

GMB Summary Document

Sample size: 1014

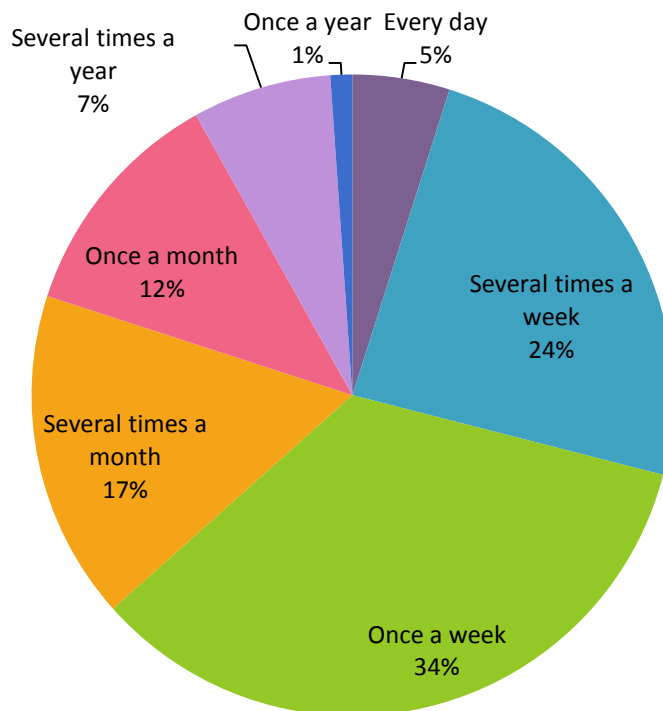
Methodology: UK respondents aged 18+ who shop at Asda were interviewed online

Weighting: Data were not weighted

Fieldwork dates: 8th November 2019

1. How often, if at all, do you shop at Asda, including in supermarkets and online?

Base: All respondents



Every day	4.9%
Several times a week	24.1%
Once a week	34.4%
Several times a month	16.6%
Once a month	11.9%

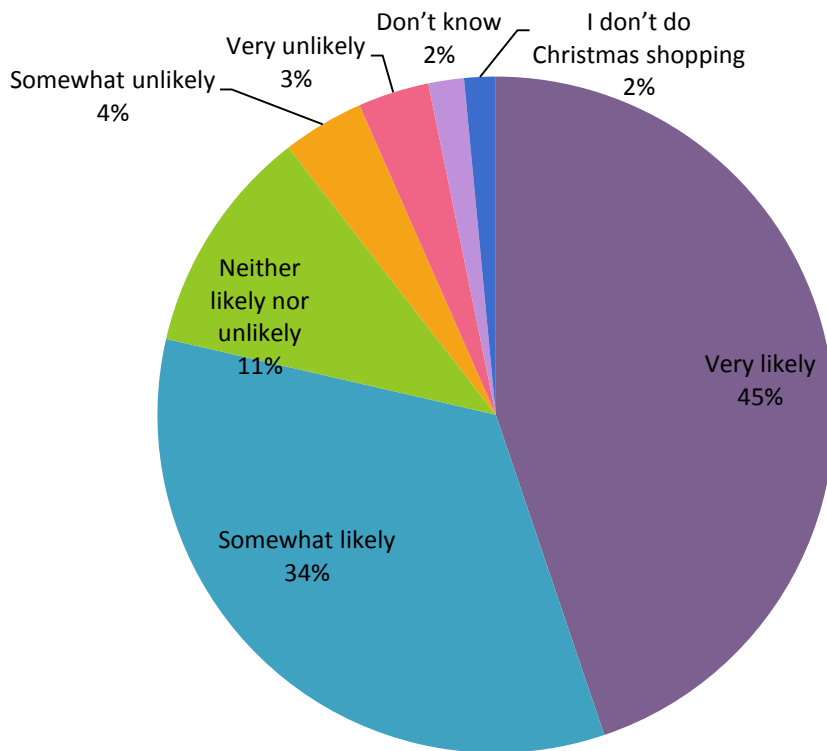
Survation.

Several times a year	7.0%
Once a year	1.1%

The majority of respondents polled (63%) shop at Asda once a week or more.

2.How likely or unlikely are you to do any of your Christmas shopping in Asda this year?

Base: All respondents



Very likely	44.8%
Somewhat likely	33.8%
Neither likely nor unlikely	10.9%
Somewhat unlikely	3.9%
Very unlikely	3.4%
Don't know	1.7%
I don't do Christmas shopping	1.5%

79% of respondents are likely to do Christmas shopping in Asda this year.

Survation.

3. Asda is introducing a new contract for its staff which will eliminate paid breaks, make working bank holidays compulsory, change nightshift payments, and mean that staff can be called in to work at shorter notice. It also means that staff can be made to work in different departments and have their starting and finishing times altered. Staff who have not yet signed the new contract are at risk of dismissal.

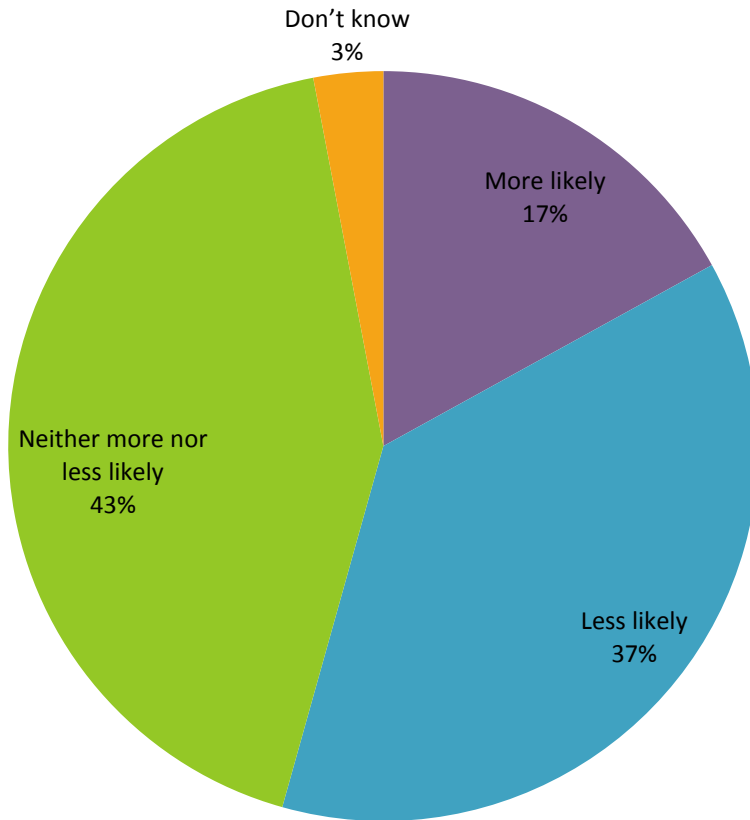
Opponents of the new contract say that it is inflexible and will have a negative impact on workers' personal lives, and that it will disproportionately affect female members of staff and those with childcare responsibilities. Opponents also say that the threat of staff, including long serving employees, losing their jobs unless they sign up to the new contract is causing them undue stress.

Asda has said the change in contract represents an investment of over £80m and an increase in real pay for over 100,000 of its colleagues, and that it brings the supermarket chain in line with its rivals. Asda says it does not want colleagues to leave and that it will continue to have conversations with those who have chosen not to sign the contract to try to understand their concerns.

After reading about these changes to employee contracts at Asda, are you more or less likely to shop at Asda?

Base: All respondents

Survation.



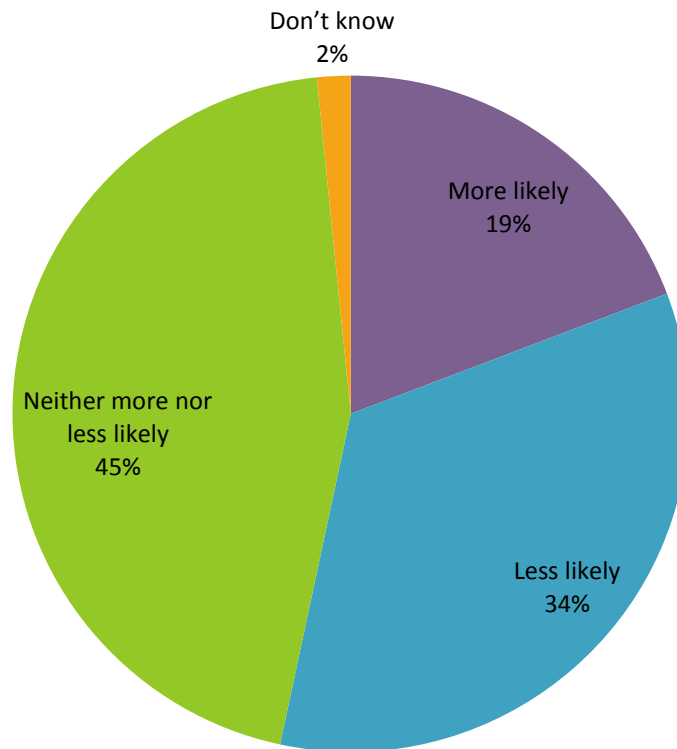
More likely	17.0%
Less likely	37.4%
Neither more nor less likely	42.7%
Don't know	3.0%

Over a third of Asda shoppers polled (37%) said they were less likely to shop at Asda after learning about changes to employee contracts.

Survation.

4. After reading about the changes to employee contracts at Asda, are you more or less likely to do your Christmas shopping at Asda?

Base: Respondents likely to do Christmas shopping in Asda this year



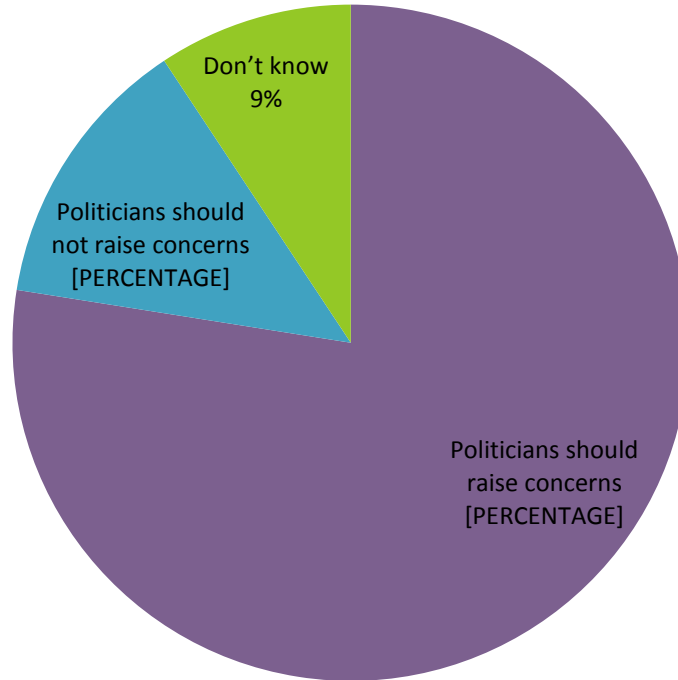
More likely	19.2%
Less likely	34.1%
Neither more nor less likely	45.0%
Don't know	1.6%

Of respondents who previously answered that they were likely to do Christmas shopping in Asda this year, a third (34%) said they were less likely to do so after learning about the changes to employee contracts.

5.A number of MPs have raised concerns around Asda's introduction of the new contract.

Which of the following statements come closest to your view?

Base: All respondents



If politicians have concerns about how workers are being treated by large UK employers, they should raise these concerns, as they are in the public interest	77.5%
If politicians have concerns about how workers are being treated by large UK employers, they should not raise these concerns, as they are a private matter between employers and their workforces	13.2%
Don't know	9.3%