

# App-Based Industry Impact Hawaii

## ▶ HAWAII | ECONOMIC IMPACT

**\$760M**

economic impact  
for Hawaii

**22,000**

active app-based  
workers in Hawaii

**30%**

of Hawaiians/Hawaii residents  
have earned income on app-  
based platforms

## ▶ HAWAII | CONSUMER VALUE

**15M**

app-based platform  
transactions in Hawaii

**67%**

of Hawaiians/Hawaii  
residents have used  
app-based platforms  
as a customer

*nearly*  
**105**

app-based transactions  
for every ten Hawaiians/  
Hawaii residents

## ▶ 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).