

# Health and Safety measures outweigh products and services and pricing when Canadians are selecting where to shop.

## WHEN SELECTING A RETAILER TO SHOP AT, HOW IMPORTANT ARE THE FOLLOWING? (% T2B)

Health and safety measures that the retailer is taking to keep customers & employees safe

58%

Having a large selection of products and services to choose from

49%

Low prices

49%

Q17. When selecting a retailer to shop at, how important are each of the following? N=2000

Source: Canadian Health and Safety Syndicate Health Monitor, Aug 28-Sept 5, 2020, n= 2,000

1 – © Ipsos

# What customers can see is what matters. . . And perception is everything



# Are your customers making more effort than you?

## Personal Effort vs Company Effort

Customers are personally increasing their amount of effort to stay safe

43% —————→ 50%

Customers have the impression that companies are not putting in as much effort as they were earlier in the pandemic.

69% —————→ 35%

Q5: Thinking about health and safety, how much effort would you say each these companies are putting in to keeping customers healthy and safe when visiting their physical locations?

Please select one answer for each company. N=7534

Q6: Thinking about health and safety, how much effort would you say you are personally putting in to keeping yourself healthy and safe when visiting their physical locations? N=7534

Source: Canadian Health and Safety Syndicate Health Monitor, Aug 28-Sept 5, 2020, n= 2,000