Econ/Gig Work survey
Sample frame: Standard, 1,500, national

QE1. Base=Total
[single choice]

All things considered, do you think your current standard of living is better or worse now than it was a year ago?

Better now
The same
Worse now
Not sure

QE2. Base=Total
[single choice]

And a year from now, do you think your standard of living will be better or worse than now?

Better a year from now
The same as now
Worse a year from now
Not sure

QE3. Base=Total
[single choice]

Over the next twelve months, do you think the economy of your own province will improve, remain the same, or worsen?

Significantly improve
Moderately improve
Remain the same
Moderately worsen
Significantly worsen

QE4. Base=Total
[single choice]

Over the next twelve months, do you think the Canadian economy will improve, remain the same, or worsen?

Significantly improve
Moderately improve
Remain the same
Moderately worsen
Significantly worsen

QE5.
Base=Total
[single choice grid]

Here are a few statements people might make about their personal finances. Thinking about your own household’s financial situation, tell us whether you agree or disagree with each of these statements:

I’m never really stressed about money
I’m concerned that I or someone in my household could lose a job because of the economy
I worry about how young people today will be able to find a good job
Based on my current financial position I feel I can have a comfortable retirement
I have too much credit card debt
I worry that in the future I won’t live as well as my parents’ generation did

Agree strongly
Agree
Disagree
Disagree strongly
Not sure/Can’t say

QG1.
Base=Total
[single choice]

Now we would like to ask a few questions about jobs in Canada and your employment experience. As always, there are no right are wrong answers, we just want your views and experiences.

First, which of these definitions best describes you?

Full time employee within a company
Part-time / contract employee within a company
Business Owner – A business with one or more employees
Self-employed
Retired
Unemployed – looking for employment
Unemployed – about to start a business/be self-employed
Unemployed – not looking for employment

QG2.
Base= ‘Full time’, ‘Part-time’ or ‘business owner’ in QG1
[single choice]

How long have you been working with your current company or organization?
Less than a year
One to two years
Two to five years
Five to ten years
More than ten years

QG3.
Base= ‘Full time’, ‘Part-time’ in QG1
[single choice]

When was the last time that you received a raise, whether to your salary or other financial incentives, from either from your current employer or a previous one?

Within the last six months
Six to 12 months
12 months to two years ago
Two to five years ago
More than five years ago
Have never received a raise

QG4.
Base= Have received a raise in QG3
[single choice]

What sort of impact did the most recent raise you received have on your financial wellbeing? Would you say it...?

Made a huge difference/helped a lot
Helped out some, but not significantly
No real meaningful difference

QG5.
Base= ‘Full time’, ‘Part-time’ in QG1
[single choice]

And when do you expect to receive your next raise? If you’re not expecting one, please indicate that below:

Within the next six months
Six to 12 months
12 months to two years
More than two years
Not expecting a raise

QG5a.
Base= Expecting a raise in QG5
[single choice]
And what sort of impact do you think your next raise will have on your finances?

Will make a huge difference/helped a lot
Will help out some, but not significantly
Won’t make a real meaningful difference
Not sure at this point

QG6.
Base= ‘Full time’, ‘Part-time’, ‘self-employed’, business owner in QG1
[single choice]

For classification purposes, which sector do you work within?

Public sector (government, nurses, teachers etc.)
Private sector (most individuals and businesses)
Other

QG7.
Base=Total
[single choice]

We’d like to get an idea of how many Canadians are participating in what’s known as “gig work”.

What makes “gig work” different from traditional employment is that jobs are considered more temporary, and the worker is often an independent contractor or a freelancer. Gig work can include jobs like babysitting, dog walking, or handywork, as well as work that includes driving for Uber, working online, or renting out property through Airbnb.

Are you currently doing any kind of “gig work”?

Yes
No

QG8.
Base=’No’ in QG7
[single choice]

And what about within the last five years, have you done any “gig work” in that period?

Yes
No

QG9.
Base= ‘Full time’, ‘Part-time’, ‘self-employed’, business owner in QG1
[single choice]
In total, factoring in all the jobs you do, including formal employment with an employer and any other part-time or “gig work” that you might do in addition, how many jobs do you currently have?

1 2 3 4 5+

QG10. Base=’Yes’ in QG7 OR QG8 [multi-choice grid, max 12]

What kind of gig work have you done in the last five years, or are you currently doing? Please select all that apply. If you have never done it, please select that option below.

[Rows, Randomize]

Babysitting
House sitting
Dog walking
Housecleaning
Maintenance and handywork around people’s houses or yards
Personal assistance services (e.g. picking up dry cleaning, booking appointments, running errands, booking travel, etc.)
Renting out property through a service such as Airbnb
Driving for a ride-sharing service such as Uber or Lyft
Food delivery driving services such as Skip the Dishes etc.
Freelance “office work” that you complete online such as computer programming, editing documents, reviewing résumés, graphic design, etc.
Posting videos, blog posts or other content online, such as on YouTube, and receiving pay (including ad revenues or commissions) as a result
Other informal paid activity or side jobs

[Columns]
Have done in last five years
Are currently doing
Have never done

QG11. Base=’Yes’ in in QG7 OR QG8 [multi choice]
Thinking about this gig work you’ve done in the last five years or are currently doing; how did you find your clients or customers? Please select all that apply.

[randomize]
With your own website
Through another website (Craigslist, Ebay, Kijiji etc.)
Through a downloadable app (TaskRabbit, Uber, Airbnb etc.)
Word of mouth
Advertising, either online, in the newspaper or any other form
Other, specify ______

QG12.
Base='Yes' in QG7 OR QG8
[multi-choice, max 10]

What are the primary reasons you’re currently doing “gig work” or have done in in the past five years?

[Choose all that apply]

I can’t make ends meet without this kind of work
Earning extra savings/spending money
It’s my main source of income
Needed a new challenge
Wanted to be self-employed
To network/meet new people
Difficulty finding full-time work/ No other options
To get new job-related skills/build resume
Other, specify ______

QG13.
Base='No’ in Q7 AND Q8
[single choice]

Might you see yourself doing some kind of “gig work” in the future?

Yes
No
Not sure

QG14.
Base=Total
[multi-choice, max 7]

Some people have been debating what the impact of “gig work” will have on Canadians in the future, noting that there are both benefits and disadvantages to people working outside a traditional full-time job structure. We’d like your own opinion. What would you say are the benefits of the kind of gig work we have been discussing? If you do not see any benefits, please select that option below.

[Select all that apply]

Work–life balance/Flexible
Make extra money
Way to earn income/experience while looking for a full-time job
And on the other side of things, what would you say are the negative aspects of gig work? If you do not see any negative aspects, please select that option below.

[Select all that apply]

No benefits or sick days
Not great money
Going into debt
Workers’ rights not protected/poor regulation
Not secure work/long term
None of these [exclusive]

QG16.
Base=Total
[single choice]

Would you say that overall, based on what you know, that increased work in the gig economy is:

More of a good thing than a bad thing for working Canadians
More of a bad thing than a good thing for working Canadians
Really not sure