

The Weekly Listen: The Gig Economy, the Parents Who Stay at Home, and Rebranded Brands

Article

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Every week on eMarketer's "Behind the Numbers" podcast, we take a few minutes to discuss some of the most intriguing headlines over the past seven days.

This week, we start off by digging into a new study that looks at the job impact of online platforms like Uber and AirBnb. How many people have shifted from traditional jobs to working via digital platforms?

Then we're considering new data about stay-at-home parents. Are dads any more likely to be homemakers?

Finally, we consider two well-known brands making a fundamental change—they're changing their names.