

# Wonolo

2022 Industry Report

# VOICES OF THE GIG ECONOMY

*We surveyed more than 3,000 workers that use the Wonolo platform to gain insight into one of the most important sectors of the American workforce.*

# INTRODUCTION

Many believe that the COVID-19 pandemic has played a huge role in fueling shortages of labor, making it difficult for companies to find the “traditional” workers they need to maintain productivity. But labor shortages in the U.S. existed [well before the pandemic](#).

Indeed, this labor shortage has many [major media outlets](#) asking “Where have all the workers gone?” While these reports pose an important query, many of them overlook the fact that the traditional idea of work is evolving into a more unconventional model with each passing year.

In fact, according to reports from [Staffing Industry Analysts \(SIA\)](#), an estimated 48 million people worked hourly jobs in the U.S. in 2017, making up about 31% of the American workforce.

Those numbers have steadily increased over the last few years. [There were 51.5 million contingent workers](#) in the U.S. in 2020, representing 35% of the nation’s workforce and generating \$1.3 trillion in revenue.

It has become evident that more workers are exchanging the rigidity of working a typical “9-to-5” job for the flexibility and freedom that the gig economy can provide.



# INTRODUCTION

## The Gig Economy Relies on Technology

To reduce labor shortages and ensure the success of the gig economy, companies need solutions that simplify the process for finding the workers they need, while contingent workers must have an efficient and dependable method for finding the jobs they want to work. That's where Wonolo comes in.

Wonolo, which stands for "Work Now Locally," was founded in 2014 to serve as a technological bridge between businesses and workers. Its founders sought to create a seamless online job marketplace that builds a connection between companies which need workers and workers who need jobs.

For almost a decade, Wonolo's online platform has made it easier for companies across the country to find contingent workers. Companies leverage Wonolo to easily post and repost jobs, connect with workers without time-consuming paperwork, and fill jobs in minutes, compared to days (or even weeks) with traditional staffing agencies.

More than one million people ("Wonoloers") use the Wonolo app to find the jobs and flexibility they desire, and that number continues to grow.

According to Wonolo data, in one year alone from October 2020 to October 2021, nearly half a million job seekers signed up to use the Wonolo app for the first time, and an average of more than 13,000 users per month returned to the app to look for work. From May to October 2021, the number of signups rose dramatically with an average of more than 49,000 signups per month, as opposed to nearly 25,000 signups per month from October 2020 to March 2021.

## Survey: The Voices of the Gig Economy

At Wonolo, we never stop working to enhance the platform we provide to both Wonoloers and the companies we serve. And with such tremendous growth over a one-year span, we wanted to gain a better understanding of who is using Wonolo to find jobs.

So, we issued a survey, and more than [3,000 Wonoloers responded!](#) We hope our learnings from the survey as summarized in this report will help you gain insight into one of the most important sectors of the American workforce, and unlock useful information, trends, and analysis that will help you make informed business decisions.

Given the million workers who use Wonolo's platform, we are uniquely positioned to comment on this topic, and this white paper is a unique look into the voices of the gig economy.

# INTRODUCTION

## A Seismic Shift in the Workforce

The responses in this survey further illustrate the seismic shift currently unfolding in the workforce. In the midst of labor shortages and the “Great Resignation,” companies have struggled to find workers. However, at Wonolo, we are seeing a huge surge in workers signing up to use our platform despite headlines around the lack of available workers.

We are living through a seismic sea change for temporary workers. The data in this report is further proof that workers simply do not desire a 9-to-5, 40-hour a week job for the rest of their lives. Workers have more [power than ever](#), and they are telling us they desire autonomy to choose when and how they work.

*“I feel that with Wonolo I don’t need to use another app, I get good pay, they have a great support team, and there are lots of perks.” - Adam, Wonoloer*

With Wonolo, workers have the power to pick up the jobs they want, during the times that work for their personal schedules, right on the mobile app, and can work multiple jobs at different companies each week.

This is beneficial for businesses as well, as they get to engage with diverse talent, and if they have a different full-time employment opportunity open up outside of the Wonolo platform, there’s a good chance several hard-working individuals already familiar with their business will be interested enough to apply. In other words, HR leaders can streamline their hiring efforts on candidates they are already familiar with rather than wading through an applicant pool of unknown individuals.

## Survey Demographics

Here are some interesting stats and information regarding the Wonoloers who responded to our survey:

AGE RANGE	RESPONSES
18-25	19.63%
26-34	30.18%
35-42	23.89%
43-50	14.97%
51-58	8.41%
59+	2.91%

Workers between the ages of 18 and 34 made up almost half of our survey’s respondents, but generation X workers (those aged 41 to 56) and baby boomers (individuals currently aged 57 to 75) also contributed significantly to the survey – as both generations are quite active on Wonolo.

# INTRODUCTION

## A Generational Exploration of the Gig Economy

To learn more about how each generation of workers contributes to the gig economy, we recently dove into our own data to learn [The State of the Gig Economy by Generation](#).

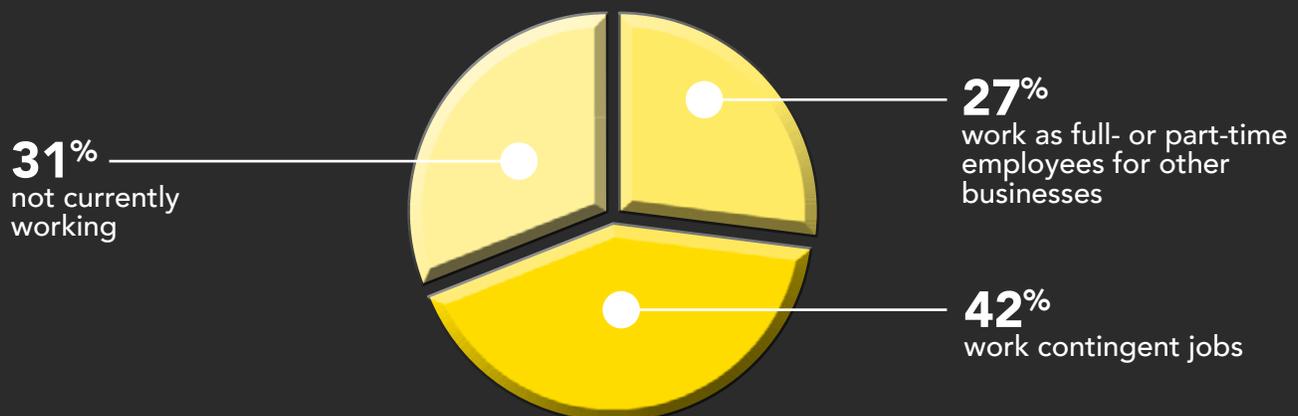
Some highlights from our findings:

- We found that 20% of baby boomers, as well as 20% of gen X'ers, are working more than two gigs per week.
- Conversely, only 11% of millennials complete more than two gigs per week and just 6% of gen Z complete more than 2 gigs.
- Gen Z saw the sharpest increase in average earnings between 2019 and now, with an 11% increase in earnings.
- Gen X is taking home more monthly income from gig work than any other generation, at an average of \$352 per month.

*"I like that there are different opportunities to choose from, and that there are all types of areas and trades to get the experience you need." - Dana, Wonoloer*

## Respondents' Current Working Status

Here are some interesting stats and information regarding the Wonoloers who responded to our survey:



# What Workers Want

The COVID-19 pandemic continues to have a tremendous impact on the economy and workforce. As labor tendencies continue to evolve, it's crucial to understand what workers want and what attracts them to different jobs. Why has it been so difficult for companies to find the workers they need? Why are workers leaving their current jobs for different opportunities?

Many assume higher pay is the biggest driving factor behind workers taking certain jobs, but what about flexibility, perks, and the opportunity to learn new skills?

The **top reasons** given by the respondents for leaving a current job or looking for more opportunities.

**74%**  
Higher pay

**63%**  
Flexibility

**48%**  
Learning new skills

## Let's see what else the workers told us:

**34%**  
are **satisfied** with their current work situation

**25%**  
are either somewhat or fully **dissatisfied** with their current work situation

**39%**  
are **willing to commute** more than 45 minutes for a job

**40%**  
are **looking to leave** their current job **due to location**

**69%**  
are **looking for additional work** to supplement their income, manage cost of living increases, and to find flexibility

On a scale from 1 (least important) to 10 (most important), on average, respondents said they value these the most when looking for a job:

**7.01**  
Flexible hours

**5.22**  
Higher pay

**6.92**  
Working Conditions



## Wonoloer Commentary

*"I enjoy the flexibility that using Wonolo has to offer as a single mother."*

- Joyce, Wonoloer

*"I have five kids and using Wonolo has given me more time with my children at home, along with flexible hours because I get to pick when I want to work and when I don't want to work. It's amazing."*

- Kayla, Wonoloer

## Executive Commentary

*"Workers want to work on their own terms. The data shows there's a clear power shift at play – workers have more power than ever, and they are showing that they desire autonomy, flexibility, and control to choose whether, when, where, and how they work."*

- Yong Kim, Co-founder and CEO

*"These responses indicate a seismic shift in what workers are looking for when it comes to selecting job opportunities. Workers are opting for flexible work that offers them a chance to further develop portable skills and get access to living wage jobs at a variety of job sites."*

- Monica Plaza, Chief Strategy Officer

## Getting Creative

Here are a few suggestions companies can consider or implement to attract workers to their jobs:



**Explore offering flexible working hours**, rather than only posting 9-to-5 opportunities so that workers can pick jobs that fit their schedules.



**Appeal to parents by offering flexible work arrangements**, such as weekend jobs or night-time jobs where they may have more childcare options, or childcare stipends.



**Consider new talent pools**, such as those who have previous justice system involvement.



**Offer competitive pay** that is at or above MIT's living wage calculator.

# Insights into Earnings

The COVID-19 pandemic created one of the biggest economic downturns of the last 20 years. As such, earnings are at the center of just about every conversation about work and labor in the U.S. However, the discussion about earnings continues to shift from simply being about workers getting paid to workers getting paid fairly.

Nearly half of the respondents said they are in a worse financial position now than during the same time last year.

This survey was an opportunity to open a dialog about earnings and learn more about the financial goals workers have, and the difficulties they face every day.

Additional survey highlights include:

**74%**

are leaving a current job or looking for more opportunities in order to increase their wages

**72%**

are looking for supplemental income

**28%**

are working with two or more businesses outside of finding jobs on Wonolo

**79%**

are employed but not earning enough

**50%**

are currently struggling to make ends meet

## Wonoloer Commentary

*"I like Wonolo because you get paid quickly, the money is there when you need it, and you get to go to a different job each day. There's a lot of freedom and options, which is good."*

- Toni, Wonoloer

*"Wonolo has made it very easy to use their app to find work. It is simple with jobs that offer great pay."*

- Isaiah, Wonoloer

## Executive Commentary

*"Workers in many industries and sectors are struggling right now because their paycheck isn't enough to cover the cost of living. We're committed to doing our part to ensure workers can use the Wonolo platform to find jobs that pay enough to live on based on the demands of their local economy."*

- Yong Kim, Co-founder and CEO

*"Just focusing on pay is not enough. That is why we have created an entire ecosystem called Wonolo Up, where we connect workers to a multitude of partners offering portable benefit options."*

- Lori Macias, Chief Revenue Officer

# Who Are “Wonoloers?”

Millions of workers are leaving their jobs. The U.S. Bureau of Labor’s Statistics Job Openings and Labor Turnover Summary shows the number of resignations has almost doubled since 2020, at [4.3 million and rising](#). As workers continue to explore gig work and redefine what the job market looks like, we wanted to gain a better understanding of who “Wonoloers” are and why they are using our online marketplace to find their jobs.

One trait that seems to tie many Wonoloers together is the desire to travel while working jobs found on Wonolo. Traditionally, temporary workers haven’t always enjoyed the ability to travel and work due limitations presented by the type of work they do. But, the Wonolo platform has proven to be a great equalizer when it comes to finding work even when traveling.

In fact, almost half of respondents (~46%) told us they plan to use Wonolo while traveling to find opportunities in different cities and areas. One Wonoloer has used the app to find work [while traveling around the country](#) in a van for over two years. His story is inspirational, and completely achievable, for anyone who wants to leverage the flexibility of Wonolo to see new places.

Additional survey highlights include:



#### In the past 12 months:

## 56%

went to a job location and inquired about work, while

## 31%

accepted work using app-based staffing platforms, and

## 38%

used gig apps like DoorDash and Lyft

#### Additional stats include:

## 64%

hope Wonolo can help them discover new job types and different industries

## 55%

want to find permanent job opportunities

## 49%

hope to uplevel their job skills

## 65%

are using Wonolo for the first time

## 77%

want to work jobs found on Wonolo at least 20+ hours a week

## Wonoloer Commentary

*"I love it because it is convenient and I have had good experiences learning more about different jobs and getting more experience."*

- Reggie, Wonoloer

*"I enjoy using Wonolo due to the choices of the jobs, which don't have to be the same every day. I meet and interact with new people with different experiences, and it's flexible because I can work when I need to, not because I have to, and I'm still able to go about with my daily life."*

- Adrian, Wonoloer

## Executive Commentary

*"Flexibility is paramount to what we are building at Wonolo. To see half of respondents say they plan to use Wonolo in multiple areas and travel while using Wonolo is incredibly exciting. Traditionally, workers have not had the freedom to travel and continue working, with Wonolo they can explore new opportunities—not only by job—but also by geography."*

- Yong Kim, Co-founder and CEO

*"Workers are currently leaving their jobs at record rates, so I'm not surprised to see that 65% of the survey's respondents are using Wonolo for the first time. As more and more companies use Wonolo to find quality workers, those workers are realizing our platform can help them find opportunities, learn basic financial tools and so much more."*

- Lori Macias, Chief Revenue Officer

*"The poverty guideline for a family of four in the U.S. is \$30,000. As our survey showed, there is a heavy number of workers looking to supplement their incomes because they're struggling to make ends meet. The necessity of a Living Wage has never been more important."*

- Margot Moellenberg, Chief Financial Officer



# What Did We Learn?

The Voices of the Gig Economy Survey reflects the evolving desires, goals and aspirations of temporary workers. It's simply not enough for millions of workers to just get paid. In addition to livable pay, these workers want flexibility, portable perks, and the opportunity to grow.

The gig economy is here to stay, and as workers continue to drive change, companies will need to adapt if they wish to attract talent. In the future, we will explore the gig economy from a business perspective to explore how the goals of workers align with the objectives of companies.

For more survey data and helpful insight, head to [Wonolo.com/blog](https://wonolo.com/blog).

[Want to give Wonolo a try?](#)



# A New Way of Working

At Wonolo, we recognize the barriers that make it difficult for people to find fulfilling work, and we're passionate about solving issues affecting workers. We've helped more than 1 million workers find job opportunities across the nation with our technology platform that enables people to choose work that works for them – instead of the other way around.

This survey was a golden opportunity to connect with thousands of workers to learn their wants, needs, goals and aspirations. And, the data in this report tells us that workers are looking for jobs that will give them what they're worth, extend equity, and offer them flexibility and potential.

With this knowledge, and the insight we will continue to gain as we pursue our mission, Wonolo is well positioned to cultivate and support a new way of working.



**Wonolo**

[www.wonolo.com](http://www.wonolo.com)