

Consumers Understand the Reasons for Delivery Fees



New Flex/Harris Poll findings on how Americans see app-based delivery fees across the economy.

A new Harris Poll commissioned by Flex finds that more Americans continue to rate app-based delivery fees as reasonable fees compared to other fees in the consumer landscape. At the same time, consumers rank delivery fee regulation dead last among their priorities for Congressional action. The results, which refresh data first collected by Harris and Flex in 2023, reveal a consumer base that is growing, increasingly engaged, and clear-eyed about the value app-based platforms provide.

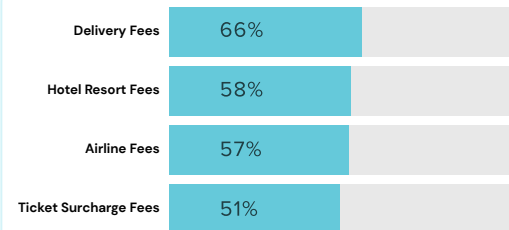
More Americans Are Using Delivery Apps, And They Value Them

60% of Americans now use a third-party delivery app at least once a month, up from 55% in 2023. Among those users, 70% say these platforms provide high or moderate value, a 6-point increase from 64% in 2023.

More Consumers Find Third-Party App Delivery Fees Reasonable Compared To Other Fees In The Marketplace

Two-thirds of Americans (66%) call third-party app delivery fees reasonable, a share that leads every other fee category tested: hotel resort fees (58%), airline fees (57%), and concert/live event ticket fees (51%). Considering the convenience of having food or groceries delivered to their location, nearly 8 in 10 Americans say tips (79%) and delivery fees (78%) are reasonable for apps to charge, followed by service fees at 63%. Among third-party delivery app users, 61% say fee descriptions are easy to understand, similar to 59% in 2023.

MOST REASONABLE FEES — BY CATEGORY



Delivery leads every other category by 8+ points

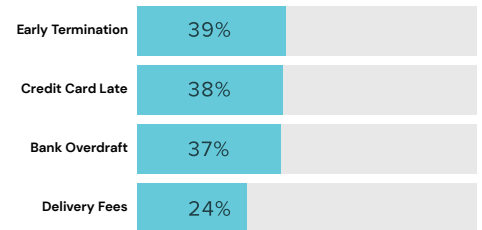
Disclosure Model Is Working: Consumers See Fees And Act On Them

80% of third-party delivery app users report having changed their mind about placing an order after seeing the total fees, similar to 76% in 2023. Among those who walked away, 52% chose to pick up the order themselves rather than have it delivered and 24% switched to a competing app. These are signs of a functioning, competitive marketplace where fee transparency gives consumers real power to make informed decisions.

Consumers Don't Believe Regulation Is Necessary

When asked which fees should be the highest priority for new federal regulation, only 24% of Americans named third-party app delivery fees, the lowest of any category tested and 15 percentage points below the top-ranked category (early termination fees at 39%). Meanwhile, third-party app delivery fees (36%) also ranked below early termination fees (43%) and bank overdraft fees (37%) when asked which fees Americans find most problematic or unreasonable to pay.

PRIORITY FOR CONGRESSIONAL REGULATION



Delivery = lowest priority of 7 fee categories tested; 15 pts below top

Unlike the kinds of fees that consistently draw consumer complaints, app-based delivery fees are displayed clearly and in full before a purchase is completed. Consumers see every charge, understand what they are paying for, and vote with their wallets. The data underscore growing public support for the app-based economy's commitment to business models that are honest, accessible, and built around consumer trust.

Survey Method:

This survey was conducted online within the United States by The Harris Poll on behalf of Flex Association from May 8-12, 2026, among 2,083 adults ages 18 and older, among whom 1,217 use 3rd party delivery apps at least once per month. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.7 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

The 2023 survey was conducted online within the United States by The Harris Poll on behalf of Flex Association from September 12 - 14, 2023, among 2,077 adults ages 18 and older, among whom 1,151 who use 3rd party delivery apps at least once per month.

For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Sayon Deb (sdeb@flexassociation.org).