FILLING THE INFORMATION GAP ABOUT DIGITAL NOMADS

Simona Cafieri

Istat | Directorate for Communication

Contents

✓ Digital nomadism :a world to explore

✓ Results of two specific "surveys":

1. Who are the digital nomads?

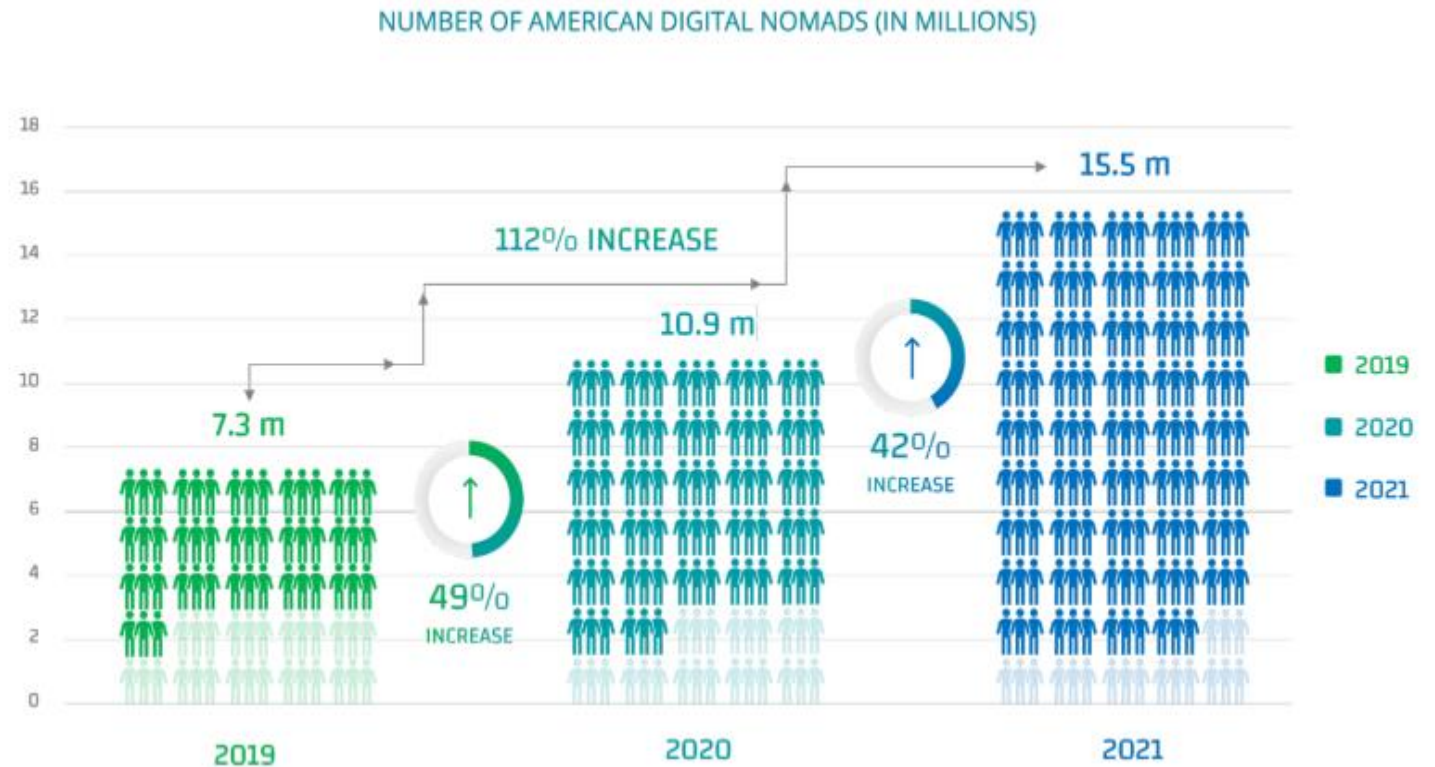2. Which countries are the most attractive?

✓ Conclusion

Research background

✓ The term 'digital nomad' (Makimoto & Manners, 1997) was later recognised as a social phenomenon (Müller, 2016)

✓ Digital nomads are professionals who work digitally on the internet to enable a lifestyle of constant travel and expatriation. (Schlagwein, 2018)

✓ Digital nomadism is a modern phenomenon of the information society and digitalisation (Kuzheleva-Sagan & Nosova, 2017)

✓ Most studies have focused on work-related aspects, (Jarrahi et al., 2019), employment (Thompson, 2018), and the benefits of remote working (Mouratidis, 2018)

✓ It is a phenomenon difficult to quantify, there are no official statistics about it.

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Trends in recent years

Worldwide, there were 35 million digital nomads in 2021.

Only pandemic effect?

NUMBER OF AMERICAN DIGITAL NOMADS (IN MILLIONS)

7.3 m

49% INCREASE

10.9 m

112% INCREASE

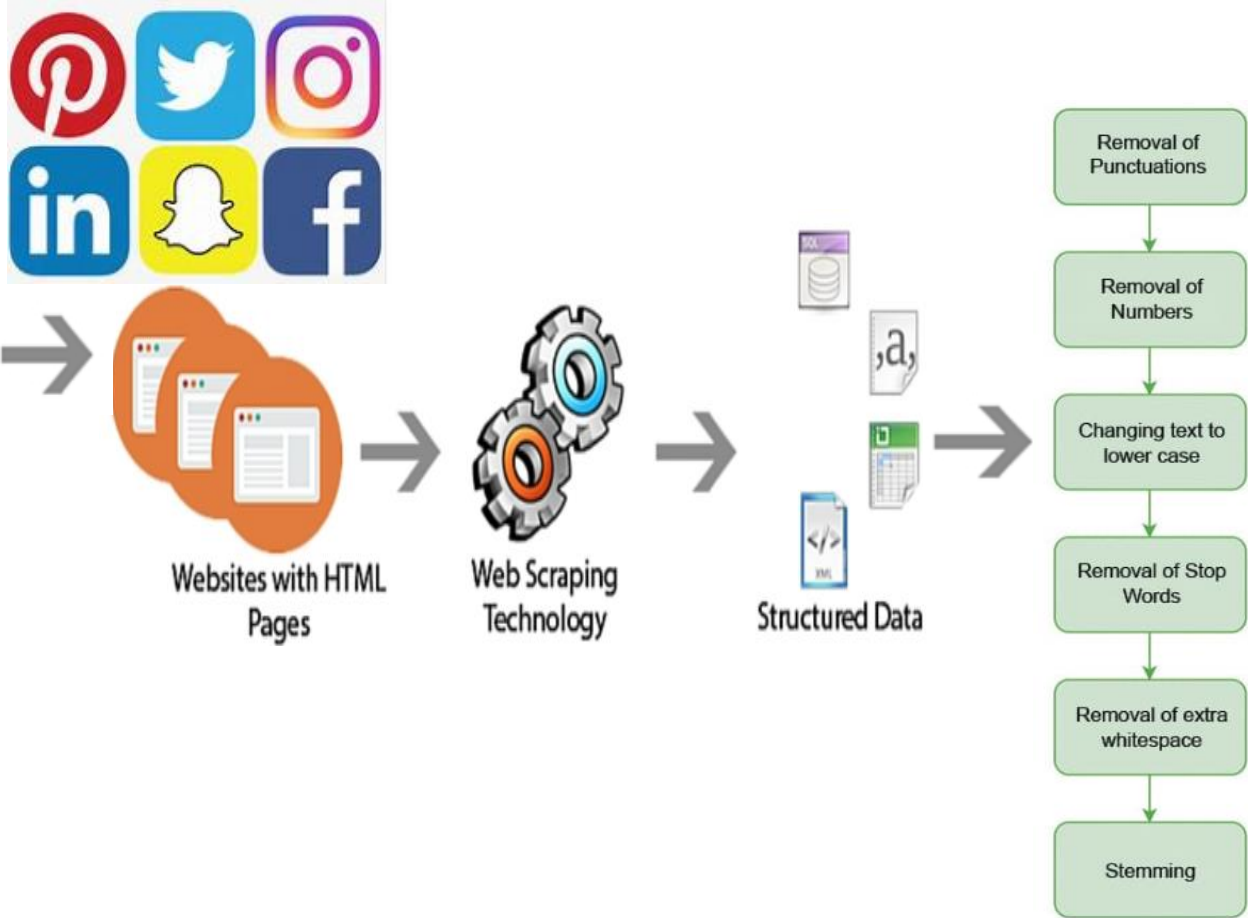42% INCREASE

15.5 m

2019
2020
2021

2019   2020   2021

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Survey n. 1: Who are they?

Methodology

Web scraping + data mining

✓ Textual analysis of websites (facebook, twitter and LinkedIn), pages related to digital nomadism

✓ R software Package:'Quanteda'(Quantitative Analysis of Textual Data)
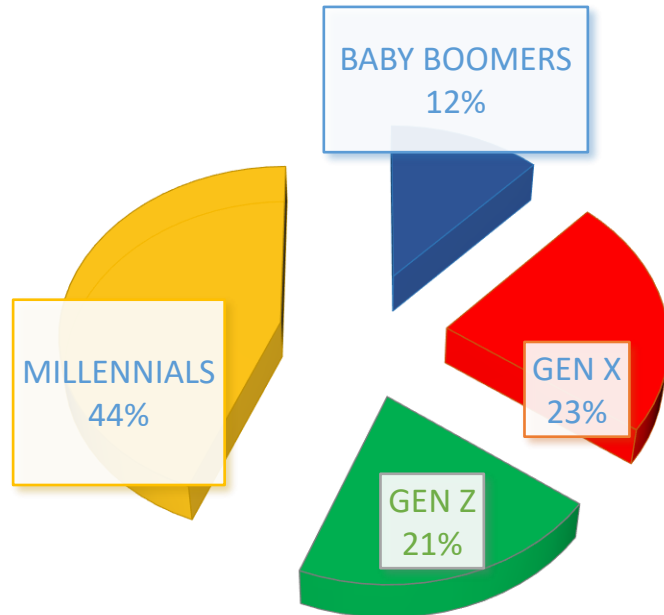
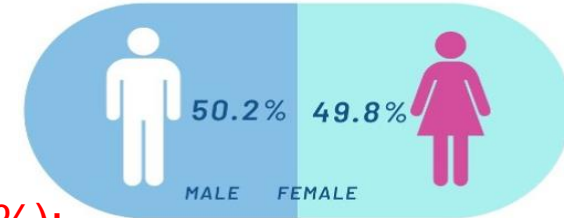✓ OPEN SOURCE supported by the European Research Council
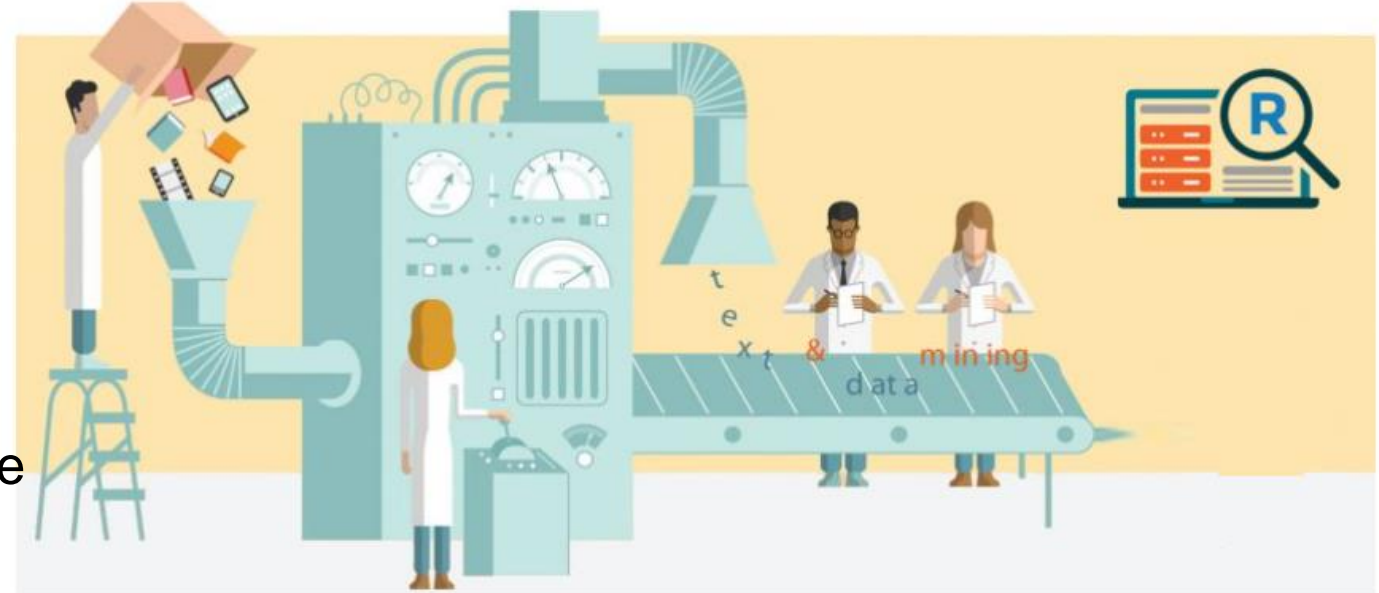
Survey n. 1: Methodology

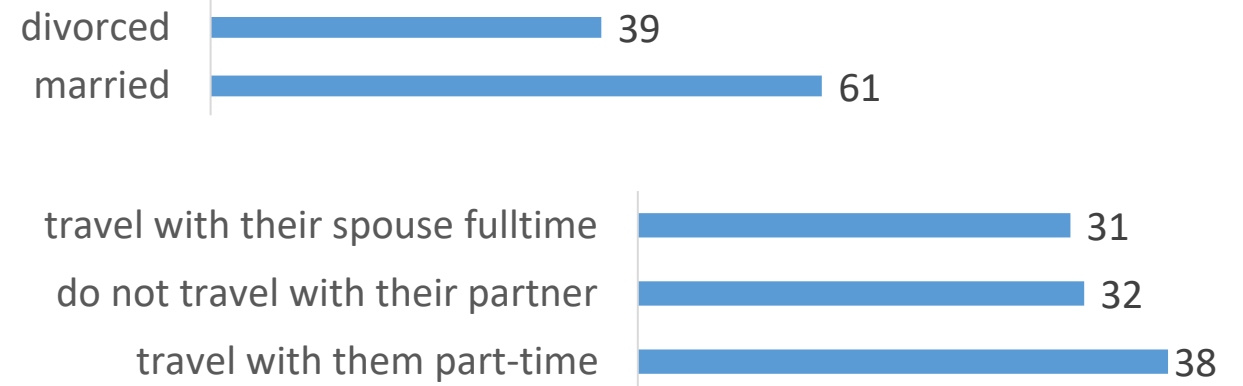| Statistical analysis	Types of analyses
Word usage and frequencies	Word list
	Comparison of word list
	Key Word In Context
	Text profile
	Comparing the vocabularies of a number of texts
Analysis of joint frequencies of words	The vocabulary list
	Context units
	Text conventions
	Joint Frequencies
Cluster analysis	Non-hierarchical clustering
Correspondence Analysis	Using Correspondence Analysis

Demographic composition &family life

Who are digital nomads?

BABY BOOMERS 12%

GEN X 23%

MILLENNIALS 44%

GEN Z 21%

Medium average:32 years old

50.2% MALE   49.8% FEMALE

Marital status(%):

divorced	39
married	61

travel with their spouse fulltime	31
do not travel with their partner	32
travel with them part-time	38

26% of digital nomads have children aged 18 or under They travel with them?(%)

no	59
yes	41

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Accommodation, duration & life satisfaction

Where do they stay?(%)

- sleep in a vehicle — 1
- choose youth hostels — 9
- live in hotels or B&B — 17
- stay with friends or family — 22
- use Airbnb or a similar — 51
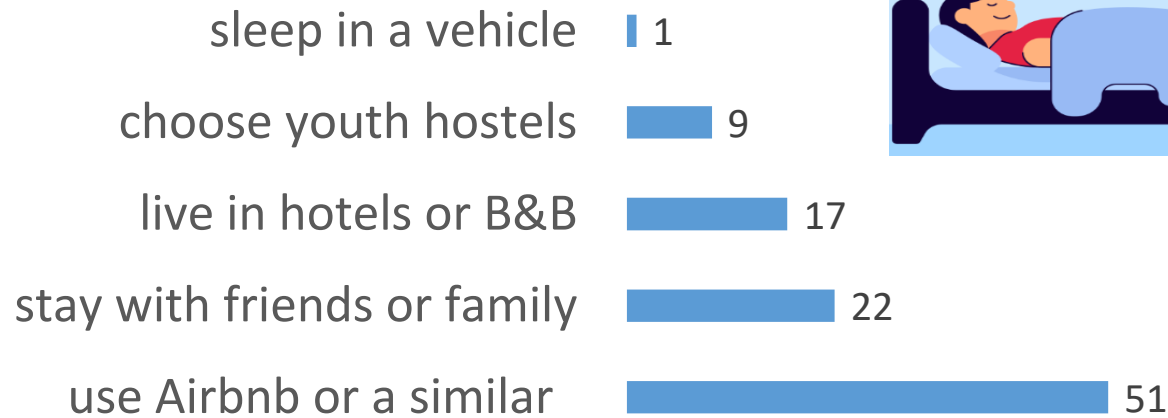
Travelling but... for how long? (%)

- more than a year — 11
- for 6 months to 1 year — 10
- 3-6 months — 14
- for 1 to 3 months — 65

Life satisfaction (%)

- are very satisfied — 81
- are less than satisfied — 10
- are satisfied — 9
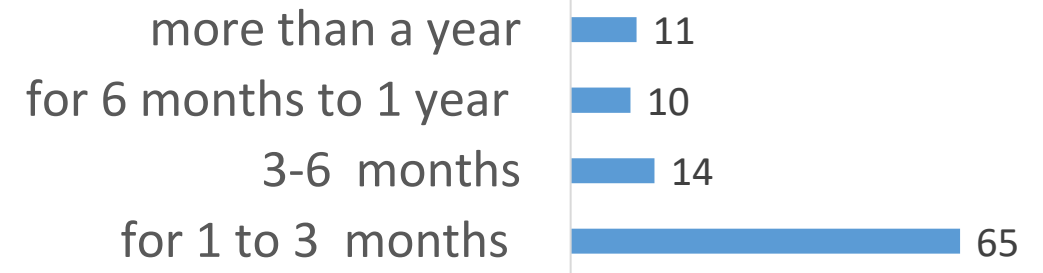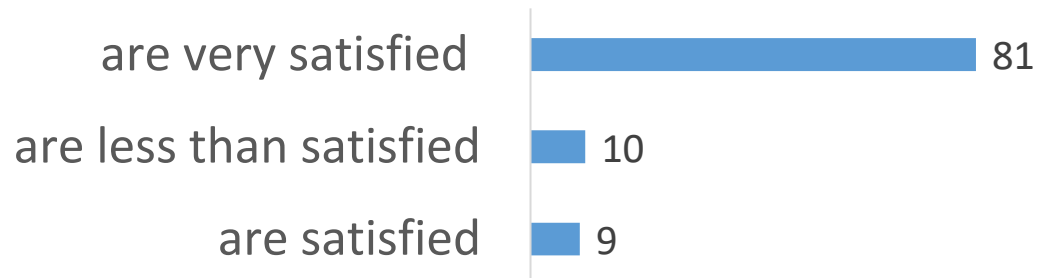
✓ 53% of the total plan to continue for at least two more years

✓ 96% would recommend this lifestyle to a friend

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Jobs: employees or self-employed?

freelance for multiple companies — 38
run their own business — 33
employees for just one company — 23
jobseekers — 6

What kind/field of work?

Field	Value
Marketing	16
IT Development	15
Digital Design	12
Online Courses	9
e-Commerce	8
Writing(Content...)	7
Photography	7
Customer care	6
Translation	5
Journalism	5
Coaching	3
Social media...	3
Business...	2
Architecture	1
Other	1

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Survey 2: Which countries are the most attractive?

The 22 most cited European cities in social media pages as "most liveable destinations".

These cities were analysed according to three broad categories :

✓ Costs and infrastructure (basic costs, availability of suitable office space, internet speed)

✓ Legislation and freedoms (special visa, tax deductions and regulations, extent of human rights and fundamental freedoms, as well as levels of security and support for gender equality and minority and LGBT inclusion etc)

✓ Habitability (factors that make a city a good place to live: access to culture and recreation, general weather and air levels, noise and light pollution, plus the percentage of vaccinated populations)

The resulting rankings offer an overview of the best cities for those looking for the ideal starting point for living and working remotely, as well as for those with the potential to attract this new generation of workers in the future.

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Three broad categories under investigation

Infrastructure
Home (office) rental
Availability of accommodation
Coworking Infrastructure
Income tax, incl. social security contributions
Internet speed and capacity

Habitability
Covid-19 vaccination rate
Cost of living
Healthcare
Culture & Leisure
Weather
Pollution - Air, Light, Noise

Legislation & Freedoms
Immigration for work reasons
Visa requirements
Security, freedom and rights
Gender ,LGBT and minority equality

Methodology

The 15 scored factors consist of one or more indicators, that are normalised and summarised

Data acquisition

Normalisation

Data - synthesis
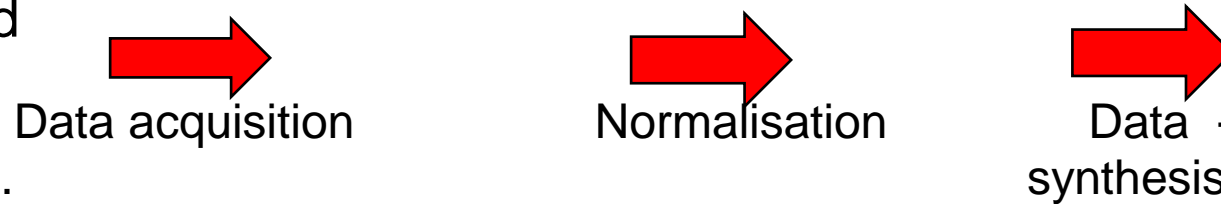
The composite indicator was calculated using the AMPI (Adjusted Mazziotta Pareto Index) formula, based on normalisation with the MIN-MAX method

The synthetic index chosen is based on the method of penalties by coefficient of variation

$$MPI_i^{+/-} = M_{r_i} \pm S_{r_i} cv_i$$

Where M is the mean of the matrix of r observations

S is the variance
cv is the coefficient of variation.

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Results

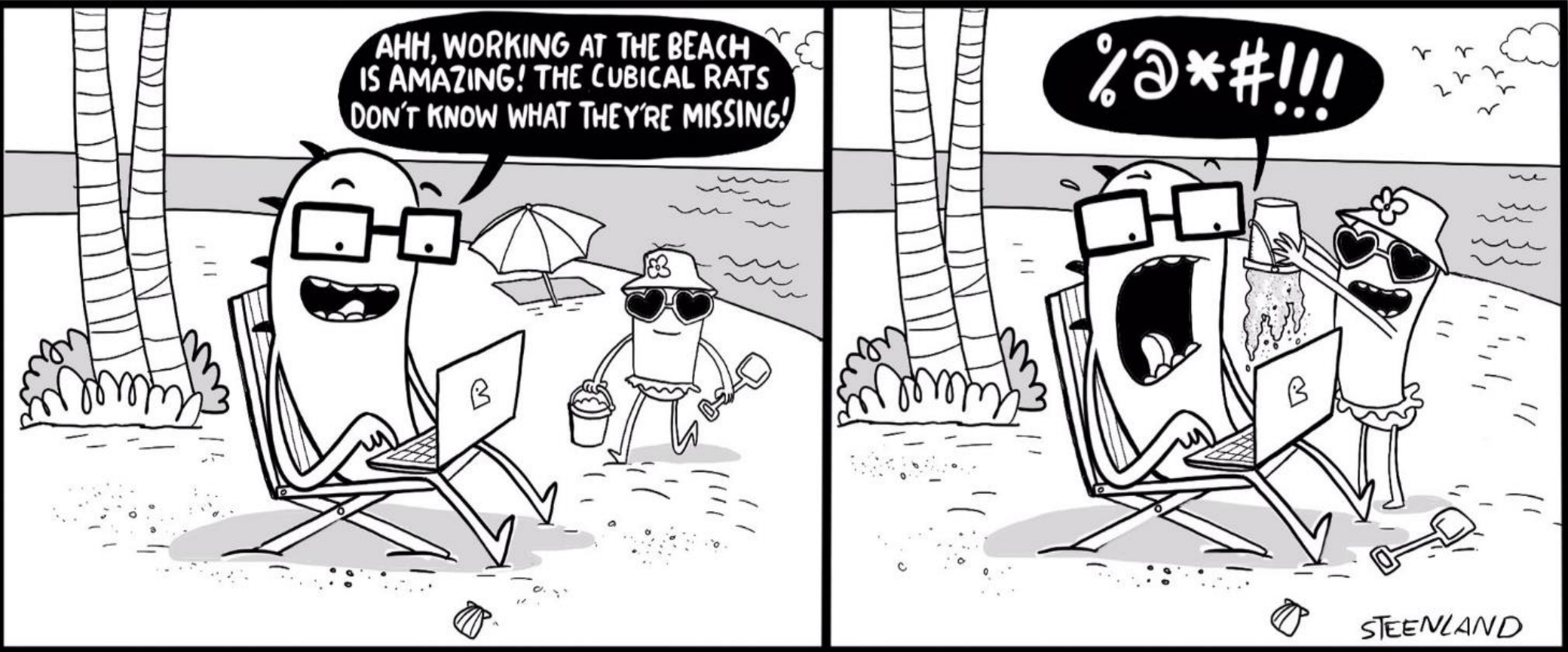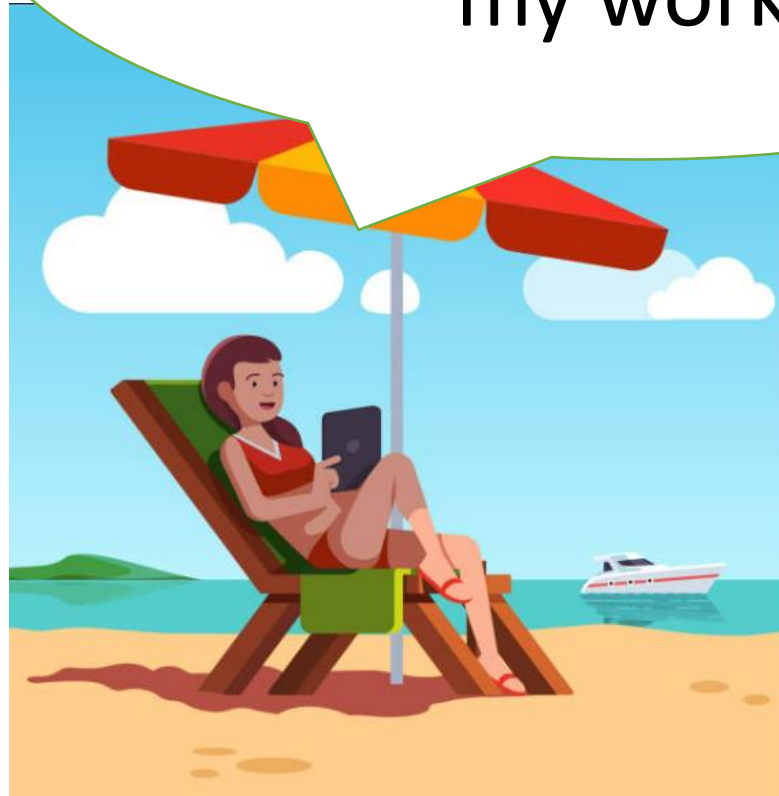| City	Country	Synthetic index
Tallinn	Estonia	88,1
Berlin	Germany	82,9
Prague	Czech Republic	82,6
Lisbon	Portugal	81,2
Vienna	Austria	80,1
Madrid	Spain	79,2
Reykjavik	Iceland	78,4
Barcelona	Spain	77,0
Athens	Greece	76,9
Dublin	Ireland	76,9
Paris	France	76,0
Munich	Germany	75,0
Bern	Switzerland	74,9
Zagreb	Croatia	74,3
Hamburg	Germany	72,6
Budapest	Hungary	71,8
Helsinki	Finland	71,5
Cologne	Germany	70,3
Frankfurt	Germany	69,1
Toulouse	France	69,0
Rome	Italy	68,9
Las Palmas	Spain	68,8

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Conclusions I

- ✓ This analyses provide us with a lot of information on digital nomads but need to be refined as the research is only at an embryonic stage.

- ✓ A number of tools that help in analysis of text based data have been developed starting with dictionary-based methods, to classification methods, and state-of-the-art scaling methods and others models for estimating quantities from text using statistical techniques.

- ✓ This work will continue with the use of the Hamlet II software which allows further statistical analysis such as Singular Value Decomposition (Non-metric and metric multidimensional scaling methods), Using MINISSA and MRSCAL, Individual Differences Scaling (INDSCAL), Procrustean Individual Differences Scaling (PINDIS) and Multiple text comparison.

- ✓ About digital nomads there is still much to investigate…

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cafieri@istat.it