

App-Based Industry Impact Colorado

▶ COLORADO | ECONOMIC IMPACT

\$4B

economic impact
for Colorado

140,000

active app-based
workers in Colorado

33%

of Coloradans have
earned income on
app-based platforms

▶ COLORADO | CONSUMER VALUE

76M

app-based platform
transactions in Colorado

71%

of Coloradans have used
app-based platforms
as a customer

over

130

app-based transactions
for every ten Coloradans

▶ UNITED STATES | ECONOMIC IMPACT

7.3M + **4.3B** → **\$212B** **\$32B** **2.1M**
app-based workers app-based transactions contribution to the U.S. economy boost to local businesses 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.