

Meal Clicks

A Data Driven Report
on Food Away from
Home Consumption
Trends and Consumer
Choice

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Executive Summary

The Food Choice Lab conducted a consumer survey of 1,003 US consumers of food away from home (FAFH) in June 2024. The sample was nationally representative across key demographics, including age, gender, income, education, and race (see Appendix Table A1 for detailed summary statistics). The survey collected data on consumers' past FAFH behaviors, expenditures, and the factors driving their choices. This report offers insights into these behaviors and expenditures, highlighting how they vary across different demographic groups.

Key Insights

- The demand for FAFH and delivery service is driven by young and urban consumers.
- Third party food delivery apps lead the food delivery markets, especially Door Dash and Uber Eats.
- Fast Food and Pizzerias are the most popular types of restaurants for meal delivery.
- Cuisine types, price affordability, and menu item varieties are the most important characteristics when consumers select places to order FAFH online.
- With the simulated food delivery app, older and urban consumers prefer healthy dishes and healthy drinks more than young and rural consumers.

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Meet the Team



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The Food Choice Research Lab at Michigan State University, led by Dr. Vincenzina Caputo, focuses on the economic and behavioral dynamics of food choices. Using a cutting-edge, multidisciplinary approach that integrates economics, marketing, behavioral economics, and sensory science, the lab aims to understand both producer and consumer decision-making. The goal is to improve models that predict decision-making processes and behavioral responses to environmental changes.

The lab's research spans several areas: trends in consumption, the impact of food environments on health and sustainability choices, consumer acceptance of new food technologies, the adoption of sustainable practices by producers, and policy evaluation. The team combines qualitative methods—such as focus groups and interviews—with quantitative approaches, leveraging diverse data sources, including economic experiments, scanner data, and big data. Using advanced tools like econometrics and machine learning, the lab generates actionable insights for a broad set of stakeholders, including food producers, consumers, retailers, food companies, and policymakers.

Through its work, the lab generates science-based, data-driven evidence that directly informs decision-making across the agrifood industry and public policy. Key collaborators include the Food Industry Association (FMI), commodity groups, and government agencies, ensuring that the research is grounded in real-world challenges and addresses the evolving needs of both industry and policy.

Ellen Van Loo's research program at Wageningen University focuses on consumer food choices using behavioral, informational and economical strategies. Recently, her team works extensively on consumer decision making in online choice environments and investigates the potential of novel digital just-in-time interventions for encouraging healthy and sustainable food choices.



Food Away From Home Consumer Survey: Past Consumption and Habits

General Picture

The first part of the survey asked respondents questions about Food at Home (FAH) and Food Away from Home (FAFH) consumption across fast food places, restaurants, cafeterias, and ready-to-eat meals at grocery stores and convenience stores. We find that FAH (44%) and FAFH (39%) make up similar portions of U.S. consumers' food sources (see Figure 1). Among FAFH, the majority of food comes from fast food places (18%) and restaurants (18%), while only 3% is sourced from cafeterias.

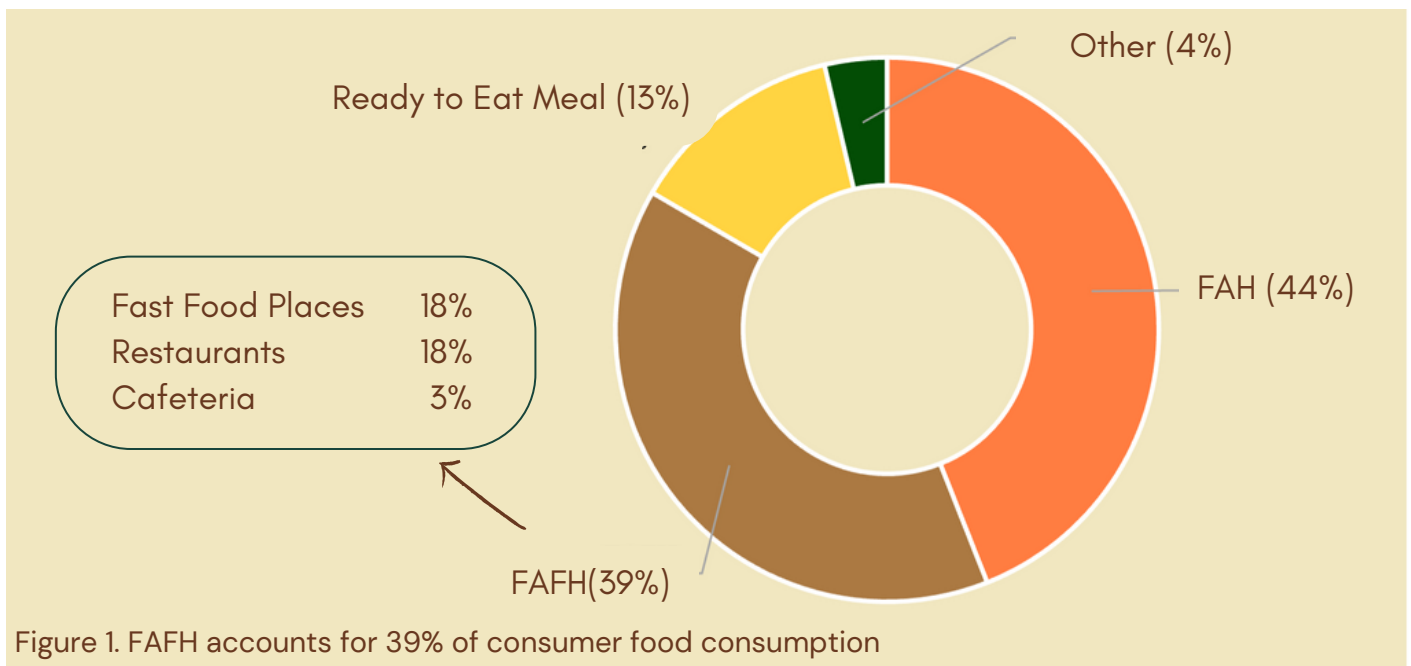


Figure 1. FAFH accounts for 39% of consumer food consumption

FAFH consumption is driven by younger and urban consumers, all of whom have a larger share of their food coming from FAFH sources (see Figure 2). We also found that the composition of FAFH sources (including three different sources: fast food places, restaurants, and cafeterias) varies across different consumer demographics. For example, in regular restaurants, younger and urban consumers tend to source a higher share of their food from restaurants compared to older and rural consumers.

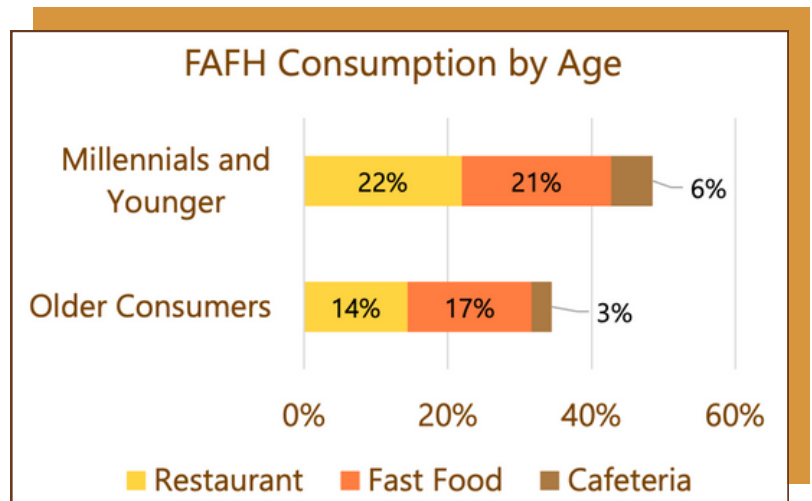


Figure 2 (a). Younger generation leads the FAFH consumption

For fast food, we found that younger consumers have a higher proportion (4 percentage points) of their food sources coming from these establishments compared to older consumers while the share of fast food consumption remains consistent for consumers from rural, sub-urban, and urban areas. For cafeterias, we found that younger consumers have a larger share of their food coming from these sources. However, the share of food from cafeterias does not significantly vary across rural, sub-urban, and urban households.

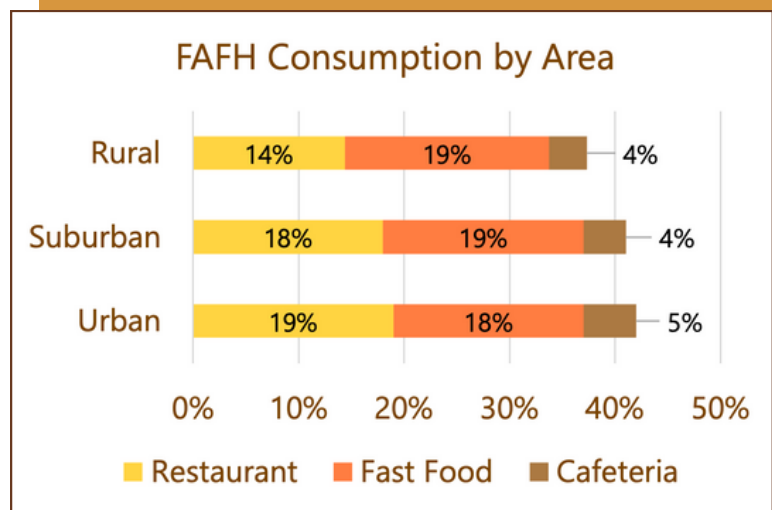


Figure 2 (b). Fast food are popular across all areas.

FAFH through Dining-In, Delivery, and Take-Out

The popular food service types for FAFH differ between restaurants and fast food establishments (Figure 3). For fast food places, take-out is the most popular channel (52%), followed by delivery (25%) and dining in (23%). In contrast, for restaurants, dining in is the most common option (39%), closely followed by take-out (36%) and delivery (25%).

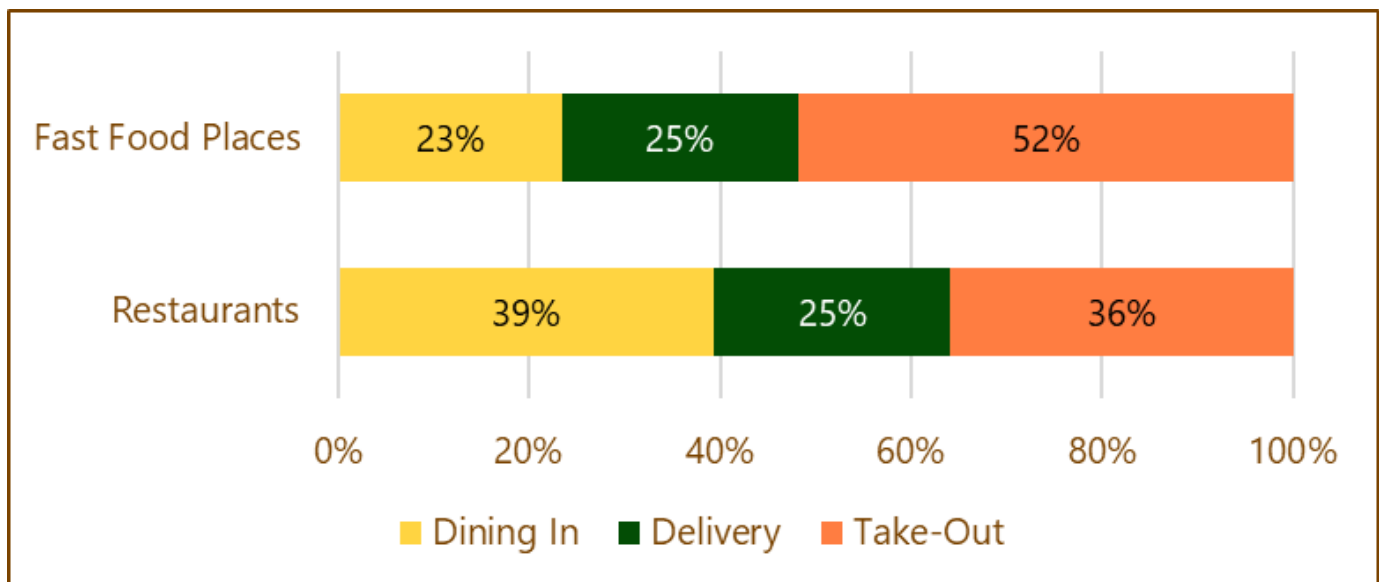


Figure 3. Consumers prefer to order take-out from fast food places.

The use of delivery services is primarily driven by young and urban consumers (see Figure 4). Specifically, younger (29%-32%) and urban (30-31%) consumers have a higher share of their FAFH coming from delivery compared to older (20-21%), sub-urban (22-23%) and rural (18-22%) consumers. In contrast, older, sub-urban, and rural consumers tend to prefer dining in restaurants and taking out from fast food places more than their counterparts.

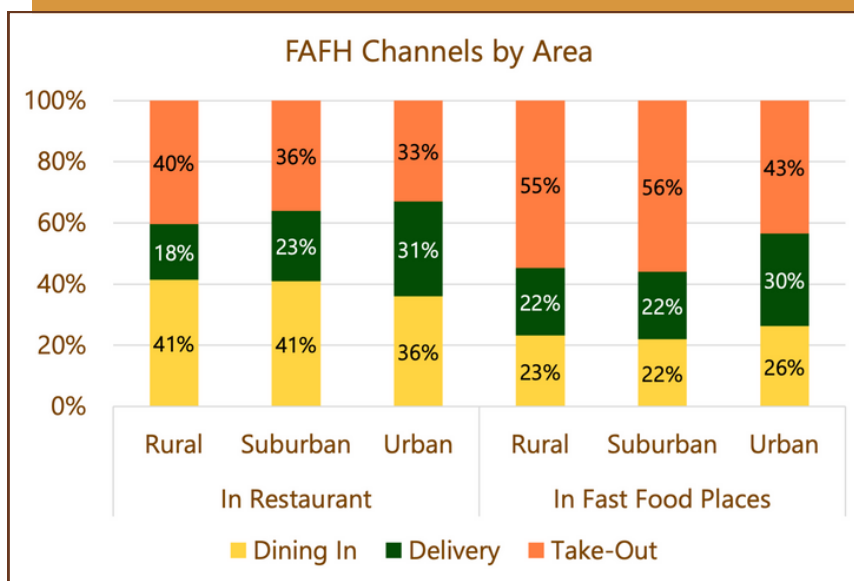
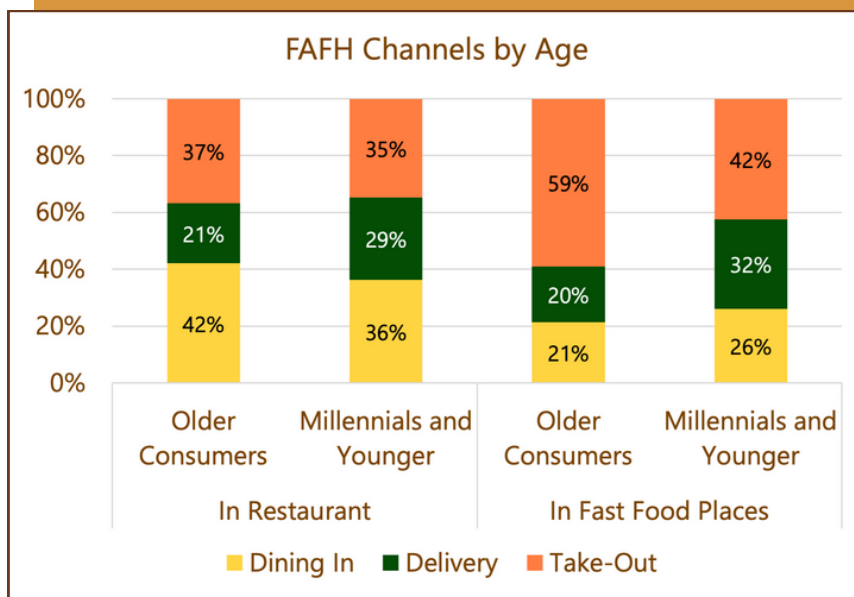
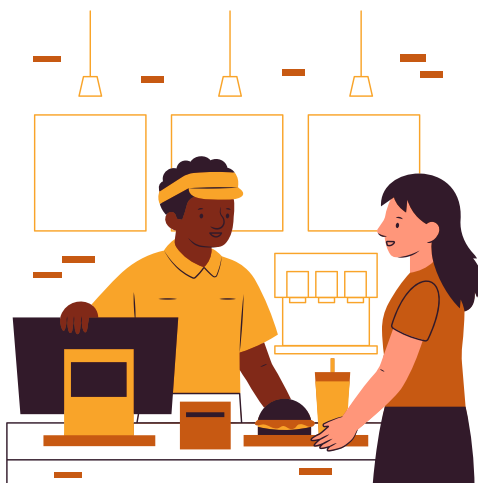
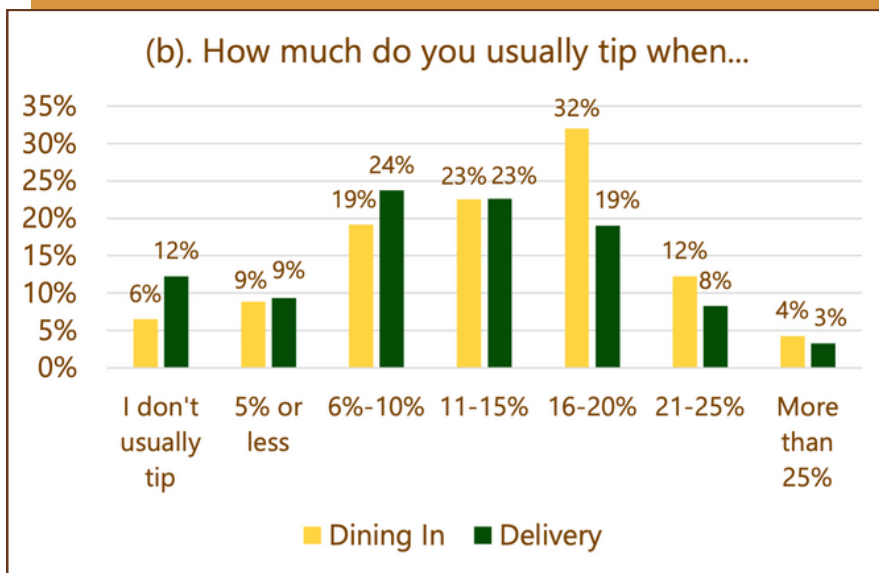
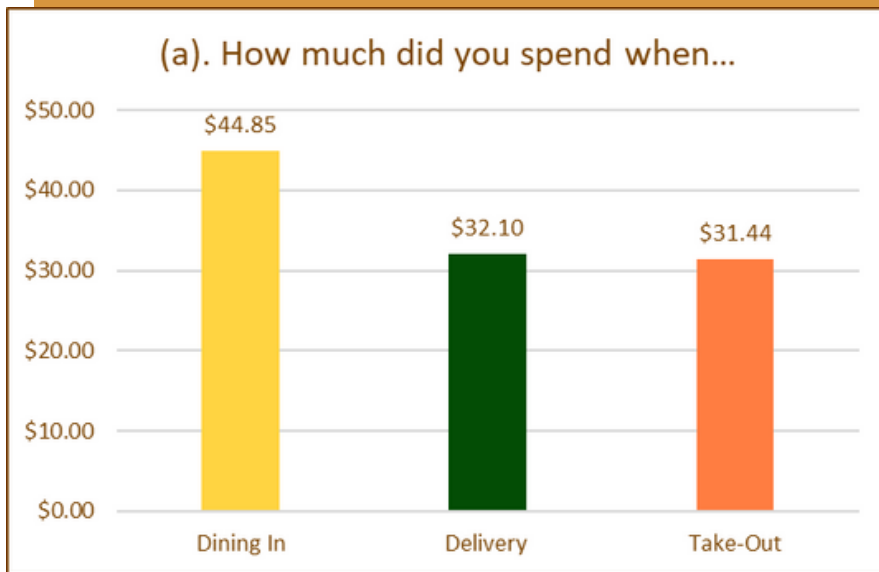


Figure 4. Younger and urban consumers lead the FAFH consumption through delivery.





Regarding consumers' expenditures on FAFH across dine-in, delivery and take-out, dining in incurs the highest average expenditure (\$44.85), followed by delivery (\$32.10) and take-out (\$31.44) (Figure 5(a)). Additionally, tipping behaviors vary significantly across service types. Consumers tend to tip more generously for dining in compared to delivery (Figure 5(b)). For instance, while 12% of consumers do not tip for delivery, only 6% skip tipping when dining in. Moreover, 48% of consumers tip more than 15% for dine-in experiences, whereas only 30% tip more than 15% for delivery.

Figure 5. Consumers spend and tip more when dining in compared to ordering delivery



Breaking down FAFH expenditures by consumer demographics (see Figure 6), we found that young (\$40.72-\$62.22) and urban (\$38.72-\$56.18) consumers have significantly higher expenditures across all three channels than their counterparts: older (\$22.03-\$43.36), rural (\$24.98-\$46.38), and sub-urban (\$27.09-\$41.43) consumers .

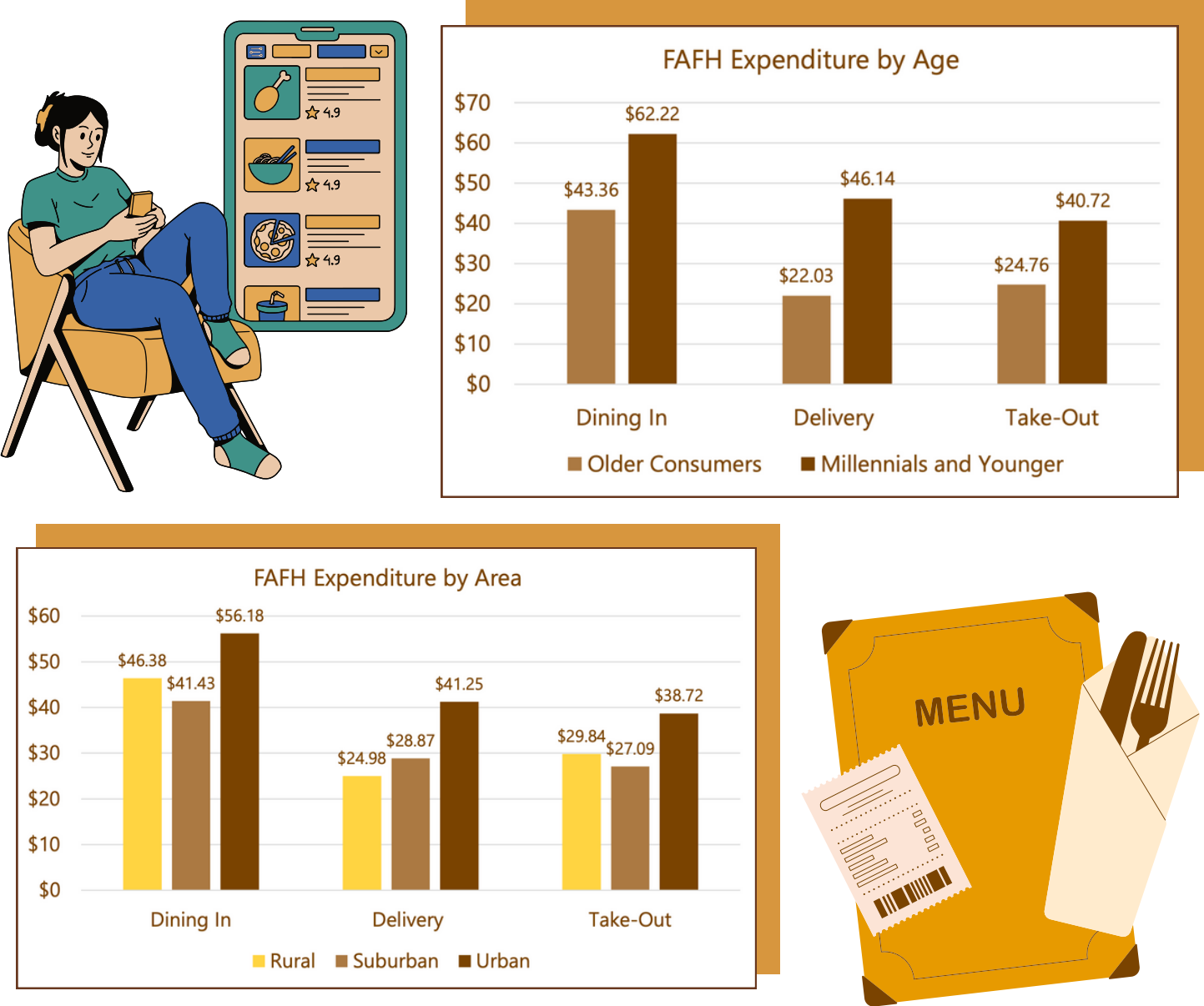
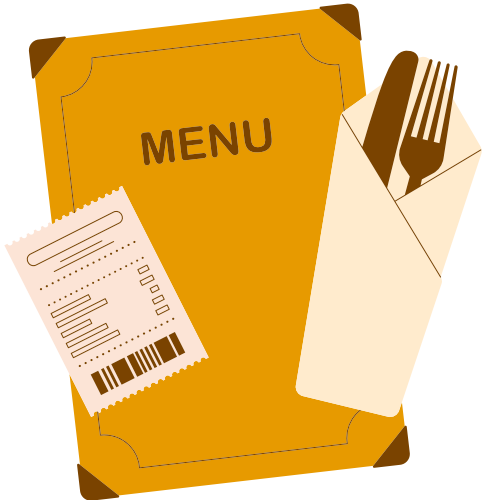


Figure 6. Younger and urban consumers spend more across all FAFH channels compared to their counterparts.



Popular Cuisines and Brands for FAFH

The popularity of each restaurant type varies across different service types (Figure 7). For dining in, the top three most popular restaurant types are casual dining (64%), fine dining (54%), and buffet-style restaurants (49%). The least popular are food trucks (12%), pizzerias (20%), and fast-food places (26%). In contrast, for delivery, the most popular restaurant types are pizzerias (39%), fast food (29%), and casual dining (22%). The least popular for delivery are cafeterias (12%), fine dining (12%), and buffet-style restaurants (13%). The preferences for take-out closely resemble those for delivery, with the top three most popular types being fast food (67%), food trucks (43%), and pizzerias (40%).

	Dine In	Delivery	Take-Out
Casual Dining	64%	22%	22%
Fine Dining	54%	12%	8%
Buffet Style	49%	13%	14%
Cafeteria	31%	12%	17%
Café	30%	14%	37%
Fast Food	26%	29%	67%
Pizzerias	20%	39%	40%
Food Truck	12%	15%	43%

Most Popular  Least Popular

Figure 7. Pizzerias and fast food are popular when ordering through delivery.



Similar to restaurant types, the popularity of each cuisine type varies across depending on the service types (Figure 8). For dining in, the top three most popular cuisine types of American cuisine (51%), Italian cuisine (43%), and Mexican cuisine (40%), while the least popular are vegetarian/vegan cuisine (17%), pizza (17%), and Indian cuisine (18%). In contrast, for delivery, the most popular cuisine types are Pizza (46%), American cuisine (30%), and Chinese cuisine (29%), while the least popular for delivery are seafood (14%), vegetarian/vegan cuisine (15%), and Indian cuisine (15%). For take-out, the top three most popular cuisine types are fast food (59%), burgers (53%), and pizza (48%), while the least popular cuisines for take-out are French cuisine (15%), seafood (19%), and vegetarian/vegan cuisine (19%).

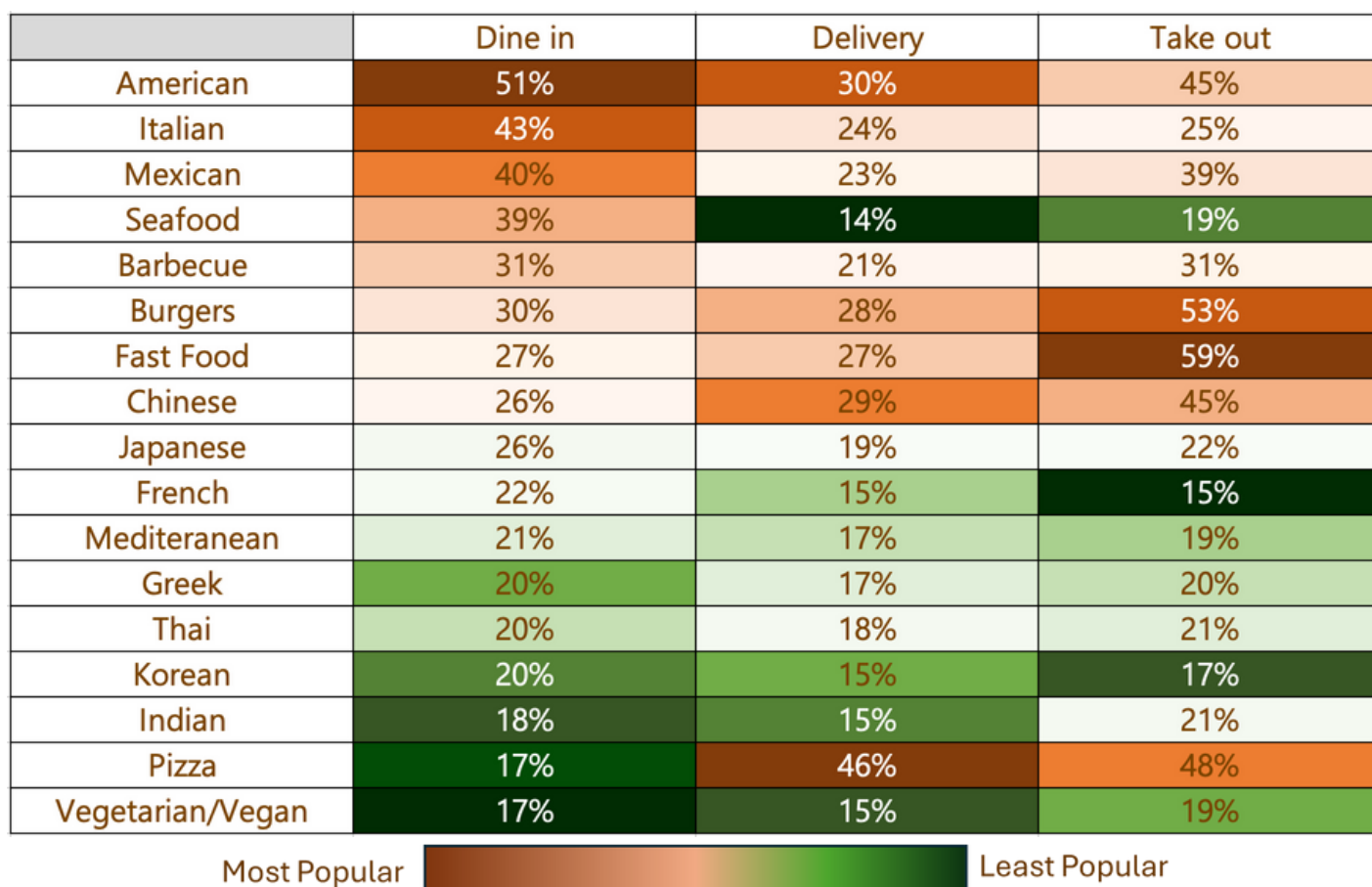


Figure 8. American cuisine is favoured for dine-in, pizza for delivery, and fast food for takeout.



Focusing on fast food places, consumers' preferences for different fast-food brands vary across service types (Figure 9). While McDonald's and Burger King remain popular across all three channels, we observe distinct preferences over other brands. For example, Taco Bell, Subway, and Dunkin' are popular choices for take-out but are less favored for dine-in and delivery. On the other hand, fast food pizza chains like Domino's Pizza, Pizza Hut, and Papa John's are highly preferred for delivery but are not as popular for dine-in or take-out.

		Dine In	Delivery	Take-Out
McDonald's		23%	23%	44%
Burger King		18%	20%	35%
Chick-fil-A		16%	15%	31%
Chipotle Mexican Grill		15%	16%	21%
Taco Bell		15%	18%	34%
Arby's		14%	13%	25%
In-N-Out Burger		13%	12%	18%
KFC		13%	18%	27%
Subway		13%	15%	30%
Five Guys		13%	14%	16%
Dairy Queen		12%	13%	23%
Panda Express		12%	15%	20%
Dunkin'		12%	13%	28%
Sonic		11%	11%	20%
Popeyes		10%	14%	22%
Jimmy John's		9%	13%	17%
Pizza Hut		8%	24%	20%
Domino's Pizza		8%	32%	23%
Papa John's		7%	20%	16%
Little Caesars		7%	18%	23%

Most Popular



Least Popular

Figure 9. Domino's leads in fast food delivery, while McDonald's dominates dine-in and takeout.

The popular fast-food restaurants also vary across states. Figure 10 presents the most popular fast-food restaurant in each state for dine-in, delivery, and take-out, respectively. For dine-in, burger fast food brands are the most popular ones in most of the states. McDonald's is the most popular brand in 15 states, particularly along the East Coast. Following McDonald's, Burger King (6 states), Dairy Queen (5 states), and Chick-fil-A (5 states) are also popular choices for dine-in. In the Midwest, preferences for fast-food brands are more diverse, as several Midwestern states (e.g., Indiana, Iowa, Minnesota, Ohio, South Dakota, and Wisconsin) have multiple leading fast-food brands for dine-in.



Figure 10, Panel A. Dine-in



Preferences for take-out fast-food brands are similar to those for dine-in. Once again, McDonald's is the most popular take-out brand, leading in 24 states across all regions. Following McDonald's, Burger King (5 states), Chick-fil-A (5 states), Taco Bell (4 states), and Dunkin' (4 states) are also popular choices for take-out.



Figure 10, Panel B. Take-out



Unlike dine-in and take-out, popular fast-food delivery brands are more concentrated, with pizza brands being

more popular than burger brands for delivery. Domino's Pizza leads as the most popular delivery brand in 26 states across the country. In addition to Domino's, Pizza Hut and Papa John's are also widely favored. Pizza Hut is the top choice in Mississippi, North Carolina, Arizona, Georgia, and Indiana, while Papa John's is most popular in Maryland, New Mexico, North Carolina, and Virginia.



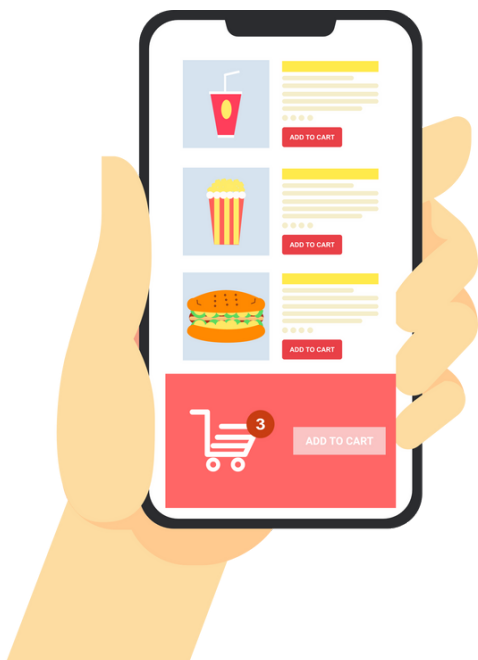
Figure 10, Panel C. Delivery

Figure 10. Consumer Preferences for Fast Food Brand Vary Across States

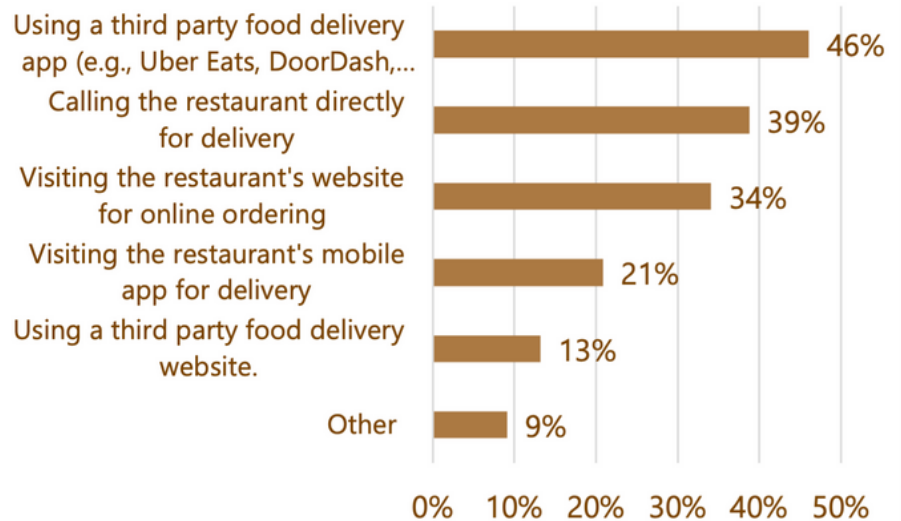


FAFH Delivery Service Platforms

Third party food delivery app (46%) is the most popular platform to order FAFH, followed by calling the restaurant (39%), restaurant website (34%), restaurant mobile app (21%), and third-party food delivery website (13%) (Figure 11(a)). Focusing on the third-party food delivery apps (Figure 11(b)), the most popular is DoorDash (42%), followed by UberEats (30%), restaurant specific apps (20%), and Grubhub (19%).



(a). How do you typically order food for delivery?



(b). Which app do you typically use to order food for delivery?

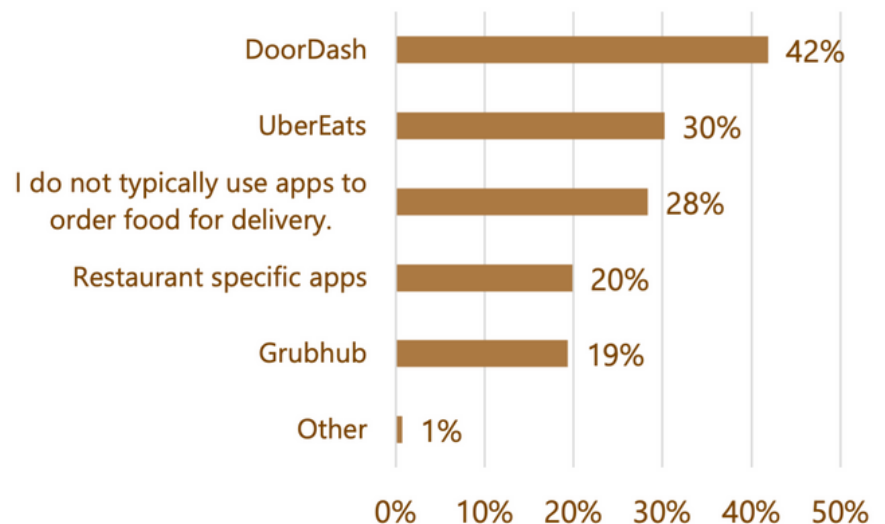


Figure 11. Third party food delivery app is the most popular platform to order FAFH delivery.

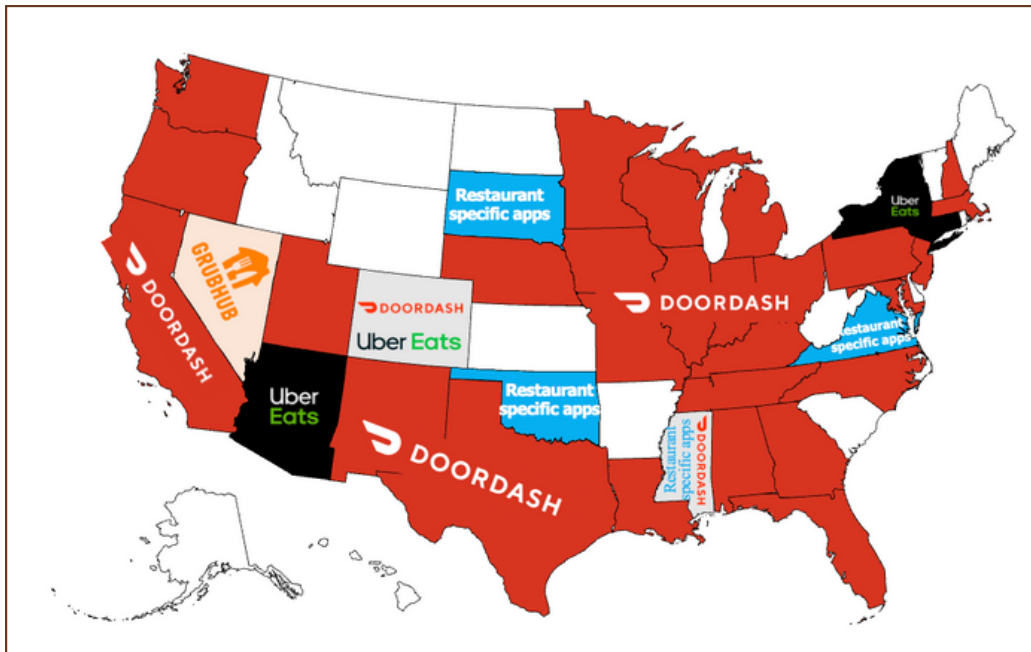


Figure 12. DoorDash is the leading food delivery app in most states.

Among consumers using apps to order food for delivery, DoorDash is the most popular choice in 27 states. Following DoorDash, Uber Eats is the preferred delivery app in Arizona, Connecticut, and New York. In Oklahoma, South Dakota, and Virginia, however, consumers tend to favor restaurant-specific apps for their orders.

Driving Factors of Choosing FAFH

The factors consumers prioritize when selecting FAFH through dine-in and delivery are quite similar (Figure 13). For both options, the most important characteristics include the type of cuisine, price affordability, menu variety, and cleanliness. In contrast, carbon footprint information, availability of diet-specific options, celebrity endorsements, and alcohol selections are among the least important factors.



We also assessed consumers' preferences for occasion-specific factors. For dine-in, a friendly server is considered important, while entertainment or live music and parking facilities are viewed as unimportant. Restaurant ambiance, location convenience, and service speed are seen as neutral—neither significantly important nor unimportant. For delivery, factors like delivery fees and delivery or pickup times are considered slightly important, whereas eco-friendly packaging, minimum order limits, and packaging quality are slightly less important to consumers.

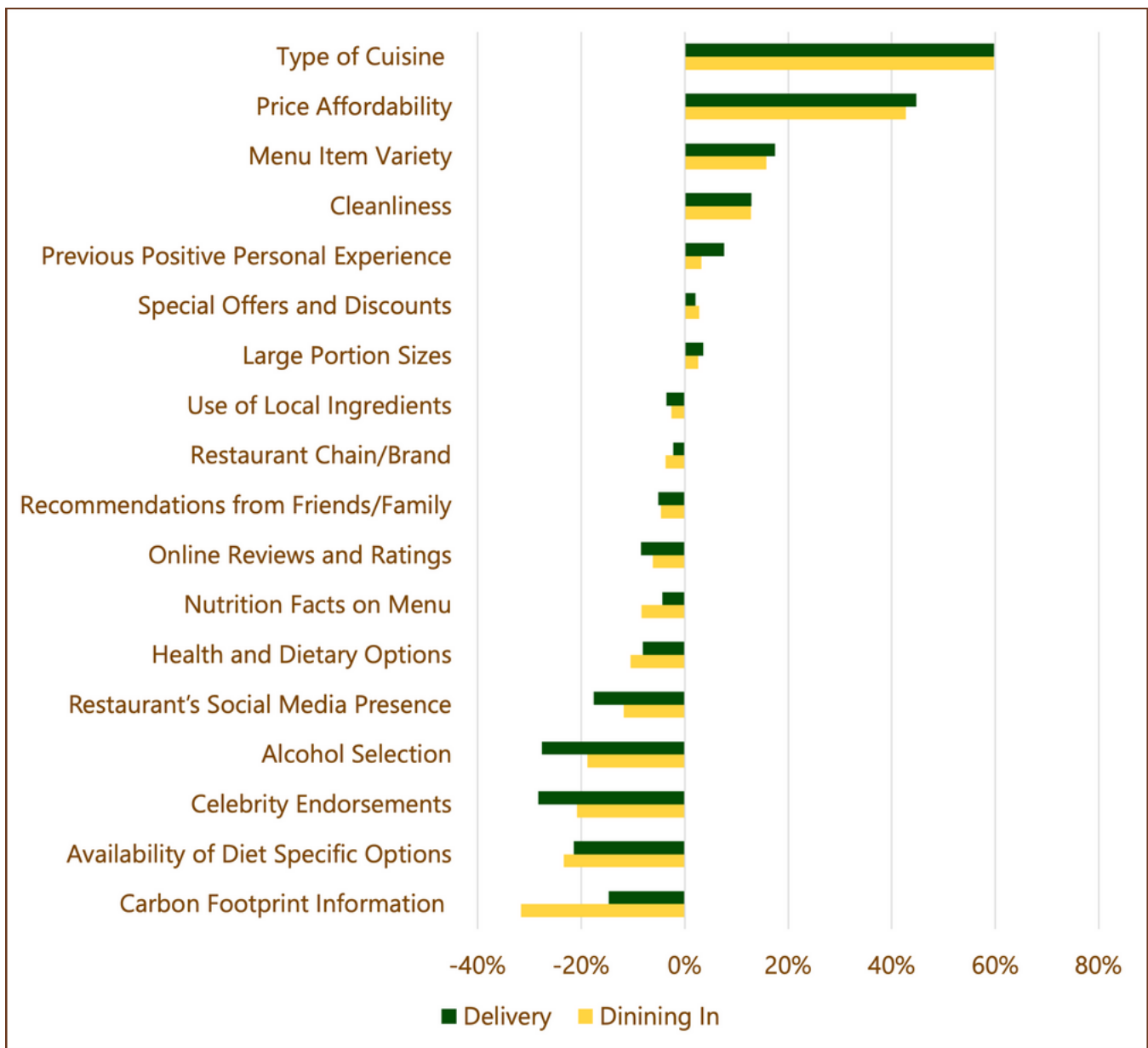
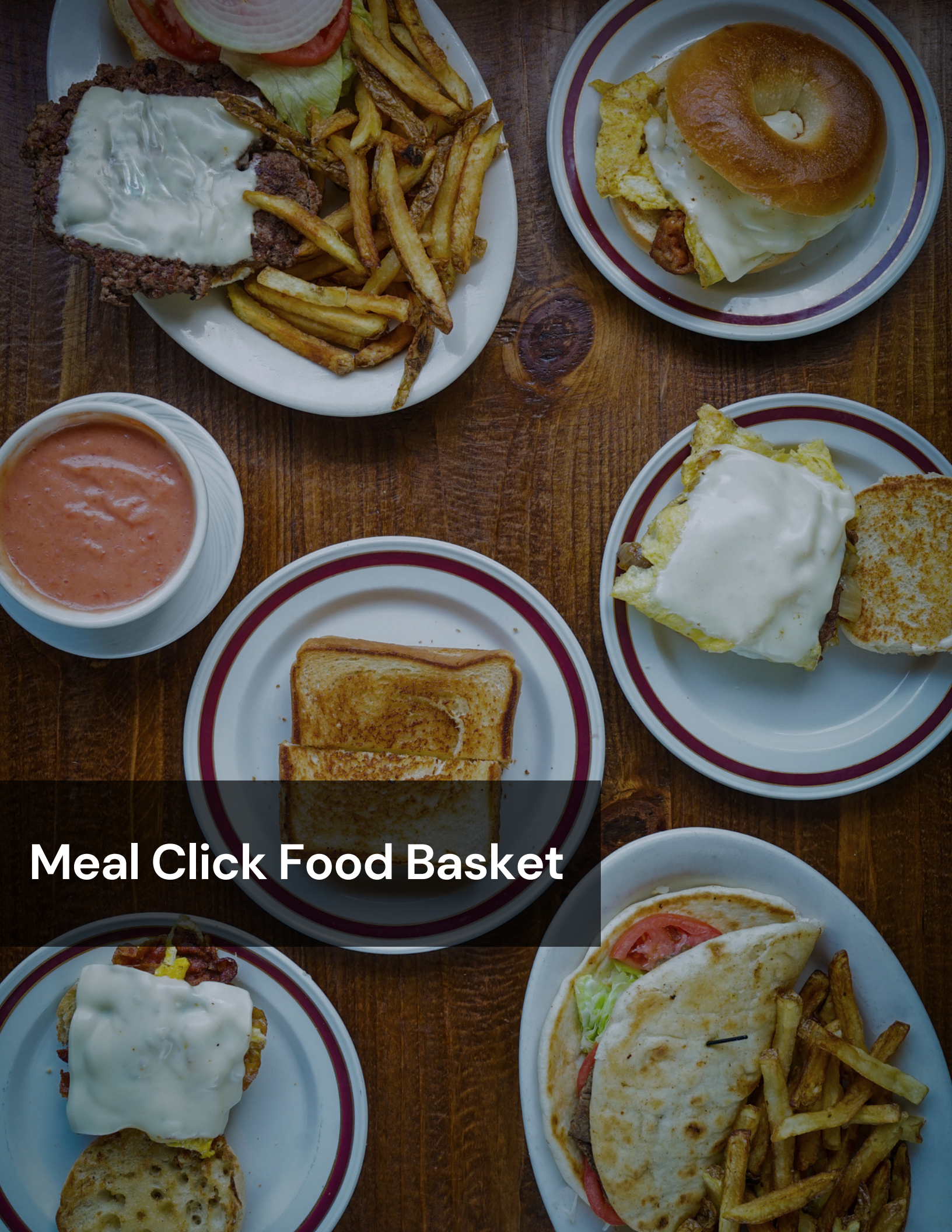


Figure 13. Type of cuisine, price affordability, and menu item variety are top three drivers of selecting FAFH restaurants.

Note: The x-axis represents the importance score for each factor. A higher positive value indicates greater importance, while a more negative value signifies lesser importance. The importance score is calculated as $100\% \times (\text{Number of respondents selecting the factor as most important} - \text{Number of respondents selecting it as least important}) / \text{total respondents}$.



Meal Click Food Basket

Basket Composition

The Meal Click survey includes a food delivery app, called Meal Clicks app to assess consumer food preferences for meal delivery (see Figure 14). In the food delivery app, consumers were presented with four appetizers (mozzarella sticks, onion rings, chicken wings, and plant-based chicken nuggets), eight main entrées (beef burger, plant-based burger, ribeye steak, pork loin, salmon, Fettuccini Alfredo, chicken breast, and avocado sandwich), four sides (fries, side salad, broccoli, and mac and cheese), two desserts (cheesecake and chocolate cake), and three drinks (Coke, Diet Coke, and hot coffee). Consumers were asked to select the dishes that they would like to order for themselves for one meal and consumers were able to select multiple quantities of each dish.

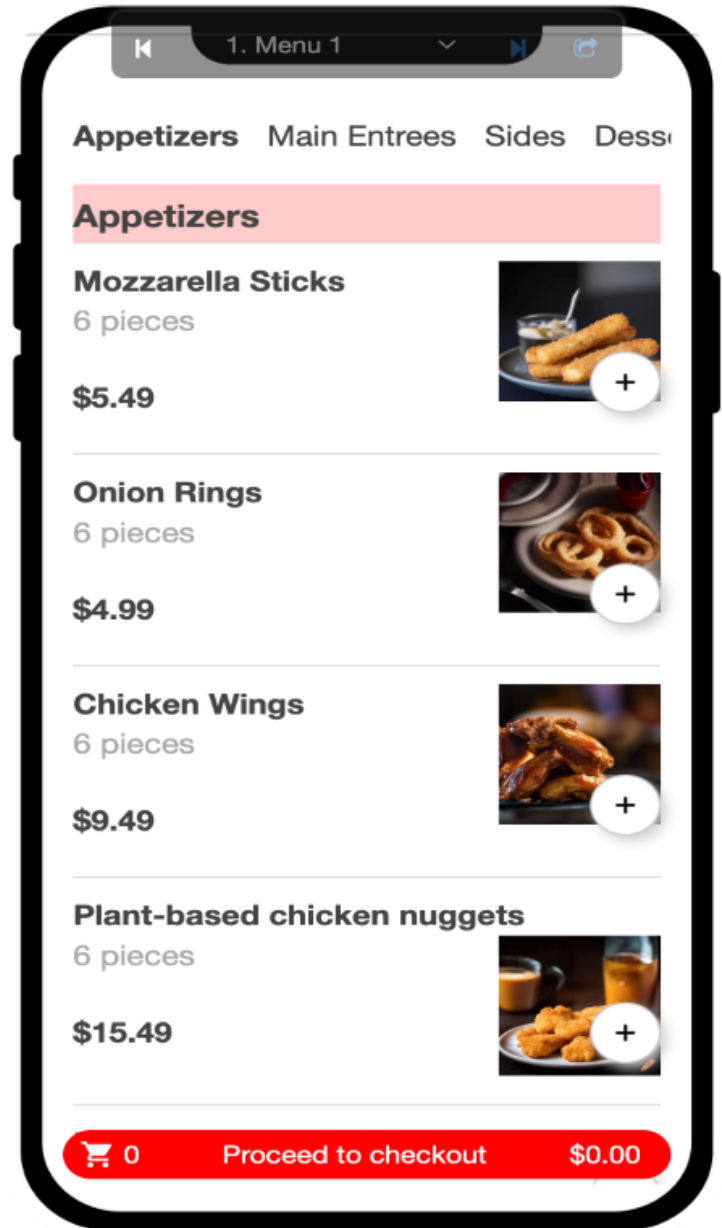
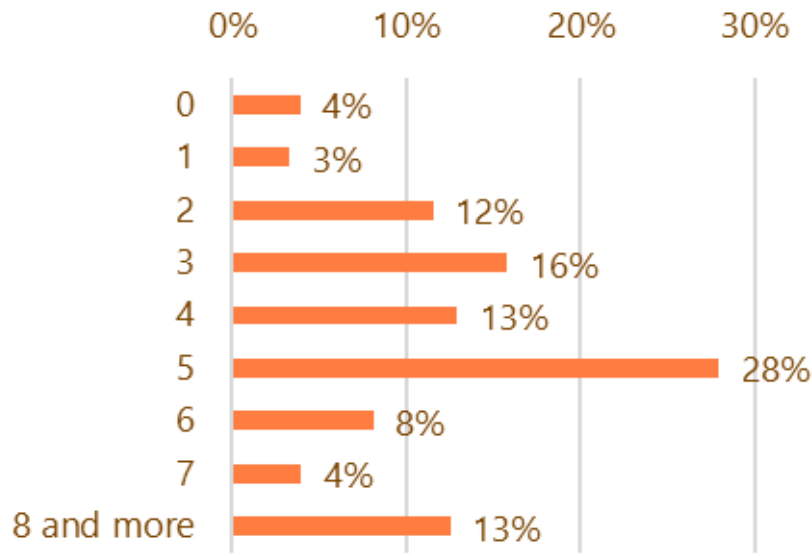
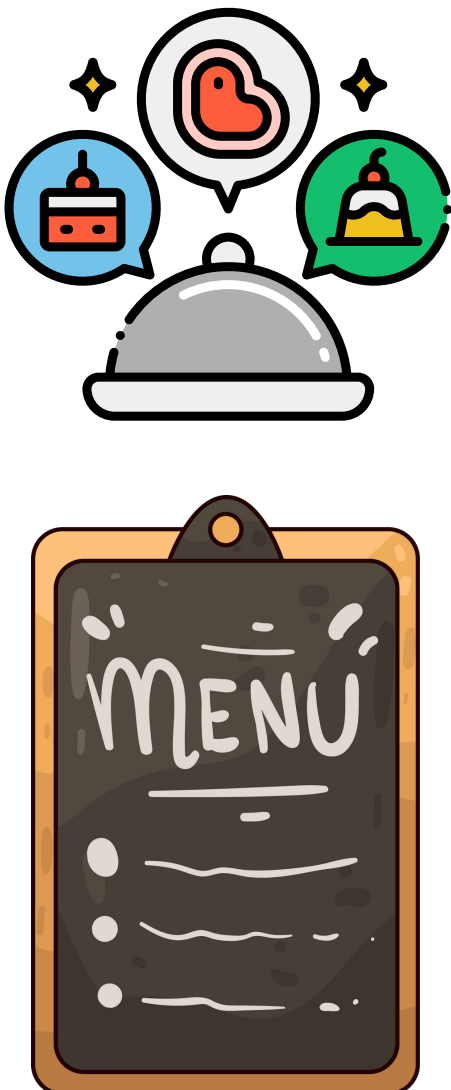


Figure 14. Example of MealClick Ordering Page

(a). Number of Dishes, Total



Although 4% of consumers did not order any dishes and 3% ordered only one dish, the majority opted for more than one (Figure 15 (a)). Specifically, 41% of consumers ordered 2 to 4 dishes, 28% ordered 5 dishes, 12% ordered 6 to 7 dishes, and 13% ordered 8 or more dishes. When examining orders by course, most consumers (50%–67%) selected only one dish from each category (Figure 15 (b)).



(b). Number of Dishes, By Course

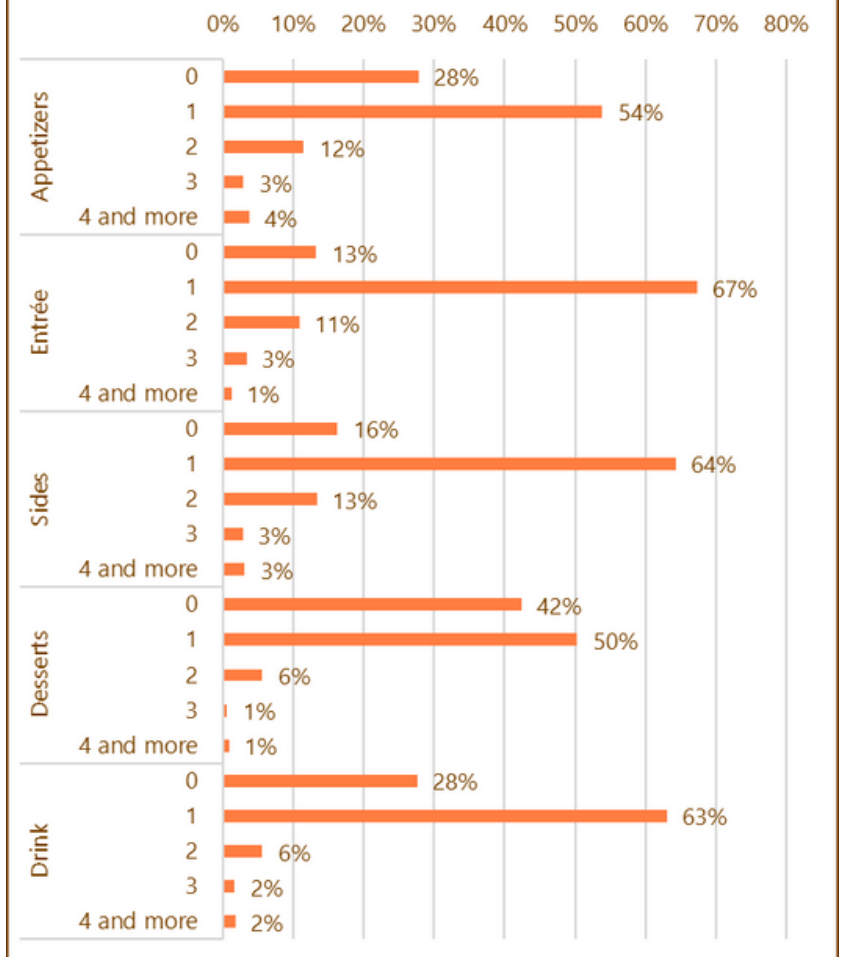


Figure 15. 41% of consumers ordered 2 to 4 dishes.

Popular Dishes in the Basket

Figure 16 presents the share of selection of each dish. The most popular appetizers are mozzarella sticks, chosen in 33% of orders, followed by onion rings (26%), chicken wings (25%), and plant-based chicken nuggets (9%). For main entrées, the beef burger leads with 32% of selections, followed by ribeye steak (17%), Fettuccini Alfredo (15%), chicken breast (15%), and other dishes. Fries (37%) and side salads (33%) are more popular than mac and cheese (18%) and broccoli (17%). For desserts, cheesecake and chocolate cake are nearly equally favored. Coke (44%) is the top drink choice, followed by Diet Coke (22%) and hot coffee (12%).

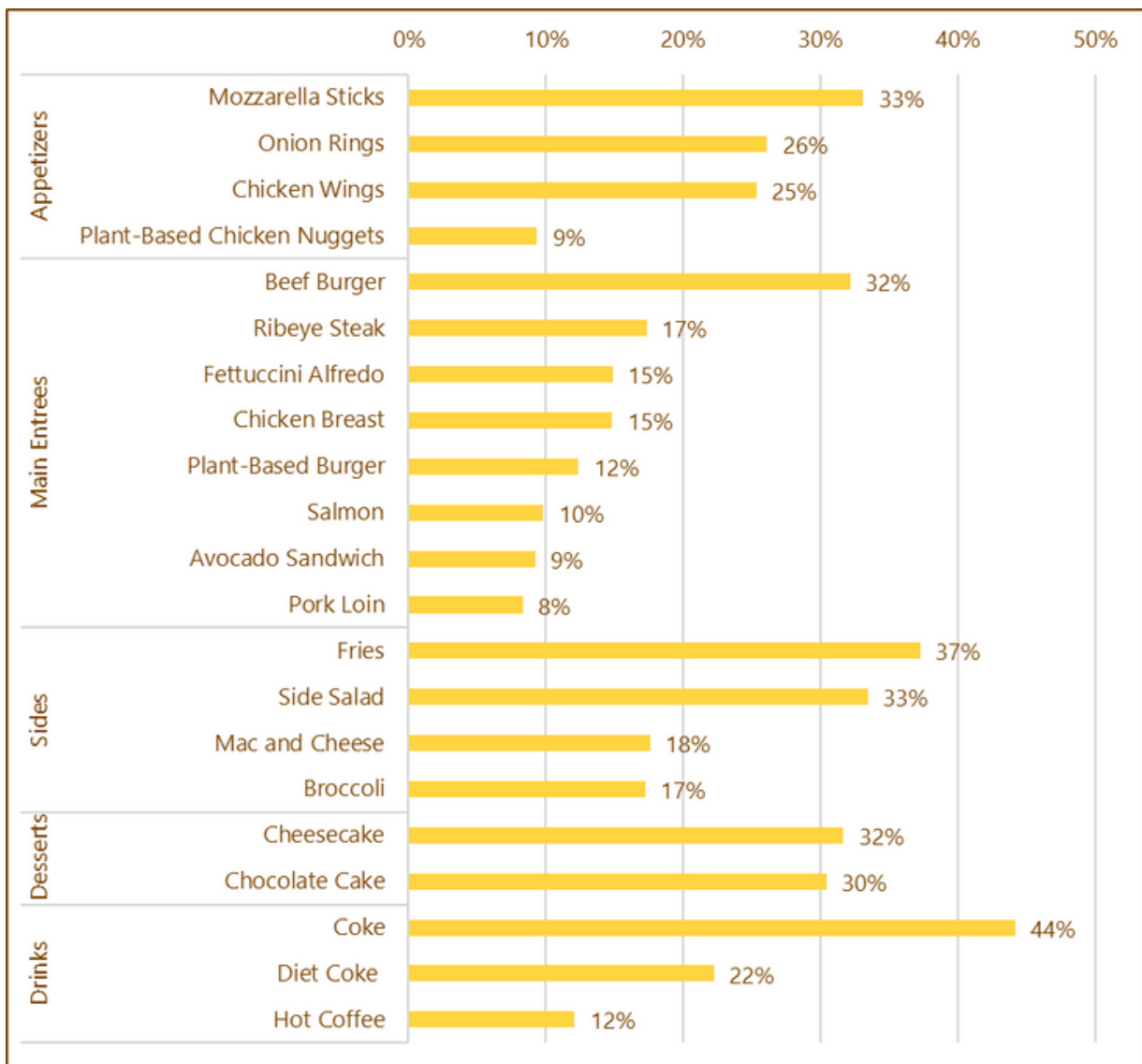


Figure 16. Mozzarella sticks are the most popular appetizer, beef burgers the top entrée, fries the top side, and Coke the top drink.

Consumer preferences over different dishes vary across age and areas. Focusing on age, younger consumers tend to order more dishes than older ones. For instance, 67% of millennials and younger consumers ordered five or more dishes in a single order, compared to only 42% of older consumers. To compare preferences across age groups, we calculated the share of selected dishes of each age group both unweighted and weighted by the ratio of the average total number of dishes per order of the older and younger age groups. In the unweighted results, younger consumers showed a higher share of selections for most dishes, except for side salad, reflecting their tendency to order more items per meal. In the weighted results (Figure 17), younger

consumers were significantly more likely (at least 4 percentage points higher than older consumers) to choose novel foods, such as plant-based chicken nuggets and plant-based burgers, and unhealthy food, such as fries, and chocolate cake. In contrast, older consumers were significantly more likely (at least 4 percentage points higher than younger consumers) to choose healthy food options, such as onion rings, chicken breast, broccoli, and side salad.

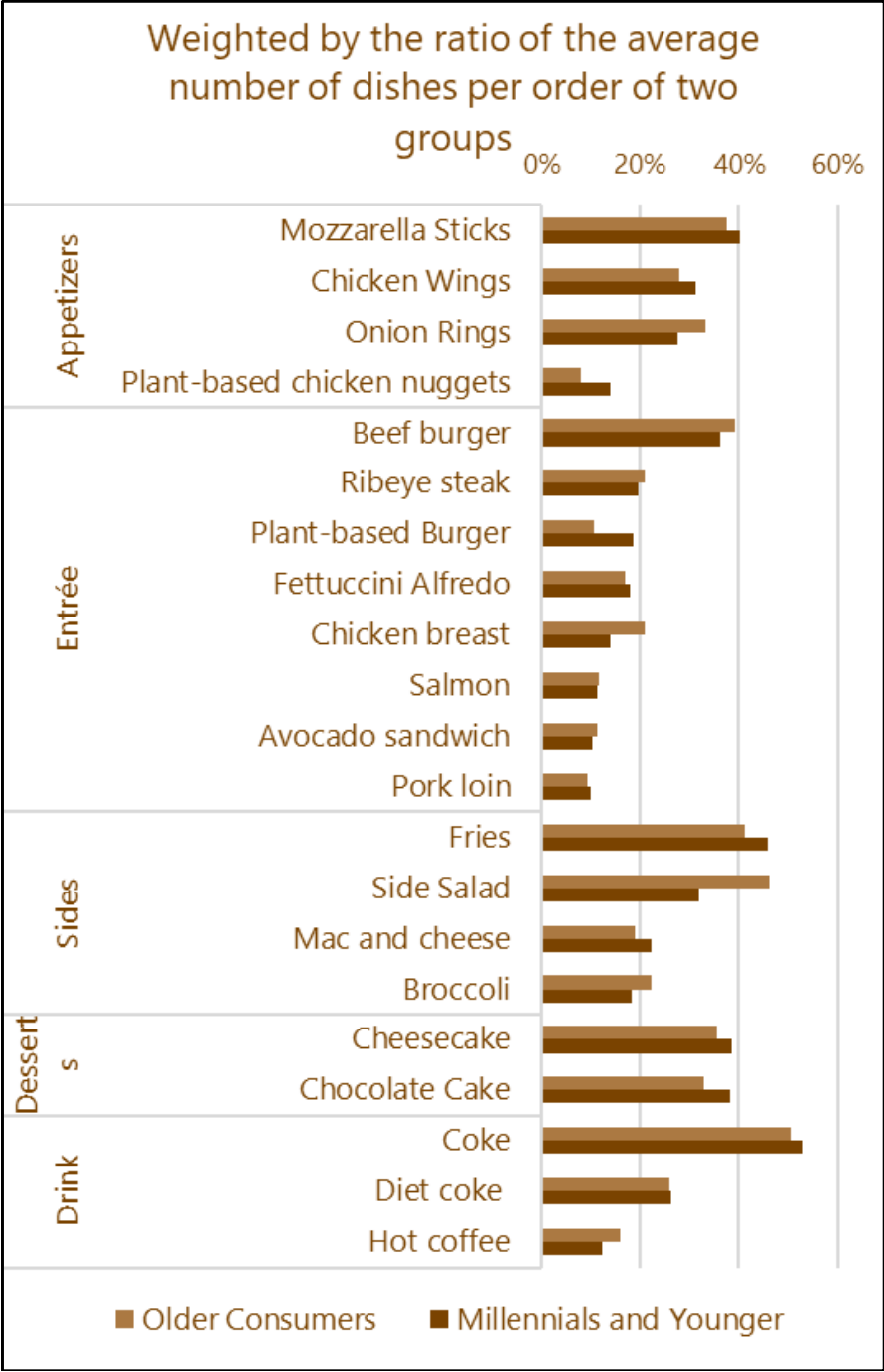


Figure 17. Younger consumers were more likely to choose novel foods, while older consumers preferred healthier options.

Figure 18 presents the share of selected dishes of urban, sub-urban and rural consumers. The major differences between urban, sub-urban, and rural consumers exist in drink selection. Urban and sub-urban consumers are more likely to select healthier drinks, like diet coke, while rural consumers are more likely to select unhealthy drinks, like coke.

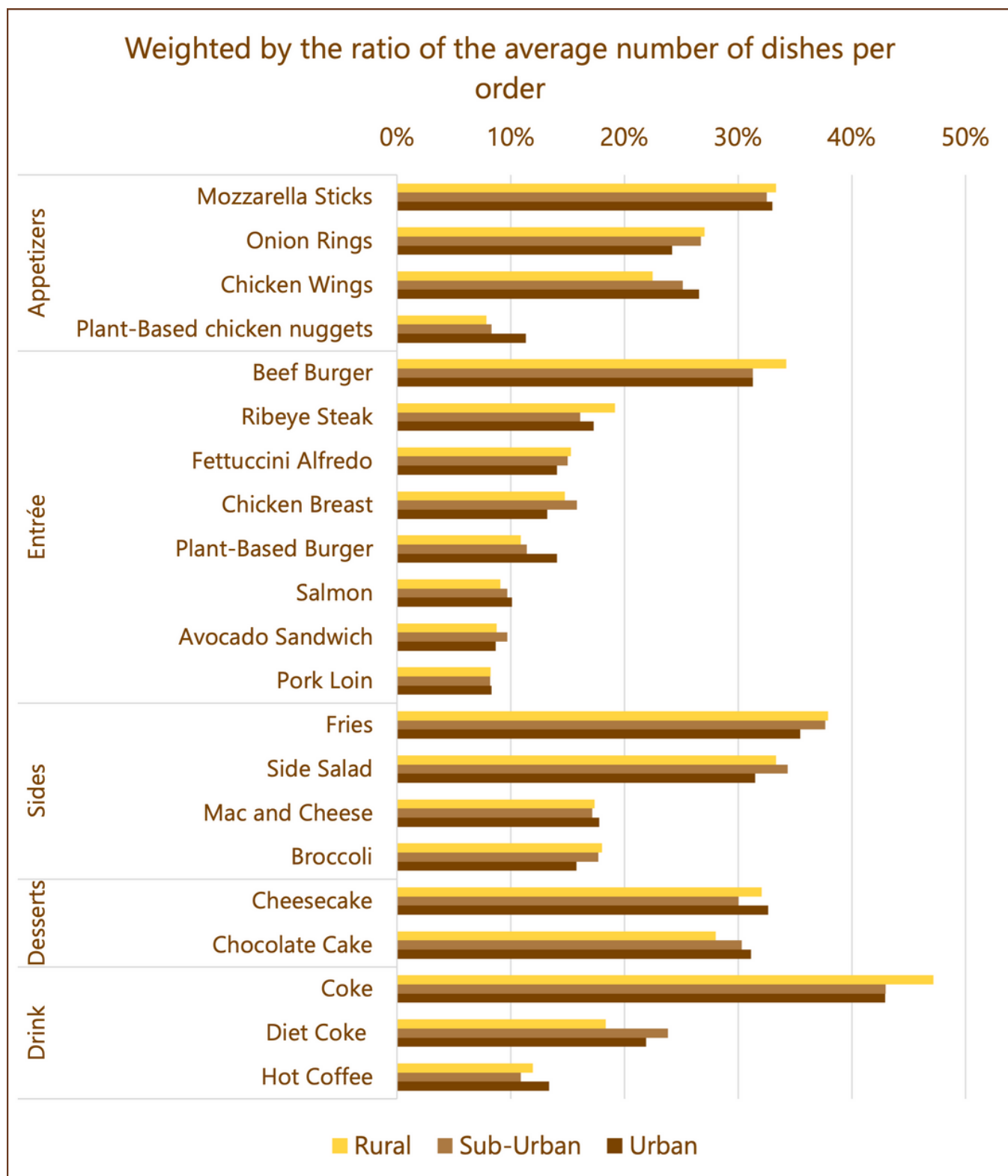


Figure 18. Urban and sub-urban consumers are more likely to select healthier drinks

For **appetizers**, mozzarella sticks are the most popular in 34 states. Following that, chicken wings are favored in 5 states, while onion rings are popular in 3 states, mostly on the East Coast.

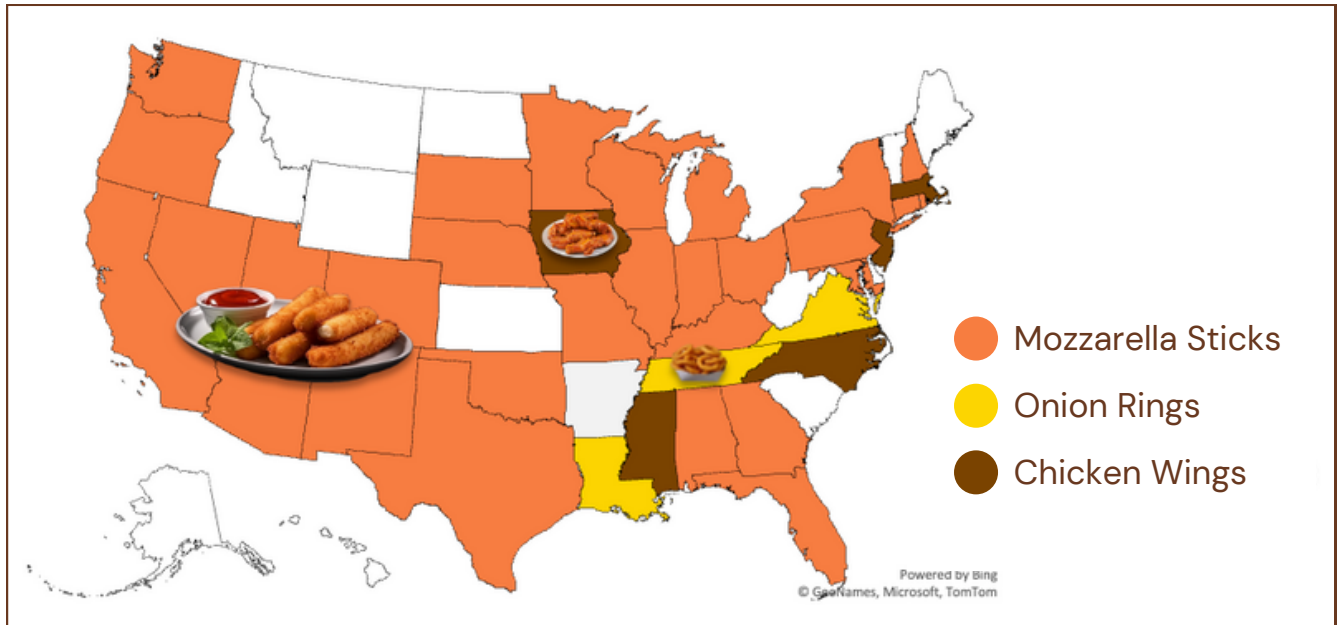


Figure 19 Panel A: Most Popular Appetizer

For **entrées**, beef burgers are the top choice in most states, with exceptions in Arkansas (PB burger), South Dakota (Fettuccini Alfredo), and Georgia (ribeye steak).

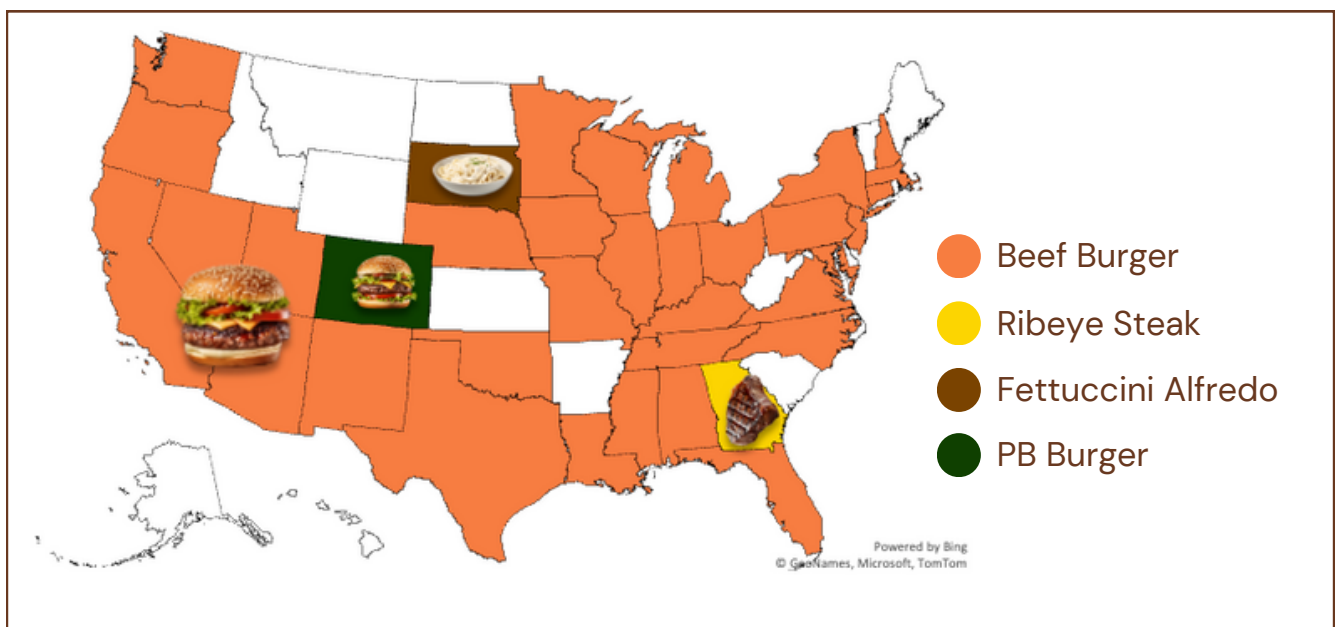


Figure 19 Panel B: Most Popular Entrée

For **side dish**, fries are the most popular side dish across the majority of states, followed by side salads.

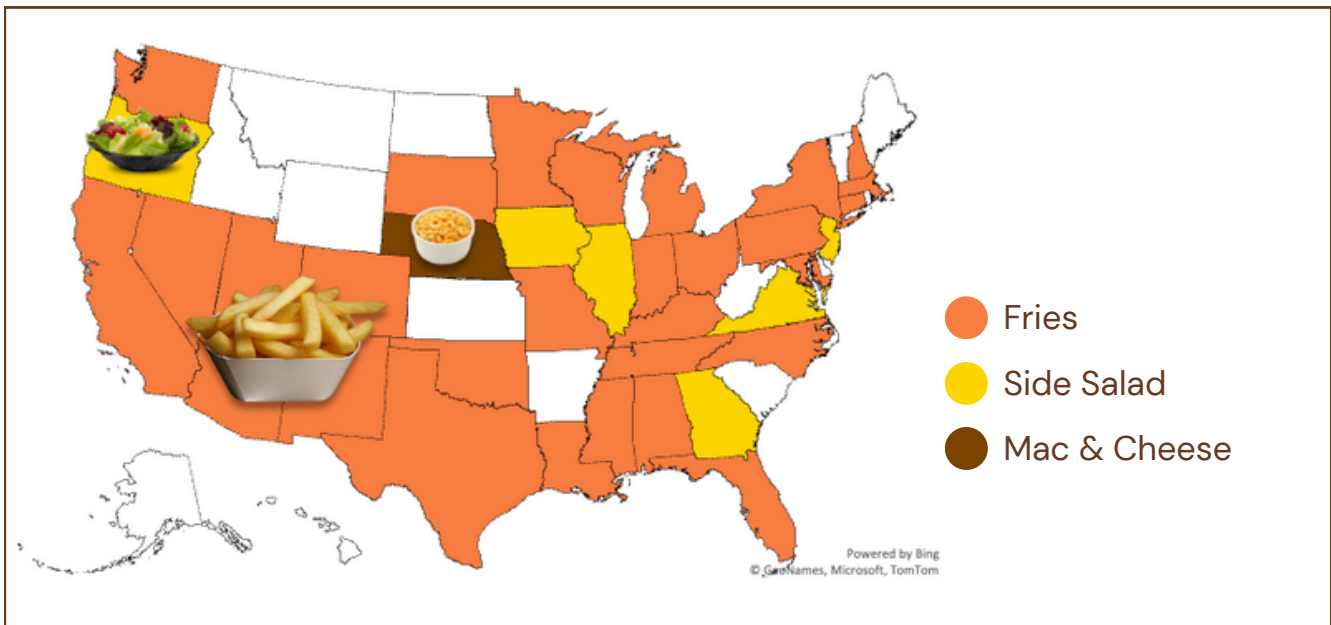


Figure 19 Panel C: Most Popular Side Dish

For **dessert**, cheesecake is preferred by more states than chocolate cake.

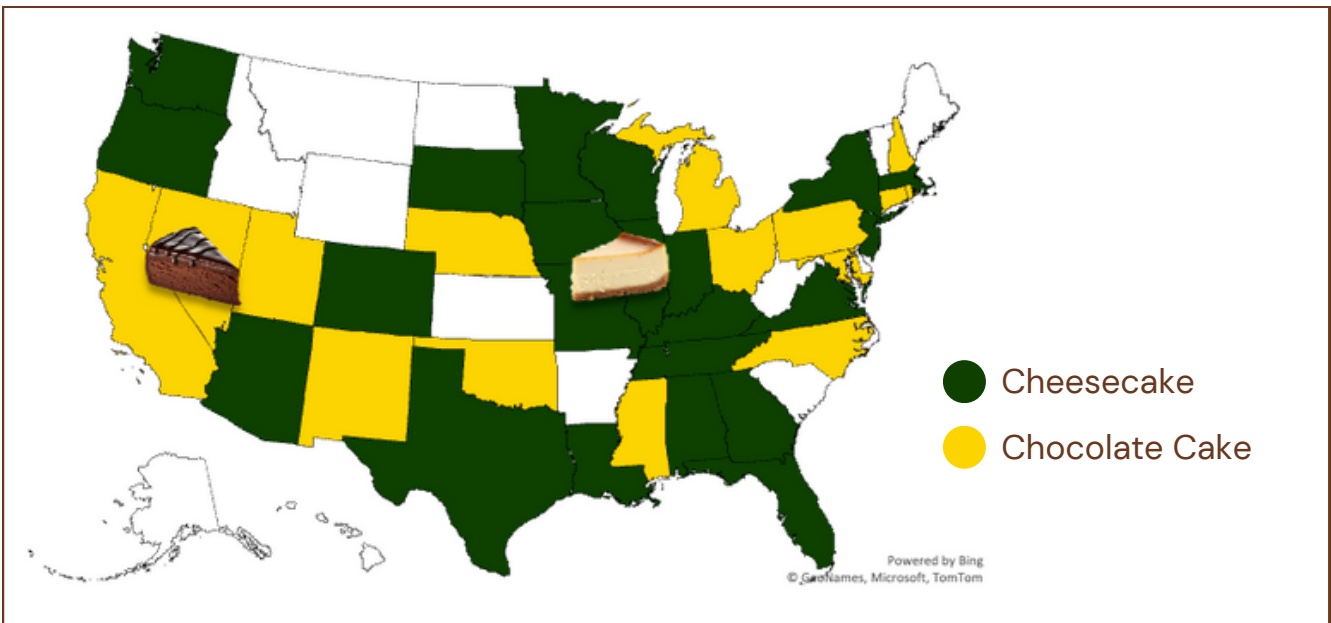


Figure 19 Panel D: Most Popular Dessert

When it comes to **drinks**, regular Coke is favored in most states, with only 4 states—Indiana, Iowa, Louisiana, and South Dakota—preferring Diet Coke.

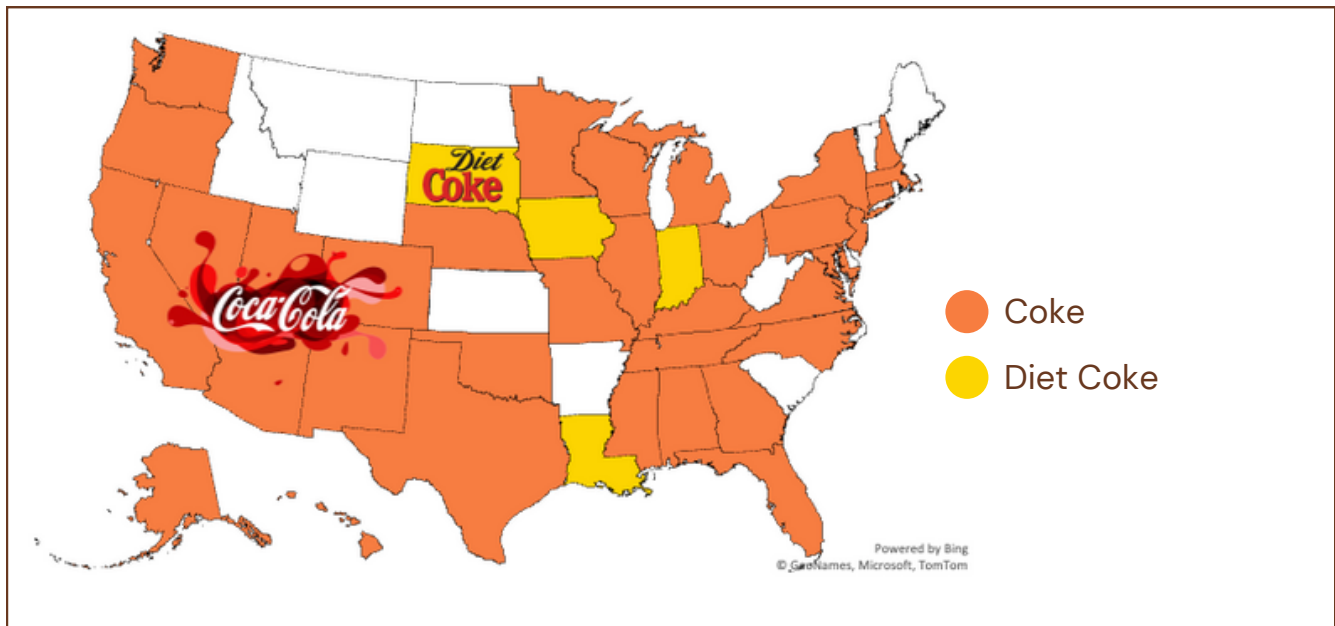


Figure 19 Panel E: Most Popular Drinks



Nutrition Facts

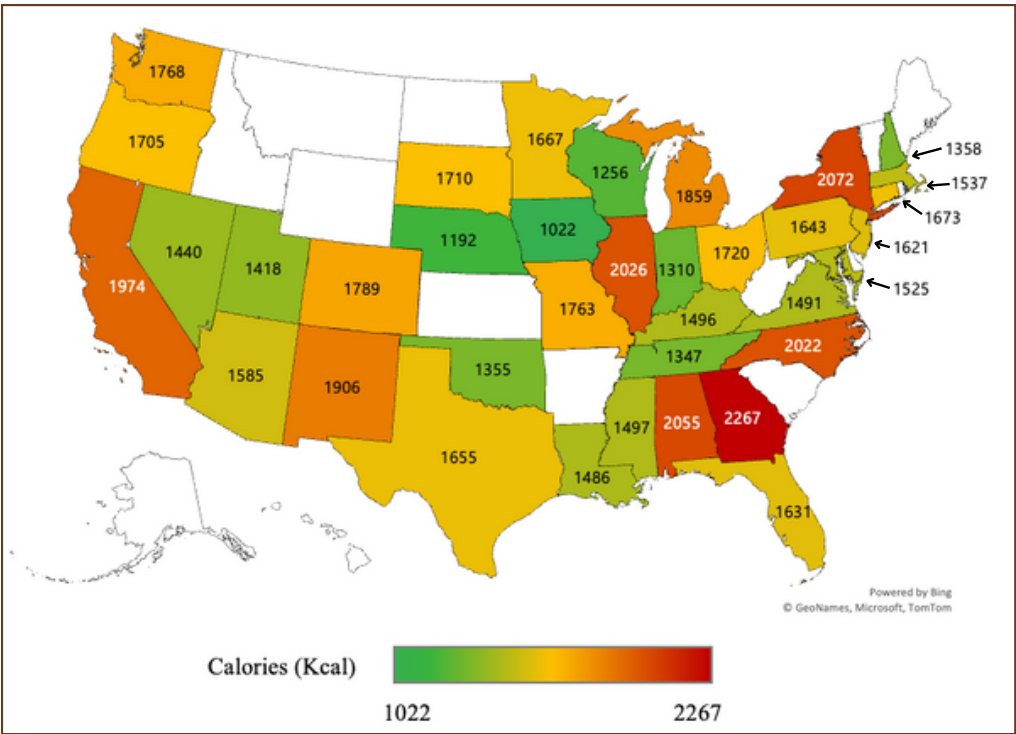
Using consumer food selection proportions and nutrition facts for each dish (collected from Nutritionix), we calculated the nutritional profile of each order in terms of calories, fat, saturated fat, carbohydrates, fiber, sugar, protein, cholesterol, and sodium. On average, the calories per order is 1733 kcal. Figure 20 presents the average nutrition profile per order at the national level, which is normalized to 2000 kcal, which is used as a general guide for daily nutrition advice in Dietary Guidelines for Americans. The results indicate that, on average, U.S. consumers consume significantly more fat (32%), saturated fat (86%), sugar (30%), protein (102%), cholesterol (19%), and sodium (9%) than the recommended levels (FDA, 2023), while falling short in carbohydrates (by 39%) and fiber (by 66%).



Figure 20. The nutritional profile of consumers' baskets does not align with the Dietary Guidelines for Americans.

The nutritional profile of each order may vary across states. Figure 21, Panel A, presents the average order calories by state. It shows that consumers from East and West Coast states (e.g., Georgia, Alabama, North Carolina, California, and New York) tend to order more calories compared to those in central states. However, lower calorie content does not necessarily imply a healthier diet, as the overall nutritional profile also matters. Using the Healthy Eating Index (HEI) as a reference, we developed a simplified nutrition score that focuses on

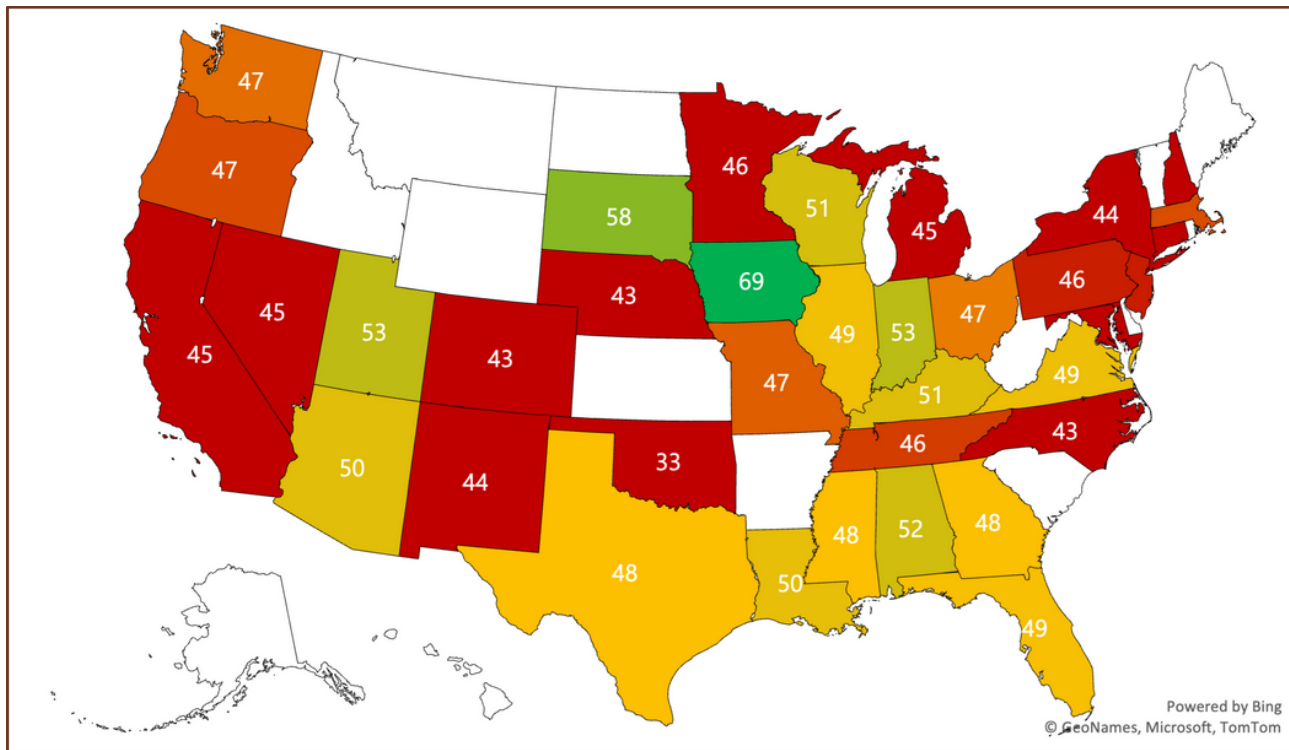
moderation nutrition components including sodium, added sugars, and fatty acids in a standardized 2,000 kcal meal. The nutrition score ranges from 33 (Oklahoma, indicating the poorest nutrition profile) to 69 (Iowa, indicating the best nutrition profile) (Figure 21, Panel B). These scores are comparable to the full version of the HEI for Americans, which ranges from 51 to 63, as outlined in the Dietary Guidelines 2020-2025.



Panel A: Calories

Interestingly, some states with lower calorie orders but show poor nutrition profiles, particularly in central states like Nebraska and Oklahoma, as well as some northeastern states like Pennsylvania, New Jersey, Maryland, and Massachusetts. On the other hand, certain states with high-calorie orders, such as Alabama, Georgia, and Illinois, tend to have healthier food selections. However, states like California, New York, and North Carolina exhibit both high-calorie orders and poor nutrition profiles. In contrast, some central states like Utah, Iowa, Wisconsin, and Indiana show both low-calorie orders and good nutrition profiles.

	Standard for Maximum Score	Standard for Minimum Score of Zero
Sodium	≤ 1.1 grams per 1,000 kcal	≥ 2.0 grams per 1,000 kcal
Added Sugars	< 6.5% of energy	≥ 26% of energy
Fatty Acids	(PUFAs + MUFA)/SFA≥ 2.5	(PUFAs + MUFA)/SFA≥ 1.2



Panel B: Nutrition Score

The “Nutrition Score” represents the sum of the scores for three nutrients, with a maximum score normalized to 100. A higher Nutrition Score indicates a better overall nutritional profile.

Figure 21. Average Calories and Nutrition Scores by States

Given the poor nutritional profile of U.S. consumer orders for FAFH, it is important to identify the main sources of these overconsumed moderation nutrients—saturated fat, sodium, and added sugar. Figure 22 shows the contribution of each food source to these nutrients, calculated based on the selection share of each item multiplied by its nutrient content. High shares of these moderation nutrients are driven by both large probability of consumption and the high nutrient content of the items. For saturated fat, Fettuccine Alfredo is the largest contributor (20%), followed by ribeye steak (15%), mozzarella sticks (13%), cheesecake (12%), and beef burgers (11%). For sodium, mozzarella sticks lead again (20%), followed by chicken wings (14%), beef burgers (12%), cheesecake (8%), and plant-based chicken nuggets (7%). When it comes to added sugar, regular Coke accounts for over half of the sources, followed by chocolate cake (24%) and cheesecake (15%).

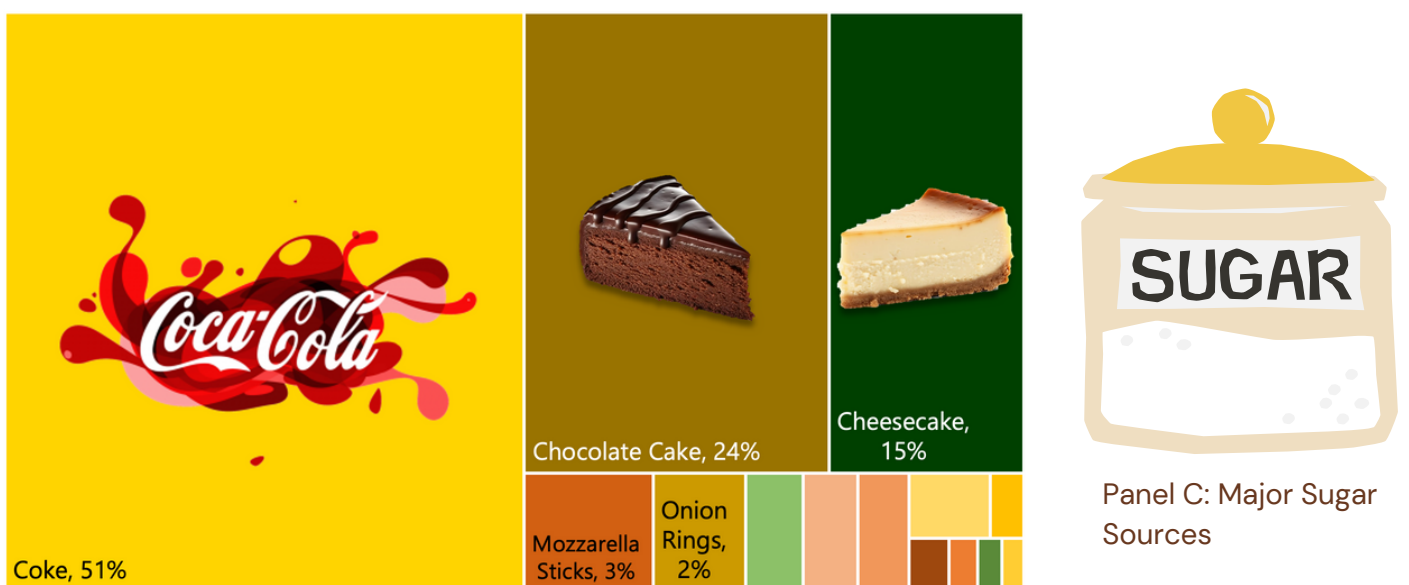


Figure 22. Sources of overconsumed moderation nutrients

Conclusion and Industry Recommendations

The FAFH market continues to be shaped by younger, high-income consumers, with strong preferences for convenience, variety, and affordability. As third-party delivery platforms grow in influence, restaurants must adapt their menus and services to meet evolving consumer demands. In addition, tailoring menus toward healthier options may attract higher-income and older consumers who are increasingly health-conscious.

Potential for the Food Industry

- Growing demand for delivery services: the surge in demand for food delivery, particularly through third-party apps like DoorDash and UberEats, presents a significant growth opportunity for the food industry. Restaurants and food companies can capitalize on this by optimizing their menus for delivery, focusing on packaging that maintains food quality during transit, and offering exclusive items through delivery platforms.
- Leveraging fast food popularity: Fast food remains a dominant choice for consumers, especially for delivery and take-out. Fast food brands have the potential to expand their offerings to include more diverse, international cuisines, healthier fast food options, and eco-friendly packaging. This not only aligns with consumer preferences but can also enhance brand loyalty and appeal to a broader audience.
- Expansion of health-conscious offerings: As demand for healthier food options grows, particularly among older, higher-income, and urban consumers, the food industry has an opportunity to innovate with nutritious, plant-based, and low-calorie options.
- With FAFH often leading to unhealthy food consumption, restaurants can help consumers to make healthier choices by implementing transparency about the nutritional value of the meal offered as well as making changes to the online food environment which nudge people towards healthier food choices

Policy makers should be aware of:

- Increasing shift to FAFH: Policymakers need to recognize that a significant portion of food consumption is now coming from food away from home (FAFH) sources, driven primarily by younger, high-income, and urban populations. This shift has implications for public health, nutrition policies, and food safety regulations, as more meals are prepared and consumed outside of the home.
- Nutritional implications: With fast food and delivery services being key components of FAFH, there is a growing concern about the nutritional quality of these meals. Policymakers should consider incentivizing healthier options in fast food menus or regulating portion sizes and the nutritional content of meals offered through FAFH channels.
- Demographic disparities: There are noticeable differences in how different demographic groups interact with FAFH services. Lower-income and rural households are less likely to access healthy options through delivery services. Policymakers should consider targeted programs to improve access to affordable, nutritious meals for underserved populations, such as subsidies for healthy meal delivery or support for food outlets in food deserts.
- Sustainability and waste concerns: The expansion of FAFH and delivery services may contribute to increased food packaging waste and carbon emissions due to transportation. Policymakers should promote sustainable practices within the food service industry, such as encouraging the use of eco-friendly packaging and incentivizing lower-emission delivery options.
- Health equity and accessibility: Policymakers should be aware of the growing demand for healthier FAFH options among older and higher-income consumers. Addressing the disparity in access to healthy food choices for lower-income and rural consumers should be a priority in food policy strategies, potentially through collaborations with food service providers to promote healthier, affordable options across all income levels.



Appendix

Table A1: Demographics of Respondents

Variables	All Respondents (N=1003)
Age	
Mean	47.97
Median	48
Gender	
Male	47%
Female	52%
Other	0%
Prefer to self-describe	0%
Income	
Less than \$15,000	10%
\$15,000 to \$24,999	12%
\$25,000 to \$49,999	28%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	14%
\$100,000 to \$149,999	10%
\$150,000 to \$199,999	3%
\$200,000 to \$249,999	2%
\$250,000 and over	2%
Education	
Less than high school	3%
High school graduate	25%
Some college	23%
2-year degree	13%
4-year degree	22%
Professional degree	12%
Doctorate	2%
Race	
White	74%
Black or African American	18%
Asian	6%
American Indian or Alaska Native	2%
Native Hawaiian or Other Pacific Islander	0%
Other	3%
Ethnicity	
Hispanic or Latino	11%
Number of Adults in the Household	
1	31%
2	48%
3	12%
4	6%
>4	2%

Variables	All Respondents (N=1003)
How many children who are younger than 18 live in your household?	
No children	63%
1	20%
2	13%
3	3%
4	1%
>4	1%
Marital Status	
Married	37%
Living with a partner	10%
Divorced	13%
Separated	3%
Single	30%
Widowed	7%
Area	
Rural area	20%
Suburban area	47%
Urban area	33%
Employment Status	
Employed for wages	45%
Self-Employed	9%
Student	3%
Military	0%
Homemaker	6%
Retired	23%
Out of work and looking for work	6%
Out of work but not currently looking for work	2%
Unable to work	6%
Other	0%
Household Composition	
Wife and husband with child(ren)	28%
Wife and husband without children	18%
Single person with child(ren)	12%
Single person without children	34%
3 or more generation	3%
Other	5%
Homeownership Status	
Owner	54.94%
Renter	45.06%
Diet	
Vegetarian	4%
Vegan	1%
Flexitarian	12%
Omnivore	78%
Other	5%
Food Allergies	7%
Avoiding Food for Healthy Reasons	13%

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