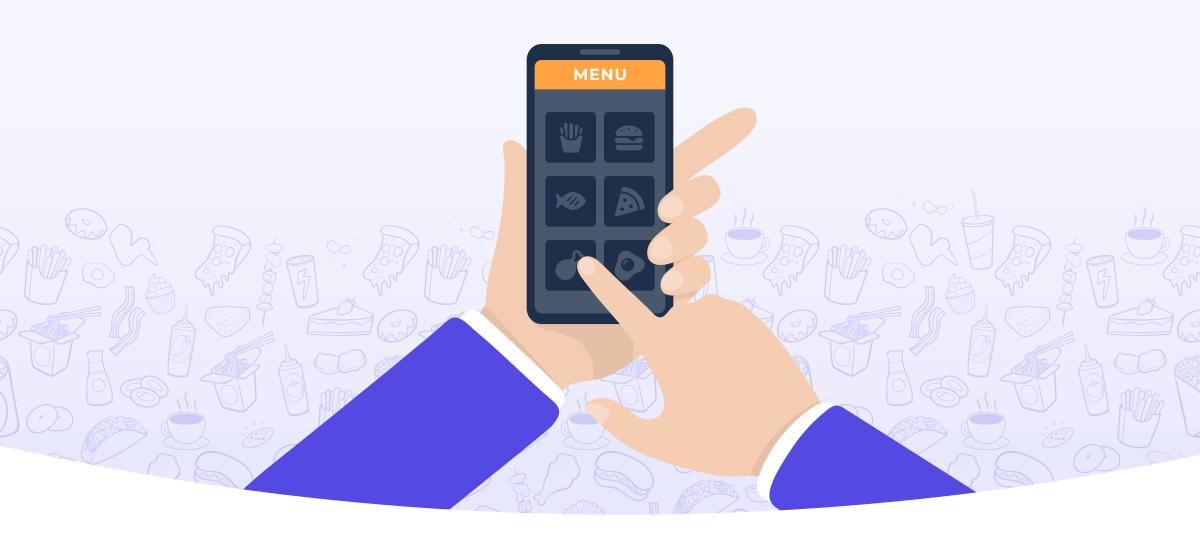
Food Ordering Statistics

WHAT MOTIVATES RESTAURANT CLIENTS TO ORDER ONLINE



What motivates Americans to order from restaurants:



First-Use Coupons Low Order Minimums

Fast Delivery



60% of restaurant operators

affirm that offering delivery has generated incremental sales

46% of all food service

delivery orders are on a deal because of the easy access to coupons and other discounts





59% of customers

choose a restaurant because of a competitive price/promotion



Restaurant promotions and coupons are ones of the strongest motivators for choosing a restaurant.

They appeal to the humans' ingrained need for economy and bargain, so using these restaurant pricing tactics will help you expand your customer base and increase your sales.









Mintel, Oracle Hospitality, NPD Group, Restaurant Business Online

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