

AMERICAN STAFFING ASSOCIATION
WORKFORCE MONITOR® —
GIG ECONOMY

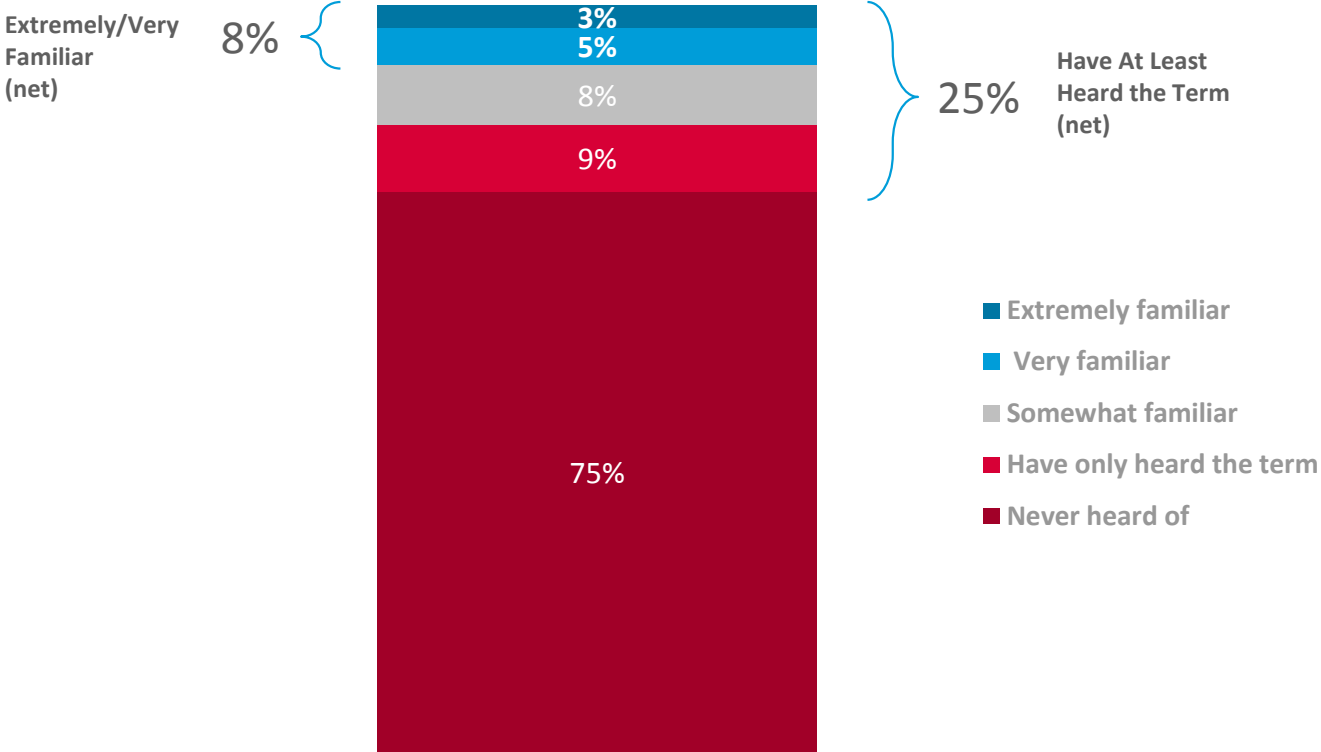


METHODOLOGY

- This study was conducted online by Harris Poll on behalf of the American Staffing Association from December 20-22, 2016.
- Qualifying criteria to participate in the survey were as follows:
 - U.S. Resident
 - Age 18+
- A total sample size of 2,067 interviews were collected.
- Data were weighted by age, gender, race/ethnicity, education, region and household income, where necessary, to bring them into line with their actual distributions based on 2015 Current Population Survey data. A second layer of weighting was also used to adjust for differences between the online and offline populations.
- All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

THREE OUT OF FOUR U.S. ADULTS HAVE NEVER HEARD OF THE TERM "GIG ECONOMY"

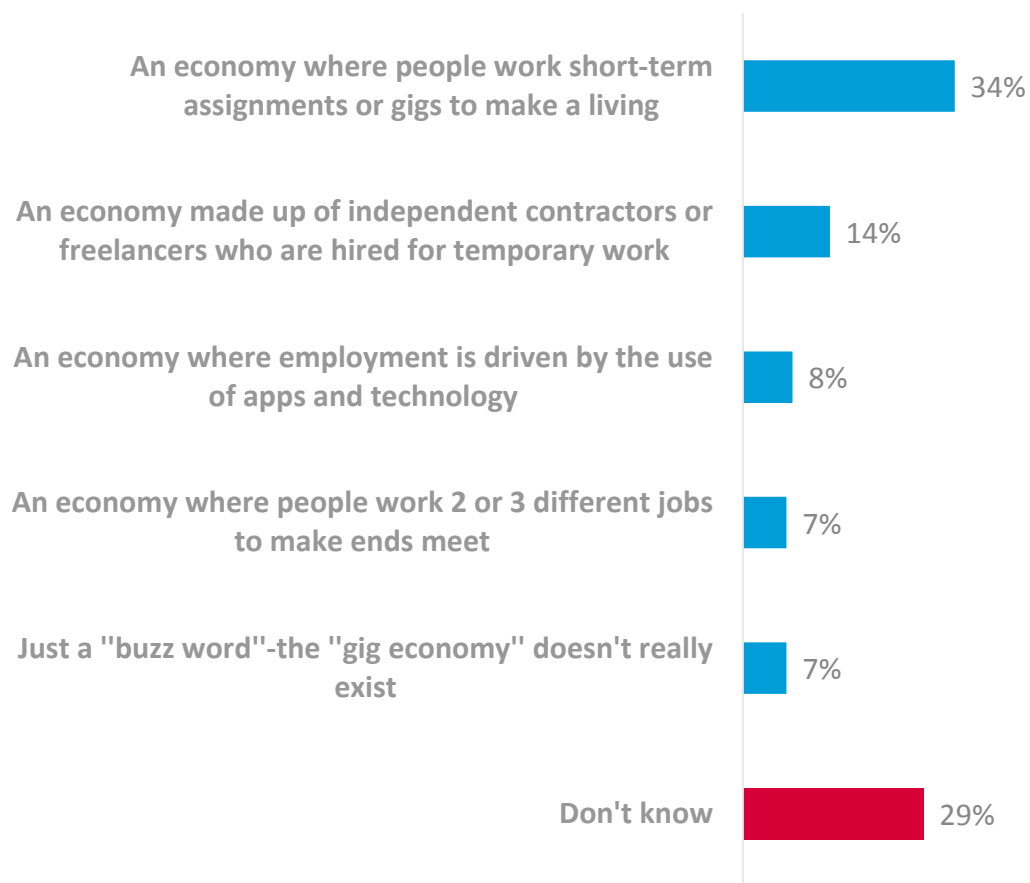
Familiarity with Gig Economy



BASE: ALL RESPONDENTS (n= 2,067)
Q10 How familiar are you with the term "gig economy"?

ROUGHLY THREE IN 10 AMERICANS SAY THEY DON'T KNOW HOW BEST TO DESCRIBE TO THE TERM "GIG ECONOMY"

Best Description of Gig Economy

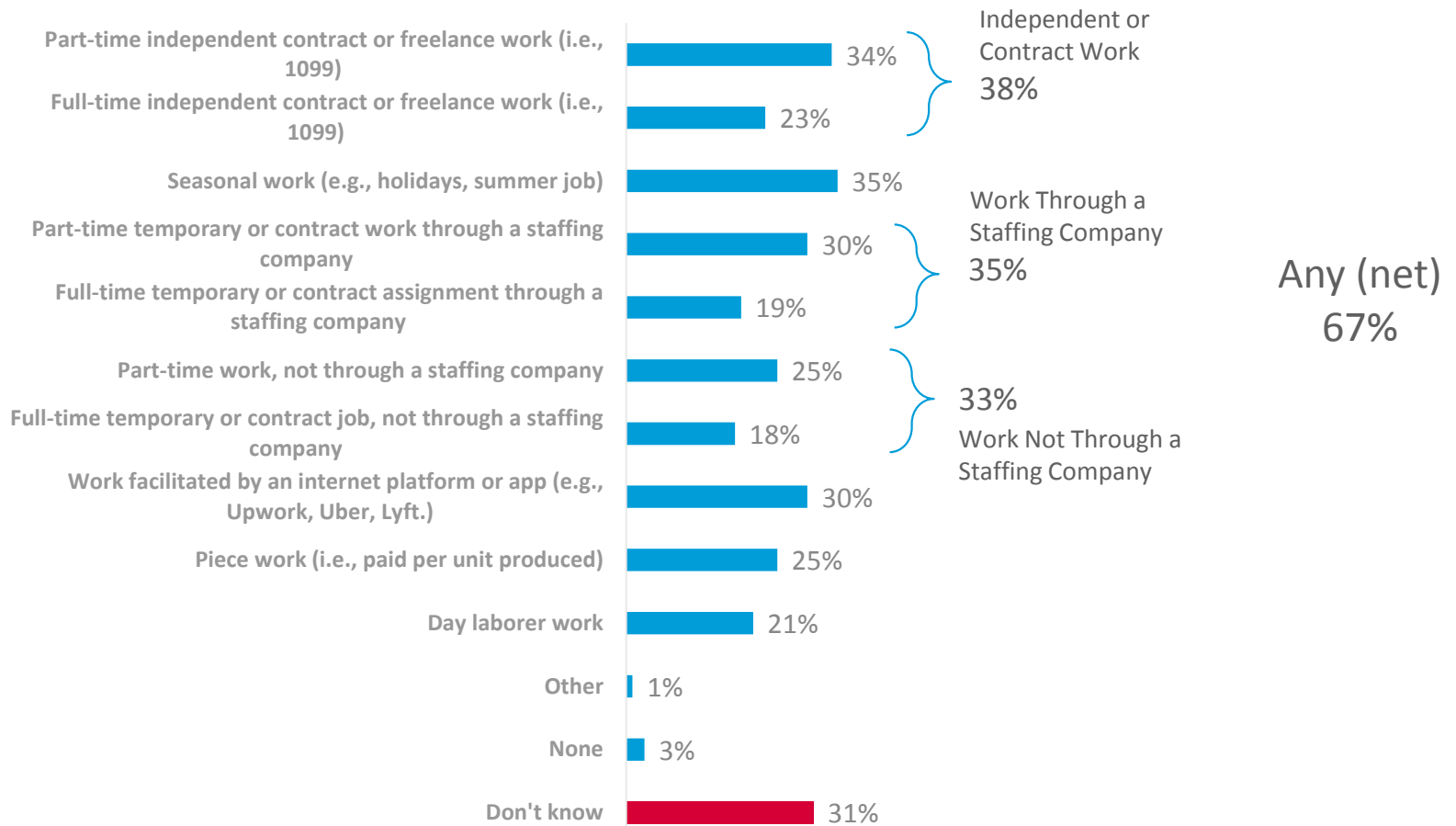


BASE: QUALIFIED RESPONDENTS (n= 2,067)

Q15 Regardless of whether you've heard the term before, which of the following do you think best describes "gig economy"?

3 IN 10 CANNOT IDENTIFY SPECIFIC TYPES OF GIG WORK

Types of Work Perceived as Part of Gig Economy

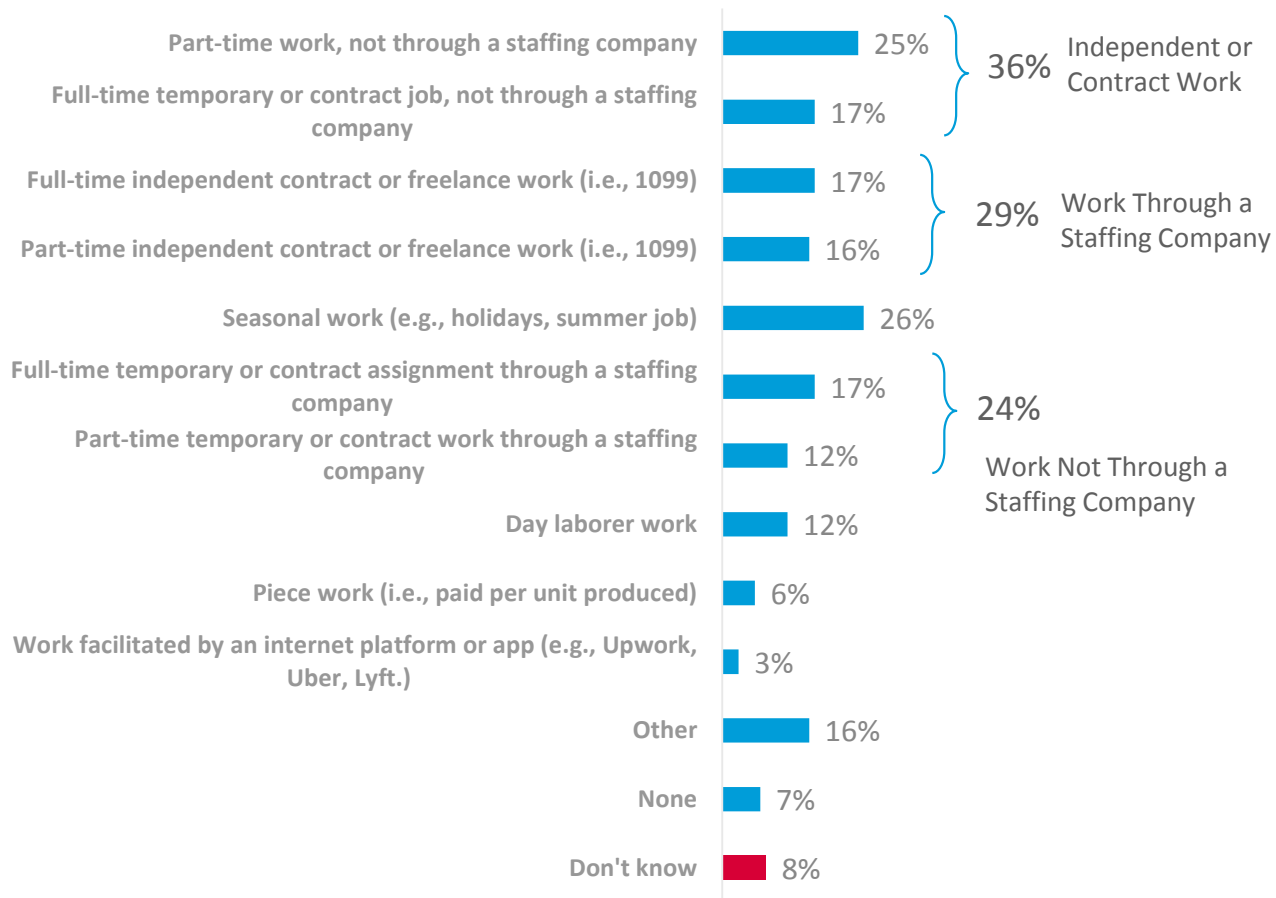


BASE: QUALIFIED RESPONDENTS (n=2067)

Q20 Which of the following types of work do you think are part of the gig economy? Please select all that apply.

WITHOUT A DEFINITION, A LARGE MAJORITY OF U.S. ADULTS SAY THEY HAVE PERFORMED WORK ONE MIGHT ASSOCIATE WITH THE GIG ECONOMY

Types of Work Ever Done



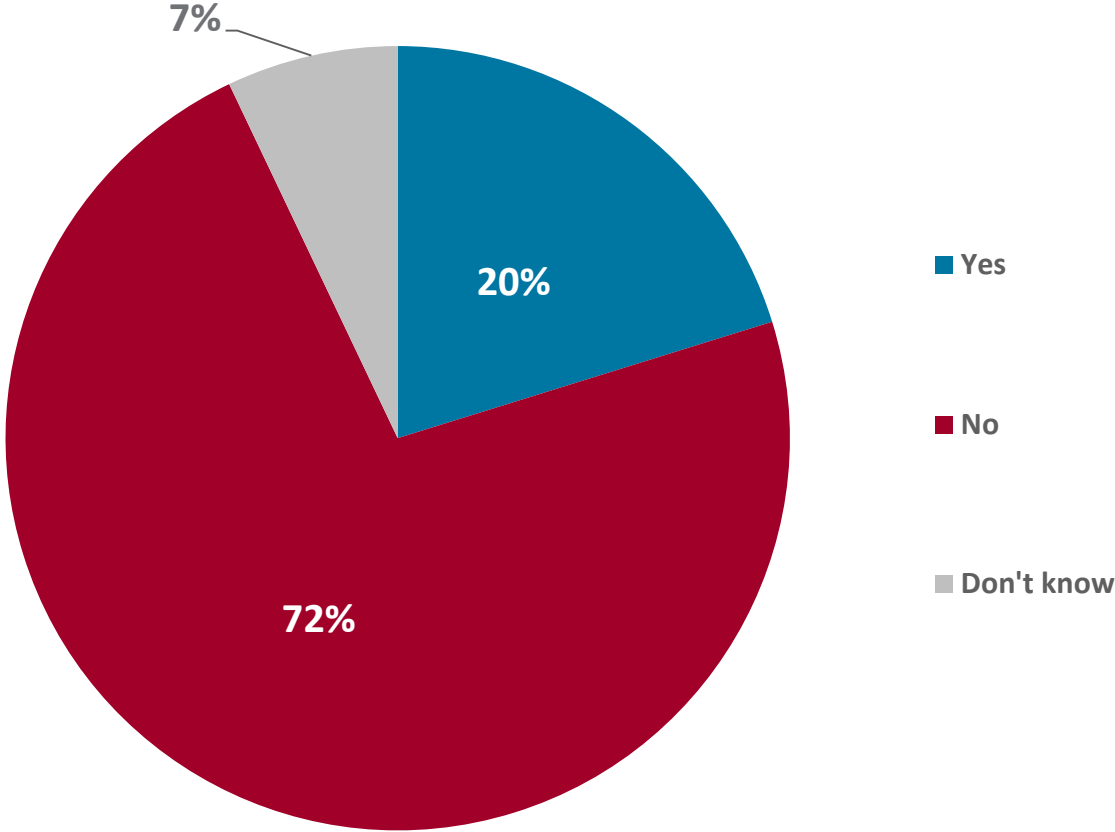
Worked in Any (net) 85%

BASE: QUALIFIED RESPONDENTS (n=2,067)

Q5 Which of the following types of work have you ever done? Please select all that apply.

AFTER GIVEN A DEFINITION, ABOUT 1 IN 5 U.S. ADULTS SAY THEY HAVE WORKED IN THE GIG ECONOMY

Nearly 3 in 4 say they have not.



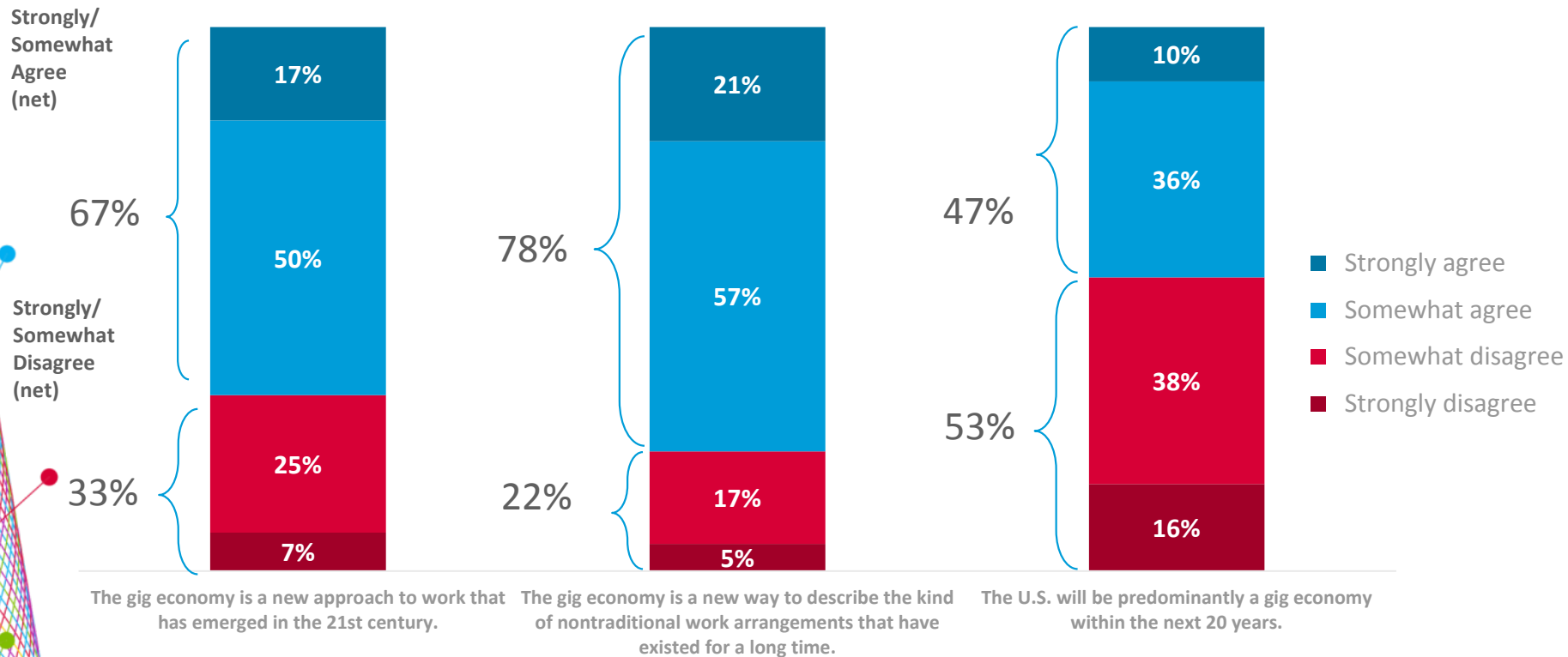
BASE: QUALIFIED RESPONDENTS (n=2,067)

Q25 For the purposes of this question, please think of the "gig economy" as one of several terms used to describe various forms of gig, or small project freelance work. Work in this space is structured as small projects or relatively limited duration activities, and is typically facilitated by an internet platform or app. Have you ever worked as part of the "gig economy"?

8 IN 10 AMERICANS THINK “GIG ECONOMY” IS A NEW WAY TO DESCRIBE NONTRADITIONAL WORK ARRANGEMENTS THAT HAVE BEEN AROUND A LONG TIME

2 in 3 agree it is a new approach to work emerging in this century, but more than half disagree that the U.S. will evolve to predominantly a gig economy within the next 20 years.

Views on the Gig Economy



DEMOGRAPHICS

		N=2,067
Gender	Male	47%
	Female	53%
Age	18-34	27%
	35-44	16%
	45-54	18%
	55+	40%
Education	Less than college	32%
	Assoc./College degree	34%
	Graduate school/degree	34%
Income	<\$50k	44%
	\$50k - \$74.9k	17%
	\$75k - \$99.9k	11%
	\$100k+	28%