Roblox US Economic Impact Assessment 2025

Economic Reporting

Delivered by Nordicity

ROBLOX

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Executive Summary

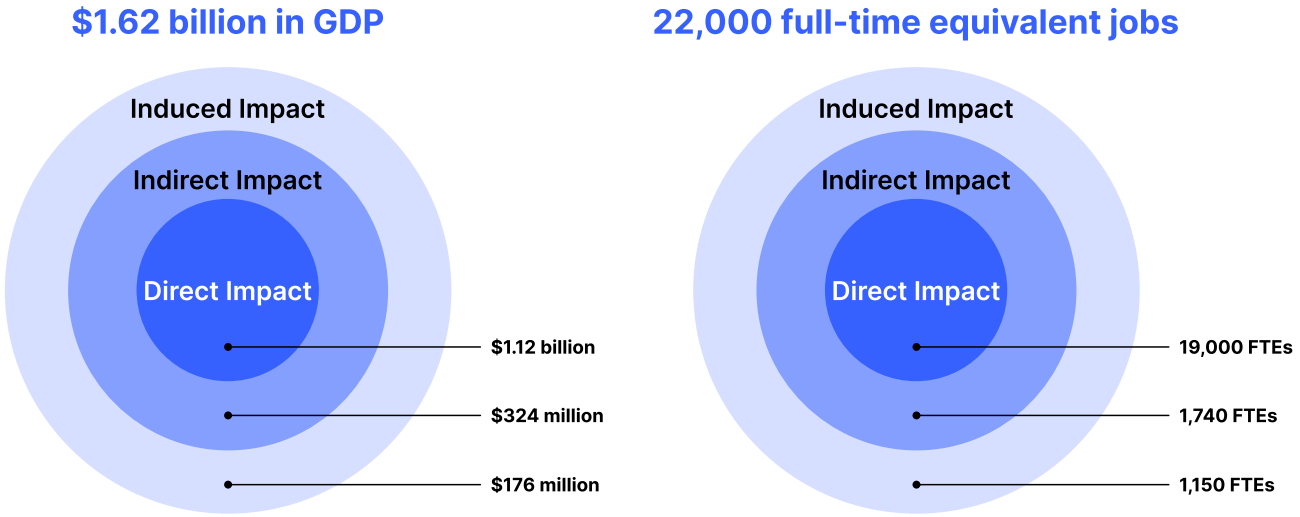
Roblox continues to be a powerful creator-driven platform, with an estimated 111.8 million daily active users worldwide as of July 2025, a 41% increase year-over-year.[1]

Through access to free, open-source creation tools available in Roblox Studio, developers of all backgrounds can build immersive 3D experiences, avatars, and digital assets that reach global audiences. These user-generated creations can then be monetized on the platform, enabling developers to earn real-world income. This study examines the resulting economic impact across the United States and in specific key states.[2]

Nationwide, Roblox creators generated a total GDP impact of $445 million in 2024, an increase of 29% from 2023. Roblox also contributed to the creation of 4,870 full-time equivalent jobs (FTEs) in 2024,[3] an increase of 6% from 2023. Roblox does not employ creators but enables job creation through its Developer Exchange Program.

Over an eight-year period, from 2017 to 2024, Roblox generated an estimated total GDP impact of $1.62 billion and supported the equivalent of 22,000 FTEs.

Figure 1: Overview of Roblox's Economic Impact, 2017–2024



1 Roblox Reports Second Quarter 2025 Financial Results. 2025. https://ir.roblox.com/news/news-details/2025/Roblox-Reports-Second-Quarter-2025-Financial-Results/default.aspx

2 A previous economic impact report demonstrated that between 2017 and 2023, Roblox generated an estimated $1.2 billion total gross domestic product (GDP), supported the equivalent of 17,840 full-time jobs, and contributed $324 million in tax revenue to the United States (U.S.) economy. This report provides an updated account of Roblox's economic impact in the United States as of 2024. See: Roblox Economic Impact and Social Benefit Study, Narrative Report. 2024. https://cdn.buttercms.com/hwUjGr9MTU6XCBUrZkWi

3 FTEs are calculated on a cumulative basis in person years based on direct, indirect, and induced impact, and the average wage in the relevant locale.

In addition to national impacts, this study also examined the degree to which Roblox generates economic impact outside of states with tech-focused economies.[4] To that end, states without tech-focused economies experienced significant growth from 2023 to 2024. In 2024, the FTE and GDP impact of these states increased to almost 59% and 76% of the national totals (respectively) surpassing the impact of more established tech economies. In other words, Roblox supported a higher degree of employment in states without tech-focused economies in 2024 than in those with more of a tech focus.

This growth is at least partially driven by standout developer success stories in places that do not have well-established tech economies, and more broadly by the continued momentum of emerging tech economies across the country due to opportunities offered by platforms like Roblox. Overall, these trends highlight how Roblox is helping advance economic development outside of existing tech hubs, reinforcing its ability to support more equitable access to opportunity and regionally inclusive economic development.

4 For the purposes of this report, a tech-focused economy is where the proportion of total employment on tech jobs in a state is more than 10% higher than the national average.

1. Introduction and Approach

As a powerful creator-driven platform with an estimated 111.8 million daily active users worldwide as of July 2025,[5] Roblox connects individuals from around the world, empowering them to explore the freedom of creation in designing their own experiences.

Through access to free, open-source creation tools available in Roblox Studio, developers of all backgrounds can create immersive 3D experiences, avatars, and digital assets. User-generated creations can then be monetized on the platform and made available to others around the world to play and purchase using the platform's digital currency, Robux. If a creator enters into the Roblox Developer Exchange program, their creation can earn a real-world payout in USD. With a significant number of experiences created, played, and monetized each day on the platform, Roblox creates substantial economic benefits. This study evaluates the economic impact generated across the United States, including specific state-level analyses.

This study provides an update to a previous report, which examined Roblox's impact in the United States between 2017 and 2023. Roblox once again engaged Nordicity to capture economic impacts in the United States inclusive of 2024. While the sections below outline the overall approach, more details about assumptions and methodology can be found in the Appendix.

1.1 Approach to Economic Impact

This study focuses on three principal economic outputs: gross domestic product (GDP), full-time equivalents (FTEs), and tax revenue. Subsequently, GDP and FTEs are (at times) expressed as being direct, indirect, and/or induced impacts. The list below provides the definition of each output:

- GDP: This term represents a monetary measure of the contribution that some economic activity (e.g., Roblox experience) makes to a jurisdiction's economy within a specific time period.
- Jobs vs. FTEs: Roblox does not employ developers. References to jobs and FTEs in this report are merely a method of expressing the economic impact of Roblox's Developer Exchange Program and do not refer to employment by Roblox Corporation. Typically, jobs created and retained are expressed as a number of positions, which is not stated on a cumulative basis. As such, this metric is not interchangeable with the economic impact metric full-time equivalent/FTE, which is stated on a cumulative basis. "Two FTEs" could describe a full-time job held by one person for two years, two full-time jobs held by two people for one year, or four people working part-time at 20 hours per week for one year.
- Tax revenue: Expressed at both the state[6] and federal levels, this figure captures the taxes generated by both the earning and spending of income generated by the creation of Roblox experiences.
- Direct impact: Jobs and economic activity generated directly related to the creation of Roblox experiences on the Roblox platform within the U.S. economy.
- Indirect impact: Jobs and economic activity generated by Roblox developers' purchases of supplies from other industries, such as computers and software.

5 Roblox Reports Second Quarter 2025 Financial Results. 2025. https://ir.roblox.com/news/news-details/2025/Roblox-Reports-Second-Quarter-2025-Financial-Results/default.aspx

6 State-level taxes used in the model during the reporting phase aligns with the Tax Foundation's most recent available burden rates from 2022. https://taxfoundation.org/data/all/state/tax-burden-by-state-2022/

- Induced impact: Employment and economic activity generated by direct and indirect workers' respending of labor income in the U.S. economy.

To estimate the economic impacts, Nordicity used a combination of Roblox payment data, the results of a survey distributed to Roblox creators (the Roblox U.S. Creator Survey), and data from the U.S. Census Bureau (e.g., to establish average salaries). This data was then fed into Nordicity's economic impact assessment tool (MyEIA™) to arrive at the estimates presented below.

It is important to note that the economic impacts estimated in this report pertain solely to the economic contributions from Roblox developers' real cash withdrawals. Ancillary income generated by developers from activities associated with but not directly on the Roblox platform—such as live-streaming Roblox experiences or sales of Roblox merchandise—is not included in this analysis. As such, the results can be viewed as conservative estimates of Roblox's economic impact.

1.2 Roblox U.S. Creator Survey

Nordicity and Roblox collaborated on the development of a short survey that was distributed to U.S.-based Roblox creators. The survey was launched in mid-April 2025 and was in the field for approximately eight weeks.

The survey collected information from 276 unique respondents in the United States and did not collect information from respondents under the age of 13. Survey respondents reported on their location, education level, business arrangements, revenues, and expenditures. This information was then cleaned (removing any duplicate data) and refined for use in the economic modeling process.

2. The Economic Impact of Roblox Creators' Activities

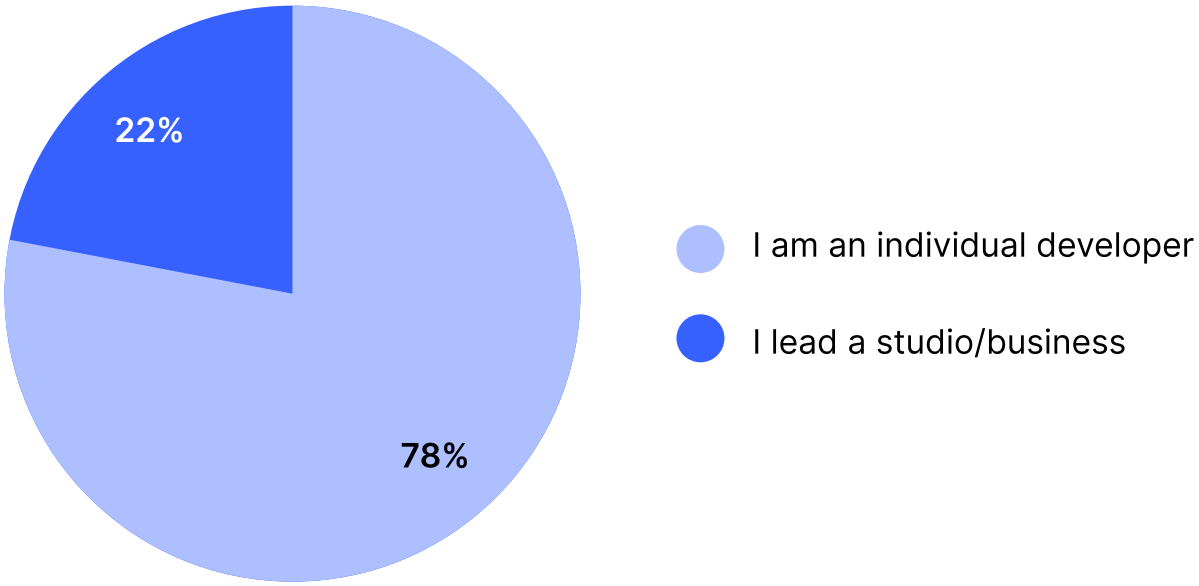
Digital interactive experiences on platforms like Roblox create economic impact in several ways. First, eligible creators, artists, designers, and other professionals creating Roblox experiences in the shared digital ecosystem can earn income from the experiences they create.

Roblox has a Developer Exchange Program (DevEx) and a payment system centered around its digital currency, Robux. Creators who create digital experiences on Roblox earn Robux through the sale of access to their games, in-game items, as well as other incentives provided by Roblox. Creators who meet Roblox's eligibility criteria can then convert their earned Robux into real money through DevEx. This conversion allows creators to monetize their creative efforts on the platform.

2.1 About Roblox Creators

The Roblox U.S. Creator Survey revealed that 78% of respondents were individual developers on the platform, as illustrated by Figure 2. In the previous survey, 80% of respondents reported being an individual developer, indicating a nominal shift toward more formal studio- or company-based development arrangements in 2024.

Figure 2: Development Arrangements of U.S. Roblox Creators



Survey question: Are you an individual developer, or do you have a studio/business where you hire and collaborate with other creators to create Roblox Experiences? (n=276)

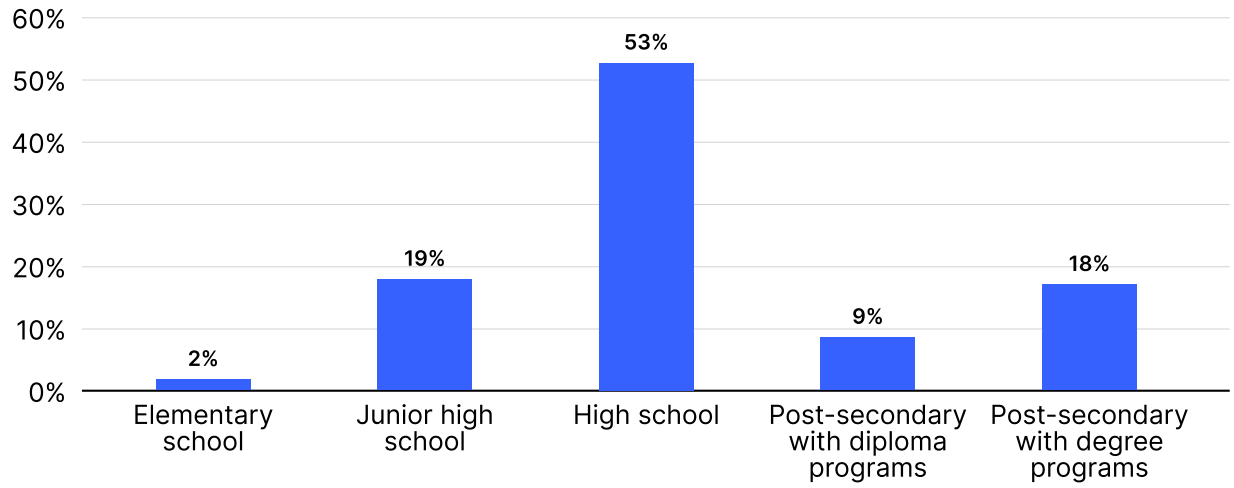
The survey also asked questions pertaining to respondents' level of education and participation in formal computer science or programming courses. These responses highlight how the platform expands access to game development and the creation of experiences—especially outside of formalized postsecondary pathways.

Figure 3 shows that only a combined 27% of Roblox U.S. creators have completed some form of postsecondary education. Over half of respondents (53%) reported high school education as their highest level of education, indicating that Roblox creators might be foregoing traditional training pathways in order to pursue develop-

ment activities in other, likely self-taught, ways. Moreover, nearly three quarters (74%) of respondents have a high school education or less, illustrating Roblox's role in supporting learning and skill development among early-stage creators.

Figure 3: Level of Education of U.S. Roblox Creators

Survey question: What is the highest level of school you've completed? (n=276)

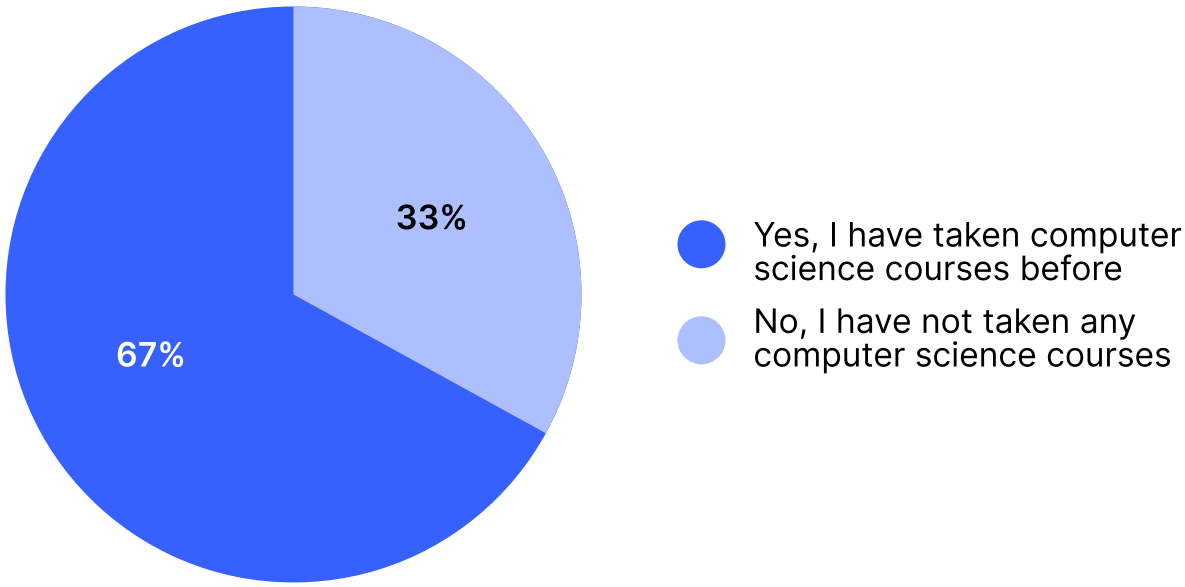


Nearly two-thirds (67%) of Roblox creators in the United States have taken a computer science or programming course through their schooling, online, or in a coding bootcamp or other special program (Figure 4).

Creators might have taken these courses before or in tandem with developing their skills through creating Roblox experiences. Moreover, a third (33%) of respondents report having no formal training in coding, which indicates Roblox's low barrier to entry.

Figure 4: Participation in Computer Science or Programming Courses by U.S. Roblox Creators

Survey question: Have you ever taken any formal computer science, programming, or game design classes? This could be at school, through an online course, or in a special program like a coding boot camp. (n=276)



2.2 National Economic Impact

Further to the description provided in Section 1.1, Approach to Economic Impact, the main source of direct economic impact in any economy is money paid to or generated by individuals. As such, direct impact is assessed as a measure of income earned by individuals employed to conduct a certain activity, as well as any profits earned from that activity.

In addition to direct impact, economic activity has two key ripple effects—indirect impact and induced impact—on the broader economy:

- Direct impact: Jobs and economic activity generated directly related to creating Roblox experiences on the Roblox platform within the U.S. economy.
- Indirect impact: The economic activity generated when creators spend money on goods and services (such as software, equipment, and marketing) from other businesses.
- Induced impact: The additional economic activity generated when creators or workers employed at the direct or indirect level spend their income in the wider economy (such as groceries, rent, and entertainment).

The sum of the direct, indirect, and induced economic impacts forms the total economic impact.

The Roblox Developer Program generates economic impacts that can be expressed in terms of gross domestic product (GDP), employment, and taxes.

Nordicity estimates that, when combining Roblox creators' cash remitted (including direct, indirect, and induced impacts), Roblox contributed approximately 22,000 jobs (expressed as FTEs) in employment and $1.62 billion in gross domestic product (GDP) to the United States economy between 2017 and 2024, inclusive.[7]

Table 1: National Economic Impact Overview, 2017–2024

Impact Category	8-Year Total	Per Annum
Employment (FTEs)	22,000	2,700
GDP ($)	1.62 billion	202 million
Tax ($)	416 million	52 million

Each of these economic impact components is described in more detail below.

Employment (FTEs)

Roblox supports employment in two ways. First, independent developers and creators can earn income from the experiences they create through the Roblox Developer Exchange Program. Second, several Roblox studios that create Roblox experiences employ developers, artists, designers, and other professionals.

Nordicity estimates that the Roblox Developer Exchange Program contributed approximately 19,000 direct FTEs, 1,740 indirect FTEs, and 1,150 induced FTEs in the United States between 2017 and 2024. On average, Roblox has supported an estimated 2,700 FTEs per year over that period. Roblox contributed to the creation of 4,870 FTEs in 2024, an increase of 6% from 2023.

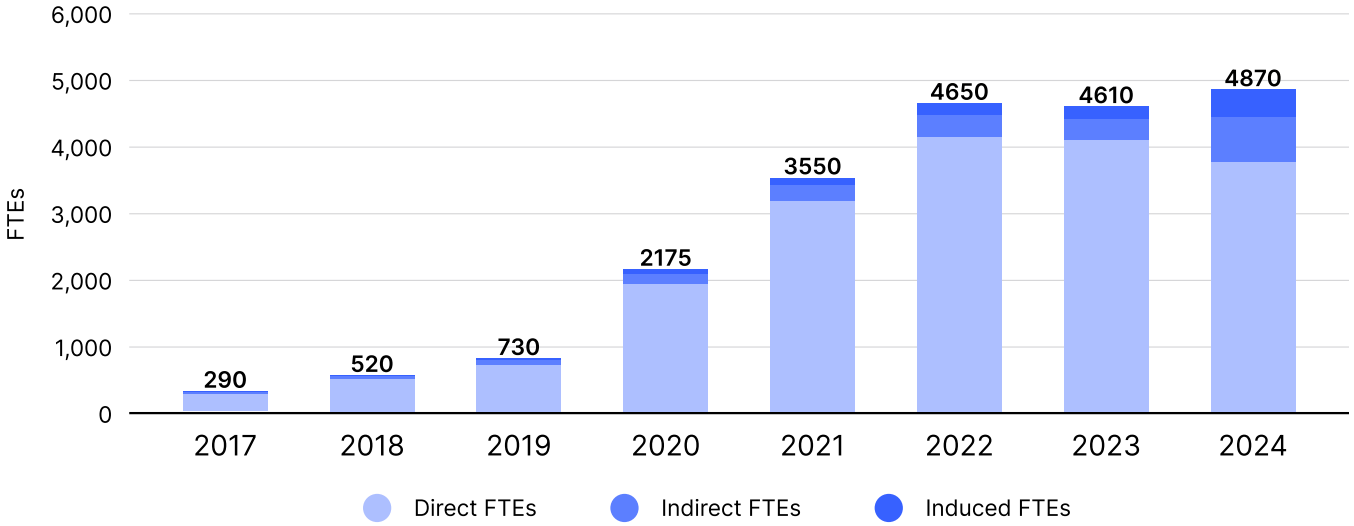
7 FTE figures are rounded up to the nearest 1,000; GDP and tax figures are rounded up to the nearest 100,000. They are calculated on a cumulative basis in person years, based on direct, indirect, and induced impacts and the average wage in the relevant locale.

Table 2: National Employment Impact, 2017–2024

Employment (FTEs)	8-Year Total	Per Annum
Direct	19,000	2,340
Indirect	1,740	220
Induced	1,150	140
Total FTEs[8]	22,000	2,700

Moreover, Figure 5 shows that employment supported by the Roblox Developer Exchange Program has grown steadily year over year.

Figure 5: National Employment Impact Yearly Trend



Gross Domestic Product

Nordicity estimates that the Roblox Developer Exchange Program contributed approximately $1.12 billion in direct GDP, $324 million in indirect GDP, and $176 million in induced GDP to the United States economy from 2017 through 2024, averaging $202 million per year over that period.

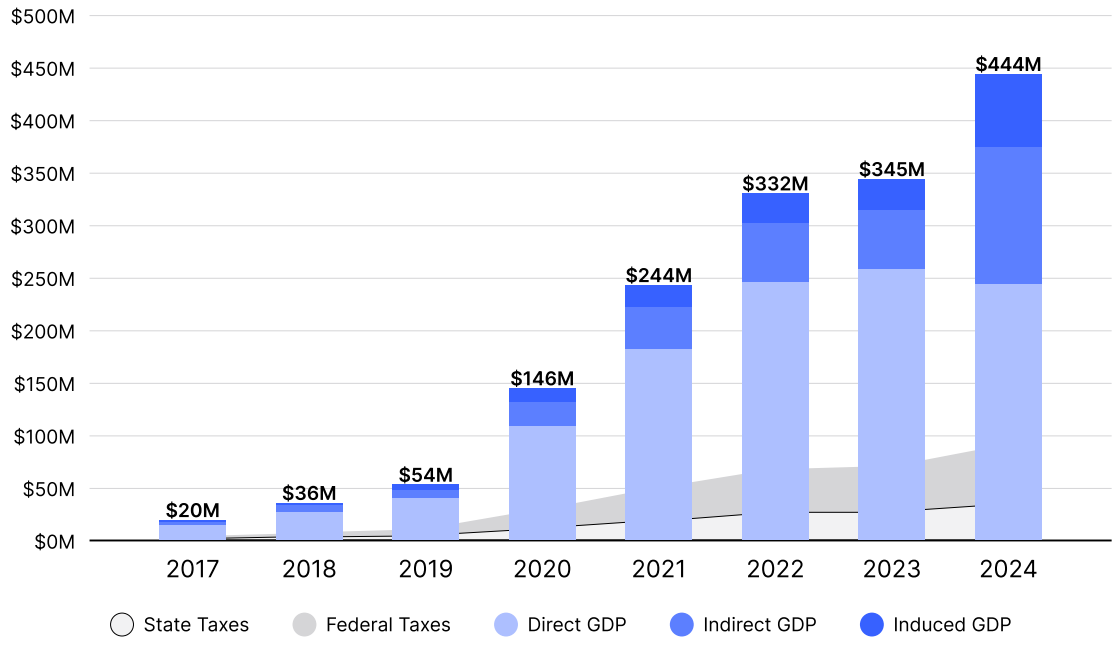
Table 3: National GDP Impact, 2017–2024

GDP ($)	8-Year Total	Per Annum
Direct	1.12 billion	140 million
Indirect	324 million	40 million
Induced	176 million	22 million
Total GDP	1.62 billion	202 million

8 Totals might not add up due to rounding.

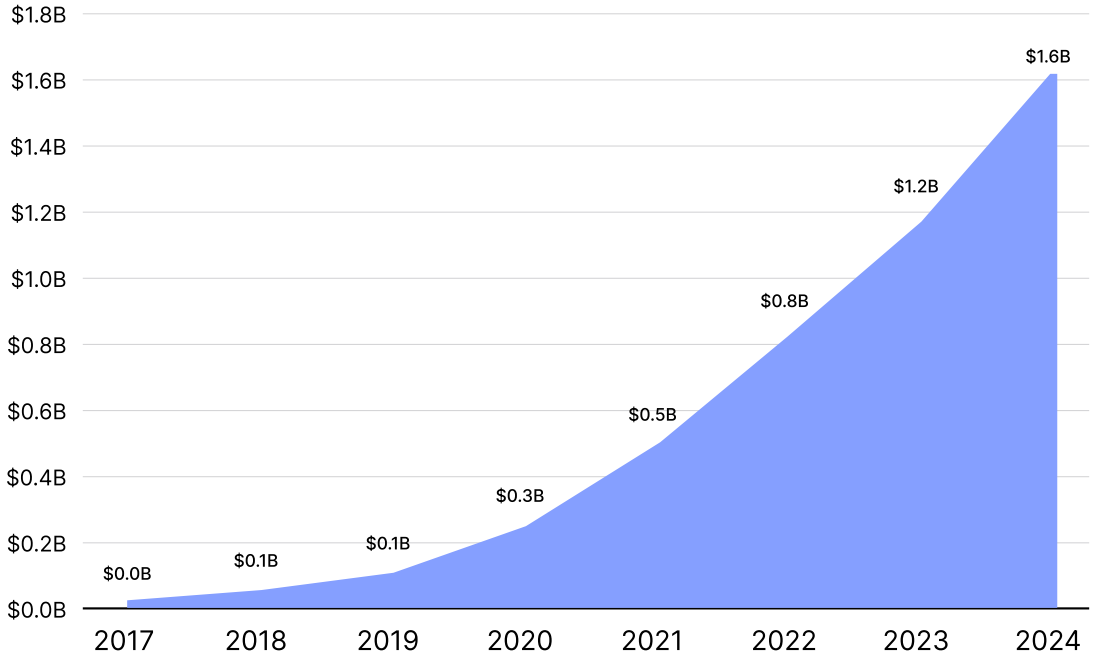
Similar to employment, Figure 6 below illustrates that Roblox creators' GDP contribution growth has continued to grow year over year.

Figure 6: National GDP Impact Yearly Trend, 2017–2024



In addition to looking at the annual growth of GDP, an analysis of the cumulative GDP trajectory illustrates the overall growth of the economic activity supported by Roblox from 2017 through 2024. Cumulative GDP is calculated by aggregating the GDP figure for each of the eight years in that time period. Nordicity estimates that the Roblox Developer Exchange Program generated $1.62 billion in cumulative nominal GDP impact between 2017 and 2024.

Figure 7: National Cumulative GDP Yearly Trend, 2017-2024



Tax Impact

Nordicity estimates that Roblox developers contributed $157 million to state-level taxes and $259 million to federal-level taxes (Table 4) between 2017 and 2024, averaging $52 million in tax revenue per year.

Table 4: National Tax Impact, 2017–2024

Tax ($)	8-Year Total	Per Annum
State	157 million	20 million
Federal	259 million	32 million
Total Tax	416 million	52 million

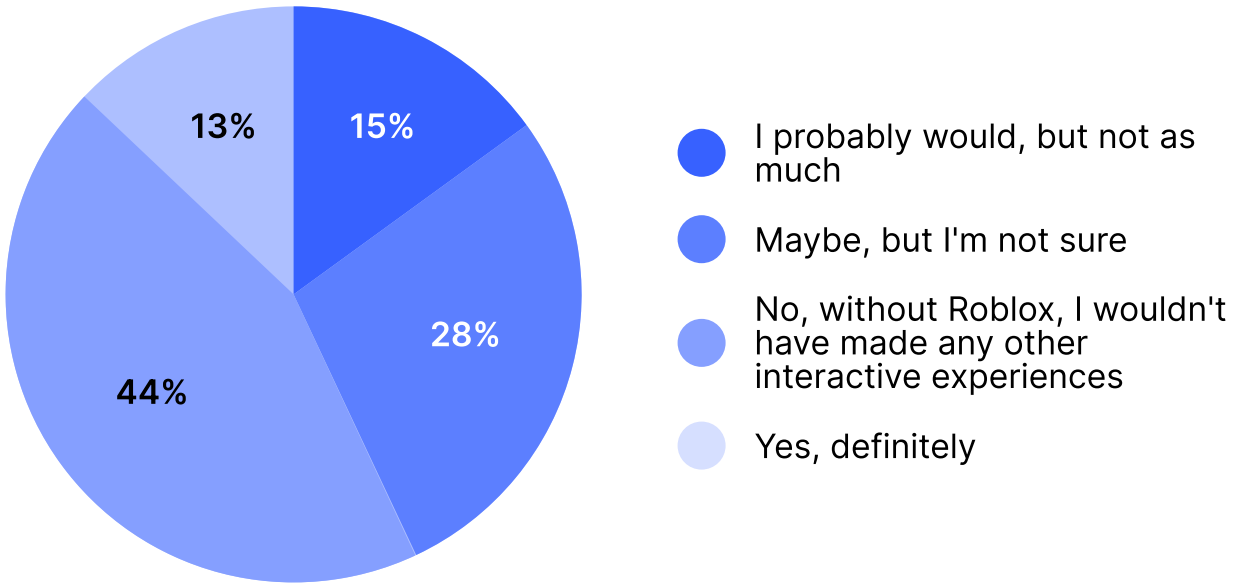
2.3 Attributable Employment and GDP

The Roblox U.S. Creator Survey asked respondents to specify whether the income they had earned through developing experiences on Roblox would exist without the Roblox Developer Exchange Program. Nordicity could then estimate how much of the economic activity supported by Roblox is directly attributable to Roblox and whether it would exist without the platform. In turn, this information allowed Nordicity to more accurately understand the real-world economic impact generated by Roblox. In addition, understanding attributable income helps identify the extent to which Roblox serves as a primary or supplementary source of income for creators.

The Roblox U.S. Creator Survey revealed that approximately two out of every five creators would not have earned any income from interactive content creation if not for Roblox (Figure 8). Consequently, a portion of the GDP and jobs generated by the activities of Roblox creators would not exist without the opportunities provided by Roblox.

Figure 8: Earning Money from Interactive Experience with or without Roblox

Survey question: Would you still be earning money from other interactive experience–related work if not for Roblox? (n=214)



Based on these attribution results, Nordicity estimates that 69% of the total national GDP and employment impacts from 2017 through 2024 were attributable to the Roblox Developer Exchange Program and would not have occurred without Roblox. For specifics on how this attribution was weighted, see Table 11 in the Appendix.

3. The Geography of Roblox's Economic Impact

Roblox enables teams and individuals across the United States to monetize digital interactive experiences, thereby spreading economic benefits across the country and to regions outside established tech hubs.

California continues to represent the highest level of economic activity in terms of employment, GDP, and taxes generated by the Roblox creator ecosystem, but other states also display high levels of economic activity.

Table 5: State-Level Economic Comparison, Totals 2017–2024

State	Employment (FTEs)	GDP ($)	Total Tax ($)
California	5,690	378,304,000	113,666,000
Texas	2,460	212,257,000	53,337,000
Florida	1,700	208,694,000	54,873,000
Nevada	720	50,564,000	14,162,000
New York	510	49,358,000	16,313,000
Virginia	230	20,037,000	6,028,000
Pennsylvania	220	18,150,000	5,006,000
Iowa	200	13,730,000	3,981,000
New Jersey	170	14,804,000	4,473,000
Utah	160	11,601,000	3,354,000
Indiana	160	10,378,000	2,792,000
Mississippi	140	7,995,000	2,269,000
Colorado	130	12,171,000	3,241,000
Minnesota	100	8,553,000	2,502,000
Kentucky	75	4,897,000	1,336,000
Connecticut	55	4,846,000	1,602,000
New Mexico	55	3,560,000	987,000
Oklahoma	25	1,727,000	469,000

More detailed state-specific results can be found in the Appendix: State-Based Economic Impacts.

3.1 Impact Outside of Traditional Tech-Focused Economies

As mentioned above, Roblox supports significant economic activity in states that lack tech-focused economies. The platform opens opportunities for Roblox creators to create experiences in any location, including in regions outside of urban centers and in states without strong tech sectors.

Nordicity's analysis shows that over the last eight years, 75% of Robux payments were made to creators outside of tech-focused economies. In fact, since 2024, some US regions that lack tech-focused economies have seen

their Roblox-related revenue grow more than twofold. For example, Idaho and Nebraska experienced exponential growth, with Idaho increasing fiftyfold and Nebraska tripling.[9] This rise in payment remit totals reflects higher earnings by developers using Roblox's monetization tools.

Employment (FTEs)

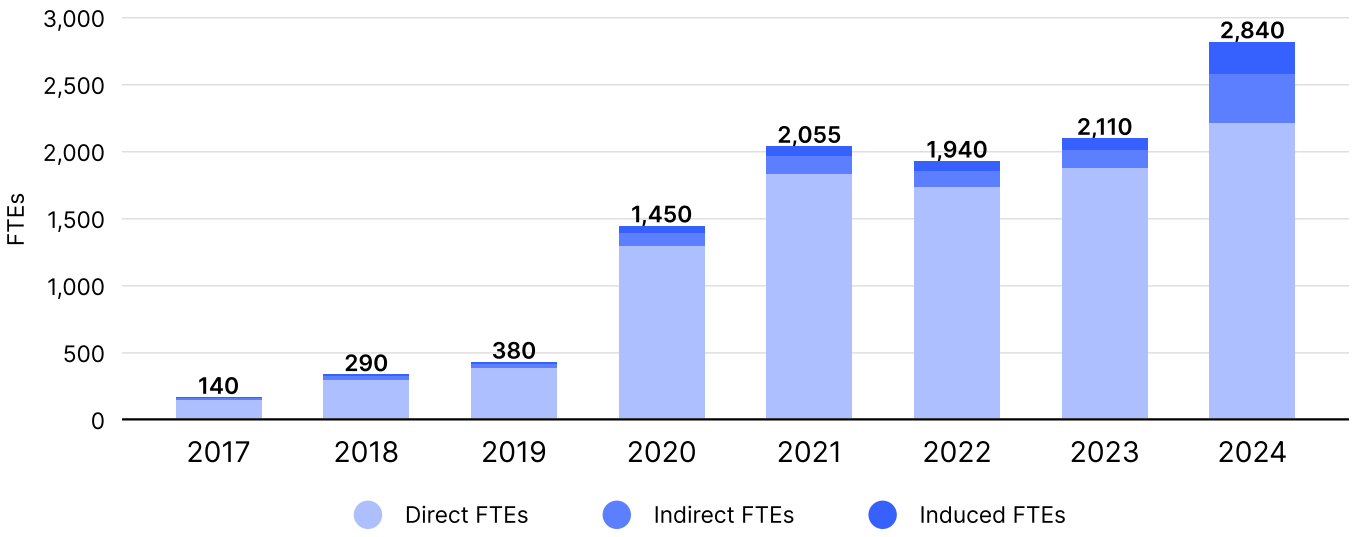
Although it does not employ developers, access to the Roblox platform supported a total of 13,000 FTEs in emerging tech economies from 2017 through 2024, averaging 1,640 FTEs per year during that period. This represents 59% of all employment stimulated by Roblox activity in the United States.

Table 6: Employment (FTEs) in Emerging Tech Economies, 2017–2024

FTEs	8-Year Total	Per Annum
Direct	11,000	1,390
Indirect	1,200	150
Induced	800	100
Total FTEs[10]	13,000	1,640

Employment in these areas has continued to grow steadily year over year as shown in Figure 9, below. States without tech-focused economies experienced significant growth from 2023 through 2024. Total FTEs increased by 25% between these two years, from 2,690 to 3,350.

Figure 9: Employment (FTEs) in Emerging Tech Economies, Yearly Trend



9 The growth in Idaho was largely attributable to a single account.

10 Totals might not add up due to rounding.

Gross Domestic Product

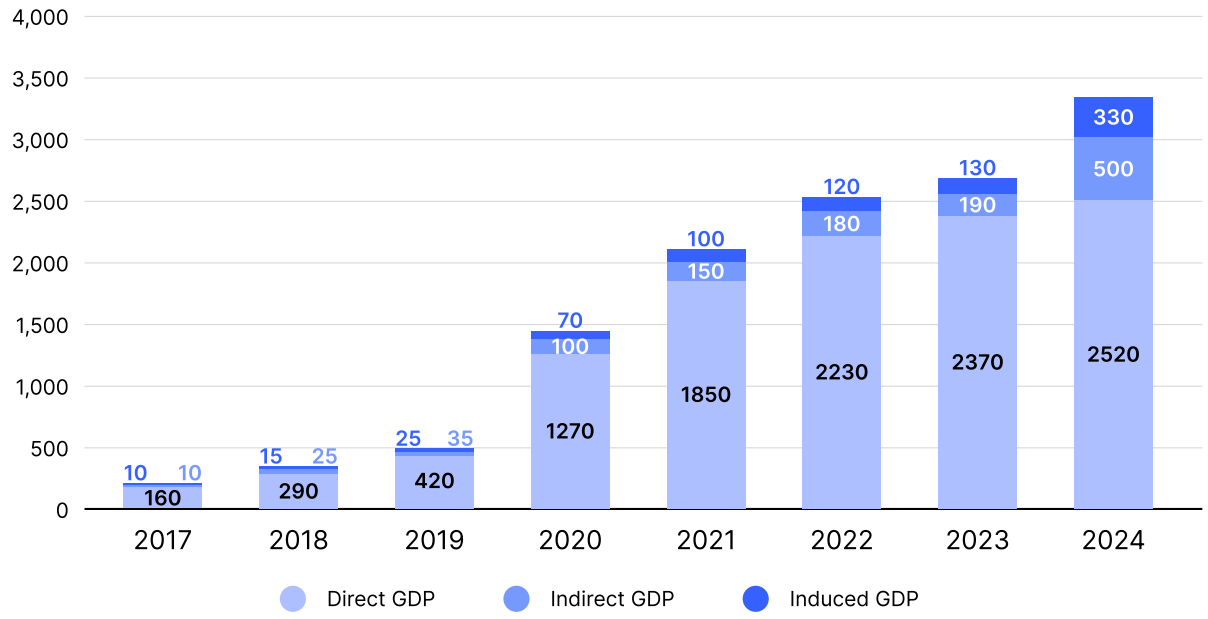
Nordicity estimates that the Roblox Developer Exchange Program has contributed approximately $753 million in direct GDP, $224 million in indirect GDP, and $121 million in induced GDP in emerging tech economies. This impact accounts for 76% of Roblox's total GDP contribution in the United States.

Table 7: GDP in Emerging Tech Economies, 2017–2024

GDP ($)	8-Year Total	Per Annum
Direct	753 million	94 million
Indirect	224 million	28 million
Induced	121 million	15 million
Total GDP[11]	1.1 billion	137 million

On a year-to-year basis, GDP produced by the Roblox Developer Exchange Program outside of tech-focused economies has continued to grow. Direct GDP specifically has grown by 10%, illustrating how Roblox can act as an economic stimulus in any state, irrespective of the state's level of broader tech focus.

Figure 10: GDP in Emerging Tech Economies Yearly Trend



Tax Impact

Nordicity also estimates that the Roblox Developer Exchange Program contributed $142 million in state-level taxes and $176 million in federal-level taxes in emerging tech economies.

11 Totals might not add up due to rounding.

Table 8: National Tax Impact in Emerging Tech Economies, 2017–2024

GDP ($)	8-Year Total	Per Annum
State	142 million	18 million
Federal	176 million	22 million
Total Tax[12]	318 million	40 million

Attributable Impact Outside of Traditional Tech Hubs

Similar to national results, the Roblox U.S. Creator Survey indicated that approximately two out of five creators (~40%) in regions outside of states with tech-focused economies would not have earned any income from interactive content creation if not for Roblox. Conversely, only 13% of creators outside these hubs indicated that they would have expected to earn income outside of Roblox. Based on these results and the weighting outlined in Table 11 in the Appendix, Nordicity estimates that 69% of the total national GDP and employment impacts from 2017 through 2024 within regions outside of traditional tech hubs were attributable to the Roblox Developer Exchange Program, in line with national attribution estimates.

12 Totals might not add up due to rounding.

Appendix

Methodology

Overview

Nordicity was engaged by Roblox to update the economic impact of the Roblox Developer Exchange Program on the United States economy from 2017 to 2024 based on the previous report (2017–2023). The study utilized the following data sources:

- 2017–2024 payment data provided to Nordicity by Roblox regarding the cash remitted by creators located in the United States.
- Primary data regarding the expenditure profile related to the creation of Roblox experiences. This primary data was collected from Roblox creators via a survey and was supplemented by Nordicity's own previously conducted primary research.
- Secondary data to develop assumptions about industry-specific expenditure patterns (including United States Bureau of Labor Statistics, United States tax burden ratios at the state and federal levels, and Bureau of Economic Analysis Industry Economic Account statistics).

Notes on Methodology Refresh

Nordicity routinely updates its economic impact model. For the purpose of this study, methodological updates occur for two reasons:

- EIA model update: This is to keep the model consistent with the most recent industry statistics. For example, mean average salary and I-O table from BEA.
- Developer-activity variables update: Newly available insights from the 2024 survey have been incorporated into the EIA mode. Doing so ensures that the model captures the evolving ways in which developers retain and spend their earnings.

Due to methodological updates, some of the FTE and GDP figures for 2017–2023 in this updated report differ from those contained in the previous Roblox Economic Impact and Social Benefit Study (2017–2023). The 2024 results in this report also reflect these methodological changes.

For 2017–2023, payment data was reprocessed using the updated impact model, which resulted in a slight reduction in the calculated FTEs.

For 2024, the model integrated new survey findings that provided a critical proxy for calculating the final impacts. These survey results indicated that developers allocated their retained earnings differently in 2024, which is the primary factor driving the changes in the FTE and GDP estimates.

Approach and Role of Survey and Payment Data

Economic contributions were estimated using the above developer payment data and survey responses. These sources informed the key inputs for the economic model. The steps below outline the transformation of source data into model-ready categories:

- **Payment Data Categorization:** Payment data, which included categorizations by state, served as the baseline for measuring developer earnings. These figures reflect both direct and indirect impacts. Geographic segmentation enabled the application of jurisdiction-specific multipliers within the model.

- **Impact Attribution Using Survey Analysis:** Survey responses collected from revenue-generating developers in 2023 and 2024 were used to allocate earnings across impact categories. Respondents were asked to identify the proportion of income reinvested into development versus retained as income. These percentages were used to allocate total payments into indicators of direct, indirect, and induced impacts for use in the model.
- **Modeling Economic Outputs:** Each impact category was then processed through the MyEIA (Economic Impact Assessment) economic model, incorporating national and state-level multipliers. The model then estimated how spending in each category contributed to its FTE and GDP outcomes based on the input from the respective jurisdictions.

From these sources, Nordicity developed an economic impact model based on the Bureau of Economic Analysis 2021 input-output tables. This model was used to estimate:

- Direct, indirect, and induced impacts in terms of GDP and FTEs
- Fiscal impact (e.g., tax revenue) at the state/local and federal levels
- The anticipated attributable impact of Roblox creators' earnings (i.e., the economic impact that would not otherwise exist)

Nordicity's MyEIA model was used to estimate the economic and fiscal impacts of Roblox developers and studios. The following table summarizes the types of activities included in each economic impact analysis conducted, the data sources used for each, and the models employed to conduct the analysis. It is important to note that the economic impact estimated in this report pertains solely to the economic contributions from Roblox developers' real cash withdrawals. Ancillary income generated by developers from activities associated with but not directly occurring on the Roblox platform—such as income from livestreamed Roblox experiences or sales of Roblox merchandise—is not included in this analysis.

Table 9: Summary of Economic Impact Analysis Conducted

	Description
Direct impact	Jobs and economic activity generated directly from the creation of Roblox experiences on the Roblox platform within the U.S. economy
Indirect impact	Jobs and economic activity generated by Roblox creators' purchases of supplies (such as computers and software licenses) from other industries
Induced impact	Employment and economic activity generated by direct and indirect workers' respending of labor income in the U.S. economy
↑	
Models	Cash model of Roblox creators' activities and Nordicity's MyEIA model (developed based on U.S. national-level statistics and tax burden ratios at the state level and the federal level)
↑	
Data sources	Roblox Payment Data 2017–2024, Roblox U.S. Creator Survey

Definitions and Key Assumptions

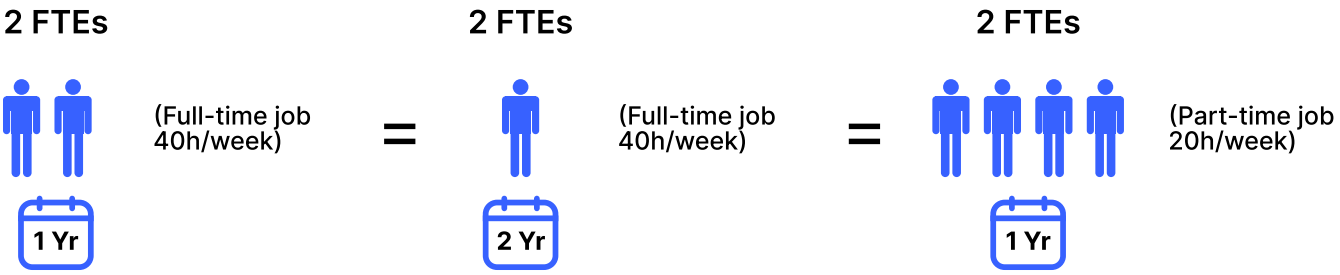
FTEs vs. Jobs Definition

Roblox does not employ developers. The references to jobs and FTEs in this report are merely a method of expressing the economic impact of the Roblox Developer Exchange program and do not refer to employment by Roblox Corporation. Typically, job creation and retention are expressed as a measure of positions, which is not stated on a cumulative basis. Accordingly, positions is a metric that is not interchangeable with FTEs, which is stated on a cumulative basis.

For example, as illustrated in Figure 11 below, "two FTEs" could describe a full-time job held by one person for two years, two full-time jobs held by two people for one year, or four part-time jobs at 20 hours per week held for by four people for one year.

Figure 11: Illustration of FTEs vs. Jobs

To facilitate economic modeling, Nordicity uses the FTE measure. The use of FTE also allows Nordicity to incorporate factors such as average wages, wage inflation, and various working arrangements.



Value of an FTE Assumption

The monetary value of one FTE is based on 2024 mean annual wage data published by the U.S. Bureau of Labor Statistics (BLS). A deflator factor is applied to calculated FTEs for each year prior to 2024.

Because the model estimates state-level impacts, the annual wage benchmark for FTEs is state-specific, using the BLS-reported mean annual wage across all occupations for each state. For example, the 2023 mean annual wage for New York is $78,620; this figure serves as the base value for calculating all New York–related FTE impacts (see Table 10). Where relevant, aggregate national FTE values are based on the national mean annual wage across all occupations as reported by BLS.

Table 10: Wage Data by Select States[13]

State	Mean Annual Wage ($)
California	57,148
Texas	72,904
Florida	110,292
Nevada	63,752
New York	86,736

13 U.S. Bureau of Labor Statistics (BLS). https://www.bls.gov/oes/tables.htm#00-0000

Virginia	73,528
Pennsylvania	68,744
Iowa	59,540
New Jersey	77,948
Utah	64,428
Indiana	60,684
Mississippi	49,244
Colorado	87,152
Minnesota	72,592
Kentucky	58,656
Connecticut	77,688
New Mexico	57,720
Oklahoma	56,524

All wage values are standardized to 2023 dollars using inflation adjustments, ensuring comparability across model inputs. Total FTEs were computed based on raw FTE data, then rounded (to maintain consistency).

Tax Revenue Definition

Tax revenue is described as state/local and federal levels. Tax revenue captures the taxes generated by both the earning and spending of income generated by the creation of Roblox experiences. State-level taxes were estimated using each state's overall tax burden.[14] Florida, Texas, and Nevada, highlighted in this report, impose no state income tax; however, the state/local taxes for those three states reflect the average rates of sales, property, and payroll taxes.

Cash Flow Assumptions

Nordicity calculated the total revenues year over year for developers by aggregating the payment data provided by Roblox. The provided payment data included all cash remit Roblox paid to developers from 2017 through 2024.

Each survey respondent was linked back to payment data based on the unique UserID. This step helped establish the region for 276 survey respondents and the cash remit of all respondents. The total cash remit (revenue made by Roblox developers) was then used as a baseline figure to calculate the cost of labor, leftover earnings, and cost of the non-labor expenditures associated with the development of Roblox experiences.

- The cost of labor was estimated by calculating the average percentage of cash paid to U.S. developers out of the total revenue earned by developers. This proxy was developed from the survey where developers were asked to provide the total real dollar amount spent on developing a Roblox experience and the percentage of that cost that was associated with U.S. labor (including hiring freelancers, contractors, and salaried employees).
- "Leftover earnings" (or "retained earnings") is a term used to describe the amount of cash retained by developers after all cash expenses. The survey data developed an average leftover earnings as a per-

14 Tax Foundation. "State Tax Burden by State, 2022." https://taxfoundation.org/data/all/state/tax-burden-by-state-2022/

centage of total cash remitted. Nordicity allocated the leftover earnings to labor income, as the majority of Roblox developers are individual creators.

- The non-labor costs were calculated by subtracting the cost of labor and leftover earnings from the total cash remitted from payment data. The remaining costs not associated with the labor costs and leftover earnings were treated as the non-labor costs.

Consideration of Creator-Retained Earnings' Impact

In addition to the economic benefits arising from the activity of Roblox creators/studios and creators that work with them (compensated in cash), the creation of successful Roblox experiences can provide other recurrent and long-term economic benefits for Roblox creators.

While the payment data reflects a portion of the cash value remitted by Roblox creators, Roblox creators retain continued revenues earned via the Roblox experience they created. This means that the revenues remaining in a developer's Roblox account will likely be withdrawn in future years at a similar frequency/proportion to fund actual economic activities (the cost of living, purchasing new equipment, etc.). In addition, new Roblox experiences will be funded through Roblox creators' earnings and will lead to new revenue streams. Years after the creation of the Roblox experience, these revenues will continue to support jobs, creators' living costs, and new Roblox experience development.

Attributable Roblox Impact

The survey asked questions seeking to determine the extent to which the reported impacts were attributable to Roblox. The survey respondents were asked, "Would you still be earning money from other interactive experience-related work if not for Roblox?" and given four options to choose from.

Nordicity calculated the weighted average based on the weight corresponding to each survey option across the survey responses (see table 11). The weighted average was then applied to the GDP and FTE estimates.

Table 11: Weighting of Impact Attributable to Roblox by Survey Response

Response*	Survey % (National)	Survey % (Outside Traditional Tech Hubs)	Weight	Rationale
1) Yes, definitely	14%	13%	0%	These developers would develop experiences elsewhere
2) No	44%	43%	100%	Roblox is fully responsible for their earnings
3) Maybe yes	28%	28%	50%	Roblox provides a platform where experiences can be developed easily
4) Maybe less	15%	16%	75%	Majority credit to Roblox
Total	100%	100%[15]		

*Survey question: Would you still be earning money from other interactive experience-related work if not for Roblox? (n=214)

15 Figures might not add up due to rounding.

Tech-Focused Economies

To estimate impact from states without tech-focused economies, data from the Roblox developer payment geography was used to calculate the distribution of creators across the United States. Creator earnings from each state were aggregated and run through the MyEIA model to produce state-level impact results.

At the same time, Nordicity used U.S. BLS data to ascertain the Location Quotient (LQ) for tech jobs using Computer and Mathematical Occupations (SOC code 15-0000) as a proxy for overall tech employment in each state. LQ is a measure that compares the rate (%) of employment for an occupation in a given sub-national jurisdiction (state) with the rate of employment at the national level. Any state with an LQ for SOC code 15-0000 over 1.1 (i.e., more than 10% greater than the national average) was categorized as a tech-focused economy.

Use of Survey Proxies and Conservative Estimates

The use of data proxies—based on survey responses—greatly facilitates the economic modeling process. While it provides evidence of Roblox's economic impact, the figures from this modeling process should be treated as conservative estimates (i.e., they might have a greater impact than described).

- Roblox survey data includes responses from Roblox creators (78%) and studios (22%) across the United States and across earnings and experience levels. As a result, the responses that formed part of the proxies do not necessarily reflect all the costs and revenues that should be reflected.
- Studios that develop Roblox experiences arguably have a higher chance of success because they have more capability and capital to develop scalable Roblox experiences and conduct marketing campaigns. However, the survey sample captured only a small percentage of the studios. Therefore, the use of survey proxies is very conservative, as a studio's economy of scale is likely to generate more full-time jobs than in a freelance occupation, where a developer might have to take on jobs outside of the Roblox platform.
- This analysis does not consider the impact of earned Robux that have not yet been withdrawn from developers' accounts. The survey revealed that developers typically withdraw a fixed portion of their earned Robux at a time and are likely to continue withdrawing at a similar rate in the future. Therefore, the future cash remit from the existing earned Robux in developers' accounts is likely to lead to more economic activities.

Approach to Rounding

The following rounding rule has been applied across all economic impact results presented in this report.

Value Range	Rounding Applied
> 10,000	Nearest 1,000
100.01–10,000	Nearest 10
5.01–100	Nearest 5
1.01–5	Nearest whole number
0.01–1	1
≤ 0	0

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