



**FIELD NATION**

# The 2016 Field Nation Freelancer Study

The Changing Face of the New Blended Workforce

# Table of Contents

Introduction .....	1
Study Methodology .....	2
The Freelance Way Forward .....	3
The Accelerating Shift to The Blended Workforce .....	4-5
The Passion Perspective .....	6-8
Social Technology and The New Expertise Culture .....	9-12
Building Blended Team Structures .....	13-15
Contractor Confidence .....	16-17
Finance and the Future .....	18-19
In Conclusion .....	20-21
Appendix .....	22-27
Sources .....	28

## Introduction

**Passion.** Passion is the force driving the current generation of workers vying to improve and mold the world. It is also what drives these workers to look for the best opportunities, tools, and technology to achieve their goals. Tools like Slack, Evernote, Upwork, Basecamp, and Field Nation empower users to work on their own terms. Technology like the latest AR, VR, mobile, and interactive devices create new modes of interaction and communication that catalyze the evolution of the modern worker. Opportunities to work how they want, when they want and where they want are accelerating the evolution of the new global workforce.

The world of work has changed. Work is no longer where you go. Work is what you do. The modern workforce isn't about salaried individuals coming and going for sixty years before retirement. The modern workforce is about the increasing collaboration and teamwork; especially between traditional full time employees and freelance experts. The modern workforce focuses on harnessing the passion of a wide variety of skilled workers and giving them the freedom to work the way they want. The modern workforce is the blended workforce.

By 2025, online talent platforms could increase global GDP by \$2.7 trillion and improve job outcomes for 540 million people<sup>1</sup>. These platforms are the leading tool in the shift toward a more flexible, adaptable workforce. They're the best outlet for companies looking to drive down labor costs by developing larger projects into focused, frequent, →shorter-term jobs synchronized by internal domain experts. This outcomes-based focus represents a shift from the old mindset to a new one that values results over effort. Field Nation is an industry pacesetter when it comes to these types of platforms. With its trusted global marketplace that connects passionate workers with the companies and jobs they're looking for, Field Nation leads the charge in the shift to the blended workforce.

“ The modern workforce is the *blended* workforce. ”

## Study Methodology

The 2016 Field Nation Freelancer Study takes a look at the dynamics behind the new blended workforce and the way these changes affect the business world at large. By paying special attention to these trends, business leaders and entrepreneurs alike can take steps to help grow their business, deliver quality results, and ultimately find their best possible ROI.

This study was conducted between November and October, 2015 with 863 respondents<sup>ii</sup>. All respondents were registered users of the Field Nation Platform. Respondents were anonymous.

The three characteristics of the journey toward a blended workforce this paper focuses on are:

- 1 The accelerating shift toward a more independent, collaborative and blended workforce.**
- 2 The importance of contractor confidence and its transformative influence.**
- 3 The financial figures that are inspiring these changes**



## The Freelance Way Forward

There are approximately three million temporary workers in the United States in comparison to more than 50 million freelancers<sup>iii</sup>. Most temps are working toward a full-time job, but freelancers want to stay independent so they can have the autonomy they desire in both their personal and work lives. This is why, if trends continue, the number of temp workers will slowly dwindle as the number of freelancers climbs.

Like we highlighted in the previous iteration of the Field Nation Freelancer Study, there are a number of factors that are leading us to the current landscape of work. The first shift was from looking only inside organizations to looking outside. The second shift was the realization that companies needed to engage external experts for deep dive knowledge. The third shift was the evolution of communication and collaboration technology giving a new home to the offshore outsourcing model. The fourth shift was the Great Recession<sup>iv</sup>. The fifth shift was the popular acceptance and personal desire to blend work with passion.

The newest shift we uncovered this year is the evolution of these trends into a blending of the traditional and freelance workforce. While the freelance movement continues to accelerate and widen, we do not foresee a future where everyone is independent. Rather, we see a hybrid workforce emerging that taps a network of expertise for collaborative projects, and elastic teams that scale up and down with need, demand and capacity. *This is the blended workforce.* Assuming the trends continue apace, there will be a much bigger piece of the economic pie for freelance workers and the companies that embrace and empower them.



## The Accelerating Shift to The Blended Workforce

When outsourcing became prevalent in the late nineties, corporations found themselves looking to acquire expert influence at reduced local rates in order to remain competitive. This shift was further accelerated by the rapid emergence of high-speed internet culture, the rise of mobile technology and the collaborative marketplace it helped birth. Suddenly it was easier for people to get the information, goods, and services they wanted at increasingly faster rates. When the global recession hit in 2008, this fast-paced style of life and work was combined with a corporate need to seek out competitive, market-based pricing and individual's need to find additional work and focus on work that they loved. Corporations became interested in influencing workers to take a freelance approach in order to cut costs but maintain an expected level of expertise and quality. At first, people were reluctant. Something had to give.

Over time, something did give. Individuals realized that freelance work, despite seeming intimidating, afforded more opportunities than traditional work. They started to see that by taking a more flexible approach to their work, their personal lives became more open and, in turn, they were able to seek out opportunities they might not have in years past. It is estimated that 34% of the workforce are now freelancers, an increase of 700,000 workers in the last year alone . In fact, according to a study conducted by financial software company Intuit in 2010<sup>vi</sup>, more than 40% of the United States workforce will have shifted toward this "contingent" approach to work by the year 2020. That's more than 60 million people letting go of their preconceived notions of what work has to be and becoming more passionate, engaged, independent, and free.



“You’ve got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don’t settle.”

– Steve Jobs<sup>vii</sup>

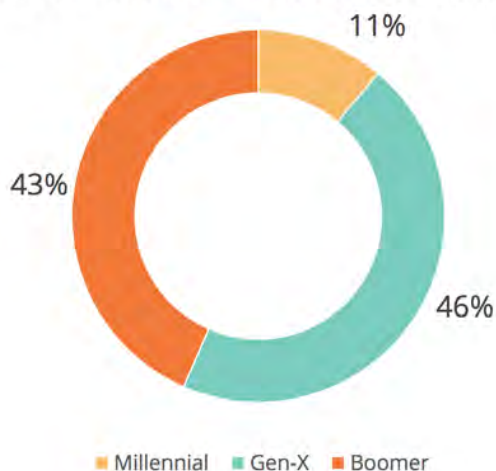
There are three main facets of this ongoing shift:

- 1** The new, positive societal perspective toward freelance work and entrepreneurship
- 2** The tools and technology that help make freelancing work
- 3** The blended team structures that boost collaboration and support freelance workers throughout their journey

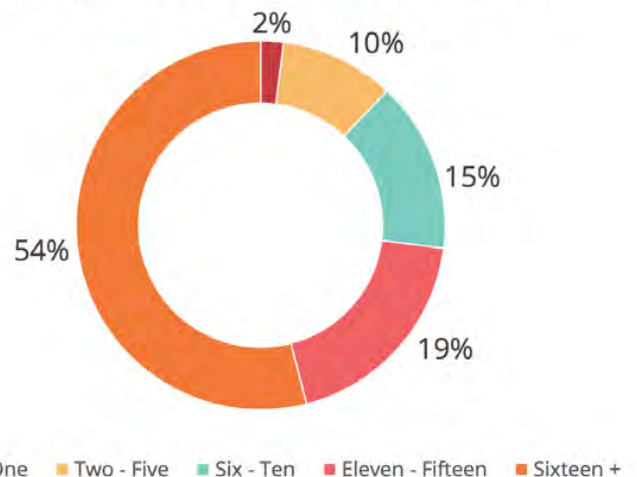
## The Passion Perspective

Why are people starting to see a freelance lifestyle as an acceptable alternative to traditional work? It is the passion perspective. On one end, we have Millennials — the largest generation in U.S. history — entering the workforce in droves. They dream big, and they want work that can bend and flex with their lifestyle expectations. They want to be able to travel, to pursue ideals, and to see the world from different perspectives. On the other end, Boomers and Gen-Xers see these shifts as an opportunity to supplement reduced income (e.g. retirees) or to pursue their passion, honed through years of traditional work, in new endeavors without the full commitment their previous jobs required. According to the 2016 Field Nation Freelancer Study, 88% of professional freelancers fell into the Gen-X or Boomer generations (35 years old or older) while 54% had 16+ years of experience in their field.

### Professional Freelancer Age Range



### Years of Experience In Chosen Field

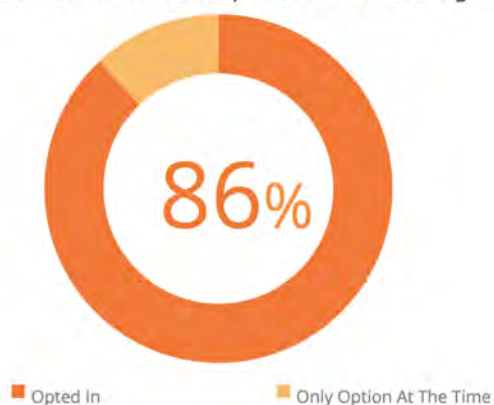


It is through freelancing and participating in the blended workforce that people are finding both creative as well as experiential outlets for their skills and expertise. Freelancing has become the domain of the educated, experienced and expert. According to the study, over 93% of respondents have at least some college with 59% possessing a 2 year, 4 year or graduate degree. That is staggeringly higher than overall U.S. levels of (a still admirable and rising) 39%. This indicates that those participating in the freelance workforce are highly experienced, highly educated and highly motivated to do what they love.

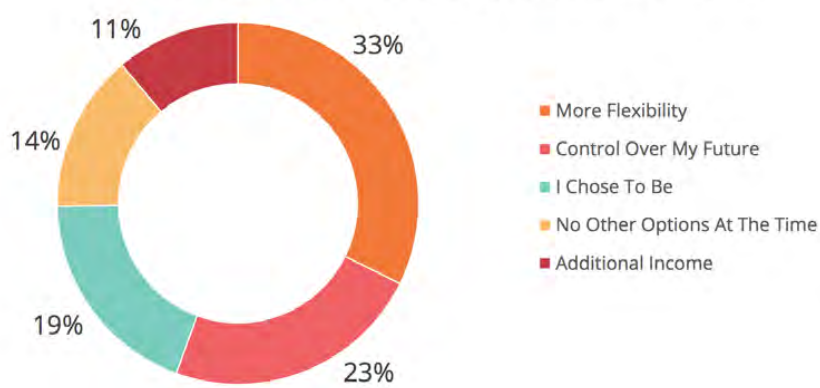


According to the Field Nation study and others like it<sup>x</sup>, the well-educated, professional, freelancer has opted in to the independent contracting lifestyle. This is contrary to some traditionalists who argue, incorrectly, that the majority of freelancers are only independent because they have no other options to earn an income. While this is true for a small minority of independents, in our 2016 Field Nation Freelancer Study, 86% of independent contractors surveyed said that they chose freelance work rather than feeling forced into it. Furthermore, they cited the top 3 reasons for opting in as: flexible hours, the ability to choose their work and control of their own destiny. In short, freelancers choose freelancing for the sake of freedom.

Freelancers Intentionally Choose Freelancing

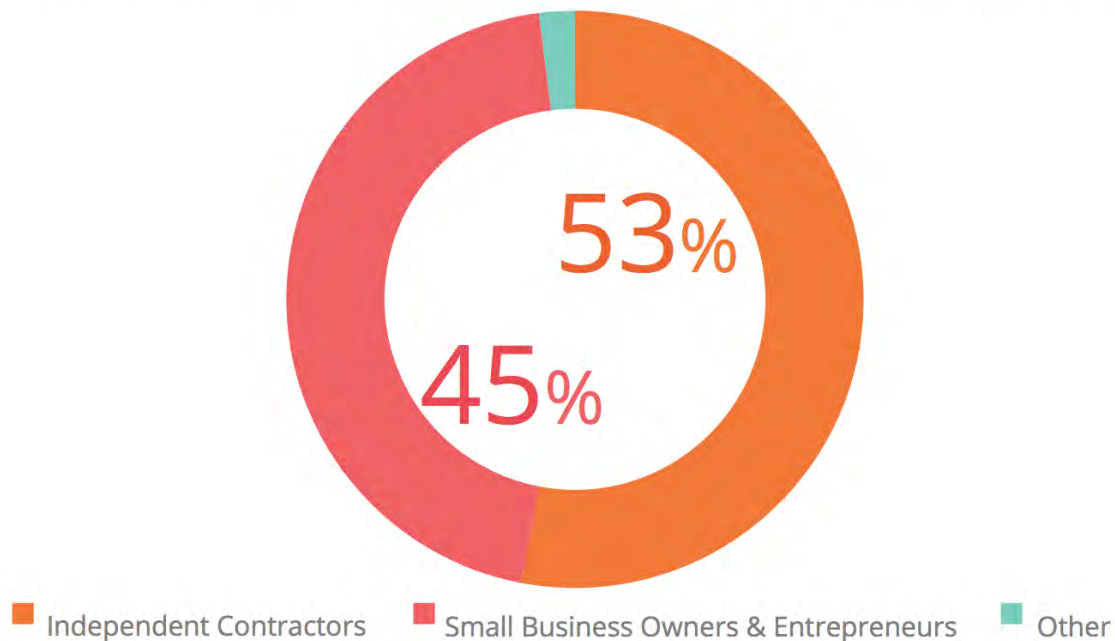


Freelancers Choose Freelancing Because They Want...



Freelancing used to be something people did because they were forced into it due to a lack of options at the time. While moonlighting has been a part of the employment landscape for ages, the movement toward professional freelancing is accelerating. With the conspicuous success of garage innovators and Silicon Valley startups, the idea of going it alone has taken on an aura of its own. As societal understanding of the independent contracting culture grew, so did the acceptance of those who engage in it. The successful solopreneur is not a myth anymore. Technology, mobility and access to local expertise has created the conditions for success. The 2016 Field Nation Freelancer Study found 53% of independent workers surveyed identify as independent contractors, while a whopping 45% see themselves as entrepreneurs and small business owners. Where freelancing used to be something people did quietly in between jobs, it now *is* their job.

## Professional Freelancers Identify As Contractors & Entrepreneurs



It is important to understand the difference between professional B2B freelancing and the B2C gig-economy. Professional freelancing is characterized by a B2B relationship between two organizations. B2B relationships take time to develop since mutual understanding is critical to success. The skills and expertise gained over years of experience alongside the sophistication of understanding are greater in the world of professional freelancing. Conversely, the ride-sharing and house-hold chores that often characterize B2C gigs can often be more commoditized and, thus transferable. The professional B2B freelance movement is about creating and engaging with the blended workforce that facilitates the connections of people with complementary objectives, skills and passions. The B2C gig economy is more often about the transaction of commoditized micro-jobs. In this way the B2C gig economy can disincentivize the development of a professional relationship while the professional B2B blended workforce boosts incentives for deepening engagement.

Companies are both startled and excited by the blurring borders between work and life balance. As advances in technology enable new connections to form in places they never took hold previously, companies struggle to work within shifting expectations. To succeed, companies need to stay abreast of new technologies, embrace the emerging expertise culture and let go of their preconceived notions of what the best workforce structures are. Once they do this, they can start to see an increase in not only their bottom line, but the engagement and overall happiness of everyone that works for and with them.

## Social Technology and The New Expertise Culture

A marketplace, by definition, is the arena of competitive or commercial dealings. When the Affordable Care Act (a.k.a. “Obamacare”) became a national talking point between 2008 and 2010, the terms and concepts of marketplaces became a topic of popular discourse, establishing the opportunity to bring those terms into non-healthcare discussions. At the same time, companies like eBay, Uber and Airbnb started helping consumers and businesses alike become accustomed to searching for and finding specialized local services. While these two phenomena were happening, the technology sector was abuzz with talk about elastic and cloud computing as an explosion of popular web based applications and platform structures hit the scene.

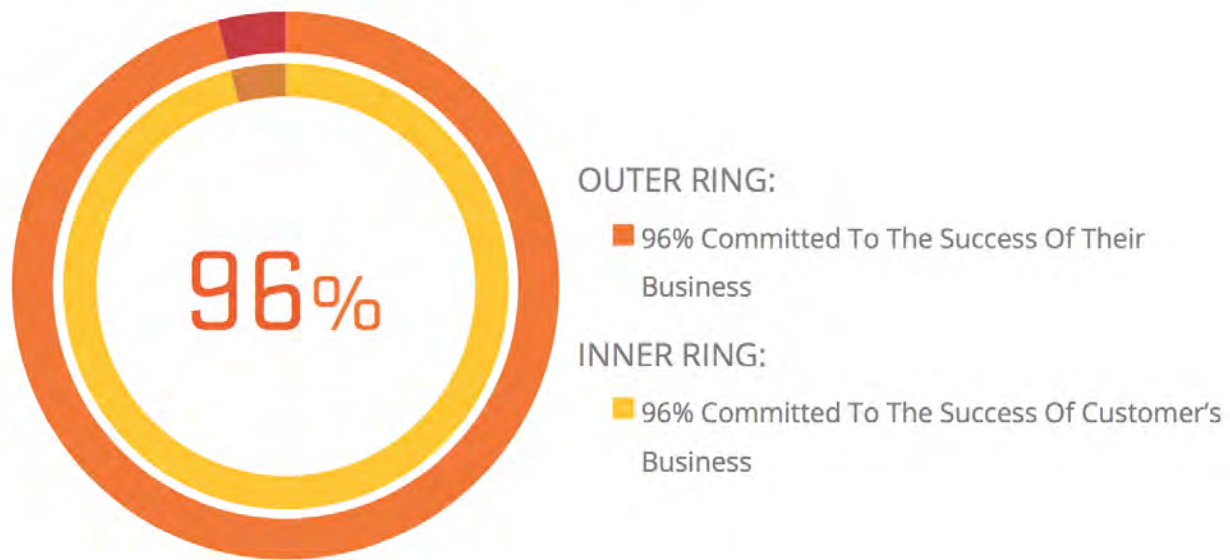
These three societal situations combined with the growing dissatisfaction of many traditional W2 employees due to economic pressures, scheduling irregularities, and expectation-resource imbalances. The result was that businesses found themselves with a growing disengagement dilemma . What they didn’t see at first, however, was that along with this dilemma came the beginning of a solution to the problem they were only just starting to understand.

If you take a look at the three societal trends above and combine them together to form a single entity, you get this: *a free marketplace that utilizes the cloud and the internet to connect businesses with the specialized local expertise and services they’re looking for.* This, combined with the evolution of information and communication technology, is the answer to the disengagement dilemma.

A platform like Field Nation connects independent and local workers with the companies that need them. But connection alone does not guarantee engagement. As Gallup and other reports have shown<sup>xii</sup>, disengagement in the workforce costs the U.S. \$450 billion a year in lost productivity. Professional freelancers consistently rank extremely high in terms of engagement. Compared to dismal 30% (or lower) engagement from traditional full time employed, Freelancers are overwhelmingly engaged.

Freelancers are more committed to success than ever now that they feel empowered to pursue their dreams — in this year’s Field Nation Freelancer Study survey, 96% of independent contractors surveyed say that they are definitely committed to the success of not only their own business, but their customer’s business as well.

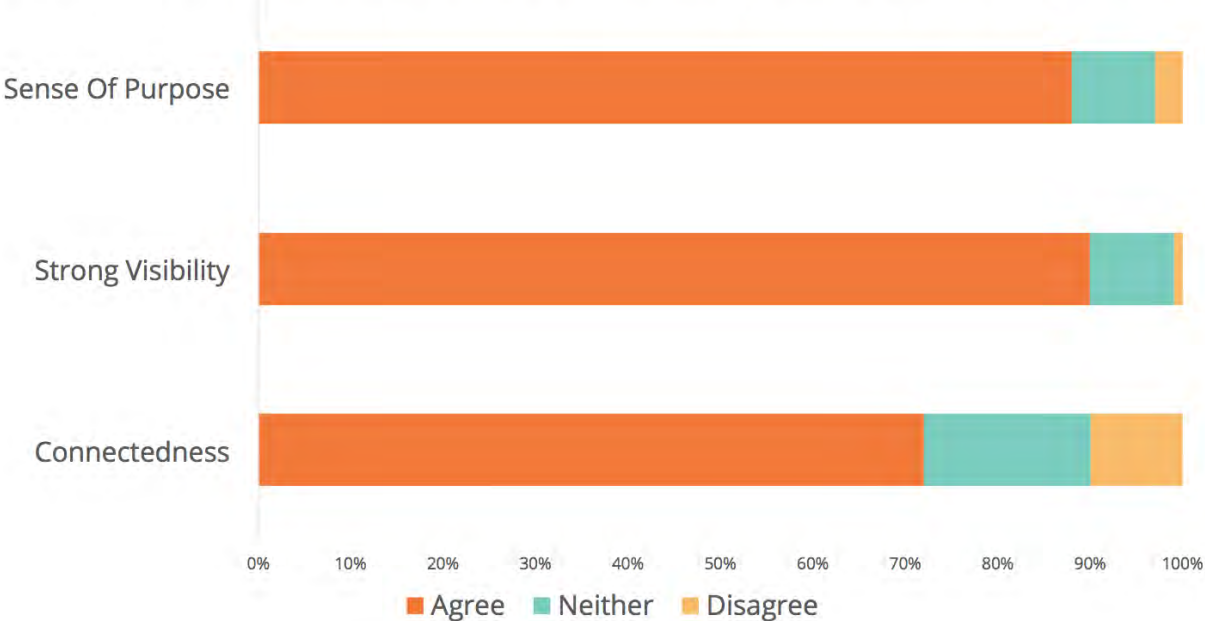
## Freelancers Have An Overwhelming Commitment To Success



This is a pointed increase from last year and tells us that both contractors and those who identify as business owners are showing a deeper understanding and acceptance that they are running a business. They also show a profound depth of understanding that their financial success is tied to the success of their customer. This sophisticated awareness of inter-dependent personal, business, and financial success is perhaps the biggest driving and disruptive force behind the explosion of the on-demand economy.

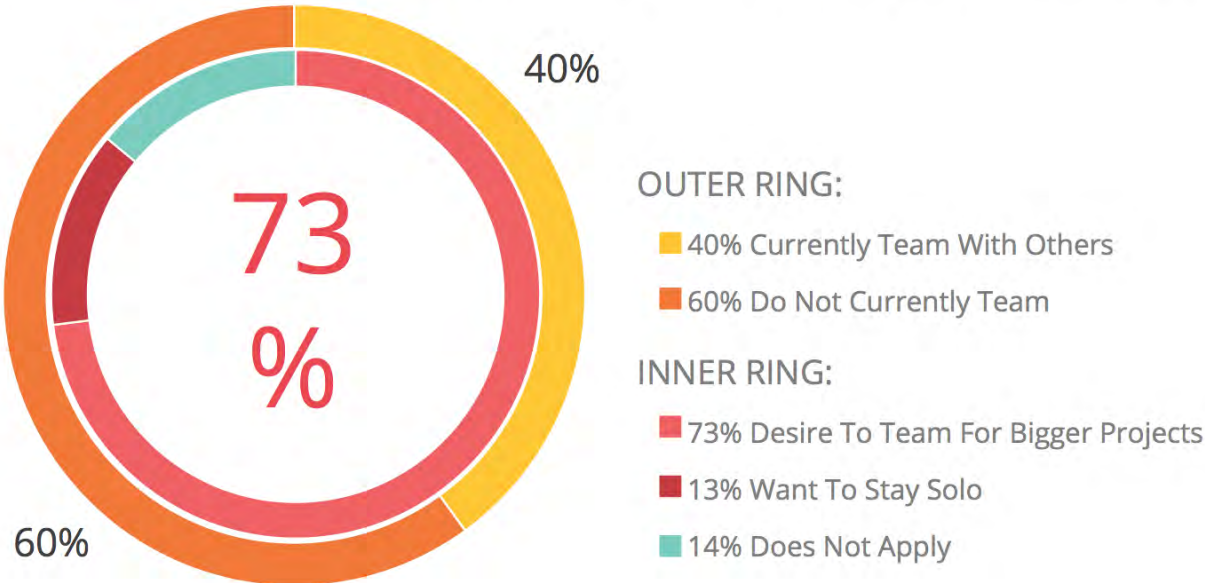
Furthermore, the pillars of workplace engagement, according to the experts, are purpose, visibility and connectedness<sup>xiii</sup>. Our study results indicated that Field Nation’s professional freelancers have a clear sense of why their work matters (purpose) — 88%, how their work impacts their clients (visibility) — 89%, and that they are empowered to connect with other contractors or Field Nation staff (connectedness) — 72%.

# Professional Freelancers Show Strong Pillars Of Engagement



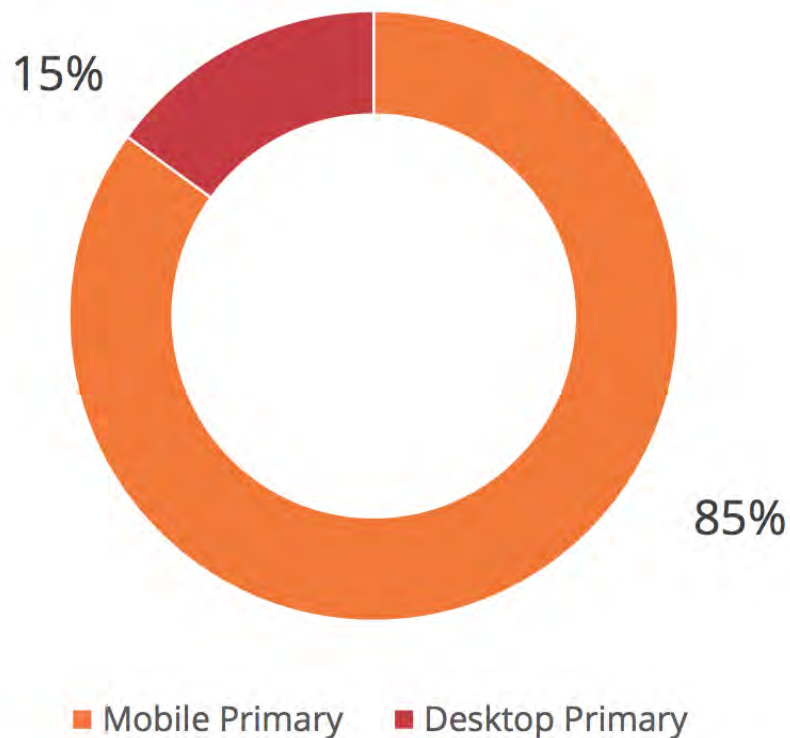
In fact, over 40% of respondents indicated they partner with other freelancers to create a team in order to solve bigger projects while over 73% indicated that they are interested in partnering with other professional freelancers on bigger projects. Together, these are incredibly strong indicators of the passionate professionals that are deeply engaged in the work they do; surpassing traditional full time employee metrics.

# Professional Freelancers Are Strong At Teaming & Collaboration



When considered alongside the flexibility of mobile technology and social networking, you're left with a powerful ecosystem that becomes the bridge between a company and the passionate experts it's looking to work with. In fact, in the 2016 Field Nation Freelancer Study, 85% of independent contractors surveyed said they use their mobile devices as much as or more than just a desktop or laptop.

## Professional Freelancers Prefer Mobile Devices



It is no longer enough to call yourself an organization that knows this-or-that industry. Since many technical solutions are so highly specialized, customized, and personalized, individuals with deep insight on specific matters must to be sought out and engaged in order to best answer customer and company needs.

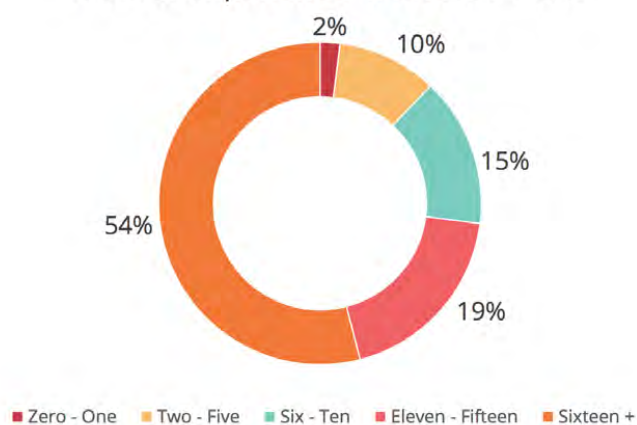
## Building Blended Team Structures

The traditional idea of work was built in an industrial age where there was more need for people to work long hours at repetitive tasks. These days, the bulk of the workforce is transitioning to service careers and thought-work. In this new workforce, experience and achievement is the leading currency, not time logged for one company or another. Experience and achievement are portable – they follow the individual – so, as technology evolves to amplify opportunity, people with these marketable traits are made more and more nimble as they move from one results-oriented organization to the next.

“ Activated intelligence, the ability to put learning and knowledge to work with practical, tangible outcomes, is outpacing passive learning. ”

With this change comes an opportunity to look at the way corporations used to structure their workforce and make changes to address the acceleration of this more engaged, intelligent, and passionate workforce. Workers are no longer just cogs in a machine. Practical, provable, and consistent achievement is a better indicator of an employee’s ability than a classroom certificate. Activated intelligence, the ability to put learning and knowledge to work with practical, tangible outcomes, is outpacing passive learning. While degrees are incredibly valuable, they’re not enough to make individuals stand out anymore. In Malcom Gladwell’s book *Outliers*<sup>xiv</sup>, he states that it takes 10,000 hours of progressively harder practice or experience to consider yourself an expert in something. That equates to about 10 years of hard work, not just a diploma. For example, over 50% of professional freelancers in our 2016 Field Nation Freelancer Study had 16+ years of experience in their field.

Years of Experience In Chosen Field



Companies are building blended teams that can address the needs of their clients with highly skilled, independent industry experts. This blended workforce combines experts who spend their time contracting and following their passions with traditional internal employees who have their own strengths and areas of expertise. In the world of on-site work like field service, internal traditional employees are often project and program managers with expertise in designing large scale initiatives. These internal project and program teams engage teams of independent contingent workers who are development and delivery experts. In this way the workforce is blended, local to the area of the execution need and expert in its specific discipline. The key to success is learning to take traditional workers from different areas of your organization and pair them with specific individuals from the freelance ecosystem to create exceptional teams of experts that can embrace local talent and improve operational prowess.

“Diversity and independence are important because the best collective decisions are the product of disagreement and contest, not consensus or compromise.”

– James Surowiecki<sup>xv</sup>

In his book about the decisive power of curated crowds, *The Wisdom of Crowds*, James Surowiecki breaks down the characteristics of an ideal group of individuals into four specific attributes: diversity of opinion, independence, decentralization, and aggregation<sup>xvi</sup>. Companies should take these attributes into consideration when thinking about how to best blend the freelance and traditional facets of their workforce for ideal performance.

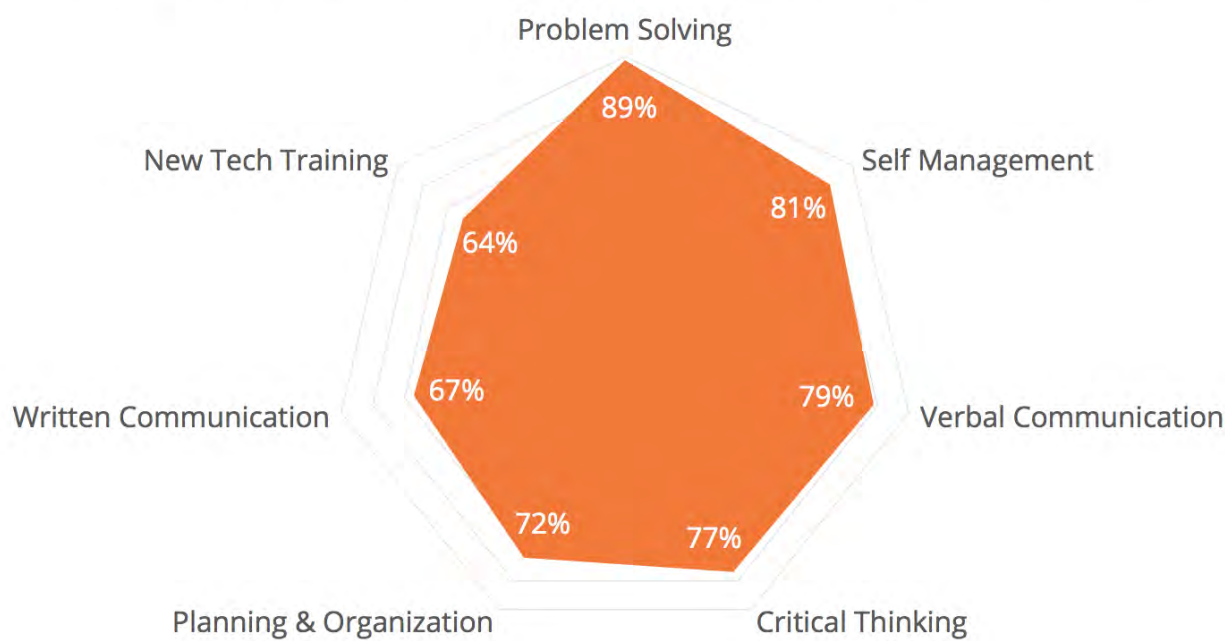




Diversity of thought is important because it allows for innovation to be born from different interpretations of similar data. Independence is important because it makes sure that each individual in a blended team holds onto their own ideals instead of being swayed, potentially in the wrong direction, by general consensus or corporate compulsion. Decentralization is important because it allows various areas of expertise to be pulled from and the individuals with that expertise to share and expand upon each other's work. Aggregation is important because it allows the various opinions, work, and information to be put together to create a uniformed, unanimous, "wise" decision.

These characteristics become the lynchpins of blended team building and they're amply available in the professional freelance community. When asked what skills make them an effective freelancer, the top 4 were: Problem Solving, Self-Management (aka independence of thought), Verbal Communication, Critical Thinking. Groups that accept and elevate diversity of thought and varied experience by engaging the external and extended workforce end up with the best ideas. Individual workers want to be in groups that make them feel fulfilled and challenged — this assertion is backed up by our 2016 Field Nation Freelancer Study, where more than half of the individuals surveyed specify that giving and receiving feedback is incredibly valuable because they find that working dynamically with others is the best way to build their business.

## The Skills That Freelancers Say Make Them Effective



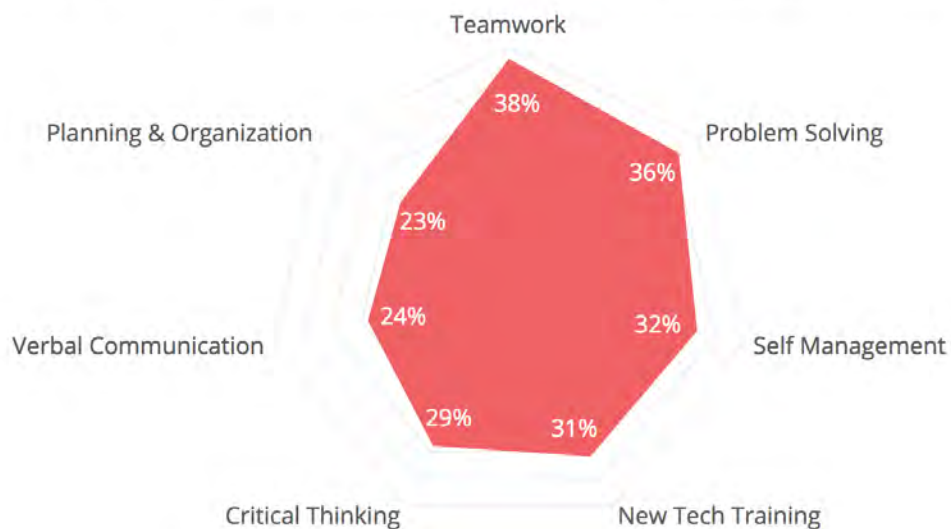
## Contractor Confidence

When it comes to embracing and empowering freelancers to create the best teams of experts to address and enhance workflow within a company, there are many different factors that come into play. As freelance work becomes more and more mainstream, industries like retail, telecommunications, and hospitality with deep on-site, hands-on needs are leading the way in the engagement of a professional contingent workforce and the construction of blended workforce teams. These industries, as well as others, are looking for on-site, on-demand talent with specific, highly desirable skills.

In Field Nation's 2016 Provider Survey Study, companies surveyed listed the following skills as those they most value in their contingent workforce, with the most desired listed first:

- Teamwork
- Problem Solving
- Self-Management
- Training in New Technology
- Critical Thinking
- Verbal Communication
- Planning & Organization

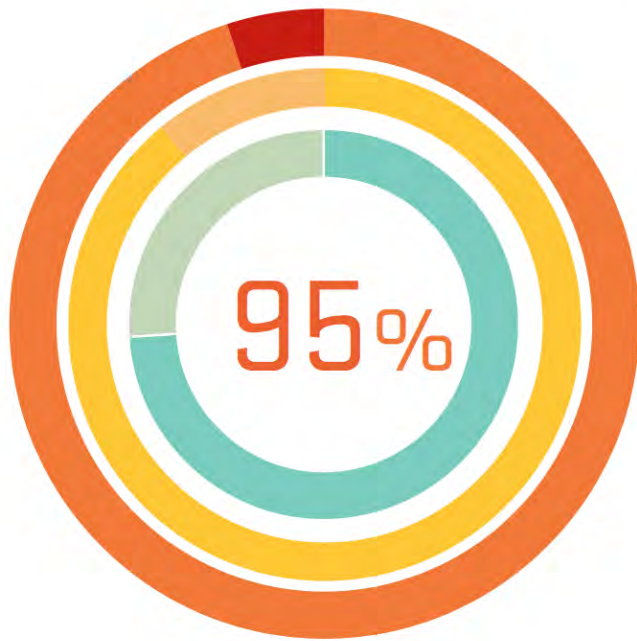
### The Skills That Businesses Say Make Freelancers Effective



What is interesting to note is that these are all soft skills. The trait companies value most from their freelancers is their ability to approach challenges and tasks in original ways while being able to participate in a team to get work done. It is a foregone conclusion that companies are looking for individuals that have a deep knowledge of the verticals in which they're working. What makes freelancers shine is their hard working and self-starting attitude, and an intriguing perspective. These characteristics are necessary to achieve Surowieckian *Wise Crowds* and ideal for high-performing blended workforce collaboration.

Contractor confidence comes from the passionate approach to work that freelancers embrace by becoming experts in things they truly enjoy doing. In fact, in our 2016 Field Nation Freelancer Study 95% of independent workers surveyed said that they love what they do on a daily basis. Additionally, 89% of individuals surveyed said that not only do they like what they do, they feel extremely satisfied with freelancing as the way they do their work. Furthermore, nearly 75% (74.2%) indicated that freelancing and entrepreneurship was their ideal employment situation.

## Professional Freelancers Are Very Satisfied



### OUTER RING:

- 95% Love, Like Or Are Content With What They Do On A Daily Basis

### SECONDARY RING:

- 89% Are Satisfied or Extremely Satisfied Overall With Freelancing

### INNER RING:

- 74% Say Freelancing Or Being A Small Business Owner Is Their Ideal Employment Situation

As the realities of running a freelance business set in for new entrants in the gig-economy, the struggle becomes very real. According to our study, the top two struggles that professional freelancers face are income and project unpredictability. The feast-or-famine cycle of project based work adds new stresses to new freelancers. However, despite this, freelancers remain overwhelmingly committed to their success and their customer's success. Even with the new realities of the on-demand economy, they are very satisfied at what they do.

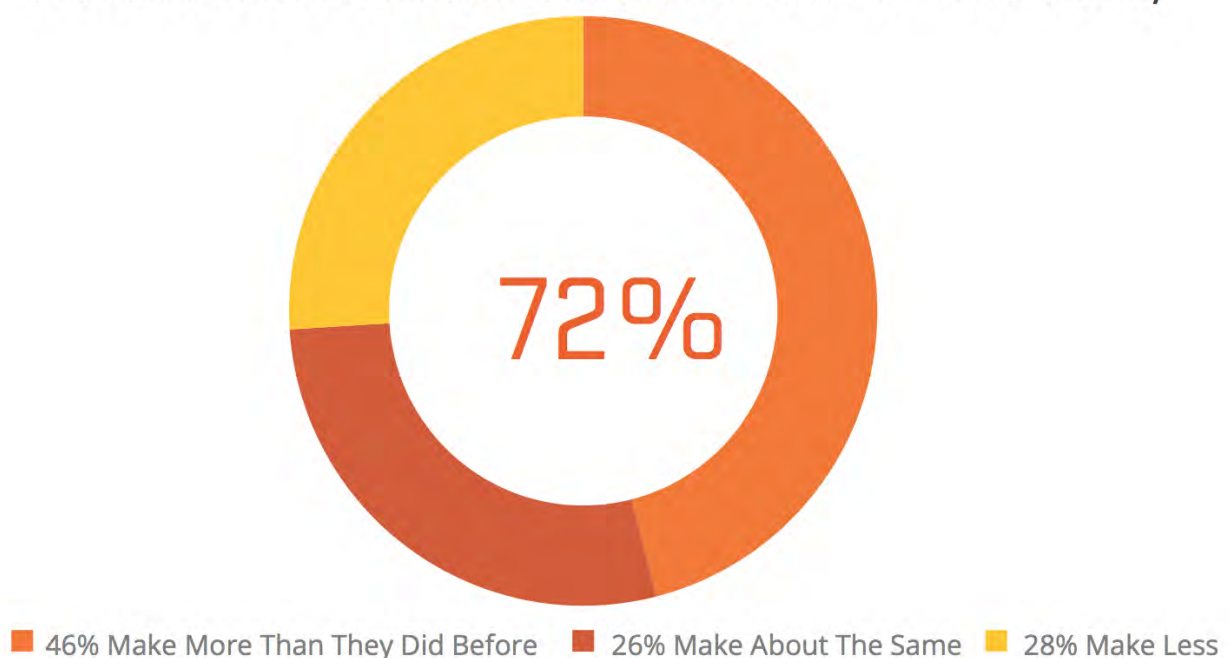
This satisfaction and success comes from a number of sources. Freelancers are becoming more confident in the work they do thanks to the continuing shifts in technology and society that we mentioned in the last section. This confidence is allowing them to devote themselves more fully to their areas of expertise — like the specific examples of skills companies are looking for right now listed above. It's a perfect storm of opportunity combining technology, lower barriers, and the positive movement of shifting opinion.

We've talked about the social and technological shifts that are affecting freelancers and the businesses they work with. We've talked about the skills, personal confidence, and expertise that are more prevalent in the freelance culture now than ever. What we haven't touched on yet are the economic factors that are working in line with the current push toward a more elastic and blended workforce.

When the recession hit, a lot of workers found themselves either out of work completely or faced with the reality of dwindling hours and opportunity. Many started looking to freelance work as a way to supplement reduced income and in the years that followed, even more ended up learning that there were a lot of benefits to contract work that they hadn't previously realized. This overarching economic trend impacted the growth of both the B2B and B2C freelance economy. The nascent gig culture blossomed. More and more independent workers are feeling empowered to pursue their personal goals in a less structured environment as society becomes more accepting of this work style — but are they making as much money as their traditionally employed counterparts?

In the 2016 Field Nation Freelancer Study, it was found that 72% of independent workers surveyed found themselves making the same as or more money than they were making when traditionally employed.

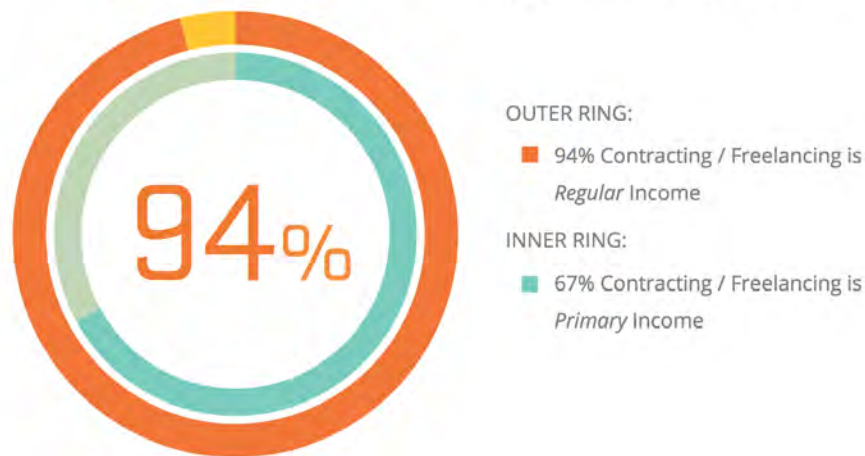
### Professional Freelancers Make The Same Or More Money



The promise of more money, or, at the very least, more freedom to pursue their expertise and passion is a reality for most taking part in the new blended workforce. This new on-demand and gig-based economy is proven to deliver more opportunity and put more money into the pockets of freelancers. This means the gig-economy is a growth engine for the United States and the corporations that base their operations here as this shift continues to pick up steam.

Freelance work isn't just about side jobs. The Field Nation Freelancer Study also found that 94% of freelancers surveyed consider their contract work to be a regular, reliable part of their household income with an additional 67% citing contract work to be their household's singular, primary income.

### Freelancing Has Evolved From Stopgap To Occupation



More people are turning to freelancing, contracting and starting their own business as a real alternative to traditional employment even if they've spent many years in a more traditional work structure. Freelancing is becoming a cornerstone of many household incomes.

It also provides important economic bridging for people as they learn new skills, gain experience in new fields or add new income streams to their households. Dynamic family units, individuals who spend a lot of time traveling, and other intriguing, interesting personalities are being given the opportunity to strike it out and do something new, exciting, and fulfilling. As people find themselves less fearful of taking new chances in their work, they're finding that seeking out freelance work as they build their expertise is not as fiscally frightening as it was considered to be in years past.

More engagement with one's work leads to higher quality and, often, the ability to command a higher rate, wage and overall income. A workforce that is more interested and engaged leads to better work being produced for companies using their services. That's the power of the passion perspective, and that's the driving force behind our societal shift towards an elastic, blended workforce.

## In Conclusion

For a long time, passion has been the motivator that gives forward-thinkers their thoughts and makes the world a better, more creative place. Passion combined with expertise empowered by technology is the honed edge that is excising an outdated, traditional workforce, leaving the leaner and more innovative blended workforce in its place. The blended workforce is what pushes boundaries and benefits from the expertise of freelancers teaming with core workers.

This new, elastic workforce is greatly benefitted by the emergence of new cloud technology and marketplace platforms that allow individuals to connect with the companies that benefit from their expertise on their own terms, in their own time. Field Nation, the leader in on-site, on-demand technical and field service work is bringing people together to help them accomplish great work. Field Nation is creating this successful, social and collaborative future of work.

“ Passion combined with expertise empowered by technology is the honed edge that is excising an outdated, traditional workforce. ”

In this paper, we've addressed three key factors in the journey toward a blended workforce and their ultimate significance.

First, there was the **accelerating shift** toward a workplace that takes advantage of the expertise of talented individuals to build blended teams that are driven toward innovation via varied perspectives and strengths. This shift is characterized by a focus on passion culture, the consistent advancement of social and communication technologies, and a societal shift that sees contract and gig work as an impressive, viable life choice.

Next was the transformative influence of **contractor confidence** and the many reasons why a more fulfilled workforce is a more successful workforce. With a focus on specific marketable skills and overwhelming happiness with their choices despite many challenges, freelancers are now feeling the power to take control of both their work and their lives.

Finally, we looked at the **financial figures** that inspired these changes for workers and the companies they work with and for. With more freelancers than ever buying into the on-demand and gig economy, businesses are presented with an opportunity to better tailor teams for specific tasks and feel confident that the work will be done. On the flip side, freelancers are more comfortable with the way gig-based payments apply to their lives as they see an increase in income compared to traditional roles.

In a recent article<sup>xvii</sup> by Klaus Schwab, founder and executive chairman of the World Economic Forum, he states that we are in the middle of a fourth industrial revolution, one that is, “characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres.” Freelancers are a by-product of this fourth revolution, taking advantage of the overwhelming interconnectedness and worldwide on-demand culture that is exploding onto the scene and growing more prevalent, accepted, and exciting with each day that passes.

As more people turn to freelance work, more people look for the tools to help them work and live passionately in a world where the lines continue to blur. Online marketplaces like Field Nation that take work from local companies and connect them to it through a mixed digital landscape help them achieve those goals.

The revelations addressed in this paper — that independent workers are happy to call themselves freelancers, that they use their mobile devices more often than not, that they not only love what they do but find themselves overwhelmingly committed to the success of themselves and the companies they work with, and, that, in the end, they’re happy with the freedom, wages and opportunity that talent marketplaces afford — tells us that the best way to create a more engaged workforce is with autonomy, connectedness, and a focus on expertise.

Trust in your passion perspective. Once you do, it becomes a lot easier to see that this is the face of the new American workforce.

## 2016 Field Nation Freelancer Study

### Methodology

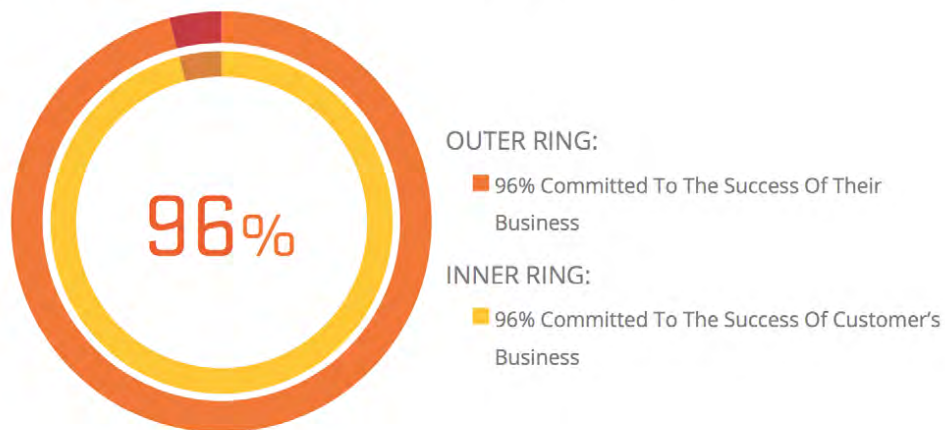
N= 863

Margin of Error = +/- 4%

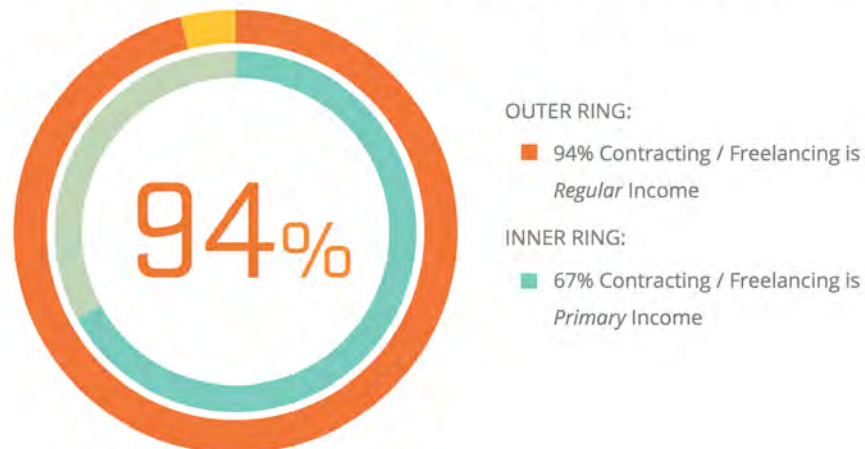
Survey of Field Nation's Freelance Management Platform Users Between November and October 2015

Respondents were anonymous.

### Freelancers Have An Overwhelming Commitment To Success

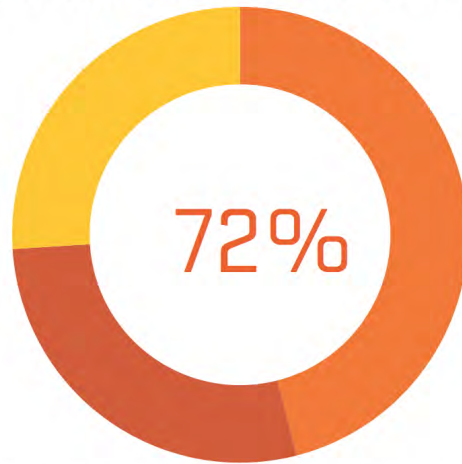


### Freelancing Has Evolved From Stopgap To Occupation



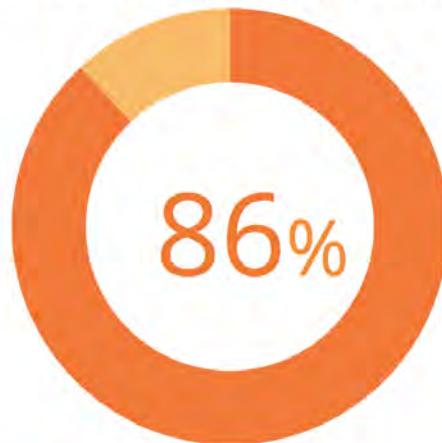


## Professional Freelancers Make The Same Or More Money



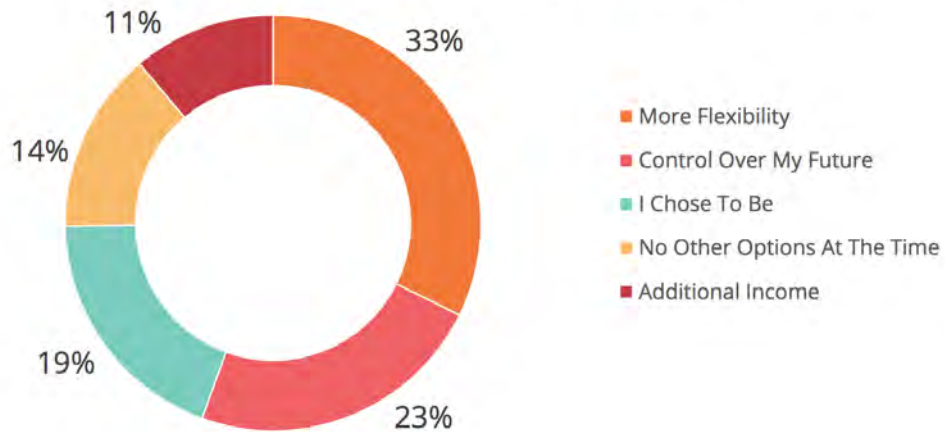
46% Make More Than They Did Before 26% Make About The Same 28% Make Less

## Freelancers Intentionally Choose Freelancing

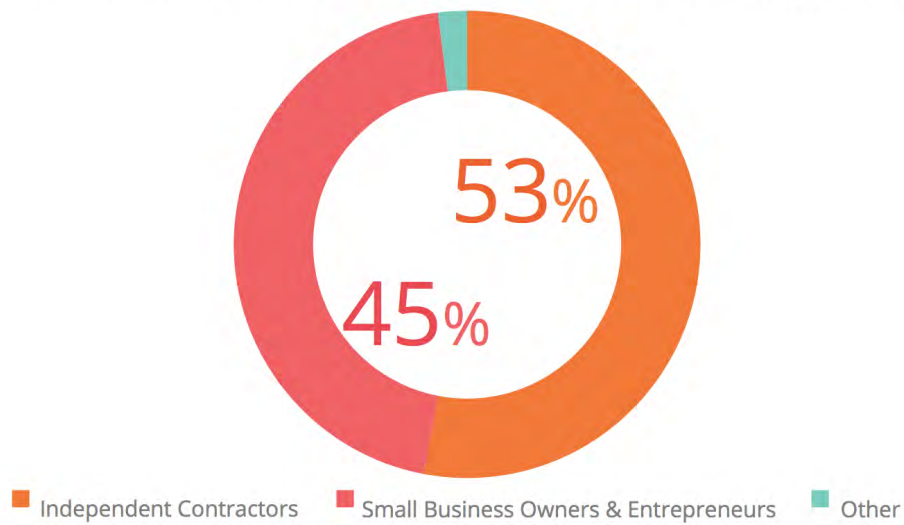


Opted In Only Option At The Time

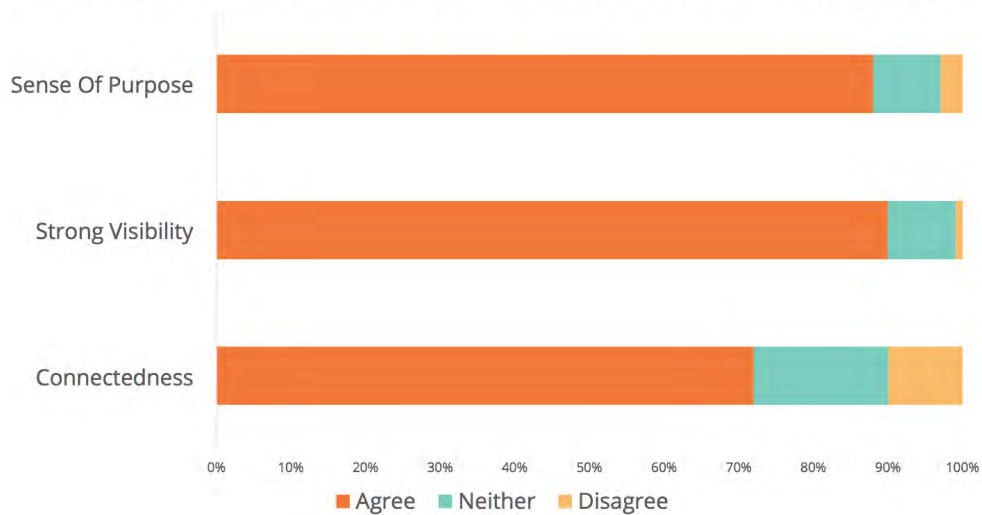
## Freelancers Choose Freelancing Because They Want...



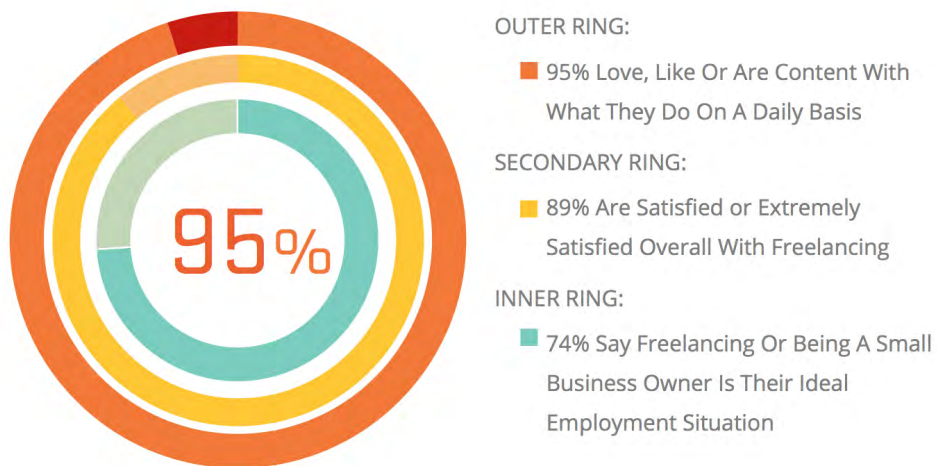
## Professional Freelancers Identify As Contractors & Entrepreneurs



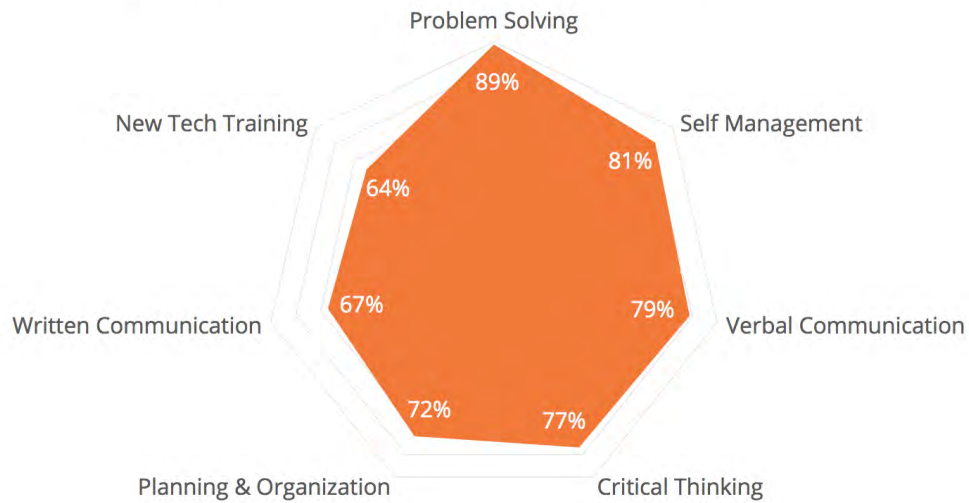
## Professional Freelancers Show Strong Pillars Of Engagement



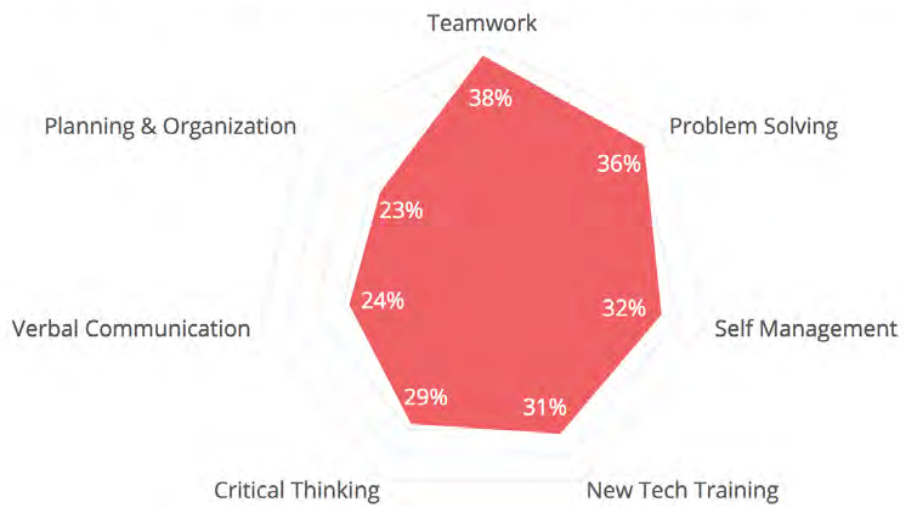
## Professional Freelancers Are Very Satisfied



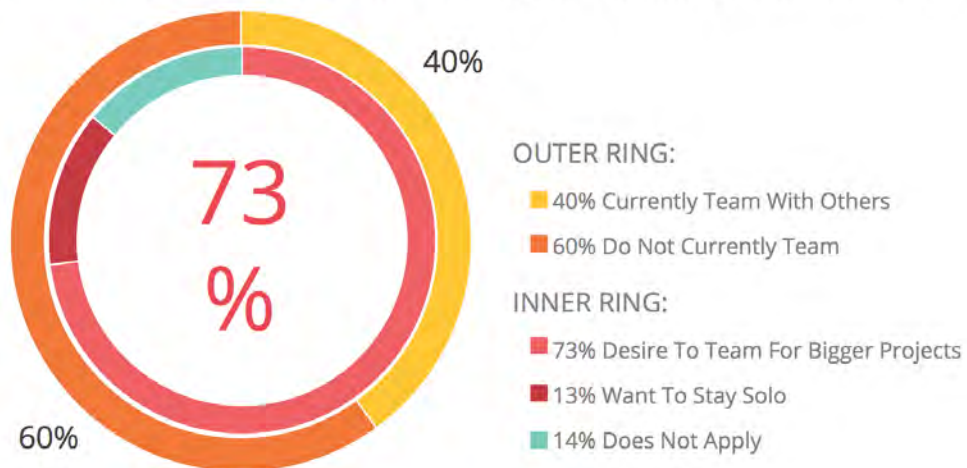
## The Skills That Freelancers Say Make Them Effective



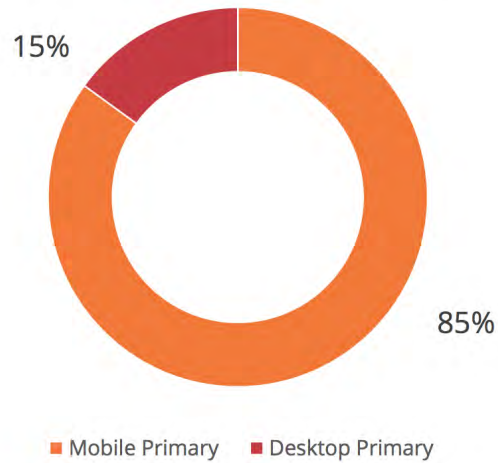
## The Skills That Businesses Say Make Freelancers Effective



## Professional Freelancers Are Strong At Teaming & Collaboration

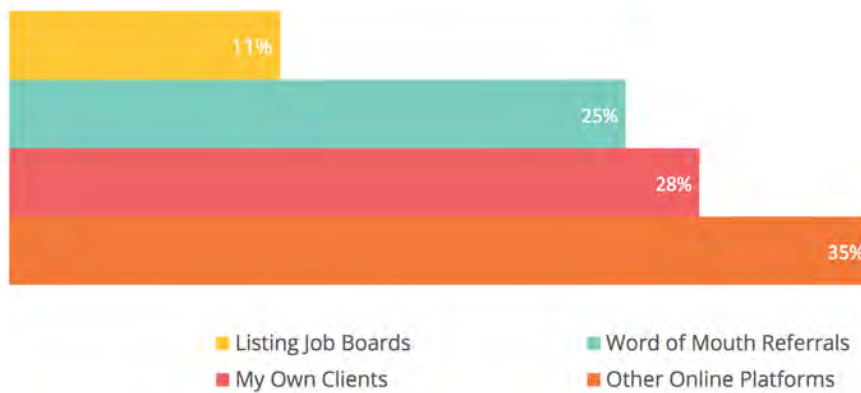


## Professional Freelancers Prefer Mobile Devices

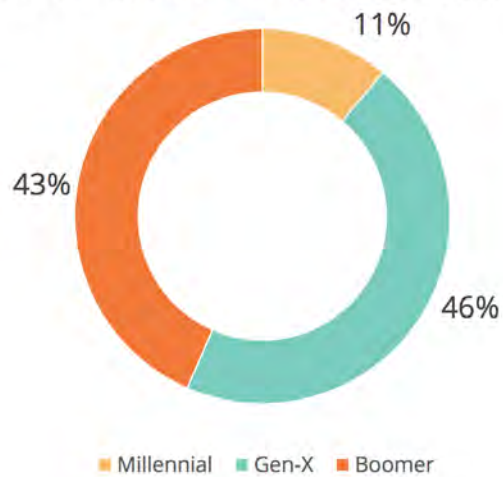


## Ways Professional Field Service Freelancers Find Work

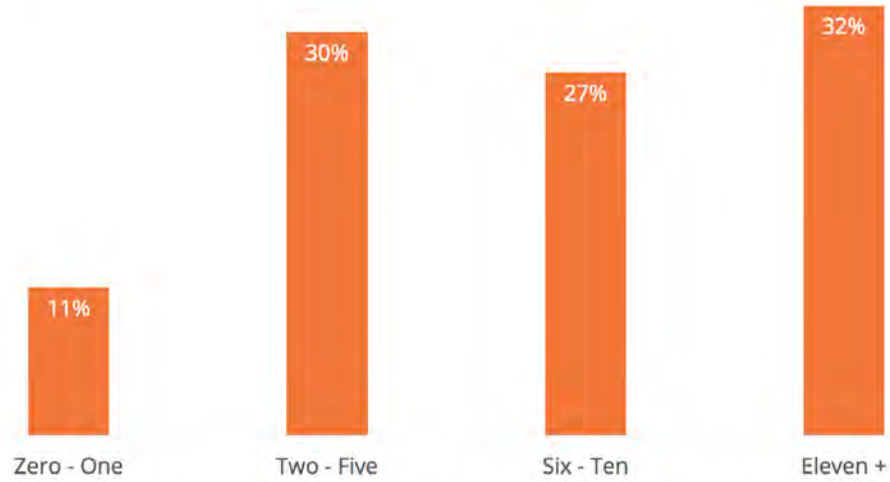
*In addition to using the Field Nation platform*



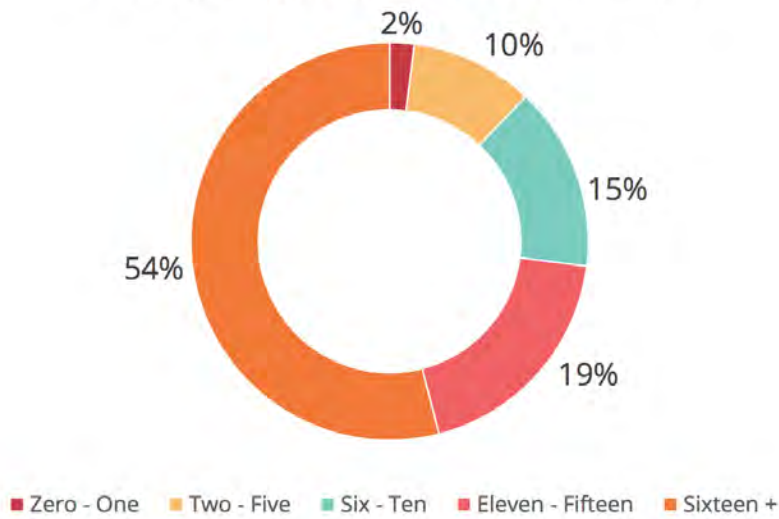
## Professional Freelancer Age Range



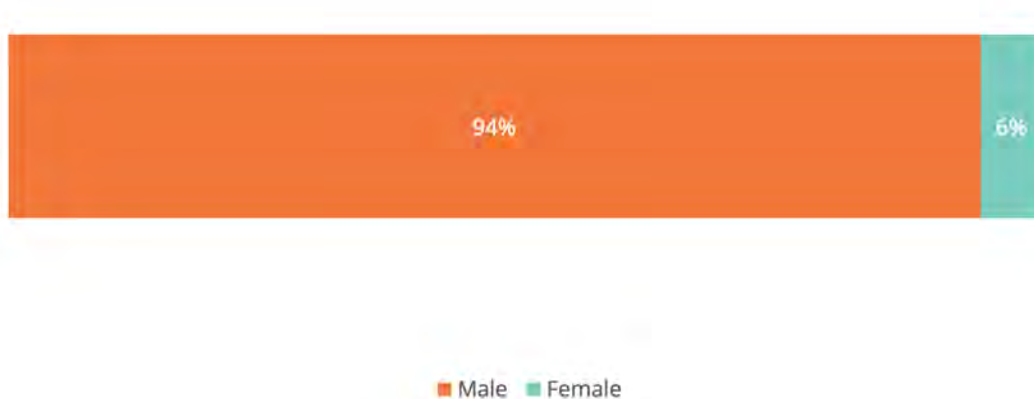
## How Many Years Have You Been Running Your Own Business?



## Years of Experience In Chosen Field



## Gender Distribution of Professional Field Service Freelancers



## Sources

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- <sup>ii</sup> The margin of error for this study is +/- 4%
- <sup>iii</sup> Adams, Susan, "More Than a Third of U.S. Workers are freelancers Now, But is That Good for Them?" Sep 5, 2014, <http://www.forbes.com/sites/susanadams/2014/09/05/more-than-a-third-of-u-s-workers-are-freelancers-now-but-is-that-good-for-them/#2fc68603f04f>
- <sup>iv</sup> "The New Face Of The American Workforce", 2014, Field Nation. <http://info.fieldnation.com/l/24592/2014-11-10/fz22p>
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- <sup>xi</sup> *The New Face of the American Workforce*
- <sup>xii</sup> Ibid.
- <sup>xiii</sup> "Why Your Organization Is Doing Workforce Engagement Wrong", Field Nation Video, YouTube, 2015, <https://www.youtube.com/watch?v=ioPslzzTvuU>
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- <sup>xvii</sup> Schwab, Klaus, "The Fourth Industrial Revolution: what it means, how to respond", 14 Jan 2016, <https://www.weforum.org/agenda/2016/01/the-fourth-industrial-revolution-what-it-means-and-how-to-respond/>