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orderTalk Survey Reveals that Online Food Ordering is Popular Across Generations
Findings suggest that lagging technology could be an obstacle to a restaurant's success

FLOWER MOUND, Texas (June 19, 2017) – orderTalk, Inc., a leading provider of online ordering systems for restaurants, has released the results of a new online survey conducted on its behalf by Harris Poll in April 2017 among 2,246 U.S. adults shedding insights into consumer behavior and preferences in the U.S. when ordering food online.

Overall, the survey found that many American consumers who have ordered takeout digitally (i.e., via an app/website) prefer ordering takeout digitally, but would like digital ordering interactions to be easier.

"Online food ordering has impacted the revenue and operations of most restaurants like no other recent innovation," said Patrick Eldon, CEO of orderTalk, Inc. "It also continues to reshape consumer expectations and demands, which is why we need to keep a watchful eye on what Americans are thinking and doing. This survey is one of many tools orderTalk will use to stay ahead of consumer trends."

The survey found that 94 percent of U.S. adults have ordered takeout and 65 percent order takeout at least once a month. Nearly two thirds of Americans (62 percent) order takeout digitally via an app or website, and of those who have ordered digitally, 67 percent say they prefer to order digitally rather than by phone.

The survey also found significant differences in online ordering habits by sex and lifestyle. For example, males are more likely than females to order takeout at least once a month (69 percent versus 61 percent); Americans with children under the age of 18 in the home are more likely to order takeout at least once a month than those without children under the age of 18 in the home (77 percent versus 59 percent); and renters are more likely than homeowners to order takeout at least once a month (72 percent versus 62 percent).

"The numbers suggest that digital food ordering is extremely popular due to ease and convenience," said Eldon. "Time-crunched consumers and those who are technologically savvy are leading users of the technology, but this is changing as digital ordering solutions improve and evolve."

As digitally ordering take out increasingly becomes the "way to go," orderTalk was interested in gaining insight into why people were ordering online and what, if any, drawbacks existed to online ordering. The survey found that nearly half Americans who have ordered digitally said they do so because it is easier to make sure an order is correct (46 percent). But, 63 percent of those who have ordered digitally have, at some point, abandoned a digital takeout order. The most popular reason cited for abandoning an order, at 28 percent, was because the app or website wasn't functioning correctly. To support this further, the survey also found that more than half of U.S. adults (55 percent) wish it were easier to order takeout digitally.

Lastly, 56% of U.S. adults said they expect to see discounts when ordering takeout digitally, followed closely by menu item images (52 percent). According to Eldon, "Consumers want a positive digital interaction, just as dine-in customers want to be served by friendly attentive staff.

"Unfortunately for consumers, there are many mediocre digital ordering solutions that restaurants have in place, hoping to increase business and meet the consumer demand," noted Eldon. "But providing underwhelming technology often achieves the opposite result, turning frustrated customers away and directly into the hands of competing restaurant brands. Now, more than ever, companies must invest in innovative solutions and replace aging technologies."

If restaurants are going to provide a state-of-the-art ordering platform, that platform should be comprehensive, yet simple to navigate. A digital ordering provider such as orderTalk, which specializes in the complexities of the restaurant industry, is well-equipped to create the digital experience that consumers now require.

To download the comprehensive 2017 Online Ordering Usage Report which includes more survey results, please visit: http://www.ordertalk.com/report2017/

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About orderTalk

orderTalk, Inc. is the original provider of online ordering systems for restaurants worldwide offering expedient, dependable and secure online ordering software solutions. Since 1998, the company has utilized proprietary remote ordering software as well as mobile and social media applications to meet the expanding needs of the restaurant industry. orderTalk's sophisticated food ordering systems and software solutions are designed to leverage business growth through stronger sales, higher check averages, decreased overhead costs and a higher customer satisfaction level. For more information, visit www.orderTalk.com.

Survey Methodology
This survey was conducted online within the United States by Harris Poll on behalf of orderTalk from April 25-27, 2017 among 2,246 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Samantha Van Nuys at 954.776.1999 ext. 115.