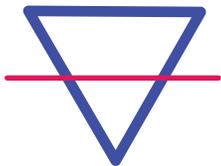




The True Size Of The Online Labor Force

Internet Association latest report uses exclusive data from IA member companies to find a significantly larger number of online income positions (OIPs) in America than estimated by previous studies.

23.9 MILLION



THE SIZE OF THE ONLINE LABOR MARKET FAR EXCEEDS PREVIOUS ESTIMATES. THERE ARE 23.9 MILLION OIPs IN THE U.S.

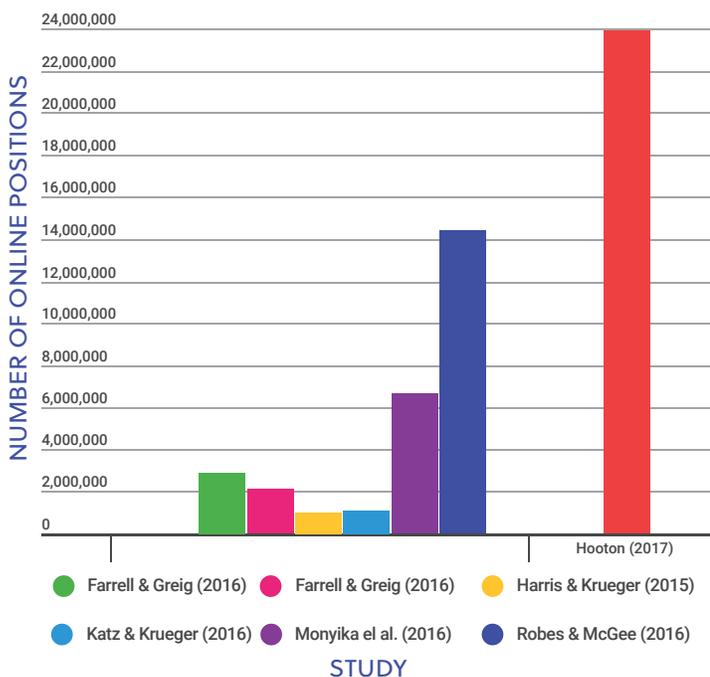
Previous estimates ranged from 1 million to 14.4 million.



THERE ARE OIPs IN ALL 50 STATES, with California, Florida, New York, Texas, and Illinois the top five.



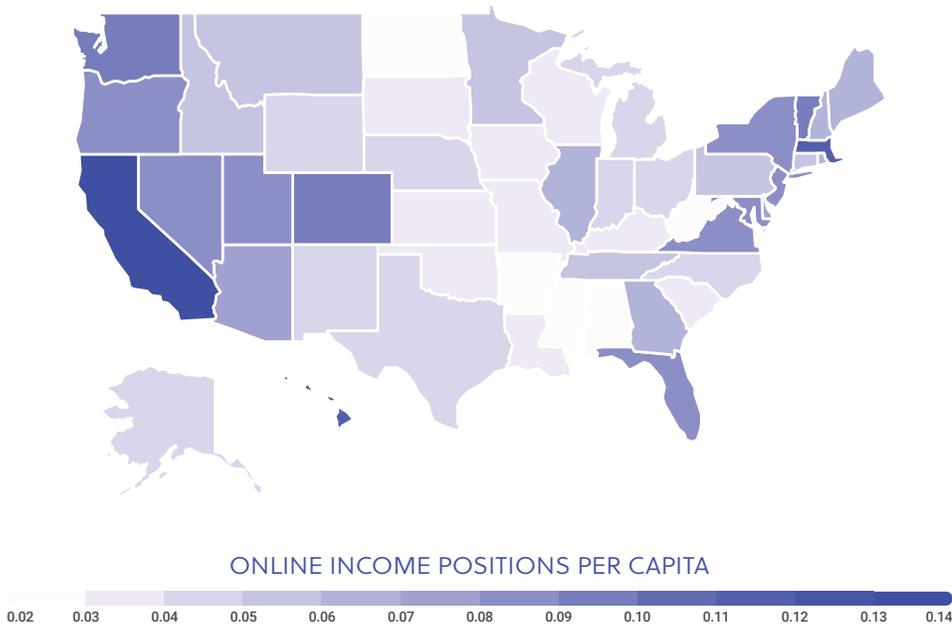
OIPs DO NOT RISE AND FALL WITH CHANGES IN TRADITIONAL JOBS. Cost of living, internet accessibility, & internet exposure are the main driving factors behind the online labor force.



How Do We Count OIPs?

- IA's study uses actual internet company data acquired through an IA member survey. This data cannot be acquired anywhere else.
- Previous assessments of these positions used overly narrow definitions in their estimates.
- This study took a broader, more accurate definition of OIPs, including positions that are not the primary employment of the user. This approach reflects the reality that many users view these positions as supplemental to primary employment opportunities.

THE NATIONAL IMPACT OF THE ONLINE LABOR MARKET



What Are OIPs?

The report defines OIPs as registered commercial positions that:

- 1 Are facilitated through online intermediaries
- 2 Allow an individual or business to earn income
- 3 While one person could hold more than one OIP, each OIP likely represents an individual

MISCONCEPTIONS ABOUT OIPs:

- Short-term transactions
- High degree of worker autonomy
- Use of an online intermediary

ACTUAL CHARACTERISTICS:

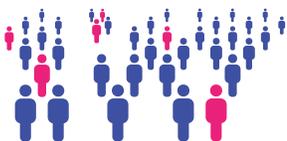
- Use of Online Platform
- Earn Income

POLICY IMPLICATIONS



OIPs represent the equivalent of 13 percent of the labor force.

More Americans want the flexibility and supplemental income offered by OIPs with cost of living at an all time high. Changes to this growing part of the economy require careful consideration.



OIPs are less tied to population than traditional employment.

These positions do not follow traditional employment patterns; they are more diffused. Small states like Hawaii and Vermont have some of the highest per capita OIPs in the country.



OIPs more typically serve as income supplements, rather than as primary job replacements.

States with higher costs of living and higher poverty levels tend to have more OIPs. Employment levels have no relationship with the OIPs.