

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 1

Q1. The sale of certain items such as alcohol and knives are restricted, meaning it is not permitted for shop workers to sell these products to those under the legal age. This puts shop workers on the front line of enforcing the law. With this in mind, to what extent, if at all, do you agree or disagree with each of the following statements?

Summary**Base: All respondents**

		<u>Statements</u>		
		<u>The government owes a duty of care to shop workers who enforce important laws like restricting the sale of certain items like alcohol, acid and knives</u>	<u>Retail crime is a victimless crime because big companies are insured against their losses</u>	<u>It's a criminal offence to sell knives and alcohol to anyone under 18, it should also be a criminal offence to try and buy these items under age</u>
Unweighted base		1095	1095	1095
Weighted base		1095	1095	1095
NET: Agree		928 85%	260 24%	891 81%
Strongly agree	(+2)	585 53%	101 9%	586 54%
Somewhat agree	(+1)	343 31%	158 14%	305 28%
Neither agree nor disagree	(0)	103 9%	229 21%	112 10%
Somewhat disagree	(-1)	28 3%	265 24%	49 4%
Strongly disagree	(-2)	37 3%	342 31%	43 4%
NET: Disagree		64 6%	606 55%	92 8%
Mean		1.29	-0.54	1.23
Standard deviation		0.97	1.31	1.06
Standard error		0.03	0.04	0.03

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Table 2

Q1. The sale of certain items such as alcohol and knives are restricted, meaning it is not permitted for shop workers to sell these products to those under the legal age. This puts shop workers on the front line of enforcing the law. With this in mind, to what extent, if at all, do you agree or disagree with each of the following statements?

The government owes a duty of care to shop workers who enforce important laws like restricting the sale of certain items like alcohol, acid and knives

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate	
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82	
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92	
NET: Agree	928	461	467	90	136	148	170	144	240	249	262	191	226	77	40	102	72	82	70	47	90	116	124	79	29	138	386	73	
	85%	86%	83%	74%	72%	85%	88%	89%	95%	83%	85%	86%	85%	83%	91%	84%	81%	86%	91%	88%	88%	81%	84%	83%	88%	79%	85%	80%	
Strongly agree	(+2)	585	302	283	39	85	93	111	93	165	159	125	143	49	31	58	45	51	43	29	50	82	72	52	22	88	240	45	
		53%	57%	50%	32%	45%	53%	57%	57%	65%	53%	52%	56%	54%	53%	70%	48%	51%	54%	56%	49%	57%	48%	55%	65%	50%	53%	49%	
Somewhat agree	(+1)	343	159	184	51	52	55	59	51	75	91	103	67	83	28	9	44	27	31	27	18	39	34	52	27	7	50	146	28
		31%	30%	33%	42%	27%	31%	31%	32%	30%	33%	30%	31%	30%	21%	36%	30%	32%	35%	34%	39%	24%	35%	29%	23%	29%	32%	30%	
Neither agree nor disagree	(0)	103	42	61	18	34	17	17	10	7	30	26	23	25	9	4	9	10	5	4	7	16	18	12	3	17	45	7	
		9%	8%	11%	15%	18%	10%	9%	6%	3%	10%	8%	10%	9%	10%	8%	7%	12%	6%	5%	8%	7%	11%	12%	13%	10%	10%	10%	7%
Somewhat disagree	(-1)	28	16	12	7	8	5	2	4	2	7	12	3	6	3	-	6	4	6	-	1	-	3	3	2	-	9	12	7
		3%	3%	2%	6%	4%	3%	1%	2%	1%	2%	4%	1%	2%	4%	-	5%	4%	6%	-	3%	-	2%	2%	-	5%	3%	8%	
Strongly disagree	(-2)	37	16	21	7	11	5	4	4	5	13	8	6	10	4	*	5	3	2	3	1	5	8	4	1	1	11	13	5
		3%	3%	4%	6%	6%	3%	2%	2%	2%	4%	3%	3%	4%	4%	1%	4%	4%	2%	4%	1%	5%	5%	2%	1%	2%	6%	3%	6%
NET: Disagree		64	31	33	14	20	10	6	8	6	20	20	8	16	7	*	11	7	8	3	2	5	11	6	3	1	20	25	12
		6%	6%	6%	12%	10%	6%	3%	5%	2%	7%	7%	4%	6%	8%	1%	9%	8%	8%	4%	4%	5%	7%	4%	3%	2%	12%	6%	13%
Mean		1.29	1.34	1.24	0.88	1.00	1.29	1.40	1.38	1.56	1.26	1.27	1.36	1.29	1.24	1.59	1.18	1.20	1.30	1.39	1.39	1.27	1.26	1.25	1.34	1.49	1.11	1.29	1.10
Standard deviation		0.97	0.96	0.99	1.11	1.16	0.96	0.87	0.90	0.75	1.03	0.96	0.90	0.98	1.04	0.72	1.06	1.04	0.97	0.92	0.83	0.97	1.10	0.91	0.88	0.86	1.17	0.95	1.17
Standard error		0.03	0.04	0.04	0.10	0.09	0.07	0.06	0.07	0.04	0.06	0.05	0.06	0.06	0.12	0.10	0.09	0.11	0.10	0.10	0.11	0.09	0.11	0.07	0.09	0.12	0.09	0.05	0.13

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Table 3

Q1. The sale of certain items such as alcohol and knives are restricted, meaning it is not permitted for shop workers to sell these products to those under the legal age. This puts shop workers on the front line of enforcing the law. With this in mind, to what extent, if at all, do you agree or disagree with each of the following statements?

Retail crime is a victimless crime because big companies are insured against their losses

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
NET: Agree	260	128	132	30	46	39	48	43	53	71	68	60	60	23	7	31	22	22	14	13	22	41	46	14	5	50	115	35
	24%	24%	23%	25%	24%	22%	25%	27%	21%	24%	22%	27%	23%	25%	16%	25%	24%	24%	18%	24%	21%	29%	31%	15%	16%	28%	25%	38%
Strongly agree (+2)	101	53	49	9	20	17	19	17	20	31	20	30	20	7	4	13	6	8	5	3	11	21	18	3	*	18	48	14
	9%	10%	9%	7%	11%	9%	10%	10%	8%	11%	6%	14%	8%	8%	10%	11%	7%	8%	7%	6%	11%	15%	12%	3%	1%	10%	11%	15%
Somewhat agree (+1)	158	76	83	22	26	22	29	26	33	40	48	30	40	16	3	18	16	14	9	9	11	20	28	11	5	32	67	20
	14%	14%	15%	18%	14%	13%	15%	16%	13%	13%	16%	14%	15%	17%	7%	14%	18%	15%	11%	17%	11%	14%	19%	11%	15%	18%	15%	22%
Neither agree nor disagree (0)	229	85	144	35	56	44	39	20	35	50	63	56	60	17	9	23	12	13	18	14	23	35	32	24	8	31	104	16
	21%	16%	26%	29%	30%	25%	20%	12%	14%	17%	20%	25%	22%	19%	21%	19%	14%	14%	23%	27%	22%	25%	22%	25%	24%	18%	23%	17%
Somewhat disagree (-1)	265	126	139	32	53	45	49	36	50	89	77	42	57	13	11	33	21	31	14	13	26	33	43	20	7	46	119	15
	24%	23%	25%	26%	28%	26%	26%	22%	20%	30%	25%	19%	21%	14%	26%	27%	23%	33%	18%	24%	26%	23%	29%	21%	21%	26%	26%	17%
Strongly disagree (-2)	342	196	146	24	34	47	58	63	115	89	99	64	89	39	17	35	34	28	32	13	31	34	28	37	12	49	118	26
	31%	37%	26%	20%	18%	27%	30%	39%	45%	30%	32%	29%	34%	43%	37%	29%	39%	30%	41%	25%	31%	23%	19%	39%	38%	28%	26%	28%
NET: Disagree	606	321	285	56	87	92	107	99	165	178	177	106	146	52	28	69	55	59	45	26	58	67	70	57	19	95	237	41
	55%	60%	51%	46%	46%	53%	55%	61%	65%	60%	57%	48%	55%	57%	63%	56%	62%	63%	59%	49%	57%	47%	47%	60%	59%	54%	52%	45%
Mean	-0.54	-0.63	-0.45	-0.34	-0.29	-0.48	-0.51	-0.63	-0.82	-0.55	-0.61	-0.36	-0.58	-0.66	-0.74	-0.49	-0.69	-0.61	-0.74	-0.44	-0.56	-0.26	-0.23	-0.82	-0.79	-0.43	-0.42	-0.20
Standard deviation	1.31	1.36	1.26	1.19	1.22	1.27	1.32	1.41	1.34	1.32	1.26	1.38	1.29	1.38	1.30	1.33	1.33	1.29	1.30	1.22	1.32	1.36	1.29	1.17	1.16	1.34	1.30	1.46
Standard error	0.04	0.06	0.05	0.11	0.10	0.10	0.10	0.11	0.08	0.08	0.07	0.10	0.08	0.15	0.19	0.12	0.14	0.14	0.14	0.16	0.13	0.13	0.10	0.11	0.17	0.11	0.06	0.16

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Absolutes/col percents

Table 4

Q1. The sale of certain items such as alcohol and knives are restricted, meaning it is not permitted for shop workers to sell these products to those under the legal age. This puts shop workers on the front line of enforcing the law. With this in mind, to what extent, if at all, do you agree or disagree with each of the following statements?

It's a criminal offence to sell knives and alcohol to anyone under 18, it should also be a criminal offence to try and buy these items under age

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate	
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82	
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92	
NET: Agree	891	433	458	74	135	144	162	141	236	234	257	188	212	77	40	104	72	76	70	43	79	107	117	79	27	131	371	65	
	81%	81%	82%	61%	71%	82%	84%	87%	93%	78%	84%	84%	80%	83%	90%	85%	80%	81%	91%	80%	78%	74%	78%	83%	83%	74%	81%	71%	
Strongly agree	(+2)	586	292	294	40	78	92	115	163	153	165	120	148	47	26	53	47	44	45	29	55	82	73	59	25	91	239	46	
		54%	55%	52%	33%	41%	53%	60%	64%	51%	54%	54%	56%	51%	59%	43%	53%	47%	58%	54%	54%	57%	49%	63%	77%	52%	53%	50%	
Somewhat agree	(+1)	305	141	164	34	56	52	47	43	74	81	93	68	64	30	14	50	24	32	25	14	25	25	44	19	2	39	131	18
		28%	26%	29%	28%	30%	30%	24%	27%	29%	27%	30%	30%	24%	33%	32%	41%	27%	34%	33%	26%	24%	17%	30%	20%	6%	22%	29%	20%
Neither agree nor disagree	(0)	112	56	56	23	30	16	24	11	7	34	24	23	30	8	3	6	12	10	2	7	15	20	20	7	3	20	52	8
		10%	10%	10%	19%	16%	9%	12%	7%	3%	11%	8%	10%	11%	9%	6%	5%	13%	10%	3%	12%	15%	14%	13%	8%	8%	12%	11%	9%
Somewhat disagree	(-1)	49	23	26	13	13	11	4	5	3	16	19	5	8	5	1	6	3	5	1	3	2	10	6	4	2	17	17	11
		4%	4%	5%	10%	7%	6%	2%	3%	1%	5%	6%	2%	3%	5%	3%	5%	3%	5%	2%	6%	2%	7%	6%	4%	6%	9%	4%	12%
Strongly disagree	(-2)	43	23	20	12	11	5	4	5	6	15	7	7	15	2	*	7	3	4	3	1	5	7	6	4	1	8	16	8
		4%	4%	4%	10%	6%	3%	2%	3%	2%	5%	2%	3%	6%	2%	1%	6%	4%	4%	4%	1%	5%	5%	4%	5%	2%	5%	4%	9%
NET: Disagree		92	46	46	25	24	15	8	10	10	31	26	12	24	7	2	13	6	8	5	4	7	17	12	8	3	25	33	19
		8%	9%	8%	20%	13%	9%	4%	6%	4%	10%	8%	5%	9%	8%	4%	11%	7%	9%	6%	7%	7%	12%	8%	9%	8%	14%	7%	21%
Mean		1.23	1.23	1.22	0.64	0.94	1.23	1.37	1.38	1.51	1.14	1.27	1.30	1.21	1.24	1.45	1.12	1.23	1.15	1.39	1.26	1.20	1.15	1.15	1.32	1.50	1.08	1.23	0.91
Standard deviation		1.06	1.08	1.04	1.31	1.17	1.02	0.93	0.97	0.83	1.13	0.99	0.96	1.13	0.98	0.80	1.10	1.03	1.05	0.96	0.99	1.09	1.19	1.06	1.10	1.04	1.19	1.03	1.37
Standard error		0.03	0.05	0.04	0.12	0.09	0.08	0.07	0.08	0.05	0.06	0.06	0.07	0.07	0.11	0.12	0.10	0.11	0.11	0.11	0.13	0.10	0.12	0.09	0.11	0.15	0.10	0.05	0.15

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Table 5

Q2. Recent figures show that the number of retail workers who are experiencing abuse, threats or violence from customers during their working day has increased. This most often arises when a staff member refuses to sell a restricted product like alcohol or a knife to someone they believe to be under the legal age to buy it. Which of the following actions, if any, you think would be most effective in reducing the level of abuse, threats or violence faced by shop workers in the retail industry?

Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East		South West	North-ern Ire-land	Public	Private
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
A tough new law to increase the criminal sentences for anyone convicted of using threats or violence against a shop worker	448 41%	218 41%	231 41%	37 30%	95 50%	70 40%	67 35%	67 41%	111 44%	123 41%	127 41%	82 37%	116 44%	45 49%	18 40%	52 42%	33 37%	35 37%	22 41%	37 36%	57 40%	61 41%	37 39%	17 52%	60 34%	204 45%	32 34%	
A reversal of police cuts to put more officers back onto high streets	342 31%	165 31%	177 32%	24 19%	34 18%	58 33%	66 34%	62 38%	98 39%	75 25%	91 30%	87 39%	88 33%	22 23%	15 34%	38 31%	32 36%	30 32%	26 34%	16 31%	36 35%	44 31%	50 33%	28 29%	6 17%	60 34%	124 27%	26 28%
More investment from retailers into CCTV and other security equipment	150 14%	67 13%	83 15%	24 20%	22 12%	22 13%	32 17%	17 10%	33 13%	48 16%	44 14%	26 12%	32 12%	8 9%	4 9%	17 14%	11 12%	20 21%	13 17%	9 17%	15 15%	15 10%	17 12%	16 16%	5 15%	24 13%	62 14%	19 21%
More financial support for community groups and organisations that work to tackle some of the causes of crime	98 9%	60 11%	38 7%	23 19%	23 12%	13 7%	18 9%	12 7%	9 4%	35 12%	35 11%	16 7%	13 5%	14 15%	4 8%	9 8%	7 8%	7 7%	3 4%	2 4%	9 8%	19 13%	14 9%	7 8%	4 12%	25 14%	38 8%	11 11%
None of the above	57 5%	25 5%	32 6%	14 12%	15 8%	11 6%	10 5%	5 3%	2 1%	18 6%	11 4%	12 5%	17 6%	4 4%	4 9%	6 5%	7 8%	3 3%	*	4 8%	6 6%	9 6%	7 5%	7 7%	1 4%	8 4%	28 6%	5 5%

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Absolutes/col percents

Table 6
Gender
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Male	534	534	-	53	82	78	101	77	144	177	138	122	98	50	29	67	46	49	43	30	40	69	53	42	16	67	243	62
	49%	100%	-	43%	43%	45%	52%	47%	57%	59%	45%	55%	37%	54%	66%	55%	51%	52%	56%	56%	39%	48%	36%	45%	49%	38%	53%	67%
Female	561	-	561	69	107	97	93	85	109	122	170	100	168	43	15	55	44	46	34	23	62	74	96	52	17	109	213	30
	51%	-	100%	57%	57%	55%	48%	53%	43%	41%	55%	45%	63%	46%	34%	45%	49%	48%	44%	44%	61%	52%	64%	55%	51%	62%	47%	33%

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Table 7
Age
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
18-24	122 11%	53 10%	69 12%	122 100%	-	-	-	-	-	50 17%	33 11%	19 8%	19 7%	12 13%	2 4%	17 14%	10 11%	14 14%	7 9%	3 6%	6 6%	23 16%	23 16%	3 3%	1 3%	30 17%	42 9%	27 30%
25-34	189 17%	82 15%	107 19%	-	189 100%	-	-	-	-	49 16%	60 19%	41 19%	39 15%	27 29%	7 15%	17 14%	6 7%	17 18%	10 13%	15 28%	16 15%	38 26%	22 14%	13 14%	3 10%	40 23%	113 25%	24 26%
35-44	175 16%	78 15%	97 17%	-	-	175 100%	-	-	-	44 15%	49 16%	39 17%	43 16%	17 18%	7 16%	14 12%	20 23%	18 19%	10 13%	3 5%	21 21%	21 14%	18 12%	15 16%	10 31%	42 24%	96 21%	13 14%
45-54	194 18%	101 19%	93 17%	-	-	-	194 100%	-	-	51 17%	49 16%	40 18%	53 20%	7 8%	6 14%	21 17%	13 15%	10 11%	14 18%	9 17%	17 16%	28 19%	37 25%	19 20%	12 38%	41 23%	106 23%	13 14%
55-64	162 15%	77 14%	85 15%	-	-	-	-	162 100%	-	22 7%	49 16%	38 17%	53 20%	11 12%	7 17%	23 19%	18 21%	9 10%	9 12%	9 18%	12 12%	16 11%	36 24%	7 8%	2 6%	20 11%	74 16%	4 4%
65+	253 23%	144 27%	109 20%	-	-	-	-	-	253 100%	82 27%	67 22%	45 20%	59 22%	17 19%	15 35%	29 24%	22 24%	26 28%	28 36%	14 26%	30 29%	18 13%	13 8%	37 39%	4 12%	3 2%	25 6%	11 12%
NET: 18-34	311 28%	135 25%	176 31%	122 100%	189 100%	-	-	-	-	100 33%	93 30%	60 27%	58 22%	39 43%	9 19%	35 28%	16 18%	31 32%	17 21%	18 34%	22 22%	61 43%	45 30%	16 17%	4 13%	70 40%	154 34%	51 56%
NET: 35-54	369 34%	179 34%	190 34%	-	-	175 100%	194 100%	-	-	95 32%	98 32%	79 36%	96 36%	24 26%	13 30%	35 29%	33 37%	29 30%	24 31%	12 23%	38 37%	48 34%	56 37%	34 36%	23 69%	83 47%	202 44%	26 28%
NET: 55+	415 38%	220 41%	195 35%	-	-	-	-	162 100%	253 100%	104 35%	117 38%	83 37%	112 42%	29 31%	23 51%	53 43%	40 45%	35 37%	37 48%	23 43%	42 41%	34 24%	49 33%	45 47%	6 18%	23 13%	99 22%	15 16%
Average age	47.97	49.86	46.18	21.79	30.03	39.97	49.46	59.69	70.89	46.81	47.55	48.18	49.59	43.74	53.23	48.91	50.43	47.44	51.98	49.08	50.39	41.96	45.44	53.84	46.23	39.50	42.91	37.33

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 8
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
A	96 9%	56 10%	40 7%	19 16%	18 9%	13 8%	17 9%	10 6%	19 7%	96 32%	-	-	-	5 5%	1 3%	13 10%	1 1%	9 10%	6 8%	5 9%	12 12%	19 13%	11 7%	8 9%	5 16%	18 10%	41 9%	15 17%
B	203 19%	121 23%	82 15%	32 26%	32 17%	31 18%	34 17%	11 7%	63 25%	203 68%	-	-	-	22 24%	9 20%	21 17%	11 12%	17 18%	15 19%	7 13%	26 26%	27 19%	21 14%	23 24%	6 17%	43 25%	77 17%	27 30%
C1	308 28%	138 26%	170 30%	33 27%	60 31%	49 28%	49 25%	49 30%	67 27%	-	308 100%	-	-	30 33%	13 29%	23 19%	23 26%	30 32%	23 29%	14 26%	26 26%	40 28%	45 30%	29 31%	13 40%	71 41%	131 29%	15 16%
C2	222 20%	122 23%	100 18%	19 15%	41 22%	39 22%	40 21%	38 23%	45 18%	-	-	222 100%	-	13 14%	6 15%	25 21%	23 26%	23 24%	16 21%	15 27%	24 24%	28 19%	30 20%	13 14%	6 17%	19 11%	127 28%	18 19%
D	152 14%	54 10%	98 18%	13 11%	33 18%	30 17%	27 14%	31 19%	18 7%	-	-	-	152 57%	14 15%	9 20%	26 21%	24 27%	6 6%	12 16%	9 17%	7 7%	12 8%	23 16%	11 12%	-	20 11%	80 18%	9 10%
E	114 10%	44 8%	70 12%	6 5%	6 3%	13 8%	27 14%	22 13%	40 16%	-	-	-	114 43%	8 9%	6 14%	14 12%	8 8%	10 11%	6 8%	4 8%	6 6%	18 13%	19 13%	10 11%	3 9%	4 2%	1 *	7 8%
NET: AB	299 27%	177 33%	122 22%	50 42%	49 26%	44 25%	51 26%	22 13%	82 32%	299 100%	-	-	-	27 29%	10 23%	34 28%	12 13%	26 28%	20 26%	12 22%	39 38%	46 32%	32 21%	31 33%	11 33%	62 35%	118 26%	43 47%
NET: ABC1	607 55%	314 59%	292 52%	84 69%	109 57%	93 53%	100 52%	71 44%	149 59%	299 100%	308 100%	-	-	57 62%	23 52%	56 46%	34 39%	56 59%	43 55%	25 48%	65 64%	85 60%	77 52%	60 64%	24 73%	133 76%	248 54%	58 63%
NET: C2DE	488 45%	220 41%	268 48%	38 31%	81 43%	82 47%	94 48%	91 56%	104 41%	-	-	222 100%	266 100%	35 38%	22 48%	66 54%	55 61%	39 41%	35 45%	28 52%	37 36%	58 40%	72 48%	34 36%	9 27%	43 24%	208 46%	34 37%
NET: DE	266 24%	98 18%	168 30%	19 16%	39 21%	43 24%	53 27%	53 33%	59 23%	-	-	-	266 100%	22 24%	15 34%	41 33%	31 35%	16 16%	19 24%	13 25%	13 13%	30 21%	42 28%	22 23%	3 9%	24 14%	81 18%	17 18%

Retail Workers Survey

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Absolutes/col percents

Table 9
GO Region
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Scotland	92	50	43	12	27	17	7	11	17	27	30	13	22	92	-	-	-	-	-	-	-	-	-	-	-	22	39	10
	8%	9%	8%	10%	14%	10%	4%	7%	7%	9%	10%	6%	8%	100%	-	-	-	-	-	-	-	-	-	-	-	13%	9%	11%
North East	45	29	15	2	7	7	6	7	15	10	13	6	15	-	45	-	-	-	-	-	-	-	-	-	-	6	13	3
	4%	6%	3%	2%	4%	4%	3%	5%	6%	3%	4%	3%	6%	-	100%	-	-	-	-	-	-	-	-	-	-	3%	3%	3%
North West	122	67	55	17	17	14	21	23	29	34	23	25	41	-	-	122	-	-	-	-	-	-	-	-	-	20	44	14
	11%	13%	10%	14%	9%	8%	11%	14%	12%	11%	7%	11%	15%	-	-	100%	-	-	-	-	-	-	-	-	-	11%	10%	15%
Yorkshire & Humberside	89	46	44	10	6	20	13	18	22	12	23	23	31	-	-	-	89	-	-	-	-	-	-	-	-	8	42	5
	8%	9%	8%	8%	3%	11%	7%	11%	8%	4%	7%	11%	12%	-	-	100%	-	-	-	-	-	-	-	-	-	5%	9%	6%
West Midlands	94	49	46	14	17	18	10	9	26	26	30	23	16	-	-	-	94	-	-	-	-	-	-	-	-	21	34	7
	9%	9%	8%	11%	9%	10%	5%	6%	10%	9%	10%	10%	6%	-	-	-	100%	-	-	-	-	-	-	-	-	12%	7%	8%
East Midlands	78	43	34	7	10	10	14	9	28	20	23	16	19	-	-	-	-	78	-	-	-	-	-	-	-	10	26	4
	7%	8%	6%	6%	5%	6%	7%	6%	11%	7%	7%	7%	7%	-	-	-	-	100%	-	-	-	-	-	-	-	6%	6%	5%
Wales	53	30	23	3	15	3	9	9	14	12	14	15	13	-	-	-	-	-	53	-	-	-	-	-	-	2	27	8
	5%	6%	4%	3%	8%	2%	5%	6%	5%	4%	4%	7%	5%	-	-	-	-	-	100%	-	-	-	-	-	-	1%	6%	8%
Eastern	102	40	62	6	16	21	17	12	30	39	26	24	13	-	-	-	-	-	-	102	-	-	-	-	-	16	41	2
	9%	7%	11%	5%	8%	12%	9%	8%	12%	13%	8%	11%	5%	-	-	-	-	-	-	100%	-	-	-	-	-	9%	9%	3%
London	143	69	74	23	38	21	28	16	18	46	40	28	30	-	-	-	-	-	-	-	-	143	-	-	-	34	68	28
	13%	13%	13%	19%	20%	12%	14%	10%	7%	15%	13%	12%	11%	-	-	-	-	-	-	-	-	100%	-	-	-	19%	15%	31%
South East	149	53	96	23	22	18	37	36	13	32	45	30	42	-	-	-	-	-	-	-	-	-	149	-	-	23	75	5
	14%	10%	17%	19%	11%	11%	19%	22%	5%	11%	15%	14%	16%	-	-	-	-	-	-	-	-	-	100%	-	-	13%	17%	5%
South West	94	42	52	3	13	15	19	7	37	31	29	13	22	-	-	-	-	-	-	-	-	-	-	94	-	7	34	4
	9%	8%	9%	2%	7%	9%	10%	5%	15%	10%	9%	6%	8%	-	-	-	-	-	-	-	-	-	-	100%	-	4%	7%	4%
Northern Ireland	33	16	17	1	3	10	12	2	4	11	13	6	3	-	-	-	-	-	-	-	-	-	-	-	33	7	13	1
	3%	3%	3%	1%	2%	6%	6%	1%	2%	4%	4%	3%	1%	-	-	-	-	-	-	-	-	-	-	-	100%	4%	3%	2%

Retail Workers Survey

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Absolutes/col percents

Table 10
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Yes	684	344	341	102	117	107	104	96	158	213	201	145	126	54	25	84	56	61	42	28	62	112	83	54	25	128	300	76
	62%	64%	61%	84%	62%	61%	54%	59%	63%	71%	65%	65%	47%	58%	56%	68%	63%	64%	54%	53%	61%	78%	56%	57%	75%	73%	66%	82%
No	411	191	220	19	73	68	90	66	95	86	107	78	140	39	20	39	33	34	36	25	40	31	66	41	8	48	156	16
	38%	36%	39%	16%	38%	39%	46%	41%	37%	29%	35%	35%	53%	42%	44%	32%	37%	36%	46%	47%	39%	22%	44%	43%	25%	27%	34%	18%

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Absolutes/col percents

Table 11
Opinion Influencer
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Yes	92 8%	62 12%	30 5%	27 22%	24 13%	13 8%	13 7%	4 2%	11 4%	43 14%	15 5%	18 8%	17 6%	10 11%	3 7%	14 11%	5 6%	7 8%	4 6%	8 14%	2 2%	28 20%	5 3%	4 4%	1 4%	22 12%	51 11%	92 100%
No	1003 92%	472 88%	531 95%	94 78%	166 87%	162 92%	181 93%	158 98%	242 96%	256 86%	293 95%	205 92%	250 94%	82 89%	41 93%	108 89%	84 94%	87 92%	73 94%	46 86%	100 98%	115 80%	144 97%	91 96%	31 96%	154 88%	405 89%	-

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Absolutes/col percents

Table 12
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
NET: Homeowners	710	370	339	70	87	103	123	113	214	236	199	154	120	49	27	87	62	64	58	42	79	67	88	60	27	106	289	57
	65%	69%	61%	58%	46%	59%	63%	70%	85%	79%	65%	69%	45%	53%	60%	71%	69%	68%	75%	79%	78%	47%	59%	63%	83%	60%	63%	62%
Owned outright - without mortgage	395	215	180	30	20	30	46	74	194	127	107	92	69	25	12	55	39	40	30	21	45	32	42	42	12	35	119	25
	36%	40%	32%	25%	11%	17%	24%	46%	77%	42%	35%	42%	26%	28%	27%	45%	44%	43%	38%	39%	44%	22%	28%	45%	35%	20%	26%	27%
Owned with a mortgage or loan	314	155	159	40	67	72	76	38	20	109	92	62	52	23	15	32	23	24	28	21	34	35	46	17	16	71	170	32
	29%	29%	28%	33%	35%	41%	39%	24%	8%	36%	30%	28%	19%	25%	33%	26%	25%	25%	37%	40%	33%	24%	31%	18%	48%	41%	37%	35%
NET: Renters	372	160	212	45	98	72	70	49	38	58	106	65	143	42	18	33	27	28	19	11	21	75	58	34	5	69	161	35
	34%	30%	38%	37%	52%	41%	36%	30%	15%	19%	34%	29%	54%	46%	40%	27%	31%	30%	25%	21%	20%	52%	39%	36%	16%	39%	35%	38%
NET: Rent from Council/ Housing Association	229	95	134	18	49	42	50	40	30	21	65	34	109	32	13	20	19	14	11	9	13	45	30	19	4	37	85	18
	21%	18%	24%	15%	26%	24%	26%	25%	12%	7%	21%	15%	41%	35%	29%	16%	21%	15%	14%	17%	13%	31%	20%	20%	11%	21%	19%	19%
Rented from the council	142	60	82	11	27	25	33	24	22	11	42	19	71	25	11	7	16	8	7	4	7	27	16	12	3	21	51	11
	13%	11%	15%	9%	14%	14%	17%	15%	9%	4%	14%	8%	27%	27%	24%	6%	18%	8%	9%	7%	7%	19%	10%	13%	11%	12%	11%	11%
Rented from a housing association	87	35	52	7	21	17	18	16	8	11	23	15	38	8	2	12	3	6	4	5	6	18	15	7	*	16	34	7
	8%	6%	9%	6%	11%	10%	9%	10%	3%	4%	7%	7%	14%	8%	5%	10%	3%	7%	6%	10%	6%	13%	10%	7%	1%	9%	7%	8%
Rented from someone else	143	66	77	26	50	30	20	9	8	37	41	32	34	10	5	13	8	14	8	2	8	30	27	15	1	32	76	18
	13%	12%	14%	22%	26%	17%	10%	6%	3%	12%	13%	14%	13%	11%	11%	11%	9%	15%	11%	4%	7%	21%	18%	16%	5%	18%	17%	19%
Rent free	13	4	9	7	4	1	1	-	1	5	3	3	3	1	-	2	*	2	-	-	2	1	3	1	*	1	6	-
	1%	1%	2%	5%	2%	*	*	-	*	2%	1%	1%	1%	1%	-	2%	*	2%	-	-	2%	1%	2%	1%	1%	*	1%	-

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Absolutes/col percents

Table 13
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
No formal education	13 1%	6 1%	7 1%	-	1 *	2 1%	4 2%	4 3%	3 1%	-	3 1%	5 2%	5 2%	3 3%	1 2%	-	4 5%	1 1%	1 1%	1 1%	1 1%	-	2 1%	-	*	-	6 1%	*
Primary	12 1%	4 1%	7 1%	-	8 4%	-	-	3 2%	1 *	-	-	3 1%	8 3%	5 6%	-	-	1 1%	-	-	-	2 2%	1 1%	2 2%	-	*	-	7 2%	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	748 68%	335 63%	413 74%	42 35%	104 55%	130 74%	147 76%	147 91%	178 70%	142 48%	221 72%	172 77%	214 80%	50 54%	32 71%	91 74%	75 84%	63 66%	55 72%	39 74%	66 65%	76 53%	116 78%	68 72%	17 51%	104 59%	306 67%	28 30%
University degree or equivalent professional qualification, NVQ level 4, etc.	208 19%	129 24%	79 14%	43 35%	49 26%	27 15%	31 16%	4 2%	55 22%	99 33%	59 19%	27 12%	23 9%	19 21%	7 15%	24 20%	4 5%	19 21%	13 17%	10 19%	24 24%	42 29%	17 12%	16 17%	10 32%	50 28%	90 20%	39 43%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	76 7%	44 8%	31 6%	18 14%	18 9%	10 6%	11 5%	4 3%	15 6%	50 17%	12 4%	9 4%	4 2%	6 7%	5 11%	6 5%	3 3%	8 8%	3 4%	3 5%	5 5%	19 13%	4 3%	9 9%	5 15%	19 11%	37 8%	15 16%
Still in full time education	22 2%	10 2%	12 2%	14 12%	5 3%	2 1%	-	-	-	5 2%	12 4%	4 2%	1 *	8 9%	-	2 1%	1 1%	4 4%	2 2%	-	1 1%	-	3 2%	1 1%	-	-	2 *	5 6%
Don't know	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Prefer not to answer	15 1%	6 1%	10 2%	5 4%	5 3%	5 3%	-	-	1 *	3 1%	-	3 1%	10 4%	1 1%	-	-	1 1%	-	3 4%	-	2 2%	5 3%	3 2%	-	-	2 1%	8 2%	5 5%

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Absolutes/col percents

Table 14

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Yes - responsible for half or more of the items bought	981 90%	456 85%	525 94%	81 67%	178 94%	168 96%	178 92%	149 92%	226 89%	251 84%	272 89%	206 93%	252 95%	83 90%	42 94%	110 90%	83 93%	82 87%	69 88%	49 92%	97 95%	135 94%	121 81%	82 87%	30 90%	162 92%	418 92%	84 92%
No - not responsible for most of the items bought	114 10%	78 15%	36 6%	40 33%	11 6%	7 4%	16 8%	13 8%	27 11%	48 16%	35 11%	16 7%	14 5%	9 10%	3 6%	13 10%	6 7%	13 13%	9 12%	4 8%	5 5%	9 6%	28 19%	12 13%	3 10%	14 8%	38 8%	8 8%

Retail Workers Survey

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Absolutes/col percents

Table 15
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
No cars in the household	230 21%	97 18%	133 24%	25 21%	44 23%	45 26%	40 21%	38 23%	38 15%	36 12%	76 25%	32 15%	86 32%	23 25%	9 19%	24 20%	27 30%	18 19%	9 12%	6 11%	17 17%	58 41%	23 16%	12 13%	3 10%	29 16%	94 21%	20 22%
NET: Any	865 79%	437 82%	428 76%	97 79%	146 77%	130 74%	154 79%	124 77%	215 85%	263 88%	231 75%	190 85%	181 68%	69 75%	36 81%	98 80%	63 70%	77 81%	69 88%	47 89%	85 83%	85 59%	125 84%	82 87%	29 90%	147 84%	362 79%	72 78%
1	444 41%	232 43%	212 38%	18 15%	79 42%	88 50%	77 40%	57 35%	125 49%	117 39%	125 41%	93 42%	108 41%	35 38%	22 48%	51 42%	33 37%	31 33%	35 45%	27 52%	41 40%	56 39%	64 43%	41 44%	9 26%	64 36%	181 40%	33 36%
2	320 29%	162 30%	158 28%	49 40%	52 27%	39 22%	60 31%	46 28%	76 30%	112 37%	84 27%	70 31%	55 21%	23 24%	12 26%	42 34%	24 26%	43 46%	22 28%	17 31%	35 34%	20 14%	35 24%	32 33%	18 56%	68 39%	135 30%	30 32%
3+	101 9%	43 8%	57 10%	30 25%	14 8%	3 2%	17 9%	21 13%	14 6%	35 12%	22 7%	27 12%	17 6%	12 13%	3 6%	5 4%	6 7%	2 2%	12 15%	3 6%	9 9%	9 6%	27 18%	10 10%	2 7%	14 8%	46 10%	9 10%

Retail Workers Survey

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Absolutes/col percents

Table 16
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
White	997	482	515	96	157	152	181	160	250	269	283	203	242	88	45	111	80	87	75	52	97	98	141	92	31	152	407	59
	91%	90%	92%	79%	83%	87%	93%	99%	99%	90%	92%	91%	91%	96%	100%	91%	90%	92%	97%	98%	95%	68%	95%	97%	94%	86%	89%	65%
NET: BAME	88	45	42	22	29	21	12	2	3	27	19	19	22	1	-	11	8	8	2	1	4	45	6	2	*	19	46	32
	8%	9%	8%	18%	15%	12%	6%	1%	1%	9%	6%	9%	8%	1%	-	9%	9%	8%	3%	2%	4%	32%	4%	2%	1%	11%	10%	35%
Mixed	21	9	12	5	12	4	1	-	*	3	8	6	4	-	-	-	-	-	-	-	1	17	3	-	*	3	9	7
	2%	2%	2%	4%	6%	2%	*	-	*	1%	3%	3%	2%	-	-	-	-	-	-	-	1%	12%	2%	-	1%	2%	2%	8%
Asian	41	26	15	8	9	15	7	2	-	11	6	9	14	1	-	8	4	8	2	-	3	12	2	1	-	9	21	18
	4%	5%	3%	7%	5%	9%	4%	1%	-	4%	2%	4%	5%	1%	-	6%	5%	8%	3%	-	3%	8%	1%	2%	-	5%	5%	20%
Black	13	5	7	5	2	1	2	-	2	4	2	4	3	-	-	1	2	-	-	1	-	8	1	-	-	3	10	4
	1%	1%	1%	4%	1%	1%	1%	-	1%	1%	1%	2%	1%	-	-	1%	2%	-	-	2%	-	5%	1%	-	-	2%	2%	4%
Chinese	7	2	5	3	2	-	1	-	-	5	2	-	-	-	-	2	2	-	-	-	-	4	-	-	-	2	4	-
	1%	*	1%	3%	1%	-	1%	-	-	2%	*	-	-	-	-	1%	2%	-	-	-	-	3%	-	-	-	1%	1%	-
Other ethnic group	6	4	3	2	4	1	-	-	-	4	1	-	1	-	-	1	-	-	-	-	5	-	*	-	3	2	3	
	1%	1%	*	1%	2%	1%	-	-	-	1%	*	-	*	-	-	-	-	-	-	-	3%	-	*	-	1%	*	3%	
Prefer not to answer	10	7	3	3	4	2	1	*	-	2	6	-	2	3	-	-	1	-	-	-	1	1	2	1	2	5	3	1
	1%	1%	1%	2%	2%	1%	1%	*	-	1%	2%	-	1%	4%	-	-	1%	-	-	-	1%	*	1%	1%	5%	3%	1%	1%

Retail Workers Survey

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Absolutes/col percents

Table 17
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer	
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82	
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92	
Christian	544 50%	269 50%	275 49%	41 34%	51 27%	62 35%	93 48%	105 65%	191 76%	134 45%	158 51%	121 54%	132 50%	40 44%	26 58%	68 56%	47 53%	55 58%	43 55%	24 46%	43 43%	62 43%	70 47%	45 48%	21 65%	80 46%	199 44%	28 31%	
NET: Other	70 6%	29 5%	40 7%	9 7%	20 11%	20 11%	13 7%	5 3%	3 1%	20 7%	10 3%	19 8%	21 8%	3 3%	1 1%	14 11%	7 8%	9 9%	3 4%	-	7 7%	20 14%	4 3%	3 3%	-	24 14%	30 6%	25 27%	
Muslim	33 3%	14 3%	18 3%	4 3%	15 8%	11 6%	2 1%	1 1%	-	3 1%	6 2%	13 6%	11 4%	1 1%	-	6 5%	4 4%	5 3%	2 3%	-	1 1%	10 7%	2 1%	1 1%	-	5 3%	19 4%	12 13%	
Hindu	8 1%	3 1%	5 1%	3 2%	-	2 1%	1 1%	2 1%	-	3 1%	1 *	3 1%	2 1%	-	-	3 3%	-	3 3%	-	-	1 1%	1 1%	-	-	-	-	5 3%	1 *	4 5%
Jewish	4 *	-	4 1%	-	2 1%	-	-	2 1%	-	3 1%	1 *	-	1 *	-	1 1%	*	-	-	-	-	3 3%	-	-	-	-	3 2%	*	-	
Sikh	1 *	1 *	-	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 *	1 1%	
Buddhist	12 1%	8 1%	4 1%	-	1 *	1 1%	7 4%	-	2 1%	6 2%	1 *	1 *	4 1%	2 2%	-	-	2 2%	-	-	-	-	7 5%	1 *	-	-	7 4%	2 *	5 6%	
Other	12 1%	3 1%	8 2%	2 2%	2 1%	4 3%	2 1%	-	1 *	4 1%	2 1%	2 1%	4 1%	-	-	4 3%	1 1%	-	1 1%	-	1 1%	2 1%	1 1%	2 2%	-	3 2%	6 1%	2 2%	
None	446 41%	214 40%	232 41%	62 51%	108 57%	84 48%	86 45%	48 29%	58 23%	131 44%	130 42%	79 36%	105 39%	44 47%	18 41%	40 33%	34 39%	31 32%	30 39%	29 54%	47 46%	50 35%	69 46%	45 48%	10 29%	61 35%	210 46%	29 31%	
Prefer not to say	36 3%	23 4%	13 2%	9 8%	10 5%	10 6%	1 1%	4 3%	1 *	14 5%	11 3%	3 1%	8 3%	6 6%	-	-	1 1%	1 1%	2 3%	-	5 5%	11 8%	6 4%	1 1%	2 6%	10 6%	17 4%	10 11%	

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Absolutes/col percents

Table 18
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
NET: Urban	856	435	421	100	157	150	158	114	177	224	257	170	206	65	36	97	71	82	44	35	75	141	121	67	21	149	363	83
	78%	81%	75%	82%	83%	86%	82%	71%	70%	75%	84%	76%	77%	70%	81%	80%	79%	87%	57%	65%	74%	99%	81%	71%	64%	85%	80%	90%
Urban - Population over 10,000	435	237	198	57	94	71	73	60	80	120	133	83	100	29	11	45	36	49	18	18	24	123	52	24	7	72	197	56
	40%	44%	35%	47%	50%	41%	37%	37%	32%	40%	43%	37%	38%	31%	24%	37%	40%	51%	23%	34%	23%	85%	35%	25%	23%	41%	43%	61%
Town and Fringe	421	198	224	43	63	79	86	54	97	104	124	87	106	36	25	52	35	34	27	16	52	19	69	43	14	77	166	26
	38%	37%	40%	35%	33%	45%	44%	33%	38%	35%	40%	39%	40%	39%	57%	43%	39%	36%	35%	31%	51%	13%	46%	46%	41%	44%	36%	29%
NET: Rural	239	100	139	22	32	25	36	48	76	75	51	53	61	28	8	25	18	12	33	19	26	2	28	28	12	27	93	9
	22%	19%	25%	18%	17%	14%	18%	29%	30%	25%	16%	24%	23%	30%	19%	20%	21%	13%	43%	35%	26%	1%	19%	29%	36%	15%	20%	10%
Village	206	88	118	16	26	24	28	44	69	67	44	43	53	20	7	20	18	10	33	17	23	2	24	25	6	24	72	9
	19%	17%	21%	13%	14%	14%	15%	27%	27%	22%	14%	19%	20%	22%	17%	17%	21%	11%	42%	32%	23%	1%	16%	26%	19%	14%	16%	10%
Hamlet & Isolated Dwelling	32	11	21	6	6	*	7	4	8	8	6	10	8	7	1	5	-	2	*	2	3	-	4	3	6	2	21	-
	3%	2%	4%	5%	3%	*	4%	3%	3%	3%	2%	5%	3%	8%	2%	4%	-	3%	*	3%	3%	-	2%	3%	17%	1%	4%	-

Retail Workers Survey

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Absolutes/col percents

Table 19
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
NET: Working	632	310	322	72	153	138	147	94	29	179	202	145	105	61	19	64	50	55	36	29	56	102	98	40	20	176	456	73
	58%	58%	57%	59%	81%	79%	76%	58%	11%	60%	66%	65%	39%	67%	43%	52%	57%	58%	47%	55%	55%	71%	66%	43%	62%	100%	100%	79%
Working full time - working 30 hours per week or more	499	272	227	66	123	114	120	63	14	156	156	113	73	52	14	54	38	44	28	20	42	89	75	24	18	143	356	66
	46%	51%	41%	54%	65%	65%	62%	39%	5%	52%	51%	51%	28%	57%	32%	44%	42%	46%	37%	38%	41%	62%	50%	26%	55%	81%	78%	72%
Working part time - working between 8 and 29 hours per week	132	38	95	5	30	24	27	31	15	23	45	32	32	9	5	9	13	11	8	9	14	13	23	16	2	33	100	7
	12%	7%	17%	4%	16%	14%	14%	19%	6%	8%	15%	15%	12%	10%	11%	8%	14%	11%	10%	17%	14%	9%	16%	17%	6%	19%	22%	8%
NET: Not working	463	225	239	50	37	37	47	68	224	120	106	77	161	31	26	59	39	40	41	24	46	41	50	54	13	-	-	19
	42%	42%	43%	41%	19%	21%	24%	42%	89%	40%	34%	35%	61%	33%	57%	48%	43%	42%	53%	45%	45%	29%	34%	57%	38%	-	-	21%
Not working but seeking work or temporarily unemployed or sick	49	30	19	13	8	7	16	6	-	5	8	6	30	6	2	2	1	5	5	1	3	9	9	2	3	-	-	4
	5%	6%	3%	11%	4%	4%	8%	4%	-	2%	3%	3%	11%	7%	5%	2%	2%	5%	7%	2%	3%	6%	6%	2%	9%	-	-	4%
Not working and not seeking work/ student	78	34	44	36	10	9	12	11	-	22	22	4	29	10	2	12	4	5	3	4	4	9	12	11	2	-	-	5
	7%	6%	8%	30%	5%	5%	6%	7%	-	7%	7%	2%	11%	10%	4%	10%	5%	5%	4%	8%	4%	6%	8%	12%	5%	-	-	6%
Retired on a state pension only	63	18	45	-	-	-	*	1	62	5	4	10	44	1	7	8	8	9	7	3	6	2	5	8	*	-	-	2
	6%	3%	8%	-	-	-	*	1%	25%	2%	1%	5%	17%	2%	16%	6%	9%	9%	9%	5%	6%	1%	3%	8%	1%	-	-	2%
Retired with a private pension	192	132	60	-	-	-	1	31	160	79	62	35	17	12	9	25	15	18	21	12	24	15	14	23	4	-	-	6
	18%	25%	11%	-	-	-	1%	19%	63%	26%	20%	16%	6%	13%	20%	21%	17%	19%	27%	23%	24%	10%	9%	25%	12%	-	-	7%
House person, housewife, househusband, etc.	80	10	70	1	18	22	18	19	2	8	10	22	40	2	5	12	9	3	4	4	8	8	11	10	4	-	-	2
	7%	2%	12%	1%	10%	13%	9%	12%	1%	3%	3%	10%	15%	2%	12%	10%	11%	4%	6%	7%	8%	5%	7%	11%	11%	-	-	2%

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Absolutes/col percents

Table 20
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private	
Unweighted base	571	273	298	60	115	131	140	95	30	164	185	125	97	45	21	62	44	48	37	26	55	71	94	45	23	155	416	60	
Weighted base	632	310	322	72	153	138	147	94	29	179	202	145	105	61	19	64	50	55	36	29	56	102	98	40	20	176	456	73	
NET: Public Sector	176	67	109	30	40	42	41	20	3	62	71	19	24	22	6	20	8	21	10	2	16	34	23	7	7	176	-	22	
	28%	22%	34%	42%	26%	31%	28%	21%	12%	34%	35%	13%	23%	36%	31%	31%	16%	38%	29%	7%	28%	33%	23%	16%	37%	100%	-	30%	
A nationalised industry/state corporation	10	3	7	2	2	2	3	-	-	8	-	-	2	3	-	1	2	-	-	-	2	1	-	-	-	10	-	1	
	2%	1%	2%	3%	2%	2%	2%	-	-	4%	-	-	2%	5%	-	1%	4%	-	-	-	4%	1%	-	-	-	6%	-	1%	
Central government or civil service (including Courts service and Bank of England)	16	10	6	6	2	4	4	-	1	8	6	1	1	4	*	2	1	3	*	-	-	2	2	2	*	16	-	3	
	3%	3%	2%	8%	1%	3%	2%	-	3%	5%	3%	1%	1%	6%	2%	4%	1%	5%	1%	-	-	2%	2%	4%	2%	9%	-	5%	
Local government or council (including fire services, police and local authority controlled schools/colleges)	61	21	40	7	12	15	14	13	-	22	27	2	9	1	-	11	1	11	3	1	8	14	7	1	2	61	-	6	
	10%	7%	12%	10%	8%	11%	9%	14%	-	12%	13%	1%	9%	1%	-	18%	3%	21%	9%	3%	15%	14%	8%	2%	8%	35%	-	8%	
A university, or other grant funded establishment (include opted-out schools)	12	7	5	5	1	3	1	1	1	5	4	2	1	1	*	2	-	1	-	*	2	2	1	1	1	12	-	1	
	2%	2%	2%	7%	1%	2%	1%	1%	4%	3%	2%	1%	1%	1%	2%	4%	-	2%	-	2%	3%	2%	2%	3%	4%	7%	-	2%	
A health authority or NHS Trust	54	14	41	5	18	12	14	5	1	10	29	7	8	14	3	3	5	3	4	1	2	6	9	1	5	54	-	8	
	9%	4%	13%	7%	12%	8%	9%	5%	4%	6%	14%	5%	8%	22%	14%	5%	9%	6%	11%	3%	3%	6%	9%	2%	23%	31%	-	12%	
The armed forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (Please specify as much detail as possible)	22	12	11	5	5	7	5	-	*	8	5	6	2	-	2	-	-	2	3	-	1	8	4	3	-	22	-	2	
	4%	4%	3%	7%	3%	5%	4%	-	2%	5%	3%	4%	2%	-	11%	-	-	4%	7%	-	2%	8%	4%	6%	-	13%	-	3%	
NET: Private Sector	456	243	213	42	113	96	106	74	25	118	131	127	81	39	13	44	42	34	26	27	41	68	75	34	13	-	456	51	
	72%	78%	66%	58%	74%	69%	72%	79%	88%	66%	65%	87%	77%	64%	69%	69%	84%	62%	71%	93%	72%	67%	77%	84%	63%	-	100%	70%	

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 20
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Weighted base	632	310	322	72	153	138	147	94	29	179	202	145	105	61	19	64	50	55	36	29	56	102	98	40	20	176	456	73
A charity, voluntary organisation or trust	25 4%	14 5%	11 3%	* *	6 4%	8 5%	6 4%	5 5%	1 4%	7 4%	11 6%	6 4%	1 1%	3 5%	3 16%	- -	3 5%	3 5%	- -	1 3%	2 4%	2 2%	3 3%	5 14%	- -	- -	25 5%	2 3%
Self-employed (Private sector)	91 14%	49 16%	41 13%	5 8%	25 16%	15 11%	20 13%	11 12%	14 50%	15 8%	28 14%	31 21%	17 16%	10 17%	1 8%	11 17%	10 20%	2 4%	5 15%	6 20%	14 26%	10 10%	10 24%	1 5%	- -	91 20%	14 19%	
None of the above/ I work in the Private sector	341 54%	179 58%	161 50%	36 50%	82 54%	73 53%	81 55%	58 62%	10 34%	96 54%	91 45%	90 62%	64 61%	26 42%	9 46%	33 52%	30 59%	29 53%	20 56%	20 69%	24 43%	56 55%	63 64%	19 46%	12 58%	- -	341 75%	35 48%

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 21
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland		Public	Private
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
No children aged 18 or under	766 70%	393 74%	373 67%	104 86%	90 47%	66 38%	112 58%	145 89%	249 98%	220 73%	228 74%	140 63%	179 67%	60 65%	26 59%	95 78%	58 65%	57 61%	58 75%	37 70%	75 74%	97 68%	113 76%	72 76%	16 50%	100 57%	278 61%	50 55%
NET: Yes	326 30%	140 26%	186 33%	16 13%	100 53%	108 62%	81 42%	17 11%	4 2%	78 26%	79 26%	82 37%	87 33%	32 35%	18 41%	27 22%	30 34%	37 39%	19 25%	16 30%	26 26%	46 32%	36 24%	22 23%	17 50%	75 43%	177 39%	41 45%
NET: Any 5-18	268 24%	115 22%	153 27%	6 5%	69 37%	96 55%	75 39%	17 11%	4 2%	65 22%	65 21%	69 31%	70 26%	26 28%	13 29%	21 17%	26 29%	25 27%	17 22%	14 26%	21 21%	42 30%	30 20%	16 16%	17 50%	61 35%	144 32%	35 38%
NET: Any 11-18	185 17%	85 16%	100 18%	5 4%	28 15%	63 36%	69 36%	16 10%	4 1%	52 18%	39 13%	44 20%	50 19%	11 12%	11 24%	12 10%	21 23%	19 20%	12 16%	9 17%	16 15%	28 20%	23 15%	12 13%	11 32%	42 24%	104 23%	26 28%
Yes - children aged under 5 years old	109 10%	40 8%	69 12%	10 9%	53 28%	32 19%	13 7%	- -	- -	23 8%	27 9%	26 12%	33 12%	18 20%	6 14%	9 7%	8 8%	16 17%	4 5%	3 6%	7 7%	16 11%	11 7%	7 7%	4 11%	33 19%	53 12%	15 16%
Yes - children aged 5 to 10 years old	148 14%	60 11%	88 16%	1 1%	60 32%	66 38%	19 10%	1 1%	* *	32 11%	41 13%	34 15%	40 15%	19 21%	4 8%	15 12%	12 14%	13 14%	10 12%	5 10%	10 10%	30 21%	15 10%	6 6%	9 29%	34 20%	73 16%	21 23%
Yes - children aged 11 to 15 years old	142 13%	65 12%	77 14%	4 3%	22 11%	56 32%	47 24%	11 7%	2 1%	41 14%	29 9%	30 14%	42 16%	5 6%	9 20%	11 9%	15 17%	18 19%	10 13%	7 12%	9 8%	23 16%	18 12%	10 11%	8 25%	29 16%	81 18%	22 24%
Yes - children aged 16 to 18 years old	69 6%	28 5%	41 7%	1 1%	6 3%	19 11%	34 18%	6 4%	2 1%	22 7%	14 4%	16 7%	17 6%	6 6%	2 5%	7 6%	7 7%	4 5%	6 7%	4 8%	9 9%	6 4%	7 5%	6 6%	6 17%	20 11%	37 8%	9 10%
Refused	2 *	1 *	1 *	1 1%	- -	1 *	- -	- -	- -	2 1%	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	1 *	- -

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 22
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Anglia	116 11%	46 9%	70 13%	15 13%	19 10%	24 14%	22 12%	11 7%	24 9%	42 14%	28 9%	28 13%	19 7%	-	-	-	-	1 1%	12 15%	-	92 90%	-	9 6%	2 2%	-	18 10%	54 12%	4 5%
Border	17 2%	8 2%	9 2%	2 2%	4 2%	4 2%	2 1%	-	6 2%	5 2%	6 2%	4 2%	2 1%	9 9%	-	9 7%	-	-	-	-	-	-	-	-	-	6 3%	6 1%	-
Central	139 13%	84 16%	55 10%	15 12%	18 10%	21 12%	23 12%	17 10%	44 17%	41 14%	42 14%	33 15%	23 9%	3 3%	-	-	-	88 93%	41 53%	1 1%	-	-	3 2%	4 5%	-	26 15%	50 11%	10 10%
Granada	116 11%	62 12%	54 10%	15 12%	14 7%	18 10%	19 10%	23 14%	28 11%	29 10%	22 7%	25 11%	40 15%	1 1%	-	109 90%	-	6 7%	-	-	-	-	-	-	-	18 10%	43 9%	12 14%
London	199 18%	88 17%	111 20%	36 29%	42 22%	27 16%	41 21%	26 16%	28 11%	62 21%	54 18%	41 18%	42 16%	-	-	1 *	-	-	*	-	9 9%	143 100%	43 29%	3 3%	-	41 23%	88 19%	29 32%
Meridian	106 10%	39 7%	67 12%	10 8%	21 11%	15 9%	20 10%	26 16%	15 6%	20 7%	33 11%	20 9%	33 12%	-	-	-	1 1%	2 3%	-	-	-	93 63%	9 10%	-	16 9%	51 11%	4 4%	
STV	80 7%	44 8%	36 6%	9 8%	25 13%	13 8%	7 4%	10 6%	15 6%	23 8%	27 9%	9 4%	20 8%	80 87%	-	-	-	-	-	-	-	-	-	-	-	16 9%	36 8%	10 11%
Tyne Tees	46 4%	31 6%	15 3%	2 2%	7 4%	7 4%	6 3%	9 6%	15 6%	10 3%	13 4%	8 4%	15 6%	-	45 100%	-	2 2%	-	-	-	-	-	-	-	-	6 3%	13 3%	3 3%
Wales	54 5%	29 5%	26 5%	3 3%	17 9%	3 2%	9 4%	9 6%	13 5%	11 4%	14 4%	14 6%	16 6%	-	-	3 2%	-	-	-	52 98%	-	-	-	-	-	2 1%	26 6%	8 8%
West	33 3%	16 3%	17 3%	1 1%	6 3%	4 2%	7 4%	5 3%	9 4%	10 4%	11 4%	4 2%	8 3%	-	-	1 1%	-	4 4%	-	1 1%	-	-	-	27 29%	-	6 3%	12 3%	1 1%
Westcountry	50 5%	18 3%	32 6%	2 1%	6 3%	7 4%	9 5%	3 2%	23 9%	15 5%	18 6%	6 3%	11 4%	-	-	-	1 1%	-	-	-	-	-	-	49 52%	-	3 2%	19 4%	3 4%
Yorkshire	105 10%	53 10%	52 9%	11 9%	8 4%	20 11%	16 8%	20 12%	30 12%	18 6%	28 9%	24 11%	34 13%	-	-	-	88 98%	-	17 21%	-	1 1%	-	-	-	-	11 6%	45 10%	6 6%
UTV	33 3%	16 3%	17 3%	1 1%	3 2%	10 6%	12 6%	2 1%	4 2%	11 4%	13 4%	6 3%	3 1%	-	-	-	-	-	-	-	-	-	-	-	33 100%	7 4%	13 3%	1 2%

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 23
Marital Status
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Single	302 28%	155 29%	147 26%	92 76%	69 36%	58 33%	46 23%	23 14%	15 6%	94 31%	98 32%	42 19%	69 26%	30 32%	9 19%	37 30%	18 20%	25 27%	23 29%	12 22%	28 27%	53 37%	44 30%	19 20%	6 18%	54 31%	140 31%	35 38%
NET: Married/ Civil partnership/ co habiting	644 59%	323 61%	321 57%	27 22%	118 62%	104 59%	119 61%	106 65%	171 67%	178 59%	157 51%	154 69%	156 59%	56 61%	27 61%	72 59%	55 62%	59 63%	45 58%	37 70%	59 58%	65 46%	83 56%	62 66%	23 70%	104 59%	260 57%	52 57%
Married	457 42%	243 45%	214 38%	7 6%	58 31%	69 40%	82 43%	86 53%	154 61%	137 46%	100 32%	114 51%	106 40%	40 43%	21 48%	51 41%	39 44%	46 48%	34 44%	23 43%	47 46%	43 30%	51 34%	43 45%	20 60%	67 38%	157 35%	41 44%
Civil Partnership	13 1%	7 1%	6 1%	1 1%	5 3%	2 1%	- -	4 3%	- -	* *	6 2%	4 2%	3 1%	2 2%	- -	1 1%	- -	- -	1 1%	1 1%	- -	7 5%	2 2%	- -	- -	3 2%	7 1%	2 2%
Co Habiting	174 16%	74 14%	101 18%	18 15%	54 29%	33 19%	36 19%	16 10%	17 7%	40 13%	51 17%	36 16%	47 18%	14 16%	6 13%	20 17%	16 18%	14 14%	10 13%	3 26%	14 12%	25 11%	21 20%	14 21%	3 10%	17 20%	54 21%	4 10%
NET: Widowed/ separated/ divorced	143 13%	55 10%	88 16%	- -	2 1%	13 7%	28 15%	32 20%	67 27%	27 9%	53 17%	24 11%	39 15%	7 7%	8 17%	14 11%	15 17%	10 10%	10 13%	3 6%	14 14%	25 17%	21 14%	14 14%	3 8%	17 9%	54 12%	4 4%
Widowed	36 3%	17 3%	19 3%	- -	- -	1 *	2 1%	1 1%	32 13%	8 3%	11 4%	7 3%	10 4%	1 1%	1 2%	4 3%	6 6%	5 5%	3 3%	- -	4 4%	7 5%	3 2%	4 4%	- -	* *	6 1%	2 2%
Separated	18 2%	7 1%	10 2%	- -	- -	9 5%	4 2%	2 1%	3 1%	1 *	8 3%	6 3%	3 1%	1 1%	- -	1 1%	3 4%	2 2%	1 1%	1 2%	2 2%	3 2%	2 1%	1 1%	1 4%	2 1%	11 2%	* 1%
Divorced	89 8%	31 6%	58 10%	- -	2 1%	3 2%	22 11%	29 18%	33 13%	18 6%	33 11%	11 5%	26 10%	5 5%	7 15%	9 7%	6 7%	3 4%	7 9%	3 5%	8 8%	15 10%	16 11%	9 9%	1 4%	14 8%	37 8%	2 2%
Prefer not to answer	6 1%	1 *	5 1%	3 2%	1 *	- -	1 1%	1 1%	- -	1 *	1 *	2 1%	2 1%	- -	1 3%	- -	1 1%	- -	- -	1 2%	1 1%	- -	1 1%	- -	1 4%	1 1%	2 *	1 1%

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 24
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Glasgow	45 4%	25 5%	20 4%	5 4%	16 8%	6 3%	6 3%	7 4%	6 2%	7 2%	17 6%	6 3%	15 6%	45 49%	-	-	-	-	-	-	-	-	-	-	-	14 8%	15 3%	1 1%
Edinburgh	41 4%	21 4%	21 4%	7 6%	9 5%	10 6%	2 1%	4 3%	8 3%	16 5%	12 4%	7 3%	7 3%	40 44%	1 2%	-	-	-	-	-	-	-	-	-	-	9 5%	21 5%	7 8%
Newcastle	47 4%	31 6%	16 3%	4 3%	7 4%	6 3%	5 3%	7 5%	18 7%	11 4%	15 5%	6 3%	14 5%	-	42 94%	5 4%	-	-	-	-	-	-	-	-	-	4 2%	15 3%	3 3%
Leeds	49 5%	28 5%	22 4%	4 4%	3 2%	13 8%	8 4%	10 6%	11 4%	6 2%	11 4%	15 7%	17 6%	-	-	-	49 55%	-	-	-	-	-	-	-	-	4 2%	28 6%	3 3%
Hull	19 2%	12 2%	7 1%	2 2%	2 1%	2 1%	1 1%	6 4%	5 2%	3 1%	4 1%	4 2%	7 3%	-	-	-	17 19%	-	2 3%	-	-	-	-	-	-	-	6 1%	-
Sheffield	27 2%	11 2%	16 3%	3 2%	2 1%	4 3%	6 3%	4 2%	8 3%	6 2%	10 3%	4 2%	8 3%	-	-	1 1%	20 23%	-	5 7%	-	-	-	-	-	-	7 4%	10 2%	2 2%
Manchester	87 8%	43 8%	44 8%	7 6%	14 7%	12 7%	14 7%	16 10%	24 9%	22 7%	18 5%	30 8%	30 11%	-	-	77 63%	* *	3 3%	4 5%	2 5%	-	-	-	-	-	16 9%	29 6%	11 12%
Liverpool	40 4%	25 5%	15 3%	7 6%	9 5%	5 3%	5 3%	5 3%	9 3%	10 3%	6 2%	10 4%	13 5%	-	-	31 26%	-	1 1%	-	8 15%	-	-	-	-	-	3 2%	18 4%	8 9%
Nottingham	39 4%	25 5%	14 3%	3 2%	6 3%	4 2%	6 3%	7 4%	13 5%	11 4%	13 4%	8 3%	8 3%	-	-	-	-	39 50%	-	-	-	-	-	-	7 4%	12 3%	1 2%	
Birmingham	95 9%	53 10%	42 8%	13 11%	17 9%	18 10%	13 7%	7 4%	28 11%	27 9%	30 10%	25 11%	14 5%	-	-	-	-	85 90%	9 12%	-	-	-	-	1 1%	20 11%	37 8%	8 9%	
Norwich	47 4%	17 3%	30 5%	5 4%	8 4%	13 7%	2 1%	7 4%	13 5%	16 5%	13 4%	12 5%	6 2%	-	-	-	-	-	1 2%	-	46 45%	-	* *	-	10 6%	16 4%	-	
Milton Keynes	24 2%	8 1%	16 3%	3 3%	6 3%	3 2%	5 3%	-	6 2%	8 3%	4 1%	5 2%	6 2%	-	-	-	-	-	6 8%	-	14 14%	1 1%	2 2%	-	2 1%	9 2%	2 2%	
Brighton	33 3%	9 2%	24 4%	5 4%	7 4%	6 3%	5 2%	5 3%	5 2%	2 1%	10 3%	10 4%	12 4%	-	-	-	-	-	-	-	-	1 *	33 22%	-	7 4%	12 3%	2 2%	

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 24
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private	Opinion Influencer
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Oxford	15 1%	7 1%	9 2%	3 3%	2 1%	1 1%	5 3%	-	4 1%	5 2%	4 1%	4 2%	2 1%	-	-	1 *	-	-	2 3%	-	-	-	8 5%	5 5%	-	3 1%	6 1%	1 1%
London	249 23%	114 21%	136 24%	38 31%	49 26%	32 18%	54 28%	45 28%	31 12%	76 25%	72 23%	49 22%	53 20%	-	-	-	-	-	* *	-	30 30%	142 99%	74 50%	3 3%	-	46 26%	121 27%	31 33%
Southampton	34 3%	14 3%	19 3%	3 2%	4 2%	10 6%	5 2%	6 4%	1 2%	13 4%	9 3%	3 1%	9 3%	-	-	-	-	-	-	-	-	-	21 14%	13 14%	-	3 2%	17 4%	1 1%
Bristol	42 4%	20 4%	22 4%	1 1%	5 2%	4 3%	10 5%	5 3%	16 6%	15 5%	13 4%	3 1%	10 4%	-	-	-	-	-	-	1 1%	-	-	-	41 43%	-	3 2%	16 3%	* 1%
Plymouth	28 3%	12 2%	16 3%	-	3 2%	5 3%	6 3%	1 *	13 5%	6 2%	11 4%	5 2%	7 2%	-	-	-	-	-	-	-	-	-	-	28 30%	-	1 *	11 3%	3 4%
Cardiff	40 4%	21 4%	20 3%	3 3%	9 5%	2 1%	8 4%	10 6%	8 3%	8 3%	12 4%	8 4%	11 4%	-	-	-	-	1 1%	-	39 74%	-	-	-	-	-	2 1%	20 4%	3 3%
Belfast	33 3%	16 3%	17 3%	1 1%	3 2%	10 6%	12 6%	2 1%	4 2%	11 4%	13 4%	6 3%	3 1%	-	-	-	-	-	-	-	-	-	-	-	33 100%	7 4%	13 3%	1 2%
None of these	60 5%	24 4%	36 6%	3 2%	10 5%	6 4%	15 8%	8 5%	18 7%	19 6%	12 4%	16 7%	13 5%	7 8%	2 4%	7 6%	2 3%	5 5%	7 9%	3 6%	12 12%	-	11 7%	4 5%	-	8 4%	22 5%	3 3%

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 25

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer	
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82	
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92	
Up to £7,000	(3.5)	27 3%	11 2%	17 3%	7 5%	3 2%	5 3%	5 2%	3 3%	*	9 3%	4 2%	15 6%	4 5%	1 3%	4 3%	3 4%	3 3%	3 4%	2 3%	-	1 *	4 3%	1 1%	2 5%	1 1%	6 1%	1 1%	
£7,001 to £14,000	(10.5)	154 14%	61 11%	93 17%	8 6%	20 10%	24 14%	34 17%	28 17%	41 16%	38 12%	20 9%	88 33%	13 14%	6 14%	24 20%	14 15%	16 17%	13 17%	8 16%	15 15%	14 10%	18 12%	11 11%	1 4%	11 7%	45 10%	9 10%	
£14,001 to £21,000	(17.5)	182 17%	80 15%	102 18%	5 4%	19 10%	37 21%	31 16%	37 23%	53 21%	53 17%	42 19%	63 24%	15 16%	10 21%	21 17%	27 31%	9 9%	13 16%	9 18%	15 15%	19 13%	18 12%	24 26%	2 7%	25 14%	72 16%	14 15%	
£21,001 to £28,000	(24.5)	232 21%	120 22%	113 20%	11 9%	46 24%	36 20%	33 17%	42 26%	65 26%	56 19%	85 28%	50 23%	41 15%	25 27%	5 22%	27 22%	24 27%	26 28%	16 20%	14 27%	21 21%	21 15%	25 17%	20 21%	7 22%	39 22%	99 22%	14 16%
£28,001 to £34,000	(31)	146 13%	75 14%	71 13%	5 4%	26 14%	17 10%	31 16%	19 12%	48 19%	45 15%	37 12%	37 17%	26 10%	5 6%	8 18%	23 19%	7 8%	15 16%	10 12%	5 9%	13 13%	23 16%	23 15%	14 15%	-	19 11%	66 14%	10 11%
£34,001 to £41,000	(37.5)	98 9%	52 10%	46 8%	6 5%	22 11%	27 15%	19 10%	8 5%	17 7%	45 15%	24 8%	23 10%	7 2%	12 13%	4 14%	4 3%	9 4%	10 13%	8 15%	13 13%	12 8%	9 6%	6 6%	5 15%	21 12%	54 12%	4 4%	
£41,001 to £48,000	(44.5)	41 4%	18 3%	23 4%	7 6%	15 8%	3 2%	6 3%	6 4%	5 2%	12 4%	19 6%	8 4%	3 1%	4 4%	1 1%	3 2%	1 1%	8 9%	-	2 3%	3 3%	7 5%	10 7%	3 3%	1 2%	10 6%	23 5%	4 5%
£48,001 to £55,000	(51.5)	36 3%	19 3%	17 3%	14 12%	10 5%	4 2%	6 3%	1 1%	-	19 7%	5 2%	7 3%	4 1%	2 2%	-	6 5%	1 1%	1 1%	3 6%	2 2%	4 3%	10 7%	3 3%	3 10%	12 7%	20 4%	7 7%	
£55,001 to £62,000	(58.5)	21 2%	11 2%	10 2%	7 6%	7 4%	2 1%	2 1%	-	2 1%	13 4%	6 2%	2 1%	-	4 4%	-	2 2%	-	1 1%	* 1%	1 2%	2 2%	6 4%	2 1%	1 1%	1 4%	10 6%	8 2%	4 4%
£62,001 to £69,000	(65.5)	28 3%	18 3%	9 2%	11 9%	4 2%	3 2%	10 5%	-	12 4%	10 3%	1 *	5 2%	1 1%	-	2 2%	2 3%	-	4 5%	-	-	11 7%	7 5%	-	1 4%	11 6%	16 4%	8 9%	
£69,001 to £76,000	(72.5)	12 1%	5 1%	8 1%	3 2%	3 2%	1 1%	2 1%	2 1%	1 *	6 2%	4 1%	2 1%	-	-	-	-	-	-	-	2 2%	6 4%	-	2 2%	2 6%	-	5 1%	1 1%	
£76,001 to £83,000	(79.5)	8 1%	7 1%	1 *	2 1%	4 2%	2 1%	-	-	-	8 3%	-	-	-	-	-	-	2 2%	-	-	-	4 3%	1 1%	-	1 4%	3 2%	5 1%	3 3%	
£83,001 or more	(86)	23 2%	14 3%	9 2%	9 7%	3 2%	5 3%	3 1%	3 2%	-	20 7%	1 *	2 1%	-	2 3%	1 3%	2 2%	1 1%	-	-	3 3%	4 3%	3 2%	3 3%	1 3%	5 3%	12 3%	6 6%	

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 25

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
Prefer not to answer	87	44	43	29	8	8	12	11	20	30	17	25	15	5	6	3	4	3	8	1	12	14	18	8	5	8	26	6
	8%	8%	8%	24%	4%	5%	6%	7%	8%	10%	6%	11%	6%	6%	13%	3%	5%	3%	11%	2%	12%	10%	12%	8%	14%	5%	6%	7%
Average income (£000's)	28.72	30.49	27.04	43.85	32.76	28.09	28.34	24.11	23.26	40.13	27.39	27.39	19.06	27.62	25.45	25.66	23.32	27.41	24.92	25.78	28.93	36.69	31.26	27.55	39.21	35.26	31.45	38.11

Retail Workers Survey

ONLINE Fieldwork: 3rd - 4th October 2018

Absolutes/col percents

Table 26

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer	
Unweighted base	1095	522	573	119	157	175	193	165	286	305	316	201	273	81	48	132	85	91	82	57	110	103	153	105	48	155	416	82
Weighted base	1095	534	561	122	189	175	194	162	253	299	308	222	266	92	45	122	89	94	78	53	102	143	149	94	33	176	456	92
NET: Yes	252 23%	118 22%	135 24%	19 15%	23 12%	43 25%	52 27%	50 31%	66 26%	55 18%	53 17%	45 20%	99 37%	21 22%	16 35%	32 27%	21 23%	15 16%	23 29%	15 28%	18 18%	24 17%	34 23%	24 25%	10 30%	30 17%	69 15%	24 26%
Yes - physical condition	159 15%	76 14%	84 15%	8 7%	5 3%	26 15%	30 16%	38 24%	51 20%	31 10%	33 11%	32 15%	63 24%	10 10%	11 25%	19 15%	11 12%	10 11%	21 27%	9 16%	10 10%	17 12%	20 13%	18 19%	5 16%	15 9%	42 9%	12 13%
Yes - mental condition	104 9%	38 7%	66 12%	15 12%	18 9%	29 16%	23 12%	13 8%	6 2%	27 9%	18 6%	17 8%	41 16%	11 12%	4 10%	11 9%	6 7%	5 6%	9 12%	8 15%	7 7%	7 5%	20 13%	10 10%	4 14%	11 6%	33 7%	10 11%
Yes - disability	72 7%	34 6%	37 7%	2 2%	3 2%	14 8%	10 5%	16 10%	27 11%	10 3%	12 4%	11 5%	38 14%	6 7%	11 25%	10 8%	5 5%	4 4%	6 8%	2 4%	5 5%	10 7%	7 4%	5 5%	2 5%	5 3%	15 3%	6 7%
Yes - other	6 1%	5 1%	1 *	- -	- -	* *	1 1%	1 *	4 1%	2 1%	1 *	- -	4 1%	- -	1 2%	- -	2 3%	- -	2 2%	- -	- -	1 *	1 1%	- -	2 1%	- -	1 -	
No	814 74%	406 76%	409 73%	98 81%	159 84%	126 72%	139 72%	109 67%	183 72%	240 80%	245 80%	173 78%	156 59%	67 73%	28 62%	86 70%	67 75%	79 84%	53 68%	37 69%	83 81%	118 82%	107 72%	70 74%	20 62%	133 76%	379 83%	68 74%
Prefer not to say	28 3%	11 2%	18 3%	4 4%	7 4%	7 4%	3 2%	3 2%	3 1%	4 1%	9 3%	4 2%	11 4%	5 5%	1 3%	4 3%	1 2%	* *	2 3%	2 3%	1 1%	1 1%	7 5%	* *	3 8%	12 7%	8 2%	- -