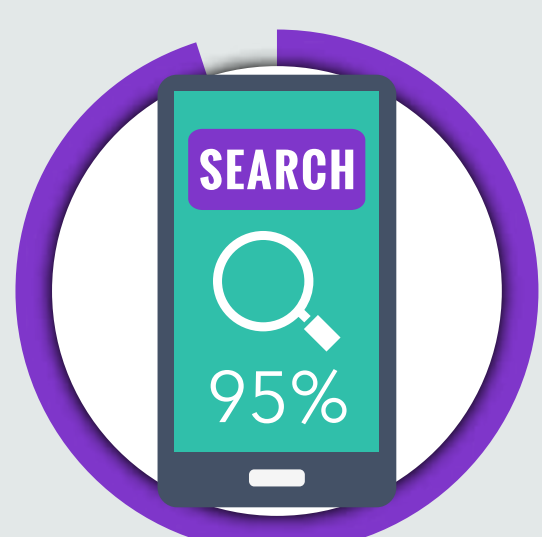


# MOBILE USAGE TRENDS

## FOR RESTAURANTS



### MOBILE USAGE LIKE WHOAH



**95%** of all diners search for restaurants on mobile devices



Over **90%** search for specific information about restaurants



**84%** contact a restaurant as a result of their search

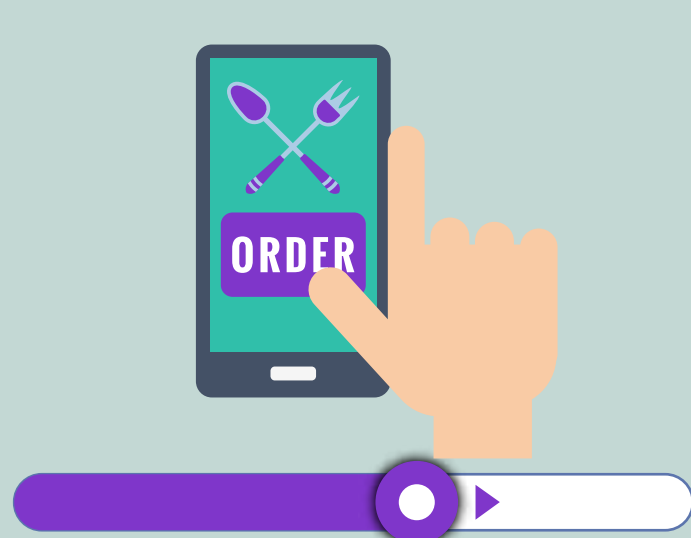


Diners consider menus, online ordering, reservations, and free wi-fi as top priorities in a mobile world.

### MOBILE MEANS CONVENIENCE



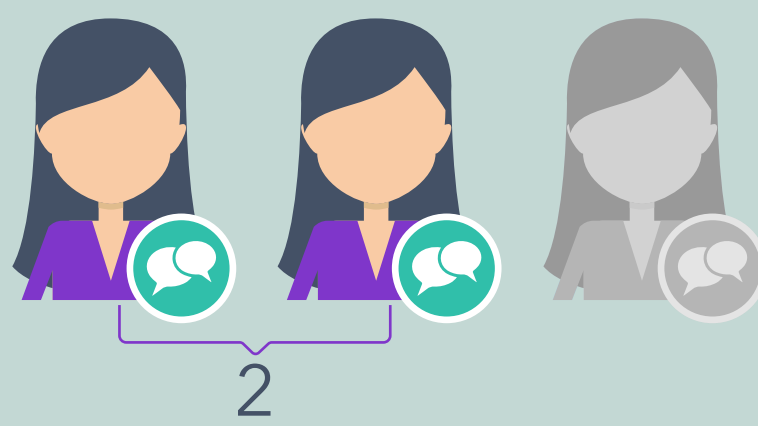
**78%** reserve tables regularly



**61%** order food online regularly



**58%** of diners use mobile pay

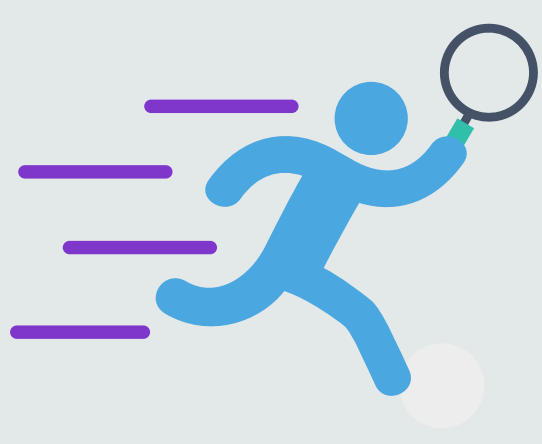


More than **2/3** of consumers think businesses should use SMS communicate with them

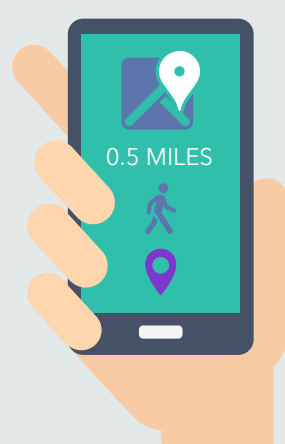


**8/10** consumers agree technology enhances restaurant experience

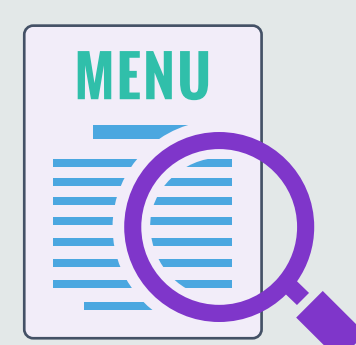
### MOBILE MAKES SENSE



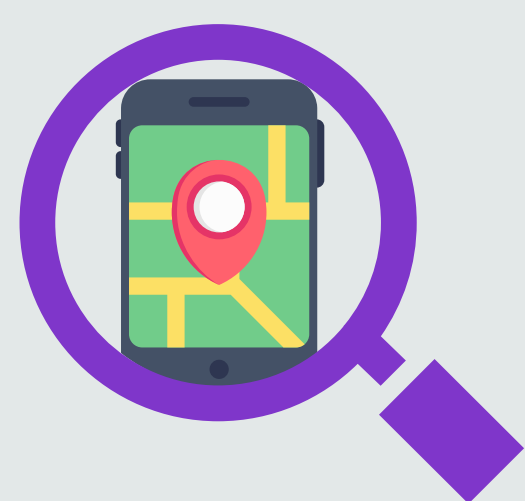
**75%** search restaurants while on the go



**65%** look for food in the immediate area



**70%** look for mobile-ready menus



**69%** search for a restaurant's location



**66%** look up directions to said restaurant



**51%** search for phone numbers

### MOBILE LEADS TO URGENCY



**90%** purchase within 24 hours



**60%** transact within an hour



**30%** convert immediately



**85%** of mobile searchers ultimately become customers

#### SOURCES

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