



Tent UK Working Group

Insights into British attitudes to refugees & work

Case study: IKEA UK's refugee hiring

June 2024



Update: April & May 2024

- ▲ Internal company meetings to share the benefits of refugee hiring and Tent UK services with internal stakeholders e.g. Marriott International, SUEZ, L'Oréal
- ▲ Tent is named in [TIME's 100 Most Influential Companies](#) list for our pioneering approach to mobilising the world's largest employers to connect refugees to jobs at scale
- ▲ Preparing for World Refugee Day in June including:
 - Central London refugee job fair on 17th June
 - Social media toolkit for Tent UK members

TIME
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COMPANIES
— 2024 —



INSIGHTS INTO BRITISH ATTITUDES TO REFUGEES AND WORK

Matt Caines, Associate Director of Research and Best Practices, Tent

About the 'Consumer Perceptions' survey (2023)

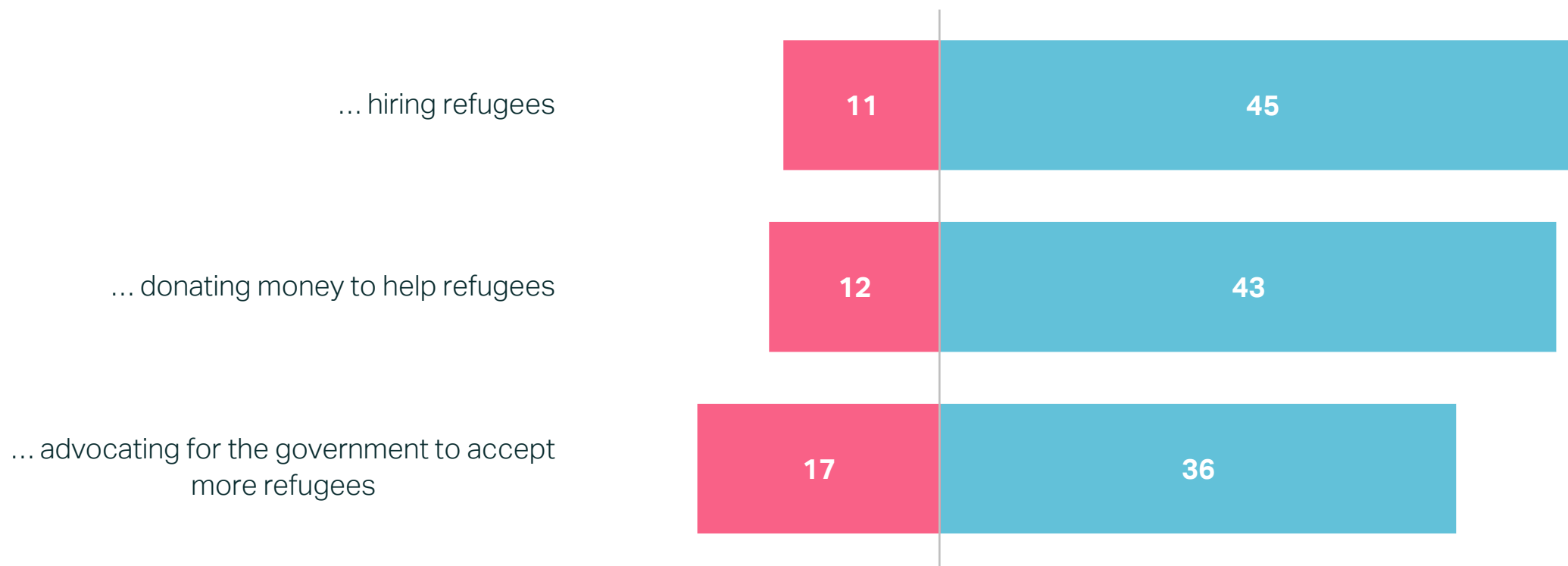
Methodology

- **Method.** Online survey fielded by Qualtrics to explore consumer opinions about refugee-related brand activities.
- **Sample.** n=5,622 adults aged 18+ in France, Germany, the Netherlands, Poland, Spain, Sweden, and the UK.



British consumers support companies hiring refugees

British consumer attitudes to companies...

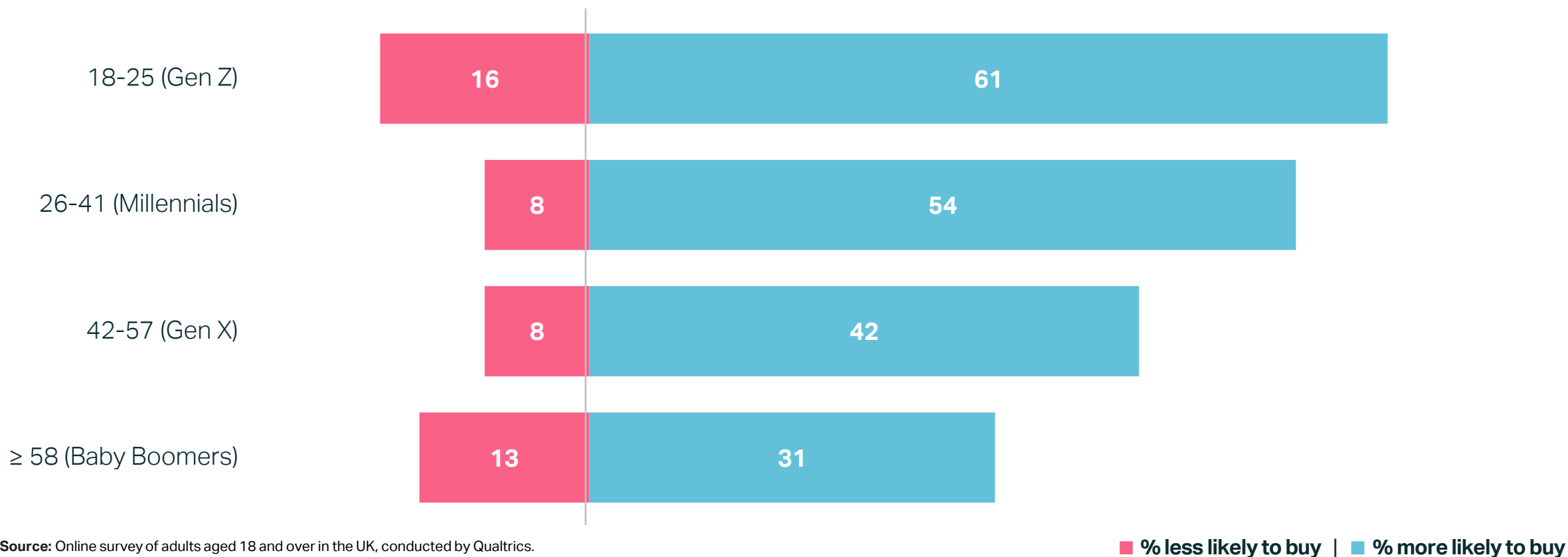


Source: Online survey of adults aged 18 and over in the UK, conducted by Qualtrics.

■ % less likely to buy | ■ % more likely to buy

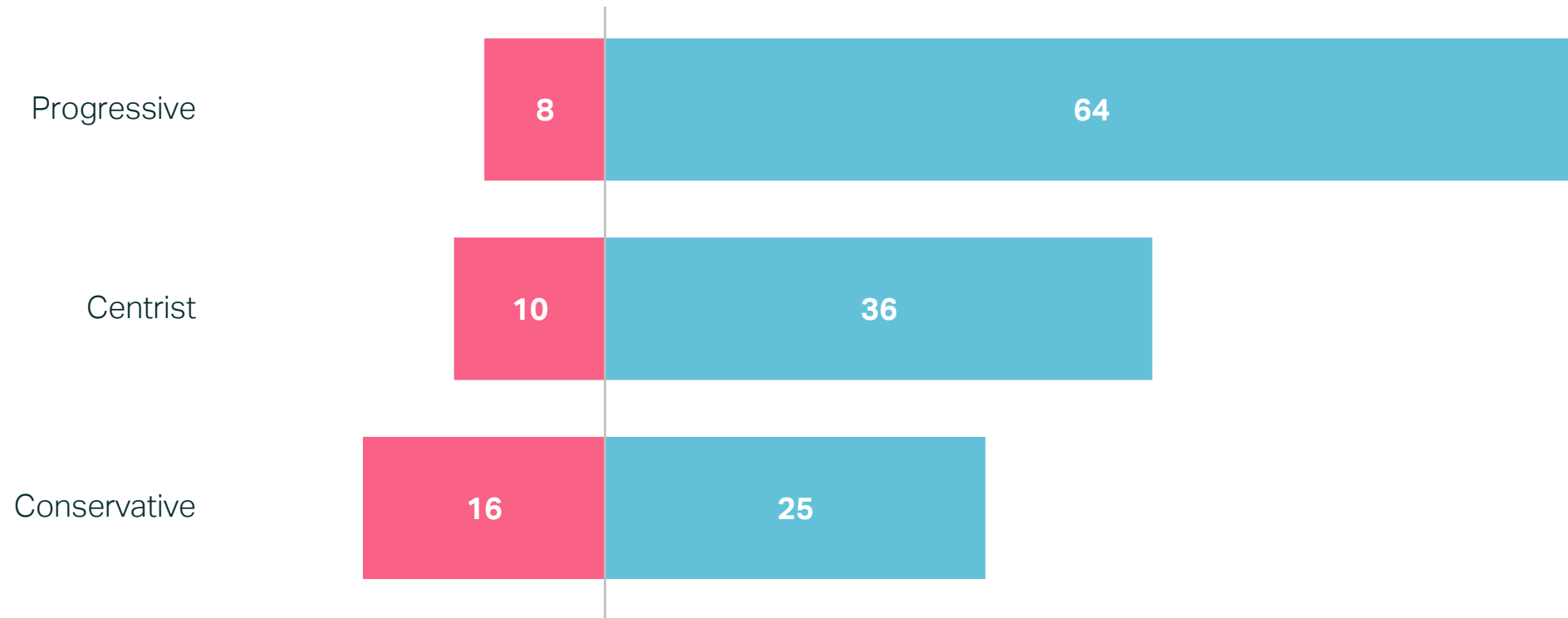
British consumers of all ages indicate that they are more likely to buy from brands hiring refugees

British consumer attitudes to companies hiring refugees



British consumers of all political views support companies hiring refugees

British consumer attitudes to companies hiring refugees

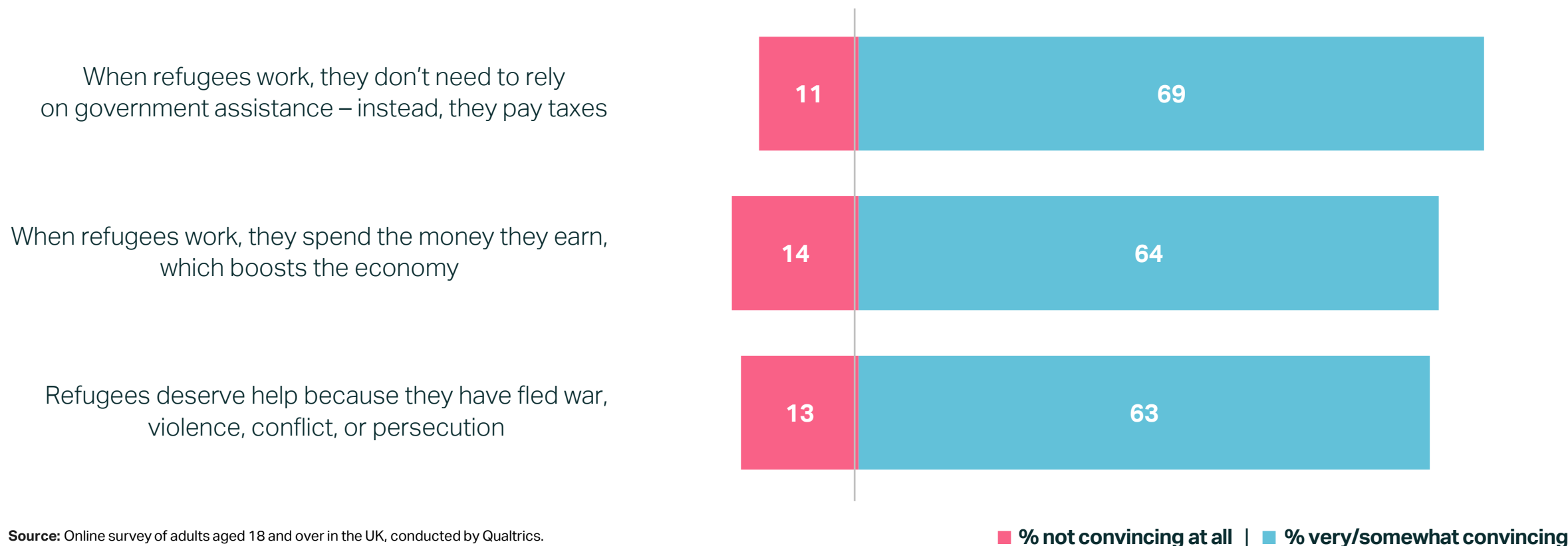


Source: Online survey of adults aged 18 and over in the UK, conducted by Qualtrics.

■ % less likely to buy | ■ % more likely to buy

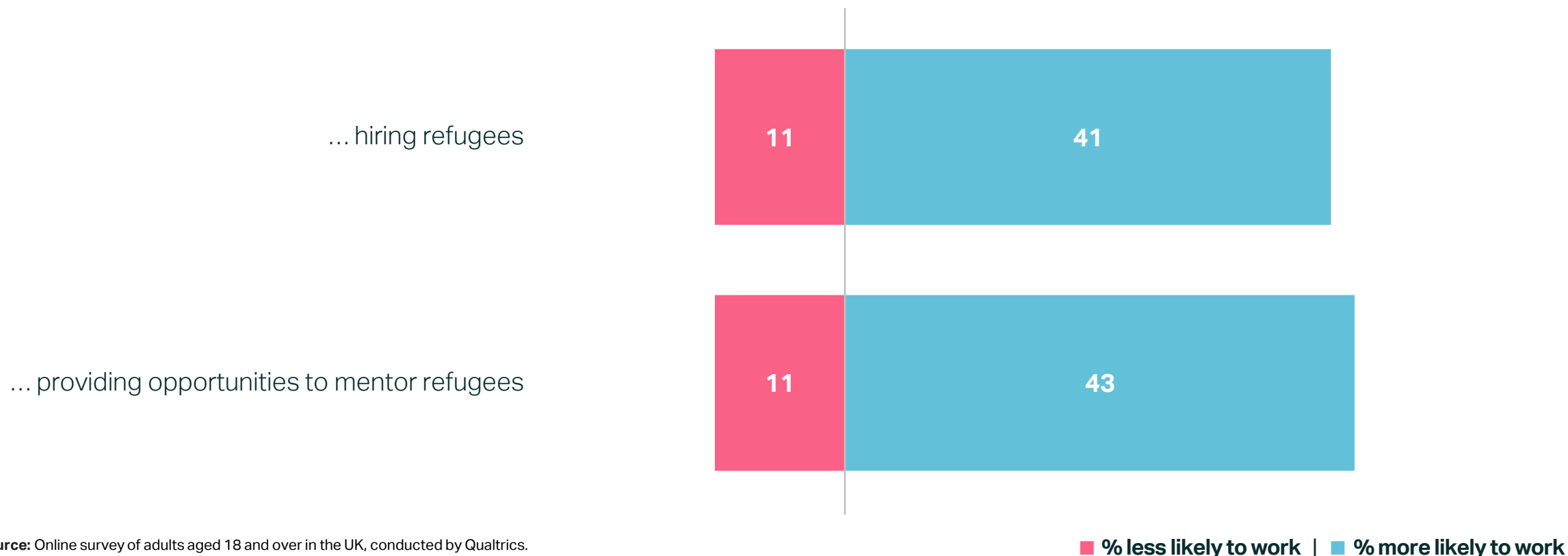
Economic and humanitarian arguments in favour of hiring refugees resonate most with British consumers

Among all British respondents



British consumers also indicate they are more likely to want to work at companies hiring and mentoring refugees

British consumer attitudes to working at companies...



Source: Online survey of adults aged 18 and over in the UK, conducted by Qualtrics.

About the 'Refugees & Work' survey (2024)

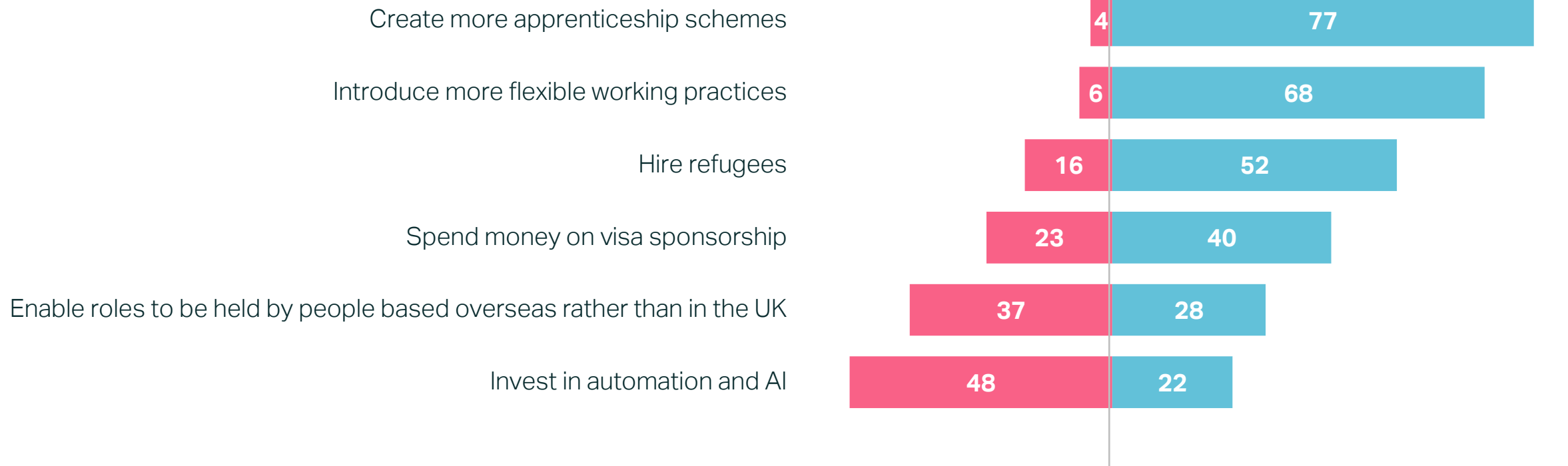
Methodology

- **Method.** Online survey fielded by Ipsos UK in February 2024.
- **Sample.** n=2,192 adults in the UK aged 16 to 75.



Over half of Britons believe that companies hiring refugees would have a positive effect on alleviating labour shortages

Actions companies could take to address labour shortages



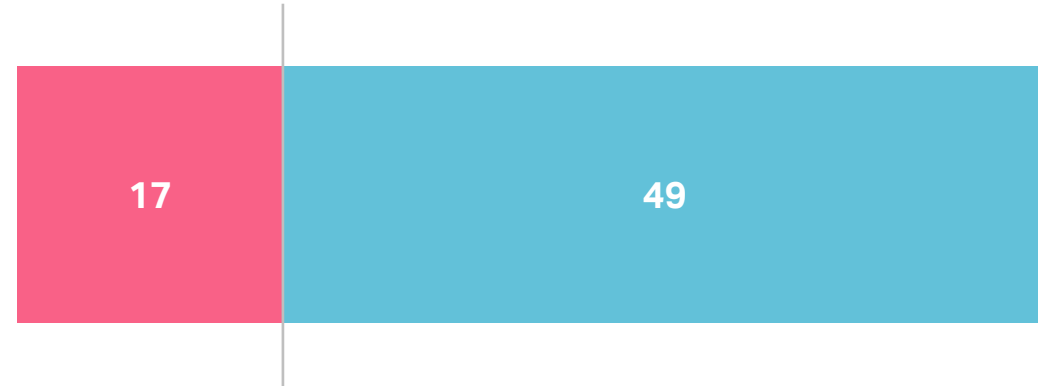
Source: Online survey of adults aged 16 to 75 in the UK, conducted by Ipsos UK.

■ % negative effect | ■ % positive effect

3x times as many Britons are likely to say that companies should than should not hire refugees

British consumer attitudes to companies...

... hiring refugees



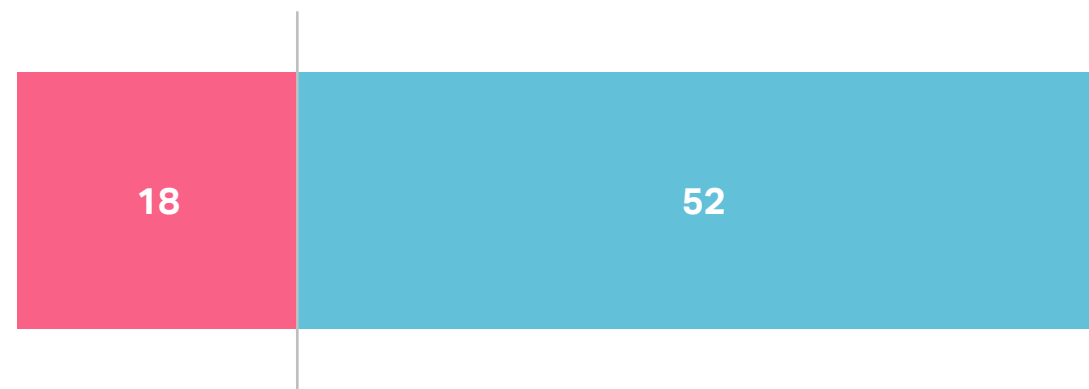
Source: Online survey of adults aged 16 to 75 in the UK, conducted by Ipsos UK.

■ % should not | ■ % should

Britons agree that companies hiring refugees would have a positive impact on the UK economy

Impact companies hiring refugees would have on...

... the UK economy



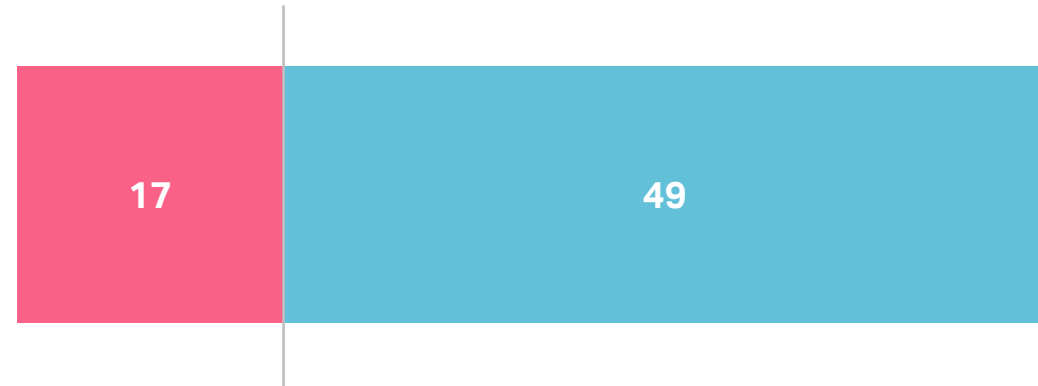
Source: Online survey of adults aged 16 to 75 in the UK, conducted by Ipsos UK.

■ % negative impact | ■ % positive impact

Employed Britons indicate by a wide margin that they would support their employer hiring refugees

Employed British consumer attitudes to their employer...

... hiring refugees



Source: Online survey of adults aged 16 to 75 in the UK, conducted by Ipsos UK.

■ % oppose | ■ % support

Questions





CASE STUDY: IKEA UK'S REFUGEE HIRING

Hiliary Jenkins - Sustainability Business Partner

Alan Felstead - Equality Diversity & Inclusion Leader



NEXT STEPS

Next steps

▲ Next call:

11th July: 14:00-15:00 - Mentoring

▲ Looking ahead:

- ▲ Refugee Week - 17th to 21st June
- ▲ Hiring info
- ▲ In-person meeting first week in October





Thank you!