

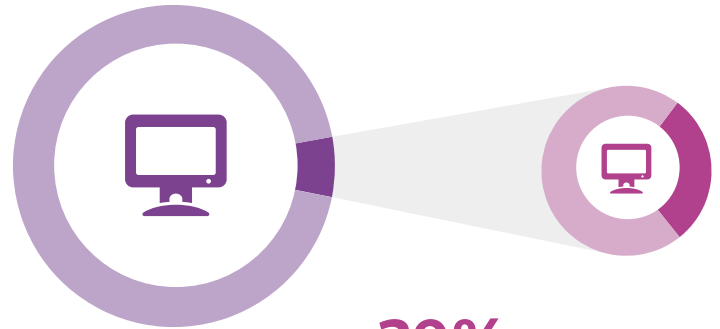
# Gig economy

## The Uberisation of work

The world of work is changing. Digital work platforms have accelerated a trend towards flexible, project-based employment, which presents both opportunities and risks to employers, recruiters and candidates.

### BY 2025

The effect of digital work platforms:



**6%**  
of British businesses currently recruit using digital work platforms.

**29%**  
say it is likely that digital work platforms will become more important to their business in the next five years.



**47%**

of all pieces of work on Freelancer.com are awarded to the average or higher bidder.



OF BUSINESSES, WHEN ASKED ABOUT THE BENEFITS OF DIGITAL WORK PLATFORMS, SAY THEY CAN BE QUICKER THAN TRADITIONAL RECRUITMENT CHANNELS.



OF BUSINESSES WOULD BE ENCOURAGED TO INCREASE THEIR USE OF DIGITAL WORK PLATFORMS IF UK GOVERNMENT CLARIFIED THE LEGAL STATUS AND RESPONSIBILITIES OF DIGITAL WORK PLATFORMS.



OF BUSINESSES PERCEIVE THE USE OF DIGITAL WORK PLATFORMS AS BEING MORE RISKY THAN BENEFICIAL FOR THEIR BUSINESSES.



**26%**  
of businesses surveyed said they feared candidates sourced from digital work platforms may lie about their qualifications and experience.



**23%**  
of businesses surveyed said candidates require an extra level of screening by the employer.



**13%**

of British people believe they will be working in traditional '9-5' employment by 2025.

**'THE GIG ECONOMY IS PART OF HOW THE WORLD OF WORK IS SHIFTING. IT'S ECONOMICALLY INEVITABLE THAT IT WILL BE PART AND PARCEL OF HOW THE FUTURE ECONOMY FUNCTIONS.'**

RT HON LIAM BYRNE MP

Data sourced from: REC-YouGov survey of 614 GB business decision-makers, Intuit, The McKinsey Global Institute, Freelancer.