
WHITEPAPER



CONTACTLESS TECHNOLOGY SURVEY:

CUSTOMER TRENDS IN RESTAURANTS,
STADIUMS, AND HOLIDAY SHOPPING
DURING COVID-19

Over 27% of Americans have not used cash to pay for food, beverages, merchandise, or services since Covid-19, and 77% will prefer to pay with contactless payments even after the pandemic ends. This is according to a recent Contactless Technology Survey that explored trends in dining, sports, and shopping during Covid-19.

In the new report conducted October 19-20, 2020, Appetize surveyed 2,081 people ranging from 18 to 70 in the United States on the impact contactless technology has on their decisions and experiences at restaurants, stadiums and holiday shopping during Covid-19—as well as their preferences post Covid-19.

This report contains the key findings.

Mobile Ordering Trends

Americans use their phones every day, but many go beyond the typical phone calls, texts and web browsing.

a) How often do you order and pay for food and merchandise with your phone?

74% - At least once a week

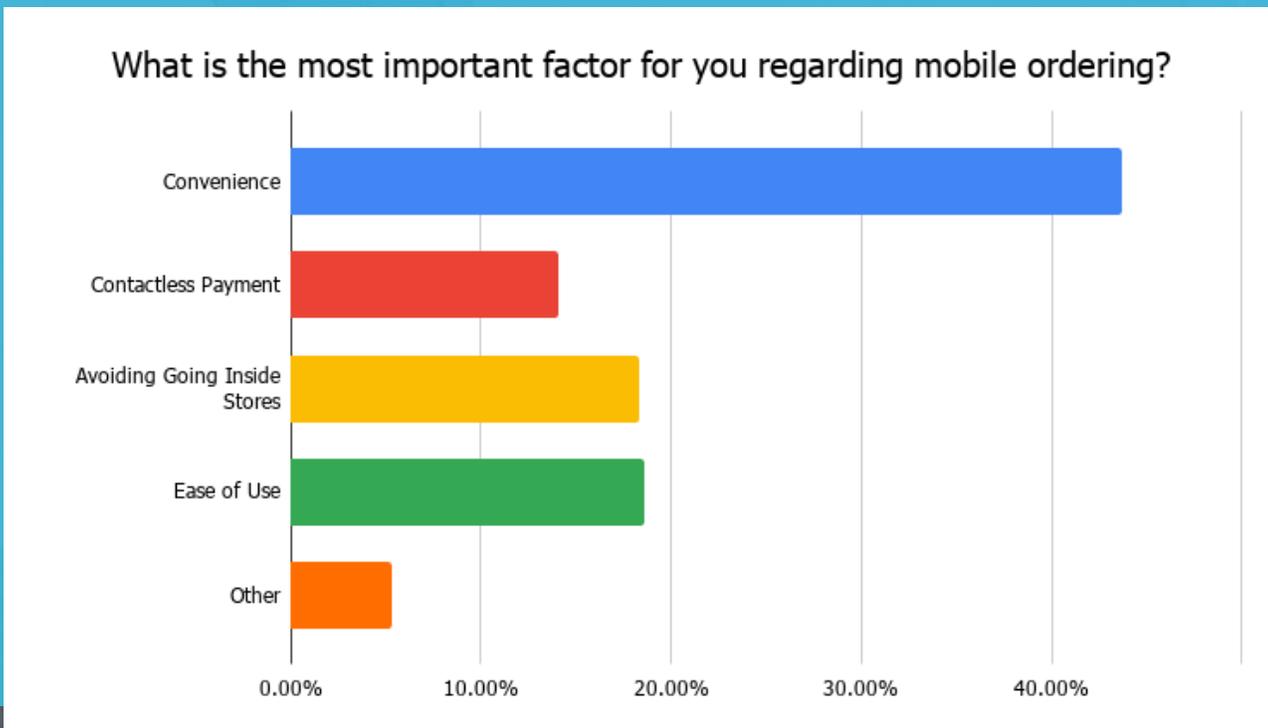
48% - Several times a week

According to the survey, over 74% of Americans use their phone to order and pay for food and merchandise at least once a week, with nearly 48% using their phones for purchases several times a week or more.

b) What is the most important factor for you regarding mobile ordering?

44% - Convenience

The No. 1 reason Americans use mobile ordering? The sheer convenience. In fact, 44% Americans said convenience was the most important factor for ordering and paying for food and merchandise with their phone. Ease of use (18.6%) and avoiding going into stores (18.3%) were also top reasons.



Mobile Ordering Trends

c) Which of the following categories do you use most with your phone?

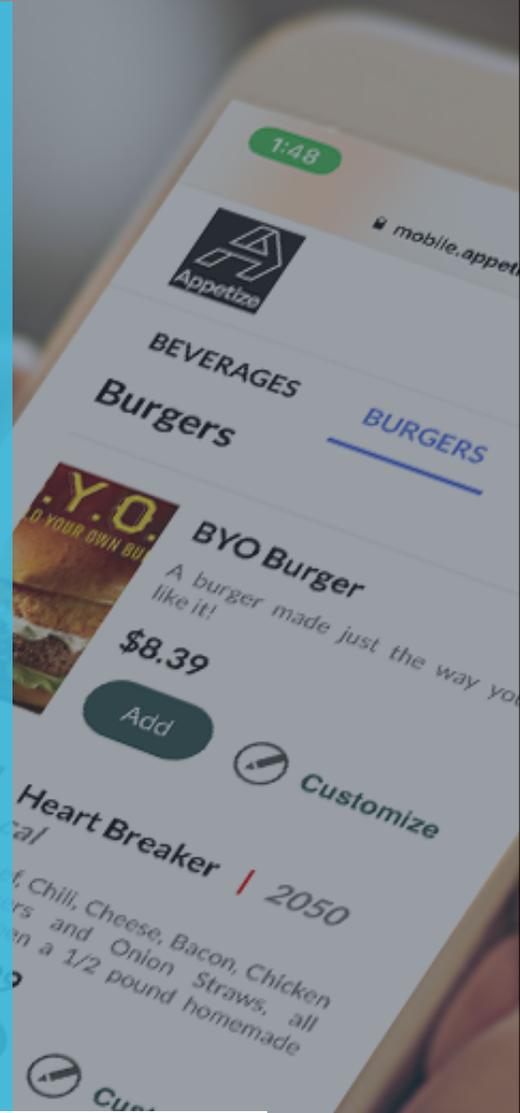
55% - Retail merchandise

In the survey, more than half of Americans (54.8%) use their phone for online retail (i.e.: Amazon). Food app/restaurant delivery was the second most popular (25%) and In-store purchase, such as “tap to pay” at checkout came in No. 3 at 9.3%.

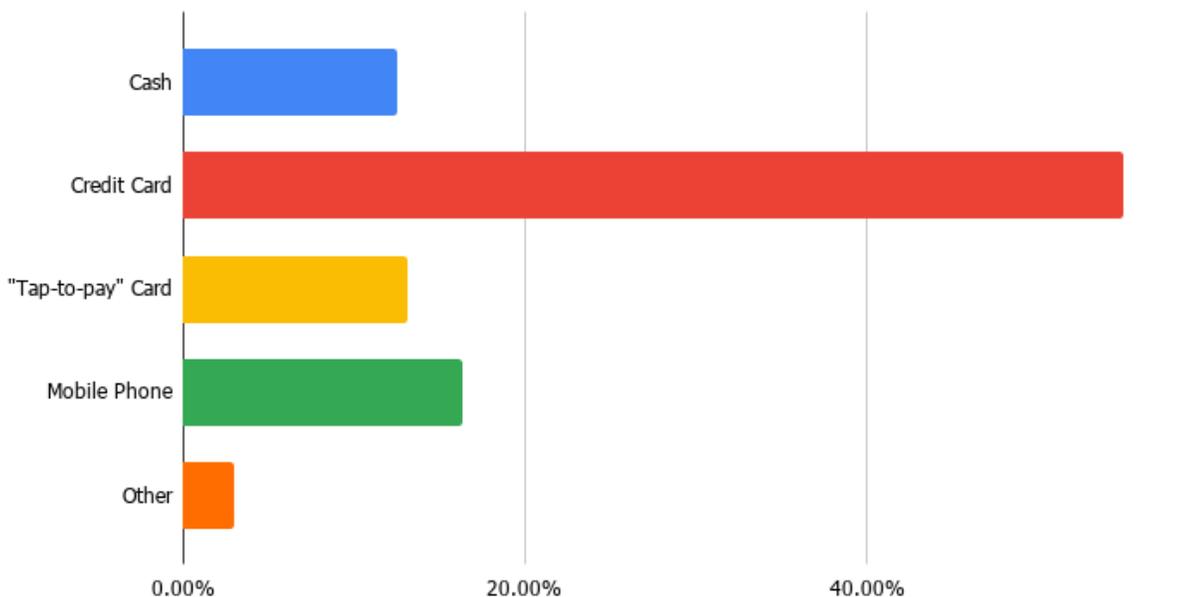
d) What has been your preferred method of payment during Covid-19?

55% - Prefer credit cards

While mobile ordering has been on the rise in America, mobile payments have not become the preferred method of payment during Covid-19. Americans still prefer using credit cards (55%), with payment using a mobile phone coming in No. 2 at 16.37%.



What has been your preferred method of payment during COVID-19?



Holiday Shopping Trends

Americans would shop in-store for the holidays if contactless payments were offered, and cash is becoming less commonly used for payment with shoppers, according to the survey.

a) Would Americans shop in store?

49% - Would be more likely to if contactless options are offered

Almost half of Americans (49%) said they would be more likely to do in-store holiday shopping if contactless options were offered. The contactless technology they would most like to see their favorite store, restaurant and venue offer is mobile ordering (44%). Tap-to-pay credit card machines came in No. 2 at 20.3%, with self-service kiosks coming in at 18.5%.

b) Is contactless payments important?

58.5% - Would be more likely to support businesses that offer it

58.5% of Americans said they are more likely to support a business if it offers contactless payment, with 36% of Americans saying they were neither more likely nor unlikely.

Holiday Shopping Trends

c) Is cash still king?

51% - Use it less

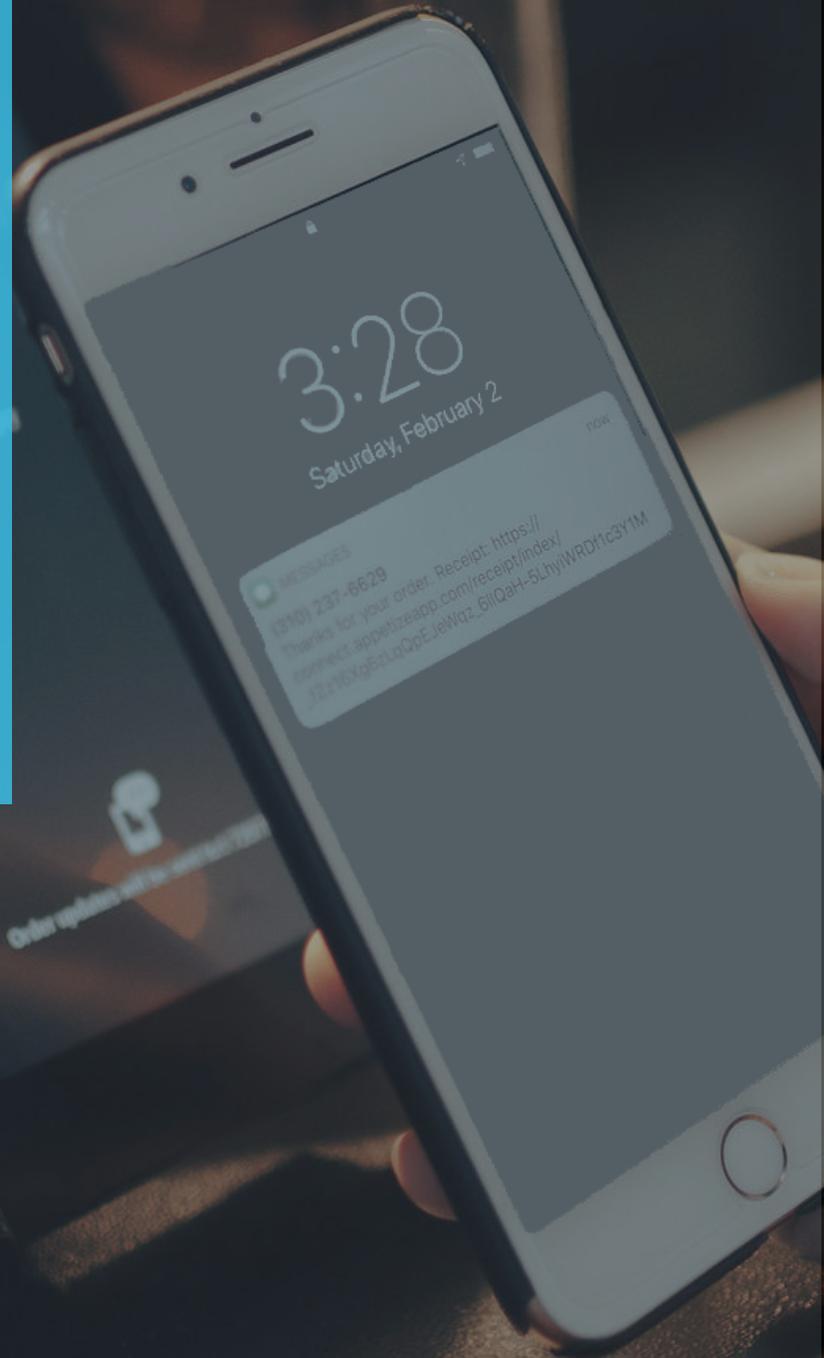
27% - Have not used it since Covid

Over 51% of Americans said they have paid less frequently with cash since Covid-19. Interestingly, while only 10% of people said they have stopped using cash completely, 27% still have not made a purchase with cash since Covid began.

d) Is contactless payment here to stay?

77% - Prefer it even after Covid

77% of Americans said they will prefer to pay for merchandise, food, beverages and services with contactless payments once Covid-19 is over, showing the decline in cash payments will likely continue even after Covid.



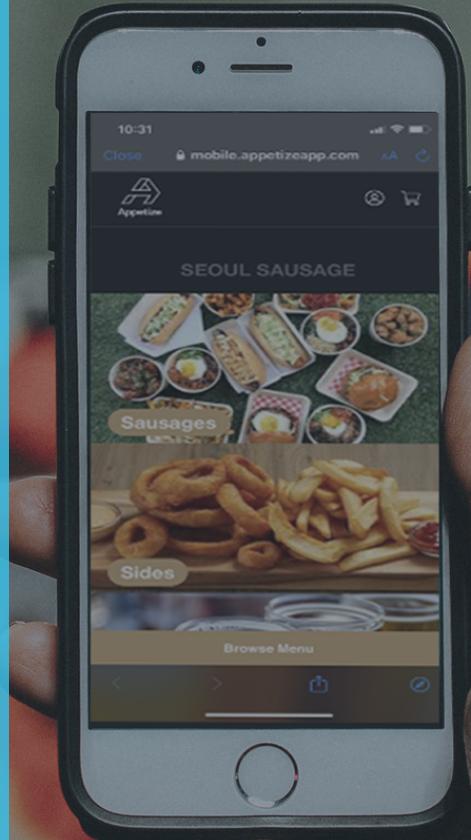
Stadium and Sports Trends

In the survey, it's apparent Americans care about social distancing at stadiums, and mobile ordering is important for them, too.

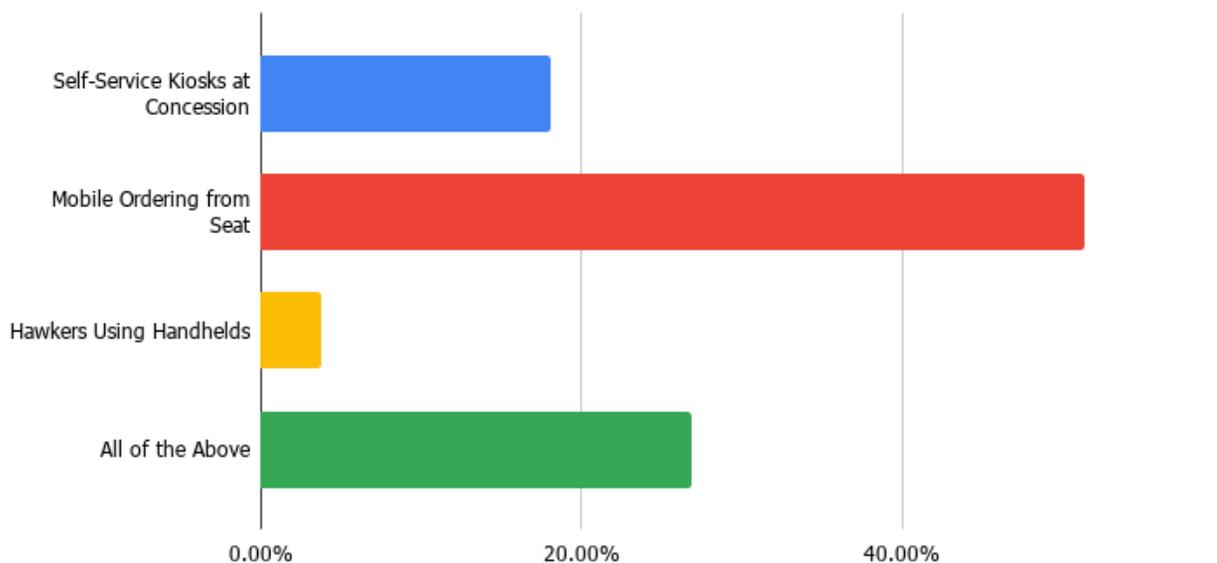
a) How do Americans feel about stadium ordering technology?

74% - Would like to see better technology

74% of Americans would like to see better ordering technology at stadiums. When it comes to what technology they would prefer, more than half (51%) Americans want to use mobile ordering directly from their seats, versus 18% that want self-service kiosk at concessions, 3.8% hawkers with handhelds, and 26% all of the above.



What ordering technology would you like to use most at your next stadium visits?



Stadium and Sports Trends

b) How do fans feel about mobile ordering?

55% - Expect to use it in stadiums

55% expect to be able to use mobile ordering at stadiums. The No.1 reason why fans like to use mobile ordering in stadiums? Avoiding waiting in concession lines (39%). 30% Americans responded “convenience of ordering food/beverage directly from their seat”, and 17% said mobile ordering “helps avoid contact with staff.”

c) Is social distancing important?

91% - Yes

While Americans found mobile ordering an ideal solution for stadiums, social distancing during Covid-19 was still a priority for fans. A large majority, almost 91% of Americans, said social distancing was important for them when attending a live event (with 46.4% saying it is extremely important and 24.6% very important). 32% of Americans said mobile ordering would make them willing to attend a game sooner, but 34% responded they weren't sure and 33.5% said it wouldn't make them more likely.

d) When do fans anticipate they'll attend live events?

33%+ - Unsure

There is still a lot of uncertainty among fans as to when they will attend their next live sporting event. 14% are willing to return “as soon as my local stadium opens for fans,” but almost 16% said they would wait until there is a Covid-19 vaccine. 35% said they were not sure when they are likely to return, while 18% responded they were likely to return “some time in 2021.”



Restaurant Trends

When it comes to ordering at restaurants, people want more self-service options.

a) Is mobile catching on?

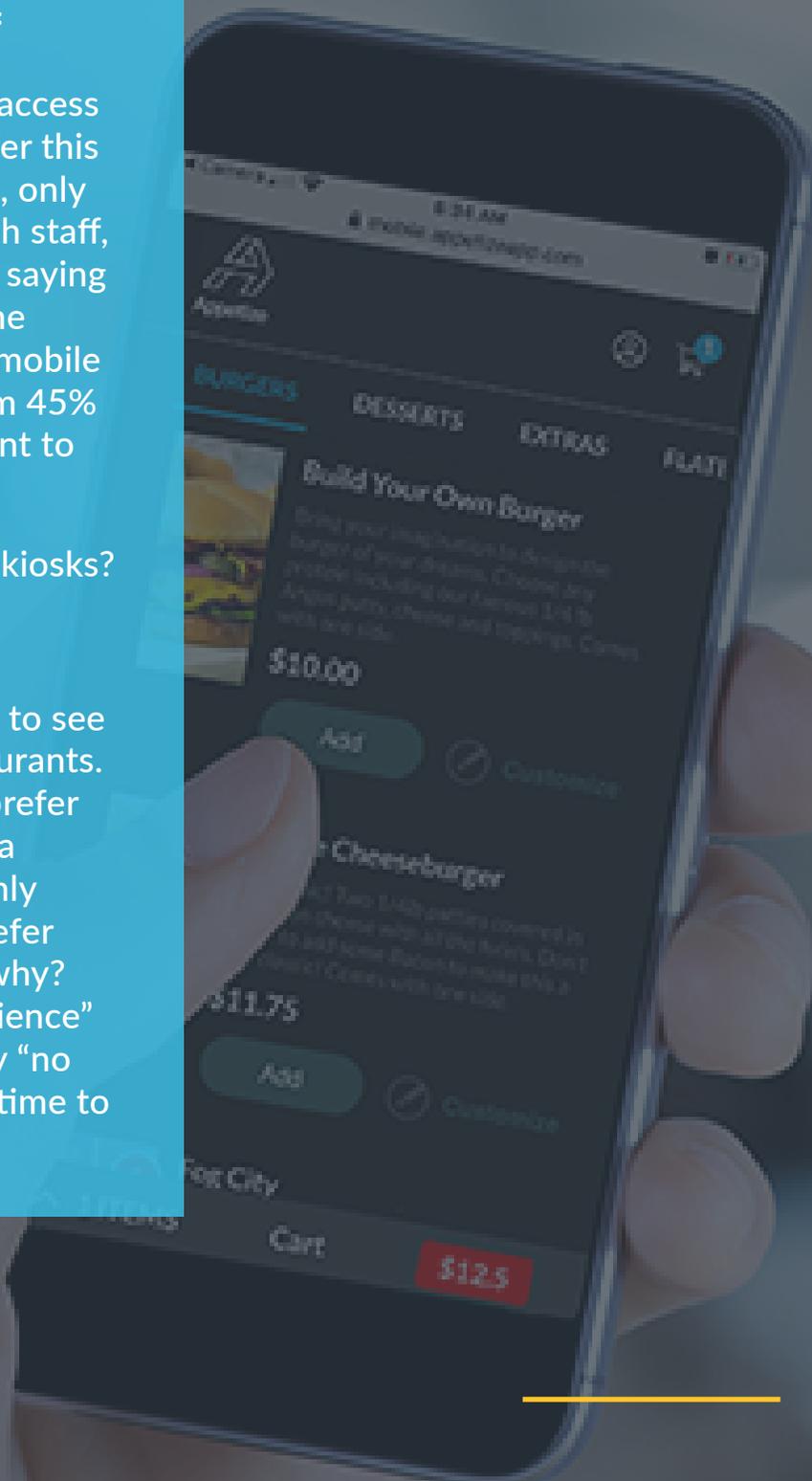
2Xs - Prefer it over interacting with staff

When it comes to using their phones to access menus, order, and pay, asked if they prefer this to interacting with staff during Covid-19, only 25% said that they prefer interacting with staff, with almost twice as many people (45%) saying they prefer mobile, and 30% not sure. The number of Americans that would prefer mobile after Covid-19 dropped only slightly from 45% to 40%, indicating that many will still want to continue using this technology.

b) How do diners feel about self-service kiosks?

57% - Want to see more of them

More than half of Americans (57%) want to see self-service kiosks at their favorite restaurants. At quick-serve restaurants, 71% would prefer self-service kiosks over interacting with a person at least some of the time, with only 19% of people saying they would not prefer a kiosk over a person. The main reason why? 39% of Americans respond that “convenience” is the most important factor, followed by “no interaction with staff” (19%), and “more time to browse the menu” (14%).



Restaurant Trends

c) What other technologies do people want to see at restaurants?

43% - Want contactless payment at the counter

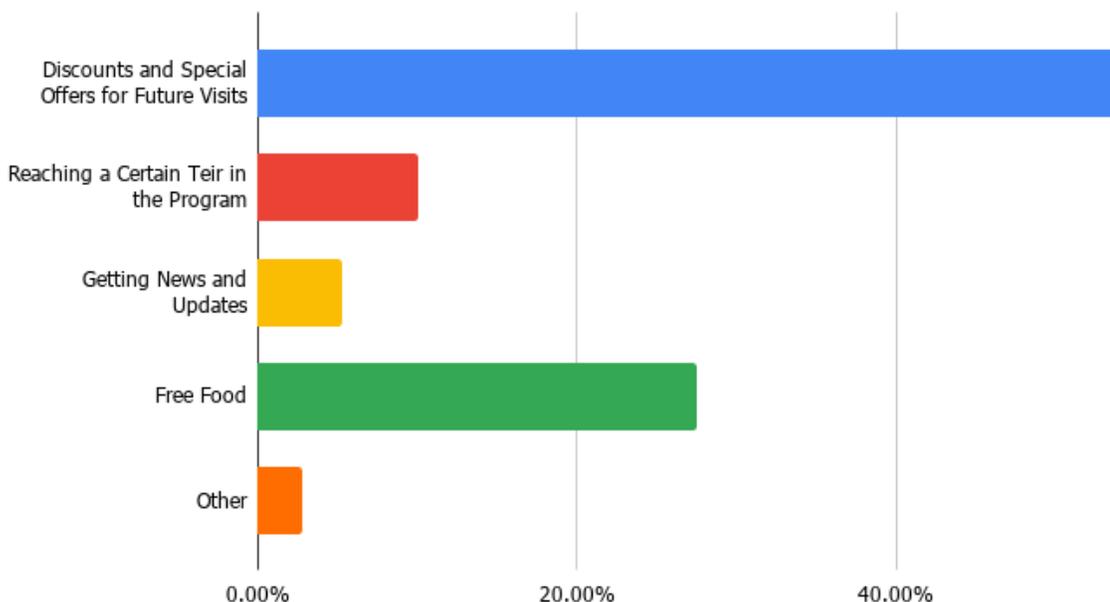
In addition to kiosks, the other technologies that Americans would most like to see on their next visit to a restaurant are: Tap-to-pay at checkout at the counter (43%); mobile ordering directly from their car in the parking lot (40%); curbside pick-up (38%) and waiters with handheld devices (34%).

d) How important is a loyalty program?

79% - May dine at a restaurant more often if it had one

Nearly half of Americans (48%) said they would dine at a restaurant more often if it offered a loyalty program, and 32% indicated they might, versus 14% that said they would not. The most important factor for Americans to join a loyalty program? Discounts and special offers for future visits (54%); free food (27.5%); reaching a certain tier in a program (10%) and getting news and updates (5%).

What is the most important factor for a brand loyalty program?



Survey methodology: Appetize contactless technology survey was conducted within the United States by a third-party research firm on October 19-20, among 2081 US adults. The survey was carried out online. *For assets and quotes from our executive team, please contact Jimmy Im (jimmy.im@appetize.com).*

To find out more about how to get these technologies, and to learn more about Appetize's cloud Point Of Sale, digital ordering, and enterprise management platform, please visit appetize.com.



Appetize is the modern Enterprise Cloud Point of Sale (POS) and management platform for food service and retail and trusted by many of the world's most well known and highest volume businesses, including sports and entertainment venues, theme parks and attractions, restaurants, retailers, education campuses, and business cafeterias. Appetize has simplified the order and transaction process to help businesses drive financial performance, improve the guest experience, and future-proof operations.

For more information, please visit appetize.com.