

# Gig Economy Facts

---

## US Market Growth

- ✓ **The U.S. freelance workforce has been growing 3 times faster than the overall U.S. workforce since 2014.**  
[Upwork Link](#)
- ✓ **The percentage of independent workers who freelance by choice rose from 55% to 67% between 2011 and 2019.**  
[Small Biz Genius Link](#)
- ✓ **View Case Studies: Gig Economy – The Economic Backbone of the Future?**  
[Brodmin Link](#)
- ✓ **41% of post-graduates freelance.**  
[Small Biz Genius Link](#)

---

## EU Market Growth

- ✓ **The gig economy in the UK doubled in size between 2016 and 2019, accounting for 4.7 million workers.**  
[Guardian Link](#)
- ✓ **Europe had a 45% increase in freelancers from 2014 to 2019. Freelancers are the fastest-growing component of the EU market.**  
[Monosolutions Link](#)

---

## Drivers of Growth

Economy	Technology	Lifestyle
Corporate down-sizing Desire for flexible workforce Comfort with remote workers	Ease of running a business with modern technology Greater accessibility of connective tools	Desire for greater work/life balance Increased earning potential

---

## Independent Consulting in the Professional Sector

- ✓ There's no easy way to separate out highly paid managers and professionals, but if we assume that they account for just 10% of the total (the share of American adults with graduate degrees), the day may soon come when the U.S. has 3 million high-end temps—the 1% of the population that the pollster Mark Penn says can create a “microtrend” with the power to change the culture.

[Harvard BR Link: Rise of the Super Temp](#)

[Harvard BR Link: Hyperspecialization](#)

---

## The Digital Talent Gap in Health and Life Sciences Firms

- ✓ Recent trend studies indicate a widening talent gap is one of the greatest factors prohibiting digital transformation growth within biopharma companies.

[Global Data Link](#)

[European Pharmaceutical Review Link](#)

**The Stem** is a global management consulting firm specializing in customer engagement strategy and operations in Health & Life Sciences. The Stem's unique networked model draws on the industry's most seasoned independent talent offering clients a nimble, cost-effective and refreshing alternative to traditional consultancies.

—  
For more information, please visit:

[www.thestem.com](http://www.thestem.com)