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# Online Role of Restaurant Researchers

Google/OTX

U.S., January 2009

# Online's Role Has Grown

**90%**

Of diners go online for information about restaurants

↑ 32% increase over last year

**80%**

Use search as part of decision process

↑ Half of all searches are made from a mobile device, 50% growth over last year

**70%**

Use the Internet to choose a restaurant



# Majority Of Diners Are Planning Where To Eat

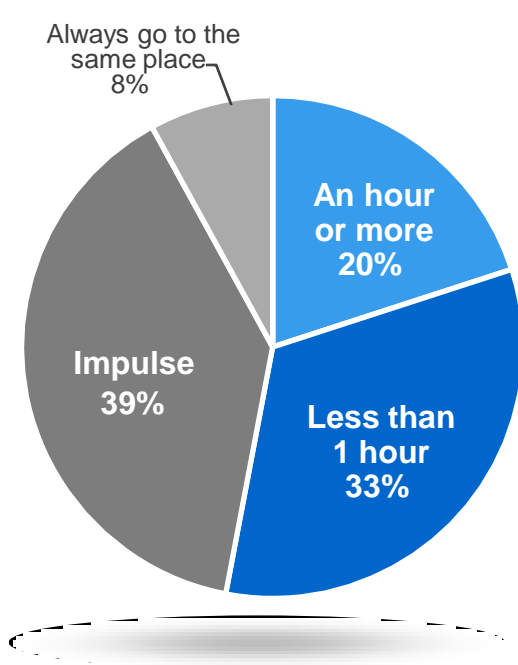
**70% use the Internet to decide what restaurant to visit**



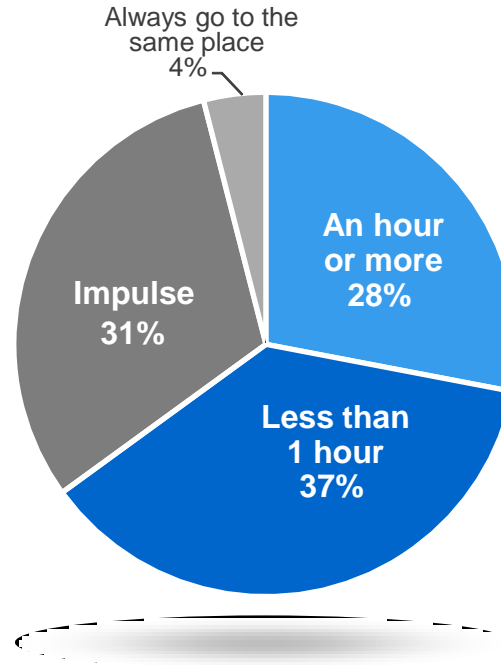
# Majority Of Diners Are Planning Where To Eat

## How far in advance do diners decide which restaurant to go to?

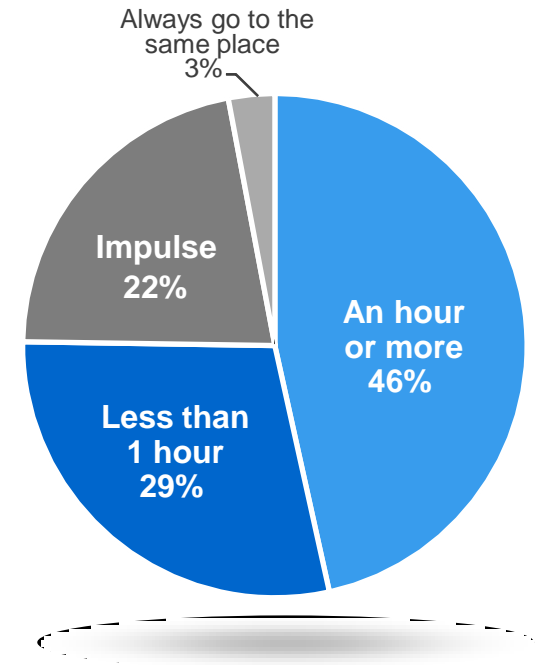
### Breakfast



### Lunch



### Dinner



Source: Online Testing Exchange Restaurant Survey, April 2009

# Online Is Part Of Diner Research

**52%**

Look for coupons or special offers

↑ A 53% increase from 2007



**37%**

Look for where to eat lunch or dinner

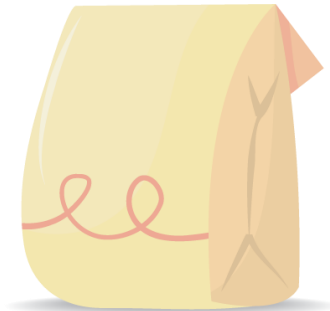
↑ A 131% increase from 2007



**35%**

Look for food to order for take-out or delivery

↑ A 133% increase from 2007



Source: Online Testing Exchange Restaurant Survey, April 2009

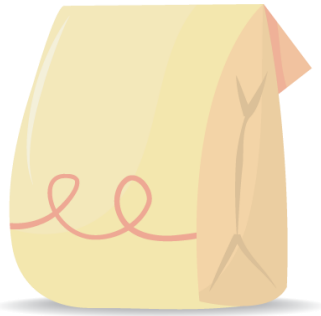
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# Online Is Part Of Diner Research: Sales

**35%**

Order take-out  
or delivery

72% use the phone to order  
(54% go online to research  
facilities information)



**19%**

Order a restaurant  
gift card

Of people researching, as  
many people who buy online  
will buy in-store



Source: Online Testing Exchange Restaurant Survey, April 2009

# Online Is Part Of Diner Research: Brand Engagement

**22%**

Sign up for  
loyalty programs

**19%**

Participate in  
a contest



Source: Online Testing Exchange Restaurant Survey, April 2009

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# Online Is Part Of Diner Research: Promotions

Online is more powerful than outdoor and radio,  
and equal to direct mail

**53%**  
**Online coupons**



**53%**  
Direct mail offers



**44%**  
**Email offers**



**26%**  
Outdoor ads

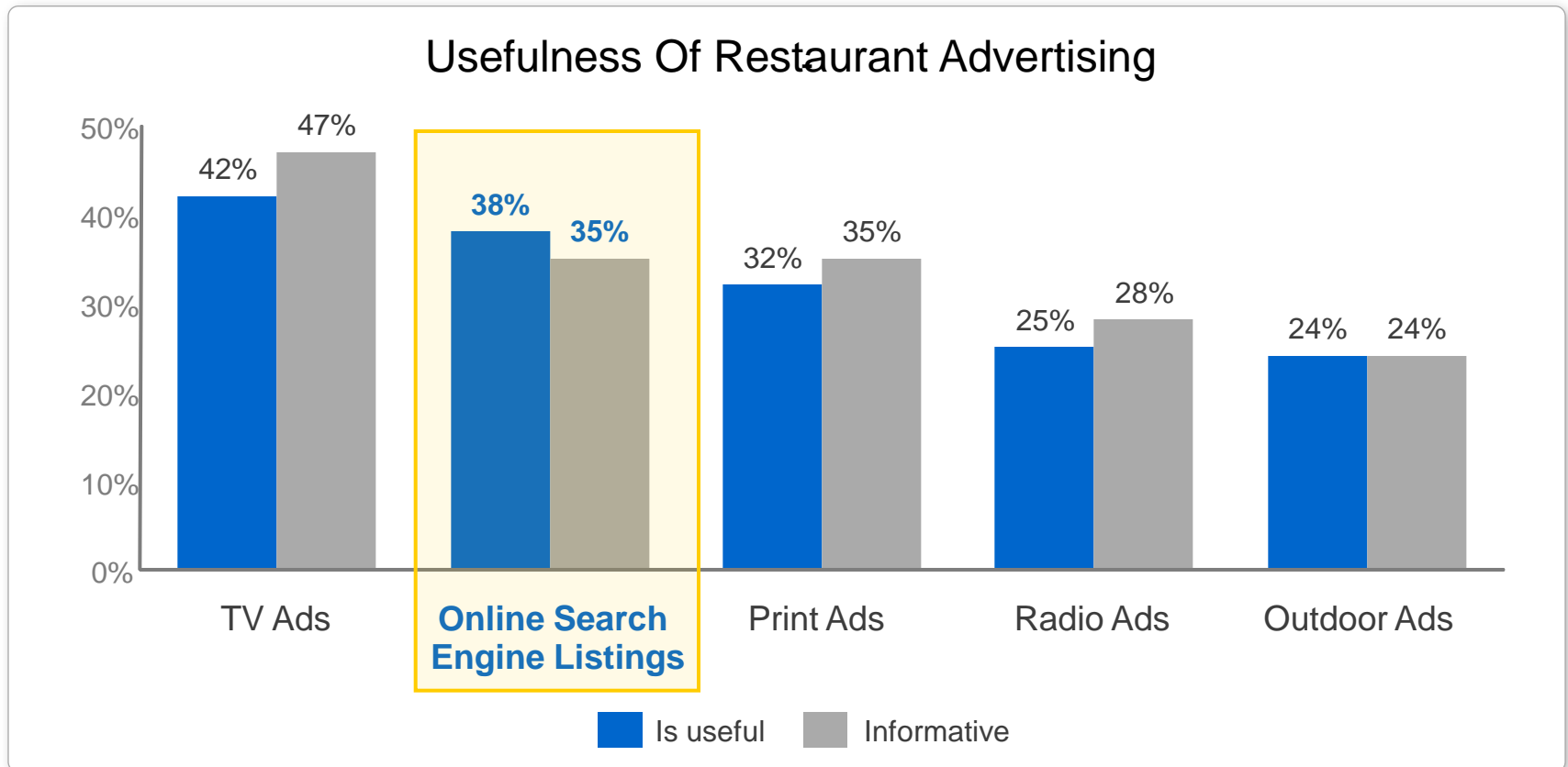


**26%**  
Radio ads



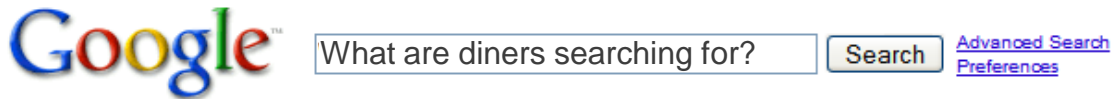
Source: Online Testing Exchange Restaurant Survey, April 2009

# Search Is A Developing Part Of Diner Research



Source: Online Testing Exchange Restaurant Survey, April 2009

# 83% Of People Use Search (For Restaurant Related Activities)



Web [Show options...](#)

## Restaurant Locations

68% of searches are for location,  58% increase from 2007

## Restaurant Menus

57% of searches are for food/menu,  90% increase from 2007

## Restaurant Coupons

45% of searches are for coupons and special offers

## Restaurant Decisions

41% of searches are for decision making related to food/menu

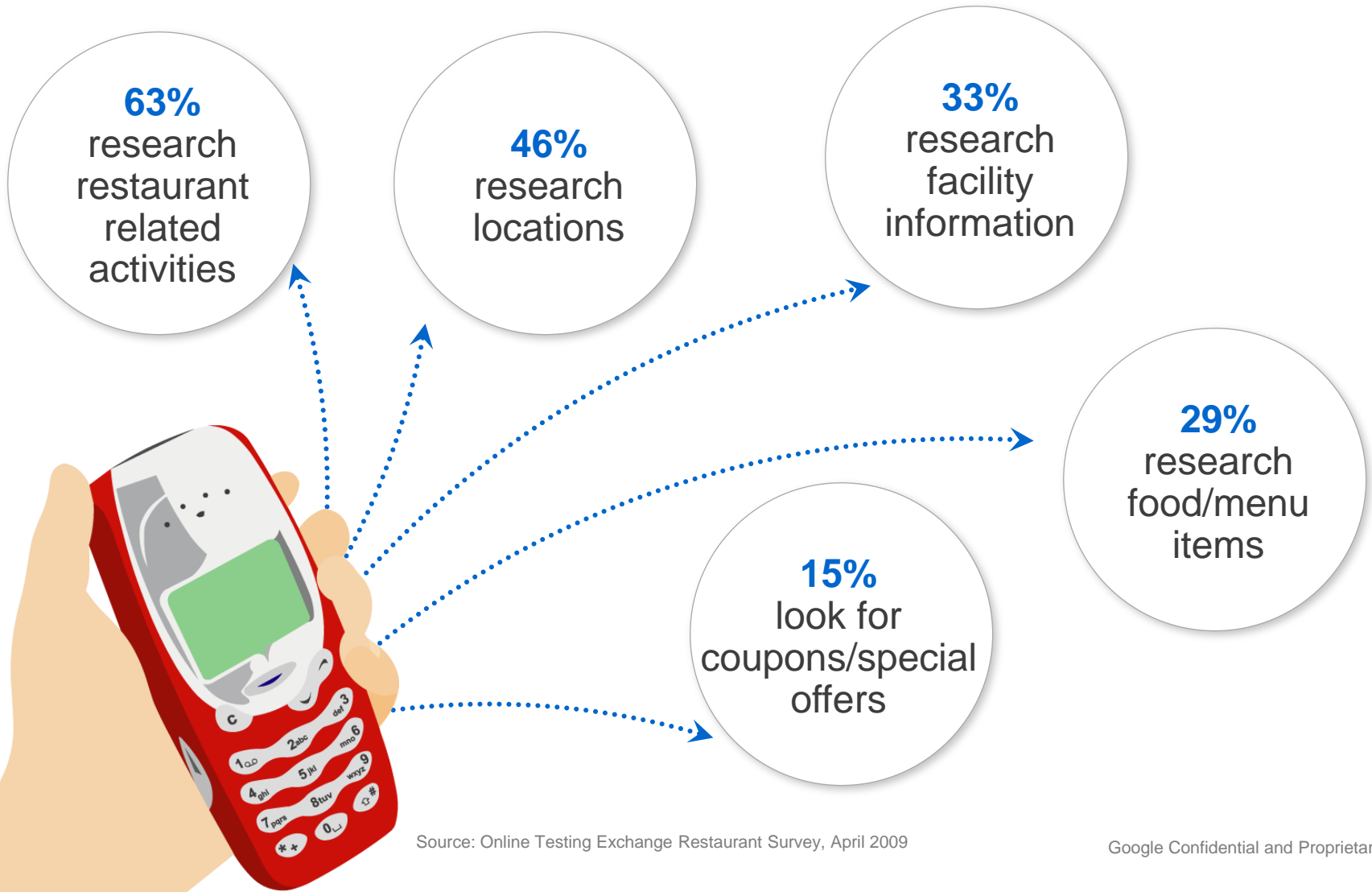
## Restaurant Take-out or Delivery

19% of searches are for ordering online take-out or delivery

Source: Online Testing Exchange Restaurant Survey, April 2009

# Mobile Is A Developing Part Of Diner Research

Of People Who Go Online Via Their Mobile Device (37%):



Source: Online Testing Exchange Restaurant Survey, April 2009

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