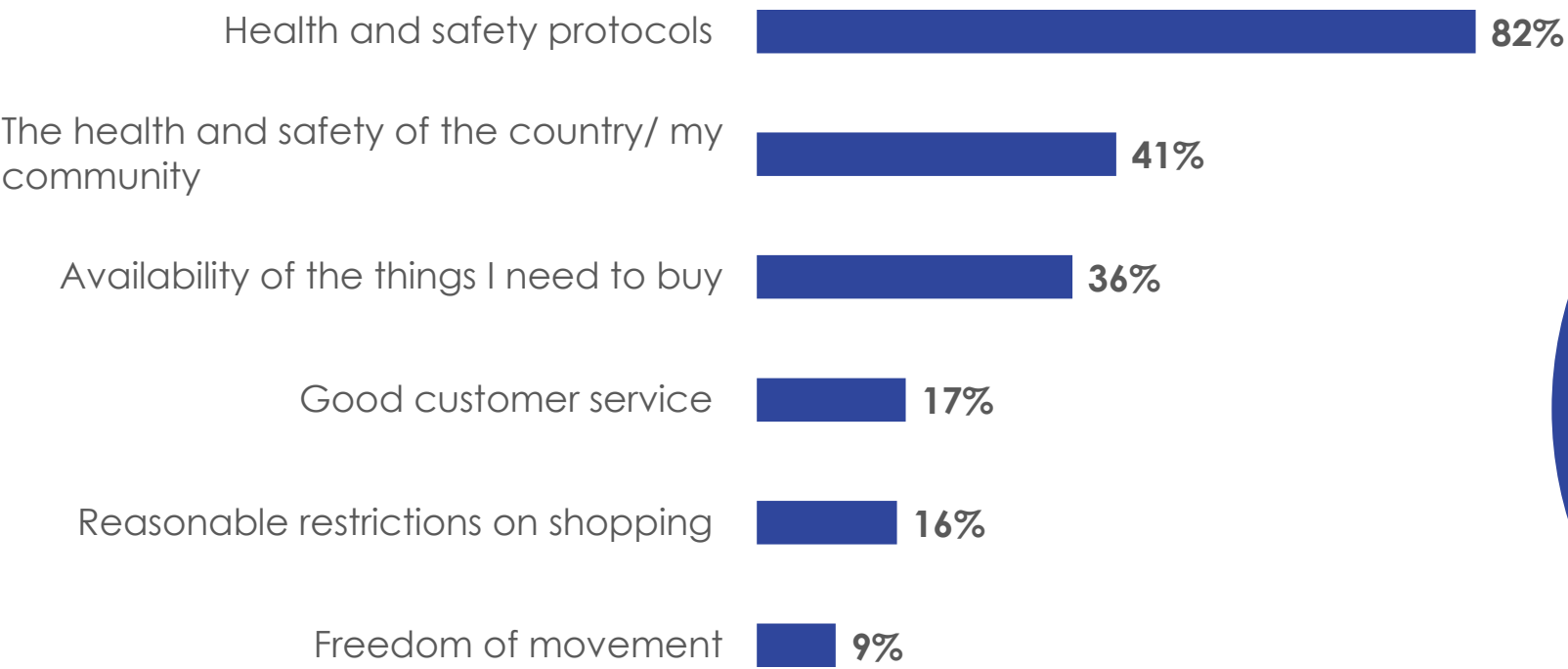


# Health & safety protocols are the most important factor when returning to locations once restrictions have lifted



  
**3 in 5 rate HEALTH AND SAFETY protocols as equally important to good customer service**

Source: Canadian Health and Safety Omni, May 22-24, 2020, n=1,000

Q: Which of the following are **most important to you when considering returning to a retailer after the stay-at-home orders are withdrawn?**

Q: Which of the following is more important to you?

The stakes for getting this right are huge, and you might only have one chance to get it right

**4 in 5** Canadians will delay returning to shopping once restrictions are lifted

**54%** cite “too many people will be shopping”

**41%** cite “the fear of getting sick as the reason for delaying”

Q: Once restrictions are lifted, and all businesses and restaurants reopen, which of the following best describes you?

Q: Why might you be concerned about visiting brick and mortar retail?

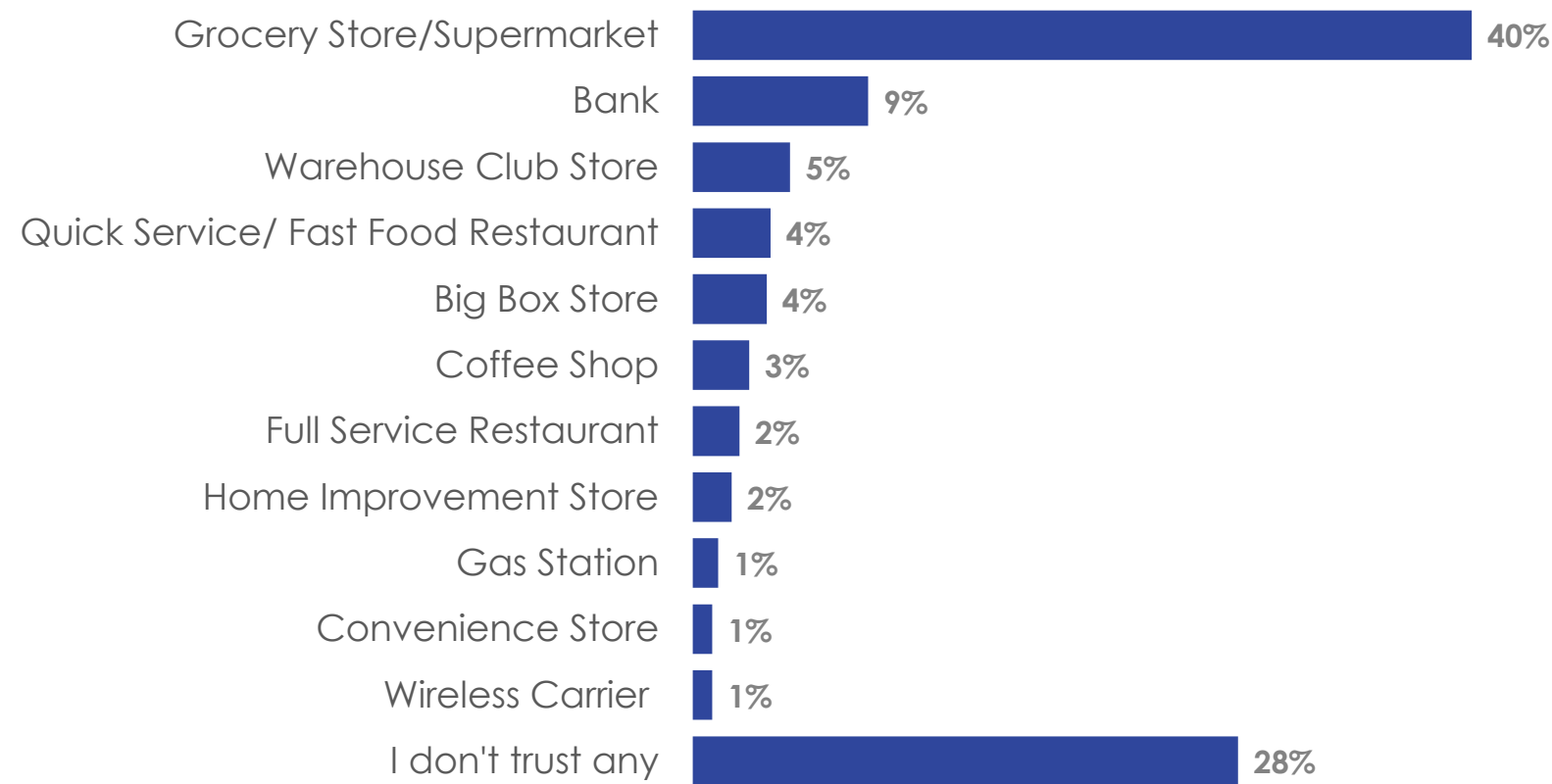
Q: Would you stop shopping at a retailer if you knew that they were not taking health and safety measures (i.e., wiping down carts, availability of hand sanitizer, etc.)?



**64%**  
of Canadians would stop/ temporarily stop shopping at a location if they knew they were not taking health and safety seriously.

# Consumers trust grocery stores' cleanliness and safety protocols significantly more than any other industry

## MOST TRUSTED TYPE OF LOCATION



**1 in 4**  
consumers  
don't trust any  
industries for their  
cleanliness and  
safety protocols

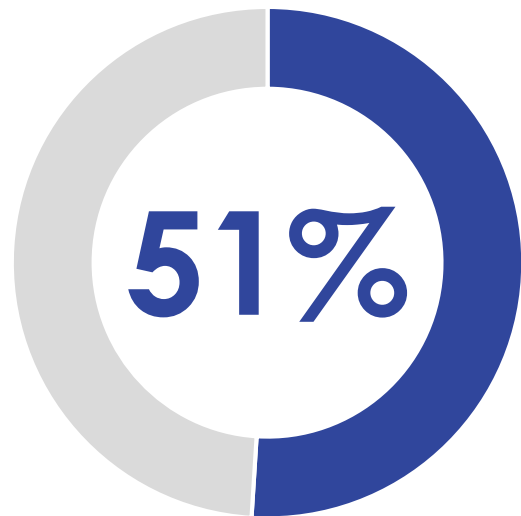
Source: Canadian Health and Safety Omni, May 22-24, 2020, n=1,000

Q: Which kind of **store** do you trust the most for its cleanliness and safety protocols?

# Health & safety is important to consumers, and they want companies to spend more effort here

## IMPORTANCE OF COMPANY HEALTH & SAFETY MEASURES

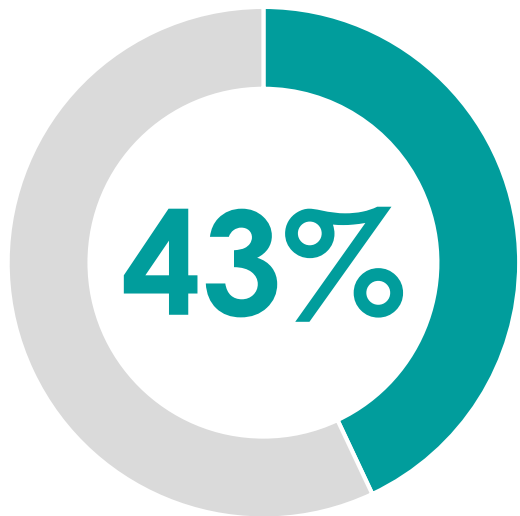
Top 2 Box – Extremely Important



Q: When selecting a retailer to shop at, how important are the health and safety measures they are taking to keep customers and employees safe?

## PERCEIVED CUSTOMER EFFORT IN KEEPING THEMSELVES HEALTHY & SAFE

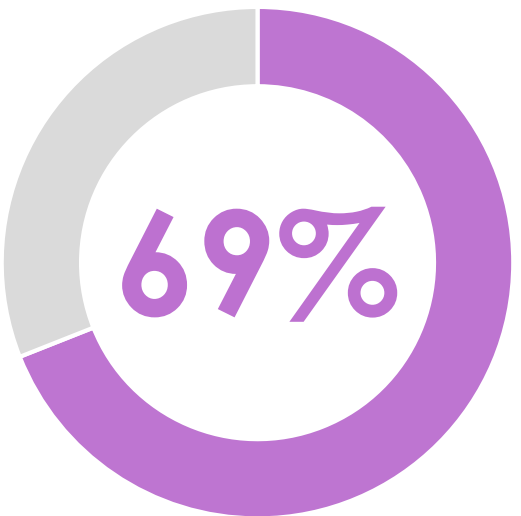
Top 2 Box – Exerting the greatest effort



Q: Thinking about health and safety, how much effort would you say you personally are taking to keep yourself healthy and safe while shopping?

## PERCEIVED COMPANY EFFORT IN KEEPING CUSTOMERS HEALTHY & SAFE

Bottom 8 box – Not exerting the greatest effort



Q: Thinking about health and safety, how much effort would you say retailers are exerting in keeping customers healthy and safe while shopping?

Source: Canadian Health and Safety Omni, May 22-24, 2020, n=1,000

# About Ipsos

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**