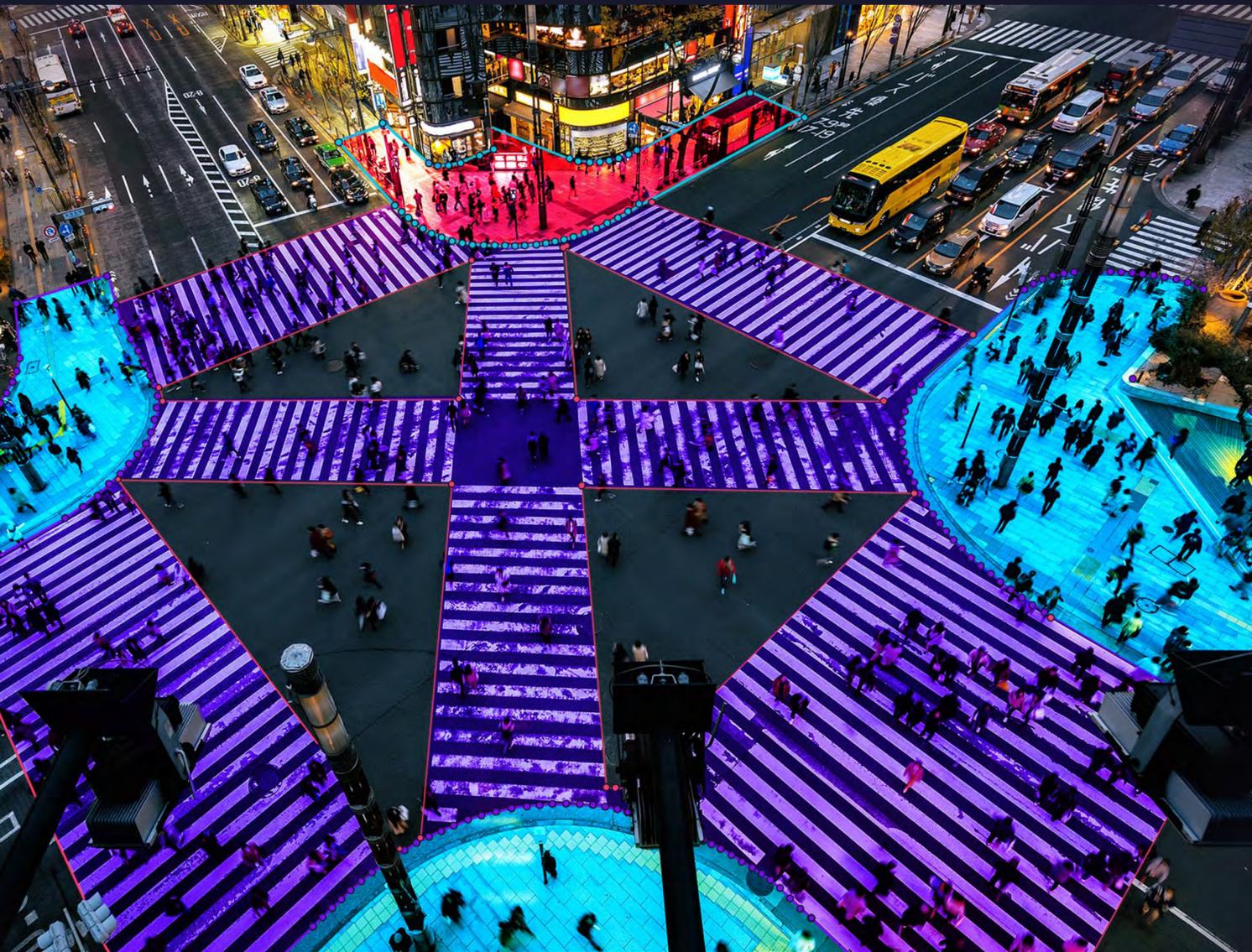
October 2020:
Holiday Habits 2020



August 2020:
State of What Feeds Us II



April 2020:
State of What Feeds Us



About Bluedot

Bluedot's award-winning location technology for mobile apps powers meaningful interactions between brands and their customers across key industries including retail, quick service restaurants, and transportation. Bluedot is trusted by many of the largest enterprises such as McDonald's, Dunkin', GoToll, IAG, and Vodafone among others.

With pinpoint accuracy, Bluedot can identify the moment customers enter the drive-thru, arrive at curbside, walk in the store, or pass a toll location. Bluedot drives consumer engagement with advanced gamification, personalization, and loyalty solutions. Inherently compliant with GDPR and CCPA, Bluedot focuses on protecting end-user privacy and never shares or sells personal information.

For more information on Bluedot and its solutions, visit bluedot.io.

