

App-Based Industry Impact Wisconsin

► WISCONSIN | ECONOMIC IMPACT

\$3.7B

of economic activity
supported by Flex
members to Wisconsin

109,923

active rideshare and
delivery drivers
in Wisconsin

35,939

jobs supported
in Wisconsin

► WISCONSIN | CONSUMER VALUE

61.2M

trips and deliveries
across Wisconsin

71%

have used an app-based
platform as a consumer
in Wisconsin

10

trips and deliveries per
person in Wisconsin

► UNITED STATES | ECONOMIC IMPACT

338.3B

contributed to the
U.S. economy by Flex
members in 2025

52.9B

in additional revenue
for local businesses
and restaurants

9.4M

active ride-hailing
and delivery
drivers in the U.S.

6.3B

deliveries and
trips across
the U.S.

\$78.2B

of tax contributions
by Flex members
in the U.S.

Sources: Economic impact data from Public First analysis of Flex member rideshare and delivery data for 2025-2026. Survey data from the Morning Consult 2026 survey. Both are available at flexassociation.org.