

Will Benefits Keep Gig Workers Loyal To Their Platforms?

A 2022 Survey Report
About Benefits and Perks



**Virtual Mental
Support**



**Hospital
Indemnity**



Dental Plan



Telemedicine

The gig economy has grown dramatically – the number of companies that fully operate on gig work increased by 554% between 2014-2018 alone*.

As gig companies compete for workers, those same workers have little loyalty to any one platform – **many are multi-apping**. Could offering a benefits option help recoup worker acquisition and turnover costs?

Read on to discover our findings.

*<https://www.zippia.com/advice/gig-economy-statistics/>



Lesson 1.

The majority of gig workers are NOT provided benefits. But they want them!

60%

of gig workers are not offered benefits from their gig platform.

What do they want?

Insurance:

- Health Insurance
- Life Insurance
- Dental & Vision Insurance
- Car Insurance
- Pet Insurance

Discounts:

- Gas cards
- Percentage off company's product.

Bonuses



Lesson 2.

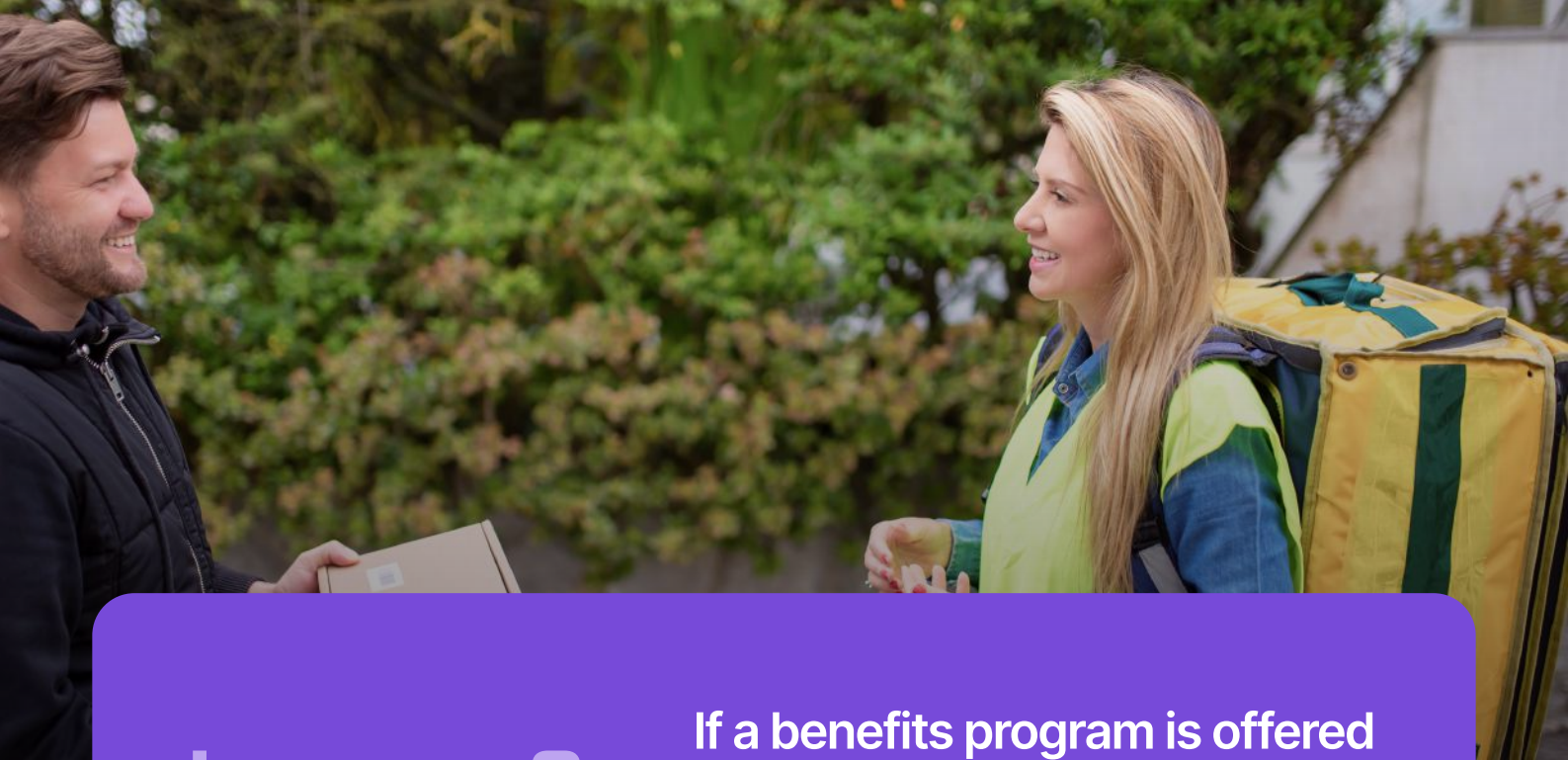
The overwhelming majority of gig workers are stressed due to a lack of safety-net benefits.

78%

of respondents are stressed because of their lack of insurance, financial resources and access to well-being tools.

What would help them stress less?

- More Money
- Medical Insurance
- Dental and Vision Insurance
- Life Insurance
- Sick Pay



Lesson 3.

If a benefits program is offered to them, gig workers will take advantage of it.

77%

of gig workers who are offered a benefits program take advantage of them.

Wondering why some don't take advantage?

They're too expensive, and platforms need to do a better job of onboarding and exposing these programs.



Lesson 4.

Benefits for gig workers create loyalty to their gig platform.

94%

of gig workers would take more jobs with their platform if offered free benefits

What benefits would need to be offered to make this happen?

- Health Insurance
- Dental and Vision Insurance
- Life Insurance
- Affordable transportation to gigs or car expense help



Lesson 5.

The majority of gig workers believe their platforms should help pay for basic benefits.

74%

of gig workers believe their gig platform should help pay for benefits like basic health coverage, life insurance and phone bills.

This doesn't mean everyone expects platforms to pay 100% of the fees from day one.

In fact:

- 39% said they'd expect to work a certain number of jobs first, then receive benefits for free
- 31% said they'd split the cost of benefits with their platform



Lesson 6.

Perk marketplaces and discounts alone don't cut it.

Most gig workers want variety in their benefit options, but giving them something available openly to the public, or at no additional savings, is not received well.

This is an opportunity to show them you go above and beyond for them, and since you value their work, you're willing to invest in them.

"I don't truly expect them to offer medical coverage as a normal job would, but **don't create marketplaces under the guise of offering me affordable medical coverage** when I could go on the government website and get the same exact offers."

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Lesson 7. Gig workers want Avibra.

91%

of respondents would like their gig platform to offer Avibra benefits as part of the platform.

Why is this important to them?

Life insurance is important but well out of reach for me and my income.

It's easy!

It offers cheap alternatives to regular insurance and offers partial coverage -just what I need – instead of large packages

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I'm meant to treat my gig work like my normal job, however gigwork platforms don't have to treat me like an employee. I find that I work MUCH harder at gig work than I ever did in a surgeon's office (Where I worked for 3 years). Except I was offered actual benefits at the office. These gigwork platforms preach to gig workers about customer service being so important, **but they seem to forget that the very people doing the leg-work at keeping the company afloat aren't being taken care of. Discounts don't cut it.**



Tim Edison
October 2022



106 million

American adults lack Life Insurance



We'll sum up our findings for you:

- Gig workers **are STRESSED**, and they're looking to you to help them.
- You can keep more of your gig workers on **YOUR platform** by offering them basic safety-net benefits.
- **They want benefits**, and they will take advantage of them!

Avibra offers 8 basic safety-net benefits at \$0 to your gig workers in one easy-to-use app. Talk to us today to see how we can help lower stress for your workers and increase worker loyalty for you.

Basic Safety-net Benefits

- \$5,000 Life Insurance
- \$10,000 Accidental Death Insurance
- 24/7 Well-Being Advisor
- Free RX Discounts Card
- ESG Advisor
- Credit Counseling
- Housing Counseling
- Debt Counseling

Plus coverage they're asking for at only \$1/week - something they can afford:

- Family Dental Savings Plan
- \$1,000 Accident Medical Coverage
- \$2,500 Critical Illness Coverage
- Virtual Mental Support
- Cell Phone Insurance
- & More

*Survey was conducted September, 2022 via SurveyMonkey

About Avibra

Avibra is a benefits platform that provides basic safety-net needs to individuals. We work closely with gig platforms and businesses to provide their contract and part-time workers with coverage that protects them, their loved ones, their finances and their overall well-being.

Our mission is to democratize benefits and make them affordable and accessible to *everyone*.

The word Avibra is derived from our goal to help others 'Live A VIBRant Life.'

CONTACT US

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