

GIG ECONOMY

NOVEMBER 2016



The "Gig Economy" is one of many terms that describe the current nature of the contingent or self-employed workforce. Contingent work has been traditionally defined as assignment-based, limited in nature or explicit in scope, with a fixed duration. The Gig Economy includes the wide use of technology to find "gigs" or short-term jobs in which self-employed workers respond to on-demand calls of customers. The term "gig" was adopted from the music industry where musicians would take on multiple gigs or short-term jobs.

Gig Economy / On-Demand Economy / Sharing Economy / Gift Economy / Barter Economy

In the Gig Economy, contingent workers go by many names: independent contractors, freelancers, 1099 contractors, on-call workers, on-demand workers, self-employed workers, extended proprietors, micro-preneurs, solopreneurs and more. Staffing Industry Analysts (SIA) consolidates these various types into five non-traditional work arrangements shown below. The "human cloud" refers to gig workers that are part of the sharing economy. The sharing economy relies entirely on app- or web-based platforms to share goods and services. Apps in the sharing economy include Airbnb, Zipcar, etc.

THE ECONOMY



Image concept from Staffing Industry Analysts. Designed by via!

SELF-EMPLOYED AND EXTENDED PROPRIETORS

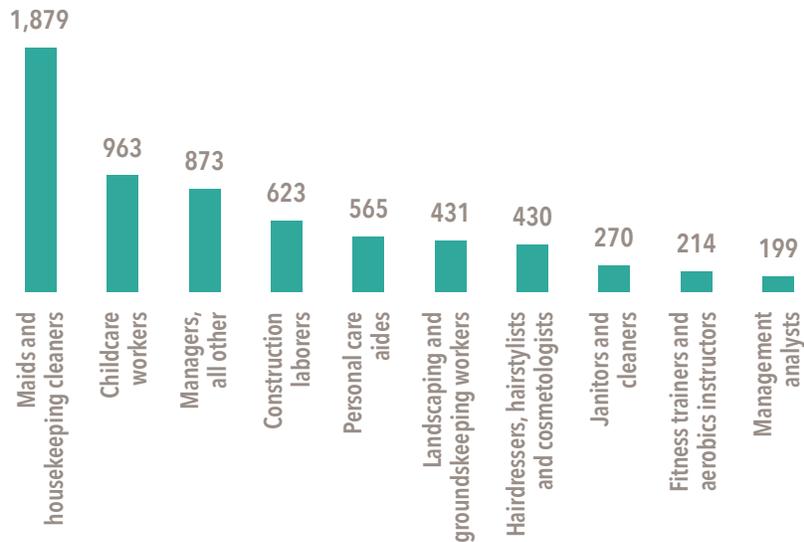
The number of self-employed workers in San Diego County increased by 6% (from 123,291 to 130,152) and the number of sole proprietors increased by 14% (from 300,683 to 343,294) between 2010 and 2015.

Self-employed data covers people who, when responding to U.S. Census surveys, consider self-employment to be a significant source of their income. Extended proprietor data, on the other hand, represents the number of persons who do not consider their reported job to be their primary source of income, but brings in miscellaneous or supplemental income.

Number of Self-Employed Workers and Extended Proprietors in San Diego

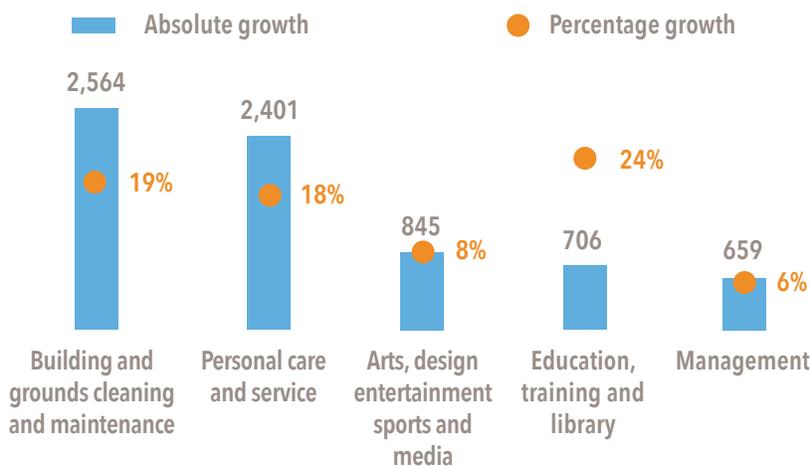


Top 10 Jobs with the Greatest Absolute Growth in Self-Employment
San Diego County, 2010-2015



The job title with the greatest self-employment growth is *maids and housekeeping cleaners*. This occupation started with 4,575 self-employed workers in 2010 and grew to 6,454 self-employed workers in 2015 — a 41% growth.

Top 5 Occupational Clusters with the Greatest Self-Employment Growth
San Diego County, 2010-2015



An occupational cluster is a grouping of various jobs. The occupational cluster with the greatest absolute growth in self-employment is *building and grounds cleaning and maintenance*, with a 19% growth or 2,564 more self-employed workers between 2010 and 2015. This cluster includes maids and housekeeping cleaners, landscaping and groundskeeping workers, janitors and cleaners.

RECOMMENDATIONS

- The workforce development system should identify which workers participate in the Gig Economy out of necessity as opposed to a desired lifestyle and help them gain jobs that earn family-sustaining wages
- Gig workers will inevitably participate in web- or app-based platforms; however, the workforce development system could train workers on how to identify good platforms and protect themselves from bad platforms that would abuse their work
- Job seekers or students interested in solely working in the Gig Economy would benefit from training in time management, financial planning and customer service, which are all valuable skills for full-time gig work
- Gig workers interested in collaborating and working with other contingent workers could work out of co-working spaces throughout San Diego County
- Career counselors or educators with job seekers or students interested in working in the Gig Economy could refer them to the app-based platforms or resources listed in the report to get started; however, as with all technologies, these app-based platforms may be outdated quickly and require gig workers to continually be aware of the newest platforms



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