

App-Based Industry Impact Indiana



▶ INDIANA | ECONOMIC IMPACT

\$3.3B

economic impact for Indiana

140,000

active app-based workers in Indiana

35%

of Hoosiers have earned income on app-based platforms

▶ INDIANA | CONSUMER VALUE

56M

app-based platform transactions in Indiana

65%

of Hoosiers have used app-based platforms as a customer

nearly

82

app-based transactions for every ten Hoosiers

▶ 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.

