

# App-Based Industry Impact Montana

## ▶ MONTANA | ECONOMIC IMPACT

**\$360M**

economic impact  
for Montana

**12,000**

active app-based workers  
in Montana

**28%**

of Montanans have  
earned income on  
app-based platforms

## ▶ MONTANA | CONSUMER VALUE

**5.5M**

app-based platform  
transactions in Montana

**64%**

of Montanans have used  
app-based platforms  
as a customer

*nearly*

**50**

app-based transactions  
for every ten Montanans

## ▶ 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).