

App-Based Industry Impact

New Jersey

▶ NEW JERSEY | ECONOMIC IMPACT

\$8.1B

economic impact
for New Jersey

260,000

active app-based workers
in New Jersey

34%

of New Jerseyans have
earned income on
app-based platforms

▶ NEW JERSEY | CONSUMER VALUE

160M

app-based platform
transactions in New Jersey

70%

of New Jerseyans have
used app-based platforms
as a customer

nearly
173

app-based transactions for
every ten New Jerseyans

▶ 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.