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# Study on the Gig Economy for Florida's Workforce System


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# Study on Impact of Gig Economy

- Research and outreach to explore impact of the gig economy on Florida's workforce investment system
  - **Understand** emerging business needs
  - **Examine** workforce opportunities for local boards
  - **Identify** potential policies, strategies and actions
  - **Determine** future research needs
  - **Inform** statewide workforce initiatives

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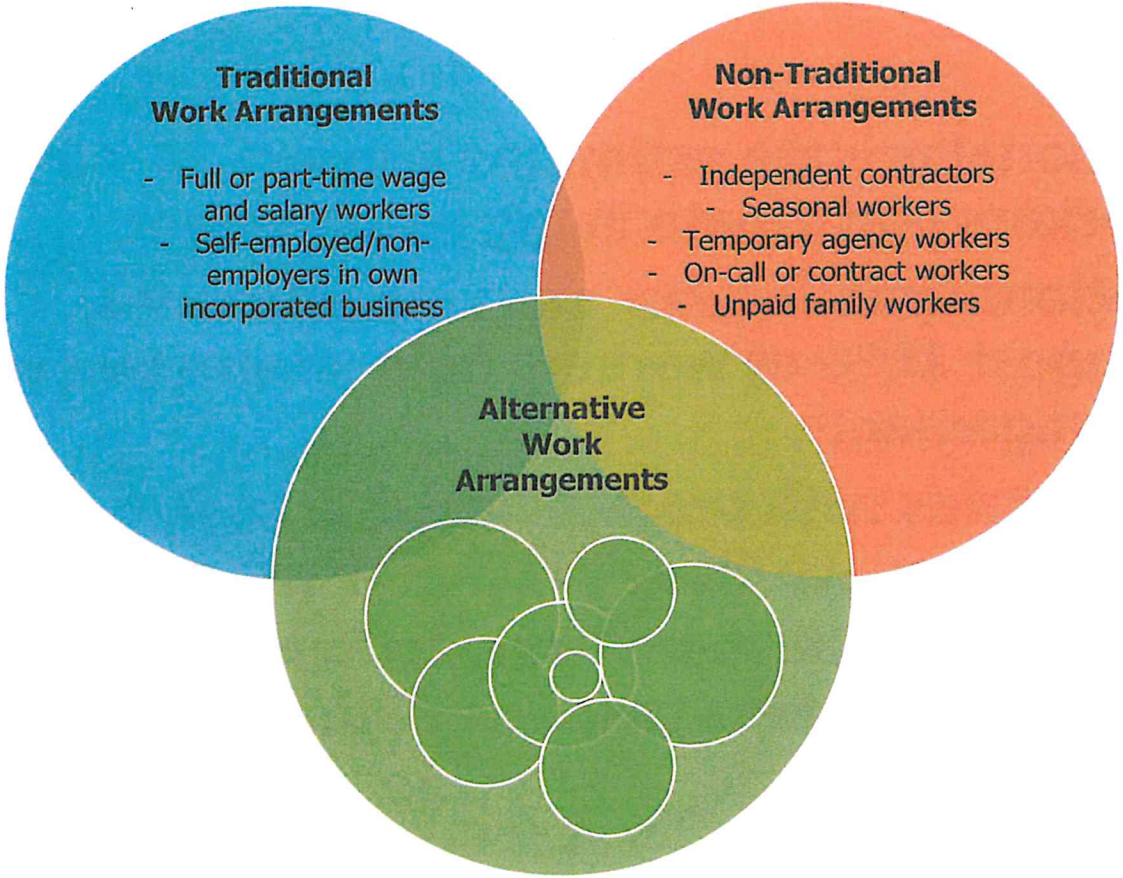
# What is the gig economy?



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# How many gig workers are there?

- National private estimates suggest **30-40%** of workers participate in gig employment
- National public labor markets estimates suggest **10%** of workers hold alternative work arrangements
- Industries with **project-based or task-based** work are more likely to employ gig workers
- Florida may be **more likely** to have relatively more gig workers than the national average

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# Who are online gig workers?

## Of U.S. independent workers using online platforms to work via computer or in-person may be...

**More committed**

- **72% work enough hours across all jobs to be considered full-time**

**More likely to have side gigs**

- **54% also hold jobs in 'traditional arrangements'**

**More educated**

- **49% hold a bachelor's degree or higher; compared to 41% of all workers**

**Less likely to be younger or older**

- **10% under 24; compared to 12% overall and 18% over 55; compared to 23% of all workers**

Source: U.S. Bureau of Labor Statistics, Electronically-Mediated Work, May 2017

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# Why choose gig employment?

- **Flexibility**
  - Preference, by choice or necessity, for flexible work hours, locations or tasks
- **Independence**
  - Preference for self-directed or short-term work
- **Variety**
  - Interest in project-based work, varying assignments or non-career opportunities
- **Necessity**
  - Traditional employment options may be limited
  - Supplemental income may be necessary
- **Interest**
  - Sense of fulfillment or expression of 'hobby' skills and interests

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# What are some types of gig workers?

**The Subscriber** – Full-time work. Single income source. Likely high skilled. Professional, technical or creative services occupations. Gig worker by choice.

**The Reluctant** – Part-time work. Single or additional income source. High, middle or low skills. Gig worker out of necessity.

**The Alternative** – Full or part-time work. Single income source. Professional services, transportation or other occupations. Gig worker out of necessity.

**The Supplementer** – Part-time work. Additional income source. Professional services, transportation and other occupations. Gig worker by choice.

**The Retiree** – Part-time work. Additional income source. Professional, transportation and other occupations. Gig worker by choice or from necessity.

**The Enthusiast** – Full or part-time work. Additional or no income source. Professional, technical, or creative services, goods-producing, non-profit and other occupations. Gig worker by choice.

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# Initial Thoughts

## What are some needs of gig businesses?

- Information, intellectual property and cybersecurity risks
- Regulatory and legal uncertainty
- Training and quality assurance needs
- Industry-specific training or certifications
- Recruitment, talent-access and human resource processes and protocols

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# Initial Thoughts

## Why do businesses employ gig workers?

- Ease recruitment demands and close hiring gaps
- Reduce direct costs and manage fringe costs
- Respond to seasonal and on-demand variations
- Support integration of new products or processes
- Gain access to new skills, languages or talent
- Support market or product expansions

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# Initial Thoughts

## What are some gig needs of workers?

- Online marketing services
- Industry-specific training or certifications
- Skill or tech-specific knowledge upgrades
- Occupational licensing needs
- Legal, tax preparation or business planning services
- Employment discrimination protections

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# What Could Gig Mean for Florida?

- Future paths to prosperity are emerging
- Nature of work is changing
- Industry dynamics are shifting
- Skills and training needs are expanding
- Workforce markets are evolving
- Gig markets are still developing

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# Next Steps

- Assess existing research, data and studies
- Conduct independent research and outreach
- Engage with business partners and stakeholders
- Coordinate with local workforce development boards
- Develop initial recommendations, opportunities and potential strategies

# **Open** Discussion | **Public** Comments