

## Freelance Talent Report

A detailed look at professionals and online work

June 2011

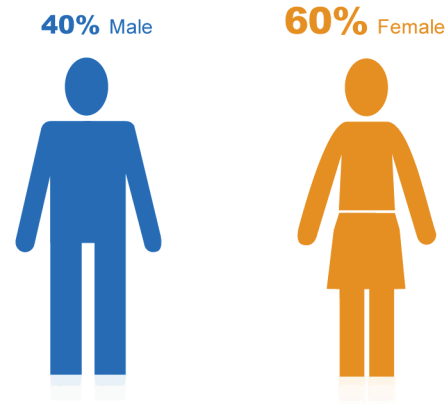
### Highlights

- 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

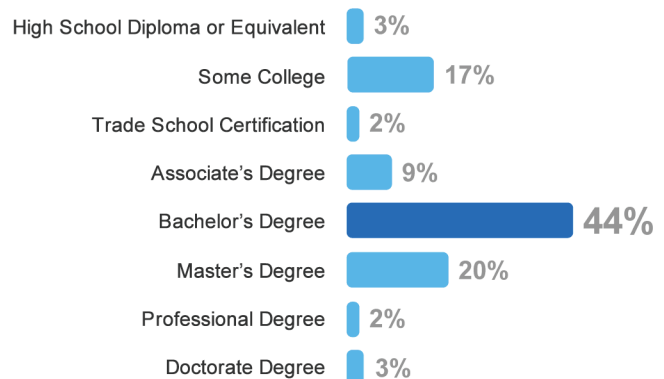
“ I went from being a full-time teacher to a part-time writer to stay home with my children. Now I work on projects for my clients while they are asleep at night. I feel like I have the absolute best of both worlds! ”

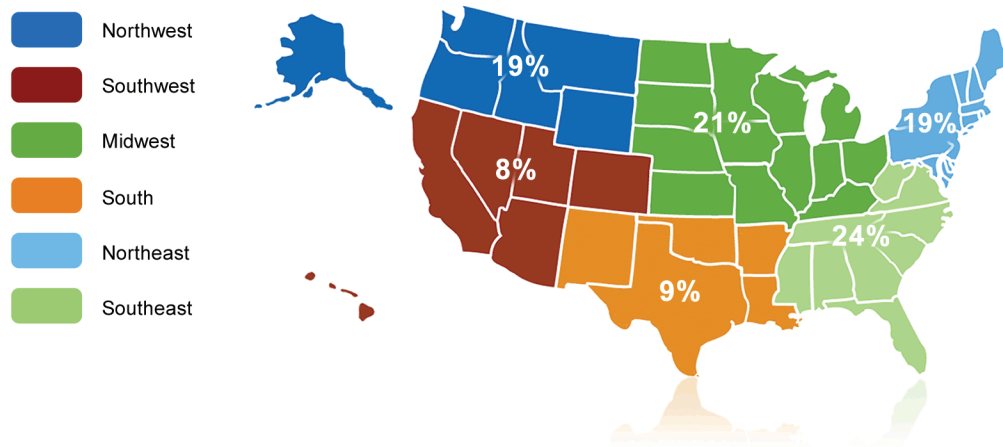
—Survey respondent

### Male or female?



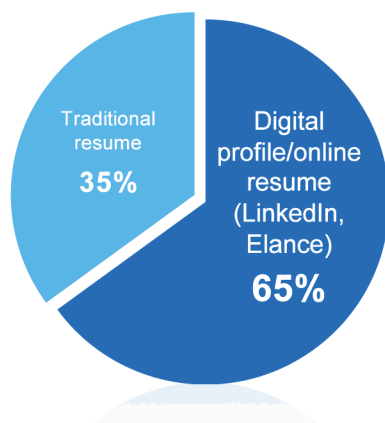
### What is the highest level of education you have completed?





## What methods do you use to find jobs?

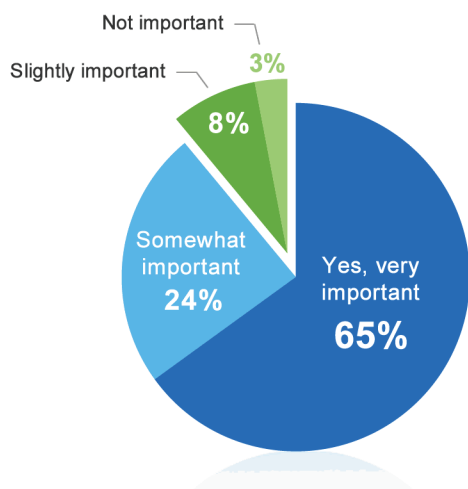
- 92%** Online job listings (Elance, Monster, Craigslist, etc.)
- 41%** Social media (LinkedIn, Facebook, etc.)
- 76%** Personal connections/networking
- 22%** Staffing agency or recruiter
- 37%** Online applications at targeted companies
- 9%** Job fairs
- 8%** College job postings
- 9%** Other



## What tool is most effective in landing a job today?

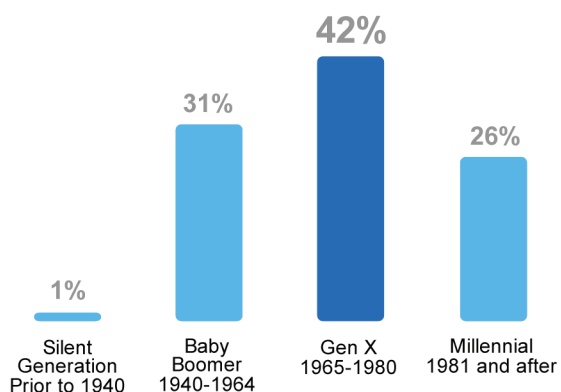
## Is telecommuting part of your career strategy?

- 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

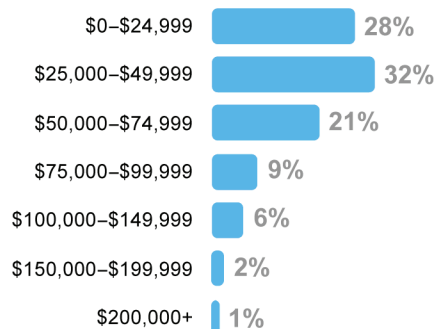


Is working independently an important part of your career strategy?

## 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

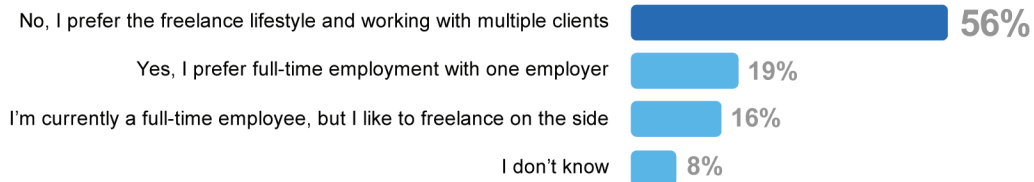
## Why did you begin freelancing?

- 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?



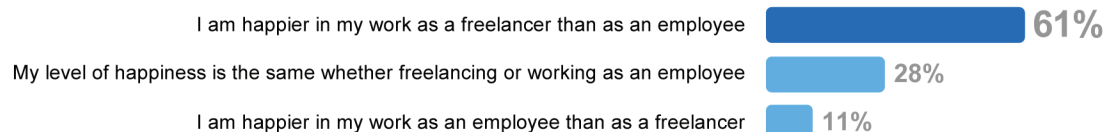
## Has your income as a freelance professional increased in the last 12 months?

- 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%

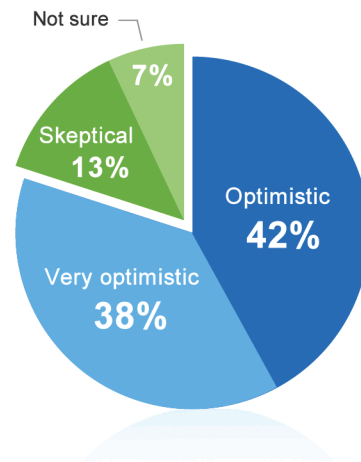
## Describe your overall level of happiness in your work



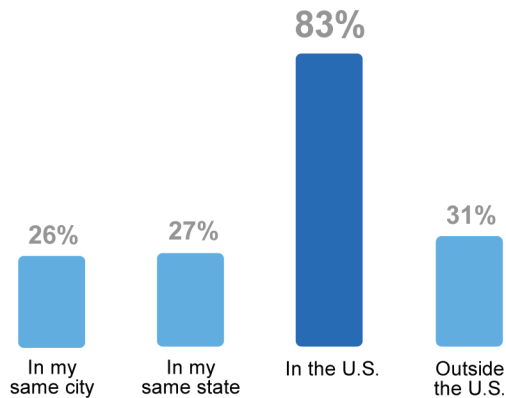
## How optimistic do you feel about your career path?

“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?

