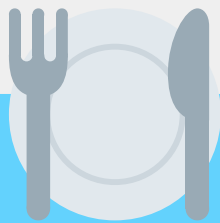


Dining Out or Staying In: Insights into North America's Dining Decisions

What do North Americans want from restaurants? We asked 1,702 people across the continent how they engage with restaurants—from deciding between dining out or ordering into the factors influencing their choices. Their answers reveal how people are making mealtime decisions today.

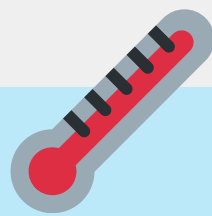


When you choose to eat at a restaurant instead of ordering food to enjoy at home, what are your *top 3 reasons?*



87%

I enjoy the experience of eating out



80%

I think the food quality is better at the restaurant.



66%

I eat out to socialize or for special occasions

When you choose to order from a restaurant rather than dining out, what are your *top 3 reasons*?

76%

I prefer the convenience of eating in my own space

66%

I can access exclusive online discounts and promotions.

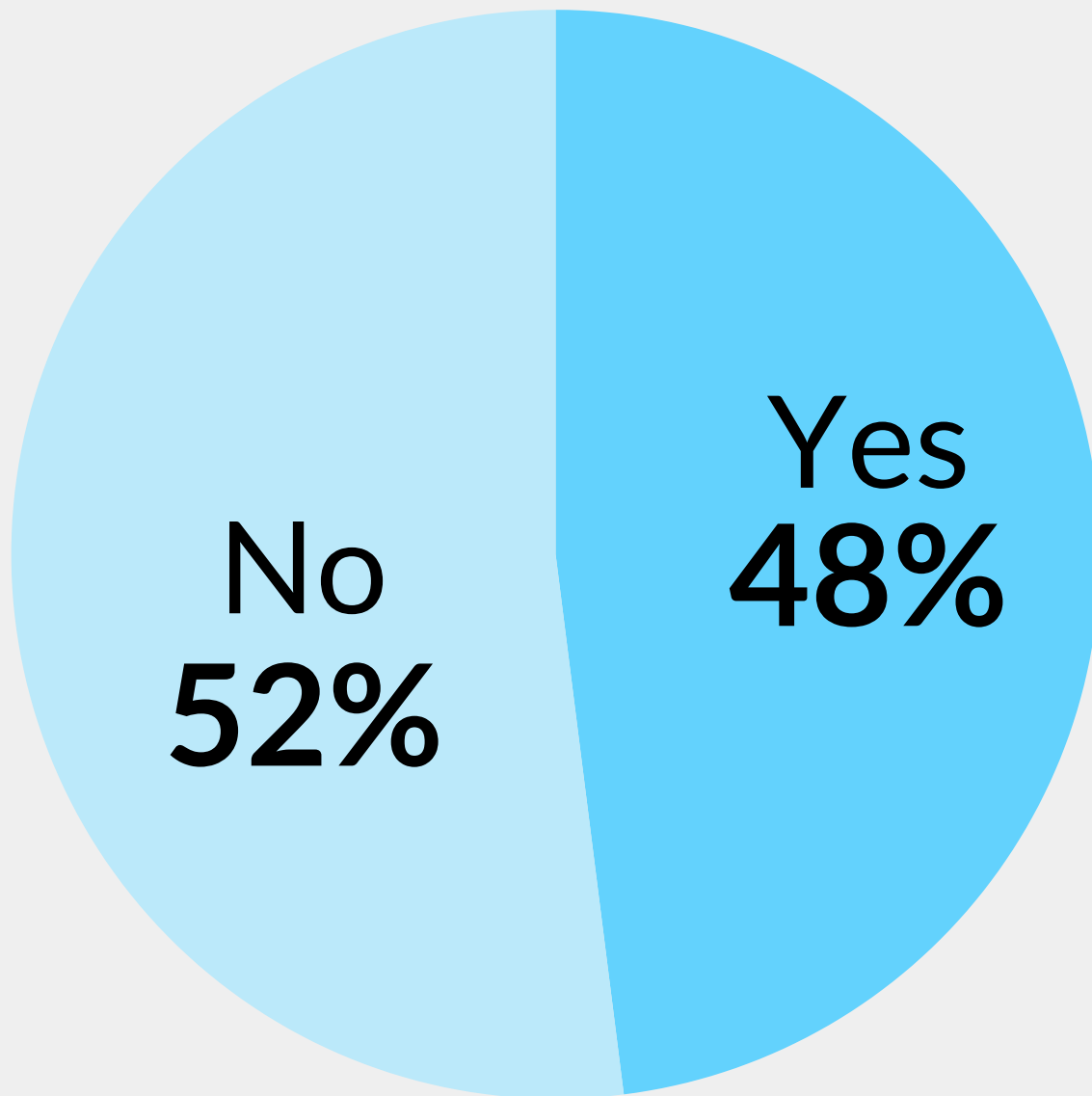
63%

I save time by ordering to eat at home

What specific factors make you more likely to try a new restaurant?



Do You Order Food From Restaurants for Delivery?



When ordering food, do you prefer ordering via a third-party delivery app or directly from the restaurant (via the restaurant's app, website, or phone call)?

Restaurant

62%

Third-party delivery app

38%



Why do you prefer third-party delivery?

81%

**Deals or
Discounts**

71%

**Access to multiple
restaurants**

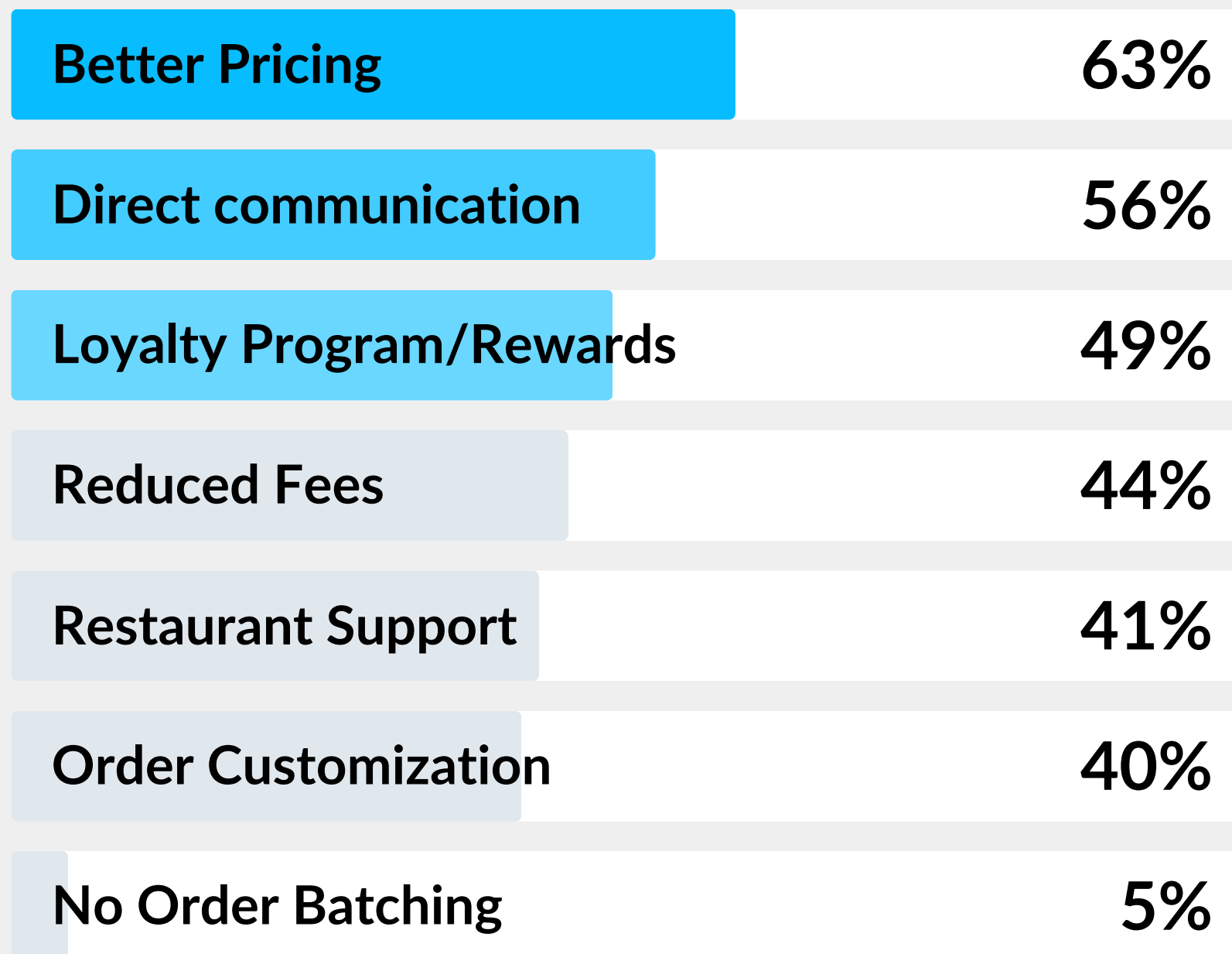
68%

Convenience

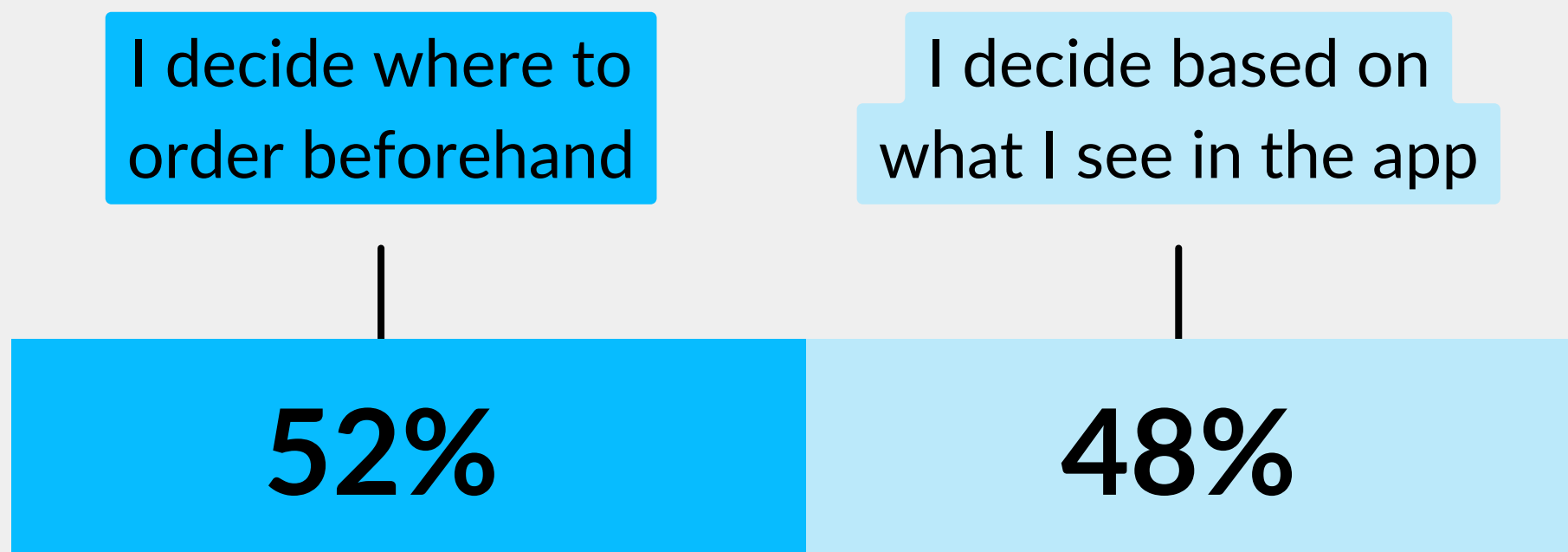
In addition to the top three reasons, here's what else influences diners to choose third-party apps:

Delivery estimates: 34%, Order customization: 18%, Bundles: 15%,
Option to compare pricing across restaurants: 14%.

Why Do You Prefer to Order Directly From the Restaurant?



When ordering delivery through a third-party app, do you decide where to order from before using the app, or do the options of restaurants presented in the app dictate your choice?



Why is this *important*?

In a rapidly changing market, staying connected to consumer behavior is critical for restaurant owners. As demographics shift and preferences evolve, understanding why customers choose to dine out or order in helps businesses make informed decisions about their services. These insights empower restaurants to tailor experiences, attract new customers, and build loyalty in a competitive and ever-changing industry.



NORTH AMERICA'S DINING DECISIONS

About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!

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