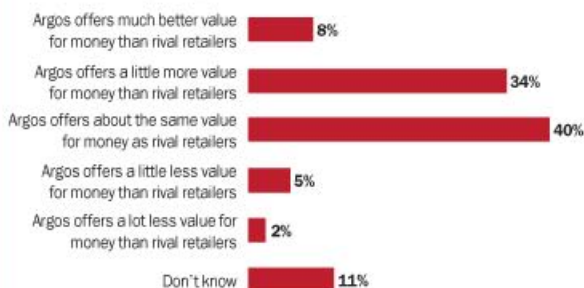


ICM CONSUMER POLL

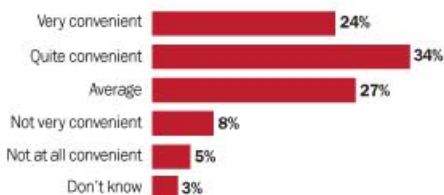
ARGOS

Q Thinking about the value for money offered by Argos, which statement best reflects your opinion?



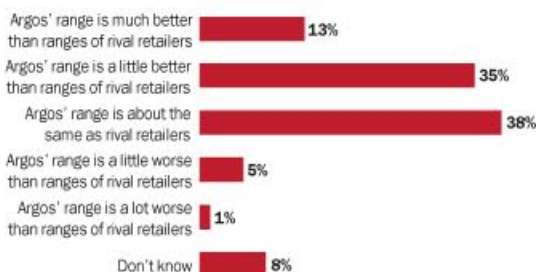
Four in 10 consumers feel that Argos offers more value for money than rival retailers. A comparable proportion feel they offer a similar value for money as rival retailers. Younger consumers, aged 25 to 34, are significantly more likely to feel Argos is better value for money (53%). Consumers in the North West also perceive Argos to be better.

Q How convenient do you find it to shop at Argos?



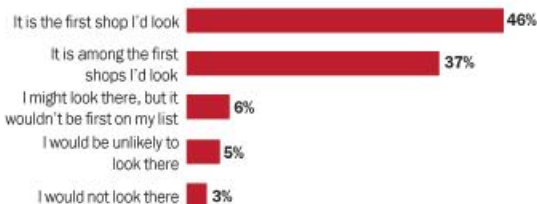
Convenience is commonly associated with shopping at Argos; more than half of consumers (58%) feel it is convenient to shop at Argos. Again it is 25 to 34-year-olds who are most positive with 65% saying it is convenient (31% very convenient). Those living in the South West are more likely to find it inconvenient (20%).

Q Which of the following best reflects your opinion on the range of products offered by Argos?



Almost half (48%) of consumers think Argos' range is better than the ranges of rival retailers. In line with their positive perception of Argos' value for money, those aged 25 to 34 are significantly more likely to think that Argos has a better range than rival retailers. Other demographic groups tend to be in agreement with minimal.

Q When thinking about buying a (non-food) product, which statement best reflects your view of Argos?



Most consumers (83%) claim Argos would be among the first few shops they'd look for non-food products, if not the first. Women and DEs are significantly more likely to look there first (49% and 52% respectively). On the other hand Londoners are significantly less likely to shop there (11% unlikely).