

# App-Based Industry Impact Alabama

## ▶ ALABAMA | ECONOMIC IMPACT

**\$1.8B**

economic impact  
for Alabama

**79,000**

active app-based  
workers in Alabama

**40%**

of Alabamians have  
earned income on  
app-based platforms

## ▶ ALABAMA | CONSUMER VALUE

**27M**

app-based platform  
transactions in Alabama

**67%**

of Alabamians have used  
app-based platforms  
as a customer

*over*

**53**

app-based transactions  
for every ten Alabamians

## ▶ UNITED STATES | ECONOMIC IMPACT

**7.3M**

app-based  
workers

+

**4.3B**

app-based  
transactions

→

**\$212B**

contribution  
to the U.S.  
economy

**\$32B**

boost to local  
businesses

**2.1M**

jobs  
supported

Sources: Economic impact data from Public First analysis of Flex member rideshare and delivery data for 2022. Survey data from Morning Consult 2023 survey. Both available at [flexassociation.org](https://flexassociation.org).