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Just how BIG is GIG??

These tables provide an overview summary of key research findings on the size of the ‘gig’ economy. We’ve put this together to assist with a factual debate on whether the gig economy needs further government regulation or not.

We’ve made comment on this. See [here](#).

<i>Gig and platform economy, 2015-2019</i>						
Nation	Platform Economy		Gig Workforce#			
	Total estimated value of the platform economy (gig work plus rental, retail, etc. platforms), Australian dollars billions, 2015-2017	Value of platform economy % of national income	Gig workforce % of total workforce	Self-employed gig workers % of total workforce	Gig employees % of total workforce	Gig employees excluding on-call, labor hire, temp workers % of total workforce
Australia	—	—	—*	—	—**	—
United States	\$351 billion	1.5%	1% (a)	0.37%	0.63%	0.55%
United Kingdom	\$12.8 billion	0.42%	1.76% (b)	0.22%	0.88%	—

a: those engaged in gig work 'last week' when surveyed
 b: includes all persons engaged in gig work over a 12-month period
 # Note: As most gig workers work part-time, their FTE percentage of the workforce is considerably smaller than their recorded (below) nominal percentage of the workforce
 * The only Australian figure for gig work as percent of total workforce is an estimate or rather guesstimate of less than 0.5% Minifie, J, Peer-to-peer pressure: Policy for the sharing economy, Grattan Institute, 2016
 ** McDonald et.al. (Table 9) include self-reported data on platform operations in which 28-29 percent of gig workers report they have an employee-style working relationship with the platform. This self-categorization may be inaccurate
 Sources: IMF, *Measuring the Digital Economy*, February 2018, Table 1. Possible Size of the Digital Sector in the United States, 2015; US Bureau of Labor Statistics, *Electronically mediated employment*, September 2018; NatCen Social Research, *Research on the Sharing Economy*, HMRC report 453, HM Revenue and Customs, November 2017; P. McDonald, P. Williams, A. Stewart, D. Oliver, R. Mayes, *Digital Platform Work in Australia Preliminary findings from a national survey*, 18 June 2019
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<i>Type of gig work payment</i>				
Nation	Paid per task completed	Paid per hour	Other	Don't know
Australia	59%	22%	12.70%	6.30%
United States	50%			

Sources: P. McDonald, P. Williams, A. Stewart, D. Oliver, R. Mayes, *Digital Platform Work in Australia Preliminary findings from a national survey*, 18 June 2019, Table 5; US 'paid by task completion' figure derived by comparing Katz and Krueger, 2016, p. 3 with US Bureau of Labor Statistics, *Electronically mediated employment*, September 2018
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<i>Types of platform income-generating activities, percentage of participants (A)</i>					
Nation	Retailing	Craft sales	Space rentals	Task work	Finance
United Kingdom	44%	22%	19%	16%	15%

Source: NatCen Social Research, *Research on the Sharing Economy*, HMRC report 453, HM Revenue and Customs, November 2017, p. 16
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<i>Types of platform income-generating activities, percentage of participants (B)</i>					
Nation	Retailing	Craft sales	Space rentals	Task work	Sale of own possessions
United Kingdom	31%	10%	8%	9%	54%
Source: Huws, U., Spencer, N.H., Syrdal, D.S., Holts, K., <i>Work in the European Gig Economy</i> , Foundation for European Progressive Studies, Uni Europa, Hertfordshire Business School University of Hertfordshire, 2017					
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<i>Income earned by gig work and other platform activity</i>		
United Kingdom		9 percent of the adult 15+ population reports doing some gig work at some time
		Typical work: professional, office, errand, personal services, home help and taxi driving
Less than 10 percent of income		41 percent of gig workers
10-15 percent of income		15 percent of gig workers
More than 75 percent of income		12 percent of gig workers
100 percent of income		6 percent of gig workers
<i>Annual mean income from platform sources</i>		£1,700 [6% of average wage-and-salary income]
<i>Platform income [all kinds]/Percent of average salary-and-wage income</i>		<i>Percent of platform participants</i>
Under £200 [0.7%]		45%
£250-£1000 [0.9%-3.5%]		24%
£1000-£2000 [3.5%-7%]		6%
£2000-£11000 [7%-39%]		6%
£11000-£50000 [39%-178%]		4%
>£50000 [178%+]		0%
United States		
Labour platforms		Typically platform earnings offset a 14 percent decrease in annual income with a 15 percent top-up
Capital platforms		Typically earnings supplement non-platform earnings by contributing an additional 7 percent of annual income
Australia		
Average hours per week on a labour platform: 10 hours		
Minimum wage (early 2019 survey data period): \$18.93 per hour		
Junior minimum wage rates: 20 year old 97.7%, 19 year old 82.5%, 18 year old 68.3% of 21+ rate		
Survey data: March 21 2019-April 21 2019, respondents 18-74 years old		
<i>Reported income per hour</i>	<i>Percentage of gig workers</i>	<i>Typical type of work</i>
Zero	0.7	
\$0.01 - \$9.99	4.1	
\$10.00 - \$14.99	4.2*	
\$15.00 - \$19.99	5.8*	Clerical and data entry
\$20.00 - \$29.99	18.3	Writing and translation, caring, transport and food delivery, odd jobs and maintenance
\$30.00 - \$39.99*	9.8	Education
*2018: Australia's average income per hour: \$36.40		
\$40.00 - \$49.99	4.2	Creative and multi-media, software development and technology, skilled trades, personal services
\$50.00 - \$74.99	5.8	Professional services, sales and marketing support
\$75.00 - \$99.99	2.2	
\$100 or more	4.9	
Do not know	40	
* Includes junior minimum wage rate earners		
Sources: NatCen Social Research, Research on the Sharing Economy, HMRC report 453, HM Revenue and Customs, November 2017; Huws, U., Spencer, N.H., Syrdal, D.S., Holts, K., <i>Work in the European Gig Economy</i> , Foundation for European Progressive Studies, Uni Europa, Hertfordshire Business School University of Hertfordshire, 2017; JPMorgan Chase, Institute, Paychecks, Paydays, and the Online Platform Economy, February 2016; P. McDonald, P. Williams, A. Stewart, D. Oliver, R. Mayes, <i>Digital Platform Work in Australia Preliminary findings from a national survey</i> , 18 June 2019, Tables 6 and 7		
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Platform Economy by Type

Industry example	Routine	Non-routine	Labour Intensive	Capital Intensive	Physically delivered	Digitally delivered
Crowd funding		✓		✓		✓
Financial services	✓			✓		✓
Professional services		✓	✓			✓
Handyman services	✓		✓		✓	
Transport	✓			✓	✓	
Accommodation		✓		✓	✓	

Source: OECD, Directorate for Science, Technology and Innovation Committee on Digital Economy Policy, Working Party on Measurement and Analysis of the Digital Economy, New Forms Of Work In The Digital Economy, June 2016, Figure 2

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Australian gig workers rate gig work income, enjoyment, self-determination, freedom

	Strongly agree or agree	Neither agree nor disagree	Yes	No	Don't Know
Income					
The income I earn is fair	47.3	24.7	20.4	4.9	3.35
Enjoyment					
I enjoy the work that I do	63.4	21.5	9	4.4	3.76
Self-determination					
I have the ability to set the price for my services	53.5	15.8	22.1	6.3	3.42
I can work from home or another place that I choose	63.4	16.4	11.3	7.6	3.81
I am free to decide how to perform any tasks or projects I accept	62	18.1	12.5	5.1	3.72
I can work from home or another place that I choose	63.4	16.4	11.3	7.6	3.81
I can work for myself and be my own boss	68.5	16	8.4	5.2	3.89
Freedom					
I can choose my own tasks or projects	67.9	16.4	8.5	5.5	3.87
I can work the hours I choose	72.4	14.3	7.3	4.5	4
I can work at the pace I choose	64.4	18.5	10.4	4.8	3.77

Source: P. McDonald, P. Williams, A. Stewart, D. Oliver, R. Mayes, Digital Platform Work in Australia Preliminary findings from a national survey, 18 June 2019, Table 14

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