

# Independent Restaurants Beating Chains at Curbside

CURBSIDE PICK-UP/TAKEOUT RESTAURANT STUDY | APRIL 2020



## OBJECTIVE

Coyle Hospitality sought to examine the customer experience with curbside pick-up/takeout amid COVID-19 restrictions. The goal was to compare experiences at national and regional chain brands, local restaurant groups, and independent restaurants.

## RESPONDENTS

A total of 145 restaurant customers completed the survey. The respondents spanned across 29 U.S. states and had ordered curbside pick-up or takeout from a restaurant within the last 30 days. The dates of the study track visits from April 6, 2020 to April 10, 2020.

## SAFETY

### PRECAUTIONS

At national/regional chain restaurants, consumers reported that staff took fewer COVID-19 precautions than staff at local restaurant groups and independent restaurants.

Precaution Type	National/Regional Chain	Local Group	Independent Restaurant
Face Mask	11%	43%	33%
Gloves	60%	81%	74%
Hat/Head Covering	33%	48%	41%

### MESSAGING

At independent restaurants, 80% of respondents agreed or strongly agreed that clear messaging regarding safety precautions was prevalent on the order or online. In comparison, 71% of consumers at national/regional chain restaurants and 66% of consumers at local restaurant groups agreed or strongly agreed that clear messaging regarding safety precautions was prevalent.

### CURBSIDE HANDOFF

The curbside handoff from staff members was more seamless at independent restaurants (92% agreed or strongly agreed) as opposed to national/regional chain restaurants (79%) and local restaurant groups (70%). Consumers noted that at independent restaurants, the pick-up process was fast and efficient, with clearly marked areas for curbside pick-up.

#### REVISIT INTENTION

Customers were more likely to order takeout from independent restaurants than from national/regional chains or local restaurant groups.

National or Regional Chain Restaurants **81%**

Local Restaurant Groups **81%**

Independent Restaurants **96%**

#### VALUE

Customers found that the pricing/value for the money was better at independent restaurants than at national/regional chains or local restaurant groups.

National or Regional Chain Restaurants **88%**

Local Restaurant Groups **86%**

Independent Restaurants **100%**