



Third-Party Delivery Survey
Summary of Results – December 2020

7 in 10 adults ordered food for delivery during the past 6 months; 4 in 10 from third-party delivery companies

- 7 in 10 adults (72%) say they ordered food for delivery from a restaurant, fast-food place or deli during the past 6 months.
 - Gen Z adults (90%) and millennials (85%) were more likely than baby boomers (58%) to order delivery during the past 6 months.
 - Urban residents (81%) were more likely than rural residents (56%) to order delivery.

- 4 in 10 adults (41%) say they ordered food for delivery from a restaurant, fast food place or deli using a third-party delivery service during the past 6 months.
 - Gen Z adults (63%) and millennials (60%) were more likely than baby boomers (19%) to order through a third-party delivery service during the past 6 months.
 - Urban residents (55%) were more likely than rural residents (19%) to order through a third-party delivery service.
 - Residents in the West (51%) were the most likely to order through a third-party delivery service.

Consumers’ use of restaurant delivery during the past 6 months

Demographic	Ordered food for delivery from a restaurant, fast food place or deli during the past 6 months	Ordered food for delivery from a restaurant, fast food place or deli using a third-party delivery service during the past 6 months
All adults	72%	41%
Gender		
Male	73%	41%
Female	71%	40%
Age Group		
Gen Z adults (18-23)	90%	63%
Millennials (24-39)	85%	60%
Gen X (40-55)	74%	41%
Baby boomers (56-74)	58%	19%
Region		
Northeast	78%	37%
Midwest	68%	34%
South	71%	39%
West	74%	51%
Type of community		
Urban	81%	55%
Suburban	75%	42%
Rural	56%	19%
Household Income		
Less than \$50,000	67%	35%
\$50,000 to \$99,999	76%	41%
\$100,000 or more	79%	54%

Source: National Restaurant Association, online survey of 1,000 adults conducted by Engine, December 7-9, 2020

9 in 10 delivery customers favor all 7 policy proposals for third-party delivery companies

- Roughly 9 in 10 delivery customers* favor each of the 7 policy proposals that were presented to them.
 - There is very little difference between delivery customers who used a third-party service and delivery customers who did not use a third-party service during the past 6 months.

Percent of delivery customers who favor the following policy proposals

Policy Proposal	All delivery customers during the past 6 months	Delivery customers who used a third-party service during the past 6 months	Delivery customers who did not use a third-party service during the past 6 months
Require third-party delivery companies to allow restaurants to respond to customer feedback or reviews of food that's ordered from their restaurant	92%	94%	90%
Require third-party delivery companies to ensure that a restaurant's menu and pricing are accurately listed on their app or website	92%	92%	91%
Require third-party delivery drivers to have knowledge of basic food handling and safety techniques	91%	92%	91%
Require third-party delivery companies to show restaurants the average amount of time it takes for food to be delivered from their restaurant	91%	91%	90%
Require third-party delivery companies to be transparent with all fees, policies and marketing practices that will be used as part of the delivery relationship with each restaurant	90%	92%	88%
Require third-party delivery companies to allow customers to opt-in to direct communications (such as future specials or discounts) from restaurants, if desired	89%	90%	88%
Require third-party delivery companies to get a restaurant's permission before they can offer its food for delivery	87%	87%	88%

Source: National Restaurant Association, online survey of 1,000 adults conducted by Engine, December 7-9, 2020

*Adults that ordered food for delivery during the past 6 months