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The Workforce of the Future

An Analysis of Independent Contract Workers

Survey report prepared by Bloomberg Market Research

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Underwritten by:

DSA
DIRECT SELLING ASSOCIATION

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Research Objectives

1. To understand the type of work in which independent contractors are engaged
2. To determine the influencers behind becoming an independent contractor
3. To understand the working behaviors of independent contractors in terms of hours worked, number of jobs, etc.
4. To determine how technology has impacted the execution of work as an independent contractor
5. To establish the demographics of independent workers (as part of the Toluna panel*)

*Toluna is a third-party survey panel provider with whom Bloomberg Government partnered to procure the participants for the survey.

Methodology

Methodology	• Surveys were completed online with Bloomberg Government identified as the sponsor • Bloomberg Government partnered with Toluna to reach 864 independent contractors.
# of Surveys	• 864 participants answered the survey
Qualifying Criteria	• Must be an independent contractor • Must indicate that they file a Form 1099 with the IRS <u>OR</u> • Consider themselves an independent contractor based on the following description: Generally speaking, an independent contractor is someone who provides a product or service to a company, organization, or individual customer in exchange for payment. The payment is in the form of a lump sum, not in the form of hourly wages. Independent contractors can be engaged to work by a temporary agency, by a contracting company, via a sharing platform, or even for themselves.
Field Dates	• April 14 – April 29, 2016

Quantitative Research Statistical Significance:

Throughout the report, upper case letters in charts indicate a statistically significant higher rating at the 95% confidence level than the corresponding percentage in the indicated column. This means that 95% of the time, a true difference exists between the indicated proportions.

Respondent Profile & Margin of Error

Respondent Profile

More than half (52%) of participants describe themselves as a Direct Service, Contractor/Freelancer. Participants also find work through Third-Party Placement as a Temporary Worker (41%) or a Contractor (32%). Although less common among participants, more than one-fifth engage in Direct Service, Sharing (27%) and Direct Service, Selling (23%).

Respondents skew towards males (65%) and White or Caucasians (76%). Other ethnicities polled include Hispanics or Latinos (12%), Black or African Americans (9%) and Other Ethnicities (7%).

Most respondents are millennials. For the purposes of this research, we have combined Millennials (21-39 year olds – 67%) and Generation Z (18-20 year olds – 2%) bringing this group to 69% of respondents. Generation X (40-51 year olds) comprises 14% of participants. Baby Boomers (52-70 year olds) and Silent Generation (72+ year olds) are also combined and make up 17% of participants.

Margin of Error

Margin of error at a 95% confidence level for total respondents is +/- 3.3%
Margin of error for subgroups examined ranges from +/- 3.8% to +/- 13%

Important Note: Total proportions reported are not weighted to be market representative and merely reflect the aggregate responses of those surveyed.

	# of Interviews	% of Interviews	Margin of Error (% points)
Total Respondents	864	100%	3.3
Type of Independent Contractor (Could select multiple)			
3rd Party Placement, Temporary	353	41%	5.2
3rd Party Placement, Contractor	274	32%	5.9
Direct Service, Contractor/Freelancer	446	52%	4.6
Direct Service, Sharing	235	27%	6.4
Direct Service, Selling	195	23%	7.0
Gender			
Male	564	65%	4.1
Female	300	35%	5.7
Ethnicity			
White or Caucasian (Not Hispanic/Latino)	660	76%	3.8
Hispanic or Latino	100	12%	9.8
Black or African American (Not Hispanic/Latino)	74	9%	11.4
Other Ethnicity	57	7%	13.0
Age			
18 – 39 Millennials/Gen Z	592	69%	4.0
40 – 51 Generation X	122	14%	8.9
52+ Baby Boomers/Silent Generation	150	17%	8.0

Respondent Profile & Margin of Error

Respondent Profile

Construction (30%) is the most prevalent industry among the independent contractors interviewed. Other fairly common industries include Technology (19%) and Education (11%).

NOTE: The industries shown are those with a base size of 50 or more. Other industries are not shown due to their lower base sizes.

Margin of Error

Margin of error at a 95% confidence level for total respondents is +/- 3.3%

Margin of error for subgroups examined ranges from +/- 6.1% to +/- 13.7%

	# of Interviews	% of Interviews	Margin of Error (% points)
Total Respondents	864	100%	3.33
Industry			
Construction	261	30%	6.1
Technology	163	19%	7.7
Education	92	11%	10.2
Manufacturing	82	9%	10.8
Retail & Wholesale	70	8%	11.7
Banking & Financial Services	67	8%	12.0
Consumer Products	66	8%	12.1
Health	65	8%	12.2
Transportation	60	7%	12.7
Arts, Entertainment & Recreation	55	6%	13.2
Real Estate	54	6%	13.3
Food & Beverage Services	51	6%	13.7

Important Note: Total proportions reported are not weighted to be market representative and merely reflect the aggregate responses of those surveyed.

Types of Independent Contractors

Direct Service

Direct Service, Contractor/Freelance:
I provide services to a company or organization at times agreed to by me and the company/organization.
Example: Self-employed

Direct Service, Sharing:
I provide services directly to customers via a sharing platform at times determined by me alone.
Example: Uber

Direct Service, Selling:
I sell goods or provide services directly to customers at times determined by me alone.
Example: Avon

Third-Party Placement

Third-Party Placement, Temporary:
I work for a company/organization at times determined by my temporary agency or by the company/organization.
Example: Manpower

Third-Party Placement, Contractor:
I work for a company/organization at times determined by my contracting company or by the company/organization.
Example: Bechtel

Key Findings (1 of 2)

1. Direct service contractor/freelancer is the most prevalent type of independent contract work, followed by third-party placement, temporary.
2. More than half of independent contractors surveyed work with more than one company/organization/agency doing independent contract work and also consider themselves more than one type of independent contractor. They may need to facilitate their work in various ways (through a 3rd party vs. directly), depending on the requirements of each company/organization/agency, exhibiting their flexibility in their efforts to get the job done.
3. Industry penetration has some variation by gender and age, with construction being the most prevalent industry overall for independent contractors surveyed.
4. The general public is the most common customer type across industries, which may indicate the potential for a range of opportunities to provide products/services as an independent contractor. That said, other customer types are more prevalent for specific industries.
5. Being one's own boss and having schedule flexibility are key motivators to becoming an independent contractor, implying that most are independent contractors by choice and not out of necessity.

Key Findings (2 of 2)

6. Although participants chose to be independent contractors, they are split on whether they plan to work as an independent contractor temporarily or permanently. In either case, the majority of those surveyed are satisfied with being an independent contractor.

7. Most independent contractors surveyed have worked as a wage-earning employee. Additionally, more than half are currently working at least 30 hours per week as an independent worker. Independent contractors surveyed have been working as an independent contractor for an average of 7.2 years.

8. Participants have positive feelings about the impact that technology has had on their ability to do independent contract work, citing cell phones and the internet as their most used sources.

9. All participants were reached through Toluna's sample panel and indicated that they file a Form 1099 with the IRS. Among those who qualified and completed the survey, participants skewed towards millennials, males, and Caucasians.

Type of Independent Contractor

- Most of those who find placement through a third party are likely to see independent contracting as a temporary working situation, while over half of those who work in Direct Services view it as a permanent choice – especially in Selling.

Gender

- Males are more likely than females to perceive independent contract work as temporary (54% vs. 37%).

Age

- Millennials/Generation Z (58%) are significantly more likely to plan to work as an independent contractor temporarily than Generation X (38%) and Baby Boomers/Silent Generation (17%).

Industry

- Technology is the only industry where participants are significantly more likely to be independent contracting temporarily (59%) than permanently (40%).

Executive Summary Key Findings

Objectives Summary with Related Key Findings

Objective 1: To understand the type of work in which independent contractors are engaged

Related Key Findings:

1. **Direct Service, Contractor/Freelancer is the most prevalent type of independent contract work, followed by third-party placement, temporary.** (see slides 17)

2. **More than half of independent contractors surveyed work with more than one company/organization/agency doing independent contract work and also consider themselves more than one type of independent contractor. They may need to facilitate their work in various ways (either directly or through a third party), depending on the requirements of each company/organization/agency, exhibiting their flexibility in their efforts to get the job done.** (see slides 16-17)
    a. More than half of those surveyed (56%) are working as independent contractors for more than one company/organization/agency.
    b. While over half of survey participants are doing independent contracting for more than one company, many also seem to have more than one type of independent contracting job. Direct Service Contractor/Freelancer is the most prevalent type of independent contractor.

3. **Industry penetration has some variation by gender and age, with construction being the most prevalent industry overall for independent contractors surveyed.** (see slides 18)
    a. The top 4 industries among participants are Construction (30%), Technology (19%), Education (11%) and Manufacturing (9%).
        a. Males are significantly more likely than females to work in 3 of the 4 top industries (Construction, Technology, and Manufacturing).
        b. Millennials/Generation Z are significantly more likely to work in Construction or Technology than older generations.

4. **The general public is the most common customer type across industries, which may indicate the potential for a range of opportunities to provide products/services as an independent contractor. That said, other customer types are more prevalent for specific industries.** (see slides 19-20)
    a. The general public is the most common customer for independent contractors surveyed; especially Direct Sellers (75% vs. 69% or less for other types of contractors).
    b. Other customer types stand out depending on the industry. For example, those in the Construction industry are significantly more likely to service Factories (68%), while those in Manufacturing are particularly likely to service Construction sites (66%).

Objectives Summary with Related Key Findings (2 of 3)

Objective 2: To determine the influencers behind becoming an independent contractor

Related Key Findings:

1. **Being one's own boss and having schedule flexibility are key motivators to becoming an independent contractor, implying that most are independent contractors by choice and not out of necessity.** (see slides 22-23)
   a. Being one's own boss (45%) is the leading motivator to become an independent contractor, followed by flexible schedules (41%) and a greater work-life balance (34%).
   b. Many participants feel independent contracting helps the community by giving workers the scheduling flexibility to do other things such as volunteer or spend more time with their family/community and also by providing the ability to offer better services/prices to the community.
2. **Although participants chose to be independent contractors, they are split on whether they plan to work as an independent contractor temporarily or permanently. In either case, the majority of those surveyed are satisfied with being an independent contractor.** (see slides 24-25)
   a. Independent contractors surveyed are almost split in their decision to work as an independent contractor either temporarily (48%) or permanently (51%) with a small portion (1%) being unsure.
   b. Satisfaction is strong across all subgroups with over three quarters (77%) of participants giving independent contract work an 8-10 rating in terms of satisfaction.

Objective 3: To understand the working behaviors of independent contractors in terms of hours worked, number of jobs, etc.

Related Key Findings:

1. **Most independent contractors surveyed have worked as a wage-earning employee. Additionally, more than half are currently working at least 30 hours per week as an independent worker. Independent contractors surveyed have been working as an independent contractor for an average of 7.2 years.** (see slides 27-31)
   a. One in 10 independent contract workers have only done independent contracting. The remaining are split between being both a contractor and wage-earning employee and those who are now only an independent contractor.
      i. Those who only work as independent contractors are significantly less likely than those that work both as an independent contractor and a wage earning employee to work less than 30 hours doing independent contract work (29% vs. 38%)
   b. Most independent contractors surveyed (52%) work more than 30 hours per week as independent contractors.
   c. On average, participants have been independent contractors for 7.2 years.

Objectives Summary with Related Key Findings

Objective 4: To determine how technology has impacted the execution of work as an independent contractor

Related Key Findings:

1. **Participants have positive feelings towards the impact that technology has had on their ability to do independent contract work, citing cell phones and the internet as their most used sources.** (see slides 33-34)
    a. Overall, technology has had a positive impact (87%) on participants' ability to execute their independent contract work. And more than half feel it has had a very positive impact (51%).
    b. Cell phones and the internet (76%) are the most used types of technology to facilitate participants' independent contract work.

Objective 5: To establish the demographics of independent workers (as part of the Toluna panel)

Related Key Findings:

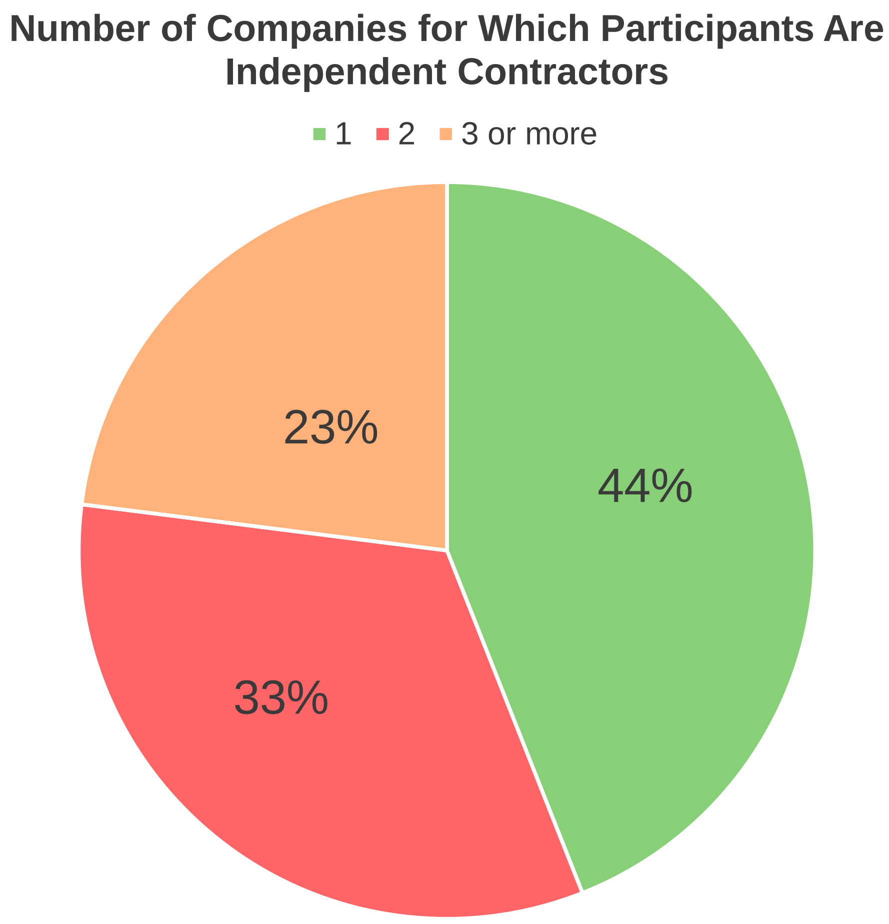
1. **All participants were reached through Toluna's sample panel and indicated that they file a Form 1099 with the IRS. Among those who qualified and completed the survey, participants skewed towards millennials, males, and Caucasians.** (see slides 36-39)
    a. Nearly seven in 10 independent contractors surveyed are Millennials (67%).
    b. Almost two-thirds of participants are males (65%).
    c. Participants skew to White or Caucasians (76%)
    d. Construction is the most prevalent industry among participants (30%).
        a. Millennials are the most common age group to work in Construction and Technology.

Detailed Findings

Objective One:

To understand the type of work in which independent contractors are engaged

More than half of those surveyed (56%) are working as independent contractors for more than one company/organization/agency.



Type of Independent Contractor

- Those who are Direct Service, Sellers are significantly more likely to work with only one company/organization/agency (47%) than those who are other types of independent contractors (36-39%).

Age

- Baby Boomers/Silent Generation (54%) are significantly more likely to be associated with only one company/organization/agency than younger generations (38-43%).

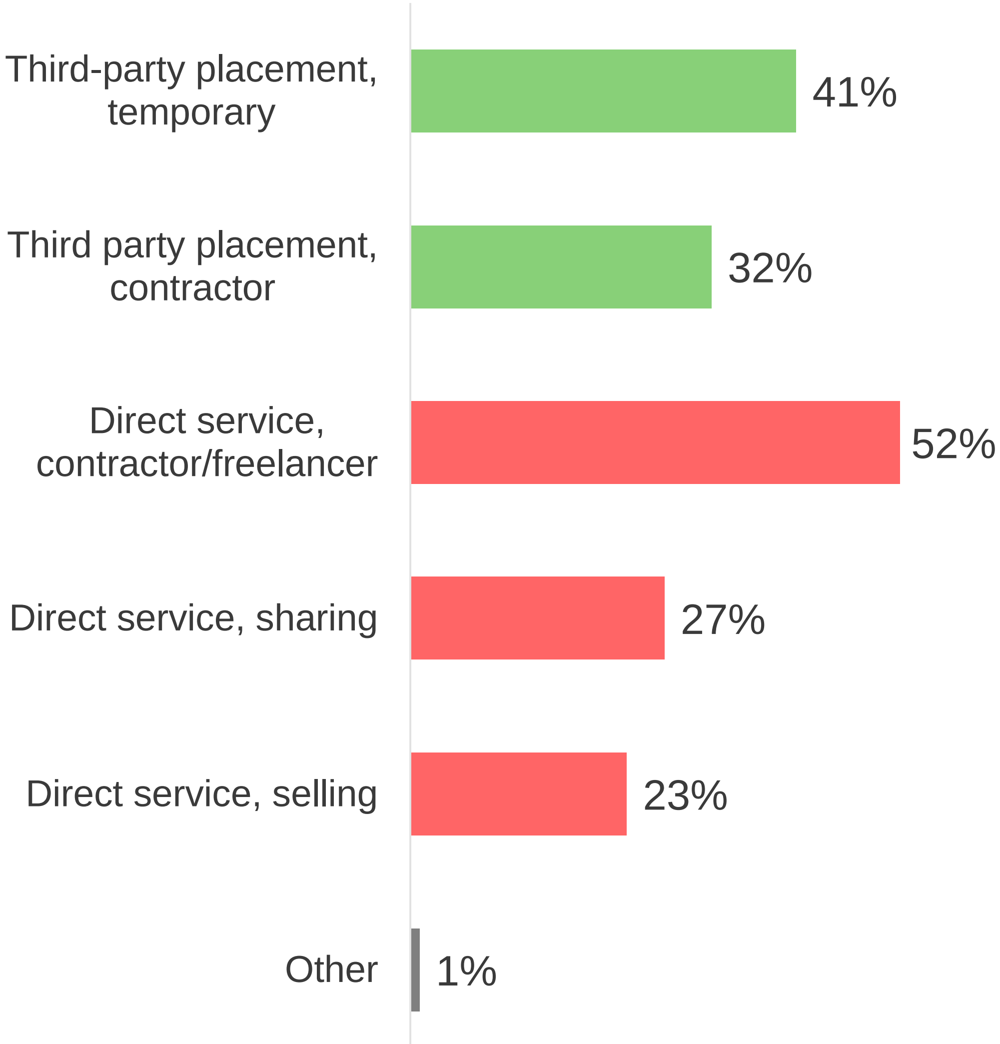
Industry

- More than four in ten (44%) participants are only contracting with one company/organization/ agency, led by those in the Retail & Wholesale (43%), Transportation (43%), Education (41%), Real Estate (41%), and Construction (40%) industries.
- Almost a quarter (23%) overall are associated with three or more companies/organizations/agencies, led by those in the Food & Beverage Services industry (43% vs 39% or less in other industries).

Base = Total Respondents (n=864)
Q For how many companies/organizations/agencies are you an independent contractor?

While over half of survey participants are doing independent contracting for more than one company, many also seem to have more than one *type* of independent contracting job. Direct Service Contractor/Freelancer is the most prevalent type of independent contractor.

Types of Independent Contractor Work



Base = Total Respondents (n=864)
Q Which of the following best describe(s) the type(s) of independent contractor work you are involved in? Select all that apply.

Gender

- Males are more likely than females to have Third-Party Placement work, whether Temporary (49% vs. 26% Females) or Contracted (36% vs. 23%), or Direct Service, Sharing work (30% vs. 21%).

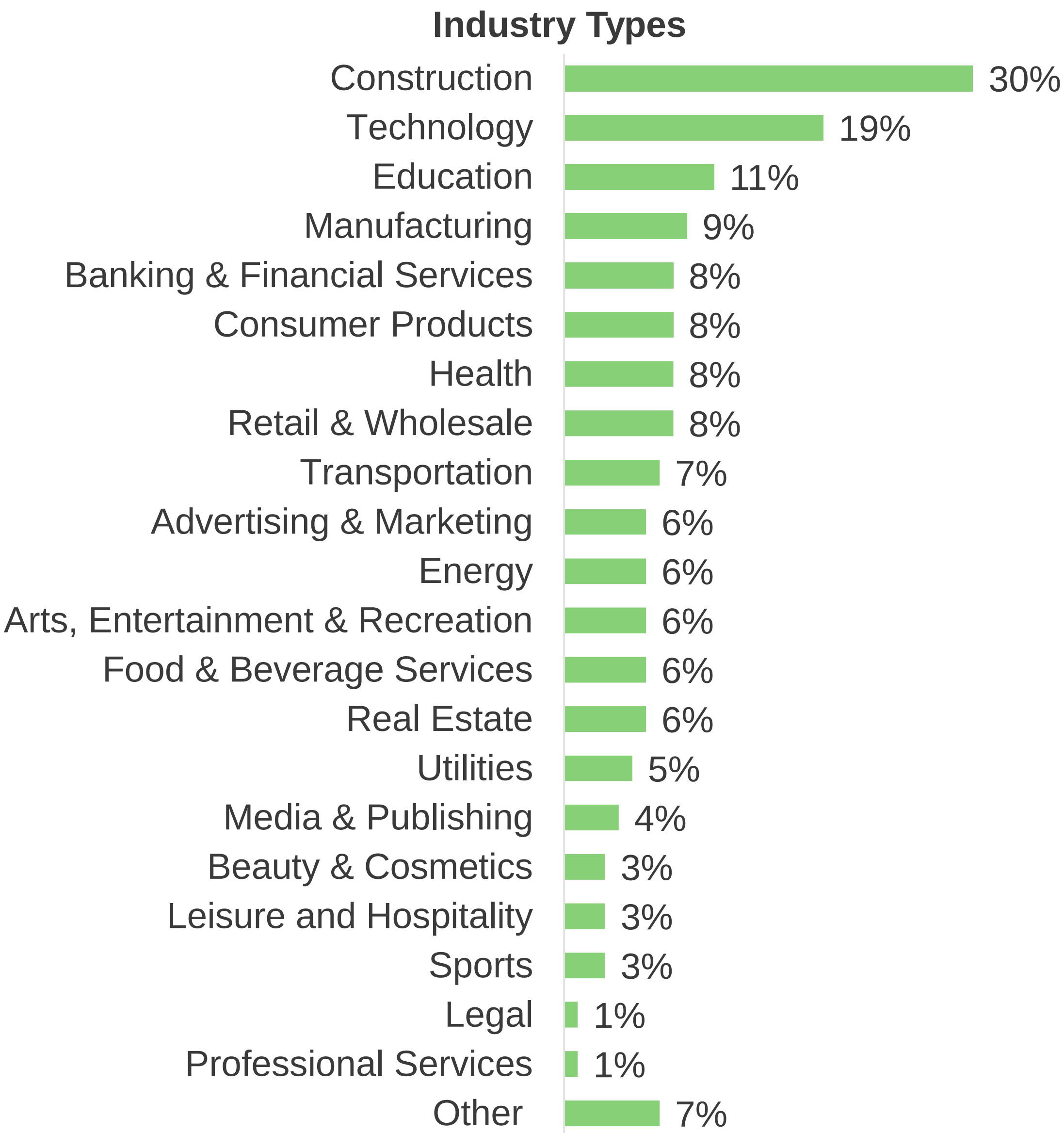
Age

- Millennials/Generation Z are significantly more likely to have Third-Party Placement work than older generations, while Baby Boomers/Silent Generation are most likely to engage in Direct Service – Selling (31% vs. 20-27% younger participants).

Industry

- Over half of all industries have Direct Service Contractors/Freelancers, especially Manufacturing (68% vs. 62% or less in other industries)
- Temporary Third-Party Placement work is most common in the Technology (53%), Construction (49%), and (48%) Manufacturing industries.
- Direct Selling is more common in the Manufacturing (37%), Arts, Entertainment & Recreation (36%) and Real Estate (35%) industries (vs. 31% or less in other industries).

Construction (30%) is the most common industry for which independent contractors surveyed work, followed by Technology (19%), and Education (11%).



Gender

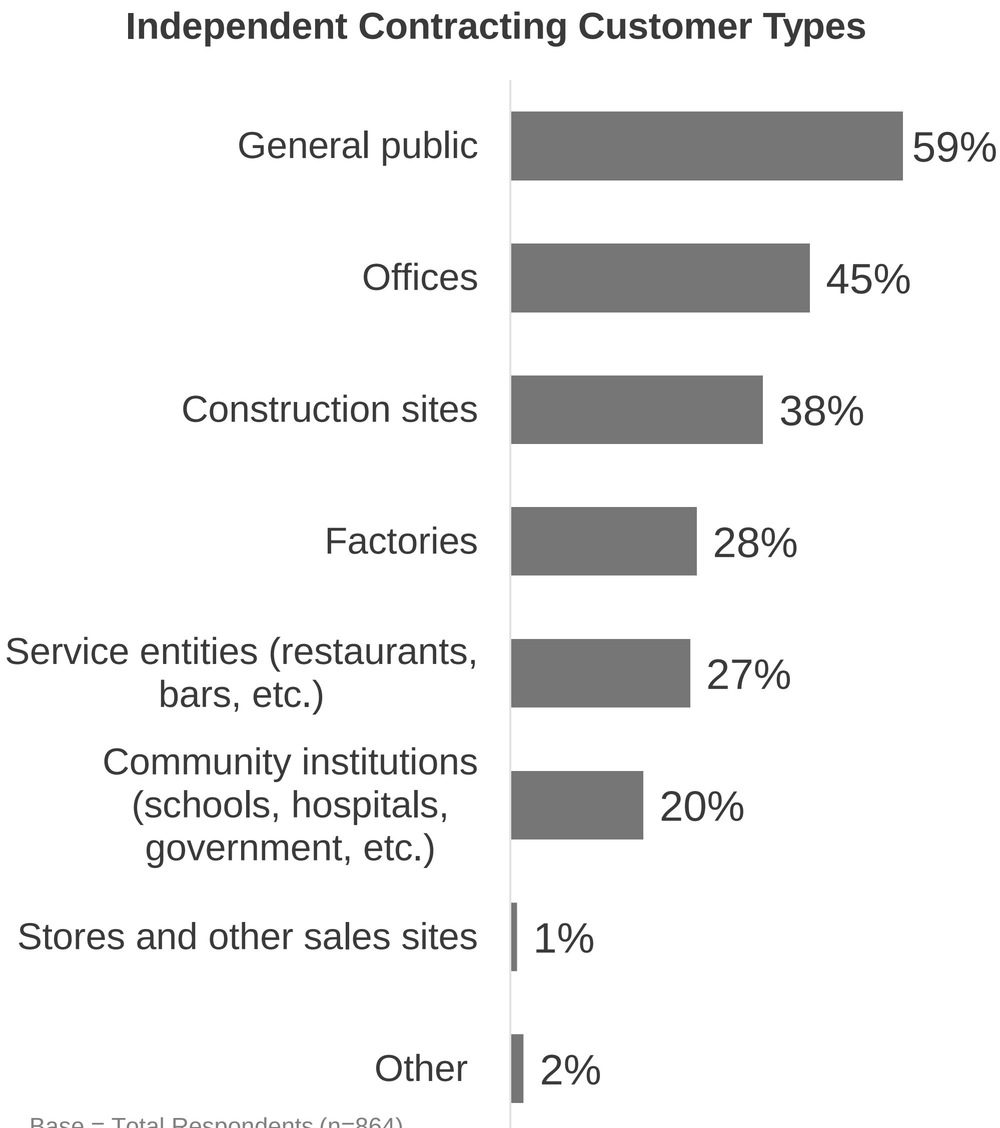
- Males are significantly more likely than females to work in three of the top four industries.
  - Construction – 36% male vs. 19% female
  - Technology – 21% male vs. 15% female
  - Manufacturing – 12% male vs. 5% female

Age

- Millennials/Generation Z are significantly more likely to work in Construction or Technology than older generations.
  - Construction – 36% Millennials/ Generation Z vs. 25% Generation X and 13% Baby Boomers/Silent Generation
  - Technology – 23% Millennials/ Generation Z vs. 13% Generation X and 8% Baby Boomers/Silent Generation

Base = Total Respondents (n=864)
Q For which industries do you do contract work? Select all that apply.

The general public is the most common customer type for independent contractors surveyed, especially Direct Sellers (75% vs. 58%-69% for other types of contractors).



Base = Total Respondents (n=864)
Q For which types of customers do you provide goods or services?

Type of Independent Contractor

- Other types of independent contractors are significantly more likely to service Offices, Construction sites, and Factories than Direct Sellers.
- Service entities are significantly more likely to be serviced by those Sharing or Selling Direct Services (40%) than by those with Third Party Placement (32%).

Gender

- Males are significantly more likely to provide goods/services to Construction sites (46% vs. 22%) and Factories (34% vs. 17%) than females.

Age

- Millennials/Generation Z are significantly more likely to service Construction sites than older generations.
- Baby Boomers/Silent Generation are significantly less likely to service Offices, Construction Sites, Factories and Service Entities than younger generations.

Industry

- Those in the Construction industry are significantly more likely to service Factories (68%), while those in Manufacturing are particularly likely to service Construction sites (66%).
- Food & Beverage Services are significantly more likely to be vendors for Service entities (75%) than any other industry. Community Institutions are also customers of the Food & Beverage industry (45%).

The general public is the most prevalent customer base across industries, while other customer types stand out depending on the industry.

80%+ | 79%-60% | 59%-50% | 49%-25% | 24%-0%

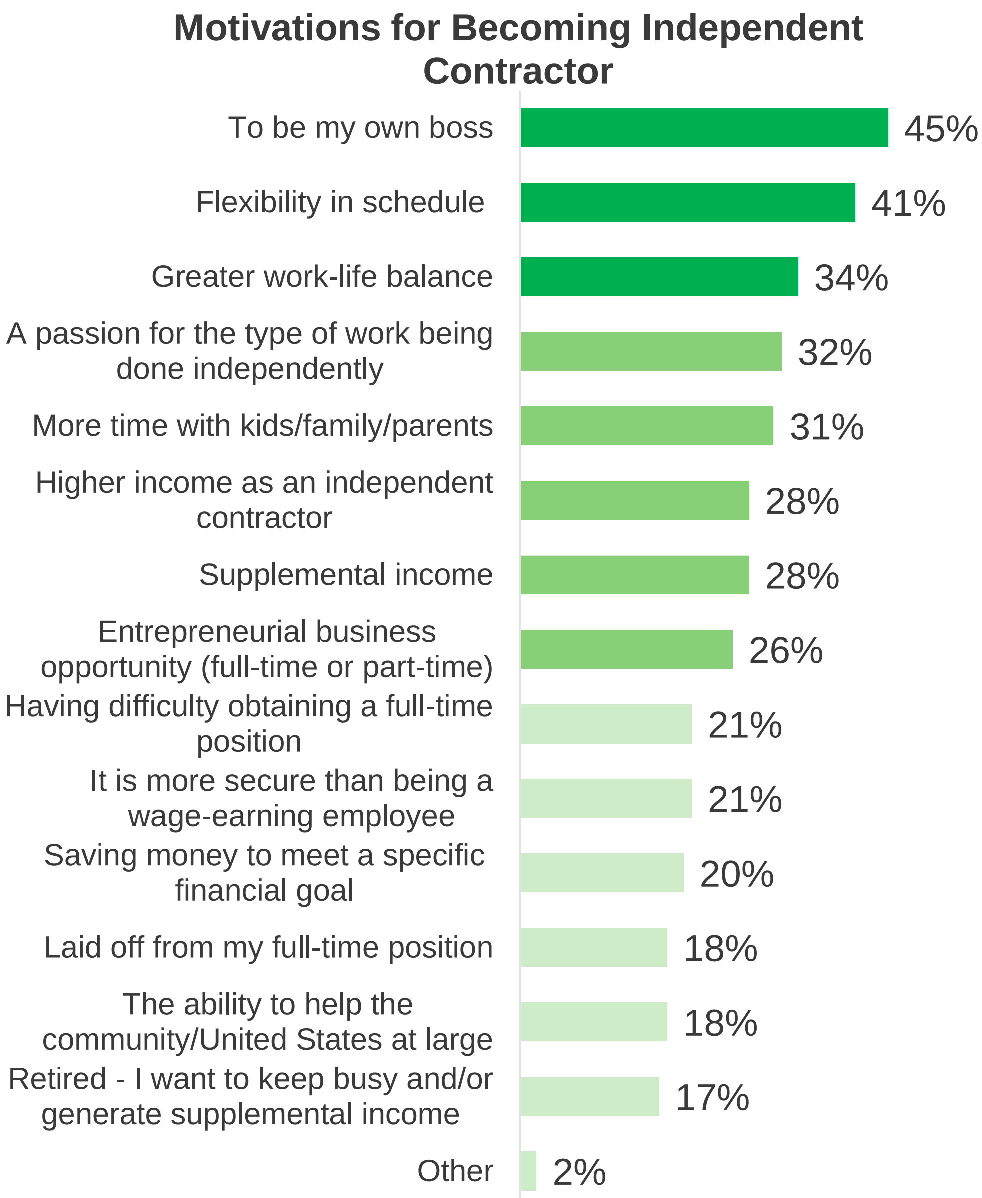
	Total	Industry											
		Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Con-sumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
Base	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**
General public	59%-50%	79%-60%	59%-50%	59%-50%	79%-60%	79%-60%	79%-60%	79%-60%	79%-60%	79%-60%	79%-60%	79%-60%	79%-60%
Offices	49%-25%	49%-25%	79%-60%	49%-25%	79%-60%	49%-25%	79%-60%	59%-50%	59%-50%	49%-25%	49%-25%	59%-50%	59%-50%
Factories	49%-25%	49%-25%	49%-25%	49%-25%	79%-60%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%
Construction sites	49%-25%	79%-60%	49%-25%	49%-25%	59%-50%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%
Service entities (restaurants, bars, etc.)	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	79%-60%
Community institutions (schools, hospitals, government, etc.)	24%-0%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%	49%-25%
Stores and other sales sites	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%
Other	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%	24%-0%

Base = Total Respondents (n=864)
Q For which types of customers do you provide goods or services?

Objective Two:

To determine the influencers behind becoming an independent contractor

Being one's own boss (45%) followed by flexible work schedule are the leading motivators to becoming an independent contractor. The top motivators imply that those surveyed are independent contractors by choice and not by necessity.



Type of Independent Contractor

- Those in Direct Service, Sharing are motivated by a higher income (42%) significantly more than other types of independent contractors (33% or less).
- Those who work through a third party to get temporary work (32%) and are in Direct Selling, Sharing (34%) are significantly more likely to be saving for a specific financial goal than other types of independent contractors (26% or less).

Gender

- Females are significantly more likely than males to be motivated by being their own boss (50% vs. 42% male) and having a flexible schedule (51% vs. 35%).

Age

- Millennials/Generation Z are significantly more likely to be saving for a financial goal (24%) or motivated by the ability to help the community (22%) than older generations (7% and 4%, respectively).

Industry

- A flexible schedule is particularly motivating for those in the Arts, Entertainment & Recreation (58%), Food & Beverage Services (57%), and Retail & Wholesale (57%) industries.
- Those in the transportation industry are more likely to have become an independent contractor after being laid off from their full-time position than other industries (30% vs. 24% or less).

Base = Total Respondents (n=864)
Q What motivated you to become an independent contractor (as opposed to being a full-time, wage-earning employee of a company or organization)? Select all that apply.

Many participants feel independent contracting helps the community by giving workers the scheduling flexibility to do other things such as volunteering or spending more time with their family/community, and also by providing the ability to offer better services/prices to the community.

Benefits of Independent Contracting for the Community/United States

"I am able to offer my services at times to many different charity organizations in my area."
Male, 38, 8 years

"Because we can give our own rate and don't have to over charge people."
Female, 41, 8 years

"More time to help my community."
Male, 40, 20 years

"I have more time for my kids. I get to see them grow. I work when I want and as much as I want."
Male, 26, 3 years

"We create jobs and increase the tax base. We offer a better service to the community than what is currently out there. We teach our kids and our community about entrepreneurship."
Female, 51, 14 years

"More independent work encourages genuine person-to-person contact."
Male, 25, 5 years

"Power to draw up a contract for mutual benefit."
Male, 31, 3 years

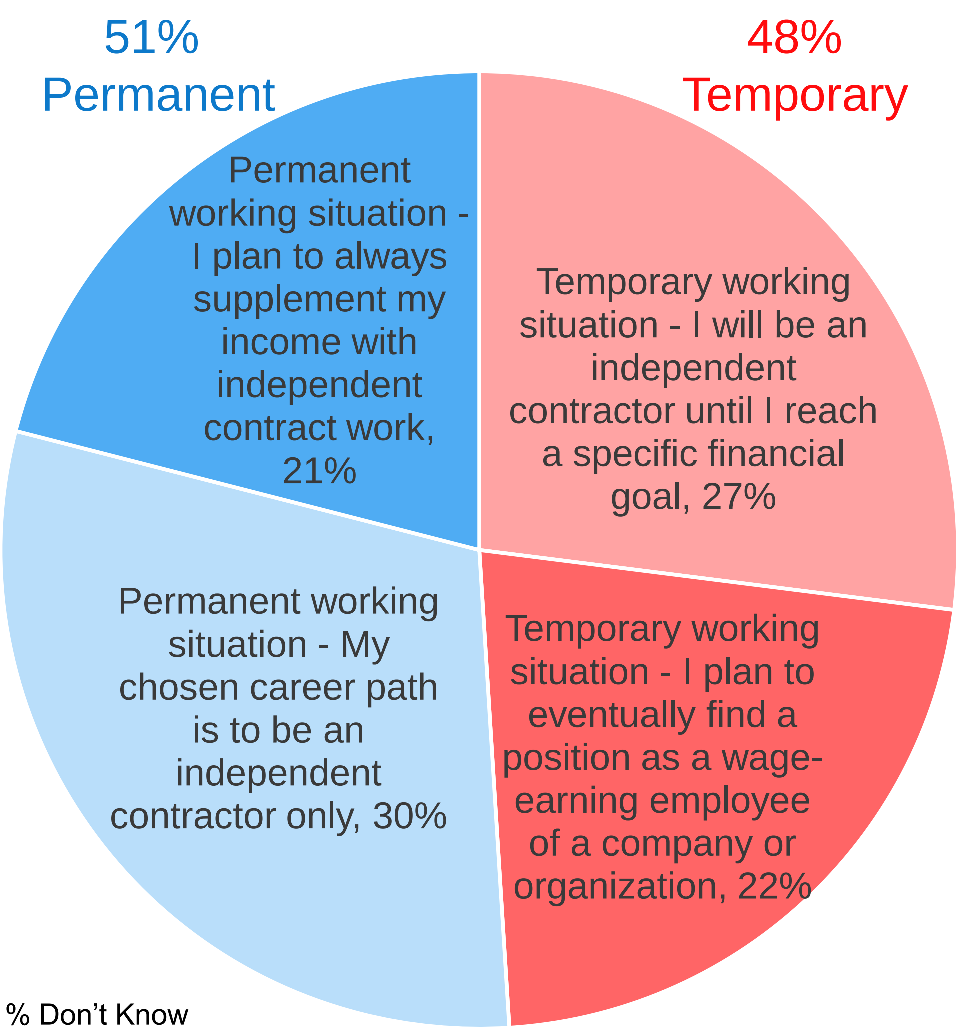
"Possibly be able to help with the economy and how it's failing due to the high prices of everything."
Female, 21, 1 year

Base = Those who were motivated by the ability to help the community/US at large
(n=152 – 18% of those surveyed)

Q What do you think the benefits of being an independent contractor are for the community/United States?

Independent contractors surveyed are almost split in their decision to work as an independent contractor either temporarily (48%) or permanently (51%).

Temporary vs. Permanent Independent Contractors



*1% Don't Know

Base = Total Respondents (n=864)
Q Which of the following best describes your decision to work as an independent contractor?

Type of Independent Contractor

- More than half of those who find placement through a third party are likely to see independent contracting as a temporary working situation, while the majority of those who work in Direct Services view it as a permanent choice – especially for Sellers.

Gender

- Males are more likely to perceive their independent contract work as temporary (54% vs. 38%). Conversely, females are more likely to perceive their independent contract work as permanent (62% vs. 46%).

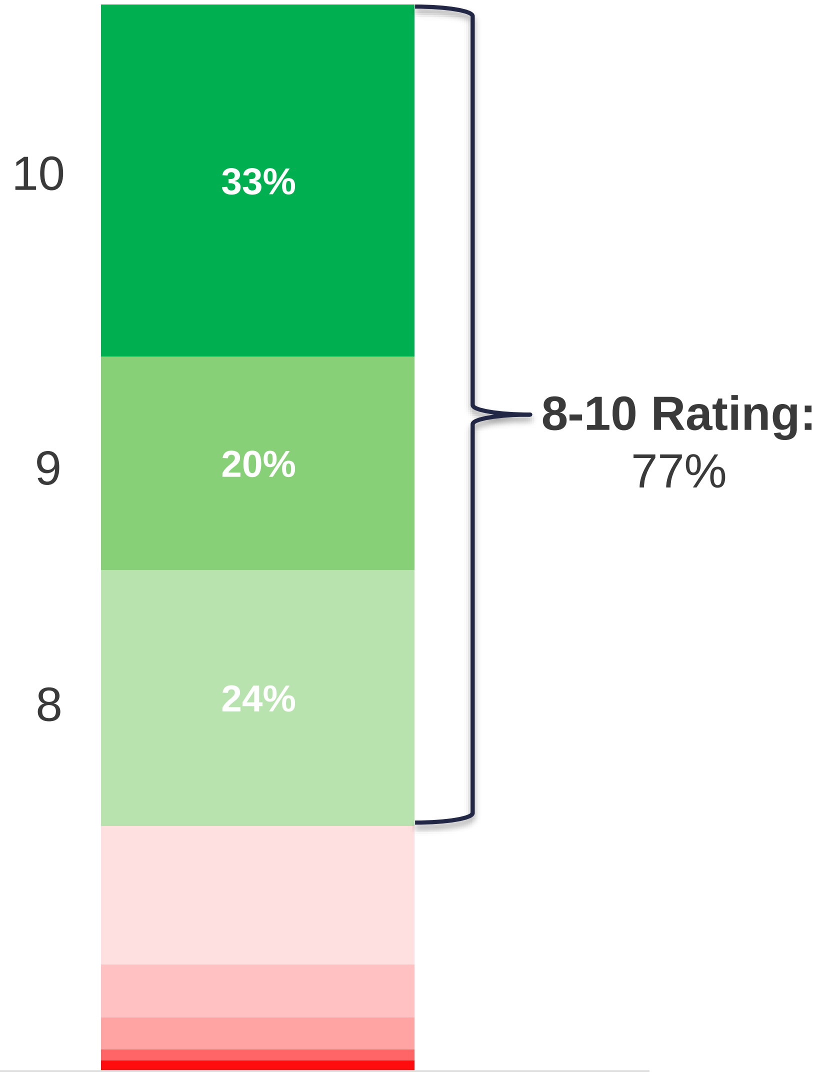
Age

- Millennials/Generation Z (58%) are significantly more likely to plan to work as an independent contractor temporarily than Generation X (39%) and Baby Boomers/Silent Generation (17%).

Industry

- Technology is the only industry where participants are significantly more likely to be independent contractors temporarily (59%) than permanently (41%).
- Participants are significantly more likely to have decided to work as an independent contractor permanently in the Retail & Wholesale, Health, Real Estate and Food & Beverage Services industries.

Satisfaction is strong across all independent contractor subgroups, with over three quarters (77%) giving independent contract work an 8-10 satisfaction rating.



Satisfaction with Independent Contract Work

Type of Independent Contractor

- Those working temporarily through third parties (38%) and Direct Sellers (37%) are significantly more likely than other types of independent contractors (30% or less) to give independent contracting a "10" rating in terms of satisfaction.

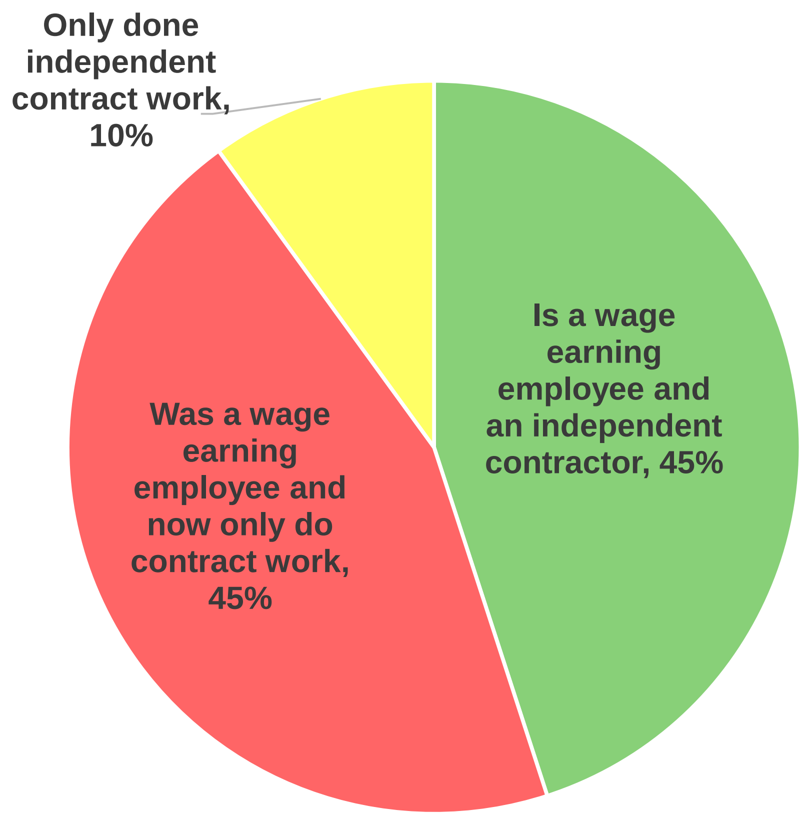
Base = Total Respondents (n=864)
Q How satisfied are you with your independent contract work?

Objective Three:

To understand the working behaviors of independent contractors in terms of hours worked, number of jobs, etc.

One in 10 independent contract workers have done independent contracting only. The remaining are split between those who work both as a contractor and as a wage-earning employee and those who are now only an independent contractor.

- This adds up to 55% that are solely doing contract work and 45% that do both contract work and are wage-earning employees.
- This also adds up to 90% that have at one time been wage-earning employees.



Base = Total Respondents (n=864)
Q Have you ever been a wage-earning employee of a company/organization (as opposed to an independent contractor)?

Type of Independent Contractor

- Those who work through Third-Party Placement (57%-69%) are significantly more likely than Direct Servicers (30%-43%) to work as an employee and as an independent contractor.
- Direct Sellers (70%) are significantly more likely to only work as an independent contractor than other types of independent workers (57% or less).

Gender

- Females are significantly more likely to work solely as an independent contractor than males (63% vs. 50%).

Age

- Older generations are significantly more likely to work solely as independent contractors than Millennials/ Generation Z, which may be attributable to experience in the workforce.

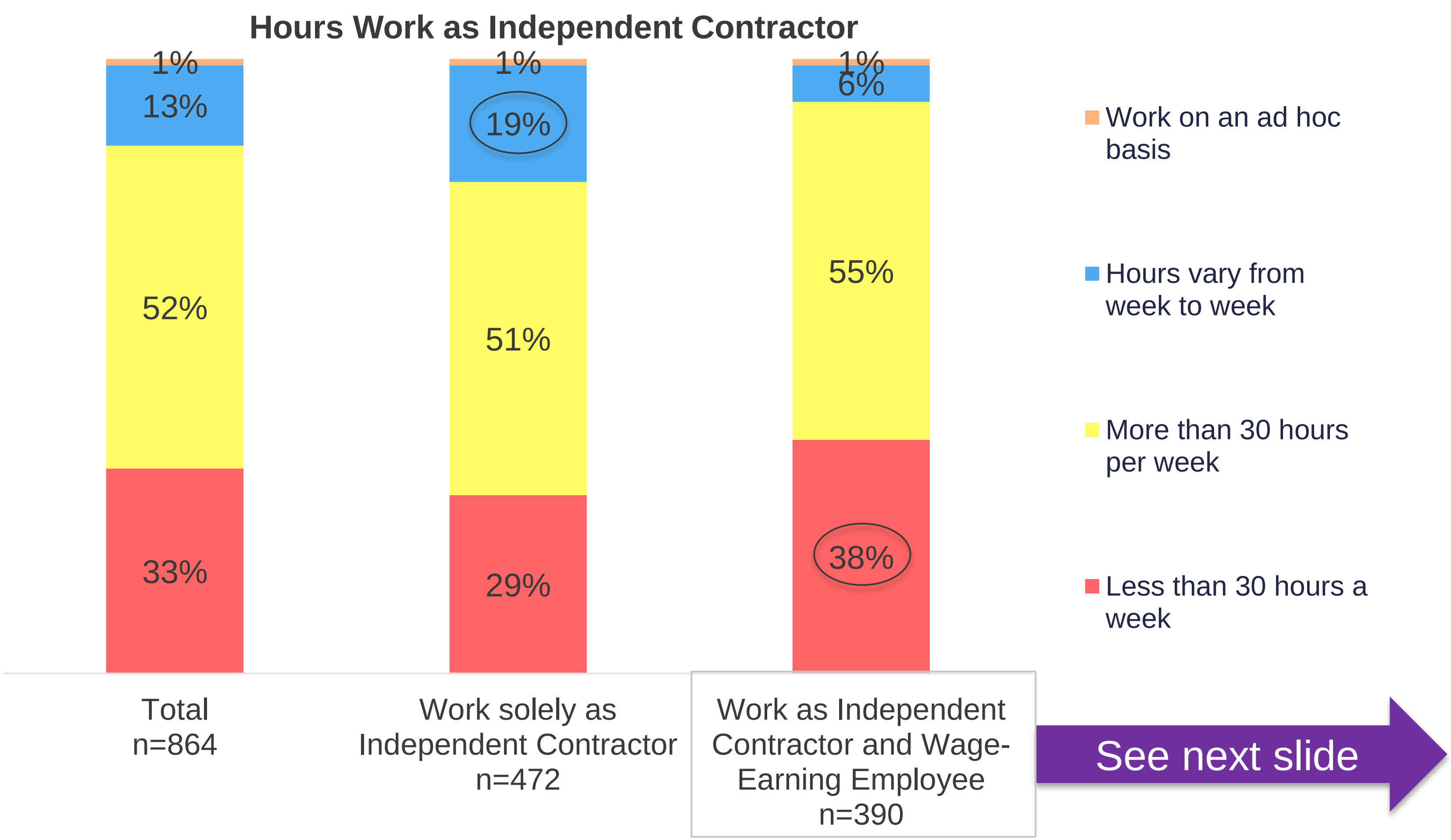
Industry

- Participants in most industries are evenly split in terms of working just as an independent contractor vs. both an independent contractor and a wage earning employee.
- The industries that skew towards independent contract work only are Real Estate (70%) and Retail & Wholesale (63%).

Base = Those who have ever been a wage-earning employee (n=778)
Q Which of the following best describes your current working situation?

Those who work only as independent contractors are significantly less likely than those who work both as an independent contractor and a wage-earning employee to work less than 30 hours doing independent contract work (29% vs. 38%)

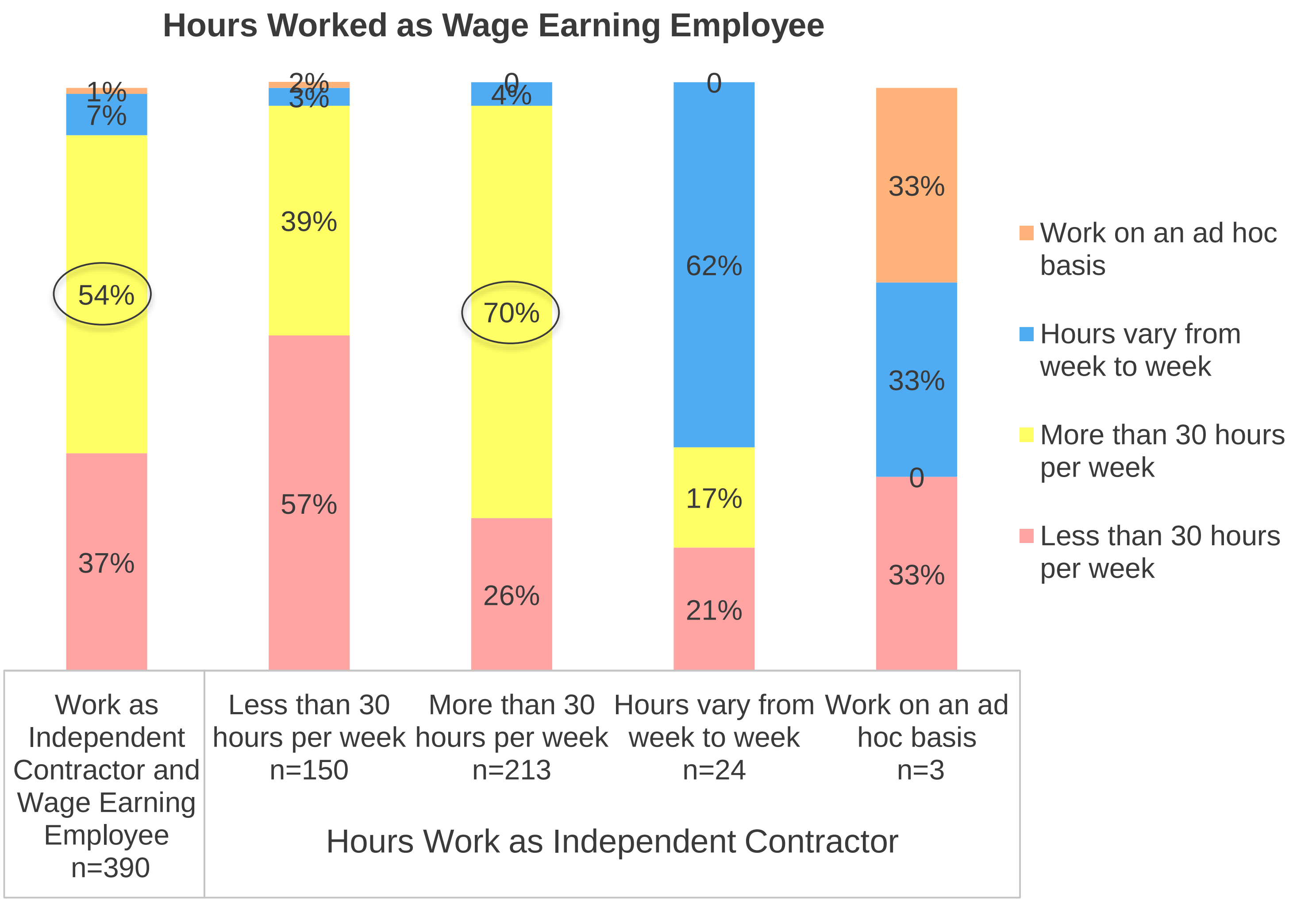
- Additionally, they are more likely to work varying hours (19% vs. 6%) as an independent contractor.



Base = Total Respondents (n=864)
Q Which of the following best describes your current working situation?
Q. In an average week, how many hours do you typically work as an independent contractor?

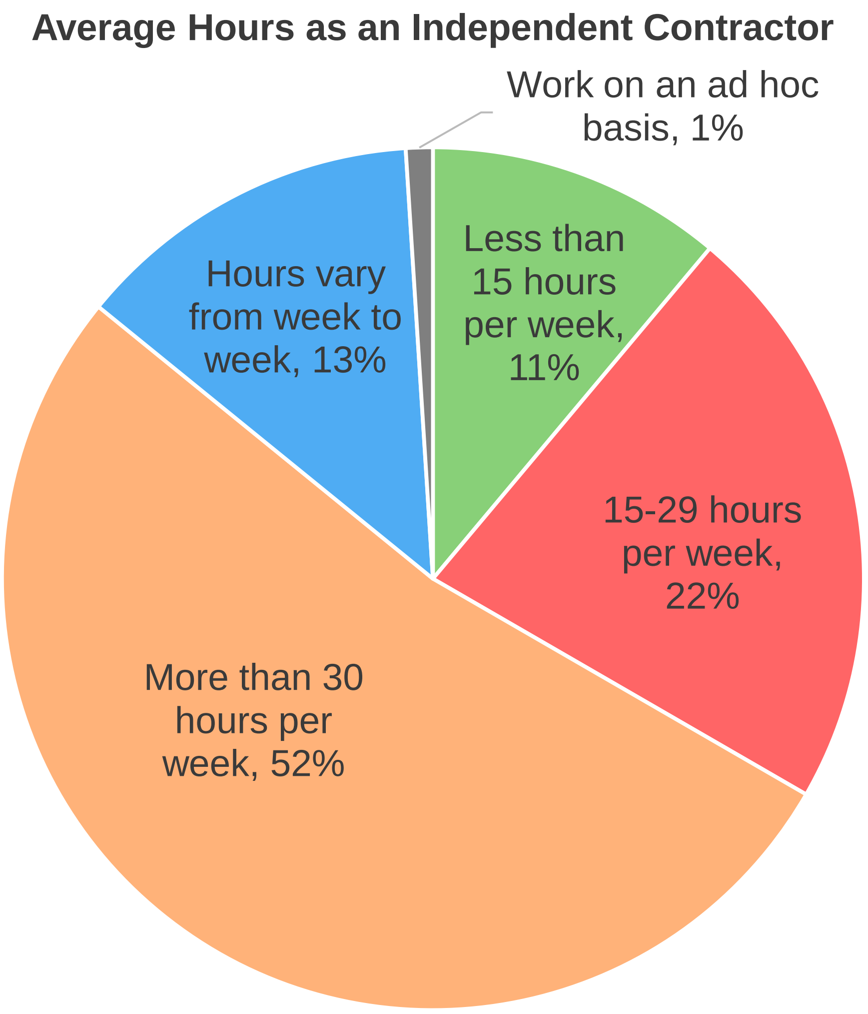
A majority of those who work both as an independent contractor and as a wage-earning employee work full-time (30+ hours a week) as a wage-earning employee.

- Of note is that seven in 10 respondents who work more than 30 hours a week doing independent contract work are also working more than 30 hours a week as a wage-earning employee.
- This projects to 17% of all independent contractors claiming to be working 60+ hours a week between both their contract and wage-earning jobs.



Base = Those who work both as an independent contractor and wage earning employee (n=778)
Q In an average week, how many hours do you typically work as a wage-earning employee?

More than half of independent contractors surveyed (52%) work more than 30 hours per week as independent contractors.



Gender

- Males (57%) are significantly more likely to work more than 30 hours per week than females (43%).
- Females are significantly more likely to work less than 15 hours (17%) per week or have their hours vary from week to week (17%) than males (8% and 11%, respectively).

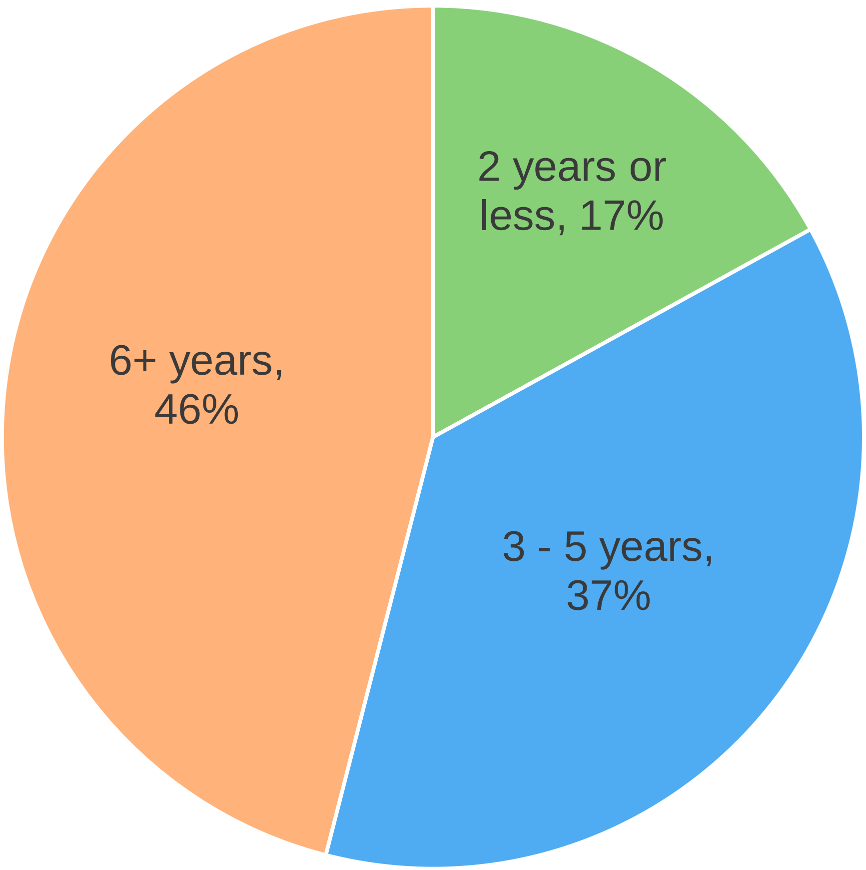
Age

- Baby Boomers/Silent Generation are significantly more likely to work less than 15 hours (25%) than Millennials/Generation Z (9%) and Generation X (5%).

Base = Total Respondents (n=864)
Q In an average week, how many hours do you typically work as an independent contractor?

On average, participants have been independent contractors for 7.2 years.

Years Working as Independent Contractor



Type of Independent Contractor

- Independent Contractor – Direct Service, Selling has the highest average years as an independent contractor (8.5 years) and Third-Party Placement, temporary has the lowest (6.2 years).

Gender

- Females (25%) are more likely than males (13%) to have two years or less experience.

Age

- Unsurprisingly, Generation X (57%) and Baby Boomers/Silent Generation (65%) are significantly more likely to have 6+ years of experience as independent contractors than Millennials/Generation Z (39%).

Industry

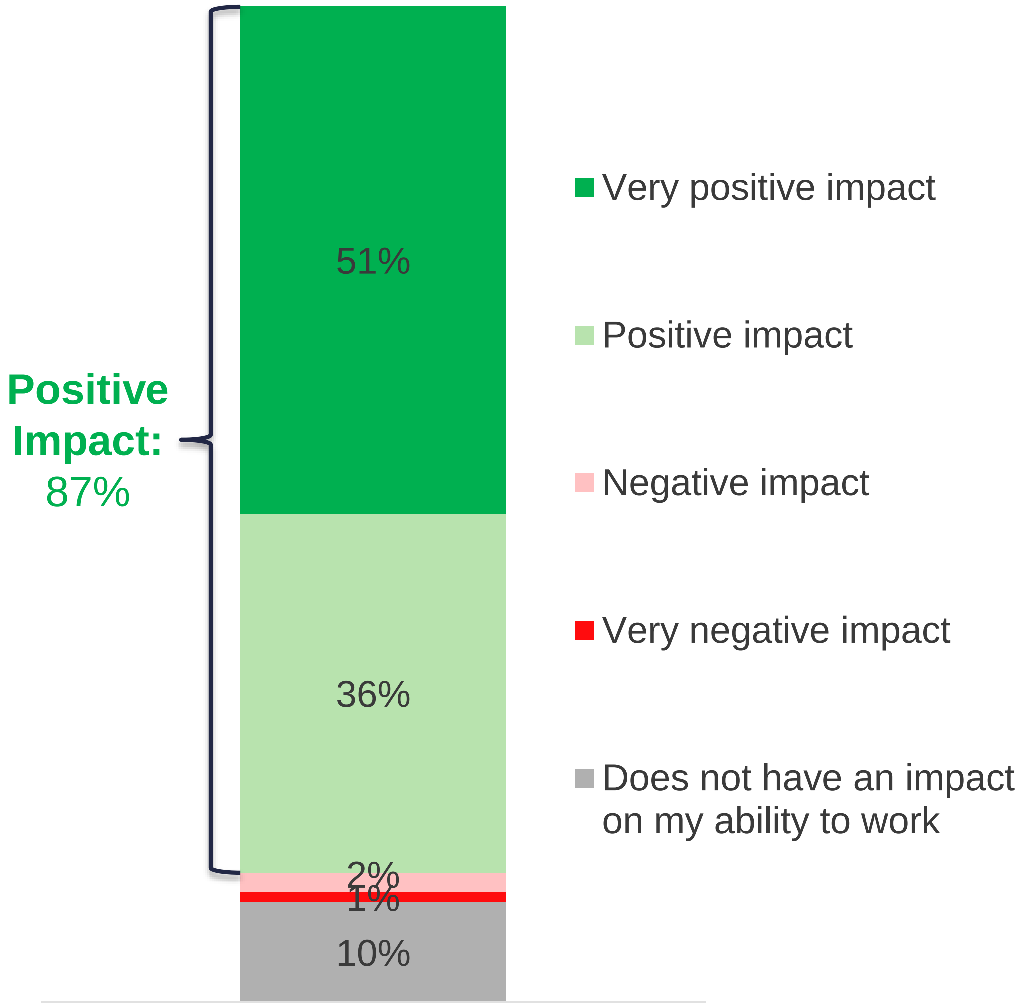
- The industries with the highest averages are Retail & Wholesale (8.8 years), Arts, Entertainment & Recreation (8.5 years), Real Estate (8.5 years), and Manufacturing (8.4 years).
- Technology has the lowest average years as an independent contractor (6.1 years).

Base = Total Respondents (n=864)
Q How many years have you been an independent contractor?

Objective Four:

To determine how technology has impacted the execution of work as an independent contractor

Overall, technology has had a positive impact (87%) on participants' ability to execute their independent contract work. And more than half feel it has had a very positive impact (51%).



Impact of Technology on Independent Contract Work

Gender

- Females (17% vs. 6% males) and Direct Sellers (12% vs. 9% or less other independent contractor types) are much more likely to believe technology has *not* had an impact on their ability to work than their counterparts.

Age

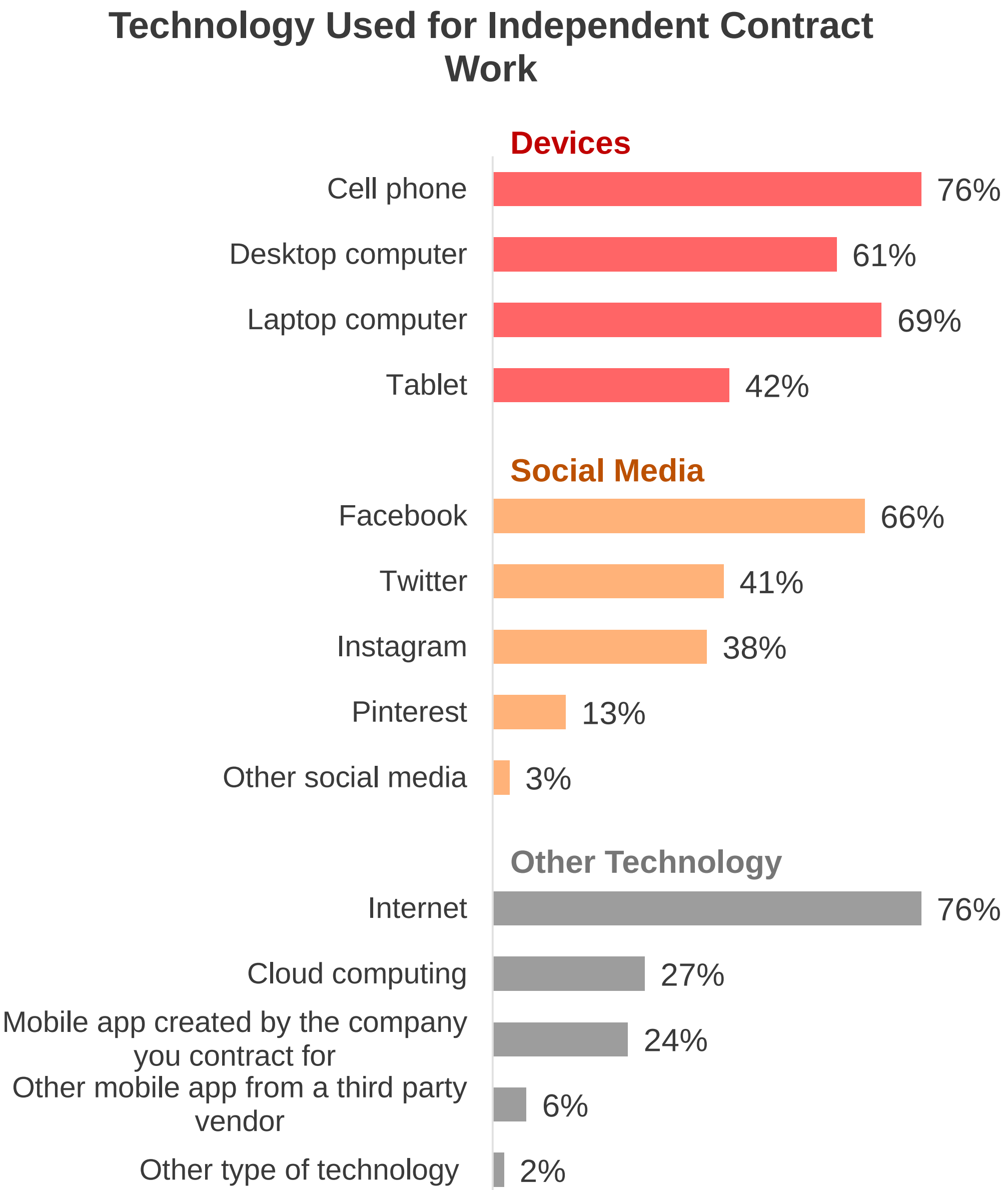
- Millennials/Generation Z (93%) are significantly more likely to have been positively affected by technology than older generations. Still, a majority across all generations say technology has had a positive impact on their ability to work.

Industry

- Few participants were negatively impacted, although those working in Education (9%) seem to have experienced a greater negative impact than other industries (5% or less).

Base = Total Respondents (n=864)
Q In the past 2 years, what kind of impact has technology had on your ability to do your independent contract work?

Cell phones and the Internet (both 76%) are the most used types of technology to facilitate participants' independent contract work.



Type of Independent Contractor

- 3rd party placement, temporary are more likely than other types of independent contractors to use Facebook (85%) and Instagram (58%).
- Direct service, selling are particularly likely to use the internet (82%) for work.

Gender

- Males are significantly more likely to use Facebook, Twitter and Instagram to facilitate independent contract work than females.

Age

- Tablets are most used by Millennials/Generation Z (49% vs. 36% or less by older generations).
- Millennials are significantly more likely to use Facebook, Twitter and Instagram to facilitate independent contract work than older generations.

Industry

- Cloud computing is used more in Banking & Financial Services (45%) and Real Estate (41%) than in other industries (36% or less).

Base = Total Respondents (n=864)
Q What types of technology do you use to facilitate your independent contract work?

Objective Five:

To establish the demographics of independent workers (as part of the Toluna panel)

Respondent Profile Summary

All participants were reached through Toluna's sample panel and indicated that they file a Form 1099 with the IRS.

- Nearly seven in 10 independent contractors surveyed are Millennials.
- Almost two-thirds of participants are males (65%).
- Participants skew to White or Caucasians (76%)
- Construction is the most prevalent industry among participants (30%).
    - Millennials are the most common age group to work in Construction and Technology.

Respondent Profile by Demographics (1 of 2)

			Type of Independent Contractor					Gender		Ethnicity				Age		
		Total	3rd Party Placement Temporary	3rd Party Placement Contractor	Direct Service, Contractor/ Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
			A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**
	Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Type of Indep. Contractor	Third-party placement, temporary	**41%**	100%BCDE	55%CDE	39%E	47%CE	31%	49%G	26%	44%IK	27%	36%	28%	52%MN	28%N	7%
	Third-party placement, contractor	**32%**	43%CDE	100%ACDE	30%	36%E	24%	36%G	23%	32%	32%	27%	35%	37%MN	27%N	14%
	Direct service, contractor/freelancer	**52%**	50%	49%	100%ABDE	50%	45%	52%	52%	53%	55%	45%	46%	50%	61%L	51%
	Direct service, sharing	**27%**	31%C	31%	26%	100%ABCE	37%C	30%G	21%	27%	23%	34%	25%	31%N	26%N	15%
	Direct service, selling	**23%**	17%	17%	20%	31%ABC	100%ABCD	20%	28%F	23%	22%	24%	28%	20%	27%	31%L
Sex	Male	**65%**	78%CE	74%CE	65%E	73%CE	57%	100%G	-	70%IJK	50%	47%	56%	71%MN	55%	50%
	Female	**35%**	22%	26%	35%ABD	27%	43%ABCD	-	100%F	30%	50%H	53%H	44%H	29%	45%L	50%L
Ethnicity	White or Caucasian (not Hispanic or Latino)	**76%**	83%BCD	76%	78%	76%	77%	81%G	67%	100%IJK	14%J	1%	11%J	75%	72%	84%LM
	Hispanic or Latino	**12%**	8%	12%A	12%A	10%	11%	9%	17%F	2%	100%HJK	4%	4%	12%	13%	7%
	Black or African American (not Hispanic or Latino)	**9%**	8%	7%	7%	11%	9%	6%	13%F	-	3%H	100%HIK	7%H	9%	10%	7%
	Other Ethnicity	**7%**	5%	7%A	6%	6%	8%A	6%	8%	1%	2%	5%H	100%HIJ	7%	7%	5%
	Asian/Pacific Islander	**5%**	4%	7%A	5%	5%	5%	5%	6%		1%	4%H	77%HIJ	6%N	7%N	1%
	Native American, Alaska Native, Aleutian	**1%**	-	1%A	1%A	-	3%ACD	1%	1%	-	1%	1%	14%HIJ	1%	-	3%L
	Other	**1%**	1%BC	-	-	1%C	1%C	-	1%F	-	-	-	9%HIJ	1%	-	1%
Age	18 - 20	**2%**	1%	1%	1%	1%	2%	1%	2%	1%	2%	3%	5%H	2%	-	-
	21 - 39	**67%**	86%BCDE	79%CE	65%E	76%CE	58%	73%G	55%	67%	71%	68%	67%	98%MN	-	-
	40 - 51	**14%**	10%	12%	17%AB	14%	17%A	12%	18%F	13%	16%	16%	16%	-	100%LN	-
	52 - 70	**15%**	3%	7%A	15%ABD	7%A	21%ABCD	11%	22%F	16%	11%	14%	11%	-	-	85%LM
	71+	**3%**	-	-	2%AB	3%AB	3%AB	2%	3%	3%	-	-	2%	-	-	15%LM

Respondent Profile by Industry (2 of 2)

		Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
			a	**b**	**c**	**d**	**e**	**f**	**g**	**h**	**i**	**j**	**k**	**l**
	Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**
Type of Indep. Contractor	Third-party placement, temporary	**41%**	49%eikm	53%ceijkm	39%w	48%ekm	30%	48%ek	42%	42%	35%	36%	31%	43%
	Third-party placement, contractor	**32%**	33%	40%lm	29%	37%	34%	33%	32%	28%	40%	31%	28%	25%
	Direct service, contractor/freelancer	**52%**	51%	58%	55%	68%aem	53%	57%	61%	55%	57%	62%	57%	59%
	Direct service, sharing	**27%**	33%m	33%m	30%	34%	33%	37%m	35%	35%	43%m	29%v	43%m	31%
	Direct service, selling	**23%**	22%	17%	16%	37%abcfhim	31%bc	19%	29%bc	22%	18%	36%abcfi	35%abcfi	31%bc
Sex	Male	**65%**	78%ceghjklm	73%cehjm	57%	82%ceghjklm	56%	75%cehm	62%h	46%	77%cehjm	60%	61%	65%h
	Female	**35%**	22%	27%	43%abdfi	18%	44%abdfi	25%	38%ad	54%abdfgil	23%	40%abdi	39%ad	35%ad
Ethnicity	White or Caucasian (not Hispanic or Latino)	**76%**	83%ehiklm	81%hikl	76%	77%	71%	76%	82%hikl	68%	67%	78%	65%	65%
	Hispanic or Latino	**12%**	10%g	7%	8%	11%g	11%g	13%g	2%	9%g	22%abcghjm	5%	15%g	18%bcgj
	Black or African American (not Hispanic or Latino)	**9%**	5%	6%	7%	6%	13%a	7%	9%	18%abcdfj	15%ab	5%	9%	16%abdj
	Other Ethnicity	**7%**	5%	7%	10%	10%	4%	9%	8%	11%	5%	13%a	13%a	10%
	Asian/Pacific Islander	**5%**	3%	7%	7%	9%a	3%	9%a	8%	9%a	3%	9%a	7%	10%a
	Native American, Alaska Native, Aleutian	**1%**	1%	-	-	1%	-	-	-	-	2%	4%bc	4%bc	-
	Other	**1%**	-	-	3%ab	-	1%	-	-	2%	-	-	2%	-
Age	18 - 20	**2%**	2%	1%	2%	-	3%	1%	2%	3%	2%	4%	-	-
	21 - 39	**67%**	80%cdehikm	82%cdehiklm	61%	65%	53%	76%cehkm	76%cehkm	62%	65%	75%ekm	57%	69%
	40 - 51	**14%**	11%	10%	15%j	24%abfj	13%j	9%	14%j	20%bfj	15%j	4%	20%bfj	18%j
	52 - 70	**15%**	7%	6%	20%abdg	10%	27%abdfghl	13%b	8%	14%b	17%ab	15%ab	19%ab	12%
	71+	**3%**	-	1%	2%	1%	4%a	-	2%	2%	2%	4%a	4%a	2%

Industry by Industry Profile (Banner 2)

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertain ment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**
Construction	**30%**	100%bc defghijkl	17%	23%	29%bh	17%	19%	30%beh	15%	28%	35%befh	44%bcefh	31%beh
Technology	**19%**	11%	100%ac defghijkl	16%	23%a	17%	27%a	32%ace	26%a	23%a	33%ace	20%a	45%acdef hik
Education	**11%**	8%	9%w	100%ab defghijkl	18%ab	14%	21%ab	20%ab	26%ab	20%ab	27%abe	22%ab	25%ab
Manufacturing	**9%**	9%	12%	16%a	100%ab cefghijkl	9%	18%a	21%abe	22%abe	22%abe	20%ae	20%ae	29%abce
Retail & Wholesale	**8%**	5%	7%	11%a	7%	100%ab cdfghijkl	13%a	18%abd	14%a	10%	20%abd	19%abd	20%abd
Banking & Financial Services	**8%**	5%	11%a	15%a	15%a	13%a	100%ab cdeghijkl	18%a	25%ab	13%a	20%a	20%a	25%ab
Consumer Products	**8%**	8%	13%	14%	17%a	17%a	18%a	100%abc defhijkl	23%ab	18%a	25%ab	15%	31%abcd ek
Health	**8%**	4%	10%a	18%a	17%a	13%a	24%ab	23%ab	100%ab cdefgijkl	20%ab	18%a	19%a	31%abde
Transportation	**7%**	7%	9%	13%a	16%am	9%	12%	17%a	18%ab	100%abc defghjkl	15%a	11%	24%abek
Arts, Entertainment & Recreation	**6%**	7%	11%	16%a	13%	16%a	16%a	21%ab	15%a	13%	100%abc defghikl	24%ab	27%abdi
Real Estate	**6%**	9%	7%	13%	13%	14%	16%b	12%	15%b	10%	24%abi	100%abc defghijl	29%abcd eghi
Food & Beverage Services	**6%**	6%	14%a	14%a	18%a	14%a	19%a	24%ab	25%ab	20%a	25%ab	28%abce	100%abc defghijk

APPENDIX 1:

Subgroup Analysis

Objective One:

To understand the type of work in which independent contractors are engaged

Number of Companies for Which Participants Are Independent Contractors

- More than half of participants (56%) are working as independent contractors for more than one company/organization/agency.
  - Those who are Direct Service, Sellers are significantly more likely to work with one company/organization/agency (47%) than other types of independent contract work (36-39%).
  - Baby Boomers/Silent Generation (54%) are significantly more likely to be associated with only one company/organization/agency than younger generations (38-43%).

For how many companies/organizations/agencies are you an independent contractor?

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Cauc-asian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
1	**44%**	38%	36%	37%	39%	47% ABCD	43%	46%	44%	45%	43%	40%	43%	38%	54%LM
2	**33%**	41%CE	42%E	36%E	36%E	28%	33%	33%	32%	30%	35%	51%HI	38%N	32%N	15%
3 or more	**23%**	21%	22%	27%AB	25%	25%	24%	21%	24%K	25%K	22%K	9%	20%	30%L	31%L

Number of Companies for Which Participants Are Independent Contractors

- More than four in 10 (44%) participants are contracting with only one company/organization/agency, led by those in the Retail & Wholesale (43%), Transportation (43%), Education (41%), Real Estate (41%), and Construction (40%) industries.
- A third (33%) of participants are associated with two companies/organizations/agencies for independent contract work.
- Almost a quarter (23%) overall are associated with three or more companies/organizations/agencies, led by those in the Food & Beverage Services industry (43% vs 39% or less in other industries).

For how many companies/organizations/agencies are you an independent contractor?

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	864	261	163	92	82	70	67	66	65	60	55	54	51
1	**44%**	40%l	37%l	41%l	35%	43%l	33%	33%	35%	43%l	29%	41%l	24%
2	**33%**	34%k	38%k	34%	34%	27%	33%	35%	35%	30%	35%	20%	33%
3 or more	**23%**	26%	25%	25%	30%	30%	34%	32%	29%	27%	36%	39%ab	43%abci

Types of Independent Contractor Work

- Over half of respondents (52%) are Direct Service Contractors/Freelancers, followed by Third-Party Placement (Temporary 42% and Contractor 32%) and Direct Service Sharing (27%) and Direct Service Selling (23%).
  - Males are more likely to have Third-Party Placement, whether Temporary (49% vs. 26% Females) or Contracted (36% vs. 23%), or work in Direct Service – Sharing (30% vs. 21%).
  - Millennials/Generation Z are significantly more likely to have Third-Party Placement work than older generations, while Baby Boomers/Silent Generation are most likely to engage in Direct Service Selling (31% vs. 20-27% younger participants).
- While most participants are doing independent contracting for more than one company, many also seem to have more than one *type* of independent contracting job.

Which of the following best describe(s) the type(s) of independent contractor work you are involved in? Select all that apply.

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Third-party placement, temporary	**41%**	100% BCDE	55% CDE	39%E	47%CE	31%	49%G	26%	44%IK	27%	36%	28%	52%MN	28%N	7%
Third-party placement, contractor	**32%**	43%CD E	100% ACDE	30%	36%E	24%	36%G	23%	32%	32%	27%	35%	37%MN	27%N	14%
Direct service, contractor/ freelancer	**52%**	50%	49%	100% ABDE	50%	45%	52%	52%	53%	55%	45%	46%	50%	61%L	51%
Direct service, sharing	**27%**	31%C	31%	26%	100% ABCE	37%C	30%G	21%	27%	23%	34%	25%	31%N	26%N	15%
Direct service, selling	**23%**	17%	17%	20%	31% ABC	100% ABCD	20%	28%F	23%	22%	24%	28%	20%	27%	31%L
Other (specify)	**1%**	-	-	-	-	-	1%	2%	1%	1%	3%	2%	-	2%	5%L

Types of Independent Contractor Work

- Although the different types of independent contracting crossover to most industries, there are some types that are more prevalent for certain industries.
  - Temporary Third-Party Placement work is most common in the Construction (49%), Technology (53%), and (48%) Manufacturing industries.
  - Over half of all industries have Direct Service Contractors/Freelancers, especially Manufacturing (68% vs. 62% or less in other industries)
  - Direct Selling is more common in the Manufacturing (37%), Arts, Entertainment & Recreation (36%) and Real Estate (35%) industries (vs. 31% or less in other industries).

Which of the following best describe(s) the type(s) of independent contractor work you are involved in? Select all that apply.

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Con-sumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	864	261	163	92	82	70	67	66	65	60	55	54	51
Third-party placement, temporary	**41%**	49% eik	53% ceijk	39%	48% ek	30%	48%ek	42%	42%	35%	36%	31%	43%
Third-party placement, contractor	**32%**	33%	40%l	29%	37%	34%	33%	32%	28%	40%	31%	28%	25%
Direct service, contractor/ freelancer	**52%**	51%	58%	55%	68%ae	53%	57%	61%	55%	57%	62%	57%	59%
Direct service, sharing	**27%**	33%	33%	30%	34%	33%	37%	35%	35%	43%	29%	43%	31%
Direct service, selling	**23%**	22%	17%	16%	37%abc fhi	31%bc	19%	29%bc	22%	18%	36%abc fi	35%abc fi	31%bc
Other (specify)	**1%**	-	1%	1%	1%	3%a	1%	-	-	2%	2%	2%	-

Industry Types

For which industries do you do contract work? Select all that apply.		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Cauc-asian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total Respondents	864	353	274	446	235	195	564	300	660	100	74	57	592	122	150
Construction	**30%**	37%C	32%	30%	37%C	30%	36%G	19%	33%J	27%	18%	21%	36%MN	25%N	13%
Technology	**19%**	24%E	24%E	21%E	23%E	14%	21%G	15%	20%	12%	14%	21%	23%MN	13%	8%
Education	**11%**	10%	10%	11%	12%	8%	9%	13%	11%	7%	8%	16%	10%	11%	13%
Manufacturing	**9%**	11%	11%	13%	12%	15%	12%G	5%	10%	9%	7%	14%	9%	16%LN	6%
Banking & Financial Services	**8%**	9%	8%	9%	11%	7%	9%	6%	8%	9%	7%	11%	9%	5%	6%
Consumer Products	**8%**	8%	8%	9%	10%	10%	7%	8%	8%I	1%	8%I	9%I	9%	7%	4%
Health	**8%**	8%	7%	8%	10%	7%	5%	12%F	7%	6%	16%HI	12%	7%	11%	7%
Retail & Wholesale	**8%**	6%	9%	8%	10%A	11%A	7%	10%	8%	8%	12%	5%	7%	7%	15%L
Transportation	**7%**	6%	9%	8%	11%AE	6%	8%	5%	6%	13%H	12%H	5%	7%	7%	7%
Advertising & Marketing	**6%**	6%	5%	8%B	8%	6%	4%	8%F	6%I	1%	9%I	7%I	5%	7%	6%
Energy	**6%**	9%	9%	7%	7%	6%	7%	4%	6%	2%	7%	7%	7%N	4%	2%
Arts, Entertainment & Recreation	**6%**	6%	6%	8%	7%	10%A	6%	7%	7%	3%	4%	12%I	7%M	2%	7%M
Food & Beverage Services	**6%**	6%	5%	7%	7%	8%	6%	6%	5%	9%	11%H	9%	6%	7%	5%
Real Estate	**6%**	5%	5%	7%	10%AB	10%A	6%	7%	5%	8%	7%	12%H	5%	9%	8%
Utilities	**5%**	4%	5%	5%	5%	6%	6%G	2%	4%	6%	7%	2%	5%	6%	3%
Media & Publishing	**4%**	4%	3%	5%	5%	6%	3%	7%F	4%	1%	7%I	9%I	4%	3%	7%
Beauty & Cosmetics	**3%**	2%	2%	3%	5%A	6%AB	2%	5%F	3%	2%	1%	4%	3%	2%	3%
Leisure and Hospitality	**3%**	3%	4%	5%	4%	3%	3%	4%	3%	3%	1%	7%	3%	4%	4%
Sports	**3%**	5%	4%	3%	5%	3%	4%	2%	4%	2%	1%	5%	3%	5%	3%
Legal	**1%**	1%	1%	1%	-	2%	1%	2%	2%	3%	-	-	1%	1%	2%
Professional Services	**1%**	1%	1%	2%D	-	1%	1%	2%	2%	-	1%	-	1%	1%	4%L
Other (specify)	**7%**	3%	6%A	6%A	6%	9%A	4%	11%F	6%	9%	14%H	7%	4%	11%L	13%L

Independent Contracting Customer Types

- The general public is the most common customer for independent contractors; especially Direct Sellers (75% vs. 69% or less others).
- Other types of independent contractors are significantly more likely to service Offices, Construction sites, and Factories than Direct Sellers.
- Service entities are significantly more likely to be serviced by those Sharing or Selling Direct Services (40%) than by those with Third-Party Placement (32%).
- Males are significantly more likely to provide goods/services to Construction sites (46% vs. 22%) and Factories (34% vs. 17%) than Females.
- Millennials/Generation Z are significantly more likely to service Construction sites than older generations. Baby Boomers/Silent Generation are significantly less likely to service Offices, Construction sites, Factories and Service Entities than younger generations.

For which types of customers do you provide goods or services? Select all that apply.

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Placement Temporary	3rd Party Placement Contractor	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total Respondents	864	353	274	446	235	195	564	300	660	100	74	57	592	122	150
General public	**59%**	61%	63%	58%	69%AC	75% ABC	58%	61%	60%	56%	65%	61%	61%	54%	54%
Offices	**45%**	57%E	53%E	52%E	53%E	43%	47%	41%	44%	42%	53%	53%	48%N	48%N	29%
Construction sites	**38%**	50%CE	51%CE	42%	50%CE	42%	46%G	22%	39%J	39%	26%	35%	44% MN	34%N	15%
Factories	**28%**	40%CE	42%CE	33%	40%CE	30%	34%G	17%	28%	26%	24%	33%	33%N	25%N	11%
Service entities (restaurants, bars, etc.)	**27%**	32%	32%	30%	40% ABC	40%AC	28%	23%	27%	26%	23%	33%	30%N	29%N	13%
Community institutions (schools, hospitals, government, etc.)	**20%**	22%	20%	24%	29%AB	31%AB	22%	18%	21%	17%	20%	28%	20%	22%	19%
Stores and other sales sites	**1%**	1%	-	1%	-	1%	1%	1%	1%	-	1%	2%	1%	1%	3%L
Other (specify)	**2%**	-	1%A	2%A	1%	2%	2%	4%F	3%	-	3%	4%	1%	3%	7%L

Independent Contracting Customer Types

- The general public is the most prevalent customer base across industries.
- Those in the Construction industry are significantly more likely to service Factories, while those in Manufacturing service Construction sites.
- Offices are most served by the Technology and Manufacturing industries, although a sizeable portion of each industry service offices.
- Food & Beverage Services are significantly more likely to be vendors for Service entities than any other industry. Community Institutions are also customers of the Food & Beverage industry.

For which types of customers do you provide goods or services? Select all that apply.

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Con-sumer Products	Health	Trans-portation	Arts, Entertain ment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	864	261	163	92	82	70	67	66	65	60	55	54	51
General public	**59%**	63%	56%	54%	62%	63%	60%	74%bc	65%	62%	64%	65%	67%
Offices	**45%**	44%	61%acei	40%	62%acei	44%	60%aci	56%ci	55%ci	38%	47%	52%	53%
Construction sites	**38%**	38%c	33%	25%	66%abc efghijkl	29%	37%	30%	31%	42%c	35%	35%	41%c
Factories	**28%**	68%bcd efghijkl	42%	32%	52%ceh	34%	45%	39%	35%	47%c	45%	37%	39%
Service entities (restaurants, bars, etc.)	**27%**	32%	39%	30%	41%	31%	42%	33%	38%	30%	44%	44%	75%abc defghijk
Community institutions (schools, hospitals, government, etc.)	**20%**	27%	27%	41%abfi	33%	30%	27%	32%	35%	25%	33%	37%	45%abfi
Stores and other sales sites	**1%**	1%	2%	2%	1%	3%	3%	2%	3%	-	7%abdi	6%a	2%
Other (specify)	**2%**	-	2%a	1%	-	7%abcdf ghijkl	-	-	-	-	-	-	-

Objective Two:

To determine the influencers behind becoming an independent contractor

Motivations for Becoming Independent Contractors (1 of 2)

- Almost half of participants (45%) cite wanting to be their own boss as a motivation to become an independent contractor; especially those in Direct Service, Selling (62% vs. 48% or less other independent contractors).
- Flexibility in schedule (41%) and a Greater work-life balance (34%) are also strong factors in becoming an independent contractor.
- Those in Direct Service, Sharing are motivated by a higher income (42%) significantly more than other types (33% or less).
- Females are significantly more likely than males to be motivated by being their own boss (50% vs. 42% male), having a flexible schedule (51% vs. 35%) and having more time with kids/family/parents (36% vs. 29%).

What motivated you to become an independent contractor (as opposed to being a full-time, wage-earning employee of a company or organization)? Select all that apply.

Options with more than 25% Total shown		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total Respondents	864	353	274	446	235	195	564	300	660	100	74	57	592	122	150
To be my own boss	**45%**	35%	40%A	46%AB	48%AB	62%AB CD	42%	50%F	44%	50%	42%	49%	42%	52%L	49%
Flexibility in schedule (or the ease in being able to make my own schedule)	**41%**	33%	40%A	46%AB	50%AB	57%AB C	35%	51%F	40%	45%	45%	49%	38%	46%	49%L
Greater work-life balance	**34%**	37%	39%	38%	46%AC E	37%	34%	35%	35%	31%	36%	26%	36%N	36%	27%
A passion for the type of work being done independently	**32%**	27%	36%A	35%A	40%A	42%AC	30%	36%	32%	32%	36%	32%	32%	32%	35%
More time with kids/family/parents	**31%**	33%	34%	33%	40%AC	33%	29%	36%F	31%	36%	27%	37%	33%N	38%N	19%
Higher income as an independent contractor than as an employee	**28%**	32%	32%	33%	42%AB CE	33%	29%	27%	30%	25%	22%	28%	31%N	25%	21%
Supplemental income	**28%**	31%	31%	33%	34%	33%	27%	31%	27%	25%	36%	33%	27%	29%	36%L
Entrepreneurial business opportunity (whether full-time or part-time)	**26%**	31%	34%C	28%	34%C	36%C	28%	23%	28%	20%	22%	21%	29%N	21%	19%

Motivations for Becoming Independent Contractors (2 of 2)

- Other motivations include having difficulty in finding a full-time position (21%), having more security as an independent contractor (21%), and saving money to meet a financial goal (20%).
- Those who work through a Third Party to get temporary work (32%) and those who work in Direct Selling, Sharing (34%) are significantly more likely to be saving money for a specific financial goal than other types of independent contractors.
- Millennials/Generation Z are significantly more likely to be saving for a financial goal (24%) or motivated by the ability to help the community (22%) than older generations (7% and 4%, respectively).
- Baby Boomers/Silent Generation are motivated by retirement than younger generations.

What motivated you to become an independent contractor (as opposed to being a full-time, wage-earning employee of a company or organization)? Select all that apply.

Options with less than 25% Total shown		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Placement Temporary	3rd Party Placement Contractor	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Having difficulty obtaining a full-time position	**21%**	25%	24%	26%	27%	23%	22%	19%	20%	22%	27%	19%	21%	18%	20%
Being an independent contractor is more secure than being a wage-earning employee	**21%**	30%C	27%	23%	30%C	25%	23%G	15%	21%	13%	26%I	19%	23%N	17%	12%
Saving money to meet a specific financial goal (separate from general supplemental income)	**20%**	32%BCE	26%E	22%	34%BCE	17%	22%G	15%	20%	19%	20%	14%	24%MN	14%	7%
Laid off from my full-time position	**18%**	24%	24%	25%	29%	23%	21%G	12%	18%	18%	20%	21%	18%	22%	17%
The ability to help the community/United States at large	**18%**	27%CE	26%C	19%	32%CE	21%	20%G	13%	19%IJ	10%	8%	14%	22%MN	12%N	4%
Retirement - I have more free time and want to keep busy and/or generate supplemental income	**17%**	24%C	26%C	19%	22%	22%	19%	15%	18%	17%	19%	12%	15%	12%	30%LM

Motivations for Becoming Independent Contractors (1 of 2)

- Being one's own boss (45%) is the leading motivator among participants to become an independent contractor across industries.
- At least a quarter of participants indicate these top motivators as reason to become independent contractors.
- A flexible schedule is particularly motivating for those in the Arts, Entertainment & Recreation (58%), Food & Beverage Services (57%), and Retail & Wholesale (57%) industries.

What motivated you to become an independent contractor (as opposed to being a full-time, wage-earning employee of a company or organization)? Select all that apply.

Options with more than 25% Total shown	**Total**	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**
To be my own boss	**45%**	49%c	40%	35%	50%c	53%c	40%	55%bc	46%	47%	49%	59%bcf	53%c
Flexibility in schedule (or the ease in being able to make my own schedule)	**41%**	38%	40%	41%	39%	57%abcdi	51%a	45%	48%	37%	58%abcdi	54%a	57%abdi
Greater work-life balance	**34%**	38%	37%	35%	44%	41%	40%	41%	45%	45%	36%	41%	43%
A passion for the type of work being done independently	**32%**	34%	31%	38%	43%	40%	28%	35%	35%	42%	47%bf	44%f	45%bf
More time with kids/family/parents	**31%**	36%	34%	40%	38%	36%	39%	41%	46%j	33%	29%	37%	45%j
Higher income as an independent contractor than as an employee	**28%**	36%	36%	30%	44%c	30%	37%	33%	40%	33%	35%	43%	45%
Supplemental income	**28%**	26%	31%	35%	32%	41%a	28%	39%a	37%	28%	27%	30%	35%
Entrepreneurial business opportunity (whether full-time or part-time)	**26%**	32%d	31%	25%	21%	34%	31%	35%d	26%	23%	42%cdhi	37%d	37%d

Motivations Becoming Independent Contractors (2 of 2)

- About a fifth of participants (17-21%) indicate the remaining motivators as reasons for becoming independent contractors.
- Those in the transportation industry are more likely to have become an independent contractor after being laid off from their full-time position than other industries (30% vs. 24% or less).

What motivated you to become an independent contractor (as opposed to being a full-time, wage-earning employee of a company or organization)? Select all that apply.

Options with less than 25% Total shown	**Total**	Construction	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	864	261	163	92	82	70	67	66	65	60	55	54	51
Having difficulty obtaining a full-time position	**21%**	19%	26%	24%	24%	20%	22%	20%	22%	33%a	25%	22%	25%
Being an independent contractor is more secure than being a wage-earning employee	**21%**	26%	27%	18%	28%	29%	31%c	26%	25%	25%	27%	26%	35%c
Saving money to meet a specific financial goal (separate from general supplemental income)	**20%**	24%	26%	21%	27%	27%	27%	24%	28%	27%	18%	28%	27%
Laid off from my full-time position	**18%**	21%e	18%	20%	23%e	10%	21%	14%	22%e	30%beg	24%e	22%e	22%
The ability to help the community/United States at large	**18%**	24%	26%	26%u	24%	19%	22%	26%	22%	22%	27%	22%	29%
Retirement - I have more free time and want to keep busy and/or generate supplemental income	**17%**	13%	18%	18%	27%ak	19%	16%	17%	20%	20%	16%	9%	18%

Temporary vs. Permanent Independent Contractors

- Participants are almost split in their decision to work as an independent contractor either temporarily (48%) or permanently (51%).
  - Those who find placement through a Third Party are significantly more likely to see independent contracting as a temporary working situation, while those who work in Direct Services view it as a permanent choice.
- Males (32%) are twice as likely as females (16%) to be working until they reach a financial goal, while females (28%) are more likely to plan to always supplement their income through independent contracting than males (18%).

Which of the following best describes your decision to work as an independent contractor?

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Placement Temporary	3rd Party Placement Contractor	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Temporary	**48%**	71%CDE	66%CDE	46%E	46%E	25%	54%G	38%	49%I	38%	43%	49%	58%MN	39%N	17%
Temporary - I will be an independent contractor until I reach a specific financial goal	**27%**	46%BCDE	34%CDE	24%E	22%E	14%	32%G	16%	29%IJ	15%	16%	23%	33%MN	19%N	9%
Temporary - I plan to eventually find a position as a wage-earning employee of a company or organization	**22%**	25%E	33%ACDE	22%E	24%E	11%	22%	21%	20%	23%	27%	26%	26%N	20%N	8%
Permanent	**51%**	29%	33%	53%AB	53%AB	75%ABCD	46%	62%F	50%	62%H	54%	51%	42%	61%L	81%LM
Permanent- My chosen career path is to be an independent contractor only	**30%**	17%	20%	33%AB	34%AB	44%ABCD	28%	34%	30%	37%	30%	28%	27%	39%L	34%
Permanent - I plan to always supplement my income with independent contract work	**21%**	12%	12%	21%AB	19%AB	31%ABCD	18%	28%F	21%	25%	24%	23%	15%	21%	47%LM
Don't Know	**1%**	-	1%	-	1%	1%	1%	1%	1%	-	3%	-	-	1%	3%L

Temporary vs. Permanent Independent Contractors

- Participants are generally split in their decision to work as independent contractors temporarily vs. permanently.
  - Technology is the only industry where participants are significantly more likely to be working as an independent contractor temporarily than permanently.
  - Participants are significantly more likely to have decided to work as an independent contractor permanently in the Retail & Wholesale, Health, Real Estate and Food & Beverage Services industries.

Which of the following best describes your decision to work as an independent contractor?

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	864	261	163	92	82	70	67	66	65	60	55	54	51
Temporary	**48%**	49%ehk	59%acehijkl	47%e	48%e	30%	49%e	50%e	35%	43%	44%	33%	39%
Temporary - I will be an independent contractor until I reach a specific financial goal	**27%**	32%eh	29%e	25%	32%e	16%	27%	27%	20%	25%	25%	20%	27%
Temporary - I plan to eventually find a position as a wage-earning employee of a company or organization	**22%**	16%	30%adehkl	22%	16%	14%	22%	23%	15%	18%	18%	13%	12%
Permanent	**51%**	51%b	41%	51%	52%	70%abcdfg	51%	50%	63%b	57%b	56%b	67%abc	61%b
Permanent- My chosen career path is to be an independent contractor only	**30%**	35%	28%	25%	30%	36%	30%	33%	37%	37%	38%	39%	35%
Permanent - I plan to always supplement my income with independent contract work	**21%**	16%	13%	26%ab	22%bp	34%abgj	21%	17%	26%b	20%	18%	28%ab	25%b
Don't Know	**1%**	-	-	2%b	-	-	-	-	2%	-	-	-	-

Satisfaction with Independent Contracting

- More than three quarters (77%) of participants are satisfied with their independent contract work.

How satisfied are you with your independent contract work?															
		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Cauc-asian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
1 Not at all Satisfied	**1%**	-	1%A	1%	-	1%	1%	1%	1%	-	1%	2%	-	1%	3%L
2	**-**	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	1%L
3	**-**	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
4	**1%**	1%	1%	1%	1%	1%	1%	2%	1%	2%	-	4%	1%	2%	-
5	**3%**	2%	2%	2%	1%	2%	3%	3%	2%	3%	4%	7%H	3%	2%	4%
6	**5%**	2%	3%	5%A	3%	5%A	3%	7%F	5%	6%	5%	11%H	4%	7%	3%
7	**13%**	6%	12%A	13%A	11%A	12%A	11%	17%F	12%	16%	14%	19%	13%	16%	13%
8	**24%**	22%	22%	27%A	27%A	24%	25%	21%	24%	25%	20%	19%	23%	19%	30%M
9	**20%**	29%CE	30%CE	22%	25%	19%	22%	18%	22%K	19%	20%	9%	22%N	19%	15%
10 Very Satisfied	**33%**	38% BCD	28%	27%	30%	37%BC	34%	31%	34%	29%	32%	30%	33%	34%	31%
8-10 Rating NET	**77%**	89% BCDE	81%	77%	83%C	81%	81%G	70%	79%K	73%	73%	58%	79%	72%	75%

Satisfaction with Independent Contracting

- Satisfaction with Independent Contract work is strong across all industries.

How satisfied are you with your independent contract work?														
	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services	Other Indus-tries
		a	**b**	**c**	**d**	**e**	**f**	**g**	**h**	**i**	**j**	**k**	**l**	**m**
Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**	**257**
8-10 Rating NET	**77%**	85% cghijk	80%cj	67%	83%cgj	81%cj	78%j	70%	71%	75%	62%	72%	76%	70%

Objective Three:

To understand the working behaviors of independent contractors in terms of hours worked, number of jobs, etc.

Wage-Earning Employment

- 45% were wage-earning employees but now only do contract work
- 10% have always been independent contractors
- 45% were wage earners and now are wage-earning employees and also do independent contract work.
- This adds up to 55% that are solely doing contract work and 45% that do both contract work and are wage earning employees.
- This also adds up to 90% that have at one time been wage-earning employees.

Have you ever been a wage-earning employee of a company/organization (as opposed to an independent contractor)?

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Net : {Have always been an independent contractor, Was wage earner now only do contracting}	**55%**	31%	43%A	57%AB	52%AB	70%AB CD	50%	63%F	54%	67%HJ	50%	54%	46%	64%L	83%LM
Have always been an independent contractor	**10%**	9%	13%A	10%	9%	13%	10%	9%	9%	8%	11%	16%	11%N	12%N	3%
Was wage earner now only do contracting	**45%**	22%	30%A	46%AB	43%AB	56%AB CD	40%	54%F	45%	59%HJ K	39%	39%	35%	52%L	79%LM
Was wage earner now do both	**45%**	69%BC DE	57%CD E	43%E	48%E	30%	50%G	36%	46%I	33%	50%I	46%	54%M N	35%N	17%

Wage-Earning Employment

- Those who work through Third-Party Placement (57-69%) are significantly more likely than Direct Servicers (30-43%) to work as an employee and as an independent contractor.
- Direct Sellers (70%) are significantly more likely to only work as an independent contractor than other types of independent workers (57% or less).
- Females are significantly more likely to work solely as an independent contractor than males (63% vs. 50%).
- Older generations are significantly more likely to work solely as independent contractors than Millennials/Generation Z, which may be attributable to experience in the workforce.

Have you ever been a wage-earning employee of a company/organization (as opposed to an independent contractor)?

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Placement Temporary	3rd Party Placement Contractor	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Net : {Have always been an independent contractor, Was wage earner now only do contracting}	***55%***	*31%*	*43%A*	*57%AB*	*52%AB*	*70%ABCD*	*50%*	*63%F*	*54%*	*67%HJ*	*50%*	*54%*	*46%*	*64%L*	*83%LM*
Have always been an independent contractor	***10%***	*9%*	*13%A*	*10%*	*9%*	*13%*	*10%*	*9%*	*9%*	*8%*	*11%*	*16%*	*11%N*	*12%N*	*3%*
Was wage earner now only do contracting	***45%***	*22%*	*30%A*	*46%AB*	*43%AB*	*56%ABCD*	*40%*	*54%F*	*45%*	*59%HJK*	*39%*	*39%*	*35%*	*52%L*	*79%LM*
Was wage earner now do both	***45%***	*69%BCDE*	*57%CDE*	*43%E*	*48%E*	*30%*	*50%G*	*36%*	*46%I*	*33%*	*50%I*	*46%*	*54%MN*	*35%N*	*17%*

*=Small Base Size **=Extremely Small Base Size

Wage-Earning Employment

- Participants in most industries are evenly split in terms of either working just as an independent contractor vs. both an independent contractor and a wage earning employee.
  - The industries that skews towards just independent contract workers are Real Estate (70%) and Retail & Wholesale (63%).

Have you ever been a wage-earning employee of a company/organization (as opposed to an independent contractor)?

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	**b**	**c**	**d**	**e**	**f**	**g**	**h**	**i**	**j**	**k**	**l**
Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**
Net : {Have always been an independent contractor, Was wage contractor, Was wage earner now only do contracting}	**55%**	53%	49%	45%	51%	63%bcfg	45%	45%	49%	53%	60%c	70%abcdfgh	57%
Have always been an independent contractor	**10%**	10%e	10%e	12%e	16%ef	3%	6%	8%	8%	8%	11%e	7%	16%e
Was wage earner now only do contracting	**45%**	43%	39%	33%	35%	60%abcdfghl	39%	38%	42%	45%	49%c	63%abcdfghil	41%
Was wage earner now do both	**45%**	47%k	51%ek	55%ejk	49%k	37%	54%ek	55%ek	51%k	47%	40%	30%	43%

Average Hours as an Independent Contractor

- Over half of participants (52%) work more than 30 hours per week as independent contractors.
  - Males (57%) are significantly more likely to work more than 30 hours per week than females (43%)
  - Females are significantly more likely to work less than 15 hours (17%) per work or have their hours vary from week to week (17%) than males (8% and 11%, respectively).
  - Baby Boomers/Silent Generation are significantly more likely to work less than 15 hours (25%) than Millennials/Generation Z (9%) and Generation X (5%).

In an average week, how many hours do you typically work as an independent contractor?

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Less than 30 hours per week	**33%**	31%	30%	31%	28%	33%	30%	40%F	34%	31%	36%	33%	32%	26%	45%LM
Less than 15 hours per week	**11%**	9%D	8%	9%D	5%	12%D	8%	17%F	11%	9%	11%	12%	9%	5%	25%LM
15-29 hours per week	**22%**	22%	22%	22%	23%	21%	22%	23%	22%	22%	26%	21%	23%	21%	21%
More than 30 hours per week	**52%**	63% CDE	58%	56%	56%	50%	57%G	43%	54%	47%	47%	49%	58%N	52%N	29%
Hours vary from week to week	**13%**	6%	11%A	12%A	14%A	15%A	11%	17%F	12%	18%	15%	18%	9%	22%L	23%L
Work on an ad hoc basis	**1%**	1%	1%	1%	2%	2%	2%G	-	1%	4%H	1%	-	1%	-	3%

Average Hours as an Independent Contractor

- More than half of participants (52%) work more than 30 hours per week as independent contractors.

In an average week, how many hours do you typically work as an independent contractor?	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Con-sumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**
Less than 15 hours per week	**33%**	25%	27%	38%ak	30%	34%	27%	44%abfk	38%ak	32%	44%abfk	22%	39%ak
Less than 15 hours per week	**11%**	7%	10%	16%a	11%	16%a	9%	17%a	22% abfik	7%	18%ai	7%	18%ai
15-29 hours per week	**22%**	18%	17%	22%	20%	19%	18%	27%b	17%	25%	25%	15%	22%
More than 30 hours per week	**52%**	60%g	64% cegijl	50%	54%	49%	57%	45%	52%	50%	47%	56%	49%
Hours vary from week to week	**13%**	15%b	8%	11%	13%	16%	15%	9%	8%	17%b	9%	22% bcghjl	10%
Work on an ad hoc basis	**1%**	1%	1%	1%	2%	1%	1%	2%	2%	2%	-	-	2%

Average Hours as a Wage-Earning Employee

- Over half of participants (54%) work over 30 hours as a wage-earning employee.
- About a quarter (26%) of respondents work between 15 and 29 hours per week as a wage-earning employee.

In an average week, how many hours do you typically work as a wage-earning employee?

		Type of Independent Contractor					Gender		Ethnicity				Age		
Base: Those who currently work as a wage-earning employee and as an independent contractor	**Total**	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**
	390	**243**	**155**	**193**	**113**	**59**	**281**	**109**	**301**	**33***	**37***	**26****	**321**	**43***	**26****
Less than 30 hours per week	**37%**	37%	34%	33%	33%	39%	37%	39%	39%	27%	35%	35%	37%	35%	46%
Less than 15 hours per week	**12%**	10%	10%	8%	6%	10%	10%	17%	13%	9%	8%	12%	12%	9%	15%
15-29 hours per week	**26%**	27%	25%	25%	27%	29%	27%	23%	26%	18%	27%	23%	26%	26%	31%
More than 30 hours per week	**54%**	56%	58%	59%E	55%	46%	57%	47%	55%	61%	43%	50%	55%	58%	42%
Hours vary from week to week	**7%**	6%	6%	7%	11%A	12%	6%	11%	6%	6%	19%H	12%	7%	7%	12%
Work on an ad hoc basis	**1%**	1%	1%	1%	2%	3%	-	3%F	-	6%H	3%H	4%H	1%	-	-

*=Small Base Size **=Extremely Small Base Size

Average Hours as a Wage-Earning Employee

- Over half of participants (54%) work over 30 hours as a wage-earning employee.
- Those in the Manufacturing industry (45%) are significantly more likely than most other industries (36% or less) to work 15-29 hours per week as wage-earning employees.
- Food & Beverage Services (27%) and Consumer Products (25%) are the most likely industries to have wage-earning employees working less than 15 hours when compared to other industries (less than 18%).

In an average week, how many hours do you typically work as a wage-earning employee?

Base: Those who currently work as a wage-earning employee and as an independent contractor	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Con-sumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
	390	123	83	51	40*	26**	36*	36*	33*	28**	22**	16**	22**
Less than 30 hours per week	**37%**	36%	36%	29%	52%acu	31%	39%	47%	36%	43%	41%	38%	45%
Less than 15 hours per week	**12%**	11%	12%	4%	8%	8%	8%	25%acdf	18%c	7%	14%	12%	27%abcdfi
15-29 hours per week	**26%**	24%	24%	25%	45%abcghl	23%	31%	22%	18%	36%	27%	25%	18%
More than 30 hours per week	**54%**	54%d	58%d	59%d	35%	58%	53%	42%	58%d	46%	50%	56%	45%
Hours vary from week to week	**7%**	10%	5%	10%	10%	12%	8%	11%	6%	11%	9%	6%	9%
Work on an ad hoc basis	**1%**	-	1%	2%	2%	-	-	-	-	-	-	-	-

*=Small Base Size **=Extremely Small Base Size

Years as an Independent Contractor

- On average, participants have been independent contractors for 7.2 years.
  - Females (25%) are more likely than males (13%) to have 2 years or less experience.
  - Unsurprisingly, Generation X (57%) and Baby Boomers/Silent Generation (65%) are significantly more likely to have 6+ years of experience as independent contractors than Millennials/Generation Z (39%).
  - With respect to type of Independent Contractor: Direct Service, Selling has the highest average years as an independent contractor (8.5 years).

How many years have you been an independent contractor?

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Cauc-asian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
2 years or less	**17%**	15%	16%	16%D	11%	12%	13%	25%F	16%	22%	24%	26%H	18%	16%	16%
3 - 5 years	**37%**	40%	42%CE	35%	37%	33%	40%G	31%	35%	43%	46%	35%	43%MN	27%	19%
6+ years	**46%**	45%	43%	49%B	52%AB	54%AB	47%	44%	49%IJ	35%	30%	39%	39%	57%L	65%L
Mean	**7.2**	6.2	6.4	7.3AB	7.4AB	8.5ABCD	7.1	7.4	7.7IJ	5.5	5.4	6.2	5.6	8.1L	12.8LM

Years as an Independent Contractor

- On average, participants have been independent contractors for 7.2 years.
- The majority of participants in each of the most common industries have 6+ years as independent contractors, except for the Technology (43%) and Education (42%) industries.
- The industries with the highest average are Retail & Whole-sale (8.8 years), Arts, Entertainment & Recreation (8.5 years), Real Estate (8.5 years), NS Manufacturing (8.4 years). Technology has the lowest average years as an independent contractor (6.1 years).

How many years have you been an independent contractor?

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	864	261	163	92	82	70	67	66	65	60	55	54	51
2 years or less	**17%**	13%d	17%d	22%ad	4%	11%	15%d	15%d	17%d	25%adekl	22%d	11%	12%d
3 - 5 years	**37%**	33%	40%fij	36%	35%	30%	25%	32%	31%	25%	24%	30%	31%
6+ years	**46%**	54%bc	43%	42%	61%bc	59%bc	60%bc	53%	52%	50%	55%	59%bc	57%
Mean	**7.2**	7.5b	6.1	6.7	8.4bcio	8.8bci	7.4b	7.1	7.7b	6.4	8.5b	8.5bi	7.3

Objective Four:

To determine how technology has impacted the execution of work as an independent contractor

Technology's Impact on Independent Contracting

- Overall, technology has had a positive impact (87%) on participants' ability to execute their independent contract work.
  - Millennials/Generation Z (93%) are significantly more likely to have been positively affected by technology than older generations. Still, a majority across all generations say technology has had a positive impact on their ability to work.
- One in 10 participants indicate that technology does not have an impact on their ability to work.
  - Females (17% vs. 6% males) and Direct Sellers (12% vs. 9% or less other independent contractors) are much more likely to believe technology has not had an impact on their ability to work than their counterparts.

In the past 2 years, what kind of impact has technology had on your ability to do your independent contract work?

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Caucasian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/Silent Gen
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Positive Impact NET	**87%**	95% BCDE	92%CE	88%	92%CE	87%	91%G	79%	88%	90%	85%	82%	93% MN	84%N	67%
Very positive impact	**51%**	66% BCDE	58%CE	50%	55%	48%	54%G	45%	51%	50%	57%	47%	57%N	48%N	31%
Positive impact	**36%**	30%	34%	38%A	37%A	38%A	37%	35%	36%	40%	28%	35%	36%	37%	37%
Negative impact	**2%**	1%	1%	3%A	3%A	2%	2%	2%	2%	1%	1%	2%	2%	3%	3%
Very negative impact	**1%**	1%D	2%DE	1%	-	-	1%	2%	1%	1%	-	4%	1%	-	3%
Does not have an impact on my ability to work	**10%**	2%	5%A	9%AB	6%A	12% ABD	6%	17%F	9%	8%	14%	12%	5%	12%L	27%LM

Technology's Impact on Independent Contracting

- Almost nine out of 10 participants (87%) have been positively impacted by technology in their ability to work as independent contractors.
- Few participants were negatively impacted, although those working in Education (9%) seem to have had a greater negative impact than other industries (5% or less).

In the past 2 years, what kind of impact has technology had on your ability to do your independent contract work?

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	864	261	163	92	82	70	67	66	65	60	55	54	51
Positive Impact NET	**87%**	91%c	94%c	80%	95%c	90%	94%c	88%	88%	90%	93%c	89%	90%
Very positive impact	**51%**	56%	62%c	47%	54%	53%	63%c	59%	51%	60%	56%	48%	71%acdehk
Positive impact	**36%**	35%l	33%l	34%	41%l	37%l	31%	29%	37%l	30%	36%l	41%l	20%
Negative impact	**2%**	1%	1%	9%abdehil	1%	1%	3%	5%a	2%	-	4%	2%	-
Very negative impact	**1%**	-	-	1%	2%b	-	-	3%ab	3%ab	3%ab	-	2%	-
Does not have an impact on my ability to work	**10%**	8%d	4%	10%d	1%	9%d	3%	5%	8%d	7%	4%	7%d	10%d

*=Small Base Size **=Extremely Small Base Size

Types of Technology Used by Independent Contractors

- Cell phones and the Internet (76%) are the most used types of technology to facilitate participants' independent contract work.
- Tablets are most used by Millennials/Generation Z (49% vs. 36% or less by older generations).
- Males and Millennials are significantly more likely to use Facebook, Twitter and Instagram to facilitate independent contract work than females and older generations, respectively.

What types of technology do you use to facilitate your independent contract work?

		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Cauc-asian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**
Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Devices															
Cell phone	**76%**	73%	73%	76%	77%	78%	76%	78%	76%	85%HJ	73%	75%	77%	82%N	70%
Laptop computer	**69%**	69%	74%A	76%AD	69%	71%	68%	71%	69%	76%J	61%	72%	72%N	67%	57%
Desktop computer	**61%**	69%C	71%CE	61%	69%C	63%	66%G	50%	63%I	49%	55%	58%	64%M	50%	57%
Tablet	**42%**	50%	48%	48%	51%	50%	45%G	37%	43%K	53%JK	34%	30%	49%MN	36%N	23%
Social Media															
Facebook	**66%**	85% BCDE	76%C	69%	73%	69%	75%G	51%	67%	64%	59%	67%	77%MN	59%N	29%
Twitter	**41%**	56%CE	54%CE	43%	54%CE	43%	49%G	26%	42%I	31%	38%	49%I	49%MN	35%N	11%
Instagram	**38%**	58% BCDE	48%CE	40%	46%E	36%	45%G	24%	39%	32%	31%	33%	46%MN	35%N	5%
Pinterest	**13%**	17%	18%	15%	20%C	22%C	13%	14%	11%	17%	18%	28%H	14%N	16%N	7%
Other social media	**3%**	2%	2%	4%A	3%	4%	2%	5%F	3%	3%	5%	2%	2%	6%L	6%L
Other types of technology															
Internet	**76%**	75%	72%	76%	79%B	82%AB	78%	72%	77%J	73%	65%	82%J	78%	72%	73%
Cloud computing	**27%**	32%	33%	30%	38%C	32%	29%	23%	27%	33%J	18%	28%	29%N	32%N	13%
Mobile app created by the company you contract for	**24%**	30%C	30%	26%	36%C	29%	26%	20%	23%	31%	26%	28%	26%N	30%N	12%
Other mobile app from a third-party vendor	**6%**	5%	5%	6%	8%	8%	5%	6%	5%	6%	5%	11%	5%	10%L	5%
Other type of technology	**2%**	-	1%A	3%AB	1%A	2%A	1%	4%F	2%	3%	-	-	1%	1%	8%LM

Types of Technology Used by Independent Contractors

- Cell phones and the Internet (76%) are the most used types of technology to facilitate participants' independent contract work.
- Cloud computing is used more in Banking & Financial Services (45%) and Real Estate (41%) than in other industries (36% or less).

What types of technology do you use to facilitate your independent contract work?

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertain-ment & Recrea-tion	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**
Devices													
Cell phone	**76%**	82%bcegj	72%	67%	80%c	71%	82%c	71%	85%bcgj	80%	71%	80%	88%bcegj
Laptop computer	**69%**	67%i	71%ci	58%	71%ci	63%	76%chi	64%	62%	50%	65%	65%	71%i
Desktop computer	**61%**	73%	77%gi	74%	78%	74%	75%	65%	69%	65%	84%ghi	70%	73%
Tablet	**42%**	49%e	52%e	41%	46%	36%	57%ce	50%	48%	50%	42%	52%	57%e
Social Media													
Facebook	**66%**	79%cei	78%cei	59%	80%cei	66%	78%ci	76%ci	72%ci	57%	71%	74%ci	76%ci
Twitter	**41%**	51%ch	56%ceghik	36%	50%ch	39%	54%ch	42%	32%	38%	45%	41%	49%h
Instagram	**38%**	48%	52%ci	38%	54%ci	39%	49%	41%	45%	37%	44%	50%	51%
Pinterest	**13%**	13%	16%	16%	18%	23%a	15%	23%a	15%	18%	20%	20%	22%
Other social media	**3%**	2%	4%	2%	2%	4%	3%	5%	5%	3%	5%	4%	2%
Other types of technology													
Internet	**76%**	80%i	87%i	83%i	85%i	81%i	90%i	85%i	83%i	67%	84%i	81%	92%ai
Cloud computing	**27%**	32%	33%	27%	29%	34%	45%acdgh	24%	25%	35%	36%	41%gh	31%
Mobile app created by the company you contract for	**24%**	26%	35%aj	29%	34%	26%	30%	26%	26%	38%j	20%	26%	39%j
Other mobile app from a third-party vendor	**6%**	5%	9%	7%	9%	13%ah	9%	17%ach	3%	7%	7%	7%	12%h
Other type of technology	**2%**	-	1%	3%a	1%	3%a	1%	2%	3%a	2%	5%ab	2%	4%a

Objective Five:

To establish the demographics of independent workers (as part of the Toluna panel)

Respondent Profile by Demographics (1 of 2)

			Type of Independent Contractor					Gender		Ethnicity				Age		
		Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor/ Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Cauc-asian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
			A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**
	Base: Total Respondents	**864**	**353**	**274**	**446**	**235**	**195**	**564**	**300**	**660**	**100**	**74**	**57**	**592**	**122**	**150**
Type of Indep. Contractor	Third-party placement, temporary	**41%**	100%BCDE	55%CDE	39%E	47%CE	31%	49%G	26%	44%IK	27%	36%	28%	52%MN	28%N	7%
	Third-party placement, contractor	**32%**	43%CDE	100%ACDE	30%	36%E	24%	36%G	23%	32%	32%	27%	35%	37%MN	27%N	14%
	Direct service, contractor/freelancer	**52%**	50%	49%	100%ABDE	50%	45%	52%	52%	53%	55%	45%	46%	50%	61%L	51%
	Direct service, sharing	**27%**	31%C	31%	26%	100%ABCE	37%C	30%G	21%	27%	23%	34%	25%	31%N	26%N	15%
	Direct service, selling	**23%**	17%	17%	20%	31%ABC	100%ABCD	20%	28%F	23%	22%	24%	28%	20%	27%	31%L
Sex	Male	**65%**	78%CE	74%CE	65%E	73%CE	57%	100%G	-	70%IJK	50%	47%	56%	71%MN	55%	50%
	Female	**35%**	22%	26%	35%ABD	27%	43%ABCD	-	100%F	30%	50%H	53%H	44%H	29%	45%L	50%L
Ethnicity	White or Caucasian (not Hispanic or Latino)	**76%**	83%BCD	76%	78%	76%	77%	81%G	67%	100%IJK	14%J	1%	11%J	75%	72%	84%LM
	Hispanic or Latino	**12%**	8%	12%A	12%A	10%	11%	9%	17%F	2%	100%HJK	4%	4%	12%	13%	7%
	Black or African American (not Hispanic or Latino)	**9%**	8%	7%	7%	11%	9%	6%	13%F	-	3%H	100%HIK	7%H	9%	10%	7%
	Other Ethnicity	**7%**	5%	7%A	6%	6%	8%A	6%	8%	1%	2%	5%H	100%HIJ	7%	7%	5%
	Asian/Pacific Islander	**5%**	4%	7%A	5%	5%	5%	5%	6%		1%	4%H	77%HIJ	6%N	7%N	1%
	Native American, Alaska Native, Aleutian	**1%**	-	1%A	1%A	-	3%ACD	1%	1%	-	1%	1%	14%HIJ	1%	-	3%L
	Other	**1%**	1%BC	-	-	1%C	1%C	-	1%F	-	-	-	9%HIJ	1%	-	1%
Age	18 - 20	**2%**	1%	1%	1%	1%	2%	1%	2%	1%	2%	3%	5%H	2%	-	-
	21 - 39	**67%**	86%BCDE	79%CE	65%E	76%CE	58%	73%G	55%	67%	71%	68%	67%	98%MN	-	-
	40 - 51	**14%**	10%	12%	17%AB	14%	17%A	12%	18%F	13%	16%	16%	16%	-	100%LN	-
	52 - 70	**15%**	3%	7%A	15%ABD	7%A	21%ABCD	11%	22%F	16%	11%	14%	11%	-	-	85%LM
	71+	**3%**	-	-	2%AB	3%AB	3%AB	2%	3%	3%	-	-	2%	-	-	15%LM

Respondent Profile by Industry (2 of 2)

		Total	Construction	Technology	Education	Manufacturing	Retail & Wholesale	Banking & Financial Services	Consumer Products	Health	Transportation	Arts, Entertainment & Recreation	Real Estate	Food & Beverage Services
			a	b	c	d	e	f	g	h	i	j	k	l
	Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**
Type of Indep. Contractor	Third-party placement, temporary	**41%**	49%eikm	53%ceijkm	39%w	48%ekm	30%	48%ek	42%	42%	35%	36%	31%	43%
	Third-party placement, contractor	**32%**	33%	40%lm	29%	37%	34%	33%	32%	28%	40%	31%	28%	25%
	Direct service, contractor/freelancer	**52%**	51%	58%	55%	68%aem	53%	57%	61%	55%	57%	62%	57%	59%
	Direct service, sharing	**27%**	33%m	33%m	30%	34%	33%	37%m	35%	35%	43%m	29%v	43%m	31%
	Direct service, selling	**23%**	22%	17%	16%	37%abcfhim	31%bc	19%	29%bc	22%	18%	36%abcfi	35%abcfi	31%bc
Sex	Male	**65%**	78%ceghjklm	73%cehjm	57%	82%ceghjklm	56%	75%cehm	62%h	46%	77%cehjm	60%	61%	65%h
	Female	**35%**	22%	27%	43%abdfi	18%	44%abdfi	25%	38%ad	54%abdfgil	23%	40%abdi	39%ad	35%ad
Ethnicity	White or Caucasian (not Hispanic or Latino)	**76%**	83%ehiklm	81%hikl	76%	77%	71%	76%	82%hikl	68%	67%	78%	65%	65%
	Hispanic or Latino	**12%**	10%g	7%	8%	11%g	11%g	13%g	2%	9%g	22%abcghjm	5%	15%g	18%bcgj
	Black or African American (not Hispanic or Latino)	**9%**	5%	6%	7%	6%	13%a	7%	9%	18%abcdfj	15%ab	5%	9%	16%abdj
	Other Ethnicity	**7%**	5%	7%	10%	10%	4%	9%	8%	11%	5%	13%a	13%a	10%
	Asian/Pacific Islander	**5%**	3%	7%	7%	9%a	3%	9%a	8%	9%a	3%	9%a	7%	10%a
	Native American, Alaska Native, Aleutian	**1%**	1%	-	-	1%	-	-	-	-	2%	4%bc	4%bc	-
	Other	**1%**	-	-	3%ab	-	1%	-	-	2%	-	-	2%	-
Age	18 - 20	**2%**	2%	1%	2%	-	3%	1%	2%	3%	2%	4%	-	-
	21 - 39	**67%**	80%cdehikm	82%cdehiklm	61%	65%	53%	76%cehkm	76%cehkm	62%	65%	75%ekm	57%	69%
	40 - 51	**14%**	11%	10%	15%j	24%abfj	13%j	9%	14%j	20%bfj	15%j	4%	20%bfj	18%j
	52 - 70	**15%**	7%	6%	20%abdg	10%	27%abdfghl	13%b	8%	14%b	17%ab	15%ab	19%ab	12%
	71+	**3%**	-	1%	2%	1%	4%a	-	2%	2%	2%	4%a	4%a	2%

Industry by Industry Profile (Banner 2)

	Total	Construction	Technology	Education	Manufacturing	Retail & Wholesale	Banking & Financial Services	Consumer Products	Health	Transportation	Arts, Entertainment & Recreation	Real Estate	Food & Beverage Services
		a	b	c	d	e	f	g	h	i	j	k	l
Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**
Construction	**30%**	100%bcdefghijkl	17%	23%	29%bh	17%	19%	30%beh	15%	28%	35%befh	44%bcefh	31%beh
Technology	**19%**	11%	100%acdefghijkl	16%	23%a	17%	27%a	32%ace	26%a	23%a	33%ace	20%a	45%acdefhik
Education	**11%**	8%	9%w	100%abdefghijkl	18%ab	14%	21%ab	20%ab	26%ab	20%ab	27%abe	22%ab	25%ab
Manufacturing	**9%**	9%	12%	16%a	100%abcefghijkl	9%	18%a	21%abe	22%abe	22%abe	20%ae	20%ae	29%abce
Retail & Wholesale	**8%**	5%	7%	11%a	7%	100%abcdfghijkl	13%a	18%abd	14%a	10%	20%abd	19%abd	20%abd
Banking & Financial Services	**8%**	5%	11%a	15%a	15%a	13%a	100%abcdeghijkl	18%a	25%ab	13%a	20%a	20%a	25%ab
Consumer Products	**8%**	8%	13%	14%	17%a	17%a	18%a	100%abcdefhijkl	23%ab	18%a	25%ab	15%	31%abcdek
Health	**8%**	4%	10%a	18%a	17%a	13%a	24%ab	23%ab	100%abcdefgijkl	20%ab	18%a	19%a	31%abde
Transportation	**7%**	7%	9%	13%a	16%am	9%	12%	17%a	18%ab	100%abcdefghjkl	15%a	11%	24%abek
Arts, Entertainment & Recreation	**6%**	7%	11%	16%a	13%	16%a	16%a	21%ab	15%a	13%	100%abcdefghikl	24%ab	27%abdi
Real Estate	**6%**	9%	7%	13%	13%	14%	16%b	12%	15%b	10%	24%abi	100%abcdefghijl	29%abcdeghi
Food & Beverage Services	**6%**	6%	14%a	14%a	18%a	14%a	19%a	24%ab	25%ab	20%a	25%ab	28%abce	100%abcdefghijk

Regional Distribution by Demographics (Banner 1)

Base: Those who currently work as a wage-earning employee and as an independent contractor		Type of Independent Contractor					Gender		Ethnicity				Age		
	Total	3rd Party Place-ment Tempor-ary	3rd Party Place-ment Contract-or	Direct Service, Contractor / Freelancer	Direct Service, Sharing	Direct Service, Selling	Male	Female	White or Cauc-asian	Hispanic or Latino	Black or Af-Am	Other	18-39 Millennial / Gen Z	40-51 Gen X	52+ Baby Boomer/ Silent Gen
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**
	390	**243**	**155**	**193**	**113**	**59**	**281**	**109**	**301**	**33***	**37***	**26****	**321**	**43***	**26****
West	**26%**	31%DE	28%	28%E	23%	21%	27%	24%	27%J	28%J	9%	32%J	27%	22%	25%
Northeast	**25%**	26%	29%E	25%	27%	21%	26%	24%	26%	23%	18%	26%	26%	27%	19%
South	**31%**	25%	27%	30%	32%A	36% ABC	29%	35%	29%	34%	53% HIK	28%	30%	33%	36%
Midwest	**18%**	18%	16%	17%	17%	22%	18%	17%	18%	15%	20%	14%	17%	18%	20%

*=Small Base Size **=Extremely Small Base Size

Regional Distribution by Industry (Banner 2)

	Total	Construc-tion	Tech-nology	Educa-tion	Manufac-turing	Retail & Whole-sale	Banking & Financial Services	Consumer Products	Health	Trans-portation	Arts, Entertainment & Recrea-tion	Real Estate	Food & Beverage Services	Other Indus-tries
		a	**b**	**c**	**d**	**e**	**f**	**g**	**h**	**i**	**j**	**k**	**l**	**m**
Base: Total Respondents	**864**	**261**	**163**	**92**	**82**	**70**	**67**	**66**	**65**	**60**	**55**	**54**	**51**	**257**
West	**26%**	25%	26%	24%	24%	20%	25%	27%	26%	28%	20%	24%	20%	28%
Northeast	**25%**	24%	26%	29%	26%	26%	37%aim	26%	25%	22%	31%	26%	27%	25%
South	**31%**	31%	29%	26%	28%	41%bcfg	24%	23%	31%	32%	31%	39%g	37%g	31%
Midwest	**18%**	21%	18%	21%	22%	13%	13%	24%k	18%	18%	18%	11%	16%	16%