

App-Based Industry Impact Wisconsin

▶ WISCONSIN | ECONOMIC IMPACT

\$2.1B

economic impact
for Wisconsin

78,000

active app-based workers
in Wisconsin

32%

of Wisconsinites have
earned income on
app-based platforms

▶ WISCONSIN | CONSUMER VALUE

36M

app-based platform
transactions in Wisconsin

66%

of Wisconsinites have
used app-based platforms
as a customer

over
61

app-based transactions for
every ten Wisconsinites

▶ 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.