

The Gigs & Side Hustles Economy: A Market Analysis October 2018

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- Ride sharing apps (Uber, Lyft)	
- Taxis and non-employers (Census data - 1997-2016, no. of non-employers)	
- Freelancing platforms for virtual work by contractors (Fiverr, Upwork)	
- Food and package delivery services (Uber Eats, Door Dash, Postmates)	
- Working for temporary staffing agencies (2003-2016 industry revenues)	
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- Avg. monthly earnings, by age group: 1994-2015	
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Tax forms issued by the IRS (1099s, W2s): 1994-2014

Millennials and Gig Work

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Summary & discussion of motivations for gig work

Findings of Deloitte study: workforce participation, earnings, most common gig jobs for Millennials

Prudential study findings: gig worker typical profile, characteristics

Definition of who is a Millennial

Number of Millennials vs. baby Boomers, growth rate

Job prospects of Millennials - discussion

Tables:

- Percentage of income represented by gig work: 2003-2015

- Median income reported by alternative workers: 2003-2014

Market Size & Growth

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Estimates of no. of gig workers and percent of workforce, avg. earnings, by JP Morgan Chase, Freelancer's Union, and other sources

Discussion of possible reasons for decline in gig job earnings for ride sharing services

Trends in gig work: participation by Millennials, business use of freelancers

Marketdata estimates of major competitor and industry revenues.

Competitor Profiles (Company description, headquarters address, model used, services, financials and estimated revenues when available)

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- **Uber**
- **Lyft**
- **Airbnb**
- **Door Dash**
- **GrubHub**
- **Instacart**
- **Postmates**
- **Fiverr**
- **Upwork**
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- **Personal coaching industry profile**
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Reference Directory

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List and contact information for relevant trade associations, reports, surveys, published articles, websites, other sources

