

**[US OMNI]
[ISHOPSAFE- CONSUMER HEALTH AND SAFETY PHASE 2]
[CARLOS ARAGON]**

**[GENPOP1]
[THIS STUDY NEEDS N=1,005 TO GGYSHOPPING]**

**[NEW]
[THIS IS DA APPROVED]**

GGYSHOPPINGNEW. Which of the following brick and mortar locations have you visited in the past 30 days? Please note that we are only asking about in-store shopping, not drive-through or curbside pickup. Please select all that apply.

[GRID DOWN: RANDOMIZE]

Bank
Big Box Store (Ex: Target, Walmart, Best Buy)
Coffee Shop (Ex: Starbucks, Dunkin)
Convenience Store
Fast Food Restaurant (Ex: McDonalds, KFC, Taco Bell)
Gas Station
Grocery Store/Supermarket
Home Improvement Store
Quick Service Restaurant (Ex: Subway, Qdoba)
Warehouse Store (Ex: Costco, Sam's Club)
Wireless Carrier (Ex: Verizon, Sprint, AT&T, T-Mobile)
None of the the above

ATTRNEW. How satisfied are you with how retailers are doing with the following in-store COVID-19 health & safety mitigation efforts. Please use a scale from 1-10 where 1 = Completely Dissatisfied and 10 = Completely Satisfied. **[SHOW ALL 23 ATTRIBUTES. SHOW 6 ATTRIBUTES PER SCREEN. RANDOMIZE. INCLUDE OPTION FOR "Have Not Experienced This"]**

1. Clear 6-foot social distancing markers inside the store/at checkout
2. Clear 6-foot social distancing markers outside the store
3. Contactless checkout (i.e., no need to input pin numbers, give ID's or touch anything)
4. Customers must make appointments to visit the store
5. Customers must wear masks inside stores and restaurants
6. Employee enforcement of social distancing outside the store
7. Employee safety equipment is available at the entrance to wipe down carts
8. Employee safety equipment is consistent in appearance across all employees
9. Employee safety equipment is provided by their employer
10. Employees visibly wiping down shopping carts/exterior entrance/self-checkout with disinfectant
11. Hand sanitizer available in store restrooms
12. Hand sanitizer is available at the entrance
13. Managing the total number of customers entering the store in an organized fashion
14. One-way aisles in the store
15. Only pickup (curbside or in-store) options are available
16. Plexiglass dividers at counters/checkout
17. Quizzing customers on their recent travel or exposure to potentially ill people
18. Reminders over intercom about social distancing
19. Sanitizing wipes available at the entrance to wipe down
20. Store associates wearing gloves
21. Store associates wearing masks
22. Store restrooms have motion sensors for faucets, soap, and towels
23. Taking customer's temperatures before they're allowed to enter the store

COMPANYEFFORT. Thinking about health and safety, how much effort would you say retailers are exerting in keeping customers healthy and safe while shopping?
Please select one answer

1. A minimal degree of effort
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
10. A great deal of effort

TRUST. Thinking about your in-store shopping experiences over the past 30 days, how much do you trust retailer cleanliness and safety protocols are keeping customers healthy and safe while shopping?
Please select one answer

1. Do not trust at all
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
10. Trust completely

RETURN. Thinking about your in-store shopping experiences over the past 30 days, how likely are you to continue shopping in-store?
Please select one answer

1. Will definitely not continue
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
10. Will definitely continue

NPS. Thinking about your in-store shopping experiences over the past 30 days, how likely are you to recommend shopping in-store to your friends and family?
Please select one answer

0. Not at all likely
- 1.
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
10. Very likely

PREMIUM. Would you be willing to pay more for products at stores that you feel are doing a superior job ensuring the health and safety of customers compared to those that are not?
Please select one answer

No, and I would be less inclined to shop at stores that are emphasizing health and safety

No, I am not willing to pay any more

No, but I would only shop at stores that are doing a superior job

Yes, I would pay up to 10% more

Yes, I would pay up to 25% more

Yes, I would pay >25% more

Unsure