

Global Conference on Measuring New Forms of Employment

Brussels, 4 - 5 July 2024



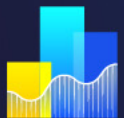
#MeasuringEmployment

Platform work and gender equality: evidence from EIGE's survey in 10 Member States

Session 5

Vytautas Peciukonis

European Institute for Gender Equality



Relevance of the survey

Filling data and knowledge gaps

- Back in 2020, the lack of comparable EU-wide data on platform workers (JRC COLLEEM surveys in 2017, 2018).
- Gender perspective was absent from studies in terms of conceptualisation or the interpretation of findings.

Contributing to EU policy processes

- The Commission's proposal for a directive to improve the working conditions in platform work.
- The Council Conclusions on the Impact of Artificial Intelligence on Gender Equality in the Labour Market (22 November 2021) – Slovenian Presidency of the Council.



Survey methodology



Key survey characteristics

Country coverage: 10 EU Member States (DK, ES, FR, LV, NL, PL, RO, SI, SK and FI).

Data collection mode: online panel survey (CAWI).

Target group: individuals aged 16–54 years.

Sample size: 15.809 respondents (4,932 platform workers).

Sampling: focused on capturing platform workers (non-probability without sample quotas).

Weighting: calibration weights (age, sex and education level).

Fieldwork date: December 2020.



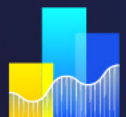
Identification of platform workers

Filter question applied to identify web-based (remote) and on-location platform workers

- Open question on most frequently used online platform(s) – applied as additional check to validate platform workers.

Regular platform workers - those who had worked on digital platforms at least occasionally in the past 6 months

- Out of all platform workers, 63 % were identified as regular platform workers (n = 3 088).



Key findings



Gender equality concerns in platform work

Profile of platform workers: young, highly educated, and with care responsibilities, especially among women

- 42 % - women, 58 % - men; the average age - 31 years.

Much of platform work is split along well-known gendered lines, but gaps are smaller than in the traditional labour market

- Women dominate in childcare and elderly care services, men – in construction, software development or transportation.

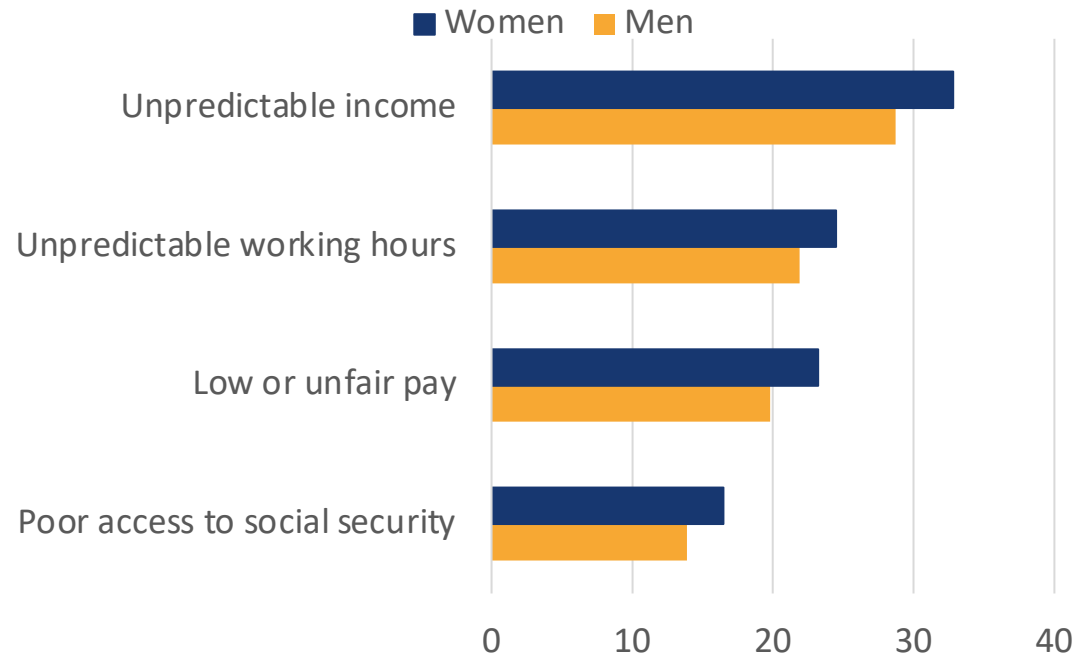
Contrasting motivations to engage in platform work

- Women are more likely due to additional income or due to flexibility to combine work with family commitments. Men are more likely due to opportunities to work globally and expand their client base to different cities or countries.

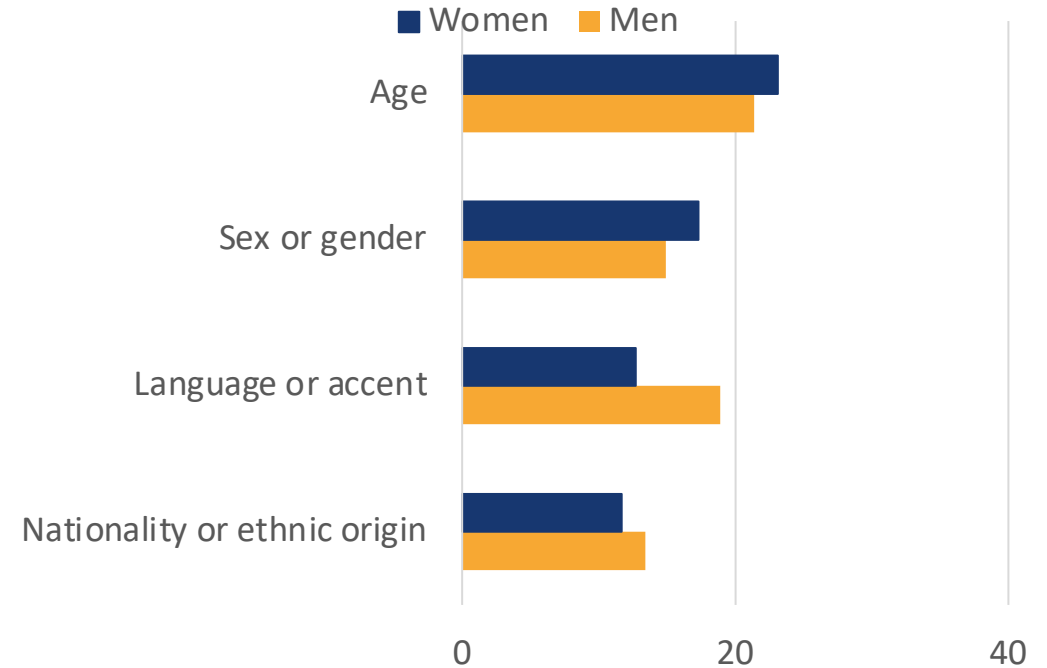


Disadvantages of platform work and forms of unfair treatment

Drawbacks of working via online platforms (%)



Reasons platform workers felt treated unfairly while providing services (%)



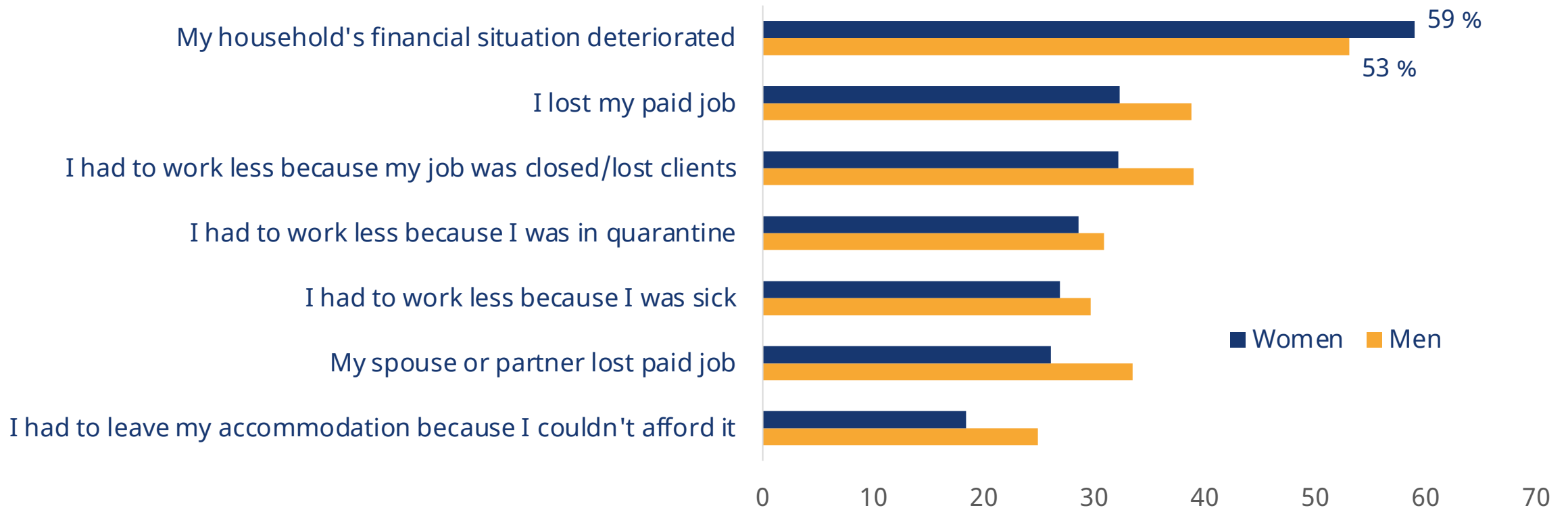
Work-life balance of platform workers

- 36 % of women and 40 % of men regular platform workers often or always work nights and/or weekends.
- Many are unable to choose when to work and their hours are scattered throughout the day.
- Women's overall working time and schedules on online platforms are more affected by family factors.

Time spent in paid and unpaid work, by sex (average number of hours per week)



The impact of COVID-19 pandemic



Conclusions

- Cost-effective way to collect data (relatively low data collection cost and short fieldwork).
- Allows to explore within the group, but not to establish prevalence rates in the population.
- The risk of false-positive answers is higher.
- Respondents might be more willing to answer sensitive questions.
- Room for improvement in terms of intersectional data collection.



Policy pointers

- Extend EU working hours regulations and work–life balance measures to women and men platform workers, irrespective of employment status, and promote equal sharing of care responsibilities between women and men.
- Ensure that women and men platform workers can access social protection, irrespective of their employment status.
- Improve the collective bargaining coverage of platform workers and support stronger collective representation of all platform workers.



Find more about the survey

Study report - [Artificial intelligence, platform work and gender equality](#)

Policy brief - [Gender differences in motivation to engage in platform work](#)

[Technical report](#) of the survey

Selected indicators are available on EIGE [Gender Statistics database](#)

Survey microdata is available on [GESIS](#)



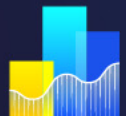


Vytautas Peciukonis

European Institute for Gender Equality (EIGE)

Research Officer

Vytautas.Peciukonis@eige.europa.eu



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Thank you



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