



Press Release

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COMMISSIONER'S OFFICE

No. 16-012

Contact: Gretchen Fauske
Division of Economic Development
(907) 269-8406
gretchen.fauske@alaska.gov

New study offers important insight into emerging freelancer industry

JULY 29, 2016 ANCHORAGE – In recent years, a trend toward flexible, non-traditional work has enticed an increasing amount of the country's workforce. A recent study commissioned by the Alaska Division of Economic Development suggests that Alaska's workforce is no exception to this trend. The report offers insights into factors that foster a vibrant freelancer industry and the impact of the emerging industry in Alaska.

The study suggests that each dollar earned by a freelancer generates an additional \$0.67 in gross sales to other businesses and \$0.33 in profits, wages and indirect taxes. One-third of Alaska freelancers surveyed said their business has grown within the last year and 80 percent expect their business to remain stable or even grow in the year to come.

"With uncertainty surrounding Alaska's economic future and state spending reduced due to the plunge in oil prices, this type of economic resiliency is even more important for our state," said Chris Hladick, commissioner of the Department of Commerce, Community and Economic Development.

The freelance industry represents 53 million workers nationwide, an increase of 700,000 from the year before. While the nationwide trend sees mainly millennials in the freelance worker category, Alaska's freelancers represent a different demographic. Based on this survey, freelancers in Alaska tend to be over the age of 55, predominantly female, and are more likely to have completed post-secondary education. Many are retired and most work part-time.

The full [report](#) is available online from the [Division of Economic Development](#). It contains in-depth information on the freelance workforce including demographics, motivation for location decisions, industries served, support services and more.

Housed within Alaska State Department of Commerce, Community and Economic Development, the Division of Economic Development supports the growth and diversification of Alaska's economy through policy, promotion, financing, and business assistance. For additional information about the division, please visit commerce.alaska.gov/web/DED. To learn more about DCCED and its other agencies, please visit commerce.alaska.gov.

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