

# App-Based Industry Impact North Carolina

## ▶ NORTH CAROLINA | ECONOMIC IMPACT

**\$5.8B**

economic impact  
for North Carolina

**230,000**

active app-based workers  
in North Carolina

**35%**

of North Carolinians  
have earned income on  
app-based platforms

## ▶ NORTH CAROLINA | CONSUMER VALUE

**100M**

app-based platform  
transactions in  
North Carolina

**70%**

of North Carolinians  
have used app-based  
platforms as a customer

*over*

**93**

app-based transactions for  
every ten North Carolinians

## ▶ 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).