

# The Gig Economy - US - January 2020

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## This report looks at the following areas:

- If everyone you know has used Uber, you're in a bubble
- Who's in the gig economy? Young men, more than any demographic
- Why gig work? More money, more flexibility
- Consumers have a progressive view of the future of work



"Working multiple jobs to bring in extra income is nothing new – just ask a substitute schoolteacher, bartender, or photographer. But in today's economy, the proliferation of multiple "unicorn" tech startups has changed the landscape of our on-demand society, offering more options not only as a consumer, but as a worker for apps like Uber or Postmates."

**-Chris Shadle, Financial Services Analyst**

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- **Flexibility, more income attract gig workers**
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