



# App-Based Industry Impact Kentucky

## ▶ KENTUCKY | ECONOMIC IMPACT

**\$1.9B**

economic impact for Kentucky

**78,000**

active app-based workers in Kentucky

**37%**

of Kentuckians have earned income on app-based platforms

## ▶ KENTUCKY | CONSUMER VALUE

**37M**

app-based platform transactions in Kentucky

**64%**

of Kentuckians have used app-based platforms as a customer

**82**

app-based transactions for every ten Kentuckians

## ▶ 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).