A new way to measure online ‘gig’ work

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Last week, did you have a job, either full or part time?
The challenge

More than one way of earning money, including online

How would we know if it becomes mainstream?

Global but no globally comparable data

How do we hear from diverse array of young people?

How do we hear from people wearing multiple hats?

Need a better read on employment quality

Not clear what the right questions are
Our approach: Who and How

Random exposure to anyone surfing the Web

Exposes the questions to the population of interest (full universe of those online)

Broader base of respondents, including young people

Anonymous

Most data collected Nov 2018-February 2019

Main languages

Goal is to get a signal
**Random Web user** lands on an otherwise inactive domain

Sample landing page for the random Web user – optimized for viewing on all devices, including mobile phones and personal computers.

The domain is a clean registered website, not a pop-up or pop-under.
Global work completed survey respondent count

Completed survey respondents

- 500
- 1000
- 1500

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What is the main way you earned money last month?

- Transported people / delivered food
- Sold products or services online
- Worked for an employer
- Rented out property
- Own a business
- I didn't earn any money last month
Does any of your money come from selling freelance services online? (e.g. graphic design, data entry, software development, consulting)

- No
- Yes, about one quarter of my money
- Yes, about half of my money
- Yes, most or all of my money
Does any of your money come from *selling and shipping products online*?

- No
- Yes, about one quarter of my money
- Yes, about half of my money
- Yes, most or all of my money
Does any of your money come from **online apps transporting people or delivering food or products**, or renting your home? (e.g. Airbnb, Uber, food delivery apps, etc.)

- No
- Yes, about one quarter of my money
- Yes, about half of my money
- Yes, most or all of my money
What we learned
42,187

Male

Female

17,384
Urban: 30,059
Rural: 14,314
US: When was the last time you answered a survey?

Within the past week | Within the past month | Over a month ago | Never

28% | 20% | 29% | 24%
UK: When was the last time you answered a survey?

- Within the past week: 26%
- Within the past month: 17%
- Over a month ago: 31%
- Never: 30%
China: When was the last time you answered a survey?

Within the past week | Within the past month | Over a month ago | Never

17% | 9% | 12% | 61%
Share whose main way of earning money last month was through online-facilitated ‘gig’ work

18-34: 11%
35-54: 10%
55+: 10%

Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 59,571 respondents representative of the online population in 43 countries in all global regions.
Share with three quarters or more of their income from online-facilitated 'gig' work

Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 50,656 respondents in 43 countries in all global regions. RIWI asked respondents whether any of their money came from online-facilitated 'gig' work (selling products/services online or transporting/renting property via online apps).
Does any of your money come from **selling freelance services** online?

Top 5 countries

- China: 31%
- Germany: 27%
- Poland: 20%
- United States: 19%
- Canada: 19%

Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 49,917 respondents representative of the online population in 43 countries in all global regions. Selected countries with highest adoption rates.
Does half or more of your money come from selling freelance services online?

Top 5 countries

- Germany: 13%
- China: 12%
- Poland: 9%
- United States: 9%
- Canada: 9%

Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 49,917 respondents representative of the online population in 43 countries in all global regions. Selected countries with highest adoption rates.
Does half or more of your money come from selling and shipping products online?

Top 5 countries

- **Germany**: 14%
- **Japan**: 12%
- **United States**: 12%
- **China**: 11%
- **Canada**: 10%

Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 50,765 respondents representative of the online population in 43 countries in all global regions. Selected countries with highest adoption rates.
Does half or more of your money come from online apps transporting people or delivering food or products, or renting your home?

Top 5 countries

- **Germany**: 11%
- **China**: 9%
- **Japan**: 9%
- **South Korea**: 8%
- **Nigeria**: 8%

Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 50,765 respondents representative of the online population in 43 countries in all global regions. Selected countries with highest adoption rates.
Are you currently employed?

Don’t participate in any gig work vs make most of their money off of gig work

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Full-time</th>
<th>Part-time</th>
<th>Unemployed, looking for work</th>
<th>Student</th>
<th>Retired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t participate in any gig work</td>
<td>40%</td>
<td>11%</td>
<td>16%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Make most of their money off of gig work</td>
<td>31%</td>
<td>16%</td>
<td>16%</td>
<td>17%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 42,449 respondents representative of the online population in 43 countries in all global regions. Most of money includes 75% or more of income.
Opportunity vs Necessity

I like the work
I need the money

I like the extra money
I have no other alternatives

I like the flexible hours
Why people participate in online-facilitated 'gig' work

Opportunity | Necessity

- 60%
- 40%

Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 8,586 respondents in 43 countries in all global regions.
Share of US respondents driving for Uber and/or Lyft

Ridesharing drivers: 16%
Active ridesharing drivers: 5%

Source: RIWI data, US tracking, June 21-August 31, 2019, 21,488 respondents representative of the online population. Active ridesharing drivers have driven for Uber and/or Lyft within the past 3 months.
What did we learn?
What next?