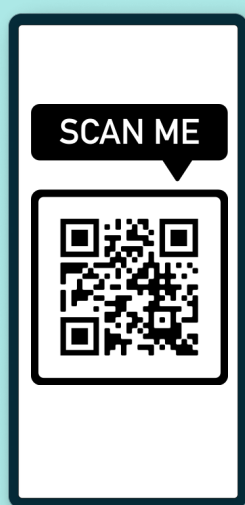
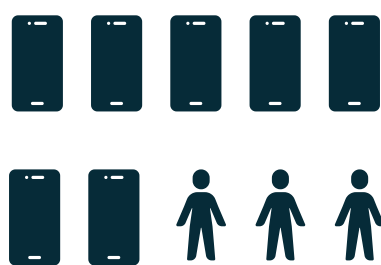


RESTAURANT ORDERING PREFERENCES OF AMERICA

digital vs. face-to-face

70%

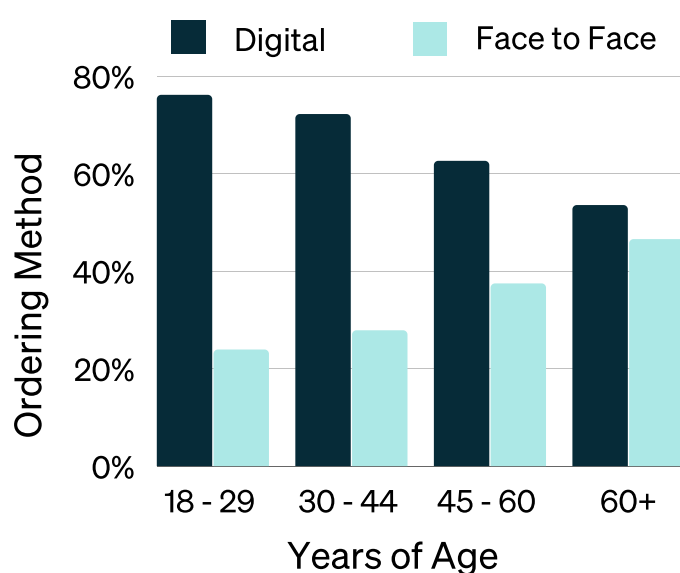
of people surveyed prefer to order digitally rather than face to face.



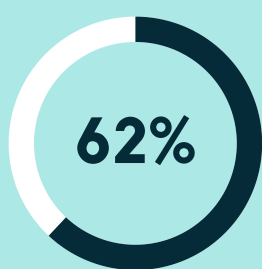
When ordering digitally, 80% of those surveyed prefer to use a personal device to order over kiosks.

Consumers overall prefer to order digitally over face-to-face.

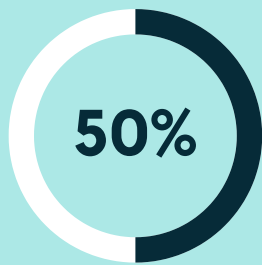
Consumers 18-29-years-old prefer digital ordering 3x more than face-to-face ordering.



Why mobile?



When ordering from a mobile phone, 62% of people are drawn to **rewards programs**.



Nearly 50% of respondents are drawn to **reduced wait times and previously saved orders**.



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