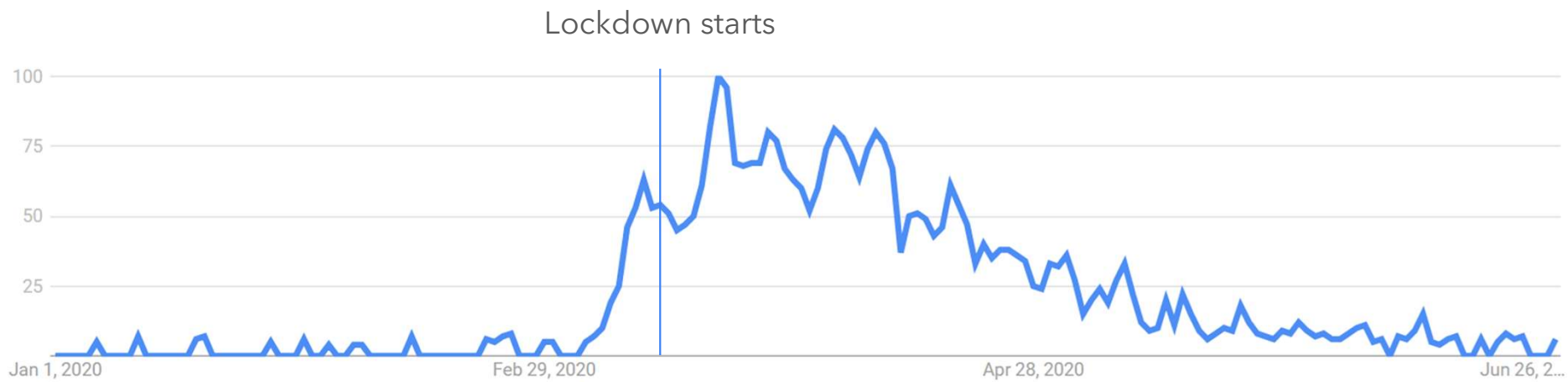


RIDERS AND THE GIG ECONOMY: DESIGNING AND CONDUCTING A SURVEY ON THE FOOD DELIVERY SYSTEM

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17th of May 2024 - Università Bocconi, Milan





Google search for "Consegna a domicilio" in **Lombardy**



Google search for "Consegna a domicilio" in **Italy**

Context of the analysis

No empirical evidence

Anecdotal evidence (mainly newspaper)

No public aggregated data on the phenomenon

La rabbia e la lotta dei food delivery per chiarizzare 60 mila

TrentoToday
Rider travolto in bici da un'auto: neces

I gig-economy rider

Council of the EU | Press release | 11 March 2024 16:10

Platform workers: Council confirms agreement on new rules to improve their working conditions

Come funzionano gli algoritmi

Il meccanismo attivo quando viene fatto un ordine decide moltissime cose, il compenso, e può essere più o meno neutro

RomaToday
Incidente sulla Prenestina, perde controllo: evitare un rider: morto 42enne
il POST

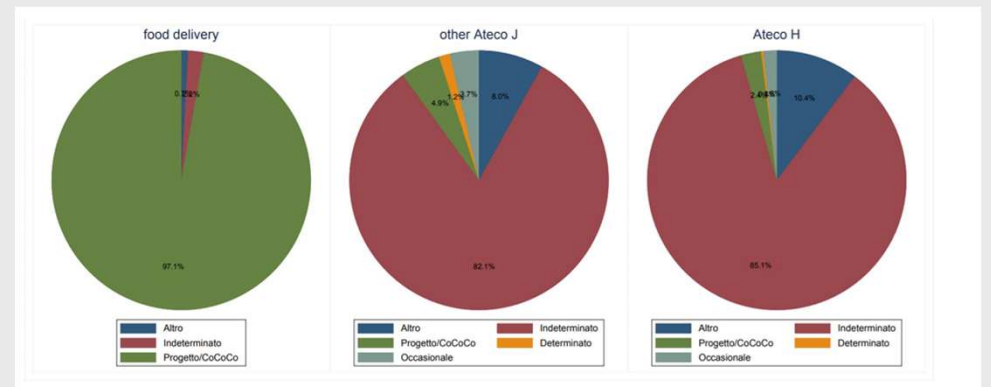
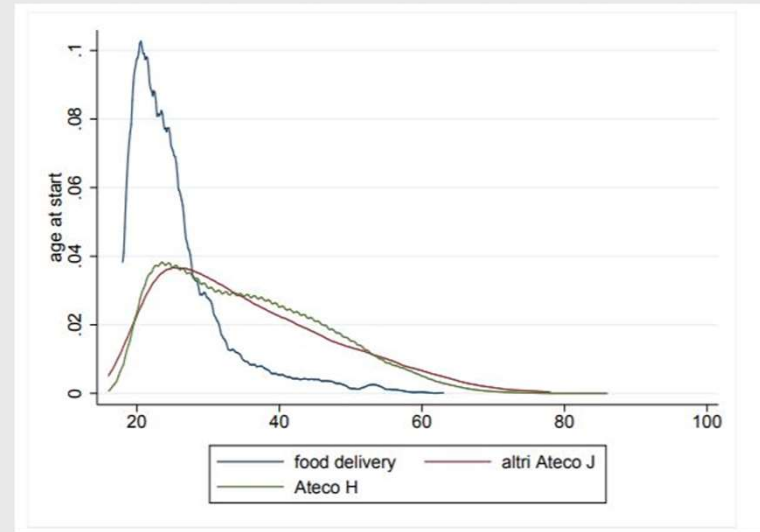
Existing literature

Focus on general aspects as the growth of atypical contracts (Katz and Krueger, 2019) and the monopsonistic power of platforms on low-skilled workers (Dube et al., 2020).

Italian context, Boeri et al. (2018) and Giorgiantonio and Rizzica (2018) are the only existing sources of descriptive data about gig workers in the country.

Gig economy as a deeply heterogeneous market.

According to EU Commission 28.3 million of digital workers, 43 million in 2025.



Questionnaire design

The central elements in this work is the collection of original data.

Demographic and socioeconomic characteristics.

Gender, age, household composition, country of origin, type of permit, second job.

Work conditions. Income, dangerous situations, reported injuries and critical issues about the job.

Well-being. Associated with working conditions.



Original data about

Demographic and socioeconomic characteristics

Working conditions

Well-being

Data collection

The central element in this work is the collection of original data

242 total number of riders reached

Milan and Bari

Hot spots

Economic incentive

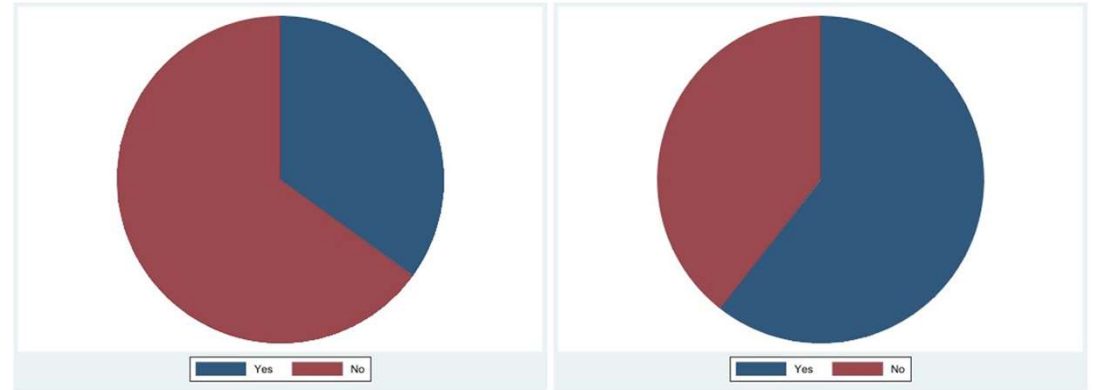
Multiple languages

QR code for questionnaire



Riders profile - Results

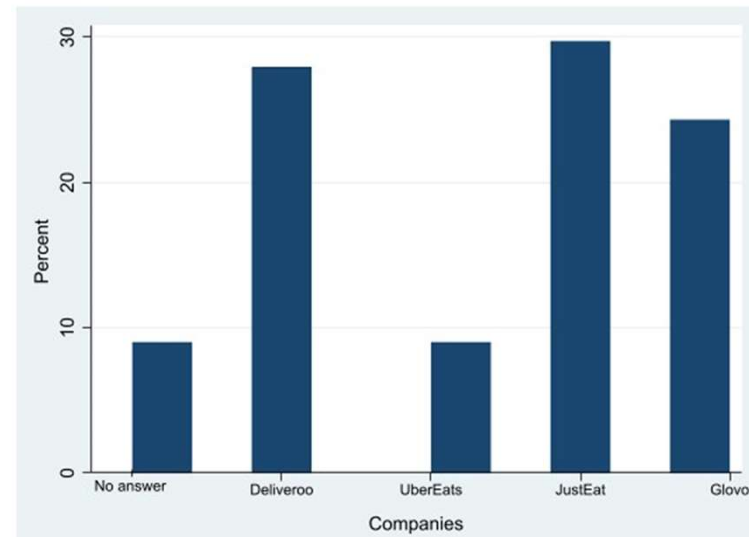
Nationality



(a) Milan

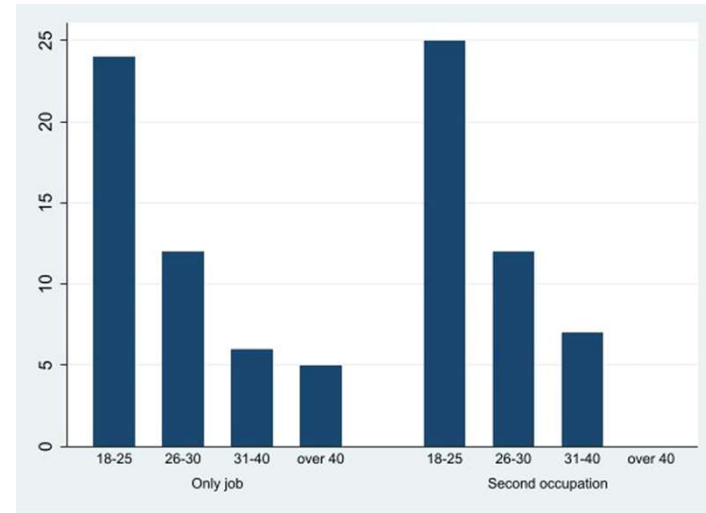
(b) Bari

Sample percentage distribution by company

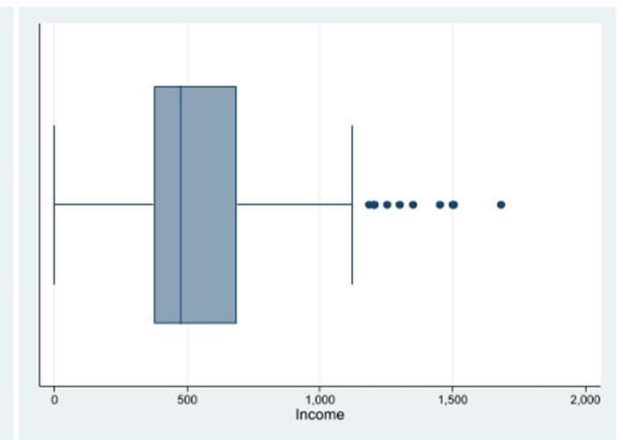
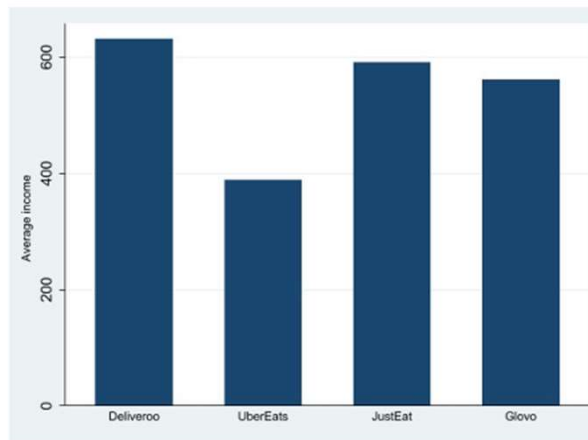


Riders profile - Results

Age distribution by principal occupation

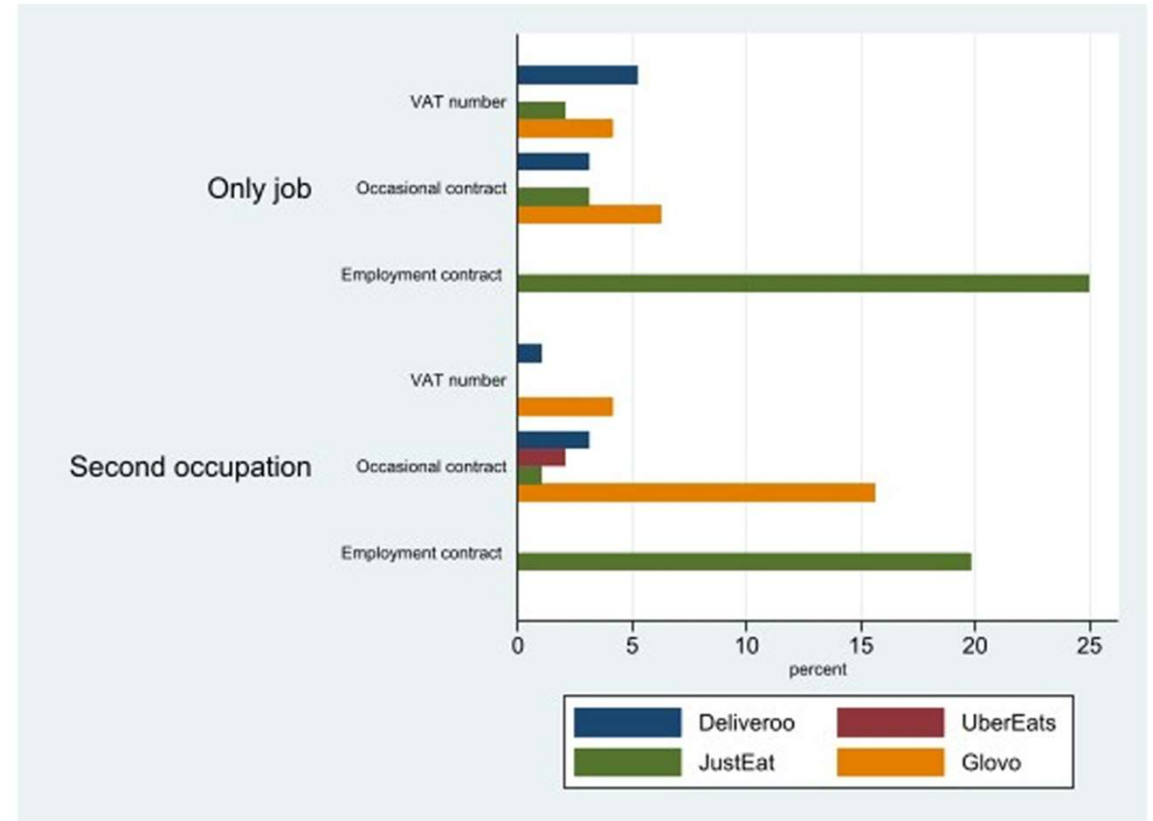


Average monthly income (by company)



Riders profile - Results

Type of contract by companies



Riders profile - Results

Overall satisfaction

Table 2: Satisfaction

Monthlyincome	0.0045*
	[0.002]
Gender	-12.375
	[2.593]
Age	1.9204**
	[0.912]
Italyborn	-27.970
	[2.039]
Education	-17.333
	[1.403]
Constant	131.456
	[9.306]
Observations	79
R-squared	0.201

Standard errors in brackets

**pp<0.01, ** pp<0.05, * pp<0.1

Conclusion

Major limitations: no availability of administrative data and short-term effects

This work has been conducted as a starting point for future research about the topic.

Long-term effects of employee type contracts and focus on additional variables such as investment in human capital and socioeconomic integration.

The EU Directive on platform workers opens new areas of research in member states.

Thank you!