

App-Based Industry Impact Louisiana

▶ LOUISIANA | ECONOMIC IMPACT

\$1.7B

economic impact
for Louisiana

77,000

active app-based
workers in Louisiana

37%

of Louisianians have
earned income on
app-based platforms

▶ LOUISIANA | CONSUMER VALUE

37M

app-based platform
transactions in Louisiana

67%

of Louisianians have used
app-based platforms
as a customer

over

80

app-based transactions
for every ten Louisianians

▶ 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.