

Deliveroo

Poll

16/10/2017

Prepared on behalf of The Organise Platform



Methodology

Fieldwork Dates

11th – 13th October 2017

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All citizens in the UK aged 18+.

Sample Size

1,534

Data Weighting

Data were weighted to the profile of all adults in the UK aged 18+. Data were weighted by age, sex, region, education, 2017 General Election Vote and 2016 EU Referendum Vote. Targets for the weighted data were derived from Office for National Statistics Census Data and the results of the 2017 UK General Election and the 2016 EU Referendum.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,534 it is 95% certain that the 'true' value will fall within the range of 2.5% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Suration.

For further information please contact;

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Poll on Deliveroo Riders' Benefits

Prepared on behalf of the Organise Platform

16 Oct 2017

Table 1
Q1. Have you ordered takeaway food online in the last 12 months?
Base : All Respondents

	Total	Gender		Age			Region											Ordered take away food online		
		Male	Female	18-34	35-54	55+	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	Northern Ireland	Yes	No
Unweighted Total	1534	692	842	451	511	572	168	152	220	131	82	128	121	125	137	67	170	33	737	779
Weighted Total	1534	748	786	439	525	570	201	145	210	131	90	120	124	128	125	63	169	28	717	796
Yes	717	322	395	332	262	122	122	73	99	41	28	45	62	59	67	26	79	15	717	-
	46.7%	43.1%	50.2%	75.6%	50.0%	21.5%	60.7%	50.4%	47.4%	31.6%	31.3%	37.4%	49.6%	46.3%	53.5%	40.7%	46.7%	54.7%	100.0%	-
No	796	414	382	90	259	447	71	68	107	89	62	74	63	69	57	36	88	12	-	796
	51.9%	55.4%	48.6%	20.5%	49.3%	78.5%	35.3%	47.0%	51.0%	67.9%	68.7%	61.7%	50.4%	53.7%	46.0%	56.5%	52.3%	43.7%	-	100.0%
Can't remember	21	12	10	17	4	-	8	4	4	1	-	1	-	-	1	2	2	*	-	-
	1.4%	1.6%	1.2%	3.9%	0.8%	-	4.0%	2.6%	1.7%	0.5%	-	0.9%	-	-	0.5%	2.9%	1.1%	1.6%	-	-
SIGMA	1534	748	786	439	525	570	201	145	210	131	90	120	124	128	125	63	169	28	717	796
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 2

Q2. Riders for Deliveroo, a takeaway delivery company, are currently employed as self-employed workers, which does not give them access to rights such as the minimum wage, holiday pay or sick pay.

Which of these statements is closest to your view?

Base : All Respondents

	Total	Gender		Age			Region												Ordered take away food online	
		Male	Female	18-34	35-54	55+	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	Northern Ireland	Yes	No
Unweighted Total	1534	692	842	451	511	572	168	152	220	131	82	128	121	125	137	67	170	33	737	779
Weighted Total	1534	748	786	439	525	570	201	145	210	131	90	120	124	128	125	63	169	28	717	796
Deliveroo riders should have access to rights such as the minimum wage, holiday pay and sick pay	973 63.5%	455 60.8%	519 66.0%	272 61.9%	330 62.8%	372 65.2%	124 61.6%	91 63.1%	136 64.5%	91 69.6%	48 53.1%	78 64.8%	79 63.4%	81 63.3%	84 67.2%	37 58.8%	108 64.0%	17 60.7%	476 66.4%	489 61.4%
Deliveroo riders should not have access to rights such as the minimum wage, holiday pay and sick pay	196 12.8%	116 15.5%	81 10.3%	81 18.3%	68 12.9%	48 8.4%	45 22.4%	18 12.4%	24 11.5%	11 8.0%	11 11.9%	14 11.2%	17 13.3%	16 12.1%	14 11.0%	7 11.7%	21 12.7%	- -	109 15.2%	84 10.6%
Don't know	364 23.7%	177 23.7%	187 23.7%	87 19.7%	128 24.3%	150 26.3%	32 16.0%	35 24.5%	50 24.0%	29 22.4%	31 34.9%	29 24.0%	29 23.3%	31 24.5%	27 21.8%	19 29.5%	39 23.3%	11 39.3%	131 18.3%	223 28.0%
SIGMA	1534 100.0%	748 100.0%	786 100.0%	439 100.0%	525 100.0%	570 100.0%	201 100.0%	145 100.0%	210 100.0%	131 100.0%	90 100.0%	120 100.0%	124 100.0%	128 100.0%	125 100.0%	63 100.0%	169 100.0%	28 100.0%	717 100.0%	796 100.0%

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Table 3
Q3. Deliveroo says that it may need to increase the price of delivery in order to provide its riders with rights such as holiday pay, sick pay and the minimum wage.
How much extra would you be willing to pay for your delivery so that Deliveroo can provide its riders with rights such as holiday pay, sick pay and the minimum wage?
Base : All Respondents

	Total	Gender		Age			Region												Ordered take away food online	
		Male	Female	18-34	35-54	55+	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	Northern Ireland	Yes	No
Unweighted Total	1534	692	842	451	511	572	168	152	220	131	82	128	121	125	137	67	170	33	737	779
Weighted Total	1534	748	786	439	525	570	201	145	210	131	90	120	124	128	125	63	169	28	717	796
£0.01 - £0.24	92 6.0%	43 5.7%	49 6.3%	24 5.5%	31 5.9%	37 6.4%	8 3.9%	7 4.7%	14 6.7%	5 3.5%	5 5.4%	2 2.0%	12 10.0%	7 5.4%	11 9.1%	3 4.4%	16 9.5%	2 6.8%	47 6.6%	44 5.6%
£0.25 - £0.49	112 7.3%	43 5.8%	68 8.7%	26 5.9%	38 7.2%	48 8.4%	12 5.7%	6 3.9%	13 6.4%	9 7.0%	7 7.6%	8 6.7%	7 5.8%	14 11.2%	8 6.8%	6 8.9%	20 11.6%	2 6.3%	52 7.2%	58 7.3%
£0.50 - £0.74	95 6.2%	41 5.5%	54 6.9%	31 7.1%	28 5.3%	36 6.4%	10 4.9%	8 5.5%	10 4.7%	9 6.7%	7 7.5%	9 7.3%	10 7.5%	6 4.7%	7 11.5%	7 4.4%	7 13.5%	4 13.5%	50 6.9%	43 5.4%
£0.75 - £0.99	140 9.1%	68 9.1%	72 9.1%	50 11.5%	45 8.5%	44 7.8%	21 10.4%	11 7.8%	17 8.1%	13 9.6%	10 10.9%	6 5.2%	10 7.9%	12 9.6%	10 7.9%	5 8.0%	23 13.4%	2 8.4%	87 12.1%	52 6.6%
£1.00 - £1.24	208 13.6%	92 12.4%	116 14.7%	79 18.0%	80 15.2%	50 8.7%	24 11.9%	22 15.5%	34 16.2%	16 12.5%	10 11.1%	18 15.1%	16 12.7%	19 14.6%	21 17.0%	7 10.6%	17 9.9%	4 15.9%	136 18.9%	71 8.9%
£1.25 - £1.49	53 3.5%	21 2.8%	33 4.2%	28 6.3%	17 3.3%	9 1.5%	8 4.2%	9 6.3%	9 4.2%	5 3.9%	4 4.0%	3 2.8%	2 1.4%	4 3.0%	2 1.7%	3 4.1%	5 2.9%	- -	30 4.1%	19 2.4%
£1.50 - £1.74	57 3.7%	23 3.1%	34 4.3%	29 6.6%	18 3.5%	9 1.6%	18 8.8%	8 5.5%	7 3.2%	2 1.7%	- -	4 3.5%	2 1.5%	3 2.3%	5 4.1%	4 5.7%	4 2.5%	* 1.6%	41 5.7%	15 1.9%
£1.75 - £1.99	37 2.4%	13 1.7%	24 3.1%	20 4.5%	16 3.0%	2 0.3%	7 3.6%	4 2.9%	7 3.1%	2 1.4%	1 1.5%	3 2.4%	3 2.8%	4 3.2%	3 2.1%	2 2.7%	1 0.7%	* 1.6%	22 3.1%	15 1.9%
£2.00 - £2.24	59 3.8%	25 3.4%	33 4.2%	30 6.7%	20 3.7%	10 1.7%	22 11.0%	5 3.2%	6 2.8%	3 3.9%	2 2.2%	2 1.3%	1 1.0%	4 3.0%	5 4.1%	1 1.0%	6 3.6%	* 1.7%	40 5.6%	19 2.3%
£2.25 - £2.49	13 0.8%	7 0.9%	6 0.8%	9 2.0%	4 0.7%	* 0.1%	6 3.2%	1 0.6%	- -	* 0.3%	1 0.6%	1 1.0%	1 0.5%	- -	1 0.5%	- -	2 1.1%	1 2.0%	10 1.4%	3 0.3%
£2.50 or more	62 4.1%	31 4.2%	31 3.9%	31 7.1%	16 3.0%	16 2.7%	10 5.1%	4 2.7%	10 4.8%	2 1.6%	1 1.4%	5 4.3%	9 7.6%	4 2.7%	2 1.4%	2 2.8%	13 7.5%	1 2.0%	45 6.3%	17 2.1%
I would not be willing to pay anything extra for my delivery	605 39.5%	340 45.5%	266 33.8%	82 18.7%	214 40.7%	309 54.3%	55 27.4%	60 41.5%	84 40.0%	63 48.1%	43 47.8%	58 48.4%	51 41.3%	48 37.4%	51 40.6%	25 40.3%	55 32.9%	11 40.2%	158 22.1%	440 55.2%
SIGMA	1534 100.0%	748 100.0%	786 100.0%	439 100.0%	525 100.0%	570 100.0%	201 100.0%	145 100.0%	210 100.0%	131 100.0%	90 100.0%	120 100.0%	124 100.0%	128 100.0%	125 100.0%	63 100.0%	169 100.0%	28 100.0%	717 100.0%	796 100.0%

	Page	Table	Title	Base Description	Base
	4	1	Q1. Have you ordered takeaway food online in the last 12 months?	Base : All Respondents	1534
	5	2	Q2. Riders for Deliveroo, a takeaway delivery company, are currently employed as self-employed workers, which does not give them access to rights such as the minimum wage, holiday pay or sick pay. Which of these statements is closest to your view?	Base : All Respondents	1534
	6	3	Q3. Deliveroo says that it may need to increase the price of delivery in order to provide its riders with rights such as holiday pay, sick pay and the minimum wage. How much extra would you be willing to pay for your delivery so that Deliveroo can provide its riders with rights such as holiday pay, sick pay and the minimum wage?	Base : All Respondents	1534