

FREELANCING IN AMERICA

2019

“Freelancing in America” (FIA) is the most comprehensive study of the independent workforce. Commissioned by Upwork and Freelancers Union, this study analyzes the size and impact of the freelance economy, as well as the motivations and challenges of this way of working. This year 53 percent of Gen Z workers freelanced—the highest independent workforce participation of any age bracket since FIA’s launch in 2014.



57 million Americans freelanced this year



of Americans who freelanced

* 35% OF THE U.S. WORKFORCE

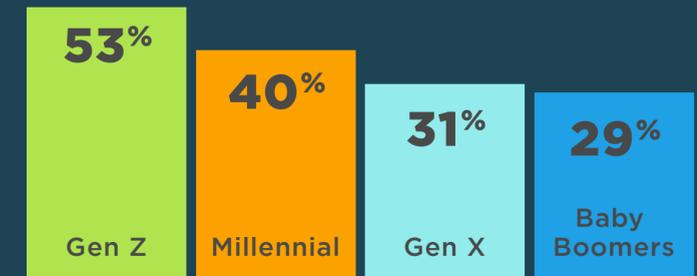
Freelancing income is nearly \$1T

on par with major industries



Percent of GDP (Selected Industries)

Younger generations are more likely to freelance



% of workers in each age group that freelance

Freelancing opens up opportunities



46%

of freelancers agree that freelancing gives them the flexibility they need because they are unable to work for a traditional employer due to personal circumstances

Freelancing gives flexibility



7 in 10

Freelancers interested in moving somewhere other than a large city, if opportunities were the same

Tech is enabling freelancing



77%

of freelancers say technology has made it easier to find freelance work*

*Of freelancers who believe the freelance job market has changed within the last 3 years

Soft skills matter



78%

of freelancers agree that soft skills are at least equally as important as technical skills to succeed in their work

Education needs to adapt



89%

of freelancers wish education better prepared them for freelance work

Top professionals freelance



64%

say that professionals who are the top in their industry are increasingly choosing to work independently*

*Of freelancers who believe the freelance job market has changed within the last 3 years