

# App-Based Industry Impact Georgia



## ▶ GEORGIA | ECONOMIC IMPACT

**\$7.2B**

economic impact  
for Georgia

**310,000**

active app-based  
workers in Georgia

**36%**

of Georgians have  
earned income on  
app-based platforms

## ▶ GEORGIA | CONSUMER VALUE

**150M**

app-based platform  
transactions in Georgia

**72%**

of Georgians have used  
app-based platforms  
as a customer

*over*

**137**

app-based transactions  
for every ten Georgians

## ▶ 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).