



54% (+5pp vs month ago)

Of consumers have been out to eat in bars / restaurants since they reopened



16% (+2pp vs month ago)

Of consumers have been out to drink in bars / restaurants since they reopened

California, Texas, New York & Florida

Behavior in the Last 2 Weeks

BARS/RESTAURANTS ARE
% AGREE

% AGREE DOING MORE THAN
PRE IMPACT COVID-19

“A place to connect with family and friends” **71%**

“A place I go to treat myself” **71%**

“A place I go to celebrate” **67%**

“A place to escape in” **59%**

63% “I am more likely to add a tip/higher tip”

43% “I am spending more on eating/drinking in one venue”



**NEXT REPORT
DEC 16**

NOV 19 2020

SOURCE: CUSTOM CONSUMER RESEARCH

<https://nielsenCGA.com/covid-19/>

