

# A new way to measure online 'gig' work

**Danielle Goldfarb**  
Head, Global Research  
RIWI Corp.

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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.

What is your age and gender?

Your opinion is important to us. Thank you for your participation.

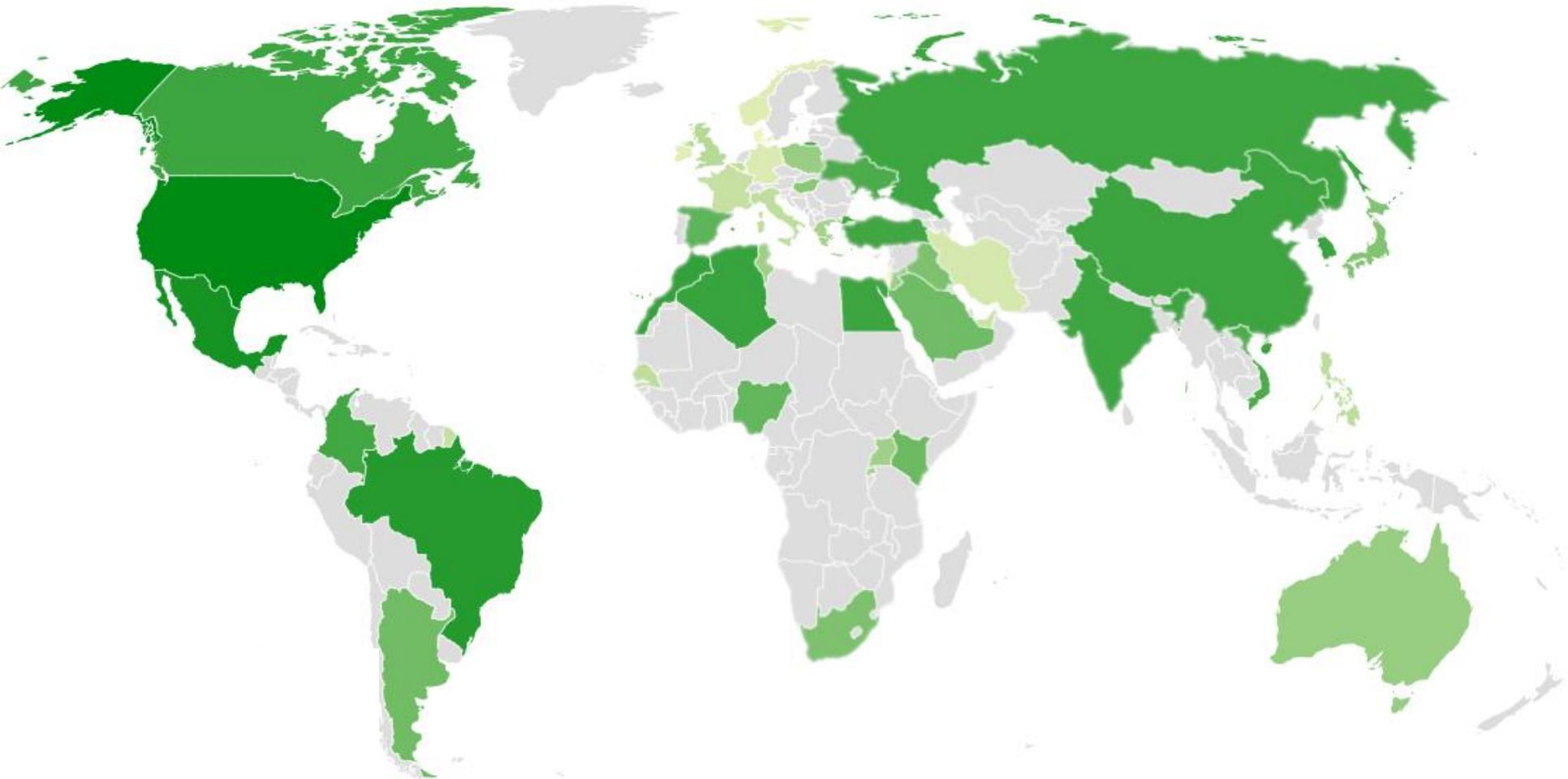
Female

< 14	14	15	16	17	18	19			
20	21	22	23	24	25	26	27	28	29
30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49
50	51	52	53	54	55	56	57	58	59
60	61	62	63	64	65+				

Male

< 14	14	15	16	17	18	19			
20	21	22	23	24	25	26	27	28	29
30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49
50	51	52	53	54	55	56	57	58	59
60	61	62	63	64	65+				

# Global work completed survey respondent count



Completed survey respondents

- 500
- 1000
- 1500



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

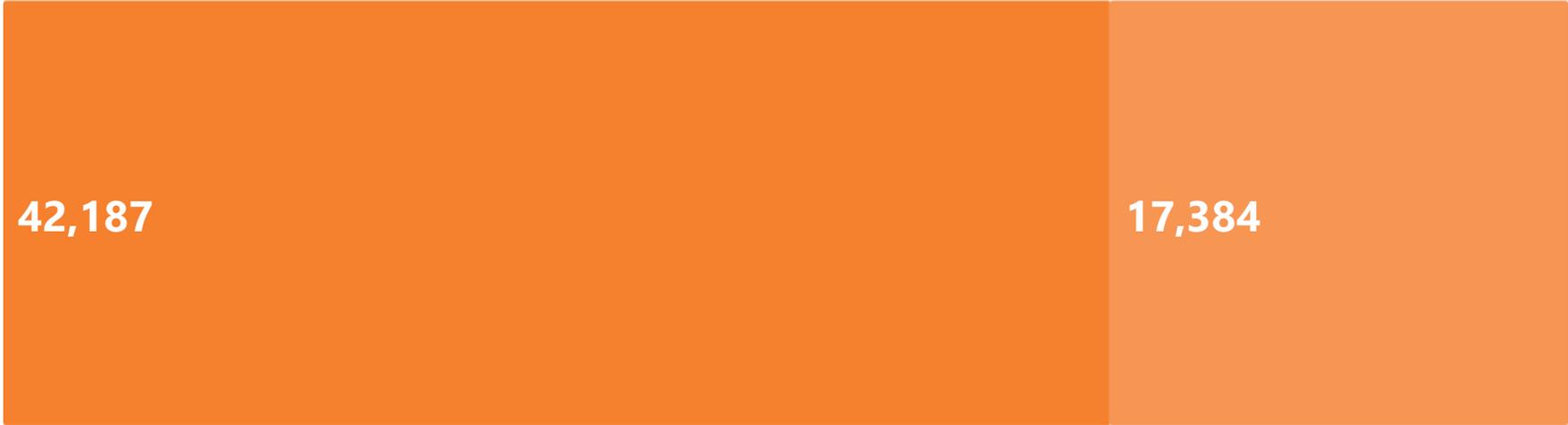
# What we learned

Male

Female

42,187

17,384



16-24

25-34

35-54

55+

18,972

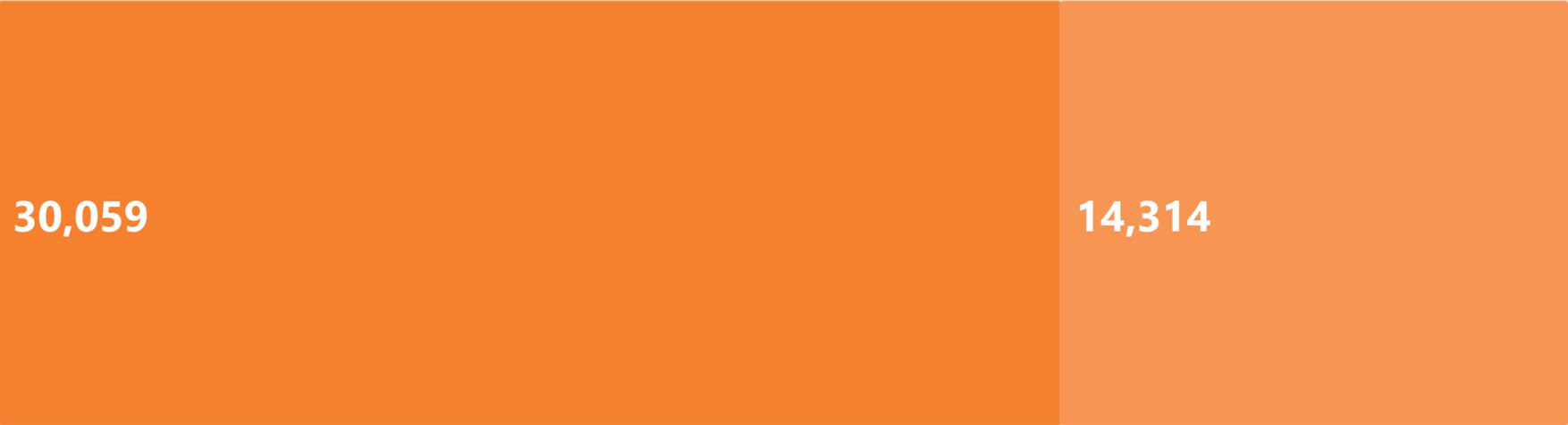
17,854

16,149

6,598

Urban

Rural



30,059

14,314

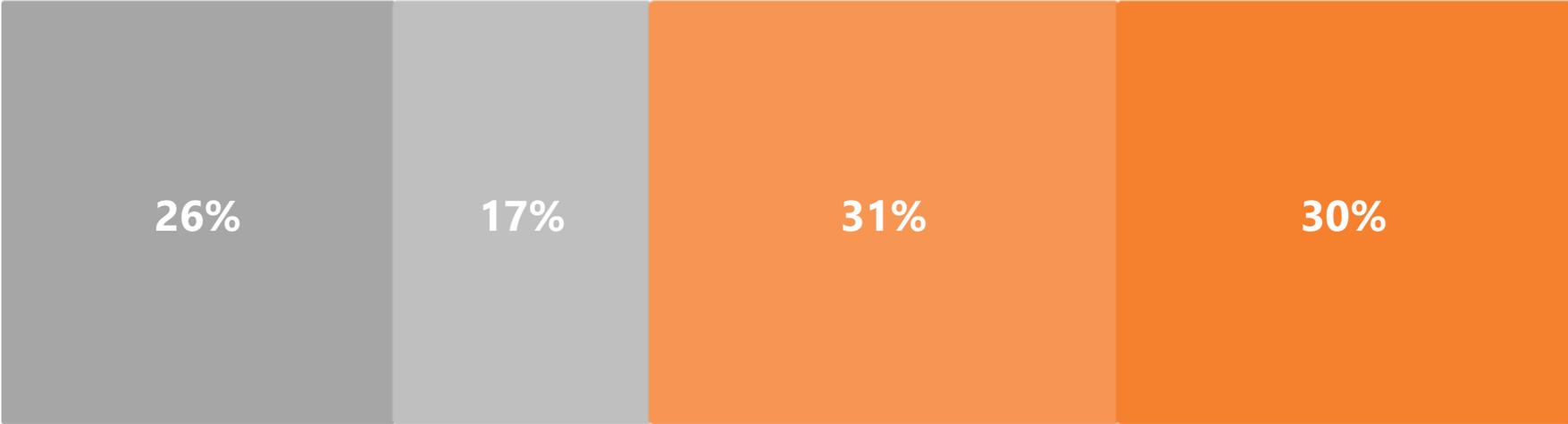
# US: When was the last time you answered a survey?

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



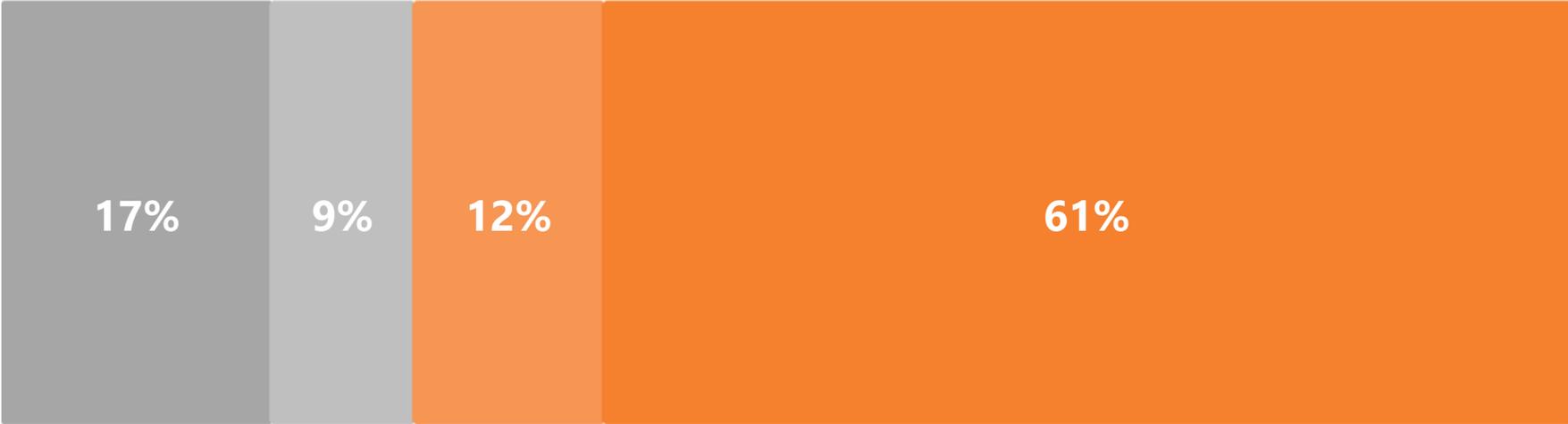
# UK: When was the last time you answered a survey?

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

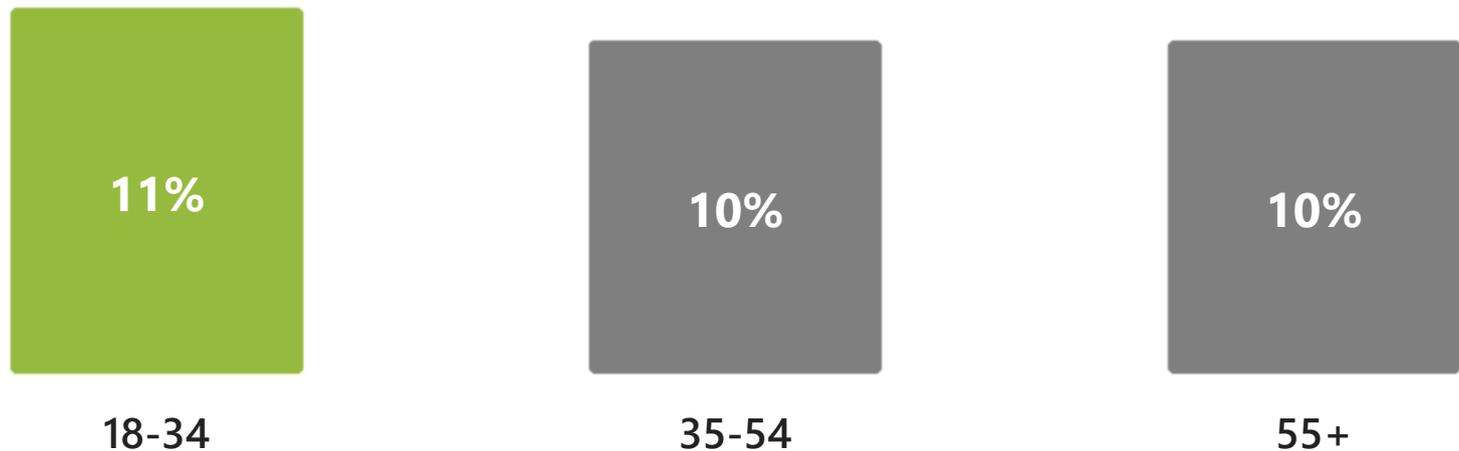


# China: When was the last time you answered a survey?

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

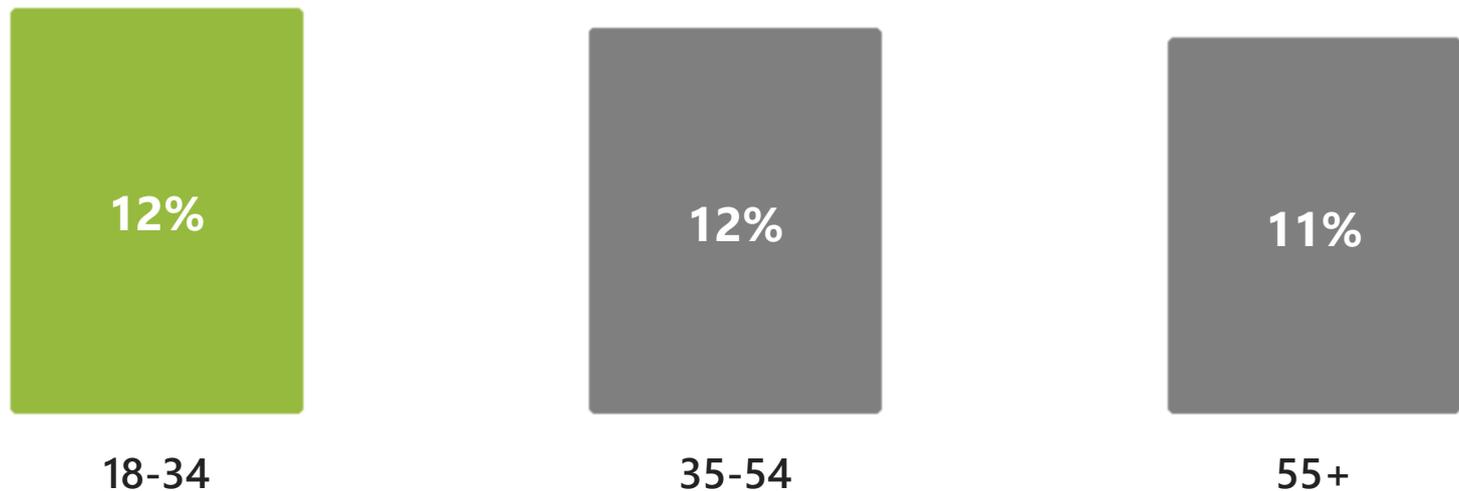


# Share whose main way of earning money last month was through online-facilitated 'gig' work



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

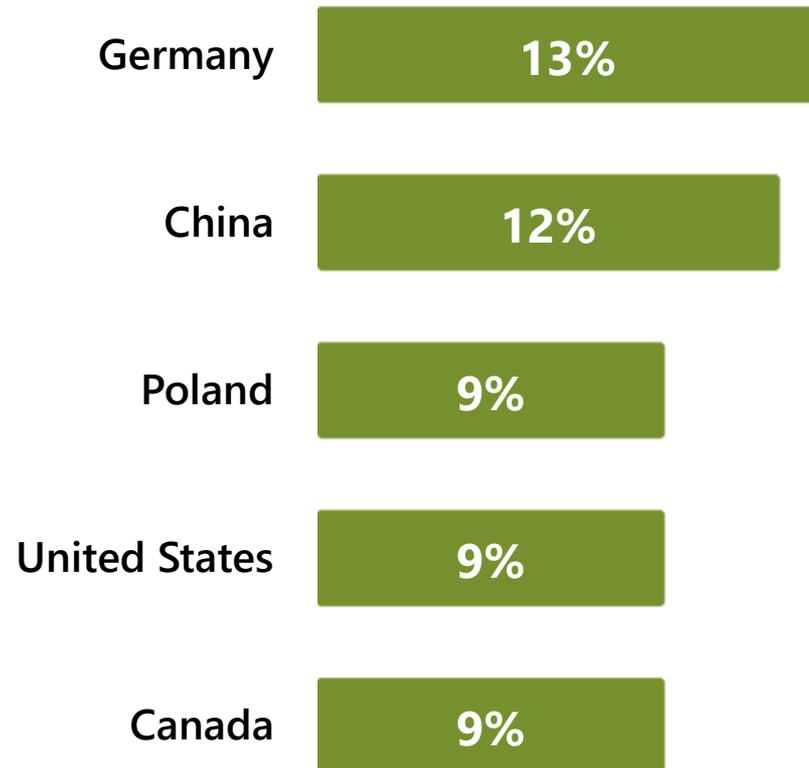


Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 49,917 respondents representative of the online population in 43 countries in all global regions. Selected countries with highest adoption rates.



# Does half or more of your money come from selling freelance services online?

Top 5 countries

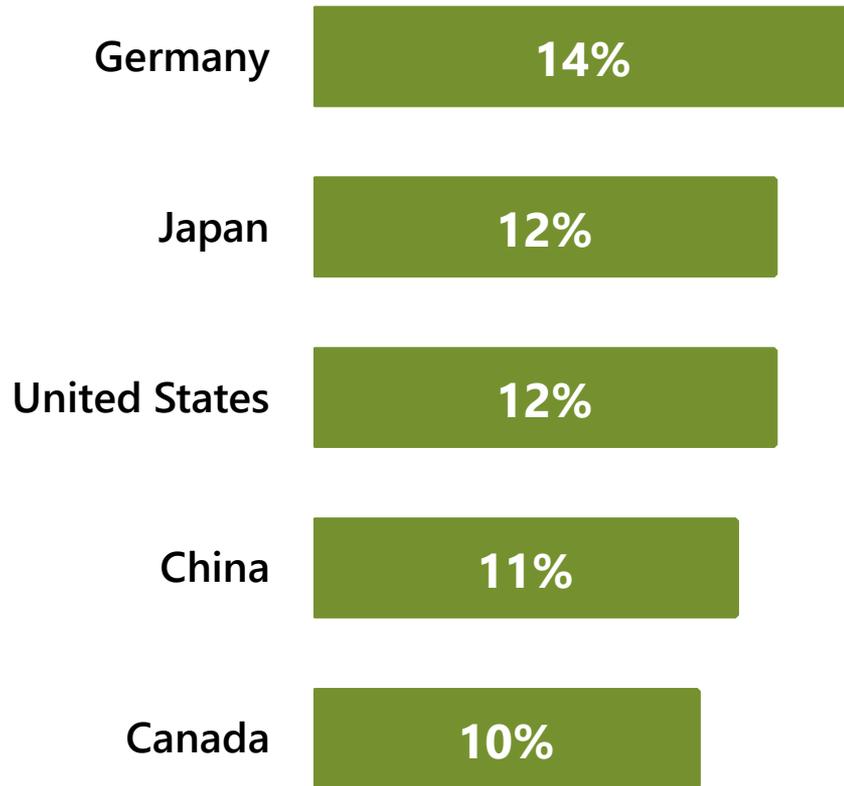


Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 49,917 respondents representative of the online population in 43 countries in all global regions. Selected countries with highest adoption rates.



# Does half or more of your money come from selling and shipping products online?

Top 5 countries

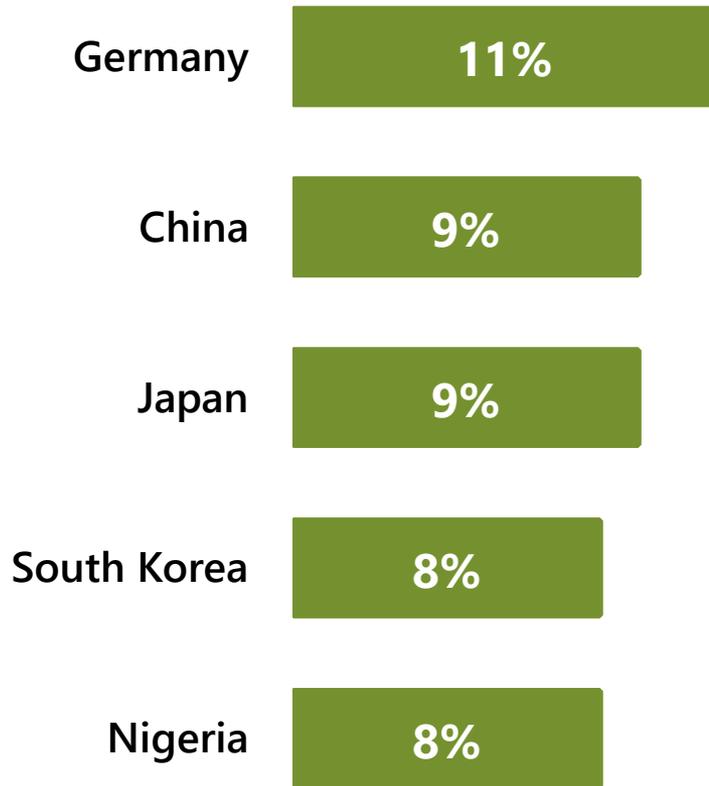


Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 50,765 respondents representative of the online population in 43 countries in all global regions. Selected countries with highest adoption rates.



# 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

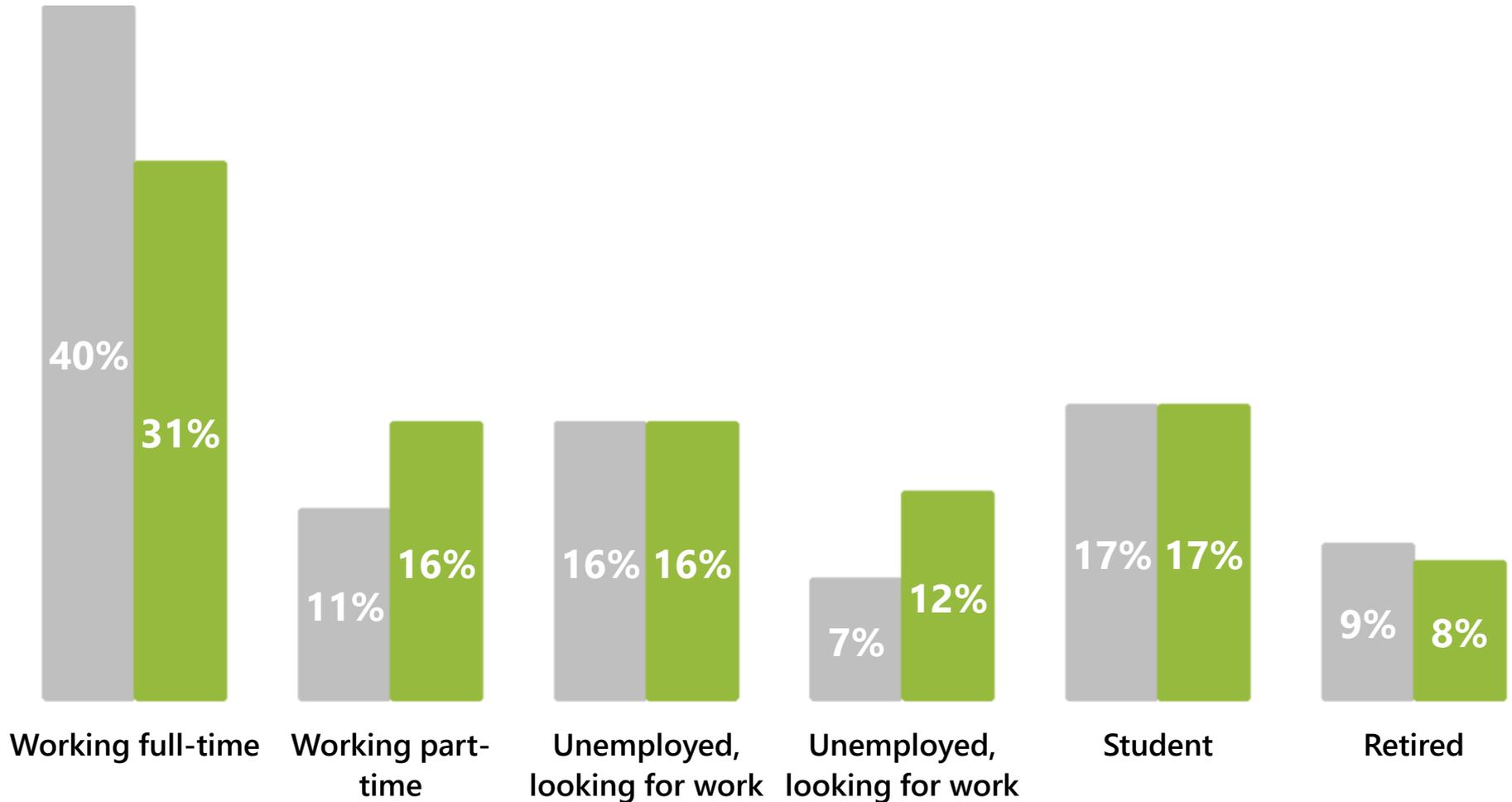


Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 50,765 respondents representative of the online population in 43 countries in all global regions. Selected countries with highest adoption rates.



# Are you currently employed?

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



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**

I like the work

I like the extra money

I like the flexible hours

vs

## **Necessity**

I need the money

I have no other alternatives



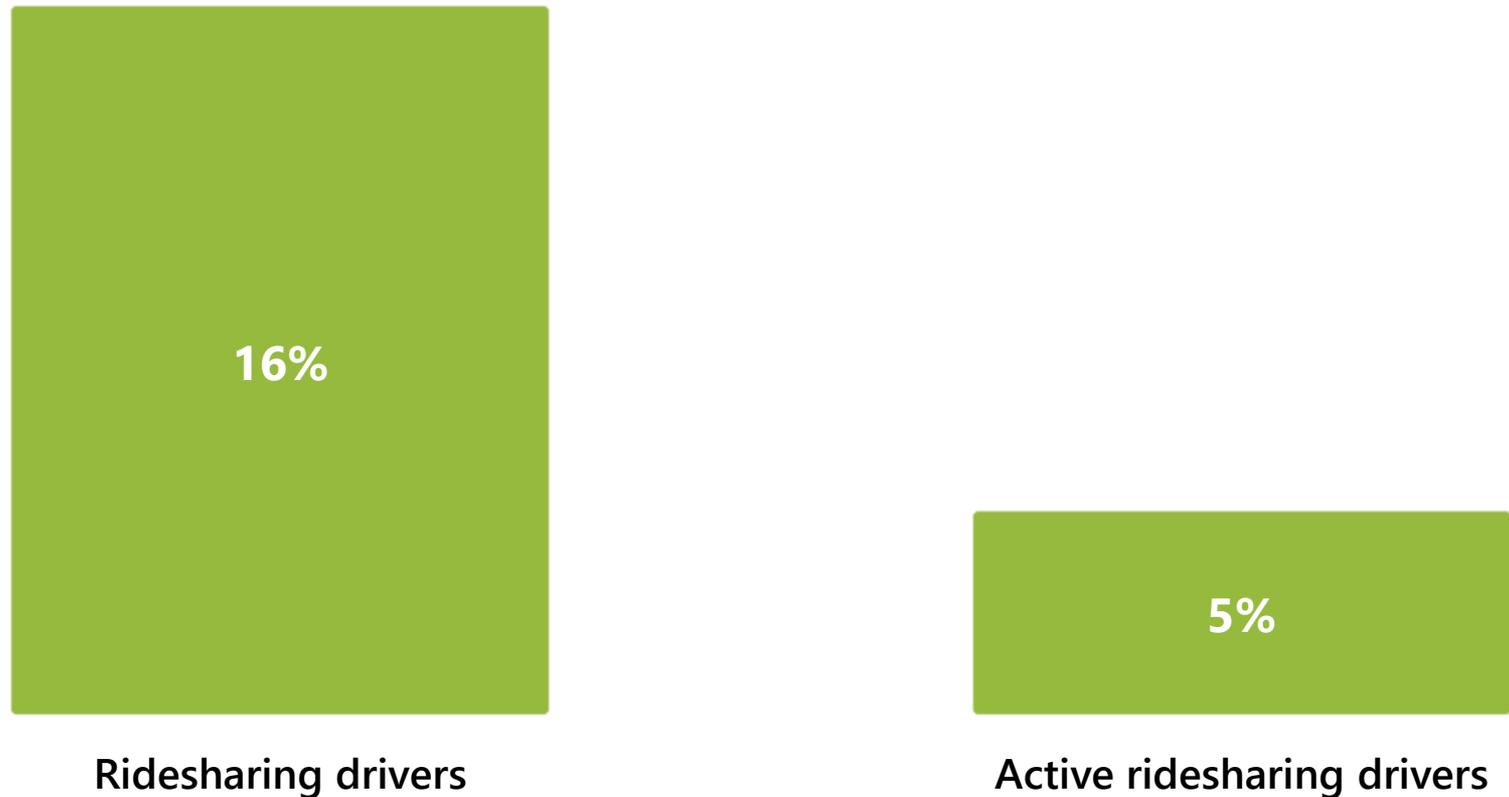
# Why people participate in online-facilitated 'gig' work



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



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?

**Danielle Goldfarb**

Head, Global Research

[daniellegoldfarb@riwi.com](mailto:daniellegoldfarb@riwi.com)

1 416 205 9984 x4

[riwi.com](http://riwi.com)

