

ICM CONSUMER POLL

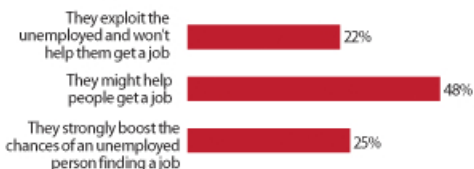
RETAIL WORK EXPERIENCE

Q Do you think that retailers should participate in government work experience schemes for the unemployed?



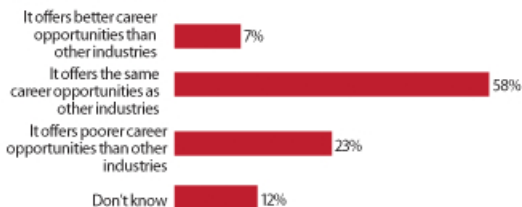
Three in four consumers felt that retailers should participate in government work experience schemes for the unemployed. The older age groups were more likely to be positive about retailers taking part, with 83% of over-65s thinking retailers should.

Q Which of the following best represents your view of these government work experience schemes?



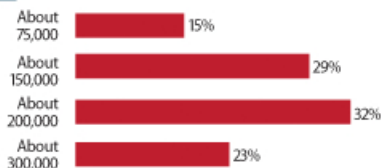
Half of consumers were uncertain about the effectiveness of these schemes, with the remainder falling equally into the positive and negative groups either side. Men, C2DEs and 35- to 44-year-olds were more likely to be sceptical about the outcome.

Q Which of the following statements best represents your view of retail as a career?



More than half of consumers (58%) felt the retail industry offers opportunities equal to those of any other industry. Positive perceptions of retail were driven by those aged 25 to 34; 14% said the industry offers better opportunities than others. Men tended to be more pessimistic, with one in four believing that it offers poorer opportunities than others.

Q How many people do you think Tesco employs in the UK?



With consumers spreading their estimates across the three larger options, there was uncertainty about how many people Tesco employs. Women were more likely to guess larger numbers of people (200,000: 35%, 300,000: 25%). Men and C2DEs were more likely to think Tesco employs about 75,000 people. The correct answer is about 300,000.