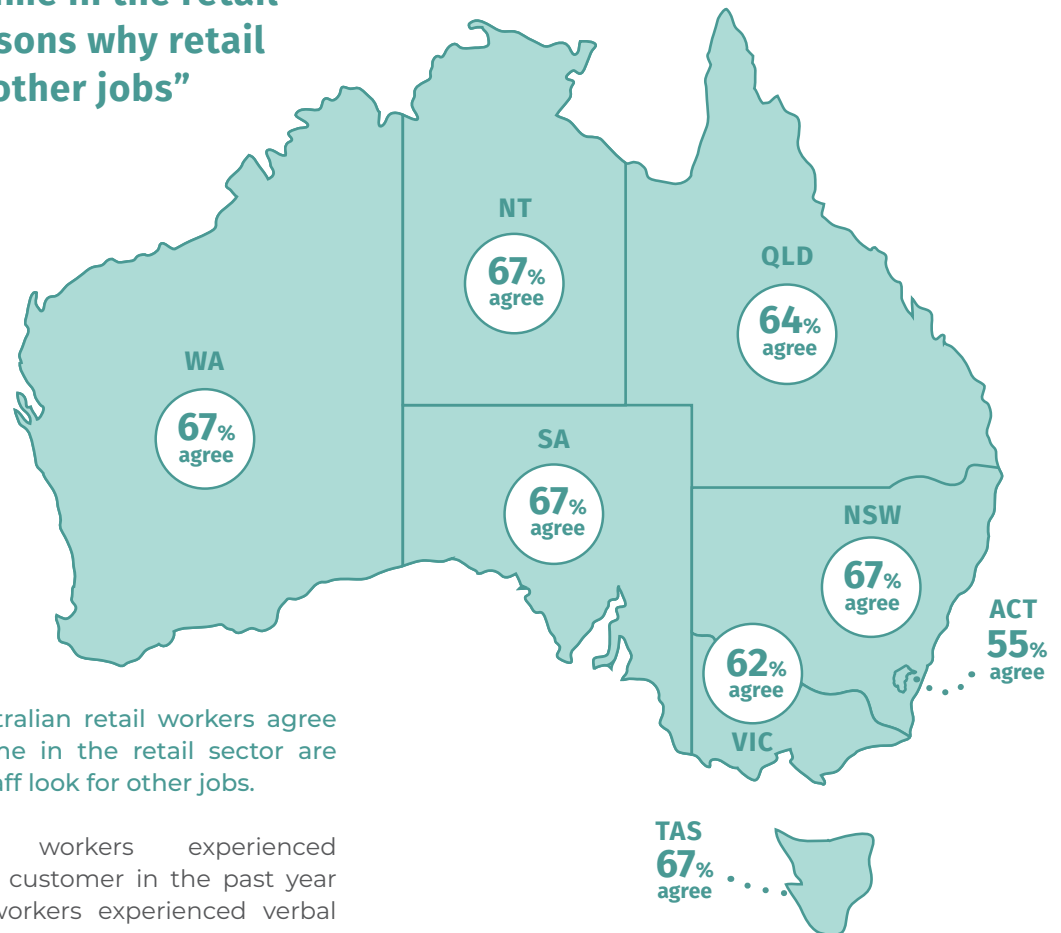


Abuse is Forcing Workers Out of Retail



In 2020, the National Retail Association performed research¹ with over 4000 Australian retail workers to gauge public support for initiatives to improve the health and wellbeing of retail workers.

RETAIL WORKER AGREEMENT WITH: “Abuse and crime in the retail sector are reasons why retail staff look for other jobs”



The majority of Australian retail workers agree that abuse and crime in the retail sector are reasons why retail staff look for other jobs.

88% of retail workers experienced verbal abuse from a customer in the past year and 85% of retail workers experienced verbal abuse while attempting to prevent theft. Employees who face dysfunctional customer behaviour experience lower job satisfaction, lower organisational commitment, higher absenteeism, and reduced morale and motivation.

The NRA believes dedicated programs are needed to upskill retailers and their teams to ensure they are equipped to reduce crime, handle disorderly behaviour, protect team and customer safety and help retailers manage the personal health and wellbeing impacts.



For more information:
www.essentialretail.com.au

**essential workers
essential support**

1. Data from an n=20,291 national telephone survey of Australian residents 18+ conducted state-by-state between 13 August and 1 October. Data weighted to Australian Bureau of Statistics figures to be representative of the Australian population by age and gender. Data are accurate to within a maximum margin of error of +/-0.69% on the total sample, at the 95% confidence interval. Smaller sub-samples may have differing margins of error.