

# **NEW FOOD DELIVERY STUDY SHOWS WHAT CONSUMERS CRAVE IN A SERVICE**

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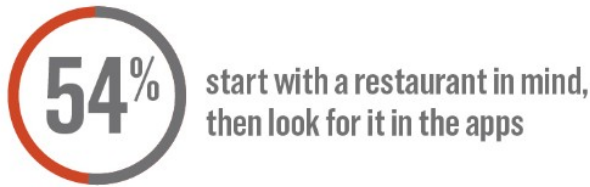
For restaurant operators, the delivery industry can be a difficult landscape to navigate, but if done correctly, big profits are on the horizon.

For consumers, the on-demand aspect is everything. We recently conducted a national survey in order to understand the habits and pain points of consumers who use popular food delivery apps. We also checked in with deliverers too, to hear their side of the story. Our most interesting findings are summarized below.



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## The average person has two food delivery apps and uses them **3x per month**

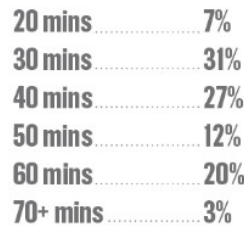


### **MOST POPULAR APPS**



### **THE WAIT**

On average, **40 minutes** is the longest we'll accept for estimated delivery



**1 in 4**   
will accept an hour or more for delivery time

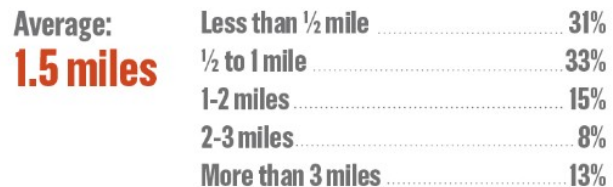
### **THE COST**

What's the most you'll pay for delivery fee, service fee and tip combined?



### **THE DISTANCE**

What's the shortest distance you'll still opt for delivery over takeout?



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Our survey establishes the most common complaints in the world of food delivery apps. Not surprisingly, people want food served warm, fresh and on-time – especially when they're paying a premium for it.



Of course, frustration extends beyond the customers. Of the nearly 500 deliverers we surveyed, topping the list is weak tips, food not being ready at the restaurant, and lack of communication with customers. To remedy this, many operators are scaling back delivery services and menus, so as not to overwhelm the kitchen and create a negative experience for both the dine-in and delivery customers.

## Top Complaints

We surveyed both customers and deliverers to find out what parts of the process consistently irritate them.

### Customers

COMPLAINT	% CONSISTENTLY IRRITATED
Food not warm and/or fresh .....	<b>17%</b>
Food delivered late .....	<b>16%</b>
Incorrect orders .....	<b>12%</b>
Restaurants ignoring notes/instructions .....	<b>12%</b>
Prices are inconsistent .....	<b>11%</b>
Food gets shaken or messed up during delivery .....	<b>10%</b>
Menus are inconsistent or limited .....	<b>9%</b>

### Deliverers

COMPLAINT	% CONSISTENTLY IRRITATED
Weak tip/no tip .....	<b>60%</b>
Food not ready on time at restaurant .....	<b>52%</b>
Unclear instructions from customer in the app .....	<b>39%</b>
Customer not answering phone .....	<b>37%</b>
Customer messaging deliverer with questions/complaints .....	<b>34%</b>
Customer taking a long time to meet deliverer to pick up food .....	<b>33%</b>
Customer expecting deliverer to walk up a lot of stairs or take elevators .....	<b>21%</b>

When things go wrong in food delivery, unfortunately the end consumer often blames the restaurant, even when they are not at fault. With so many moving parts, getting it right can be tough to achieve, but the industry is creating more solutions every day.

To ensure a restaurant's food arrives intact and untouched, tamper-evident [labels](#) and packaging built for off-premise experiences are a game-changer. Get more tips on [Taking it To Go here](#).



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## Deliverers Behaving Badly

### WE ASKED:

If you ordered a burger and fries, and the deliverer grabbed a few fries along the way, how upset would you be?

Average: **8.4 out of 10**

**1** "No big deal"  
**10** "Absolutely unacceptable"

Customers, have you ever suspected a deliverer of taking food?



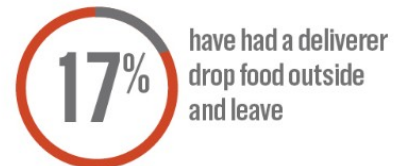
Deliverers, have you ever taken food from an order?



Deliverers, are you often tempted by the smell of food you deliver?



Customers, would you like restaurants to use tamper-evident labels to address this issue?



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When delivery goes well, deliverers should be paid a solid tip. In decades past, the formula was simple – you give the pizza guy \$5 on Friday night when he delivers your pie. As the food delivery business has expanded exponentially, tipping has become more complicated. Some customers use these apps five times a week. Should they be spending \$25 on tips? Plus, there are service and delivery fees added in. It is always an emotionally charged subject in our culture. Below, we reveal the latest trends in food delivery tipping.



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## Tipping

**95%**  of people tip deliverers regularly

Tip through the app, or cash in-person?



Do delivery and service fees affect how much you tip?



Decide on tip when ordering or upon delivery?



Do you tip differently based on weather?



**Do you tip a set amount or on a per case basis?**

**50%** - Per case basis

**25%** - Set dollar amount

**25%** - Set percentage of total

**The magic number: customers and deliverers agree \$4 is a good amount to tip, on average.**

**2%** - \$1

**15%** - \$4

**15%** - \$2

**31%** - \$5

**25%** - \$3

**11%** - \$6+

**In general, who is more deserving of their tips?**



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By learning more about what consumers crave in their off-premise dining experiences, restaurant owners and operators can better cater to their customers' needs while making smarter business decisions.

**Methodology:** From May 9-13, 2019, we surveyed 1,518 American adults who have used food delivery including UberEats, Grubhub, DoorDash and Postmates. Respondents' ages ranged from 18-77, with a median age of 31. Additionally, from May 9-11, 2019, we surveyed 497 American adults who

identified as having worked as a deliverer for at least one food delivery app. Respondents' ages ranged from 21-63, with a median age of 30.

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