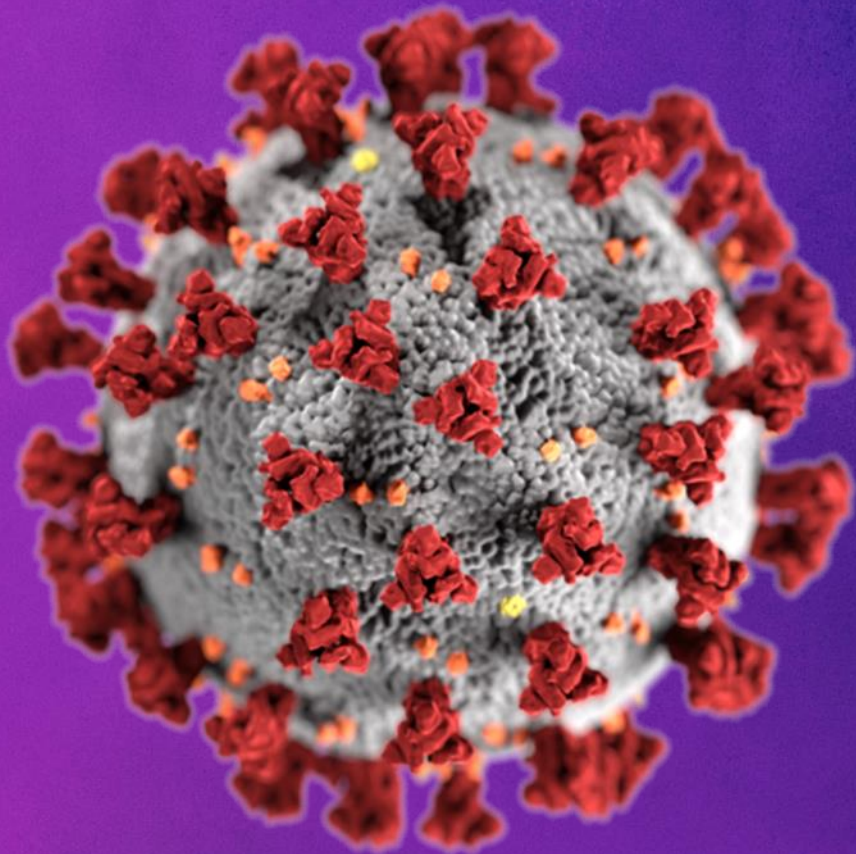


COVID-19

report 33: **LIFE GOES ON**

9.04.20





With the Coronavirus pandemic still uncontrolled, “back to school” is a lot more complex for parents these days. On top of the usual rituals, many parents are now faced with figuring out issues around childcare, added financial burdens, and figuring out how to balance this with a full-time job. With kids at home more, meal preparation will continue to be among their many demands. Some will look to streamline the process by preparing the same meal for everyone, with menu items that lean toward what’s best for their kids. Parents need help with finding convenient menu options that can keep meals fun.

The pandemic also has many still working from home. Daytime meals and snacks that were often purchased at restaurants and convenience stores during the workday have now moved into the home. Getting food from “outside” is seen as less convenient and too expensive when the refrigerator is just feet away.

Life must go on, and people will continue to find ways to solve pandemic challenges. Restaurants can be part of the solution, and build on their recent success at dinner, with tactics and innovation around daytime meals.

Here are highlights from Datassential’s latest wave of Coronavirus research, fielded August 3 and August 18th with 1,000 US consumers.

RECENT KEY EVENTS

August 29

US venue tied to COVID-19 outbreak says it made "an error" interpreting social-distancing rules
More than 1,200 students have tested positive for COVID-19 at the University of Alabama

August 30

36 states report a total of 8,700 COVID-19 cases at colleges and universities
The number of Coronavirus cases in the US approaches 6 million
Joe Biden says he would re-launch "PREDICT" virus detection program if elected

August 31

Birx's message to college students: Isolate on campus and don't carry Coronavirus back home
A third Coronavirus vaccine enters Phase 3 trials in the US
Milwaukee sports facilities will open as early-voting sites
White House Task Force member calls report about herd immunity "irresponsible"

September 1

Ohio working on guidance on how to report COVID-19 cases in schools
\$5 rapid COVID-19 tests will be sent to states starting in mid-September
New York City delays in-person school until Sept. 21

September 2

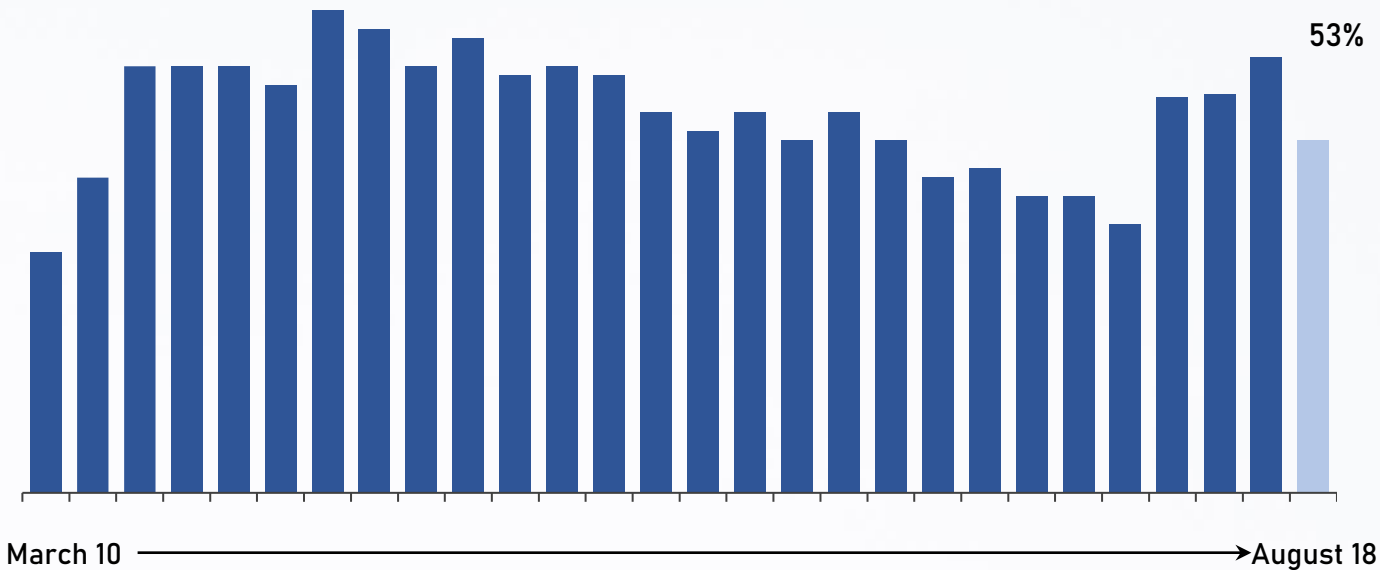
US stocks open higher as investors remain hopeful new stimulus deal will be reached
World's largest movie theater chain will reopen another 140 theaters by the weekend
COVID-19 cases in US children have increased 17% over two weeks, report says

September 3

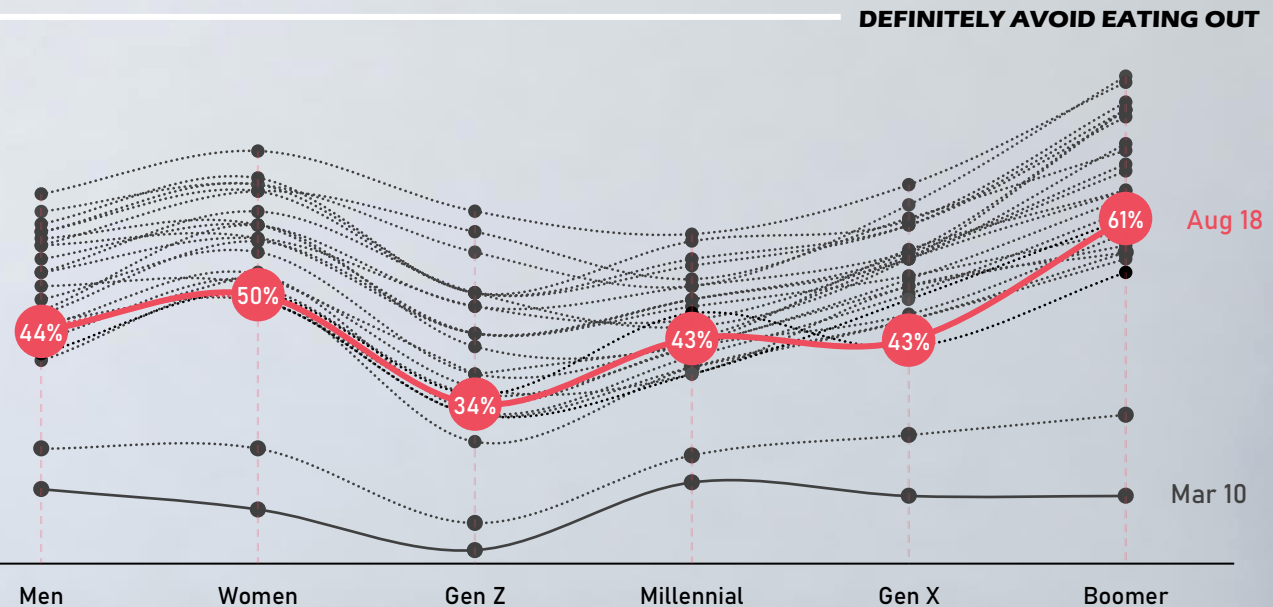
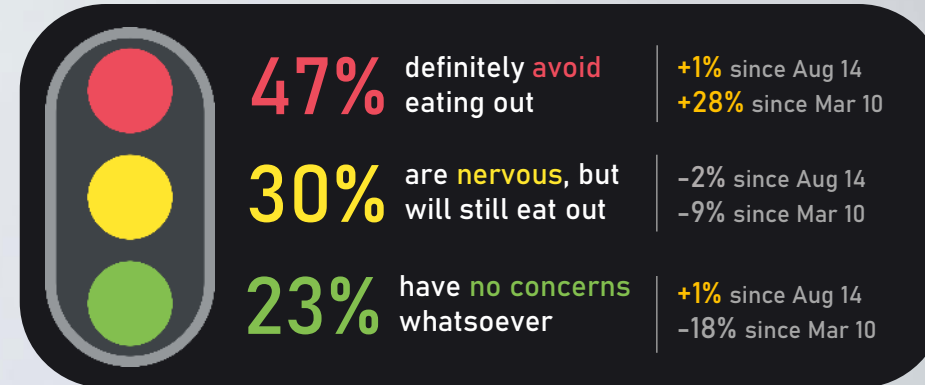
Fauci says he would not hesitate to take "safe and effective" approved vaccine
US stocks open lower despite better-than-expected jobless claims report

Public concern has fallen from its August peak, consistent with early-summer levels.

	May					June				July			August	
	1	7	14	19	22	1	3	5	9	15	17	23	14	18
Very concerned	54%	56%	53%	56%	53%	49%	50%	47%	47%	44%	58%	58%	62%	53%
Somewhat concerned	37%	35%	38%	37%	37%	40%	38%	41%	39%	42%	33%	35%	31%	35%
Not concerned	9%	10%	9%	7%	11%	11%	11%	13%	14%	14%	10%	7%	7%	12%



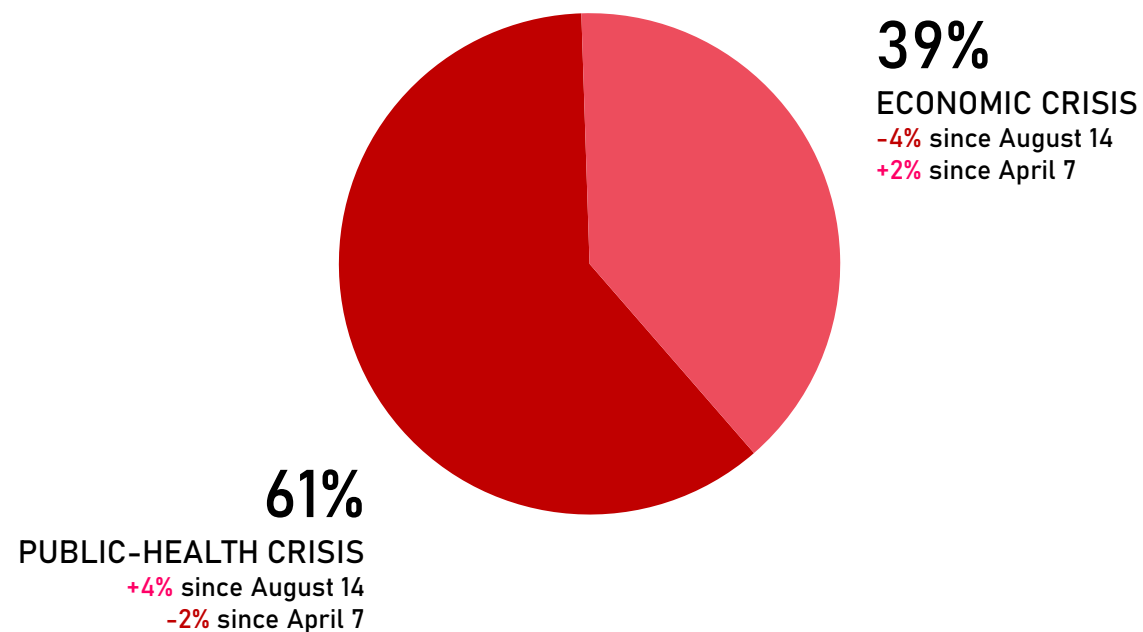
Apart from some growing concern among Boomers, avoidance of dining out remains steady, and well above levels from March.





Health concerns are top priority with the pandemic still uncontrolled.

which are you more concerned about?



Old routines will serve as survival tactics as the pandemic stretches on.

Routines have helped us to stay grounded as the pandemic upends all areas of our lives. But even routines are subject to revision as the world constantly changes around us. Parents are struggling to keep kids fed and entertained now that they are schooling from home, all while juggling full-time jobs. Maintaining old routines (even if they are a little different), will help to keep our everchanging “new normal” a little easier to navigate.

Restaurants have an opportunity to regain daytime business by offering convenient and cost-effective offerings that address consumers at home breakfast and lunch challenges.



Schooling at Home



Nearly two in five Americans have school-aged children.

do you have children under 18 in your household who should be attending school this fall?

11%
Have pre-school children

21%
Have primary-school children

14%
Have high-school children

63%
Have no children under 18 in HH



Most children will be schooling from home at least part of the time.

how will the kids in your household be schooling?



54%
Full-time remote
schooling



29%
Mix of in-person and
remote schooling



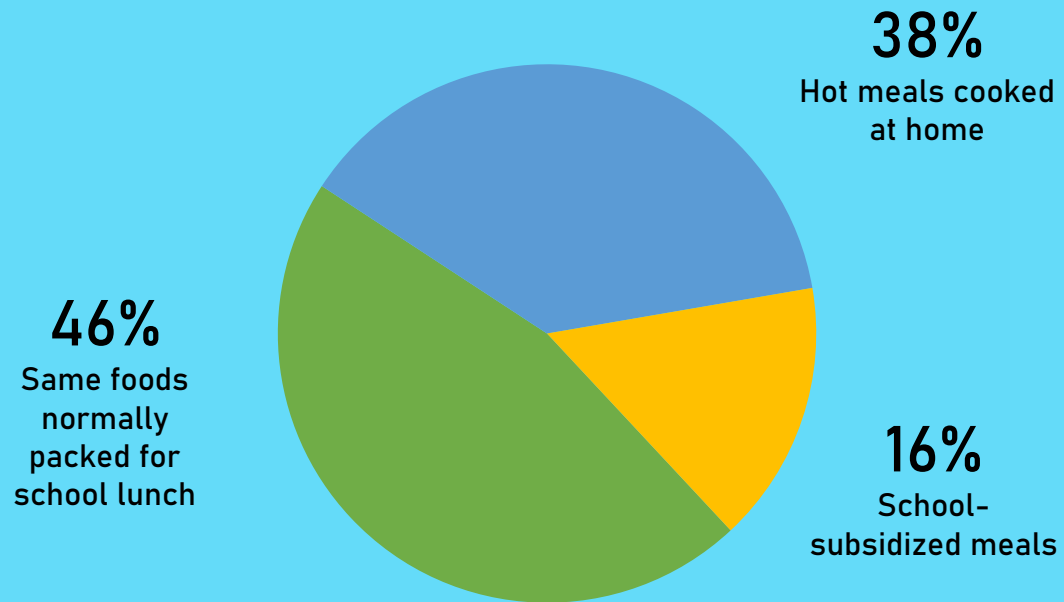
26%
Full time in-
person schooling

← More likely in the
Northeast (40%)



Lunchtime menus won't change for most kids.

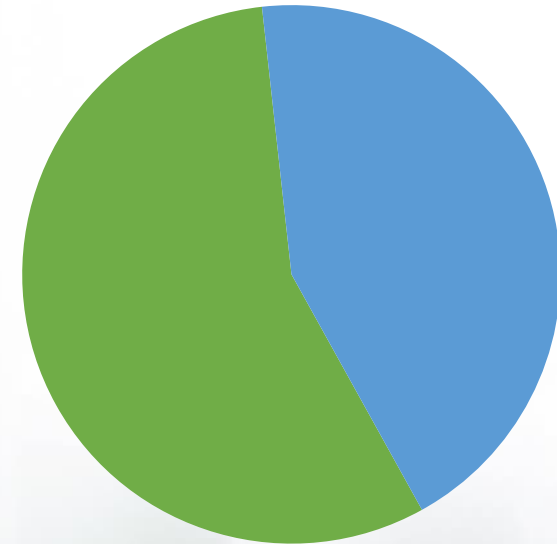
now that your kids are home schooling, what will you feed them for meals normally eaten at school?



More parents will opt to minimize their efforts when making lunch.

which will you do more of with your kids schooling at home?

56%
Prepare the
same lunch for
all of us



44%
Prepare different
lunches

What's "best for kids" will influence mealtime options for some parents.

Kids can be picky when it comes to food, and with parents looking to streamline lunch making, child preference will be the common denominator for some. One-third of parents will prepare day-time meals for the entire family that include items that are kid-friendly, hot and nutritional. Men and higher-income households will look to restaurants for daytime meals more often than before the pandemic.

**now that my kids will be home
during the day, I will probably....**

Eat more hot meals	36%		
Eat more 'kid-friendly' foods	34%		
Pay more attention to nutrition	34%		
Try to eat more healthy foods during the day	32%	←	More likely among Boomers (50%)
Eat more snacks because my kid(s) snack more than I do	26%		
Eat more cold foods	23%		
Get food from restaurants during the day MORE OFTEN	20%	←	More likely among Males (28%) and HH income \$100K + (32%)
Get food from restaurants during the day LESS OFTEN	16%		
None of these	8%		



Schooling at home means healthful diets for kids.

82%

A benefit of schooling at home is more control over the foods my kids eat

82%

I want to give my kids healthier meals than they'd get at school



Parents could use help with daytime meals.

For many parents, the added responsibility of daytime meals can end up feeling like a second job. At least half are doing more preplanning/pre-preparation and feeling challenged when it comes to figuring out what to serve and how to keep it fun. With three out of four parents looking for convenient meal options, restaurants may have an opportunity to help solve these problems with “back to school” menu offerings and promotions.

**please rate the following statements: now
that my kids are schooling from home...**

I'm looking for more convenient meal options	75%
I need to do more planning / preparing ahead of time	75%
It's hard to find ways to keep meals fun for my kids	56%
I find it stressful figuring out what to feed my kids	52%
Having my kids eat more meals at home will be a difficult financial burden	51%
I'm getting "burnt out" making meals every day	50%

More likely among
Boomers (91%) and HH
income \$100K+ (84%)

More likely among HH
income \$100K+ (62%)



WHAT ARE THE BIGGEST CHALLENGES PREPARING MEALS FOR YOUR CHILDREN WHILE THEY'RE SCHOOLING AT HOME?

"The biggest challenge is pleasing everyone with one meal so as to not be preparing different meals for different kids."
- a 46-year old woman in Holmdel, NJ

"Make sure you have the proper food at home and how to get it prepared."
- a 36-year old male in Alexandria, MN

"Making sure we have what they want on hand as it may not be in stock at the store."
- a 33-year old woman in Lawrence, KS

"Keeping them from getting bored everyday."
- a 33-year old woman in Mulberry, FL

"Enough time for them to eat lunches that they like since they are so picky."
- a 34-year old man in Bloomington, IL

"Constantly preparing 3 meals along with my work schedule."
- a 43-year old woman in Augusta, GA

"Being able to prepare meals in a short amount of time."
- an 18-year old man in Waialua, HI

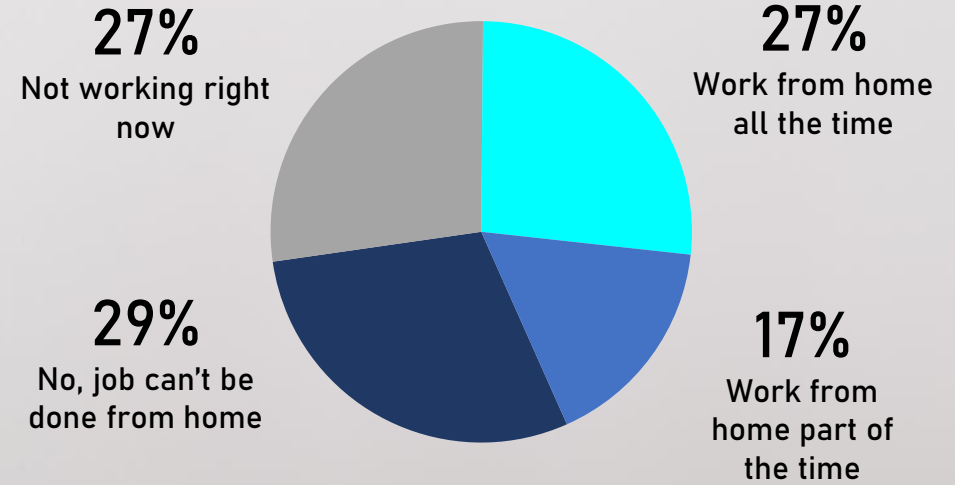


Working from Home

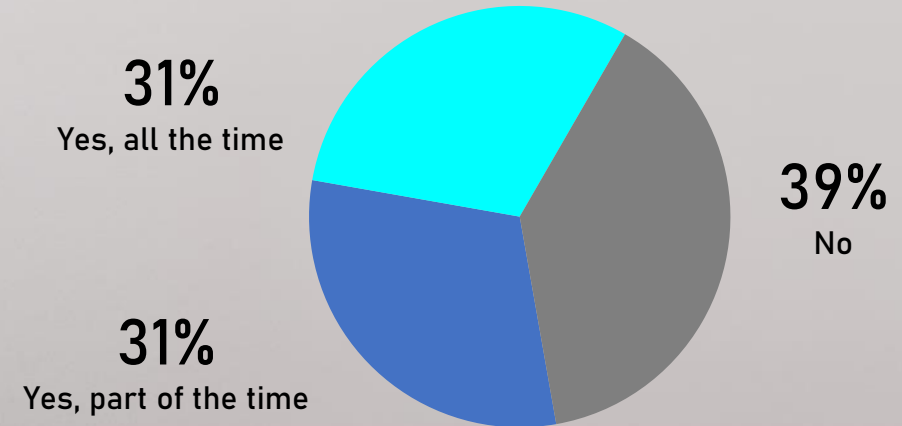


Almost one in four are new to working from home.

have you been working from home since the pandemic began?

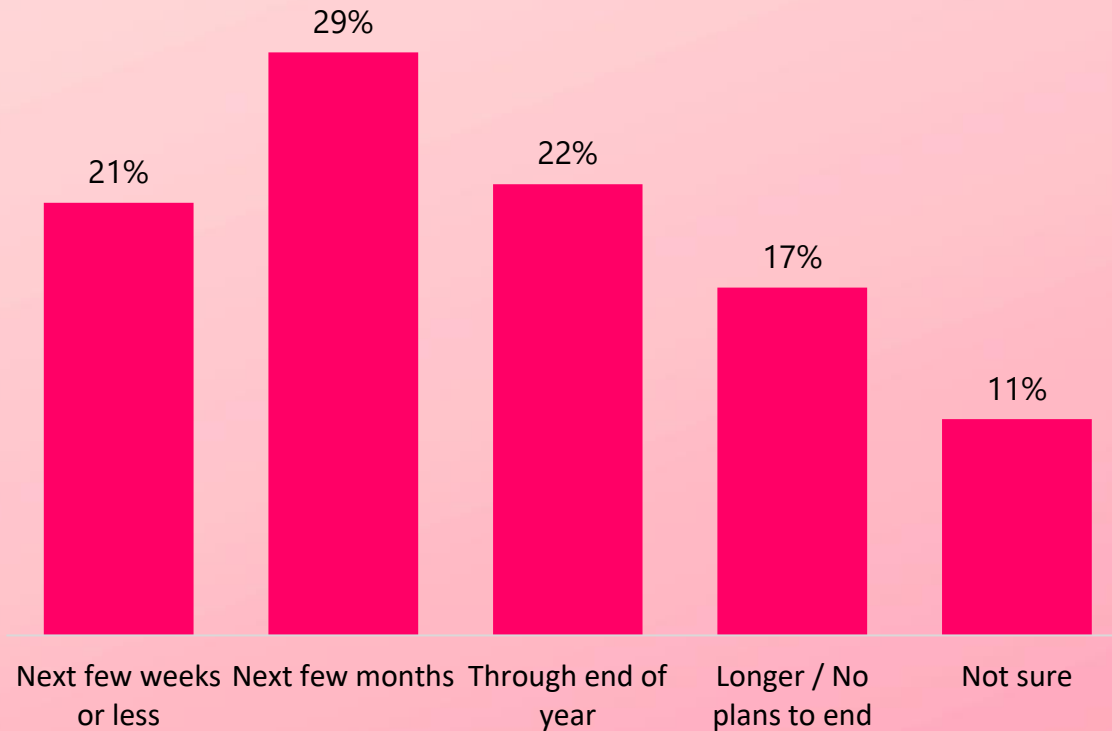


were you already working from home before the pandemic?



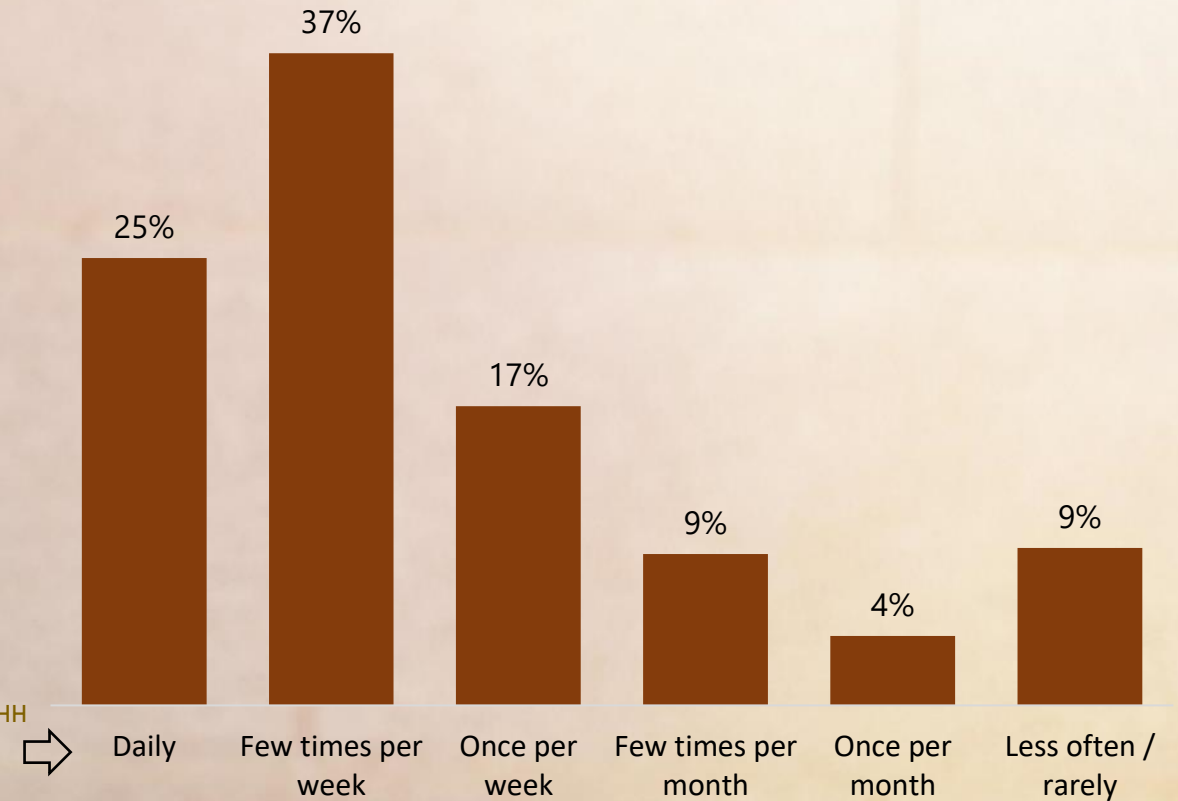
Most will work from home at least a few months longer.

how long do you think you'll be working from home?



Pre-pandemic, most purchased food or drinks at least once a week during a typical workday.

prior to the pandemic, when working outside of the home, how often did you purchase food or drinks from a restaurant / convenience store?



More likely among Millennials (33%) and HH Income 100K+ (35%)

Half of “work time” food and beverage purchases have now moved into the home.

now that you are working from home, compared to before the pandemic, will you....

	Make AT HOME more	NO CHANGE	Get AWAY FROM HOME more
Coffee / tea in the morning	51%	39%	10%
Breakfast	51%	42%	7%
Lunch	54%	37%	9%
Between-meal snacks	50%	41%	9%



Addressing convenience and cost may help recapture daytime business from people working from home.

While there's no strong consensus on what would incentivize at-home workers to go back to daytime "eating out," convenience and cost factors are clear motivators. Getting food needs to be quick, whether that means offering grab-and-go options or fast pick-up and delivery. Since restaurant food at home during the day is not always as convenient as a short walk from the office, waiving delivery fees and offering promotions or coupons can also offset extra costs.

what would encourage you to purchase food or drinks from a restaurant / convenience store during the day while working from home?

Free / no fee delivery options	28%	
Healthier options during the day	25%	← More likely among Millennials (32%)
Daytime / lunch special meal deals and coupons	24%	
Faster delivery options	24%	
More grab-and-go / faster pickup options during the day	22%	
If restaurants delivered locally, not through third-party apps	22%	
Food trucks in my neighborhood	19%	← More likely among Millennials (27%) and HH Income 100K+ (27%)
If I could order online from more places	18%	
Ability to order ahead of time to get it later	18%	
Ability to order for a few days / the whole week all at once	18%	← More likely among HH Income \$100K+ (24%)
Smaller portions / lighter options during the day	17%	
None of these	12%	



HOTSHOT REPORT

Visit Datassential's Coronavirus Resource Library at datassential.com/Coronavirus, your one-stop shop for all COVID-19 research reports, video interviews, restaurant closure maps, and Traffic Briefings, all updated daily as new data come out of the field.





America's chain restaurant landscape, reframed in the age of COVID-19.

Datassential's recently-released Firefly 500+ Report dives deep into the metrics of chain restaurant success: annual sales, unit counts, and AUVs; year-over-year growth numbers; and consumer insights from SCORES and BrandFingerprints. This year, the report also includes custom research about COVID-19's impact on the chain restaurant landscape, compiled from March to early May.

Help us help you.

As the Coronavirus situation continues to evolve rapidly, just tell us what you want to know. If it's something that benefits the food industry, we'll do our best to incorporate it into an upcoming report and provide the results to everyone for free.

And if you have a need that's specific to your company or brand, we would love to design a custom research solution for you.

[click me](#)