



The Local Presence of App-based Rideshare and Delivery Platforms in Massachusetts

Table of Contents

- 1
Introduction
- 2
Methodology
- 3
Executive Summary
- 4
Data in Detail
- 5
Regional Profiles

Introduction

In this report, BW Research Partnership (BW Research) analyzes the 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. Our analysis includes data on rideshare drop-offs and deliveries disaggregated to the regional level. In addition, the report provides top destinations in each area, merchant delivery account information, and rides and deliveries into lower-income areas.

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 2021 (Uber provided separate data for its Uber Rides and Uber Eats platforms). 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.

Public data from the Transportation Network Company (TNC) Division of the Massachusetts Department of Public Utilities “2021 Rideshare Data Report” for pickups and drop offs were used for the data on rides in the state and can be retrieved from <https://mass.gov>.

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.²

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 Barnstable Town, MA NECTA, 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.

Use in lower-income areas consisted of rides and deliveries that ended in U.S. Department of Housing and Urban Development (HUD) designated “Qualified Census Tracts” (QCTs).³

¹ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers 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.

² <https://www.census.gov/programs-surveys/metro-micro/about/glossary.html>

³ The Department of Housing and Urban Development (HUD) defines low-income communities as “a census tract must have 50% of its household incomes below 60% of the Area Median Gross Income (AMGI) or have a poverty rate of 25.0% or more to be eligible.”

Executive Summary

Massachusetts consumers and businesses used app-based rideshare or delivery platforms to connect with independent rideshare and delivery drivers 84.9 million times in 2021, which is an average of more than 232,000 uses a day. The 84.9 million total reflects 39.5 million rides and 45.5 million deliveries completed in Massachusetts in 2021, per platform data from DoorDash, Instacart, Lyft, and Uber.

- Destinations in Greater Boston (defined as the Boston-Cambridge-Newton, MA-NH NECTA, which contains about two-thirds of Massachusetts' population), accounted for 85.0% of all rides and deliveries in 2021, with the balance of rides and deliveries spread across the state.
- Greater Springfield (Springfield, MA-CT NECTA) had the second largest share of rides and deliveries, with 4.2% of the state's total, followed by Greater Worcester (Worcester, MA-CT NECTA), 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).

The top five most popular destinations for rideshare rides in Greater Boston were Logan Airport, South Station, TD Garden, Encore Boston Harbor casino, and Massachusetts General Hospital. 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.

Thousands of Massachusetts restaurants and retailers partnered with one or more of the delivery platforms to enable the restaurants and retailers to provide nearly \$1.5 billion worth of meals, groceries, or convenience items to local consumers. Specifically, Massachusetts businesses maintained approximately 21,000 merchant accounts on DoorDash, Instacart, and/or Uber Eats, and realized total revenues of approximately \$1.46 billion in 2021. We define a "merchant account" as a restaurant, store, or other merchant location that consumers can access via one of these platforms.

- About 76.3% of all merchant accounts on the delivery platforms were located in Greater Boston. Businesses in Greater Worcester, Greater Springfield, the Fall River and Attleboro area, the New Bedford area (New Bedford NECTA), the Cape and Islands area, and the Leominster-Gardner area each had at least 300 and as many as 1,300 merchant accounts on the platforms.

Data in Detail

Regional Definitions

Table 1, below, enumerates the ten total areas we analyzed, 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 in 2020 of 4.7 million, accounting for 66.4% of the state's total population of approximately 7.0 million. Greater Worcester and Greater Springfield each made up 9.1% of the state's population. The Fall River and Attleboro area accounted for 4.1% of the state's population. The remaining six areas accounted for 10.9% of the state's population.

Table 1. Regional Definitions

NECTA	Common Name	NECTA Population (2020) ⁴	Proportion of State Population
Boston-Cambridge-Newton, MA-NH	Greater Boston	4,666,815	66.4%
Worcester, MA-CT ⁵	Greater Worcester	636,541	9.1%
Springfield, MA-CT	Greater Springfield	641,141	9.1%
Providence-Warwick, RI-MA	Fall River and Attleboro area	290,386	4.1%
New Bedford, MA	New Bedford area	167,853	2.4%
Cape Cod and the Islands ⁶	Cape and Islands	292,501	4.2%
Leominster-Gardner, MA	Leominster-Gardner area	162,279	2.3%
Pittsfield, MA	Pittsfield area	86,418	1.2%
Greenfield Town, MA	Greenfield area	37,595	0.5%
North Adams, MA-VT	North Adams area	23,075	0.3%

⁴ All population data is from the U.S. Census Bureau: 2020 Decennial Census P.L. 94-171 Redistricting Data unless stated otherwise

⁵ Includes the Worcester, MA-CT NECTA, and Athol, MA NECTA.

⁶ Includes Barnstable Town, MA NECTA, Vineyard Haven, MA NECTA, and the Town of Nantucket.

Services Provided by Drivers to Consumers Via Rideshare and Delivery Platforms

Total Rides and Deliveries

Key Findings

- App-based drivers using the DoorDash, Instacart, Lyft, and Uber platforms provided a total of 84.9 million rides and deliveries to destinations in Massachusetts in 2021.
- 72.2 million rides and deliveries in 2021 occurred in Greater Boston, which was 85.0% of all rides and deliveries statewide.
- Greater Springfield and Greater Worcester were the second- and third-largest destinations for rides and deliveries in 2021, with about 3.6 and 3.5 million rides and deliveries, respectively.
- Even the two smallest areas examined, the Greenfield area and the North Adams area, each accounted for tens of thousands of rides and deliveries in 2021.

Table 2. Total Rides and Deliveries (2021)⁷

NECTA	Total rides and deliveries (2021)	Total rides (2021)	Total deliveries (2021)
Boston-Cambridge-Newton, MA-NH	72,206,280	36,254,053	35,952,227
Worcester, MA-CT	3,350,083	1,046,350	2,303,733
Springfield, MA-CT	3,550,014	589,124	2,960,890
Providence-Warwick, RI-MA	1,907,299	343,465	1,563,834
New Bedford, MA	1,169,751	299,438	870,313
Cape Cod and the Islands	1,601,585	796,493	805,092
Leominster-Gardner, MA	644,013	94,832	549,181
Pittsfield, MA	327,821	3,759	324,062
Greenfield Town, MA	99,248	1,084	98,164
North Adams, MA-VT	46,074	355	45,719
Massachusetts	84,902,168	39,428,953	45,473,215

⁷ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report <https://www.mass.gov/info-details/2021-rideshare-data-report#rideshare-trust-fund-update->

Use of Rideshare and Delivery Platforms in Lower-Income Areas

Delivery and rideshare platforms can play an important role in connecting consumers with independent workers for affordable, reliable access to transportation and access to grocery and various food options, particularly in underserved areas. To better understand how rideshare and delivery platforms are used in lower-income areas throughout the Commonwealth, we analyzed the frequency with which Massachusetts rideshare rides and deliveries in 2021 ended in HUD determined QCTs. HUD uses QCTs to determine a location's eligibility for the federal Low-Income Housing Tax Credit. While this method offers important insights, QCTs may include people at a variety of income levels. Thus, findings presented here pertain to use within these areas and should not be equated to use that is solely by low-income persons or households. See the methodology section for a fuller discussion of how QCTs are defined.

Overall, 311 of Massachusetts' 1,620 census tracts, or 19.2%, are designated as QCTs under the definition used in this report.

Key Findings

- 24.3 million rides or deliveries in 2021 ended in lower-income areas (i.e., low-income census tracts) in Massachusetts. Statewide, 28.7% of all rides or deliveries in 2021 ended in, or were delivered to, a lower-income area.
- The share of Greater Boston rides and deliveries ending in low-income areas was 28.8%.
- The New Bedford area, Greater Worcester and Greater Springfield had the highest shares of deliveries that ended in low-income areas, at 36.6%, 34.7% and 30.7%, respectively.

Table 3. Use in Lower-Income Areas (2021)

NECTA	Rides and deliveries ending in QCTs in 2021	Rides and deliveries in 2021 proportion of state total	QCTs drop offs NECTA proportion	QCTs drop offs state proportion	Proportion of population in QCTs
Boston-Cambridge-Newton, MA-NH	20,797,476	85.0%	28.8%	85.4%	20.9%
Worcester, MA-CT	1,163,073	3.9%	34.7%	4.8%	18.3%
Springfield, MA-CT	1,090,560	4.2%	30.7%	4.5%	19.7%
Providence-Warwick, RI-MA	386,263	2.2%	20.3%	1.6%	16.4%
New Bedford, MA	427,594	1.4%	36.6%	1.8%	29.4%
Cape Cod and the Islands	254,915	1.9%	15.9%	1.0%	5.8%
Leominster-Gardner, MA	94,919	0.8%	14.7%	0.4%	10.5%
Pittsfield, MA	87,517	0.4%	26.7%	0.4%	13.7%
Greenfield Town, MA	29,825	0.1%	30.1%	0.1%	31.7%
North Adams, MA-VT	13,064	0.1%	28.4%	0.1%	27.3%
Massachusetts	24,345,206	100.0%	28.7%	100.0%	19.6%

Consumers' Use of Rideshare Platforms

Number of Rides

Key Findings

- App-based drivers using the Lyft and Uber platforms provided a total of 39.4 million rides in the state in 2021
- 36.2 million rides, or 91.9% of all rides statewide, were to destinations somewhere in Greater Boston.
- Greater Worcester and the Cape and Islands area had the second and third highest number of rides in 2021, with 1.0 million and 796,000, respectively.

Table 4. Total Rides (2021)⁸

NECTA	Total Rides (2021)	Proportion of state's total rides (2021)
Boston-Cambridge-Newton, MA-NH	36,254,053	91.9%
Worcester, MA-CT	1,046,350	2.7%
Springfield, MA-CT	589,124	1.5%
Providence-Warwick, RI-MA	343,465	0.9%
New Bedford, MA	299,438	0.8%
Cape Cod and the Islands	796,493	2.0%
Leominster-Gardner, MA	94,832	0.2%
Pittsfield, MA	3,759	0.0%
Greenfield Town, MA	1,084	0.0%
North Adams, MA-VT	355	0.0%
Massachusetts	39,428,953	

⁸ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report <https://www.mass.gov/info-details/2021-rideshare-data-report#rideshare-trust-fund-update->

Top Destinations on Rideshare Platforms

The top five most popular destinations for rideshare rides in Greater Boston were Logan Airport, South Station, TD Garden, Encore Boston Harbor casino, and Massachusetts General Hospital's main Boston campus. Major entertainment venue Fenway Park and leading retail/office location Prudential Center, along with another hospital and two large hotels comprised the balance of the top ten destinations in the region. **(See Table 5)**

Leading destinations in other NECTAs around the state reflected similar patterns. Transportation hubs - such as Worcester's Union Station, Berkshire County's airports, and Cape Cod's ferry terminals - were at or near the top in most places. Educational institutions, like Fitchburg State College and UMass Dartmouth, and hospitals such as Bay State Medical Center in Springfield appeared on most lists. Shopping spots like Walmart and local malls, along with hospitality and entertainment establishments such as Stockbridge's Red Lion Inn and Six Flags New England in Agawam accounted for most of the remaining destinations.

Table 5. Top Destinations in the Greater Boston Area (2021)

NECTA	Destination	Rank
Boston-Cambridge-Newton, MA-NH	9Boston Logan International Airport ¹⁰	1
Boston-Cambridge-Newton, MA-NH	MBTA - South Station ¹¹	2
Boston-Cambridge-Newton, MA-NH	TD Garden ¹²	3
Boston-Cambridge-Newton, MA-NH	Encore Boston Harbor	4
Boston-Cambridge-Newton, MA-NH	Massachusetts General Hospital	5
Boston-Cambridge-Newton, MA-NH	Prudential Center	6
Boston-Cambridge-Newton, MA-NH	Fenway Park	7
Boston-Cambridge-Newton, MA-NH	Boston Children's Hospital	8
Boston-Cambridge-Newton, MA-NH	The Westin Boston Waterfront	9
Boston-Cambridge-Newton, MA-NH	Boston Marriott Copley Place	10

¹⁰ Boston Logan International Airport - Includes all terminals, airline drop offs, and airport buildings

¹¹ South Station - Includes bus terminal drop offs and commuter/Amtrak rail drop offs

¹² TD Garden – Includes MBTA - North Station

Table 6. Top Destinations in Greater Worcester Area (2021)

NECTA	Destination	Rank
Worcester, MA-CT	MBTA - Worcester Union Station	1
Worcester, MA-CT	Auburn Mall	2
Worcester, MA-CT	College of the Holy Cross	3
Worcester, MA-CT	UMass Memorial Medical Center-University Campus	4
Worcester, MA-CT	Quinsigamond Community College	5
Worcester, MA-CT	Worcester Regional Airport (ORH)	6
Worcester, MA-CT	UMass Memorial Medical Center - Memorial Campus	7
Worcester, MA-CT	Worcester State University	8
Worcester, MA-CT	Clark University	9
Worcester, MA-CT	Walmart	10

Table 7. Top Destinations in Greater Springfield Area (2021)

NECTA	Destination	Rank
Springfield, MA-CT	Holyoke Mall	1
Springfield, MA-CT	Springfield Union Station	2
Springfield, MA-CT	Baystate Medical Center	3
Springfield, MA-CT	MGM Hotel - Springfield	4
Springfield, MA-CT	USPS - Springfield	5
Springfield, MA-CT	Mercy Medical Center	6
Springfield, MA-CT	Eastfield Mall	7
Springfield, MA-CT	Six Flags New England	8
Springfield, MA-CT	Holyoke Medical Center	9
Springfield, MA-CT	Western New England University	10

Table 8. Top Destinations in Providence-Warwick, RI-MA NECTA & New Bedford, MA NECTA (2021)

NECTA	Destination	Rank
Providence-Warwick, RI-MA & New Bedford, MA	Walmart Supercenter	1
Providence-Warwick, RI-MA & New Bedford, MA	Dartmouth Mall	2
Providence-Warwick, RI-MA & New Bedford, MA	New Bedford High School	3
Providence-Warwick, RI-MA & New Bedford, MA	St. Luke's Hospital	4
Providence-Warwick, RI-MA & New Bedford, MA	Amazon Fulfillment Center	5
Providence-Warwick, RI-MA & New Bedford, MA	Burlington Coat Factory	6
Providence-Warwick, RI-MA & New Bedford, MA	University of Massachusetts-Dartmouth	7
Providence-Warwick, RI-MA & New Bedford, MA	Charlton Memorial Hospital	8
Providence-Warwick, RI-MA & New Bedford, MA	Brazilian Grill - Dartmouth	9
Providence-Warwick, RI-MA & New Bedford, MA	EWB - New Bedford Regional Airport	10

Table 9. Top Destinations in Cape Cod and the Islands (2021)

NECTA	Destination	Rank
Cape Cod and the Islands	HYA - Cape Cod Gateway Airport	1
Cape Cod and the Islands	Hy-Line Cruises	2
Cape Cod and the Islands	Cape Cod Mall	3
Cape Cod and the Islands	Steamship Authority Hyannis Terminal	4
Cape Cod and the Islands	Hyannis Transportation Center	5
Cape Cod and the Islands	Steamship Authority Woods Hole Terminal	6
Cape Cod and the Islands	CQX - Chatham Municipal Airport	7
Cape Cod and the Islands	Walmart	8
Cape Cod and the Islands	Cape Cod Hospital	9
Cape Cod and the Islands	Anejo Mexican Bistro	10

Table 10. Top Destinations in Leominster-Gardner, MA NECTA (2021)

NECTA	Destination	Rank
Leominster-Gardner, MA	Walmart – Lunenburg Crossing	1
Leominster-Gardner, MA	The mall at Whitney Field	2
Leominster-Gardner, MA	Market Basket	3
Leominster-Gardner, MA	GDM - Gardner Municipal Airport	4
Leominster-Gardner, MA	Home Depot	5
Leominster-Gardner, MA	Great Wolf Lodge	6
Leominster-Gardner, MA	Fitchburg State University	7
Leominster-Gardner, MA	Texas Roadhouse	8
Leominster-Gardner, MA	Chili's Grill & Bar & Burlington Coat Factory ¹³	9
Leominster-Gardner, MA	Alltown Gas and Convenience Store	10

Table 11. Top Destinations in Pittsfield, MA & North Adams, MA-VT NECTA (2021)

NECTA	Destination	Rank
Pittsfield, MA & North Adams, MA-VT	AQW - Harriman and West Airport	1
Pittsfield, MA & North Adams, MA-VT	PSF - Pittsfield Municipal Airport	2
Pittsfield, MA & North Adams, MA-VT	Courtyard Lenox Berkshires	3
Pittsfield, MA & North Adams, MA-VT	Williams College	4
Pittsfield, MA & North Adams, MA-VT	Kripalu Center for Yoga & Health	5
Pittsfield, MA & North Adams, MA-VT	Jiminy Peak Mountain Resort	6
Pittsfield, MA & North Adams, MA-VT	Kimball Farms Nursing Care Center	7
Pittsfield, MA & North Adams, MA-VT	Red Lion Inn	7
Pittsfield, MA & North Adams, MA-VT	Holiday Inn	7
Pittsfield, MA & North Adams, MA-VT	A-Mart ¹⁴	7

Table 12. Top Destinations in Greenfield Town, MA NECTA (2021)

NECTA	Destination	Rank
Greenfield Town, MA	Northfield Mount Hermon School	1
Greenfield Town, MA	Community Health Center of Franklin County	2

¹³ Two separate locations tied for ninth most popular destination in Leominster-Gardner, MA NECTA

¹⁴ Kimball Farms Nursing Center, Red Lion Inn, Holiday Inn, and A-mart are tied for the seventh most popular destination in Pittsfield, MA & North Adams, MA NECTAs

Merchants' Use and Revenues on Delivery Platforms

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.

Key Findings

- There were approximately 21,000 Massachusetts merchant accounts on the DoorDash, Instacart and Uber Eats platforms in 2021.
- About 18,600 merchant accounts were for establishments located somewhere in Greater Boston, which was 73.6% of the statewide total.
- Greater Springfield and Greater Worcester had the second- and third-largest number of merchant accounts, at approximately 1,300 accounts each.

Table 13. Number of Merchant Accounts (2021)

NECTA	Merchant accounts by merchant location (Q1 2021)	Merchant accounts by merchant location (Q2 2021)	Merchant accounts by merchant location (Q3 2021)	Merchant accounts by merchant location (Q4 2021)	Average merchant accounts by merchant location (2021)	Merchant accounts proportion of State Total
Boston-Cambridge-Newton, MA-NH	14,566	15,490	16,112	17,035	15,801	76.3%
Worcester, MA-CT	1,152	1,249	1,294	1,375	1,268	6.1%
Springfield, MA-CT	1,206	1,285	1,325	1,444	1,315	6.4%
Providence-Warwick, RI-MA	726	785	819	868	800	3.9%
New Bedford, MA	347	381	394	438	390	1.9%
Cape Cod and the Islands	530	590	596	627	586	2.8%
Leominster-Gardner, MA	304	326	333	362	331	1.6%
Pittsfield, MA	133	148	154	180	154	0.7%
Greenfield Town, MA	<100	<100	<100	<100	<100	0.0%
North Adams, MA-VT	<100	<100	<100	<100	<100	0.0%
Massachusetts	19,000	20,000	21,000	22,000	21,000	

Merchant Revenues

Key Findings

- Merchant revenues derived from accounts on the DoorDash, Instacart, and Uber Eats platforms totaled \$1.5 billion in 2021.
- 2021 merchant revenues in Greater Boston totaled \$1.1 billion.
- Greater Springfield had the second-largest 2021 merchant revenues at \$99.9 million, followed by Greater Worcester at \$92.1 million.
- 2021 merchant revenues for the Cape and Islands area, the Fall River and Attleboro area, and the New Bedford area were in the tens of millions of dollars each.
- Even the two smallest areas examined, the Greenfield area and the North Adams area, had 2021 merchant revenues in millions of dollars.

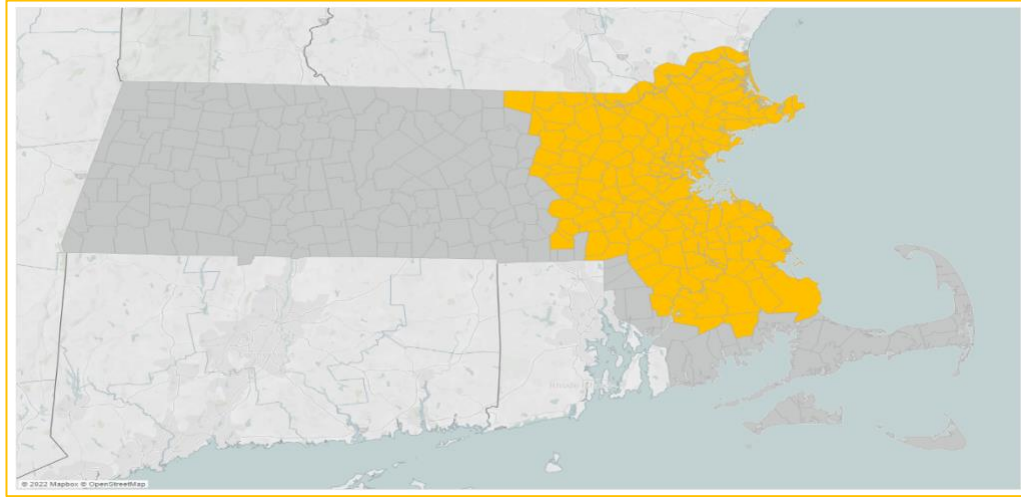
Table 14. Total Merchant Revenue (2021)

NECTA	Total merchant revenue (Q1 2021)	Total merchant revenue (Q2 2021)	Total merchant revenue (Q3 2021)	Total merchant revenue (Q4 2021)	Total merchant revenue (2021)	Total Merchant revenue proportion of State Total
Boston-Cambridge-Newton, MA-NH	\$297,663,656	\$269,526,283	\$265,698,382	\$291,955,617	\$1,124,843,938	77.1%
Worcester, MA-CT	\$24,838,977	\$21,295,081	\$21,503,978	\$24,456,257	\$92,094,293	6.3%
Springfield, MA-CT	\$26,785,557	\$24,010,211	\$23,294,850	\$25,851,627	\$99,942,245	6.9%
Providence-Warwick, RI-MA	\$10,778,685	\$10,320,687	\$10,624,852	\$11,538,598	\$43,262,822	3.0%
New Bedford, MA	\$6,062,777	\$5,525,567	\$5,615,091	\$6,010,705	\$23,214,139	1.6%
Cape Cod and the Islands	\$7,929,864	\$8,063,225	\$9,566,431	\$7,585,263	\$33,144,784	2.3%
Leominster-Gardner, MA	\$4,514,520	\$4,264,920	\$4,382,496	\$4,940,964	\$18,102,900	1.2%
Pittsfield, MA	\$3,886,307	\$3,504,618	\$3,552,180	\$3,979,299	\$14,922,404	1.0%
Greenfield Town, MA	\$1,328,725	\$1,135,876	\$1,080,508	\$1,255,718	\$4,800,828	0.3%
North Adams, MA-VT	\$651,356	\$514,723	\$475,564	\$627,539	\$2,269,181	0.2%
Massachusetts	\$384,440,424	\$348,161,191	\$345,794,332	\$378,201,587	\$1,456,597,534	100.0%

Regional Profiles

Rideshare and Delivery Platforms in Greater Boston (2021)¹⁵

“Greater Boston” is defined as the Boston-Cambridge-Newton MA-NH 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.



Total Rideshare and Delivery Services Provided by Drivers to Consumers: 72,206,280

Most Popular Rideshare Destination: Boston Logan international Airport

Revenue Earned by Merchants via Delivery Platforms: \$1,124,843,938

Average Number of Merchant Accounts: 15,801

Top Ride Destinations:

1. Boston Logan International Airport
2. MBTA – South Station
3. TD Garden
4. Encore Boston Harbor
5. Massachusetts General Hospital
6. Prudential Center
7. Fenway Park
8. Boston Children's Hospital
9. The Westin Boston Waterfront
10. Boston Marriott Copley Place

Rides

Total Rides¹⁶ – 36,254,053

Deliveries

Total Deliveries – 35,952,227

Merchant Accounts – 15,801¹⁷

Merchant Revenue - \$1,124,843,938

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in Greater Boston, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

Municipalities in the Boston-Cambridge-Newton, MA-NH NECTA: Acton, Amesbury, Andover, Arlington, Ashland, Avon, Ayer, Bedford, Belmont, Berkley, Berlin, Beverly, Billerica, Bolton, Boston, Boxborough, Boxford, Braintree, Bridgewater, Brockton, Brookline, Burlington, Cambridge, Canton, Carlisle, Carver, Chelmsford, Chelsea, Cohasset, Concord, Danvers, Dedham, Dighton, Dover, Dracut, Dunstable, Duxbury, East Bridgewater, Easton, Essex, Everett, Foxborough, Framingham, Franklin, Freetown, Georgetown, Gloucester, Groton, Groveland, Halifax, Hamilton, Hanover, Hanson, Harvard, Haverhill, Hingham, Holbrook, Holliston, Hopedale, Hopkinton, Hudson, Hull, Ipswich, Kingston, Lakeville, Lawrence, Lexington, Lincoln, Littleton, Lowell, Lynn, Lynnfield, Malden, Manchester, Mansfield, Marblehead, Marlborough, Marshfield, Maynard, Medfield, Medford, Medway, Melrose, Mendon, Merrimack, Methuen, Middleborough, Middleton, Milford, Millis, Milton, Nahant, Natick, Needham, Newbury, Newburyport, Newton, Norfolk, North Andover, North Reading, Norton, Norwell, Norwood, Peabody, Pembroke, Pepperell, Plymouth, Plympton, Quincy, Randolph, Raynham, Reading, Revere, Rochester, Rockland, Rockport, Rowley, Salem, Salisbury, Saugus, Scituate, Sharon, Sherborn, Shirley, Somerville, Southborough, Stoneham, Stoughton, Stow, Sudbury, Swampscott, Taunton, Tewksbury, Topsfield, Townsend, Tyngsborough, Wakefield, Walpole, Waltham, Watertown, Wayland, Wellesley, Wenham, West Bridgewater, West Newbury, Westford, Weston, Westwood, Weymouth, Whitman, Wilmington, Winchester, Winthrop, Woburn and Wrentham.

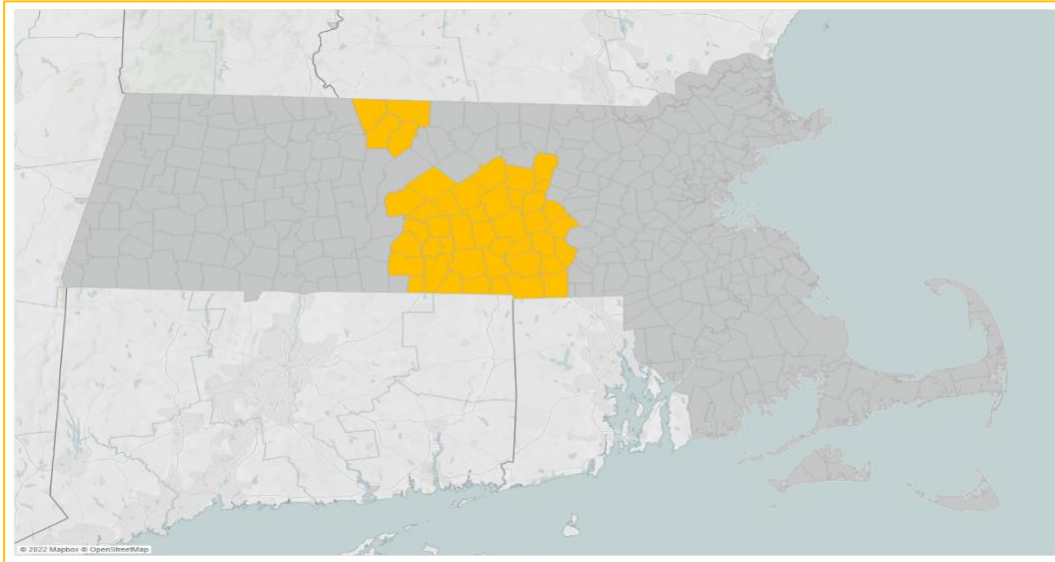
¹⁵ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers worked with each company to establish uniform data definitions for purposes of this report. None of the platform 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

¹⁶ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

¹⁷ Average number of merchant accounts in 2021.

Rideshare and Delivery Platforms in Greater Worcester (2021)¹⁸

“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.



Total Rideshare and Delivery Services Provided by Drivers to Consumers: 3,350,083

Most Popular Rideshare Destination: MBTA – Worcester Union Station

Revenue Earned by Merchants via Delivery Platforms: \$92,094,293

Average Number of Merchant Accounts: 1,268

Top Ride Destinations:

1. MBTA - Worcester Union Station
2. Auburn Mall
3. College of the Holy Cross
4. UMass Memorial Medical Center-University Campus
5. Quinsigamond Community College
6. Worcester Regional Airport (ORH)
7. UMass Memorial Medical Center - Memorial Campus
8. Worcester State University
9. Clark University
10. Walmart

Rides

Total Rides¹⁹ – 1,046,350

Deliveries

Total Deliveries – 2,303,733

Merchant Accounts – 1,268²⁰

Merchant Revenue - \$92,094,293

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in Greater Worcester, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

Municipalities in the Worcester, MA-CT NECTA: Auburn, Barre, Boylston, Brimfield, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Hardwick, Holden, Holland, Lancaster, Leicester, Millbury, New Braintree, North Brookfield, Northborough, Northbridge, Oakham, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Southbridge, Spencer, Sterling, Sturbridge, Sutton, Upton, Uxbridge, Warren, Webster, West Boylston, West Brookfield, Westborough, Worcester, Athol, Orange, Royalston, and Warwick.

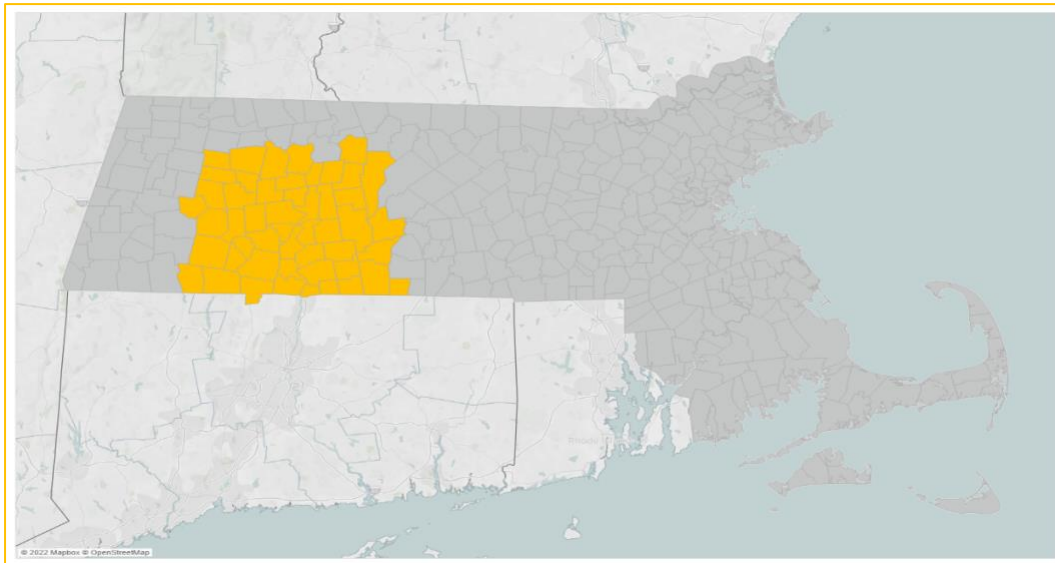
¹⁸ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers worked with each company to establish uniform data definitions for purposes of this report. None of the platform 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.

¹⁹ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

²⁰ Average number of merchant accounts in 2021.

Rideshare and Delivery Platforms in Greater Springfield (2021)²¹

“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.



Total Rideshare and Delivery Services Provided by Drivers to Consumers: 3,550,014

Most Popular Rideshare Destination: Holyoke Mall

Revenue Earned by Merchants via Delivery Platforms: \$99,942,245

Average Number of Merchant Accounts: 1,315

Top Ride Destinations:

1. Holyoke Mall
2. Springfield Union Station
3. Baystate Medical Center
4. MGM Hotel - Springfield
5. USPS - Springfield
6. Mercy Medical Center
7. Eastfield Mall
8. Six Flags New England
9. Holyoke Medical Center
10. Western New England University

Rides

Total Rides²² – 589,124

Deliveries

Total Deliveries – 2,960,890

Merchant Accounts – 1,315²³

Merchant Revenue - \$99,942,24

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in Greater Springfield, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

Municipalities in the Springfield, MA-CT NECTA: Agawam, Amherst, Ashfield, Belchertown, Blandford, Chester, Chesterfield, Chicopee, Conway, Cummington, Deerfield, East Longmeadow, Easthampton, Goshen, Granby, Granville, Hadley, Hampden, Hatfield, Holyoke, Huntington, Leverett, Longmeadow, Ludlow, Middlefield, Monson, Montgomery, New Salem, Northampton, Palmer, Pelham, Plainfield, Russell, Shutesbury, South Hadley, Southampton, Southwick, Springfield, Sunderland, Tolland, Wales, Ware, Wendell, West Springfield, Westfield, Westhampton, Whately, Wilbraham, Williamsburg and Worthington.

²¹ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers 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.

²² Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

²³ Average number of merchant accounts in 2021.

Rideshare and Delivery Platforms in Fall River & Attleboro Area (2021)²⁴

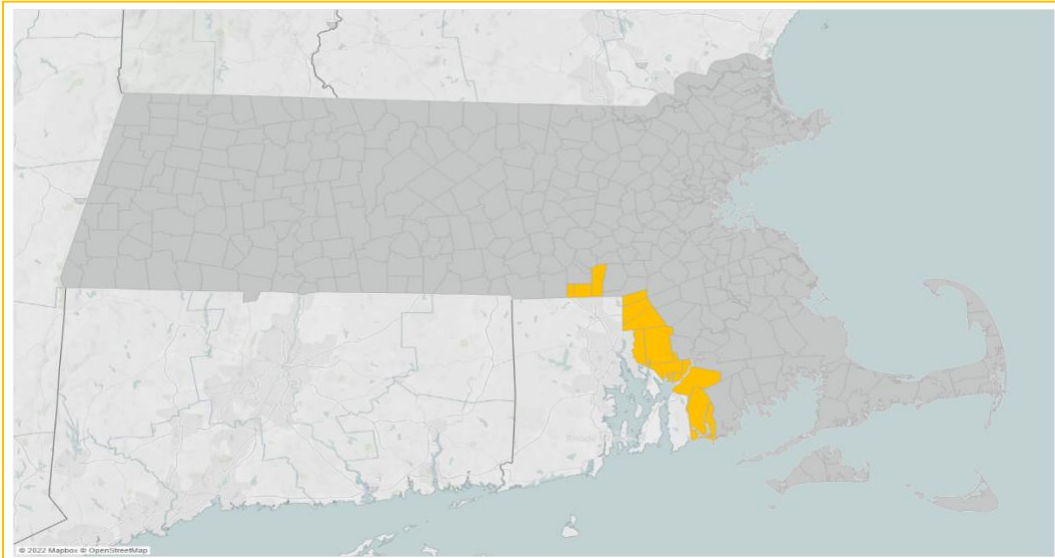
"Fall River & Attleboro area" is defined as the Providence-Warwick, RI-MA NECTA, which includes the immediate Fall River area and surrounding municipalities, plus the Attleboro area neighboring municipalities. Data presented below excludes that portion of the NECTA comprised of municipalities in Rhode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

Total Rideshare and Delivery Services Provided by Drivers to Consumers: 1,907,299

Most Popular Rideshare Destination: Walmart Supercenter

Revenue Earned by Merchants via Delivery Platforms: \$43,262,822

Average Number of Merchant Accounts: 800



Top Ride Destinations: ¹²

1. Walmart Supercenter
2. Dartmouth Mall
3. New Bedford High School
4. St. Luke's Hospital
5. Amazon Fulfillment Center
6. Burlington Coat Factory
7. University of Massachusetts-Dartmouth
8. Charlton Memorial Hospital
9. Brazilian Grill - Dartmouth
10. EWB - New Bedford Regional Airport

Rides

Total Rides²⁵ – 343,465

Deliveries

Total Deliveries – 1,563,834

Merchant Accounts – 800¹³

Merchant Revenue - \$43,262,822

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in Fall River and Attleboro area, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

Municipalities in Providence-Warwick, RI-MA: Attleboro, Bellingham, Blackstone, Fall River, Millville, North Attleborough, Plainville, Rehoboth, Seekonk, Somerset, Swansea and Westport.

²⁴ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers 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.

²⁵ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

¹² Includes the "Fall River and Attleboro Area" and "New Bedford Area".

¹³ Average number of merchant accounts in 2021.

Rideshare and Delivery Platforms in New Bedford Area (2021)¹⁴

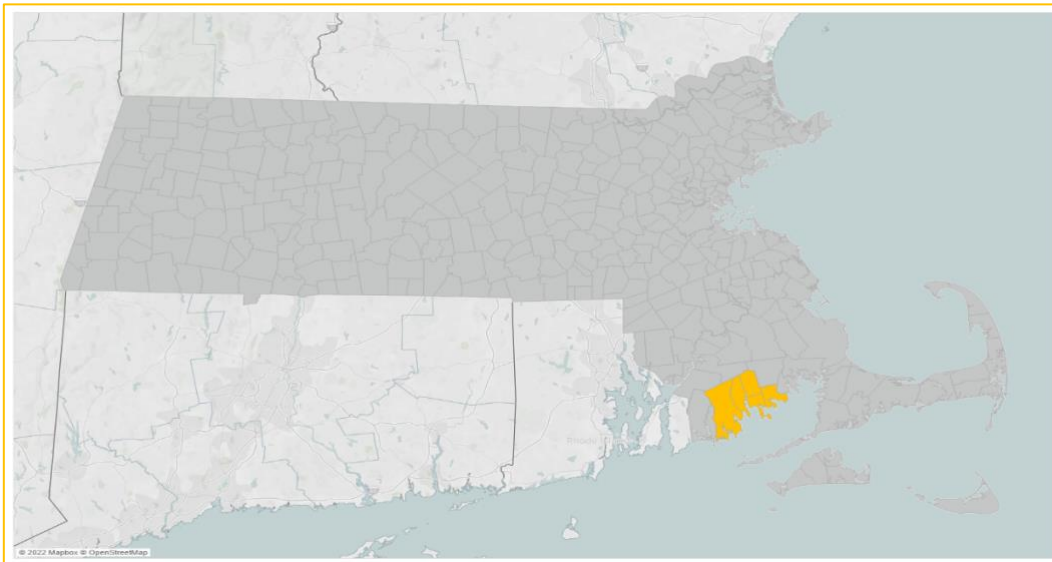
"New Bedford Area" is defined as the New Bedford, MA NECTA, which includes the immediate Fall River area plus surrounding municipalities.

Total Rideshare and Delivery Services Provided by Drivers to Consumers: 1,169,751

Most Popular Rideshare Destination: Walmart Supercenter

Revenue Earned by Merchants via Delivery Platforms: \$23,214,139

Average Number of Merchant Accounts: 390



Top Ride Destinations:¹⁷

1. Walmart Supercenter
2. Dartmouth Mall
3. New Bedford High School
4. St. Luke's Hospital
5. Amazon Fulfillment Center
6. Burlington Coat Factory
7. University of Massachusetts-Dartmouth
8. Charlton Memorial Hospital
9. Brazilian Grill - Dartmouth
10. EWB - New Bedford Regional Airport

Rides

Total Rides¹⁵ – 299,438

Deliveries

Total Deliveries – 870,313

Merchant Accounts – 390¹⁶

Merchant Revenue - \$23,214,139

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in New Bedford area, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

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

¹⁴ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers 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.

¹⁵ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

¹⁶ Average number of merchant accounts in 2021.

¹⁷ Includes the "Fall River and Attleboro Area" and "New Bedford Area"

Rideshare and Delivery Platforms in Cape Cod and the Islands (2021)¹⁸

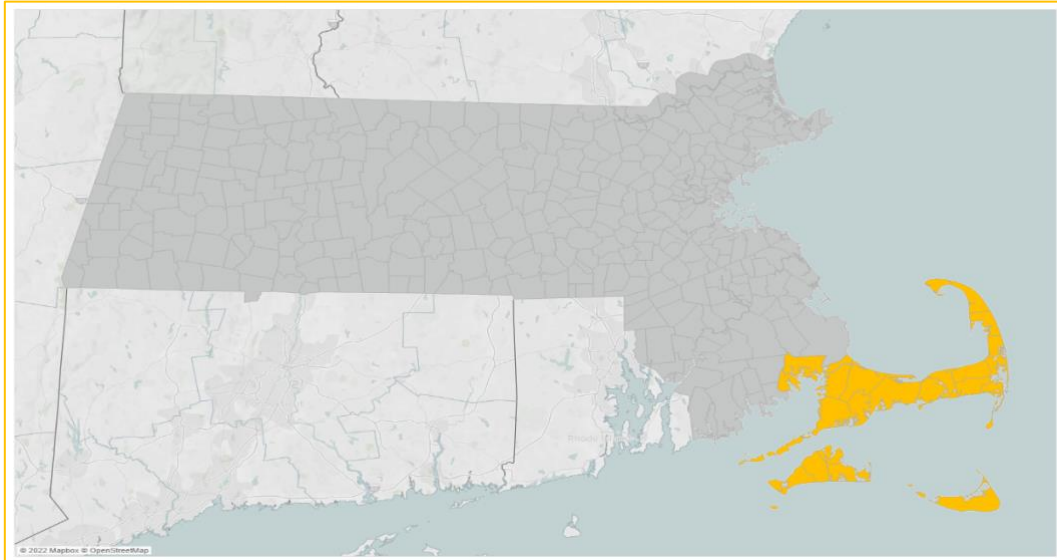
"Cape Cod and the Islands" is defined as the Barnstable Town, MA NECTA, Vineyard Haven, MA NECTA and Nantucket.

Total Rideshare and Delivery Services Provided by Drivers to Consumers: 1,601,585

Most Popular Rideshare Destination: HYA – Cape Cod Gateway Airport

Revenue Earned by Merchants via Delivery Platforms: \$33,144,784

Average Number of Merchant Accounts: 586



Top Ride Destinations:

1. HYA - Cape Cod Gateway Airport
2. Hy-Line Cruises
3. Cape Cod Mall
4. Steamship Authority Hyannis Terminal
5. Hyannis Transportation Center
6. Steamship Authority Woods Hole Terminal
7. CQX - Chatham Municipal Airport
8. Walmart
9. Cape Cod Hospital
10. Anejo Mexican Bistro

Rides

Total Rides¹⁹ – 796,493

Deliveries

Total Deliveries – 805,092

Merchant Accounts – 586²⁰

Merchant Revenue - \$33,144,784

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in the Cape and Islands, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

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.

¹⁸ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers 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.

¹⁹ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

²⁰ Average number of merchant accounts in 2021.

Rideshare and Delivery Platforms in Leominster-Gardner Area (2021)²¹

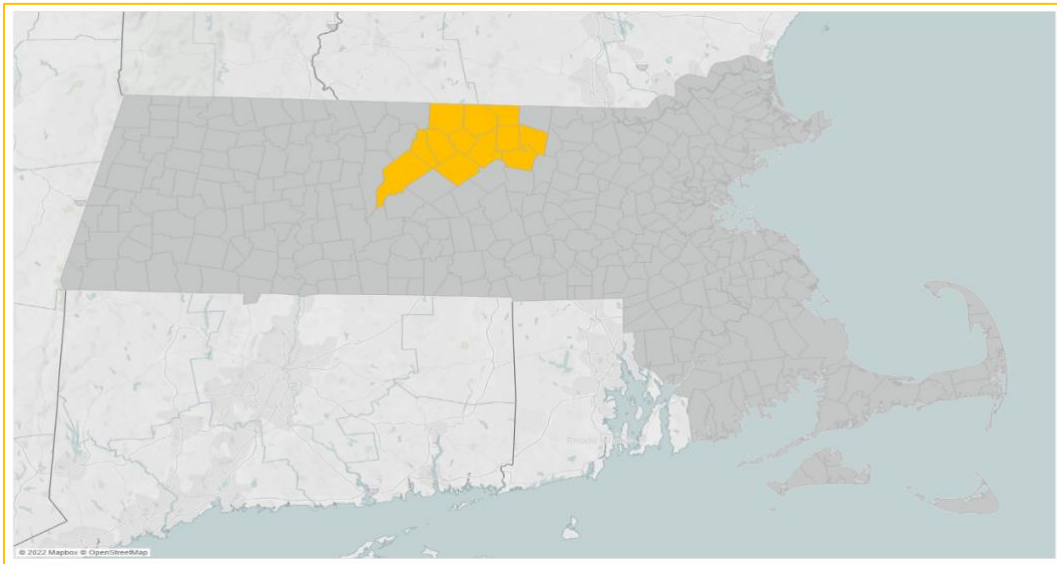
“Leominster & Gardner Area” is defined as the Leominster-Gardner, MA NECTA, which includes the immediate Leominster area, Gardner area and surrounding municipalities.

Total Rideshare and Delivery Services Provided by Drivers to Consumers: 644,013

Most Popular Rideshare Destination: Walmart Supercenter

Revenue Earned by Merchants via Delivery Platforms: \$18,102,900

Average Number of Merchant Accounts: 331



Top Ride Destinations:

1. Walmart - Lunenburg Crossing
2. The Mall at Whitney Field
3. Market Basket
4. GDM - Gardner Municipal Airport
5. Home Depot
6. Great Wolf Lodge
7. Fitchburg State University
8. Texas Roadhouse
9. Chili's Grill & Bar & Burlington Coat Factory²⁴
10. Alltown Gas and Convenience Store

Rides

Total Rides²² – 94,832

Deliveries

Total Deliveries – 549,181

Merchant Accounts – 331²³

Merchant Revenue - \$18,102,900

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in Leominster-Gardner area, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

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

²¹ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers 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.

²² Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

²³ Average number of merchant accounts in 2021.

²⁴ Two separate locations tied as ninth most popular destination.

Rideshare and Delivery Platforms in Pittsfield Area (2021)²⁵

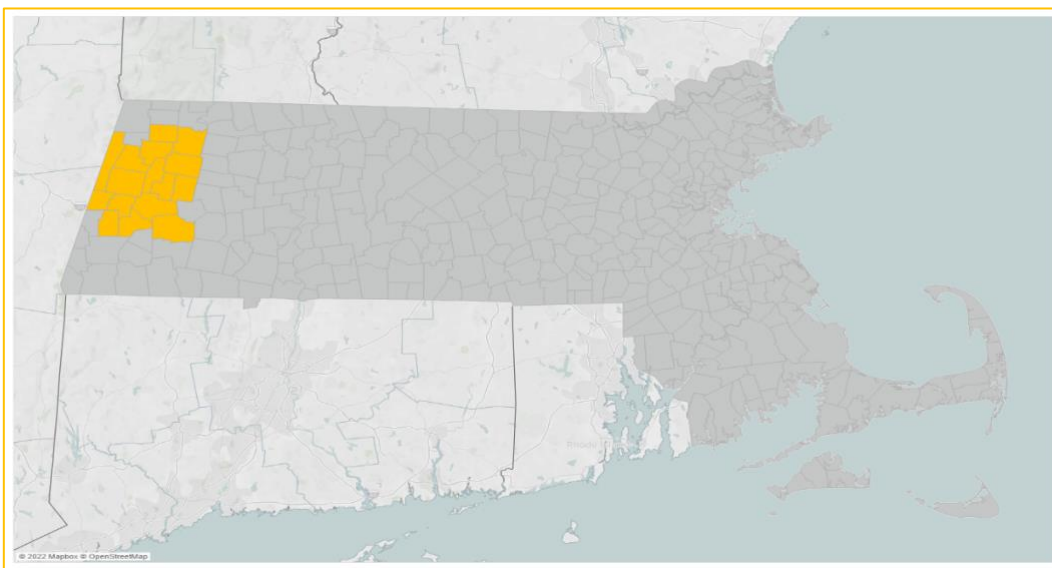
"Pittsfield Area" is defined as the Pittsfield, MA NECTA, which includes the immediate Pittsfield area, plus surrounding municipalities.

Total Rideshare and Delivery Services Provided by Drivers to Consumers: 327,821

Most Popular Rideshare Destination: AQW – Harriman and West Airport

Revenue Earned by Merchants via Delivery Platforms: \$14,922,404

Average Number of Merchant Accounts: 154



Top Ride Destinations:²⁸

1. AQW - Harriman and West Airport
2. PSF - Pittsfield Municipal Airport
3. Courtyard Lenox Berkshires
4. Williams College
5. Kripalu Center for Yoga & Health
6. Jiminy Peak Mountain Resort
7. Kimball Farms Nursing Care Center
8. Red Lion Inn
9. Holiday Inn
10. A-Mart

Rides

Total Rides²⁶ – 3,759

Deliveries

Total Deliveries – 324,062

Merchant Accounts – 154²⁷

Merchant Revenue - \$14,922,204

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in Pittsfield area, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

Municipalities in Pittsfield, MA NECTA: Adams, Becket, Cheshire, Dalton, Hancock, Hinsdale, Lanesborough, Lee, Lenox, Peru, Pittsfield, Richmond, Savoy, Stockbridge, Washington and Windsor.

²⁵ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers 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.

²⁶ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

²⁷ Average number of merchant accounts in 2021.

²⁸ Includes the "North Adams Area" and "Pittsfield Area".

Rideshare and Delivery Platforms in Greenfield Area (2021)²⁹

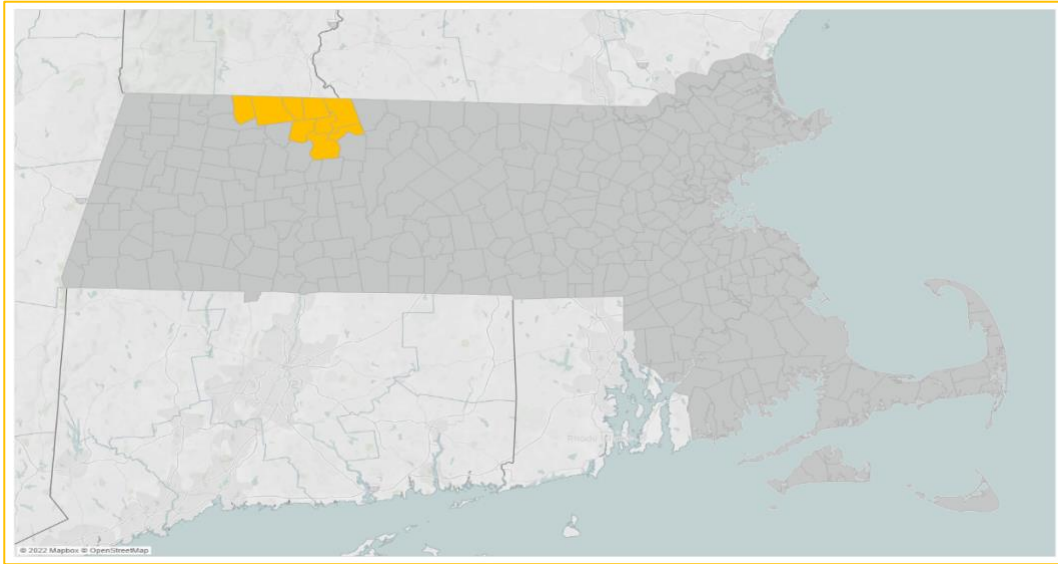
"Greenfield" is defined as the Greenfield Town, MA NECTA, which includes the immediate Greenfield area plus surrounding municipalities.

Total Rideshare and Delivery Services Provided by Drivers to Consumers: 99,248

Most Popular Rideshare Destination: Northfield Mount Hermon School

Revenue Earned by Merchants via Delivery Platforms: \$4,800,828

Average Number of Merchant Accounts: <100



Top Ride Destinations:³²

1. Northfield Mount Hermon School
2. Community Health Center of Franklin County

Rides

Total Rides³⁰ – 1,084

Deliveries

Total Deliveries – 98,164

Merchant Accounts – <100³¹

Merchant Revenue - \$4,800,82

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in Greenfield area, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

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

²⁹ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers 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.

³⁰ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

³¹ Average number of merchant accounts in 2021

³² Remaining destinations did not have enough rides to be counted

Rideshare and Delivery Platforms in North Adams Area (2021)³³

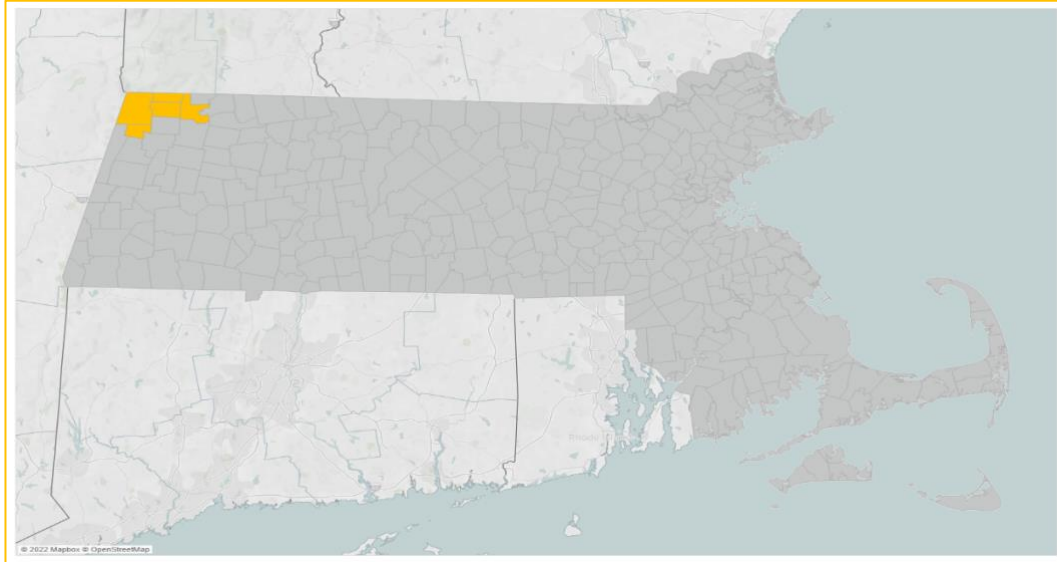
"North Adams Area" is defined as the North Adams, MA-VT NECTA, which includes the immediate North Adams area plus surrounding municipalities. Data presented below excludes that portion of the NECTA comprised of municipalities in Vermont.

Total Rideshare and Delivery Services Provided by Drivers to Consumers: 46,074

Most Popular Rideshare Destination: AQW – Harriman and West Airport

Revenue Earned by Merchants via Delivery Platforms: \$2,269,181

Average Number of Merchant Accounts: <100



Top Ride Destinations: ³⁶

1. AQW - Harriman and West Airport
2. PSF - Pittsfield Municipal Airport
3. Courtyard Lenox Berkshires
4. Williams College
5. Kripalu Center for Yoga & Health
6. Jiminy Peak Mountain Resort
7. Kimball Farms Nursing Care Center
8. Red Lion Inn
9. Holiday Inn
10. A-Mart

Rides

Total Rides³⁴ – 355

Deliveries

Total Deliveries – 45,719

Merchant Accounts – <100³⁵

Merchant Revenue - \$2,269,181

Using data from the DoorDash, Instacart, Lyft, and Uber (including Uber Eats) platforms, this fact sheet describes app-based rideshare and delivery activity in North Adams area, including data on rideshare drop-offs and deliveries, top rideshare destinations, merchant delivery accounts, and rides and deliveries into lower-income areas.

Municipalities in North Adams, MA-VT NECTA: Clarksburg, Florida, New Ashford, North Adams, and Williamstown.

³³ Company data were provided by DoorDash, Instacart, Lyft, and Uber. The researchers had independent access to these data and full discretion in analyzing the provided data. The researchers 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.

³⁴ Rides data sourced from Massachusetts Department of Public Utilities, Transportation Network Company – 2021 Rideshare Data Report.

³⁵ Average number of merchant accounts in 2021.

³⁶ Includes the "North Adams Area" and "Pittsfield Area".