

# Let Diners Know You Saved Them a Seat

Looking to reach consumers with an appetite to dine out or order in for that special occasion, to gather insights on their dining experience, and to improve profitability post-pandemic? Prodege's proprietary panel allows partners to reach an engaged audience profiled on hundreds of specific demographics, psychographics, and validated behaviors, ensuring you quickly reach those needed for your project.



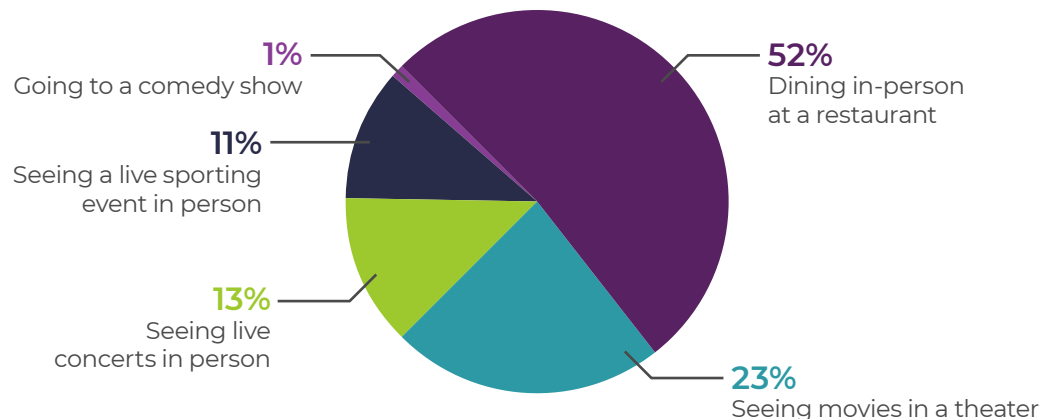
Utilize Prodege's solutions to understand your consumers and to influence them on the path to purchase.

## Our Secret Ingredients:

- Best in Class Data Quality
- Survey Building & Data Visualization
- Geofencing Capabilities
- Flexible DIY Solutions to Quickly Reach Consumers

It's no surprise that, when COVID-19 hit, in-person dining at restaurants—a popular pastime that most of us took for granted pre-pandemic—dramatically decreased. Two-in-three of the Americans we surveyed indicated they missed out on dining at a restaurant for their birthday or another milestone event as a result of the pandemic.

## Activity Missed Most During the Pandemic:



Read on For More Consumer Data →



## There's No Place Like... Eating Out

A majority of Americans are appreciating meals out — as well as those who prepare them — more now than pre-pandemic. After all, doesn't food always taste better when someone else makes it?

**72%**

agree that the restaurants near them have done a good job of maintaining COVID-19 safety protocols

**70%**

agree that they're more appreciative of restaurant workers now than they've ever been

**55%**

feel that dining in person at a restaurant feels like more of a special experience than pre-pandemic

Just over  $\frac{1}{3}$  of people express their gratitude by tipping more than pre-pandemic.



Current tipping at full-service restaurants since early April 2021:

