

FREELANCE LABOR DEMANDS INCREASE AS EMPLOYMENT TRENDS SHIFT FROM STRONG GLOBAL ECONOMY TO IMPACT OF COVID-19

SYDNEY (May 14, 2020) – Employment opportunities worldwide burgeoned in 2019 due to a incredible global economic expansion resulting in decreasing unemployment, lowering underemployment and the largest number of open jobs in nearly a century. All indications were that these key indicators would continue in a positive trajectory in 2020...and then came along COVID-19, which resulted in an unprecedented shift in demand for employees. In short, the skilled labor pool worldwide grew virtually overnight.

Despite the negative economic downturn and largest number of displaced workers in history, [Freelancer.com's](#) Q1 Fast 50 Report, a quarterly index of the most sought-after skills, revealed a positive outlook for individuals who were already participating in the freelance economy, and for those who turned to freelancing to supplement their income. [Freelancer.com](#), the world's largest freelancing and crowdsourcing marketplace by numbers of users and jobs posted, realized a 21.21% year-over-year increase in jobs posted in Q1 2020 vs. Q1 2019, with the total number rising to 497,000 from 410,000, respectively.

“The freelance online job market continues to grow in spite of global challenges,” said Matt Barrie, CEO and Chairman of [Freelancer.com](#). “Whereas in the latest reports we saw a surge in the need primarily for online content, there has been a growing demand in Q1 2020 for other skilled labor such as programming skills such as coding, web development, social media development and online marketing, mobile application design, legal-related jobs and home-related skill.”

Barrie explained that the shift in requested skill sets from Q4 2019 to Q1 2020 is reflective of:

- companies reassessing skill utilization and shifting or hiring freelance resources accordingly
- changing demands of employers based on end-of year business model modifications due to year-end business practices and financial analyses
- shifts in market demands based on economic conditions, primarily a Q4 2019 focus on seasonal purchases versus a Q1 2020 emphasis on 2020 planning and budgeting
- a continually shrinking Q4 2019 labor pool making it more difficult to find skilled workers for high-demand jobs compared to unexpected changes in Q1 2020 due to COVID-19
- a typical Q1 increase due to revised 2020 budgeting, a seasonal phenomenon that is typical in the business cycle of any company regardless of industry

The [Freelancer.com](https://www.freelancer.com) Fast 50 Report tracks the quarterly movement of the top 50 fastest growing and declining jobs on the site's global online marketplace that spans 247 countries, regions, and territories. The Fast 50 Report is the leading indicator of trends in online jobs related to industries, technologies, products, and companies.

Key takeaways from the Fast 50 Q1 Report compared to the Fast 50 Q4:

- Generally, there were upticks in skills related to housing-related skills, legal work, information technology including coding, web development, application development, gaming as well social media activities such as marketing, YouTube and blogging.
- The top five most requested skills in 2020 Q1 by employers were coding, building architecture, legal, home design and YouTube, which saw an increase in demand of 18.12%, 17.91% and 17.53%, 17.17% and 16.91%, respectively. This trend is not inconsistent with market trends during economic growth with low interest rates and higher home buyer demand, an increase in client services that require adherence to yearly changes in laws and regulations, enhancements companies budget to make within their IT infrastructure and YouTube's dramatic growth as a top social media asset worldwide.
- On an aggregate basis, skills in home and housing-related skills increased 47.56%, again reflective of lower interest rates, higher employment rates resulting in a stronger consumer confidence due to increased income and consumers investing in long term, brick and mortar assets.
- Employers seeking freelance assistance with legal writing and legal advice increased 31.55% due in large part to most companies ensuring that they are compliant with laws and regulations related to human resources, consulting agreements, and changing government regulations.

During Q1 2020, 497,000 jobs were posted on [Freelancer.com](https://www.freelancer.com). This increase, compared to Q1 2019, can be attributed to strong economic conditions and an increasing number of employees "gaining more confidence to explore career moves...with more professionals leaving their jobs for greener pastures," according to Robert Half, the global human resource consulting firm. The same report suggested that 91% of corporate workers are burned out and looking for alternatives to their current employment situation.

It is unclear at this point what the long-term implications are on the world's economic infrastructure and how businesses will have to change the way they operate in the future due to COVID-19. Due to massive layoffs and worldwide quarantines, however, [Freelancer.com](https://www.freelancer.com) sees encouraging signs for the gig economy and individuals choosing to work as freelancers to supplement their income.

On a positive note, Barrie added: "Since the COVID-19 pandemic proliferated in the last 30 days of Q1 2020, [Freelancer.com](https://www.freelancer.com) has seen exponential growth in user sign-ups suggesting a strong desire for individuals to get back to work and, in some cases, due to so on their own terms.

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Freelancer.com provides them with a simple, user-friendly way to weigh their options during this difficult time.”

Freelancer.com is the largest freelancing and crowdsourcing platform in the world by number of users and jobs posted, connecting users with skilled jobs tapping into the best talent and ideas. With headquarters in Sydney, **Freelancer.com** operates six global offices in Manila, Buenos Aires, London, San Francisco, and Vancouver. The company employs 500 people globally.

Q4 2019 Versus Q1 2020			
Name	Job Count Q4 '19	Job Count Q1 20'	% Increase
Coding	1021	1206	18.12 %
Building Architecture	3227	3805	17.91 %
Legal	1683	1978	17.53 %
Home Design	1031	1208	17.17 %
YouTube	1437	1680	16.91 %
Game Development	2174	2511	15.50 %
Legal Writing	1070	1220	14.02 %
Translation to Hindi	1154	1315	13.95 %
Interior Design	2140	2407	12.48 %
Audio Services	3545	3933	10.94 %
Blog Install	3985	4413	10.74 %
Instagram Marketing	1187	1313	10.61 %
PDF	6010	6638	10.45 %
Unity 3D	2529	2753	8.86 %
Web Development	3645	3965	8.78 %
Metatrader	1575	1701	8.00 %
Website Design	72381	78152	7.97 %
Prestashop	1169	1262	7.96 %
Voice Artist	1250	1341	7.28 %
Mobile App Development	29254	31318	7.06 %
iOS Development	1460	1559	6.78 %

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React.js	3858	4113	6.61 %
API	1132	1206	6.54 %
PHP	91517	97328	6.35 %
Microsoft SQL Server	2045	2172	6.21 %
Name	Job Count Q4 '19	Job Count Q1 20'	% Decrease
BPO	3573	968	-72.91 %
Call Center	3680	1625	-55.84 %
Microsoft Outlook	1240	589	-52.50 %
Fiction	1128	542	-51.95 %
Video Upload	2699	1377	-48.98 %
Travel Writing	1504	776	-48.40 %
Speech Writing	1250	678	-45.76 %
Virtual Assistant	15564	8677	-44.25 %
Reviews	1656	979	-40.88 %
Financial Research	1842	1101	-40.23 %
Bookkeeping	3062	1912	-37.56 %
General Office	1901	1190	-37.40 %
eBooks	3279	2077	-36.66 %
Medical Writing	1931	1239	-35.84 %
Technical Support	1092	705	-35.44 %
Microsoft Office	6116	3988	-34.79 %
Customer Service	4991	3306	-33.76 %
Email Handling	4347	2883	-33.68 %
Web Search	18461	12281	-33.48 %
Translation to Russian	1846	1229	-33.42 %
Translation to Italian	1325	890	-32.83 %
Product Descriptions	2710	1821	-32.80 %
Copy Typing	16144	10969	-32.06 %
Transcription	5662	3849	-32.02 %
Management	1010	703	-30.40 %

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About Freelancer - Twelve-time Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and jobs posted. More than 44 million registered users have posted over 17 million jobs and contests to date in over 1,600 areas as diverse as website development, logo design, astrophysics, aerospace, and engineering. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

Freelancer owns StartCon, Australia's largest startup and growth conference, WarriorForum.com, the world's largest Internet marketing community & marketplace, Escrow.com, the world's largest provider of secure online escrow and online transaction management for consumers and businesses on the Internet, and Freightlancer.com, a global marketplace for freight, shipping and transportation.