

App-Based Industry Impact Utah

▶ UTAH | ECONOMIC IMPACT

\$1.8B

economic impact
for Utah

64,000

active app-based workers
in Utah

36%

of Utahns have
earned income on
app-based platforms

▶ UTAH | CONSUMER VALUE

35M

app-based platform
transactions in Utah

68%

of Utahns have used
app-based platforms
as a customer

over

103

app-based transactions
for every ten Utahns

▶ 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.