

**Bespoke Market Intelligence**

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# **Restaurant Owners Survey**

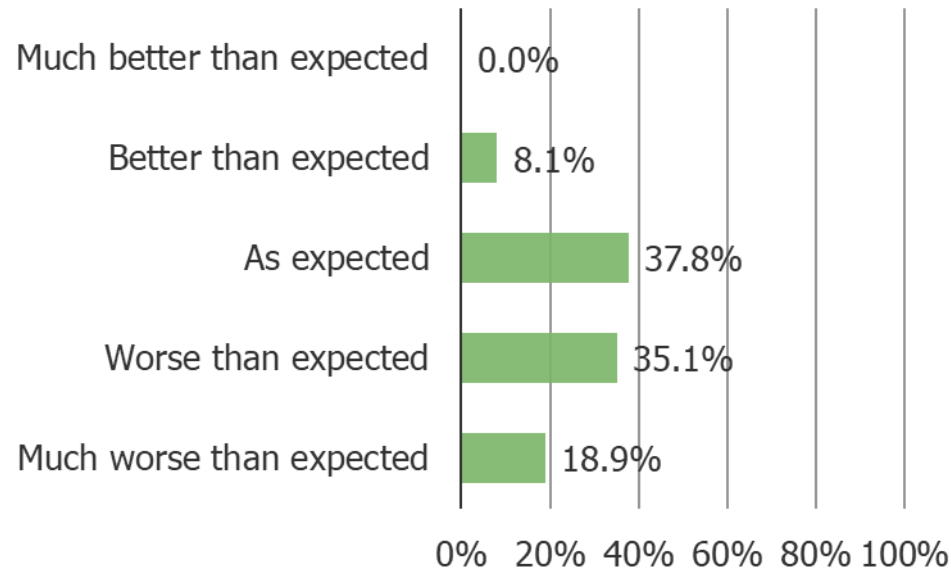
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**September 2024**

**Target Audience: N = 37 Restaurant Owners**

### How would you rate the overall business conditions for your restaurant this year compared to your initial expectations?

Posed to target audience. (N=37)

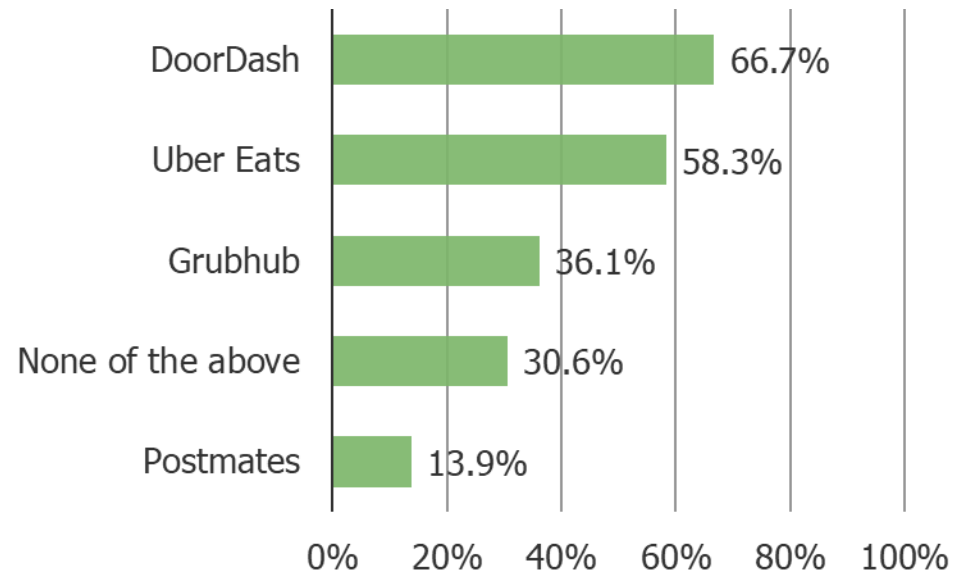


#### Optional Comments:

- Sales traffic counts and utilities
- Not a lot of people coming in to dine
- We new all our costs would increase
- Low expectations to begin wit.
- Slower recovery from covid and inflation than expected
- Consumers concerned about costs
- Inflation, less disposable income
- Inflation, bad economy

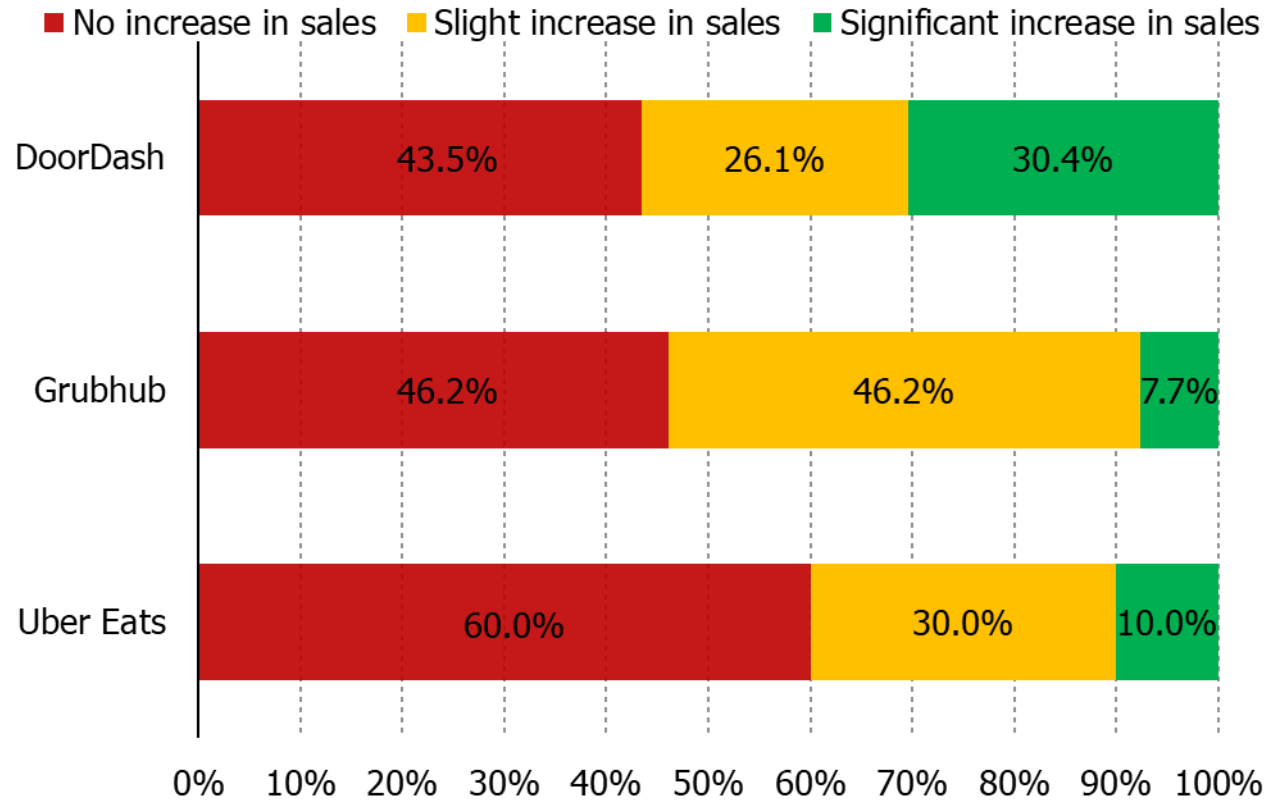
### Which of the following third-party food delivery apps is your restaurant currently available on? Select ALL that apply

Posed to target audience. (N=36)



## Have your sales increased because of this food delivery platform?

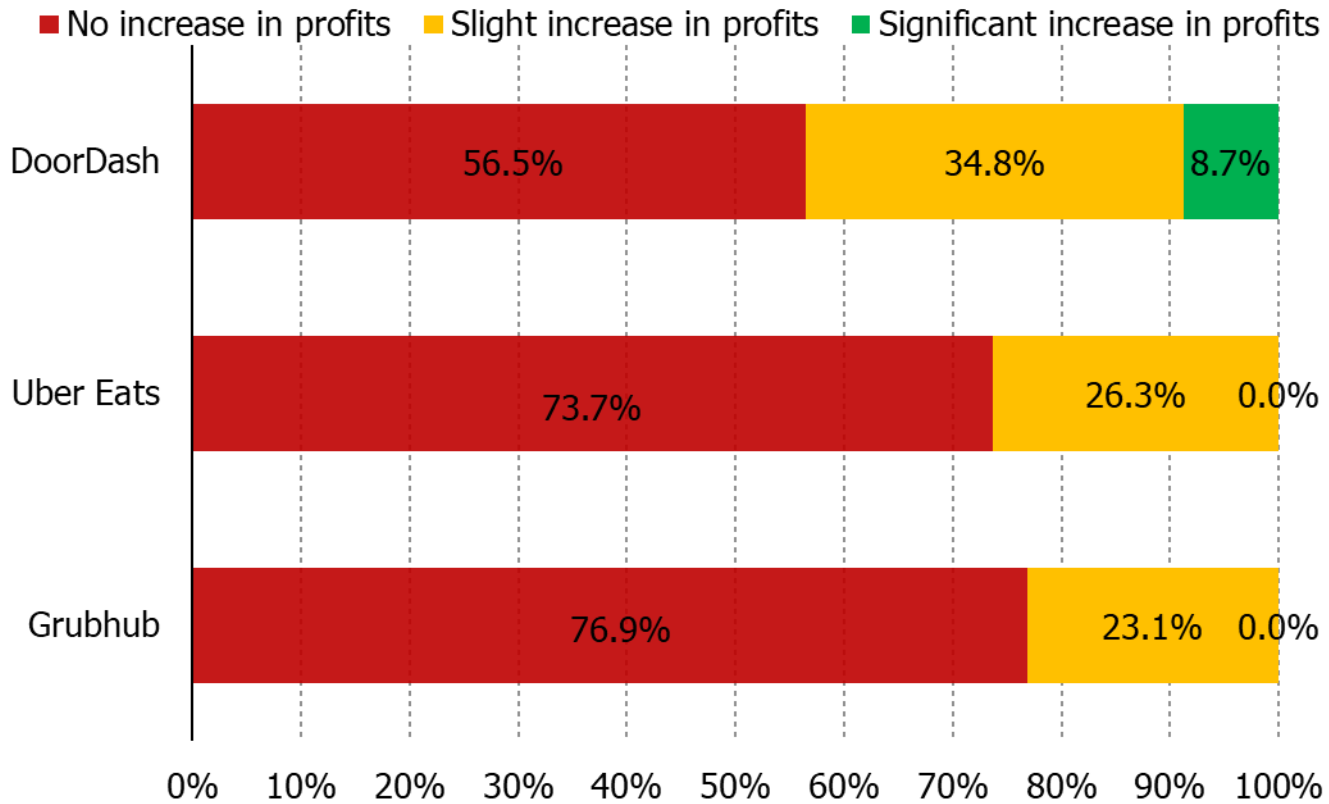
Posed to restaurant owners who are available on each of the following...



	N Size
Uber Eats	20
DoorDash	23
Grubhub	13

## Have your profits increased because of this food delivery company?

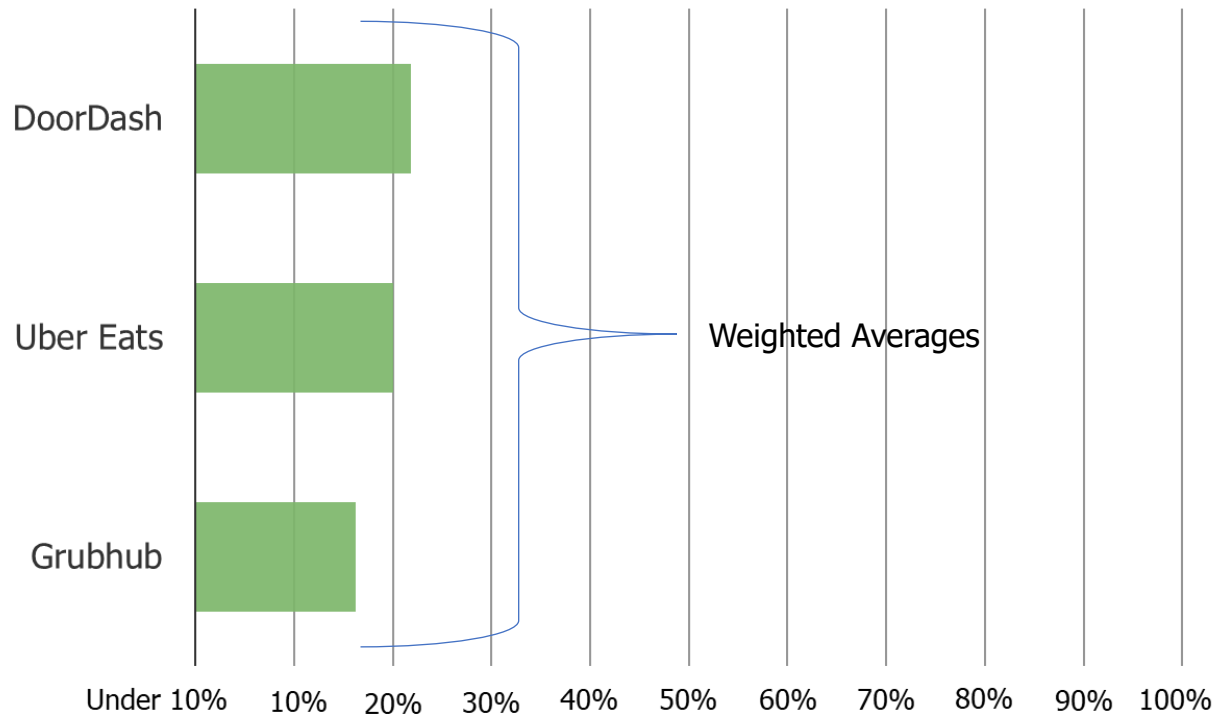
Posed to restaurant owners who are available on each of the following...



	N Size
Uber Eats	20
DoorDash	23
Grubhub	13

## What percentage of your food sales would you approximate comes from this delivery partner?

Posed to restaurant owners who are available on each of the following...



### Response Breakdown

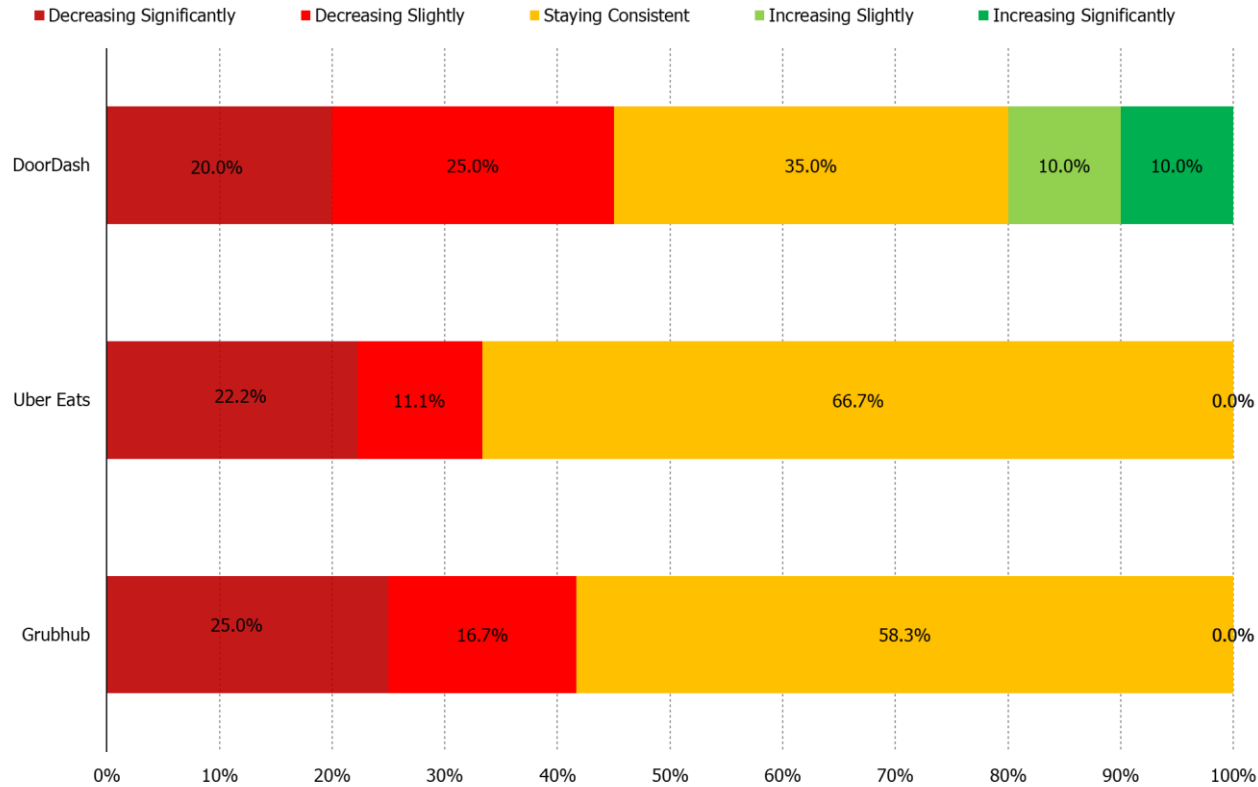
	Under 10%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Uber Eats	50.00%	25.00%	10.00%	10.00%	0.00%	5.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DoorDash	36.36%	27.27%	18.18%	18.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grubhub	61.54%	15.38%	23.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

	N Size
Uber Eats	20
DoorDash	23
Grubhub	13

## Restaurant Owners | Survey

### Would you say that the percentage of your overall food sales that comes through this platform is increasing, decreasing, or staying consistent?

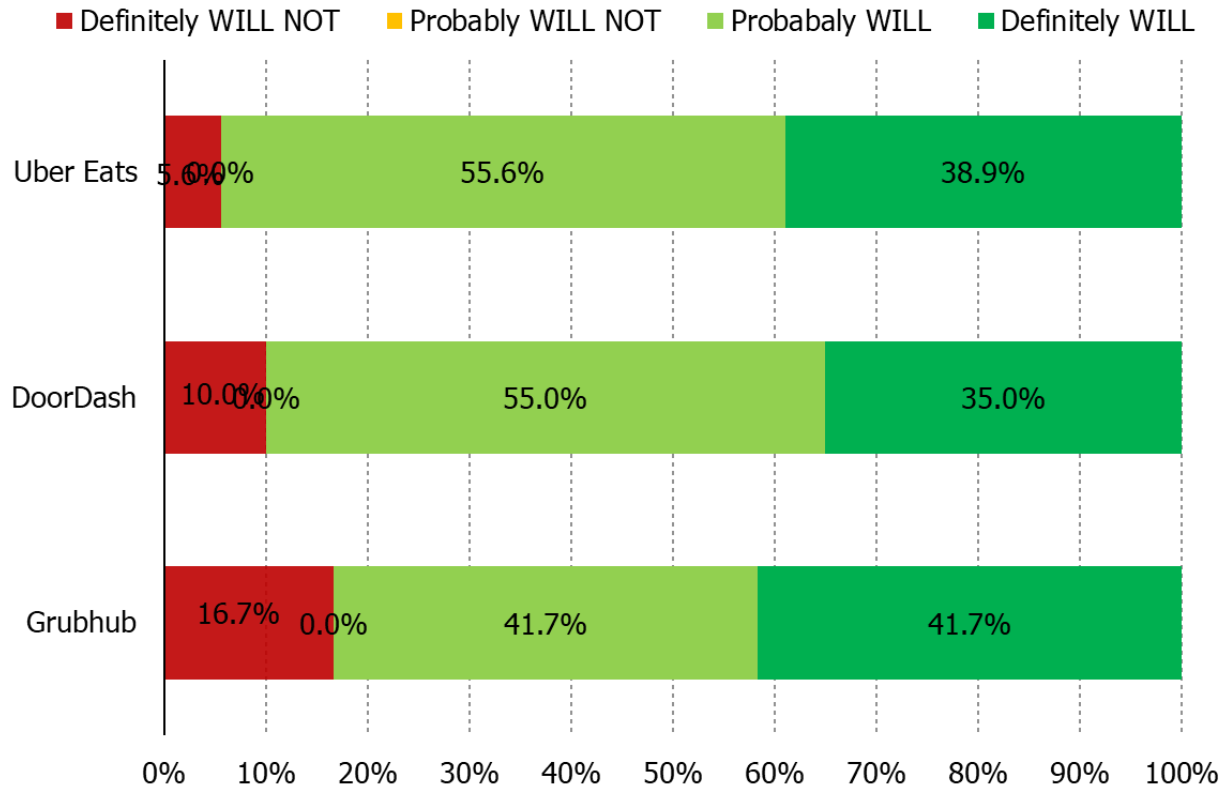
Posed to restaurant owners who are available on each of the following...



	N Size
Uber Eats	20
DoorDash	23
Grubhub	13

## How likely is it that your restaurant will still be available for delivery on this app one year from now?

Posed to restaurant owners who are available on each of the following...

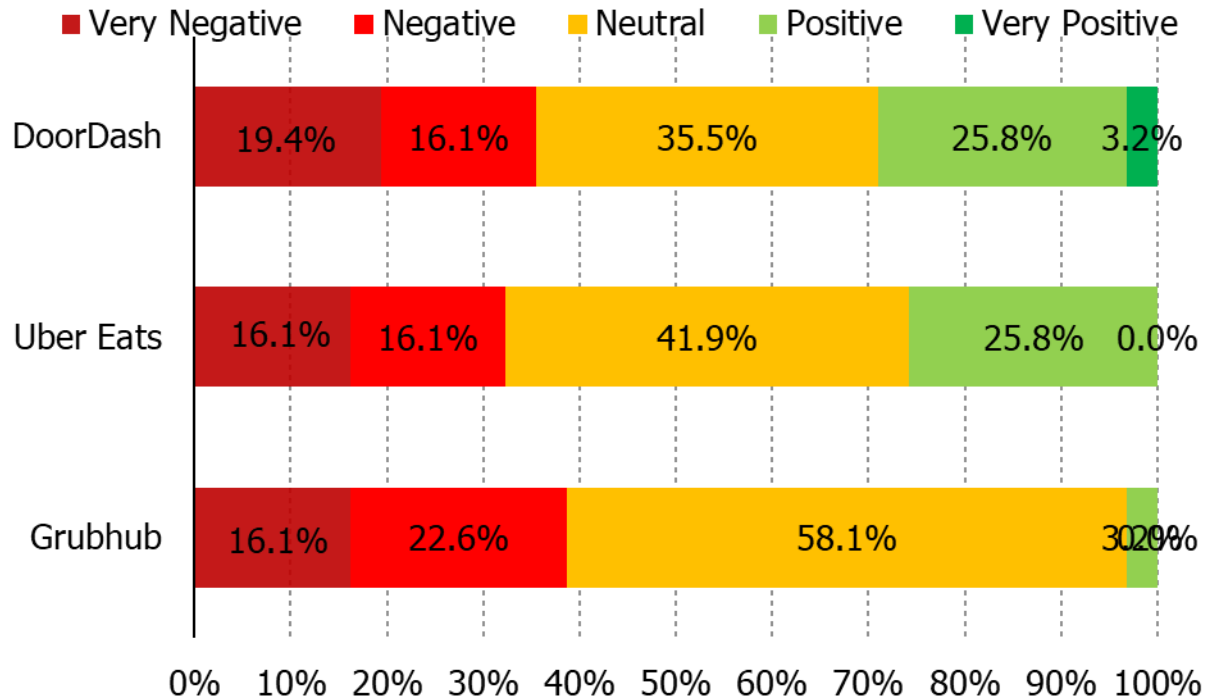


	N Size
Uber Eats	20
DoorDash	23
Grubhub	13



## What is your overall opinion of the following food delivery platforms?

Posed to restaurant owners who are available on each of the following...

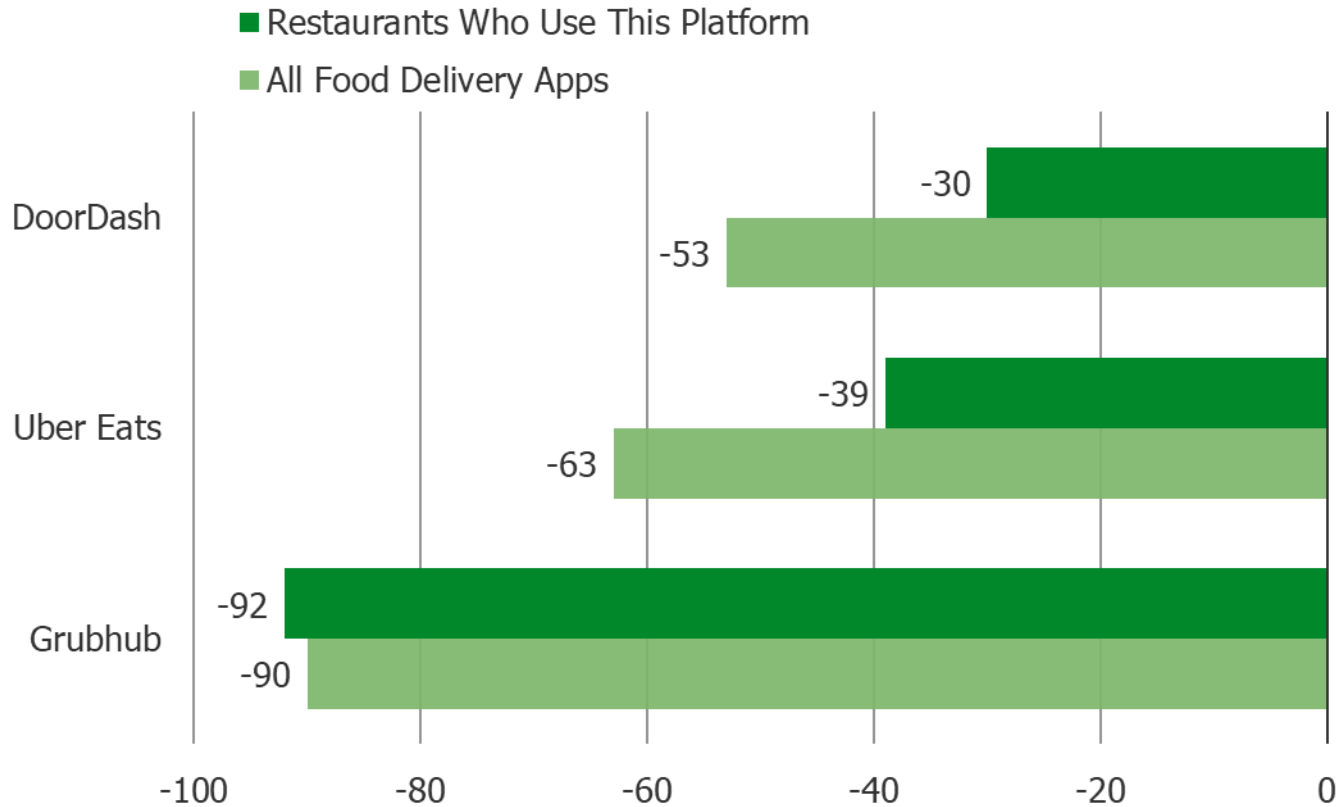


	N Size
Uber Eats	20
DoorDash	23
Grubhub	13

## Restaurant Owners | Survey

### How likely would you be to recommend to another restaurant owner that they work with the following partners...

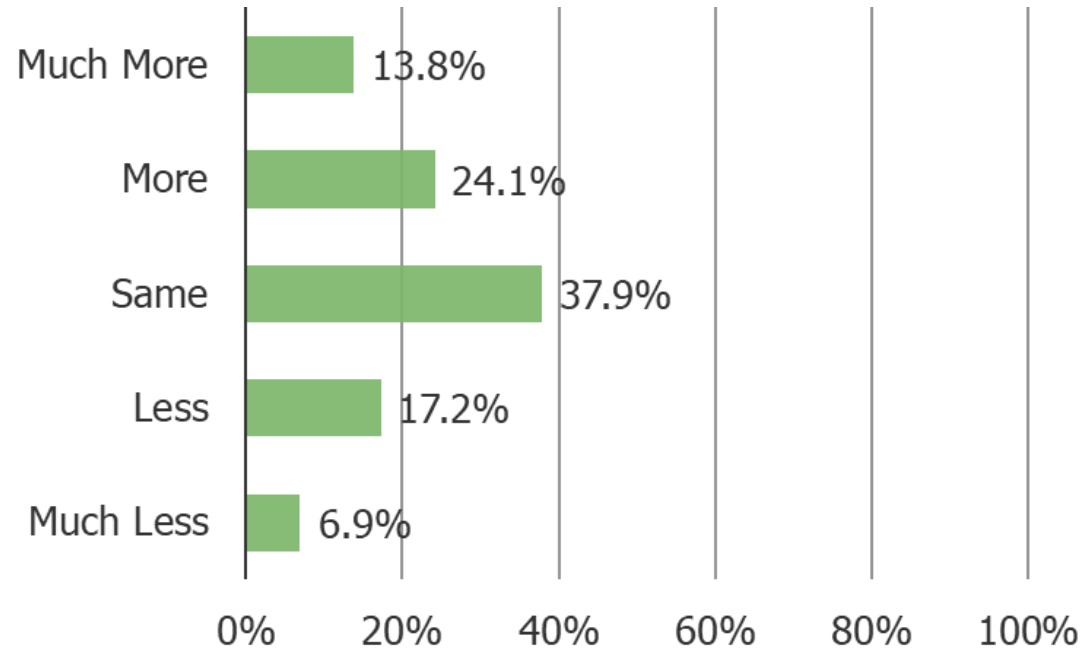
Posed to the target audience and to restaurant owners who are available on each of the following...



	N Size
Uber Eats	20
DoorDash	23
Grubhub	13
All Respondents	30

### Do you believe consumers will order more or less food using food delivery apps in two years than they do today?

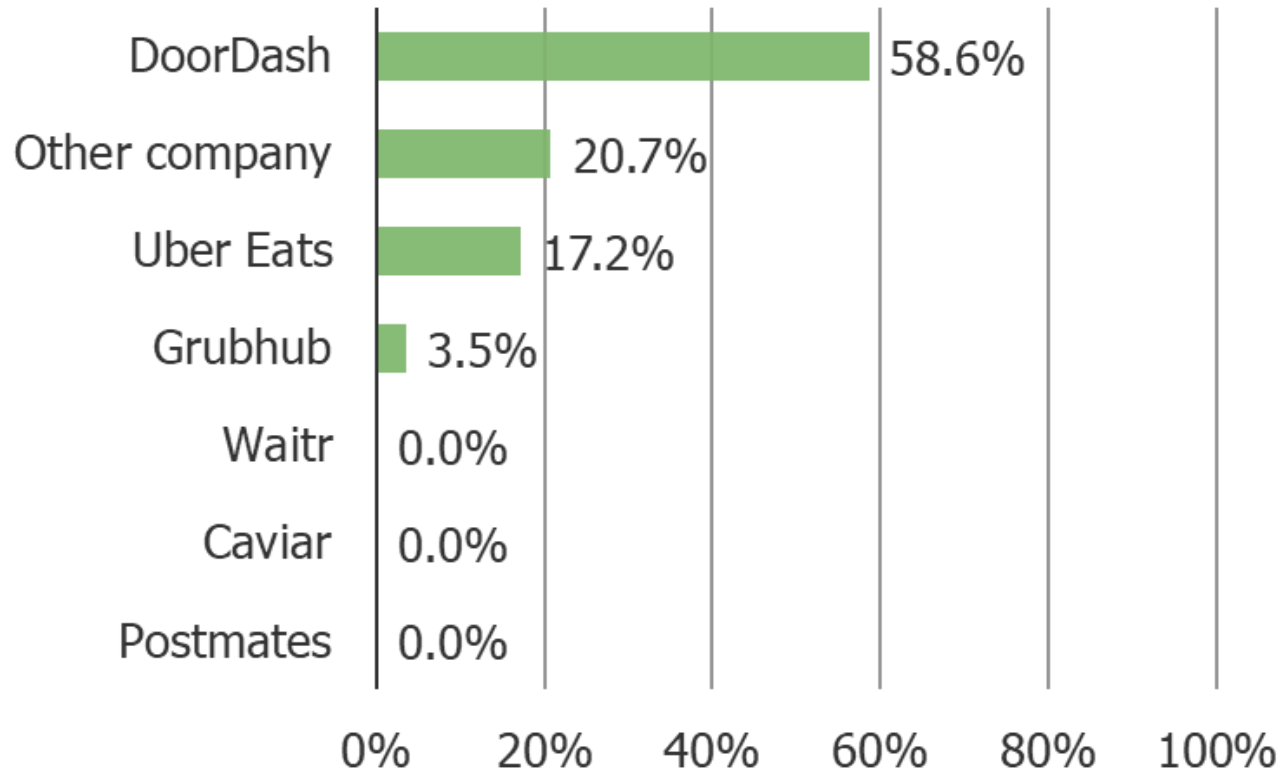
Posed to target audience. (N=29)



## Restaurant Owners | Survey

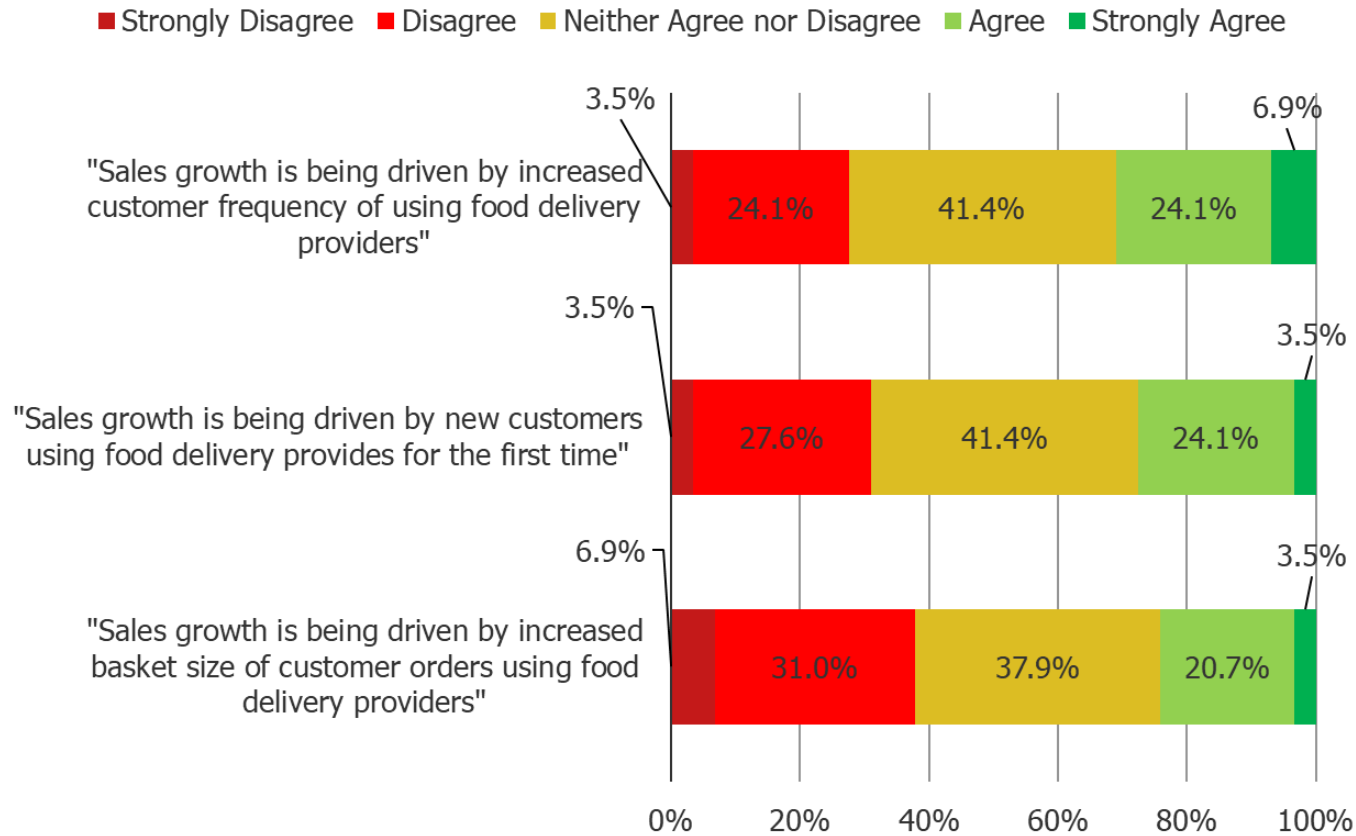
### Which company do you think will be the market share leader among food delivery apps in five years?

Posed to target audience. (N=29)



## Thinking about third party food delivery apps, how much do you agree with the following statements?

Posed to target audience. (N=29)



### What do you like most / dislike most about food delivery platforms?

Posed to target audience.

#### I Like...

- Ease to customer
- Accessibility for people who otherwise could not have me or other business as an option.
- Sales
- Provides service to those wanting delivery
- Brings new customers not currently using our internal web pages
- Convenient
- the convenience
- the easy integration with my pos
- The convince to have food picked up and delivered
- Convenience
- Freedom
- Ability to sell our products
- Convenience
- Convenience for our customers
- Delivery Option
- convenient
- The sales generated that may have otherwise been lost
- New customers may check out the options that are available.
- potential to replace another occasion - eating home cooked meal
- Brings new customers
- Increased exposure to our concept
- Opens a market that would otherwise not be feasible
- with orders for those that can't leave their homes/offices
- Nothing

#### I Dislike:

- Rates
- The fiscal improbability that these services will stay around for long after "becoming profitable."
- Service /cost
- Inconsistent driver and delivery performance
- They charge us way too much
- Cost
- Poor driver training on sanitation
- The customer service for the restaurant side of the platform
- But the quality of service , the way they present, time it takes and how our product is received
- Unexpectedly frequent missing items from orders.
- Higher prices
- Quality of the delivery persons not vetted by delivery Company
- Price and tips
- The algorithms that constantly change and the additional marketing dollars required to buy sales
- Fees, They HIDE the customers from you, customer complaint system
- Cost
- The fees associated with the platforms
- The lack of respect, urgency and cleanliness from the drivers and companies offering these services. Our products, our name is what is getting the bad rap for 3rd party negligence.
- They own the customer data and access
- Delays
- Fees
- Refund policies. Significantly too generous in granting customer's full refunds without cause.
- 30% of sales
- Everything
- Fees, stolen food