

# Platform economy and online labour markets

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# 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  
 $n=12,000$

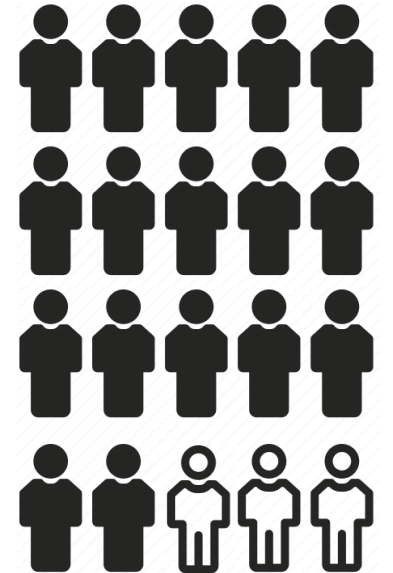
# ETUI Internet and Platform Work Survey (IPWS)

## 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

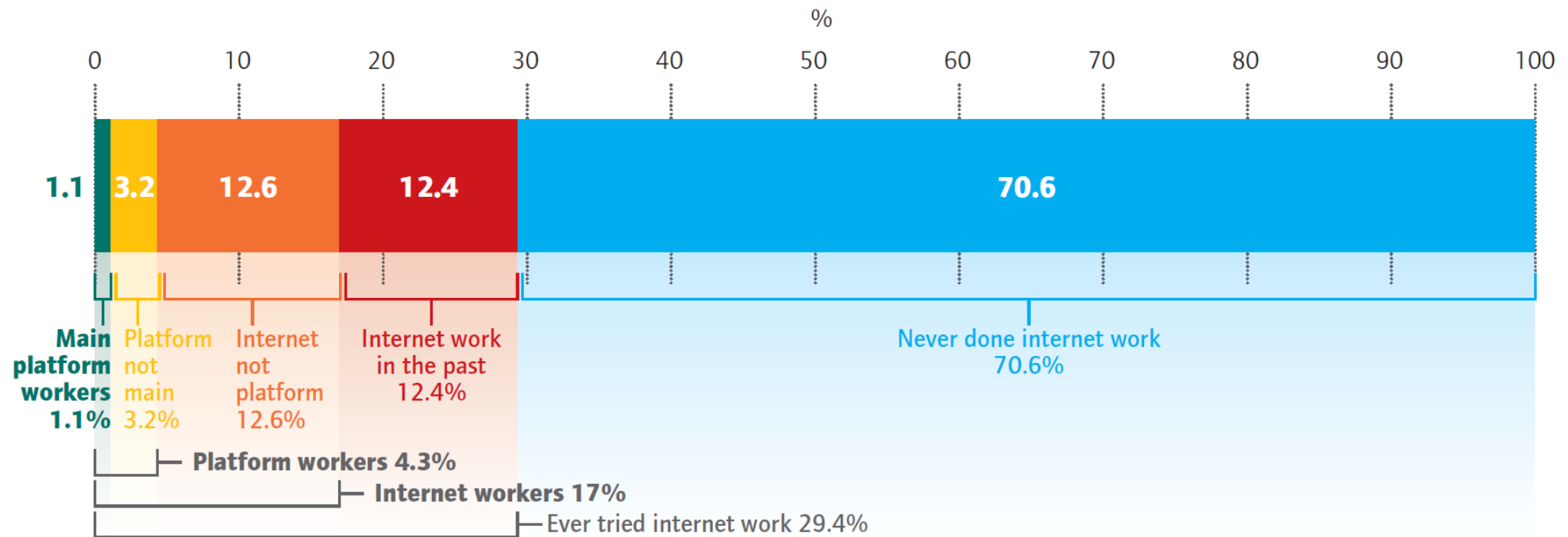
### Platform work

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**



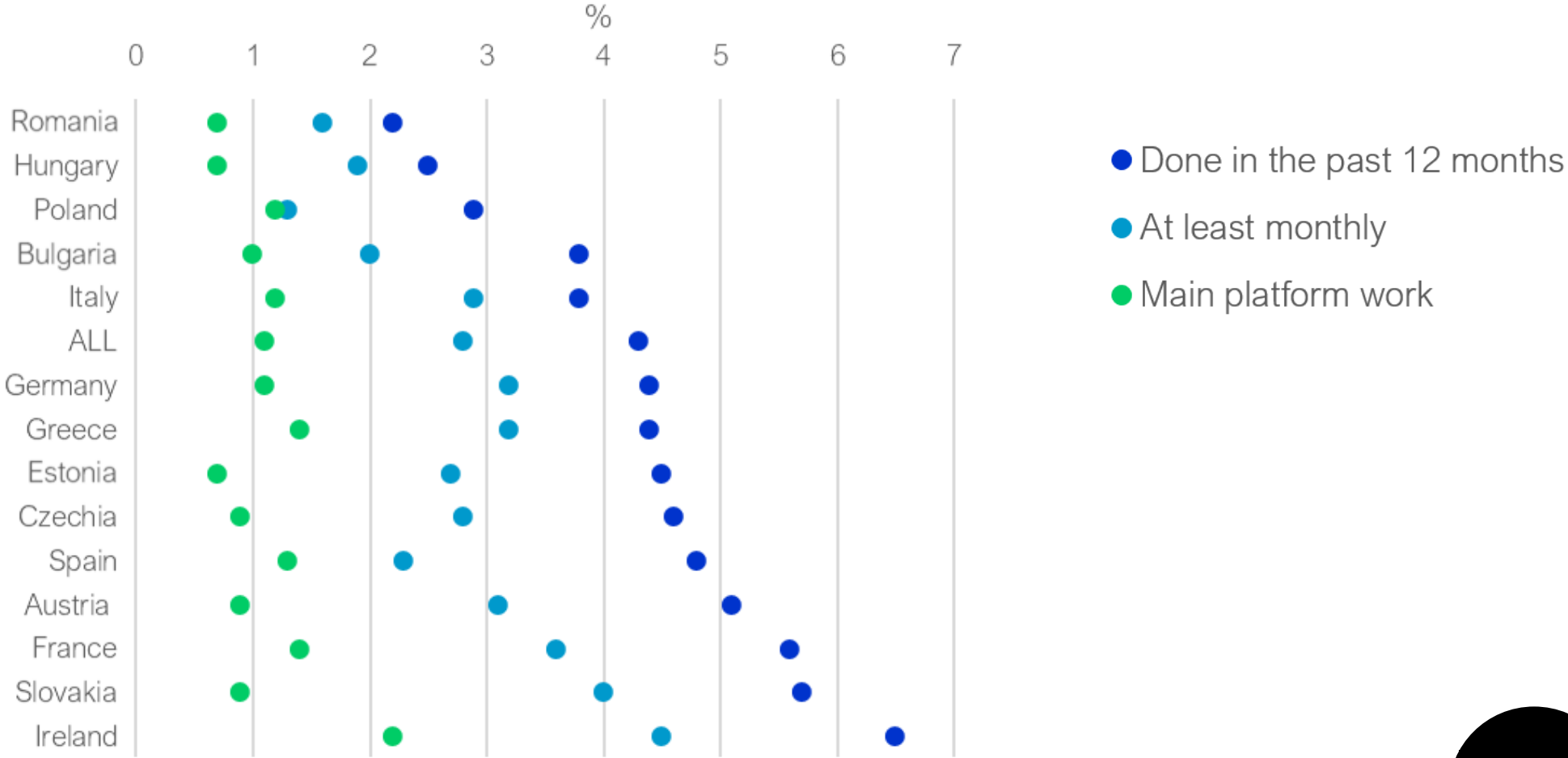
In the EU27 in 2021:

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

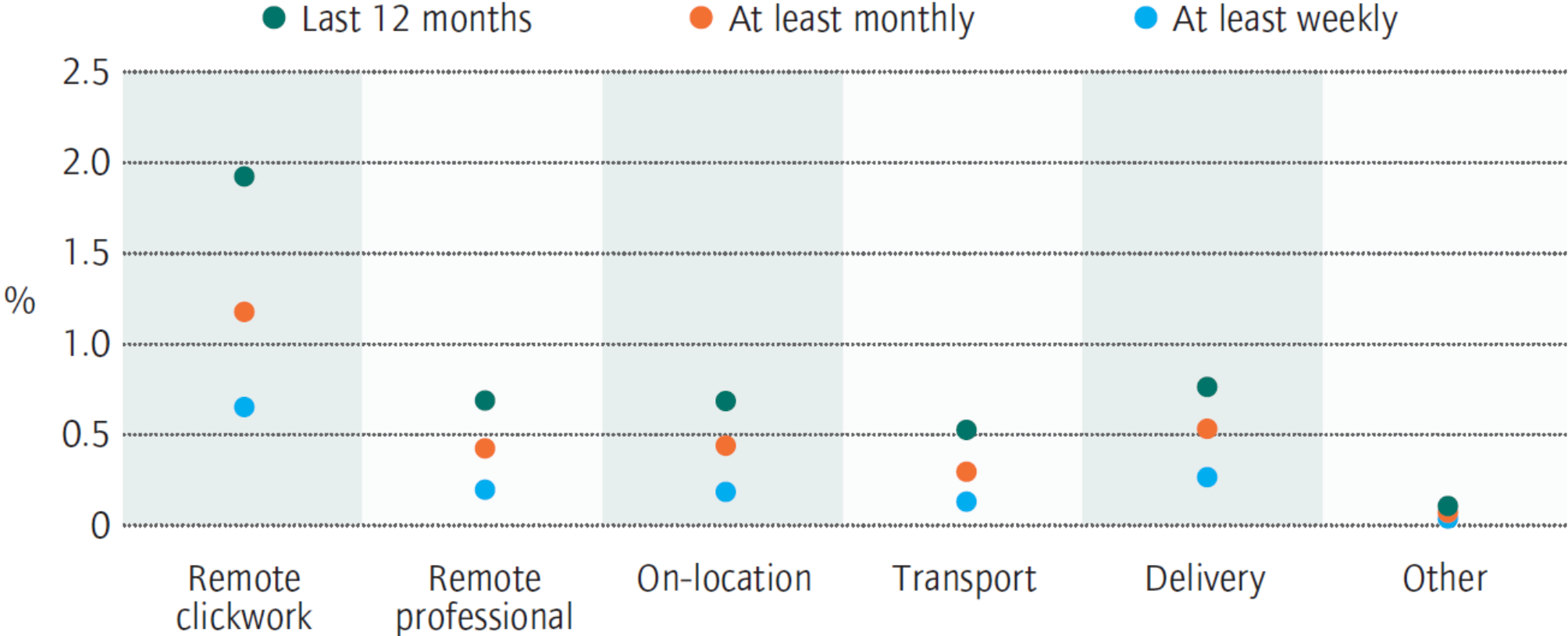
\* At least 50% of income or 20h/week



# Platform work - Consistent pattern across countries

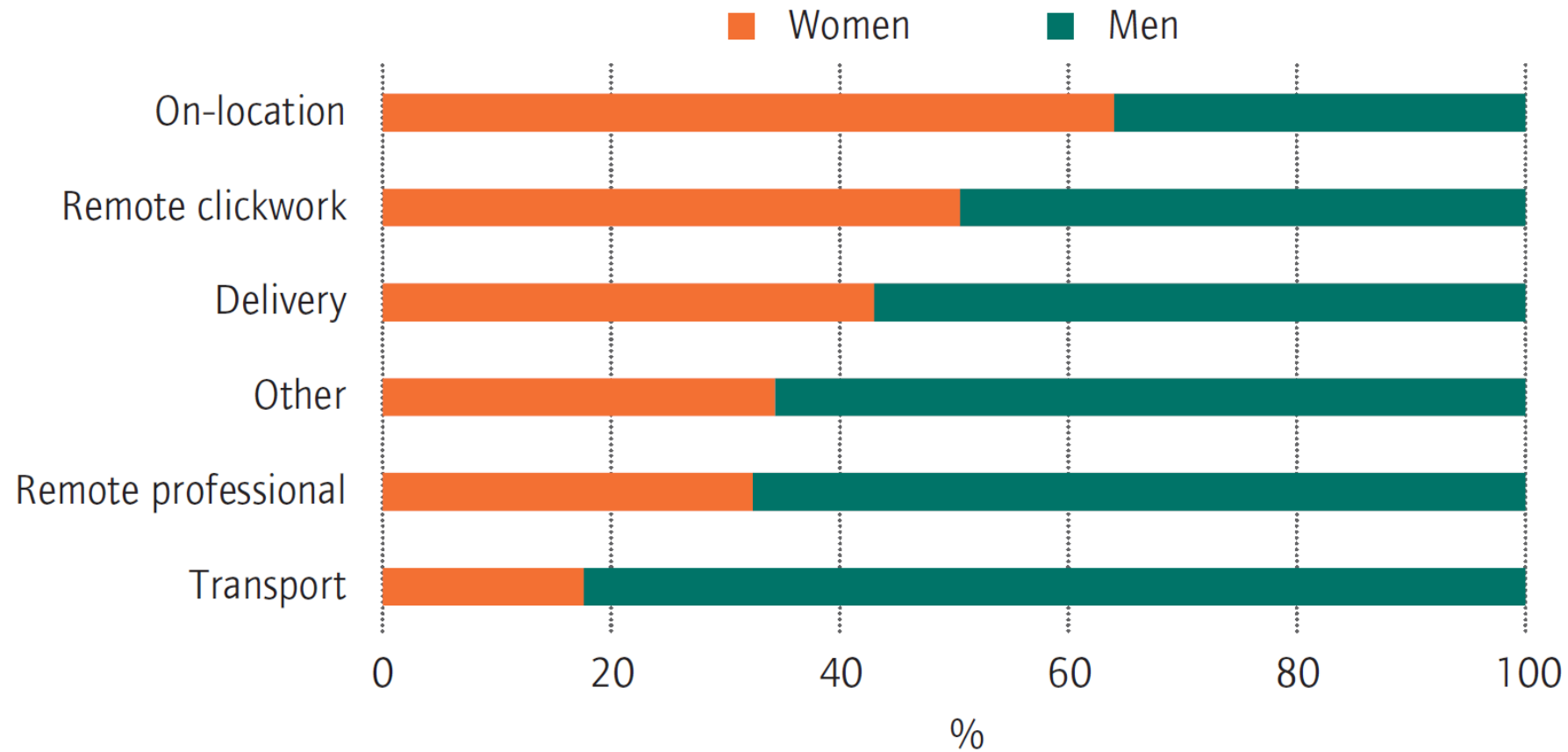


Remote clickwork the most common activity among platform work. More visible transport and delivery considerably smaller

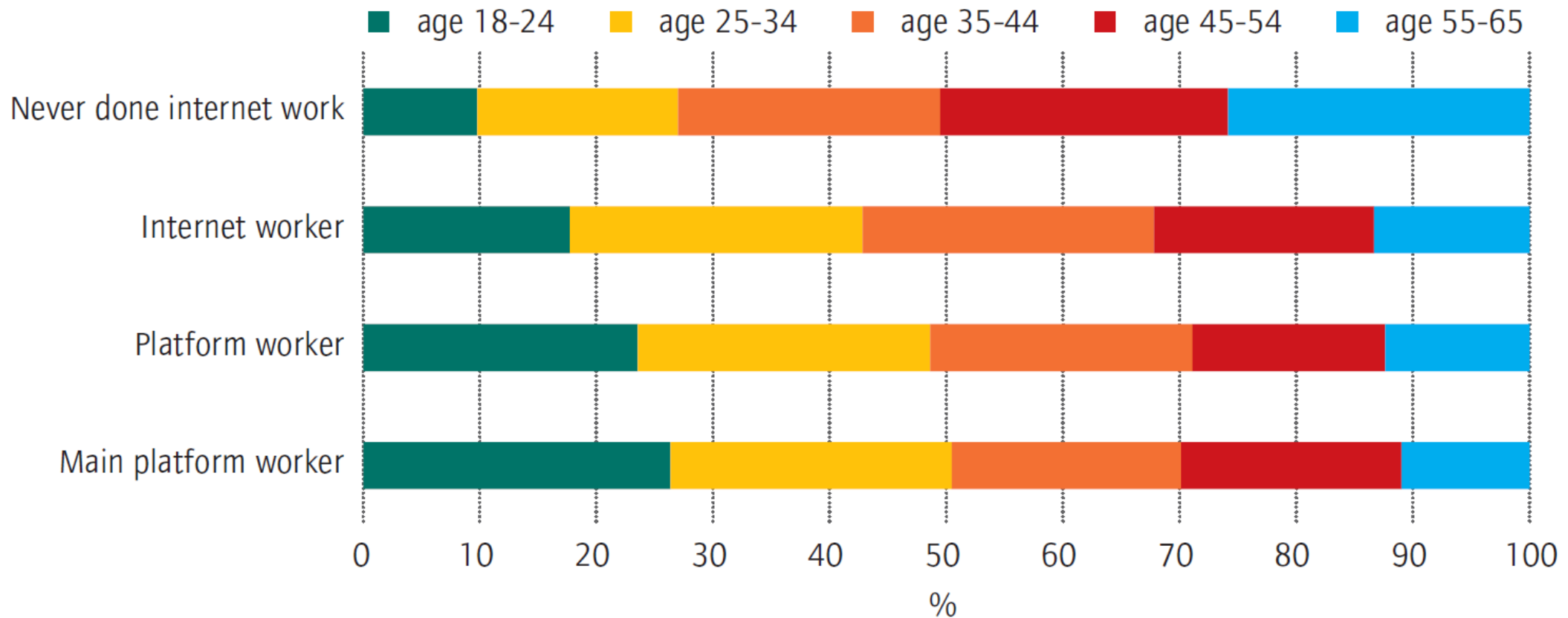




# Online labour markets reproduce gender segregation familiar from the offline world of work

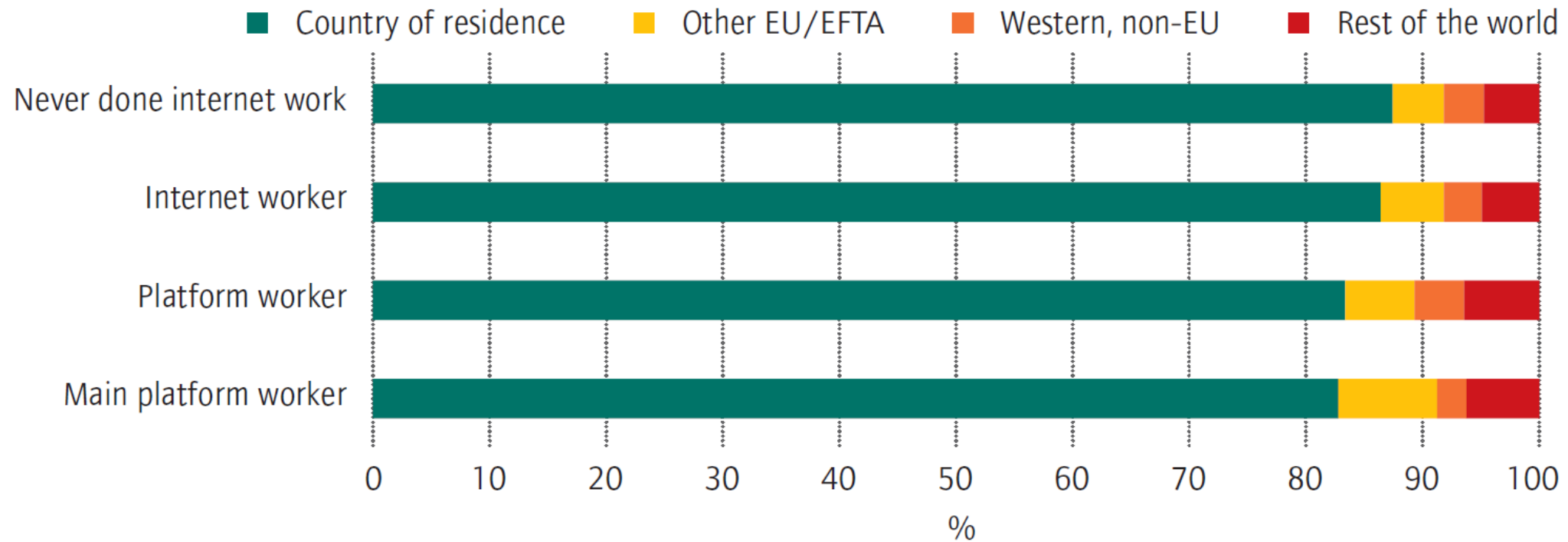


# Online workforce younger, but older workers also well represented



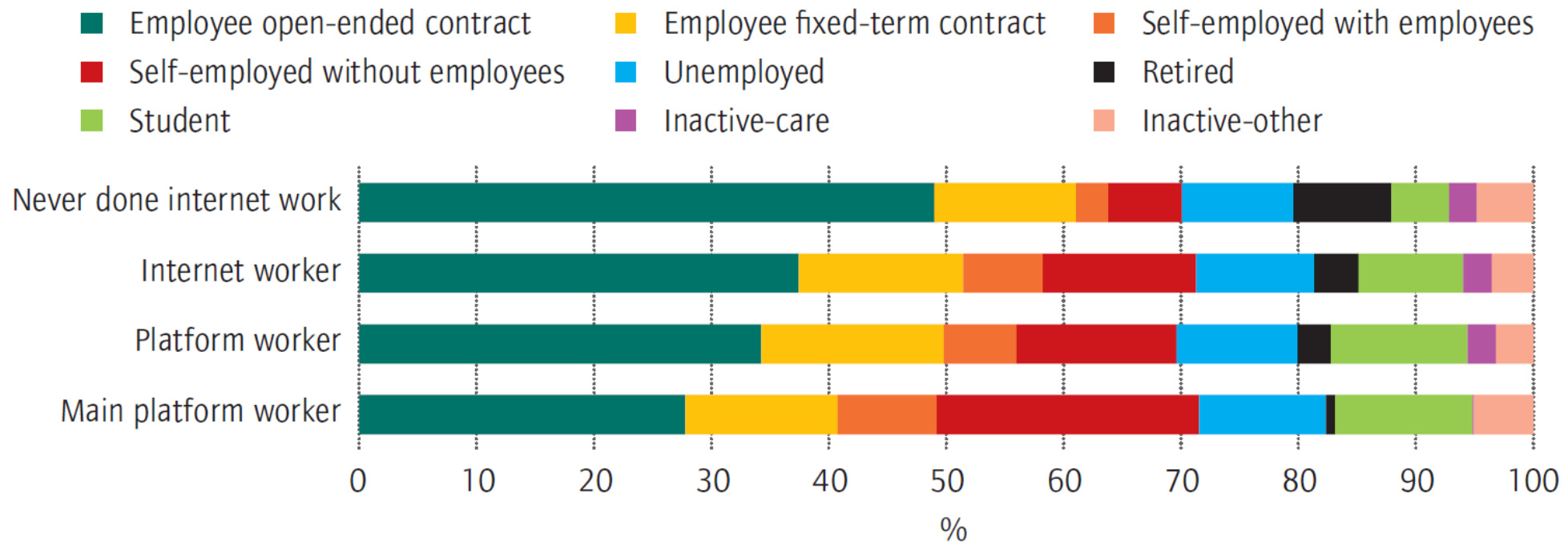
# Migrants over-represented

Internet and platform workers by country of birth



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

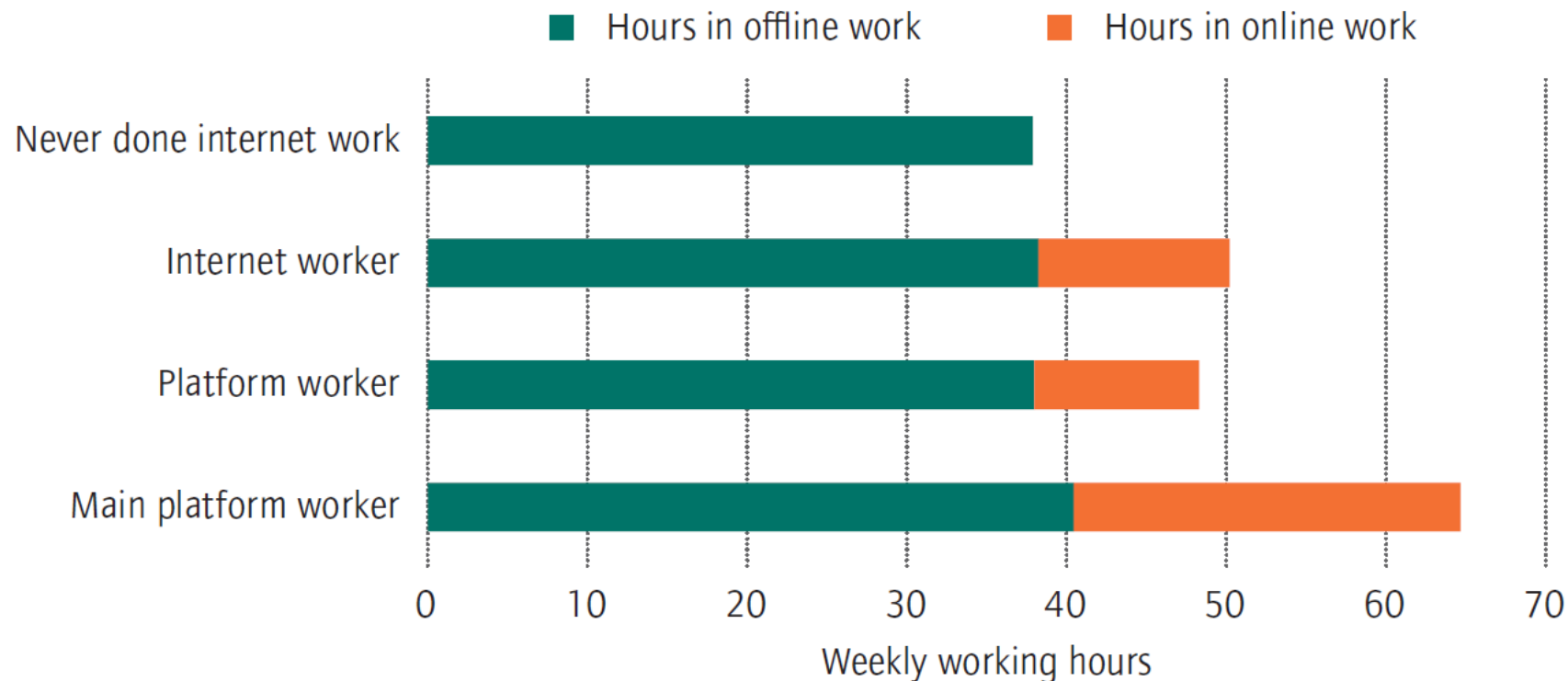
Figure 27 Labour market status of internet and platform workers



Source: ETUI IPWS.

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

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

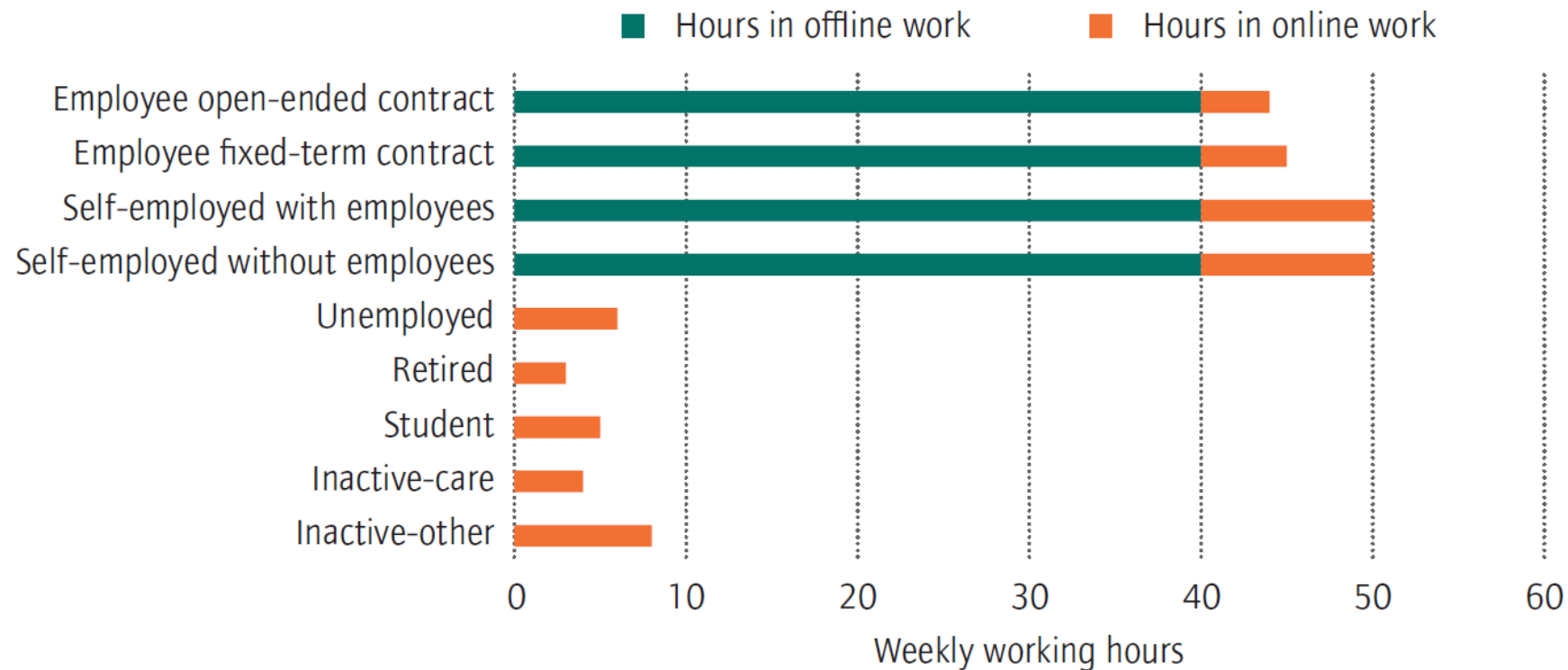


Source: ETUI IPWS.



# Hours worked do not vary much by employment status

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

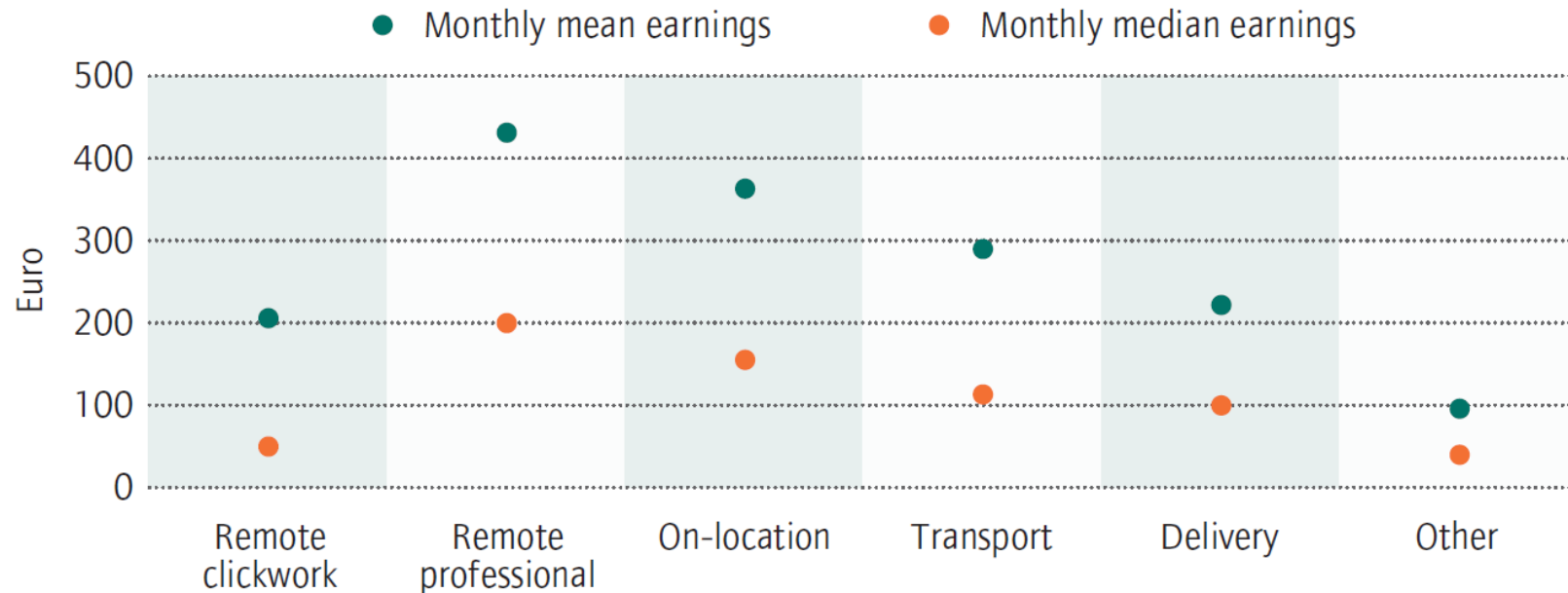


Source: ETUI IPWS.



# 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 95<sup>th</sup> percentile in each country to the 95<sup>th</sup> percentile, as there are sizeable outliers in the data.

Source: ETUI IPWS.

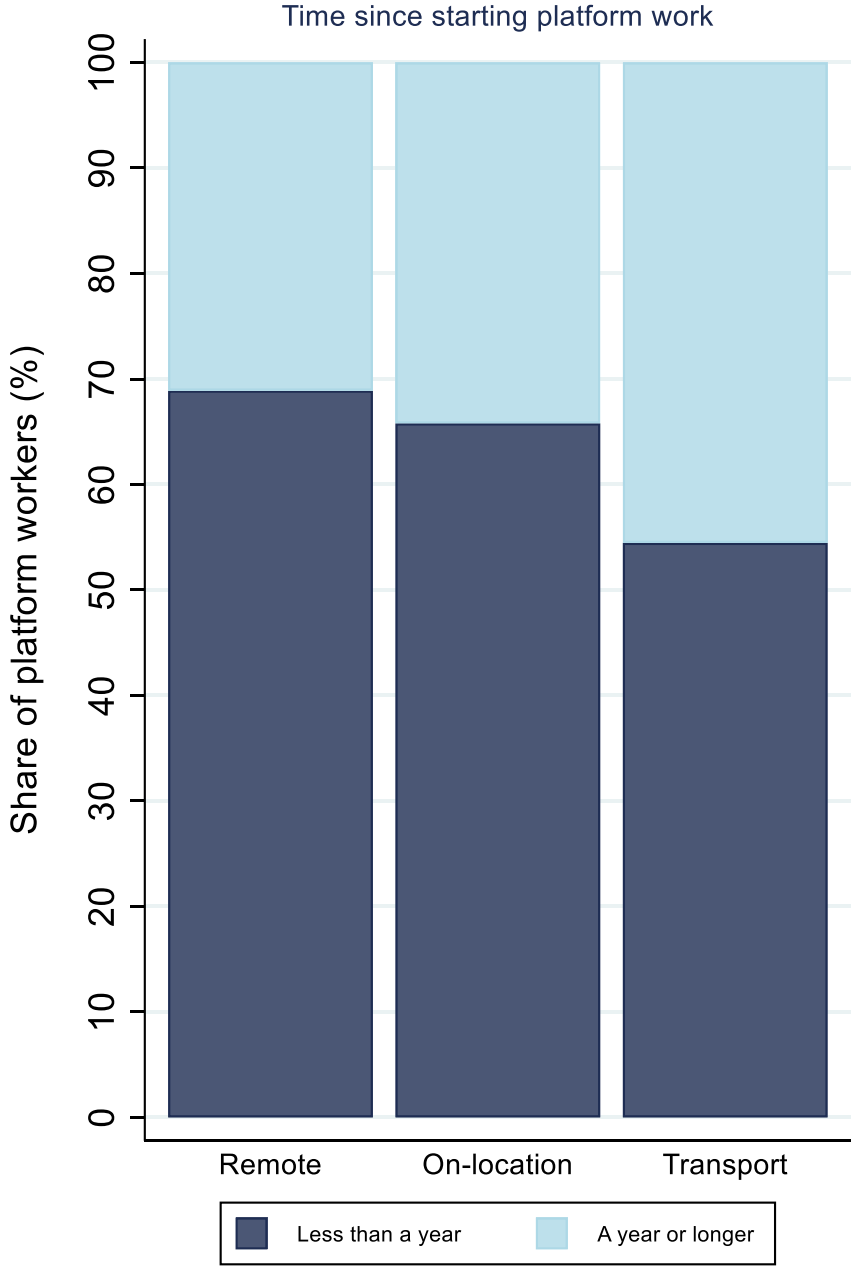


# Up to half of platform workers have hourly earnings below the statutory minimum wage

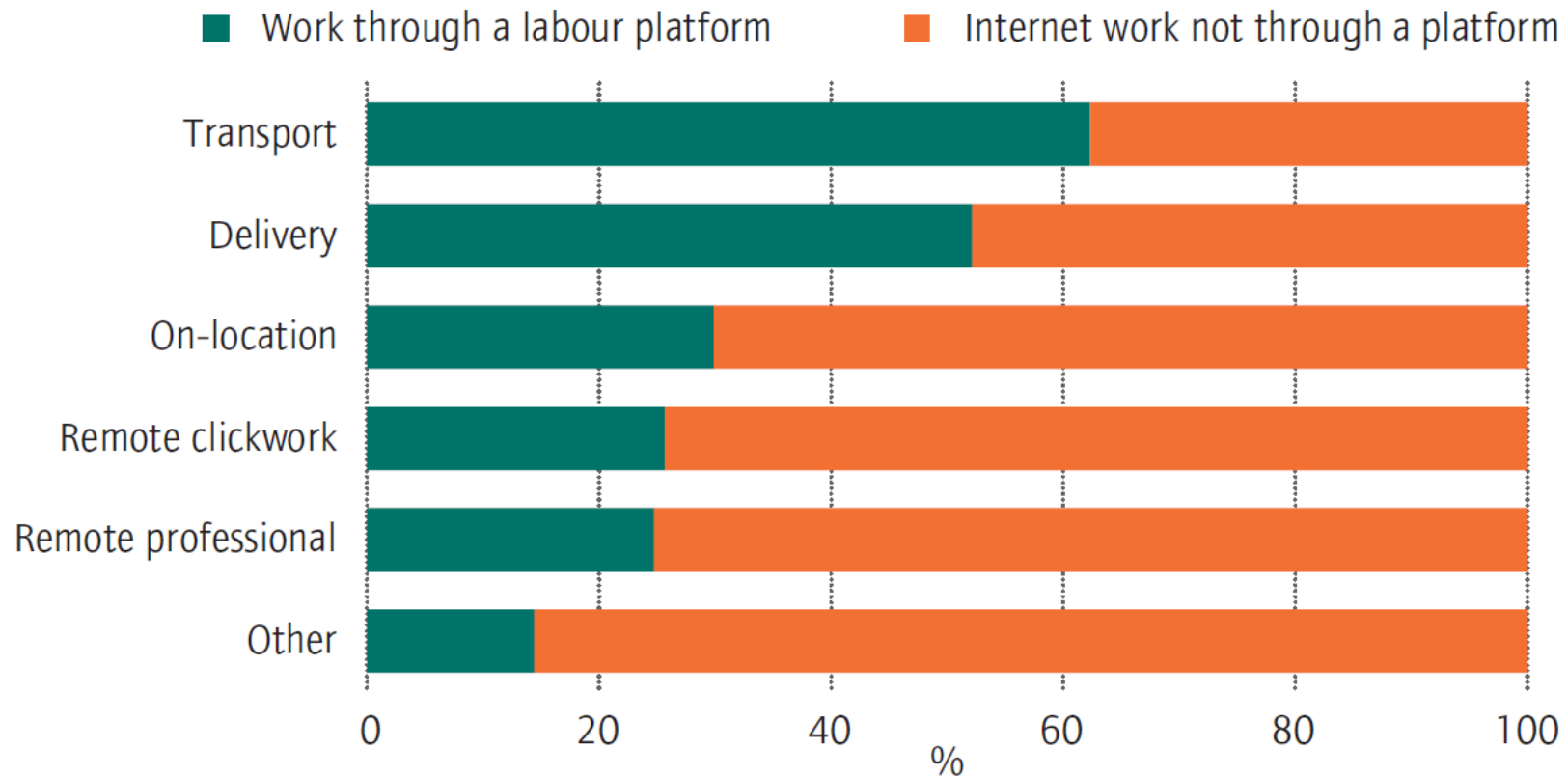
Category	Hourly earnings below minimum wage (%)
All platform workers	51
Main platform worker	42
Remote clickwork	55
Remote professional work	48
On-location	46
Transport	48
Delivery	42



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>

**etui.**