



DOORDASH



DELIVERING THE GOODS

The Impact
of DoorDash in the
United States in 2023

DOORDASH

The Impact of DoorDash in the
United States in 2023.

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.

A: Public First Ltd, Ashleigh Villa, 143 Tamworth Road, Long Eaton, Nottingham, NG10 1BY


T: +44 (0) 2036 872 761

E: info@publicfirst.co.uk

www.publicfirst.co.uk

CONTENTS

6	Executive Summary
12	Introduction
14	Dashers
24	Merchants
36	Consumers
43	Methodology



EXECUTIVE SUMMARY

DoorDash creates earnings opportunities for millions of Dashers, helps a broad network of merchants grow their business and brings choice and convenience to consumers. DoorDash commissioned this report from Public First with independent, anonymous surveys conducted by Quadrant Strategies.

DASHERS

In the United States, more than 6 million people in 2023 dashed to pursue financial security on their own terms and on their own schedule.

Dashing provides supplemental earnings opportunities that fit into people's busy lives:



82% have other income or responsibilities or are retired

90% In 2023 Q4, around 90% of Dashers spent less than 10 hours per week while on delivery and the average Dasher spent less than 4 hours per week.

92% of Dashers agree that dashing allows them more flexibility compared with other earnings opportunities they've had.

91% of Dashers prefer to remain an independent contractor.

And helps them become more financially resilient:



of Dashers feel more financially stable since before they started dashing



of Dashers would cut back on household spending if flexible work were not available



of Dashers say they would not choose an alternative way to replace their dashing income were it to go away.

79%

of Dashers feel less stressed and anxious about their financial situation because they can dash whenever they need

46%

of Dashers have dashed to avoid government benefits or payday loans.

58%

of Dashers say they would spend less time caring for loved ones if flexible work were not available



MERCHANTS

DoorDash helps merchants – including restaurants, grocers, retailers, and other local businesses – create an ecommerce and delivery channel that enables them to:

Grow their business:



70%

of merchants say DoorDash has helped to increase profits.



73%

Without delivery options like DoorDash, 73% of meals delivered through the app might not have been ordered at all.



33%

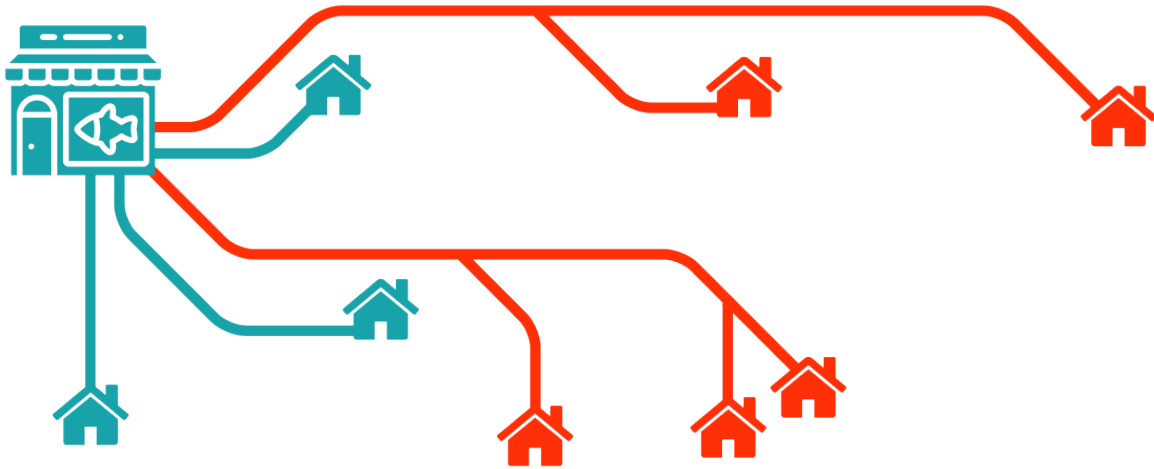
Without delivery, 33% of consumers surveyed say they would cook at home, 27% would eat leftovers and 13% would skip the meal or eat snacks.



1 in 5

merchants (19%) say that, if not for DoorDash, their business would not exist today

And reach new customers:

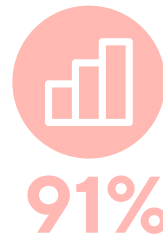


87%

of merchants say that DoorDash helps them reach new customers they would otherwise not be able to reach



of consumers have used DoorDash to order from restaurants they would not have otherwise tried and 79% went back to some or all of these restaurants, including 18% who visited in person.



If they had not partnered with DoorDash over the past year, 91% of merchants say their new customer growth would have been lower without DoorDash.

This helps explain why 94% of merchants plan to continue partnering with DoorDash for at least a year and in 2023, over 100,000 independent stores joined DoorDash Marketplace globally.



CONSUMERS

Millions of people in America benefit from being able to quickly and easily order from their favorite stores and restaurants – supporting businesses in their communities in the process.

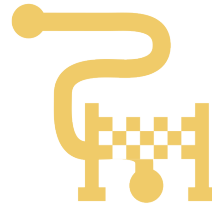
**In total DoorDash saved users an estimated 446 million hours in 2023.
That's enough time to:**



play 204 million board games



go to 59 million concerts



run 291 million 5Ks



of consumers agree that DoorDash helps them to be more productive or gives them time back for other activities.



of consumers have used DoorDash to order from merchants that would otherwise be too far away.



Over 24 million people who are living in food deserts can now order grocery delivery on DoorDash



of consumers have used DoorDash to order items they need when they couldn't buy them themselves.



of consumers feel good about supporting local merchants by using DoorDash.

A close-up photograph of a bright red Doordash delivery bag mounted on the back of a motorcycle. The bag is made of a durable, textured fabric and features a prominent white logo consisting of a stylized 'D' followed by the word 'DOORDASH' in a bold, sans-serif font. The bag has reflective silver stripes along its top and side edges. It is secured to the motorcycle's seat with a metal bracket. The background is a blurred outdoor setting, suggesting a city street. The bottom of the image has a solid red gradient overlay.

 DOORDASH

INTRODUCTION

Over the last decade, DoorDash has become a key partner to hundreds of thousands of businesses in the United States. The platform connects millions of customers to local eateries and stores, while providing flexible earning opportunities to millions of Dashers across the country.

To gain insight into the impact the DoorDash platform has for Dashers, merchants, consumers, and communities in the United States, DoorDash commissioned independent analysts Quadrant Strategies and Public First to conduct new research, including:

Independent, anonymous surveys of:

- 2,645 consumers who have ordered on DoorDash Marketplace in the last month.
- 6,957 Dashers who completed a delivery in the last 90 days.
- 1,248 independent merchants who currently partner with DoorDash.
- On-the-record interviews with a variety of independent DoorDash merchant partners about their experiences.



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.



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

DASHERS



In 2023, over **6 million** people dashed in the US. Across the globe, Dashers earned over **\$15 billion** through the DoorDash platform. Dashers across the US come from a broad range of backgrounds, but they all value the opportunity to flexibly earn supplemental income.

In our survey...



DASHER AGE DISTRIBUTION

¹ This includes Dashers who have a full- or part-time job, are self-employed, students, stay-at-home caregivers, or retired

WHY DASHING?

Dashers report a range of motivations for choosing to earn using the DoorDash platform, with an emphasis on flexibility. 88% of Dashers say that one of the main reasons they dash is because of the unique flexibility it provides: it allows them to create their own schedule, work as much or as little as they want, or supplement their income whenever they need.

Compared to traditional forms of employment, the accessibility and flexibility offered by dashing is unique. Dashers are able to exercise a high degree of control over the time they spend earning and work around existing commitments such as caring responsibilities or a full-time job



91%

of Dashers are satisfied with the overall experience of dashing.



90%

of Dashers would recommend dashing to a friend.



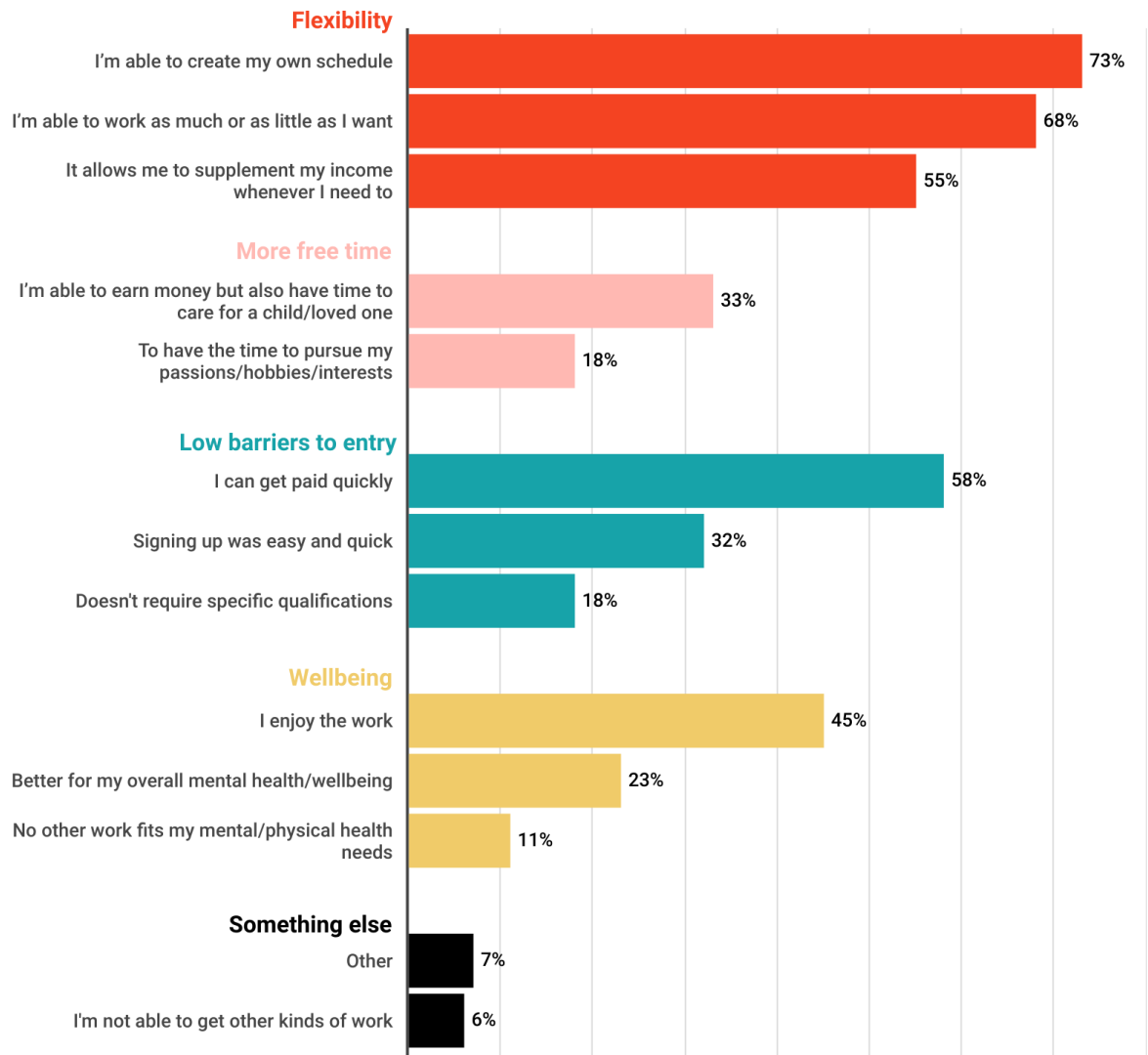
85%

of Dashers are proud to be a Dasher.

40%

Dashing offers a unique approach to earning that isn't easy to come by; 40% of Dashers say they would not choose an alternative way to replace this income were it to go away. Extrapolating to the 6 million people who dashed in 2023, this suggests that **2.4 million people might not choose to generate incremental earnings** without the platform.

Which of the following are the main reasons you deliver using DoorDash over other opportunities?





SUPPORTING FINANCIAL RESILIENCE

With many people in the US facing rising costs and financial challenges, DoorDash offers Dashers a fast and easy way to bridge gaps in their income.



79%

of Dashers feel less stressed and anxious about their financial situation because they can dash whenever they need to.



68%

of Dashers feel more financially stable since they started dashing. This rises to 75% among Dashers who spent, on average, more than 10 hours per week on delivery in the last quarter.



80%

of Dashers agree it would be hard to make ends meet without the extra income they earn through app-based driving or delivering.



90%

of Dashers agree that dashing makes them feel more in control of their circumstances.



55%

of Dashers agree that dashing allows them to increase their hours in times of crisis, such as when facing a financial emergency.



57%

of Dashers say they have dashed to make up for lost income or reduced hours at their full or part-time jobs.

Dashing empowers people across the US to pursue financial security with greater independence. 57% of Dashers agreed that dashing gave them the freedom to leave a job they didn't like, and 27% of Dashers have dashed to avoid needing to apply for government benefits and 33% to avoid taking out a payday loan.

Dashing is particularly helpful to people supporting families, with 83% of Dashers agreeing that their income from dashing helps them provide for themselves and their families, rising to 87% for Dashers who are a single-parent/guardian.

Dashing helps Dashers meet today's expenses:



58%

of Dashers say they dash to pay monthly bills like rent, mortgage, or car payments.



24%

of Dashers are dashing to care for their families, e.g. to cover childcare costs.



35%

of Dashers dash to pay for gifts for their family, friends, or themselves.

And move past financial challenges:



40%

of Dashers are dashing to pay off a debt. Of which, 77% say that dashing helped them somewhat or a great deal in meeting this goal.



40%

of Dashers are dashing to pay for unexpected expenses.

While also enabling many Dashers to reach their goals:



51%

of student Dashers say that the ability to dash helped them pay for educational expenses.



17%

of Dashers are dashing to save up for a major purchase like a car or home.



28%

of Dashers are dashing to save for an emergency fund.



1 in 10

Almost 1 in 10 Dashers are dashing to save for retirement.



7%

of Dashers are dashing to save money to start their own business.

91%

Flexibility is what brings Dashers to the platform. Our survey found that 91% of Dashers prefer to remain independent contractors to maintain their flexibility, rather than being reclassified as employees.

THE IMPORTANCE OF FLEXIBILITY

Dashers value the ability to work on their own terms. Many Dashers balance dashing with other responsibilities and commitments – caring for their family, furthering their education, or working full- or part-time jobs. In 2023 Q4, around 90% of Dashers spent less than 10 hours per week on delivery and the average Dasher spent less than 4 hours per week on delivery.



72%

of Dashers say dashing represents less than half of their household income.



6%

Only 6% of Dashers say one of the main reasons they dash is because they are unable to get other kinds of work.

Dashers come and go as they please: In 2023 Q4, almost 1 in 5 Dashers (18%) dashed in only a single week over the quarter and 71% skipped at least 4 weeks in the quarter.

And flexible working hours mean more time for themselves and more time with their families:



94%

of Dashers say flexibility is important in helping them spend more quality time with their family or care for their loved ones.



97%

of Dashers with a part-time job say flexibility is important in allowing them to dash when they need to supplement freelance, unpredictable, or unstable work income.



95%

of Dashers with disabilities say flexibility is important in allowing them to take care of their healthcare needs or attend doctor's appointments.

92% of Dashers agree that dashing allows them more flexibility compared with other earnings opportunities they've had. And, if flexible work were not available, 58% of Dashers say they would spend less time caring for loved ones, 76% would cut back on household spending and 76% would spend less on themselves.

CONNECTING WITH LOCAL COMMUNITIES

Dashers are proud of their work, and enjoy getting to know their local communities as they connect local merchants to consumers.



45%

of Dashers say that one of the **main reasons** they dash is because they enjoy the work.



92%

of Dashers agree that dashing helps them get to know their local community.



75%

of Dashers feel invested in the merchants they make deliveries for.



97%

of Dashers feel motivated to provide consumers with good service.

Many Dashers take inspiration from their deliveries. **88%** of Dashers agree that dashing has helped them discover new merchants in their area that they have returned to as a customer.

IN THEIR OWN WORDS

“I have been a Dasher since the pandemic and as we all know that has been a strain on all families around the world.

DoorDash has helped me avoid taking on any additional debt by not taking out payday loans as I have in the past. It has also helped me to support others in their time of need. Whenever I don't have a full time job I know I can always rely on DoorDash to meet my family needs.”

“Dashing has allowed me to be as free as I want to be. I have visited many different states over the last couple years knowing full well that I could dash at any time to pay for gas/food/car payment and survive. Have you ever been to Bangor Maine? That place is GORGEOUS.”

“Dashing has kept me stable and allowed me to quit jobs and make other decisions in my life without feeling stuck and miserable.”

“Dashing has improved my life because I have money to spend on my children for birthdays, holidays and back to school. I am able to work during the hours they're in school!”

“I have PTSD and it has made maintaining a stable income very difficult. With DoorDash I can dash like crazy on days I'm feeling fabulous, and on days when I'm feeling blue I can stay home and be with family and friends. DoorDash has not only helped stabilize my life, but also worked miracles for my mental health.”

“I love the open schedules and the ability to go to so many different areas is awesome. It's fun and easy. I know it's delivering items but it makes me feel good bringing something to someone's house that maybe can't leave at that moment or won't be able to make it to the place by themselves. It's rewarding, honestly.”



MERCHANTS

We surveyed independent restaurants, grocers, flower shops, and other retailers on our platform on how DoorDash has helped them grow their business. Among this group of merchants...



75%

have a single location



55%

have been in business for more than 6 years



53%

currently have fewer than 10 employees



28%

reported \$1 million or more in sales over the last year



39%

are owned by people of color

Storefront supports merchants in creating their own branded online store, turning website visitors into customers through direct ordering.

Marketplace connects consumers with merchants on the DoorDash app or website, enabling on-demand access to businesses in their neighborhood. consumers with merchants on the DoorDash app or website, enabling on-demand access to businesses in their neighborhood.

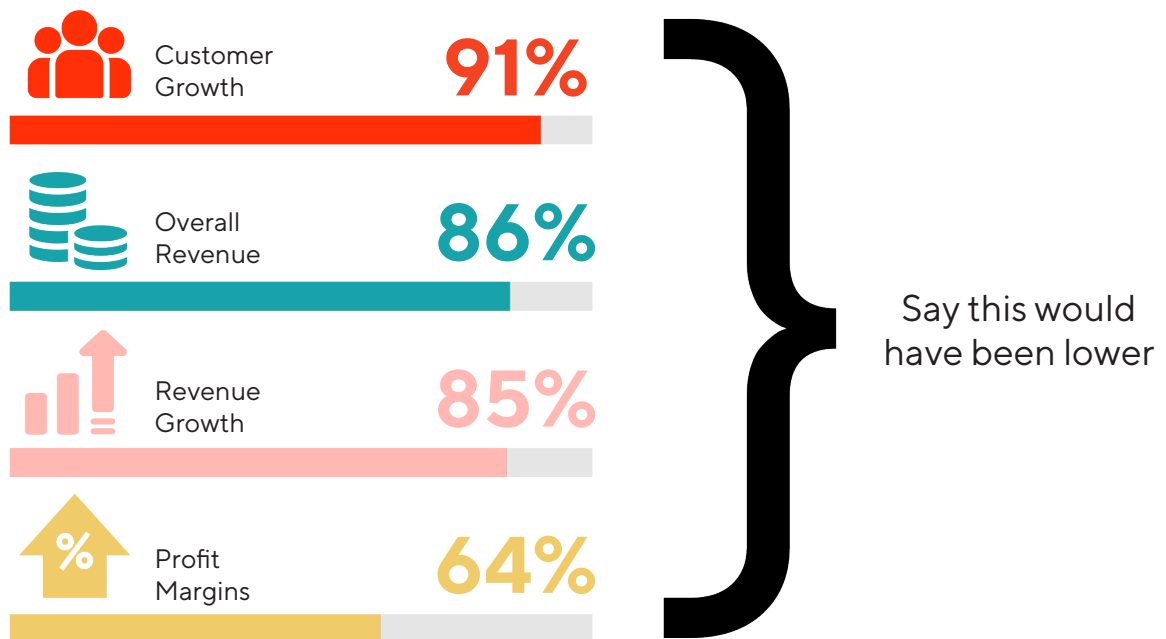
Drive enables merchants to fulfill delivery demand generated by their existing online channels, with Dashers completing these deliveries.

DoorDash Marketplace currently has hundreds of thousands of merchants in the US. In 2023, merchants earned nearly **\$50 billion** through sales on the DoorDash and Wolt Marketplaces across the globe². Merchant same-store sales on DoorDash Marketplace increased by over 12% in 2023 Q4 as compared to 2022 Q4.

In our survey of independent merchants, the vast majority say that their overall business performance would have been lower if they had not partnered with DoorDash.

Almost half of merchants (48%) say that DoorDash is crucial to their business's success. When asked to imagine life without DoorDash, merchants were clear that they would be worse off over the last year.

Merchants surveyed say that, without DoorDash, the following would have been lower:

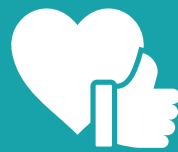


Merchants want to remain with the platform and prefer DoorDash to other partnerships:



94%

of merchants plan to continue partnering with DoorDash for one year or more.



73%

of merchants prefer DoorDash to other third-party delivery platforms.



100,000

In 2023, over 100,000 independent stores joined DoorDash Marketplace globally.



FINDING SUCCESS WITH DOORDASH

DoorDash provides merchants with an opportunity to increase awareness of their business within their local communities, introducing their products and services to a broader customer base.



87%

of merchants agree that DoorDash helps them reach new customers they would otherwise not be able to reach.



79%

of merchants say that DoorDash helps them establish a bigger presence in their community.

68%

of merchants agree that DoorDash helps them acquire new on-premise customers by introducing them to their business, rising to 73% for businesses that are owned by people of color.

The consumer survey echoes the value DoorDash offers merchants. Without delivery options like DoorDash, 73% of meals delivered through the app might not have been ordered at all. Without delivery, 33% of consumers surveyed say they would cook at home, 27% would eat leftovers and 13% would skip the meal or eat snacks.

Third-party delivery boosts not just the restaurant industry as a whole but individual restaurants. When consumers open an app like DoorDash looking for a particular restaurant that isn't listed, 43% say they'd choose an alternative instead of seeking other ways to visit that merchant.

43%



STOREFRONT MERCHANTS



71%

of Storefront merchants say Storefront helps them maintain and extend their relationship with their customers.



76%

of Storefront merchants say Storefront helps them grow their business.



74%

of Storefront merchants say Storefront helps them preserve their brand identity.

2/3

Around two-thirds of Storefront merchants agree that Storefront data reports give them the insights they need to accelerate the growth of their businesses.



ALLI'S CAFE

Alli's Cafe is based in North Carolina and serves popular dishes such as hot dogs, grits and sandwiches. Led by Stephanie Oliver, the cafe is owned by Cleveland Vocational Industries, Inc. and operates as a training facility to offer employment opportunities and vocational rehabilitation to individuals (known as "associates") with intellectual development disabilities such as autism or a traumatic brain injury.

"In 2016, we opened up a small cafe and its purpose is to allow some of our associates to be able to work in a restaurant setting. [...] It's about being self confident, about socialization and just getting back into a structured workforce."

Given the non-profit nature of the cafe, Alli's team did not have the capacity or resources to offer a consistent delivery service for themselves. Stephanie therefore opted to partner with DoorDash in 2022, finding that the platform easily integrated into their business operations.

"For safety reasons we couldn't really offer a delivery service outside of DoorDash. [...] That was never going to be an option. So the cafe could only operate as dine-in or pick up until we started with DoorDash."

While the cafe already had a strong network of existing local customers, DoorDash has boosted their reach even further – and now accounts for around a fourth of their orders, depending on the day. The team have also noticed that DoorDash orders tend to be bigger in size.

"[DoorDash] was another way to possibly expand the business.. And we tend to find they're bigger orders than your typical call-in."

Above all else though, Stephanie values how DoorDash has helped to raise the profile of their non-profit mission. Many of their reviews celebrate what the establishment is doing for the local community.

"I think DoorDash does spread awareness about the cafe itself. We're trying to get the message out that we're not just another typical restaurant but are actually serving a need to a disabled adult. At the end of the day, that's the whole purpose of us being here."

STREAMLINING OPERATIONS

DoorDash helps businesses behind the scenes, streamlining delivery operations and providing an easy delivery infrastructure.

This allows merchants to focus their efforts on innovating products and growing their revenue.



81%

of merchants agree that DoorDash helps minimize the time cost and logistical burden of in-house delivery.



47%

of merchants would not offer delivery at all if third party delivery didn't exist today.



68%

of merchants agree that third-party delivery helps free up time to concentrate on building the business.



38%

say that partnering with DoorDash has enabled their business to create new products or menu items and expand their business.

PITA HUT

Pita Hut is a Florida-based static food truck run by Al Mahrehbi and his family. Noticing a lack of Middle-Eastern cuisine in their local area, the Mahrehbi family spotted their opportunity to provide an alternative to typical fast-food chains. They offer a broad range of freshly cooked foods inspired by their Syrian heritage, ranging from gyros, shawarma, and falafel, alongside ever-popular options like Philly cheesesteaks and chicken wings.

Following recommendations from friends, Pita Hut first partnered with DoorDash in 2018. While the business already had a loyal customer base, DoorDash has helped to streamline their delivery operations and reach new people. Orders received through the DoorDash platform now account for an estimated 35% of all orders received.

"Partnering with DoorDash has been an exceptional and worthwhile experience. We have seen a growth in revenue and new customers. [...] If you want to help maintain and grow your business, then you have nothing to lose by jumping in with DoorDash –in fact, you have everything to gain."

Prior to working with DoorDash, the team had experimented with offering local delivery on an ad hoc basis. However, they found it difficult to juggle these deliveries during busy periods and it quickly became overwhelming. DoorDash offered an easy solution.

"People will ask if we deliver, and we'll just direct them to DoorDash. And people are very satisfied with that, because they trust the DoorDash brand. [...] It's just made things so much more convenient. People are specific with what they need, and we just follow that and send out their order. Plus [Dashers] don't take long, so we know people are getting their food fresh."

Pita Hut has also found that DoorDash is a very effective marketing tool. New customers discover Pita Hut's menu when browsing the DoorDash app, and the positive reviews endorse the quality of the cooking. Plus, Al estimates that DoorDash promotional programs have helped to attract approximately 10% of first-time orders in the last year.

"If you want to reach your customers in a different way, if you want to provide them with a better service and a trusted service, then I would say DoorDash is the best way to go."



IMPACT BEYOND RESTAURANTS

Around 12% of independent merchants in our survey identified themselves as non-restaurant businesses, including convenience stores, flower shops, liquor stores, and more. Non-restaurant merchants in our survey agree that:



90%

DoorDash has helped their business get new customers.



86%

Third-party delivery platforms are good for the industry.



74%

DoorDash has helped their business increase their profits.

DoorDash helps local retailers compete with large online retailers. **More than 1 in 5** monthly active users on DoorDash Marketplace had placed a non-restaurant order in December 2023. And 43% of consumers surveyed who used DoorDash for retail orders say they would switch to an online retailer if they didn't have convenient delivery options from stores in their neighborhood.

FRUIT & FLOWER SHOP

Fruit and Flower Shop is a Pittsburgh-based e-commerce supplier of fruit, dried flowers and decorative accessories, owned by Rebecca Vogan. In 2020, Rebecca decided to pursue her long-term goal of running her own store. She manages all elements of the business – including ordering supplies; designing, constructing and photographing her products; and managing sales – herself.

“The pandemic gave me the impetus to start my own business, which is something I’ve been wanting to do for many years. I started small, and I am still the only person out of one location. It’s just me.”

The DoorDash platform offered an easy and convenient way to reach customers in the local area, beyond the orders received via her own website. Partnering with DoorDash has therefore helped Fruit and Flower Shop reach a completely new market, growing monthly revenue by up to a fifth.

“The thing about DoorDash is that it really gives me access to my local community, [...] Not only is it a way for me to generate sales locally, it’s also a way for me to advertise locally.”

Rebecca had not used any local delivery platforms prior to partnering with DoorDash but found the integration process smooth. She noticed the results immediately – with particularly high sales around Valentine’s Day and Mothers’ Day.

“It did seem to take off pretty quickly. I joined in January ahead of Valentine’s Day, it was beyond my expectations – it was wild actually. I was totally overwhelmed on my first Valentine’s Day as there was a pretty immediate boost.”

In addition to the increase in revenue, the partnership with DoorDash also allowed Rebecca to easily test new products with her neighbors. The intuitive platform means she can quickly upload new options, monitor consumer demand, and make tweaks as necessary.

“DoorDash is a nice place to test the waters, as it’s easy for me to design something new, take a photo, get it posted and see what the response is. That’s always really helpful information to see what folks are looking for. And it’s exciting when I list a new item and I sell something that day.”

Due to the nature of Fruit and Flower Shop, it would not have been possible to replace the income earned through the DoorDash platform on the business’ website.

“I definitely think that that extra income has certainly been from my community, which I wouldn’t have had access to without being on DoorDash. [...] I really credit DoorDash with helping me to get my business off of the ground.”

SUPPORTING FINANCIAL RESILIENCE

Operating a small business is inherently challenging, but DoorDash helps merchants weather uncertain economic conditions:



19%

Almost 1 in 5 merchants (19%) say that, if not for DoorDash, their business would not exist today.



64%

Of merchants who had on-premise sales before the pandemic, 64% have recovered or surpassed their pre-pandemic sales.



91%

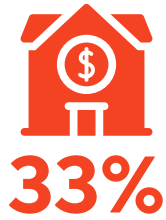
of merchants say that DoorDash has helped their business during times of economic uncertainty in some way.

More specifically, merchants say that DoorDash has helped their business by helping maintain their order volume (53%), expand their customer base (67%) or helping maintain their revenue stream (56%).



CONSUMERS

In 2023 December, there were over **37 million** monthly active users on DoorDash and Wolt Marketplaces globally. US consumers who responded to our survey represent a diverse population:



have an annual household income of less than \$50,000.



identify as people of color.



have a disability or long-term illness.



are parents or guardians to children under the age of 18.

DoorDash offers consumers access to more merchants in their community.

WHY DOORDASH?

93%

of consumers agree that DoorDash offers a variety of restaurants and merchants.

65%

of consumers have used DoorDash to order from merchants that would otherwise be too far away.

85%

of consumers feel good about supporting local merchants by using DoorDash.

75%

of consumers have discovered new merchants or retailers through DoorDash.

BOOSTING LOCAL ECONOMIES



74%

of consumers have used DoorDash to order from restaurants they would not have otherwise tried. **79% went back to some or all of these restaurants, including over 1 in 6 (18%) who visited in person.**



30%

of consumers who have used DoorDash to place a retail or grocery order had done so from a merchant they would not have otherwise tried.



73%

of consumers feel good about creating earning opportunities in their community by using DoorDash.

Deliveries powered by DoorDash can help fuel the local economy.

DoubleDash allows consumers to bundle items from nearby stores and categories in a single order, which empowers consumers to try new things from new merchants



39%

of consumers surveyed had tried DoubleDash.



47%

had used DoubleDash to try a beverage or snack they otherwise would not have purchased, and 22% to try a grocery or retail item they otherwise would not have purchased.



55%

of DoubleDash users had ordered meals from two different restaurants to save on delivery fees, rising to 62% of parents who had used DoubleDash.

SAVING PEOPLE TIME AND REDUCING STRESS

DoorDash brings convenience to the lives of tens of millions each month, helping to ease their busy schedules. 94% agree that DoorDash delivery reduces the burden of cooking when they don't have time, and 80% agree that DoorDash helps them to be more productive or gives them time back for other activities.

These time saving benefits can be particularly impactful for families. 83% of consumers who are parents reported that DoorDash delivery helps them care for loved ones and spend more time with family and 73% of consumers who are parents agree that DoorDash delivery makes me feel less stressed and anxious about providing for their family.

In total, we estimate that DoorDash has saved consumers 446 million hours in 2023. That's enough time to play 204 million board games, go to 59 million concerts and still have time to run 291 million 5Ks.

ACCESSING NECESSARY ITEMS

For those with accessibility challenges, DoorDash bridges the gap in helping them get what they need.



44%

of consumers have used DoorDash to order items they need when they couldn't buy them themselves, rising to 50% for consumers with disabilities.



52%

of consumers have used DoorDash to send food to someone who could not leave the house or make a meal.

Without a delivery platform, many consumers with disabilities face challenges in getting what they need independently. When they don't use a third party platform to have meals or groceries delivered, 23% of consumers with disabilities have someone else pick up the food/items they need for them and 5% can't pick them up at all because the merchant is inaccessible to them.

PROVIDING FOR FRIENDS AND FAMILY

DoorDash helps to deliver joy to loved ones on special occasions:



of consumers have used DoorDash to provide food for a special occasion such as birthdays, date nights, or special family events.

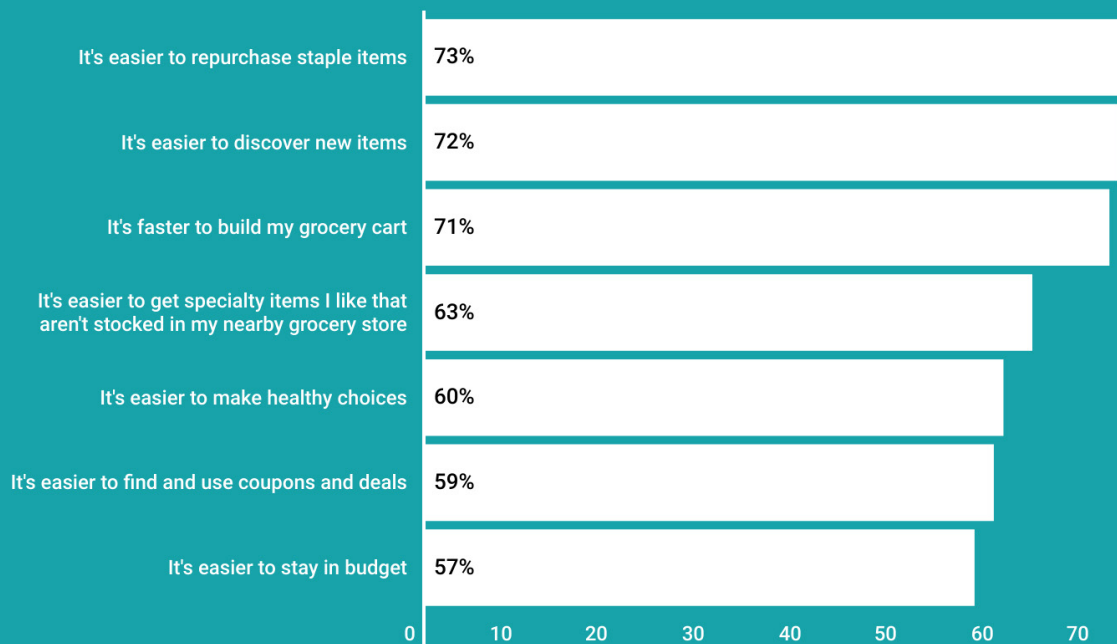


of consumers have used DoorDash to send someone a gift, including retail products like flowers, gift cards, or food items/restaurant orders.

MAKING HEALTHIER DECISIONS

For grocery shopping, DoorDash offers access to both healthier options and hard-to-find specialty items. 38% of consumers surveyed have used DoorDash to order groceries. When asked about their experiences, 60% of consumers who had placed a grocery order say it's easier to make healthy choices and 63% say it's easier to get specialty items when using DoorDash.

Of those who have placed a grocery order on DoorDash, consumers agree that:



BROADENING FOOD ACCESS

DoorDash is committed to providing greater access, choice, convenience, and dignity to people experiencing food insecurity. This includes enhancements to its platform as well as working with food banks and other social service organizations.

5m

Nonprofits including food banks, food pantries, and other community groups have facilitated more than 5 million deliveries in partnership with DoorDash's [Project DASH initiative](#).

3/4

About three-quarters of [surveyed](#) anti-hunger organizations reported that they could reach new populations and over half named reduced staff time and reduced transportation costs as key capacity-expanding benefits of the Project DASH partnership.

3/4

Among people receiving Project DASH deliveries, more than three in four [surveyed clients](#) cited trouble traveling to food bank sites because of chronic health conditions or mobility limitations.

5,000

In 2023, DoorDash began accepting SNAP/EBT payments on the platform with over 5,000 grocery stores. Since launching SNAP in 2023, over 1 million consumers have added their SNAP/EBT cards to DoorDash.

24m

Grocery deliveries powered by DoorDash support those with limited access: over 24 million people who are living in food deserts can now order grocery delivery on DoorDash.

\$8m

As of year-end 2023, DoorDash has donated more than \$8 million in DoorDash gift cards to nonprofits to help them empower the communities they serve, reduce food insecurity, and encourage participation in initiatives that expand access to opportunity.



“It’s great when I don’t have the time or energy to either cook for myself or want to run out to get something. It’s also great to help out a friend or loved one when they need a little help.”

“It is best for me as I get no break at work and am unable to leave. When I forget to pack a lunch, DoorDash is there to save the day!”

“DoorDash makes it easier for me to order when I’m unable to make it to the grocery store, missing an ingredient for a meal, or just simply don’t/can’t leave my home or job. It’s great for me in those last-minute situations.”

“DoorDash makes ordering lunch while at work easy, and has shown me local spots in my neighborhood that I otherwise wouldn’t have tried.”

“I love when I get home tired and I have DoorDash to order my food. I just relax and do my stuff while waiting for my food.”

“I live with my husband and my mother and we don’t eat meals big enough to go to the trouble of cooking, so DoorDash comes in handy. I also use it to order for my father, who has mobility issues, and it allows me to buy meals for him!”

IN THEIR OWN WORDS

METHODOLOGY

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. We assumed that in the absence of ordering via DoorDash it would take consumers on average: 35 minutes to prepare a meal; 30 minutes to travel to and from a restaurant; and 22 minutes to travel to pick up food from a food outlet. We then used DoorDash delivery numbers to arrive at an aggregate time saving.

SURVEY METHODOLOGY

Dashers

From November 27th to December 7th, 2023, Quadrant Strategies fielded a 22-minute online survey with n=6,957 Dashers from a nationwide sample of Dashers in the 50 US states and the District of Columbia who completed at least one delivery in the last 90 days and haven't opted out of DoorDash emails or surveys. The survey results are weighted by tenure on platform, average hours on delivery per calendar week in period or from the Dasher's start date, the urbanicity of the location where they dash the most (urban, rural, suburban), and region of the country. The margin of error was +/- 1.2%.

Merchants

From November 27th to December 7th, 2023, Quadrant Strategies fielded a 21-minute online survey with n=1,248 DoorDash independent merchant partners in the 50 US states and the District of Columbia who earned at least \$500 in sales on Marketplace or Drive and have been on the platform for at least three months, and haven't opted out of DoorDash emails or surveys. The margin of error was +/- 2.8%.

Consumers

From November 27th to December 8th, 2023, Quadrant Strategies fielded a 15-minute online survey with n=2,645 DoorDash consumers in the 50 US states and the District of Columbia who have placed at least one order on DoorDash Marketplace in the past month and haven't opted out of DoorDash emails or surveys. The survey results are weighted by tenure on platform, DashPass status, and Marketplace orders in the last month. The margin of error was +/- 1.9%.



PUBLICFIRST 

© Public First - All Rights Reserved 2024