



Mercer IndigoSM

the gig workforce as a strategic growth driver

Survey results



Current gig and contractor population size

90.9%

Of respondents
indicated

7.6%

Of respondents
indicated

0%

Of respondents
indicated

1.5%

Of respondents
indicated

Less than 2k

2k – 10k

10k – 20k

20k +

Defining growth

Consistent with other research and what we are seeing with our clients, almost two-thirds or

64.5%

Of respondents expect to **grow** their gig workforces over the next 12 months



Over **half** of those companies expect growth to be the result of net-new additions to their workforce, while one-third expect these **additional** gig workers to replace work currently being done by employees

52.5%



Net-new

32.2%



Replace work currently done by employees

15.3%



Replace work currently outsourced

Who manages your relationship with your contract and/or gig workers?

39%

Business/operations

39%

HR

12%

Third party

10%

Procurement

As gig workers gain in strategic importance, we are seeing oversight and governance for this critical labor pool **shift** from procurement and third parties to HR and Operations

This is in keeping with a **growing** trend of companies being more playful in managing the work experience of their gig workers

Management strategies

Respondent strategies used for attracting, retaining and engaging gig workers



As companies become more strategic in their management of gig workers, more than a quarter have developed customized value propositions for this population and more than one-third have developed specific targets for compensation

You **can** provide access to benefits

View
the
demo

Mercer Indigo was built as a **solution** to this specific strategic concern – attracting and retaining the independent contractor, gig and part-time workforce.

As the survey indicates, only 8% of organizations are providing access to benefits. Our platform makes it possible for your business to provide health and wealth coverage, and more.

