



Not All Platforms Are Created Equal

WHAT YOU NEED TO KNOW WHEN SEARCHING FOR JOBS IN THE GIG ECONOMY

By now you've probably heard the buzzworthy term, "Gig Economy", right? But, what exactly is the gig economy? It's actually not a new concept. People have been working temporary gigs for centuries, but the term "gig" has taken on a new meaning with the addition of technology-driven platforms, like apps.

"There's this myth that the Gig Economy equals Uber driver," said Diane Mulcahy, author of *The Gig Economy: The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want*. "If you are not a full-time employee in a full-time job, you are part of the Gig Economy."

Research from 2016 shows that 24 percent of Americans reported earning money over the last year from the digital platform economy.¹ Experts also anticipate the number of people working on-demand and temporary jobs to grow from 3.9 million Americans to 9.2 million within the short span of five years.²

Why does this matter to you? Whether you're looking to supplement your current income or transition away from a traditional full-time position, job-finding apps can be a game-changer.

Here are some common reasons job seekers are using apps in their job search:

- 24/7 availability
- Flexibility & control
- Volume and accessibility of jobs
- Immediate payment
- Career enhancement

WHO'S TAKING JOBS ON MOBILE?



44% of events & venue workers



36% of hospitality workers



57% of warehouse workers



62% of general labor workers²



21% of waste recycling workers



40% of construction workers

There are a few types of staffing companies available to you when you're considering a new job. Each has its own strengths and weaknesses. Take a look at the comparison chart below to see how they stack up against one another.

| | Traditional Staffing | App-Based Staffing | Full-Service Staffing |
|--------------------------------------|----------------------|--------------------|-----------------------|
| App-based Technology | | ✓ | ✓ |
| Full-Service Staffing | ✓ | | ✓ |
| 24/7 Availability | | ✓ | ✓ |
| Volume of Jobs | | | ✓ |
| Availability (National vs. Regional) | ✓ | | ✓ |
| Quick Pay | | ✓ | ✓ |
| Career Enhancement | | | ✓ |

Finding the right job starts with finding the right partner. With PeopleReady and JobStack, you have the access, flexibility and volume of work to make choices that work for you.

Learn more at [PeopleReady.com/JobStack](https://www.peopleready.com/jobstack).

Sources:

<https://www.naco.org/featured-resources/future-work-rise-gig-economy#go>

¹Aaron Smith, "Gig Work, Online Selling and Home Sharing," Pew Research Center, November 2016.

²Intuit and Emergent Research, "Dispatches from the New Economy: The On-Demand Economy Worker Study." June 2017.

<https://www.chicagotribune.com/business/ct-gig-economy-workers-20170906-story.html>