“Freelancing in America” is the most comprehensive study of the independent workforce. Commissioned by Freelancers Union and Upwork, and conducted by independent research firm Edelman Intelligence, this study analyzes the size of the growing freelance economy and provides insights into the major role freelancers play in the future of work. In fact, based on this year’s findings it is predicted that the majority of the U.S. workforce will be freelancers within a decade (by 2027).

Freelancers contribute an estimated $1.4 Trillion annually in freelance earnings to our economy.

Don’t call this the gig economy

What freelancers prefer calling this economy

- Freelance Economy: 49%
- On-Demand Economy: 25%
- Sharing Economy: 13%
- Gig Economy: 10%
- Other: 3%

Top drivers and barriers to freelancing

Drivers
- Freedom
- Flexibility
- Earning extra money

Barriers
- Income predictability
- Finding work
- Benefits

Freelancers are preparing for the future

- 55% of freelancers reskilled within the last 6 months
- 30% of others

Millennials are leading the way

47% of Millennial workers freelance, more than any other generation.