



eat

ESTUDIO | *asore* | TENDENCIAS



Asociación de Restaurantes de Puerto Rico



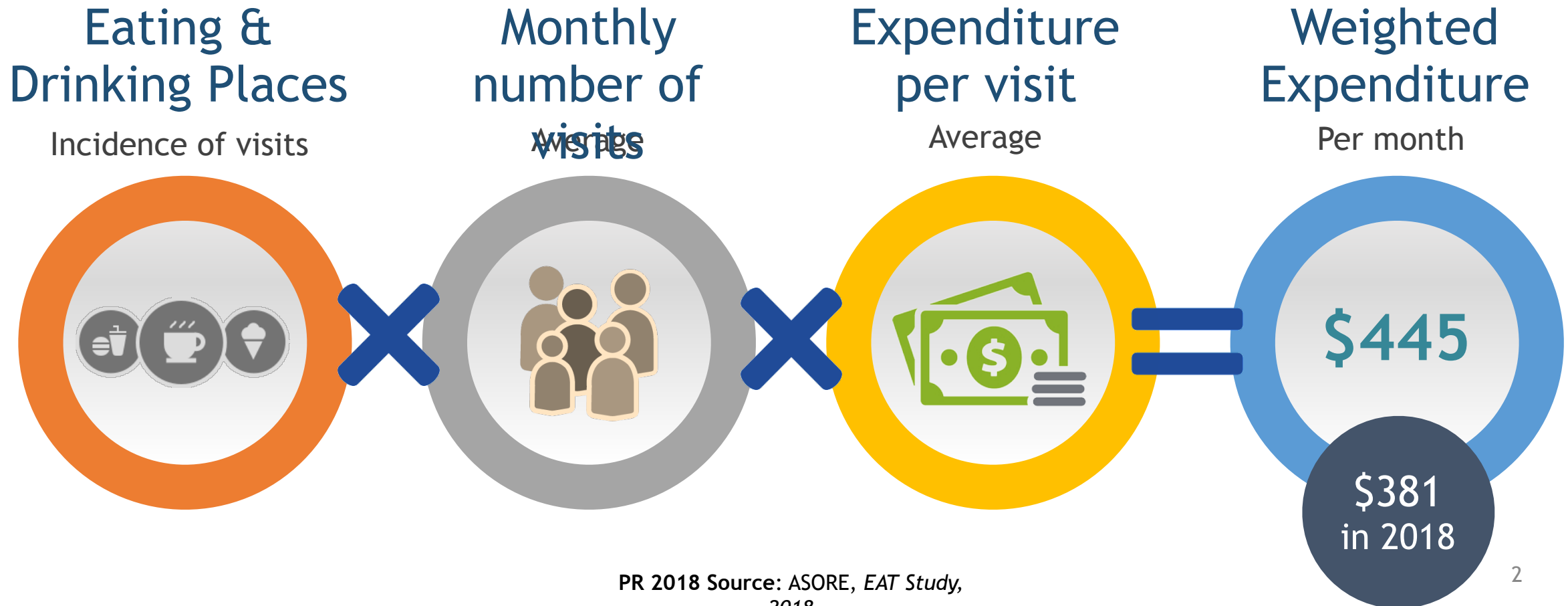
The Research Office

resentation Version
October 11, 2019

Weighted Expenditure Per Month



The weighted average expenditure per month shows a 17% increase vs. 2018, or \$64 more



Implications of Key Findings

787-600
-2156



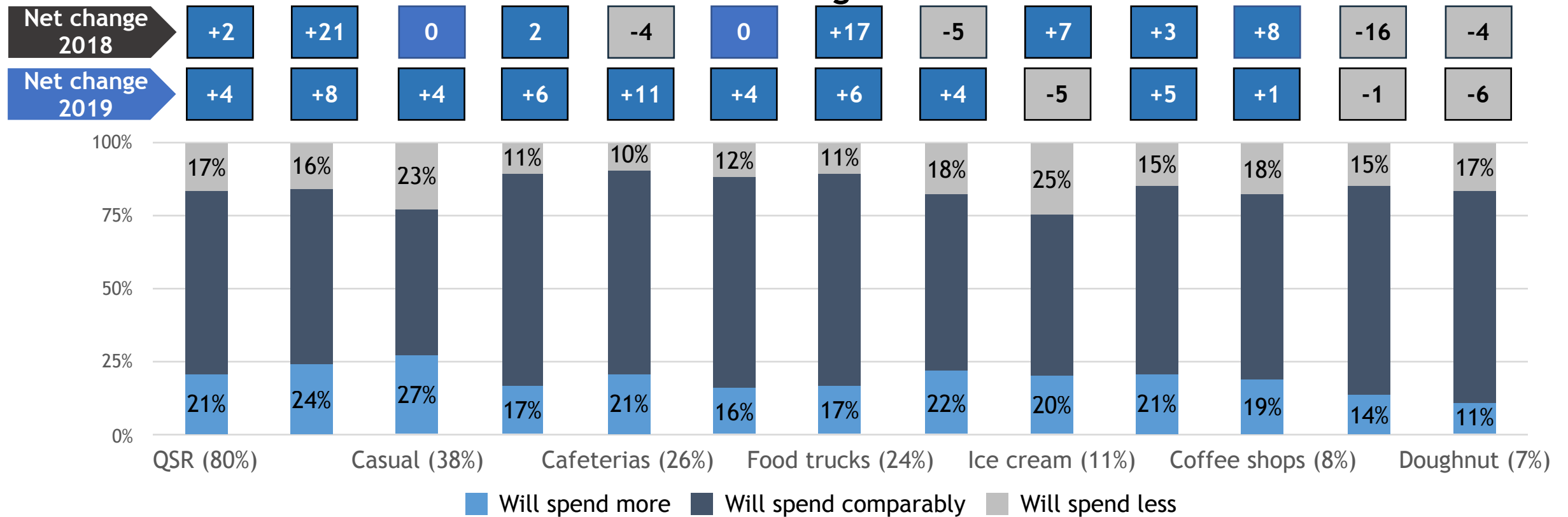
HIGHER EXPENDITURE

Must be sustained by continuing to deliver superior Value for Money

- Consumers are spending **17% more** than in **2018** in restaurant experiences despite the short-term economic uncertainties
- Yet, **9 in 10** are **satisfied** with the Value received for the price paid
- Restaurant operators must continue to strive to ensure **higher ticket averages**, while delivering **top value for money via reasonable pricing, superior service and value-added offerings**

Planned Expenditure Per Visit In Next 6 Months (Q1)

Net planned expenditures show “more” spending across all venues, except Ice cream, Deli and Doughnut



PR 2018 Source: ASORE, EAT Study,

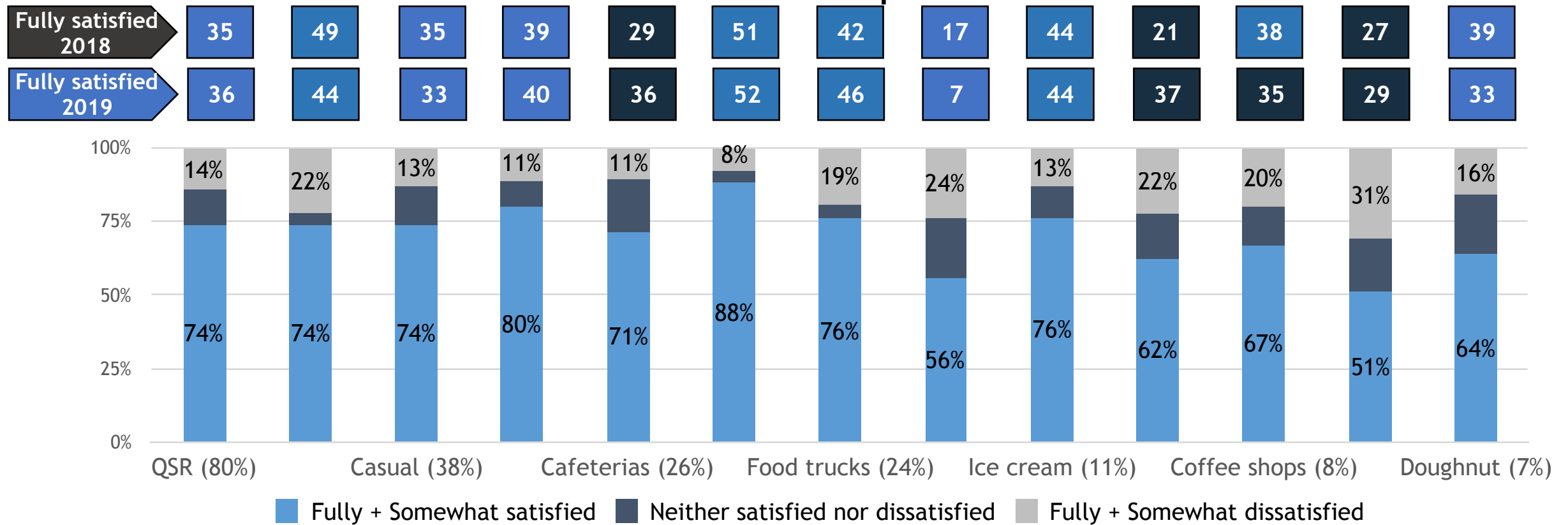
2018

Net change is in percentage points, based on the difference between “Will spend more” and “Will spend less”

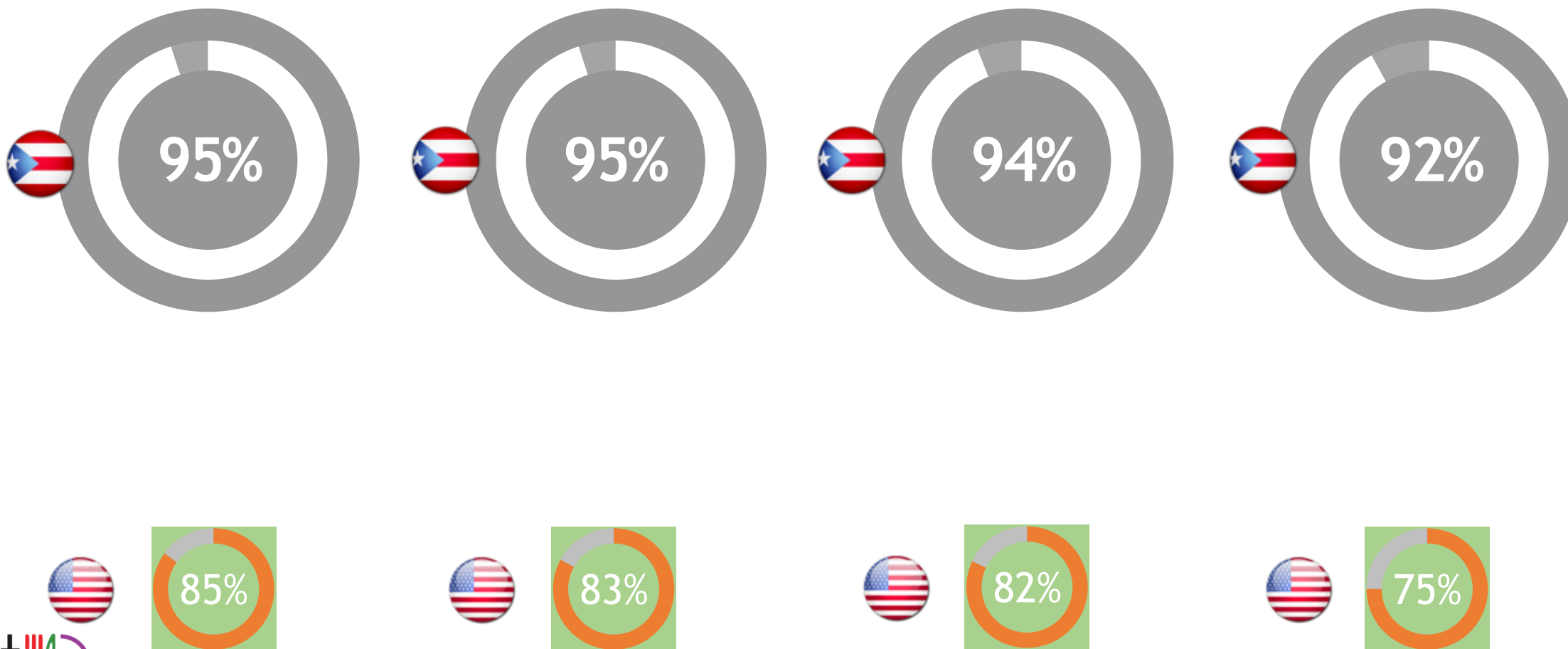
Overall Satisfaction With Visits (%)

787-600
-2156

Customers are more “fully satisfied” with their visits to Pizza, Food trucks, Family and ice cream shops



Puerto Rican consumers show higher Satisfaction with these key attributes than US consumers

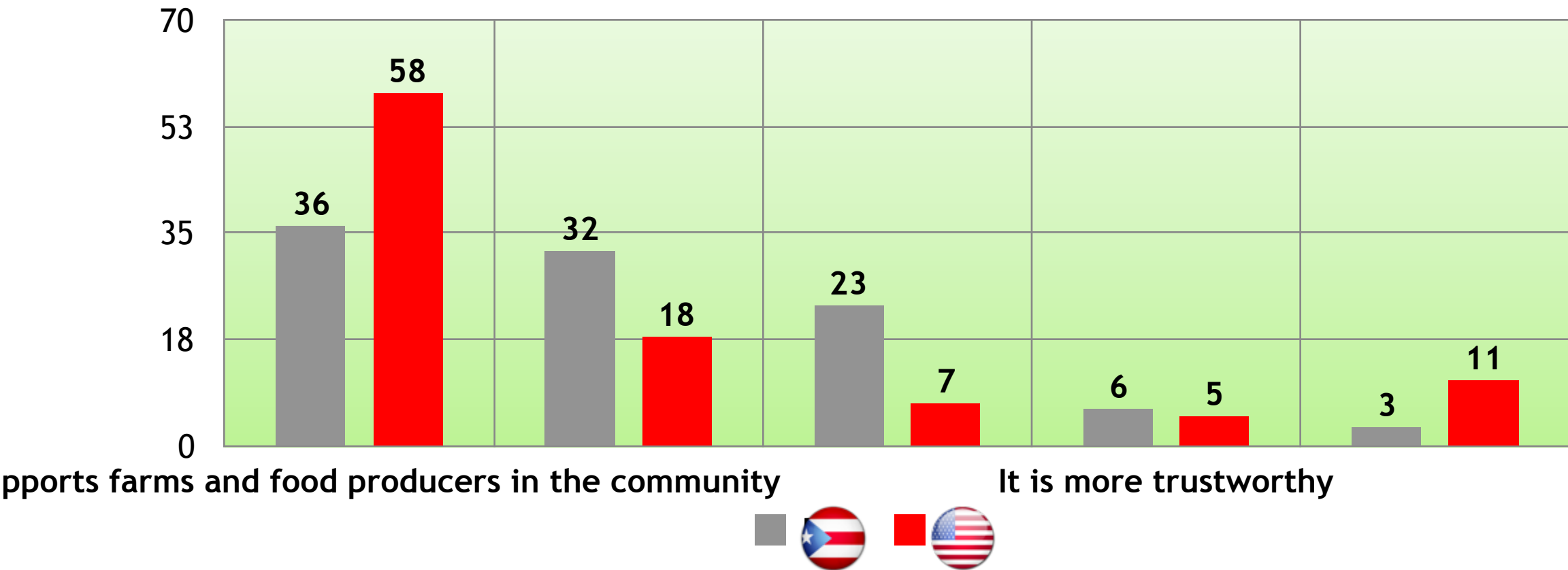


US 2019 Source: National Restaurant Association, *National Household Survey*, 2019

Top reason why consumers like locally-sourced food in restaurants* (%)



The main reasons to choose these restaurants include the benefit of supporting local farms and food producers, and having fresher ingredients

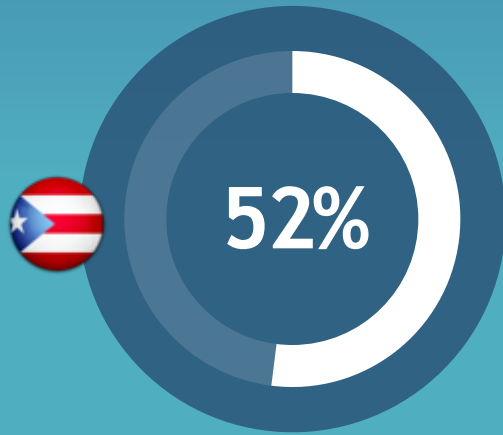


*Base: Respondents who say the availability of locally-sourced food would make them more likely to choose one restaurant over another

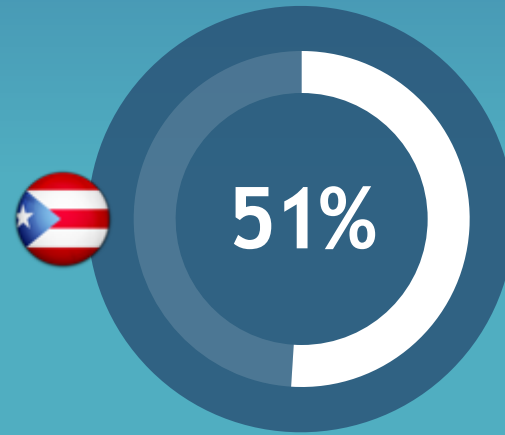
Puerto Rico: Behind US in multiple technological uses, while on parity or ahead in a few

Percent of adults who did these restaurant-related activities in the past year

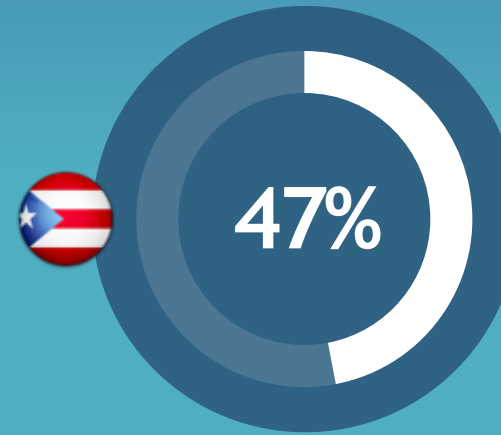
PR generally lags the US in the use of restaurant technologies. An exception is mobile payments



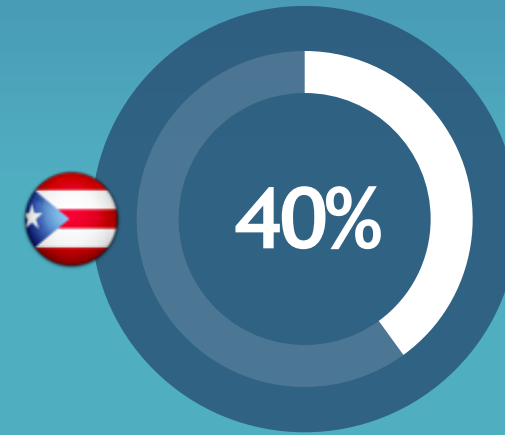
Look up restaurant locations, directions or hours of operation



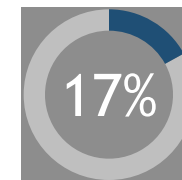
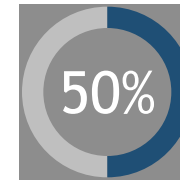
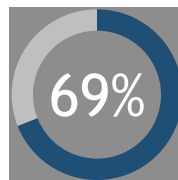
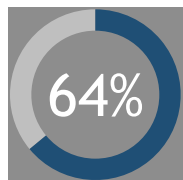
View a restaurant menu online



Read online reviews of a restaurant



Pay for food or beverages using a mobile platform such as ATH Móvil*

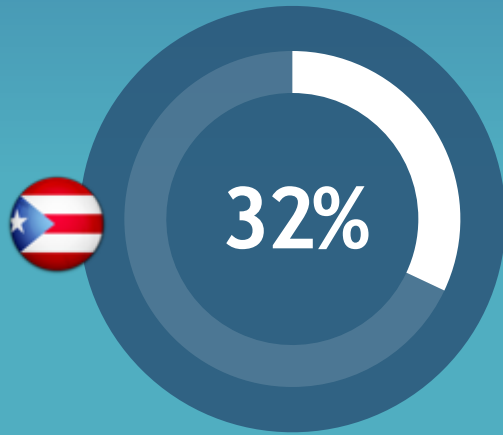


*Not measured in US.
Statement also included "ApplePay or Samsung Pay"

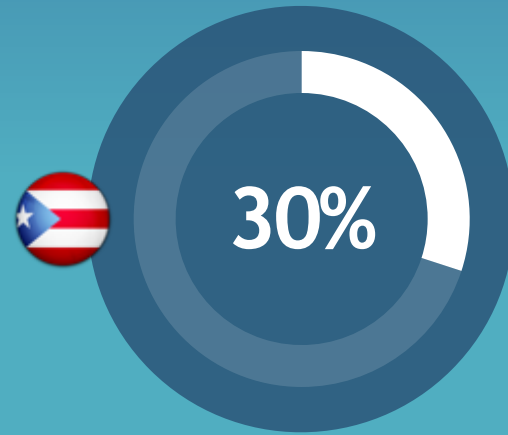
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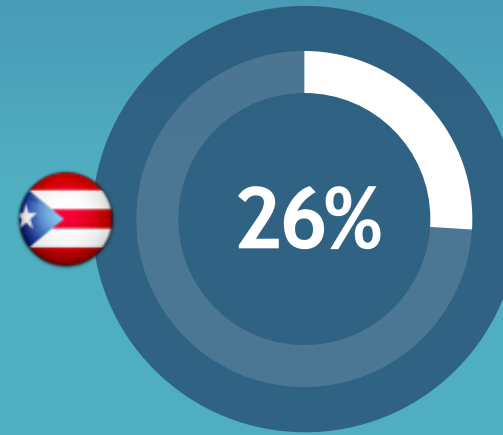
Following or interacting with a restaurant in social media is also ahead of US, 32% vs. 19%



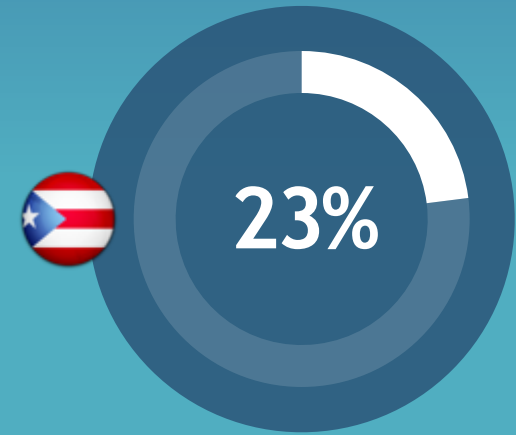
Follow or interact with a restaurant on a social media platform



Look up nutrition information for restaurant food online



Place an order for takeout or delivery using a restaurant app or website



Make a restaurant reservation online

