Public First Poll for Coadec

Fieldwork:	28th Mar - 29th Mar 2023
Interview method:	Online Survey
Population represented:	UK Adults
Sample size:	1010

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team (polling@publicfirst.co.uk)

List of Tables

1 How well off would you say you feel? . . . 3
2 Over the last 6 months, would you say you have started worrying more or less about your ability to cover your living expenses? . . . 5
3 Which of the following describes your household situation? . . . 7
4 Which of the following best describes your experience as a result of the increased cost of living? . . . 9
5 You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Taking a second contracted job . . . 11
6 You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Freelancing or selling my services via an app/website . . . 13
7 You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Freelancing or selling my services but not via an app/website . . . 15
8 You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Selling my possessions via an app/website . . . 17
9 You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Selling handmade items via an app/website . . . 19
10 You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Renting my possessions (e.g. car, clothes) via an app/website . . . 21
11 When looking for work, how important are the following features for you?: Level of earnings . . . 23
12 When looking for work, how important are the following features for you?: Ability to set your own hours . . . 25
13 When looking for work, how important are the following features for you?: Opportunities to learn new skills . . . 27
14 When looking for work, how important are the following features for you?: Guaranteed hours . . . 29
15 When looking for work, how important are the following features for you?: Guaranteed earnings . . . 31
16 When looking for work, how important are the following features for you?: Being your own boss . . . 33
17 When looking for work, how important are the following features for you?: Working in a team . . . 35
18 When looking for work, how important are the following features for you?: Meeting new people . . . 37
19 When looking for work, how important are the following features for you?: Ability to earn overtime . . . 39
20 When looking for work, how important are the following features for you?: Number of annual leave days . . . 41
21 When looking for work, how important are the following features for you?: Perks staff benefits . . . 43
22 Do you make any money through gig work? . . . 45
23 Do any of the following characteristics of gig work particularly appeal to you? Select all that apply . . . 47
24 Would you be interested in using gig work to make some extra income by selling your skills or services via an online platform? . . . 49
25 Generally speaking, which of the following would you prefer to do, if given the option? . . . 51
26 You said are in work but don't make money via gig work. Does anything deter you from exploring gig work?Select all that apply . . . 53
27 You said you have already or would be interested in earning money through gig work by selling your skills or services via an online platform. Is this as a result of the cost of living crisis? . . . 55
28 Would you be interested in receiving support to better understand how you could take advantage of the gig work as a way to earn extra income? . . . 57
29 What would encourage you most to take up gig work, if anything? Select up to three . . . 59
30 Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: Students . . . 61
31 Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: Pensioners . . . 63

32 Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People with caring responsibilities . . . 65
33 Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People with limited work experience . . . 67
34 Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: Parents returning after a break to look after their children . . . 69
35 Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People returning to work after a career break . . . 71
36 Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People who want work to fit around other opportunities (such as actors or musicians) . . . 73
37 Have you ever used an app or website to share or borrow a possession/asset? . . . 75
38 You said you have never lent your possessions or assets via the sharing economy. Would you be interested in doing it? . . . 77
39 You said you have already or would be interested in lending your possessions or assets via sharing economy apps. What are your motivations for doing so?Please select all that apply. . . . 79
40 You said you have already or would be interested in making money via sharing economy apps. Is this as a result of the cost of living crisis? . . . 81
41 You said you have already made money via sharing economy apps by lending your possessions/assets. Approximately how much have you earnt in the last 12 months? . . . 83
42 You said you would be interested in making money by lending or renting your possessions or assets through the sharing economy. Which of the following would you consider lending via the sharing economy?Select all that apply . . . 85
43 You said you are not interested in using the sharing economy to lend or rent your possessions or assets. Why is that?Select all that apply . . . 87
44 If you had the option to insure your possessions from potential damage via sharing economy apps, would you be more interested in using those apps to earn money? . . . 89

(1.A) How well off would you say you feel?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I am very comfortable financially	7%	8%	12%	8%	4%	4%	5%	14%	4%	4%	4%	4%	6%	7%	12%	8%	8%	2%	7%
I am relatively comfortable financially	34%	25%	32%	25%	37%	35%	44%	38%	33%	26%	42%	30%	36%	28%	28%	30%	35%	44%	31%
I do not have money for luxuries but can normally cover the essentials	40%	40%	35%	36%	40%	49%	41%	35%	39%	48%	40%	43%	38%	34%	43%	41%	43%	40%	41%
I can only just afford my costs and often struggle to make ends meet	15%	23%	17%	22%	14%	9%	8%	9%	17%	14%	12%	18%	19%	23%	12%	18%	13%	10%	17%
I cannot afford my costs and often have to go without essentials like food and heating	4%	5%	2%	9%	6%	4%	2%	4%	7%	7%	2%	5%	1%	8%	6%	4%	1%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) How well off would you say you feel?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I am very comfortable financially	7%	9%	5%	13%	3%	6%	5%	8%	6%	4%	0%	3%	4%	7%	17%	32%	9%	5%	21%
I am relatively comfortable financially	34%	37%	31%	39%	38%	36%	22%	32%	23%	46%	28%	33%	30%	34%	44%	28%	48%	31%	20%
I do not have money for luxuries but can normally cover the essentials	40%	38%	42%	35%	44%	41%	41%	41%	34%	41%	33%	38%	43%	43%	36%	25%	35%	42%	44%
I can only just afford my costs and often struggle to make ends meet	15%	14%	16%	11%	12%	14%	23%	15%	24%	7%	34%	19%	18%	13%	1%	8%	7%	15%	15%
I cannot afford my costs and often have to go without essentials like food and heating	4%	3%	5%	2%	3%	3%	9%	4%	14%	2%	5%	7%	4%	3%	2%	6%	1%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Over the last 6 months, would you say you have started worrying more or less about your ability to cover your living expenses?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I have started worrying a lot more	25%	36%	31%	34%	27%	19%	8%	23%	27%	24%	14%	26%	26%	34%	37%	24%	25%	23%	28%
I have started worrying a bit more	43%	42%	49%	42%	42%	50%	35%	42%	48%	43%	53%	45%	31%	31%	28%	43%	45%	56%	45%
No change	29%	17%	16%	16%	30%	29%	54%	25%	23%	32%	30%	26%	39%	33%	31%	28%	30%	19%	27%
I have started worrying a bit less	3%	4%	3%	5%	1%	2%	2%	8%	2%	0%	1%	3%	3%	1%	2%	2%	0%	2%	0%
I have started worrying a lot less	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	1%	0%	1%	2%	2%	3%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Over the last 6 months, would you say you have started worrying more or less about your ability to cover your living expenses?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I have started worrying a lot more	25%	20%	30%	25%	21%	23%	32%	26%	40%	10%	48%	27%	30%	23%	19%	23%	13%	32%	22%
I have started worrying a bit more	43%	42%	44%	45%	46%	43%	37%	47%	31%	37%	36%	39%	46%	51%	42%	40%	39%	46%	38%
No change	29%	33%	24%	26%	29%	33%	27%	22%	27%	51%	17%	32%	23%	20%	34%	22%	44%	20%	32%
I have started worrying a bit less	3%	3%	2%	4%	3%	1%	2%	3%	1%	1%	0%	1%	1%	6%	2%	15%	1%	1%	6%
I have started worrying a lot less	1%	2%	0%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	0%	3%	0%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) Which of the following describes your household situation?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I am the sole person with an income in my household	33%	21%	38%	40%	33%	33%	33%	43%	38%	40%	26%	39%	30%	25%	28%	32%	30%	24%	40%
Me and another adult/several other adults in my household have incomes	55%	52%	53%	49%	53%	63%	60%	49%	54%	54%	60%	49%	54%	54%	63%	56%	60%	69%	51%
Another adult in my household is the sole person with an income	10%	21%	8%	10%	13%	4%	6%	8%	7%	6%	14%	11%	14%	18%	7%	11%	9%	5%	9%
Don't Know	1%	5%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	3%	3%	3%	1%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) Which of the following describes your household situation?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I am the sole person with an income in my household	33%	39%	28%	31%	39%	20%	41%	37%	19%	32%	14%	29%	28%	36%	44%	53%	31%	36%	35%
Me and another adult/several other adults in my household have incomes	55%	53%	57%	56%	53%	67%	47%	58%	33%	61%	36%	57%	58%	53%	50%	47%	58%	54%	55%
Another adult in my household is the sole person with an income	10%	6%	14%	13%	6%	12%	10%	4%	46%	7%	39%	12%	12%	11%	5%	0%	11%	10%	8%
Don't Know	1%	2%	1%	0%	1%	1%	2%	1%	3%	0%	12%	2%	2%	0%	1%	0%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) Which of the following best describes your experience as a result of the increased cost of living?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I have already taken steps to earn extra income	25%	39%	39%	30%	26%	13%	9%	40%	26%	20%	17%	17%	30%	21%	23%	21%	24%	35%	23%
I have found new ways to earn extra income but have not done it yet	11%	23%	20%	14%	7%	5%	1%	20%	13%	13%	9%	10%	13%	11%	13%	7%	5%	5%	4%
I am interested to earn extra income but am not sure how	38%	35%	37%	47%	41%	44%	29%	29%	36%	44%	45%	47%	35%	36%	37%	42%	36%	38%	48%
I am not interested in earning extra income	25%	3%	4%	9%	26%	37%	60%	11%	25%	23%	29%	25%	23%	32%	27%	29%	35%	21%	26%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) Which of the following best describes your experience as a result of the increased cost of living?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I have already taken steps to earn extra income	25%	23%	27%	32%	23%	21%	25%	30%	26%	10%	36%	18%	28%	27%	41%	55%	17%	29%	28%
I have found new ways to earn extra income but have not done it yet	11%	13%	9%	12%	12%	12%	8%	13%	15%	2%	17%	8%	10%	15%	13%	9%	11%	12%	16%
I am interested to earn extra income but am not sure how	38%	38%	39%	38%	39%	38%	38%	40%	42%	32%	42%	40%	41%	41%	30%	14%	30%	44%	40%
I am not interested in earning extra income	25%	26%	24%	18%	26%	28%	29%	17%	18%	56%	6%	34%	21%	16%	17%	22%	41%	15%	16%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Taking a second contracted job

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	755	147	157	158	115	88	90	128	100	60	62	53	70	56	33	75	56	37	25
Weighted	758	139	164	155	127	89	84	126	98	62	64	53	70	55	29	78	59	40	22
I have not considered doing this	40%	33%	33%	28%	44%	47%	71%	34%	47%	30%	45%	42%	45%	40%	28%	44%	35%	41%	40%
I would consider doing this	51%	57%	53%	65%	47%	47%	25%	53%	46%	57%	47%	52%	45%	51%	59%	51%	59%	51%	57%
I have done this	9%	11%	14%	7%	8%	6%	5%	13%	8%	13%	8%	6%	10%	9%	12%	5%	6%	8%	4%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Taking a second contracted job

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	755	370	382	208	199	162	181	530	87	99	34	0	0	184	88	11	122	305	55
Weighted	758	369	386	221	193	159	179	536	90	95	32	0	0	187	92	12	122	306	56
I have not considered doing this	40%	39%	40%	38%	36%	39%	47%	33%	54%	66%	33%	47%	40%	38%	27%	53%	43%	39%	25%
I would consider doing this	51%	53%	50%	51%	56%	54%	45%	57%	40%	30%	53%	48%	50%	56%	57%	26%	45%	53%	60%
I have done this	9%	8%	10%	12%	7%	7%	8%	10%	6%	4%	14%	5%	10%	6%	16%	21%	12%	8%	15%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Freelancing or selling my services via an app/website

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	755	147	157	158	115	88	90	128	100	60	62	53	70	56	33	75	56	37	25
Weighted	758	139	164	155	127	89	84	126	98	62	64	53	70	55	29	78	59	40	22
I have not considered doing this	52%	36%	38%	50%	59%	69%	78%	40%	49%	44%	56%	61%	45%	52%	64%	56%	61%	59%	63%
I would consider doing this	41%	53%	50%	43%	37%	27%	20%	51%	44%	45%	37%	33%	50%	40%	26%	37%	31%	35%	33%
I have done this	7%	11%	12%	7%	5%	4%	2%	9%	8%	12%	6%	5%	5%	8%	9%	7%	8%	5%	4%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Freelancing or selling my services via an app/website

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	755	370	382	208	199	162	181	530	87	99	34	0	0	184	88	11	122	305	55
Weighted	758	369	386	221	193	159	179	536	90	95	32	0	0	187	92	12	122	306	56
I have not considered doing this	52%	49%	54%	45%	54%	46%	63%	49%	54%	75%	24%	64%	54%	42%	38%	32%	58%	48%	36%
I would consider doing this	41%	44%	38%	44%	43%	45%	32%	43%	39%	22%	55%	32%	39%	51%	44%	59%	34%	45%	54%
I have done this	7%	7%	8%	11%	3%	10%	5%	8%	7%	2%	21%	4%	7%	7%	18%	9%	8%	7%	10%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Freelancing or selling my services but not via an app/website

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	755	147	157	158	115	88	90	128	100	60	62	53	70	56	33	75	56	37	25
Weighted	758	139	164	155	127	89	84	126	98	62	64	53	70	55	29	78	59	40	22
I have not considered doing this	53%	38%	42%	51%	61%	66%	75%	42%	50%	49%	65%	59%	41%	52%	61%	62%	64%	54%	43%
I would consider doing this	41%	54%	48%	43%	35%	31%	21%	46%	44%	46%	30%	28%	57%	41%	29%	37%	30%	41%	53%
I have done this	7%	8%	10%	6%	4%	3%	4%	12%	6%	5%	5%	13%	1%	7%	10%	2%	5%	5%	4%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Freelancing or selling my services but not via an app/website

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	755	370	382	208	199	162	181	530	87	99	34	0	0	184	88	11	122	305	55
Weighted	758	369	386	221	193	159	179	536	90	95	32	0	0	187	92	12	122	306	56
I have not considered doing this	53%	51%	54%	47%	55%	48%	63%	48%	66%	72%	35%	64%	52%	43%	42%	33%	54%	51%	48%
I would consider doing this	41%	42%	39%	46%	42%	42%	33%	44%	31%	26%	56%	33%	40%	51%	47%	36%	39%	44%	45%
I have done this	7%	6%	7%	8%	3%	10%	4%	8%	3%	2%	9%	2%	8%	5%	11%	31%	6%	5%	7%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Selling my possessions via an app/website

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	755	147	157	158	115	88	90	128	100	60	62	53	70	56	33	75	56	37	25
Weighted	758	139	164	155	127	89	84	126	98	62	64	53	70	55	29	78	59	40	22
I have not considered doing this	28%	19%	29%	23%	29%	37%	43%	33%	32%	26%	22%	19%	29%	23%	33%	33%	21%	32%	36%
I would consider doing this	41%	49%	38%	46%	35%	37%	39%	35%	42%	36%	49%	50%	52%	41%	42%	32%	47%	32%	40%
I have done this	30%	32%	33%	31%	36%	25%	18%	32%	26%	38%	29%	31%	19%	36%	25%	35%	32%	36%	24%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Selling my possessions via an app/website

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	755	370	382	208	199	162	181	530	87	99	34	0	0	184	88	11	122	305	55
Weighted	758	369	386	221	193	159	179	536	90	95	32	0	0	187	92	12	122	306	56
I have not considered doing this	28%	34%	23%	26%	31%	22%	34%	27%	25%	44%	11%	30%	26%	28%	31%	8%	28%	27%	30%
I would consider doing this	41%	42%	40%	36%	43%	47%	41%	42%	39%	36%	50%	47%	42%	40%	35%	34%	39%	44%	38%
I have done this	30%	24%	37%	37%	26%	32%	25%	31%	36%	20%	38%	23%	32%	32%	34%	58%	32%	29%	31%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Selling handmade items via an app/website

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	755	147	157	158	115	88	90	128	100	60	62	53	70	56	33	75	56	37	25
Weighted	758	139	164	155	127	89	84	126	98	62	64	53	70	55	29	78	59	40	22
I have not considered doing this	55%	32%	41%	55%	76%	68%	72%	50%	59%	51%	59%	48%	47%	46%	64%	60%	63%	56%	71%
I would consider doing this	36%	58%	44%	37%	21%	25%	20%	37%	34%	36%	37%	38%	43%	46%	29%	36%	28%	37%	22%
I have done this	9%	10%	15%	8%	3%	7%	8%	14%	7%	14%	5%	14%	10%	8%	7%	4%	9%	7%	8%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Selling handmade items via an app/website

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	755	370	382	208	199	162	181	530	87	99	34	0	0	184	88	11	122	305	55
Weighted	758	369	386	221	193	159	179	536	90	95	32	0	0	187	92	12	122	306	56
I have not considered doing this	55%	60%	50%	55%	62%	47%	54%	53%	53%	74%	26%	60%	51%	53%	60%	35%	54%	52%	56%
I would consider doing this	36%	32%	40%	34%	30%	42%	39%	37%	40%	22%	52%	34%	38%	38%	30%	37%	39%	38%	30%
I have done this	9%	8%	10%	10%	8%	11%	7%	9%	8%	5%	22%	7%	11%	9%	10%	28%	7%	10%	14%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Renting my possessions (e.g. car, clothes) via an app/website

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	755	147	157	158	115	88	90	128	100	60	62	53	70	56	33	75	56	37	25
Weighted	758	139	164	155	127	89	84	126	98	62	64	53	70	55	29	78	59	40	22
I have not considered doing this	73%	58%	65%	71%	81%	83%	92%	69%	76%	72%	85%	80%	61%	70%	64%	73%	79%	69%	74%
I would consider doing this	22%	35%	27%	27%	16%	10%	8%	26%	20%	21%	15%	17%	34%	26%	33%	24%	14%	20%	13%
I have done this	5%	7%	9%	2%	3%	6%	0%	5%	4%	7%	0%	4%	4%	4%	4%	3%	7%	11%	13%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) You said you have already taken steps or are considering ways to earn extra income as a result of the increased cost of living. Which of the following have you done or would you consider doing?: Renting my possessions (e.g. car, clothes) via an app/website

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	755	370	382	208	199	162	181	530	87	99	34	0	0	184	88	11	122	305	55
Weighted	758	369	386	221	193	159	179	536	90	95	32	0	0	187	92	12	122	306	56
I have not considered doing this	73%	71%	74%	70%	74%	68%	78%	72%	72%	87%	53%	77%	73%	68%	73%	53%	68%	72%	74%
I would consider doing this	22%	24%	21%	24%	21%	28%	17%	23%	26%	10%	41%	19%	23%	28%	20%	16%	24%	24%	16%
I have done this	5%	5%	5%	6%	5%	4%	4%	5%	2%	3%	6%	4%	4%	4%	7%	31%	8%	4%	9%

Note:

BASE: Respondents who have already taken steps to earn extra income or who are interested in earning extra income

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) When looking for work, how important are the following features for you?: Level of earnings

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	50%	55%	45%	50%	52%	57%	24%	55%	37%	57%	45%	38%	38%	48%	57%	62%	50%	54%	74%
Somewhat important for me	42%	34%	47%	42%	40%	42%	57%	37%	53%	39%	43%	49%	51%	46%	25%	35%	45%	40%	26%
Neither important or unimportant	6%	10%	4%	6%	8%	1%	9%	5%	8%	4%	9%	10%	9%	3%	10%	2%	5%	4%	0%
Somewhat unimportant for me	0%	0%	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	3%	0%
Very unimportant for me	1%	1%	3%	1%	0%	0%	6%	2%	1%	0%	3%	2%	0%	3%	3%	0%	0%	0%	0%
Don't know	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%	0%	2%	0%	4%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) When looking for work, how important are the following features for you?: Level of earnings

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	50%	49%	51%	54%	49%	49%	47%	50%	53%	*	*	51%	46%	49%	55%	45%	50%	44%	62%
Somewhat important for me	42%	41%	43%	44%	41%	41%	41%	43%	31%	*	*	40%	45%	44%	41%	48%	42%	49%	33%
Neither important or unimportant	6%	7%	4%	2%	8%	9%	8%	6%	13%	*	*	6%	8%	5%	4%	7%	6%	6%	4%
Somewhat unimportant for me	0%	0%	0%	0%	1%	0%	1%	0%	0%	*	*	1%	0%	1%	0%	0%	0%	0%	0%
Very unimportant for me	1%	1%	1%	0%	1%	1%	2%	1%	0%	*	*	0%	0%	2%	0%	0%	1%	1%	0%
Don't know	1%	1%	1%	0%	1%	1%	1%	0%	3%	*	*	2%	0%	1%	0%	0%	1%	0%	2%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) When looking for work, how important are the following features for you?: Ability to set your own hours

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	24%	26%	28%	24%	22%	22%	12%	30%	22%	29%	21%	15%	14%	22%	43%	27%	22%	19%	29%
Somewhat important for me	42%	37%	43%	43%	45%	42%	31%	40%	49%	51%	39%	37%	35%	39%	32%	47%	36%	46%	43%
Neither important or unimportant	22%	24%	17%	21%	26%	24%	29%	22%	21%	14%	18%	32%	36%	26%	14%	15%	22%	28%	17%
Somewhat unimportant for me	8%	10%	8%	8%	6%	5%	13%	6%	5%	5%	13%	9%	10%	5%	3%	10%	13%	7%	0%
Very unimportant for me	4%	3%	4%	5%	1%	7%	13%	1%	4%	0%	9%	6%	5%	8%	3%	2%	7%	0%	8%
Don't know	0%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	4%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) When looking for work, how important are the following features for you?: Ability to set your own hours

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	24%	20%	28%	25%	22%	26%	23%	24%	29%	*	*	24%	21%	23%	25%	39%	20%	24%	32%
Somewhat important for me	42%	43%	40%	47%	46%	29%	41%	42%	34%	*	*	37%	39%	44%	56%	38%	49%	44%	35%
Neither important or unimportant	22%	22%	22%	20%	21%	26%	23%	22%	26%	*	*	25%	29%	20%	13%	15%	23%	21%	17%
Somewhat unimportant for me	8%	9%	6%	5%	7%	12%	7%	8%	7%	*	*	9%	7%	10%	3%	0%	5%	8%	6%
Very unimportant for me	4%	4%	4%	3%	2%	6%	6%	4%	3%	*	*	3%	4%	3%	3%	8%	3%	4%	8%
Don't know	0%	1%	0%	0%	0%	1%	0%	0%	0%	*	*	1%	0%	0%	0%	0%	0%	0%	2%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) When looking for work, how important are the following features for you?: Opportunities to learn new skills

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	26%	29%	39%	30%	16%	20%	0%	38%	19%	31%	17%	7%	35%	33%	26%	19%	20%	39%	33%
Somewhat important for me	45%	45%	42%	47%	51%	42%	31%	38%	45%	43%	50%	59%	51%	38%	47%	53%	47%	31%	46%
Neither important or unimportant	18%	16%	14%	16%	23%	23%	25%	21%	19%	18%	20%	22%	8%	10%	18%	19%	25%	17%	13%
Somewhat unimportant for me	5%	5%	3%	5%	5%	7%	19%	1%	10%	6%	6%	7%	2%	11%	4%	5%	3%	10%	4%
Very unimportant for me	4%	4%	1%	2%	4%	6%	25%	1%	7%	3%	5%	6%	5%	5%	4%	5%	3%	3%	4%
Don't know	1%	1%	1%	0%	1%	2%	0%	2%	1%	0%	2%	0%	0%	2%	0%	0%	2%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) When looking for work, how important are the following features for you?: Opportunities to learn new skills

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	26%	30%	23%	30%	25%	24%	25%	26%	31%	*	*	21%	18%	31%	39%	32%	25%	23%	43%
Somewhat important for me	45%	41%	49%	49%	47%	43%	40%	45%	47%	*	*	45%	53%	47%	41%	52%	44%	51%	38%
Neither important or unimportant	18%	19%	18%	16%	18%	19%	21%	18%	13%	*	*	18%	20%	14%	16%	16%	20%	17%	11%
Somewhat unimportant for me	5%	4%	6%	3%	6%	5%	9%	5%	9%	*	*	8%	7%	2%	4%	0%	8%	5%	4%
Very unimportant for me	4%	4%	4%	2%	2%	8%	5%	4%	0%	*	*	8%	2%	4%	0%	0%	4%	3%	4%
Don't know	1%	1%	1%	0%	1%	1%	1%	1%	0%	*	*	0%	0%	1%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) When looking for work, how important are the following features for you?: Guaranteed hours

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	51%	50%	52%	54%	51%	55%	24%	44%	48%	48%	44%	46%	42%	56%	50%	72%	61%	52%	61%
Somewhat important for me	37%	36%	38%	37%	34%	38%	44%	43%	36%	30%	50%	35%	44%	42%	32%	21%	31%	32%	34%
Neither important or unimportant	9%	11%	7%	8%	11%	5%	19%	11%	13%	16%	3%	9%	11%	2%	7%	3%	6%	16%	5%
Somewhat unimportant for me	1%	3%	1%	1%	2%	1%	3%	1%	1%	2%	0%	5%	3%	0%	8%	2%	0%	0%	0%
Very unimportant for me	2%	1%	2%	1%	2%	0%	9%	1%	1%	4%	3%	4%	0%	0%	3%	2%	2%	0%	0%
Don't know	0%	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) When looking for work, how important are the following features for you?: Guaranteed hours

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	51%	47%	55%	50%	48%	51%	57%	51%	49%	*	*	60%	51%	45%	51%	48%	46%	51%	62%
Somewhat important for me	37%	39%	35%	37%	43%	33%	30%	37%	37%	*	*	28%	38%	41%	37%	46%	42%	37%	27%
Neither important or unimportant	9%	10%	8%	11%	7%	10%	8%	9%	13%	*	*	9%	8%	10%	10%	7%	8%	10%	9%
Somewhat unimportant for me	1%	1%	2%	1%	1%	5%	0%	2%	0%	*	*	3%	2%	1%	1%	0%	4%	1%	2%
Very unimportant for me	2%	3%	1%	1%	1%	2%	5%	2%	0%	*	*	1%	1%	2%	0%	0%	1%	1%	0%
Don't know	0%	1%	0%	0%	1%	0%	0%	0%	0%	*	*	0%	0%	1%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) When looking for work, how important are the following features for you?: Guaranteed earnings

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	61%	62%	62%	63%	61%	62%	41%	64%	56%	56%	46%	58%	52%	54%	57%	75%	71%	81%	73%
Somewhat important for me	30%	28%	28%	31%	29%	33%	44%	28%	36%	37%	39%	28%	42%	43%	24%	16%	22%	12%	21%
Neither important or unimportant	6%	8%	6%	3%	9%	5%	12%	6%	6%	5%	13%	10%	5%	0%	10%	6%	3%	7%	5%
Somewhat unimportant for me	1%	1%	3%	1%	0%	0%	0%	2%	1%	2%	2%	0%	0%	0%	8%	0%	2%	0%	0%
Very unimportant for me	1%	1%	1%	1%	2%	0%	3%	0%	1%	0%	0%	4%	0%	3%	0%	2%	2%	0%	0%
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) When looking for work, how important are the following features for you?: Guaranteed earnings

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	61%	58%	65%	59%	62%	61%	62%	61%	59%	*	*	66%	62%	61%	61%	52%	55%	62%	65%
Somewhat important for me	30%	33%	27%	31%	32%	29%	28%	30%	31%	*	*	27%	30%	31%	32%	48%	36%	30%	29%
Neither important or unimportant	6%	7%	5%	9%	5%	6%	5%	6%	3%	*	*	5%	7%	4%	8%	0%	7%	6%	4%
Somewhat unimportant for me	1%	1%	1%	1%	0%	1%	3%	1%	3%	*	*	1%	0%	2%	0%	0%	1%	1%	2%
Very unimportant for me	1%	1%	1%	1%	1%	2%	1%	1%	0%	*	*	0%	1%	2%	0%	0%	1%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	3%	*	*	1%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) When looking for work, how important are the following features for you?: Being your own boss

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	16%	17%	22%	19%	9%	7%	16%	23%	13%	15%	13%	7%	7%	13%	30%	14%	11%	27%	20%
Somewhat important for me	24%	23%	18%	26%	31%	23%	13%	30%	22%	23%	26%	24%	24%	31%	4%	18%	19%	22%	22%
Neither important or unimportant	35%	36%	41%	30%	33%	37%	29%	33%	35%	37%	31%	35%	38%	25%	40%	41%	35%	33%	43%
Somewhat unimportant for me	15%	17%	14%	15%	13%	17%	16%	9%	21%	10%	18%	18%	20%	15%	7%	20%	17%	7%	8%
Very unimportant for me	10%	7%	5%	9%	14%	16%	27%	4%	9%	13%	12%	16%	10%	16%	15%	6%	18%	11%	8%
Don't know	1%	0%	1%	2%	0%	0%	0%	1%	0%	2%	0%	0%	2%	0%	4%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) When looking for work, how important are the following features for you?: Being your own boss

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	16%	20%	11%	17%	11%	18%	16%	15%	22%	*	*	13%	8%	13%	28%	26%	14%	16%	19%
Somewhat important for me	24%	24%	23%	30%	26%	19%	15%	24%	13%	*	*	22%	18%	23%	33%	43%	32%	21%	37%
Neither important or unimportant	35%	33%	37%	33%	36%	37%	33%	35%	30%	*	*	31%	42%	39%	27%	31%	26%	40%	23%
Somewhat unimportant for me	15%	14%	15%	14%	17%	14%	14%	14%	24%	*	*	15%	20%	16%	8%	0%	14%	12%	13%
Very unimportant for me	10%	8%	14%	6%	9%	10%	20%	11%	6%	*	*	18%	11%	8%	3%	0%	12%	11%	5%
Don't know	1%	1%	0%	0%	0%	1%	1%	0%	3%	*	*	1%	1%	1%	0%	0%	2%	0%	2%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) When looking for work, how important are the following features for you?: Working in a team

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	20%	19%	24%	21%	14%	23%	12%	26%	18%	23%	12%	16%	21%	15%	23%	22%	12%	24%	16%
Somewhat important for me	34%	31%	37%	35%	40%	27%	23%	33%	32%	26%	37%	39%	31%	33%	29%	37%	37%	42%	42%
Neither important or unimportant	32%	39%	27%	28%	34%	34%	35%	27%	30%	41%	37%	31%	34%	37%	32%	26%	39%	21%	26%
Somewhat unimportant for me	9%	7%	9%	8%	8%	10%	24%	7%	14%	9%	9%	10%	14%	7%	8%	3%	10%	9%	0%
Very unimportant for me	4%	5%	2%	8%	4%	4%	6%	5%	4%	2%	3%	4%	0%	5%	7%	12%	2%	3%	16%
Don't know	1%	0%	2%	1%	1%	3%	0%	2%	3%	0%	2%	0%	0%	2%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) When looking for work, how important are the following features for you?: Working in a team

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	20%	20%	19%	21%	21%	17%	19%	19%	24%	*	*	17%	12%	25%	28%	15%	28%	17%	29%
Somewhat important for me	34%	35%	33%	39%	38%	29%	29%	35%	20%	*	*	31%	34%	37%	35%	69%	32%	40%	37%
Neither important or unimportant	32%	30%	34%	29%	25%	38%	37%	31%	37%	*	*	35%	40%	26%	26%	7%	23%	33%	27%
Somewhat unimportant for me	9%	8%	10%	7%	11%	11%	7%	9%	10%	*	*	10%	9%	8%	7%	0%	12%	7%	7%
Very unimportant for me	4%	5%	4%	4%	4%	5%	5%	4%	9%	*	*	6%	5%	3%	3%	9%	3%	3%	0%
Don't know	1%	2%	1%	1%	1%	1%	2%	1%	0%	*	*	1%	0%	1%	1%	0%	2%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) When looking for work, how important are the following features for you?: Meeting new people

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	16%	19%	23%	17%	7%	14%	10%	28%	13%	14%	11%	8%	13%	10%	16%	11%	18%	23%	12%
Somewhat important for me	34%	32%	33%	30%	41%	33%	31%	34%	35%	35%	30%	38%	33%	31%	24%	35%	26%	46%	51%
Neither important or unimportant	30%	28%	28%	31%	33%	33%	25%	21%	35%	27%	41%	29%	32%	36%	42%	26%	36%	23%	21%
Somewhat unimportant for me	12%	14%	10%	13%	8%	14%	16%	9%	12%	9%	12%	18%	17%	11%	11%	14%	13%	9%	4%
Very unimportant for me	8%	6%	5%	9%	10%	5%	18%	8%	6%	13%	6%	6%	5%	8%	7%	14%	6%	0%	12%
Don't know	1%	1%	0%	0%	1%	1%	0%	0%	0%	3%	0%	0%	0%	5%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) When looking for work, how important are the following features for you?: Meeting new people

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	16%	19%	13%	17%	16%	13%	16%	16%	23%	*	*	13%	9%	18%	24%	32%	15%	14%	25%
Somewhat important for me	34%	32%	36%	37%	34%	30%	33%	34%	41%	*	*	31%	38%	37%	35%	44%	30%	38%	33%
Neither important or unimportant	30%	29%	32%	29%	28%	35%	31%	31%	16%	*	*	34%	33%	24%	27%	9%	37%	31%	26%
Somewhat unimportant for me	12%	11%	12%	11%	14%	13%	9%	12%	14%	*	*	14%	11%	12%	9%	6%	10%	11%	9%
Very unimportant for me	8%	9%	7%	5%	8%	8%	10%	8%	3%	*	*	8%	8%	8%	5%	9%	8%	5%	6%
Don't know	1%	0%	1%	1%	0%	1%	1%	0%	3%	*	*	0%	1%	1%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) When looking for work, how important are the following features for you?: Ability to earn overtime

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	25%	35%	32%	30%	18%	16%	3%	33%	23%	16%	21%	14%	29%	33%	33%	24%	25%	20%	31%
Somewhat important for me	38%	38%	39%	37%	45%	36%	16%	35%	36%	46%	36%	44%	35%	39%	22%	40%	41%	48%	35%
Neither important or unimportant	22%	18%	20%	24%	20%	29%	34%	21%	24%	26%	30%	24%	20%	20%	22%	19%	22%	18%	22%
Somewhat unimportant for me	9%	9%	8%	7%	10%	11%	25%	9%	10%	6%	6%	7%	11%	5%	12%	17%	10%	14%	0%
Very unimportant for me	4%	1%	2%	2%	6%	6%	21%	2%	6%	5%	6%	11%	5%	0%	12%	0%	1%	0%	11%
Don't know	1%	0%	0%	0%	1%	2%	0%	1%	1%	2%	0%	0%	0%	2%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) When looking for work, how important are the following features for you?: Ability to earn overtime

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	25%	28%	22%	21%	28%	20%	33%	25%	30%	*	*	33%	17%	27%	25%	34%	27%	22%	33%
Somewhat important for me	38%	36%	40%	38%	36%	45%	35%	38%	33%	*	*	31%	47%	36%	45%	7%	32%	43%	41%
Neither important or unimportant	22%	19%	26%	28%	19%	20%	19%	22%	26%	*	*	18%	25%	21%	20%	59%	23%	23%	16%
Somewhat unimportant for me	9%	10%	8%	9%	10%	11%	7%	10%	7%	*	*	13%	7%	11%	8%	0%	11%	9%	10%
Very unimportant for me	4%	5%	3%	2%	6%	3%	5%	4%	4%	*	*	5%	4%	4%	2%	0%	6%	3%	0%
Don't know	1%	1%	0%	0%	1%	1%	0%	1%	0%	*	*	0%	1%	1%	0%	0%	1%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) When looking for work, how important are the following features for you?: Number of annual leave days

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	39%	38%	32%	35%	43%	55%	25%	41%	34%	39%	35%	33%	27%	29%	43%	51%	46%	42%	48%
Somewhat important for me	40%	41%	42%	42%	39%	34%	41%	41%	42%	45%	44%	41%	46%	41%	31%	32%	34%	35%	44%
Neither important or unimportant	16%	16%	18%	17%	15%	10%	25%	14%	17%	13%	17%	20%	25%	21%	14%	12%	15%	20%	4%
Somewhat unimportant for me	3%	3%	4%	4%	3%	0%	3%	4%	6%	0%	0%	0%	0%	6%	8%	3%	5%	3%	4%
Very unimportant for me	2%	2%	3%	1%	1%	0%	6%	1%	0%	4%	4%	7%	0%	3%	4%	2%	0%	0%	0%
Don't know	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) When looking for work, how important are the following features for you?: Number of annual leave days

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	39%	42%	35%	39%	43%	30%	42%	39%	40%	*	*	41%	34%	36%	48%	60%	41%	37%	43%
Somewhat important for me	40%	38%	42%	45%	44%	40%	28%	41%	30%	*	*	34%	46%	46%	35%	25%	38%	45%	28%
Neither important or unimportant	16%	15%	17%	13%	12%	19%	22%	16%	23%	*	*	19%	17%	14%	17%	15%	13%	14%	25%
Somewhat unimportant for me	3%	2%	4%	2%	1%	7%	4%	3%	0%	*	*	4%	2%	2%	1%	0%	5%	3%	4%
Very unimportant for me	2%	2%	1%	1%	0%	4%	3%	2%	3%	*	*	1%	1%	2%	0%	0%	2%	1%	0%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	3%	*	*	1%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) When looking for work, how important are the following features for you?: Perks & staff benefits

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	665	106	150	155	133	89	32	124	87	54	58	43	60	40	27	59	58	31	24
Weighted	675	100	158	152	146	90	29	122	86	56	61	43	61	40	24	63	62	34	22
Very important for me	25%	29%	26%	26%	23%	25%	3%	33%	25%	21%	23%	9%	23%	22%	38%	19%	19%	37%	29%
Somewhat important for me	46%	42%	49%	50%	45%	47%	37%	44%	48%	55%	48%	51%	36%	53%	25%	52%	46%	41%	50%
Neither important or unimportant	21%	22%	19%	18%	19%	23%	41%	18%	16%	17%	24%	33%	33%	9%	29%	17%	25%	19%	18%
Somewhat unimportant for me	6%	6%	4%	4%	9%	3%	10%	4%	7%	8%	2%	5%	6%	12%	4%	7%	6%	3%	4%
Very unimportant for me	2%	1%	1%	2%	4%	0%	9%	2%	3%	0%	3%	2%	0%	3%	4%	5%	1%	0%	0%
Don't know	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	2%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) When looking for work, how important are the following features for you?: Perks & staff benefits

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	665	348	316	196	188	142	135	636	29	0	0	0	0	177	92	13	114	262	50
Weighted	675	351	323	209	185	142	135	645	30	0	0	0	0	180	96	14	116	265	51
Very important for me	25%	27%	22%	28%	26%	16%	26%	24%	29%	*	*	24%	20%	25%	33%	26%	27%	22%	31%
Somewhat important for me	46%	44%	49%	48%	47%	48%	42%	47%	44%	*	*	42%	50%	49%	51%	24%	47%	49%	45%
Neither important or unimportant	21%	21%	21%	20%	18%	26%	21%	21%	24%	*	*	24%	23%	20%	13%	27%	18%	22%	18%
Somewhat unimportant for me	6%	4%	8%	3%	6%	6%	7%	6%	3%	*	*	6%	5%	5%	3%	15%	6%	5%	4%
Very unimportant for me	2%	3%	1%	0%	2%	4%	4%	2%	0%	*	*	3%	2%	1%	1%	8%	2%	2%	2%
Don't know	0%	1%	0%	0%	0%	1%	1%	0%	0%	*	*	1%	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who are in work or seeking work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Do you make any money through gig work?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
No - I do not earn any money via gig work	89%	82%	74%	87%	94%	98%	98%	70%	93%	88%	93%	96%	93%	94%	91%	90%	91%	90%	97%
Yes - I use it as a supplemental source of income	8%	7%	20%	11%	6%	2%	0%	24%	6%	6%	2%	3%	3%	4%	7%	7%	7%	7%	3%
Yes - I use it as my sole source of income	3%	11%	6%	2%	1%	0%	1%	7%	1%	5%	4%	1%	4%	2%	2%	4%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Do you make any money through gig work?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
No - I do not earn any money via gig work	89%	86%	92%	84%	87%	92%	94%	85%	97%	98%	87%	95%	93%	87%	72%	69%	90%	88%	85%
Yes - I use it as a supplemental source of income	8%	11%	5%	12%	10%	5%	3%	11%	3%	0%	3%	3%	5%	9%	20%	31%	8%	8%	10%
Yes - I use it as my sole source of income	3%	4%	3%	4%	3%	4%	2%	4%	0%	1%	11%	2%	2%	4%	8%	0%	2%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) Do any of the following characteristics of gig work particularly appeal to you? Select all that apply

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
Flexible hours	54%	70%	70%	60%	62%	49%	21%	71%	53%	52%	51%	52%	47%	39%	51%	51%	54%	49%	68%
Being able to work more to earn more	38%	50%	51%	48%	44%	32%	11%	49%	41%	39%	41%	39%	32%	28%	33%	36%	37%	22%	42%
Choice around which work to take up	34%	37%	48%	37%	41%	32%	15%	46%	37%	35%	31%	36%	33%	24%	21%	36%	29%	35%	30%
Being my own boss	32%	40%	40%	34%	40%	24%	17%	44%	29%	37%	25%	35%	26%	29%	22%	33%	26%	32%	41%
Ability to take unpaid leave whenever you want	23%	28%	29%	20%	28%	27%	11%	30%	20%	27%	24%	30%	20%	15%	16%	23%	24%	18%	29%
None of the above	31%	14%	10%	21%	23%	37%	70%	9%	38%	31%	29%	32%	33%	46%	40%	33%	35%	38%	14%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Do any of the following characteristics of gig work particularly appeal to you? Select all that apply

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
Flexible hours	54%	53%	54%	65%	56%	52%	39%	63%	48%	26%	72%	44%	58%	61%	70%	68%	46%	56%	68%
Being able to work more to earn more	38%	38%	38%	46%	43%	34%	28%	47%	32%	11%	58%	27%	36%	54%	45%	54%	34%	41%	52%
Choice around which work to take up	34%	34%	34%	45%	41%	28%	21%	40%	30%	20%	42%	23%	34%	46%	54%	44%	31%	37%	46%
Being my own boss	32%	34%	30%	41%	30%	29%	26%	36%	28%	19%	53%	24%	33%	37%	47%	28%	29%	32%	44%
Ability to take unpaid leave whenever you want	23%	21%	25%	31%	24%	20%	16%	27%	15%	16%	33%	12%	20%	36%	30%	35%	20%	25%	31%
None of the above	31%	30%	32%	17%	29%	33%	47%	20%	36%	66%	11%	44%	27%	20%	13%	15%	38%	24%	20%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Would you be interested in using gig work to make some extra income by selling your skills or services via an online platform?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
No, I would not be interested	34%	19%	17%	20%	28%	43%	69%	16%	36%	30%	35%	45%	35%	45%	42%	36%	40%	35%	25%
Yes, I would be interested	48%	68%	73%	58%	51%	37%	13%	71%	47%	51%	46%	38%	44%	34%	36%	46%	45%	53%	56%
Don't Know	17%	12%	10%	22%	21%	20%	19%	13%	16%	20%	20%	17%	21%	21%	21%	18%	15%	13%	19%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Would you be interested in using gig work to make some extra income by selling your skills or services via an online platform?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
No, I would not be interested	34%	33%	36%	23%	31%	34%	49%	25%	41%	63%	8%	46%	32%	22%	22%	14%	43%	28%	26%
Yes, I would be interested	48%	50%	47%	62%	50%	46%	34%	59%	38%	16%	86%	33%	52%	60%	70%	65%	40%	56%	66%
Don't Know	17%	17%	18%	15%	19%	20%	17%	16%	21%	21%	6%	21%	16%	18%	8%	21%	17%	16%	7%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Generally speaking, which of the following would you prefer to do, if given the option?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	636	91	147	151	130	86	31	122	83	52	56	42	51	37	24	57	57	31	24
Weighted	645	86	155	148	142	86	28	120	82	54	58	43	52	37	21	61	61	34	22
I would prefer working for an employer with a fixed number of hours	33%	29%	28%	31%	30%	46%	52%	21%	35%	27%	24%	36%	29%	39%	39%	42%	48%	42%	32%
I would prefer working for an employer but have more control over my hours	39%	46%	40%	45%	37%	30%	13%	40%	35%	36%	50%	40%	47%	40%	41%	31%	26%	42%	46%
I would prefer to sell my services independently and have full control of when I work	21%	19%	25%	18%	25%	17%	16%	34%	22%	30%	14%	19%	11%	10%	17%	18%	23%	10%	14%
N/A this does not make sense for my job	4%	2%	3%	3%	7%	1%	17%	2%	6%	5%	3%	5%	6%	8%	4%	5%	2%	0%	4%
Don't know	3%	4%	4%	3%	1%	5%	3%	3%	1%	2%	8%	0%	8%	2%	0%	3%	2%	6%	4%

Note:

BASE: Respondents who are in work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Generally speaking, which of the following would you prefer to do, if given the option?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	636	338	298	191	183	141	118	636	0	0	0	0	0	169	90	12	112	245	49
Weighted	645	341	304	203	180	141	118	645	0	0	0	0	0	172	94	13	114	248	50
I would prefer working for an employer with a fixed number of hours	33%	33%	33%	33%	32%	23%	45%	33%	*	*	*	40%	33%	29%	28%	58%	33%	35%	22%
I would prefer working for an employer but have more control over my hours	39%	39%	39%	38%	41%	44%	32%	39%	*	*	*	35%	39%	42%	40%	33%	39%	40%	52%
I would prefer to sell my services independently and have full control of when I work	21%	21%	21%	24%	19%	25%	14%	21%	*	*	*	17%	18%	23%	30%	0%	21%	21%	19%
N/A this does not make sense for my job	4%	3%	6%	4%	4%	4%	3%	4%	*	*	*	4%	5%	3%	2%	9%	4%	2%	4%
Don't know	3%	4%	2%	1%	4%	5%	5%	3%	*	*	*	4%	4%	3%	0%	0%	2%	3%	4%

Note:

BASE: Respondents who are in work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) You said are in work but don't make money via gig work. Does anything deter you from exploring gig work?Select all that apply

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	542	69	109	128	123	83	30	82	77	44	50	39	47	33	21	49	50	27	23
Weighted	549	65	113	126	135	83	28	80	76	45	52	40	48	33	19	53	53	29	21
Don't Know	5%	4%	5%	5%	8%	4%	0%	5%	5%	7%	6%	0%	11%	0%	0%	2%	6%	7%	8%
I've never thought about it before	43%	35%	39%	42%	46%	52%	47%	48%	39%	38%	51%	42%	37%	45%	30%	46%	48%	40%	39%
I prefer having guaranteed hours	32%	33%	37%	35%	24%	37%	20%	25%	35%	21%	26%	37%	19%	45%	28%	44%	41%	38%	27%
I don't understand how it works	26%	27%	27%	26%	24%	24%	31%	32%	24%	30%	30%	25%	23%	21%	28%	30%	16%	23%	13%
I don't think my professional skills suit a gig job	25%	29%	30%	28%	25%	17%	13%	29%	32%	26%	32%	37%	18%	23%	14%	18%	25%	18%	12%
I prefer having access to an office/workspace	11%	15%	10%	10%	9%	16%	7%	15%	10%	11%	16%	8%	20%	9%	4%	6%	14%	4%	8%
I prefer having access to training and professional development	10%	22%	16%	4%	9%	7%	4%	12%	11%	9%	4%	7%	13%	15%	15%	13%	6%	11%	9%
Other (please specify)	3%	1%	1%	1%	3%	2%	19%	1%	4%	4%	4%	5%	0%	0%	4%	0%	0%	7%	8%

Note:

BASE: Respondents who are in work but do not make any money via gig work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) You said are in work but don't make money via gig work. Does anything deter you from exploring gig work?Select all that apply

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	542	278	264	152	156	125	107	542	0	0	0	0	0	143	62	8	94	208	40
Weighted	549	277	272	163	153	125	106	549	0	0	0	0	0	146	64	9	95	210	40
Don't Know	5%	7%	3%	3%	6%	4%	9%	5%	*	*	*	6%	7%	5%	2%	0%	2%	4%	7%
I've never thought about it before	43%	38%	48%	45%	39%	48%	40%	43%	*	*	*	44%	43%	35%	52%	66%	43%	41%	49%
I prefer having guaranteed hours	32%	31%	33%	31%	31%	29%	38%	32%	*	*	*	35%	27%	36%	34%	25%	33%	36%	15%
I don't understand how it works	26%	18%	33%	29%	20%	26%	29%	26%	*	*	*	32%	25%	23%	22%	23%	23%	28%	19%
I don't think my professional skills suit a gig job	25%	24%	27%	26%	29%	28%	16%	25%	*	*	*	17%	25%	33%	26%	14%	26%	25%	24%
I prefer having access to an office/workspace	11%	13%	9%	13%	17%	8%	5%	11%	*	*	*	8%	13%	14%	10%	13%	17%	12%	5%
I prefer having access to training and professional development	10%	13%	7%	9%	11%	12%	10%	10%	*	*	*	6%	13%	10%	9%	34%	8%	15%	10%
Other (please specify)	3%	3%	3%	2%	2%	2%	5%	3%	*	*	*	2%	2%	1%	5%	0%	5%	0%	0%

Note:

BASE: Respondents who are in work but do not make any money via gig work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) You said you have already or would be interested in earning money through gig work by selling your skills or services via an online platform. Is this as a result of the cost of living crisis?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	505	109	125	105	82	52	32	106	65	41	43	28	40	30	18	51	40	25	18
Weighted	510	103	132	103	90	52	30	105	64	42	45	28	41	30	16	54	42	27	17
No, I was already doing this or considering this before	20%	22%	18%	18%	19%	15%	33%	24%	20%	16%	20%	11%	23%	16%	22%	23%	9%	16%	26%
Yes, it is as a result of the increased cost of living	80%	78%	82%	82%	81%	85%	67%	76%	80%	84%	80%	89%	77%	84%	78%	77%	91%	84%	74%

Note:

BASE: Respondents who are interested in doing gig work or who already do gig work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) You said you have already or would be interested in earning money through gig work by selling your skills or services via an online platform. Is this as a result of the cost of living crisis?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	505	258	244	163	140	108	90	387	43	39	32	0	0	134	75	9	86	209	43
Weighted	510	261	247	173	137	107	90	395	44	38	30	0	0	136	78	10	87	209	44
No, I was already doing this or considering this before	20%	23%	16%	19%	23%	20%	15%	19%	14%	24%	30%	22%	20%	13%	29%	13%	20%	18%	26%
Yes, it is as a result of the increased cost of living	80%	77%	84%	81%	77%	80%	85%	81%	86%	76%	70%	78%	80%	87%	71%	87%	80%	82%	74%

Note:

BASE: Respondents who are interested in doing gig work or who already do gig work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Would you be interested in receiving support to better understand how you could take advantage of the gig work as a way to earn extra income?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	902	124	122	151	146	137	222	101	126	70	83	68	85	78	41	96	79	43	32
Weighted	900	118	126	148	161	139	208	98	122	72	85	68	85	76	37	99	83	46	29
No, I would not be interested	38%	26%	16%	21%	36%	45%	67%	19%	37%	41%	39%	47%	42%	47%	37%	44%	37%	35%	29%
Yes, I would be interested	51%	61%	70%	71%	56%	46%	22%	72%	50%	47%	53%	43%	47%	43%	44%	50%	50%	52%	66%
N/A I feel like I already fully understand it	10%	13%	14%	8%	8%	10%	11%	8%	13%	12%	8%	9%	11%	10%	19%	6%	12%	13%	6%

Note:

BASE: Respondents who do not make any money via gig work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Would you be interested in receiving support to better understand how you could take advantage of the gig work as a way to earn extra income?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	902	438	461	213	236	207	242	542	102	224	31	0	0	189	77	10	191	318	57
Weighted	900	425	472	228	228	203	237	549	105	213	29	0	0	193	80	11	188	318	57
No, I would not be interested	38%	37%	39%	27%	38%	38%	50%	28%	44%	65%	16%	46%	36%	30%	24%	21%	48%	31%	27%
Yes, I would be interested	51%	54%	49%	60%	55%	51%	39%	61%	49%	26%	74%	43%	54%	60%	69%	60%	44%	59%	66%
N/A I feel like I already fully understand it	10%	9%	11%	13%	7%	11%	10%	11%	7%	10%	10%	11%	9%	11%	7%	19%	8%	10%	7%

Note:

BASE: Respondents who do not make any money via gig work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) What would encourage you most to take up gig work, if anything? Select up to three

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	902	124	122	151	146	137	222	101	126	70	83	68	85	78	41	96	79	43	32
Weighted	900	118	126	148	161	139	208	98	122	72	85	68	85	76	37	99	83	46	29
Specialist Insurance that covers my professional endeavours	9%	13%	15%	11%	11%	6%	3%	18%	7%	7%	7%	6%	11%	6%	10%	7%	11%	9%	11%
Information about the kinds of roles available	35%	29%	46%	41%	43%	34%	20%	40%	33%	37%	36%	29%	42%	27%	17%	38%	32%	40%	34%
N/A - There is nothing which would encourage me to take up gig work	29%	9%	9%	15%	22%	34%	65%	17%	31%	26%	32%	38%	24%	34%	32%	27%	37%	33%	12%
Professional training and development	22%	42%	29%	31%	22%	17%	6%	32%	25%	21%	16%	28%	27%	22%	17%	19%	19%	9%	23%
Advice on how to navigate a specific platform or app	20%	23%	30%	24%	20%	21%	9%	24%	21%	20%	26%	12%	19%	17%	16%	20%	19%	28%	13%
Contributions to my pension	19%	24%	30%	23%	23%	20%	3%	26%	24%	28%	12%	18%	20%	19%	10%	13%	11%	21%	29%
Access to holiday pay	17%	32%	23%	22%	18%	13%	2%	20%	23%	18%	13%	15%	19%	15%	17%	14%	11%	14%	22%
Ability to connect with others earning on the platform	15%	24%	28%	12%	14%	11%	7%	21%	20%	9%	17%	10%	20%	9%	21%	11%	5%	17%	22%
Don't Know	10%	13%	9%	7%	12%	11%	9%	5%	6%	11%	9%	9%	13%	9%	12%	15%	12%	9%	16%
Other (please specify)	1%	2%	0%	2%	0%	1%	1%	0%	1%	1%	0%	0%	0%	4%	2%	1%	0%	0%	3%

Note:

BASE: Respondents who do not make any money via gig work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) What would encourage you most to take up gig work, if anything? Select up to three

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	902	438	461	213	236	207	242	542	102	224	31	0	0	189	77	10	191	318	57
Weighted	900	425	472	228	228	203	237	549	105	213	29	0	0	193	80	11	188	318	57
Specialist Insurance that covers my professional endeavours	9%	11%	8%	13%	11%	9%	4%	12%	5%	4%	6%	3%	6%	16%	20%	22%	10%	11%	9%
Information about the kinds of roles available	35%	36%	33%	44%	39%	32%	24%	40%	27%	26%	29%	21%	39%	47%	49%	39%	32%	39%	34%
N/A - There is nothing which would encourage me to take up gig work	29%	27%	31%	19%	24%	31%	42%	18%	34%	58%	3%	40%	21%	18%	19%	11%	37%	20%	25%
Professional training and development	22%	22%	23%	27%	23%	23%	17%	27%	22%	7%	52%	17%	27%	25%	31%	46%	18%	28%	25%
Advice on how to navigate a specific platform or app	20%	19%	21%	26%	21%	15%	17%	22%	18%	14%	36%	13%	20%	27%	31%	9%	19%	22%	23%
Contributions to my pension	19%	21%	18%	26%	22%	19%	11%	26%	11%	5%	22%	19%	18%	24%	26%	29%	19%	21%	26%
Access to holiday pay	17%	18%	15%	18%	18%	16%	16%	22%	15%	2%	39%	14%	17%	23%	17%	9%	13%	21%	27%
Ability to connect with others earning on the platform	15%	18%	12%	16%	15%	15%	12%	16%	12%	9%	48%	13%	16%	20%	16%	20%	13%	19%	21%
Don't Know	10%	8%	11%	7%	9%	12%	12%	9%	16%	9%	13%	12%	15%	6%	1%	12%	7%	10%	7%
Other (please specify)	1%	1%	1%	0%	1%	1%	1%	1%	0%	2%	0%	2%	0%	2%	0%	0%	1%	1%	0%

Note:

BASE: Respondents who do not make any money via gig work

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: Students

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I think this group benefits from having the option to earn via gig work	74%	70%	82%	74%	78%	76%	65%	80%	68%	80%	74%	82%	71%	63%	67%	71%	79%	74%	71%
I do not think this group benefits from having the option to earn via gig work	10%	17%	10%	9%	6%	6%	10%	9%	12%	5%	3%	8%	15%	16%	14%	11%	4%	7%	9%
Don't know	17%	12%	8%	17%	16%	17%	26%	12%	19%	15%	23%	10%	14%	20%	19%	18%	17%	18%	19%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: Students

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I think this group benefits from having the option to earn via gig work	74%	72%	76%	83%	78%	67%	64%	77%	65%	68%	81%	68%	72%	81%	85%	93%	70%	77%	86%
I do not think this group benefits from having the option to earn via gig work	10%	11%	9%	8%	8%	12%	11%	10%	11%	8%	14%	10%	11%	7%	7%	7%	12%	11%	8%
Don't know	17%	17%	16%	9%	14%	21%	24%	14%	23%	24%	5%	22%	16%	11%	7%	0%	19%	12%	6%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: Pensioners

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I think this group benefits from having the option to earn via gig work	46%	41%	52%	44%	46%	52%	43%	53%	43%	55%	45%	41%	43%	41%	27%	49%	44%	57%	44%
I do not think this group benefits from having the option to earn via gig work	31%	41%	35%	34%	29%	22%	27%	35%	38%	24%	29%	36%	39%	30%	49%	26%	26%	10%	26%
Don't know	23%	18%	13%	22%	25%	25%	30%	12%	19%	21%	26%	23%	18%	29%	24%	25%	29%	33%	29%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: Pensioners

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I think this group benefits from having the option to earn via gig work	46%	51%	42%	57%	50%	42%	34%	49%	33%	46%	40%	38%	45%	54%	66%	49%	49%	46%	65%
I do not think this group benefits from having the option to earn via gig work	31%	31%	31%	28%	32%	31%	34%	32%	30%	26%	47%	31%	34%	30%	22%	36%	31%	34%	25%
Don't know	23%	18%	27%	15%	17%	26%	33%	19%	37%	28%	14%	31%	22%	16%	11%	14%	19%	20%	10%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People with caring responsibilities

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I think this group benefits from having the option to earn via gig work	58%	53%	65%	63%	65%	58%	46%	65%	50%	59%	57%	61%	57%	53%	52%	59%	63%	60%	60%
I do not think this group benefits from having the option to earn via gig work	20%	31%	20%	18%	13%	19%	20%	22%	24%	22%	18%	25%	20%	14%	23%	21%	15%	15%	15%
Don't know	22%	16%	14%	18%	22%	23%	34%	13%	25%	19%	26%	14%	24%	33%	25%	20%	22%	25%	25%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People with caring responsibilities

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I think this group benefits from having the option to earn via gig work	58%	59%	57%	69%	64%	51%	47%	63%	47%	50%	62%	50%	57%	72%	66%	86%	53%	63%	69%
I do not think this group benefits from having the option to earn via gig work	20%	22%	18%	18%	19%	17%	25%	19%	22%	20%	33%	20%	22%	16%	23%	14%	19%	22%	19%
Don't know	22%	20%	24%	13%	17%	32%	28%	18%	31%	30%	5%	30%	21%	12%	12%	0%	28%	15%	12%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People with limited work experience

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I think this group benefits from having the option to earn via gig work	58%	67%	65%	61%	62%	54%	41%	65%	53%	59%	62%	66%	60%	55%	58%	51%	53%	52%	54%
I do not think this group benefits from having the option to earn via gig work	20%	19%	23%	17%	17%	21%	20%	20%	23%	17%	12%	18%	16%	13%	18%	29%	19%	25%	24%
Don't know	23%	14%	13%	21%	21%	25%	38%	14%	24%	24%	26%	16%	24%	32%	24%	21%	28%	22%	22%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People with limited work experience

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I think this group benefits from having the option to earn via gig work	58%	57%	58%	67%	60%	55%	48%	61%	58%	43%	76%	50%	57%	63%	72%	100%	56%	60%	69%
I do not think this group benefits from having the option to earn via gig work	20%	21%	19%	18%	22%	16%	22%	20%	13%	22%	13%	16%	22%	22%	19%	0%	20%	22%	21%
Don't know	23%	22%	24%	15%	18%	29%	30%	18%	30%	35%	11%	34%	20%	15%	9%	0%	23%	18%	10%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: Parents returning after a break to look after their children

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I think this group benefits from having the option to earn via gig work	63%	59%	64%	64%	67%	69%	56%	64%	63%	66%	67%	68%	64%	57%	49%	66%	69%	50%	57%
I do not think this group benefits from having the option to earn via gig work	18%	27%	24%	20%	13%	10%	12%	28%	20%	18%	6%	13%	24%	17%	26%	11%	8%	23%	17%
Don't know	19%	13%	11%	16%	20%	22%	31%	9%	17%	16%	27%	19%	12%	26%	25%	23%	23%	27%	26%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: Parents returning after a break to look after their children

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I think this group benefits from having the option to earn via gig work	63%	59%	66%	75%	65%	57%	54%	65%	56%	62%	59%	58%	66%	72%	65%	94%	62%	67%	67%
I do not think this group benefits from having the option to earn via gig work	18%	21%	14%	15%	21%	16%	18%	20%	12%	11%	30%	17%	16%	18%	24%	6%	20%	17%	21%
Don't know	19%	20%	19%	11%	15%	27%	27%	15%	32%	27%	11%	25%	18%	11%	11%	0%	18%	16%	12%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People returning to work after a career break

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I think this group benefits from having the option to earn via gig work	64%	63%	70%	70%	63%	71%	53%	72%	62%	69%	61%	74%	72%	50%	46%	65%	66%	55%	63%
I do not think this group benefits from having the option to earn via gig work	15%	24%	17%	13%	13%	9%	14%	17%	16%	11%	11%	9%	15%	19%	26%	10%	15%	19%	18%
Don't know	21%	13%	13%	17%	24%	19%	33%	11%	22%	21%	27%	17%	13%	30%	28%	25%	19%	26%	19%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People returning to work after a career break

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I think this group benefits from having the option to earn via gig work	64%	62%	67%	73%	66%	60%	57%	67%	59%	58%	66%	59%	66%	74%	70%	72%	63%	68%	72%
I do not think this group benefits from having the option to earn via gig work	15%	18%	12%	13%	18%	15%	15%	17%	5%	11%	25%	15%	13%	12%	19%	20%	16%	15%	16%
Don't know	21%	20%	21%	14%	16%	25%	28%	15%	36%	30%	9%	26%	21%	14%	12%	8%	21%	17%	12%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People who want work to fit around other opportunities (such as actors or musicians)

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
I think this group benefits from having the option to earn via gig work	72%	65%	78%	77%	75%	75%	65%	75%	66%	80%	75%	81%	77%	64%	65%	74%	73%	61%	68%
I do not think this group benefits from having the option to earn via gig work	10%	23%	12%	9%	6%	8%	7%	18%	14%	7%	6%	7%	9%	8%	12%	7%	6%	13%	13%
Don't know	17%	12%	10%	14%	19%	18%	28%	7%	20%	13%	19%	13%	14%	28%	23%	19%	21%	25%	19%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) Which of the following demographics do you think could particularly benefit from having the option to earn money via gig work, if anyone?: People who want work to fit around other opportunities (such as actors or musicians)

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
I think this group benefits from having the option to earn via gig work	72%	71%	74%	81%	79%	66%	62%	75%	64%	70%	66%	65%	76%	82%	81%	80%	71%	75%	80%
I do not think this group benefits from having the option to earn via gig work	10%	12%	8%	8%	8%	12%	13%	12%	5%	4%	25%	11%	9%	8%	10%	20%	10%	11%	13%
Don't know	17%	17%	17%	11%	13%	21%	25%	13%	31%	26%	9%	24%	15%	10%	8%	0%	19%	14%	7%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) Have you ever used an app or website to share or borrow a possession/asset?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	151	163	174	156	140	226	144	135	79	89	71	91	83	45	107	86	47	33
Weighted	1010	143	171	171	172	142	211	141	131	81	91	71	91	81	40	111	91	51	30
No, I have never participated in the sharing economy	82%	67%	64%	82%	91%	91%	96%	59%	86%	81%	86%	90%	84%	91%	80%	89%	89%	82%	88%
Yes, I paid someone to rent or borrow their possessions or assets	8%	13%	17%	9%	4%	5%	1%	18%	7%	12%	8%	4%	2%	1%	6%	7%	5%	7%	6%
Yes, I made money by lending or renting my possessions or assets	6%	12%	14%	6%	3%	1%	0%	18%	3%	4%	5%	2%	9%	2%	5%	3%	1%	5%	0%
Don't Know	4%	8%	6%	3%	3%	3%	3%	5%	4%	3%	2%	4%	5%	5%	9%	1%	4%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) Have you ever used an app or website to share or borrow a possession/asset?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	1010	506	501	254	270	225	256	636	105	228	36	266	249	219	106	14	211	360	66
Weighted	1010	497	510	271	261	221	252	645	109	217	34	264	247	222	111	15	209	361	67
No, I have never participated in the sharing economy	82%	79%	86%	76%	82%	83%	89%	78%	92%	94%	70%	91%	85%	77%	72%	49%	85%	80%	72%
Yes, I paid someone to rent or borrow their possessions or assets	8%	8%	8%	14%	7%	6%	3%	11%	3%	2%	8%	3%	7%	13%	14%	30%	7%	8%	16%
Yes, I made money by lending or renting my possessions or assets	6%	8%	3%	7%	7%	5%	4%	7%	2%	1%	14%	1%	5%	6%	14%	20%	6%	8%	7%
Don't Know	4%	5%	3%	3%	4%	6%	3%	4%	4%	3%	8%	5%	4%	5%	1%	0%	2%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) You said you have never lent your possessions or assets via the sharing economy. Would you be interested in doing it?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	955	133	142	164	152	139	225	119	131	76	85	70	83	81	43	104	85	45	33
Weighted	953	126	148	161	167	141	210	116	127	78	87	70	83	79	38	108	90	48	30
No, I am not interested in doing this	73%	50%	58%	66%	75%	81%	95%	56%	69%	69%	77%	76%	72%	80%	73%	75%	86%	75%	76%
Yes, I would be interested in doing this	27%	50%	42%	34%	25%	19%	5%	44%	31%	31%	23%	24%	28%	20%	27%	25%	14%	25%	24%

Note:

BASE: Respondents who never made money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) You said you have never lent your possessions or assets via the sharing economy. Would you be interested in doing it?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	955	467	485	237	251	215	247	590	103	226	31	0	0	207	92	11	199	331	62
Weighted	953	456	494	253	242	211	243	598	107	215	29	0	0	210	95	12	197	331	62
No, I am not interested in doing this	73%	72%	73%	62%	74%	74%	81%	67%	76%	93%	32%	82%	68%	67%	60%	62%	72%	71%	62%
Yes, I would be interested in doing this	27%	28%	27%	38%	26%	26%	19%	33%	24%	7%	68%	18%	32%	33%	40%	38%	28%	29%	38%

Note:

BASE: Respondents who never made money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) You said you have already or would be interested in lending your possessions or assets via sharing economy apps. What are your motivations for doing so?Please select all that apply.

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	312	84	80	67	42	27	12	76	43	27	23	18	31	18	14	28	13	13	8
Weighted	316	80	86	65	46	27	11	76	43	28	24	18	31	18	12	30	14	15	7
To make money	87%	85%	82%	92%	84%	93%	100%	88%	86%	89%	81%	93%	86%	95%	64%	85%	93%	86%	88%
To reduce waste	52%	45%	57%	48%	44%	72%	67%	52%	40%	70%	52%	45%	63%	45%	42%	48%	41%	55%	77%
To help others	49%	58%	55%	40%	28%	67%	41%	50%	46%	49%	36%	67%	70%	45%	64%	27%	39%	62%	53%
To be part of a community	26%	32%	29%	21%	24%	23%	17%	34%	27%	30%	10%	18%	33%	17%	21%	22%	16%	37%	27%
Don't Know	1%	1%	1%	0%	2%	3%	0%	0%	2%	4%	5%	0%	0%	0%	0%	0%	7%	0%	0%
Other (please specify)	1%	0%	0%	0%	4%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%

Note:

BASE: Respondents who made money via the sharing economy or who would be interested in doing so

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) You said you have already or would be interested in lending your possessions or assets via sharing economy apps. What are your motivations for doing so?Please select all that apply.

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	312	163	148	106	84	66	55	239	27	18	26	0	0	80	50	7	66	125	27
Weighted	316	167	148	113	82	66	54	244	28	18	25	0	0	82	53	8	68	126	28
To make money	87%	83%	91%	90%	83%	89%	83%	86%	86%	93%	89%	83%	91%	87%	90%	84%	88%	82%	94%
To reduce waste	52%	54%	49%	54%	55%	55%	36%	53%	33%	68%	48%	44%	48%	59%	52%	88%	53%	51%	57%
To help others	49%	48%	51%	51%	48%	52%	45%	48%	39%	57%	74%	46%	48%	50%	50%	59%	47%	54%	53%
To be part of a community	26%	28%	24%	23%	29%	31%	23%	28%	17%	10%	35%	18%	27%	27%	26%	42%	26%	29%	43%
Don't Know	1%	2%	1%	1%	1%	1%	2%	1%	3%	0%	0%	2%	1%	0%	0%	0%	0%	0%	0%
Other (please specify)	1%	1%	0%	0%	0%	0%	4%	0%	4%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%

Note:

BASE: Respondents who made money via the sharing economy or who would be interested in doing so

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) You said you have already or would be interested in making money via sharing economy apps. Is this as a result of the cost of living crisis?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	312	84	80	67	42	27	12	76	43	27	23	18	31	18	14	28	13	13	8
Weighted	316	80	86	65	46	27	11	76	43	28	24	18	31	18	12	30	14	15	7
No, I was already doing this or considering it before	19%	19%	25%	9%	14%	21%	32%	15%	29%	20%	29%	24%	18%	22%	14%	17%	7%	9%	0%
Yes, it is as a result of the increased cost of living	76%	72%	70%	88%	81%	76%	68%	79%	65%	66%	66%	76%	75%	73%	86%	83%	86%	91%	100%
Don't know	5%	9%	5%	3%	4%	3%	0%	6%	6%	14%	5%	0%	7%	5%	0%	0%	7%	0%	0%

Note:

BASE: Respondents who made money via the sharing economy or who would be interested in doing so

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) You said you have already or would be interested in making money via sharing economy apps. Is this as a result of the cost of living crisis?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	312	163	148	106	84	66	55	239	27	18	26	0	0	80	50	7	66	125	27
Weighted	316	167	148	113	82	66	54	244	28	18	25	0	0	82	53	8	68	126	28
No, I was already doing this or considering it before	19%	24%	13%	21%	18%	22%	11%	19%	11%	32%	15%	9%	17%	20%	26%	0%	22%	19%	21%
Yes, it is as a result of the increased cost of living	76%	71%	82%	75%	77%	74%	80%	76%	74%	68%	82%	83%	77%	75%	72%	100%	77%	75%	79%
Don't know	5%	5%	5%	4%	4%	5%	9%	5%	15%	0%	4%	8%	6%	5%	2%	0%	2%	6%	0%

Note:

BASE: Respondents who made money via the sharing economy or who would be interested in doing so

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) You said you have already made money via sharing economy apps by lending your possessions/assets. Approximately how much have you earnt in the last 12 months?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	55	18	21	10	4	1	1	25	4	3	4	1	8	2	2	3	1	2	0
Weighted	57	17	23	10	5	1	1	25	4	3	4	1	8	2	2	3	1	2	0
No annual income	4%	0%	5%	11%	0%	0%	0%	0%	0%	0%	0%	0%	14%	0%	0%	33%	0%	0%	*
£0 - £99	10%	23%	4%	9%	0%	0%	0%	7%	0%	0%	0%	0%	26%	47%	0%	0%	0%	40%	*
£99 - £499	23%	38%	14%	30%	0%	0%	0%	28%	23%	0%	0%	0%	24%	53%	100%	0%	0%	0%	*
£500 - £999	21%	16%	30%	10%	27%	0%	0%	8%	49%	33%	23%	100%	24%	0%	0%	0%	100%	60%	*
£1,000 - £4,999	22%	17%	15%	10%	73%	100%	100%	29%	28%	0%	77%	0%	0%	0%	0%	30%	0%	0%	*
£5,000 - £9,000	13%	0%	24%	20%	0%	0%	0%	16%	0%	67%	0%	0%	0%	0%	0%	37%	0%	0%	*
£10,000 or more	4%	0%	5%	10%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Prefer not to say	3%	5%	4%	0%	0%	0%	0%	4%	0%	0%	0%	0%	12%	0%	0%	0%	0%	0%	*

Note:

BASE: Respondents who made money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) You said you have already made money via sharing economy apps by lending your possessions/assets. Approximately how much have you earnt in the last 12 months?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	55	39	16	17	19	10	9	46	2	2	5	0	0	12	14	3	12	29	4
Weighted	57	41	16	18	19	10	9	48	2	2	5	0	0	12	15	3	12	30	4
No annual income	4%	5%	0%	0%	6%	0%	12%	5%	0%	0%	0%	0%	9%	9%	0%	0%	10%	4%	0%
£0 - £99	10%	5%	25%	16%	5%	10%	10%	10%	0%	0%	21%	0%	16%	9%	6%	0%	8%	16%	0%
£99 - £499	23%	27%	11%	6%	25%	28%	44%	21%	44%	0%	40%	23%	41%	24%	7%	32%	16%	23%	23%
£500 - £999	21%	19%	26%	25%	17%	39%	0%	22%	0%	55%	0%	0%	16%	35%	23%	0%	26%	18%	0%
£1,000 - £4,999	22%	22%	21%	18%	31%	11%	24%	20%	56%	45%	20%	77%	10%	0%	22%	30%	16%	25%	0%
£5,000 - £9,000	13%	16%	6%	35%	0%	12%	0%	16%	0%	0%	0%	0%	0%	15%	29%	39%	8%	11%	52%
£10,000 or more	4%	5%	0%	0%	11%	0%	0%	4%	0%	0%	0%	0%	0%	0%	14%	0%	8%	0%	25%
Prefer not to say	3%	0%	12%	0%	5%	0%	10%	2%	0%	0%	20%	0%	8%	7%	0%	0%	8%	3%	0%

Note:

BASE: Respondents who made money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) You said you would be interested in making money by lending or renting your possessions or assets through the sharing economy. Which of the following would you consider lending via the sharing economy?Select all that apply

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	257	66	59	57	38	26	11	51	39	24	19	17	23	16	12	25	12	11	8
Weighted	260	63	62	56	42	27	10	51	39	24	20	17	23	16	10	27	12	12	7
Don't Know	9%	9%	2%	14%	9%	7%	36%	7%	19%	12%	5%	11%	8%	0%	0%	7%	17%	0%	12%
My clothes	50%	60%	58%	44%	43%	37%	27%	39%	56%	37%	50%	52%	39%	82%	57%	42%	49%	82%	51%
A spare room/home	36%	29%	44%	36%	29%	42%	45%	46%	37%	39%	27%	35%	35%	18%	67%	37%	33%	29%	0%
My bicycle	34%	34%	35%	35%	37%	38%	0%	25%	40%	28%	33%	30%	45%	31%	19%	31%	41%	46%	65%
Sports/hobby equipment	33%	39%	36%	26%	28%	44%	19%	26%	31%	38%	44%	18%	49%	25%	25%	27%	33%	74%	24%
My car	28%	28%	29%	34%	23%	27%	17%	35%	26%	26%	22%	17%	39%	13%	40%	30%	16%	29%	37%
Musical instrument	22%	21%	22%	19%	16%	36%	19%	32%	13%	25%	21%	24%	23%	12%	8%	19%	24%	27%	14%
Other (please specify)	4%	2%	5%	3%	8%	3%	10%	6%	0%	0%	10%	7%	4%	13%	0%	4%	0%	0%	12%

Note:

BASE: Respondents who would be interested in making money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) You said you would be interested in making money by lending or renting your possessions or assets through the sharing economy. Which of the following would you consider lending via the sharing economy?Select all that apply

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	257	124	132	89	65	56	46	193	25	16	21	0	0	68	36	4	54	96	23
Weighted	260	126	133	95	63	55	45	196	26	16	20	0	0	70	38	5	56	96	24
Don't Know	9%	11%	8%	5%	9%	9%	19%	7%	19%	18%	9%	16%	10%	6%	2%	0%	7%	10%	0%
My clothes	50%	38%	60%	50%	49%	57%	41%	51%	42%	25%	66%	47%	62%	50%	35%	44%	43%	53%	52%
A spare room/home	36%	39%	33%	45%	30%	34%	29%	39%	27%	44%	19%	25%	30%	45%	50%	50%	33%	43%	61%
My bicycle	34%	39%	30%	39%	31%	35%	26%	34%	43%	19%	39%	42%	31%	38%	24%	54%	37%	38%	45%
Sports/hobby equipment	33%	39%	29%	39%	38%	24%	26%	33%	12%	26%	63%	32%	33%	39%	35%	24%	36%	31%	45%
My car	28%	32%	25%	25%	35%	29%	24%	32%	22%	19%	14%	24%	30%	29%	35%	54%	35%	31%	18%
Musical instrument	22%	23%	21%	30%	20%	14%	14%	22%	17%	25%	23%	11%	21%	26%	18%	50%	26%	18%	28%
Other (please specify)	4%	3%	6%	2%	3%	7%	4%	4%	4%	6%	6%	2%	5%	6%	6%	0%	4%	4%	4%

Note:

BASE: Respondents who would be interested in making money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) You said you are not interested in using the sharing economy to lend or rent your possessions or assets. Why is that?Select all that apply

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	698	67	83	107	114	113	214	68	92	52	66	53	60	65	31	79	73	34	25
Weighted	694	63	85	106	125	114	200	65	88	53	67	53	60	63	28	81	77	36	23
I do not trust strangers with my possessions or assets	60%	61%	57%	52%	67%	63%	58%	67%	57%	55%	61%	59%	60%	57%	53%	71%	47%	67%	57%
I don't have possessions or assets which I could lend or rent out	43%	55%	49%	43%	34%	38%	44%	45%	52%	41%	51%	36%	32%	49%	45%	42%	38%	35%	37%
Don't Know	4%	6%	2%	4%	3%	2%	4%	1%	1%	4%	3%	2%	6%	5%	0%	6%	1%	9%	8%
I don't understand how to use it	20%	27%	17%	22%	20%	20%	17%	21%	18%	22%	24%	11%	27%	19%	12%	15%	23%	24%	9%
I don't need the extra income	15%	7%	7%	10%	14%	18%	23%	15%	18%	18%	13%	13%	16%	10%	19%	13%	19%	16%	4%
I do not trust the platform to process the payments correctly	13%	24%	13%	9%	13%	11%	11%	17%	13%	14%	9%	16%	21%	13%	16%	7%	11%	4%	7%
The tax implications are too complicated	13%	18%	11%	14%	14%	14%	10%	18%	9%	13%	13%	16%	20%	6%	13%	11%	14%	9%	17%
Other (please specify)	1%	0%	1%	1%	1%	4%	1%	1%	2%	2%	0%	2%	0%	2%	0%	1%	3%	3%	0%

Note:

BASE: Respondents who would not be interested in making money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) You said you are not interested in using the sharing economy to lend or rent your possessions or assets. Why is that?Select all that apply

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	698	343	353	148	186	159	201	397	78	210	10	0	0	139	56	7	145	235	39
Weighted	694	330	362	158	179	155	198	401	81	199	9	0	0	140	57	8	141	235	38
I do not trust strangers with my possessions or assets	60%	62%	58%	64%	63%	59%	53%	61%	49%	62%	31%	53%	61%	65%	71%	73%	58%	62%	47%
I don't have possessions or assets which I could lend or rent out	43%	38%	48%	37%	38%	43%	50%	41%	44%	45%	50%	48%	40%	36%	46%	12%	45%	41%	32%
Don't Know	4%	4%	4%	1%	3%	2%	7%	3%	8%	3%	20%	5%	4%	4%	0%	0%	2%	4%	2%
I don't understand how to use it	20%	19%	20%	17%	20%	24%	18%	20%	20%	18%	31%	20%	19%	19%	25%	25%	23%	20%	22%
I don't need the extra income	15%	17%	13%	18%	13%	20%	11%	13%	9%	22%	0%	16%	11%	14%	11%	31%	20%	13%	12%
I do not trust the platform to process the payments correctly	13%	14%	11%	11%	14%	11%	13%	13%	11%	12%	20%	10%	17%	12%	10%	0%	10%	11%	25%
The tax implications are too complicated	13%	15%	11%	13%	17%	15%	8%	15%	8%	11%	10%	15%	9%	18%	16%	0%	15%	12%	18%
Other (please specify)	1%	2%	1%	3%	2%	1%	1%	1%	4%	2%	0%	0%	1%	2%	2%	0%	1%	1%	6%

Note:

BASE: Respondents who would not be interested in making money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) If you had the option to insure your possessions from potential damage via sharing economy apps, would you be more interested in using those apps to earn money?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	698	67	83	107	114	113	214	68	92	52	66	53	60	65	31	79	73	34	25
Weighted	694	63	85	106	125	114	200	65	88	53	67	53	60	63	28	81	77	36	23
No, I would still not be interested	67%	44%	46%	54%	68%	76%	84%	51%	68%	54%	70%	69%	66%	70%	65%	74%	70%	80%	60%
Yes, I would be more more interested	17%	37%	27%	29%	13%	12%	5%	26%	23%	24%	16%	15%	16%	11%	15%	6%	16%	15%	20%
Don't Know	16%	20%	26%	17%	19%	12%	11%	23%	9%	22%	13%	15%	18%	19%	19%	19%	13%	6%	20%

Note:

BASE: Respondents who would not be interested in making money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) If you had the option to insure your possessions from potential damage via sharing economy apps, would you be more interested in using those apps to earn money?

		Gender		Social Grade				Work status				Education					Voting Intention		
	Total	Male	Female	AB	C1	C2	DE	In work	Not in work	Retired	Student	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Conservative	Labour	Liberal Democrats
Unweighted	698	343	353	148	186	159	201	397	78	210	10	0	0	139	56	7	145	235	39
Weighted	694	330	362	158	179	155	198	401	81	199	9	0	0	140	57	8	141	235	38
No, I would still not be interested	67%	67%	67%	62%	72%	62%	70%	61%	64%	81%	29%	70%	63%	65%	60%	58%	72%	62%	54%
Yes, I would be more more interested	17%	18%	16%	19%	16%	21%	13%	21%	18%	8%	40%	16%	20%	17%	24%	26%	14%	23%	34%
Don't Know	16%	15%	17%	18%	12%	17%	18%	18%	18%	11%	31%	14%	16%	18%	16%	16%	14%	15%	13%

Note:

BASE: Respondents who would not be interested in making money via the sharing economy

Fieldwork: 28th Mar - 29th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions