DOORDASH

U.S. ECONOMIC IMPACT REPORT

PUBLICFIRST

2024

DOORDASH

U.S. Economic Impact Report 2024

PUBLICFIRST

About Us

Public First is an independent consultancy that works to help companies and organizations develop new policy proposals, better understand public opinion, and model their economic and social impact. Public First is a member of the Market Research Society.

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EXECUTIVE SUMMARY

DoorDash is a vital partner for people across the U.S., supporting a wide network of local businesses, providing earning opportunities for millions of Dashers, and delivering choice and convenience to consumers. To better understand its impact in local communities across the country, DoorDash commissioned this report from Public First with independent and anonymous surveys carried out by Quadrant Strategies.

DoorDash supported more than $106 billion in economic activity in the United States in 2024, along with nearly $20 billion in tax revenues.

MERCHANTS

In 2024, U.S.- based local merchants generated over

$40 billion

in sales on DoorDash Marketplace

As of December 2024, DoorDash connected over 550,000 local merchants on Marketplace — including restaurants, grocery stores, flower shops, and more — with consumers in communities across the U.S. DoorDash is a key partner in these merchants' success:

88%

of merchants said DoorDash had helped them reach new customers they otherwise wouldn't have been able to access

93%

of merchants said DoorDash had helped their business during times of economic uncertainty

16%

1 in 6 merchants (16%) said their business wouldn't exist today without the platform

DASHERS

In the U.S. in 2024:

More than 7 million people dashed,

earning over $16 billion,

while delivering, on average, less than 4 hours per week.

Dashing allows Dashers to earn on their own terms and provides income when they need it most:

92%

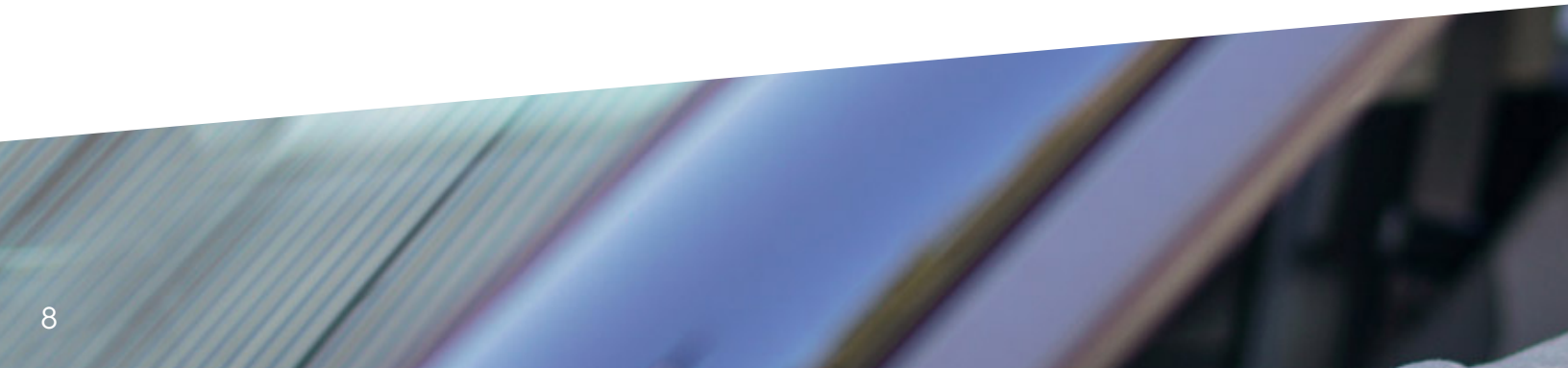
of Dashers said dashing provides them with more flexibility than other earning opportunities

88%

of Dashers would prefer to remain independent contractors

86%

of Dashers said dashing made them feel more in control of their circumstances



CONSUMERS

DoorDash helps people save time so they can do the things they love and enables them to support businesses right in their communities.

In 2024 alone, DoorDash saved consumers over 531 million hours - the equivalent of:

streaming the "Taylor Swift Eras Tour" concert film 63 million times,

playing 203 million games of pickleball,

and watching every episode of "The White Lotus" Season Three 22 million times.

DoorDash makes everyday life easier and helps people support their local community and connect with loved ones:

83%

of consumers said DoorDash has helped them be more productive or given them more time for other activities

86%

of parents said DoorDash helped them care for loved ones and spend more time with family

70%

of consumers said that without DoorDash, they would make fewer purchases from local businesses

INTRODUCTION

DoorDash has become a vital partner to hundreds of thousands of businesses across the United States, connecting millions of consumers with their favorite local restaurants, grocers, flower shops, and other retailers. In the process, Dashers are able to flexibly earn money, helping them reach their financial goals on their own terms.

By connecting merchants, Dashers, and consumers, DoorDash generates significant value for the U.S. economy through:

- Local merchant sales facilitated by DoorDash. Merchants benefit from increased revenue by operating through DoorDash's platforms. This leads to increased economic activity through their local supply chains and creates additional jobs.
- Earning opportunities for Dashers. Dashers make money as they deliver, and they then spend their earnings in the wider economy.
- DoorDash's employees and operations. As an organization, DoorDash generates economic value through its employees, their spending power, and its supply chain.

DoorDash supported more than $106 billion in economic activity in the United States in 2024, along with nearly $20 billion in tax revenues.

ABOUT THE RESEARCH

To better understand the impact DoorDash has on merchants, Dashers, consumers, and communities in the U.S., DoorDash commissioned independent analysts Quadrant Strategies and Public First to conduct new research, including:

- New economic modelling, with a full methodology at the end of this report.
- Independent, anonymous surveys of:
  - 914 consumers who ordered on DoorDash Marketplace in the previous month.
  - 1107 Dashers who completed a delivery in the last 90 days.
  - 548 independent merchants who currently partner with DoorDash.
- On-the-record interviews with a variety of DoorDash merchant partners about their experiences.

ABOUT PUBLIC FIRST

Public First is an independent consultancy that works to help companies and organizations better understand public opinion, model their economic and social impact, and develop new policy proposals.

ABOUT QUADRANT

Quadrant Strategies is a market research firm based in Washington, D.C.

MERCHANTS

DOORDASH SUPPORTS A WIDE RANGE OF DIFFERENT LOCAL BUSINESSES.

DoorDash supports hundreds of thousands of local merchants in communities across the country. To better understand how DoorDash helped support their businesses, Quadrant Strategies surveyed independent restaurants, grocers, flower shops, and other retailers on the platform. Among this group of merchants:

73%
have a single location

64%
have been in business for more than 6 years

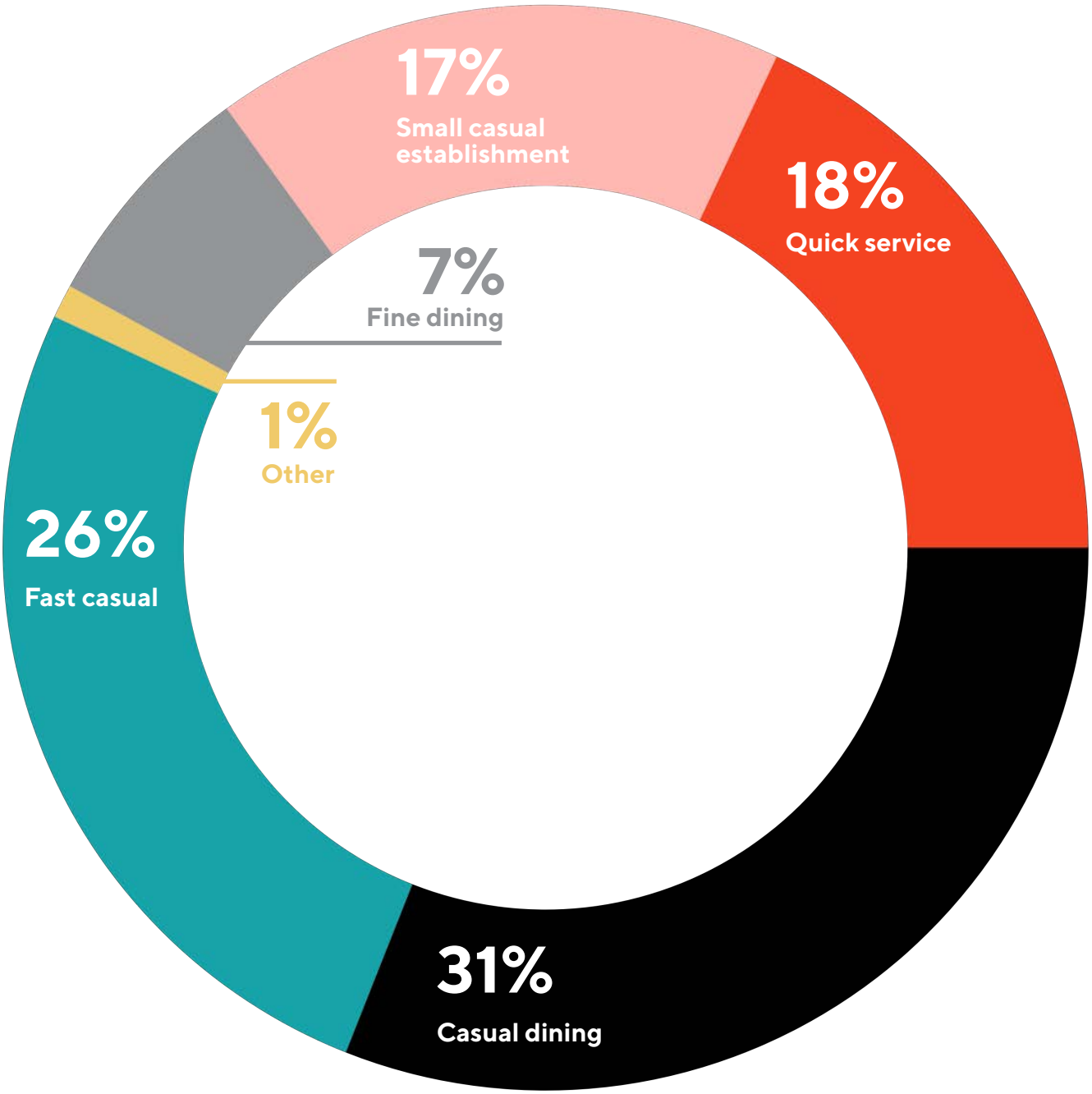
50%
currently have fewer than 10 employees

47%
are family-owned

55%
report under $1 million in sales over the last year

Restaurants on DoorDash range from upscale to casual local spots, with businesses in our survey using a wide range of labels to describe themselves.

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RESTAURANT?



DOORDASH IS A KEY PARTNER TO BUSINESS SUCCESS.

Merchants generated over **$40 billion** in sales on DoorDash Marketplace in the U.S. in 2024.

In a merchant survey conducted by Quadrant Strategies, the majority highlighted the positive impact DoorDash has had on their business. Local merchants reported that roughly 1 in 4 sales had come from third-party online platforms such as DoorDash in the two weeks prior to the survey.

Most merchants reported that, without DoorDash, their key business metrics would have been lower:

85%

said without DoorDash, they would have lower overall revenue

61%

said without DoorDash, they would have lower profit margins

89%

said without DoorDash, they would have lower customer growth

Our survey of consumers reinforced that, without platforms like DoorDash, many customers — and potential sales — could be lost for local restaurants. When asked what they would do if they couldn't use a third-party delivery platform like DoorDash to have a meal delivered, **76% of consumers said they wouldn't find another way to visit that merchant**, with 37% telling us they'd cook, 25% saying they'd eat leftovers, and 13% saying they'd eat snacks or skip the meal altogether.

DOORDASH CONNECTS LOCAL BUSINESSES TO MORE CONSUMERS.

Merchants see DoorDash as a key part of their growth strategy. For many, a significant share of revenue now comes through delivery platforms, with DoorDash playing a vital role in expanding their reach and increasing their visibility within local communities.

Among merchants surveyed:

88%

said DoorDash has helped them reach new customers they otherwise wouldn't have been able to access

70%

said the platform helps them acquire new on-premise customers by first introducing those customers to their business through delivery

78%

said DoorDash has helped them establish a bigger presence in their local community

DOORDASH HELPS STREAMLINE MERCHANT OPERATIONS.

DoorDash helps local businesses focus on what they do best. For many merchants, third-party delivery platforms like DoorDash make delivery possible — without the operational burden. By handling the technology and logistics, DoorDash allows business owners to spend more time on other critical parts of their business. Over half of merchants reported saving five hours per week or more because of DoorDash's support.

The top three areas where merchants said they've been able to invest more time thanks to DoorDash include:

50%
menu and inventory development

44%
staff training and development

35%
business expansion

Many merchants highlighted how managing their own delivery is simply not practical:

50%
said that if third-party delivery platforms such as DoorDash did not exist then they would not offer delivery at all

38%
don't offer their own delivery service because the time cost of managing the logistics is too high

Beyond time and cost savings, DoorDash supports long-term growth:

68%
said DoorDash has helped them expand without high upfront costs

66%
said DoorDash provides useful data insights into customer preferences and trends

CASE STUDY: THE ROSE MAVEN

In 2018, after going through a layoff, Elle Torres decided to take control of her future. The following year, she launched The Rose Maven, an e-commerce business selling preserved roses.

However, shipping delicate arrangements came with challenges — which led Elle to join DoorDash in 2021 to improve delivery in her local area. With DoorDash facilitating local deliveries, customers began receiving their arrangements in perfect condition, solving a major logistical headache.

"I really made the decision to use DoorDash because sometimes when I ship the roses, as careful as I am with packaging and everything, there are times where they arrive in very rough shape. So, I thought that by having them transported locally, it would ensure a better look."

Elle has seen substantial growth since joining DoorDash. In 2022, her first full year on the platform, her revenue increased by 55%, and as of early 2025, DoorDash accounts for 90% of her sales. She is clear that DoorDash has helped her reach new customers in ways traditional advertising couldn't.

"I am buried in obscurity on social media [...] I've tried local ads, but these flowers are not an impulse purchase. People buy these for special occasions. I also don't have a team to present these roses like a luxury item, like my competitors. So having a local platform that's convenient has really helped."

By leveraging DoorDash's marketing and promotional tools, Elle has reduced her reliance on paid social media advertising while increasing sales.

"I've had a lot of success with the marketing and promotions on DoorDash. It's to the point where I barely post on my socials because I know that I have ongoing marketing with DoorDash."

Looking ahead, Elle encourages other small business owners to consider DoorDash for reaching more customers without the complexities of managing their own delivery operations.

"DoorDash does all the hard work for you. You just fulfill orders as they come in. It's the perfect solution for a local business with minimal overhead."

Elle Torres

Founder and CEO, The Rose Maven

CASE STUDY: RINCÓN SALVADOREÑO

Elena Calderon-Quesada runs Rincón Salvadoreño, a Salvadorian restaurant in New York, originally founded by her late husband in 1980. Known for its authentic homemade dishes, the restaurant has always been a gathering place for the local community in Queens.

For most of its history, the restaurant focused on dine-in service, with minimal delivery. That changed in 2019 when Elena decided to integrate DoorDash into her business to free up her time, allowing her to focus on other parts of the business like events and catering.

"Delivery isn't easy to manage yourself. You have to worry about drivers, performance, safety — there's a lot that can happen on the road. So it was just a big load off my shoulders to have someone else responsible for that. It's given me extra time to focus on other possibilities for the business."

DoorDash has subsequently helped grow the restaurant's delivery sales. According to Elena, many first-time diners have found the restaurant through DoorDash, then decided to visit in person.

"We've had a lot of new customers tell us they first ordered from the app, then looked us up online and decided to come in. [...] It's helped us expand to different tastes and backgrounds."

Beyond sales, Elena has also benefited from participating in the DoorDash Accelerator for Local Restaurants, a 10-week business program that provided training on operations, finance, and marketing and connected her to a support network of other restaurant owners.

"It was a great experience because we touched on so many different aspects of operating a business. It helped me tie up loose ends, see the importance of structure, and keep my paperwork organized."

Looking ahead, Elena sees DoorDash as an essential part of her restaurant's future. She believes platforms like DoorDash not only make operations easier but also help small businesses reach more customers.

"I would encourage small businesses to use DoorDash. It will expand your business parameters, and you'll be able to reach more customers."

Elena Calderon-Quesada

Owner, Rincón Salvadoreño

DOORDASH HAS BEEN A LIFELINE TO MERCHANTS AMID ECONOMIC UNCERTAINTY.

Merchants see DoorDash as a reliable partner during challenging economic periods, crediting the platform with helping them sustain and grow their businesses during tough times. Small businesses and family-owned businesses were especially likely to report that DoorDash helped them reach new customers in uncertain times.

In addition, roughly **1 in 6** (16%) merchants said their business wouldn't exist today without the platform. When asked about their experiences during times of economic uncertainty:

68%

said DoorDash helped them attract new customers

49%

said DoorDash helped them maintain order volumes

48%

said DoorDash helped them maintain their revenue stream

DOORDASH CONTINUES TO GROW ITS PARTNERSHIPS WITH BUSINESSES BEYOND RESTAURANTS.

Beyond restaurants, DoorDash has become an important partner for convenience stores, liquor stores, grocers, florists, and other retailers. Consumers are embracing the broader offerings available through DoorDash. In December 2024, over 25% of DoorDash consumers ordered groceries or retail products — such as everyday essentials, pet food, flowers, or medicine — from the platform.

By connecting local retailers to nearby consumers, DoorDash helps keep more spending in local communities — and gives small businesses a better chance to compete. **45%** of consumers said that, without platforms like DoorDash, they would order retail products such as everyday essentials or pet food from large online retailers.

CASE STUDY: FRIENDS LIQUOR

Refaee Alrefaee has been running liquor stores in San Francisco for over 25 years. Today, he owns Friends Liquor, a popular neighborhood store known for its wide selection — from everyday essentials to rare and high-end bottles like Louis XIII by Rémy Martin. In 2020, Refaee partnered with DoorDash to keep pace with changing consumer habits.

"Technology has changed how people live and shop. I saw all the delivery trucks on the streets, and I knew I needed to be where my customers are — on their phones, online, looking for convenience."

Since joining DoorDash, the business has seen a notable uptick in delivery volume and reach. As of early 2025, DoorDash accounted for 40–50% of all delivery orders for Friends Liquor, and the store's monthly revenue from DoorDash orders averaged $60,000–$70,000. The delivery area has expanded, allowing Friends Liquor to serve consumers across San Francisco.

"Before, I was limited to four intersections. Now, I'm reaching the whole city. DoorDash helped us expand beyond the storefront — suddenly we were open to a much larger customer base."

Friends Liquor has become one of the top-rated liquor stores on DoorDash in the city, with a 4.9-star rating. The additional revenue has allowed Refaee to reinvest in the business — expanding product offerings, building marketing campaigns, and improving customer experience.

"I focus heavily on marketing and DoorDash is a key part of that, driving visibility and new customers. It's an important part of our growth. I'd love to do even more with DoorDash. I see it as more than just a platform; it's a partnership."

When asked whether he'd recommend DoorDash to other small business owners, Refaee doesn't hesitate:

"Absolutely. It helps you reach more people, grow your business, and keep up with the times. I'm still here today in part because of DoorDash, and I'm grateful for that."

REFAEE ALREFAEE,

Owner, Friends Liquor

DOORDASH IS A GO-TO PLATFORM FOR NEW AND GROWING LOCAL BUSINESSES.

Many newer businesses are choosing DoorDash from the very beginning, most plan to continue using the platform long-term, and the majority of merchants would recommend DoorDash to other businesses:

69%

expect to continue partnering with DoorDash for five or more years

85%

would recommend other businesses partner with DoorDash

Their reasons for sticking with DoorDash align with the benefits they've already seen:

68%

stay to continue growing their revenue

61%

stay to expand their delivery capabilities

43%

stay to increase their profitability

LOCAL MERCHANTS IN THEIR OWN WORDS

> DoorDash gives us access to a pool of potential customers that we may normally not reach through our own marketing.

> DoorDash has helped grow our business platform to reach new customers and fulfill a need to get our product to businesses and individual customers alike.

> Every year, DoorDash adds so much opportunity to our restaurant. We extended our delivery area and we can use capital from our growing sales to invest in marketing.

> For us, DoorDash has been the best partner in the delivery game. Most reliable, and easiest to work with.

> I love having the ability to offer delivery without having our own drivers.

DASHERS

DASHERS COME FROM ALL WALKS OF LIFE.

In 2024, over **7 million** people dashed[1] in the U.S., altogether earning **over $16 billion**. Dashers come from a broad range of backgrounds and span all ages, drawn by the opportunity to flexibly earn supplemental income. Based on survey responses:

79%
have other income or responsibilities (e.g. have a full- or part-time job, are retired, stay-at-home parents, or students)

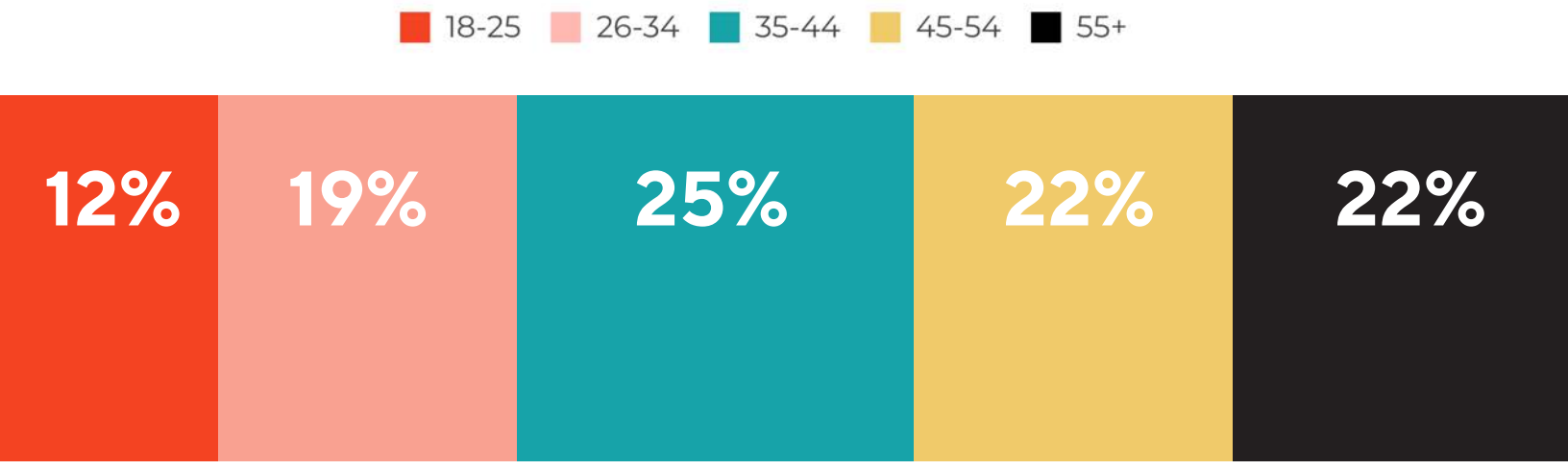
53%
have children under 18 or have other caregiving responsibilities

22%
have a disability or long-term illness

55%
are women

18%
live in a rural community

DASHER AGE DISTRIBUTION



1 Based on the number of Dasher accounts that have delivered an order through the DoorDash platform in 2024.

Veterans and their families are a meaningful part of the Dasher community.

An estimated **360,000** veterans across the country earn through the DoorDash platform, and another **half a million** Dashers have a veteran in their household.

WHY DASH?

Dashers reported a range of motivations when choosing to earn through the DoorDash platform with a big emphasis on flexibility. Dashing provides a level of autonomy and low barrier to entry that allows people to fit work around their existing responsibilities, whether that's caregiving, a full-time job, or studying. This accessibility and control make it a valuable way to earn on their own terms.

Dashing offers a unique approach to earning that is not easy to find elsewhere. 38% of Dashers said they would not substitute their lost income if they were unable to earn using a delivery or ridesharing platform, as no other options are enjoyable or would meet their needs.

Extrapolating to the over 7 million people who dashed in 2024, this suggests that over 2.6 million people might not have generated incremental earnings without access to this kind of income — **amounting to roughly $6 billion that might not have been earned.**

The 6 main reasons that Dashers choose to earn income using DoorDash over other opportunities:

I'm able to create my own schedule

63%

I'm able to work as much or as little as I want

59%

It allows me to supplement my income whenever I need to

48%

I can get paid quickly

48%

I enjoy the work

36%

Signing up was quick and easy

30%

DASHERS CAN EARN ON THEIR OWN TERMS.

Unlike traditional jobs, dashing offers unique flexibility and accessibility, making it easy for Dashers to fit work around their other commitments, whether it's caring for family or holding a full-time job.

94%

are satisfied with the flexibility that DoorDash provides

63%

said that the ability to create their own schedule was one of the top reasons why they delivered using DoorDash

92%

said dashing provides them with more flexibility than other earning opportunities

Flexibility is particularly important to those with caregiving responsibilities, as it gives them the freedom to spend more time with loved ones. Of the Dashers with children under 18 or other caregiving responsibilities who participated in the survey:

95%

said flexible working hours are important to be able to spend more time with their family or care for their loved ones

79%

said dashing allows them to be more present and available at home

82%

said dashing helps them to provide for themselves and their family

Dashers overwhelmingly want to retain control of their schedules:

88%

would prefer to remain an independent contractor than have their classification changed to employee

95%

said the flexibility is what made them choose app-based delivery over other earning opportunities

85%

said they would stop dashing if they couldn't choose the days or times they worked

56% of Dashers think that they would be worse off if they weren't able to earn through delivery or rideshare platforms and had to work a traditional full- or part-time job instead — **only 8% think they would be better off.**

DASHING PROVIDES INCOME WHEN DASHERS NEED IT MOST.

DoorDash offers a fast, flexible, and low barrier way for Dashers to manage financial challenges and bridge gaps in their income. This empowers individuals across the U.S. to achieve greater financial independence and, in aggregate, can support the overall resilience of the U.S. economy.

78%

said they feel less stressed about their financial situation because they can dash when they need to

86%

said dashing made them feel more in control of their circumstances

56%

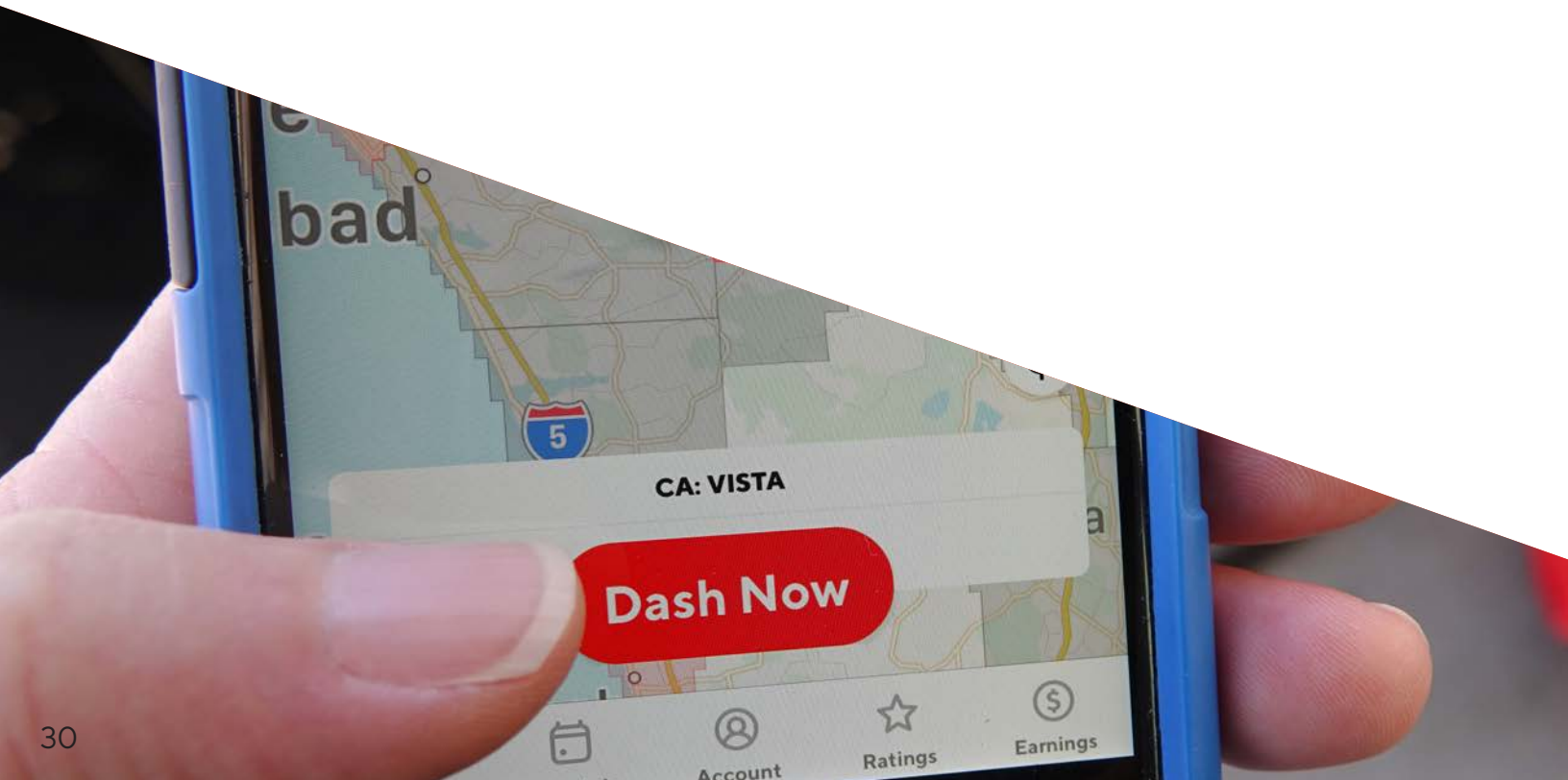
said they dash more during times of financial stress, such as when bills are due

49%

said they dash more because costs are going up for food, bills, and rent

58%

have dashed to make up for lost income or reduced hours at their job



A significant minority also said that it had offered an alternative to applying for government benefits. **1 in 4** said that they did not need to apply for government benefits because of dashing.

Of this group, **49%** said dashing helped them avoid applying for the Supplemental Nutrition Assistance Program, **21%** said it helped them avoid applying for rent assistance programs, and **33%** said it helped them avoid applying for unemployment insurance.[2]

Many Dashers reported turning to dashing when they faced difficult financial situations. Were dashing not available, a significant proportion said they would have to resort either to borrowing from friends and family, or taking on debt.

32%

said they would have to borrow money from friends or family if dashing wasn't available to them

27%

said they would have to take on credit card debt if dashing wasn't available to them

34%

said they had avoided applying for a payday loan because of dashing

2 Respondents could choose multiple options.

DASHING HELPS PEOPLE REACH THEIR FINANCIAL GOALS.

In addition to providing quick access to flexible income, dashing can help Dashers achieve their longer-term financial goals: whether they are saving for a major expense, or setting aside money for their future.

According to the Dashers who responded to our survey:

74%

said dashing had helped to pay off existing debt

78%

said dashing helped them to save for emergencies

85%

said dashing helped them save money to care for their family

When looking ahead to their current financial goals:

34%

are dashing to cover an unexpected expense, such as car repairs or a medical bill

21%

are dashing to save money for an emergency fund

23%

are dashing to pay for gifts, special occasions, and other smaller purchases

Dashing was seen as both a long-term option for topping up income, as well as a time-limited tool for reaching a specific financial goal:

59%

plan to keep dashing in the long term, in order to continue to supplement their income

47%

plan to keep dashing until they meet a specific goal, such as paying off debt or finding a full-time job

If flexible work was not available, 77% of those surveyed said they would cut back on household spending. Among these 77%, the average amount they would cut back each month was $357.

DASHERS ENJOY EARNING AND CONNECTING WITH THEIR LOCAL COMMUNITY.

The vast majority of Dashers are happy with their experience dashing and would recommend it to a friend:

88%
are happy with the overall experience of dashing

88%
would recommend dashing to a friend

81%
are proud to be a Dasher

Dashers enjoy getting to know their community as they earn, and take pride in connecting restaurants and merchants to local consumers, rating these experiences as the most satisfying aspects of dashing.

97%
feel motivated to provide consumers with a good service

96%
were satisfied with their experience of getting to know restaurants and merchants in their local community

92%
feel satisfied with their experiences dealing with other Dashers

91%
said dashing has helped them to get to know their local community

88%
said that dashing helped them discover new merchants that they had later returned to as a customer

74%
feel invested in the local merchants they make deliveries for

DASHERS IN THEIR OWN WORDS

"Dashing allows me to connect with people in my community. I like getting outside daily to get some exercise and fresh air and make a few extra bucks."

"Dashing has given me more freedom to use my retirement years in a way that is of most benefit to my wife and me, and our children/grandchildren's activities. A good example of this is that my wife recently had breast cancer surgery. I have had the freedom to adjust my hours and be more selective in order to make myself available to assist her with her medical needs."

"Since I started dashing, my quality of life has been better - I have made many friends that work at restaurants and other Dashers. I would not have met these people if it wasn't for DoorDash. I have made some lifelong friendships."

"Dashing has helped me pay off medical and credit card debt in the past. Now, I use it mainly to bridge the gap financially if my paycheck isn't as much as I thought it would be or if I want to treat myself and don't have any money to do so."

"It helps me with the cost of groceries and gas. I was able to have an awesome day at a Buffalo Bills game with my son."

"I'm currently raising my 7 year old grandson - dashing makes it possible for me to work around my grandson's school schedule, counseling, sports and doctor appointments without requesting time off work from a regular job."

CONSUMERS

DOORDASH CONNECTS PEOPLE TO THE BEST OF THEIR NEIGHBORHOOD.

DoorDash isn't just a delivery platform—it's a way for consumers to connect to local favorites and spend their dollars in their communities. Many people use the platform to try restaurants and retailers they wouldn't have visited otherwise, often building lasting consumer relationships in the process. Of consumers that participated in our survey:

76%

said DoorDash introduced them to restaurants they wouldn't have tried otherwise

72%

said that after trying new restaurants on DoorDash they ordered from some or all of them again

31%

said DoorDash introduced them to a retail or grocery store they wouldn't have tried otherwise

DoorDash consumers say the platform has helped them to support local businesses:

83%

said DoorDash has made it easier to support local businesses in their community

70%

said that without DoorDash they would make fewer purchases from local businesses

DOORDASH HELPS TO MAKE EVERYDAY LIFE EASIER.

DoorDash helps people save time — and use it well. In 2024 alone, DoorDash saved consumers over 531 million hours — the equivalent of:

streaming the "Taylor Swift Eras Tour" concert film 63 million times,

playing 203 million games of pickleball,

and watching every episode of "The White Lotus" Season Three 22 million times.

Of the consumers who participated in our survey:

89%

said DoorDash gives them more control over their time

95%

said DoorDash reduces the burden of cooking when they don't have time

70%

said DoorDash allowed them to order from merchants that would otherwise be too far away

Parents, in particular, said DoorDash has helped them better balance their responsibilities. Of the parents we surveyed:

86%

said it helped them care for loved ones and spend more time with family

73%

said DoorDash delivery makes them feel less stressed and anxious about providing for their families

49%

said DoorDash helps them do their jobs effectively

DOORDASH HELPS PEOPLE GET WHAT THEY NEED — QUICKLY, AFFORDABLY, AND ON THEIR OWN TERMS.

Consumers increasingly rely on the platform for groceries, everyday essentials, and retail products, especially when they're short on time, energy, or access. 75% of users said they choose DoorDash because it is more reliable than other services.

Whether trying something new, staying within budget, or choosing healthier meals, DoorDash gives consumers more flexibility and control over how they shop and eat:

56%

said DoorDash helps them make healthier choices

71%

said it's easy to order food through DoorDash while staying within their budget

83%

had used DoorDash to order items when they couldn't make it to a store

Consumers also see DoorDash as an affordable option:

said DoorDash provides good value for money

said DoorDash offers good promotions/discounts

UNDERSERVED COMMUNITIES USE DOORDASH TO GET FOOD AND ESSENTIAL ITEMS.

Used by people from all walks of life, DoorDash plays a particularly important role in supporting people who face barriers to accessing food, groceries, and everyday necessities. In 2024, there were over 15,000 stores on the DoorDash platform that accepted SNAP/EBT payments, a figure that continues to grow. Of the users who participated in our survey:

49%

reported a household income under $75,000, which is broadly consistent with the U.S. population

22%

said they have a disability, mobility issue, or chronic illness

11%

are SNAP beneficiaries

For many, delivery is not just a convenience — it's a necessity:

48%

use the platform due to mobility challenges, such as illness or a lack of transportation

28%

of users with household incomes under $75,000 said they use delivery platforms for groceries or retail items because getting to a store is difficult

20%

of users with disabilities or chronic conditions said they would have to skip a meal or rely on snacks if they couldn't get food delivered via platforms like DoorDash

PROJECT DASH

Since 2018, DoorDash's Project DASH has made over 6 million deliveries amounting to over 100 million meals across the U.S. on behalf of hundreds of food banks, food pantries, and other nonprofits — including United Way chapters, Feeding America partner food banks, and Meals on Wheels America. Project DASH helps our partners to send food directly to the doors of seniors, working parents, new mothers, and individuals with disabilities — eliminating the transportation, mobility, and time barriers that many households face.

"Ending food insecurity is one of the biggest challenges of our lifetimes — and while there's much work to be accomplished, with Project DASH we're closer to building a community where no one is hungry. Home delivery and Project DASH are so important because they empower us to do what we do best: provide food to those in need."

Kyle Camberg
Sunshine Division

PEOPLE USE DOORDASH TO SHOW LOVED ONES THEY CARE.

People use DoorDash to care for loved ones, near or far. **58%** of users reported ordering meals for someone who is not in their household, using food as a way to offer care and connection. Of these users:

28%

had sent a meal to someone dealing with a physical or mental illness

18%

had sent a meal to someone facing financial hardship

15%

had sent a meal to someone with limited transportation options

DoorDash also plays a growing role in helping people celebrate together, even when they are apart:

38%

have ordered food through DoorDash for a special occasion

48%

have used DoorDash to send someone a gift, such as flowers, gift cards, or a surprise meal

CONSUMERS IN THEIR OWN WORDS

> I have recently had a knee replacement and cannot drive. It is easier to have home delivery for grocery, restaurant and drug stores. I appreciate the timeliness and variety of options.

> [DoorDash has] made take out and emergency necessity items like medicine accessible to me. I don't drive and have no access to public transportation so it was a major ordeal for a long time if something came up.

> I'm currently remodeling my house so I don't have a kitchen at the moment. So I've been using DoorDash. It's convenient, fast and you get a lot of options to choose from.

> Makes hectic evenings with kids activities & long work days easier when it comes to dinner. Helpful when I realize I need an ingredient I don't have but am already in the process of cooking.

> My job is very busy and often unpredictable. Being able to DoorDash my lunch has saved me many times where I would otherwise go hungry.

> DoorDash has been a game-changer for me, especially on busy days. It's saved me countless times when I needed a quick meal. Plus, the convenience of getting groceries or essentials delivered has been a huge help.

> Between juggling school and taking care of my siblings, there were days when I barely had time to cook or even think about what to eat. Instead of stressing over making a meal, I could just order DoorDash and have food delivered right to us.

METHODOLOGY

OVERALL ECONOMIC IMPACT OF DOORDASH

To quantify DoorDash's overall economic impact, we estimated the economic activity supported using:

1. Merchant sales, supported by both DoorDash Marketplace and Drive On-Demand, offers delivery for orders placed on a merchant's own app or website
2. Dasher income and spending supported by DoorDash
3. DoorDash's corporate footprint

Internal data from DoorDash was used to establish the direct economic impact of each of these channels. We then used a standard economic modelling framework - input-output analysis - to quantify the follow-on economic activity supported along supply chains (indirect economic impacts) and through household spending (induced economic impacts).

TIME SAVED

Public First estimates of the time saved by consumers from using DoorDash drew on findings from the Quadrant survey on what they would be likely to do if they were unable to use DoorDash. We then drew on desk research to arrive at reasonable assumptions for the time cost to consumers from these choices. Using a study by the CDC[2], we assumed that in the absence of ordering via DoorDash it would take consumers on average: 35 minutes to prepare a meal; 33 minutes to travel to and from a restaurant; and 25 minutes to travel to pick up food from a food outlet. We then used DoorDash delivery numbers to arrive at an aggregate time saving.

2 https://www.cdc.gov/pcd/issues/2015/15_0065.htm

SURVEY METHODOLOGY

Dashers

From February 6 to March 9, 2025, Quadrant Strategies fielded a 19-minute online survey with n=1107 Dashers from a nationwide sample of Dashers in the 50 U.S. states and the District of Columbia who completed at least one delivery in the 90 days prior to the survey and haven't opted out of DoorDash emails or surveys. The margin of error was +/- 2.9%.

Merchants

From February 6 to March 10, 2025, Quadrant Strategies fielded a 15-minute online survey with n=548 DoorDash independent merchant partners in the 50 U.S. states and the District of Columbia who earned at least $500 in sales on Marketplace or Drive in the month prior to the survey, had been on the platform for at least three months, and haven't opted out of DoorDash emails or surveys. The margin of error was +/- 4.2%.

Consumers

From February 6 to March 9, 2025, Quadrant Strategies fielded a 13-minute online survey with n=914 DoorDash consumers in the 50 U.S. states and the District of Columbia who have placed at least one order on DoorDash Marketplace in the month prior to the survey and haven't opted out of DoorDash emails or surveys. The margin of error was +/- 3.2%.

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