



Exploring the Gaps in the Gig Economy Using a Web-based Survey: Para-data Analysis of the Changing Work Ecosystem

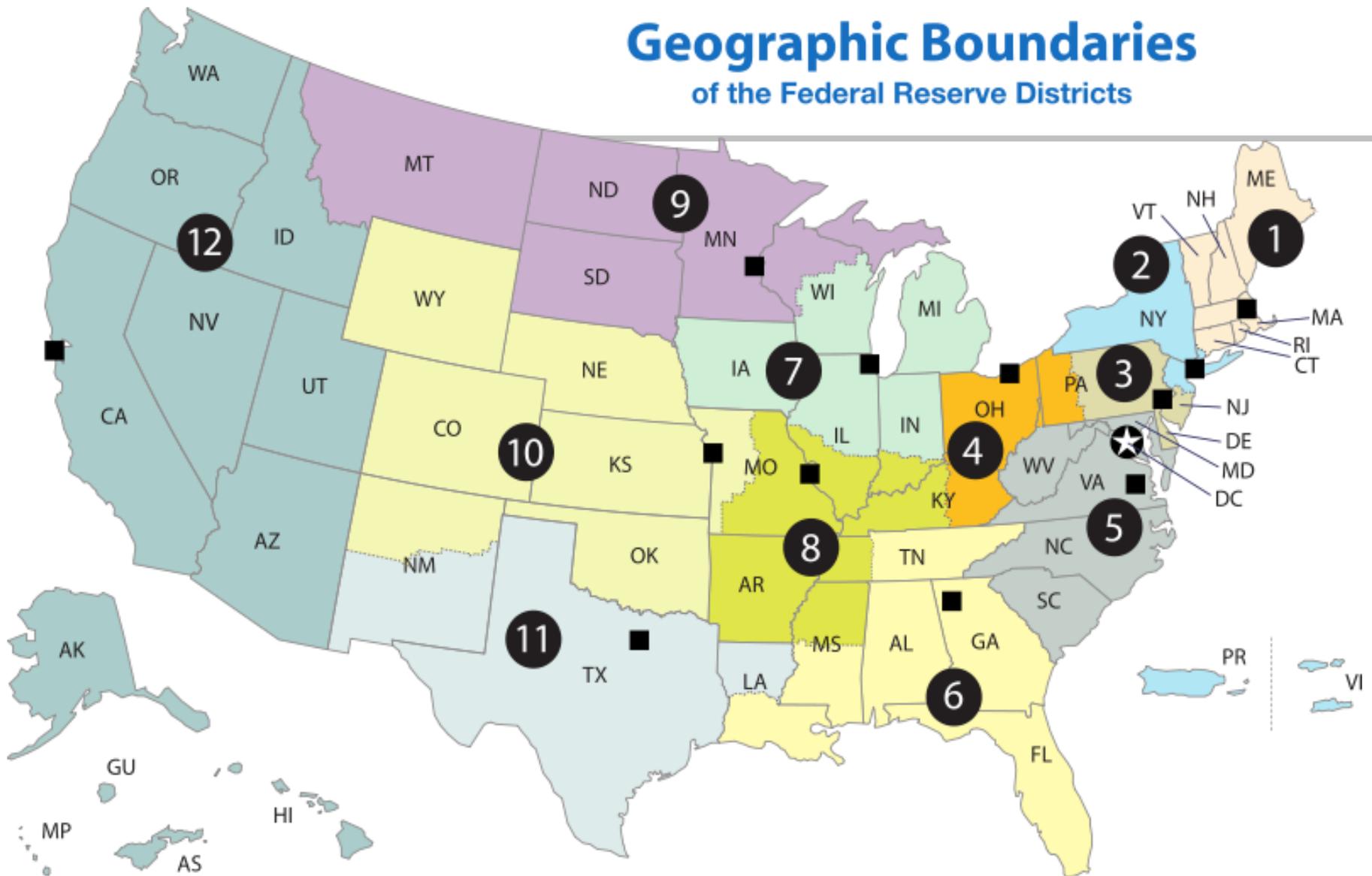
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Board of Governors of the Federal Reserve System, Washington, DC, USA

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Geographic Boundaries of the Federal Reserve Districts



Motivation for EIWA Survey

- **PEOPLE** – Examine trends in informal work opportunities and self-employment creation especially for low-to-moderate income households and communities
- **PLACE** - Explore the incidence and prevalence of the enterprising and informal work activities ecosystem: on-line and off-line
- **ECOSYSTEM** - Identify data gaps related to the changing nature of work, the attributes of work (FT, PT, SE, Temp), variable hours, and where side and occasional paid work tasks intersect

Defining the Problem and the Opportunity

- Who is in the Gig Economy?
 - Using para-data to examine the attributes of qualified on-line and off-line informal paid work activity responders (QR) and how traditional 'work' is part of a changing 'work' ecosystem
 - Using para-data to explore how socio-economic variables, demographics, geographies and internet access impact 'gig' respondent survey participation

Enterprising & Informal Work Activity (EIWA) Survey

- Survey administered by GfK to their nationally representative probability-based online panel of respondents, KnowledgePanel®
- Fielded October 30 – November 9, 2015
- Survey designed by Division of Consumer and Community Affairs, Federal Reserve Board and reviewed by nationally recognized academic and non-academic experts
- Respondents are a random sample from postal addresses
- A computer and internet access are provided free of charge to those without them
- As with all surveys, the possibility exists for some degree of bias (selection, recall, non-response)

Survey Response Rate Summary Metrics

- 12,480 panel members were randomly drawn from GfK's KnowledgePanel®.
- 6,898 (excluding breakoffs) responded to the invitation
- 2,483 qualified for the survey, yielding a completion rate of 55.3% and a qualification rate of 36.0% percent.
- The recruitment rate reported by GfK, was 13.3%, the profile rate was 64.6%, for a cumulative response rate of 4.7%.
- Para-data is defined as the amount of time respondent takes to answer survey questions in seconds.
- Using qualified respondents (QR), n=2,483, we report the median seconds per selected questions (paradata) that shed light on the 'work' ecosystem that 'gig' workers face.

Research Questions

- Q#1: Do Full-time, Self-Employed, Not Working-Looking for Work, and Retired workers differ in paradata responses to **offline** informal paid work activities?
- Q#2: Do Full-time, Self-Employed, Not Working-Looking for Work, and Retired workers differ in paradata responses to **online** informal paid work activities?

Screening Questions for Informal Off-Line Work

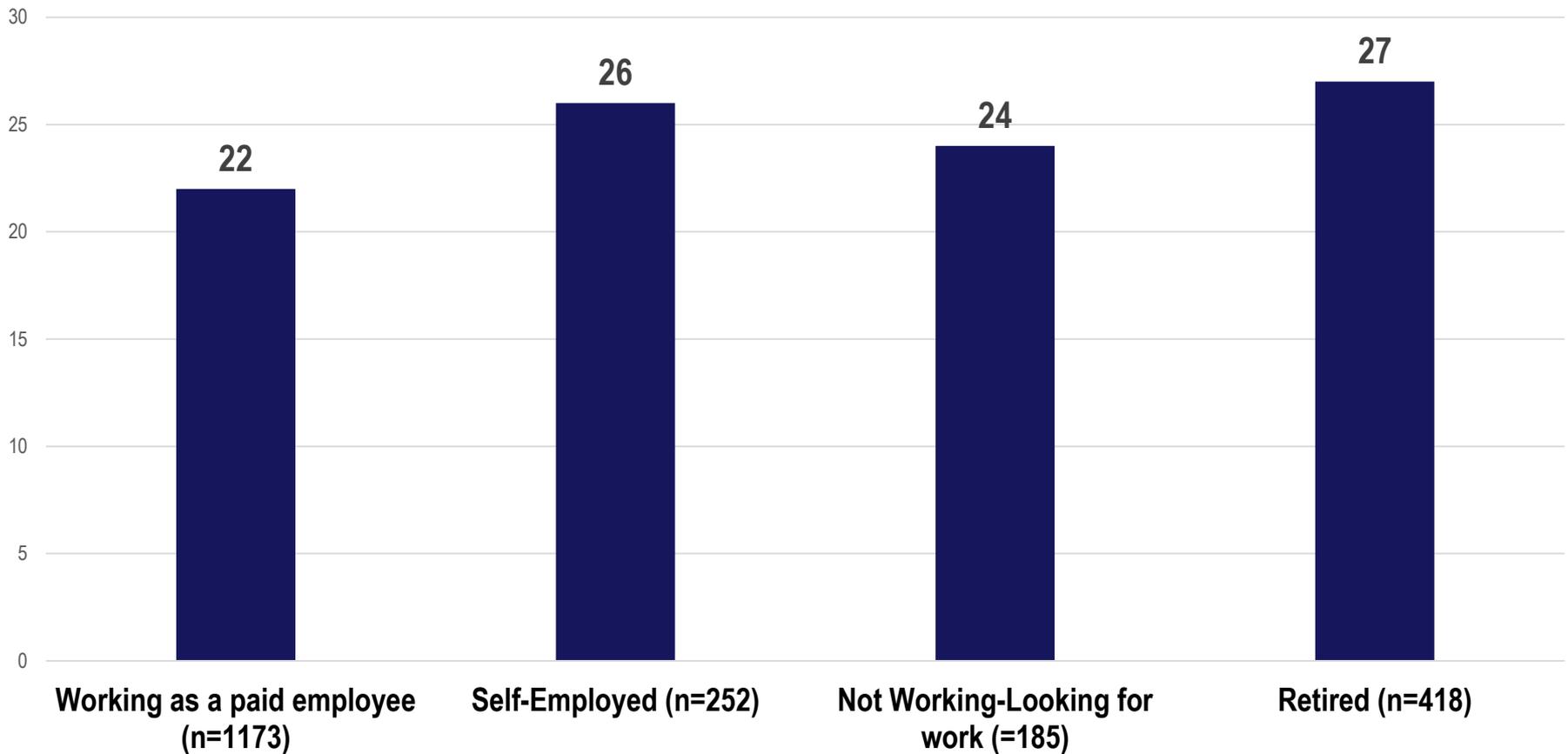
| First, we have some questions on activities that you may have been <u>paid</u> to do. In the last 6 months, have you been <u>paid</u> for the following? | Yes | No |
|---|-----|----|
| Babysitting and/or child care services | | |
| Disabled adult and/or elder care services | | |
| House cleaning, house painting, house sitting, yard work, landscaping and/or other property maintenance work | | |
| Providing personal services to individuals, such as: picking up their dry cleaning, helping people move, dog walking, running errands, booking travel, etc. | | |

Screening Questions for Informal On-Line Work

| In the last 6 months , have you been <u>paid</u> for the following? | Yes | No |
|---|-----|----|
| Completing online tasks through websites, such as Amazon Services, Mechanical Turk, Fiverr, Task Rabbit, YouTube. Such tasks might include editing documents, reviewing resumes, writing songs, creating graphic designs, rating pictures, posting videos, blog posts, etc. | | |
| Renting out property, such as your car, your place of residence, or other items you own, through websites, newspaper ads, flyers, etc. | | |
| Selling new/used goods, handcrafts, etc., on-line through eBay, Craigslist, or other websites | | |
| Other online paid activities [text box] | | |

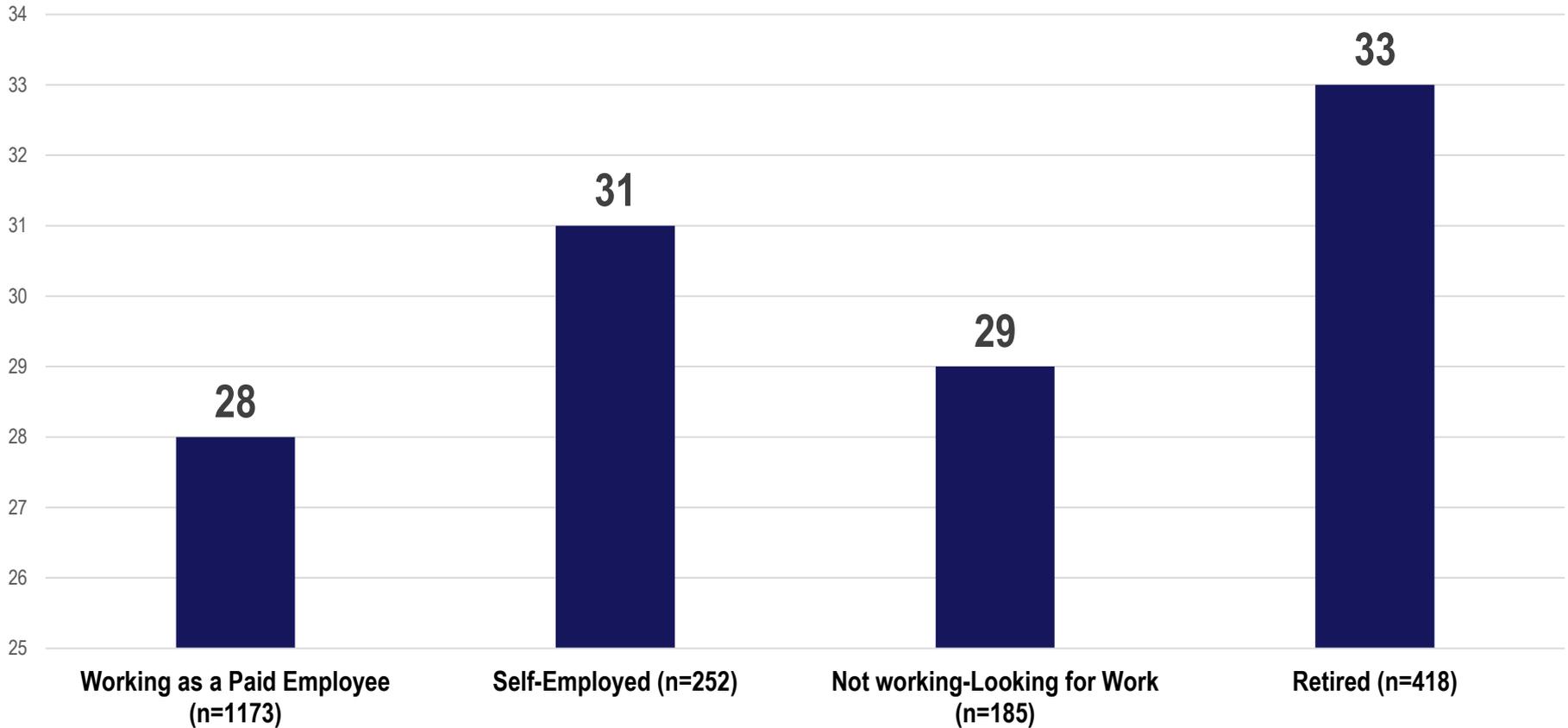
Paradata Response Times: Informal Off-line Paid Work

Informal Off-line Paid Work Screener Questions (Seconds-Median)



Paradata Response Times: Informal On-line Paid Work

Informal On-line Paid Work (Seconds-Median)



Future Questions and Next Steps

- Using para-data by individual survey question beyond the screener questions, to examine the differences between internet access, metro and non-metro and zip code locations of qualified respondents to ascertain variations in how regional locales impact digital divide
- Using para-data to understand if educational attainment mitigates age differentials in individual survey question time-to-answer

Questions?

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