

App-Based Industry Impact South Dakota

▶ SOUTH DAKOTA | ECONOMIC IMPACT

\$250M

economic impact
for South Dakota

7,400

active app-based workers
in South Dakota

27%

of South Dakotans
have earned income on
app-based platforms

▶ SOUTH DAKOTA | CONSUMER VALUE

3.6M

app-based platform
transactions in
South Dakota

63%

of South Dakotans
have used app-based
platforms as a customer

nearly
40

app-based transactions for
every ten South Dakotans

▶ 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.