



provoke

insights

Restaurants & Events: How Socializing is Changing

June, 2020

Background & Objectives

Over the last three months, daily habits and routines have been uprooted. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered 16 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

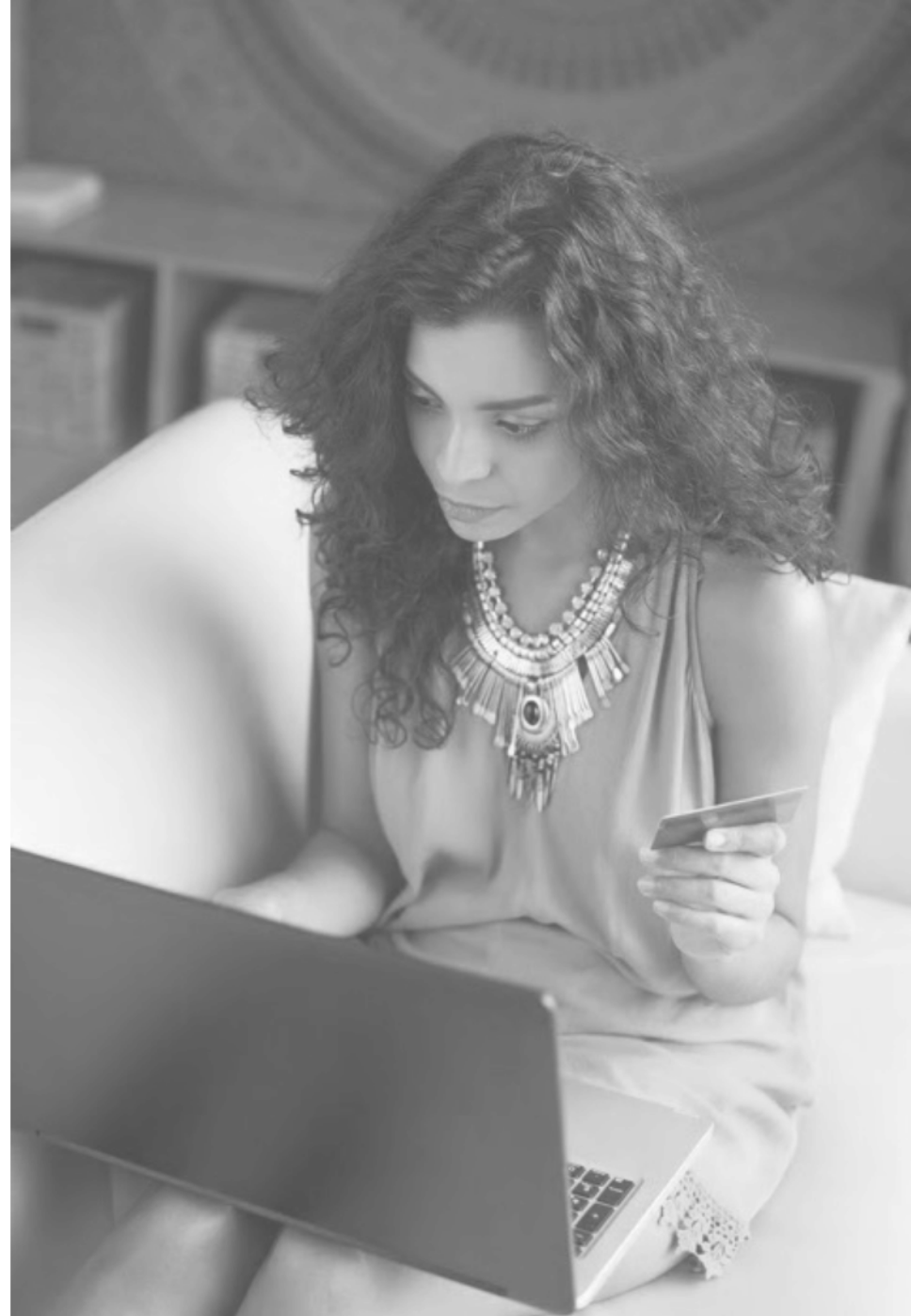
Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?q=general%20population&tid=ACSDP1Y2018.DP05&vintage=2018>



Overview



Americans are concerned about the impact COVID-19 will have on social events and eating at restaurants. However, Americans are most excited about attending restaurants when things return to “normal,” followed by going to their friends/family’s houses.



As café's, diners, and other food establishments open back up, new at-home eating habits may impact the process. The biggest threat to dining out is 58% of consumers say that the food they currently cook at home is restaurant quality. Americans are now more often cooking and cocktail mixing.

Concerns

Americans are concerned about the impact COVID-19 will have on social events and eating at restaurants.



Top 2 – Extremely concerned/moderately concerned



63%

are concerned about impact on social events

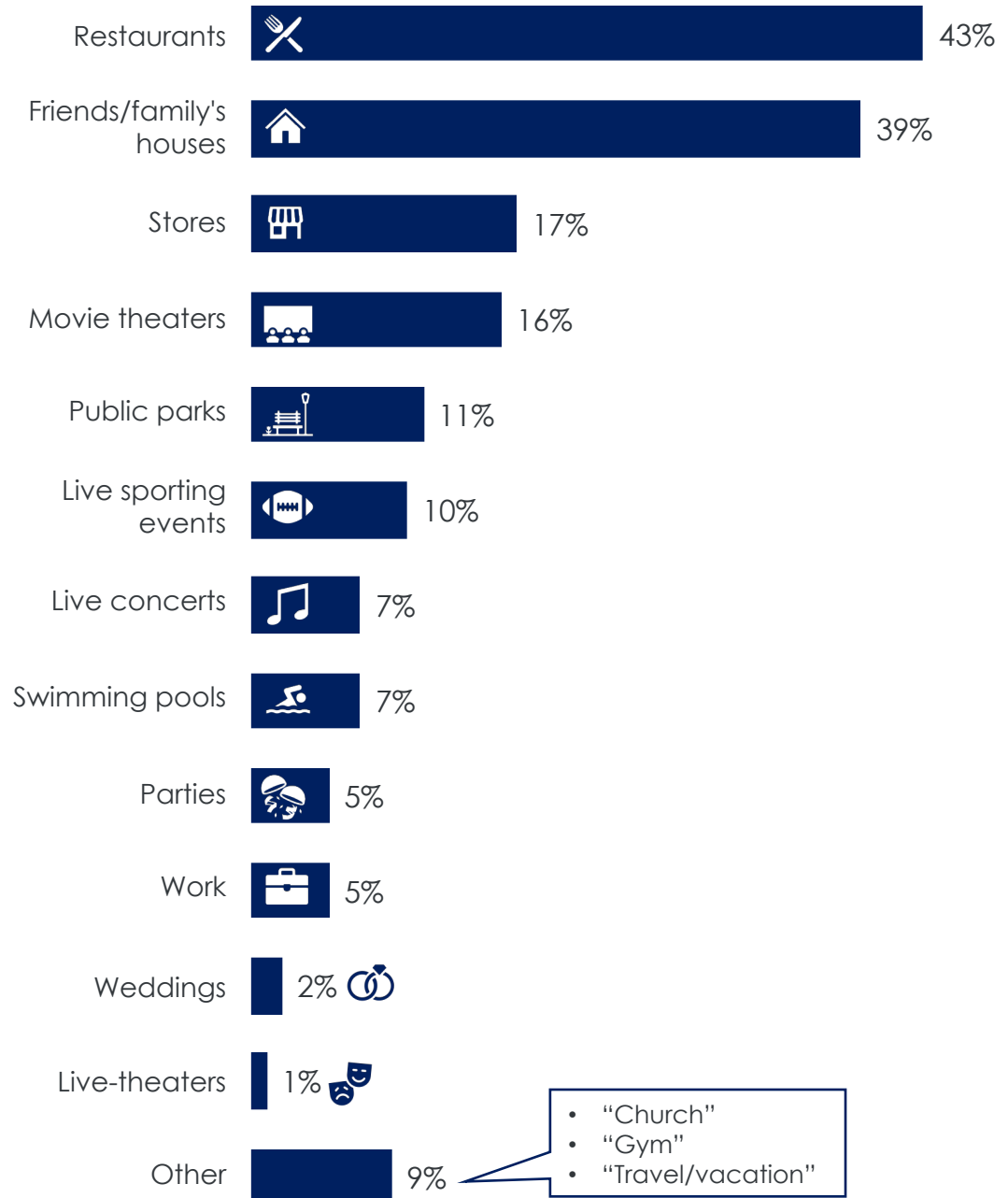


61%

are concerned about impact on eating out at physical restaurants

Excitement Around Returning to “Normal”

Americans are most excited to return to restaurants as restrictions are lifted.



Eating at Home

Restaurants will now have to compete with at-home cooks.

Over half of Americans say that they have restaurant quality meals at home.



Top 2 – Strongly agree/Agree



76%

of Americans are trying to eat healthier



58%

feel that they make restaurant quality meals at home



58%

have a more structured meal plan



55%

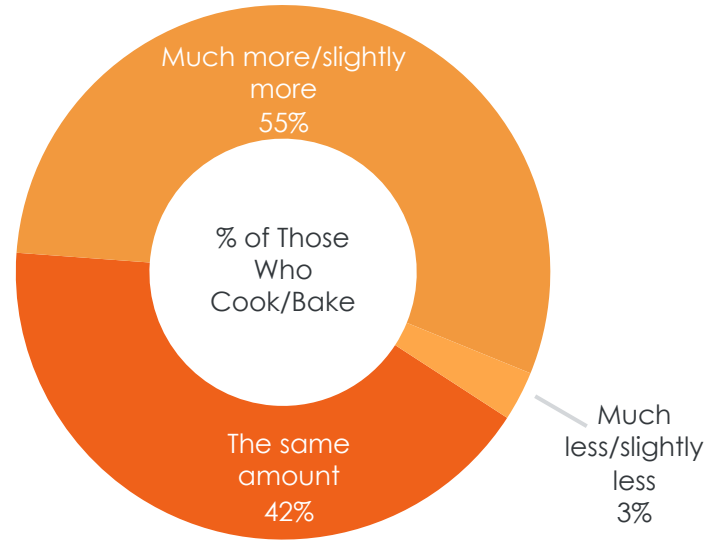
are snacking more often

New Hobbies

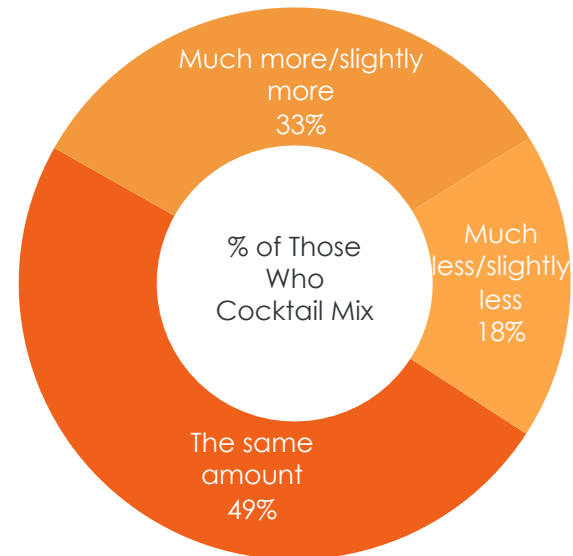
Almost 95% of Americans are cooking/baking, while nearly half are cocktail mixing. A third of those who cocktail mix are partaking in the hobby more often.



95% are cooking and/or baking



45% are cocktail mixing



Get in Touch

For further information on this data, click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to understand each category further:



Gender



Geographical Area



Household Income



Generations



Marital Status



Economic Beliefs



Employment Status



Children in Household



Optimism for the Future