

Food Delivery

QS2Q1: [res transfer -1] Did you order food from any third-party food delivery services (e.g., Grubhub, Seamless, Postmates, Uber Eats) before the COVID-19 pandemic?

Table with 15 columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, White (S), Race/Ethnicity, and Hispanic (U). Rows include Total, Total (Unweighted), Yes, and No.

* Table Base: U.S. RESPONDENTS

QS2Q2: How often do you currently order food from any third-party food delivery services (e.g., Grubhub, Seamless, Postmates, Uber Eats)?

Table with 15 columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, White (S), Race/Ethnicity, and Hispanic (U). Rows include Total, Total (Unweighted), At least once a week (Net), Several times a day, Once a day, Once a week, Several times a month, Once a month or less often, and Never - I do not order food from third-party food delivery services.

* Table Base: U.S. RESPONDENTS

QS2Q4: How often do you currently order food for delivery directly from restaurants (i.e., you order food directly from the restaurant, and the food is sent directly to your location without you leaving that location)?

Table with 15 columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, White (S), Race/Ethnicity, and Hispanic (U). Rows include Total, Total (Unweighted), At least once a week (Net), Several times a day, Once a day, Once a week, Several times a month, Once a month or less often, and Never - I do not order food for delivery directly from restaurants.

* Table Base: U.S. RESPONDENTS

QS2Q5: Which of the following best describes your plans for eating restaurant food after the COVID-19 pandemic ends?

Table with 15 columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, White (S), Race/Ethnicity, and Hispanic (U). Rows include Total, Total (Unweighted), I plan to do a mix of ordering food for delivery from restaurants and eating at restaurants, I plan to only eat restaurant food inside a restaurant, I plan to only eat restaurant food if I can order it for home delivery, and N/A - I do not eat restaurant food.

* Table Base: U.S. RESPONDENTS

QS2Q6: Which of the following commercials do you remember seeing during the month of February 2021? Please select all that apply.

Table with 15 columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, White (S), Race/Ethnicity, and Hispanic (U). Rows include Total, Total (Unweighted), Uber Eats (Wayne's World theme of "Tonight, It's Be Eating" starring Mike Myers, Dana Carvey, and Carol B), DoorDash (stars Daveed Diggs and the Sesame Street cast singing about different foods in their neighborhood), Neither of these, and Count.

* Table Base: U.S. RESPONDENTS

QS2Q3: Did you watch this year's Super Bowl game between the Kansas City Chiefs and the Tampa Bay Buccaneers?

Table with 15 columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, White (S), Race/Ethnicity, and Hispanic (U). Rows include Total, Total (Unweighted), Yes, and No.

* Table Base: U.S. RESPONDENTS

Food Delivery

QS2Q1: [res transfer_1] Did you order food from any third-party food delivery services (e.g., Grubhub, Seamless, Postmates, Uber Eats) before the COVID-19 pandemic?

	Super Bowl Commercial Recall				Food Delivery Services Use			
	Total (A) N=1074	DoorDash (Recall seeing in February 2021) (B) N=348	Uber Eats (Recall seeing in February 2021) (C) N=466	Currently order food for home delivery (D) N=791	Used food delivery services before the pandemic (E) N=442	Did not use food delivery services before the pandemic (F) N=632		
Total (Unweighted)	N=1074	N=348	N=466	N=791	N=442	N=632		
Yes	41%	62% c	54%	55% F	100% DF	0%		
No	59%	38%	46% b	45% E	0%	100%	DE	

* Table Base: U.S. RESPONDENTS

QS2Q2: How often do you currently order food from any third-party food delivery services (e.g., Grubhub, Seamless, Postmates, Uber Eats)?

	Super Bowl Commercial Recall				Food Delivery Services Use			
	Total (A) N=1074	DoorDash (Recall seeing in February 2021) (B) N=348	Uber Eats (Recall seeing in February 2021) (C) N=466	Currently order food for home delivery (D) N=791	Used food delivery services before the pandemic (E) N=441	Did not use food delivery services before the pandemic (F) N=633		
Total (Unweighted)	N=1074	N=348	N=466	N=791	N=441	N=633		
At least once a week (Net)	28%	43%	38%	37% F	54% DF	9%		
Several times a day	3%	7%	5%	4% F	6% F	0%		
Once a day	3%	4%	5%	4% F	6% F	1%		
Several times a week	11%	21% c	16%	15% F	23% DF	3%		
Once a week	11%	11%	12%	14% F	18% F	5%		
Several times a month	10%	15%	12%	13% F	20% DF	3%		
Once a month or less often	18%	17%	19%	25% F	23% F	15%		
Never - I do not order food from third-party food delivery services.	44%	25%	32%	24% E	3%	73%	DE	

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QS2Q4: How often do you currently order food for delivery directly from restaurants (i.e., you order food directly from the restaurant, and the food is sent directly to your location without you leaving that location)?

	Super Bowl Commercial Recall				Food Delivery Services Use		
	Total (A) N=1074	DoorDash (Recall seeing in February 2021) (B) N=348	Uber Eats (Recall seeing in February 2021) (C) N=466	Currently order food for home delivery (D) N=791	Used food delivery services before the pandemic (E) N=442	Did not use food delivery services before the pandemic (F) N=632	
Total	N=1074	N=348	N=466	N=791	N=442	N=632	

Neither of these	42%	0%	0%	34%	E	22%	57%	DE
Count	1.18	1.56	1.42	1.20		1.27	1.12	

* Table Base: U.S. RESPONDENTS

QS2Q3: Did you watch this year's Super Bowl game between the Kansas City Chiefs and the Tampa Bay Buccaneers?

	Super Bowl Commercial Recall				Food Delivery Services Use		
		DoorDash (Recall seeing in February 2021) (B)	Uber Eats (Recall seeing in February 2021) (C)	Currently order food for home delivery (D)	Used food delivery services before the pandemic (E)	Did not use food delivery services before the pandemic (F)	
Total	N=1074	N=348	N=466	N=791	N=442	N=632	
Total (Unweighted)	N=1074	N=356	N=461	N=793	N=441	N=633	
Yes	64%	80%	77%	70%	F	57%	
No	36%	20%	23%	30%	F	43%	DE

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QS2Q1: [res transfer_1] Did you order food from any third-party food delivery services (e.g., Grubhub, Seamless, Postmates, Uber Eats) before the COVID-19 pandemic?

	Super Bowl Commercial Recall				Food Delivery Services Use	
	Total (A)	DoorDash (Recall seeing in February 2021) (B)	Uber Eats (Recall seeing in February 2021) (C)	Currently order food for home delivery (D)	Used food delivery services before the pandemic (E)	Did not use food delivery services before the pandemic (F)
Total	1,074	348	466	791	442	632
Total (Unweighted)	1,074	356	461	793	441	633
Yes	442	215	252	434	442	0
No	632	133	214	357	0	632

* Table Base: U.S. RESPONDENTS

QS2Q2: How often do you currently order food from any third-party food delivery services (e.g., Grubhub, Seamless, Postmates, Uber Eats)?

	Super Bowl Commercial Recall				Food Delivery Services Use	
	Total (A)	DoorDash (Recall seeing in February 2021) (B)	Uber Eats (Recall seeing in February 2021) (C)	Currently order food for home delivery (D)	Used food delivery services before the pandemic (E)	Did not use food delivery services before the pandemic (F)
Total	1,074	348	466	791	442	632
Total (Unweighted)	1,074	356	461	793	441	633
At least once a week (Net)	295	150	175	295	239	57
Several times a day	29	23	21	29	28	2
Once a day	34	15	25	34	28	6
Several times a week	119	74	72	119	102	16
Once a week	113	38	57	113	81	33
Several times a month	106	52	54	106	87	19
Once a month or less often	199	59	89	199	103	96
Never - I do not order food from third-party food delivery services	474	87	147	191	12	461

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QS2Q4: How often do you currently order food for delivery directly from restaurants (i.e., you order food directly from the restaurant, and the food is sent directly to your location without you leaving that location)?

	Super Bowl Commercial Recall				Food Delivery Services Use	
	Total (A)	DoorDash (Recall seeing in February 2021) (B)	Uber Eats (Recall seeing in February 2021) (C)	Currently order food for home delivery (D)	Used food delivery services before the pandemic (E)	Did not use food delivery services before the pandemic (F)
Total	1,074	348	466	791	442	632
Total (Unweighted)	1,074	356	461	793	441	633
At least once a week (Net)	345	170	197	345	246	98
Several times a day	33	19	23	33	26	7
Once a day	31	20	20	31	28	3

Several times a week	133	80	79	133	100	33
Once a week	148	51	75	148	92	56
Several times a month	148	54	71	148	77	71
Once a month or less often	269	64	103	269	97	172
Never - I do not order food for delivery directly from re	312	61	96	29	21	291

* Table Base: U.S. RESPONDENTS

QS2Q5: Which of the following best describes your plans for eating restaurant food after the COVID-19 pandemic ends?

	Total (A)	Super Bowl Commercial Recall			Food Delivery Services Use	
		DoorDash (Recall seeing in February 2021) (B)	Uber Eats (Recall seeing in February 2021) (C)	Currently order food for home delivery (D)	Used food delivery services before the pandemic (E)	Did not use food delivery services before the pandemic (F)
Total	1,074	348	466	791	442	632
Total (Unweighted)	1,074	356	461	793	441	633
I plan to do a mix of ordering food for delivery from res	531	189	253	464	263	268
I plan to only eat restaurant food inside a restaurant.	280	67	112	143	64	217
I plan to only eat restaurant food if I can order it for ho	174	80	79	153	97	77
N/A - I do not eat restaurant food.	89	12	21	31	19	71

* Table Base: U.S. RESPONDENTS

QS2Q6: Which of the following commercials do you remember seeing during the month of February 2021? Please select all that apply.

	Total (A)	Super Bowl Commercial Recall			Food Delivery Services Use	
		DoorDash (Recall seeing in February 2021) (B)	Uber Eats (Recall seeing in February 2021) (C)	Currently order food for home delivery (D)	Used food delivery services before the pandemic (E)	Did not use food delivery services before the pandemic (F)
Total	1,074	348	466	791	442	632
Total (Unweighted)	1,074	356	461	793	441	633
Uber Eats (Wayne's World theme of "Tonight I'll Be Eat	466	194	466	385	252	214
DoorDash (stars Daveed Digs and the Sesame Street ca	348	348	194	296	215	133
Neither of these	455	0	0	272	96	359
Count	1.18	1.56	1.42	1.20	1.27	1.12

* Table Base: U.S. RESPONDENTS

QS2Q3: Did you watch this year's Super Bowl game between the Kansas City Chiefs and the Tampa Bay Buccaneers?

	Total (A)	Super Bowl Commercial Recall			Food Delivery Services Use	
		DoorDash (Recall seeing in February 2021) (B)	Uber Eats (Recall seeing in February 2021) (C)	Currently order food for home delivery (D)	Used food delivery services before the pandemic (E)	Did not use food delivery services before the pandemic (F)
Total	1,074	348	466	791	442	632

Total (Unweighted)	1,074	356	461	793	441	633
Yes	692	279	359	551	329	363
No	382	69	106	240	112	269

* Table Base:

U.S. RESPONDENTS