

Topline questionnaire

2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL

WAVE 19 July

FINAL TOPLINE

July 12 – August 8, 2016

TOTAL N=4,579

WEB RESPONDENTS N=4,165

MAIL RESPONDENTS N=414

ASK ALL:

Thinking about ways you might earn money...

ONLSELL1 In the last year, did you earn money by selling something online?

July 12-Aug 8

2016

18	Yes
81	No
0	No Answer

ASK IF SELL ONLINE (ONLSELL1=1) [N=914]:

ONLSELL2 Which of the following have you sold online in the last year? **[RANDOMIZE; KEEP ITEM d LAST]**

[Check all that apply]

July 12-Aug 8

2016

74	Used or second-hand goods
11	Items that you made yourself
13	A line or brand of consumer goods (such as makeup, clothes, or health/fitness products)
17	Something else [TEXT BOX] RESPONSES NOT SHOWN
0	No answer

ASK IF SELL ONLINE (ONLSELL1=1) [N=914]:

ONLSELL3 Which of the following statements best describes the income you earn from selling online? **[REVERSE SCALE FOR RANDOM HALF OF RESPONDENTS]**

July 12-Aug 8

2016

9	It is essential for meeting my basic needs
11	It is an important component of my budget, but not essential
80	It is nice to have, but I could live comfortably without it
0	No Answer

ASK IF SELL ONLINE (ONLSELL1=1) [N=914]:

ONLSELL4 How important are social media sites like Facebook and Twitter when it comes to finding customers and marketing the items you sell online?

July 12-Aug 8

2016

19	Extremely important
26	Somewhat important
22	Not very important
33	Not important at all
0	No Answer

ASK ALL:

GIGWORK1 Some people find paid jobs or tasks by connecting directly with people who want to hire them using a particular type of website or mobile app. These sites require workers to create a user profile in order to find and accept assignments, and they also coordinate payment once the work is complete.

In the last year, have you earned money by taking on jobs through this type of website or mobile app (for example, by driving someone from one place to another, cleaning someone's home, or doing online tasks)?

July 12-Aug 8

2016

8	Yes
92	No
1	No Answer

ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK (GIGWORK1=1) [N=280]:

GIGWORK2 What sorts of jobs or tasks have you performed in the last year using these services?
[RANDOMIZE; ITEM e ALWAYS LAST]

[Check all that apply]

July 12-Aug 8

2016

19	Driving for a ride-hailing app (such as Uber or Lyft) ⁶
14	Shopping for or delivering household items
60	Performing tasks online (like completing surveys or doing data entry)
20	Cleaning someone's home or doing laundry
22	Something else <i>[TEXT BOX]</i> RESPONSES NOT SHOWN
4	No Answer

⁶ In addition to this question asked of respondents who answered "yes" to GIGWORK1, respondents who said "no" to GIGWORK1 received an additional standalone question: "Did you earn money by working as a driver for a ride-hailing app (such as Uber or Lyft)?" Less than 0.5% of respondents receiving this question responded in the affirmative, and they are included in the overall incidence of ride-hailing usage reported in this study.

ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK OR RIDE HAILING (GIGWORK1=1 OR RIDESHR=1) [N=298]:

GIGWORK3 Which of the following statements best describes the income you earn from using these services? **[REVERSE SCALE FOR RANDOM HALF OF RESPONDENTS]**

July 12-Aug 8

2016

- | | |
|----|--|
| 29 | It is essential for meeting my basic needs |
| 27 | It is an important component of my budget, but not essential |
| 42 | It is nice to have, but I could live comfortably without it |
| 2 | No Answer |

ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK OR RIDE HAILING (GIGWORK1=1 OR RIDESHR=1) [N=298]:

GIGWORK4 Which of the following are reasons why you use these services? **[RANDOMIZE; ITEM f ALWAYS LAST]**

[Check all that apply]

July 12-Aug 8

2016

- | | |
|----|--|
| 30 | You need to be able to control your own schedule due to child care, school, or other obligations |
| 37 | It helps to fill in gaps or fluctuations in your other sources of income |
| 19 | To gain work experience for future job opportunities |
| 42 | For fun, or to do something with your spare time |
| 20 | Because there are not many other job opportunities in your area |
| 7 | Some other reason <i>[TEXT BOX]</i> RESPONSES NOT SHOWN |
| 3 | No Answer |

ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK OR RIDE HAILING (GIGWORK1=1 OR RIDESHR=1) [N=298]:

GIGWORK5 Which statement best describes how you view your relationship with these services? **[RANDOMIZE]**

July 12-Aug 8

2016

- | | |
|----|--|
| 26 | I think of myself as an employee of these services |
| 68 | I think of myself as an independent worker who simply uses these services to connect with customers or clients |
| 6 | No Answer |

ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK OR RIDE HAILING (GIGWORK1=1 OR RIDESHR=1) [N=298]:

GIGWORK6 Have you ever performed work using any of these services for which you did not receive payment?

July 12-Aug 8

2016

- | | |
|----|-----------------------------|
| 29 | Yes |
| 66 | No, this has never happened |
| 5 | No Answer |

ASK ALL:

HOMESHR1 In the last year, did you earn money from renting out a house or apartment on an online home-sharing site (such as Airbnb or VRBO)?

July 12-Aug 8

2016

1	Yes
97	No
1	No Answer

ASK IF HAVE EARNED MONEY FROM HOME-SHARING (HOMESHR1=1) [N=71]:

HOMESHR2 Did you earn money from a home-sharing site by allowing someone to rent...
[RANDOMIZE; ITEM e ALWAYS LAST]

Results not shown due to small sample size (n<100)

ASK IF HAVE EARNED MONEY FROM HOME-SHARING (HOMESHR1=1) [N=71]:

HOMESHR3 Which of the following statements best describes the income you earn from home-sharing sites? [REVERSE SCALE FOR RANDOM HALF OF RESPONDENTS]

Results not shown due to small sample size (n<100)

**2015 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 13 DECEMBER
FINAL TOPLINE
November 24 – December 21, 2015
TOTAL N=4,787
WEB RESPONDENTS N=4,317
MAIL RESPONDENTS N=470**

ASK ALL:

GIG_ATTITUDE. In recent years, technology has allowed individual workers to perform one-off tasks for consumers or companies who need those services. Some examples of this trend include drivers for ride-hailing services like Uber or Lyft; people who perform deliveries through services like Instacart; or people who perform tasks through services like TaskRabbit or Amazon Mechanical Turk.

These workers typically do not follow a set schedule, get paid as they pick up assignments from customers instead of receiving an hourly wage or salary, and are responsible for providing many of their own benefits. Based on what you know, do you think these jobs... **[RANDOMIZE]**

		<u>Yes</u>	<u>No</u>	<u>Not sure/ No answer</u>
a.	Are a good entry-level job for people who are entering the workforce Nov 24-Dec 21, 2015 [N=4,787]	37	21	41
b.	Place too much of a financial burden on workers Nov 24-Dec 21, 2015 [N=4,787]	21	29	50
c.	Are great for people who want a flexible schedule Nov 24-Dec 21, 2015 [N=4,787]	68	6	26
d.	Are the kind of jobs you can build a career out of Nov 24-Dec 21, 2015 [N=4,787]	16	41	43
e.	Let companies take advantage of workers Nov 24-Dec 21, 2015 [N=4,787]	23	32	46
f.	Are a good option for older people who don't want to work full-time anymore Nov 24-Dec 21, 2015 [N=4,787]	54	10	36