



PRESS RELEASE

Ipsos Launches third Wave of In-Store Health & Safety Audits, Will Award Firms with Strong Performance

Ipsos, leading market research and mystery shopping firm, is launching the 3rd Wave of the Consumer Health & Safety Index, providing a crucial tool for companies nearly a year into the coronavirus pandemic.

“The importance around health and safety isn’t over – brands must now ask what consumers will continue to expect after the pandemic, are their physical locations delivering on their brand promises, and what actions can they take now to strengthen consumer confidence and assure customers that it’s safe to come back,” said Shohini Banerjee, Senior Vice President, US Channel Performance, Ipsos.

Qualifying brands from Wave 3 of the *Index* – launching March 2021 – will have the opportunity to recognize their health & safety compliance by deploying Ipsos Health & Safety Best Brand awards in-stores and online to **drive consumer confidence**.

Ipsos previously conducted two waves of the *Consumer Health & Safety Index in 2020*, providing a cross-industry benchmarking study to monitor how effectively brands are delivering on the health and safety initiatives consumers value most. When Ipsos launched the first two waves of the *Index*, guidance was scant as brands struggled to find an appropriate response to COVID-19 and ways to keep their doors open, employees safe and customers coming back.

Top brands used insights from the *Index* to reassure consumers of their commitment to health and safety.

“The big question that we had was which of those (health & safety reassurance questions) become the most important,” said McDonald’s executive Matt Cahill. “That’s where we turned to the (*Consumer*) *Health & Safety Index*, to say there’s lots of different steps that different brands and sectors are taking... It uncovered some real opportunities for us.”

For more information on the *Consumer Health & Safety Index*, contact:

Shohini Banerjee

Senior Vice President, US Channel Performance, Ipsos

Shohini.Banerjee@ipsos.com

+1 425 326 0423





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About the Study

The third wave of the *Consumer Health & Safety Index* will help companies measure their performance against current consumer expectations via mystery shops.

Award: Get an Ipsos Health & Safety Award (only applicable to brands that meet the Ipsos Health & Safety Best Brand Standard).

Benchmark: Benchmark brands directly against competitors and others.

Measure: Measure your brand's performance against consumer expectations via mystery shops.

Take Action: Access a brand's site-level compliance data so companies can take action and improve.

The study is designed in two stages:

Stage 1: Ipsos will conduct a survey of 1,000 Americans to understand which health and safety attributes are most important to consumers in the current retail environment.

Stage 2: Ipsos will conduct mystery shops to measure brand compliance to these health and safety attributes across more than 20 brands in three key industries to report on their performance. A random sample of 125 locations per brand will be audited during this study, while ensuring geographical representation and a margin of error of 5-7%. While the results presented in the study have a 90% confidence level, observations contrary to the findings reported in the study may be found at individual locations and should be used as an opportunity to further improve the customer experience at these locations.





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About Ipsos

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

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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