

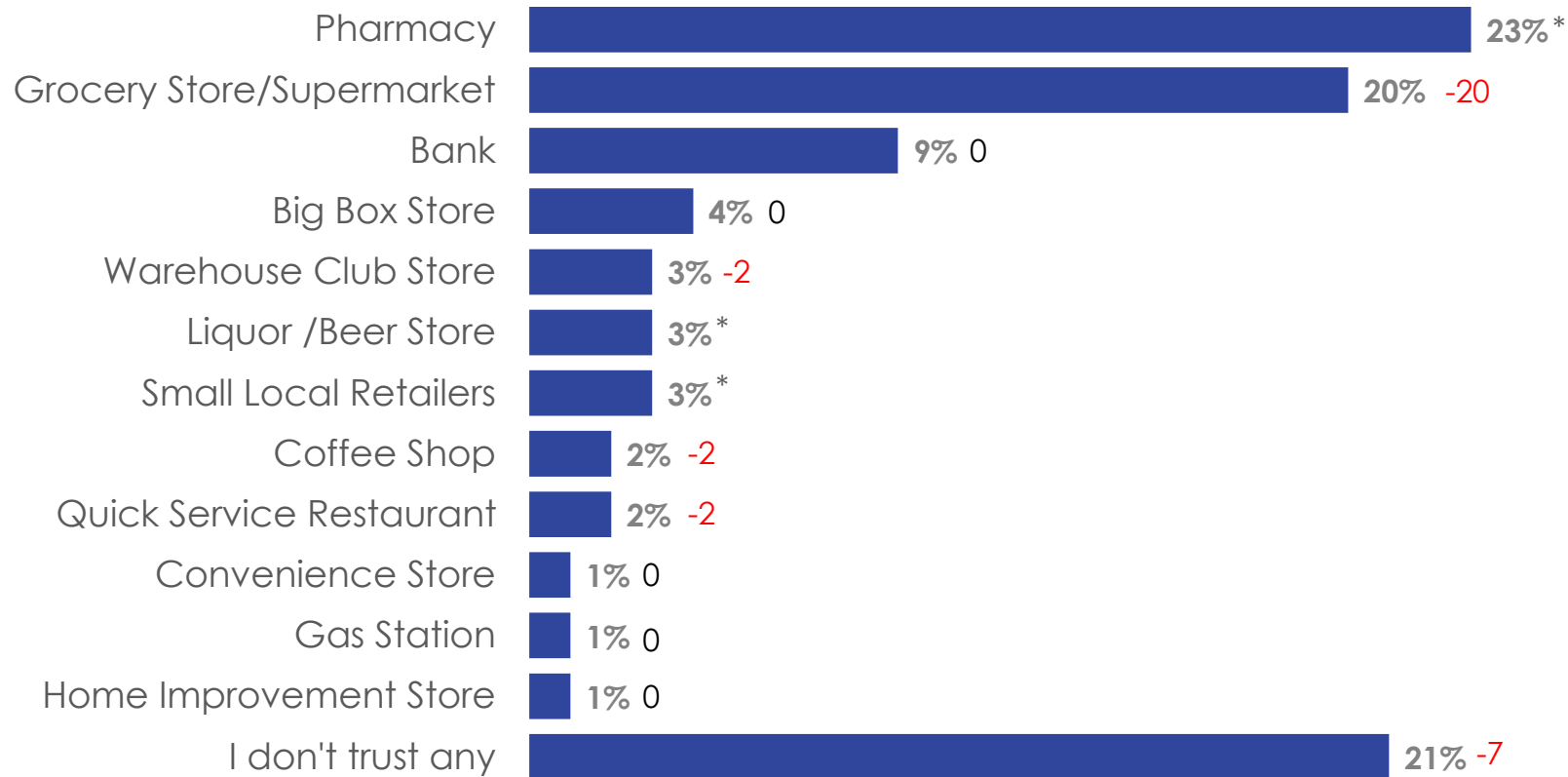
A shopping cart is shown in the bottom left corner of the image, set against a solid yellow background. The cart is made of metal wire and has blue handles. It is positioned diagonally, with the front of the cart pointing towards the top right.

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



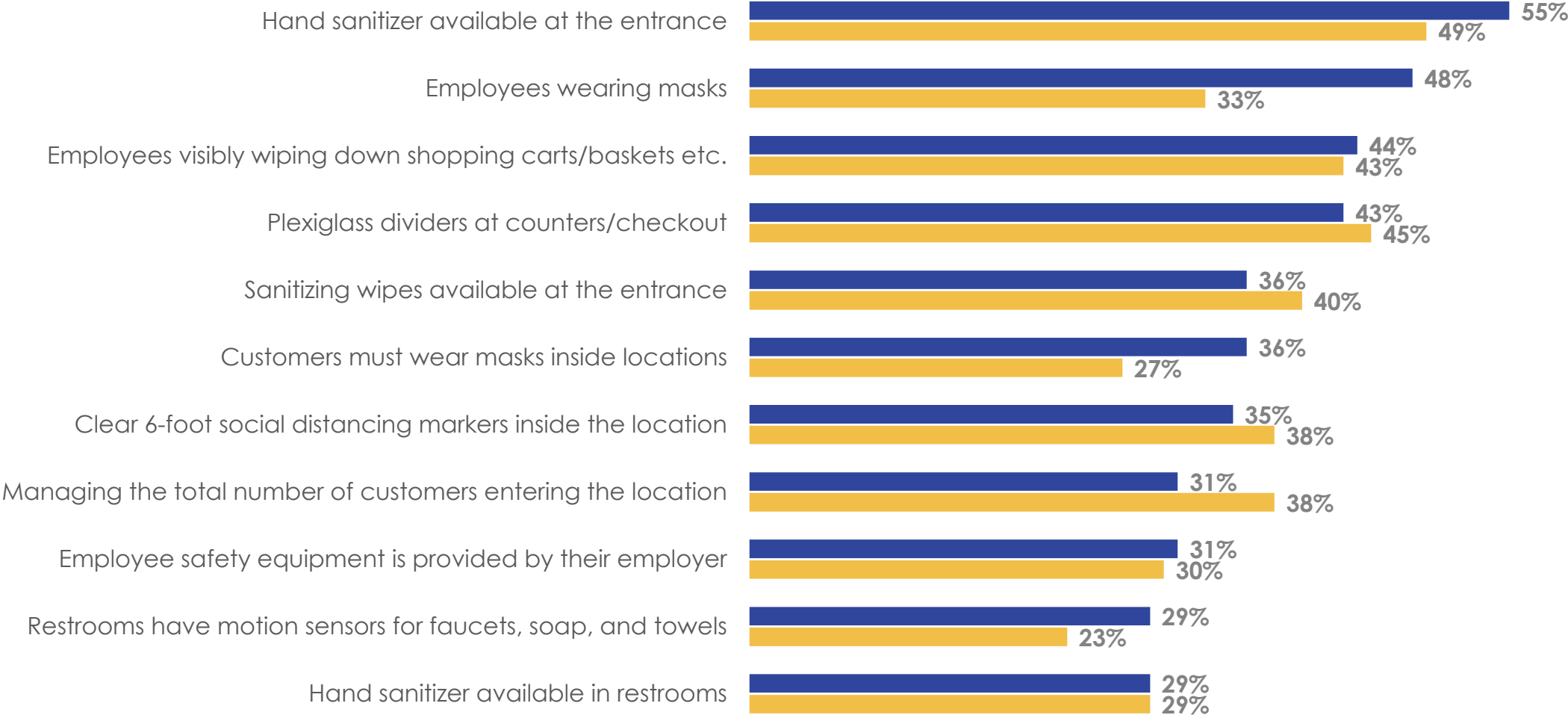
1 in 5
consumers don't trust any industries for their cleanliness and safety protocols

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

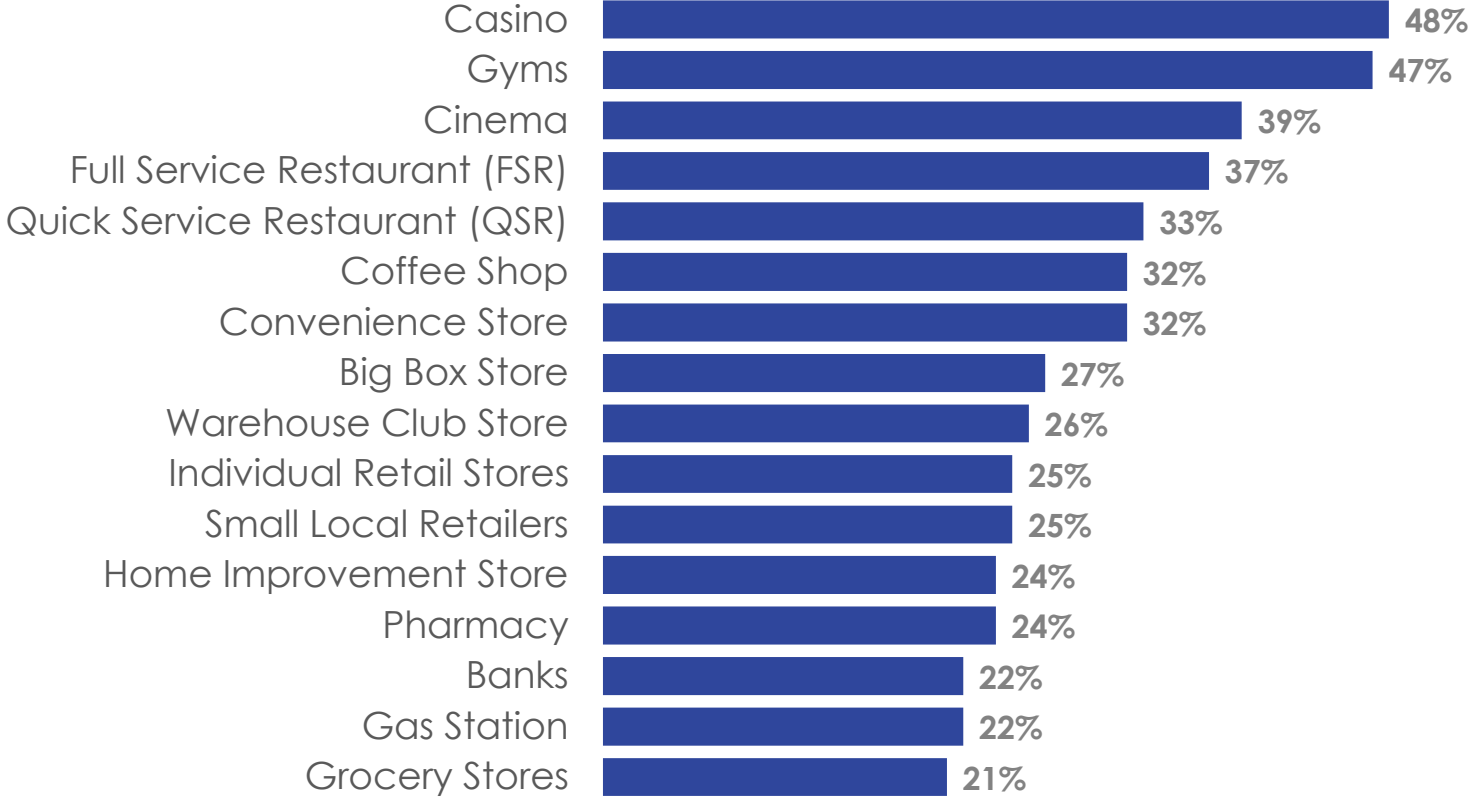


Source: Canadian Health and Safety Omni, July 16, 2020, n=1,000 Q: Thinking about current shopping experiences inside physical locations, **what actions would you like to see businesses take** to ensure your health and safety while shopping?



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

STOP VISITING ALTOGETHER



1 in 3
consumers will stop visiting a QSR or FSR altogether 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?

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

TEMPORARILY STOP VISITING A LOCATION



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?

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



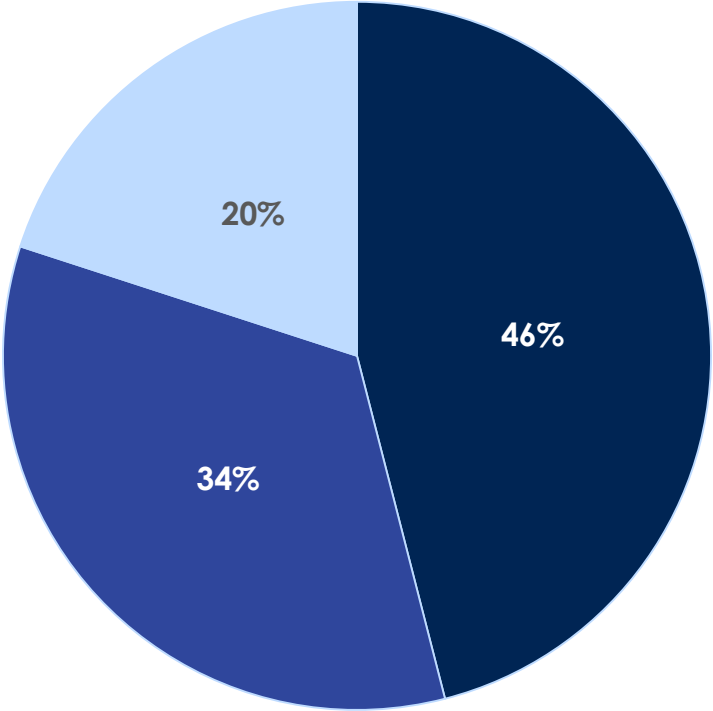
Only **1 in 10** consumers will continue to visit a QSR or coffee shop if they are not taking health and safety measures

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?

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

Businesses Myself Other consumers



Overall

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?

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

