

ICM CONSUMER POLL ARGOS

Q Have you bought anything from Argos in the last 12 months?



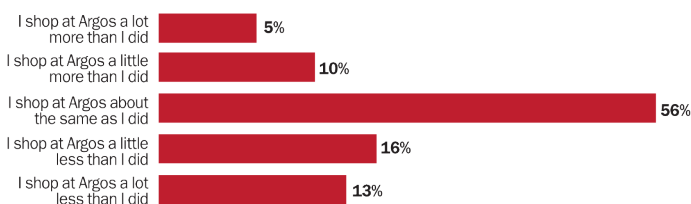
About two-thirds of those interviewed have shopped at Argos in the last year. Argos is used by a wide range of people, with little difference seen between demographic groups. There is slight preference for the shop among 25- to 34-year-olds; 69% have shopped at Argos in the last year.

Q Thinking about when you have shopped at Argos in the last 12 months, which of the following have you done?



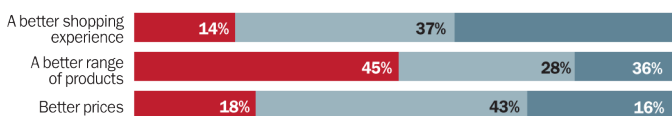
Nowadays, the Argos website is the most popular way of browsing (78%), closely followed by visiting an Argos store (76%). Interestingly, store visits are more common than website visits for those under 24 (81% vs 66%). The Argos catalogue also remains popular – nearly two-thirds of those who have shopped in Argos in the last 12 browsed the catalogue. Use of the iPhone app is currently low, driven by activity among those aged 18 to 24 (8%).

Q Which of the following statements best reflects how your shopping habits with Argos have changed in the last five years?



Just over half of people have not changed their habits in the last five years when it comes to how often they shop at Argos. Customers aged 45+ are significantly more likely to shop at Argos about the same as they did five years ago. On the other hand, those aged 25 to 34 have seen their visits to Argos increase over the last five years (18%).

Q Thinking about both Argos and supermarkets in the UK, which do you think offer...?



- Argos is better
- Argos and supermarkets are about the same
- Supermarkets are better

When comparing Argos to supermarkets, Argos excels in product choice – 45% of consumers think that Argos is better than supermarkets when it comes to range of products. On the other hand, supermarkets are seen to offer a better shopping experience (driven by ABs). When it comes to price the two are more comparable – 43% believe Argos and supermarkets are about the same. There is a difference in price perception with age, 25- to 34-year-olds are significantly more likely to say supermarkets offer better prices (36%) while those aged 45 to 54 are more likely to say Argos is cheaper (25%).

ICM For full results, visit www.icmresearch.co.uk or call Nathan Bartlett on 020 7845 8300

Methodology: ICM Research interviewed a random selection of 2,005 adults aged 18 and over between June 10 and 12, 2011. Interviews were conducted online and the results have been weighted to be nationally representative of the profile of all adults