Appendix

Methodology for 'Good Gigs'

April 2017

RSA
Action and Research Centre

Appendix

As a starting point for thinking through any legal or political reform that might be needed, the RSA set out to learn more about the nature of Britain's gig economy. In collaboration with Ipsos MORI, we undertook the largest survey on the gig economy in Britain. A nationally representative sample of 7,656 people in the population over the age of 15 were surveyed face-to-face, meaning that they were interviewed in their homes, rather than online. This methodology gives us the truest indication of the gig economy's size in terms of the workforce.1

In our survey, we delved into questions about both the jobs and the workforce itself: what kind of work is being done and where, who the gig workers are, and how we can understand their working patterns, earnings, and motivations. To strengthen our insights, we've also included unique data shared with us by a range of platforms in the UK.

The results reveal how diverse the gig economy is and how experiences of gig work can differ, diverging along lines of age and gender. It puts the difficulties of regulation into perspective; since there is no universal experience within the gig economy, government must carefully weigh a number of trade-offs for workers in deciding whether to intervene and, if so, in what way.

We also asked a nationally representative sample of 1,918 respondents whether they would consider taking up gig work in future, giving us an idea of whether this trend is simply a fad or likely to become more significant over time.

The full questionnaire can be found below, as well as a breakdown of samples sizes and technical notes.

We also provide an overview of our qualitative research for this report.

About the RSA/Ipsos MORI Survey

Interviews were carried out with 7,656 adults aged 15+ in Great Britain between 11th November 2016 and 10th January 2017 as part of Capibus, Ipsos MORI's face-to-face omnibus survey. Interviews were conducted in respondents' homes using CAPI (Computer Aided Personal Interviewing) methodology. Data are weighted to age, region, working status and social grade within gender, as well as household tenure and respondent ethnicity.

Population estimates are derived from a combination of National Readership Survey (NRS) data and Office for National Statistics (ONS) Mid-Year Estimates for 2016. The total population for GB adults aged 15+ is estimated at 52,171,000 people.

We chose to undertake a face-to-face, rather than an online, survey because it is more inclusive. Online research has made progress over many years to improve its representation of the population, integrating quotas, sample balancing, and weighting as well as refining recruitment to mitigate against skews and biases. However, as long as internet penetration within Great Britain is not complete and universal, online

1. When attempting to understand population cohorts, nationally representative face-to-face interviewing offers the most inclusive, robust and representative methodology. For this reason, it is often the best approach when seeking to understand the true prevalence of behaviours, activities and attitudes in the context of the population as a whole.

research excludes segments of older, more vulnerable, or less connected parts of Great Britain's population, which are more likely to be represented in a face-to-face survey.2

RSA/Ipsos MORI Capibus Survey Questionnaire 2016-17

As you may know, 'gig work' is a way of finding work in the form of short term 'gigs', where customers often request work via an online tool, like a website or mobile phone app.

'Gig workers' often use these websites and apps to find customers and carry out work at short notice

The next few questions are about the ways in which you personally may have interacted with these services.

ASK ALL

WQ01A

In which, if any, of the following ways have you ever personally carried out paid work using a website or mobile phone application?

Please select all that apply to you, personally:

RANDOMISE CODES 1-7

1. Providing a driving or taxi service, for a fee, by finding passengers through a website or app such as Uber or BlaBlaCar
2. Providing professional work, such as consultancy, legal advice, accounting services, through a website or app such as UpWork, PeoplePerHour or Freelancer
3. Providing creative or IT work, such as writing, graphic design, or web development, through a website or app such as UpWork, Freelancer, PeoplePerHour, Fiverr or Toptal
4. Providing administrative work, such as data entry or 'click work', through a website or app such as Clickworker, PeoplePerHour or Freelancer
5. Providing skilled manual work, such as plumbing, building, electrical maintenance and carpentry, through a website or app such as Rated People, MyBuilder or TaskRabbit
6. Providing personal services, such as cleaning, moving, or DIY tasks, through a website or app such as TaskRabbit, Hassle or Handy
7. Providing delivery or courier services, through a website or app such as Deliveroo, UberEATS or Just Eat

ASK ALL WHO HAVE EVER CARRIED OUT ANY FORMS OF GIG WORK (WQ01A = 1-7)

2. According to the Office for National Statistics (ONS), 11 percent of households in Great Britain had no access to the internet at all in 2016.

WQ01B
And which, if any, of the following services have you ever personally used to carry out this sort of paid work?

1. Amazon MTurk
2. Clickworker
3. Deliveroo
4. Freelancer
5. Grub Club
6. Handy
7. Hassle
8. Mybuilder
9. My ShowCase
10. PeoplePerHour
11. RatedPeople
12. Staff Heroes
13. Taskrabbit
14. Taskpanda
15. Timeetc
16. Upwork
17. Uber
18. UberEATS
19. Other (please specify)

ASK ALL WHO HAVE NOT CARRIED OUT ALL FORMS OF GIG WORK (WQ01A = NOT ALL OF 1-7)

WQ01C
And in which, if any, of the following ways would you ever personally consider carrying out paid work in the future?

Please select all that you might, personally, consider

1. Providing a driving or taxi service, for a fee, by finding passengers through a website or app such as Uber or BlaBlaCar
2. Providing professional work, such as consultancy, legal advice, accounting services, through a website or app such as UpWork, PeoplePerHour or Freelancer
3. Providing creative or IT work, such as writing, graphic design, or web development, through a website or app such as UpWork, Freelancer, PeoplePerHour, Fiverr or Toptal
4. Providing administrative work, such as data entry or 'click work', through a website or app such as Clickworker, PeoplePerHour or Freelancer
5. Providing skilled manual work, such as plumbing, building, electrical maintenance and carpentry, through a website or app such as Rated People, MyBuilder or TaskRabbit
6. Providing personal services, such as cleaning, moving, or DIY tasks, through a website or app such as TaskRabbit, Hassle or Handy
7. Providing delivery or courier services, through a website or app such as Deliveroo, UberEATS or Just Eat

ASK ALL WHO HAVE EVER CARRIED OUT ANY FORMS OF GIG WORK (WQ01A = 1-7)

The next few questions will be about "Gig work". When we talk about "Gig work", we mean the following types of work that you have found in the past using an online platform or app.

Driving or taxi service by finding passengers through a website or app
Professional work such as consultancy, legal advice, accounting services
Creative or IT work, such as writing, graphic design, or web development
Administrative work, such as data entry or 'click work'
Skilled manual work, such as plumbing, building, electrical maintenance and carpentry
Personal services, such as cleaning, moving, or DIY tasks
Delivery or courier services

Please think about only this type of work for the following questions.

WQ02A
How often, if at all, do you carry out any of the above types of gig work?

1. Every day
2. Most days
3. About once or twice per week
4. About once or twice per month
5. About once every three months
6. About once every six months
7. About once every year
8. Less often than once a year
9. I used to carry out this sort of work, but I don't anymore

ASK ALL CURRENT GIG WORKERS (WQ01A = 2-8)

WQ02B
Do you currently carry out any other work in addition to the 'gig work' that you have already mentioned?

Please only consider other types work that are not found via a website or app

1. Yes, I am employed full-time (35 hours or more per week)
2. Yes, I am employed part-time (fewer than 35 hours per week)
3. Yes, I am self-employed
4. Yes, I carry out occasional work via a temping agency
5. Yes, I carry out some other type of work
6. No, I only carry out paid work found online or through an app

ASK ALL WEEKLY + GIG WORKERS (WQ02 = 1-3)

WQ03A

And, in a typical week, how many hours, in total, do you spend doing this sort of work?

If you are not sure, please give your best estimate.

1. Fewer than 8 hours per week
2. From 8 up to 16 hours per week
3. From 16 up to 24 hours per week
4. From 24 up to 29 hours per week
5. From 29 up to 35 hours per week
6. From 35 up to 48 hours per week
7. More than 48 hours per week

ASK ALL WEEKLY + GIG WORKERS WITH UNKNOWN WORKING HOURS (WQ03A = DK)

WQ03B

Thinking about the last week that you worked in this way, how many hours, in total did you spend doing this sort of work?

1. Fewer than 8 hours
2. From 8 up to 16 hours
3. From 16 up to 24 hours
4. From 24 up to 29 hours
5. From 29 up to 35 hours
6. From 35 up to 48 hours
7. More than 48 hours per

ASK ALL CURRENT GIG WORKERS (WQ01A = 2-8)

WQ04

INTERVIEWER: SHOW CARD ON INCOME

Thinking again about the gig work that you currently carry out (work found with customers through a website or app).

Could you please give me the letter from this card for the group in which you would place your total income per year from this type of work, before tax and other deductions?

If you're not sure of your annual income, please select the letter from the card that reflects your weekly income.

ANSWER CODES FROM SHOWCARD

WEEKLY INCOME		ANNUAL INCOME	
	£		£
E.	Less than 86	E.	Up to 4,499
K.	87 - 124	K.	4,500 - 6,499
S.	125 - 144	S.	6,500 - 7,499
P.	145 - 182	P.	7,500 - 9,499
L.	183 - 221	L.	9,500 - 11,499
J.	222 - 259	J.	11,500 - 13,499
A.	260 – 298	A.	13,500 - 15,499
T.	299 - 336	T.	15,500 - 17,499
D.	337 - 480	D.	17,500 - 24,999
N.	481 - 576	N.	25,000 - 29,999
C.	577 - 769	C.	30,000 - 39,999
F.	770 – 961	F.	40,000 - 49,999
R.	962 - 1442	R.	50,000 - 74,999
H.	1443 - 1923	H.	75,000 - 99,999
M.	1924 or more	M.	100,000 or more

ASK ALL WHO HAVE EVER CARRIED OUT ANY FORMS OF GIG WORK (WQ01A = 1-7)

WQ05
Thinking about the paid work that you have found online through a website or app, what were your main reasons for looking for paid work in this way?

INTERVIEWER PROBE: What other reasons would you give?

1. I could not find paid work through any other means that offered me enough hours
2. I could not find paid work through any other means that paid me enough
3. I could not find paid work through any other means that made full use of my skills or abilities
4. I could not find paid work through any other means that made full use of my qualifications
5. I could not find paid work through any other means at all
6. It was easier to find the sort of work I wanted to do
7. It was easier to find the sort of work that paid me more
8. It was easier to find work that had flexible hours
9. It was easier to find work that I could do from home
10. I can make more money by finding work this way than by finding work through other means
11. I wanted to make extra money so that I could save towards a big purchase, such as a wedding or holiday
12. I wanted to make extra money so that I could save towards an anticipated change in personal circumstances
13. I wanted to make extra money
14. My circumstances changed and this was the only way I could find work
15. I want to be my own boss
16. Another reason (please specify)

ASK ALL WHO HAVE EVER CARRIED OUT ANY FORMS OF GIG WORK (WQ01A = 1-7)

WQ06

To what extent do you agree, or disagree, with each of the following statements about the reasons for doing the gig work that you do?

GRID QUESTION, SINGLE CODE PER ROW, RANDOMISE ROWS, ALLOW DK

ROWS

1. I looked for gig work using websites and apps because there were better job opportunities than there were elsewhere.
2. I looked for gig work using websites and apps because it allowed me to have more freedom and control over the work I did.

COLUMNS

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree

Standard questions were also asked to better understand the demographics of the gig economy, including about age, gender, region, the highest level of education achieved, and the annual income of the household.

Technical tables

Table 1: Population estimates of workers in the gig economy

Description of cohort	Number of respondents in Ipsos MORI survey	Survey result %	Estimate based on the survey results – range	GB adults aged 15 + [range]	Mid-point estimate
Total	*7,656*				
Ever tried gig work	*243*	*3.17%*	*+/- 0.39% = 2.78% - 3.56%*	*1,450,354 – 1,857,287*	*1,653,820*
Current gig workers	*166*	*2.17%*	*+/- 0.33% = 1.84% - 2.50%*	*959,946 – 1,304,275*	*1,132,111*

Table 2: Population estimates of people who would consider some form of gig work in future

Description of activity	Number of respondents in Ipsos MORI survey	Survey result %	Estimate based on the survey results – range	GB adults aged 15 + [range]	Mid-point estimate
Total	*1,911*				*52,171,000*
Future consideration of any gig work not currently undertaken	*283*	*15.12%*	*+/- 1.6% = 13.52% - 16.72%*	*7,053,519 – 8,722,991*	*7,888,255*

Table 3: Population estimates of young people in the gig economy

Activity	Number of respondents in Ipsos MORI survey	Survey result %	Estimate based on the survey results – range	GB adults aged 15 + [range]	Mid-point estimate
Total 15-30 year olds	*1,824*				*13,190,000*
Ever tried gig work	*84*	*4.38%*	*+/- 0.94% = 3.44% - 5.62%*	*453,736 – 741,278*	*577,722*

Table 4: Population estimates of young people would consider some form of gig work in future

Activity	Number of respondents in Ipsos MORI survey	Survey result %	Estimate based on the survey results - range	GB adults aged 15 + [range]	Mid-point estimate
Total 15-30 year olds	*432*				*13,190,000*
Proportion who would consider some form of gig work	*121*	*26.08%*	*+/- 4.14% = 21.94% - 30.22%*	*2,893,886 – 3,986,018*	*3,439,952*

Table 5: Population estimates of women in the gig economy

Activity	Number of respondents in Ipsos MORI survey	Survey result %	Estimate based on the survey results – range	GB adults aged 15 + [range]	Mid-point estimate
Total Women	*3,805*				*26,669,000*
Ever tried gig work	*89*	*2.27%*	*+/- 0.47% = 1.80% - 2.74%*	*480,042 – 730,731*	*605,386*
Current gig workers	*52*	*1.33%*	*+/- 0.36% = 0.97% - 1.69%*	*258,689 – 450,706*	*354,698*

Table 6: Populations estimates of women who would consider some form of gig work in future

Activity	Number of respondents in Ipsos MORI survey	Survey result %	Estimate based on the survey results – range	GB adults aged 15 + [range]	Mid-point estimate
Total Women	*1,000*				*26,669,000*
Proportion who would consider	*132*	*13.43%*	*+/- 2.11% = 11.32% - 15.54%*	*3,018,931 – 4,144,363*	*3,581,647*

Technical notes

The sampling tolerances that apply to the percentage results in this survey are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population of GB adults 15+ was interviewed. As indicated below, sampling tolerances vary with the size of the sample and the size of the percentage result.

Size of sample on which survey result is based	10% or 90% + -	30% or 70% + -	50% + -
100 responses	*6*	*9*	*10*
200 responses	*4*	*6*	*7*
500 responses	*3*	*4*	*4*
1000 responses	*2*	*3*	*3*
997 responses	*2*	*3*	*3*
1005 responses	*2*	*3*	*3*
	Source Ipsos MORI		

About our qualitative research

While we engaged workers in one-to-one semi-structured interviews, our conclusions were mainly drawn from the survey findings given the scale and reach that was made possible through undertaking quantitative research. It was difficult to draw firm conclusions about the nature of gig work from our interviews as we were finding that motivations for and experiences of undertaking gig work can widely differ. Below are two case studies: the first highlights an experience of a worker using gigs as a main source of income, and the second focuses on a worker supplementing their existing income.

Gabe Waterhouse, Grub Club

Gabe used to work 70 hours a week as a Chef in a Michelin-starred restaurant. He wanted to change his lifestyle, and explore more creative pursuits on his own. Grub Club, an online platform for pop up dining and supper clubs, provided Gabe with an opportunity to test what he could do and whether people were interested in the sort of dining experiences he could create.

Gabe's average working week is now between 48 – 50 hours, but it can be more depending on how many dinners he hosts. Three dinners usually amount to three 16-hour days from 8am to midnight. In his early days on the platform, he'd host more dinners, working 70 hours per week, but prefers hosting fewer dinners to allow for more time to organise, prepare and plan. It will vary depending on expenses, including ingredients, the cost of a venue, and hiring others to help, but he can earn roughly £900 per week.

At the moment, Gabe is only working through Grub Club, but for a couple months at a time he can be found 'staging' in Michelin restaurants across London. Staging is work experience or an unpaid apprenticeship offered by Michelin restaurants to give chefs a chance to learn new techniques and cuisines.

Ultimately, Gabe enjoys the flexibility afforded to him by the platform. He reported feeling that both he and Grub Club are working together for mutual gain rather than in a situation where one works for the other.

He'd eventually like to open a restaurant, but it's such an expensive endeavour in London that he's working towards it by hosting supper clubs. If cooking is considered an art, chefs have much higher start-up costs than other artists seeking studio space; they require kitchens, equipment, and the bricks and mortar to host diners. This essentially means that chefs looking for experience have little bargaining power with industry giants, and there are problems with enforcement of the minimum wage and overtime pay. Given the challenges of the industry, Gabe's prefers the route he's currently on.

Nicola Desnoes, GIG

Nicola owns her own corset-making business based in North London. While this is her passion, it has been difficult to reliably make money from a small business.

Eventually, Nicola noticed she started dreading her business due to the stress of meeting deadlines for bills. A few weeks before Christmas, Nicola decided to find a second source of income from a job that would also offer her flexibility. This was when Nicola discovered GIG, a marketplace that matches businesses that need shift workers with people who are looking for an extra source of income. Nicola was able to easily to pick up shifts serving in hotels like the Hilton and would be paid the next day.

"I'm a start-up and work with GIG alongside my bespoke corsetry business. The GIG app is perfect for me as it gives me flexible hours to top-up my income and work as and when it suits me, without the commitment you would need working for any other type of company."

"I now feel more passionate about my own business because I'm not worrying about various bills I have to pay off on time."

In addition to workers, we engaged relevant stakeholders from platforms; labour organisations; trade unions; trade associations; professional membership bodies, and academia. We also engaged experts in employment law, tax, government policy, and investment.

We held two seminars, conducted under Chatham House Rules, to discuss and learn more about the legal status of gig workers and the culture of gig work.

A full list of stakeholders follows, with the exception of most workers (names were either not disclosed or are withheld).

Adam Waters, IPSE
Adrian Dixon, HMRC
Alasdair Hutchison, BSA
Alex Goodenough, Big Society Capital
Andrew Byrne, Uber
Antony Woodcock, GIG
Benjamin Bell, Uber
Brian Miller, Handy
Caroline O'Grady, PeoplePerHour
Céline Winant-Pateron, MANGOPAY
David D'Souza, CIPD
Ellie Gummer, SEUK
Gabriel Waterhouse, The Water House Project
Ian Brinkley, CIPD
James Farrar, United Private Hire Drivers
Jane Klauber, Russell-Cooke
Jason Moyer-Lee, IWGB
Jeremias Prassl, University of Oxford Faculty of Law
Jim Conigliaro, Jr., International Association of Machinists (IAM)/Independent Drivers' Guild
Joanne Woosam-Savage, HMRC
John Park, Community Union
John Steveni, PwC
John Whiting CBE, Office of Tax Simplification (OTS)
Justin Roberts, EY
Kate Bell, TUC
Lauren Crowley, Community Union
Laurent Gibb, Staff Heroes
Lorence Nye, IPSE
Maggie Dewhurst, IWGB
Margarete McGrath, EY
Martin Warren, Eversheds
Matt Gingell, Gannons
Melanie Maxwell Scott, BSA
Meredith McCammond, Low Incomes Tax Reform Group (LITRG)
Michael Newman, Leigh Day
Nick Walton, IPSE
Nicola Countouris, UCL Faculty of Laws
Olivia Sibony, Grub Club
Paul Jennings, Bates Wells Braithwaite
Paul Nash, HMRC
Pav Akhtar, UNI Global Union
Dr. Phoebe Moore, Middlesex University

Pratap Chahal, The Hungry Chef
Robin Naudi, Baxendale
Sam James, Hassle
Sinead Coogan-Jones, Deliveroo
Steve Garelick, GMB
Tess Lanning, Living Wage Foundation
Tom Thackray, CBI
Victoria Todd, LITRG
Yvonne Gallagher, Harbottle & Lewis LLP

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