

June 22, 2017

# An Appetite for Digital Takeout

Almost two-thirds of US internet users have ordered food online

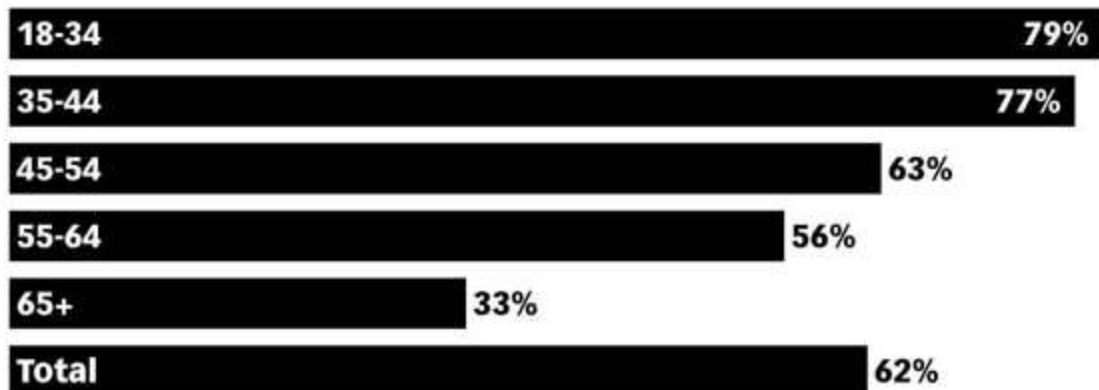
**M**ore than 6 in 10 US internet users have ordered food with an app, like GrubHub or Seamless, or from a website, according to a 2017 study by [orderTalk](#), a software provider to the restaurant industry.

Perhaps unsurprisingly, younger people order food digitally more than any age group.

Nearly 80% of those 18-34 said they had used apps or websites to get food.

## US Internet Users Who Have Ordered Takeout Food via App/Website, by Age, April 2017

*% of respondents in each group*



*Note: have ever*

*Source: orderTalk, "Online Ordering Usage Report: 2017" conducted by The Harris Poll, June 20, 2017*

Nearly as many 35-44 year olds (77%) had logged on to order food, compared to 63% of 45-54 year olds.

But website and smartphone food ordering is popular with the older crowd too.

Well over half (56%) of respondents age 55-64 had ordered food online or using an app. What's more, a third (33%) of users 65+ had ordered food digitally.

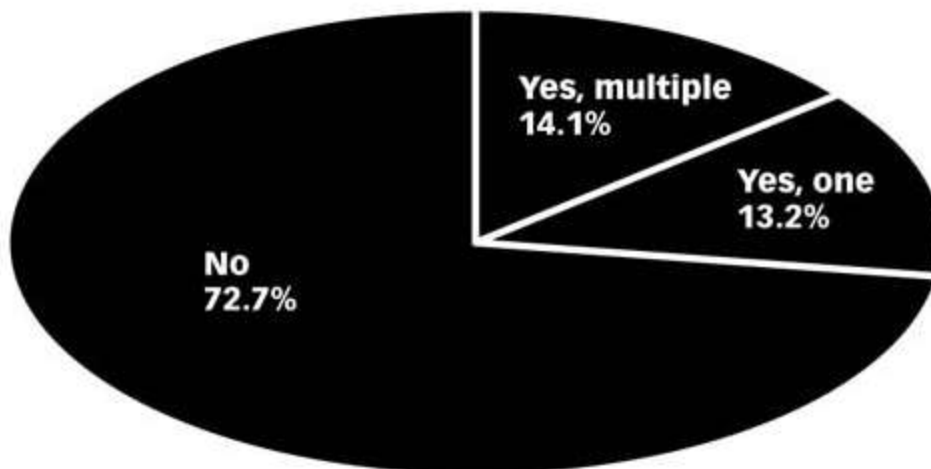
“Digital ordering has impacted the revenue and operations of most restaurants like no other recent innovation,” Patrick Eldon, CEO of orderTalk, Inc. said in a statement.

But survey data on online food ordering does not line up neatly. A January 2017 survey by AYTM Market Research found that only 27.3% of internet users had used a mobile app to find or order food.

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**US Internet Users Who Have Used Mobile Apps to Find/Order Food & Beverages, Jan 2017**  
*% of respondents*

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Note: n=1,000 ages 18+  
Source: AYTM Market Research, "Mobile Apps," Jan 30, 2017

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www.eMarketer.com

On the other hand, a survey by Toast in August 2016 found that 62% of internet users ordered food via smartphone or tablet at least occasionally.