



DOORDASH

U.S. ECONOMIC
IMPACT REPORT



DOORDASH

U.S. Economic Impact Report 2025

PUBLIC FIRST

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 plays a vital role in communities throughout the U.S., supporting a wide network of local businesses, creating flexible earning opportunities for millions of Dashers, and providing consumers convenient access to the goods they need. To better understand the reach and value of this impact, DoorDash commissioned Public First to produce this report, informed by interviews with a range of DoorDash merchants and independent and anonymous surveys of consumers, merchants, and Dashers.

In 2025, DoorDash supported more than **\$130 billion** in economic activity in the United States, along with nearly **\$25 billion** in tax revenues and over **1.5 million** full-time equivalent jobs.

MERCHANTS

In 2025, merchants generated over \$60 billion in sales on DoorDash Marketplace in the U.S.

As of December 2025, more than **600,000** local merchants connected with consumers through DoorDash's Marketplace. Nearly **1 in 5** businesses (19%) who partner with DoorDash said their businesses would not exist today without the platform. From the florist looking to expand their delivery radius to the grocer serving busy families, DoorDash is a trusted partner in helping a diverse range of businesses succeed:



90%

of merchants said DoorDash has helped them reach new consumers they otherwise wouldn't have been able to reach



82%

of grocers and retailers and 78% of restaurants said DoorDash has helped them establish a bigger presence in their local community



77%

of merchants said without DoorDash they would have lower overall revenue

DASHERS

More than 8 million people dashed in the U.S. in 2025, earning nearly \$20 billion, including tips, while delivering, on average, approximately 4 hours per week in Q4 2025.

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



86%

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



93%

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



91%

of Dashers would prefer to remain independent contractors, rather than change their status to employee



CONSUMERS

DoorDash helps people save time for what matters most, while helping them support local businesses in their communities. Last year, tens of millions of consumers across the U.S. used DoorDash.

In 2025 alone, DoorDash saved consumers over **650 million hours** – collectively, the equivalent of:



+



+



flying from Anchorage to Atlanta and back
15.7 million times

watching every episode of Stranger Things
4.9 million times

and playing
147 million soccer games

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



90%

of consumers said DoorDash gives them more control over their time



86%

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



85%

of consumers said that DoorDash makes it easier to support local businesses in their community

A close-up photograph of a red Doordash delivery bag mounted on the back of a red scooter. 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 near the top and a flap on the right side. The scooter's handlebars, a tan seat, and a rearview mirror are visible in the foreground. The background is a blurred outdoor setting with trees and a building.

 DOORDASH

INTRODUCTION

Across the United States, DoorDash has become an integral part of how local economies function — partnering with hundreds of thousands of businesses to help reach new consumers and stay connected to the communities they serve. This year, millions of consumers turned to DoorDash to enjoy their favorite restaurants, order groceries, and support neighborhood retailers. For Dashers, the platform offers a flexible way to earn whenever it fits their lives, 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 enabled by DoorDash.** Merchants on DoorDash generate additional incremental revenue, which in turn boosts economic activity across local supply chains and supports job creation.
- **Income opportunities for Dashers.** Dashers earn money through delivery work and then spend those earnings in the wider economy, contributing to local economic activity.
- **DoorDash's employees and operations.** DoorDash also creates economic value through its workforce, their spending power, and the company's wider supply chain.

In 2025, DoorDash supported more than **\$130 billion** in economic activity in the United States, along with nearly **\$25 billion** in tax revenues and over **1.5 million** full-time equivalent jobs.

ABOUT THE RESEARCH

To better understand DoorDash's impact on merchants, Dashers, consumers, and communities in the U.S., DoorDash commissioned Public First to conduct new independent research, which included:

- Independent, anonymous surveys of Dashers, consumers, and merchants including:
 - **1,333** consumers who ordered on DoorDash Marketplace in the previous month.
 - **1,210** Dashers who completed a delivery in the last 90 days.
 - **559** independently owned merchants who currently partner with DoorDash.
- On-the-record interviews with a variety of DoorDash merchant partners about their experiences.
- New economic modeling, with a full methodology at the end of this report.

All statistics in this report are drawn from these sources or from validated internal data provided to Public First by DoorDash.

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 policy proposals.



MERCHANTS

DOORDASH SUPPORTS A WIDE RANGE OF DIFFERENT LOCAL BUSINESSES

DoorDash supports hundreds of thousands of local merchants in communities across the country. To learn more about how this partnership is helping support their businesses, we surveyed independent restaurants, grocers, florists, and a range of other retailers operating on the DoorDash platform. Among the merchants surveyed:



81%

have a single location



64%

currently have fewer than
10 employees



41%

are family-owned



53%

have been in business for
more than 6 years

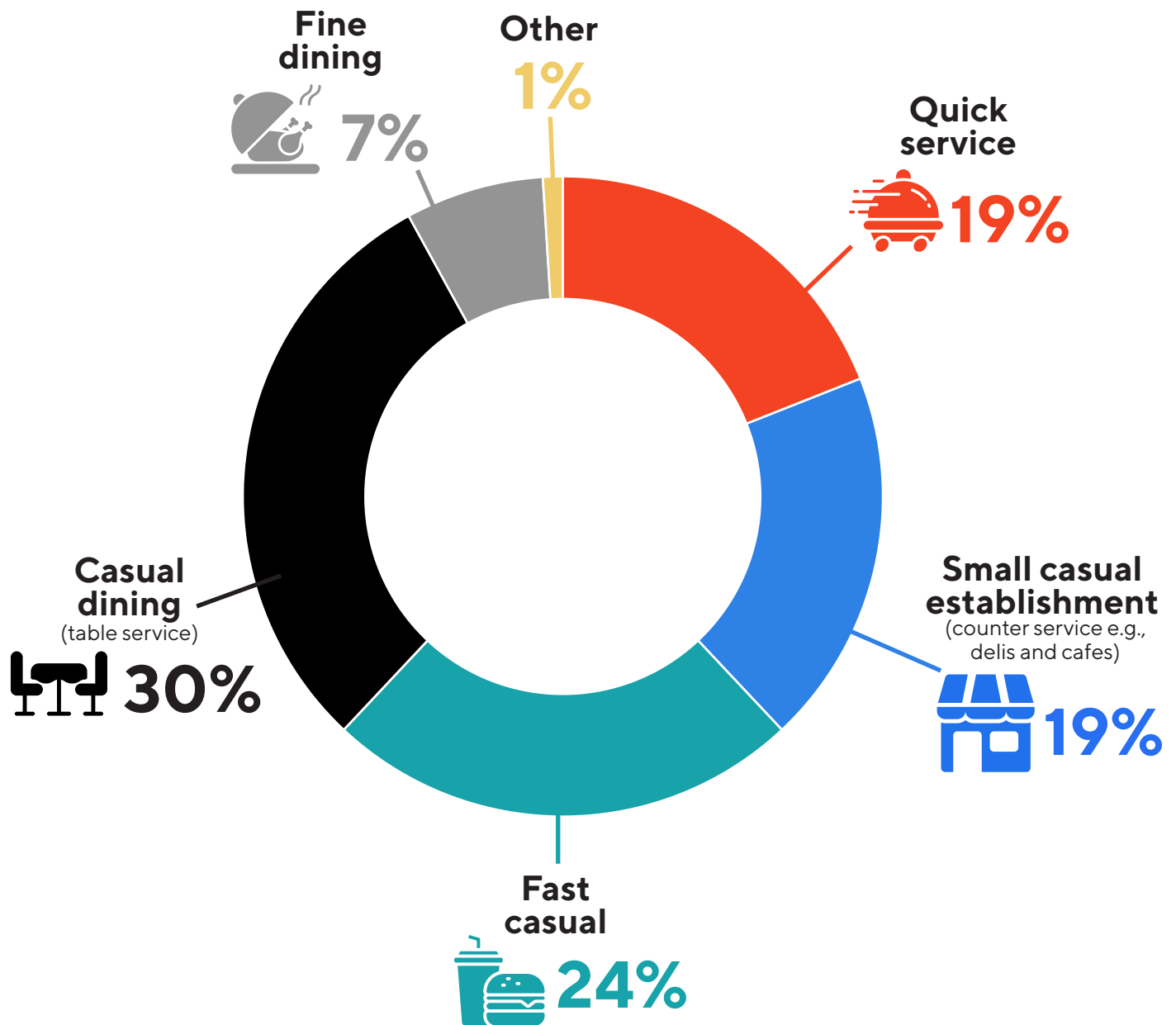


65%

reported under \$1 million
in sales over the last year

A wide variety of restaurants, from upscale dining rooms to relaxed local favorites, are growing and reaching new consumers on DoorDash:

Which of the following best describes your restaurant?





DOORDASH IS A KEY PARTNER TO BUSINESS SUCCESS

Merchants generated over **\$60 billion** in sales on DoorDash Marketplace in the U.S. in 2025.

In our survey, merchants highlighted the positive impact DoorDash has had on their business. Most merchants reported that without DoorDash their key business metrics would have been lower:



77%

said without DoorDash, they would have lower overall revenue



69%

said DoorDash helps them increase their overall business profitability



77%

said without DoorDash, they would have lower new consumer growth

1 in 5

Nearly 1 in 5 businesses (**19%**) who use DoorDash said their businesses would not exist today without the platform.

DOORDASH CONNECTS LOCAL BUSINESSES TO MORE CONSUMERS

Merchants see DoorDash as an integral part of their growth strategy. For many, a significant share of their income now comes through delivery platforms, with DoorDash playing a key role in helping them reach new consumers and increase their visibility within the communities they serve. As of December 2025, more than **600,000** local merchants connect with consumers through DoorDash's Marketplace.

Among merchants who use DoorDash:



said it has helped them reach new consumers they otherwise wouldn't have been able to reach



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



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

In addition, third-party delivery platforms like DoorDash provide options for consumers who are unable or unwilling to pick up food in-person. When asked what they would do if they couldn't use a third-party delivery platform like DoorDash to have a meal delivered, **44%** of consumers said they wouldn't find another way to visit that merchant.

Turning discovery into dining with 'Going Out'

In 2025, DoorDash introduced a new feature called Going Out in select cities, designed to make it easier for consumers to discover restaurants nearby and earn DoorDash rewards by dining in-store directly through the app.

Consumers are already using the new feature to earn credits and try new restaurants.

Around 100,000 consumers have used Going Out to earn DoorDash credits or redeem rewards or offers. Of those surveyed that have used it, the top reasons they cite for trying the new feature are: wanting a discount (**23%**) and collecting rewards to use on DoorDash (**23%**).

According to internal data from DoorDash, from February to September 2025, **80%** of consumers who tried Going Out visited a restaurant they'd never ordered from before on DoorDash.

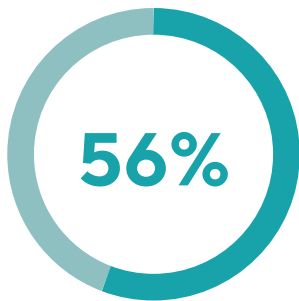
For merchants, DoorDash's Going Out feature offers a new way to convert digital visibility into in-store foot traffic.

58% of all restaurants surveyed are interested in a service that would allow them to offer in-store rewards on DoorDash to incentivize consumers to dine in.

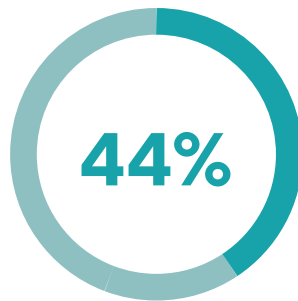
DOORDASH HELPS TO STREAMLINE MERCHANT OPERATIONS

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 of setting up their own ecommerce and delivery operations. By providing an easy-to-use digital platform and streamlining operations, DoorDash enables business owners to spend more time on innovating products and growing their revenue. **40%** of merchants reported **saving 5 hours** or more each week as a result of DoorDash's support.

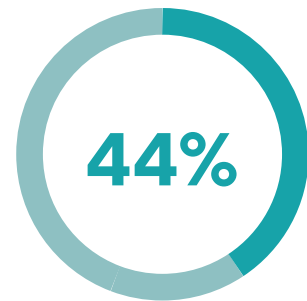
When asked how they reinvested the time saved by using DoorDash, merchants most commonly identified the following three areas:



menu and inventory
development



staff training and
development



marketing and
advertising

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

44%

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

43%

don't offer their own delivery service
because it doesn't make financial
sense for their business

DOORDASH SUPPORTS LONG-TERM GROWTH

Beyond reaching new consumers, the platform helps businesses expand in a sustainable way by reducing the need for high upfront investment and giving merchants practical tools to grow. With access to consumer insights, ordering trends, and performance data, businesses can make smarter decisions that support long-term profitability. Among merchants who use DoorDash:



64%

said DoorDash has helped them expand without high upfront costs



71%

said DoorDash provides useful data insights into consumer preferences and trends



69%

said DoorDash helps them increase their overall business profitability

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. In December 2025, nearly **30%** of DoorDash's monthly active users ordered groceries or retail products – such as everyday essentials, pet food, flowers, or medicine – through the platform. Of non-restaurant merchants surveyed:



93%

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



82%

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



74%

said DoorDash helps them increase their overall business profitability

DoorDash helps local retailers stay competitive by making it easier for consumers to shop within the community. **Without platforms like DoorDash, 48% of consumers said that they would instead order everyday necessities from a large online retailer.**



CASE STUDY: LAZY DAISY

Adam Moon is the founder of Lazy Daisy, an American restaurant that has grown from a single neighborhood café into several locations across West L.A. From early on, Adam knew that reaching consumers beyond his front door would be critical – but as a small business, traditional marketing was out of reach.

“ We were small, so I didn’t have a massive marketing budget [...] I didn’t know anything about ads... so I thought this might be the easiest way for me to market myself by partnering with a bigger platform.

Rather than treating delivery as a one-way transaction, Adam says DoorDash makes a clear effort to involve merchants in shaping how the platform works.

“They genuinely try to engage their merchants and get their feedback. I was a member of the DoorDash Restaurant Advisory Council – it’s where they bring together a bunch of merchants from across the country, and we talk about different topics and they really want to hear how we think they can improve things. Other platforms don’t really do that.”

He also points to practical tools DoorDash has introduced that can make a real difference for merchants.

“They’re always rolling out new features. For example, DoorDash has DoorDash Capital, so based on your revenue, they can offer you a cash advance, and it gets paid back automatically through future orders. They were one of the first to do that. And there were times – especially with seasonal dips – when we needed a little boost, and that product was right there when we needed it. They’re thoughtful about what merchants actually want and need, and they’re usually the first to take a risk on new ideas. The other platforms mostly end up playing catch-up.”

DoorDash now drives a significant share of Lazy Daisy’s income in ways that once seemed unachievable for Adam. At the flagship Beverly Hills location alone, DoorDash generates around \$500,000 a year in revenue. While margins are lower than in-store dining, Adam sees it as *“maximizing the utility of my kitchen, my staff, and my facility.”*

Beyond revenue, the partnership gives Adam confidence to expand.

“It’s like another brick in the foundation, I know I can lean on that relationship. And for small, independent restaurants, it has democratized things [...] people value those neighborhood options, and now they can find and support them conveniently.”

Adam Moon
Lazy Daisy



CASE STUDY: JOYCE FLORIST

Lisa Alvarez has owned Joyce Florist for the past 27 years, building the business alongside her family in Dallas, Texas. What began as a venture with her mother has since become a multigenerational operation, now run by Lisa and her daughter Alyssa. For Lisa, owning the business was always about more than flowers – it was about creating a life centered on family.

“ I received my first set of roses from Joyce Florist and one of my aunts told us that it was for sale. So my mother and I talked about it, and I had always wanted to own my own business before 30 because I wanted to be able to take care of my children. Family means a lot.

Today, Joyce Florist employs a team of nine and creates custom floral arrangements for everything from everyday moments to milestone celebrations.

In August 2024, Joyce Florist joined DoorDash but Lisa was initially unsure how flowers would fit on a delivery platform.

“I thought, ‘DoorDash and flowers?’ I’d never heard of that, but after speaking with the DoorDash team, the opportunity quickly became clear.”

The operational benefits were immediate. DoorDash’s streamlined, on-demand delivery has helped Joyce Florist compete with larger retailers, allowing the team to turn around orders in as little as five to ten minutes.

“We don’t deal with credit cards, drivers, routes, or signatures. Everything is incredibly well planned.”

The impact on the business has been significant. Revenue from DoorDash grew 163% between 2024 and 2025, and Lisa estimates the partnership now accounts for 20% of overall revenue. That growth has translated into more hours for staff, overtime during peak holidays like Mother’s Day and Valentine’s Day, and the hiring of an additional part-time employee.

DoorDash has also helped new consumers discover the business.

“Dashers come in and say, ‘We didn’t know you had an event center’. People even call us to ask questions before ordering on DoorDash.”

Looking ahead, Lisa is clear about the partnership’s value.

“There’s no better partnership compared to DoorDash, I truly believe DoorDash cares about small businesses.”

Lisa Alvarez
Joyce Florist

Many new businesses choose to partner with DoorDash from the outset, with most planning to continue using the platform in the long term. A majority of merchants also said they would recommend DoorDash to other businesses.

expect to continue partnering with DoorDash for five or more years **64%**

would recommend other businesses partner with DoorDash **82%**

The top three reasons for sticking with DoorDash reflect the benefits they've already seen:

1

Merchants stay to continue growing their revenue



2

Merchants stay to increase their delivery capabilities



3

Merchants stay to increase their profitability



LOCAL MERCHANTS IN THEIR OWN WORDS

Quotes have been edited for spelling and grammar, but are otherwise unchanged

““ We have appreciated DoorDash in our small town, as it has helped our retired community members get the things they need more easily. It has also helped our restaurants boost profits and supported our local economy.

““ Partnering with DoorDash has allowed us to reach consumers that we could not capture without costly marketing that is only achievable by large retailers.

““ [DoorDash] has introduced our business to a younger audience.

““ We love partnering with DoorDash! Their amazing support and genuine care for our business makes serving our consumers easier and more enjoyable every day.

““ My experience with DoorDash has been easy and fluid. When there's an issue, I contact support and they are very helpful with resolving it. The consumers are happy and my staff find the system user friendly.



CASE STUDY: VALENCIA GROCERY

Sami helps run his family's fourth-generation liquor business in San Francisco, a store he has worked at for as long as he can remember. "My dad kept me behind the counter as a baby," he says. When one of the family's two locations began struggling, Sami made a pivotal decision: he left community college, where he had been studying architecture, to focus entirely on rebuilding the business his family had spent more than 50 years creating.

In 2022, Sami decided to join DoorDash after hearing other shop owners talk about their success with the platform. What followed was a turning point: the business began reaching new consumers across the city. DoorDash's analytics helped reveal this community of buyers, showing Sami exactly how the platform connects them to new neighborhoods and loyal consumers.

“**There's some real deep history there for both store locations. They've been in the family for a very long time, and joining DoorDash was a way to just keep growing branches of a tree and further our connection with the community around us in San Francisco.**

"Thanks to DoorDash's map feature, I can see where my consumers are ordering from. There are people in the general community ordering from my store. They know we're super local and they order from us."

DoorDash has since become a major revenue driver. Sami estimates that without the platform, the store would lose around a quarter of its total income. Exposure on the app has also brought new consumers in-store — particularly collectors seeking high-end or hard-to-find bottles that cannot be safely displayed on shelves, but can be showcased digitally on DoorDash.

"I see DoorDash as a tool to show off what I have, and I've seen consumers reorder from us because they're just very rare liquors."

DoorDash provides a financial buffer that gives the family peace of mind. Extra revenue helps protect against unexpected costs — from equipment failures to vandalism.

"Extra money that we have made from DoorDash helps me sleep better at night, because with this business anything could happen at any given moment. There's a lot of things that could go wrong, and you need money in order to take care of those things, so it's given us a sense of safety."

Sami Totah
Valencia Grocery





DASHERS

DASHING PROVIDES OPPORTUNITIES FOR PEOPLE ACROSS ALL WALKS OF LIFE

In 2025, over **8 million** people dashed in the U.S., collectively earning nearly **\$20 billion**, including tips. People from all walks of life choose to dash, spanning a wide range of backgrounds and ages, with many drawn by the opportunity to earn supplemental income flexibly. Based on our survey:



85%

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



55%

have children under 18 or have other caregiving responsibilities



24%

have a disability or long-term illness



63%

are women

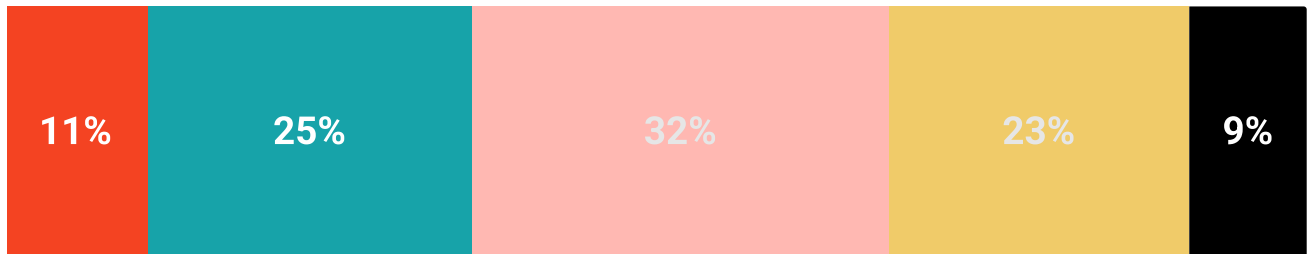


17%

report living in a rural community

Dasher Age Distribution

● 18-25 ● 26-35 ● 36-45 ● 46-55 ● 56+



DOORDASH EMPOWERS WOMEN THROUGH FLEXIBLE WORK

Women across the country are earning through the DoorDash platform. Based on our survey, we estimate that women represent **63%** of the Dasher workforce.

- Many female Dashers point to flexibility as a key reason for choosing delivery work.
- **93%** of female Dashers said DoorDash provides more flexibility compared with other earning opportunities.
- **79%** cite the ability to create their own schedule as a main reason they dash.

This flexibility translates into greater autonomy, with 88% of female Dashers saying dashing makes them feel more in control of their circumstances.

WHY DASH?

There's not just one motivation for being a Dasher, and reported reasons to dash were as varied as the items that Dashers deliver. Dashing offers a high degree of autonomy and a low barrier to entry, allowing people to fit earning around existing responsibilities such as caring for loved ones, studying or working a full-time job. This freedom to choose when and how to work makes dashing a valuable way for people to earn on their own terms.

The top 6 reasons that Dashers choose to deliver using DoorDash over other opportunities:

I'm able to create my own schedule

75%

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

70%

I can get paid quickly

62%

It allows me to supplement my income whenever I need to

57%

I enjoy the work

41%

I'm able to earn money but also have time to care for a child/loved one

39%

Dashing offers an approach to earning that many people said is difficult to replace. 1 in 3 (**34%**) Dashers told us that if they were unable to earn through a delivery or ridesharing platform, they would not substitute their lost income.

Extrapolating to the over **8 million** people who dashed in the U.S. in 2025, this suggests that over **2.8 million** people might not have generated earnings without access to this kind of income – amounting to roughly **\$6.6 billion** that might not have been earned.

DASHERS CAN EARN ON THEIR OWN TERMS

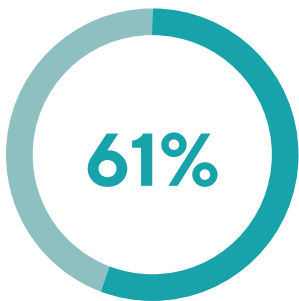
Dashers place a big emphasis on the fast and flexible income they can earn through the DoorDash platform. In the fourth quarter of 2025, Dashers in the U.S. spent approximately **4 hours** per week on delivery on average. Over the course of the year, the typical Dasher was active for about 10 weeks in total, earning when they need and stepping back when they don't.



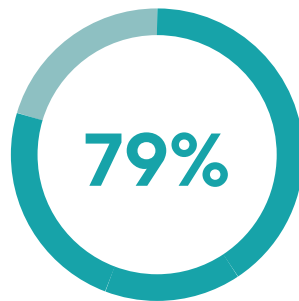
93%

said dashing provides them with more flexibility than other earning opportunities

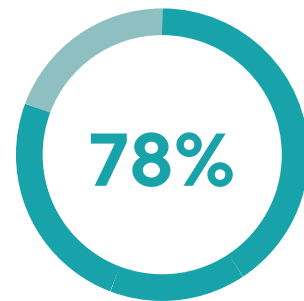
Flexibility is particularly important to those with caregiving responsibilities, as it gives them the freedom to spend more time with loved ones. Of Dashers with children under 18 or other caregiving responsibilities who participated in the survey:



said if flexible work was not available, they would spend less time caring for loved ones



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



have logged off DoorDash to pick up a child or relative



Dashers overwhelmingly want to retain control of their schedules:

91%

of Dashers would prefer to remain independent contractors, rather than change their status to employee

81%

said they would be less likely to dash if they couldn't choose when to start or end their shift

Only 9% of Dashers think they would be better off if they weren't able to earn through delivery or rideshare platforms and had to work only a traditional full or part-time job instead.

DASHING PROVIDES INCOME WHEN DASHERS NEED IT MOST

Fast, flexible, low-barrier earning opportunities like dashing help workers navigate financial challenges and income volatility. At scale, this supports individuals across the U.S. to achieve greater financial independence and contributes to the broader resilience of the U.S. economy.

76%

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

86%

said dashing makes them feel more in control of their circumstances

61%

said dashing allows them to increase working hours in times of crisis, such as when facing a financial emergency

said they feel more financially stable since starting to dash

62%

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

63%

For many Dashers, dashing is a practical means of managing financial pressure. Without access to the platform, a significant proportion said they would instead resort to taking on high-interest debt, borrowing from friends and family, or relying on government benefits. Among Dashers who have dashed to make up for lost income or reduced hours:



46%

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



42%

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



39%

said dashing has helped them avoid taking out a payday loan

DASHING HELPS PEOPLE REACH THEIR FINANCIAL GOALS

Beyond providing quick access to flexible income, dashing helps people achieve their longer-term financial goals: whether they are saving for a major expense or setting aside money to protect themselves from unexpected financial events. Dashing helps Dashers meet today's expenses:

43%

are dashing to cover gifts, special occasions, or similar smaller purchases

44%

are dashing to cover the costs of caring for their family (e.g. to cover childcare costs)

And move past financial challenges:

51%

are dashing to pay off existing debt

1 in 3

33% of Dashers said they have dashed so they didn't need to apply for government benefits, such as unemployment insurance or SNAP/EBT

While enabling them to reach their future goals:



18%

are dashing to save for a major purchase such as a car or home



8%

are dashing to save money to start their own business



11%

are dashing to save for retirement



42%

are dashing to save for an emergency fund or unexpected expenses such as car repairs or medical bills



79%

Without the flexibility to earn through dashing, many Dashers said they would need to make significant cuts to their household spending. In the survey, **79%** reported they would need to reduce their household spending if flexible work was not available. Among this 79%, the average amount they would cut back each month was **\$386**.

DASHERS ENJOY CONNECTING WITH THEIR LOCAL COMMUNITY

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



86%

are satisfied with the overall experience of dashing



89%

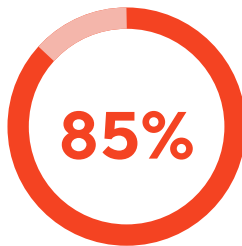
would recommend dashing to a friend



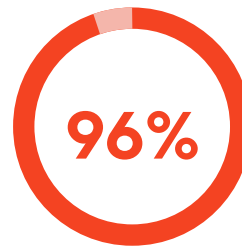
82%

are proud to be a Dasher

For many Dashers, dashing is as much about community as it is about earning. Dashers take pride in connecting businesses with local consumers and enjoy getting to know their community.



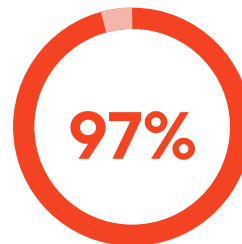
said that dashing helped them discover new merchants that they later returned to as a consumer



said dashing has helped them to get to know restaurants and merchants in their local community



feel satisfied with their experiences dealing with other Dashers



feel motivated to provide consumers with a good service

DASHERS IN THEIR OWN WORDS

Quotes have been edited for spelling and grammar, but are otherwise unchanged

“ *Dashing has allowed me to finish my PhD, be there for my son in the NICU and pay my bills when my academic job is not in session. I enjoy getting to know different areas in my community and I enjoy the feeling of knowing I am helping people. Come on, I bring pizza to the pizza party, medicine to the sick baby, food to the disabled. It's a lifesaver for many including my family.*

“ *I work in healthcare and have set scheduled hours, so I need to choose when I dash and which offers I accept. I love this kind of work because it's a different way to help people – without the nursing side of things. I enjoy picking items up and delivering them, and knowing I can dash as little or as much as I want each week makes it much less stressful. I look forward to dashing even after a full day at work.*

“ *Dashing helps me maintain my independence. I can work as much or as little as needed based on physical challenges. I feel like I'm a part of the community picking up and delivering consumer orders.*

“ *I'm free to work my own schedule and the earnings are enough that I'm able to pay for my life. I'm also able to pursue my own business and dashing helps me grow that business.*

“ *It's allowed me to make extra money when unexpected hard times have arisen, but has also allowed me some fun options like the ability to take extra vacations. I dashed to Disneyland!*

“ *My daughter and I dash together. It's so nice to spend this time together.*

“ *I was unable to work until I found dashing. I need the flexibility it offers. I need to be my own boss and dashing makes me feel like it. It has made my life much better.*

CONSUMERS



DOORDASH HELPS TO MAKE EVERYDAY LIFE EASIER

DoorDash connects consumers to businesses across the U.S., helping people save time – and use it well. In 2025 alone, tens of millions of consumers across the U.S. used DoorDash and saved those consumers over **650 million hours** – collectively, the equivalent of:



flying from Anchorage to Atlanta and back
15.7 million times



watching every episode of Stranger Things
4.9 million times



and playing **147 million soccer games**

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



90%

said DoorDash gives them more control over their time



95%

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



82%

said DoorDash allowed them to order items when they couldn't make it to the store themselves



86%

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



75%

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



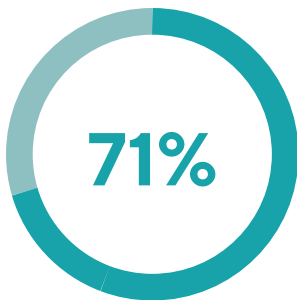
78%

said using DoorDash helps them be more productive or gives them time for other activities

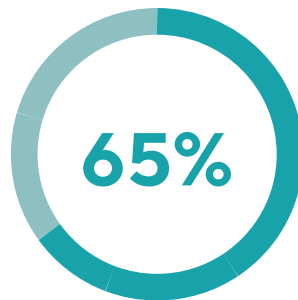
DOORDASH CONNECTS PEOPLE TO THE BEST OF THEIR NEIGHBORHOOD

DoorDash is more than a delivery platform – for many consumers, it’s a gateway to their local favorites. It makes it easier to support nearby businesses and spend their dollars within the community. DoorDash encourages discovery, helping many try restaurants and retailers they wouldn’t have visited otherwise, often building lasting consumer relationships in the process.

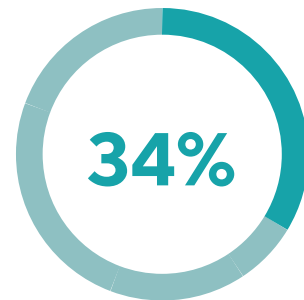
Among consumers who participated in our survey:



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



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



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

DoorDash consumers said that ordering on the platform helped them support local businesses.

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

85%

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

67%



DOORDASH GETS PEOPLE WHAT THEY NEED – QUICKLY, AFFORDABLY, AND RELIABLY

When life gets busy or access is limited, many consumers depend on DoorDash to make everyday purchases, from groceries to household essentials. **75%** of surveyed consumers said they choose DoorDash because they find it 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:



59%

said ordering groceries through DoorDash helps them make healthier choices



71%

said it's easy to order food through DoorDash on their budget

Consumers also see DoorDash as an affordable option:



78%

said DoorDash provides good value for money



76%

said DoorDash offers good promotions/discounts

DOORDASH GETS FOOD AND ESSENTIAL ITEMS TO UNDERSERVED COMMUNITIES

Used by people from all walks of life, DoorDash plays an especially important role in supporting those who face barriers to accessing food, groceries, and everyday necessities. As of December 2025, more than **50,000** stores on the DoorDash platform accept SNAP/EBT payments. Among the consumers that participated in the survey:

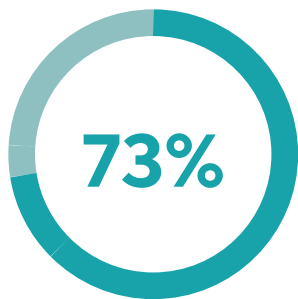
45%

reported a household income under \$75,000, which is broadly consistent with the U.S. population¹

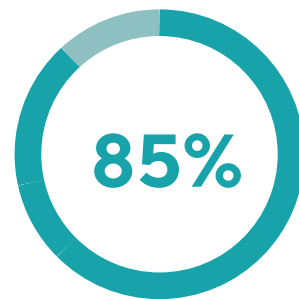
23%

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

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



of consumers with disabilities or chronic conditions have used DoorDash to order from merchants that would otherwise be too far away



of consumers with disabilities or chronic conditions said they have used DoorDash to order items when they couldn't make it to the store themselves

¹ Median household income was \$83,730 in 2024. United States Census Bureau. (2025, September 9).



PEOPLE USE DOORDASH TO SHOW LOVED ONES THEY CARE

Food is one of the most universal ways in which people care for their loved ones. DoorDash makes this possible, even when distance makes it difficult to be there in person. **55%** of consumers reported ordering meals for someone who is not in their household, helping them offer support and stay connected. Of these users:

28%

had sent a meal to someone dealing with a physical or mental health issue

20%

had sent a meal to someone facing financial hardship

17%

had sent a meal to a child or teen who couldn't get a meal on their own

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

46%

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

PROJECT DASH:

GETTING FOOD TO THOSE WHO NEED IT MOST

Since 2018, DoorDash's Project DASH has completed more than **8 million deliveries**, providing **over 135 million meals** across the U.S. in partnership with hundreds of food banks, food pantries, and other nonprofit organizations – including United Way, Feeding America partner food banks, and Meals on Wheels providers. Through Project DASH, partners can deliver food directly to the homes of seniors, working parents, new mothers, and individuals with disabilities, helping to remove transportation, mobility, and time barriers faced by many households.

“Being healthy isn’t just a medical diagnosis. It’s about having the necessary tools to create a foundation for long-term health. Project DASH has helped us provide Medicaid enrollees with the food they need to support a healthy lifestyle and reduce or prevent diseases so they can live a longer, more fulfilling life.”

Alice Hudson

Support Services Program Manager,
Food Bank of Central & Eastern North Carolina





CONSUMERS IN THEIR OWN WORDS

Quotes have been edited for spelling and grammar, but are otherwise unchanged

“ [DoorDash] just makes my day run smoother when I don't have to run a bunch of errands myself, and it gives me more time to enjoy my lunch break at work and more time to enjoy with my husband when we're not working.

“ I've tried a lot of new restaurants via DoorDash. It's also helped in a pinch when I needed something like dog food or medicine, or when I am unable to leave the house for whatever reason.

“ It's made it easier for me to provide a variety of food for my daughter. I don't get home until after 7 p.m and I don't have any desire to start cooking then. It's opened up a lot of new cuisines that we probably wouldn't have ever tried on our own. I like meeting the delivery drivers and thanking them in person — they are usually extremely friendly and always polite.

[DoorDash] helped a lot when my wife was pregnant and needed me to take care of her AND get dinner on the table. It also helps us to have date nights now that we have a 1-year-old, since sometimes we don't have the energy or time to cook but still want to enjoy a meal together. Lastly, it's helped me browse and discover restaurants in my area that I might not have noticed otherwise.

It's most helpful on vacation when time is very precious. We're able to spend more time having fun and making memories.

Due to health issues, I can't drive or even walk much around a store. Before DoorDash, anything I needed would have to wait until my husband was on his way home from work. Most days, he doesn't feel like stopping anywhere or going back out. So DoorDash has made my life so much easier, and I'm thankful for the service!

[DoorDash] is a helpful option especially when it's too cold or rainy for my elderly parents to want to go out.

[DoorDash] allows me to still get healthy groceries while I work outside of normal business hours as well as allow me to try new items on a budget.



A photograph showing a person in a red polo shirt handing a brown paper bag to another person. The person in red is on the left, and the person receiving the bag is on the right, wearing a light-colored sweater. The background is slightly blurred, showing what appears to be a window or glass door. A large, bright orange diagonal banner is overlaid on the bottom left of the image, containing the word 'METHODOLOGY' in white, bold, uppercase letters.

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, which offers delivery for orders placed on a merchant's own app or website, and Storefront, which enables online ordering through a merchant's website.
2. Dasher earnings and spending supported by DoorDash, including tips.
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 modeling 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).

SURVEY METHODOLOGY

Merchants

From November 25, 2025 to January 19, 2026, Public First fielded an online survey in 50 U.S. states and the District of Columbia, with n=559 independently-owned businesses who currently partner with DoorDash 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 hadn't opted out of DoorDash emails or surveys. The margin of error for this survey is +/-4.1%.

Dashers

From December 8, 2025 to January 12, 2026, Public First fielded an online survey in 50 U.S. states and the District of Columbia, with n=1,210 Dashers from a nationwide sample of Dashers. The survey results are weighted by tenure on platform, average active hours 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), state and age bracket of Dasher. The margin of error was +/- 2.8%.

Consumers

From November 20 to December 14, 2025, Public First fielded an online survey in 50 U.S. states and the District of Columbia, with n=1,333 DoorDash consumers 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 for this survey is +/-2.7%.



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