

What do customers consider when engaging with workers at retail stores?

Retail store workers are crucial to brand promotion and customer engagement, as well as a safe shopping experience. See how Americans feel about in-store engagement and its relation to the screening of retail workers.

survey participants across the US were polled

#### **AGE OF PARTICIPANTS**

**18-29** 29%

**45 - 60** 36%

**30 - 44 19**%

**>60 16**%



of shoppers surveyed say they are more likely to shop at retail stores whose workers have been background checked than at stores that don't perform background checks



### **Holiday shopping**

53% think that retail workers tend to be lower quality during the holiday season than they are at other times of year



## **Customer service**

81% factor in a retailer's quality of customer service when shopping in person



## **Cannabis testing**

65% say that drug testing retail workers for cannabis is unnecessary

Consumers aged 18-44 report in higher numbers than consumers 45-60+ that they notice retail workers tend to be lower quality during the holiday season

Consumers aged 18-44 report in higher numbers than consumers 45-60+ that cannabis testing for retail workers is unnecessary

reasons participants think an applicant should be disqualified from working a retail job





Theft conviction



**Violent crime** 



**Criminal history** 



Positive test for hard drugs



**Positive test** for cannabis

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Source: 2019 Retail Industry Background Check Survey commissioned by Rosen Group

















