

Gig workers: Who they are, what they want, and the benefits they can offer **your business**

Gig workers. Temp labor. Freelancers. Side hustlers. Whatever they call themselves, workers in the United States are increasingly interested in temporary jobs, often to supplement full-time income. In this analysis, we'll take a closer look at one category of temporary talent – gig workers – to better understand their motivations, wants, and drives for accepting part-time, flexible assignments.



Gig work can be an answer to a tight labor market

For 23 months, the unemployment rate in the United States has been below 4%, and it's expected to hover around 4% for the foreseeable future. For industrial firms that have consistently listed talent challenges as a top concern, there are no signs of relief on the horizon.

However, Employbridge has identified an opportunity to help employers while giving workers the flexibility they increasingly want.

That solution?

Gig work.

100% of gig workers
at eb are W-2 with our **EmployGig program**



What is gig work?

Gig work can be defined many different ways and can include tasks as diverse as one-time childcare to food delivery to ongoing event staffing. For that reason, it can be difficult to quantify the number of Americans who have or regularly perform gig work.

At Employbridge, we define gig work as on-demand, reoccurring assignments for temporary talent. For us, gig work is different from freelancing and independent contracting, and this distinction is important in how we classify our talent. All gig work at eb is run through our EmployGig program, all shifts are four hours or less, and all workers are classified as W-2.

Who is interested in gig work?

In a tight labor market, employers often look to temporary talent to fill roles that are key to meeting production goals. At Employbridge, we've found that many of our talent accept temporary assignments because they are hoping to move into permanent positions, not because they prefer temporary or part-time work.

However, this is not true for workers who use our EmployGig platform. We've conducted surveys of workers on the platform and most fit into one of four categories. In general, EmployGig users are looking for consistent hours, and some consistency in assignments, as much as flexibility.

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Maggie the mom

Maggie is 33 years old and has two children in elementary school. She only wants to work on days and at times when they are in school and selects gigs around their schedules.



Santos the student

As a 22-year-old, Santos stays busy. He is enrolled as a full-time student at a local university. He works EmployGig jobs on the days he doesn't have classes and on the weekends. He likes being able to stack, or work back-to-back, four-hour gigs.



Hannah the hustler

Hannah is 30 years old, and her hours were recently cut back at her full-time job. She uses the EmployGig platform to take on assignments that fit her family's schedule and to bring in extra income.



Richard the retiree

After working in education for 30 years, Richard was ready to retire – but not to stop working. He enjoys temporary work because it provides a routine, opportunities to meet new people, and money to supplement his pension.

EmployGig Talent Overview

71%

female

Gender

39%

work a full-time job

28%

are the primary caregiver to children

Job status

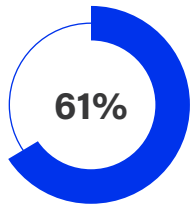
18%

work another part-time job

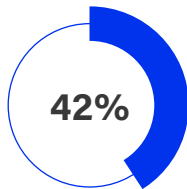
What motivates gig workers?

For most EmployGig workers, the biggest motivators for taking gig assignments are flexibility and the need to earn extra money. About 30% want to work five or six gigs a week, and 25% want to work three or four gigs each week.

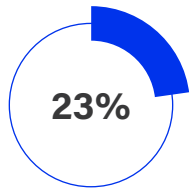
Why they work



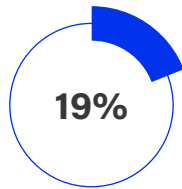
It gives me more flexibility



It's a necessity – I need the additional income



It's easier to work around childcare



It allows me to support myself during a job or career change



62%

of industrial workers

picked up work for additional pay, separate from their standard full-time job, in 2023*

* as of mid-January 2024

Roles that are best for gig workers

- Entry level work
- Kitting, picking, packing, sorting, and other assignments
- Not heavy lifting, loading, or unloading
- Require four hours training or less
- Limited time tracking adjustments
- Fixed start and end time



What makes Employbridge different?

Unlike other staffing services, 100% of Employbridge talent, including out gig workers, are W-2 workers. This classification offers benefits for our clients and our talent. Our clients work with talent who are E-Verified, reliable, and qualified for the jobs we place them in. Our talent benefits from schedule flexibility and W-2 protections and benefits, such as health insurance options and minimum wage protections.

What is EmployGig?

EmployGig is a program that helps talent find flexible work and gives employers access to a wider pool of flexible W-2 workers. With EmployGig, we analyze talent demand across all shifts, identify pinch points in staffing, and recommend ways to break up shifts into shorter-length gigs.

Talent can choose when and where they want to work, up to eight to 12 hours a day or 36 hours in a week.

For clients, the benefits of using EmployGig include:



Increased order fill-rates



Increased productivity



Reduced overtime costs



Access to a flexible, motivated talent



Ability to flex up or down to meet production targets

57 NPS score

from EmployGig workers compared to staffing industry average of 19*

* according to ClearlyRated satisfaction surveys



In summary

In a tight economy, people are interested in gig work, but they also want flexibility. Unlike other gig platforms, EmployGig offers talent the opportunity to sign up for shifts, from one to five days in advance, which gives them more control of their schedule and their income.

Our data indicates that the gig worker pool has grown and will continue to do so. EmployGig makes it easier for you to connect with workers who are looking for gig work, giving you the flexibility to ramp your workforce up and down to meet seasonal and peak demand.



To learn more about our services, please contact:

