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The economic impact of Multi-income individuals



A Cebr report commissioned by

UW Utility
Warehouse

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London, May 2023

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Film Director

Caterer



Foreword

Andrew Lindsay and Stuart Burnett, Co-CEOs, Utility Warehouse

The world of work is changing rapidly. Across the UK, millions of people are increasingly turning to side-hustles or second jobs. These self-starters have seized the challenge of earning an extra income around their main job to enjoy greater financial freedom, pursue a passion or beat the cost-of-living crisis.

We think these enterprising people deserve greater support and recognition and should be celebrated for their efforts. We are calling them Multi-income individuals, or 'Miis' for short. Through the additional spending power from their second incomes, Miis are helping to drive the UK economy, supporting hundreds of thousands of jobs and making a multi-billion pound contribution to UK GDP.

At Utility Warehouse (UW), we have long championed our nation's entrepreneurial spirit. Our unique word-of-mouth Partner model has enabled tens of thousands of people over the last 25 years to earn an extra income in a way that suits their lifestyle and personal goals, and in some cases, build their own business.

This report has been designed to shine a light on the challenges and opportunities that Miis face. The findings are based on a detailed analysis of people from all walks of life - from Airbnb hosts and bartenders to eBay sellers and film extras, as well as our own UW Partners.

What's beyond doubt, is that Miis make a huge contribution to the UK economy. Last year, Miis spent £55 billion from their second incomes in UK businesses - delivering a £30 billion boost to the nation's coffers - supporting nearly 365,000 jobs. This is no passing trend. Before the pandemic and throughout the current cost-of-living crisis, there has been a threefold increase in the number of people earning a second income, from 5 million in 2017 to more than 16 million in 2022. Based on current projections, this could increase further to 25 million in the next two years.

Rising bills and inflationary pressures have meant that many people have secured an extra income out of economic necessity, but money is not always the sole motivation. Behind these numbers are endless inspiring real-life stories of people who sought out a second income so they could learn new skills, be their own boss and improve their lot in life.

Despite the marked contribution Miis make to the economy, there exists a negative social stigma associated with having more than one income. A quarter of all Miis don't want to talk about their extra income with family or friends in case they assume they are in financial difficulty. Others are worried they will be unfairly judged for their choice of second income or people will question their ability to hold down multiple income streams at the same time.

We think it's important to challenge these pre-conceptions and start a wider societal conversation on how we can best support Miis, so they can continue to help drive growth and contribute to the UK economy while breaking down the barriers that stop more people from following in their footsteps.

This report is an important contribution to the debate on the changing world of work and the impact it has on the economy. We are grateful to Cebr for carrying out the research and analysis on our behalf. We hope it will be of value to other organisations, groups and individuals interested in this area and in particular, to anyone thinking of taking the leap to earn an extra income - and become a Mii themselves.

Executive Summary

Scope and methodological overview

- The Centre for Economics and Business Research (Cebr) has been commissioned by Utility Warehouse (UW) to assess the economic impact of individuals with more than one source of income, or Multi-income individuals (Miis), in the United Kingdom. Specifically, we are interested in how many people in the UK have more than one source of income, their demographics, and how much they contribute to the wider UK economy by spending their secondary source of income.
- Our analysis was primarily based on an online survey conducted by Sapio Research, which asked 10,000 Miis about their experiences of having one or more additional sources of income. This was backed by one-on-one interviews with six independent Miis, and five UW Partners to discuss their reasons for having multiple incomes, their plans for the future, how long they are planning to work on multiple occupations, and perceptions on their additional source(s) of income.
- Besides the total UK-level impact, our analysis breaks down the contribution to different industries, thus increasing GDP, as well as supporting employment.
- We provide analysis through three tranches:
 - The demographics of Miis.
 - The current economic impact of secondary income spending.
 - The historic and forecasted economic impact of Miis.

Demographics

- **Currently, there are 20,022,869 Miis in the UK.** This represents 36.6% of the population aged 16 and above.
- **9.5 million Miis are currently in full-time employment, which is 45.6% of all people who are employed full-time.** 3.6 million part-time employees are considered Miis, (37.7% of those who work part-time), which is higher than for retired people, students and homemakers.
- **The majority of Miis work in either the education sector, human health and social work activities, or the wholesale, retail and repair industry.** Approximately 1.5 million individuals in the education sector have multiple incomes, which is approximately 45.1% of the total number of people employed in the industry.
- **London is the UK region with the most Miis, with around 3 million, which represents 15.2% of the total number of Miis.** This also means that 42.7% of the London working-age population has at least two sources of income, which is the highest share among regions.
- **19.3% of all Miis are aged 25-34, which is the highest share by age group.** This age group also has the highest share of Miis compared to the total population of people within an age range, with 42.7%.
- **The gender distribution slightly leans towards men: 54.2% of all Miis are male.** This represents close to 11 million Miis, meaning 40.9% of all men in the UK have a secondary source of income. This share is 32.5% for women.

Economic impact of Miis

- There is a positive correlation between the level of income from a primary occupation and the possibility of being a Multi-income individual: people who earn more from their primary income are more likely to have multiple income sources. However, this source differs by primary income level: while individuals who earn less than £25,000 per year from their primary income usually earn extra income from a hobby, voluntary pastime activity or selling and carrying out services online, people earning more than £80,000 generally earn their secondary incomes from investment and trades, or rent from a lodger or a second property.
- Earning a secondary source of income is the most lucrative through rent from a lodger or a second property: people earn £65.62 per hour on average. This is calculated by dividing the reported total hours from the secondary source, by the reported time worked on the secondary income stream. The second highest per hour earning comes from investments and trades with £51.39. The secondary occupation type with the lowest per hour figure is income from a hobby, voluntary, or pastime activity, with £18.38. Selling services online has the fourth highest hourly figure; £23.75 per hour.
- **If a person works in every month, the average monthly income from secondary occupations is £780 per month, or £9,361 per year, if an individual works in all 12 months.** However, adjusting for the average number of months worked per year on secondary incomes sources (just over 8 months), we estimate the average annual income from secondary incomes is £6,346. After adjusting for tax and savings we estimate that average, annual spending from secondary income sources is £3,818 per Mii.
- **Overall, £76.45 billion is being spent by UK Miis, utilising income from secondary income sources. After adjusting for average import propensities, we estimate that £54.75 billion supports the domestic economy (UK businesses). Breaking this down by industry and considering ratios of turnover to other key economic variables, we estimate that this turnover supports a gross value of £30.12 billion, and employee compensation of £12.87 billion. This supports more than 364,700 FTEs.**

The future of Miis

- People have different motivations for obtaining a secondary income. **Currently, the two most cited reasons are the wider cost-of-living crisis and the rise of household bills, with 35.2% and 33.8%, respectively.**
- **34.8% believe that the greatest barrier to success for individuals seeking to earn a secondary income is the lack of time to effectively progress on a secondary occupation, while 32.8% believe the biggest challenge is the lack of motivation.**
- **In 2017 the number of Miis was 5.09 million, which increased to 16.66 million by 2022. By 2025 we expect the number of people having a secondary source of income to be between £21.8-25.8 million.**
- In 2017 Miis received a total of £30.97 billion from their secondary income, thus contributing £13.35 billion to the domestic economy. In 2022 these figures were £105.58 billion and £45.50 billion, respectively. **By 2025 we expect Miis to earn around £134-158 billion, out of which £58-68 billion is expected to support gross value-added contributions to the UK economy.**



Trade Union Administrator

UW Partner

01 Introduction

1.1 Purpose of the report

This is a report by the Centre of Economics and Business Research (Cebr) on behalf of Utility Warehouse (UW). The research estimates the economic impact of secondary sources of income for Multi-income individuals (Miis).

The purpose of the report is to spotlight and highlight the positive impact that having a secondary income can have both at individual, community and economy-wide level. This is particularly pertinent given both potential reluctance for individuals to discuss secondary income sources and also the importance of these secondary incomes, in the context of current cost-of-living pressures.

Having multiple sources of income can help mitigate the financial challenges a person faces, facilitate increased savings and enable further purchases. As this additional income is spent, it provides further economic benefits to UK businesses, supporting jobs and increasing economic output. Therefore, Miis generate additional gains for the economy as this secondary income is spent.

1.2 Scope of the report

Our research considers the impact of secondary incomes for the domestic UK economy. The number of Miis are broken down by different demographic characteristics, while the economic figures are shown by industries, which are defined by the UK's Standard Industrial Classification (SIC) codes. We consider first-digit level SIC codes, which are the widest sectors in the economy, from SIC A (Agriculture, Forestry and Fishing) to SIC T (Activities of households as employers; undifferentiated goods-and-services producing activities of households for own use). This consists of 20 industries.

1.3 Report overview

We undertook different analytical stages to answer the three fundamental questions within our project:

- What are the demographic characteristics of Miis and how does it differ from the total UK population?
- How can the impact of secondary sources of income be quantified?
- How has this impact increased in the past few years, and how is it expected to change in the near future?

For the purposes of this study, the first stage of the analysis was to build up baseline estimates for the number of Miis in the UK, alongside the estimated demographics of these individuals.

We conducted a survey specifically for this purpose to understand the perception of having a secondary income, as well as quantifying the impact of these sources. From this we estimated the average income per person and then industry-level spending by drawing upon various datasets, including the Business Register and Employment Survey (BRES) from Nomis and supply-use tables from the Office for National Statistics (ONS).¹

We also interviewed 11 people with multiple incomes: 5 UW Partners, who are self-employed individuals whose task is to promote UW energy, broadband, mobile and insurance services, assist consumers to switch to UW, and recruit further Partners, earning a commission as a result, and consider this work as a secondary occupation; and 6 who have no connection to the company and were recruited by Indiefield, a market research firm. They discussed their experiences as Miis in great detail, which supports the quantitative analysis of the report. The findings of these interviews are used in the sections to add further context about the characteristics of Miis and their secondary incomes.

The remainder of the report is structured as follows:

Section 2: Demographics

Displays the share of Miis in the UK population and breaks it down by different demographic groups. These are as follows:

1. Employment status
2. Primary occupation and primary sector
3. Geographic location
4. Education level
5. Age
6. Gender
7. Marital status
8. Caring responsibilities

Section 3: Current economic impact of Miis

Presents the gross income of secondary sources, broken down by tax, saved net income and spent income. We also present turnover, GVA, compensation of employees (COE) and employment supported in each sector from SIC A to SIC T.

¹ These tables are a source for the data underlying the calculation of GDP.

Section 4: The future of Miis

Showcases how the number of Miis has increased in the past, and also forecasts the future expected rise with multiple scenarios. It also provides figures on total gross income and total turnover contributed to the UK economy.

Section 5: Conclusion

Draws conclusion of the report, highlighting the key figures from the previous sections.

Appendix I: Methodology

Explains the approach of the project, the gathering of the dataset, the modelling and the research conducted, broken down by our approach to the overall and sector impacts.

02 Number and Demographics of Miis

The first stage of the analysis is establishing the share of the adult population with secondary incomes and therefore the number of Miis in the UK. This was done by identifying the number of individuals who met the classification for Miis out of the total survey respondents. Using available UK data, this was scaled to national level to obtain the total number of Miis across the country. The same process was repeated across various demographic groups.

2.1 Employment status

Using the survey data, we obtained the number of people who earn multiple incomes from the total survey respondents. Our analysis showed that **36.6% of the UK population over the age of 16 are multiple-income individuals. This equates to a total of 20,022,869 individuals in the UK.**

Using available UK data on the employment status of people over the age of 16, we were able to scale the

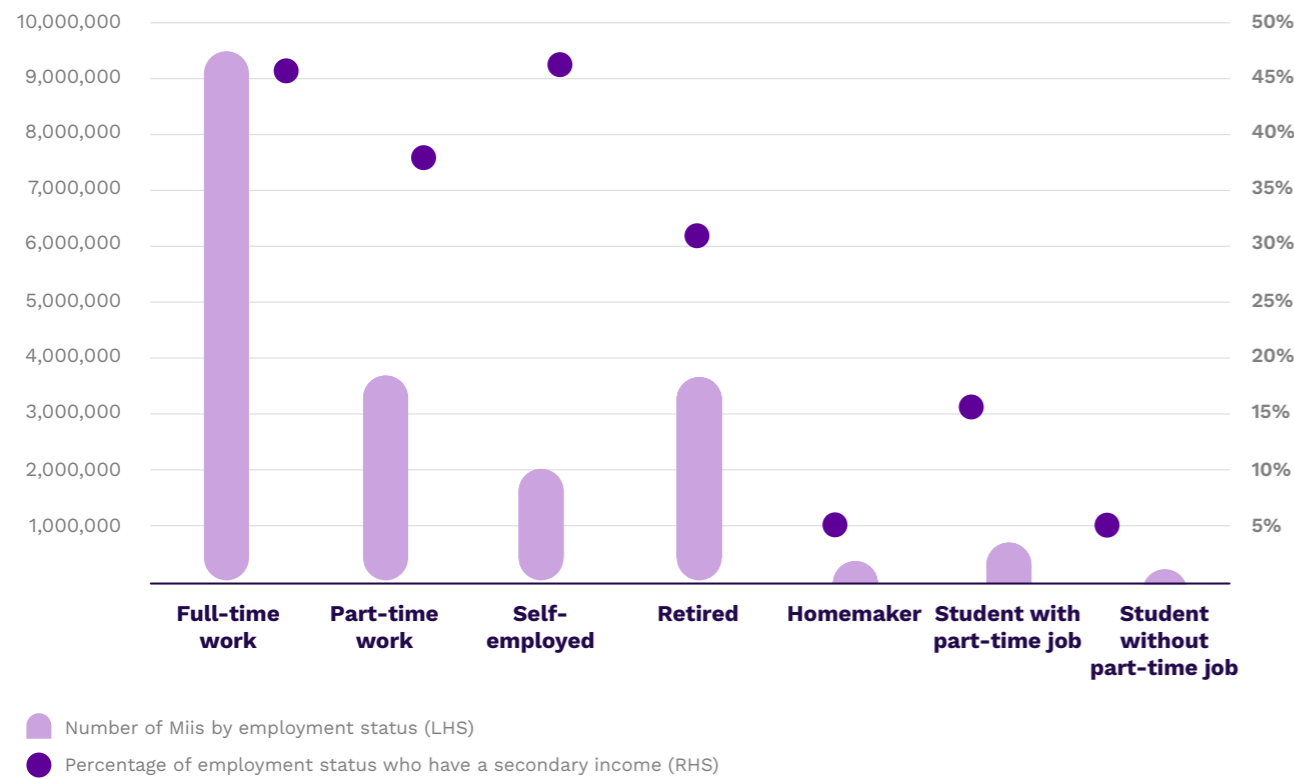
survey results to obtain the number of Miis within each employment-status category. The proportion of people who currently have multiple incomes by employment status is shown in Figure 1 as follows.²

As shown in Figure 1, the highest percentage of Miis across the UK earn their secondary sources of income on top of a full-time primary occupation, representing about 47.1% of all Miis. The other prominent categories are part-time workers and retired individuals, each representing about 18% of Miis across the UK.

We estimate that there are **nearly 9.5 million Miis in full-time employment.** This means that about 45.6% of the individuals currently in full-time employment across the UK have multiple incomes on top of their primary source of income. Our estimate is that **there are just over 3.6 million Miis in part-time employment.** This means that about 37.7% of individuals in part-time employment across the UK have multiple incomes on top of their primary source of income.

Figure 1: Miis by employment status, 2023

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023



² It is worth noting that retired people with a pension and one secondary income meet our definition of Mii. On the other hand, students with a student loan and only source of secondary income do not. Students need to have at least two sources of secondary income on top of their student role to meet the defined criteria for Miis. This may play a role in explaining the low percentage of Miis in the 16 to 17 age brackets.

The owner of a removal company (M, 56) who we interviewed and does his secondary occupation on top of his main occupation in recruitment, stated that to manage his secondary income he had to give up some of his free time to avoid it affecting his full-time job. He recognises that he may have to give up some hours in order to keep pursuing his secondary occupation. Overall, multiple participants of our qualitative interviews stated that they intend on decreasing their main occupation hours from full-time to part-time or to give it up completely to instead pursue their secondary occupation. A consultant who is a UW Partner (M, 38) also stated that his intention is to decrease the hours of his main occupation and eventually pursue UW full-time. A couple both working for the local council as a planning officer and in the licensing team (M, 37 and F, 35) also stated that their goal is for UW to become their primary source of income.

We obtained similar findings in the survey as 31% of the Mii survey respondents stated that they plan to increase their commitment to their secondary source of income either slightly or significantly. Furthermore, when asked about the main benefits of their secondary occupation, 8.7% of Miis responded that it has provided them with the first step towards doing their secondary

occupation as their full-time job. This equates to just over 1.7 million Miis who stated they see their secondary income as an opportunity which could lead to being a primary occupation.

2.2 Primary occupation and primary sector

The second demographic of interest is an individual's primary occupation and sector. Consideration of this will allow us to draw possible conclusions between people's roles and whether they have one or more secondary incomes.

Figure 2 shows the distribution of the primary occupations of Miis in the UK. Individuals in professional occupations represent 26.5% of all Miis in the UK. Nationally, this means there are just over 5.3 million individuals in professional occupations who have multiple incomes. This translates into 52.4% of all the people in professional roles having a secondary income.

Individuals in process, plant and machine operative roles represent only 4.8% of all Miis. Individuals in customer service occupations represent 5.5% of all Miis. Nationally, there are approximately 1.5 million people in these two occupations combined earning multiple incomes.

Figure 2: Miis by primary occupation, 2023

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023

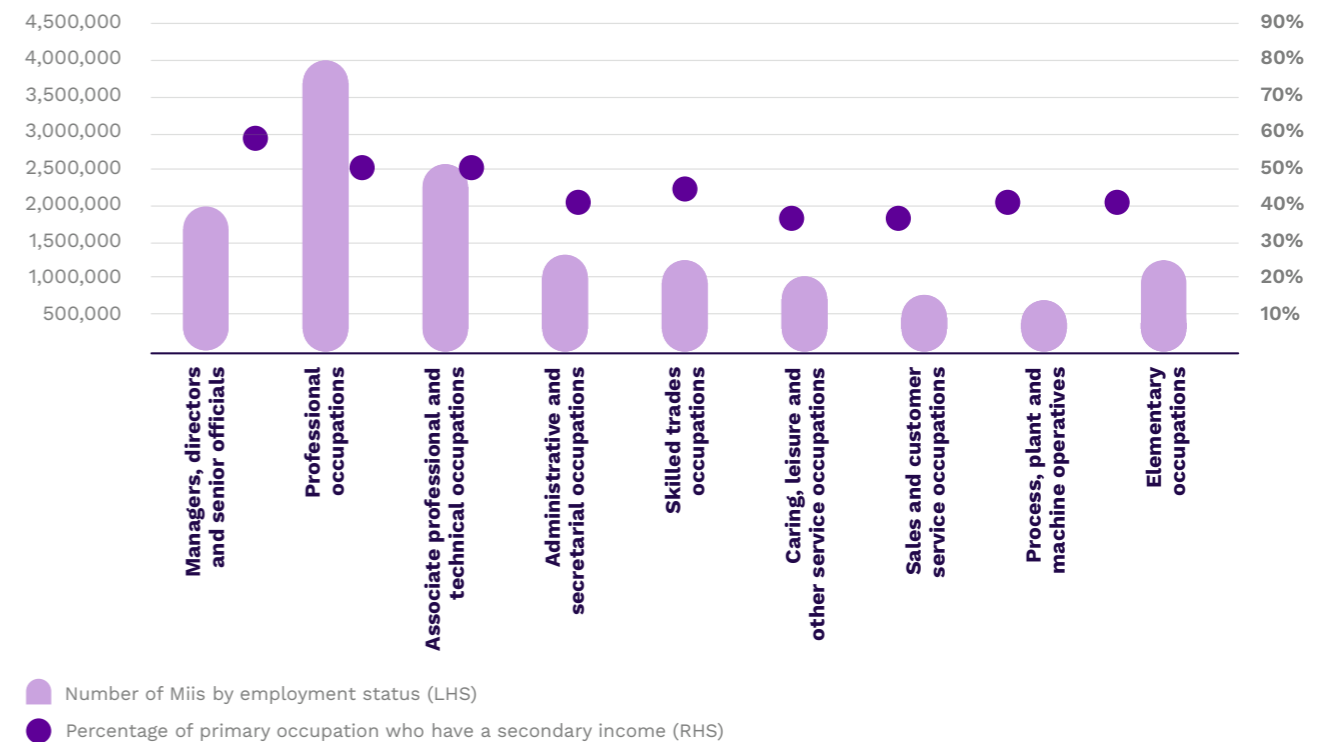


Figure 3: Miis by sector of primary occupation, 2023

Source: Sapio Research, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023

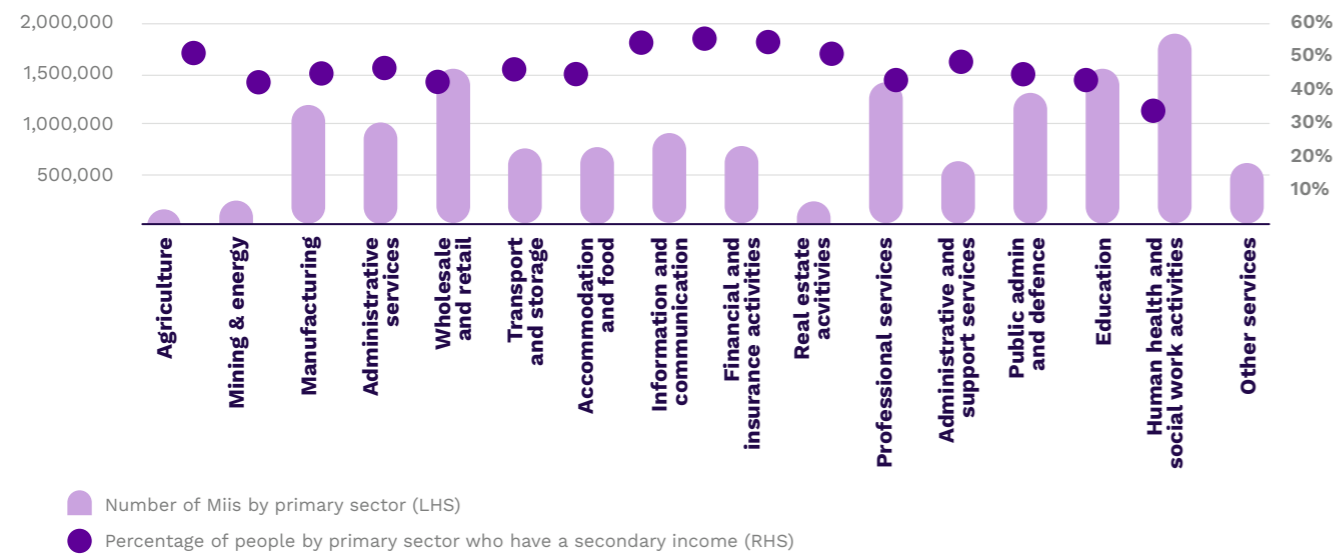


Figure 3 shows the distribution of the sectors in which Multi-income individuals work for their primary income across the UK.³ **The sectors with the highest numbers of Miis in absolute terms are the education, human health and social work activities and wholesale, retail and repair sectors.** This equates to about 1.5 million individuals in the education sector having multiple incomes which is approximately 45.1% of the total number of people in the education sector. The share of Miis is similar among people employed in the human health and social work sector, with 43.4% (1.9 million).

While they account for a smaller fraction of the total number of Miis nationally, 54.8% of people in real estate and 56.1% of people in the financial and insurance services sectors have multiple income sources. Therefore, the share of Miis in these two sectors is higher than in other major sectors of the UK economy.

As part of our qualitative interviews, we interviewed two teachers. The first teacher (F, 39) is a UW Partner as her secondary occupation and describes her appreciation for ‘a different environment’ at UW, where she feels more valued compared to her teaching job. She also particularly appreciates the social side of her secondary occupation and how she is building relationships across the team. She also stated that ‘[her] secondary income has allowed her to feel more

financially stable’ and that she ‘would love to increase [her time commitment] to UW and decrease her time teaching as [she] does not like to be governed by the bell’. Overall, the stress levels of her secondary income are lower than her main occupation. Similarly, another teacher (F, 32) who tutors and bartends on the side told us that while she really enjoys teaching, she picked up tutoring and bartending and stated that it helped with the cost-of-living crisis and gave her the flexibility needed to take care of her one-year-old. She stated that she intends on working her secondary occupation as long as there is a market for it as she ‘enjoys the ownership and responsibility’ of her occupation since she ‘do[es] not have to answer to a boss which allows [her] to have more flexibility’.

The most common secondary incomes amongst individuals in the real estate sector are selling goods online, investments and trades and rent from a lodger or second property. The most common secondary incomes amongst individuals in the financial and insurance services sector are selling goods online, income from a hobby or voluntary pastime activity and investment and trades.

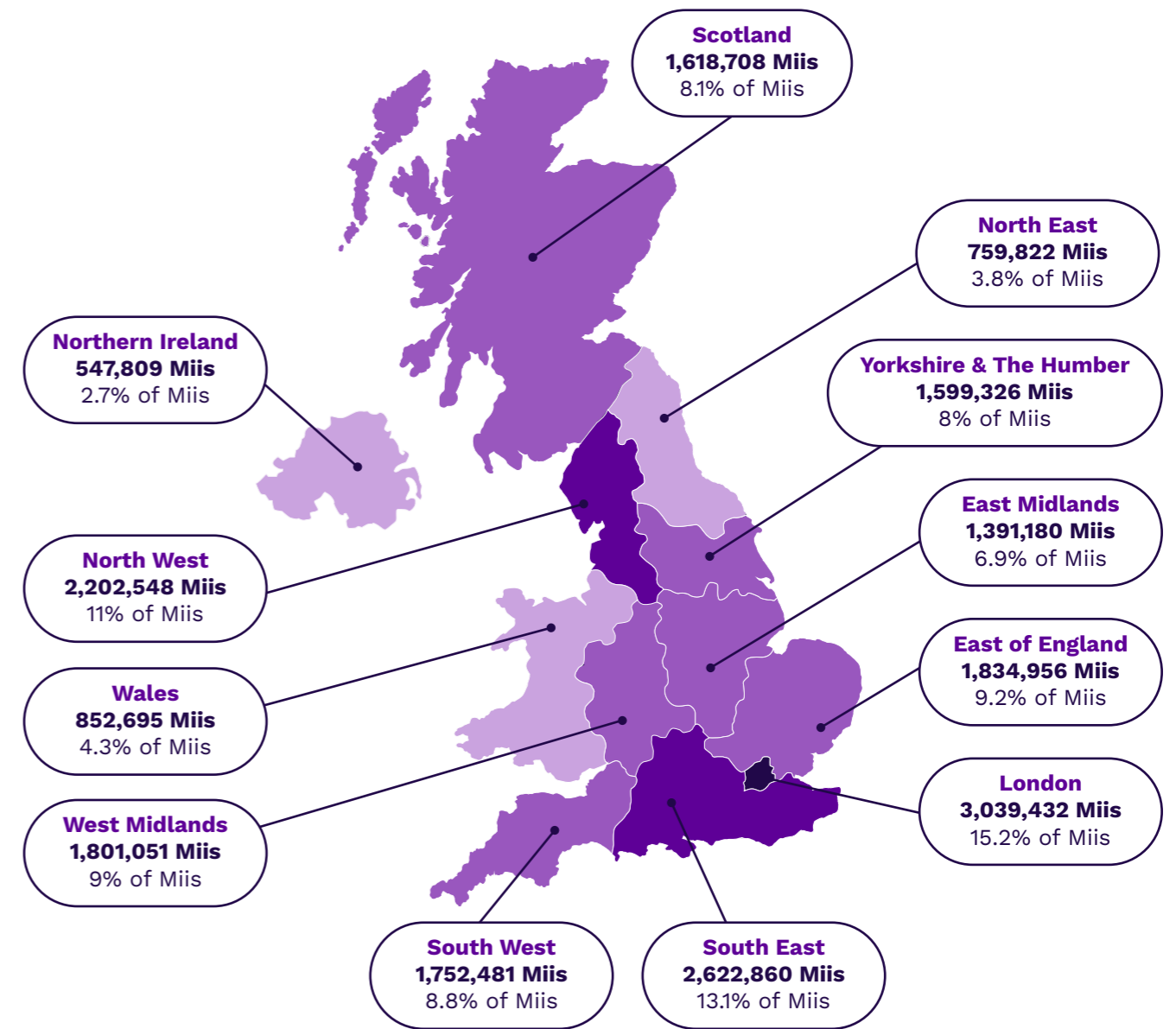
People in the agricultural, forestry and fishing sectors represent the smallest percentage of the total number of Miis across the UK, with only 0.8%.

2.3 Geographic location

The aim of this section is to identify where Miis are geographically located across the UK. Figure 4 shows the percentage of Miis located in each geographical region of the UK.

Figure 4: Miis by geographic location, 2023

Source: Sapio Research, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023



³ ONS Standard Industrial Classification: <https://resources.companieshouse.gov.uk/sic/>

Figure 5: Share of adults in each region who are Miis, 2023

Source: Sapio Research, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023



The highest number of Multi-income individuals are located in London, representing 15.2% of the total number of Miis. This equates to around 3 million Miis in London, which is 42.7% of the total population over the age of sixteen in London. This makes London the region with the highest number of Miis and the highest number of Miis per capita as shown in Figure 5.

The most common sectors in which respondents from London are employed for their primary occupation are financial and insurance services, education, and information and communication.

The most common sources of secondary income amongst London respondents are selling goods online, income from a hobby, voluntary or pastime activity and investment and trades.

This is followed by the South East of England where 13.1% of Miis are located. This equates to 2.6 million individuals which is 34.6% of its population. The West Midlands region only accounts for about 9% of Miis nationally but has a high number of Miis per capita as about 37.5% of the region's population has multiple incomes.

As an example, two people we interviewed as part of our qualitative analysis (M, 66 and F, 26) who both work as extras in films stated that London is where a lot of the opportunities for this type of work are geographically located.

Wales, Scotland, and Northern Ireland represent a relatively small portion of Miis across the UK at 4.3%, 8.1% and 2.7% respectively. The remaining 84.9% of Miis are located in England.



2.4 Education level, age, and gender

This sub-section provides further insight into specific demographic characteristics of Multi-income individuals.

Figure 6 shows the distribution of Miis within different education level groups. 9.3% of Miis have no qualifications which equates to 1.8 million Miis across the UK. This represents 18.3% of the total number of people with no qualifications.

47.6% of Miis have Level 4 qualifications or above. This equates to around 9.5 million Miis across the UK and 53% of the total number of people with Level 4 qualifications across the UK. Level 4 and above qualifications include certificates and diplomas of higher education, foundation degrees, degree apprenticeships, degrees with honours, graduate certificates and diplomas and all postgraduate degrees.

The second most prominent category is people with Level 3 qualifications. There are approximately 3.8 million Miis with Level 3 qualifications which equates to 19.2% of the total number of Miis and 43.4% of the total UK population with Level 3 qualifications. Level 3 qualifications include A level, AS level, International Baccalaureate and more.

There are approximately 2.5 million Miis with Level 2 qualifications which equates to 12.9% of the total number of Miis and 35.2% of the total UK population with Level 2 qualifications. Level 2 qualifications include GCSE grade C or above, intermediate apprenticeship and more.

There are approximately 2.2 million Miis with Level 1 qualifications which equates to 11% of the total number of Miis and 37.9% of the total UK population with Level 1 qualifications. Level 1 qualifications include GCSE grade D or below, first certificate, Level 1 awards and diplomas and more.

Figure 7 shows the percentage of Miis per capita categorised by age group. 42.8% of individuals between the age of 25 and 34 are Miis. This equates to approximately 3.8 million Miis aged 25-34 which is 19.3% of the total number of Miis across the UK. 39.8% of individuals between the age of 35 and 44 are Miis. This equates to approximately 3.5 million Miis aged 35-44 which is 17.3% of the total number of Miis across the UK. The category with the lowest number of Miis both total and per capita is individuals aged 16-17. In this age bracket, 18.5% of individuals are Miis which equates to about 280,000 individuals across the UK, only 1.4% of the total number of Miis.

Generally, the number of Miis by age bracket peaks between the ages of 25 and 34 and then consistently decreases as age increases as shown in Figure 7.⁵

As part of our qualitative interview, a business-owner who models and does film extras work on the side (F, 26) stated that her perception is that most of her peers in a similar age group are gearing up to try and earn more money. She states that this may be due to two reasons. Firstly, the cost-of-living crisis has led to individuals needing extra income. Secondly, she thinks there are more opportunities to earn a secondary income and a lot of these have become easily accessible to earn on the side with a relatively low time commitment. For example, she said many of her peers have started selling services and goods online.

54.2% of Miis across the UK are male. This equates to almost 11 million male Miis in total which is 40.9% of the total number of men in the UK. 45.8% of Miis across the UK are female. This equates to just over 9 million female Miis in total which is approximately 32.5% of the total number of women in the UK.⁶

Figure 6: Miis by level of education, 2023

Source: Sapio Research, Cebr analysis, ONS, commissioned by Utility Warehouse, May 2023

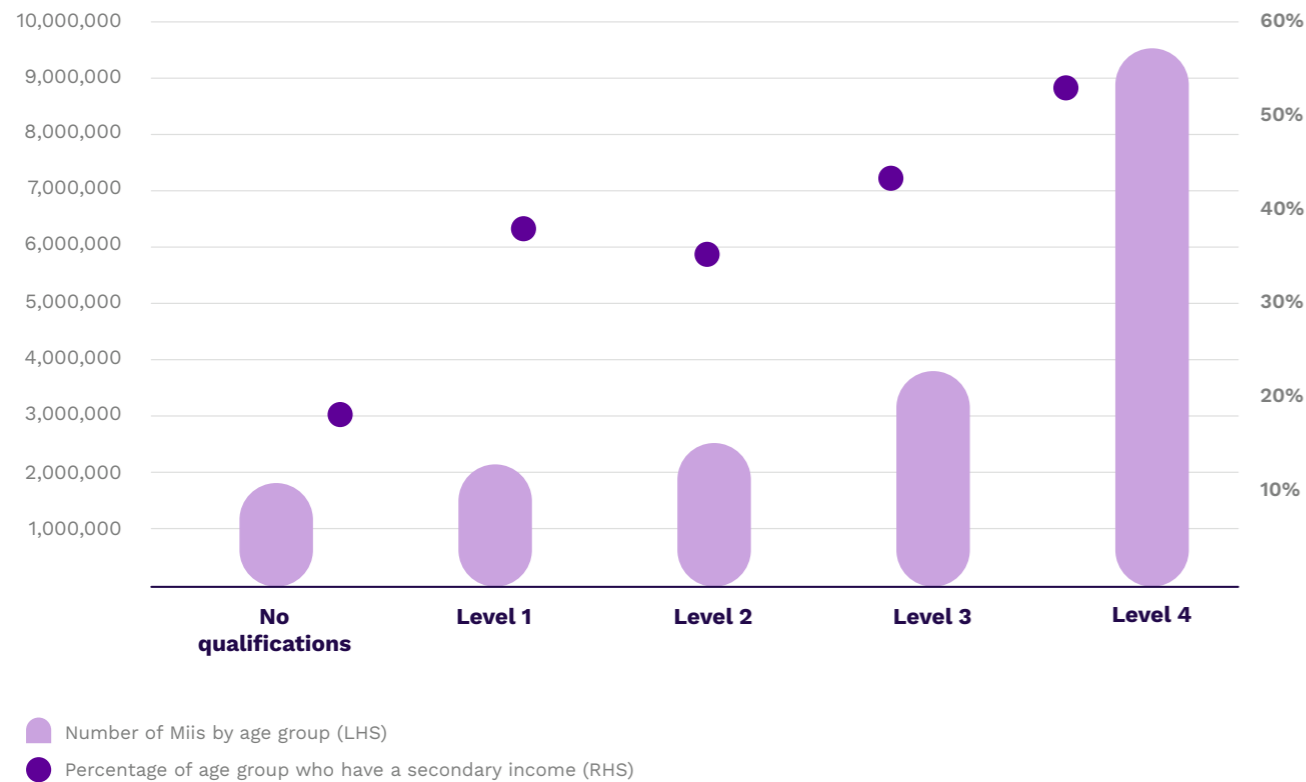
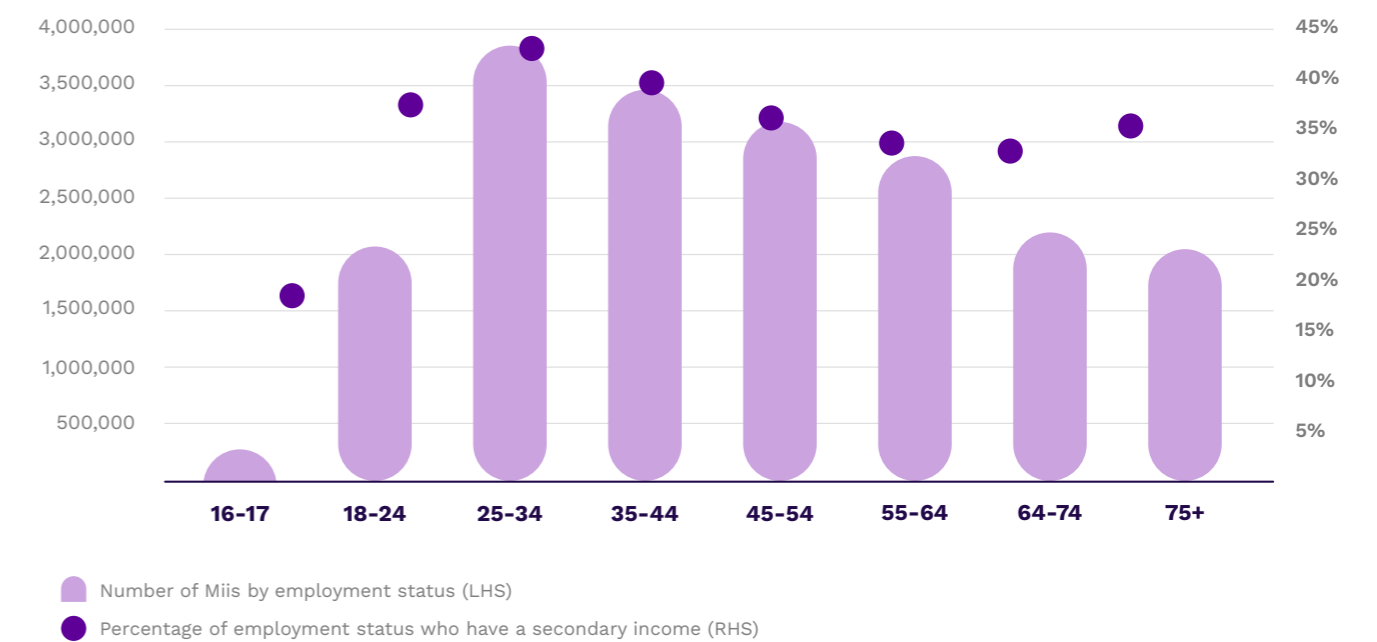


Figure 7: Miis by age group

Source: Sapio Research, Cebr analysis, ONS, commissioned by Utility Warehouse, May 2023



⁵ It is worth noting that, as previously explained, our definition of retired Miis and student Miis will have an effect on these results.

⁶ The low sample of non-binary individuals amongst the survey respondents meant that we were not able to conduct a robust analysis on this group.



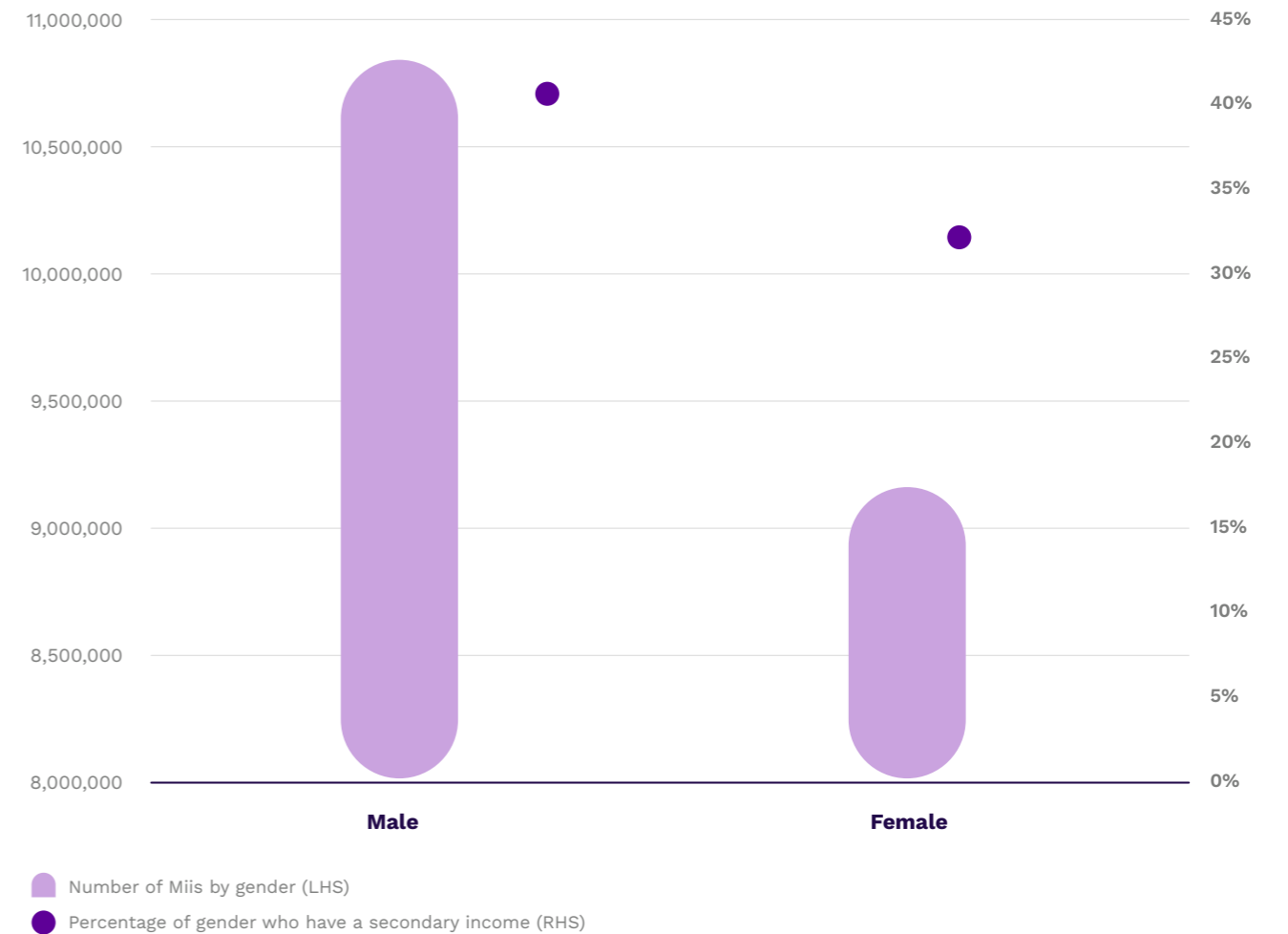
Planning Officer



UW Partner

Figure 8: Miis by gender, 2023

Source: Sapio Research, Cebr analysis, ONS, commissioned by Utility Warehouse, May 2023



2.5 Marital status and caring responsibilities

The last demographics of interest are marital status and caring responsibilities which may be factors in determining people’s need or willingness to obtain a secondary income.

53.7% of Multi-income individuals in the UK are married or in a civil partnership. This equates to 10.7 million individuals across the UK which represents about 39.8% of the total married / domestic partnership population. 33.3% of Miis in the UK are single. This equates to 6.7 million individuals across the UK which represents 35% of the total single population. Only 6.5% of Miis in the

UK are divorced. This equates to 1.3 million individuals across the UK which represents about 30.9% of the total divorced population.

86.8% of the total number of Miis in the UK do not have any caring responsibilities while 13.2% of people do. This equates to 17.4 million Miis without caring responsibilities and 2.6 million Miis with caring responsibilities. As shown in Figure 10, 46.2% of individuals with caring responsibilities are Miis.⁷ This is higher than the 35.7% of individuals without caring responsibilities who are Miis. This suggests that people with caring responsibilities are more likely to have multiple incomes, which intuitively makes sense.

⁷ The definition of caring responsibilities in national statistics does not include children. However, in the survey and interviews it does. Therefore, our findings suggest that a higher portion of the population has caring responsibilities than national figures.

Figure 9: Miis by marital status, 2023

Source: Sapio Research, Cebr analysis, ONS, commissioned by Utility Warehouse, May 2023

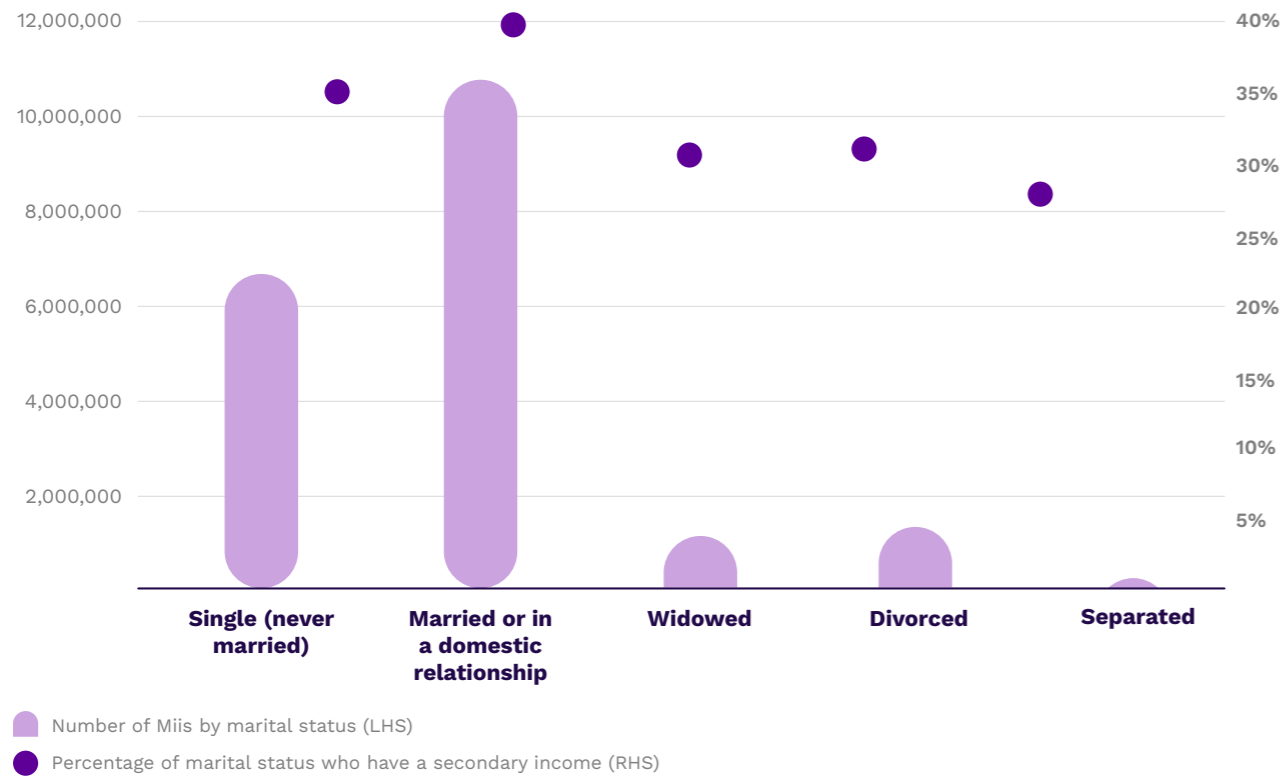
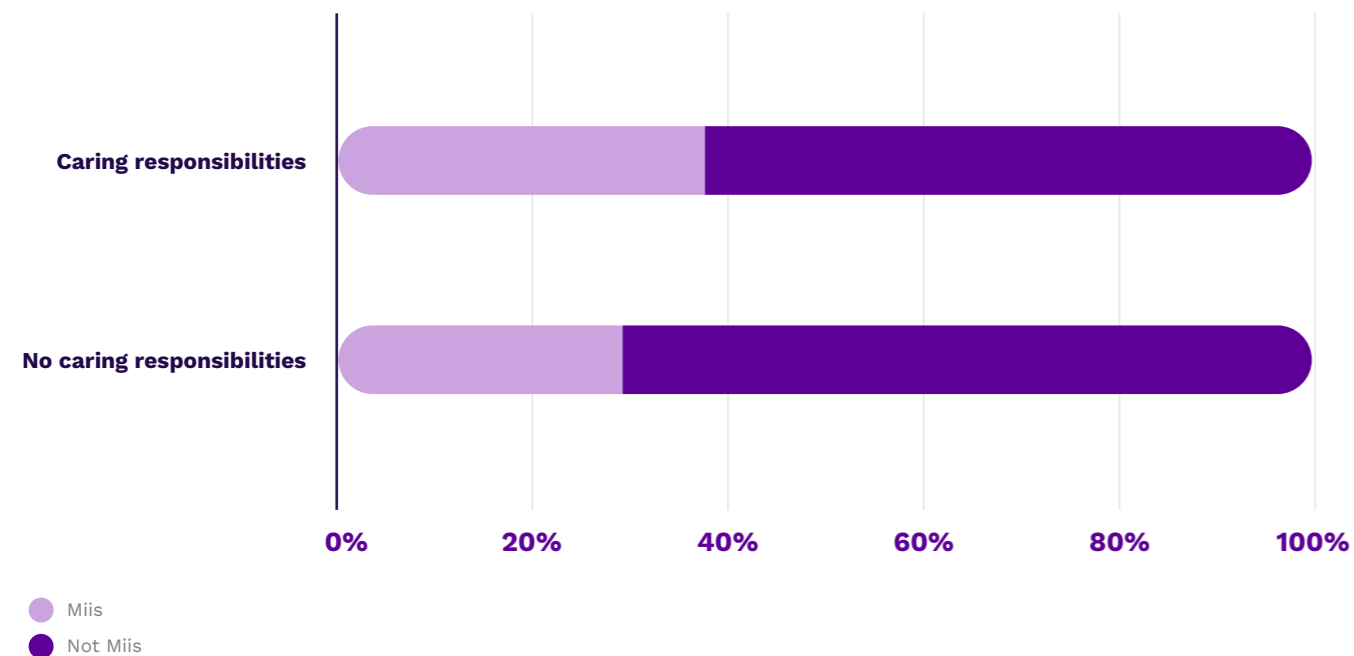


Figure 10: Proportion of people with and without caring responsibilities who are Miis, 2023

Source: Sapio Research, Cebr analysis, ONS, commissioned by Utility Warehouse, May 2023



A couple working as a planning officer and on the licensing team within their local council (M, 37 and F, 35) shared that their second income source as UW Partners enabled them to spend more time with their four children and give them more opportunities to do extracurricular activities and go on holidays.

The owner of a removal company (M, 56) said that his secondary income allowed him to afford activities and opportunities for his children as well as more quality-time together including holidays.

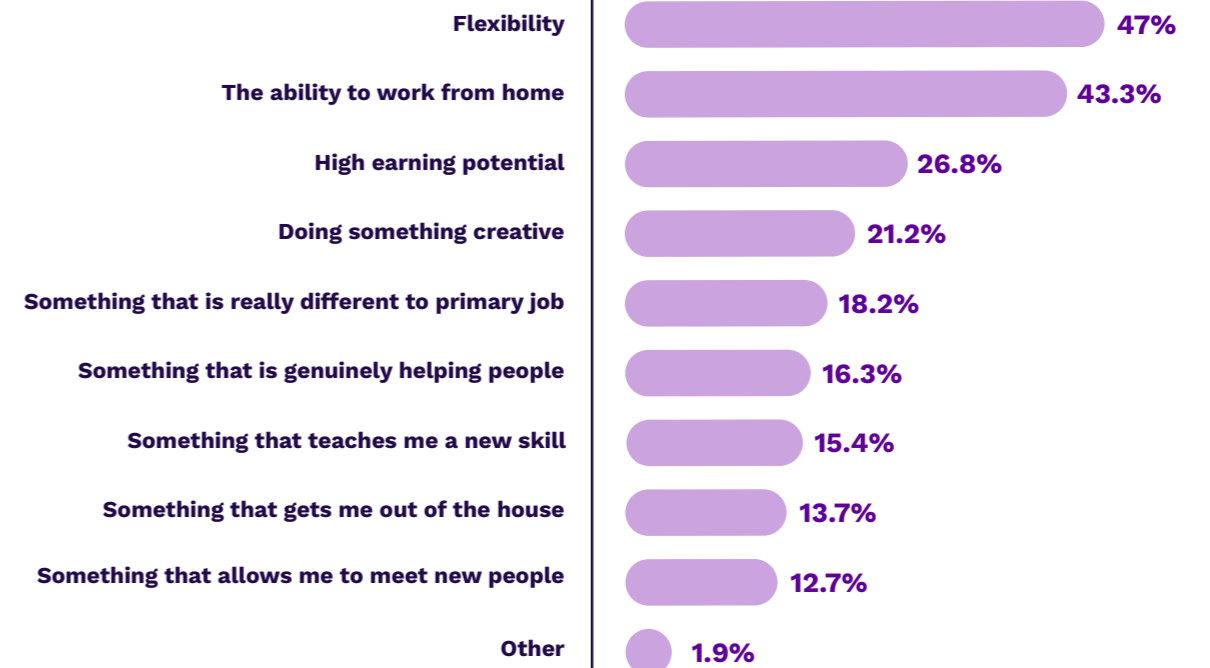
A trainee clinical psychologist with a rental business (F, 41) said the flexibility of her multiple incomes allows her to take better care of her son and spend more time with him. She says she has been offered various positions for her primary income which she turned down as she could not sacrifice her current lifestyle and flexibility.

A teacher (F, 39) who is a UW Partner and owns a weight-loss business as her secondary income, recognised that while the time commitment of UW is high, she feels it is worth it as she is building financial freedom for her family with two children.

As part of the qualitative questions in the survey, 47% of Multi-income individuals responded that they prioritise flexibility when choosing a secondary income and 43.3% of respondents stated they prioritise the ability to work from home. Further factors which Miis consider when choosing a source of secondary income are presented in Figure 11.

Figure 11: Factors which affected people's choice of secondary income

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023



2.6 Perception of secondary incomes

As part of our qualitative analysis, the survey respondents were asked a series of questions on what they believe society's perception towards people with secondary incomes to be. The respondents were asked to what extent they agreed with the statement 'I feel that there is a negative social perception of people who earn multiple sources of income'. 34% of Multi-income individuals stated that they either somewhat agreed or strongly agreed. 37.4% of Miis stated that they either somewhat disagreed or strongly disagreed.

The same question about the perception of Miis in society was asked as part of our qualitative interviews and the responses we received were again mixed. A recruiter with a removal company on the side (M, 56) stated that he thinks people with multiple businesses are seen with admiration and people generally see it as a very good thing. He also states that his view of himself and the one that his friends' opinion of him is entrepreneurial.

A retired project manager who has a second property and does work as a film extra (M, 66) said that when he started his work in movies, he felt somewhat

uncomfortable sharing it with people around him as he was worried people would think his first income was not paying him enough. He also pointed out that he would feel less comfortable discussing his secondary income in a business context with his colleagues from his primary occupation than other contexts such as family or friends.

A consultant who is a UW Partner on the side (M, 38) mentioned that in the past he had never discussed any of his secondary incomes but that now he feels comfortable mentioning his role with UW as he sees it as 'something he is building for himself'. He stated that people's negative perception of secondary incomes derives from a lack of education and knowledge about them.

Respondents were also asked if they felt comfortable talking about their source of secondary income with family, friends and colleagues and if not, the reasons why they do not.

56.5% of Miis responded that they feel somewhat or very comfortable discussing their secondary income with friends and family. This compares to 43.3% of Miis who feel comfortable discussing it with their colleagues from their primary occupation.

Figure 12: Responses to the statement 'I feel that there is a negative social perception of people who earn multiple sources of income'.

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023

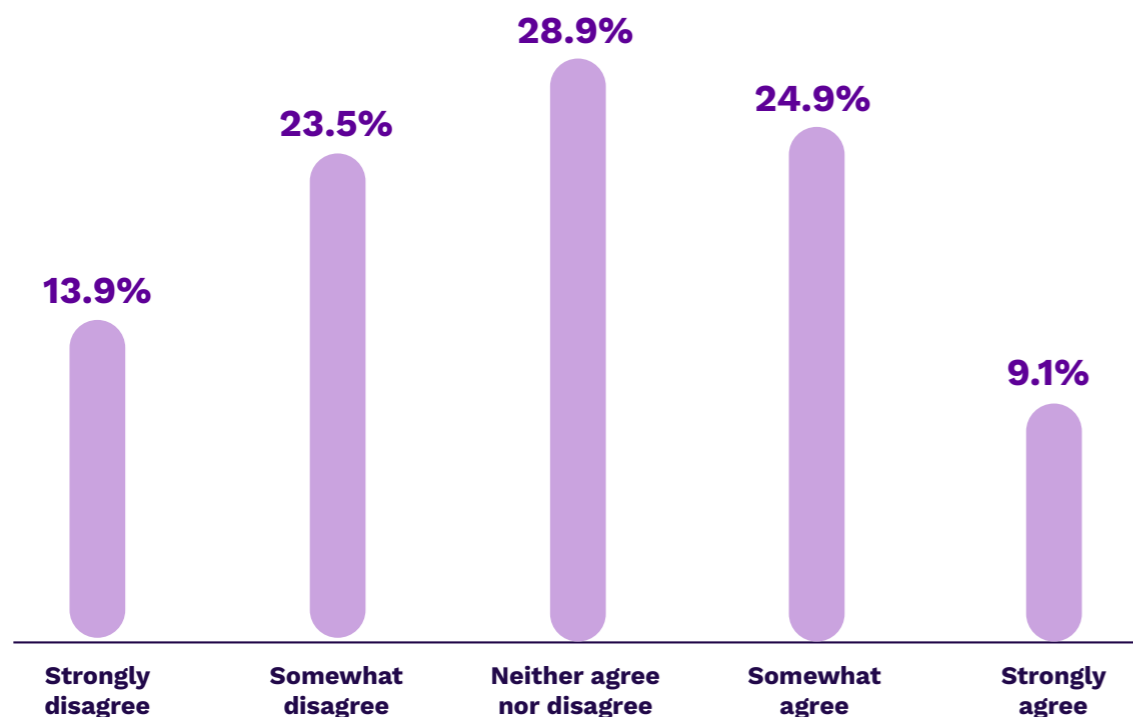
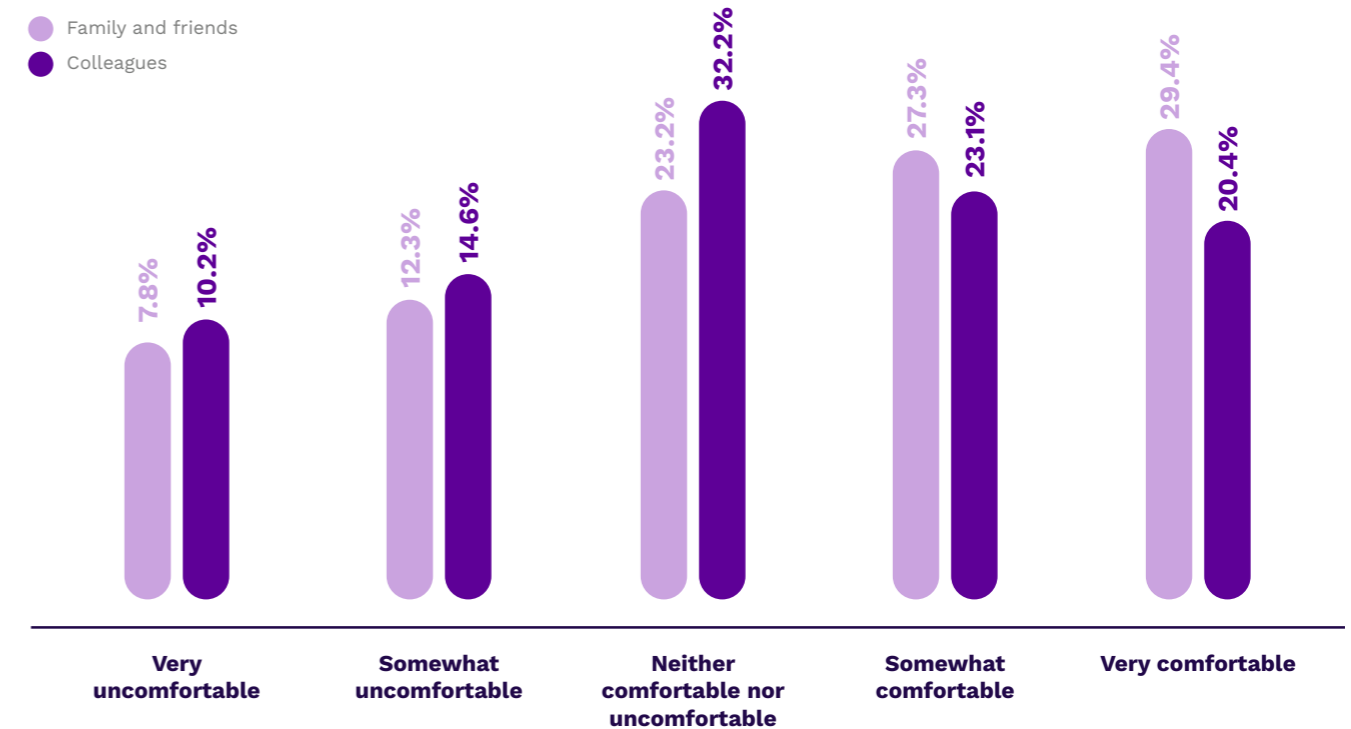


Figure 13: Responses to the question 'Are you comfortable discussing your source of secondary income?'

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023



20.1% of Miis stated that they feel somewhat or very uncomfortable discussing their secondary income with friends and family. This compares to 24.8% of Miis who feel uncomfortable discussing it with their colleagues.

The main reasons stated as to why Miis do not feel comfortable discussing their secondary income with family and friends is because they feel like 'it is nobody's business but mine' (36.2%) and because they think people assume the only reason for a secondary income is because they are struggling with money (23.1%).

The main reasons stated as to why Miis do not feel comfortable discussing their secondary income with colleagues is because they feel like 'it is nobody's business but mine' (42.3%) and because they do not want to be asked how much they earn from their secondary income (21.3%).

The results of these questions are summarised in Figure 13 and Figure 14.

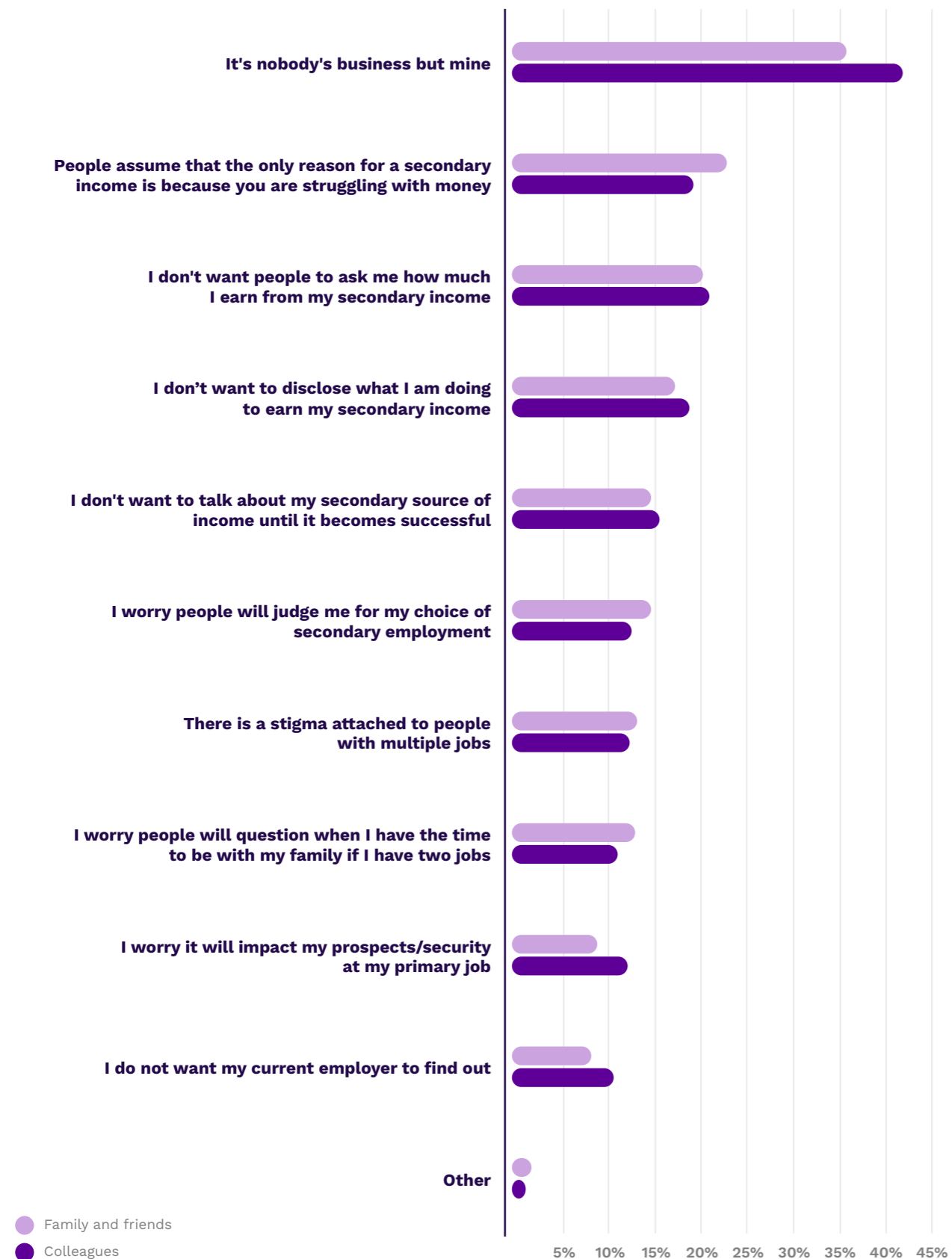
A teacher who tutors and bartends on the side (F, 32) said that she feels uncomfortable discussing her bar work commitments with her family as they would not understand why she would take time away from her baby. She also does not share with her teacher

colleagues that she tutors on the side and generally does not talk about any of her incomes with friends in better financial situations than hers as they would not understand why she is doing them. Generally, she feels that as teaching salaries are not increasing, having a secondary income is becoming more celebrated but that there is a general lack of information about secondary income sources.

A retired policewoman with an Airbnb and a psychotherapy business (F, 41) stated that she finds it easier to talk about her psychotherapy work rather than her rental activities. Generally, she believed that the reason people are hesitant to pick up a secondary income is because they are scared and lack the information about how to build a successful source of secondary income, which she believes would be solved with better education on business awareness and economic skills. A business owner who models and does film extras work on the side (F, 26) said that she feels quite comfortable discussing her income with everyone around her but that she is aware that this is very dependent on the fact that her occupations are quite creative, and she thinks different occupations may be perceived differently.

Figure 14: Reasons why Miis are uncomfortable discussing their sources of secondary income

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023



Survey data somewhat supports this hypothesis. Respondents obtaining a secondary income from a hobby or a voluntary activity reported the highest percentage of feeling “somewhat comfortable” and “strongly comfortable” when discussing their secondary income with friends and family (58.4%). This is followed by individuals obtaining their secondary income from rent from a lodger or second property (55.7%) and selling services in person (52.6%). The highest percentage of “somewhat uncomfortable” and “strongly uncomfortable” about discussing their secondary income with friends and family was amongst people selling goods in person (27.8%) and people obtaining their secondary income from social media (27.5%).

Respondents obtaining a secondary income from selling services in person (46.3%) and from social media (46%) reported the highest percentage of feeling “somewhat comfortable” and “strongly comfortable” about discussing their secondary income with colleagues.

The highest percentage of people feeling “somewhat uncomfortable” and “strongly uncomfortable” about discussing their secondary income with colleagues was amongst people obtaining rent from a lodger or second property (29.1%) and investment and trades (28%).⁸

It is worth noting that while the percentages do not seem to significantly differ between secondary occupations, this method does not account for intra-category differences. Therefore, there may be more variation than expressed by our data due to our secondary occupation category groupings.

Two UW Partners, who are also a couple (M, 37 and F, 35), said that they generally do not open up to their friends and family about it as they have not been very supportive and their opinion of their secondary income remains negative. Originally, they were affected by this but now they said they have been able to switch their mindset and focus on the success of their work.

⁸ It is worth noting that the percentages presented are unweighted data from the survey and are therefore not nationally representative.



03 Economic Impact of Miis

In this section we will present the current contribution to the UK economy of Multi-income individuals. As people often change their status, in order to demonstrate the impact of those who are currently Miis in 2023, in this analysis we assume that estimates for the current number of Miis, holds throughout the year. Therefore, the current economic impact shown in this section is considering the present point in time.

3.1 Primary income and secondary occupation

As part of the survey, respondents were asked to state their annual income from their primary occupation before tax. Figure 15 shows the percentage of people who answered they were Miis within each income bracket in the survey.

Figure 15 shows a positive relationship between annual income from primary occupation and the percentage of respondents who are Miis. This suggests that people earning more from their primary income are more likely to have multiple income sources.

As part of the survey, respondents were asked a series of qualitative questions regarding their motivations and benefits of a secondary income. 38.7% of Miis responded that they have a secondary income to increase their savings. 29% of Miis responded they do so in order to pay their bills. 22.1% of Miis responded it

is to be able to buy goods which improve their quality of lives such as luxury goods compared to 19.9% who responded it is to be able to buy necessities. The results are shown in Figure 16.

When asked about the main benefits of their source of secondary income, 40.6% of Miis responded they have been able to make money in their free time. 30.1% of Miis stated that they have more money to spend on themselves or their families and 23.6% responded they have been able to make money from their hobby or passion. The results are shown in Figure 17.

The results show that it is not always necessity that drive the choice to obtain a secondary income.

As part of our analysis, we identified the types of secondary occupations that individuals in different primary income brackets are more likely to do. Our analysis showed that selling goods online is the most popular source of secondary income amongst people in all income brackets. However, the second and third most popular choices for individuals earning more than £80,000 per year are investment and trades and rent from a lodger or a second property. The second and third most popular choices for individuals earning less than £25,000 per year are income from a hobby, voluntary pastime activity and selling and carrying out services online.

Figure 15: Percentage of Miis at different primary income levels

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023

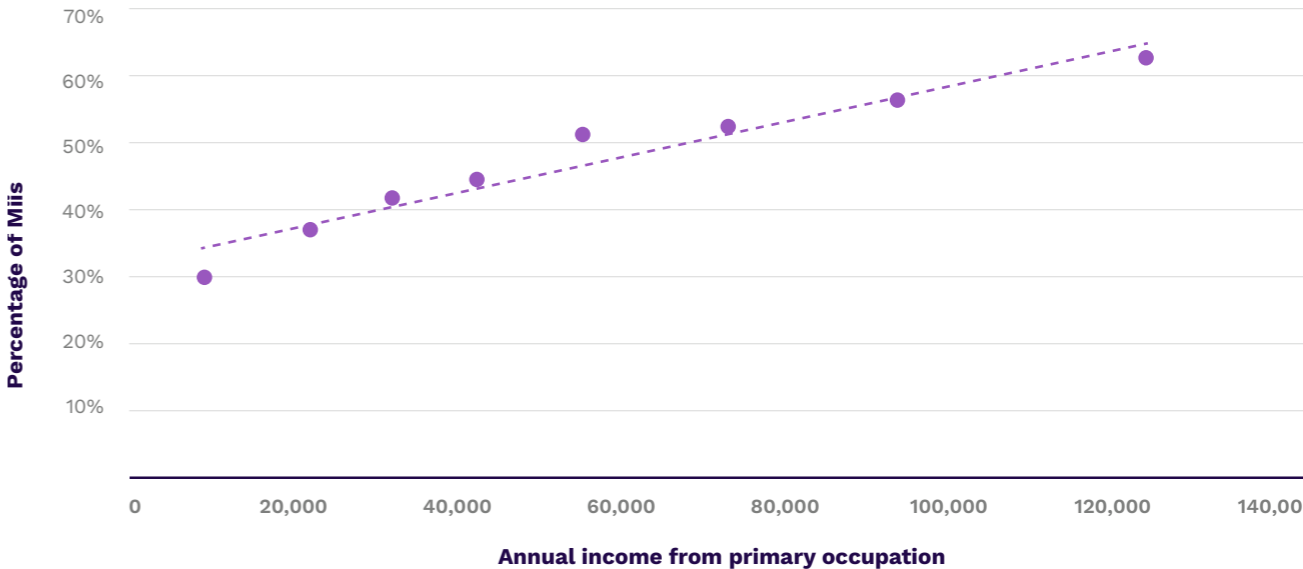


Figure 16: Reasons for starting a secondary occupation

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023

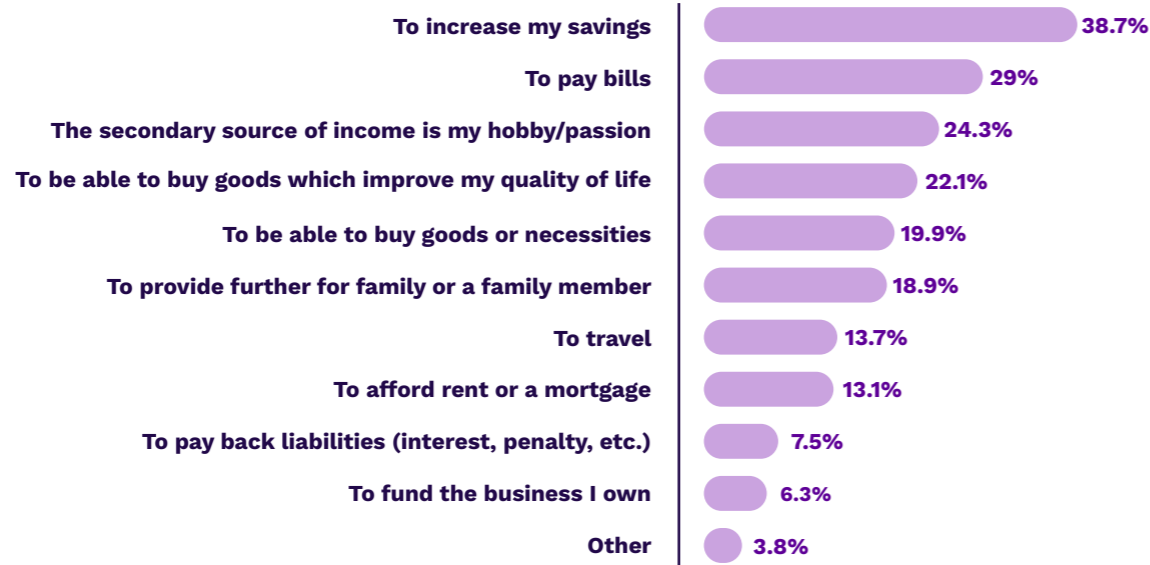


Figure 17: Main benefits of a secondary occupation

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023



Amongst all income groups, 16.8% of Multi-income individuals reported selling and carrying out services online as their source of secondary income. This equates to about 3.4 million Miis across the UK.

The equivalent analysis for individuals in different primary occupations showed similar results.

Selling goods online was the most popular source of secondary income amongst all occupations. Investment and trades were the second most popular secondary income source amongst individuals in manager, directors, and senior roles. Carrying out services in person was the second most popular secondary income source amongst individuals in elementary occupations.

3.2 Income per hour from secondary occupation

The aim of this subsection is to estimate the income per hour of individuals with secondary incomes in order to quantify the individual benefit they receive from having multiple incomes.

Participants in the survey were asked to estimate how many hours per week they spend working in their secondary occupation. On average, individuals spend 7.5 hours per week working their secondary occupation. This translates to 33 hours per month. Participants were also asked what their secondary income per month before tax is. On average, individuals earn £826.56 a month from their secondary occupation. Dividing the monthly income by monthly hours gives £25.41 as the average income per hour.

However, this estimate is not nationally representative as the number of individuals in full-time employment was overestimated in the survey while the number of retired people and students was underestimated. Adjusting for this gives a slightly different result. Overall, we estimate that the average income per hour from a secondary occupation is £24.11.

Income per hour will be different for different secondary occupations depending on how lucrative the activities are and what type of time commitment they require. Table 1 shows the income per hour of different types of secondary income sources.

These estimates are calculated using individuals who earn their secondary income through exclusively one source. It is worth noting that this is only about half of the people considered Miis in the survey. The values in bold represent estimates for income per hour which are higher than the average across all types of secondary occupations.

Individuals earning their income through rent from a lodger, or a second property earn £65.62 for an hour of work. This is significantly higher than the other types of secondary occupations and the average, suggesting that this specific source of secondary income is generally passive and lucrative. The average income per hour of people who do investment and trades is £51.39 which is once again significantly higher than other occupations and their averages. The average income per hour of people who sell services online is £23.75. The lowest income per hour comes from carrying out services in person, with £17.07 per hour.

The qualitative interviews we conducted showed that the time commitment of people's secondary incomes varied significantly for different occupations and different people.

The owner of a removal company (M, 56) who works in recruitment as his primary occupation said he had to sacrifice a portion of his free time to dedicate to his second income to avoid it impacting his main occupation. However, this was considered a worthwhile trade-off, as he is thankful for the opportunities his extra income has given him such as doing activities with his children.

Table 1: Income per hour for different secondary occupation types

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023

	Income per hour
Rent from a lodger or a second property	£65.62
Investments and trades	£51.39
Social media (including Instagram, Tiktok, YouTube etc.)	£25.92
Selling and carrying out services online (i.e. freelance consulting, referral services or translating)	£23.75
Selling goods online (i.e. selling on eBay, ASOS etc.)	£19.02
Selling goods in person (i.e. market stall)	£18.74
Income from a hobby, voluntary, or pastime activity	£18.38
Carrying out services in person (i.e. bar work; delivery driving etc.)	£17.07

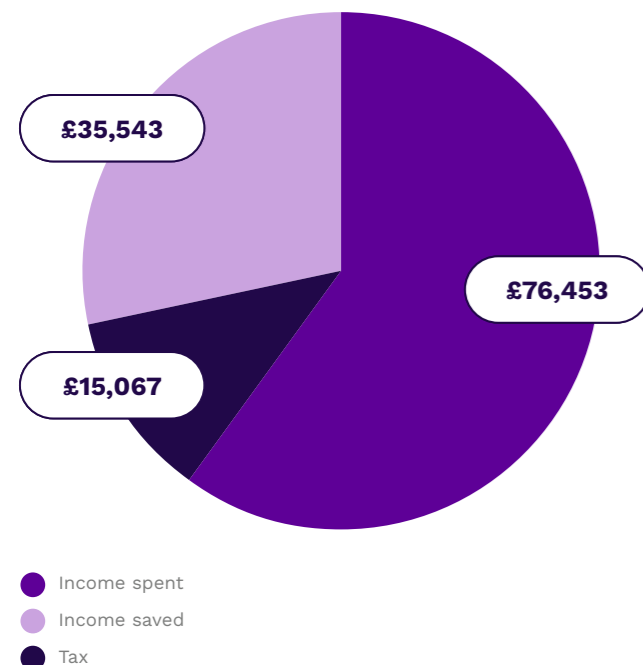
Table 2: Per person income and total income of all Miis, 2023

Source: Sapio survey, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023

	Average	Total (£ million)
Monthly income	£780	£10,589
Yearly income	£6,346	£127,062
Average tax rate	11.9%	
Tax	£752	£15,067
Net income	£5,593	£111,995
Savings	31.7%	
Income saved	£1,775	£35,543
Income spent	£3,818	£76,453

Figure 18: Breakdown of yearly income of Miis, £ million, 2023

Source: Sapio survey, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023



A retired project manager (M, 66) described the second property he bought and currently lets out as a not particularly stressful occupation which provides him and his family with financial stability.

A teacher (F, 32) currently commits up to 40 hours per month to tutoring and up to 6 hours per month bartending on top of her main occupation. However, the flexibility of multiple incomes allows her to reduce hours in her main occupation hours based on what works best to take care of her one-year-old child.

Lastly, a recent university graduate (M, 24) ends up spending up to 5 hours per day on his events management business. He states that '[he] enjoys it a lot as it allows [him] to work with people [he] likes, to have control over [his] work and to organise the type of events [he] likes to attend'.

3.3 Annual income

Adjusting for variation amongst different employment demographics, **the average monthly income of a person working all year from secondary occupations was £780.06. The equivalent annual figure is £9,361 for an individual who works 12 months in their secondary job.**

As not everyone works in their secondary jobs throughout the year, we also need to take into consideration those who only periodically spend time on their secondary income source. This was done by calculating separately the total earnings of those who work every month and then estimating the income of those who earn periodically for each month. Once we adjust this to account for those who only work in specific months, the average per person figures drop to £6,346 per year. Table 2 shows this breakdown.

11.9% of the yearly income is being taxed, therefore an average Multi-income individual receives £5,593 of net income, out of which £3,818 is spent. This results in £127.06 billion total yearly income of Miis, £15.07 billion tax contributed. Figure 18 presents the breakdown of the total income from Miis.

£35.54 billion of the net income is saved, therefore there is £76.45 billion spent in the economy. This figure can further be broken down by sectors to get a clearer insight where this spending is distributed (domestically and on overseas firms), based on average consumer spending profiles. This is set out in the following section.

3.4 Annual contribution to the UK economy

This subsection provides further insight into the use of Miis' secondary income. In order to estimate the domestic impact, we need to exclude the income spent on imports. This is 28.4% of the total expenditure. After adjusting accordingly, we can calculate the domestic turnover, GVA, FTE and COE generated in the UK economy, based on domestic-only consumer expenditure patterns.

Table 3 shows the generated turnover, GVA and COE by industry, as well as the number of FTEs supported.

Overall, there is £54.75 billion turnover generated by secondary occupations. This results in £30.12 billion GVA, and £12.87 billion employment compensation, supporting more than 364,700 FTEs. The manufacturing industry has the most FTEs supported by secondary sources of income, with 103,400. The second most FTEs supported however are in the accommodation and food service activities sector, with more than 102,500 employees. This is due to the low productivity rate in the industry: £20,900 GVA is generated per person, compared to £49,200 in the manufacturing sector. On average across the whole economy, the productivity is £82,600 per person, and a compensation of £35,300 per person.

Table 3: Turnover, GVA, COE and FTE by domestic industry and imports, 2023⁹

Source: Sapio survey, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023

Industry	Turnover generated (£ million)	GVA generated (£ million)	COE generated (£ million)	FTE supported
Agriculture, forestry and fishing	£1,276	£504	£1551	20,401
Mining and quarrying	£15	£6	£4	1
Manufacturing	£20,257	£7,970	£5,083	103,392
Electricity, gas, steam and air conditioning supply	£1,367	£330	£93	1,509
Water supply, sewerage, waste management and remediation activities	£485	£375	£88	3,344
Construction	£88	£32	£16	431
Wholesale and retail trade; repair of motor vehicles and motorcycles	£574	£296	£273	770
Transportation and storage	£814	£237	£342	5,258
Accommodation and food service activities	£3,888	£2,104	£2,142	102,547
Information and communication	£2,137	£1,220	£648	13,373
Financial and insurance activities	£3,221	£1,645	£703	10,529
Real estate activities	£14,180	£11,129	£506	23,485
Professional, scientific and technical activities	£272	£185	£123	2,110
Administrative and support service activities	£1,106	£735	£443	20,264
Public administration and defence; compulsory social security	£172	£99	£70	361
Education	£1,014	£745	£581	16,061
Human health and social work activities	£1,038	£619	£527	14,635
Arts, entertainment and recreation	£1,383	£746	£496	7,485
Other service activities	£1,329	£1,007	£434	18,761
Activities of households as employers	£141	£141	£141	-
Imports	£21,698	-	-	-
Total	£76,453	£30,122	£12,867	£364,718

⁹ As BRES does not provide employment figures on the activities of households as employers, we omitted that from our analysis.



04 The Future of Miis

Finally, this last section provides insight into how the number of Multi-income individuals and their economic impact have increased over time and forecasts the future impact, through 2025. When estimating the current economic impact, we estimated the number of Miis in 2023 at the time of analysis (March 2023) however, for the forecast we present the expected figures at the end of the year, based on annual trends.

People can have many reasons to obtain a secondary income. Survey respondents provided insight into what factors influence their decision to become Miis – the breakdown is shown in Figure 19.

The most influential factor is the wider cost-of-living crisis, with 35.2%. This means more than 7 million Miis considered this when they decided to become or stay

Miis. The factor with the second highest share is the rise of housing bills, with 33.8% (6.8 million). As these two have a high correlation, it is not surprising that close to the same amount of people were influenced by at least one of them. The third most influential factor was retirement, with 19.0% (3.8 million), which is just slightly more than half of the impact of the cost-of-living crisis.

In the survey we asked respondents about their past experiences as Miis. Out of those who currently don't have a secondary source of income, 4.7% had one in 2022 – this share is 83.2% for those who currently have a secondary occupation. Figure 20 provides the number of Miis from 2017-2022, and also forecasts it until 2025.

Figure 19: Reasons to obtain a secondary income

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023

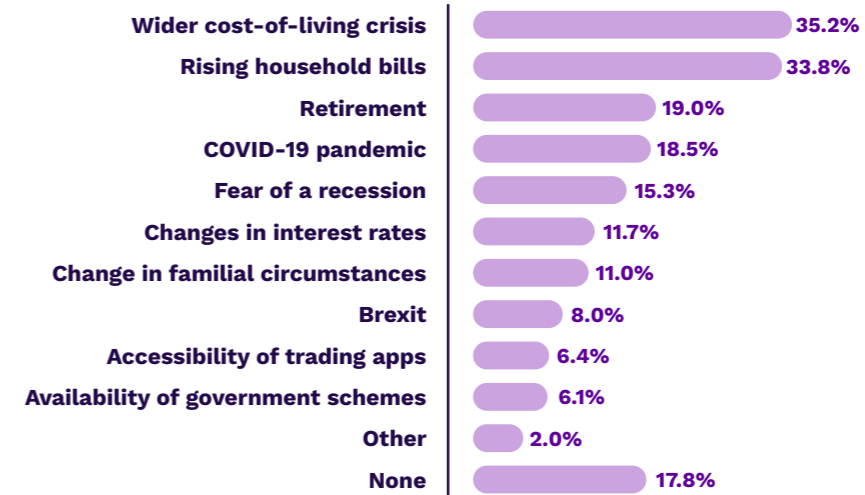
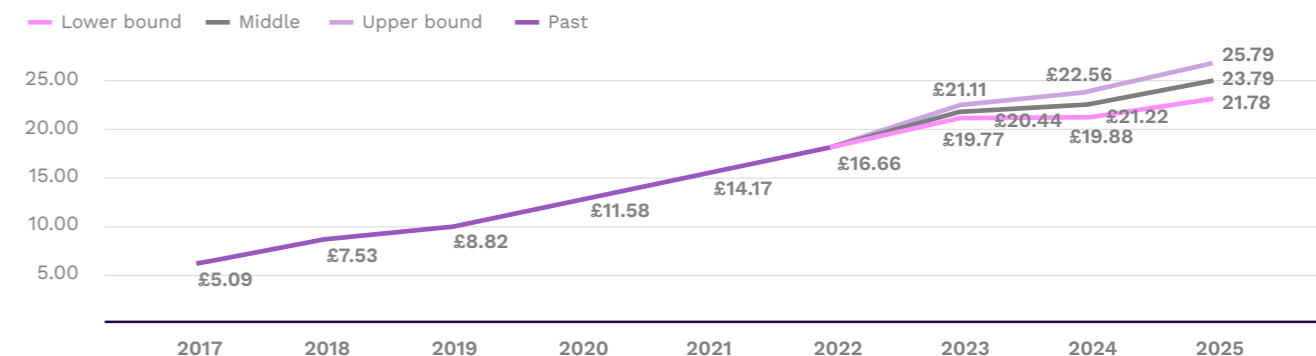


Figure 20: Number of Miis in the UK, million, 2017-2025

Source: Sapio survey, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023

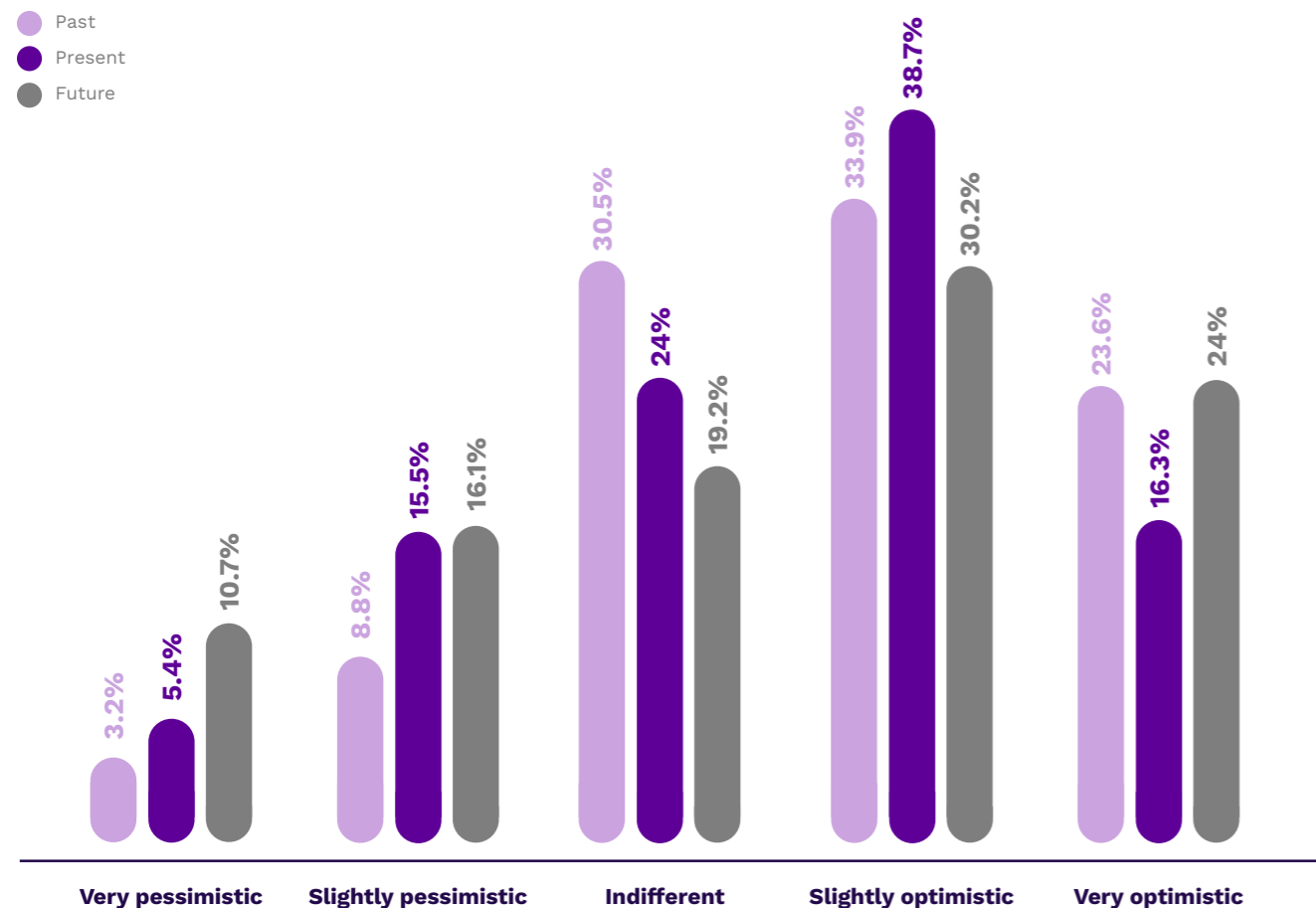


While in 2017 the number of Multi-income individuals was only 5.09 million, this more than tripled to 16.66 million by 2022. The increasing trend is expected to continue: by 2025 we expect the number of Miis to rise to between 21.78-25.79 million.¹⁰ For the forecast we present three different scenarios: the upper scenario assumes that by 2025 everyone who currently doesn't have a secondary income but stated an intention to begin working in a secondary occupation will have one; the central scenario assumes 85% of those who seek to be future Miis will be; while the lower scenario sets this ratio to 70%. In terms of start date, the future number of Miis is assumed to be equally distributed among the years: a third will start their secondary income in 2023, the next third will begin in 2024, and the last third in 2025.

The survey also included questions about how optimistic Miis feel about the past, present and future economic opportunities to generate secondary incomes – the results are presented in Figure 21. Only 16.3% of Miis are very optimistic about the current economic opportunities, which is a significant drop compared to past experiences (23.6%), and future expectations (24%). This is slightly compensated however by the high rate of people who are slightly optimistic for the present (38.7%).

Figure 21: Optimism about economic opportunities in the past, present, and future

Source: Sapio survey, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023



⁹ As mentioned in the methodology section, according to the survey, only 48.5% of current Miis had a secondary source of income in 2022 and this proportion decreases further when going back in time, while for the total sample the share was 24.9%. As this would result in an unrealistic jump in the number and economic impact of Miis from 2022 to 2023, and based on another question which asked respondents for how long they have been working in their current secondary occupations the shares were more realistic, we decided to combine the two in order to provide a more accurate estimate.

As for the past, almost a third of Miis were indifferent (30.5%), this significantly decreases in the present (24%) and the future (19.2%), meaning more people tend to have an opinion as we move further in time. Figure 22 provides a clearer visualisation of this: while the share of optimistic people with secondary income only has a very slight decrease from 57.5% in the past to 54.1% in the future, the share of pessimistic people

drastically rises, from 12% in the past it more than doubles to 26.7% in the future.

Figure 23 provides the monetary figures of Miis, showing the total income of them throughout the years. Again, we present the past impact between 2017-2022, and forecast until 2025.

Figure 22: Share of optimistic and pessimistic Miis about economic opportunities in the past, present, and future

Source: Sapio survey, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023

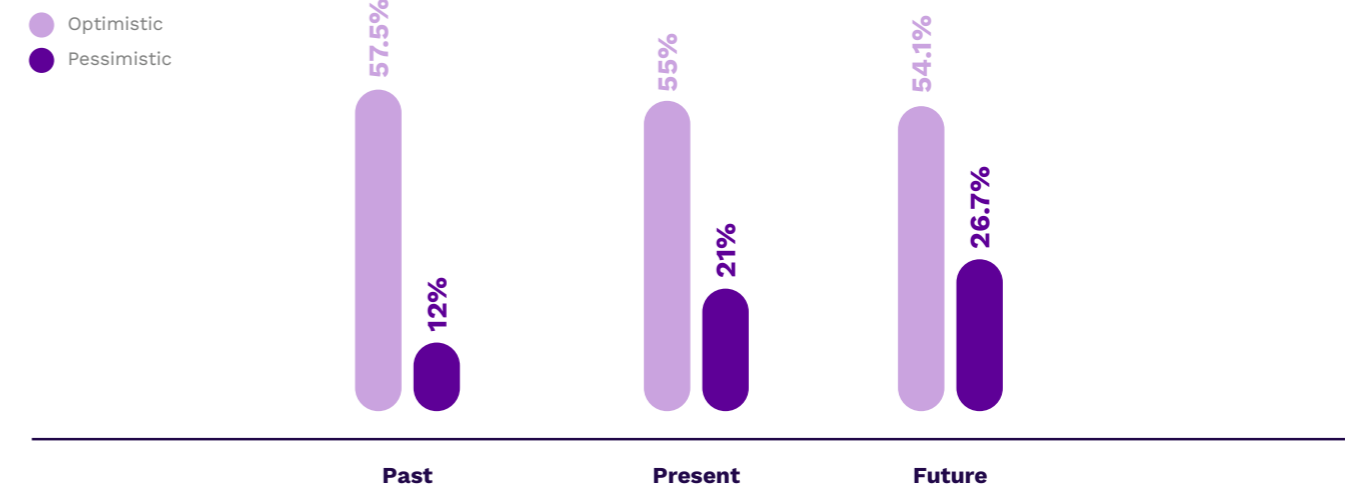
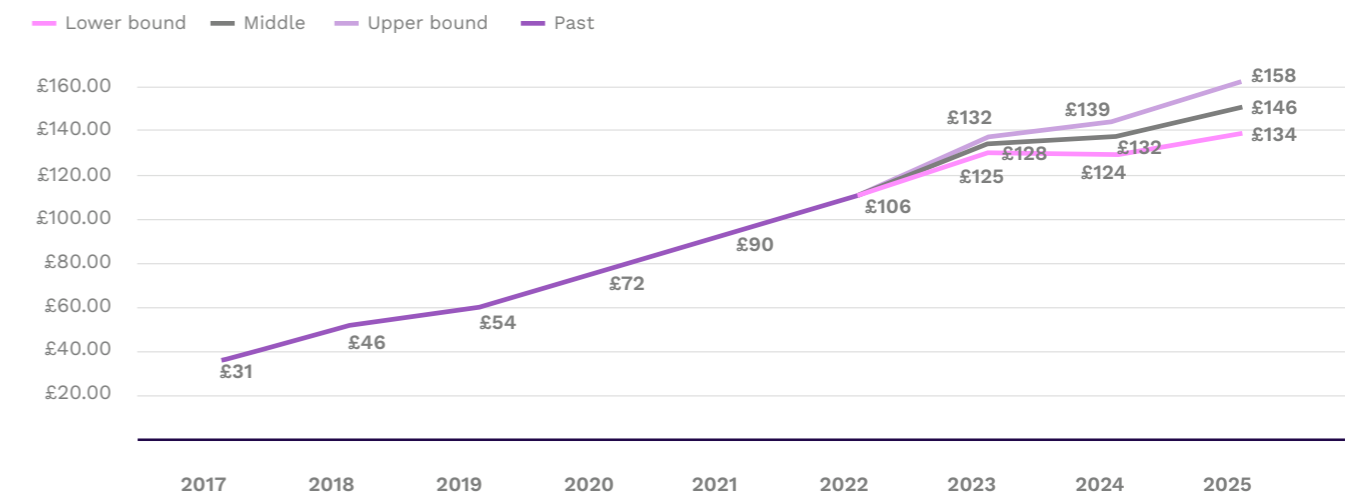


Figure 23: Total gross income of Miis in the UK, £ billion, 2017-2025

Source: Sapio survey, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023



Conclusion

Again, the trend is increasing steadily, going up from £30.97 billion in 2017 to £105.58 billion in 2022. At the end of 2023, we expect the total impact to stand in between £124.51-£132.42 billion, while by 2025 the highest potential value of Multi-income individuals generated is £157.75 billion. Lastly, Figure 24 presents the total contribution to the UK economy by Miis spending their secondary income. While in 2017 it was only £13.35 billion, this can potentially increase up to £67.98 billion by 2025.

We also asked survey respondents about what they think the barriers to success are for individuals seeking to earn a secondary income. We present the results in Figure 25.

More than a third of Miis (34.8%) consider the lack of time to efficiently progress on their secondary occupation is the greatest barrier to success, with lack of motivation being a close second with 32.6%. Tax-related obligations can also prevent people from obtaining a secondary source of income (29.3%).

A police officer who works for Utility Warehouse on the side (M, 41) said that he feels comfortable recommending his source of secondary income to everyone, but he is aware that the main barrier to success individuals will face is the lack of willingness to find some time during the day. He stated that while the time commitment is minimal, it takes a specific mindset to fit one's secondary occupation around their schedule.

Figure 24: Total contribution to the UK economy, £ billion, 2017-2025

Source: Sapio survey, ONS, Cebr analysis, commissioned by Utility Warehouse, May 2023

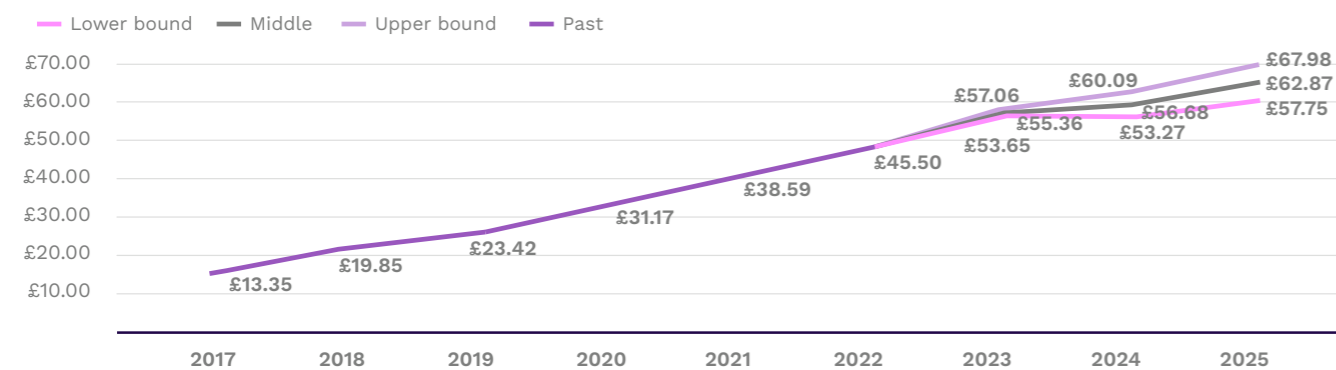


Figure 25: Barriers to success for individuals seeking to earn a secondary income

Source: Sapio Research, Cebr analysis, commissioned by Utility Warehouse, May 2023



In this report we analysed in depth the impact Multi-income individuals have on the UK economy. Currently, there are 20,022,869 Miis in the UK, constituting 36.6% of the population aged 16 and above. More than a third of the working-age population has at least one secondary source of income, and people in full-time employment have the highest chance to have multiple income streams. It is also clear that there is a positive correlation between salary from a primary occupation and the probability of being a Mii. In other words, people who earn more from their first job are more likely to have another source of income.

We broke down our findings by primary occupation, industry, region, gender and marital status, in order to get a detailed picture of the demographics of Miis and compare them to the total UK population. Key results include:

- There are 9.5 million Miis working full-time.
- Around 3 million Miis are based in London.
- 19.3% of people with a secondary income are aged 25-34.
- 54.2% of all Miis are male, while 45.8% of all Miis are female.
- 10.7 million of people with multiple incomes are married or in a civil partnership.

The report was supported with qualitative insights: the survey included multiple questions on the perceptions of having a secondary source of income; how openly Miis are willing to discuss their secondary income; and their outlook on the future. Interestingly, 24.8% of Miis responded that they feel uncomfortable discussing their secondary income with colleagues, compared to 20.1% with families. Contextually, it is clear that the cost-of-living crisis influences people's decision on whether to become or stay a Mii, as more than a third of the survey respondents stated that the wider cost-of-living crisis and/or rising household bills factored in their choice to undertake a secondary income.

Our analysis of income and expenditure data suggests that Miis spend almost £55 billion of their secondary income on UK businesses, resulting in a more than £30 billion direct contribution to UK GDP. Associated with this, the spending of secondary income supports more than 364,700 full-time equivalent jobs; a very significant figure.

By 2025 we expect the number of Miis to be in the range of 21.8-25.8 million, generating a £57.75-67.98 billion contribution to the UK economy.

Appendix I: Methodology

Cebr and UW partnered with Sapio Research to conduct a survey to understand how earnings from secondary occupations affect the economy. We focused on three areas:

- The demographics of Miis
- The current economic impact of Miis
- The future economic impact of Miis

Primary research

In order to identify the number of people across the UK meeting the definition of Mii a survey was commissioned. The first stage of the survey process was a screening stage, where a panel of 26,565 people across the UK were asked information on their personal demographics and whether they meet the agreed classification for Miis.

As per discussions with UW, we define Miis as individuals who have both a primary source of income and a supplementary additional income source. For employees and self-employed people, their primary income is considered to be their salary from their primary job. For retired people, their pension is considered to be a primary income source. Students who have only one part-time job, and homemakers who don't have at least two occupations were not considered Miis. From this, the final sample of 10,005 Miis was derived, for whom the remainder of the survey questions were asked. The questions asked were specifically designed to obtain the needed information to be able to conduct the analysis on the areas above. The questions were of both qualitative and quantitative nature.

As part of the qualitative portion of this report, we conducted case-study interviews of people with secondary incomes. Sourcing candidates for six interviews was led by Indiefield, an external market-research company, who provided us with six profiles of individuals with multiple incomes. The other five were individuals who are Utility Warehouse Partners, as their non-primary income occupation. The aim of the interviews was to build on the quantitative results by understanding the rationale for an individual's secondary income streams, the benefits and costs that having a secondary income brings to individuals and the general perception of society towards Miis.

Demography analysis

In the first part of our analysis, we aimed to estimate the total number or current Miis in the UK. As the survey only took into consideration people who are at least 16 years old, we used breakdowns and shares within this population segment.

We first started with employment status. In the survey sampling, the number of full-time respondents was slightly overrepresented, while the number of students and retired people were underrepresented, relative to the wider UK population. Therefore, we weighted the figures accordingly in order not to overestimate the effect of full-time employees. We use ONS' population estimates, BRES and UK government data to account for that. We utilised these weightings and the share of Miis for each employment characteristic to calculate the number of people nationally with multiple incomes in each employment group. Summing these up provides the total number of current Miis in the UK. A similar process was undertaken when estimating Mii numbers across different demographic splits, including their role in their primary occupation.

It is worth noting that the available UK data on marital status was subdivided by different regions, namely Scotland, Northern Ireland and then England and Wales together. Different data sources had different definitions for marital status and some data sets combined some categories. Therefore, we manually matched the categories between the different regions.

Current economic impact of Miis

In this section, we aimed to model the current economic impact of Miis, when they spend their incomes from their secondary occupation.

To calculate average income per hour we took the total number of hours that all Mii respondents reported they spend working on their secondary occupation and divided it by the total number of Miis that answered the question. This was then adjusted to obtain a monthly figure. Similarly for income, we took the total secondary income per month before tax and divided it by the total number of Miis. Dividing average monthly income by average monthly hours provided us with an estimate of income per hour.

We then repeated the same process for individuals working each type of secondary occupation. To do this we filtered the raw data to isolate those individuals who worked exclusively one secondary occupation and noted their hours and their monthly income. We then obtained average monthly income and average monthly hours for each secondary occupation as described above. Dividing monthly income by average monthly hours provided us with an estimate of income per hour for each occupation type.

In order to provide an accurate figure, we asked respondents to state the share of their gross income which is paid for tax, and the percentage of their net income which they save. After calculating this, we received the total spent income which contributes to the global economy. However, as we were interested in spending in the UK solely, we excluded consumption on imports (utilising average import propensities for consumer expenditure per ONS data) to receive the domestic spending figure, which is also the turnover generated in UK industries.

Once we had the total turnover, we used the ONS' most recent intermediate consumption and final demand tables to break this down by industry. We assumed that expenditure from secondary income has the same distribution as the total UK household expenditure. Using those breakdowns we estimated the turnover, GVA and COE generated in each industry by Mii spending. Lastly, we estimated the per person production by using BRES employment and Blue Book GVA¹¹ data by industry, thus getting the full-time equivalent (FTE)¹² supported by secondary income spending.

To determine the relationship between primary income and having multiple incomes we used survey data on monthly primary income before tax and compared to the number of Miis in each income brackets. Graphing this using the midpoints of the income brackets allowed us to observe the relationship between the two.

To understand the type of occupations that different individuals in different income brackets prefer we filtered raw data to obtain the number of individuals earning more than £80,000 in each secondary occupation. We repeated this process to obtain the number of individuals earning less than £25,000 in each secondary occupation. This allowed us to obtain the percentage of individuals in the top and bottom income brackets that worked in each type of secondary occupation and whether these differed.

¹¹ GVA, or gross value added, is a measure of the value of production in the national accounts. Conceptually it can be considered the value of what is produced, less the value of intermediate goods and services used to produce it. GVA is distributed in three directions – to employees, to shareholders and to government. It is often used as the proxy for the contribution of a sector or industry to GDP: strictly this relationship is $GVA + \text{Tax on products} - \text{Subsidies on products} = \text{GDP}$.

¹² The calculation of full-time equivalent (FTE) is an employee's scheduled hours divided by the employer's hours for a full-time workweek. When an employer has a 40-hour workweek, employees who are scheduled to work 40 hours per week are 1.0 FTEs. Employees scheduled to work 20 hours per week are 0.5 FTEs. We considered all part-time workers to work 20 hours per week. Lastly, we subtracted the number of employees from the number of employments in order to get the number of self-employed individuals.

Future impact of Miis

In the last section we analyse the past and future potential impact of Mii spending. To get an insight into the impact of Miis in the previous years, we asked respondents to disclose the years in which they had a secondary source of income, and how long they have been working in their current secondary income. Based on the respective quality of responses, we leveraged data from this secondary question where possible (only respondents who were current Miis answered this). Then, we separated everyone who answered that they don't currently have a secondary source of income to estimate what proportion of them have had one in the past utilising the former question, before summing the two to estimate historical Mii numbers.

Lastly, we also forecast the impact of Miis up to 2025. We asked respondents who are currently considered Miis for how long they plan to stay in their current secondary occupation. Based on their answers we are able to estimate the share of current Miis who will have a secondary source of income at the end of each year. Then, we estimate the number of people who are planning to get a secondary occupation in the near future but do not currently have a secondary income. Here we assume that the near future spans until 2025 and we equally distribute their numbers accordingly, presuming that the same amount of people will become Miis in each year. As this provides the maximum possible number of Miis and income from secondary sources per self-reported intentions, we also added a lower, more conservative scenario, where we assume that only 70% of those who plan to have a secondary income will have one. Lastly, we added a third figure, the midpoint, which assumes an 85% ratio.



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