

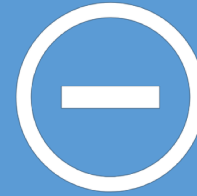
NOVEMBER 2017

# FOOD-ON-DEMAND





Customers spend a  
little more on food  
and beverage with  
**GRUBHUB**



A little less with  
**UBER  
EATS**



Overall purchase  
cost is the  
highest of all with  
**POSTMATES**

**GRUBHUB**

A



**UBER EATS**

B



**POSTMATES**

C

**DOORDASH**

D



TOTAL  
PURCHASE

**\$23** <sub>BD</sub>

**\$21**

**\$24** <sub>ABD</sub>

**\$21**



DELIVERY  
CHARGE & TIP

**\$6**

**\$6**

**\$8**

**\$6**



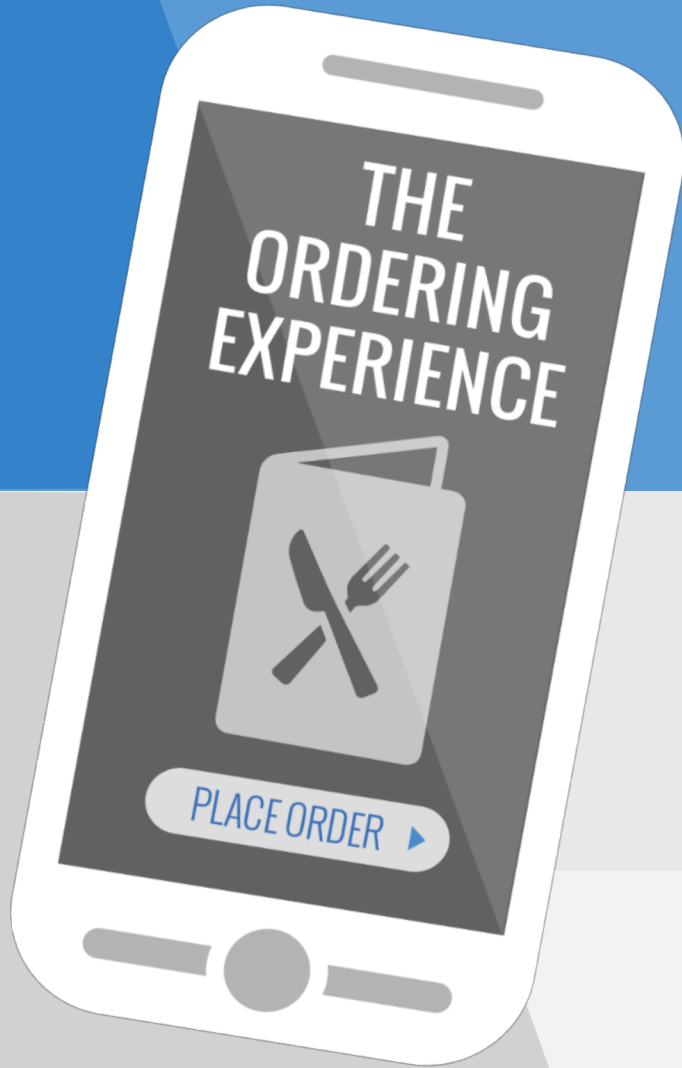
COST OF FOOD  
& BEVERAGE

**\$17** <sub>BD</sub>

**\$15**

**\$16** <sub>B</sub>

**\$16** <sub>B</sub>



Menus are generally easy to review, although PostMates is more challenging



Customers say delivery fees are not readily apparent in the UberEats or PostMates apps

**GRUBHUB**

A



**UBER EATS**

B

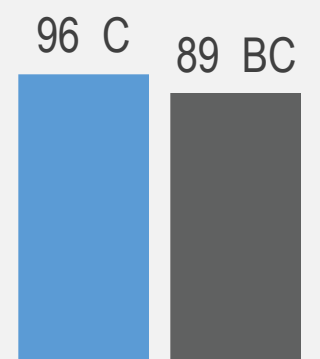
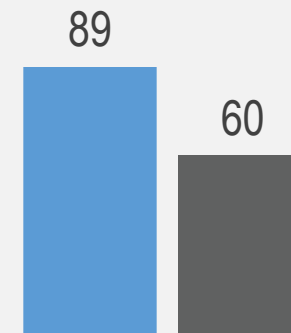
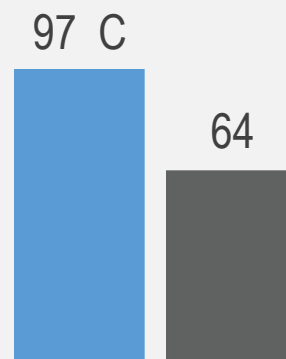


**POSTMATES**

C

**DOORDASH**

D





Most deliveries are  
on time or early



**GRUBHUB**  
is the slowest



**UBER EATS**  
is the fastest

**GRUBHUB**

A



**UBER EATS**

B



**POSTMATES**

C



**DOORDASH**

D



TIME FOR DELIVERY

**50** BCD  
minutes

**36**  
minutes

**40** B  
minutes

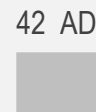
**42** B  
minutes



FOOD ARRIVED

● Early  
● Right on time  
● Late

55 BC



76 ABC



% RECEIVED NOTICE OF  
DELIVERY TIME CHANGE

(among those who had a  
change of 5 minutes or more)

**34%**

**50%** A

**46%** A

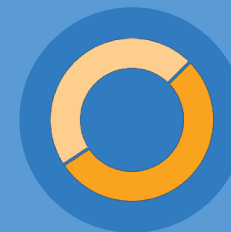
**50%** A



Consumers understand restaurant and delivery service roles



except when it comes to food temperature



Consumers are divided as to where this responsibility lies



### Restaurant At Fault



**91%** Food  
Packaged  
Poorly



**86%** Poor  
Presentation  
Of Food



**82%** Order  
Was  
Inaccurate



### Delivery Service At Fault



**85%** Poor  
Service  
From Driver



**69%** Delivery  
Not Within  
Estimated Time



### Customers Divided

Food Temperature  
Was Not Correct



**38%**  
Restaurant  
At Fault

**46%**  
Delivery Service  
At Fault