HOW IS THE DASHBOARD MEASURED?

How is productivity measured?

The productivity data in the *Retail 2020 Dashboard* is based on annual growth in GVA per hour. GVA is in real terms (i.e. ignoring price changes) as reported by the ONS and hours worked is taken from the Labour input index published by Eurostat for SIC section 47. The measure shown on the *Dashboard* is annual growth in GVA per hour.

How is pay measured?

The pay data in the *Retail 2020 Dashboard* is the ONS ASHE median hourly wage in retail (SIC section 47) compared to all UK median.

How is engagement measured?

The engagement data in the *Retail 2020 Dashboard* is based on a consumer survey of retail workers, covering 1015 employees in the retail sector. We screened out those earning more than £9 per hour and within this ensured a decent sample size of those earning up to £7.20 and additionally £7.20-8.10. The sample was weighted to be representative of the sector as a whole in terms of age, gender, students and part-time status. In addition, we obtained results by UK nation/region, ethnicity (white/non-white) and whether respondents were in receipt of tax credits weightings obtained from a prior analysis of ONS Understanding Society database. Respondents were asked to indicate how much they agree with the following statements (questions in bold receive a higher weighting):

- It's not the job I want but it's the only one I could find
- I feel overqualified to do the work that I do
- **I feel motivated to give my best at work**
- Proportion of workers who have received training who think it has enabled them to earn more money
- There is not much support or encouragement available to me to go for promotion
- I'd be worried about a promotion because of my family commitments
- Shifts are well organised and planned
- **I'm proud to work in retail**

How is employment measured?

- Jobs (employed and self-employed) jobs in retail as estimated by the ONS for SIC section 47.