



FOR IMMEDIATE RELEASE
June 10, 2020

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Survey: Independent Workers Love How They Work; Concerned About Interventions from Policy Makers

WASHINGTON, D.C. – Contrary to what is often reported, gig workers are overwhelmingly satisfied with their current work arrangement and would prefer policy makers stop making it harder to choose independent or contract work, according to a survey released today by the [Coalition for Workforce Innovation](#) (CWI).

The survey reveals that individuals are choosing independent work because they are satisfied with the work arrangement:

- 94% are very or somewhat satisfied with their current work arrangement
- 46% view freelance work as a long-term business opportunity
- 39% see it as a lifestyle choice

"This data is further evidence that individuals like the freedom and flexibility of working independently and earning part time, supplemental income. Direct sellers have been providing this opportunity for over one hundred years and we are glad to see it is as relevant as ever. Technological advances have made accessing independent work easier—we were pivoting towards a digital first business prior to the pandemic and although this shift has been accelerated, the need for entrepreneurial opportunities remains." said **Direct Selling Association Vice President of Government Affairs & Policy, Brian Bennett**

"As the economy reopens, independent work can be faster to access for those who are out of work," said **CWI member Evan Armstrong, VP Workforce, Retail Industry Leaders Association**. "For retail, delivery is a huge growth area that lends itself to leveraging independent workers. As Congress considers requirements for the next round of unemployment insurance extension, they should incentivize not penalize individuals that want to take on independent work."

"Even in the midst of this crisis, our members and the majority of independent workers around the country, choose this workstyle, not out of desperation, but out of the aspiration to arrange their work around their lives." **Carl Camden, iPSE Co-President**

"These results make clear that particularly now, as we address the impact of both technology-induced displacement of employment (TIDE) and the dramatic virus-induced displacement of employment (VIDE) from the COVID-19 pandemic, it is critical for policymakers to support workers no matter what form their labor takes – employee, independent contractor, or entrepreneur. We need to be looking forward to the future of work, not backwards towards a rigid model of 'work' that does not adapt itself to the 21st century labor market." **Michael J. Lotito, President of the Emma Coalition**, a non-profit focused on preparing workers and the workforce for the challenges of TIDE.

CWI plans to use this data to [lobby Congress on several priorities](#) as they consider the next COVID relief package. The coalition's goal is to open pathways for any form of work. As Congress thinks through Unemployment Insurance benefits, they should consider mandating that any state that receives continued and expanded UI funds allows individuals to accept part time shifts and independent work without a reduction in UI benefits. This is key to moving individuals off unemployment insurance benefits to private sector work opportunities.

[Click here for full survey results](#)

[Click here for summary](#)

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The Coalition for Workforce Innovation brings together diverse stakeholders representing technology companies, worker advocates, retail, and service industries, to educate policymakers on the benefits of independent work and to support policy proposals that protect and empower individuals to choose nontraditional work arrangements.