

WHY EVERYONE WINS

in the

GIG ECONOMY

53 million American workers — more than one-third of the U.S. workforce¹, are officially a part of the gig economy. Why? Because it works for them, and it works for your organization, too.



How workers are benefiting

BETTER WAGES



77%

make the same or more money than they did before contracting.¹

FREEDOM

42%



cite flexibility as a primary motivator for pursuing non-traditional work.¹

MORE WAYS TO MAKE MONEY



65%

say that the internet has made it easier to find work.¹

AN IMPROVED OUTLOOK



77%

believe that their most lucrative days are ahead.¹

THE POWER OF CHOICE



86%

chose freelancing over full-time work.²

MORE RESPECT



67%

of global talent managers no longer see free agency as a “bump in the road.”³

How businesses are benefiting

TIME SAVINGS



36%

save time hiring freelancers vs. recruiting/onboarding full-timers.³

COST SAVINGS

57%

say freelancers lower their overall labor costs.³



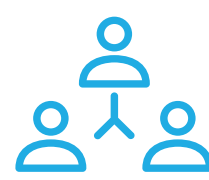
BRIDGED TALENT GAPS



60%

use freelancers to fill skills gaps within existing workers.³

TEST RUNS



26%

use freelancing as a way to try out potential employees.³

AN EXPANDED REACH



31%

use freelancers to tap into new geographical areas.³

IMPROVED OFFERINGS



34%

use freelancers to improve their existing offering.³

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SOURCES

1 <https://jobble.com/45-eye-popping-stats-about-the-gig-economy/>

2 <https://nation1099.com/gig-economy-data-freelancer-study/>

3 https://www.kellyocg.com/user_area/content_media/raw/FromWorkforceToWorkFit_GigEconomy.pdf



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