



## **Ipsos EU survey: Europeans support flexible work, expect regulation to preserve flexibility, and see platforms driving local commerce**

- > Ipsos surveyed over 22,500 people across 24 EU countries to map public attitudes toward platform work, local commerce, and regulation
- > 86% of Europeans support workers having control over when and how much they work, highlighting strong support for flexible work arrangements
- > Majority of Europeans view platform work's flexible arrangements positively, with four times more support for preserving flexibility compared to imposing stricter rules
- > 64% say delivery platforms support local businesses, and 82% of users have discovered new local shops and restaurants through delivery platforms

Most Europeans support flexible ways of working and want to retain the freedom to choose how they work, according to a new EU-wide Ipsos survey conducted across 24 countries. Findings come at a critical moment, as EU Member States move into the national implementation phase of the Platform Work Directive. Decisions in the coming months are

set to define how platform work operates across Europe for years to come. Based on more than 22,500 respondents, the study shows strong and consistent support for worker autonomy, alongside a clear expectation that regulation should preserve flexibility while ensuring access to protections.

## **Europeans support flexibility - and expect regulation to reflect it**

Across Europe, support for flexible work offered by platforms is widespread. **86%** of respondents **say workers should be able to decide when and how much they work**, reflecting broad backing for flexible work arrangements.

More widely, 57% say regulation should prioritize preserving access to flexible platform work, compared to 13% who favor stricter rules that could reduce flexibility. Together, this shows a clear expectation: people want regulations that protect their right to choose, ensuring flexible earning opportunities remain accessible rather than forcing a one-size-fits-all model.



## **Platform work is seen as part of the modern labor market**

Europeans do not view platform work as a disruption to traditional employment.

**69% say it complements or coexists with the labor market**, while only 12% see it as a threat. Instead, it is widely understood as a practical way to access supplemental income and adapt working patterns.

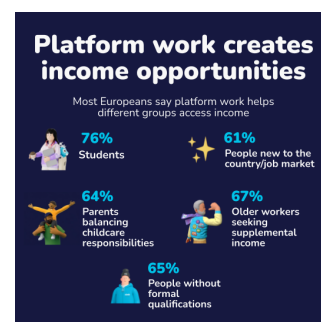
This is particularly relevant for groups that benefit from flexibility, including students (76% of respondents), older workers seeking additional income (67%), and parents balancing childcare responsibilities (64%). These findings suggest that platform work is increasingly seen as a useful addition to the labor market, rather than a replacement for traditional employment.

**"These findings reflect a broader shift in how labour markets function across Europe. Platform work is increasingly seen not as a substitute for traditional employment, but as a complementary layer - one that expands access to income and allows people to participate in the economy on more flexible terms."**

Glen Hodgson, Secretary General of the trade association and stakeholder initiative Freelance Movement

## **Delivery platforms support everyday life and local businesses across Europe**

Delivery platforms connect different parts of local economies in Europe. They offer flexible earning opportunities, help local businesses reach more customers, and give people greater convenience and choice. They have also become part of the daily routines of many Europeans: 54% report using delivery services in the past 12 months, and 58% say these services improve their daily lives. **This impact is even higher among younger Europeans (18-34), with 73% considering these services an everyday improvement to their lives.**



**Delivery platforms support local businesses**



Beyond convenience, delivery platforms are widely seen as supporting local economies. 64% of Europeans say delivery platforms help local restaurants and shops, and 82% of users report discovering new local businesses through them. In some countries, including Cyprus, Greece, and Malta, this effect is even stronger, with discovery rates exceeding 90%.

When given the choice under equal conditions, 51% of Europeans say they would prefer ordering from local stores via delivery platforms, compared to 19% who would choose global e-commerce providers. This suggests that delivery platforms are not only changing how people consume, but also helping local businesses reach new customers and grow.

**"What emerges from the data is a consistent picture across Europe. Platforms are increasingly part of how people live their daily lives, whether accessing flexible income, saving time, or discovering local restaurants and shops"**

Hanna Agnes Persson, Senior Insight Consultant at Ipsos

Taken together, the findings highlight a consistent pattern across Europe. Platform work is widely seen as a complementary part of the modern economy, and people value the flexibility and choice it provides.

As EU Member States implement the Platform Work Directive, the data points to a clear public expectation: that flexible work opportunities should remain available. How these rules are applied nationally will determine whether this flexibility is preserved in practice.

## About the study

*The survey was commissioned by Wolt and conducted by Ipsos between January 9 and March 20, 2026, via its Online Panel, among approximately 22,500 adults aged 18–75 across 24 European countries. Results are reported as an "EU-24*

average," where each country is weighted equally, regardless of population size. The sample includes around 1,000 respondents per country, and approximately 500 respondents in Cyprus, Luxembourg, and Malta.

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## About Wolt

### About Wolt

Wolt is a Helsinki-based technology company with a mission to bring joy, simplicity and earnings to the neighborhoods of the world. Wolt develops a local commerce platform that connects people looking to order food, groceries, and other goods with people interested in selling and delivering them. Wolt was founded in 2014 and joined forces with DoorDash (NASDAQ: DASH) in 2022. Altogether, DoorDash operates in more than 40 countries today. You can read more on the [Wolt](#) website.

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