How Consumers and Businesses Used and Benefited from App-Based Rideshare and Delivery Services in Massachusetts in 2023
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Introduction

In this report, BW Research Partnership (BW Research) analyzes data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms1 to determine the volume and distribution of app-based rideshare and delivery activity throughout Massachusetts during 2023. Our analysis includes data on rideshare drop-offs, deliveries, and merchant accounts and revenues disaggregated to the regional level. The report additionally analyzes data provided by DoorDash, Instacart and Uber Eats on selected food and retail items frequently ordered via their platforms in Massachusetts.

This report updates and complements a similar analysis, titled Local Presence of App-Based Rideshare and Delivery Platforms in Massachusetts,2 that BW Research carried out in 2022 examining comparable data for the year 2021.

BW Research is a full-service applied research firm that is committed to supporting our clients with economic and workforce research, customer and community analyses, and strategic planning and evaluation services. The firm has offices in Wrentham, Massachusetts and Carlsbad, California.

Methodology

Company data were provided by DoorDash, Instacart, Lyft, and Uber for each quarter of 2023 (Uber provided separate data for its Uber Rides and Uber Eats platforms). The data provided covered the period of January 1st, 2023 to December 30th, 2023. Company data are aggregated unless otherwise specified. BW Research had independent access to these data and full discretion in analyzing the provided data. BW Research worked with each company to establish uniform data definitions for purposes of this report.

Data was broken out geographically using New England City or Town Areas ("NECTAs"), defined by the U.S. Census Bureau as metropolitan and micropolitan statistical areas consisting of an urban core and surrounding municipalities having a high degree of social and economic integration with that core.3

BW Research analyzed ten total areas including eight standalone NECTA regions and two combined areas. The two combined areas are the Worcester, MA-CT area and the Cape and Islands. The Worcester, MA-CT area includes the Worcester, MA-CT NECTA and the Athol, MA NECTA, while the Cape and Islands area includes the Barnstable Town, MA NECTA; the Vineyard Haven, MA NECTA; and the town of Nantucket. As defined by the federal government, four of the ten NECTAs contain cities or towns in contiguous areas of New Hampshire, Rhode Island, or Connecticut, but we exclude these non-Massachusetts municipalities from this analysis. A complete listing of Massachusetts municipalities included in each NECTA can be found in the Regional Profiles section of this report.

At the time of the report, public data from the Transportation Network Company (TNC) Division of the Massachusetts Department of Public Utilities annual “Rideshare Data Report” for pickups and drop-offs were not available for 2023. All estimates for app-based rideshare activity in this report is generated from company data provided by Lyft and Uber. While this is a change from the methodology of the Local Presence of App-Based Rideshare and Delivery Platforms in Massachusetts report published in 2022, the data presented in this report is still comparable to the report published in 2022.

Our previous study included an analysis of the most popular destinations for rideshare rides, as of 2021. We reprint selected findings of that analysis here, to convey the purposes for which residents use rideshare services.

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1 None of the platform companies involved in this report had access to data from other platform companies at any time.


3 https://www.census.gov/programs-surveys/metro-micro/about/glossary.html
Executive Summary

Massachusetts residents and businesses used app-based rideshare or delivery platforms Lyft, Uber, DoorDash, Instacart and Uber Eats to connect with independent rideshare and delivery drivers 144.3 million times in 2023, with an average of more than 395,000 uses a day. The 144.3 million total consists of 79.8 million rides and 64.5 million deliveries conducted in Massachusetts in 2023.

**Destinations in Greater Boston (defined as the Boston-Cambridge-Newton, MA-NH NECTA, which contains about two-thirds of Massachusetts’ population), accounted for 85.2% of all rides and deliveries in 2023, with the remaining rides and deliveries spread throughout the state.**

**Greater Worcester (Worcester, MA-CT NECTA) and Greater Springfield (Springfield, MA-CT NECTA) followed, with the second and third largest share of rides and deliveries, with each area accounting for 4.2% of the state’s total, respectively.**

**The Fall River and Attleboro area (the portion of the Providence-Warwick, RI-MA NECTA that is in Massachusetts) and the Cape and Islands (Barnstable Town NECTA, Vineyard Haven NECTA, and Nantucket) followed with the fourth- and fifth-largest proportion of the state’s total.**

**Delivery**

Tens of thousands of restaurants and retailers partnered with one or more app-based delivery platforms to deliver approximately $2.1 billion worth of meals, groceries, or convenience items to consumers in 2023. The $2.1 billion was generated from a statewide average of 27,000 merchant accounts\(^4\) on the DoorDash, Instacart, and/or Uber Eats.

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4 The statewide average merchant accounts is the four quarter average of merchant accounts in Massachusetts on DoorDash, Instacart, and/or Uber Eats in 2023.
platforms in 2023. We define a “merchant account” as a restaurant, store, or other merchant location that consumers can access via one of these platforms.

- The majority (73.7%) of merchant accounts on the DoorDash, Instacart, and/or Uber Eats delivery platforms in the state were located in Greater Boston. The NECTAs of Greater Worcester, Greater Springfield, the Fall River and Attleboro area, the New Bedford area (New Bedford NECTA), and the Cape and Islands area each had at least 500 and as many as 1,900 merchant accounts on the platforms.

- French fries, cheeseburgers and chicken nuggets topped the list of restaurant food items most commonly ordered via the DoorDash or Uber Eats delivery platforms in Massachusetts during 2023. Other most popular restaurant order items included hash browns, burritos, and coffee.

- Massachusetts residents used delivery apps to order meals from restaurants offering many kinds of food and diverse ethnic cuisines. Residents ordered from restaurants specializing in Vietnamese or Brazilian fare around 225,000 times each in 2023, for example. Caribbean restaurants received approximately 150,000 orders and Greek restaurants about 450,000 orders.

- Plain milk, bananas and crackers were the three most commonly ordered grocery items via Instacart in Massachusetts for 2023. Other top 10 most popular grocery items included eggs, ice cream and strawberries. Compared to other Americans, Massachusetts residents especially like Greek and Icelandic yogurt, cherry tomatoes and flavored and infused waters, ordering all three via Instacart more frequently than residents of any other state in 2023.

**Rideshare**

App-based drivers using the Lyft and Uber platforms provided a total of 79.8 million rides in the state in 2023, an increase of 102% over the number in 2021.

- 72.9 million rides, or 91.3% of all rides statewide, were to destinations in Greater Boston.

- Greater Worcester and the Greater Springfield areas had the second- and third-highest number of rides in 2023, with 2.4 million and 1.7 million, respectively.

- The most popular destinations for rideshare rides in Greater Boston were Logan Airport, South Station, TD Garden, Encore Boston Harbor casino, and Massachusetts General Hospital, according to data analyzed for the prior edition of this report (reflecting activity in 2021). Top destinations in other NECTAs around the state were commonly transportation hubs, such as the airport and ferry terminals in Hyannis; large retail establishments, like Holyoke Mall in Holyoke or Walmart in Lunenburg; educational institutions such as College of the Holy Cross and Quinsigamond Community College in Worcester; health care facilities; and various hospitality establishments.

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Data in Detail

Regional Definitions

Table 1 below displays the ten total areas analyzed for this report, including eight NECTA regions and two combined NECTA areas. For the remainder of this report, the NECTAs will be referred to by their common name in narrative portions and by their NECTA name (or combined NECTA name) in tables.

Greater Boston had a population of 4.6 million in 2022, accounting for 66.4% of the state’s total population of approximately 7 million. Greater Worcester and Greater Springfield accounted for 9.1% and 9.0% of the state’s population, respectively. Cape Cod and the Islands and the Fall River and Attleboro area accounted for 4.2% and 4.1% of the state’s population. The remaining five areas combined accounted for 6.8% of the state’s population.

Table 1. Regional Definitions

<table>
<thead>
<tr>
<th>NECTA</th>
<th>Common Name</th>
<th>NECTA Population (2022)</th>
<th>Proportion of State Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston-Cambridge-Newton, MA-NH</td>
<td>Greater Boston</td>
<td>4,636,804</td>
<td>66.4%</td>
</tr>
<tr>
<td>Worcester, MA-CT</td>
<td>Greater Worcester</td>
<td>633,740</td>
<td>9.1%</td>
</tr>
<tr>
<td>Springfield, MA-CT</td>
<td>Greater Springfield</td>
<td>631,820</td>
<td>9.0%</td>
</tr>
<tr>
<td>Cape Cod and the Islands</td>
<td>Cape and Islands</td>
<td>292,541</td>
<td>4.2%</td>
</tr>
<tr>
<td>Providence-Warwick, RI-MA</td>
<td>Fall River and Attleboro area</td>
<td>289,825</td>
<td>4.1%</td>
</tr>
<tr>
<td>New Bedford, MA</td>
<td>New Bedford area</td>
<td>165,956</td>
<td>2.4%</td>
</tr>
<tr>
<td>Leominster-Gardner, MA</td>
<td>Leominster-Gardner area</td>
<td>161,772</td>
<td>2.3%</td>
</tr>
<tr>
<td>Pittsfield, MA</td>
<td>Pittsfield area</td>
<td>86,145</td>
<td>1.2%</td>
</tr>
<tr>
<td>Greenfield Town, MA</td>
<td>Greenfield area</td>
<td>37,585</td>
<td>0.5%</td>
</tr>
<tr>
<td>North Adams, MA-VT</td>
<td>North Adams area</td>
<td>23,338</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Services Provided by Drivers to Consumers Via Rideshare and Delivery Platforms

Key Findings about Total Rides and Deliveries

- App-based drivers using DoorDash, Instacart, Lyft, and Uber platforms provided a total of 144.3 million rides and deliveries to destinations in Massachusetts in 2023, an increase of 70 percent from 2021.

- 123 million rides and deliveries in 2023 occurred in Greater Boston, which accounted for 85.3% of all rides and deliveries statewide.

- Greater Worcester and Greater Springfield were the second- and third-largest destinations for rides and deliveries in 2023, with about 6 million rides and deliveries each, respectively.

- The smallest area examined, the North Adams area, accounted for approximately 91,500 rides and deliveries in 2023.

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6 All population data is from the U.S. Census Bureau: 2022 ACS 5-Year Estimates unless stated otherwise
7 Includes the Worcester, MA-CT NECTA, and Athol, MA NECTA.
8 Includes Barnstable Town, MA NECTA, Vineyard Haven, MA NECTA, and the Town of Nantucket.
Table 2. Total Rides and Deliveries (2023)

<table>
<thead>
<tr>
<th>NECTA</th>
<th>Total rides and deliveries (2023)</th>
<th>Total rides (2023)</th>
<th>Total deliveries (2023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston-Cambridge-Newton, MA-NH</td>
<td>122,984,573</td>
<td>72,850,915</td>
<td>50,133,658</td>
</tr>
<tr>
<td>Worcester, MA-CT</td>
<td>6,033,036</td>
<td>2,429,764</td>
<td>3,603,272</td>
</tr>
<tr>
<td>Springfield, MA-CT</td>
<td>6,024,705</td>
<td>1,707,421</td>
<td>4,317,284</td>
</tr>
<tr>
<td>Providence-Warwick, RI-MA</td>
<td>3,138,029</td>
<td>840,686</td>
<td>2,297,343</td>
</tr>
<tr>
<td>Cape Cod and the Islands</td>
<td>2,338,018</td>
<td>1,076,476</td>
<td>1,261,542</td>
</tr>
<tr>
<td>New Bedford, MA</td>
<td>1,897,205</td>
<td>625,545</td>
<td>1,271,660</td>
</tr>
<tr>
<td>Leominster-Gardner, MA</td>
<td>1,109,173</td>
<td>241,946</td>
<td>867,227</td>
</tr>
<tr>
<td>Pittsfield, MA</td>
<td>517,382</td>
<td>12,959</td>
<td>504,423</td>
</tr>
<tr>
<td>Greenfield Town, MA</td>
<td>165,523</td>
<td>1,859</td>
<td>163,664</td>
</tr>
<tr>
<td>North Adams, MA-VT</td>
<td>91,533</td>
<td>573</td>
<td>90,960</td>
</tr>
<tr>
<td><strong>Massachusetts</strong></td>
<td><strong>144,299,177</strong></td>
<td><strong>79,788,144</strong></td>
<td><strong>64,511,033</strong></td>
</tr>
</tbody>
</table>

Consumers’ Use of Rideshare Platforms

Key Findings about Number of Rides

- App-based drivers using the Lyft and Uber platforms provided a total of 79.8 million rides in the state in 2023, more than doubling from 2021, for an increase of 102%.
- 72.9 million rides, or 91.3% of all rides statewide, were to destinations in Greater Boston.
- Greater Worcester and the Greater Springfield areas had the second- and third-highest number of rides in 2023, with 2.4 million and 1.7 million, respectively.

Table 3. Total Rides (2023)

<table>
<thead>
<tr>
<th>NECTA</th>
<th>Total Rides (2023)</th>
<th>Proportion of state’s total rides (2023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston-Cambridge-Newton, MA-NH</td>
<td>72,850,915</td>
<td>91.3%</td>
</tr>
<tr>
<td>Worcester, MA-CT</td>
<td>2,429,764</td>
<td>3.0%</td>
</tr>
<tr>
<td>Springfield, MA-CT</td>
<td>1,707,421</td>
<td>2.1%</td>
</tr>
<tr>
<td>Providence-Warwick, RI-MA</td>
<td>1,076,476</td>
<td>1.3%</td>
</tr>
<tr>
<td>Cape Cod and the Islands</td>
<td>840,686</td>
<td>1.1%</td>
</tr>
<tr>
<td>New Bedford, MA</td>
<td>625,545</td>
<td>0.8%</td>
</tr>
<tr>
<td>Leominster-Gardner, MA</td>
<td>241,946</td>
<td>0.3%</td>
</tr>
<tr>
<td>Pittsfield, MA</td>
<td>12,959</td>
<td>0.0%</td>
</tr>
<tr>
<td>Greenfield Town, MA</td>
<td>1,859</td>
<td>0.0%</td>
</tr>
<tr>
<td>North Adams, MA-VT</td>
<td>573</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Massachusetts</strong></td>
<td><strong>79,788,144</strong></td>
<td><strong>0.0%</strong></td>
</tr>
</tbody>
</table>
Popular Destinations

The predecessor edition of this report, the *Local Presence of App-Based Rideshare and Delivery Platforms in Massachusetts*, made an analysis of the most popular specific destinations for rideshare rides in each NECTA, as of 2021. The most popular destinations included:

- **Airports** – Boston Logan International airport, Springfield Union Station, Worcester Regional airport, HYA - Cape Cod Gateway airport.
- **Hospitals and Medical Centers** – Massachusetts General Hospital, Boston Children’s Hospital, UMass Memorial Medical Center, Baystate Medical Center, St. Luke’s hospital
- **Recreation** – TD Garden, Encore Boston Harbor, Fenway Park, Six Flags New England, Great Wolf Lodge
- **Retail Establishments** – Prudential Center, Holyoke Mall, Dartmouth Mall, Cape Cod Mall
- **Educational Institutions** – College of the Holy Cross, Western New England University, University of Massachusetts Dartmouth

Merchants’ Use and Revenues on Delivery Platforms

**Key Findings about Merchant Accounts**

App-based delivery platforms such as DoorDash, Instacart, or Uber Eats provide consumers access to deliveries of goods from restaurants, grocery stores, retailers, and other businesses. We define a “merchant account” as a restaurant, store, or other merchant location that consumers can access via one of these platforms. As such, the number of merchant accounts may include duplicates as a business can be available on multiple platforms.

- There were approximately 27,000 Massachusetts merchant accounts on the DoorDash, Instacart, and Uber Eats platforms in 2023, which represents an increase of 29 percent from the number of merchant accounts in 2021.
- About 19,600 merchant accounts were for establishments located somewhere in Greater Boston, which was 73.7% of the statewide total.
- Greater Springfield and Greater Worcester had the second- and third-largest number of merchant accounts, at approximately 1,900 and 1,700 accounts each, respectively.

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Table 4. Number of Merchant Accounts (2023)

<table>
<thead>
<tr>
<th>NECTA</th>
<th>Merchant accounts by merchant location in 2023 (quarterly)</th>
<th>Average merchant accounts by merchant location (2023)</th>
<th>Merchant accounts proportion of State Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
</tr>
<tr>
<td>Boston-Cambridge-Newton, MA-NH</td>
<td>19,282</td>
<td>19,452</td>
<td>19,662</td>
</tr>
<tr>
<td>Worcester, MA-CT</td>
<td>1,863</td>
<td>1,893</td>
<td>1,878</td>
</tr>
<tr>
<td>Springfield, MA-CT</td>
<td>1,721</td>
<td>1,741</td>
<td>1,779</td>
</tr>
<tr>
<td>Cape Cod and the Islands</td>
<td>1,117</td>
<td>1,121</td>
<td>1,143</td>
</tr>
<tr>
<td>Providence-Warwick, RI-MA</td>
<td>819</td>
<td>839</td>
<td>861</td>
</tr>
<tr>
<td>New Bedford, MA</td>
<td>551</td>
<td>563</td>
<td>576</td>
</tr>
<tr>
<td>Leominston-Gardner, MA</td>
<td>453</td>
<td>457</td>
<td>464</td>
</tr>
<tr>
<td>Pittsfield, MA</td>
<td>216</td>
<td>228</td>
<td>230</td>
</tr>
<tr>
<td>Greenfield Town, MA</td>
<td>&lt;100</td>
<td>&lt;100</td>
<td>&lt;100</td>
</tr>
<tr>
<td>North Adams, MA-VT</td>
<td>&lt;100</td>
<td>&lt;100</td>
<td>&lt;100</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>26,000</td>
<td>26,000</td>
<td>27,000</td>
</tr>
</tbody>
</table>

Merchant Revenues

Key Findings About Merchant Revenues

- Merchant revenues derived from accounts on the DoorDash, Instacart, and Uber Eats platforms totaled $2.1 billion in 2023, an increase of 44 percent from 2021.
- Merchant revenues in Greater Boston for 2023 totaled $1.6 billion.
- Greater Springfield had the second-largest 2023 merchant revenues at $141 million, followed by Greater Worcester at $137.1 million.
- Merchant revenues for the Cape and Islands area, the Fall River and Attleboro area, and the New Bedford area, Leominster-Gardner area, and Pittsfield area ranged between $22 million up to $47.2 million.
- The two smallest areas examined, the Greenfield area and the North Adams area, had merchant revenues of $7.2 million and $3.2 million respectively.
### Top five most popular rideshare destinations statewide in 2021

1. **Boston Logan International Airport**
2. **South Station, Boston**
3. **TD Garden, Boston**
4. **Encore Boston Harbor**
5. **Massachusetts General Hospital**

### Table 5. Total Merchant Revenue (2023)

<table>
<thead>
<tr>
<th>NECTA</th>
<th>Total merchant revenue (quarterly)</th>
<th>Total merchant revenue (2024)</th>
<th>Total merchant revenue proportion of State Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
</tr>
<tr>
<td>Boston-Cambridge-Newton, MA-NH</td>
<td>$394,713,487</td>
<td>$398,416,059</td>
<td>$396,589,845</td>
</tr>
<tr>
<td>Worcester, MA-CT</td>
<td>$34,084,991</td>
<td>$34,692,075</td>
<td>$34,148,052</td>
</tr>
<tr>
<td>Springfield, MA-CT</td>
<td>$33,355,698</td>
<td>$32,992,524</td>
<td>$33,541,908</td>
</tr>
<tr>
<td>Cape Cod and the Islands</td>
<td>$15,358,841</td>
<td>$15,633,863</td>
<td>$16,168,632</td>
</tr>
<tr>
<td>Providence-Warwick, RI-MA</td>
<td>$9,621,992</td>
<td>$11,690,760</td>
<td>$14,737,758</td>
</tr>
<tr>
<td>New Bedford, MA</td>
<td>$8,531,005</td>
<td>$8,705,742</td>
<td>$9,088,642</td>
</tr>
<tr>
<td>Leominster-Gardner, MA</td>
<td>$7,389,580</td>
<td>$7,471,164</td>
<td>$7,595,114</td>
</tr>
<tr>
<td>Pittsfield, MA</td>
<td>$5,296,389</td>
<td>$5,266,404</td>
<td>$5,576,542</td>
</tr>
<tr>
<td>Greenfield Town, MA</td>
<td>$1,821,977</td>
<td>$1,792,839</td>
<td>$1,692,195</td>
</tr>
<tr>
<td>North Adams, MA-VT</td>
<td>$812,236</td>
<td>$772,106</td>
<td>$754,334</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>$510,986,195</td>
<td>$517,433,537</td>
<td>$519,893,024</td>
</tr>
</tbody>
</table>
How Consumers and Businesses Used and Benefited from App-Based Rideshare and Delivery Services in Massachusetts in 2023

**Most Popular Restaurant Food Items**
Ordered via DoorDash or Uber Eats in Massachusetts in 2023

1. **2,575,000** orders of French Fries
2. **2,025,000** orders of Cheeseburgers
3. **1,850,000** orders of Chicken Nuggets
4. **1,300,000** orders of Coffee
5. **1,000,000** orders of Burrito Bowls

**Top 10 Grocery Items**
Ordered via Instacart in Massachusetts in 2023

1. Plain Milk
2. Bananas
3. Crackers
4. Whole Eggs
5. Sparkling Water
6. Greek & Icelandic Yogurt
7. Cereal
8. Packaged Cookies
9. Ice Creams
10. Strawberries

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10. Number of orders were rounded to the nearest 25,000
11. Includes cheeseburgers, cheeseburger meals, double cheeseburgers, and bacon cheeseburgers
12. Includes chicken nuggets in any size quantity, and chicken nugget meals
13. Includes iced coffee, hot coffee, and lattes

“Greater Boston” is defined as the Boston-Cambridge-Newton MA-NH New England Town Area (NECTA), which includes the immediate Boston area, plus the North Shore, South Shore, MetroWest, Merrimack Valley and Brockton areas. Data presented below excludes that portion of the NECTA composed of municipalities in New Hampshire.

1 Company data were provided by DoorDash, Instacart, Lyft, and Uber. Company data are aggregated unless otherwise specified. BW Research had independent access to these data and full discretion in analyzing the provided data. BW Research worked with each company to establish uniform data definitions for purposes of this report. None of the platform companies involved in this report had access to data from other platform companies at any time.

This report was commissioned by Flexibility and Benefits for Massachusetts Drivers 2024.

2 Average number of merchant accounts in 2023.
**Greater Worcester**

“Greater Worcester” is defined as the Worcester, MA-CT NECTA, and Athol, MA NECTA which includes the immediate Worcester area, Athol area and surrounding communities. Data presented below excludes that portion of the NECTA composed of municipalities in Connecticut.

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**Rideshare**

Total Rides – 2,429,764

**Delivery**

<table>
<thead>
<tr>
<th>Total Deliveries</th>
<th>3,603,272</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchant Accounts</td>
<td>1,763</td>
</tr>
<tr>
<td>Merchant Revenue</td>
<td>$137,059,283</td>
</tr>
</tbody>
</table>

---

**6,033,036**

Total Rideshare and Delivery Services Provided by Drivers to Consumers in Greater Worcester

**$137,059,283**

Revenue Earned by Merchants via Delivery Platforms in Greater Worcester

**1,763**

Average Number of Merchant Accounts in Greater Worcester

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1 Company data were provided by DoorDash, Instacart, Lyft, and Uber. Company data are aggregated unless otherwise specified. BW Research had independent access to these data and full discretion in analyzing the provided data. BW Research worked with each company to establish uniform data definitions for purposes of this report. None of the platform companies involved in this report had access to data from other platform companies at any time. This report was commissioned by Flexibility and Benefits for Massachusetts Drivers 2024.

2 Average number of merchant accounts in 2023.
Municipalities in the Springfield, MA-CT NECTA:

“Greater Springfield” is defined as the Springfield, MA-CT NECTA, which includes the immediate Springfield area, plus some municipalities in Hampden County, Hampshire County, and Franklin County. Data presented below excludes that portion of the NECTA composed of municipalities in Connecticut.

1 Company data were provided by DoorDash, Instacart, Lyft, and Uber. Company data are aggregated unless otherwise specified. BW Research had independent access to these data and full discretion in analyzing the provided data. BW Research worked with each company to establish uniform data definitions for purposes of this report. None of the platform companies involved in this report had access to data from other platform companies at any time. This report was commissioned by Flexibility and Benefits for Massachusetts Drivers 2024.

2 Average number of merchant accounts in 2023.

“Fall River & Attleboro Area” is defined as the Providence-Warwick, RI-MA NECTA, which includes the immediate Fall River area and surrounding municipalities, plus the Attleboro area neighboring municipalities. Data presented below excludes that portion of the NECTA comprised of municipalities in Rhode Island.

Rideshare

Total Rides – 840,686

Delivery

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Deliveries</td>
<td>2,297,343</td>
</tr>
<tr>
<td>Merchant Accounts</td>
<td>1,136</td>
</tr>
<tr>
<td>Merchant Revenue</td>
<td>$64,454,021</td>
</tr>
</tbody>
</table>

3,138,029 Total Rideshare and Delivery Services Provided by Drivers to Consumers in Fall River & Attleboro Area

$64,454,021 Revenue Earned by Merchants via Delivery Platforms in Fall River & Attleboro Area

1,136 Average Number of Merchant Accounts in Fall River & Attleboro Area

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2 Average number of merchant accounts in 2023.
“New Bedford Area” is defined as the New Bedford, MA NECTA, which includes the immediate Fall River area plus surrounding municipalities.

### Rideshare

| Total Rides | 625,545 |

### Delivery

| Total Deliveries | 1,271,660 |
| Merchant Accounts | 568 |
| Merchant Revenue   | $35,982,544 |

### Summary

- **Total Rideshare and Delivery Services Provided by Drivers to Consumers in New Bedford Area:** 1,897,205
- **Revenue Earned by Merchants via Delivery Platforms in New Bedford Area:** $35,982,544
- **Average Number of Merchant Accounts in New Bedford Area:** 568

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**Municipalities in New Bedford, MA NECTA:** Acushnet, Dartmouth, Fairhaven, Mattapoisett and New Bedford.

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2 Average number of merchant accounts in 2023.
“Cape Cod and the Islands” is defined as the Barnstable Town, MA NECTA, Vineyard Haven, MA NECTA and Nantucket Island.

Rideshare

Total Rides – 1,076,476

Delivery

Total Deliveries 1,261,542
Merchant Accounts 843
Merchant Revenue $47,248,147

2,338,018
Total Rideshare and Delivery Services Provided by Drivers to Consumers in Cape Cod and the Islands

$47,248,147
Revenue Earned by Merchants via Delivery Platforms in Cape Cod and the Islands

843
Average Number of Merchant Accounts in Cape Cod and the Islands

Municipalities in Barnstable Town, MA and Vineyard Haven, MA NECTAs: Barnstable, Bourne, Brewster, Chatham, Chilmark, Dennis, Eastham, Edgartown, Falmouth, Aquinnah, Gosnold, Harwich, Marion, Mashpee, Nantucket, Oak Bluffs, Orleans, Provincetown, Sandwich, Tisbury, Truro, Wareham, Wellfleet, West Tisbury and Yarmouth.

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2 Average number of merchant accounts in 2023.
### Rideshare

| Total Rides | 241,946 |

### Delivery

| Total Deliveries | 867,227 |
| Merchant Accounts | 464 |
| Merchant Revenue   | $30,645,970 |

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**Municipalities in Leominster-Gardner, MA NECTA:** Ashburnham, Ashby, Fitchburg, Gardner, Hubbardston, Leominster, Lunenburg, Petersham, Phillipston, Templeton, Westminster, and Winchendon.

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2. Average number of merchant accounts in 2023.
“Pittsfield Area” is defined as the Pittsfield, MA NECTA, which includes the immediate Pittsfield area, plus surrounding municipalities.

Rideshare

Total Rides – 12,959

Delivery

<table>
<thead>
<tr>
<th>Total Deliveries</th>
<th>504,423</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchant Accounts</td>
<td></td>
</tr>
<tr>
<td>Merchant Revenue</td>
<td>$21,963,889</td>
</tr>
</tbody>
</table>

$21,963,889
Revenue Earned by Merchants via Delivery Platforms in Pittsfield Area

230
Average Number of Merchant Accounts in Pittsfield Area


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2 Average number of merchant accounts in 2023.
“Greenfield Area” is defined as the Greenfield Town, MA NECTA, which includes the immediate Greenfield area plus surrounding municipalities.

Municipalities in Greenfield Town, MA NECTA: Bernardston, Colrain, Erving, Gill, Greenfield, Heath, Leyden, Montague, and Northfield.

Rideshare

Total Rides – 1,859

Delivery

Total Deliveries – 163,664

Merchant Accounts\(^2\) – <100

Merchant Revenue – $7,217,500

165,523

Total Rideshare and Delivery Services Provided by Drivers to Consumers in Greenfield Area

$7,217,500

Revenue Earned by Merchants via Delivery Platforms in Greenfield Area

<100

Average Number of Merchant Accounts in Greenfield Area

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2 Average number of merchant accounts in 2023.
“North Adams Area” is defined as the North Adams, MA-VT NECTA, which includes the immediate North Adams area plus surrounding municipalities. Data presented below excludes that portion of the NECTA comprised of municipalities in Vermont.

### Rideshare

- **Total Rides**: 573

### Delivery

- **Total Deliveries**: 90,690
- **Merchant Accounts**: <100
- **Merchant Revenue**: $3,184,100

### Statistics

- **91,533** Total Rideshare and Delivery Services Provided by Drivers to Consumers in North Adams Area
- **$3,184,100** Revenue Earned by Merchants via Delivery Platforms in North Adams Area
- **<100** Average Number of Merchant Accounts in North Adams Area

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2 Average number of merchant accounts in 2023.