



New data for Latin America and the Caribbean region





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Survey on workers on web-based digital platforms

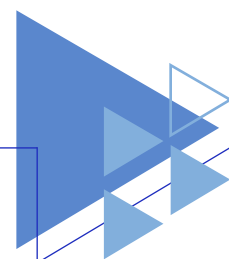
New data for Latin America and the Caribbean region

ILO Regional Office for Latin America and the Caribbean¹

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Executive Summary



The world of work is changing at the speed of technological advances and expansion driven by high-speed internet, mobile devices and more accessible computers, cloud computing, artificial intelligence, digital payment systems, among others. One of the expressions of change is the emergence and growth of different types of digital platforms that serve as a meeting point between labour supply and demand. This new phenomenon has had an exponential growth in the last decade and represents a challenge for public policy, workers and productive units.

There are different types of work on digital platforms, classified in various ways, but which can be divided into two main groups. The first group organizes and connects supply and demand of workers for web-based tasks, which can be classified into four types: *freelance*, *crowdwork*, *free competition* and *competitive programming*². These cover tasks ranging from programming and graphic design, to administrative micro-tasks and training of artificial intelligence systems, allowing global connection between the different actors in the market. The second group is location-based, such as transportation, delivery and accommodation, where tasks are assigned according to local demand. This classification simplifies an increasingly complex world of online work, but helps to delimit the object of analysis, which in this report focuses on workers on web-based digital task platforms.

The growth of the platform economy has opened up new markets and created jobs with high flexibility and low barriers to entry. However, it also poses challenges to ensure that workers have access to decent work, as this new mode of work comes with the risk of operating outside of labour regulations and social protection. Within the framework of the International Labour Organization (ILO), governments, employers' and workers' organizations on a global scale are seeking to understand the platform economy and think about how to adjust regulatory frameworks to respond to the challenges and enhance the opportunities within this part of the economy. For example, in March 2023, an analysis of regulatory gaps was presented to the ILO Governing Body, which included this topic on the agenda of the 2025 International Labour Conference for discussions. In this context, the ILO (2024a) report was prepared to enrich the debates on the normative issue and the general discussion on decent work in the digital platform economy.

Therefore, the challenge of understanding this novel and recent phenomenon generates a need for new data to support discussions regarding international labour standards. This includes, for example, freedom of association and unionization, equality of opportunity and treatment, occupational safety and health, the employment relationship, remuneration, working hours, algorithmic

² In English, the four types of work platforms are the following: freelance platforms, microtasks, contest-based and contest-based programming.

bias, social security, dispute resolution, competition laws, formal employment, labour inspection, immigration status, among others.

Considering the need for new data on platform economies for Latin America and the Caribbean (LAC), this report presents the results of a survey for the region based on 1,153 workers from 21 countries. **The objective of this report is to provide information on the profile workers in the digital platform economy for the Latin American and Caribbean region that can be used in regulatory and public policy discussions within the tripartite framework in each country,** including governments, workers' organizations, and employers' organizations, considering specific elements for the region. However, the report does not seek to propose solutions to regulatory and public policy issues.

The results of this survey confirm that the nature of this mode of work is predominantly urban. Ninety-three percent of workers surveyed reside in urban areas, a characteristic found in other studies for web-based digital platforms. In addition, the numbers indicate a young, skilled workforce compared to the general population, with a median age of 33, where 38 percent hold a bachelor's degree or equivalent.

Working on web-based digital platforms is one avenue for migrant workers to access the labour market. This study provides new data indicating that, of the workers who responded to the survey, 8 percent reported being migrants, and almost half (49 percent) are from Venezuela and live in various countries in the region. The main motivation for migration among those surveyed is family reunification, mentioned by 32.6 percent of the total, followed by economic hardship, with 20.2 percent.

A challenge for the regulatory framework and public policy is that the relationship between client and worker can cross borders. Just over half of respondents (53 percent) reported that their clients are from another country, with a clear predominance of those located in the United States or Canada (79). Clients from other regions outside the Americas accounted for 10.8 percent. In total, 90 percent of respondents who know the location of their clients work for economic entities outside the region. **These findings underscore the need to better understand the implications of cross-border and cross-regional work, which connects workers in Latin America and the Caribbean with clients in more developed regions such as the United States and Canada.**

The situation of web-based digital platform workers varies depending on whether it is their primary or secondary job. Nearly half of the respondents (52 percent) indicated that platform work is not their primary source of income. Among those with other work in addition to platform work, almost half (47.5 percent) identify themselves as formally employed, suggesting stability and regularity in their income. This group is followed by independent professionals (31 percent), who may be formal or informal, and 13 percent of workers who identify themselves informal. **This diversity of work circumstances underscores the need to consider different aspects when discussing working conditions, health and social security for these workers.**

93 percent

resides in urban areas.

33 years old

is the age of the median workforce.

8 percent

reported being migrants.

53 percent

of respondents report that its clients are from another country.

Meanwhile, among respondents who work exclusively on web-based digital platforms, only 17.7 percent of respondents indicated that their job is best described as formal work. Another important finding from this group of respondents is that they were asked about their work status up to three months before they started working on these platforms and, of these, 38.9 percent identified themselves as formal workers.

The average hourly pay for workers surveyed is 5.48 United States dollars (USD), and the median is USD 2.57. Overall, these hourly pay levels are in line with other global studies; however, there is also data from the European Union suggesting higher earnings, which may be an incentive for cross-border contract³. The study also indicates the possibility of differences with respect to the national minimum wage between platform workers with other work and those engaged exclusively in platform work. For web-based digital platform workers with other work, the data indicate the possibility that their median income is at least double the national minimum wage for a selection of countries analyzed.

However, when considering only the median income from digital platform work, the ratio to the national minimum wage is closer to one, indicating that these payments are closer to the minimum wage. This shows the heterogeneity in work and payment situation, with those engaged exclusively in digital platforms possibly receiving incomes closer to the minimum wage.

When asked how often they work during a week, it was found that a significant proportion of platform workers surveyed work up to five days a week, following a traditional work pattern, with 29 percent indicating that they work this number of days. However, around 16 percent work six days a week, and 18 percent work all seven days. The flexible nature of this work might lead to long hours and night work: on average, respondents work at least ten hours a day, six and a half days a month, and almost 11 days at night (from 10 p.m. to 5 a.m.).

Long hours and night work can pose a risk to occupational health and safety. Nevertheless, between 30 and 40 percent of workers say their health is «very good» and between 45 and 55 percent consider it «good». Less than 20 percent describe their health as «fair», «poor» or «very poor». In addition, when respondents were asked about their general health, more than 90 percent believe that their work on platforms does not negatively affect their health or safety.

Although the perception of health is positive, the survey also identifies some risks that can negatively affect these workers. These include financial insecurity (13 percent), internet connection issues (11 percent) and lack of growth opportunities (10 percent). Other risks include difficulties in planning work (8 percent), lack of professional recognition (8 percent), difficulty balancing work and personal life (7), isolation (6), long working hours (4 percent), lack of autonomy (4 percent), complex tasks (4 percent) and work overload (4 percent).

These aspects are important for the formulation of public policies that benefit these workers. Information is needed on health and social security coverage, from which

52 percent

of respondents indicate that platform work is not their primary means of income.

17,7 percent

of respondents who are exclusively dedicated to working on webbased platforms indicated that their job is best described as formal work.

29 percent

of respondents follow a traditional work pattern, working up to five days a week.

3 For example, see Berg *et al.* (2018) for global data and Brancati *et al.* (2020) for the European Union.

about 40 percent of platform workers surveyed are excluded. It should be noted that access to social security and health might be associated with their traditional main employment and not with platform work.

Therefore, work on web-based digital platforms represents an avenue for job creation and income generation in LAC; however, it also poses significant challenges.

This report is a contribution of the ILO Regional Office for Latin America and the Caribbean and provides an additional base of information that can be considered in discussions on the development of policies, strategies and regulatory framework that promote decent work for workers in this labour modality.

40 percent

of platform workers surveyed are excluded from health care coverage and social security.

1. Introduction



This study provides specific findings on digital platform work for web-based tasks in Latin America and the Caribbean (LAC). The rapid and significant growth of this modality of work is due, in part, to new technological advances. However, it was especially noticeable after the 2008 economic crisis and, more recently, spurred by the COVID-19 pandemic. While it opens up many new job opportunities, it also represents significant challenges in terms of labour rights.

Despite the growing relevance of this type of work, there are few studies that provide detailed data on its scope and patterns in developing countries, especially in LAC. This lack of information hinders a complete understanding of the phenomenon and the formulation of appropriate public policies. The objective of the report is to present information on various aspects of this type of work, without aiming to offer definitive solutions, but rather to encourage reflection on a topic that is increasingly present in labour market discussions. The report was based on a survey of 1,153 digital platform workers in 21 countries, collected between December 2023 and March 2024.

The report provides a general discussion on the phenomenon of web-based digital platform work and offers updated information on working conditions, motivations, migration status, income, workload, and occupational health and safety on these digital platforms in LAC. These findings are essential for the development of public policies that ensure decent work and social protection for these workers. The report considers region-specific data, as Latin America and the Caribbean are part of the global digital platform economy, but with their own unique characteristics and challenges.

1.1. Work on digital platforms: what is it and when did it emerge?

Digital platform work results from the advances in information technologies in recent decades and is one of the most significant manifestations of the changes induced by the digitization of the world of work (Berg *et al.* 2018; ILO 2024a). This technological advancement is manifested in the development of thousands of digital platforms, which serve as a «digital interface» or an «online service provider» connecting supply and demand for workers and services through *software* applications on a wide range of topics (OECD, ILO and Eurostat 2023).

Since its emergence in the 1990s, the digital platform economy has grown rapidly in size and importance, driven by technological developments such as access to smartphones, high-speed internet, cloud computing and the growing ability to extract, exploit and track data (ILO 2024a). The initial expansion of the platform economy in developed countries is linked to the economic crisis that began in 2008, but also to other factors, such as the opportunities offered by new technologies, the difficulties to reconcile private and professional life and

the existence of highly skilled young professionals seeking alternative forms of employment (Schmidt 2017; ILO 2022)⁴. In LAC, the phenomenon of digital platforms is more recent and its expansion can be observed around 2015, a date that coincides with the end of the cycle of high *commodity* prices and, with more intensity, from the COVID-19 pandemic onwards (Madariaga *et al.* 2019; ECLAC 2021).

There is no internationally agreed terminology or definition for the digital platform economy. Several terms are used, including: «sharing economy», «peer-to-peer economy», «*gig* economy», «on-demand economy» or «platform economy». However, the latter term is frequently used, as it emphasizes the distinctive feature of these economic activities: the fact that they are intermediated or carried out through digital platforms (ILO 2024)⁵.

1.2. What are the different modalities of platform work?

Although characterized by great diversity, the platform economy can be described as the ecosystem that encompasses a wide range of activities - from global to regional and local - and includes multiple types of digital platforms, business models and operating sectors. These platforms serve as connectors for supply and demand in various domains (ILO 2024a). Specifically, the digital labour platform organizes and acts as an intermediary between platform workers, who provide the services, and clients, who pay for them.

There are different types of platform work and ways to classify them. This report uses the classification of digital platform work found in the reports by Berg *et al.* (2018) and ILO (2021), where they are classified into two main groups, as shown in Figure 1.

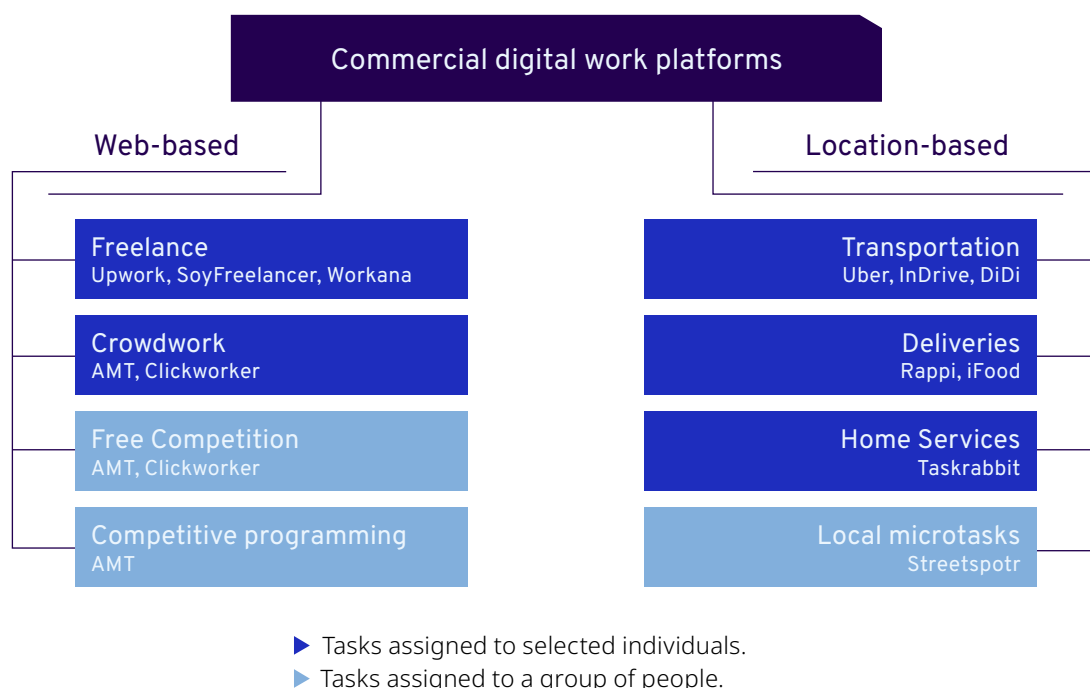
► **The first group intermediates and organizes the labour services of online, web-based workers** (commonly referred to as *freelance* or *crowdwork*). Jobs range from sophisticated computer programming, data analysis, and graphic design to relatively simple «microtasks» (Berg *et al.* 2018). More recently, with the advancement of artificial intelligence systems, tasks of image recognition, data processing or training of artificial intelligence systems were progressively added⁶. Work on such platforms is in global demand and is performed through online platforms that connect an indefinite number of companies and individuals through the Internet, enabling the potential connection between customers and workers globally (De Stefano 2016).

4 The development of the platform economy can also be understood as another episode in the development of more flexible employment formulas (ILO 2022).

5 For example, the term *gig economy* is used in the World Bank study (Datta *et al.* 2023). The term *gig* is an English word that comes from the music industry and can be understood as a one-time job for which a worker is paid for a specific task or for a defined period.

► **The second group is location-based** (e.g., transportation, delivery and accommodation platforms) and tasks are assigned to «location-based» demand. These are traditional activities such as transportation, care, trading or shipping/delivery of goods that are offered or assigned through mobile platforms⁷. This classification is a simplification of an increasingly complex online work world, but it helps us to delimit the object of analysis⁸.

Figure 1
Types of digital work platforms



Source: Adapted from Berg *et al.* (2018) and ILO (2021).

This report focuses on the first group, workers on web-based digital platforms. These platforms can be classified into four groups (Berg *et al.* 2018; ILO 2021):

1. *Online freelance*: *Freelance* platforms function as a marketplace that allows clients to hire personnel for professional services such as translation, financial services, legal services, patent services, design and data analysis. These platforms match clients with workers for a specific task, based on their database that includes indicators such as ratings and reviews, and facilitate the client-worker relationship in all its dimensions. The nature of the services offered on these platforms is heterogeneous, covering a wide range of activities⁹

6 Other types of tasks that are carried out through these platforms are, for example, image recognition, data processing, audio transcription, database research, conducting surveys or graphic design.

7 Some examples are the apps [DiDi](#), [InDrive](#), [Uber](#) or [Lyft](#) in transportation; [Glovo](#), [Rappi](#) or [PedidosYa](#), in delivery; [Home Solution](#) in repair services; [Zolvers](#) for household chores; or [Wonolo](#), for general tasks.

8 Some alternative ways of naming and classifying types of platform work can be found in the following studies: Berg *et al.* (2018), ILO (2021; 2024a), Datta *et al.* (2023), Howcroft and Bergvall-Kåreborn (2019), Schmidt (2017) and Madariaga *et al.* (2019).

9 Activities range from computer programming and analysis to design, translation, legal and accounting services.

and skills. This business strategy allows workers with multiple skills to access multiple tasks on the same platform, and companies to access a wide range of skilled workers in one place. There are also other types of *freelance* platforms, where the platform matches the *freelancer* directly with the client or company for specific services, rather than through a marketplace. For example, some translation platforms maintain a «network» of *freelance* translators, who are assigned translation tasks by the platform when a client submits a request.

2. *Crowdwork*: These are work platforms that consist of a single task, these tasks are characterized as small, quick and often repetitive. Examples include capturing photographs of urban landscapes with certain features (such as roundabouts, centerlines, pedestrians and cars), labeling photographs, classifying nuances of images, sounds and texts, collecting and organizing data, adding keywords to classify a product to train artificial intelligences and machine learning, or tasks related to accessing content (such as visiting websites to increase their traffic), or monitoring sensitive content on social networks. These platforms provide the technical infrastructure for requesters to post tasks to a large number of potential workers from different geographic locations and economic situations —*the crowd*— to receive and evaluate the results of completed tasks, and to pay individual workers for services rendered. In turn, these platforms also provide services and infrastructure for workers, providing a centralized online location where they can find assignments from various requesters, a method for submitting completed work, and the technical and financial infrastructure to receive payment for completed work.
3. *Free competition work*: Tasks where workers must complete the work in its entirety first, then the work is evaluated and the «winner» is paid. These contest-based platforms specialize in organizing design competitions among their talent pool to offer creative or artistic services and products, such as graphic design, to clients (e.g., the [99designs](#) platform). The services¹⁰ offered are similar across all platforms, which compete through their pricing strategy and by attracting the «best» or top designers through various subscription plans and other incentives. These platforms offer different pricing plans for each contest and often compete with each other on price and services, as is the case in traditional marketplaces. Offers include access to top designers, access to a larger number of contest entries and priority support.
4. *Competitive programming*: Competitive programming includes all the programming tasks performed in a competitive environment, which are usually not primarily intended to generate revenue, but to compete with other programmers to develop the best solution to a specific problem¹¹. Competitive programming platforms are spaces where communities of developers and programmers compete to solve business or research problems related to artificial intelligence, data analysis *software* development and other technical fields, within a limited time. Winners are selected by customers. These platforms offer a wide

¹⁰ This includes logo and identity design, web and application design, advertising and business design, fashion, arts and illustration, packaging design, book and magazine design, among others.

¹¹ Workers who participate in competitive programming also do so to hone their skills in the hope that, by winning, they will be able to obtain work in the future.

range of services to companies, from *software* solutions and data analytics to recruitment services to hire programmers, developers or data scientists, leveraging their community of specialized talent. In addition, some of these platforms link with academic institutions and offer practice sessions and online competitions for students and young professionals to improve their programming skills.

1.3. What is the scale of the work on digital platforms?

The platform economy is dynamic and expanding, encompassing both the supply and demand sides, application developers, digital infrastructure companies and platform companies. One measure indicative of the magnitude of this expansion is the market capitalization of digital platform work companies. In 2018, 242 digital platforms had a combined market value reaching USD 7.1 billion. In addition, the Platform Index, which tracks the market value of the top 25 listed platform companies, significantly outperformed benchmark indices such as NASDAQ, Dow Jones and DAX40 from 2017 to 2021 (ILO 2024a).

In this context, an initial challenge is to know the number of people and platforms that exist in the digital labour work. There are various attempts to quantify this for countries, groups of countries and even globally. For example, the World Bank (Datta *et al.* 2023) estimates that there are 412.4 million digital platform workers. However, only a fraction of these workers are active and/or have platforms as their primary job. The World Bank study, «Working without borders: The promise and peril of online gig work» (2023), estimates that there are 132.5 million primary workers, 173.7 million secondary workers and 106.2 million marginal workers¹². For Latin America and the Caribbean, the estimate is that there are 12 million primary workers, 21 million secondary workers and 14 million marginal workers, out of a total workforce of about 330 million people. This means that the estimate of the proportion of workers registered on digital platforms for web-based jobs varies between 4 percent (considering primary workers) and 14 percent (considering all workers) of the workforce¹³. ILO (2024) also mentions the difficulties in identifying the number of workers involved in platform work due to the lack of a clear definition and agreed measurement methods.

12 The World Bank study (Datta *et al.* 2023) considers marginal workers to be those who work on the platforms less than ten hours per week and generate less than 25 percent of their income in this . Primary workers are those who work more than 20 hours or generate more than 50 percent of their income by working more than 10 hours in a week. Cases in between are considered secondary workers.

13 Estimating more accurately the number of workers in platform economies remains a major challenge. The difficulty of measurement is also due to the fact that statistical definitions are not yet established. Previous measurements for Latin American countries are scarce and indicate a lower proportion of workers in digital platforms. For example, Madariaga *et al.* (2019) for Argentina, which consider online platforms and location, estimate that platform work accounted for approximately 1 percent of total employment in 2018. This proportion is similar with those estimated by Fernandez and Benavides (2020) for Colombia (0.9 percent in February 2020) and by Garcia and Javier (2020) for the Dominican Republic (0.8 percent in June 2020). It is possible that the estimates of these studies are far from the current reality, taking into account that digital platform work has grown strongly in recent years.

Similarly, ILO (2024) provides indications for countries in the region, where national surveys estimate that platform work represents 1.7 percent of private employment in Brazil and 0.5 percent in Chile¹⁴.

Counting the number of platforms is also a major challenge. It is estimated that there are a total of 545 online work platforms globally, based in 63 countries, with platform workers and clients located in 186 countries (Datta *et al.* 2023)¹⁵. The study indicates that about 73 percent of the platforms can be considered regional/local and attract 29 percent of the visits. About 70 percent of regional platforms operate in North America, Europe and Central Asia and about 3 to 4 percent in LAC countries, with 22 regional platforms.

The numbers on workers and platforms indicate the growing importance of the platform economy in LAC and its regional aspects. Therefore, more studies at the regional level for LAC are needed to understand the reality and add specific elements to the broader discussion on this topic.

1.4. What are some of the challenges?

The growth of the platform economy has opened new markets for businesses and created new jobs and income opportunities, with high flexibility and low barriers to entry for workers. At the same time, digital work platforms are significantly transforming the ways in which work is organized and performed, raising new challenges to ensure that platform workers have access to decent work (ILO 2024a)¹⁶. Web-based digital platform is a product of technological advances, but it also represents a challenge, as it may often lack the necessary characteristics to comply with labour regulations or social protection coverage (Datta *et al.* 2023).

Governments, employers' and workers' organizations on a global scale seek to understand the platform economy and think about how to adjust regulatory frameworks to include this part of the economy. For example, the ILO Centenary Declaration for the Future of Work, adopted by the International Labour Conference¹⁷ in 2019, reflects this need and urges ILO Member States to implement «policies and measures that ensure adequate protection of privacy and personal data, and respond to the challenges and opportunities in the world of work related to the digital transformation of work, including work on platforms» (p. 7).

14 However, the few national surveys that asked about work on digital platforms, such as those conducted in Brazil and Chile, explicitly ask about work on location-based digital platforms or telework, so they are not specific numbers for work on web-based digital platforms.

15 This number of online work platforms is higher than that identified in other works. Kässi *et al.* (2021) identify 351 *online freelancing platforms*. On the other hand, in 2021, ILO identified 283 online work platforms and, by 2024, updated this number to 357 platforms (ILO 2021; 2024a).

16 Decent work is the convergence point of the ILO's four strategic objectives: the promotion of rights at work, employment, social protection, and social dialogue (ILO 1999).

17 The International Labour Conference brings together delegates of governments, workers and employers from ILO Member States, and dictates the general policies of the ILO. It is held in June of each year in Geneva, Switzerland.

Given the growing importance of the topic, a regulatory gap analysis was presented to the ILO Governing Body in March 2023¹⁸, which included this topic on the agenda of the International Labour Conference in 2025 for the discussion of standard-setting with a double discussion procedure¹⁹. The normative-related double discussions at the International Labour Conference require a report that provides up-to-date information on platform work, as well as related regulations and practices around the world. Therefore, the ILO (2024) report was prepared to inform discussions on the normative issue or with a view to a general discussion on decent work in the digital platform economy.

The ILO report (2024a) presents in detail a large number of topics related to decent work in the platform economy for the normative discussion on the subject at the International Labour Conference 2025. As part of the report, topics such as international labour standards, freedom of association, equal opportunity and treatment, occupational safety and health, the employment relationship, remuneration, working time, algorithmic bias, social security, dispute resolution, competition law, formal employment, labour inspection, immigration status, among others, are included²⁰.

In this context, the objective of this report is not to discuss normative issues, but to provide information on Latin America and the Caribbean so that it can be used in normative discussions, considering some elements specific to the region. Digital platform work is growing rapidly, but we still know little about the size, scale and patterns of this form of work, especially in developing countries (Datta *et al.* 2023). This report is a contribution from the ILO Regional Office for Latin America and the Caribbean to have more specific elements for the complex discussions on this topic.

18 The Governing Body of the International Labour Office (the secretariat of the Organization) is the executive body of the ILO. It meets three times a year, in March, June and November. The Governing Body makes decisions on ILO policy, determines the schedule of the International Labour Conference, adopts the program and budget prior to its submission to the Conference, and elects the director general.

19 Regarding normative items, the rule is that they are examined through the double discussion procedure, which discusses the issue for two consecutive years at the International Labour Conference.

20 In addition, it should be understood how the legislative framework can be adjusted and adapted for the inclusion of platform workers in social security mechanisms that are in line; for example, with Recommendation 198 on the Employment Relationship (ILO 2006) and Recommendation 205 on Employment and Decent Work for Peace and Resilience (ILO 2017).

2. Digital platform workers in Latin America and the Caribbean (LAC)



Studies on platform work in Latin America and the Caribbean have focused mainly on location-based platform²¹. However, there is less information on digital platforms for web-based tasks (*freelance, crowdwork, free competition, competitive programming*) that can be developed independently of location.

Studies on web-based platform work in Latin America and the Caribbean (LAC) are more limited due to the difficulty of locating workers. Some reports published by the ILO, the Inter-American Development Bank (IDB) and the World Bank (WB) provide information on this type of work in the region²². For example, Berg *et al.* (2018), ILO (2021) and Datta *et al.* (2023) use global surveys that provide results for Latin America, however, the results for the region are not discussed in detail. On the other hand, Madariaga *et al.* (2019) presents a very detailed analysis, but it is focused on the case of Argentina and considers location and web-based platforms in the same study. ILO (2024b) presents some data on home-based work based on national survey data and presents a discussion of platform-based work in general for Latin America. The present study complements the previous ones by focusing only on Latin America and the Caribbean and on web-based platform work, aiming to further advance the understanding of the platform economy in the region.

Therefore, the ILO Regional Office for Latin America and the Caribbean conducted a case study based on an online survey of web-based digital platform workers for the region, conducted between December 2023 and March 2024 (see Annex 2)²³. The survey had 1 153 eligible responses from people who did some work mediated by digital platforms in 2023²⁴. The survey collected information about working on 10 digital platforms: [Amazon Mechanical Turk](#) (MTurk), [Clickworker](#), [Crowdfunder](#), [Freelancer](#), [Prolific](#), [SoyFreelancer](#), [Upwork](#), [Workana](#), [99designs](#) and [99freelas](#).

21 Table A.1 in Annex 1 presents a list of references for studies on workers on location-based platforms.

22 The groundbreaking ILO report (see reference to ILO 2018 in table A.1 of Annex 1) presented a global characterization of *crowdwork* based on surveys for the five largest platforms in 2017.

23 Annex 2 presents a detailed discussion of the methodology. It is challenging to generate a stratified sample for a survey of digital platform workers, considering that we do not know exactly how many there are or where they are. Therefore, the results of this survey should be interpreted as a case study based on data from digital platform workers who responded to the survey.

24 The survey in this study is one of the largest independently implemented surveys on work in digital platforms in the region, which allowed addressing all topics. This report follows the strategy of Berg *et al.* (2018) and ILO (2021), which used independent survey data, but for the whole world and, therefore, with less emphasis on the region. For example, the Berg *et al.* (2018) survey included 209 cases for Latin America and the Caribbean. The World Bank (Datta *et al.* 2023) included data for 4 058 cases across three platforms ([Workana](#), 3 697; [SoyFreelancer](#), 325; [SheWorks](#), 36). The data for [Workana](#) comes from «...an internal survey conducted by Workana Latin America among its user base and confirmed through the survey conducted by the World Bank and Inter-American Development Bank for this study» (p. 81).

In addition, the survey addressed a variety of issues including questions on sociodemographics, work experience on work platforms, previous work history, multiple jobs, current employment status, occupation, job tenure, hours worked, earnings, crossborder work, migration, as well as occupational safety and health. The data collected in this study provide an updated view of working conditions, motivation and earnings in the region, topics that have been extensively documented. In addition, they offer relevant information on migration, cross-border labour relations, and occupational safety and health specifically for Latin America. Therefore, this report contributes to improve the understanding of these phenomena in the region, providing crucial evidence to inform public policies and promote decent work on digital platforms.

2.1. What type of digital platform work do they do?

The report focuses on work on web-based digital platforms, as indicated in section 1.2. This category of work is divided into different platform types. Of the 1 153 digital platform workers who responded to the survey, Table 1 indicates that *online freelance work* is the most prevalent, with 880 workers (76 percent) doing this type of platform work. In second place is *crowdwork*, with 677 workers (59 percent) indicating that they work for these types of collaborative platforms.

To a lesser extent, there are the digital platforms of *competitive programming* and *free competition work*. Competitive programming has 53 workers, just 5 percent of the total, while free competition work involves 186 workers, representing 16 percent.

Table 1
Platform modalities

Platform type	No.	%
<i>Online freelance work</i>	880	76
<i>Crowdwork</i>	677	59
<i>Competitive programming</i>	53	5
<i>Free competition work</i>	186	16
Total workers surveyed	1 153	100

Note: Table 1 is based on data from one question that accepts multiple responses. Some respondents work on more than one type of platform; therefore, the table total (1 796) is greater than the number of respondents (1 153).

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Table 2 shows the distributions of different work activities across platform types. Those of *freelance*, *crowdwork* and *free competition* present similar activity distributions, where professional services dominate with more than 20 percent, followed by activities such as creative work, business services, data analytics, sales and marketing.

For *competitive programming*, technology is the dominant activity, representing 21.6 percent of workers. This contrasts with the other platform types, where professional services lead. Overall, sales and marketing are less represented in the different platform types, with percentages around 10 percent. These data underscore the diversity of tasks performed and the existence of specific preferences across platform types²⁵.

Table 2
Work activities on the platforms - Percentage

Activities ²⁶	<i>Freelance work</i> %	<i>Crowdwork</i> %	<i>Competitive programming</i> %	<i>Free competition work</i> %
Data analytics	13,5	14,8	15	12,5
Creative work	17,7	17,1	16	18,8
Related to the technology	13,2	11,8	21,6	14,6
Business services	16,1	14,1	16,9	15,1
Professional services	22,1	23,5	13,2	19,8
Miscellaneous and others	7,6	9,4	8	8,5
Sales and marketing	9,8	9,3	9,4	10,7

Note: Table 2 is based on data from a question that accepts multiple responses.

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

25 Figure A.1 in Annex 1 presents the diversity of occupations according to respondents' answers.

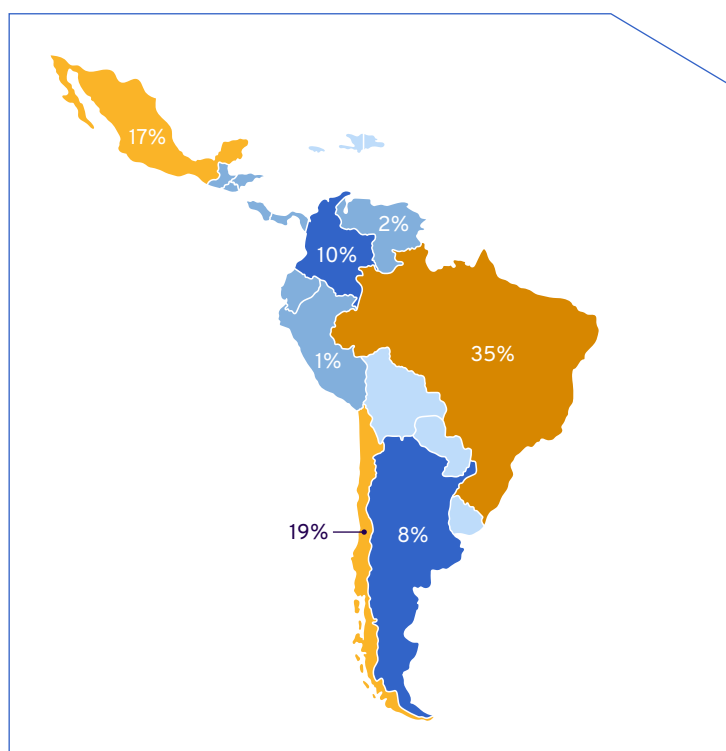
26 The platform work activities listed here may contain several specialized tasks at the same time.

2.2. Geographical coverage

The survey obtained responses from workers in the 21 countries shown in Figure 2, providing an opportunity for a broader analysis of web-based digital platform work in the region²⁷. The distribution of workers surveyed by country shows that Brazil has the largest representation in the survey, with 35 percent of the total; followed by Chile with 19 percent; and Mexico with 17 percent.

Countries such as Colombia and Argentina also have a significant representation, with 10 percent and 8 percent, respectively. Venezuela and the Dominican Republic contribute 2 percent. Finally, Ecuador, Peru, Costa Rica, Guatemala and Paraguay jointly contribute 5 percent of the total sample.

Figure 2
Geographical coverage



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

The survey confirms the results of previous studies (Berg *et al.* 2018; Datta *et al.* 2023) that revealed that working on online platforms is a largely urban phenomenon. Ninety-three percent of workers surveyed indicated that they reside in urban areas, 6 percent indicated that they live in suburban areas or small towns, and only 0.6 percent indicated that they reside in rural areas.

²⁷ Table A.2 in the Annex presents the distribution of responses by country in the region.

2.3. Demographic aspects of platform workers

The distribution of gender identity among workers on web-based digital platforms reveals that 54.8 percent identify as male and 43.6 percent as female, totaling 98.4 percent between the two genders (Table 3). Other gender identities total 1.3 percent and are represented as follows: people who identify as non-binary making up 0.7 percent; transgender women, 0.4 percent; and transgender men, 0.2 percent²⁸.

Table 3
Distribution of workers and gender identity (percentages)

Gender identity	%
Female	43,6
Male	54,8
Transgender woman	0,4
Transgender man	0,2
Non-binary person	0,7
I prefer not to say	0,4

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

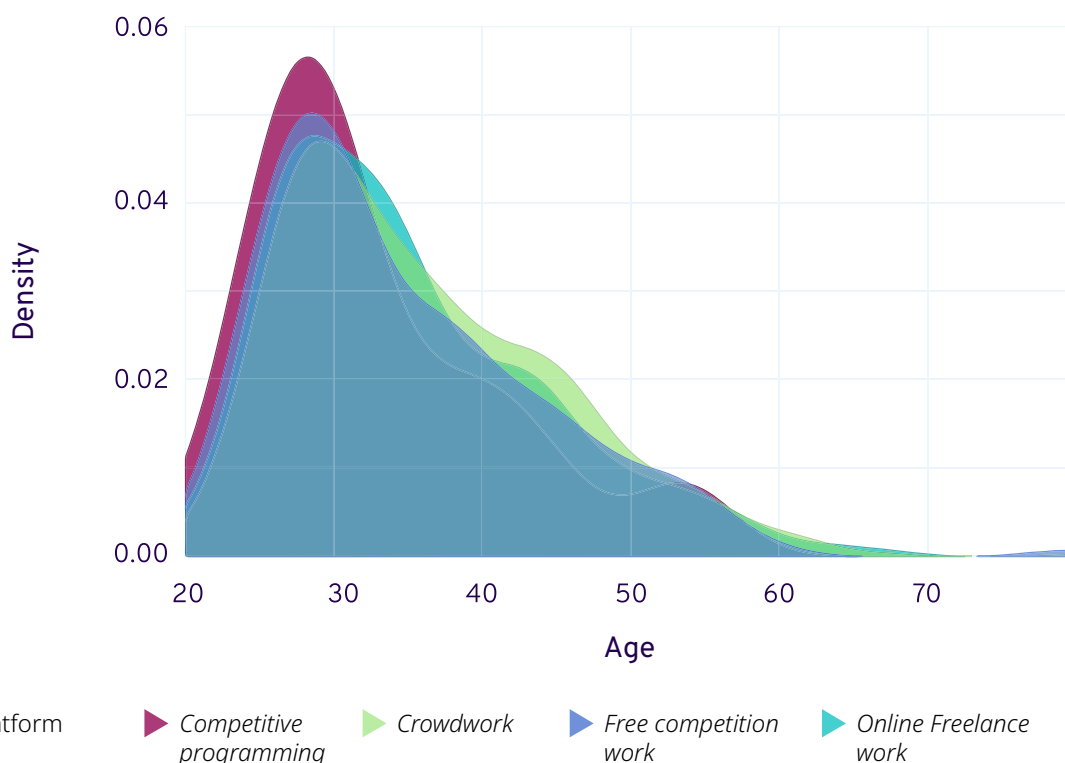
Figure 3 shows the age distribution of web-based platform workers. A peak in the age distribution is observed around 27 years for all four platform work categories. Overall, the average age of workers on these platforms is 35 years, with the median at 33 years. These results are in line with other studies (Berg *et al.* 2018; ILO 2024a; Madariaga *et al.* 2019; Brancati *et al.* 2020)²⁹. However, there are some variations across platforms. In *competitive programming*, the average age is 32, making it the platform with the youngest workforce. It is followed by *free competition work* and *online freelance work* with an average age of 34 years; and *crowdwork*, with 35 years.

It is important to note that while the majority of workers are in their 30s, there is also a considerable presence of workers in their 40s and 50s in the age distribution. This suggests a breadth in the age range of the workforce involved in this type of work.

28 Previous similar studies only present binary gender distribution, which precludes comparison with this study, which is the first to include gender identity distribution in research of this nature.

29 Berg *et al.* (2018) indicate an average age of 28 years for developing countries and 35 years for developed countries. ILO (2024a) mentions, based on data from several studies, that the average age of the labour force in the platform economy is lower than that of the labour force of the entire economy. Madariaga *et al.* (2019) indicate that, for the case of Argentina in the Latin American context for online and location based digital platform workers, the average age of platform workers surveyed was 37 years and 11 months. Brancati *et al.* (2020) indicate that, for the case of Europe, the average age of *offline* workers in the COLLEEM survey was 42.6 in 2018, while the average age of platform workers is lower and in 2018 was 33.9 years.

Figure 3
Worker age distribution, all platforms



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

The educational level of workers on digital platforms, as shown in Figure 4, reveals that 51 percent have completed university studies. Of that percentage, 38 percent have a bachelor's or equivalent degree, 7 percent have a master's or equivalent degree, 5 percent have an associate's degree, and those with a doctorate constitute 1 percent of the total. In addition, 17 percent have incomplete college education. Respondents with a high school diploma or its equivalent represent 13 percent, while 6 percent have a technical certificate or equivalent.

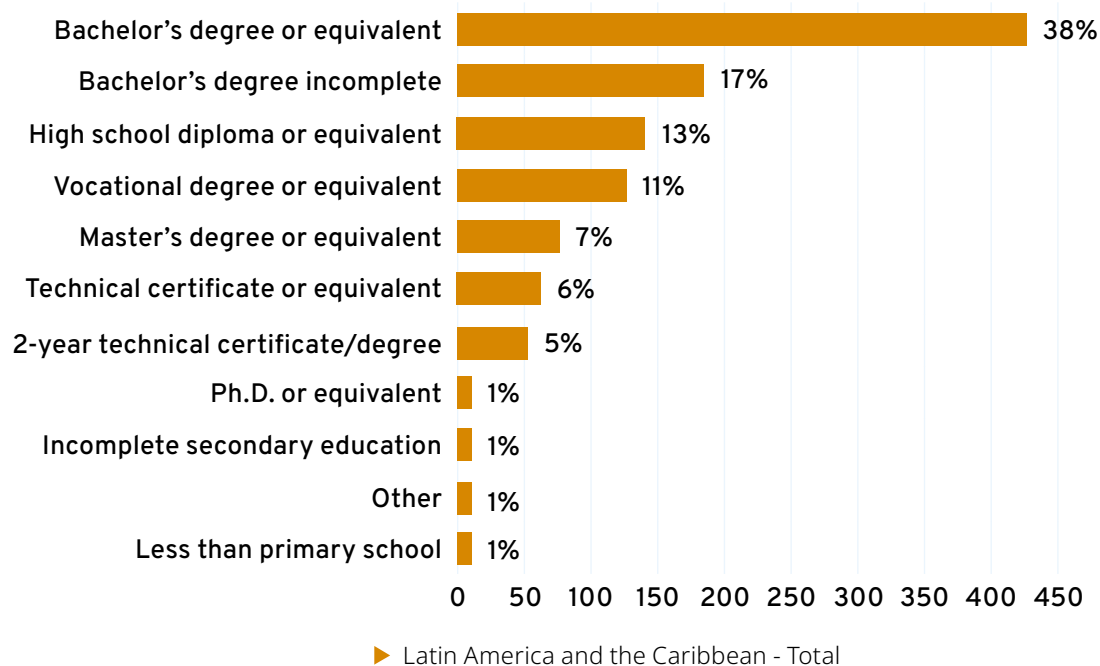
These numbers are in line with other studies indicating that the level of formal education is higher for web-based platform workers compared to the general workforce (ILO 2021; ILO 2024a; Madariaga *et al.* 2019; Brancati *et al.* 2020)³⁰. Importantly, this group of workers on web-based digital platforms has a different level of qualification than the group of workers on location-based digital platforms. For example, global survey data reports that the proportion of college-educated workers is 25 percent for all workers overall and, for location-based platform workers, it is 21 percent.

For web-based platform workers, the proportion rises to 63 percent (ILO 2024a). However, it is important to note that these findings differ with the results of the report conducted with global data from the World Bank (Datta *et al.* 2023), which suggests that 70 percent of web-based digital platform workers do not have tertiary or university education.

³⁰ In the context of the region, it is important to consider other studies to better understand the reasons that lead these relatively more skilled workers to choose to work on digital platforms. ILO (2023) reports that, in 2022, the share of the workforce with advanced education was 22.1 percent for Latin America.

Thus, for LAC, the results of this study suggest that workers surveyed from web-based digital platforms have a considerably higher educational level than workers in general and workers from location-based platforms. The higher educational level among web-based platform workers can probably be explained, in part, by the nature of the tasks available, which require higher qualifications, and by the type of occupation they tend to perform.

Figure 4
Educational level of platform workers (percentages)



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Table 4 supports the idea that online platform work is a more recent phenomenon for the LAC region compared to developed countries³¹. The median year of entry is 2020, meaning that 50 percent of workers entered this type of work as of 2020, although there are some cases of workers who had their first experience around 2000. Therefore, the expansion of the platform economy in LAC is verified around 2020, which coincides with the COVID-19 pandemic, in which a significant number of people lost their jobs and needed an alternative income.

31 In developed countries, the initial expansion of the platform economy is linked to the economic crisis that began in 2008 (Schmidt 2017; ILO 2022) while, in LAC, the phenomenon of digital platforms is more recent and its expansion is verified around 2015, which coincides with the end of the cycle of high *commodity* prices and later with the pandemic by COVID-19 in 2020 (Madariaga *et al.*, 2019; ECLAC, 2021).

Table 4
Seniority of employees, by type of platform

Platform	First year	Median	Average
<i>Competitive programming</i>	2015	2020	2019
<i>Crowdwork</i>	2000	2020	2019
<i>Free competition work</i>	2000	2020	2019
<i>Online freelance work</i>	1999	2020	2019

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

2.4. Migration

Working on digital platforms is one avenue that provides an opportunity for migrants to access the labour market. On web-based digital task platforms, the ILO's 2021 report used global data and revealed that, of those working on *freelance* platforms, 17 percent are migrant workers. Their proportion is higher in developed countries, with 38 percent, compared to developing countries, with 7 percent.

However, for LAC, the available data on migration is mostly for location-based platform work. For example, ILO (2021) shows that in Argentina and Chile migrants account for more than 70 percent of *delivery* platform workers. Madariaga *et al.* (2019) show that, in Argentina, migrants³² account for 83.6 percent of delivery workers in Rappi and 65.7 percent in Glovo³³.

This study adds to the knowledge about migrants working specifically on web-based digital platforms in LAC. Of the workers who responded to the survey, 89 workers (about 8 percent of respondents) reported being migrants³⁴. Table 5 shows that the majority of migrant digital platform workers come from Venezuela, representing 49 percent of all migrants. Other significant countries of birth include Argentina and Colombia, with 6 and 7 percent, respectively³⁵.

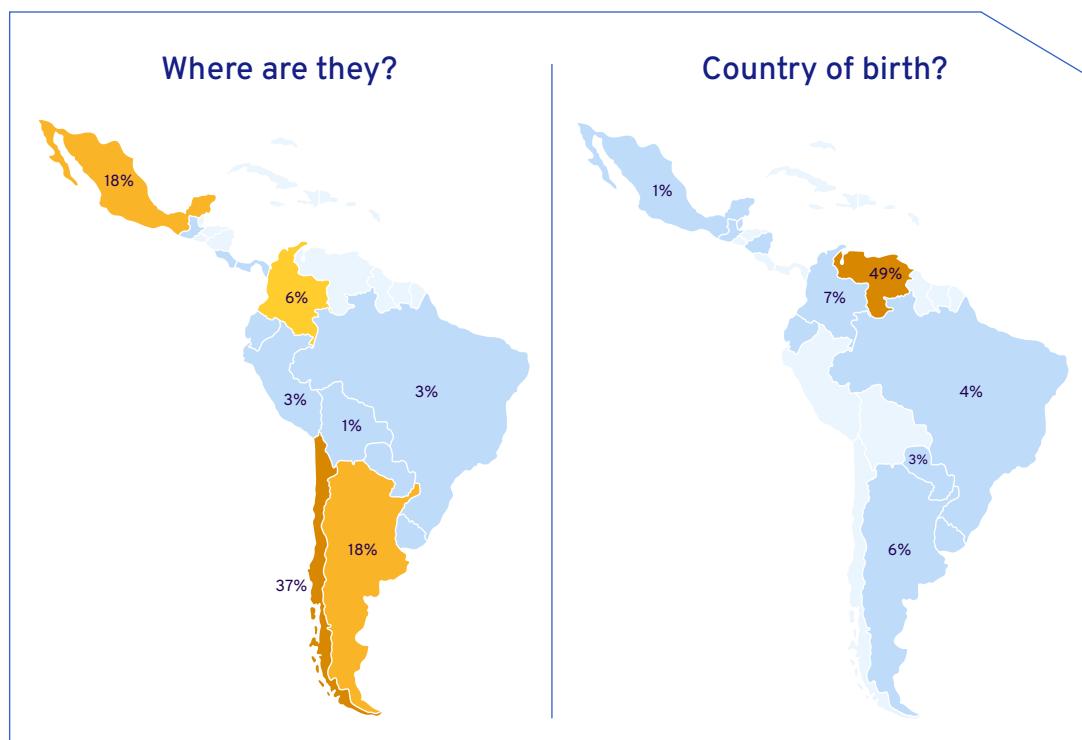
32 Data indicate that people from Venezuela predominate with 80 percent of migrants in the data (Madariaga *et al.* 2019). For the European Union, Brancati *et al.* (2020) indicate that the proportion of foreign-born respondents is more than double among platform workers compared to the general population, with a percentage of up to 16.3 percent for marginal platform workers.

33 Since 2020, Glovo ceased operations in Argentina, after being acquired by another location-based digital home delivery platform.

34 The migrant population from Venezuela in Latin America and the Caribbean represents about 1 percent of the region's population (R4V 2024).

35 Other significant countries of birth include the United States and Canada, with 15 and 7 percent of immigrants coming from other locations outside LAC, respectively.

Figure 5
Migrants



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024)

Figure 5 also indicates where the surveyed digital platform workers are located. The majority of migrant digital platform workers are located in Chile, which is home to 37 percent of them. Mexico and Argentina follow in representation, with 18 percent of migrants each. Other countries with a significant presence of migrant workers are Colombia with 6 percent, Ecuador with 4 percent, and Peru and Brazil, both with 3 percent each. These data highlight the concentration of the migrants' place of birth and a relative dispersion in the workplaces of the migrant population.

The main motivation for migration among respondents is family reunification, accounting for 32.6 percent of the total (Table 5). Economic hardship is the second most common motivation, accounting for 20.2 percent of respondents. Job search is also a significant reason, accounting for 13.5 percent of the total. Other motivations include migration for a job contract, mentioned by 11.2 percent of respondents, and the desire to further studies or obtain a new career, which is the reason for 7.9 percent of respondents.

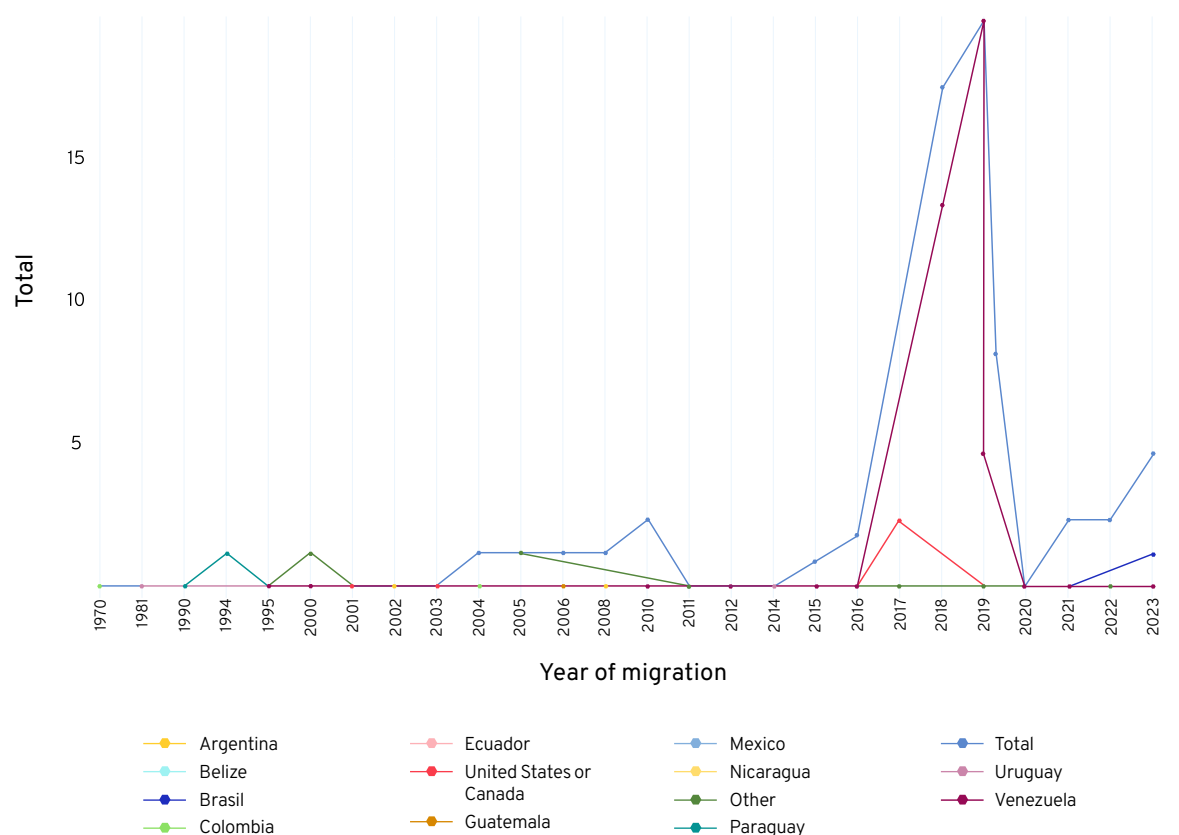
Table 5
What is the main motivation for your migration?

Motivation for migration	Total	%
Family reunification	29	32,6
Economic hardship	18	20,2
Job search	12	13,5
Other	13	14,6
By employment contract	10	11,2
Further studies/getting a new career	7	7,9
	89	100

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Finally, Figure 6 shows that the migration flow of workers responding to this survey peaked between 2017 and 2019³⁶.

Figure 6
Year of migration



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

36 This period coincides with a large exodus of people from the Bolivarian Republic of Venezuela, as indicated by several studies (e.g. Peñaloza Pacheco 2022).

2.5. For whom do they work?

Work on digital platforms can transcend geographical boundaries. This creates even more challenges with respect to issues such as labour legislation, social security and economic competition. To get an initial idea about this in web-based platform work in LAC, this study asked workers if they knew in which country their clients were located, in case the client was not in the same country of residence. Just over half of the respondents (53 percent) reported that their clients are from another country, 33 percent said their clients are in the same country, and 14 percent did not know the location of their clients.

Table 6 shows the distribution of client by country when the client is from a country other than that of the residence of the worker. The results indicate a clear predominance of those located in the United States or Canada, with 79 percent of the total. Clients located in countries outside Latin America represent 10.8 percent. Thus, of the respondents who reported knowing the location of their clients, 90 percent work for clients outside the region. Within Latin America, Argentina and Mexico have the highest representation of clients that transcend geographic boundaries.

Table 6
In which country is your client located?

Client's country	Total	%
United States or Canada	459	79
Another outside Latin America	63	10,8
Argentina	13	2,2
Mexico	12	2,1
Another from Latin America	7	1,2
Colombia	5	0,9
Uruguay	3	0,5
Peru	4	0,7
Chile	5	0,9
Brazil	3	0,5
Ecuador	2	0,3
Venezuela	1	0,2
St. Vincent and the Grenadines	1	0,2 %
St. Lucia	1	0,2 %
El Salvador	1	0,2 %
Dominican Republic	1	0,2 %
Total	581	100%

Note: The prevalence of U.S. or Canadian clients may be related to the fact that the majority of responses are from English language based platforms (e.g. MTurk).

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

3. Motivations and labour situation



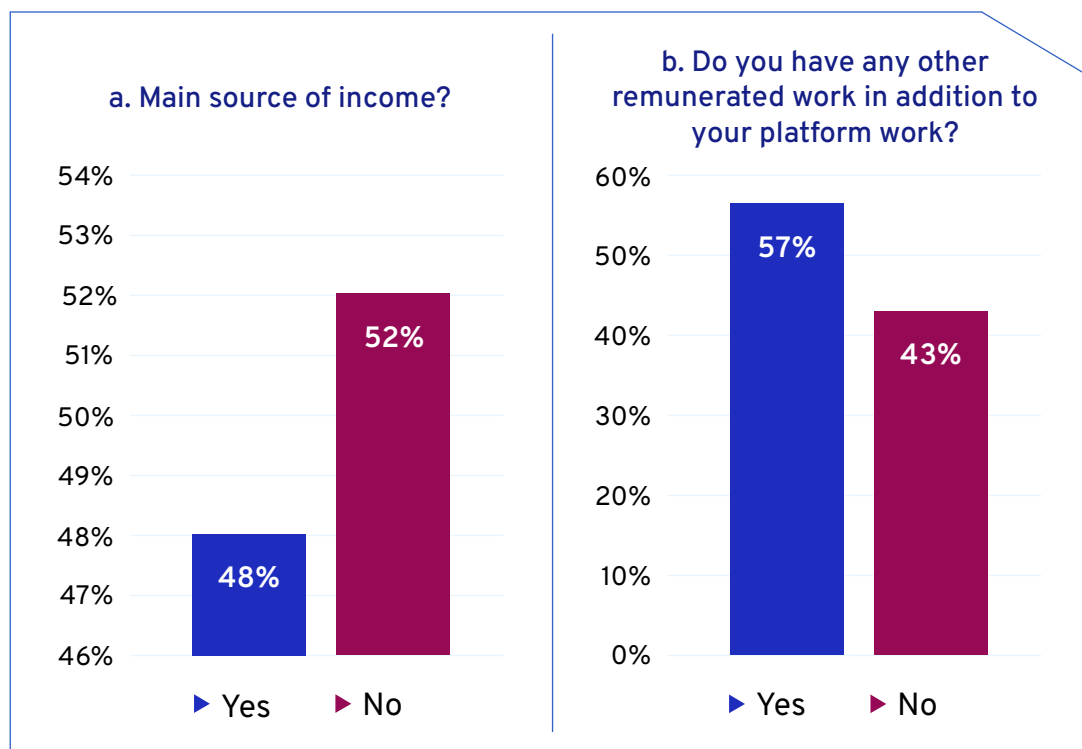
The survey asks about the motivations and employment status of workers to better understand the phenomenon of this type of digital platforms in the region. The majority of respondents, 52 percent, indicated that the platforms are not their primary means of income (Figure 7.a). This suggests that, for just over half of the participants, work on web-based digital platforms constitutes a secondary source of income, possibly complementing other more traditional or stable forms of employment.

The main reason workers opt for platform work is the preference for working from home, with 17.9 percent of responses indicating this option (Figure 8). In addition, the need to supplement income stands out, accounting for 16.6 percent of respondents' answers. Fifteen percent of workers value the freedom offered by this type of work, while 9.3 percent do so to gain experience and improve their skills. It is interesting to note that the most important reasons for working on platforms are consistent with the possibility of a secondary source of income. Other important reasons include that 7.3 percent of workers indicated that they have not been able to find another job, while 7 percent mentioned that the income is better on platforms. In addition, 5.2 percent noted the possibility of earning money while attending school, and 4.5 mentioned family responsibilities as an influencing factor.

The survey data present the holding of other paid work among the respondents. 57 percent indicated that they have another paid job, while 43 percent reported not having one (Figure 7.b). This is consistent with the findings that online platform work is not the main source of income for just over half of workers. At the same time, the data suggest that the majority of respondents are engaged in more than one job, which could reflect the need to supplement income or the search for better job opportunities. The results are consistent with the idea that work on digital platforms supplements income (Berg *et al.* 2018; ILO 2021; Datta *et al.* 2023)³⁷.

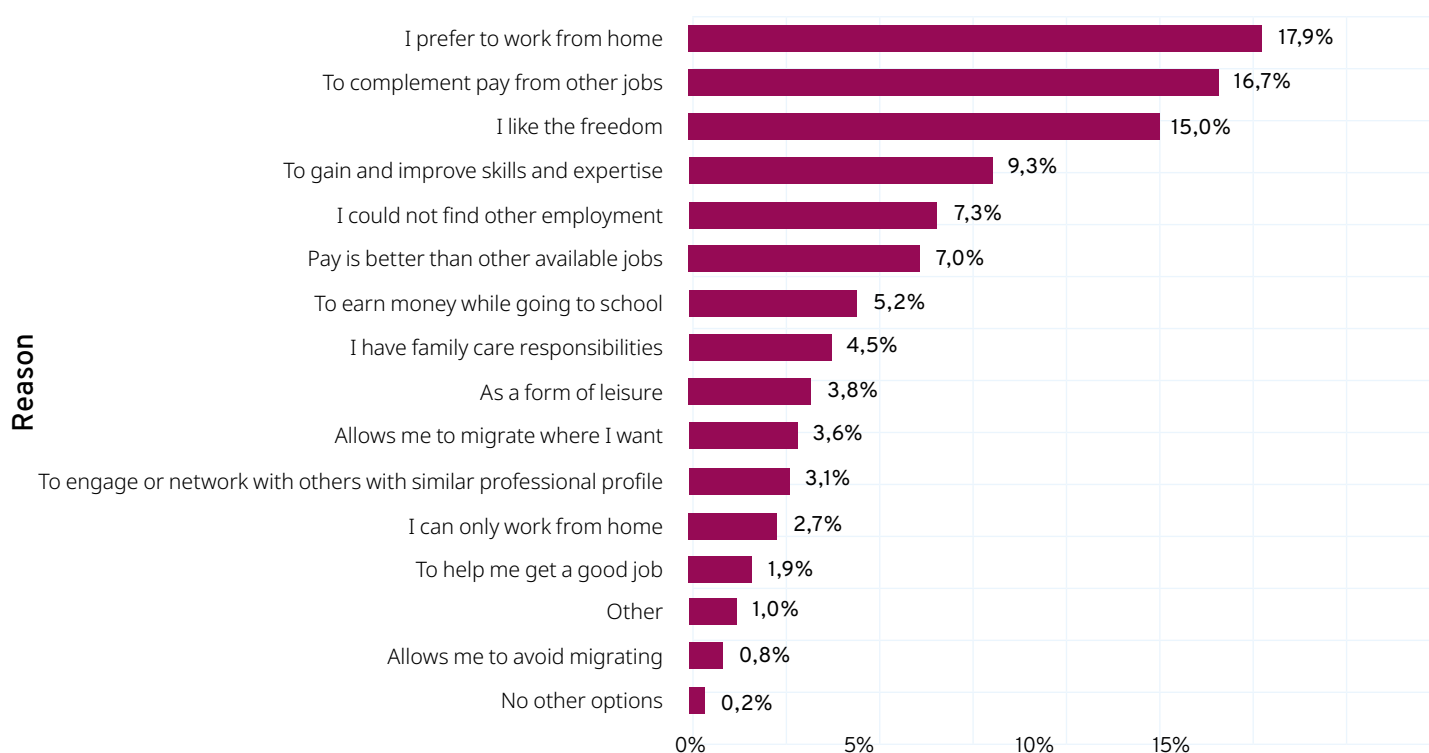
37 The World Bank (Datta *et al.* 2023) indicates that work on digital platforms is the secondary job for 40 percent of workers. Madariaga *et al.* (2019) indicate, in a study on Argentina, that work on digital platforms is secondary for 75 percent of workers on online platforms such as [Freelancer](#) and [Workana](#).

Figure 7
Main source of income and other paid work



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

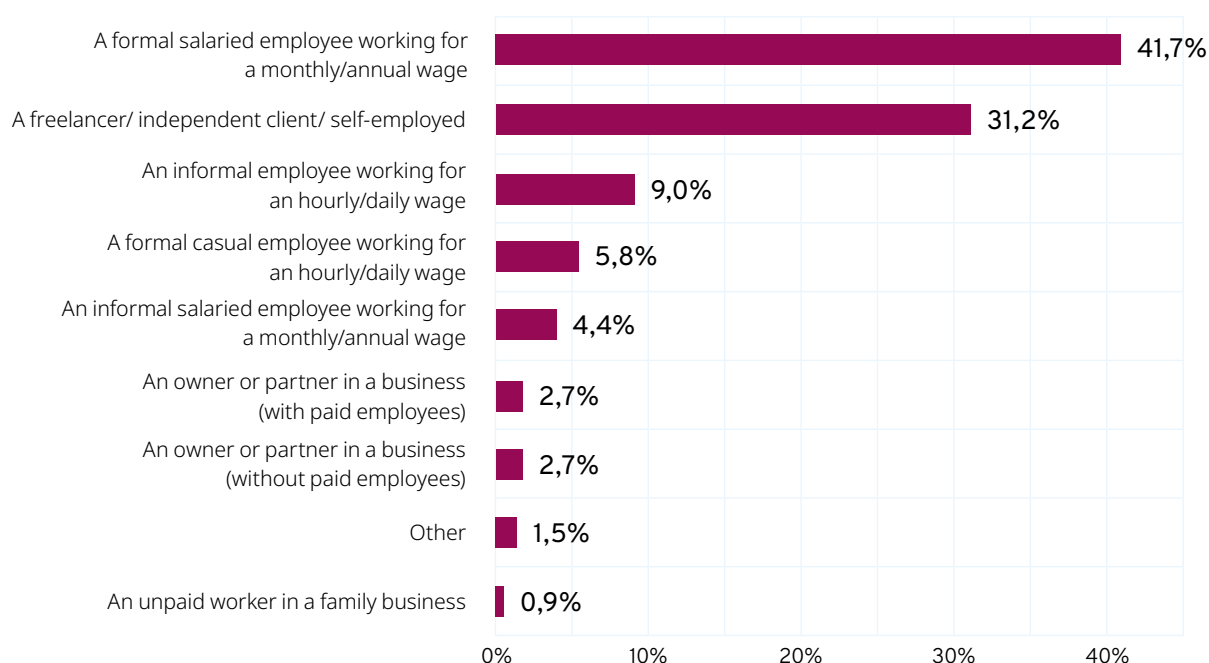
Figure 8
Most important reason why you work on platforms



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Figure 9 presents a detailed view of the nature of respondents' additional paid jobs, classifying their roles and types of work. Some 41.7 percent of respondents identify themselves as formally employed with monthly or annual salaries, indicating stability and regularity in their income. Additionally, 5.8 percent are casual formal employees, receiving hourly or daily pay. Together, 47.5 percent of respondents who have additional jobs outside of the platforms considered themselves as formal workers. This group is followed by independent workers, who account for 31.2 percent of the total, indicating a considerable trend toward self-employment and labour flexibility, this number is in line with the status classification in developing countries such as South Africa, in which 30 percent of platform workers indicate that they are independent workers (Datta *et al.* 2023)³⁸. A smaller percentage of respondents (13 percent) answered that they are in informal employment, with 9 percent working on an hourly or daily basis, and 4.4 receiving a monthly or annual salary. These figures highlight the diversity of work arrangements and the significant presence of traditional and non-traditional jobs among respondents, possibly reflecting adaptation to labour market conditions and the search for different sources of income. It is interesting to note that respondents who consider themselves business owners or partners (with or without employees) total 5.5 percent, suggesting that a minority of workers on this type of platform are entrepreneurs.

Figure 9
What best describes your role in your other job?



Source: Prepared by the authors with data from the ILO Regional Office for Latin America and the Caribbean Survey on Digital Platform Workers (2023/2024).

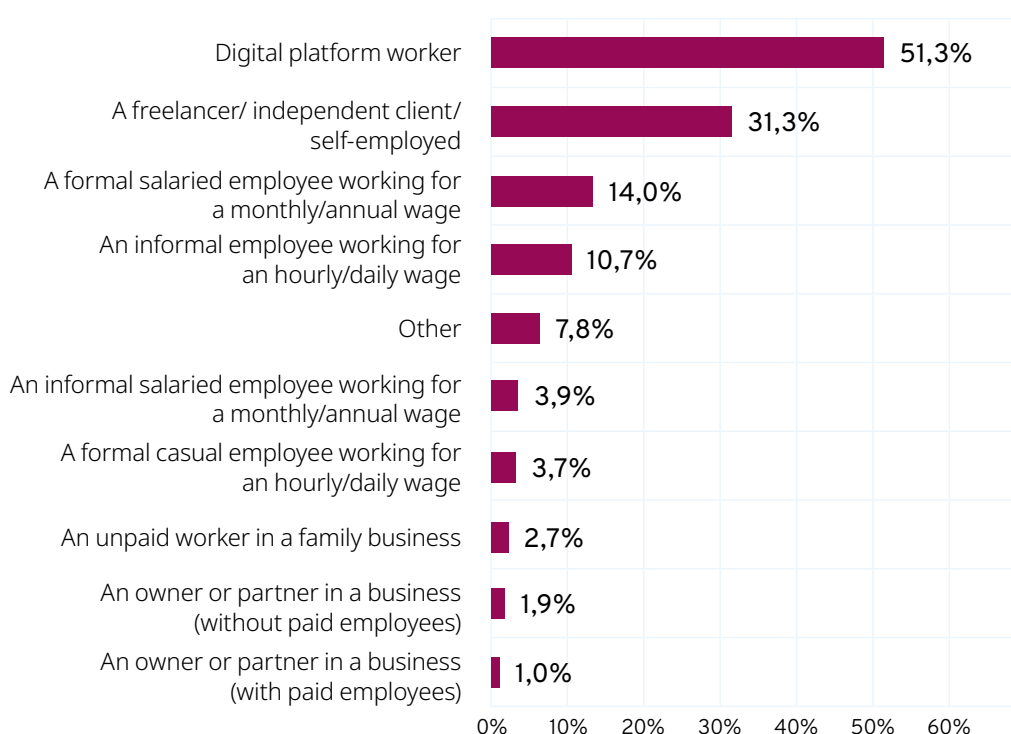
38 Madariaga *et al.* (2019), in a study for Argentina with online and location-based digital platform workers, indicate that the self-employed modality prevails within the platforms. This suggests that platform workers who have no other formal occupation have few labour rights.

Graph 9 provides information on the status and roles of respondents in their other paid jobs in addition to working on web-based digital platforms. However, Figure 10 considers the status of respondents who are exclusively engaged in working on digital platforms. Figure 10.a, which includes information on respondents who work exclusively with digital platforms, reveals that only 14 percent identify themselves as formally employed with monthly or annual income, while 3.7 percent consider themselves to be formally employed on a casual basis, with hourly or daily payments. Therefore, in total, 17.7 percent of respondents who work exclusively on platforms consider themselves formal workers. These data reflect a significantly lower percentage of workers who identify themselves as formal among those who are exclusively engaged in work on digital platforms compared to respondents who have an additional job.

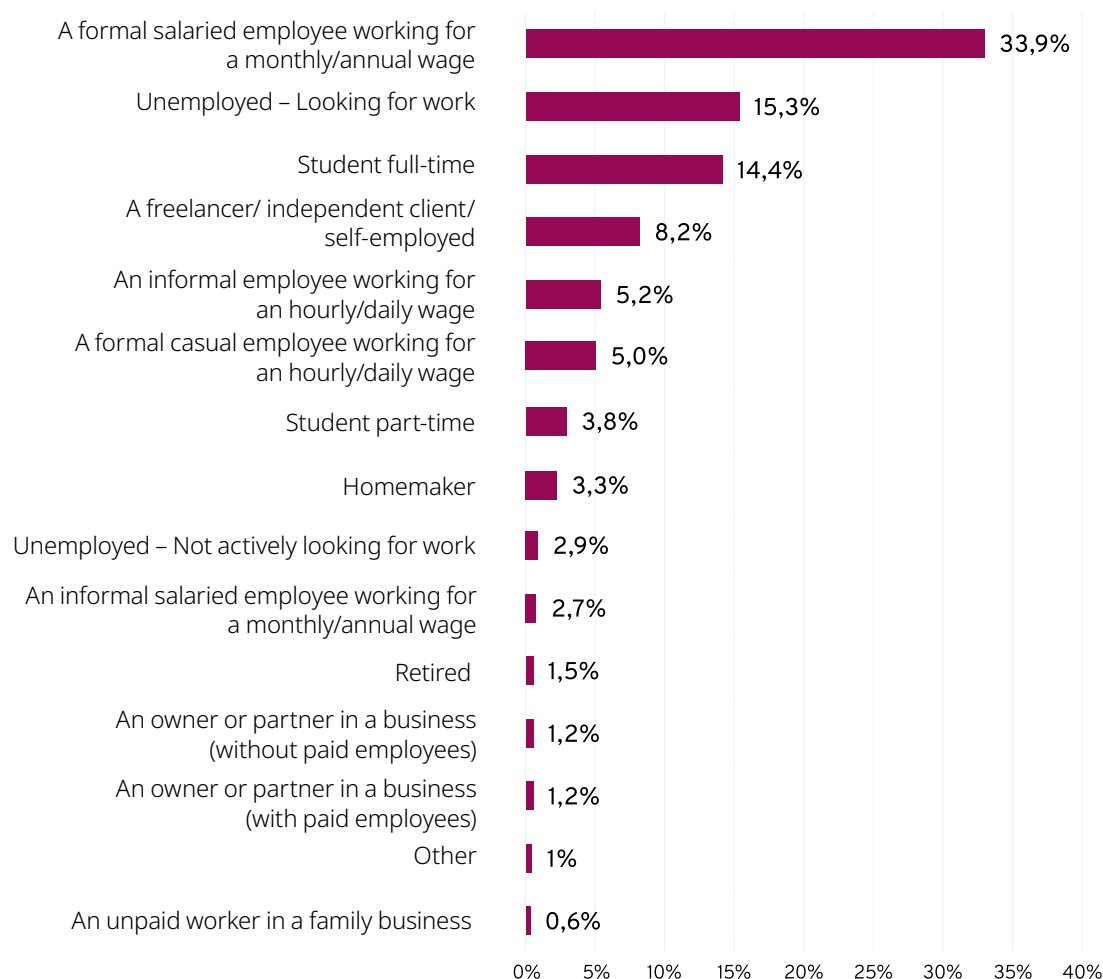
Figure 10

What best describes your role in your platform work and previous work?

a. What best describes your role in your digital platform work?



b. What best describes your situation 3 months prior to your first experience with working on digital platforms?



Note: Figure 10.a) is based on data from a question that accepts multiple responses. Graph 10.b) is based on data from a question that accepts a single response.

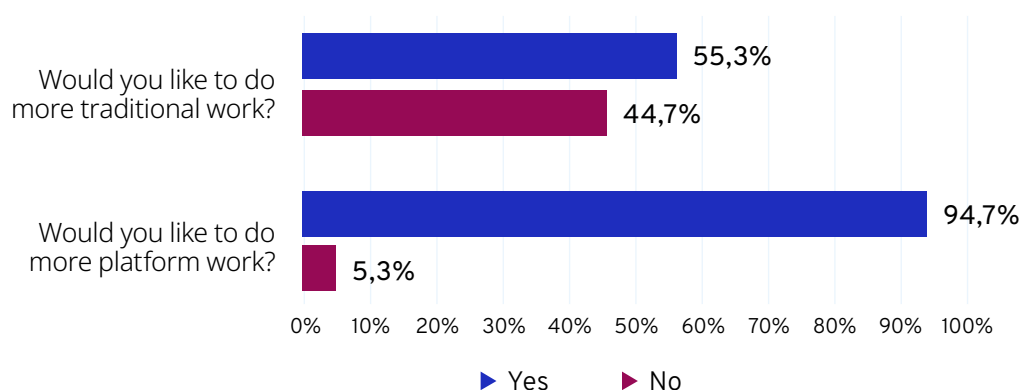
Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

This group of workers, dedicated exclusively to working on digital platforms, were also asked about their employment status up to three months before starting to work on these platforms. Figure 10.b reveals that 38.9 percent identified themselves as formal sector workers: 33.9 percent of them as monthly or annual wage workers, and 5 percent as hourly or daily wage employees. Thus, for this group of workers engaged exclusively in digital platform work, 38.9 percent identified themselves as formal before working on digital platforms, but this number dropped to 17.7 percent after starting platform work. This suggests that a significant share of workers migrating to work on digital platforms may be transitioning into informality³⁹.

39 This pattern is not observed for workers surveyed who have another job as shown in Figure A.2 in the appendix and reinforces the possibility of such a transition.

Figure 11 indicates that the majority of respondents express significant interest in doing more platform work, with 94.7 percent indicating that they would like to increase their participation in this type of work. On the other hand, when asked if they would like to do more regular work, 55.3 percent responded affirmatively, while 44.7 percent responded negatively.

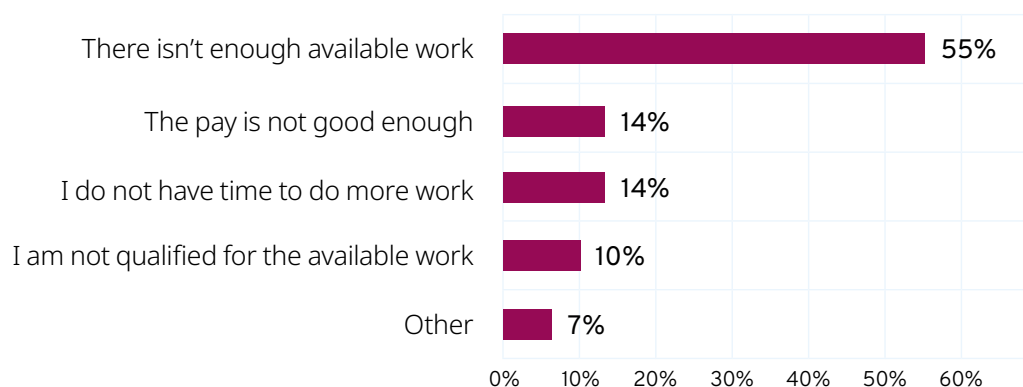
Figure 11
Would you like to do more platform work?



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Figure 12 indicates that the most important reason respondents do not work more on platforms is the lack of sufficient available work, with 55 percent indicating this reason. This suggests that the supply of workers on platforms exceeds the demand for these workers for the market in which respondents compete, leaving many workers with fewer work opportunities than they would like.

Figure 12
What is the most important reason that you are not currently doing more platform work?

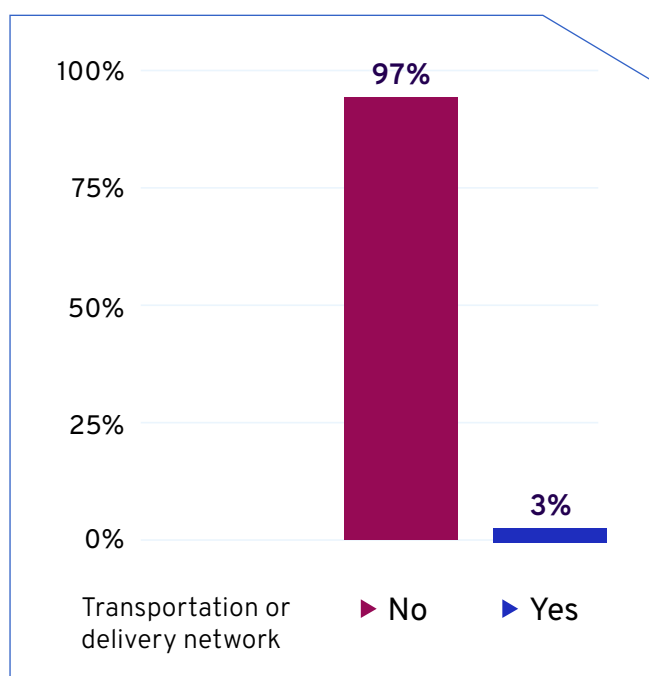


Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Finally, Figure 13 indicates that work on web-based digital platforms includes workers who are different from those on transportation or delivery platforms. Only 3 percent of workers responding to the survey for this report indicated that they had at some point performed work with transportation or delivery applications. These results highlight a clear trend toward low participation in jobs related to transportation or delivery networks among respondents. This suggests that workers on web-based digital platforms, in general, have a different profile and not the same as those working on location-based digital platforms.

Figure 13

**Do any of your other jobs involve transportation or delivery network platforms?
(examples: Uber, Cabify, Lyft, DiDi, Yango, InDrive, Rappi, iFoods, Loggi, Zipcar,
etc.)**



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

4. Income and workload

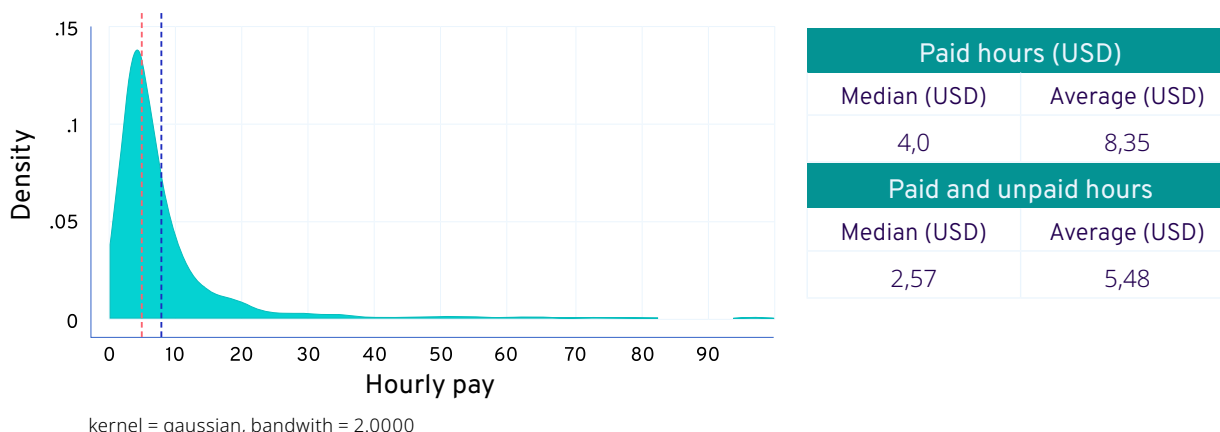


4.1. Income

The survey data provide information on the earnings of platform workers in the region in Figure 14. On average, a worker receives USD 8.35 per hour when only paid hours are considered. In addition, the median of paid hours is USD 4, which represents the hourly income of a «typical» worker located at the midpoint of the hourly pay distribution.

However, these figures do not include the time workers spend on job search and related administrative tasks. When considering this time as part of the job, a significant difference is observed: the average pay is USD 5.48 and median is USD 2.57, respectively⁴⁰. The level of hourly pay of respondents in the region is in line with the average found in other studies⁴¹.

Figure 14
Hourly pay for platform jobs
(paid and unpaid hour)



Note: Data trimmed to 1 and 99 percent to reduce the impact of outliers. Graph reports probability density estimates.

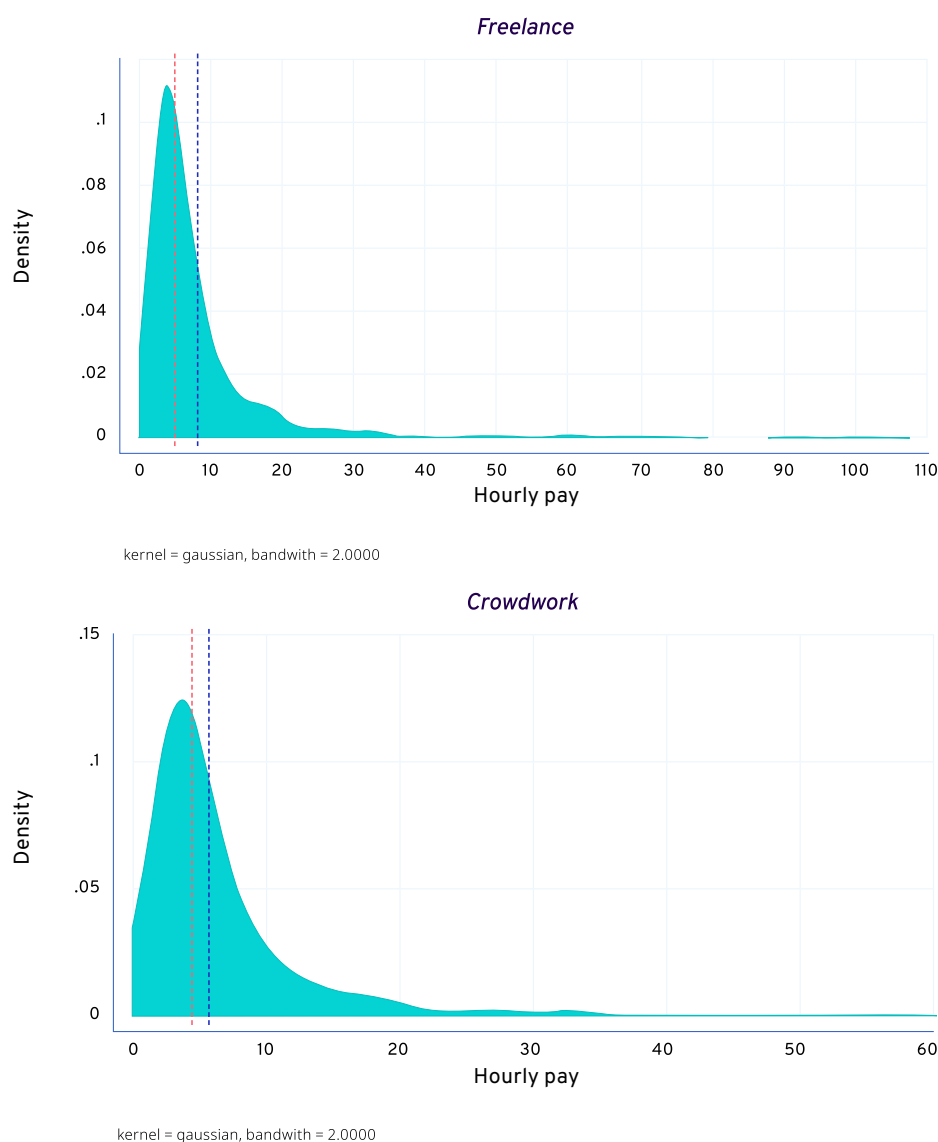
Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

40 The ratio between the average hourly pay considering paid hour and unpaid hour, and the pay when considering only paid hours, is around 66 percent. This ratio is similar to that reported by Berg *et al.* (2018) of 72 percent, based on a global survey. This ratio, when using the median pay, is 64 percent.

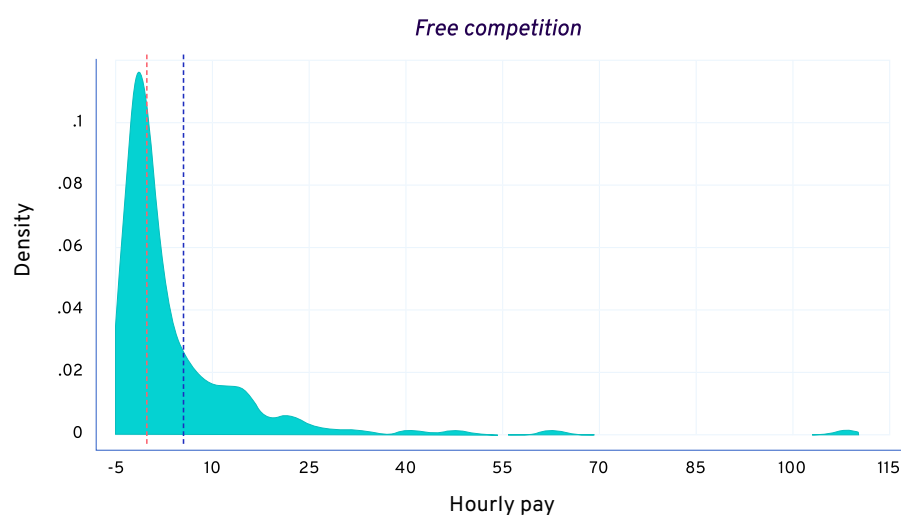
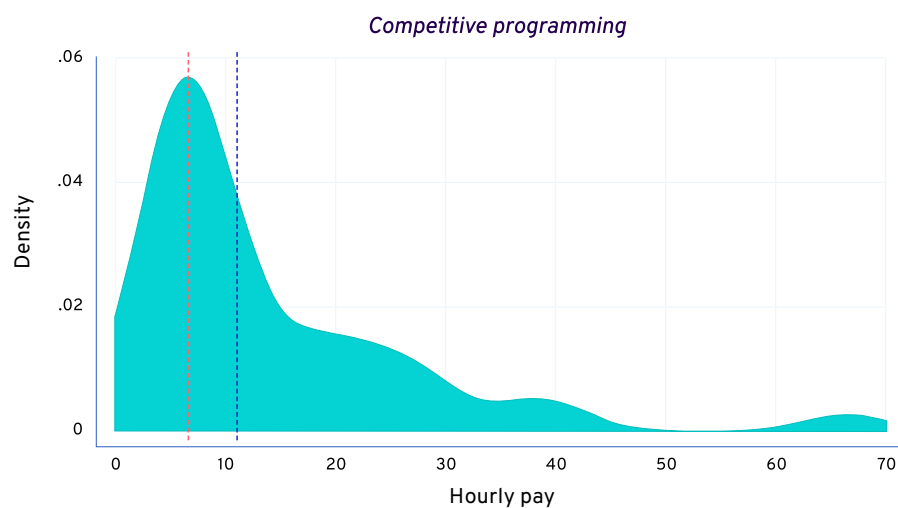
41 A meta-analysis of hourly income in *crowdwork* worldwide suggests an average hourly pay of between USD 4.35 and USD 6.38 in updated values for March 2024 (original nominal values for 2021 were USD 3.78 and USD 5.55 according to Hornuf and Vrankar [2022]). Berg *et al.* (2018) indicate an average hourly income of USD 5.65 in updated values (original nominal values for 2017 were USD 4.43). Brancati *et al.* (2020) indicate a higher average hourly pay for the European Union (in this survey it is not possible to differentiate paid and unpaid hour). This is evident when compared to paid hours, between USD 9.97 and USD 32.75, in updated values for March 2024 (the original nominal values for 2018 were between € 7 [USD 8.02] for microtasks and € 23 [USD 26.34] for software development). Nominal values were obtained from: [CPI Inflation Calculator](#). Exchange rate were obtained from: [Currency converter](#) | [ECB Data Portal](#). The payment differential between countries can influence cross-border work as shown in Table 5.

Figure 15 shows the distribution of hourly pay considering paid and unpaid hours for each type of platform work⁴². The density curves relative to each category are similar, indicating similarity in the distribution of payments. However, there are differences in the average and median pay indicated by the dotted lines. In the *online freelance* category, the average hourly pay is USD 6.58 and the median is USD 3.17. For *crowdwork*, the average is USD 4.78 per hour and the median is USD 2.50. In *online free competition*, the average is USD 7.58 per hour and the median is USD 2.85. Finally, in *competitive programming*, the average is USD 10.69 and the median is USD 4.55, indicating disparity in hourly pay between the different categories of platform work.

Figure 15
Hourly pay by type of work on platforms
(paid hour and unpaid hour)



⁴² Regarding the payment of taxes for work on digital platforms, we asked workers if they pay income taxes for the work they perform on these platforms. The majority responded that they do not pay taxes. In Argentina, Brazil, Colombia and Mexico, these proportions are 70, 75, 77 and 64 percent, respectively. These figures could be underestimated, as workers may have reported the condition of paying taxes for their primary and formal jobs. Either way, the data indicate that the vast majority of respondents do not pay taxes on their income from jobs on digital platforms.



	Paid and unpaid hours	
	Median (USD)	Average (USD)
<i>Online freelance</i>	3,17	6,58
<i>Crowdwork</i>	2,50	4,78
<i>Free competition</i>	2,85	7,58
<i>Competitive programming</i>	4,55	10,69

Note: Data trimmed to 1 and 99 percent to reduce the impact of outliers.

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

The survey revealed that 57 percent of participants have other paid work; thus, work on digital platforms supplements income for this group of respondents (see Figure 7). Table 7 complements the previous graph and presents hourly earnings for platform jobs and non-platform jobs. For respondents, the hourly income on platforms is lower than the hourly income for traditional jobs. On average, a worker with two simultaneous jobs (one on-platform and one off-platform) receives on average USD 10.50 per hour in the traditional job and USD 5.72 per hour in the digital platform job.

Table 7 indicates that, in all categories of platform work, the average and median hourly income is lower than the average and median hourly income in non-platform jobs. In the case of *freelance* workers, the median hourly pay outside the platforms is USD 5.0; for *crowdwork* jobs, it is USD 4.30; for *free competition work*, it is USD 4.23; and, for *competitive programming*, it is USD 5.87. This indicates that, for the 57 percent of respondents who have another job besides working on digital platforms, off-platform work is their highest paying job⁴³.

Table 7
Hourly pay for platform work vs. traditional
(paid hour and unpaid hour)

	Traditional work (current)		Platform work	
	Median (USD)	Average (USD)	Median (USD)	Average (USD)
General	4,5	10,50	2,75	5,72
Online Freelance	5,0	11,74	3,20	6,87
Crowdwork	4,30	9,47	2,50	5,19
Free Competition	4,23	14,50	2,64	5,58
Competitive Programming	5,87	11,28	4,39	7,83

Note: Table A.4 in Appendix 1 presents detailed numbers for hourly pay.

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Table 8 presents an analysis of median hourly pay by educational level of respondents and indicates a positive rate of return to education in the labour market on web-based digital platforms. The results indicate a clear trend of increasing pay for a «typical» worker, indicated by the median, as education level increases. Workers with PhDs receive the highest «typical» pay, at USD 7.06 USD per hour. On the other hand, those with lower levels of education, such as incomplete high school, receive USD 1.16 per hour. This disparity indicates that there is a correlation between education and pay in the digital labour market as well.

43 Table A.4 in Annex 1 presents hourly pay data for respondents working exclusively on digital platforms.

Table 8
Hourly pay and education level

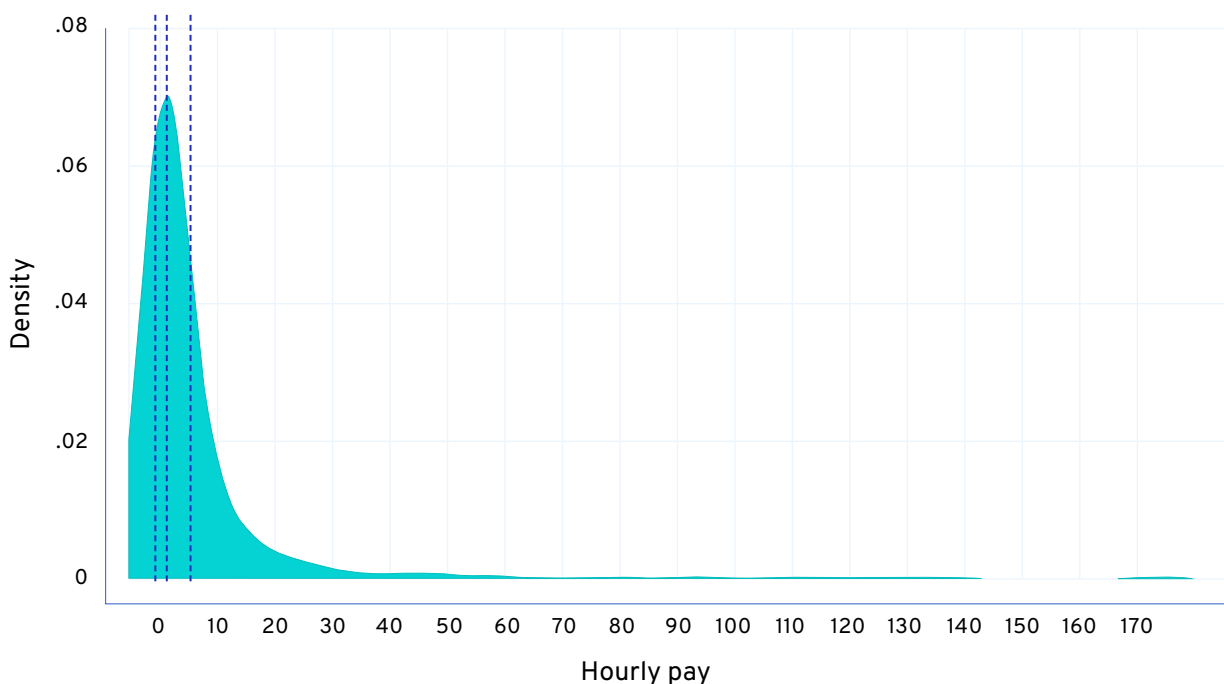
Education	Median payment for education (USD)	Average payment for education (USD)	No.
Doctorate or equivalent	7,06	11,53	13
Professional degree or equivalent	2,86	6,65	112
Master's degree or equivalent	2,65	4,90	81
Bachelor's degree or equivalent	2,88	5,85	387
Associate's degree/2-year degree	4,80	8,75	45
High school diploma or equivalent	1,74	3,25	131
Incomplete bachelor's degree	2,31	4,67	169
Incomplete high school	1,16	2,30	12
Technical certificate or equivalent	2,75	6,56	59
Less than school	1,04	2,79	6
Another	1,48	1,53	8

Note: Data trimmed to 1 and 99 percent to reduce the impact of outliers. Numbers should be interpreted more carefully in categories with a limited number of observations.

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

The survey results indicate that most digital platform workers have other work outside the platforms; therefore, it is important to explore their total income in more detail. Figure 16 shows the total hourly income, which includes income earned from both work performed on and off-line digital platforms.

Figure 16
Total income per hour (platform and traditional)



Platform	Quartile 1 (USD)	Quartile 2 (USD)	Quartile 3 (USD)	Average (USD)
All	1,82	3,89	7,51	7,81
Online Freelance work	1,75	3,70	7,48	7,11
Crowdwork	2,31	4,55	17,50	10,28
Free Competition work	1,67	3,58	8,23	9,38
Competitive programming	2,12	4,38	8,76	9,10

Note: Data trimmed to 1 and 99 percent to reduce the impact of outliers.

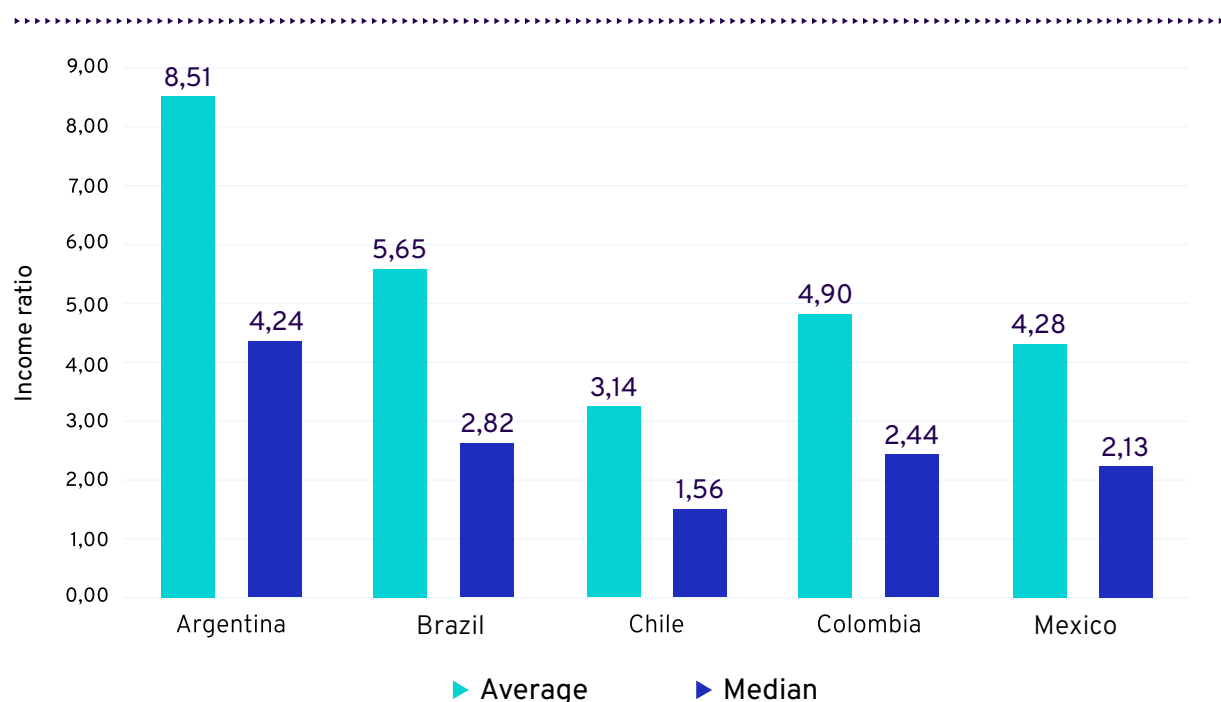
Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Overall, the median hourly income for digital platform workers is USD 3.89, which is considerably higher than the median income of USD 2.57 for activities carried out exclusively on platforms. The table in Figure 16 reveals that the total median hourly income varies across different categories of work on digital platforms. The total median earnings for *crowdwork* and *freelance*, categories that account for almost 90 percent of the workers surveyed, are USD 3.70 and USD 4.38 per hour, respectively. The total median hourly income for workers in competitive programming is USD 3.58 and, for those in *free competition*, the average is USD 4.55 per hour.

These data highlight the importance of considering both income earned on digital platforms and income from off-platform jobs to understand the full picture of these workers' earnings. Figure 17 shows the ratio between the income of surveyed digital platform workers and the national minimum wage for the five Latin American countries with the most respondents (see Table A.2 in Annex 1), indicating how many times the income of surveyed platform workers exceeds the national minimum wage⁴⁴. Considering the pay for the «typical» worker using the median, for all countries, the income of this group of workers is higher than the national minimum wage. For most countries, the total income of these surveyed workers is at least twice the minimum wage. Argentina has the highest ratios, with surveyed platform workers earning more than four times the national minimum wage⁴⁵. These data provide valuable insight into the relationship between digital platform workers' earnings and national minimum wages, highlighting that the total income for respondents is significantly higher than the national minimum wage for countries in the region.

Figure 17

Income ratio for platform workers/national minimum wage (all jobs)



Note: The source of minimum hourly wage data is SIALC - ILO (January 2024), based on official national data. For the calculation of the minimum hourly wage, 208 standard monthly working hours are used. Calculations may vary if country-specific rules on the number of hours worked are applied.

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

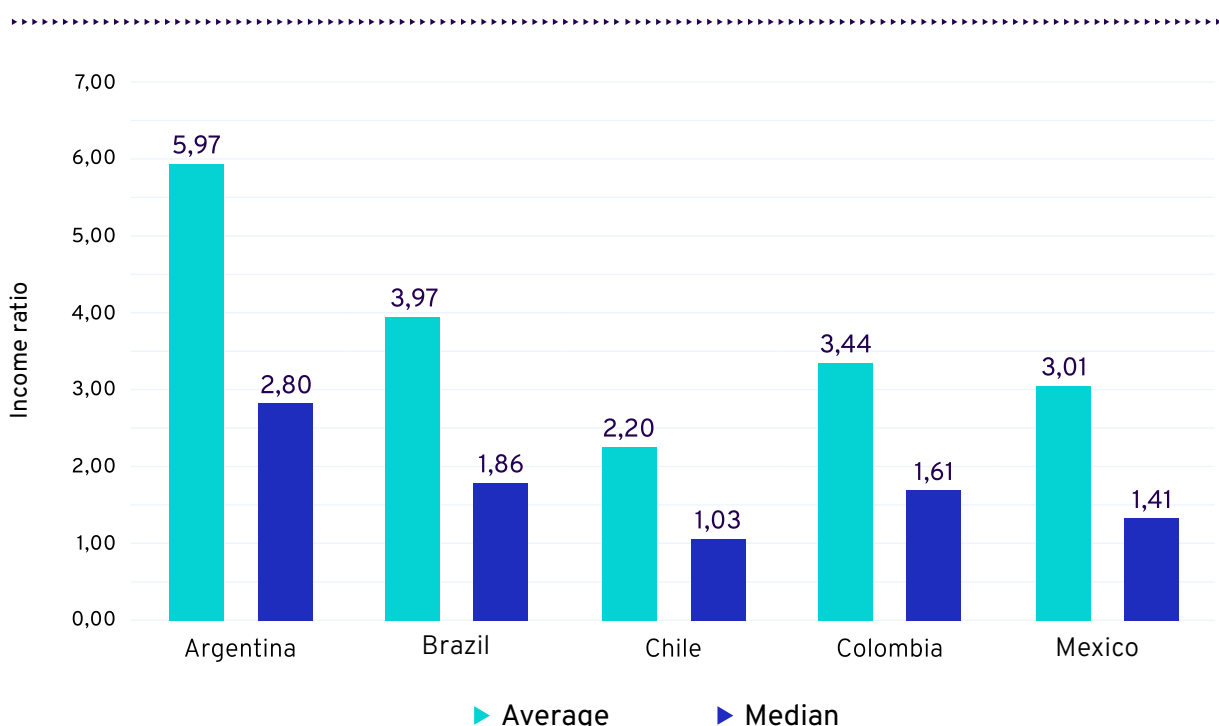
44 Data for the five countries with the most observations in the survey. However, we present a version of the same graph in the appendix in Figure A.3.a of Annex 1 for all surveyed countries for which we have standardized minimum wage data and verify a similar pattern. The data for countries with few survey observations need to be interpreted very cautiously in the context of a case study with few observations.

45 The data for Argentina should be interpreted with caution due to the inflation observed during the survey period, which may have an impact on the relative wage measurement.

However, the situation changes slightly when considering only the median income from digital platform work. Figure 18 shows the ratio between the median income of these surveyed workers and the national minimum wage for the same five Latin American countries⁴⁶. For all countries, the ratio between the income of surveyed digital platform workers and the national minimum wage is closer to one, compared to Figure 17 above, indicating that the income they earn from platforms is closer to the minimum wage⁴⁷. For Chile, for example, the hourly income earned on digital platforms alone is very close to the minimum wage. These data once again reveal the complementary nature of income for respondents. The fact that the hourly income earned in online digital platform work is closer to the national minimum wage is consistent with Berg *et al.* (2018), who indicate that a significant proportion of workers earn less than the local minimum wage in their digital platform employment⁴⁸.

Figure 18

Income ratio for platform workers/national minimum wage (income from working on web-based digital platforms for all respondents)



Note: The source of minimum hourly wage data is SIALC - ILO (January 2024), based on official national data. For the calculation of the minimum hourly wage, 208 standard monthly working hours are used. Calculations may vary if country-specific rules on the number of hours worked are applied.

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

⁴⁶ We present a version of the same graph in Annex 1, in Figure A.3.b, for all surveyed countries for which we have standardized minimum wage data and verify a similar pattern. However, it is necessary to interpret the data for countries with few survey observations with great caution in the context of a case study with few observations.

⁴⁷ Figure A.3.c in Annex 1 presents the results only for respondents working exclusively on digital platforms and these are similar.

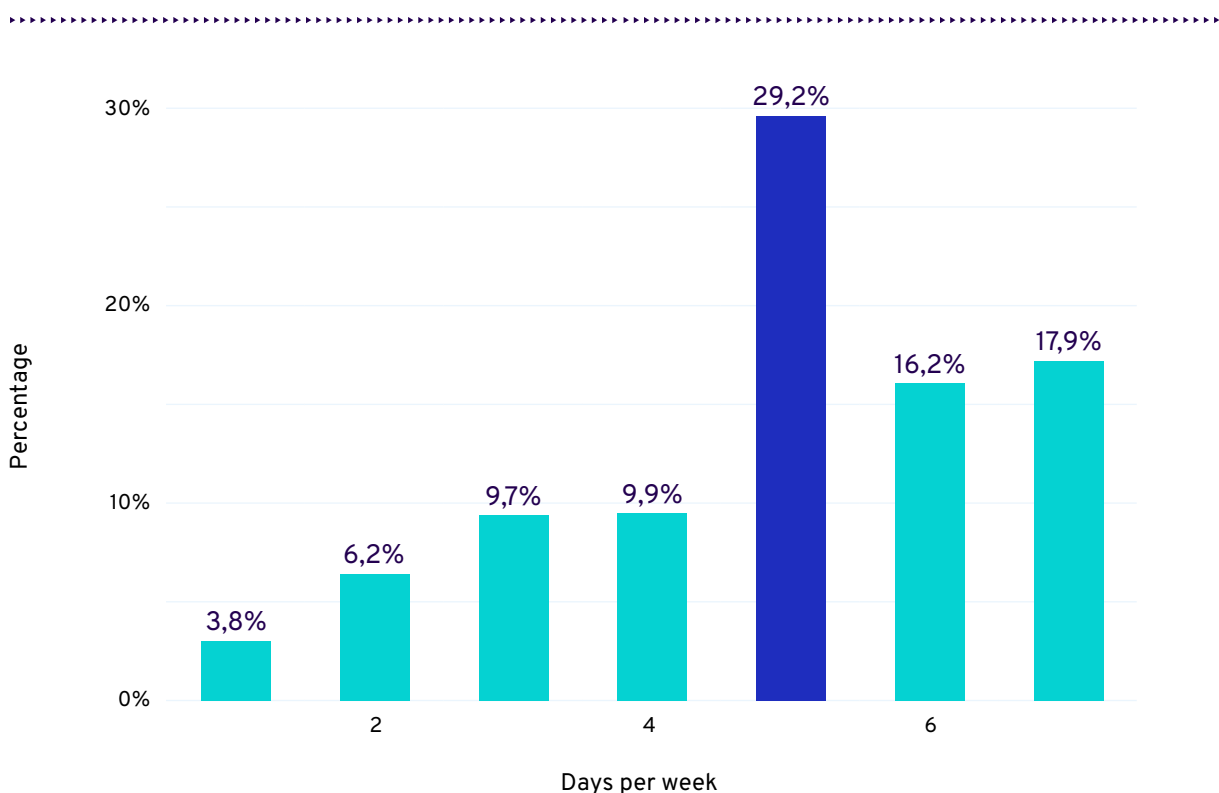
⁴⁸ Figure A.3 in Annex 1 presents cases where respondents' wages may be even lower than the national minimum wage.

4.2. Workload

Figure 19 shows the frequency with which people work on platforms during a week. The results indicate that the most common number of days worked among respondents is five per week, with 29 percent of them indicating that they work this number of days. A significant percentage, about 16 percent, work six days a week, while 18 percent work seven days a week. Thus, 36 percent work at least six days a week. These results indicate that a significant proportion of platform workers are following a work schedule close to the traditional workweek, however, a significant percentage indicated working more than six days a week⁴⁹.

Figure 19

How many days a week do you usually work on platforms?



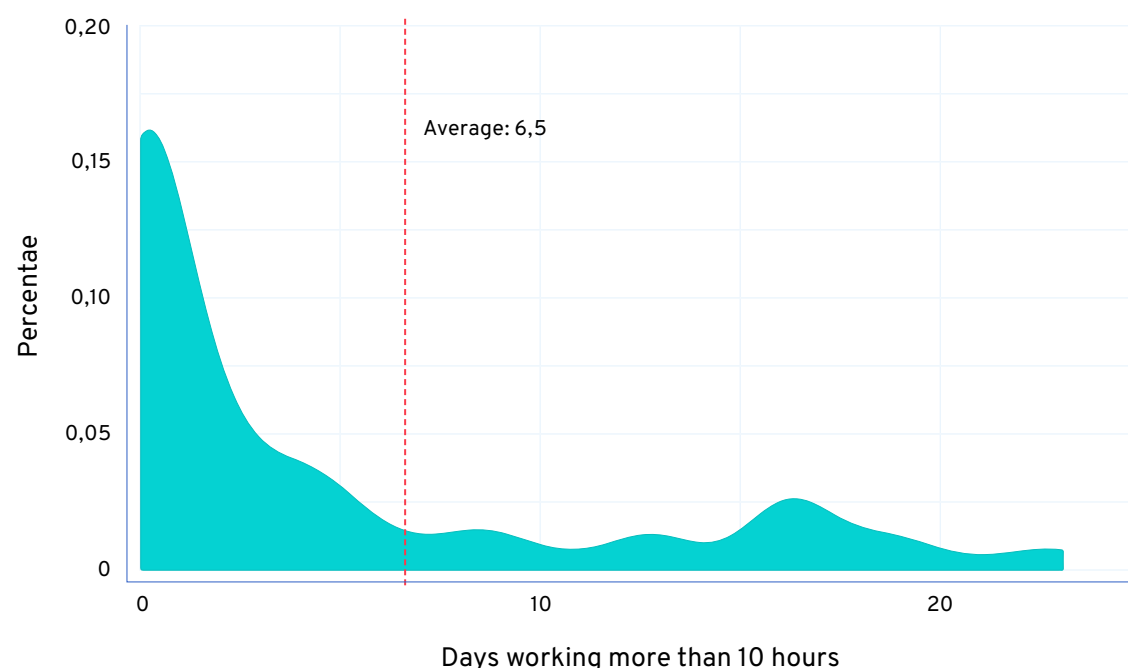
Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

⁴⁹ The percentage of workers reporting an atypical number of many days worked (at least 6 days a week) in the week is somewhat lower than that reported by ILO (2018) which indicates that 52 percent of respondents regularly work at least six days a week and 36 percent work seven days a week.

The flexibility and nature of this type of work mean that many platform workers not only work many days a week but also long hours, often at night. Figure 20 shows that the working day is at least 10 hours per day for approximately 6.5 days per month. The long tail of the distribution indicates that there are people working more than 10 hours a day, almost every day.

Figure 20

How many days last month did you work on a platform for more than 10?



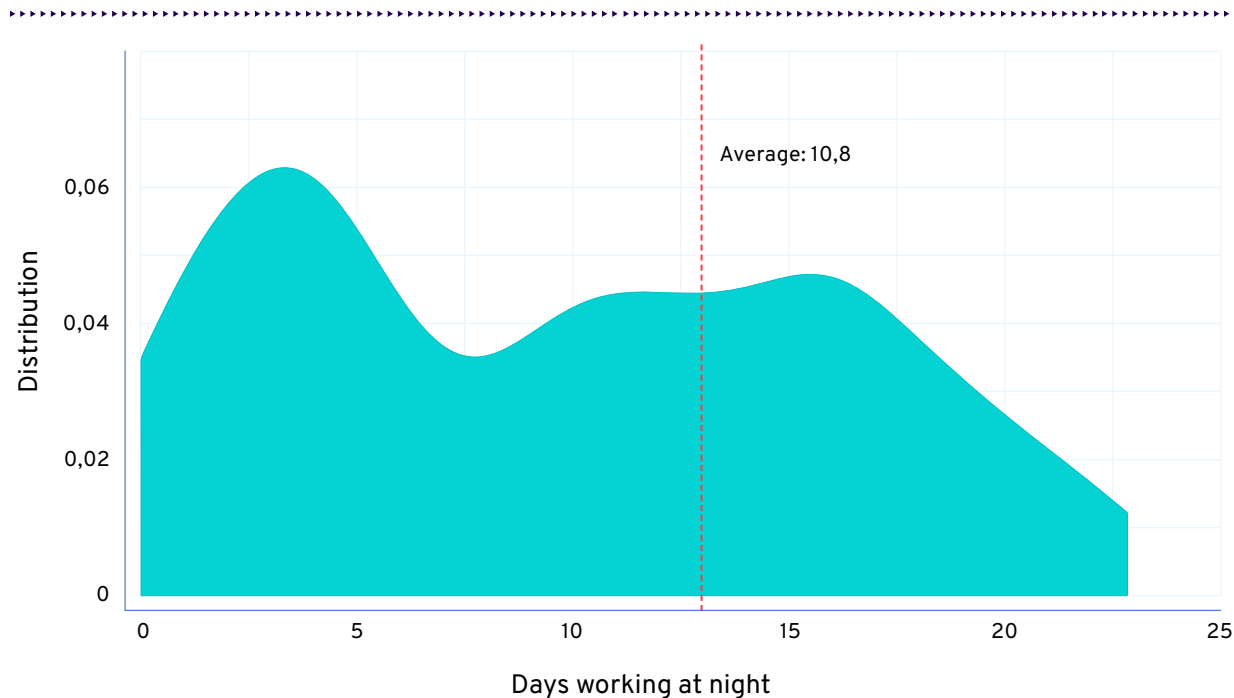
Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024)

In addition, Figure 21 shows the number of days per month that platform workers work at night, between 10 p.m. and 5 a.m. The average and median number of days worked at night for all platforms is almost 11 days per month. It can be observed that the distribution of days worked at night is bimodal with a maximum point between four and five days, and a lower point of around 16 days. This suggests that there are two profiles of platform workers: one that performs few night shifts (four to six per month) and another that works predominantly at night, performing 15 to 20 night shifts per month on average. Platform work at night may be related, in part, to workers' other work commitments, considering that 57 percent of the workers surveyed indicated that they have another job in addition to platform work⁵⁰.

50 This pattern of night work is also reported in ILO (2018), in which 43 percent of workers reported working at night

Figure 21

How many days per month do you work at night for at least two hours?

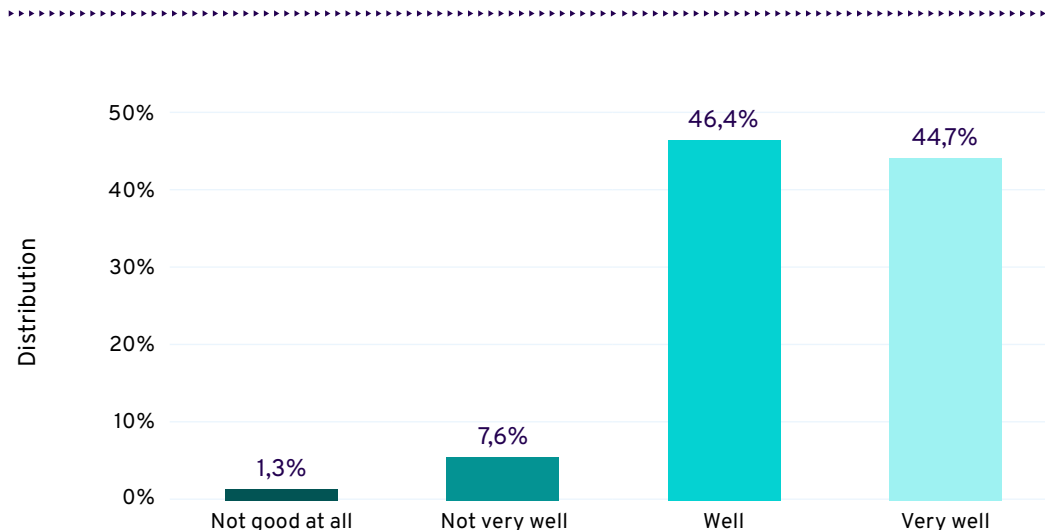


Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Figure 22 complements this information by showing that 44.7 percent of workers consider that their platform work hours fit «very well» cwith their family responsibilities or other commitments, while 46.4 percent rate them as «well». However, approximately 9 percent of respondents say their platform work schedules do not fit well with their family commitments or other responsibilities.

Figure 22

How do your platform working hours fit with your family or other commitments?



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024)

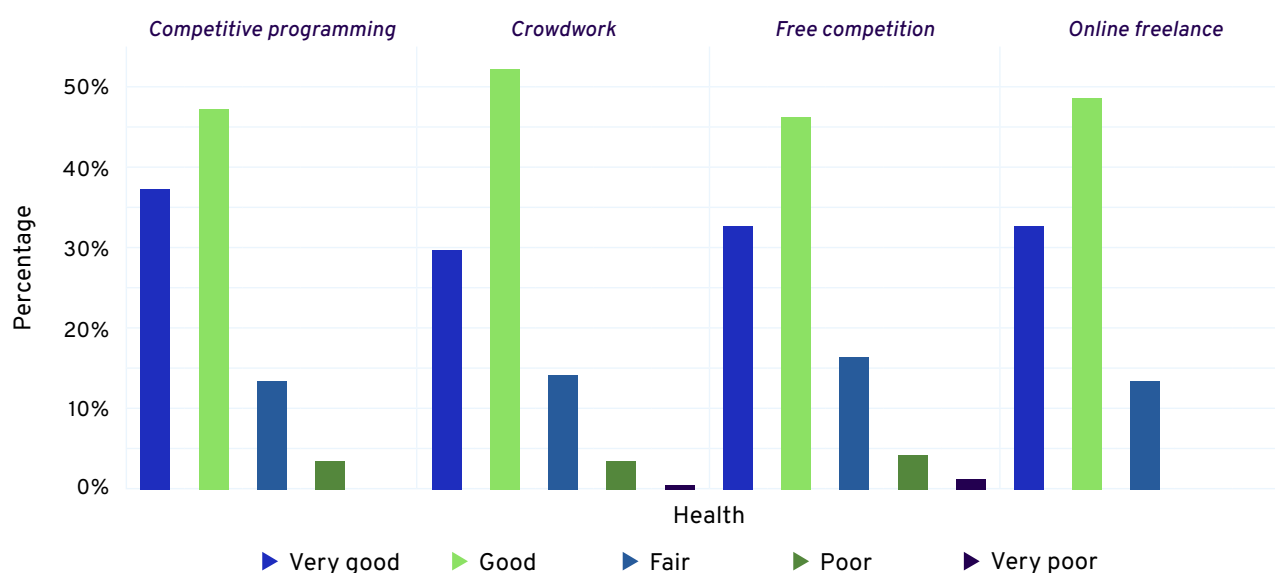
5. Health and social security



This study seeks to contribute to a better understanding of the health and safety aspects of work on web-based digital platforms in LAC, in a context of limited information, especially for this type of digital work where it is more difficult to locate workers. However, more data is crucial, as occupational health and safety aspects vary in different forms of work on digital platforms. This is supported by Nilsen and Kongsvik (2023), who compare work on location-based digital platforms (e.g. delivery) with web-based digital platform e.g. work (Information and Communication Technologies [ICT]), and by EU-OSHA (2023b), which highlights different strategies used by different types of digital labour platforms to prevent and manage risks.

Figure 23 shows the distribution of perception of health quality among platform workers surveyed for each type of digital platform work (*competitive programming*, *crowdwork*, *free competition* and *online freelance*). Overall, 30 to 40 percent say their health is «very good» and 45 to 55 percent say their health is «good». On the other hand, fewer than 20 percent report having «fair», «poor» or «very poor» health. Overall, platform workers overwhelmingly report “good” or “very good” health in all types of platform work considered in this study⁵¹.

Figure 23
How is your overall health?



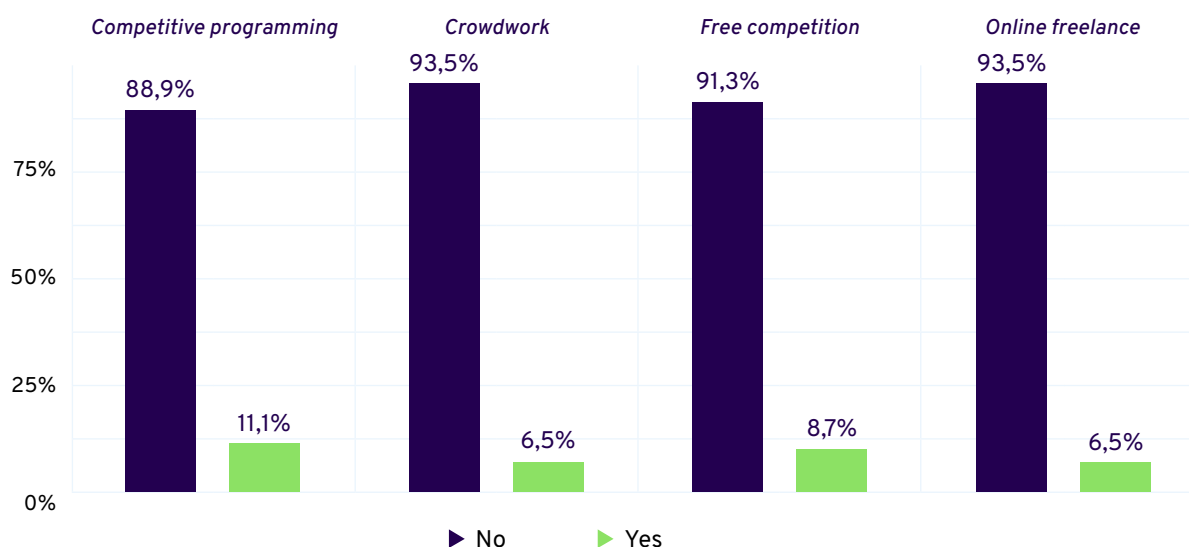
Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024)

⁵¹ *Competitive programming* has the highest percentage of «very good» responses (37,7 percent). The *crowdwork* class has the highest percentage of «good» responses (51,8 percent). In comparison, the class with the highest percentage of «poor» responses or «very poor» is that of *online freelance* work, accounting for 3,7 percent of total responses.

Surveyed workers also have a positive perception regarding how platform work affects workers' health. Figure 24 shows that, regardless of the category of web-based platform work, more than 90 percent of workers believe that their current work activities do not affect their health or safety.

Figure 24

Do you feel that working on platforms negatively affects your safety or health?



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024)

Respondents' perception of their health and the impact of web-based digital platform work on it may be related to the fact that the average age of these workers is around 30 years, which could influence their short-term perception of the impact of this work⁵².

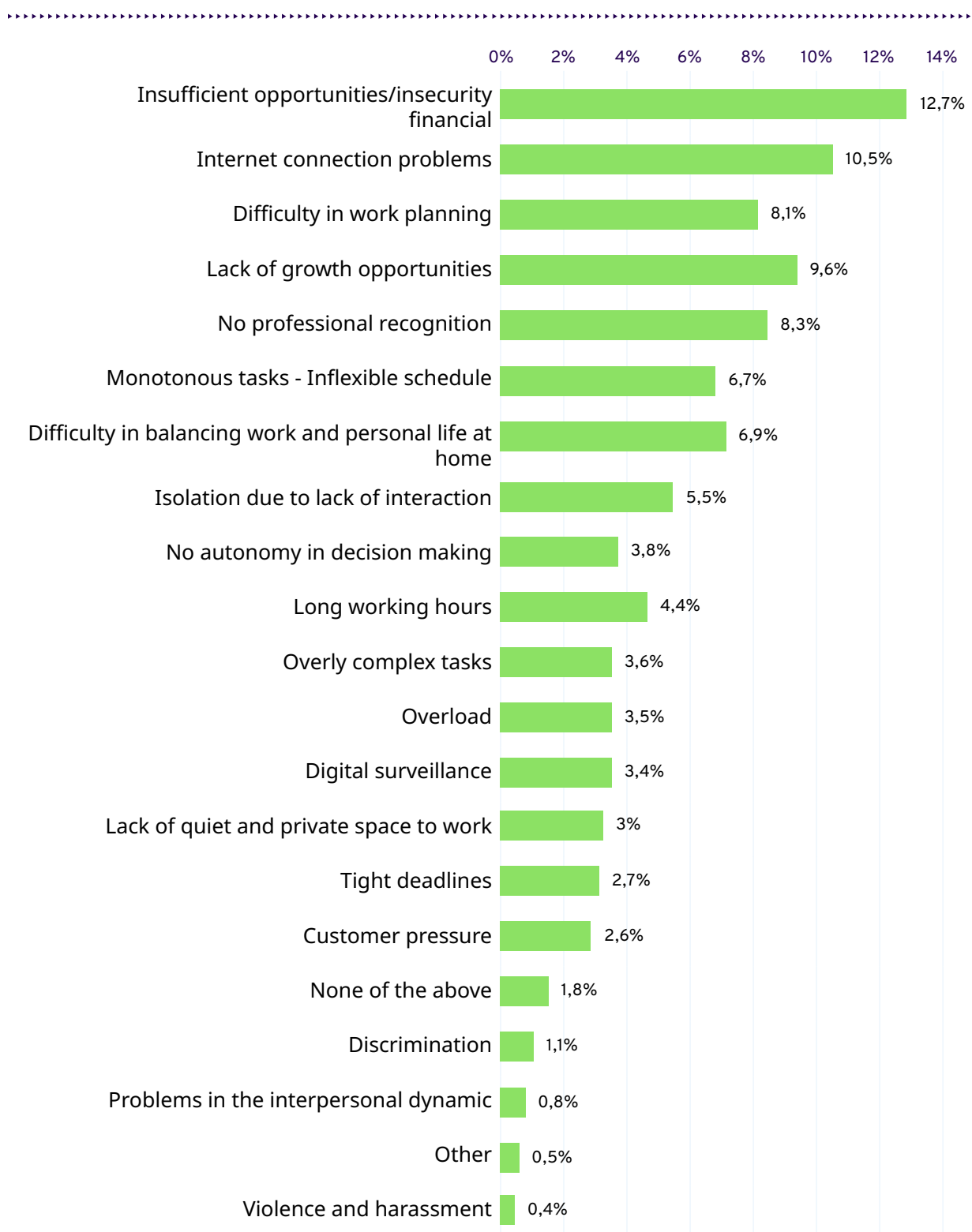
Issues about the quality of health, especially for a group of mostly 30-year-olds, must be complemented by questions about the risks faced by workers, which may be related to health issues. The results in Figure 25 show the most important risks faced by platform workers. The biggest risks include insufficient opportunities or financial insecurity (13 percent), internet connection problems (11 percent), and lack of growth opportunities (10 percent)⁵³. Other notable risks include difficulties planning work (8 percent), lack of professional recognition (8 percent), difficulty balancing work and personal life (7 percent), isolation due to lack of interaction (6 percent), and long working hours (4 percent), lack of autonomy in decision-making (4 percent), complex tasks (4 percent), and work overload (4 percent).

52 Table A.5 in Annex 1 indicates that 4.6 percent of workers in their 20s and 30s consider that their current work activities affect their health or safety, while 11.4 percent of respondents in their 40s and 50s consider this to be the case.

53 Madariaga *et al.* (2019) indicates that 48.4 percent of surveyed workers doing online platform work on [Freelancer](#) and [Workana](#) consider the income they receive from their platform work to be «not at all or not very stable». This result may contribute to and be related to the risk of financial insecurity indicated in this study.

Figure 25

Most important risks faced by platform workers?



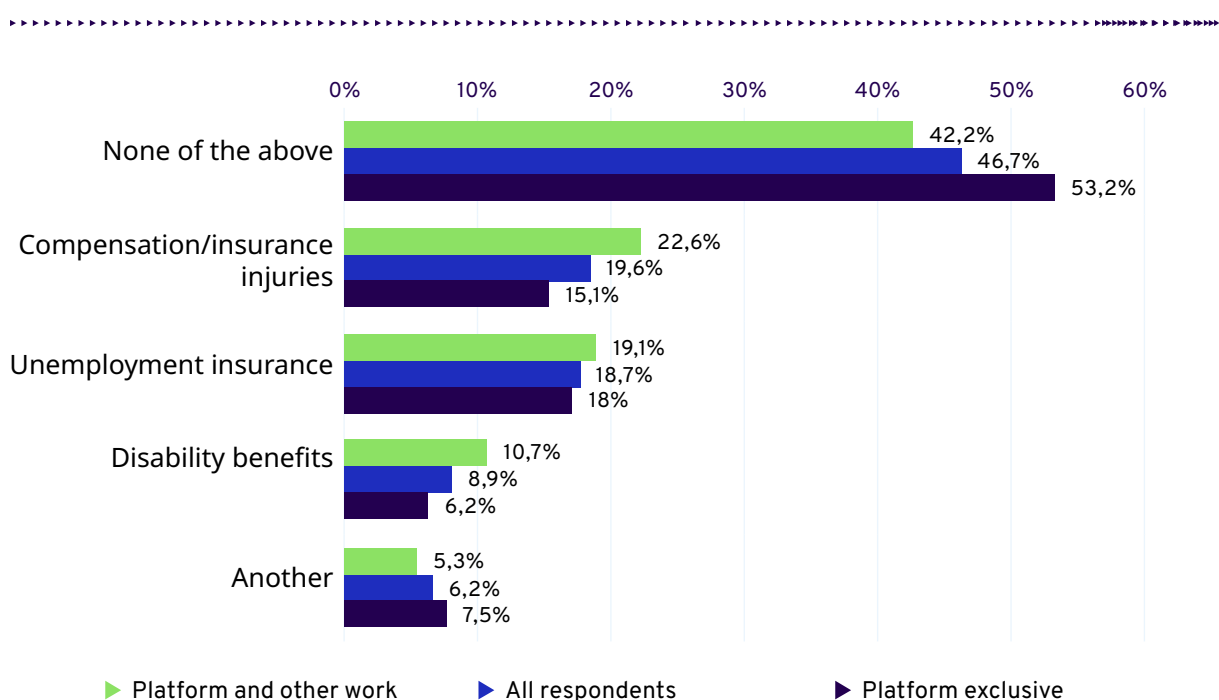
Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

On the one hand, respondents indicate good health and an apparent lack of negative impact of platform work on their health. However, they point out several risks in their professional activity that could be related to negative impacts on their health. The risks associated with working on web-based digital platforms are a crucial aspect for public policy, as there are challenges in implementing institutional solutions to address these risks. For example, labour inspection institutions face difficulties in reaching these workers (EUOSHA 2022; 2023a; 2023b).

Also, it is important to know more details about the social security coverage of these workers. Previous studies provide some data on social security aspects in the platform economy. For example, Berg *et al.* (2018) indicate that, in a global survey, 40 percent of platform workers are not covered by social security. They further indicate that social protection coverage has an inverse relationship with respondents' reliance on platform work. Workers who have platform work as their main job have a higher probability of not being covered by social security. Data from this Latin America-specific study present similar data in Figure 26 and suggest that more than 40 percent of platform workers are not covered by social security⁵⁴. Importantly, the data also suggest an inverse relationship between workers' dependence on platform work and their access to social security. Among those respondents who have other employment in addition to platform work, 42 percent report not being covered by social security, a percentage that increases to 53 percent for those who depend exclusively on platform work.

Figure 26

Which of the following social security programs do you or any member of your household have access to?



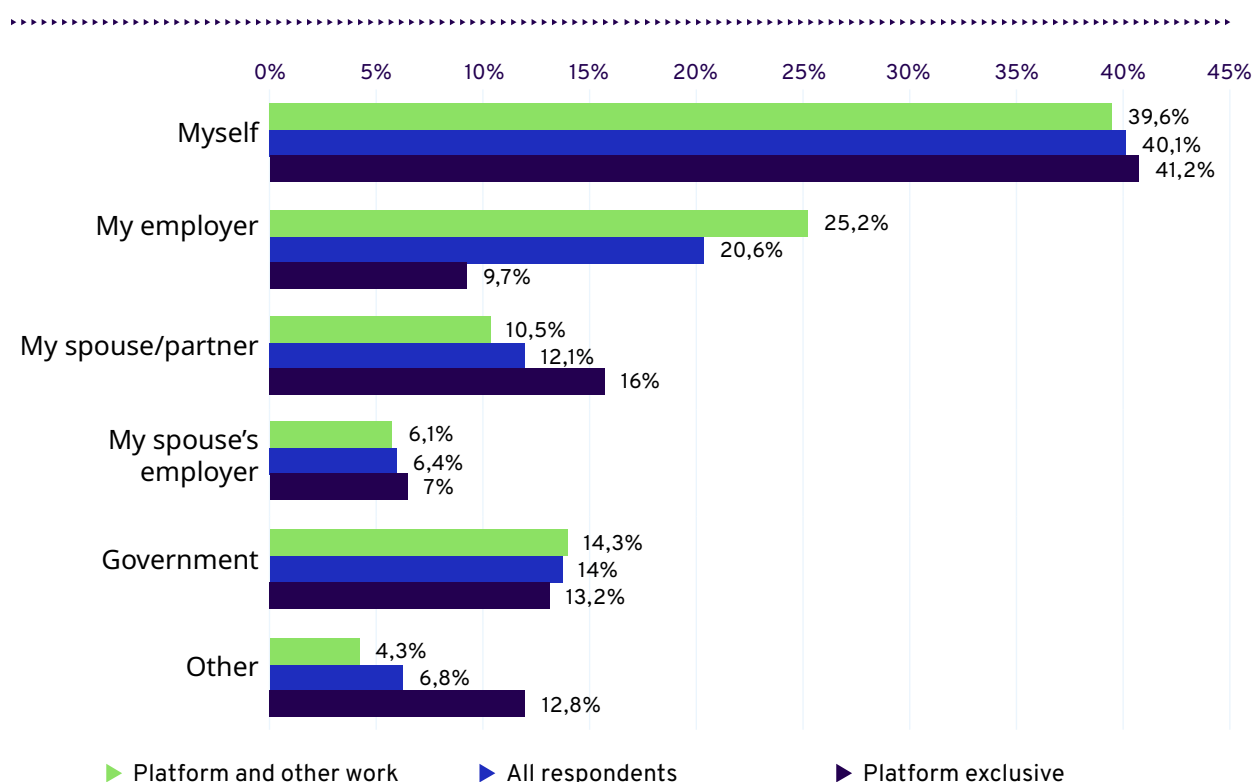
Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

54 This pattern is observed for the four types of platform work as shown in Graph A.4 of Annex 1.

Regarding health coverage, 59 percent of respondents indicated that they have health coverage. Figure 27 shows the sources of contribution for health insurance or similar coverage for all workers surveyed, platform-only workers, and those who have two types of jobs. The majority of health coverage is self-paid for all work situations (about 40 percent of responses). Around 20 percent of respondents indicate that coverage is paid for by contributions from the hiring economic entity. Overall, contributions from spouses or partners or their employer are mentioned in about 15 percent of responses, and from the government in 14 percent of responses. However, there is a clear difference for respondents with another job, who indicated that, in 25 percent of the cases, the economic unit that hires them covers the costs, while, for the group of respondents who work exclusively on platforms, this percentage is less than 10 percent⁵⁵. The results on contribution to any retirement or similar benefits follow a similar pattern to health insurance coverage (Figure A.5)⁵⁶. It is important to note that access to social programs, health and retirement benefits might be associated with these workers' traditional employment and not with digital work.

Figure 27

Thinking about your health insurance or similar coverage, who contributes to this coverage?

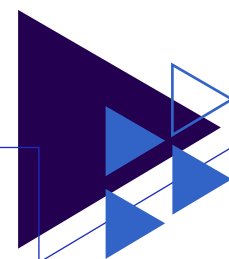


Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

55 Contributions to coverage for social security systems may be related to the worker's status in traditional and/or platform jobs (Figures 10 and A.2). Future studies along these lines are needed to advance our understanding of this issue.

56 The similarity in the pattern of responses may indicate that respondents relate health and retirement coverage to having some formal coverage due to someone's employment in the household. However, with respect to pension contributions, only 31 percent of respondents indicated that they contribute.

6. Final remarks



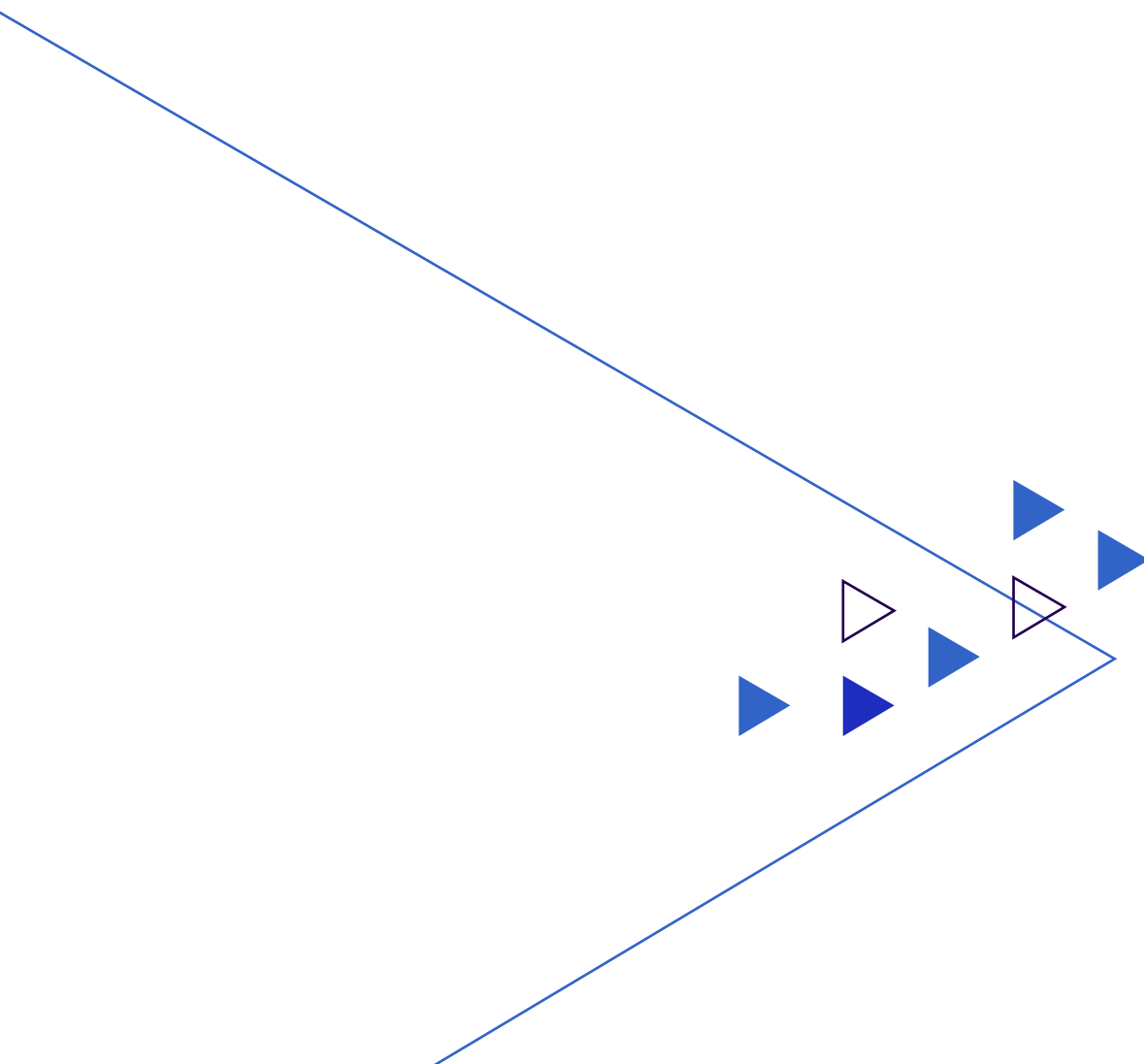
This case study on web-based digital platform work, based on a survey in Latin America and the Caribbean, provides information on this labour modality that has experienced remarkable growth in recent years. Driven by technological advances and global events such as the 2008 economic crisis and the COVID-19 pandemic, work on digital platforms has emerged as a significant alternative in the labour market. However, this growth brings with it both opportunities and challenges that require data for a better understanding of the phenomenon and the formulation of appropriate solutions and public policies. The information, collected between December 2023 and March 2024, provides an important basis for improving the understanding of this work modality in the region, from the perspective of the workers themselves.

Working on web-based digital platforms offers high flexibility and low barriers to entry, which has enabled a wide range of workers, including migrants, to access new opportunities. Eight percent of respondents identified as migrants, and for them, digital platform work can be an avenue that offers them the opportunity to access the labour market. The survey also reveals that workers on web-based digital platforms tend to have a higher level of education compared to all workers in general and workers on location-based platforms. Also, **the data reveals that the majority of respondents are engaged in more than one job.** The nature of the other paid jobs can be categorized from self-employment, to formal jobs with monthly or annual salary.

The study also provides valuable information on the working conditions, motivation and income of workers in web-based digital platforms. The data indicate that hourly income levels are in line with other studies in the region and globally. **For digital platform workers who have another job, the data show that respondents' median income is at least double the national minimum wage in all countries analyzed.** However, when considering only the median income from digital platform work, the ratio to the national minimum wage is closer to one, indicating that respondents' income is closer to the minimum wage. This highlights the heterogeneity in employment and income situations, with those respondents engaged exclusively in digital platforms receiving incomes closer to the minimum wage.

Although the median income of the workers surveyed exceeds the national minimum wage in most countries in the region, they face a number of situations and challenges, despite their positive perception of their health. Among these situations are financial insecurity, lack of growth opportunities, internet connectivity issues and lack of professional recognition. This highlights the need to develop strategies and policies that address these challenges and promote better working conditions for these workers.personas.

This report is a contribution that provides an additional base of information that can be considered in discussions on the development of policies, strategies and regulatory frameworks that promote decent, dignified work and adequate protection for workers in this labour modality. However, it is crucial to continue researching and generating additional data to fully understand the phenomenon of digital platforms and its implications for the labour market and economic development of Latin American and Caribbean countries.



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8. Annex



Annex 1

Table A.1: Location-based digital platform studies

Study	Country	Type of Digital Platform
López Mourelo, Elva. 2020. « Work on Delivery Platforms in Argentina: Analysis and Policy Recommendations ». ILO.	Argentina	Location-based and distribution
Mugnolo, Juan Pablo, Lucas Caparrós and Martín Golcman. 2020. « Legal analysis on labour relations in home delivery through digital platforms in Argentina ». ILO.	Argentina	Location-based and distribution
Micha, Ariela, Cecilia Poggi and Francisca Pereyra. 2022. « Gender inequalities in the platform economy: The cases of delivery and private passenger transport services in the Buenos Aires Metropolitan Area ». Agence Française de Développement.	Argentina	Location-based and transportation
Resende, Guilherme Mendes and Ricardo Carvalho de Andrade Lima. 2018. «Evaluating the competition effects of Uber's entry into the Brazilian incumbent cab-hailing app segment». Journal of Competition Law & Economics 14 (4): 608-637.	Brazil	Location-based and transportation
Salazar Solís, Luis Adrián, Luis Mesalles Jorba and Marcela Piedra Durán. 2022. « Study of Digital Platforms in Costa Rica ». Costa Rican Chamber of Commerce.	Costa Rica	Location-based and distribution
Asenjo Cruz, Antonio and Alberto Coddou Mc Manus. 2021. « Platform economy and transformations in the world of work: the case of delivery workers in Santiago de Chile ». ILO.	Chile	Location-based and distribution

Study	Country	Type of Digital Platform
Morris Keller, Pablo. 2021. « Platform work in Chile and challenges for decent work: current situation and guidelines for designing public policies targeting the sector ». ECLAC.	Chile	Location-based and distribution
ILO. 2021. « Labour on digital delivery platforms in Colombia: Analysis and policy recommendations ».	Colombia	Location-based, transportation and delivery
Fernández, Cristina and Juan Benavides. 2020. « LDigital platforms, productivity and employment in Colombia ». Fedesarrollo.	Colombia	Location-based and distribution
ILO. 2022. « Work in digital delivery and transport platforms in Ecuador: Diagnosis and recommendations to promote decent work and social protection ».	Ecuador	Location-based and distribution
Fairwork. 2023. « Fairwork Ecuador Ratings 2022/23: Platform Hybrid Models ».	Ecuador	On-line and location-based
García, José Alexander and Katherine Javier. 2020. « Digital platform workers in the Dominican Republic: characterization and options for their social protection ». ECLAC.	Dominican Republic	Location-based and distribution
Azuara, Oliver, Mauricio Mondragón, Catalina Rodríguez Tapia and Fermín Vivanco. 2022a. « Digital platforms in Mexico: what is profile and insurance preferences DiDi and DiDi Food drivers and delivery drivers? ». Inter-American Development Bank.	Mexico	Location-based and distribution
Fairwork. 2023. « Fairwork Mexico Ratings 2023: Labour Standards in the Platform Economy ».	Mexico	On-line and location-based
OECD. (Organization for Economic Cooperation and Development). 2018. « Digital Platforms and Competition in Mexico ».	Mexico	Location-based and distribution

Study	Country	Type of Digital Platform
Azuara, Oliver, Mauricio Mondragón, Catalina Rodríguez Tapia and Fermín Vivanco. 2022b. « Generating revenue through mobility apps: What preferences do Beat's driver users show? ». Inter-American Development Bank.	Chile, Colombia, Mexico and Peru	Location-based and distribution
Azuara Herrera, Oliver, Lukas Keller and Stephanie González. 2019. « Who are the drivers using transportation in Latin America? Profile Uber drivers in Brazil, Chile, Colombia, and Mexico ». Inter-American Development Bank.	Brazil, Chile, Colombia and Mexico	Location-based and distribution
Dinegro Martínez, Alejandra. 2021. « Delivery and employment: diagnosis on working conditions in digital platforms.Peru-Lima case ». Friedrich Ebert Foundation-Peru.	Peru	Location-based and distribution
Dinegro Martínez, Alejandra. 2022. « The challenge of regulating platforms in Peru. Legislative initiatives to regulate employment in digital cab and delivery platforms 2000-2021 ». Friedrich Ebert Foundation-Peru.	Peru	Location-based and distribution
Arroyo, Liliana, Marc Payola and Erika Molina. 2021. « Platform Economy and COVID-19: A Look at Delivery, Home Care, and Online Freelance Work in Spain and Latin America ». Banco Interamericano de Desarrollo.	Latin America region	On-line and location-based

Figure A.1: Occupation in digital work

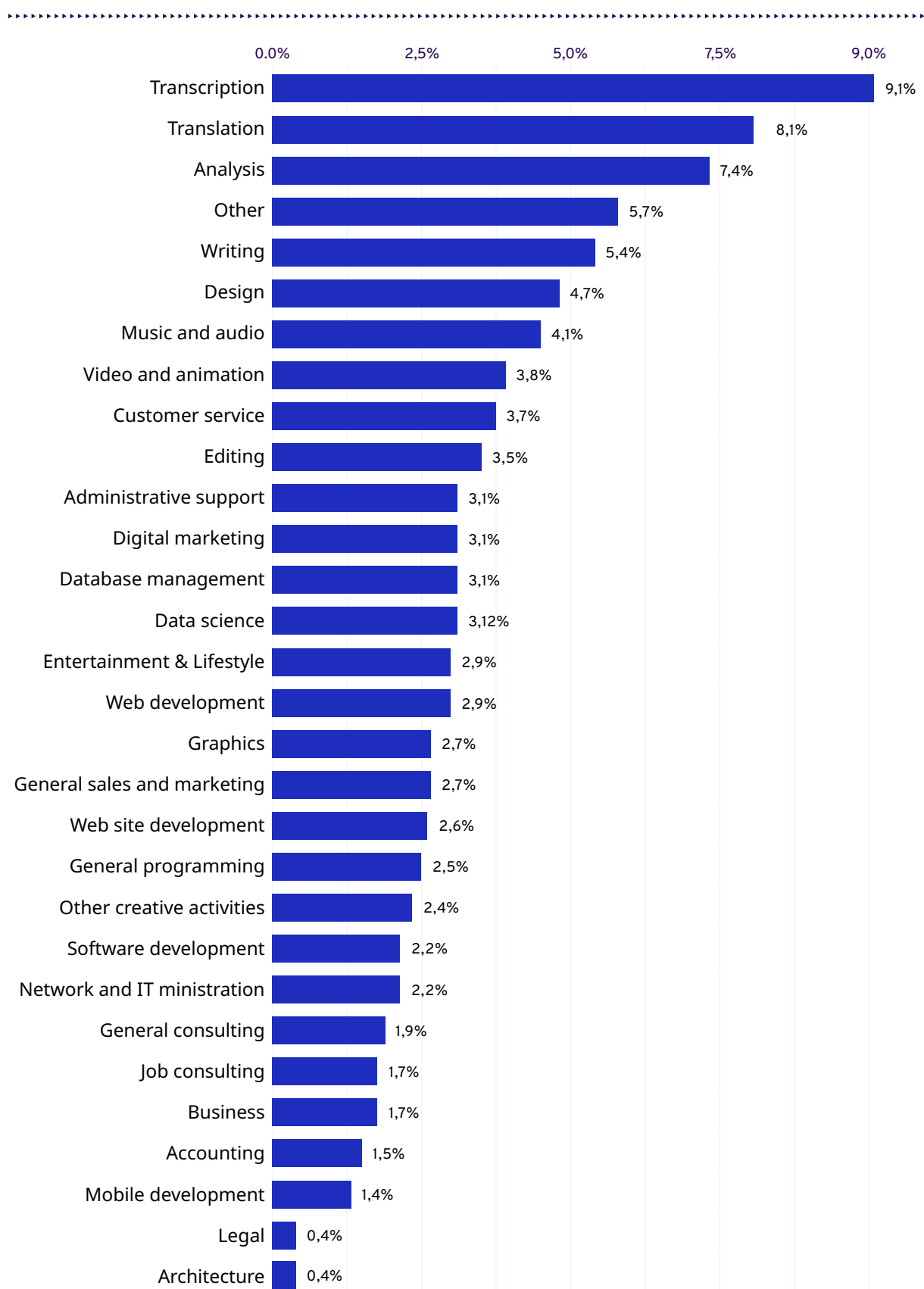
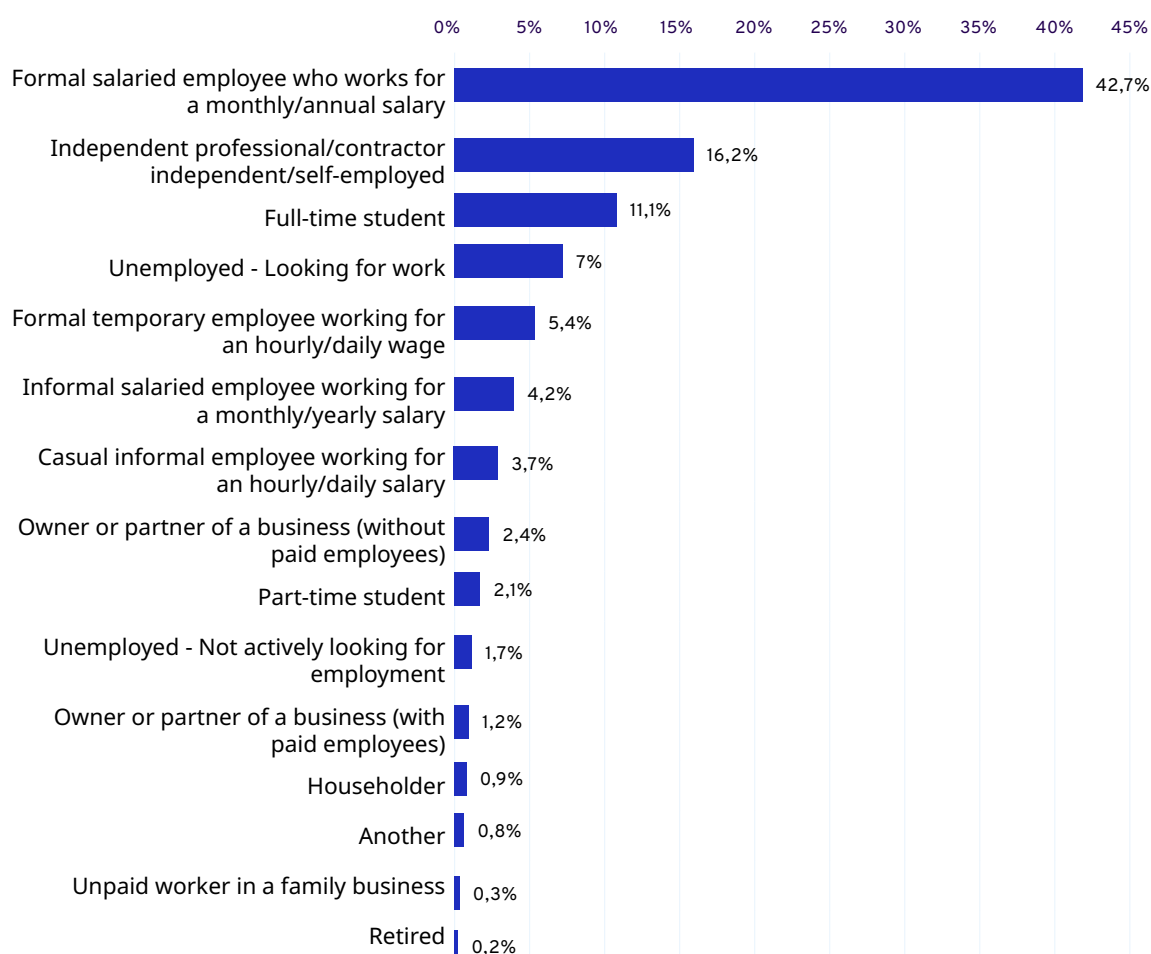


Table A.2: Number of digital platform workers by country - Percentages

Country in which you live	Workers	%
Argentina	92	8,2
Bolivia	4	0,4
Brazil	396	35,4
Chile	216	19,3
Colombia	108	9,7
Ecuador	16	1,4
Paraguay	6	0,5
Peru	12	1,1
Uruguay	4	0,4
Venezuela	27	2,4
Costa Rica	11	1
El Salvador	2	0,2
Guatemala	9	0,8
Honduras	3	0,3
Panama	1	0,1
Mexico	188	16,8
Dominica	1	0,1
Dominican Republic	17	1,5
Haiti	1	0,1
Jamaica	4	0,4
St. Vincent and the Grenadines	1	0,1

Figure A.2: What best describes your role in your platform work and previous work?
(workers with traditional jobs)

a. What best describes your situation 3 months prior to your first experience with working on digital platforms (workers with traditional jobs)?



b. Which best describes your role in digital platform work? (workers with traditional work)

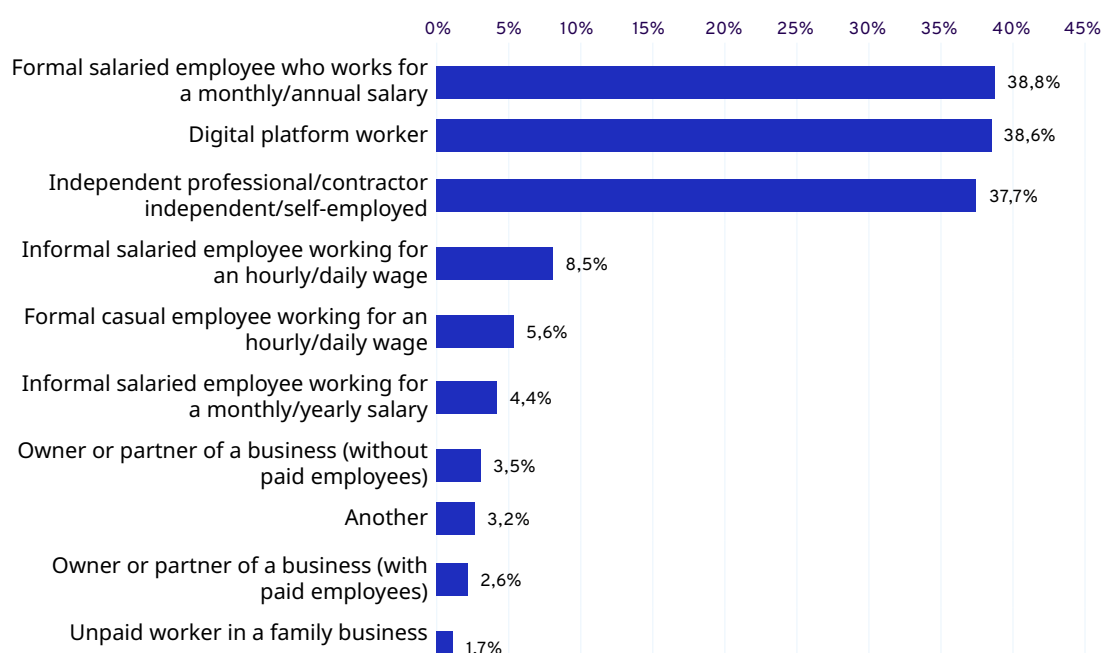


Table A.3: Payment per platform (paid and hour)

	Median (USD)	Average (USD)
Upwork	3,57	7,04
SoyFreelancer	3,75	8,52
Workana	2,84	6,15
Mturk	2,86	5,91
Crowdfunder	3,25	11,81
Clickworker	2,17	5,48
Prolific	3,17	4,94
Jovoto	1,82	1,82
99designs	2,02	9,89
99feelas	4,33	18,20
Freelancer	2,98	6,93
Others	2,50	4,55

Table A.3 shows the distribution of pay per hour worked on platforms, with data from different platforms. The results are calculated from the payments received in the last month and information about the platforms they worked for; therefore, it is a proxy for payments per platform in that a worker may have worked for more than one platform in the last month. The results show a large variation in median payments, with values ranging from USD 1.82 to USD 4.33, depending on the platform. These discrepancies may be due to the different profiles of professionals working on each of these platforms and the countries from which they operate. However, confirmation of this hypothesis would depend on further analysis.

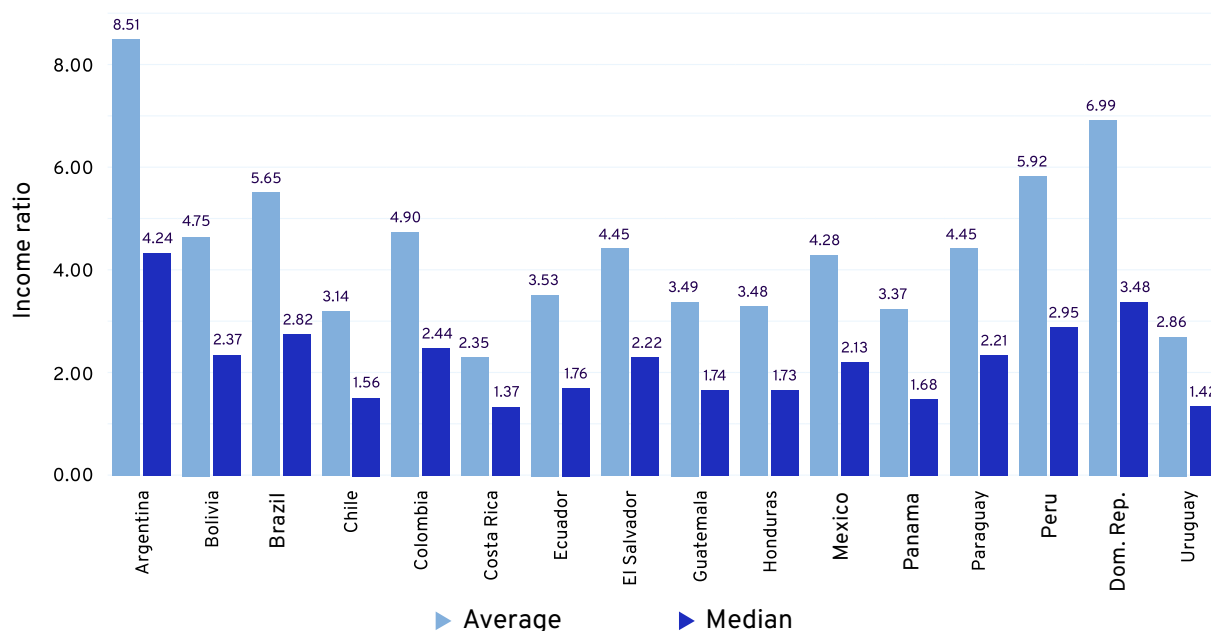
Tabla A.4: Hourly pay for platform work vs. regular (paid hour and unpaid hour)

	Current traditional work(USD)		Current platform work – All workers surveyed (USD)		Current platform work – Respondents who work exclusively on platforms (USD)		Current platform work – Respondents working in platforms and have another job (USD)	
	Median	Average	Median	Average	Median	Average	Median	Average
General	4,5	10,50	2,57	5,48	2,42	5,73	2,75	5,72
Online freelance	5,0	11,74	3,17	6,58	3,33	6,88	3,20	6,87
Crowdwork	4,30	9,47	2,50	4,78	2,22	4,52	2,50	5,19
Free competition	4,23	14,50	2,85	7,58	3,30	12,38	2,64	5,58
Competitive programming	5,87	11,28	4,54	10,69	5,77	12,84	4,39	7,83

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Figure A.3: Income ratio for platform workers/national minimum wage (all countries)

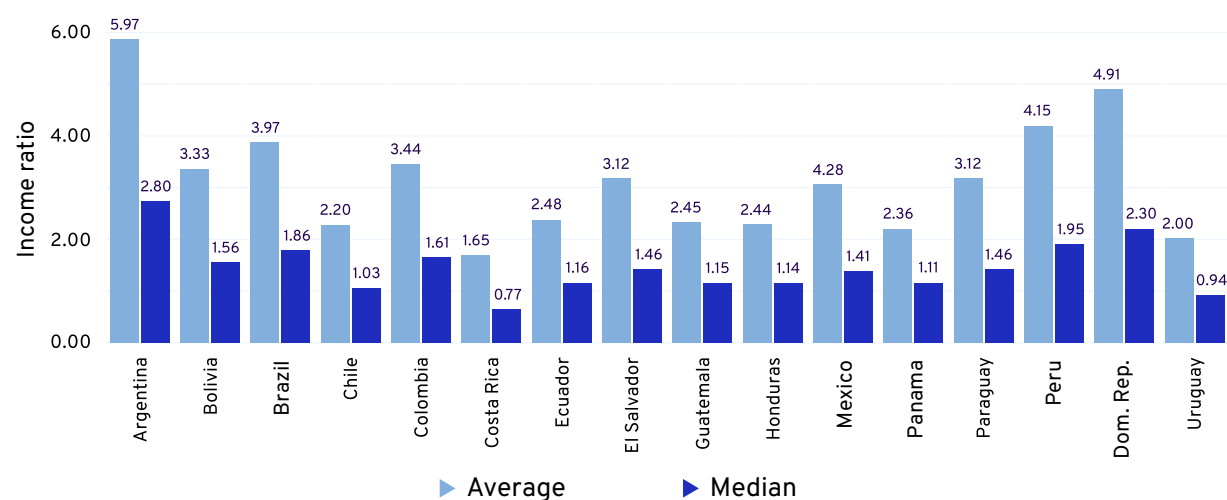
Figure A.3.a: Ratio of platform workers' income to national minimum wage (all jobs)



Note: The source of minimum hourly wage data is SIALC - ILO (January 2024), based on official national data. For the calculation of the minimum hourly wage, 208 standard monthly working hours are used. Calculations may vary if country-specific rules on the number of hours worked are applied. This graph is the version of Figure 17 for all countries.

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

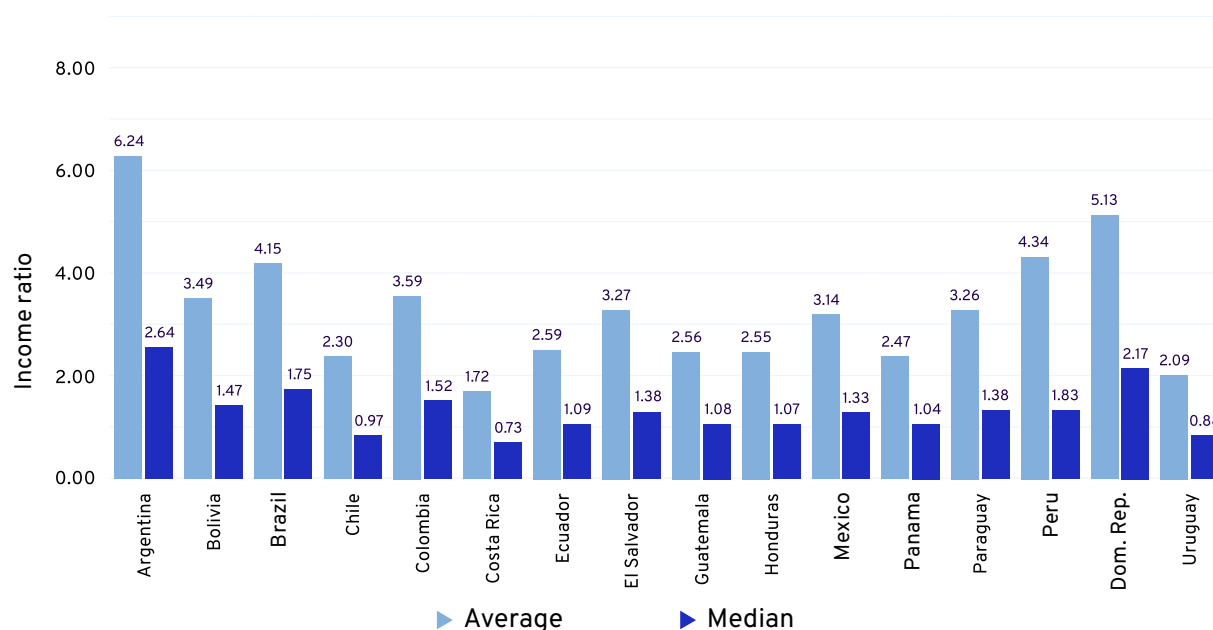
Figure A.3.b: Income ratio for platform workers/national minimum wage (income from working on web-based digital platforms for all respondents)



Note: The source of minimum hourly wage data is SIALC - ILO (January 2024), based on official national data. For the calculation of the minimum hourly wage, 208 standard monthly working hours are used. Calculations may vary if country-specific rules on the number of hours worked are applied. This graph is the version of Figure 18 for all countries.

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Figure A.3.c: Income ratio for platform workers/national minimum wage (income from work on webbased digital platforms, for platform-only workers)



Note: The source of minimum hourly wage data is SIALC - ILO (January 2024), based on official national data. For the calculation of the minimum hourly wage, 208 standard monthly working hours are used. Calculations may vary if country-specific rules on the number of hours worked are applied.

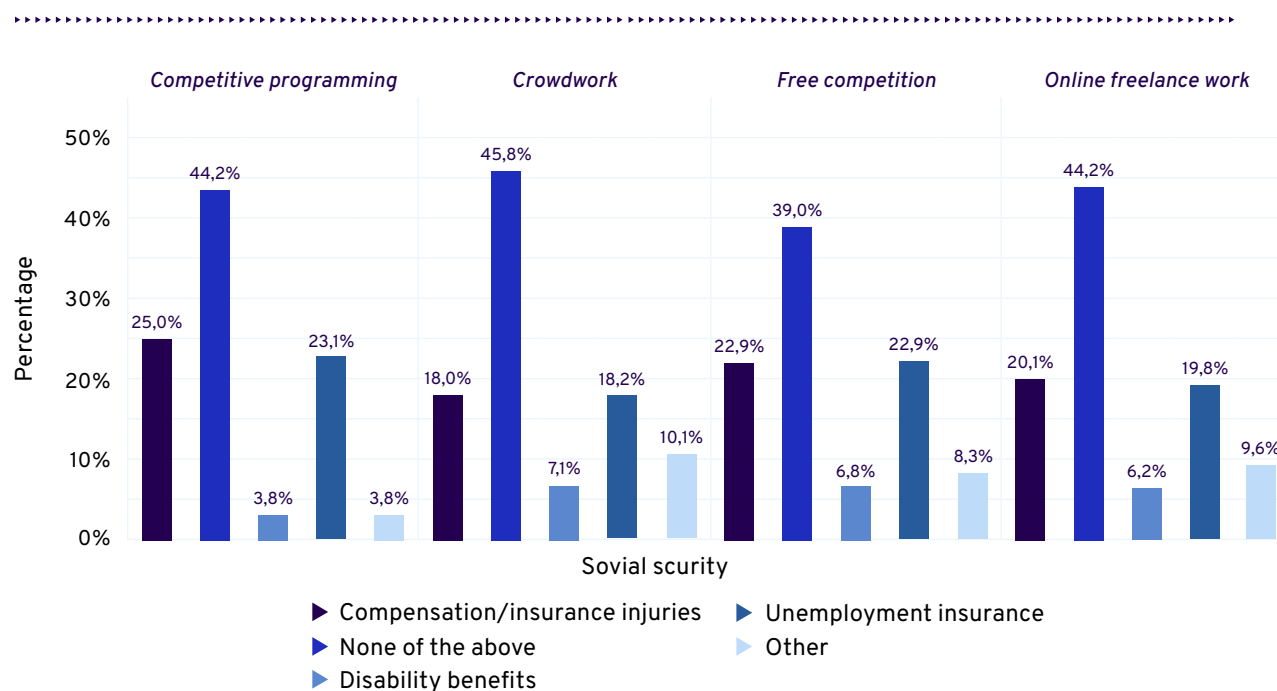
Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024). Income from work on webbased digital platforms for respondents who only work on digital platforms and have no other type of work.

Table A.5: Do you feel that working on platforms negatively affects your safety or health? Workers who work exclusively on digital platforms

Age	Yes %	No %
Between 20 and 30 years old	4,9	95,1
Between 30 and 40 years old	7,1	92,9
Between 40 and 50 years old	4,6	95,4
More than 50 years	11,4	88,6

Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

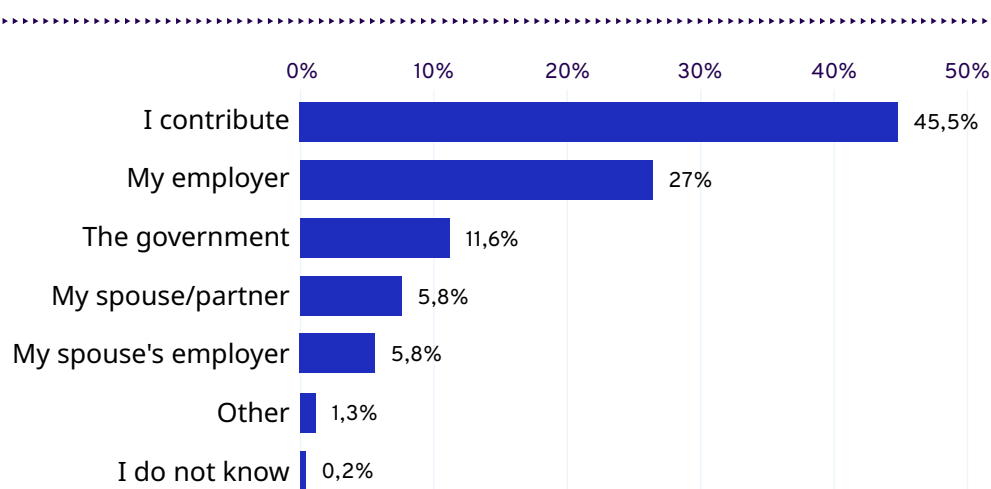
Figure A.4: Which of the following social security programs do you or any member of your household have access to?



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Figure A.4 indicates a similar pattern for the four types of platform work, with about 40 percent or more indicating that they are not covered by social security programs. For example, for freelance workers, 44.2 percent indicated not having access to social security services. The programs with the greatest reach are unemployment insurance and compensation or injury insurance, which together serve between 36 and 48 percent of workers, depending on the category of online platform work. For example, for freelance workers, «compensation or injury insurance» is accessible to 20.1 percent of workers, while «unemployment insurance» covers 19.8 percent of workers surveyed.

Figure A.5: Thinking about your retirement benefit or similar, who contributes to this coverage?



Source: ILO Regional Office for Latin America and the Caribbean survey on digital platform workers (2023/2024).

Annex 2 - Methodology

ILO Regional Office for Latin America and the Caribbean Survey on Digital Platform Workers (2023/2024)

The initial questionnaire is based on the Berg *et al.* (2018) questionnaires and was developed by the ILO Regional Office for Latin America and the Caribbean with the assistance of [SoundRocket](#), a survey research firm specializing in social sciences.

Questionnaire and web-based survey

The questionnaire, based on the Berg *et al.* (2018) questionnaires, was developed in collaboration with staff from the Regional Office for Latin America and the Caribbean. The resulting questionnaire was programmed as an interactive web-based survey that was implemented as a work assignment for digital platform workers.

The programmed questionnaire was available in three languages: English, Spanish and Portuguese. At the start of the questionnaire, workers could choose the language in which they preferred to respond. The survey collected information on basic demographics, migration, work experience, respondents' current employment in platform and other paid jobs, skills and training needed to perform the task, income, tax payments, and health and safety, and included some questions to identify the quality of responses.

Data collection strategy

[SoundRocket](#) programmed an online questionnaire that was included in task postings on eight digital platforms. The respondents were paid an average of USD 11 for completing the questionnaire, and the platform received all fees associated with posting the task. Only digital platform workers living in Latin American and Caribbean countries were eligible to take the survey.

It is a challenge to generate a stratified sample for a survey of digital platform workers, as we do not know exactly how many there are or where they are. Recent studies such as the World Bank's (Datta *et al.* 2023) have advanced this understanding, but we do not yet have sufficient data for stratified sampling. Therefore, the results of this survey should be interpreted as a case study based on data from the many digital platform workers who responded to the survey in Latin American and Caribbean countries.

A list of eight platforms was selected to publish the survey on their platforms, accessible to a wide range of workers. Permission was sought from all eight platforms to publish the survey. The final list of platforms included [Workana](#), [Upwork](#), [SoyFreelancer](#), [Amazon Mechanical Turk](#) (MTurk), [Clickworker](#), [Prolific](#) and [Fiverr](#). To help assess the quality of the responses provided, several attention-getting questions were included within the survey. These items were designed to have a correct answer that should be clearly obvious to any eligible participant. Failure to answer these questions accurately meant that the respondent was not paying attention to (or even reading) the item when completing the survey.

The survey was open for response between December 15, 2023 and March 31, 2024, with 1,407 respondents answering the survey from seven platforms (Table A.6). Of the 1 407 respondents, 254 were excluded for not paying enough attention, using algorithms to complete the survey, or using multiple accounts or platforms to complete the survey. The final sample consisted of 1 153 eligible responses obtained from seven platforms. However, the

majority of responses came from three of them. Anticipating this difficulty, the study collected additional data from workers on 11 platforms through the survey, which included a question about the platform used by respondents in the last month (Table A.7). In this way, it was possible to collect data on work on other platforms and not only on the eight platforms on which the tasks were posted. The platforms for which workers worked in the month in which they responded to the survey were: [Workana](#), [Upwork](#), [SoyFreelancer](#), [Amazon Mechanical Turk](#) (MTurk), [Clickworker](#), [Crowdfunder](#), [Microworkers](#), [Prolific](#), [Fiverr](#), Jovoto, [99designs](#), [99freelas](#) and [Freelancer](#).

Table A.6: Survey participants by platform

Platform	Cases	%
MTurk	377	26,8
SoyFreelancer	20	1,4
Prolific	411	29,2
Upwork	16	1,1
Workana	53	3,8
Clickworker	527	37,5
PeoplePerHour	3	0,2
Fiverr	0	0
Total	1 407	100
Excluded	254	18,1

Table A.7: For which platforms did you work in the last month?

Platform	Cases	%
MTurk	318	19
SoyFreelancer	42	3
Prolific	273	17
Upwork	139	9
Workana	107	7
Clickworker	420	26
Freelancer	166	10
Jovoto	1	0
99design	5	0
99freelas	15	1
CrowdFlower	8	0
Others	141	9
Total	1 635	100

Note: Question accepts multiple answers.

Data Analysis and Report Preparation

Data analysis was performed by [Hence Analytics](#) using the data generated from the survey implemented by [SoundRocket](#). The survey data was provided by [SoundRocket](#) in the SPSS statistical package. [Hence Analytics](#) converted the data to R and Stata format to generate the statistics, tables and graphs presented in the report. Transformations had to be made to the original database for the calculation of the income variables. For the income data, workers chose the currency in which they wanted to report their income. To generate income statistics in a single currency, in this case the US dollar (USD), all values were converted to dollars using the average exchange rate for the first quarter of 2024, based on [International Financial Statistics](#) (IFS) data from the International Monetary Fund. The report was prepared by Túlio Cravo, regional specialist in public policy and productivity for the ILO Regional Office for Latin America and the Caribbean, with support from Yeny Antunez.



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