



The Jobtech Quality of Work

Measurement Tool

Understanding the quality of platform work from the perspective of the people working, selling, and earning from platforms.

Co-created and co-owned by the [Jobtech Measurement Working Group](#)

Version — February 2026

Introduction

Several companies, including [Fairwork](#), have done a great job of assessing the quality of work at the platform level, with not much done looking at the quality of work as perceived by the people working, entrepreneurs selling, and earning from those platforms. To bridge the gap, the Jobtech Quality of Work Measurement Tool aims to understand the quality of work from the perspective of the people working and/or entrepreneurs selling and earning from platforms; to complement the information provided by platforms and thus provide a truly holistic picture of the quality of work offered by platforms.

This is co-created and co-owned by the **Jobtech Measurement Working Group**¹, established to provide a space for key stakeholders to align around common frameworks for quantifying and evaluating various aspects within the sector, which would lead to improved decision-making for stakeholders to grow the sector and improve job outcomes.

The Jobtech Quality of Work Measurement Tool is designed for people working/entrepreneurs selling and earning from platforms within three jobtech taxonomies: [Platforms for Offline Work](#), [Digitally-Delivered Work](#), and [Digital Services for Microenterprises](#). It serves various stakeholders, including, but not limited to, platforms seeking to understand and improve work quality, boost satisfaction, and achieve success; support organisations in tailoring their support and resources effectively, as well as donors enabling them to assess the impact of their investments to maximise positive impact.

Note: this tool cannot be used for counting jobs and has no ascribed views on 'good' or 'bad', though as the tool receives greater utilisation, we will make benchmarking data available. If you would be willing to share your data for the benchmarking exercise, please contact info@jobtechalliance.com.

¹ 60 Decibels' [Venu](#), [Jasleen](#); ANDE's [Mallory](#); Caribou Digital's [Jonathan](#) and [Annabel](#); CFYE's [Emily](#), [Ahmed](#), [Camee](#), [Niek](#); CIFF [Bernard](#), [Abhinav](#); CIM [Malika](#); ILO's [Steve](#); Impact Frontiers [Matt](#); J-PAL [Lisa](#), [Natalie](#); Jobtech Alliance's (powered by Mercy Corps and BFA Global) [Margarita](#), [Chris](#), [Janet](#), [Jared](#); [Benjamin](#)

The tool

Question key

SS Single-select **MS** Multi-select **OE** Open-ended **R** Rubric **NM** Numeric

How to use this tool

For Rubric questions, respondents may give open-ended responses; it is the role of the interviewer to identify which category the response falls most closely into. You are welcome to adapt the tool to your specific needs, for example, by adding follow-up questions to any of the closed-ended questions. When deploying the tool, replace the following placeholders:

[Platform]	the name of your platform
[working/selling]	working or selling, depending on how earners engage with the platform
[work/to sell]	work or to sell, depending on how earners engage with the platform
[work/sales]	work or sales, depending on how earners engage with the platform

Introductory blurb

“Hello! We would like to assess your experience [working/selling] with [Platform]. This brief survey takes less than 15 minutes, is voluntary, and won’t affect your standing with [Platform]. Your privacy is our priority, and responses will be completely anonymous. We value your feedback!”

Survey questions

1 • SATISFACTION & GROWTH — SELF-REPORTED SATISFACTION

How satisfied are you with your overall experience [working/selling] with [Platform]?

[ss]

Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
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- ↳ *[If satisfied] What do you like most about [working/selling] with [Platform]? [OE]*
- ↳ *[If neither] What could [Platform] do to improve your experience? [OE]*
- ↳ *[If dissatisfied] What could [Platform] do to make your experience satisfying? [OE]*

2 · SATISFACTION & GROWTH — UPSKILLING AND GROWTH

To what extent do you agree or disagree with the following statement: “Since I started [working/selling] with [Platform], I have learned skills that have helped me grow, develop, and get a better-paying job in the future”? [ss]

Strongly agree	Somewhat agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
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3 · INCOME & SUFFICIENCY OF WORK/MARKET — RELIABILITY OF WORK/MARKETS / SUFFICIENT WORK

In the last 3 months, how often have you experienced situations where you were ready and available for [work/to sell], but there were no opportunities available with [Platform]? [ss]

Never	Rarely	Some of the time	Most of the time	Always
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4 · INCOME & SUFFICIENCY OF WORK/MARKET — FAIR PAY

How would you describe the amount you earn from [Platform] for the amount of [work/sales] you put in? [ss]

Very fair	Fair	Somewhat fair	Not fair	Not fair at all
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5 · INCOME & SUFFICIENCY OF WORK/MARKET — CONTRIBUTION TO LIVELIHOOD

In the last 3 months, what proportion of your total personal income came from [working/selling] with [Platform]? [ss]

76–100% (Almost all)	51–75% (More than half)	26–50% (Less than half)	1–25% (A little bit)	0% (None)
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6 · INCOME & SUFFICIENCY OF WORK/MARKET — ADEQUATE PROTECTIONS AND SAFETY NETS

Imagine that tomorrow you have an unexpected emergency and need to come up with [5% of annual gross national income per capita in local currency] within the next month. Would you say [working/selling] with [Platform] has made it easy or difficult for you to be able to come up with this money? [ss]

Very easy	Slightly easy	Neither easy nor difficult	Slightly difficult	Very difficult
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7 · WORKING CONDITIONS — DECENT HOURS

How well do your [working/selling] hours fit in with family or social commitments outside of work? [ss]

Very well	Well	Neutral	Not well	Not well at all
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8 · WORKING CONDITIONS — HEALTH & SAFETY

Do you feel safe from threats and hazards [working/selling] with [Platform]? [ss]

Very safe	Somewhat safe	Neutral	Somewhat unsafe	Very unsafe
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9 · WORKING CONDITIONS — RECOGNITION, RESPECT & PROFESSIONALISM

Do you feel respected in your interactions on [Platform], both by [Platform] and its customers? [ss]

Very respected	Somewhat respected	Neutral	Somewhat disrespected	Very disrespected
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10 · WORKING CONDITIONS — INCLUSION

To what extent are the opportunities with [Platform] open to anyone, regardless of gender, religion, tribe, race, or something else? [R]

[Platform] enables me to access opportunities which might otherwise have been unavailable to me because of my gender, religion, tribe, race, or something else	[Platform] enabled someone I know to access opportunities which might otherwise have been unavailable to them because of their gender, religion, tribe, race, or something else	I am not aware of any instances of discrimination in accessing opportunities through [Platform] based on gender, religion, tribe, race, or something else	Someone I know has experienced discrimination in accessing opportunities through [Platform] based on their gender, religion, tribe, race, or something else	I've experienced discrimination in accessing opportunities through [Platform] based on my gender, religion, tribe, race, or something else
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11 · MANAGEMENT, REPRESENTATION & CONTRACTS — CONTRACTS / T&CS

To what extent do you agree or disagree with the following statement: “I have a good understanding of the rules, conditions, and/or my rights as per my contract/T&Cs with [Platform]”. [ss]

Strongly agree	Somewhat agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
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12 · MANAGEMENT, REPRESENTATION & CONTRACTS — RECOURSE

To what extent do you agree or disagree with the following statement: “[Platform] has effective mechanisms for taking in and addressing feedback, complaints, and concerns raised”? [ss]

Strongly agree	Somewhat agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
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13 · MANAGEMENT, REPRESENTATION & CONTRACTS — VOICE AND REPRESENTATION

Do you have any way of getting support to address issues with [Platform], such as bargaining for better pay or working conditions? For example, do you know other users of the platform, are you part of any groups, or a formal union? [R]

I am in a formal union or collective to bargain for better conditions	I am in an informal group which enables us to gain advice and/or collectively organise, that engages directly with the platform	I am in an informal group which enables us to gain advice and/or collectively organise, but with no engagement with the platform	I have informal connections with others on the platform, for advice or guidance	I have no engagement with any other workers on the platform
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Demographics

I · DEMOGRAPHICS — AGE

Could you share your age with me? [ss]

[Numeric]	Rather not say
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II · DEMOGRAPHICS — GENDER

What is your gender? [ss]

Man	Woman	Other
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Thank you for your time! Your feedback will help [Platform] know how best to serve you and others like you better.

Addendum: Portfolio of work

Portfolio of work is an established concept referring to the practice of drawing on multiple income sources to meet growing financial demands. For those looking to explore this further. Specifically, how many income streams contribute to their beneficiaries’ current portfolios and how beneficiaries perceive them: the questions below can be incorporated into the quality of work tool.

A • PORTFOLIO OF WORK

Considering all [work/sales] from the same platform, employer, or business as one source, how many sources of income did you have in the last 3 months? [NM]

[Number]

B • ACTUAL PORTFOLIO

[Only ask if they have one or more income sources] Kindly list your top three income sources in order from largest to smallest. [OE]

1st [ask if they have 1+ income sources] – [Open-ended]

2nd [ask if they have 2+ income sources] – [Open-ended]

3rd [ask if they have 3+ income sources] – [Open-ended]

C • PORTFOLIO LIKES

Can you share the one thing you like about your mix of income sources in the last 3 months? [OE]

[Open-ended response]

D • PORTFOLIO — POTENTIAL CHANGES

If you could, what is the one thing you would change about your mix of income sources in the last 3 months? [OE]

[Open-ended response]

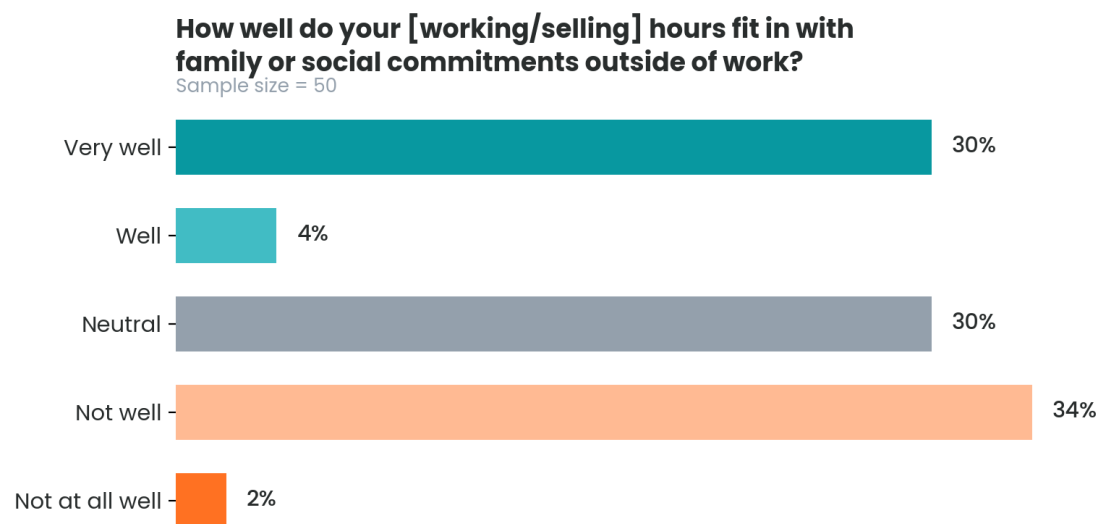
Proposed analysis

Suggested methods of analysing this data are as follows. Benchmarking data will be made available when the dataset is large enough.

Note: Benchmark data will be used to assess the value and viability of ‘bucketing’ – around themes which may include Satisfaction & growth, Income & sufficiency of work/market, Working conditions, and Management, representation & contracts – but no guidance on how to bucket is currently provided.

Descriptive analysis

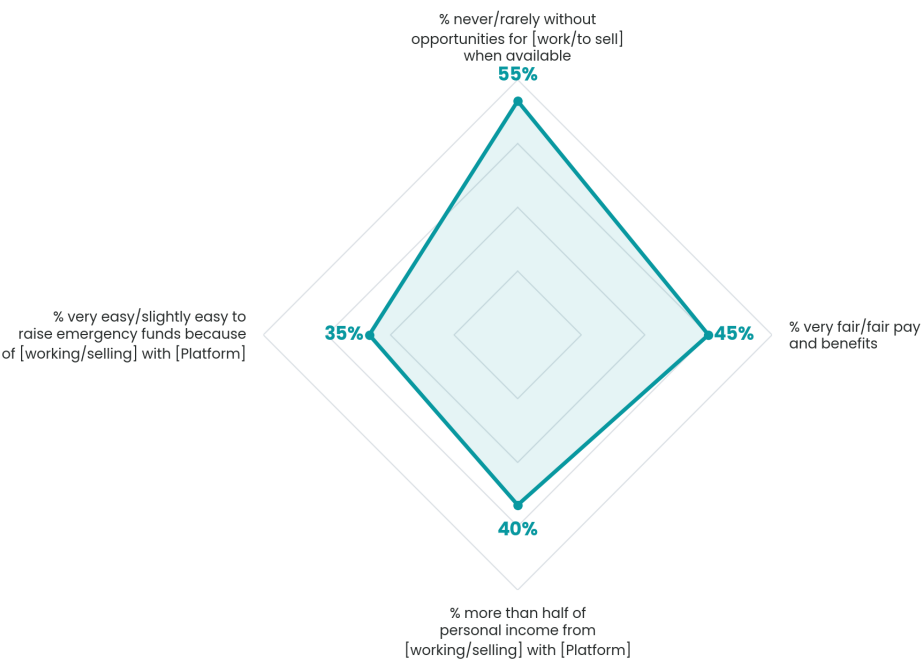
An infographic summarising each question, displaying the percentage breakdown of respondents for each answer option.



Descriptive analysis — percentage breakdown for a single question.

Comparative analysis across questions

An infographic illustrating the similarities or differences in performance across multiple questions.

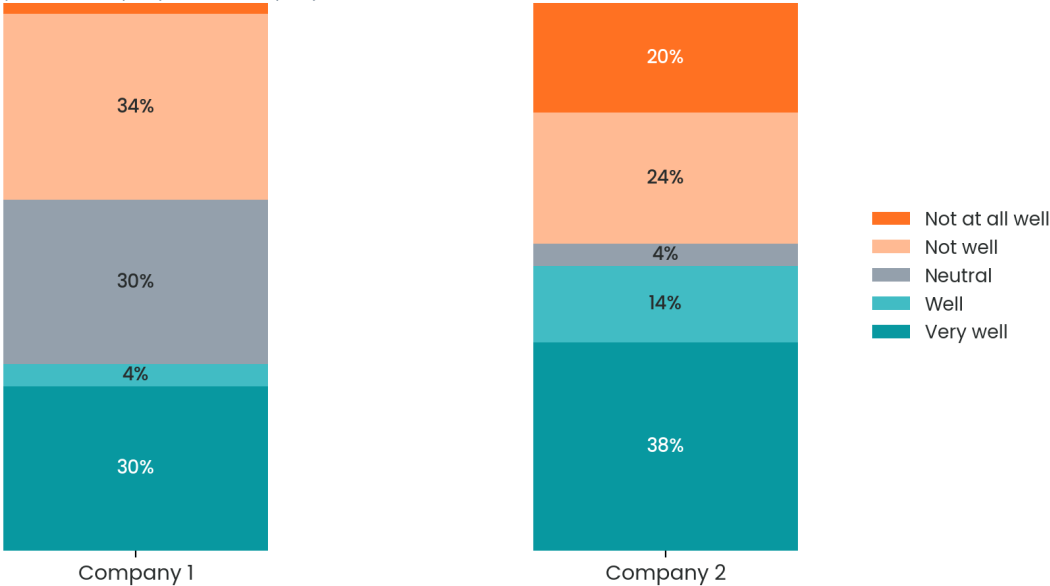


Comparative analysis across questions — a single platform's performance on four indicators.

Comparative analysis across companies

An infographic illustrating the similarities or differences among various companies, showcasing the distribution of responses across answer options for each question.

How well do your [working/selling] hours fit in with family or social commitments outside of work?
Sample size: Company 1 = 55; Company 2 = 60



Qualitative analysis

Conduct qualitative analysis of the open-ended questions.

Benchmark analysis

Benchmarking guidance will be made available later, allowing assessments against benchmarks. The table below illustrates the intended structure.

	1 • Satisfaction & growth — Self-reported satisfaction: NPS score	2 • Satisfaction & growth — Upskilling and growth: % learning skills for growth and better future jobs	...
Company score	65%	50%	...
Company benchmark mapping	Top 40%	Middle	...
Top 20%	80	90%	...
Top 40%	60	75%	...
Middle	50	66%	...
Bottom 40%	40	40%	...
Bottom 20%	20	35%	...

Column headers show the indicator; “...” indicates that further indicators continue across the full table.