

# App-Based Industry Impact Iowa

## ▶ IOWA | ECONOMIC IMPACT

**\$970M**

economic impact  
for Iowa

**35,000**

active app-based  
workers in Iowa

**33%**

of Iowans have  
earned income on  
app-based platforms

## ▶ IOWA | CONSUMER VALUE

**15M**

app-based platform  
transactions in Iowa

**64%**

of Iowans have used  
app-based platforms  
as a customer

*nearly*  
**47**

app-based transactions  
for every ten Iowans

## ▶ 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).