

App-Based Industry Impact

New Mexico

▶ NEW MEXICO | ECONOMIC IMPACT

\$670M

economic impact for New Mexico

27,000

active app-based workers in New Mexico

43%

of New Mexicans have earned income on app-based platforms

▶ NEW MEXICO | CONSUMER VALUE

12M

app-based platform transactions in New Mexico

72%

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

nearly
57

app-based transactions for every ten New Mexicans

▶ 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.