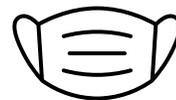


Platform economy and online labour markets

Agnieszka Piasna

ETUI Senior Researcher



Platform economy: the unknowns and ongoing discussion

- ❖ **Size** · Contradictory data on the platform economy in Europe; too small to regulate; everyone does it?
- ❖ **Definition** · No agreement on defining platforms; only the big players?
- ❖ **Impact** · Creating jobs; labour market inclusion; adequate (hourly) pay?
- ❖ **Workers** · A specific group?
- ❖ **Future** · Further growth?

ETUI Internet and Platform Work Survey (IPWS)

1. 2018-2019

2. Spring 2021

3. Autumn 2021



5 countries
 $n=4,731$



14 countries
 $n=24,108$



8 countries
 $n=12,000$

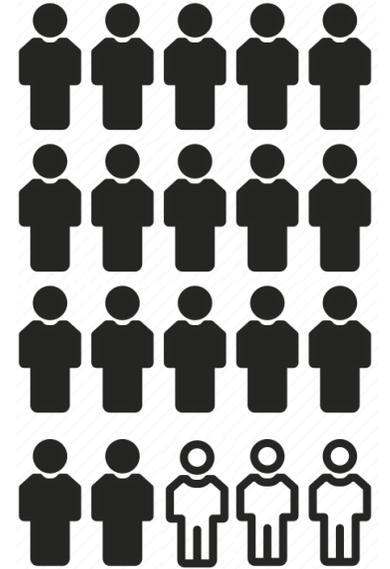
ETUI Internet and Platform Work Survey (IPWS)

2. Spring 2021

- ❖ Simple random sample, representative
- ❖ Selected offline
- ❖ Working age 15-65 yo
- ❖ Residents in the country of interview
- ❖ n=1,750 target per country
- ❖ Telephone interviews (CATI)
- ❖ Fieldwork by Ipsos



14 countries
 $n=24,108$



84% of EU-27
working age
population

Online labour markets: the use of the internet to generate income

Internet work

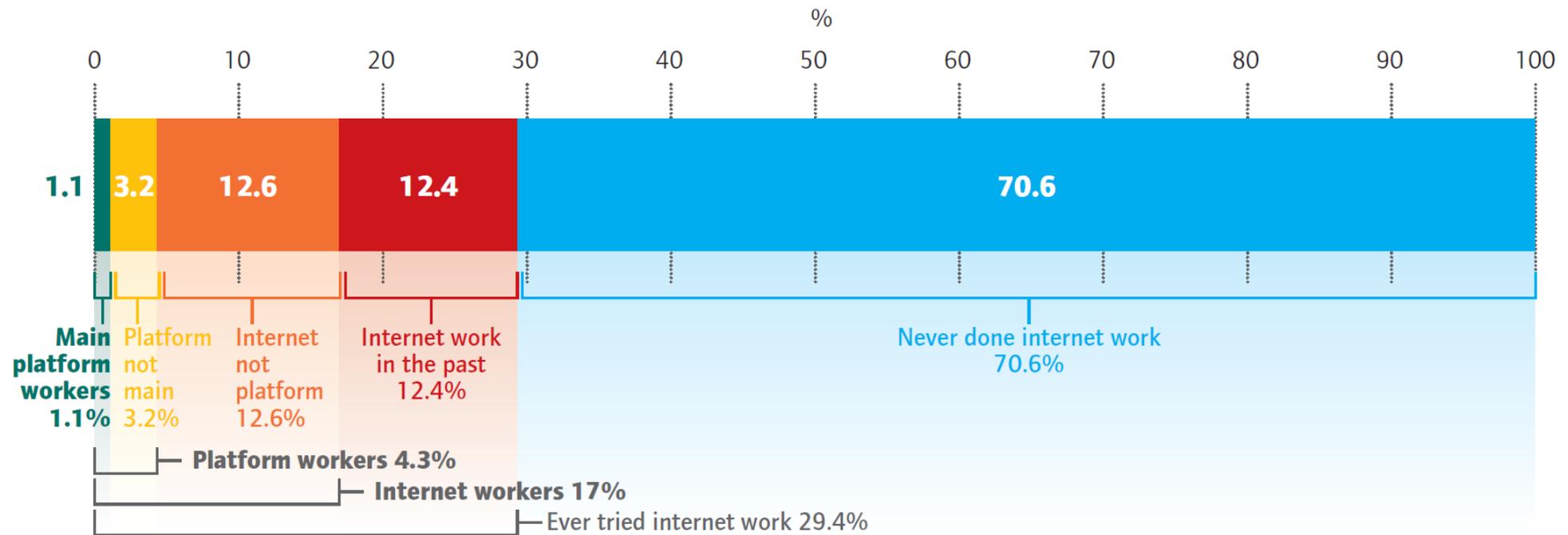
Platform work

Activities 1-5 and 10
if performed through
digital labour platforms

1. Remote clickwork
2. Remote professional work
3. On-location work
4. Transport
5. Delivery
6. Influencer
7. Renting
8. Sell self-made products online
9. Sell or re-sell other products online
10. Other freelance services or tasks

Platform work

Platform work



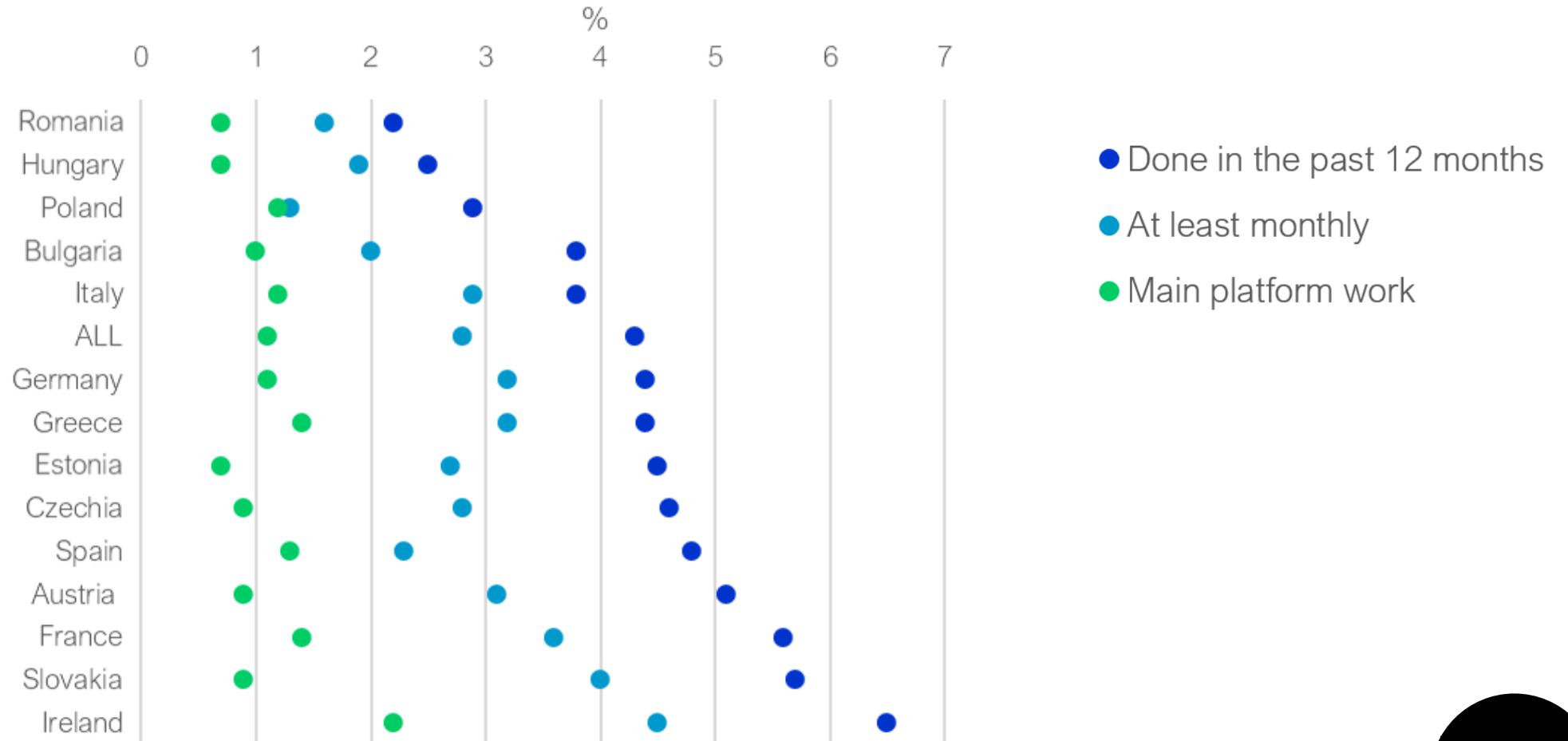
In the EU27 in 2021:

- > internet workers **17.0%** **47.5 million**
- > platform workers **4.3%** **12 million**
- > main platform workers* **1.1%** **3 million**

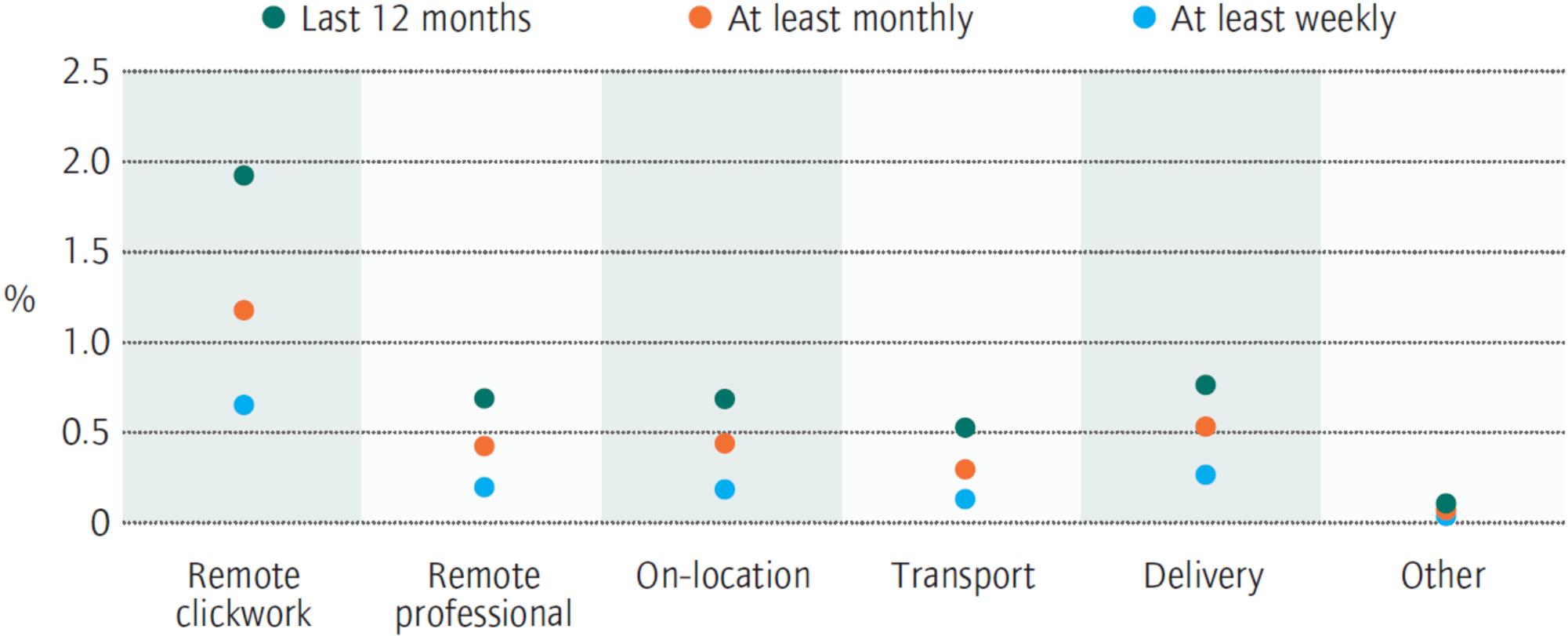
* At least 50% of income or 20h/week



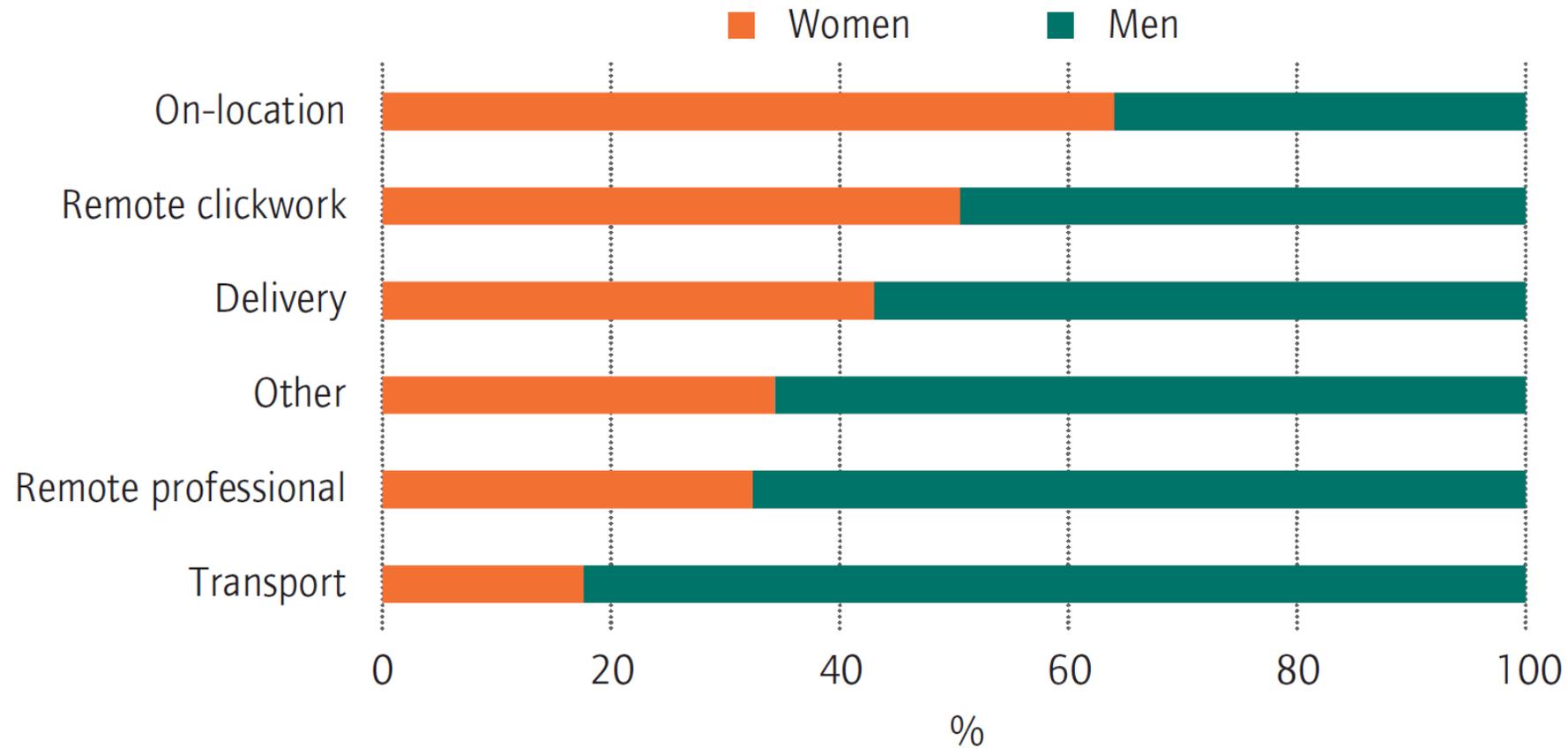
Platform work - Consistent pattern across countries



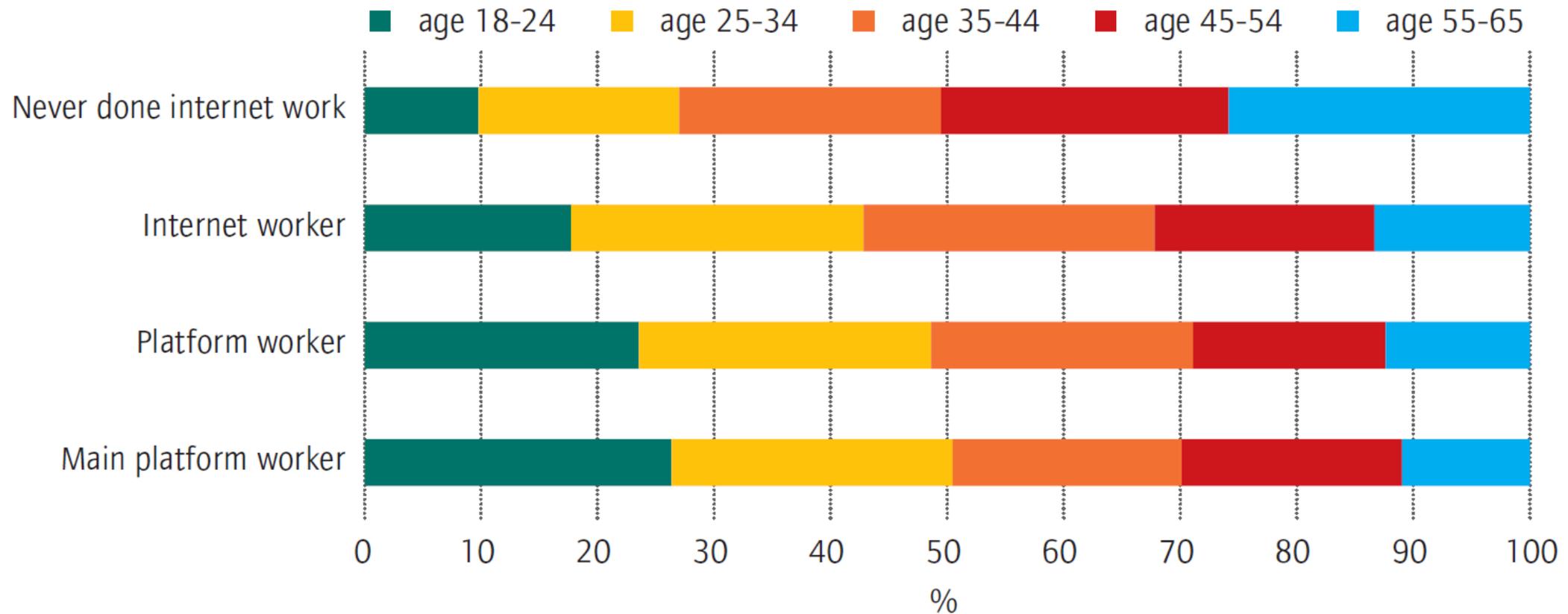
Remote clickwork the most common activity among platform work. More visible transport and delivery considerably smaller



Online labour markets reproduce gender segregation familiar from the offline world of work

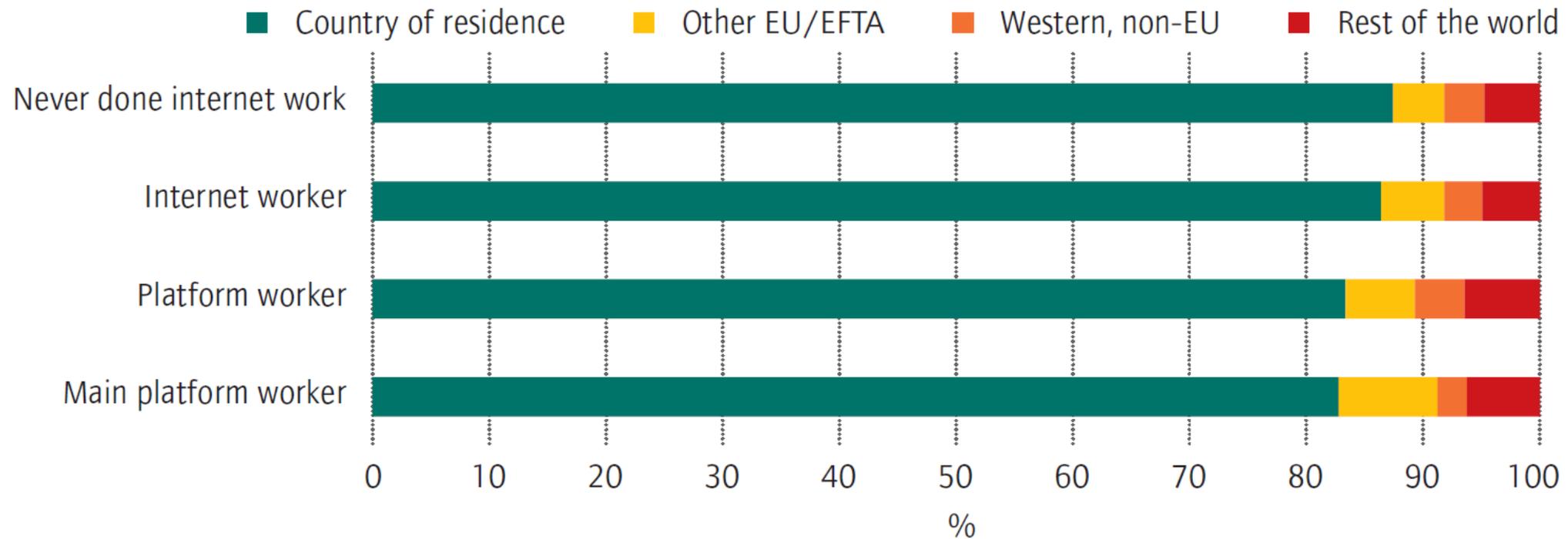


Online workforce younger, but older workers also well represented



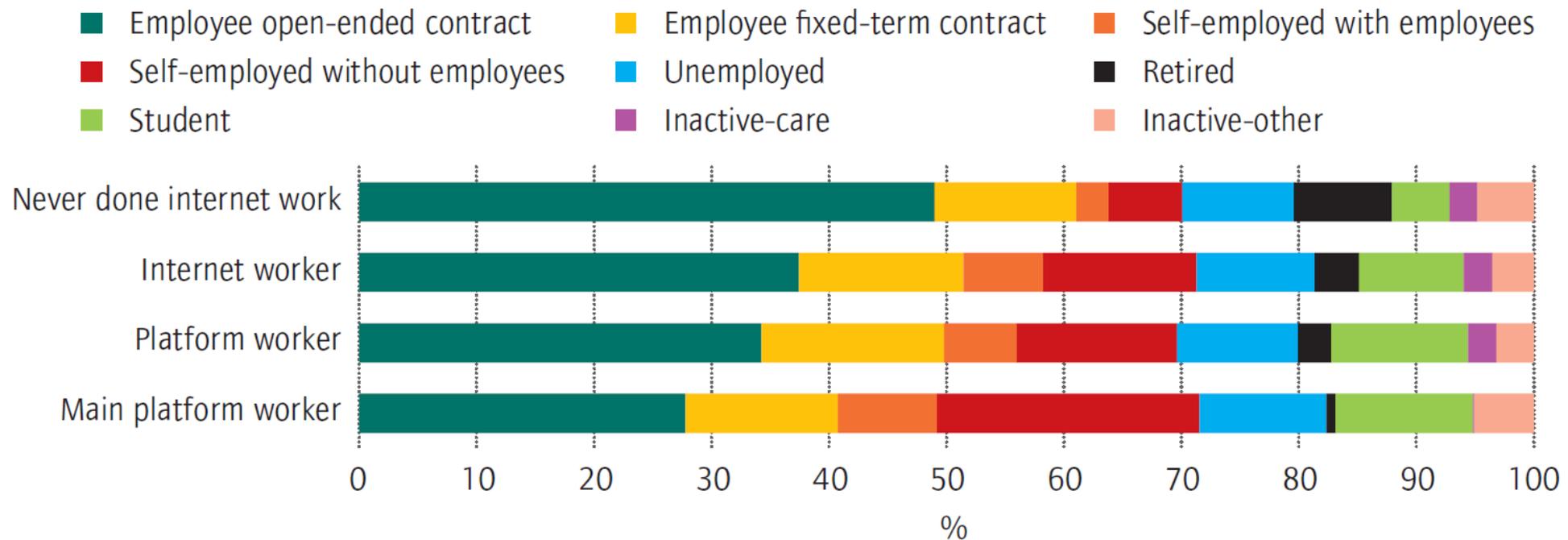
Migrants over-represented

Internet and platform workers by country of birth



Online jobs mainly go to those already employed offline – often precariously

Figure 27 Labour market status of internet and platform workers

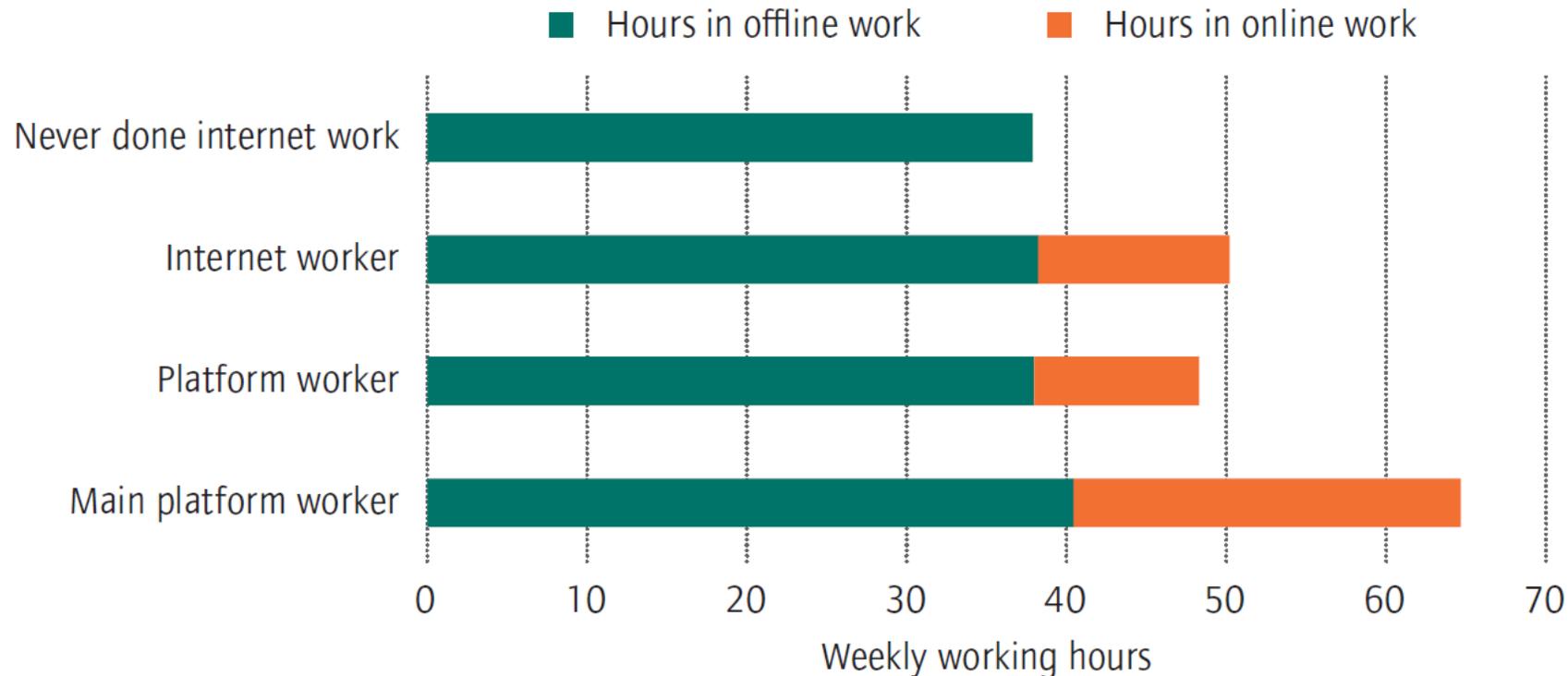


Source: ETUI IPWS.



Online hours add to offline hours, they do not replace them

Figure 40 Hours worked online and offline per week (mean)

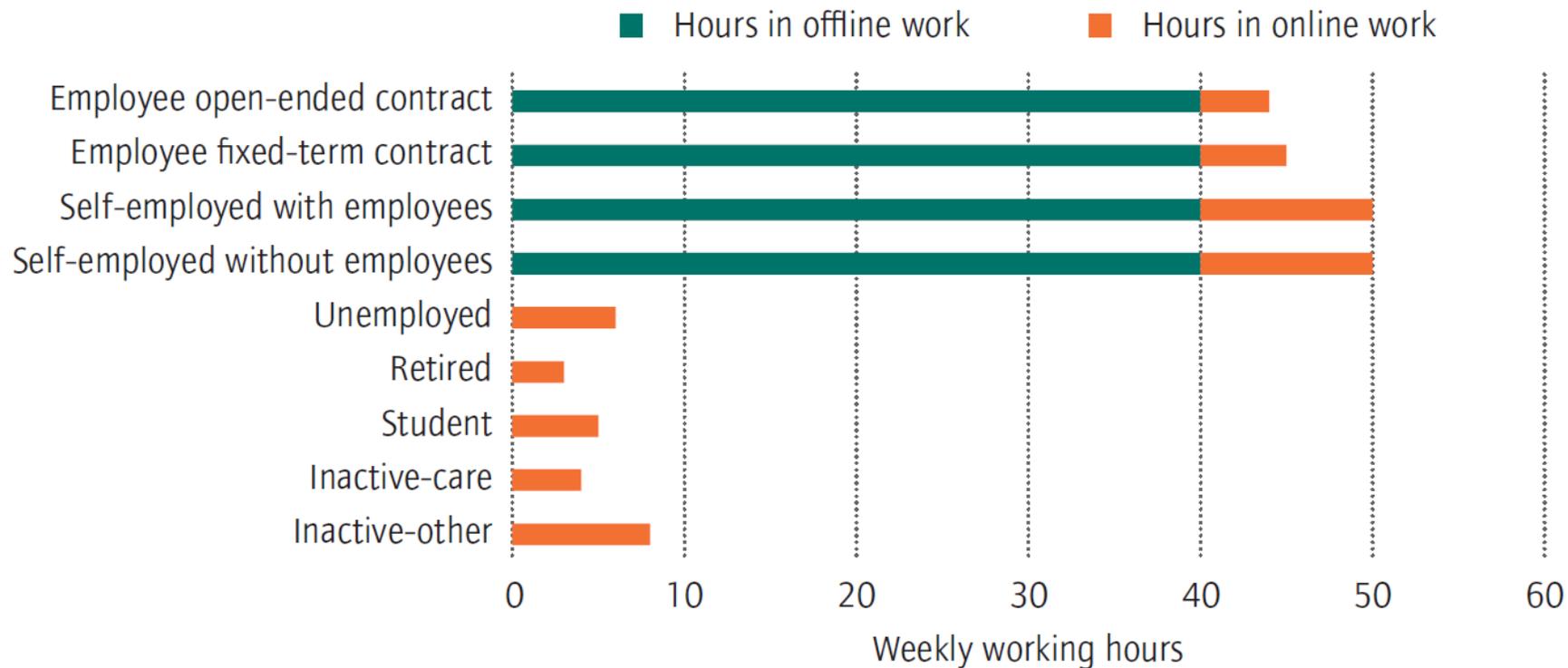


Source: ETUI IPWS.



Hours worked do not vary much by employment status

Figure 43 Hours worked (median) offline and online by labour market status

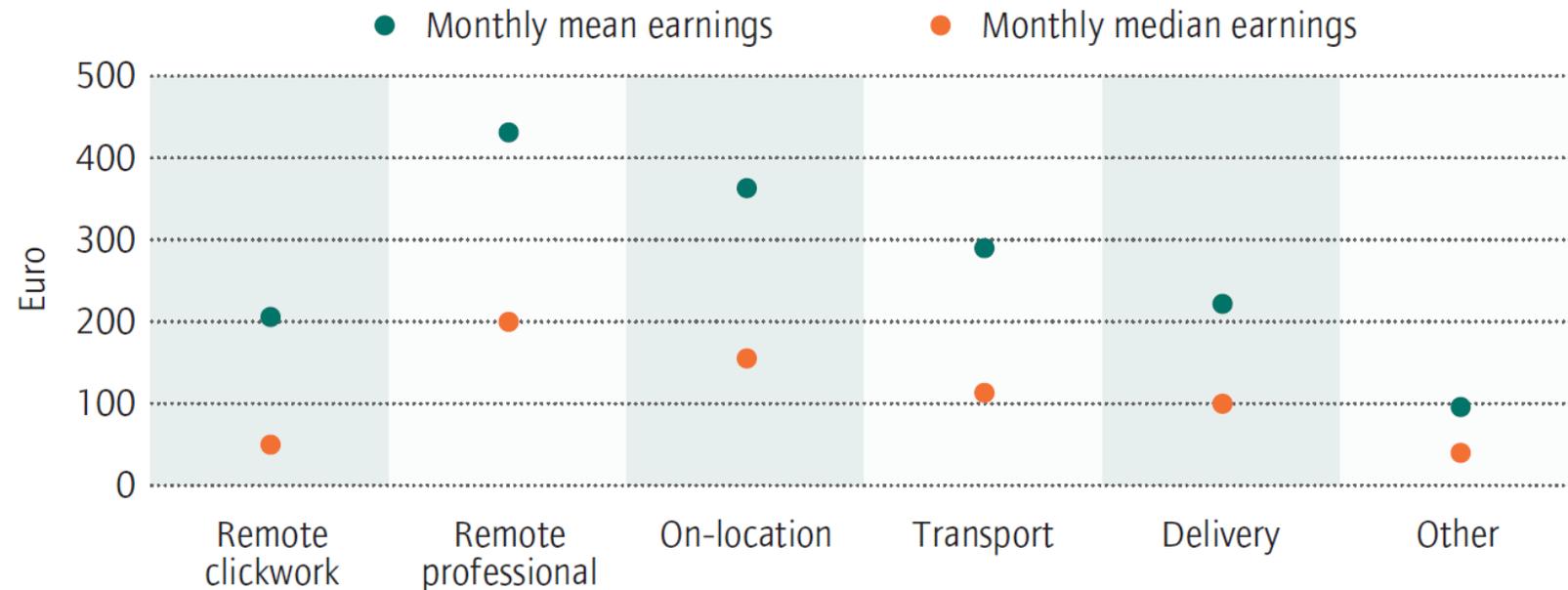


Source: ETUI IPWS.



Median platform worker earns € 50-200 /month

Figure 38 Average monthly earnings from platform work by type (in euro)



Note: Total monthly earnings are trimmed, by setting values above the 95th percentile in each country to the 95th percentile, as there are sizeable outliers in the data.

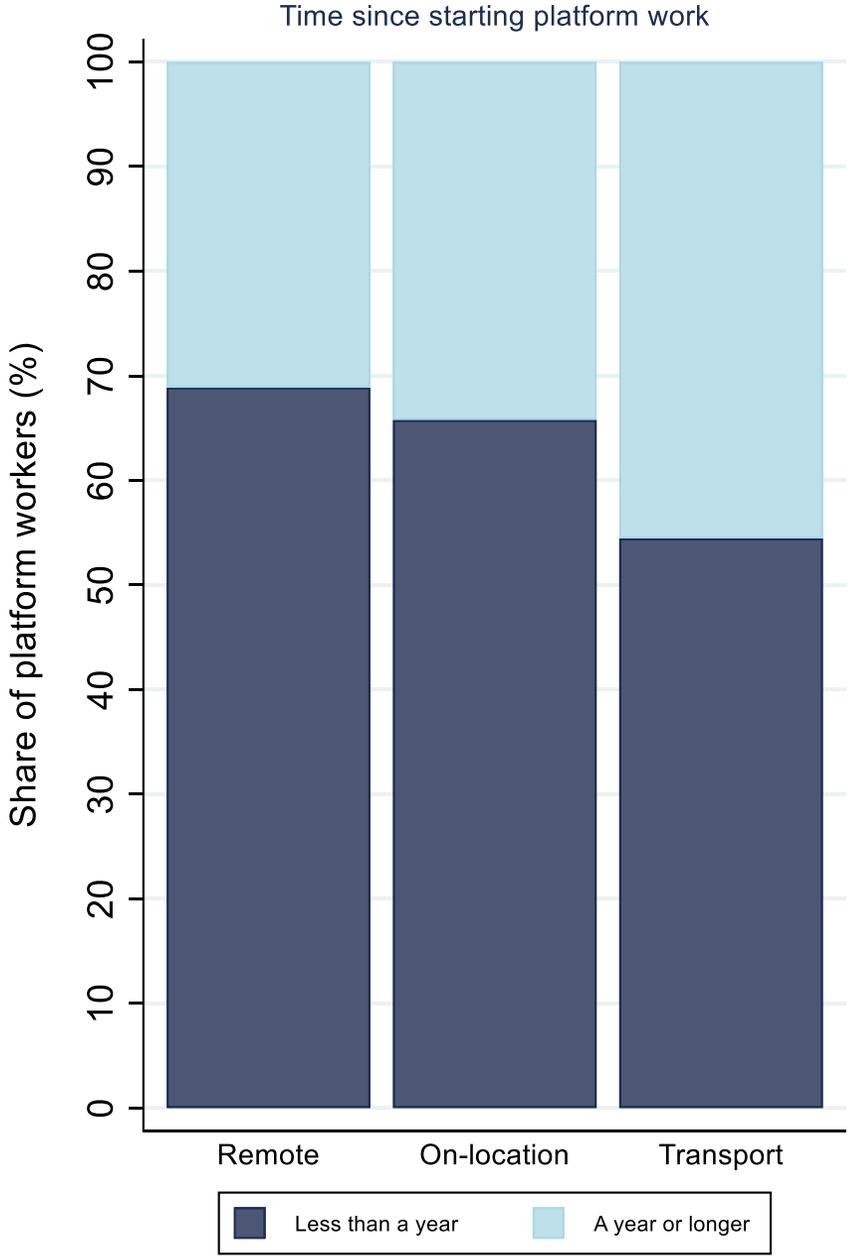
Source: ETUI IPWS.



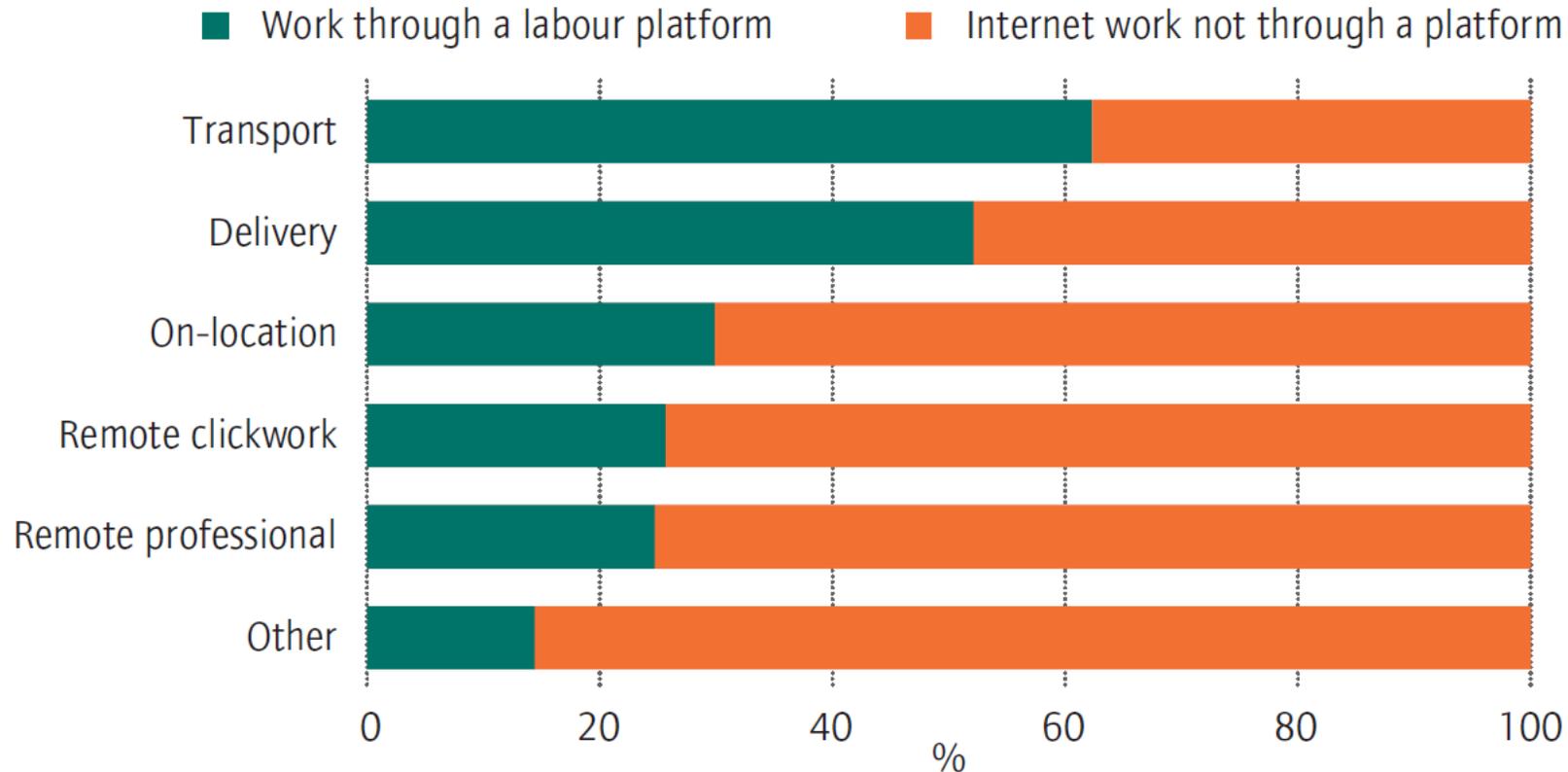
Up to half of platform workers have hourly earnings below the statutory minimum wage

Category	Hourly earnings below minimum wage (%)
All platform workers	51
Main platform worker	42
Remote clickwork	55
Remote professional work	48
On-location	46
Transport	48
Delivery	42

A potential for growth:
large group of new
entrants



Work through online labour platforms is only a small share of all internet work.
A large uncharted territory of online labour markets.



Conclusions

- ❖ Platform work still relatively marginal, but potential for growth and large numbers affected: 3 million main platform workers, 6.25 million full-time equivalents, 47.5 million internet workers
- ❖ Internet and platform workers younger, more educated, more likely migrants; but not a distinct group (if analyzed through representative sampling)
- ❖ Pay below minimum wage indicates that the phenomenon slips through the cracks of existing regulation, unfair competition for decent employers

The platform economy in Europe

Results from the second ETUI Internet and Platform Work Survey

Agnieszka Piasna, Wouter Zwysen and Jan Drahokoupil

Working Paper 2022.05

etui.

Report download and further information:

<https://www.etui.org/publications/platform-economy-europe>

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