

App-Based Industry Impact Michigan

▶ MICHIGAN | ECONOMIC IMPACT

\$4.7B

economic impact
for Michigan

190,000

active app-based workers
in Michigan

33%

of Michiganders have
earned income on
app-based platforms

▶ MICHIGAN | CONSUMER VALUE

82M

app-based platform
transactions in Michigan

66%

of Michiganders have used
app-based platforms
as a customer

nearly

82

app-based transactions
for every ten Michiganders

▶ 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.