



THE ON-DEMAND ECONOMY SURVEY

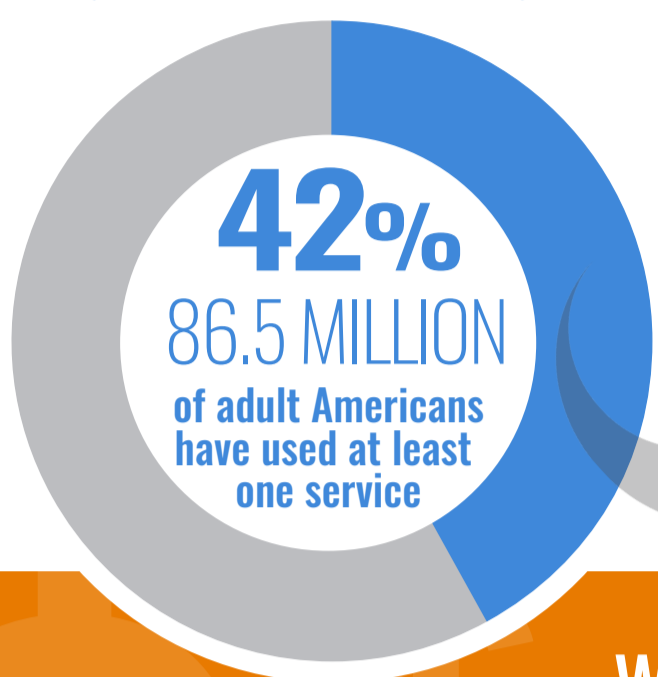
BURSON-MARSTELLER
THE ASPEN INSTITUTE
TIME

THE ON-DEMAND ECONOMY IS BIG

45.3 MILLION

of adult Americans have worked in it (offered at least one service)

22%



42%
86.5 MILLION
of adult Americans have used at least one service



MORE PEOPLE THAN LIVE IN THE THREE MOST POPULOUS U.S. STATES - **CALIFORNIA, TEXAS AND FLORIDA**
(U.S. Census Bureau, 2014)

WORKERS ARE GENERALLY SATISFIED WITH WORKING IN THE ON-DEMAND ECONOMY

64%

expect their financial future to get better

compared to 47% of the general population

51%

say their finances have improved over the past year

compared to 34% of the general population

61%



BELIEVE ON-DEMAND ECONOMY COMPANIES CARE ABOUT THEIR WORKERS

WORKERS EXPRESS SOME CONCERNS



agree they do not have the same **financial safety net** as full-time workers

68%



72%



believe they should be given **more benefits** as part of their job

62%



believe employers should provide **workplace education and training**

THEY REFLECT A TENSION BETWEEN INDEPENDENCE AND SECURITY

WORKERS ARE SPLIT ABOUT WHETHER THEY PREFER

41%

THE SECURITY AND BENEFITS OF WORKING FOR A **TRADITIONAL COMPANY**



43%

THE INDEPENDENCE/FLEXIBILITY OF THE **ON-DEMAND ECONOMY**

49%

believe the On-Demand Economy should not be regulated and companies should compete to offer workers fair pay and benefits, even if it means less security

40%

 say they should be regulated

11%

 don't know

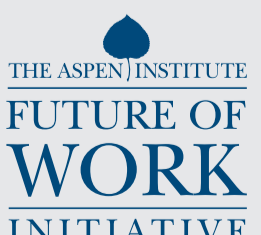
Burson-Marsteller, The Aspen Institute and TIME surveyed 3,000 adult Americans to understand the size and composition of the On-Demand Economy in the United States and to provide insights into trends surrounding the On-Demand Economy and its participants (both workers and users). The research was conducted online by Penn Schoen Berland from November 16-25, 2015. The margin of error for the total general population sample is $\pm 1.79\%$.

For more information, see burson-marsteller.com/OnDemand



About Burson-Marsteller

Burson-Marsteller is a leading global strategic communications and public relations firm, operating in 110 countries across six continents with 73 offices and 85 affiliate offices. Burson-Marsteller is a part of Young & Rubicam Group, a subsidiary of WPP. burson-marsteller.com.



About The Aspen Institute

The Future of Work Initiative at the Aspen Institute is a year-long nonpartisan effort to identify concrete ways to strengthen the social contract in the midst of sweeping changes in the 21st-century workplace and workforce. As part of the effort, the Initiative will focus on how best to advance and protect the economic interests of Americans in the rapidly growing on-demand economy. aspeninstitute.org/policy-work/future-of-work



About Time Inc.

Time Inc. (NYSE:TIME) is one of the world's leading media companies, with a monthly global print audience of over 120 million and worldwide digital properties that attract more than 140 million users, including over 60 websites. Our influential brands include People, Sports Illustrated, InStyle, Time, Real Simple, and Southern Living, as well as more than 50 diverse titles in the United Kingdom.



About Penn Schoen Berland

Penn Schoen Berland (PSB), a member of Young & Rubicam Group and the WPP Group, is a global research-based consultancy specializing in messaging and communications strategy for blue-chip corporate, political and entertainment clients. PSB's operations include over 200 consultants and a sophisticated in-house market research infrastructure with the capability to conduct work in more than 90 countries. psbresearch.com. psbresearch.com.