

App-Based Industry Impact California

▶ CALIFORNIA | ECONOMIC IMPACT

\$38B

economic impact
for California

870,000

active app-based
workers in California

46%

of Californians have
earned income on
app-based platforms

▶ CALIFORNIA | CONSUMER VALUE

660M

app-based platform
transactions in California

76%

of Californians have used
app-based platforms
as a customer

nearly
170

app-based transactions
for every ten Californians

▶ 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.