



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Nearly four in ten Americans plan to keep third-party delivery company usage the same once receiving the COVID-19 vaccine

Usage remains stable as more begin to dine in at restaurants

#### Topline Findings

**Washington, DC, June 16, 2021** – A new Ipsos poll finds that as the country emerges from the pandemic, usage of 3<sup>rd</sup> party delivery companies has remained relatively the same over the last two months. Three in ten Americans are using these delivery companies more since the pandemic started, and close to four in ten say that they will continue to use them the same amount once receiving the COVID-19 vaccine. Delivery company usage remains stable amid a rise of people dining in at restaurants. The poll also finds that for a majority of people using delivery apps, the price of a typical entrée they order is between \$10 and \$19.99, and convenience is the most popular reason for delivery app usage.

#### Detailed Findings

1. One-third of Americans report using 3<sup>rd</sup> party delivery companies at least some of the time, essentially unchanged from two months ago (38%).
  - Younger Americans are most likely to use 3<sup>rd</sup> party delivery apps some of the time, while older Americans are least likely to do so.
  - Those with children in the household are more likely to use delivery companies at least some of the time than those without children (46% vs. 31%).
2. More than three in ten Americans report using 3<sup>rd</sup> party delivery companies more since the pandemic started.
  - Twenty-three percent say they are using them the same amount.
  - Those that live in urban areas (44%) are more likely than those in suburban (31%) and rural areas (18%) to have increased their usage since the pandemic started.
  - In addition, thirty-seven percent say they will use delivery companies the same amount after they receive the COVID-19 vaccine; one in ten say they will use them more.
3. While usage for delivery companies is stable, significantly more people are dining in at restaurants.
  - Fifty-seven percent now say they are dining in at restaurants at least some of the time, compared to just 38% two months ago.
  - Full-time workers are more likely than those that are unemployed to be dining in at restaurants.



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4. Among delivery app users, six in ten say that the typical price of an entrée they order is between \$10 and \$20.
  - Income is related to the amount that people typically spend. Unemployed Americans (20%) and those that make less than \$50K (19%) are most likely to order entrées less than \$10.
  - Forty-two percent say that 10-20% is a fair tip for a delivery driver on a \$50 order; 37% say up to 10% is a fair tip.
    - Those ages 55+ (56%) are more likely than those ages 18-34 (37%) to say that between 10% and 20% is a fair tip.
    - On the other hand, Northeasterners (21%) and Midwesterners (15%) are more likely to say that a larger tip of between 20% and 30% is a fair tip than Westerners (4%).
5. Nearly eight in ten delivery app users say they are willing to wait between 30 minutes and 1 hour for their order to be delivered.
  - Retirees are the group with the shortest patience, as 30% say they are only willing to wait up to 30 minutes for their order to be delivered, compared to 17% of full-time workers.
  - Along these lines, 87% agree that the wait times for deliveries are reasonable; suburban dwellers (90%) are more likely than urban dwellers (81%) to agree.
6. Convenience is the biggest reason that delivery app users choose to use them, followed by saving time, the ability to track an order in real time and ease of payment.
  - Women (68%) are more likely than men (54%) to report using delivery apps for convenience.
  - Those ages 18-34 (50%) are more likely than those ages 55+ (35%) to use delivery apps to save time.
  - Those with a college degree (41%) are more likely than those without a degree (28%) to say they use them for ease of payment.
  - Among types of cuisine, American (65%), Mexican (59%) and Chinese (58%) were the most popular.

*These are the findings of an Ipsos poll conducted between April 29-30, 2021. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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### Full Annotated Questionnaire

1. How frequently, if at all, do you do the following right now?

#### Total Often/Sometimes Summary

	<b>4/29-30, 2021 (N=1,005)</b>	<b>3/2-3, 2021 (N=1,115)</b>
Order restaurant takeout or delivery directly from an individual restaurant	67%	67%
Dine in at a restaurant	57%	38%
Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)	35%	38%

- a. Order restaurant takeout or delivery directly from an individual restaurant

	<b>4/29-30, 2021</b>	<b>3/2-3, 2021</b>
Often	19%	18%
Sometimes	48%	49%
Rarely	22%	21%
Never	11%	12%
<i>Often/Sometimes (Net)</i>	<b>67%</b>	<b>67%</b>
<i>Rarely/Never (Net)</i>	<b>33%</b>	<b>33%</b>

- b. Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)

	<b>4/29-30, 2021</b>	<b>3/2-3, 2021</b>
Often	13%	12%
Sometimes	21%	27%
Rarely	19%	19%
Never	46%	43%
<i>Often/Sometimes (Net)</i>	<b>35%</b>	<b>38%</b>
<i>Rarely/Never (Net)</i>	<b>65%</b>	<b>62%</b>

- c. Dine in at a restaurant

	<b>4/29-30, 2021</b>	<b>3/2-3, 2021</b>
Often	16%	9%
Sometimes	41%	28%
Rarely	28%	30%
Never	15%	32%
<i>Often/Sometimes (Net)</i>	<b>57%</b>	<b>38%</b>
<i>Rarely/Never (Net)</i>	<b>43%</b>	<b>62%</b>

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2. **Compared to before the COVID-19 pandemic**, are you currently using 3<sup>rd</sup> party food delivery companies (e.g. Uber Eats, DoorDash, Grub Hub) more or less?

	Total
A lot more	15%
A little more	16%
The same amount	23%
A little less	3%
A lot less	4%
Not applicable	39%
<i>More (Net)</i>	<i>32%</i>
<i>Less (Net)</i>	<i>7%</i>

3. Once you have **received the COVID-19 vaccine**, if you choose to, will you use 3<sup>rd</sup> party food delivery companies (e.g. Uber Eats, DoorDash, Grub Hub) more or less compared to right now?

	Total
A lot more	3%
A little more	7%
The same amount	37%
A little less	8%
A lot less	6%
Not applicable	38%
<i>More (Net)</i>	<i>10%</i>
<i>Less (Net)</i>	<i>14%</i>

4. **[Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”]** When you order from your favorite restaurant, do you prefer to order delivery straight from the restaurant, or through a delivery app (e.g. Doordash, Uber Eats, etc.)?

	Total (N=496)
Order straight from restaurant	50%
Order through a delivery app	31%
No preference	19%

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5. [Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”] If your current favorite restaurant stopped taking delivery orders, how likely, if at all, are you to continue to eat from there?

	<b>Total (N=496)</b>
Very likely	34%
Somewhat likely	34%
Not very likely	20%
Not at all likely	6%
Not sure	7%
<i>Likely (Net)</i>	<b>68%</b>
<i>Not Likely (Net)</i>	<b>26%</b>

6. [Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”] What is the typical price of an entrée from the restaurants that you order from?

	<b>Total (N=496)</b>
Less than \$10 per entrée	12%
\$10 – \$19.99 entrée	62%
\$20 – \$29.99 entrée	22%
More than \$30 per entrée	4%

7. [Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”] What types of cuisine do you prefer to order delivery for? Select all that apply.

	<b>Total (N=496)</b>
American	65%
Mexican	59%
Chinese	58%
Italian	51%
Thai	24%
Japanese	23%
Mediterranean	19%
Greek	15%
Korean	14%
Indian	14%
Caribbean	11%
Other	3%

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8. [Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”] Typically, how long are you willing to wait for your order to be delivered?

	<b>Total (N=496)</b>
Up to 30 minutes	20%
30 to 45 minutes	44%
45 minutes to 1 hour	31%
Longer than 1 hour	4%

9. [Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”] How much do you agree or disagree with the following statements?

### Total Agree Summary

	<b>Total (N=496)</b>
The typical wait times for my food deliveries are reasonable	87%
My food is generally fresh when I receive my order	86%
My food orders are usually correct when they come through delivery apps	86%
Restaurants benefit from delivery apps	80%
The fees that delivery apps charge are reasonable	64%
The delivery fees that delivery apps charge go to the driver	56%

- a. The fees that delivery apps charge are reasonable.

	<b>Total (N=496)</b>
Strongly agree	14%
Somewhat agree	50%
Somewhat disagree	26%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>36%</i>

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b. The typical wait times for my food deliveries are reasonable.

	<b>Total (N=496)</b>
Strongly agree	19%
Somewhat agree	67%
Somewhat disagree	12%
Strongly disagree	1%
<i>Agree (Net)</i>	<i>87%</i>
<i>Disagree (Net)</i>	<i>13%</i>

c. My food is generally fresh when I receive my order.

	<b>Total (N=496)</b>
Strongly agree	24%
Somewhat agree	61%
Somewhat disagree	12%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>86%</i>
<i>Disagree (Net)</i>	<i>14%</i>

d. Restaurants benefit from delivery apps.

	<b>Total (N=496)</b>
Strongly agree	27%
Somewhat agree	52%
Somewhat disagree	18%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>20%</i>

e. My food orders are usually correct when they come through delivery apps.

	<b>Total (N=496)</b>
Strongly agree	31%
Somewhat agree	55%
Somewhat disagree	12%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>86%</i>
<i>Disagree (Net)</i>	<i>14%</i>

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f. The delivery fees that delivery apps charge go to the driver.

	<b>Total (N=496)</b>
Strongly agree	12%
Somewhat agree	43%
Somewhat disagree	35%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>44%</i>

10. [Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”] Why do you choose to use delivery apps? Select all that apply.

	<b>Total (N=496)</b>
Convenience	60%
Saves time	43%
Ability to track order in real time	39%
Ease of payment	34%
Increased choice of restaurants	33%
Easier than calling in an order	27%
Better offers/deals	21%
Other	2%
None	7%

11. [Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”] On a \$50 order, how much do you think is a fair tip for your delivery driver?

	<b>Total (N=496)</b>
No Tip	*
Up to \$5	37%
Up to \$10	42%
Up to \$15	12%
Up to \$20	5%
Up to \$25	2%
More than \$25	1%



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12. [Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”] On a \$50 order, how much money do you think the delivery driver receives, before tip?

	Total (N=496)
\$0	6%
Up to \$5	51%
Up to \$10	26%
Up to \$15	9%
Up to \$20	3%
Up to \$25	2%
More than \$25	3%

13. [Q1 “Order restaurant takeout or delivery using 3rd party delivery companies (e.g. Uber Eats, DoorDash, GrubHub, etc.)” ≠ “Never”] Do you personally know anybody that works as a driver for a delivery app (Doordash, Uber Eats, etc.)?

	Total (N=496)
Yes	31%
No	65%
Not sure	4%



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### About the Study

These are some of the findings of an Ipsos poll conducted between April 29-30, 2021. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and "[river](#)" [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=1,005$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.0$  percentage points).

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