



**The Great American  
Takeout:**  
*Consumer Support for the  
Industry During the  
COVID-19 Crisis*



# Restaurant Industry

The restaurant industry is a vital part of the U.S. economy\*



1+  
**MILLION**  
restaurants  
nationwide



\$899  
**BILLION**  
projected sales  
for 2020



15.6  
**MILLION**  
employees



The Great American Takeout initiative was introduced to encourage consumers to support the restaurant industry during this unprecedented crisis of COVID-19 which has delivered a strong blow to the industry.

In partnership with Prodege, Lieberman conducted 2,000 interviews among a nationally representative sample of adults ages 18+ on 3/25/2020, the day after The Great American Takeout.

**LIEBERMAN**  
RESPONDS

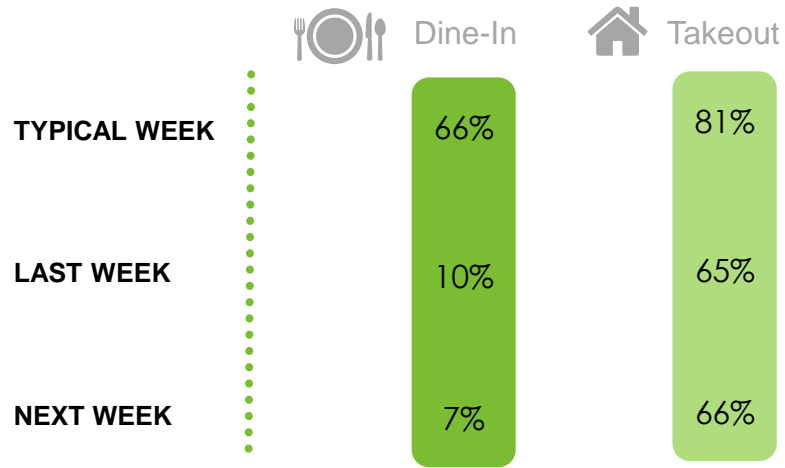
**prodege**

# Restaurant Habits of Americans Post COVID-19

## Industry Insights

### What We Learned

The restaurant industry has been hit hard post-COVID19, though there is still an interest in takeout

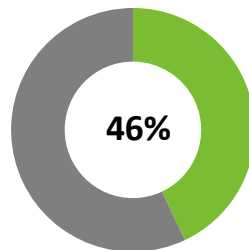


There is a strong opportunity to drive takeout behavior in the future via initiatives like The Great American Takeout

- 29% ordered take out on 3/24**
- Of those aware, 62% said GAT influenced their decision to get takeout

**17% didn't order takeout, but said they would have if they knew about GAT**

Total opportunity for takeout



### The Great American Takeout

With limited advertising, The Great American Takeout initiative, fueled by social media and local news outlets, created a lot of buzz!

**36%** Awareness of The Great American Takeout

### What did People Order?

- Dinner is the top meal (63%)
- 40% supported local restaurants; 62% supported regional/national chains
- 95% ordered from a restaurant they have previously visited
- Order for about 2.6 people; Average spending is \$33