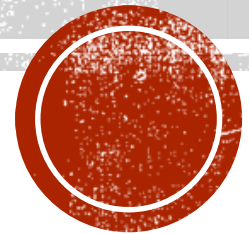


# **GIG ECONOMY**

**A Survey of Gig Workers in San Diego and  
Imperial Counties**



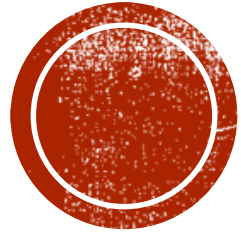


# GIG ECONOMY

NOVEMBER 2016







# OVERVIEW OF SURVEY RESPONDENTS

Gig Workers Surveyed vs. General Population

# DEMOGRAPHICS

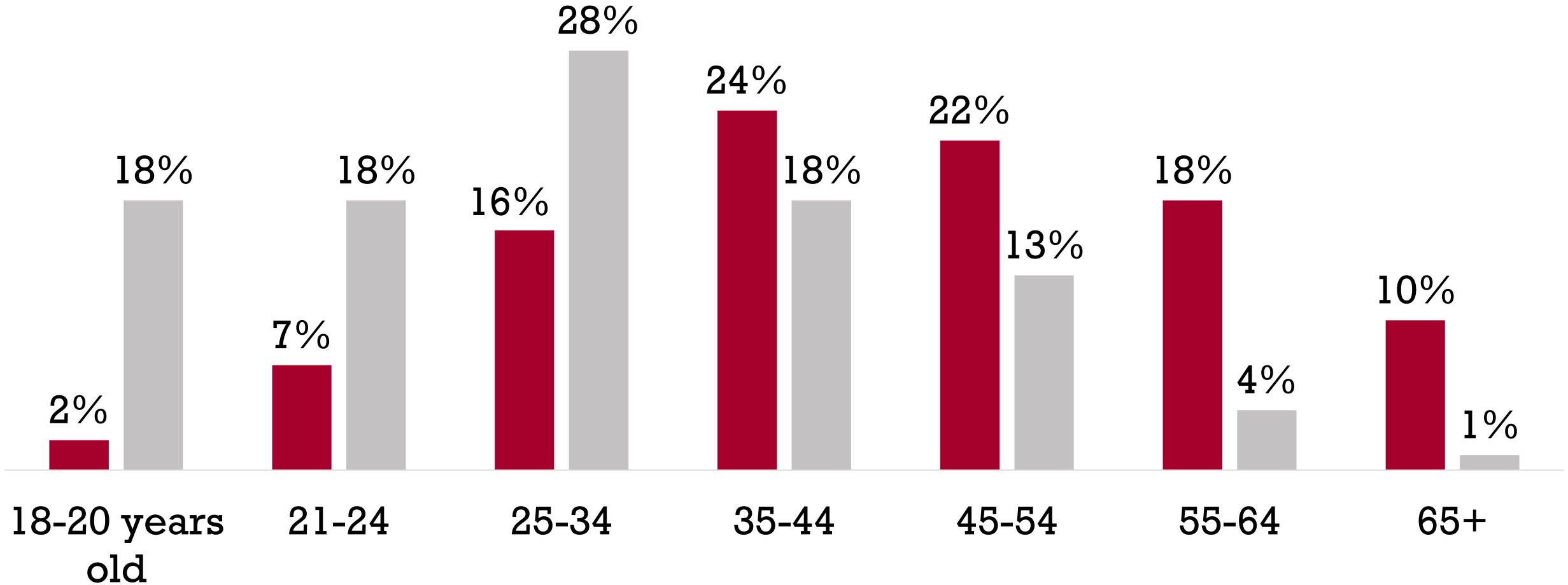
- Gender and ethnicity of survey respondents were representative of the general population for both San Diego and Imperial Counties
- San Diego County survey respondents had similar age, educational attainment, and income as the general population
- Imperial County survey respondents, however, were younger and had higher levels of educational attainment, and earned less income than the general population



# Age Breakdown of Survey Respondents

■ San Diego County (n=164)

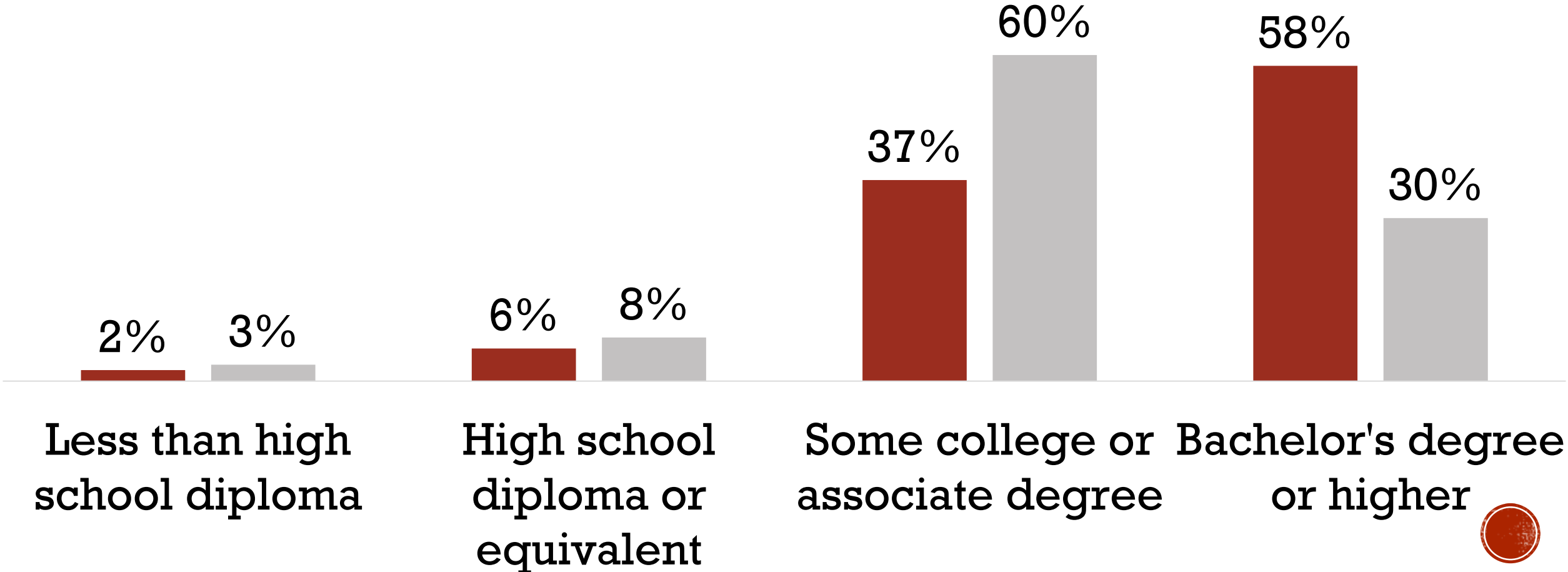
■ Imperial County (n=120)



# Educational Attainment of Survey Respondents

■ San Diego County (n=158)

■ Imperial County (n=120)

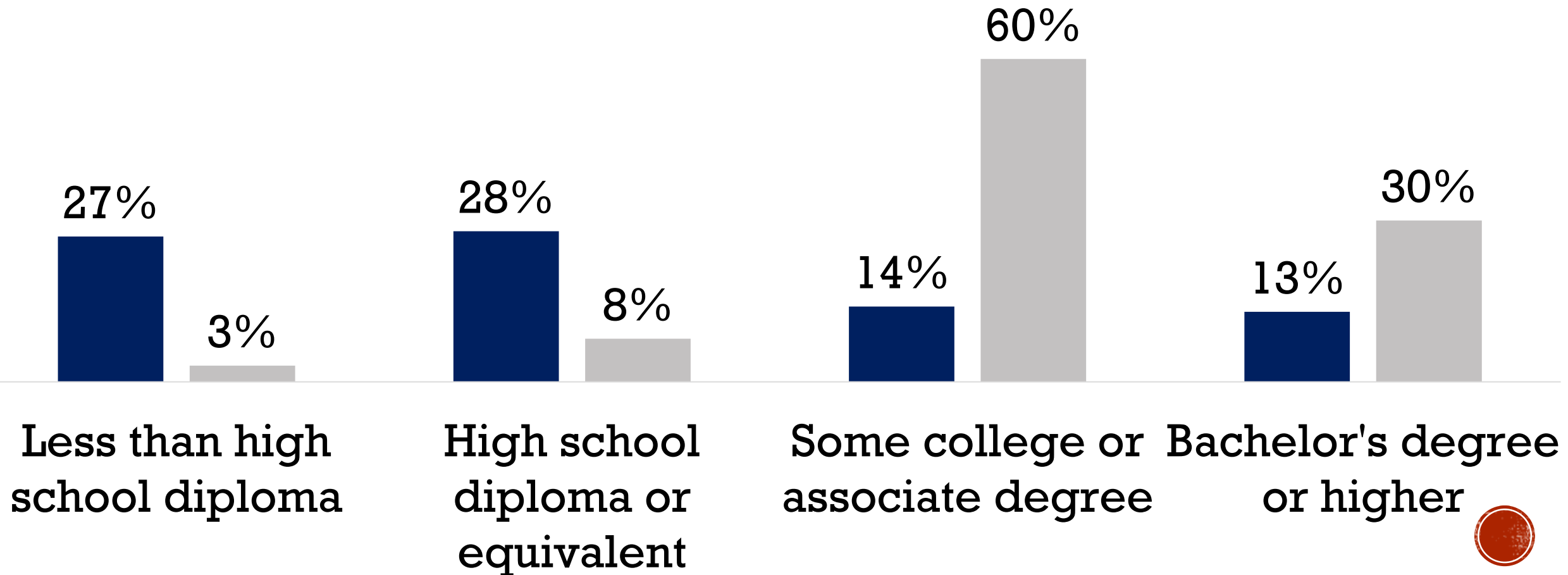




# Educational Attainment (Imperial County)

■ Adult Population (n=130K)

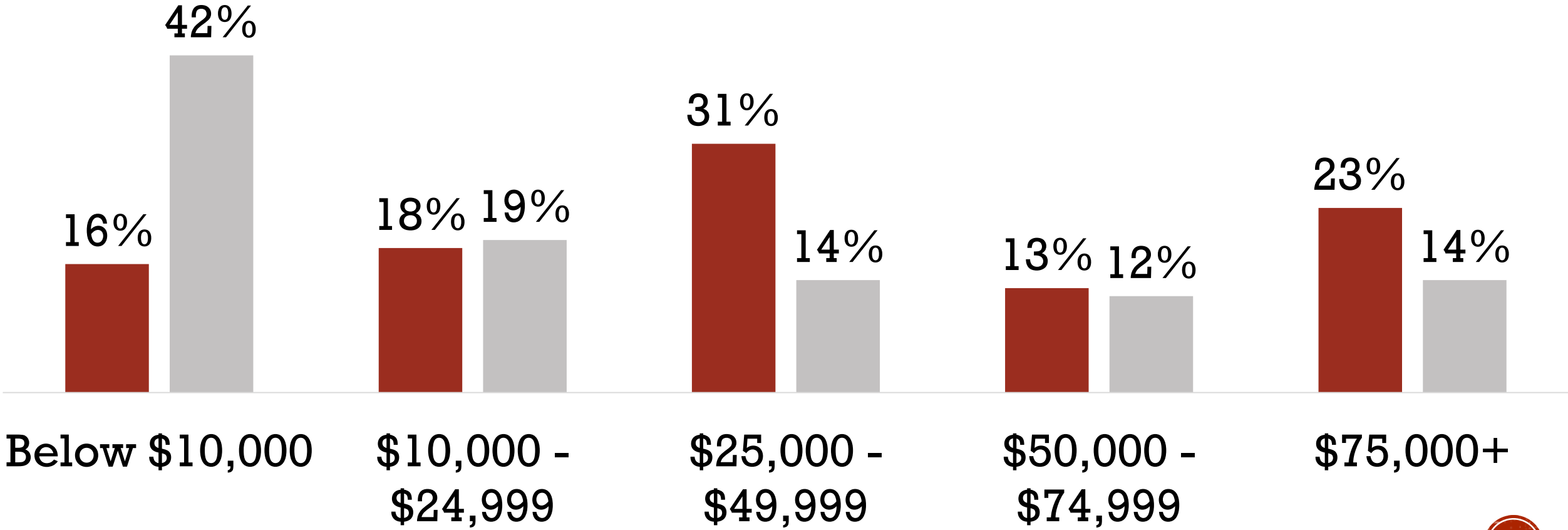
■ Survey Respondents (n=120)



# Income Breakdown of Survey Respondents

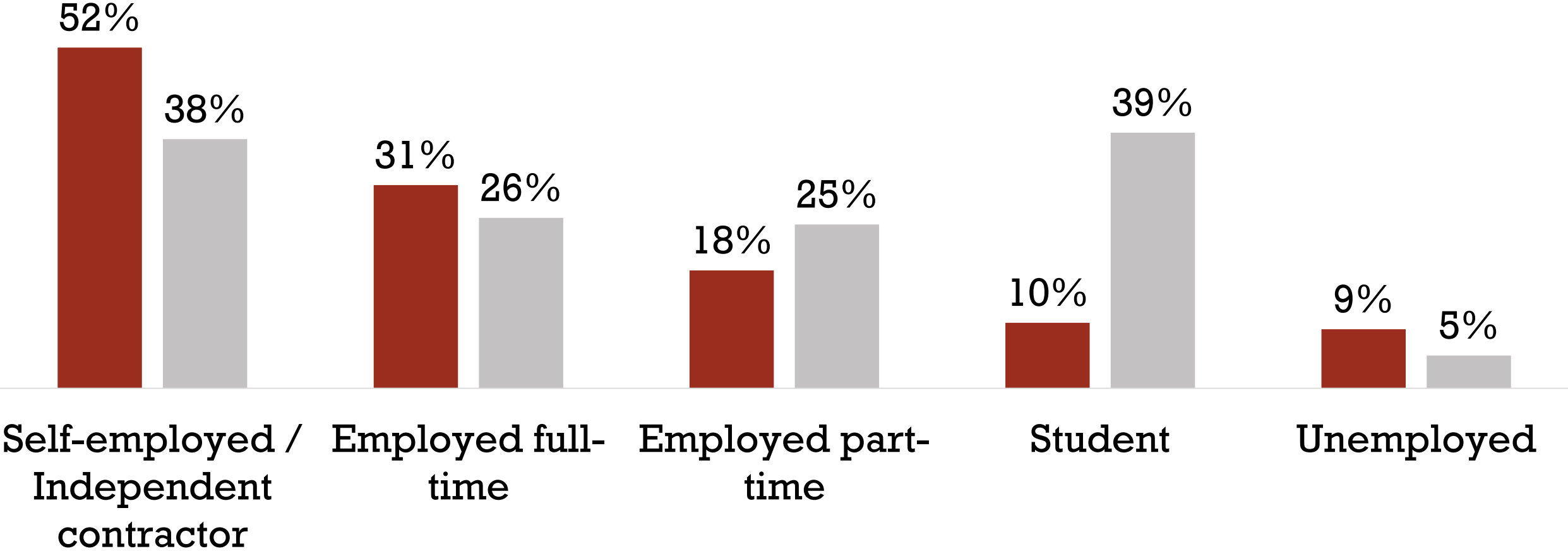
■ San Diego County (n=154)

■ Imperial County (n=120)



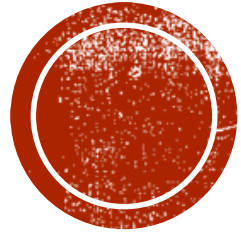
# Employment Status of Survey Respondents

■ San Diego County (n=164)    ■ Imperial County (n=120)



Percentages exceed 100 percent because respondents were allowed to select more than one response.





# CURRENT AND FORMER GIG WORKERS

# TOP 3 TYPES OF GIG WORK

## **Imperial County (n=120)**

- Selling services
- Selling products at markets, festivals, or online
- Contract work

## **San Diego County (n=164)**

- Contract work
- Selling services
- Driving services



# TOP 3 INDUSTRIES FOR GIG WORK

## Imperial County (n=120)

- Arts, Entertainment, and Recreation
- **Retail Trade**
- Healthcare and Social Assistance

## San Diego County (n=162)

- Transportation and Warehousing
- Professional, Scientific, and Technical Services
- **Retail Trade**



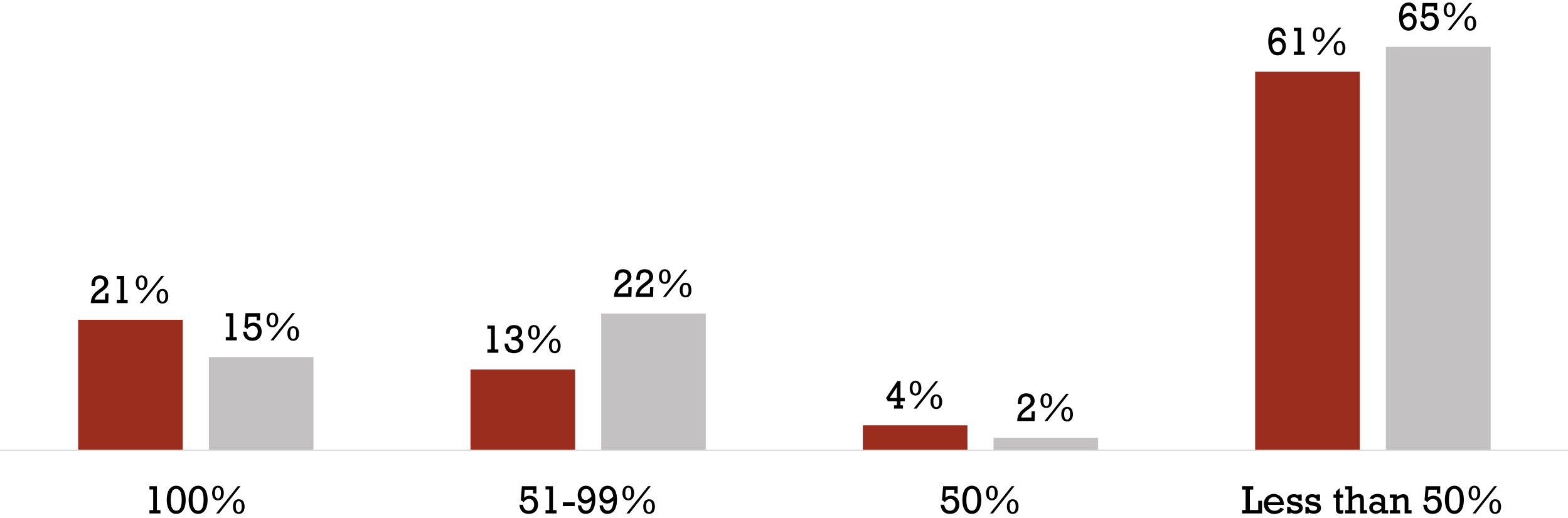
**Survey respondents from both counties reported that they continue gig work because they ...**

- **Can choose their own work schedule**
- **Earn extra money**
- **Find the work enjoyable**
- **Can be their own boss**



# Survey Respondents' Percent of Income from Gig Work

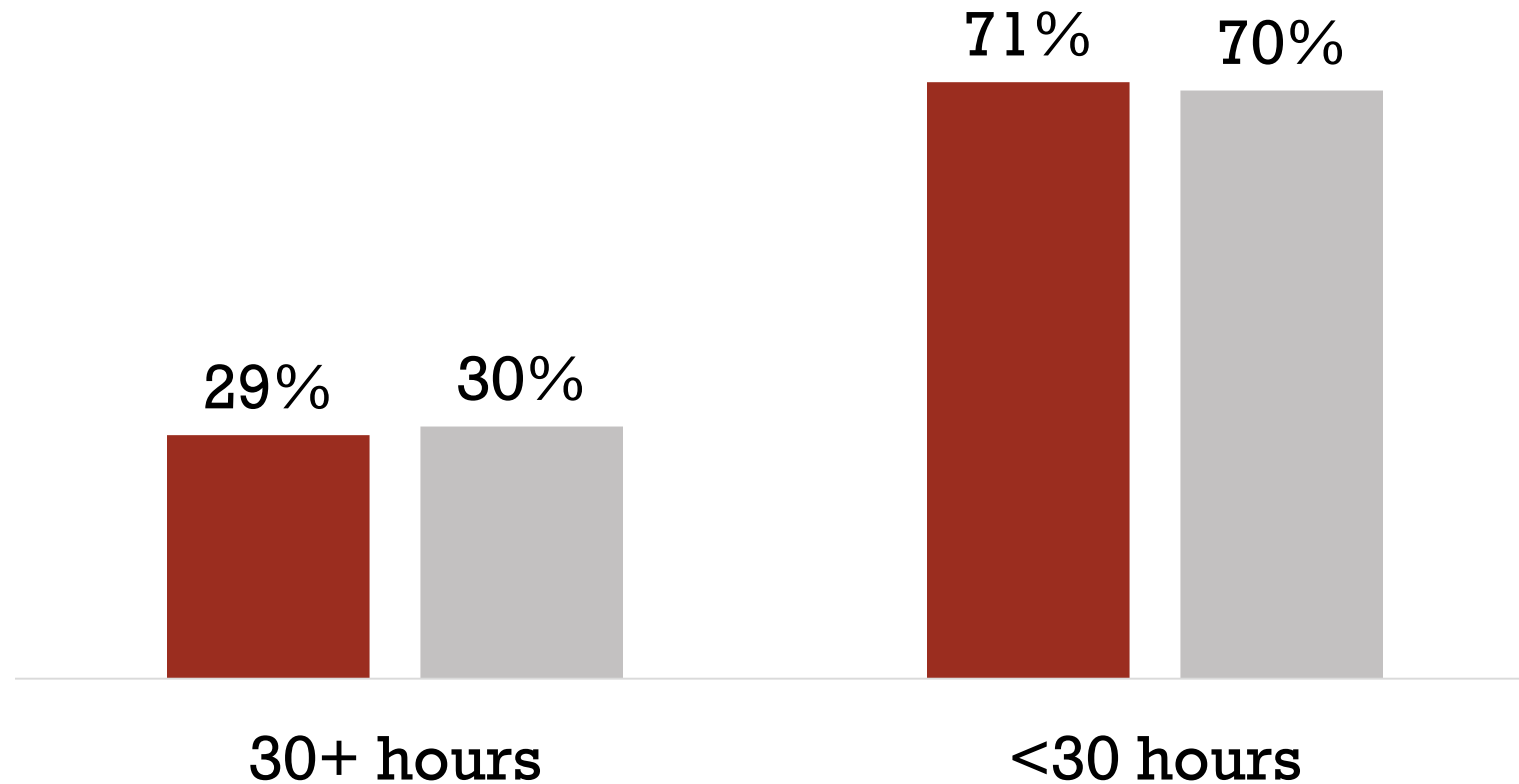
■ San Diego County (n=150)    ■ Imperial County (n=120)





# Survey Respondents' # of Hours Spent on Gig Work per Week

■ San Diego County (n=150)    ■ Imperial County (n=120)



# TOP 4 WAYS OF FINDING GIG WORK

## Imperial County (n=113)

- Friends and family
- **Social media**
- Online ads
- Professional contacts/networks

## San Diego County (n=150)

- Friends and family
- Professional contacts/networks
- Online ads
- **Online apps**



# INTERESTED TRAINING TOPICS

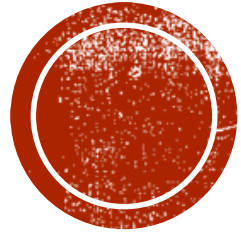
## Imperial County (n=106)

- Market self & increase sales
- Manage personal finances
- Use social media
- Writing business plan

## San Diego County (n=164)

- Find non-traditional work or clients
- Market self & increase sales
- Manage personal finances
- Write a business plan





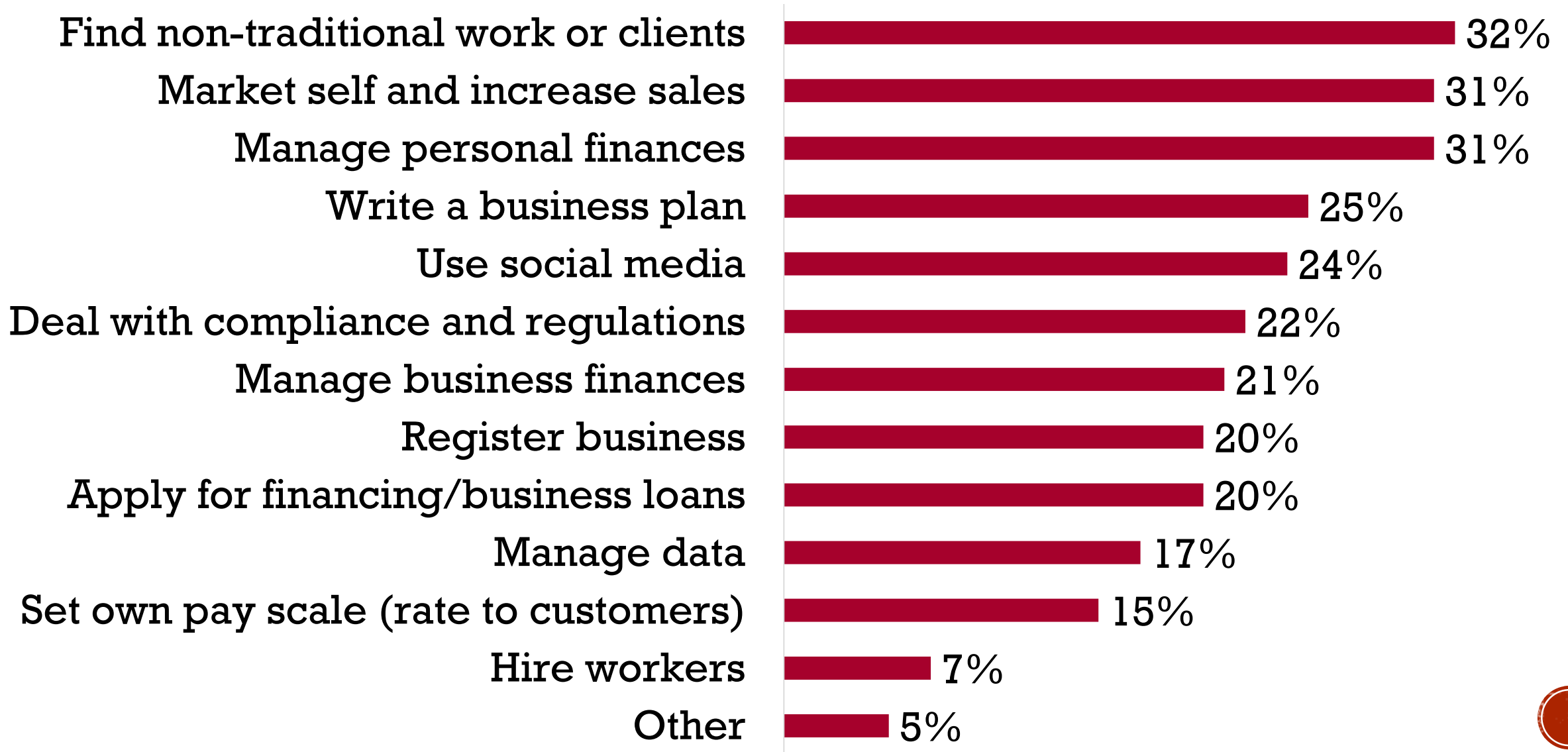
# KEY FINDINGS AND RECOMMENDATIONS

# FINDING #1

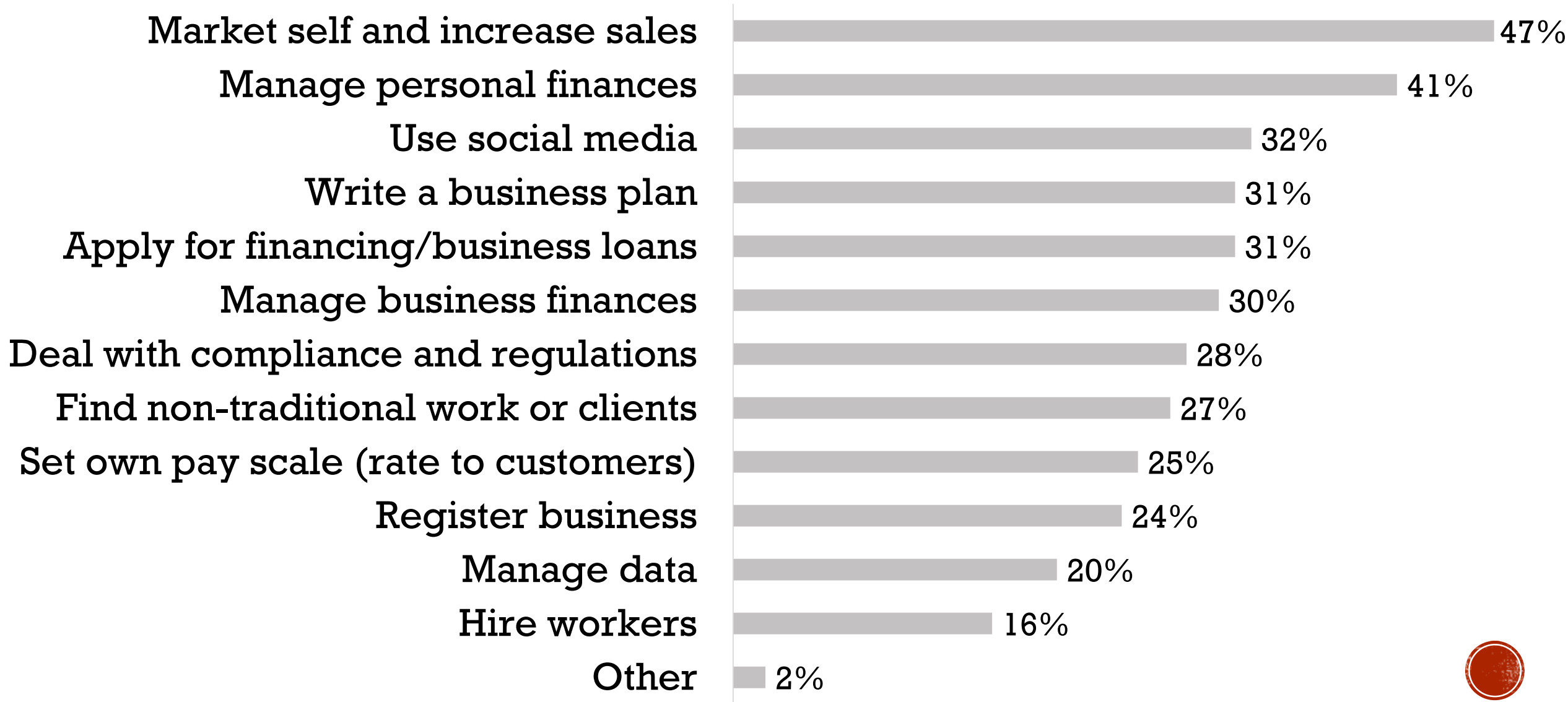
When asked if they would be interested in receiving training, more than 30 percent reported that they would like to know how to find non-traditional work or clients, how to market themselves and increase sales, and how to manage their personal finances.



# Training Topics That Gig Workers Are Interested In San Diego County (n=164)



# Training Topics That Gig Workers Are Interested In Imperial County (n=106)



# RECOMMENDATION #1

The community colleges could:

- Offer short, non-credit courses in the top topics for Gig Workers.
- Partner with organizations in San Diego County that already offer these types of courses and promote them to community college students who may be participating in the Gig Economy.
  - Small Business Development Center, Economic Development Corporation, etc.





# FINDING #2

The majority of gig workers reported having difficulty finding enough gig work to meet income needs. More specifically, self-employed or independent contractors had the most difficulty finding enough work. Self-employed or independent contractors primarily worked as Professional, Scientific, and Technical Services, such as consultants, interpreters, computer service providers, etc. The top two ways gig workers found gig work were through friends and family or through professional networks.



# RECOMMENDATION #2

The community colleges could:

- Offer and/or promote courses specifically on business development (i.e., finding clients).
- Additionally, focus group participants expressed interest in learning how to find remote work.



# FINDING #3

Gig workers reported that they quit gig work or considered quitting gig work because of 1) low wages and 2) concern about finding enough work to support themselves. They also selected “how to manage personal finances” as one of the top three training topics that they would be interested in.



# RECOMMENDATION #3

Community Colleges could:

- Offer training that covers finance and legal issues related to the Gig Economy (e.g., worker rights, wage exploitation, copyright infringement, tax implications).
- Watch AB 5 - Lawmakers in California have advanced a bill aimed at ensuring minimum wage, workers' compensation and other benefits for contract workers in the gig economy.
  - Uber, Lyft, and Doordash will fight this.
  - Could have unintended consequences for many businesses.



# FINDING #4

A recurring theme for participants who did not already have a full-time job at a company was to continue gig work until full-time, traditional employment was secured.



# RECOMMENDATION #4

The community colleges could:

- Market short-term Career Education programs that lead to in-demand jobs to gig workers.
  - Gig workers want gainful employment in a full-time position, however, they cannot stop gig work for training; they need income for living expenses. Short-term CE programs that have flexible schedules (e.g., online, hybrid programs) may benefit gig workers who spend approximately 30 hours a week in the Gig Economy. For example, a survey participant indicated that s/he would like “to learn coding...to make phone apps” while working in the Gig Economy.



# FINDING #5

Even if they spent 30 or more hours a week on gig work, survey and focus group participants did not consider gig work to be the same as full-time employment. As previously mentioned, current gig workers spend more than 30 hours per week in the Gig Economy if gig work amounted to 50 percent or more of their income. In other words, even if they do not consider gig work to be full-time, gig workers are committing a similar number of hours as full-time employees would at a company in a traditional employment setting.



# RECOMMENDATION #5

Career counselors and faculty could:

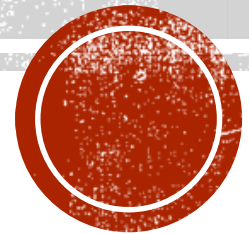
- Provide training on how to help transition workers in the Gig Economy to full-time employment.
  - Training could include how to communicate and translate gig work experiences into skills and traits that are in demand at companies (e.g., persistence, self-motivation).



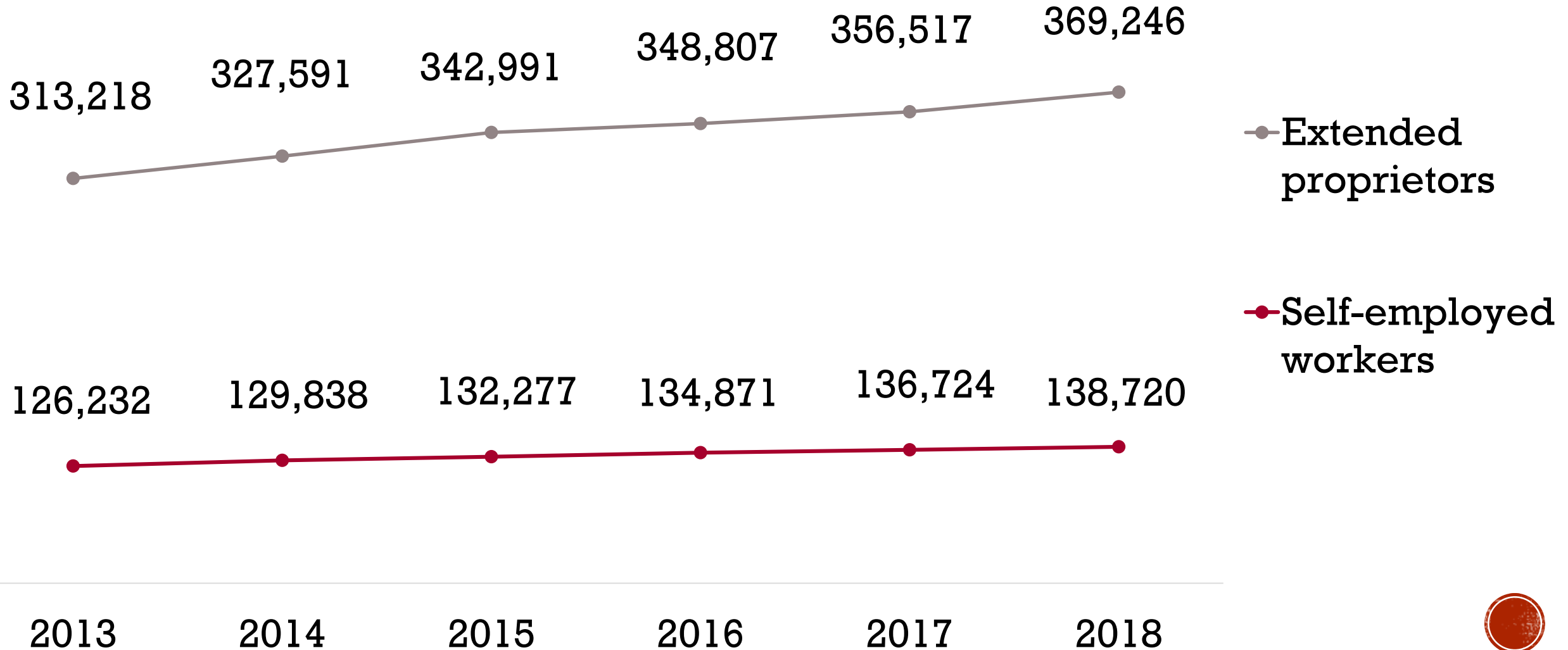


# **GIG ECONOMY**

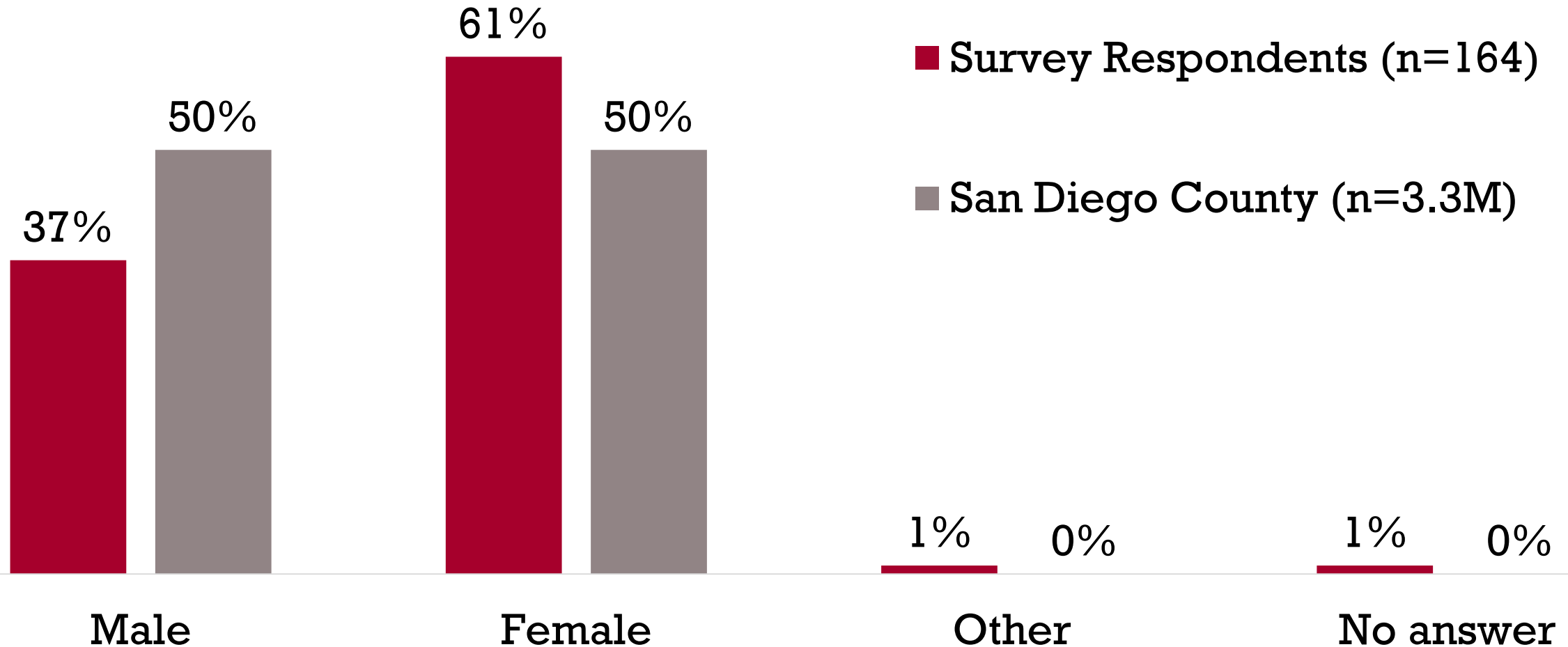
**A Survey of Gig Workers in San Diego and  
Imperial Counties**



# Number of Self-Employed Workers and Extended Proprietors in San Diego County, 2013-2018



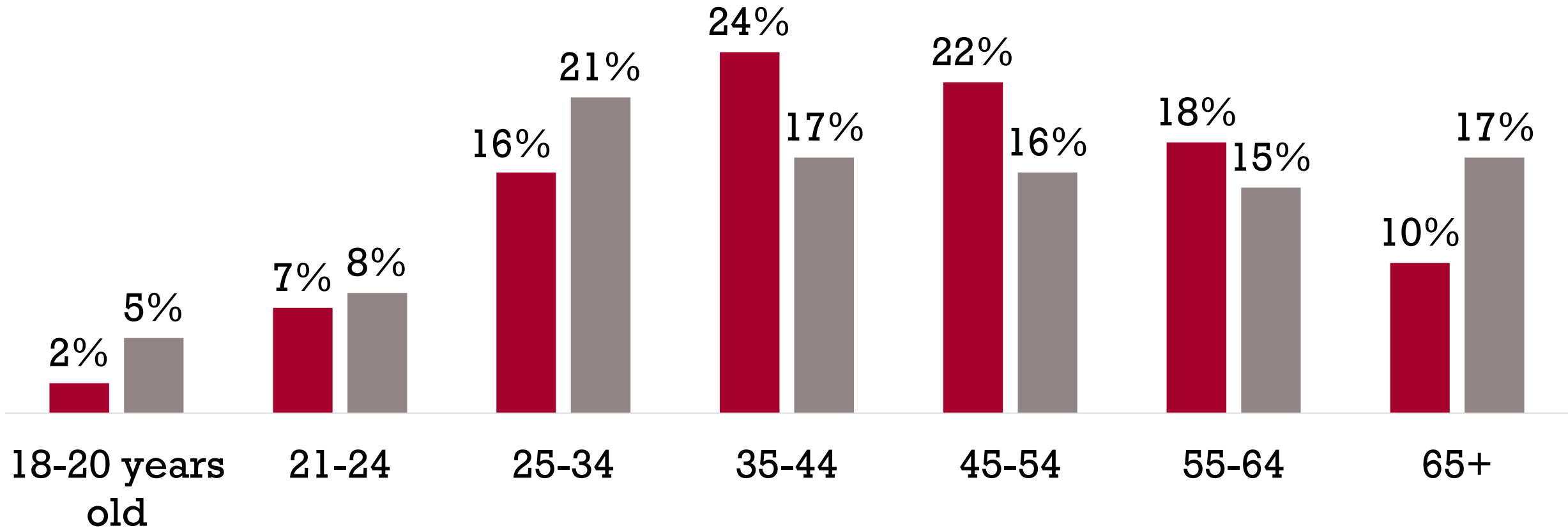
# Gender Breakdown of Survey Respondents vs. San Diego County Population



# Age Breakdown of Survey Respondents vs. San Diego County Adult Population

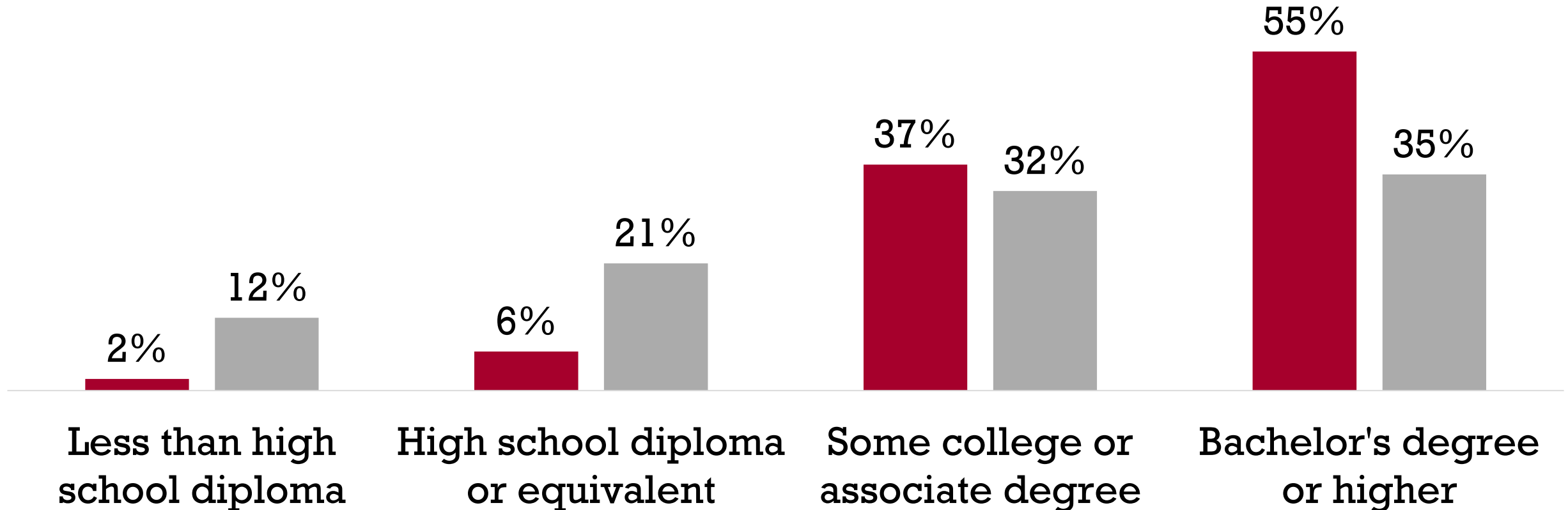
■ Survey Respondents (n=164)

■ San Diego County (n=2.6M)

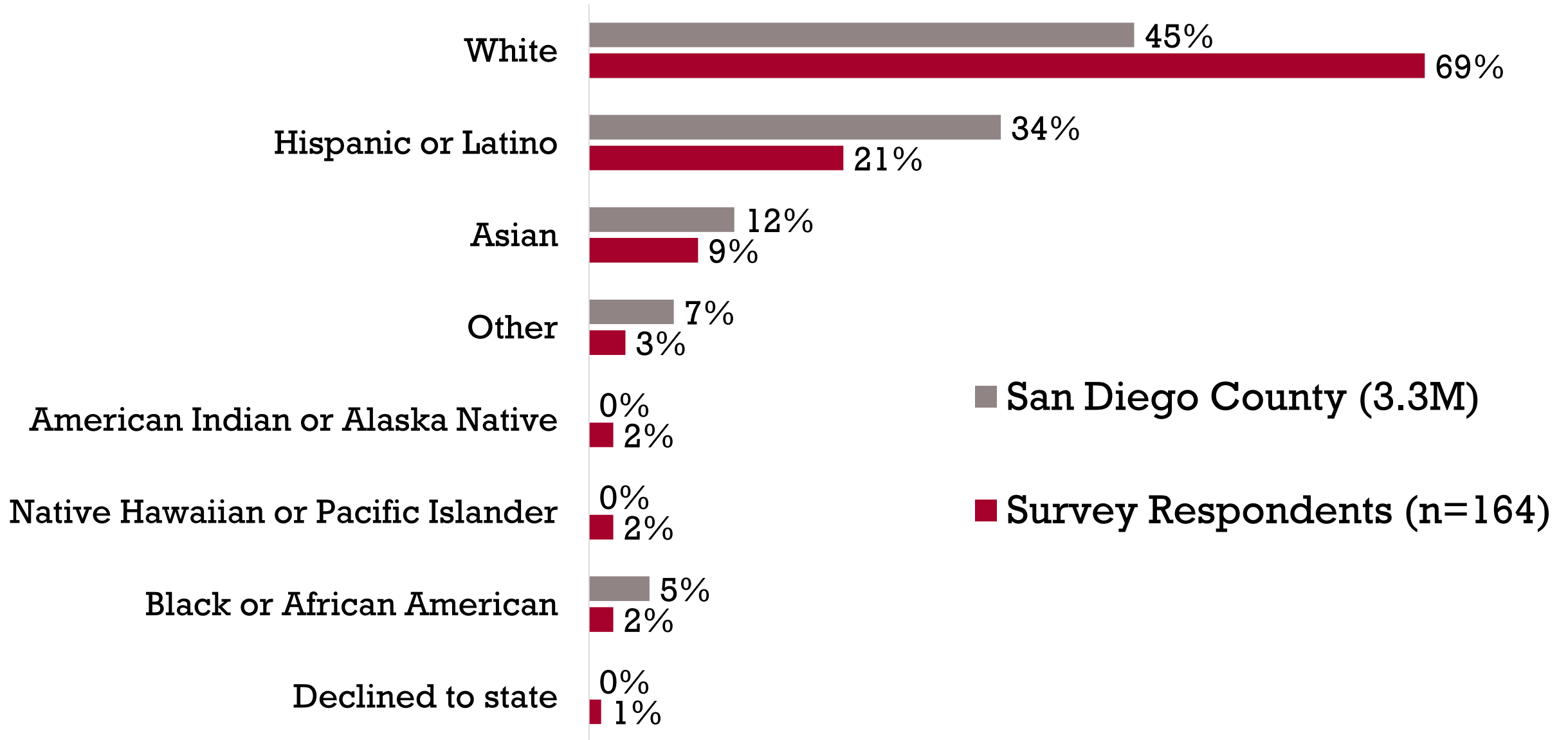


# Educational Attainment of Survey Respondents vs. San Diego County Population

■ Survey Respondents (n=158)      ■ San Diego County (n=2.6M)



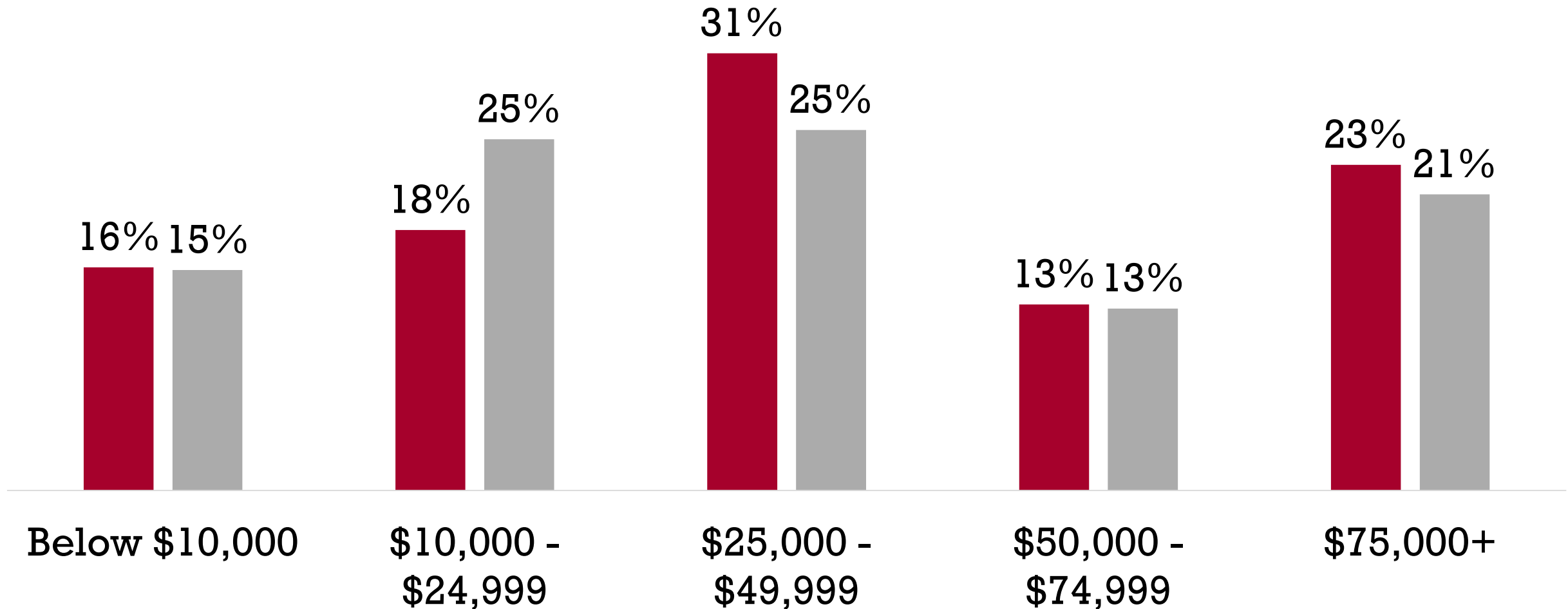
# Ethnic Breakdown of Survey Respondents vs. San Diego County Population

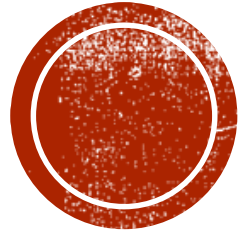


# Income Breakdown of Survey Respondents vs. San Diego County Population

■ Survey Respondents (n=154)

■ San Diego County (n=2.6M)

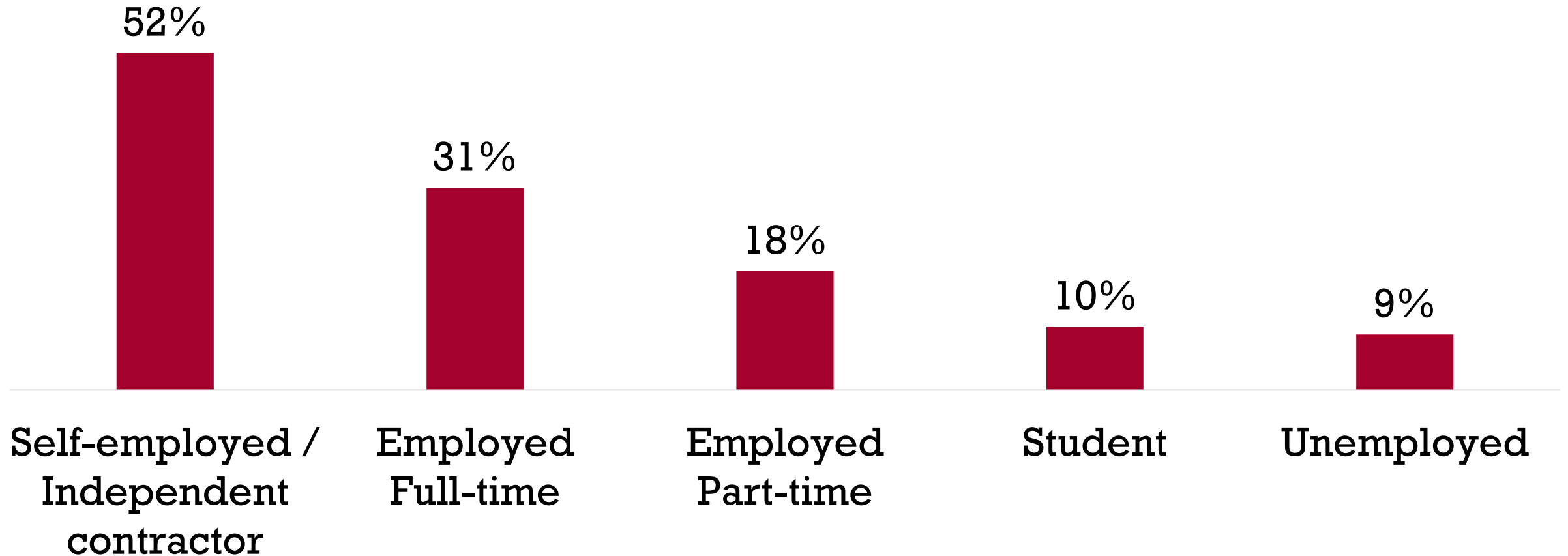




# DEFINING GIG WORKERS



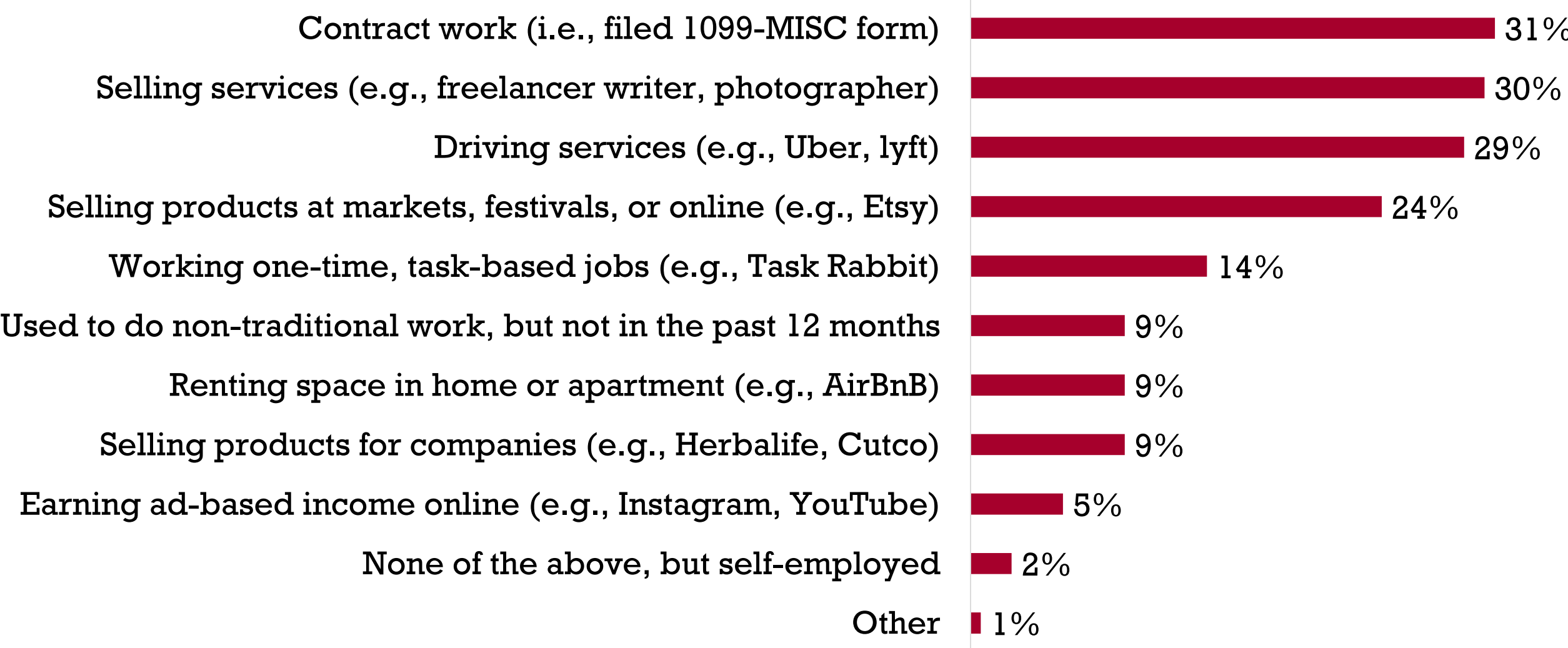
## Employment Status of Survey Respondents (n=164)



Percentages exceed 100 percent because respondents were allowed to select more than one response.



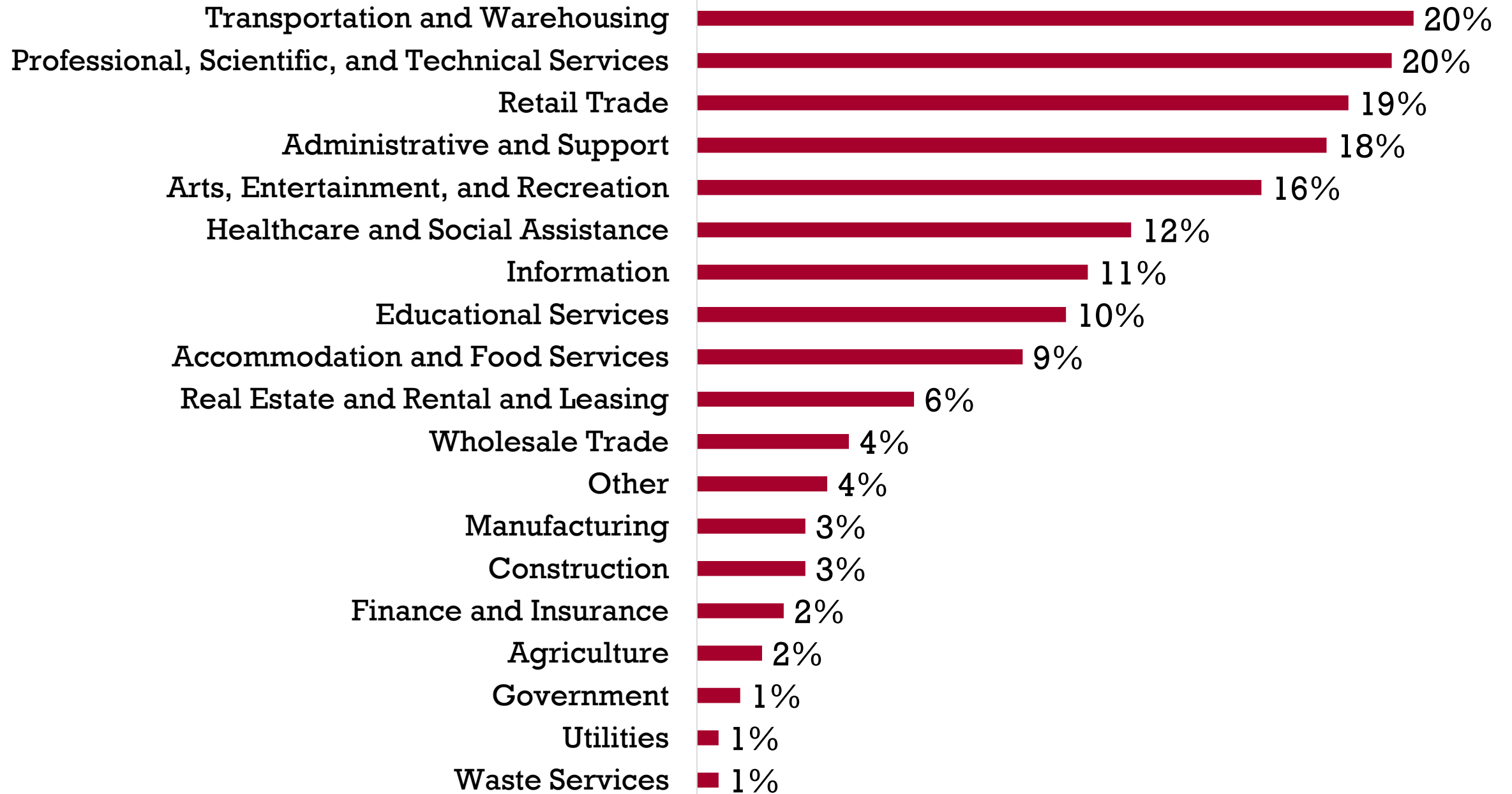
# Non-Traditional (Gig) Work Completed in the Past 12 Months by Survey Respondents (n=164)

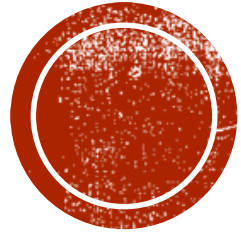


Percentages exceed 100 percent because respondents were allowed to select more than one response.



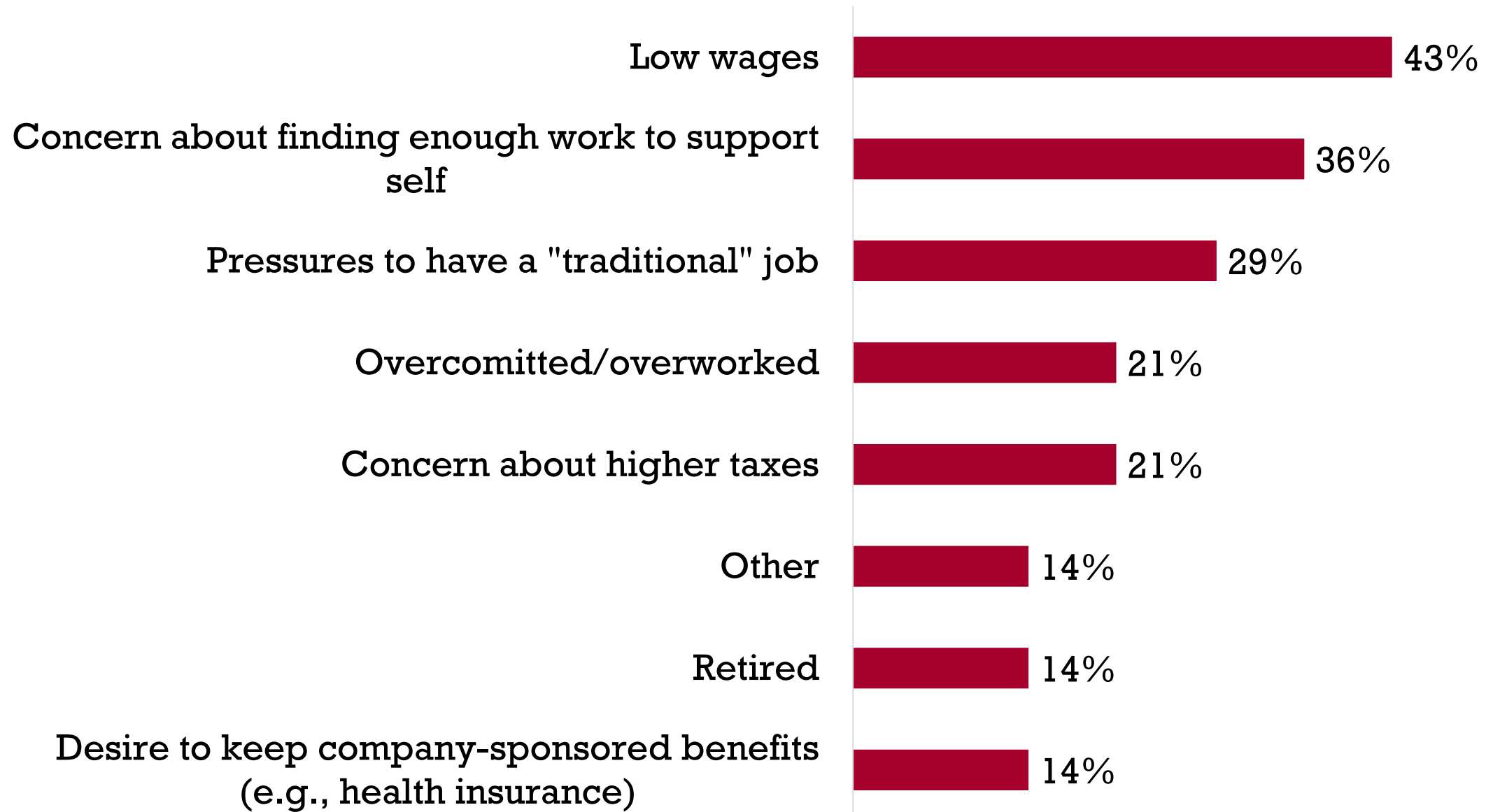
# Employment by Industry by Percentage of Respondents (n=162)



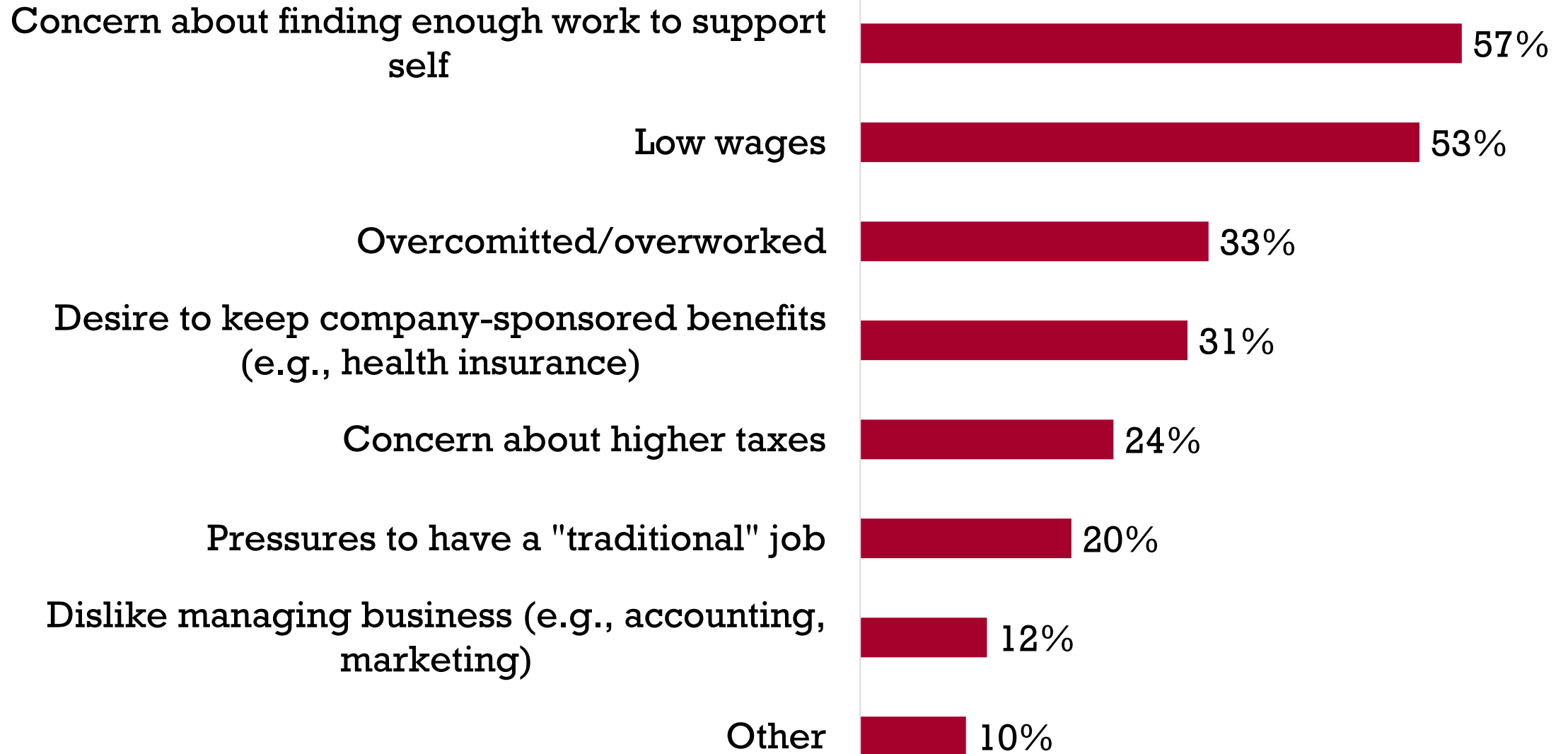


# CURRENT AND FORMER GIG WORKERS

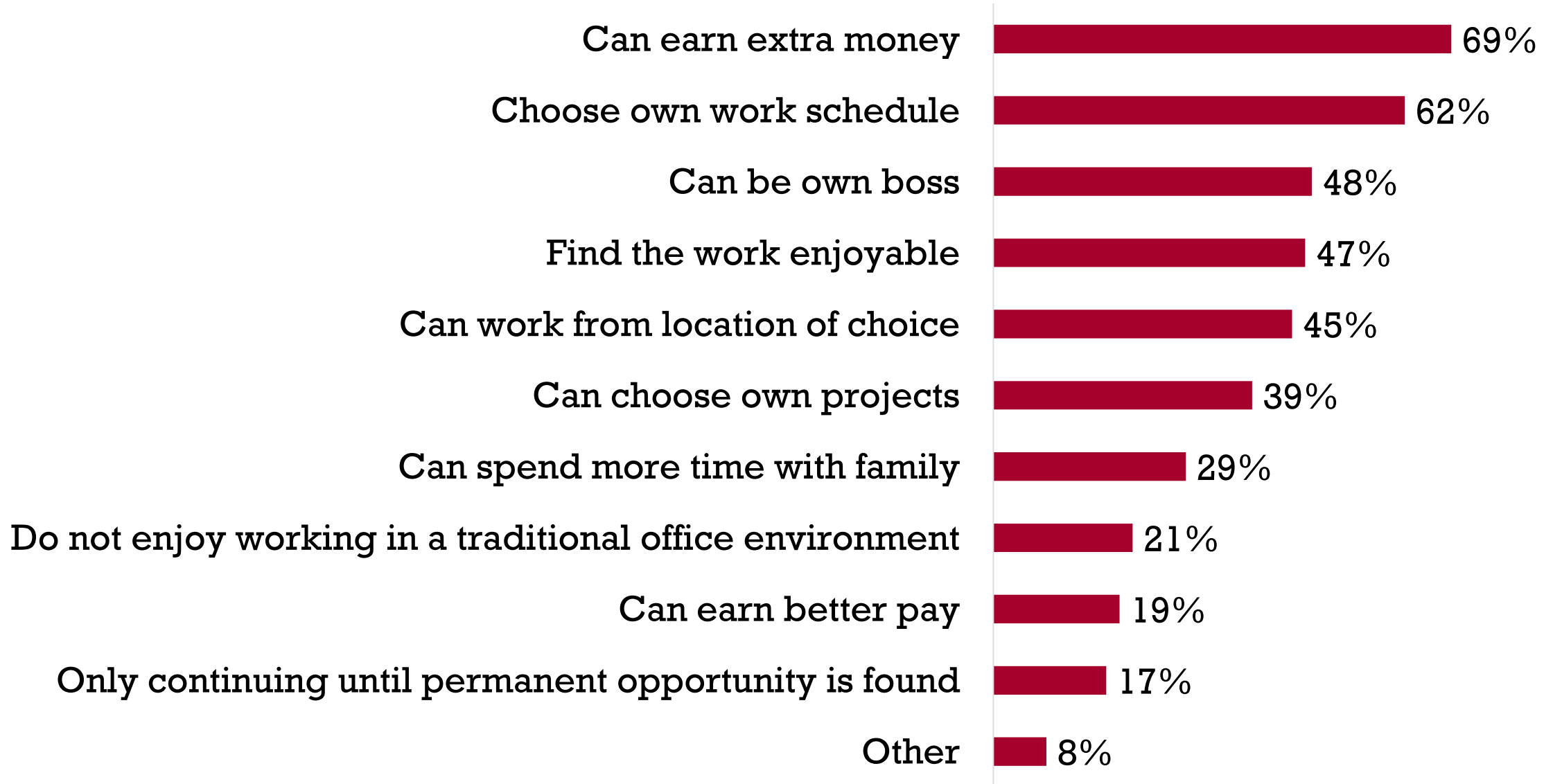
## Reasons Why Former Gig Workers Quit Gig Work (n=14)



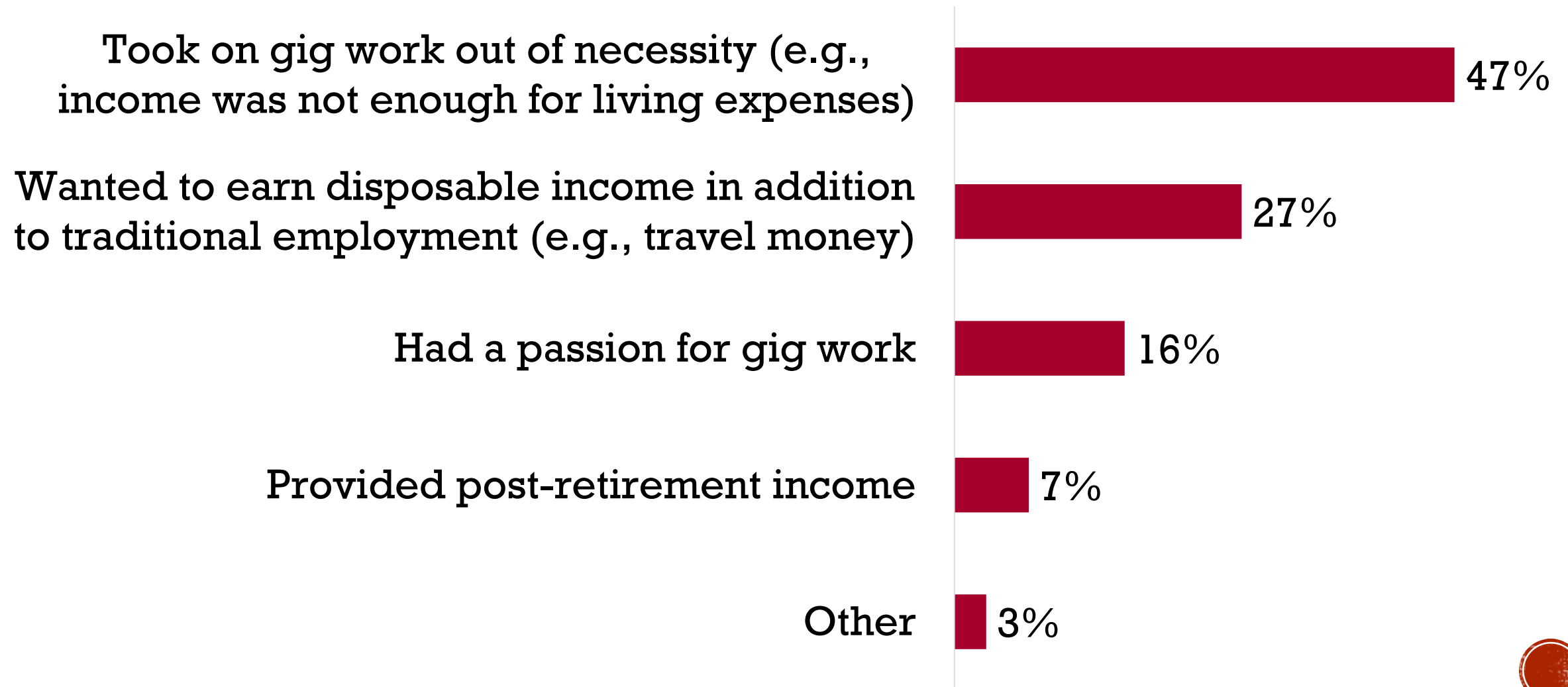
# Reasons Why Current Gig Workers Considered Quitting Gig Work (n=49)



# Motivation of Current Gig Workers for Continuing Gig Work (n=150)

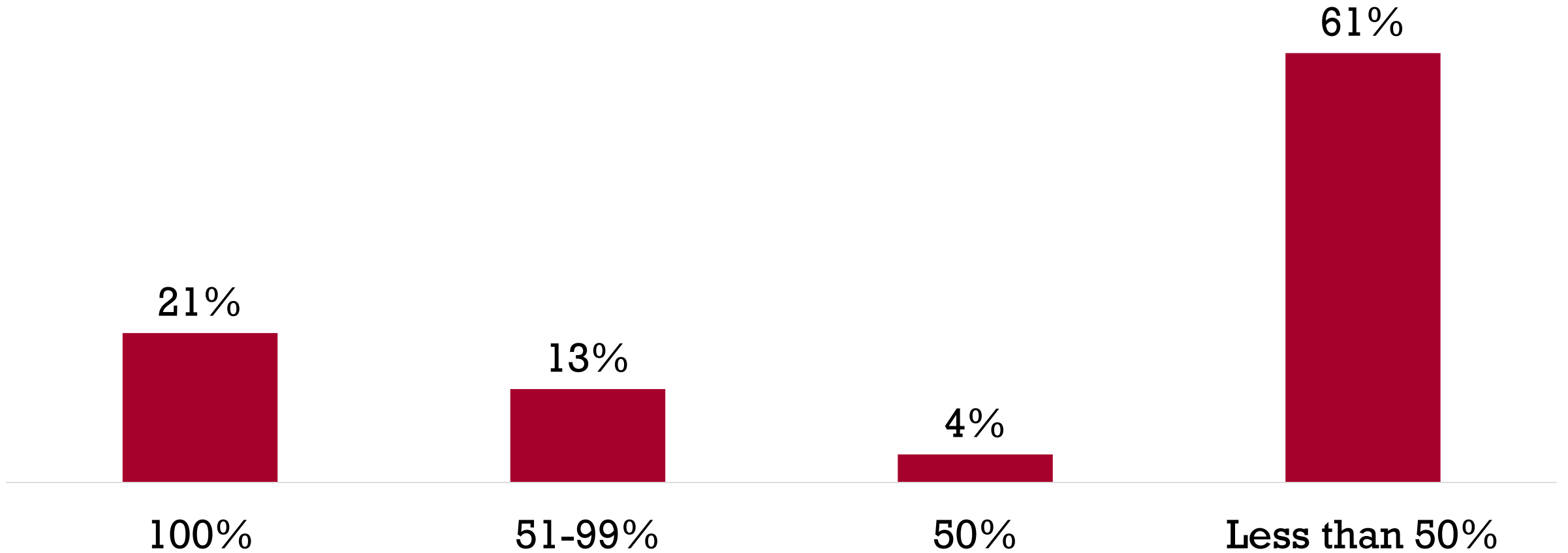


# Current Gig Workers' Primary Motive for Participating in the Gig Economy (n=150)

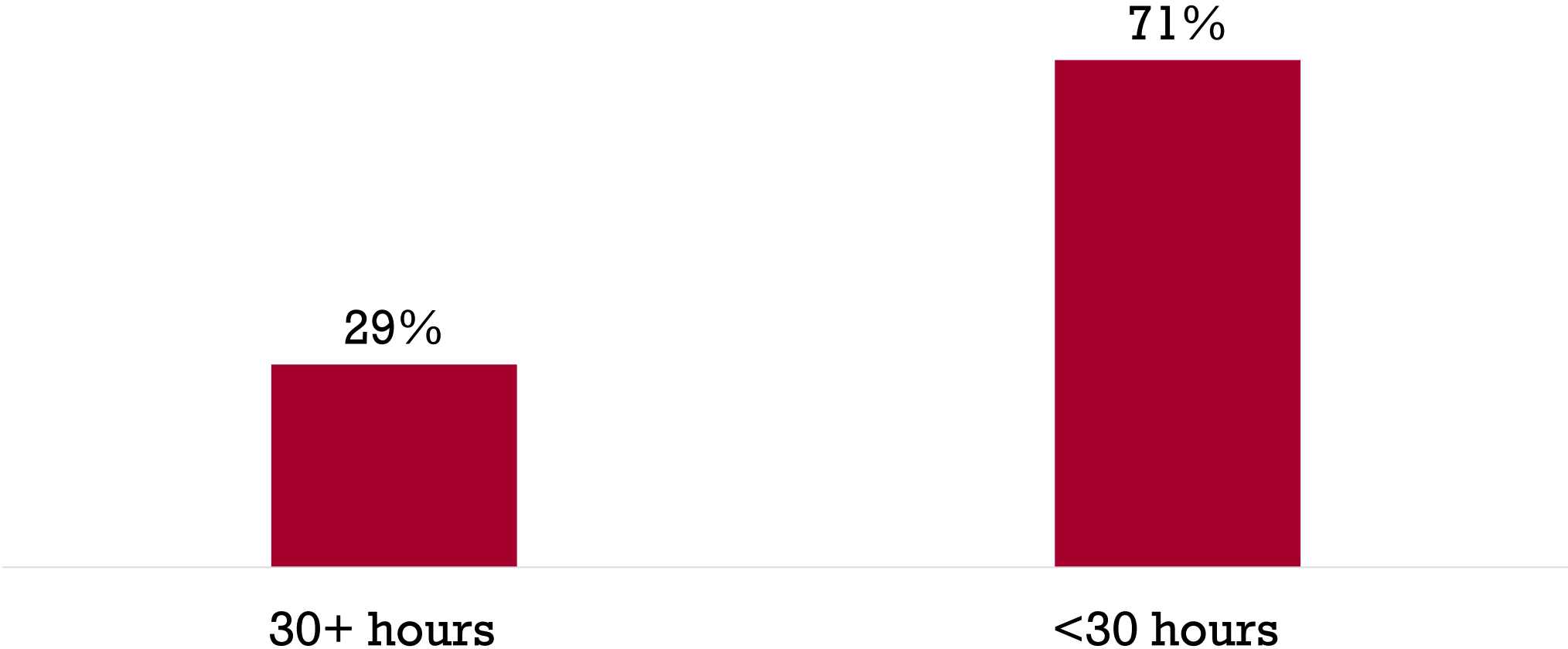




# Current Gig Workers' Percent of Income from Gig Work (n=150)

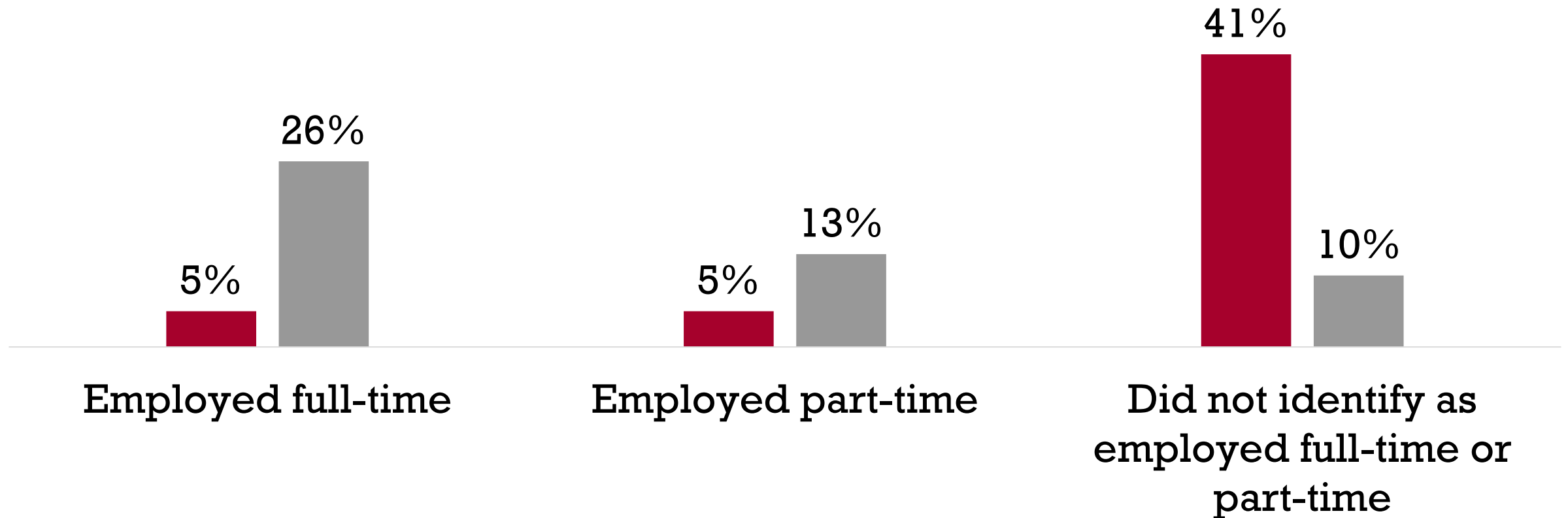


# Current Gig Workers' Hours Spent on Gig Work per Week (n=147)

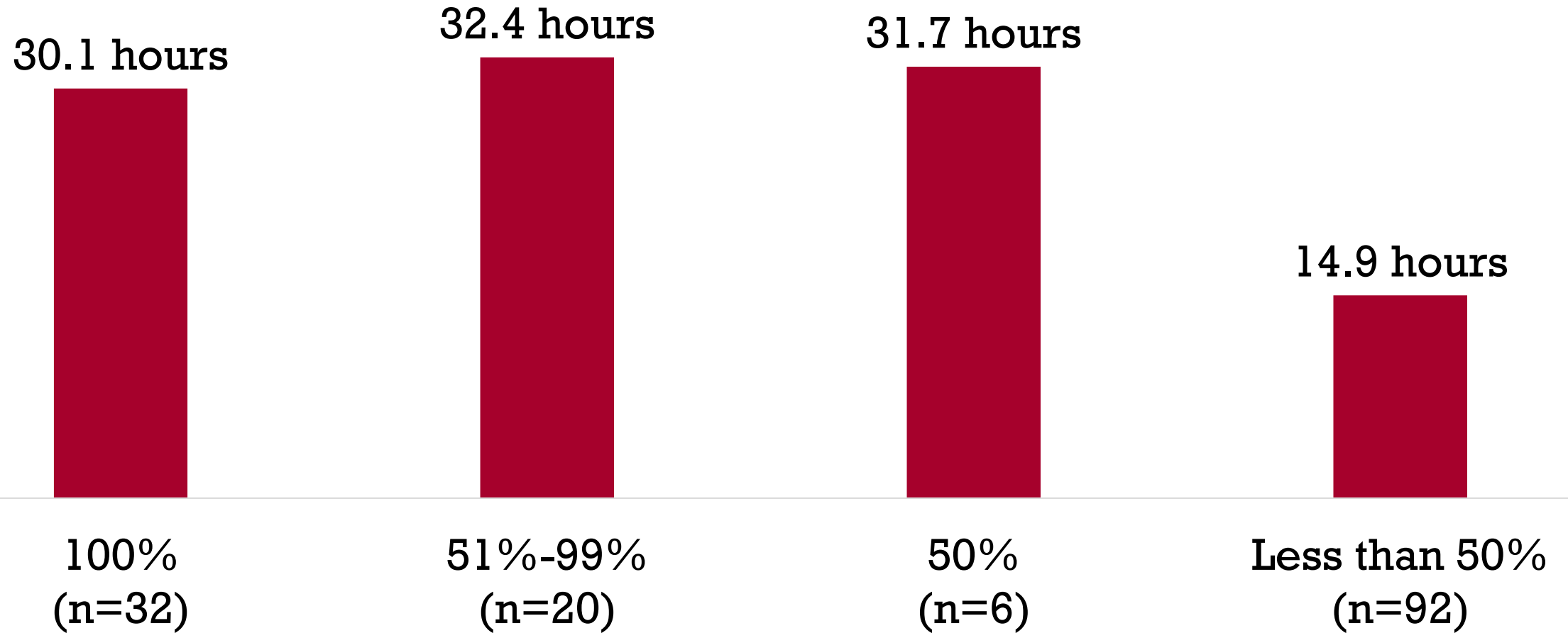


## Employment Status of Survey Respondents: Self-Employed vs. Non-Self Employed (n=164)

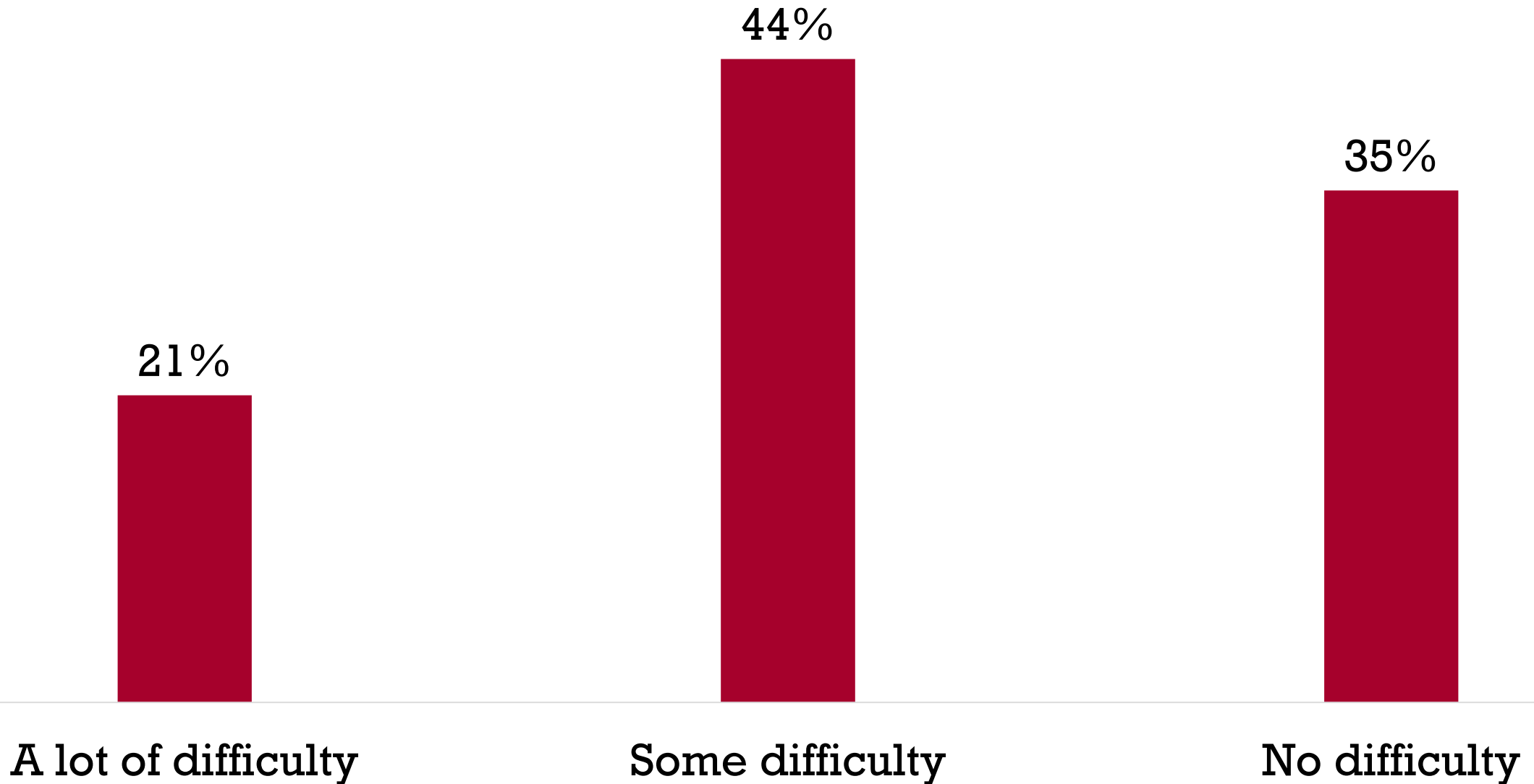
- Self-employed/independent contractor
- Did not identify as self-employed/independent contractor



# Number of Hours Spent on Gig Work per Week by Percent of Income (n=145)

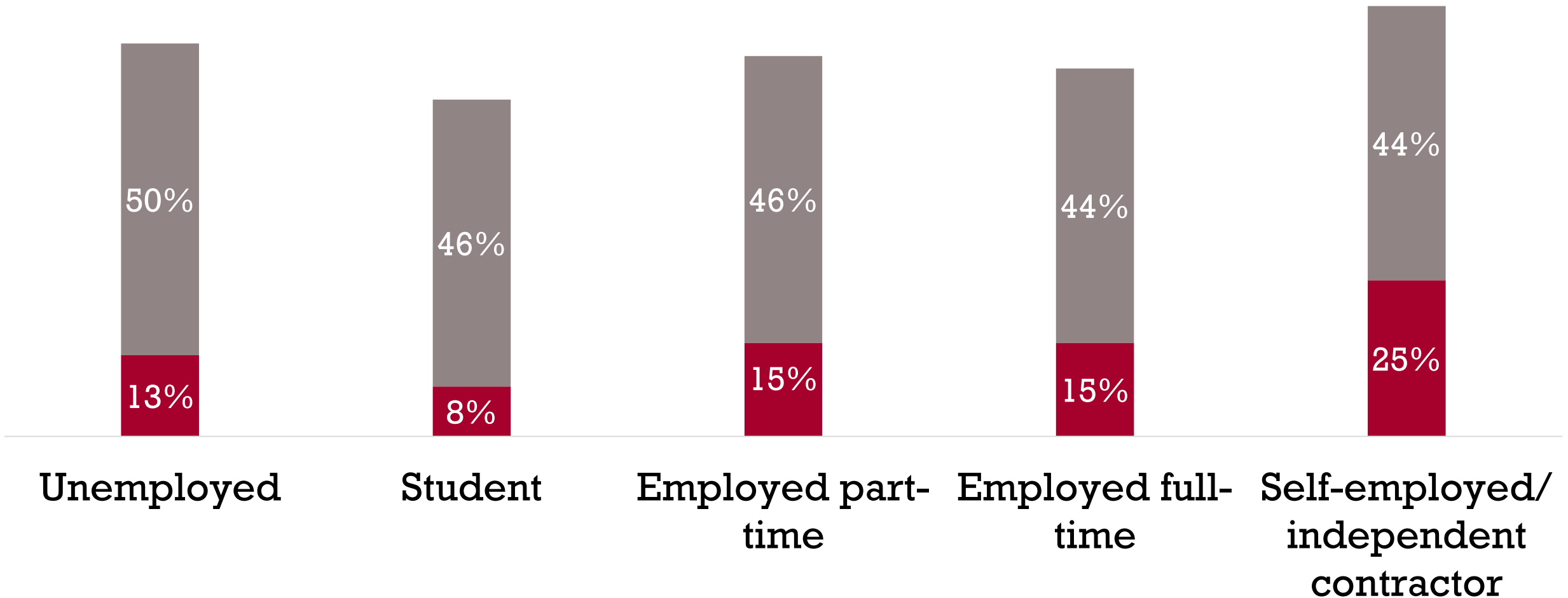


# Current Gig Workers' Level of Difficulty in Finding Enough Work to Meet Income Needs (n=150)

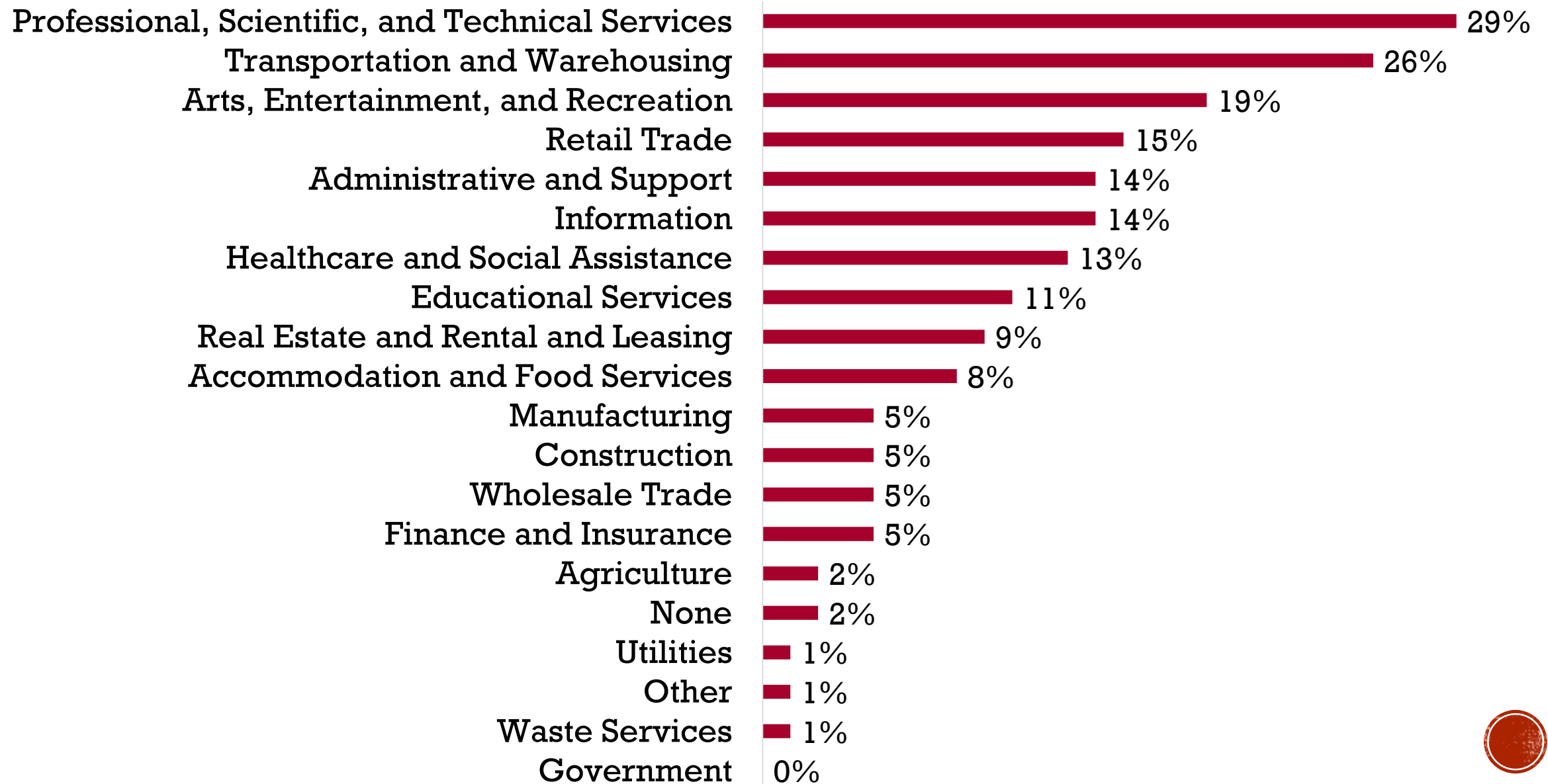


# Level of Difficulty in Finding Enough Work to Meet Income Needs by Employment Status (n=150)

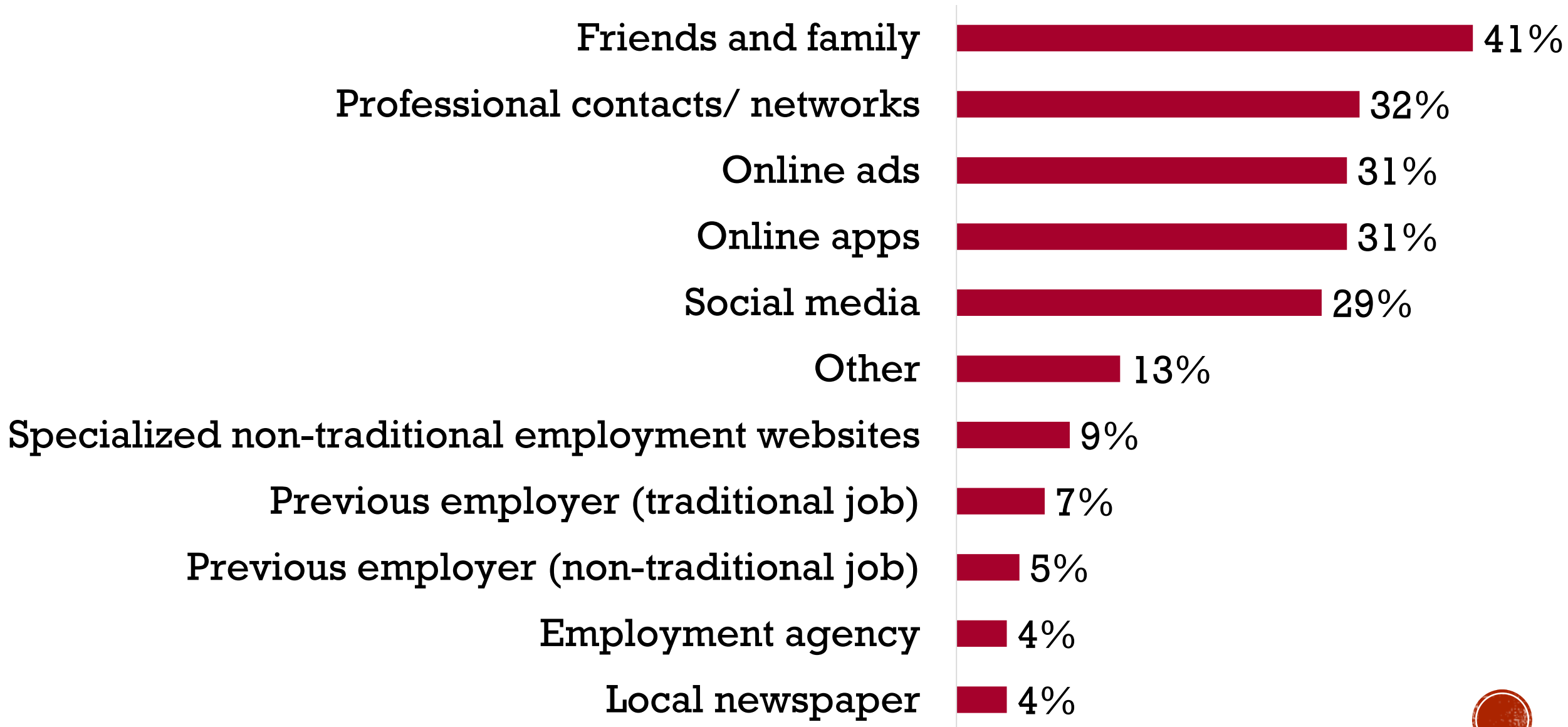
■ A lot of difficulty    ■ Some difficulty



# Employment by Industry by Percentage of Respondents Who Identified as Self-Employed or Independent Contractors (n=85)



# Current Gig Workers' Method of Finding Gig Work (n=150)





# Apps Gig Workers Use to Find Gig Work (n=47)

