071423 - B - HOD FLASH (24 HOUR) SURVEY

071423 - B - HOD FLASH (24 HOUR) SURVEY

Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,BC,DE,F-H
Date Range:	(07/14/23 - 07/17/23)

Segment Definitions

Total- All Qualified Respondents	(ALL)	n=1066
White Only (NH/L)	(net2RaceMUS.r1)	n=660
All People of Color	(net2RaceMUS.r6)	n=406
Male	(dmGenM.r1)	n=516
Female	(dmGenM.r2)	n=539
18-34	(dmAge.check('18-34'))	n=306
35-54	(dmAge.check('35-54'))	n=349
55+	(dmAge.check('>55'))	n=399

Weighting

Total	nweight.q071423b_24_hourprop.val	q071423b_24_hourprop

QS2Q1: [res transfer_1] On average, how often do you order items from quick-service restaurants (i.e., a fast food or fast casual restaurant such as McDonald's or Chipotle)?

	Total- All Qualified Responden... A	Race & Ethnicity		Gender		Age		
		White Only (NH/L) B	All People of Color C	Male D	Female E	18-34 F	35-54 G	55+ H
Total	N=1066	N=660	N=406	N=516	N=539	N=306	N=349	N=399
Total (Unweighted)	N=1066	N=731	N=335	N=494	N=561	N=246	N=372	N=433
At least once a day	8%	6%	12% B	11% E	5%	13% H	10% H	3%
At least once a week	49%	48%	51%	50%	48%	52% H	56% H	41%
At least once a month	25%	25%	25%	25%	24%	27%	21%	27%
Less often than once a month	13%	16% C	7%	9%	16% D	5%	7%	23% FG
N/A - I don't order items from quick-service restaurants.	5%	6%	5%	4%	7%	3%	6%	7%

Table Base: US RESPONDENTS

QS2Q2: Which one of the following methods do you most prefer to use when ordering items from quick-service restaurants?

	Total- All Qualified Responden... A	Race & Ethnicity		Gender		Age		
		White Only (NH/L) B	All People of Color C	Male D	Female E	18-34 F	35-54 G	55+ H
Total	N=1008	N=620	N=387	N=495	N=503	N=295	N=329	N=372
Total (Unweighted)	N=1003	N=684	N=319	N=470	N=524	N=239	N=350	N=401
Drive-thru	38%	40% c	34%	35%	40%	29%	37% f	45% FG
In-restaurant with an associate at the counter	23%	25% C	18%	25%	21%	13%	19% f	33% FG
Online using a restaurant's mobile app or website for pick-up	15%	13%	17% b	14%	14%	20% H	15% h	10%
Online using a third-party mobile app or website (e.g., Uber Eats, DoorDash) for delivery	8%	7%	10%	7%	10%	14% H	10% H	2%
Online using a restaurant's mobile app or website for delivery	7%	7%	7%	8%	6%	11% H	8% H	4%

continued...

QS2Q2: Which one of the following methods do you most prefer to use when ordering items from quick-service restaurants?

	Total- All Qualified Responden... A	Race & Ethnicity		Gender		Age		
		White Only (NH/L) B	All People of Color C	Male D	Female E	18-34 F	35-54 G	55+ H
In-restaurant using self-serve technology (e.g., kiosk, table-side tablet)	5%	4%	6%	5%	5%	6% H	6% H	2%
Online using a third-party mobile app or website (e.g., Uber Eats, DoorDash) for pick-up	4%	2%	7% B	5%	4%	7% H	4% H	2%
None of the above	1%	1% c	0%	0%	1%	0%	1%	1%

Table Base: ORDERS ITEMS FROM QUICK-SERVICE RESTAURANTS

QS2Q3: Which of the following are reasons why you would order items using a quick-service restaurant's website or mobile app? Please select all that apply.

	Total- All Qualified Responden... A	Race & Ethnicity		Gender		Age		
		White Only (NH/L) B	All People of Color C	Male D	Female E	18-34 F	35-54 G	55+ H
Total	N=1008	N=620	N=387	N=495	N=503	N=295	N=329	N=372
Total (Unweighted)	N=1003	N=684	N=319	N=470	N=524	N=239	N=350	N=401
Convenience	59%	58%	59%	53%	64% D	56%	66% FH	55%
Loyalty program	35%	34%	36%	33%	38%	33%	40% H	31%
Exclusive promotions (e.g., discounts, sweepstakes)	33%	32%	36%	33%	33%	37% h	35%	29%
Delivery options	24%	21%	30% B	24%	25%	35% gH	27% H	14%
Payment tools (e.g., multiple payment options, see total price before finalizing order)	24%	20%	29% B	24%	23%	34% H	27% H	13%
Contactless ordering	23%	19%	30% B	18%	28% D	35% GH	24% H	13%
Exclusive menu items	22%	19%	28% B	23%	22%	27% H	24% H	17%

continued...

QS2Q3: Which of the following are reasons why you would order items using a quick-service restaurant's website or mobile app? Pl select all that apply.

		Race & Ethnicity		Gender		Age		
	Total- All Qualified Responden... A	White Only (NH/L) B	All People of Color C	Male D	Female E	18-34 F	35-54 G	55+ H
Order customization options	19%	17%	23% b	16%	22% d	29% GH	20% H	11%
Access to detailed menu information (e.g., nutrition facts, ingredient list)	17%	13%	24% B	18%	17%	25% H	21% H	9%
Diner profile (e.g., save order history, set preferred location)	12%	11%	14%	11%	13%	18% H	13% H	6%
Other, please specify	0%	0%	0%	0%	0%	0%	0%	1%
N/A - I would not order items using a quick-service restaurant's website or mobile app.	12%	14% C	8%	14% e	10%	3%	6%	23% FG

Table Base: ORDERS ITEMS FROM QUICK-SERVICE RESTAURANTS