

COVID-19 Essential business growth indicator

Wonolo's Essential Business Growth Indicator, to be updated weekly, helps provide a snapshot of the growth at "essential" businesses amid COVID-19.



About the indicator

It's based on an analysis of about 40,000 individual shifts, representing hundreds of thousands of hours worked, posted on the Wonolo platform for blue-collar gig workers [since the U.S. Department of Health and Human Services labeled COVID-19 a public health emergency on January 31.](#)

Workers performed these shifts for essential businesses across the country. Wonolo has taken a range of steps to help workers stay safe, including offering paid Flex Time Off, offering financial assistance to anyone asked to self-isolate by a public health agency, and encouraging businesses to pay workers more. [Read more here.](#)

We define essential businesses using guidance released by the federal government to include General Labor, Merchandising, Fulfillment/Warehousing, Delivery, Manufacturing/Production, Food Production, and Washing & Cleaning.

In the coming weeks, we'll update these data and try to answer additional questions, such as:

Are essential businesses continuing to expect growth in the future? (Businesses post openings on our platform sometimes weeks in advance.)

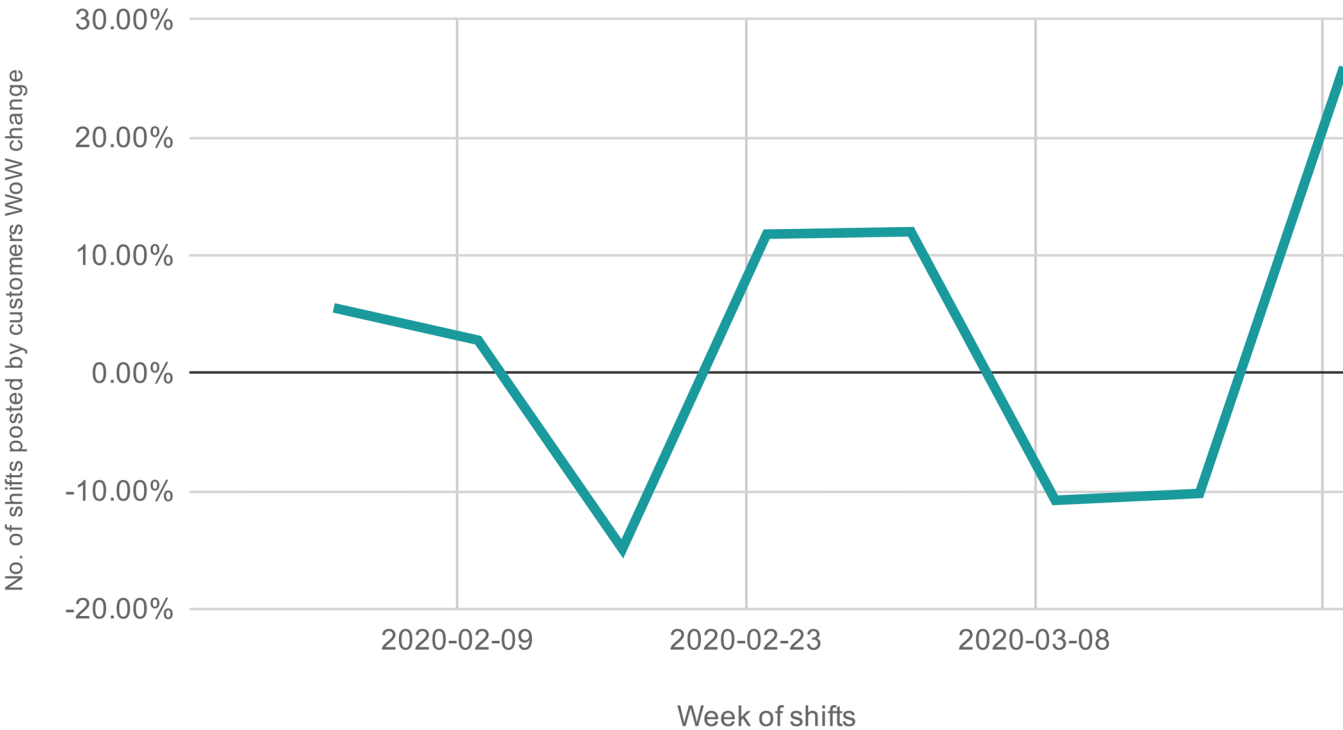
Is the rise in unemployment driving people to pick up gig work?

Wonolo is an online platform that connects workers - or "Wonoloers" - to retail, e-commerce, distribution, fulfillment, and other types of blue collar, frontline jobs across the U.S. Founded in 2014, Wonolo serves over 300,000 gig workers, providing them access to job opportunities across the nation at companies like Coca-Cola, UNIQLO, Papa John's, and thousands more. These "Work Now Locally" opportunities vary widely, from customer service, delivery, and event staffing to food production, warehousing, and manufacturing.

Wonolo has over 200 employees, including in their San Francisco and Nashville headquarters, serving workers and companies in the following metropolitan areas: New York, New Jersey, Chicago, Atlanta, Dallas/Fort Worth, Miami, Detroit, Nashville, Charlotte, Memphis, Indianapolis, Columbus, Salt Lake City, Austin, and San Antonio.

Growth at essential businesses jumps 20.43% in 2 months

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The growth of essential businesses in the U.S. is increasing. The number of shifts posted on the Wonolo platform by essential businesses has jumped 20.43%

in 2 months since the U.S. Department of Health and Human Services labeled COVID-19 a public health emergency on January 31.

Top 3 markets for essential business growth*

160%

 Arizona

39%

 Illinois

297%

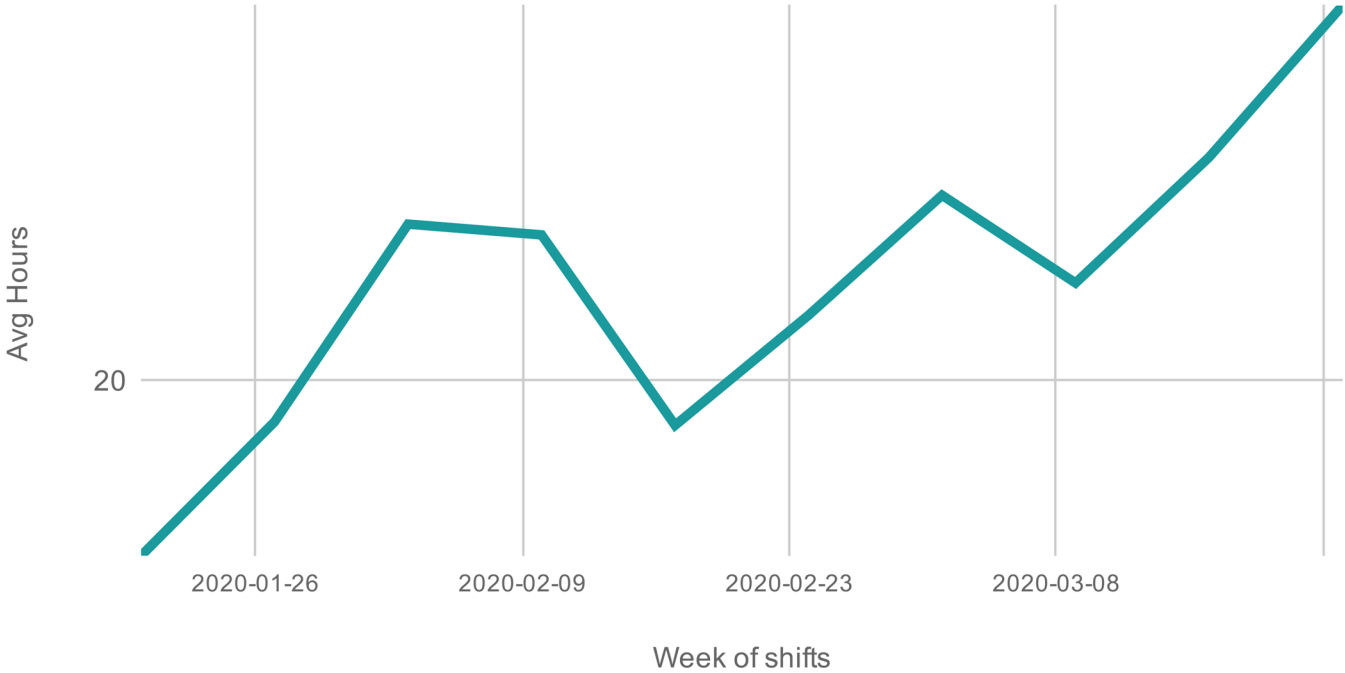
 New Jersey

*We looked at 40,000+ jobs posted on the Wonolo platform from Jan 23rd to March 30th, 2020 (one week before the U.S. Department of Health and Human Services labeled COVID-19 a public health emergency

on January 31). The percentage refers to the increase in the number of shifts posted on the platform during this time period.

Blue-collar gig workers continue to be a lifeline for essential businesses

Avg hours worked per month by active gig workers at essential businesses

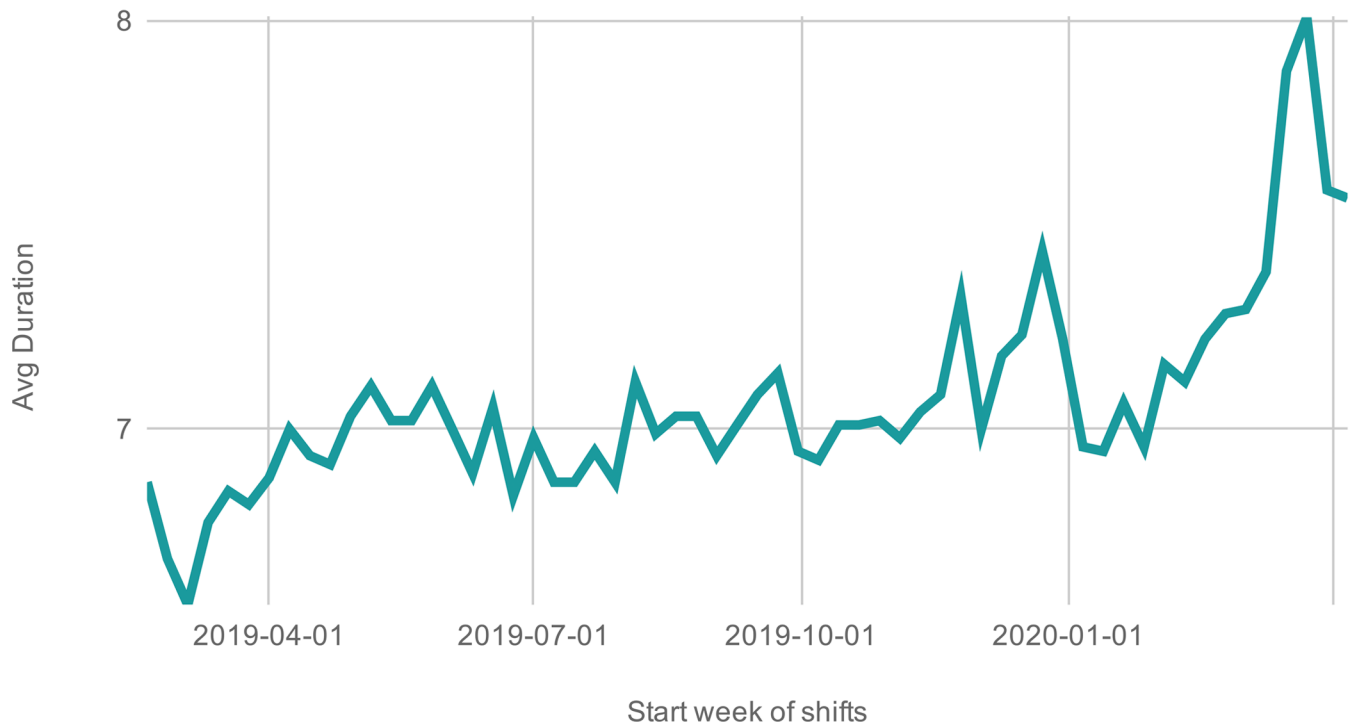


Blue-collared gig workers continue to be a lifeline for essential businesses, clocking in a monthly average of 22 hours at essential businesses, up from the usual 18-hour seasonal average.

40% of these workers do multiple gigs, and another 38% of these gig workers squarely rely on gig work to put food on the table.¹

Individual shifts are 30% longer than the same time last year (YoY)

Avg duration of shifts have increased

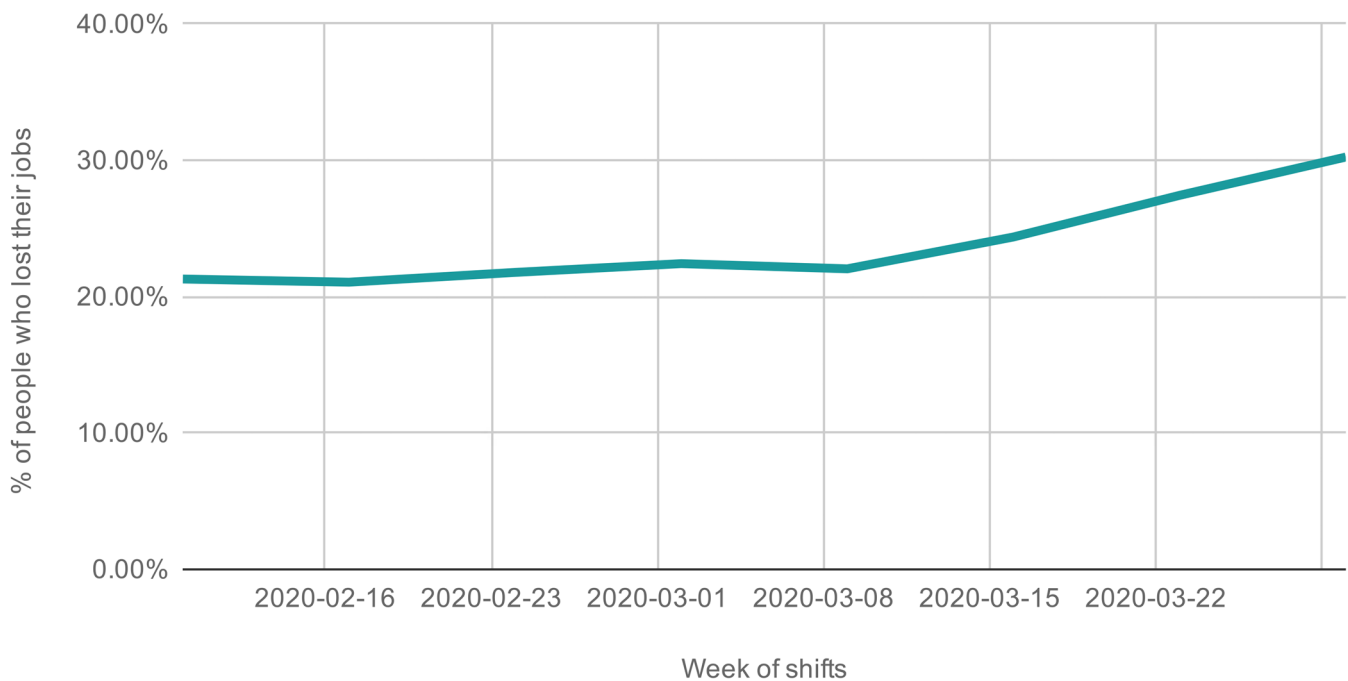


The average duration of shifts posted on the platform has increased by 33% year on year as a result of Essential Business growth. Not only did Essential Businesses

posted more job slots, but each job slots also became longer by an average of 1 hour.

People are increasingly turning to gig work amid high layoffs from COVID-19

% of people who joined the Wonolo platform due to unemployment

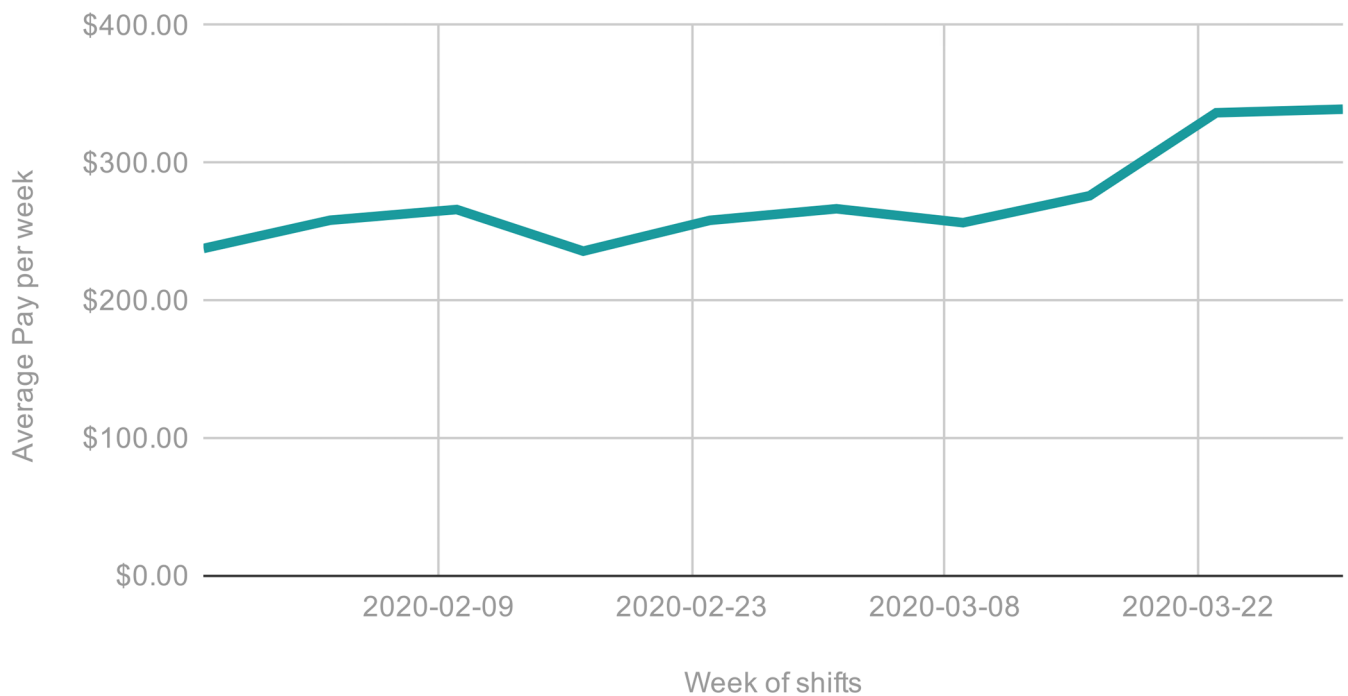


We started seeing an uptick in people indicating their reason for joining the Wonolo platform as “unemployment”. The percentage of workers indicating that they are seeking work on the Wonolo platform due to

having “lost their job” **has jumped 8.9% in 2 months** since the U.S. Department of Health and Human Services labeled COVID-19 a public health emergency on January 31.

Workers on Wonolo platform working at essential businesses are earning 29.3% more amid COVID-19

Avg pay of Wonoloers increased by 29.3% since COVID-19 declared public health emergency



Workers on the Wonolo platform are earning 29.3% more during this pandemic mostly because they're

working more hours, despite the economy coming to a halt.

More information

Methodology

Wonolo's platform consists of over 1.3 million jobs posted to date and more than half a million gig workers. In this report, we looked at 40,000+ jobs posted on the platform from Jan 23rd to March 30th, 2020 (one week before the U.S. Department of Health and Human Services labeled COVID-19 a public health emergency on January 31). We looked at week on week changes.

¹We surveyed exactly 1,971 people from September to October 2019 in this separate [Rise of Blue-Collar Gig Worker Data Report](#). About 800 were already signed up to use our platform; the remaining were what we call "prospects," meaning they have demographic characteristics that closely mirror Wonoloers, such as having looked for temporary work.

Disclaimer

This analysis is provided to you for informational purposes only and is based upon information and assumptions from our platform that are assumed to be complete and accurate. Our conclusions on the growth of essential businesses are based on the number of shifts that these businesses have posted on the Wonolo platform during the relevant time period. If you have more questions about our data or methodologies, please reach out to press@wonolo.com

