General Data Analysis Report  
Gig Workers in Canada: Trends and Insights

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# VISUALIZATIONS AND FINDINGS

## GIG WORKERS IN CANADA BY AGE AND GENDER (2016)

The chart **(*Figure 1*)** below illustrates the distribution of gig workers in Canada by age group and gender.

***Figure 1: Gig Workers in Canada by Age and Gender (%)***

* Peak Participation: Women aged 35 to 44 represent the highest share of gig workers at 22.6%, followed closely by women aged 45 to 54 (21.8%).
* Men showed fairly consistent participation across age groups 25 to 54, with a peak of 20.0% in the 45 to 54 age group.
* Younger (<25) and older (65+) age groups have lower participation among both genders.

This trend suggests that mid-career adults are most active in gig work, especially women between 35 and 44.

## GIG WORKERS IN CANADA BY MARITAL STATUS AND GENDER

This chart **(*Figure 2)*** illustrates the distribution of gig workers in Canada based on their marital status and gender, as reported in 2016.

* The majority of both male (62.4%) and female (61.8%) gig workers were **married or in common-law relationships**.
* **Single individuals** formed the second-largest group, with 28.9% of men and 24.5% of women participating in gig work.
* A smaller proportion of workers identified as **widowed, divorced, or separated**, with women (13.7%) slightly outnumbering men (8.7%).

This gendered pattern highlights how gig work may appeal to both partnered and single individuals, but slightly more so to single men than women.

***Figure 2: Gig Workers in Canada by Marital Status and Gender***

**Prevalence among all workers:**

When looking at prevalence (i.e., share of gig workers among all workers in that marital group):

* Widowed/divorced/separated women had the highest participation rate (10.7%).
* Married women followed closely (10.1%), while single women had a lower prevalence (7.0%).
* Among men, the prevalence ranged from 6.2% (single) to 8.6% (widowed/divorced).

Overall, the chart reveals that while married individuals dominate gig work numerically, widowed/divorced individuals show a higher rate of participation within their group, especially women.

## GIG WORKERS IN CANADA BY REGION AND GENDER (2016)

This chart **(*Figure 3)*** illustrates the distribution of gig workers across Canadian regions, broken down by gender.

* Ontario had the highest concentration of gig workers, with 41.3% of male and 37.3% of female gig workers residing in the province.
* Quebec and British Columbia followed, each representing more than 15% of both male and female gig workers.
* The Prairies showed higher female participation (17.1%) compared to male (14.6%).
* Atlantic provinces and the Other category accounted for a small share, with values under 5%.

***Figure 3: Gig Workers in Canada by Region and Gender (2016)***

This regional breakdown highlights Ontario’s dominance in the gig economy, likely due to its high population density and urban labour opportunities.

## GIG WORKERS IN CANADA BY INCOME QUINTILE AND GENDER (2016)

This chart **(*Figure 4)*** presents the distribution of gig workers across income quintiles, broken down by gender.

***Figure 4: Gig Workers in Canada by Income Quintile and Gender (2016)***

* The lowest two income quintiles accounted for nearly 50% of all gig workers:
* 26.0% of men and 23.0% of women were in the first (lowest) quintile,
* Followed by 23.8% of men and 22.2% of women in the second quintile.
* Participation in gig work decreases steadily as income increases:
* Only 18.0% of men and 19.4% of women were in the highest quintile.

This distribution suggests that gig work is more common among lower-income Canadians, possibly due to limited access to stable full-time jobs or the need to supplement other income sources.

## GIG WORKERS IN CANADA BY EDUCATION LEVEL AND GENDER (2016)

This chart **(*Figure 5)*** displays the distribution of gig workers across education levels, separated by gender.

***Figure 5: Gig Workers in Canada by Education Level and Gender (2016)***

* The largest group of gig workers held a high school diploma or less (32.7% of men and 27.2% of women).
* However, a notable portion of women gig workers (36.8%) had some postsecondary education, making it their most common education level.
* Bachelor’s degree holders represented roughly 22–23% of gig workers for both genders.
* Graduate degree holders, while the smallest group, showed the highest prevalence rates:
* 13.7% of men and 16.5% of women with graduate degrees were gig workers.

This trend suggests that gig work spans all education levels, but individuals with less education are more frequently represented, while those with graduate degrees may be more likely to choose gig work despite having more formal education.

## GIG WORKERS IN CANADA BY IMMIGRATION STATUS AND GENDER (2016)

This chart **(*Figure 6*)** highlights the distribution of gig workers based on their immigration status, separated by gender.

***Figure 6: Gig Workers in Canada by Immigration Status and Gender (2016)***

* The majority of gig workers were Canadian-born — 64.3% of men and 71.5% of women.
* Among immigrants, participation was highest among those in Canada for 20+ years, followed by those here for 10–19 years.
* Interestingly, recent immigrants (less than 5 years) and non-permanent residents, though a smaller portion of the total, had higher prevalence rates of gig work:
* 10.8% of recent male immigrants and 9.5% of recent female immigrants engaged in gig work.
* Non-permanent male residents had a 7.5% prevalence rate.

This indicates that while most gig workers are Canadian-born, newcomers — especially recent arrivals — participate in gig work at a higher rate within their respective populations.

## COUNTRY OF ORIGIN OF IMMIGRANTS IN CANADA (2021)

The chart ***(Figure 7)*** above highlights the top 10 countries of origin for immigrants in Canada based on 2021 data. India leads significantly, with nearly 900,000 immigrants, followed by the Philippines and China. These figures reflect long-standing immigration patterns and suggest strong community ties and migration networks from these countries. The presence of countries like Iran, Vietnam, and Hong Kong also underscores the diversity within Canada’s immigrant population.

***Figure 7: Country of Origin of Immigrants in Canada (2021)***

## PERCENTAGE OF GIG WORKERS BY INDUSTRY AND GENDER

This chart **(*Figure 8*)** presents the distribution of gig workers across various industries in Canada, disaggregated by gender. It highlights the percentage of men and women engaged in gig work within each 2-digit NAICS industry category.

***Figure 8: Percentage of Gig Workers by Industry and Gender***

* Professional, Scientific and Technical Services had the highest percentage of male gig workers (19.0%) and a significant share of female gig workers (17.4%).
* Health Care and Social Assistance stood out for women, with 20.2% of female gig workers engaged in this sector.
* Other notable industries with high gig participation include:
* Administrative and Support Services (Men: 10.6%, Women: 13.4%)
* Other Services (except Public Admin) (Men: 8.2%, Women: 12.7%)
* Arts, Entertainment, and Recreation (Men: 8.2%, Women: 7.2%)

The data shows gendered trends in gig employment. Women are more represented in care-related and support services, while men are more likely to be found in technical and transportation-related gig work. This industrial segmentation underscores the need for gender-sensitive workforce policy in Canada's gig economy.

## DISTRIBUTION OF GIG WORKERS BY OCCUPATION AND GENDER IN CANADA (2021)

The chart **(*Figure 9*)** illustrates the percentage of male and female gig workers across different occupational categories. The data clearly reflects variation in occupational preferences and representation between genders.

**Key Insights:**

Professional occupations had the highest participation of gig workers among both men (24.7%) and women (24.4%).

* Women were more prominent in:
* Customer information services (22.8%)
* Education, law, and social services (20.3%)
* Health occupations (11.5%)
* Men were more involved in:
* Trades, transport, and equipment operations (19.6%)
* Sales and service occupations (16.2%)
* Technical and paraprofessional roles (10.2%)

Some occupations like manufacturing and utilities (ISCO) and natural resources, had very low gig participation for both genders. The occupational breakdown of gig workers shows clear gender patterns — women are more concentrated in caregiving and service roles, while men are more represented in trades and manual occupations. This distinction highlights underlying societal and economic trends in gig work engagement.

***Figure 9: Distribution of Gig Workers by Occupation and Gender in Canada (2021)***

# CONCLUSION

This report provides a comprehensive analysis of gig workers in Canada using data from Statistics Canada and other public sources. The goal is to understand how gig work is distributed across various socio-demographic dimensions, including age, gender, marital status, region, education level, income quintile, immigration status, and country of origin.

**Key findings include:**

* **Mid-aged adults** (25–54) dominate the gig economy, especially women aged 35–44.
* **Married or common-law individuals** make up the largest group, but widowed/divorced women show the highest prevalence of gig work.
* **Ontario, Quebec, and British Columbia** are home to the majority of gig workers.
* Gig work is **more common among lower-income individuals**, though also present across all income groups.
* Education analysis shows gig work is not limited to lower education levels — graduate degree holders have surprisingly high gig engagement.
* **Immigrants, particularly recent ones**, show a higher likelihood of participating in gig work.
* The **top countries of origin** for immigrants in Canada include India, the Philippines, and China.
* Industry and occupation trends reveal gender-based segmentation — women are more involved in service, healthcare, and education, while men dominate in technical and trade fields.

Overall, this report helps build a nuanced understanding of Canada’s evolving workforce, with a focus on equity, inclusion, and labor market dynamics.