

Freelance Talent Report

A detailed look at professionals and online work

June 2011

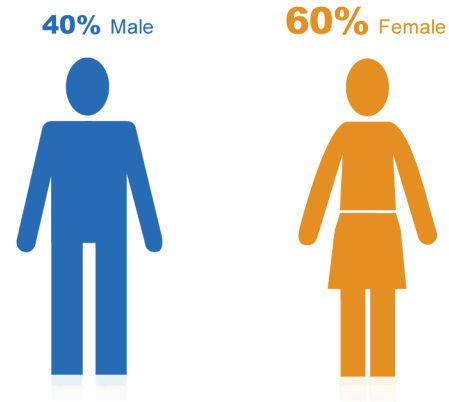
Highlights

- 89% of respondents state that working independently or freelancing is an important part of their career strategy
- 90% cite the ability to take control of their own schedule as the best part of freelancing, and 87% feel that following their passion is most important
- 92% turn to online job sites as their primary method for finding employment, and 41% indicate they are using social media to land jobs
- 65% state that digital portfolios and online resumes are more effective than traditional resumes in landing a job

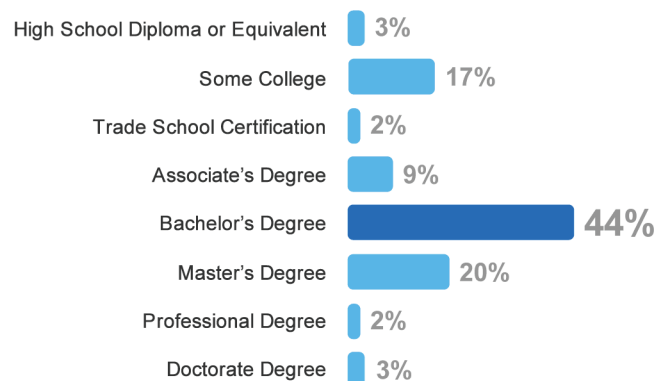
“ I went from being a full-time teacher to a part-time writer to stay home with my children. Now I work on projects for my clients while they are asleep at night. I feel like I have the absolute best of both worlds! ”

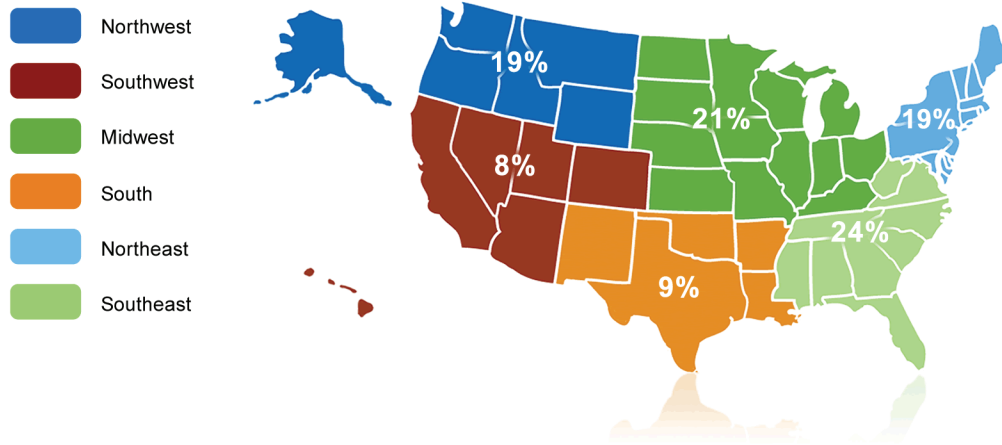
—Survey respondent

Male or female?



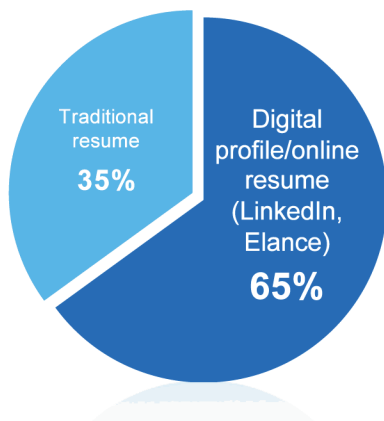
What is the highest level of education you have completed?





What methods do you use to find jobs?

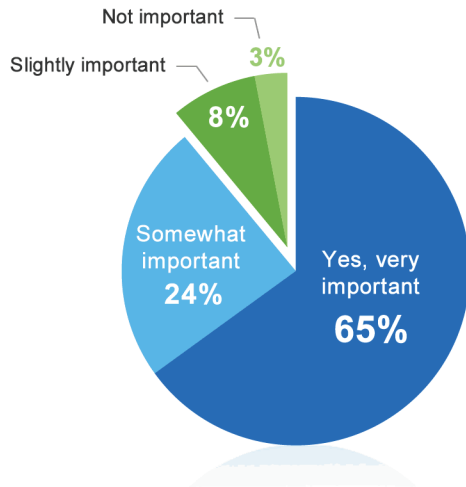
- 92%** Online job listings (Elance, Monster, Craigslist, etc.)
- 41%** Social media (LinkedIn, Facebook, etc.)
- 76%** Personal connections/networking
- 22%** Staffing agency or recruiter
- 37%** Online applications at targeted companies
- 9%** Job fairs
- 8%** College job postings
- 9%** Other



What tool is most effective in landing a job today?

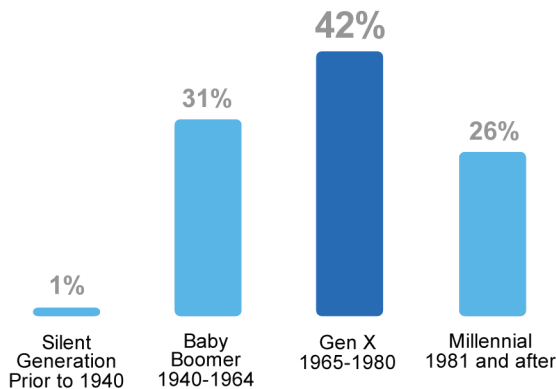
Is telecommuting part of your career strategy?

- 45%** Yes, I want/plan to telecommute a majority of the time
- 20%** Yes, but I want/plan to split my time telecommuting and working onsite at a company
- 7%** No, I want/plan to work onsite at a company a majority of the time
- 24%** It depends on the job requirements
- 4%** Not sure

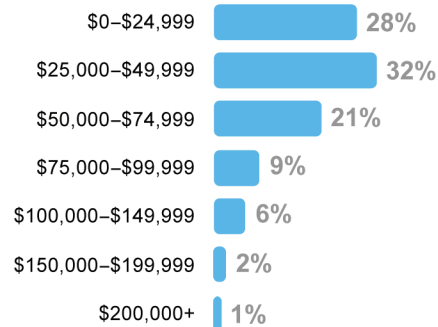


Is working independently an important part of your career strategy?

When were you born?



What is your annual income (including freelancing and other income)?



Describe your level of freelance activity

- 36%** I freelance full-time or as much as I can; it is my sole source of income
- 29%** I have a full-time job and freelance on the side
- 13%** I have a part-time job and freelance part-time
- 9%** I am working as a freelancer until I find a full-time job
- 12%** Other

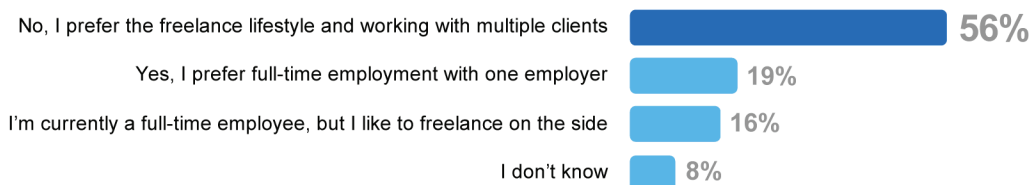
Why did you begin freelancing?

- 17% I began freelancing after being downsized or laid off
- 35% I began freelancing to earn supplemental income
- 26% I began freelancing to be my own boss and to work on the type of projects I love
- 13% Freelancing is part of my long-term career strategy
- 8% Other

“ I have had excellent opportunities on Elance. Being on the receiving end of a reduction in force is the best thing that happened to me. ”

—Survey respondent

Would you prefer to be a full-time employee at a company?



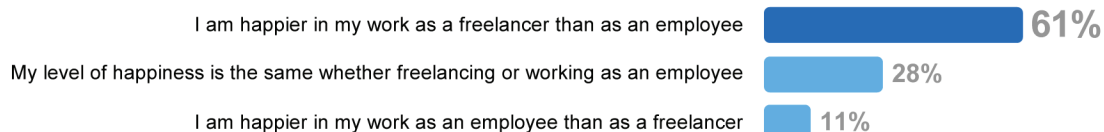
Has your income as a freelance professional increased in the last 12 months?

- 47% Yes, my freelance income has increased in the last 12 months
- 25% No, my freelance income has decreased in the last 12 months
- 28% My income has remained the same in the last 12 months

What are the things you like best about freelancing?

	Very important	Somewhat important	Slightly important	Not important
Being my own boss (no chance I'll get "laid off" by a single employer)	65%	21%	9%	6%
Following my passion	64%	23%	8%	5%
No commute/work from anywhere	61%	24%	9%	5%
Control over my own schedule	72%	18%	5%	4%
More choice over the projects that I can do	61%	26%	10%	4%
No office dress code	36%	20%	20%	24%
No cubicles	41%	18%	17%	23%

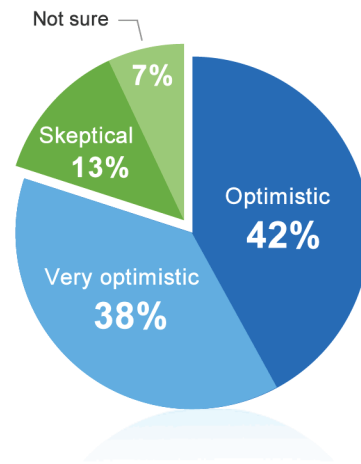
Describe your overall level of happiness in your work



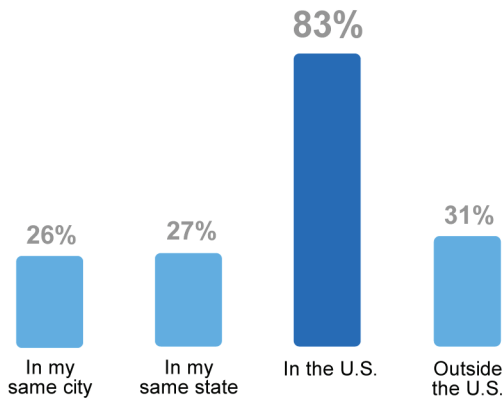
How optimistic do you feel about your career path?

“As a baby boomer, I am not certain when I’ll be able to retire; the flexibility I have doing freelance work is very important to me.”

—Survey respondent



Where are your clients located?



Which issue is more important to men vs. women?

