

New evidence on platform workers in Europe. Results from the 2nd COLLEEM survey

Skill development of workers
8th Cedefop Brussels Seminar

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**The European Commission's
science and knowledge service**
Joint Research Centre



Introduction: the COLLEEM survey

A JRC project with DGEMPL funding started in 2016, aimed at a better understanding of work in digital labour platforms.

First Colleem survey collection 2017, second wave 2018

Objectives of COLLEEM are :

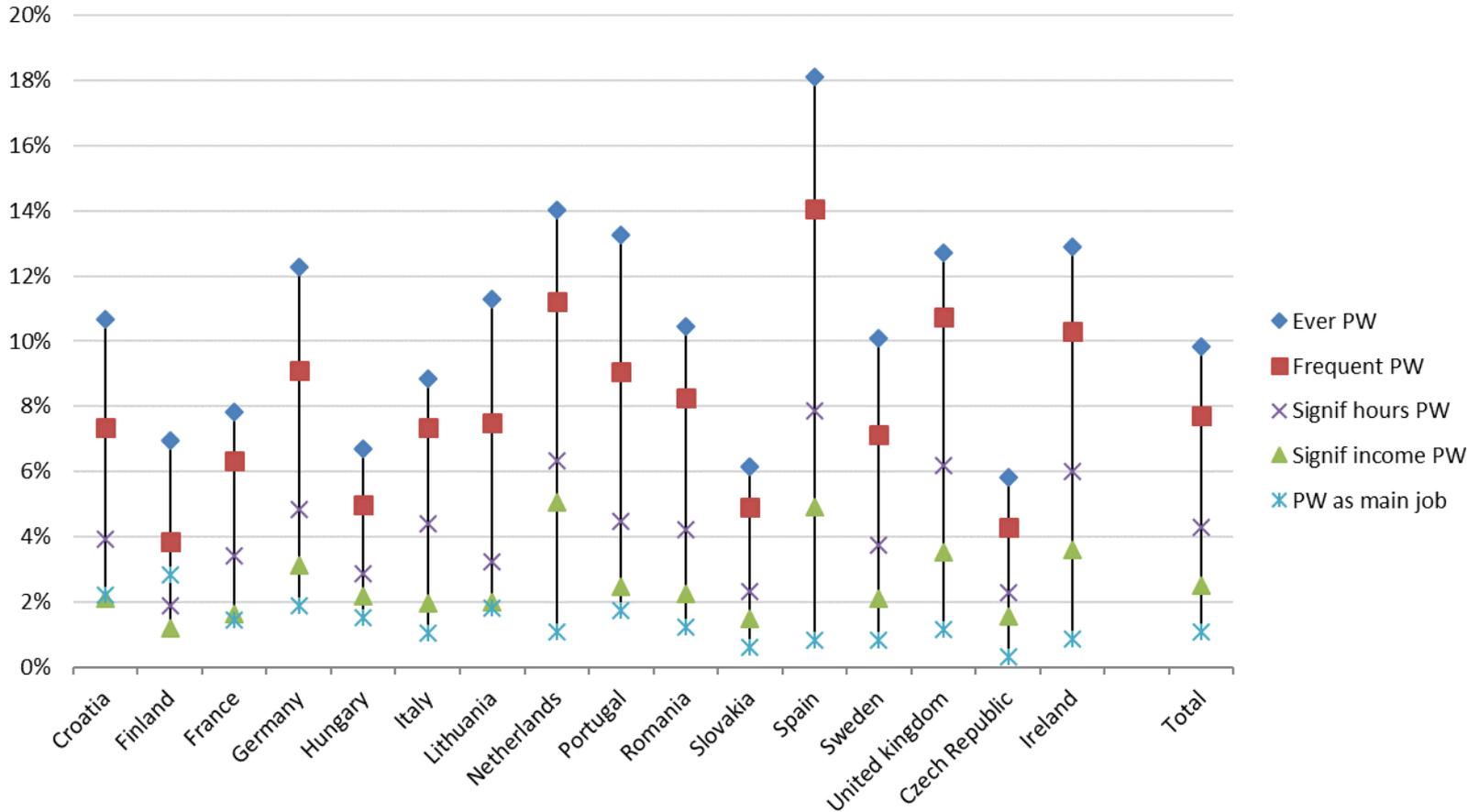
- To improve our conceptualisation and measurement of platform work, and test them empirically (*joint with OECD, ILO, Eurostat*)
- to explore the prevalence and conditions of platform work
- To learn about the characteristics and working conditions of platform workers

Methodology

- *Fieldwork Autumn 2018, 16 countries, nearly 40k respondents.*
- *Sample drawn from online commercial panel, quotas replacing non-response.*
 - Very cost efficient, fit for purpose, additional information on respondents, fast.
 - Unkown probability of selection, possible bias towards online tasks.
- *Data collection purely online.*
 - Very cost efficient, fit for purpose, quick.
 - Poor quality answers (especially towards end), uncertain identity of respondent.
- *In COLLEEM 2, small panel of platform workers (recontacted from COLLEEM 1). Useful for assessing transitions, and boosts sample of platform workers.*
- *Questionnaire focused on:*
 - Identification of platform workers (concept driven, with examples)
 - Classification of platform workers in terms of: regularity, hours, income, main task
 - Collection of data on their conditions of work

Estimating the prevalence of platform work

Classification of platform workers



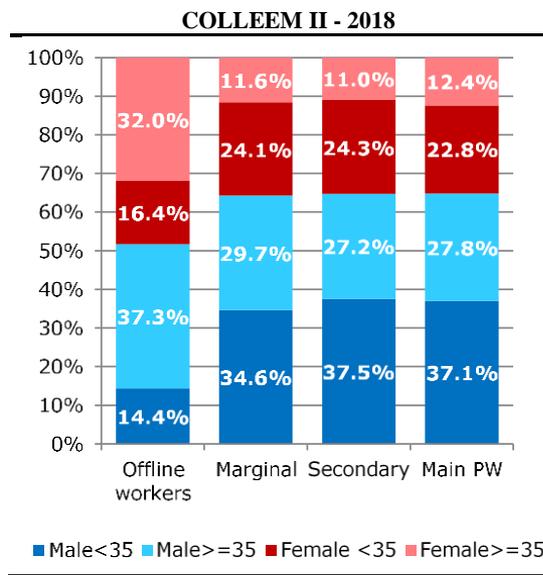
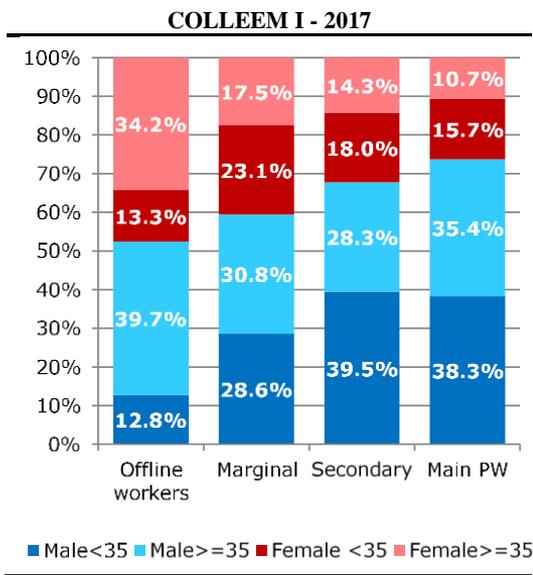
Who are the platform workers and why it matters

Who is the typical platform worker?

- Results from COLLEEM 2018 confirm previous findings:
- The typical European platform worker is
 - Young - average age 34.7 years vs. 42.6 for offline workers in COLLEEM
 - Male – about 65% of platform workers are males vs. 52% of offline workers in COLLEEM
 - Educated to a degree level – between 49% and 58% of platform workers have a degree
 - And with family commitments – more than 50% of platform workers have children vs. 40% of offline workers in COLLEEM

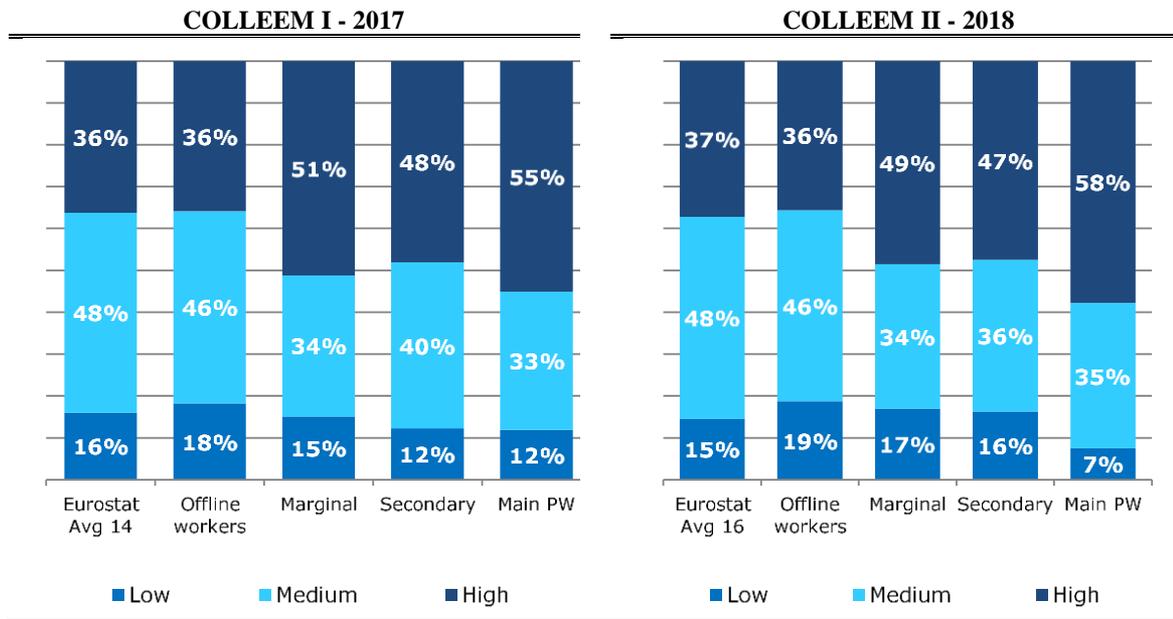
Combining age and gender

- The representation of women aged 35 and over has substantially increased – especially among secondary and main platform workers
- By contrast, the proportion of men aged 35 and over has decreased
 - May be due to an increase in the proportion of platform workers who carry out typically 'feminised' tasks, such as translation or interactive tasks



Educational attainment

- Slight decrease of the low educated and increase of the high educated among Main platform workers



More migrants among platform workers

- Proportion of foreign-born substantially higher among platform workers
- Is this a sign that platforms increase inclusiveness of the labour market?
- Or should we interpret it as a sign of unattractive working conditions for those who have better options (i.e. natives)?

	Offline workers	Marginal	Secondary	Main PW	Number of platform workers
Ireland	28.3%	39.3%	36.8%	50.6%	322
Portugal	11.2%	13.7%	16.2%	8.8%	382
Spain	10.2%	18.7%	16.0%	13.7%	477
United kingdom	8.9%	21.4%	18.0%	29.2%	297
Sweden	8.6%	24.9%	27.7%	26.8%	210
Netherlands	8.1%	24.1%	16.6%	15.7%	314
Croatia	7.6%	15.0%	14.8%	25.5%	262
Czech Republic	5.4%	17.5%	18.0%	10.7%	143
Germany	4.6%	10.3%	11.2%	6.5%	252
France	4.1%	23.0%	15.1%	5.1%	213
Lithuania	3.1%	0.7%	4.6%	0.7%	213
Slovakia	3.0%	7.0%	4.7%	0.0%	162
Finland	2.9%	25.4%	37.8%	36.7%	99
Italy	2.5%	9.5%	9.0%	8.3%	349
Hungary	2.2%	5.7%	9.5%	0.8%	163
Romania	0.9%	4.0%	0.0%	0.0%	335
Total	6.0%	16.3%	14.4%	13.3%	4,193

What platform workers do: the task approach

Task approach

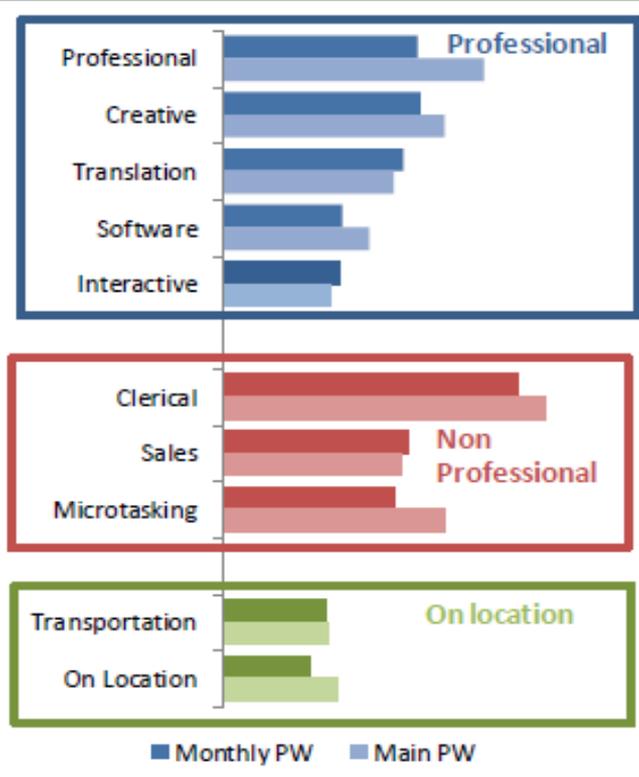
- The unit of analysis for the type of activity carried out by platform workers is a task
- Tasks are defined as the breakdown of a job into atomised units of activity that produces output and can be performed by different people at different times.
- Task types can be differentiated according to:
 - **the locus of provision (online or on location)**
 - **the skill level (professional vs. non-professional)**
 - **the scale (large vs. small tasks)**

Questionnaire: type of tasks

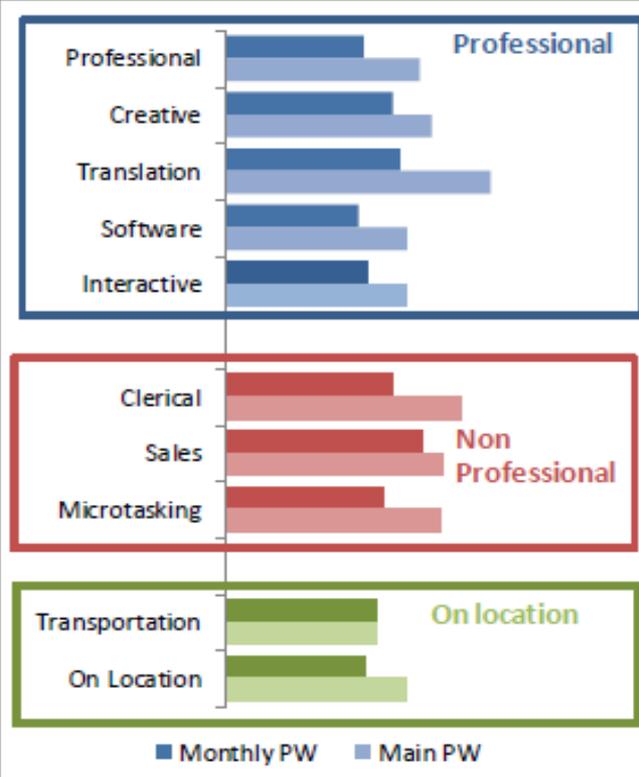
- 1. Online clerical and data-entry tasks** (e.g. customer services, data entry, transcription and similar)
- 2. Online professional services** (e.g. accounting, legal, project management and similar)
- 3. Online creative and multimedia work** (e.g. animation, graphic design, photo editing and similar)
- 4. Online sales and marketing support work** (e.g. lead generation, posting ads, social media management, search engine optimisation and similar)
- 5. Online software development and technology work** (e.g. data science, game development, mobile development and similar)
- 6. Online writing and translation work** (e.g. article writing, copywriting, proofreading, translation and similar)
- 7. Online micro tasks** (e.g. object classification, tagging, content review, website feedback and similar)
- 8. Interactive services** (e.g. language teaching, interactive online lessons, interactive consultations and similar)
- 9. Transportation and delivery services** (e.g., driving, food delivery, moving services and similar)
- 10. On-location services** (e.g. housekeeping, beauty services, on-location photography services and similar)

Figure 13: Which type of work via online platforms takes most of your time?

COLLEEMI - 2017



COLLEEMII - 2018



Source: authors' elaborations using COLLEEM 2017 and 2018; weighted data. The sample includes only platform workers who have provided services at least once a month in the last 12 months.

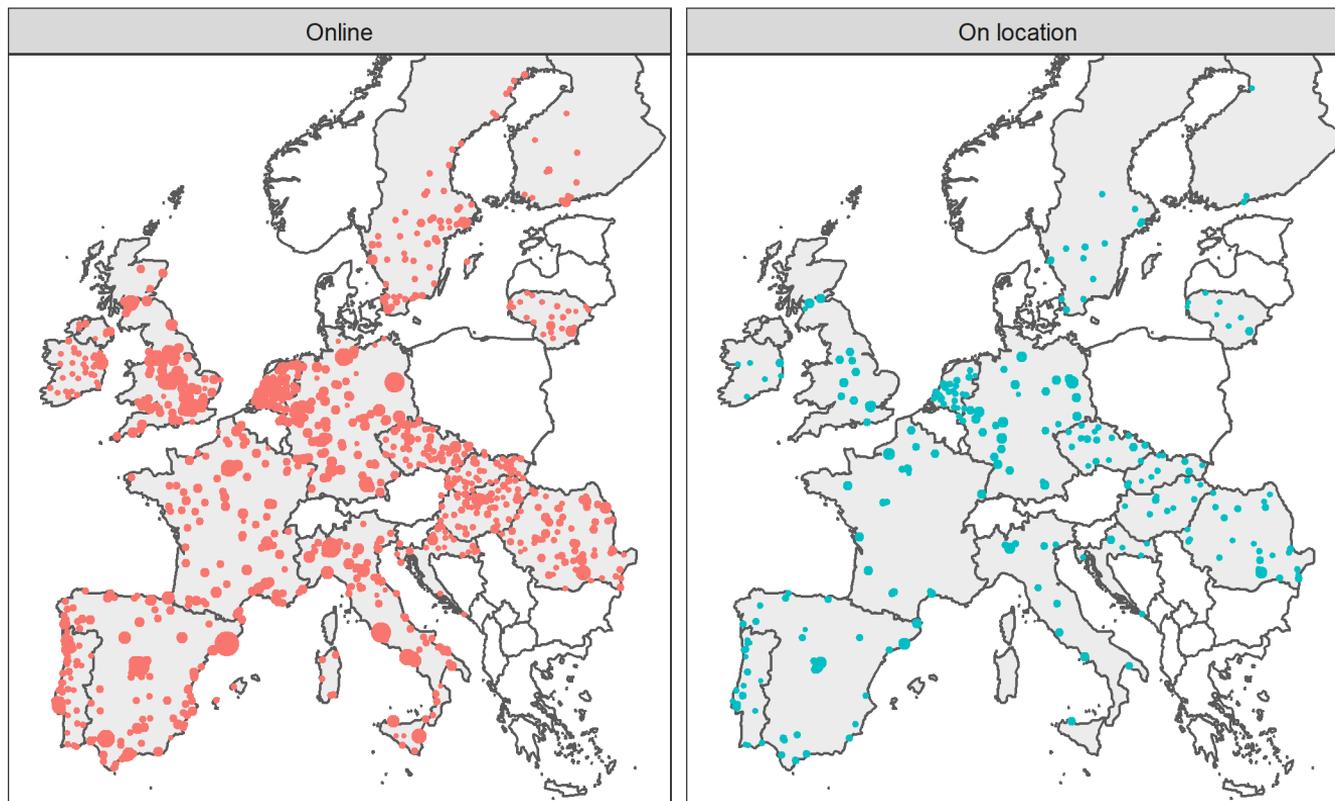
Figure 12: Number of task types performed by platform workers

	Ever Platform work		At least monthly platform work	
	2017	2018	2017	2018
Only 1 task type	39.2%	43.5%	33.4%	38.2%
2	23.5%	23.0%	24.4%	23.2%
3	16.6%	16.6%	18.2%	18.9%
4	9.6%	7.2%	10.9%	8.3%
5	4.6%	4.8%	5.4%	5.6%
6	2.5%	1.8%	2.9%	2.1%
7	1.6%	1.0%	2.0%	1.1%
8	1.1%	0.3%	1.4%	0.4%
9	0.4%	0.2%	0.4%	0.3%
10 task types	0.9%	1.6%	1.1%	1.9%

Source: authors' elaborations using COLLEEM 2017 and 2018; weighted data. The sample includes only platform workers who have provided services at least once a month in the last 12 months.

Location of platform workers across European cities (Colleem data)

By type of main task performed



The lowest median value in Freelancer is €5 per hour for micro-task jobs and €22 per hour for interactive services. There are no other official sources we could use to compare our findings; however the Fair Crowd Work website collects information on the median payment in some selected platforms. The only two platforms that overlap are Clickworker and Upwork for which they report respectively a median value of €2.92 and €12.91.

Table 5: Median payment by platforms (€)

Platforms	Pay per hour median	Pay per task median	Pay per month median	Total Observation
Clickworker		2.3		63
Deliveroo	11.5	30	460	27
Fiverr		16		42
Freelancer	11	67	200	793
PeoplePerHour	25	64	560	62
Uber	8.5	67	150	181
Upwork	8	41		67

Source: authors' elaborations using COLLEEM 2018; unweighted data. The sample includes only platform workers who have provided services at least once a month in the last 12 months. Information is omitted for cells with less than 5 observations. Total number of observations 3,926.

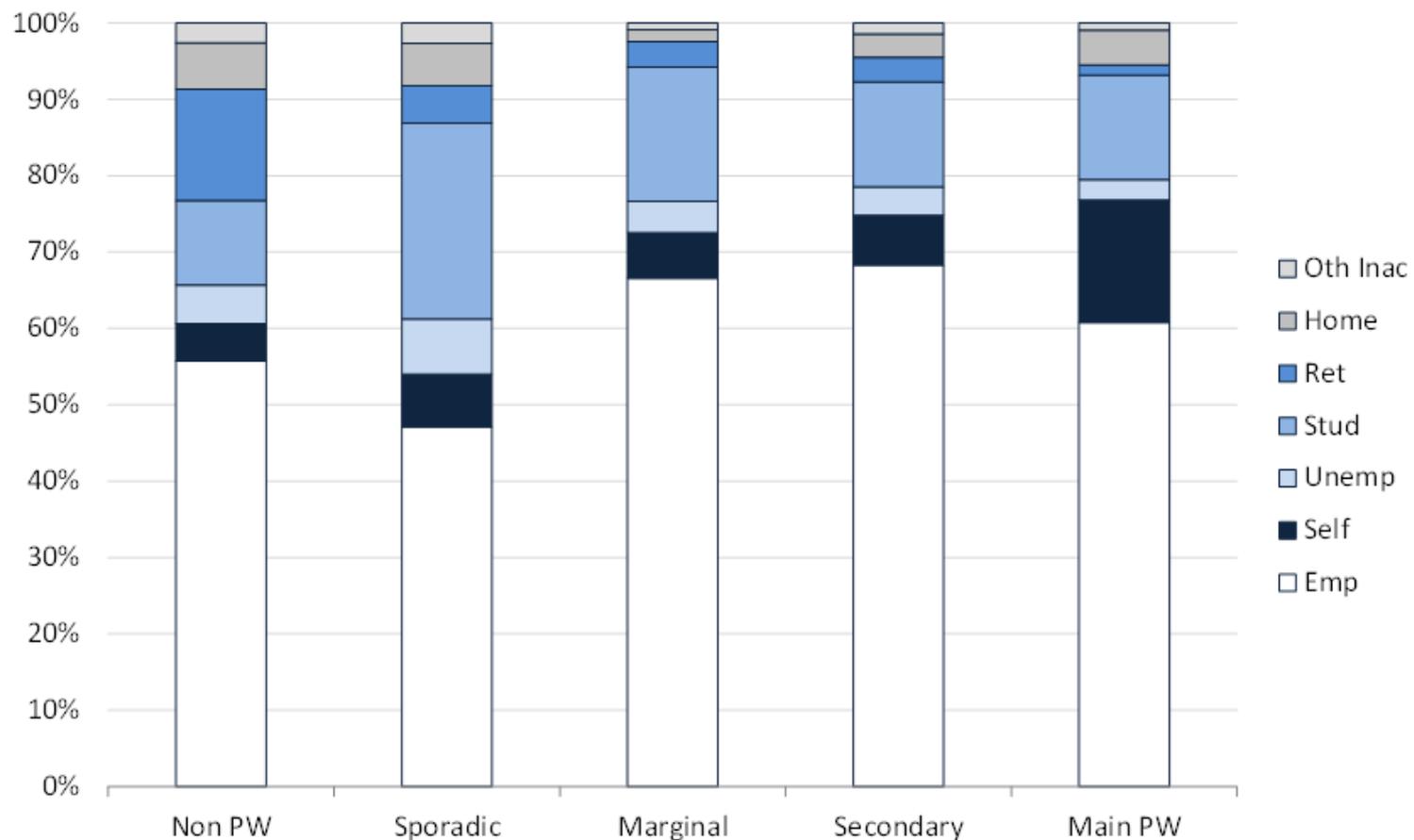
Table 7: Average hourly payment by task-type

	Pay per hour	Pay per task*	Number of hours	Derived pay per hour	Adjusted pay per hour
	<i>(1)</i> <i>mean</i>	<i>(2)</i> <i>mean</i>	<i>(3)</i>	<i>(4)</i>	<i>(5)</i> <i>mean</i>
Clerical	16.0	60.6	5.6	10.9	13.4
Professional	15.1	123.8	9.4	13.1	14.1
Creative	15.7	90.2	6.8	13.2	14.5
Sales	16.6	57.4	5.1	11.3	13.9
Software	24.2	162.3	7.4	21.9	23.1
Translation	11.3	38.4	5.8	6.6	9.0
Microtasking	8.8	20.4	4.5	4.5	6.6
Interactive	13.3	134.6	7.1	18.9	16.1
Transportation	8.9	48.3	5.7	8.5	8.7
On Location	17.4	62.2	9.2	6.7	12.1
<i>Obs</i>	693	1,137			

*Source: authors' elaborations using COLLEEM 2018; unweighted data. The sample includes only platform workers who have provided services at least once a month in the last 12 months. *pay per task only includes platform workers who reported the duration of the last task in hours.*

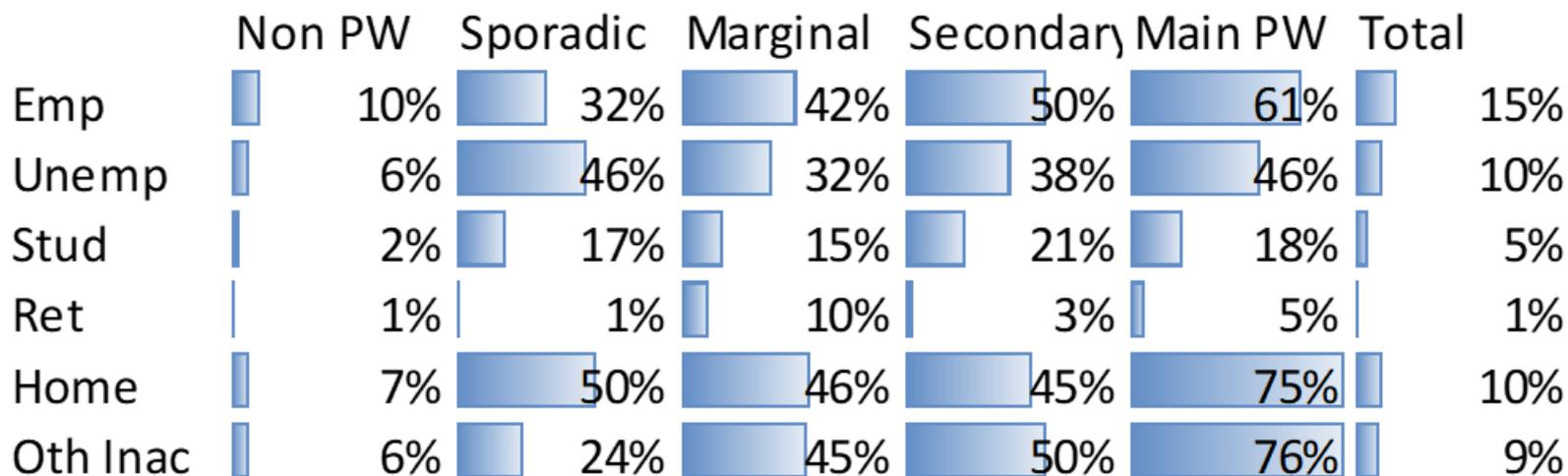
Conditions of work and employment

Figure 16: Self-defined economic status of different categories of platform workers, COLLEEM II (2018)



Self-employed on the side?

Figure 17: Self-employment as secondary activity by economic status and categories of platform workers, COLLEEM II (2018)



Source: authors' elaborations using COLLEEM 2018 data.

Figure 20: Total working hours (platform and regular work) by categories of platform workers, COLLEEM II (2018)

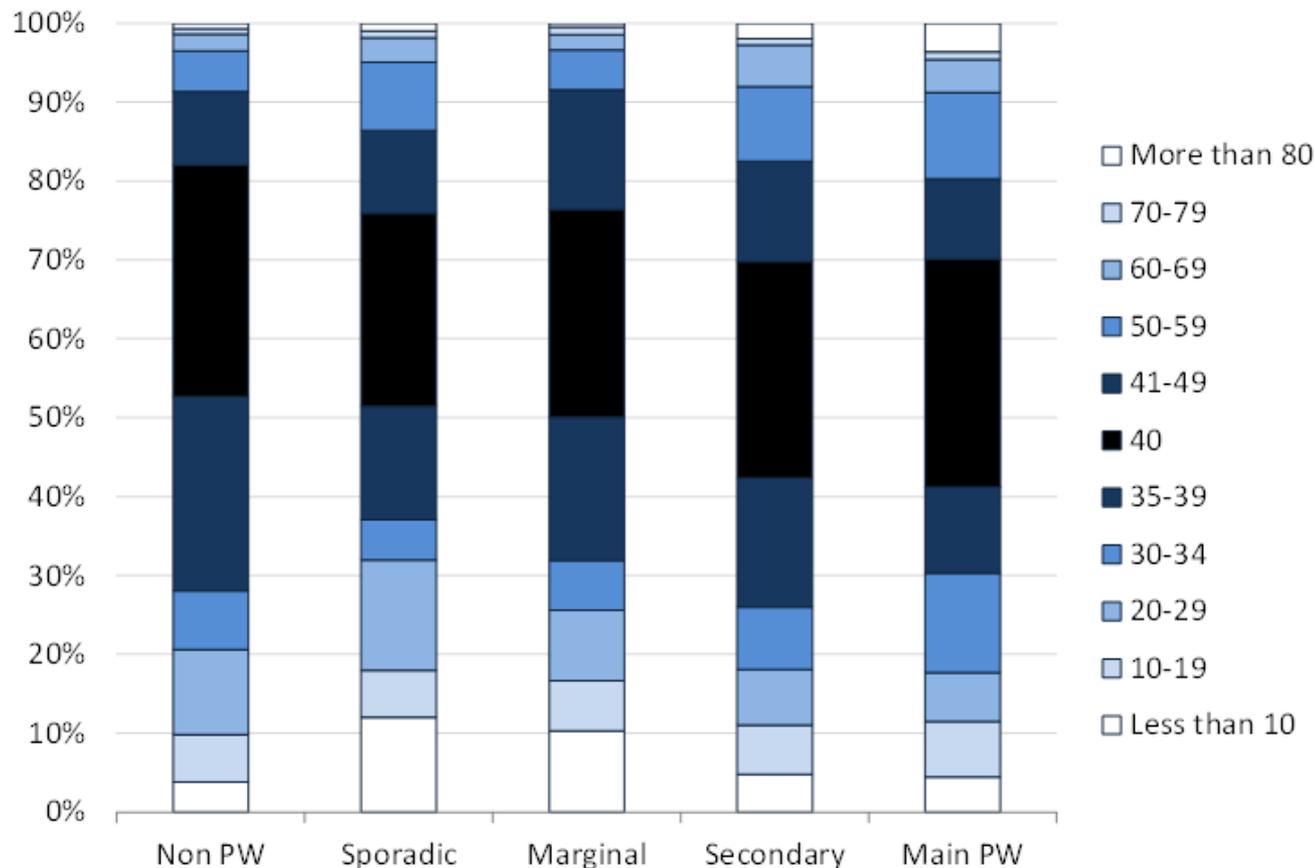
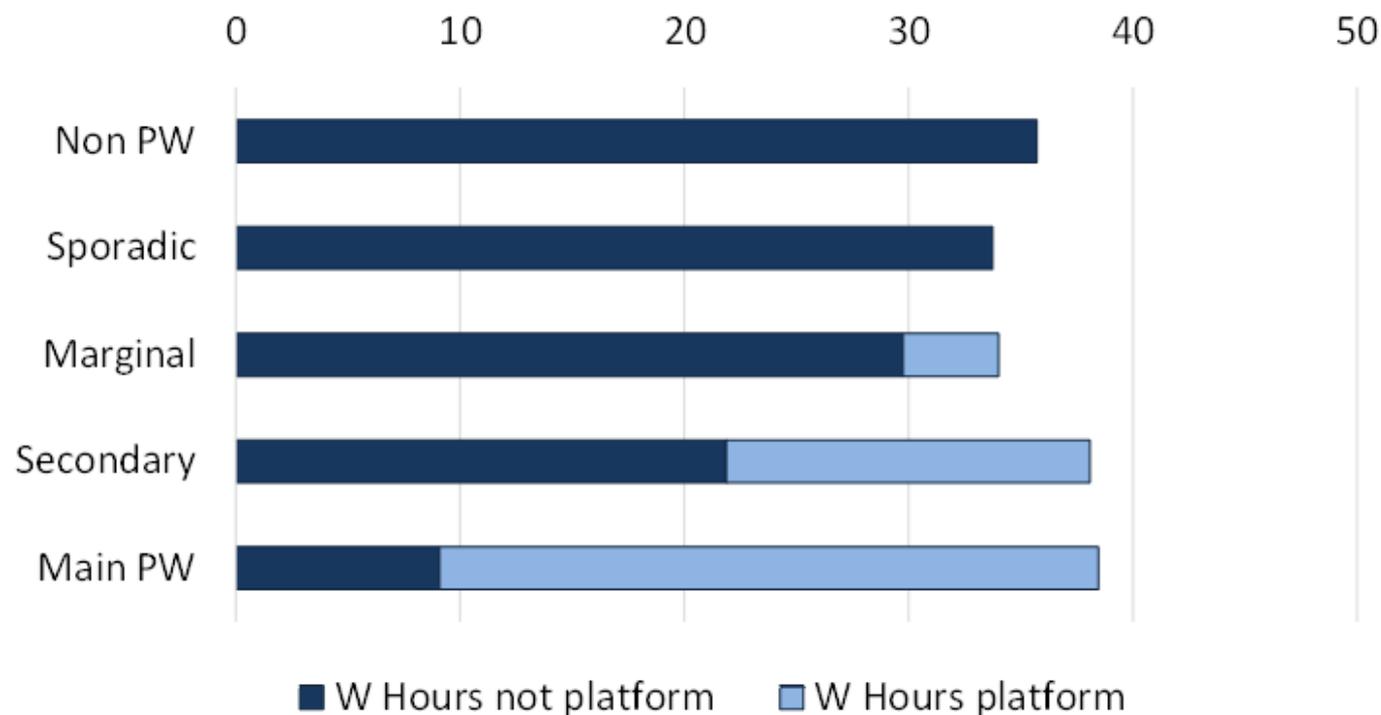
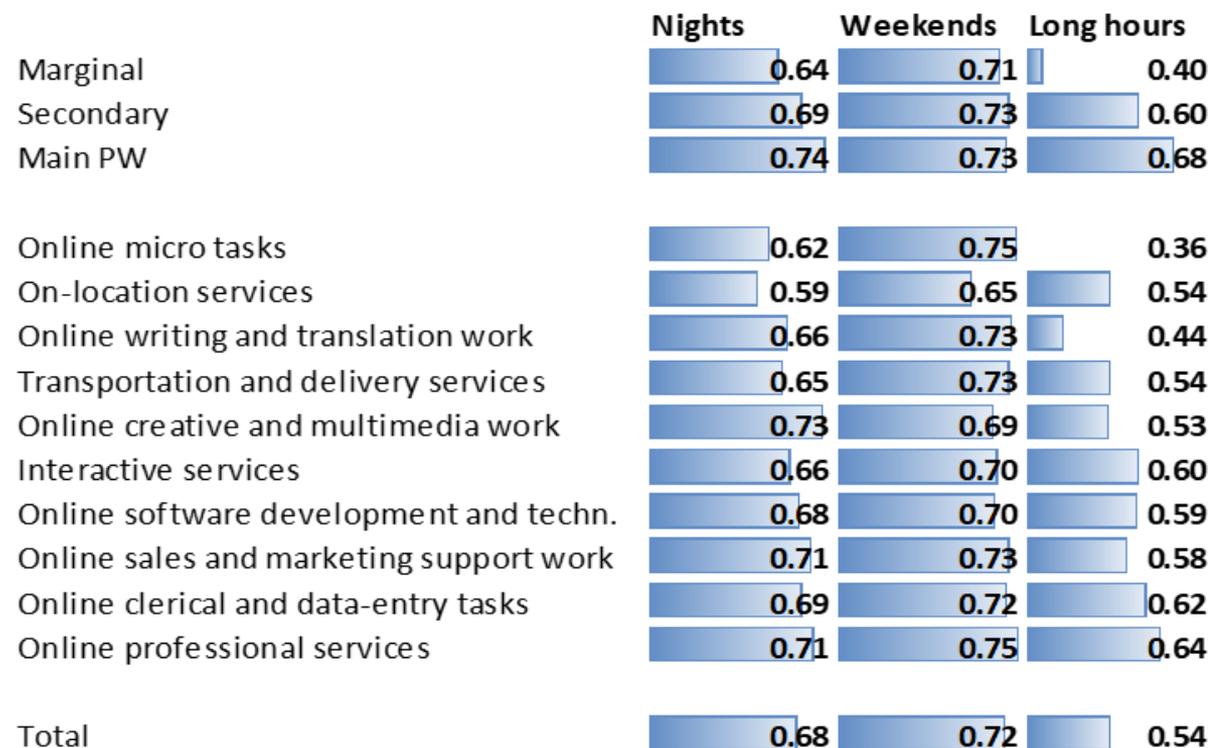


Figure 21: Working hours in regular work and platforms by categories of platform workers, COLLEEM II (2018)



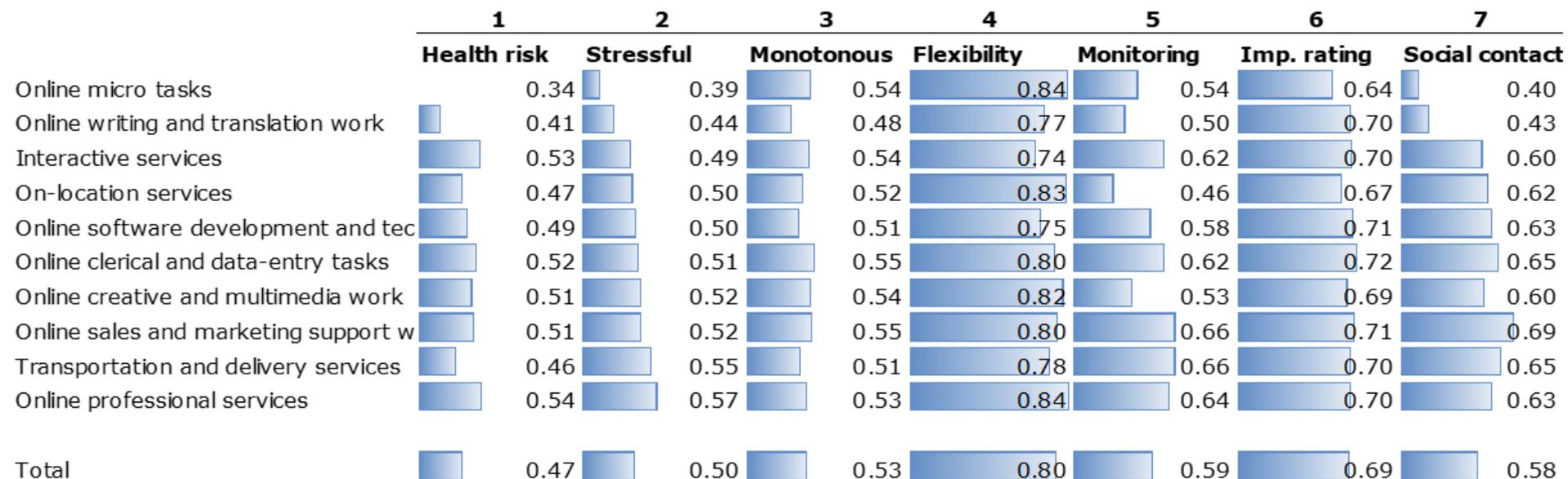
Source: authors' elaborations using COLLEEM 2018 data.

Figure 22: Indicators of work in unsocial hours by categories of platform workers and main type of task, COLLEEM II (2018)



Source: authors' elaborations using COLLEEM 2018 data.

Figure 23: Indicators for different working conditions by main task of platform workers, COLLEEM II (2018)



Source: authors' elaborations using COLLEEM 2018 data.

Thank you!

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