

# THE GIG ECONOMY

University of Texas – Taxation Conference  
Austin, TX · 2018

## Owning v. Sharing



[www.slideshare.net/TelemanagiaForum/what-makes-cities-smart](http://www.slideshare.net/TelemanagiaForum/what-makes-cities-smart)

**BOULETTE GOLDEN  
& MARIN L.L.P.**

# Enabling Sharing



[travel.hostfully.com/could-the-gig-economy-signify-the-end-of-9-5-as-we-know-it](http://travel.hostfully.com/could-the-gig-economy-signify-the-end-of-9-5-as-we-know-it)

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# Sharing Employment

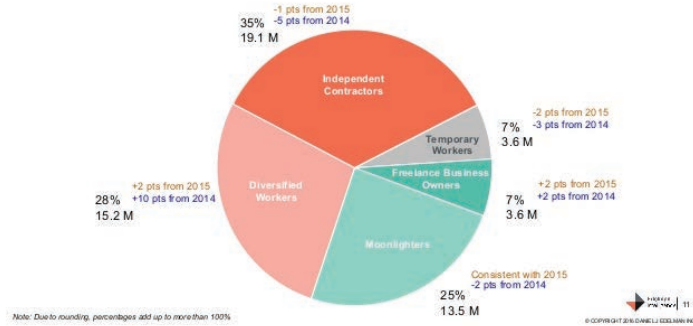


[garychaplin.files.wordpress.com/2012/03/pocket-watch.jpg](http://garychaplin.files.wordpress.com/2012/03/pocket-watch.jpg)

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# Gig Volume

## The freelance workforce: 5 freelancer segments



<https://www.slideshare.net/upwork/freelancing-in-america-2016/1>

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### THE INDEPENDENT WORKFORCE

The DEFINING FEATURES of INDEPENDENT WORK:

- High level of control and autonomy
- Payment by task, assignment, or sales
- Short-term duration

Independent workers make up **20-30%** of the working age population. This is up to **162 million** people.

**DIGITAL PLATFORMS**

**15%** of independent workers have used a digital platform.

**WHAT STILL NEEDS TO BE DONE?**

- POLICY MAKERS:** Collect better data; Address gaps in worker protections, benefits, and income security.
- INNOVATORS:** Explore opportunities to create new marketplaces and tools.
- ORGANIZATIONS:** Consider how digital technologies allow you to utilize external talent.
- INDEPENDENT WORKERS:** Think like a business; Develop differentiated skills.

*McKinsey & Company*

### FOUR SEGMENTS OF INDEPENDENT WORKERS

"Independent work is my ..."

	PRIMARY INCOME	SUPPLEMENTAL INCOME
<b>PREFERRED CHOICE</b>	<b>FREE AGENTS</b> Derive their primary income from independent work and actively choose this working style. <i>Example: A self-employed plumber or a chiropractor in private practice.</i>	<b>CASUAL EARNERS</b> Use independent work to supplement their income and do so by choice. Some have traditional primary jobs, while others are students, retirees, or caregivers. <i>Example: A faculty member who sells courses or a professor who gives paid speeches.</i>
<b>NECESSARY CHOICE</b>	<b>RELUCTANTS</b> Derive their primary income from independent work but would prefer traditional jobs. <i>Example: A short-term temporary worker who would prefer a more permanent job.</i>	<b>FINANCIALLY STRAPPED</b> Do independent work to supplement their income but would prefer not to have to do side jobs to make ends meet. <i>Example: A janitor who doubles as a housekeeper on the weekends.</i>

**THIS SEGMENTATION VARIES SLIGHTLY IN THE UNITED STATES AND THE EU-15\***

	US (%)	EU-15 (%)
PRIMARY INCOME	40%	42%
SUPPLEMENTAL INCOME	54%	58%
BY CHOICE	29%	32%
OUT OF NECESSITY	71%	68%

*McKinsey & Company*

[www.mckinsey.com/featured-insights/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy](http://www.mckinsey.com/featured-insights/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy)

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Title search: The Gig Economy

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[2018 Taxation eConference](#)

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66<sup>th</sup> Annual Taxation Conference session  
"The Gig Economy"