



# REC JOBS OUTLOOK RESEARCH

## METHODOLOGY NOTE

ComRes interviewed 200 UK employees and owners involved in hiring by telephone between June 2<sup>nd</sup> and June 21<sup>st</sup> 2016. Data were weighted to be representative of UK adults in employment by region, broad industry sector and public / private split. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Tom Mludzinski: [Tom.Mludzinski@comres.co.uk](mailto:Tom.Mludzinski@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## Jobs Outlook - Wave 4

**T1\_1. Digital work platforms are websites that match freelancers or contractors with companies or individuals to carry out 'on demand' work. Digital work platforms in the UK include UpWork, PeoplePerHour and TaskRabbit. Thinking about digital work platforms, to what extent, if at all, do you agree or disagree with each of the following statements?**

### Before today, I had heard of digital work platforms

Base: All answering

	REGION							SIZE			SECTOR	
	Total	North	Midlands	South excluding London	South including London	London	Other	0-49	50-249	250+	Private	Public
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Unweighted Total	200	44	44	45	81	36	31	113	37	50	165	35
Weighted Total	200	44	48	45	78	34	30	115	35	50	165	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	51	10	12	11	23	12	7	29	7	15	40	11
	25%	22%	24%	24%	29%	36%	23%	25%	22%	29%	24%	31%
Disagree	125	29	33	28	44	16	19	70	24	31	106	19
	63%	66%	68%	64%	57%	47%	64%	61%	69%	61%	64%	55%
Don't know	24	5	4	6	11	6	4	16	3	5	19	5
	12%	12%	8%	13%	14%	16%	13%	14%	9%	10%	12%	14%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k

## Jobs Outlook - Wave 4

**T1\_2. Digital work platforms are websites that match freelancers or contractors with companies or individuals to carry out 'on demand' work. Digital work platforms in the UK include UpWork, PeoplePerHour and TaskRabbit. Thinking about digital work platforms, to what extent, if at all, do you agree or disagree with each of the following statements?**

### My company has used a digital work platform in the last 12 months

Base: All answering

	REGION							SIZE			SECTOR	
	Total	North	Midlands	South excluding London	South including London	London	Other	0-49	50-249	250+	Private	Public
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	j	*k
Unweighted Total	49	9	11	10	22	12	7	27	8	14	38	11
Weighted Total	51	10	12	11	23	12	7	29	7	15	40	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	16	5	4	2	4	2	3	11	3	2	11	5
	31%	54%	33%	18%	16%	14%	43%	37%	41%	13%	27%	44%
Disagree	31	5	8	8	16	8	3	17	4	9	26	5
	61%	46%	67%	74%	70%	67%	42%	60%	59%	64%	65%	47%
Don't know	4	-	-	1	3	2	1	1	-	3	3	1
	8%	-	-	8%	14%	19%	15%	3%	-	23%	8%	9%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k

## Jobs Outlook - Wave 4

**T1\_3. Digital work platforms are websites that match freelancers or contractors with companies or individuals to carry out 'on demand' work. Digital work platforms in the UK include UpWork, PeoplePerHour and TaskRabbit. Thinking about digital work platforms, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Digital work platforms are an important way for my company to source workers**

Base: All answering

	REGION							SIZE			SECTOR	
	Total	North	Midlands	South excluding London	South including London	London	Other	0-49	50-249	250+	Private	Public
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	j	*k
Unweighted Total	49	9	11	10	22	12	7	27	8	14	38	11
Weighted Total	51	10	12	11	23	12	7	29	7	15	40	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	13	3	1	2	5	3	4	6	3	4	8	5
	25%	32%	9%	18%	20%	22%	58%	20%	41%	26%	19%	44%
Disagree	31	5	9	9	15	6	2	20	4	7	25	6
	60%	52%	75%	82%	66%	52%	29%	71%	48%	46%	62%	56%
Don't know	8	2	2	-	3	3	1	3	1	4	8	-
	15%	17%	16%	-	14%	26%	13%	9%	11%	28%	19%	-

Columns Tested: a,b,c,d,e,f - g,h,i - j,k

## Jobs Outlook - Wave 4

**T1\_4. Digital work platforms are websites that match freelancers or contractors with companies or individuals to carry out 'on demand' work. Digital work platforms in the UK include UpWork, PeoplePerHour and TaskRabbit. Thinking about digital work platforms, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Digital work platforms are an important way for my company to engage candidates**

Base: All answering

	REGION							SIZE			SECTOR	
	Total	North	Midlands	South excluding London	South including London	London	Other	0-49	50-249	250+	Private	Public
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	j	*k
Unweighted Total	49	9	11	10	22	12	7	27	8	14	38	11
Weighted Total	51	10	12	11	23	12	7	29	7	15	40	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	12	3	2	1	3	2	4	5	3	4	8	4
	23%	32%	17%	10%	12%	15%	58%	17%	41%	26%	20%	36%
Disagree	33	6	9	9	17	8	2	21	4	8	27	6
	66%	60%	75%	82%	73%	66%	29%	74%	59%	52%	68%	56%
Don't know	6	1	1	1	3	2	1	2	-	3	5	1
	11%	8%	7%	8%	14%	19%	13%	9%	-	22%	12%	8%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k

## Jobs Outlook - Wave 4

**T1\_5. Digital work platforms are websites that match freelancers or contractors with companies or individuals to carry out 'on demand' work. Digital work platforms in the UK include UpWork, PeoplePerHour and TaskRabbit. Thinking about digital work platforms, to what extent, if at all, do you agree or disagree with each of the following statements?**

### **I would use digital work platforms in the future to source workers for my company**

Base: All answering

	REGION						SIZE			SECTOR		
	Total	North	Midlands	South excluding London	South including London	London	Other	0-49	50-249	250+	Private	Public
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Unweighted Total	200	44	44	45	81	36	31	113	37	50	165	35
Weighted Total	200	44	48	45	78	34	30	115	35	50	165	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	45	13	12	8	17	9	4	26	6	13	39	6
	23%	29%	24%	18%	21%	26%	13%	23%	17%	26%	24%	17%
Disagree	101	21	27	25	37	13	16	65	18	19	78	23
	50%	49%	55%	55%	48%	37%	53%	56%	51%	37%	47%	65%
								i				
Don't know	54	10	10	12	24	12	10	24	11	19	48	6
	27%	22%	21%	27%	31%	36%	34%	21%	32%	37%	29%	18%
										g		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k