

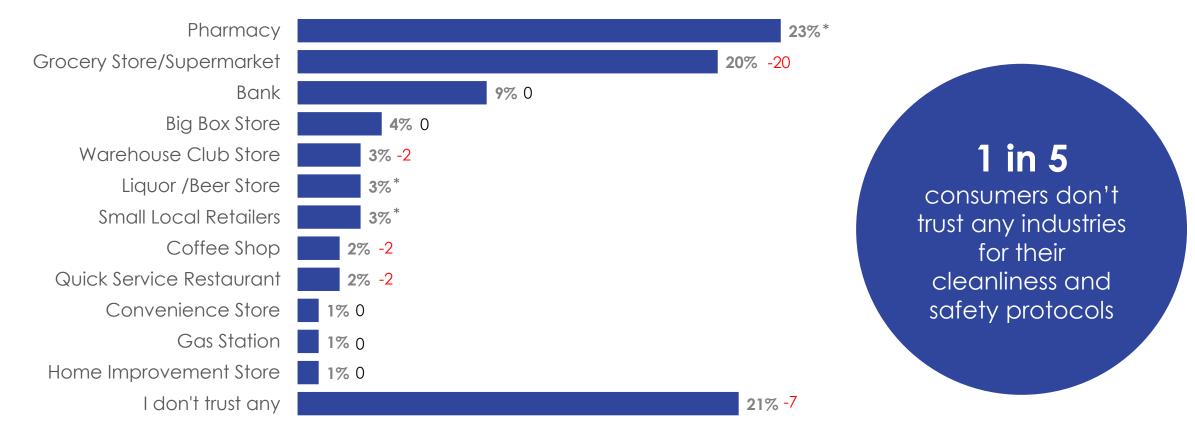
30%

of Canadians would temporarily stop visiting a location if they knew they were not taking health and safety seriously, regardless of industry.



Consumers trust pharmacy cleanliness and safety protocols significantly more than any other industry

MOST TRUSTED TYPE OF LOCATION



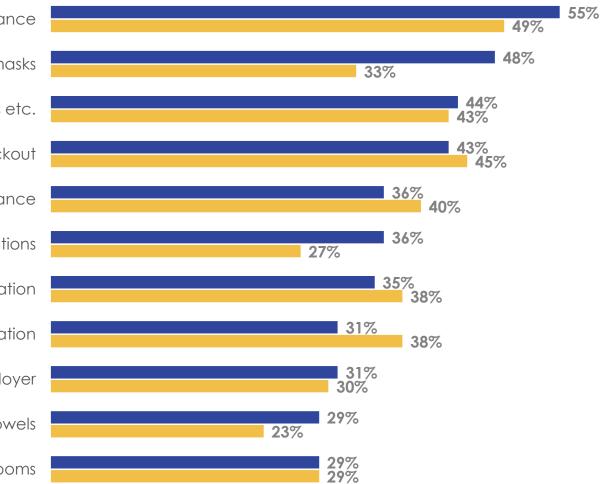
Source: Canadian Health and Safety Omni, July 16, 2020, n=1,000 +/- change since May 2020. *New addition for July wave

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



Top health & safety measures expected by Canadians

July 2020 May 2020 Hand sanifizer available at the entrance Employees wearing masks Employees visibly wiping down shopping carts/baskets etc. Plexiglass dividers at counters/checkout Sanifizing wipes available at the entrance Customers must wear masks inside locations Clear 6-foot social distancing markers inside the location Managing the total number of customers entering the location Employee safety equipment is provided by their employer Restrooms have motion sensors for faucets, soap, and towels Hand sanifizer available in restrooms

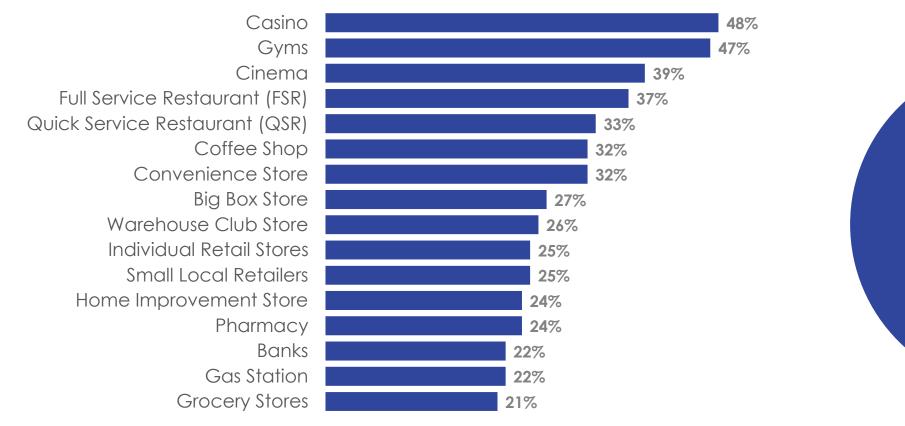


Source: Canadian Health and Safety Omni, July 16, 2020, n=1,000 Q: Thinking about current shopping experiences inside physical locations, what actions would you like to see businesses take to ensure your health and safety while shopping?



Consumers would stop visiting Casino, Gyms, Cinema altogether if they are not taking health and safety measures

STOP VISITING ALTOGETHER



Source: Canadian Health and Safety Omni, July 16, 2020, n=1,000

Q: Would you **stop visiting the following locations** if you knew that they were not taking health and safety measures?



1 in 3

consumers will

stop visiting a QSR

or FSR altogether

if they are not

taking health and

safety measures

Consumers would temporarily stop visiting retail stores and restaurants if they are not taking health and safety measures

TEMPORARLILY STOP VISITING A LOCATION

Individual Retail Stores **Full Service Restaurant** Shopping Malls Coffee Shop Wireless Carrier Small Local Retailers Home Improvement Store Quick Service/ Fast Food Restaurant Big Box Store Bank Cinema Warehouse Club Store **Convenience** Store Gas Station Grocery Store/Supermarket

1 in 3 consumers will stop temporarily visiting a Shopping Mall or Retail Store if they are not taking health and safety measures

Source: Canadian Health and Safety Omni, July 16, 2020, n=1,000

Q: Would you **stop visiting the following locations** if you knew that they were not taking health and safety measures?

34%

32%

32%

30%

30%

30%

30%

29%

29%

29%

28%

28%

27%

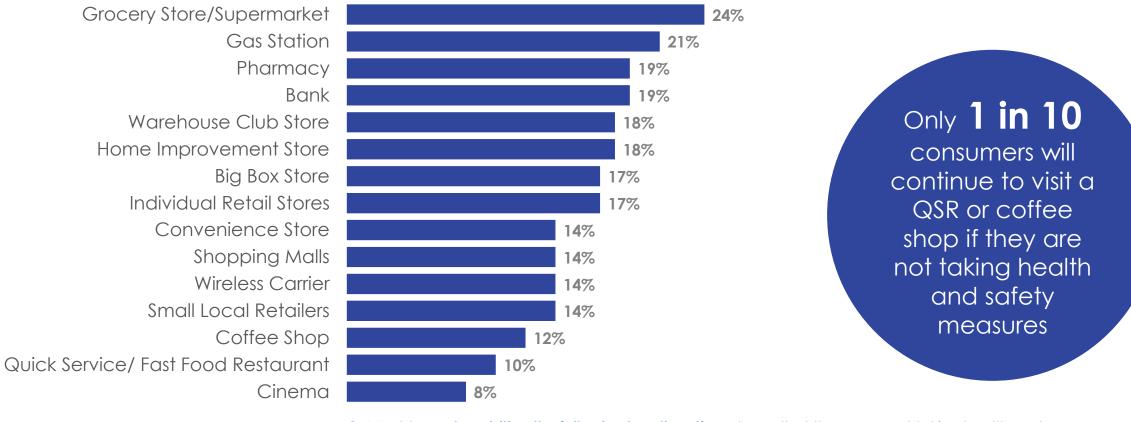
27%

27%



Consumers would continue to visit grocery store, gas station with precautions if they are not taking health and safety measures

CONTINUE VISITING A LOCATION BUT WITH PRECAUTIONS

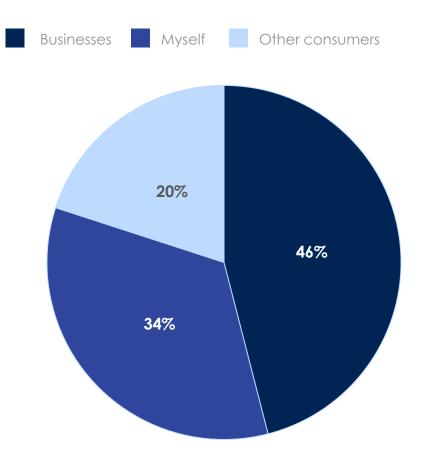


Source: Canadian Health and Safety Omni, July 16, 2020, n=1,000

Q: Would you **stop visiting the following locations** if you knew that they were not taking health and safety measures?



Consumers feel businesses hold the most responsibility when it comes health and safety



Overall

Source: Canadian Health and Safety Omni, July 16, 2020, n=1,000

Q: When visiting a business, **what proportion of the responsibility** for taking health and safety measures should be on the business vs. myself vs. other customers?



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